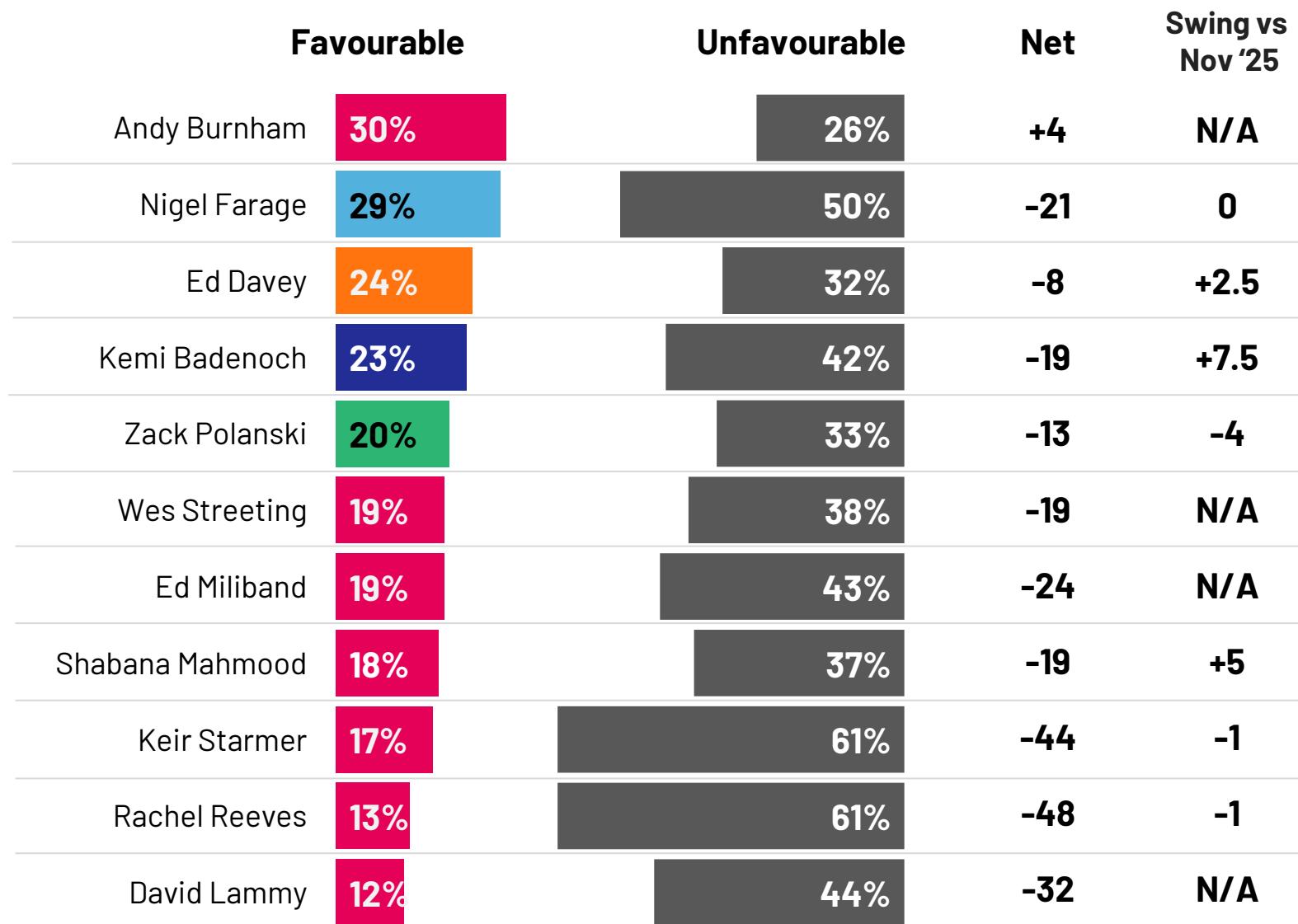


Ipsos Political Pulse

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?

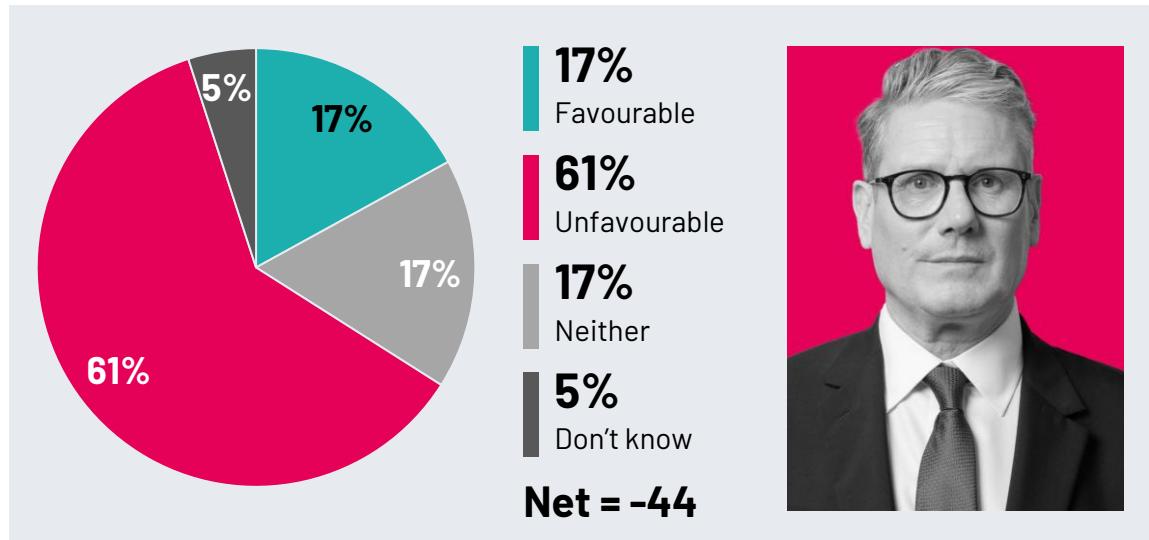


Base: 1,124 Online British adults aged 18+, 28 November – 2 December 2025

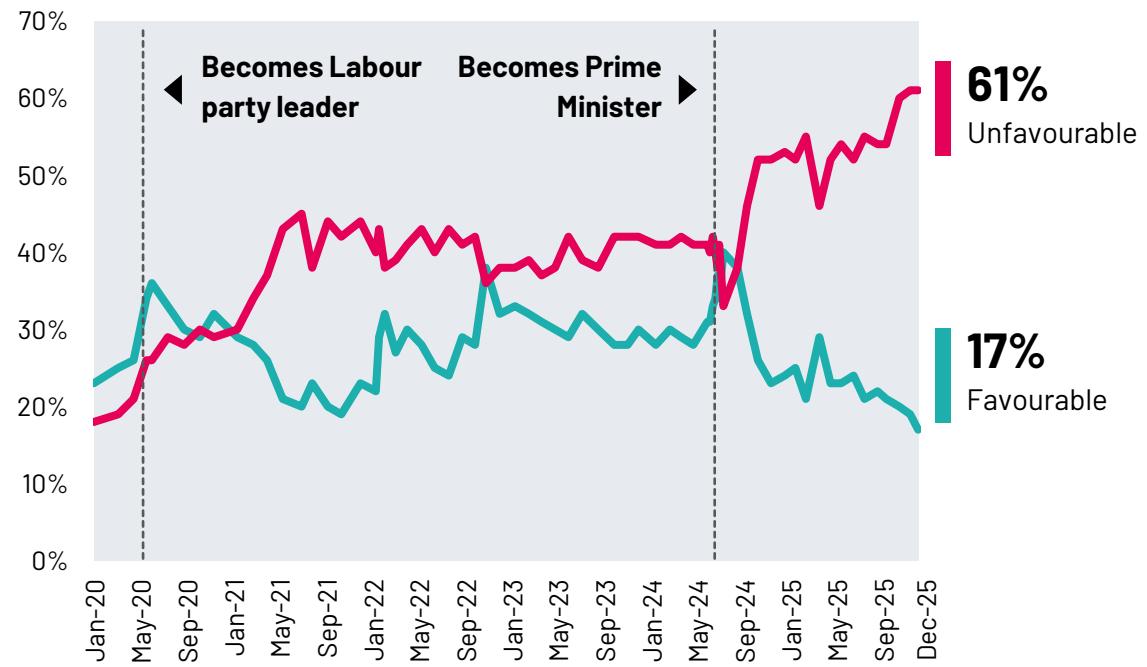
Keir Starmer: Favourability

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

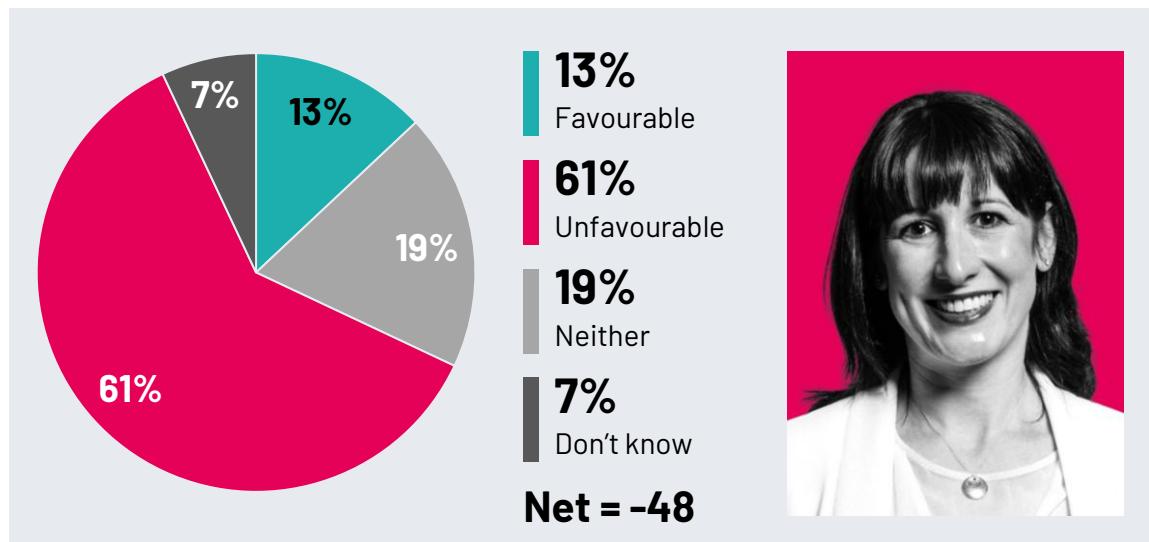


Base: 1,124 Online British adults aged 18+, 28 November – 2 December 2025

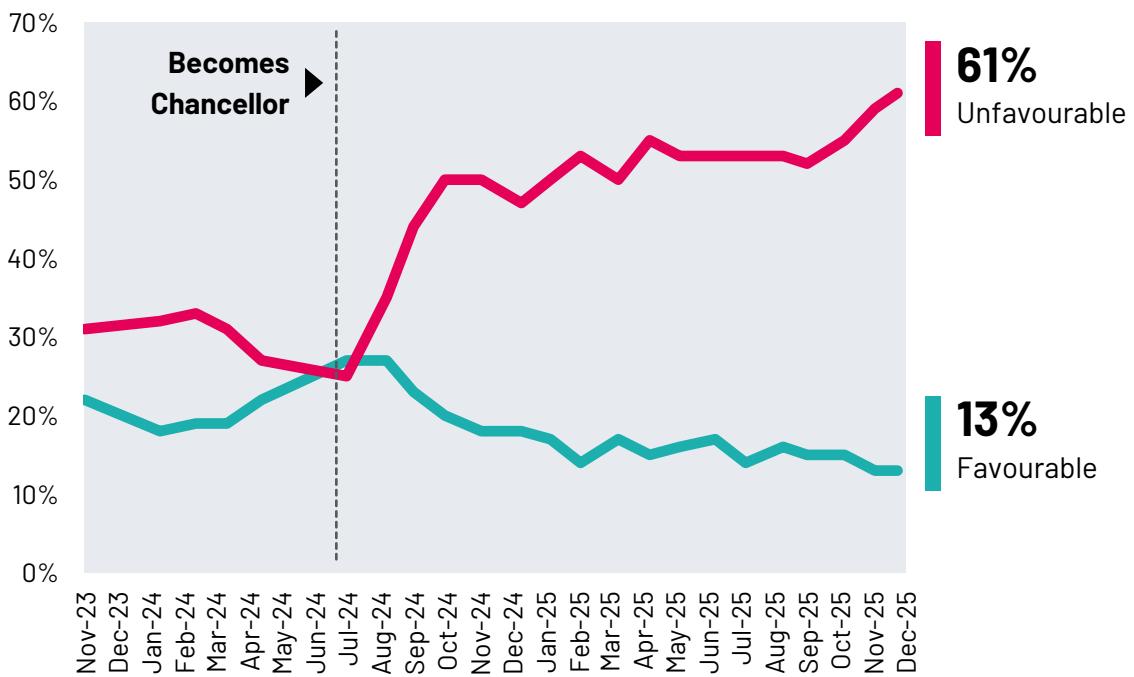
Rachel Reeves: Favourability

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

December 2025



November 2023 – December 2025

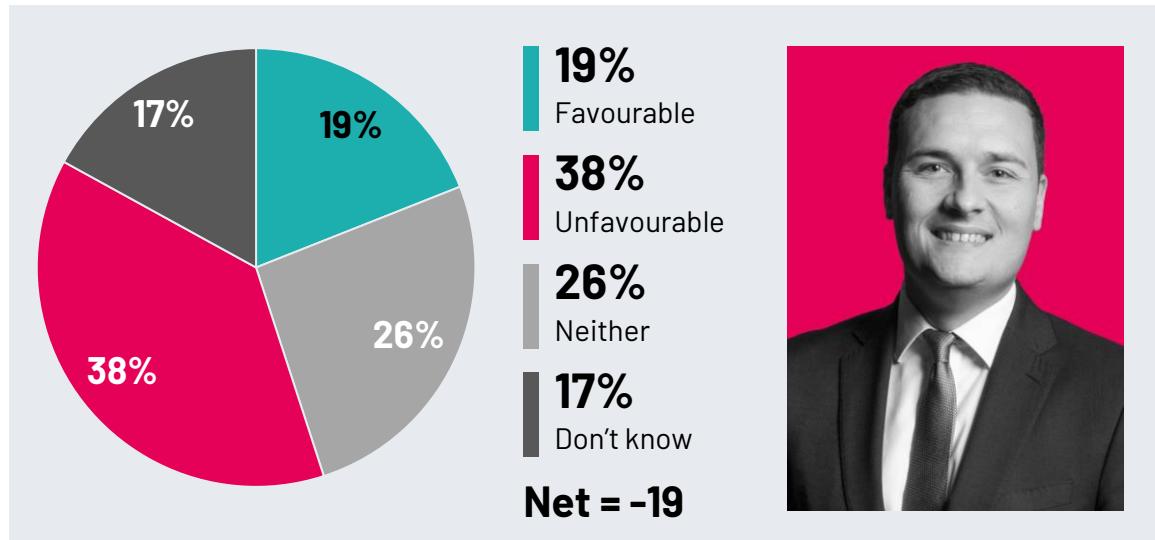


Base: 1,124 Online British adults aged 18+, 28 November – 2 December 2025

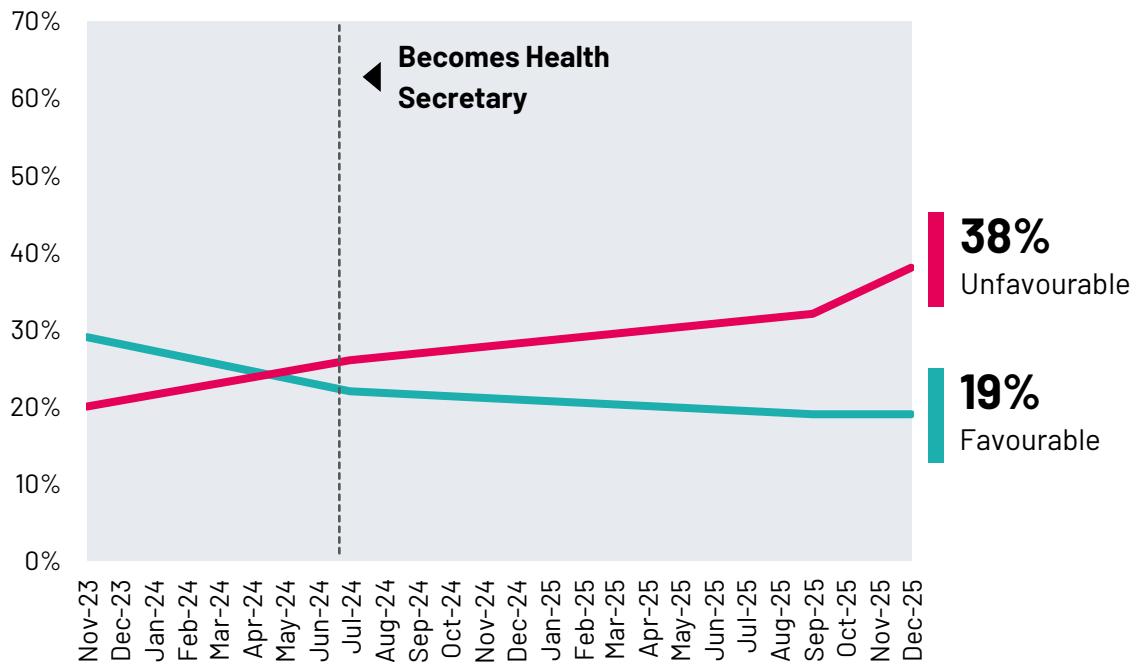
Wes Streeting: Favourability

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

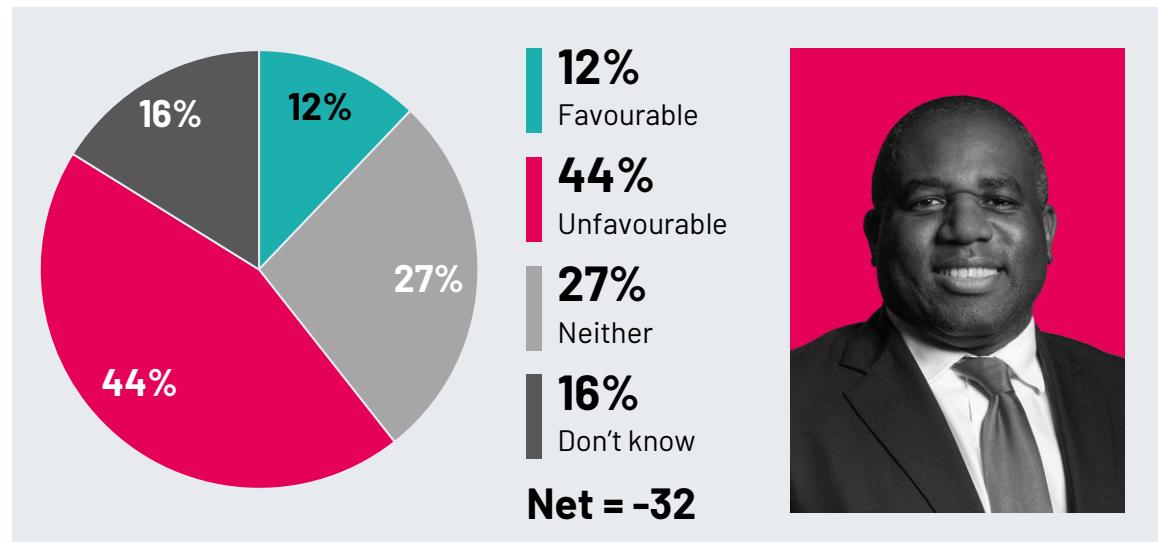


Base: 1,124 Online British adults aged 18+, 28 November – 2 December 2025

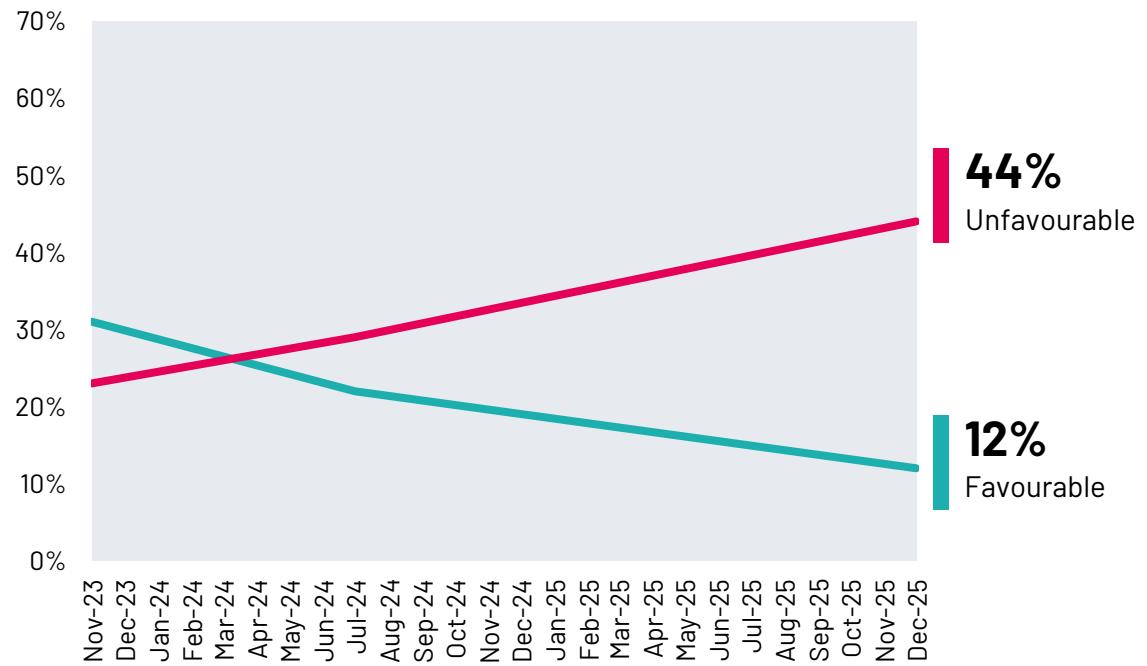
David Lammy: Favourability

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

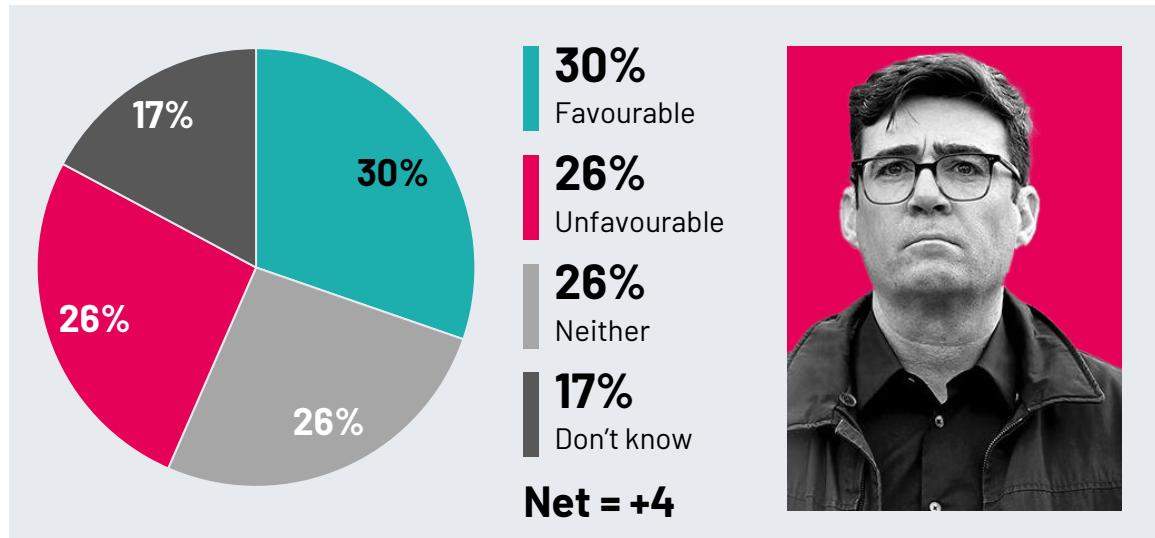


Base: 1,124 Online British adults aged 18+, 28 November – 2 December 2025

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



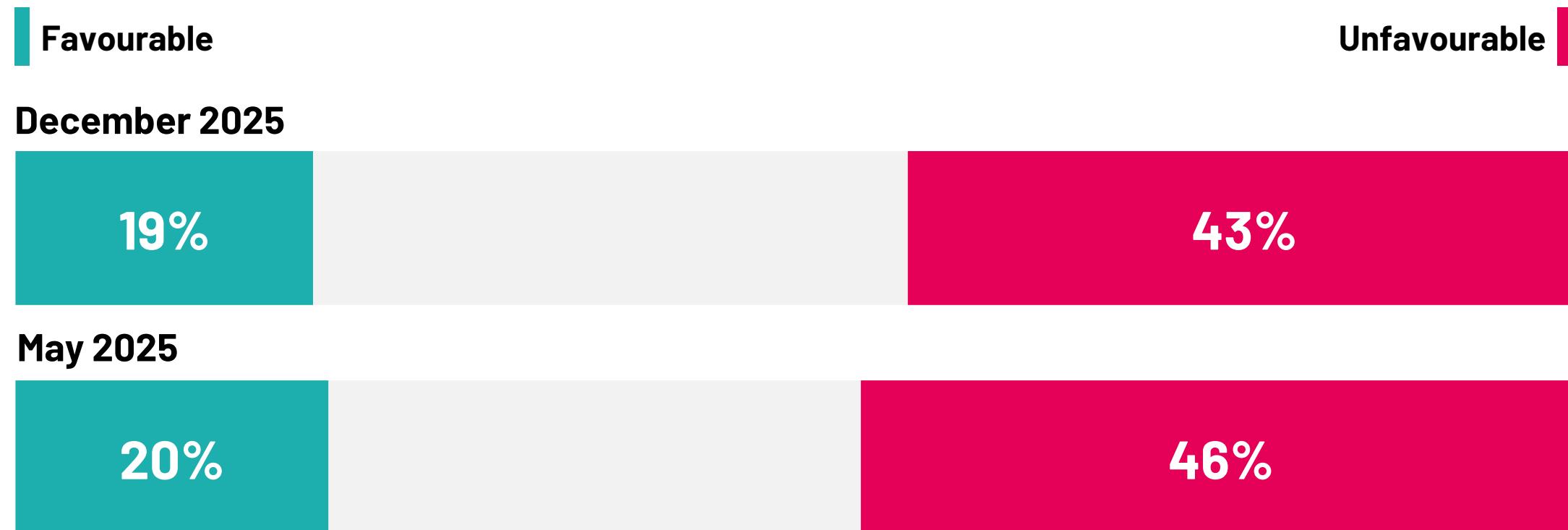
March 2024 – December 2025



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

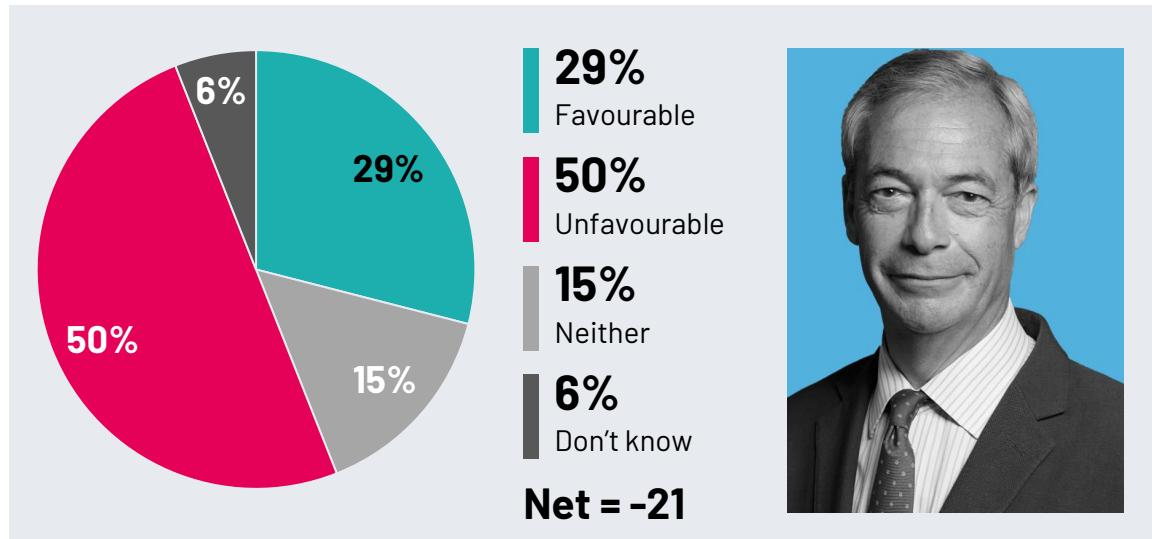


Base: 1,124 Online British adults aged 18+, 28 November – 2 December 2025

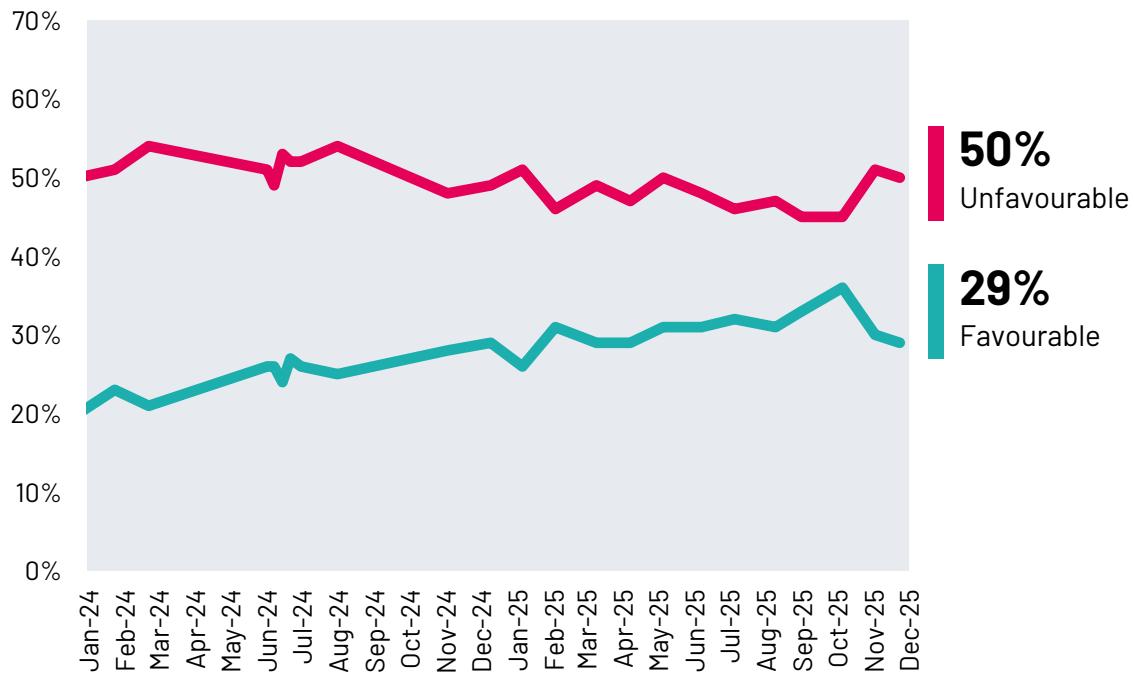
Nigel Farage: Favourability

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

December 2025



January 2024 – December 2025

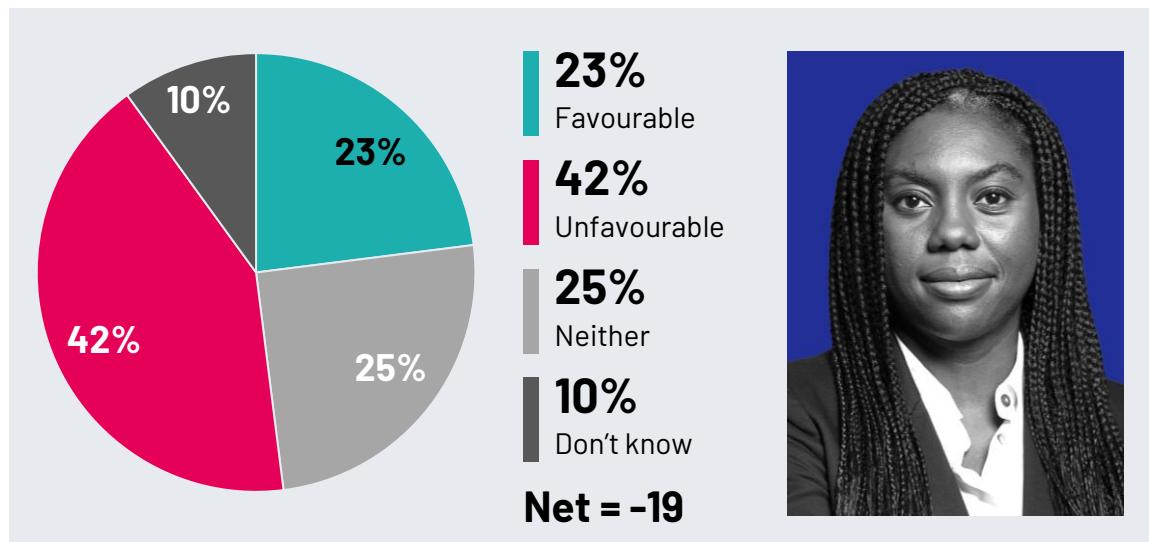


Base: 1,124 Online British adults aged 18+, 28 November – 2 December 2025

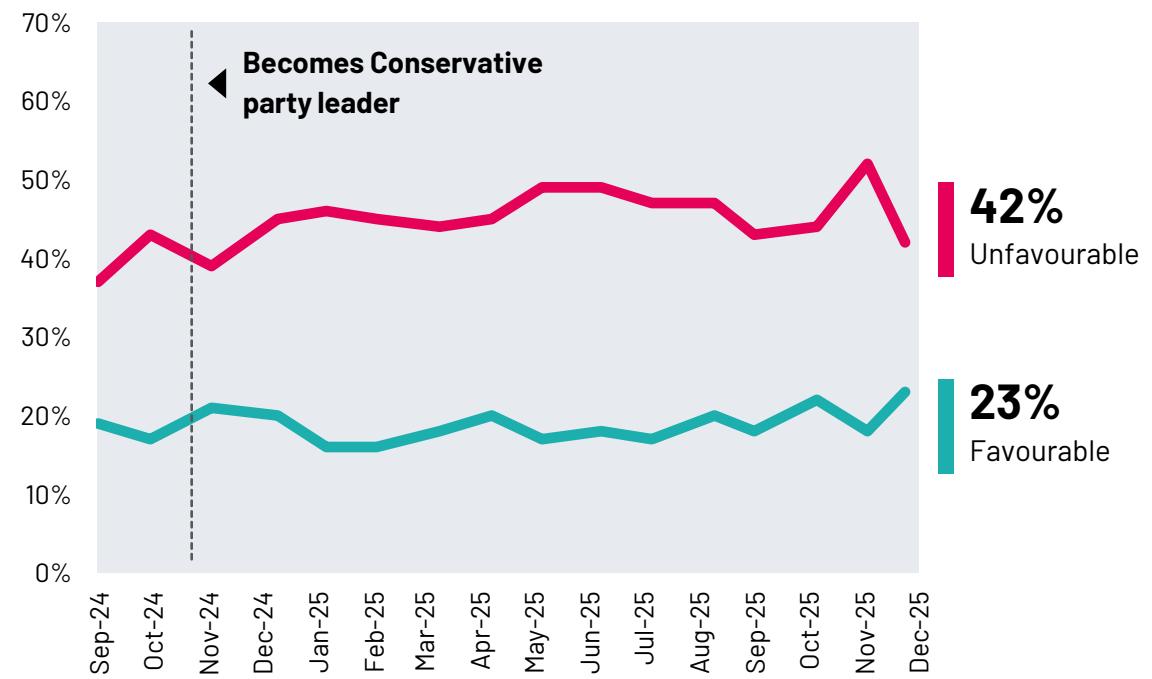
Kemi Badenoch: Favourability

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

December 2025



September 2024 – December 2025

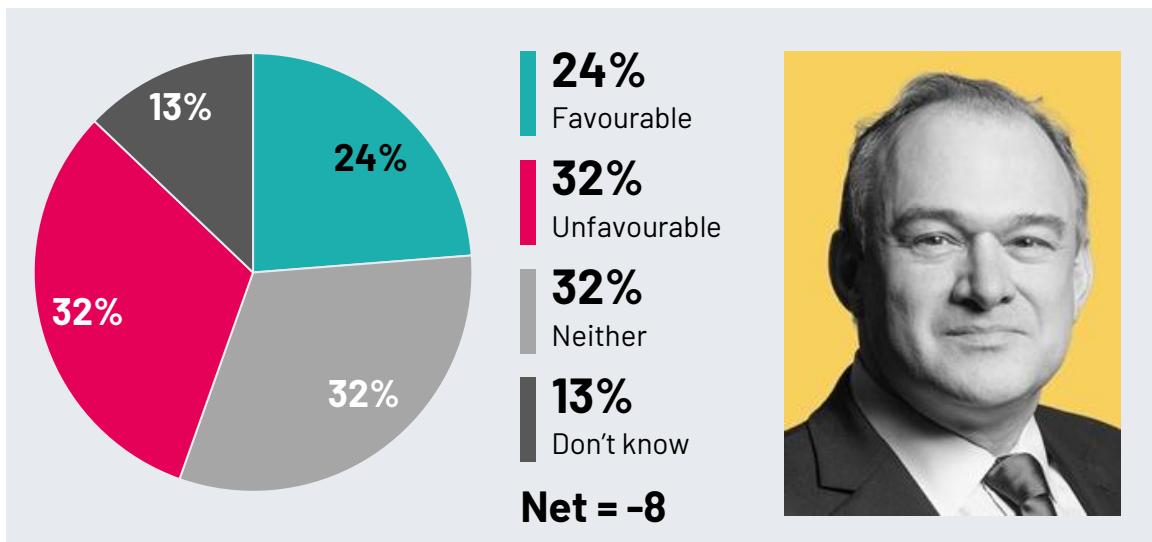


Base: 1,124 Online British adults aged 18+, 28 November – 2 December 2025

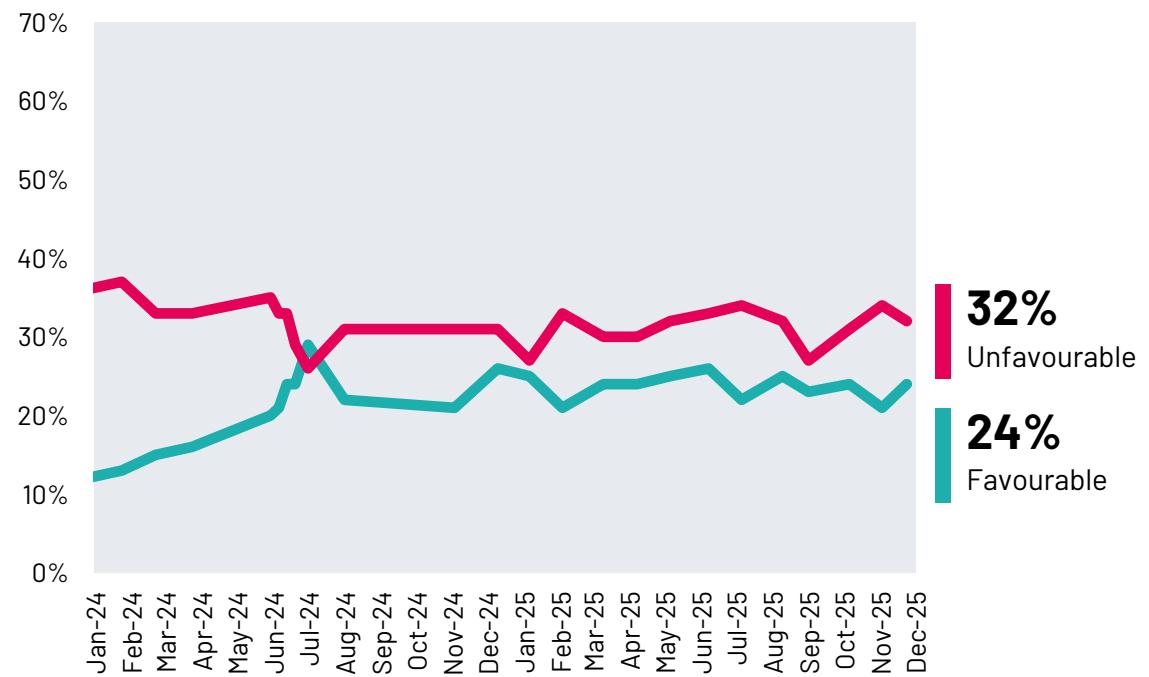
Ed Davey: Favourability

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

December 2025



January 2024 – December 2025

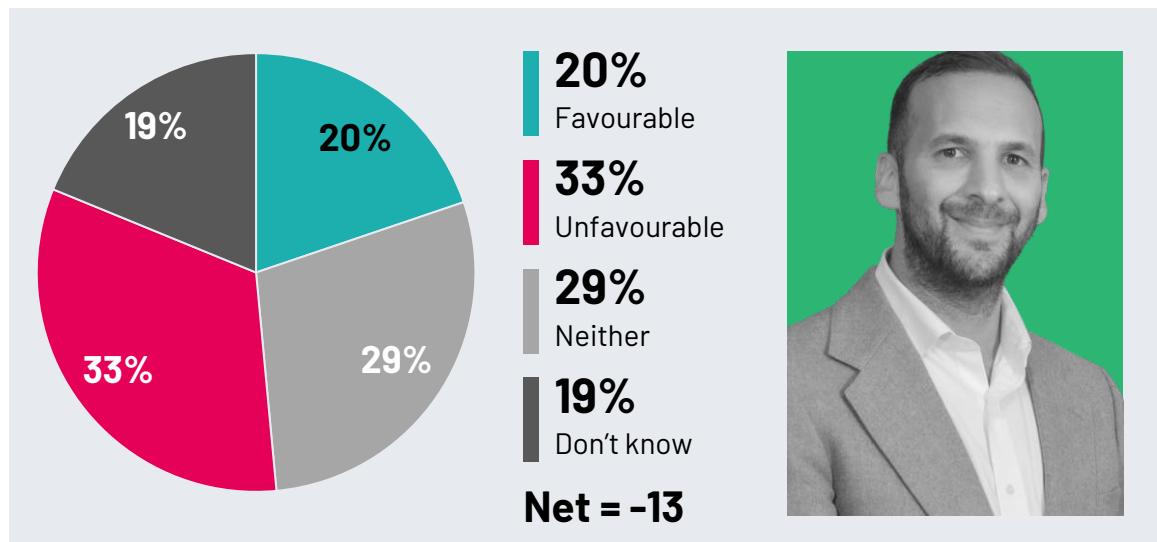


Base: 1,124 Online British adults aged 18+, 28 November – 2 December 2025

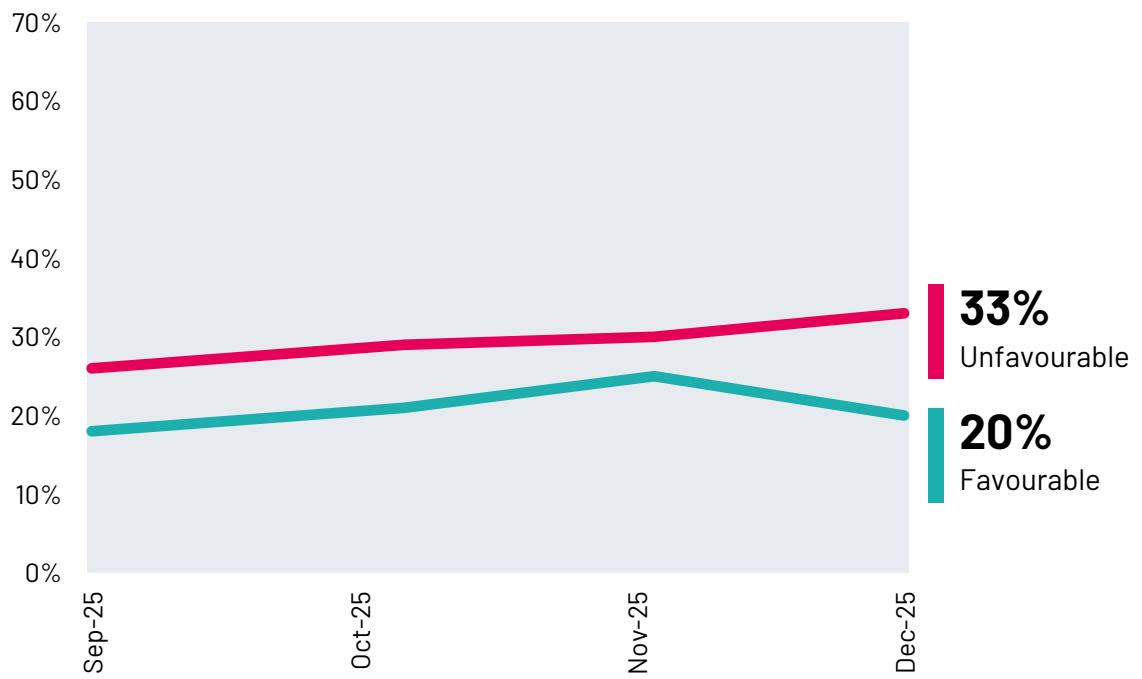
Zack Polanski: Favourability

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

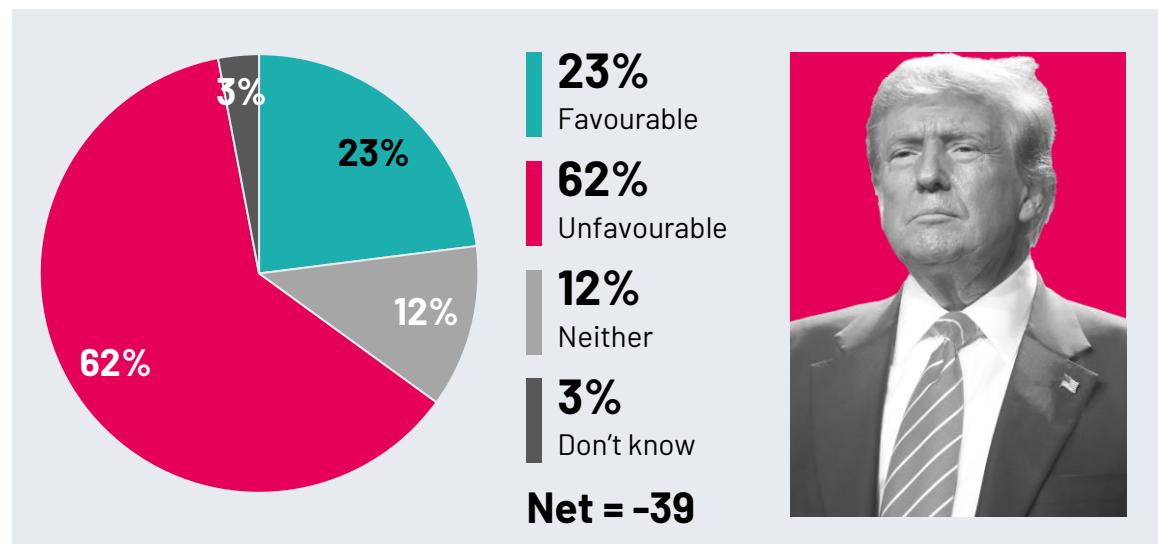


Base: 1,124 Online British adults aged 18+, 28 November – 2 December 2025

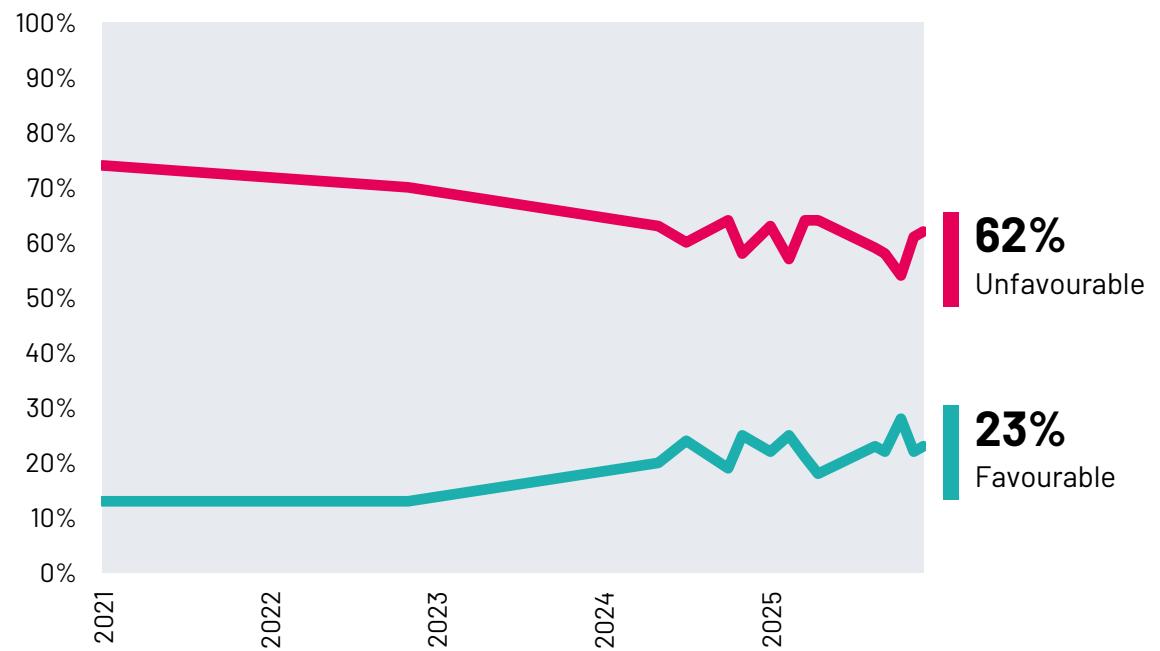
Donald Trump: Favourability

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

December 2025



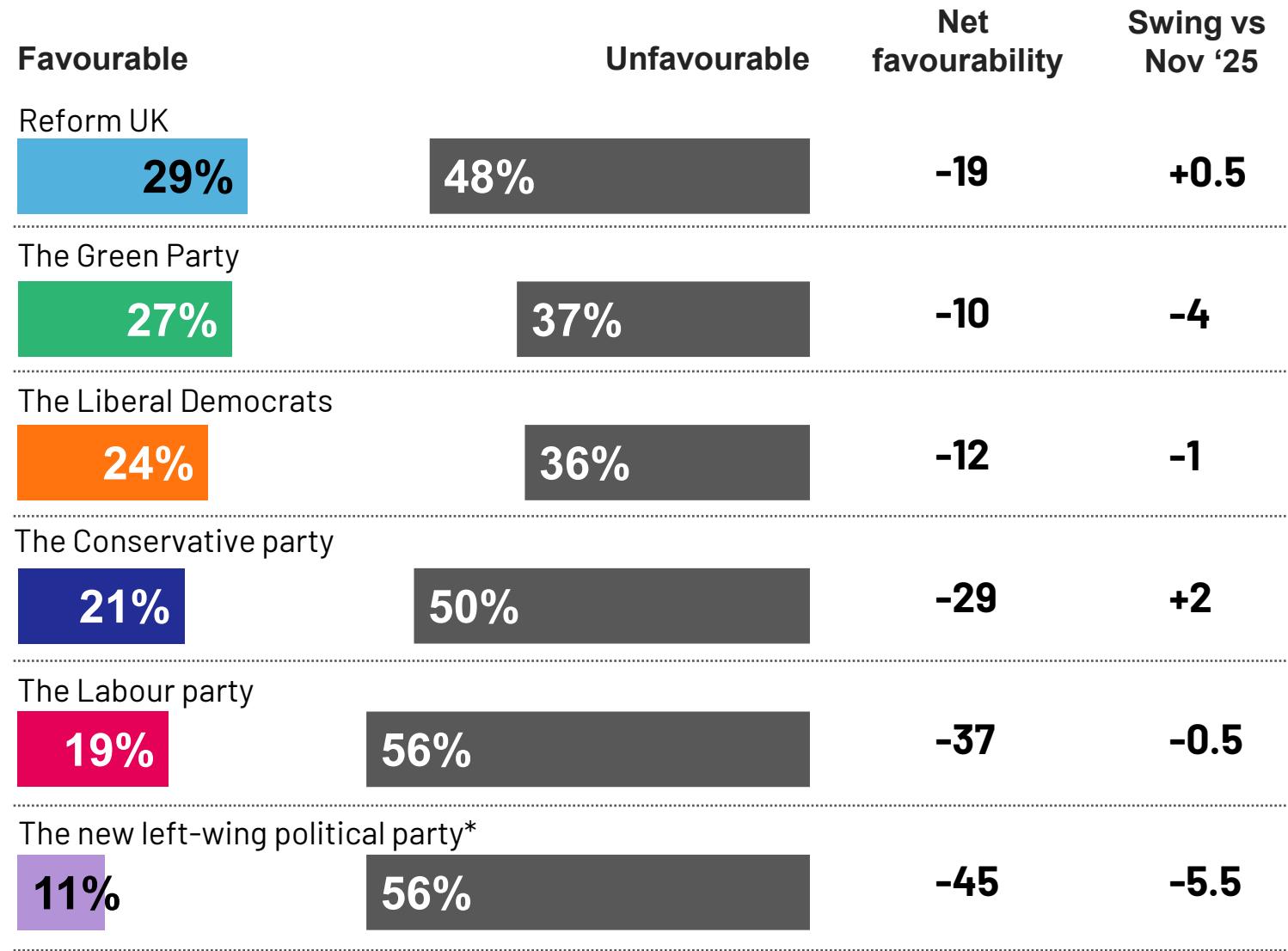
January 2021 – December 2025



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?



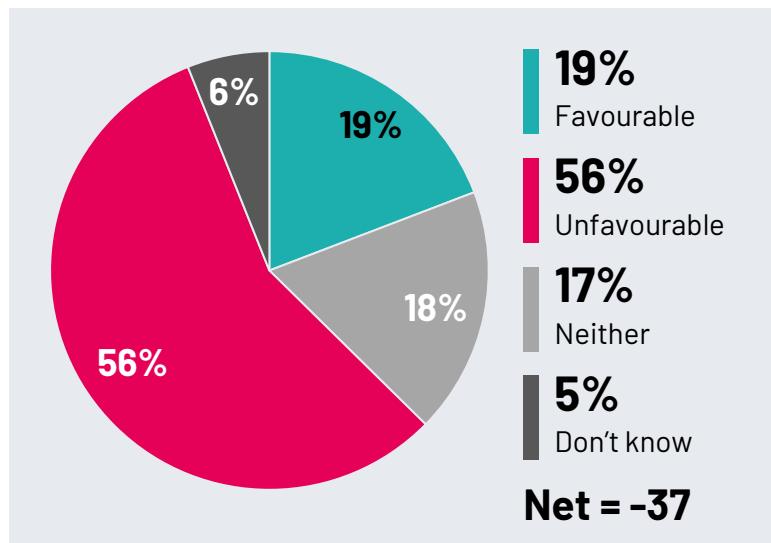
Base: 1,124 Online British adults aged 18+, 28 November – 2 December 2025

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

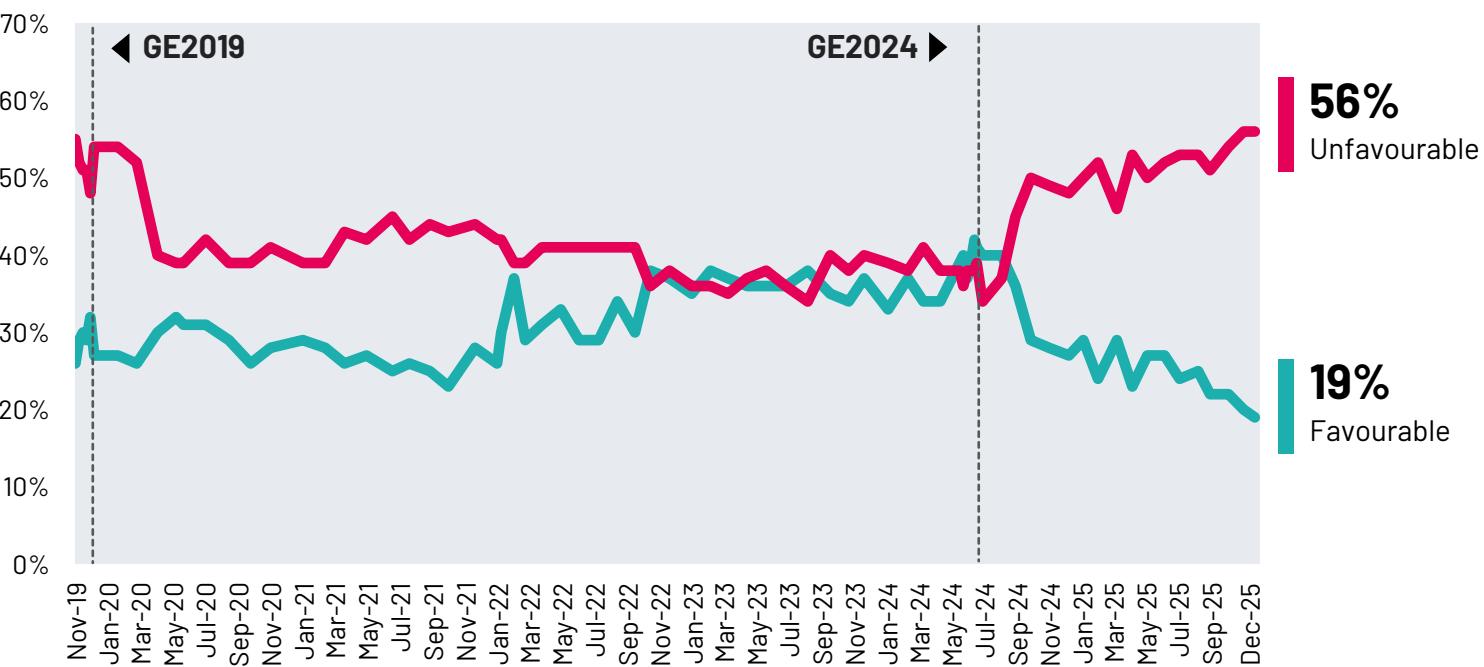
The Labour party: Favourability

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

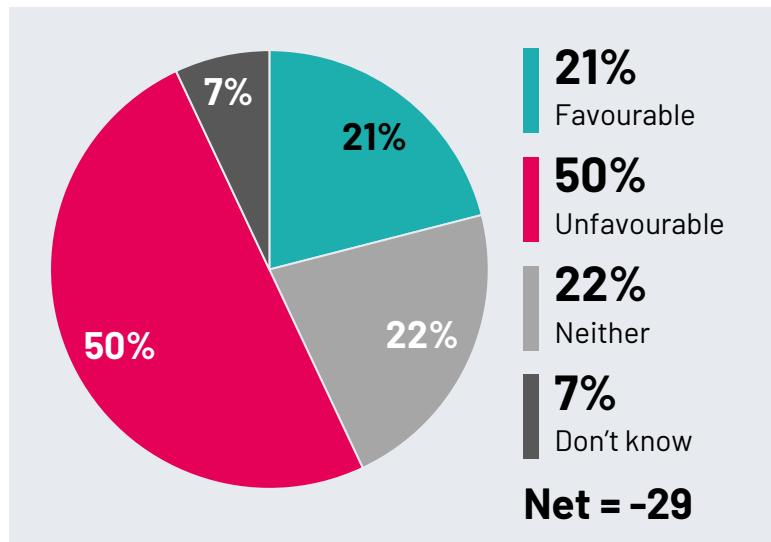


Base: 1,124 Online British adults aged 18+, 28 November – 2 December 2025

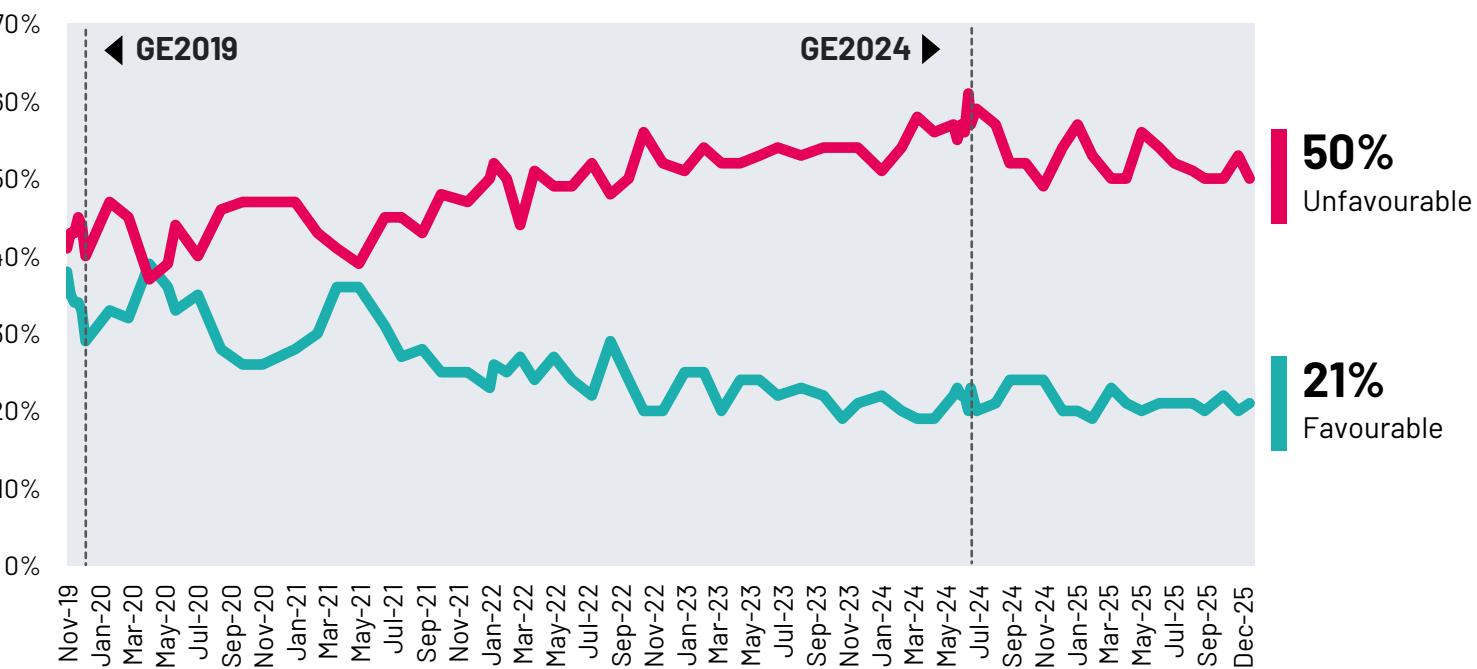
The Conservative party: Favourability

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

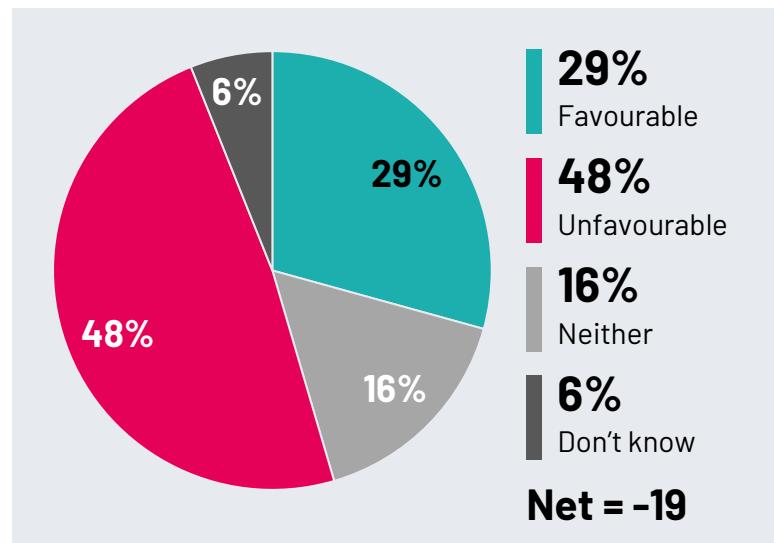


Base: 1,124 Online British adults aged 18+, 28 November – 2 December 2025

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

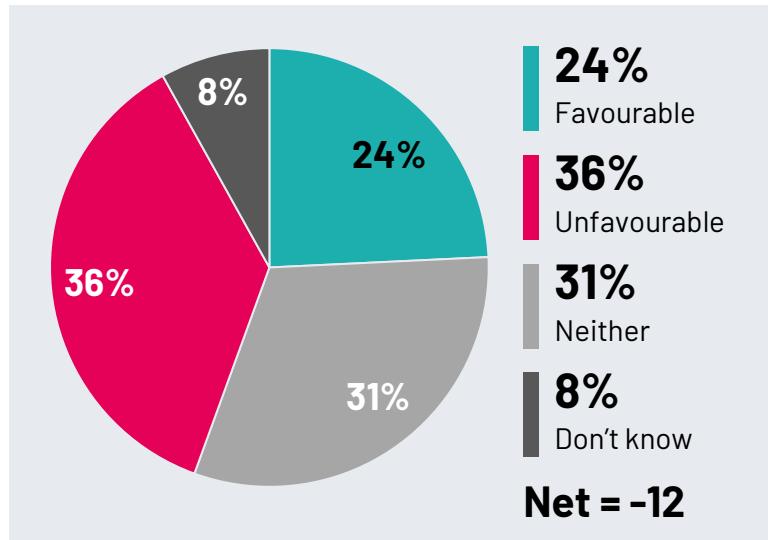


Base: 1,124 Online British adults aged 18+, 28 November – 2 December 2025

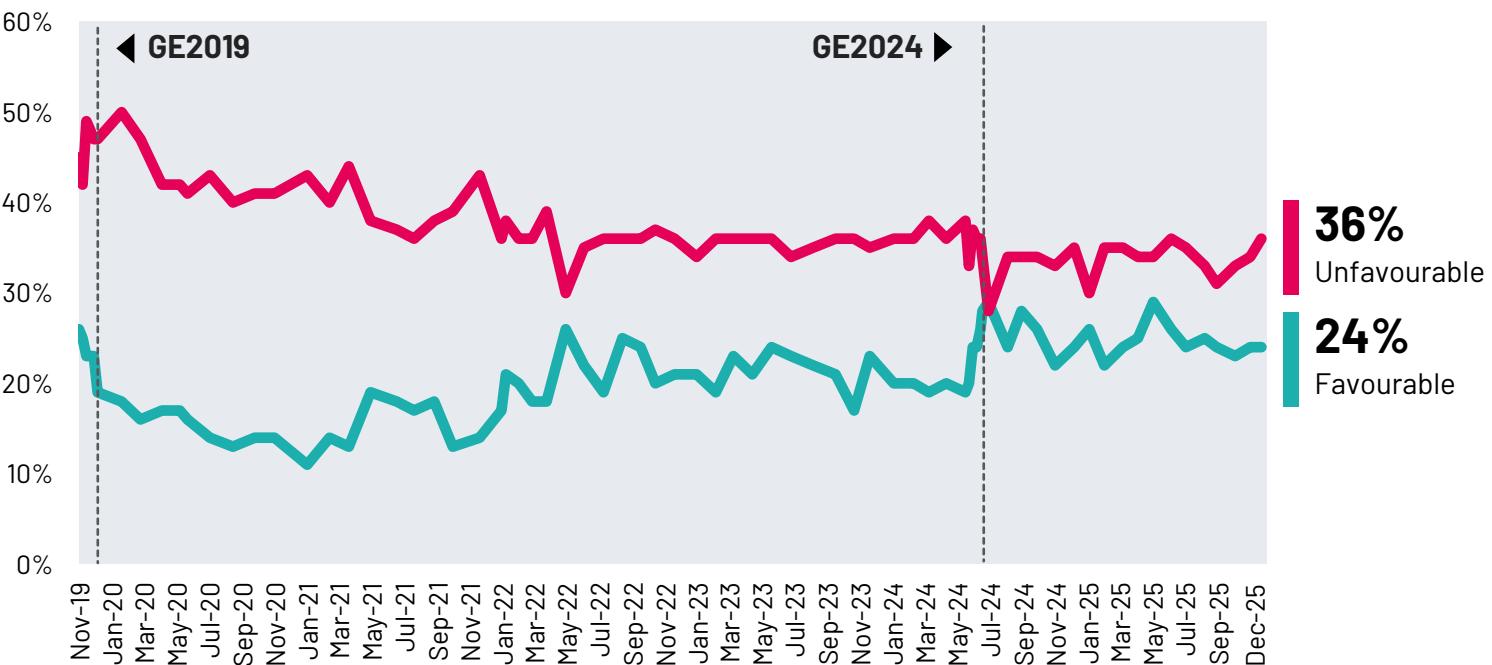
The Liberal Democrats: Favourability

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

December 2025



November 2019 - December 2025

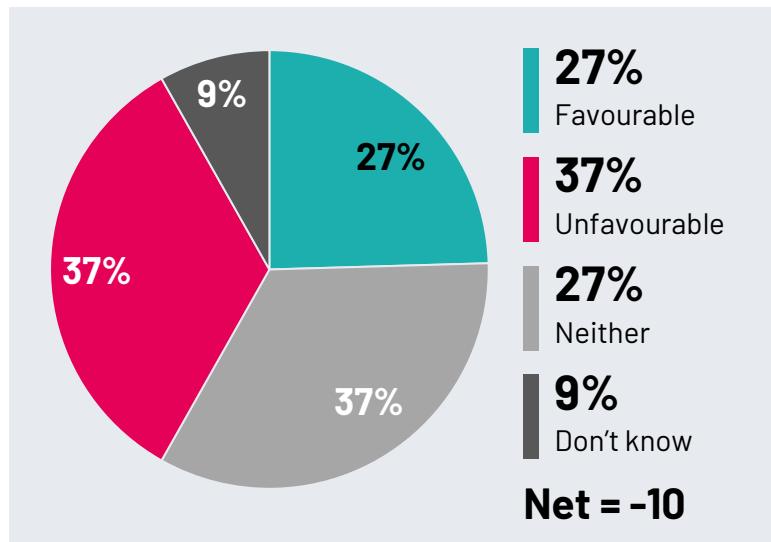


Base: 1,124 Online British adults aged 18+, 28 November - 2 December 2025

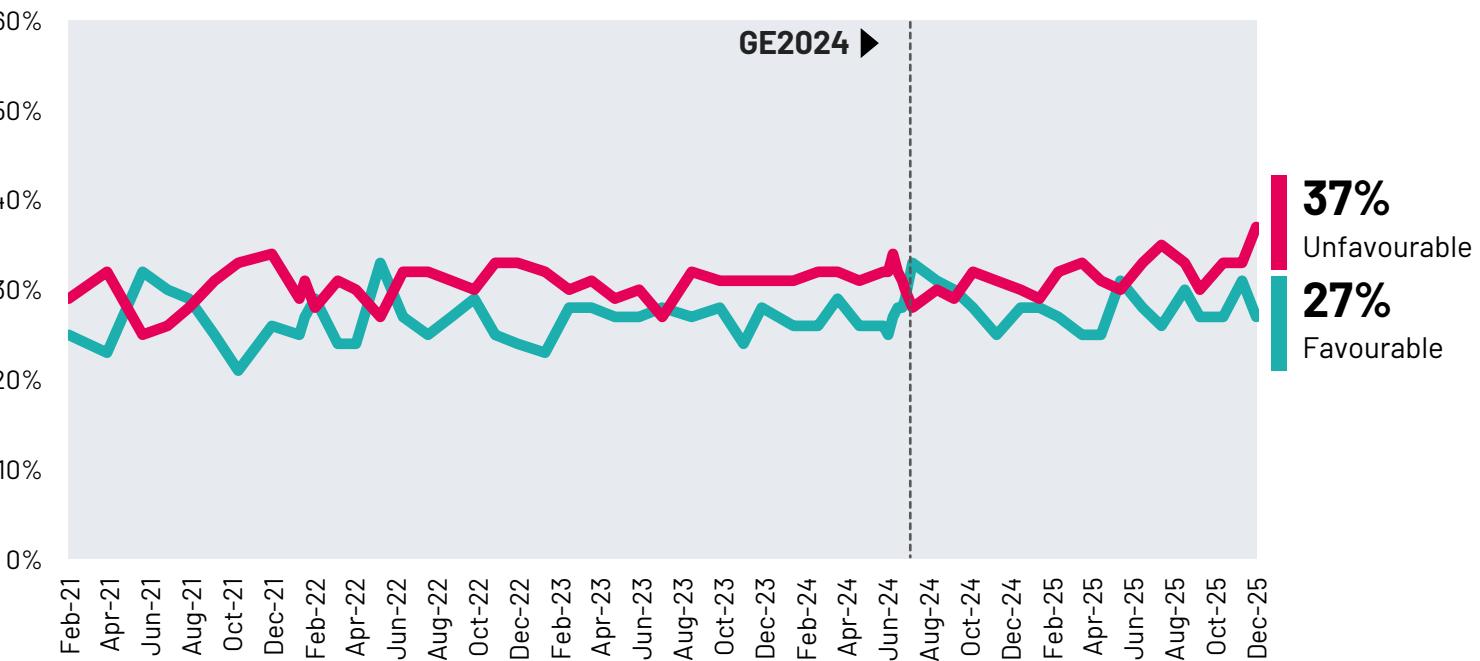
The Green Party: Favourability

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

December 2025



February 2021 – December 2025

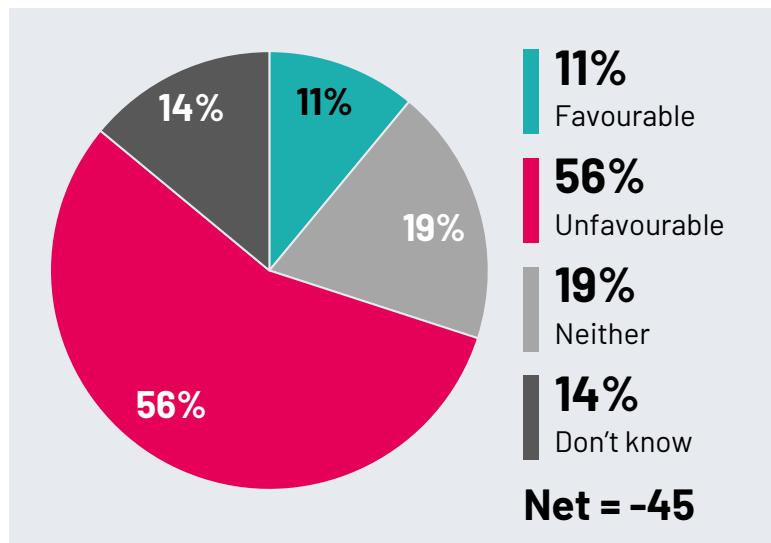


Base: 1,124 Online British adults aged 18+, 28 November – 2 December 2025

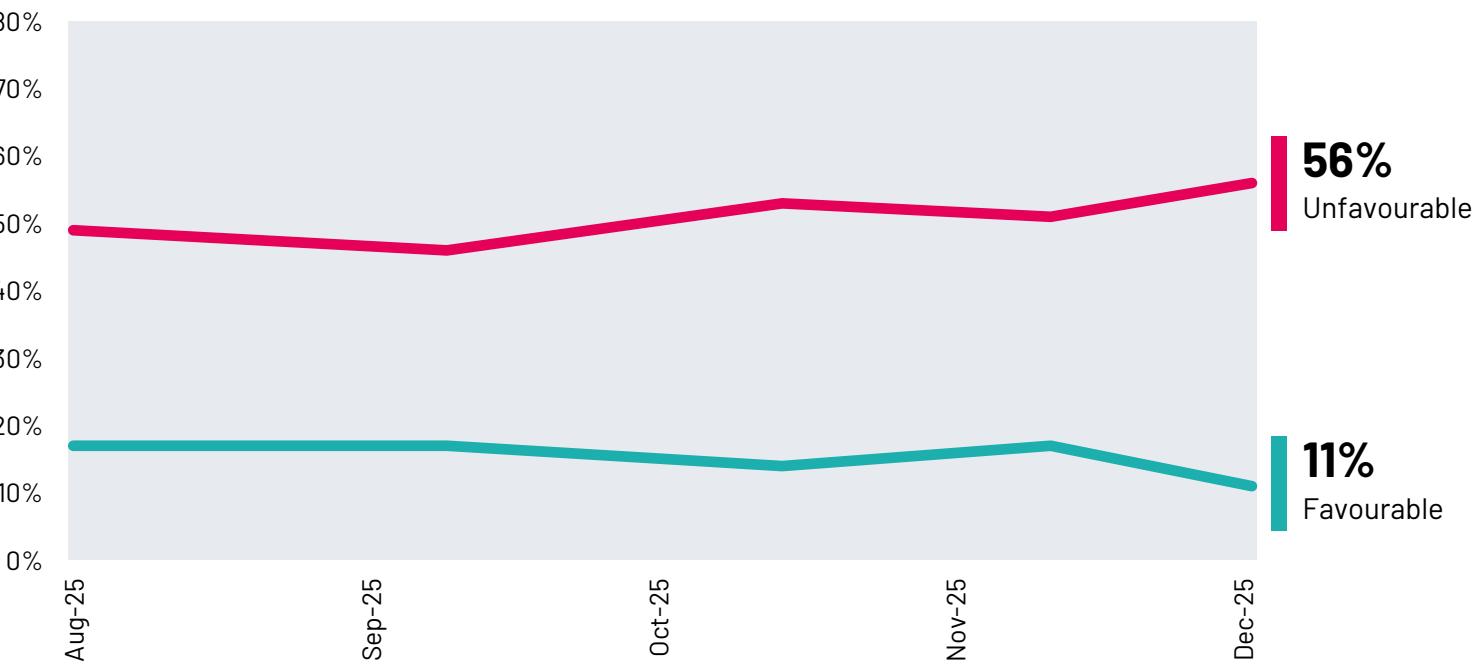
The new left-wing party: Favourability

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



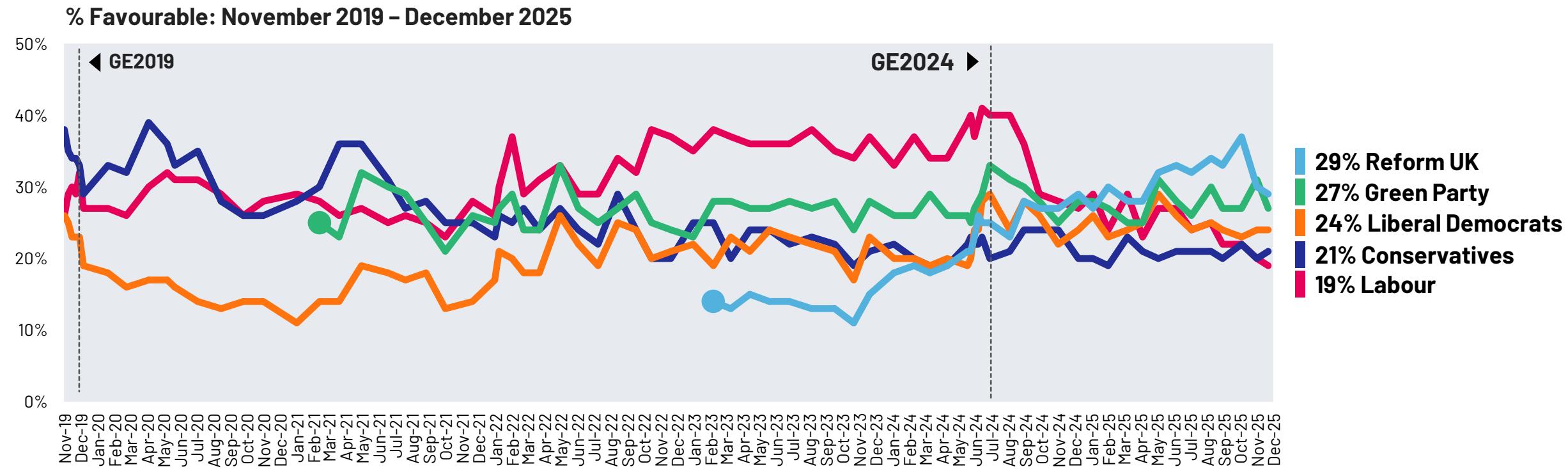
August 2025 - December 2025



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

Political parties: Favourability

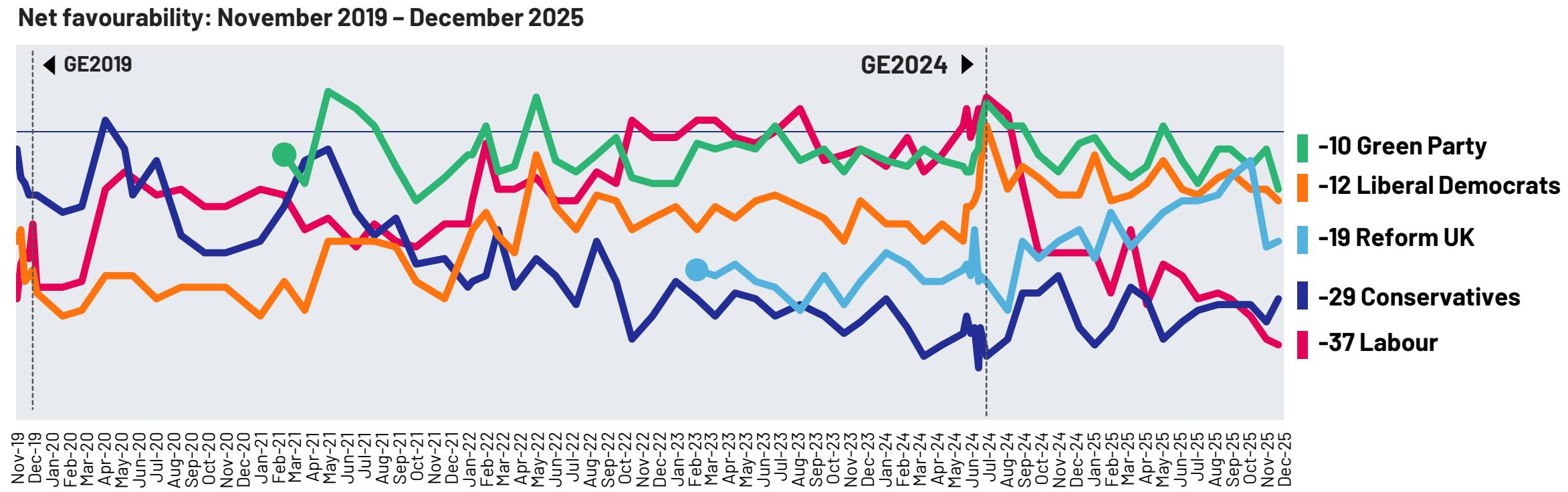
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties?



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?

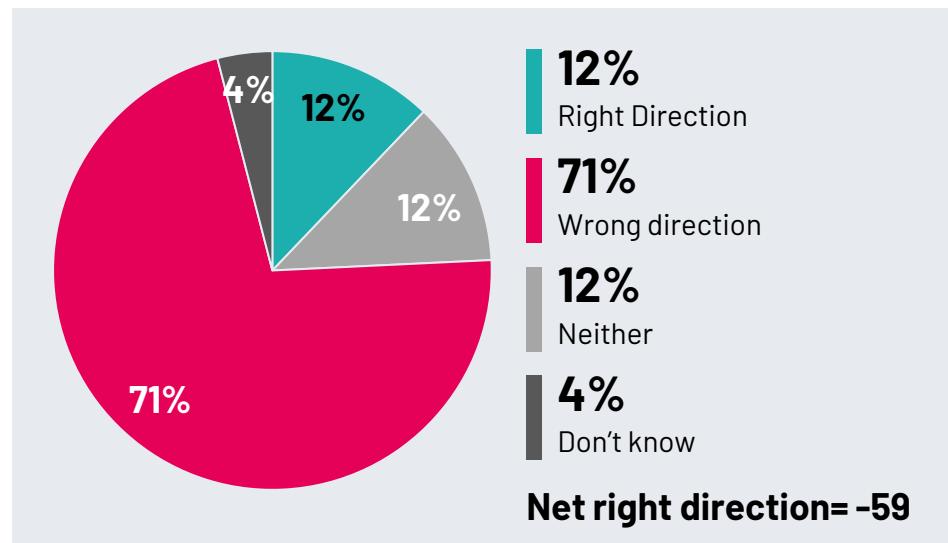


Base: 1,124 Online British adults aged 18+, 28 November – 2 December 2025

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

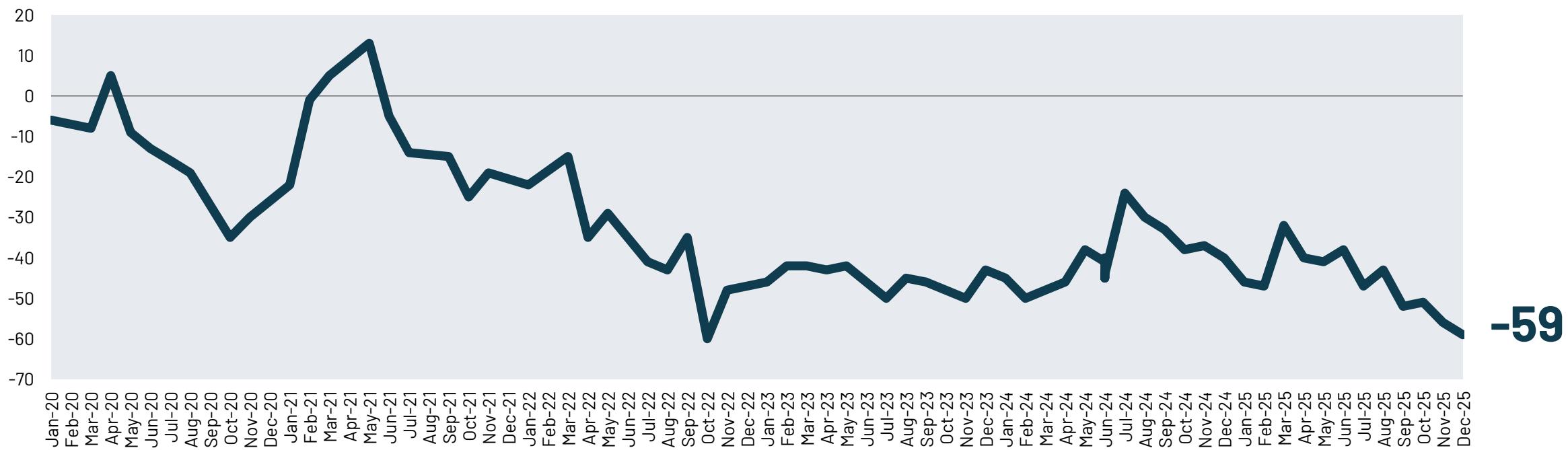


Base: 1,124 Online British adults aged 18+, 28 November - 2 December 2025

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?

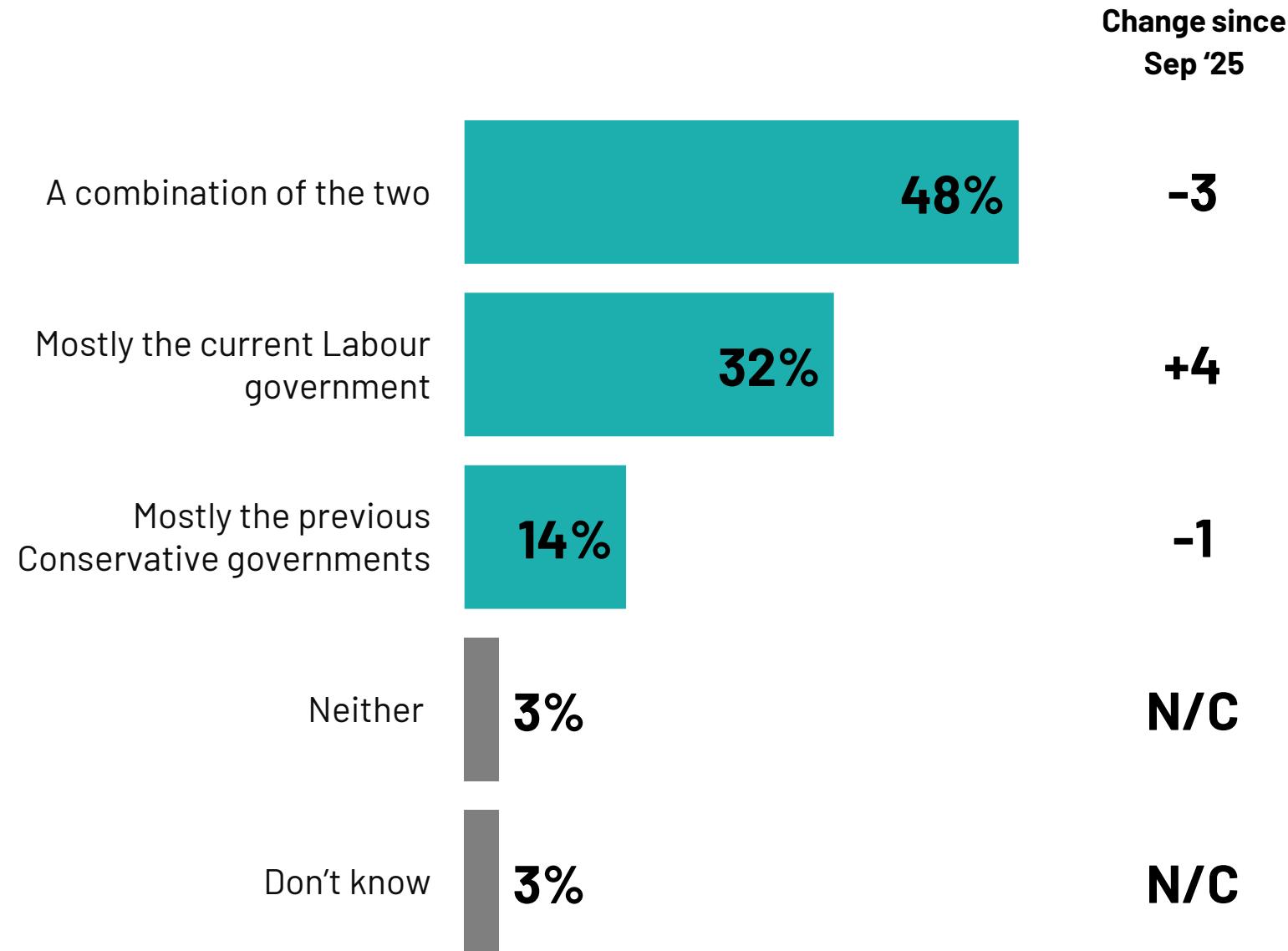
Net right direction



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

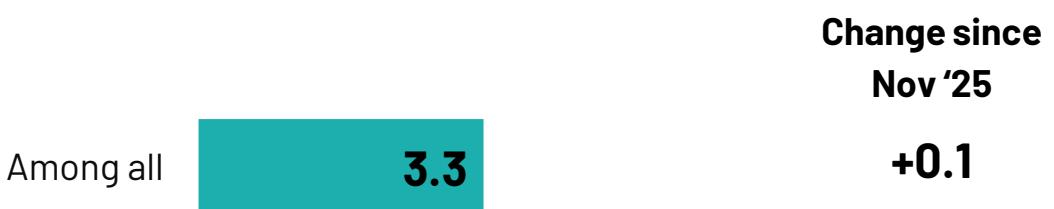
Would you say that the current Labour government or previous Conservative governments are most responsible for things heading in the **wrong direction**?



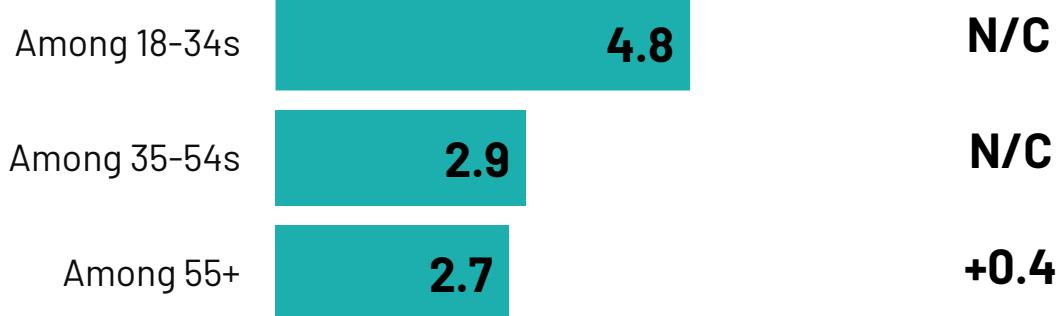
Base: 1,124 Online British adults aged 18+, 28 November – 2 December 2025

How is the current Labour government performing?

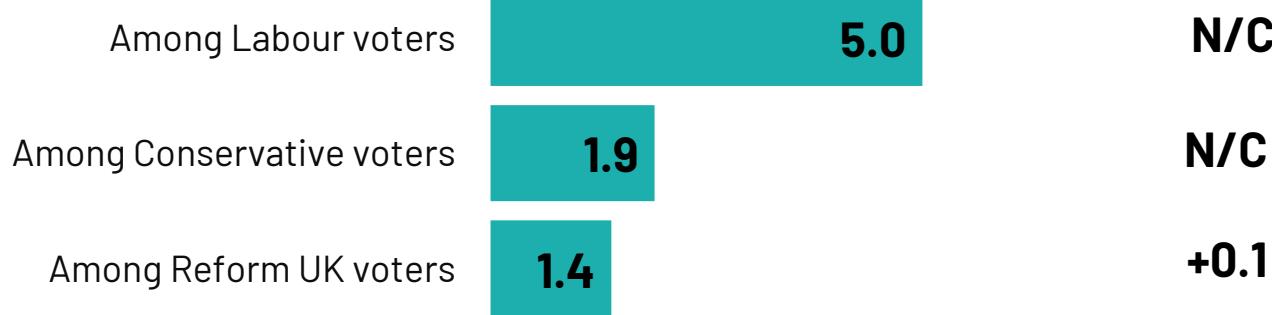
On a scale of 0 to 10, where 10 means a very good job and 0 means a very bad job, do you think the current Labour government is doing a good or bad job at running the country? **Mean scores**



By age



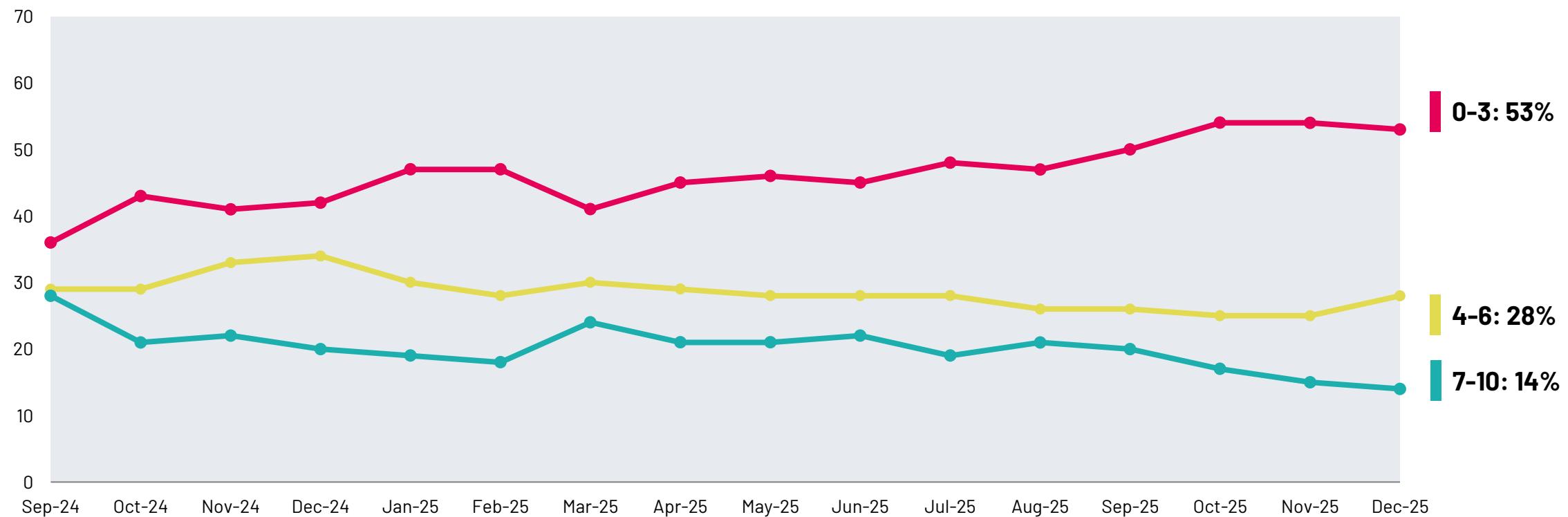
By GE 2024 Vote



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

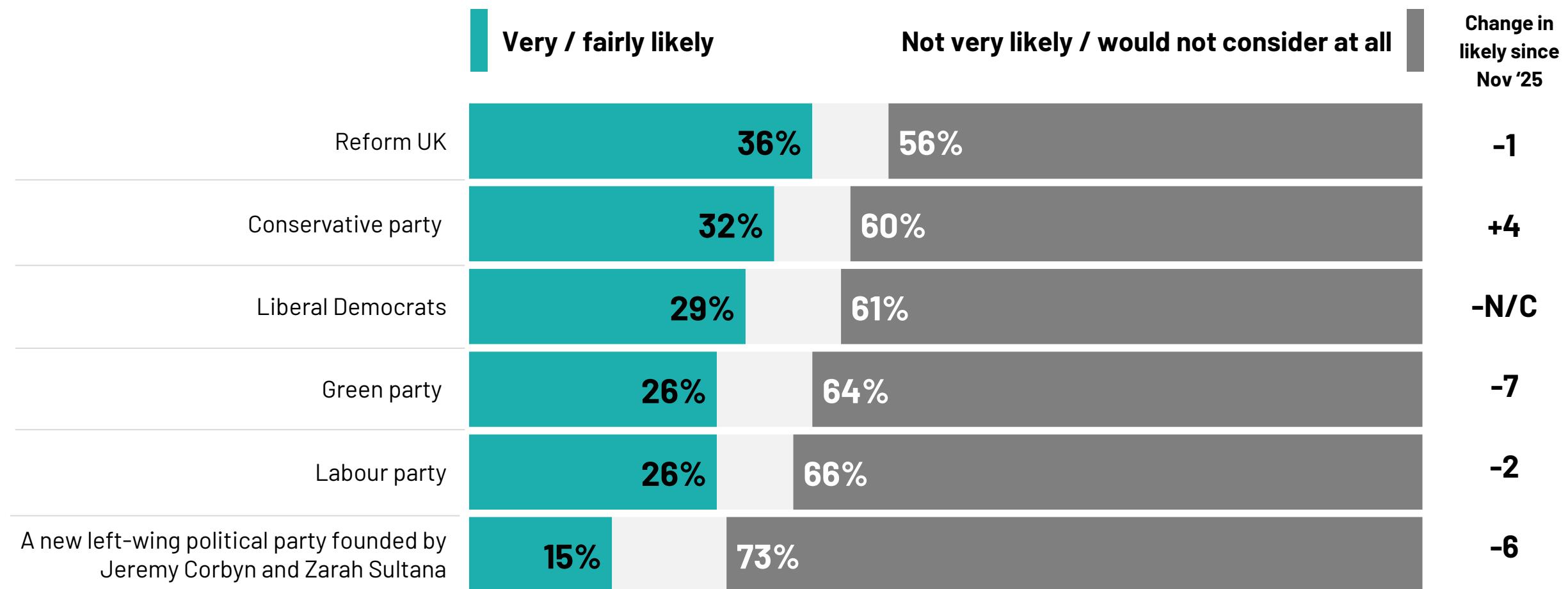
On a scale of 0 to 10, where 10 means a very good job and 0 means a very bad job, do you think the current Labour government is doing a good or bad job at running the country? **% rating different score aggregates**



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

Who to vote for at the next General Election?

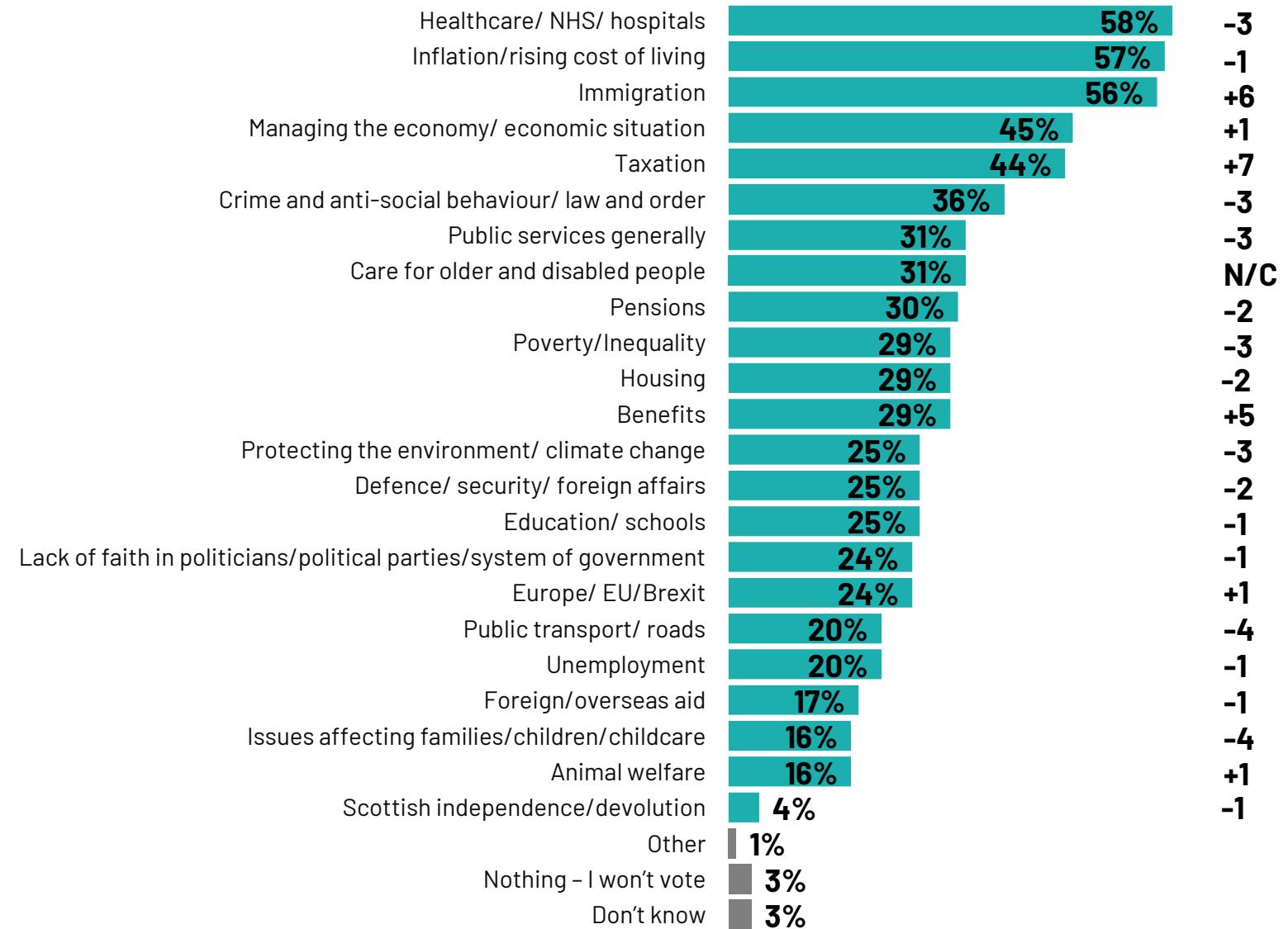
Thinking ahead to the next General Election, based on what you currently know, how likely, if at all, would you be to consider voting for each of the following parties?



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?



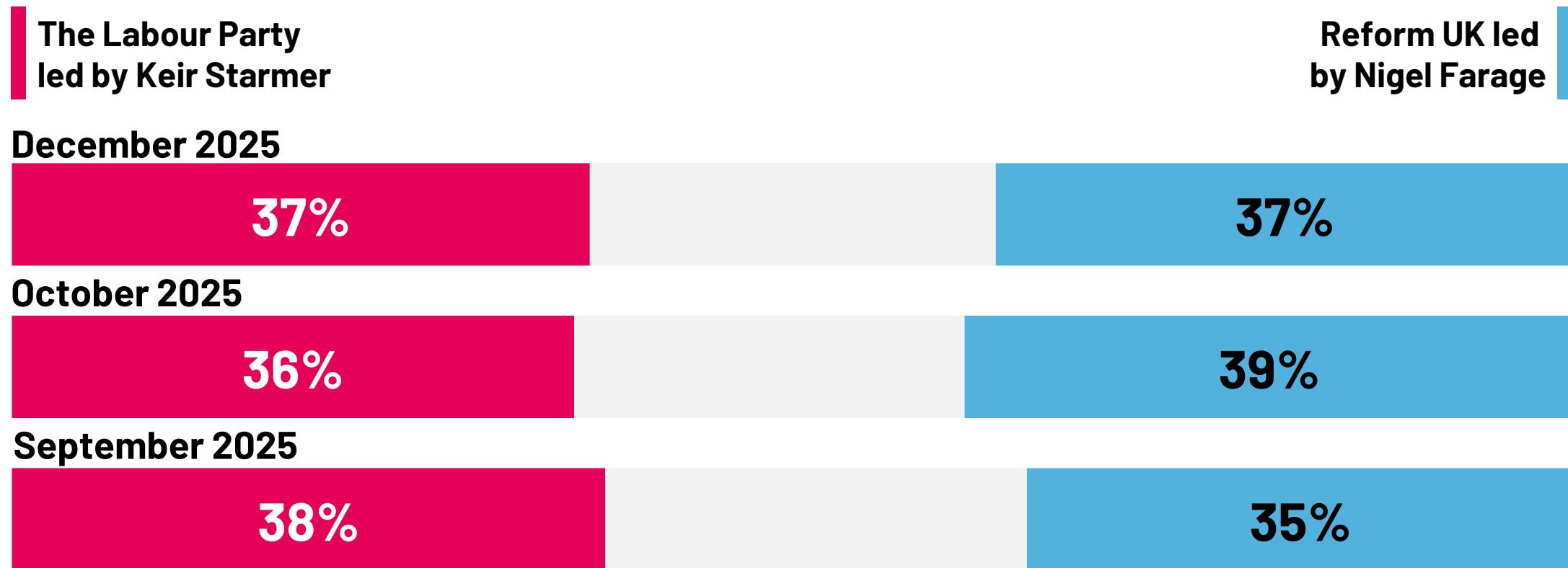
Base: 1,124 Online British adults aged 18+, 28 November – 2 December 2025

LEADERSHIP



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

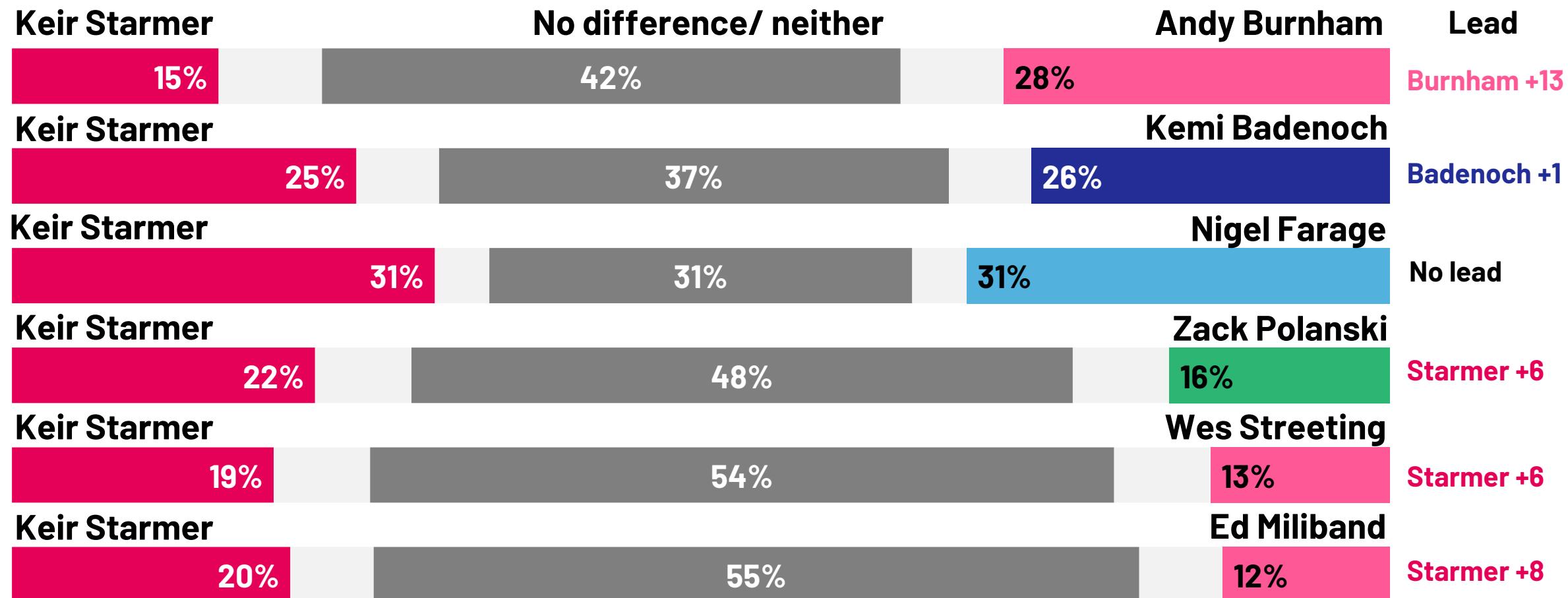
If you had to choose, which party would you prefer to win the next UK General Election and form the next government?



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

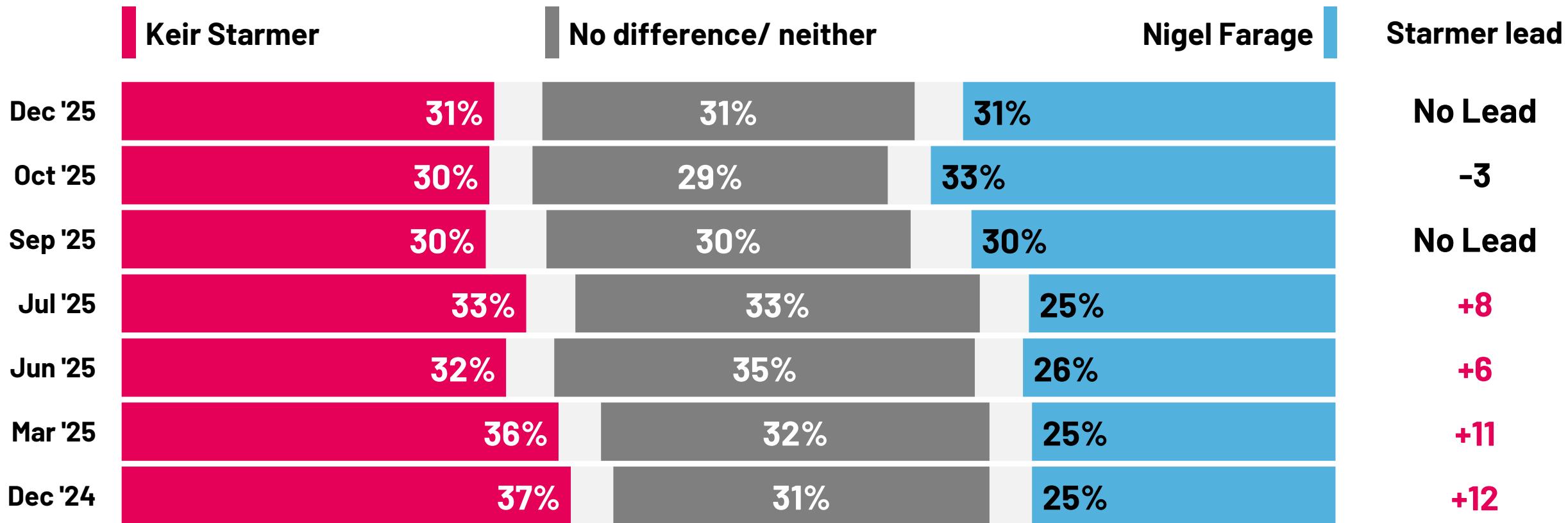
Which of the following, if either, do you think would make a better Prime Minister?



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

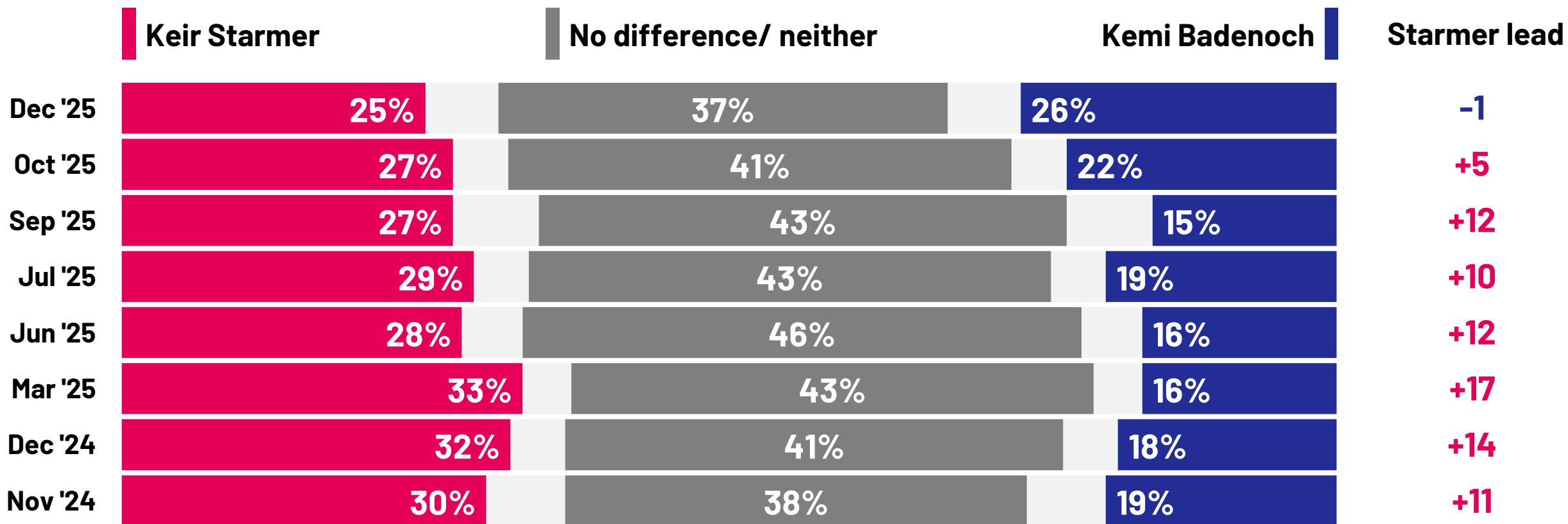
Which of the following, if either, do you think would make a better Prime Minister?



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

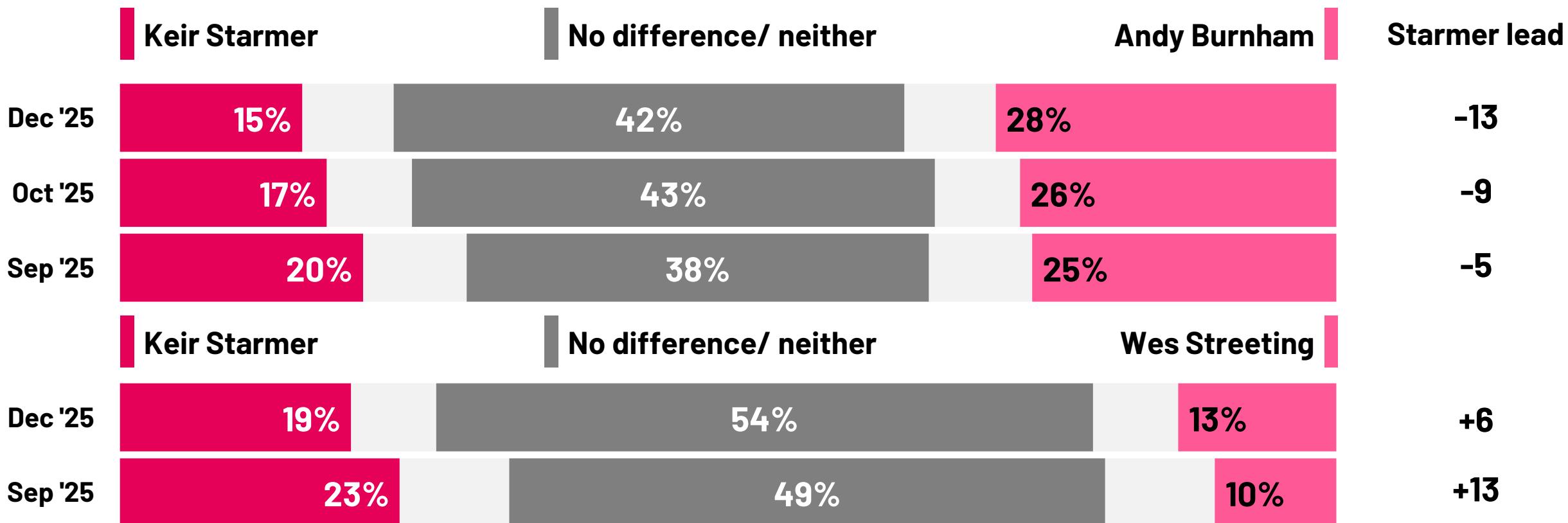
Which of the following, if either, do you think would make a better Prime Minister?



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

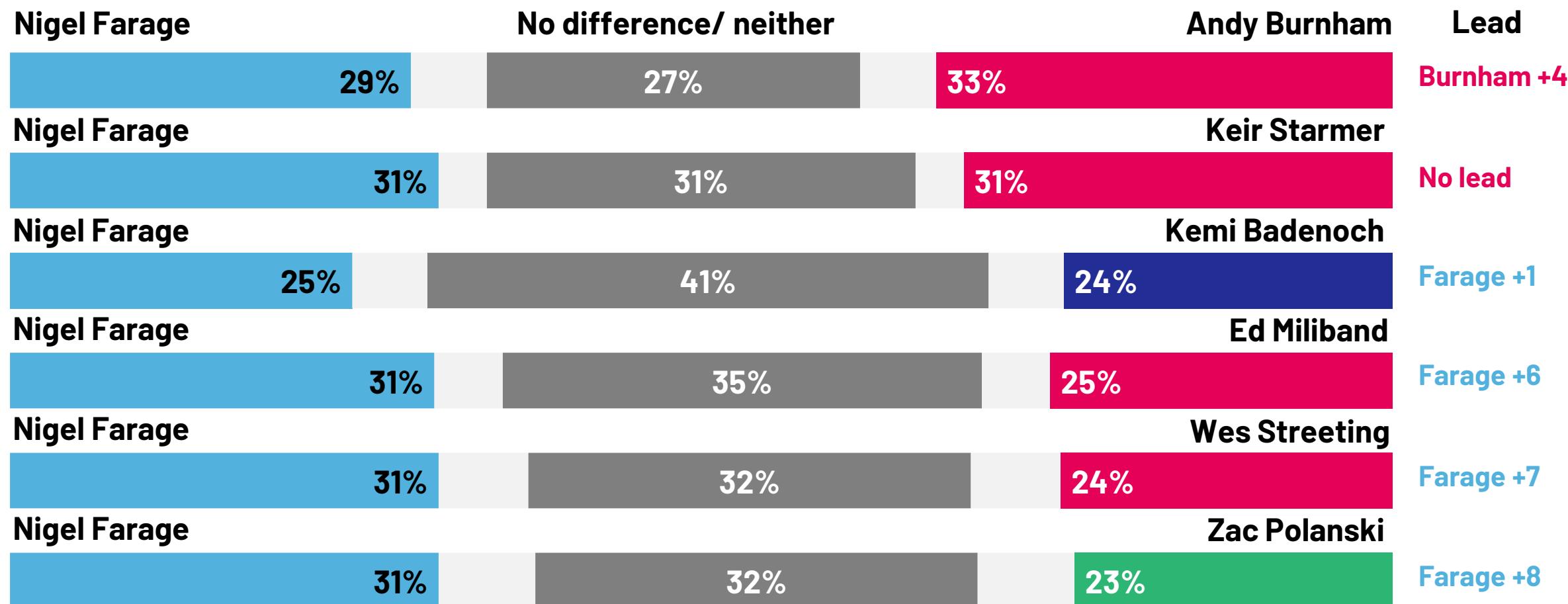
Which of the following, if either, do you think would make a better Prime Minister?



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

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

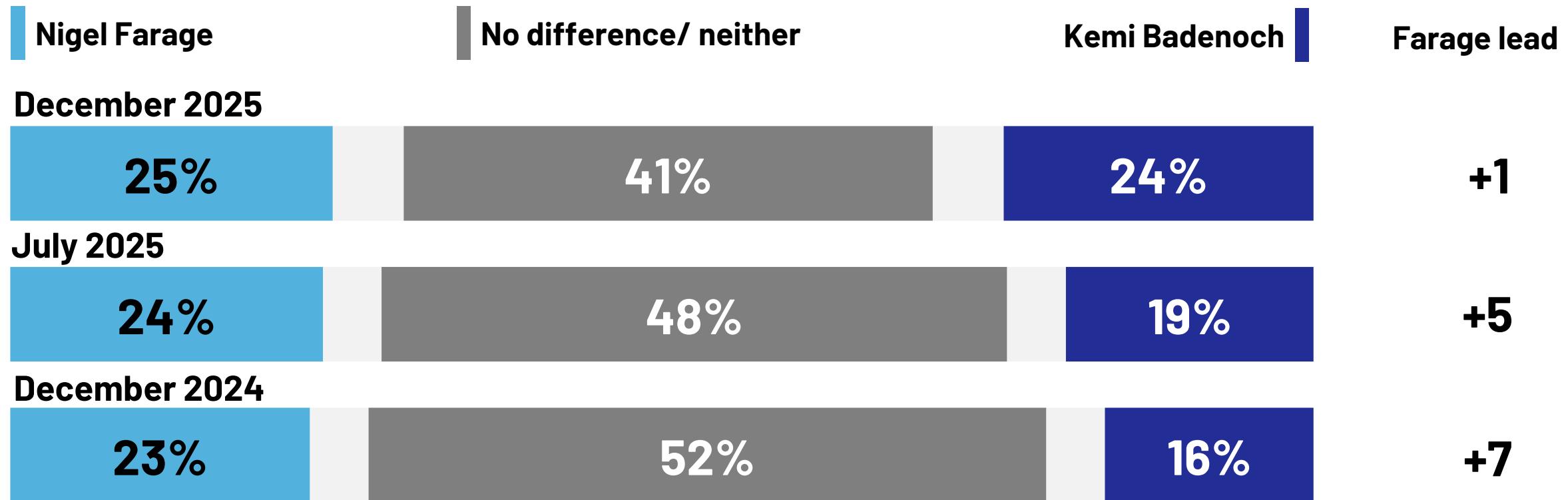
Which of the following, if either, do you think would make a better Prime Minister?



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

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

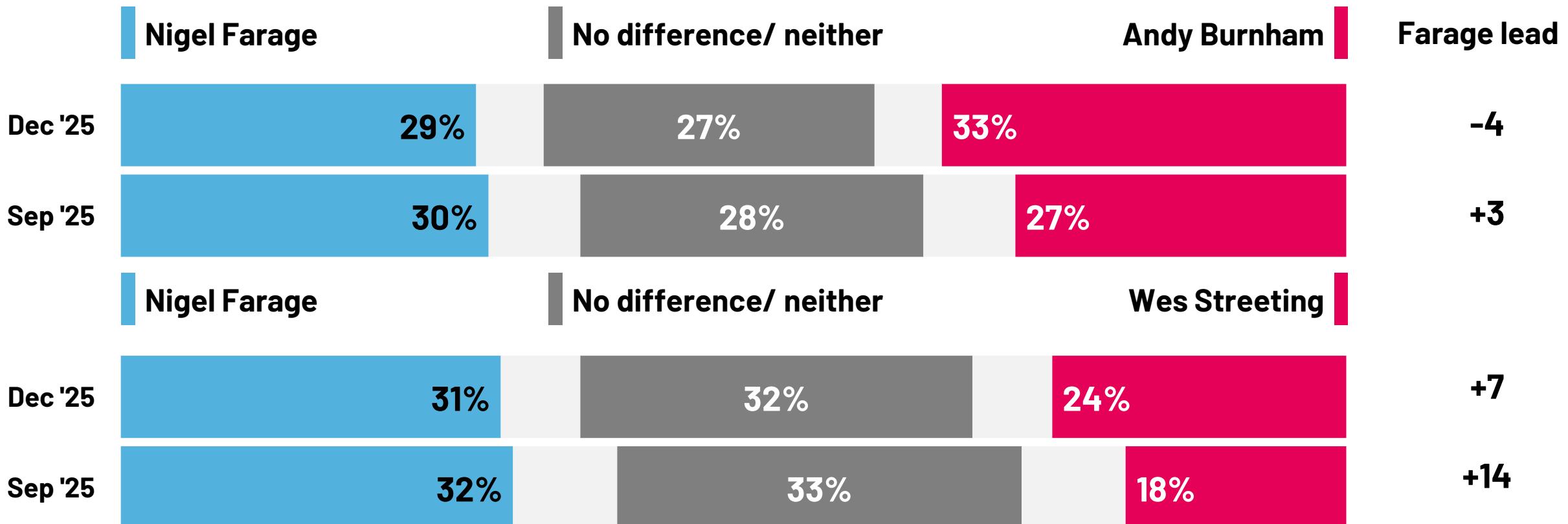
Which of the following, if either, do you think would make a better Prime Minister?



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

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

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