

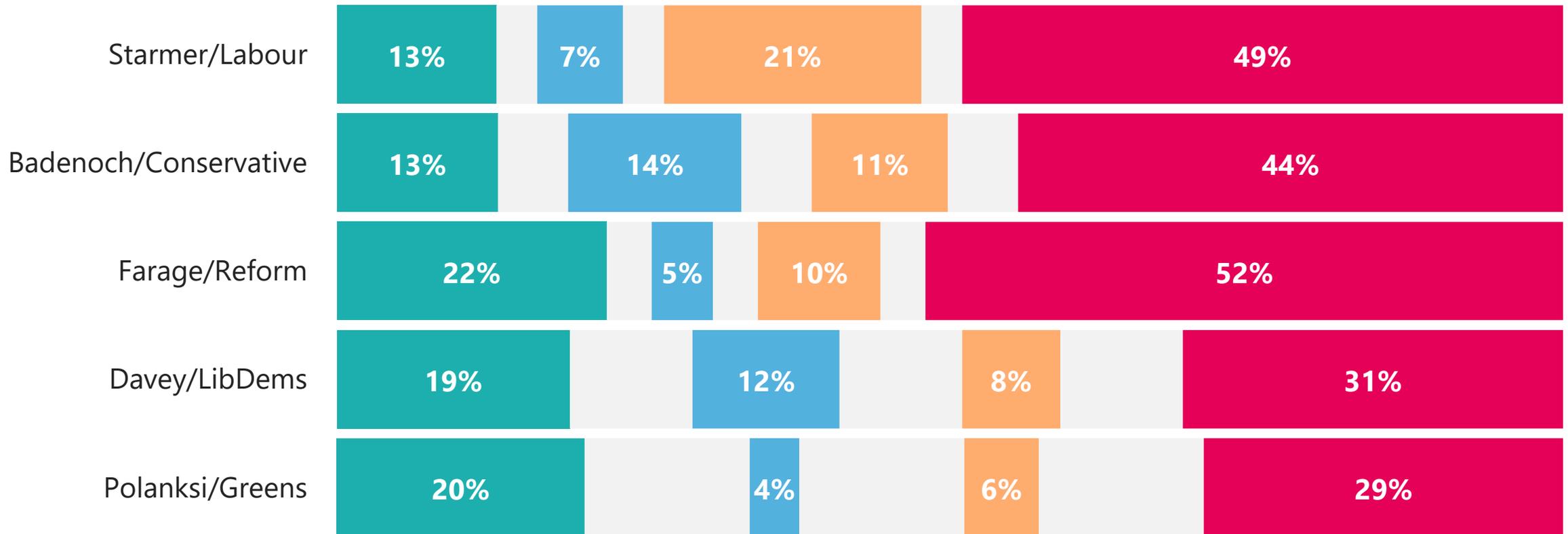
Ipsos Political Monitor

January 2026

Political parties and their leaders

Which of these statements come closest to your views of [leader], and [party]?

■ I like leader & party ■ I like leader but do not like party ■ I do not like leader but do like party ■ I do not like leader or party

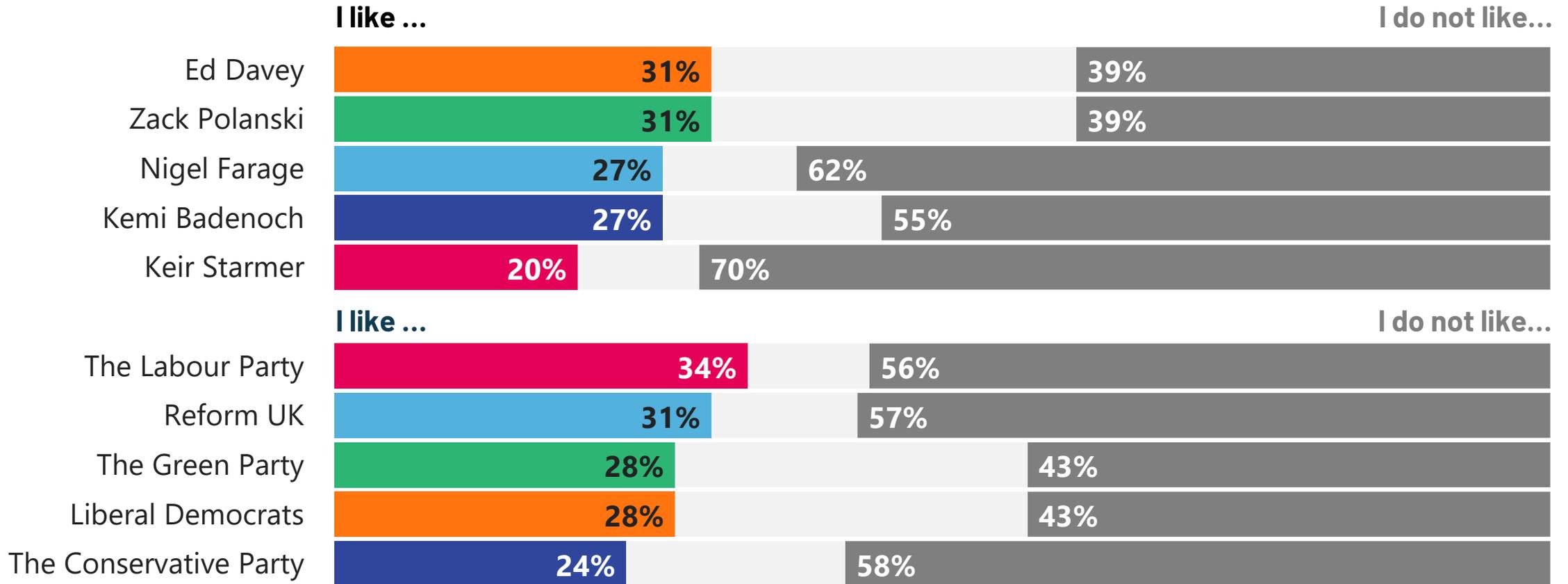


Base: 1,104 British adults 18+, 22-27 January 2026

Source: Ipsos Political Monitor

Political parties and their leaders - summary

Which of these statements come closest to your views of [...], and [...]?



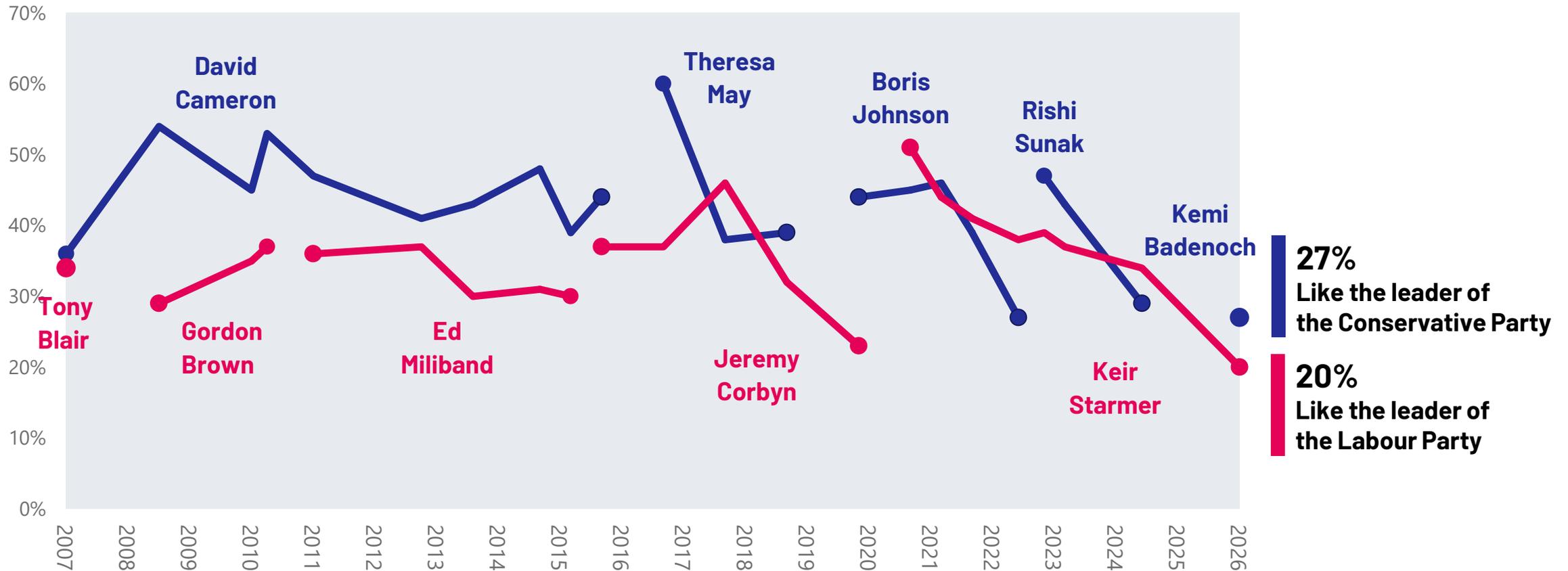
Base: 1,104 British adults 18+, 22-27 January 2026

Source: Ipsos Political Monitor



Likeability of Conservative/Labour party leaders: 2007-2026

Which of these statements come closest to your views of ... and the ... party?



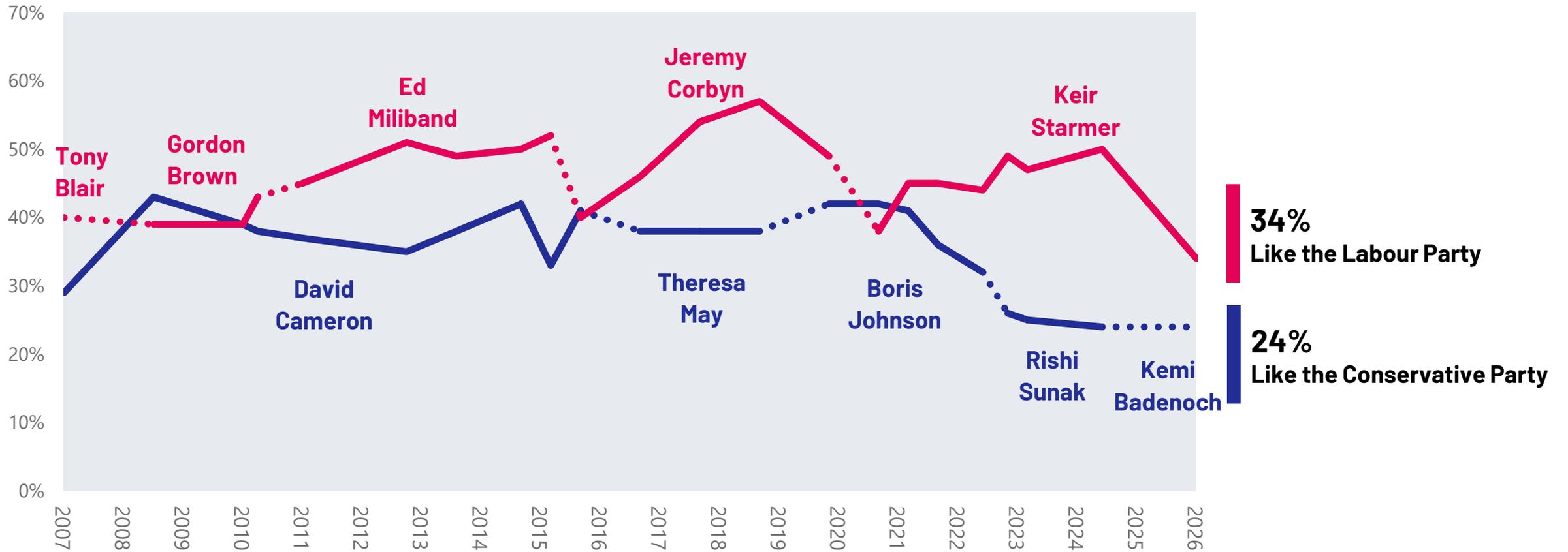
Base: c.1000 British adults 18+ each month

Source: Ipsos Political Monitor



Likeability of Conservative/Labour parties: 2007-2026

Which of these statements come closest to your views of ... and the ... party?



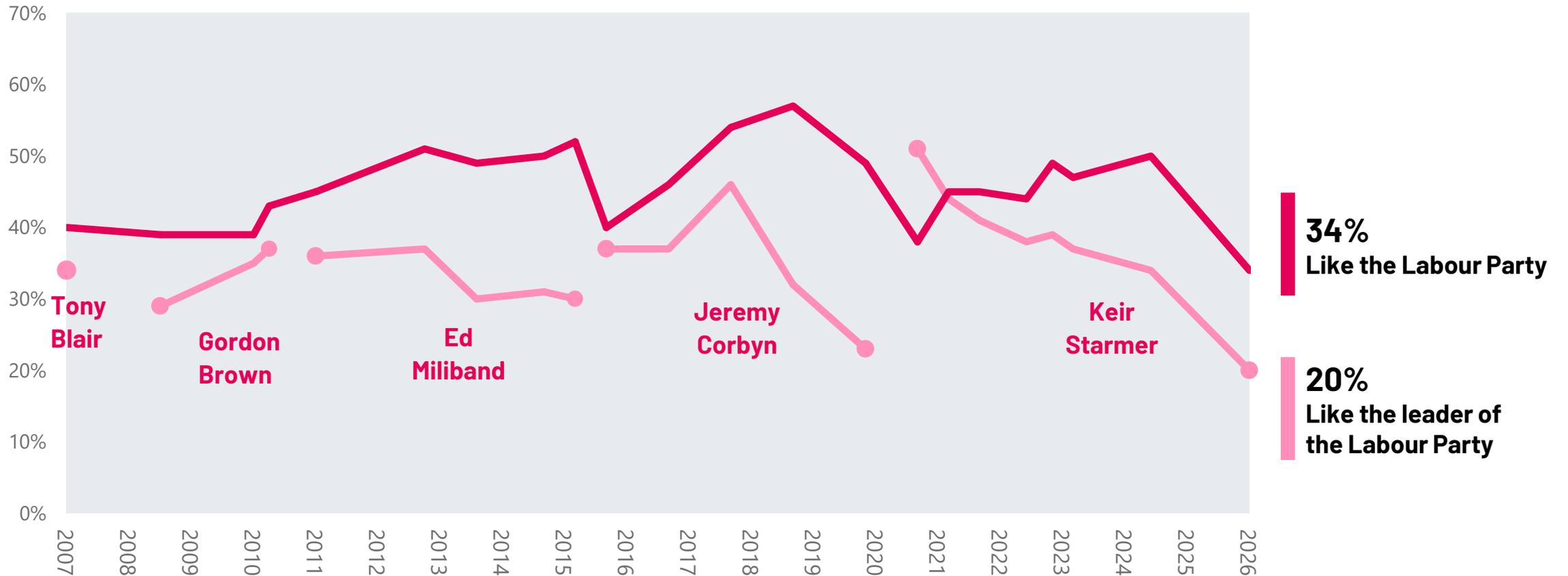
Base: c.1000 British adults 18+ each month

Source: Ipsos Political Monitor



Likeability of the Labour party and its leaders: 2007-2026

Which of these statements come closest to your views of ... and the ... party?

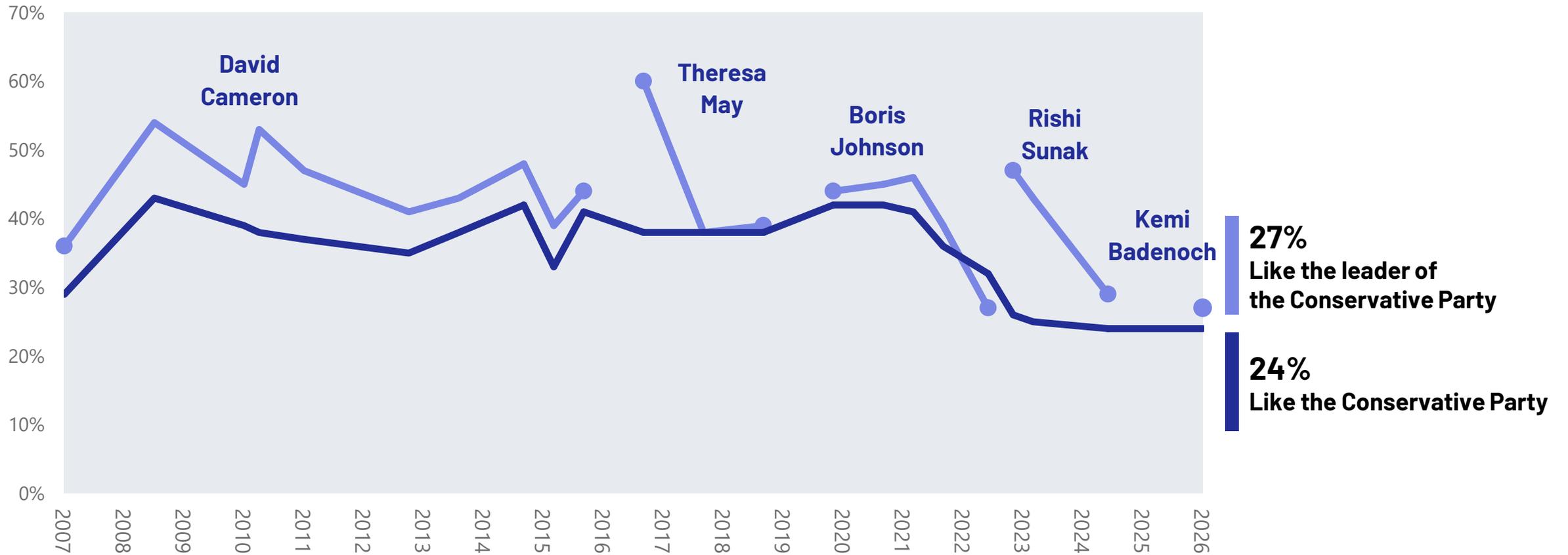


Base: c.1000 British adults 18+ each month

Source: Ipsos Political Monitor

Likeability of the Conservative party and its leaders: 2007-2026

Which of these statements come closest to your views of ... and the ... party?



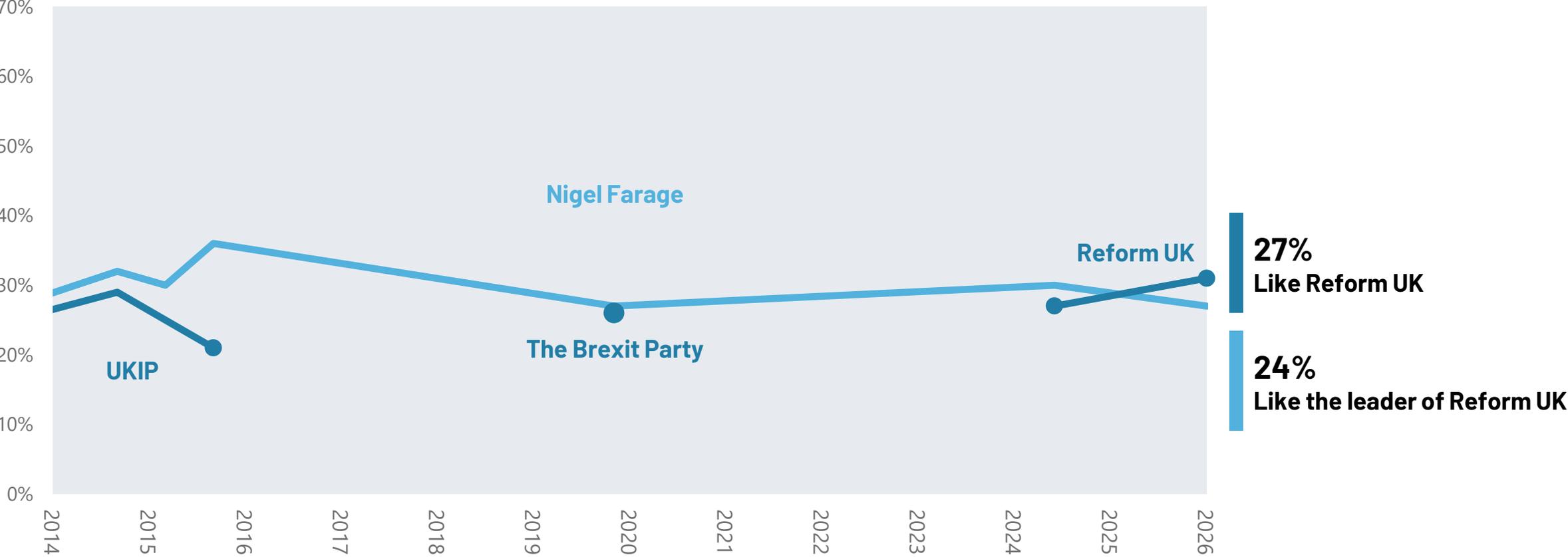
Base: c.1000 British adults 18+ each month

Source: Ipsos Political Monitor



Likeability of UKIP/the Brexit party/Reform UK and its leaders: 2014-2026

Which of these statements come closest to your views of ... and the ... party?



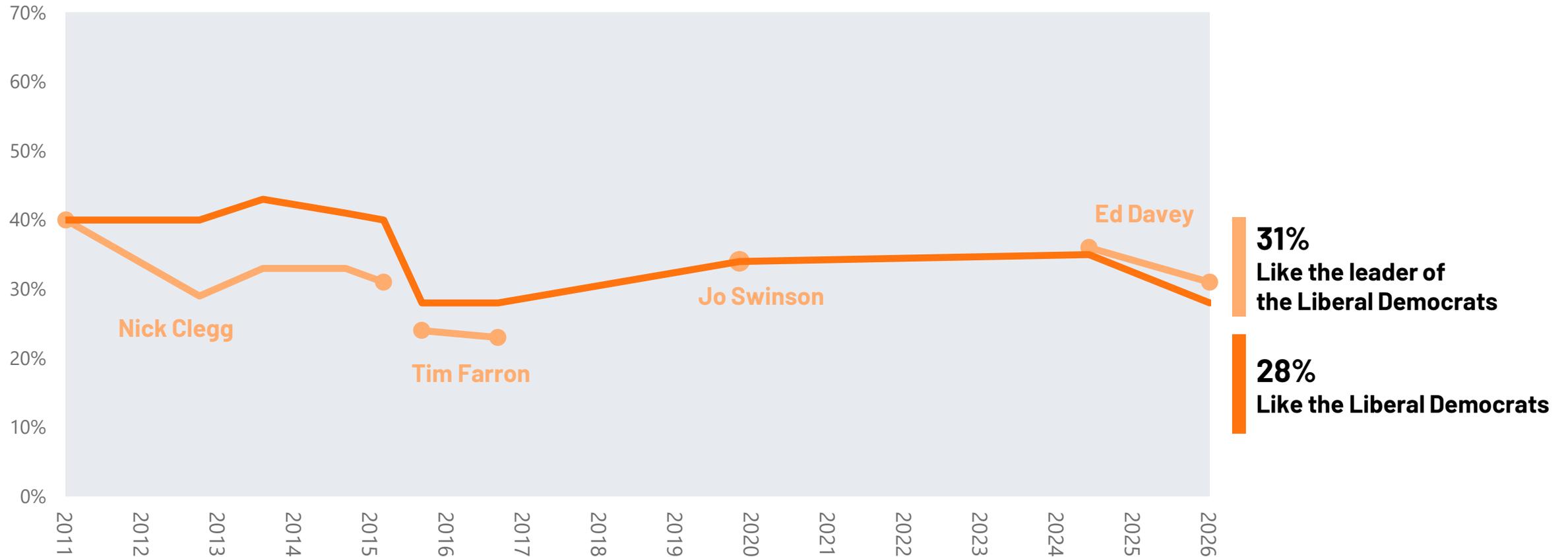
Base: c.1000 British adults 18+ each month

Source: Ipsos Political Monitor



Likeability of the Liberal Democrat party and its leaders: 2011-2026

Which of these statements come closest to your views of ... and the ... party?

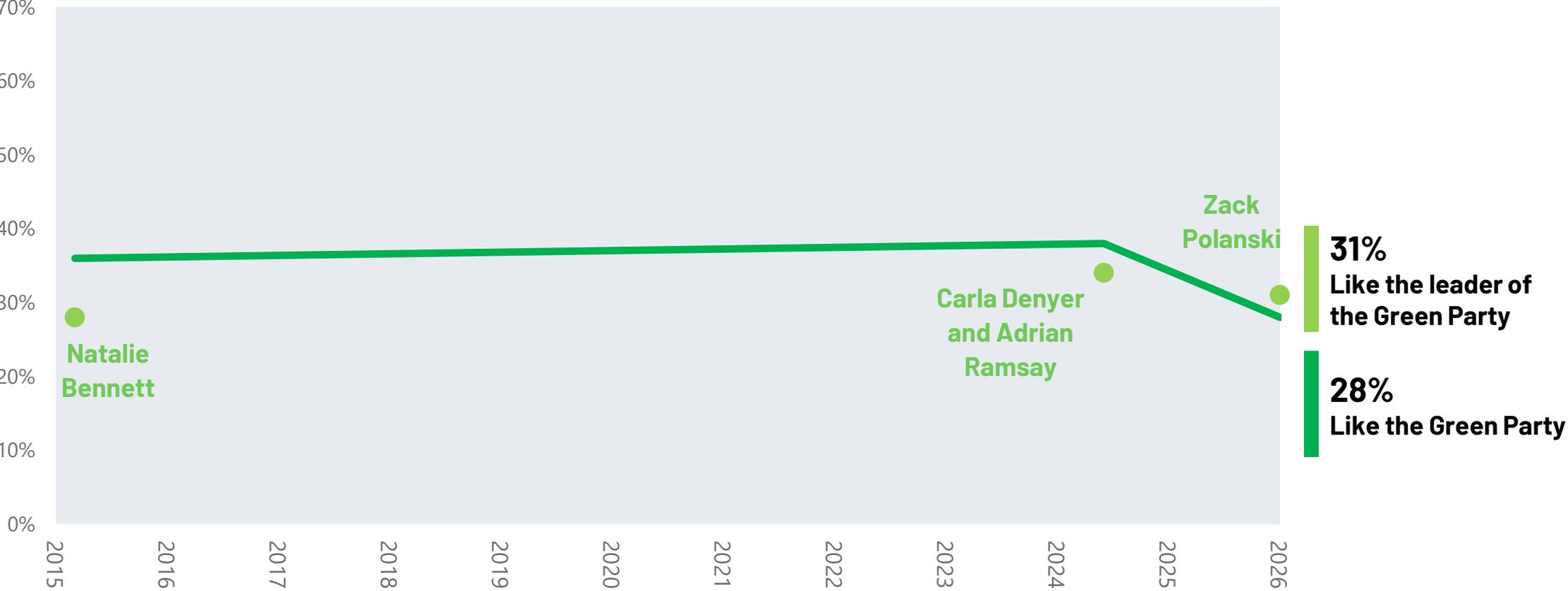


Base: c.1000 British adults 18+ each month

Source: Ipsos Political Monitor

Likeability of the Green Party and its leaders: 2015-2026

Which of these statements come closest to your views of ... and the ... party?



Base: c.1000 British adults 18+ each month

Source: Ipsos Political Monitor



About the Ipsos KnowledgePanel

Ipsos, part of the Ipsos group, is one of the UK's largest and most innovative research agencies, working for a wide range of global businesses and many government departments and public bodies.

The KnowledgePanel, set up in 1999 in the US, 2020 in the UK, and since across Europe, is an online random probability panel. In the UK, panellists aged 16+ are recruited via a postal push-to-web methodology. Invitations are sent to randomly selected addresses in the UK. Those who are digitally excluded are provided with a tablet and restricted internet access, free of cost. Our recruitment approach means all UK households in private residential settings have a known and non-zero chance of being invite to join the panel.

A high-quality random selection process is followed for all survey sampling. Panel members are randomly selected to take part in surveys. Data collection usually takes place over a week, online. Being a probability sample, quotas are not applied. Instead, the selected sample is stratified to ensure it is balanced on key characteristics. All those invited are allowed to take part in the survey.

Methodology

We interviewed a representative random sample of 1,104 British adults aged 18+ via the Ipsos UK KnowledgePanel. Data was collected online between 22-27 January 2026. A sample of 2,209 adults aged 18+ were invited to take part in the survey. The sample was stratified by nation, age, qualifications and vote at the 2024 general election (as collected immediately after the election).

The achieved sample was weighted in two stages:

- Design weights were applied to correct for the unequal probabilities of a person being selected for a survey.
- Calibration weights were applied to correct for differential non-response. Data was weighted to the adult population profile on age and gender, region, ethnicity, qualifications, work status and sector (public sector/other), social grade (office coded), number of cars in household, constituency type and newspaper readership (print and digital). Population targets were obtained from the 2021/22 Census, ONS population estimates and other large probability surveys.

A two-part voting intention question is used with prompting on main parties (Conservative, Labour, Reform UK, Liberal Democrats, SNP in Scotland and Plaid Cymru in Wales) and a follow-up "squeeze" question of those who are undecided or refuse the first question. A turnout filter is used based on two questions: current stated likelihood to vote (at least 9 out of 10 certain to vote) and previous voting behaviour (if they say they "always" or "usually" vote in general elections or that "it depends").

Note that this is a new methodology implemented since June 2025. It involves a new form of data collection (online random probability panel instead of quota telephone survey), an updated voting intention (which involves prompting for Reform UK), and an updated weighting scheme. This is based on our learnings during and since the 2024 General Election. This means that comparisons with previous waves need to be made with caution. In particular, at this stage we are not making direct comparisons with previous satisfaction ratings for opposition party leaders. As always, we continually review our methods, and may make further changes to our methodology in the future.

Ipsos

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Political Monitor

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