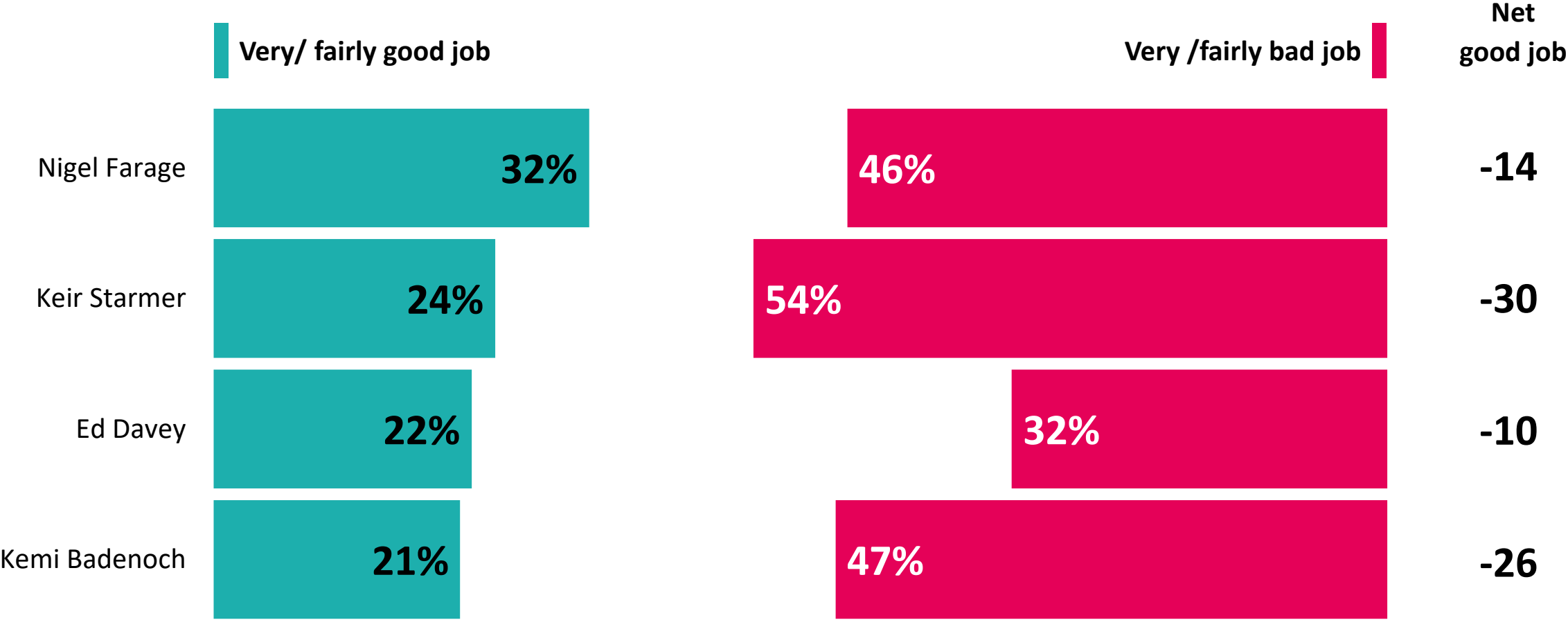


Ipsos Conservative Leadership Polling

July 2025

Who would do a good or bad job as Prime Minister?

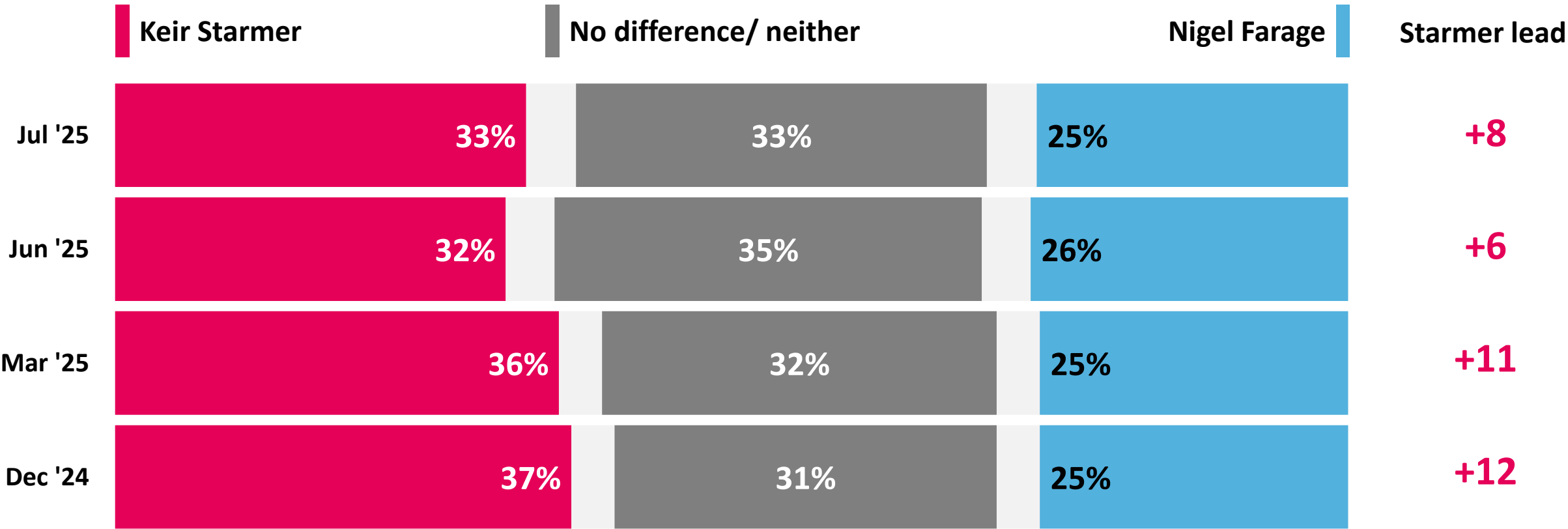
To what extent, if at all, do you think each of the following would do a good job or bad job as Prime Minister?
If you do not know who the person is, then please say



Base: 1,150 Online British adults aged 16+, 25-28 July 2025

The public continue to think Keir Starmer would make a better Prime Minister than Nigel Farage

Which of the following, if either, do you think would make a better Prime Minister?

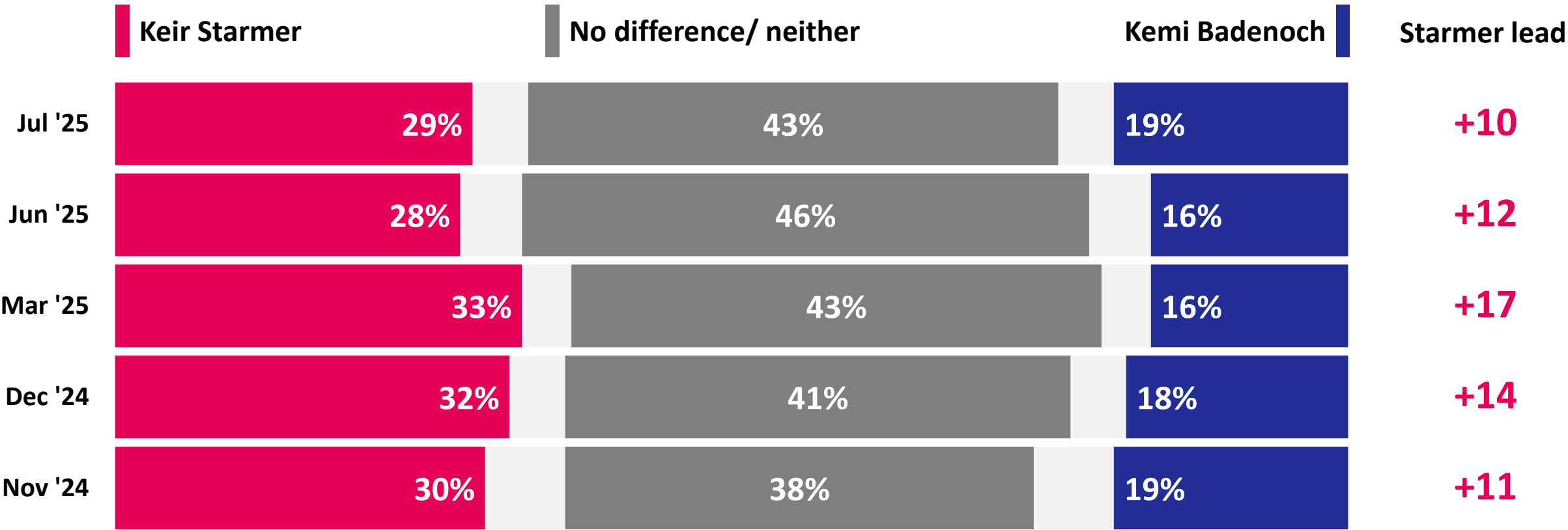


Base: 1,150 Online British adults aged 16+, 25-28 July 2025 * For previous waves, the sample was 18+



Starmer continues to lead Kemi Badenoch on who the public think would make a better Prime Minister

Which of the following, if either, do you think would make a better Prime Minister?

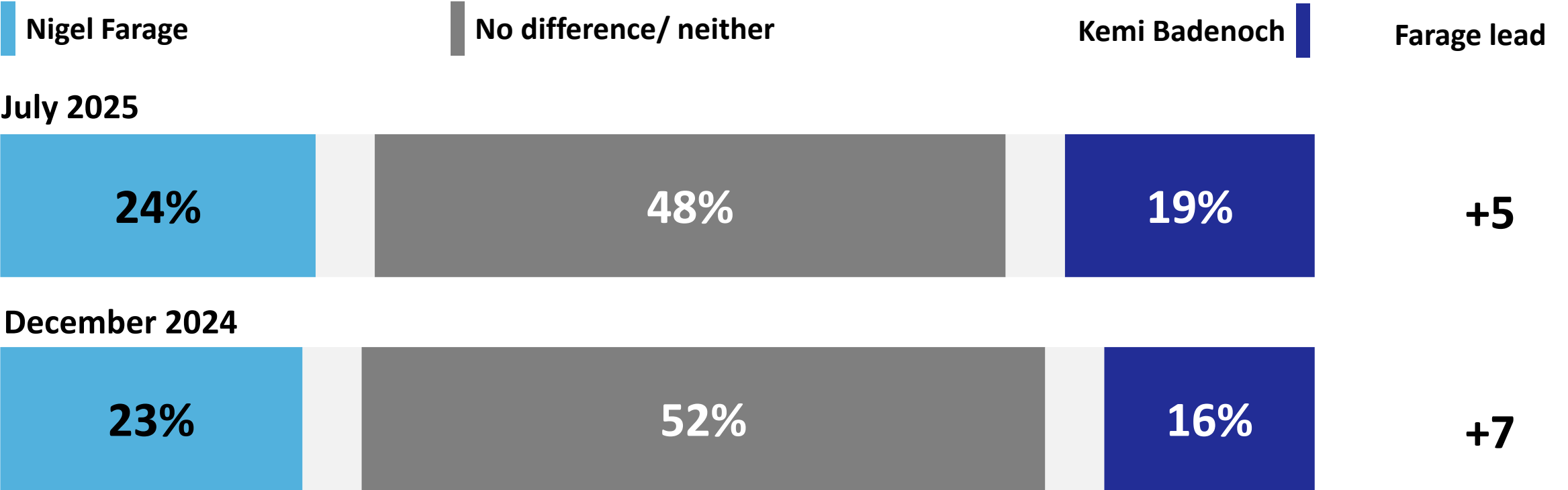


Base: 1,150 Online British adults aged 16+, 25-28 July 2025 * For previous waves, the sample was 18+



The public continue to be slightly more likely to think Nigel Farage would make a better Prime Minister than Kemi Badenoch. However, around half think neither or that there would be no difference.

Which of the following, if either, do you think would make a better Prime Minister?



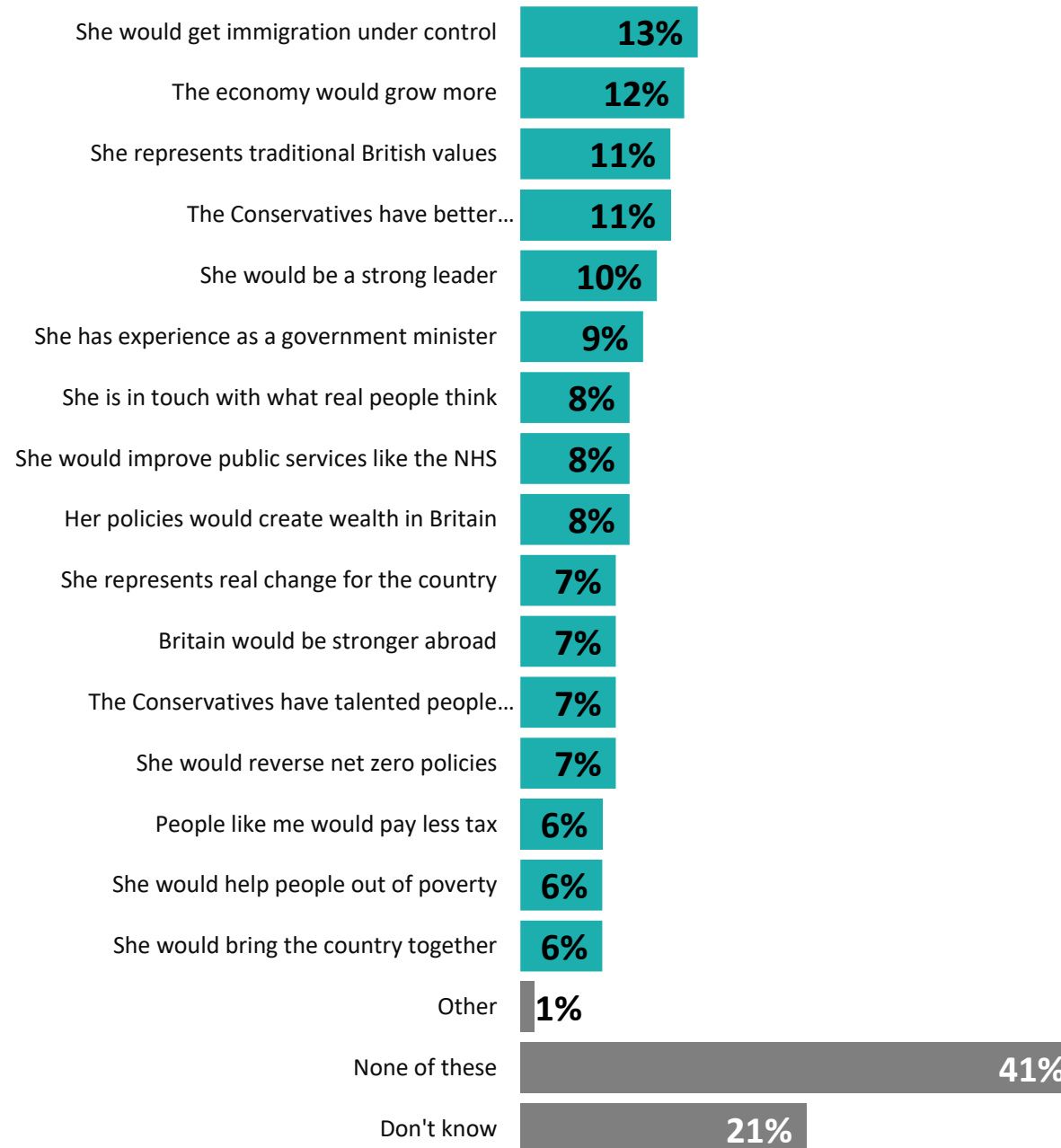
Base: 1,150 Online British adults aged 16+, 25-28 July 2025 * For previous waves, the sample was 18+



Britons are most likely to say none of these when presented with a list of positive statements if Kemi Badenoch became Prime Minister

Which of the following, if any, do you think would be the main positives if Kemi Badenoch became Prime Minister? Please select as many as apply

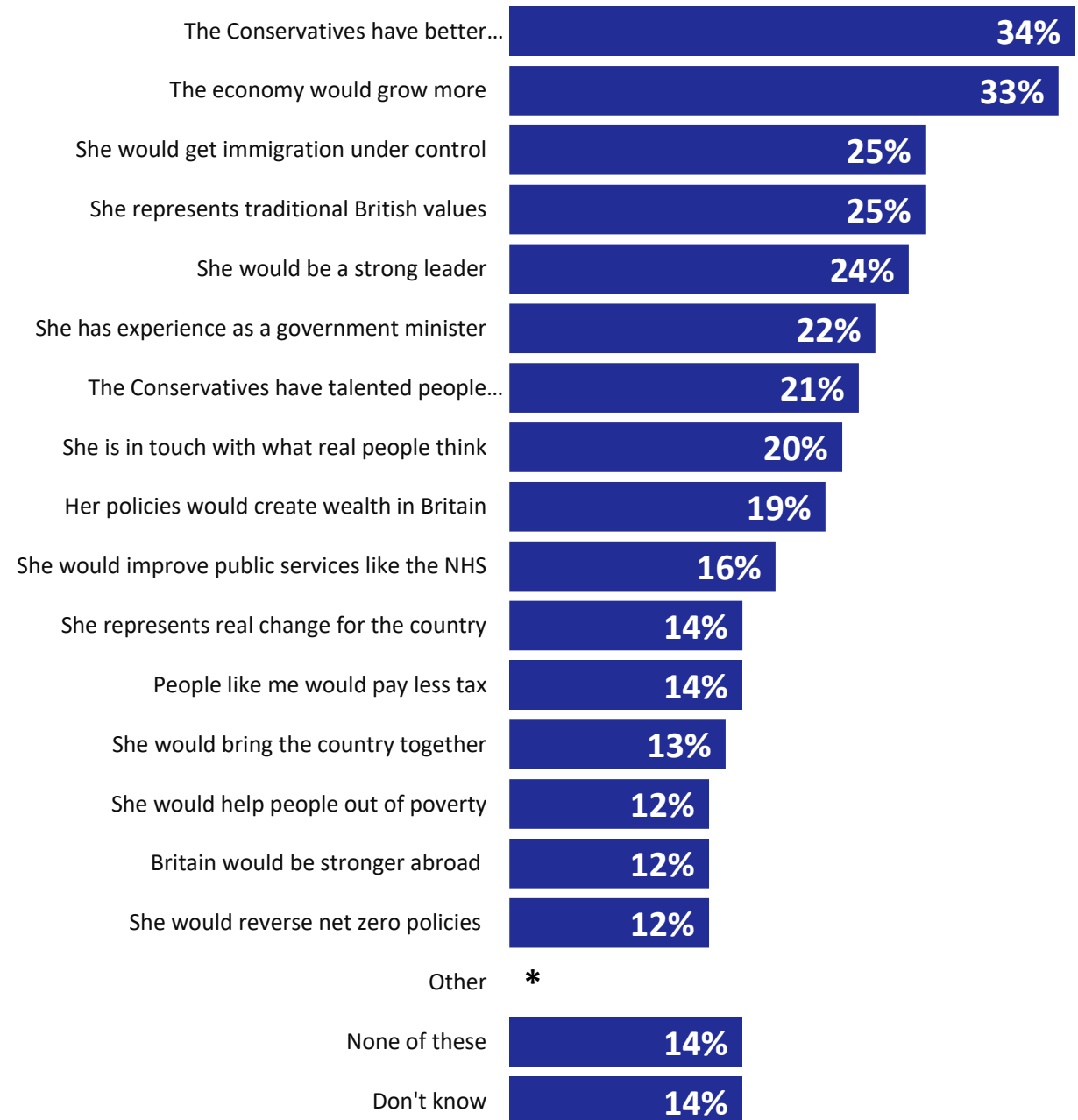
Base: 1,150 Online British adults aged 16+, 25-28 July 2025



2024 Conservative voters think the main positive of Kemi Badenoch becoming Prime Minister would be that the Conservatives have a better record of running the country than Labour

Which of the following, if any, do you think would be the main positives if Kemi Badenoch became Prime Minister? Please select as many as apply. **Among 2024 Conservative voters**

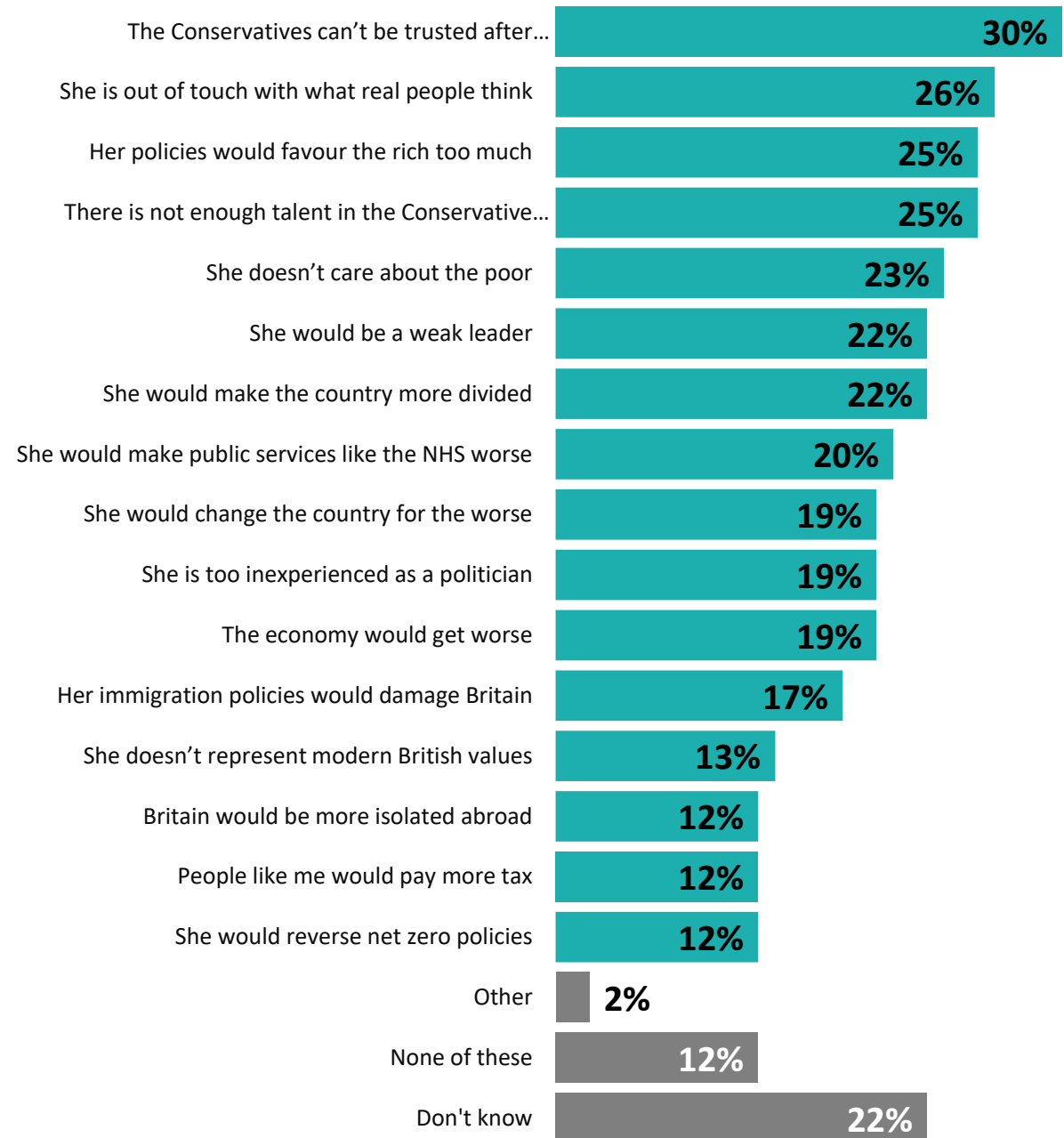
Base: 170 Online British adults aged 16+ who voted Conservative at the 2024 UK General Election, 25-28 July 2025



When asked what the main negatives would be if Kemi Badenoch became Prime Minister, Britons are most likely to say, because the Conservatives can't be trusted after their previous record running the country

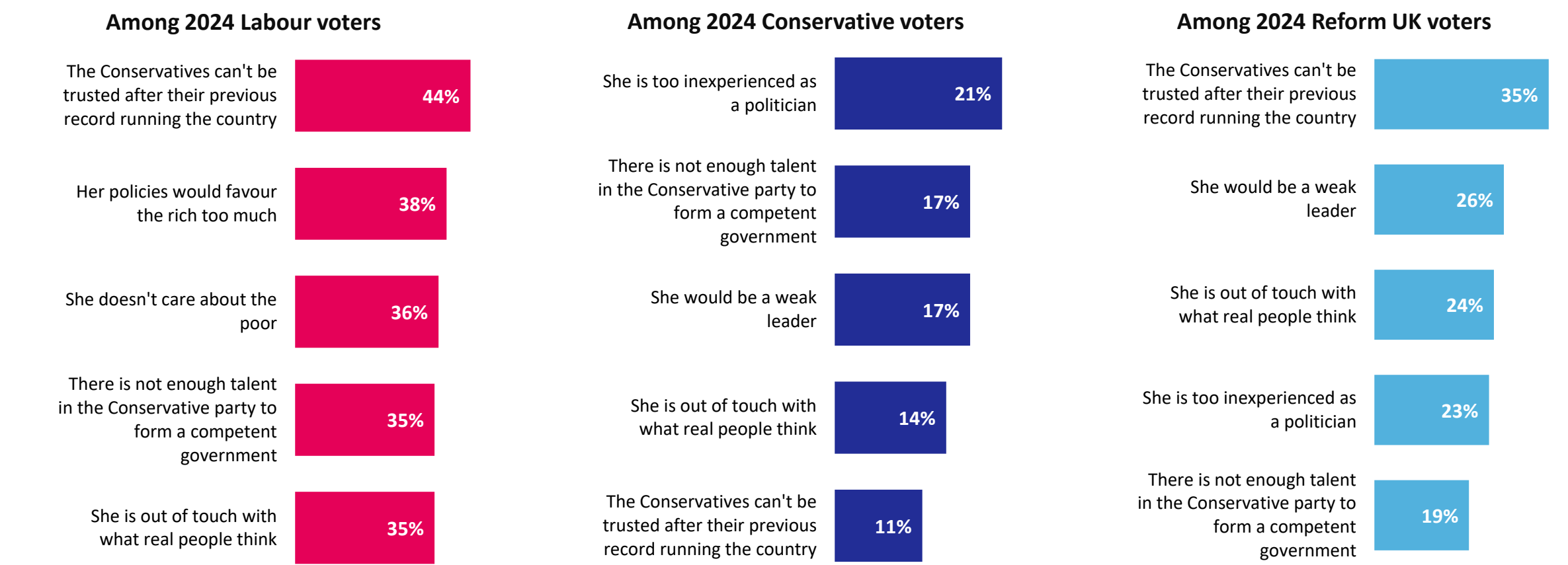
Which of the following, if any, do you think would be the main negatives if Kemi Badenoch became Prime Minister?
Please select as many as apply

Base: 1,150 Online British adults aged 16+, 25-28 July 2025



2024 Labour and Reform UK voters both think that the main negative if Kemi Badenoch became Prime Minister would be that the Conservatives can't be trusted after their previous record running the country

Which of the following, if any, do you think would be the main negatives if Kemi Badenoch became Prime Minister? Please select as many as apply. By party vote

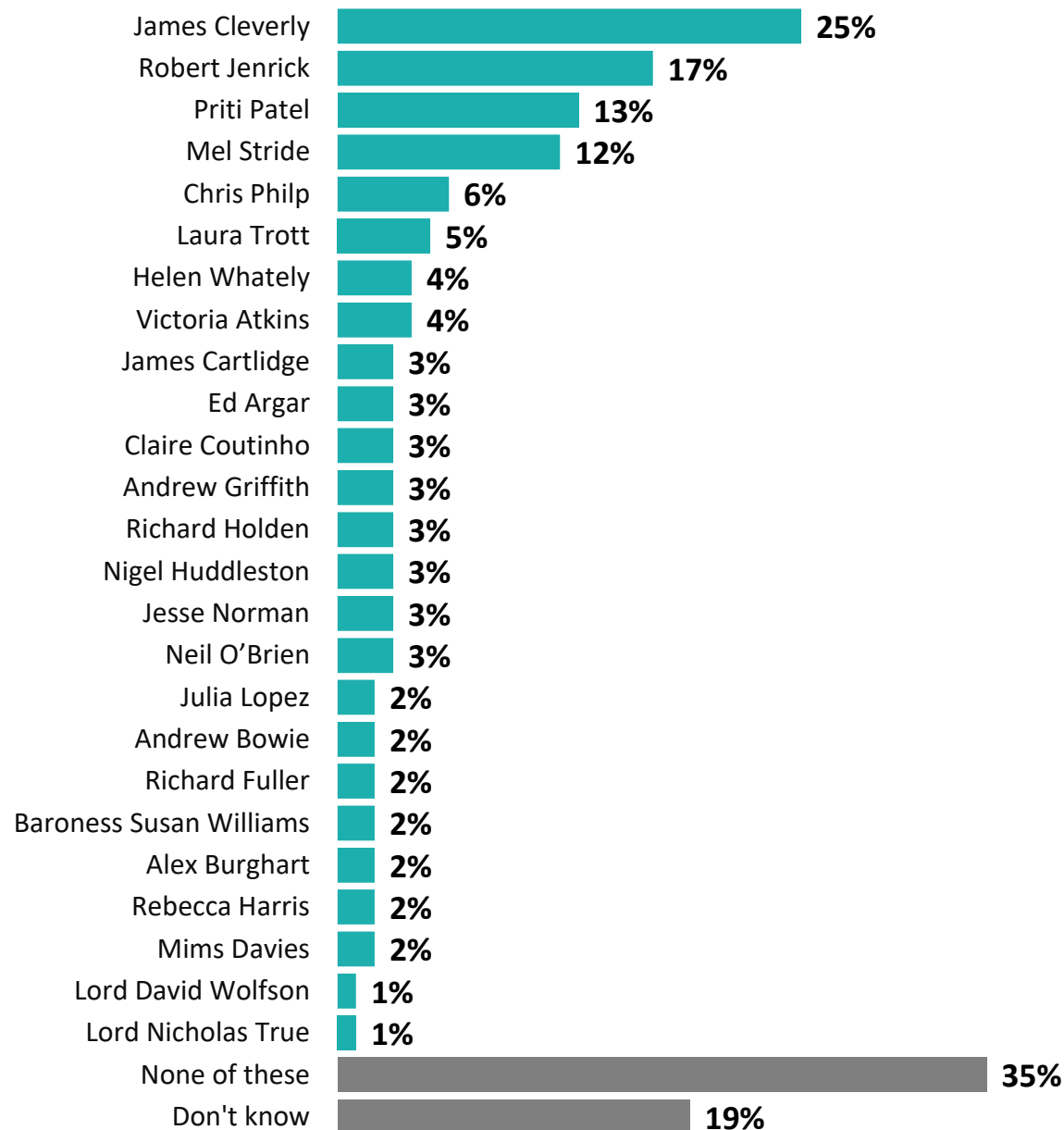


Base: 1,150 Online British adults aged 16+, including (368) 2024 Labour voters, (170) 2024 Conservative voters, (117) 2024 Reform UK voters 25-28 July 2025



A quarter of Britons remembers seeing, reading or hearing something about James Cleverly in the past couple of weeks

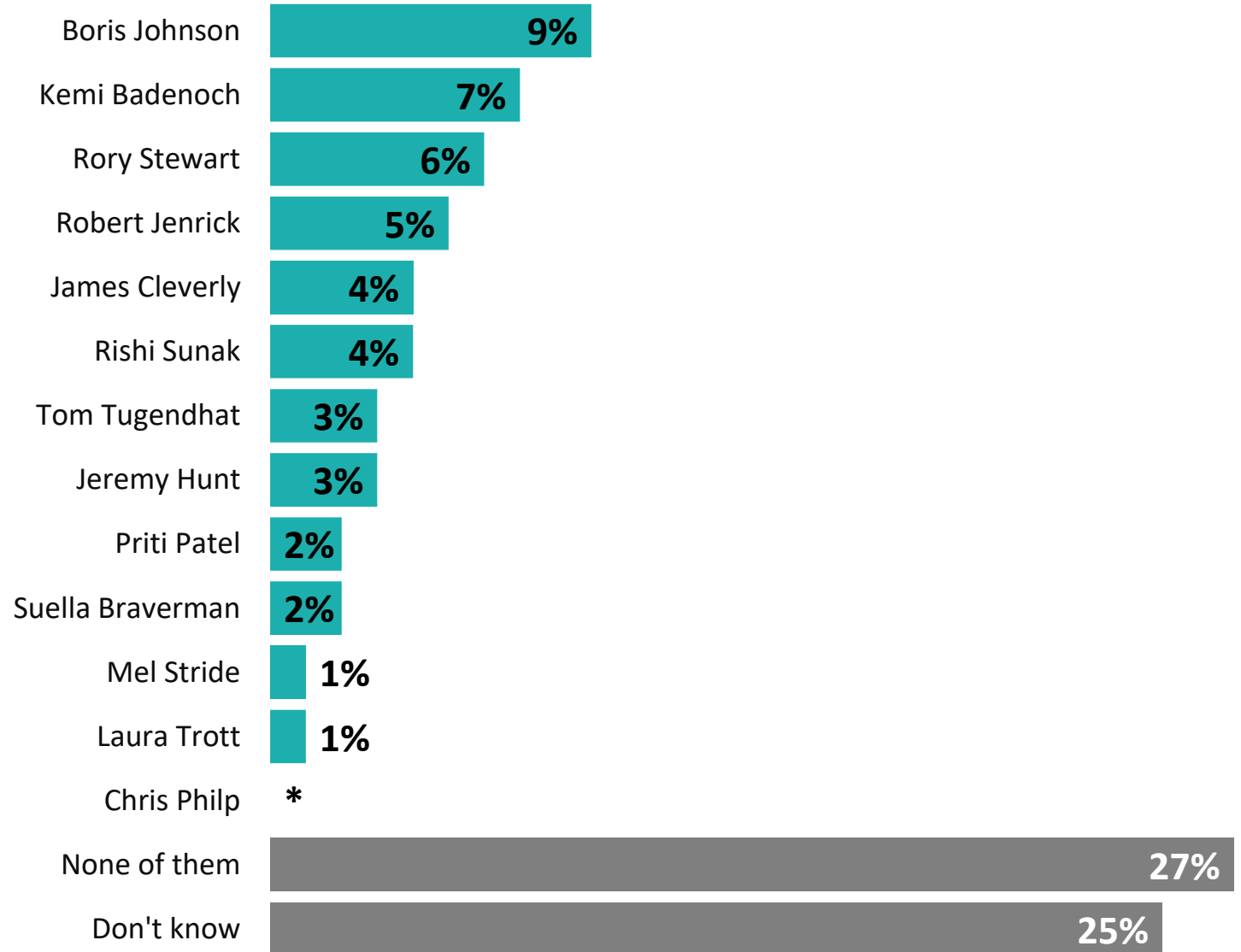
Which of the following members of the opposition, if any, not including Leader of the Opposition Kemi Badenoch, do you remember seeing, reading or hearing something about in the past couple of weeks?



Base: 1,150 Online British adults aged 16+, 25-28 July 2025

When given a list of Conservative politicians, the public are most likely to say none of them / don't know in terms of who would do the best job as leader of the Conservatives

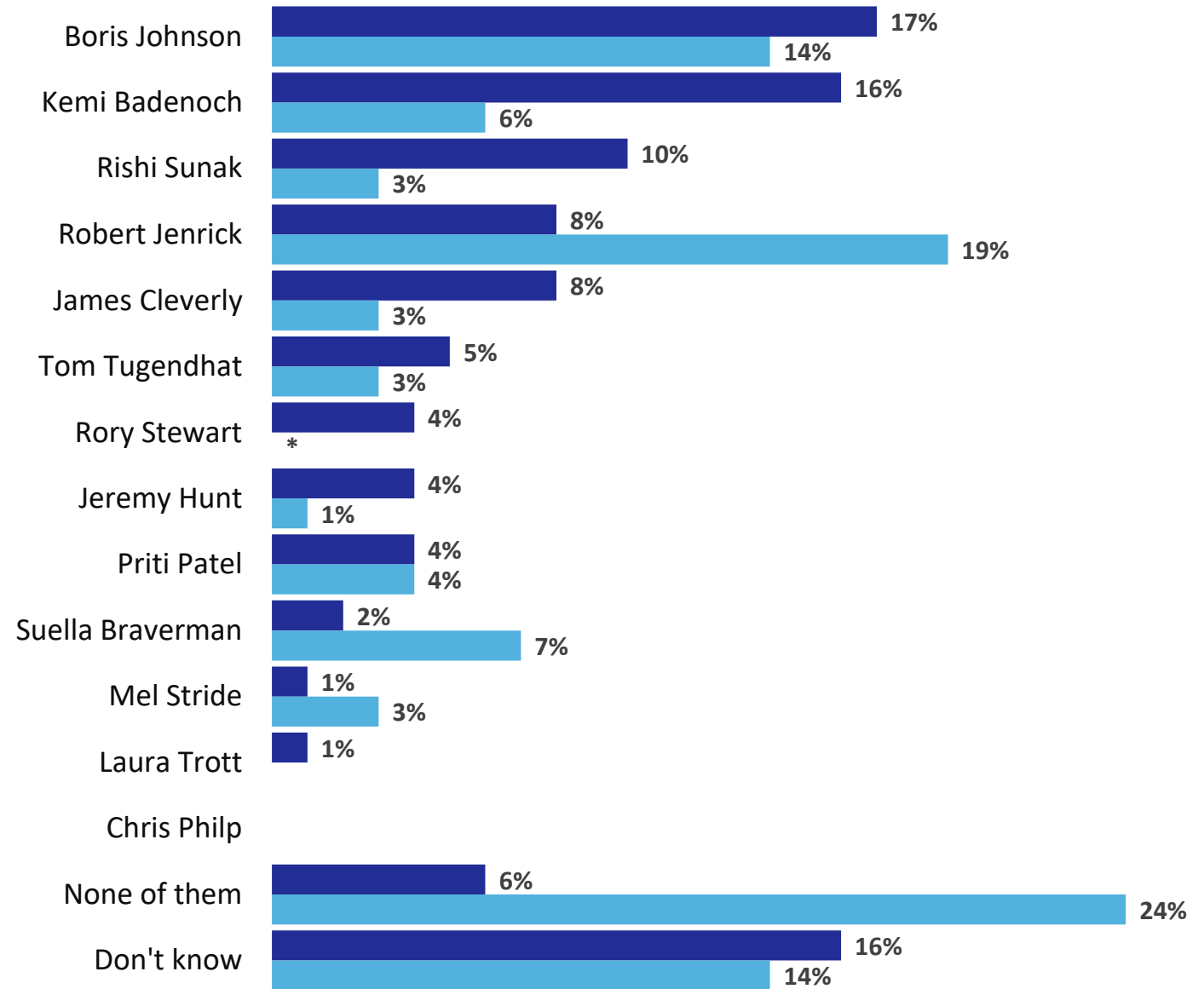
Which of the following, if any, do you think would do the best job as leader of the Conservative party?



Base: 1,150 Online British adults aged 16+, 25-28 July 2025

2024 Conservative voters are divided between Boris Johnson and Kemi Badenoch for who would be the best leader of the Conservatives. A quarter of Reform UK voters say none of them, followed by Robert Jenrick

Which of the following, if any, do you think would do the best job as leader of the Conservative party?



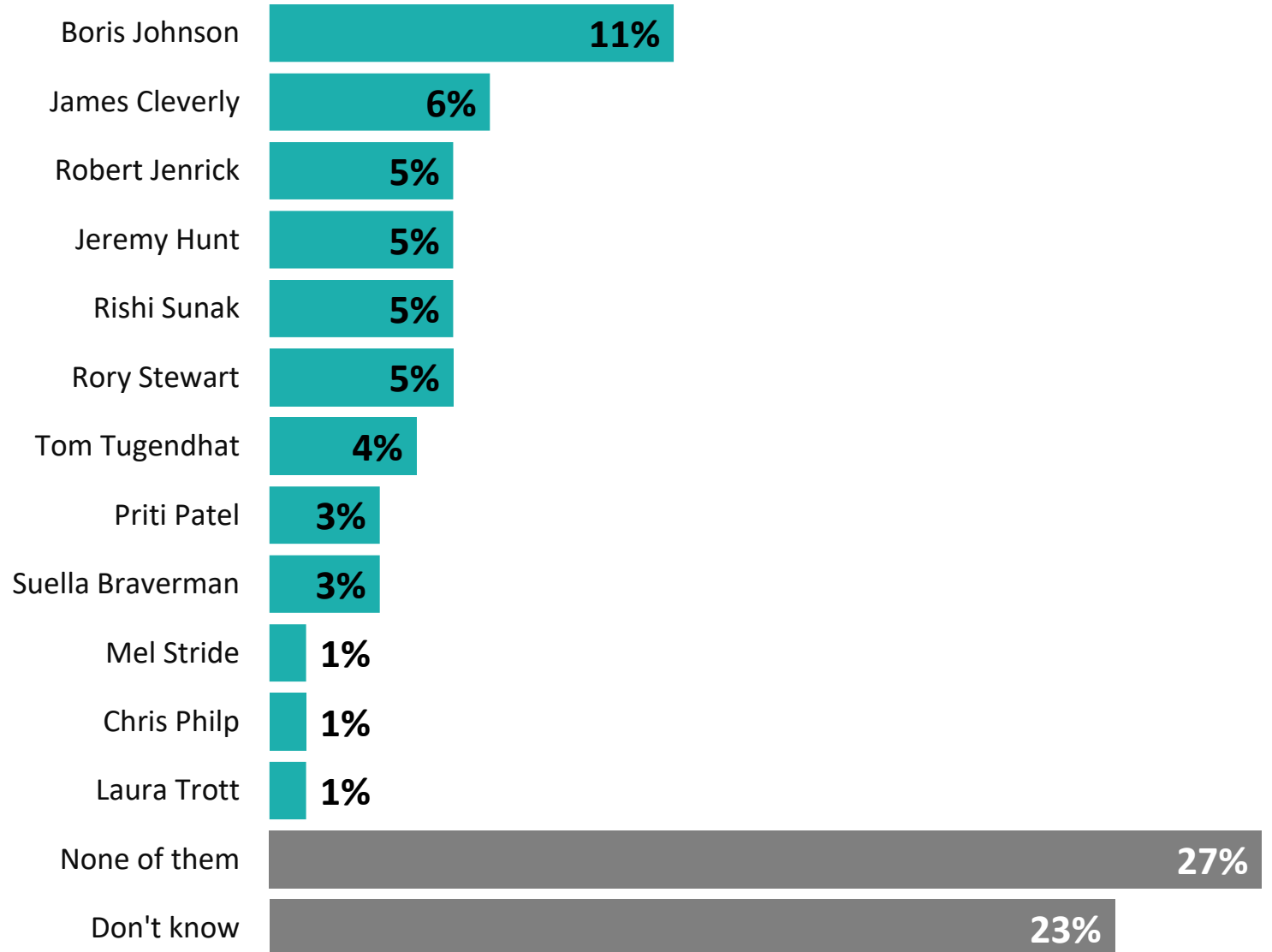
■ Among 2024 Conservative voters

■ Among 2024 Reform UK voters

Base: 1,150 Online British adults aged 16+, including (170) 2024 Conservative voters and (117) Reform UK voters, 25-28 July 2025

If Kemi Badenoch was to no longer be leader of the Conservative party the public are most likely to say none of them / don't know on who they would prefer to be the next Conservative leader

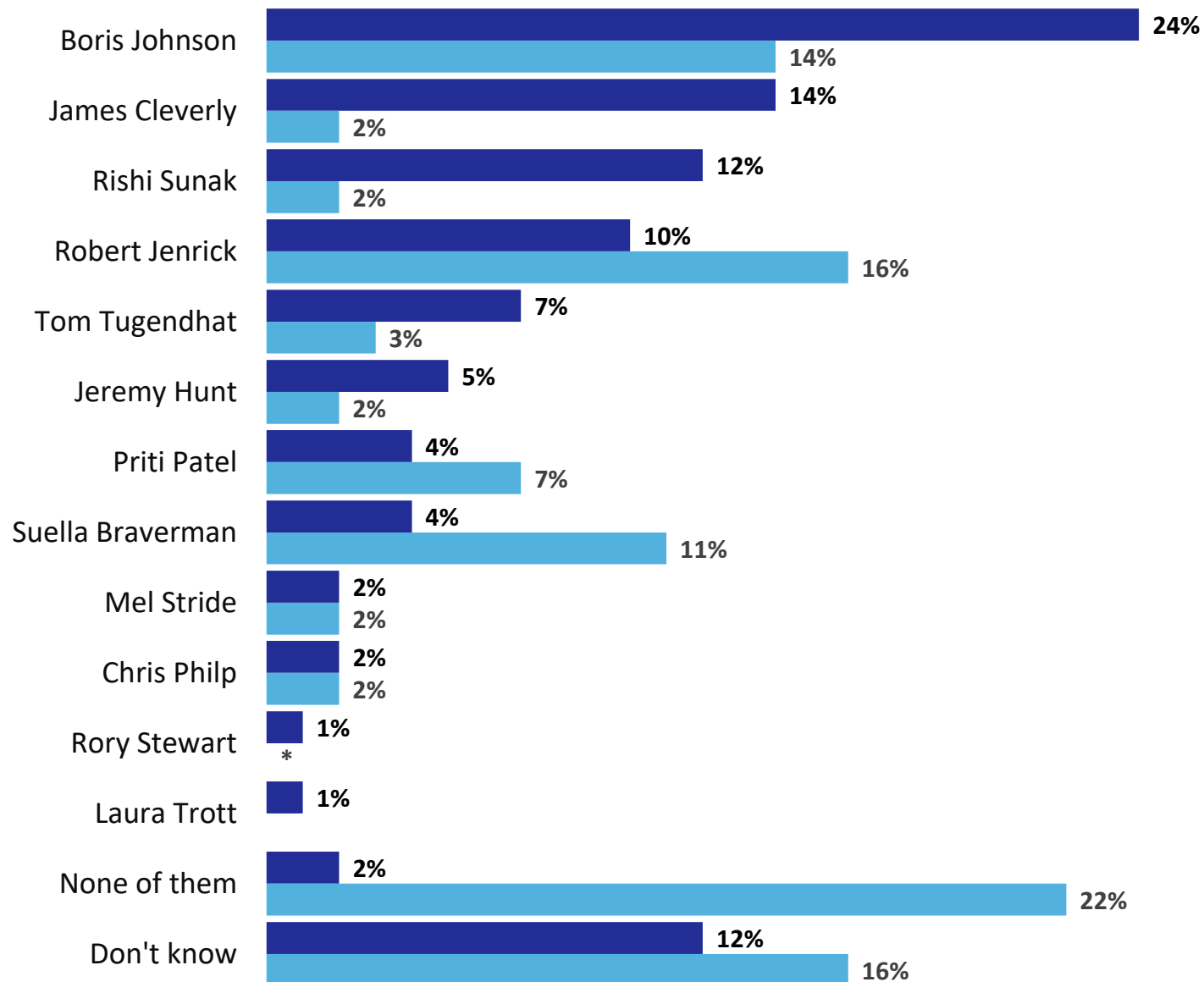
And if Kemi Badenoch was to no longer be leader of the Conservative party, which of the following, if any, would you MOST prefer to become the next leader of the Conservative party?



Base: 1,150 Online British adults aged 16+, 25-28 July 2025

A quarter of 2024 Conservative voters would most prefer Boris Johnson to be the next leader of the Conservatives if Kemi Badenoch was no longer leader. Reform UK voters say none of them, followed by Robert Jenrick

And if Kemi Badenoch was to no longer be leader of the Conservative party, which of the following, if any, would you MOST prefer to become the next leader of the Conservative party?



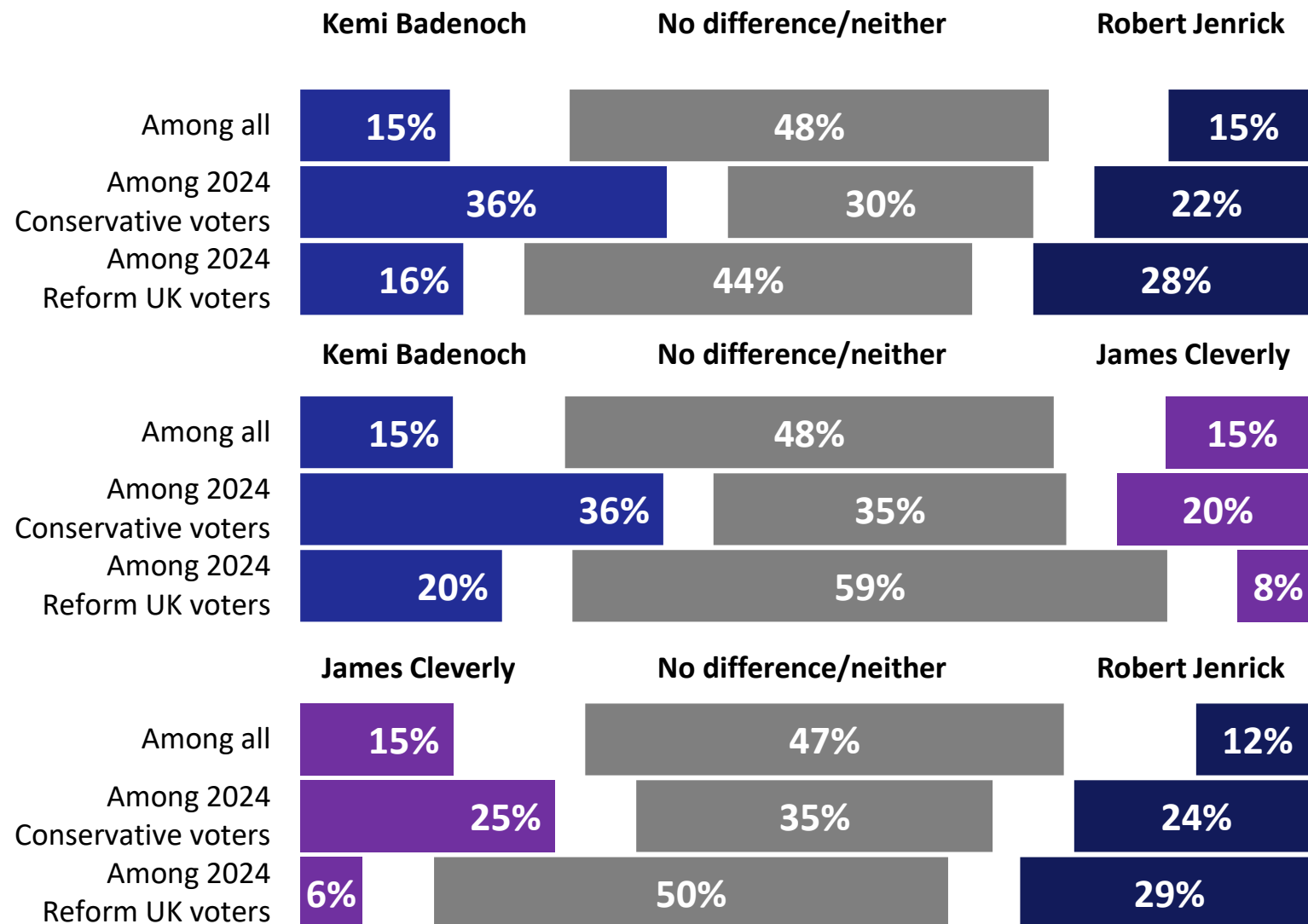
■ Among 2024 Conservative voters

■ Among 2024 Reform UK voters

Base: 1,150 Online British adults aged 16+, including (170) 2024 Conservative voters and (117) Reform UK voters, 25-28 July 2025

The British are most likely to say there would be no difference/neither in terms of whether Badenoch, Cleverly or Jenrick led the Conservative party. 2024 Conservative voters prefer Badenoch to both Jenrick and Cleverly, whilst Reform UK voters prefer Jenrick

Which of the following, if either, do you think would make the better leader of the Conservative party?



Base: 1,150 Online British adults aged 16+, including (170) 2024 Conservative voters and (117) Reform UK voters, 25-28 July 2025



July 2025

Conservative leadership polling

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