

Ipsos Political Pulse

November 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?

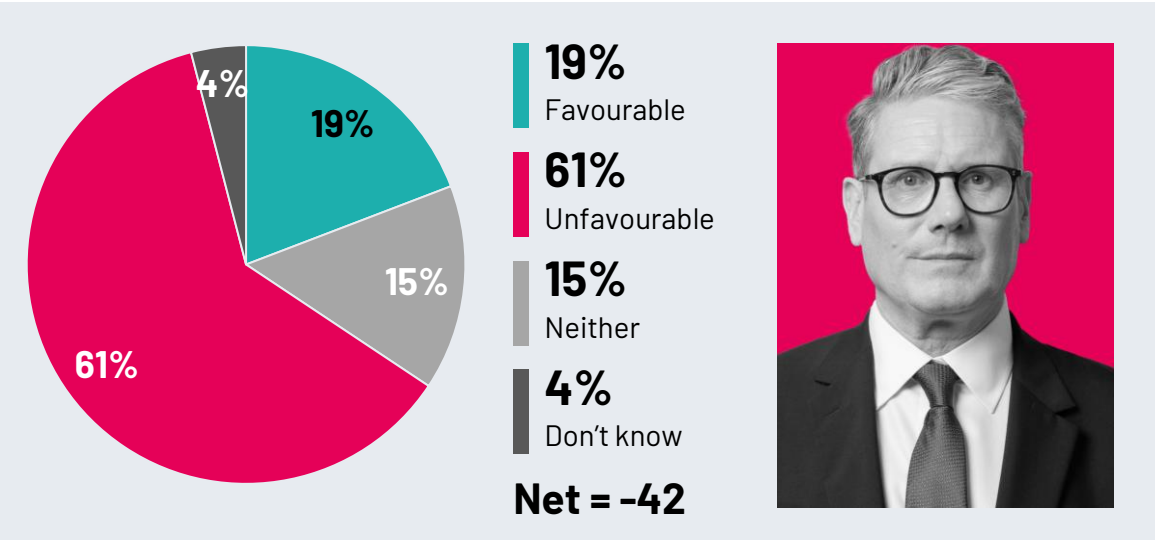
	Favourable	Unfavourable	Net	Swing vs Oct '25
Nigel Farage	30%	51%	-21	-6
Zack Polanski	25%	30%	-5	+1.5
Ed Davey	21%	34%	-13	-3
Keir Starmer	19%	61%	-42	-1
Kemi Badenoch	18%	52%	-34	-6
Shabana Mahmood	13%	42%	-29	-3
Rachel Reeves	13%	59%	-46	-3

Base: 1133 Online British adults aged 18+, 7-10 November 2025

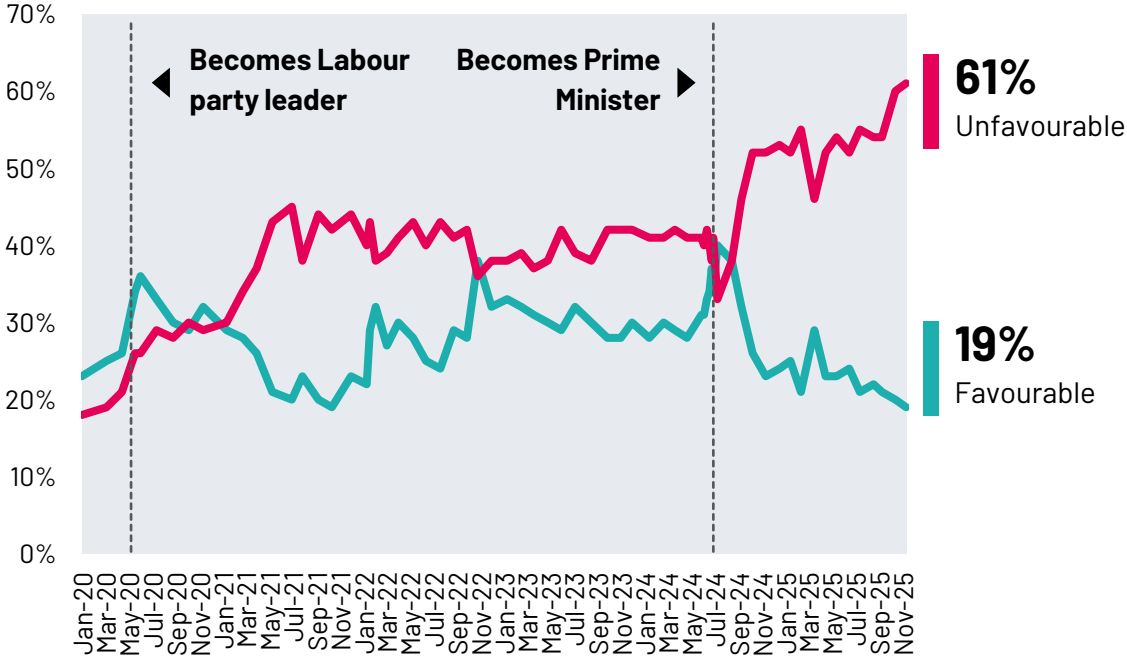
Keir Starmer: Favourability

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

November 2025



January 2020 – November 2025

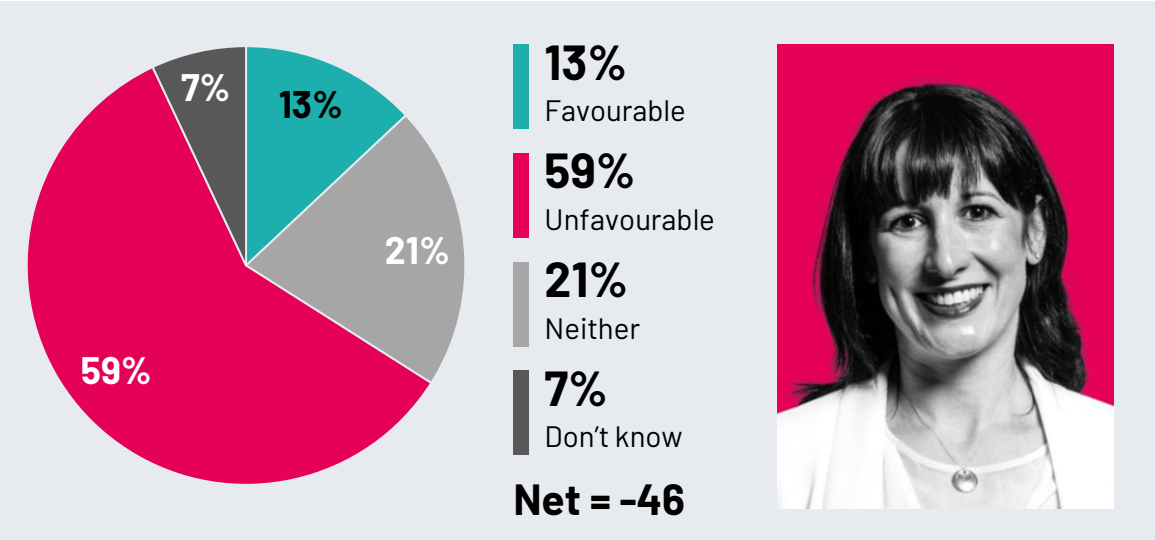


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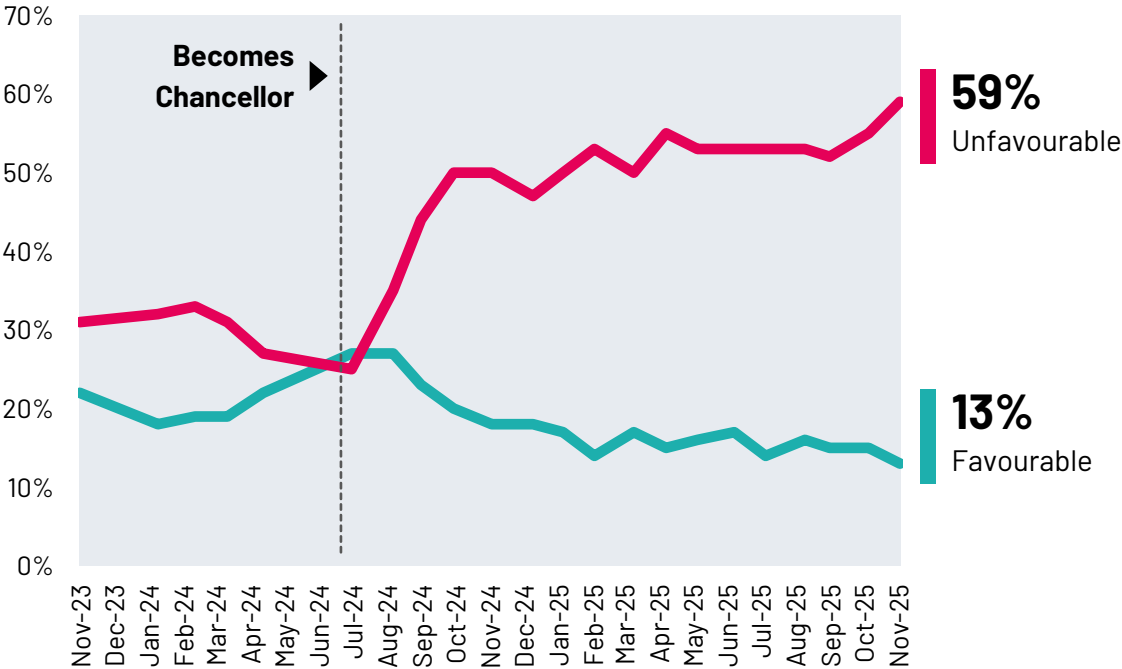
Rachel Reeves: Favourability

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

November 2025



November 2023 – November 2025

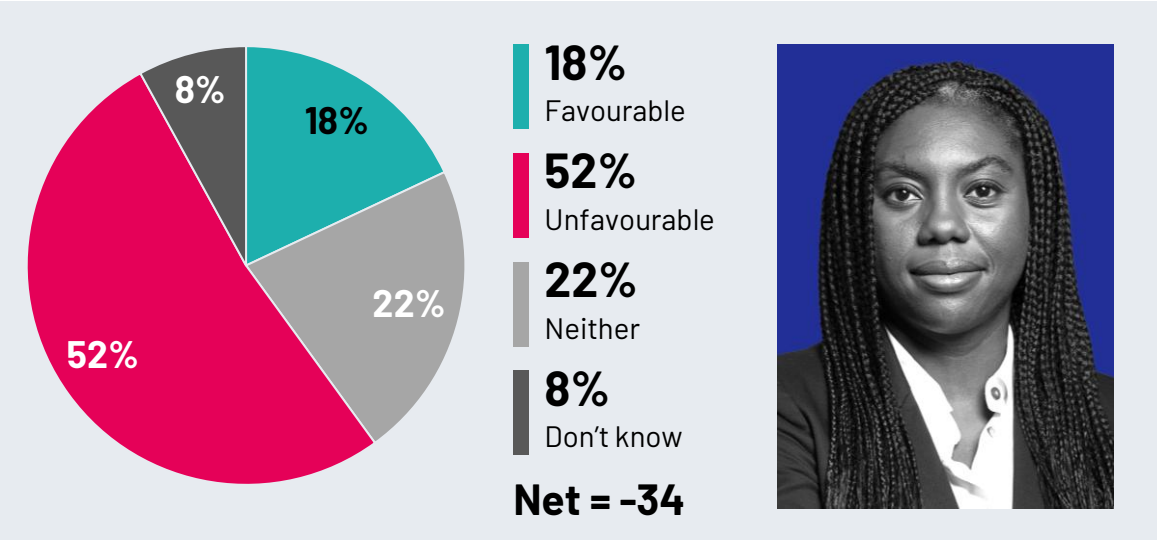


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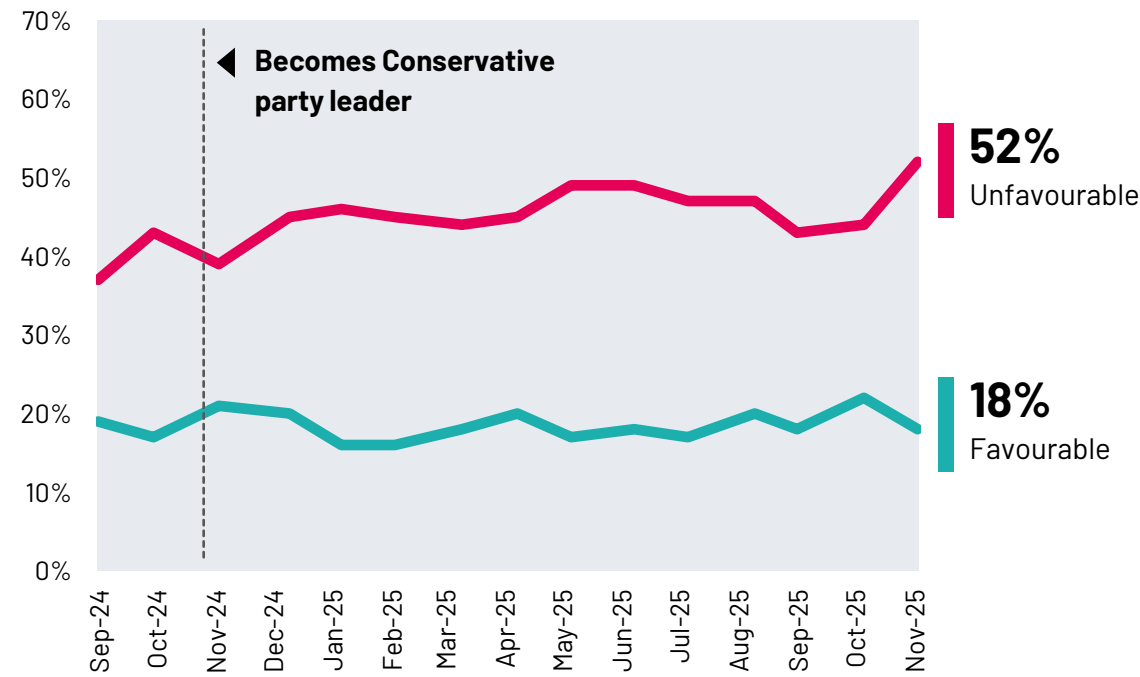
Kemi Badenoch: Favourability

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

November 2025



September 2024 – November 2025

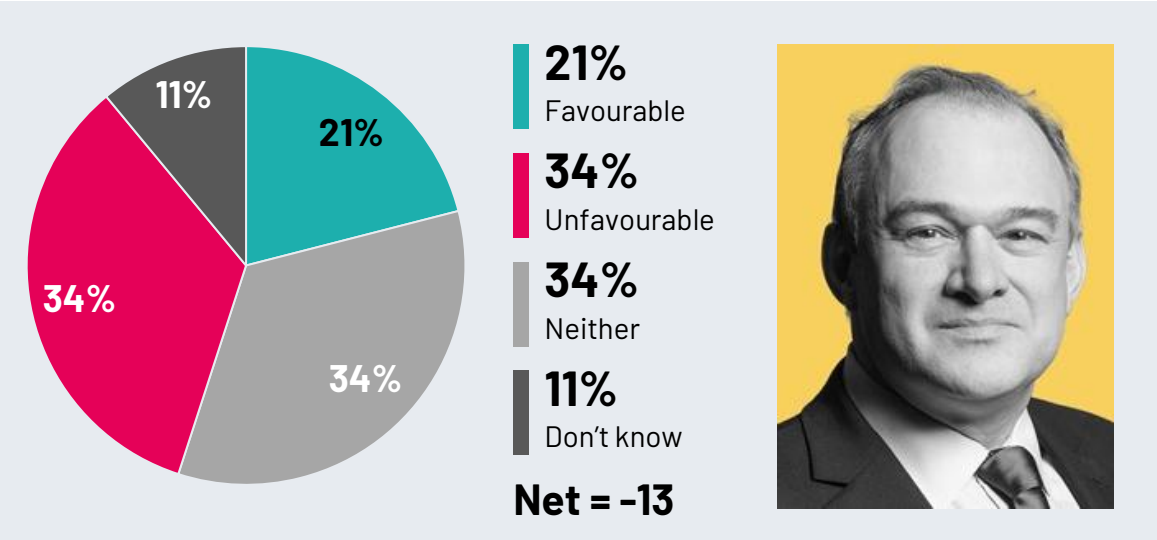


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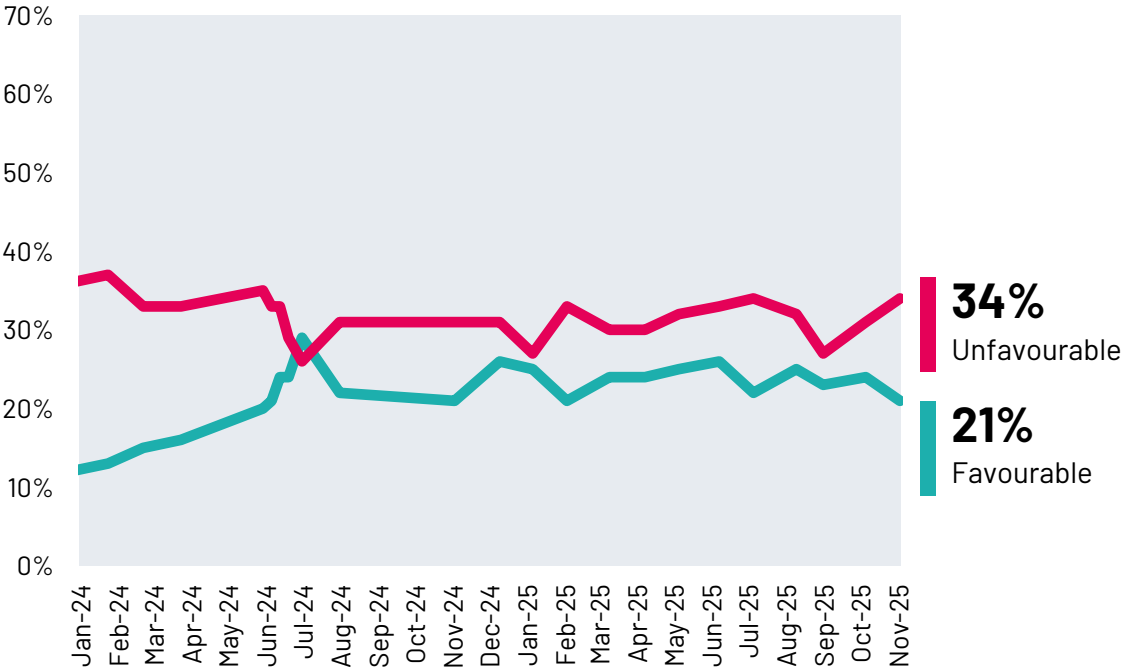
Ed Davey: Favourability

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

November 2025



January 2024 – November 2025

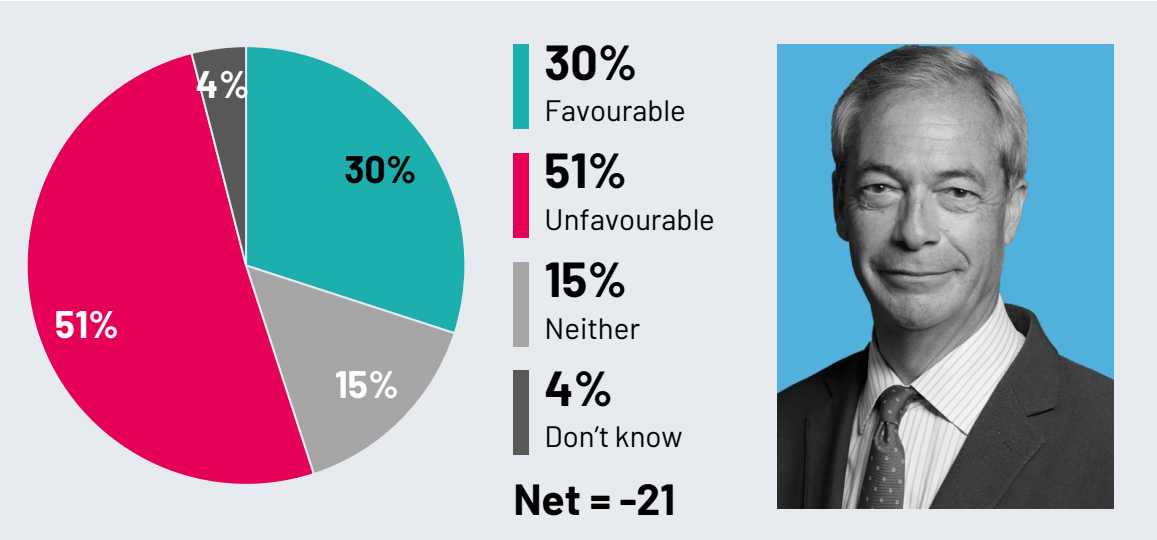


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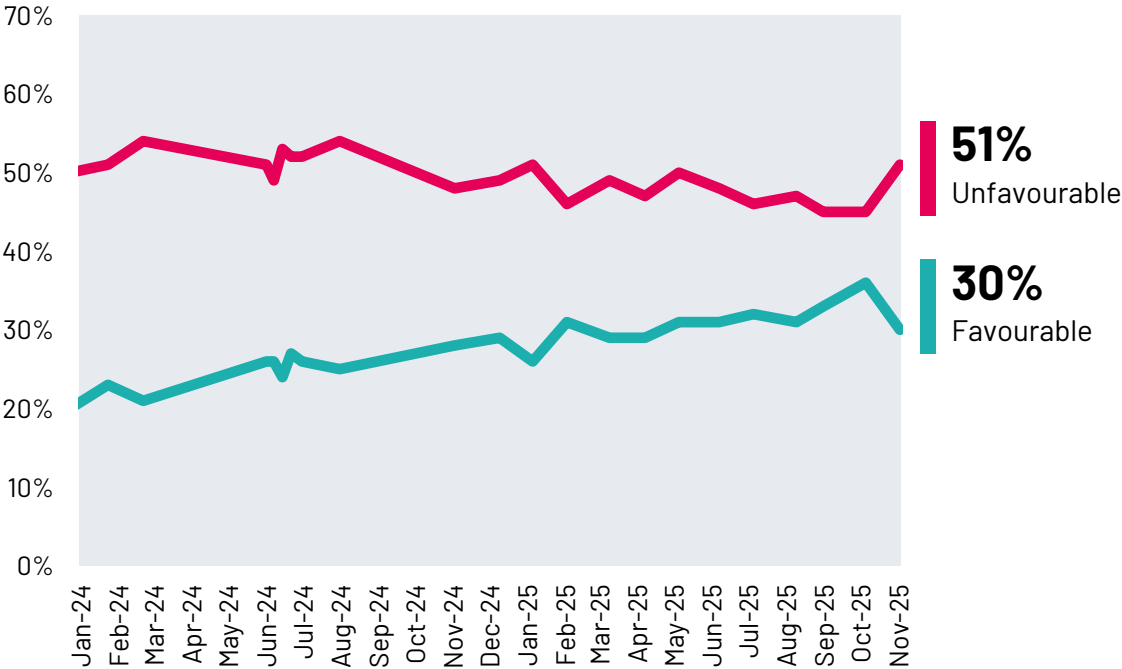
Nigel Farage: Favourability

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

November 2025



January 2024 – November 2025

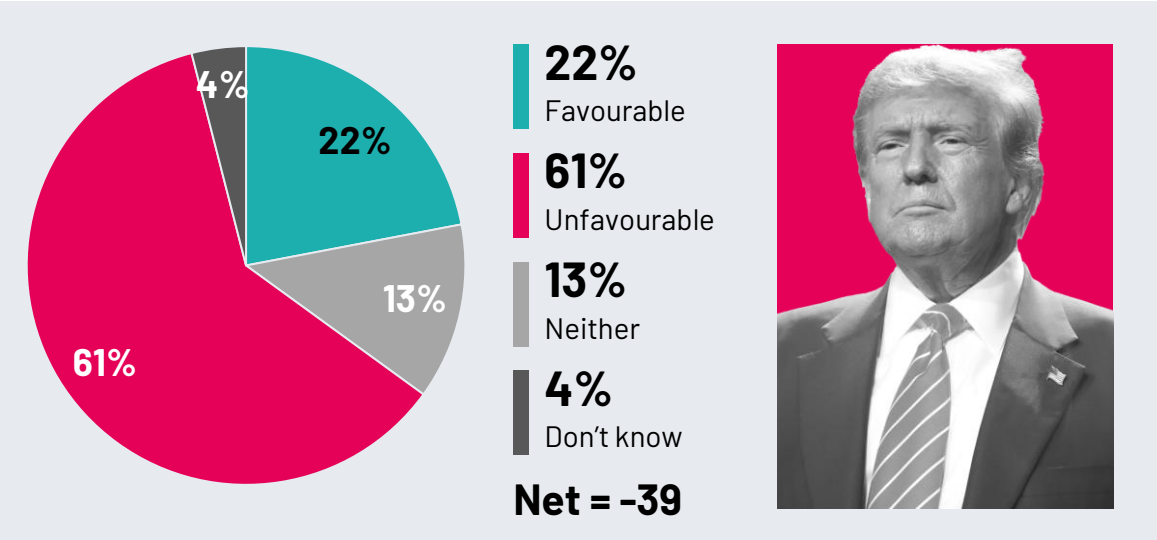


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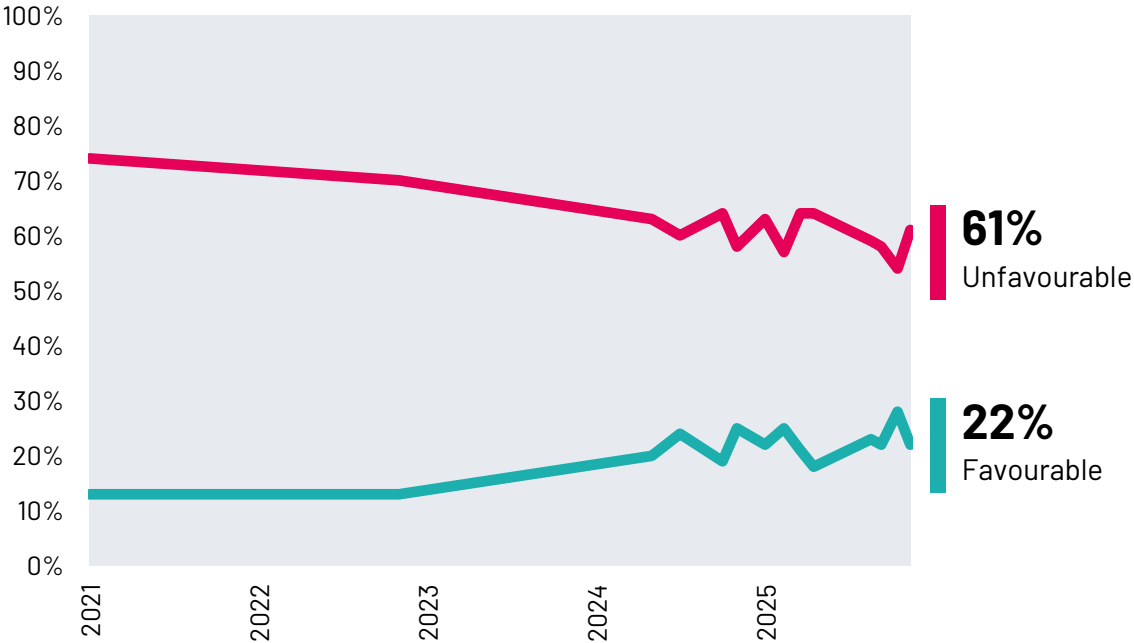
Donald Trump: Favourability

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

November 2025



January 2021 – November 2025



Base: 1133 Online British adults aged 18+, 7-10 November 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 Oct '25
The Green Party	31%	33%	-2	+2
Reform UK	30%	50%	-20	-7.5
The Liberal Democrats	24%	34%	-10	N/C
The Conservative party	20%	53%	-33	-2.5
The Labour party	20%	56%	-36	-2
The new left-wing political party*	17%	51%	-34	+2.5

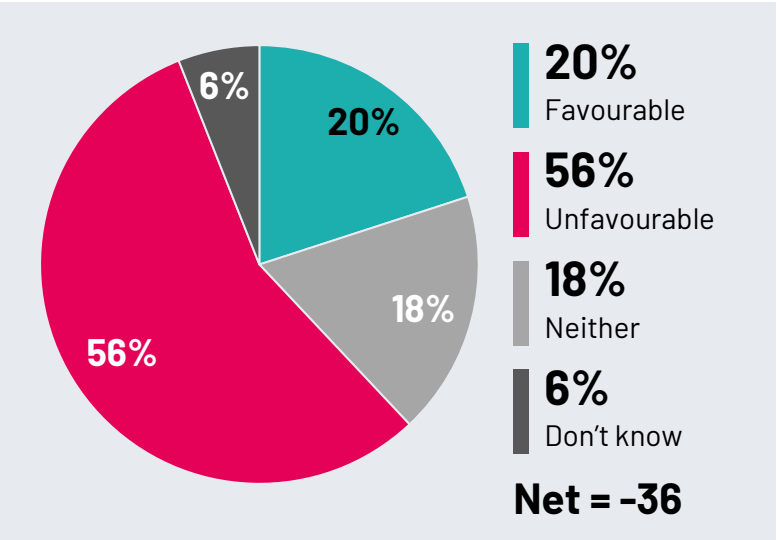
Base: 1133 Online British adults aged 18+, 7-10 November 2025

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

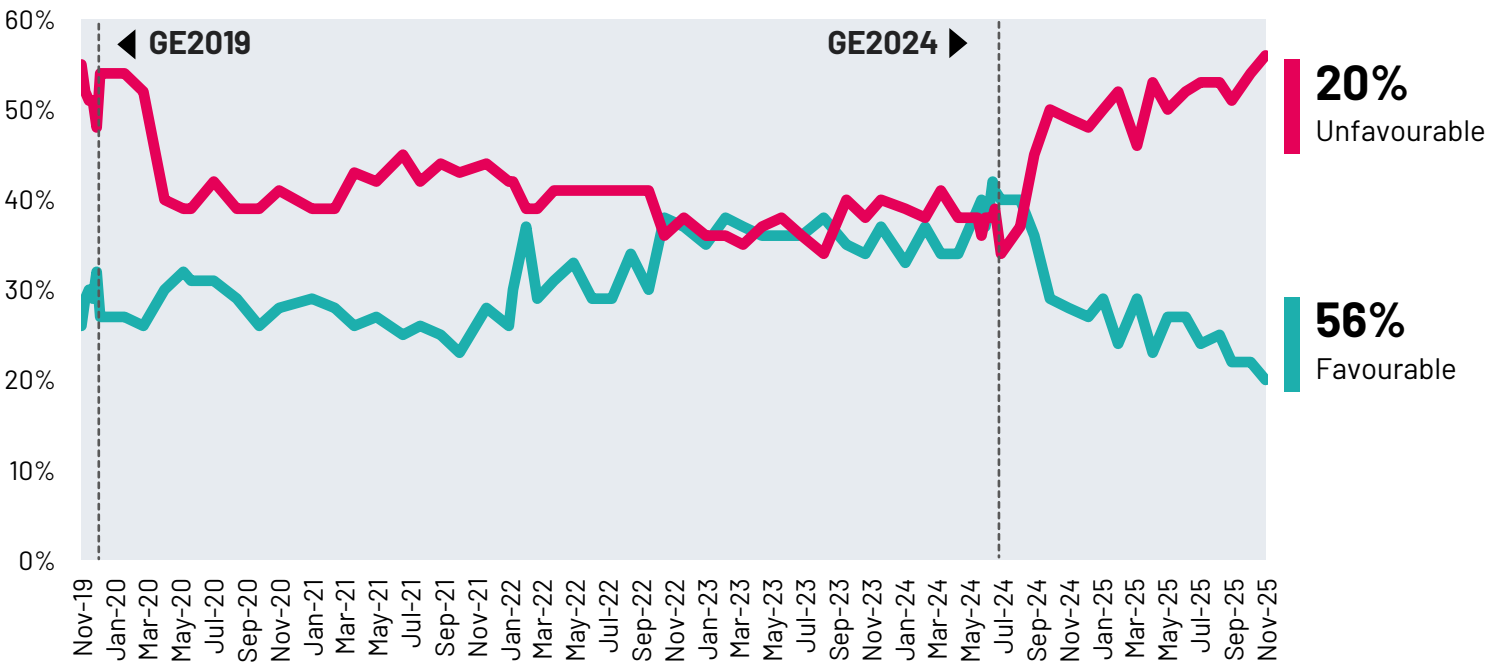
The Labour party: Favourability

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

November 2025



November 2019 – November 2025



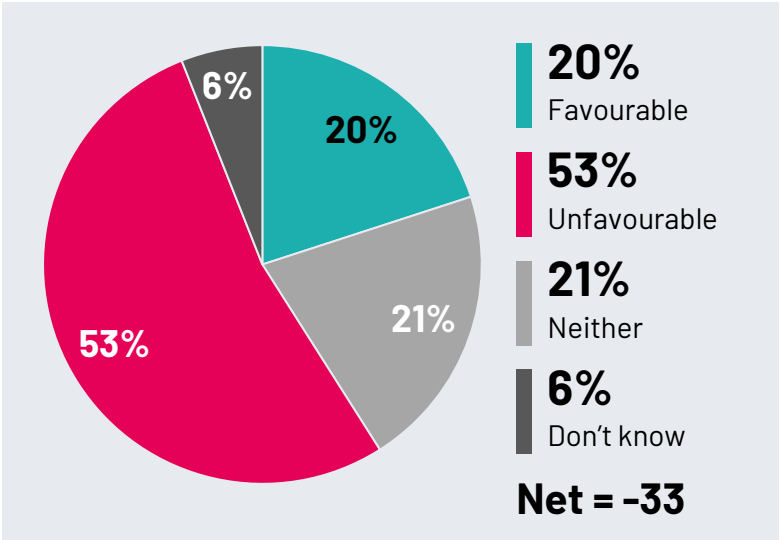
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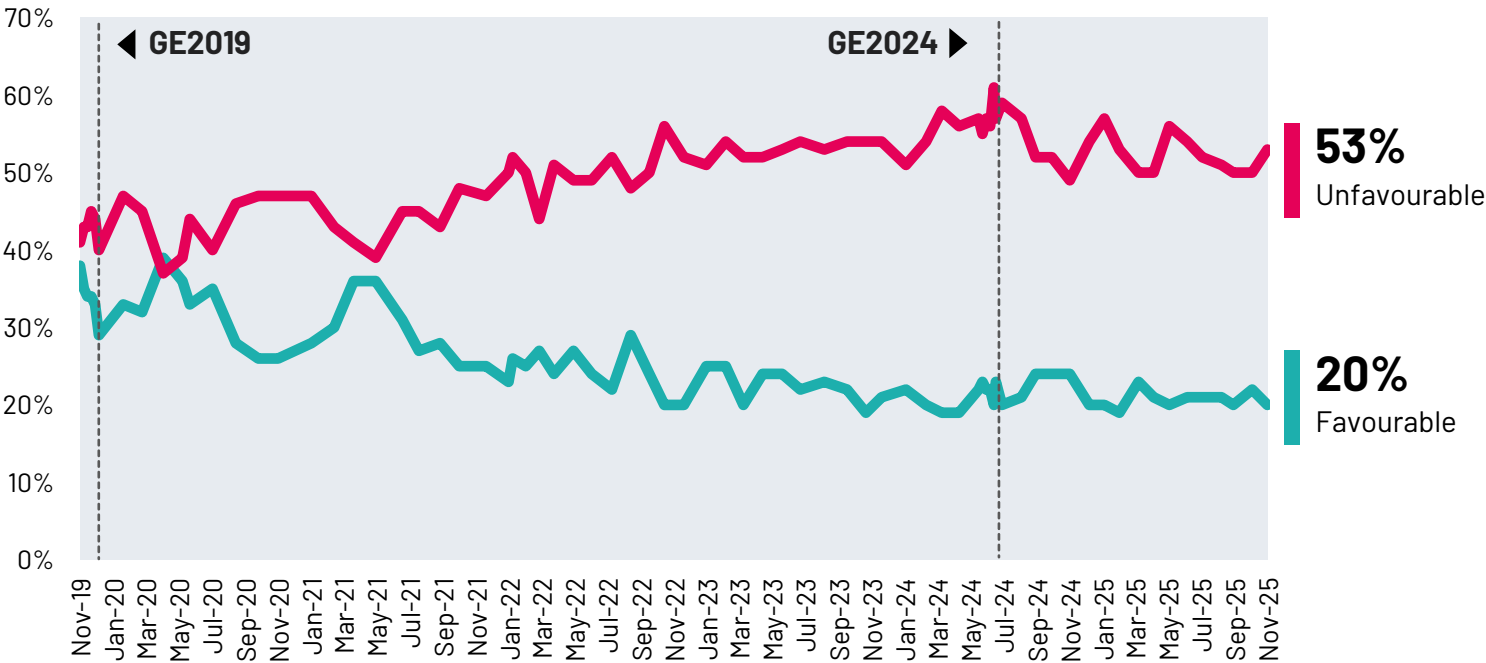
The Conservative party: Favourability

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

November 2025



November 2019 – November 2025

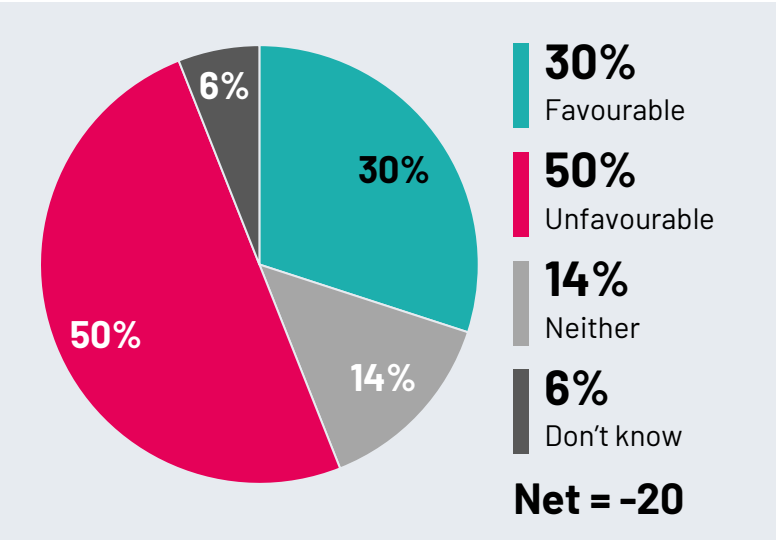


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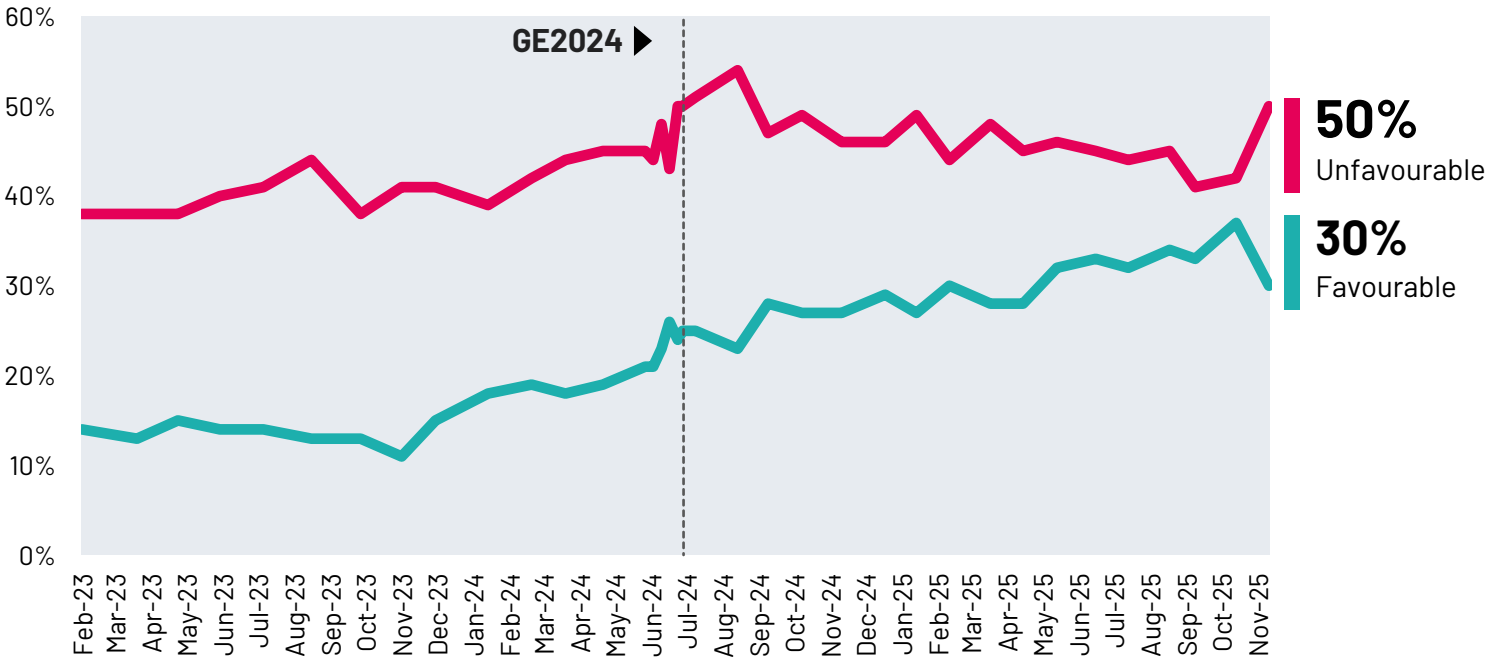
Reform UK: Favourability

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

November 2025



February 2023 – November 2025



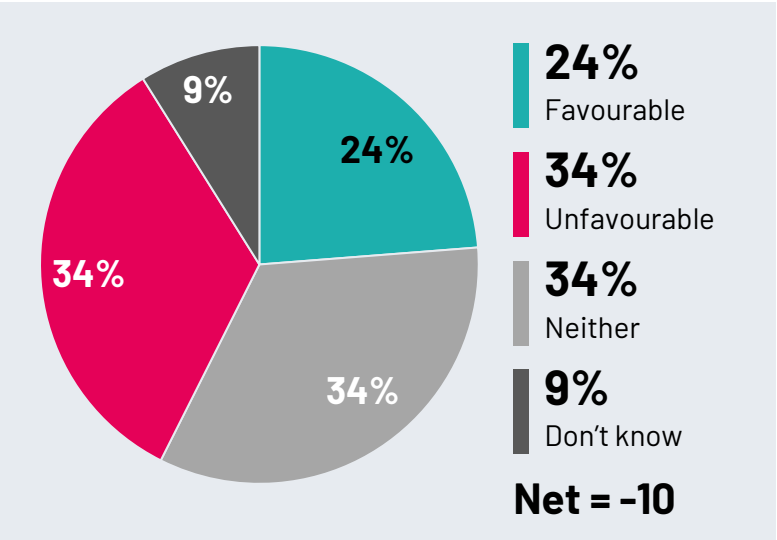
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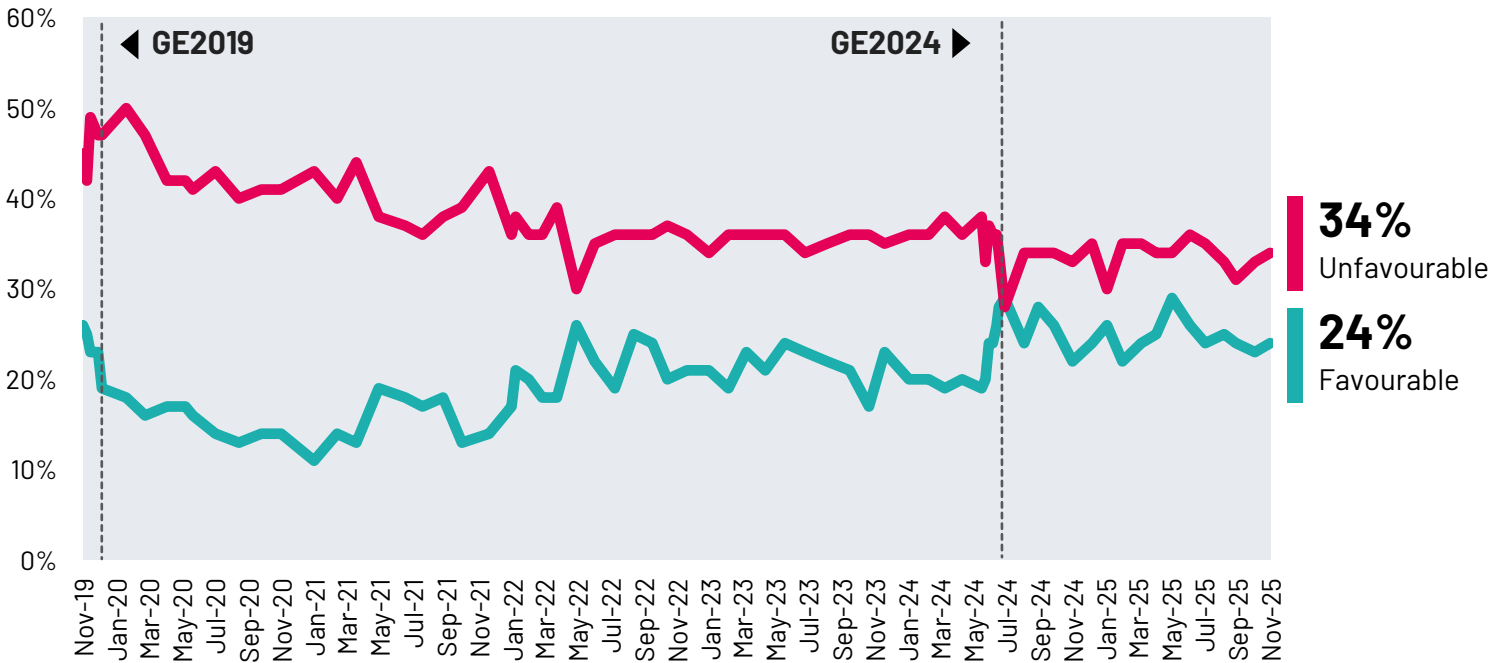
The Liberal Democrats: Favourability

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

November 2025



November 2019 - November 2025

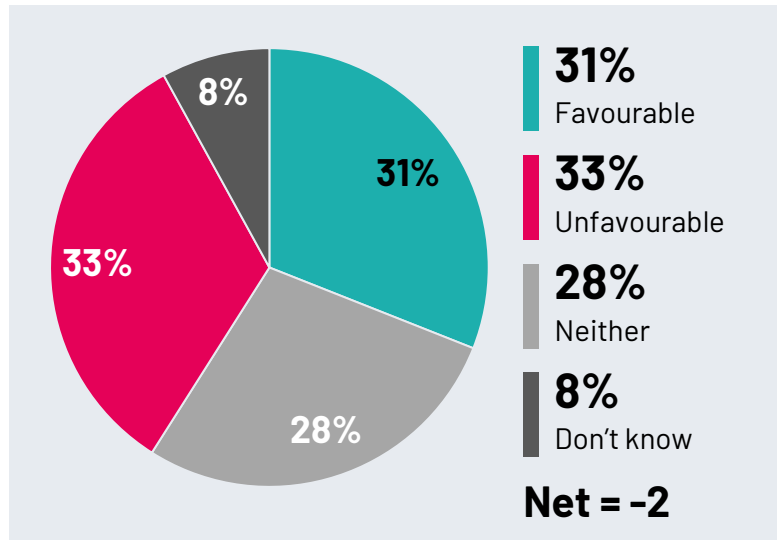


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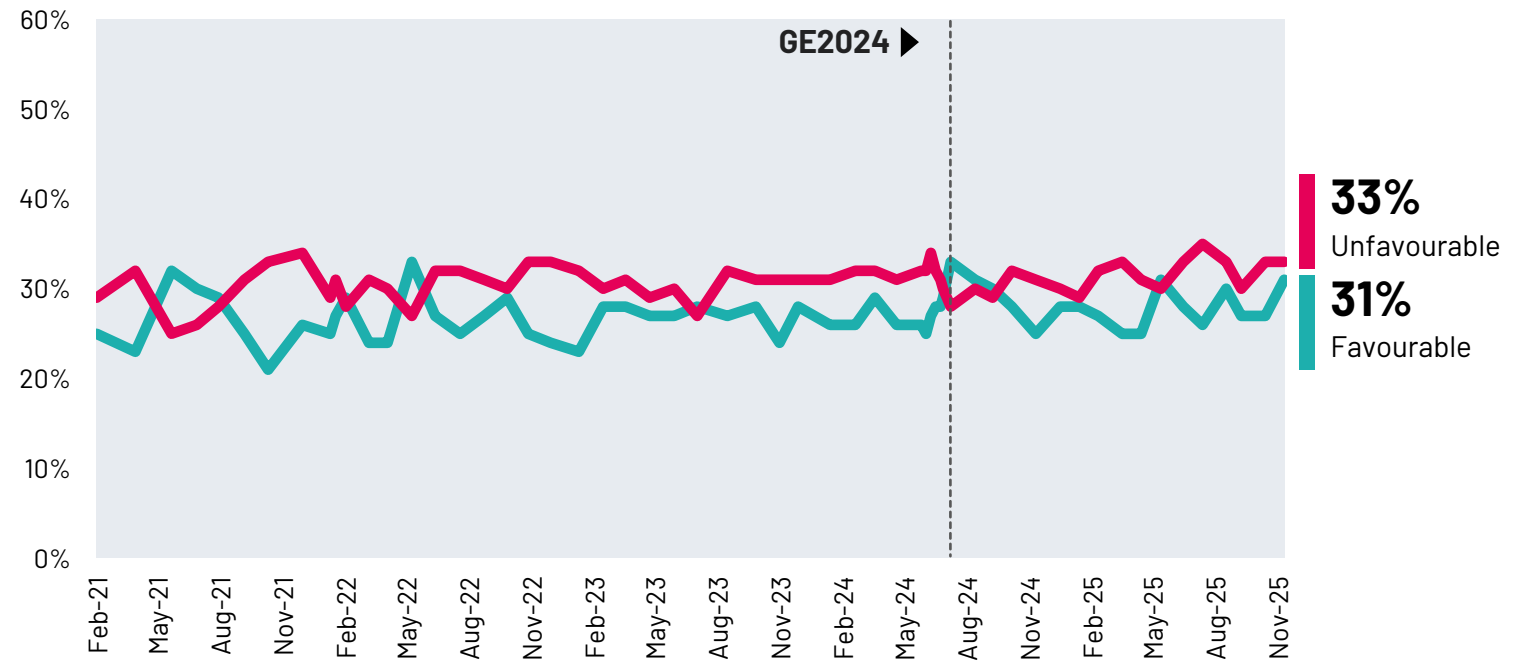
The Green Party: Favourability

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

November 2025



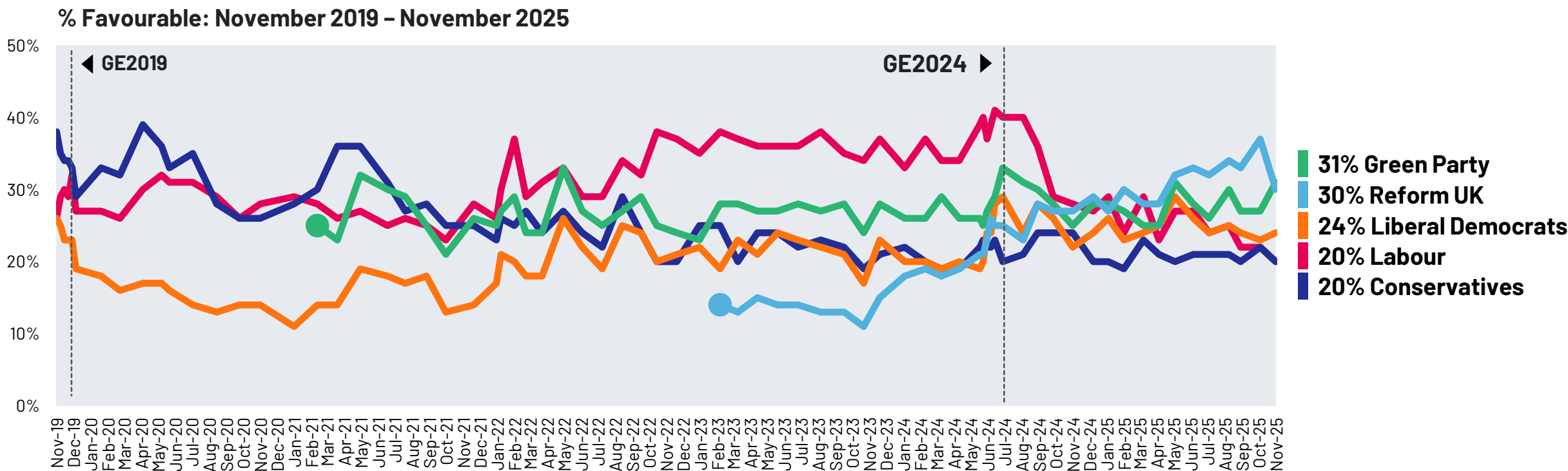
February 2021 – November 2025



Base: 1133 Online British adults aged 18+, 7-10 November 2025

Political parties: Favourability

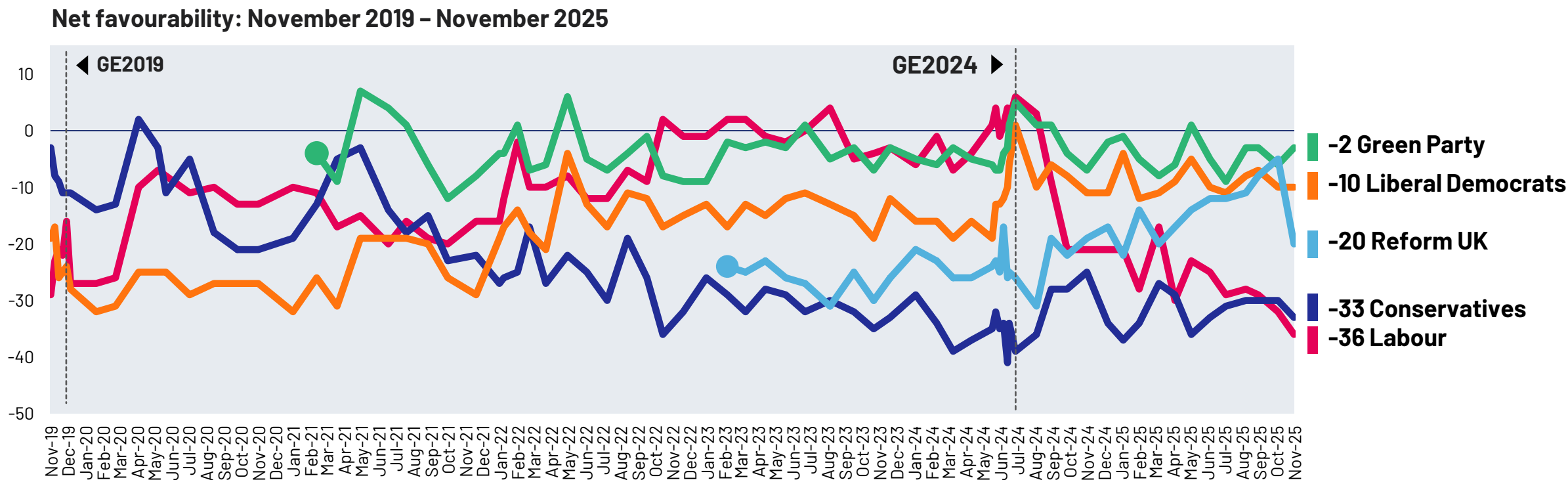
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties?



Base: 1133 Online British adults aged 18+, 7-10 November 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?

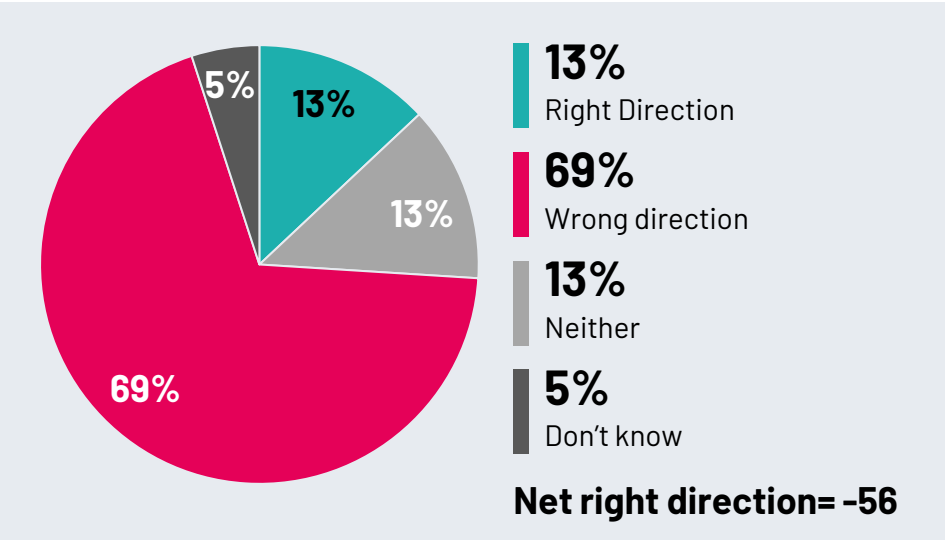


Base: 1133 Online British adults aged 18+, 7-10 November 2025

Direction of the country

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

November 2025



January 2020 - November 2025

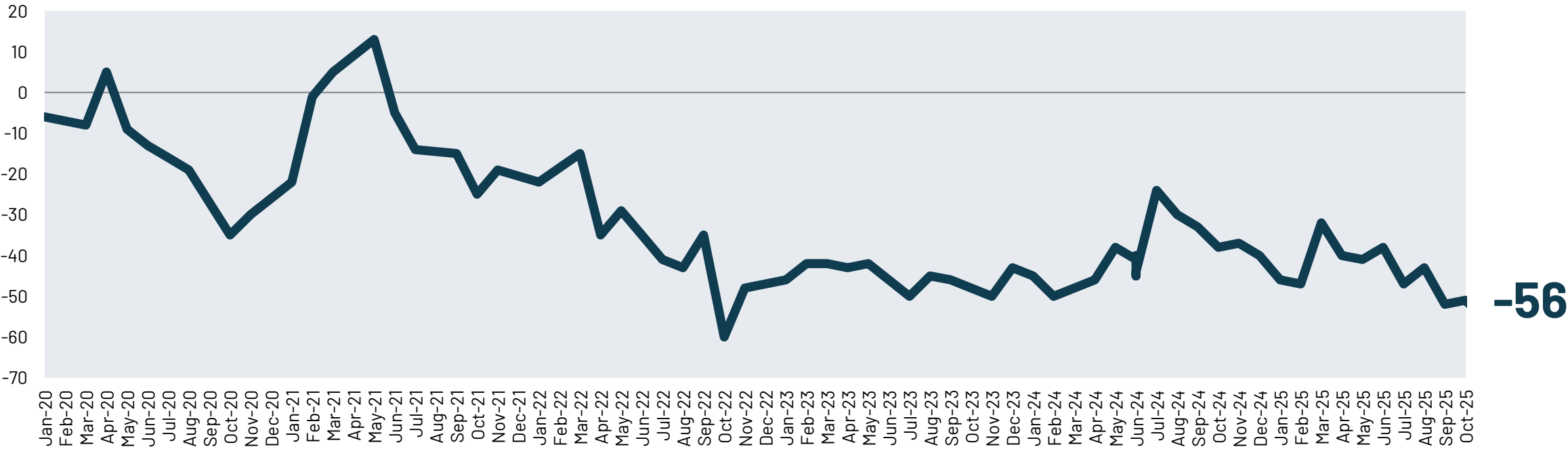


Base: 1133 Online British adults aged 18+, 7-10 November 2025

Direction of the country: January 2020 – November 2025

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

Net right direction



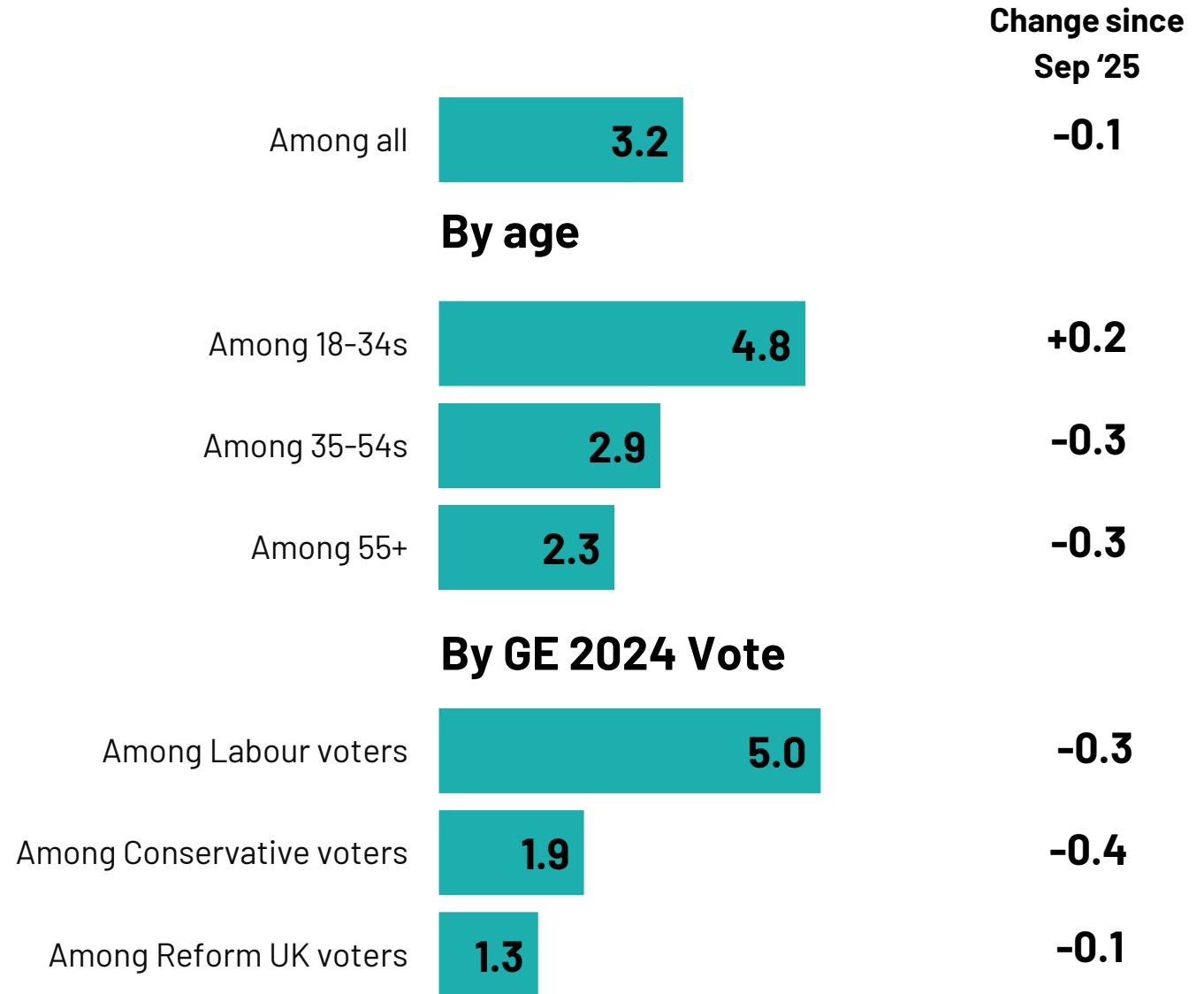
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How is the current Labour government performing?

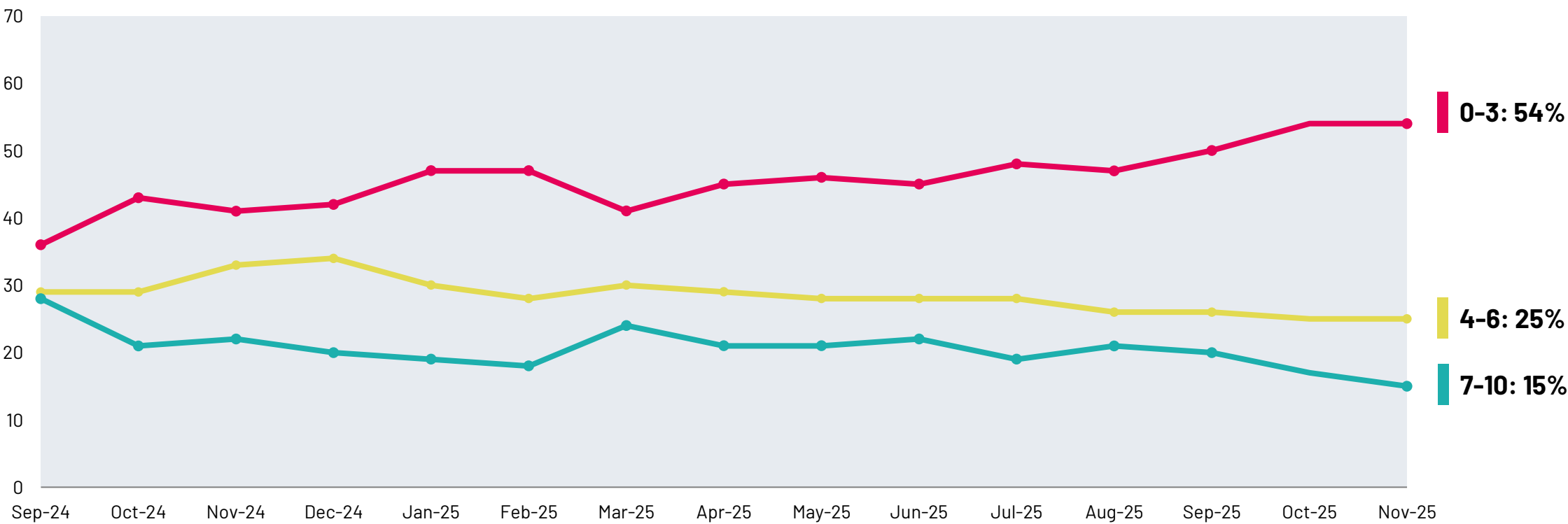
On a scale of 0 to 10, where 10 means a very good job and 0 means a very bad job, do you think the current Labour government is doing a good or bad job at running the country? **Mean scores**

Base: 1133 Online British adults aged 18+, including (346) 18-34-year-olds, (392) 35-54s, (395) +55s, (365) 2024 Labour voters, (183) 2024 Conservative voters, and (129) 2024 Reform UK voters, 7-10 November 2025.



Perceptions of the Government's performance so far

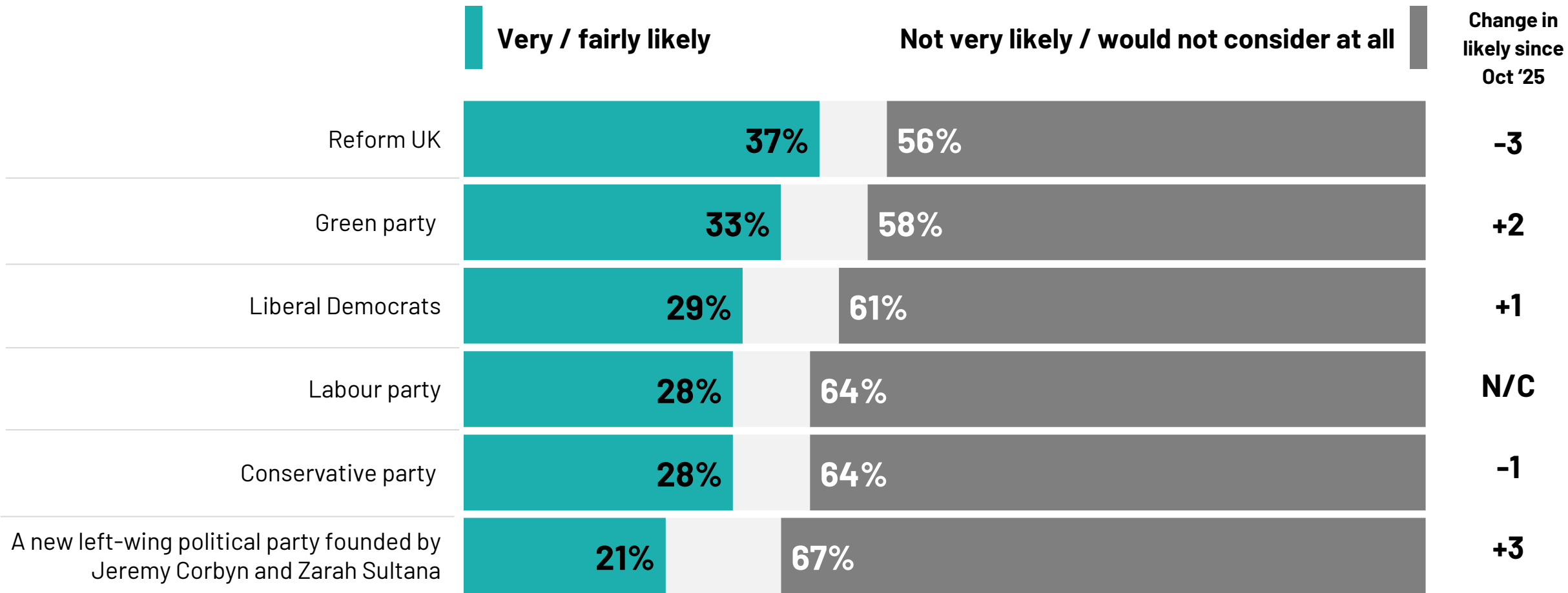
On a scale of 0 to 10, where 10 means a very good job and 0 means a very bad job, do you think the current Labour government is doing a good or bad job at running the country? **% rating different score aggregates**



Base: 1133 Online British adults aged 18+, 7-10 November 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?

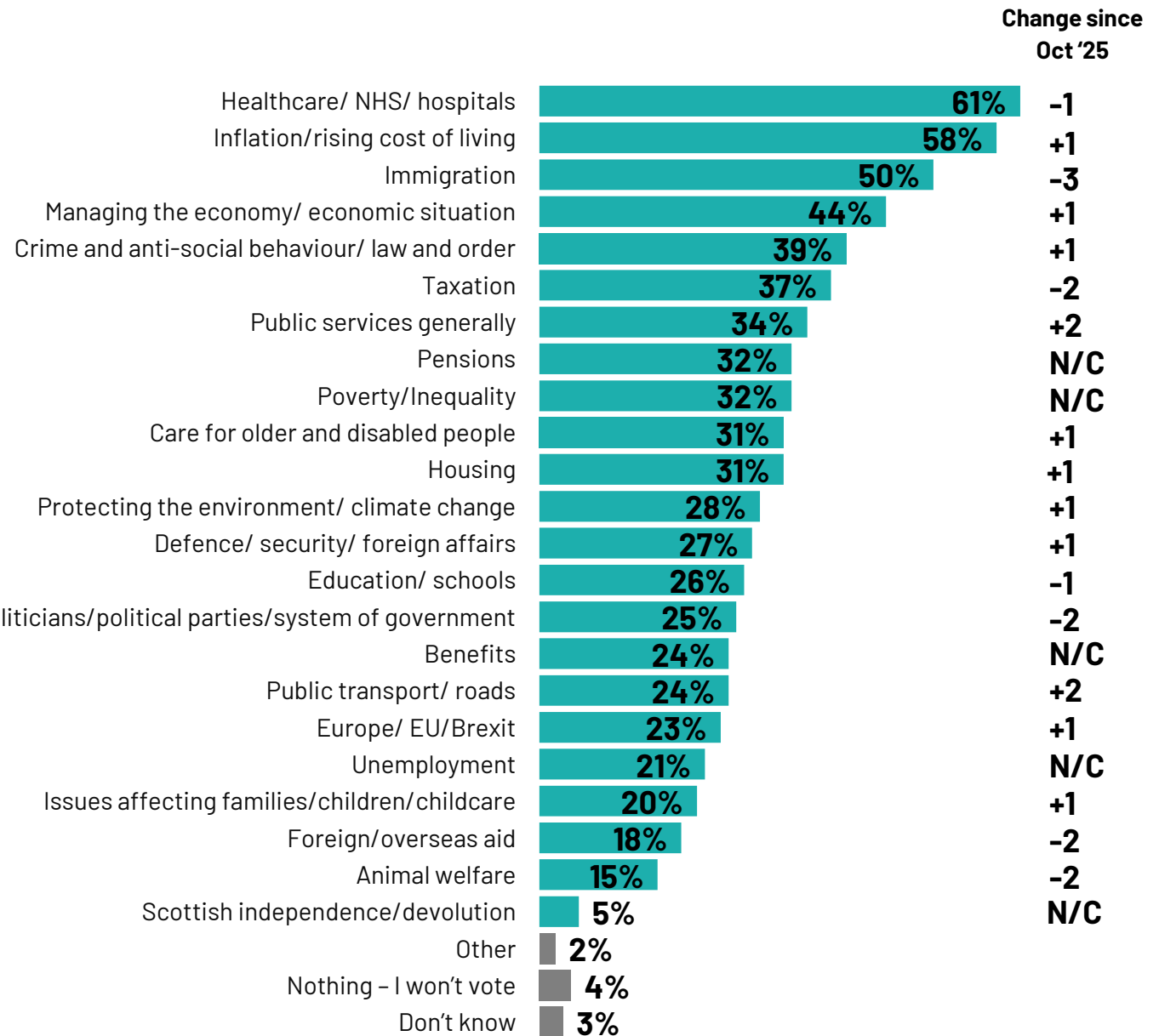


Base: 1133 Online British adults aged 18+, 7-10 November 2025

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

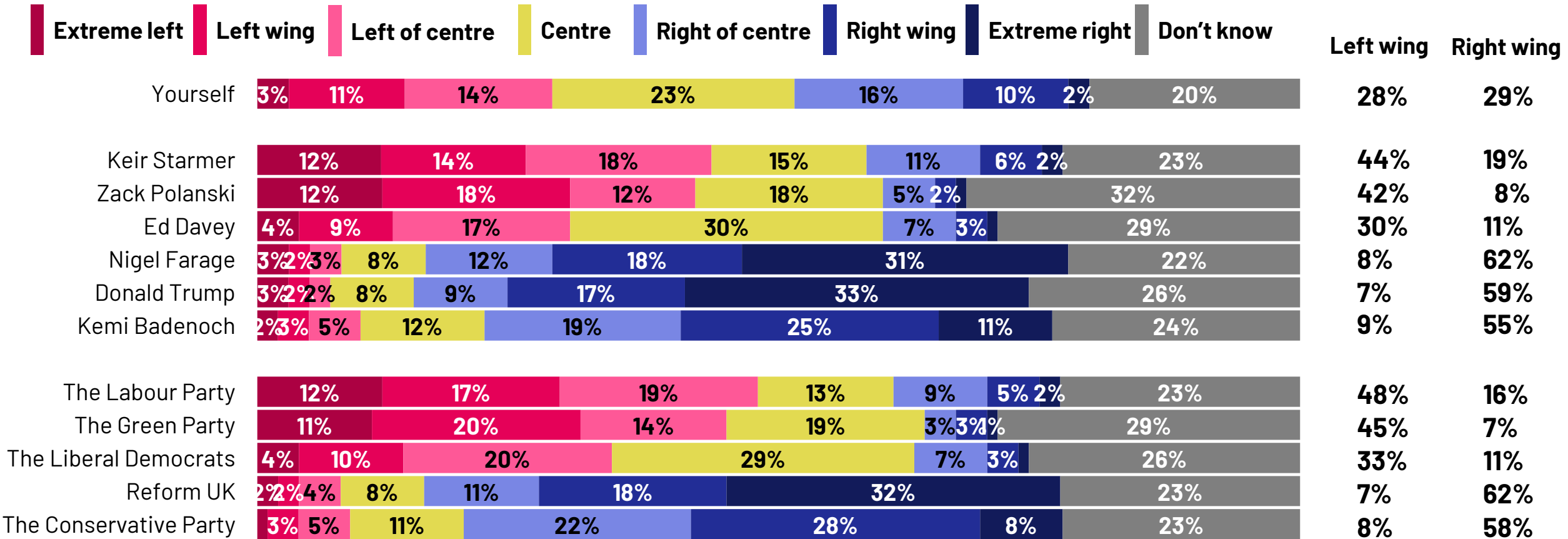
Which, if any, of the following issues do you think will be very important to you in helping you decide which party to vote for at the next General Election?

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Three in ten Britons would describe the views of Nigel Farage and Reform UK as being “extreme right”

Some people describe their political views as being left or right wing. How would describe the views of the following, would you say they are...?

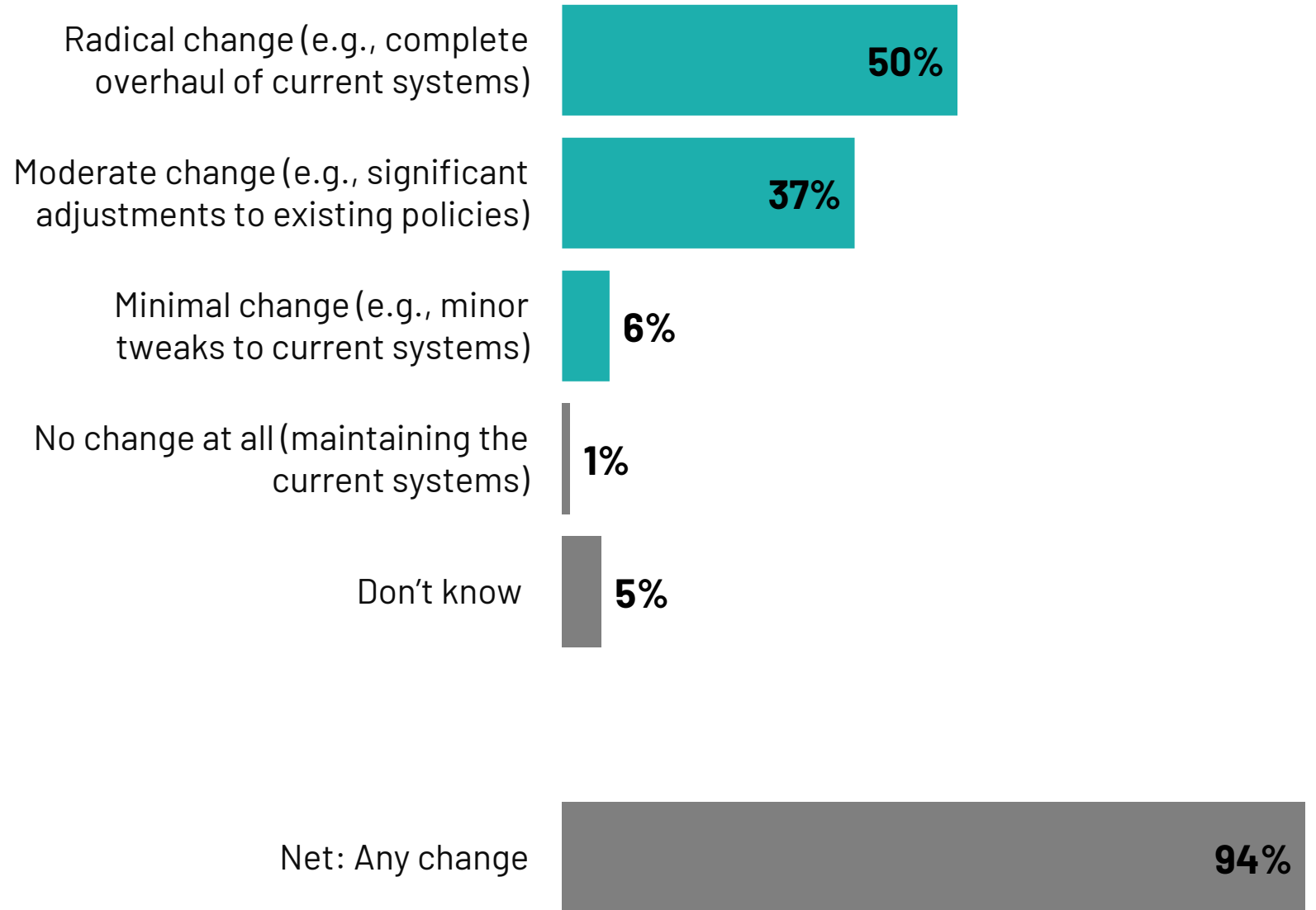


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Half of Britons think that Britain needs radical change.

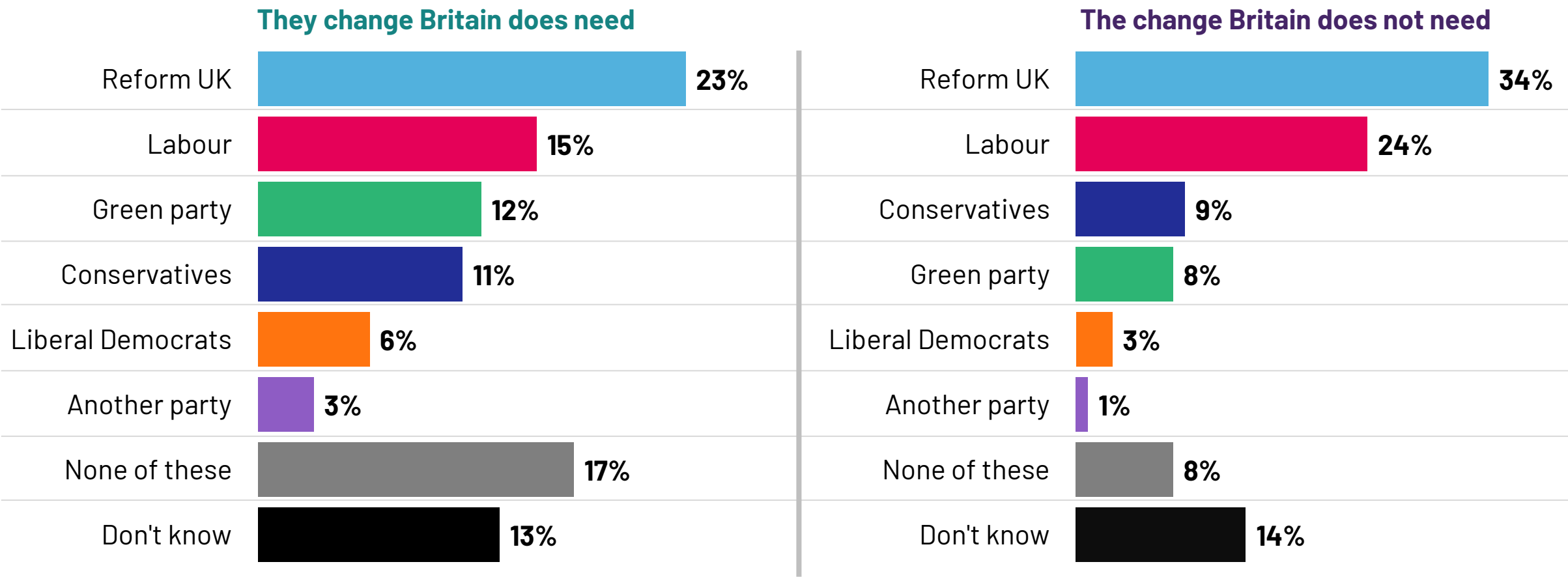
Which of the following, if any, best describes the type of change you think Britain needs?



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Reform UK are both most trusted to deliver the kind of change Britian needs but also seen as most likely to deliver the wrong kind of change too.

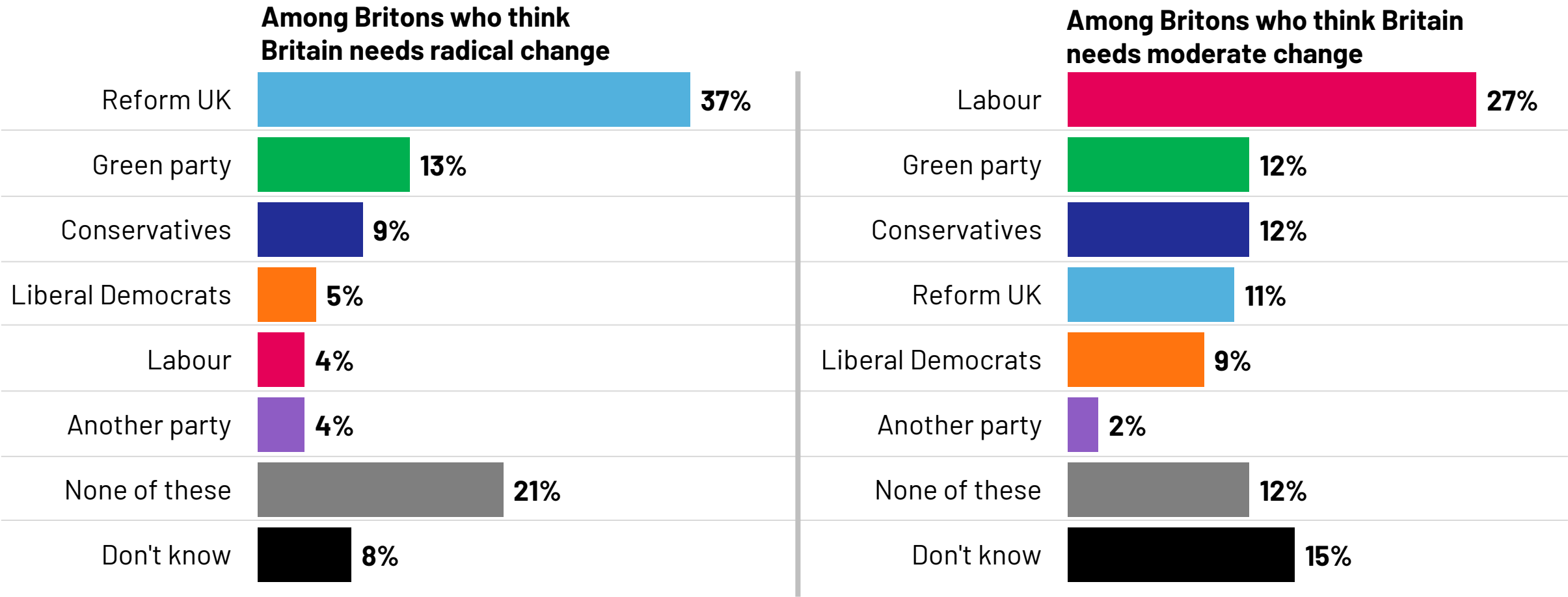
Which of the following parties, if any, would you trust most to deliver the kind of change you think Britain needs?/ Which of the following parties, if any, do you think would be most likely to deliver the kind of change that Britain does not need?



Base: 1133 Online British adults aged 18+, 7-10 November 2025

Those that want radical change are most likely to trust Reform UK or the Greens to deliver it whereas those seeking moderate change are most likely to trust Labour.

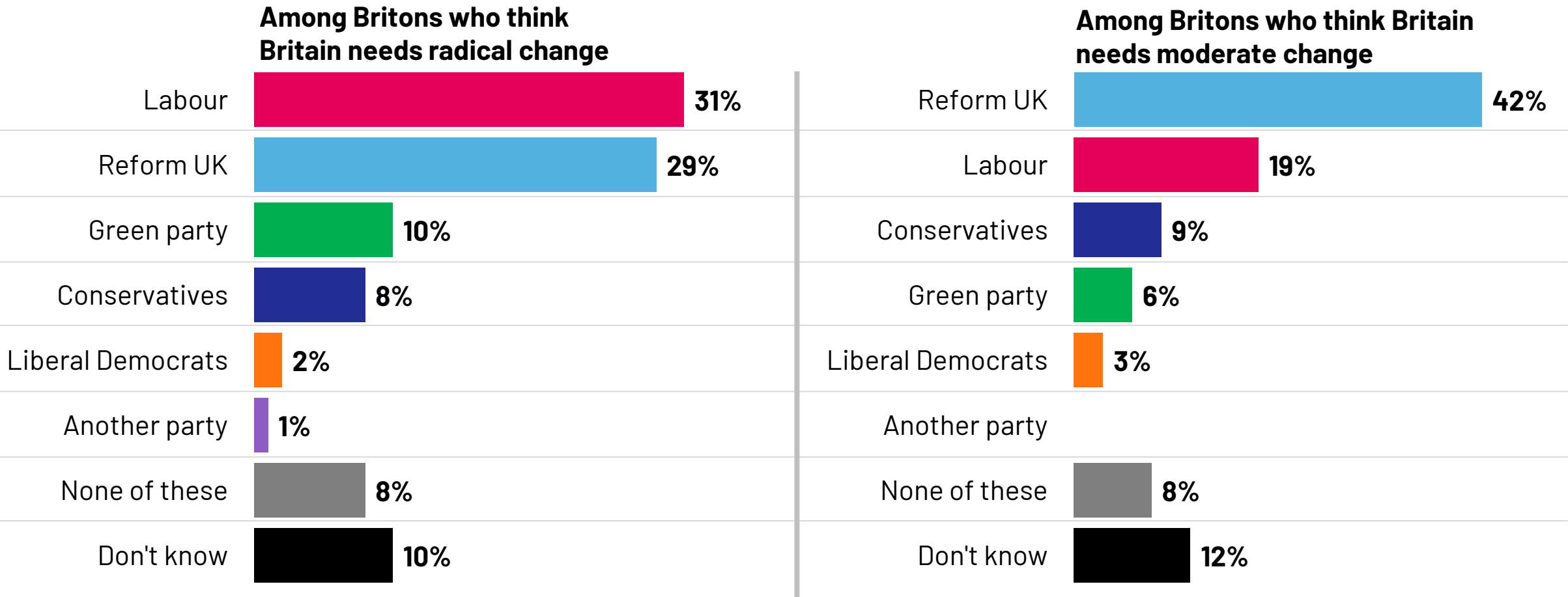
Which of the following parties, if any, would you trust most to deliver the kind of change you think Britain needs?



Base: 1133 Online British adults aged 18+, including (527) who think Britain needs radical change and (457) who think Britain needs moderate change, 7-10 November 2025

Those wanting radical change are most likely to think Labour and Reform will deliver the wrong kind whereas those that want moderate change are most likely to say Reform UK.

Which of the following parties, if any, do you think would be most likely to deliver the kind of change that Britain does not need?



Base: 1133 Online British adults aged 18+, including (527) who think Britain needs radical change and (457) who think Britain needs moderate change, 7-10 November 2025



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For more information

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