Ipsos Political Monitor - January 2026

30 Jan 2026

Table 1
Q11_Starmer_Labour. Which of these statements comes closest to your views of Keir Starmer and the Labour party?

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
I like Keir Starmer and I like the Labour party	142 13%	132 14%	107 15%	96 14%	129 14%	126 14%	121 14%	110 15%	2 4%s	64 12%	74 13%	33 11%	38 15%	40 14%	31 12%	45 18%	49 16%	17 9%	24 10%	93 17%	41 9%	111 12%	27 17%	152 14%
I like Keir Starmer but I do not like the Labour party	75 7%	61 7%	53 7%	47 7%	65 7%	63 7%	59 7%	53 7%	2 4%s	27 5%	48 9%	12 4%	19 8%	15 5%	29 11%	22 9%	22 7%	15 7%	12 5%	44 8%	27 6%	63 7%	9 6%	73 7%
I do not like Keir Starmer but I like the Labour party	234 21%	192 21%	155 21%	144 21%	201 22%	194 22%	182 22%	161 21%	3 5%s	112 21%	118 21%	89 29%	68 27%	42 15%	35 13%	52 21%	72 23%	29 14%	55 23%	124 22%	84 19%	180 20%	41 26%	239 22%
I do not like Keir Starmer and I do not like the Labour party	541 49%	474 52%	381 52%	362 53%	459 51%	446 51%	429 51%	392 52%	30 50%s	289 55%	241 43%	122 39%	100 41%	163 57%	156 60%	116 46%	145 46%	114 57%	125 53%	261 46%	239 54%	471 52%	65 42%	520 47%
Don't know	112 10%	59 6%	34 5%	28 4%	49 5%	47 5%	43 5%	35 5%	22 38%s	30 6%	81 14%	54 17%	22 9%	25 9%	11 4%	17 7%	24 8%	27 13%	21 9%	40 7%	48 11%	90 10%	15 10%	120 11%
Combinations - nets																								
Like Keir Starmer	**217** *20%*	**193** *21%*	**160** *22%*	**143** *21%*	**193** *21%*	**189** *22%*	**180** *22%*	**162** *22%*	**5** *8%s*	**92** *18%*	**122** *22%*	**45** *15%*	**57** *23%*	**55** *19%*	**59** *23%*	**66** *26%*	**71** *23%*	**32** *16%*	**36** *15%*	**137** *24%*	**68** *15%*	**174** *19%*	**36** *23%*	**225** *20%*
Like Labour party	**376** *34%*	**325** *35%*	**262** *36%*	**240** *35%*	**330** *37%*	**320** *37%*	**303** *36%*	**271** *36%*	**5** *9%s*	**177** *34%*	**192** *34%*	**122** *39%*	**105** *43%*	**82** *29%*	**66** *25%*	**96** *38%*	**121** *39%*	**46** *23%*	**79** *33%*	**217** *39%*	**126** *29%*	**291** *32%*	**67** *43%*	**391** *35%*
Dislike Keir Starmer	**775** *70%*	**667** *72%*	**537** *74%*	**506** *75%*	**661** *73%*	**639** *73%*	**612** *73%*	**553** *74%*	**32** *54%s*	**401** *77%*	**359** *64%*	**211** *68%*	**168** *68%*	**205** *72%*	**192** *73%*	**168** *67%*	**217** *70%*	**143** *71%*	**180** *76%*	**385** *68%*	**323** *74%*	**651** *71%*	**106** *67%*	**759** *69%*
Dislike Labour party	**616** *56%*	**535** *58%*	**434** *59%*	**409** *60%*	**524** *58%*	**508** *58%*	**489** *59%*	**445** *59%*	**32** *54%s*	**316** *60%*	**289** *51%*	**134** *43%*	**120** *48%*	**178** *62%*	**185** *71%*	**138** *55%*	**167** *54%*	**129** *64%*	**137** *58%*	**305** *54%*	**266** *61%*	**535** *58%*	**75** *48%*	**593** *54%*

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

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

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30 Jan 2026

Table 2
Q11_Starmer_Labour. Which of these statements comes closest to your views of Keir Starmer and the Labour party?

Base : All (W1, January)

	Total (Weighted)	Voting — Labour	Conservative	Liberal Democrats (Lib Dem)	Reform UK	Green Party	Working status — Full-time	Not full-time/Not working	Government — Satisfied	Dissatisfied	Work sector — Public	Private	Tenure — Mortgage	Owned outright	Private renter	Social renter	Renter	Total owner occupier	ONS Regions — North excl. Scot	Midlands (incl. E of England)	South excl. London	Greater London	England	Scot	Wales	Past vote (2024 GE) — Lab	Con	Reform UK	LD	Oth incl. LD,Grn	Did not vote/not eligible/too young	Qualifications — No qual	Other qual	Degree+	UnW Tot.
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
I like Keir Starmer and I like the Labour party	142 / 13%	99 / 48%	3 / 2%	20 / 20%	2 / 1%	7 / 7%	72 / 14%	70 / 12%	80 / 56%	47 / 5%	39 / 16%	89 / 12%	48 / 15%	54 / 13%	19 / 13%	17 / 9%	36 / 11%	102 / 14%	37 / 14%	31 / 11%	29 / 11%	29 / 20%	126 / 13%	14 / 14%s	2 / 4%s	82 / 30%	8 / 4%	1 / 1%	17 / 21%s	27 / 14%	16 / 7%	12 / 6%	57 / 10%	70 / 21%	152 / 14%
I like Keir Starmer but I do not like the Labour party	75 / 7%	8 / 4%	20 / 11%	16 / 15%	7 / 3%	7 / 7%	26 / 5%	48 / 8%	21 / 15%	45 / 5%	16 / 7%	51 / 7%	19 / 6%	40 / 10%	6 / 4%	7 / 4%	13 / 4%	59 / 8%	21 / 8%	18 / 6%	17 / 7%	8 / 6%	65 / 7%	4 / 4%s	6 / 12%s	18 / 7%	18 / 9%	3 / 3%	11 / 14%s	19 / 10%	9 / 4%	10 / 5%	36 / 6%	29 / 9%	73 / 7%
I do not like Keir Starmer but I like the Labour party	234 / 21%	76 / 37%	15 / 9%	30 / 29%	28 / 11%	36 / 37%	117 / 23%	114 / 19%	27 / 19%	187 / 21%	58 / 24%	149 / 21%	78 / 24%	66 / 16%	37 / 25%	38 / 21%	75 / 23%	144 / 20%	61 / 23%	67 / 23%	33 / 13%	41 / 28%	201 / 21%	24 / 25%s	9 / 16%s	92 / 34%	15 / 7%	13 / 11%	14 / 18%s	51 / 27%	41 / 19%	37 / 20%	113 / 20%	83 / 25%	239 / 22%
I do not like Keir Starmer and I do not like the Labour party	541 / 49%	11 / 5%	132 / 77%	31 / 30%	216 / 83%	37 / 38%	234 / 46%	306 / 52%	6 / 4%	525 / 60%	102 / 43%	367 / 51%	144 / 44%	215 / 53%	75 / 50%	93 / 51%	167 / 51%	358 / 49%	115 / 43%	139 / 48%	153 / 60%	56 / 39%	463 / 48%	45 / 47%s	34 / 62%s	54 / 20%	158 / 78%	105 / 86%	32 / 40%s	77 / 41%	104 / 47%	116 / 62%	287 / 50%	130 / 40%	520 / 47%
Don't know	112 / 10%	13 / 6%	3 / 2%	5 / 5%	5 / 2%	11 / 11%	61 / 12%	47 / 8%	9 / 6%	68 / 8%	24 / 10%	65 / 9%	40 / 12%	27 / 7%	12 / 8%	26 / 15%	38 / 12%	67 / 9%	34 / 13%	32 / 11%	24 / 9%	10 / 7%	100 / 10%	9 / 9%s	3 / 5%s	26 / 9%	3 / 1%	-	6 / 8%s	12 / 7%	49 / 22%	12 / 7%	77 / 13%	17 / 5%	120 / 11%
Combinations - nets																																			
Like Keir Starmer	217 / 20%	107 / 52%	23 / 13%	36 / 35%	9 / 4%	14 / 14%	98 / 19%	118 / 20%	101 / 71%	92 / 11%	55 / 23%	140 / 19%	67 / 20%	95 / 24%	25 / 17%	24 / 13%	49 / 15%	162 / 22%	58 / 22%	49 / 17%	46 / 18%	37 / 26%	191 / 20%	17 / 18%s	9 / 16%s	101 / 37%	26 / 13%	4 / 3%	28 / 35%	46 / 25%	26 / 12%	22 / 12%	94 / 16%	99 / 30%	225 / 20%
Like Labour party	376 / 34%	176 / 85%	18 / 10%	50 / 49%	31 / 12%	43 / 44%	189 / 37%	184 / 31%	107 / 75%	234 / 27%	97 / 41%	238 / 33%	126 / 38%	120 / 30%	56 / 37%	55 / 30%	110 / 34%	246 / 34%	98 / 37%	98 / 34%	62 / 24%	70 / 49%	327 / 34%	37 / 39%s	11 / 21%s	174 / 64%	23 / 12%	14 / 12%	31 / 39%	78 / 42%	58 / 26%	49 / 26%	170 / 30%	153 / 46%	391 / 35%
Dislike Keir Starmer	775 / 70%	87 / 42%	147 / 85%	61 / 60%	245 / 94%	73 / 75%	351 / 69%	420 / 72%	33 / 23%	712 / 82%	160 / 67%	517 / 72%	222 / 67%	280 / 70%	112 / 75%	130 / 72%	242 / 73%	502 / 69%	115 / 65%	206 / 72%	186 / 73%	97 / 67%	664 / 70%	68 / 72%s	42 / 78%s	146 / 54%	172 / 85%	118 / 97%	46 / 57%	129 / 69%	146 / 66%	153 / 82%	401 / 70%	213 / 65%	759 / 69%
Dislike Labour party	616 / 56%	18 / 9%	151 / 88%	47 / 46%	223 / 86%	44 / 45%	261 / 51%	354 / 60%	27 / 19%	570 / 65%	118 / 49%	418 / 58%	163 / 49%	255 / 64%	81 / 54%	99 / 55%	181 / 55%	418 / 57%	136 / 51%	157 / 55%	170 / 66%	64 / 45%	528 / 55%	49 / 51%s	40 / 74%s	72 / 26%	176 / 87%	108 / 88%	43 / 54%	97 / 52%	114 / 52%	126 / 67%	324 / 57%	159 / 48%	593 / 54%

Ipsos Political Monitor - January 2026

30 Jan 2026

Table 3

Q12_Badenoch_Conservative. Which of these statements comes closest to your views of Kemi Badenoch and the Conservative party?

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) 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
I like Kemi Badenoch and I like the Conservative party	144 / 13%	128 / 14%	115 / 16%	108 / 16%	133 / 15%	131 / 15%	126 / 15%	119 / 16%	7 / 12%s	72 / 14%	72 / 13%	19 / 6%	30 / 12%	29 / 10%	66 / 25%	38 / 15%	48 / 15%	27 / 13%	25 / 11%	86 / 15%	52 / 12%	127 / 14%	13 / 8%	147 / 13%
I like Kemi Badenoch but I do not like the Conservative party	156 / 14%	143 / 16%	125 / 17%	120 / 18%	142 / 16%	138 / 16%	133 / 16%	126 / 17%	3 / 5%s	74 / 14%	80 / 14%	18 / 6%	31 / 12%	45 / 16%	62 / 24%	38 / 15%	44 / 14%	33 / 16%	32 / 13%	82 / 15%	65 / 15%	143 / 16%	9 / 6%	156 / 14%
I do not like Kemi Badenoch but I like the Conservative party	123 / 11%	102 / 11%	71 / 10%	61 / 9%	101 / 11%	97 / 11%	91 / 11%	71 / 9%	1 / 1%s	65 / 12%	58 / 10%	33 / 11%	18 / 7%	43 / 15%	29 / 11%	32 / 13%	34 / 11%	15 / 8%	27 / 11%	67 / 12%	43 / 10%	103 / 11%	17 / 11%	120 / 11%
I do not like Kemi Badenoch and I do not like the Conservative party	489 / 44%	431 / 47%	354 / 49%	331 / 49%	414 / 46%	405 / 46%	390 / 47%	364 / 49%	29 / 48%s	259 / 50%	219 / 39%	167 / 54%	111 / 45%	128 / 45%	83 / 32%	114 / 45%	141 / 45%	82 / 40%	112 / 47%	255 / 45%	194 / 44%	395 / 43%	83 / 53%	492 / 45%
Don't know	192 / 17%	115 / 12%	65 / 9%	57 / 8%	112 / 12%	104 / 12%	94 / 11%	70 / 9%	20 / 34%s	54 / 10%	133 / 24%	72 / 23%	57 / 23%	40 / 14%	21 / 8%	28 / 11%	44 / 14%	45 / 22%	42 / 18%	73 / 13%	87 / 20%	148 / 16%	34 / 22%	189 / 17%
Combinations - nets																								
Like Kemi Badenoch	300 / 27%	272 / 30%	240 / 33%	227 / 34%	276 / 31%	269 / 31%	259 / 31%	245 / 33%	10 / 17%s	146 / 28%	153 / 27%	37 / 12%	61 / 25%	74 / 26%	128 / 49%	77 / 31%	92 / 29%	60 / 30%	57 / 24%	168 / 30%	116 / 27%	270 / 30%	22 / 14%	303 / 27%
Like Conservative party	268 / 24%	231 / 25%	186 / 25%	169 / 25%	234 / 26%	228 / 26%	217 / 26%	190 / 25%	8 / 13%s	137 / 26%	130 / 23%	52 / 17%	49 / 20%	72 / 25%	95 / 36%	70 / 28%	82 / 26%	42 / 21%	52 / 22%	153 / 27%	94 / 21%	229 / 25%	30 / 19%	267 / 24%
Dislike Kemi Badenoch	612 / 55%	533 / 58%	425 / 58%	392 / 58%	515 / 57%	502 / 57%	481 / 58%	435 / 58%	30 / 50%s	324 / 62%	277 / 49%	200 / 65%	129 / 52%	171 / 60%	112 / 43%	146 / 58%	175 / 56%	97 / 48%	139 / 59%	322 / 57%	236 / 54%	497 / 54%	101 / 64%	612 / 55%
Dislike Conservative party	645 / 58%	574 / 62%	479 / 66%	451 / 67%	556 / 62%	543 / 62%	523 / 63%	490 / 65%	32 / 53%s	333 / 64%	299 / 53%	185 / 60%	141 / 57%	173 / 61%	145 / 55%	153 / 61%	185 / 59%	115 / 57%	144 / 60%	337 / 60%	258 / 59%	538 / 59%	92 / 59%	648 / 59%

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

30 Jan 2026

Table 4
Q12_Badenoch_Conservative. Which of these statements comes closest to your views of Kemi Badenoch and the Conservative party?

Base : All (W1, January)

	Total (Weighted)	Voting - Labour	Voting - Conservative	Voting - Liberal Democrats (Lib Dem)	Voting - Reform UK	Voting - Green Party	Working status - Full-time	Working status - Not full-time/Not working	Government - Satisfied	Government - Dissatisfied	Work sector - Public	Work sector - Private	Tenure - Mortgage	Tenure - Owned outright	Tenure - Private renter	Tenure - Social renter	Tenure - Renter	Tenure - Total owner occupier	ONS - North excl. Scot	ONS - Midlands (incl. E of England)	ONS - South excl. London	ONS - Greater London	ONS - England	ONS - Scot	ONS - Wales	Past vote - Lab	Past vote - Con	Past vote - Reform UK	Past vote - LD	Past vote - Oth incl. LD,Grn	Past vote - Did not vote/not eligible/too young	Qual - No qual'	Qual - Other qual'	Qual - Degree+	UnW Tot.
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
I like Kemi Badenoch and I like the Conservative party	144 / 13%	3 / 2%	91 / 53%	2 / 2%	38 / 15%	- / -	57 / 11%	87 / 15%	10 / 7%	132 / 15%	26 / 11%	96 / 13%	30 / 9%	82 / 20%	18 / 12%	13 / 7%	31 / 9%	111 / 15%	25 / 9%	41 / 14%	43 / 17%	21 / 14%	130 / 14%	8 / 8%s	6 / 12%s	13 / 5%	84 / 42%	9 / 8%	9 / 11%s	13 / 7%	16 / 7%	37 / 20%	65 / 11%	37 / 11%	147 / 13%
I like Kemi Badenoch but I do not like the Conservative party	156 / 14%	25 / 12%	21 / 12%	14 / 14%	73 / 28%	4 / 5%	59 / 12%	96 / 16%	11 / 8%	136 / 16%	37 / 16%	97 / 13%	50 / 15%	76 / 19%	13 / 9%	15 / 8%	27 / 8%	126 / 17%	40 / 15%	31 / 11%	47 / 18%	17 / 12%	135 / 14%	12 / 13%s	9 / 16%s	27 / 10%	37 / 18%	45 / 37%	11 / 13%s	18 / 10%	22 / 10%	38 / 20%	76 / 13%	40 / 12%	156 / 14%
I do not like Kemi Badenoch but I like the Conservative party	123 / 11%	17 / 8%	40 / 23%	10 / 10%	35 / 14%	1 / 1%	50 / 10%	73 / 12%	15 / 10%	103 / 12%	23 / 10%	82 / 11%	32 / 10%	55 / 14%	14 / 9%	19 / 11%	33 / 10%	87 / 12%	28 / 11%	37 / 13%	32 / 12%	14 / 9%	111 / 12%	8 / 8%s	5 / 9%s	24 / 9%	46 / 23%	3 / 2%	13 / 17%s	21 / 11%	24 / 11%	22 / 12%	57 / 10%	41 / 12%	120 / 11%
I do not like Kemi Badenoch and I do not like the Conservative party	489 / 44%	125 / 60%	4 / 3%	67 / 66%	88 / 34%	83 / 86%	241 / 47%	245 / 42%	93 / 66%	370 / 42%	111 / 46%	327 / 45%	149 / 45%	145 / 36%	88 / 59%	89 / 49%	177 / 54%	294 / 40%	124 / 47%	114 / 40%	89 / 35%	82 / 57%	410 / 43%	52 / 55%s	27 / 51%s	175 / 64%	22 / 11%	54 / 44%	37 / 47%s	112 / 60%	90 / 41%	62 / 33%	248 / 43%	176 / 54%	492 / 45%
Don't know	192 / 17%	37 / 18%	15 / 9%	8 / 8%	25 / 10%	8 / 9%	103 / 20%	83 / 14%	13 / 9%	130 / 15%	41 / 17%	119 / 17%	68 / 21%	44 / 11%	17 / 11%	45 / 25%	62 / 19%	112 / 15%	50 / 19%	63 / 22%	45 / 18%	11 / 8%	169 / 18%	16 / 16%s	7 / 12%s	34 / 13%	13 / 6%	11 / 9%	9 / 12%s	23 / 12%	68 / 31%	27 / 14%	125 / 22%	35 / 11%	189 / 17%
Combinations - nets Like Kemi Badenoch	300 / 27%	29 / 14%	113 / 66%	16 / 16%	111 / 43%	4 / 5%	116 / 23%	184 / 31%	21 / 15%	268 / 31%	64 / 27%	193 / 27%	80 / 24%	157 / 39%	31 / 20%	28 / 15%	58 / 18%	237 / 32%	65 / 24%	73 / 25%	90 / 35%	38 / 26%	266 / 28%	20 / 21%s	15 / 28%s	40 / 15%	121 / 60%	54 / 44%	20 / 25%s	31 / 17%	39 / 18%	75 / 40%	141 / 25%	77 / 24%	303 / 27%
Like Conservative party	268 / 24%	20 / 10%	131 / 76%	13 / 12%	73 / 28%	1 / 1%	107 / 21%	160 / 27%	25 / 18%	235 / 27%	49 / 21%	178 / 25%	61 / 19%	137 / 34%	31 / 21%	32 / 18%	64 / 19%	198 / 27%	53 / 20%	78 / 27%	75 / 29%	35 / 24%	241 / 25%	15 / 16%s	11 / 21%s	37 / 13%	130 / 65%	12 / 10%	22 / 28%s	34 / 18%	40 / 18%	59 / 32%	122 / 21%	78 / 24%	267 / 24%
Disike Kemi Badenoch	612 / 55%	142 / 68%	44 / 26%	77 / 76%	123 / 48%	85 / 87%	291 / 57%	318 / 54%	108 / 76%	408 / 54%	134 / 56%	408 / 57%	181 / 55%	200 / 50%	102 / 68%	108 / 60%	210 / 64%	381 / 52%	153 / 57%	152 / 53%	121 / 47%	95 / 66%	520 / 54%	59 / 63%s	32 / 60%s	95 / 73%	68 / 34%	57 / 46%	51 / 64%s	133 / 71%	114 / 52%	84 / 45%	305 / 53%	216 / 66%	612 / 55%
Dislike Conservative party	645 / 58%	151 / 73%	26 / 15%	81 / 79%	161 / 62%	88 / 90%	301 / 59%	342 / 58%	104 / 73%	506 / 58%	148 / 62%	424 / 59%	200 / 61%	221 / 55%	101 / 68%	103 / 57%	204 / 62%	420 / 57%	165 / 62%	146 / 51%	136 / 53%	98 / 68%	545 / 57%	64 / 67%s	36 / 67%s	202 / 74%	59 / 29%	99 / 81%	48 / 60%s	130 / 70%	113 / 51%	100 / 54%	324 / 57%	216 / 66%	648 / 59%

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https://www.Ipsos.uk/politicalandsocialtrends

Ipsos Political Monitor - January 2026

30 Jan 2026

Table 5
Q13_Farage_ReformUK. Which of these statements comes closest to your views of Nigel Farage and Reform UK?

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
I like Nigel Farage and I like Reform UK	240 _22%_	210 _23%_	188 _26%_	182 _27%_	224 _25%_	220 _25%_	213 _25%_	196 _26%_	2 _4%s_	128 _24%_	112 _20%_	37 _12%_	45 _18%_	85 _30%_	73 _28%_	45 _18%_	59 _19%_	63 _31%_	58 _25%_	104 _18%_	121 _28%_	223 _24%_	14 _9%_	221 _20%_
I like Nigel Farage but I do not like Reform UK	57 _5%_	47 _5%_	39 _5%_	35 _5%_	47 _5%_	46 _5%_	44 _5%_	39 _5%_	3 _5%s_	34 _6%_	23 _4%_	20 _7%_	13 _5%_	11 _4%_	12 _5%_	12 _5%_	19 _6%_	4 _2%_	17 _7%_	32 _6%_	21 _5%_	47 _5%_	9 _5%_	51 _5%_
I do not like Nigel Farage but I like Reform UK	107 _10%_	99 _11%_	64 _9%_	60 _9%_	91 _10%_	87 _10%_	80 _10%_	65 _9%_	5 _8%s_	44 _9%_	59 _11%_	20 _7%_	26 _10%_	27 _9%_	35 _13%_	17 _7%_	31 _10%_	13 _6%_	37 _15%_	49 _9%_	49 _11%_	91 _10%_	13 _8%_	92 _8%_
I do not like Nigel Farage and I do not like Reform UK	577 _52%_	501 _54%_	404 _55%_	368 _54%_	484 _54%_	471 _54%_	451 _54%_	412 _55%_	30 _51%s_	282 _54%_	281 _50%_	186 _60%_	134 _54%_	131 _46%_	127 _49%_	166 _66%_	173 _55%_	92 _45%_	97 _41%_	338 _60%_	188 _43%_	455 _50%_	104 _66%_	611 _55%_
Don't know	123 _11%_	62 _7%_	36 _5%_	31 _5%_	56 _6%_	51 _6%_	47 _6%_	39 _5%_	19 _32%s_	35 _7%_	88 _16%_	47 _15%_	30 _12%_	32 _11%_	14 _5%_	11 _4%_	29 _9%_	30 _15%_	29 _12%_	40 _7%_	59 _14%_	100 _11%_	17 _11%_	129 _12%_
Combinations - nets																								
Like Nigel Farage	297 _27%_	257 _28%_	226 _31%_	217 _32%_	271 _30%_	266 _30%_	257 _31%_	234 _31%_	5 _9%s_	162 _31%_	135 _24%_	57 _18%_	58 _23%_	96 _34%_	86 _33%_	57 _23%_	78 _25%_	67 _33%_	75 _32%_	136 _24%_	142 _32%_	270 _30%_	23 _15%_	272 _25%_
Like Reform UK	347 _31%_	309 _34%_	252 _34%_	243 _36%_	315 _35%_	306 _35%_	292 _35%_	260 _35%_	7 _13%s_	172 _33%_	171 _30%_	57 _18%_	71 _29%_	112 _39%_	108 _41%_	62 _25%_	91 _29%_	76 _38%_	95 _40%_	152 _27%_	171 _39%_	314 _34%_	27 _17%_	313 _28%_
Disike Nigel Farage	684 _62%_	600 _65%_	468 _64%_	429 _63%_	575 _64%_	558 _64%_	531 _64%_	477 _64%_	35 _59%s_	326 _62%_	340 _61%_	206 _66%_	159 _64%_	157 _55%_	162 _62%_	183 _73%_	204 _65%_	105 _52%_	133 _56%_	387 _69%_	238 _54%_	545 _60%_	117 _74%_	703 _64%_
Dislike Reform UK	633 _57%_	548 _60%_	443 _61%_	404 _60%_	531 _59%_	518 _59%_	495 _59%_	451 _60%_	33 _56%s_	316 _60%_	304 _54%_	206 _67%_	146 _59%_	142 _50%_	139 _53%_	178 _71%_	192 _62%_	96 _47%_	113 _48%_	370 _66%_	209 _48%_	502 _55%_	112 _72%_	662 _60%_

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

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

30 Jan 2026

Table 6
Q13_Farage_ReformUK. Which of these statements comes closest to your views of Nigel Farage and Reform UK?

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 working	Satisfied	Dissatisfied	Public	Private	Mortgage	Owned outright	Private renter	Social renter	Renter	Total owner occupier	North excl. Scot	Midlands (incl. E of England)	South excl. London	Greater London	England	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
I like Nigel Farage and I like Reform UK	240 22%	12 6%	22 13%	* *	193 74%	1 1%	103 20%	136 23%	10 7%	227 26%	43 18%	160 22%	52 16%	106 26%	31 21%	48 27%	79 24%	158 22%	54 20%	58 20%	77 30%	23 16%	212 22%	21 22%s	8 14%s	21 8%	64 32%	84 69%	5 7%s	13 7%	43 19%	72 39%	124 22%	39 12%	221 20%
I like Nigel Farage but I do not like Reform UK	57 5%	6 3%	22 13%	4 4%	10 4%	-	25 5%	32 5%	5 3%	46 5%	10 4%	39 5%	17 5%	19 5%	3 2%	16 9%	20 6%	36 5%	12 4%	17 6%	12 5%	12 8%	53 6%	1 2%s	2 5%s	8 3%	21 10%	10 8%	3 4%s	7 4%	6 3%	7 4%	35 6%	15 5%	51 5%
I do not like Nigel Farage but I like Reform UK	107 10%	11 5%	31 18%	1 1%	41 16%	1 1%	50 10%	57 10%	8 6%	96 11%	22 9%	69 10%	23 7%	52 13%	12 8%	19 11%	31 9%	75 10%	20 8%	39 14%	34 13%	6 4%	100 10%	4 4%s	7 7%s	17 6%	33 16%	18 15%	3 4%s	11 6%	15 7%	27 15%	54 9%	25 8%	92 8%
I do not like Nigel Farage and I do not like Reform UK	577 52%	157 75%	81 47%	94 92%	7 3%	92 95%	266 52%	309 53%	112 79%	419 48%	139 58%	386 53%	195 59%	198 49%	90 60%	67 37%	157 48%	393 54%	145 54%	135 47%	101 39%	99 68%	480 50%	61 65%s	36 66%s	208 77%	72 36%	3 3%	64 81%s	146 78%	97 44%	61 32%	274 48%	235 72%	611 55%
Don't know	123 11%	22 10%	15 9%	3 3%	8 3%	3 3%	66 13%	51 9%	7 5%	84 10%	25 11%	67 9%	42 13%	27 7%	13 9%	29 16%	43 13%	69 9%	37 14%	38 13%	32 13%	4 3%	111 12%	7 8%s	5 9%s	18 7%	11 6%	7 6%	4 5%s	9 5%	60 27%	19 10%	85 15%	15 4%	129 12%
Combinations - nets																																			
Like Nigel Farage	297 27%	19 9%	44 26%	4 4%	203 78%	1 1%	128 25%	168 29%	15 11%	273 31%	53 22%	199 28%	69 21%	125 31%	34 23%	64 36%	79 30%	194 27%	66 25%	75 26%	89 35%	35 24%	265 28%	22 24%s	10 19%s	29 11%	86 42%	94 77%	8 10%s	20 11%	49 22%	79 42%	159 28%	54 16%	272 25%
Like Reform UK	347 31%	23 11%	54 31%	2 2%	234 90%	2 2%	154 30%	193 33%	19 13%	323 37%	64 27%	229 32%	75 23%	158 39%	42 28%	67 37%	110 33%	233 32%	74 28%	97 34%	111 43%	29 20%	312 33%	25 26%s	11 20%s	37 14%	97 48%	102 84%	8 10%s	25 13%	57 26%	100 53%	178 31%	64 19%	313 28%
Disike Nigel Farage	684 62%	167 81%	112 65%	95 93%	49 19%	93 96%	316 62%	366 63%	120 85%	515 59%	160 67%	455 63%	218 66%	249 62%	102 68%	87 48%	188 57%	468 64%	165 62%	175 61%	135 53%	105 73%	580 61%	65 69%s	39 73%s	225 83%	105 52%	22 18%	67 84%s	158 85%	111 51%	88 47%	328 57%	260 79%	703 64%
Dislike Reform UK	633 57%	163 79%	103 60%	98 96%	17 7%	92 95%	291 57%	341 58%	117 82%	465 53%	149 63%	425 59%	212 65%	217 54%	93 63%	84 46%	177 54%	429 59%	157 59%	152 53%	113 44%	111 77%	532 56%	63 66%s	38 71%s	217 80%	93 46%	13 11%	67 84%s	153 82%	103 47%	67 36%	309 54%	251 76%	662 60%

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

30 Jan 2026

Table 7
Q14_Davey_LibDem. Which of these statements comes closest to your views of Ed Davey and the Liberal Democrats?

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
I like Ed Davey and I like the Liberal Democrats	214 19%	191 21%	168 23%	161 24%	195 22%	190 22%	183 22%	171 23%	12 20%s	99 19%	112 20%	49 16%	40 16%	66 23%	59 22%	56 22%	80 26%	39 19%	25 10%	136 24%	64 15%	179 20%	29 19%	233 21%
I like Ed Davey but I do not like the Liberal Democrats	131 12%	117 13%	94 13%	85 13%	114 13%	109 13%	106 13%	96 13%	3 6%s	75 14%	55 10%	19 6%	26 11%	38 13%	47 18%	36 14%	41 13%	18 9%	31 13%	77 14%	49 11%	112 12%	18 12%	131 12%
I do not like Ed Davey but I like the Liberal Democrats	92 8%	83 9%	68 9%	59 9%	77 9%	75 9%	72 9%	68 9%	2 4%s	43 8%	49 9%	26 9%	27 11%	20 7%	19 7%	30 12%	16 5%	14 7%	24 10%	46 8%	38 9%	75 8%	12 8%	99 9%
I do not like Ed Davey and I do not like the Liberal Democrats	339 31%	304 33%	241 33%	231 34%	289 32%	282 32%	270 32%	243 32%	16 27%s	190 36%	139 25%	95 31%	68 28%	77 27%	99 38%	69 28%	86 28%	58 29%	89 38%	156 28%	148 34%	285 31%	49 31%	311 28%
Don't know	327 30%	224 24%	160 22%	141 21%	227 25%	219 25%	204 24%	173 23%	26 43%s	116 22%	207 37%	120 39%	86 35%	83 29%	38 15%	59 23%	88 28%	72 36%	68 29%	147 26%	140 32%	264 29%	48 31%	330 30%
Combinations - nets																								
Like Ed Davey	**345** 31%	**309** 34%	**262** 36%	**246** 36%	**309** 34%	**299** 34%	**288** 35%	**267** 36%	**16** 26%s	**174** 33%	**167** 30%	**68** 22%	**67** 27%	**104** 37%	**106** 41%	**93** 37%	**121** 39%	**57** 28%	**56** 24%	**214** 38%	**113** 26%	**291** 32%	**47** 30%	**364** 33%
Like Lib Dems	**306** 28%	**274** 30%	**236** 32%	**220** 32%	**272** 30%	**264** 30%	**254** 30%	**239** 32%	**14** 24%s	**142** 27%	**161** 29%	**75** 24%	**67** 27%	**87** 30%	**77** 30%	**87** 35%	**96** 31%	**53** 26%	**49** 21%	**182** 32%	**102** 23%	**254** 28%	**42** 27%	**332** 30%
Disike Ed Davey	**432** 39%	**387** 42%	**308** 42%	**290** 43%	**366** 41%	**357** 41%	**342** 41%	**311** 41%	**18** 31%s	**233** 45%	**188** 33%	**122** 39%	**95** 38%	**98** 34%	**117** 45%	**100** 40%	**102** 33%	**73** 36%	**113** 48%	**202** 36%	**186** 42%	**360** 39%	**61** 39%	**410** 37%
Dislike Lib Dems	**470** 43%	**421** 46%	**334** 46%	**317** 47%	**403** 45%	**392** 45%	**376** 45%	**339** 45%	**20** 33%s	**265** 51%	**195** 35%	**114** 37%	**94** 38%	**116** 41%	**146** 56%	**106** 42%	**127** 41%	**76** 38%	**121** 51%	**233** 41%	**197** 45%	**397** 43%	**67** 43%	**442** 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 8
Q14_Davey_LibDem. Which of these statements comes closest to your views of Ed Davey and the Liberal Democrats?

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 working	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
I like Ed Davey and I like the Liberal Democrats	214 / 19%	62 / 30%	29 / 17%	75 / 73%	11 / 4%	21 / 21%	95 / 19%	117 / 20%	63 / 44%	132 / 15%	47 / 20%	148 / 21%	74 / 23%	95 / 24%	28 / 19%	11 / 6%	39 / 12%	169 / 23%	54 / 20%	59 / 21%	48 / 19%	34 / 24%	195 / 20%	17 / 18%s	2 / 4%s	87 / 32%	27 / 13%	3 / 2%	49 / 61%s	67 / 36%	20 / 9%	28 / 15%	93 / 16%	93 / 28%	233 / 21%
I like Ed Davey but I do not like the Liberal Democrats	131 / 12%	32 / 16%	27 / 16%	2 / 2%	33 / 13%	17 / 18%	58 / 11%	73 / 12%	16 / 11%	110 / 13%	32 / 13%	94 / 13%	37 / 11%	60 / 15%	13 / 9%	17 / 10%	30 / 9%	97 / 13%	27 / 10%	27 / 9%	39 / 15%	22 / 15%	115 / 12%	10 / 10%s	7 / 12%s	49 / 18%	33 / 16%	12 / 9%	7 / 8%s	14 / 8%	13 / 6%	27 / 14%	57 / 10%	46 / 14%	131 / 12%
I do not like Ed Davey but I like the Liberal Democrats	92 / 8%	18 / 9%	17 / 10%	16 / 16%	13 / 5%	8 / 9%	41 / 8%	51 / 9%	16 / 11%	68 / 8%	23 / 10%	56 / 8%	26 / 8%	33 / 8%	14 / 9%	17 / 9%	30 / 9%	60 / 8%	20 / 8%	26 / 9%	16 / 6%	14 / 10%	76 / 8%	10 / 11%s	7 / 12%s	24 / 9%	14 / 7%	8 / 6%	10 / 13%s	25 / 13%	14 / 6%	11 / 6%	45 / 8%	33 / 10%	99 / 9%
I do not like Ed Davey and I do not like the Liberal Democrats	339 / 31%	47 / 23%	52 / 31%	4 / 4%	147 / 57%	21 / 21%	147 / 29%	191 / 33%	31 / 22%	301 / 35%	67 / 28%	220 / 31%	79 / 24%	132 / 33%	46 / 31%	76 / 42%	122 / 37%	211 / 29%	89 / 33%	76 / 27%	83 / 32%	42 / 29%	290 / 30%	32 / 34%s	18 / 33%s	52 / 19%	77 / 38%	77 / 63%	6 / 7%s	37 / 20%	73 / 33%	62 / 33%	184 / 32%	93 / 28%	311 / 28%
Don't know	327 / 30%	48 / 23%	46 / 27%	4 / 4%	55 / 21%	30 / 31%	169 / 33%	153 / 26%	16 / 11%	260 / 30%	70 / 29%	203 / 28%	113 / 34%	82 / 20%	49 / 33%	59 / 33%	108 / 33%	195 / 27%	78 / 29%	99 / 35%	72 / 28%	31 / 22%	281 / 29%	26 / 27%s	21 / 39%s	60 / 22%	50 / 25%	24 / 19%	9 / 11%s	43 / 23%	101 / 46%	59 / 32%	193 / 34%	64 / 20%	330 / 30%
Combinations - nets																																			
Like Ed Davey	345 / 31%	95 / 46%	56 / 33%	77 / 76%	44 / 17%	38 / 39%	153 / 30%	190 / 32%	79 / 55%	242 / 28%	79 / 33%	242 / 34%	111 / 34%	155 / 39%	41 / 27%	28 / 16%	69 / 21%	266 / 36%	81 / 30%	86 / 30%	86 / 34%	56 / 39%	310 / 32%	27 / 28%s	9 / 16%s	136 / 50%	60 / 30%	14 / 12%	55 / 70%s	81 / 43%	32 / 15%	55 / 29%	150 / 26%	139 / 42%	364 / 33%
Like Lib Dems	306 / 28%	81 / 39%	46 / 27%	91 / 89%	24 / 9%	29 / 30%	135 / 27%	168 / 29%	79 / 55%	200 / 23%	70 / 29%	204 / 28%	100 / 31%	128 / 32%	42 / 28%	27 / 15%	69 / 21%	228 / 31%	74 / 28%	85 / 29%	63 / 25%	48 / 34%	270 / 28%	27 / 29%s	9 / 16%s	111 / 41%	41 / 20%	10 / 8%	59 / 74%s	92 / 49%	34 / 15%	39 / 21%	138 / 24%	126 / 38%	332 / 30%
Disike Ed Davey	432 / 39%	65 / 31%	69 / 40%	20 / 20%	160 / 62%	29 / 30%	188 / 37%	242 / 41%	48 / 33%	370 / 42%	90 / 38%	276 / 38%	105 / 32%	165 / 41%	59 / 40%	93 / 51%	152 / 46%	270 / 37%	109 / 41%	102 / 35%	98 / 38%	57 / 39%	365 / 38%	42 / 45%s	24 / 45%s	76 / 28%	91 / 45%	84 / 69%	16 / 20%s	62 / 33%	87 / 40%	73 / 39%	229 / 40%	125 / 38%	410 / 37%
Dislike Lib Dems	470 / 43%	80 / 38%	80 / 46%	7 / 6%	180 / 69%	38 / 39%	205 / 40%	264 / 45%	48 / 33%	412 / 47%	99 / 41%	314 / 44%	116 / 35%	192 / 48%	59 / 39%	94 / 52%	152 / 46%	308 / 42%	115 / 43%	103 / 36%	121 / 47%	64 / 45%	404 / 42%	42 / 44%s	24 / 45%s	101 / 37%	110 / 55%	89 / 72%	12 / 15%s	51 / 27%	85 / 39%	89 / 48%	240 / 42%	139 / 42%	442 / 40%

Ipsos Political Monitor - January 2026

30 Jan 2026

Table 9
Q15_Polanski_Green. Which of these statements comes closest to your views of Zack Polanski and the Green Party?

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
I like Zack Polanski and I like the Green Party	224 20%	199 22%	172 24%	163 24%	199 22%	196 22%	185 22%	178 24%	10 16%s	115 22%	103 18%	95 31%	45 18%	54 19%	30 12%	64 25%	75 24%	34 17%	30 13%	139 25%	64 15%	176 19%	39 25%	244 22%
I like Zack Polanski but I do not like the Green Party	48 4%	42 5%	35 5%	29 4%	42 5%	39 4%	37 4%	35 5%	3 4%s	28 5%	18 3%	15 5%	11 4%	10 4%	12 5%	14 6%	19 6%	6 3%	7 3%	34 6%	13 3%	38 4%	10 6%	50 5%
I do not like Zack Polanski but I like the Green Party	70 6%	59 6%	46 6%	42 6%	59 7%	57 7%	53 6%	46 6%	4 6%s	33 6%	33 6%	20 6%	14 6%	21 7%	15 6%	21 8%	17 5%	14 7%	10 4%	38 7%	24 6%	60 7%	9 6%	71 6%
I do not like Zack Polanski and I do not like the Green Party	316 29%	288 31%	227 31%	215 32%	273 30%	266 30%	254 30%	228 30%	14 23%s	187 36%	127 23%	75 24%	61 24%	81 28%	99 38%	67 27%	71 23%	56 28%	91 38%	138 25%	147 33%	263 29%	45 29%	289 26%
Don't know	446 40%	331 36%	251 34%	229 34%	330 37%	316 36%	305 37%	265 35%	30 50%s	160 31%	281 50%	105 34%	117 47%	119 42%	106 40%	86 34%	128 41%	91 45%	99 42%	214 38%	191 43%	378 41%	55 35%	450 41%
Combinations - nets																								
Like Zack Polanski	345 31%	309 34%	262 36%	246 36%	309 34%	299 34%	288 35%	267 36%	16 26%s	174 33%	167 30%	68 22%	67 27%	104 37%	106 41%	93 37%	121 39%	57 28%	56 24%	214 38%	113 26%	291 32%	47 30%	364 33%
Like Green party	306 28%	274 30%	236 32%	220 32%	272 30%	264 30%	254 30%	239 32%	14 24%s	142 27%	161 29%	75 24%	67 27%	87 30%	77 30%	87 35%	96 31%	53 26%	49 21%	182 32%	102 23%	254 28%	42 27%	332 30%
Disike Zack Polanski	432 39%	387 42%	308 42%	290 43%	366 41%	357 41%	342 41%	311 41%	18 31%s	233 45%	188 33%	122 40%	95 38%	98 34%	117 45%	100 40%	102 33%	73 36%	113 48%	202 36%	186 42%	360 39%	61 39%	410 37%
Dislike Green party	470 43%	421 46%	334 46%	317 47%	403 45%	392 45%	376 45%	339 45%	20 33%s	265 51%	195 35%	114 37%	94 38%	116 41%	146 56%	106 42%	127 41%	76 38%	121 51%	233 41%	197 45%	397 43%	67 43%	442 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

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

30 Jan 2026

Table 10
Q15_Polanski_Green. Which of these statements comes closest to your views of Zack Polanski and the Green Party?

Base : All (W1, January)

	Total (Weighted)	Voting – Labour	Conservative	Liberal Democrats (Lib Dem)	Reform UK	Green Party	Working status – Full-time	Not full-time/Not working	Government – Satisfied	Dissatisfied	Work sector – Public	Private	Tenure – Mortgage	Owned outright	Private renter	Social renter	Renter	Total owner occupier	ONS Regions – North excl. Scot	Midlands (incl. E of England)	South excl. London	Greater London	England	Scot	Wales	Past vote (2024) – Lab	Con	Reform UK	LD	Oth incl. LD,Grn	Did not vote/not eligible/too young	No qual	Other qual	Degree+	UnW Tot.
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
I like Zack Polanski and I like the Green Party	224 20%	44 21%	12 7%	43 42%	11 4%	80 82%	113 22%	111 19%	52 36%	154 18%	47 20%	152 21%	81 25%	68 17%	39 26%	23 13%	62 19%	150 20%	47 18%	62 21%	38 15%	44 31%	191 20%	21 22%s	12 22%s	78 29%	12 6%	5 4%	27 34%s	88 47%	32 15%	27 15%	97 17%	97 29%	244 22%
I like Zack Polanski but I do not like the Green Party	48 4%	23 11%	6 4%	6 6%	9 4%	* *	21 4%	27 5%	17 12%	29 3%	15 6%	29 4%	15 5%	18 5%	6 4%	8 4%	14 4%	34 5%	13 5%	12 4%	10 4%	7 5%	42 4%	3 3%s	3 6%s	23 8%	8 4%	3 2%	6 8%s	7 4%	5 2%	7 4%	23 4%	18 6%	50 5%
I do not like Zack Polanski but I like the Green Party	70 6%	21 10%	6 3%	10 10%	16 6%	6 6%	33 7%	36 6%	12 8%	55 6%	22 9%	45 6%	22 7%	22 6%	11 8%	12 7%	23 7%	45 6%	21 8%	16 6%	12 5%	9 6%	59 6%	8 8%s	3 6%s	21 8%	10 5%	4 3%	10 13%s	20 11%	13 6%	6 3%	40 7%	23 7%	71 6%
I do not like Zack Polanski and I do not like the Green Party	316 29%	44 21%	63 37%	18 18%	129 50%	1 1%	138 27%	176 30%	26 18%	277 32%	66 28%	206 28%	74 23%	129 32%	44 30%	62 34%	106 32%	203 28%	78 29%	71 25%	76 30%	43 30%	268 28%	34 36%s	14 26%s	57 21%	83 41%	72 59%	10 13%s	17 9%	65 29%	64 34%	157 28%	93 28%	289 26%
Don't know	446 40%	76 36%	85 50%	25 24%	95 37%	10 10%	204 40%	235 40%	36 25%	356 41%	88 37%	289 40%	136 41%	163 41%	49 33%	75 42%	124 38%	300 41%	108 40%	126 44%	120 47%	41 29%	396 41%	29 31%s	21 40%s	93 34%	88 44%	39 32%	26 32%s	55 29%	105 48%	83 44%	254 45%	98 30%	450 41%
Combinations - nets																																			
Like Zack Polanski	345 31%	95 46%	56 33%	77 76%	44 17%	38 39%	153 30%	190 32%	79 55%	242 28%	79 33%	242 34%	111 34%	155 39%	41 27%	28 16%	69 21%	266 36%	81 30%	86 30%	86 34%	56 39%	310 32%	27 28%s	9 16%s	136 50%	60 30%	14 12%	55 70%s	81 43%	32 15%	55 29%	150 26%	139 42%	364 33%
Like Green party	306 28%	81 39%	46 27%	91 89%	24 9%	29 30%	135 27%	168 29%	79 56%	200 23%	70 29%	204 28%	100 31%	128 32%	42 28%	27 15%	69 21%	228 31%	74 28%	85 29%	63 25%	48 34%	270 28%	27 29%s	9 16%s	111 41%	41 20%	10 8%	59 74%s	92 49%	34 15%	39 21%	138 24%	126 38%	332 30%
Disike Zack Polanski	432 39%	65 31%	69 40%	20 20%	160 62%	29 30%	188 37%	242 41%	48 33%	370 42%	90 38%	276 38%	105 32%	165 41%	59 40%	93 51%	152 46%	270 37%	109 41%	102 38%	98 38%	57 39%	365 38%	42 45%s	24 45%s	76 28%	91 45%	84 69%	16 20%s	62 33%	87 40%	73 39%	229 40%	125 38%	410 37%
Dislike Green party	470 43%	80 38%	80 46%	7 6%	180 69%	38 39%	205 40%	264 45%	48 33%	412 47%	99 41%	314 44%	116 35%	192 48%	59 39%	94 52%	152 46%	308 42%	115 43%	103 36%	121 47%	64 45%	404 42%	42 44%s	24 45%s	101 37%	110 55%	89 72%	12 15%s	51 27%	85 39%	89 48%	240 42%	139 42%	442 40%