

Ipsos Political Pulse

October 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?

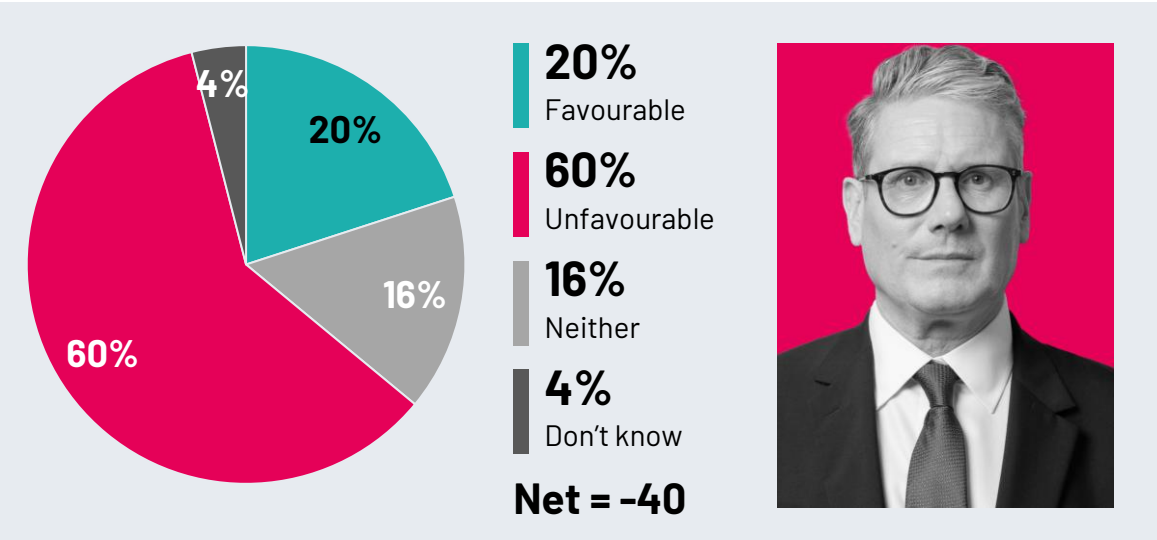
	Favourable	Unfavourable	Net	Swing vs Sep '25
Nigel Farage	36%	45%	-9	+1.5
Andy Burnham	31%	24%	+7	-1
Ed Davey	24%	31%	-7	-1.5
Kemi Badenoch	22%	44%	-22	+1.5
Zack Polanski	21%	29%	-8	N/C
Keir Starmer	20%	60%	-40	-3.5
Robert Jenrick	20%	36%	-16	N/A
Shabana Mahmood	17%	40%	-23	N/A
Rachel Reeves	15%	55%	-40	-1.5
Mel Stride	13%	34%	-21	N/A

Base: 1141 Online British adults aged 18+, 10-13 October 2025

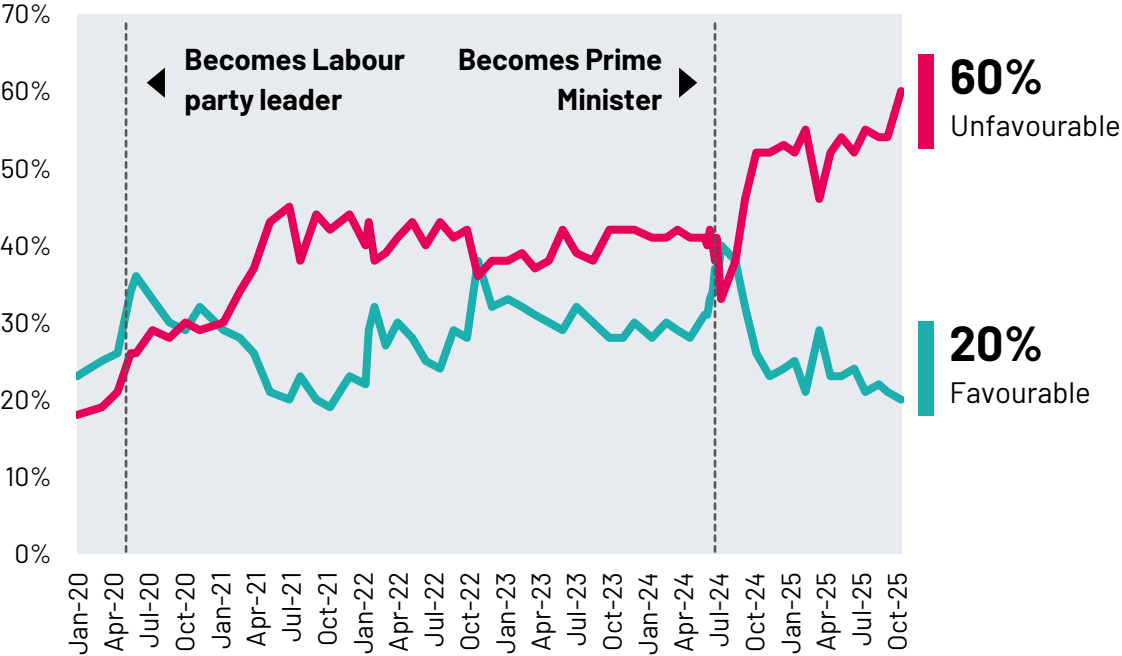
Keir Starmer: Favourability

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

October 2025



January 2020 – October 2025

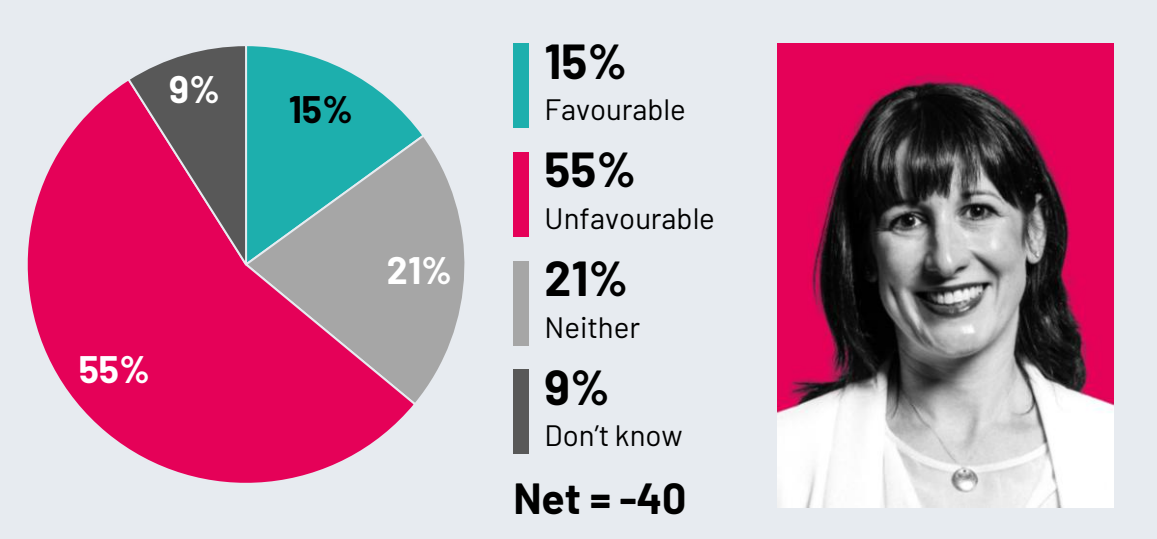


Base: 1141 Online British adults aged 18+, 10-13 October 2025

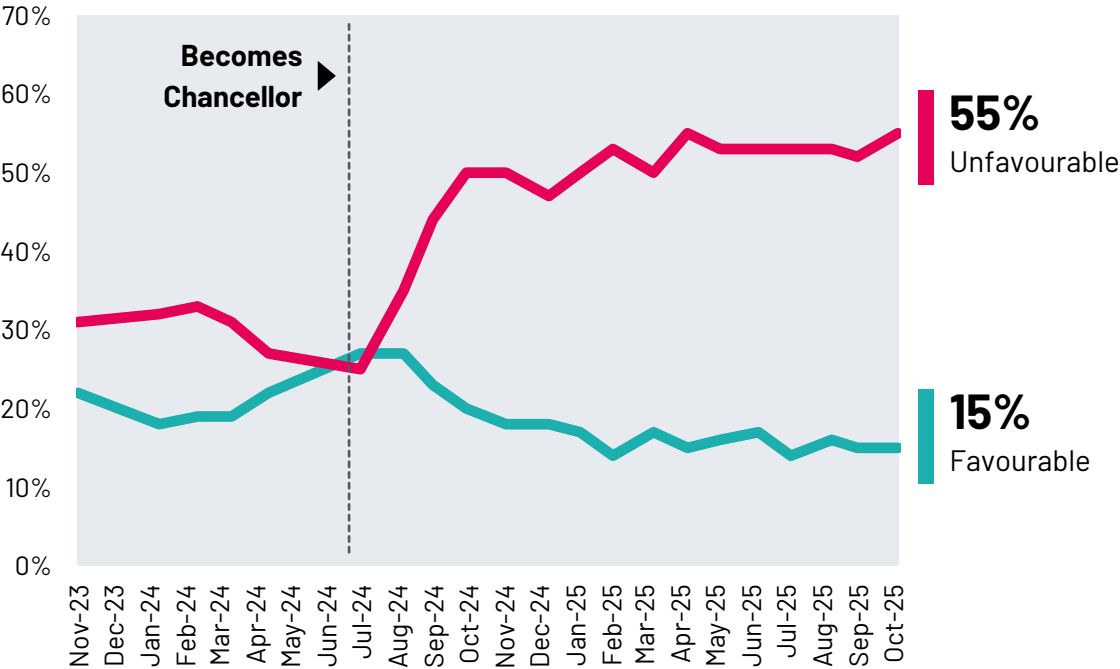
Rachel Reeves: Favourability

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

October 2025



November 2023 – October 2025

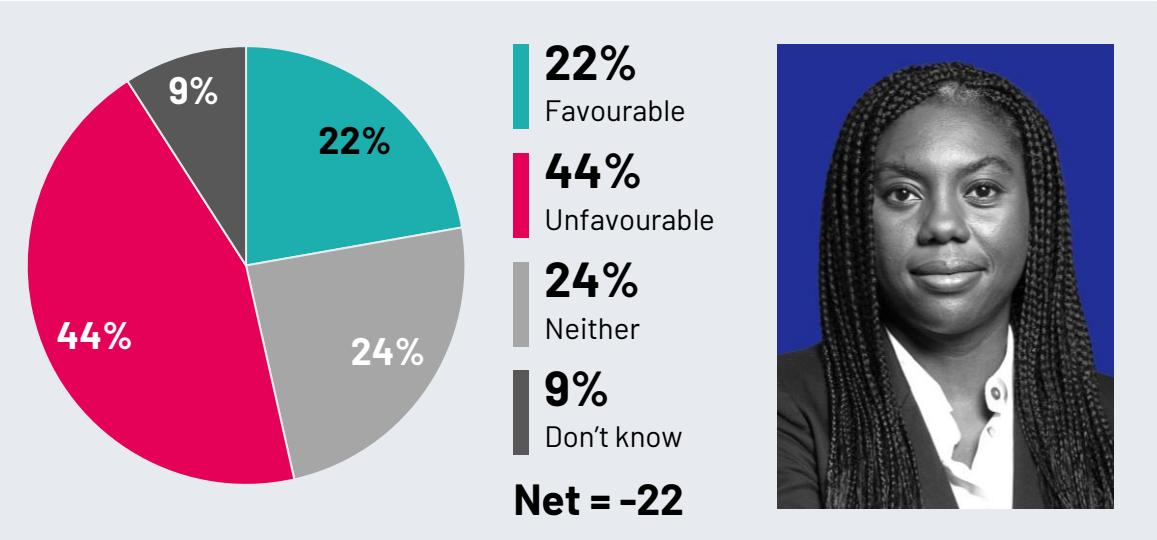


Base: 1141 Online British adults aged 18+, 10-13 October 2025

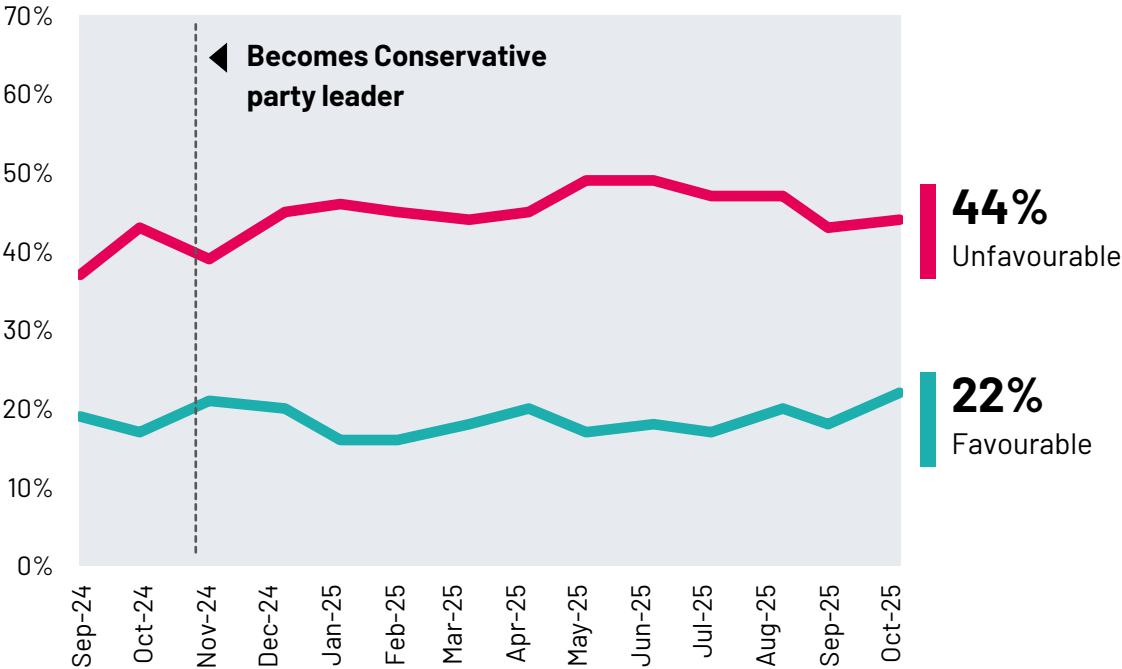
Kemi Badenoch: Favourability

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

October 2025



September 2024 – October 2025

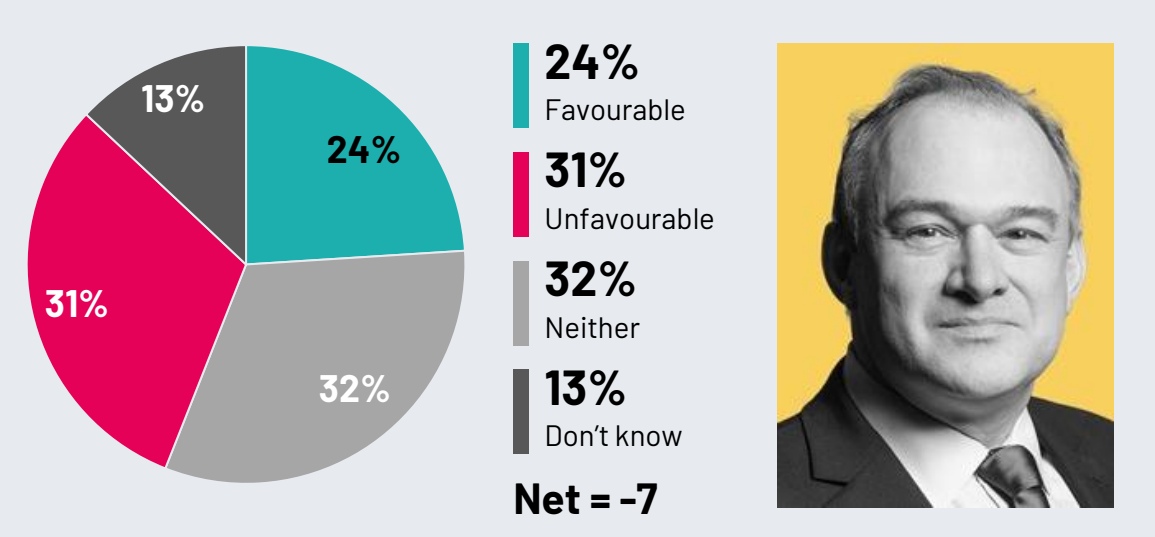


Base: 1141 Online British adults aged 18+, 10-13 October 2025

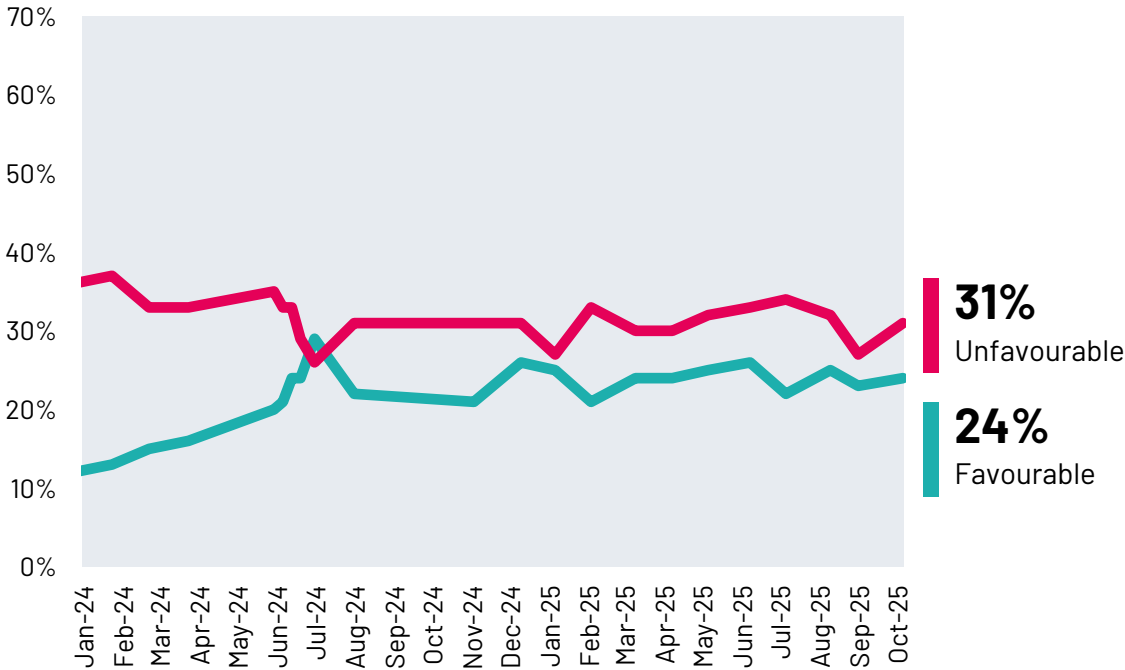
Ed Davey: Favourability

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

October 2025



January 2024 – October 2025

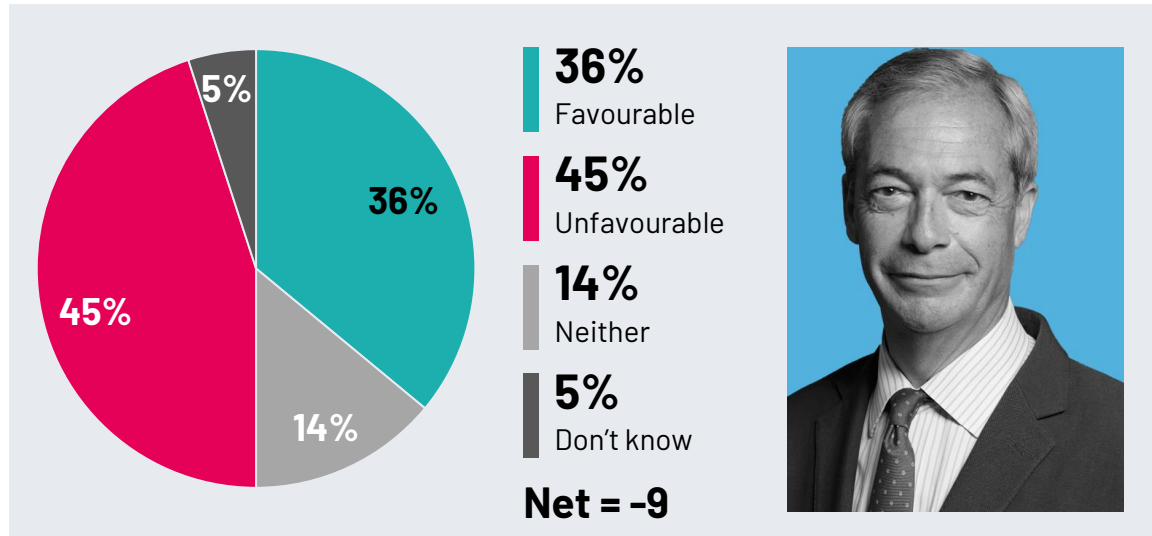


Base: 1141 Online British adults aged 18+, 10-13 October 2025

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

October 2025



January 2024 – October 2025

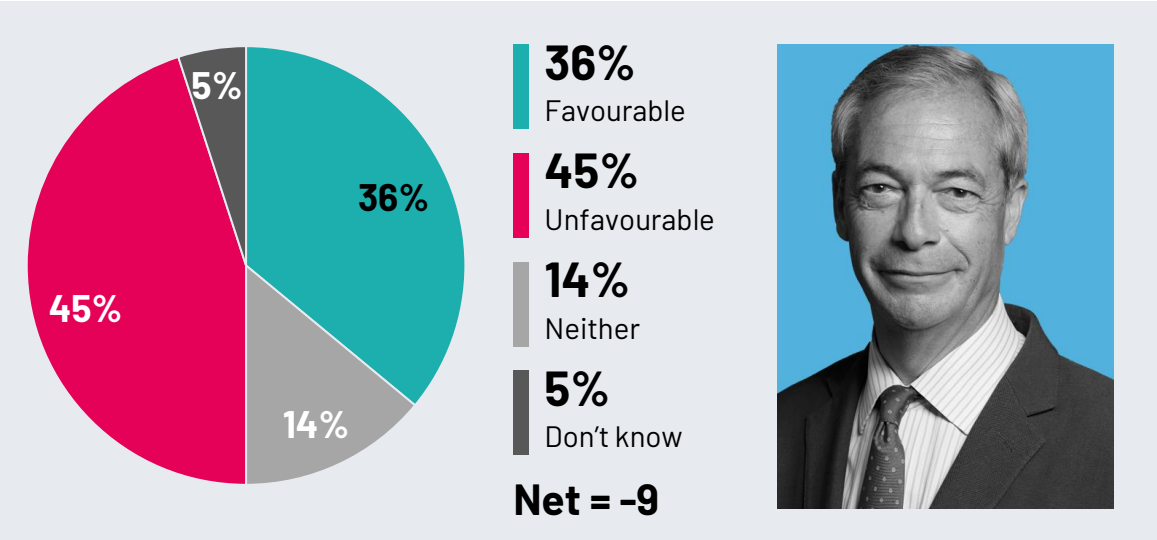


Base: 1141 Online British adults aged 18+, 10-13 October 2025

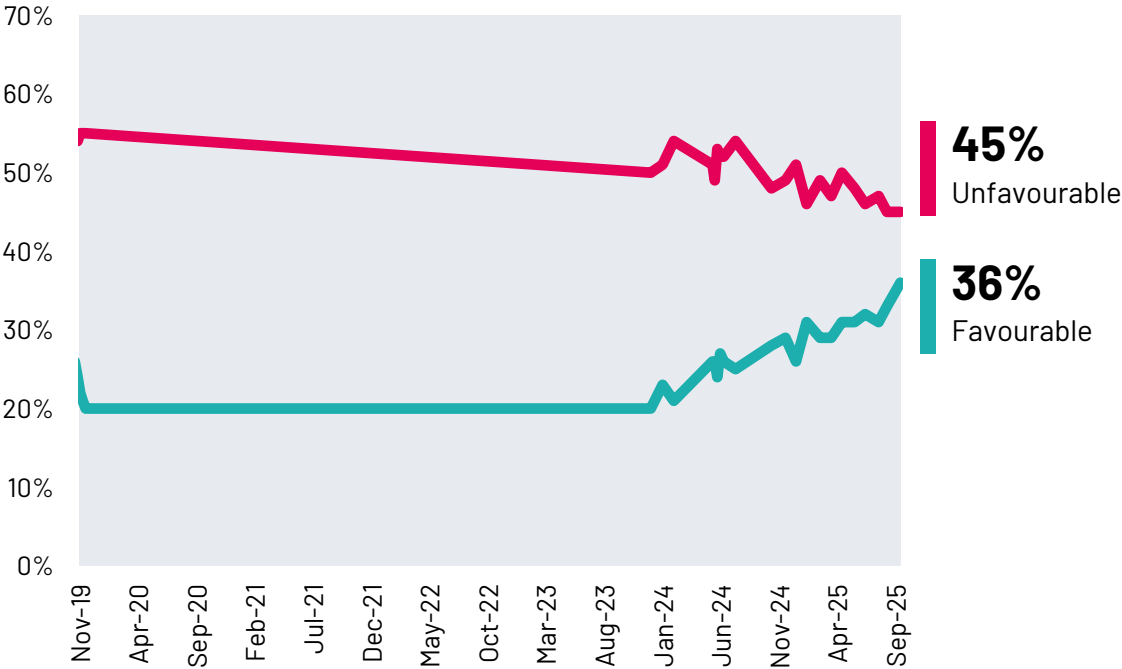
Nigel Farage: Favourability

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

October 2025



January 2024 – October 2025

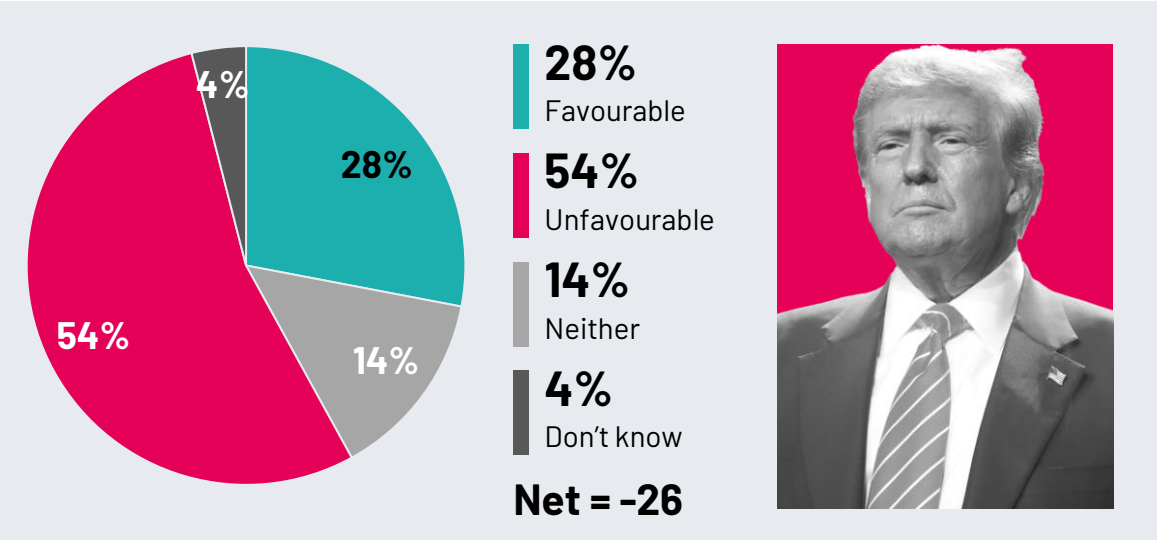


Base: 1141 Online British adults aged 18+, 10-13 October 2025

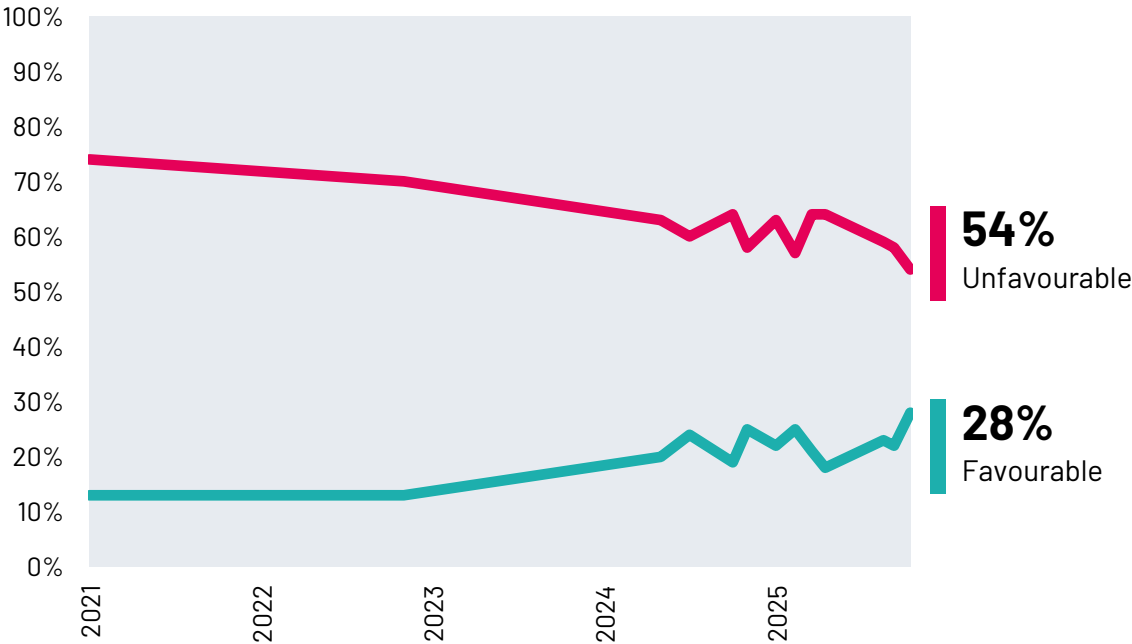
Donald Trump: Favourability

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

October 2025



January 2021 – October 2025



Base: 1141 Online British adults aged 18+, 10-13 October 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 Sep '25
Reform UK	37%	42%	-5	+1.5
The Green Party	27%	33%	-6	-1.5
The Liberal Democrats	23%	33%	-10	-1.5
The Conservative party	22%	50%	-28	+1
The Labour party	22%	54%	-32	-1.5
The new left-wing political party*	14%	53%	-39	-5

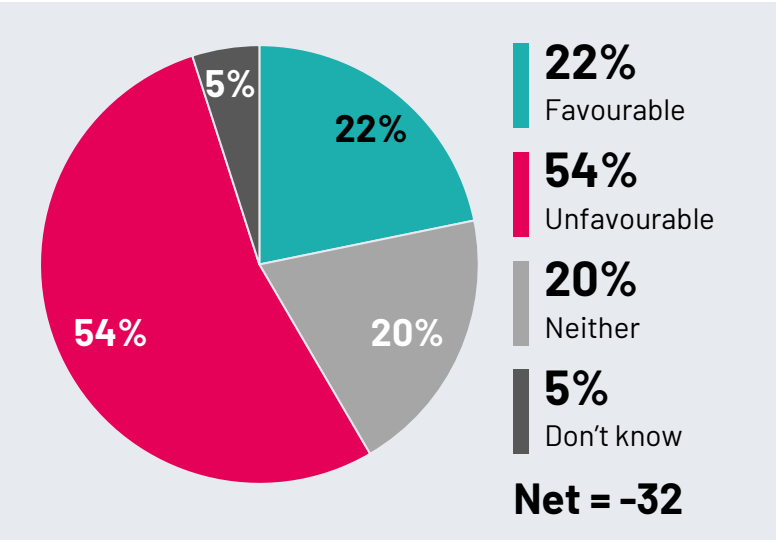
Base: 1141 Online British adults aged 18+, 10-13 October 2025

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

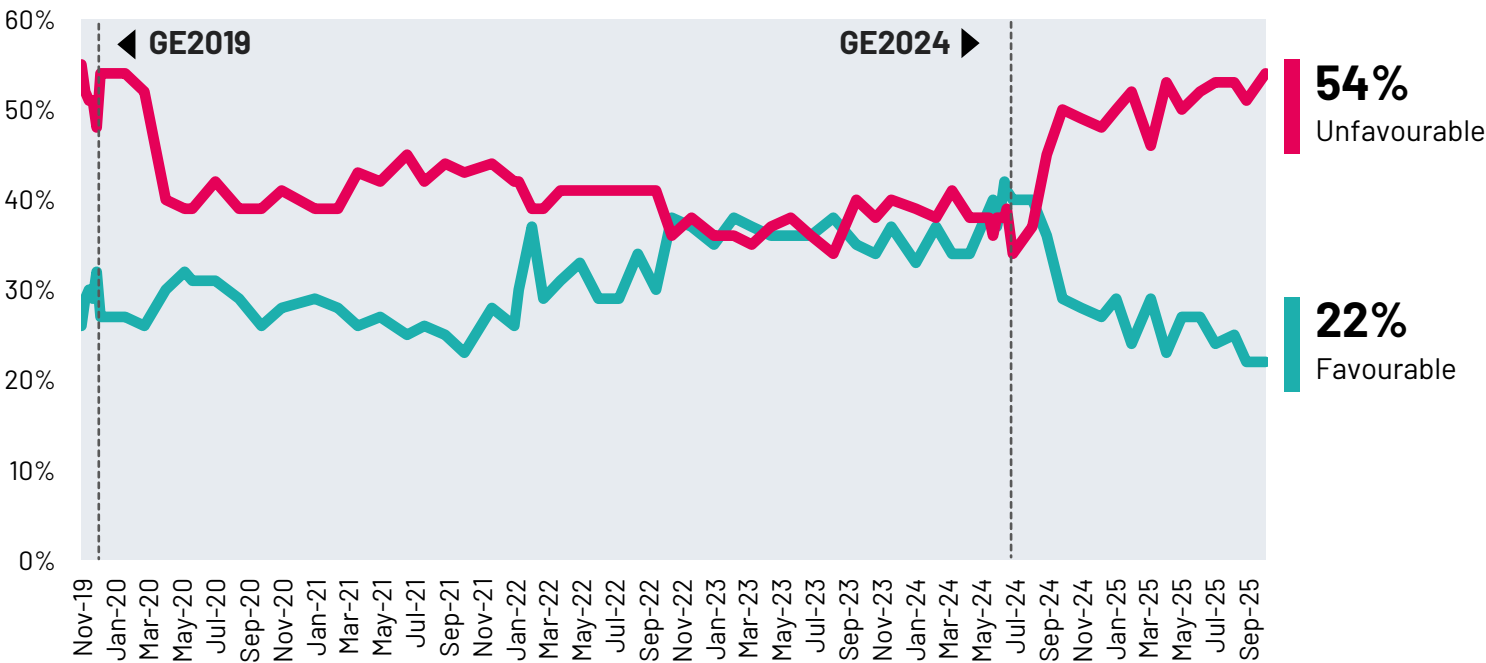
The Labour party: Favourability

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

October 2025



November 2019 – October 2025

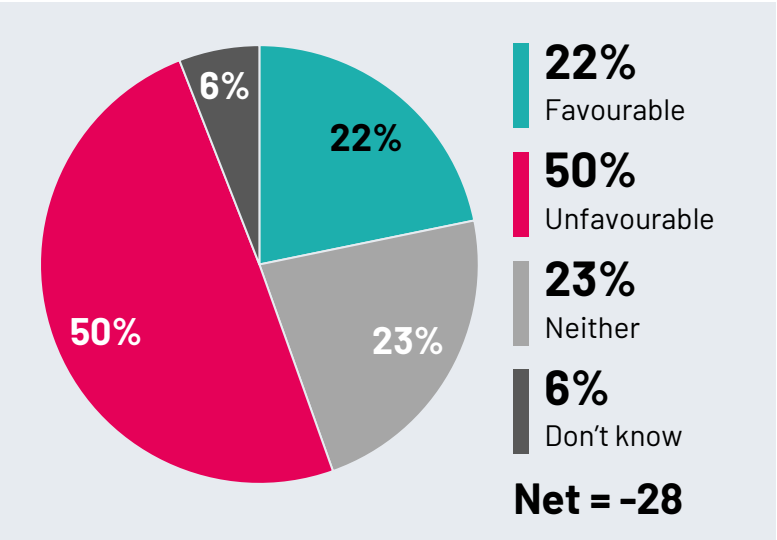


Base: 1141 Online British adults aged 18+, 10-13 October 2025

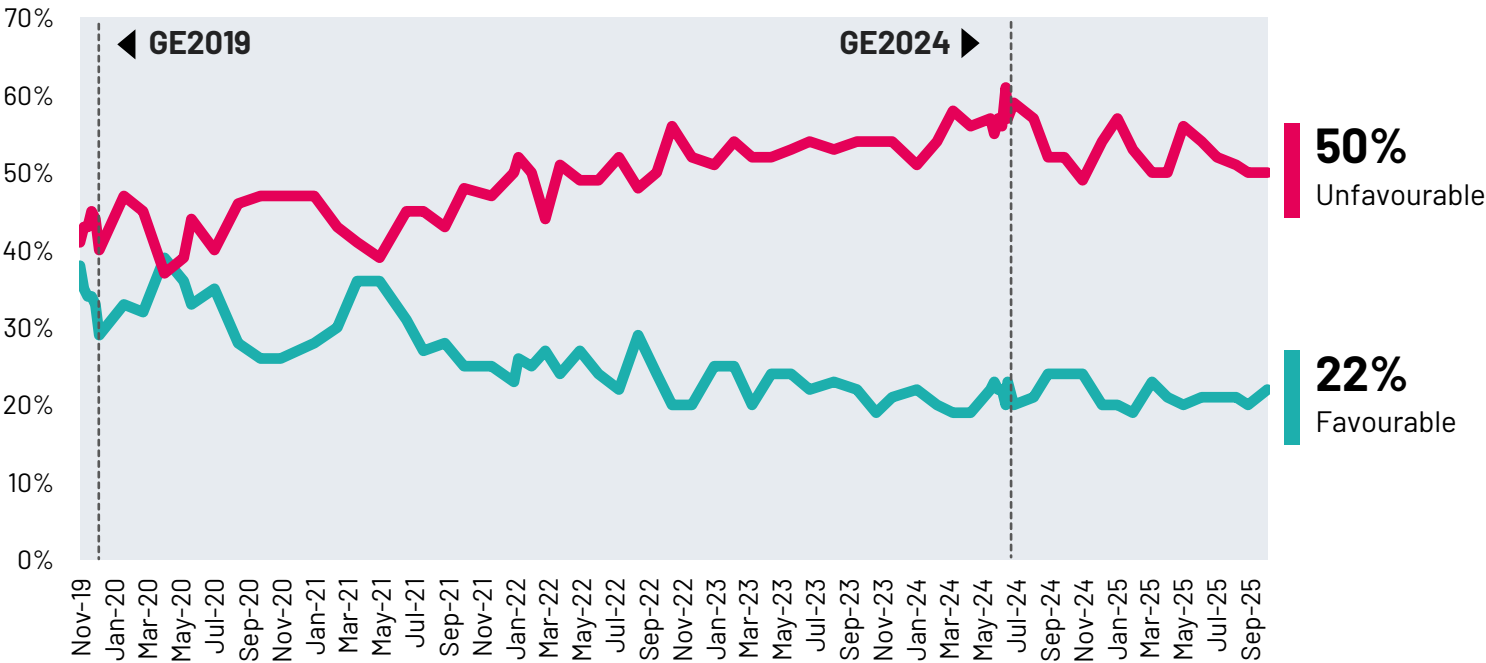
The Conservative party: Favourability

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

October 2025



November 2019 – October 2025



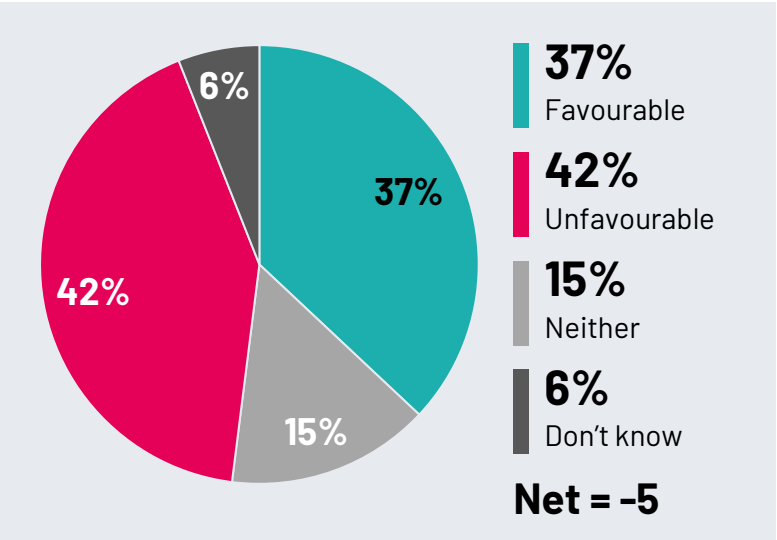
Base: 1141 Online British adults aged 18+, 10-13 October 2025



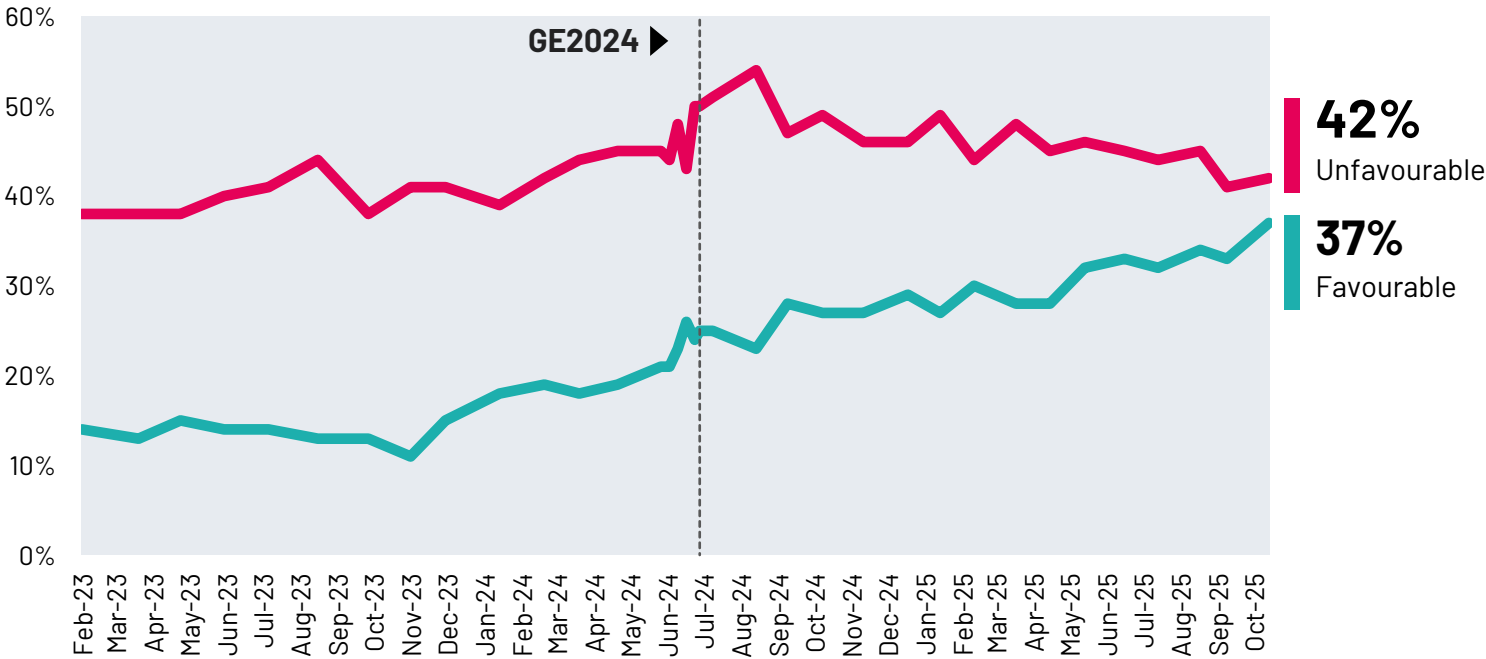
Reform UK: Favourability

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

October 2025



February 2023 – October 2025

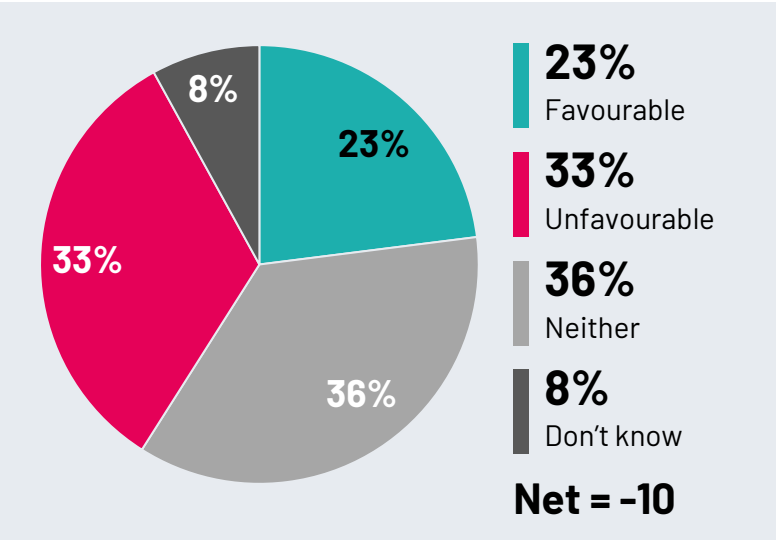


Base: 1141 Online British adults aged 18+, 10-13 October 2025

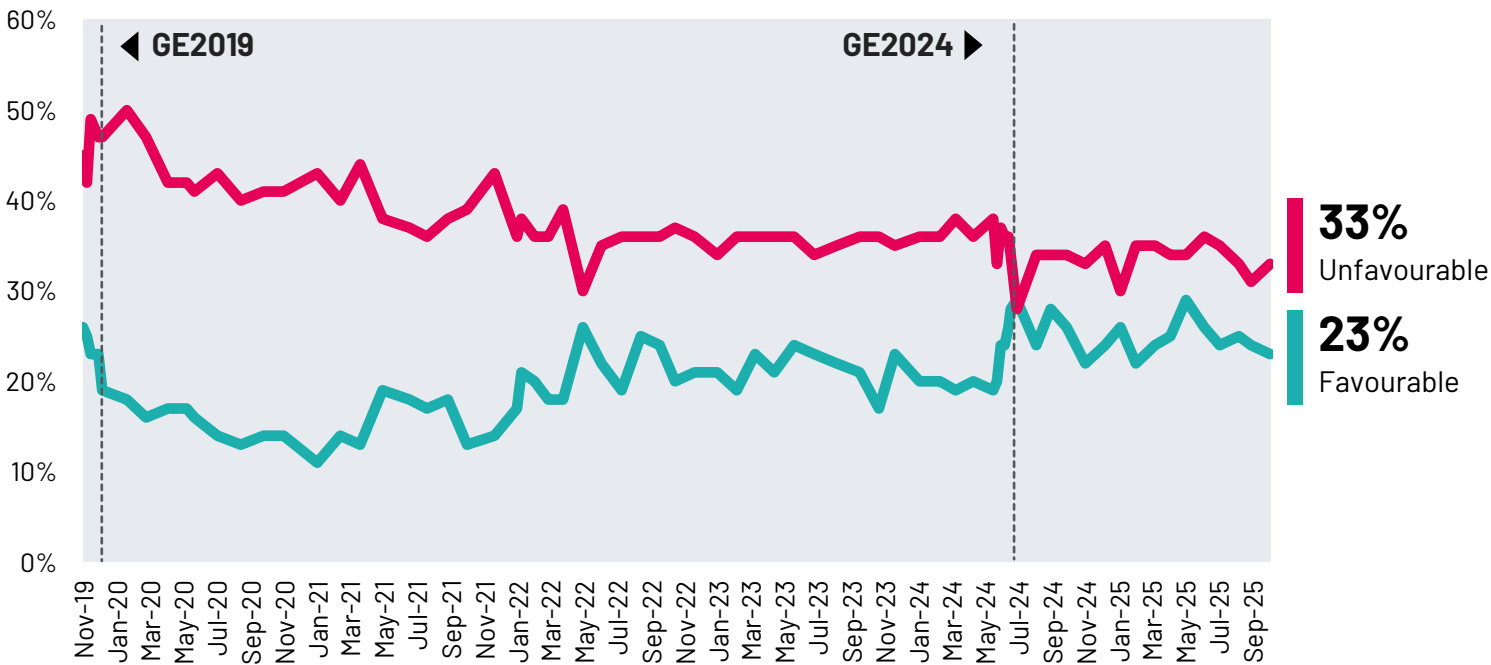
The Liberal Democrats: Favourability

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

October 2025



November 2019 - October 2025

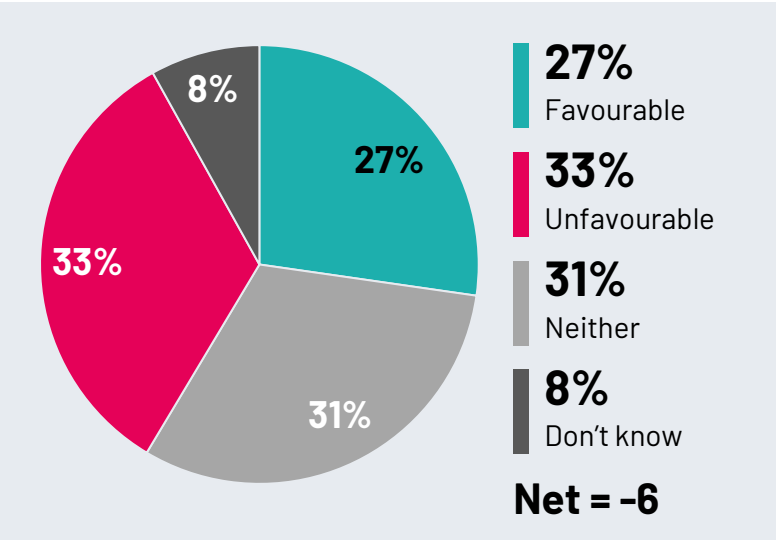


Base: 1141 Online British adults aged 18+, 10-13 October 2025

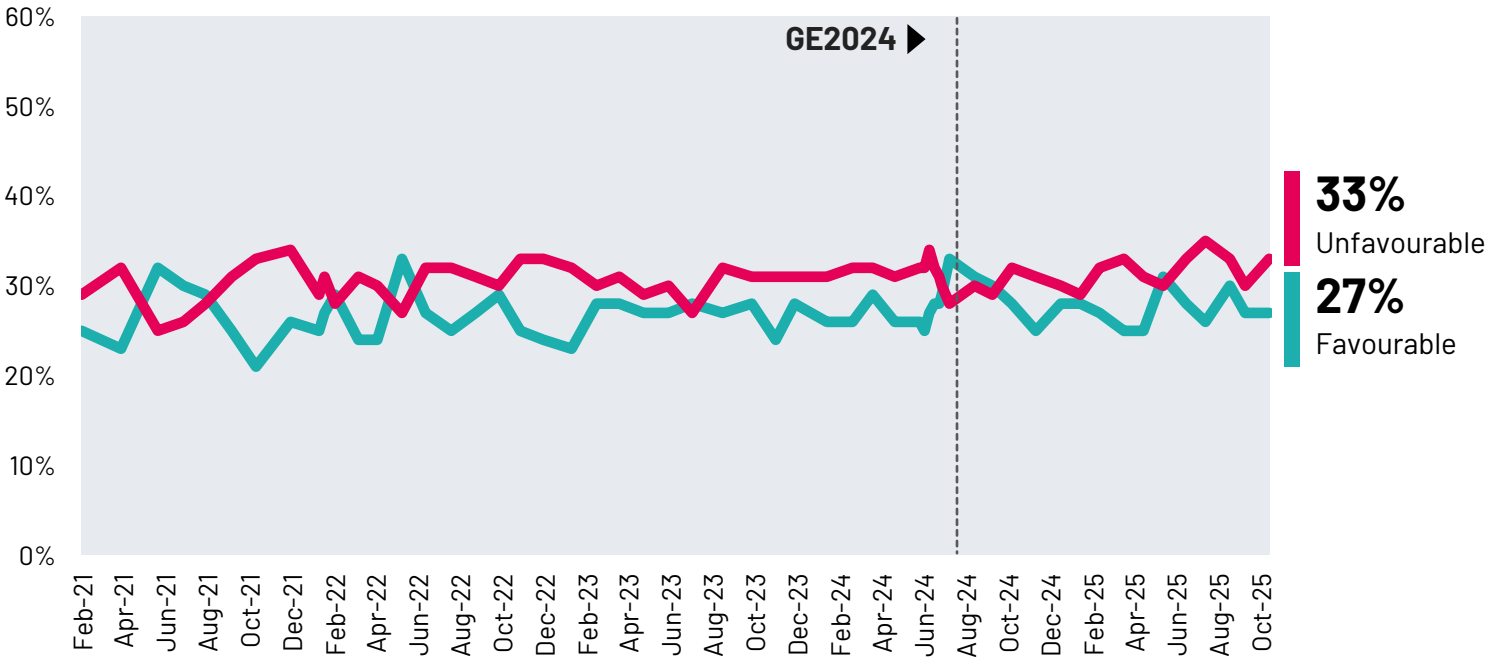
The Green Party: Favourability

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

October 2025



February 2021 – October 2025

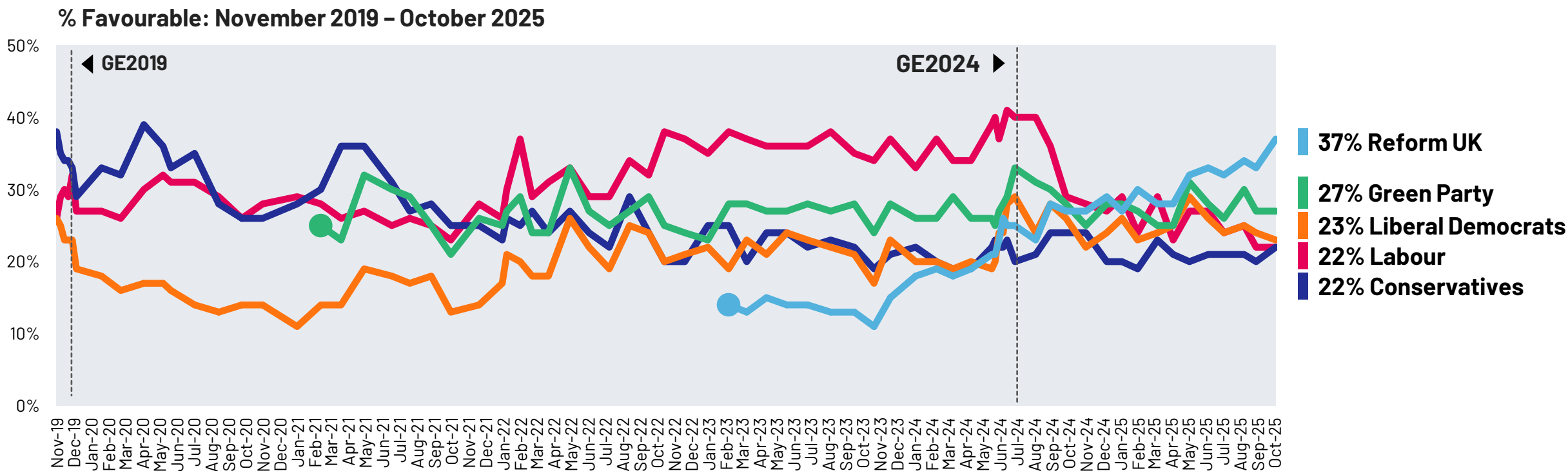


Base: 1141 Online British adults aged 18+, 10-13 October 2025



Political parties: Favourability

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

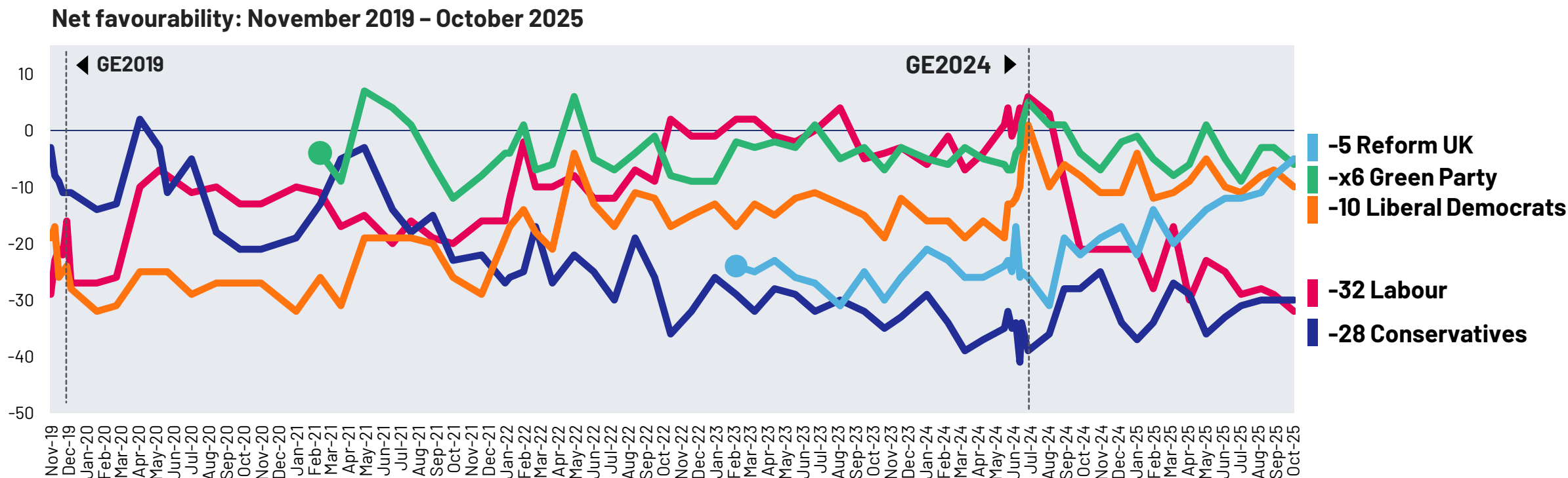


Base: 1141 Online British adults aged 18+, 10-13 October 2025



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?

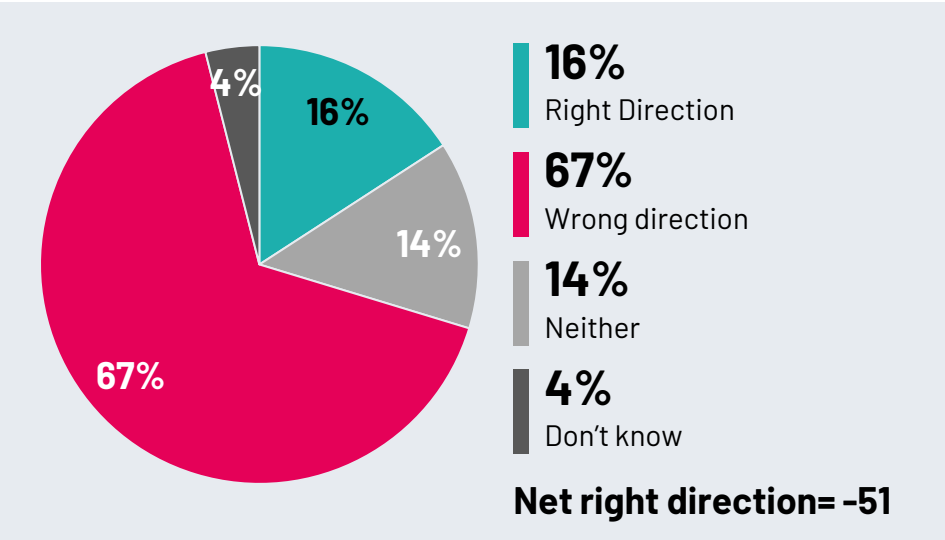


Base: 1141 Online British adults aged 18+, 10-13 October 2025

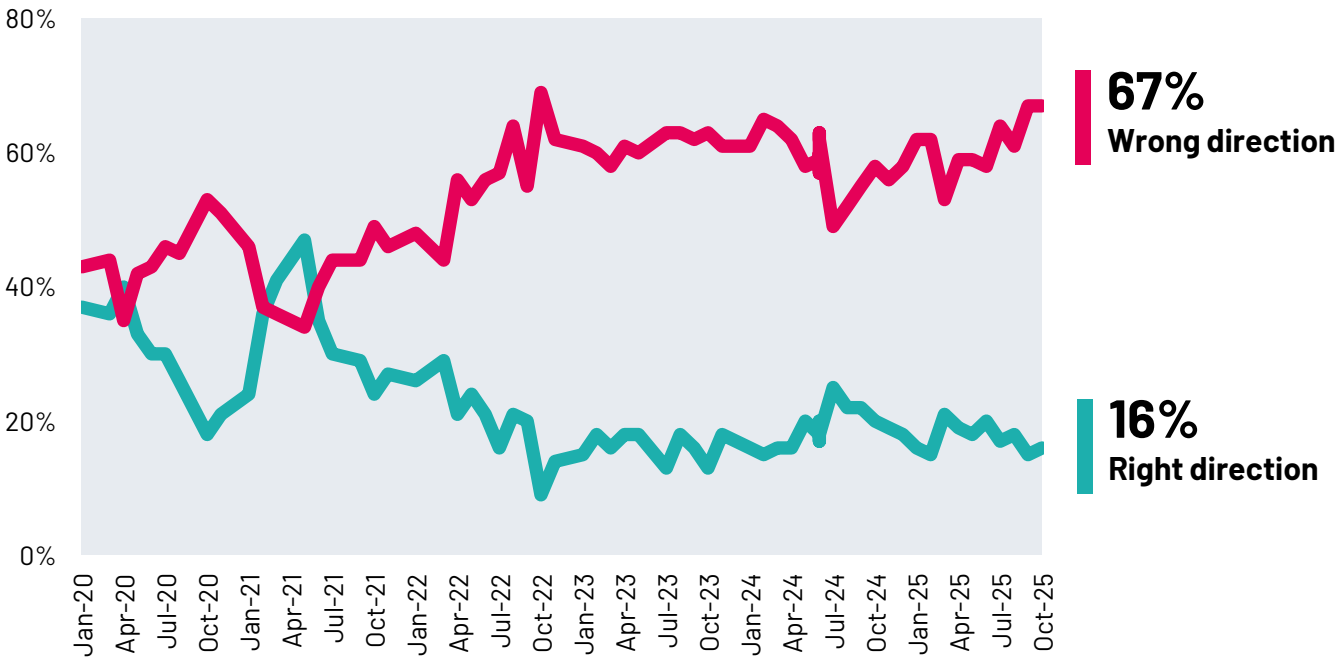
Direction of the country

Generally speaking, do you think things in Great Britain are heading in the right direction or wrong direction?

October 2025



January 2020 - October 2025



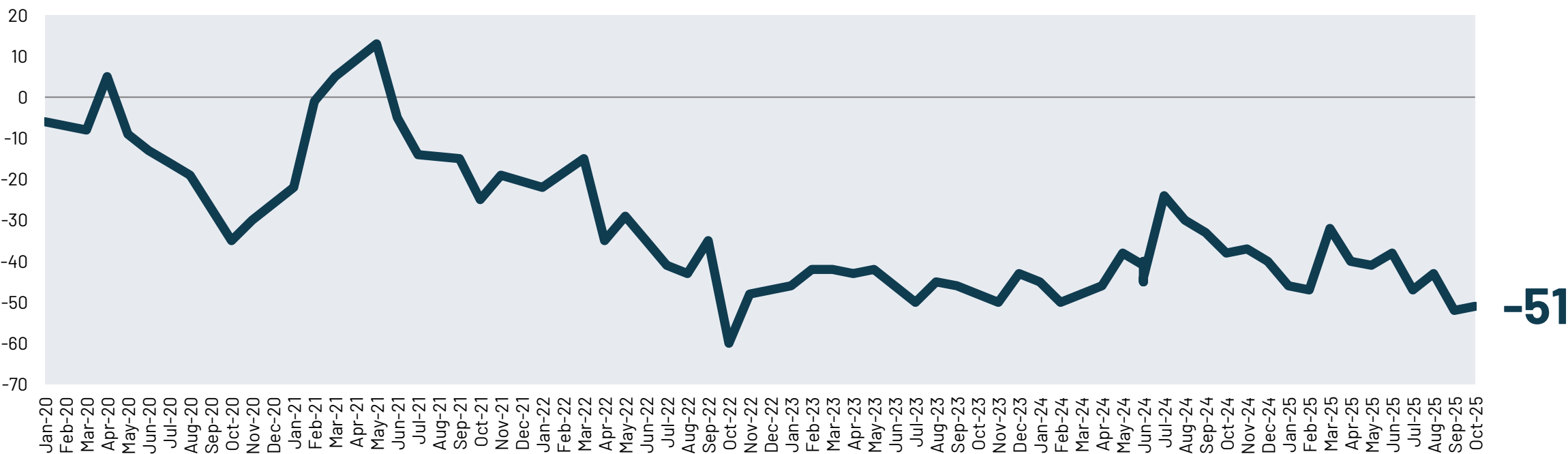
Base: 1141 Online British adults aged 18+, 10-13 October 2025



Direction of the country: January 2020 – October 2025

Generally speaking, do you think things in Great Britain are heading in the right direction or wrong direction?

Net right direction



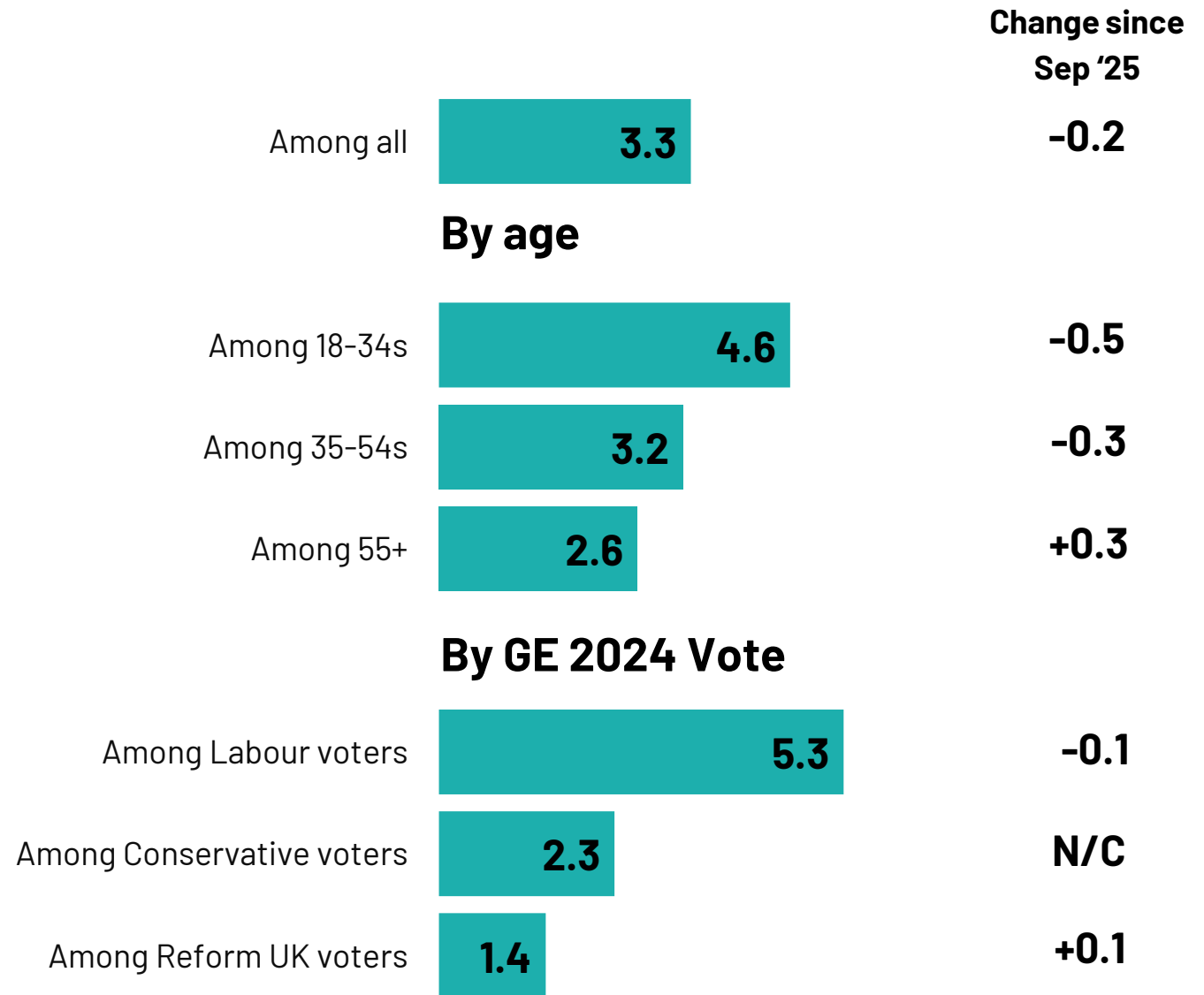
Base: 1141 Online British adults aged 18+, 10-13 October 2025



How is the current Labour government performing?

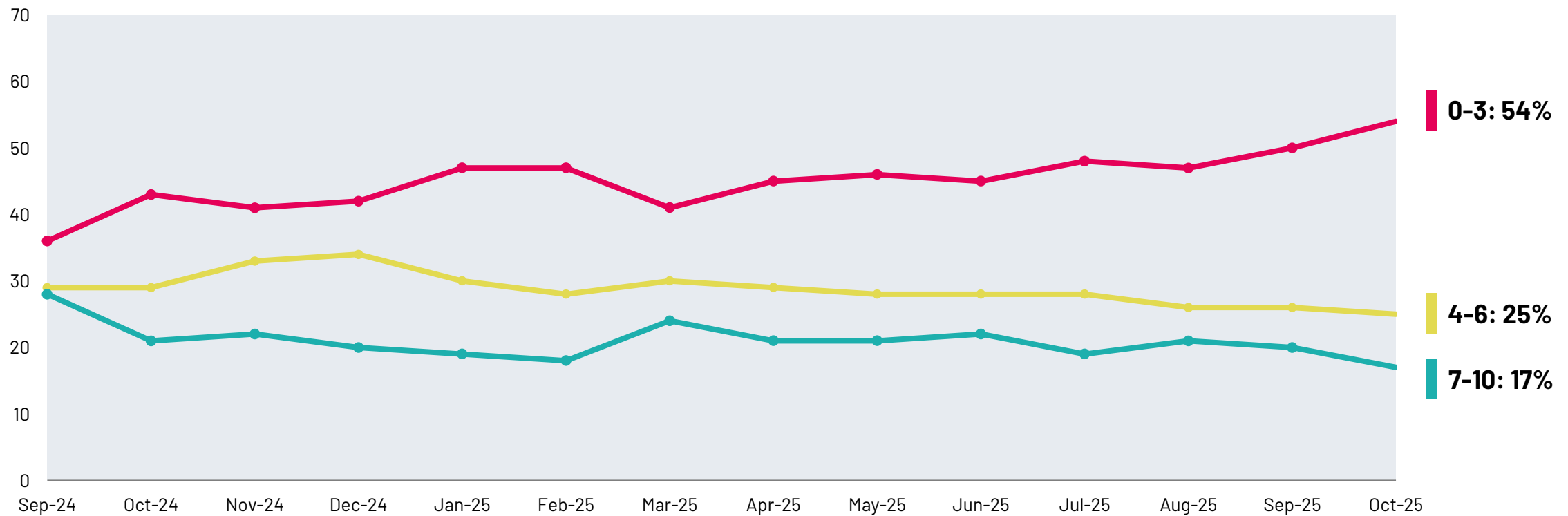
On a scale of 0 to 10, where 10 means a very good job and 0 means a very bad job, do you think the current Labour government is doing a good or bad job at running the country? **Mean scores**

Base: 1141 Online British adults aged 18+, including (349) 18-34-year-olds, (397) 35-54s, (395) +55s, (375) 2024 Labour voters, (183) 2024 Conservative voters, and (139) 2024 Reform UK voters, 10-13 October 2025.



Perceptions of the Government's performance so far

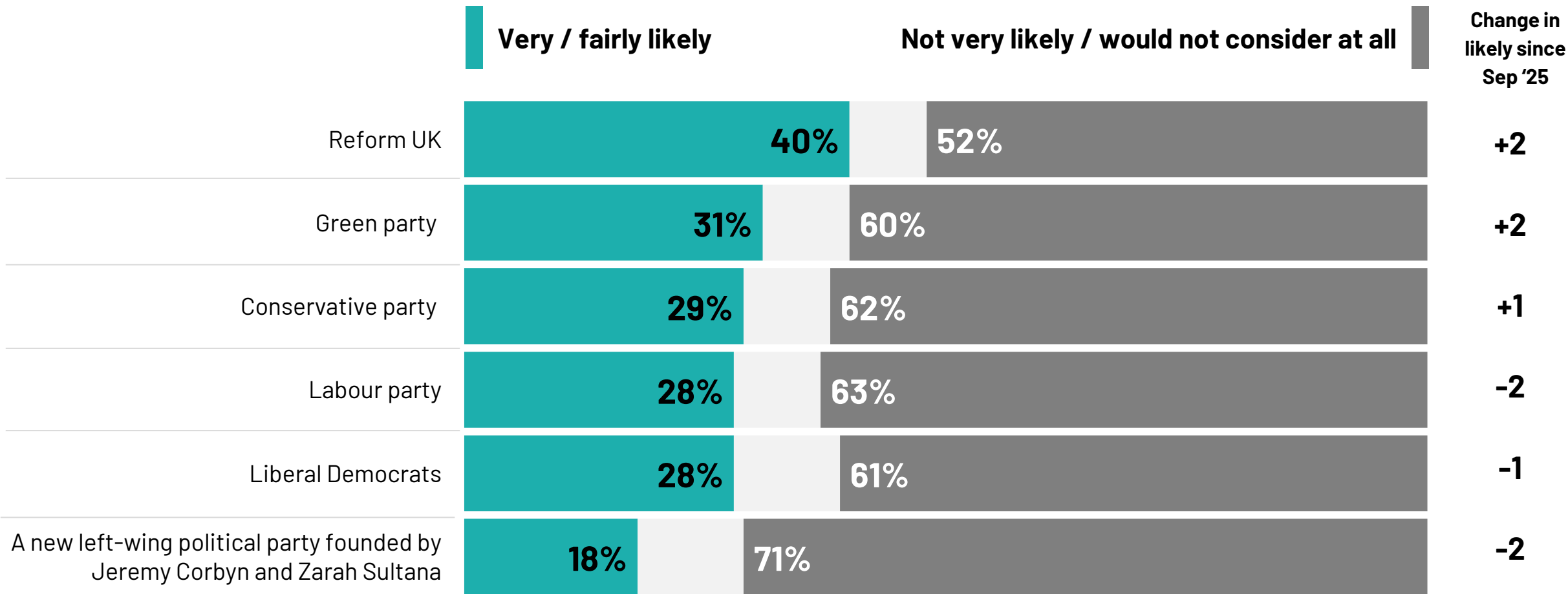
On a scale of 0 to 10, where 10 means a very good job and 0 means a very bad job, do you think the current Labour government is doing a good or bad job at running the country? **% rating different score aggregates**



Base: 1141 Online British adults aged 18+, 10-13 October 2025

Who to vote for at the next General Election?

Thinking ahead to the next General Election, based on what you currently know, how likely, if at all, would you be to consider voting for each of the following parties?

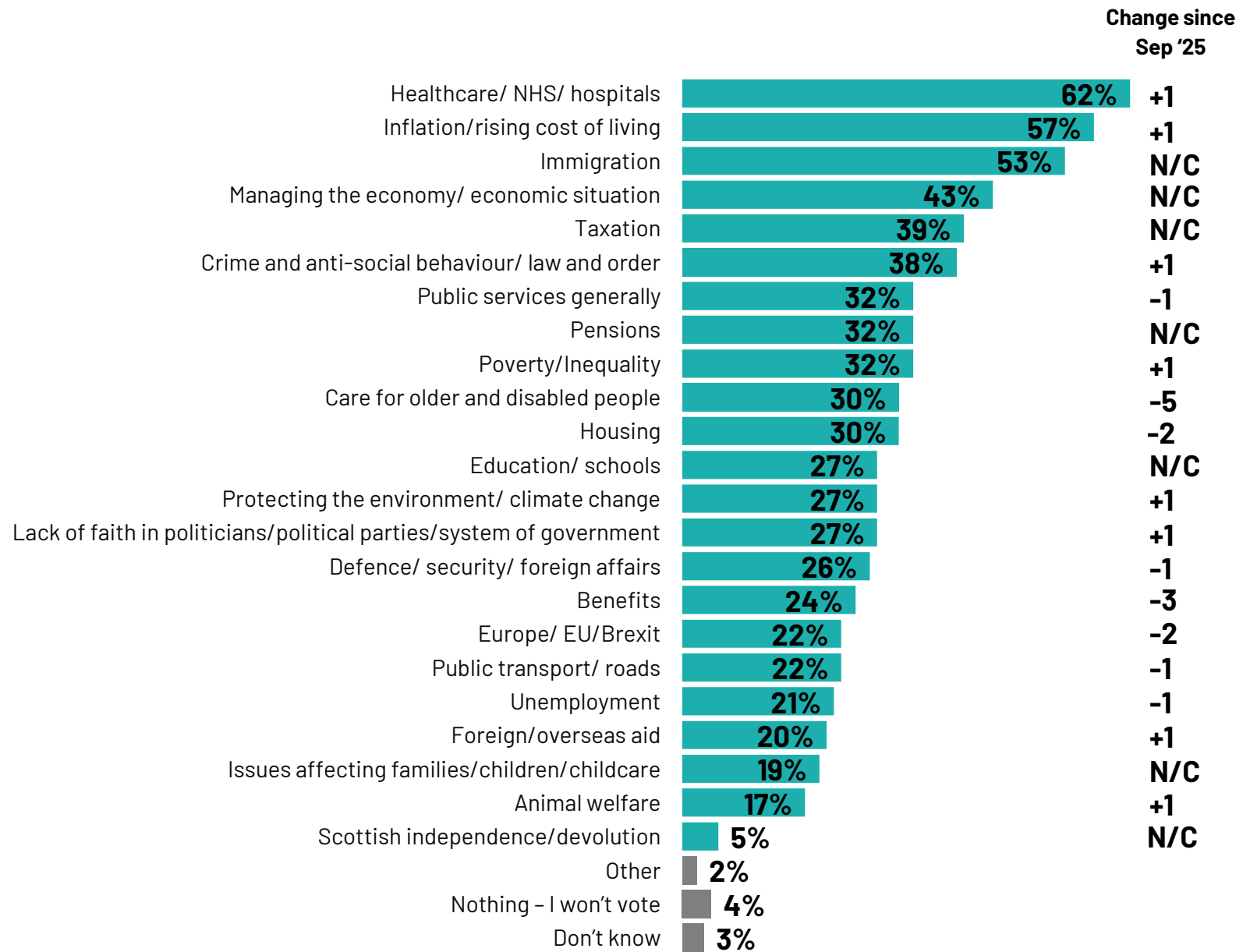


Base: 1141 Online British adults aged 18+, 10-13 October 2025

Healthcare continues to be the issue that Britons are most likely to think will be very important to them in deciding which party to vote for at the next General Election

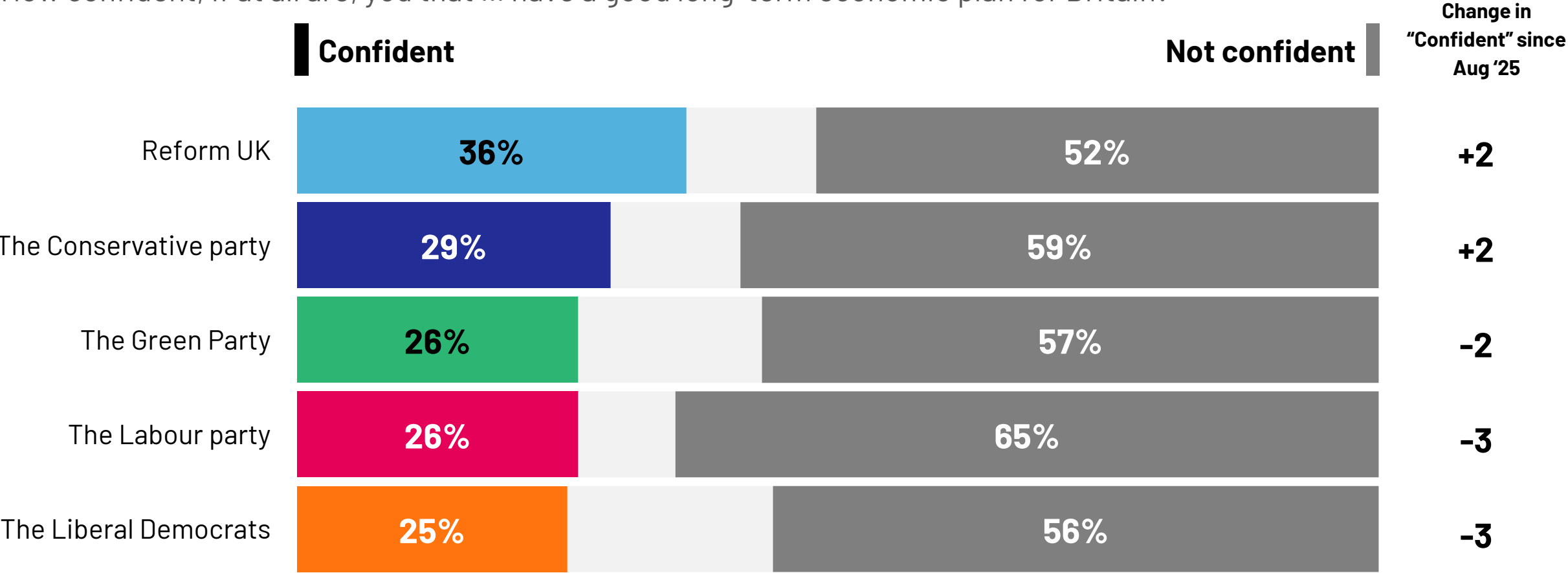
Which, if any, of the following issues do you think will be very important to you in helping you decide which party to vote for at the next General Election?

Base: 1141 Online British adults aged 18+, 10-13 October 2025



Britons are most confident that Reform UK have a good long-term economic plan for Britain. Britons are now more confident that the Conservatives have a good long-term economic plan than Labour

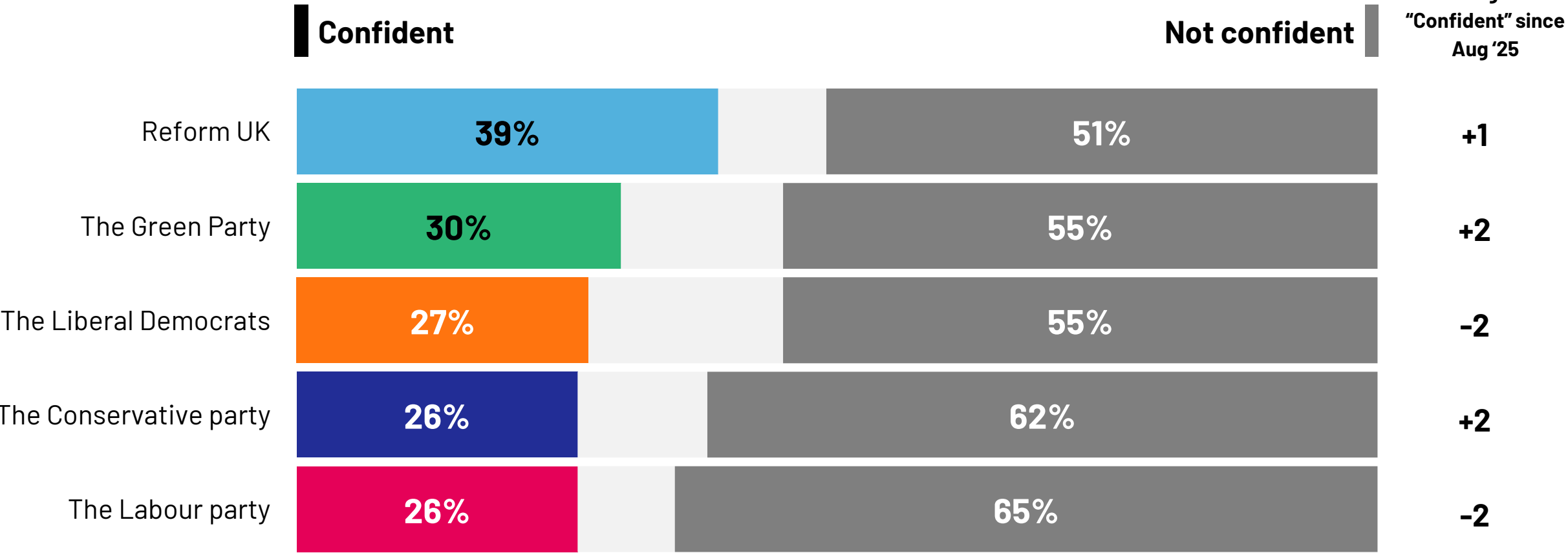
How confident, if at all are, you that ... have a good long-term economic plan for Britain?



Base: 1091 Online British adults aged 18-75, 10-13 October 2025

Almost two in five Britons are confident that Reform UK have a good plan for changing Britain – half of Britons are not confident

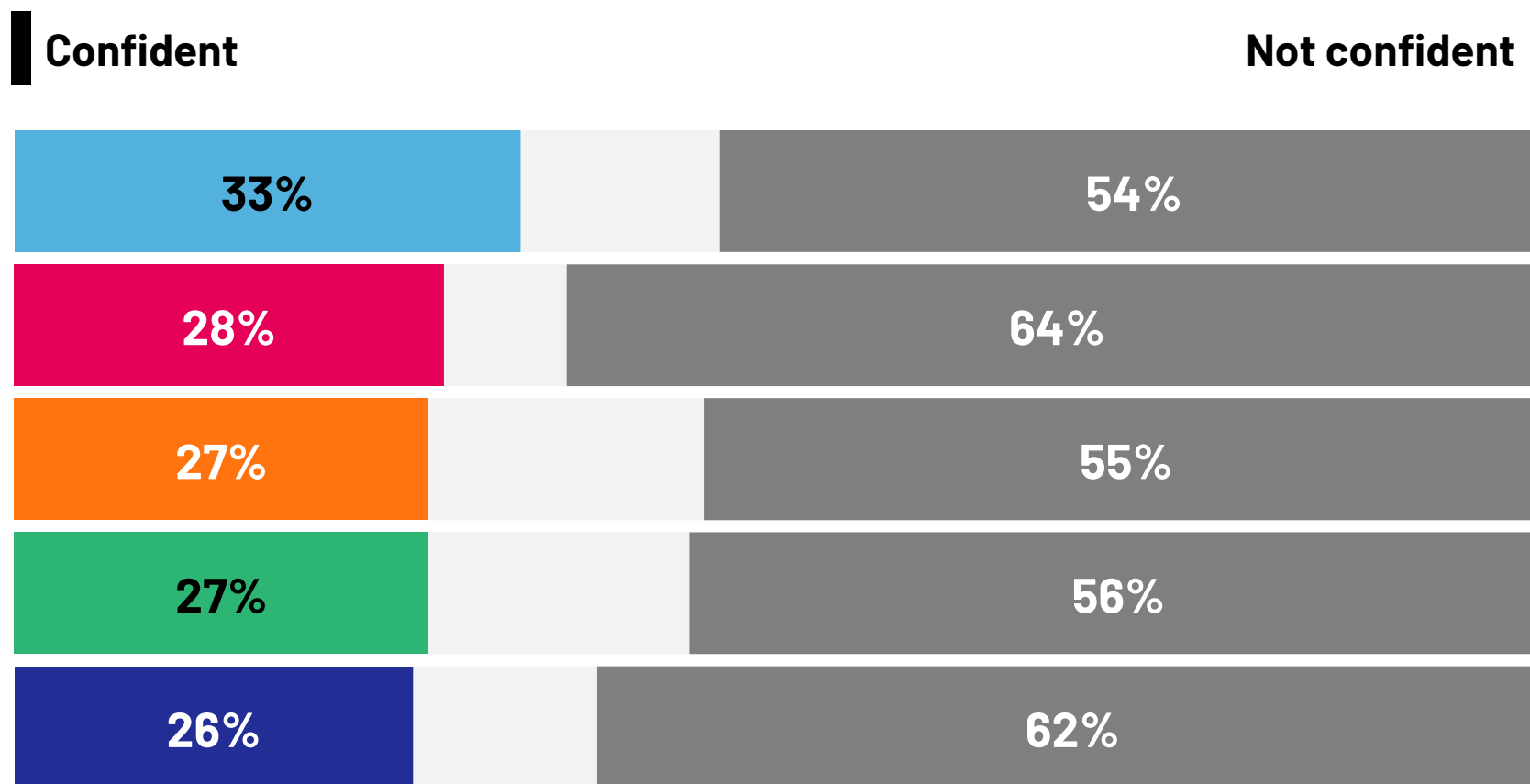
How confident, if at all are, you that ... have a good plan for changing Britain generally?



Base: 1091 Online British adults aged 18-75, 10-13 October 2025

Out of the main parties, Britons are most confident that Reform UK have a good long-term plan for Britain's public services. Although over half are not confident that any of the main parties have a long-term plan for public services

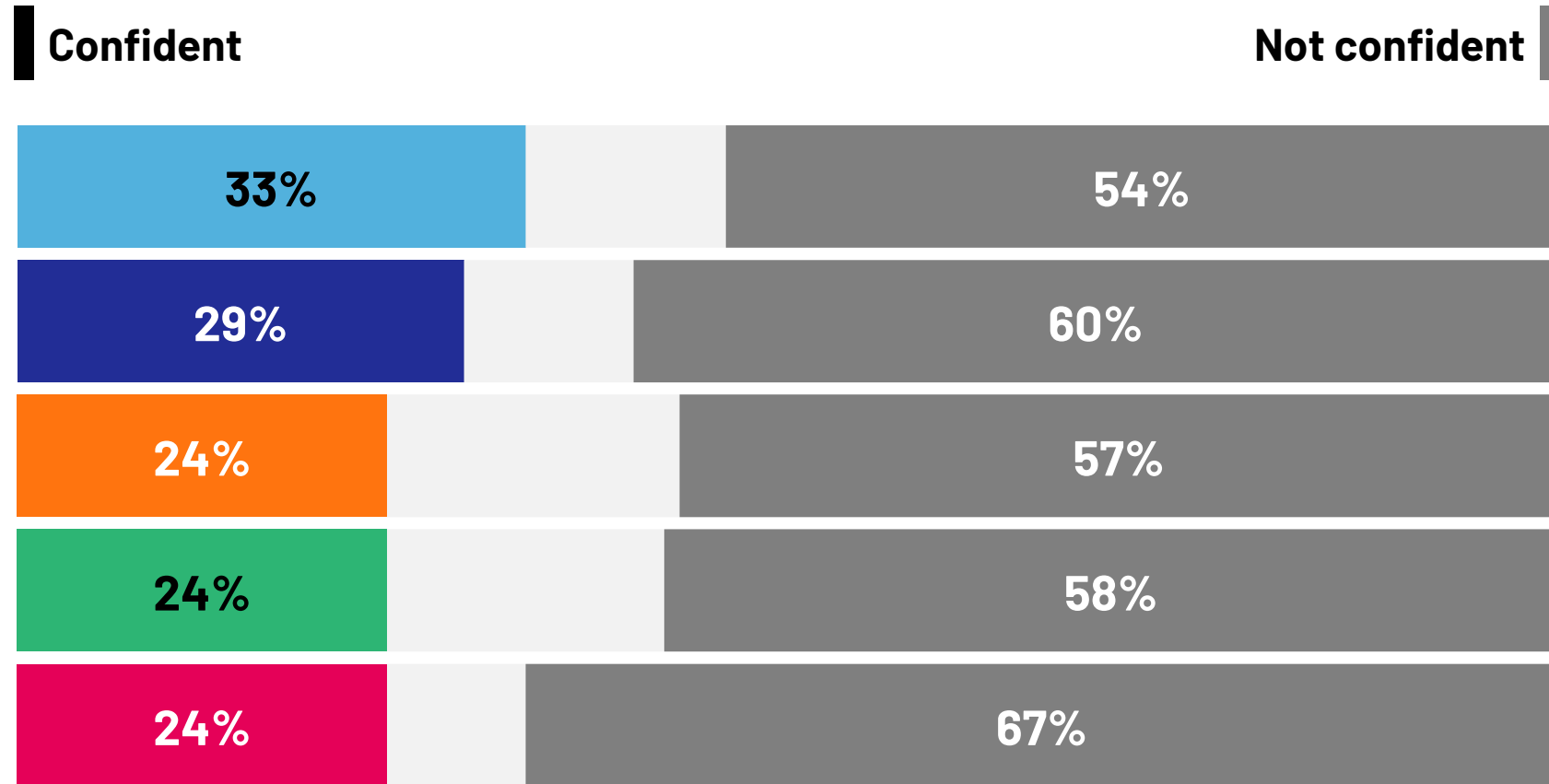
How confident, if at all are, you that ... have a good long-term plan for Britain's public services?



Base: 1091 Online British adults aged 18-75, 10-13 October 2025

Two thirds of Britons are not confident that Labour will get the balance right between taxation, borrowing and public spending

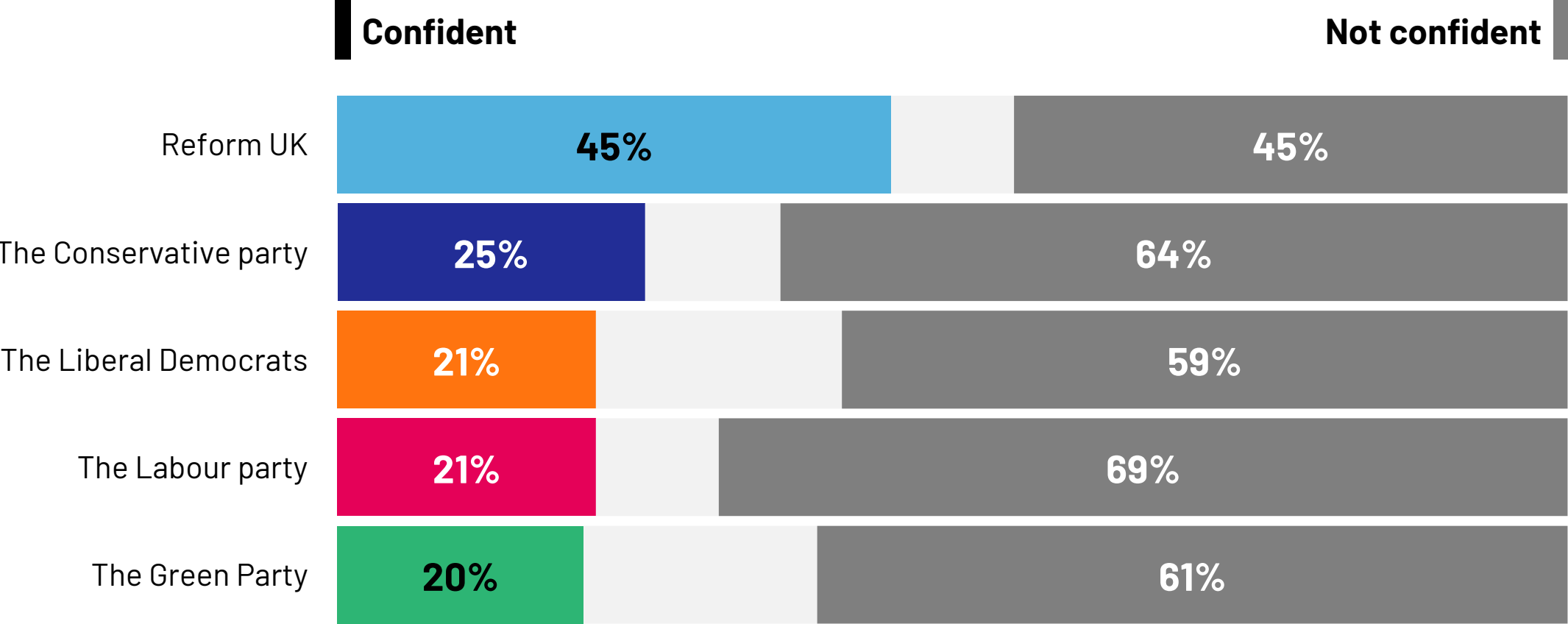
How confident, if at all are, you that ... will get the right balance between taxation, borrowing and public spending



Base: 1091 Online British adults aged 18-75, 10-13 October 2025

Britons are split in terms of whether Reform UK have a good plan for managing immigration. However almost seven in ten Britons are not confident that Labour have a good plan for managing immigration

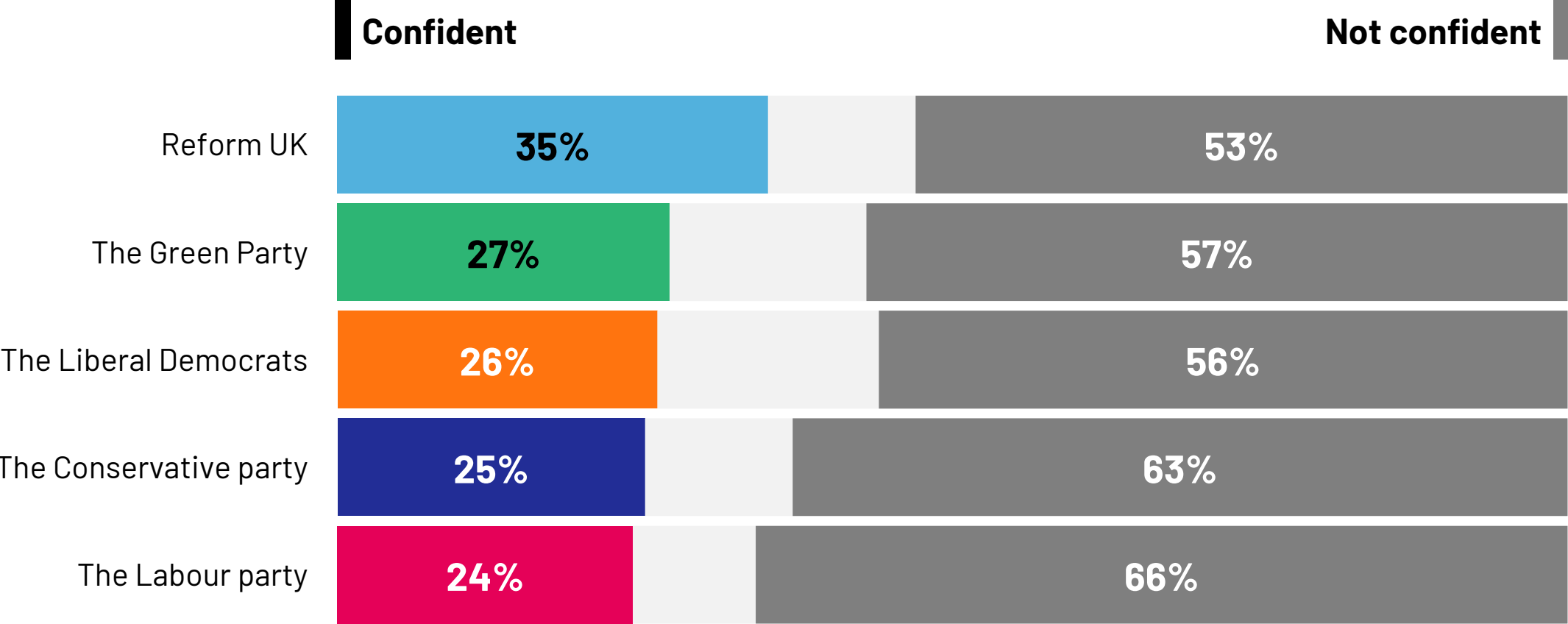
How confident, if at all are, you that ... have a good plan for managing immigration



Base: 1091 Online British adults aged 18-75, 10-13 October 2025

Two thirds of Britons are not confident that Labour will deliver improvements that will make a difference to their daily life

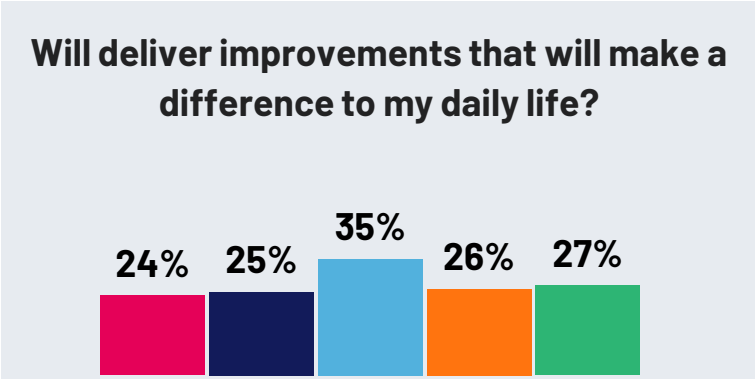
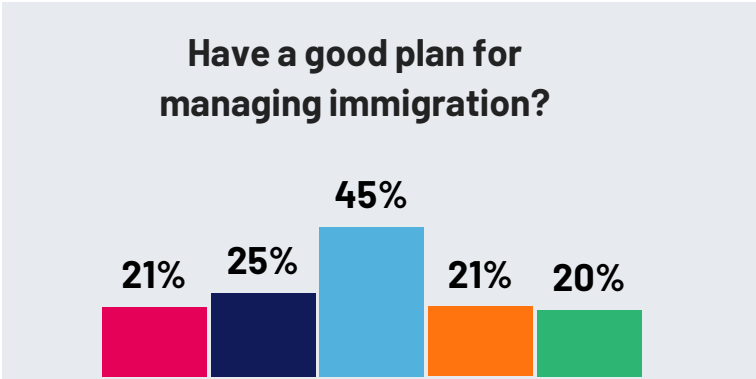
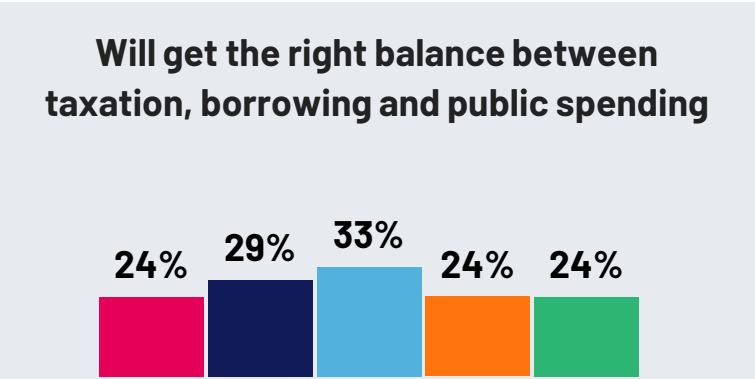
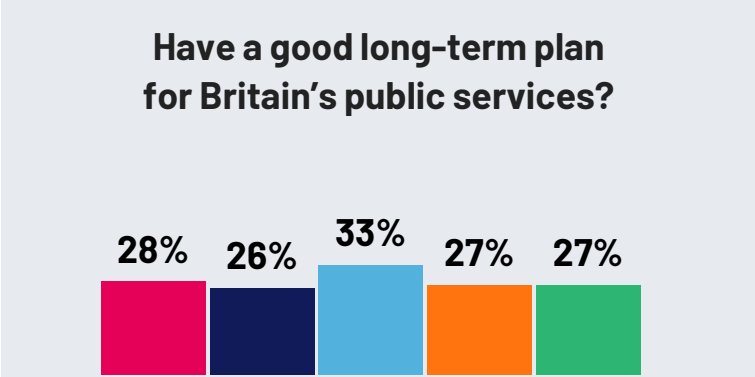
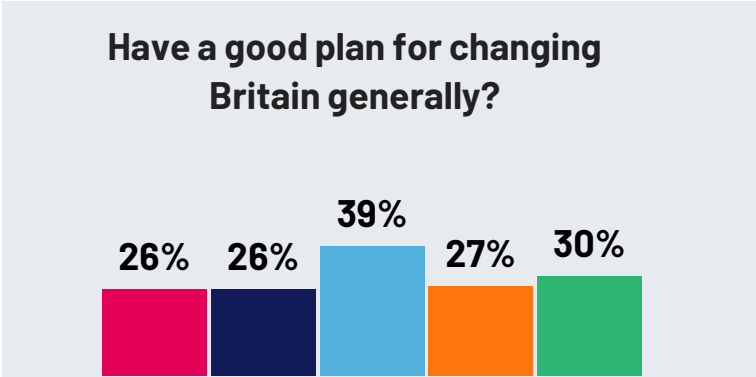
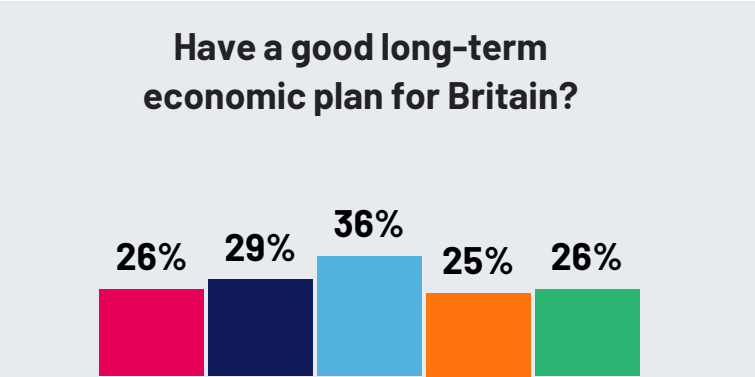
How confident, if at all are, you that ... will deliver improvements that will make a difference to my daily life



Base: 1091 Online British adults aged 18-75, 10-13 October 2025

Do the main parties have good plans for...

How confident, if at all are you that... % confident

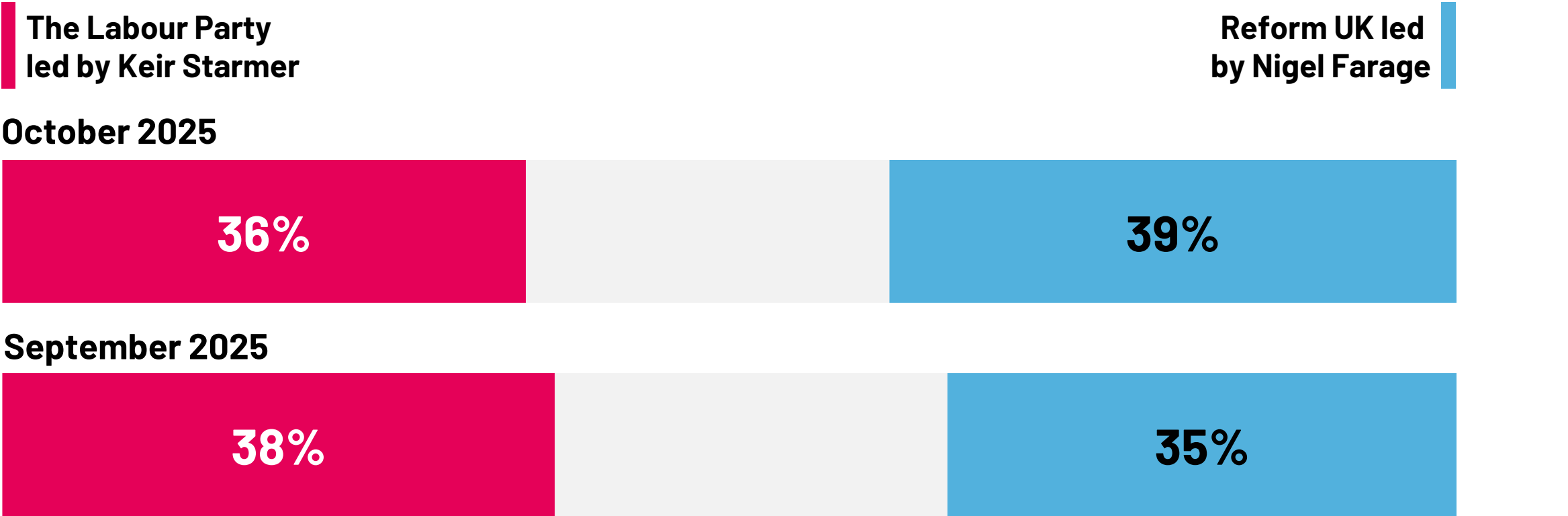


Base: 1091 Online British adults aged 18-75, 10-13 October 2025



If given the choice, Britons are now slightly more likely to say they would prefer Reform UK led by Nigel Farage to win the next UK General Election than the Labour party led by Keir Starmer

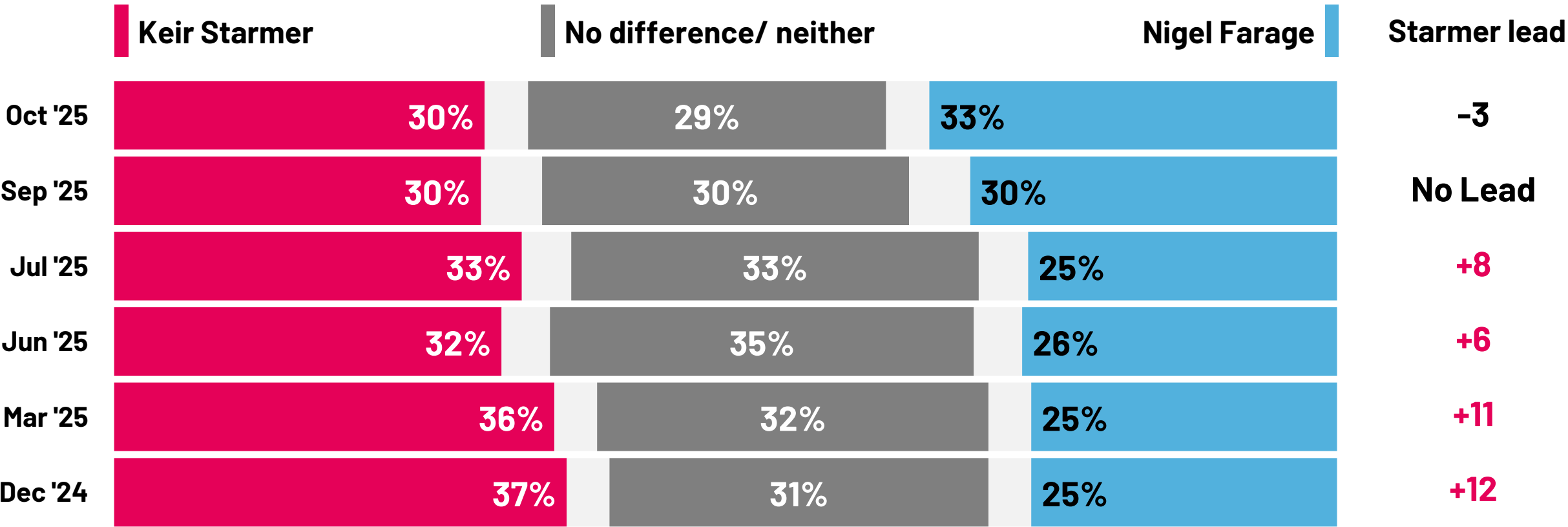
If you had to choose, which party would you prefer to win the next UK General Election and form the next government?



Base: 1141 Online British adults aged 18+, 10-13 October 2025

Nigel Farage leads Keir Starmer for the first time in terms of who the public think would make a better Prime Minister

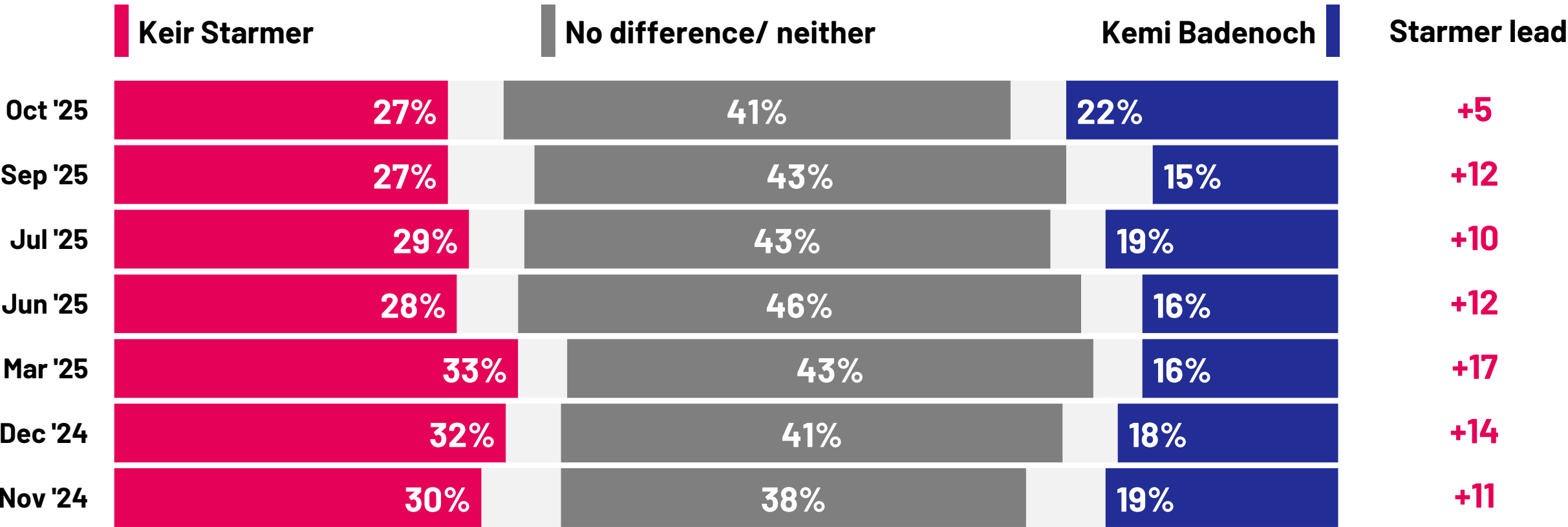
Which of the following, if either, do you think would make a better Prime Minister?



Base: 1141 Online British adults aged 18+, 10-13 October 2025

Keir Starmer's lead over Kemi Badenoch in terms of who would make a better Prime Minister has been reduced compared to last month

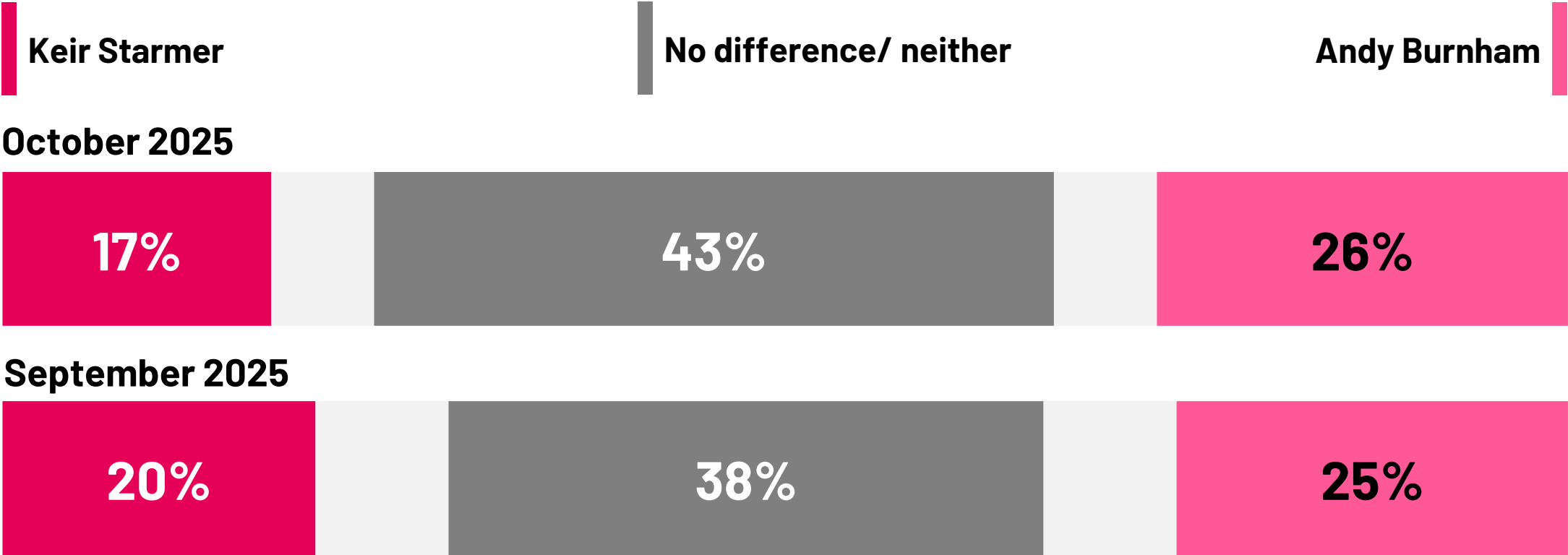
Which of the following, if either, do you think would make a better Prime Minister?



Base: 1141 Online British adults aged 18+, 10-13 October 2025

Andy Burnham continues to lead Keir Starmer in terms of who the public think would make a better Prime Minister. But around two in five Britons think there would be neither or no difference

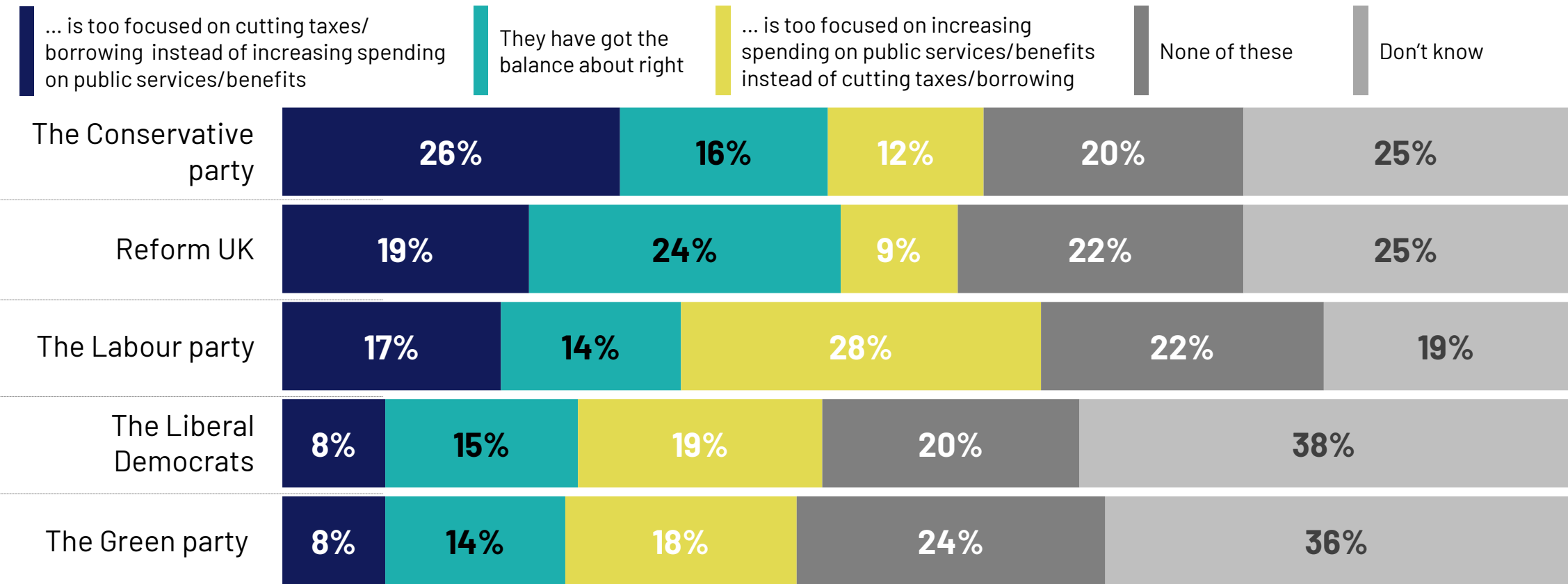
Which of the following, if either, do you think would make a better Prime Minister?



Base: 1141 Online British adults aged 18+, 10-13 October 2025

Britons are slightly more likely to think Labour are too focused on increasing public spending/ benefits instead of cutting taxes/ borrowing, whilst they think the Conservatives are too focused on cutting taxes/ borrowing instead of increasing spending on public services/ benefits

Which of the following best represents your view about the main political parties’ policies on the current level of taxation/borrowing and government spending on public services/benefits?

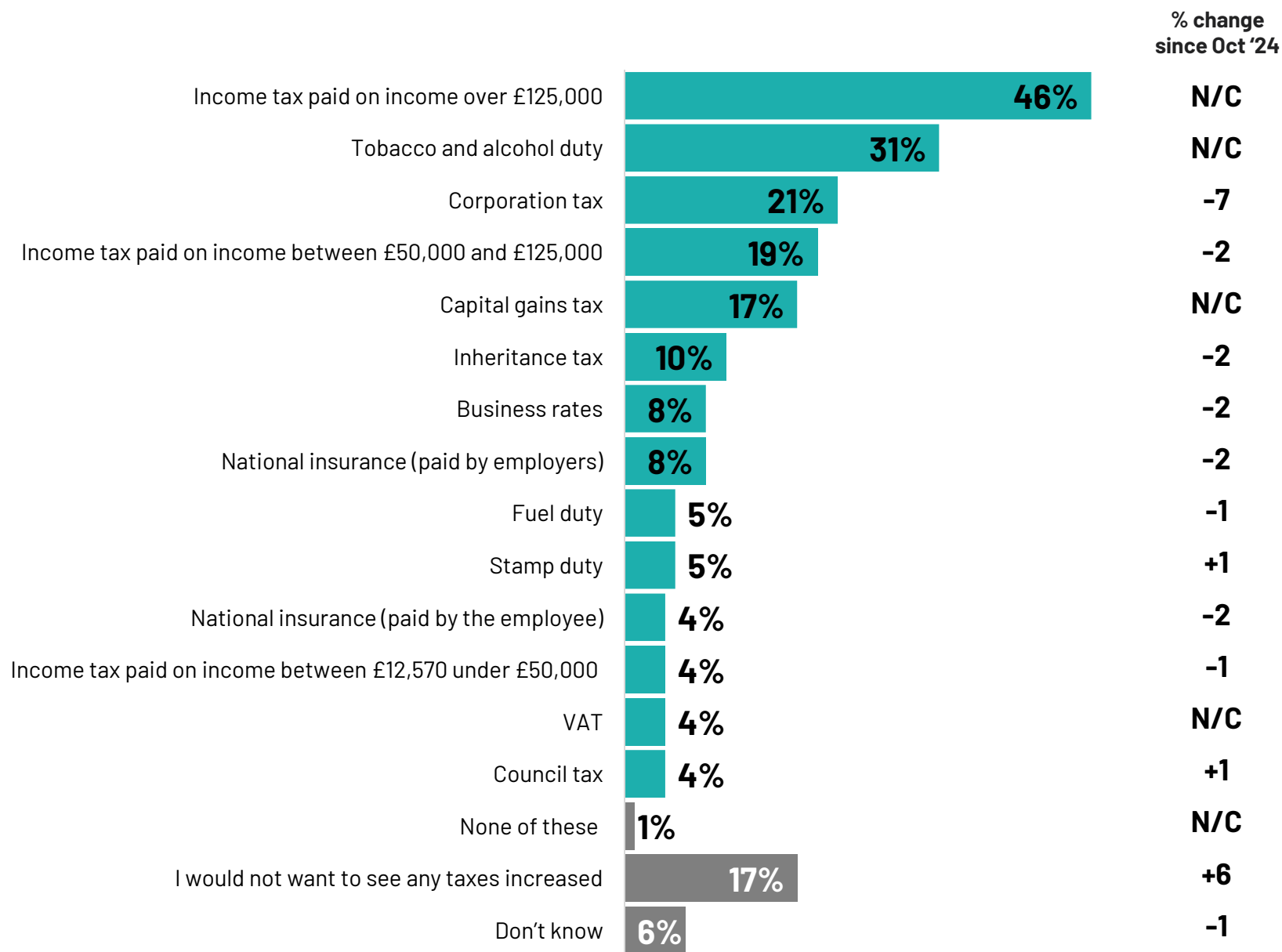


Base: 1141 Online British adults aged 18+, 10-13 October 2025

If the government needed to increase taxes to raise revenue Britons are most likely to prefer increasing income tax paid on income over £125,000

Imagine that the government felt it needed to increase taxes to raise revenue. Which, if any, of the following types of tax would you prefer to see increased in this scenario? Please choose up to three from the list below.

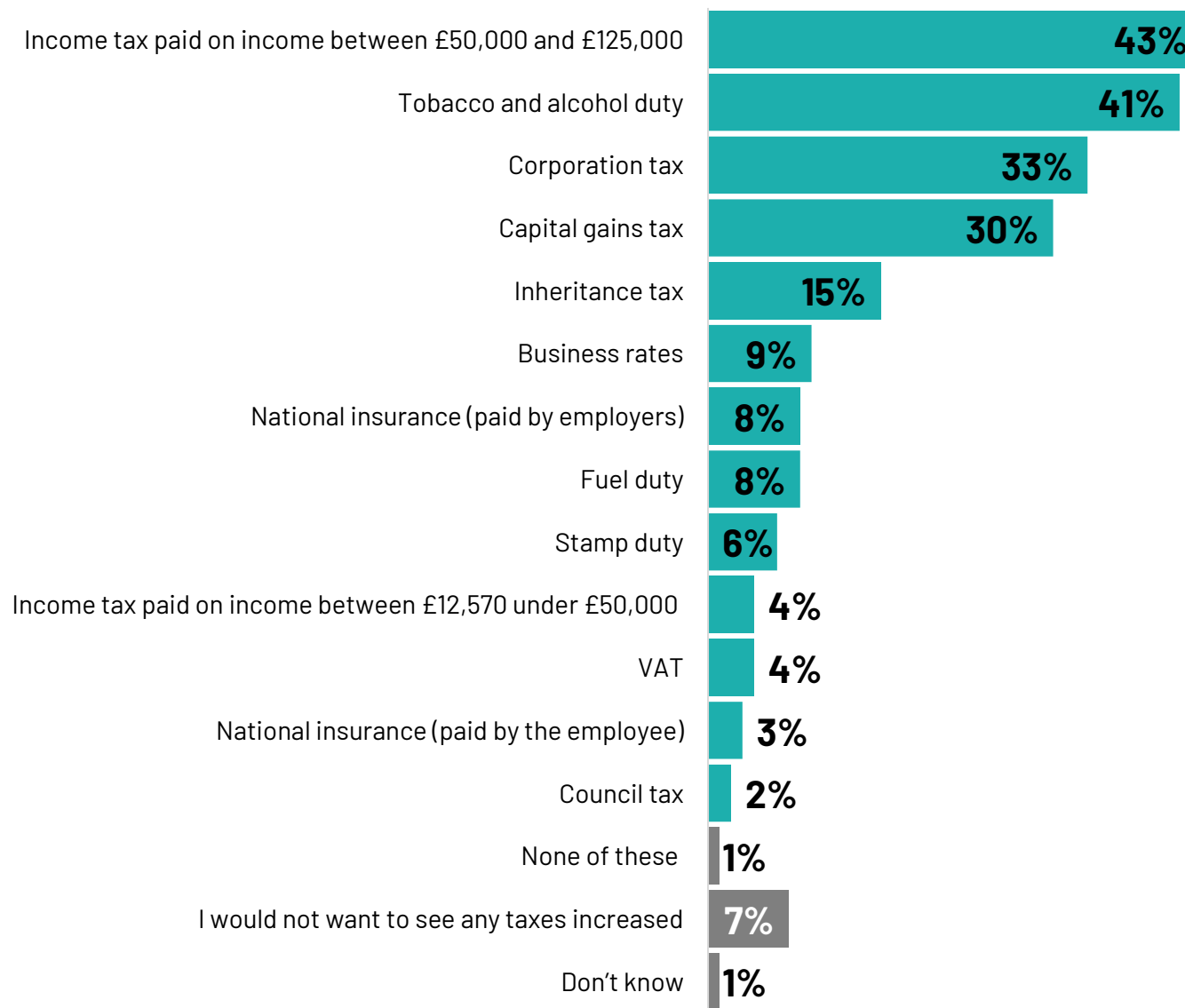
Base: 1091 Online British adults aged 18-75, 10-13 October 2025



When those who chose raising income tax on earnings over £125k are asked to choose again without this option, income tax on the next level of income (£50,000-£125,000) and tobacco and alcohol duty are preferred

Now imagine that the government decided not to increase taxes on higher earners. Which, if any, of the following types of tax would you prefer to see increased in this scenario? Please choose up to three from the list below.

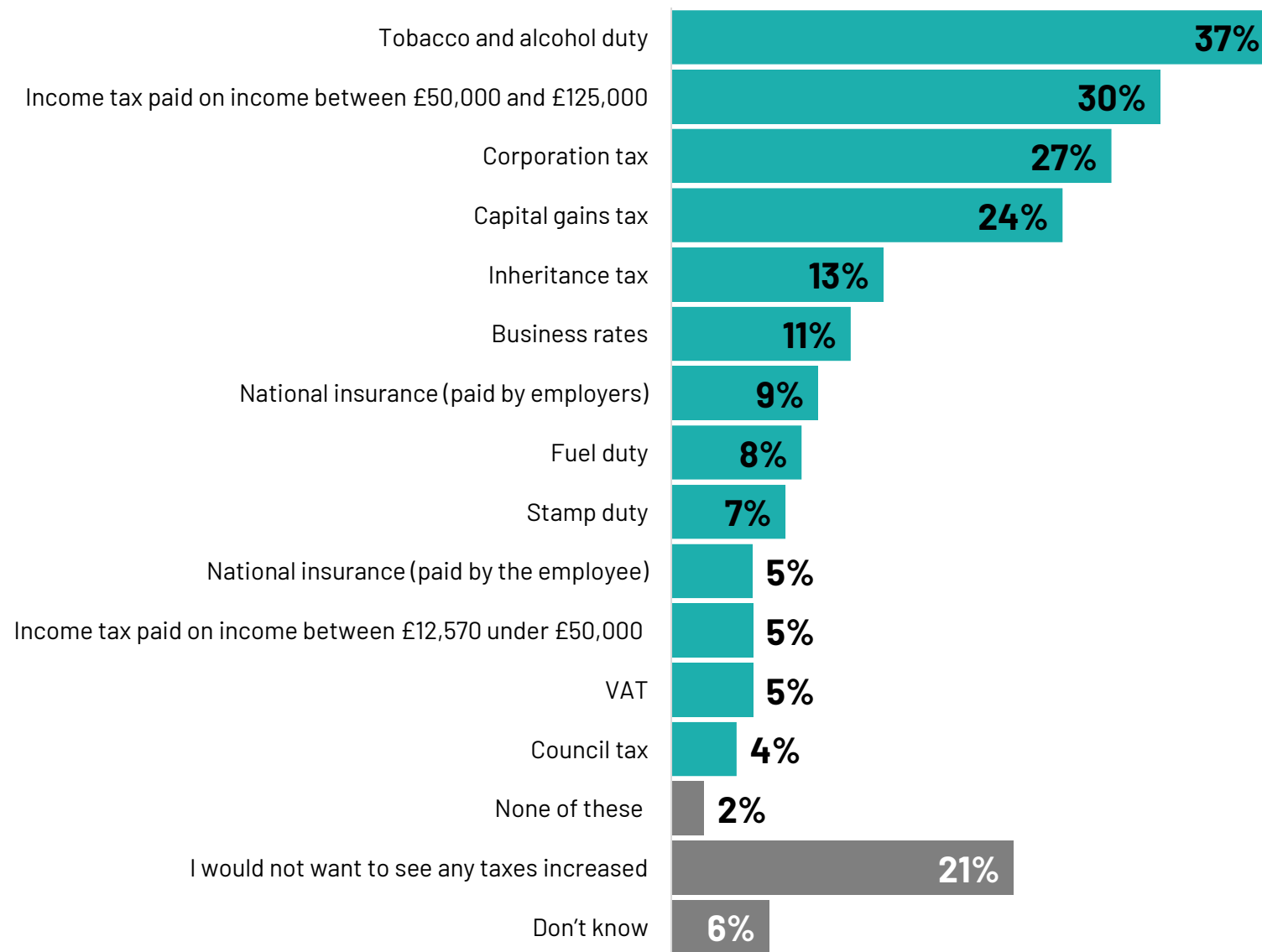
Base: 525 Online British adults aged 18-75 who think the government should increase tax on higher income earners, 10-13 October 2025



Combining answers from these two questions but excluding first choices for income tax on earnings over £125k, Britons' preferred alternative tax rises are tobacco and alcohol duty and income tax on income between £50,000-£125,000

Imagine that the government felt it needed to increase taxes to raise revenue/if the government decided not to increase taxes on high earners. Which, if any, of the following types of tax would you prefer to see increased in this scenario? Please choose up to three from the list below.

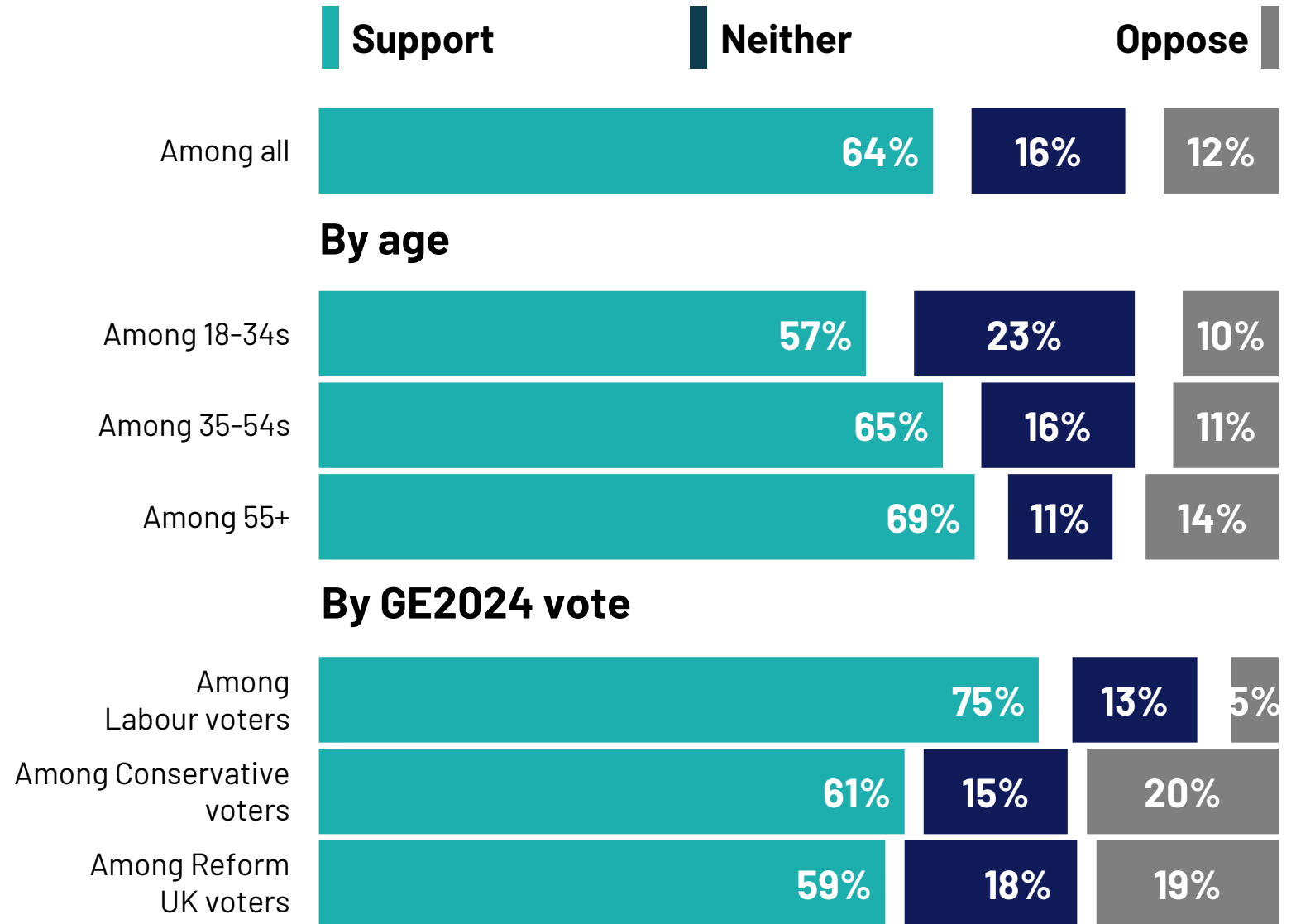
Base: 1,141 Online British adults aged 18-75, 10-13 October 2025



A majority of Britons support the introduction of a wealth tax, including 2024 Labour, Conservative and Reform UK voters

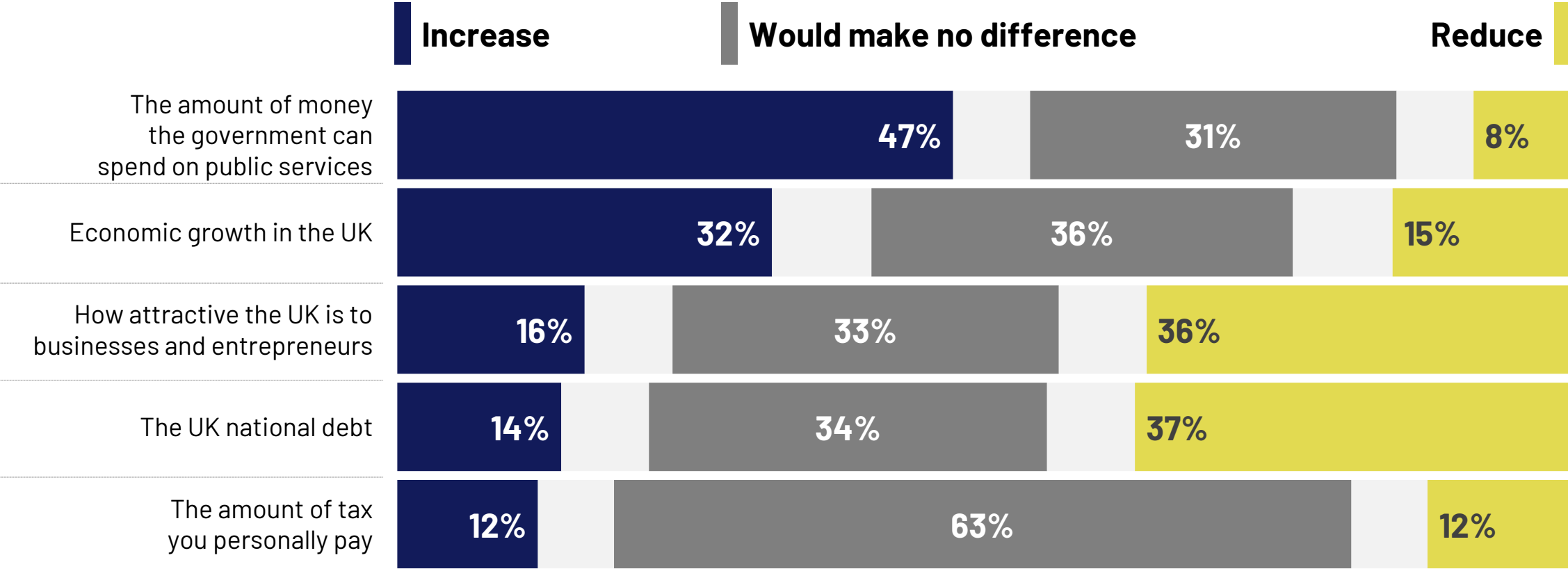
To what extent would you support or oppose, if either, the introduction of a 'Wealth Tax' in the UK of 1% annually on assets above £10 million and of 2% on assets above £1 billion?

Base: 1141 Online British adults aged 18+, including (349) 18-34-year-olds, (397) 35-54s, (395) +55s, (375) 2024 Labour voters, (183) 2024 Conservative voters, and (139) 2024 Reform UK voters, 10-13 October 2025.



Almost half of Britons think the introduction of a wealth tax would increase the amount of money the government can spend on public services

Do you think the introduction of a Wealth Tax would increase or reduce the following, or would it make no difference?

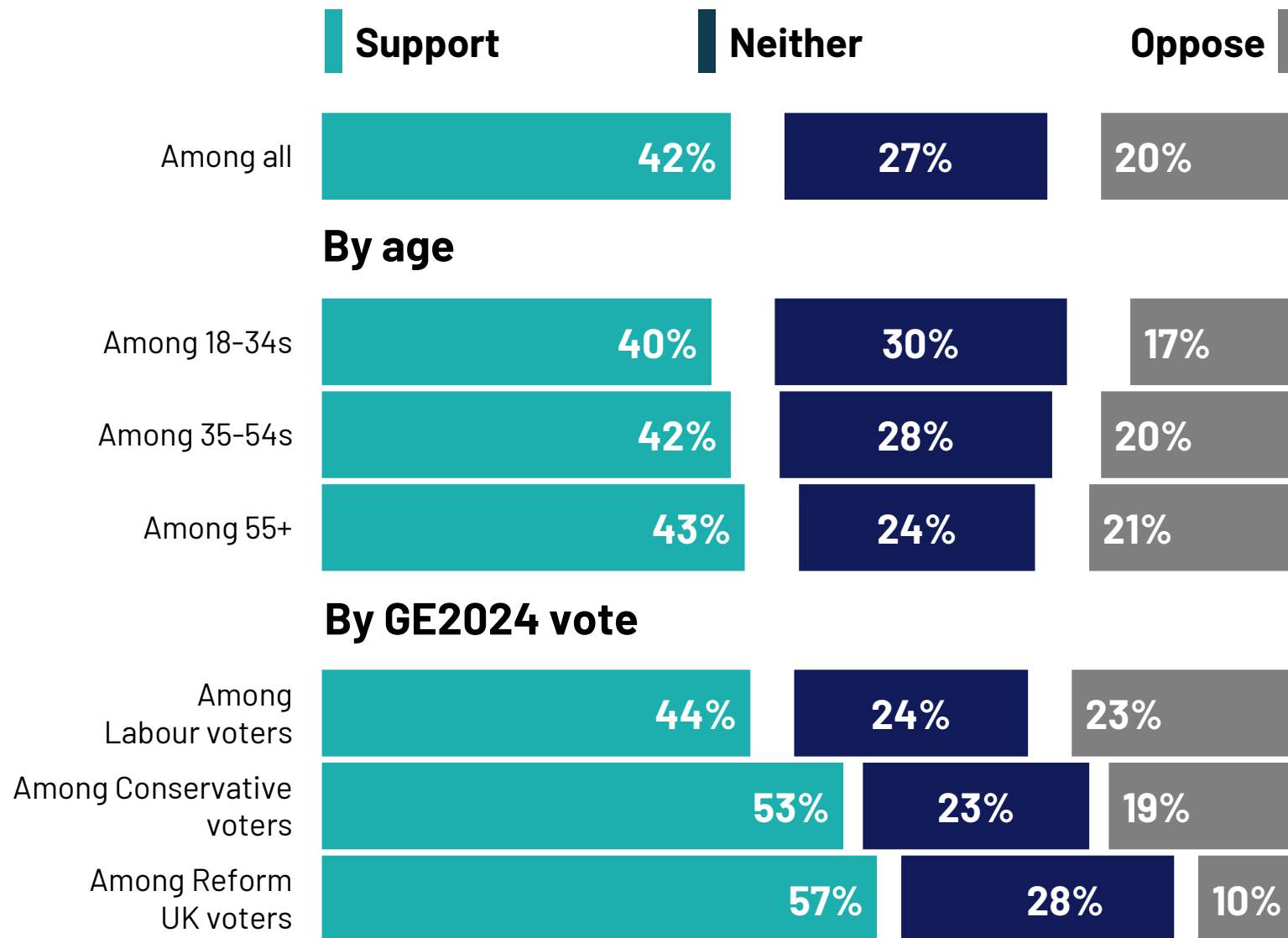


Base: 1141 Online British adults aged 18+, 10-13 October 2025

Two in five Britons support the abolition of Stamp Duty on the purchase of a main home

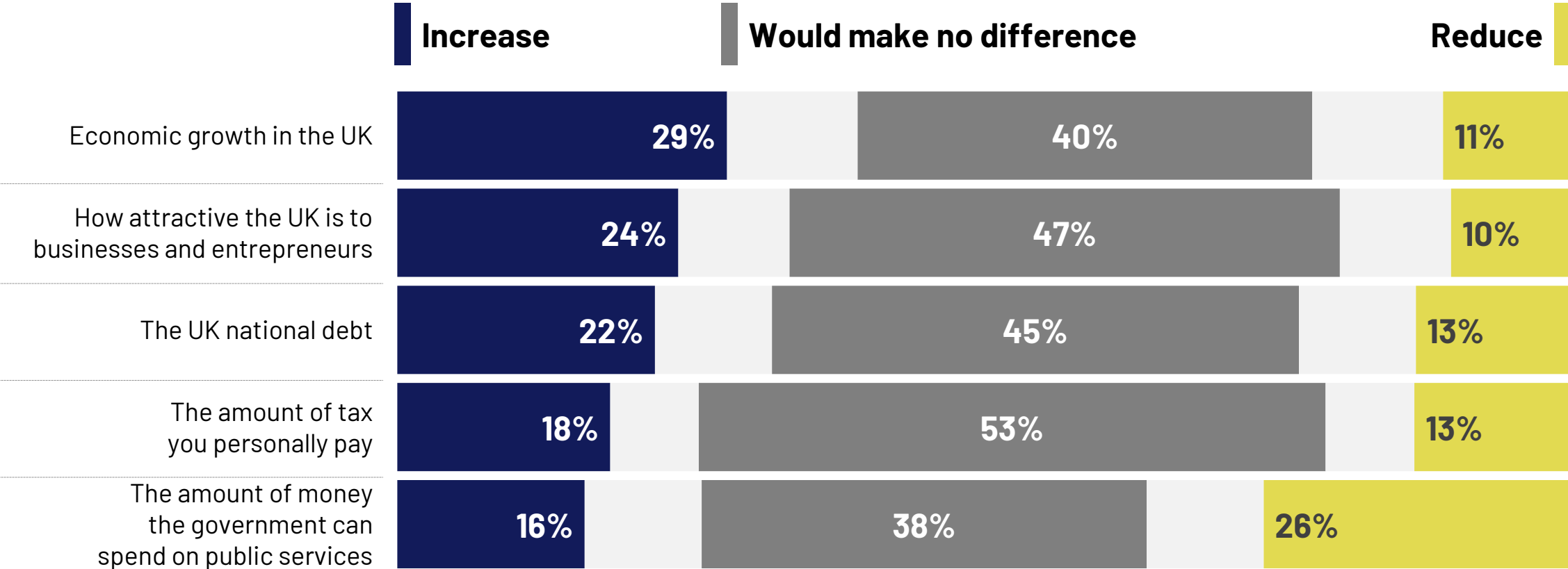
Stamp duty is a tax paid on properties above a certain price by homebuyers. To what extent, if at all, would you support or oppose the abolition of Stamp Duty on the purchase of a main home?

Base: 1141 Online British adults aged 18+, including (349) 18-34-year-olds, (397) 35-54s, (395) +55s, (375) 2024 Labour voters, (183) 2024 Conservative voters, and (139) 2024 Reform UK voters, 10-13 October 2025.



Around two in five Britons think the abolition of Stamp Duty would make no difference to economic growth in the UK

Do you think the abolition of Stamp Duty would increase or reduce the following, or would it make no difference?



Base: 1141 Online British adults aged 18+, 10-13 October 2025



October 2025 Political Pulse

For more information

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