

Table Names	Table Filters
0001 Q1. Generally speaking, do you think things in Great Britain are heading in the right direction or wrong direction?	All Adults aged 18+ in Great Britain
0002 QDIRECTIONA. Would you say that the current Labour government or previous Conservative governments are most responsible for things heading in the wrong direction?	All who think Great Britain are heading in the wrong direction
0003 QDIRECTIONB. Would you say that the current Labour government or previous Conservative governments are most responsible for things heading in the right direction?	All who think Great Britain are heading in the right direction
0004 Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - Summary	All Adults aged 18+ in Great Britain
0005 Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - Keir Starmer, Prime Minister and Leader of the Labour party	All Adults aged 18+ in Great Britain
0006 Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - Rachel Reeves, Chancellor of the Exchequer and Labour MP	All Adults aged 18+ in Great Britain
0007 Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - Kemi Badenoch, Leader of the Conservative party	All Adults aged 18+ in Great Britain
0008 Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - Nigel Farage, Leader of Reform UK	All Adults aged 18+ in Great Britain
0009 Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - Ed Davey, Leader of the Liberal Democrats	All Adults aged 18+ in Great Britain
0010 Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - Donald Trump, President of the United States of America	All Adults aged 18+ in Great Britain
0011 Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - Zack Polanski, Leader of the Green party	All Adults aged 18+ in Great Britain
0012 Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - Ed Miliband, Secretary of State for Energy and Climate Change and Labour MP	All Adults aged 18+ in Great Britain
0013 Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - Wes Streeting, Secretary of State for Health and Social Care and Labour MP	All Adults aged 18+ in Great Britain
0014 Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - Andy Burnham, Mayor of Greater Manchester	All Adults aged 18+ in Great Britain
0015 Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - David Lammy, Deputy Prime Minister and Justice Secretary and Labour MP	All Adults aged 18+ in Great Britain
0016 Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - Shabana Mahmood, Home Secretary and Labour MP	All Adults aged 18+ in Great Britain
0017 Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - Angela Rayner, former Deputy Leader of the Labour Party and Labour MP	All Adults aged 18+ in Great Britain
0018 Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - Lucy Powell, Deputy Leader of the Labour Party and Labour MP	All Adults aged 18+ in Great Britain
0019 Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - Yvette Cooper, Secretary of State for Foreign and Commonwealth Affairs and Labour MP	All Adults aged 18+ in Great Britain
0020 Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - The Labour Party	All Adults aged 18+ in Great Britain
0021 Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - The Conservative Party	All Adults aged 18+ in Great Britain
0022 Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - The Liberal Democrats	All Adults aged 18+ in Great Britain
0023 Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - The Green Party	All Adults aged 18+ in Great Britain
0024 Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - Reform UK	All Adults aged 18+ in Great Britain
0025 Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - Your Party (new left-wing political party founded by Jeremy Corbyn and Zarah Sultana)	All Adults aged 18+ in Great Britain
0026 Q3. 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?	All Adults aged 18+ in Great Britain

25-061766-02 - 9th - 12th January 2026

Public

Political Pulse - January

Adults aged 18+ in GB

Q1. Generally speaking, do you think things in Great Britain are heading in the right direction or wrong direction?

All Adults aged 18+ in Great Britain

	Total	Gender			Age				Social grade		Region						Education		Employment status				Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote		
		Total	Male	Female	18-34	35-54	55+	18-75	76+	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduate	Non-graduate	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	White ethnic group	Minority ethnic group	Conservative	Labour	Liberal Democrats	Reform UK	Green Party	Other	Remain	Leave		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)			
Unweighted base	1136	563	560	343	402	391	1087	49	697	439	274	296	259	157	53	97	603	533	721	415	177	255	280	348	970	152	178	351	88	125	47	51	459	338			
Weighted base	1136	550	573	312	376	447	1063	73	639	497	267	294	263	157	56	99	373	763	700	436	176	271	287	319	988	134	207	323	78	152	39	43	424	394			
Right direction (1)	149 13%	99 18% C	50 9%	62 20% EFGH	36 10%	51 11%	147 14% EH	2 2% *	97 15% J	52 11%	34 13%	30 10%	40 15%	23 15%	14 24% LP*	8 8% *	72 19% R	77 10%	102 15%	47 11%	28 16%	28 10%	31 11%	58 18% VW	122 12%	28 21% Y	15 7%	86 27% acdf	10 12% *	9 6% *	6 14% *	4 9% *	81 19% h	31 8%			
Wrong direction (-1)	749 66%	357 65%	382 67%	151 48% DG	266 71% DG	332 74% D	688 65% D	61 84% DG*	410 64%	339 68%	180 67% N	204 70% N	173 66% N	85 54%	33 58% *	74 75% N*	213 57%	536 70% Q	433 62%	316 73% S	114 65%	190 70% X	198 69% X	188 59%	672 68% Z	68 51%	165 80% bc	165 51%	47 60% *	139 91% abcd*	26 65% *	31 72% b*	242 57% g	331 84% g			
Neither (0)	182 16%	75 14%	106 18%	78 25% EFGH	14 14%	50 11%	175 16% F	7 10% *	103 16%	79 16%	39 15%	48 16%	39 15%	39 25% KMP	8 14% *	10 10% *	65 17%	117 15%	132 19%	50 11% T	29 17%	38 14%	45 16%	57 18%	151 15%	30 23% Y	22 11% d	58 18% d	19 25% ad*	5 3% *	7 18% d*	6 15% d*	84 20% h	26 7%			
Don't know	56 5%	19 3%	35 6%	21 7% EFGH	21 5%	14 3%	53 5% F	3 4% *	29 5%	27 5%	14 5%	11 4%	12 5%	10 7%	2 4% *	6 6% *	24 6%	32 4%	33 5%	23 5%	4 2%	15 6%	13 5%	16 5%	44 4%	8 6%	4 2%	14 4% d	3 3% *	- *	1 3% *	2 4% d*	18 4% h	5 1%			
Mean	-0.56	-0.49 C	-0.62	-0.31 EFGH	-0.65	-0.65 H	-0.53 EFH	-0.85 *	-0.51	-0.61	-0.58	-0.61	-0.53	-0.42 LP*	-0.35 P*	-0.72 *	-0.40 R	-0.63	-0.50 T	-0.65	-0.50	-0.63	-0.61	-0.43 VW	-0.58	-0.32 Y	-0.74	-0.26 adf	-0.49 ad*	-0.85 *	-0.52 d*	-0.65 *	-0.40 h	-0.77			

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

ColumnProportions (5%): A,B/C,D,E/F,G,H,I,J,K/L,M/N/O,P,Q,R,S,T,U/V,W/X,Y/Z,a/b/c/d/e/f/g/h Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D,E/F,G,H,I,J,K/L,M/N/O,P,Q,R,S,T,U/V,W,X,Y/Z,a/b/c/d/e/f/g/h Minimum Base: 30(**) Small Base: 100(*)

25-061766-02 - 9th - 12th January 2026

Public

Political Pulse - January

Adults aged 18+ in GB

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

All who think Great Britain are heading in the wrong direction

	Total	Gender			Age				Social grade		Region						Education		Employment status				Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote		
		Total	Male	Female	18-34	35-54	55+	18-75	76+	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduate	Non-graduate	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	White ethnic group	Minority ethnic group	Conservative	Labour	Liberal Democrats	Reform UK	Green Party	Other	Remain	Leave		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)			
Unweighted base	719	344	365	159	283	277	680	39	420	299	176	205	163	74	27	74	347	372	430	289	110	177	180	199	632	77	141	175	51	110	33	35	259	274			
Weighted base	749	357	382	151	266	332	688	61	410	339	180	204	173	85	33	74	213	536	433	316	114	190	198	188	672	68	165	165	47	139	26	31	242	331			
Mostly the current Labour government	227 30%	117 33%	110 29%	34 22%	62 23%	131 39%	196 29%	31 50%	120 29%	107 32%	62 34%	70 34%	49 28%	25 30%	10 32%	10 13%	52 24%	175 33%	123 28%	103 33%	31 27%	54 28%	66 33%	55 29%	208 31%	17 25%	97 59%	21 13%	7 16%	73 52%	3 13%	1 3%	50 20%	148 45%			
Mostly the previous Conservative governments	112 15%	60 17%	48 13%	30 20%	39 15%	43 13%	106 15%	6 10%	75 18%	36 11%	22 12%	28 14%	21 12%	20 24%	3 10%	18 24%	44 21%	68 13%	62 14%	50 16%	17 15%	32 17%	25 12%	32 17%	93 14%	14 21%	3 2%	59 36%	11 23%	1 1%	4 16%	13 43%	64 27%	22 7%			
A combination of the two	373 50%	169 47%	200 52%	72 48%	149 56%	152 46%	349 51%	25 40%	197 48%	177 52%	91 50%	95 47%	94 54%	34 40%	17 53%	43 58%	107 50%	266 50%	218 50%	156 49%	59 52%	92 48%	96 48%	95 51%	340 51%	30 43%	66 40%	82 49%	27 57%	65 47%	18 69%	15 50%	124 51%	158 48%			
Neither	25 3%	7 2%	17 4%	12 8%	8 3%	25 2%	4 4%	- 3%	12 3%	13 4%	5 3%	8 4%	3 2%	3 4%	2 6%	3 4%	5 3%	19 4%	20 5%	5 2%	6 5%	10 5%	4 3%	4 2%	21 3%	3 5%	- 2%	3 2%	1 2%	1 2%	1 3%	1 5%	3 1%	2 3%	2 1%		
Don't know	12 2%	5 1%	8 2%	4 2%	8 3%	* 2%	12 2%	- 3%	6 1%	6 2%	- -	3 1%	6 4%	2 3%	- -	1 1%	4 2%	8 1%	10 2%	2 1%	1 1%	3 2%	6 3%	2 1%	9 1%	4 5%	- *	* *	1 1%	- -	- -	- -	1 *	* *			

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

ColumnProportions (5%): A,B/C,D/E/F/G,H,I,J,K/L,M,N/O,P,Q/R,S/T,U/V,W/X,Y/Z,a/b/c/d/e/f/g/h Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G,H,I,J,K/L,M,N/O,P,Q,R,S,T,U/V,W/X,Y/Z,a/b/c/d/e/f/g/h Minimum Base: 30(**) Small Base: 100(*)

25-061766-02 - 9th - 12th January 2026

Public

Political Pulse - January

Adults aged 18+ in GB

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

All who think Great Britain are heading in the right direction

	Total	Gender			Age				Social grade		Region					Education		Employment status		Income				Ethnicity		General Election 2024 Vote					Referendum 2016 vote			
		Total	Male	Female	18-34	35-54	55+	18-75	76+	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduate	Non-graduate	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	White ethnic group	Minority ethnic group	Conservative	Labour	Liberal Democrats	Reform UK	Green Party	Other	Remain
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)
Unweighted base	171	111	60	78	42	51	169	2	124	47	38	39	42	29	14	9	115	56	121	50	25	29	41	71	140	31	15	98	15	11	5	6	96	33
Weighted base	149	99	50	62	36	51	147	2	97	52	34	30	40	23	14	8	72	77	102	47	28	28	31	58	122	28	15	86	10	9	6	4	81	31
Mostly the current Labour government	92 62%	61 62%	31 61%	31 50%	22 60%	39 77%	90 61%	2 100%	64 66%	28 53%	25 73%	19 62%	20 52%	15 66%	10 71%	3 34%	49 69%	43 55%	54 53%	38 80%	16 55%	18 66%	19 60%	38 66%	79 65%	13 47%	8 55%	67 78%	5 57%	3 30%	1 13%	2 54%	65 80%	16 53%
Mostly the previous Conservative governments	23 15%	16 16%	7 14%	8 13%	7 20%	23 15%	13 15%	- -	13 13%	10 18%	3 10%	4 12%	9 24%	3 13%	1 7%	2 26%	9 12%	14 18%	19 19%	3 6%	4 15%	6 21%	3 11%	9 15%	19 15%	4 14%	1 8%	11 12%	1 11%	5 59%	3 46%	1 15%	10 12%	9 29%
A combination of the two	23 16%	16 16%	7 14%	18 29%	1 2%	4 8%	23 16%	- -	12 12%	11 21%	5 14%	7 22%	6 16%	4 15%	- -	2 22%	10 14%	13 17%	20 19%	4 7%	7 26%	4 13%	3 10%	9 15%	17 14%	7 24%	4 28%	6 7%	2 19%	1 11%	1 18%	1 31%	5 6%	6 18%
Neither	8 5%	5 5%	3 6%	3 4%	5 14%	- -	8 5%	- -	4 4%	4 7%	1 2%	1 4%	3 9%	- -	2 13%	1 8%	3 4%	5 7%	5 5%	3 5%	1 5%	- -	5 15%	2 3%	5 4%	3 10%	1 9%	2 2%	1 13%	- -	1 22%	- -	2 2%	- -
Don't know	4 2%	1 1%	3 5%	3 4%	1 3%	- -	4 2%	- -	4 4%	- -	* 1%	- -	- -	1 6%	1 8%	1 11%	1 2%	2 3%	3 3%	* 1%	- -	- -	1 4%	* 1%	2 2%	1 5%	- -	- -	- -	- -	- -	- -	- -	- -

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

ColumnProportions (5%): A,B/C,D/E/F/G,H,I,J,K/L,M,N/O,P,Q,R,S,T,U,V,W/X,Y,Z,a/b/c/d/e/f/g/h Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G,H,I,J,K/L,M,N/O,P,Q,R,S,T,U,V,W/X,Y/Z,a/b/c/d/e/f/g/h Minimum Base: 30(**) Small Base: 100(*)

25-061766-02 - 9th - 12th January 2026

Public
Political Pulse - January
Adults aged 18+ in GB

Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - Summary
All Adults aged 18+ in Great Britain

		Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties?																				
		Keir Starmer, Prime Minister and Leader of the Labour party	Rachel Reeves, Chancellor of the Exchequer and Leader of the Conservative party	Kemi Badenoch, Leader of the Reform UK party	Nigel Farage, Leader of the Liberal Democrats	Ed Davey, Leader of the United Kingdom State of America	Donald Trump, President of the United States of America	Zack Polanski, Leader of the Green party	Climate Change and Social Care and Labour MP	Wes Streeting, Secretary of State and Mayor of Greater Manchester	Andy Burnham, Mayor of London	David Lammy, Deputy Prime Minister and Secretary of State for Health	Shabana Mahmood, Secretary of State for Home Affairs and Labour MP	Angela Rayner, former Deputy Leader of the Labour Party and Labour MP	Lucy Powell, Deputy Leader of the Labour Party and Labour MP	Yvette Cooper, Secretary of State for Foreign Affairs and Labour MP	The Conservative Party	The Liberal Democrats	The Green Party	Reform UK	Your Party (new left-wing political party founded by Jeremy Corbyn and Sarah Sultana)	
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted base		1136	1136	1136	1136	1136	1136	1136	1136	1136	1136	1136	1136	1136	1136	1136	1136	1136	1136	1136	1136	1136
Weighted base		1136	1136	1136	1136	1136	1136	1136	1136	1136	1136	1136	1136	1136	1136	1136	1136	1136	1136	1136	1136	1136
Very favourable (2)		46	28	58	144	40	87	73	42	49	78	26	35	54	28	44	57	51	51	82	154	41
4%	2%	5%	13%	5%	4%	2%	6%	6%	4%	4%	7%	2%	3%	5%	2%	4%	5%	4%	4%	7%	14%	4%
BNJU				BNJU	ABCDFGHIKLMNOPQRSTU		ABCDEFHIKLMNOPQRSTU	ABFHILMNORU		4%	BNJU	ABCDEFHIKLMNOPQRSTU		BNJU	BNJU	BNJU	BNJU	BNJU	BNJU	BNJU	ABCDEFHIKLMNOPQRSTU	ABCDEFHIKLMNOPQRSTU
Fairly favourable (1)		143	112	211	181	192	118	157	163	164	218	109	141	140	113	137	169	181	203	227	176	90
13%	10%	19%	16%	30%	17%	10%	14%	14%	14%	14%	19%	10%	12%	12%	10%	17%	15%	16%	18%	20%	16%	8%
BNJU		ABCDEFHIKLMNOPQRSTU	ABCDEFHIKLMNOPQRSTU	ABCDEFHIKLMNOPQRSTU	ABCDEFHIKLMNOPQRSTU	ABCDEFHIKLMNOPQRSTU	ABCDEFHIKLMNOPQRSTU	ABCDEFHIKLMNOPQRSTU	ABCDEFHIKLMNOPQRSTU	ABCDEFHIKLMNOPQRSTU	ABCDEFHIKLMNOPQRSTU	ABCDEFHIKLMNOPQRSTU	ABCDEFHIKLMNOPQRSTU	ABCDEFHIKLMNOPQRSTU	ABCDEFHIKLMNOPQRSTU	ABCDEFHIKLMNOPQRSTU	ABCDEFHIKLMNOPQRSTU	ABCDEFHIKLMNOPQRSTU	ABCDEFHIKLMNOPQRSTU	ABCDEFHIKLMNOPQRSTU	ABCDEFHIKLMNOPQRSTU	ABCDEFHIKLMNOPQRSTU
Neither favourable nor unfavourable (0)		232	235	290	192	382	157	285	335	325	319	311	260	333	336	220	279	388	329	200	237	237
20%	21%	26%	17%	34%	14%	28%	25%	29%	28%	29%	28%	27%	23%	29%	30%	19%	25%	34%	29%	18%	21%	21%
DF	DF	ABCDFPTU	F	ABCDFGHIKLMNOPQRSTU	ABCDFPTU	ABCDFPTU	ABCDFPTU	ABCDFPTU	ABCDFPTU	ABCDFPTU	ABCDFPTU	ABCDFPTU	ABCDFPTU	ABCDFPTU	ABCDFPTU	ABCDFPTU	ABCDFPTU	ABCDFPTU	ABCDFPTU	ABCDFPTU	ABCDFPTU	ABCDFPTU
Fairly unfavourable (-1)		200	222	180	115	165	155	119	188	210	151	191	194	181	170	203	208	214	172	151	89	136
18%	20%	16%	10%	15%	14%	10%	10%	10%	17%	18%	13%	17%	17%	16%	15%	18%	18%	19%	15%	13%	8%	12%
DFGHIKLMNOPQRSTU	CEGHIKLMNOPQRSTU	DGHI	F	DGHI	DGHI	DGHI	DGHI	DGHI	DFGHIKLMNOPQRSTU	DFGHIKLMNOPQRSTU	DGHI	DGHI	DFGHIKLMNOPQRSTU	DGHI	DGHI	DFGHIKLMNOPQRSTU	DFGHIKLMNOPQRSTU	DFGHIKLMNOPQRSTU	DFGHIKLMNOPQRSTU	DFGHIKLMNOPQRSTU	DFGHIKLMNOPQRSTU	DFGHIKLMNOPQRSTU
Very unfavourable (-2)		457	439	287	437	188	576	242	313	202	165	328	249	376	223	236	407	330	220	240	444	462
40%	39%	25%	38%	17%	51%	21%	28%	18%	15%	29%	22%	33%	20%	23%	20%	36%	29%	19%	21%	39%	41%	41%
CEGHIKLMNOPQRSTU	CEGHIKLMNOPQRSTU	EGHNDK	EGHNDK	ABCDEFHIKLMNOPQRSTU	ABCDEFHIKLMNOPQRSTU	ABCDEFHIKLMNOPQRSTU	EGHNDK	EGHNDK	EGHNDK	EGHNDK	EGHNDK	EGHNDK	EGHNDK	EGHNDK	EGHNDK	EGHNDK	EGHNDK	EGHNDK	EGHNDK	EGHNDK	EGHNDK	EGHNDK
Don't know		59	99	110	68	168	43	228	146	177	188	163	207	125	269	181	75	81	102	105	72	169
5%	9%	10%	6%	15%	4%	20%	13%	16%	17%	14%	18%	11%	14%	24%	16%	7%	7%	9%	9%	6%	15%	15%
F	ADDFPT	ADDFPT	F	ABCDEFHIKLMNOPQRSTU	ABCDEFHIKLMNOPQRSTU	ABCDEFHIKLMNOPQRSTU	ABCDEFHIKLMNOPQRSTU	ABCDEFHIKLMNOPQRSTU	ABCDEFHIKLMNOPQRSTU	ABCDEFHIKLMNOPQRSTU	ABCDEFHIKLMNOPQRSTU	ABCDEFHIKLMNOPQRSTU	ABCDEFHIKLMNOPQRSTU	ABCDEFHIKLMNOPQRSTU	ABCDEFHIKLMNOPQRSTU	ABCDEFHIKLMNOPQRSTU	ABCDEFHIKLMNOPQRSTU	ABCDEFHIKLMNOPQRSTU	ABCDEFHIKLMNOPQRSTU	ABCDEFHIKLMNOPQRSTU	ABCDEFHIKLMNOPQRSTU	ABCDEFHIKLMNOPQRSTU
Net: Very/Fairly favourable		189	140	269	324	232	205	230	204	213	296	135	176	194	141	182	225	232	254	310	330	132
17%	12%	24%	29%	20%	18%	20%	18%	19%	26%	26%	12%	16%	17%	12%	16%	20%	20%	22%	27%	29%	12%	12%
BNJU		ABCDEFHIKLMNOPQRSTU	ABCDEFHIKLMNOPQRSTU	ABCDEFHIKLMNOPQRSTU	ABCDEFHIKLMNOPQRSTU	ABCDEFHIKLMNOPQRSTU	ABCDEFHIKLMNOPQRSTU	ABCDEFHIKLMNOPQRSTU	ABCDEFHIKLMNOPQRSTU	ABCDEFHIKLMNOPQRSTU	ABCDEFHIKLMNOPQRSTU	ABCDEFHIKLMNOPQRSTU	ABCDEFHIKLMNOPQRSTU	ABCDEFHIKLMNOPQRSTU	ABCDEFHIKLMNOPQRSTU	ABCDEFHIKLMNOPQRSTU	ABCDEFHIKLMNOPQRSTU	ABCDEFHIKLMNOPQRSTU	ABCDEFHIKLMNOPQRSTU	ABCDEFHIKLMNOPQRSTU	ABCDEFHIKLMNOPQRSTU	ABCDEFHIKLMNOPQRSTU
Net: Very/Fairly unfavourable		657	661	467	552	354	730	361	501	412	316	519	442	557	393	438	615	544	392	392	533	597
58%	58%	41%	49%	31%	64%	32%	44%	36%	28%	46%	40%	39%	49%	35%	39%	54%	48%	35%	34%	47%	53%	53%
CEGHIKLMNOPQRSTU	CEGHIKLMNOPQRSTU	EGHNDK	EGHNDK	ABCDEFHIKLMNOPQRSTU	ABCDEFHIKLMNOPQRSTU	ABCDEFHIKLMNOPQRSTU	EGHNDK	EGHNDK	EGHNDK	EGHNDK	EGHNDK	EGHNDK	EGHNDK	EGHNDK	EGHNDK	EGHNDK	EGHNDK	EGHNDK	EGHNDK	EGHNDK	EGHNDK	EGHNDK
Net Difference		-468	-521	-198	-227	-121	-525	-131	-297	-198	-20	-383	-266	-364	-251	-257	-390	-313	-138	-82	-203	-466
-41%	-46%	-17%	-20%	-11%	-46%	-12%	-46%	-10%	-26%	-17%	-2%	-34%	-23%	-32%	-22%	-32%	-34%	-28%	-12%	-7%	-18%	-41%
Mean		-0.82	-0.90	-0.42	-0.49	-0.28	-0.93	-0.33	-0.57	-0.37	-0.11	-0.70	-0.52	-0.68	-0.51	-0.47	-0.70	-0.56	-0.30	-0.23	-0.46	-0.92
BU		ABCDEFHIKLMNOPQRSTU	ABCDEFHIKLMNOPQRSTU	ABCDEFHIKLMNOPQRSTU	ABCDEFHIKLMNOPQRSTU	ABCDEFHIKLMNOPQRSTU	ABCDEFHIKLMNOPQRSTU	ABCDEFHIKLMNOPQRSTU	ABCDEFHIKLMNOPQRSTU	ABCDEFHIKLMNOPQRSTU	ABCDEFHIKLMNOPQRSTU	ABCDEFHIKLMNOPQRSTU	ABCDEFHIKLMNOPQRSTU	ABCDEFHIKLMNOPQRSTU	ABCDEFHIKLMNOPQRSTU	ABCDEFHIKLMNOPQRSTU	ABCDEFHIKLMNOPQRSTU	ABCDEFHIKLMNOPQRSTU	ABCDEFHIKLMNOPQRSTU	ABCDEFHIKLMNOPQRSTU	ABCDEFHIKLMNOPQRSTU	ABCDEFHIKLMNOPQRSTU

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Column Proportions (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U. Minimum Base: 30** (Small Base: 100**)
Column Means (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U. Minimum Base: 30** (Small Base: 100**)

25-061766-02 - 9th - 12th January 2026

Public
Political Pulse - January
Adults aged 18+ in GB

Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - Keir Starmer, Prime Minister and Leader of the Labour party
All Adults aged 18+ in Great Britain

	Total		Gender			Age				Social grade		Region					Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote		
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	18-75 (G)	76+ (H)	ABC1 (I)	C2DE (J)	North (K)	Midlands (L)	South (M)	London (N)	Wales (O)	Scotland (P)	Graduate (Q)	Non-graduate (R)	Working (S)	Not working (T)	UP TO £19,999 (U)	£20,000-£34,999 (V)	£35,000 - £54,999 (W)	£55,000+ (X)	White ethnic group (Y)	Minority ethnic group (Z)	Conservative (a)	Labour (b)	Liberal Democrats (c)	Reform UK (d)	Green Party (e)	Other (f)	Remain (g)	Leave (h)	
Unweighted base	1136	563	560	343	402	391	1087	49	697	439	274	296	259	157	53	97	603	533	721	415	177	255	280	348	970	152	178	351	88	125	47	51	459	338	
Weighted base	1136	550	573	312	376	447	1063	73	639	497	267	294	263	157	56	99	373	763	700	436	176	271	287	319	988	134	207	323	78	152	39	43	424	394	
Very favourable (2)	46 4%	33 6%	12 2%	23 7%	10 3%	13 3%	45 4%	1 1%	30 5%	16 3%	10 4%	11 4%	13 5%	7 5%	4 7%	1 1%	26 7%	20 3%	35 5%	11 2%	7 4%	9 3%	8 3%	22 7%	33 3%	13 10%	5 2%	33 10%	1 2%	2 1%	- -	- -	23 5%	11 3%	
Fairly favourable (1)	143 13%	79 14%	62 11%	53 17%	45 12%	45 10%	140 13%	3 4%	101 16%	42 8%	31 12%	28 9%	31 12%	29 19%	10 18%	14 14%	66 18%	76 10%	96 14%	46 11%	19 11%	30 11%	35 12%	57 18%	121 12%	21 16%	12 6%	84 26%	11 14%	5 3%	3 7%	6 14%	88 21%	19 5%	
Neither favourable nor unfavourable (0)	232 20%	100 18%	129 22%	66 21%	76 20%	90 20%	218 20%	14 19%	137 21%	95 19%	51 19%	64 22%	48 18%	43 27%	8 15%	17 17%	83 22%	149 19%	142 20%	90 21%	43 24%	55 20%	54 19%	58 18%	201 20%	29 21%	15 7%	99 31%	30 38%	4 2%	6 15%	7 17%	111 26%	38 10%	
Fairly unfavourable (-1)	200 18%	96 17%	102 18%	57 18%	65 17%	78 17%	186 17%	14 19%	134 21%	66 13%	46 17%	51 17%	55 21%	16 10%	11 20%	21 21%	74 20%	126 17%	123 18%	77 18%	25 14%	52 19%	56 19%	62 19%	174 18%	24 18%	45 22%	48 15%	17 9%	13 38%	15 38%	15 36%	89 21%	55 14%	
Very unfavourable (-2)	457 40%	227 41%	227 40%	77 25%	161 43%	218 49%	415 39%	41 56%	204 32%	252 51%	113 42%	130 44%	100 38%	53 33%	20 35%	40 40%	103 28%	353 46%	257 37%	200 46%	75 42%	111 41%	124 43%	105 33%	422 43%	30 23%	129 62%	53 16%	14 18%	128 84%	16 40%	14 32%	108 25%	265 67%	
Don't know	59 5%	14 3%	42 7%	36 12%	19 5%	3 1%	59 6%	- -	32 5%	26 5%	16 6%	9 3%	16 6%	8 5%	3 5%	6 6%	20 5%	38 5%	47 7%	12 3%	8 4%	14 5%	11 4%	16 5%	39 4%	16 12%	* *	7 2%	5 6%	1 1%	- -	- -	4 1%	6 2%	
Net: Very/Fairly favourable	189 17%	113 20%	74 13%	76 24%	55 15%	58 13%	185 17%	3 5%	131 21%	57 12%	41 15%	39 13%	43 17%	14 23%	15 25%	93 25%	96 13%	132 19%	57 13%	26 15%	40 15%	43 15%	79 25%	153 16%	34 26%	18 8%	117 36%	12 16%	7 4%	3 7%	6 14%	111 26%	30 8%		
Net: Very/Fairly unfavourable	657 58%	323 59%	328 57%	135 43%	227 60%	295 66%	601 57%	55 76%	338 53%	318 64%	159 60%	181 62%	155 59%	69 44%	31 55%	61 62%	177 47%	480 63%	380 54%	277 64%	99 56%	162 60%	180 63%	167 52%	596 60%	54 41%	174 84%	101 31%	31 40%	141 93%	31 78%	29 69%	197 46%	320 81%	
Net Difference	-468 -41%	-210 -38%	-254 -44%	-59 -19%	-172 -46%	-237 -53%	-416 -39%	-52 -71%	-207 -32%	-261 -52%	-119 -44%	-143 -49%	-112 -42%	-32 -20%	-17 -30%	-46 -46%	-84 -23%	-384 -50%	-248 -35%	-220 -51%	-73 -42%	-123 -45%	-137 -48%	-88 -28%	-442 -45%	-20 -15%	-156 -75%	16 5%	-19 -25%	-19 -88%	-134 -72%	-28 -54%	-23 -20%	-86 -74%	-290 -74%
Mean	-0.82	-0.75	-0.88	-0.41 EFGH	-0.90	-1.00	-0.78 EFH	-1.26 *	-0.63 J	-1.06	-0.89	-0.92	-0.81	-0.52 KUP*	-0.62 *	-0.92 *	-0.46 R	-0.99	-0.72 T	-0.96	-0.84	-0.87	-0.92	-0.57 VW	-0.88	-0.31 Y	-1.35 d	-0.02 acdef	-0.43 adef*	-1.73 *	-1.12 d*	-0.87 ad*	-0.41 h	-1.41	

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

ColumnProportions (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,a/b/c/d/e/f/g/h Minimum Base: 30 (**) Small Base: 100 (**)

ColumnMeans (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,a/b/c/d/e/f/g/h Minimum Base: 30 (**) Small Base: 100 (**)

25-061766-02 - 9th - 12th January 2026

Public
Political Pulse - January
Adults aged 18+ in GB

Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - Rachel Reeves, Chancellor of the Exchequer and Labour MP

All Adults aged 18+ in Great Britain

	Total	Gender			Age					Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote	
		Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	18-75 (G)	76+ (H)	ABC1 (I)	C2DE (J)	North (K)	Midlands (L)	South (M)	London (N)	Wales (O)	Scotland (P)	Graduate (Q)	Non-graduate (R)	Working (S)	Not working (T)	UP TO £19,999 (U)	£20,000-£34,999 (V)	£35,000 - £54,999 (W)	£55,000+ (X)	White ethnic group (Y)	Minority ethnic group (Z)	Conservative (a)	Labour (b)	Liberal Democrats (c)	Reform UK (d)	Green Party (e)	Other (f)	Remain (g)	Leave (h)
Unweighted base	1136	563	560	343	402	391	1087	49	697	439	274	296	259	157	53	97	603	533	721	415	177	255	280	348	970	152	178	351	88	125	47	51	459	338	
Weighted base	1136	550	573	312	376	447	1063	73	639	497	267	294	263	157	56	99	373	763	700	436	176	271	287	319	988	134	207	323	78	152	39	43	424	394	
Very favourable (2)	28 2%	21 4% c	7 1%	11 4%	9 3%	8 2%	28 3%	1 1%	20 3%	8 2%	5 2%	6 2%	8 3%	4 3%	3 5%	1 1%	14 4%	14 2%	21 3%	8 2%	6 4%	7 3%	4 1%	11 3%	20 2%	8 6%	6 3%	15 5%	1 1%	2 1%	- -	3 7%	15 3%	8 2%	
Fairly favourable (1)	112 10%	61 11%	51 9%	39 12%	34 9%	40 9%	111 10%	1 2%	87 14%	25 5%	31 11%	18 6%	26 10%	23 15%	5 8%	10 10%	64 17%	48 6%	80 11%	32 7%	14 8%	13 5%	21 7%	63 20%	93 9%	14 14%	19 5%	67 21%	14 18%	4 3%	1 1%	3 7%	64 15%	23 6%	
Neither favourable nor unfavourable (0)	235 21%	114 21%	118 21%	88 28%	88 23%	60 13%	228 21%	7 10%	131 20%	105 21%	53 20%	62 21%	48 18%	44 28%	8 15%	21 21%	77 21%	158 21%	150 21%	85 19%	45 26%	62 23%	55 19%	59 18%	201 20%	31 23%	11 5%	100 31%	18 23%	13 9%	7 17%	8 20%	106 25%	34 9%	
Fairly unfavourable (-1)	222 20%	113 21%	107 19%	58 19%	69 18%	94 21%	203 19%	19 26%	133 21%	89 18%	53 20%	61 21%	45 17%	30 19%	13 23%	19 20%	82 22%	139 18%	134 19%	88 20%	27 16%	53 19%	70 24%	57 18%	189 19%	32 24%	40 19%	60 18%	25 32%	23 15%	10 27%	11 25%	104 25%	60 15%	
Very unfavourable (-2)	439 39%	212 39%	223 39%	60 19%	140 37%	240 54%	394 37%	45 62%	217 34%	222 45%	107 40%	121 41%	113 43%	40 26%	21 38%	38 38%	101 27%	338 44%	241 34%	199 46%	74 42%	111 40%	115 40%	99 31%	417 42%	18 13%	135 65%	68 21%	19 24%	107 71%	17 43%	12 28%	121 28%	261 66%	
Don't know	99 9%	29 5%	68 12%	57 18%	36 10%	6 1%	99 9%	- -	52 8%	48 10%	19 7%	25 9%	23 9%	16 10%	6 11%	11 11%	34 9%	65 9%	75 11%	25 6%	10 6%	25 9%	23 8%	30 9%	68 7%	26 20%	3 2%	14 4%	2 2%	2 2%	4 11%	5 13%	15 4%	8 2%	
Net: Very/Fairly favourable	140 12%	82 15% c	58 10%	50 16% H	43 11%	47 13%	138 13%	2 3%	107 17% J	33 7%	36 13%	24 8%	35 13%	28 18%	7 13%	11 11%	78 21% R	62 8%	101 14% T	40 9%	20 11%	20 7%	25 9%	74 23% UVW	113 11%	27 20% Y	17 8%	82 25% ade	15 19% ade*	6 4% *	1 3% *	6 14% d*	78 18% h	31 8%	
Net: Very/Fairly unfavourable	661 58%	325 59%	329 57%	118 38% D	209 56% D	334 75% DEG	597 56% D	64 87% DEFG*	350 55% I	311 63% I	160 60% N	182 62% N	158 60% N	70 45% N	34 61% *	57 58% *	184 49% Q	477 63% Q	375 53% S	286 66% S	101 58%	164 60% X	184 64% X	156 49% Z	605 61% Z	49 37% bcef	175 85% b*	127 39% b*	44 56% b*	130 86% bcef*	27 69% b*	23 53% *	225 53% g	321 81% g	
Net Difference	-521 -46%	-242 -44%	-271 -47%	-68 -22% EFGH	-166 -44% FH	-287 -64% FH	-459 -43% FH	-62 -85% *	-243 -38% J	-278 -56% I	-124 -46% N	-158 -54% N	-123 -47% N	-43 -27% N	-27 -48% *	-46 -47% *	-106 -28% R	-415 -54% Q	-274 -39% S	-247 -57% S	-82 -46% X	-101 -53% X	-159 -55% X	-81 -25% Z	-492 -50% Z	-22 -17% bcef	-158 -46% b*	-46 -37% b*	-29 -82% bcef*	-124 -67% bcef*	-26 -67% bcef*	-17 -39% bcef*	-147 -35% h	-290 -74% g	
Mean	-0.90	-0.83	-0.96	-0.45 EFGH	-0.87 FH	-1.18 FH	-0.86 FH	-1.45 *	-0.75 J	-1.10 I	-0.91 N	-1.02 N	-0.95 N	-0.55 KLM*	-0.92 **	-0.93 *	-0.57 R	-1.06 Q	-0.79 T	-1.07	-0.90	-1.01	-1.02	-0.58 UVW	-0.97	-0.30 Y*	-1.41	-0.32 ade	-0.61 ade*	-1.53 *	-1.23 *	-0.68 ade*	-0.62 h	-1.41	

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

ColumnProportions (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,a/b/c/d/e/f/g/h Minimum Base: 30** Small Base: 100**

ColumnMeans (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,a/b/c/d/e/f/g/h Minimum Base: 30** Small Base: 100**

25-061766-02 - 9th - 12th January 2026

Public
Political Pulse - January
Adults aged 18+ in GB

Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - Kemi Badenoch, Leader of the Conservative party
All Adults aged 18+ in Great Britain

	Total		Gender			Age				Social grade		Region					Education		Employment status		Income				Ethnicity			General Election 2024 Vote						Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	18-75 (G)	76+ (H)	ABC1 (I)	C2DE (J)	North (K)	Midlands (L)	South (M)	London (N)	Wales (O)	Scotland (P)	Graduate (Q)	Non-graduate (R)	Working (S)	Not working (T)	UP TO £19,999 (U)	£20,000-£34,999 (V)	£35,000 - £54,999 (W)	£55,000+ (X)	White ethnic group (Y)	Minority ethnic group (Z)	Conservative (a)	Labour (b)	Liberal Democrats (c)	Reform UK (d)	Green Party (e)	Other (f)	Remain (g)	Leave (h)	
Unweighted base	1136	563	560	343	402	391	1087	49	697	439	274	296	259	157	53	97	603	533	721	415	177	255	280	348	970	152	178	351	88	125	47	51	459	338	
Weighted base	1136	550	573	312	376	447	1063	73	639	497	267	294	263	157	56	99	373	763	700	436	176	271	287	319	988	134	207	323	78	152	39	43	424	394	
Very favourable (2)	58 5%	29 5%	28 5%	28 9%	14 4%	16 4%	56 5%	2 2%	34 5%	23 5%	11 4%	19 7%	14 5%	11 7%	1 2%	1 1%	17 5%	40 5%	38 5%	19 4%	6 4%	13 5%	12 4%	22 7%	45 5%	13 9%	33 16%	3 1%	5 7%	10 6%	3 7%	- -	19 5%	29 7%	
Fairly favourable (1)	211 19%	113 21%	96 17%	43 14%	64 17%	105 23%	178 17%	33 45%	121 19%	90 18%	50 19%	57 20%	49 19%	28 18%	11 20%	15 15%	55 15%	156 20%	115 16%	96 22%	38 22%	52 19%	49 17%	53 17%	195 20%	16 12%	93 45%	27 8%	3 4%	51 9%	3 3%	1 1%	47 11%	125 32%	
Neither favourable nor unfavourable (0)	290 26%	117 21%	171 30%	76 24%	92 24%	122 27%	270 25%	20 27%	141 22%	149 30%	69 26%	78 27%	67 26%	39 25%	17 30%	19 19%	76 20%	214 28%	179 26%	111 25%	53 30%	67 25%	70 24%	77 24%	253 26%	33 25%	61 29%	67 21%	16 20%	39 26%	5 13%	9 20%	92 22%	103 26%	
Fairly unfavourable (-1)	180 16%	103 19%	77 13%	54 17%	61 16%	66 15%	172 16%	8 11%	101 16%	79 16%	45 17%	46 16%	47 18%	23 15%	6 10%	13 13%	73 14%	107 14%	125 18%	55 13%	23 13%	49 18%	53 18%	45 14%	159 16%	21 15%	13 6%	70 22%	19 24%	27 18%	5 14%	9 20%	83 20%	54 14%	
Very unfavourable (-2)	287 25%	155 28%	124 22%	55 18%	103 27%	129 29%	277 26%	10 14%	177 28%	110 22%	70 26%	62 21%	63 24%	39 25%	16 28%	37 1M*	117 R	170 31%	159 29%	128 29%	45 26%	66 24%	70 24%	88 28%	252 26%	29 22%	4 2%	140 43%	30 39%	19 12%	19 49%	22 51%	161 38%	69 18%	
Don't know	110 10%	33 6%	77 13%	57 18%	42 11%	11 2%	109 10%	1 2%	64 10%	46 9%	22 8%	30 10%	22 9%	17 11%	5 14%	14 14%	35 9%	75 10%	84 12%	26 6%	10 6%	24 9%	33 11%	33 10%	83 8%	22 16%	3 1%	15 5%	5 7%	6 4%	3 9%	2 5%	22 5%	14 3%	
Net: Very/Fairly favourable	269 24%	142 26%	125 22%	70 23%	78 21%	120 27%	235 22%	34 47%	156 24%	113 23%	62 23%	77 26%	63 24%	39 25%	13 22%	16 16%	72 19%	197 26%	153 22%	116 27%	45 25%	65 24%	61 21%	75 24%	240 24%	29 21%	126 61%	30 9%	8 11%	61 40%	6 15%	1 3%	66 16%	153 39%	
Net: Very/Fairly unfavourable	467 41%	258 47%	201 35%	109 35%	164 43%	194 43%	449 42%	18 24%	278 43%	189 38%	115 43%	108 37%	110 42%	62 39%	21 38%	50 L*	190 R	277 36%	284 41%	183 42%	68 39%	115 42%	123 43%	134 42%	412 42%	50 37%	18 9%	211 65%	49 36%	46 63%	25 a*	30 63%	244 ad*	124 31%	
Net Difference	-198 -17%	-116 -21%	-76 -13%	-39 -12%	-85 -23%	-74 -17%	-215 -20%	17 23%	-122 -19%	-76 -15%	-53 -20%	-32 -11%	-47 -18%	-23 -15%	-9 -16%	-34 -34%	-117 -31%	-81 -11%	-131 -19%	-67 -15%	-24 -14%	-50 -18%	-61 -21%	-58 -18%	-171 -17%	-21 -16%	108 52%	-181 -56%	-41 -52%	15 10%	-19 -48%	-29 -67%	-178 -42%	30 8%	
Mean	-0.42	-0.47	-0.35	-0.26 EG	-0.52	-0.43	-0.46	0.12 EFG*	-0.46	-0.36	-0.45 P	-0.28 P	-0.40 P	-0.37 P*	-0.45 *	-0.82 *	-0.64	-0.31 Q	-0.41	-0.43	-0.38	-0.42	-0.47	-0.43	-0.42	-0.34 *	0.67 bcdef	-1.03	-0.90 *	0.04 bcdf*	-0.99 *	-1.25 *	-0.80	-0.03 g	

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

ColumnProportions (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,a/b/c/d/e/f/g/h Minimum Base: 30 (**) Small Base: 100 (**)

ColumnMeans (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,a/b/c/d/e/f/g/h Minimum Base: 30 (**) Small Base: 100 (**)

25-061766-02 - 9th - 12th January 2026

Public
Political Pulse - January
Adults aged 18+ in GB

Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - Nigel Farage, Leader of Reform UK

All Adults aged 18+ in Great Britain

	Total		Gender			Age				Social grade		Region					Education		Employment status		Income				Ethnicity			General Election 2024 Vote						Referendum 2016 vote	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	
Unweighted base	1136	563	560	343	402	391	1087	49	697	439	274	296	259	157	53	97	603	533	721	415	177	255	280	348	970	152	178	351	88	125	47	51	459	338	
Weighted base	1136	550	573	312	376	447	1063	73	639	497	267	294	263	157	56	99	373	763	700	436	176	271	287	319	988	134	207	323	78	152	39	43	424	394	
Very favourable (2)	144 13%	94 17% c	50 9%	30 10%	41 11%	73 16% DEG	128 12%	16 22% D*	71 11%	73 15%	33 13%	41 14%	30 11%	16 10%	13 24% MN*	10 10%	32 9%	112 15%Q	97 14%	46 11%	21 12%	41 15%	38 13%	39 12%	129 13%	12 9%	37 18% bcef	11 3%	1 1%	72 48% abced*	- -	1 2%	22 5%	99 25% g	
Fairly favourable (1)	181 16%	104 19% c	77 13%	52 17%	55 15%	74 17%	158 15%	23 31% DEFG*	79 12%	101 20% I	43 16%	45 15%	54 20%	17 11%	11 19%	10 11%	39 10%	142 19% Q	107 15%	74 17%	36 21%	35 13%	52 18%	48 15%	158 16%	19 15%	51 25% bc	28 9%	3 4%	50 33% bced*	6 15%	5 13%	51 12%	88 22% g	
Neither favourable nor unfavourable (0)	192 17%	76 14%	114 20% B	62 20% F	73 19% F	57 13%	180 17% F	12 16% *	96 15%	96 19%	45 17%	51 14%	36 22% M	35 11%	6 19% *	19 13%	49 19% Q	143 18%	128 15%	64 19%	34 17%	45 13%	36 17%	53 18%	168 18%	24 20% b	41 12%	9 12%	19 12% *	4 10% *	7 16% *	31 7%	81 21% g		
Fairly unfavourable (-1)	115 10%	54 10%	60 11%	34 11%	30 8%	51 11%	108 10%	7 10% *	62 10%	53 11%	28 10%	36 12%	29 11%	11 7%	2 3% *	9 9% *	38 10% Q	77 10%	65 9%	50 12%	16 9%	33 12%	29 10%	31 10%	98 10%	17 12%	34 17% bd	24 7%	10 13% d*	5 3% *	3 6% *	3 8% *	38 9%	39 10%	
Very unfavourable (-2)	437 38%	211 38%	218 38%	102 33%	146 39% H	188 42% DH	421 40% DH	15 21% *	297 46% J	140 28%	100 37%	107 36%	102 39%	65 41%	21 37% *	43 43% R	196 53% R	240 32% Q	253 36%	184 42%	59 34%	100 37%	116 40%	134 42%	384 39%	47 35%	41 20% d	210 65% ad	53 68% ad*	4 3% *	26 67% ad*	26 60% ad*	272 64% h	80 20%	
Don't know	68 6%	12 2%	54 9% B	33 11% FGH	33 11% FGH	3 9% f	68 1% f	- 6% *	34 5% *	34 7% *	17 6% *	14 5% *	13 5% *	13 8% *	4 7% *	8 8% *	19 5% *	49 6% *	51 7% *	18 4% *	10 6% *	17 6% *	16 6% *	14 4% *	51 5% Y	15 1% y	3 3% *	11 3% *	2 2% *	2 1% *	1 2% *	1 2% *	10 2%	7 2%	
Net: Very/Fairly favourable	324 29%	198 36% c	127 22%	81 26%	95 25%	148 33% EG	286 27%	38 53% DEFG*	150 23%	175 35% I	77 29%	86 29%	84 32%	34 21%	24 43% NP*	20 21% *	71 19% Q	254 33% Q	204 29%	120 28%	57 32%	77 28%	89 31%	87 27%	287 29%	32 24% bcef	88 12%	39 6% *	4 80% abced*	122 15% *	6 15% *	6 17% *	72 17% g	187 48% g	
Net: Very/Fairly unfavourable	552 49%	264 48%	278 49%	136 44%	176 47%	240 50% DH	529 50% DH	23 31% *	359 56% J	193 39% I	128 48%	143 49%	131 50%	76 48%	22 39% *	52 63% R	317 42% Q	318 45%	234 54% S	318 45%	234 54% S	75 43%	133 49%	145 51%	165 52%	482 49%	63 47%	75 36% d	234 72% ad	63 80% ad*	9 6% *	29 73% ad*	29 68% ad*	311 73% h	118 30%
Net Difference	-227 -20%	-67 -12%	-152 -26%	-54 -17%	-81 -21%	-92 -21% f	-243 -23% f	16 22% *	-209 -33% *	-18 -4% *	-51 -19% *	-58 -20% *	-47 -18% *	-42 -27% *	2 4% *	-31 -32% *	-164 -44% *	-64 -8% *	-114 -16% *	-114 -26% *	-19 -11% *	-56 -21% *	-56 -19% *	-79 -25% *	-195 -20% *	-32 -24% *	13 6% *	-195 -60% *	-58 -74% *	114 75% *	-23 -58% *	-23 -53% *	-238 -56% *	69 17%	
Mean	-0.49	-0.34 c	-0.62	-0.45	-0.54	-0.47	-0.54	0.22 DEFG*	-0.72	-0.18 I	-0.47	-0.44	-0.47	-0.63 *	-0.10 *	-0.70 *	-0.93	-0.27 Q	-0.41	-0.60	-0.35	-0.45	-0.50	-0.57	-0.48	-0.55	0.04 bcef	-1.26	-1.44 *	1.21 abced*	-1.28 *	-1.14 *	-1.18	0.23 g	

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

ColumnProportions (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,a/b/c/d/e/f/g/h Minimum Base: 30 (**) Small Base: 100 (**)

ColumnMeans (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,a/b/c/d/e/f/g/h Minimum Base: 30 (**) Small Base: 100 (**)

25-061766-02 - 9th - 12th January 2026

Public
Political Pulse - January
Adults aged 18+ in GB

Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - Ed Davey, Leader of the Liberal Democrats

All Adults aged 18+ in Great Britain

	Total	Gender			Age					Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote	
		Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	18-75 (G)	76+ (H)	ABC1 (I)	C2DE (J)	North (K)	Midlands (L)	South (M)	London (N)	Wales (O)	Scotland (P)	Graduate (Q)	Non-graduate (R)	Working (S)	Not working (T)	UP TO £19,999 (U)	£20,000-£34,999 (V)	£35,000 - £54,999 (W)	£55,000+ (X)	White ethnic group (Y)	Minority ethnic group (Z)	Conservative (a)	Labour (b)	Liberal Democrats (c)	Reform UK (d)	Green Party (e)	Other (f)	Remain (g)	Leave (h)
Unweighted base	1136	563	560	343	402	391	1087	49	697	439	274	296	259	157	53	97	603	533	721	415	177	255	280	348	970	152	178	351	88	125	47	51	459	338	
Weighted base	1136	550	573	312	376	447	1063	73	639	497	267	294	263	157	56	99	373	763	700	436	176	271	287	319	988	134	207	323	78	152	39	43	424	394	
Very favourable (2)	40 4%	22 4%	18 3%	14 5%	9 2%	17 4%	40 4%	1 1%	28 4%	12 2%	14 5%	7 2%	11 4%	7 4%	1 2%	- -	20 5%	21 3%	27 4%	13 3%	12 7%	2 1%	10 4%	16 5%	32 3%	9 7%	6 3%	22 7%	8 11%	1 *	2 5%	* 1%	23 5%	10 2%	
Fairly favourable (1)	192 17%	108 20%	82 14%	54 17%	56 15%	82 18%	177 17%	15 20%	133 21%	59 12%	38 14%	53 18%	42 16%	30 19%	12 21%	16 17%	80 21%	112 15%	106 15%	85 20%	25 14%	51 19%	49 17%	58 18%	175 12%	16 10%	20 28%	90 38%	30 ade*	15 *	7 *	10 ad*	99 h	56 14%	
Neither favourable nor unfavourable (0)	382 34%	163 30%	214 37%	106 34%	118 31%	158 35%	359 34%	24 33%	207 32%	175 35%	99 37%	92 31%	88 33%	57 36%	18 32%	29 29%	132 36%	250 33%	245 35%	137 31%	57 33%	99 37%	87 30%	105 33%	337 34%	38 29%	78 37%	121 38%	22 18%	27 18%	9 23%	14 33%	157 37%	111 28%	
Fairly unfavourable (-1)	165 15%	95 17%	69 12%	32 10%	55 15%	79 18%	144 14%	21 29%	84 13%	82 16%	28 10%	48 16%	41 16%	26 16%	9 17%	14 14%	40 11%	126 16%	98 14%	68 16%	27 16%	36 13%	57 20%	35 11%	140 14%	24 18%	47 23%	31 10%	5 6%	39 26%	8 20%	7 16%	58 14%	70 18%	
Very unfavourable (-2)	188 17%	115 21%	72 13%	41 13%	59 16%	89 20%	177 17%	11 15%	96 15%	92 19%	51 19%	51 17%	44 17%	13 8%	11 20%	18 18%	48 13%	140 18%	110 16%	78 18%	30 17%	48 18%	44 15%	52 16%	176 12%	13 9%	47 23%	24 7%	8 10%	57 abcd*	7 18%	8 18%	41 10%	117 30%	
Don't know	168 15%	47 9%	117 20%	66 21%	79 21%	22 5%	166 16%	1 2%	91 14%	77 15%	37 14%	42 14%	38 14%	24 15%	5 9%	22 22%	53 14%	115 15%	114 16%	54 12%	24 14%	35 13%	39 14%	53 17%	128 13%	34 25%	9 5%	35 a	6 *	13 *	6 *	3 *	46 11%	30 8%	
Net: Very/Fairly favourable	232 20%	130 24%	100 18%	68 22%	65 17%	99 22%	217 20%	16 21%	161 25%	71 14%	52 20%	60 20%	53 24%	38 24%	13 23%	16 17%	100 27%	133 17%	134 19%	99 23%	37 21%	53 20%	59 21%	74 23%	207 21%	25 19%	26 13%	112 35%	38 49%	15 10%	9 24%	11 26%	122 29%	65 17%	
Net: Very/Fairly unfavourable	354 31%	210 38%	142 25%	72 23%	114 30%	167 37%	322 30%	32 44%	180 28%	174 35%	79 30%	99 34%	85 32%	39 25%	21 37%	32 32%	88 24%	266 35%	207 30%	146 34%	58 33%	84 31%	101 35%	87 27%	315 32%	37 27%	94 45%	56 17%	12 *	96 63%	15 38%	14 34%	99 23%	187 48%	
Net Difference	-121 -11%	-80 -15%	-41 -7%	-5 -2%	-49 -13%	-68 -15%	-105 -10%	-16 -23%	-19 -3%	-103 -21%	-27 -10%	-39 -13%	-31 -12%	-1 -1%	-8 -14%	-15 -16%	12 3%	-133 -17%	-74 -11%	-48 -11%	-21 -12%	-31 -11%	-42 -15%	-14 -4%	-108 -11%	-11 -8%	-67 -32%	56 17%	26 34%	-81 -53%	-6 -15%	-3 -8%	23 6%	-122 -31%	
Mean	-0.28	-0.34	-0.21	-0.13 EG	-0.33	-0.33	-0.27	-0.37 *	-0.16 J	-0.43	-0.28	-0.33	-0.28	-0.05 LP*	-0.35 *	-0.43 *	-0.05 R	-0.39	-0.27	-0.29	-0.26	-0.32	-0.31	-0.19	-0.29	-0.15 *	-0.55 d	0.19 adef	0.37 adef*	-0.99 *	-0.32 d*	-0.27 d*	0.01 h	-0.63	

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

ColumnProportions (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,a/b/c/d/e/f/g/h Minimum Base: 30(**) Small Base: 100(**)

ColumnMeans (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,a/b/c/d/e/f/g/h Minimum Base: 30(**) Small Base: 100(**)

25-061766-02 - 9th - 12th January 2026

Public
Political Pulse - January
Adults aged 18+ in GB

Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - Donald Trump, President of the United States of America
All Adults aged 18+ in Great Britain

	Total	Gender			Age					Social grade		Region					Education		Employment status		Income				Ethnicity			General Election 2024 Vote						Referendum 2016 vote	
		Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	18-75 (G)	76+ (H)	ABC1 (I)	C2DE (J)	North (K)	Midlands (L)	South (M)	London (N)	Wales (O)	Scotland (P)	Graduate (Q)	Non-graduate (R)	Working (S)	Not working (T)	UP TO £19,999 (U)	£20,000-£34,999 (V)	£35,000 - £54,999 (W)	£55,000+ (X)	White ethnic group (Y)	Minority ethnic group (Z)	Conservative (a)	Labour (b)	Liberal Democrats (c)	Reform UK (d)	Green Party (e)	Other (f)	Remain (g)	Leave (h)
Unweighted base	1136	563	560	343	402	391	1087	49	697	439	274	296	259	157	53	97	603	533	721	415	177	255	280	348	970	152	178	351	88	125	47	51	459	338	
Weighted base	1136	550	573	312	376	447	1063	73	639	497	267	294	263	157	56	99	373	763	700	436	176	271	287	319	988	134	207	323	78	152	39	43	424	394	
Very favourable (2)	87 8%	65 12% c	23 4%	30 9%	28 8%	29 7%	84 8%	3 4%	36 6%	51 10%	15 6%	33 11%	13 5%	18 11%	4 7%	5 5%	22 6%	65 9%	64 9%	23 5%	15 9%	24 9%	15 5%	30 10%	72 7%	13 10%	19 9%	9 3%	1 2%	33 22%	5 12%	* 1%	12 3%	47 12%	
Fairly favourable (1)	118 10%	70 13% c	48 8%	40 13%	38 10%	41 9%	107 10%	11 15%	62 10%	56 11%	23 9%	29 10%	37 14%	13 8%	12 21%	4 4%	33 9%	85 11%	83 12%	35 8%	21 12%	25 9%	38 13%	31 10%	94 9%	24 18%	29 14%	22 7%	3 4%	37 24%	2 6%	5 11%	38 9%	58 15%	
Neither favourable nor unfavourable (0)	157 14%	75 14%	81 14%	47 15%	59 16%	51 11%	145 14%	12 16%	72 11%	85 17%	41 15%	41 14%	32 12%	23 15%	6 11%	15 15%	41 11%	116 15%	100 14%	57 13%	32 18%	40 15%	30 10%	34 11%	134 14%	21 15%	29 14%	29 9%	4 5%	29 19%	1 2%	3 7%	26 6%	64 16%	
Fairly unfavourable (-1)	155 14%	69 13%	84 15%	48 15%	43 12%	63 14%	139 13%	16 22%	80 13%	74 15%	46 17%	35 12%	31 12%	23 14%	5 9%	15 16%	37 10%	118 15%	95 14%	60 14%	20 11%	38 14%	35 12%	45 14%	140 14%	14 11%	46 22%	34 11%	6 7%	19 13%	2 5%	5 12%	48 11%	66 17%	
Very unfavourable (-2)	576 51%	257 47%	308 54% b	122 39%	191 51% d	263 59% DEGH	544 51% d	32 43% *	372 58% j	203 41%	131 49%	148 50%	139 53%	74 47%	28 49%	57 58% *	223 60% r	352 46%	322 46%	254 58% s	82 47%	133 49%	159 55%	171 53%	521 53% z	49 37%	83 40% d	220 68% ad	64 82% abd*	33 22% *	30 75% ad*	30 70% ad*	299 70% h	154 39%	
Don't know	43 4%	14 3%	29 5%	25 8% fg	17 5% f	1 4% *	43 4% f	- 4% *	17 3% i	27 5% i	11 4%	8 3%	12 5%	7 5%	2 4% *	2 2% *	17 4% t	27 4%	37 5%	7 2% t	5 3%	13 5%	10 3%	8 3%	28 3% y	13 9% y	1 * *	8 2% *	- 1% *	1 * *	- * *	- * *	2 1% *	4 1%	
Net: Very/Fairly favourable	205 18% c	135 24% c	71 12%	69 22% fg	66 18%	70 16%	191 18%	14 19% *	98 15%	107 22% i	38 14%	62 21% p	50 19%	31 20%	15 27% p*	10 10% *	55 15% q	150 20% q	147 21% t	58 13%	37 21%	49 18%	53 19%	61 19%	165 17% y	37 28% y	49 23% bc	32 10%	4 6% *	70 46% abcd*	7 18% c*	5 12% *	49 12%	106 27% g	
Net: Very/Fairly unfavourable	730 64% b	326 59% b	392 68%	170 55%	234 62%	325 73% deg	683 64% d	47 65% *	452 71% j	278 56%	177 66%	183 62%	170 64%	96 61%	32 58% *	72 73% *	260 70% r	470 62%	416 59%	314 72% s	102 58%	170 63%	194 68%	215 68%	661 67% z	64 48% d	128 62% ad	255 79% ad	70 90% ad*	52 34% ad*	31 80% ad*	35 81% ad*	347 82% h	219 56%	
Net Difference	-525 -46%	-191 -35%	-322 -56%	-101 -32%	-168 -45%	-256 -57%	-492 -46%	-33 -46% *	-354 -55% i	-171 -34%	-139 -52%	-121 -41%	-120 -45%	-65 -42%	-17 -31%	-63 -64%	-205 -55% q	-320 -42%	-269 -38%	-256 -59%	-65 -37%	-122 -45%	-141 -49%	-154 -48%	-496 -50%	-27 -20%	-80 -38%	-223 -69%	-66 -84%	17 11%	-24 -62%	-29 -69%	-297 -70%	-114 -29%	
Mean	-0.93	-0.72 c	-1.12	-0.67 efg	-0.92	-1.10	-0.93 f	-0.85 *	-1.11	-0.69 i	-1.00	-0.83	-0.98	-0.81 *	-0.77 *	-1.19 *	-1.14	-0.82 q	-0.79 t	-1.14	-0.77	-0.89	-1.03	-0.95	-0.98	-0.52 y	-0.69 bcdf	-1.38	-1.64 *	0.11 abcd*	-1.25 *	-1.38 *	-1.38	-0.56 g	

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

ColumnProportions (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,a/b/c/d/e/f/g/h Minimum Base: 30 (**) Small Base: 100 (**)

ColumnMeans (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,a/b/c/d/e/f/g/h Minimum Base: 30 (**) Small Base: 100 (**)

25-061766-02 - 9th - 12th January 2026

Public
Political Pulse - January
Adults aged 18+ in GB

Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - Zack Polanski, Leader of the Green party
All Adults aged 18+ in Great Britain

	Total	Gender		Age					Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote	
		Male (A)	Female (B)	18-34 (C)	35-54 (D)	55+ (E)	18-75 (F)	76+ (G)	ABC1 (H)	C2DE (I)	North (J)	Midlands (K)	South (L)	London (M)	Wales (N)	Scotland (O)	Graduate (P)	Non-graduate (Q)	Working (R)	Not working (S)	UP TO £19,999 (T)	£20,000-£34,999 (U)	£35,000 - £54,999 (V)	£55,000+ (W)	White ethnic group (X)	Minority ethnic group (Y)	Conservative (Z)	Labour (a)	Liberal Democrats (b)	Reform UK (c)	Green Party (d)	Other (e)	Remain (f)	Leave (g)
Unweighted base	1136	563	560	343	402	391	1087	49	697	439	274	296	259	157	53	97	603	533	721	415	177	255	280	348	970	152	178	351	88	125	47	51	459	338
Weighted base	1136	550	573	312	376	447	1063	73	639	497	267	294	263	157	56	99	373	763	700	436	176	271	287	319	988	134	207	323	78	152	39	43	424	394
Very favourable (2)	73 6%	44 8%	26 4%	32 10%	22 6%	19 4%	68 6%	5 7%	57 9%	16 3%	20 8%	14 5%	14 5%	15 9%	5 8%	6 6%	39 10%	34 5%	46 7%	27 6%	9 5%	13 5%	20 7%	29 9%	58 6%	13 10%	6 3%	34 11%	10 12%	2 2%	8 20%	5 12%	43 10%	13 3%
Fairly favourable (1)	157 14%	69 13%	85 15%	57 18%	48 13%	52 12%	147 14%	10 13%	102 16%	54 11%	36 14%	46 16%	33 12%	22 14%	14 10%	14 14%	70 19%	86 11%	96 14%	61 14%	36 20%	43 16%	31 11%	43 13%	130 13%	26 20%	11 5%	70 22%	19 24%	7 5%	12 31%	10 24%	81 19%	32 8%
Neither favourable nor unfavourable (0)	317 28%	143 26%	170 30%	94 30%	105 28%	118 26%	302 28%	15 21%	174 27%	143 29%	88 33%	83 28%	58 22%	46 29%	17 31%	25 25%	92 30%	226 30%	204 29%	113 26%	51 29%	72 26%	70 24%	97 30%	280 28%	34 26%	63 30%	106 33%	16 20%	25 16%	9 22%	9 22%	125 30%	95 24%
Fairly unfavourable (-1)	119 10%	66 12%	53 9%	26 8%	38 10%	55 12%	105 10%	14 19%	74 12%	44 9%	24 9%	28 9%	30 11%	21 13%	4 6%	13 13%	39 10%	79 10%	71 10%	47 11%	12 7%	26 10%	42 15%	27 8%	103 10%	16 12%	26 12%	30 9%	7 9%	24 16%	2 6%	4 10%	56 13%	36 9%
Very unfavourable (-2)	242 21%	169 31%	74 13%	35 11%	70 19%	137 31%	223 21%	19 26%	110 17%	133 27%	54 20%	66 23%	63 24%	20 13%	18 32%	21 21%	59 16%	184 24%	144 21%	99 23%	40 23%	61 22%	58 20%	67 21%	231 23%	9 7%	74 36%	38 12%	7 8%	74 49%	3 9%	8 18%	61 14%	155 39%
Don't know	228 20%	60 11%	166 29%	69 22%	92 25%	67 15%	218 21%	10 13%	122 19%	106 21%	45 17%	58 20%	65 25%	33 21%	8 14%	20 20%	75 20%	153 20%	139 20%	89 20%	28 16%	57 21%	65 23%	57 18%	187 19%	35 26%	28 13%	43 13%	20 13%	4 11%	6 15%	58 14%	63 16%	
Net: Very/Fairly favourable	230 20%	113 21%	111 19%	88 28%	71 19%	71 16%	215 20%	15 21%	159 25%	71 14%	56 21%	59 20%	47 18%	37 23%	10 18%	20 20%	109 29%	121 16%	142 20%	88 20%	45 25%	56 21%	51 18%	72 22%	188 19%	39 29%	17 8%	105 32%	28 36%	10 6%	20 52%	15 36%	124 29%	45 11%
Net: Very/Fairly unfavourable	361 32%	234 43%	127 22%	61 20%	108 29%	192 43%	328 31%	33 45%	184 29%	177 36%	77 29%	94 32%	93 35%	41 26%	21 38%	34 35%	98 26%	263 35%	215 31%	146 33%	52 30%	87 32%	101 35%	94 29%	333 34%	25 19%	99 48%	69 21%	14 18%	98 65%	6 15%	12 28%	117 28%	191 49%
Net Difference	-131 -12%	-121 -22%	-16 -3%	27 9%	-10	-27%	-113 -11%	-18 -25%	-25 -4%	-106 -21%	-21 -8%	-35 -12%	-46 -18%	-4 -3%	-11 -20%	-14 -14%	11 3%	-142 -19%	-73 -10%	-58 -13%	-7 -4%	-31 -11%	-50 -17%	-22 -7%	-146 -15%	14 10%	-82 -40%	36 11%	15 19%	-89 -58%	15 37%	3 8%	7 2%	-146 -37%
Mean	-0.33	-0.50	-0.16	0.10	-0.30	-0.63	-0.32	-0.51	-0.15	-0.57	-0.24	-0.37	-0.48	-0.08	-0.50	-0.37	-0.03	-0.48	-0.30	-0.37	-0.26	-0.37	-0.40	-0.23	-0.40	0.17	-0.83	0.11	0.30	-1.21	0.55	0.02	-0.03	-0.87

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

ColumnProportions (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,a/b/c/d/e/f/g/h Minimum Base: 30 Small Base: 100

ColumnMeans (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,a/b/c/d/e/f/g/h Minimum Base: 30 Small Base: 100

25-061766-02 - 9th - 12th January 2026

Public
Political Pulse - January
Adults aged 18+ in GB

Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - Ed Milliband, Secretary of State for Energy and Climate Change and Labour MP

All Adults aged 18+ in Great Britain

	Total		Gender			Age				Social grade		Region					Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	18-75 (G)	76+ (H)	ABC1 (I)	C2DE (J)	North (K)	Midlands (L)	South (M)	London (N)	Wales (O)	Scotland (P)	Graduate (Q)	Non-graduate (R)	Working (S)	Not working (T)	UP TO £19,999 (U)	£20,000-£34,999 (V)	£35,000 - £54,999 (W)	£55,000+ (X)	White ethnic group (Y)	Minority ethnic group (Z)	Conservative (a)	Labour (b)	Liberal Democrats (c)	Reform UK (d)	Green Party (e)	Other (f)	Remain (g)	Leave (h)
Unweighted base	1136	563	560	343	402	391	1087	49	697	439	274	296	259	157	53	97	603	533	721	415	177	255	280	348	970	152	178	351	88	125	47	51	459	338
Weighted base	1136	550	573	312	376	447	1063	73	639	497	267	294	263	157	56	99	373	763	700	436	176	271	287	319	988	134	207	323	78	152	39	43	424	394
Very favourable (2)	42 4%	29 5%	13 2%	15 5%	9 2%	18 4%	41 4%	1 1%	35 5%	7 1%	15 5%	8 3%	11 4%	5 3%	3 6%	1 1%	21 6%	21 3%	27 4%	15 3%	7 4%	5 2%	13 5%	16 5%	34 3%	8 6%	4 2%	27 8%	5 7%	1 *	- -	1 2%	23 5%	12 3%
Fairly favourable (1)	163 14%	80 15%	81 14%	57 18%	51 14%	55 12%	153 14%	10 13%	105 16%	58 12%	39 14%	30 10%	36 14%	32 21%	8 15%	17 18%	81 22%	101 11%	62 14%	35 20%	34 13%	26 9%	63 20%	141 14%	20 15%	13 6%	82 25%	18 23%	7 4%	10 24%	12 28%	93 22%	29 7%	
Neither favourable nor unfavourable (0)	285 25%	127 23%	152 27%	85 27%	98 26%	101 23%	275 26%	10 13%	169 26%	116 23%	73 28%	71 24%	62 23%	50 32%	8 15%	20 21%	92 25%	192 25%	179 26%	106 24%	40 23%	69 25%	69 24%	83 26%	241 24%	40 30%	41 20%	103 32%	24 30%	14 9%	6 16%	5 12%	113 27%	69 18%
Fairly unfavourable (-1)	188 17%	96 17%	89 16%	42 13%	64 17%	82 18%	164 15%	24 33%	99 15%	89 18%	43 16%	58 20%	46 17%	14 9%	8 15%	19 19%	59 16%	129 17%	105 15%	83 19%	27 15%	53 19%	58 X	36 11%	168 17%	18 13%	36 17%	49 15%	14 18%	30 20%	9 24%	12 *	79 27%	72 18%
Very unfavourable (-2)	313 28%	179 33%	132 23%	40 13%	102 27%	171 DEG	286 27%	27 38%	156 24%	157 32%	70 26%	90 31%	74 28%	36 23%	21 37%	23 *	73 19%	241 32%	182 26%	131 30%	47 27%	79 29%	85 30%	82 26%	295 30%	16 12%	109 52%	34 10%	9 11%	89 59%	9 24%	8 20%	82 19%	194 49%
Don't know	146 13%	39 7%	106 18%	74 24%	52 14%	20 4%	144 14%	2 3%	75 12%	70 14%	27 10%	38 13%	35 13%	20 13%	8 14%	19 19%	48 13%	98 15%	106 15%	40 9%	20 11%	32 12%	36 12%	39 12%	110 11%	31 24%	5 2%	28 11%	8 9%	12 11%	5 12%	5 11%	35 8%	18 5%
Net: Very/Fairly favourable	204 18%	109 20%	94 16%	72 23%	60 16%	73 16%	194 18%	10 14%	140 22%	65 13%	53 20%	37 13%	47 18%	37 24%	11 20%	18 18%	102 27%	103 13%	128 18%	76 18%	42 24%	39 14%	39 14%	79 25%	175 18%	29 21%	17 8%	109 34%	23 30%	7 5%	10 24%	13 30%	116 27%	41 10%
Net: Very/Fairly unfavourable	501 44%	275 50%	221 39%	82 26%	166 44%	253 57%	450 42%	51 70%	255 40%	246 50%	113 42%	148 50%	119 45%	50 32%	29 51%	42 42%	131 35%	370 48%	288 41%	214 49%	73 42%	131 50%	143 37%	118 37%	462 47%	34 25%	145 70%	83 26%	23 30%	119 78%	19 48%	20 47%	160 38%	266 68%
Net Difference	-297 -26%	-166 -30%	-127 -22%	-10 -3%	-106 -28%	-180 -40%	-256 -24%	-41 -56%	-115 -18%	-182 -37%	-60 -23%	-111 -38%	-72 -27%	-12 -8%	-17 -31%	-23 -24%	-30 -8%	-267 -35%	-160 -23%	-137 -31%	-31 -18%	-92 -34%	-104 -36%	-39 -12%	-288 -29%	-5 -4%	-128 -62%	26 8%	* *	-112 -74%	-9 -24%	-7 -17%	-44 -10%	-225 -57%
Mean	-0.57	-0.62	-0.52	-0.15 EFGH	-0.62	-0.78	-0.54 FH	-0.95 *	-0.42 J	-0.78	-0.48 L	-0.76	-0.59	-0.31 L*	-0.72 **	-0.57 *	-0.25 R	-0.73	-0.53	-0.64	-0.45	-0.70	-0.70	-0.37 VW	-0.63	-0.12 Y*	-1.15 d	0.06 def	-0.05 ad*	-1.43 *	-0.54 ad*	-0.40 ad*	-0.26 h	-1.08

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

ColumnProportions (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,a/b/c/d/e/f/g/h Minimum Base: 30 (**) Small Base: 100 (**)

ColumnMeans (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,a/b/c/d/e/f/g/h Minimum Base: 30 (**) Small Base: 100 (**)

25-061766-02 - 9th - 12th January 2026

Public
Political Pulse - January
Adults aged 18+ in GB

Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - Wes Streeting, Secretary of State for Health and Social Care and Labour MP

All Adults aged 18+ in Great Britain

	Total	Gender			Age					Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote	
		Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	18-75 (G)	76+ (H)	ABC1 (I)	C2DE (J)	North (K)	Midlands (L)	South (M)	London (N)	Wales (O)	Scotland (P)	Graduate (Q)	Non-graduate (R)	Working (S)	Not working (T)	UP TO £19,999 (U)	£20,000-£34,999 (V)	£35,000 - £54,999 (W)	£55,000+ (X)	White ethnic group (Y)	Minority ethnic group (Z)	Conservative (a)	Labour (b)	Liberal Democrats (c)	Reform UK (d)	Green Party (e)	Other (f)	Remain (g)	Leave (h)
Unweighted base	1136	563	560	343	402	391	1087	49	697	439	274	296	259	157	53	97	603	533	721	415	177	255	280	348	970	152	178	351	88	125	47	51	459	338	
Weighted base	1136	550	573	312	376	447	1063	73	639	497	267	294	263	157	56	99	373	763	700	436	176	271	287	319	988	134	207	323	78	152	39	43	424	394	
Very favourable (2)	49 4%	32 6%	16 3%	17 5%	10 3%	22 5%	45 4%	4 5%	31 5%	18 4%	6 2%	14 5%	14 5%	7 5%	7 12%	1 1%	24 7%	24 3%	33 5%	15 4%	6 4%	9 3%	10 3%	23 7%	39 4%	9 7%	11 6%	24 8%	3 4%	4 3%	1 2%	2 5%	30 7%	11 3%	
Fairly favourable (1)	164 14%	90 16%	73 13%	36 11%	50 13%	78 18%	155 15%	10 13%	117 18%	48 10%	43 16%	37 13%	34 13%	36 23%	6 11%	9 9%	73 20%	95 12%	69 14%	15 16%	22 13%	35 13%	47 16%	56 17%	146 15%	18 14%	24 12%	82 25%	18 24%	7 5%	5 13%	5 11%	95 22%	40 10%	
Neither favourable nor unfavourable (0)	335 29%	164 30%	165 29%	108 34%	103 27%	124 28%	313 29%	21 29%	169 26%	165 33%	95 35%	71 24%	76 29%	51 32%	13 24%	28 28%	97 26%	238 31%	197 28%	137 31%	61 35%	84 31%	78 27%	89 28%	289 29%	40 30%	59 28%	104 32%	24 30%	30 19%	12 31%	11 27%	129 30%	101 26%	
Fairly unfavourable (-1)	210 18%	105 19%	105 18%	46 15%	63 17%	101 23%	184 17%	26 36%	118 19%	92 18%	44 17%	61 21%	48 18%	26 17%	7 13%	24 24%	61 16%	149 19%	118 17%	92 21%	30 17%	56 21%	58 20%	47 15%	193 20%	17 13%	56 27%	50 16%	8 10%	40 26%	8 22%	11 25%	65 15%	101 26%	
Very unfavourable (-2)	202 18%	112 20%	88 15%	30 10%	76 20%	95 21%	192 18%	10 14%	106 17%	96 19%	52 19%	47 18%	14 9%	16 29%	16 16%	59 16%	143 19%	134 19%	68 15%	36 20%	44 16%	51 18%	54 17%	184 19%	14 10%	45 22%	34 10%	9 11%	62 40%	6 14%	9 22%	64 15%	112 28%		
Don't know	177 16%	47 9%	126 22%	77 25%	73 19%	27 6%	175 16%	2 3%	98 15%	78 16%	28 10%	54 18%	44 17%	23 15%	7 12%	21 21%	59 16%	118 15%	122 17%	54 13%	21 12%	43 16%	43 15%	50 16%	137 14%	35 26%	12 9%	28 9%	17 21%	10 7%	7 19%	4 10%	40 10%	28 7%	
Net: Very/Fairly favourable	213 19%	123 22%	90 16%	52 17%	61 16%	100 22%	200 19%	14 19%	148 23%	65 13%	49 18%	51 17%	48 18%	43 27%	13 22%	10 10%	98 26%	116 15%	129 18%	85 19%	29 16%	44 16%	57 20%	79 25%	185 19%	28 21%	35 17%	107 33%	22 28%	11 7%	6 15%	7 16%	126 30%	51 13%	
Net: Very/Fairly unfavourable	412 36%	217 39%	193 34%	76 24%	140 37%	196 44%	375 35%	36 50%	224 35%	188 38%	96 36%	118 40%	95 36%	40 25%	23 42%	40 40%	120 32%	292 38%	252 36%	159 37%	65 37%	100 37%	109 38%	101 32%	377 38%	31 23%	101 49%	84 26%	16 21%	101 67%	14 36%	20 47%	129 30%	213 54%	
Net Difference	-198 -17%	-94 -17%	-104 -18%	-24 -8%	-79 -21%	-96 -21%	-176 -17%	-23 -31%	-76 -12%	-122 -25%	-47 -18%	-67 -23%	-47 -18%	3 2%	-11 -19%	-30 -30%	-22 -6%	-176 -23%	-124 -18%	-75 -17%	-37 -21%	-56 -21%	-52 -18%	-22 -7%	-192 -19%	-3 -3%	-66 -32%	23 7%	6 7%	-90 -59%	-8 -21%	-13 -30%	-3 -1%	-162 -41%	
Mean	-0.37	-0.34	-0.39	-0.16	-0.48	-0.40	-0.36	-0.40	-0.28	-0.48	-0.39	-0.46	-0.37	-0.02	-0.41	-0.58	-0.18	-0.46	-0.39	-0.33	-0.42	-0.40	-0.38	-0.20	-0.40	-0.08	-0.51	0.04	0.01	-1.04	-0.42	-0.52	-0.09	-0.72	

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

ColumnProportions (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,a/b/c/d/e/f/g/h Minimum Base: 30 Small Base: 100

ColumnMeans (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,a/b/c/d/e/f/g/h Minimum Base: 30 Small Base: 100

25-061766-02 - 9th - 12th January 2026

Public
Political Pulse - January
Adults aged 18+ in GB

Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - Andy Burnham, Mayor of Greater Manchester
All Adults aged 18+ in Great Britain

	Total		Gender			Age				Social grade		Region						Education		Employment status		Income				Ethnicity			General Election 2024 Vote						Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	18-75 (G)	76+ (H)	ABC1 (I)	C2DE (J)	North (K)	Midlands (L)	South (M)	London (N)	Wales (O)	Scotland (P)	Graduate (Q)	Non-graduate (R)	Working (S)	Not working (T)	UP TO £19,999 (U)	£20,000-£34,999 (V)	£35,000 - £54,999 (W)	£55,000+ (X)	White ethnic group (Y)	Minority ethnic group (Z)	Conservative (a)	Labour (b)	Liberal Democrats (c)	Reform UK (d)	Green Party (e)	Other (f)	Remain (g)	Leave (h)		
Unweighted base	1136	563	560	343	402	391	1087	49	697	439	274	296	259	157	53	97	603	533	721	415	177	255	280	348	970	152	178	351	88	125	47	51	459	338		
Weighted base	1136	550	573	312	376	447	1063	73	639	497	267	294	263	157	56	99	373	763	700	436	176	271	287	319	988	134	207	323	78	152	39	43	424	394		
Very favourable (2)	78 7%	46 8%	31 5%	10 3%	25 7%	42 9%	74 7%	4 5%	52 8%	26 5%	23 9%	19 6%	16 6%	6 4%	10 17%	4 4%	37 10%	41 5%	41 6%	37 8%	12 7%	12 4%	25 9%	26 8%	69 7%	9 7%	6 3%	57 18%	2 3%	2 2%	* 1%	5 13%	43 10%	22 6%		
Fairly favourable (1)	218 19%	124 22%	94 16%	66 21%	55 15%	97 22%	205 19%	14 1%	141 22%	77 16%	67 25%	49 17%	45 17%	34 22%	6 11%	18 18%	98 26%	121 16%	131 19%	87 20%	26 15%	53 19%	51 18%	79 25%	199 20%	20 15%	28 14%	93 29%	24 30%	22 15%	8 22%	13 29%	125 29%	55 14%		
Neither favourable nor unfavourable (0)	325 29%	159 29%	164 29%	94 30%	112 30%	120 27%	305 29%	21 28%	165 26%	72 32%	72 27%	82 28%	75 29%	48 30%	20 35%	29 29%	89 24%	236 31%	201 29%	125 29%	64 36%	77 28%	81 28%	81 25%	281 28%	41 30%	55 26%	89 28%	23 29%	44 30%	12 30%	10 24%	117 28%	109 28%		
Fairly unfavourable (-1)	151 13%	81 15%	69 12%	30 10%	48 13%	73 16%	131 12%	19 27%	84 13%	66 13%	33 12%	45 15%	30 12%	32 20%	1 2%	10 10%	43 12%	108 14%	93 13%	57 13%	16 9%	41 15%	42 15%	41 13%	135 14%	15 12%	47 23%	25 8%	5 7%	29 19%	8 20%	2 6%	42 10%	71 18%		
Very unfavourable (-2)	165 15%	82 15%	80 14%	35 11%	53 14%	77 17%	152 14%	13 18%	86 13%	80 16%	39 15%	49 17%	38 14%	12 8%	11 20%	15 16%	44 12%	121 16%	102 15%	63 15%	32 18%	36 13%	40 14%	42 13%	149 15%	14 11%	50 24%	20 6%	12 15%	41 27%	5 13%	8 19%	49 12%	92 23%		
Don't know	198 17%	59 11%	135 24%	78 24%	83 22%	37 8%	196 18%	2 3%	110 17%	88 18%	32 12%	50 17%	59 22%	25 16%	9 15%	23 24%	62 17%	136 18%	132 19%	66 15%	26 15%	53 20%	48 17%	50 16%	157 16%	35 26%	21 10%	39 12%	12 16%	14 10%	6 15%	4 9%	48 11%	44 11%		
Net: Very/Fairly favourable	296 26%	169 31%	125 22%	76 24%	81 21%	139 31%	279 26%	18 24%	194 30%	103 21%	90 34%	68 23%	61 23%	41 26%	16 28%	22 22%	135 36%	162 21%	172 25%	124 28%	38 22%	64 24%	76 26%	105 33%	267 27%	29 22%	35 17%	150 47%	26 33%	24 16%	9 23%	18 42%	168 40%	77 20%		
Net: Very/Fairly unfavourable	316 28%	163 30%	149 26%	64 21%	101 27%	151 34%	284 27%	33 45%	170 27%	146 29%	73 27%	94 32%	69 26%	44 28%	12 22%	25 25%	87 23%	229 30%	195 28%	121 28%	48 27%	77 28%	82 29%	83 26%	283 29%	30 22%	97 47%	45 14%	17 22%	70 46%	13 32%	11 25%	91 21%	163 41%		
Net Difference	-20 -2%	6 1%	-24 -4%	12 4%	-20 -5%	-11 -3%	-5 *	-15 -20%	24 4%	-43 -9%	17 6%	-26 -9%	-8 -3%	-3 -2%	3 6%	-3 -3%	47 13%	-67 -9%	-23 -3%	3 1%	-10 -6%	-13 -5%	-6 -2%	21 7%	-16 -2%	-1 -1%	-62 -30%	106 33%	9 11%	-45 -30%	-4 -9%	7 17%	77 18%	-86 -22%		
Mean	-0.11	-0.06	-0.17	-0.06	-0.16	-0.11	-0.10	-0.34 *	-0.02 j	-0.24	*	-0.23	-0.15	-0.07 *	0.03 **	-0.19 *	0.13 R	-0.24	-0.15	-0.06	-0.20	-0.17	-0.09	0.02	-0.11	-0.06 *	-0.56	0.50 ade	-0.01 ad*	-0.61 *	-0.24 *	0.11 ad*	0.19 h	-0.44		

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

ColumnProportions (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,a/b/c/d/e/f/g/h Minimum Base: 30 (**) Small Base: 100 (**)

ColumnMeans (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,a/b/c/d/e/f/g/h Minimum Base: 30 (**) Small Base: 100 (**)

25-061766-02 - 9th - 12th January 2026

Public
Political Pulse - January
Adults aged 18+ in GB

Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - David Lammy, Deputy Prime Minister and Justice Secretary and Labour MP

All Adults aged 18+ in Great Britain

	Total	Gender			Age					Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote	
		Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	18-75 (G)	76+ (H)	ABC1 (I)	C2DE (J)	North (K)	Midlands (L)	South (M)	London (N)	Wales (O)	Scotland (P)	Graduate (Q)	Non-graduate (R)	Working (S)	Not working (T)	UP TO £19,999 (U)	£20,000-£34,999 (V)	£35,000 - £54,999 (W)	£55,000+ (X)	White ethnic group (Y)	Minority ethnic group (Z)	Conservative (a)	Labour (b)	Liberal Democrats (c)	Reform UK (d)	Green Party (e)	Other (f)	Remain (g)	Leave (h)
Unweighted base	1136	563	560	343	402	391	1087	49	697	439	274	296	259	157	53	97	603	533	721	415	177	255	280	348	970	152	178	351	88	125	47	51	459	338	
Weighted base	1136	550	573	312	376	447	1063	73	639	497	267	294	263	157	56	99	373	763	700	436	176	271	287	319	988	134	207	323	78	152	39	43	424	394	
Very favourable (2)	26 2%	19 3% c	7 1%	16 5% EFG	6 2%	5 1%	26 2%	- *	18 3%	8 2%	7 3%	6 2%	7 2%	4 3%	2 3%	- *	13 4%	13 2%	18 3%	9 2%	5 3%	9 1%	2 3%	11 3%	19 2%	7 5%	4 2%	10 3%	1 1%	3 2%	1 3%	1 2%	13 3%	6 1%	
Fairly favourable (1)	109 10%	66 12% c	43 8%	41 13% F	37 10%	32 7%	106 10%	3 4%	76 12%	33 7%	28 10%	23 8%	21 8%	22 14%	6 11%	10 10%	60 16%	49 6%	84 12%	26 6%	16 9%	21 8%	19 6%	50 16%	93 9%	16 12%	7 3%	70 22%	15 19%	4 3%	1 2%	3 8%	68 16%	17 4%	
Neither favourable nor unfavourable (0)	319 28%	135 24%	177 31% B	97 31% F	99 26%	122 27%	298 28%	21 2%	180 28%	138 28%	81 31%	80 27%	66 25%	44 28%	19 34%	27 28%	107 29%	212 28%	195 28%	124 28%	65 37%	64 24%	90 31%	77 24%	268 27%	46 34%	47 23%	111 34%	27 35%	17 11%	10 25%	13 31%	141 16%	74 19%	
Fairly unfavourable (-1)	191 17%	102 19%	87 15%	39 12% FGH	63 17%	89 20% DEG	168 16%	23 31% DEG*	119 19%	72 14%	43 16%	50 17%	54 21%	22 14%	5 8%	16 17%	65 17%	126 17%	102 14%	89 20% S	14 8%	54 20% U	54 19%	58 18% U	179 18% Z	12 9%	47 22%	51 16%	11 14%	27 17%	8 21%	10 23%	74 17%	79 20%	
Very unfavourable (-2)	328 29%	182 33% c	144 25%	51 16% D	102 27% D	175 39% DEG	302 28% D	25 35% D*	155 24%	173 35% I	77 29%	88 30%	77 29%	44 28%	16 28%	26 26%	76 20%	252 33% Q	187 27%	141 32%	54 31%	81 30%	80 28%	83 26%	299 30% Z	25 19%	95 46% bc	42 13%	10 13%	99 65% abcd*	14 37% bc*	13 32% bc*	89 21%	193 49% g	
Don't know	163 14%	47 8%	115 20% B	70 22% FGH	69 18% HI	25 6%	162 15% HI	1 2%	91 14%	73 15%	31 12%	46 16%	39 15%	20 13%	9 15%	19 19%	52 14%	111 15%	116 17%	48 11%	21 12%	43 16%	44 15%	41 13%	131 13% Y	27 20%	8 4%	39 17% ad	14 14% ad*	3 2%	5 13% ad*	2 5% ad*	40 9%	25 6%	
Net: Very/Fairly favourable	135 12%	85 15% c	50 9%	56 18% EFGH	43 11%	36 8%	132 12% F	3 4% *	94 15% J	41 8%	35 13%	29 10%	27 10%	26 17%	8 14% *	10 10% *	73 20% R	62 8%	101 14% T	34 8%	22 12%	30 11%	20 7%	61 19% vw	111 11% vw	24 18%	11 5%	80 25% def	16 21% ade*	7 5% *	2 5% *	4 10% h	81 19%	23 6%	
Net: Very/Fairly unfavourable	519 46%	284 52% c	231 40%	90 29% D	166 44% D	264 59% DEG	471 44% D	48 66% DEG*	274 43% J	245 49% I	120 45%	138 47% L	131 50% M	67 42% N	20 36% *	42 43% *	141 38% Q	378 50% Q	288 41% S	230 53% S	69 39%	135 50%	133 46%	141 44%	477 48% Z	38 28% bc	141 68% bc	93 27% *	21 83% abcd*	126 58% bc*	23 55% bc*	23 38% bc*	272 69% g		
Net Difference	-383 -34%	-199 -36%	-180 -31%	-33 -11% EFGH	-123 -33% D	-227 -51% DEG	-338 -32% D	-45 -62% DEG*	-180 -28% J	-204 -41% I	-85 -32% K	-109 -37% L	-104 -40% M	-40 -26% N	-13 -22% *	-32 -33% *	-68 -18% R	-316 -41% Q	-187 -27% S	-196 -45% S	-47 -27%	-105 -39%	-113 -39%	-80 -25% X	-366 -37% Z	-14 -10% Y	-130 -63% ad	-13 -4% ad*	-5 -7% *	-119 -78% *	-21 -53% *	-19 -45% *	-82 -19% h	-249 -63% g	
Mean	-0.70	-0.72	-0.69	-0.28 EFGH	-0.71 F	-0.94 F	-0.68 F	-0.98 *	-0.58 J	-0.87 I	-0.65 K	-0.77 L	-0.78 M	-0.58 *	-0.56 **	-0.73 *	-0.41 R	-0.85 T	-0.61 S	-0.85 S	-0.62 U	-0.77 V	-0.79 W	-0.55 W	-0.75 Y	-0.30 Y*	-1.11 d	-0.16 def	-0.22 adef*	-1.44 *	-1.00 d*	-0.78 d*	-0.41 h	-1.18	

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

ColumnProportions (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,a/b/c/d/e/f/g/h Minimum Base: 30 (**) Small Base: 100 (**)

ColumnMeans (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,a/b/c/d/e/f/g/h Minimum Base: 30 (**) Small Base: 100 (**)

25-061766-02 - 9th - 12th January 2026

Public
Political Pulse - January
Adults aged 18+ in GB

Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - Shabana Mahmood, Home Secretary and Labour MP
All Adults aged 18+ in Great Britain

	Total	Gender			Age					Social grade		Region						Education		Employment status		Income				Ethnicity			General Election 2024 Vote						Referendum 2016 vote	
		Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	18-75 (G)	76+ (H)	ABC1 (I)	C2DE (J)	North (K)	Midlands (L)	South (M)	London (N)	Wales (O)	Scotland (P)	Graduate (Q)	Non-graduate (R)	Working (S)	Not working (T)	UP TO £19,999 (U)	£20,000-£34,999 (V)	£35,000 - £54,999 (W)	£55,000+ (X)	White ethnic group (Y)	Minority ethnic group (Z)	Conservative (a)	Labour (b)	Liberal Democrats (c)	Reform UK (d)	Green Party (e)	Other (f)	Remain (g)	Leave (h)	
Unweighted base	1136	563	560	343	402	391	1087	49	697	439	274	296	259	157	53	97	603	533	721	415	177	255	280	348	970	152	178	351	88	125	47	51	459	338		
Weighted base	1136	550	573	312	376	447	1063	73	639	497	267	294	263	157	56	99	373	763	700	436	176	271	287	319	988	134	207	323	78	152	39	43	424	394		
Very favourable (2)	35 3%	26 5%	9 2%	19 6%	6 2%	10 2%	35 3%	- -	22 3%	13 3%	10 4%	10 3%	9 3%	4 2%	3 5%	- -	19 5%	16 2%	28 4%	7 2%	6 4%	9 3%	5 2%	13 4%	28 3%	7 5%	7 4%	15 5%	2 3%	4 3%	1 2%	2 4%	16 4%	11 3%		
Fairly favourable (1)	141 12%	77 14%	64 11%	44 14%	39 10%	58 13%	130 12%	11 16%	95 15%	47 9%	25 9%	40 14%	33 12%	22 14%	9 17%	12 12%	60 16%	81 11%	84 12%	57 13%	17 10%	29 11%	35 12%	54 17%	126 13%	15 12%	24 12%	73 23%	8 10%	7 5%	6 16%	3 8%	72 17%	35 9%		
Neither favourable nor unfavourable (0)	311 27%	142 26%	162 28%	85 27%	105 28%	121 27%	289 27%	22 30%	174 27%	137 28%	82 31%	70 24%	66 25%	52 33%	12 21%	29 30%	104 28%	207 27%	187 27%	124 28%	56 32%	76 28%	66 23%	89 28%	266 27%	41 31%	48 23%	101 31%	28 36%	28 19%	9 23%	11 27%	128 30%	93 24%		
Fairly unfavourable (-1)	194 17%	105 19%	88 15%	51 16%	59 16%	83 19%	165 16%	28 39%	114 18%	80 16%	46 17%	55 19%	39 15%	29 18%	9 15%	16 17%	56 15%	137 18%	114 16%	80 18%	30 17%	45 17%	60 21%	45 14%	167 17%	26 20%	54 26%	49 15%	13 16%	20 13%	4 9%	10 23%	72 17%	78 20%		
Very unfavourable (-2)	249 22%	135 24%	111 19%	39 13%	84 22%	125 28%	240 23%	9 12%	123 19%	125 25%	62 23%	61 21%	65 25%	24 15%	14 26%	22 22%	68 18%	181 24%	150 21%	98 23%	36 20%	67 25%	65 23%	66 21%	227 23%	18 13%	55 27%	32 10%	9 12%	81 53%	14 35%	14 32%	75 18%	136 35%		
Don't know	207 18%	64 12%	139 24%	75 24%	82 22%	50 11%	203 19%	3 5%	111 17%	96 19%	42 16%	57 19%	52 20%	26 17%	9 17%	20 20%	66 18%	141 18%	137 20%	70 16%	30 17%	45 17%	56 19%	52 16%	174 18%	26 20%	18 9%	52 16%	18 23%	11 7%	6 15%	3 6%	62 15%	41 10%		
Net: Very/Fairly favourable	176 16%	104 19%	72 13%	63 20%	45 12%	68 15%	165 16%	11 16%	117 18%	60 12%	35 13%	50 17%	41 16%	26 17%	12 21%	12 12%	79 21%	97 13%	112 16%	64 15%	23 13%	39 14%	40 14%	67 21%	153 16%	22 17%	31 15%	89 27%	10 13%	11 8%	7 18%	5 12%	88 21%	46 12%		
Net: Very/Fairly unfavourable	442 39%	239 44%	199 35%	91 29%	144 38%	208 47%	405 38%	37 50%	237 37%	205 41%	108 41%	116 40%	104 40%	52 33%	23 41%	38 39%	124 33%	318 42%	264 38%	178 41%	66 37%	112 41%	125 44%	111 35%	394 40%	44 33%	110 53%	81 25%	22 28%	101 67%	17 44%	23 55%	147 35%	214 54%		
Net Difference	-266 -23%	-136 -25%	-126 -22%	-28 -9%	-26%	-31%	-241 -23%	-25 -35%	-121 -19%	-146 -29%	-73 -27%	-66 -22%	-63 -24%	-26 -17%	-11 -20%	-27 -27%	-45 -29%	-221 -22%	-152 -22%	-114 -26%	-42 -24%	-73 -27%	-85 -29%	-44 -14%	-241 -24%	-22 -16%	-78 -38%	8 2%	-12 -15%	-90 -59%	-10 -26%	-18 -43%	-59 -14%	-168 -43%		
Mean	-0.52	-0.50	-0.53	-0.21 EFG	-0.60	-0.64	-0.52	-0.49 *	-0.42 J	-0.64	-0.56	-0.49	-0.57	-0.35 *	-0.49 **	-0.61 *	-0.31 R	-0.62	-0.49	-0.56	-0.50	-0.58	-0.62	-0.36 W	-0.54	-0.31 *	-0.67 d	-0.03 defg	-0.32 d*	-1.18 *	-0.70 d*	-0.77 *	-0.33 h	-0.83		

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

ColumnProportions (5%): A,B/C,D,E/F/G,H,I,J,K,L,M/N/O,P,Q,R,S,T,U,V/W,X,Y/Z,a/b/c/d/e/f/g/h Minimum Base: 30 (**) Small Base: 100 (**)

ColumnMeans (5%): A,B/C,D,E/F/G,H,I,J,K,L,M/N/O,P,Q,R,S,T,U,V/W,X,Y/Z,a/b/c/d/e/f,g/h Minimum Base: 30 (***) Small Base: 100 (**)

25-061766-02 - 9th - 12th January 2026

Public
Political Pulse - January
Adults aged 18+ in GB

Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - Angela Rayner, former Deputy Leader of the Labour Party and Labour MP

All Adults aged 18+ in Great Britain

	Total		Gender			Age				Social grade		Region					Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	18-75 (G)	76+ (H)	ABC1 (I)	C2DE (J)	North (K)	Midlands (L)	South (M)	London (N)	Wales (O)	Scotland (P)	Graduate (Q)	Non-graduate (R)	Working (S)	Not working (T)	UP TO £19,999 (U)	£20,000-£34,999 (V)	£35,000 - £54,999 (W)	£55,000+ (X)	White ethnic group (Y)	Minority ethnic group (Z)	Conservative (a)	Labour (b)	Liberal Democrats (c)	Reform UK (d)	Green Party (e)	Other (f)	Remain (g)	Leave (h)
Unweighted base	1136	563	560	343	402	391	1087	49	697	439	274	296	259	157	53	97	603	533	721	415	177	255	280	348	970	152	178	351	88	125	47	51	459	338
Weighted base	1136	550	573	312	376	447	1063	73	639	497	267	294	263	157	56	99	373	763	700	436	176	271	287	319	988	134	207	323	78	152	39	43	424	394
Very favourable (2)	54 5%	39 7% c	14 2%	17 5%	14 4%	24 5%	53 5%	1 2%	35 5%	19 4%	16 6%	13 5%	11 4%	5 3%	4 8%	4 4%	25 7%	29 4%	31 4%	23 5%	10 6%	7 3%	13 4%	24 8%	41 4%	11 9%	7 3%	36 11%	2 3%	4 2%	- -	1 3%	23 5%	23 6%
Fairly favourable (1)	140 12%	70 13%	68 12%	45 14%	49 13%	46 10%	133 13%	7 9%	99 16%	40 8%	33 12%	26 9%	32 12%	29 19%	6 10%	14 14%	74 20%	66 9%	92 13%	47 11%	21 12%	34 13%	27 9%	52 16%	121 12%	18 14%	10 5%	27 27%	11 15%	3 2%	5 14%	7 16%	89 21%	17 4%
Neither favourable nor unfavourable (0)	260 23%	120 22%	136 24%	92 29%	85 23%	83 19%	250 23%	10 14%	138 22%	122 25%	65 24%	60 20%	55 21%	42 26%	13 23%	25 26%	86 23%	174 23%	168 24%	92 21%	52 30%	63 23%	56 20%	67 21%	219 22%	36 27%	13 6%	99 31%	29 37%	15 10%	8 22%	15 35%	117 28%	49 12%
Fairly unfavourable (-1)	181 16%	97 18%	83 15%	41 13%	61 16%	79 18%	158 15%	23 32%	107 17%	75 15%	32 12%	56 19%	41 16%	28 18%	8 15%	15 16%	60 16%	122 16%	111 16%	70 16%	17 10%	48 18%	51 18%	53 17%	165 17%	16 12%	47 22%	45 14%	12 16%	19 13%	8 19%	7 16%	70 16%	64 16%
Very unfavourable (-2)	376 33%	192 35%	180 31%	54 17%	120 32%	202 45%	345 32%	31 43%	193 30%	183 37%	95 35%	105 36%	99 38%	36 23%	17 30%	24 24%	87 23%	289 38%	209 30%	167 38%	59 34%	90 33%	105 37%	92 29%	349 35%	23 18%	125 60%	38 12%	11 14%	107 70%	15 37%	11 25%	98 23%	226 57%
Don't know	125 11%	31 6%	93 16%	64 20%	48 13%	13 3%	125 12%	- -	67 11%	58 12%	26 10%	33 11%	25 10%	17 11%	7 13%	17 17%	41 11%	84 11%	88 13%	37 8%	16 9%	29 11%	35 12%	31 10%	92 9%	28 21%	5 3%	18 5%	13 17%	5 3%	3 8%	2 5%	27 6%	15 4%
Net: Very/Fairly favourable	194 17%	110 20% c	82 14%	62 20%	62 17%	70 16%	186 17%	8 11%	135 21% j	59 12%	49 18%	39 13%	43 16%	35 22%	10 18%	18 18%	99 27% r	94 12%	123 18%	70 16%	31 18%	41 15%	40 14%	76 24% vw	163 16%	30 22%	17 8%	124 38% acdef	13 17% d*	7 4% *	5 14% d*	8 19% d*	113 27% h	40 10%
Net: Very/Fairly unfavourable	557 49%	289 52%	263 46%	95 30%	181 48%	281 63% d	503 47% deg	55 75% deg*	299 47% j	258 52%	127 48%	162 55% np	140 53% np	65 41%	25 45%	38 39%	147 39%	410 54% q	321 46%	237 54% s	76 43%	138 51%	156 54% u	145 45% z	514 52% z	40 30%	172 83% bcef	83 26% *	23 29% *	126 83% bcef*	22 56% bc*	17 41% *	168 40% *	290 74% g
Net Difference	-364 -32%	-179 -33%	-181 -32%	-34 -11%	-119 -32%	-211 -47% f	-317 -30% fh	-47 -64% *	-165 -26% j	-199 -40% j	-78 -29% k	-123 -42% l	-98 -37% l	-30 -19%	-15 -27%	-21 -21%	-48 -13% r	-316 -41% r	-197 -28% r	-166 -38% r	-78 -26% r	-97 -36% r	-116 -41% r	-69 -22% r	-352 -36% r	-10 -8% r	-155 -13% r	41 -12% r	-9 -79% r	-120 -42% r	-17 -22% r	-9 -13% r	-55 -63% r	-250 -63% r
Mean	-0.68	-0.64	-0.72	-0.29 EFGH	-0.69 F	-0.90	-0.65 FH	-1.05 *	-0.56 j	-0.83	-0.65	-0.82	-0.78	-0.43 LM*	-0.56 **	-0.49 *	-0.33 R	-0.85	-0.61	-0.78	-0.59	-0.74	-0.83	-0.48 VW	-0.74	-0.21 y*	-1.35	0.13 acdef	-0.28 ade*	-1.51 *	-0.86 ad*	-0.47 ad*	-0.33 h	-1.19

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

ColumnProportions (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,a/b/c/d/e/f/g/h Minimum Base: 30 (**) Small Base: 100 (**)

ColumnMeans (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,a/b/c/d/e/f/g/h Minimum Base: 30 (**) Small Base: 100 (**)

25-061766-02 - 9th - 12th January 2026

Public
Political Pulse - January
Adults aged 18+ in GB

Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - Lucy Powell, Deputy Leader of the Labour Party and Labour MP

All Adults aged 18+ in Great Britain

	Total	Gender			Age					Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote	
		Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	18-75 (G)	76+ (H)	ABC1 (I)	C2DE (J)	North (K)	Midlands (L)	South (M)	London (N)	Wales (O)	Scotland (P)	Graduate (Q)	Non-graduate (R)	Working (S)	Not working (T)	UP TO £19,999 (U)	£20,000-£34,999 (V)	£35,000 - £54,999 (W)	£55,000+ (X)	White ethnic group (Y)	Minority ethnic group (Z)	Conservative (a)	Labour (b)	Liberal Democrats (c)	Reform UK (d)	Green Party (e)	Other (f)	Remain (g)	Leave (h)
Unweighted base	1136	563	560	343	402	391	1087	49	697	439	274	296	259	157	53	97	603	533	721	415	177	255	280	348	970	152	178	351	88	125	47	51	459	338	
Weighted base	1136	550	573	312	376	447	1063	73	639	497	267	294	263	157	56	99	373	763	700	436	176	271	287	319	988	134	207	323	78	152	39	43	424	394	
Very favourable (2)	28 2%	24 4%	5 1%	13 4%	7 2%	8 2%	28 3%	- *	19 3%	9 2%	8 3%	5 2%	8 3%	5 3%	3 5%	- *	16 4%	12 2%	17 2%	11 3%	3 2%	7 3%	5 2%	13 4%	19 2%	9 7%	2 1%	15 5%	2 2%	2 1%	2 4%	1 4%	11 3%	11 3%	
Fairly favourable (1)	113 10%	61 11%	48 8%	40 13%	34 9%	39 9%	110 10%	3 4%	72 11%	41 8%	34 13%	18 6%	28 11%	20 13%	8 9%	8 *	53 14%	60 8%	78 11%	35 8%	21 12%	21 8%	23 8%	47 15%	96 10%	16 12%	7 3%	63 19%	12 15%	4 3%	3 7%	4 9%	62 14%	20 5%	
Neither favourable nor unfavourable (0)	333 29%	142 26%	188 33%	102 33%	111 29%	120 27%	307 29%	26 35%	186 29%	146 29%	65 24%	93 32%	73 28%	55 35%	19 28%	28 *	115 31%	218 29%	196 28%	137 31%	60 34%	87 32%	81 28%	77 24%	280 28%	48 36%	46 22%	124 38%	29 37%	21 14%	11 28%	12 28%	147 35%	77 19%	
Fairly unfavourable (-1)	170 15%	98 18%	71 12%	32 10%	49 13%	88 20%	145 14%	25 35%	105 16%	66 13%	34 13%	45 15%	43 16%	25 16%	6 11%	17 18%	48 13%	123 16%	93 13%	77 18%	19 11%	44 16%	56 19%	40 13%	154 16%	16 12%	60 29%	28 9%	5 6%	35 23%	5 13%	7 17%	51 12%	93 24%	
Very unfavourable (-2)	223 20%	127 23%	92 16%	47 15%	68 18%	107 24%	213 20%	10 13%	102 16%	121 24%	68 25%	62 21%	46 17%	14 9%	14 25%	19 19%	55 15%	168 22%	139 20%	83 19%	39 22%	57 21%	53 19%	57 18%	205 21%	14 11%	59 29%	26 8%	11 14%	67 44%	8 21%	10 23%	58 14%	128 32%	
Don't know	269 24%	98 18%	170 30%	78 25%	107 28%	85 19%	260 24%	9 13%	155 24%	114 23%	58 22%	70 24%	66 25%	39 25%	9 16%	27 27%	86 23%	183 24%	177 25%	93 21%	34 19%	55 20%	69 24%	86 27%	234 24%	31 23%	33 16%	67 21%	20 25%	23 15%	11 27%	8 20%	96 23%	66 17%	
Net: Very/Fairly favourable	141 12%	85 15%	52 9%	53 17%	41 11%	47 11%	138 13%	3 4%	92 14%	50 10%	42 16%	23 8%	36 14%	25 16%	8 14%	8 *	69 19%	72 9%	95 14%	46 11%	24 14%	28 10%	28 10%	59 19%	115 12%	26 19%	9 5%	78 24%	14 17%	6 4%	5 12%	5 13%	72 17%	31 8%	
Net: Very/Fairly unfavourable	393 35%	225 41%	163 28%	79 25%	118 31%	196 44%	358 34%	35 48%	206 32%	187 38%	102 38%	107 36%	89 34%	29 25%	20 36%	36 36%	103 27%	290 38%	233 33%	160 37%	58 33%	101 37%	109 38%	97 30%	359 36%	30 22%	119 57%	54 17%	16 20%	102 67%	13 34%	17 40%	108 26%	221 56%	
Net Difference	-251 -22%	-140 -25%	-111 -19%	-26 -8%	-76 -20%	-149 -33%	-220 -21%	-32 -44%	-114 -18%	-137 -28%	-60 -22%	-84 -29%	-53 -20%	-14 -9%	-13 -22%	-28 -28%	-33 -9%	-218 -29%	-137 -20%	-114 -26%	-34 -20%	-73 -27%	-81 -28%	-38 -12%	-245 -25%	-4 -3%	-109 -53%	24 7%	-2 -2%	-96 -63%	-9 -22%	-11 -27%	-8 -8%	-190 -48%	
Mean	-0.51	-0.54	-0.49	-0.26 EFG	-0.51	-0.68	-0.50 F	-0.65 *	-0.41 J	-0.65	-0.58	-0.63	-0.46	-0.20 KUP*	-0.52 **	-0.64 *	-0.25 R	-0.64	-0.50	-0.54	-0.50	-0.57	-0.59	-0.35 W	-0.57	-0.09 Y*	-0.95 d	0.05 adf	-0.19 ad*	-1.24 *	-0.53 **	-0.58 d*	-0.25 h	-0.93	

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

ColumnProportions (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,a/b/c/d/e/f/g/h Minimum Base: 30 (**) Small Base: 100 (**)

ColumnMeans (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,a/b/c/d/e/f/g/h Minimum Base: 30 (**) Small Base: 100 (**)

25-061766-02 - 9th - 12th January 2026

Public

Political Pulse - January

Adults aged 18+ in GB

Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - Yvette Cooper, Secretary of State for Foreign and Commonwealth Affairs and Labour MP

All Adults aged 18+ in Great Britain

	Total	Gender			Age				Social grade		Region						Education		Employment status		Income				Ethnicity			General Election 2024 Vote						Referendum 2016 vote	
		Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	18-75 (G)	76+ (H)	ABC1 (I)	C2DE (J)	North (K)	Midlands (L)	South (M)	London (N)	Wales (O)	Scotland (P)	Graduate (Q)	Non-graduate (R)	Working (S)	Not working (T)	UP TO £19,999 (U)	£20,000-£34,999 (V)	£35,000 - £54,999 (W)	£55,000+ (X)	White ethnic group (Y)	Minority ethnic group (Z)	Conservative (a)	Labour (b)	Liberal Democrats (c)	Reform UK (d)	Green Party (e)	Other (f)	Remain (g)	Leave (h)
Unweighted base	1136	563	560	343	402	391	1087	49	697	439	274	296	259	157	53	97	603	533	721	415	177	255	280	348	970	152	178	351	88	125	47	51	459	338	
Weighted base	1136	550	573	312	376	447	1063	73	639	497	267	294	263	157	56	99	373	763	700	436	176	271	287	319	988	134	207	323	78	152	39	43	424	394	
Very favourable (2)	44 4%	29 5%	15 3%	12 4%	11 3%	21 5%	41 4%	3 5%	34 5%	10 2%	10 4%	9 3%	10 4%	8 5%	4 8%	3 3%	24 6%	20 3%	29 4%	15 3%	7 4%	6 2%	10 4%	22 7%	36 4%	8 6%	4 2%	29 9%	5 6%	2 1%	1 2%	1 2%	31 7%	8 2%	
Fairly favourable (1)	137 12%	67 12%	69 12%	40 13%	36 10%	61 14%	131 12%	6 9%	97 15%	41 8%	26 10%	35 12%	37 14%	25 16%	5 9%	10 10%	66 18%	72 9%	87 12%	50 11%	26 15%	25 9%	30 10%	51 16%	115 12%	22 17%	19 9%	79 24%	14 18%	3 2%	2 4%	6 14%	80 19%	30 8%	
Neither favourable nor unfavourable (0)	336 30%	155 28%	174 30%	100 32%	123 33%	112 25%	312 29%	24 32%	197 31%	139 28%	92 35%	85 29%	67 25%	49 31%	15 27%	26 27%	113 30%	222 29%	207 30%	129 30%	55 31%	79 29%	84 29%	93 29%	291 29%	40 30%	56 27%	108 33%	26 33%	21 13%	15 38%	11 25%	138 33%	84 21%	
Fairly unfavourable (-1)	203 18%	105 19%	95 17%	45 14%	54 14%	104 23%	177 17%	26 35%	115 18%	88 18%	49 18%	43 15%	53 20%	31 20%	7 13%	19 19%	59 16%	144 19%	110 16%	93 21%	19 11%	62 23%	61 21%	45 14%	181 18%	22 16%	61 30%	41 13%	13 16%	37 24%	2 6%	11 25%	66 16%	101 26%	
Very unfavourable (-2)	236 21%	138 25%	98 17%	40 13%	77 20%	119 27%	221 21%	14 19%	103 16%	133 27%	61 23%	71 24%	49 19%	21 13%	13 24%	20 13%	186 24%	142 20%	94 22%	48 27%	54 20%	58 20%	54 17%	218 22%	14 11%	59 29%	25 8%	8 11%	75 49%	8 22%	9 21%	55 13%	143 36%		
Don't know	181 16%	55 10%	121 21%	76 24%	75 20%	30 7%	181 17%	- 17%	94 15%	86 17%	30 11%	51 17%	46 17%	22 14%	11 20%	21 17%	62 16%	119 16%	126 18%	55 13%	21 12%	46 17%	44 15%	54 17%	148 15%	27 20%	9 4%	41 13%	12 16%	15 10%	11 28%	6 13%	54 13%	28 7%	
Net: Very/Fairly favourable	182 16%	96 17%	84 15%	52 16%	48 13%	82 18%	172 16%	10 13%	130 20%	51 10%	36 13%	43 15%	48 18%	33 21%	10 17%	13 13%	90 24%	92 12%	117 17%	65 15%	33 19%	31 11%	40 14%	73 23%	151 15%	31 23%	22 11%	108 33%	19 24%	5 3%	2 6%	7 16%	111 26%	38 10%	
Net: Very/Fairly unfavourable	438 39%	243 44%	193 34%	84 27%	131 35%	223 50%	399 37%	40 55%	218 34%	221 44%	109 41%	115 39%	103 39%	52 33%	20 36%	39 40%	108 29%	330 43%	251 36%	187 43%	67 38%	116 43%	119 41%	98 31%	399 40%	36 27%	120 58%	66 20%	21 27%	112 74%	11 28%	19 46%	121 29%	244 62%	
Net Difference	-257 -23%	-147 -27%	-109 -19%	-33 -10%	-83 -22%	-141 -32%	-227 -21%	-30 -41%	-87 -14%	-170 -34%	-74 -28%	-71 -24%	-55 -21%	-19 -12%	-11 -19%	-26 -27%	-19 -31%	-238 -19%	-135 -19%	-122 -28%	-34 -20%	-85 -31%	-79 -28%	-25 -8%	-248 -25%	-5 -4%	-98 -47%	42 13%	-2 -2%	-108 -71%	-9 -22%	-13 -30%	-10 -2%	-206 -52%	
Mean	-0.47	-0.52	-0.42	-0.26	-0.49	-0.57	-0.46	-0.56	-0.29	-0.71	-0.53	-0.55	-0.43	-0.24	-0.44	-0.56	-0.14	-0.63	-0.43	-0.53	-0.49	-0.59	-0.52	-0.22	-0.51	-0.11	-0.77	0.16	-0.08	-1.32	-0.58	-0.56	-0.09	-0.93	

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

ColumnProportions (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,a/b/c/d/e/f/g/h Minimum Base: 30 (**) Small Base: 100 (**)

ColumnMeans (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,a/b/c/d/e/f/g/h Minimum Base: 30 (**) Small Base: 100 (**)

25-061766-02 - 9th - 12th January 2026

Public
Political Pulse - January
Adults aged 18+ in GB

Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - The Labour Party

All Adults aged 18+ in Great Britain

	Total		Gender			Age				Social grade		Region					Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	
Unweighted base	1136	563	560	343	402	391	1087	49	697	439	274	296	259	157	53	97	603	533	721	415	177	255	280	348	970	152	178	351	88	125	47	51	459	338	
Weighted base	1136	550	573	312	376	447	1063	73	639	497	267	294	263	157	56	99	373	763	700	436	176	271	287	319	988	134	207	323	78	152	39	43	424	394	
Very favourable (2)	57 5%	36 7% c	20 3%	26 8% EG	10 3%	21 5%	55 5% E	1 2% *	39 6%	18 4%	15 5%	13 4%	11 4%	10 7%	5 9%	3 3% *	31 8% R	26 3%	37 5%	20 5%	8 5%	11 4%	9 3%	28 9% W	44 4%	12 9% Y	6 3%	41 13% acdef	2 3%	1 1%	- *	- *	29 7%	16 4%	
Fairly favourable (1)	169 15%	90 16%	77 14%	62 20% FGH	53 14%	53 12%	166 16% FH	3 4% *	113 18% J	55 11%	42 16%	33 11%	40 15%	33 21% L	5 9%	14 15% *	76 21% R	92 12%	120 17%	49 11%	31 17%	31 12%	41 14%	62 20% V	136 14%	31 23% Y	7 3%	112 35% acdef	5 15% ad*	3 7% *	8 18% ad*	104 25% h	24 6%		
Neither favourable nor unfavourable (0)	220 19%	99 18%	117 20%	67 21% FGH	82 22%	71 16%	209 20% FH	11 15% *	128 20% J	92 18%	52 19%	53 18%	44 17%	41 26% L	8 14% *	23 24% *	77 21% R	144 19%	133 19%	87 20%	39 22%	56 21%	50 17%	53 16%	183 19%	33 25% Y	14 7%	75 23% ad	20 25% ad*	9 6% *	12 30% ad*	11 25% ad*	97 23% h	28 7%	
Fairly unfavourable (-1)	208 18%	101 18%	105 18%	56 18% FGH	66 17%	87 19%	192 18% FH	16 22% *	131 20% J	78 16%	41 15%	67 23% KN	55 21% N	17 11% L	11 19% *	17 18% *	75 20% R	134 18%	118 17%	90 21%	19 11%	61 23% U	57 20% U	61 19% U	188 19%	20 15% Y	53 26% bd	44 14% bd*	26 34% bd*	19 12% *	8 20% *	10 23% *	84 20% h	71 18%	
Very unfavourable (-2)	407 36%	210 38%	194 34%	59 19% D	136 36% D	213 48% DEG	365 34% D	42 57% DEG*	192 30% I	215 43% I	102 38% I	112 38% I	96 37% I	43 27% I	22 38% *	33 33% *	90 24% Q	317 42% Q	232 33%	175 40% S	69 39% S	39 22%	42 16%	50 18%	90 28% VW	180 18%	44 33% Y	13 6%	152 47% acdef	14 18% ad*	6 4% *	3 7% *	8 18% ad*	134 32% h	40 10%
Don't know	75 7%	14 3%	59 10% B	42 14% EFGH	30 8% F	2 1%	75 7% f	- *	36 6% J	39 8% J	16 6% J	15 5% J	16 6% J	13 8% J	6 11% *	8 8% *	24 7% R	51 7% R	60 9% T	15 4%	9 5%	16 6%	18 6% W	22 7% X	58 6% Y	14 11% Y	1 4% *	11 4% *	4 1% *	1 1% *	- *	- *	10 2% h	6 2%	
Net: Very/Fairly favourable	225 20%	126 23% C	97 17%	88 28% EFGH	63 17%	74 17% H	221 21% EFH	4 6% *	152 24% J	73 15% J	57 21% I	46 16% N	51 19% N	44 28% L	10 18% *	18 18% *	107 29% R	118 15% Q	157 22% T	69 16% S	39 22%	42 16%	50 18%	90 28% VW	180 18%	44 33% Y	13 6%	152 47% acdef	14 18% ad*	6 4% *	3 7% *	8 18% ad*	134 32% h	40 10%	
Net: Very/Fairly unfavourable	615 54%	311 57%	300 52%	115 37% D	201 53% D	299 67% DEG	558 52% D	58 79% DEG*	323 51% I	292 59% I	142 53% N	179 61% N	151 57% N	60 38% N	32 51% *	50 44% *	165 44% Q	451 59% Q	351 50%	265 61% S	88 50%	157 58%	169 59% X	155 48% Z	566 57% Z	43 32% bcef	179 86% bcef	84 52% b*	41 89% bcef*	136 60% b*	24 57% b*	24 43% b*	183 43% g	319 81% g	
Net Difference	-390 -34%	-185 -34%	-202 -35%	-26 -8% EFGH	-139 -37% F	-225 -50% FH	-337 -32% FH	-53 -73% *	-171 -27% J	-219 -44% J	-86 -32% I	-133 -45% N	-100 -38% N	-17 -11% L	-22 -40% *	-32 -33% *	-57 -15% R	-333 -44% Q	-194 -28% T	-196 -45% S	-49 -28%	-114 -42%	-118 -41%	-64 -20% W	-386 -39% X	1 1%	-166 -80% Y	68 21% acdef	-27 -34% ade*	-129 -85% *	-129 -54% ad*	-21 -39% ad*	-17 -12% h	-49 -71% g	
Mean	-0.70	-0.67	-0.73	-0.22 EFGH	-0.76 H	-0.94	-0.65 FH	-1.28 *	-0.54 J	-0.91	-0.69	-0.83	-0.75	-0.34 KLM*	-0.78 **	-0.68 *	-0.33 R	-0.88	-0.61 T	-0.84	-0.66	-0.78	-0.82	-0.44 VW	-0.77	-0.08 Y	-1.39	0.22 acdef	-0.52 ade*	-1.62 *	-0.97 ad*	-0.73 ad*	-0.29 h	-1.32	

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

ColumnProportions (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,a/b/c/d/e/f/g/h Minimum Base: 30 (**) Small Base: 100 (**)

ColumnMeans (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,a/b/c/d/e/f/g/h Minimum Base: 30 (**) Small Base: 100 (**)

25-061766-02 - 9th - 12th January 2026

Public
Political Pulse - January
Adults aged 18+ in GB

Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - The Conservative Party
All Adults aged 18+ in Great Britain

	Total	Gender			Age					Social grade		Region					Education		Employment status		Income					Ethnicity			General Election 2024 Vote						Referendum 2016 vote	
		Male (A)	Female (B)	(C)	18-34 (D)	35-54 (E)	55+ (F)	18-75 (G)	76+ (H)	ABC1 (I)	C2DE (J)	North (K)	Midlands (L)	South (M)	London (N)	Wales (O)	Scotland (P)	Graduate (Q)	Non-graduate (R)	Working (S)	Not working (T)	UP TO £19,999 (U)	£20,000-£34,999 (V)	£35,000 - £54,999 (W)	£55,000+ (X)	White ethnic group (Y)	Minority ethnic group (Z)	Conservative (a)	Labour (b)	Liberal Democrats (c)	Reform UK (d)	Green Party (e)	Other (f)	Remain (g)	Leave (h)	
Unweighted base	1136	563	560	343	402	391	1087	49	697	439	274	296	259	157	53	97	603	533	721	415	177	255	280	348	970	152	178	351	88	125	47	51	459	338		
Weighted base	1136	550	573	312	376	447	1063	73	639	497	267	294	263	157	56	99	373	763	700	436	176	271	287	319	988	134	207	323	78	152	39	43	424	394		
Very favourable (2)	51 4%	33 6%	18 3%	22 7%	15 4%	14 3%	46 4%	5 7%	31 5%	19 4%	11 4%	18 6%	8 3%	11 7%	2 4%	1 1%	15 4%	35 5%	32 5%	19 4%	10 6%	9 3%	15 5%	16 5%	43 4%	8 6%	28 14%	5 1%	1 1%	10 6%	3 7%	- -	18 4%	22 6%		
Fairly favourable (1)	181 16%	87 16%	94 16%	42 13%	49 13%	90 20%	159 15%	22 31%	105 16%	76 15%	42 16%	51 17%	44 17%	21 13%	11 20%	12 13%	58 15%	124 16%	104 15%	77 18%	35 20%	38 14%	46 16%	49 15%	154 16%	27 20%	99 48%	21 7%	3 4%	27 17%	3 7%	3 12%	50 12%	96 24%		
Neither favourable nor unfavourable (0)	279 25%	129 23%	146 26%	69 22%	90 24%	119 27%	257 24%	22 30%	150 23%	129 26%	62 23%	80 27%	67 25%	41 26%	14 24%	15 16%	70 19%	209 27%	174 25%	105 24%	39 22%	64 24%	64 22%	80 25%	244 25%	31 23%	61 30%	45 14%	20 26%	52 34%	6 16%	4 10%	82 19%	106 27%		
Fairly unfavourable (-1)	214 19%	110 20%	104 18%	67 21%	67 18%	81 18%	199 19%	15 21%	124 19%	90 18%	57 21%	59 20%	47 18%	25 16%	7 13%	20 20%	78 21%	136 18%	133 19%	81 19%	37 21%	58 21%	61 21%	50 16%	191 19%	23 17%	14 7%	87 27%	25 32%	34 23%	8 20%	9 22%	83 20%	81 21%		
Very unfavourable (-2)	330 29%	176 32%	145 25%	71 23%	123 33%	136 30%	321 30%	9 13%	197 31%	133 27%	79 30%	69 24%	76 29%	45 29%	18 31%	43 KL MN*	132 R	198 35%	192 27%	138 32%	49 28%	81 30%	83 29%	102 32%	294 30%	29 22%	3 1%	158 49%	26 33%	24 16%	19 50%	26 61%	183 43%	76 19%		
Don't know	81 7%	14 3%	66 12%	42 14%	32 9%	7 2%	81 8%	- -	33 5%	49 10%	16 6%	17 6%	23 9%	13 9%	4 8%	8 8%	21 6%	60 8%	66 9%	15 4%	7 4%	22 8%	19 7%	22 7%	62 6%	16 12%	2 1%	8 2%	4 5%	6 4%	1 1%	- -	10 2%	11 3%		
Net: Very/Fairly favourable	232 20%	120 22%	112 19%	63 20%	64 17%	104 23%	205 19%	27 37%	136 21%	96 19%	54 20%	69 23%	51 19%	32 20%	13 24%	13 13%	73 20%	159 21%	135 19%	96 22%	44 25%	47 17%	60 21%	65 20%	197 20%	34 26%	127 61%	26 8%	4 5%	36 24%	5 13%	3 7%	68 16%	119 30%		
Net: Very/Fairly unfavourable	544 48%	286 52%	249 43%	137 44%	190 51%	217 48%	520 49%	24 33%	321 50%	224 45%	136 51%	128 43%	123 47%	71 45%	25 45%	62 LMN*	210 R	335 44%	325 46%	219 50%	85 49%	139 51%	144 50%	152 48%	485 49%	52 39%	17 8%	245 76%	50 64%	58 a*	27 ad*	35 ad*	265 h	157 40%		
Net Difference	-313 -28%	-166 -30%	-137 -24%	-74 -24%	-126 -33%	-113 -25%	-316 -30%	3 4%	-185 -29%	-128 -26%	-82 -31%	-59 -20%	-72 -27%	-39 -25%	-12 -21%	-49 -50%	-137 -37%	-176 -23%	-190 -27%	-123 -28%	-41 -23%	-92 -34%	-84 -29%	-87 -27%	-288 -29%	-18 -13%	110 53%	-219 -68%	-47 -60%	-22 -14%	-22 -56%	-32 -76%	-198 -47%	-39 -10%		
Mean	-0.56	-0.58	-0.52	-0.46 EG	-0.68	-0.53	-0.60	-0.02 DEFG*	-0.58	-0.54	-0.60 P	-0.40 P	-0.58 P	-0.51 P*	-0.52 *	-1.01 *	-0.72	-0.48 Q	-0.55	-0.57	-0.47	-0.66	-0.57	-0.58	-0.58	-0.34	0.66 bcdef	-1.18	-0.97 f*	-0.25 bcdf*	-1.00 *	-1.37 *	-0.87	-0.24 g		

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

ColumnProportions (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,a/b/c/d/e/f/g/h Minimum Base: 30 (**) Small Base: 100 (**)

ColumnMeans (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,a/b/c/d/e/f/g/h Minimum Base: 30 (**) Small Base: 100 (**)

25-061766-02 - 9th - 12th January 2026

Public
Political Pulse - January
Adults aged 18+ in GB

Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - The Liberal Democrats

All Adults aged 18+ in Great Britain

	Total		Gender			Age				Social grade		Region					Education		Employment status		Income				Ethnicity			General Election 2024 Vote						Referendum 2016 vote	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	
Unweighted base	1136	563	560	343	402	391	1087	49	697	439	274	296	259	157	53	97	603	533	721	415	177	255	280	348	970	152	178	351	88	125	47	51	459	338	
Weighted base	1136	550	573	312	376	447	1063	73	639	497	267	294	263	157	56	99	373	763	700	436	176	271	287	319	988	134	207	323	78	152	39	43	424	394	
Very favourable (2)	51 4%	30 5%	21 4%	21 7%	7 2%	22 5%	50 5%	1 1%	35 5%	16 3%	15 5%	13 4%	11 4%	10 6%	2 4%	- -	27 7%	24 3%	34 5%	17 4%	9 5%	10 4%	13 4%	18 6%	40 4%	11 8%	5 2%	20 6%	17 21%	4 2%	- -	* 1%	28 7%	8 2%	
Fairly favourable (1)	203 18%	96 18%	102 18%	66 21%	67 18%	71 16%	194 18%	9 13%	150 24%	53 11%	43 16%	49 17%	52 20%	30 19%	13 23%	16 16%	100 27%	103 14%	119 17%	84 19%	32 18%	48 18%	48 17%	67 21%	172 17%	29 21%	15 7%	96 30%	37 47%	5 3%	9 23%	11 27%	114 27%	39 10%	
Neither favourable nor unfavourable (0)	388 34%	174 32%	211 37%	90 29%	136 36%	162 36%	353 33%	35 48%	210 33%	178 36%	96 36%	98 33%	87 33%	58 37%	17 30%	31 32%	113 30%	275 36%	236 34%	151 35%	57 33%	99 36%	87 30%	107 34%	343 35%	41 31%	88 42%	118 36%	11 14%	36 24%	14 36%	14 32%	14 32%	156 37%	124 32%
Fairly unfavourable (-1)	172 15%	88 16%	82 14%	46 15%	53 14%	74 17%	155 15%	17 24%	95 15%	77 16%	35 13%	43 15%	46 17%	22 14%	6 10%	21 21%	52 14%	121 16%	103 15%	69 16%	29 16%	41 15%	54 19%	40 13%	155 16%	15 12%	50 24%	39 12%	5 7%	31 20%	8 20%	5 11%	52 12%	80 20%	
Very unfavourable (-2)	220 19%	138 25%	80 14%	42 13%	71 19%	107 24%	209 20%	10 14%	104 16%	115 23%	59 22%	65 22%	47 18%	21 14%	13 24%	14 14%	51 14%	169 22%	134 19%	86 20%	38 21%	53 20%	62 22%	54 17%	197 20%	20 15%	45 22%	36 11%	6 8%	69 46%	6 15%	11 26%	61 14%	123 31%	
Don't know	102 9%	24 4%	77 13%	47 15%	43 11%	12 3%	102 10%	- -	44 7%	58 12%	19 7%	26 9%	21 8%	15 10%	4 8%	16 16%	30 8%	72 9%	73 10%	29 7%	11 6%	20 8%	24 9%	33 10%	81 8%	18 14%	4 2%	14 4%	2 3%	6 4%	2 6%	1 3%	13 3%	20 5%	
Net: Very/Fairly favourable	254 22%	126 23%	123 21%	87 28%	74 20%	93 21%	244 23%	10 14%	185 29%	69 14%	58 22%	63 21%	40 24%	15 26%	16 27%	127 34%	127 17%	154 22%	100 23%	41 23%	58 21%	60 21%	84 26%	212 21%	39 29%	20 10%	117 36%	54 69%	9 6%	9 23%	12 28%	143 34%	47 12%		
Net: Very/Fairly unfavourable	392 35%	226 41%	162 28%	88 28%	124 33%	181 40%	364 34%	28 38%	199 31%	193 39%	94 35%	108 37%	92 35%	44 28%	19 34%	35 28%	103 38%	289 38%	237 34%	155 35%	67 38%	94 35%	115 40%	95 30%	352 36%	35 26%	95 46%	75 23%	12 15%	100 66%	14 35%	16 37%	113 27%	203 52%	
Net Difference	-138 -12%	-100 -18%	-40 -7%	* -	-50 -13%	-88 -20%	-120 -11%	-18 -24%	-14 -2%	-124 -25%	-36 -14%	-46 -16%	-30 -11%	-3 -2%	-4 -7%	-19 -19%	24 7%	-162 -21%	-84 -12%	-54 -12%	-25 -14%	-36 -13%	-55 -19%	-10 -3%	-140 -14%	4 3%	-75 -36%	42 13%	42 54%	-92 -60%	-5 -12%	-4 -9%	29 7%	-156 -40%	
Mean	-0.30	-0.39	-0.20 B	-0.08 EFG	-0.34	-0.40	-0.29	-0.37 *	-0.14 J	-0.51	-0.32	-0.37	-0.27	-0.10 *	-0.29 *	-0.40 *	* R	-0.44	-0.29	-0.30	-0.33	-0.32	-0.40	-0.16 W	-0.33	-0.05 Y	-0.56 d	0.08 adef	0.69 abdef*	-1.08 *	-0.29 d*	-0.35 d*	-0.01 h	-0.73	

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

ColumnProportions (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,a/b/c/d/e/f/g/h Minimum Base: 30(*) Small Base: 100(*)

ColumnMeans (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,a/b/c/d/e/f/g/h Minimum Base: 30(*) Small Base: 100(*)

25-061766-02 - 9th - 12th January 2026

Public
Political Pulse - January
Adults aged 18+ in GB

Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - The Green Party
All Adults aged 18+ in Great Britain

	Total		Gender		Age				Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	18-75 (G)	76+ (H)	ABC1 (I)	C2DE (J)	North (K)	Midlands (L)	South (M)	London (N)	Wales (O)	Scotland (P)	Graduate (Q)	Non-graduate (R)	Working (S)	Not working (T)	UP TO £19,999 (U)	£20,000-£34,999 (V)	£35,000 - £54,999 (W)	£55,000+ (X)	White ethnic group (Y)	Minority ethnic group (Z)	Conservative (a)	Labour (b)	Liberal Democrats (c)	Reform UK (d)	Green Party (e)	Other (f)	Remain (g)	Leave (h)
Unweighted base	1136	563	560	343	402	391	1087	49	697	439	274	296	259	157	53	97	603	533	721	415	177	255	280	348	970	152	178	351	88	125	47	51	459	338
Weighted base	1136	550	573	312	376	447	1063	73	639	497	267	294	263	157	56	99	373	763	700	436	176	271	287	319	988	134	207	323	78	152	39	43	424	394
Very favourable (2)	82 7%	45 8%	34 6%	41 13% EFG	26 7%	15 3%	77 7%	5 7%	64 10%	19 4%	21 8%	16 5%	20 8%	14 9%	5 9%	7 7%	40 11%	42 6%	51 7%	32 7%	15 9%	16 6%	18 6%	30 9%	67 7%	14 11%	7 3%	35 11%	6 8%	5 3%	17 44% abcdf*	4 10%	42 10%	13 3%
Fairly favourable (1)	227 20%	96 17%	125 22%	78 25% EG	67 18%	83 19%	216 20%	12 16%	160 25%	67 14%	52 20%	63 22%	50 19%	30 19%	11 19%	21 21%	99 27%	128 17%	142 20%	85 19%	38 22%	53 20%	55 19%	64 20%	193 20%	33 25%	19 9%	97 30%	29 38%	9 6%	11 28%	16 38%	118 28%	44 11%
Neither favourable nor unfavourable (0)	329 29%	152 28%	174 30%	86 28%	109 29%	134 30%	303 28%	26 36%	175 27%	154 31%	82 31%	87 30%	67 26%	51 32%	18 33%	23 23%	101 27%	228 30%	198 28%	131 30%	51 29%	82 30%	82 28%	86 27%	283 29%	42 32%	65 31%	98 30%	24 31%	32 21%	4 10%	10 22%	125 29%	110 28%
Fairly unfavourable (-1)	151 13%	81 15%	70 12%	28 9%	50 13%	73 16%	135 13%	16 22% D*	81 13%	71 14%	35 13%	44 15%	34 13%	25 16%	5 9%	9 9%	41 11%	110 14%	86 12%	65 15%	25 14%	28 10%	51 18% V	42 13%	132 13%	19 14%	50 24% bcef	38 12%	8 10%	29 19% f*	2 6%	1 2%	63 15%	60 15%
Very unfavourable (-2)	240 21%	154 28% c	86 15%	36 11%	78 21% D	126 28% DEG	228 21% D	13 17%	114 18%	126 25% I	54 20%	57 19%	65 N	23 15%	13 23%	28 N*	58 16%	182 24% Q	144 21%	97 22%	35 20%	67 25%	57 20%	64 20%	229 23% Z	9 7%	63 30% bee	38 12%	6 8%	71 46% abcdf*	2 5%	12 27% bce*	60 14%	148 38% g
Don't know	105 9%	21 4%	84 15% B	44 14% FGH	47 12% HI	15 3%	104 10% F	1 1%	46 7%	59 12% I	23 8%	27 9%	26 10%	14 9%	4 8%	11 11% *	33 9%	72 9%	80 11% T	26 6%	12 7%	25 8%	24 10%	33 10%	84 9%	16 12%	5 2%	18 5%	5 6% *	7 5% *	3 7% *	- -	17 4%	19 5%
Net: Very/Fairly favourable	310 27%	141 26%	159 28%	118 38% EFG	93 25%	99 22%	293 28% F	17 23% *	224 35% J	86 17%	73 27%	79 27%	71 27%	43 28%	16 28% *	28 28% *	140 37% R	170 22%	193 28%	117 27%	53 30%	70 26%	73 26%	94 30%	260 26%	47 35% Y	26 12%	132 41% ad	35 45% ad*	13 9% *	28 72% abcdf*	21 48% ad*	160 38% h	57 14%
Net: Very/Fairly unfavourable	392 34%	235 43% c	156 27%	64 21% D	128 34% D	199 45% DEG	363 34% D	29 40% D*	195 30%	197 40% I	89 33%	101 34%	99 38%	48 31%	18 32% *	37 38% *	99 27%	293 38% Q	230 33%	162 37%	59 34%	95 35%	108 38%	106 33%	361 36% Z	28 21% bcef	112 54% bcef	76 23%	14 18% *	100 65% bcd*	4 11% *	12 29% *	123 29% g	207 53% g
Net Difference	-82 -7%	-94 -17%	2 *	54 17% FGH	-35 -9%	-100 -22%	-70 -7% F	-12 -17% *	29 5%	-111 -22% J	-16 -6%	-21 -7%	-28 -11%	-5 -3%	-2 -4%	-9 -9% *	40 11%	-122 -16%	-37 -5%	-45 -10%	-6 -3%	-25 -9%	-34 -12%	-12 -4%	-101 -10%	19 14%	-87 -42% d	56 17%	22 28%	-86 -57% *	24 61% *	8 19% *	38 9%	-151 -38%
Mean	-0.23	-0.39	-0.10 B	0.22 EFGH	-0.26 F	-0.49	-0.23 F	-0.27 *	-0.04 J	-0.50	-0.20	-0.23	-0.31	-0.10 *	-0.20 *	-0.35 *	0.07 R	-0.38	-0.21	-0.27	-0.16	-0.31	-0.28	-0.16	-0.29	0.21 Y	-0.71 d	0.17 ad	0.29 ad*	-1.05 *	1.07 abcdf*	0.02 ad*	0.05 h	-0.76

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

ColumnProportions (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,a/b/c/d/e/f/g/h Minimum Base: 30 (**) Small Base: 100 (**)

ColumnMeans (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,a/b/c/d/e/f/g/h Minimum Base: 30 (**) Small Base: 100 (**)

25-061766-02 - 9th - 12th January 2026

Public
Political Pulse - January
Adults aged 18+ in GB

Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - Reform UK

All Adults aged 18+ in Great Britain

	Total		Gender			Age				Social grade		Region					Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)
Unweighted base	1136	563	560	343	402	391	1087	49	697	439	274	296	259	157	53	97	603	533	721	415	177	255	280	348	970	152	178	351	88	125	47	51	459	338
Weighted base	1136	550	573	312	376	447	1063	73	639	497	267	294	263	157	56	99	373	763	700	436	176	271	287	319	988	134	207	323	78	152	39	43	424	394
Very favourable (2)	154 14%	95 17% c	60 10%	41 13%	44 12%	69 15%	140 13%	15 20%	73 11%	81 16%	36 13%	38 13%	39 15%	15 10%	15 27%	12 12%	32 9%	122 16%	101 14%	53 12%	22 13%	44 16%	36 12%	42 13%	138 14%	14 10%	38 18% bcef	12 4%	- *	79 52% abcd*	1 3%	1 2%	20 5%	105 27% g
Fairly favourable (1)	176 16%	96 18%	78 14%	45 14%	51 13%	80 18%	153 14%	23 32% defg*	78 12%	98 20% i	44 16%	50 17%	40 15%	23 15%	9 15%	11 11%	41 11%	135 18% q	101 14%	75 17%	41 24% v	32 12%	45 16%	50 16%	152 15%	21 16%	52 25% bc	29 9%	4 5%	48 32% bcef*	4 10%	5 12%	41 10%	92 23% g
Neither favourable nor unfavourable (0)	200 18%	85 15%	115 20%	56 18%	74 20%	71 16%	187 18%	13 18%	102 16%	98 20%	48 18%	56 19%	43 16%	35 22% o	4 7%	14 15%	53 14%	147 19% q	126 18%	74 17%	37 21%	44 16%	46 16%	52 16%	174 18%	25 19%	52 25% bcdf	12 8%	16 10%	5 14% *	3 8%	44 10%	81 20% g	
Fairly unfavourable (-1)	89 8%	39 7%	50 9%	26 8%	24 6%	39 9%	87 8%	2 3%	49 8%	40 8%	24 9%	24 8%	18 7%	12 8%	4 7%	7 7%	33 9%	56 7%	50 7%	39 9%	11 6%	30 11% x	26 9%	16 5%	78 8%	11 8%	24 11% d	21 6%	10 13% d*	4 2%	2 5% *	5 11% d*	34 8%	31 8%
Very unfavourable (-2)	444 39%	221 40%	215 38%	111 35%	150 40%	184 41%	424 40%	20 27% *	304 48% j	140 28%	99 37%	113 38%	107 41%	59 37%	21 37% *	46 46% *	193 52% r	251 33%	265 38%	179 41%	55 31%	103 38%	120 42%	142 44% u	390 39%	49 36%	42 20% d	211 65% ad	55 71% ad*	4 3%	26 65% ad*	28 67% ad*	274 65% h	79 20%
Don't know	72 6%	15 3%	55 10% b	34 11% FGH	35 9% FGH	4 1%	72 7% f	- *	33 5%	39 8%	16 6%	13 4%	16 6%	14 9%	4 8%	9 9% *	20 5% *	52 7%	57 8%	15 4%	9 5%	19 7%	15 5%	17 5%	56 6%	14 10% y	* *	11 4% a	2 3% *	1 2% *	1 2% *	- *	10 2% *	6 1%
Net: Very/Fairly favourable	330 29%	191 35% c	138 24%	86 28%	94 25%	150 33% EG	293 28%	38 52% DEFG*	151 24%	179 36% i	80 30%	88 30%	79 30%	38 24%	24 42% N*	23 23% *	73 20%	257 34% Q	202 29%	129 29%	63 36%	76 28%	80 28%	92 29%	290 29%	35 26%	90 43% bcef	41 13%	4 5% *	127 84% abcd*	5 13% *	6 14% *	61 14% g	198 50% g
Net: Very/Fairly unfavourable	533 47%	260 47%	266 46%	137 44%	173 46%	223 50% H	511 48% H	22 31% *	353 55% j	180 36%	123 46%	137 47%	125 48%	71 45%	24 44% *	53 53% *	226 61% R	307 40%	315 45%	218 50%	66 38%	132 49% u	146 51% u	158 50% u	468 47%	60 45%	65 31% d	231 72% ad	66 84% abd*	8 5% *	28 70% ad*	33 78% ad*	309 73% h	28% 28%
Net Difference	-203 -18%	-69 -12%	-128 -22%	-50 -16%	-79 -21%	-042 -16%	-051 -21%	0.13 21% DEFG*	-0.71 -32%	-0.13 *	-0.43 -16%	-0.44 -17%	-0.47 -18%	-0.53 -21%	-0.13 -30%	-0.70 -41%	-0.89 -6%	-0.25 -16%	-0.43 -21%	-0.51 -21%	-0.22 -2%	-0.46 -21%	-0.55 -23%	-0.55 -21%	-0.46 -18%	-0.50 -19%	0.10 12% bcef	-1.25 -59%	-1.54 -79%	1.29 78% abcd*	-1.22 -57%	-1.29 -64%	-1.21 -58%	0.29 22% g
Mean	-0.46	-0.36	-0.55	-0.43	-0.54	-0.42	-0.51	0.13 DEFG*	-0.71	-0.13 i	-0.43	-0.44	-0.47	-0.53 *	-0.13 *	-0.70 *	-0.89	-0.25 Q	-0.43	-0.51	-0.22 WX	-0.46	-0.55	-0.55	-0.46	-0.50	0.10 bcef	-1.25	-1.54 *	1.29 abcd*	-1.22 *	-1.29 *	-1.21	0.29 g

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

ColumnProportions (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,a/b/c/d/e/f/g/h Minimum Base: 30 (**) Small Base: 100 (**)

ColumnMeans (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,a/b/c/d/e/f/g/h Minimum Base: 30 (**) Small Base: 100 (**)

25-061766-02 - 9th - 12th January 2026

Public
Political Pulse - January
Adults aged 18+ in GB

Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - Your Party (new left-wing political party founded by Jeremy Corbyn and Zarah Sultana)

All Adults aged 18+ in Great Britain

	Total		Gender			Age				Social grade		Region					Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	18-75 (G)	76+ (H)	ABC1 (I)	C2DE (J)	North (K)	Midlands (L)	South (M)	London (N)	Wales (O)	Scotland (P)	Graduate (Q)	Non-graduate (R)	Working (S)	Not working (T)	UP TO £19,999 (U)	£20,000-£34,999 (V)	£35,000 - £54,999 (W)	£55,000+ (X)	White ethnic group (Y)	Minority ethnic group (Z)	Conservative (a)	Labour (b)	Liberal Democrats (c)	Reform UK (d)	Green Party (e)	Other (f)	Remain (g)	Leave (h)
Unweighted base	1136	563	560	343	402	391	1087	49	697	439	274	296	259	157	53	97	603	533	721	415	177	255	280	348	970	152	178	351	88	125	47	51	459	338
Weighted base	1136	550	573	312	376	447	1063	73	639	497	267	294	263	157	56	99	373	763	700	436	176	271	287	319	988	134	207	323	78	152	39	43	424	394
Very favourable (2)	41 4%	20 4%	21 4%	20 6%	14 4%	7 2%	41 4%	- -	27 4%	14 3%	12 5%	8 3%	6 2%	10 6%	2 3%	4 4%	19 5%	22 3%	30 4%	11 3%	5 3%	8 3%	9 3%	18 6%	29 3%	11 9%	5 2%	15 5%	1 1%	2 2%	4 10%	5 11%	20 5%	6 1%
Fairly favourable (1)	90 8%	44 8%	43 7%	52 16%	22 6%	17 4%	86 8%	4 *	64 10%	26 5%	18 7%	18 6%	21 8%	19 12%	4 7%	11 11%	36 10%	54 7%	61 9%	30 7%	20 12%	22 8%	21 7%	22 7%	63 6%	24 18%	5 2%	41 13%	3 4%	7 5%	8 21%	7 16%	40 9%	17 4%
Neither favourable nor unfavourable (0)	237 21%	100 18%	134 23%	90 29%	83 22%	64 14%	231 22%	7 9%	115 18%	122 25%	60 22%	62 21%	51 20%	29 18%	18 31%	17 17%	80 22%	157 21%	157 22%	81 19%	43 24%	63 23%	51 18%	61 19%	202 20%	34 25%	24 12%	82 25%	23 12%	19 12%	6 15%	8 19%	95 22%	57 15%
Fairly unfavourable (-1)	136 12%	82 15%	54 9%	29 9%	45 12%	61 14%	119 11%	16 22%	81 13%	54 11%	32 12%	30 10%	30 11%	28 18%	1 1%	15 15%	48 13%	87 11%	77 11%	58 13%	18 10%	33 12%	31 11%	45 14%	118 12%	18 13%	20 9%	54 17%	10 13%	18 12%	5 13%	9 21%	63 15%	43 11%
Very unfavourable (-2)	462 41%	255 46%	204 36%	61 20%	138 37%	262 59%	420 40%	41 57%	258 40%	204 41%	111 42%	124 42%	116 44%	52 33%	22 39%	37 38%	133 36%	329 43%	258 37%	204 47%	64 37%	96 35%	137 48%	127 40%	435 44%	21 16%	136 65%	94 29%	30 39%	101 66%	14 34%	11 25%	161 38%	239 61%
Don't know	169 15%	49 9%	119 21%	60 19%	74 20%	35 8%	165 15%	5 7%	93 15%	76 15%	34 13%	52 18%	39 15%	20 13%	11 19%	15 15%	56 15%	113 15%	118 17%	51 12%	25 14%	50 18%	37 13%	45 14%	141 14%	26 19%	18 9%	36 11%	11 14%	6 4%	2 6%	4 9%	46 11%	32 8%
Net: Very/Fairly favourable	132 12%	64 12%	64 11%	72 23%	36 10%	24 5%	128 12%	4 5%	92 14%	40 8%	30 11%	25 9%	27 10%	29 18%	5 10%	15 15%	55 15%	76 10%	91 13%	41 9%	25 14%	30 11%	31 11%	41 13%	93 9%	36 27%	10 5%	57 18%	4 5%	10 6%	12 31%	11 27%	60 14%	23 6%
Net: Very/Fairly unfavourable	597 53%	337 61%	257 45%	91 29%	183 49%	324 72%	540 51%	58 79%	339 53%	258 52%	143 53%	154 53%	146 56%	80 51%	23 40%	52 53%	181 49%	416 55%	335 48%	262 60%	83 47%	129 47%	168 59%	172 54%	553 56%	39 29%	155 75%	148 46%	41 52%	118 78%	19 47%	20 46%	224 53%	282 72%
Net Difference	-466 -41%	-273 -50%	-194 -34%	-19 -6%	-147 -39%	-300 -67%	-412 -39%	-54 -74%	-248 -39%	-218 -44%	-112 -42%	-129 -44%	-119 -45%	-51 -32%	-17 -31%	-37 -38%	-126 -34%	-340 -45%	-245 -35%	-221 -51%	-57 -33%	-99 -37%	-138 -48%	-132 -41%	-460 -47%	-3 -3%	-145 -70%	-91 -28%	-37 -47%	-109 -71%	-6 -16%	-8 -19%	-164 -39%	-259 -66%
Mean	-0.92	-1.02	-0.83	-0.24	-0.90	-1.35	-0.88	-1.40	-0.88	-0.97	-0.91	-1.01	-1.02	-0.68	-0.82	-0.84	-0.76	-1.00	-0.81	-1.08	-0.77	-0.85	-1.06	-0.88	-1.02	-0.12	-1.46	-0.59	-0.98	-1.41	-0.43	-0.37	-0.81	-1.36

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

ColumnProportions (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,a/b/c/d/e/f/g/h Minimum Base: 30 (***) Small Base: 100 (**)

ColumnMeans (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,a/b/c/d/e/f/g/h Minimum Base: 30 (***) Small Base: 100 (**)

25-061766-02 - 9th - 12th January 2026

Public
Political Pulse - January
Adults aged 18+ in GB

Q3. 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?

All Adults aged 18+ in Great Britain

	Total		Gender			Age				Social grade				Region					Education				Employment status				Income				Ethnicity		General Election 2024 Vote						Referendum 2016	
	Total	Male	Female	18-34	35-54	55+	18-75	76+	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduate	Non-graduate	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000-£54,999	£55,000+	White ethnic group	Minority ethnic group	Conservative	Labour	Liberal Democrats	Reform UK	Green Party	Other	Remain	Leave						
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)						
Unweighted base	1136	563	560	343	402	391	1087	49	697	439	274	296	259	157	53	97	603	533	721	415	177	255	280	348	970	152	178	351	88	125	47	51	459	338						
Weighted base	1136	550	573	312	376	447	1063	73	639	497	267	294	263	157	56	99	373	763	700	436	176	271	287	319	988	134	207	323	78	152	39	43	424	394						
0 = Very bad job (0)	327	155	169	41	121	166	299	29	147	180	89	90	80	26	19	22	74	253	178	149	63	81	75	77	307	18	93	35	11	104	7	7	73	198						
	29%	28%	29%	13%	32%	37%	28%	39%	23%	36%	33%	31%	30%	17%	34%	22%	20%	33%	25%	34%	36%	30%	26%	24%	31%	13%	45%	11%	14%	69%	19%	16%	17%	50%						
1	69	34	33	13	20	36	55	13	39	30	11	16	15	9	4	13	13	56	36	32	7	23	20	10	62	5	18	7	5	12	5	5	22	32						
	6%	6%	6%	4%	5%	8%	5%	18%	6%	6%	4%	6%	6%	6%	8%	13%	3%	7%	5%	7%	4%	8%	7%	3%	6%	6%	9%	2%	7%	8%	12%	11%	5%	8%						
2	82	29	53	19	26	37	75	7	41	41	20	20	21	15	-	6	23	59	49	33	10	15	31	23	75	7	27	10	4	13	2	2	21	39						
	7%	5%	9%	6%	7%	8%	7%	9%	6%	8%	7%	7%	8%	9%	-	6%	6%	8%	7%	8%	6%	6%	11%	7%	8%	5%	13%	3%	5%	8%	5%	6%	5%	10%	8%					
3	106	56	51	32	38	36	95	12	64	42	22	34	27	14	3	6	33	73	64	42	11	28	34	26	93	10	23	25	11	4	10	5	44	29						
	9%	10%	9%	10%	10%	8%	10%	16%	10%	8%	8%	12%	10%	9%	5%	6%	9%	10%	9%	10%	6%	10%	12%	8%	9%	10%	11%	8%	14%	3%	24%	11%	10%	7%	10%					
4	94	45	46	26	34	34	90	3	64	30	18	32	21	14	3	6	36	58	62	32	16	25	22	29	78	15	9	32	12	1	8	5	46	17						
	8%	8%	8%	8%	9%	8%	8%	5%	10%	6%	7%	11%	8%	9%	5%	7%	10%	8%	9%	7%	9%	9%	8%	9%	8%	11%	5%	10%	15%	1%	19%	12%	11%	4%						
5	124	53	68	34	45	45	123	2	80	45	23	30	33	18	6	15	49	76	78	47	19	31	24	38	106	15	12	51	12	3	3	4	59	22						
	11%	10%	12%	11%	12%	10%	12%	2%	12%	9%	9%	10%	13%	11%	11%	15%	10%	11%	11%	11%	13%	11%	12%	11%	10%	15%	6%	16%	15%	2%	8%	10%	14%	5%						
6	83	44	39	28	30	25	79	4	51	32	19	15	15	16	5	12	39	44	59	24	15	11	36	20	69	13	4	44	5	6	1	7	49	9						
	7%	8%	7%	9%	8%	6%	7%	5%	8%	6%	7%	5%	6%	10%	8%	13%	10%	6%	8%	6%	8%	4%	12%	6%	7%	10%	2%	14%	6%	4%	1%	16%	11%	2%						
7	96	61	35	36	28	32	94	2	63	33	35	23	15	15	3	6	39	57	64	32	17	22	17	36	83	13	6	55	11	4	2	3	50	22						
	8%	11%	6%	11%	7%	7%	9%	2%	10%	7%	13%	8%	6%	9%	5%	7%	10%	7%	9%	7%	10%	8%	6%	11%	8%	10%	3%	17%	14%	2%	4%	6%	12%	6%						
8	63	35	27	29	8	25	62	1	42	21	12	13	15	12	7	4	32	31	40	23	4	11	15	32	53	9	7	36	6	1	2	1	35	14						
	6%	6%	5%	9%	2%	6%	6%	1%	7%	4%	4%	4%	6%	8%	12%	4%	9%	4%	6%	5%	2%	4%	5%	10%	5%	7%	3%	11%	7%	1%	5%	2%	8%	4%						
9	20	16	3	11	5	3	20	-	15	4	3	6	5	3	-	2	10	10	16	4	2	5	2	10	13	7	1	12	-	-	1	2	8	4						
	2%	3%	1%	3%	1%	1%	2%	-	2%	1%	1%	2%	2%	2%	-	2%	3%	1%	2%	1%	1%	2%	1%	3%	1%	5%	1%	4%	-	-	1%	5%	2%	1%						
10 = Very good job (10)	23	14	9	18	3	2	23	-	16	7	5	6	5	4	3	*	14	9	19	4	5	2	5	11	13	10	7	7	1	4	-	1	10	5						
	2%	2%	2%	6%	1%	1%	2%	-	3%	1%	2%	2%	2%	3%	5%	*	4%	1%	3%	1%	3%	1%	2%	3%	1%	8%	3%	2%	1%	2%	-	3%	2%	1%						
Don't know	42	4	38	21	16	5	41	1	16	27	7	8	8	11	4	4	9	33	28	14	5	14	6	7	29	11	-	8	1	-	-	1	7	3						
	4%	1%	7%	7%	4%	1%	4%	2%	2%	5%	3%	3%	3%	7%	6%	4%	2%	4%	4%	3%	3%	5%	2%	2%	3%	8%	-	3%	2%	-	-	2%	2%	1%						
Prefer not to say	7	4	4	5	2	1	7	-	2	6	2	-	3	1	-	2	3	5	7	1	*	1	2	1	5	2	-	1	-	-	-	-	-	-						
	1%	1%	1%	2%	1%	*	1%	-	*	1%	1%	-	1%	*	-	2%	1%	1%	1%	*	*	*	1%	*	1%	2%	-	*	-	-	-	-	-	-						
NET: Bad job	478	218	255	72	167	239	429	49	227	251	120	127	116	50	24	41	110	368	264	214	81	119	125	110	444	29	138	52	20	129	14	14	116	269						
	42%	40%	45%	23%	44%	53%	40%	67%	36%	50%	45%	43%	44%	32%	42%	42%	29%	48%	38%	49%	46%	44%	44%	34%	45%	22%	67%	16%	25%	85%	37%	33%	27%	68%						
NET: Good job	105	65	39	58	16	31	104	1	73	32	20	25	25	19	9	6	56	49	75	30	12	19	22	52	79	26	14	55	6	5	2	4	53	23						
	9%	12%	7%	18%	4%	7%	10%	1%	11%	6%	7%	9%	9%	12%	17%	6%	15%	6%	11%	7%	7%	7%	8%	16%	8%	20%	7%	17%	8%	3%	6%	9%	13%	6%						
Mean	3.34	3.62	3.05	4.71	2.97	2.74	3.45	1.72	3.77	2.75	3.25	3.17	3.16	4.05	3.50	3.34	4.25	2.88	3.63	2.86	3.15	3.03	3.26	4.05	3.15	4.96	2.11	5.10	4.05	1.17	3.02	3.87	4.25	2.00						
		c		efgh	h		efh	*	j					klm*	*		h		3.63	2.86				uvw		y	d	adef	ad*	*	d*	ad*	h							

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

ColumnPositions (S%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,aa,bb,cc,dd,ee,ff,gg, Minimum Base: 30 (**); Small Base: 100 (**)

ColumnMeans (S%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,aa,bb,cc,dd,ee,ff,gg, Minimum Base: 30 (**); Small Base: 100 (**)

25-061766-02 - 9th - 12th January 2026

Public

Political Pulse - January

Adults aged 18+ in GB

Q4. 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? - Summary

All Adults aged 18+ in Great Britain

Q4. 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?						
	Labour Party (A)	Conservative Party (B)	Liberal Democrats (C)	Green Party (D)	Reform UK (E)	Your Party (new left-wing political party founded by Jeremy Corbyn and Zarah Sultana) (F)
Unweighted base	1136	1136	1136	1136	1136	1136
Weighted base	1136	1136	1136	1136	1136	1136
Very likely to consider voting for (4)	140 12% BCDF	97 9% F	87 8% F	95 8% F	214 19% ABCD	45 4% F
Fairly likely to consider voting for (3)	184 16% F	265 23% AEF	247 22% AEF	225 20% AF	187 16% F	108 9% F
Not very likely to consider voting for (2)	204 18% E	242 21% E	303 27% ABEF	282 25% AEF	157 14% F	205 18% E
Would not consider at all (1)	517 45% BCD	435 38% C	384 34% C	431 38% C	498 44% BCD	639 56% ABCDE
Don't know	92 8% F	98 9% E	115 10% AE	102 9% E	80 7% F	138 12% ABDE
NET: Very/ Fairly likely to consider voting for	334 29% F	361 32% F	334 29% F	320 28% F	401 35% ACDF	153 13% F
NET: Not very likely to/ Would not consider voting for	720 63% E	677 60% E	687 60% E	714 63% E	655 58% E	845 74% ABCDE
Mean	1.95 F	2.02 F	2.04 AF	1.98 F	2.11 ADF	1.56 F

with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

ColumnProportions (5%): A/B/C/D/E/F Minimum Base: 30 (***) Small Base: 100 (*)

ColumnMeans (5%): A/B/C/D/E/F Minimum Base: 30 (***) Small Base: 100 (*)

25-061766-02 - 9th - 12th January 2026

Public

Political Pulse - January

Adults aged 18+ in GB

Q4. 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? - Labour Party

All Adults aged 18+ in Great Britain

	Total	Gender			Age				Social grade		Region					Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote			
		Total	Male	Female	18-34	35-54	55+	18-75	76+	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduate	Non-graduate	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	White ethnic group	Minority ethnic group	Conservative	Labour	Liberal Democrats	Reform UK	Green Party	Other	Remain	Leave
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	
Unweighted base	1136	563	560	343	402	391	1087	49	697	439	274	296	259	157	53	97	603	533	721	415	177	255	280	348	970	152	178	351	88	125	47	51	459	338	
Weighted base	1136	550	573	312	376	447	1063	73	639	497	267	294	263	157	56	99	373	763	700	436	176	271	287	319	988	134	207	323	78	152	39	43	424	394	
Very likely to consider voting for (4)	140 12%	79 14%	59 10%	52 17% EFGH	39 10%	49 11%	137 13%	2 3%	93 15%	47 9%	34 13%	30 10%	32 12%	27 17%	7 12%	9 9%	70 19%	70 9%	93 13%	47 11%	25 14%	31 12%	25 9%	56 18%	113 11%	26 20%	5 2%	115 36% acdef	4 5%	2 1%	3 8%	- -	83 19%	32 8%	
Fairly likely to consider voting for (3)	184 16%	110 20%	71 12%	71 23% EFGH	59 16%	54 12%	178 17%	6 9%	127 20%	57 11%	58 22% L	37 13%	38 14%	32 20%	7 12%	13 13%	80 22% R	104 14%	130 19%	54 12%	31 18%	34 13%	58 20%	58 18%	153 16%	29 22%	9 4%	106 33% acde	15 19%	9 6%	3 7%	8 20% ad*	110 26%	20 5%	
Not very likely to consider voting for (2)	204 18%	90 16%	111 19%	76 18%	72 20%	168 16%	188 18%	16 21%	130 20%	73 15%	30 11%	56 19%	54 21%	34 22%	9 16%	20 21%	82 22% R	121 16%	126 18%	77 18%	25 14%	58 21%	47 16%	56 18%	176 18%	24 18%	29 14%	50 15%	28 36% abd*	14 9%	3 8%	8 36% ad*	11 26%	86 20%	52 13%
Would not consider at all (1)	517 45%	247 45%	265 46%	88 28% D	168 45% D	261 58% DEG	469 44% D	48 65% DEG*	248 39%	269 54% I	129 48% N	150 51% N	115 44% N	48 30%	27 47%	48 49%	117 31%	399 52% Q	287 41%	230 53% S	85 49%	121 45%	138 48%	127 40%	474 48%	36 27%	159 77% bcdf	40 12%	28 35% b*	127 84% bcdf*	19 48% b*	20 48% b*	132 31%	282 72% g	
Don't know	92 8%	24 4%	67 12% B	47 15% EFGH	34 9% F	11 3% DEG	90 9% F	1 2% *	41 6%	51 10% I	17 6%	20 7%	23 9%	16 10%	7 13%	8 8% *	23 6% R	68 9%	64 9%	28 6%	10 6%	27 10%	19 7%	22 7%	72 7% Y	18 13%	5 2%	12 4% d	4 5% d*	- -	1 1% *	3 6% d*	14 3%	8 2%	
NET: Very/ Fairly likely to consider voting for	324 29%	189 34% C	131 23%	123 39% EFGH	98 26% H	102 23% FH	315 30%	9 12% *	220 34% J	104 21% L	92 34% L	68 23%	71 27%	59 38% LP	13 23% *	22 22% *	150 40% R	174 23%	223 32% T	101 23%	56 32%	66 24%	82 29%	114 36% V	266 27%	55 41% Y	14 7%	222 69% acdef	18 23% ad*	10 7% *	6 15% *	8 20% ad*	192 45% h	52 13%	
NET: Not very likely to/ Would not consider voting for	720 63%	337 61%	375 65%	143 46% D	244 65% D	333 75% DEG	657 62% D	63 86% DEG*	378 59%	342 69% I	158 59%	206 70% KN	169 64% N	82 52%	36 63% *	69 70% N*	200 53%	521 68% Q	413 59%	307 70% S	110 62%	179 66%	186 65%	183 57%	650 66% Z	61 45%	188 91% bcf	90 28% b*	56 72% b*	142 93% bcf*	33 84% b*	31 74% b*	218 51%	334 85% g	
Mean	1.95	2.04 C	1.85	2.33 EFGH	1.91 H	1.75	1.98 FH	1.49 *	2.11 J	1.74	1.99	1.81	1.95	2.28 KJMP*	1.86 **	1.81 *	2.29 R	1.78	2.05 T	1.80	1.98	1.90	1.88	2.15 VW	1.90	2.39 Y	1.31	2.95 acdef	1.92 ad*	1.24 *	1.75 ad*	1.70 ad*	2.35 h	1.49	

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

ColumnProportions (5%): A,B/CD,E/F/G/H,I,J,K/L,M/N/O/P,Q,R,S/T,U/V/W/X/Y/Z,a/b/c/d/e/f/g/h Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A-B/C,D/E/F/G,H,I,J,K/L,M/N/O/P,Q,R,S,T,U/V,W/X,Y,Z,a/b/c/d/e/f,g,h Minimum Base: 30(**) Small Base: 100(*)

25-061766-02 - 9th - 12th January 2026

Public

Political Pulse - January

Adults aged 18+ in GB

Q4. 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? - Conservative Party

All Adults aged 18+ in Great Britain

	Total	Gender			Age				Social grade		Region						Education		Employment status				Income				Ethnicity		General Election 2024 Vote							Referendum 2016 vote		
		Total	Male	Female	18-34	35-54	55+	18-75	76+	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduate	Non-graduate	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000-£54,999	£55,000+	White ethnic group	Minority ethnic group	Conservative	Labour	Liberal Democrats	Reform UK	Green Party	Other	Remain	Leave			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)				
Unweighted base	1136	563	560	343	402	391	1087	49	697	439	274	296	259	157	53	97	603	533	721	415	177	255	280	348	970	152	178	351	88	125	47	51	459	338				
Weighted base	1136	550	573	312	376	447	1063	73	639	497	267	294	263	157	56	99	373	763	700	436	176	271	287	319	988	134	207	323	78	152	39	43	424	394				
Very likely to consider voting for (4)	97 9%	53 10%	44 8%	27 9%	27 7%	43 10%	90 9%	6 9%	67 10%	30 6%	25 10%	30 10%	21 8%	13 8%	4 6%	3 3%	36 10%	61 8%	54 8%	43 10%	21 12%	13 5%	28 10%	30 9%	84 8%	12 9%	65 31%	9 3%	1 1%	5 3%	1 3%	- -	30 7%	42 11%				
Fairly likely to consider voting for (3)	265 23%	116 21%	147 26%	59 19%	77 20%	129 29%	236 22%	29 39%	152 24%	113 23%	51 19%	81 27%	61 23%	42 27%	15 27%	15 15%	77 21%	187 25%	161 23%	104 24%	39 22%	56 20%	67 23%	76 24%	230 23%	34 25%	122 59%	33 10%	12 16%	52 34%	6 15%	2 5%	87 21%	134 34%				
Not very likely to consider voting for (2)	242 21%	134 24%	108 19%	70 22%	76 20%	96 22%	221 21%	21 29%	129 20%	113 23%	64 24%	67 23%	60 23%	28 18%	8 14%	15 15%	79 21%	163 21%	160 23%	82 19%	39 22%	57 21%	58 20%	74 23%	216 22%	23 17%	9 5%	76 24%	28 36%	56 37%	8 21%	4 9%	87 21%	92 23%				
Would not consider at all (1)	435 38%	217 39%	209 36%	106 34%	162 43%	166 37%	419 39%	16 22%	250 39%	185 37%	106 40%	96 33%	94 36%	59 37%	23 40%	57 58%	158 42%	277 36%	254 36%	181 42%	70 40%	116 43%	113 39%	114 36%	379 38%	48 36%	5 2%	198 61%	34 44%	35 23%	24 61%	33 78%	206 48%	113 29%				
Don't know	98 9%	31 6%	65 11%	50 16%	34 9%	13 3%	96 9%	1 2%	41 6%	57 11%	21 8%	20 7%	27 10%	15 10%	7 12%	8 8%	22 6%	76 10%	72 10%	26 6%	7 4%	29 11%	22 7%	25 8%	79 8%	17 13%	7 3%	7 2%	2 3%	4 3%	- -	3 7%	14 3%	12 3%				
NET: Very/ Fairly likely to consider voting for	361 32%	168 31%	191 33%	86 27%	104 28%	172 38%	327 31%	35 48%	219 34%	143 29%	76 29%	111 38%	82 31%	55 35%	19 34%	18 18%	113 30%	248 33%	215 31%	147 34%	60 34%	69 25%	95 33%	106 33%	314 32%	46 35%	186 90%	42 13%	13 17%	57 37%	7 18%	2 5%	118 28%	176 45%				
NET: Not very likely to/ Would not consider voting for	677 60%	351 64%	317 55%	177 57%	238 63%	262 59%	640 60%	37 50%	379 59%	297 60%	170 64%	162 55%	155 59%	87 56%	31 54%	73 73%	237 64%	439 58%	414 59%	263 60%	108 62%	173 64%	171 59%	188 59%	595 60%	71 53%	14 7%	274 85%	63 80%	91 60%	32 82%	37 88%	293 69%	205 52%				
Mean	2.02	2.01	2.05	2.02	1.91	2.11	2.00	2.35	2.06	1.97	1.98	2.17	2.04	2.07	1.99	1.60	1.97	2.05	2.02	2.02	2.07	1.86	2.04	2.08	2.02	2.10	3.23	1.54	1.74	2.18	1.59	1.22	1.86	2.28				

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

ColumnProportions (5%): A,B/C,D,E/F,G,H,I,J,K/L,M,N/O,P,Q,R,S,T,U,V/W,X,Y,Z,a/b/c/d/e/f/g/h Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A-B/C,D,E/F,G,H,I,J,K/L,M,N/O,P,Q,R,S,T,U,V,W/X,Y,Z,a/b/c/d/e/f,g,h Minimum Base: 30(**) Small Base: 100(*)

25-061766-02 - 9th - 12th January 2026

Public

Political Pulse - January

Adults aged 18+ in GB

Q4. 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? - Liberal Democrats

All Adults aged 18+ in Great Britain

	Total	Gender			Age				Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote		
		Total	Male	Female	18-34	35-54	55+	18-75	76+	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduate	Non-graduate	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	White ethnic group	Minority ethnic group	Conservative	Labour	Liberal Democrats	Reform UK	Green Party	Other	Remain	Leave
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	
Unweighted base	1136	563	560	343	402	391	1087	49	697	439	274	296	259	157	53	97	603	533	721	415	177	255	280	348	970	152	178	351	88	125	47	51	459	338	
Weighted base	1136	550	573	312	376	447	1063	73	639	497	267	294	263	157	56	99	373	763	700	436	176	271	287	319	988	134	207	323	78	152	39	43	424	394	
Very likely to consider voting for (4)	87 8%	44 8%	42 7%	33 10% E	20 5%	35 8%	86 8% E	1 2% *	56 9%	31 6%	23 9%	20 7%	22 8%	12 8%	4 6% *	6 6% *	40 11% R	48 6%	57 8%	30 7%	23 13% V	16 6%	21 7%	26 8%	73 7% *	14 11% *	8 4% d	25 8% d	34 44% abdef*	2 1% *	2 5% *	5 11% d*	49 11% h	14 3%	
Fairly likely to consider voting for (3)	247 22%	112 20%	131 23%	77 25% E	77 21%	92 21%	230 22% E	16 22% *	167 26% J	80 16%	57 21%	65 22%	62 24%	39 25%	8 13% *	16 16% *	105 28% R	141 19%	153 22%	94 21%	36 20%	58 21%	57 20%	81 25%	216 22% *	29 21% *	31 15% d	108 34% adf	32 41% ad*	17 11% *	13 32% ad*	6 14% *	130 31% h	59 15%	
Not very likely to consider voting for (2)	303 27%	155 28%	146 26%	67 22% E	116 31%	120 27% D	277 26% D	26 36% *	193 30% J	111 22%	69 26%	75 25%	67 26%	56 36%	15 27% *	22 22% *	111 30% R	192 25%	191 27%	112 26%	39 22%	68 25%	91 32%	87 27%	264 27% Z	36 27% bc	82 39% cd	99 31% c	2 3% *	32 64% abdef*	11 c*	11 26% bc*	123 29%	113 29%	
Would not consider at all (1)	384 34%	204 37%	176 31%	83 26% E	126 33%	175 39% D	356 33% D	28 38% *	175 27% I	208 42% N	97 36% N	110 37% N	80 30%	33 21%	23 41% N*	40 41% N*	90 24% Q	294 39% Q	217 31%	166 38% S	68 39%	100 37%	91 32%	96 30% Z	343 35% Z	34 26% bc	80 39% bc	72 31% c	2 3% *	98 64% abdef*	13 c*	17 40% bc*	98 23% bc*	191 49% g	
Don't know	115 10%	35 6%	78 14% B	53 17% EFGH	38 10% F	24 5%	114 11% F	1 2% *	48 8% I	67 14% I	20 8%	24 8%	33 12%	18 11%	6 11% *	14 15% *	27 7% Q	88 64% Q	33 58%	33 64%	8 61%	30 62%	27 63%	29 57%	92 61% Y	21 52% Y	6 9% bc	18 53% c	7 6% *	3 85% bcd*	2 c*	4 59% c*	25 66% c*	17 77% g	
NET: Very/ Fairly likely to consider voting for	334 29%	156 28%	173 30%	110 35% EG	97 26%	127 28%	316 30% E	18 24% *	223 35% J	111 22%	81 30%	85 29%	84 32%	51 32%	12 21% *	22 22% *	145 39% R	189 25%	210 30%	124 28%	59 34%	73 27%	78 27%	107 33%	289 29% *	43 32% *	39 19% ad	134 41% ad	67 85% abdef*	19 13% *	14 37% ad*	11 26% *	178 42% h	73 18%	
NET: Not very likely to/ Would not consider voting for	687 60%	359 65% C	322 56%	150 48% EFGH	241 64% D	295 66% D	633 60% D	54 74% D*	368 58% I	319 64%	166 62%	185 63%	147 56%	89 57%	38 68% *	62 63% *	201 54% Q	486 64% Q	408 58%	279 64%	108 61%	168 62%	182 63%	183 57%	607 61% Y	70 52% Y	162 78% bce	172 53% c	4 6% *	130 85% bcd*	23 c*	28 66% c*	221 52% c*	304 77% g	
Mean	2.04	1.99	2.08	2.23 EFGH	1.97	1.97	2.05	1.88 *	2.18 J	1.85	2.03	1.98	2.11	2.21 I*	1.87 **	1.86 *	2.27 R	1.92	2.08	1.97	2.09	1.96	2.03	2.13	2.02	2.20	1.84 d	2.28 ad	3.39 abdef*	1.49 *	2.10 d*	1.96 d*	2.32 h	1.72	

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

ColumnProportions (5%): A,B/C,D,E/F,G,H,I,J,K/L,M,N/O,P,Q,R,S,T,U,V/W,X,Y,Z,a/b/c/d/e/f/g/h Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D,E/F,G,H,I,J,K/L,M,N/O,P,Q,R,S,T,U,V,W,X,Y,Z,a/b/c/d/e/f/g,h Minimum Base: 30(**) Small Base: 100(*)

25-061766-02 - 9th - 12th January 2026

Public

Political Pulse - January

Adults aged 18+ in GB

Q4. 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? - Green Party

All Adults aged 18+ in Great Britain

	Total	Gender			Age				Social grade		Region					Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote		
		Total	Male	Female	18-34	35-54	55+	18-75	76+	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduate	Non-graduate	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	White ethnic group	Minority ethnic group	Conservative	Labour	Liberal Democrats	Reform UK	Green Party	Other	Remain
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)
Unweighted base	1136	563	560	343	402	391	1087	49	697	439	274	296	259	157	53	97	603	533	721	415	177	255	280	348	970	152	178	351	88	125	47	51	459	338
Weighted base	1136	550	573	312	376	447	1063	73	639	497	267	294	263	157	56	99	373	763	700	436	176	271	287	319	988	134	207	323	78	152	39	43	424	394
Very likely to consider voting for (4)	95 8%	44 8%	47 8%	45 14%	33 9%	18 4%	89 8%	6 8%	70 11%	25 5%	24 9%	18 6%	26 10%	16 10%	3 6%	7 7%	44 12%	51 7%	54 8%	41 9%	19 11%	19 7%	26 9%	26 8%	80 8%	14 11%	6 3%	38 12%	6 8%	4 3%	20 50%	4 9%	50 12%	10 3%
Fairly likely to consider voting for (3)	225 20%	99 18%	120 21%	84 27%	67 18%	74 17%	216 20%	9 12%	156 24%	69 14%	51 19%	56 19%	54 21%	41 26%	10 18%	13 13%	107 29%	118 16%	151 21%	74 17%	36 21%	49 18%	52 18%	71 22%	187 19%	36 27%	14 7%	100 31%	31 39%	14 9%	12 30%	16 38%	114 27%	51 13%
Not very likely to consider voting for (2)	282 25%	134 24%	147 26%	64 21%	97 26%	121 27%	256 24%	27 36%	121 25%	24%	64 24%	85 29%	62 24%	33 21%	13 24%	25 26%	101 27%	182 24%	177 25%	106 24%	41 24%	65 24%	75 26%	85 27%	250 25%	30 22%	58 28%	91 28%	26 33%	33 22%	5 12%	7 15%	120 28%	102 26%
Would not consider at all (1)	431 38%	243 44%	187 33%	69 22%	146 39%	217 48%	401 38%	30 41%	212 33%	219 44%	109 41%	112 38%	97 37%	50 32%	21 38%	42 43%	98 26%	334 44%	247 35%	184 42%	67 38%	112 41%	111 39%	113 35%	397 40%	28 21%	123 59%	81 25%	12 15%	100 66%	3 8%	15 34%	123 29%	219 56%
Don't know	102 9%	29 5%	72 13%	51 16%	34 9%	17 4%	100 9%	1 2%	62 6%	12%	19 7%	23 8%	24 9%	17 11%	8 14%	11 11%	24 6%	78 10%	72 10%	30 7%	12 7%	25 9%	23 8%	24 8%	73 7%	26 3%	14 4%	3 4%	1 4%	1 1%	-	1 3%	17 4%	12 3%
NET: Very/ Fairly likely to consider voting for	320 28%	144 26%	167 29%	128 41%	100 27%	92 21%	305 29%	15 20%	226 35%	95 19%	75 28%	74 25%	80 30%	57 36%	13 24%	20 21%	151 40%	170 22%	205 29%	116 27%	55 31%	68 25%	78 27%	98 31%	267 27%	50 37%	20 9%	138 43%	37 47%	18 12%	31 80%	20 47%	164 39%	61 16%
NET: Not very likely to/ Would not consider voting for	714 63%	377 69%	334 58%	133 43%	242 64%	338 76%	657 62%	57 78%	373 58%	340 68%	173 65%	196 67%	159 61%	83 53%	35 62%	67 68%	198 53%	516 68%	423 60%	290 67%	109 62%	177 65%	186 65%	197 62%	648 66%	58 43%	181 87%	171 53%	38 48%	133 87%	8 20%	21 50%	243 57%	321 82%
Mean	1.98	1.89	2.05	2.40	1.96	1.75	1.99	1.87	2.14	1.77	1.96	1.93	2.04	2.17	1.90	1.83	2.28	1.83	2.02	1.93	2.04	1.90	1.97	2.04	1.94	2.34	1.52	2.31	2.42	1.49	3.21	2.23	2.22	1.61

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

ColumnProportions (5%): A,B/C,D,E/F,G,H,I,J,K/L,M,N/O,P,Q,R,S,T,U,V/W,X/Y,Z,a/b/c/d/e/f/g/h Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D,E/F,G,H,I,J,K/L,M,N/O,P,Q,R,S,T,U,V,W/X,Y,Z,a/b/c/d/e/f,g,h Minimum Base: 30(**) Small Base: 100(*)

25-061766-02 - 9th - 12th January 2026

Public

Political Pulse - January

Adults aged 18+ in GB

Q4. 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? - Reform UK

All Adults aged 18+ in Great Britain

	Total	Gender			Age				Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote		
		Total	Male	Female	18-34	35-54	55+	18-75	76+	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduate	Non-graduate	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	White ethnic group	Minority ethnic group	Conservative	Labour	Liberal Democrats	Reform UK	Green Party	Other	Remain	Leave
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	
Unweighted base	1136	563	560	343	402	391	1087	49	697	439	274	296	259	157	53	97	603	533	721	415	177	255	280	348	970	152	178	351	88	125	47	51	459	338	
Weighted base	1136	550	573	312	376	447	1063	73	639	497	267	294	263	157	56	99	373	763	700	436	176	271	287	319	988	134	207	323	78	152	39	43	424	394	
Very likely to consider voting for (4)	214 19%	135 25% C	79 14%	47 15%	61 16%	106 24% DEG	186 17%	29 39% DEFG*	94 15%	120 24% I	56 21%	56 19%	48 18%	20 13%	17 31% N*	17 17%	43 11%	171 22% Q	137 20%	77 18%	39 22%	57 21%	52 18%	54 17%	191 19%	19 14%	42 20% bc	26 8%	4 5% *	109 72% abcef*	4 9%	4 9%	33 8%	146 37% g	
Fairly likely to consider voting for (3)	187 16%	95 17%	90 16%	54 17%	64 17%	69 15%	175 16%	12 16% *	100 16%	87 17% I	45 17%	51 17%	46 18%	31 20% p	6 11% *	8 8% *	53 14%	134 18%	123 18%	64 15%	24 13%	39 14%	48 17%	65 20%	169 17%	17 12%	63 31% bcdf	31 10%	5 7% *	36 23% bcdf*	3 8%	1 1%	49 12%	92 23% g	
Not very likely to consider voting for (2)	157 14%	72 13%	83 15%	48 15%	50 13%	59 13%	145 14%	12 17% *	97 15%	59 12% I	38 14%	38 13%	46 17%	16 10%	4 14% *	14 14% *	44 12%	113 15%	94 13%	62 14%	28 16%	36 13%	47 16%	31 10%	136 14%	20 15%	48 23% bd	32 10% d	15 19% bd*	4 3% *	6 14% d*	7 16% d*	49 12%	57 15%	
Would not consider at all (1)	498 44%	226 41%	263 46%	122 39%	170 45% H	206 46% H	480 45% DH	18 24% *	317 50% J	182 37% I	118 44%	129 44%	107 41%	74 47%	21 38% *	49 49% *	215 58% R	283 37% Q	286 41%	213 49% S	74 42%	119 44%	121 42%	152 48%	432 44%	61 45%	51 24% d	228 71% ad	51 65% ad*	2 1% *	26 66% ad*	29 69% ad*	283 67% h	88 22%	
Don't know	80 7%	21 4%	57 10% B	41 13% FG	31 8% F	7 2% F	77 7% F	2 3% *	30 5% I	49 10% I	10 4%	19 6%	16 6%	16 10% K	7 13% K*	11 11% K*	18 5% Q	62 8% Q	60 9% T	20 5% T	12 7%	21 8%	18 6%	17 5%	60 6% Y	17 13% Y	3 1% Y	6 2% Y	3 4% *	1 1% *	1 3% *	2 5% *	10 2%	10 3%	
NET: Very/ Fairly likely to consider voting for	401 35%	230 42% C	169 30%	101 32%	126 33%	175 39% G	361 34%	40 55% DEFG*	195 30%	207 42% I	101 38%	107 37%	94 36%	51 32%	23 41% *	25 25% *	96 26%	306 40% Q	260 37%	141 32%	62 35%	95 35%	101 35%	118 37%	360 36% Z	35 26%	105 51% bcdf	57 18%	9 12% *	145 95% abcef*	7 17% *	4 10% *	82 19%	239 61% g	
NET: Not very likely to/ Would not consider voting for	655 58%	299 54%	346 60%	170 55%	219 58% H	265 59% H	625 59% H	30 41% *	414 65% J	241 48% I	156 58%	168 57%	153 58%	90 57%	26 46% *	63 64% *	259 70% R	396 52% Q	380 54%	275 63% S	102 58%	155 57%	168 58%	183 57%	568 57%	81 60%	99 48% d	260 80% ad	66 84% ad*	6 4% *	31 80% ad*	36 85% ad*	332 78% h	145 37%	
Mean	2.11	2.26 C	1.97	2.09	2.05	2.17	2.07	2.73 DEFG*	1.95	2.32 I	2.15	2.12	2.14	1.98 *	2.39 **	1.92 *	1.78	2.28 Q	2.18	2.01	2.16	2.13	2.12	2.06	2.13	1.94	2.47 bcdf	1.54	1.50 *	3.67 abcef*	1.58 *	1.46 *	1.59	2.77 g	

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

ColumnProportions (5%): A,B/C,D,E/F,G,H,I,J,K/L,M,N/O,P,Q,R,S,T,U,V/W,X/Y,Z,a/b/c/d/e/f/g/h Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D,E/F,G,H,I,J,K/L,M,N/O,P,Q,R,S,T,U,V,W,X/Y,Z,a/b/c/d/e/f/g,h Minimum Base: 30(**) Small Base: 100(*)

25-061766-02 - 9th - 12th January 2026

Public

Political Pulse - January

Adults aged 18+ in GB

Q4. 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? - Your Party (new left-wing political party founded by Jeremy Corbyn and Zarah Sultana)

All Adults aged 18+ in Great Britain

	Total	Gender			Age				Social grade		Region					Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote		
		Total	Male	Female	18-34	35-54	55+	18-75	76+	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduate	Non-graduate	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	White ethnic group	Minority ethnic group	Conservative	Labour	Liberal Democrats	Reform UK	Green Party	Other	Remain
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)
Unweighted base	1136	563	560	343	402	391	1087	49	697	439	274	296	259	157	53	97	603	533	721	415	177	255	280	348	970	152	178	351	88	125	47	51	459	338
Weighted base	1136	550	573	312	376	447	1063	73	639	497	267	294	263	157	56	99	373	763	700	436	176	271	287	319	988	134	207	323	78	152	39	43	424	394
Very likely to consider voting for (4)	45 4%	17 3%	27 5%	22 7%	15 4%	8 2%	45 4%	- -	31 5%	14 3%	14 5%	7 2%	8 3%	11 7%	2 3%	4 4%	23 6%	22 3%	35 5%	11 2%	5 3%	10 4%	11 4%	17 5%	31 3%	13 10%	4 2%	18 6%	2 2%	1 1%	5 14%	5 11%	24 6%	7 2%
Fairly likely to consider voting for (3)	108 9%	62 11%	42 7%	58 19%	33 9%	17 4%	107 10%	1 1%	62 10%	45 9%	24 9%	27 9%	27 10%	19 12%	7 12%	4 5%	49 13%	59 8%	79 11%	29 7%	29 17%	23 9%	22 8%	31 10%	81 8%	24 18%	5 3%	47 15%	6 8%	5 4%	9 24%	5 12%	53 12%	15 4%
Not very likely to consider voting for (2)	205 18%	92 17%	111 19%	71 23%	76 20%	58 13%	199 19%	7 9%	126 20%	79 16%	52 19%	42 14%	47 18%	36 23%	8 15%	21 21%	81 22%	124 16%	131 19%	74 17%	34 19%	49 18%	51 18%	60 19%	168 17%	35 26%	23 11%	83 26%	21 27%	20 13%	7 17%	10 23%	94 22%	51 13%
Would not consider at all (1)	639 56%	338 61%	297 52%	99 32%	197 52%	344 77%	574 77%	65 90%	353 55%	286 58%	150 56%	184 62%	147 56%	71 45%	31 55%	58 58%	187 50%	452 59%	359 51%	280 64%	92 53%	147 54%	172 60%	180 56%	602 61%	32 24%	167 16%	146 45%	43 55%	115 76%	16 40%	20 47%	223 52%	300 76%
Don't know	138 12%	41 7%	96 17%	63 20%	56 15%	20 5%	138 13%	- -	66 10%	72 15%	28 10%	34 12%	35 13%	21 13%	8 15%	12 12%	33 9%	105 14%	97 14%	42 10%	15 9%	43 16%	31 11%	32 10%	106 11%	29 22%	7 3%	28 9%	6 8%	10 7%	2 5%	3 6%	31 7%	20 5%
NET: Very/ Fairly likely to consider voting for	153 13%	79 14%	69 12%	80 26%	48 13%	24 5%	152 14%	1 1%	93 15%	59 12%	37 14%	35 12%	34 13%	30 19%	8 15%	9 9%	72 19%	81 11%	114 16%	39 9%	34 20%	33 12%	33 11%	47 15%	112 11%	38 28%	10 5%	66 20%	8 10%	7 4%	15 37%	10 23%	77 18%	22 6%
NET: Not very likely to/ Would not consider voting for	845 74%	430 78%	409 71%	170 54%	273 72%	403 90%	773 73%	72 99%	479 75%	365 74%	202 76%	225 77%	194 74%	106 68%	39 70%	78 79%	268 72%	577 76%	490 70%	355 81%	126 72%	196 72%	223 78%	239 75%	770 78%	67 50%	190 92%	230 71%	64 82%	136 89%	22 57%	30 71%	317 75%	351 89%
Mean	1.56	1.53	1.58	2.02	1.58	1.27	1.59	1.12	1.60	1.50	1.59	1.45	1.54	1.78	1.56	1.49	1.73	1.47	1.65	1.41	1.67	1.55	1.50	1.60	1.48	2.19	1.24	1.79	1.54	1.24	2.11	1.86	1.69	1.28

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

ColumnProportions (5%): A,B/C,D,E/F,G,H,I,J,K/L,M,N/O,P,Q,R,S,T,U,V/W,X,Y,Z,a/b/c/d/e/f/g/h Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D,E/F,G,H,I,J,K/L,M,N/O,P,Q,R,S,T,U,V,W,X,Y,Z,a/b/c/d/e/f/g,h Minimum Base: 30(**) Small Base: 100(*)

25-061766-02 - 9th - 12th January 2026

Public

Political Pulse - January

Adults aged 18+ in GB

Q15. If you had to choose, which party would you prefer to win the next UK General Election and form the next government?

All Adults aged 18+ in Great Britain

	Total	Gender		Age				Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote		
		Total	Male	Female	18-34	35-54	55+	18-75	76+	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduate	Non-graduate	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	White ethnic group	Minority ethnic group	Conservative	Labour	Liberal Democrats	Reform UK	Green Party	Other	Remain
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)
Unweighted base	1136	563	560	343	402	391	1087	49	697	439	274	296	259	157	53	97	603	533	721	415	177	255	280	348	970	152	178	351	88	125	47	51	459	338
Weighted base	1136	550	573	312	376	447	1063	73	639	497	267	294	263	157	56	99	373	763	700	436	176	271	287	319	988	134	207	323	78	152	39	43	424	394
The Labour Party led by Keir Starmer	442 39%	230 42%	205 36%	146 47% EFGH	137 36% H	158 35% H	427 40% H	15 20% *	312 49% J	129 26% J	104 39% K	102 35% L	99 38% L	74 47% L	19 34% *	44 44% *	209 56% R	233 31% R	284 41% S	158 36% T	63 36% U	92 34% V	118 41% W	151 47% UV	378 38% Y	59 44% Z	36 17% a	245 76% adef	54 69% ad*	6 4% *	20 50% ad*	25 59% ad*	278 66% h	71 18% h
Reform UK led by Nigel Farage	396 35%	218 40% C	177 31%	72 23% D	131 35% D	194 43% DEG	350 33% D	46 63% DEFG*	187 29% I	209 42% I	97 36% N	112 38% N	96 36% N	40 25% N	23 41% *	28 28% *	82 22% Q	314 41% Q	240 34% S	155 36% T	58 33% U	97 36% V	108 38% W	104 33% X	368 37% Z	22 17% a	121 59% bcdf	42 13% *	7 9% *	140 92% abcef*	7 18% *	6 15% *	84 20% g	251 64% g
No preference	173 15%	67 12% B	104 18% B	62 20% EFG	51 14% FG	137 13% FG	164 15% FG	10 13% *	81 13% I	92 18% I	42 16% N	49 17% N	38 14% N	25 16% N	7 12% *	13 13% *	52 14% Q	121 16% Q	101 14% S	72 17% T	33 19% U	45 16% V	38 13% W	37 12% X	138 14% Y	26 26% Y	16 16% bd	5 5% bd	13 17% bd*	2 2% *	10 25% bd*	7 16% bd*	34 8% bd*	42 11% bd*
Don't know	125 11%	35 6% B	87 15% B	33 10% EFG	57 15% FG	35 8% FG	122 11% FG	3 4% *	58 9% I	67 13% I	24 9% N	31 11% N	31 12% N	18 12% N	7 12% *	14 15% *	31 8% Q	94 12% Q	75 11% S	50 11% T	21 12% U	38 14% X	23 8% W	26 8% X	105 11% Y	18 13% Z	17 8% a	6 6% a	4 5% *	4 3% *	3 8% *	4 10% *	28 7% *	29 7% *

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

ColumnProportions (5%): A,B/C,D/E/F/G,H,I,J,K/L,M,N/O,P,Q/R,S/T,U/V/W/X,Y/Z,a/b/c/d/e/f/g/h Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G,H,I,J,K/L,M,N/O,P,Q/R,S,T,U/V/W/X,Y/Z,a/b/c/d/e/f/g/h Minimum Base: 30(**) Small Base: 100(*)

25-061766-02 - 9th - 12th January 2026

Public
Political Pulse - January
Adults aged 18+ in GB

Q16. Which of the following, if either, would you trust more to deliver on the following issues? - Summary

All Adults aged 18+ in Great Britain

Q16. Which of the following, if either, would you trust more to deliver on the following issues?										
	Managing the economy	Reducing the cost of living	Improving the NHS	Managing immigration and asylum	Strengthening Britain's defence and armed forces	Setting the right level of tax	Improving education	Dealing with climate change	Boosting international trade and encouraging investment	Supporting British businesses
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
Unweighted base	1136	1136	1136	1136	1136	1136	1136	1136	1136	1136
Weighted base	1136	1136	1136	1136	1136	1136	1136	1136	1136	1136
The Labour Party led by Keir Starmer	335 29% BDEF	302 27% D	381 34% ABDEFJ	261 23% D	295 26% D	309 27% D	367 32% ABDEFJ	373 33% ABDEFJ	344 30% BDEFJ	313 28% D
Reform UK led by Nigel Farage	314 28% BCGH	283 25% CGH	254 22% H	500 44% ABCEFGHIJ	374 33% ABCFGHI	310 27% CGH	235 21% H	168 15% H	329 29% BCGH	369 32% ABCFGHI
Neither	349 31% DEJ	401 35% ACDEFGJ	363 32% DEJ	269 24% D	306 27% D	360 32% DEJ	346 30% DEJ	426 38% ACDEFGJ	301 27% D	295 26% D
Don't know	139 12% D	150 13% D	138 12% D	107 9% D	161 14% ACD	156 14% D	189 17% ABCEFGJ	169 15% ACD	161 14% ACD	159 14% ACD

d out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

ColumnProportions (5%): A/B/C/D/E/F/G/H/I/J Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C/D/E/F/G/H/I/J Minimum Base: 30(**) Small Base: 100(*)

25-061766-02 - 9th - 12th January 2026

Public

Political Pulse - January

Adults aged 18+ in GB

Q16. Which of the following, if either, would you trust more to deliver on the following issues? - Managing the economy

All Adults aged 18+ in Great Britain

	Total	Gender			Age				Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote		
	Total	Male	Female	18-34	35-54	55+	18-75	76+	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduate	Non-graduate	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	White ethnic group	Minority ethnic group	Conservative	Labour	Liberal Democrats	Reform UK	Green Party	Other	Remain	Leave	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	
Unweighted base	1136	563	560	343	402	391	1087	49	697	439	274	296	259	157	53	97	603	533	721	415	177	255	280	348	970	152	178	351	88	125	47	51	459	338	
Weighted base	1136	550	573	312	376	447	1063	73	639	497	267	294	263	157	56	99	373	763	700	436	176	271	287	319	988	134	207	323	78	152	39	43	424	394	
The Labour Party led by Keir Starmer	335 29%	184 34% C	146 26% H	98 31% H	106 28% H	131 29% H	324 30% H	11 15% *	239 37% J	96 19% J	82 31% K	67 23% L	73 28% L	59 38% L	21 37% *	33 34% *	160 43% R	174 23% R	207 30% S	128 29% T	47 27% U	79 29% V	78 27% W	119 37% UW	286 29% Y	48 36% Z	25 12% d	203 63% acde	35 44% ad*	6 4% *	10 26% ad*	20 48% ad*	216 51% h	54 14% h	
Reform UK led by Nigel Farage	314 28%	179 33% C	133 23% C	70 22% D	93 25% E	151 34% DEG	273 26% DEG	41 57% DEFG*	138 22% I	176 35% I	79 30% NP	92 31% NP	82 31% NP	26 16% NP	18 33% N*	17 17% *	66 18% Q	248 32% Q	193 28% S	121 28% T	54 31% U	79 29% V	87 30% W	77 24% X	284 29% Z	24 18% Z	88 43% bcef	30 9% *	3 4% *	126 83% abcef*	5 13% *	4 10% *	53 12% g	204 52% g	
Neither	349 31%	149 27% B	192 33% B	96 31% D	116 31% E	137 31% F	334 31% F	15 20% *	202 32% I	147 29% I	74 28% K	107 36% O	79 30% M	49 31% N	10 17% *	30 30% *	113 30% Q	236 31% R	206 29% S	143 33% T	54 31% U	77 28% V	92 32% W	89 28% X	300 30% Y	45 33% Z	80 38% bd	67 21% d	35 45% bd*	12 8% *	22 57% abd*	16 38% bd*	126 30% h	113 29% h	
Don't know	139 12%	37 7% B	102 18% B	48 15% F	62 16% FG	29 6% FG	132 12% F	6 8% *	60 9% I	78 16% I	32 12% K	28 9% L	29 11% M	23 15% N	7 13% *	19 19% L*	34 9% Q	105 14% R	94 13% S	45 10% T	20 12% U	37 14% V	30 10% W	34 11% X	118 12% Y	17 13% Z	14 7% a	23 7% b	5 7% *	8 5% *	2 5% *	2 4% *	29 7% g	22 6% h	

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

ColumnProportions (5%): A,B/C,D/E/F/G,H,I,J,K/L,M/N/O,P,Q/R,S/T,U/V/W/X,Y/Z,a/b/c/d/e/f/g/h Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G,H,I,J,K/L,M/N/O,P,Q,R,S,T,U,V/W/X,Y/Z,a/b/c/d/e/f/g/h Minimum Base: 30(**) Small Base: 100(*)

25-061766-02 - 9th - 12th January 2026

Public

Political Pulse - January

Adults aged 18+ in GB

Q16. Which of the following, if either, would you trust more to deliver on the following issues? - Reducing the cost of living

All Adults aged 18+ in Great Britain

	Total	Gender			Age				Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote		
	Total	Male	Female	18-34	35-54	55+	18-75	76+	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduate	Non-graduate	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	White ethnic group	Minority ethnic group	Conservative	Labour	Liberal Democrats	Reform UK	Green Party	Other	Remain	Leave	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	
Unweighted base	1136	563	560	343	402	391	1087	49	697	439	274	296	259	157	53	97	603	533	721	415	177	255	280	348	970	152	178	351	88	125	47	51	459	338	
Weighted base	1136	550	573	312	376	447	1063	73	639	497	267	294	263	157	56	99	373	763	700	436	176	271	287	319	988	134	207	323	78	152	39	43	424	394	
The Labour Party led by Keir Starmer	302 27%	165 30% C	134 23%	99 32% FH	97 26% H	107 24% H	296 28% H	6 9% *	211 33% J	91 18%	72 27%	61 21%	68 26%	56 36% L	15 26% *	30 31% *	147 39% R	155 20%	194 28%	108 25%	44 25%	63 23%	75 26%	109 34% V	252 25%	50 37% Y	16 8%	180 56% acdef	32 41% ad*	6 4% *	12 29% ad*	15 36% ad*	188 44% h	45 11%	
Reform UK led by Nigel Farage	283 25%	156 28% C	126 22%	63 20%	92 24%	129 29% DG	249 23%	35 48% DEFG*	123 19%	160 32% I	68 26%	77 26%	72 27%	25 16% N	20 35% N	21 21% *	60 16% Q	223 29%	179 26%	104 24%	44 25%	73 27%	68 24%	82 26%	255 26% Z	23 17%	75 36% bcdf	28 9% c	1 1% *	111 73% abcef*	4 9% *	6 14% c*	50 12% g	174 44% 8	
Neither	401 35%	181 33%	211 37%	93 30%	131 35%	176 39% D	372 35% D	29 39% *	233 36%	168 34%	90 34%	121 41% O	90 34%	58 37%	11 19% *	32 32% *	123 33%	278 36%	325 32%	176 40% S	67 38%	93 34%	114 40% X	91 29%	350 35%	47 35%	102 49% bd	88 27% d	33 42% bd*	25 16% *	19 48% bd*	19 44% bd*	152 36% bd*	142 36%	
Don't know	150 13%	47 9% B	102 18% B	58 19% FGH	57 15% F	36 8% F	147 14% F	3 4% *	72 11%	78 16%	38 14%	35 12%	33 13%	18 12%	11 19% *	15 16% *	43 12%	107 14%	102 15%	48 11% S	20 12%	43 16%	30 11% X	37 12%	132 13%	14 11%	15 7% bd	28 9% d	12 16% bd*	11 7% *	5 13% *	2 6% *	34 8% bd*	33 8%	

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

ColumnProportions (5%): A,B/C,D/E/F/G,H,I,J,K/L,M,N/O,P,Q/R,S/T,U/V,W/X,Y/Z,a/b/c/d/e/f/g/h Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G,H,I,J,K/L,M,N/O,P,Q,R,S,T,U/V,W/X,Y/Z,a/b/c/d/e/f/g/h Minimum Base: 30(**) Small Base: 100(*)

25-061766-02 - 9th - 12th January 2026

Public

Political Pulse - January

Adults aged 18+ in GB

Q16. Which of the following, if either, would you trust more to deliver on the following issues? - Improving the NHS

All Adults aged 18+ in Great Britain

	Total	Gender			Age				Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote		
		Total	Male	Female	18-34	35-54	55+	18-75	76+	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduate	Non-graduate	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	White ethnic group	Minority ethnic group	Conservative	Labour	Liberal Democrats	Reform UK	Green Party	Other	Remain	Leave
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	
Unweighted base	1136	563	560	343	402	391	1087	49	697	439	274	296	259	157	53	97	603	533	721	415	177	255	280	348	970	152	178	351	88	125	47	51	459	338	
Weighted base	1136	550	573	312	376	447	1063	73	639	497	267	294	263	157	56	99	373	763	700	436	176	271	287	319	988	134	207	323	78	152	39	43	424	394	
The Labour Party led by Keir Starmer	381 34%	202 37%	174 30%	111 36% H	125 33% H	145 32% H	369 35% H	12 16% *	253 40% J	128 26% J	91 34% K	85 29% L	87 33% L	63 40% L	21 38% *	33 34% *	171 46% R	211 28% R	232 33% S	149 34% T	57 33% U	86 32% V	90 31% W	133 42% X	326 33% Y	51 38% Z	31 15% a	220 68% adef	44 57% ade*	7 5% *	10 25% d*	19 45% ad*	230 54% h	72 18% h	
Reform UK led by Nigel Farage	254 22%	143 26% C	110 19%	57 18% H	81 22% H	115 26% H	224 21% H	29 40% DEFG*	113 18% J	141 28% I	69 26% N	73 25% N	52 20% M	24 15% N	15 27% *	21 21% *	49 13% Q	205 27% Q	166 24% S	88 20% T	42 24% U	62 23% V	66 23% W	72 22% X	226 23% Y	24 18% Z	71 34% bcf	23 7% *	2 2% *	96 63% abcef*	7 19% bc*	5 11% *	49 12% g	153 39% g	
Neither	363 32%	155 28% B	202 35% B	89 29% G	119 32% G	155 35% G	339 32% G	24 33% *	208 32% I	156 31% I	71 27% K	109 37% K	89 34% M	52 33% M	13 22% *	30 30% *	122 33% Q	241 32% Q	209 30% S	155 35% T	59 33% U	96 35% X	96 33% X	77 24% Y	318 32% Y	43 32% Z	92 44% bcf	65 20% *	22 28% *	33 22% *	20 51% bcd*	17 40% bd*	122 29% bd*	132 34% bd*	
Don't know	138 12%	50 9% B	87 15% B	55 18% FG	51 14% F	32 7% F	130 12% F	7 10% *	65 10% I	72 15% I	36 13% K	27 9% L	35 13% M	19 12% M	7 13% *	14 14% *	31 8% Q	107 14% Q	93 13% S	44 10% T	18 10% U	29 11% V	35 12% W	38 12% X	118 12% Y	16 12% Z	13 6% a	15 5% b	10 12% c	16 10% *	2 6% *	2 4% *	24 6% *	37 9% *	

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

ColumnProportions (5%): A,B/C,D/E/F/G,H,I,J,K/L,M,N/O,P,Q/R,S/T,U/V/W/X,Y/Z,a/b/c/d/e/f/g/h Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G,H,I,J,K/L,M,N/O,P,Q,R,S,T,U/V,W/X,Y/Z,a/b/c/d/e/f/g,h Minimum Base: 30(**) Small Base: 100(*)

25-061766-02 - 9th - 12th January 2026

Public

Political Pulse - January

Adults aged 18+ in GB

Q16. Which of the following, if either, would you trust more to deliver on the following issues? - Managing immigration and asylum

All Adults aged 18+ in Great Britain

	Total	Gender			Age				Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote		
	Total	Male	Female	18-34	35-54	55+	18-75	76+	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduate	Non-graduate	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	White ethnic group	Minority ethnic group	Conservative	Labour	Liberal Democrats	Reform UK	Green Party	Other	Remain	Leave	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	
Unweighted base	1136	563	560	343	402	391	1087	49	697	439	274	296	259	157	53	97	603	533	721	415	177	255	280	348	970	152	178	351	88	125	47	51	459	338	
Weighted base	1136	550	573	312	376	447	1063	73	639	497	267	294	263	157	56	99	373	763	700	436	176	271	287	319	988	134	207	323	78	152	39	43	424	394	
Reform UK led by Nigel Farage	500 44%	259 47%	239 42%	107 34%	157 42%	235 53%	451 42%	49 67%	241 38%	259 52%	111 41%	143 49%	126 48%	55 35%	28 50%	37 38%	107 29%	393 51%	303 43%	197 45%	77 44%	117 43%	131 46%	142 44%	455 46%	38 28%	150 73%	73 22%	15 19%	138 91%	15 39%	9 22%	111 26%	289 73%	
						DEG	D	DEG*		I		N	N		*	*		Q							Z	bcef		*	abcef*	bc*	*				
The Labour Party led by Keir Starmer	261 23%	146 27%	111 19%	85 27%	82 22%	94 21%	253 24%	8 10%	191 30%	69 14%	63 24%	55 19%	55 21%	51 32%	12 22%	24 25%	134 36%	127 17%	167 24%	93 21%	36 20%	58 22%	62 22%	95 30%	222 22%	38 28%	9 4%	166 51%	30 39%	7 5%	6 16%	13 30%	171 40%	39 10%	
		C		H		H	*	J				LM	*	*	R						X	X		UVW		adef	ade*	*	ad*	ad*	ad*	h			
Neither	269 24%	117 21%	145 25%	72 23%	25 25%	102 23%	253 24%	15 21%	157 25%	111 22%	65 24%	72 25%	65 25%	34 22%	10 18%	23 23%	105 28%	163 21%	152 22%	116 27%	50 29%	73 27%	65 23%	53 17%	223 23%	42 32%	43 21%	69 21%	26 33%	6 4%	17 42%	16 38%	124 29%	54 14%	
						F		*							*	*	R		T		X	X		Y	d	d	bd*	*	abd*	abd*	h				
Don't know	107 9%	28 5%	79 14%	48 15%	42 11%	16 4%	105 10%	1 2%	50 8%	57 11%	28 11%	24 8%	17 7%	18 11%	6 10%	14 14%	27 7%	80 10%	78 11%	29 7%	13 7%	23 8%	28 10%	30 9%	87 9%	15 11%	5 2%	16 5%	7 9%	1 1%	1 2%	4 10%	19 4%	12 3%	
		B		FGH	F	F		*							*	M*										ad*	*	*	ad*						

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

ColumnProportions (5%): A,B/C,D/E/F/G/H,I,J,K/L,M/N/O,P,Q/R,S/T,U/V/W/X,Y/Z,a/b/c/d/e/f/g/h Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G,H,I,J,K,L,M,N/O,P,Q,R,S,T,U,V,W/X,Y/Z,a/b/c/d/e/f,g,h Minimum Base: 30(**) Small Base: 100(*)

25-061766-02 - 9th - 12th January 2026

Public

Political Pulse - January

Adults aged 18+ in GB

Q16. Which of the following, if either, would you trust more to deliver on the following issues? - Strengthening Britain's defence and armed forces

All Adults aged 18+ in Great Britain

	Total	Gender			Age				Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote		
	Total	Male	Female	18-34	35-54	55+	18-75	76+	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduate	Non-graduate	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	White ethnic group	Minority ethnic group	Conservative	Labour	Liberal Democrats	Reform UK	Green Party	Other	Remain	Leave	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	
Unweighted base	1136	563	560	343	402	391	1087	49	697	439	274	296	259	157	53	97	603	533	721	415	177	255	280	348	970	152	178	351	88	125	47	51	459	338	
Weighted base	1136	550	573	312	376	447	1063	73	639	497	267	294	263	157	56	99	373	763	700	436	176	271	287	319	988	134	207	323	78	152	39	43	424	394	
Reform UK led by Nigel Farage	374 33%	208 38% C	165 29%	81 26%	124 33%	170 38% DG	334 31% D	40 55% DEFG*	178 28%	196 40% I	98 37% N	96 33%	89 34%	40 26%	20 36% *	30 31% *	82 22% Q	292 38% Q	230 33%	144 33%	66 37%	84 31%	98 34%	102 32%	341 35% Z	29 21%	105 51% bcdf	45 14%	10 13% *	126 83% abcdf*	5 13% *	5 13% *	73 17%	231 59% g	
The Labour Party led by Keir Starmer	295 26%	165 30% C	127 22%	78 25%	100 27%	116 26%	283 27%	12 16% *	215 34% J	80 16% J	68 25%	65 22%	67 25%	50 32%	20 36% *	26 26% *	142 38% R	153 20% R	186 27%	108 25%	42 24%	64 24%	70 25%	109 34% UVW	254 26%	38 29%	17 8% acdef	184 57% acdef	31 39% ad*	5 3% *	12 30% ad*	14 34% ad*	188 44% h	47 12%	
Neither	306 27%	129 23%	168 29%	88 28%	96 26%	122 27%	293 28%	13 18% *	167 26%	139 28%	61 23%	90 31%	75 28%	46 29%	10 17% *	25 26% *	105 28% R	201 26% R	172 25%	134 31%	47 27%	80 30% X	80 28%	21% 21%	67 26%	46 35% Y	71 34% bd	18 18% d	59 35% bd*	28 8% *	12 52% bd*	20 43% bd*	18 43% bd*	122 29% bd*	90 23%
Don't know	161 14%	48 9%	113 20% B	65 21% FG	56 15% F	39 9%	153 14% F	8 11% *	80 12% F	81 16% F	40 15%	43 15%	33 13%	21 14%	6 11% *	17 18% *	44 12% F	117 15% F	112 16%	50 11%	21 12%	43 16% X	39 14%	41 13%	137 14%	20 15%	14 7% bd	35 11% bd	10 12% bd*	9 6% *	2 5% *	5 11% *	42 10% bd*	25 6%	

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

ColumnProportions (5%): A,B/C,D/E/F/G,H,I,J,K/L,M,N/O,P,Q,R,S,T,U,V/W,X,Y/Z,a/b/c/d/e/f/g/h Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G,H,I,J,K,L,M,N/O,P,Q,R,S,T,U,V,W/X,Y/Z,a/b/c/d/e/f/g,h Minimum Base: 30(**) Small Base: 100(*)

25-061766-02 - 9th - 12th January 2026

Public

Political Pulse - January

Adults aged 18+ in GB

Q16. Which of the following, if either, would you trust more to deliver on the following issues? - Setting the right level of tax

All Adults aged 18+ in Great Britain

	Total	Gender			Age				Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote		
	Total	Male	Female	18-34	35-54	55+	18-75	76+	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduate	Non-graduate	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	White ethnic group	Minority ethnic group	Conservative	Labour	Liberal Democrats	Reform UK	Green Party	Other	Remain	Leave	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	
Unweighted base	1136	563	560	343	402	391	1087	49	697	439	274	296	259	157	53	97	603	533	721	415	177	255	280	348	970	152	178	351	88	125	47	51	459	338	
Weighted base	1136	550	573	312	376	447	1063	73	639	497	267	294	263	157	56	99	373	763	700	436	176	271	287	319	988	134	207	323	78	152	39	43	424	394	
Reform UK led by Nigel Farage	310 27%	173 32% C	136 24%	57 18%	103 27% D	150 34% DG	268 25% D	42 58% DEFG*	139 22%	172 35% I	68 25%	95 32%	70 27%	37 24%	19 34% *	21 22% *	66 18%	244 32% Q	185 26%	126 29%	44 25%	77 28%	82 29%	89 28%	285 29% Z	21 16%	97 47% bcef	26 8%	4 5% *	113 74% abcef*	4 11% *	3 7% *	63 15%	196 50% g	
The Labour Party led by Keir Starmer	309 27%	170 31% C	134 23%	105 34% FGH	102 27% H	101 23% H	301 28% FH	8 11% *	218 34% J	91 18%	80 30% L	57 19%	69 26%	53 34% L	19 33% *	31 31% L*	144 39% R	165 22%	199 28%	110 25%	54 31%	59 22%	72 25%	112 35% VW	259 26% Z	47 35%	12 6% acde	185 57% acde	33 42% ad*	7 4% *	11 27% ad*	18 43% ad*	194 46% h	49 12%	
Neither	360 32%	159 29% B	195 34%	88 28% FGH	116 31% F	157 35% F	342 32% F	18 25% *	204 32%	157 31%	80 30% O	103 35% O	34 34% O	50 32% O	9 16% *	28 28% *	122 33%	239 31%	204 29%	156 36% S	60 34%	94 35% X	92 32%	81 25%	312 32% Z	45 34%	83 40% bd	78 24%	32 41% bd*	23 15% *	23 58% bd*	18 42% bd*	134 31% bd*	119 30%	
Don't know	156 14%	47 9%	108 19% B	62 20% FGH	56 15% F	38 9%	151 14% F	5 7% *	79 12%	78 16%	38 14%	39 13%	34 13%	17 11%	9 16% *	19 19% *	41 11%	115 15%	113 16%	44 10% T	18 10%	41 15%	38 14%	131 13% Z	21 16%	14 7% bd	35 11% bd	9 12% *	9 6% *	2 5% *	3 8% *	33 8% *	29 7%		

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

ColumnProportions (5%): A,B/C,D,E/F,G,H,I,J,K/L,M,N/O,P,Q,R,S,T,U/V,W/X,Y/Z,a/b/c/d/e/f/g/h Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D,E/F,G,H,I,J,K,L,M,N/O,P,Q,R,S,T,U,V,W,X,Y,Z,a/b/c/d/e/f/g/h Minimum Base: 30(**) Small Base: 100(*)

25-061766-02 - 9th - 12th January 2026

Public

Political Pulse - January

Adults aged 18+ in GB

Q16. Which of the following, if either, would you trust more to deliver on the following issues? - Improving education

All Adults aged 18+ in Great Britain

	Total	Gender			Age				Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote		
		Total	Male	Female	18-34	35-54	55+	18-75	76+	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduate	Non-graduate	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	White ethnic group	Minority ethnic group	Conservative	Labour	Liberal Democrats	Reform UK	Green Party	Other	Remain	Leave
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	
Unweighted base	1136	563	560	343	402	391	1087	49	697	439	274	296	259	157	53	97	603	533	721	415	177	255	280	348	970	152	178	351	88	125	47	51	459	338	
Weighted base	1136	550	573	312	376	447	1063	73	639	497	267	294	263	157	56	99	373	763	700	436	176	271	287	319	988	134	207	323	78	152	39	43	424	394	
The Labour Party led by Keir Starmer	367 32%	198 36% C	164 29% H	111 36% H	110 29% H	146 33% EH	353 33% EH	13 18% *	260 41% J	107 21% J	86 32% K	83 28% L	79 30% M	65 41% N	21 37% *	33 33% *	163 44% R	204 27% R	236 34% S	130 30% T	54 31% U	69 26% V	95 33% W	136 43% UVW	319 32% Y	45 34% Z	34 17% d	210 65% acdef	38 48% ade*	9 6% *	10 25% d*	16 39% ad*	224 53% h	67 17% h	
Reform UK led by Nigel Farage	235 21%	138 25% C	95 17% C	57 18% H	73 19% G	105 23% G	205 19% DEFG*	29 40% DEFG*	102 16% I	133 27% I	63 24% P	63 22% P	53 20% M	27 17% N	19 34% NP*	10 10% *	52 14% Q	182 24% Q	142 20% S	93 21% T	44 25% U	62 23% V	52 18% W	63 20% X	204 21% Y	25 19% Z	60 29% bcf	19 6% *	6 7% *	92 60% abcef*	6 15% b*	5 11% *	46 11% g	146 37% g	
Neither	346 30%	155 28% B	185 32% B	83 27% F	119 32% F	144 32% F	327 31% F	19 26% *	189 30% I	157 32% I	79 30% O	104 36% O	29 29% O	28 28% O	7 12% *	34 34% O*	113 30% Q	233 30% Q	191 27% S	155 36% S	50 29% X	89 33% X	99 35% X	73 23% Y	302 31% Y	42 31% Z	80 39% bd	68 21% bd	30 38% bd*	26 17% *	19 49% bd*	16 36% bd*	114 27% bd*	123 31% bd*	
Don't know	189 17%	59 11% B	129 23% B	61 20% F	75 20% F	53 12% F	177 17% F	12 16% *	88 14% I	101 20% I	39 15% K	43 15% L	54 20% M	22 14% N	10 17% *	22 22% *	45 12% Q	144 19% Q	132 19% T	57 13% T	27 15% U	51 19% V	40 14% W	47 15% X	163 16% Y	22 17% Z	32 16% b	26 8% *	5 7% *	25 17% b*	4 11% *	6 14% *	40 9% *	57 15% *	

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

ColumnProportions (5%): A,B/C,D/E/F/G,H,I,J,K/L,M,N/O,P,Q/R,S/T,U/V/W/X,Y/Z,a/b/c/d/e/f/g/h Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G,H,I,J,K/L,M,N/O,P,Q/R,S/T,U/V/W/X,Y/Z,a/b/c/d/e/f/g/h Minimum Base: 30(**) Small Base: 100(*)

25-061766-02 - 9th - 12th January 2026

Public

Political Pulse - January

Adults aged 18+ in GB

Q16. Which of the following, if either, would you trust more to deliver on the following issues? - Dealing with climate change

All Adults aged 18+ in Great Britain

	Total	Gender			Age				Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote		
	Total	Male	Female	18-34	35-54	55+	18-75	76+	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduate	Non-graduate	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	White ethnic group	Minority ethnic group	Conservative	Labour	Liberal Democrats	Reform UK	Green Party	Other	Remain	Leave	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	
Unweighted base	1136	563	560	343	402	391	1087	49	697	439	274	296	259	157	53	97	603	533	721	415	177	255	280	348	970	152	178	351	88	125	47	51	459	338	
Weighted base	1136	550	573	312	376	447	1063	73	639	497	267	294	263	157	56	99	373	763	700	436	176	271	287	319	988	134	207	323	78	152	39	43	424	394	
The Labour Party led by Keir Starmer	373 33%	208 38% C	161 28%	120 38% EH	112 30%	142 32% H	360 34% EH	13 18% *	253 40% J	120 24% J	89 33%	90 31%	85 32%	56 36%	19 33% *	34 35% *	163 44% R	210 28%	233 33%	140 32%	55 31%	73 27%	95 33%	135 42% UVW	322 33%	50 37%	42 21% d	205 63% acdef	38 49% ad*	10 6% *	13 33% d*	16 38% ad*	219 52% h	77 20%	
Reform UK led by Nigel Farage	168 15%	97 18% C	71 12%	35 11%	53 14%	80 18% DG	146 14%	21 29% DEFG*	76 12% I	92 18% I	45 17%	44 15%	34 13%	21 13%	16 28% MNP*	8 9% *	33 9% Q	135 18% Q	109 16%	59 13%	34 19% W	44 16%	34 12%	44 14%	148 15%	16 12%	46 22% bcdf	17 5% *	6 7% *	69 45% abcef*	2 4% *	2 4% *	33 8% g	112 29% g	
Neither	426 38%	188 34%	229 40%	99 32%	144 38%	183 41% D	404 38% D	23 31% *	238 37% I	188 38% I	98 37%	121 41% O	100 38%	60 38%	12 22% *	35 36% *	134 36% Q	293 38%	249 36%	177 41%	61 35%	116 43% X	122 43% X	92 29%	375 38%	47 35%	94 45% b	75 23% b*	30 38% b*	55 36% b*	23 58% bd*	22 52% b*	140 33% b*	159 40%	
Don't know	169 15%	57 10% B	112 20% B	59 19% FG	67 18% FG	42 9% F	153 14% F	16 22% F*	71 11% I	98 20% I	35 13%	39 13%	44 17%	20 13%	10 17% *	21 21% *	44 12% Q	125 16% Q	109 15%	60 14%	25 15%	38 14% X	36 12% X	47 15%	144 15%	21 16%	25 12% b	8 8% b	4 5% *	19 12% *	2 5% *	3 7% *	32 8% *	45 12%	

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

ColumnProportions (5%): A,B/C,D/E/F/G,H,I,J,K/L,M,N/O,P,Q,R,S,T,U,V/W,X,Y/Z,a/b/c/d/e/f/g/h Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G,H,I,J,K,L,M,N/O,P,Q,R,S,T,U,V,W/X,Y/Z,a/b/c/d/e/f/g/h Minimum Base: 30(**) Small Base: 100(*)

25-061766-02 - 9th - 12th January 2026

Public

Political Pulse - January

Adults aged 18+ in GB

Q16. Which of the following, if either, would you trust more to deliver on the following issues? - Boosting international trade and encouraging investment

All Adults aged 18+ in Great Britain

	Total	Gender			Age				Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote		
		Total	Male	Female	18-34	35-54	55+	18-75	76+	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduate	Non-graduate	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	White ethnic group	Minority ethnic group	Conservative	Labour	Liberal Democrats	Reform UK	Green Party	Other	Remain	Leave
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	
Unweighted base	1136	563	560	343	402	391	1087	49	697	439	274	296	259	157	53	97	603	533	721	415	177	255	280	348	970	152	178	351	88	125	47	51	459	338	
Weighted base	1136	550	573	312	376	447	1063	73	639	497	267	294	263	157	56	99	373	763	700	436	176	271	287	319	988	134	207	323	78	152	39	43	424	394	
The Labour Party led by Keir Starmer	344 30%	193 35% C	147 26%	102 33%	106 28%	136 30%	331 31%	13 18% *	246 38% J	98 20%	92 34% L	74 25%	71 27%	55 35%	19 34% *	34 34% *	156 42% R	188 25%	213 30%	131 30%	58 33%	76 28%	80 28%	121 38% VW	295 30%	48 36%	27 13% d	196 61% ade	41 53% ade*	6 4% *	10 26% ad*	22 51% ade*	223 53% h	54 14%	
Reform UK led by Nigel Farage	329 29%	190 35% C	138 24%	72 23%	107 28%	150 33% DG	290 27%	39 54% DEFG*	152 24% I	177 36% I	78 29%	91 31%	84 32%	35 22%	20 35% *	21 22% *	65 17% Q	264 35%	198 28%	131 30%	53 30%	76 28%	91 32%	89 28%	296 30% Z	28 21%	96 46% bcef	39 12%	4 5% *	118 77% abcef*	7 19% c*	3 6% *	64 15% g	205 52% g	
Neither	301 27%	121 22% B	172 30% H	85 27% H	97 26% H	120 27% H	292 28% H	9 12% *	166 26% I	135 27%	58 22%	96 33% KM	62 23%	49 31%	12 21% *	24 25% *	107 29% I	195 26%	181 26%	120 28%	42 24%	80 29%	78 27%	70 22%	255 26% bd	43 32%	63 30% bd	59 18% d	29 38% bd*	14 9% *	20 52% abd*	14 33% bd*	100 24% bd*	99 25%	
Don't know	161 14%	45 8% B	116 20% F	53 17% F	67 18% FG	42 9% F	150 14% F	12 16% *	75 12% I	87 17% I	39 15%	33 11% KM	47 18%	18 11%	5 10% *	19 19% *	45 12% I	116 15%	108 15%	53 12%	23 13%	39 15%	38 13%	39 12%	142 14% bd	15 11%	22 9% d	30 9% d	4 5% *	15 10% *	1 4% *	4 9% *	37 9% *	36 9%	

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

ColumnProportions (5%): A,B/C,D/E/F/G,H,I,J,K/L,M,N/O,P,Q/R,S/T,U/V/W/X,Y/Z,a/b/c/d/e/f/g/h Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G,H,I,J,K,L,M,N/O,P,Q,R,S,T,U,V,W/X,Y/Z,a/b/c/d/e/f/g,h Minimum Base: 30(**) Small Base: 100(*)

25-061766-02 - 9th - 12th January 2026

Public

Political Pulse - January

Adults aged 18+ in GB

Q16. Which of the following, if either, would you trust more to deliver on the following issues? - Supporting British businesses

All Adults aged 18+ in Great Britain

	Total	Gender			Age				Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote					
		Total	Male	Female	18-34	35-54	55+	18-75	76+	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduate	Non-graduate	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	White ethnic group	Minority ethnic group	Conservative	Labour	Liberal Democrats	Reform UK	Green Party	Other	Remain	Leave			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)				
Unweighted base	1136	563	560	343	402	391	1087	49	697	439	274	296	259	157	53	97	603	533	721	415	177	255	280	348	970	152	178	351	88	125	47	51	459	338				
Weighted base	1136	550	573	312	376	447	1063	73	639	497	267	294	263	157	56	99	373	763	700	436	176	271	287	319	988	134	207	323	78	152	39	43	424	394				
Reform UK led by Nigel Farage	369 32%	203 37% C	164 29%	78 25%	121 32%	170 38% DG	329 31% D	40 54% DEFG*	173 27% I	196 39% I	81 30%	98 33%	96 37%	40 26%	24 44% *	29 29% *	81 22%	287 38% Q	226 32%	143 33%	64 37%	89 33%	93 32%	98 31%	332 34% Z	31 23%	108 52% bcdf	32 10%	7 9% *	135 89% abcdf*	7 18% *	7 17% *	72 17% g	226 57% g				
The Labour Party led by Keir Starmer	313 28%	173 32% C	135 24%	96 31% H	101 27%	115 26%	303 28% H	10 14% *	224 35% J	89 18% J	77 29%	63 21%	66 25%	60 38% LM	17 31% *	30 30% *	152 41% R	161 21%	208 30%	105 24%	41 23%	65 24%	80 28%	115 36% UV	263 27%	48 36% Y	17 8%	194 60% acde	31 40% ad*	7 5% *	9 23% ad*	19 44% ad*	19 47% h	200 52% h				
Neither	295 26%	128 23%	160 28%	81 26%	98 26%	116 26%	282 27% *	13 18% *	162 25% *	133 27% *	64 24% KMO	97 33% KMO	64 24%	40 25%	6 11% *	24 24% *	100 27% *	195 26% *	164 23%	131 30% S	50 X	75 X	80 X	61 19%	252 26% bd	40 30% bd	63 20% d	64 34% bd*	26 34% bd*	4 2% *	21 53% abd*	15 34% bd*	14 17% d*	7 4% *	2 6% *	2 4% *	38 9% *	81 21% *
Don't know	159 14%	46 8% B	114 20% B	57 18% FG	56 15%	46 10%	149 14% F	11 15% *	80 13% *	79 16% *	45 17% *	36 12% *	17 14% *	17 11% *	8 14% *	16 17% *	40 11% Q	120 16% Q	103 15% Q	57 13% Q	21 12% Q	42 16% Q	34 12% Q	44 14% Q	141 14% Q	15 11% Q	19 9% Q	33 10% Q	14 17% d*	7 4% *	2 6% *	2 4% *	38 9% *	34 9% *				

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

ColumnProportions (5%): A,B/C,D/E/F/G,H,I,J,K/L,M,N/O,P,Q/R,S/T,U/V/W/X,Y/Z,a/b/c/d/e/f/g/h Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G,H,I,J,K/L,M,N/O,P,Q,R,S,T,U/V,W/X,Y/Z,a/b/c/d/e/f/g/h Minimum Base: 30(**) Small Base: 100(*)

25-061766-02 - 9th - 12th January 2026

Public

Political Pulse - January

Adults aged 18+ in GB

QLEADER1A. Which of the following, if either, do you think would make a better Prime Minister?

All Adults aged 18+ in Great Britain

	Total	Gender			Age				Social grade		Region					Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote			
		Total	Male	Female	18-34	35-54	55+	18-75	76+	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduate	Non-graduate	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	White ethnic group	Minority ethnic group	Conservative	Labour	Liberal Democrats	Reform UK	Green Party	Other	Remain	Leave
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	
Unweighted base	1136	563	560	343	402	391	1087	49	697	439	274	296	259	157	53	97	603	533	721	415	177	255	280	348	970	152	178	351	88	125	47	51	459	338	
Weighted base	1136	550	573	312	376	447	1063	73	639	497	267	294	263	157	56	99	373	763	700	436	176	271	287	319	988	134	207	323	78	152	39	43	424	394	
Keir Starmer	297	162	131	89	91	118	285	12	217	81	69	62	69	54	15	29	147	151	183	114	46	61	73	109	261	34	14	193	34	4	8	14	198	46	
	26%	30%	23%	28%	24%	26%	27%	17%	34%	16%	26%	21%	26%	34%	26%	29%	39%	20%	26%	26%	26%	22%	26%	34%	26%	25%	7%	60%	43%	2%	22%	32%	47%	12%	
		C						*	J					L	*	*	R							VW			acdef	ade*	*	ad*	ad*	h			
Kemi Badenoch	283	145	137	48	86	149	248	35	163	120	63	86	77	33	8	15	72	210	150	132	43	67	78	71	257	25	133	27	8	70	4	4	74	170	
	25%	26%	24%	15%	23%	33%	23%	48%	26%	24%	24%	29%	29%	21%	15%	15%	19%	28%	21%	30%	25%	25%	27%	22%	26%	18%	64%	8%	11%	46%	11%	10%	17%	43%	
				D	D	DEG	D	DEFG*				P	P		*	*	Q		S							bcd	*	bcd*	*	*	*	g			
No difference between the two	120	52	67	37	38	45	117	4	62	58	26	32	24	18	8	12	38	82	75	46	20	29	30	29	102	18	14	35	7	10	5	6	35	37	
	11%	10%	12%	12%	10%	10%	11%	5%	10%	12%	10%	11%	9%	12%	15%	13%	10%	11%	11%	11%	12%	11%	10%	9%	10%	14%	7%	11%	9%	10	6%	13%	13%	8%	9%
								*						*	*		Q										*	*	*	*	*	*			
Neither would make a good Prime Minister	303	155	142	80	106	117	281	22	131	172	75	87	65	33	15	29	81	222	196	107	48	80	72	77	262	33	38	44	23	63	17	14	83	124	
	27%	28%	25%	26%	28%	26%	26%	31%	21%	35%	28%	30%	25%	21%	26%	29%	22%	29%	28%	24%	27%	29%	25%	24%	26%	25%	18%	14%	23	29%	41%	44%	32%	20%	31%
								*		I					*	*	Q											b*	ab*	ab*	b*	b*	g		
Don't know	132	35	96	59	55	18	132	-	66	66	34	26	28	19	10	14	35	97	95	37	19	34	34	33	106	24	8	23	6	6	4	5	34	17	
	12%	6%	17%	19%	15%	4%	12%	-	10%	13%	13%	9%	11%	12%	18%	15%	9%	13%	14%	8%	11%	13%	12%	10%	11%	18%	4%	7%	8%	4%	10%	13%	8%	4%	
		B	FGH	FH	FH	FH	FH	*							*	*		T							Y			*	*	*	a*				

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

ColumnProportions (5%): A,B/C,D/E/F/G,H,I,J,K,L,M,N/O,P,Q/R,S/T,U/V/W/X,Y,Z,a/b/c/d/e/f/g/h Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G,H,I,J,K,L,M,N/O,P,Q,R,S,T,U,V/W/X,Y/Z,a/b/c/d/e/f/g/h Minimum Base: 30(**) Small Base: 100(*)

25-061766-02 - 9th - 12th January 2026

Public

Political Pulse - January

Adults aged 18+ in GB

QLEADER1B. Which of the following, if either, do you think would make a better Prime Minister?

All Adults aged 18+ in Great Britain

	Total	Gender			Age				Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote		
		Total	Male	Female	18-34	35-54	55+	18-75	76+	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduate	Non-graduate	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	White ethnic group	Minority ethnic group	Conservative	Labour	Liberal Democrats	Reform UK	Green Party	Other	Remain	Leave
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	
Unweighted base	1136	563	560	343	402	391	1087	49	697	439	274	296	259	157	53	97	603	533	721	415	177	255	280	348	970	152	178	351	88	125	47	51	459	338	
Weighted base	1136	550	573	312	376	447	1063	73	639	497	267	294	263	157	56	99	373	763	700	436	176	271	287	319	988	134	207	323	78	152	39	43	424	394	
Keir Starmer	363 32%	181 33%	178 31%	109 35%	110 29%	144 32%	348 33%	15 20%	262 41%	102 20%	81 30%	81 28%	88 34%	62 39%	16 29%	35 35%	167 45%	196 26%	223 32%	140 32%	53 30%	77 28%	93 32%	124 39%	317 32%	43 32%	27 13%	217 67%	38 49%	4 3%	11 27%	14 34%	227 53%	56 14%	
Nigel Farage	350 31%	206 38%	143 25%	64 20%	109 29%	177 40%	304 29%	46 63%	168 26%	182 37%	84 31%	95 32%	92 35%	35 22%	22 39%	23 23%	66 18%	284 37%	214 31%	136 31%	56 32%	84 31%	94 33%	98 31%	326 33%	20 15%	99 48%	36 11%	8 10%	136 89%	4 11%	8 18%	65 15%	227 58%	
No difference between the two	79 7%	39 7%	41 7%	32 10%	29 8%	18 4%	77 7%	2 3%	49 8%	30 6%	25 9%	15 5%	17 6%	10 6%	6 10%	7 7%	31 8%	48 6%	53 8%	26 6%	14 8%	23 8%	16 6%	18 6%	67 7%	13 9%	15 7%	14 4%	7 9%	3 2%	5 12%	1 2%	20 5%	26 6%	
Neither would make a good Prime Minister	255 22%	104 19%	144 25%	65 21%	90 24%	100 22%	245 23%	9 13%	124 19%	131 26%	57 21%	80 27%	51 19%	36 23%	14 11%	24 25%	83 22%	171 22%	144 21%	111 25%	41 23%	64 24%	62 22%	56 18%	211 21%	41 30%	66 32%	43 13%	21 27%	6 4%	19 48%	15 35%	98 23%	74 19%	
Don't know	89 8%	20 4%	68 12%	42 14%	38 10%	8 2%	88 8%	1 1%	37 6%	52 10%	20 8%	23 8%	16 6%	14 9%	6 11%	10 10%	25 7%	64 8%	67 9%	22 5%	12 7%	24 9%	22 8%	22 7%	68 7%	17 13%	1 *	14 4%	4 5%	3 2%	1 2%	4 10%	15 3%	11 3%	

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

ColumnProportions (5%): A,B/C,D/E/F/G,H,I,J,K/L,M,N/O,P,Q/R,S/T,U/V/W/X,Y/Z,a/b/c/d/e/f/g/h Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G,H,I,J,K/L,M,N/O,P,Q,R,S,T,U/V/W/X,Y/Z,a/b/c/d/e/f/g/h Minimum Base: 30(**) Small Base: 100(*)

25-061766-02 - 9th - 12th January 2026

Public

Political Pulse - January

Adults aged 18+ in GB

QLEADER1C. Which of the following, if either, do you think would make a better Prime Minister?

All Adults aged 18+ in Great Britain

	Total	Gender			Age				Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote		
		Total	Male	Female	18-34	35-54	55+	18-75	76+	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduate	Non-graduate	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	White ethnic group	Minority ethnic group	Conservative	Labour	Liberal Democrats	Reform UK	Green Party	Other	Remain	Leave
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	
Unweighted base	1136	563	560	343	402	391	1087	49	697	439	274	296	259	157	53	97	603	533	721	415	177	255	280	348	970	152	178	351	88	125	47	51	459	338	
Weighted base	1136	550	573	312	376	447	1063	73	639	497	267	294	263	157	56	99	373	763	700	436	176	271	287	319	988	134	207	323	78	152	39	43	424	394	
Andy Burnham	269 24%	154 28% C	113 20%	38 12%	83 22% D	148 33% DEG	249 23% D	20 27% D*	168 26% J	102 20%	81 30% LM	59 20%	57 22%	40 25%	10 17%	23 23% *	91 24%	178 23%	140 20%	129 30% S	35 20%	65 24%	87 30% UX	69 22% Z	255 26% Z	15 11%	38 18%	103 32% a	26 33% a*	43 28% *	8 20% *	19 45% ae*	133 31%	102 26%	
Keir Starmer	197 17%	106 19%	89 15%	81 26% EFGH	56 15%	61 14%	193 18% EF	5 6% *	139 22% J	59 12%	35 13%	46 15%	46 17%	44 28% KLM	9 17% *	17 18% *	94 25% R	103 14%	142 20%	55 13% T	29 17%	42 15%	43 15%	76 24% VW	162 16% Y	32 24% Y	24 12% d	111 34% adef	19 25% ad*	3 2% *	7 19% d*	7 16% d*	107 25% h	36 9%	
No difference between the two	147 13%	75 14%	72 12%	47 15%	50 13%	49 11%	137 13% *	10 13% *	90 14% *	57 11% *	35 13% *	40 14% *	31 12% *	21 13% *	8 14% *	12 12% *	55 15% *	92 12% *	89 13% *	58 13% *	24 14% *	43 16% *	34 12% *	40 13% *	127 13% *	19 15% *	25 12% *	50 15% *	6 8% *	17 11% *	4 11% *	3 8% *	51 12% *	53 13%	
Neither would make a good Prime Minister	360 32%	171 31%	182 32%	80 25%	121 32%	159 36% DG	323 30% D	36 50% DEFG*	153 24% I	207 42% I	77 29% KNP	116 39% KNP	90 34% N	31 20% *	20 35% *	26 26% *	82 22% Q	277 36% Q	219 31%	140 32%	65 37%	87 32%	79 27%	90 28%	314 32% bcf	39 29% bcf	108 52% bcf	32 10% b*	17 22% b*	77 50% bcf*	18 45% bcf*	5 11% *	87 21% *	177 45% g	
Don't know	162 14%	43 8% B	117 20% B	66 21% FGH	67 18% FH	30 7% FH	160 15% FH	2 3% *	90 14% *	73 15% *	38 14% *	33 11% *	39 15% *	22 14% *	10 17% *	21 21% L*	51 14% *	112 15% *	109 16% *	53 12% *	22 13% *	35 13% *	44 15% *	44 14% *	130 13% Y	28 21% Y	12 6% *	28 9% *	10 12% *	12 8% *	2 6% *	8 20% abd*	46 11% *	25 6%	

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

ColumnProportions (5%): A,B/C,D/E/F/G,H,I,J,K/L,M,N/O,P,Q,R,S/T,U/V,W/X,Y,Z,a/b/c/d/e/f/g/h Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G,H,I,J,K/L,M,N/O,P,Q,R,S,T,U,V,W/X,Y/Z,a/b/c/d/e/f/g/h Minimum Base: 30(**) Small Base: 100(*)

25-061766-02 - 9th - 12th January 2026

Public

Political Pulse - January

Adults aged 18+ in GB

QLEADER1D. Which of the following, if either, do you think would make a better Prime Minister?

All Adults aged 18+ in Great Britain

	Total	Gender			Age				Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote		
		Total	Male	Female	18-34	35-54	55+	18-75	76+	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduate	Non-graduate	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	White ethnic group	Minority ethnic group	Conservative	Labour	Liberal Democrats	Reform UK	Green Party	Other	Remain	Leave
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	
Unweighted base	1136	563	560	343	402	391	1087	49	697	439	274	296	259	157	53	97	603	533	721	415	177	255	280	348	970	152	178	351	88	125	47	51	459	338	
Weighted base	1136	550	573	312	376	447	1063	73	639	497	267	294	263	157	56	99	373	763	700	436	176	271	287	319	988	134	207	323	78	152	39	43	424	394	
Keir Starmer	230	119	108	88	70	72	226	4	165	65	38	56	62	42	11	21	115	114	165	65	28	51	55	88	188	39	21	136	22	7	6	8	135	42	
	20%	22%	19%	28%	18%	16%	21%	5%	26%	13%	14%	19%	24%	27%	20%	21%	31%	15%	23%	15%	16%	19%	19%	27%	19%	29%	10%	42%	28%	5%	16%	20%	32%	11%	
				EF	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c	d	e	f	g	h			
Wes Streeting	153	88	64	23	42	88	143	10	97	55	35	40	37	22	9	9	50	102	80	73	15	27	51	52	146	7	42	35	13	28	5	9	62	73	
	13%	16%	11%	7%	11%	20%	13%	13%	15%	11%	13%	14%	14%	14%	15%	10%	13%	13%	11%	17%	8%	10%	18%	16%	15%	5%	21%	11%	17%	18%	12%	20%	15%	19%	
				DE	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c	d	e	f	g	h		
No difference between the two	167	89	78	45	50	72	152	16	106	61	44	48	31	23	5	15	54	113	97	70	28	47	41	40	149	18	32	63	7	18	4	6	60	59	
	15%	16%	14%	14%	13%	16%	14%	21%	17%	12%	17%	16%	12%	15%	10%	16%	15%	15%	14%	16%	16%	17%	14%	12%	15%	14%	15%	20%	10%	12%	11%	14%	14%	15%	
				DE	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c	d	e	f	g	h		
Neither would make a good Prime Minister	420	204	209	91	147	182	380	41	189	232	107	113	99	46	22	34	102	318	254	167	80	108	100	95	370	44	104	54	23	89	18	14	110	202	
	37%	37%	36%	29%	39%	41%	36%	56%	30%	47%	40%	38%	37%	29%	38%	34%	27%	42%	36%	38%	46%	40%	35%	30%	37%	33%	50%	17%	29%	58%	45%	32%	26%	51%	
				DE	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c	d	e	f	g	h		
Don't know	166	50	113	66	67	33	163	3	83	83	42	37	35	23	10	19	51	115	105	61	24	38	40	45	136	26	8	35	13	10	6	6	57	18	
	15%	9%	20%	21%	18%	7%	15%	4%	13%	17%	16%	13%	13%	15%	17%	19%	14%	15%	15%	14%	14%	14%	14%	14%	14%	19%	4%	11%	16%	7%	16%	14%	13%	5%	
				FG	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c	d	e	f	g	h				

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

ColumnProportions (5%): A,B/C,D/E/F/G,H,I,J,K/L,M,N/O,P,Q,R,S/T,U/V,W/X,Y,Z,a/b/c/d/e/f/g/h Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G,H,I,J,K/L,M,N/O,P,Q,R,S,T,U/V,W/X,Y,Z,a/b/c/d/e/f/g/h Minimum Base: 30(**) Small Base: 100(*)

25-061766-02 - 9th - 12th January 2026

Public

Political Pulse - January

Adults aged 18+ in GB

QLEADER1E. Which of the following, if either, do you think would make a better Prime Minister?

All Adults aged 18+ in Great Britain

	Total	Gender			Age				Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote			
	Total	Male	Female	18-34	35-54	55+	18-75	76+	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduate	Non-graduate	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	White ethnic group	Minority ethnic group	Conservative	Labour	Liberal Democrats	Reform UK	Green Party	Other	Remain	Leave		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)		
Unweighted base	1136	563	560	343	402	391	1087	49	697	439	274	296	259	157	53	97	603	533	721	415	177	255	280	348	970	152	178	351	88	125	47	51	459	338		
Weighted base	1136	550	573	312	376	447	1063	73	639	497	267	294	263	157	56	99	373	763	700	436	176	271	287	319	988	134	207	323	78	152	39	43	424	394		
Keir Starmer	249 22%	136 25%	111 19%	80 26%	67 18%	103 23%	240 23%	10 13%	183 29%	66 13%	50 19%	60 20%	68 26%	41 26%	14 24%	18 18%	109 29%	140 18%	162 23%	87 20%	30 17%	42 16%	75 26%	95 30%	210 21%	38 29%	36 17%	149 46%	20 26%	8 5%	2 5%	5 12%	153 36%	49 12%		
Zack Polanski	135 12%	68 12%	64 11%	46 15%	44 12%	45 10%	127 12%	8 11%	94 15%	41 8%	31 11%	28 9%	33 12%	23 15%	6 10%	15 16%	60 16%	75 10%	77 11%	59 13%	26 15%	30 11%	33 12%	38 12%	119 12%	16 12%	8 4%	55 17%	15 19%	8 5%	17 43%	11 26%	72 17%	28 7%		
No difference between the two	118 10%	63 11%	55 10%	42 13%	38 10%	38 8%	111 10%	7 9%	64 10%	54 11%	25 9%	45 15%	22 8%	15 9%	3 5%	8 9%	43 11%	75 10%	76 11%	42 10%	19 11%	37 14%	30 11%	29 9%	100 10%	18 13%	20 10%	8 8%	55 9%	7 17%	8 11%	17 16%	6 17%	7 8%	36 8%	45 11%
Neither would make a good Prime Minister	449 40%	226 41%	220 38%	78 25%	156 41%	216 48%	408 38%	42 57%	200 31%	249 50%	118 44%	122 41%	96 37%	56 36%	21 37%	37 37%	105 28%	344 45%	266 38%	184 42%	73 42%	112 41%	108 38%	112 35%	407 41%	38 28%	125 61%	58 18%	21 27%	111 73%	9 23%	9 21%	109 26%	235 60%		
Don't know	184 16%	58 11%	123 21%	67 21%	72 19%	46 10%	177 17%	7 9%	97 15%	87 17%	44 17%	39 13%	44 17%	23 14%	13 24%	20 21%	55 15%	129 17%	120 17%	64 15%	28 16%	50 18%	40 14%	46 14%	153 15%	24 18%	17 8%	36 11%	15 19%	9 6%	5 13%	10 24%	54 13%	36 9%		

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

ColumnProportions (5%): A,B/C,D/E/F/G,H,I,J,K/L,M,N/O,P,Q/R,S/T,U/V/W/X,Y/Z,a/b/c/d/e/f/g/h Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G,H,I,J,K/L,M,N/O,P,Q,R,S,T,U,V/W/X,Y/Z,a/b/c/d/e/f/g/h Minimum Base: 30(**) Small Base: 100(*)

25-061766-02 - 9th - 12th January 2026

Public

Political Pulse - January

Adults aged 18+ in GB

QLEADER1F. Which of the following, if either, do you think would make a better Prime Minister?

All Adults aged 18+ in Great Britain

	Total	Gender			Age				Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote		
	Total	Male	Female	18-34	35-54	55+	18-75	76+	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduate	Non-graduate	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	White ethnic group	Minority ethnic group	Conservative	Labour	Liberal Democrats	Reform UK	Green Party	Other	Remain	Leave	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	
Unweighted base	1136	563	560	343	402	391	1087	49	697	439	274	296	259	157	53	97	603	533	721	415	177	255	280	348	970	152	178	351	88	125	47	51	459	338	
Weighted base	1136	550	573	312	376	447	1063	73	639	497	267	294	263	157	56	99	373	763	700	436	176	271	287	319	988	134	207	323	78	152	39	43	424	394	
Keir Starmer	250 22%	131 24%	117 20%	83 27% E	68 18%	99 22%	238 22% E	12 16% *	180 28%	71 14%	39 15%	61 21%	75 28% K	47 30% KP	12 22% *	17 17% *	112 30% R	138 18%	161 23%	90 21%	31 18%	45 16%	69 24%	99 28% UV	208 21% Y	41 31% d	41 20% acdef	137 42% d*	21 27% *	9 6% *	5 13% *	8 18% d*	147 35% h	53 13%	
Angela Rayner	108 9%	56 10%	49 9%	24 8%	37 10%	46 10%	102 10%	6 8% *	67 10%	41 8%	30 11% L	12 4%	28 11% L	19 12% L	6 10% *	13 13% L*	47 13% R	61 8%	50 11%	16 9%	27 10%	30 10%	32 10%	97 10%	8 6%	7 3%	51 16% ad	12 15% ad*	9 6% *	7 19% ad*	7 18% ad*	56 13% h	28 7%		
No difference between the two	167 15%	82 15%	84 15%	51 16%	57 15%	58 13%	153 14%	14 19% *	93 15%	73 15%	36 13%	51 17%	31 12%	19 12%	14 26% M*	15 15% *	50 14%	116 15%	105 15%	61 14%	37 21% X	46 17%	38 13%	38 12%	144 15%	22 17%	28 14%	50 15%	14 17% *	16 10% *	5 12% *	6 13% *	59 14%	54 14%	
Neither would make a good Prime Minister	469 41%	240 44%	224 39%	88 28%	155 41%	226 50%	427 40% D	41 57% DEG	226 35% D	243 49% DG*	130 49% I	142 48% MNO	99 37% MNO	49 31%	14 26% *	35 35% *	119 32%	349 46% Q	280 40%	189 43%	71 40%	46 45%	114 40%	118 37%	426 43% Z	37 27%	128 62% bcdf	59 18%	24 31% b*	112 73% bcdf*	17 44% b*	12 29% *	127 30%	242 62% g	
Don't know	143 13%	42 8%	99 17% B	66 21% FGH	59 16% FH	18 4%	143 13% FH	- 13% *	73 11%	70 14%	32 12%	28 10%	31 12%	23 14%	9 17% *	19 20% L*	44 12%	99 13%	97 14%	46 11%	20 12%	31 12%	36 13%	41 13%	113 11%	26 19% Y	3 2%	26 8% a	7 9% a*	7 5% *	5 12% a*	9 22% abd*	36 8% h	17 4%	

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

ColumnProportions (5%): A,B/C,D/E/F/G,H,I,J,K/L,M,N/O,P,Q/R,S/T,U/V,W/X,Y/Z,a/b/c/d/e/f/g/h Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G,H,I,J,K/L,M,N/O,P,Q,R,S,T,U/V,W/X,Y/Z,a/b/c/d/e/f/g/h Minimum Base: 30(**) Small Base: 100(*)

25-061766-02 - 9th - 12th January 2026

Public

Political Pulse - January

Adults aged 18+ in GB

QLEADER2A. Which of the following, if either, do you think would make a better Prime Minister?

All Adults aged 18+ in Great Britain

	Total	Gender			Age				Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote		
	Total	Male	Female	18-34	35-54	55+	18-75	76+	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduate	Non-graduate	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	White ethnic group	Minority ethnic group	Conservative	Labour	Liberal Democrats	Reform UK	Green Party	Other	Remain	Leave	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	
Unweighted base	1136	563	560	343	402	391	1087	49	697	439	274	296	259	157	53	97	603	533	721	415	177	255	280	348	970	152	178	351	88	125	47	51	459	338	
Weighted base	1136	550	573	312	376	447	1063	73	639	497	267	294	263	157	56	99	373	763	700	436	176	271	287	319	988	134	207	323	78	152	39	43	424	394	
Nigel Farage	278 24%	182 33% C	95 17%	66 21%	86 23%	127 28% DG	245 23%	33 46% DEFG*	134 21%	145 29% I	57 21%	80 27% N	76 29% N	27 17%	21 37% NP*	18 18%	63 17%	215 28% Q	181 26%	98 22%	44 25%	72 26%	62 22%	88 27%	246 25%	27 20%	55 27% bce	46 14%	6 8% *	109 72% abcdef*	3 7% *	7 16% *	55 13%	166 42% g	
Kemi Badenoch	246 22%	114 21%	131 23%	61 20%	79 21%	106 24%	225 21%	21 29% *	154 24%	92 19%	54 20%	69 24% P	64 24% P	38 24%	9 16% *	12 13% *	86 23%	160 21%	131 19%	115 26% S	36 21%	45 16%	74 26%	68 21%	220 22%	26 19%	103 50% bcdef	53 16%	18 23% d*	14 9% *	11 29% d*	5 12% *	102 24%	89 23%	
No difference between the two	133 12%	56 10%	75 13%	36 12%	47 12%	50 11%	129 12%	4 5% *	76 12%	56 11%	29 11%	33 11%	24 9%	29 18% M	7 12% *	11 11% *	43 12%	89 12%	87 12%	45 10%	23 13%	33 12%	34 12%	31 10%	110 11%	22 16%	18 9%	48 14% *	11 8% *	13 13% *	5 20% *	8 10%	44 10%	49 12%	
Neither would make a good Prime Minister	343 30%	154 28%	179 31%	81 26%	120 32%	141 32% H	330 31% D	13 18% *	200 31%	142 29%	92 34%	79 27%	74 28%	43 28%	17 31% *	37 37% *	141 38% R	202 26%	204 29%	138 32%	56 32%	88 32%	82 28%	91 28%	299 30%	38 29%	29 14% d	149 46% ad	36 46% ad*	6 4% *	18 47% ad*	18 42% ad*	184 43% h	69 18%	
Don't know	136 12%	43 8% B	92 16% B	68 22% EFGH	44 12% F	24 5% F	134 13% F	2 3% *	75 12%	61 12%	34 13%	33 11%	26 10%	20 13%	2 4% *	21 21% LMO*	40 11%	96 13%	97 14% T	39 9%	15 9%	34 13%	35 12%	41 13%	112 11%	21 16%	1 1% a	27 8% a	7 9% a*	10 6% a*	2 5% *	4 10% a*	39 9%	21 5%	

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

ColumnProportions (5%): A,B/C,D/E/F/G,H,I,J,K/L,M,N/O,P,Q,R,S/T,U/V,W/X,Y,Z,a/b/c/d/e/f/g/h Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G,H,I,J,K/L,M,N/O,P,Q,R,S,T,U,V,W/X,Y/Z,a/b/c/d/e/f/g/h Minimum Base: 30(**) Small Base: 100(*)

25-061766-02 - 9th - 12th January 2026

Public

Political Pulse - January

Adults aged 18+ in GB

QLEADER2B. Which of the following, if either, do you think would make a better Prime Minister?

All Adults aged 18+ in Great Britain

	Total	Gender			Age				Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote		
		Total	Male	Female	18-34	35-54	55+	18-75	76+	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduate	Non-graduate	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	White ethnic group	Minority ethnic group	Conservative	Labour	Liberal Democrats	Reform UK	Green Party	Other	Remain	Leave
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	
Unweighted base	1136	563	560	343	402	391	1087	49	697	439	274	296	259	157	53	97	603	533	721	415	177	255	280	348	970	152	178	351	88	125	47	51	459	338	
Weighted base	1136	550	573	312	376	447	1063	73	639	497	267	294	263	157	56	99	373	763	700	436	176	271	287	319	988	134	207	323	78	152	39	43	424	394	
Nigel Farage	334 29%	202 37% C	132 23%	74 24%	104 28%	157 35% DEG	292 28%	42 57% DEFG*	164 26%	171 34% I	74 28%	91 31%	88 33%	40 26%	20 35% *	22 22% *	70 19%	264 35% Q	208 30%	126 29%	59 34%	77 29%	80 28%	101 32%	300 30%	30 22%	97 47% bcef	44 14% f	6 7% *	125 82% abcef*	5 13% *	1 2% *	55 13% g	215 55% g	
Andy Burnham	306 27%	161 29%	141 25%	52 17%	98 26% D	156 35% DEGH	291 27%	15 20% *	207 32% J	206 20% I	89 33% L	63 22%	70 27%	39 25%	18 31% *	27 28% *	142 38% R	165 22%	169 24%	137 31% S	42 24%	69 25%	86 30%	93 29%	281 28% Z	24 18%	27 13% d	174 54% ade	34 44% ad*	2 1% *	11 28% ad*	22 52% ade*	203 48% h	61 15% h	
No difference between the two	92 8%	37 7%	55 10%	45 14% EFGH	28 8%	18 4%	91 9%	1 1% *	59 9%	33 7%	16 6%	26 9%	18 7%	22 14% KM	4 7% *	7 7% *	31 8%	62 8%	27 9%	27 6%	14 8%	23 8%	22 8%	27 8%	76 8%	15 11%	12 6%	21 7%	10 13% *	10 7% *	4 11% *	7 16% ab*	30 7% ab*	30 8%	
Neither would make a good Prime Minister	257 23%	114 21%	139 24%	76 24%	88 23%	93 21% F	245 23%	12 17% *	129 20%	128 26% I	60 22%	77 26%	59 22%	29 19%	10 18% *	22 23% *	85 23%	172 23%	154 22%	103 24%	42 24%	69 26%	61 21%	58 18%	215 22%	38 28%	63 30% bd	56 17% d	19 24% d*	11 7% *	16 41% bdf*	8 20% d*	100 24% d*	69 18% d*	
Don't know	146 13%	36 7% B	107 19% B	65 21% FGH	59 16% FH	23 5% F	143 13% F	3 4% *	81 13% I	65 13% I	27 10% I	37 12% I	29 11% I	27 17% I	5 9% *	21 21% KM*	45 12% I	101 13% I	104 15% T	42 10% T	18 10% T	33 12% T	39 14% T	40 13% T	117 12% Y	27 20% Y	4 4% ad*	28 9% ad*	9 12% ad*	5 3% *	3 7% *	4 10% *	35 8% *	20 5% *	

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

ColumnProportions (5%): A,B/C,D/E/F/G,H,I,J,K,L,M,N/O,P,Q,R,S/T,U/V,W/X,Y,Z,a/b/c/d/e/f/g/h Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G,H,I,J,K,L,M,N/O,P,Q,R,S,T,U,V,W/X,Y/Z,a/b/c/d/e/f/g/h Minimum Base: 30(**) Small Base: 100(*)

25-061766-02 - 9th - 12th January 2026

Public

Political Pulse - January

Adults aged 18+ in GB

QLEADER2C. Which of the following, if either, do you think would make a better Prime Minister?

All Adults aged 18+ in Great Britain

	Total	Gender			Age				Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote		
	Total	Male	Female	18-34	35-54	55+	18-75	76+	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduate	Non-graduate	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	White ethnic group	Minority ethnic group	Conservative	Labour	Liberal Democrats	Reform UK	Green Party	Other	Remain	Leave	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	
Unweighted base	1136	563	560	343	402	391	1087	49	697	439	274	296	259	157	53	97	603	533	721	415	177	255	280	348	970	152	178	351	88	125	47	51	459	338	
Weighted base	1136	550	573	312	376	447	1063	73	639	497	267	294	263	157	56	99	373	763	700	436	176	271	287	319	988	134	207	323	78	152	39	43	424	394	
Nigel Farage	330 29%	200 36% C	129 23%	66 21%	107 28%	157 35%	288 27%	42 58%	159 25%	171 34%	80 30%	88 30%	92 35%	32 20%	17 31%	20 20%	72 19%	258 34%	212 30%	118 27%	56 32%	82 30%	81 28%	94 30%	294 30%	33 24%	89 43% bcef	51 16%	6 8%	120 79% abcef*	5 12%	7 17%	64 15%	209 53% g	
Wes Streeting	259 23%	135 25%	120 21%	47 15%	85 22%	127 28%	245 23%	14 19%	185 29%	74 15%	60 23%	54 18%	64 24%	49 31%	13 24%	18 18%	119 32%	140 18%	146 21%	112 26%	39 22%	50 18%	78 27%	84 26%	241 24%	17 13%	31 15%	142 44% ade	32 40% ade*	4 3%	6 15%	12 29%	171 40% ad*	49 12%	
No difference between the two	98 9%	41 8%	57 10%	42 14%	29 8%	27 6%	95 9%	3 4%	60 9%	38 8%	25 9%	32 11%	11 4%	14 9%	7 13%	9 10%	32 9%	66 9%	53 8%	45 10%	18 10%	27 10%	7 7%	24 8%	86 9%	12 9%	19 9%	27 8%	7 10%	6 4%	6 14%	6 13%	34 8%	33 8%	
Neither would make a good Prime Minister	285 25%	124 22%	155 27%	81 26%	98 26%	106 24%	275 26%	10 13%	145 23%	141 28%	66 25%	81 28%	24% 24%	39 25%	8 15%	29 30%	100 27%	185 24%	176 25%	109 25%	47 27%	69 26%	68 24%	70 22%	237 24%	42 32%	63 30% d	69 21% d	23 29% d*	13 8%	18 45% bd*	12 29% d*	113 27%	81 21%	
Don't know	164 14%	50 9%	112 19%	76 24% EFGH	59 16% F	29 7%	160 15% F	4 6%	91 14%	73 15%	36 14%	39 13%	35 13%	23 15%	9 17%	22 23%	50 13%	114 15%	112 16%	52 12%	16 9%	43 16%	40 14%	46 15%	130 13%	30 22% Y	5 3%	33 10% a	10 13% a*	9 6%	5 13% a*	5 12% a*	42 10%	22 6%	

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

ColumnProportions (5%): A,B/C,D/E/F/G,H,I,J,K/L,M,N/O,P,Q,R,S/T,U/V,W/X,Y,Z,a/b/c/d/e/f/g/h Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G,H,I,J,K/L,M/N/O,P,Q,R,S/T,U/V,W/X,Y,Z,a/b/c/d/e/f/g/h Minimum Base: 30(**) Small Base: 100(*)

25-061766-02 - 9th - 12th January 2026

Public

Political Pulse - January

Adults aged 18+ in GB

QLEADER2D. Which of the following, if either, do you think would make a better Prime Minister?

All Adults aged 18+ in Great Britain

	Total	Gender			Age				Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote		
	Total	Male	Female	18-34	35-54	55+	18-75	76+	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduate	Non-graduate	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	White ethnic group	Minority ethnic group	Conservative	Labour	Liberal Democrats	Reform UK	Green Party	Other	Remain	Leave	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	
Unweighted base	1136	563	560	343	402	391	1087	49	697	439	274	296	259	157	53	97	603	533	721	415	177	255	280	348	970	152	178	351	88	125	47	51	459	338	
Weighted base	1136	550	573	312	376	447	1063	73	639	497	267	294	263	157	56	99	373	763	700	436	176	271	287	319	988	134	207	323	78	152	39	43	424	394	
Nigel Farage	358 31%	217 39% C	140 24%	79 25%	109 29%	169 38% DEG	315 30%	43 58% DEFG*	175 27%	182 37% I	77 29%	95 32%	92 35%	44 28%	23 41% *	27 27% *	76 20%	282 37% Q	220 31%	137 31%	63 36%	93 34%	85 29%	101 32%	322 33% Z	31 23%	110 53% bcdf	45 14%	5 7% *	125 82% abcdf*	6 16% *	9 20% c*	72 17%	225 57% g	
Zack Polanski	236 21%	117 21%	112 20%	69 22%	91 24% F	76 17% F	227 21%	9 12% *	165 26% J	71 14%	61 23%	48 16%	50 19%	40 26% L	13 24% *	23 24% *	122 33% R	114 15%	145 21%	91 21%	38 22%	50 18%	63 22%	69 22%	212 21%	23 17%	9 4%	124 38% ad	28 36% ad*	1 1% *	22 57% abcd*	16 37% ad*	156 37% h	29 7%	
No difference between the two	81 7%	37 7%	42 7%	33 11% FG	26 7%	5% 7%	79 7%	1 2% *	43 7%	38 8%	20 7%	26 9%	14 5%	10 7%	6 11% *	4 4% *	27 7%	54 7%	49 7%	31 7%	13 8%	21 8%	20 7%	22 7%	68 7%	12 9%	10 5%	25 8%	10 13% ad*	5 3% *	1 2% *	1 3% *	27 6%	18 5%	
Neither would make a good Prime Minister	308 27%	140 25%	165 29%	63 20%	94 25%	151 34% DEG	292 27% D	16 22% *	172 27%	136 27%	73 27%	87 29%	75 28%	37 23%	12 21% *	26 26% *	100 27%	208 27%	176 25%	132 30%	41 23%	74 27%	81 28%	81 25%	265 27%	39 29%	68 33% d	97 30% d	26 33% d*	14 9% *	8 21% *	13 31% d*	128 30%	94 24%	
Don't know	154 14%	39 7% B	114 20% B	68 22% EFGH	56 15% F	30 7% F	150 14% F	4 5% *	84 13% *	69 14%	36 14%	38 13%	32 12%	26 17% O	1 2% *	19 19% O*	49 13%	105 14%	109 16%	45 10%	20 12%	33 12%	38 13%	46 15%	122 12%	29 22% Y	11 5%	31 10%	9 11% *	7 4% *	2 4% *	4 10% *	41 10%	27 7%	

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

ColumnProportions (5%): A,B/C,D/E/F/G,H,I,J,K/L,M,N/O,P,Q,R,S/T,U/V,W/X,Y,Z,a/b/c/d/e/f/g/h Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G,H,I,J,K/L,M/N/O,P,Q,R,S/T,U/V,W/X,Y/Z,a/b/c/d/e/f/g/h Minimum Base: 30(**) Small Base: 100(*)

25-061766-02 - 9th - 12th January 2026

Public

Political Pulse - January

Adults aged 18+ in GB

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

All Adults aged 18+ in Great Britain

	Total	Gender			Age				Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote		
	Total	Male	Female	18-34	35-54	55+	18-75	76+	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduate	Non-graduate	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000-£54,999	£55,000+	White ethnic group	Minority ethnic group	Conservative	Labour	Liberal Democrats	Reform UK	Green Party	Other	Remain	Leave	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	
Unweighted base	1136	563	560	343	402	391	1087	49	697	439	274	296	259	157	53	97	603	533	721	415	177	255	280	348	970	152	178	351	88	125	47	51	459	338	
Weighted base	1136	550	573	312	376	447	1063	73	639	497	267	294	263	157	56	99	373	763	700	436	176	271	287	319	988	134	207	323	78	152	39	43	424	394	
Nigel Farage	358 32%	212 39% C	145 25%	70 23%	111 29%	177 40% DEG	311 29% D	47 64% DEFG*	175 27% I	183 37% I	79 29%	95 32%	93 35%	43 27%	23 41% *	25 26% *	70 19%	288 38% Q	219 31%	139 32%	58 33%	84 31%	93 32%	101 32%	328 33% Z	26 19%	108 52% bcef	50 15% c	4 6% *	123 81% abcef*	5 13% *	8 18% c*	72 17% g	221 56% g	
Angela Rayner	246 22%	132 24%	109 19%	63 20%	85 22%	98 22% DEG	236 22% D	9 13% DEFG*	172 27% J	74 15% I	61 23%	49 17%	60 23%	43 27% L	11 19% *	22 22% *	118 32% R	127 17%	146 21%	100 23%	39 22%	58 21%	61 21%	79 25%	219 22%	23 17%	10 5%	157 49% adef	30 38% ad*	4 2% *	11 27% ad*	11 26% ad*	166 39% h	41 11% h	
No difference between the two	88 8%	42 8%	46 8%	43 14% EFGH	25 7%	20 4% F	87 8% F	1 1% *	50 8% I	38 8% I	21 8% I	30 10% I	14 5% I	12 8% I	4 7% *	7 7% *	34 9% R	53 7%	56 8%	32 7%	15 9%	30 11% I	17 6% I	20 6% I	71 7% I	16 12% I	12 6% I	21 7% I	9 11% *	5 3% *	5 13% d*	4 10% d*	24 6% d*	26 7% d*	
Neither would make a good Prime Minister	316 28%	130 24% B	181 32% B	73 23% B	112 30% B	131 29% D	302 28% D	14 20% *	173 27% I	143 29% I	75 28% I	91 31% I	72 27% I	37 24% I	17 30% *	25 26% *	107 29% R	209 27% R	192 27% R	124 28% R	44 25% R	72 26% R	83 29% R	84 26% R	268 27% Y	44 33% Y	74 36% bd	72 22% d	28 35% bd*	15 10% *	16 41% bd*	14 33% d*	126 30% d*	92 23% d*	
Don't know	129 11%	34 6% B	93 16% B	63 20% EFGH	44 12% F	22 5% F	127 12% F	1 2% *	69 11% I	59 12% I	32 12% I	30 10% I	24 9% I	22 14% I	2 3% *	19 20% LMO*	43 12% R	86 11% R	87 12% R	41 9% R	19 11% R	27 10% R	33 12% R	35 11% R	101 10% Y	25 18% Y	3 1% a	23 7% a	8 10% a*	5 4% *	2 5% *	6 14% ad*	36 9% h	13 3% h	

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

ColumnProportions (5%): A,B/C,D/E/F/G,H,I,J,K/L,M,N/O,P,Q/R,S/T,U/V,W/X,Y,Z,a/b/c/d/e/f/g/h Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G,H,I,J,K/L,M,N/O,P,Q,R,S/T,U/V,W/X,Y,Z,a/b/c/d/e/f/g/h Minimum Base: 30(**) Small Base: 100(*)