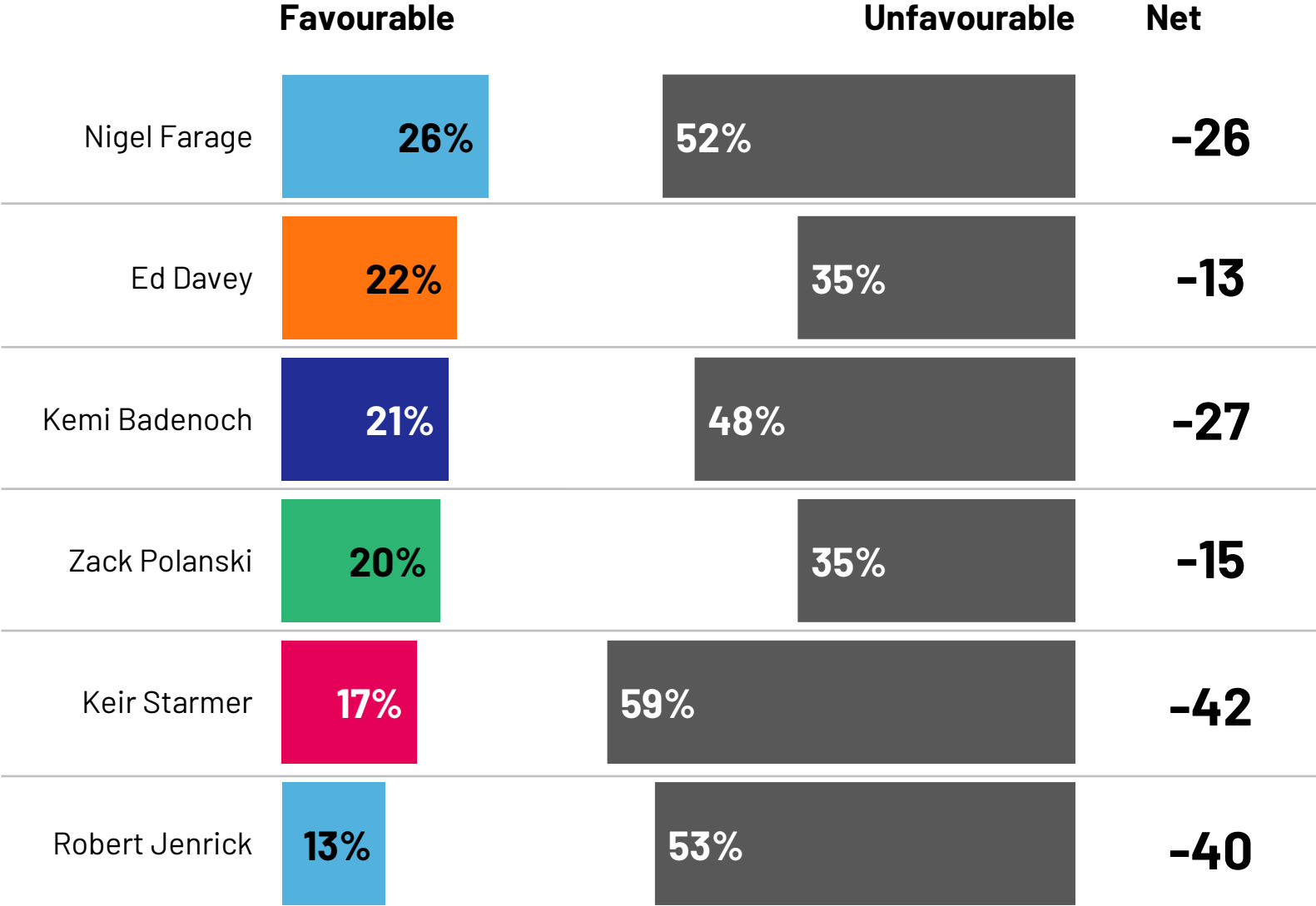


Ipsos Political Pulse

January 2026

Favourability towards politicians

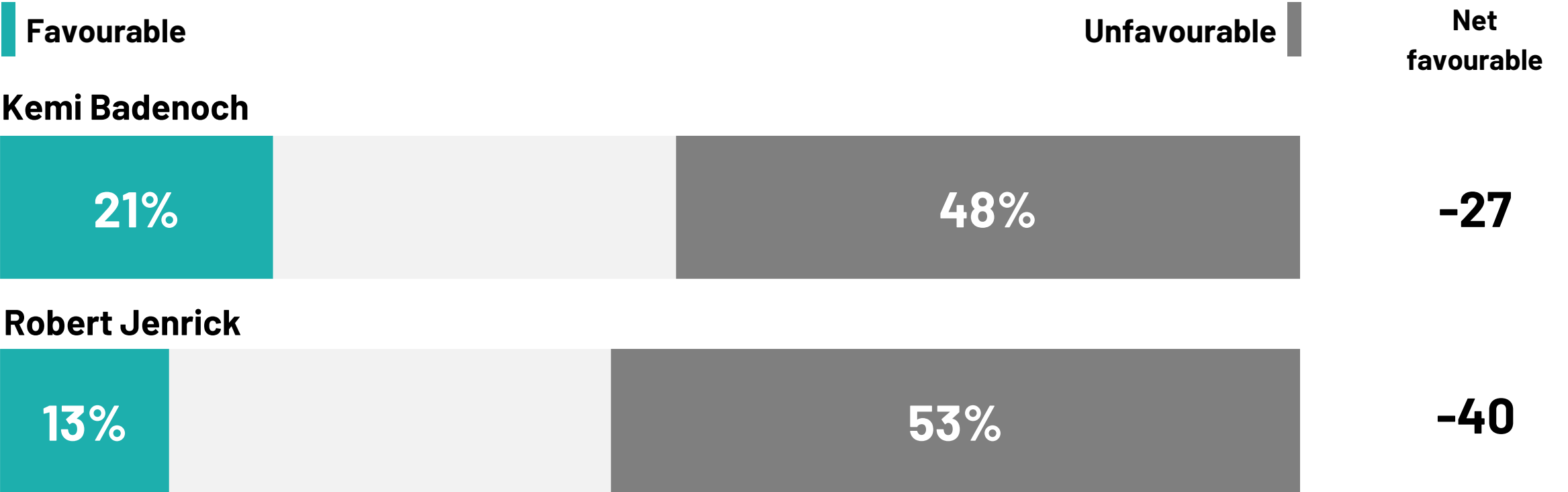
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties?



Base: 1,138 Online British adults aged 18+, 16-19 January 2026

Although Kemi Badenoch has a better net favourability rating, around half of Britons have an unfavourable view of both her and Robert Jenrick

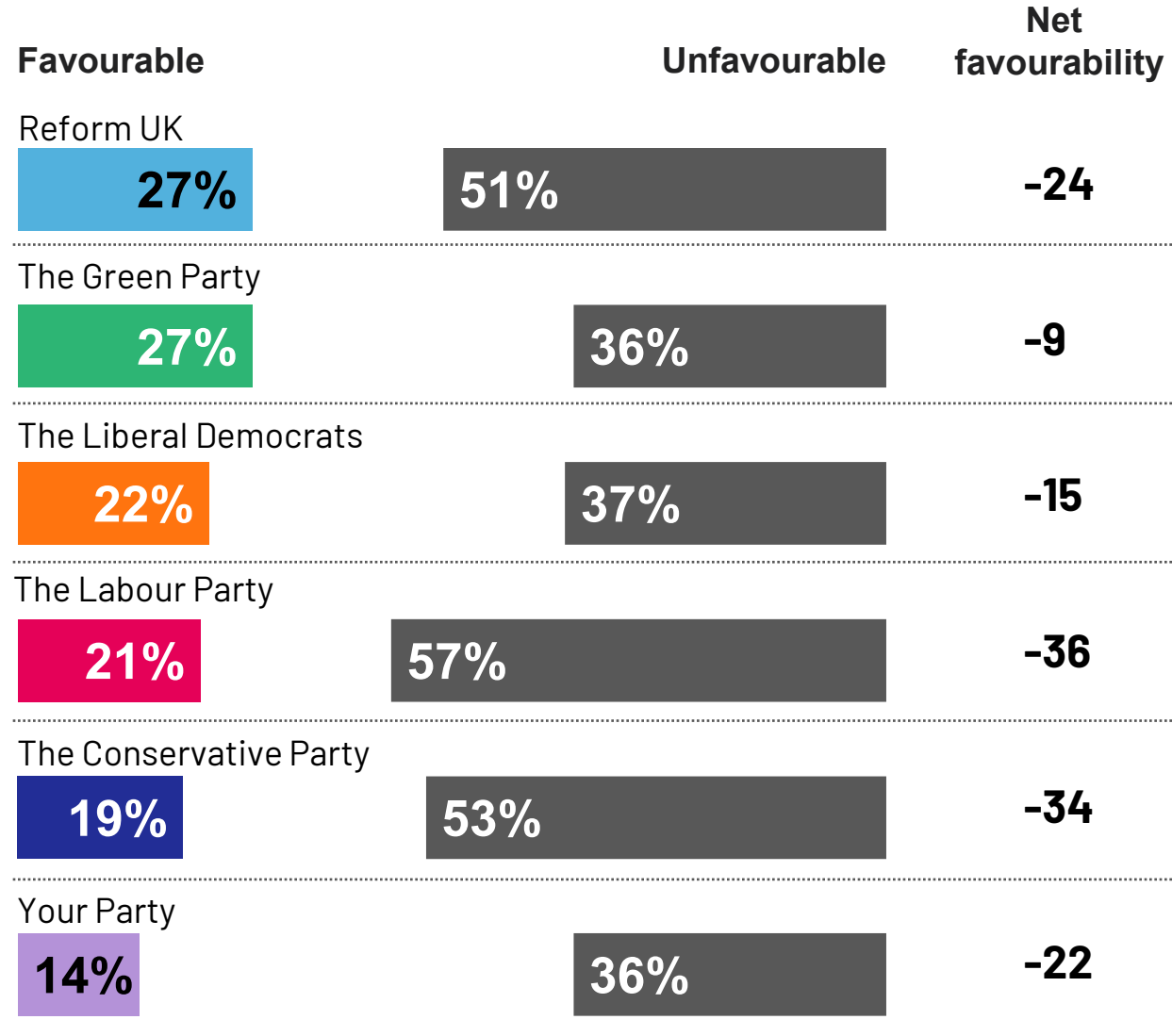
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties?



Base: 1,138 Online British adults aged 18+, 16-19 January 2026

Favourability towards political parties

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



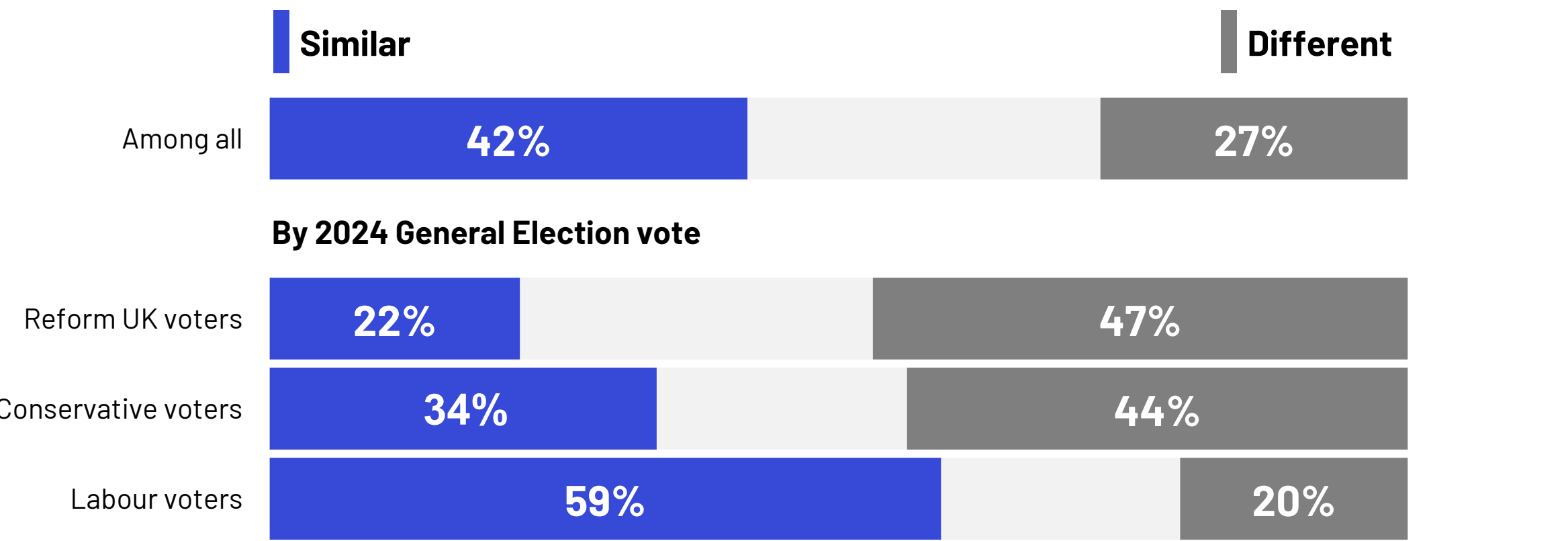
Base: 1,138 Online British adults aged 18+, 16-19 January 2026

JENRICK DEFECTION



Two in five Britons think that the Conservative party and Reform UK are similar to each other

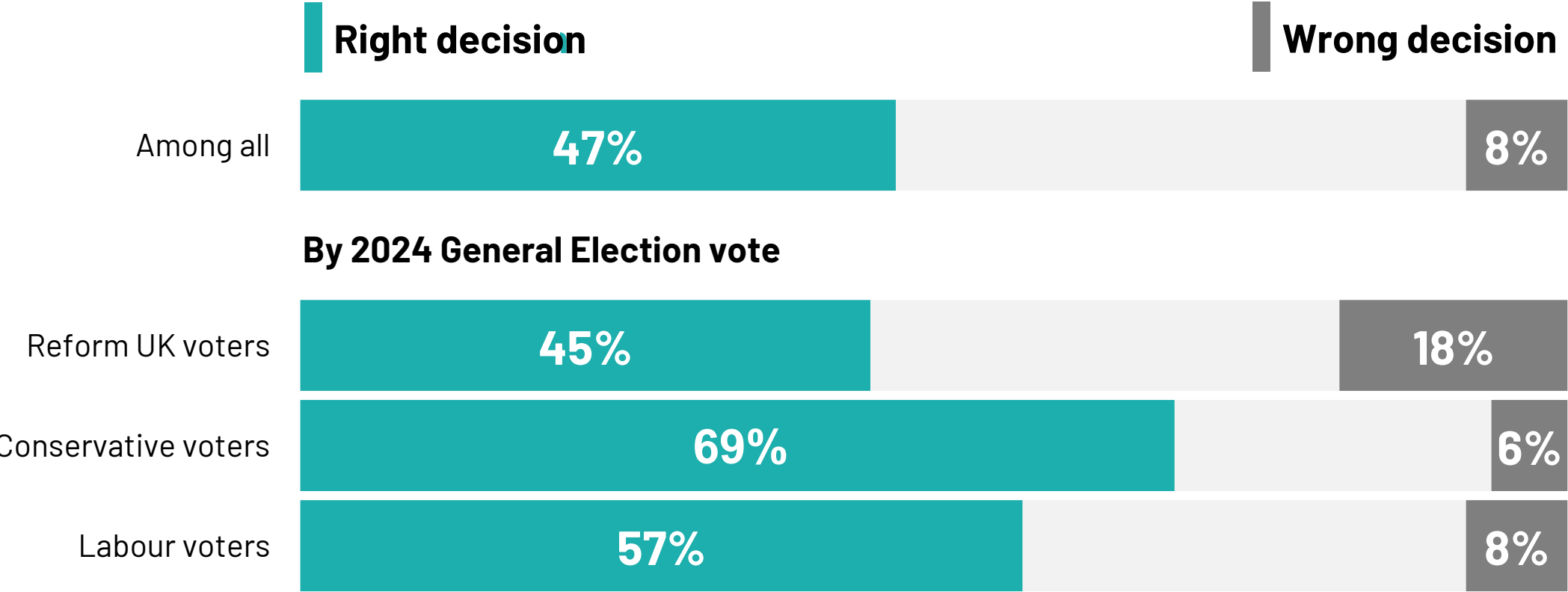
Thinking generally about political parties, to what extent, if at all, would you say the Conservative party and Reform UK are different or similar to each other?



Base: 1,138 Online British adults aged 18+, 16-19 January 2026

Almost half of Britons think Kemi Badenoch made the right decision to sack Robert Jenrick and remove the Conservative party whip

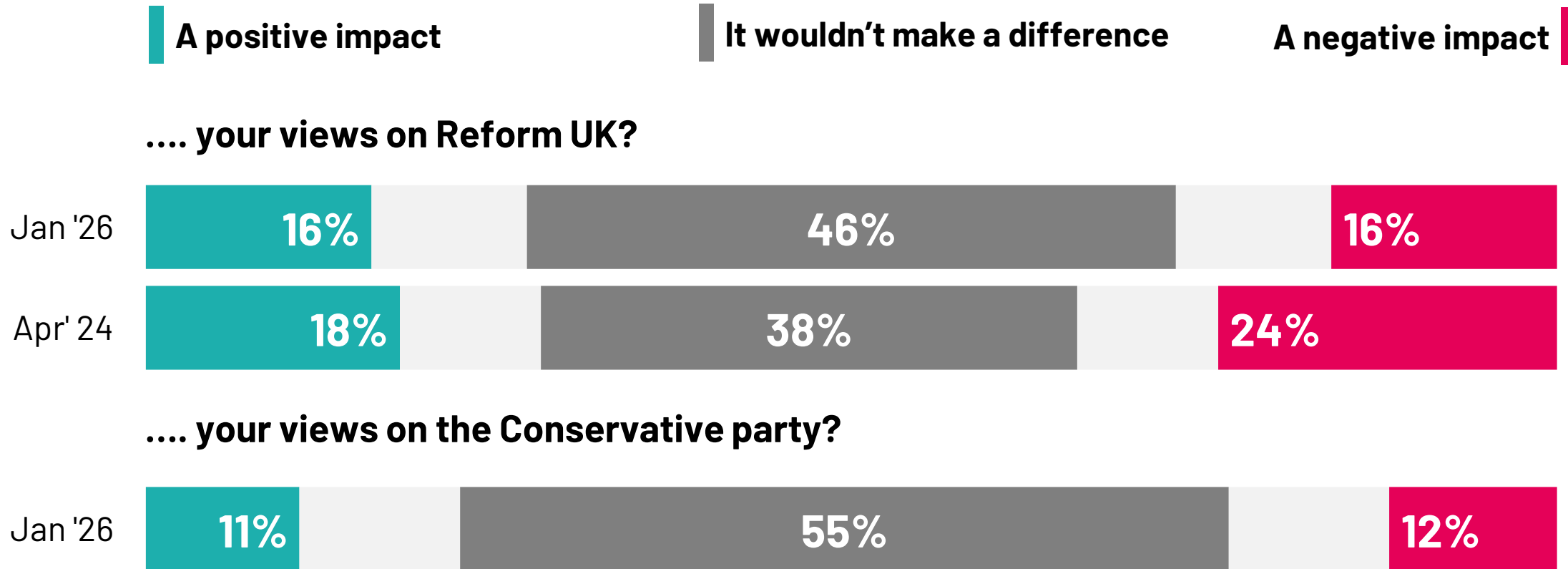
As you may know, following claims she had seen “irrefutable evidence” that he was going to defect from the Conservative party to Reform UK, the Conservative party leader Kemi Badenoch recently sacked Robert Jenrick from her Shadow Cabinet, removed the Conservative party whip and suspended his party membership. To what extent, if at all, do you think that Kemi Badenoch made the right or wrong decision to sack Robert Jenrick and remove the Conservative party whip?



Base: 1,138 Online British adults aged 18+, 16-19 January 2026

Britons are most likely to say that Robert Jenrick's defection has not made a difference to their views of either the Conservative party or Reform UK

As you may know, Robert Jenrick has now joined Reform UK. Do you think this will have a negative or positive impact on your views of Reform UK/the Conservative party, or will it not make a difference?



Base: 1,138 Online British adults aged 18+, 16-19 January 2026



January 2026 Political Pulse

For more information

Gideon Skinner

Research Director

gideon.skinner@ipsos.com

Cameron Garrett

Associate Director

cameron.garrett@ipsos.com