





Party Conference Season 2025

Polling Round-up

What landed and what didn't from this year's party conferences

13th October 2025



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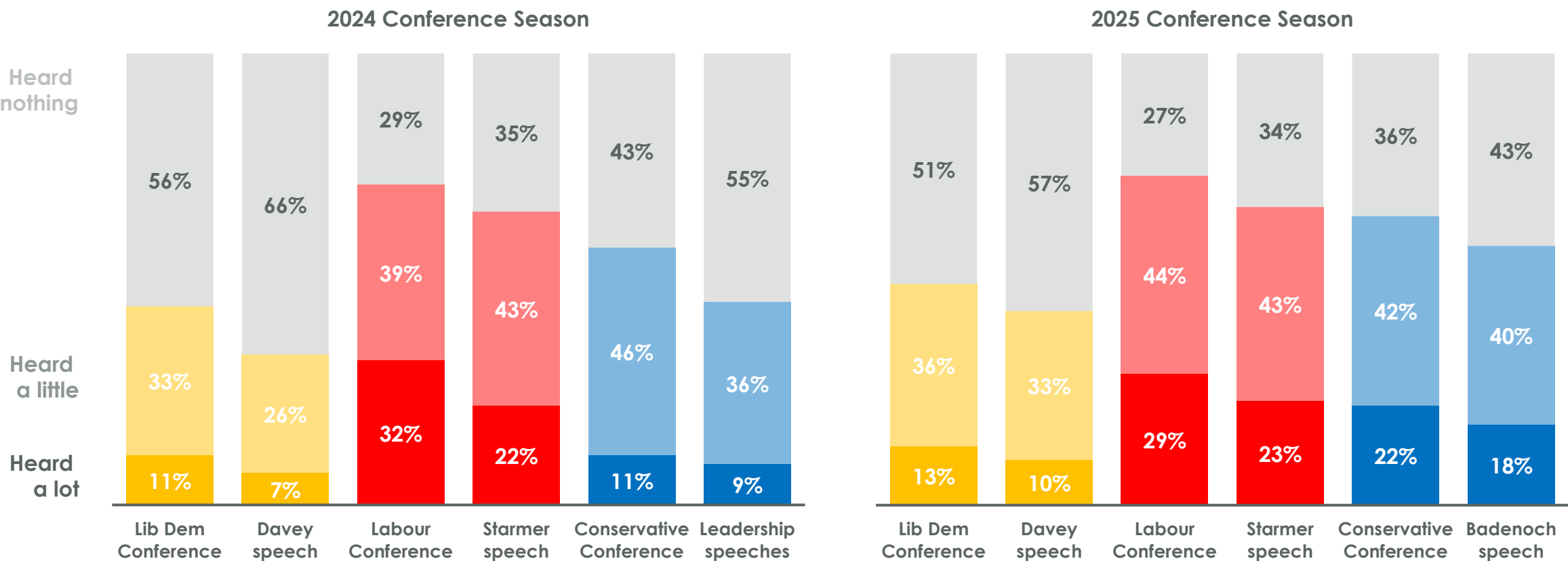
- 3 Did people notice?
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Methodological note:

This data is taken from the regular Opinionium / Observer political polling series, which consists of weekly polling amongst 2,050 UK adults, conducted in the 48 hours immediately after each party conference ended.

The Conservative Party Conference received more attention than it did last year

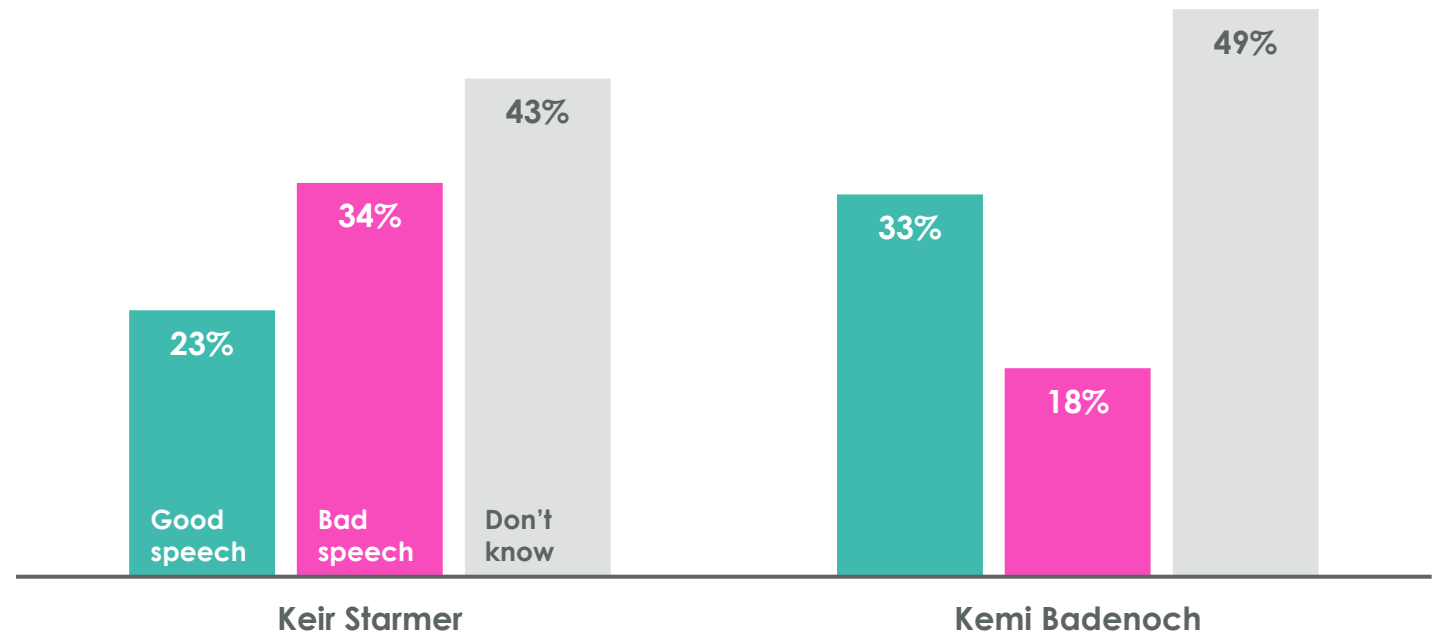
How much have you heard about the following? 2024 vs 2025



Base: 2,050 UK adults. Fieldwork: each fieldwork period is the Wednesday to Friday immediately after the respective conference takes place.
Question wording: "How much have you seen or heard about the following in the past week?"

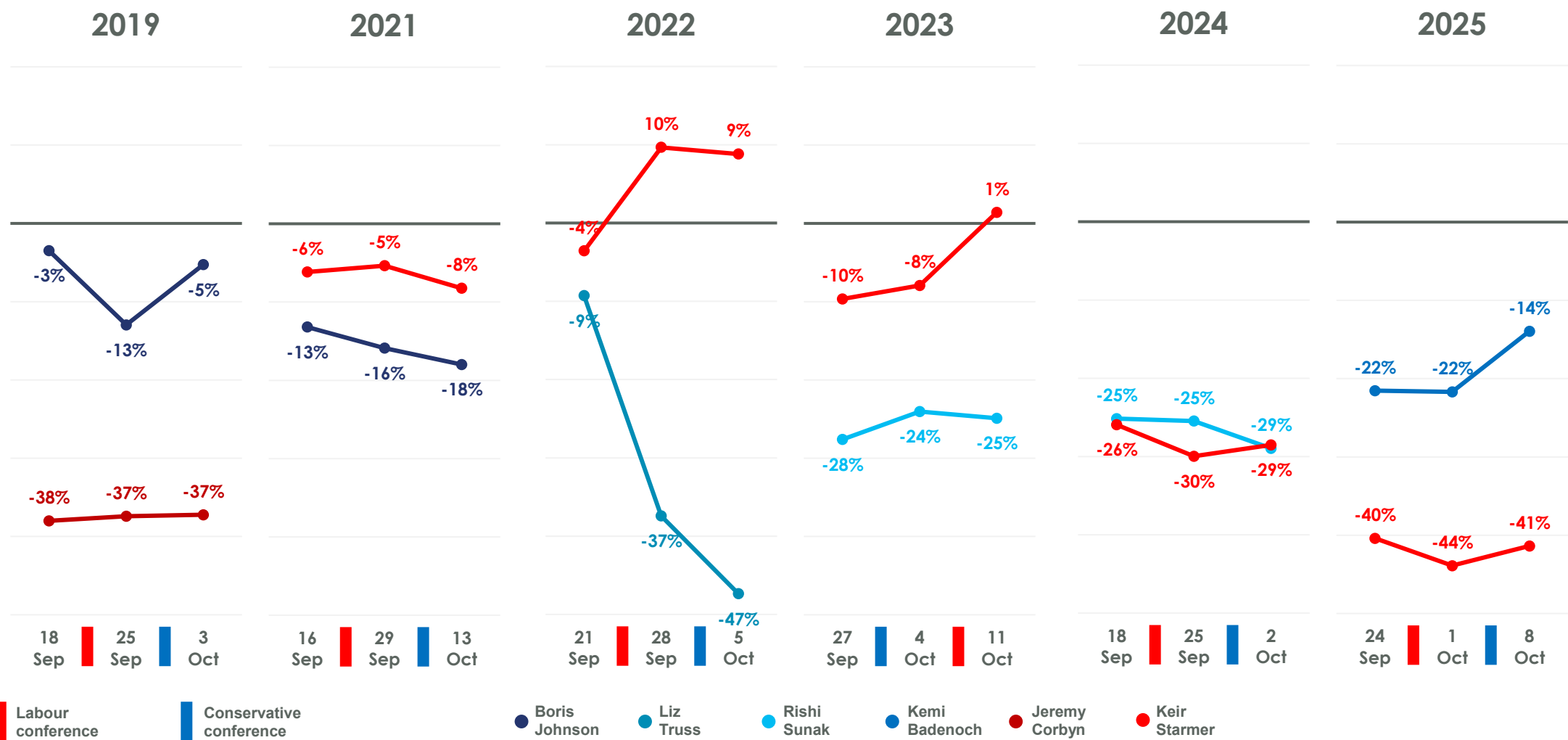
Kemi Badenoch's speech landed better than Keir Starmer's

Did Keir Starmer and Kemi Badenoch deliver a good or bad speech?



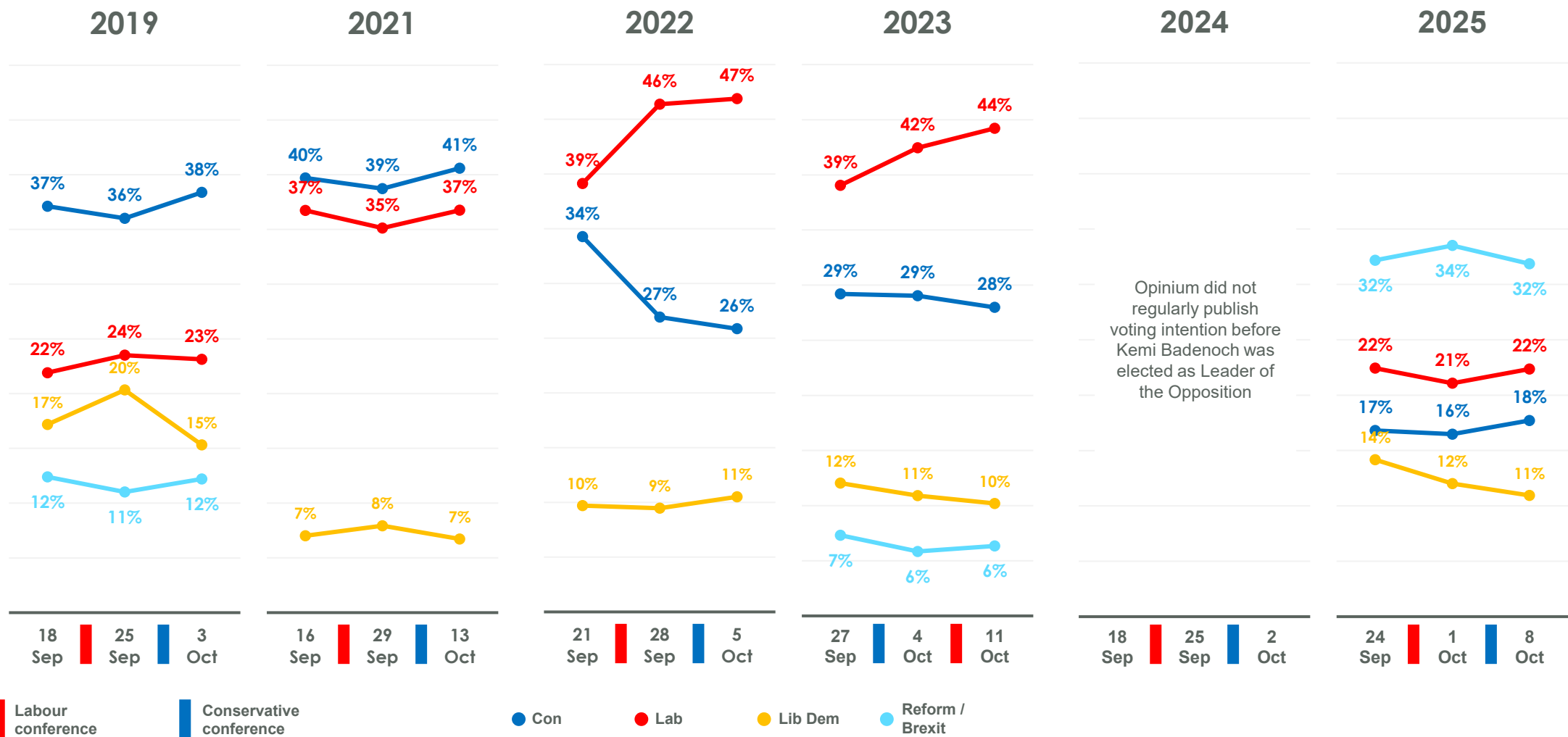
Kemi Badenoch saw the biggest conference boost of any leader since Keir Starmer in 2023

Net approval of the party leaders before, during, and after the two main party conferences



However, the 2025 conference season appears to have had little immediate effect on voting intention

Voting intention before, during, and after the two main party conferences

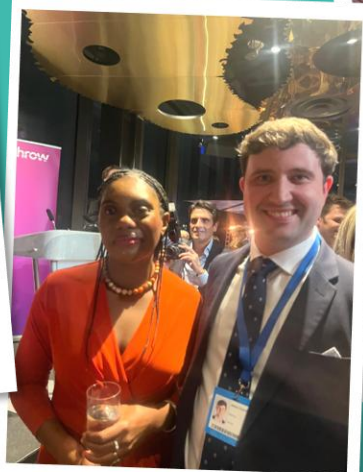


Planning what to do after these conferences or what to do at the next ones?

Get in touch with the team at politicalsocial@opinium.com



Seeing Chris Curtis MP at the Labour Growth Group reception



Seeing Kemi Badenoch at the ConHome & The City UK 1922 reception



Seeing the Chancellor of the Exchequer Rachel Reeves at her event with Matt Forde, the SMF, and Nationwide



With Conservatives For Business and the Centre for Policy Studies after our joint SME polling was released



Opinium's event with the Conservative Commonwealth Group and Andrew Rosindale MP



Opinium joins the Offshore Energies UK panel to discuss our recent Red Wall polling



Opinium's event with Next Gen Tories and Shadow Business Secretary Andrew Griffiths MP



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10th October 2025