

Ipsos Political Monitor - January 2026

Table 1
V1AB/V2. COMBINED VOTING INTENTION - ALL - How would you vote if there were a General Election tomorrow? (Which party/most inclined to support?)

Base : All

	Total (W'td)	Likelihood to vote (General Election)								Gender		Age				Social grade						Ethnicity		UnWgt Total
		Always usually depends	Always usually depends AND 9/10 likelihood	(10) Absolutely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Men	Women	18-34	35-49	50-64	65+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic minority	
Unweighted Total	1104	925	751	693	918	890	846	772	58	479	604	287	261	305	251	295	373	178	134	668	312	931	143	1104
Weighted Total	1104	919	730	677	902	875	834	751	60	523	562	309	247	285	262	251	311	202	238	563	439	915	157	1104
Total voting (sub-base)	884	789	671	626	813	789	758	689	12	435	436	219	192	235	239	221	258	160	175	480	334	748	117	891
Conservative	172	159	127	118	157	153	149	130	3	84	88	19	34	38	81	52	52	27	33	104	61	152	20	171
	19%	20%	19%	19%	19%	19%	20%	19%	24% s	19%	20%	8%	18%	16%	34%	23%	20%	17%	19%	22%	18%	20%	17%	19%
Labour	208	175	147	129	181	170	163	149	4	90	115	62	64	47	36	46	66	32	46	113	78	158	42	200
	23%	22%	22%	21%	22%	22%	22%	22%	29% s	21%	26%	28%	33%	20%	15%	21%	26%	20%	26%	23%	23%	21%	36%	22%
Reform UK	259	231	203	196	243	239	230	211	3	141	115	41	47	99	73	51	67	51	70	118	121	238	16	242
	29%	29%	30%	31%	30%	30%	30%	31%	24% s	32%	26%	19%	24%	42%	31%	23%	26%	32%	40%	25%	36%	32%	13%	27%
Liberal Democrats (Lib Dem)	102	94	79	76	95	94	87	81	3	47	54	28	16	27	31	28	34	20	11	63	31	89	12	115
	12%	12%	12%	12%	12%	12%	12%	12%	23% s	11%	12%	13%	9%	11%	13%	13%	13%	13%	6%	13%	9%	12%	11%	13%
Scottish National Party (SNP)	20	17	13	14	20	20	20	14	-	12	8	7	5	5	3	5	8	2	1	13	3	17	3	22
	2%	2%	2%	2%	2%	2%	3%	2%	-s	3%	2%	3%	3%	2%	1%	2%	3%	1%	*	3%	1%	2%	2%	2%
Plaid Cymru	16	14	13	12	14	14	13	13	-	10	6	7	3	1	5	1	4	7	3	4	11	16	-	11
	2%	2%	2%	2%	2%	2%	2%	2%	-s	2%	1%	3%	1%	1%	2%	*	1%	5%	2%	1%	3%	2%	-	1%
Green Party	97	90	78	72	92	89	86	80	-	44	49	54	20	17	7	35	26	18	8	61	25	70	24	121
	11%	11%	12%	11%	11%	11%	11%	12%	-s	10%	11%	25%	10%	7%	3%	16%	10%	11%	4%	13%	8%	9%	20%	14%
Alba Party	-	-	-	-	-	-	-	-	-s	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	11	9	9	9	11	11	9	9	-	7	2	3	3	1	3	3	2	2	2	5	4	8	1	9
	1%	1%	1%	1%	1%	1%	1%	1%	-s	2%	*	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Would not vote	97	31	-	1	3	2	1	1	45	46	48	49	26	15	7	13	20	21	26	33	47	72	17	86
	9%	3%	-	*	*	*	*	*	76% s	9%	9%	16%	10%	5%	3%	5%	6%	10%	11%	6%	11%	8%	11%	8%
Undecided	113	91	55	46	79	76	67	57	2	38	73	40	28	30	16	14	33	19	37	47	56	88	20	115
	10%	10%	8%	7%	9%	9%	8%	8%	4% s	7%	13%	13%	11%	10%	6%	6%	10%	9%	16%	8%	13%	10%	13%	10%
Prefer not to say	10	8	4	4	8	8	8	4	-	4	6	2	2	6	*	2	1	3	-	3	3	7	3	12
	1%	1%	1%	1%	1%	1%	1%	1%	-s	1%	1%	1%	1%	2%	*	1%	*	1%	-	1%	1%	1%	2%	1%

Fieldwork dates - Thursday 22nd to Tuesday 27th January 2026.

Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel

Source : Ipsos J25-007339-01

*=Less than 0.5%

s=Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - January 2026

Table 2
V1AB/V2. COMBINED VOTING INTENTION - ALL - How would you vote if there were a General Election tomorrow? (Which party/most inclined to support?)

30 Jan 2026

Base : All

	Total (Weighted)	Voting					Working status		Government		Work sector		Tenure							ONS Regions							Past vote (2024 General Election)					Qualifications			UnW Tot.
		Labour	Conservative	Liberal Democrats (Lib Dem)	Reform UK	Green Party	Full-time	Not full- time/Not work- ing	Satis- fied	Dis- satis- fied	Public	Private	Mort- gage	Owned out- right	Private renter	Social renter	Renter	Total owner occup- ier	North excl. Scot.	Mid- lands (incl. E of England)	South excl. London	Grea- ter London	Eng- land	Scot	Wales	Lab	Con	Reform UK	LD	Oth incl. LD,Grn	Did not vote/not eligible/too young	No qual	Other qual	Degree+	
	1104	200	171	115	242	121	486	602	149	862	265	689	368	411	132	150	282	779	254	302	273	131	960	93	51	295	194	117	96	202	195	146	598	348	1104
	1104	208	172	102	259	97	510	585	142	871	238	721	329	402	149	180	329	731	267	287	256	144	955	95	54	272	202	123	80	187	220	186	571	329	1104
	884	208	172	102	259	97	387	493	125	697	200	578	266	347	110	132	242	613	214	224	213	111	762	79	43	229	186	113	72	170	127	156	436	280	891
	172	-	172	-	-	-	66	106	10	146	39	115	53	95	12	10	22	148	32	55	54	17	157	11	4	13	105	10	11	15	18	28	88	55	171
	19%	-	100%	-	-	-	17%	22%	8%	21%	19%	20%	20%	27%	11%	8%	9%	24%	15%	24%	25%	15%	21%	14%	9%	6%	56%	9%	15%	9%	14%	18%	20%	19%	19%
	208	208	-	-	-	-	104	100	83	106	53	132	70	58	34	39	74	128	74	41	34	40	189	13	6	128	7	2	8	21	35	24	109	74	200
	23%	100%	-	-	-	-	27%	20%	66%	15%	26%	23%	26%	17%	31%	30%	30%	21%	35%	18%	16%	36%	25%	17%	13%	56%	4%	2%	11%	12%	27%	15%	25%	26%	22%
	259	-	-	-	259	-	116	143	5	251	53	167	61	111	28	54	82	172	57	65	84	21	227	22	11	23	64	94	5	13	43	78	126	49	242
	29%	-	-	-	100%	-	30%	29%	4%	36%	27%	29%	23%	32%	25%	41%	34%	28%	27%	29%	39%	19%	30%	28%	25%	10%	34%	84%	7%	8%	34%	50%	29%	17%	27%
	102	-	-	102	-	-	39	63	17	69	19	73	33	49	11	7	18	82	23	31	27	12	93	5	3	22	9	2	43	51	15	11	44	47	115
	12%	-	-	100%	-	-	10%	13%	13%	10%	9%	13%	12%	14%	10%	5%	7%	13%	11%	14%	13%	11%	12%	7%	8%	10%	5%	1%	61%	30%	12%	7%	10%	17%	13%
	20	-	-	-	-	-	6	14	3	15	7	8	5	7	1	6	7	13	-	-	-	-	-	20	-	3	1	-	-	13	2	3	10	7	22
	2%	-	-	-	-	-	2%	3%	2%	2%	4%	1%	2%	2%	1%	5%	3%	2%	-	-	-	-	-	25%	-s	1%	*	-	-s	8%	1%	2%	2%	3%	2%
	16	-	-	-	-	-	3	12	-	16	1	13	1	6	5	2	7	8	-	-	-	-	-	-	16	5	-	-	-	9	2	8	7	1	11
	2%	-	-	-	-	-	1%	2%	-	2%	*	2%	1%	2%	4%	1%	3%	1%	-	-	-	-	-	-s	36%	2%	-	-	-s	5%	1%	5%	2%	*	1%
	97	-	-	-	-	97	48	49	9	83	24	62	43	17	19	8	27	60	24	28	14	21	87	7	3	35	1	2	4	42	13	1	49	44	121
	11%	-	-	-	-	100%	13%	10%	7%	12%	12%	11%	16%	5%	17%	6%	11%	10%	11%	13%	6%	19%	11%	8%	8%	15%	*	2%	6%	25%	10%	1%	11%	16%	14%
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	11	-	-	-	-	-	5	6	*	10	5	6	1	3	-	5	5	4	3	4	1	-	8	1	1	1	1	3	6	-	4	3	4	9	
	1%	-	-	-	-	-	1%	1%	*	1%	2%	1%	*	1%	-	4%	2%	1%	2%	2%	*	-	1%	2%	2%	*	-	2%	-s	3%	-	2%	1%	1%	1%
	97	-	-	-	-	-	56	41	13	71	14	67	21	24	18	28	46	45	21	33	18	14	86	7	5	12	5	2	1	3	63	14	65	17	86
	9%	-	-	-	-	-	11%	7%	9%	8%	6%	9%	6%	6%	12%	16%	14%	6%	8%	11%	7%	10%	9%	7%	8%	5%	2%	1%	1%	1%	28%	7%	11%	5%	8%
	113	-	-	-	-	-	59	50	4	95	23	73	37	29	20	19	40	66	29	29	23	17	98	9	7	30	10	8	7	12	30	16	66	31	115
	10%	-	-	-	-	-	12%	9%	3%	11%	10%	10%	11%	7%	14%	11%	12%	9%	11%	10%	9%	12%	10%	9%	12%	11%	5%	6%	9%	7%	14%	9%	11%	9%	10%
	10	-	-	-	-	-	8	1	-	8	2	3	5	2	1	*	1	7	4	1	3	2	10	-	-	1	-	*	-	2	*	1	5	1	12
	1%	-	-	-	-	-	2%	*	-	1%	1%	*	2%	*	1%	*	*	1%	1%	*	1%	2%	1%	-s	-s	*	-	*	-s	1%	*	*	1%	*	1%

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Table 3
V1AB/V2. COMBINED VOTING INTENTION - LIKELY TO VOTE - How would you vote if there were a General Election tomorrow? (Which party/most inclined to support?)

Base : All 9/10 at likely to vote (LIKEV) and always/usually/it depends at vote frequency (votefreq)

Total (W'td)	Likelihood to vote (General Election)								Gender		Age				Social grade						Ethnicity		UnWgt Total
	Always usually depends	Always usually depends AND 9/10 like-lihood	(10) Absol-utely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Men	Women	18-34	35-49	50-64	65+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic min-ority	
Unweighted Total	751	751	677	751	751	751	751	-	356	384	152	160	227	212	235	270	108	81	505	189	668	67	751
Weighted Total	730	730	661	730	730	730	730	-	370	352	162	138	210	221	197	221	123	140	419	264	644	71	751
Total voting (sub-base)	671	671	612	671	671	671	671	-	348	316	140	126	191	214	187	204	113	125	390	237	591	68	691
Conservative	127	127	115	127	127	127	127	-	59	68	7	24	27	68	43	42	16	24	85	40	118	9	132
19%	19%	19%	19%	19%	19%	19%	19%	-s	17%	22%	5%	19%	14%	32%	23%	20%	14%	19% s	22%	17%	20%	13% s	19%
Labour	147	147	127	147	147	147	147	-	71	75	38	37	40	33	41	50	17	30	92	47	117	26	144
22%	22%	22%	21%	22%	22%	22%	22%	-s	20%	24%	27%	29%	21%	15%	22%	25%	15%	24% s	23%	20%	20%	38% s	21%
Reform UK	203	203	190	203	203	203	203	-	119	83	26	30	79	68	39	55	42	52	94	93	191	8	194
30%	30%	30%	31%	30%	30%	30%	30%	-s	34%	26%	18%	24%	41%	32%	21%	27%	37%	41% s	24%	39%	32%	11% s	28%
Liberal Democrats (Lib Dem)	79	79	75	79	79	79	79	-	35	43	18	11	21	29	23	30	15	6	53	21	73	6	91
12%	12%	12%	12%	12%	12%	12%	12%	-s	10%	14%	13%	9%	11%	14%	12%	15%	13%	5% s	14%	9%	12%	9% s	13%
Scottish National Party (SNP)	13	13	13	13	13	13	13	-	8	5	2	3	5	3	5	5	1	1	10	2	12	2	17
2%	2%	2%	2%	2%	2%	2%	2%	-s	2%	2%	2%	3%	3%	1%	3%	2%	1%	1% s	3%	1%	2%	2% s	2%
Plaid Cymru	13	13	12	13	13	13	13	-	10	4	5	3	1	5	1	2	7	3	3	11	13	-	8
2%	2%	2%	2%	2%	2%	2%	2%	-s	3%	1%	3%	2%	1%	2%	*	1%	6%	3% s	1%	4%	2%	-s	1%
Green Party	78	78	71	78	78	78	78	-	38	37	42	15	16	5	31	18	14	6	49	20	58	17	97
12%	12%	12%	12%	12%	12%	12%	12%	-s	11%	12%	30%	12%	8%	2%	16%	9%	12%	5% s	12%	8%	10%	24% s	14%
Alba Party	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-s	-	-	-	-	-	-	-	-	-	-s	-	-	-	-s	-
Other	9	9	9	9	9	9	9	-	7	2	3	2	1	3	3	2	2	2	5	4	8	1	8
1%	1%	1%	2%	1%	1%	1%	1%	-s	2%	1%	2%	2%	1%	1%	2%	1%	2%	2% s	1%	2%	1%	1% s	1%
Would not vote	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-s	-	-	-	-	-	-	-	-	-	-s	-	-	-	-s	-
Undecided	55	55	45	55	55	55	55	-	21	33	21	11	17	7	11	17	8	16	28	24	49	3	55
8%	8%	8%	7%	8%	8%	8%	8%	-s	6%	9%	13%	8%	8%	3%	5%	8%	7%	11% s	7%	9%	8%	4% s	7%
Prefer not to say	4	4	4	4	4	4	4	-	2	3	1	1	2	*	-	*	3	-	*	3	4	-	5
1%	1%	1%	1%	1%	1%	1%	1%	-s	*	1%	1%	1%	1%	*	-	*	2%	-s	*	1%	1%	-s	1%

Fieldwork dates - Thursday 22nd to Tuesday 27th January 2026.
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
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Page 4

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Table 4

V1AB/V2. COMBINED VOTING INTENTION - LIKELY TO VOTE - How would you vote if there were a General Election tomorrow? (Which party/most inclined to support?)

Base : All 9/10 at likely to vote (LIKEV) and always/usually/it depends at vote frequency (votefreq)

	Total (Weighted)	Voting					Working status		Government		Work sector		Tenure						ONS Regions						Past vote (2024 General Election)					Qualifications			UnW Tot.		
		Labour	Conservative	Liberal Democrats (Lib Dem)	Reform UK	Green Party	Full-time	Not full-time/Not work- ing	Satis- fied	Dis- satis- fied	Public	Private	Mort- gage	Owned out- right	Private renter	Social renter	Renter	Total owner occup- ier	North excl. Scot.	Mid- lands (incl. E of England)	South excl. London	Grea- ter London	Eng- land	Scot	Wales	Lab	Con	Reform UK	LD	Oth incl. LD,Grn	Did not vote/not eligible/too young	No qual		Other qual	Degree+
Unweighted Total	751	144	132	91	194	97	325	423	105	605	197	471	251	315	86	77	163	566	173	180	207	93	653	66	32	232	160	99	75	153	54	93	383	270	751
Weighted Total	730	147	127	79	203	78	321	408	95	595	166	479	219	305	93	89	183	524	181	164	177	101	624	69	38	213	164	102	58	136	67	124	350	247	751
Conservative	671	147	127	79	203	78	283	387	91	543	155	436	197	287	85	82	167	484	167	154	165	87	574	64	33	193	159	95	54	128	62	120	316	226	691
Labour	127	-	127	-	-	-	40	87	7	114	29	82	35	77	10	4	14	112	21	32	45	14	113	11	4	10	87	6	8	12	8	21	65	40	132
	19%	-	100%	-s	-	-s	14%	22%	7%	21%	19%	19%	18%	27%	12% s	5% s	9%	23%	13%	20%	28%	16% s	20%	17% s	11% s	5%	54%	6% s	15% s	10%	13% s	17% s	21%	18%	19%
Reform UK	147	147	-	-	-	-	78	69	63	72	41	96	51	46	27	19	46	97	56	26	22	28	132	12	3	110	4	1	6	10	16	15	68	64	144
	22%	100%	-	-s	-	-s	28%	18%	69%	13%	26%	22%	26%	16%	32% s	23% s	28%	20%	34%	17%	13%	32% s	23%	18% s	10% s	57%	3%	1% s	11% s	8%	25% s	13% s	22%	28%	21%
Liberal Democrats (Lib Dem)	203	-	-	-	203	-	82	121	1	199	37	133	50	92	20	37	57	142	48	48	61	18	175	19	9	18	59	83	5	10	19	61	100	36	194
	30%	-	-	-s	100%	-s	29%	31%	1%	37%	24%	31%	25%	32%	24% s	45% s	34%	29%	29%	31%	37%	20% s	30%	30% s	27% s	9%	37%	87% s	9% s	8%	30% s	51% s	32%	16%	28%
Scottish National Party (SNP)	79	-	-	79	-	-	28	51	12	56	17	53	23	45	7	4	11	67	19	24	24	9	76	3	-	21	8	1	31	37	10	9	34	36	91
	12%	-	-	100% s	-	-s	10%	13%	13%	10%	11%	12%	12%	16%	8% s	5% s	6%	14%	12%	15%	14%	11% s	13%	5% s	-s	11%	5%	1% s	58% s	29%	16% s	8% s	11%	16%	13%
Plaid Cymru	13	-	-	-	-	-	6	7	2	12	7	5	2	7	1	3	4	9	-	-	-	-	-	13	-	2	1	-	-	9	2	3	6	5	17
	2%	-	-	-s	-	-s	2%	2%	2%	2%	4%	1%	1%	2%	1% s	4% s	3%	2%	-	-	-	-s	-	21% s	-s	1%	*	-s	-s	7%	3% s	2% s	2%	2%	2%
Other	13	-	-	-	-	-	2	12	-	13	1	11	1	6	5	1	6	6	-	-	-	-	-	-	13	5	-	-	9	-	8	5	1	8	
	2%	-	-	-s	-	-s	1%	3%	-	2%	*	3%	*	2%	6% s	2% s	4%	1%	-	-	-	-s	-	-s	41% s	2%	-	-s	-s	7%	-s	7% s	1%	*	1%
Green Party	78	-	-	-	-	78	41	37	7	67	21	49	34	12	15	7	22	46	18	22	13	18	71	4	3	27	1	2	4	35	8	1	36	40	97
	12%	-	-	-s	-	100% s	15%	9%	8%	12%	14%	11%	17%	4%	18% s	9% s	13%	10%	11%	14%	8%	21% s	12%	7% s	8% s	14%	*	2% s	7% s	28%	13% s	1% s	11%	18%	14%
Alba Party	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-s	-s	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-s	-s	-	-	-	-	-s	-	-s	-s	-	-	-	-s	-s	-	-s	-	-	-
Other	9	-	-	-	-	-	5	5	*	9	3	6	1	3	-	5	5	4	3	3	1	-	7	1	1	1	-	3	-	6	-	2	3	4	8
	1%	-	-	-s	-	-s	2%	1%	*	2%	2%	1%	*	1%	-s	7% s	3%	1%	2%	2%	*	-s	1%	2% s	3% s	*	-	3% s	-s	5%	-s	2% s	1%	2%	1%
Would not vote	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Undecided	55	-	-	-	-	-	34	20	4	49	10	39	21	16	7	8	15	37	13	10	11	13	46	5	5	18	5	7	4	8	5	3	32	20	55
	8%	-	-	-s	-	-s	11%	5%	4%	8%	6%	8%	10%	5%	8% s	8% s	8%	7%	7%	6%	13% s	7%	7% s	12% s	9%	3%	7% s	7% s	6%	7% s	3% s	9%	8%	7%	
Prefer not to say	4	-	-	-	-	-	3	1	-	3	*	3	1	1	1	-	1	2	1	-	2	1	4	-	-	1	-	*	-	-	-	*	3	1	5
	1%	-	-	-s	-	-s	1%	*	-	1%	*	1%	1%	*	1% s	-s	1%	*	1%	-	1%	1% s	1%	-s	-s	*	-	*s	-s	-	-s	*s	1%	*	1%

Fieldwork dates - Thursday 22nd to Tuesday 27th January 2026.

Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel

Source : Ipsos J25-007339-01

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<https://www.ipsos.uk/politicalandsocialtrends>

Ipsos Political Monitor - January 2026

Table 5

V1AB. How would you vote if there were a General Election tomorrow? (Which party is that?)

Base : All

	Total (W'td)	Likelihood to vote (General Election)								Gender		Age				Social grade						Ethnicity		UnWgt Total
		Always usually depends	Always usually depends AND 9/10 likelihood	(10) Absolutely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Men	Women	18-34	35-49	50-64	65+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic minority	
Unweighted Total	1104	925	751	693	918	890	846	772	58	479	604	287	261	305	251	295	373	178	134	668	312	931	143	1104
Weighted Total	1104	919	730	677	902	875	834	751	60	523	562	309	247	285	262	251	311	202	238	563	439	915	157	1104
Conservative	130	121	100	92	121	118	114	102	2	60	70	15	27	21	66	36	38	23	25	74	49	116	14	128
	12%	13%	14%	14%	13%	13%	14%	14%	4% s	11%	13%	5%	11%	8%	25%	14%	12%	11%	11%	13%	11%	13%	9%	12%
Labour	170	146	124	108	152	145	138	127	3	77	90	58	48	32	31	40	59	24	28	99	53	129	36	166
	15%	16%	17%	16%	17%	17%	17%	17%	4% s	15%	16%	19%	19%	11%	12%	16%	19%	12%	12%	18%	12%	14%	23%	15%
Liberal Democrats (Lib Dem)	79	74	65	63	75	75	71	66	2	38	40	18	13	24	24	16	29	15	11	45	26	70	8	87
	7%	8%	9%	9%	8%	9%	8%	9%	3% s	7%	7%	6%	5%	8%	9%	6%	9%	8%	5%	8%	6%	8%	5%	8%
Scottish National Party (SNP)	19	16	13	14	19	19	19	14	-	12	7	7	4	5	3	5	7	2	1	12	3	17	2	21
	2%	2%	2%	2%	2%	2%	2%	2%	-s	2%	1%	2%	2%	2%	1%	2%	2%	1%	*	2%	1%	2%	1%	2%
Plaid Cymru	14	12	12	11	13	13	12	12	-	10	4	6	3	1	4	1	3	6	3	4	10	14	-	9
	1%	1%	2%	2%	1%	1%	1%	2%	-s	2%	1%	2%	1%	*	1%	*	1%	3%	1%	1%	2%	2%	-	1%
Green Party	81	76	66	62	77	74	72	67	-	40	36	44	16	15	6	29	23	13	8	51	21	60	18	100
	7%	8%	9%	8%	8%	8%	9%	9%	-s	8%	6%	14%	6%	5%	2%	11%	7%	6%	3%	9%	5%	7%	12%	9%
Reform UK	233	208	190	188	222	221	212	199	3	132	97	35	42	87	68	49	61	46	58	109	104	213	15	217
	21%	23%	26%	26%	25%	25%	25%	26%	5% s	25%	17%	11%	17%	31%	26%	19%	19%	23%	24%	19%	24%	23%	9%	20%
Alba Party	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-s	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	9	9	9	9	9	9	9	9	-	7	2	3	2	1	3	3	1	2	2	4	4	8	1	7
	1%	1%	1%	1%	1%	1%	1%	1%	-s	1%	*	1%	1%	1%	1%	1%	*	1%	1%	1%	1%	1%	1%	1%
Undecided	260	215	144	123	202	191	177	148	5	96	160	71	63	77	49	57	68	46	73	126	119	209	42	270
	24%	23%	20%	18%	22%	22%	21%	20%	8% s	18%	28%	23%	25%	27%	19%	23%	22%	23%	31%	22%	27%	23%	27%	24%
Would not vote	96	31	-	1	3	2	1	1	45	46	47	48	26	15	7	13	20	21	26	33	47	71	17	85
	9%	3%	-	*	*	*	*	*	76% s	9%	8%	16%	10%	5%	3%	5%	6%	10%	11%	6%	11%	8%	11%	8%
Prefer not to say	14	11	6	6	10	10	10	6	-	4	9	4	4	6	*	2	3	3	2	5	4	9	5	14
	1%	1%	1%	1%	1%	1%	1%	1%	-s	1%	2%	1%	1%	2%	*	1%	1%	1%	1%	1%	1%	1%	3%	1%

Fieldwork dates - Thursday 22nd to Tuesday 27th January 2026.

Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel

Source : Ipsos J25-007339-01

*=Less than 0.5%

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Ipsos Political Monitor - January 2026

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Table 6

V1AB. How would you vote if there were a General Election tomorrow? (Which party is that?)

Base : All

	Total (Weighted)	Voting					Working status		Government		Work sector		Tenure							ONS Regions							Past vote (2024 General Election)						Qualifications			UnW Tot.
		Labour	Conservative	Liberal Democrats (Lib Dem)	Reform UK	Green Party	Full-time	Not full- time/Not work- ing	Satis- fied	Dis- satis- fied	Public	Private	Mort gage	Owned out- right	Private renter	Social renter	Renter	Total occup- ier	North excl. Scot.	Mid- lands (incl. E of England)	South excl. London	Grea- ter London	Eng- land	Scot	Wales	Lab	Con	Reform UK	LD	Oth incl. LD,Grn	Did not vote/not eligible/too young	No qual	Other qual	Degree+		
Unweighted Total	1104	200	171	115	242	121	486	602	149	862	265	689	368	411	132	150	282	779	254	302	273	131	960	93	51	295	194	117	96	202	195	146	598	348	1104	
Weighted Total	1104	208	172	102	259	97	510	585	142	871	238	721	329	402	149	180	329	731	267	287	256	144	955	95	54	272	202	123	80	187	220	186	571	329	1104	
Conservative	130	-	130	-	-	-	48	82	8	109	28	87	40	70	10	10	20	111	25	41	42	9	118	11	1	10	81	8	6	8	16	23	65	40	128	
	12%	-	76%	-	-	-	9%	14%	5%	13%	12%	12%	12%	18%	6%	6%	6%	15%	9%	14%	16%	7%	12%	12%	2%	4%	40%	7%	8%	4%	7%	12%	11%	12%	12%	
Labour	170	170	-	-	-	-	86	81	80	77	45	107	55	49	28	31	59	104	60	32	24	35	151	13	6	111	6	2	6	16	21	17	90	62	166	
	15%	82%	-	-	-	-	17%	14%	57%	9%	19%	15%	17%	12%	19%	17%	18%	14%	22%	11%	9%	24%	16%	14%	10%	41%	3%	2%	7%	9%	10%	9%	16%	19%	15%	
Liberal Democrats (Lib Dem)	79	-	-	79	-	-	30	49	16	49	14	59	25	36	9	7	16	61	20	24	22	8	74	5	-	15	6	2	37	43	10	9	35	35	87	
	7%	-	-	77%	-	-	6%	8%	11%	6%	6%	8%	8%	9%	6%	4%	5%	8%	8%	8%	8%	6%	8%	5%	-s	5%	3%	1%	47%	23%	5%	5%	6%	11%	8%	
Scottish National Party (SNP)	19	-	-	-	-	-	6	12	3	14	7	7	4	7	1	6	7	12	-	-	-	-	-	-	19	-	3	1	-	-	12	2	3	9	7	21
	2%	-	-	-	-	-	1%	2%	2%	2%	3%	1%	1%	2%	1%	3%	2%	2%	-	-	-	-	-	20%	-s	1%	*	-	-s	6%	1%	1%	2%	2%	2%	
Plaid Cymru	14	-	-	-	-	-	3	11	-	14	1	12	1	6	5	2	7	7	-	-	-	-	-	-	14	3	-	-	-	9	2	8	5	1	9	
	1%	-	-	-	-	-	1%	2%	-	2%	*	2%	*	1%	3%	1%	2%	1%	-	-	-	-	-	-s	26%	1%	-	-s	5%	1%	4%	1%	*	1%		
Green Party	81	-	-	-	-	81	43	38	9	69	18	56	36	15	18	6	24	51	20	22	11	19	72	7	3	29	1	1	4	38	7	-	39	41	100	
	7%	-	-	-	-	83%	8%	6%	6%	8%	8%	8%	11%	4%	12%	4%	7%	7%	7%	8%	4%	13%	8%	7%	5%	11%	*	1%	5%	20%	3%	-	7%	12%	9%	
Reform UK	233	-	-	-	233	-	101	132	5	226	46	154	53	105	27	45	72	158	55	57	73	19	204	19	10	19	54	90	3	11	41	74	108	45	217	
	21%	-	-	-	90%	-	20%	22%	3%	26%	19%	21%	16%	26%	18%	25%	22%	22%	21%	20%	29%	13%	21%	20%	18%	7%	27%	73%	3%	6%	18%	40%	19%	14%	20%	
Alba Party	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-s	-s	-	-	-	-s	-	-	-	-	-	
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Other	9	-	-	-	-	-	5	4	-	9	3	6	1	3	-	5	5	4	3	3	*	-	7	1	1	1	1	3	-	6	-	2	3	4	7	
	1%	-	-	-	-	-	1%	1%	-	1%	1%	1%	*	1%	-	3%	2%	1%	1%	1%	*	-	1%	2%	2%	*	-	2%	-s	3%	-	1%	*	1%	1%	
Undecided	260	38	42	23	26	16	122	134	10	224	60	161	86	84	33	39	72	170	56	74	64	37	231	13	15	67	48	15	23	40	57	36	145	77	270	
	24%	18%	24%	23%	10%	17%	24%	23%	7%	26%	25%	22%	26%	21%	22%	22%	23%	21%	26%	25%	26%	24%	14%	5%	25%	25%	24%	13%	29%	21%	26%	19%	25%	23%	24%	
Would not vote	96	-	-	-	-	-	55	41	13	71	14	67	21	23	18	28	46	44	21	32	18	14	85	7	5	12	5	2	1	3	63	14	64	17	85	
	9%	-	-	-	-	-	11%	7%	9%	8%	6%	9%	6%	6%	12%	16%	14%	6%	8%	11%	7%	10%	9%	7%	8%	5%	2%	1%	1%	1%	28%	7%	11%	5%	8%	
Prefer not to say	14	-	-	-	-	-	11	1	-	10	3	5	7	4	1	*	1	11	7	1	3	2	14	-	-	1	-	*	-	2	2	1	9	1	14	
	1%	-	-	-	-	-	2%	*	-	1%	1%	1%	2%	1%	1%	*	*	1%	3%	*	1%	2%	1%	-s	-s	*	-	*	-s	1%	1%	*	2%	*	1%	

Fieldwork dates - Thursday 22nd to Tuesday 27th January 2026.

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Ipsos Political Monitor - January 2026

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Table 7

V2. Which party are you most inclined to support? (General Election tomorrow)

Base : Those undecided or prefer not to say at first V1 question - General Election (V1AB)

	Total (W'td)	Likelihood to vote (General Election)								Gender		Age				Social grade						Ethnicity		UnWgt Total
		Always usually depends	Always usually depends AND 9/10 likelihood	(10) Absolutely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Men	Women	18-34	35-49	50-64	65+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic minority	Total
Unweighted Total	284	234	159	135	223	211	195	164	5	87	190	74	72	84	54	71	95	46	42	166	88	235	40	284
Weighted Total	274	226	150	129	212	201	187	154	5	101	169	75	67	83	50	59	71	48	75	130	123	218	46	284
Conservative	42 15%	38 17%	27 18%	26 20%	36 17%	35 18%	35 19%	29 19%	1 15%	24 24%	18 11%	3 4%	7 10%	17 20%	15 30%	16 26%	14 19%	4 9%	8 11%	29 22%	12 10%	36 17%	6 12%	43 15%
Labour	38 14%	29 13%	23 15%	20 16%	29 14%	26 13%	26 14%	23 15%	1 19%	13 13%	25 15%	3 4%	16 24%	15 18%	5 9%	6 10%	7 10%	7 16%	17 23%	13 10%	25 20%	30 14%	6 14%	34 12%
Liberal Democrats (Lib Dem)	23 8%	20 9%	15 10%	14 11%	21 10%	19 10%	17 9%	15 9%	1 21%	9 9%	13 8%	10 13%	4 6%	3 3%	7 14%	12 21%	5 8%	5 10%	- -	18 13%	5 4%	19 9%	4 8%	28 10%
Scottish National Party (SNP)	1 *	1 *	- -	- -	1 1%	1 1%	1 1%	- -	- -	- -	1 1%	- -	1 2%	- -	- -	- -	1 2%	- -	- -	1 1%	- -	- -	1 2%	1 *
Plaid Cymru	2 1%	2 1%	1 1%	1 1%	1 *	1 1%	1 1%	1 1%	- -	- -	2 1%	1 1%	- -	- -	1 2%	- -	1 1%	1 2%	- -	1 1%	1 1%	2 1%	- -	2 1%
Green Party	16 6%	13 6%	12 8%	10 8%	15 7%	15 7%	15 8%	13 8%	- -	4 4%	13 7%	10 13%	4 6%	2 2%	1 1%	7 11%	3 4%	5 10%	- -	10 7%	5 4%	10 4%	5 12%	21 7%
Reform UK	26 10%	23 10%	13 8%	8 6%	20 10%	18 9%	17 9%	13 8%	- -	8 8%	18 11%	5 7%	4 7%	12 14%	5 10%	2 4%	6 9%	5 10%	13 17%	8 6%	17 14%	25 12%	1 2%	25 9%
Alba Party	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	2 1%	* *	* *	* *	2 1%	2 1%	* *	* *	- -	* 1%	- -	- -	1 2%	- -	* 1%	- -	* 1%	- -	- -	* -	* -	* -	- -	2 1%
Undecided	113 41%	91 40%	55 37%	46 36%	79 37%	76 38%	67 36%	57 37%	2 46%	38 38%	73 43%	40 53%	28 42%	30 36%	16 32%	14 24%	33 46%	19 38%	37 49%	47 36%	56 45%	88 41%	20 43%	115 40%
Would not vote	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 1%	1 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 *	- -	1 *
Prefer not to say	10 4%	8 4%	4 3%	4 3%	8 4%	8 4%	8 4%	4 3%	- -	4 4%	6 3%	2 3%	2 3%	6 7%	* 1%	2 3%	1 1%	3 5%	- -	3 2%	3 2%	7 3%	3 6%	12 4%

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Table 8

V2. Which party are you most inclined to support? (General Election tomorrow)

Base : Those undecided or prefer not to say at first V1 question - General Election (V1AB)

	Total (Weighted)	Voting					Working status		Government		Work sector		Tenure							ONS Regions							Past vote (2024 General Election)						Qualifications			UnW Tot.
		Labour	Conservative	Liberal Democrats (Lib Dem)	Reform UK	Green Party	Full-time	Not full- time/Not work- ing	Satis- fied	Dis-sat- isfied	Public	Private	Mort- gage	Owned out- right	Private renter	Social renter	Renter	Total occup- ier	North excl. Scot.	Mid- lands (incl. E of England)	South excl. London	Grea- ter London	Eng- land	Scot	Wales	Lab	Con	Reform UK	LD	Oth incl. LD,Grn	Did not vote/not eligible/too young	No qual	Other qual	Degree+		
Unweighted Total	284	34	43	28	25	21	131	141	11	234	76	161	107	99	24	36	60	206	59	87	77	31	254	14	16	79	46	15	28	49	55	27	172	80	284	
Weighted Total	274	38	42	23	26	16	133	135	10	233	64	166	93	87	34	39	74	180	63	76	66	40	245	13	15	68	48	16	23	42	59	36	154	78	284	
Conservative	42	-	42	-	-	-	18	24	2	37	11	28	13	24	2	*	3	37	7	13	12	7	39	-	2	2	24	2	5	7	2	5	23	15	43	
	15%	-s	100% s	-s	-s	-s	14%	18%	22% s	16%	17% s	17%	14%	28% s	7% s	1% s	4% s	21%	11% s	18% s	18% s	19% s	16%	-s	15% s	3% s	50% s	11% s	21% s	18% s	4% s	13% s	15%	18% s	15%	
Labour	38	38	-	-	-	-	18	20	2	29	8	25	14	9	11	5	15	23	22	11%	16%	12%	16%	-s	-	16	1	*	3	5	14	7	19	12	34	
	14%	100% s	-s	-s	-s	-s	13%	14%	25% s	12%	12% s	15%	15%	10% s	18% s	22% s	20% s	13%	22% s	11% s	16% s	12% s	16%	-s	-	24% s	2% s	2% s	11% s	11% s	23% s	18% s	12%	15% s	12%	
Liberal Democrats (Lib Dem)	23	-	-	23	-	-	9	14	1	20	5	14	8	13	2	-	2	21	3	7	5	4	19	1	3	7	3	-	6	8	5	2	8	12	28	
	8%	-s	-s	100% s	-s	-s	7%	10%	9% s	9%	8% s	9%	8%	15% s	6% s	-s	3% s	12%	5% s	9% s	8% s	10% s	8%	5% s	21% s	11% s	6% s	-s	27% s	19% s	8% s	6% s	5%	16% s	10%	
Scottish National Party (SNP)	1	-	-	-	-	-	-	1	-	1	-	1	1	-	-	-	-	1	-	-	-	-	-	1	-	-	-	-	-	-	1	-	1	-	1	
	*	-s	-s	-s	-s	-s	-	1%	-s	*	-s	1%	1%	-s	-s	-s	-s	1%	-s	-s	-s	-s	-	8% s	-s	-s	-s	-s	-s	3% s	-s	-s	1%	-s	*	
Plaid Cymru	2	-	-	-	-	-	-	2	-	2	-	2	-	1	-	-	-	1	-	-	-	-	-	2	2	-	-	-	-	-	-	-	2	-	2	
	1%	-s	-s	-s	-s	-s	-	1%	-s	1%	-s	1%	-	1% s	-s	-s	-s	*	-s	-s	-s	-s	-	-s	10% s	2% s	-s	-s	-s	-s	-s	-s	1%	-s	1%	
Green Party	16	-	-	-	-	16	6	11	-	14	6	7	7	2	1	2	3	9	4	6	2	2	16	-	1	6	-	1	1	4	5	1	11	3	21	
	6%	-s	-s	-s	-s	100% s	4%	8%	-s	6%	10% s	4%	7%	3% s	3% s	5% s	4% s	5%	7% s	9% s	4% s	6% s	6%	-s	4% s	9% s	-s	5% s	3% s	9% s	9% s	3% s	7%	4% s	7%	
Reform UK	26	-	-	-	26	-	15	11	-	25	8	14	8	6	1	9	10	14	2	8	10	2	22	3	1	3	10	5	2	2	3	3	18	4	25	
	10%	-s	-s	-s	100% s	-s	11%	8%	-s	11%	12% s	8%	9%	7% s	2% s	23% s	13% s	8%	3% s	10% s	15% s	5% s	9%	23% s	7% s	5% s	21% s	31% s	9% s	6% s	5% s	10% s	12%	5% s	9%	
Alba Party	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	-	-s	-s	-s	-s	-s	-	-	-s	-	-s	-	-	-s	-s	-s	-s	-	-s	-s	-s	-	-s	-	-s	-s	-s	-s	-s	-s	-s	-s	-s	-	-	
Other	2	-	-	-	-	-	-	2	*	1	2	-	-	*	-	-	-	*	-	1	*	-	2	-	-	-	-	-	-	-	-	1	*	-	2	
	1%	-s	-s	-s	-s	-s	-	1%	3% s	1%	2% s	-	-	* s	-s	-s	-s	*	-s	2% s	* s	-s	1%	-s	-	-s	-s	-s	-s	1% s	-s	3% s	*	-s	1%	
Undecided	113	-	-	-	-	-	59	50	4	95	23	73	37	29	20	19	40	66	29	29	23	17	98	9	7	30	10	8	7	12	30	16	66	31	115	
	41%	-s	-s	-s	-s	-s	44%	37%	41% s	41%	36% s	44%	40%	33% s	60% s	49% s	54% s	36%	46% s	38% s	34% s	43% s	40%	64% s	43% s	44% s	22% s	48% s	30% s	29% s	51% s	44% s	43%	40% s	40%	
Would not vote	1	-	-	-	-	-	1	-	-	1	-	-	-	1	-	-	-	1	-	1	-	-	1	-	-	-	-	-	-	-	-	-	1	-	1	
	*	-s	-s	-s	-s	-s	1%	-	-s	*	-s	-	-	1% s	-s	-s	-s	-s	*	1% s	-s	-s	*	-s	-	-s	-s	-s	-s	-s	-s	1%	-s	*		
Prefer not to say	10	-	-	-	-	-	8	1	-	8	2	3	5	2	1	*	1	7	4	1	3	2	10	-	-	1	-	*	-	2	*	1	5	1	12	
	4%	-s	-s	-s	-s	-s	6%	1%	-s	3%	3% s	2%	6%	2% s	4% s	* s	2% s	4%	6% s	2% s	4% s	6% s	4%	-s	-s	2% s	-s	3% s	-s	5% s	* s	2% s	3%	2% s	4%	

Fieldwork dates - Thursday 22nd to Tuesday 27th January 2026.

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Our long term political and social trends have been collected over the last 30+ years and are unrivalled amongst polling organisations:

<https://www.ipsos.uk/politicalandsocialtrends>

Ipsos Political Monitor - January 2026

Table 9
LIKEV. And how likely would you be to vote in an immediate General Election, on a scale of 1 to 10, where 10 means you would be absolutely certain to vote, and 1 means that you would be absolutely certain NOT to vote?

30 Jan 2026

Base : All

	Total (W'td)	Likelihood to vote (General Election)								Gender		Age				Social grade						Ethnicity		UnWgt Total	
			Always usually depends	Always usually depends AND 9/10 like-likelihood	(10) Absolutely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Men	Women	18-34	35-49	50-64	65+	AB	C1	C2	DE	ABC1	C2DE	White		Ethnic minority
Unweighted Total	1104	925	751	693	918	890	846	772	58	479	604	287	261	305	251	295	373	178	134	668	312	931	143	1104	
Weighted Total	1104	919	730	677	902	875	834	751	60	523	562	309	247	285	262	251	311	202	238	563	439	915	157	1104	
1 - Absolutely certain not to vote	60	18	-	-	-	-	-	-	60	28	28	19	19	12	10	10	13	15	15	22	30	49	7	58	
	5%	2%	-	-	-	-	-	-	100%	5%	5%	6%	7%	4%	4%	4%	4%	7%	6%	4%	7%	5%	4%	5%	
2	6	2	-	-	-	-	-	-	-	3	3	3	1	1	-	1	1	3	1	2	4	5	1	5	
	1%	*	-	-	-	-	-	-	-s	*	1%	1%	1%	*	-	*	*	1%	1%	*	1%	1%	*	*	
3	21	4	-	-	-	-	-	-	-	11	10	11	8	2	-	1	6	10	1	7	10	16	4	19	
	2%	*	-	-	-	-	-	-	-s	2%	2%	4%	3%	1%	-	*	2%	5%	*	1%	2%	2%	2%	2%	
4	27	9	-	-	-	-	-	-	-	18	10	22	5	-	-	1	6	6	6	8	12	19	3	22	
	2%	1%	-	-	-	-	-	-	-s	3%	2%	7%	2%	-	-	*	2%	3%	3%	1%	3%	2%	2%	2%	
5	63	33	-	-	-	-	-	-	-	20	43	23	15	12	12	11	15	9	17	26	26	42	20	59	
	6%	4%	-	-	-	-	-	-	-s	4%	8%	7%	6%	4%	5%	4%	5%	5%	7%	5%	6%	5%	13%	5%	
6	27	12	-	-	27	-	-	-	-	6	21	10	7	7	3	3	13	4	5	15	9	21	5	28	
	2%	1%	-	-	3%	-	-	-	-s	1%	4%	3%	3%	3%	1%	1%	4%	2%	2%	3%	2%	2%	3%	3%	
7	41	26	-	-	41	41	-	-	-	18	21	16	12	11	1	6	6	7	15	12	23	30	9	44	
	4%	3%	-	-	5%	5%	-	-	-s	3%	4%	5%	5%	4%	*	2%	2%	4%	6%	2%	5%	3%	6%	4%	
8	84	79	-	-	84	84	84	-	-	39	41	28	24	18	14	17	21	14	26	37	40	59	24	74	
	8%	9%	-	-	9%	10%	10%	-	-s	7%	7%	9%	10%	6%	5%	7%	7%	7%	11%	7%	9%	6%	15%	7%	
9	74	69	69	-	74	74	74	74	-	35	39	23	23	16	11	23	25	10	8	49	17	60	8	79	
	7%	8%	10%	-	8%	8%	9%	10%	-s	7%	7%	8%	9%	5%	4%	9%	8%	5%	3%	9%	4%	7%	5%	7%	
10 - Absolutely certain to vote	677	661	661	677	677	677	677	677	-s	341	328	143	122	202	209	180	199	121	135	379	256	599	68	693	
	61%	72%	90%	100%	75%	77%	81%	90%	-s	65%	58%	46%	49%	71%	80%	72%	64%	60%	57%	67%	58%	65%	44%	63%	
Don't know	23	5	-	-	-	-	-	-	-	5	17	10	9	4	1	1	4	3	10	5	13	16	6	21	
	2%	1%	-	-	-	-	-	-	-s	1%	3%	3%	4%	1%	*	*	1%	1%	4%	1%	3%	2%	4%	2%	
Prefer not to say	2	2	-	-	-	-	-	-	-s	-	2	-	2	-	-	-	2	-	-	2	-	-	2	2	
	*	*	-	-	-	-	-	-	-s	-	*	*	1%	-	-	-	1%	-	-	*	-	-	1%	*	

Fieldwork dates - Thursday 22nd to Tuesday 27th January 2026.
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J25-007339-01
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Ipsos Political Monitor - January 2026

Page 10

30 Jan 2026

Table 10
LIKEV. And how likely would you be to vote in an immediate General Election, on a scale of 1 to 10, where 10 means you would be absolutely certain to vote, and 1 means that you would be absolutely certain NOT to vote?

Base : All

	Total (Weighted)	Voting					Working status		Government		Work sector		Tenure							ONS Regions							Past vote (2024 General Election)							Qualifications			UnW Tot.
		Labour	Conservative	Liberal Democrats (Lib Dem)	Reform UK	Green Party	Full-time	Not full- time/Not work- ing	Satis- fied	Dis- satis- fied	Public	Private	Mort- gage	Owned out- right	Private renter	Social renter	Renter	Total owner occu- pier	North excl. Scot.	Mid- lands (incl. E of England)	South excl. London	Grea- ter London	Eng- land	Scot	Wales	Lab	Con	Reform UK	LD	Oth incl. LD,Grn	Did not vote/not eligible/too young	No qual	Other qual	Degree+			
Unweighted Total	1104	200	171	115	242	121	486	602	149	862	265	689	368	411	132	150	282	779	254	302	273	131	960	93	51	295	194	117	96	202	195	146	598	348	1104		
Weighted Total	1104	208	172	102	259	97	510	585	142	871	238	721	329	402	149	180	329	731	267	287	256	144	955	95	54	272	202	123	80	187	220	186	571	329	1104		
1 - Absolutely certain not to vote	60	4	3	3	3	-	31	29	9	41	5	50	14	23	10	10	20	37	17	18	8	7	49	5	5	10	4	1	3	4	36	16	34	9	58		
	5%	2%	2%	3%	1%	-	6%	5%	6%	5%	2%	7%	4%	6%	6%	6%	6%	5%	6%	6%	3%	5%	5%	6%	9%	4%	2%	-	3%	2%	16%	8%	6%	3%	5		
2	6	-	-	-	-	2	3	3	1	4	3	2	-	1	3	1	4	1	1	4	-	1	6	-	-	3	-	-	-	-	3	-	5	1	5		
	1%	-	-	-	-	2%	1%	1%	1%	1%	1%	*	-	*	2%	1%	1%	*	*	1%	-	1%	1%	-s	-s	1%	-	-s	-	1%	-	1%	*	*			
3	21	-	2	1	1	-	14	7	4	17	3	14	5	5	6	4	10	10	4	8	5	3	19	2	1	2	4	-	1	1	10	1	12	7	19		
	2%	-	1%	1%	*	-	3%	1%	3%	2%	1%	2%	2%	1%	4%	2%	3%	1%	1%	3%	2%	2%	2%	2%	1%	1%	2%	-	1%	*	4%	*	2%	2%	2%		
4	27	8	4	*	2	*	21	6	5	19	3	21	8	2	7	9	17	10	4	8	10	2	24	1	2	3	1	-	-	2	17	1	21	5	22		
	2%	4%	2%	*	1%	*	4%	1%	3%	2%	1%	3%	2%	1%	5%	5%	5%	1%	1%	3%	4%	1%	3%	1%	3%	1%	*	-	-s	1%	8%	*	4%	1%	2%		
5	63	12	6	2	9	4	34	27	3	53	17	35	17	17	5	23	28	34	16	21	10	10	57	2	3	13	8	4	2	8	21	7	39	15	59		
	6%	6%	3%	2%	4%	4%	7%	5%	2%	6%	7%	5%	5%	4%	3%	13%	8%	5%	6%	7%	4%	7%	6%	3%	6%	5%	4%	3%	2%	4%	10%	4%	7%	5%	5%		
6	27	11	4	2	4	3	9	16	5	18	4	20	11	8	3	1	4	18	7	9	7	3	25	*	2	4	4	4	1	5	6	5	18	4	28		
	2%	5%	3%	2%	2%	3%	2%	3%	4%	2%	2%	3%	3%	2%	2%	1%	1%	3%	3%	3%	3%	2%	3%	*	3%	2%	2%	3%	2%	3%	3%	3%	3%	3%	1%	3%	
7	41	7	4	6	9	3	22	19	6	27	9	31	12	5	7	11	18	17	3	20	9	6	37	2	2	6	2	3	5	9	15	9	23	9	44		
	4%	3%	2%	6%	4%	3%	4%	3%	4%	3%	4%	4%	4%	1%	5%	6%	6%	2%	1%	7%	3%	4%	4%	2%	3%	2%	1%	3%	6%	5%	7%	5%	4%	3%	4%		
8	84	14	19	7	19	6	35	48	9	64	21	51	30	30	11	13	23	59	24	20	21	7	72	8	3	11	13	7	8	19	20	9	43	29	74		
	8%	7%	11%	6%	7%	6%	7%	8%	7%	7%	9%	7%	9%	7%	7%	7%	7%	8%	9%	7%	8%	5%	8%	9%	5%	4%	6%	5%	11%	10%	9%	5%	7%	9%	7%		
9	74	21	13	4	15	8	42	32	9	61	22	46	33	13	12	11	23	46	13	19	10	18	61	6	7	24	10	4	4	12	14	8	38	26	79		
	7%	10%	7%	4%	8%	9%	8%	6%	6%	7%	9%	6%	10%	3%	8%	6%	7%	6%	5%	7%	4%	13%	6%	6%	7%	12%	9%	5%	3%	5%	6%	4%	4%	7%	8%	7%	
10 - Absolutely certain to vote	677	129	118	76	196	72	290	385	90	551	149	446	195	295	83	85	168	490	173	155	169	83	580	65	31	190	157	101	54	125	66	121	325	272	693		
	61%	62%	68%	62%	76%	73%	59%	57%	63%	62%	62%	62%	59%	56%	47%	51%	67%	54%	65%	65%	66%	57%	61%	69%	57%	70%	78%	82%	68%	67%	30%	65%	55%	72%	63%		
Don't know	23	4	-	1	1	-	9	13	-	17	2	6	3	3	3	11	14	6	5	6	7	5	22	1	-	5	-	-	-	1	12	9	12	1	21		
	2%	2%	-	1%	-	-	2%	2%	-	2%	1%	1%	1%	1%	2%	6%	4%	1%	2%	2%	3%	3%	2%	1%	-s	2%	-	-	2%	1%	5%	5%	2%	*	2%		
Prefer not to say	2	-	-	-	-	-	2	-	-	-	2	-	2	-	-	*	*	2	2	*	-	-	2	-	-	-	-	-	-	-	2	*	2	-	2		
	*	-	-	-	-	-	*	-	-	-	1%	-	1%	-	-	*	*	*	1%	*	-	-	*	-s	-s	-	-	-	-	-s	-	*	*	-	*		

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Source : Ipsos J25-007339-01

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Table 11
GOV (Government). Are you satisfied or dissatisfied with the way the Government is running the country?

30 Jan 2026

Base : All

	Total (W'td)	Likelihood to vote (General Election)								Gender		Age				Social grade						Ethnicity		UnWgt Total	
		Always usually depends	Always usually depends AND 9/10 likelihood	(10) Absolutely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Men	Women	18-34	35-49	50-64	65+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic minority		Total
Unweighted Total	1104	925	751	693	918	890	846	772	58	479	604	287	261	305	251	295	373	178	134	668	312	931	143	1104	
Weighted Total	1104	919	730	677	902	875	834	751	60	523	562	309	247	285	262	251	311	202	238	563	439	915	157	1104	
Satisfied	142 13%	115 13%	95 13%	90 13%	120 13%	115 13%	108 13%	99 13%	19% s	69 13%	71 13%	44 14%	33 13%	30 10%	36 14%	41 16%	42 14%	17 8%	28 12%	83 15%	45 10%	105 11%	30 19%	149 13%	
Dissatisfied	871 79%	743 81%	595 81%	551 81%	721 80%	702 80%	676 81%	611 81%	61% s	428 82%	429 76%	225 73%	196 79%	239 84%	211 81%	191 76%	250 80%	172 85%	184 77%	442 79%	356 81%	738 81%	109 70%	862 78%	
Don't know	90 8%	61 7%	40 6%	36 5%	61 7%	58 7%	50 6%	40 5%	16% s	26 5%	63 11%	40 13%	19 8%	16 6%	15 6%	19 8%	19 6%	13 6%	26 11%	38 7%	39 9%	73 8%	17 11%	93 8%	
Net satisfied	-729 -66%	-628 -68%	-500 -68%	-460 -68%	-601 -67%	-588 -67%	-567 -68%	-512 -68%	-32% s	-359 -69%	-358 -64%	-181 -59%	-163 -66%	-210 -73%	-175 -67%	-151 -60%	-208 -67%	-155 -77%	-156 -66%	-359 -64%	-311 -71%	-633 -69%	-79 -51%	-713 -65%	

Fieldwork dates - Thursday 22nd to Tuesday 27th January 2026.
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J25-007339-01
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Ipsos Political Monitor - January 2026

Table 12
GOV (Government). Are you satisfied or dissatisfied with the way the Government is running the country?

30 Jan 2026

Base : All

	Total (Weighted)	Voting					Working status		Government		Work sector		Tenure						ONS Regions						Past vote (2024 General Election)						Qualifications			UnW Tot.	
		Labour	Conservative	Liberal Democrats (Lib Dem)	Reform UK	Green Party	Full-time	Not full- time/ work- ing	Satis- fied	Dis- satis- fied	Public	Private	Mort gage	Owned out- right	Private renter	Social renter	Renter	Total owner occup- ier	North excl. Scot.	Mid- lands (incl. E of England)	South excl. London	Grea- ter London	Eng- land	Scot	Wales	Lab	Con	Reform UK	LD	Oth incl. LD,Grn	Did not vote/not eligible/ too young	No qual	Other qual		Degree+
Unweighted Total	1104	200	171	115	242	121	486	602	149	862	265	689	368	411	132	150	282	779	254	302	273	131	960	93	51	295	194	117	96	202	195	146	598	348	1104
Weighted Total	1104	208	172	102	259	97	510	585	142	871	238	721	329	402	149	180	329	731	267	287	256	144	955	95	54	272	202	123	80	187	220	186	571	329	1104
Satisfied	142	83	10	17	5	9	68	72	142	-	32	86	49	42	23	22	44	91	44	34	25	24	126	14	2	70	12	2	11	26	22	17	72	51	149
	13%	40%	6%	16%	2%	9%	13%	12%	100%	-	14%	12%	15%	10%	15%	12%	13%	12%	16%	12%	10%	17%	13%	15%	4%	26%	6%	2%	14%	14%	10%	9%	13%	16%	13%
Dissatisfied	871	106	146	69	251	83	399	468	-	871	194	572	244	332	117	150	267	576	193	228	214	113	747	74	50	183	179	116	58	147	170	161	447	250	862
	79%	51%	85%	68%	97%	85%	78%	80%	-	100%	81%	79%	74%	83%	78%	83%	81%	79%	72%	79%	83%	78%	78%	78%	78%	67%	89%	94%	73%	79%	77%	87%	78%	76%	78%
Don't know	90	19	16	16	3	6	42	45	-	-	12	63	36	28	10	9	18	64	30	26	18	7	82	7	1	18	10	4	10	15	28	8	52	27	93
	8%	9%	9%	16%	1%	6%	8%	8%	-	-	5%	9%	11%	7%	7%	5%	6%	9%	11%	9%	7%	5%	9%	8%	3%	7%	5%	4%	13%	8%	13%	4%	9%	8%	8%
Net satisfied	-729	-23	-137	-53	-247	-74	-331	-396	142	-871	-161	-486	-195	-290	-94	-128	-222	-485	-150	-194	-189	-89	-621	-60	-48	-113	-166	-113	-47	-121	-147	-144	-375	-199	-713
	-66%	-11%	-79%	-52%	-95%	-76%	-65%	-68%	100%	-100%	-68%	-67%	-59%	-72%	-63%	-71%	-67%	-66%	-56%	-67%	-74%	-62%	-65%	-63%	-89%	-42%	-62%	-92%	-59%	-65%	-67%	-77%	-66%	-60%	-65%

Fieldwork dates - Thursday 22nd to Tuesday 27th January 2026.
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J25-007339-01
*=Less than 0.5%
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Table 13

KS (Keir Starmer). Are you satisfied or dissatisfied with the way Keir Starmer is doing his job as Prime Minister?

30 Jan 2026

Base : All

	Total (W'td)	Likelihood to vote (General Election)								Gender		Age				Social grade						Ethnicity		UnWgt Total
	Always like depends	Always usually depends AND 9/10 like- hood	(10) Absol- utely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Men	Women	18-34	35-49	50-64	65+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic min- ority	Total	
Unweighted Total	1104	925	751	693	918	890	846	772	58	479	604	287	261	305	251	295	373	178	134	668	312	931	143	1104
Weighted Total	1104	919	730	677	902	875	834	751	60	523	562	309	247	285	262	251	311	202	238	563	439	915	157	1104
Satisfied	170 15%	146 16%	115 16%	106 16%	150 17%	143 16%	135 16%	118 16%	8 13%	82 16%	85 15%	47 15%	41 16%	42 15%	40 15%	46 18%	53 17%	20 10%	37 16%	98 17%	57 13%	129 14%	32 21%	171 15%
Dissatisfied	853 77%	722 78%	573 79%	532 79%	704 78%	685 78%	656 79%	590 79%	40 67%	421 80%	418 74%	228 74%	196 79%	227 80%	202 77%	196 78%	234 75%	166 82%	183 77%	430 76%	349 79%	719 79%	111 71%	846 77%
Don't know	81 7%	52 6%	42 6%	39 6%	49 5%	47 5%	43 5%	43 6%	11 19%	20 4%	59 11%	34 11%	11 4%	17 6%	19 7%	10 4%	24 8%	15 8%	18 7%	34 6%	33 7%	67 7%	14 9%	87 8%
Net satisfied	-683 -62%	-575 -63%	-458 -63%	-426 -63%	-554 -61%	-542 -62%	-521 -62%	-472 -63%	-32 -54%	-339 -65%	-333 -59%	-180 -58%	-155 -63%	-186 -65%	-162 -62%	-150 -60%	-182 -58%	-145 -72%	-146 -62%	-332 -59%	-292 -66%	-589 -64%	-78 -50%	-675 -61%

Fieldwork dates - Thursday 22nd to Tuesday 27th January 2026.
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J25-007339-01
*=Less than 0.5%
s=Where unweighted base sizes smaller than 100, please note results are indicative only

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Table 14

KS (Keir Starmer). Are you satisfied or dissatisfied with the way Keir Starmer is doing his job as Prime Minister?

30 Jan 2026

Base : All

	Total (Weighted)	Voting					Working status		Government		Work sector		Tenure						ONS Regions						Past vote (2024 General Election)						Qualifications			UnW Tot.	
		Labour	Conservative	Liberal Democrats (Lib Dem)	Reform UK	Green Party	Full-time	Not full-time/ work ing	Satis- fied	Dis- satis- fied	Public	Private	Mort gage	Owned out- right	Private renter	Social renter	Renter	Total owner occup- ier	North excl. Scot	Mid- lands (incl. E of England)	South excl. London	Grea- ter London	Eng- land	Scot	Wales	Lab	Con	Reform UK	LD	Oth incl. LD,Grn	Did not vote/not eligible/young	No qual	Other qual		Degree+
Unweighted Total	1104	200	171	115	242	121	486	602	149	862	265	689	368	411	132	150	282	779	254	302	273	131	960	93	51	295	194	117	96	202	195	146	598	348	1104
Weighted Total	1104	208	172	102	259	97	510	585	142	871	238	721	329	402	149	180	329	731	267	287	256	144	955	95	54	272	202	123	80	187	220	186	571	329	1104
Satisfied	170 15%	97 46%	14 8%	23 22%	3 1%	11 11%	85 17%	83 14%	119 84%	32 4%	40 17%	111 15%	59 18%	63 16%	21 14%	19 11%	40 12%	122 17%	54 20%	35 12%	27 11%	30 21%	146 15%	15 16%	9 16%	83 30%	10 5%	2 1%	19 24%	36 19%	23 11%	19 10%	79 14%	69 21%	171 15%
Dissatisfied	853 77%	98 47%	148 86%	66 65%	254 98%	79 81%	391 77%	461 79%	19 13%	816 94%	186 78%	559 78%	243 74%	309 77%	122 82%	154 85%	276 84%	552 75%	187 70%	228 79%	207 81%	111 77%	733 77%	75 79%	46 84%	175 64%	180 89%	119 97%	53 67%	139 74%	168 76%	160 86%	438 77%	242 74%	846 77%
Don't know	81 7%	13 6%	10 6%	13 13%	2 1%	7 8%	34 7%	41 7%	4 3%	23 3%	12 5%	51 7%	27 8%	30 8%	6 4%	7 4%	13 7%	57 8%	26 10%	25 9%	22 9%	4 3%	76 8%	5 5%	- s	15 6%	12 6%	2 2%	7 9%	12 7%	29 13%	7 4%	55 10%	18 5%	87 8%
Net satisfied	-683 -62%	-2 -1%	-133 -78%	-44 -43%	-250 -96%	-69 -70%	-307 -60%	-377 -64%	100 71%	-785 -90%	-146 -61%	-449 -62%	-184 -56%	-246 -61%	-102 -68%	-134 -75%	-236 -72%	-430 -59%	-133 -50%	-193 -67%	-180 -70%	-81 -56%	-60 -61%	-37 -63%	-38 -68%	-92 -34%	-170 -64%	-117 -94%	-34 -43%	-103 -55%	-145 -66%	-142 -76%	-359 -63%	-172 -52%	-675 -61%

Fieldwork dates - Thursday 22nd to Tuesday 27th January 2026.
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J25-007339-01
*=Less than 0.5%
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Table 15
KB (Kemi Badenoch). Are you satisfied or dissatisfied with the way Kemi Badenoch is doing her job as leader of the Conservative party?

30 Jan 2026

Base : All

	Total (W'td)	Likelihood to vote (General Election)								Gender		Age				Social grade						Ethnicity		UnWgt Total
	Always like- depends	Always usually depends AND 9/10 like- hood	(10) Absol- utely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Men	Women	18-34	35-49	50-64	65+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic min- ority	Total	
Unweighted Total	1104	925	751	693	918	890	846	772	58	479	604	287	261	305	251	295	373	178	134	668	312	931	143	1104
Weighted Total	1104	919	730	677	902	875	834	751	60	523	562	309	247	285	262	251	311	202	238	563	439	915	157	1104
Satisfied	239 22%	212 23%	186 25%	173 26%	216 24%	209 24%	198 24%	189 25%	7 11%	115 22%	124 22%	25 8%	50 20%	61 21%	103 39%	63 25%	65 21%	44 22%	49 21%	128 23%	93 21%	209 23%	25 16%	246 22%
Dissatisfied	589 53%	506 55%	403 55%	371 55%	481 53%	468 54%	452 54%	414 55%	31 53%	306 58%	267 47%	194 63%	139 56%	160 56%	97 37%	140 56%	174 56%	95 47%	128 54%	313 56%	224 51%	474 52%	91 58%	576 52%
Don't know	276 25%	202 22%	141 19%	132 20%	205 23%	197 23%	184 22%	148 20%	22 36%	102 19%	172 31%	91 29%	59 24%	65 23%	62 24%	48 19%	73 23%	62 31%	60 25%	121 22%	122 28%	232 25%	41 26%	282 26%
Net satisfied	-350 -32%	-294 -32%	-217 -30%	-198 -29%	-265 -29%	-259 -30%	-253 -30%	-225 -30%	-25 -42%	-191 -36%	-143 -26%	-168 -54%	-89 -36%	-99 -35%	6 2%	-76 -30%	-109 -35%	-51 -25%	-79 -33%	-185 -33%	-130 -30%	-265 -29%	-67 -42%	-330 -30%

Fieldwork dates - Thursday 22nd to Tuesday 27th January 2026.
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J25-007339-01
* = Less than 0.5%
s = Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - January 2026

Table 16
KB (Kemi Badenoch). Are you satisfied or dissatisfied with the way Kemi Badenoch is doing her job as leader of the Conservative party?

30 Jan 2026

Base : All

	Total (Weighted)	Voting					Working status		Government		Work sector		Tenure					ONS Regions							Past vote (2024 General Election)						Qualifications			UnW Tot.	
		Labour	Conservative	Liberal Democrats (Lib Dem)	Reform UK	Green Party	Full-time	Not full- time/Not work ing	Satis- fied	Dis- satis- fied	Public	Private	Mort gage	Owned out- right	Private renter	Social renter	Renter	Total owner occup- ier	North excl. Scot.	Mid- lands (incl. E of England)	South excl. London	Grea- ter London	Eng- land	Scot	Wales	Lab	Con	Reform UK	LD	Oth incl LD,Grn	Did not vote/not eligible/too young	No qual	Other qual		Degree+
Unweighted Total	1104	200	171	115	242	121	486	602	149	862	265	689	368	411	132	150	282	779	254	302	273	131	960	93	51	295	194	117	96	202	195	146	598	348	1104
Weighted Total	1104	208	172	102	259	97	510	585	142	871	238	721	329	402	149	180	329	731	267	287	256	144	955	95	54	272	202	123	80	187	220	186	571	329	1104
Satisfied	239	29	111	14	67	4	92	145	34	192	52	160	63	126	23	21	44	189	48	70	67	26	211	18	10	35	107	32	15	24	27	55	116	65	246
	22%	14%	65%	14%	26%	4%	18%	25%	24%	22%	22%	22%	19%	31%	15%	12%	13%	26%	18%	24%	26%	18%	22%	19%	18%	13%	53%	26%	19%	13%	12%	29%	20%	20%	22%
Dissatisfied	589	127	27	69	148	67	292	295	73	496	129	389	186	172	86	123	209	358	151	138	130	81	500	55	34	183	53	68	46	123	108	86	291	204	576
	53%	61%	16%	68%	57%	68%	57%	50%	52%	57%	54%	54%	57%	43%	58%	68%	63%	49%	56%	48%	51%	56%	52%	58%	63%	67%	26%	55%	58%	66%	49%	46%	51%	62%	52%
Don't know	276	51	33	19	45	27	126	146	35	183	57	172	80	103	40	37	77	183	68	79	60	37	244	22	10	54	42	22	18	40	85	46	164	60	282
	25%	24%	19%	19%	17%	28%	25%	25%	25%	21%	24%	24%	24%	26%	27%	20%	23%	25%	26%	28%	23%	25%	26%	23%	18%	20%	21%	18%	23%	21%	38%	25%	29%	18%	26%
Net satisfied	-350	-98	84	-55	-81	-63	-200	-150	-39	-304	-77	-230	-124	-46	-63	-102	-164	-169	-103	-69	-63	-55	-289	-37	-24	-147	54	-36	-31	-100	-81	-31	-175	-139	-330
	-32%	-47%	49%	-54%	-31%	-65%	-39%	-26%	-28%	-35%	-32%	-32%	-38%	-11%	-42%	-56%	-50%	-23%	-38%	-24%	-25%	-38%	-30%	-39%	-45%	-54%	27%	-29%	-39%	-53%	-37%	-17%	-31%	-42%	-30%

Fieldwork dates - Thursday 22nd to Tuesday 27th January 2026.
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J25-007339-01
*=Less than 0.5%
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Table 17
ED (Ed Davey). Are you satisfied or dissatisfied with the way Ed Davey is doing his job as leader of the Liberal Democrats?

30 Jan 2026

Base : All

	Total (W'td)	Likelihood to vote (General Election)								Gender		Age				Social grade						Ethnicity		UnWgt Total
		Always usually depends	Always usually depends AND 9/10 likelihood	(10) Absolutely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Men	Women	18-34	35-49	50-64	65+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic minority	
Unweighted Total	1104	925	751	693	918	890	846	772	58	479	604	287	261	305	251	295	373	178	134	668	312	931	143	1104
Weighted Total	1104	919	730	677	902	875	834	751	60	523	562	309	247	285	262	251	311	202	238	563	439	915	157	1104
Satisfied	227	201	176	170	205	202	190	180	14	118	107	52	37	67	71	64	67	43	37	131	80	189	32	252
	21%	22%	24%	25%	23%	23%	23%	24%	23%	23%	19%	17%	15%	24%	27%	25%	22%	21%	16%	23%	18%	21%	20%	23%
Dissatisfied	446	379	302	279	352	344	333	310	23	234	205	137	108	107	94	94	115	80	110	208	190	369	61	423
	40%	41%	41%	41%	39%	39%	40%	41%	39%	45%	36%	44%	44%	38%	36%	37%	37%	40%	46%	37%	43%	40%	39%	38%
Don't know	431	339	252	228	346	329	312	261	23	171	251	120	103	111	97	94	130	79	91	223	169	357	64	429
	39%	37%	35%	34%	38%	38%	37%	35%	38%	33%	45%	39%	42%	39%	37%	37%	42%	39%	38%	40%	39%	39%	41%	39%
Net satisfied	-219	-178	-126	-109	-147	-143	-143	-130	-10	-116	-98	-85	-71	-40	-23	-30	-47	-38	-72	-77	-110	-179	-29	-171
	-20%	-19%	-17%	-16%	-16%	-16%	-17%	-17%	-16%	-22%	-17%	-28%	-29%	-14%	-9%	-12%	-15%	-19%	-30%	-14%	-25%	-20%	-19%	-15%

Fieldwork dates - Thursday 22nd to Tuesday 27th January 2026.
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J25-007339-01
*=Less than 0.5%
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - January 2026

Table 18
ED (Ed Davey). Are you satisfied or dissatisfied with the way Ed Davey is doing his job as leader of the Liberal Democrats?

30 Jan 2026

Base : All

	Total (Weighted)	Voting					Working status		Government		Work sector		Tenure						ONS Regions						Past vote (2024 General Election)						Qualifications			UnW Tot.	
		Labour	Conservative	Liberal Democrats (Lib Dem)	Reform UK	Green Party	Full-time	Not full-time work ing	Satis- fied	Dis- satis- fied	Public	Private	Mort gage	Owned out- right	Private renter	Social renter	Renter	Total owner occup- ier	North excl. Scot	Mid- lands (incl. E of England)	South excl. London	Grea- ter London	Eng- land	Scot	Wales	Lab	Con	Reform UK	LD	Oth incl. LD,Grn	Did not vote/not eligible/young	No qual	Other qual		Degree+
Unweighted Total	1104	200	171	115	242	121	486	602	149	862	265	689	368	411	132	150	282	779	254	302	273	131	960	93	51	295	194	117	96	202	195	146	598	348	1104
Weighted Total	1104	208	172	102	259	97	510	585	142	871	238	721	329	402	149	180	329	731	267	287	256	144	955	95	54	272	202	123	80	187	220	186	571	329	1104
Satisfied	227	68	33	69	19	18	108	118	79	127	48	164	74	90	28	27	55	164	55	63	47	38	204	17	6	88	31	10	45	63	26	36	104	87	252
	21%	33%	19%	67%	7%	18%	21%	20%	56%	15%	20%	23%	23%	22%	19%	15%	17%	23%	21%	22%	18%	27%	21%	18%	12%	32%	15%	8%	56%	34%	12%	19%	18%	26%	23%
Dissatisfied	446	69	65	12	152	37	202	243	21	414	103	283	120	153	71	88	160	273	114	106	108	46	375	41	31	96	94	71	13	59	84	76	239	126	423
	40%	33%	38%	12%	59%	38%	40%	41%	15%	48%	43%	39%	36%	38%	48%	49%	49%	37%	43%	37%	42%	32%	39%	43%	58%	35%	47%	58%	16%	32%	38%	41%	42%	38%	38%
Don't know	431	70	74	21	88	43	200	224	42	330	88	274	135	158	50	65	115	293	98	118	101	60	377	37	17	88	76	42	22	64	110	74	228	116	429
	39%	34%	43%	21%	34%	44%	39%	38%	30%	38%	37%	38%	41%	39%	33%	36%	35%	40%	37%	41%	39%	41%	39%	39%	31%	32%	38%	34%	27%	34%	50%	40%	40%	35%	39%
Net satisfied	-219	-1	-32	56	-133	-19	-93	-125	59	-287	-55	-119	-46	-63	-43	-62	-105	-109	-59	-42	-62	-8	-171	-24	-25	-8	-63	-60	32	4	-58	-40	-135	-39	-171
	-20%	-1%	-19%	55%	-51%	-19%	-18%	-21%	41%	-33%	-23%	-17%	-14%	-16%	-29%	-34%	-32%	-15%	-22%	-15%	-24%	-5%	-18%	-25%	-46%	-3%	-31%	-49%	40%	2%	-26%	-21%	-24%	-12%	-15%

Fieldwork dates - Thursday 22nd to Tuesday 27th January 2026.
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J25-007339-01
*=Less than 0.5%
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Table 19

Nigel Farage. Are you satisfied or dissatisfied with the way Nigel Farage is doing his job as leader of Reform UK?

30 Jan 2026

Base : All

	Total (W'td)	Likelihood to vote (General Election)								Gender		Age				Social grade						Ethnicity		UnWgt Total
	Always like depends	Always usually depends AND 9/10 like-lihood	(10) Absolu-utely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Men	Women	18-34	35-49	50-64	65+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic minority	Total	
Unweighted Total	1104	925	751	693	918	890	846	772	58	479	604	287	261	305	251	295	373	178	134	668	312	931	143	1104
Weighted Total	1104	919	730	677	902	875	834	751	60	523	562	309	247	285	262	251	311	202	238	563	439	915	157	1104
Satisfied	310 28%	270 29%	238 33%	229 34%	286 32%	278 32%	266 32%	247 33%	6 9%	169 32%	141 25%	52 17%	60 24%	100 35%	98 38%	63 25%	74 24%	64 32%	80 34%	137 24%	144 33%	274 30%	29 19%	295 27%
Dissatisfied	607 55%	530 58%	411 56%	375 55%	496 55%	486 56%	465 56%	419 56%	34 57%	295 56%	294 52%	201 65%	150 61%	131 46%	125 48%	162 64%	178 57%	102 50%	110 46%	339 60%	211 48%	474 52%	107 69%	619 56%
Don't know	188 17%	119 13%	81 11%	73 11%	120 13%	111 13%	103 12%	85 11%	20 34%	60 11%	128 23%	56 18%	38 15%	55 19%	39 15%	27 11%	60 19%	36 18%	48 20%	86 15%	84 19%	168 18%	20 13%	190 17%
Net satisfied	-297 -27%	-260 -28%	-173 -24%	-146 -22%	-210 -23%	-208 -24%	-199 -24%	-172 -23%	-28 -48%	-126 -24%	-154 -27%	-150 -48%	-90 -36%	-31 -11%	-26 -10%	-98 -39%	-104 -33%	-37 -18%	-30 -12%	-202 -36%	-67 -15%	-200 -22%	-78 -50%	-324 -29%

Fieldwork dates - Thursday 22nd to Tuesday 27th January 2026.
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J25-007339-01
*Less than 0.5%
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - January 2026

Table 20

Nigel Farage. Are you satisfied or dissatisfied with the way Nigel Farage is doing his job as leader of Reform UK?

30 Jan 2026

Base : All

	Total (Weighted)	Voting					Working status		Government		Work sector		Tenure						ONS Regions						Past vote (2024 General Election)						Qualifications			UnW Tot.	
		Labour	Conservative	Liberal Democrats (Lib Dem)	Reform UK	Green Party	Full-time	Not full-time work ing	Satis- fied	Dis- satis- fied	Public	Private	Mort gage	Owned out- right	Private renter	Social renter	Renter	Total owner occup- ier	North excl. Scot	Mid- lands (incl. E of England)	South excl. London	Grea- ter London	Eng- land	Scot	Wales	Lab	Con	Reform UK	LD	Oth incl. LD,Grn	Did not vote/not eligible/young	No qual	Other qual		Degree+
Unweighted Total	1104	200	171	115	242	121	486	602	149	862	265	689	368	411	132	150	282	779	254	302	273	131	960	93	51	295	194	117	96	202	195	146	598	348	1104
Weighted Total	1104	208	172	102	259	97	510	585	142	871	238	721	329	402	149	180	329	731	267	287	256	144	955	95	54	272	202	123	80	187	220	186	571	329	1104
Satisfied	310	26	41	3	221	5	133	174	26	278	56	203	67	139	38	60	99	206	70	83	88	35	277	21	12	35	88	94	7	15	61	90	160	55	295
	28%	12%	24%	3%	85%	5%	26%	30%	18%	32%	24%	28%	20%	35%	26%	34%	30%	28%	26%	29%	34%	24%	29%	22%	23%	13%	43%	76%	9%	8%	28%	48%	28%	17%	27%
Dissatisfied	607	156	89	92	20	85	295	309	105	462	141	397	203	200	93	87	180	403	153	149	119	93	514	59	33	212	74	21	61	148	93	59	302	238	619
	55%	75%	52%	90%	8%	87%	58%	53%	74%	53%	59%	55%	62%	50%	63%	48%	55%	55%	57%	52%	47%	65%	54%	62%	62%	78%	37%	17%	77%	79%	42%	31%	53%	72%	56%
Don't know	188	27	42	7	18	8	82	102	12	131	41	121	59	62	17	33	51	122	44	56	49	15	164	15	8	25	40	8	12	24	66	38	110	36	190
	17%	13%	24%	6%	7%	8%	16%	17%	8%	15%	17%	17%	18%	16%	12%	18%	15%	17%	17%	19%	19%	11%	17%	16%	16%	9%	20%	6%	15%	13%	30%	20%	19%	11%	17%
Net satisfied	-297	-130	-48	-88	200	-80	-162	-135	-79	-184	-85	-194	-136	-61	-55	-26	-61	-197	-82	-66	-31	-58	-238	-38	-21	-177	13	73	-54	-134	-33	31	-142	-183	-324
	-27%	-63%	-28%	-87%	77%	-82%	-32%	-23%	-55%	-21%	-36%	-27%	-41%	-15%	-37%	-15%	-25%	-27%	-31%	-23%	-12%	-40%	-25%	-40%	-39%	-65%	7%	59%	-68%	-71%	-15%	17%	-25%	-56%	-29%

Fieldwork dates - Thursday 22nd to Tuesday 27th January 2026.

Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel

Source : Ipsos J25-007339-01

*=Less than 0.5%

s=Where unweighted base sizes smaller than 100, please note results are indicative only

Table 21

ZP. Are you satisfied or dissatisfied with the way Zack Polanski is doing his job as leader of the Green party?

30 Jan 2026

Base : All (Oct/Nov 2025 onwards)

	Total (W'td)	Likelihood to vote (General Election)								Gender		Age				Social grade						Ethnicity		UnWgt Total
		Always like depends	Always usually depends AND 9/10 like- hood	(10) Absol- utely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Men	Women	18-34	35-49	50-64	65+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic min- ority	
Unweighted Total	1104	925	751	693	918	890	846	772	58	479	604	287	261	305	251	295	373	178	134	668	312	931	143	1104
Weighted Total	1104	919	730	677	902	875	834	751	60	523	562	309	247	285	262	251	311	202	238	563	439	915	157	1104
Satisfied	245 22%	220 24%	191 26%	183 27%	223 25%	216 25%	205 25%	197 26%	18% s	134 26%	106 19%	84 27%	54 22%	68 24%	40 15%	69 28%	73 24%	42 21%	37 16%	143 25%	79 18%	189 21%	50 32%	267 24%
Dissatisfied	366 33%	314 34%	242 33%	225 33%	285 32%	279 32%	271 32%	246 33%	32% s	196 37%	164 29%	112 36%	91 37%	77 27%	86 33%	81 32%	92 30%	60 30%	90 38%	173 31%	150 34%	298 33%	53 34%	341 31%
Don't know	493 45%	386 42%	297 41%	268 40%	394 44%	380 43%	358 43%	308 41%	30% s	193 37%	292 52%	114 37%	103 42%	140 49%	136 52%	101 40%	146 47%	99 49%	110 46%	247 44%	210 48%	428 47%	53 34%	496 45%
Net satisfied- dissatisfied	-121 -11%	-94 -10%	-51 -7%	-42 -6%	-62 -7%	-63 -7%	-66 -8%	-49 -7%	-9% s	-62 -12%	-58 -10%	-28 -9%	-37 -15%	-9 -3%	-46 -18%	-11 -4%	-19 -6%	-18 -9%	-53 -22%	-30 -5%	-71 -16%	-109 -12%	-4 -2%	-74 -7%

Fieldwork dates - Thursday 22nd to Tuesday 27th January 2026.
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J25-007339-01
*=Less than 0.5%
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - January 2026

Table 22

ZP. Are you satisfied or dissatisfied with the way Zack Polanski is doing his job as leader of the Green party?

Base : All (Oct/Nov 2025 onwards)

30 Jan 2026

	Total (Weighted)	Voting					Working status		Government		Work sector		Tenure						ONS Regions						Past vote (2024 General Election)						Qualifications			UnW Tot.	
		Labour	Conservative	Liberal Democrats (Lib Dem)	Reform UK	Green Party	Full-time	Not full- time/Not work ing	Satis- fied	Dis- satis- fied	Public	Private	Mort gage	Owned out- right	Private renter	Social renter	Renter	Total owner occup- ier	North excl. Scot	Mid- lands (incl. E of England)	South excl. London	Grea- ter London	Eng- land	Scot	Wales	Lab	Con	Reform UK	LD	Oth incl. LD,Grn	Did not vote/not eligible/too young	No qual	Other qual		Degree+
Unweighted Total	1104	200	171	115	242	121	486	602	149	862	265	689	368	411	132	150	282	779	254	302	273	131	960	93	51	295	194	117	96	202	195	146	598	348	1104
Weighted Total	1104	208	172	102	259	97	510	585	142	871	238	721	329	402	149	180	329	731	267	287	256	144	955	95	54	272	202	123	80	187	220	186	571	329	1104
Satisfied	245	63	20	38	20	72	128	114	68	164	51	168	92	68	41	35	75	159	63	65	36	48	212	20	13	85	27	3	28	84	34	41	102	100	267
	22%	30%	11%	37%	8%	74%	25%	19%	48%	19%	21%	23%	28%	17%	27%	19%	23%	22%	24%	23%	14%	33%	22%	21%	25%	31%	13%	3%	35%	45%	15%	22%	18%	30%	24%
Dissatisfied	366	66	61	22	127	4	176	189	26	323	95	225	103	133	52	72	123	237	99	77	86	45	307	42	17	87	73	66	17	36	74	53	202	108	341
	33%	32%	36%	22%	49%	4%	35%	32%	18%	37%	40%	31%	31%	33%	35%	40%	37%	32%	37%	27%	34%	31%	32%	44%	31%	32%	36%	54%	21%	19%	33%	29%	35%	33%	31%
Don't know	493	79	91	42	113	21	206	282	49	385	93	329	134	201	57	74	131	335	106	145	134	52	437	33	24	100	102	54	35	67	112	92	268	120	496
	45%	38%	53%	41%	43%	21%	40%	48%	34%	44%	39%	46%	41%	50%	38%	41%	40%	46%	39%	50%	52%	36%	46%	35%	44%	37%	51%	44%	44%	36%	51%	50%	47%	37%	45%
Net satisfied- dissatisfied	-121	-3	-42	15	-108	68	-48	-75	42	-159	-44	-57	-12	-66	-11	-37	-48	-77	-36	-12	-50	3	-96	-22	-4	-1	-46	-63	11	49	-40	-12	-99	-8	-74
	-11%	-2%	-24%	15%	-42%	70%	-9%	-13%	30%	-18%	-18%	-8%	-4%	-16%	-7%	-21%	-15%	-11%	-13%	-4%	-20%	2%	-10%	-23%	-7%	-1%	-23%	-51%	13%	26%	-18%	-7%	-17%	-2%	-7%

Fieldwork dates - Thursday 22nd to Tuesday 27th January 2026.

Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel

Source : Ipsos J25-007339-01

*=Less than 0.5%

s=Where unweighted base sizes smaller than 100, please note results are indicative only

Table 23

RR. Are you satisfied or dissatisfied with the way Rachel Reeves is doing her job as Chancellor of the Exchequer?

30 Jan 2026

Base : All

	Total (W'td)	Likelihood to vote								Gender		Age				Social grade						Ethnicity		UnWgt Total
		(General Election)																						
		Always like- depends	Always usually depends AND 9/10 like- lihood	(10) Absol- utely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Men	Women	18-34	35-49	50-64	65+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic min- ority	
Unweighted Total	1104	925	751	693	918	890	846	772	58	479	604	287	261	305	251	295	373	178	134	668	312	931	143	1104
Weighted Total	1104	919	730	677	902	875	834	751	60	523	562	309	247	285	262	251	311	202	238	563	439	915	157	1104
Satisfied	128 12%	117 13%	89 12%	82 12%	111 12%	109 12%	101 12%	92 12%	4 7%	70 13%	57 10%	32 10%	25 10%	38 13%	33 13%	39 15%	42 14%	13 6%	25 11%	81 14%	38 9%	94 10%	25 16%	134 12%
Dissatisfied	806 73%	700 76%	568 78%	529 78%	686 76%	669 76%	645 77%	584 78%	33 56%	408 78%	384 68%	188 61%	186 75%	218 76%	214 82%	187 74%	218 70%	158 78%	182 77%	404 72%	340 77%	693 76%	92 59%	779 71%
Don't know	170 15%	102 11%	73 10%	66 10%	105 12%	98 11%	88 11%	75 10%	22 37%	45 9%	121 22%	89 29%	36 15%	30 10%	15 6%	26 10%	52 17%	31 15%	30 13%	77 14%	61 14%	129 14%	39 25%	191 17%
Net satisfied	-678 -61%	-583 -63%	-478 -65%	-447 -66%	-575 -64%	-560 -64%	-545 -65%	-492 -66%	-29 -49%	-338 -65%	-328 -58%	-155 -50%	-161 -65%	-180 -63%	-181 -69%	-148 -59%	-175 -56%	-146 -72%	-157 -66%	-323 -57%	-302 -69%	-598 -65%	-67 -43%	-645 -58%

Fieldwork dates - Thursday 22nd to Tuesday 27th January 2026.
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J25-007339-01
*=Less than 0.5%
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - January 2026

Table 24

RR. Are you satisfied or dissatisfied with the way Rachel Reeves is doing her job as Chancellor of the Exchequer?

30 Jan 2026

Base : All

	Total (Weighted)	Voting					Working status		Government		Work sector		Tenure							ONS Regions							Past vote (2024 General Election)					Qualifications			UnW Tot.
		Labour	Conservative	Liberal Democrats (Lib Dem)	Reform UK	Green Party	Full-time	Not full-time/ Not work- ing	Satis- fied	Dis- satis- fied	Public	Private	Mort gage	Owned out- right	Private renter	Social renter	Renter	Total owner occup- ier	North excl. Scot.	Mid- lands (incl. E of England)	South excl. London	Grea- ter Lon- don	Eng- land	Scot	Wales	Lab	Con	Reform UK	LD	Oth incl. LD,Grn	Did not vote/not eligible/too young	No qual	Other qual	Degree+	
Unweighted Total	1104	200	171	115	242	121	486	602	149	862	265	689	368	411	132	150	282	779	254	302	273	131	960	93	51	295	194	117	96	202	195	146	598	348	1104
Weighted Total	1104	208	172	102	259	97	510	585	142	871	238	721	329	402	149	180	329	731	267	287	256	144	955	95	54	272	202	123	80	187	220	186	571	329	1104
Satisfied	128	77	10	18	7	6	61	67	82	37	29	84	39	45	18	23	41	83	35	34	27	23	119	7	2	67	12	1	10	22	20	14	61	52	134
	12%	37%	6%	17%	3%	6%	12%	12%	58%	4%	12%	12%	12%	11%	12%	13%	12%	11%	13%	12%	10%	16%	12%	7%	4%	25%	6%	1%	13%	12%	9%	7%	11%	16%	12%
Dissatisfied	806	98	152	72	239	69	366	437	35	740	178	533	232	319	100	132	232	551	183	203	199	102	688	75	43	170	182	115	55	130	134	155	404	236	779
	73%	47%	88%	70%	92%	71%	72%	75%	25%	85%	75%	74%	70%	80%	67%	73%	70%	75%	69%	71%	78%	71%	72%	80%	80%	62%	90%	94%	70%	70%	61%	83%	71%	72%	71%
Don't know	170	33	10	12	14	22	83	81	25	94	32	104	59	38	31	26	57	96	49	49	31	19	149	13	9	35	8	6	14	35	65	18	107	41	191
	15%	16%	6%	12%	5%	23%	16%	14%	18%	11%	13%	14%	18%	9%	21%	14%	17%	13%	18%	17%	12%	13%	16%	13%	16%	13%	4%	5%	17%	19%	30%	10%	19%	12%	17%
Net satisfied	-678	-21	-142	-54	-232	-64	-306	-370	47	-703	-149	-448	-193	-275	-82	-109	-191	-468	-158	-169	-172	-79	-568	-69	-41	-102	-170	-114	-45	-108	-114	-141	-343	-184	-645
	-61%	-10%	-83%	-53%	-90%	-65%	-60%	-63%	33%	-81%	-62%	-62%	-59%	-68%	-55%	-60%	-58%	-64%	-55%	-59%	-67%	-55%	-59%	-73%	-75%	-38%	-84%	-93%	-57%	-58%	-52%	-75%	-60%	-56%	-58%

Fieldwork dates - Thursday 22nd to Tuesday 27th January 2026.

Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel

Source : Ipsos J25-007339-01

*=Less than 0.5%

s=Where unweighted base sizes smaller than 100, please note results are indicative only

Table 25
Q&B. Who do you think would make the most capable Prime Minister?

30 Jan 2026

Base : All

	Total (W'td)	Likelihood to vote (General Election)								Gender		Age				Social grade						Ethnicity		UnWgt Total
		Always usually depends	Always usually depends AND 9/10 likelihood	(10) Absolutely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Men	Women	18-34	35-49	50-64	65+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic minority	
																							Total	
Unweighted Total	1104	925	751	693	918	890	846	772	58	479	604	287	261	305	251	295	373	178	134	668	312	931	143	1104
Weighted Total	1104	919	730	677	902	875	834	751	60	523	562	309	247	285	262	251	311	202	238	563	439	915	157	1104
Kemi Badenoch	136	116	97	91	118	114	107	98	4	71	64	23	34	29	50	38	40	19	27	78	46	119	11	135
	12%	13%	13%	13%	13%	13%	13%	13%	7% s	14%	11%	7%	14%	10%	19%	15%	13%	10%	11%	14%	11%	13%	7%	12%
Keir Starmer	200	181	153	137	176	171	169	155	4	96	99	60	52	47	41	64	66	23	31	131	54	158	34	214
	18%	20%	21%	20%	20%	20%	20%	21%	7% s	18%	18%	19%	21%	17%	16%	26%	21%	11%	13%	23%	12%	17%	22%	19%
Nigel Farage	229	203	181	172	212	209	204	189	3	123	102	40	37	83	70	48	57	52	55	105	108	210	17	215
	21%	22%	25%	25%	24%	24%	24%	25%	5% s	24%	18%	13%	15%	29%	27%	19%	18%	26%	23%	19%	25%	23%	11%	19%
There is no difference	172	129	83	79	118	111	98	87	17	78	92	57	39	40	36	32	43	41	42	75	83	140	20	168
	16%	14%	11%	12%	13%	13%	12%	12%	29% s	15%	16%	18%	16%	14%	14%	13%	14%	20%	18%	13%	19%	15%	13%	15%
No one	166	123	78	67	121	115	106	81	14	63	98	63	49	28	27	30	43	23	46	73	69	120	44	162
	15%	13%	11%	10%	13%	13%	13%	11%	24% s	12%	17%	20%	20%	10%	10%	12%	14%	11%	19%	13%	16%	13%	28%	15%
Someone else. Specify...	105	98	93	91	96	95	94	93	4	66	37	35	20	31	19	30	28	17	23	58	40	87	16	102
	10%	11%	13%	13%	11%	11%	11%	12%	6% s	13%	7%	11%	8%	11%	7%	12%	9%	8%	10%	10%	9%	10%	10%	9%
Don't know	96	70	46	41	61	60	57	47	13	25	70	32	17	28	19	10	34	26	14	43	40	81	14	108
	9%	8%	6%	6%	7%	7%	7%	6%	23% s	5%	13%	10%	7%	10%	7%	4%	11%	13%	6%	8%	9%	9%	9%	10%

Fieldwork dates - Thursday 22nd to Tuesday 27th January 2026.
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J25-007339-01
*Less than 0.5%
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - January 2026

Table 26
Q8B. Who do you think would make the most capable Prime Minister?

30 Jan 2026

Base : All

	Total (Weighted)	Voting					Working status		Government		Work sector		Tenure						ONS Regions							Past vote (2024 General Election)						Qualifications			UnW Tot.
		Labour	Conservative	Liberal Democrats (Lib Dem)	Reform UK	Green Party	Full-time	Not full- time/Not work ing	Satis- fied	Dis- satis- fied	Public	Private	Mort gage	Owned out- right	Private renter	Social renter	Renter	Total owner occup- ier	North excl. Scot	Mid- lands (incl. E of England)	South excl. London	Grea- ter London	Eng- land	Scot	Wales	Lab	Con	Reform UK	LD	Oth incl. LD,Grn	Did not vote/not eligible/too young	No qual	Other qual	Degree+	
Unweighted Total	1104	200	171	115	242	121	486	602	149	862	265	689	368	411	132	150	282	779	254	302	273	131	960	93	51	295	194	117	96	202	195	146	598	348	1104
Weighted Total	1104	208	172	102	259	97	510	585	142	871	238	721	329	402	149	180	329	731	267	287	256	144	955	95	54	272	202	123	80	187	220	186	571	329	1104
Kemi Badenoch	136 12%	7 3%	96 56%	4 4%	15 6%	1 1%	58 11%	78 13%	4 3%	125 14%	36 15%	89 12%	38 12%	68 17%	15 10%	13 7%	28 9%	106 14%	23 9%	39 14%	43 17%	14 10%	119 12%	11 12%	5 10%	13 5%	69 34%	12 10%	6 7%	11 6%	22 10%	25 13%	67 12%	43 13%	135 12%
Keir Starmer	200 18%	118 57%	7 4%	30 29%	3 1%	15 15%	101 20%	99 17%	97 68%	84 10%	58 24%	121 17%	64 20%	77 19%	27 18%	24 14%	51 16%	141 19%	66 25%	35 12%	32 12%	37 26%	169 18%	22 23%	9 16%	116 42%	8 4%	-	22 28%	41 22%	18 8%	19 10%	83 15%	95 29%	214 19%
Nigel Farage	229 21%	8 4%	9 5%	-	203 78%	1 1%	95 19%	133 23%	7 5%	217 25%	43 18%	147 20%	54 17%	95 24%	23 16%	55 30%	78 24%	150 20%	53 20%	61 21%	69 27%	18 12%	200 21%	19 12%	9 20%	20 7%	58 29%	77 63%	5 6%	12 6%	44 20%	63 34%	124 22%	37 11%	215 19%
There is no difference	172 16%	25 12%	13 8%	28 27%	12 5%	22 23%	84 17%	85 15%	11 8%	141 16%	26 11%	127 18%	53 16%	53 13%	20 14%	38 21%	58 18%	106 14%	34 13%	61 21%	37 15%	19 13%	151 16%	12 13%	9 16%	35 13%	25 12%	9 7%	12 15%	44 23%	42 19%	21 11%	110 19%	41 13%	168 15%
No one	166 15%	33 16%	17 10%	15 15%	11 4%	19 19%	83 16%	80 14%	8 6%	142 16%	38 16%	105 15%	53 16%	40 10%	37 25%	16 9%	54 16%	93 13%	42 16%	42 15%	28 11%	29 20%	142 15%	18 19%	7 13%	38 14%	12 6%	4 3%	18 23%	33 18%	53 24%	23 13%	92 16%	46 14%	162 15%
Someone else. Specify...	105 10%	10 5%	9 5%	15 15%	10 4%	34 35%	48 9%	57 10%	10 7%	93 11%	20 8%	72 10%	35 11%	30 7%	16 12%	21 11%	37 11%	65 9%	26 10%	22 8%	20 8%	22 15%	89 9%	6 6%	10 18%	33 12%	8 4%	14 12%	7 9%	31 17%	16 7%	18 10%	38 7%	48 15%	102 9%
Don't know	96 9%	6 3%	20 11%	9 9%	6 2%	7 7%	40 8%	53 9%	5 3%	69 8%	19 8%	58 8%	31 9%	38 10%	11 7%	12 7%	23 7%	70 10%	24 9%	28 10%	28 11%	5 4%	85 9%	6 6%	6 10%	17 6%	21 10%	6 5%	10 12%	15 8%	24 11%	18 10%	57 10%	19 6%	108 10%

Fieldwork dates - Thursday 22nd to Tuesday 27th January 2026.
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J25-007339-01
*=Less than 0.5%
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Table 27
Q11_Lab. To what extent, if at all, do you agree or disagree with the following statements? The Labour Government deserves to be re-elected

30 Jan 2026

Base : All

	Total (W'td)	Likelihood to vote (General Election)								Gender		Age				Social grade						Ethnicity		UnWgt Total
		Always usually depends	Always usually depends AND 9/10 like- lihood	(10) Absol- utely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Men	Women	18-34	35-49	50-64	65+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic minor- ity	
Unweighted Total	1104	925	751	693	918	890	846	772	58	479	604	287	261	305	251	295	373	178	134	668	312	931	143	1104
Weighted Total	1104	919	730	677	902	875	834	751	60	523	562	309	247	285	262	251	311	202	238	563	439	915	157	1104
Strongly agree	65 6%	62 7%	52 7%	50 7%	62 7%	62 7%	59 7%	53 7%	2 4%	29 6%	33 6%	15 5%	16 7%	16 6%	18 7%	14 6%	19 6%	8 4%	15 6%	33 6%	23 5%	46 5%	16 10%	62 6%
Tend to agree	144 13%	114 12%	93 13%	86 13%	115 13%	110 13%	103 12%	96 13%	5 8%	60 12%	83 15%	50 16%	33 13%	36 12%	26 10%	39 15%	45 14%	19 10%	34 14%	84 15%	53 12%	121 13%	20 13%	157 14%
Neither agree nor disagree	180 16%	137 15%	93 13%	78 11%	128 14%	124 14%	113 14%	94 13%	13 21%	73 14%	104 18%	74 24%	46 18%	31 11%	29 11%	33 13%	53 17%	32 16%	40 17%	86 15%	72 16%	133 14%	36 23%	184 17%
Tend to disagree	191 17%	169 18%	134 18%	116 17%	172 19%	165 19%	159 19%	135 18%	5 9%	105 20%	83 15%	57 19%	45 18%	42 15%	47 18%	56 22%	59 19%	31 15%	35 15%	115 21%	67 15%	166 18%	21 14%	187 17%
Strongly disagree	472 43%	414 45%	347 47%	336 50%	400 44%	393 45%	379 45%	359 48%	22 37%	244 47%	219 39%	93 30%	89 36%	151 53%	139 53%	102 41%	128 41%	100 50%	102 43%	231 41%	202 46%	409 45%	52 33%	454 41%
Don't know	53 5%	23 3%	12 2%	12 2%	25 3%	22 3%	22 3%	14 2%	12 20%	11 2%	41 7%	20 7%	20 8%	10 4%	3 1%	8 3%	7 2%	10 5%	13 5%	15 3%	23 5%	40 4%	12 8%	60 5%
Agree	209 19%	176 19%	145 20%	136 20%	177 20%	171 20%	162 19%	149 20%	7 12%	89 17%	115 21%	65 21%	49 20%	52 18%	44 17%	53 21%	64 20%	27 14%	48 20%	116 21%	76 17%	168 18%	35 23%	219 20%
Disagree	662 60%	583 63%	480 66%	452 67%	573 63%	558 64%	538 64%	494 66%	28 47%	349 67%	302 54%	150 49%	133 54%	193 67%	186 71%	158 63%	188 60%	132 65%	137 58%	346 61%	268 61%	574 63%	73 47%	641 58%
Net agree	-453 -41%	-407 -44%	-335 -46%	-316 -47%	-396 -44%	-386 -44%	-376 -45%	-345 -46%	-21 -35%	-260 -50%	-186 -33%	-86 -28%	-85 -34%	-141 -49%	-142 -54%	-106 -42%	-124 -40%	-104 -52%	-89 -37%	-230 -41%	-193 -44%	-407 -44%	-38 -24%	-422 -38%

Fieldwork dates - Thursday 22nd to Tuesday 27th January 2026.
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J25-007339-01
*=Less than 0.5%
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - January 2026

Table 28
Q11_Lab. To what extent, if at all, do you agree or disagree with the following statements? The Labour Government deserves to be re-elected

30 Jan 2026

Base : All

	Total (Weighted)	Voting					Working status		Government		Work sector		Tenure							ONS Regions							Past vote (2024 General Election)					Qualifications			UnW Tot.
		Labour	Conservative	Liberal Democrats (Lib Dem)	Reform UK	Green Party	Full-time	Not full- time/Not work- ing	Satis- fied	Dis- satis- fied	Public	Private	Mort- gage	Owned out- right	Private renter	Social renter	Renter	Total owner occup- ier	North excl. Scot.	Mid- lands (incl. E of England)	South excl. London	Grea- ter London	Eng- land	Scot	Wales	Lab	Con	Reform UK	LD	Oth incl. LD,Grn	Did not vote/not eligible/too young	No qual	Other qual	Degree+	
Unweighted Total	1104	200	171	115	242	121	486	602	149	862	265	689	368	411	132	150	282	779	254	302	273	131	960	93	51	295	194	117	96	202	195	146	598	348	1104
Weighted Total	1104	208	172	102	259	97	510	585	142	871	238	721	329	402	149	180	329	731	267	287	256	144	955	95	54	272	202	123	80	187	220	186	571	329	1104
Strongly agree	65	52	3	1	7	1	30	35	40	23	15	43	16	23	7	16	23	40	23	11	14	11	59	4	2	38	3	-	3	6	13	7	32	26	62
	6%	25%	2%	1%	3%	1%	6%	6%	28%	3%	6%	6%	5%	6%	5%	9%	7%	5%	9%	4%	6%	8%	6%	4%	4%	14%	2%	-	4%	3%	6%	4%	6%	8%	6%
Tend to agree	144	78	3	20	2	16	65	78	61	67	27	96	46	45	25	23	48	91	41	34	32	17	124	13	7	67	7	1	12	32	26	20	69	52	157
	13%	38%	2%	20%	1%	16%	13%	13%	43%	8%	11%	13%	14%	11%	17%	13%	15%	12%	15%	12%	13%	12%	13%	14%	13%	25%	4%	1%	16%	17%	12%	11%	12%	16%	14%
Neither agree nor disagree	180	48	11	29	16	14	104	75	21	129	42	115	65	51	21	33	54	115	39	50	39	34	162	9	9	54	16	10	21	36	49	20	101	58	184
	16%	23%	6%	29%	6%	15%	20%	13%	15%	15%	17%	16%	20%	13%	14%	18%	16%	16%	15%	18%	15%	23%	17%	9%	16%	20%	8%	8%	26%	20%	22%	11%	18%	18%	17%
Tend to disagree	191	14	42	22	29	31	87	103	11	168	54	127	65	64	41	16	57	130	45	47	34	28	154	26	11	50	36	9	18	50	37	28	92	71	187
	17%	7%	25%	22%	11%	32%	17%	18%	8%	19%	23%	18%	20%	16%	27%	9%	17%	18%	17%	16%	13%	20%	16%	28%	20%	19%	18%	7%	23%	27%	17%	15%	16%	22%	17%
Strongly disagree	472	8	109	28	205	34	199	272	6	462	94	311	121	209	49	78	127	330	100	130	131	52	413	36	23	53	138	102	22	54	76	106	239	116	454
	43%	4%	64%	28%	79%	34%	39%	46%	4%	53%	39%	43%	37%	52%	33%	43%	39%	45%	37%	45%	51%	36%	43%	38%	43%	20%	68%	83%	28%	29%	35%	57%	42%	35%	41%
Don't know	53	7	4	2	1	2	25	21	4	22	7	29	15	9	6	15	21	25	19	16	6	3	44	7	2	9	1	1	3	7	19	5	39	5	60
	5%	4%	2%	1%	*	2%	5%	4%	3%	3%	3%	4%	5%	2%	4%	9%	6%	3%	7%	6%	2%	2%	5%	7%	4%	3%	*	1%	4%	4%	9%	3%	7%	2%	5%
Agree	209	130	6	21	9	16	95	113	100	91	42	139	63	68	32	39	71	131	64	44	46	28	183	17	9	105	11	1	15	39	39	27	101	78	219
	19%	63%	3%	20%	3%	17%	19%	19%	70%	10%	18%	19%	19%	17%	22%	21%	22%	18%	24%	15%	18%	19%	19%	18%	16%	39%	5%	1%	19%	21%	18%	15%	18%	24%	20%
Disagree	662	22	152	50	234	64	286	375	17	630	148	438	187	273	90	94	184	460	145	176	165	80	566	62	34	104	174	111	40	104	113	134	331	187	641
	60%	11%	88%	49%	90%	66%	56%	64%	12%	72%	62%	61%	57%	68%	60%	52%	56%	63%	54%	61%	64%	56%	59%	65%	63%	38%	86%	91%	51%	56%	51%	72%	58%	57%	58%
Net agree	-453	108	-146	-30	-225	-48	-191	-262	83	-539	-106	-299	-124	-205	-58	-55	-113	-329	-81	-132	-118	-53	-384	-45	-25	1	-164	-110	-25	-66	-74	-107	-230	-109	-422
	-41%	52%	-85%	-29%	-87%	-49%	-37%	-45%	59%	-62%	-44%	-41%	-38%	-51%	-39%	-31%	-34%	-45%	-30%	-46%	-46%	-36%	-40%	-47%	-47%	1%	-81%	-90%	-31%	-35%	-34%	-57%	-40%	-33%	-38%

Fieldwork dates - Thursday 22nd to Tuesday 27th January 2026.
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Source : Ipsos J25-007339-01
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s=Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - January 2026

Table 29
Q11_Con. To what extent, if at all, do you agree or disagree with the following statements? The Conservative Party is ready to form the next government

30 Jan 2026

Base : All

	Total (W'td)	Likelihood to vote (General Election)								Gender		Age				Social grade						Ethnicity		UnWgt Total
		Always usually depends	Always usually depends AND 9/10 like- lihood	(10) Absol- utely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Men	Women	18-34	35-49	50-64	65+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic min- ority	Total
Unweighted Total	1104	925	751	693	918	890	846	772	58	479	604	287	261	305	251	295	373	178	134	668	312	931	143	1104
Weighted Total	1104	919	730	677	902	875	834	751	60	523	562	309	247	285	262	251	311	202	238	563	439	915	157	1104
Strongly agree	22	18	17	14	19	18	17	17	2	9	13	6	10	3	3	6	9	1	2	15	3	15	6	21
	2%	2%	2%	2%	2%	2%	2%	2%	3% s	2%	2%	2%	4%	1%	1%	2%	3%	1%	1%	3%	1%	2%	4%	2%
Tend to agree	130	107	93	93	109	103	99	96	2	58	72	27	27	26	51	30	31	30	29	61	58	113	8	122
	12%	12%	13%	14%	12%	12%	12%	13%	4% s	11%	13%	9%	11%	9%	19%	12%	10%	15%	12%	11%	13%	12%	5%	11%
Neither agree nor disagree	167	131	88	77	130	126	118	89	9	62	105	52	29	35	51	27	51	37	38	78	75	135	30	174
	15%	14%	12%	11%	14%	14%	14%	12%	15% s	12%	19%	17%	12%	12%	19%	11%	17%	18%	16%	14%	17%	15%	19%	16%
Tend to disagree	263	229	181	159	233	224	207	184	6	145	117	68	55	73	67	71	76	39	57	147	96	229	30	256
	24%	25%	25%	24%	26%	26%	25%	24%	10% s	28%	21%	22%	22%	26%	26%	28%	24%	19%	24%	26%	22%	25%	19%	23%
Strongly disagree	458	401	336	319	383	377	370	348	31	231	212	132	106	135	84	105	130	78	101	236	178	375	68	463
	41%	44%	46%	47%	42%	43%	44%	46%	51% s	44%	38%	43%	43%	47%	32%	42%	42%	39%	42%	42%	41%	41%	43%	42%
Don't know	64	34	16	15	28	26	22	16	10	18	43	25	21	13	6	12	13	17	11	25	28	49	15	68
	6%	4%	2%	2%	3%	3%	3%	2%	17% s	3%	8%	8%	8%	5%	2%	5%	4%	8%	5%	4%	6%	5%	10%	6%
Agree	152	125	110	107	128	122	117	114	4	68	84	32	37	29	54	37	40	31	31	77	62	127	14	143
	14%	14%	15%	16%	14%	14%	14%	15%	7% s	13%	15%	10%	15%	10%	20%	15%	13%	15%	13%	14%	14%	14%	9%	13%
Disagree	720	630	517	478	616	601	578	532	37	376	330	200	161	208	151	176	207	117	158	382	275	604	98	719
	65%	68%	71%	71%	68%	69%	69%	71%	61% s	72%	59%	65%	65%	73%	58%	70%	66%	58%	66%	68%	63%	66%	63%	65%
Net agree	-568	-505	-407	-370	-488	-479	-461	-418	-33	-309	-245	-168	-124	-179	-98	-139	-166	-86	-127	-306	-213	-477	-84	-576
	-51%	-55%	-56%	-55%	-54%	-55%	-55%	-56%	-55% s	-59%	-44%	-54%	-50%	-63%	-37%	-56%	-53%	-43%	-53%	-54%	-48%	-52%	-54%	-52%

Fieldwork dates - Thursday 22nd to Tuesday 27th January 2026.
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J25-007339-01
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Ipsos Political Monitor - January 2026

Table 30
Q11_Con. To what extent, if at all, do you agree or disagree with the following statements? The Conservative Party is ready to form the next government

30 Jan 2026

Base : All

	Total (Weighted)	Voting					Working status		Government		Work sector		Tenure							ONS Regions							Past vote (2024 General Election)						Qualifications			UnW Tot.
		Labour	Conservative	Liberal Democrats (Lib Dem)	Reform UK	Green Party	Full-time	Not full- time/Not work- ing	Satis- fied	Dis- satis- fied	Public	Private	Mort- gage	Owned out- right	Private renter	Social renter	Renter	Total owner occu- p-ier	North excl. Scot.	Mid- lands (incl. E of England)	South excl. London	Grea- ter London	Eng- land	Scot	Wales	Lab	Con	Reform UK	LD	Oth incl. LD,Grn	Did not vote/not eligible/too young	No qual	Other qual	Degree+		
Unweighted Total	1104	200	171	115	242	121	486	602	149	862	265	689	368	411	132	150	282	779	254	302	273	131	960	93	51	295	194	117	96	202	195	146	598	348	1104	
Weighted Total	1104	208	172	102	259	97	510	585	142	871	238	721	329	402	149	180	329	731	267	287	256	144	955	95	54	272	202	123	80	187	220	186	571	329	1104	
Strongly agree	22	2	12	-	7	-	17	5	2	21	6	14	6	5	6	4	10	11	2	7	4	4	18	3	1	4	15	1	-	1	1	2	14	6	21	
	2%	1%	7%	-	3%	-	3%	1%	1%	2%	2%	2%	2%	1%	4%	2%	3%	2%	1%	2%	2%	3%	2%	3%	2%	1%	7%	1%	-s	1%	*	1%	2%	2%	2%	
Tend to agree	130	13	74	3	20	3	54	74	15	105	25	81	34	58	13	19	32	92	17	30	49	17	113	10	8	15	56	10	7	12	32	29	65	33	122	
	12%	6%	43%	3%	8%	3%	11%	13%	11%	12%	10%	11%	10%	15%	9%	10%	10%	13%	6%	11%	19%	12%	12%	10%	14%	6%	28%	8%	9%	6%	15%	15%	11%	10%	11%	
Neither agree nor disagree	167	27	39	5	45	7	61	105	16	129	26	115	44	74	22	23	45	118	46	46	44	15	152	7	9	27	48	17	9	16	42	36	88	37	174	
	15%	13%	23%	5%	17%	7%	12%	18%	11%	15%	11%	16%	13%	18%	15%	13%	14%	16%	17%	16%	17%	10%	16%	7%	16%	10%	24%	14%	11%	8%	19%	19%	15%	11%	16%	
Tend to disagree	263	56	36	35	76	12	126	137	31	212	65	176	92	109	32	24	56	202	60	85	54	34	232	21	9	55	48	42	23	44	52	37	141	85	256	
	24%	27%	21%	34%	29%	13%	25%	23%	22%	24%	27%	24%	28%	27%	22%	13%	17%	28%	22%	30%	21%	24%	24%	23%	17%	20%	24%	34%	29%	23%	24%	20%	25%	26%	23%	
Strongly disagree	458	105	6	59	103	69	216	239	77	362	99	305	133	141	70	92	162	273	123	99	93	66	381	51	26	160	31	51	40	109	67	78	226	152	463	
	41%	50%	4%	58%	40%	71%	42%	41%	54%	42%	41%	42%	40%	35%	47%	51%	49%	37%	46%	35%	36%	46%	40%	53%	48%	59%	15%	41%	50%	58%	30%	42%	39%	46%	42%	
Don't know	64	4	5	-	9	5	35	25	1	42	19	30	20	14	6	19	25	34	19	19	13	8	60	3	2	12	5	2	2	5	26	5	38	16	68	
	6%	2%	3%	-	4%	6%	7%	4%	1%	5%	8%	4%	6%	4%	4%	10%	8%	5%	7%	7%	5%	6%	6%	3%	3%	4%	2%	1%	2%	3%	12%	3%	7%	5%	6%	
Agree	152	16	86	3	26	3	71	79	17	125	31	95	40	63	19	22	41	103	19	37	53	22	131	13	9	19	70	11	7	13	33	31	78	40	143	
	14%	7%	50%	3%	10%	3%	14%	14%	12%	14%	13%	13%	12%	16%	13%	12%	13%	14%	7%	13%	21%	15%	14%	14%	16%	7%	35%	9%	9%	7%	15%	17%	14%	12%	13%	
Disagree	720	161	43	94	179	82	342	376	108	575	163	481	225	250	102	116	218	475	183	184	146	100	613	72	35	215	78	93	62	153	119	115	367	236	719	
	65%	77%	25%	92%	69%	84%	67%	64%	76%	66%	68%	67%	68%	62%	68%	64%	66%	65%	68%	64%	57%	69%	64%	76%	65%	79%	39%	76%	79%	82%	54%	61%	64%	72%	65%	
Net agree	-568	-145	43	-91	-153	-79	-271	-296	-91	-449	-133	-386	-185	-187	-83	-94	-177	-372	-164	-147	-94	-78	-483	-59	-26	-196	-8	-82	-55	-140	-86	-84	-289	-197	-576	
	-51%	-70%	25%	-89%	-59%	-81%	-53%	-51%	-64%	-52%	-56%	-54%	-56%	-47%	-56%	-52%	-54%	-51%	-61%	-51%	-36%	-54%	-51%	-62%	-48%	-72%	-4%	-67%	-70%	-75%	-39%	-45%	-51%	-60%	-52%	

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Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J25-007339-01
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s=Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - January 2026

Table 31
Q11_Reform. To what extent, if at all, do you agree or disagree with the following statements? Reform UK is ready to form the next government

30 Jan 2026

Base : All

	Total (W'td)	Likelihood to vote (General Election)								Gender		Age				Social grade						Ethnicity		UnWgt Total
		Always usually depends	Always usually depends AND 9/10 like- lihood	(10) Absol- utely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Men	Women	18-34	35-49	50-64	65+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic min- ority	
Unweighted Total	1104	925	751	693	918	890	846	772	58	479	604	287	261	305	251	295	373	178	134	668	312	931	143	1104
Weighted Total	1104	919	730	677	902	875	834	751	60	523	562	309	247	285	262	251	311	202	238	563	439	915	157	1104
Strongly agree	122	109	107	108	117	116	114	113	1	74	48	23	15	52	32	24	29	29	32	53	61	117	4	110
	11%	12%	15%	16%	13%	13%	14%	15%	2%	14%	9%	7%	6%	18%	12%	10%	9%	14%	13%	9%	14%	13%	3%	10%
Tend to agree	153	128	101	93	131	128	125	105	3	63	87	29	43	41	41	30	39	33	36	69	69	124	23	137
	14%	14%	14%	14%	15%	15%	15%	14%	5%	12%	15%	9%	17%	14%	16%	12%	13%	16%	15%	12%	16%	14%	15%	12%
Neither agree nor disagree	130	86	66	64	88	81	75	68	11	52	78	49	22	35	24	17	41	29	30	58	58	111	17	134
	12%	9%	9%	9%	10%	9%	9%	9%	19%	10%	14%	16%	9%	12%	9%	7%	13%	14%	12%	10%	13%	12%	11%	12%
Tend to disagree	150	125	82	76	116	114	102	87	8	72	78	44	38	22	45	28	30	28	51	58	79	115	26	130
	14%	14%	11%	11%	13%	13%	12%	12%	14%	14%	14%	14%	15%	8%	17%	11%	10%	14%	21%	10%	18%	13%	16%	12%
Strongly disagree	495	447	362	325	426	416	399	366	24	250	231	149	115	121	110	146	161	68	80	308	148	401	81	534
	45%	49%	50%	48%	47%	48%	48%	49%	41%	48%	41%	48%	47%	42%	42%	58%	52%	34%	34%	55%	34%	44%	51%	48%
Don't know	53	26	12	11	23	20	19	12	12	12	41	15	14	14	9	5	11	15	9	16	24	46	6	59
	5%	3%	2%	2%	3%	2%	2%	2%	20%	2%	7%	5%	6%	5%	3%	2%	3%	7%	4%	3%	6%	5%	4%	5%
Agree	276	237	208	201	249	244	239	218	4	137	135	52	58	93	73	54	68	62	68	123	130	241	27	247
	25%	26%	29%	30%	28%	28%	29%	29%	6%	26%	24%	17%	23%	33%	28%	22%	22%	31%	28%	22%	30%	26%	17%	22%
Disagree	645	571	443	401	543	530	502	453	32	322	309	193	153	143	155	175	191	96	131	366	227	516	106	664
	58%	62%	61%	59%	60%	61%	60%	60%	55%	61%	55%	62%	62%	50%	59%	69%	61%	48%	55%	65%	52%	56%	68%	60%
Net agree	-369	-334	-235	-199	-294	-285	-262	-235	-29	-185	-174	-141	-96	-50	-82	-120	-123	-34	-63	-243	-97	-275	-80	-417
	-33%	-36%	-32%	-29%	-33%	-33%	-31%	-31%	-48%	-35%	-31%	-46%	-39%	-18%	-32%	-48%	-39%	-17%	-27%	-43%	-22%	-30%	-51%	-38%

Fieldwork dates - Thursday 22nd to Tuesday 27th January 2026.
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J25-007339-01
*=Less than 0.5%
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - January 2026

Table 32
Q11_Reform. To what extent, if at all, do you agree or disagree with the following statements? Reform UK is ready to form the next government

Base : All

30 Jan 2026

	Total (Weighted)	Voting					Working status		Government		Work sector		Tenure							ONS Regions							Past vote (2024 General Election)					Qualifications			UnW Tot.
		Labour	Conservative	Liberal Democrats (Lib Dem)	Reform UK	Green Party	Full-time	Not full- time/Not work- ing	Satis- fied	Dis- satis- fied	Public	Private	Mort- gage	Owned out- right	Private renter	Social renter	Renter	Total owner occup- ier	North excl. Scot.	Mid- lands (incl. E of England)	South excl. London	Grea- ter London	Eng- land	Scot	Wales	Lab	Con	Reform UK	LD	Oth incl. LD,Grn	Did not vote/not eligible/too young	No qual	Other qual	Degree+	
Unweighted Total	1104	200	171	115	242	121	486	602	149	862	265	689	368	411	132	150	282	779	254	302	273	131	960	93	51	295	194	117	96	202	195	146	598	348	1104
Weighted Total	1104	208	172	102	259	97	510	585	142	871	238	721	329	402	149	180	329	731	267	287	256	144	955	95	54	272	202	123	80	187	220	186	571	329	1104
Strongly agree	122	2	3	-	116	*	54	69	2	120	15	88	29	52	13	28	42	81	34	32	33	10	109	8	5	7	26	52	2	2	26	40	66	12	110
	11%	1%	1%	-	45%	*	11%	12%	2%	14%	6%	12%	9%	13%	9%	16%	13%	11%	13%	11%	13%	7%	11%	9%	10%	2%	13%	42%	2%	1%	12%	22%	12%	4%	10%
Tend to agree	153	23	20	2	91	1	64	89	9	140	32	94	29	65	17	37	54	94	29	41	49	17	136	10	7	23	39	34	2	10	32	39	69	41	137
	14%	11%	12%	2%	35%	1%	13%	15%	6%	16%	14%	13%	9%	16%	11%	21%	16%	13%	11%	14%	19%	12%	14%	11%	13%	9%	19%	27%	3%	5%	15%	21%	12%	12%	12%
Neither agree nor disagree	130	13	27	4	29	5	65	65	11	99	27	81	39	49	13	20	33	88	29	46	30	13	118	7	5	15	34	16	10	16	40	21	80	30	134
	12%	6%	16%	4%	11%	6%	13%	11%	7%	11%	11%	11%	12%	12%	9%	11%	10%	12%	11%	16%	12%	9%	12%	8%	10%	5%	17%	13%	12%	9%	18%	11%	14%	9%	12%
Tend to disagree	150	27	48	17	14	3	75	75	16	121	28	109	49	53	24	21	45	102	29	43	41	20	132	10	8	25	43	11	12	23	33	27	81	41	130
	14%	13%	28%	16%	6%	3%	15%	13%	11%	14%	12%	15%	15%	13%	16%	11%	14%	14%	11%	15%	16%	14%	14%	11%	14%	9%	22%	9%	15%	12%	15%	14%	14%	12%	12%
Strongly disagree	495	138	69	79	3	85	229	264	102	358	123	325	164	173	74	62	136	337	130	114	92	80	416	54	25	195	50	4	53	131	70	46	246	198	534
	45%	67%	40%	77%	1%	87%	45%	45%	72%	41%	52%	45%	50%	43%	50%	34%	41%	46%	48%	40%	36%	56%	44%	57%	47%	72%	25%	3%	67%	70%	32%	25%	43%	60%	48%
Don't know	53	4	5	*	6	2	22	25	3	33	13	24	20	10	7	13	20	29	17	11	13	4	45	5	3	8	9	6	1	4	19	14	30	6	59
	5%	2%	3%	*	2%	2%	4%	4%	2%	4%	5%	3%	6%	2%	5%	7%	6%	4%	6%	4%	5%	3%	5%	5%	6%	3%	4%	5%	1%	2%	9%	7%	5%	2%	5%
Agree	276	25	23	2	207	2	118	157	11	261	48	182	58	117	30	65	95	175	63	73	81	27	245	19	12	30	65	86	4	12	58	79	135	53	247
	25%	12%	13%	2%	80%	2%	23%	27%	8%	30%	20%	25%	18%	29%	20%	36%	29%	24%	24%	25%	32%	19%	26%	20%	23%	11%	32%	70%	5%	7%	26%	42%	24%	16%	22%
Disagree	645	165	117	95	18	88	304	338	117	479	151	433	213	226	99	82	181	439	158	157	132	100	548	64	33	220	94	14	65	154	102	73	326	239	664
	58%	80%	68%	94%	7%	91%	60%	58%	83%	55%	63%	60%	65%	56%	66%	46%	55%	60%	59%	55%	52%	69%	57%	68%	61%	81%	47%	12%	81%	83%	47%	39%	57%	73%	60%
Net agree	-369	-140	-94	-93	189	-87	-187	-181	-106	-218	-103	-252	-155	-110	-68	-17	-86	-264	-95	-84	-51	-73	-303	-45	-20	-190	-29	71	-60	-142	-44	6	-191	-186	-417
	-33%	-67%	-55%	-91%	73%	-89%	-37%	-31%	-75%	-25%	-43%	-35%	-47%	-27%	-46%	-9%	-26%	-36%	-35%	-29%	-20%	-51%	-32%	-48%	-38%	-70%	-14%	58%	-76%	-76%	-20%	3%	-33%	-56%	-38%

Fieldwork dates - Thursday 22nd to Tuesday 27th January 2026.
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J25-007339-01
*=Less than 0.5%
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Table 33
Q11_Competent.
To what extent, if at all, do you agree or disagree with the following statements?
The word 'competent' is an accurate description of the current government

Base : All (W1, January)

	Total (W'td)	Likelihood to vote (General Election)								Gender		Age				Social grade						Ethnicity		UnWgt Total
		Always usually depends	Always usually depends AND 9/10 likelihood	(10) Absol-utely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Men	Women	18-34	35-49	50-64	65+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic min- ority	
Unweighted Total	1104	925	751	693	918	890	846	772	58	479	604	287	261	305	251	295	373	178	134	668	312	931	143	1104
Weighted Total	1104	919	730	677	902	875	834	751	60	523	562	309	247	285	262	251	311	202	238	563	439	915	157	1104
Strongly agree	38	31	22	22	28	28	24	23	1	23	19	15	7	9	6	10	8	7	8	18	16	31	6	40
	3%	3%	3%	3%	3%	3%	3%	3%	2%	4%	3%	5%	3%	3%	2%	4%	3%	4%	3%	3%	4%	3%	4%	4%
Tend to agree	126	111	96	87	115	112	109	98	3	68	56	41	30	31	25	46	34	19	21	80	41	102	20	133
	11%	12%	13%	13%	13%	13%	13%	13%	5%	13%	10%	13%	12%	11%	9%	18%	11%	10%	9%	14%	9%	11%	12%	12%
Neither agree nor disagree	161	129	95	86	121	119	109	98	12	66	93	51	38	35	37	23	42	25	48	65	73	117	33	162
	15%	14%	13%	13%	13%	14%	13%	13%	21%	13%	17%	16%	15%	12%	14%	9%	14%	12%	20%	12%	17%	13%	21%	15%
Tend to disagree	259	215	171	152	221	212	204	176	8	111	146	74	57	65	62	54	95	42	44	148	86	229	26	276
	23%	23%	23%	22%	24%	24%	24%	23%	13%	21%	26%	24%	23%	23%	24%	21%	30%	21%	19%	26%	19%	25%	17%	25%
Strongly disagree	479	421	339	326	401	391	377	349	27	252	217	113	99	137	130	114	127	100	106	242	206	402	65	447
	43%	46%	46%	48%	44%	45%	45%	47%	46%	48%	39%	37%	40%	48%	50%	46%	41%	49%	45%	43%	47%	44%	42%	40%
Don't know	40	11	7	4	16	12	11	8	9	9	31	15	16	8	2	4	5	8	10	9	18	34	6	46
	4%	1%	1%	1%	2%	1%	1%	1%	14%	2%	6%	5%	6%	3%	1%	1%	2%	4%	4%	2%	4%	4%	4%	4%
Agree	165	143	119	109	143	141	134	121	4	86	75	56	37	41	31	56	42	27	29	99	56	133	26	173
	15%	16%	16%	16%	16%	16%	16%	16%	6%	16%	13%	18%	15%	14%	12%	22%	14%	13%	12%	18%	13%	15%	16%	16%
Disagree	738	636	510	478	621	603	581	525	35	363	363	187	156	203	192	168	222	141	150	390	291	631	92	723
	67%	69%	70%	71%	69%	69%	70%	70%	59%	69%	65%	61%	63%	71%	73%	67%	71%	70%	63%	69%	66%	69%	58%	65%
Net agree	-573	-494	-391	-368	-478	-462	-447	-404	-31	-277	-289	-132	-119	-162	-161	-112	-179	-114	-121	-291	-235	-498	-66	-550
	-52%	-54%	-54%	-54%	-53%	-53%	-54%	-54%	-52%	-53%	-51%	-43%	-48%	-57%	-61%	-45%	-58%	-57%	-51%	-52%	-54%	-54%	-42%	-50%

Fieldwork dates - Thursday 22nd to Tuesday 27th January 2026.
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J25-007339-01
*=Less than 0.5%
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - January 2026

Table 34

Q11_Compentent.
To what extent, if at all, do you agree or disagree with the following statements?
The word 'competent' is an accurate description of the current government

Base : All (W1, January)

30 Jan 2026

	Total (Weighted)	Voting					Working status		Government		Work sector		Tenure						ONS Regions							Past vote (2024 General Election)					Qualifications			UnW Tot.		
		Labour	Conservative	Liberal Democrats (Lib Dem)	Reform UK	Green Party	Full-time	Not full- time/Not work- ing	Satis- fied	Dis- satis- fied	Public	Private	Mort- gage	Owned out- right	Private renter	Social renter	Renter	Total owner occup- ier	North excl. Scot.	Mid- lands (incl. E of England)	South excl. London	Grea- ter London	Eng- land	Scot	Wales	Lab	Con	Reform UK	LD	Oth incl. LD,Grn	Did not vote/not eligible/too young	No qual	Other qual		Degree+	
Unweighted Total	1104	200	171	115	242	121	486	602	149	862	265	689	368	411	132	150	282	779	254	302	273	131	960	93	51	295	194	117	96	202	195	146	598	348	1104	
Weighted Total	1104	208	172	102	259	97	510	585	142	871	238	721	329	402	149	180	329	731	267	287	256	144	955	95	54	272	202	123	80	187	220	186	571	329	1104	
Strongly agree	38	21	3	1	7	3	15	22	20	16	9	21	8	14	4	11	14	22	7	3	10	15	3	35	1	2	14	5	1	2	9	6	8	15	13	40
	3%	10%	2%	1%	3%	3%	3%	4%	14%	2%	4%	3%	2%	4%	3%	6%	4%	3%	3%	4%	6%	2%	4%	1%	4%	5%	2%	1%	2%	5%	3%	5%	3%	4%	40	
Tend to agree	126	62	11	20	3	14	66	60	70	43	38	81	46	40	24	15	38	86	44	24	22	21	112	14	1	65	7	1	17	25	13	10	57	59	133	
	11%	30%	6%	20%	1%	14%	13%	10%	49%	5%	16%	11%	14%	10%	16%	8%	12%	12%	17%	8%	9%	14%	12%	15%	1%	24%	4%	1%	21%	13%	6%	5%	10%	18%	12%	
Neither agree nor disagree	161	55	14	19	17	13	79	80	34	85	33	100	49	50	20	33	53	100	40	37	35	27	139	12	9	52	23	7	12	26	41	24	91	45	162	
	15%	26%	8%	18%	6%	13%	16%	14%	24%	10%	14%	14%	15%	13%	13%	19%	16%	14%	15%	13%	14%	19%	15%	13%	17%	19%	11%	5%	15%	14%	19%	13%	16%	14%	15%	
Tend to disagree	259	45	50	41	39	24	130	128	7	236	55	185	87	96	37	30	67	184	61	65	59	36	221	26	12	71	47	16	29	56	53	41	133	83	276	
	23%	21%	29%	40%	15%	24%	25%	22%	5%	27%	23%	26%	27%	24%	25%	17%	20%	25%	23%	23%	23%	25%	23%	27%	22%	26%	23%	13%	37%	30%	24%	22%	23%	25%	25%	
Strongly disagree	479	16	92	20	192	42	207	271	9	467	100	313	127	195	61	78	140	323	99	139	121	56	414	36	29	61	118	97	19	68	89	93	250	124	447	
	43%	8%	54%	20%	74%	43%	41%	46%	7%	54%	42%	43%	39%	49%	41%	43%	42%	44%	37%	48%	47%	39%	43%	39%	53%	22%	58%	79%	23%	36%	41%	50%	44%	38%	40%	
Don't know	40	8	1	*	1	2	12	23	2	23	4	22	11	5	3	14	17	17	16	12	4	1	34	5	2	9	2	*	1	3	17	9	26	4	46	
	4%	4%	1%	*	*	2%	2%	4%	1%	3%	2%	3%	3%	1%	2%	8%	5%	2%	6%	4%	2%	1%	4%	5%	3%	3%	1%	*	1%	2%	8%	5%	4%	1%	4%	
Agree	165	84	14	21	10	17	81	83	90	60	47	101	54	54	28	25	53	108	51	35	37	24	147	16	3	79	12	2	19	34	20	19	72	72	173	
	15%	40%	8%	21%	4%	17%	16%	14%	63%	7%	20%	14%	16%	13%	19%	14%	16%	15%	19%	12%	14%	17%	15%	16%	5%	29%	6%	2%	24%	18%	9%	10%	13%	22%	16%	
Disagree	738	61	142	61	231	66	337	400	16	703	155	498	215	292	99	108	207	507	160	203	180	92	635	62	41	132	164	113	48	124	142	135	383	207	723	
	67%	29%	83%	60%	89%	67%	66%	68%	11%	81%	65%	69%	65%	73%	66%	60%	63%	69%	60%	71%	70%	64%	67%	66%	75%	49%	82%	92%	60%	67%	64%	72%	67%	63%	65%	
Net agree	-573	23	-128	-40	-220	-49	-256	-317	74	-644	-109	-397	-161	-238	-71	-83	-154	-398	-109	-169	-143	-68	-489	-47	-38	-53	-152	-111	-29	-91	-122	-116	-311	-135	-550	
	-52%	11%	-75%	-39%	-85%	-50%	-50%	-54%	52%	-74%	-46%	-55%	-49%	-59%	-48%	-46%	-47%	-55%	-41%	-59%	-56%	-47%	-51%	-49%	-70%	-20%	-75%	-91%	-36%	-48%	-56%	-62%	-54%	-41%	-50%	

Fieldwork dates - Thursday 22nd to Tuesday 27th January 2026.
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J25-007339-01
* = Less than 0.5%
s = Where unweighted base sizes smaller than 100, please note results are indicative only

Table 35

Q11_BadenochPM.
To what extent, if at all, do you agree or disagree with the following statements?
Kemi Badenoch is ready to be Prime Minister

Base : All (W1, January)

30 Jan 2026

	Total (W'td)	Likelihood to vote (General Election)								Gender		Age				Social grade						Ethnicity		UnWgt Total
		Always usually depends	Always usually depends AND 9/10 likelihood	(10) Absol-utely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Men	Women	18-34	35-49	50-64	65+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic min- ority	
Unweighted Total	1104	925	751	693	918	890	846	772	58	479	604	287	261	305	251	295	373	178	134	668	312	931	143	1104
Weighted Total	1104	919	730	677	902	875	834	751	60	523	562	309	247	285	262	251	311	202	238	563	439	915	157	1104
Strongly agree	33	22	20	20	28	26	22	21	3	18	15	3	15	10	5	5	12	3	8	17	11	25	4	31
	3%	2%	3%	3%	3%	3%	3%	3%	5%	3%	3%	1%	6%	3%	2%	2%	4%	1%	3%	3%	2%	3%	2%	3%
Tend to agree	140	127	103	98	126	121	114	105	4	70	70	25	26	29	60	40	38	29	25	78	54	127	11	140
	13%	14%	14%	15%	14%	14%	14%	14%	6%	13%	13%	8%	11%	10%	23%	16%	12%	14%	10%	14%	12%	14%	7%	13%
Neither agree nor disagree	219	169	110	104	165	160	147	114	9	86	129	68	45	44	62	34	56	53	59	90	112	172	39	210
	20%	18%	15%	15%	18%	18%	16%	15%	14%	17%	23%	22%	18%	15%	24%	13%	18%	26%	25%	16%	25%	19%	25%	19%
Tend to disagree	209	179	156	134	179	170	164	157	11	95	113	42	44	73	49	56	62	28	51	118	78	178	24	212
	19%	19%	21%	20%	20%	19%	20%	21%	18%	18%	20%	14%	18%	26%	19%	22%	20%	14%	21%	21%	18%	19%	15%	19%
Strongly disagree	417	378	312	295	361	355	348	321	20	228	176	135	88	114	80	102	121	64	84	223	149	345	61	414
	38%	41%	43%	44%	40%	41%	42%	43%	34%	44%	31%	44%	36%	40%	30%	41%	39%	32%	36%	40%	34%	38%	39%	38%
Don't know	86	45	30	25	44	43	38	32	13	26	59	37	29	15	5	13	23	25	11	36	36	68	18	97
	8%	5%	4%	4%	5%	5%	5%	4%	22%	5%	10%	12%	12%	5%	2%	5%	7%	12%	5%	6%	8%	7%	11%	9%
Agree	173	149	123	118	154	147	137	127	7	88	86	27	42	39	65	46	49	32	33	95	64	152	15	171
	16%	16%	17%	17%	17%	17%	16%	17%	11%	17%	15%	9%	17%	14%	25%	18%	16%	16%	14%	17%	15%	17%	10%	15%
Disagree	625	557	468	429	539	525	512	478	31	323	288	177	132	188	129	158	183	92	135	341	227	523	85	626
	57%	61%	64%	63%	60%	60%	61%	64%	53%	62%	51%	57%	53%	66%	49%	63%	59%	46%	57%	61%	52%	57%	54%	57%
Net agree	-452	-408	-346	-311	-385	-378	-376	-351	-25	-236	-203	-149	-90	-148	-64	-112	-134	-60	-102	-246	-163	-372	-70	-455
	-41%	-44%	-47%	-46%	-43%	-43%	-45%	-47%	-41%	-45%	-36%	-48%	-36%	-52%	-25%	-45%	-43%	-30%	-43%	-44%	-37%	-41%	-45%	-41%

Fieldwork dates - Thursday 22nd to Tuesday 27th January 2026.
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J25-007339-01
*=Less than 0.5%
s=Where unweighted base sizes smaller than 100, please note results are indicative only

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Table 36

Q11_BadenochPM.
To what extent, if at all, do you agree or disagree with the following statements?
Kemi Badenoch is ready to be Prime Minister

Base : All (W1, January)

30 Jan 2026

	Total (Weighted)	Voting					Working status		Government		Work sector		Tenure							ONS Regions							Past vote (2024 General Election)						Qualifications			UnW Tot.
		Labour	Conservative	Liberal Democrats (Lib Dem)	Reform UK	Green Party	Full-time	Not full- time work ing	Satis- fied	Dis- satis- fied	Public	Private	Mort gage	Owned out- right	Private renter	Social renter	Renter	Total owner occup- ier	North excl. Scot.	Mid- lands (incl. E of England)	South excl. London	Grea- ter London	Eng- land	Scot	Wales	Lab	Con	Reform UK	LD	Oth incl. LD,Grn	Did not vote/not eligible/young	No qual	Other qual	Degree+		
Unweighted Total	1104	200	171	115	242	121	486	602	149	862	265	689	368	411	132	150	282	779	254	302	273	131	960	93	51	295	194	117	96	202	195	146	598	348	1104	
Weighted Total	1104	208	172	102	259	97	510	585	142	871	238	721	329	402	149	180	329	731	267	287	256	144	955	95	54	272	202	123	80	187	220	186	571	329	1104	
Strongly agree	33	7	11	-	14	-	17	15	6	27	9	19	6	12	6	6	12	18	7	5	8	6	26	3	4	7	15	2	-	-	5	9	16	8	31	
	3%	3%	6%	-	5%	-	3%	2%	4%	3%	4%	3%	2%	3%	4%	3%	4%	2%	3%	2%	3%	4%	3%	3%	7%	3%	7%	2%	-	-	2%	5%	3%	2%	3%	
Tend to agree	140	10	78	2	33	2	58	82	8	126	37	87	34	72	14	18	32	106	34	42	37	13	125	8	7	14	63	17	5	15	24	29	64	42	140	
	13%	5%	45%	2%	13%	2%	11%	14%	6%	14%	15%	12%	10%	18%	9%	10%	10%	15%	13%	14%	14%	9%	13%	8%	13%	5%	31%	14%	7%	8%	11%	16%	11%	13%	13%	
Neither agree nor disagree	219	33	44	25	53	8	104	115	22	158	33	155	61	83	28	37	65	144	41	72	58	26	197	14	8	34	53	22	18	30	57	36	138	44	210	
	20%	16%	26%	24%	20%	8%	20%	20%	15%	18%	14%	21%	19%	21%	19%	20%	20%	20%	15%	25%	23%	18%	21%	15%	16%	13%	26%	18%	22%	16%	26%	19%	24%	14%	19%	
Tend to disagree	209	48	26	24	65	12	97	112	26	176	47	137	73	77	26	27	53	149	54	56	45	30	185	17	7	48	39	35	23	39	35	39	101	67	212	
	19%	23%	15%	23%	25%	12%	19%	19%	18%	20%	20%	19%	22%	19%	18%	15%	16%	20%	20%	19%	17%	21%	19%	18%	12%	18%	19%	28%	29%	21%	16%	21%	18%	21%	19%	
Strongly disagree	417	97	11	50	89	63	193	221	74	326	91	278	124	138	62	76	138	262	108	90	89	60	347	46	23	150	28	44	32	93	61	62	202	148	414	
	38%	47%	6%	49%	34%	65%	38%	38%	52%	37%	38%	39%	38%	34%	42%	42%	42%	36%	40%	32%	35%	42%	36%	49%	43%	55%	14%	36%	40%	50%	28%	33%	35%	45%	38%	
Don't know	86	12	2	2	6	13	42	40	7	59	22	46	32	20	12	17	29	51	24	22	20	9	75	6	5	18	5	2	2	11	38	11	50	19	97	
	8%	6%	1%	2%	2%	14%	8%	7%	5%	7%	9%	6%	10%	5%	8%	9%	9%	7%	9%	8%	8%	6%	8%	6%	9%	7%	2%	2%	2%	6%	17%	6%	9%	6%	9%	
Agree	173	17	89	2	47	2	74	97	14	153	46	106	40	84	20	24	44	124	40	47	45	19	151	11	11	21	77	19	5	15	29	39	80	50	171	
	16%	8%	52%	2%	18%	2%	15%	17%	10%	18%	13%	15%	12%	21%	13%	13%	13%	17%	15%	16%	17%	13%	16%	12%	20%	8%	38%	15%	7%	8%	13%	21%	14%	15%	15%	
Disagree	625	146	36	74	154	75	290	333	99	502	138	414	197	215	89	102	191	412	162	146	133	90	532	64	30	198	67	79	55	131	97	101	303	216	626	
	57%	70%	21%	72%	59%	77%	57%	57%	70%	50%	58%	57%	60%	54%	59%	57%	58%	56%	60%	51%	52%	63%	56%	67%	56%	73%	33%	65%	69%	70%	44%	54%	53%	66%	57%	
Net agree	-452	-129	53	-72	-107	-73	-215	-236	-85	-349	-92	-308	-157	-131	-69	-78	-147	-288	-121	-100	-89	-71	-381	-52	-19	-177	11	-60	-49	-116	-68	-62	-223	-166	-455	
	-41%	-62%	31%	-70%	-41%	-75%	-42%	-40%	-60%	-40%	-39%	-43%	-48%	-33%	-46%	-43%	-45%	-39%	-45%	-35%	-35%	-49%	-40%	-55%	-35%	-65%	5%	-49%	-62%	-62%	-31%	-33%	-39%	-51%	-41%	

Fieldwork dates - Thursday 22nd to Tuesday 27th January 2026.

Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel

Source : Ipsos J25-007339-01

*=Less than 0.5%

s=Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - January 2026

Table 37
Q11_FaragePM.
To what extent, if at all, do you agree or disagree with the following statements?
Nigel Farage is ready to be Prime Minister

Base : All (W1, January)

30 Jan 2026

	Total (W'td)	Likelihood to vote (General Election)								Gender		Age				Social grade						Ethnicity		UnWgt Total
		Always usually depends	Always usually depends AND 9/10 likelihood	(10) Absol-utely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Men	Women	18-34	35-49	50-64	65+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic min- ority	
Unweighted Total	1104	925	751	693	918	890	846	772	58	479	604	287	261	305	251	295	373	178	134	668	312	931	143	1104
Weighted Total	1104	919	730	677	902	875	834	751	60	523	562	309	247	285	262	251	311	202	238	563	439	915	157	1104
Strongly agree	124	111	102	108	119	118	114	109	2	78	46	25	14	52	33	27	27	30	33	53	63	118	4	111
	11%	12%	14%	16%	13%	14%	14%	14%	3%	15%	8%	8%	6%	18%	13%	11%	9%	15%	14%	9%	14%	13%	3%	10%
Tend to agree	144	122	101	90	126	121	117	103	4	67	72	26	33	37	47	20	35	28	45	55	73	123	16	128
	13%	13%	14%	13%	14%	14%	14%	14%	6%	13%	13%	9%	13%	13%	18%	8%	11%	14%	19%	10%	17%	13%	11%	12%
Neither agree nor disagree	136	94	68	61	97	89	83	70	9	57	79	46	26	37	27	21	38	31	32	59	64	111	19	131
	12%	10%	9%	9%	11%	10%	10%	9%	14%	11%	14%	15%	10%	13%	10%	8%	12%	16%	14%	11%	14%	12%	12%	12%
Tend to disagree	107	90	66	57	85	82	75	67	5	50	57	24	32	25	26	19	35	18	24	54	42	93	11	108
	10%	10%	9%	8%	9%	9%	9%	9%	8%	10%	10%	8%	13%	9%	10%	7%	11%	9%	10%	10%	10%	10%	7%	10%
Strongly disagree	546	484	383	353	460	451	433	392	29	260	272	169	129	123	125	160	165	83	96	325	178	430	100	569
	49%	53%	52%	52%	51%	51%	52%	52%	49%	50%	48%	55%	52%	43%	48%	64%	53%	41%	40%	58%	41%	47%	64%	52%
Don't know	47	18	9	8	15	14	12	9	11	10	37	19	13	11	4	5	12	11	9	17	20	40	7	57
	4%	2%	1%	1%	2%	2%	1%	1%	19%	2%	7%	6%	5%	4%	1%	2%	4%	5%	4%	3%	5%	4%	5%	5%
Agree	268	233	204	197	245	239	232	212	5	145	118	51	47	89	80	46	62	58	77	108	136	242	21	239
	24%	25%	28%	29%	27%	27%	28%	28%	9%	28%	21%	17%	19%	31%	31%	18%	20%	29%	33%	19%	31%	26%	13%	22%
Disagree	653	575	449	410	546	532	508	459	34	310	328	193	161	148	151	179	200	101	119	379	220	523	110	677
	59%	62%	61%	61%	60%	61%	61%	61%	57%	59%	58%	62%	65%	52%	58%	71%	64%	50%	50%	67%	50%	57%	70%	61%
Net agree	-385	-342	-245	-213	-301	-293	-276	-246	-29	-165	-210	-142	-113	-59	-71	-133	-138	-43	-42	-270	-85	-281	-89	-438
	-35%	-37%	-34%	-31%	-33%	-33%	-33%	-33%	-48%	-32%	-37%	-46%	-46%	-21%	-27%	-53%	-44%	-21%	-18%	-48%	-19%	-31%	-57%	-40%

Fieldwork dates - Thursday 22nd to Tuesday 27th January 2026.
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J25-007339-01
*=Less than 0.5%
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - January 2026

Table 38

Q11_FaragePM.
To what extent, if at all, do you agree or disagree with the following statements?
Nigel Farage is ready to be Prime Minister

Base : All (W1, January)

30 Jan 2026

	Total (Weighted)	Voting					Working status		Government		Work sector		Tenure						ONS Regions								Past vote (2024 General Election)						Qualifications			UnW Tot.
		Labour	Conservative	Liberal Democrats (Lib Dem)	Reform UK	Green Party	Full-time	Not full- time/ work- ing	Satis- fied	Dis- satis- fied	Public	Private	Mort gage	Owned out- right	Private renter	Social renter	Renter	Total owner occup- ier	North excl. Scot.	Mid- lands (incl. E of England)	South excl. London	Grea- ter London	Eng- land	Scot	Wales	Lab	Con	Reform UK	LD	Oth incl. LD,Grn	Did not vote/not eligible/ too young	No qual	Other qual	Degree+		
Unweighted Total	1104	200	171	115	242	121	486	602	149	862	265	689	368	411	132	150	282	779	254	302	273	131	960	93	51	295	194	117	96	202	195	146	598	348	1104	
Weighted Total	1104	208	172	102	259	97	510	585	142	871	238	721	329	402	149	180	329	731	267	287	256	144	955	95	54	272	202	123	80	187	220	186	571	329	1104	
Strongly agree	124 71%	1 1%	5 3%	1 1%	115 44%	- -	54 11%	71 12%	7 5%	118 13%	19 8%	82 11%	23 7%	54 13%	15 10%	31 17%	46 14%	77 11%	32 12%	25 9%	45 18%	8 6%	111 12%	7 8%	6 11%	2 2%	24 12%	50 41%	2 2%	3 9%	32 14%	39 21%	69 12%	4 4%	111 10%	
Tend to agree	144 13%	12 6%	19 11%	* -	97 37%	2 2%	63 12%	80 14%	6 4%	135 15%	32 13%	87 12%	35 11%	57 14%	14 9%	34 19%	48 14%	92 13%	27 10%	38 13%	43 17%	18 13%	127 13%	12 13%	5 9%	21 8%	39 19%	42 34%	3 4%	9 5%	26 12%	39 21%	69 12%	34 10%	128 12%	
Neither agree nor disagree	136 12%	24 11%	29 17%	7 7%	28 11%	1 1%	62 12%	72 12%	11 8%	111 13%	23 10%	93 13%	35 11%	53 13%	16 11%	27 15%	43 13%	88 12%	29 11%	43 15%	36 14%	13 9%	122 13%	8 8%	7 12%	18 7%	33 16%	17 14%	8 10%	17 9%	38 17%	29 15%	82 14%	26 8%	131 12%	
Tend to disagree	107 10%	21 10%	39 23%	5 5%	11 4%	4 5%	58 11%	49 8%	3 2%	93 11%	32 14%	66 9%	34 10%	38 15%	22 5%	10 10%	32 10%	72 10%	28 10%	29 10%	19 7%	18 13%	94 10%	7 7%	7 12%	20 7%	37 18%	8 6%	3 4%	8 5%	24 11%	16 9%	58 10%	32 10%	108 10%	
Strongly disagree	546 49%	146 70%	77 45%	89 87%	7 3%	89 92%	245 48%	298 51%	116 81%	387 44%	121 51%	371 51%	184 56%	189 47%	79 53%	68 38%	147 45%	372 51%	137 51%	136 47%	102 40%	85 59%	460 48%	59 62%	27 50%	7 74%	200 31%	63 4%	5 78%	62 78%	146 36%	78 31%	265 46%	217 66%	569 52%	
Don't know	47 4%	4 2%	3 2%	* -	1 1%	1 1%	27 5%	16 3%	- -	28 3%	10 4%	23 3%	18 6%	11 3%	3 2%	11 6%	14 4%	29 4%	14 5%	16 6%	11 4%	1 4%	42 2%	2 6%	3 9%	7 2%	5 3%	2 1%	1 1%	4 2%	23 10%	7 4%	29 5%	7 2%	57 5%	
Agree	268 24%	13 6%	24 14%	1 1%	211 82%	2 2%	117 23%	150 26%	12 9%	252 29%	51 21%	169 23%	58 18%	111 28%	29 19%	65 36%	94 29%	170 23%	60 22%	63 22%	89 35%	27 19%	238 25%	19 20%	11 20%	27 10%	64 32%	92 75%	5 6%	11 6%	57 26%	78 42%	138 24%	47 14%	239 22%	
Disagree	593 53%	168 81%	117 68%	94 92%	19 7%	94 96%	304 60%	347 59%	119 83%	480 55%	154 65%	436 60%	218 66%	227 56%	101 68%	77 43%	178 54%	444 61%	165 62%	165 57%	121 47%	103 71%	553 58%	66 70%	34 62%	221 81%	100 50%	12 10%	66 83%	154 83%	103 47%	73 39%	323 57%	249 76%	677 61%	
Net agree	-385 -35%	-155 -74%	-92 -54%	-93 -91%	193 74%	-92 -94%	-186 -37%	-197 -34%	-106 -75%	-228 -26%	-103 -43%	-267 -37%	-159 -48%	-116 -29%	-72 -42%	-14 -7%	-84 -26%	-275 -38%	-105 -39%	-102 -35%	-32 -12%	-76 -53%	-315 -33%	-47 -49%	-23 -42%	-194 -71%	-37 -18%	79 65%	-61 -76%	-143 -76%	-45 -20%	5 2%	-185 -32%	-201 -61%	-438 -40%	

Fieldwork dates - Thursday 22nd to Tuesday 27th January 2026.

Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel

Source : Ipsos J25-007339-01

*=Less than 0.5%

s=Where unweighted base sizes smaller than 100, please note results are indicative only

Table 39

Q17_BritishSocietyBroken. To what extent, if at all, do you agree or disagree that British society is broken?

30 Jan 2026

Base : All (W1, January)

	Total (W'td)	Likelihood to vote (General Election)								Gender		Age				Social grade						Ethnicity		UnWgt Total
		Always usually depends	Always usually depends AND 9/10 like- lihood	(10) Absol- utely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Men	Women	18-34	35-49	50-64	65+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic min- ority	
			Total																					
Unweighted Total	1104	925	751	693	918	890	846	772	58	479	604	287	261	305	251	295	373	178	134	668	312	931	143	1104
Weighted Total	1104	919	730	677	902	875	834	751	60	523	562	309	247	285	262	251	311	202	238	563	439	915	157	1104
Strongly agree	311 28%	249 27%	207 28%	208 31%	247 27%	242 28%	235 28%	216 29%	25 43%	148 28%	154 27%	78 25%	76 31%	101 35%	56 22%	54 21%	86 28%	79 39%	71 30%	140 25%	150 34%	264 29%	40 26%	295 27%
Tend to agree	435 39%	374 41%	289 40%	252 37%	371 41%	358 41%	340 41%	298 40%	12 20%	199 38%	230 41%	131 42%	102 41%	92 32%	111 43%	118 47%	121 39%	75 37%	90 38%	239 42%	164 37%	366 40%	62 40%	432 39%
Neither agree nor disagree	159 14%	128 14%	95 13%	87 13%	123 14%	120 14%	109 13%	96 13%	12 20%	81 16%	77 14%	56 18%	35 14%	28 10%	41 16%	24 9%	49 16%	27 13%	40 17%	73 13%	68 15%	125 14%	23 14%	157 14%
Tend to disagree	120 11%	110 12%	93 13%	88 13%	106 12%	103 12%	99 12%	93 12%	1 2%	63 12%	56 10%	26 8%	20 8%	36 13%	38 14%	36 14%	35 11%	13 6%	27 11%	71 13%	39 9%	101 11%	18 11%	128 12%
Strongly disagree	52 5%	48 5%	39 5%	38 6%	45 5%	44 5%	43 5%	40 5%	3 5%	24 5%	26 5%	8 3%	7 3%	23 8%	15 6%	19 8%	17 5%	3 1%	5 2%	36 6%	8 2%	40 4%	9 6%	56 5%
Don't know	27 2%	10 1%	7 1%	4 1%	10 1%	8 1%	8 1%	8 1%	6 10%	8 1%	19 3%	12 4%	8 3%	7 2%	* *	1 *	4 1%	5 2%	4 2%	5 1%	9 2%	20 2%	6 4%	36 3%
Agree	746 68%	623 68%	496 68%	460 68%	619 69%	600 69%	576 69%	514 68%	37 62%	348 66%	384 68%	208 67%	177 72%	193 67%	168 64%	172 68%	207 66%	154 76%	161 68%	379 67%	315 72%	630 69%	102 65%	727 66%
Disagree	172 16%	159 17%	132 18%	126 19%	150 17%	147 17%	142 17%	133 18%	4 7%	87 17%	82 15%	34 11%	27 11%	59 21%	53 20%	55 22%	52 17%	16 8%	32 14%	107 19%	48 11%	141 15%	26 17%	184 17%
Net agree	574 52%	465 51%	364 50%	334 49%	469 52%	453 52%	434 52%	381 51%	33 56%	261 50%	302 54%	174 56%	151 61%	134 47%	115 44%	117 46%	155 50%	138 69%	128 54%	272 48%	267 61%	489 53%	76 48%	543 49%

Fieldwork dates - Thursday 22nd to Tuesday 27th January 2026.
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J25-007339-01
*=Less than 0.5%
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - January 2026

Table 40
Q17_BritishSocietyBroken. To what extent, if at all, do you agree or disagree that British society is broken?

30 Jan 2026

Base : All (W1, January)

	Total (Weighted)	Voting					Working status		Government		Work sector		Tenure							ONS Regions							Past vote (2024 General Election)					Qualifications			UnW Tot.
		Labour	Conservative	Liberal Democrats (Lib Dem)	Reform UK	Green Party	Full-time	Not full-time/ Not work- ing	Satis- fied	Dis- satis- fied	Public	Private	Mort- gage	Owned out- right	Private renter	Social renter	Renter	Total owner occup- ier	North excl. Scot.	Mid-lands (incl. E of England)	South excl. London	Grea- ter London	Eng- land	Scot	Wales	Lab	Con	Reform UK	LD	Oth. incl. LD,Grn	Did not vote/not eligible/too young	No qual	Other qual	Degree+	
Unweighted Total	1104	200	171	115	242	121	486	602	149	862	265	689	368	411	132	150	282	779	254	302	273	131	960	93	51	295	194	117	96	202	195	146	598	348	1104
Weighted Total	1104	208	172	102	259	97	510	585	142	871	238	721	329	402	149	180	329	731	267	287	256	144	955	95	54	272	202	123	80	187	220	186	571	329	1104
Strongly agree	311	25	36	11	142	19	159	150	5	300	60	216	90	106	41	62	102	196	69	81	79	32	261	29	21	41	52	76	10	40	65	59	163	83	295
	28%	12%	21%	11%	55%	19%	31%	26%	4%	34%	25%	30%	27%	26%	27%	34%	31%	27%	26%	28%	31%	22%	27%	30%	39%	15%	26%	62%	13%	22%	29%	32%	29%	25%	27%
Tend to agree	435	90	78	47	92	44	194	240	46	348	98	282	140	154	63	70	133	294	121	112	96	53	382	39	14	123	85	36	38	72	91	73	238	119	432
	39%	43%	46%	46%	35%	45%	38%	41%	32%	40%	41%	39%	42%	38%	42%	39%	40%	40%	45%	39%	37%	37%	40%	41%	26%	45%	42%	30%	47%	38%	41%	39%	42%	36%	39%
Neither agree nor disagree	159	38	28	15	13	11	65	93	41	97	33	97	41	56	23	23	46	97	30	36	39	31	136	12	11	35	29	7	11	31	41	22	89	47	157
	14%	18%	16%	15%	5%	12%	13%	16%	29%	11%	14%	13%	13%	14%	15%	13%	14%	13%	11%	13%	15%	22%	14%	13%	20%	13%	14%	5%	14%	17%	19%	12%	16%	14%	14%
Tend to disagree	120	31	24	18	5	17	57	63	28	84	33	73	39	57	10	12	22	96	26	34	25	19	104	11	5	43	28	1	13	31	8	20	43	56	128
	11%	15%	14%	18%	2%	17%	11%	11%	19%	10%	14%	10%	12%	14%	7%	7%	7%	13%	10%	12%	10%	13%	11%	11%	10%	16%	14%	*	16%	17%	4%	11%	7%	17%	12%
Strongly disagree	52	19	5	8	7	4	25	27	20	30	11	39	12	23	10	6	16	35	14	14	13	7	48	2	2	24	7	2	6	9	6	7	23	22	56
	5%	9%	3%	8%	3%	4%	5%	5%	14%	3%	4%	5%	4%	6%	7%	3%	5%	5%	5%	5%	5%	5%	5%	2%	3%	9%	3%	1%	8%	5%	2%	4%	4%	7%	5%
Don't know	27	5	*	2	*	3	10	11	2	12	3	14	7	5	3	8	10	12	8	10	5	1	24	2	1	4	1	1	2	4	10	5	16	2	36
	2%	2%	*	2%	*	3%	2%	2%	1%	1%	1%	2%	2%	1%	2%	4%	3%	2%	3%	4%	2%	1%	3%	2%	2%	2%	*	1%	2%	2%	5%	3%	3%	1%	3%
Agree	746	115	114	58	233	63	353	391	52	648	158	497	230	260	104	132	235	490	190	193	175	85	643	68	35	165	137	113	48	112	156	132	401	202	727
	68%	55%	66%	57%	90%	64%	69%	67%	36%	74%	66%	69%	70%	65%	69%	73%	71%	67%	71%	67%	68%	59%	67%	72%	65%	61%	68%	92%	60%	60%	71%	77%	70%	61%	66%
Disagree	172	51	29	26	13	21	82	90	47	114	44	113	51	80	20	18	38	131	40	48	38	27	152	13	7	68	35	2	19	40	13	27	65	78	184
	16%	24%	17%	26%	5%	21%	16%	15%	33%	13%	18%	16%	15%	20%	14%	10%	12%	18%	15%	17%	15%	18%	16%	14%	13%	25%	17%	2%	24%	22%	6%	14%	11%	24%	17%
Net agree	574	64	85	32	221	42	271	301	4	534	114	384	179	180	83	114	197	359	150	145	137	59	491	55	28	97	102	110	29	72	142	106	336	123	543
	52%	31%	49%	31%	85%	43%	53%	51%	3%	61%	48%	53%	54%	45%	56%	63%	60%	49%	56%	50%	53%	41%	51%	58%	52%	36%	50%	90%	36%	38%	65%	57%	59%	38%	49%

Fieldwork dates - Thursday 22nd to Tuesday 27th January 2026.
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J25-007339-01
*=Less than 0.5%
s=Where unweighted base sizes smaller than 100, please note results are indicative only