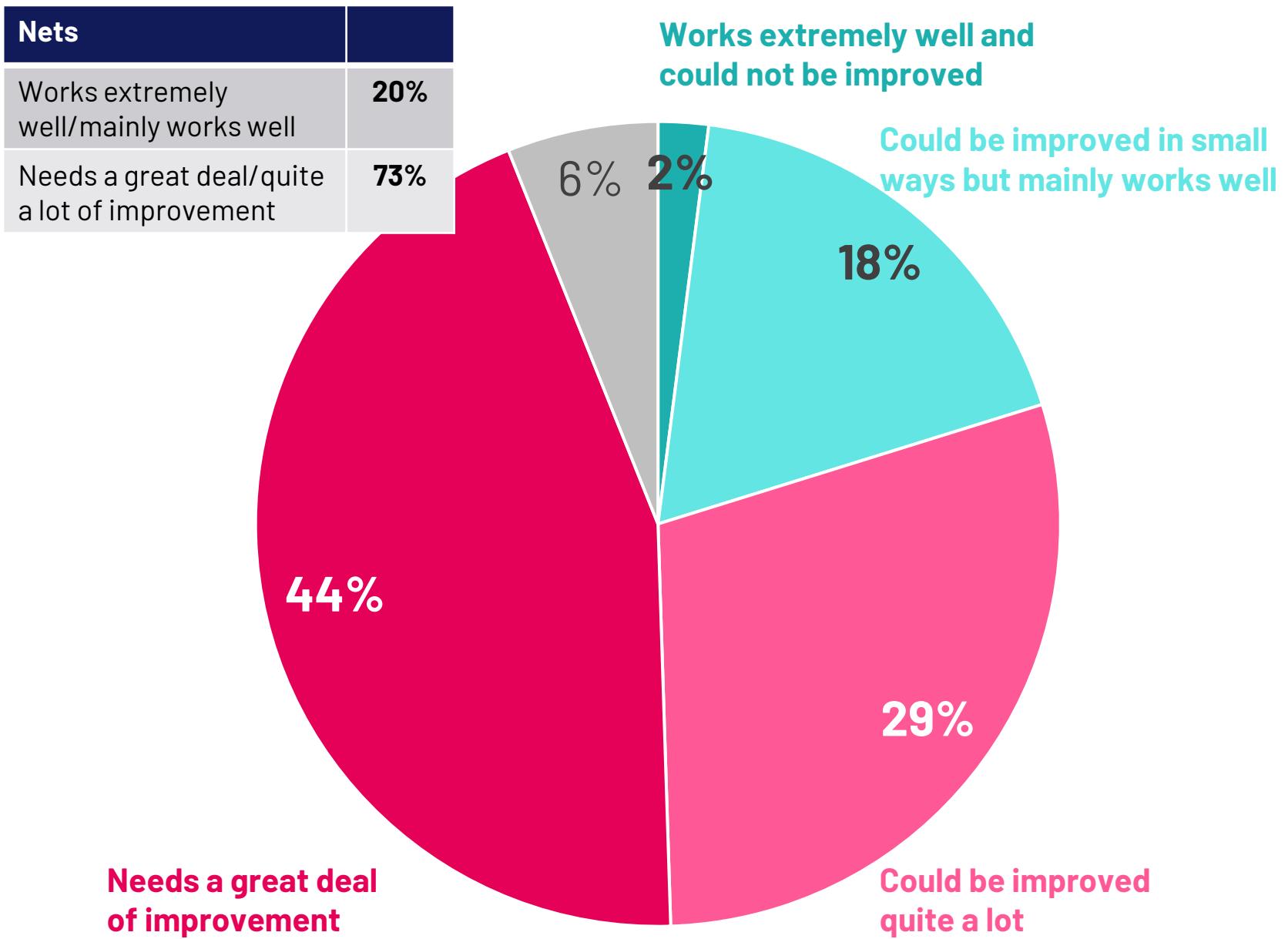


FT UK LEADERSHIP SURVEY

Just one in five think the current UK governing system works well

Which of these statements best describes your opinion on the present system of governing the UK?

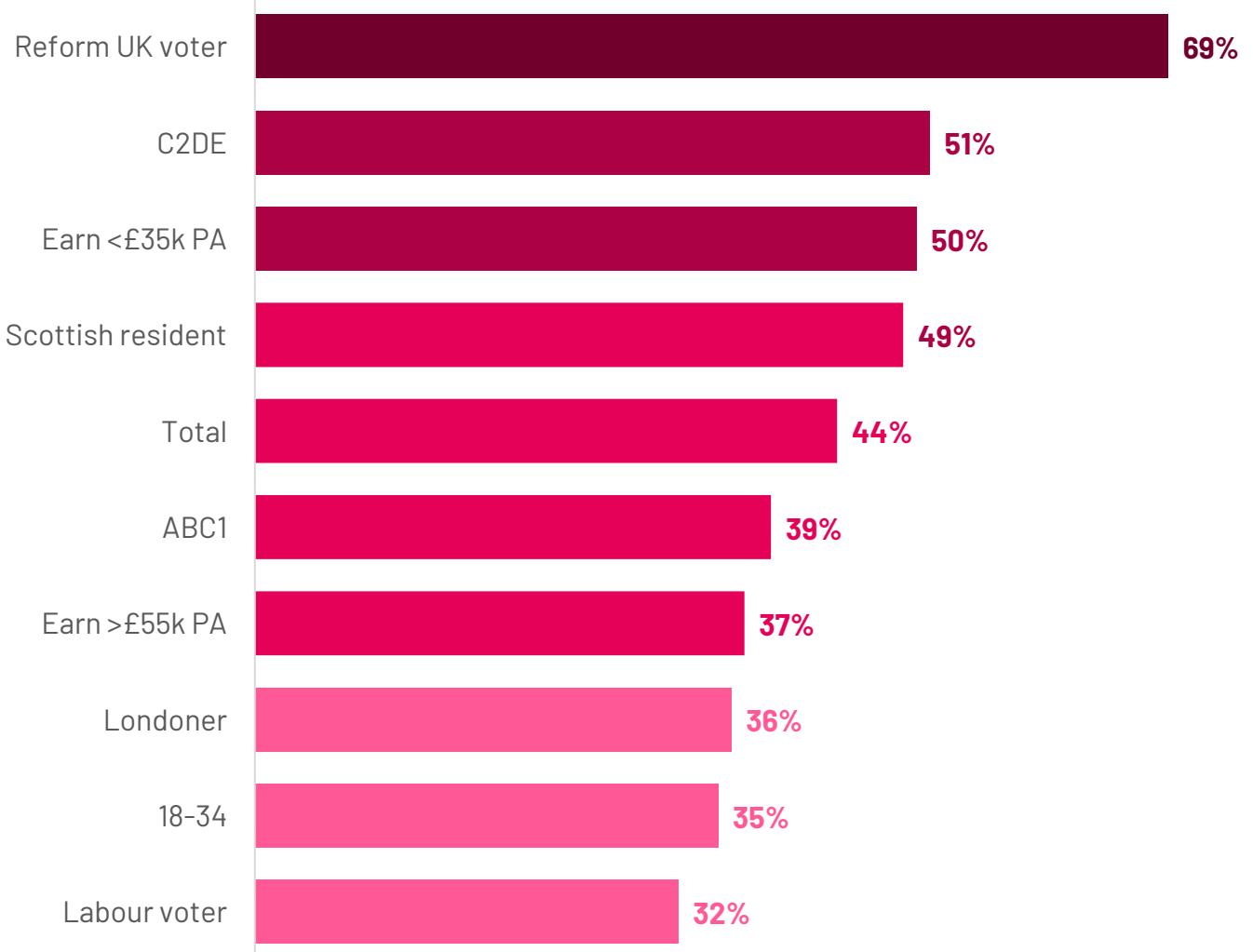


Views on the British system

Subgroups and trends

Which of these statements best describes your opinion on the present system of governing the UK?

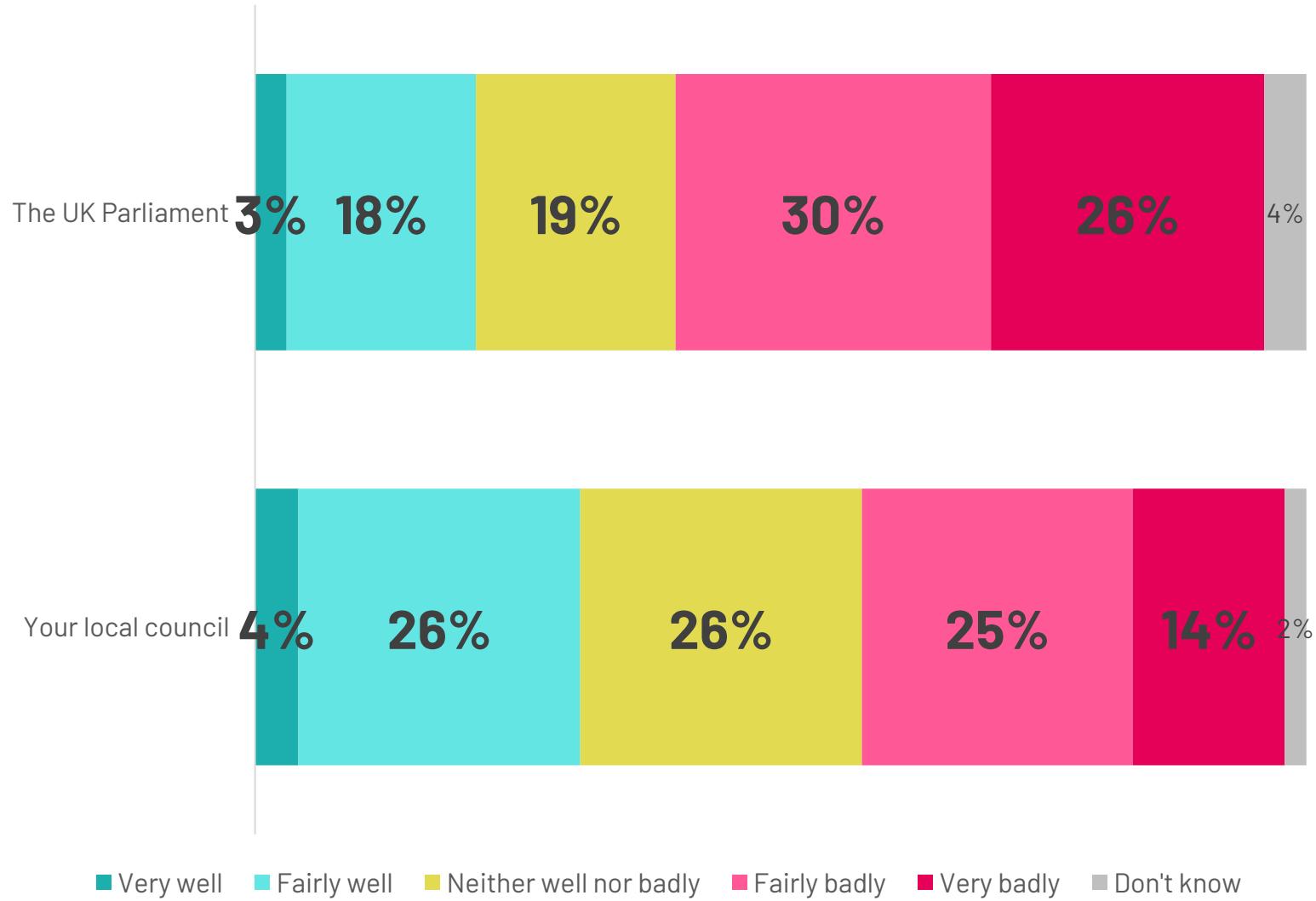
% Needs a great deal of improvement, selected groups



Over half think UK Parliament works badly

Views are less negative towards local councils but still 4 in 10 are critical

Overall, how well or badly do you think ... works?



Base: 2,215 UK adults aged 18-75, interviewed online 21-25 November 2025

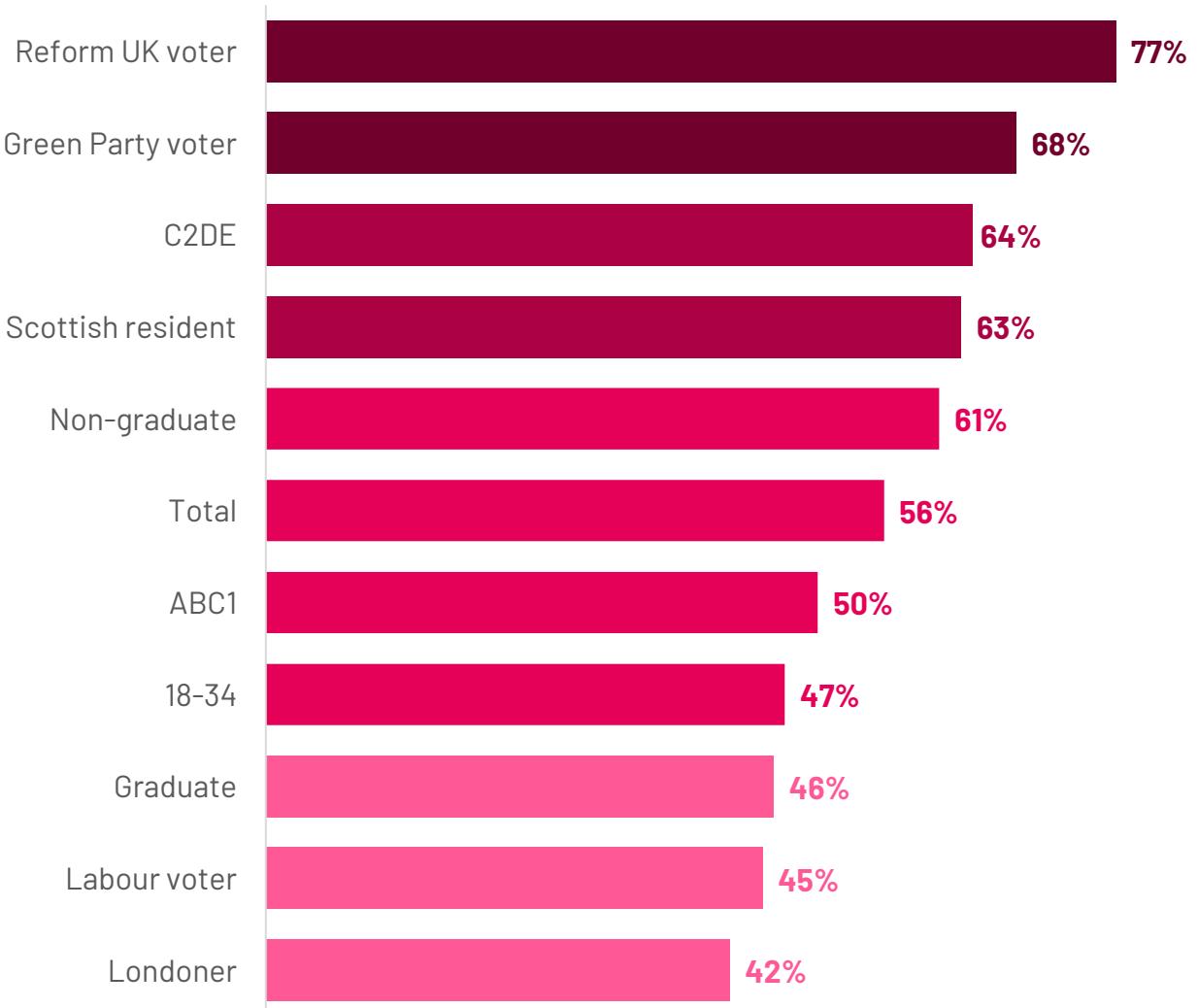
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Views on the British system

Subgroups and trends

Overall, how well or badly do you think the UK Parliament works?

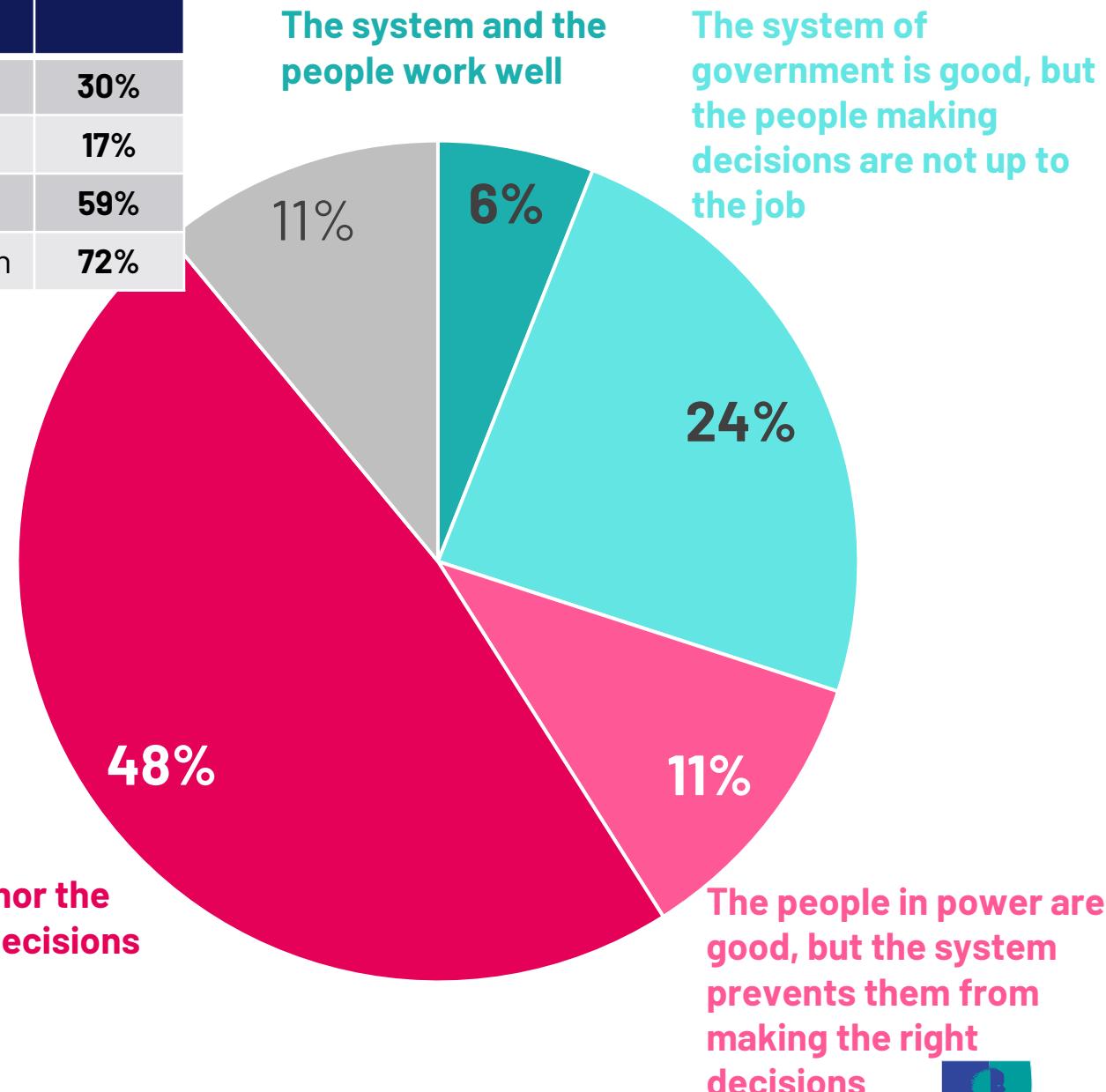
% Very/fairly badly, selected groups



Both the system and the people making the decisions are seen as problems

And which of the following best describes your opinion of the system of government and people in decision-making positions in the UK these days?

Nets	
The system works well	30%
The people work well	17%
The system isn't good enough	59%
The people aren't good enough	72%



Base: 2,215 UK adults aged 18-75, interviewed online 21-25 November 2025

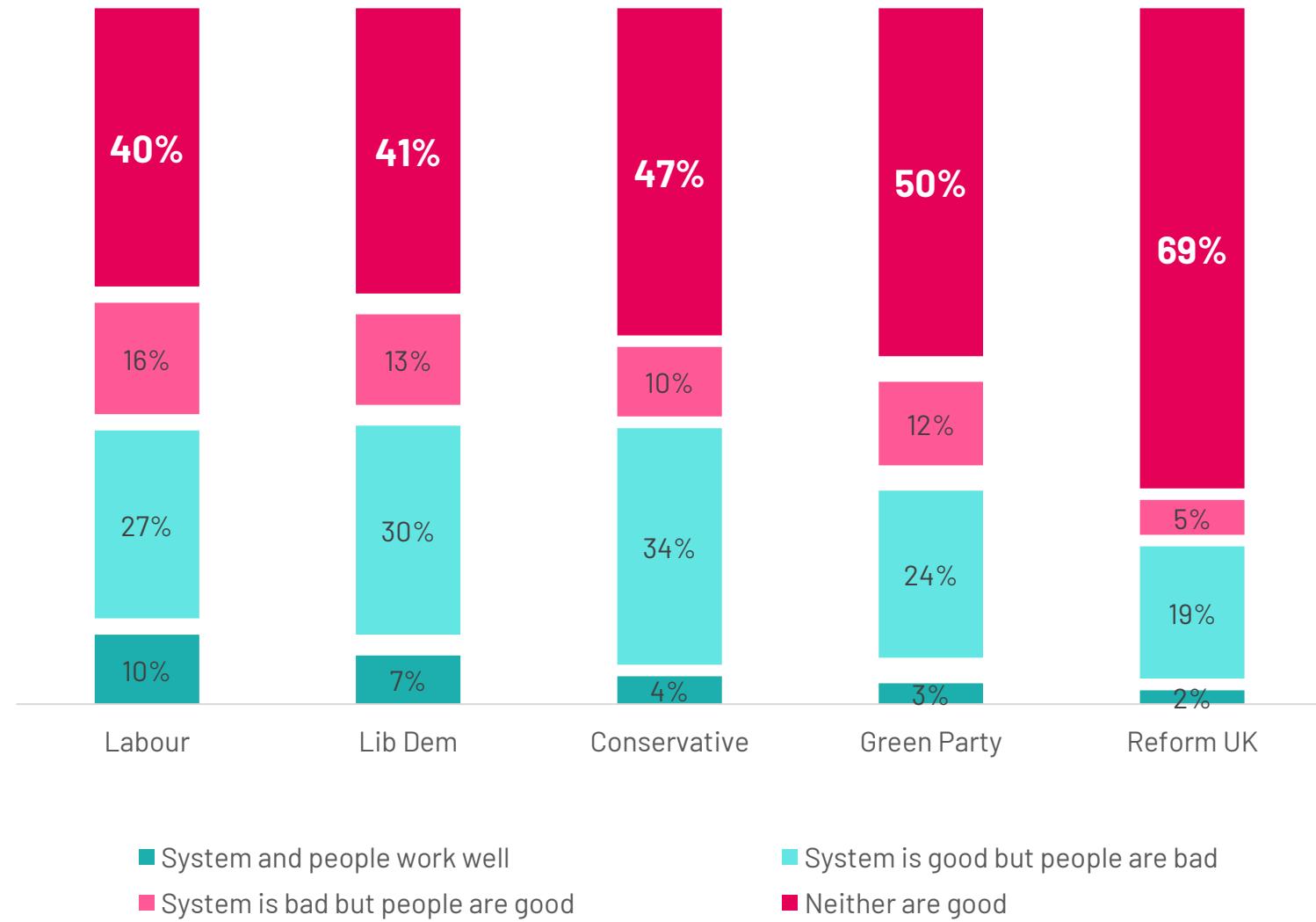
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Views on the UK system and people

Subgroups and trends

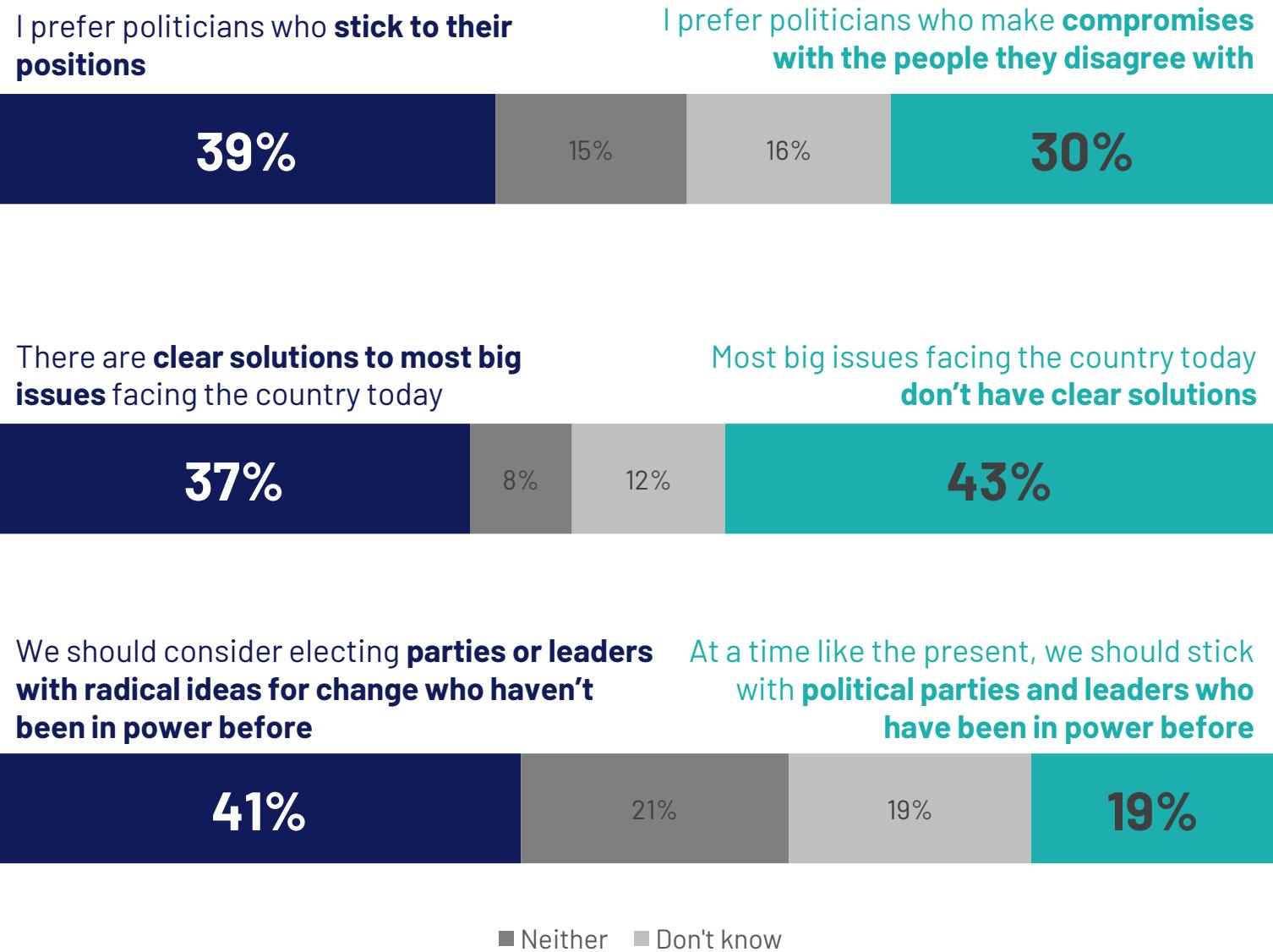
And which of the following best describes your opinion of the system of government and people in decision-making positions in the UK these days?

By 2024 vote



The UK public do not prioritise incumbency in political leaders

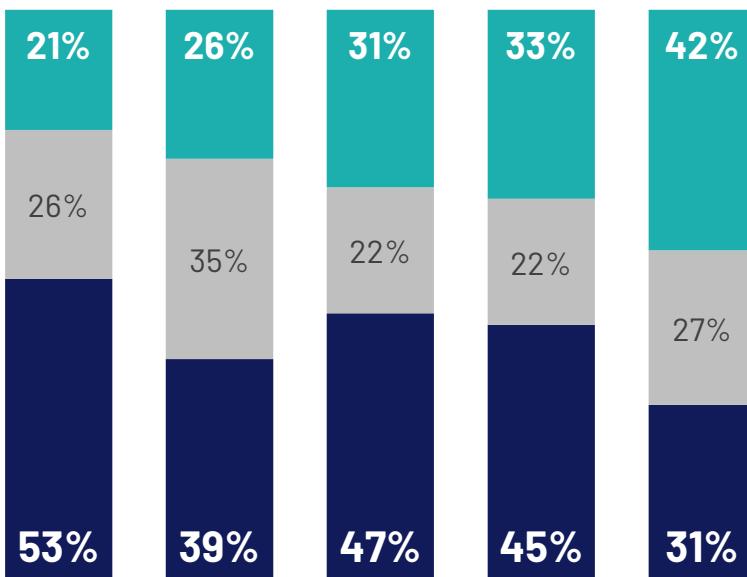
Please read the following pairs of statements. Even if neither is exactly right, please tell us whether the first statement or the second statement comes closer to your own views?



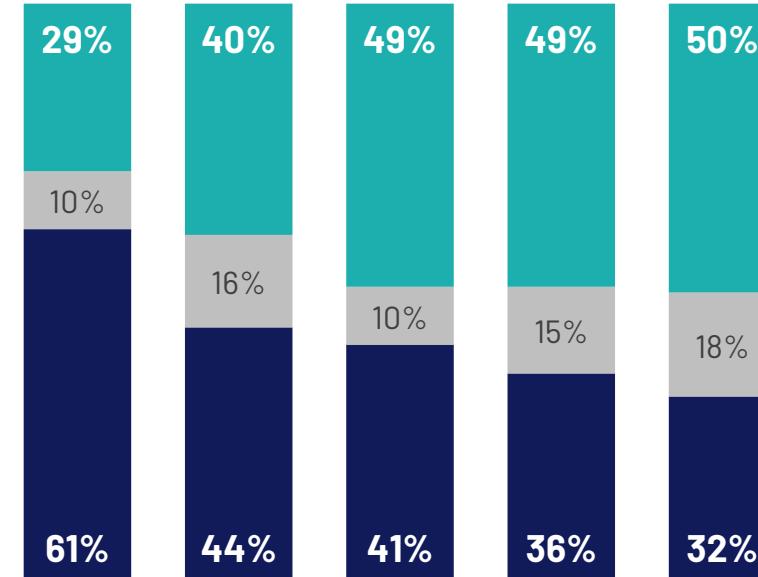
Political principles and compromise - Subgroups

Even if neither is exactly right, please tell us whether the first statement or the second statement comes closer to your own views? By 2024 vote

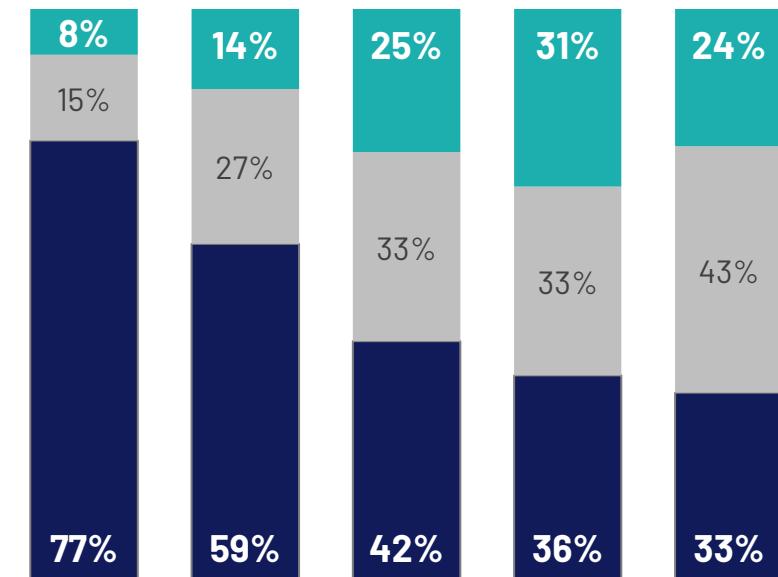
I prefer **politicians who make compromises** with the people they disagree with



Most big issues facing the country today **don't have clear solutions**



At a time like the present, we should stick with **political parties and leaders who have been in power before**



I prefer politicians who **stick to their positions**

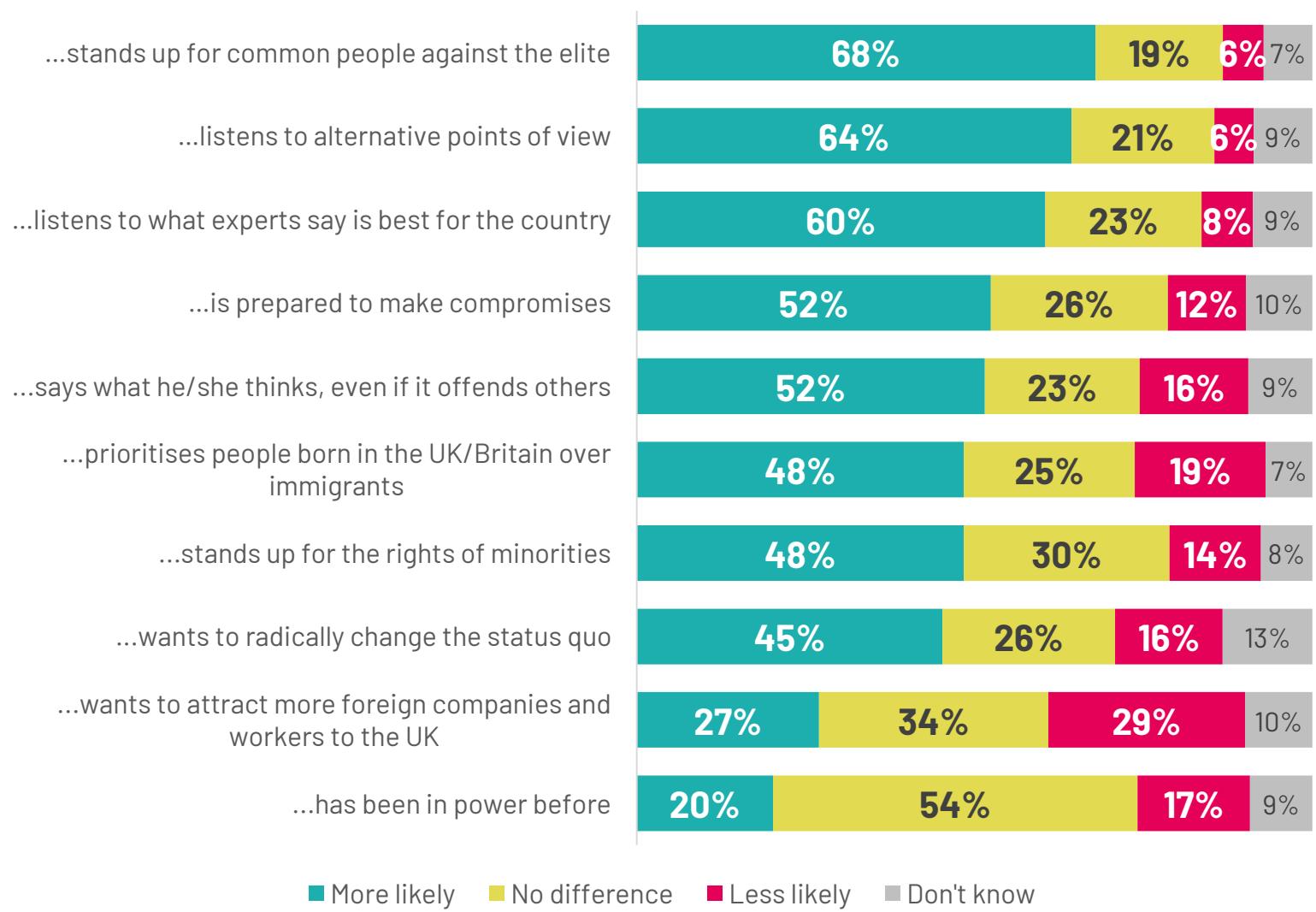
There are **clear solutions to most big issues** facing the country today

We should consider electing **parties or leaders with radical ideas for change who haven't been in power before**

Many factors increase party appeal, both populist and pluralist – but not experience

Would each of the following make you more or less likely to vote for a political party or leader, or would it make no difference?

A political party or leader that...



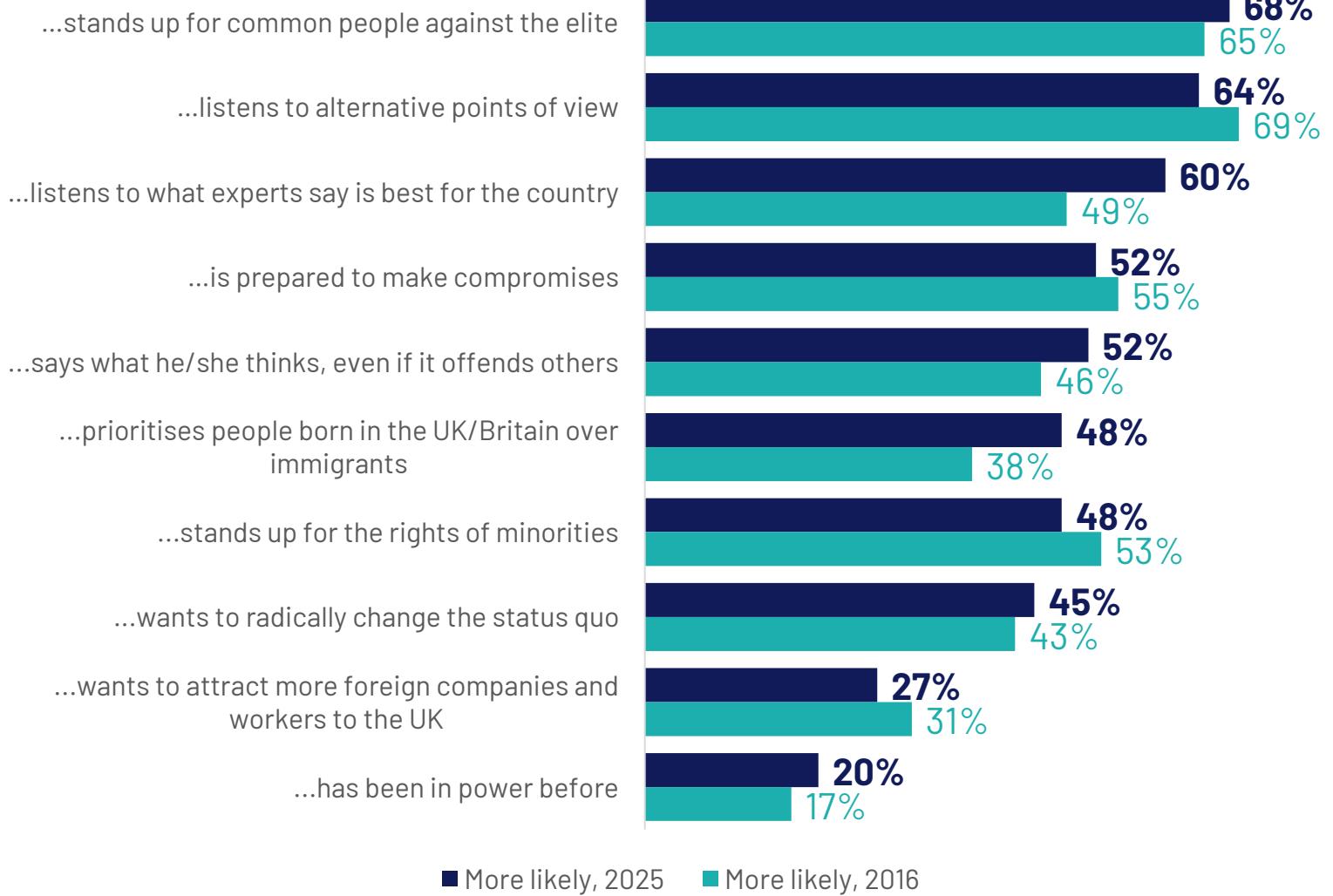
The appeal of both populist and pluralist principles is similar to 2016

But the appeal of both nativism and listening to experts has increased since then

Would each of the following make you more or less likely to vote for a political party or leader, or would it make no difference?

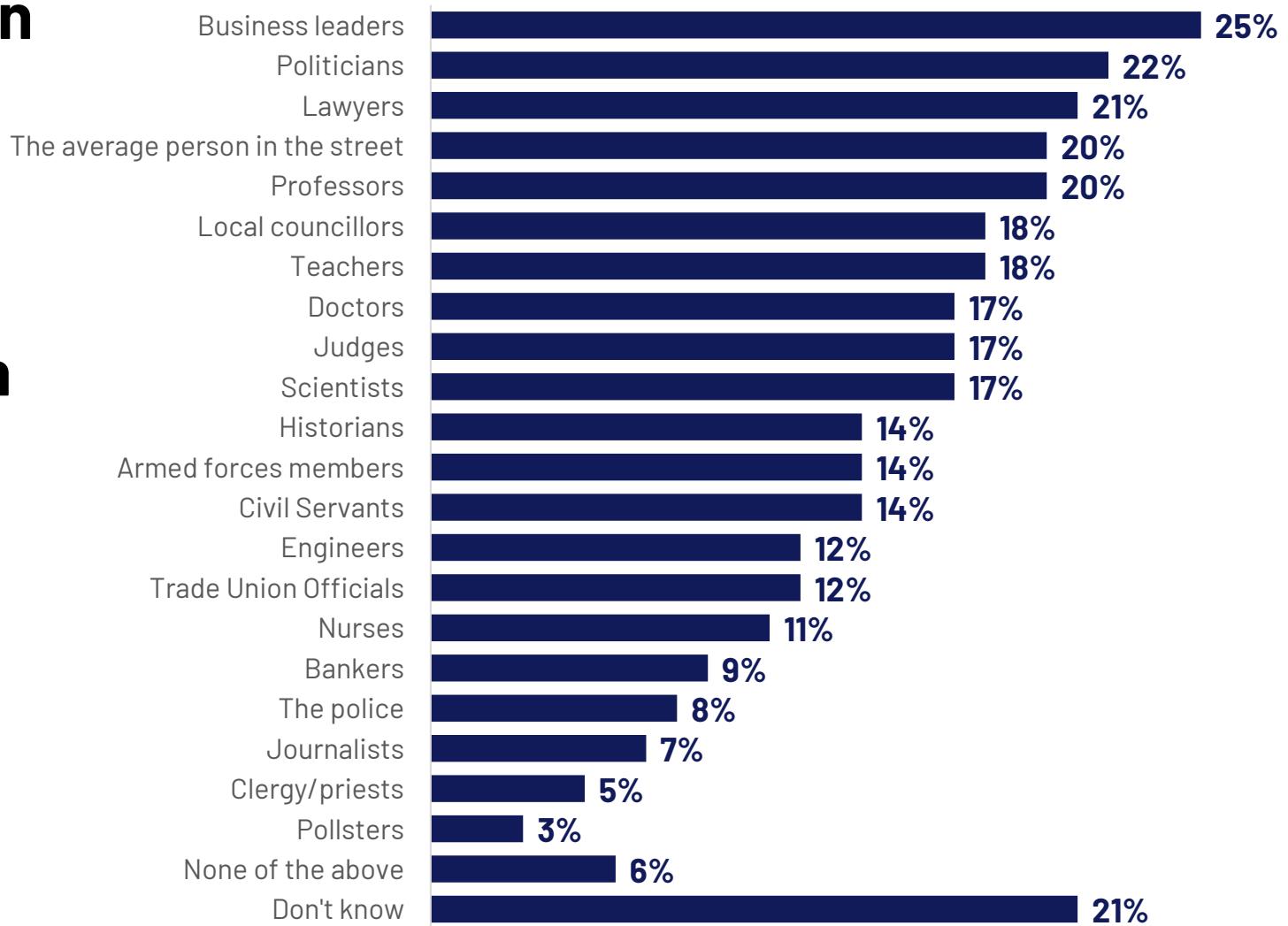
A political party or leader that...

Trend comparison, 2016 - 2025



Five professions are seen as most “PM-ready” (business leaders, politicians, lawyers, professors and the average person), though few stand out with very high scores

Which of the following types of people, if any, do you think have the skills and experience to make a good UK Prime Minister?
UK overall ranking

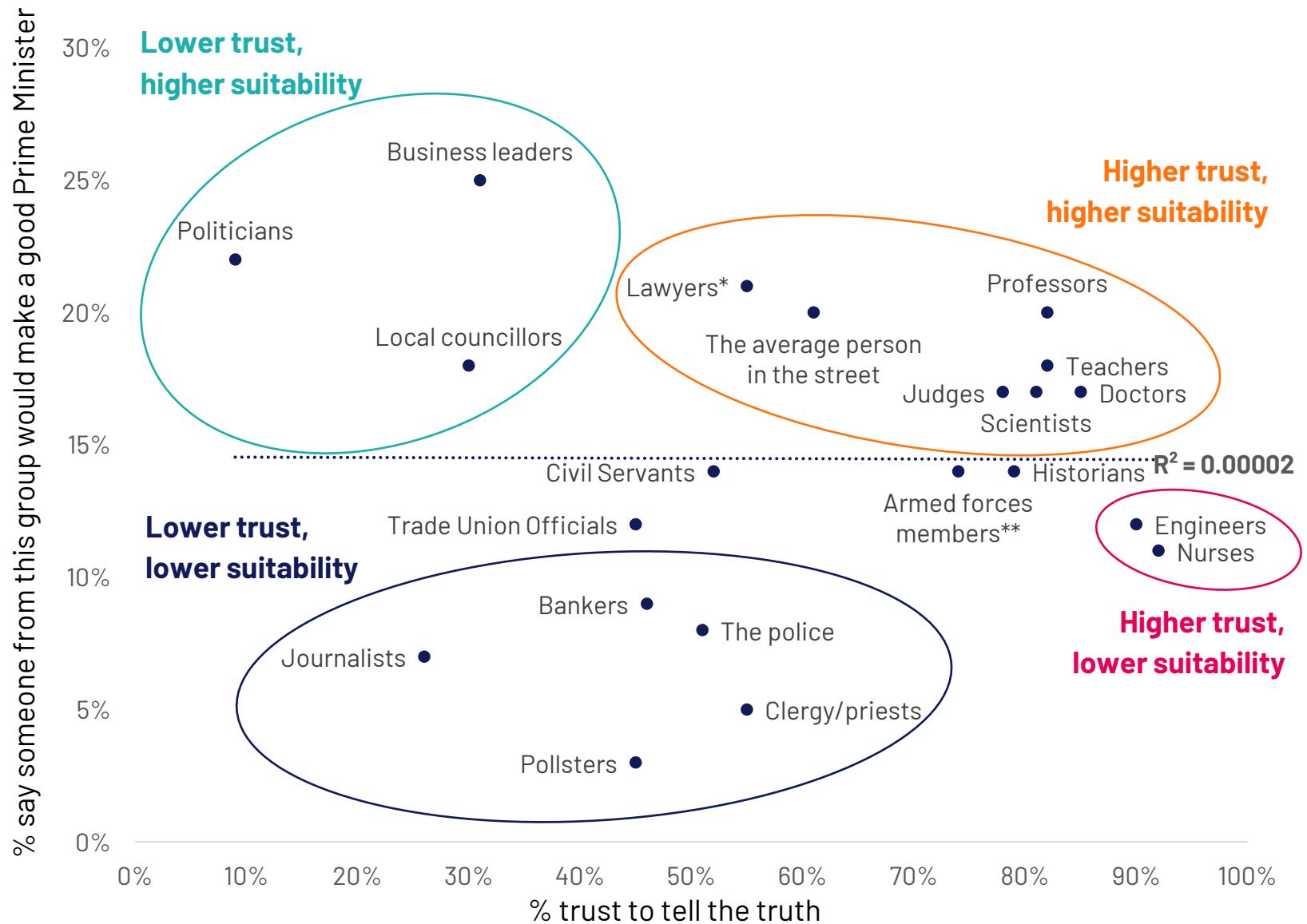


There is no relationship between trust to tell the truth and having PM qualities

Which of the following types of people, if any, do you think have the skills and experience to make a good UK Prime Minister?

X

For each profession would you tell me if you generally trust them to tell the truth, or not? % trust to tell the truth



Base: 2,215 UK adults aged 18-75, interviewed online 21-25 November 2025 and Ipsos Veracity Index 2025 (1,022 British adults aged 16+, interviewed by telephone 5 - 11 November 2025)

*Veracity Index data from 2024

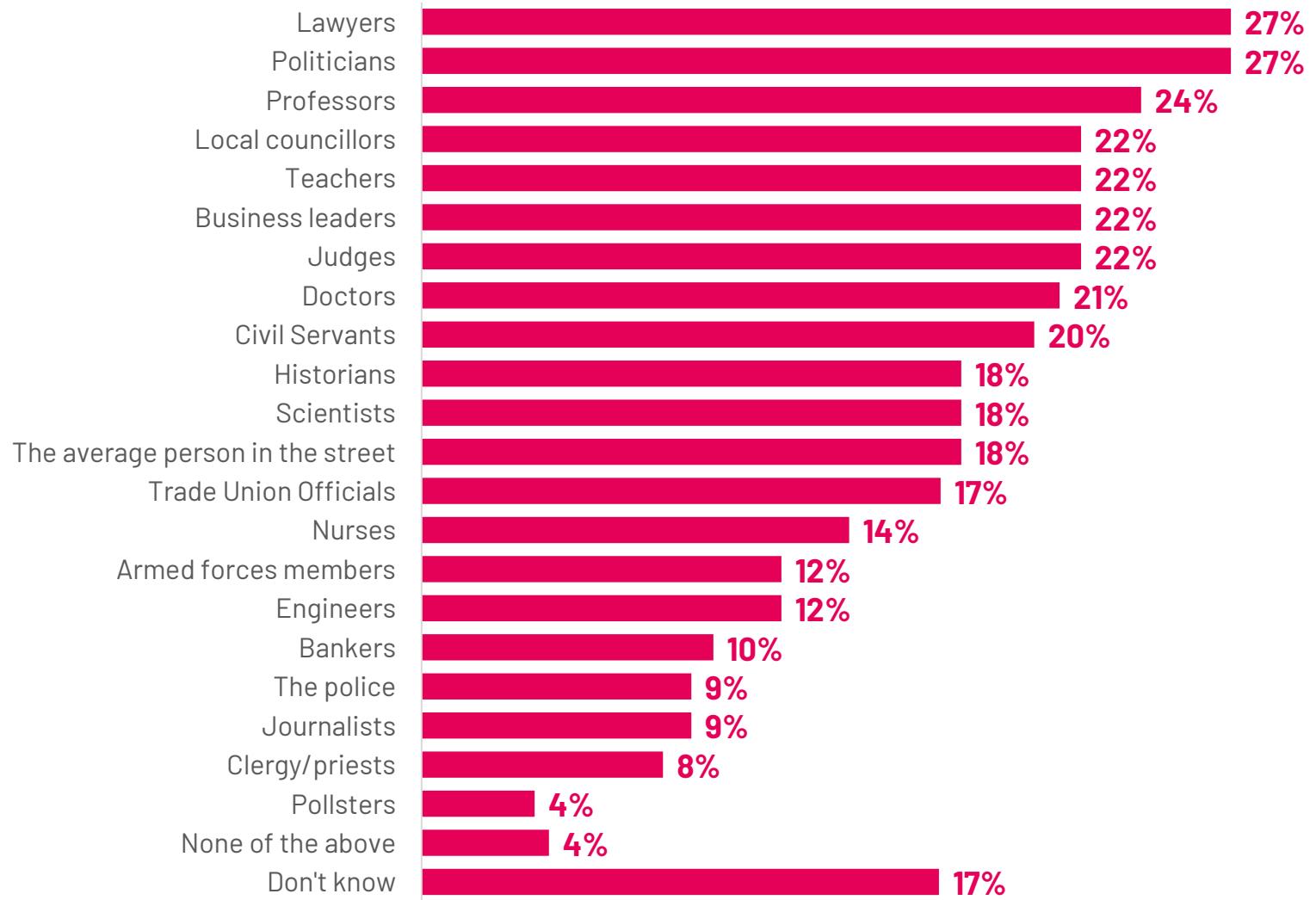
**Veracity Index data from 2023

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Labour voters rank lawyers and politicians top

Which of the following types of people, if any, do you think have the skills and experience to make a good UK Prime Minister?

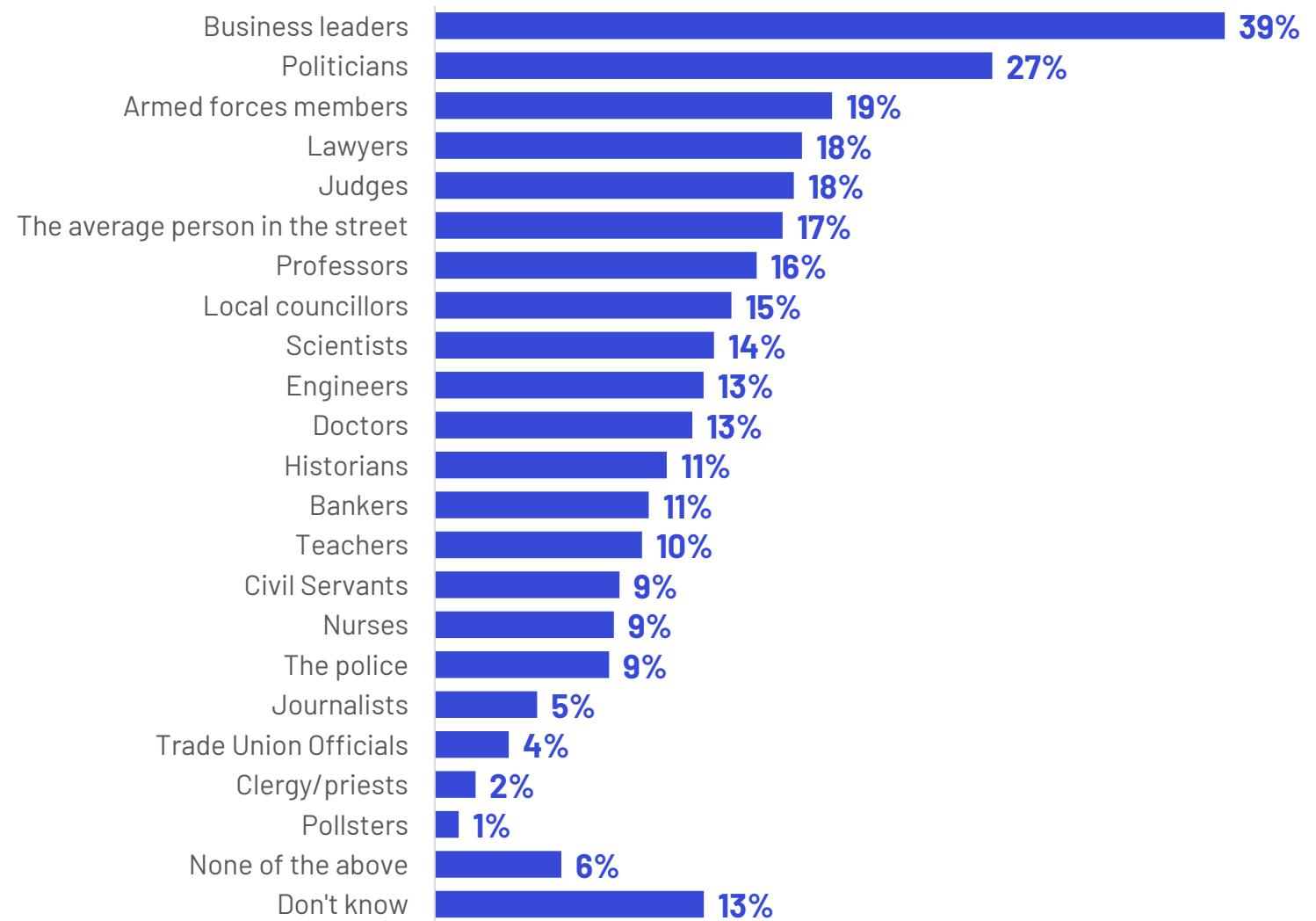
Labour 2024 voter ranking



For Conservatives it is business leaders and politicians

Which of the following types of people, if any, do you think have the skills and experience to make a good UK Prime Minister?

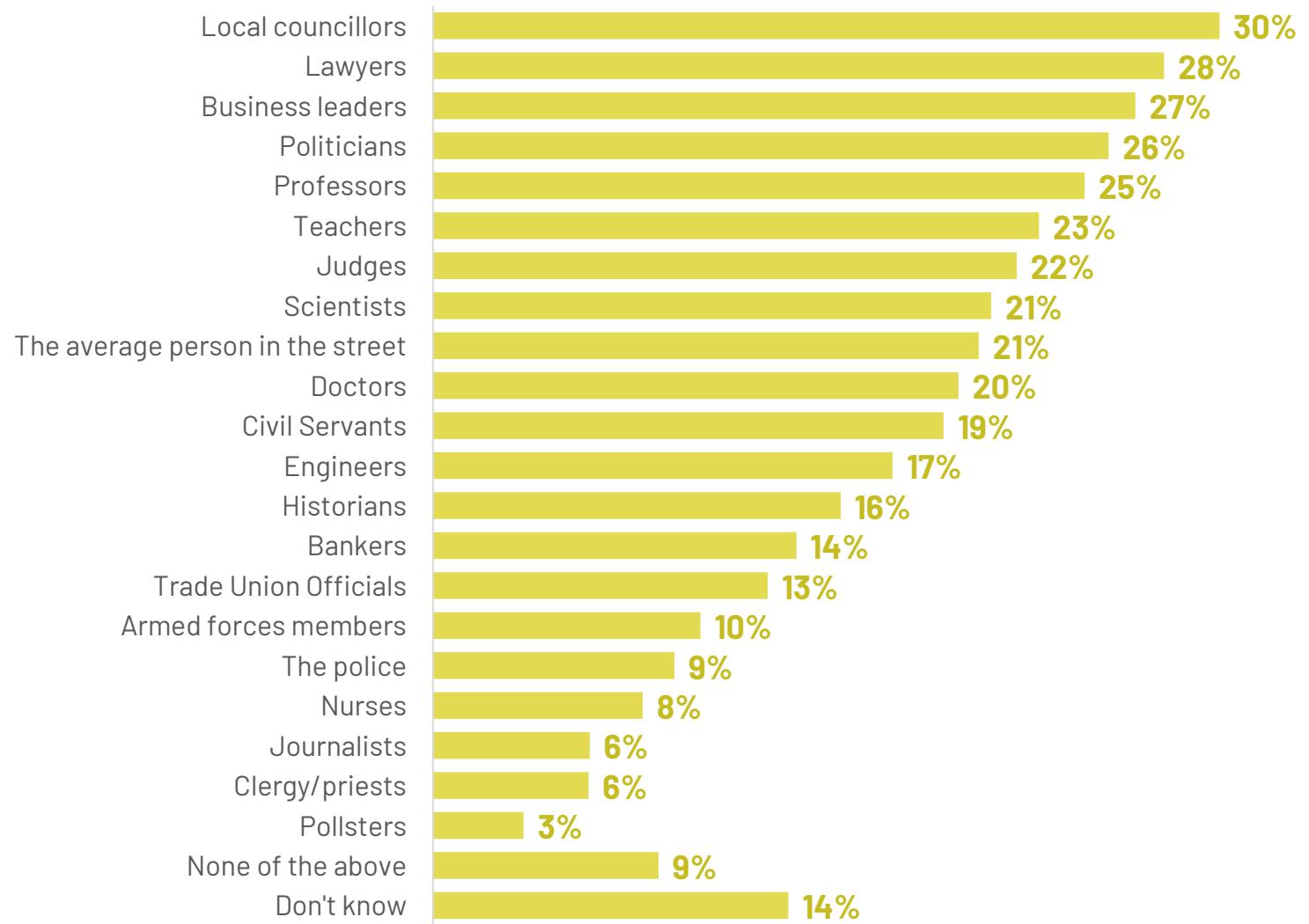
Conservative 2024 voter ranking



Lib Dems prefer local councillors, lawyers and business leaders

Which of the following types of people, if any, do you think have the skills and experience to make a good UK Prime Minister?

Liberal Democrat 2024 voter ranking



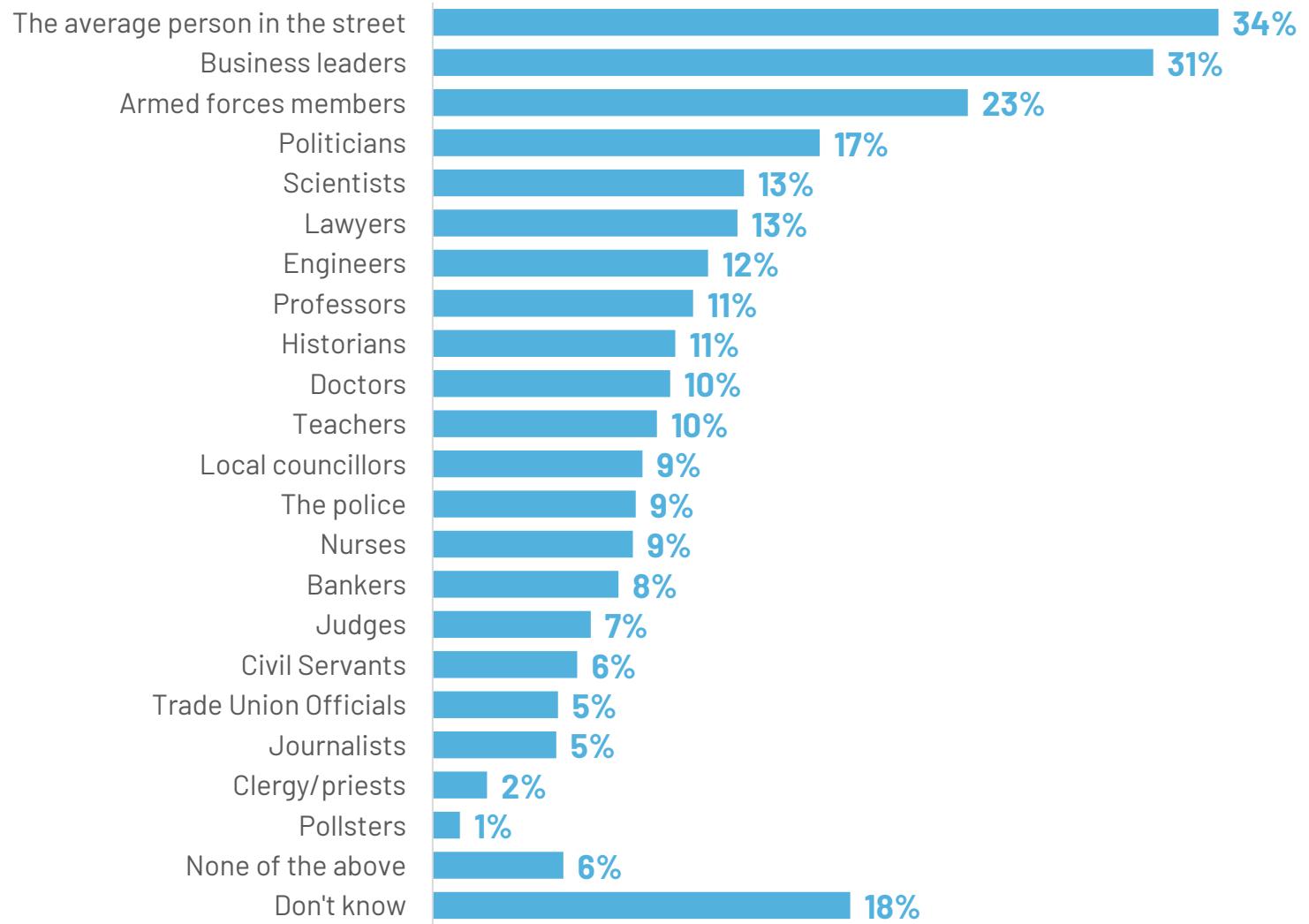
Base: 2,215 UK adults aged 18-75, interviewed online 21-25 November 2025

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Reform UK supporters value the person on the street and business leaders

Which of the following types of people, if any, do you think have the skills and experience to make a good UK Prime Minister?

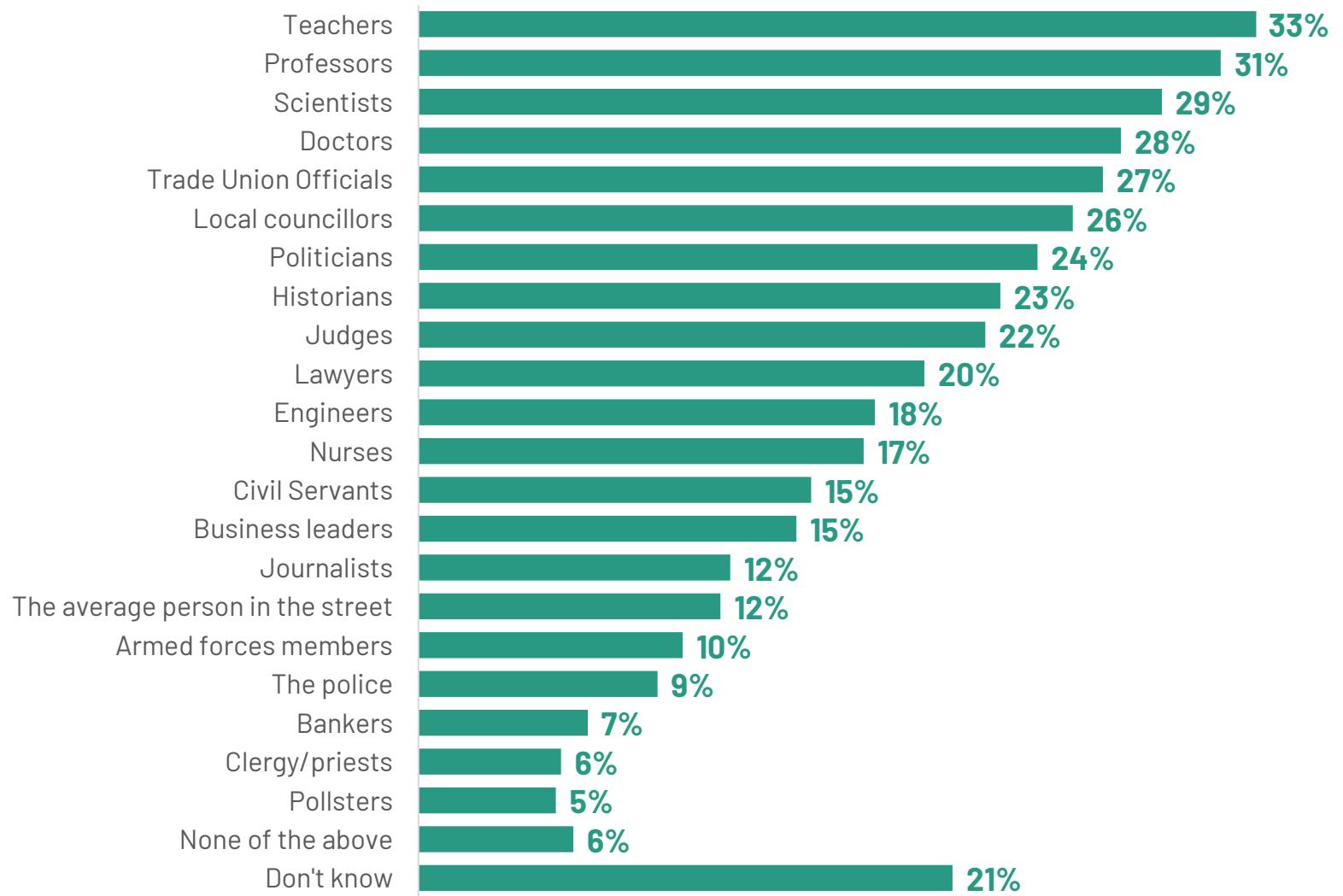
Reform UK 2024 voter ranking



Teachers, professors and scientists rate highest for Greens

Which of the following types of people, if any, do you think have the skills and experience to make a good UK Prime Minister?

Green Party 2024 voter ranking

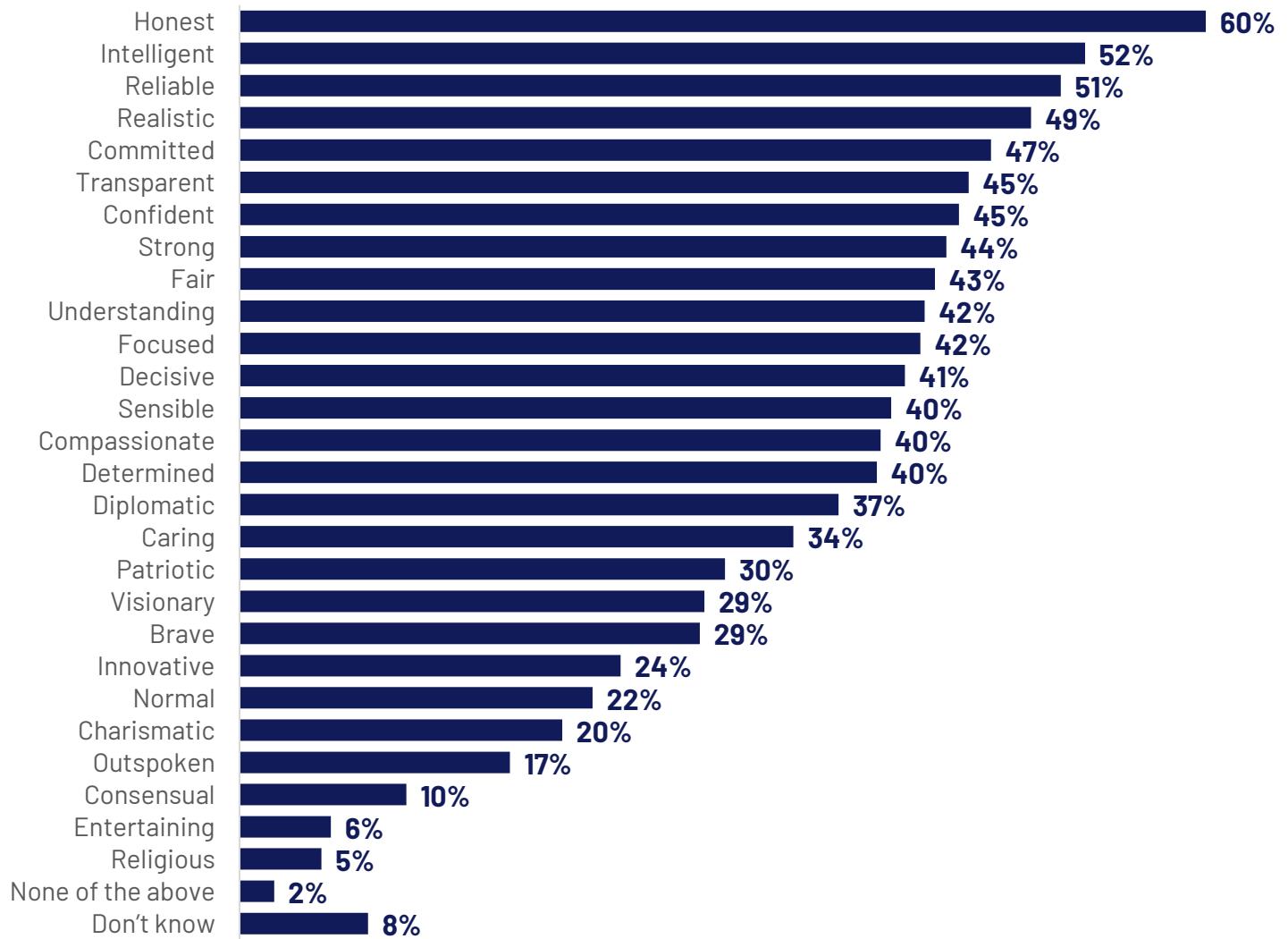


Base: 2,215 UK adults aged 18-75, interviewed online 21-25 November 2025

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Honesty, intelligence, reliability and realism are key qualities for a Prime Minister

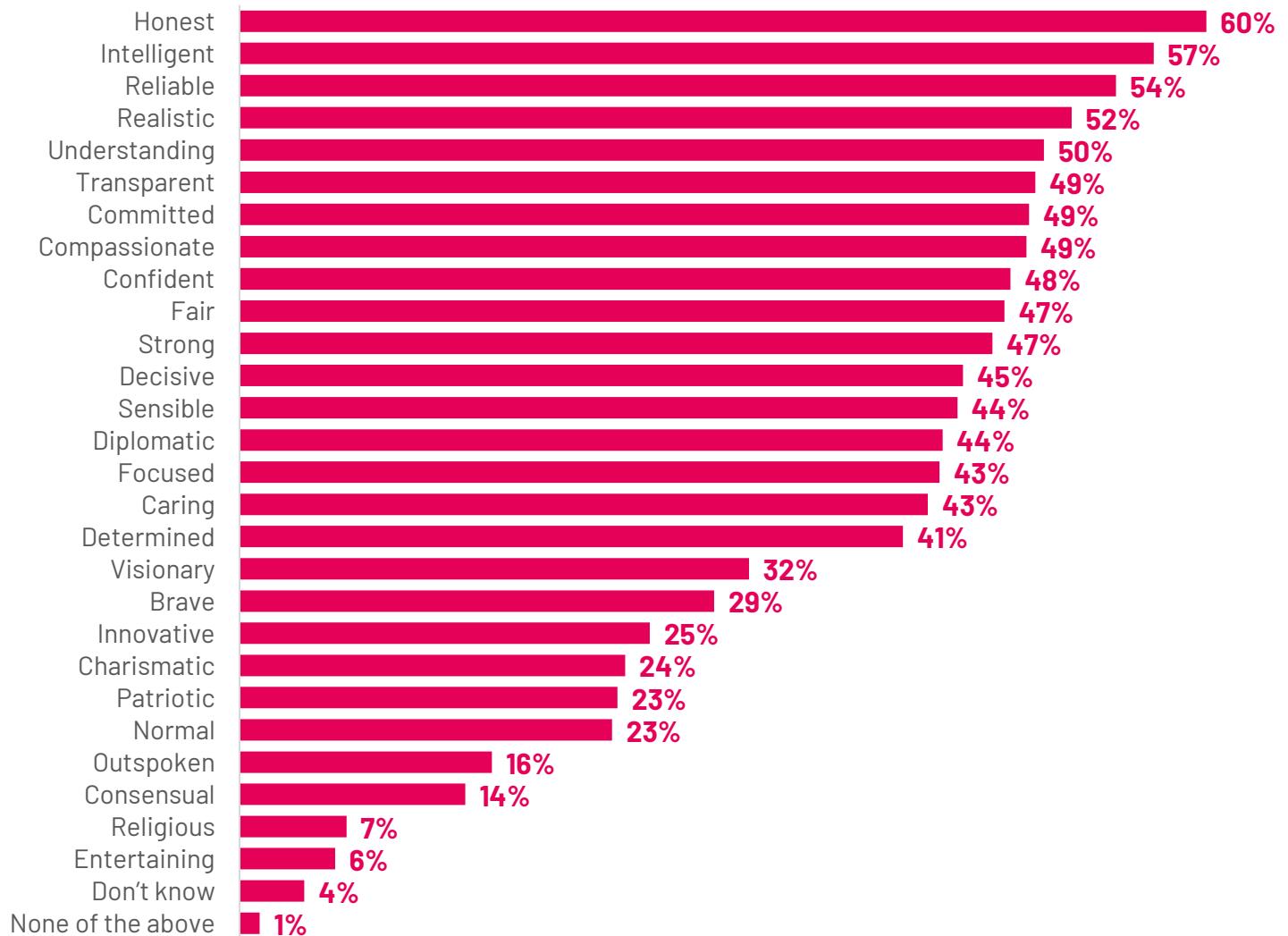
Looking at the list below, which of the following qualities, if any, do you think are most important for a Prime Minister of the UK to have to help them deal with the challenges the country faces today?



Labour voters prioritise the same things

Looking at the list below, which of the following qualities, if any, do you think are most important for a Prime Minister of the UK to have to help them deal with the challenges the country faces today?

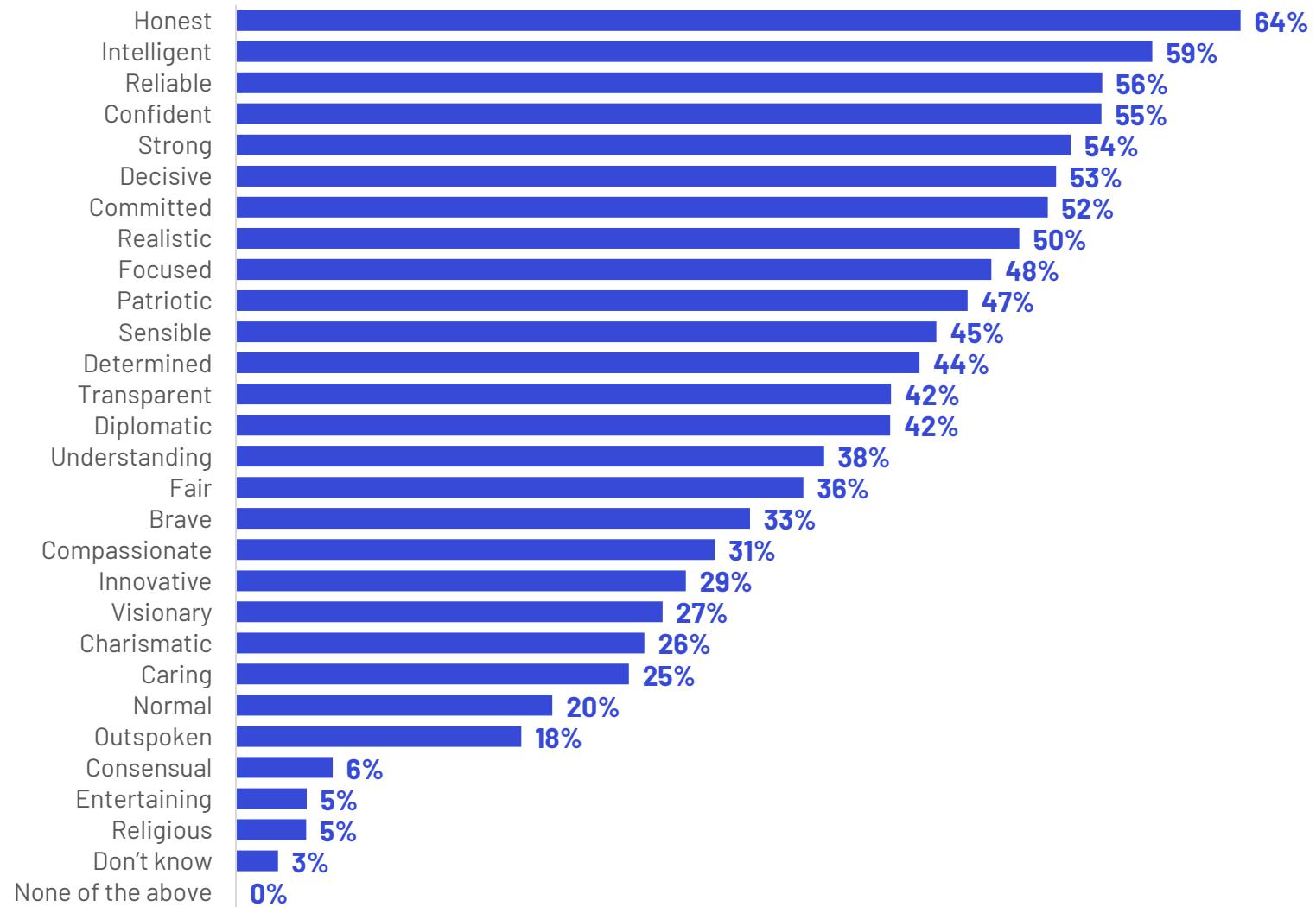
Labour 2024 voters



As do Conservatives; but strong and confident are in the top five

Looking at the list below, which of the following qualities, if any, do you think are most important for a Prime Minister of the UK to have to help them deal with the challenges the country faces today?

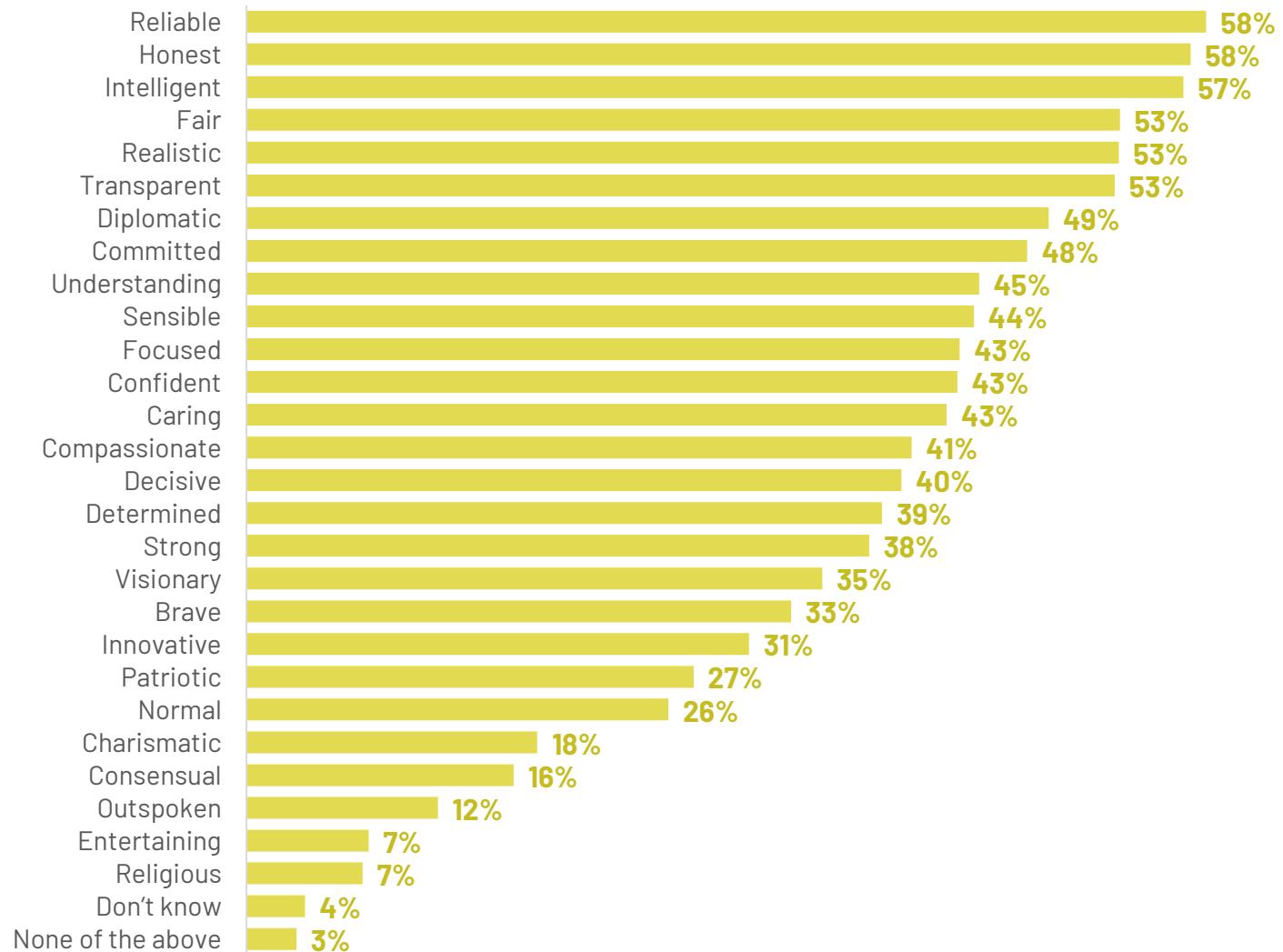
Conservative 2024 voters



Lib Dems similar too, but fairness matters more

Looking at the list below, which of the following qualities, if any, do you think are most important for a Prime Minister of the UK to have to help them deal with the challenges the country faces today?

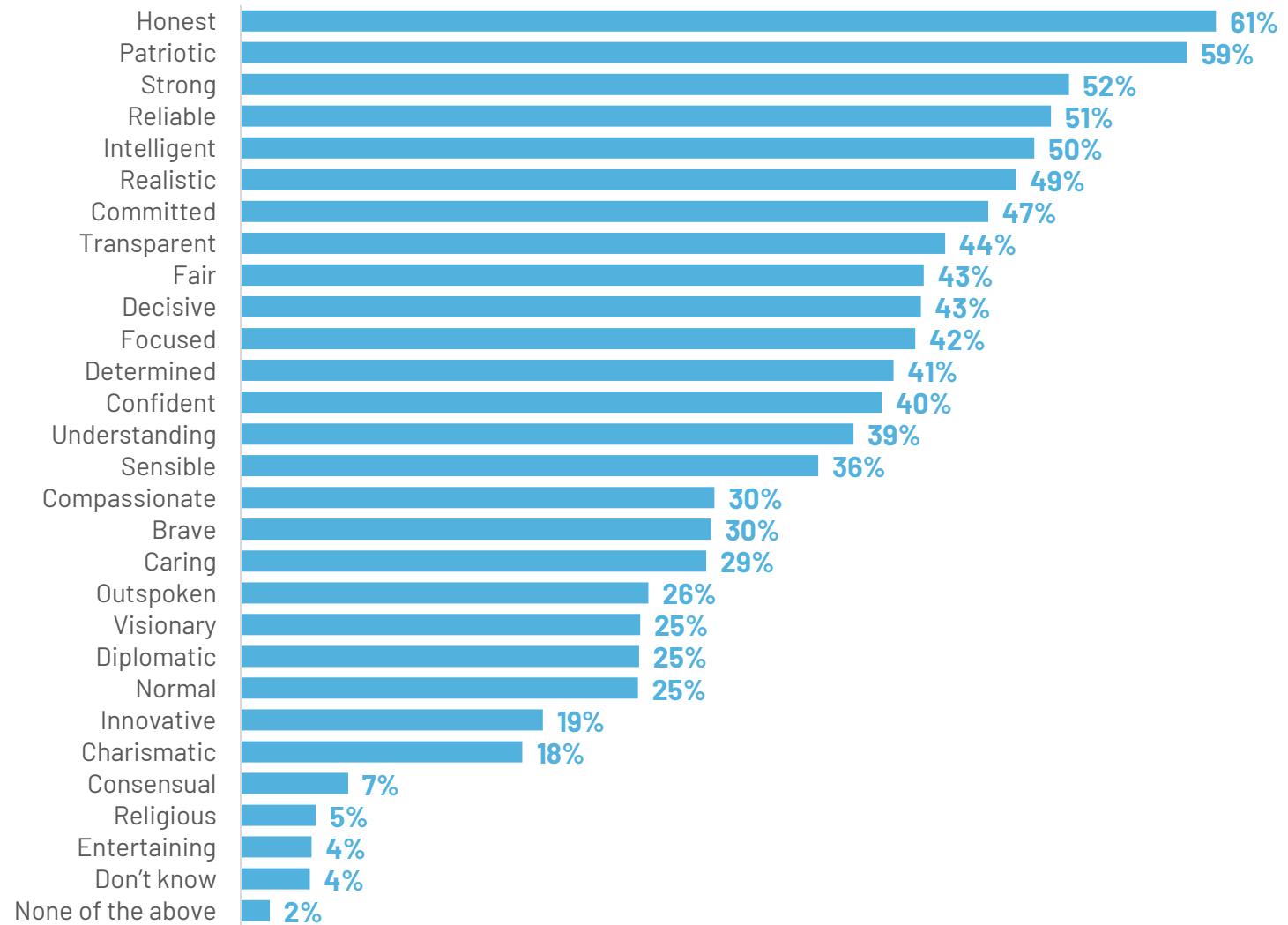
Lib Dem 2024 voters



Reform UK voters value honesty, but also patriotism and strength

Looking at the list below, which of the following qualities, if any, do you think are most important for a Prime Minister of the UK to have to help them deal with the challenges the country faces today?

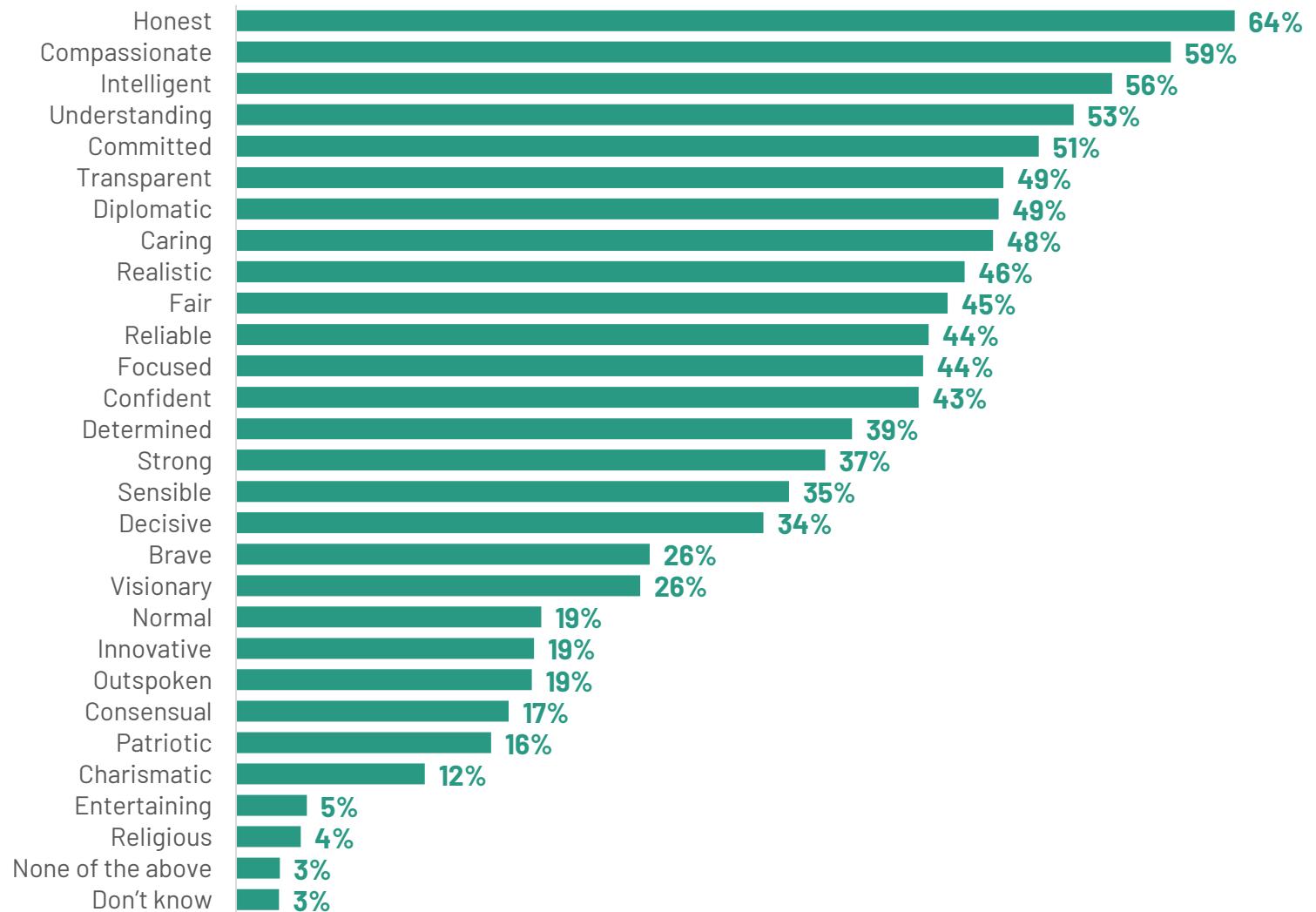
Reform UK 2024 voters



Compassion, understanding and commitment are higher for Greens

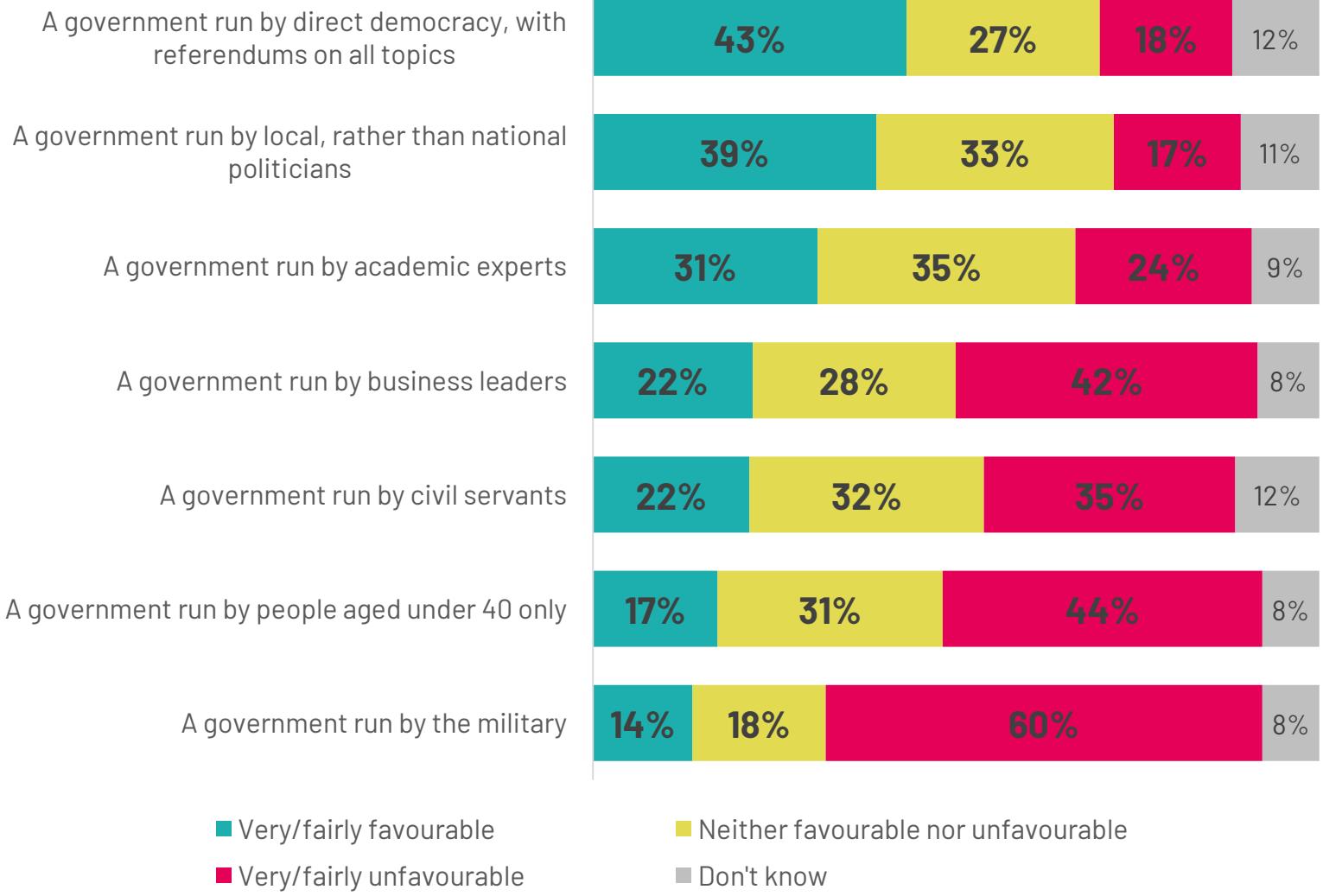
Looking at the list below, which of the following qualities, if any, do you think are most important for a Prime Minister of the UK to have to help them deal with the challenges the country faces today?

Green Party 2024 voters



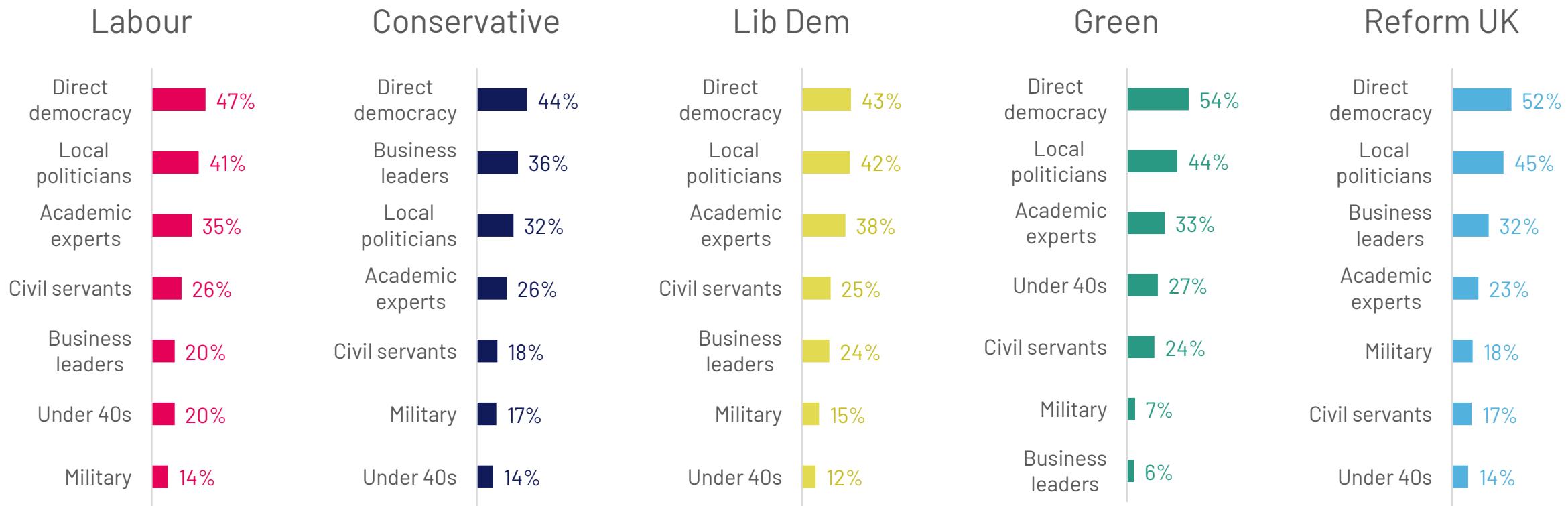
There is little appetite for most other alternative systems, though more support for direct democracy and local voices

Looking at the following types of government, how favourable or unfavourable would you feel about each of these being implemented in the UK?



This is true across political party 2024 voters

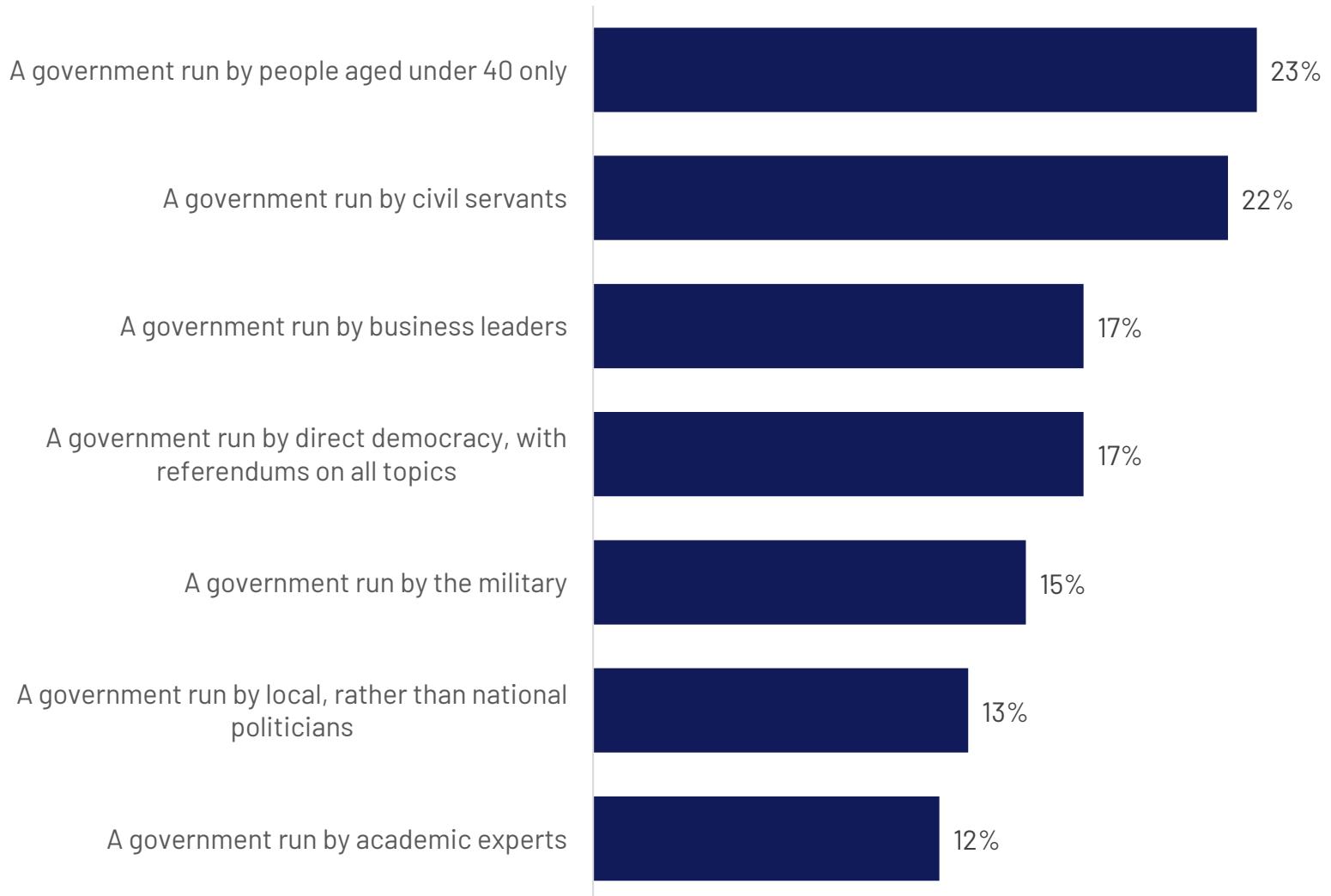
Looking at the following types of government, how favourable or unfavourable would you feel about each of these being implemented in the UK?
% very/fairly favourable



Civil servant and youth governments are seen as least likely to be effective across a range of policy areas

Thinking about each of these types of potential government... In which of the following policy areas do you think they would be most effective at solving problems?

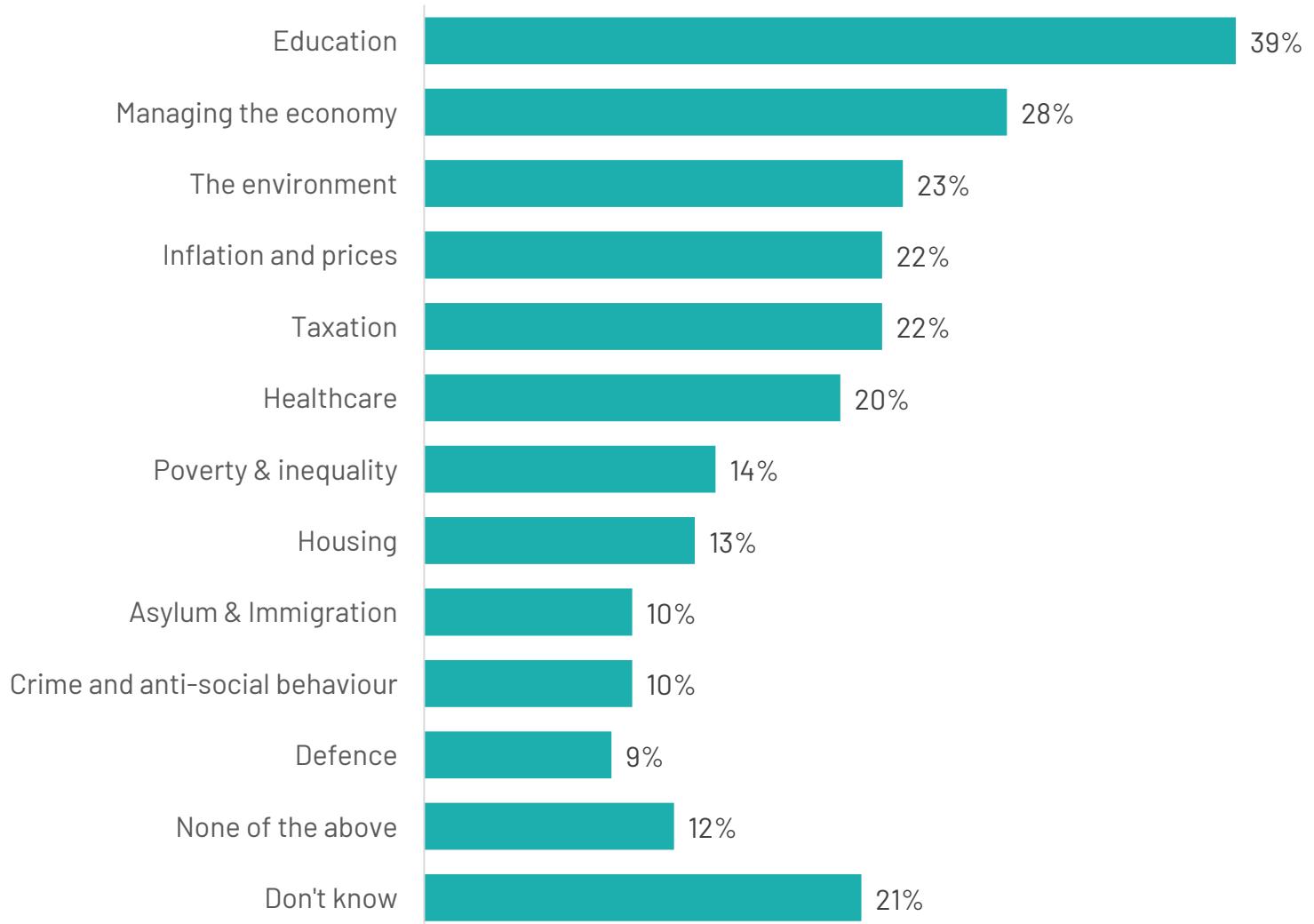
None of the above



Academic experts: most effective on education and the economy

Thinking about each of these types of potential government... In which of the following policy areas do you think they would be most effective at solving problems?

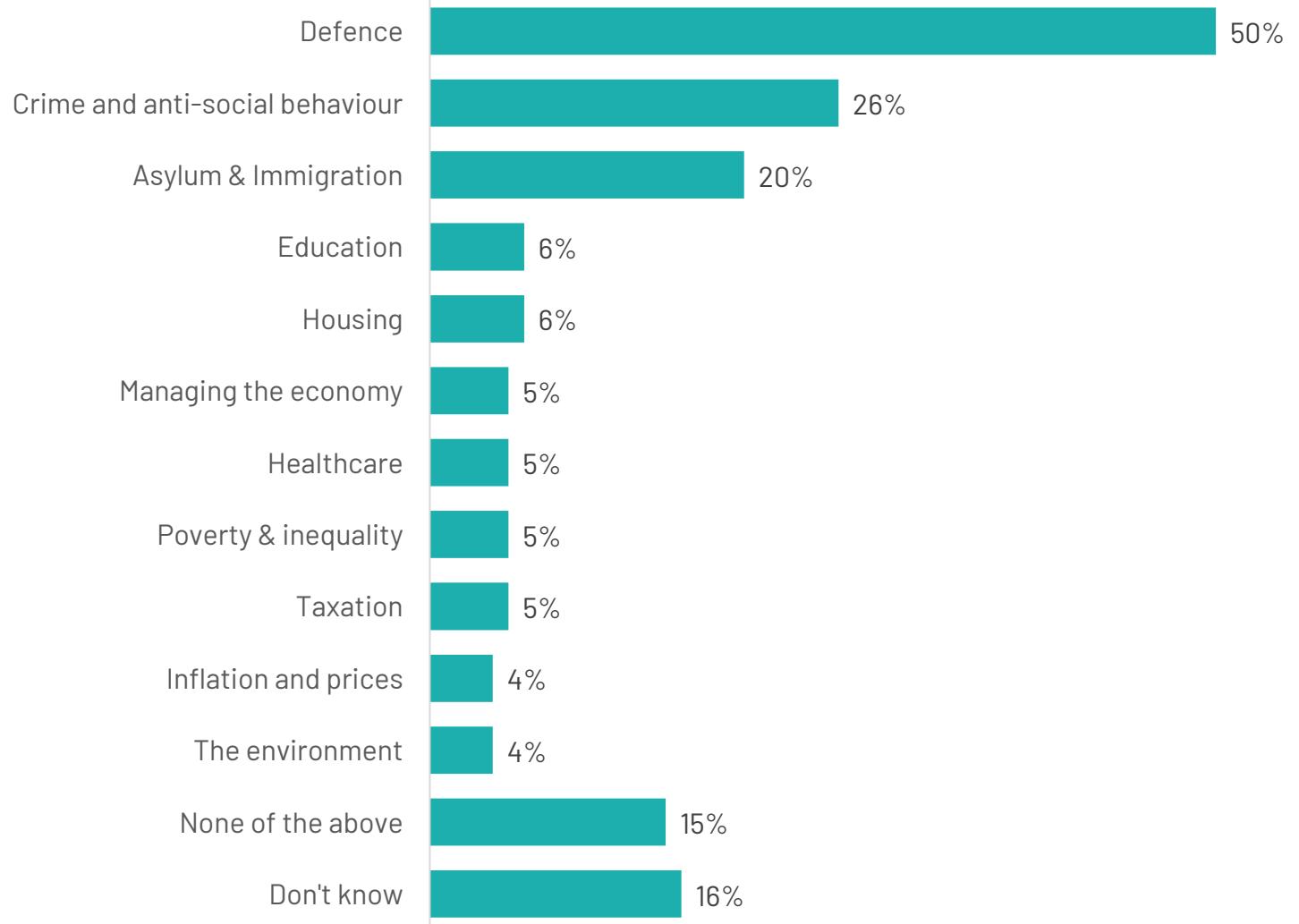
A government run by academic experts



The military: most effective on defence, crime and immigration

Thinking about each of these types of potential government... In which of the following policy areas do you think they would be most effective at solving problems?

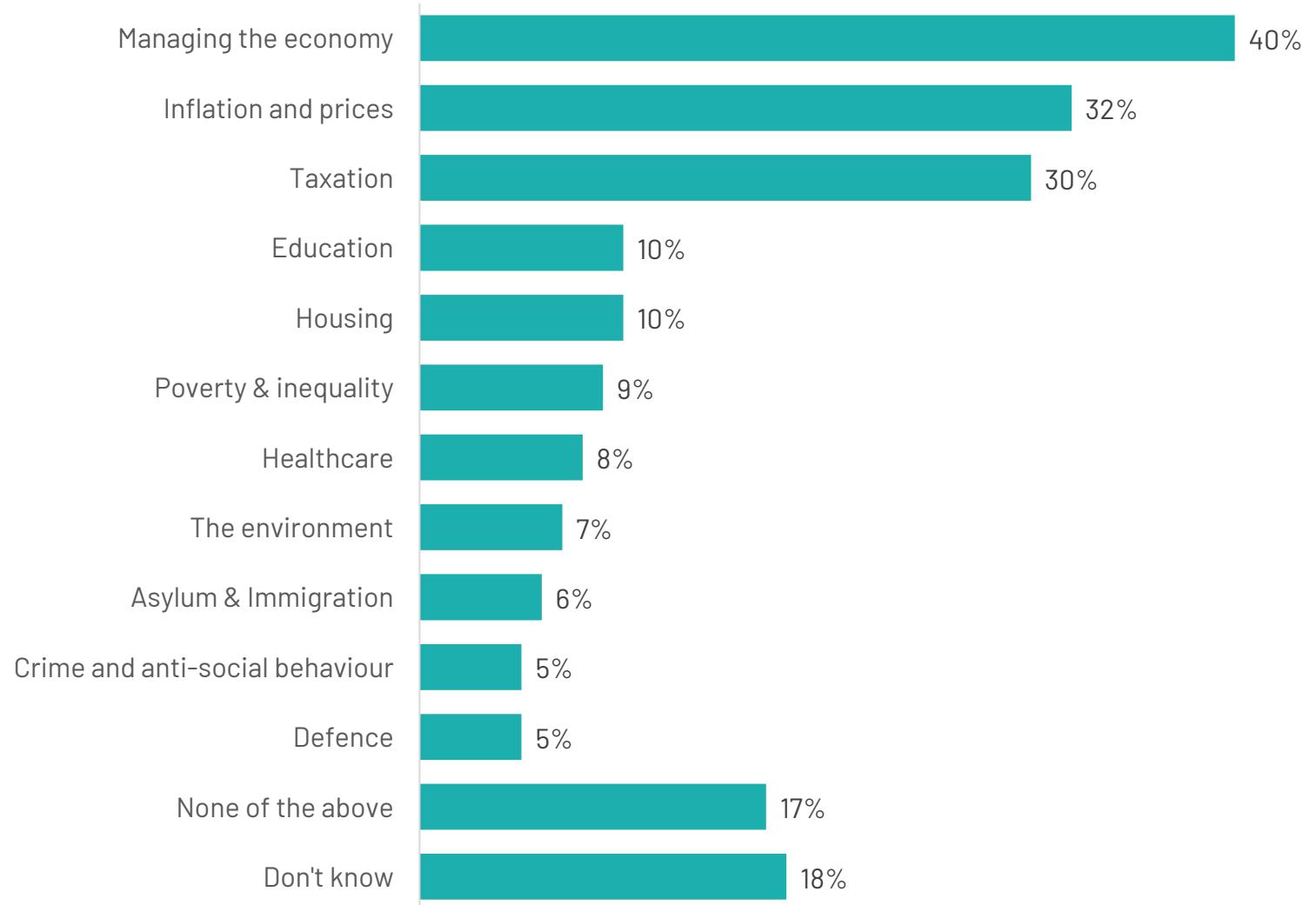
A government run by the military



Business leaders: most effective on the economy, inflation and tax

Thinking about each of these types of potential government... In which of the following policy areas do you think they would be most effective at solving problems?

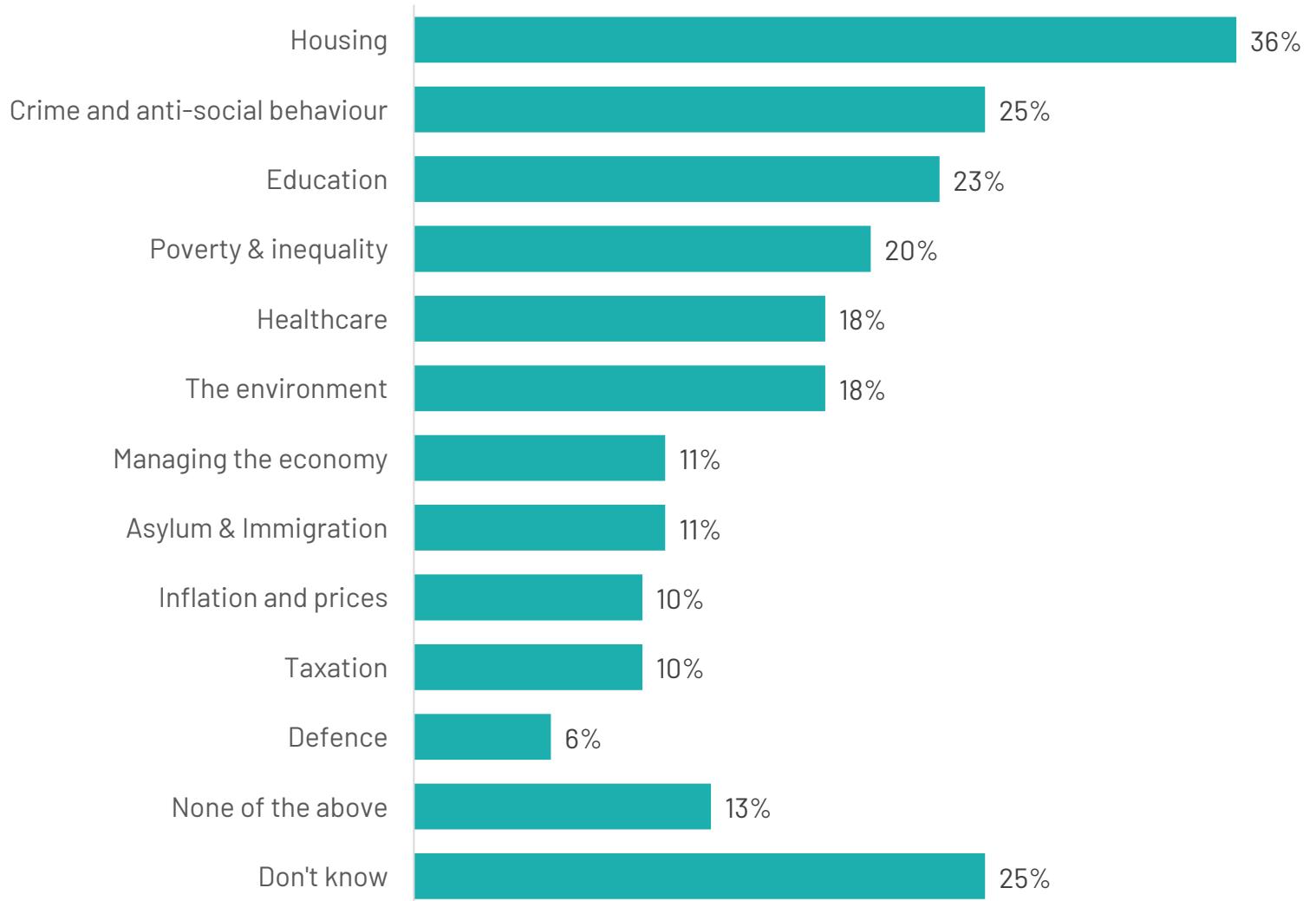
A government run by business leaders



Local leaders: most effective on housing

Thinking about each of these types of potential government... In which of the following policy areas do you think they would be most effective at solving problems?

A government run by local, not national, politicians



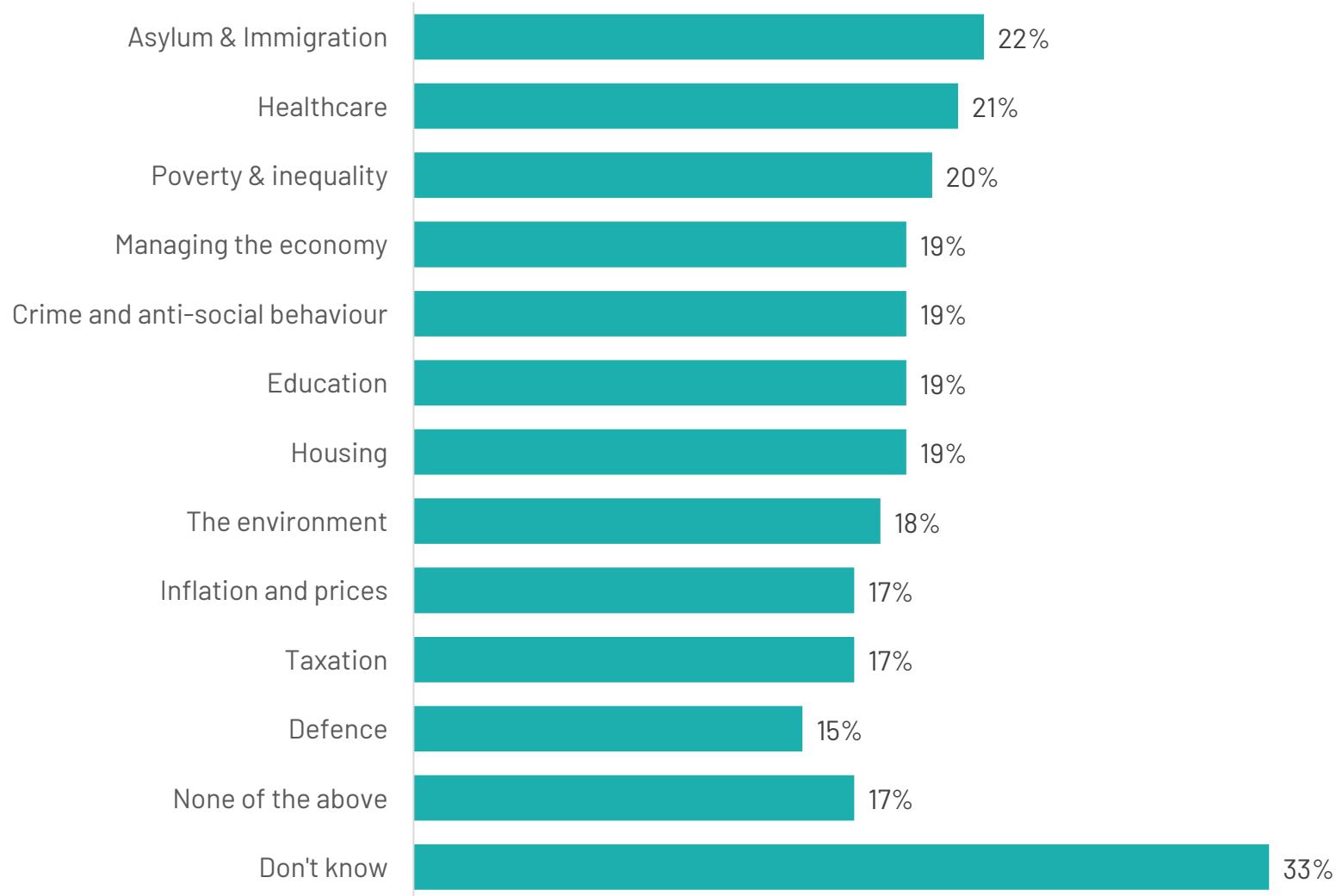
Base: 2,215 UK adults aged 18-75, interviewed online 21-25 November 2025

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Direct democracy: middling on many areas

Thinking about each of these types of potential government... In which of the following policy areas do you think they would be most effective at solving problems?

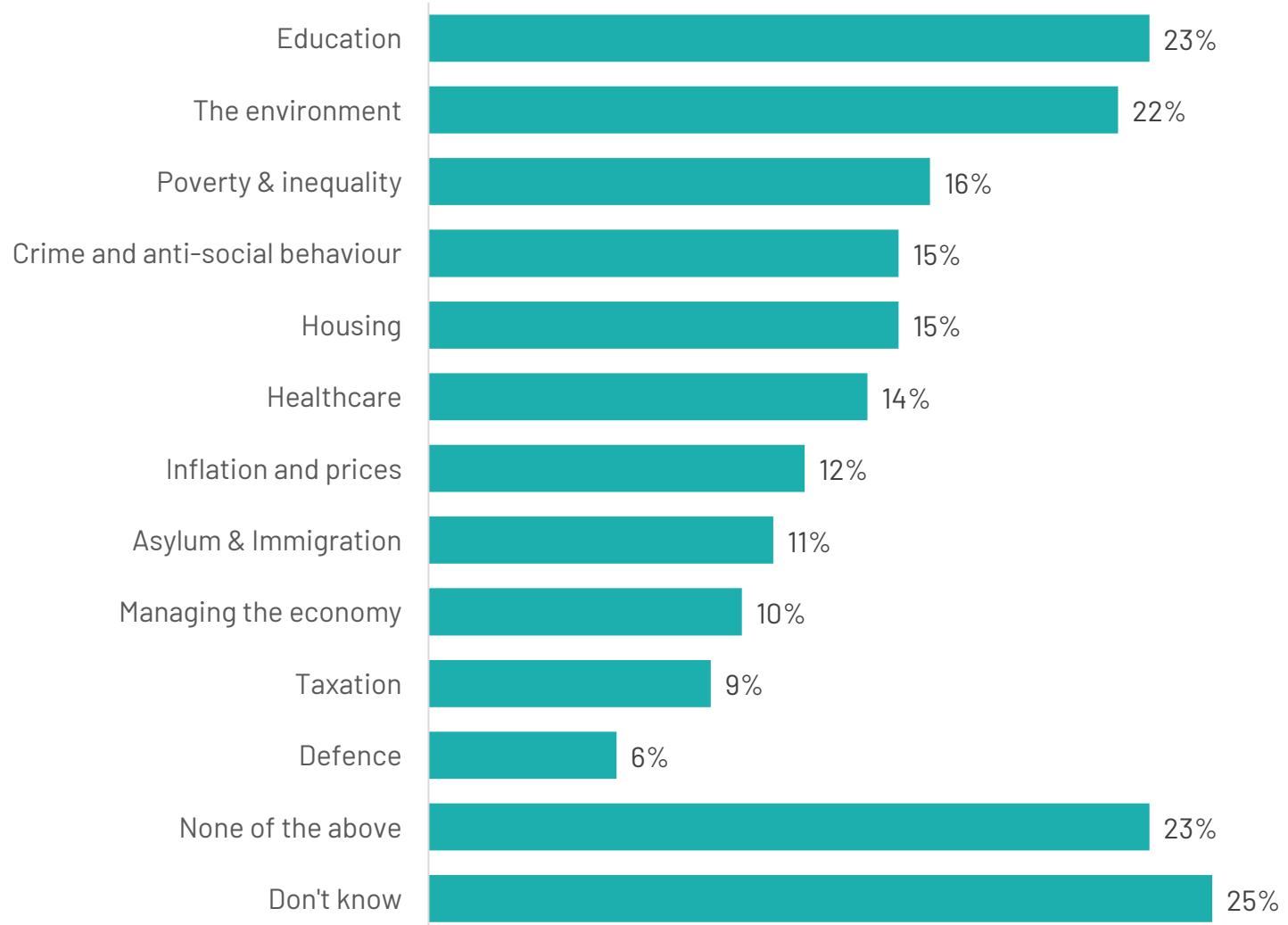
A government run by direct democracy with referendums on all topics



Youth leaders: most effective on education and the environment, but few strong scores

Thinking about each of these types of potential government... In which of the following policy areas do you think they would be most effective at solving problems?

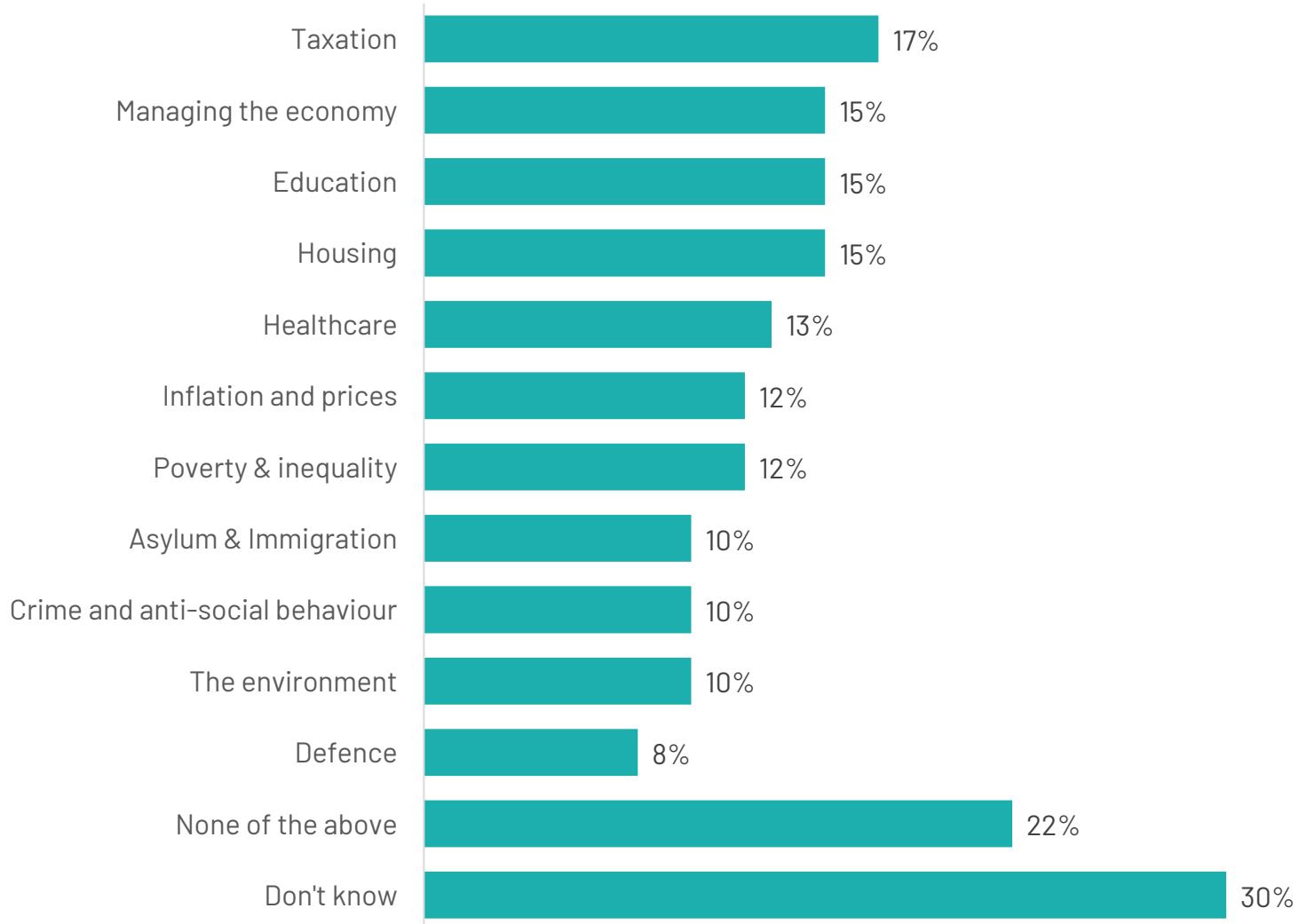
A government run by people aged under 40 only



Civil Servants: no areas where they stand out as most effective

Thinking about each of these types of potential government... In which of the following policy areas do you think they would be most effective at solving problems?

A government run by civil servants



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