

Ipsos Political Pulse

September 2025

Favourability towards politicians

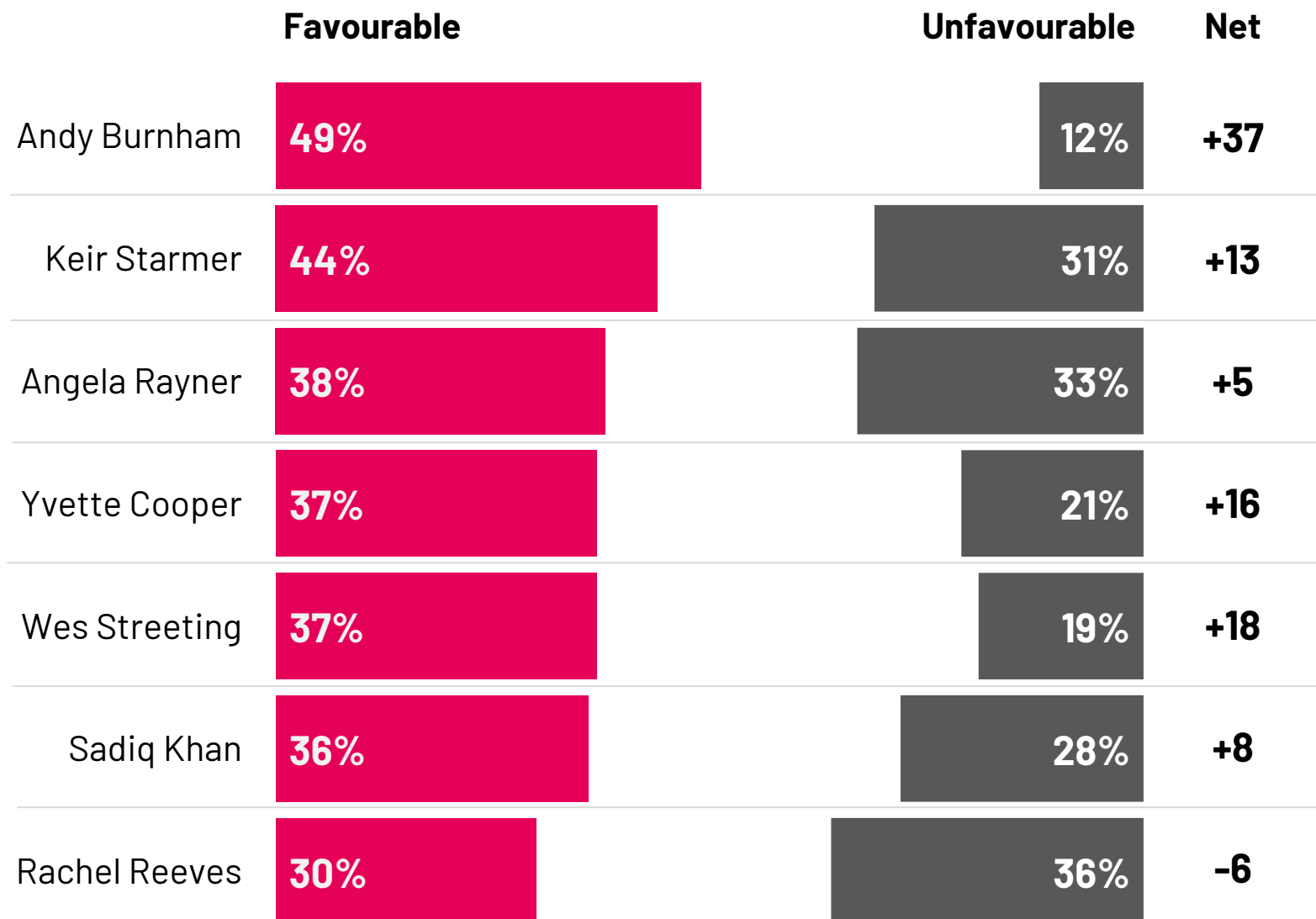
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties?

	Favourable	Unfavourable	Net	Swing vs Aug '25
Nigel Farage	33%	45%	-12	+2
Andy Burnham	29%	20%	+9	N/A
Ed Davey	23%	27%	-4	+1.5
Jeremy Corbyn	23%	50%	-27	+2
Keir Starmer	21%	54%	-33	-0.5
Wes Streeting	19%	32%	-13	N/A
Sadiq Khan	19%	44%	-25	N/A
Zack Polanski	18%	26%	-8	N/A
Yvette Cooper	18%	37%	-19	N/A
Kemi Badenoch	18%	43%	-25	+1
Angela Rayner	18%	50%	-32	N/A
Rachel Reeves	15%	52%	-37	N/C
Zarah Sultana	15%	36%	-21	+3

Base: 2272 Online British adults aged 16+, 5-9 September 2025

Favourability towards Labour politicians: *Among 2024 Labour voters*

To what extent, if at all, do
you have a favourable or
unfavourable opinion of the
following politicians and
political parties?

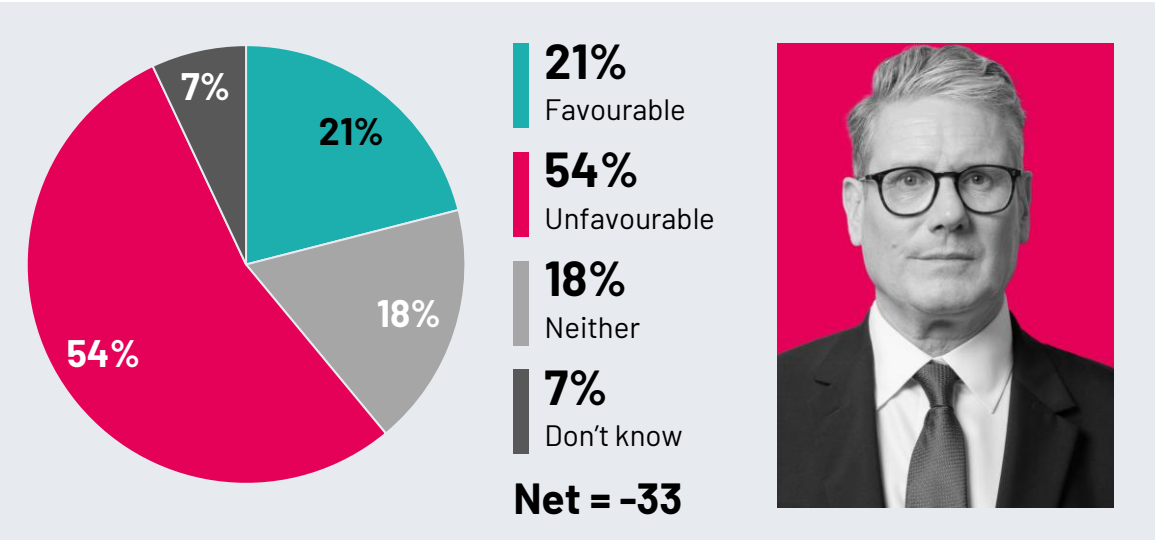


Base: 705 Online British adults aged 16+ who voted Labour at the
2024 UK General Election, 5-9 September 2025

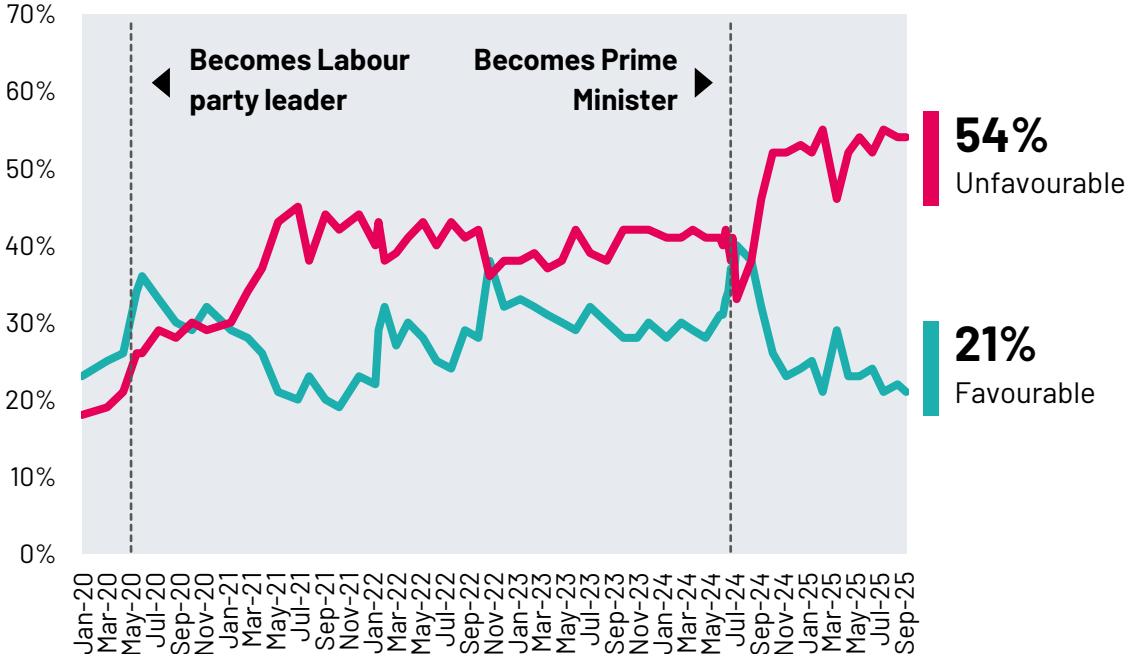
Keir Starmer: Favourability

To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Keir Starmer

September 2025



January 2020 – September 2025

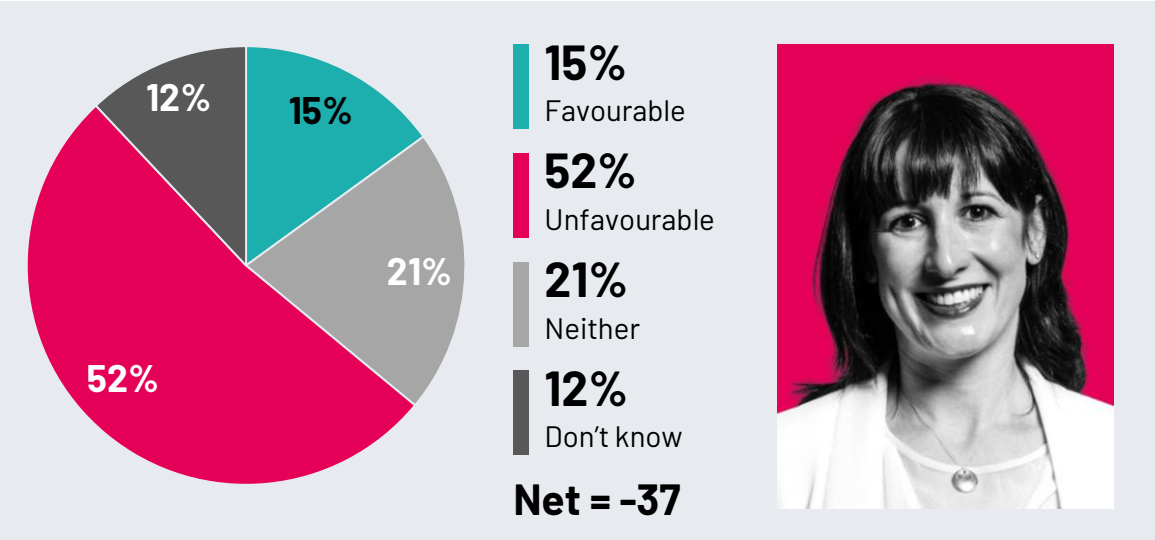


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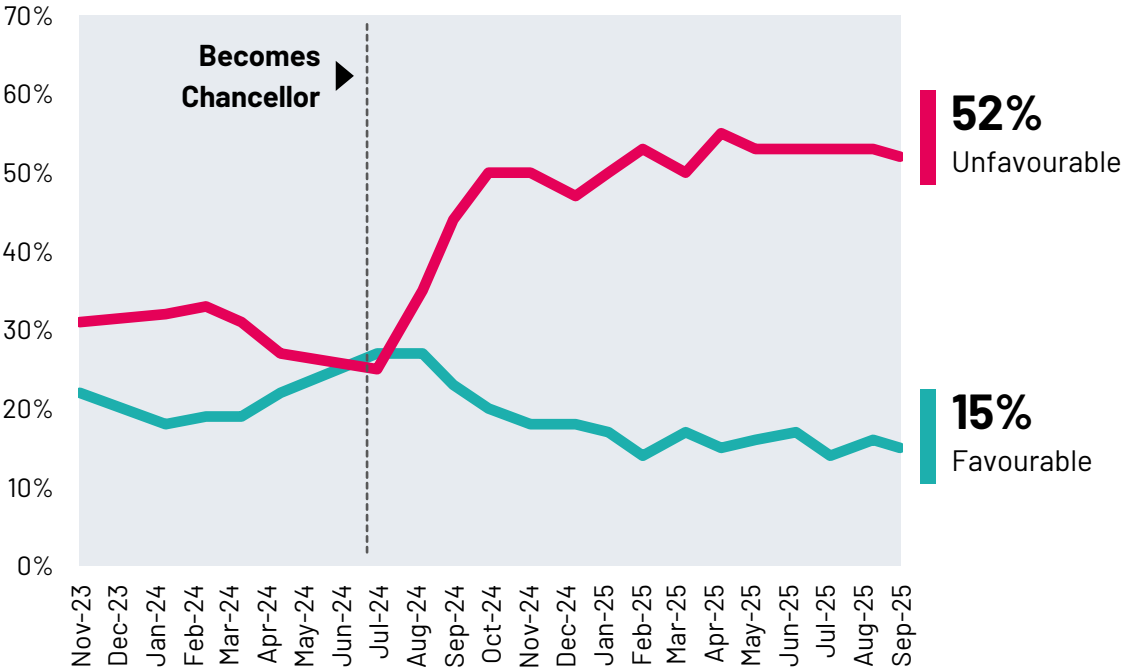
Rachel Reeves: Favourability

To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Rachel Reeves

September 2025



November 2023 – September 2025

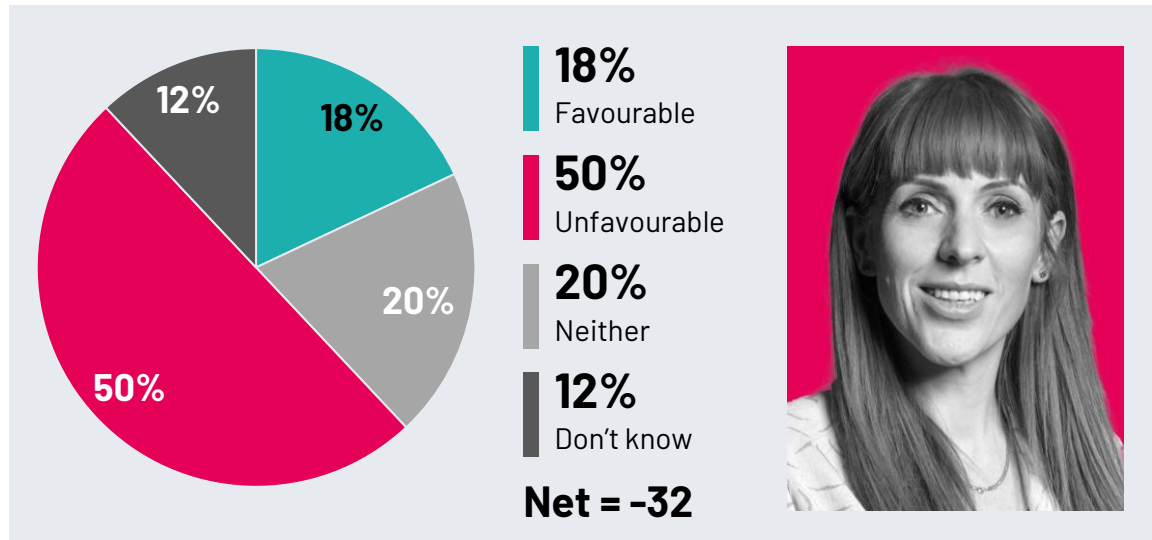


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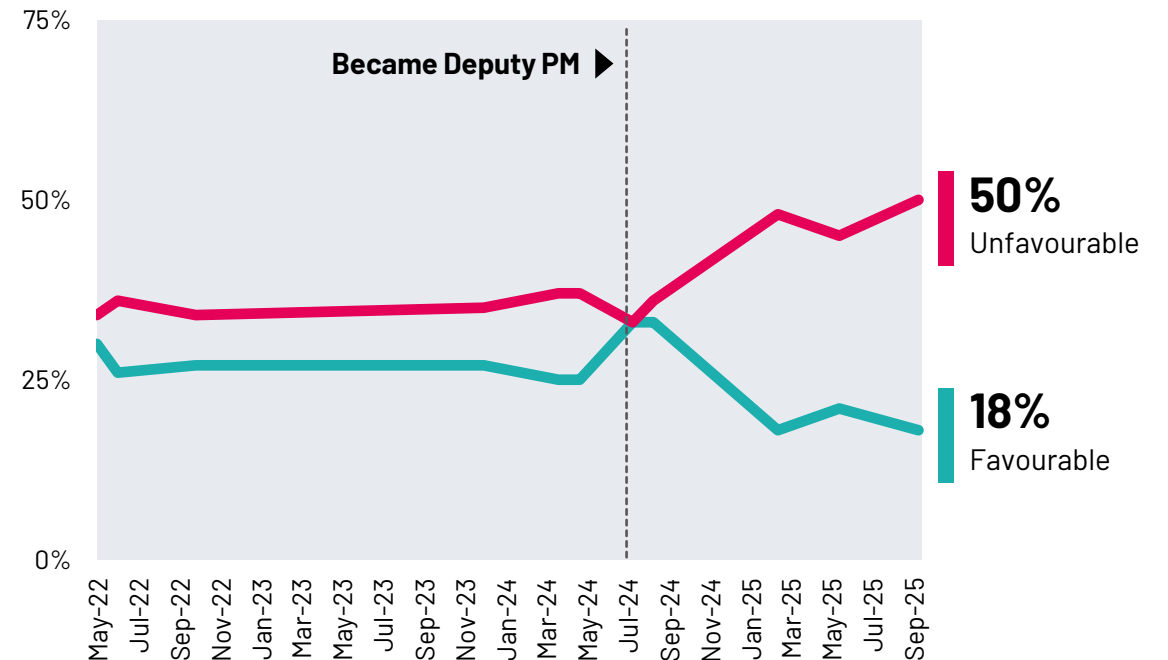
Angela Rayner: Favourability

To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Angela Rayner

September 2025



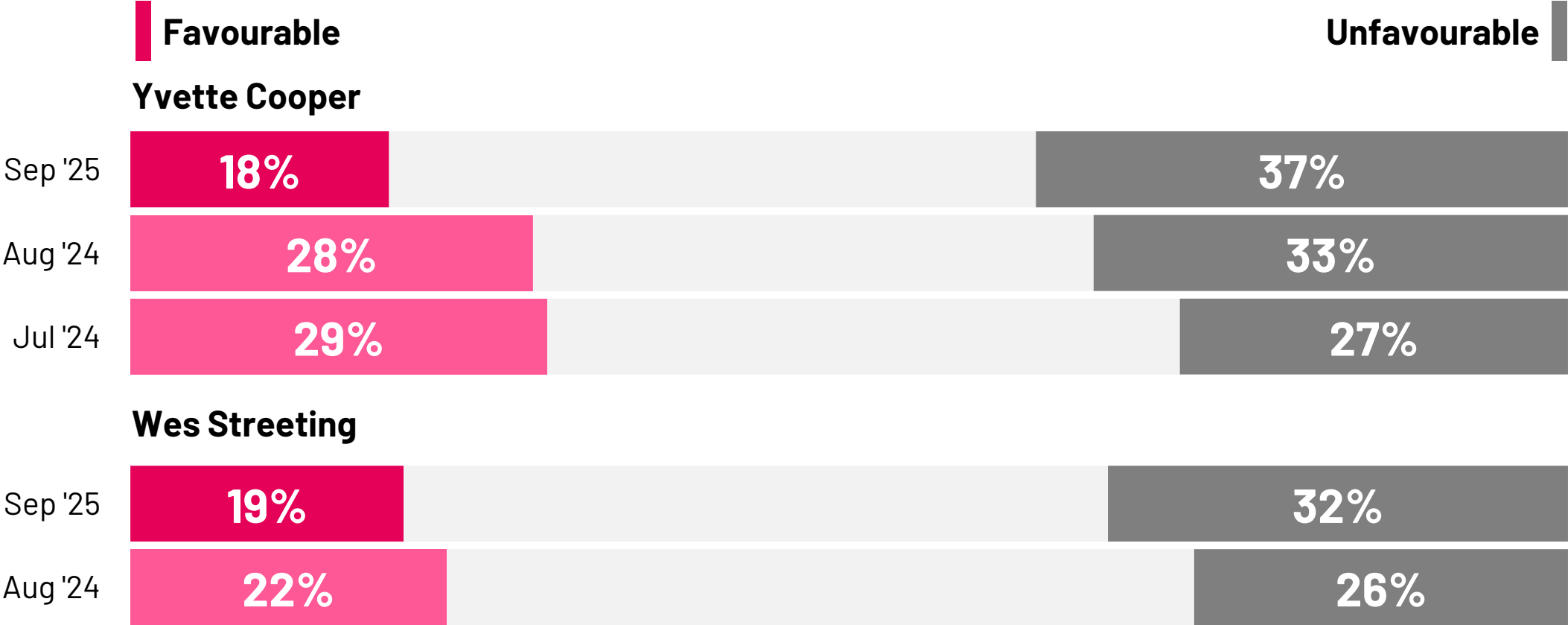
May 2022 – September 2025



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Yvette Cooper and Wes Streeting Favourability

To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties?

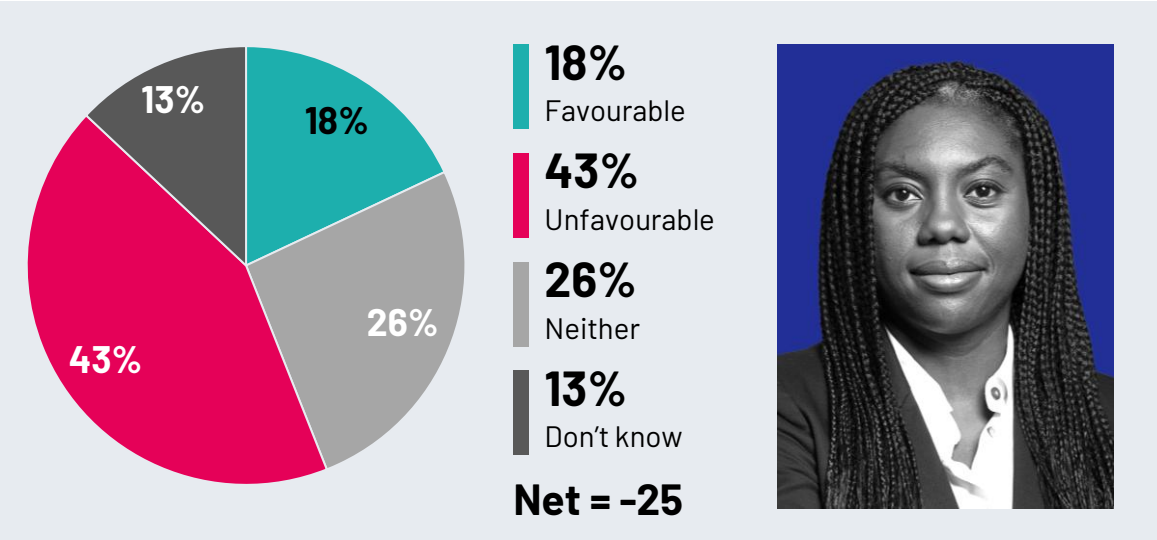


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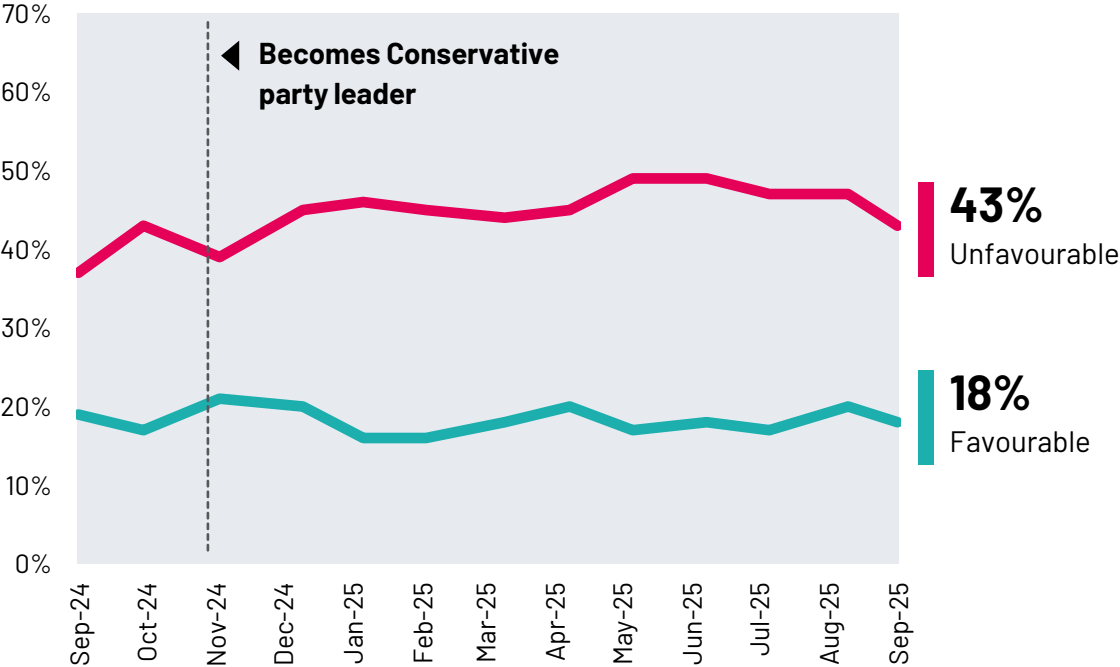
Kemi Badenoch: Favourability

To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Kemi Badenoch

September 2025



September 2024 – September 2025

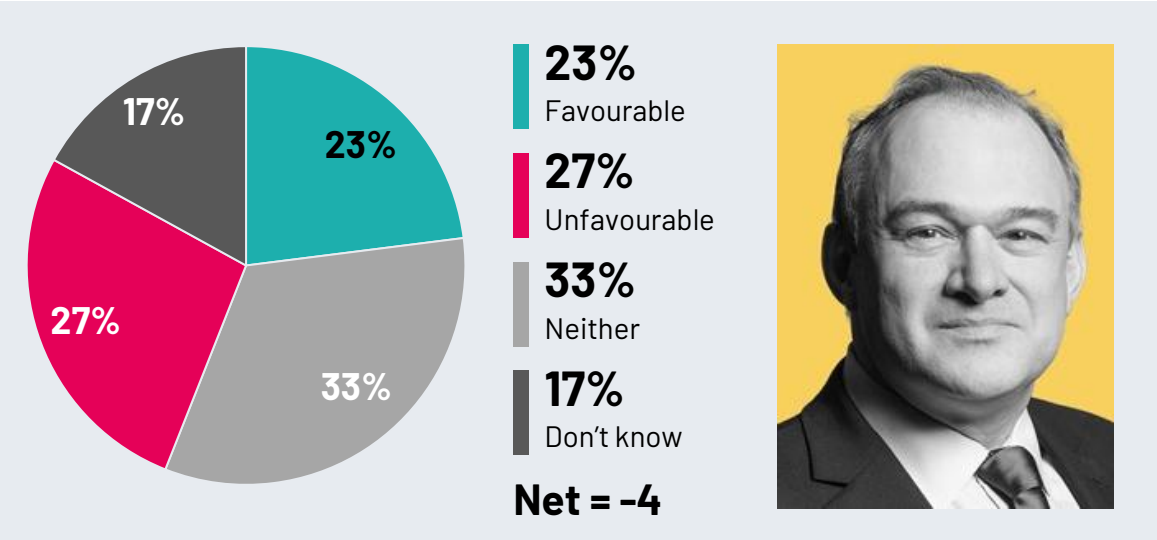


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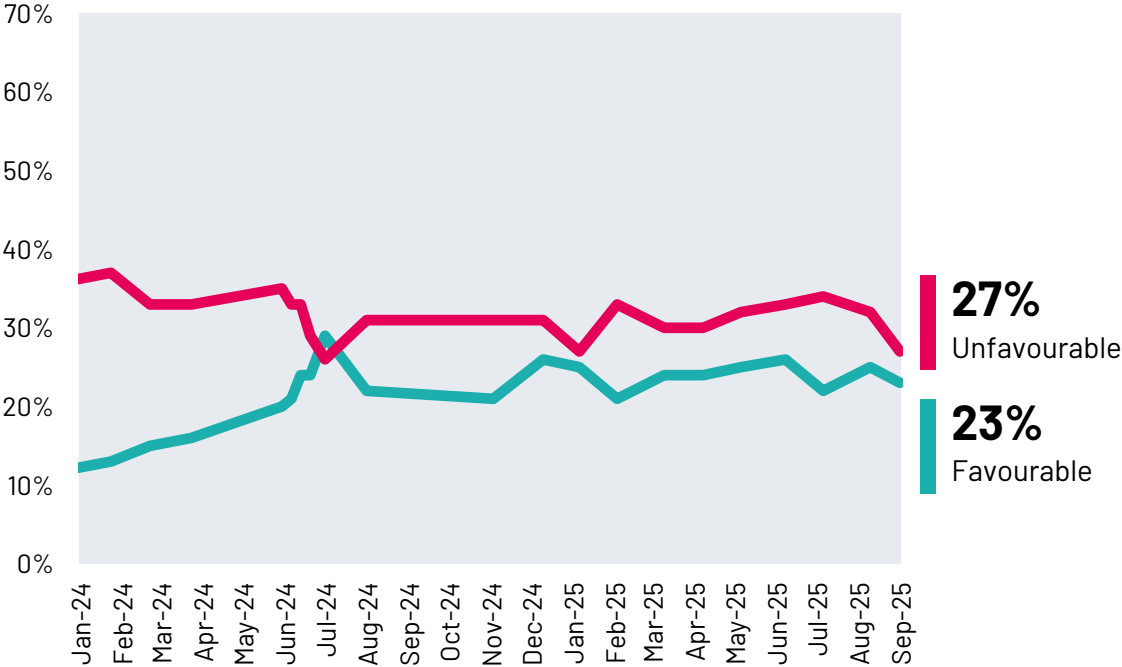
Ed Davey: Favourability

To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Ed Davey

September 2025



January 2024 – September 2025

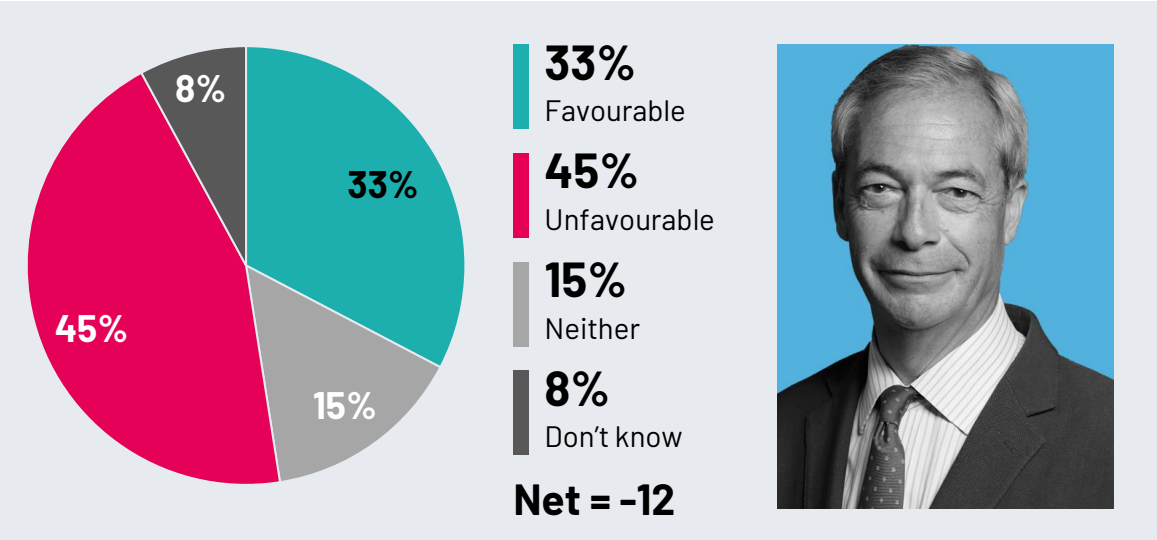


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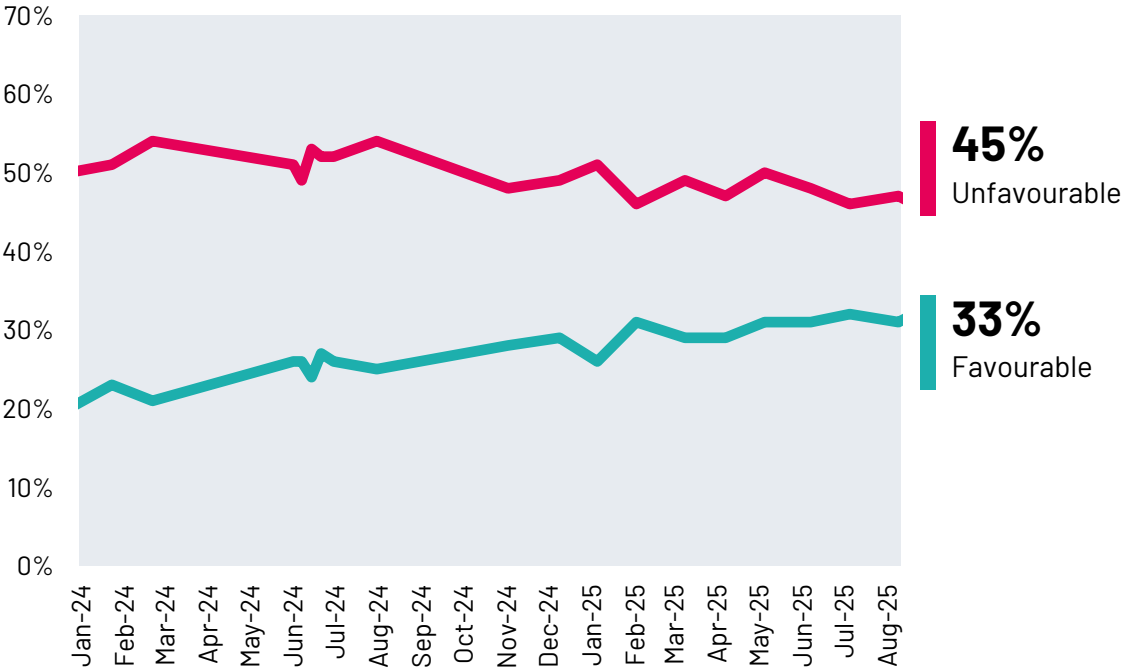
Nigel Farage: Favourability

To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Nigel Farage

September 2025



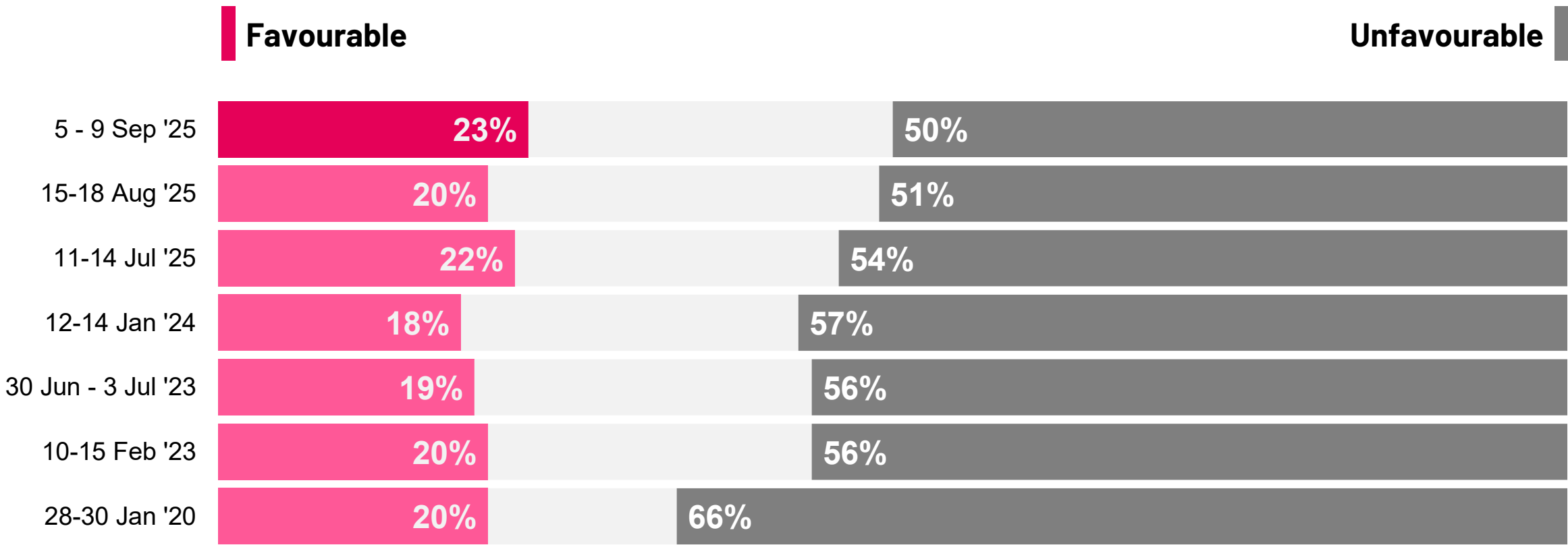
January 2024 – September 2025



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Jeremy Corbyn: Favourability

To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Jeremy Corbyn

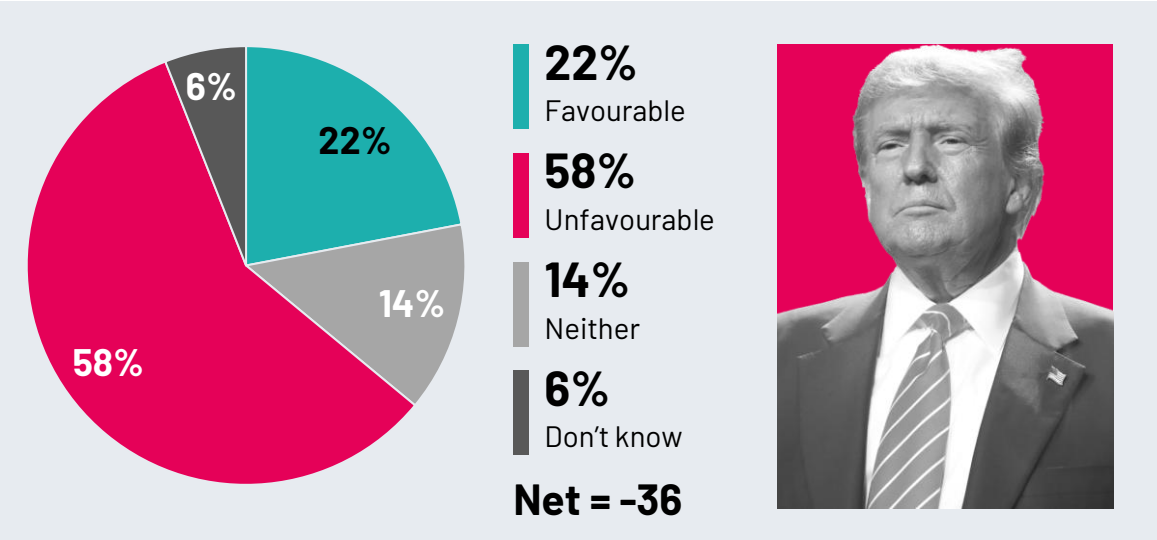


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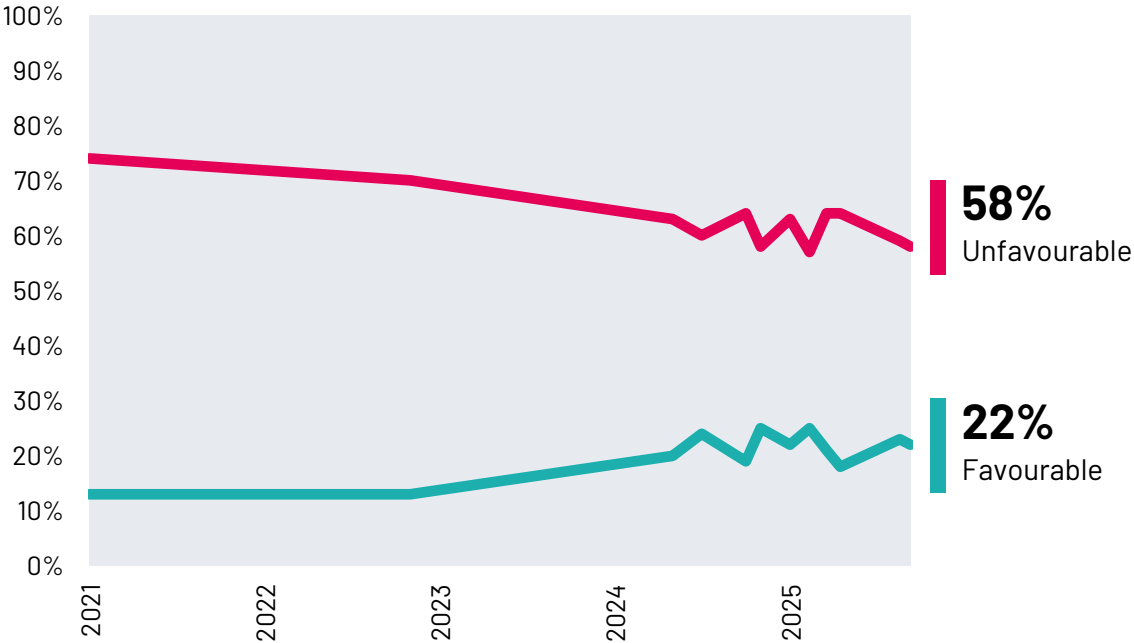
Donald Trump: Favourability

To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Donald Trump

September 2025



January 2021 – September 2025



Base: 2272 Online British adults aged 16+, 5-9 September 2025

Favourability towards political parties

To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties?

	Favourable	Unfavourable	Net favourability	Swing vs Aug '25
Reform UK	33%	41%	-8	+1.5
The Green Party	27%	30%	-3	N/C
The Liberal Democrats	24%	31%	-7	+0.5
The Labour party	22%	51%	-29	-0.5
The Conservative Party	20%	50%	-30	-N/C
The new left-wing political party*	17%	46%	-29	+2

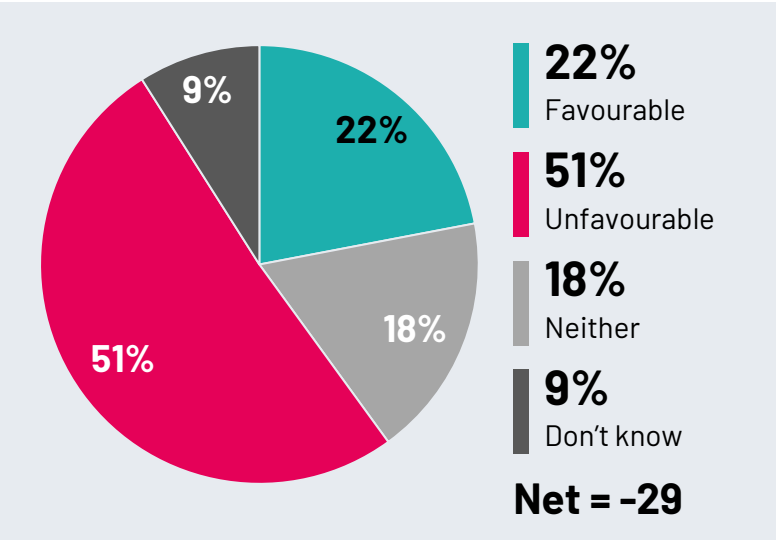
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*Full description: A new left-wing political party founded by Jeremy Corbyn and Zarah Sultana

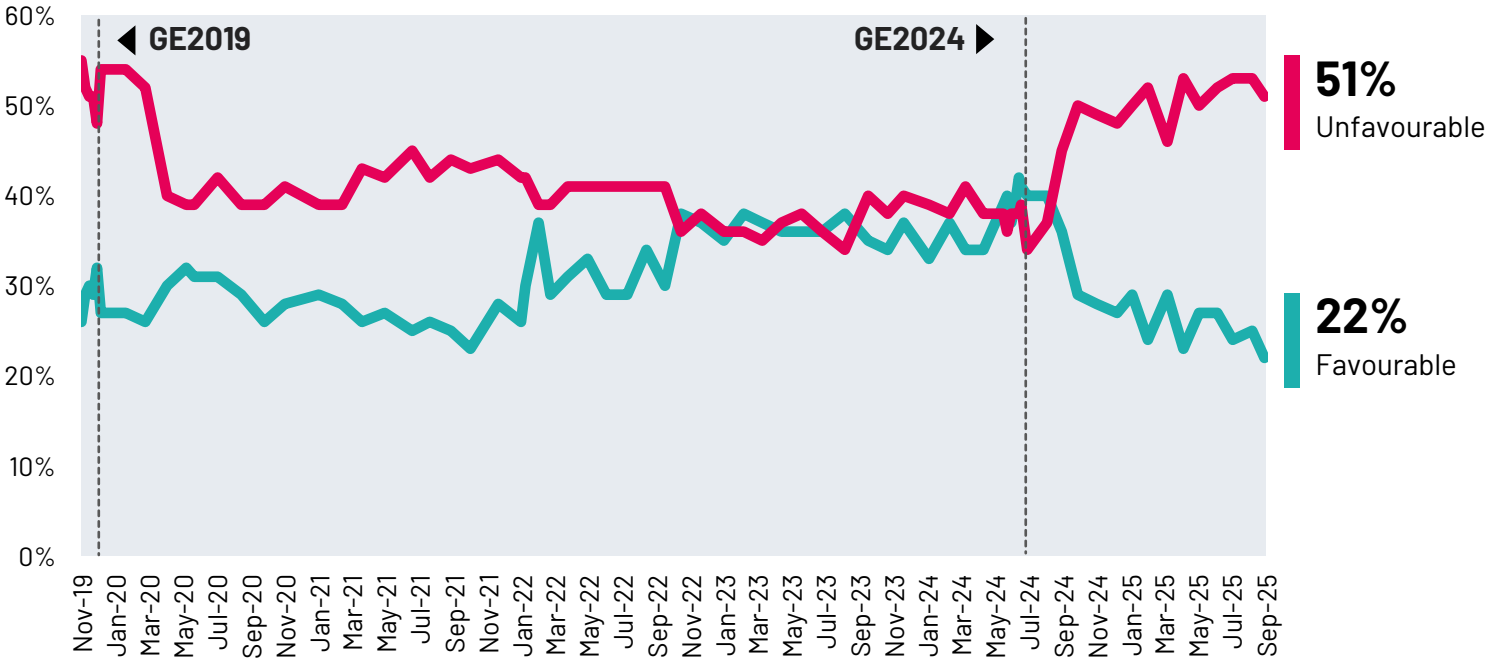
The Labour party: Favourability

To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? The Labour party

September 2025



November 2019 – September 2025

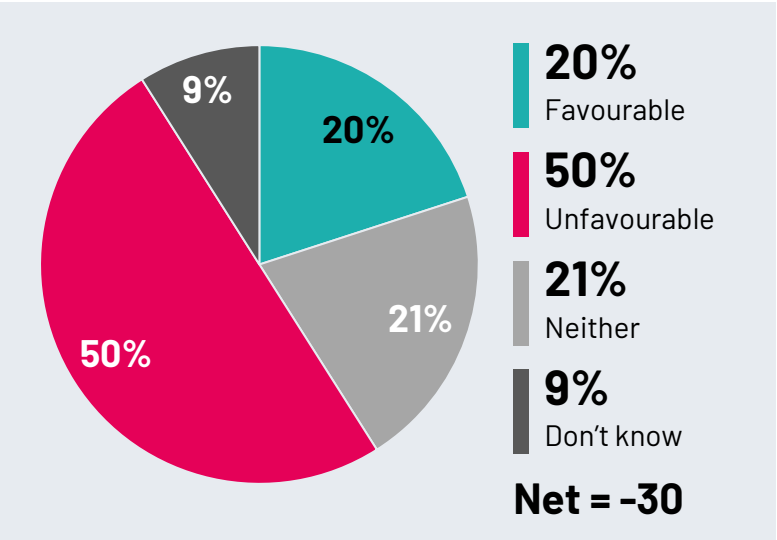


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The Conservative party: Favourability

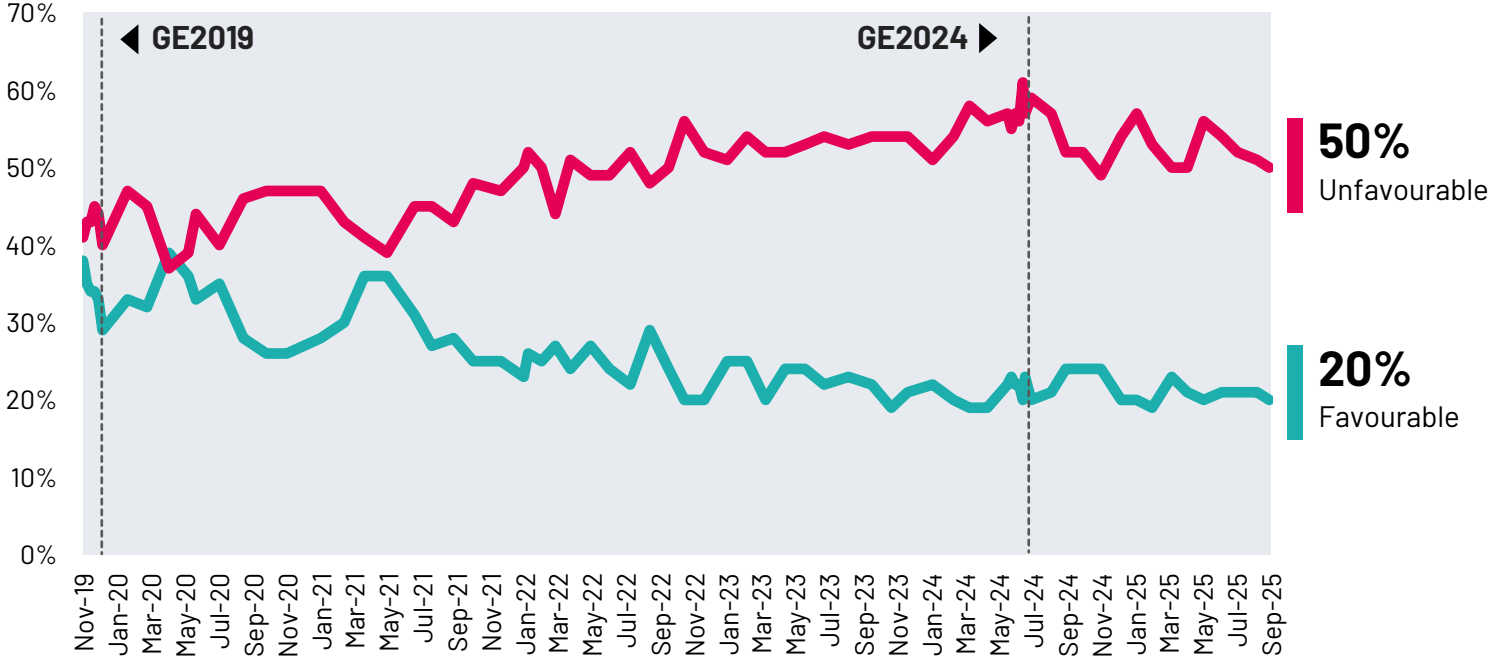
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? The Conservative party

September 2025



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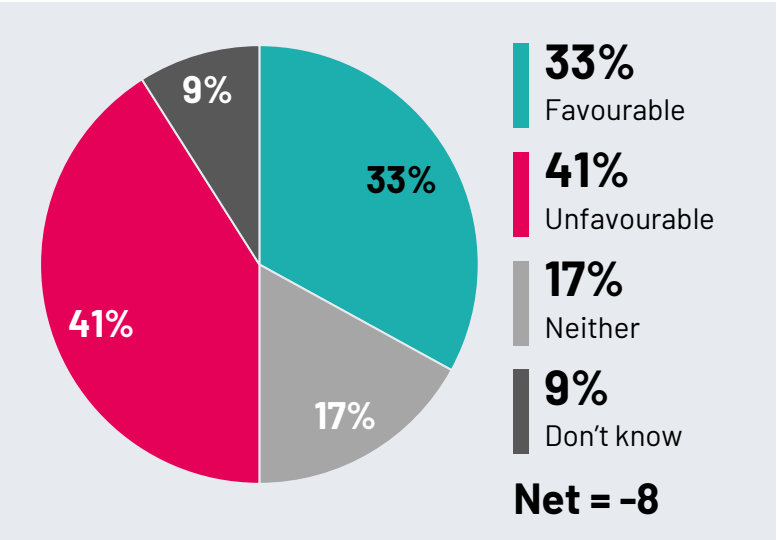
November 2019 – September 2025



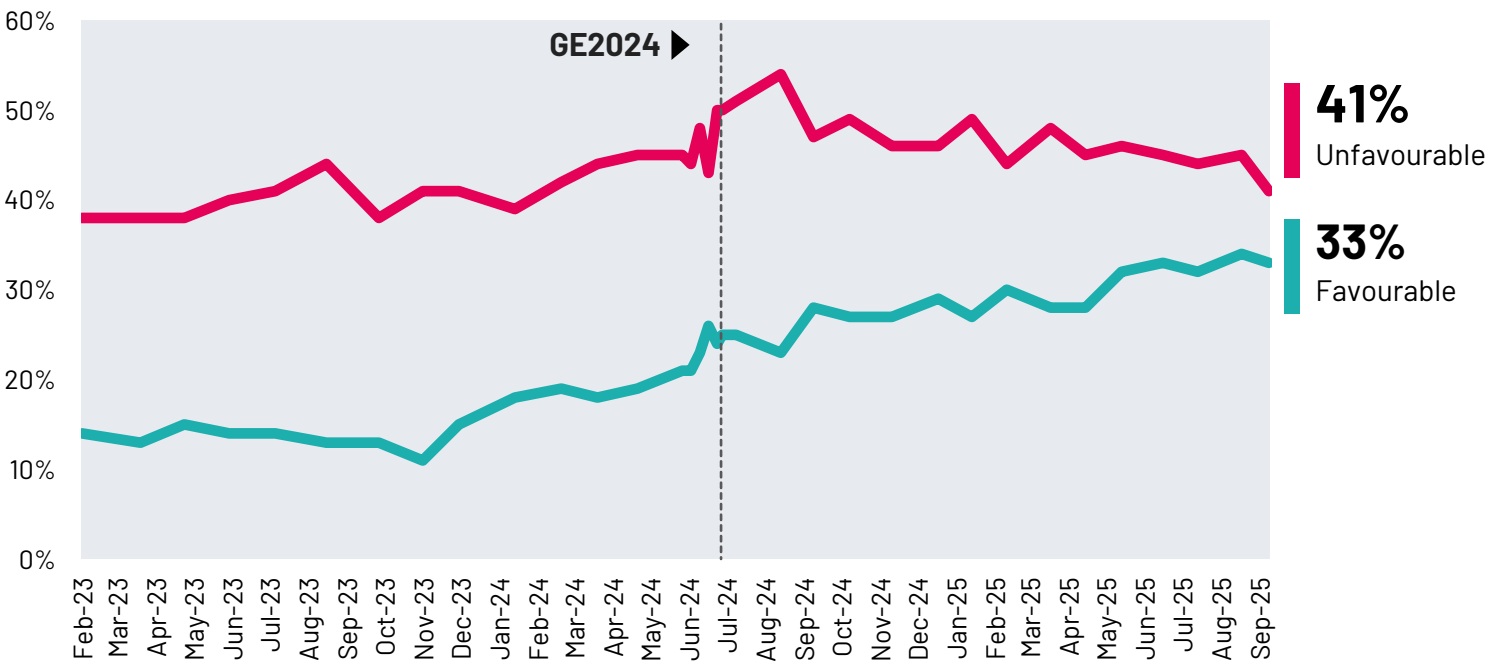
Reform UK: Favourability

To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Reform UK

September 2025



February 2023 – September 2025



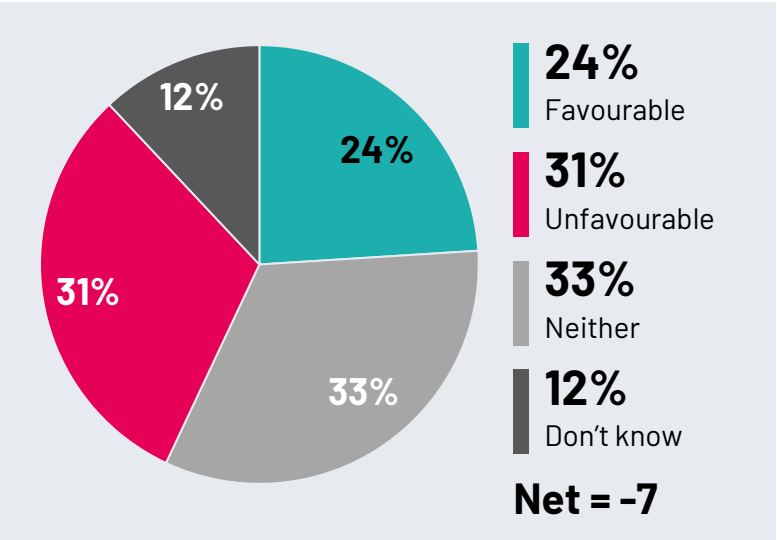
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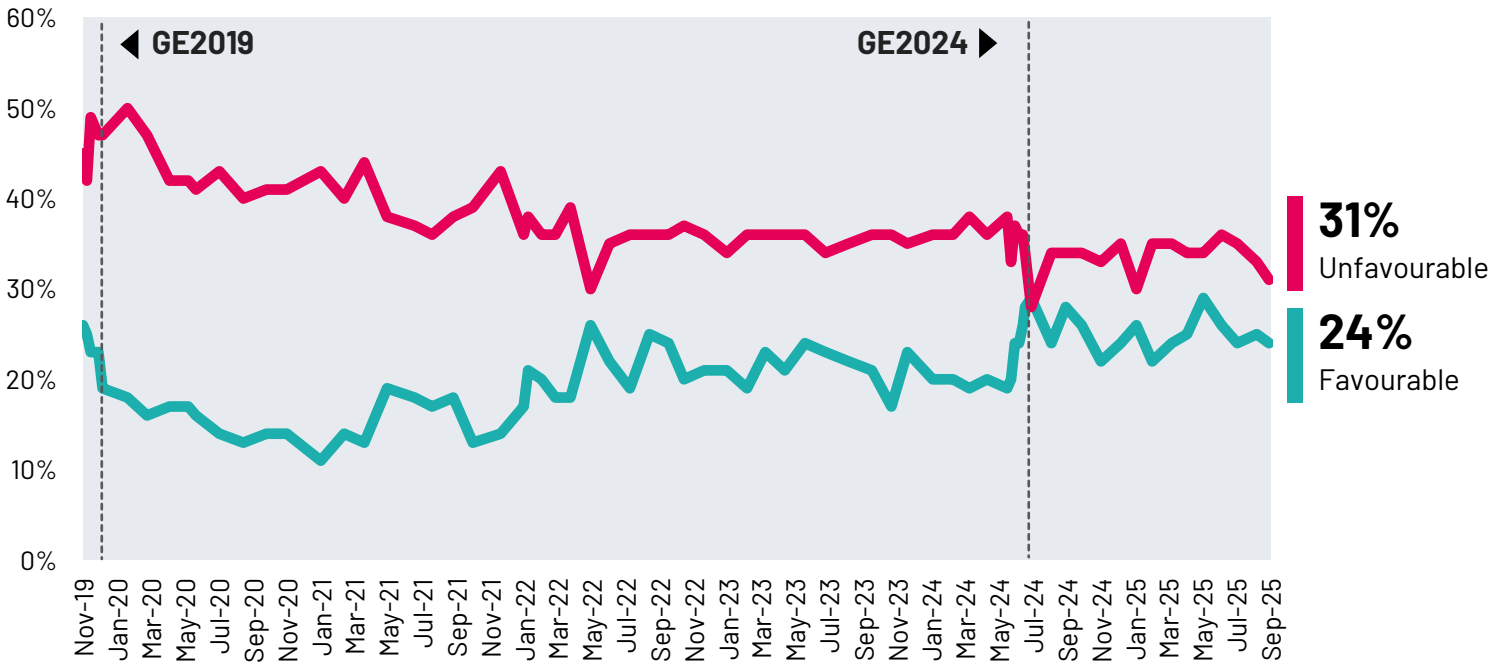
The Liberal Democrats: Favourability

To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? The Liberal Democrats

September 2025



November 2019 - September 2025

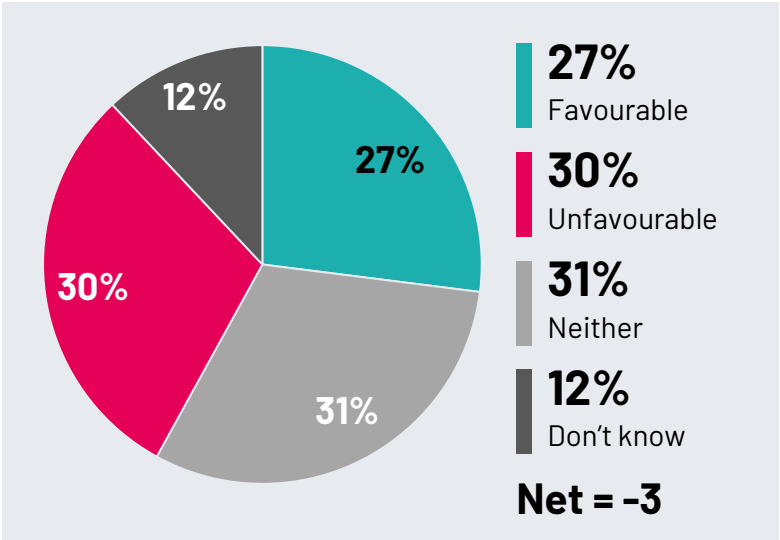


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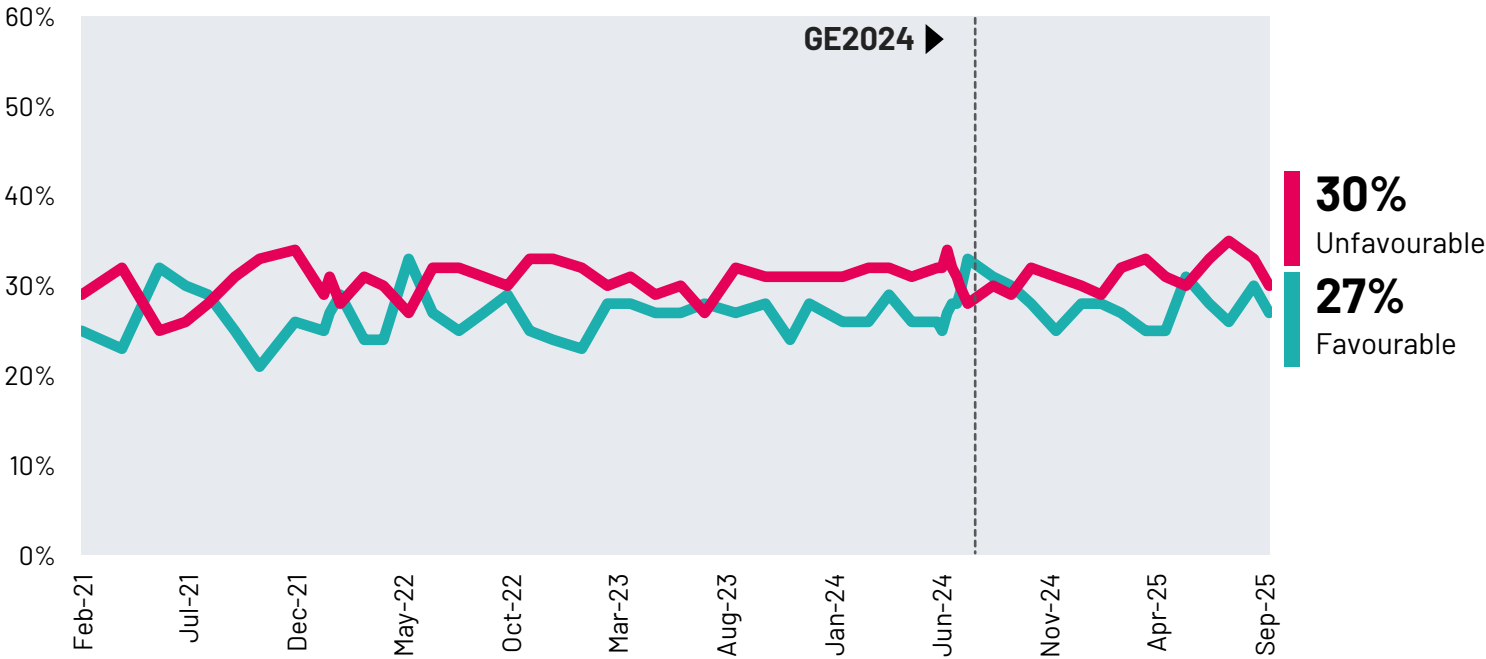
The Green Party: Favourability

To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? The Green Party

September 2025



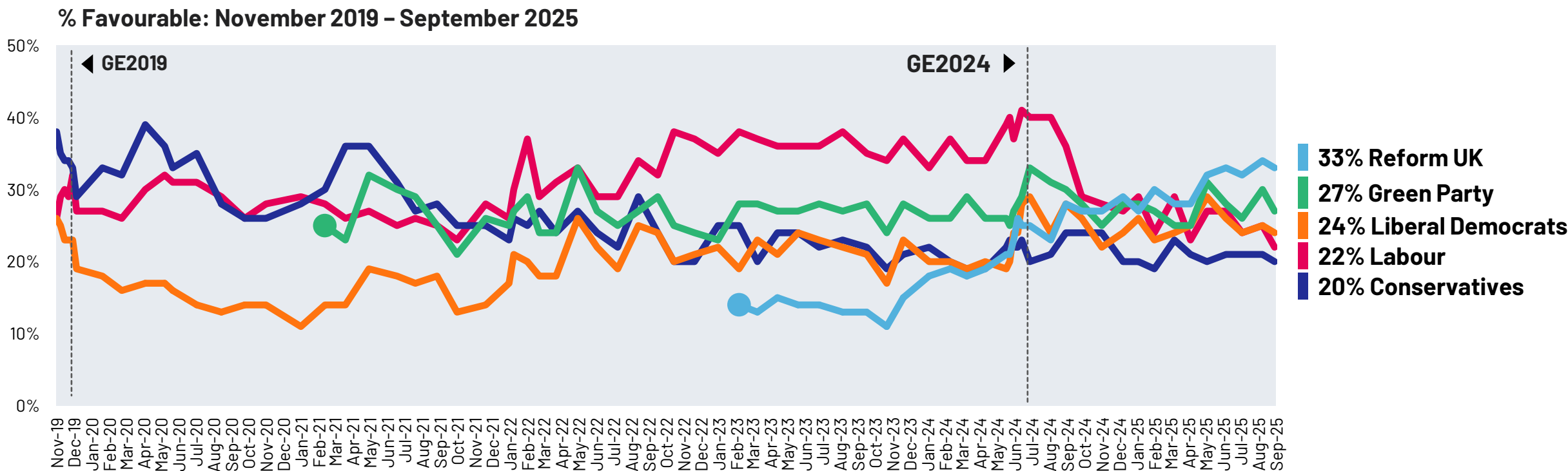
February 2021 – September 2025



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Political parties: Favourability

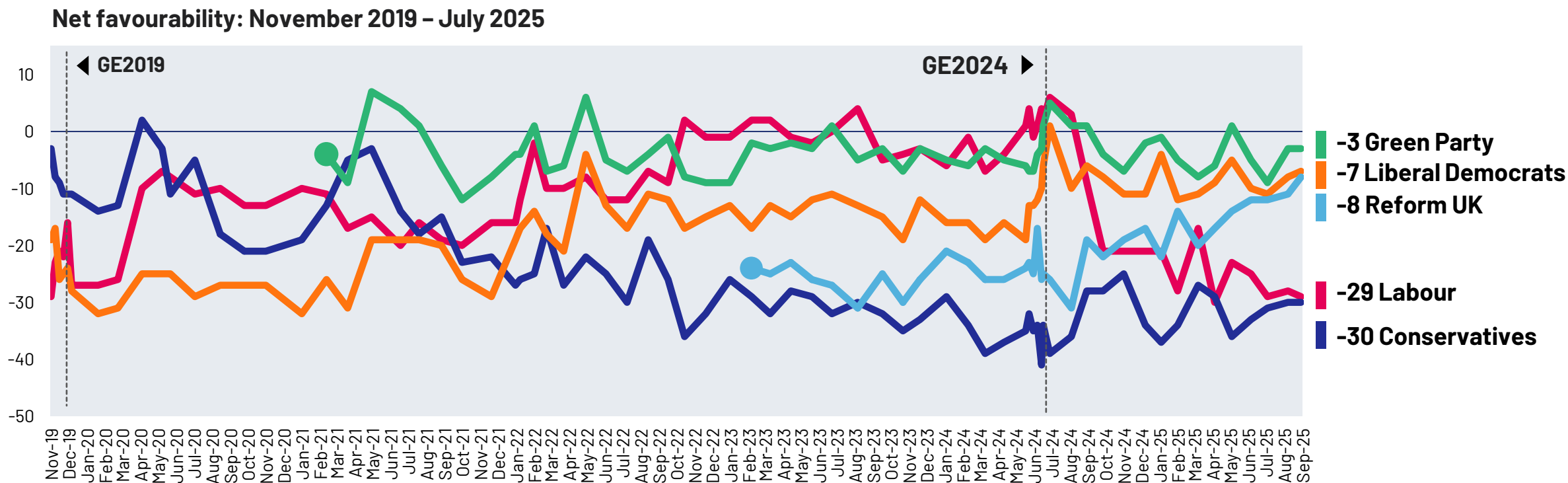
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties?



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Political parties: Net favourability

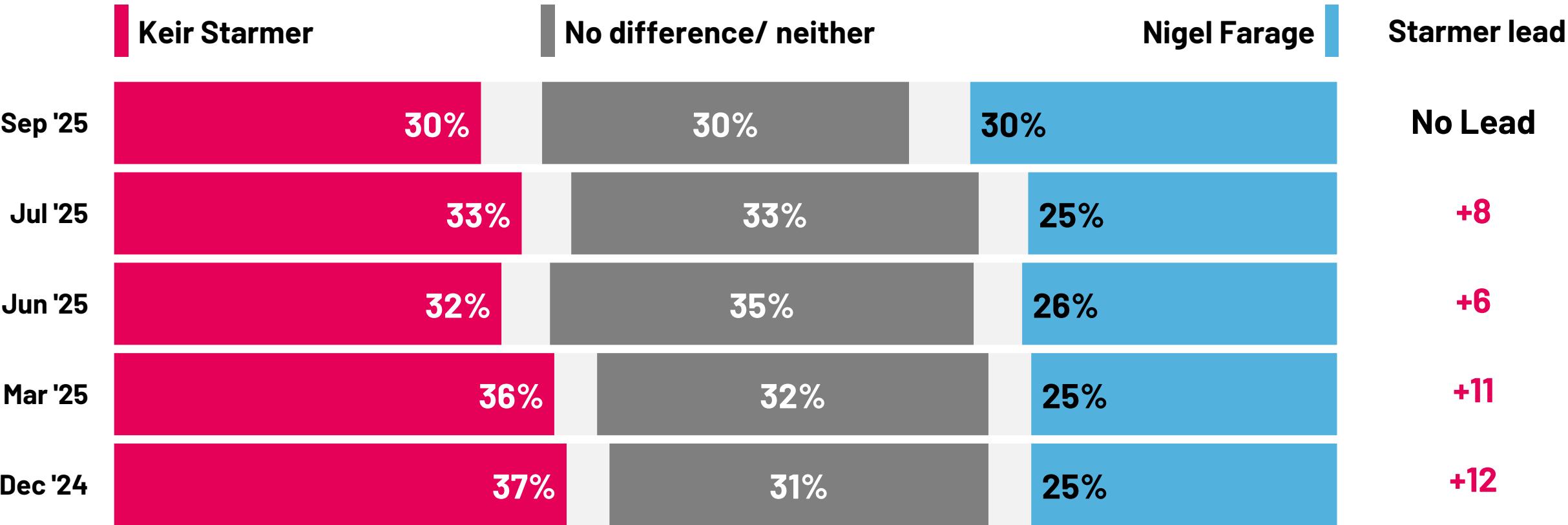
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties?



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For the first time, Britons are split on whether Keir Starmer or Nigel Farage would make a better Prime Minister

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

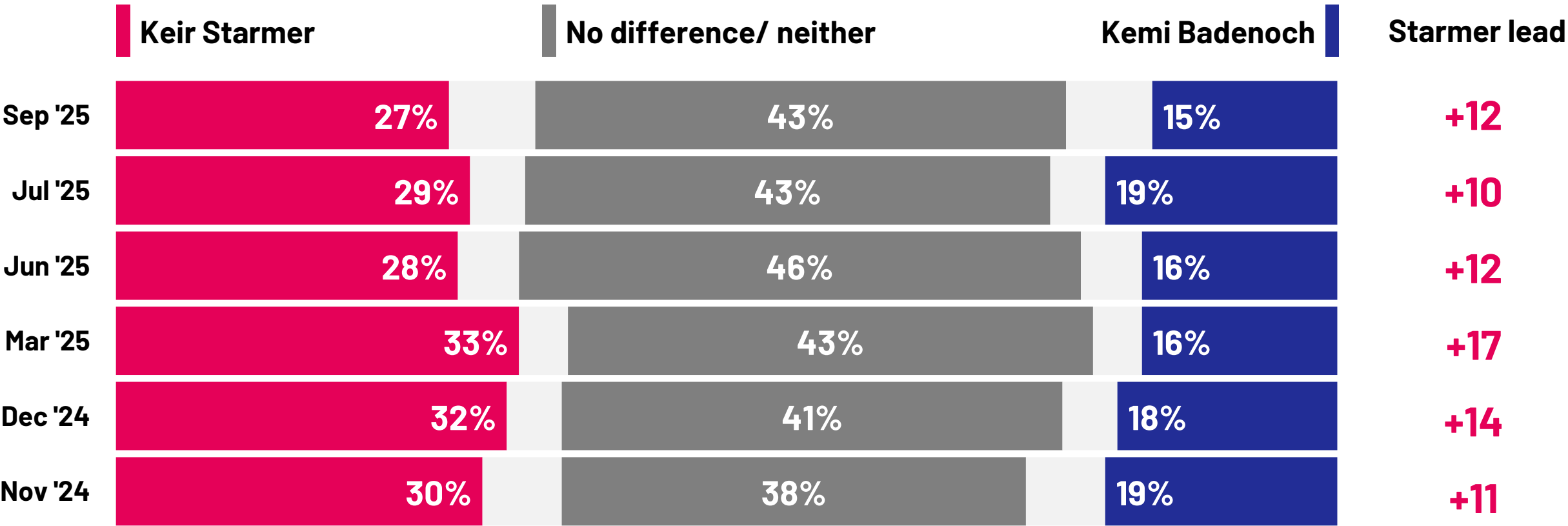


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Keir Starmer continues to lead Kemi Badenoch in terms of who would make a better Prime Minister

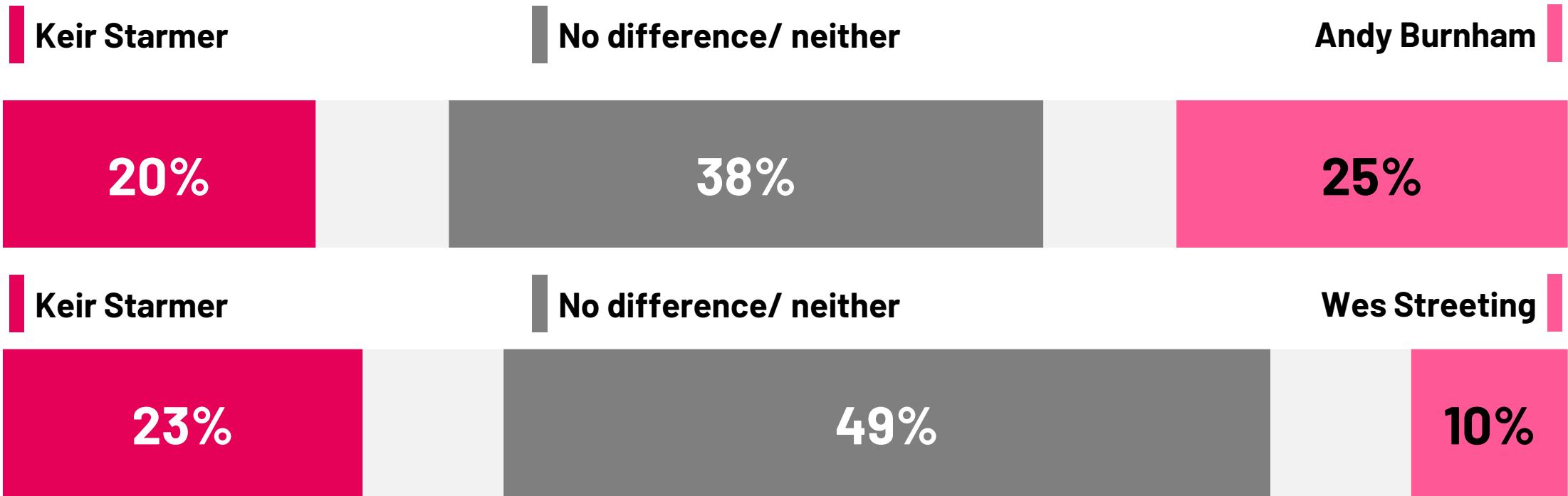
Which of the following, if either, do you think would make a better Prime Minister?



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Britons are slightly more likely to prefer Andy Burnham to Keir Starmer in terms of who would make a better Prime Minister – however a sizeable proportion think they there would be no difference or say neither

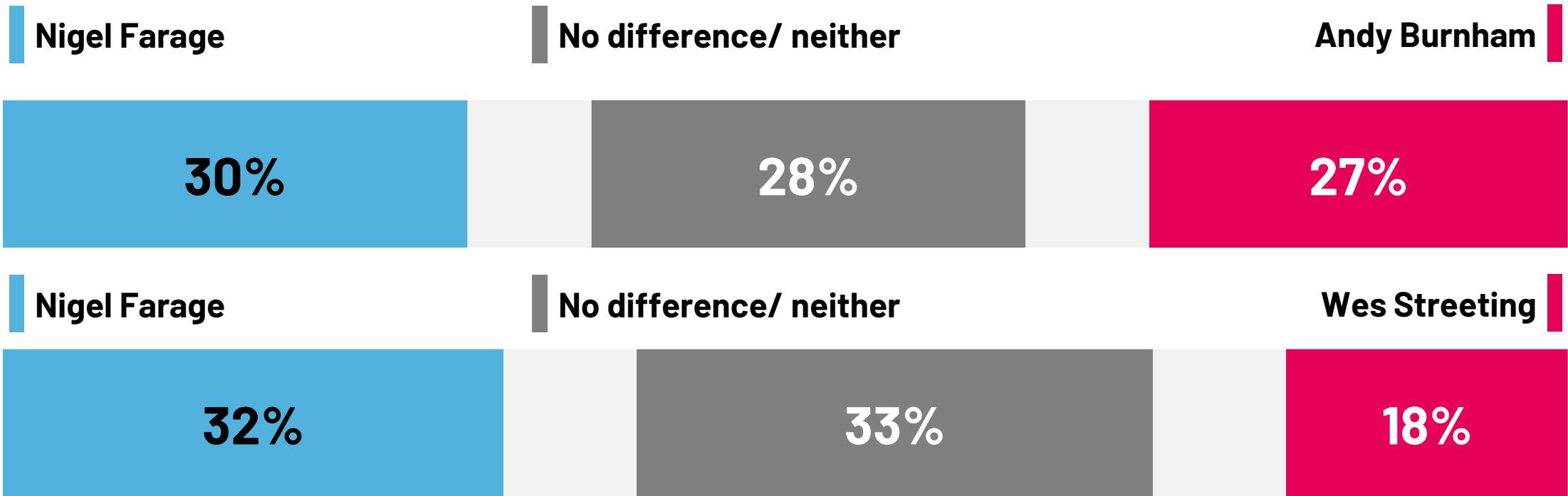
Which of the following, if either, do you think would make a better Prime Minister?



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If given the choice, Britons are slightly more likely to prefer Nigel Farage to Andy Burnham when asked who would make a better Prime Minister

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



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For more information

Gideon Skinner

Research Director

gideon.skinner@ipsos.com

Cameron Garrett

Associate Director

cameron.garrett@ipsos.com

Keiran Pedley

Research Director

keiran.pedley@ipsos.com

Ben Roff

Senior Research Executive

ben.roff@ipsos.com

Laura King

Senior Research Executive

laura.king@ipsos.com