

# Ipsos Political Pulse

December 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?

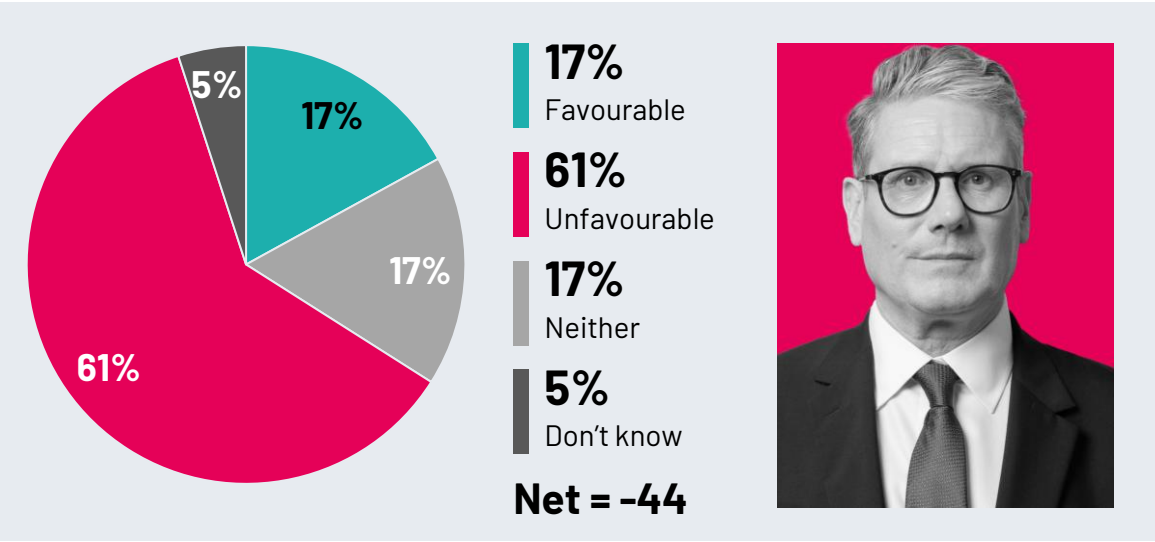
	Favourable	Unfavourable	Net	Swing vs Nov '25
Andy Burnham	30%	26%	+4	N/A
Nigel Farage	29%	50%	-21	0
Ed Davey	24%	32%	-8	+2.5
Kemi Badenoch	23%	42%	-19	+7.5
Zack Polanski	20%	33%	-13	-4
Wes Streeting	19%	38%	-19	N/A
Ed Miliband	19%	43%	-24	N/A
Shabana Mahmood	18%	37%	-19	+5
Keir Starmer	17%	61%	-44	-1
Rachel Reeves	13%	61%	-48	-1
David Lammy	12%	44%	-32	N/A

Base: 1,124 Online British adults aged 18+, 28 November – 2 December 2025

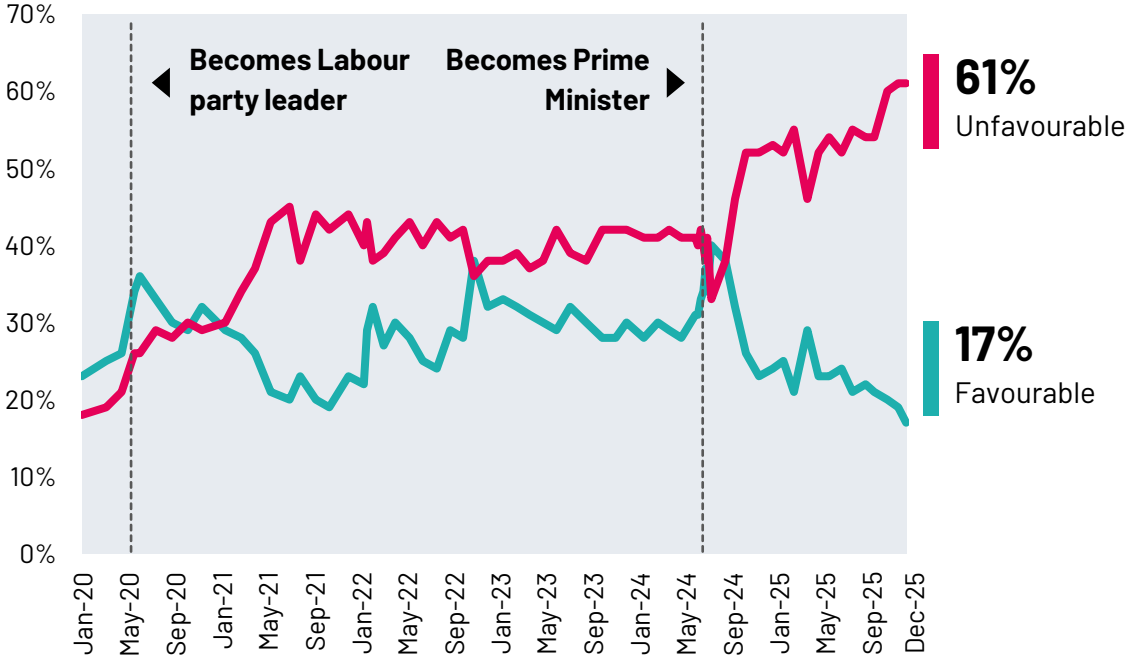
# Keir Starmer: Favourability

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

December 2025



January 2020 – December 2025

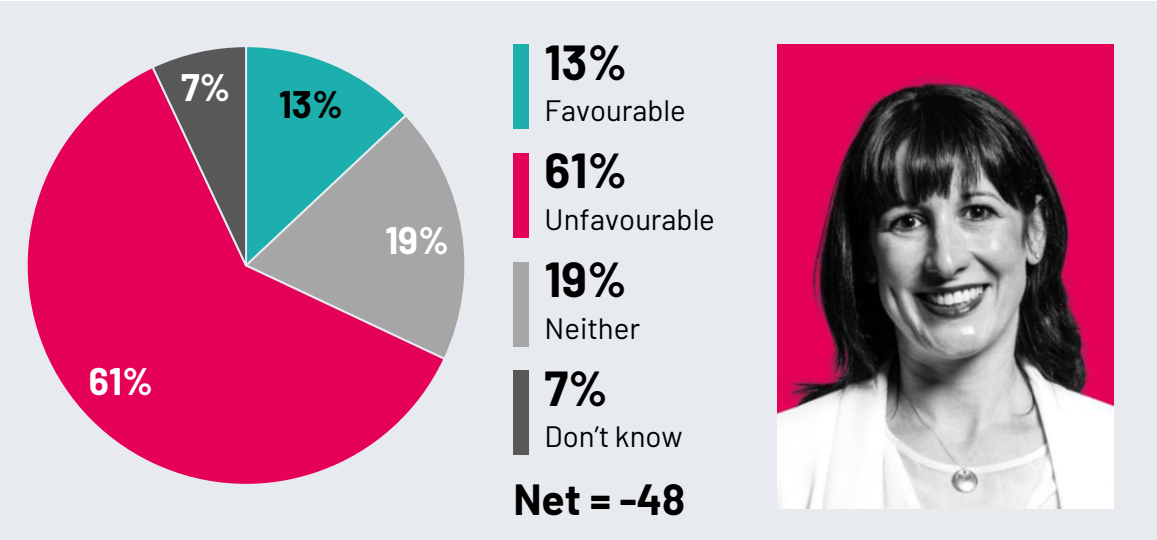


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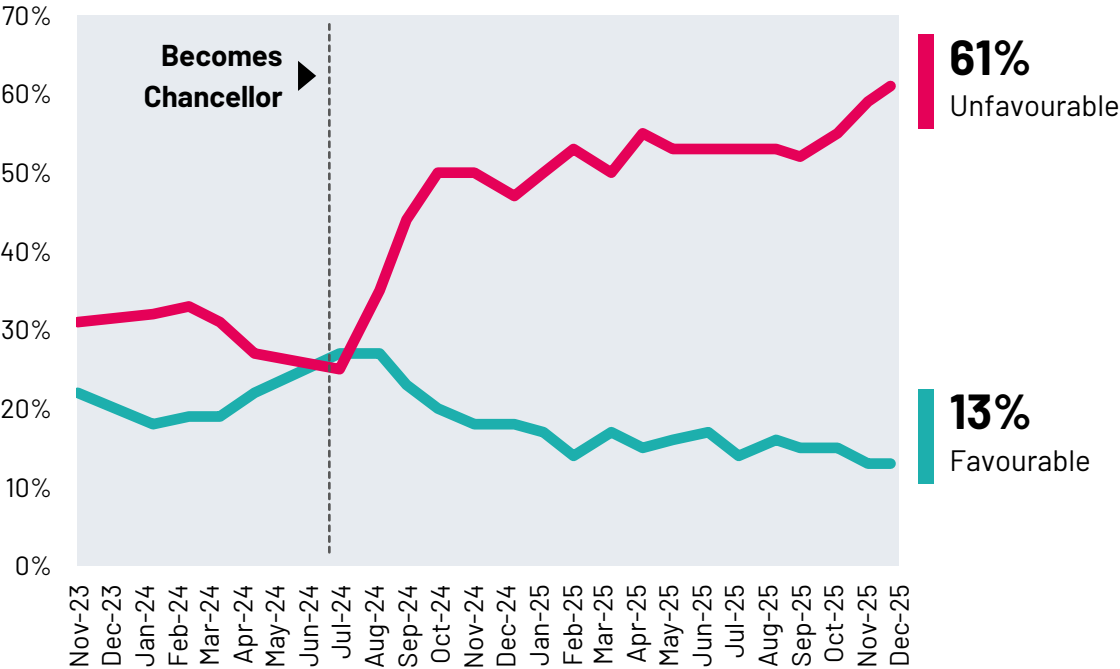
# Rachel Reeves: Favourability

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

December 2025



November 2023 – December 2025

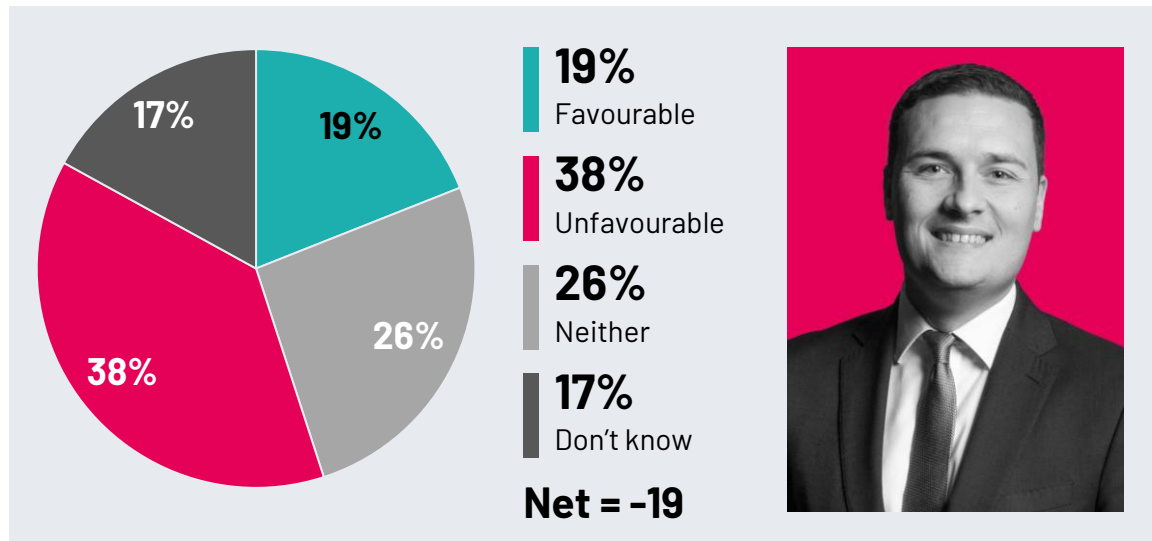


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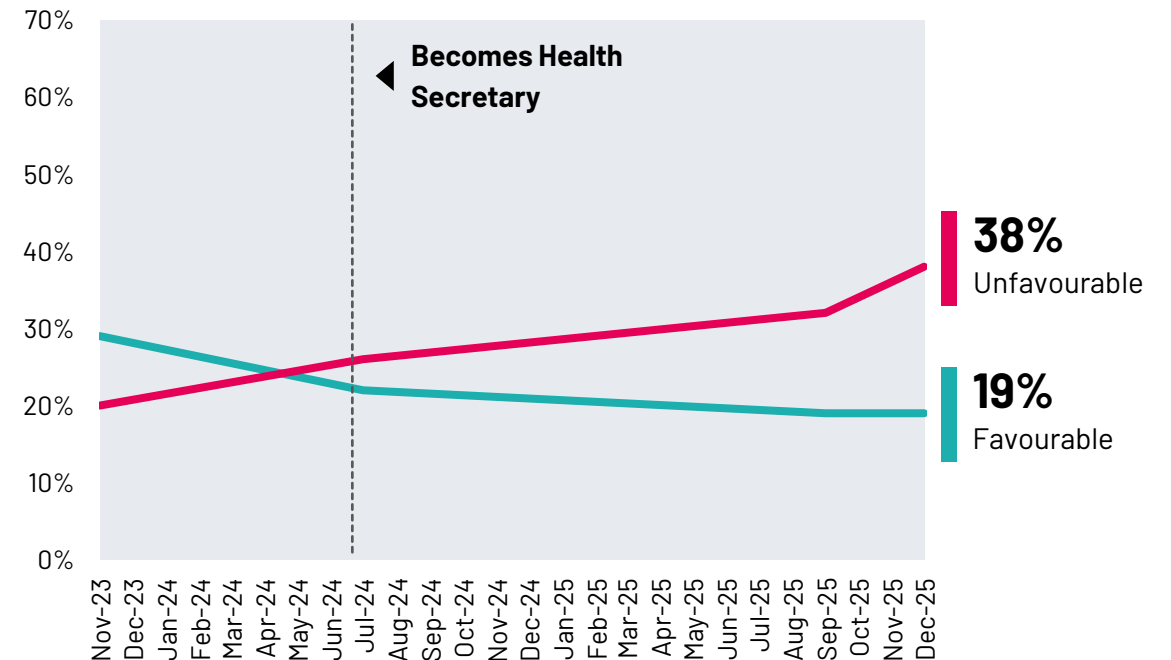
# Wes Streeting: Favourability

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

December 2025



November 2023 – December 2025

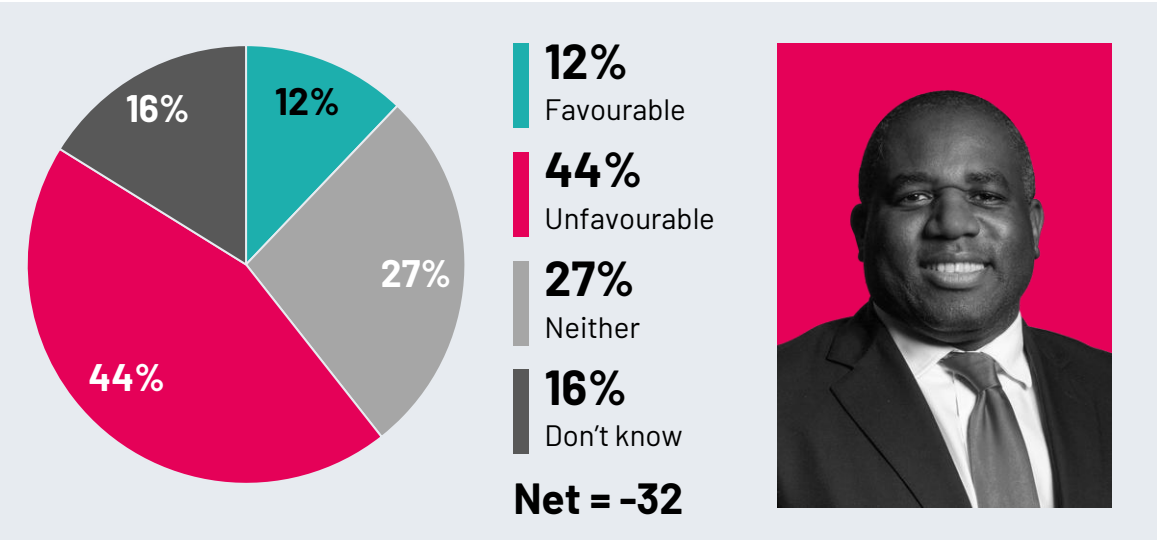


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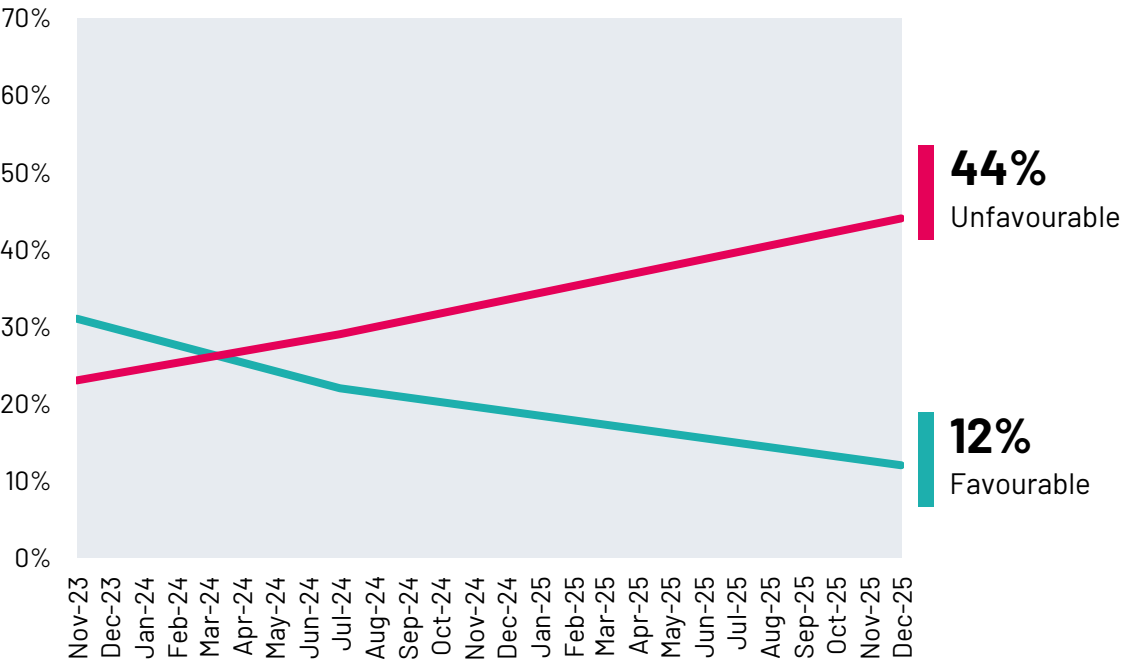
# David Lammy: Favourability

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

December 2025



November 2023 – December 2025

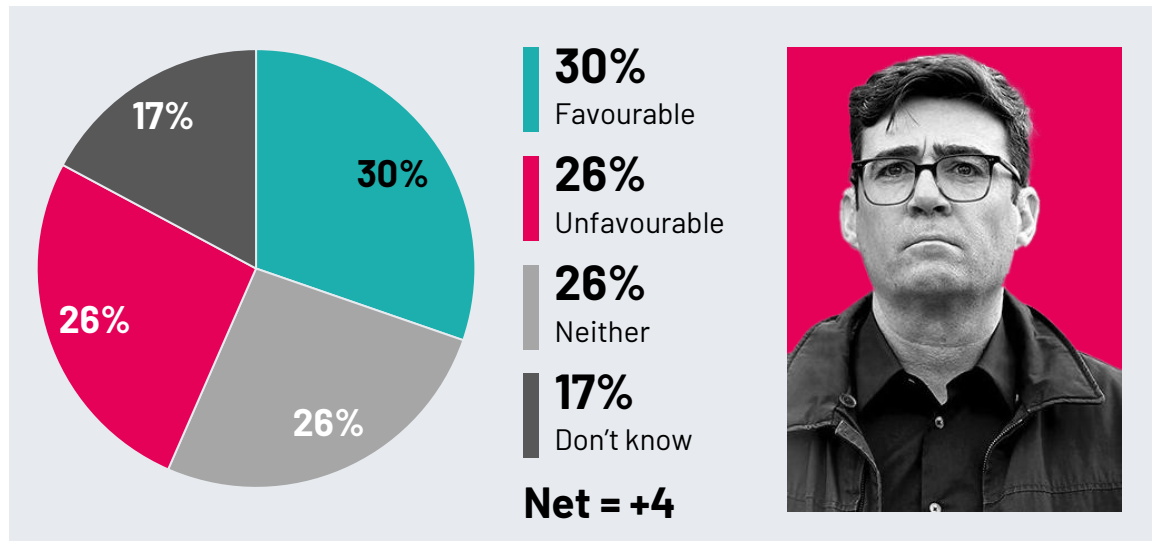


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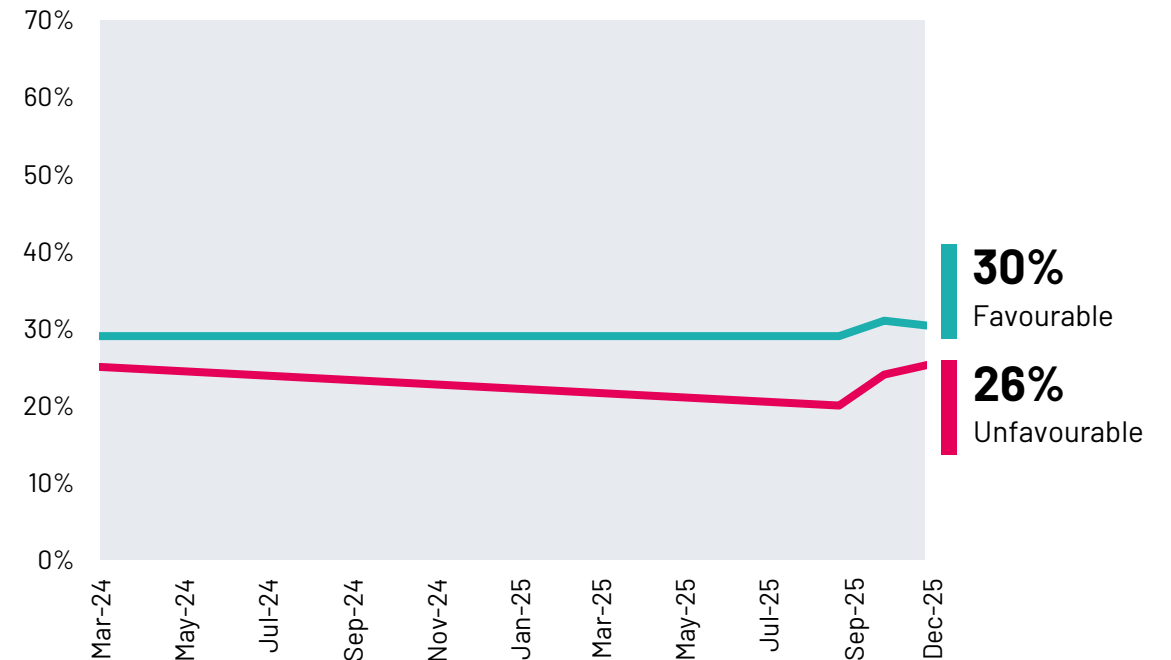
# Andy Burnham: Favourability

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

December 2025



March 2024 – December 2025



Base: 1,124 Online British adults aged 18+, 28 November – 2 December 2025

# Ed Miliband: Favourability

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



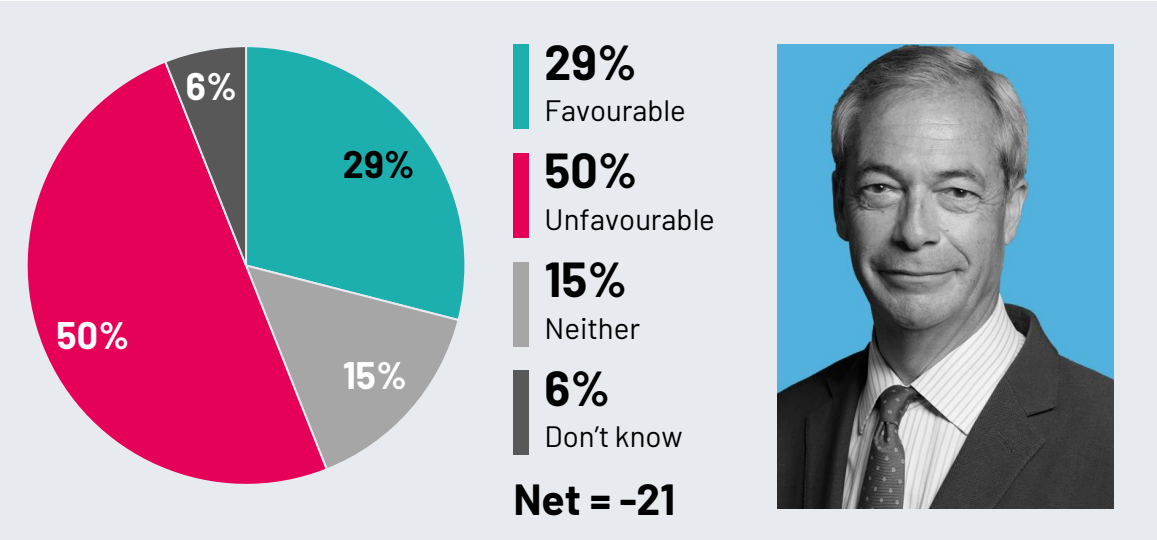
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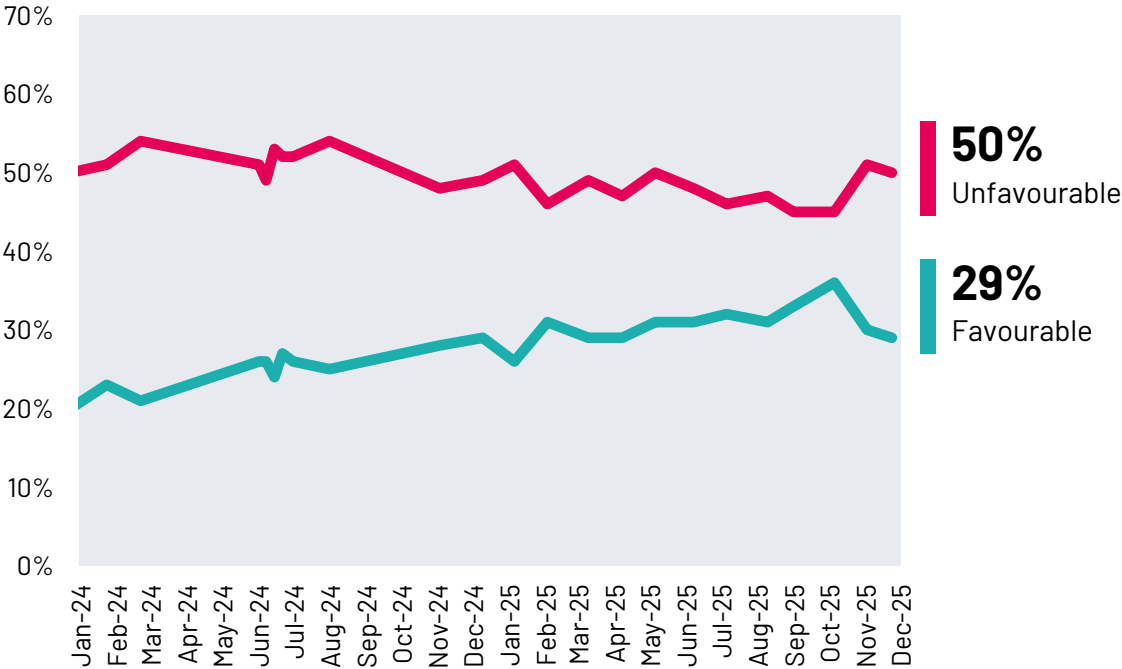
# Nigel Farage: Favourability

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

December 2025



January 2024 – December 2025

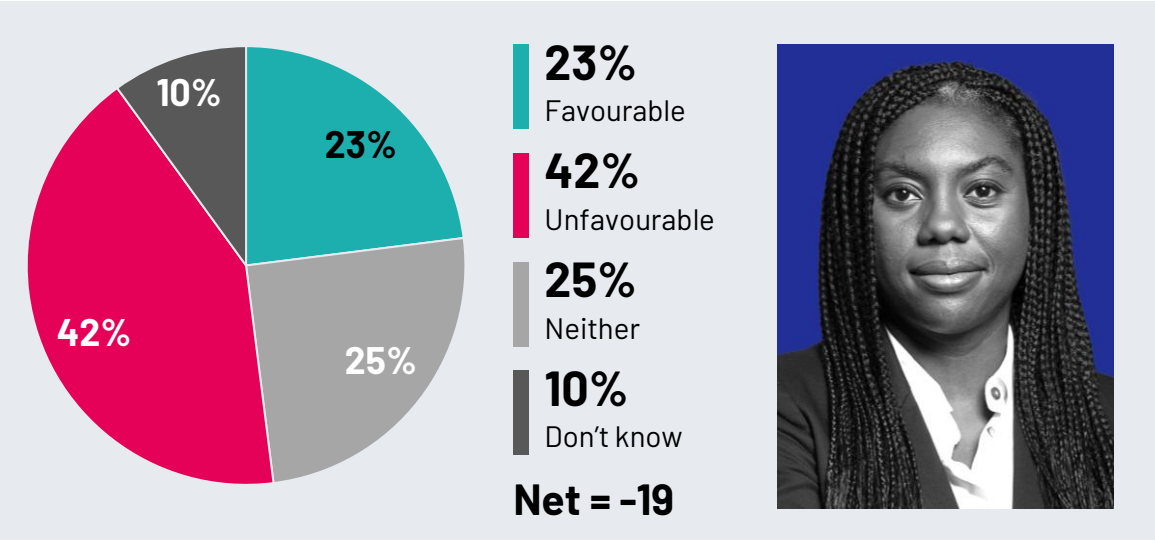


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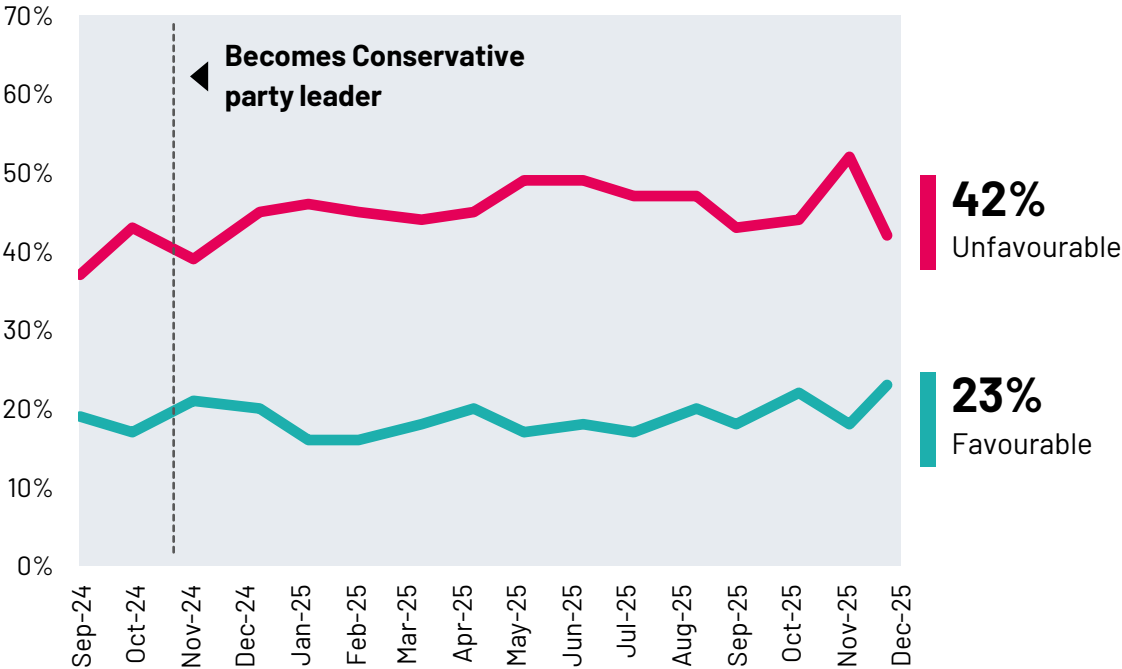
# Kemi Badenoch: Favourability

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

December 2025



September 2024 – December 2025

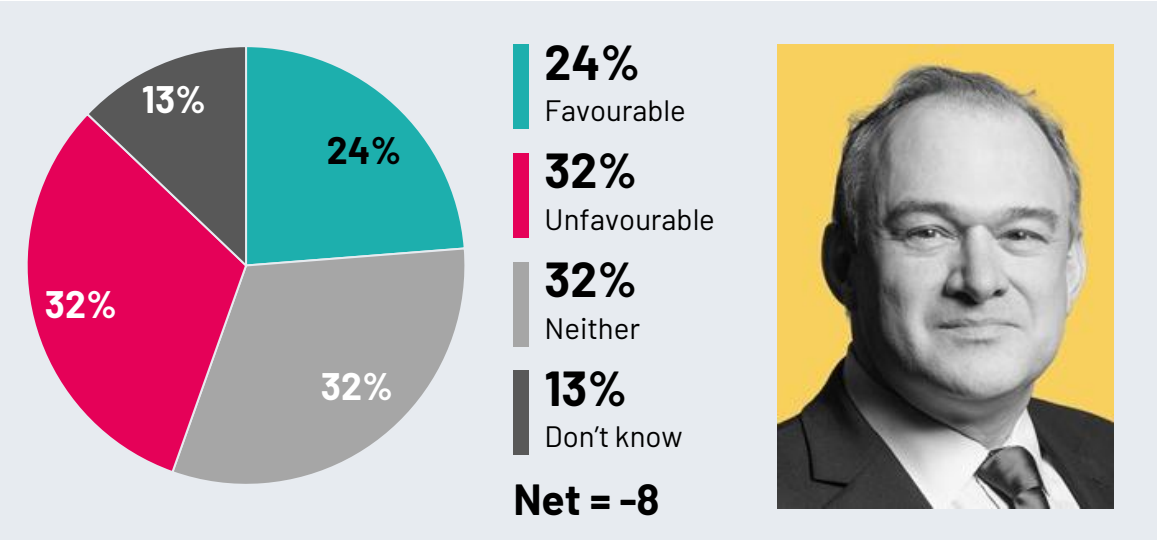


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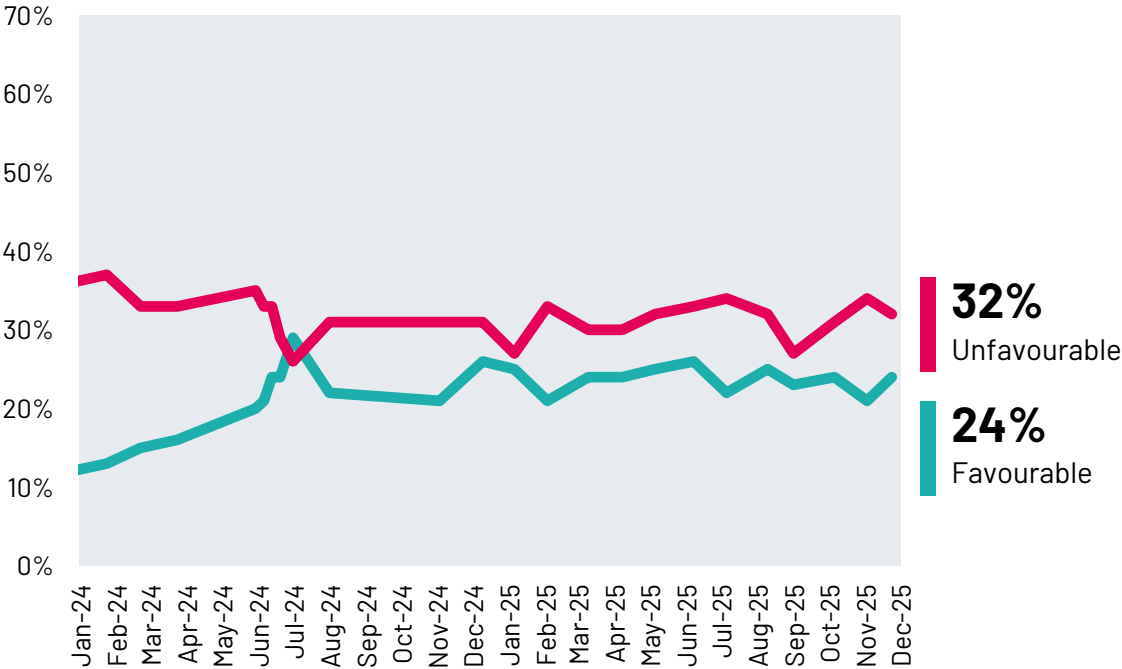
# Ed Davey: Favourability

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

December 2025



January 2024 – December 2025

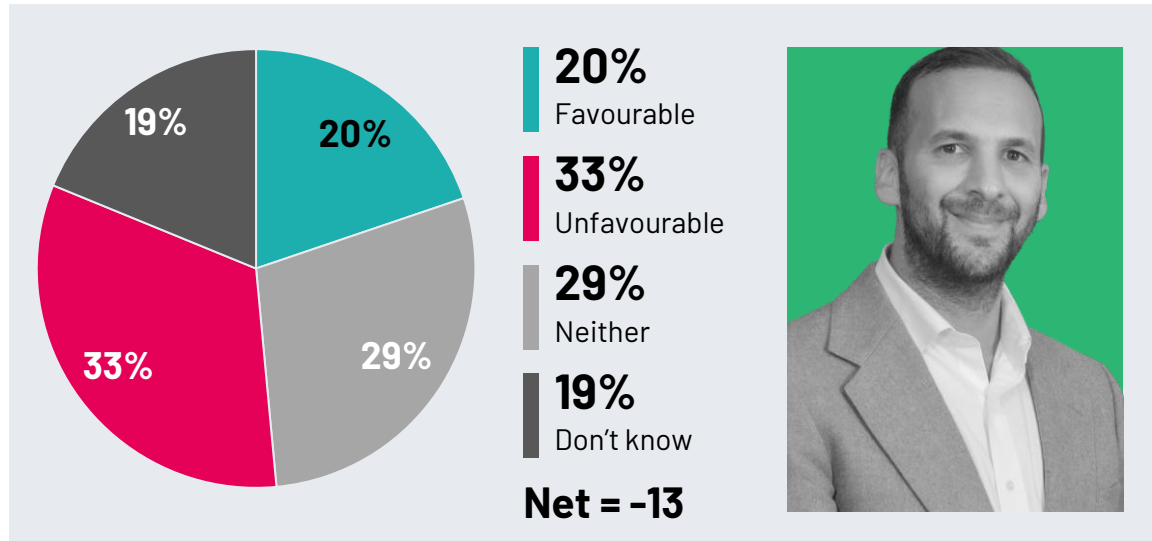


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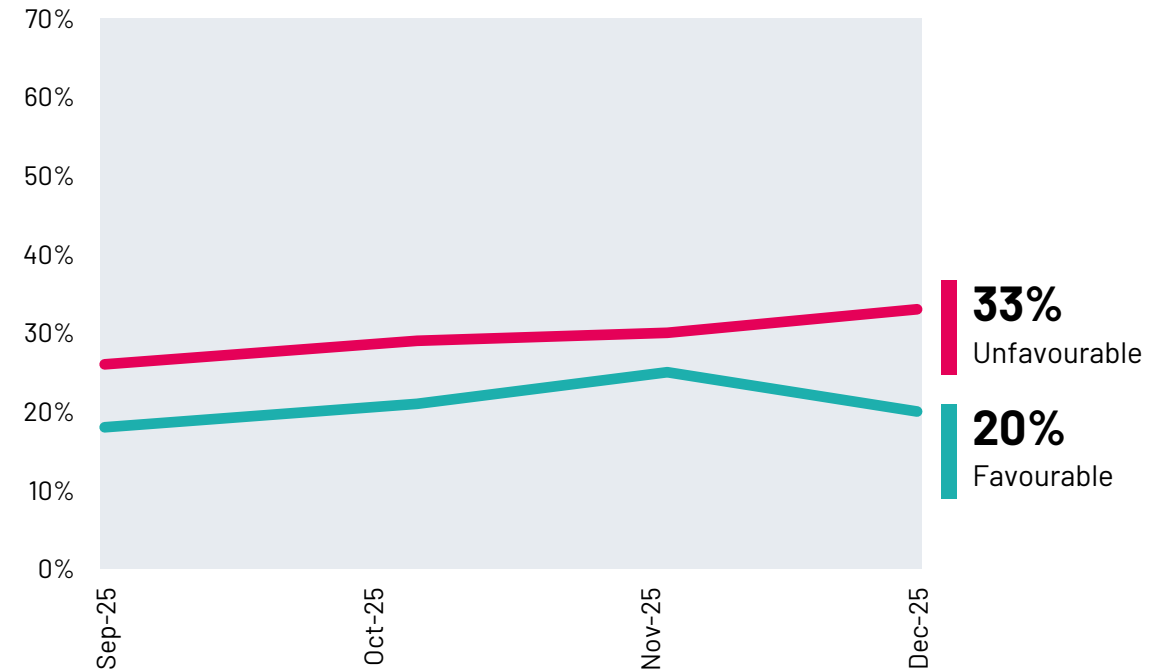
# Zack Polanski: Favourability

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

December 2025



September 2025 – December 2025

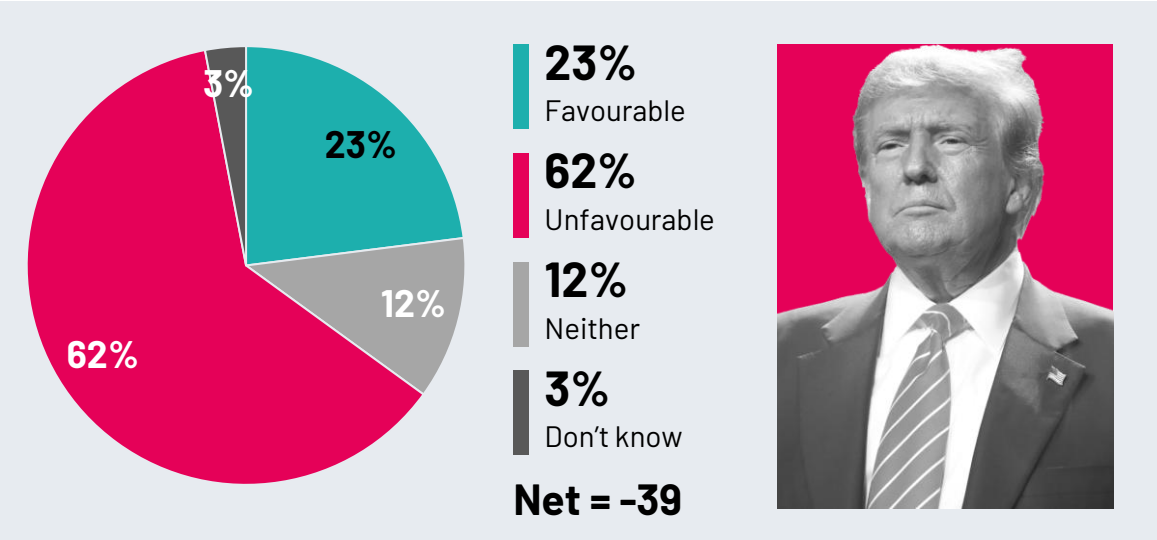


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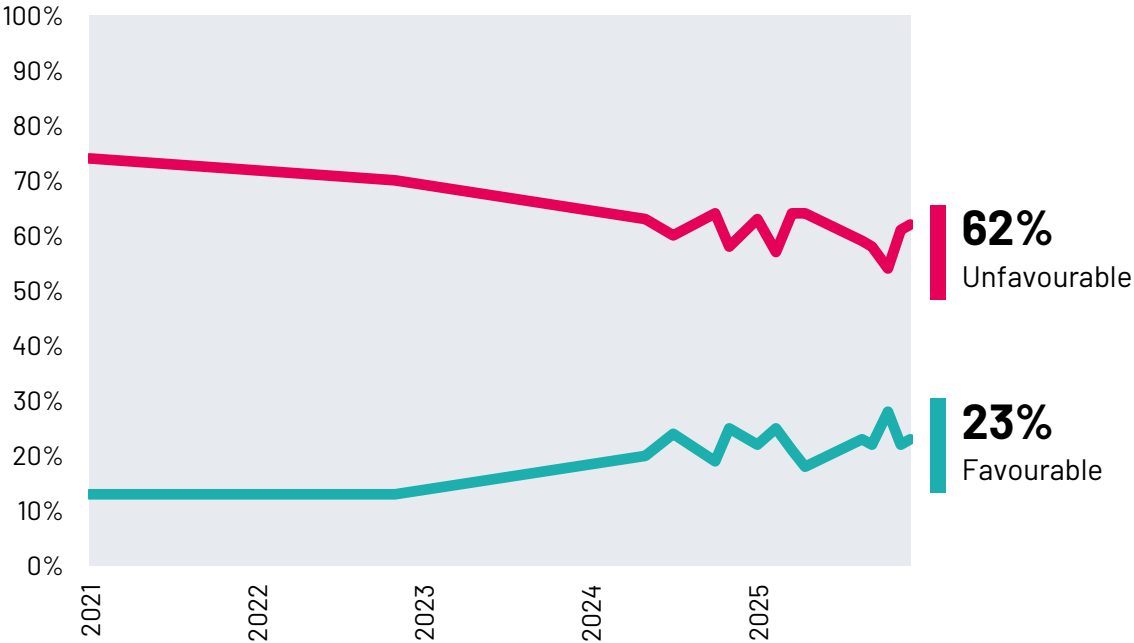
# Donald Trump: Favourability

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

December 2025



January 2021 – December 2025



Base: 1,124 Online British adults aged 18+, 28 November – 2 December 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 Nov '25
Reform UK	29%	48%	-19	+0.5
The Green Party	27%	37%	-10	-4
The Liberal Democrats	24%	36%	-12	-1
The Conservative party	21%	50%	-29	+2
The Labour party	19%	56%	-37	-0.5
The new left-wing political party*	11%	56%	-45	-5.5

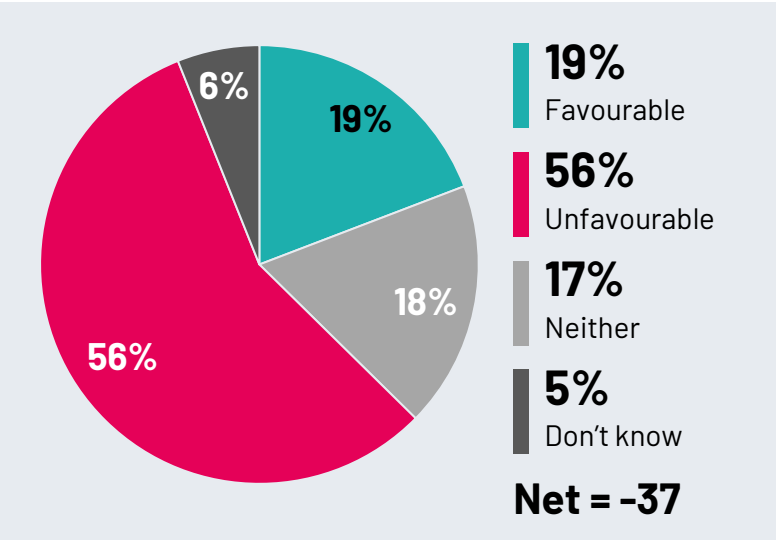
Base: 1,124 Online British adults aged 18+, 28 November – 2 December 2025

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

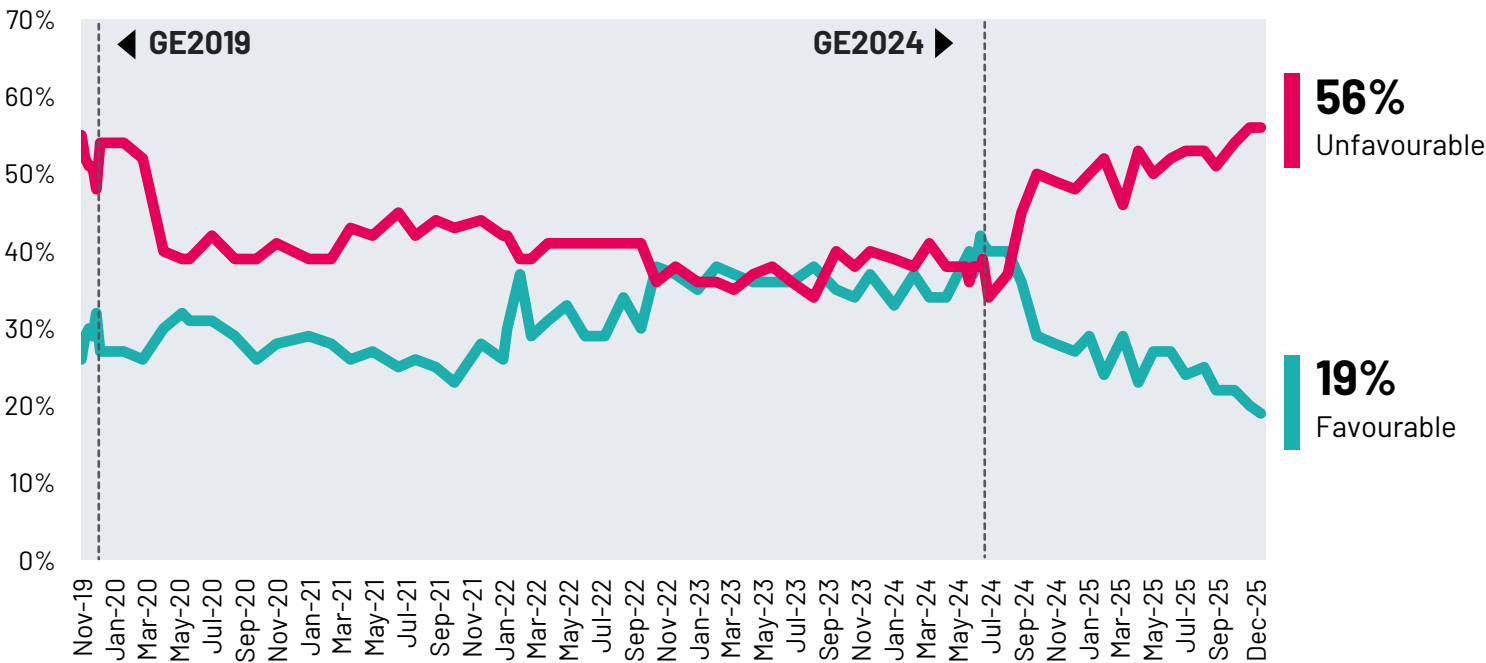
# The Labour party: Favourability

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

December 2025



November 2019 – December 2025



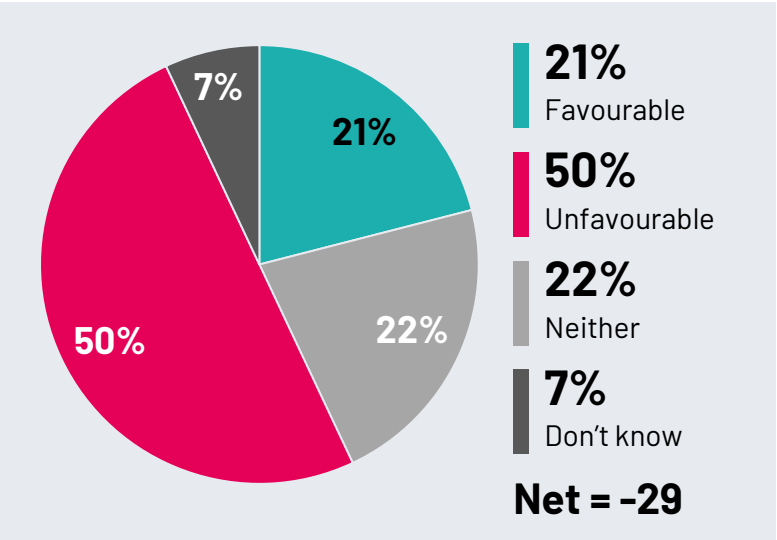
Base: 1,124 Online British adults aged 18+, 28 November – 2 December 2025



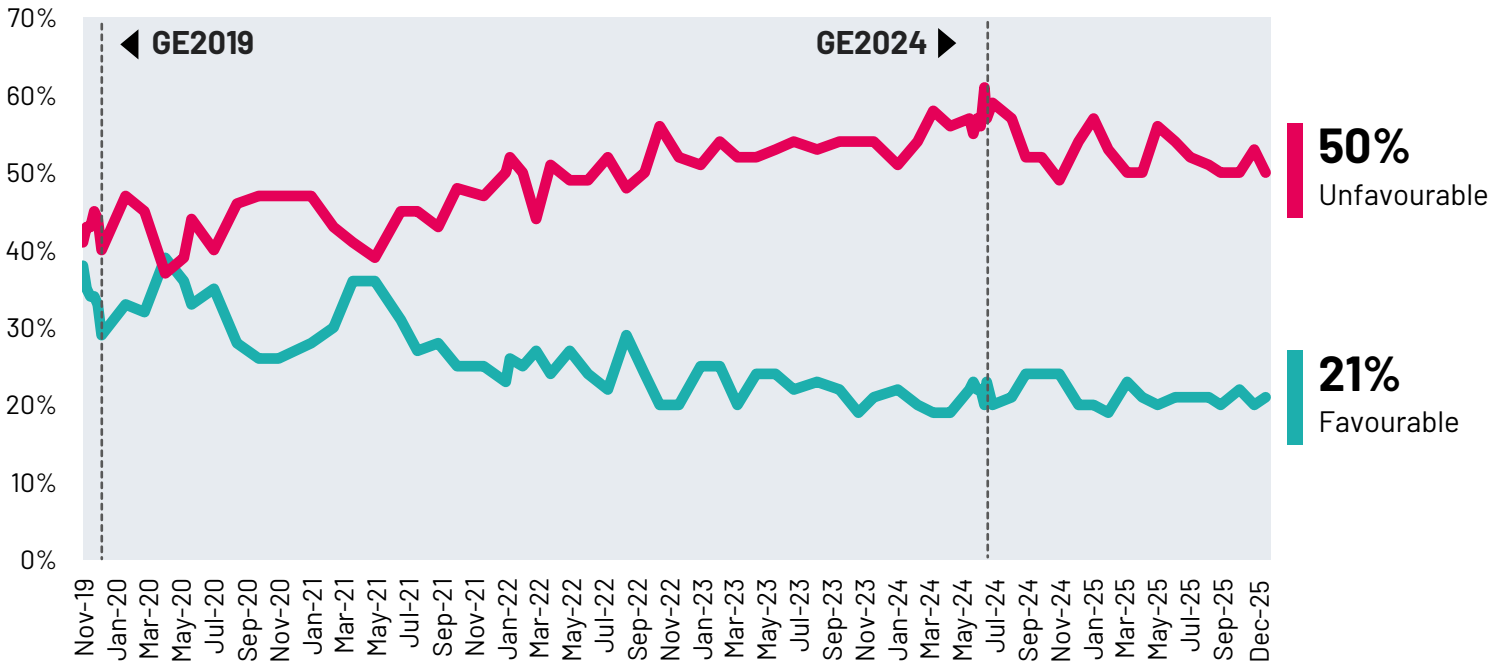
# The Conservative party: Favourability

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

December 2025



November 2019 – December 2025



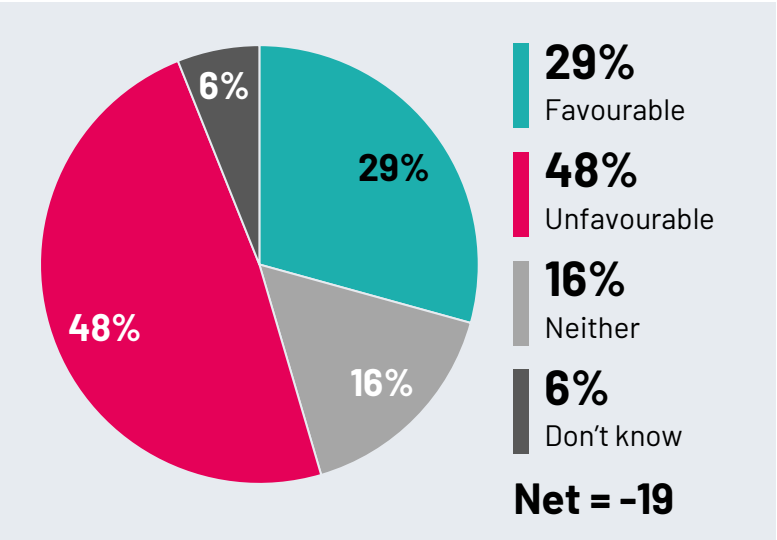
Base: 1,124 Online British adults aged 18+, 28 November – 2 December 2025



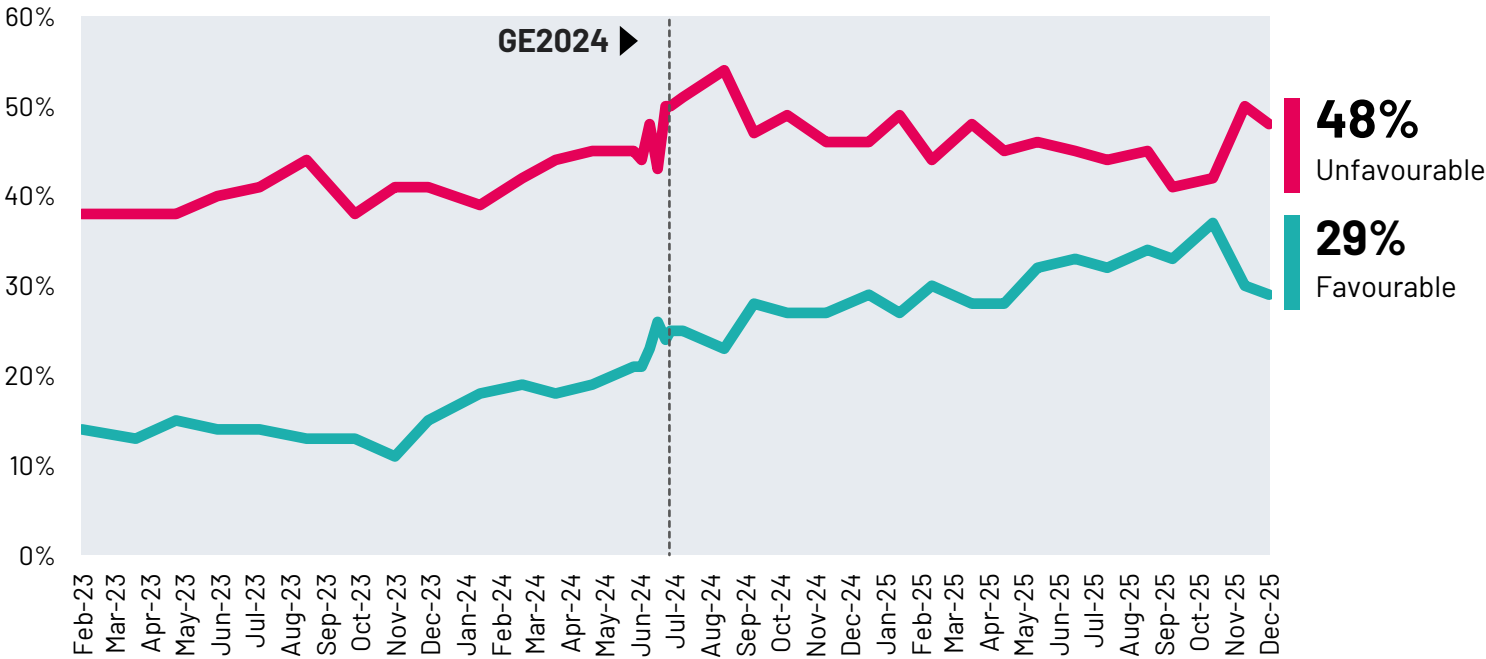
# Reform UK: Favourability

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

December 2025



February 2023 – December 2025



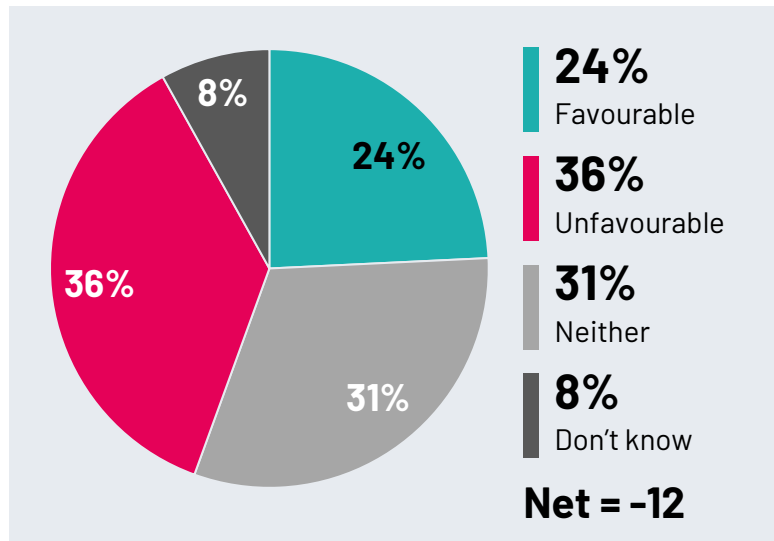
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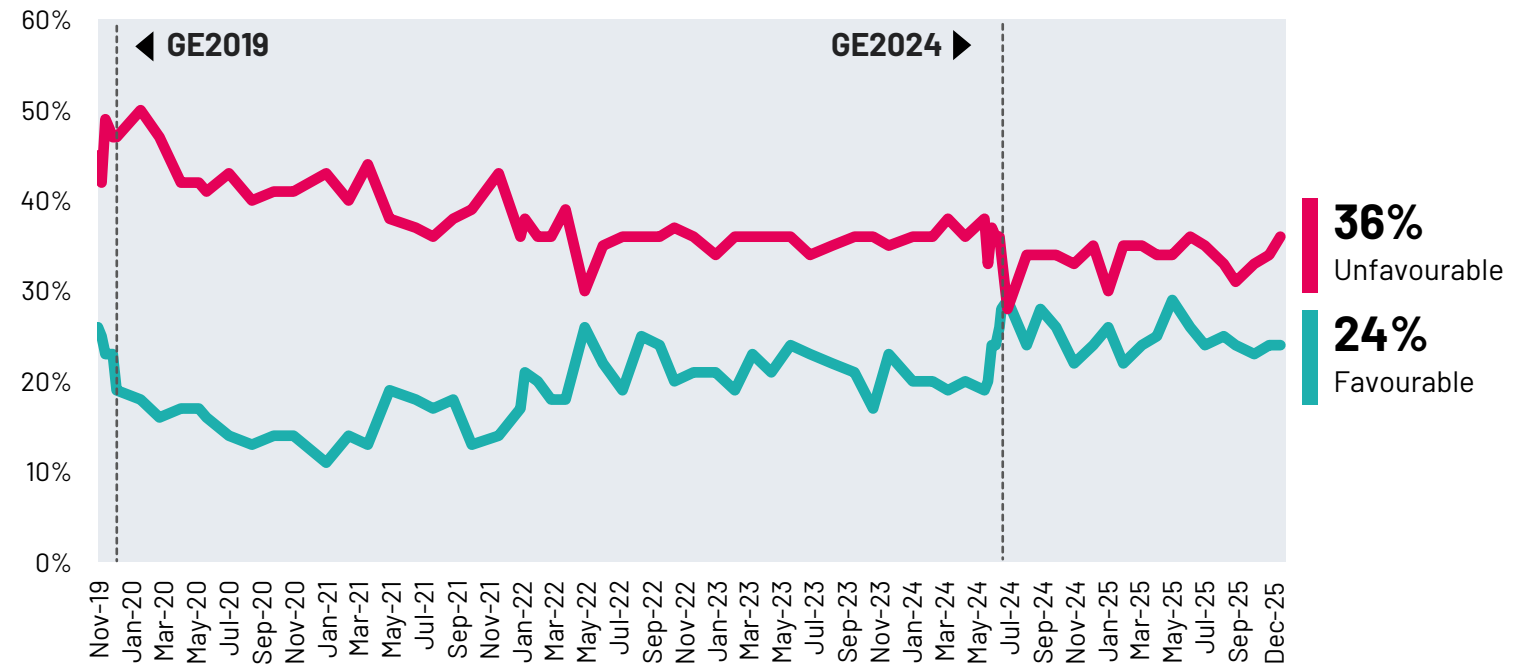
# The Liberal Democrats: Favourability

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

December 2025



November 2019 - December 2025

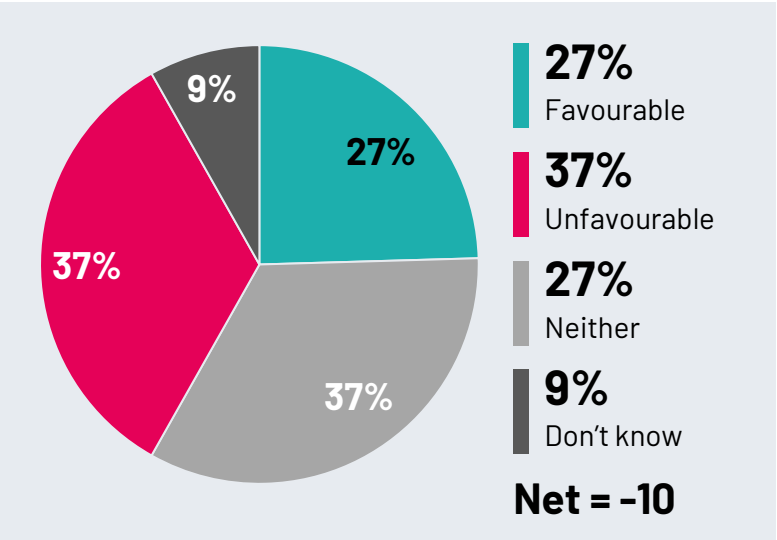


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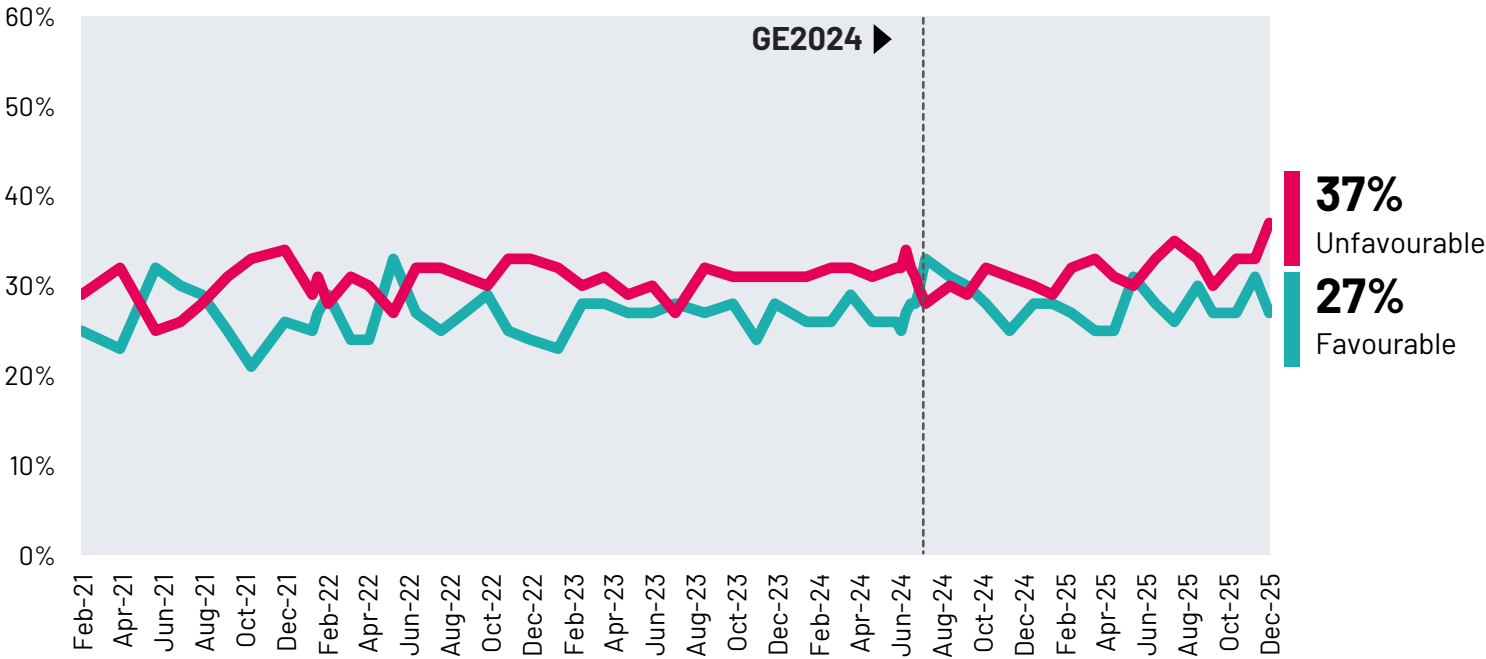
# The Green Party: Favourability

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

December 2025



February 2021 – December 2025



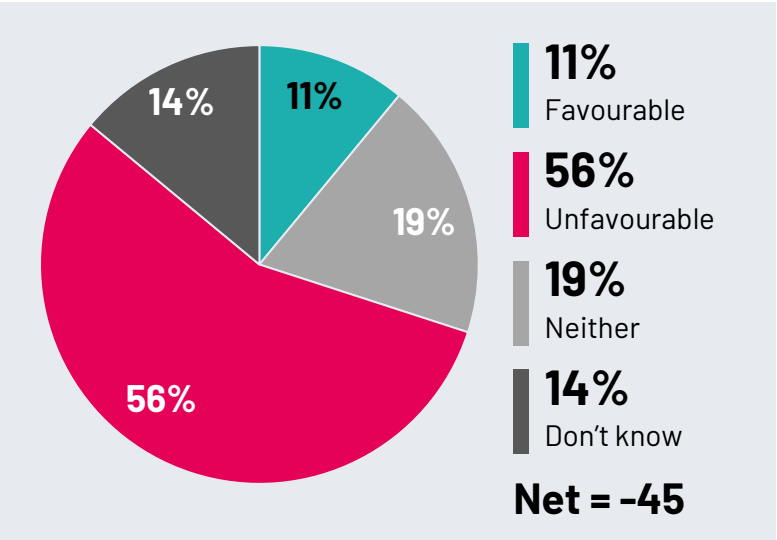
Base: 1,124 Online British adults aged 18+, 28 November – 2 December 2025



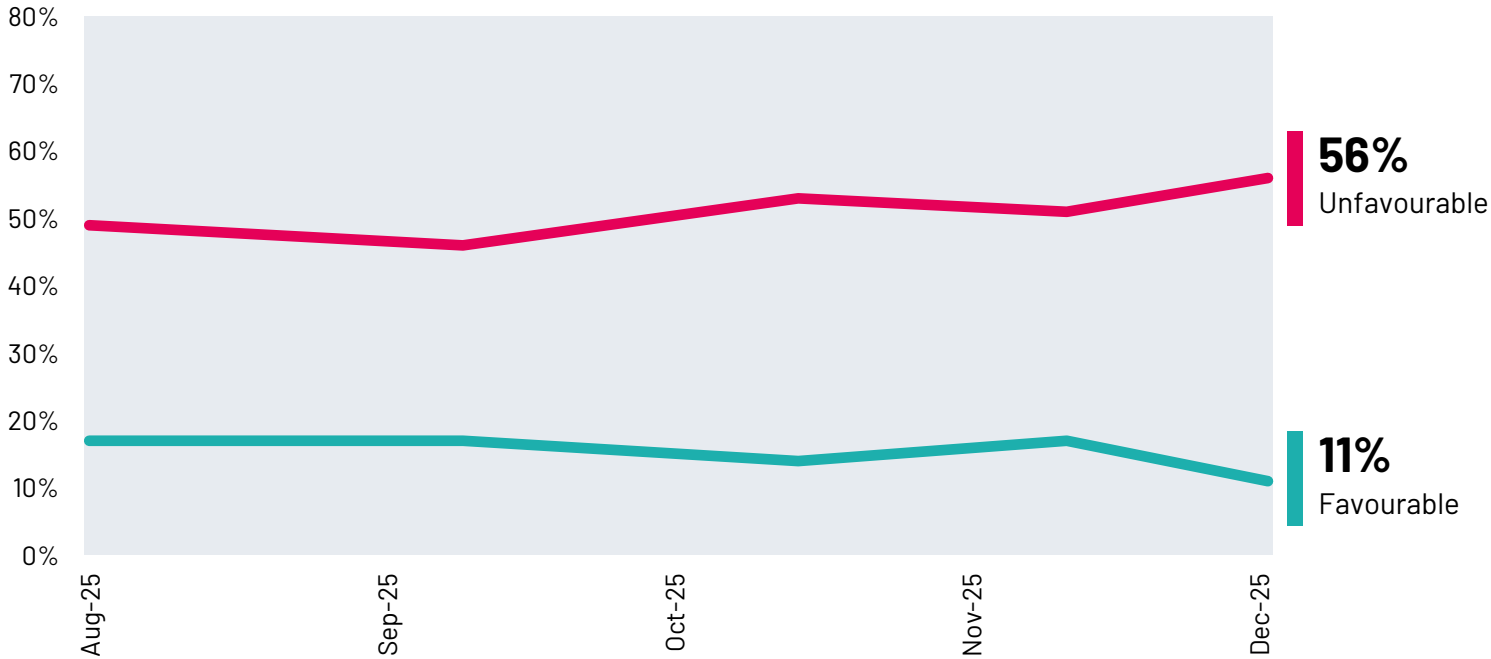
# The new left-wing party: Favourability

To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? A new left-wing political party founded by Jeremy Corbyn and Zarah Sultana

December 2025



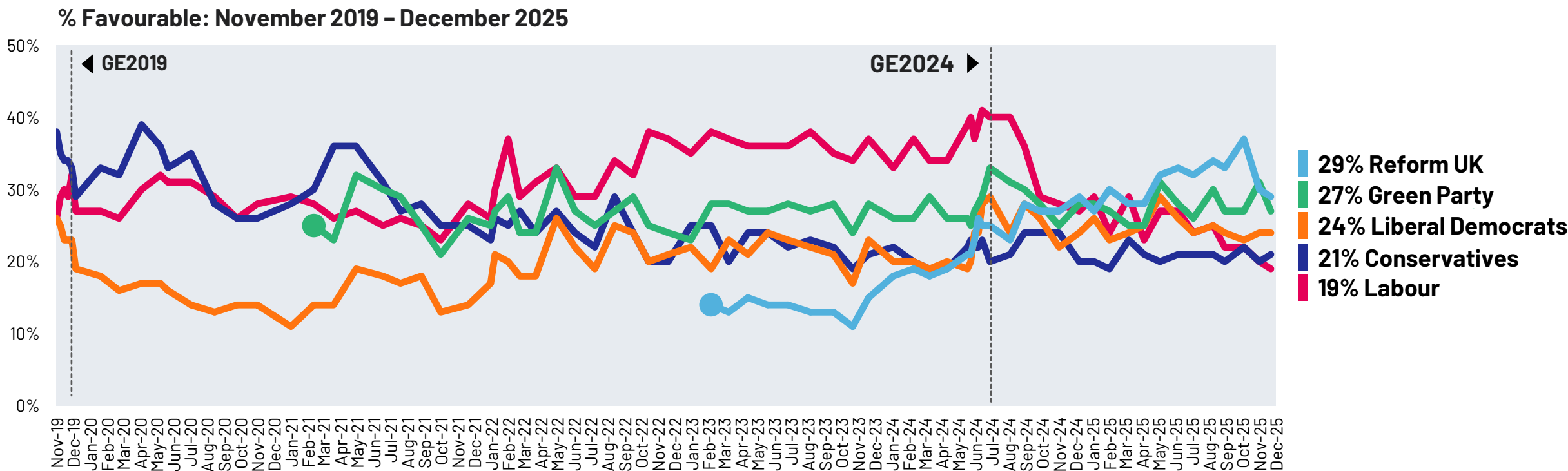
August 2025 - December 2025



Base: 1,124 Online British adults aged 18+, 28 November – 2 December 2025

# Political parties: Favourability

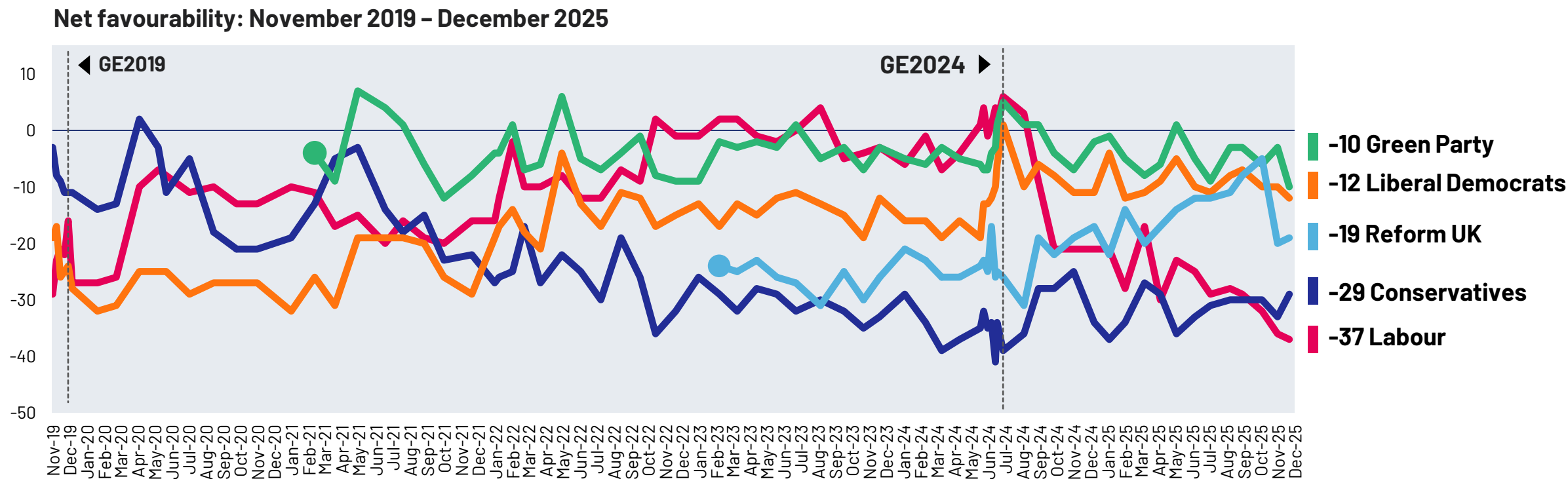
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties?



Base: 1,124 Online British adults aged 18+, 28 November – 2 December 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?

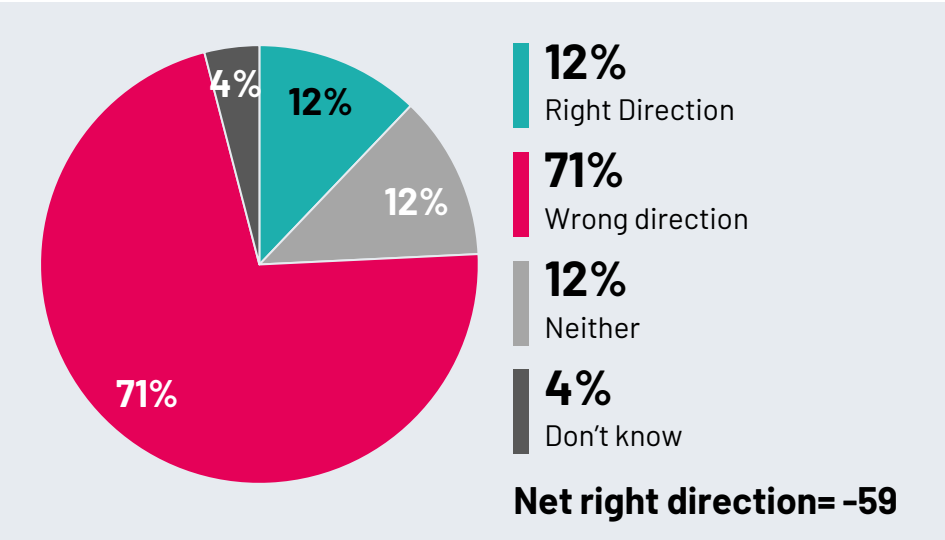


Base: 1,124 Online British adults aged 18+, 28 November – 2 December 2025

# Direction of the country

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

December 2025



January 2020 - December 2025



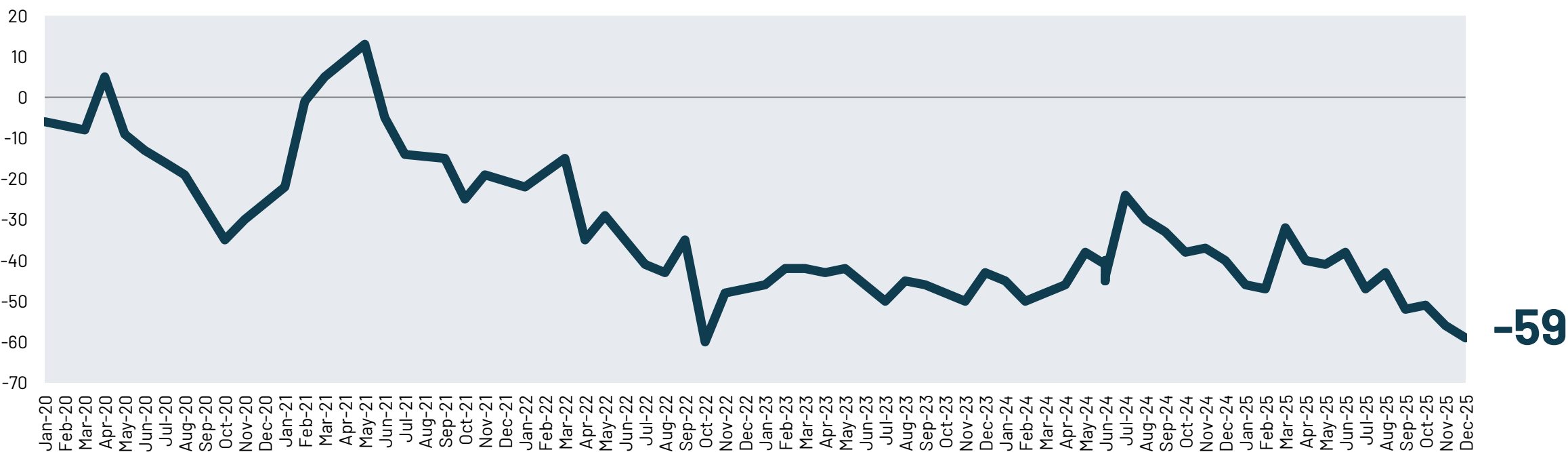
Base: 1,124 Online British adults aged 18+, 28 November – 2 December 2025



# Direction of the country: January 2020 – December 2025

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

Net right direction



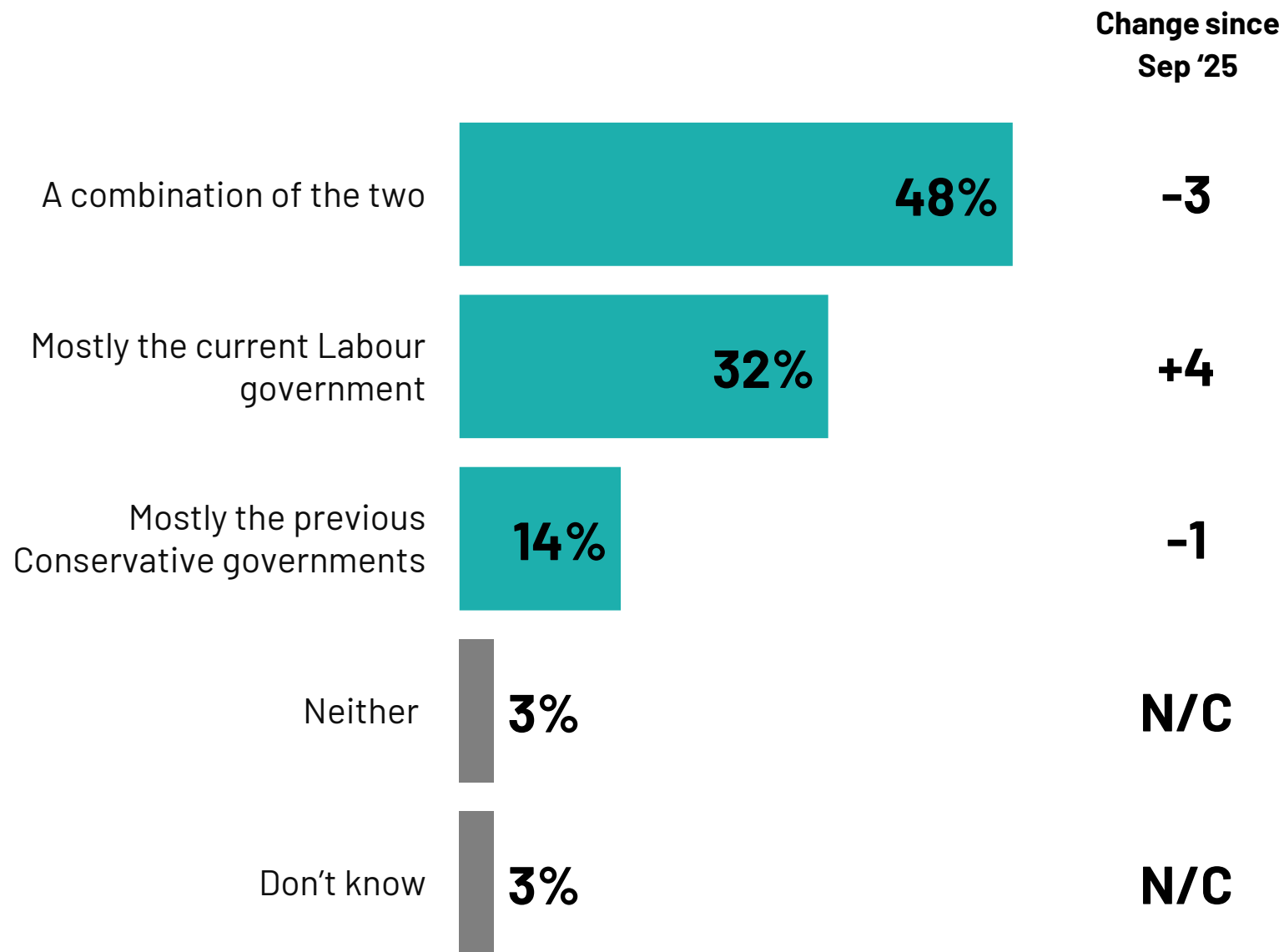
Base: 1,124 Online British adults aged 18+, 28 November – 2 December 2025





**Around half of Britons who think the country is heading in the wrong direction think a combination of the current Labour and previous Conservative governments are most responsible for this. A third think the current Labour government are most responsible**

Would you say that the current Labour government or previous Conservative governments are most responsible for things heading in the wrong direction?

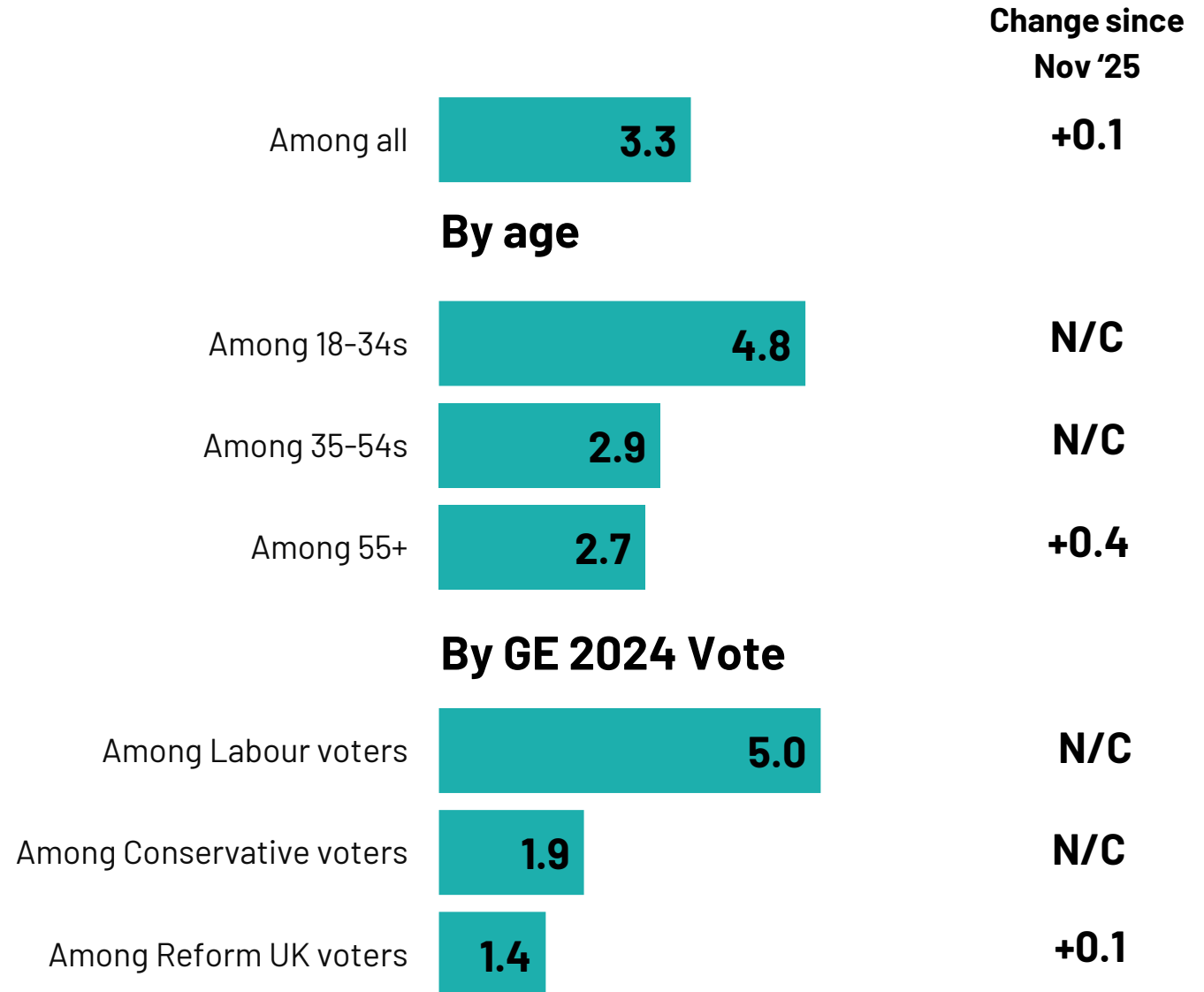


Base: 1,124 Online British adults aged 18+, 28 November – 2 December 2025

# How is the current Labour government performing?

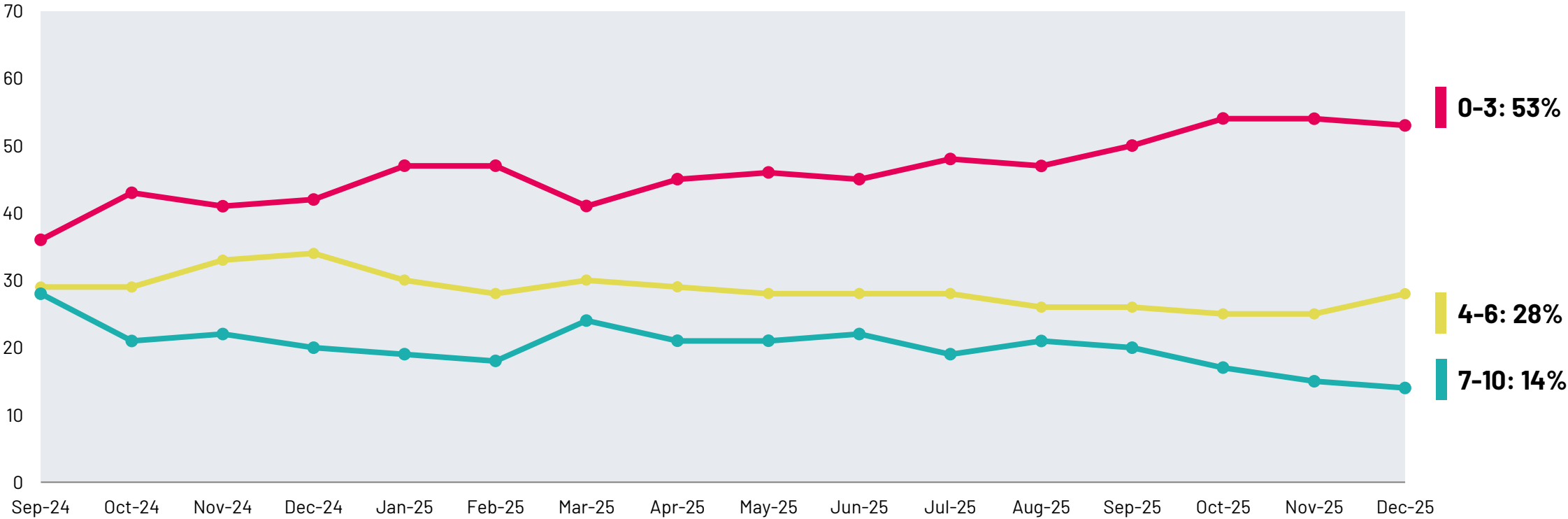
On a scale of 0 to 10, where 10 means a very good job and 0 means a very bad job, do you think the current Labour government is doing a good or bad job at running the country? **Mean scores**

**Base: 1124** Online British adults aged 18+, including (343) 18-34-year-olds, (379) 35-54s, (402) +55s, (336) 2024 Labour voters, (175) 2024 Conservative voters, and (140) 2024 Reform UK voters, 28 November – 2 December 2025



# Perceptions of the Government's performance so far

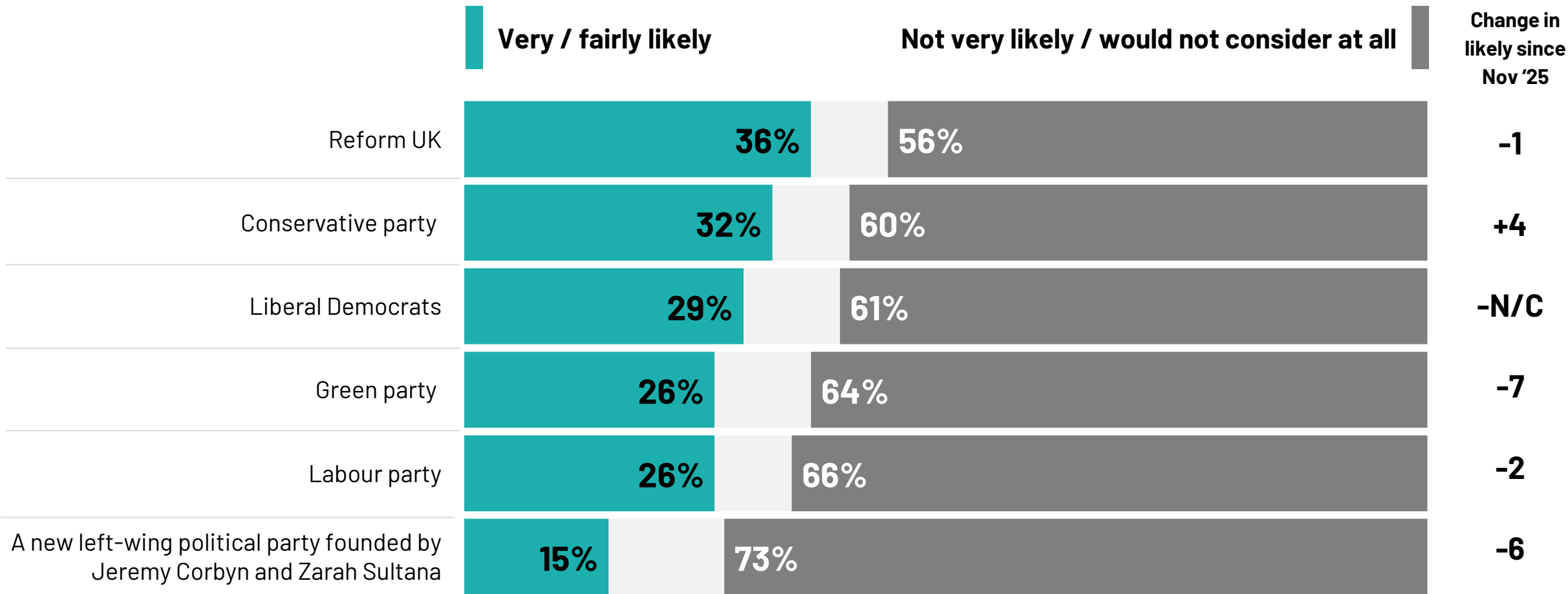
On a scale of 0 to 10, where 10 means a very good job and 0 means a very bad job, do you think the current Labour government is doing a good or bad job at running the country? **% rating different score aggregates**



Base: 1,124 Online British adults aged 18+, 28 November – 2 December 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?

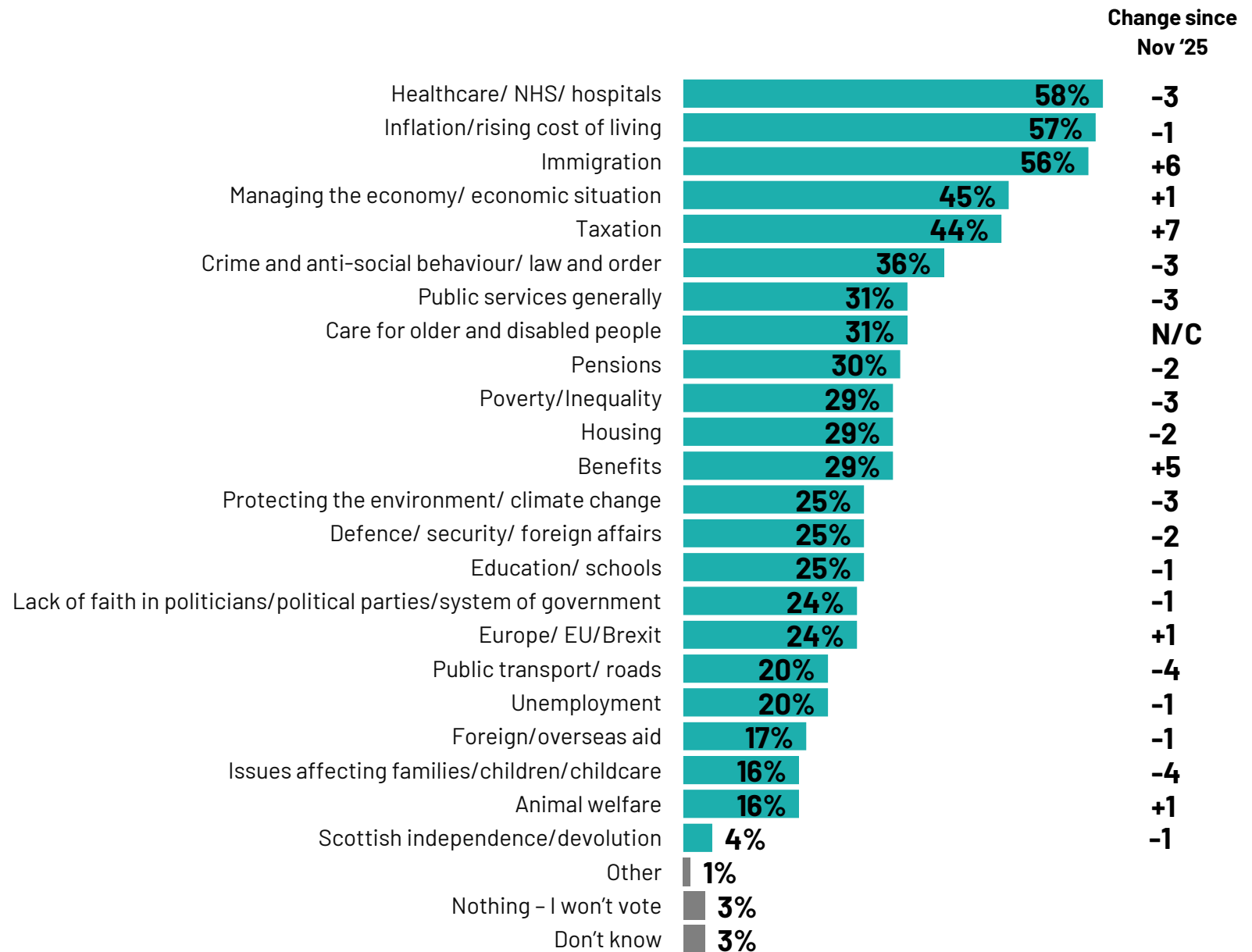


Base: 1,124 Online British adults aged 18+, 28 November – 2 December 2025

# 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: 1,124 Online British adults aged 18+, 28 November – 2 December 2025

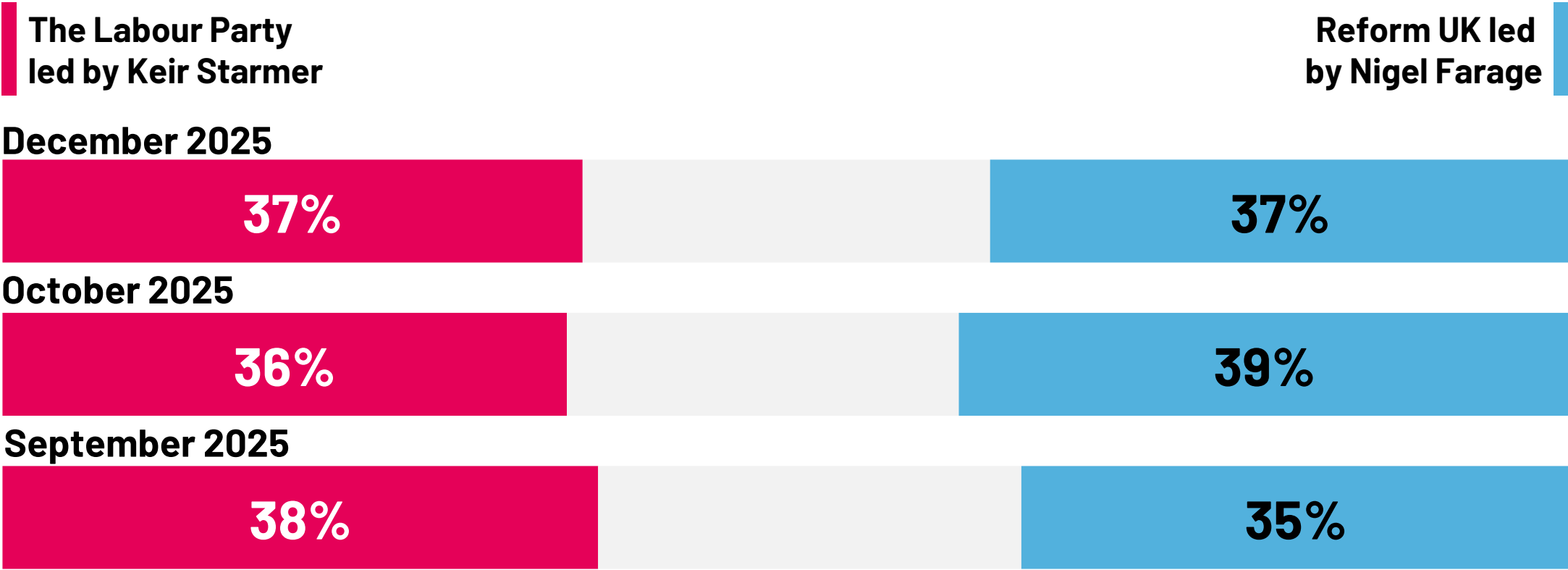


# LEADERSHIP



# If given the choice between just the Labour party led by Keir Starmer and Reform UK led by Nigel Farage, Britons are split

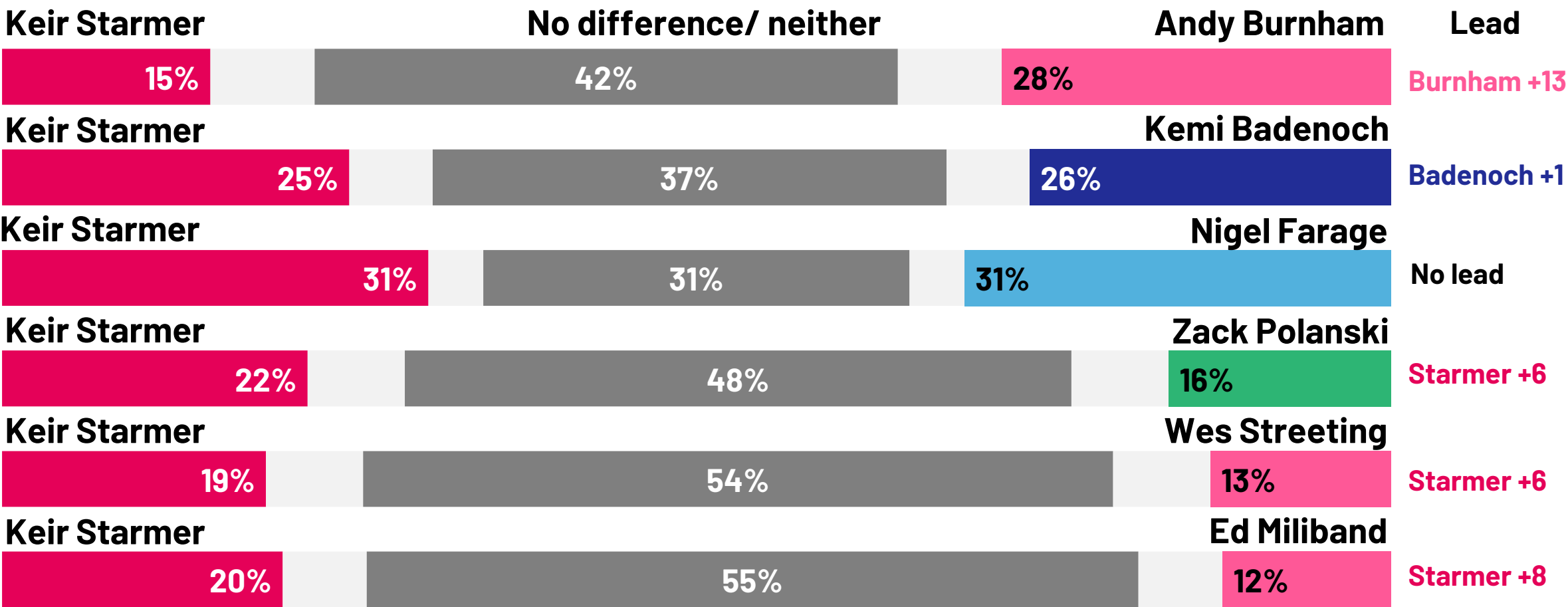
If you had to choose, which party would you prefer to win the next UK General Election and form the next government?



Base: 1,124 Online British adults aged 18+, 28 November – 2 December 2025

# Andy Burnham is the only politician on our list preferred to Keir Starmer as Prime Minister, Starmer and Farage now neck and neck once more

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



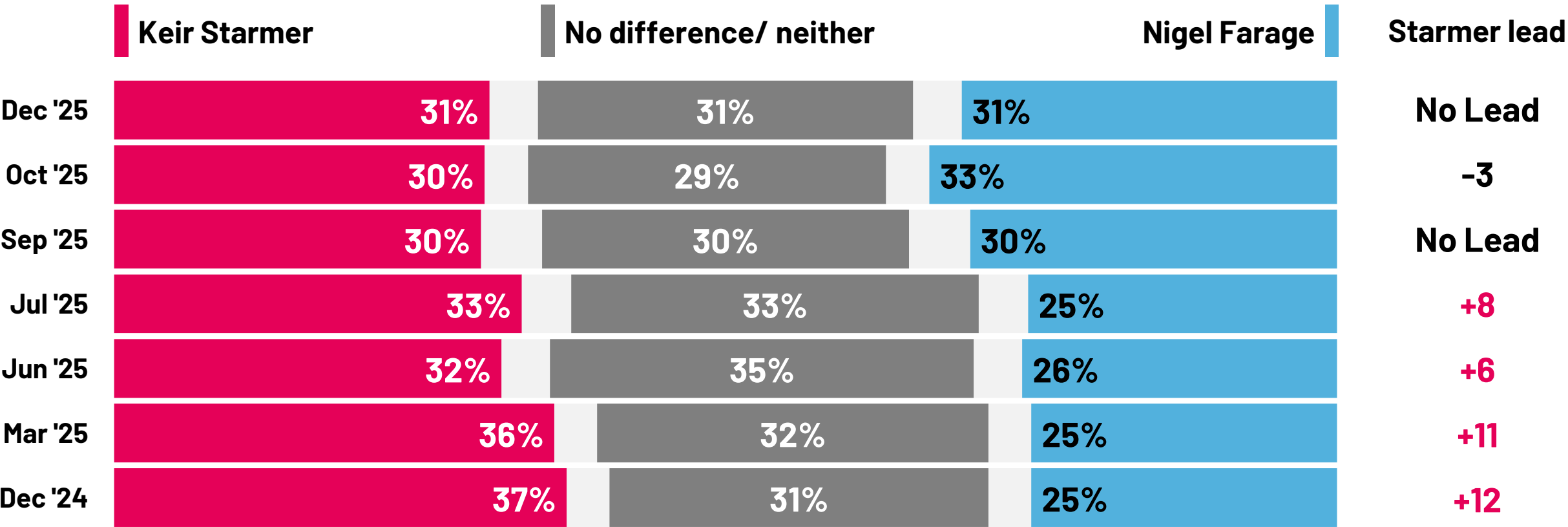
Base: 1,124 Online British adults aged 18+, 28 November – 2 December 2025





# Britons are split on whether Keir Starmer or Nigel Farage would make a better Prime Minister

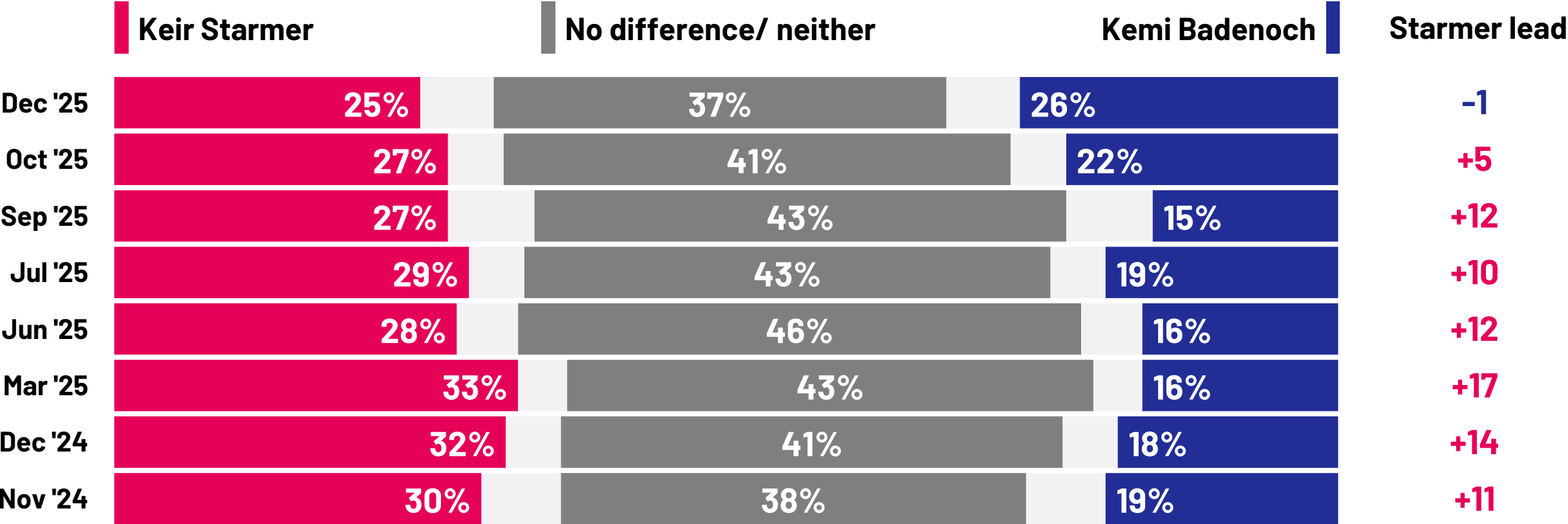
Which of the following, if either, do you think would make a better Prime Minister?



Base: 1,124 Online British adults aged 18+, 28 November – 2 December 2025

# Britons are split on whether they would prefer Keir Starmer or Kemi Badenoch as Prime Minister

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

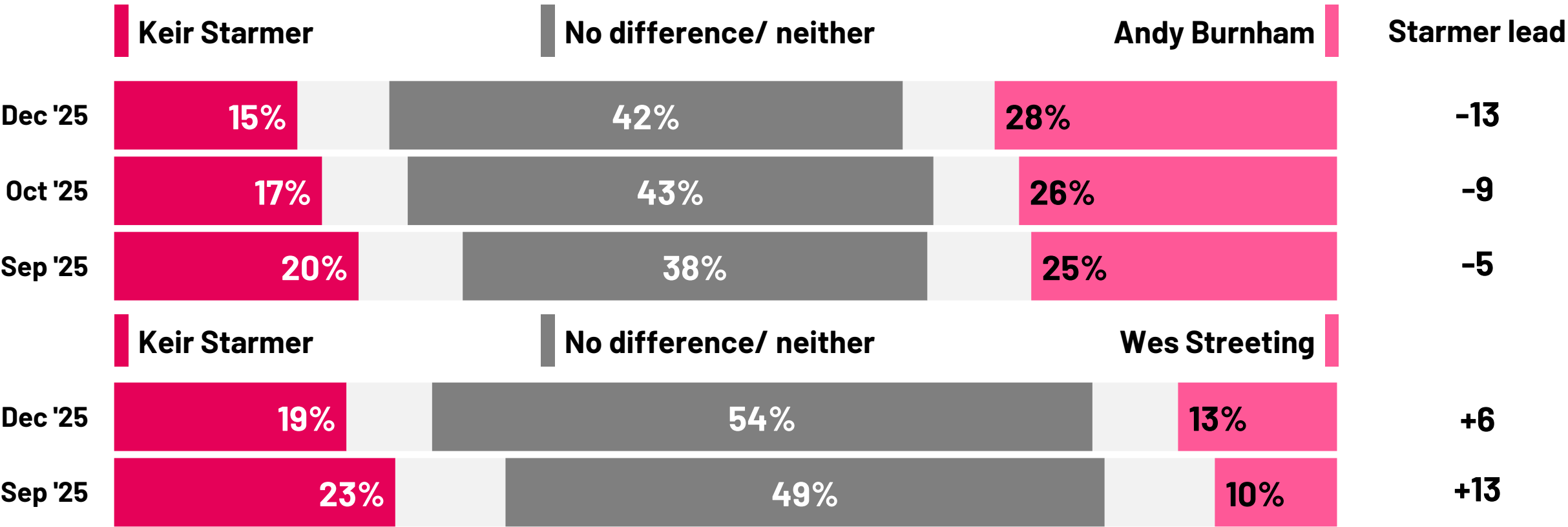


Base: 1,124 Online British adults aged 18+, 28 November – 2 December 2025



# Britons continue to be more likely to think Andy Burnham would make a better Prime Minister than Keir Starmer

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

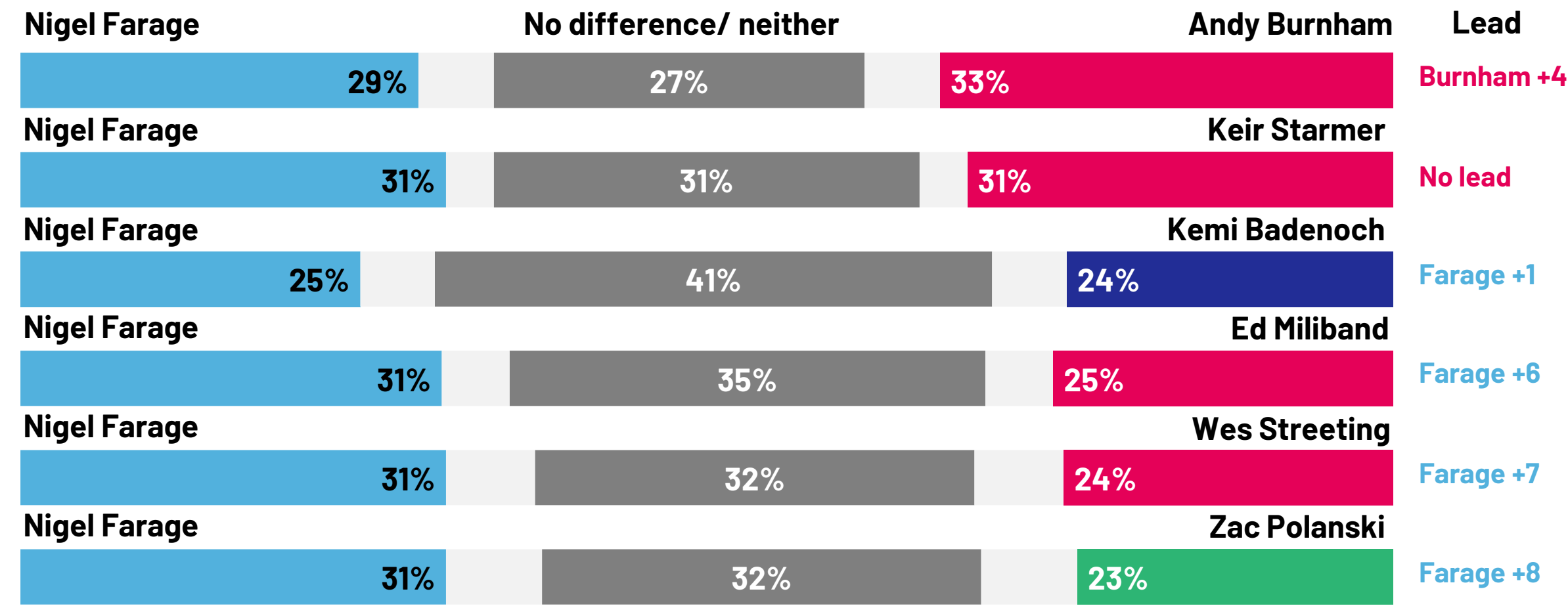


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# Andy Burnham slightly leads Nigel Farage in terms of who Britons think would make a better Prime Minister, Farage and Starmer level but Farage leads others

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

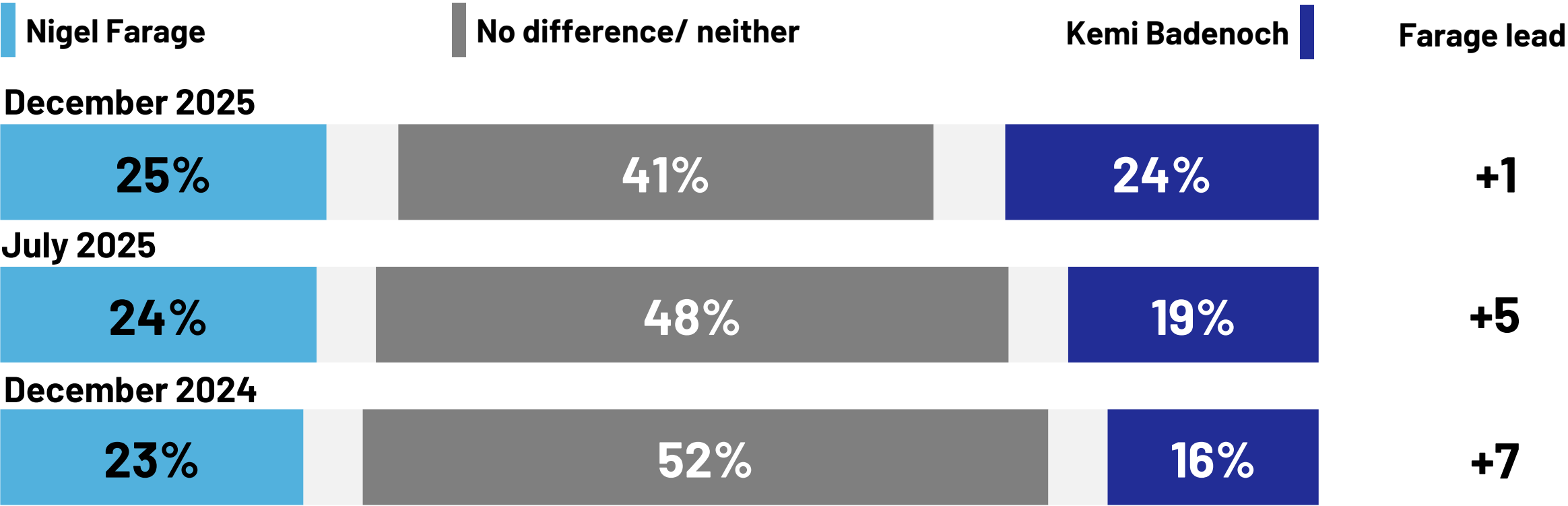


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# The public are split on whether they would prefer Nigel Farage or Kemi Badenoch as Prime Minister

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

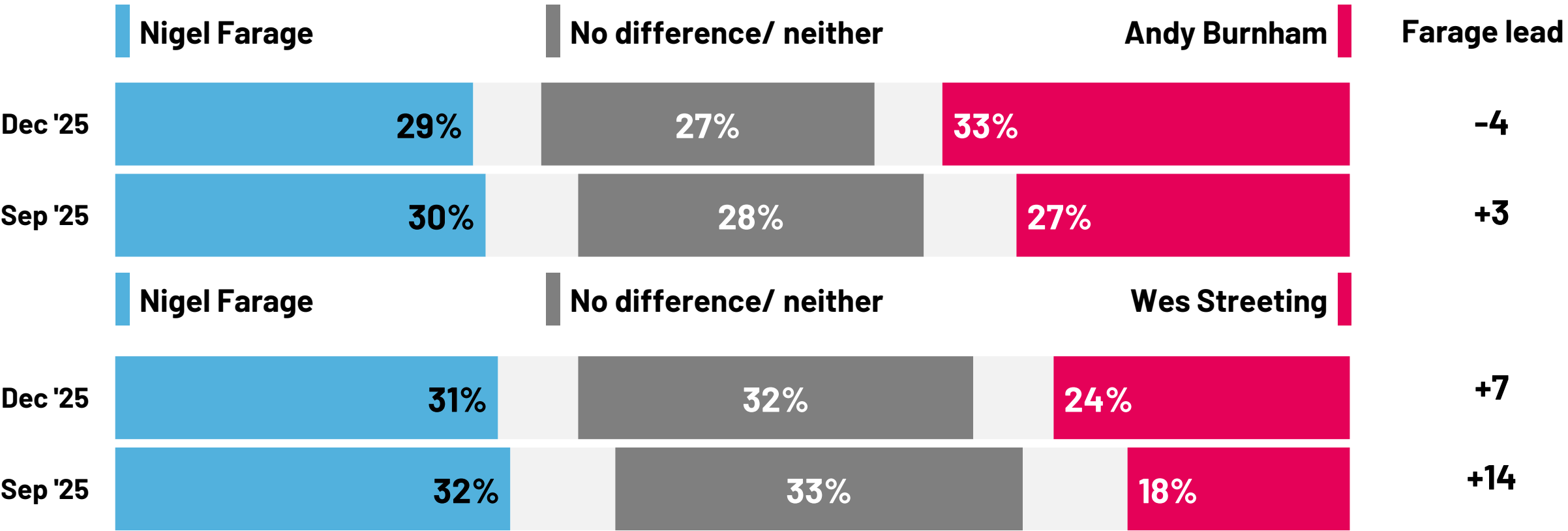


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# Andy Burnham now leads Nigel Farage in terms of who Britons think would make a better Prime Minister

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



Base: 1,124 Online British adults aged 18+, 28 November – 2 December 2025



## December 2025 Political Pulse

### For more information

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Senior Research Executive

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