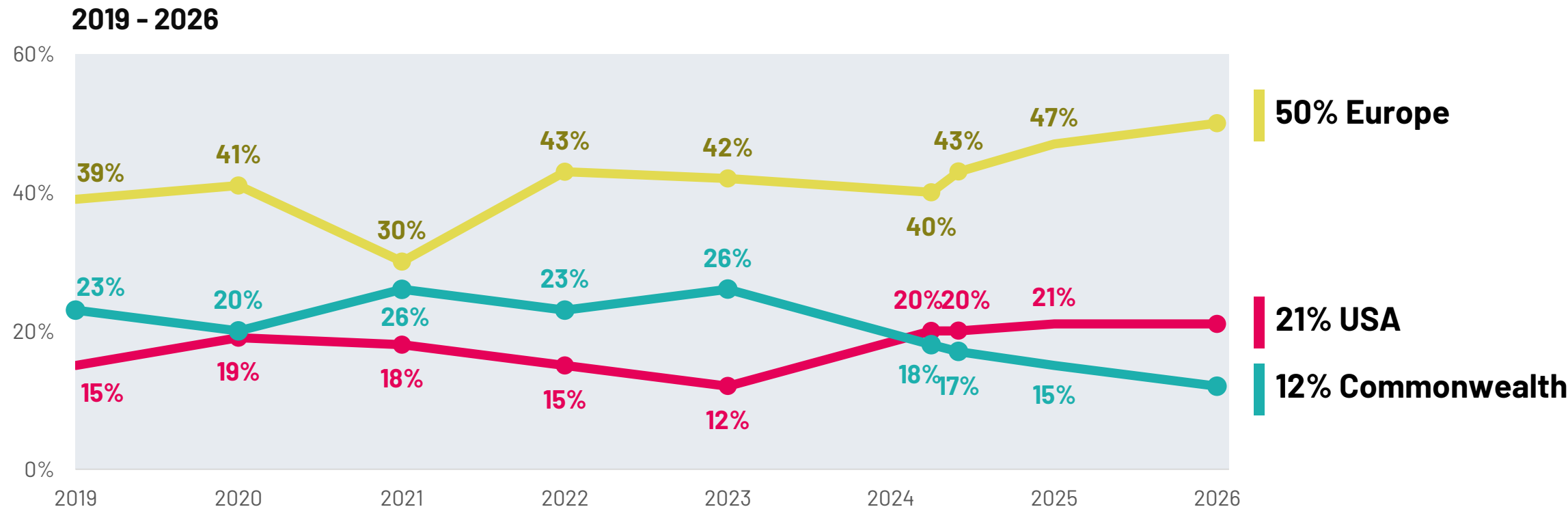


Ipsos UK Public opinion towards the United States

January 2026

Half of Brits say Europe is most important to Britain – the highest percentage since the question was first asked in 2019

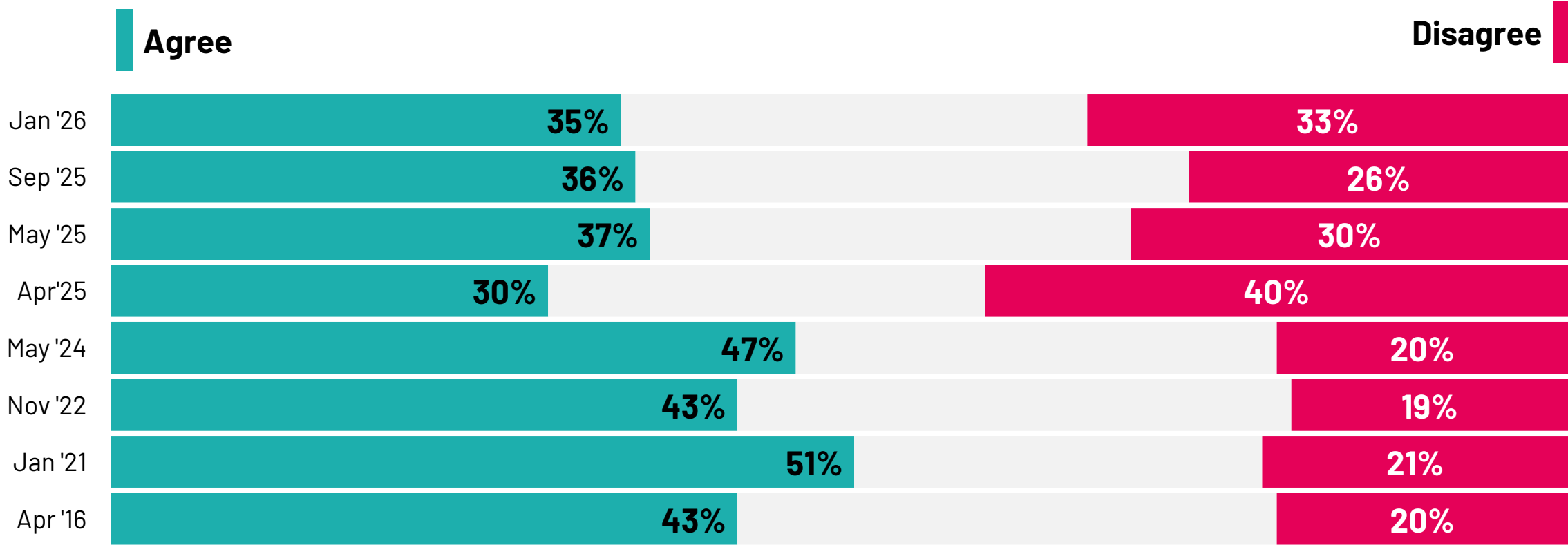
Which of these, if any – Europe, the Commonwealth, or United States of America – is most important to Britain



Base: 1,058 Online British adults 18-75, 7-8 January 2025. c.1,000 British adults each month

The public are split on whether Britain and the US currently have a special relationship – they are more positive than from immediate post-tariff dip but still down on where attitudes were in 2024

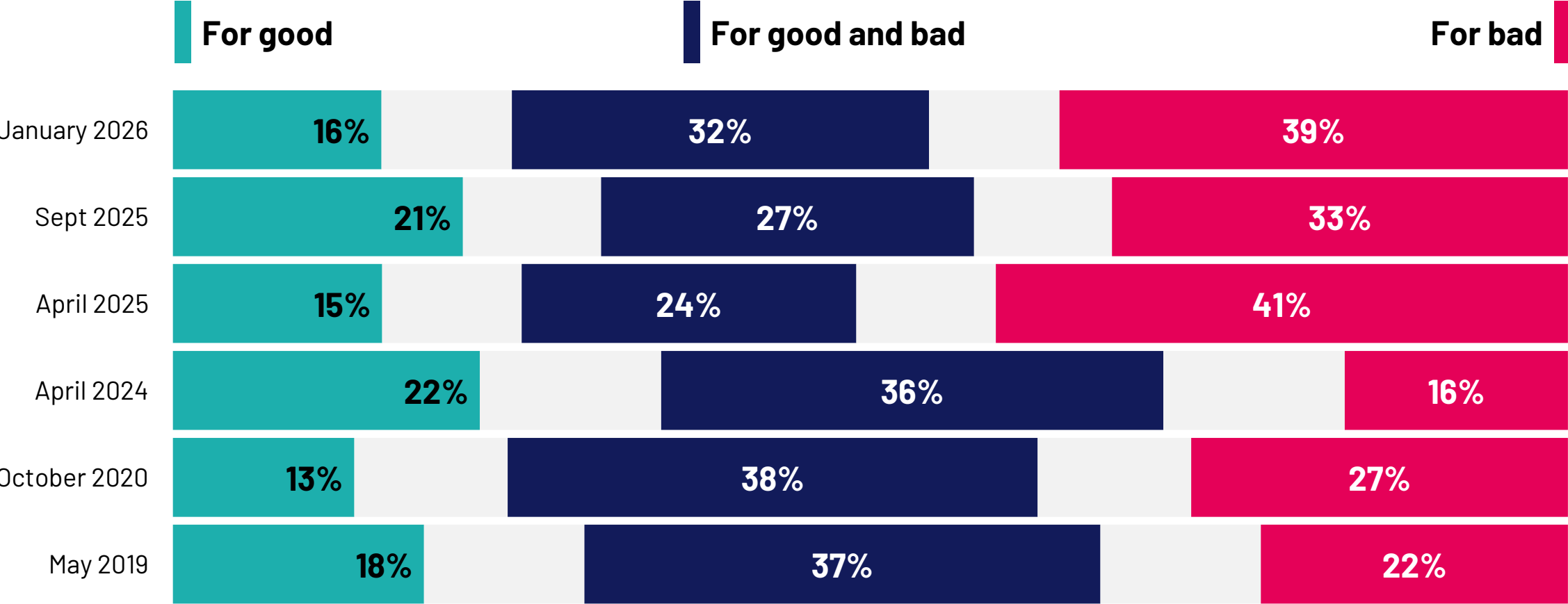
To what extent do you agree or disagree that there is currently a special relationship between the United States and Britain?



Base: 1,058 Online British adults 18-75, 7-8January 2025. c.1,000 British adults each month

Two in five say that the US currently uses its influence mostly for bad around the world – similar to April 2025 after the introduction of tariffs

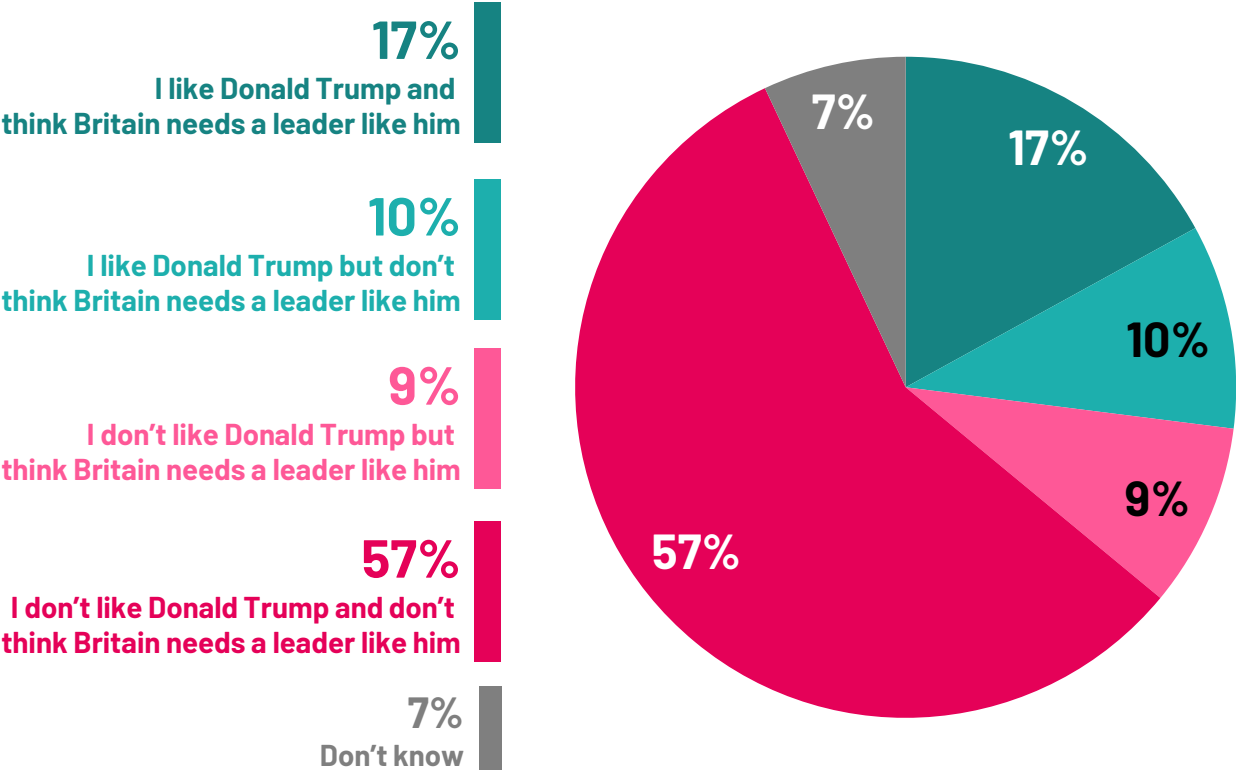
Do you think the United States currently mostly uses its influence for good or for bad around the world?



Base: 1,058 Online British adults 18-75, 7-8 January 2025. c.1,000 British adults each month

Two in three Brits say they don't like Donald Trump – with opinions souring slightly from when he visited the UK last September

Which of the following best represents your opinion of US President Donald Trump?

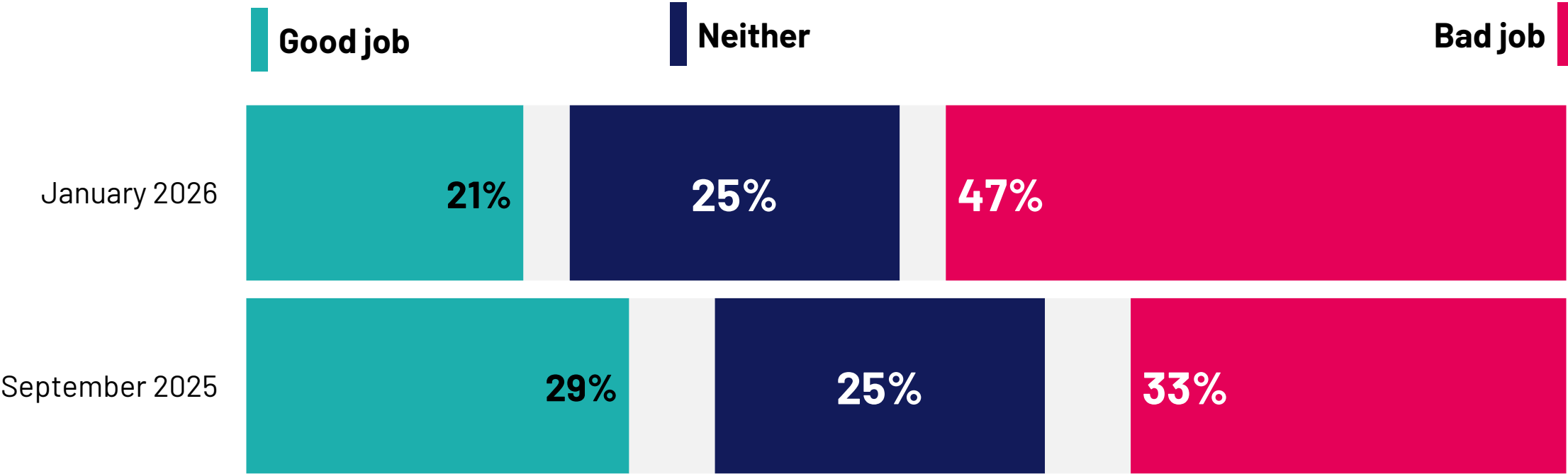


Donald Trump and Britain	Jan '26	Sep '25
Total: I like Donald Trump	27%	30%
Total: I do not like Donald Trump	66%	61%
Total: Britain needs a leader like Donald Trump	26%	29%
Total: Britain does not need a leader like Donald Trump	67%	62%

Base: 1,058 Online British adults 18-75, 7-8January 2025. c.1,000 British adults each month

Nearly half of Britons say that Keir Starmer is doing a bad job managing the UK's relationship with the US – up 14-ppts since when Trump visited the UK last September

Do you think that Prime Minister Keir Starmer has been doing a good or bad job, if either, at managing the UK's relationship with President Trump and the United States?



Base: 1,058 Online British adults 18-75, 7-8 January 2025. c.1,000 British adults each month



January 2026
US Polling

For more information

Gideon Skinner

Research Director

gideon.skinner@ipsos.com

Cameron Garrett

Associate Director

cameron.garrett@ipsos.com