Ipsos
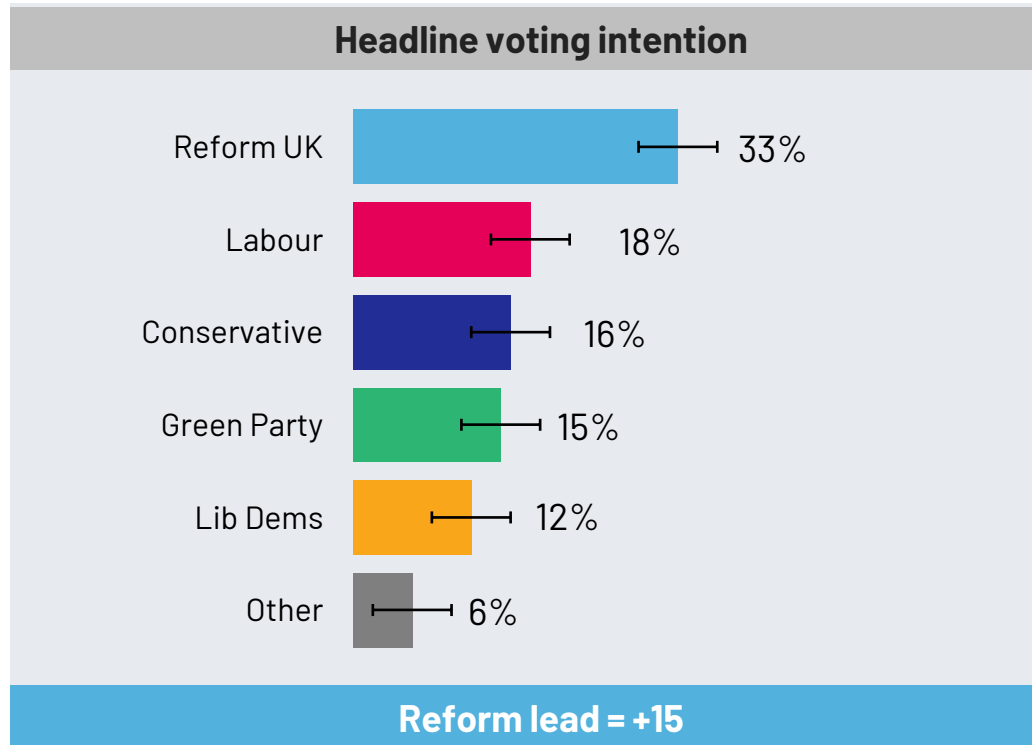# Political Monitor

November 2025

Voting Intention: November 2025
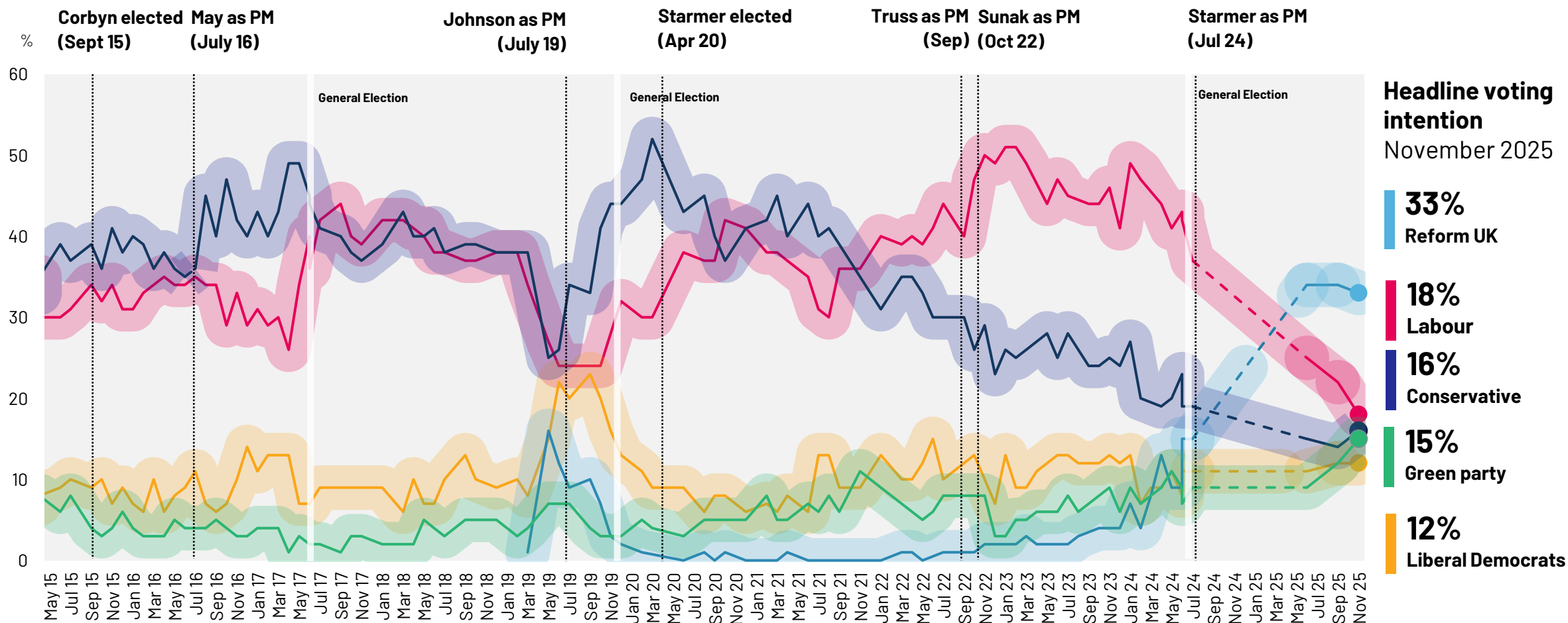
How do you intend to vote in the General Election? Will you vote...?

Headline voting intention

Party	%
Reform UK	33%
Labour	18%
Conservative	16%
Green Party	15%
Lib Dems	12%
Other	6%

Reform lead = +15

Base: 1,148 British adults 18+, 30 October – 5 November 2025; Headline Voting Intention: all 9/10 certain to vote, always/usually/it depends vote in General Elections = **797**. Margin of error is displayed at +/- 4% All polls are subject to a wide range of potential sources of error. On the basis of the historical record of the polls at recent general elections, there is a 9 in 10 chance that the true value of a party's support lies within 4 points of the estimates provided by this poll, and a 2 in 3 chance that they lie within 2 points. This is especially important to keep in mind when calculating party lead figures.

Ipsos headline voting intention: Since the 2015 General Election

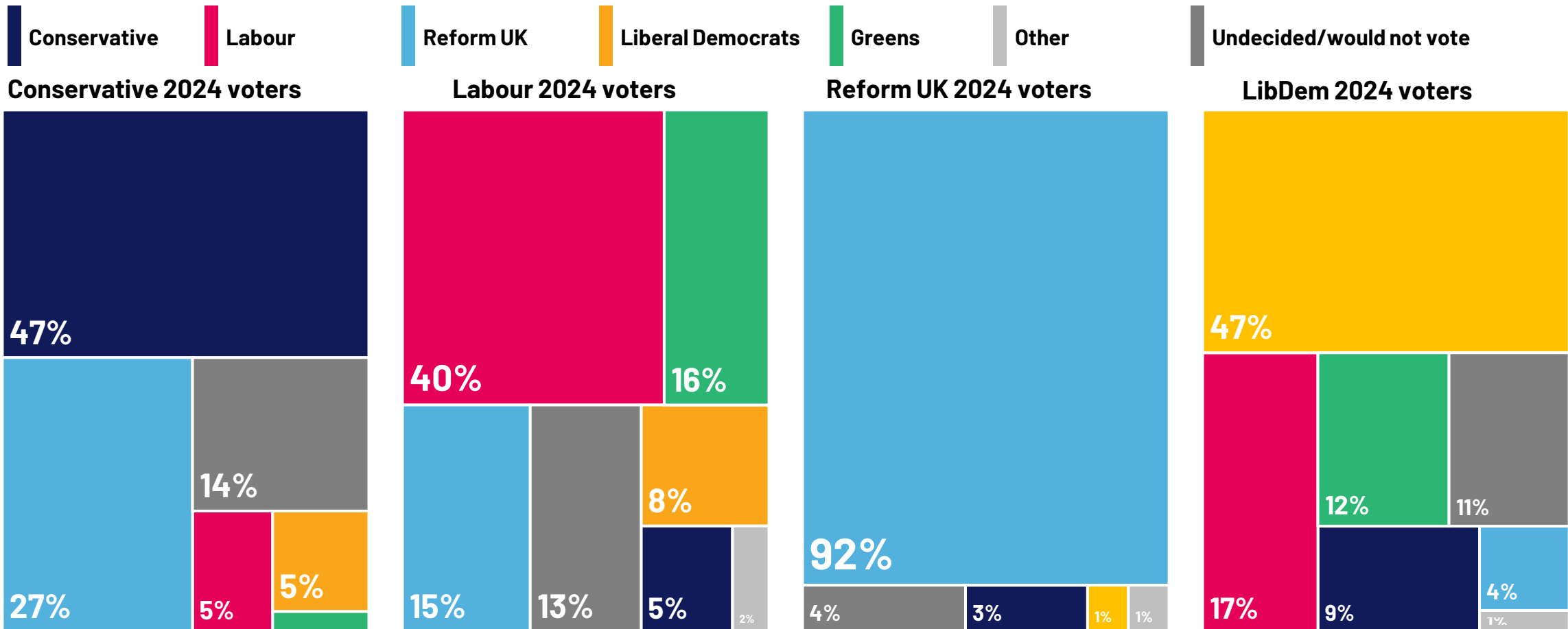How would you vote if there were an election tomorrow?

Corbyn elected (Sept 15)

May as PM (July 16)

Johnson as PM (July 19)

Starmer elected (Apr 20)

Truss as PM (Sep)

Sunak as PM (Oct 22)

Starmer as PM (Jul 24)

General Election

General Election

General Election

Headline voting intention
November 2025

33% Reform UK

18% Labour

16% Conservative

15% Green party

12% Liberal Democrats

Voting intention by 2024 General Election vote

Legend: Conservative · Labour · Reform UK · Liberal Democrats · Greens · Other · Undecided/would not vote

Conservative 2024 voters
- 47%
- 27%
- 14%
- 5%
- 5%

Labour 2024 voters
- 40%
- 16%
- 15%
- 13%
- 8%
- 5%
- 2%

Reform UK 2024 voters
- 92%
- 4%
- 3%
- 1%
- 1%

LibDem 2024 voters
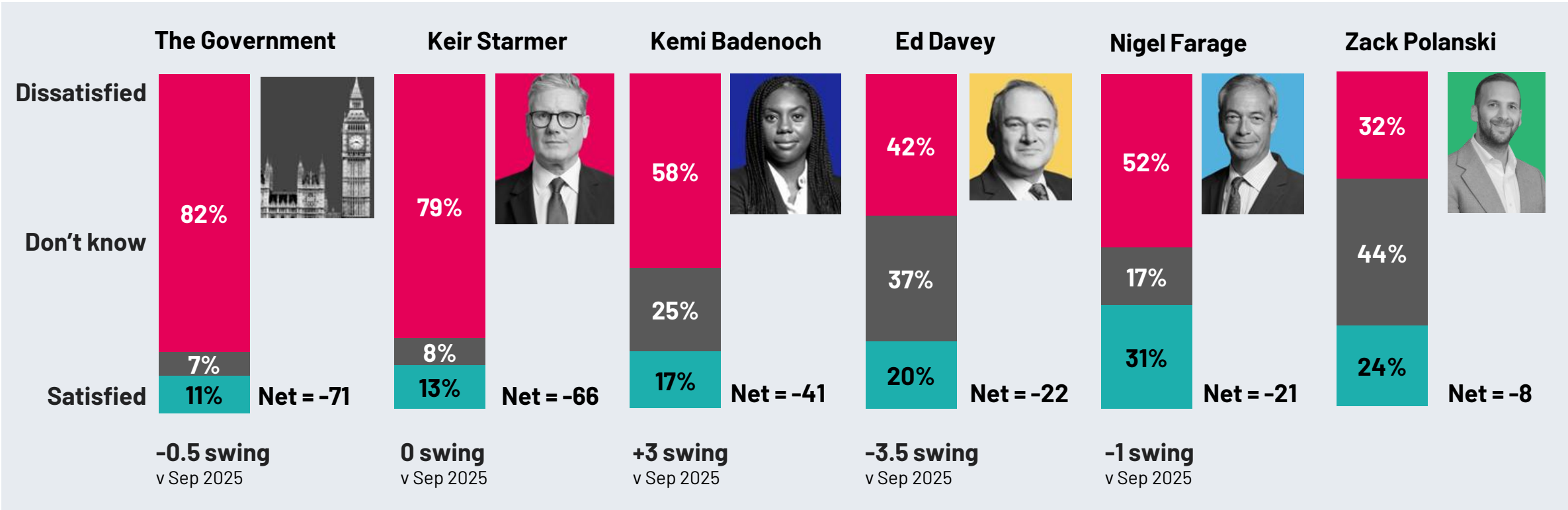- 47%
- 17%
- 12%
- 11%
- 9%
- 4%
- 1%

SATISFACTION

With government and party leaders

Satisfaction with leaders and the Government: November 2025

Are you satisfied or dissatisfied with the way.... is running the country / doing his job/her as Prime Minister /Leader of the Conservative Party/ Leader of the Liberal Democrats/ Leader of Reform UK/ Leader of the Green Party?

	The Government	Keir Starmer	Kemi Badenoch	Ed Davey	Nigel Farage	Zack Polanski
Dissatisfied	82%	79%	58%	42%	52%	32%
Don't know	7%	8%	25%	37%	17%	44%
Satisfied	11%	13%	17%	20%	31%	24%
Net	–71	–66	–41	–22	–21	–8
	–0.5 swing v Sep 2025	0 swing v Sep 2025	+3 swing v Sep 2025	–3.5 swing v Sep 2025	–1 swing v Sep 2025	

Ipsos

Satisfaction with leaders and the Government: November 2025

Are you satisfied or dissatisfied with the way…. is running the country / doing his job/her as Prime Minister /Leader of the Conservative Party/ Leader of the Liberal Democrats/ Leader of Reform UK/ Leader of the Green Party? **Among own party supporters**
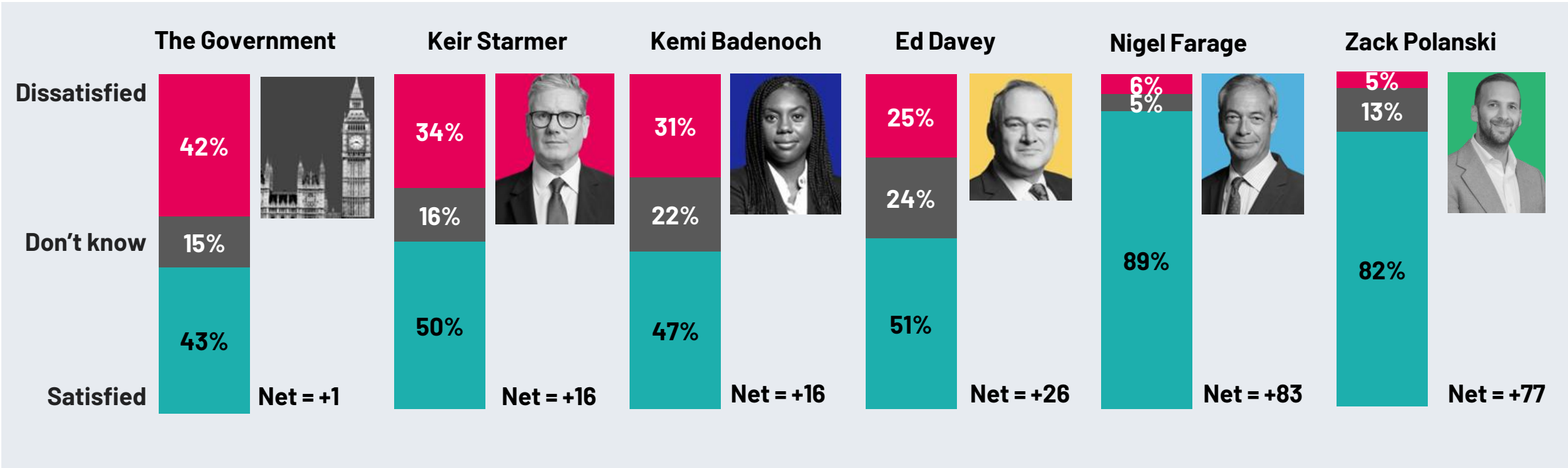
	The Government	Keir Starmer	Kemi Badenoch	Ed Davey	Nigel Farage	Zack Polanski
Dissatisfied	42%	34%	31%	25%	6%	5%
Don't know	15%	16%	22%	24%	5%	13%
Satisfied	43%	50%	47%	51%	89%	82%
	Net = +1	Net = +16	Net = +16	Net = +26	Net = +83	Net = +77

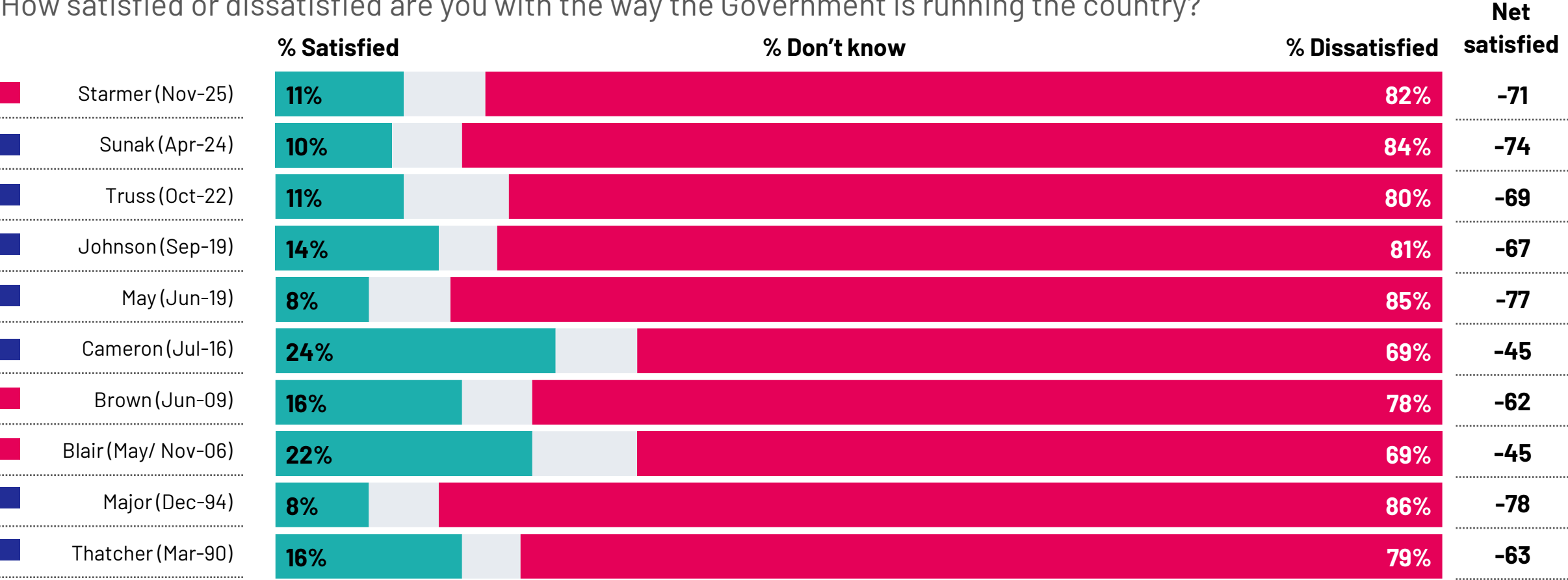**Base: 1,148** British adults 18+, 30 October – 5 November 2025.

Source: Ipsos Political Monitor

Government Satisfaction:
Worst rating for the Government under each Prime Minister

How satisfied or dissatisfied are you with the way the Government is running the country?

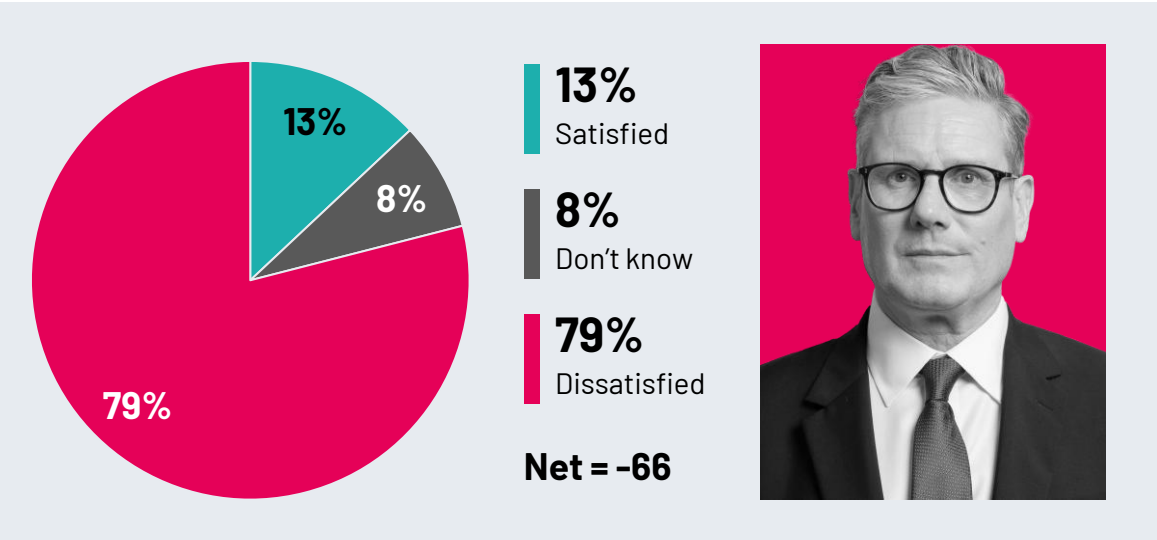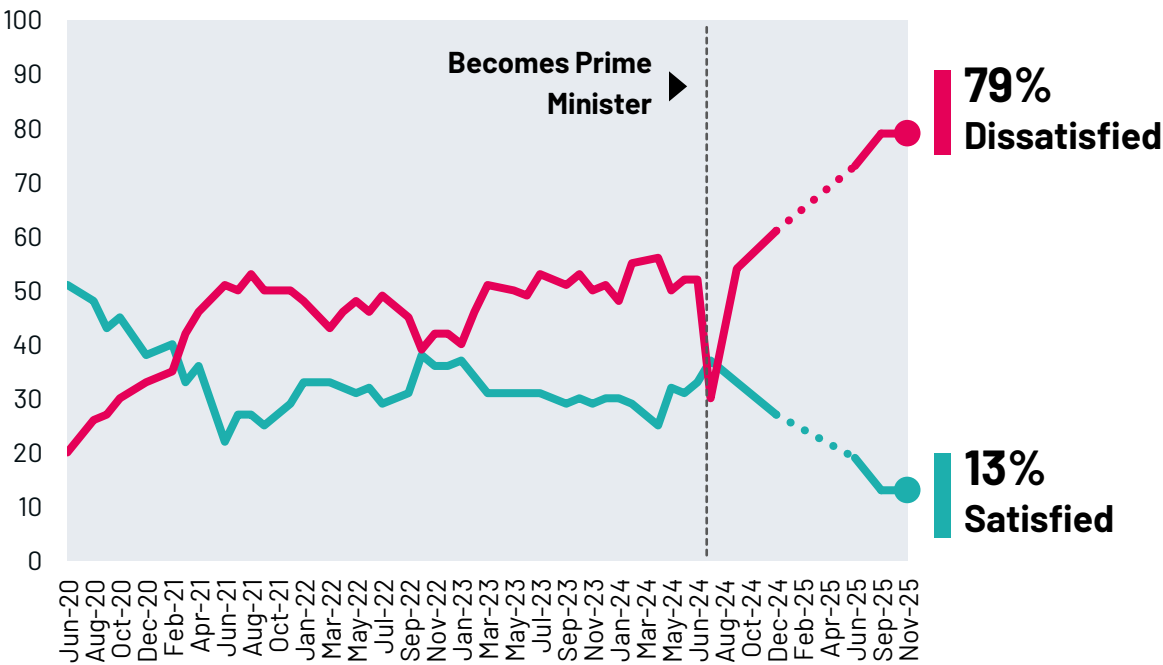|	% Satisfied	% Don't know	% Dissatisfied	Net satisfied
Starmer (Nov-25)	11%		82%	-71
Sunak (Apr-24)	10%		84%	-74
Truss (Oct-22)	11%		80%	-69
Johnson (Sep-19)	14%		81%	-67
May (Jun-19)	8%		85%	-77
Cameron (Jul-16)	24%		69%	-45
Brown (Jun-09)	16%		78%	-62
Blair (May/ Nov-06)	22%		69%	-45
Major (Dec-94)	8%		86%	-78
Thatcher (Mar-90)	16%		79%	-63

Ipsos

Keir Starmer: Satisfaction

Are you satisfied or dissatisfied with the way Keir Starmer is doing his job as Prime Minister

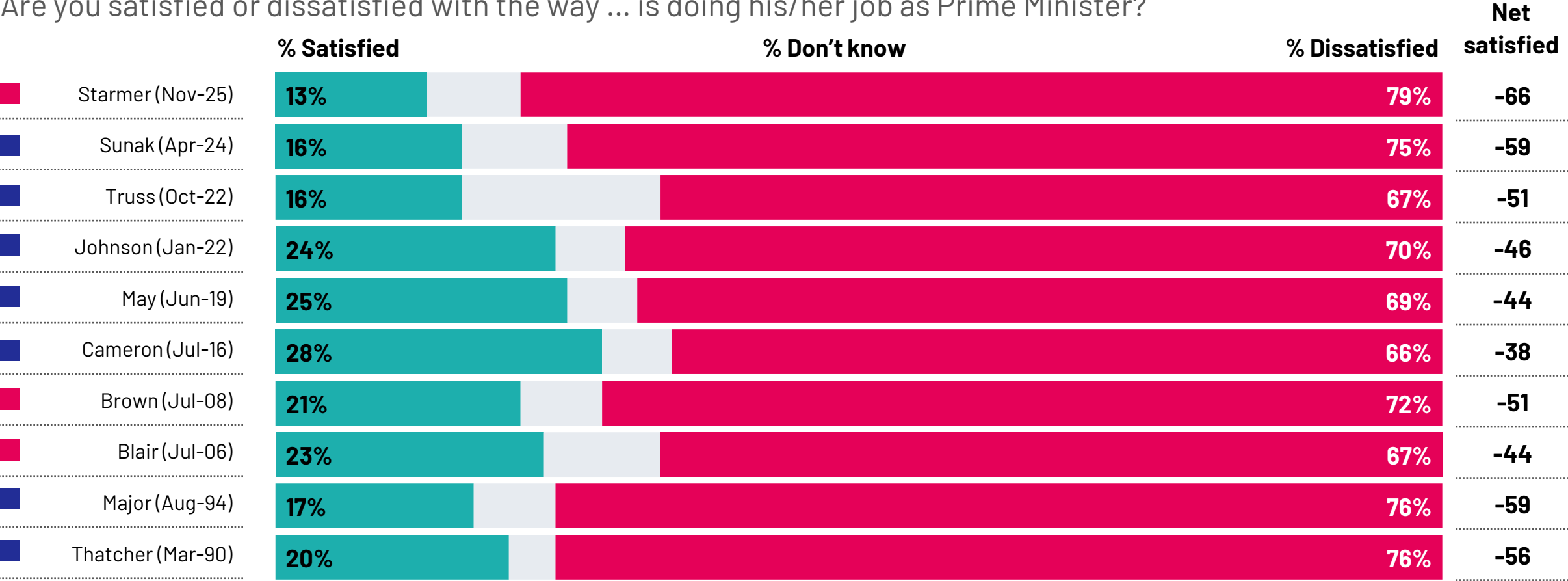## November 2025

Among all

13% Satisfied

8% Don't know

79% Dissatisfied

Net = -66

June 2020 – November 2025

Becomes Prime Minister ▶

79% Dissatisfied

13% Satisfied

Source: Ipsos Political Monitor

Ipsos

Leader Satisfaction:
Worst rating for each Prime Minister

Are you satisfied or dissatisfied with the way … is doing his/her job as Prime Minister?

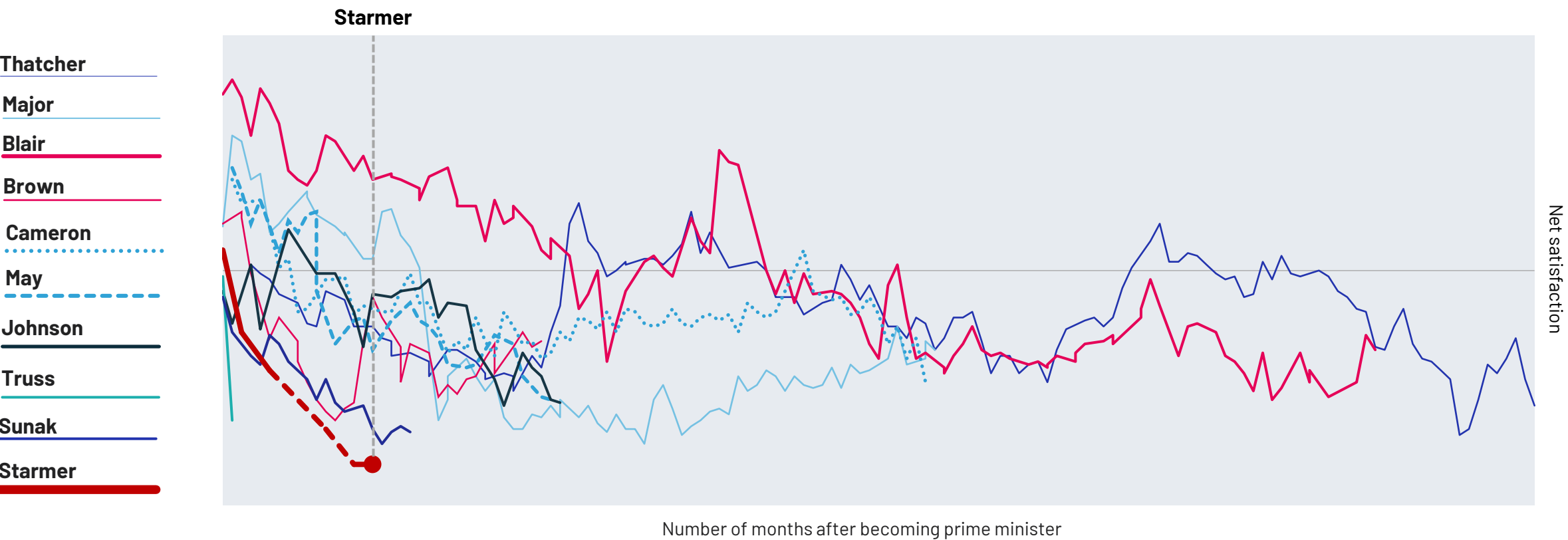|		% Satisfied	% Don't know	% Dissatisfied	Net satisfied
■	Starmer (Nov-25)	13%		79%	**-66**
■	Sunak (Apr-24)	16%		75%	**-59**
■	Truss (Oct-22)	16%		67%	**-51**
■	Johnson (Jan-22)	24%		70%	**-46**
■	May (Jun-19)	25%		69%	**-44**
■	Cameron (Jul-16)	28%		66%	**-38**
■	Brown (Jul-08)	21%		72%	**-51**
■	Blair (Jul-06)	23%		67%	**-44**
■	Major (Aug-94)	17%		76%	**-59**
■	Thatcher (Mar-90)	20%		76%	**-56**

Note: Data prior to February 2008 was collected via face-to-face methodology; data collected from February 2008 was via telephone; from May 2025 data was collected online via the probability KnowledgePanel. Note small differences will not be statistically significant
Base: c.1,000 British adults each month

Source: Ipsos Political Monitor

Ipsos

Net satisfaction with Prime Ministers (1979 - 2025)

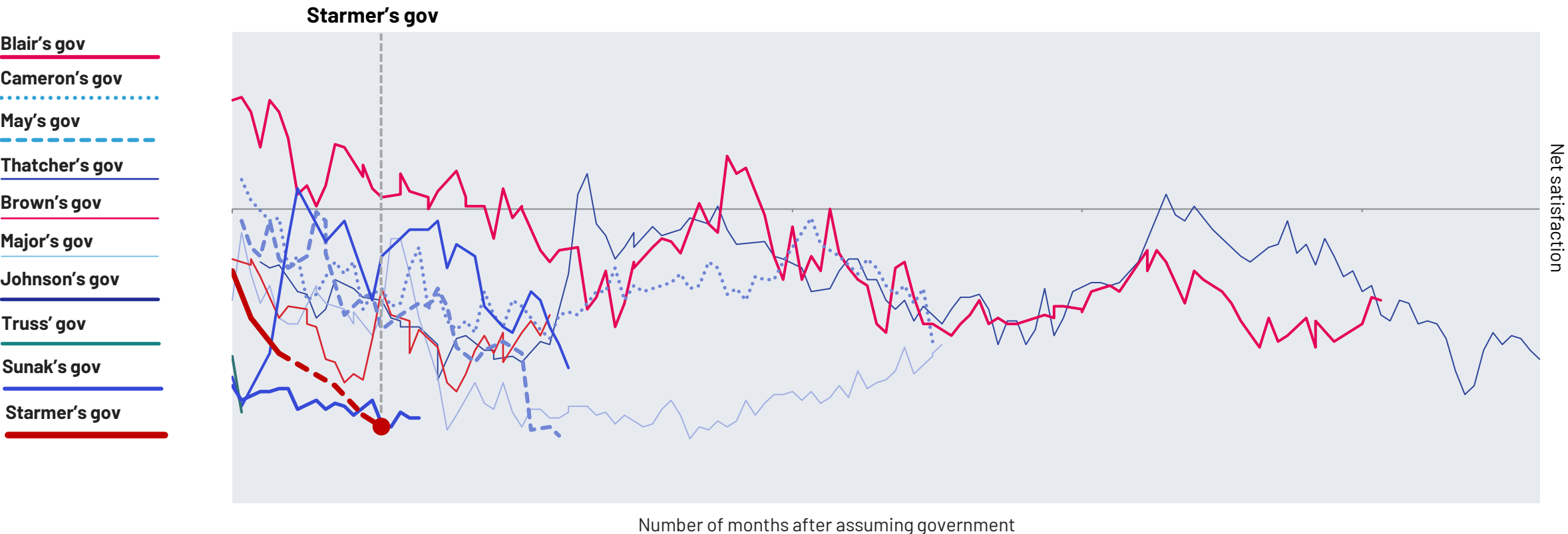How satisfied or dissatisfied are you with the way ... is doing his/her job as Prime Minister?

Thatcher

Major

Blair

Brown

Cameron

May

Johnson

Truss

Sunak

Starmer

Starmer

Net satisfaction

Number of months after becoming prime minister

Note: Data prior to February 2008 was collected via face-to-face methodology; data collected from February 2008 was via telephone; from May 2025 data was collected online via the probability KnowledgePanel. Note small differences will not be statistically significant
Base: c.1,000 British adults each month

Source: Ipsos Political Monitor

Net satisfaction with the Government (1979 – 2025)

How satisfied or dissatisfied are you with the way the government is running the country?
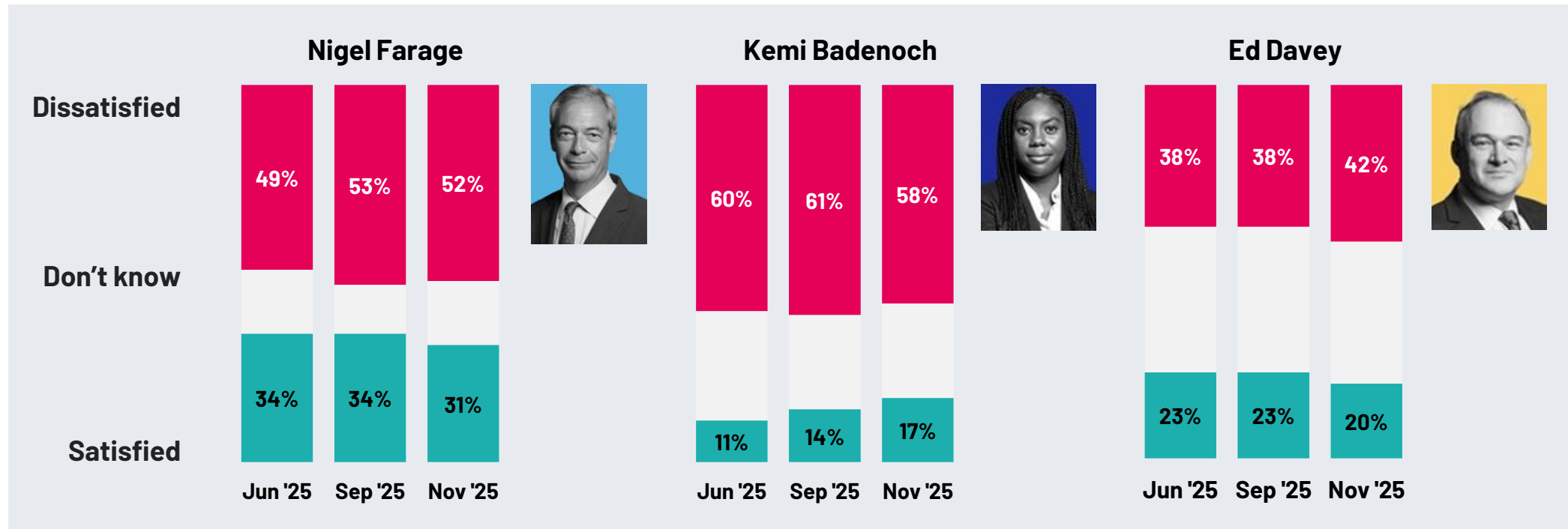
Starmer's gov

Blair's gov

Cameron's gov

May's gov

Thatcher's gov

Brown's gov

Major's gov

Johnson's gov

Truss' gov

Sunak's gov

Starmer's gov

Net satisfaction

Number of months after assuming government

Note: Data prior to February 2008 was collected via face-to-face methodology; data collected from February 2008 was via telephone; from May 2025 data was collected online via the probability KnowledgePanel. Note small differences will not be statistically significant
Base: c.1,000 British adults each month

Source: Ipsos Political Monitor

Satisfaction with party leaders: *Trends*

Are you satisfied or dissatisfied with the way…. is doing his/her job as Leader of the Conservative Party/ Leader of the Liberal Democrats/ Leader of Reform UK?

Nigel Farage

	Jun '25	Sep '25	Nov '25
Dissatisfied	49%	53%	52%
Satisfied	34%	34%	31%

Kemi Badenoch

	Jun '25	Sep '25	Nov '25
Dissatisfied	60%	61%	58%
Satisfied	11%	14%	17%

Ed Davey

	Jun '25	Sep '25	Nov '25
Dissatisfied	38%	38%	42%
Satisfied	23%	23%	20%

Dissatisfied / Don't know / Satisfied

Rachel Reeves: Satisfaction rating

Can you tell me whether you are satisfied or dissatisfied with the way … is doing her job as Chancellor of the Exchequer?
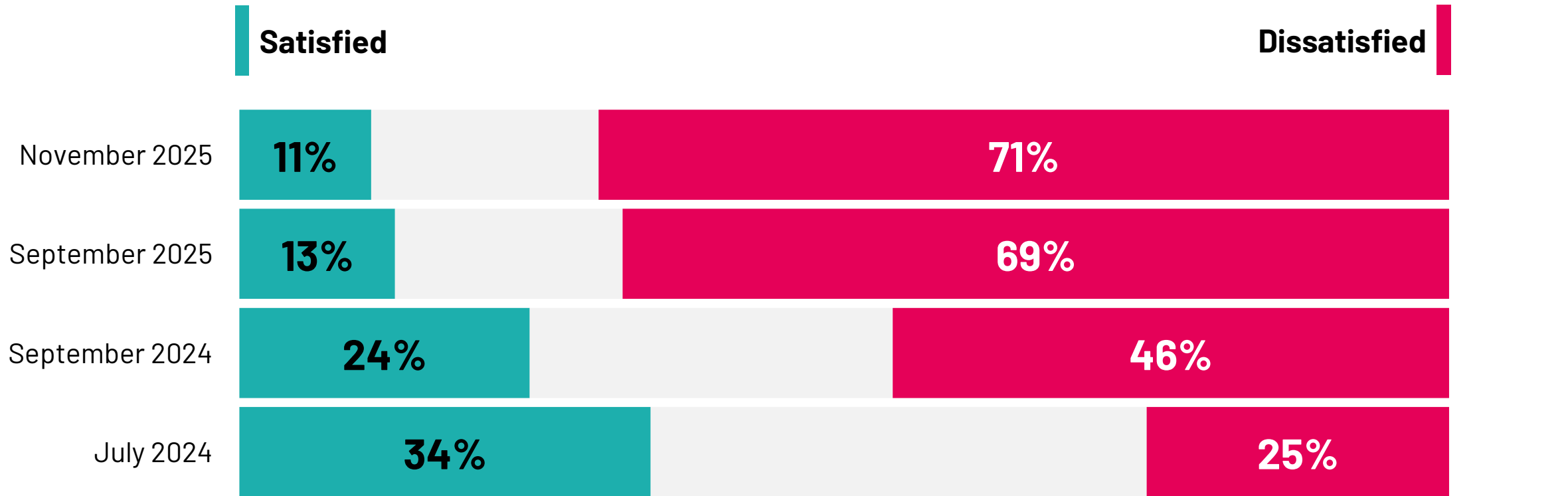
Satisfied   **Dissatisfied**

	Satisfied	Dissatisfied
November 2025	11%	71%
September 2025	13%	69%
September 2024	24%	46%
July 2024	34%	25%

Note: Data collected in 2024 was via telephone; from May 2025 data was collected online via the probability KnowledgePanel. Note small differences will not be statistically significant
Base: 1,157 British adults 18+, 11 – 17 November 2025

Ipsos

Satisfaction with the Chancellor of the Exchequer: 1976-2025

Can you tell me whether you are satisfied or dissatisfied with the way ... is doing his/her job as Chancellor of the Exchequer?
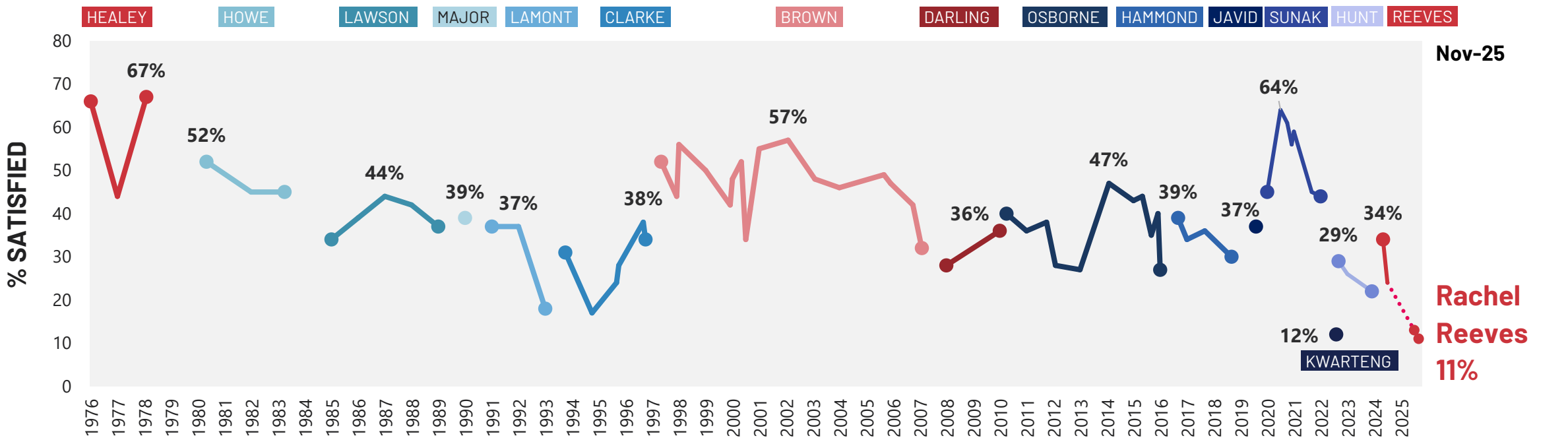

Note: Data labels denote each Chancellor's highest satisfaction score

Note: Data prior to February 2008 was collected via face-to-face methodology; data collected from February 2008 was via telephone; from May 2025 data was collected online via the probability KnowledgePanel. Note small differences will not be statistically significant

Base: c.1,000 British adults 18+ each month

Satisfaction with Chancellor:
Worst Ipsos rating as Chancellor of the Exchequer

How satisfied or dissatisfied are you with the way … is doing his/her job as Chancellor of the Exchequer?

	% Satisfied	% Don't know	% Dissatisfied	
Reeves (Sep-25)	11%	19%	71%	-60
Hunt (Feb-24)	22%	22%	56%	-32
Kwarteng (Oct-22)	12%	23%	65%	-53
Sunak (Nov-21)	45%	16%	39%	+6
Javid (Oct-19)	37%	31%	32%	+5
Hammond (Nov-18)	30%	27%	43%	-13
Osborne (Jun-16)	27%	13%	60%	-33
Darling (Mar-08)	28%	28%	44%	-16
Brown (Apr-07)	32%	23%	45%	-13
Clarke (Dec-94)	17%	13%	70%	-53
Lamont (Mar-93)	18%	12%	70%	-52
Major (Mar-90)	39%	24%	37%	+2
Lawson (Mar-85)	34%	13%	53%	-19
Howe (Jul-80)	45%	9%	46%	-1
Healey (Mar-77)	44%	10%	46%	-2

Note: Data prior to February 2008 was collected via face-to-face methodology; data collected from February 2008 was via telephone; from May 2025 data was collected online via the probability KnowledgePanel. Note small differences will not be statistically significant
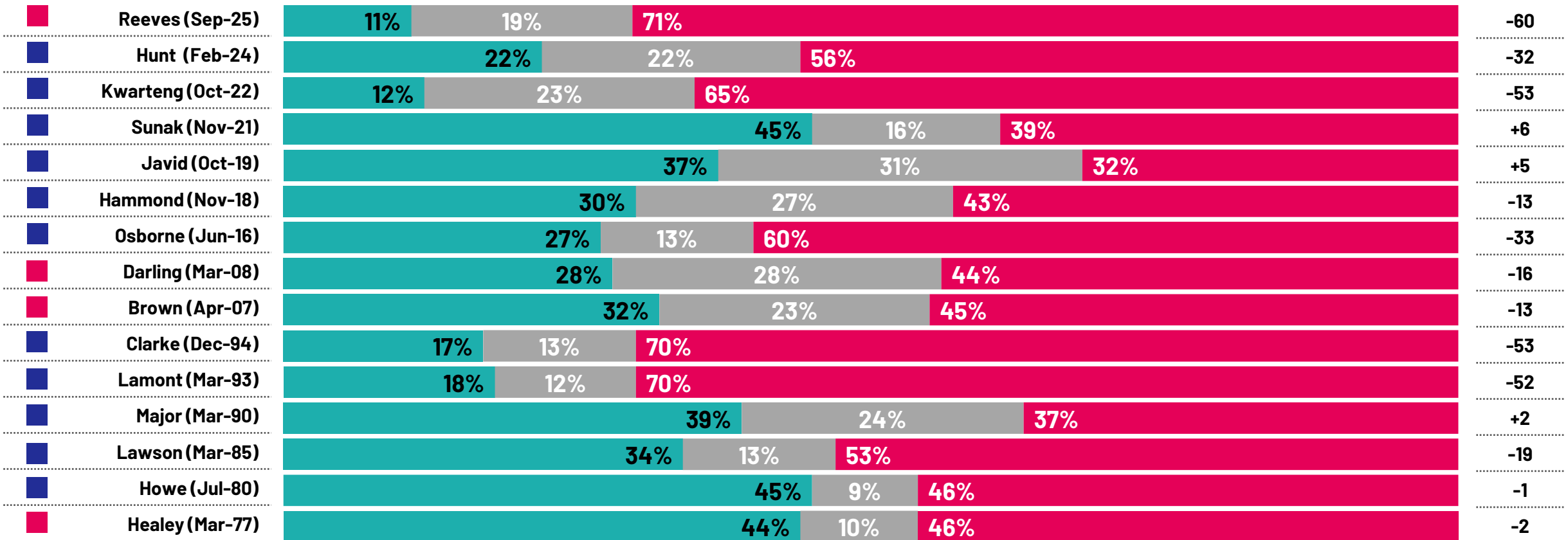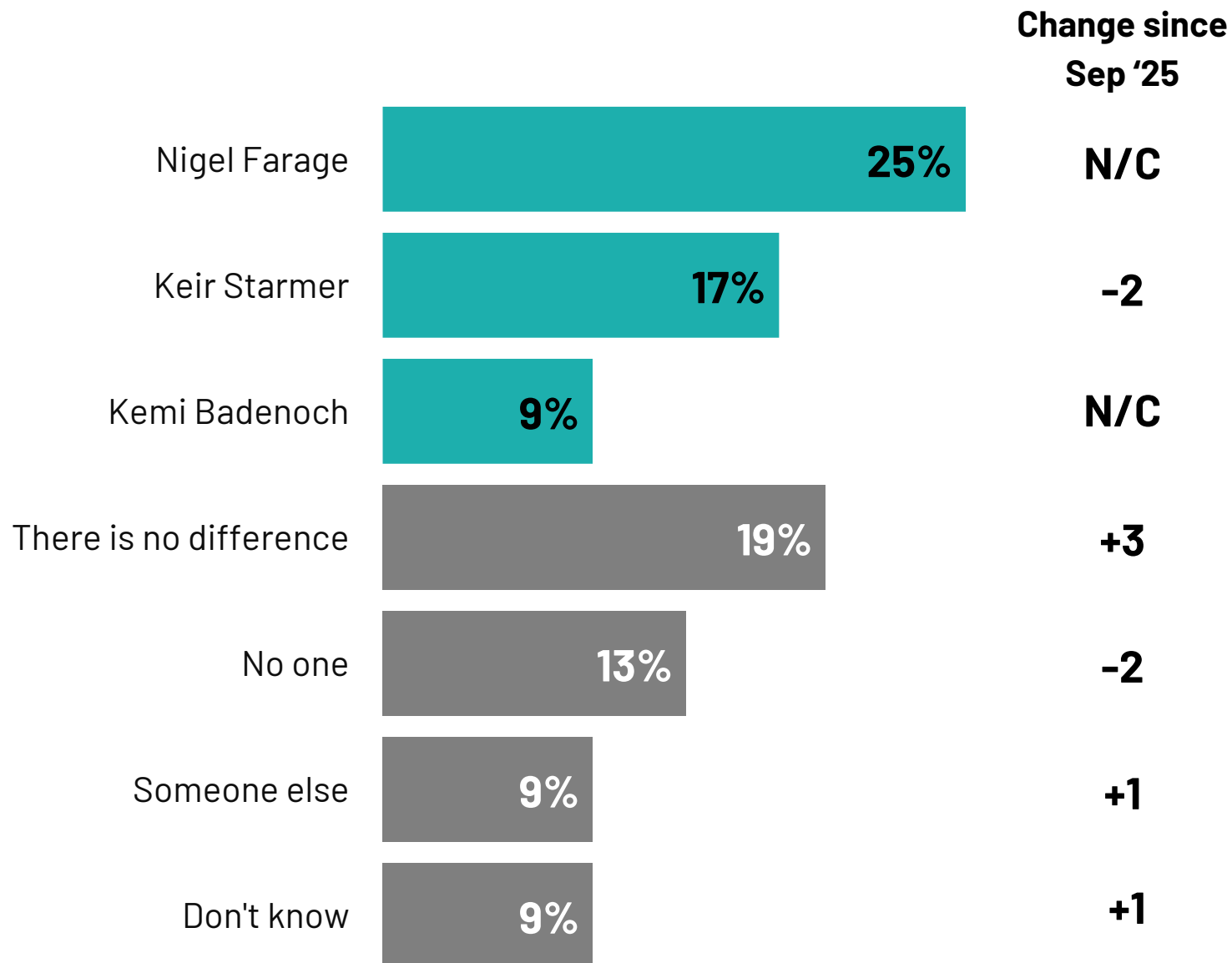**Base:** c.1,000 British adults each month

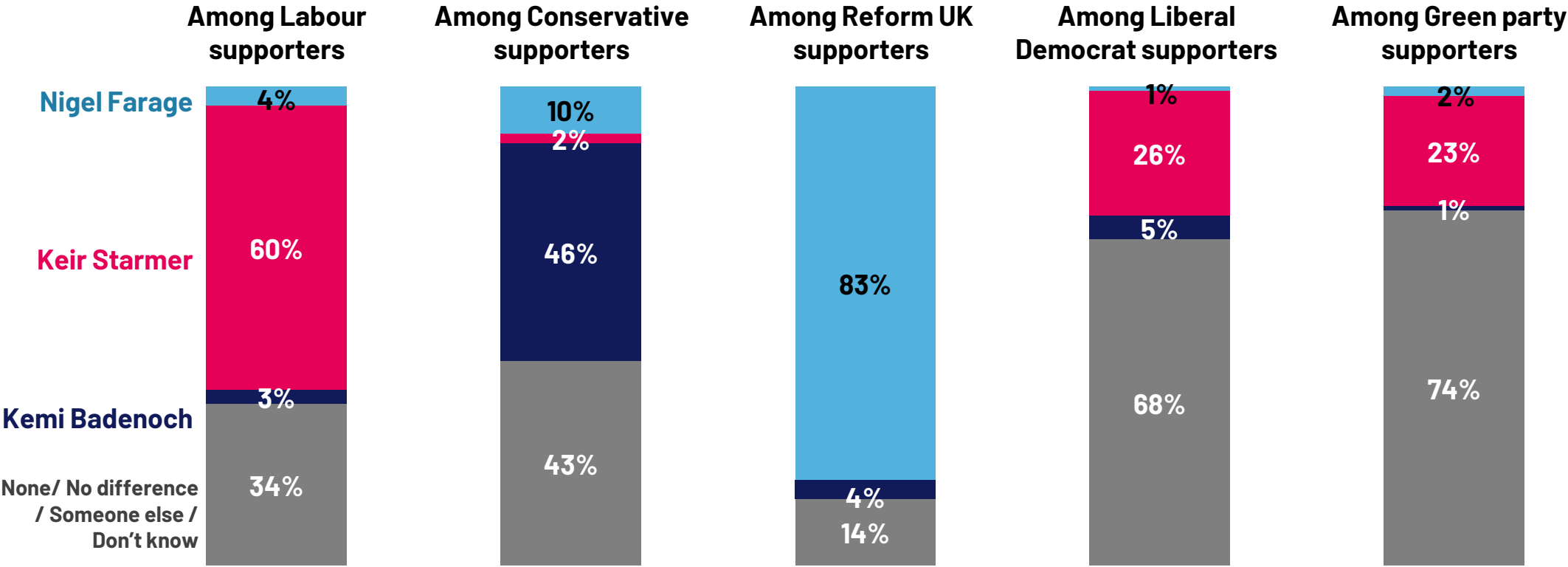**Source:** Ipsos Political Monitor

Ipsos

Most capable Prime Minister

-2

+3

Who do you think would make the most capable Prime Minister?

+1

		Change since Sep '25
Nigel Farage	25%	N/C
Keir Starmer	17%	-2
Kemi Badenoch	9%	N/C
There is no difference	19%	+3
No one	13%	-2
Someone else	9%	+1
Don't know	9%	+1

Ipsos

Most capable Prime Minister: Among party supporters

Who do you think would make the most capable Prime Minister?

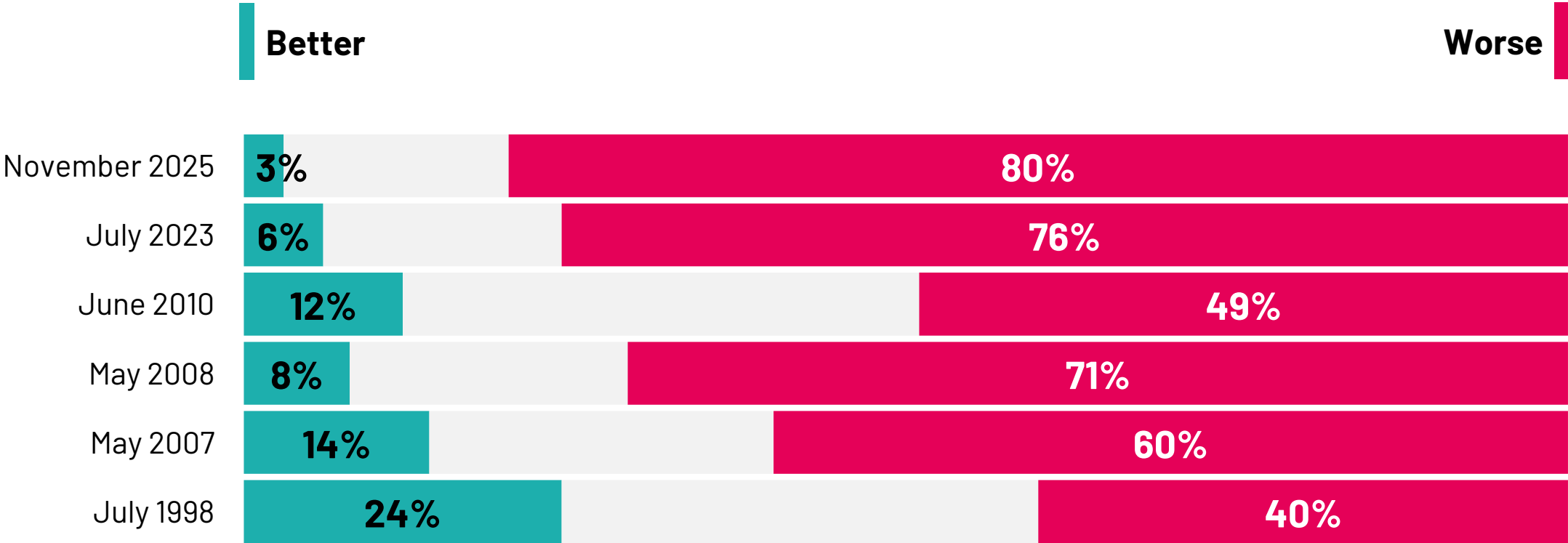|	Among Labour supporters	Among Conservative supporters	Among Reform UK supporters	Among Liberal Democrat supporters	Among Green party supporters
Nigel Farage	4%	10%	83%	1%	2%
Keir Starmer	60%	2%		26%	23%
Kemi Badenoch	3%	46%	4%	5%	1%
None/ No difference / Someone else / Don't know	34%	43%	14%	68%	74%

Is Britain getting better or worse as a place to live?

Generally speaking, do you think that Britain as a place to live is getting better or worse or is it staying the same?
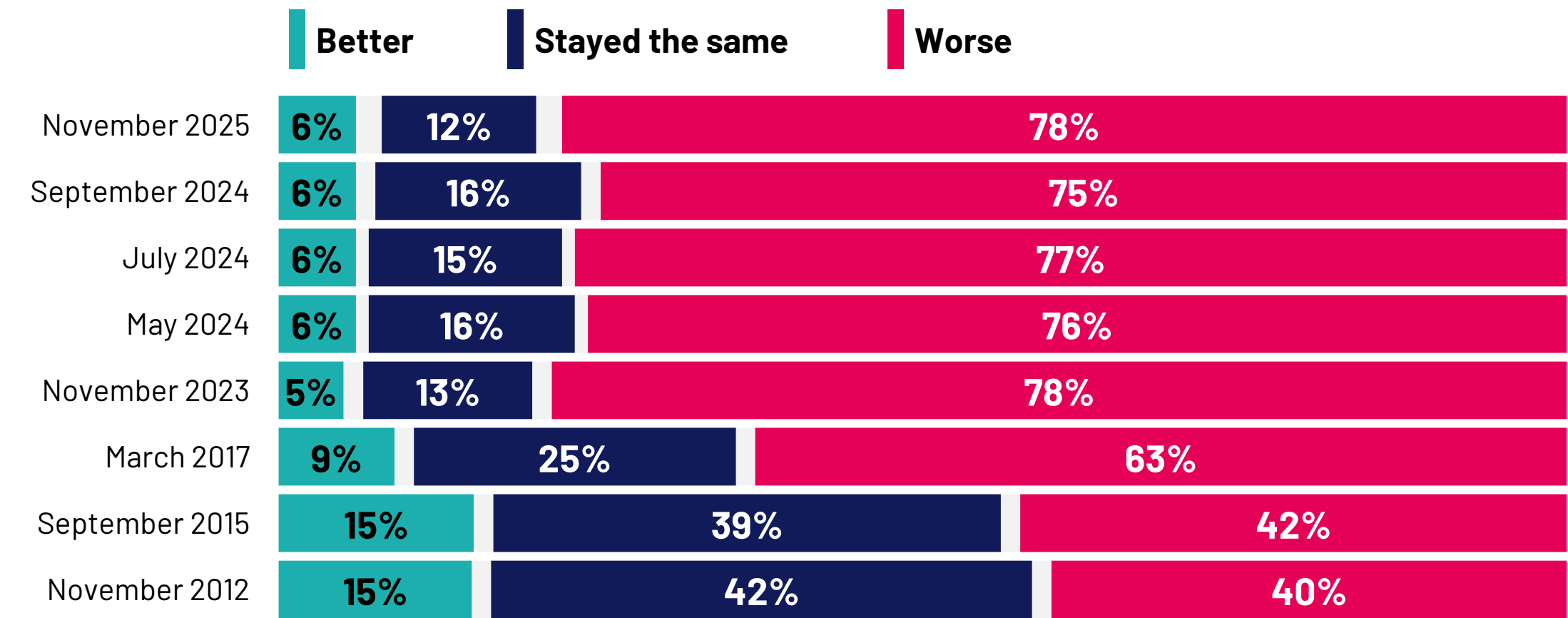
Better

Worse

	Better	Worse
November 2025	3%	80%
July 2023	6%	76%
June 2010	12%	49%
May 2008	8%	71%
May 2007	14%	60%
July 1998	24%	40%

The quality of public services over time: 2012 – 2025

Thinking about public services overall, do you think the quality of public services has got better or worse in the last five years, or has it stayed the same?
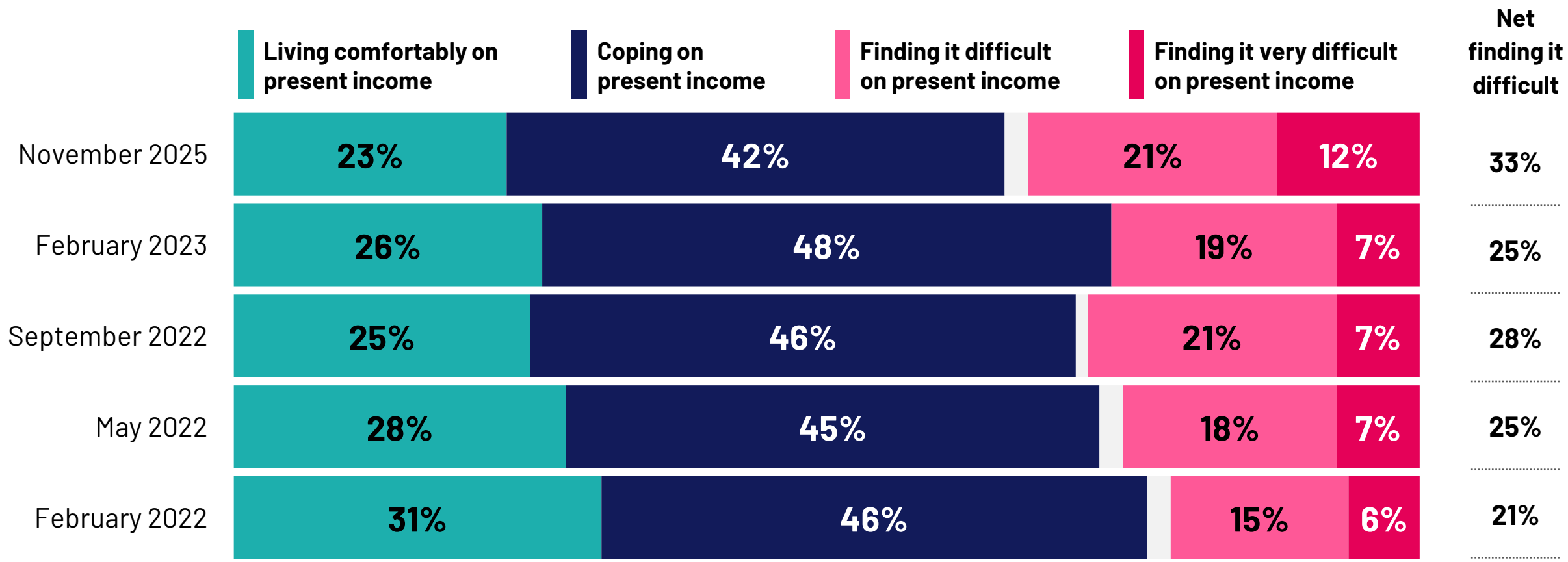
Better **Stayed the same** **Worse**

	Better	Stayed the same	Worse
November 2025	6%	12%	78%
September 2024	6%	16%	75%
July 2024	6%	15%	77%
May 2024	6%	16%	76%
November 2023	5%	13%	78%
March 2017	9%	25%	63%
September 2015	15%	39%	42%
November 2012	15%	42%	40%

Base: 1,148 British adults 18+, 30 October – 5 November
Note: Data collected pre-2024 and July 2024 was via telephone; in May 2024 and from September 2024 onwards, data was collected online via the probability KnowledgePanel. Note small differences will not be statistically significant

Ipsos

How do Britons feel about their household's income

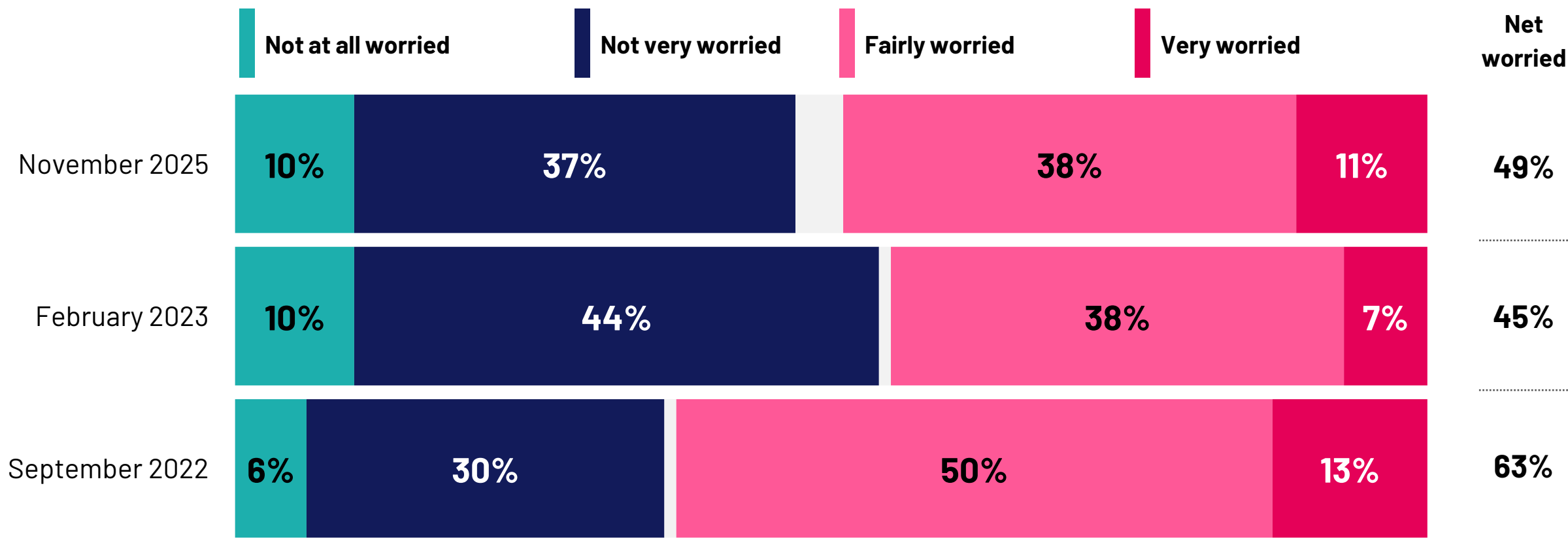Which of these descriptions comes closest to how you feel about your household's income nowadays?

	Living comfortably on present income	Coping on present income	Finding it difficult on present income	Finding it very difficult on present income	Net finding it difficult
November 2025	23%	42%	21%	12%	33%
February 2023	26%	48%	19%	7%	25%
September 2022	25%	46%	21%	7%	28%
May 2022	28%	45%	18%	7%	25%
February 2022	31%	46%	15%	6%	21%

Base: 1,148 British adults 18+, 30 October – 5 November

Ipsos

How worried are Britons about their household's financial situation

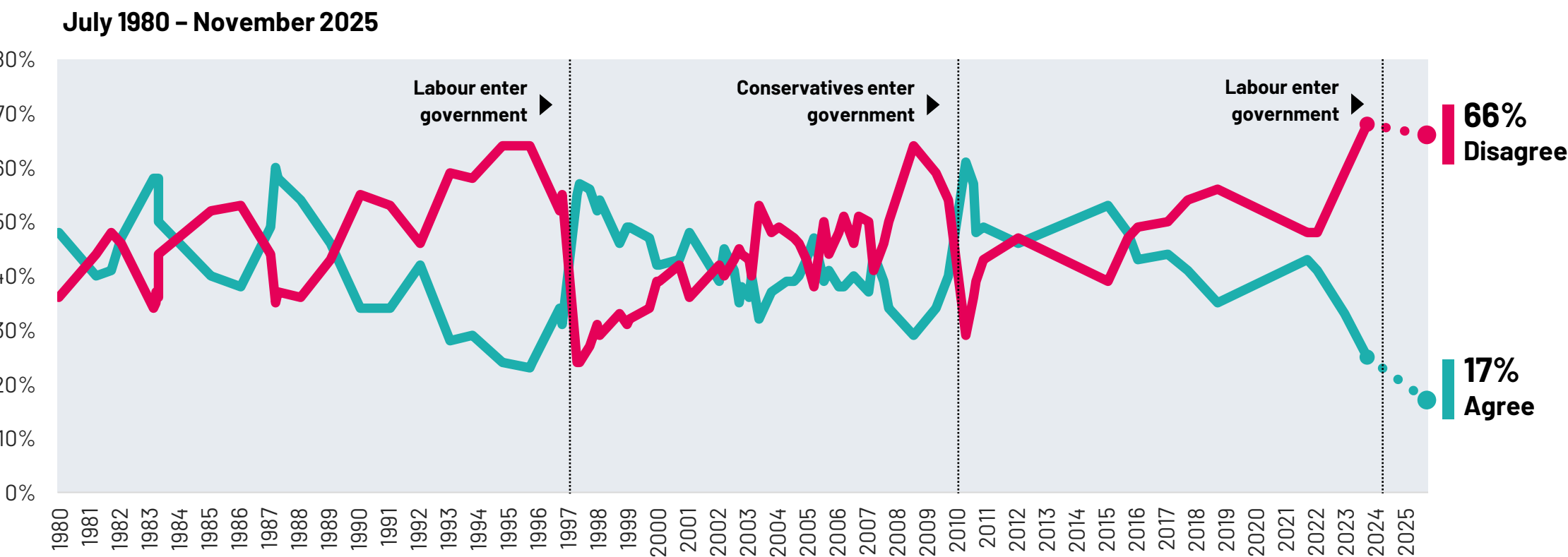How worried, if at all, are you about you and your household's financial situation?

	Not at all worried	Not very worried	Fairly worried	Very worried	Net worried
November 2025	10%	37%	38%	11%	49%
February 2023	10%	44%	38%	7%	45%
September 2022	6%	30%	50%	13%	63%

Base: 1,148 British adults 18+, 30 October – 5 November

Impact of Government policies: Britain's economy

On balance, do you agree or disagree with the following statement.

"In the long term, this government's policies will improve the state of Britain's economy"

July 1980 – November 2025

Labour enter government

Conservatives enter government

Labour enter government

66%
Disagree

17%
Agree

Base: 1,148 British adults 18+, 30 October – 5 November
Note: Data collected in 2024 was via telephone; from May 2025 data was collected online via the probability KnowledgePanel. Note small differences will not be statistically significant
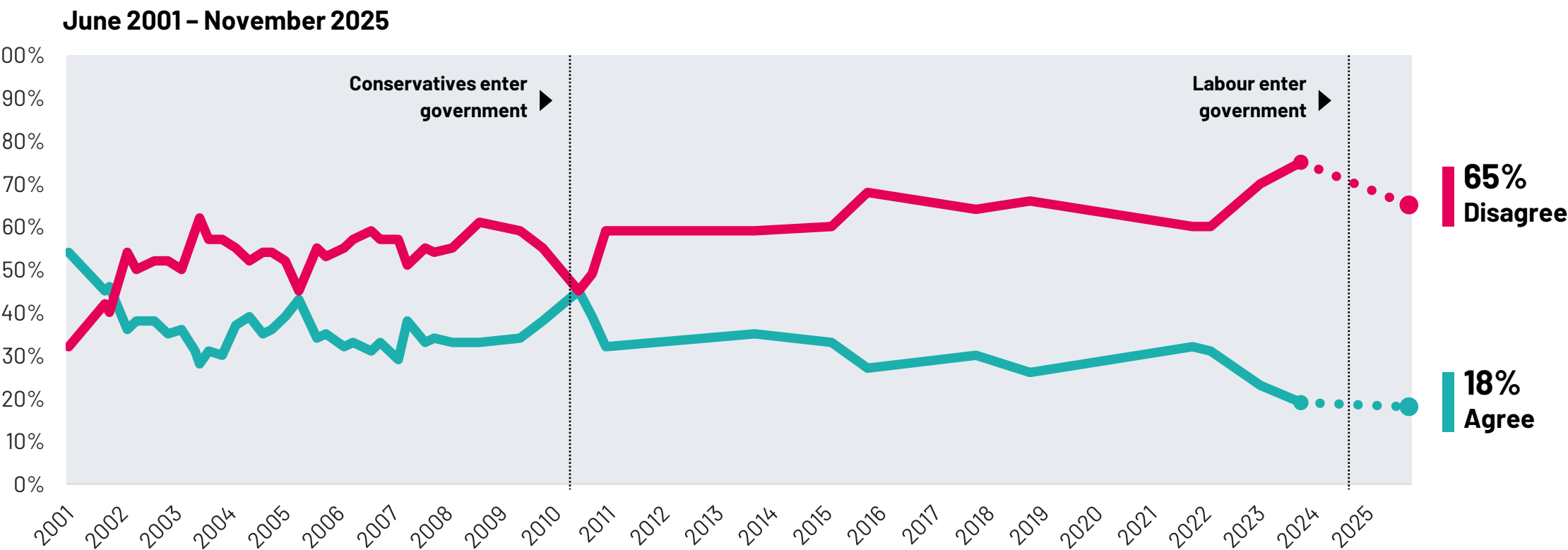
Source: Ipsos Political Monitor

Impact of Government policies: Britain's public services

On balance, do you agree or disagree with the following statement.

"In the long term, this government's policies will improve the state of Britain's public services"

June 2001 – November 2025

65% Disagree

18% Agree

BEST PARTY
ON KEY ISSUES

Best party on key policies

Which party do you think has the best policies on/ for…

Labour   **The Conservatives**   **Reform UK**   **The Liberal Democrats**   **Green Party**   **Other/ another party**   **None/ Don't know**

Managing the economy
- Labour: 10%
- The Conservatives: 17%
- Reform UK: 16%
- The Liberal Democrats: 4%
- Green Party: 7%
- Other/ another party: 2%
- None/ Don't know: 43%

Taxation
- Labour: 9%
- The Conservatives: 15%
- Reform UK: 16%
- The Liberal Democrats: 5%
- Green Party: 11%
- Other/ another party: 3%
- None/ Don't know: 41%

For Britain's businesses
- Labour: 9%
- The Conservatives: 19%
- Reform UK: 16%
- The Liberal Democrats: 4%
- Green Party: 6%
- Other/ another party: 2%
- None/ Don't know: 42%

For people in work
- Labour: 11%
- The Conservatives: 13%
- Reform UK: 18%
- The Liberal Democrats: 4%
- Green Party: 8%
- Other/ another party: 2%
- None/ Don't know: 43%

For the level of public spending
- Labour: 10%
- The Conservatives: 11%
- Reform UK: 19%
- The Liberal Democrats: 5%
- Green Party: 8%
- Other/ another party: 2%
- None/ Don't know: 45%

Helping people like me
- Labour: 10%
- The Conservatives: 12%
- Reform UK: 20%
- The Liberal Democrats: 6%
- Green Party: 9%
- Other/ another party: 4%
- None/ Don't know: 40%

Reducing the cost of living
- Labour: 8%
- The Conservatives: 10%
- Reform UK: 18%
- The Liberal Democrats: 5%
- Green Party: 10%
- Other/ another party: 2%
- None/ Don't know: 48%

Unemployment
- Labour: 10%
- The Conservatives: 10%
- Reform UK: 18%
- The Liberal Democrats: 4%
- Green Party: 8%
- Other/ another party: 3%
- None/ Don't know: 47%

Pensions
- Labour: 9%
- The Conservatives: 15%
- Reform UK: 12%
- The Liberal Democrats: 4%
- Green Party: 7%
- Other/ another party: 2%
- None/ Don't know: 51%

Benefits
- Labour: 10%
- The Conservatives: 9%
- Reform UK: 21%
- The Liberal Democrats: 4%
- Green Party: 9%
- Other/ another party: 3%
- None/ Don't know: 43%

Best party on key policies

Which party do you think has the best policies on/ for...

Legend: ■ Labour ■ The Conservatives ■ Reform UK ■ The Liberal Democrats ■ Green Party ■ Other/ another party ■ None/ Don't know

Asylum and immigration
- Labour: 7%
- The Conservatives: 5%
- Reform UK: 35%
- The Liberal Democrats: 4%
- Green Party: 10%
- Other/ another party: 2%
- None/ Don't know: 36%

Education
- Labour: 12%
- The Conservatives: 12%
- Reform UK: 11%
- The Liberal Democrats: 4%
- Green Party: 8%
- Other/ another party: 4%
- None/ Don't know: 48%

Healthcare
- Labour: 14%
- The Conservatives: 7%
- Reform UK: 16%
- The Liberal Democrats: 5%
- Green Party: 9%
- Other/ another party: 4%
- None/ Don't know: 45%

Handling Britain's future relationship with the EU
- Labour: 11%
- The Conservatives: 9%
- Reform UK: 21%
- The Liberal Democrats: 8%
- Green Party: 9%
- Other/ another party: 4%
- None/ Don't know: 38%

The Environment
- Labour: 5%
- The Conservatives: 7%
- Reform UK: 13%
- The Liberal Democrats: 4%
- Green Party: 36%
- Other/ another party: 2%
- None/ Don't know: 34%

Defence
- Labour: 12%
- The Conservatives: 15%
- Reform UK: 16%
- The Liberal Democrats: 2%
- Green Party: 6%
- Other/ another party: 2%
- None/ Don't know: 46%

Housing
- Labour: 12%
- The Conservatives: 7%
- Reform UK: 16%
- The Liberal Democrats: 5%
- Green Party: 9%
- Other/ another party: 2%
- None/ Don't know: 48%

Crime and anti-social behaviour
- Labour: 9%
- The Conservatives: 8%
- Reform UK: 24%
- The Liberal Democrats: 4%
- Green Party: 7%
- Other/ another party: 2%
- None/ Don't know: 45%

Transport
- Labour: 10%
- The Conservatives: 9%
- Reform UK: 12%
- The Liberal Democrats: 4%
- Green Party: 12%
- Other/ another party: 3%
- None/ Don't know: 51%

Poverty and inequality
- Labour: 12%
- The Conservatives: 5%
- Reform UK: 16%
- The Liberal Democrats: 8%
- Green Party: 12%
- Other/ another party: 4%
- None/ Don't know: 44%

Ipsos

Best party on managing the economy: 1990-2025

Which party do you think has the best policies on managing the economy, the Conservatives, Labour, Liberal Democrats or some other party?
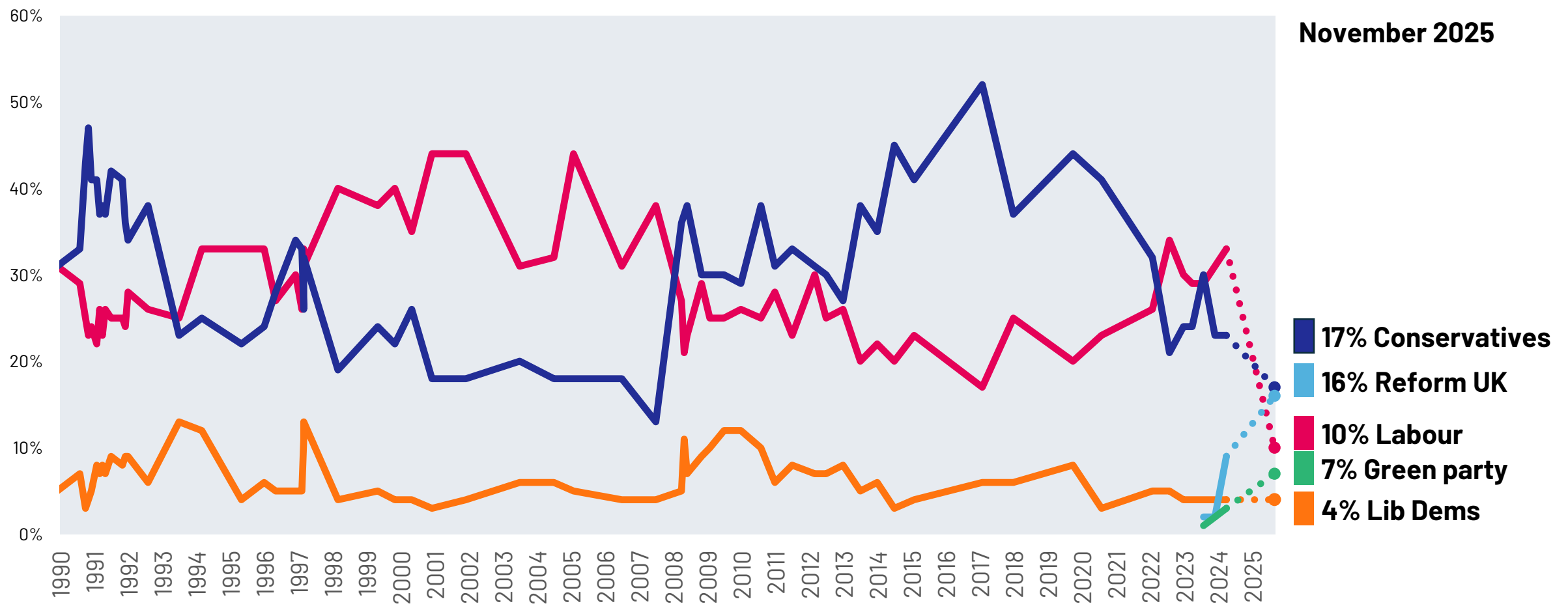
November 2025

- **17% Conservatives**
- **16% Reform UK**
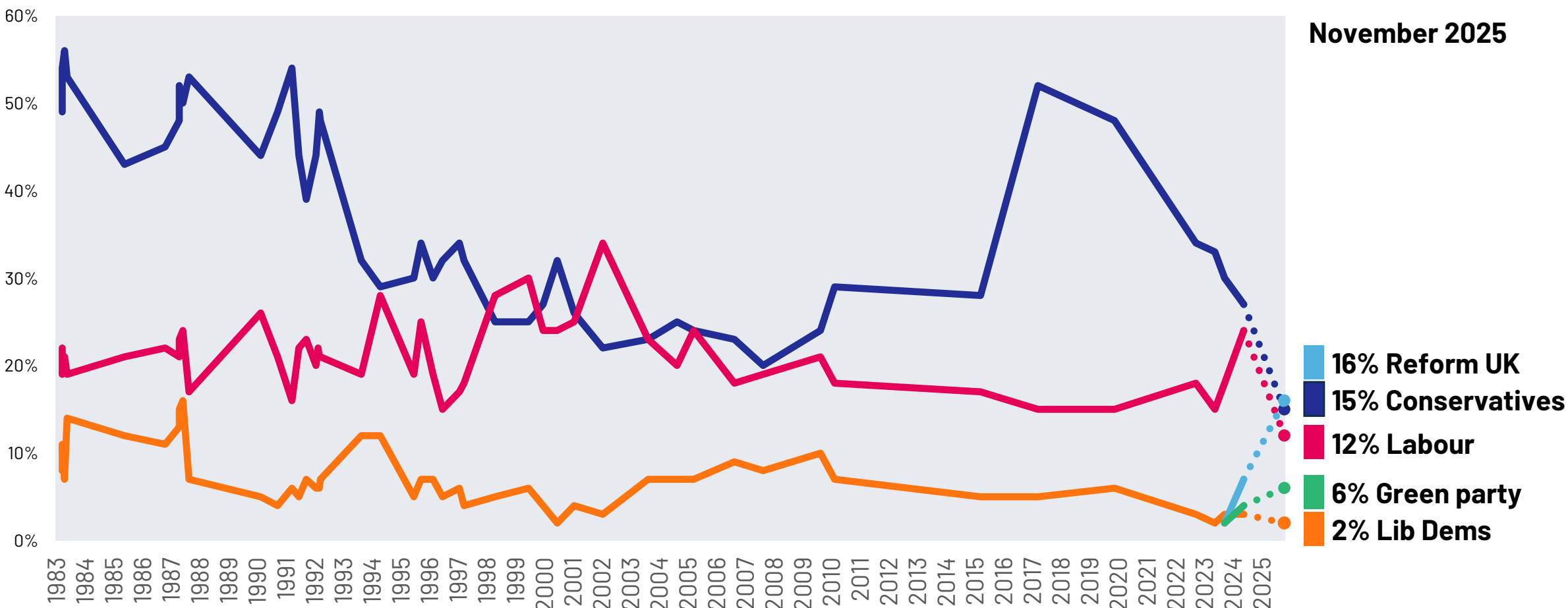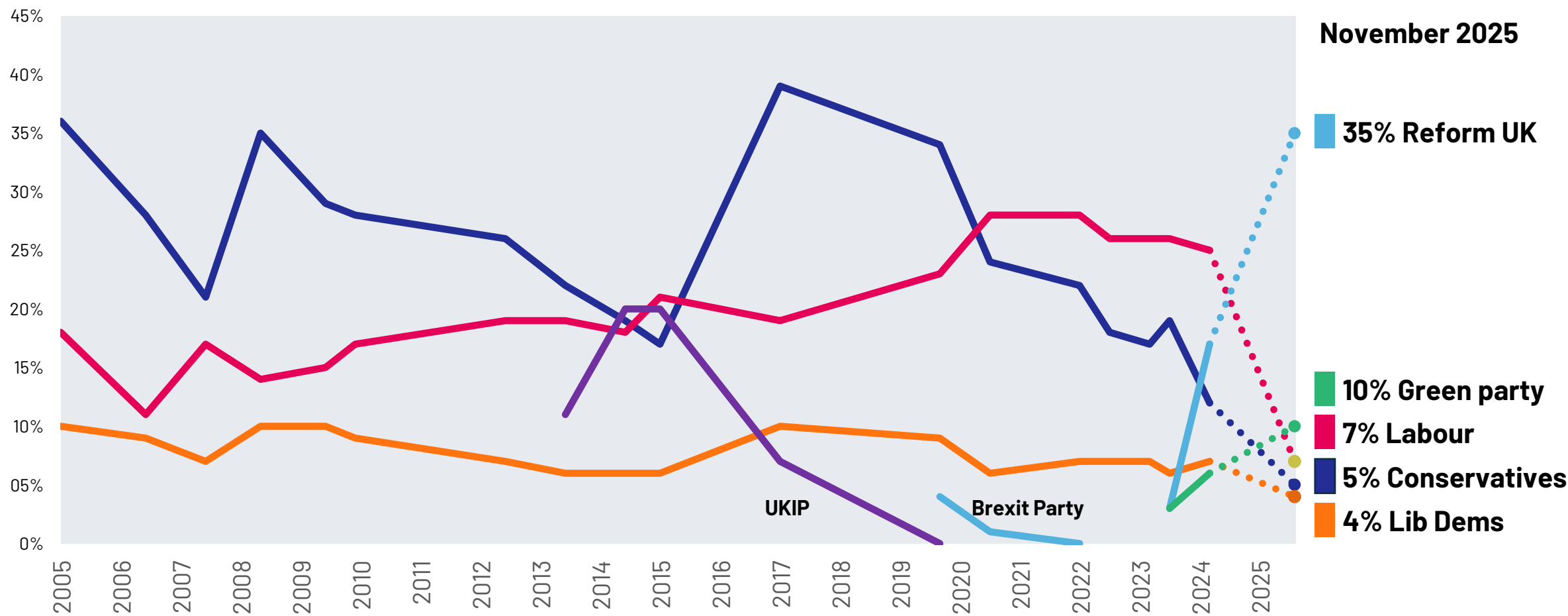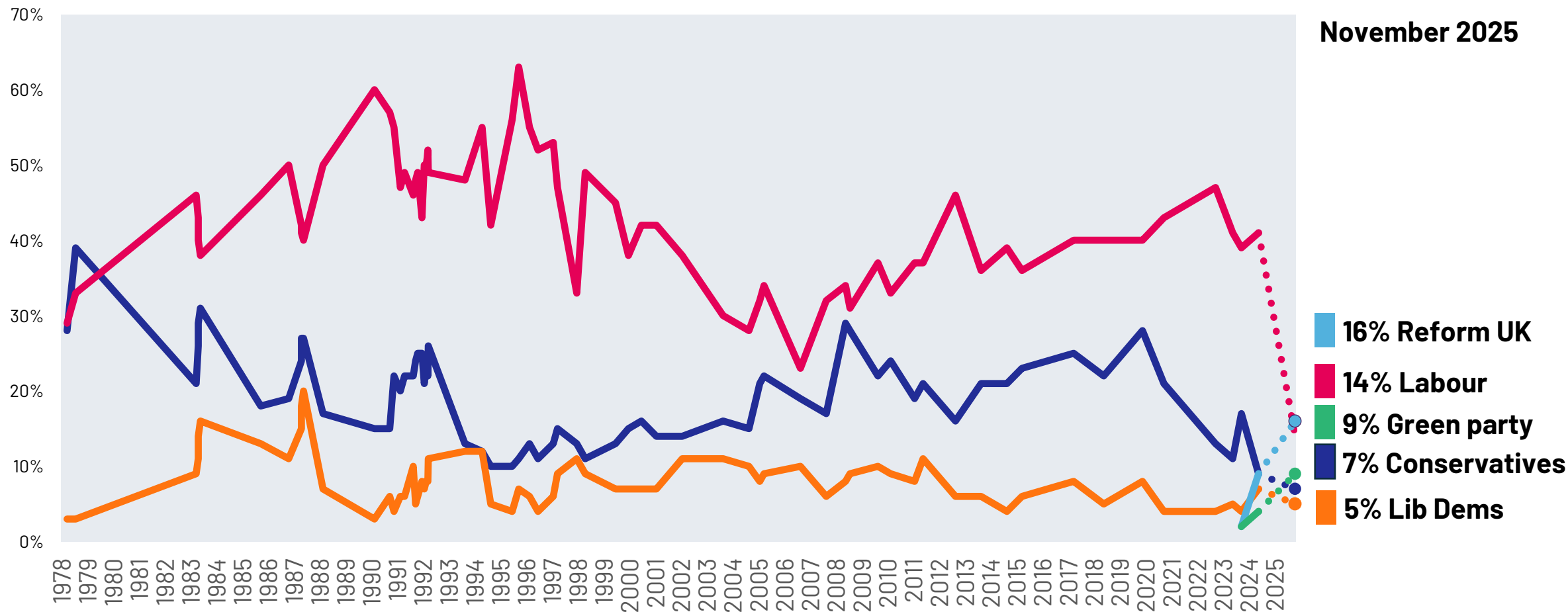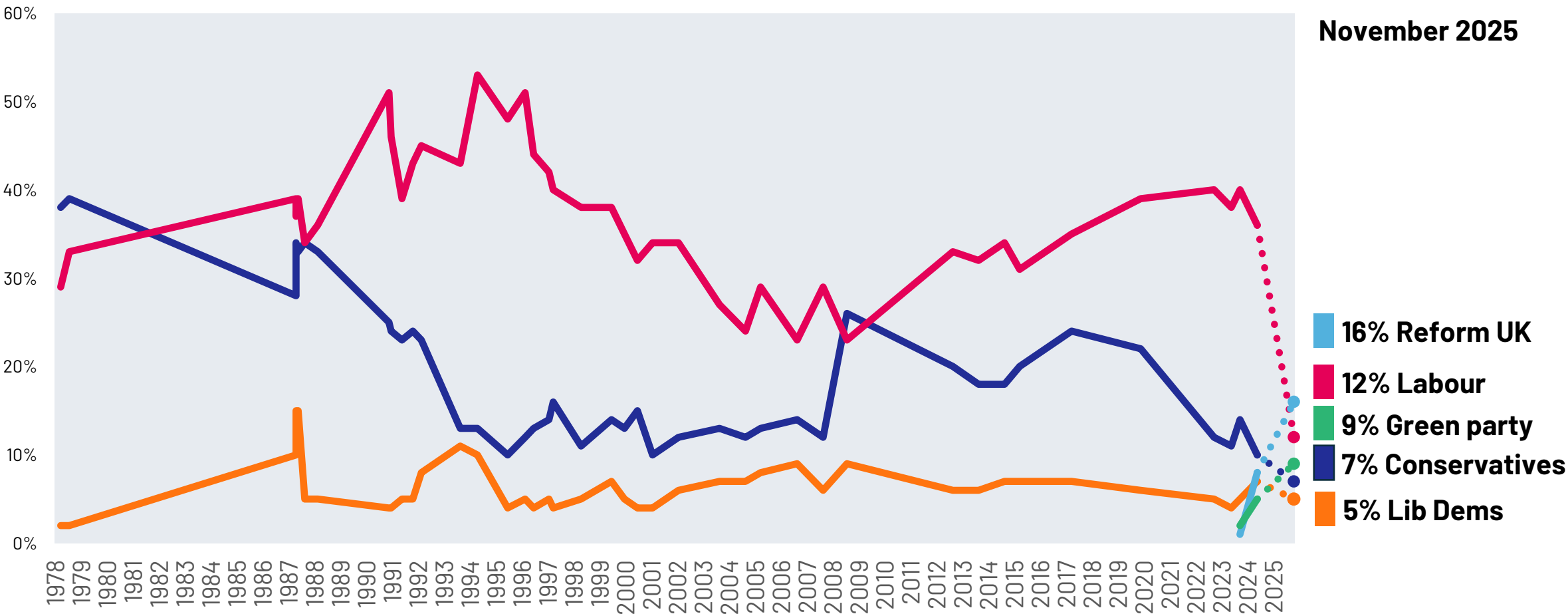- **10% Labour**
- **7% Green party**
- **4% Lib Dems**

Latest wave base: 1,148 British adults 18+, 30 October – 5 November. c.1000 people asked each wave.
Data collected prior to June 2008 was collected via face-to-face methodology; data collected from June 2008 – October 2025 was via telephone; from Oct 2025 data was collected online via the probability KnowledgePanel.

Source: Ipsos Political Monitor

Ipsos

Best party on taxation: 1979-2025

Which party do you think has the best policies on taxation...
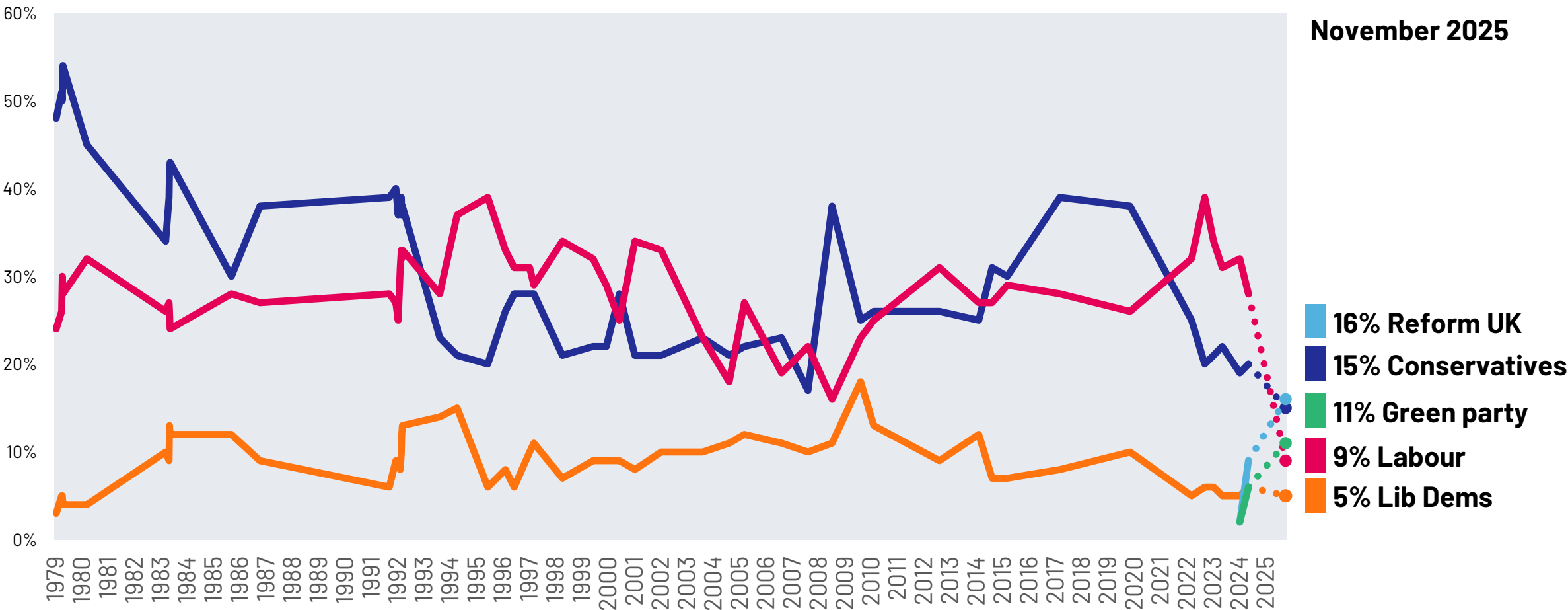
November 2025

- **16% Reform UK**
- **15% Conservatives**
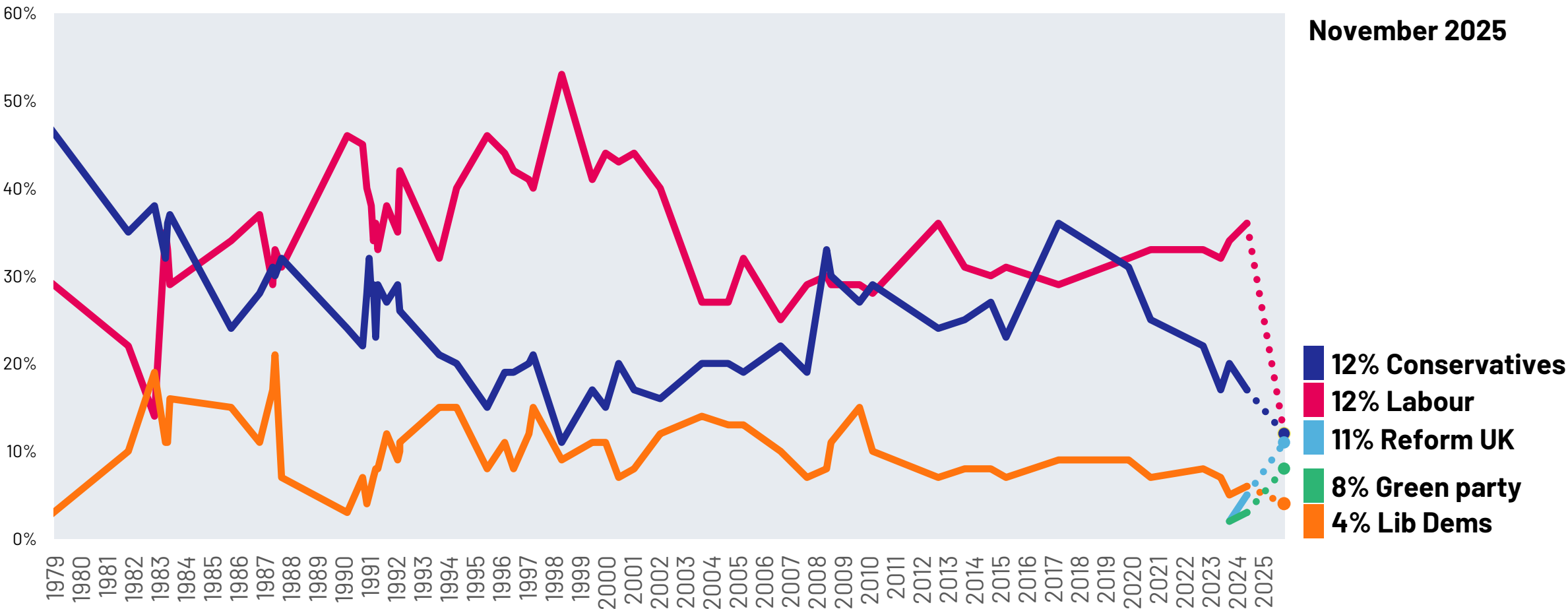- **11% Green party**
- **9% Labour**
- **5% Lib Dems**

Latest wave base: 1,148 British adults 18+, 30 October – 5 November. c.1000 people asked each wave.
Data collected prior to June 2008 was collected via face-to-face methodology; data collected from June 2008 – October 2025 was via telephone; from Oct 2025 data was collected online via the probability KnowledgePanel.

Source: Ipsos Political Monitor

Best party on defence: 1983-2025

Which party do you think has the best policies on defence...

November 2025

- 16% Reform UK
- 15% Conservatives
- 12% Labour
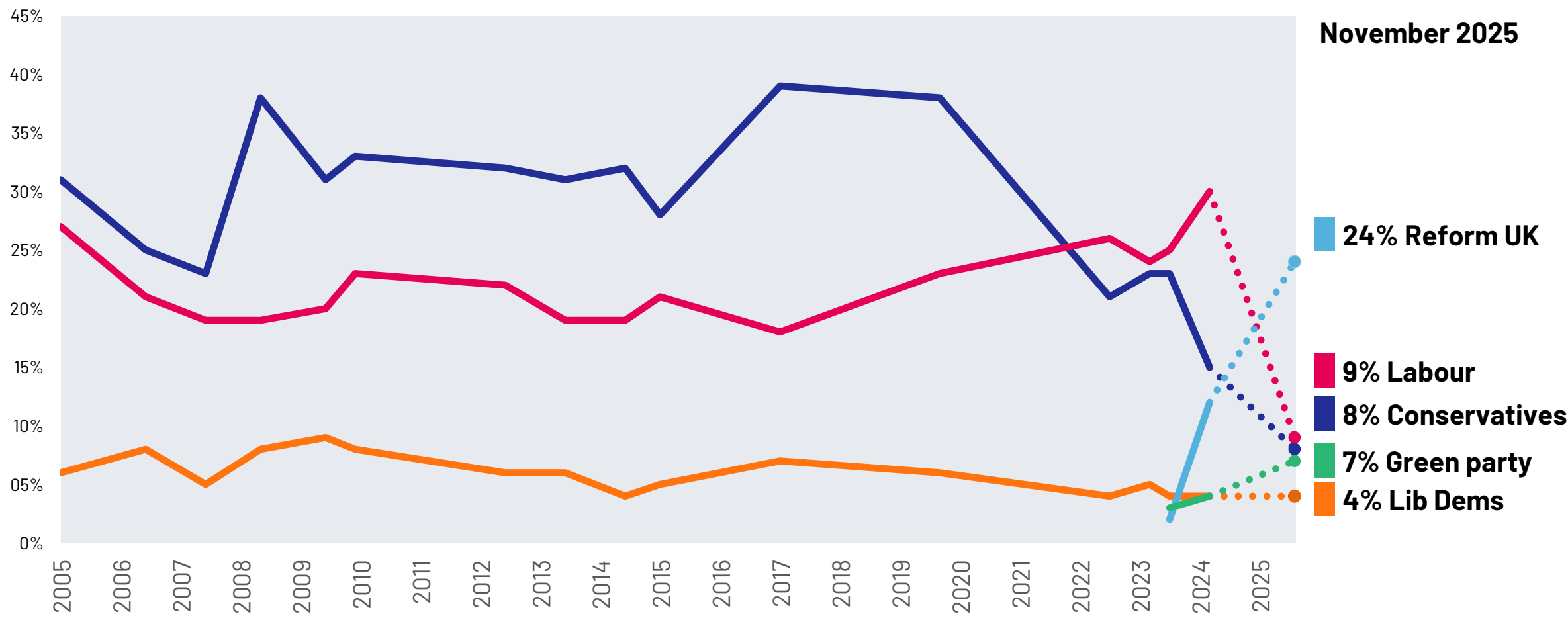- 6% Green party
- 2% Lib Dems

Latest wave base: 1,148 British adults 18+, 30 October – 5 November. c.1000 people asked each wave.
Data collected prior to June 2008 was collected via face-to-face methodology; data collected from June 2008 –
October 2025 was via telephone; from Oct 2025 data was collected online via the probability KnowledgePanel.

Source: Ipsos Political Monitor

Best party on asylum and immigration: 2005-2025

Which party do you think has the best policies on asylum and immigration...

November 2025

- **35% Reform UK**
- **10% Green party**
- **7% Labour**
- **5% Conservatives**
- **4% Lib Dems**

UKIP

Brexit Party

Latest wave base: 1,148 British adults 18+, 30 October – 5 November. c.1000 people asked each wave.
Data collected prior to June 2008 was collected via face-to-face methodology; data collected from June 2008 –
October 2025 was via telephone; from Oct 2025 data was collected online via the probability KnowledgePanel.

Source: Ipsos Political Monitor

Ipsos

Best party on healthcare: 1978-2025

Which party do you think has the best policies on healthcare...

November 2025

Legend:
- 16% Reform UK
- 14% Labour
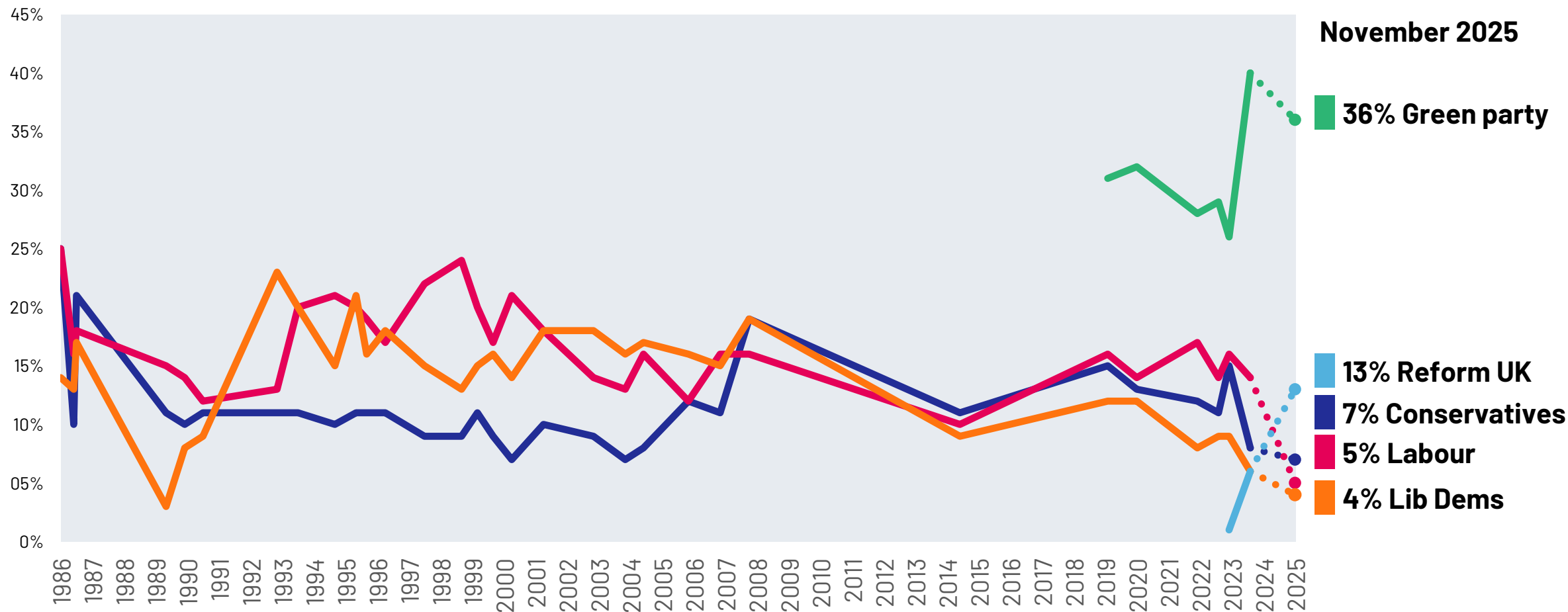- 9% Green party
- 7% Conservatives
- 5% Lib Dems

Latest wave base: 1,148 British adults 18+, 30 October – 5 November. c.1000 people asked each wave.
Data collected prior to June 2008 was collected via face-to-face methodology; data collected from June 2008 – October 2025 was via telephone; from Oct 2025 data was collected online via the probability KnowledgePanel.

Source: Ipsos Political Monitor

Best party on housing: 1978-2025

Which party do you think has the best policies on housing...

November 2025

- 16% Reform UK
- 12% Labour
- 9% Green party
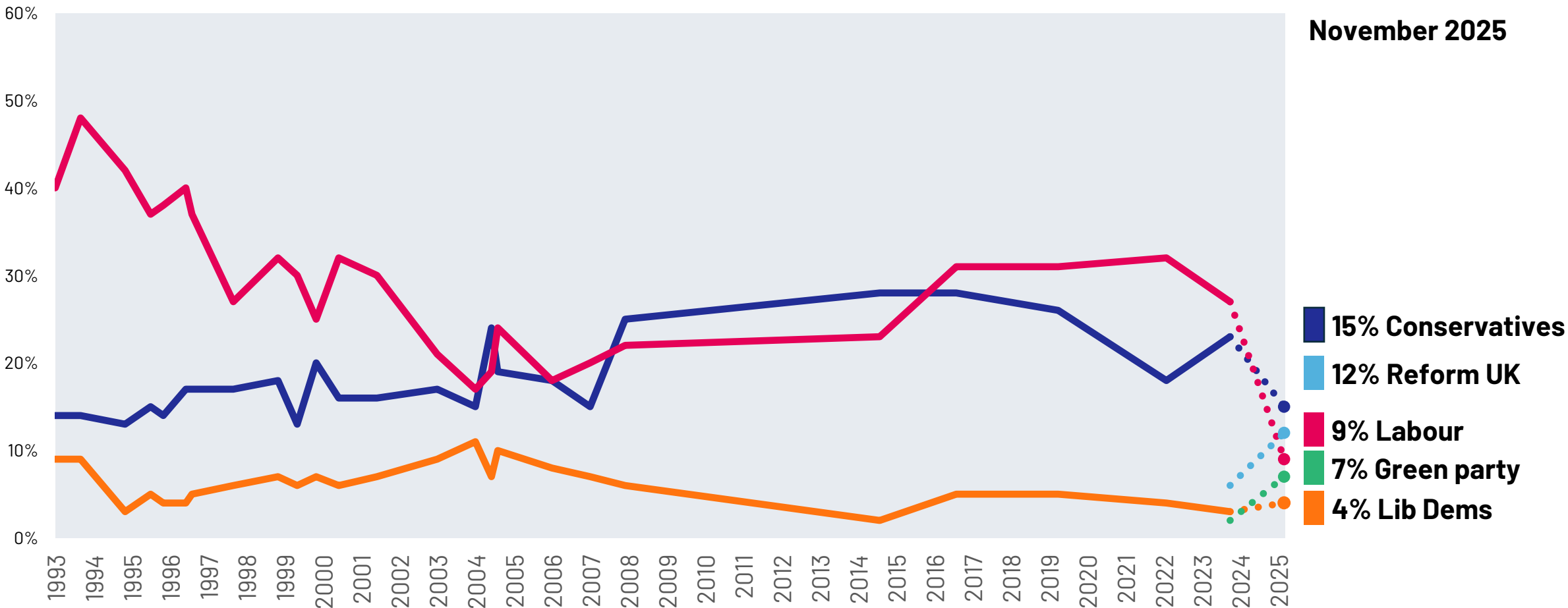- 7% Conservatives
- 5% Lib Dems

Latest wave base: 1,148 British adults 18+, 30 October – 5 November. c.1000 people asked each wave.
Data collected prior to June 2008 was collected via face-to-face methodology; data collected from June 2008 –
October 2025 was via telephone; from Oct 2025 data was collected online via the probability KnowledgePanel.

Source: Ipsos Political Monitor

Ipsos

Best party on education: 1977-2025

Which party do you think has the best policies on education…

November 2025

- 12% Conservatives
- 12% Labour
- 11% Reform UK
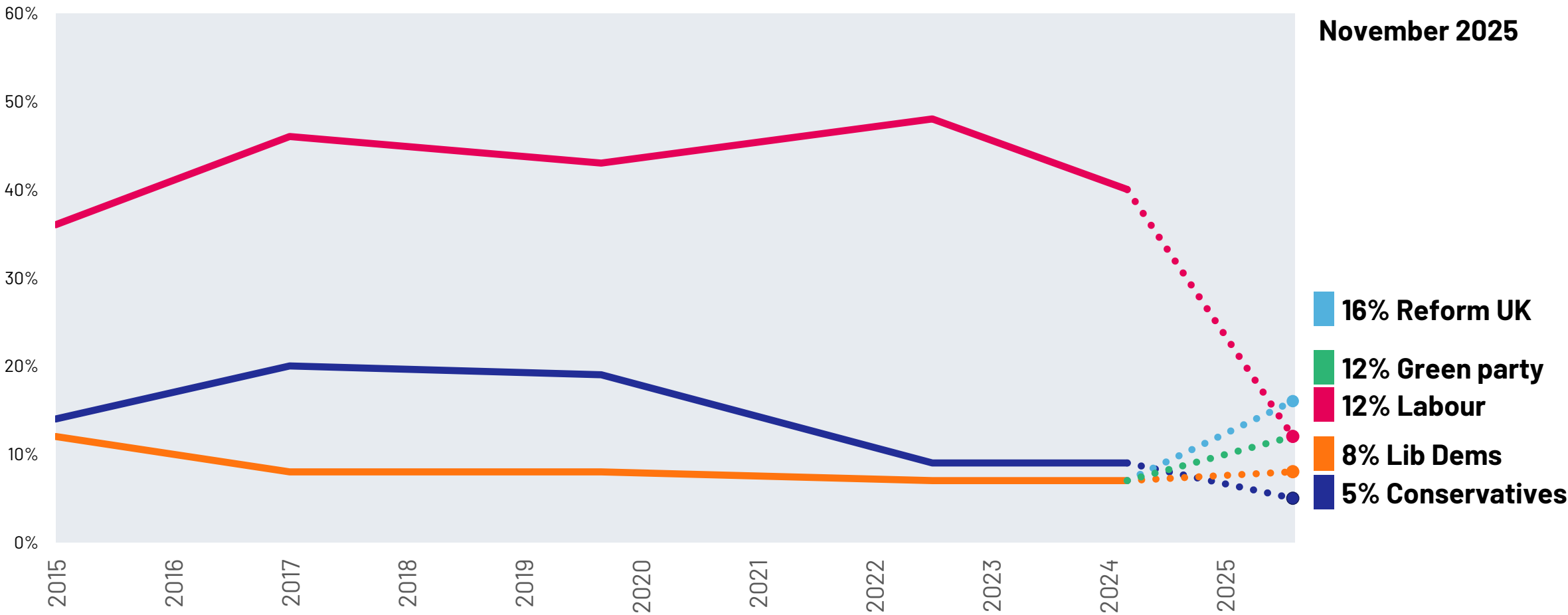- 8% Green party
- 4% Lib Dems

Latest wave base: 1,148 British adults 18+, 30 October – 5 November. c.1000 people asked each wave.
Data collected prior to June 2008 was collected via face-to-face methodology; data collected from June 2008 –
October 2025 was via telephone; from Oct 2025 data was collected online via the probability KnowledgePanel.

Source: Ipsos Political Monitor

Best party on crime and anti-social behaviour: 2005-2025

Which party do you think has the best policies on crime and anti-social behaviour...

November 2025

- 24% Reform UK
- 9% Labour
- 8% Conservatives
- 7% Green party
- 4% Lib Dems

Best party on the environment: 1986-2025

Which party do you think has the best policies on the environment...

November 2025

36% Green party

13% Reform UK
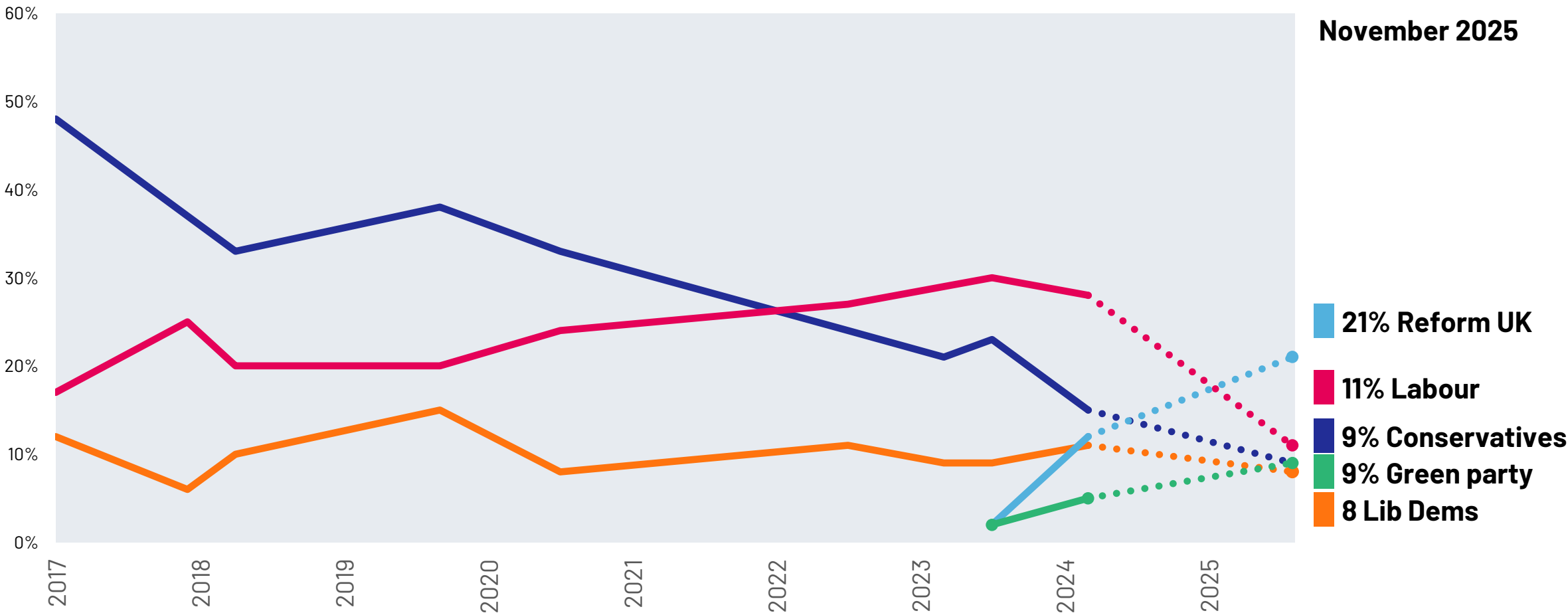**7% Conservatives**
5% Labour
4% Lib Dems

Latest wave base: 1,148 British adults 18+, 30 October – 5 November. c.1000 people asked each wave.
Data collected prior to June 2008 was collected via face-to-face methodology; data collected from June 2008 –
October 2025 was via telephone; from Oct 2025 data was collected online via the probability KnowledgePanel.

Source: Ipsos Political Monitor

Best party on pensions: 1993-2025

Which party do you think has the best policies on pensions...

November 2025

- **15% Conservatives**
- **12% Reform UK**
- **9% Labour**
- **7% Green party**
- **4% Lib Dems**

Latest wave base: 1,148 British adults 18+, 30 October – 5 November. c.1000 people asked each wave.
Data collected prior to June 2008 was collected via face-to-face methodology; data collected from June 2008 –
October 2025 was via telephone; from Oct 2025 data was collected online via the probability KnowledgePanel.

Source: Ipsos Political Monitor

Best party on poverty and inequality: 2015-2025

Which party do you think has the best policies on poverty and inequality...

November 2025

16% Reform UK

12% Green party

12% Labour

8% Lib Dems

5% Conservatives

Best party on handling Britain's future with the EU: 2017-2025

Which party do you think has the best policies on handling Britain's future relationship with the European Union...
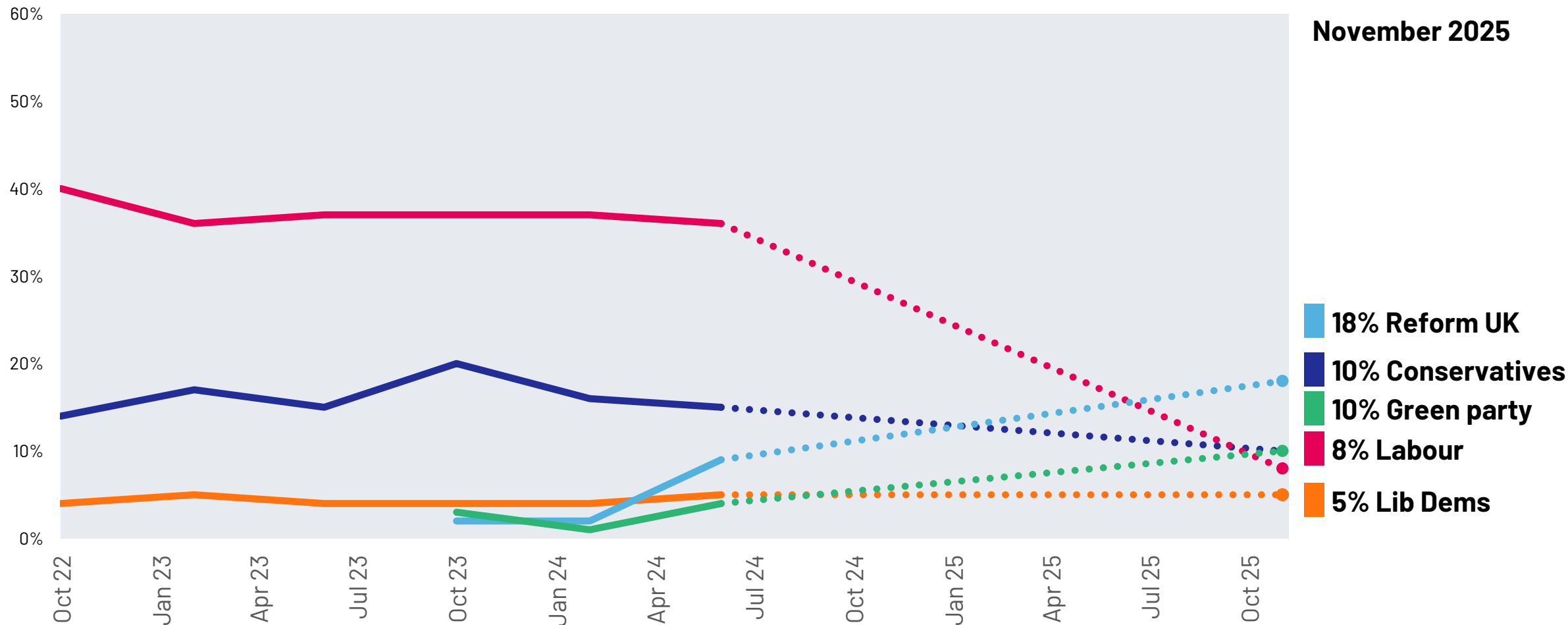

November 2025

21% Reform UK
11% Labour
9% Conservatives
9% Green party
8 Lib Dems

Latest wave base: 1,148 British adults 18+, 30 October – 5 November. c.1000 people asked each wave.
Data collected prior to June 2008 was collected via face-to-face methodology; data collected from June 2008 – October 2025 was via telephone; from Oct 2025 data was collected online via the probability KnowledgePanel.

Source: Ipsos Political Monitor

Best party on reducing the cost of living: 2022-2025

Which party do you think has the best policies on reducing the cost of living...

November 2025

18% Reform UK
10% Conservatives
10% Green party
8% Labour
5% Lib Dems

Best party on key policies: *Trends*

Which party do you think has the best policies on/ for...
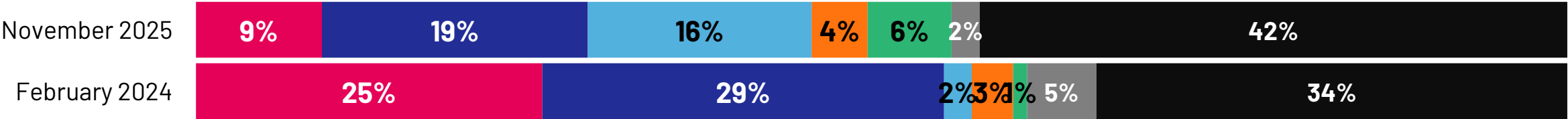
Legend: ▮ Labour ▮ The Conservatives ▮ Reform UK ▮ The Liberal Democrats ▮ Green Party ▮ Other/ another party ▮ None/ Don't know

Britain's businesses

	Labour	The Conservatives	Reform UK	Lib Dem	Green	Other	None/ Don't know
November 2025	9%	19%	16%	4%	6%	2%	42%
February 2024	25%	29%	2%	3%	1%	5%	34%

The level of public spending

	Labour	The Conservatives	Reform UK	Lib Dem	Green	Other	None/ Don't know
November 2025	10%	11%	19%	5%	8%	2%	45%
February 2024	35%	16%	2%	5%	1%	7%	33%

People in work

	Labour	The Conservatives	Reform UK	Lib Dem	Green	Other	None/ Don't know
November 2025	11%	13%	18%	4%	8%	2%	43%
February 2024	40%	15%	2%	5%	1%	7%	30%
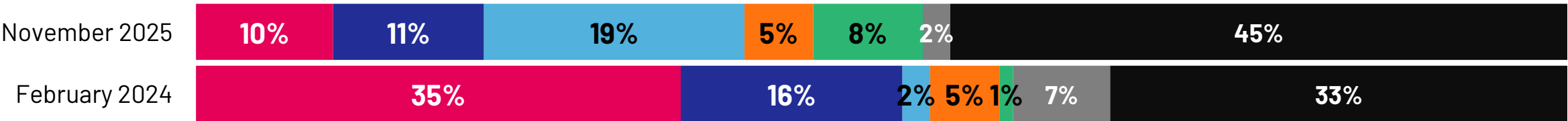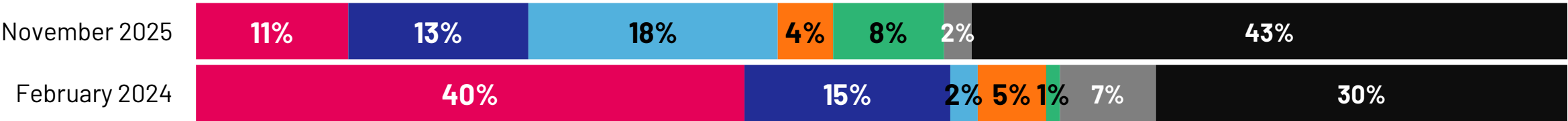
About the Ipsos KnowledgePanel

Ipsos, part of the Ipsos group, is one of the UK's largest and most innovative research agencies, working for a wide range of global businesses and many government departments and public bodies.

The KnowledgePanel, set up in 1999 in the US, 2020 in the UK, and since across Europe, is an online random probability panel.
In the UK, panellists aged 16+ are recruited via a postal push-to-web methodology. Invitations are sent to randomly selected addresses in the UK. Those who are digitally excluded are provided with a tablet and restricted internet access, free of cost. Our recruitment approach means all UK households in private residential settings have a known and non-zero chance of being invite to join the panel.

A high-quality random selection process is followed for all survey sampling. Panel members are randomly selected to take part in surveys. Data collection usually takes place over a week, online. Being a probability sample, quotas are not applied. Instead, the selected sample is stratified to ensure it is balanced on key characteristics. All those invited are allowed to take part in the survey.

Methodology

We interviewed a representative random sample of 1,148 British adults aged 18+ via the Ipsos UK KnowledgePanel. Data was collected online between 30 October – 5 November 2025. A sample of 2,278 adults aged 18+ were invited to take part in the survey. The sample was stratified by nation, age, qualifications and vote at the 2024 general election (as collected immediately after the election).

The achieved sample was weighted in two stages:
- Design weights were applied to correct for the unequal probabilities of a person being selected for a survey.
- Calibration weights were applied to correct for differential non-response. Data was weighted to the adult population profile on age and gender, region, ethnicity, qualifications, work status and sector (public sector/other), social grade (office coded), number of cars in household, constituency type and newspaper readership (print and digital). Population targets were obtained from the 2021/22 Census, ONS population estimates and other large probability surveys.

A two-part voting intention question is used with prompting on main parties (Conservative, Labour, Reform UK, Liberal Democrats, SNP in Scotland and Plaid Cymru in Wales) and a follow-up "squeeze" question of those who are undecided or refuse the first question. A turnout filter is used based on two questions: current stated likelihood to vote (at least 9 out of 10 certain to vote) and previous voting behaviour (if they say they "always" or "usually" vote in general elections or that "it depends").

Note that this is a new methodology implemented since June 2025. It involves a new form of data collection (online random probability panel instead of quota telephone survey), an updated voting intention (which involves prompting for Reform UK), and an updated weighting scheme. This is based on our learnings during and since the 2024 General Election. This means that comparisons with previous waves need to be made with caution. In particular, at this stage we are not making direct comparisons with previous satisfaction ratings for opposition party leaders. As always, we continually review our methods, and may make further changes to our methodology in the future.

Ipsos

November 2025
Political Monitor

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

Alex Bogdan
Research Director
alex.bogdan@ipsos.com