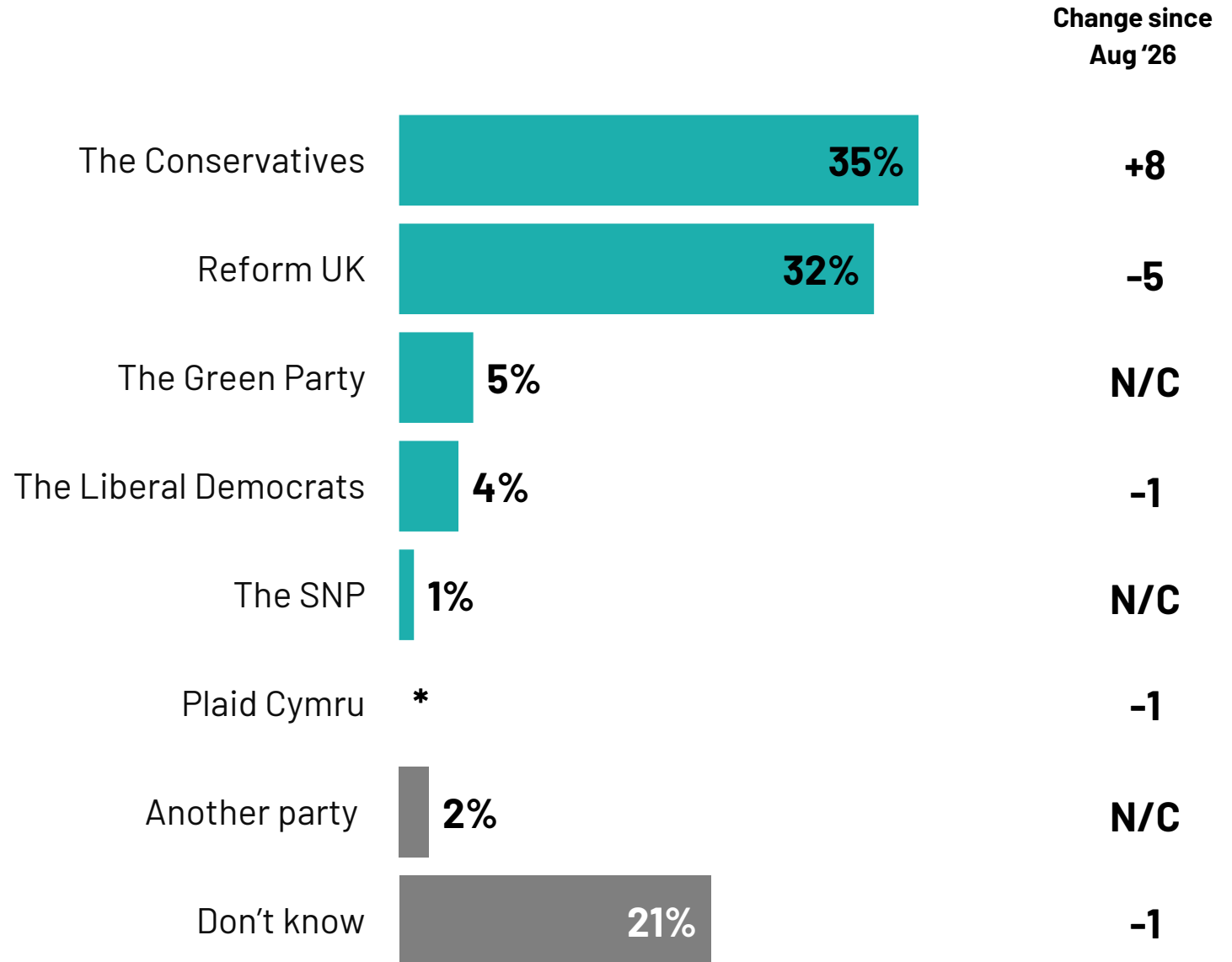


Ipsos Political Pulse

October 2026

Britons are now slightly more likely to consider the Conservatives to be the main opposition to Labour rather than Reform

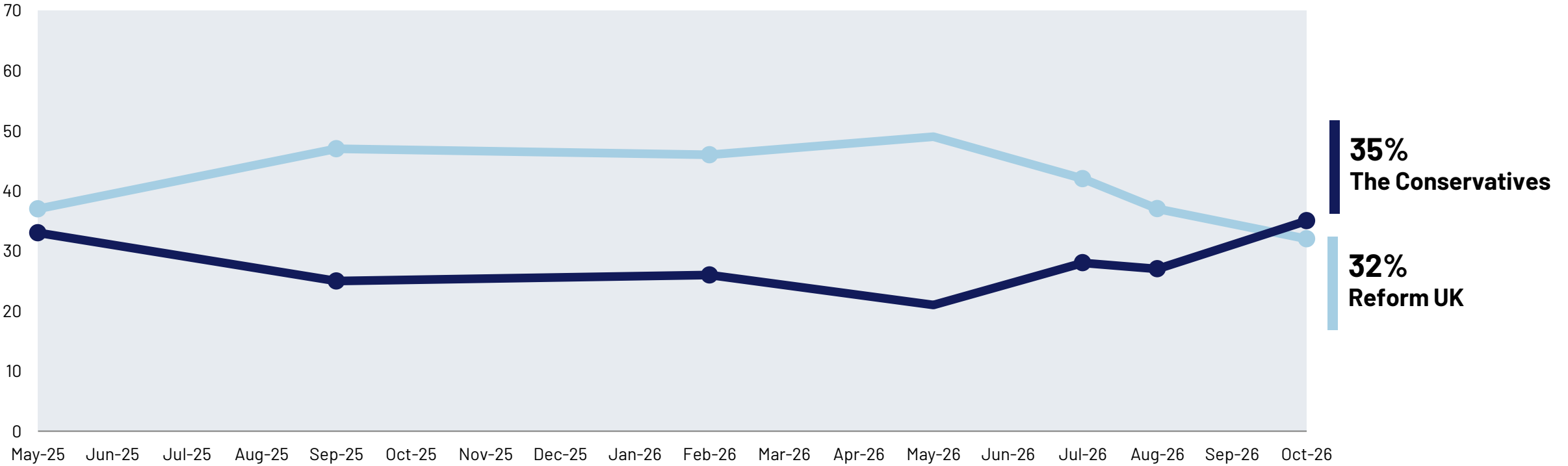
Which of the following parties, if any, do you consider to be the main opposition to the current Labour government in Westminster? That is, the most likely party to lead a government in Westminster if Labour were to lose the next General Election?



Base: 2,257 Online British adults aged 18+, 9-13 October 2026

Who is the main opposition in Westminster – Reform UK vs the Conservatives

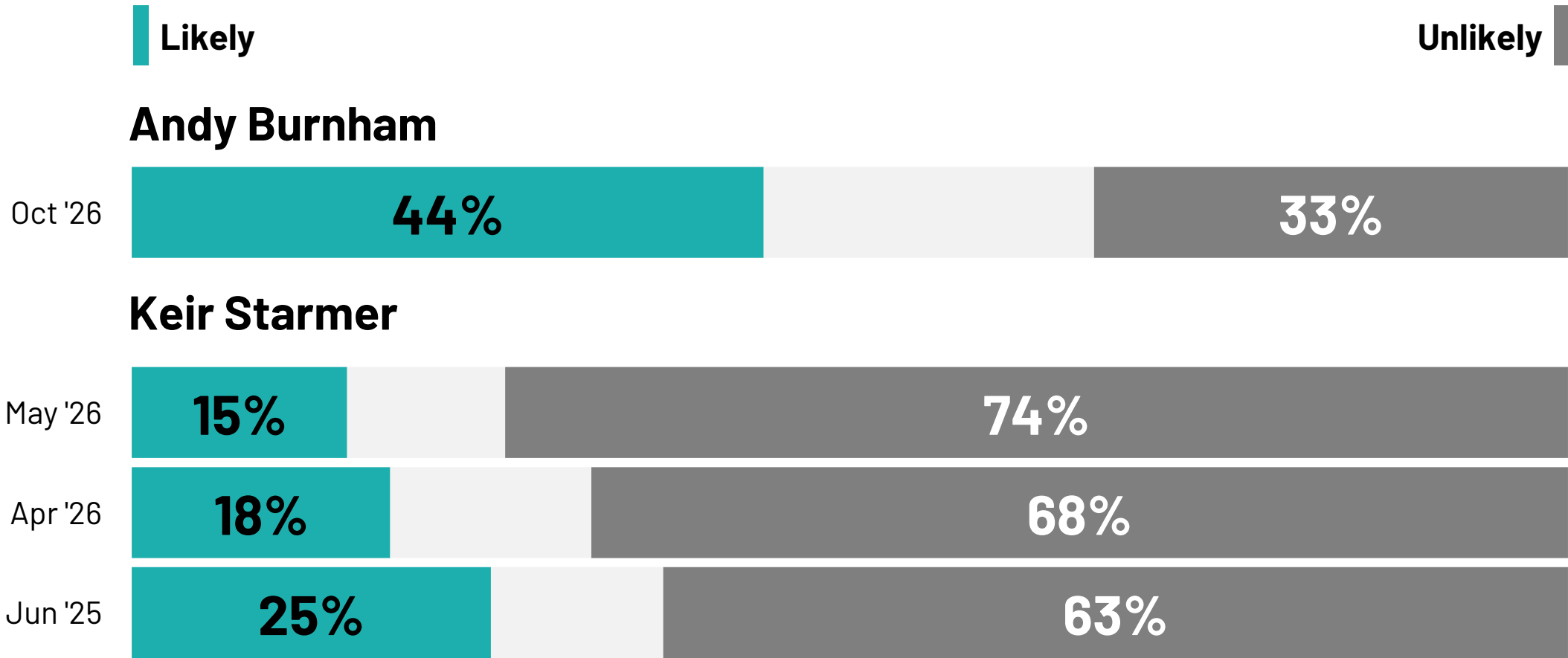
Which of the following parties, if any, do you consider to be the main opposition to the current Labour government in Westminster? That is, the most likely party to lead a government in Westminster if Labour were to lose the next General Election?



Base: 2,257 Online British adults aged 18+, 9-13 October 2026

Over four in ten think it is likely that Andy Burnham will win the next General Election

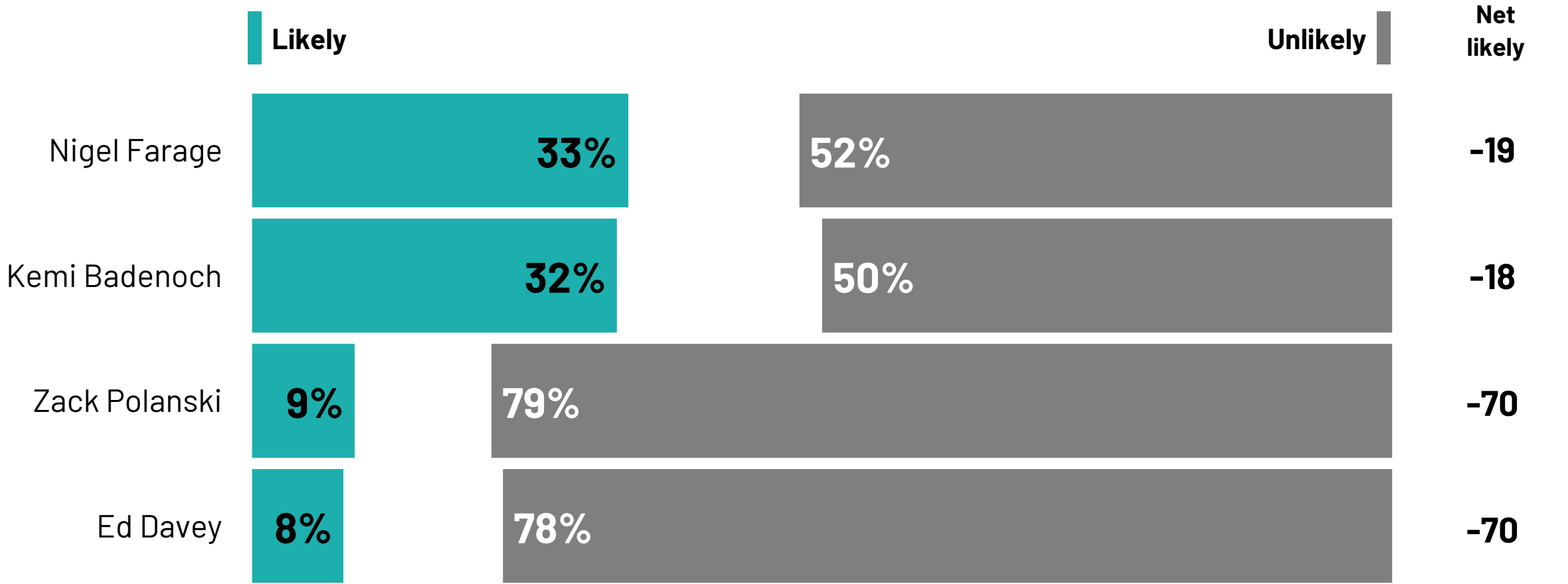
How likely or unlikely do you think it is that Andy Burnham will win the next General Election?



Base: 2,257 Online British adults aged 18+, 9-13 October 2026

Almost half of Britons think it is unlikely that Nigel Farage and Kemi Badenoch will ever be Prime Minister

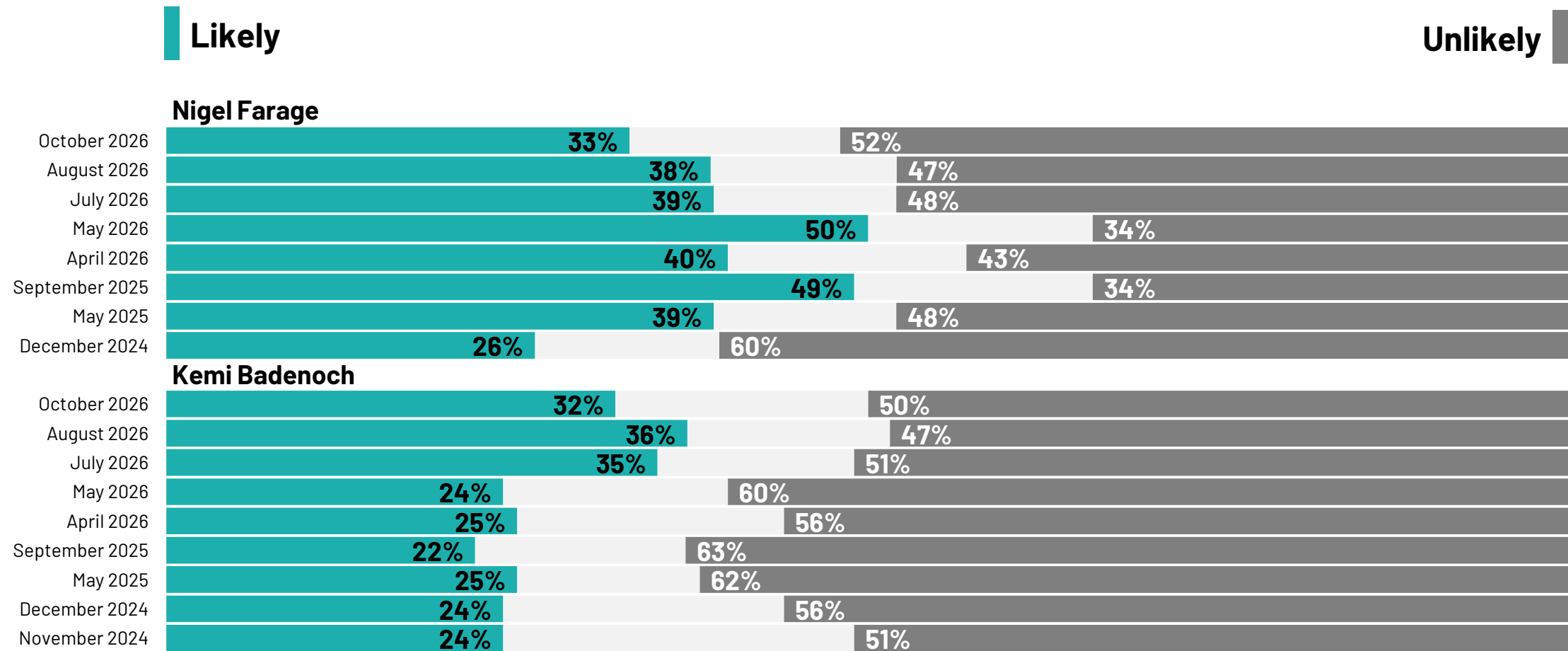
In your opinion, how likely or not is that ... will ever be Prime Minister?



Base: 2,257 Online British adults aged 18+, 9-13 October 2026

Britons continue to think Nigel Farage and Kemi Badenoch have a similar likelihood of ever being Prime Minister

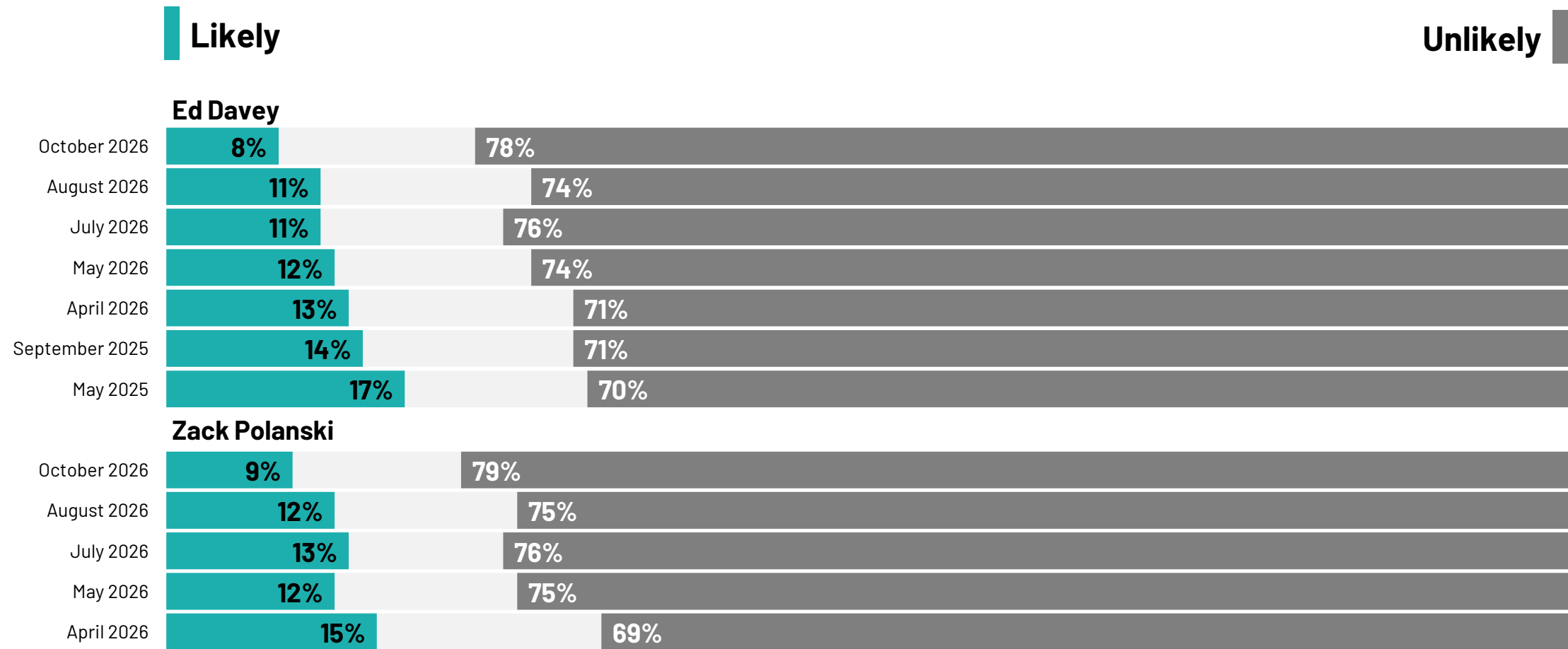
In your opinion, how likely or not is that ... will ever be Prime Minister?



Base: 2,257 Online British adults aged 18+, 9-13 October 2026

Three quarter of Britons think it is unlikely that Ed Davey or Zack Polanski will ever be Prime Minister

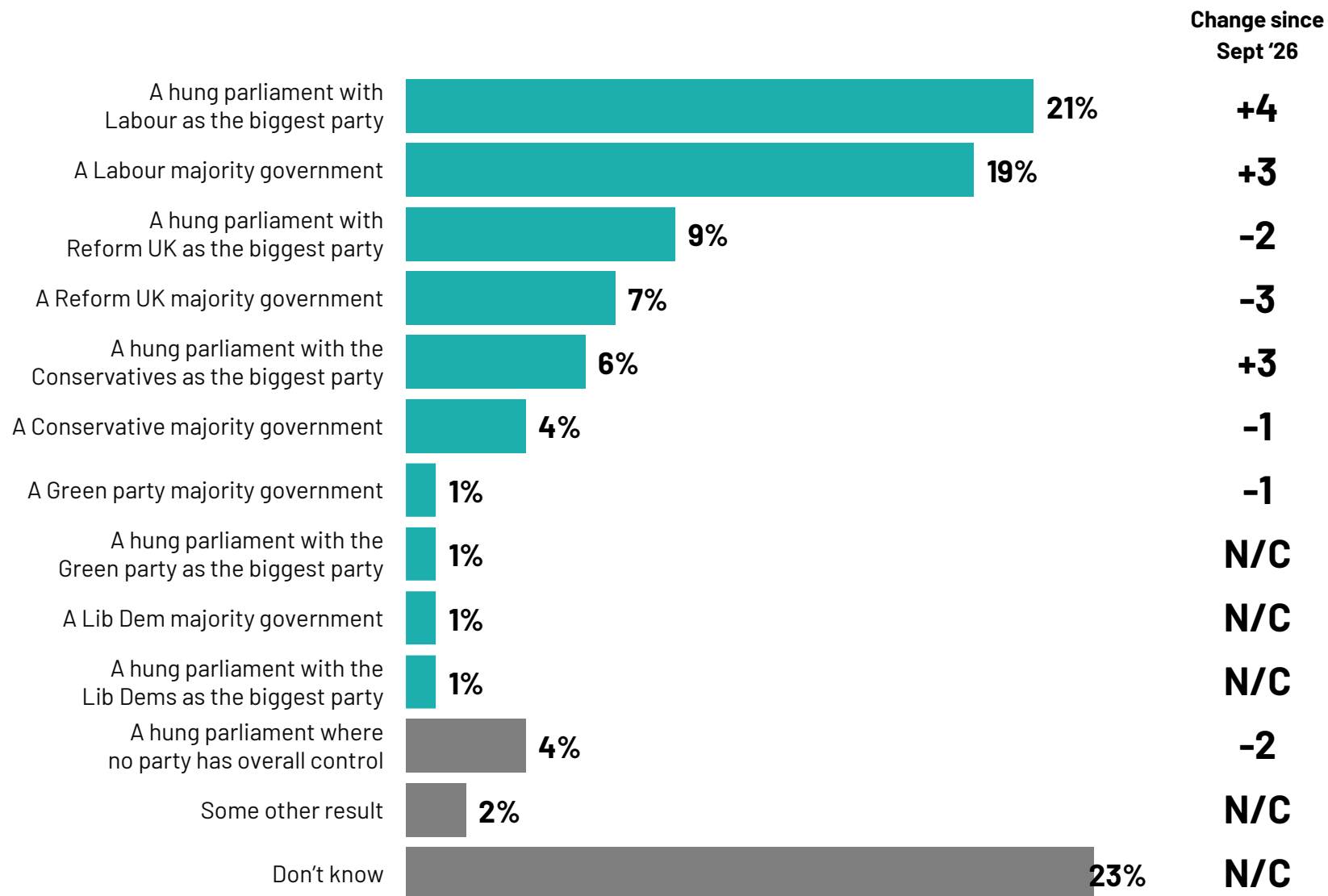
In your opinion, how likely or not is that ... will ever be Prime Minister?



Base: 2,257 Online British adults aged 18+, 9-13 October 2026

What will be the outcome of the next General Election?

As you probably know, the general election may result in a clear majority for one party that can make decisions without consulting, or it may result in a Hung Parliament where no party has an overall majority so parties must compromise and reach agreement to make decisions. Thinking ahead to the next general election, which of the following outcomes do you think is most likely?



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October 2026
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