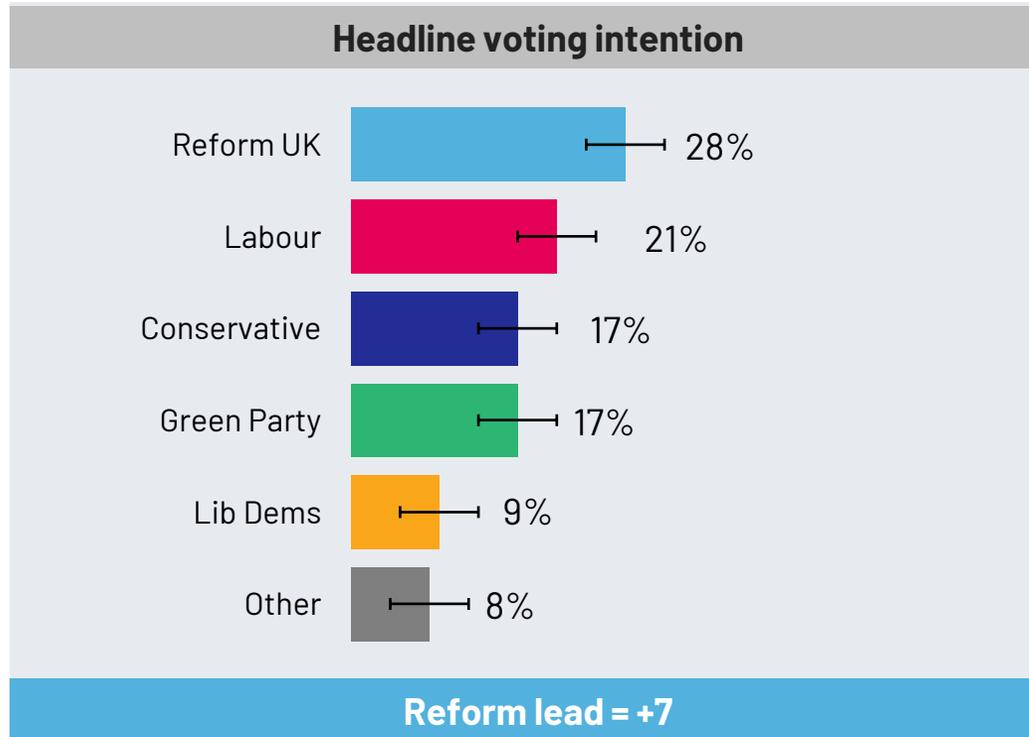


Ipsos Political Monitor

March 2026

Voting Intention: March 2026

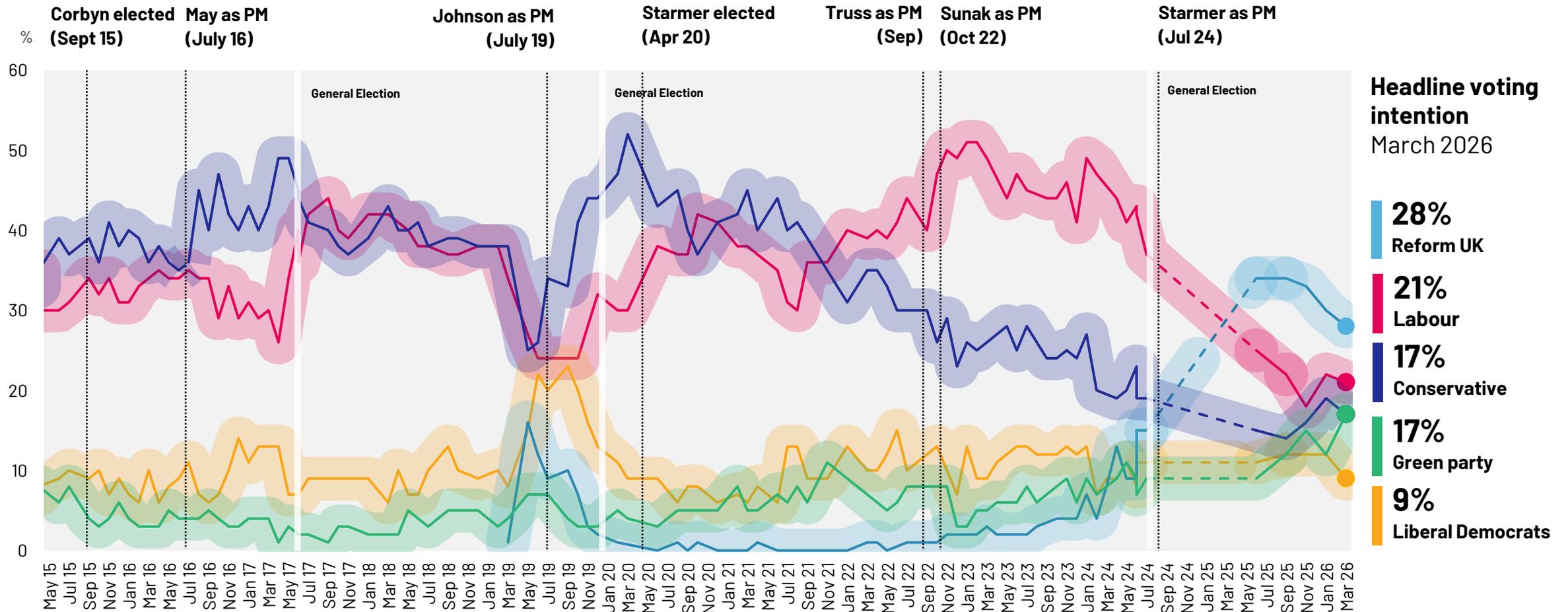
How do you intend to vote in the General Election? Will you vote...?



Base: 1,062 British adults 18+, 5-11 March 2026; Headline Voting Intention: all 9/10 certain to vote, always/usually/it depends vote in General Elections = **750**. Margin of error is displayed at +/- 4% All polls are subject to a wide range of potential sources of error. On the basis of the historical record of the polls at recent general elections, there is a 9 in 10 chance that the true value of a party's support lies within 4 points of the estimates provided by this poll, and a 2 in 3 chance that they lie within 2 points. This is especially important to keep in mind when calculating party lead figures.

Ipsos headline voting intention: Since the 2015 General Election

How would you vote if there were an election tomorrow?

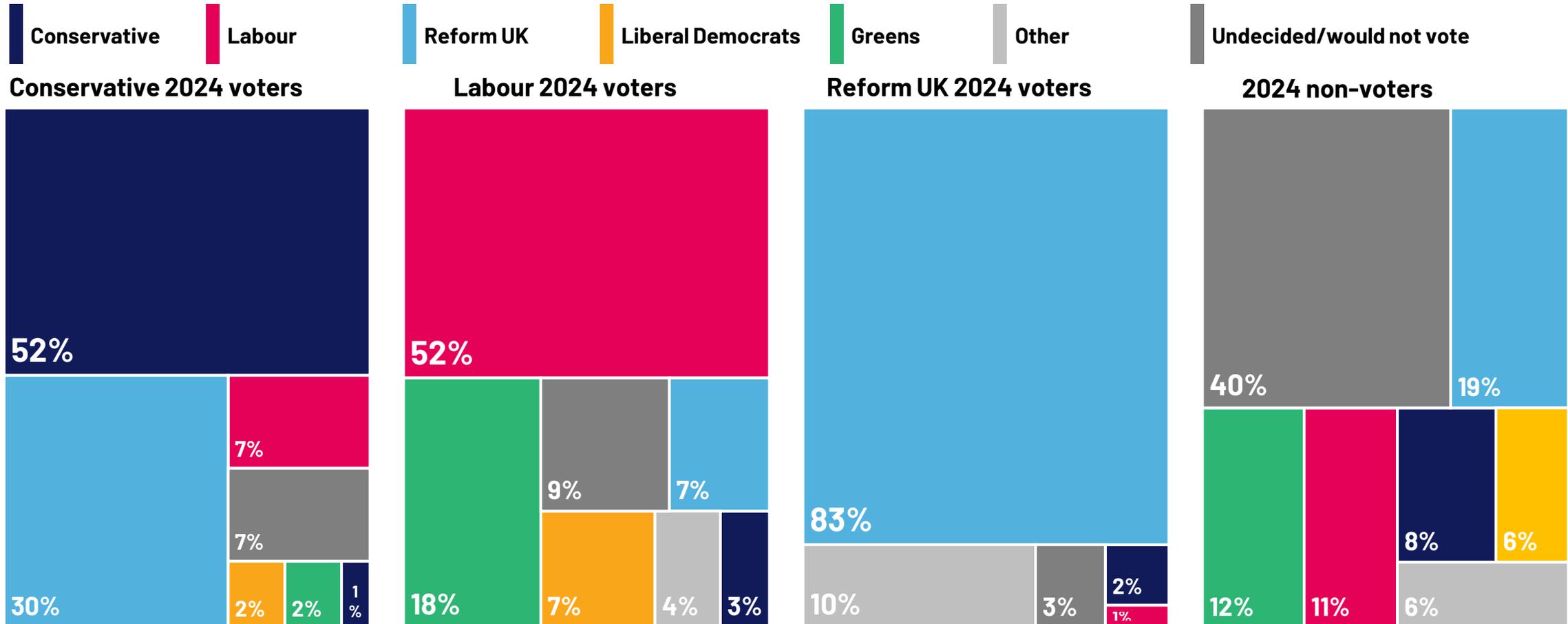


Base: c. :800 British adults 18; Prior to September 2015 the turnout filter is "All certain to vote"; From July 2015 turnout filter is "all 9/10 certain to vote and always/usually/it depends vote in General Elections. Note small change in methodology in approach to prompting Brexit Party in July 2019 Note change in methodology from December 2024 to June 2025.

Source: Ipsos Political Monitor



Voting intention by 2024 General Election vote



Base: 1,062 British adults 18+, 5-11 March 2026 ; Conservative 2024 voters (197), Labour 2024 voters (261), Reform UK 2024 voters (105), non-voters/too young to vote (220).

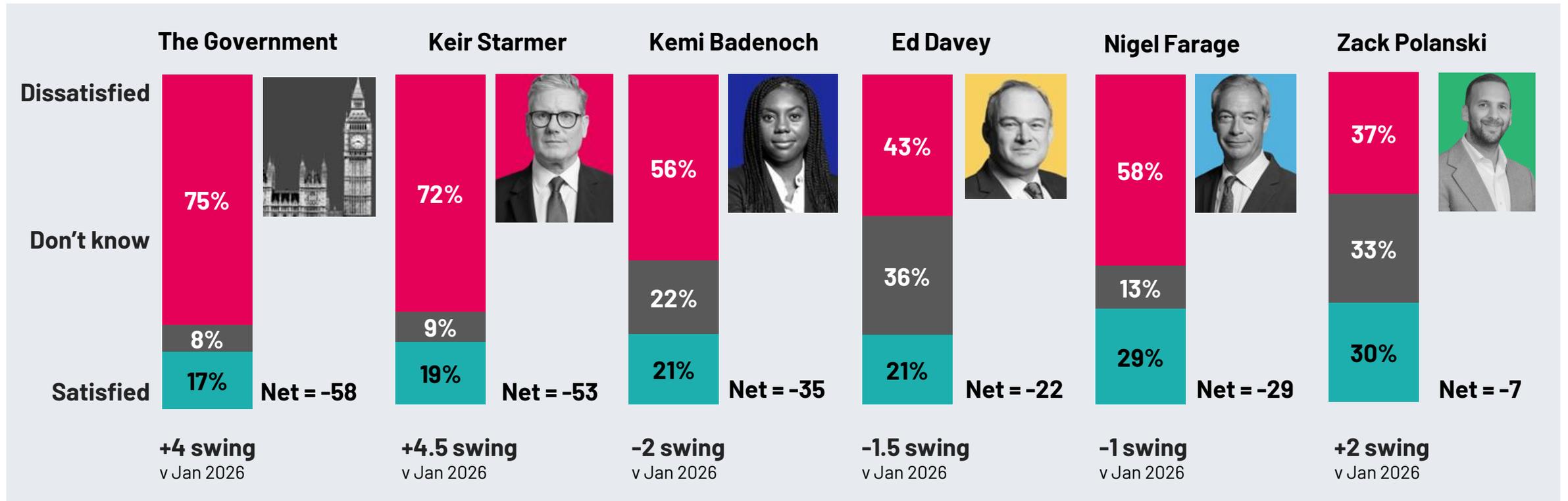
SATISFACTION

With government and party leaders



Satisfaction with leaders and the Government: March 2026

Are you satisfied or dissatisfied with the way.... is running the country / doing his job/her as Prime Minister /Leader of the Conservative Party/ Leader of the Liberal Democrats/ Leader of Reform UK/ Leader of the Green Party?

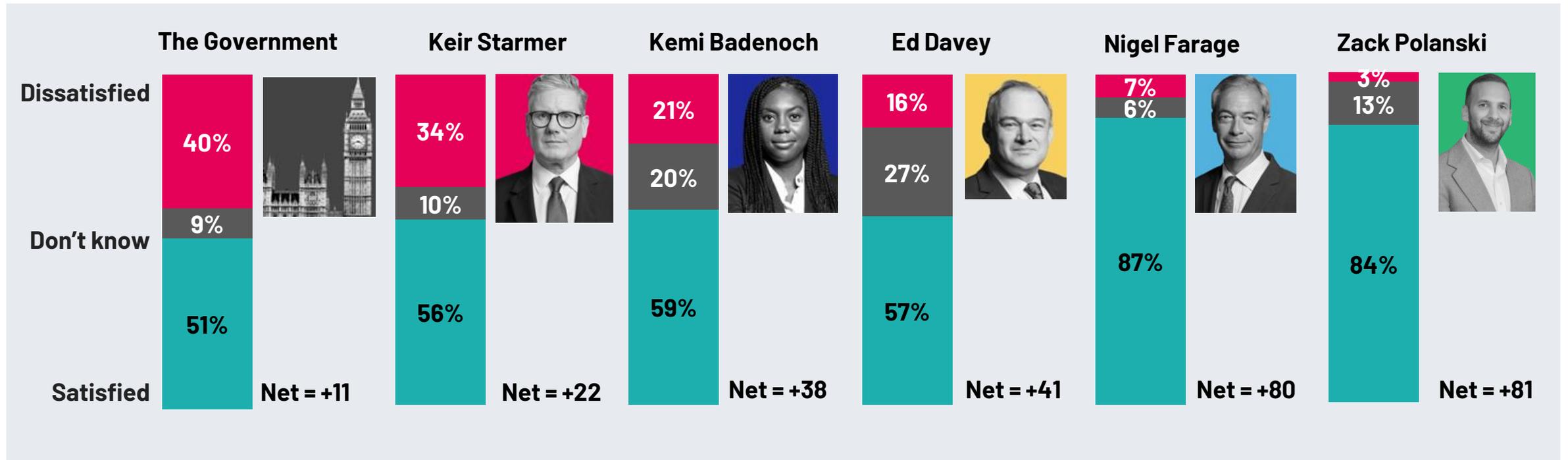


Base: 1,062 British adults 18+, 5-11 March 2026

Source: Ipsos Political Monitor

Satisfaction with leaders and the Government: March 2026

Are you satisfied or dissatisfied with the way.... is running the country / doing his job/her as Prime Minister /Leader of the Conservative Party/
Leader of the Liberal Democrats/ Leader of Reform UK/ Leader of the Green Party? **Among own party supporters**



Base: 1,062 British adults 18+, 5-11 March 2026

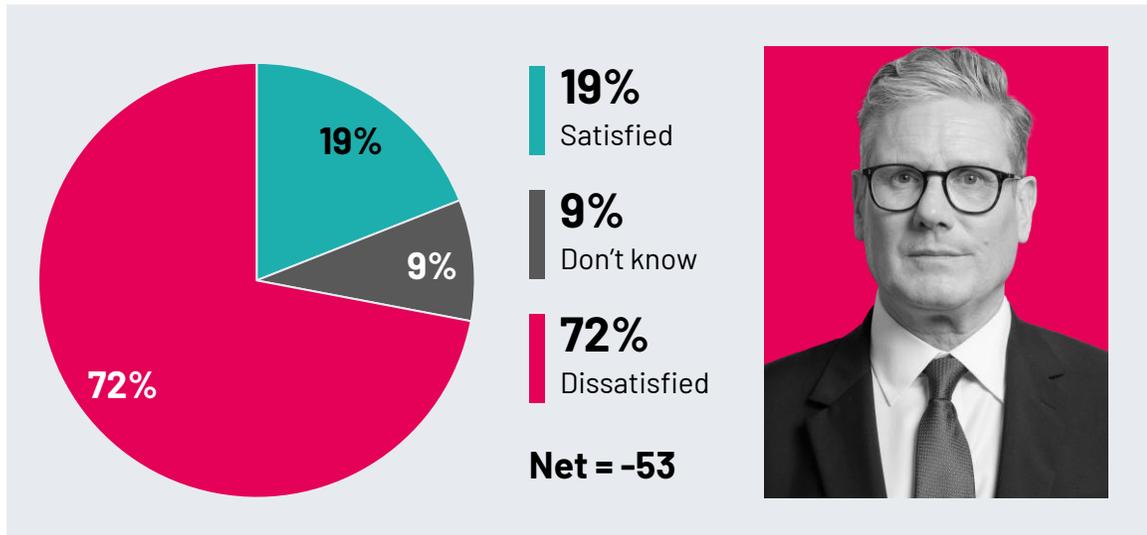
Source: Ipsos Political Monitor

Keir Starmer: Satisfaction

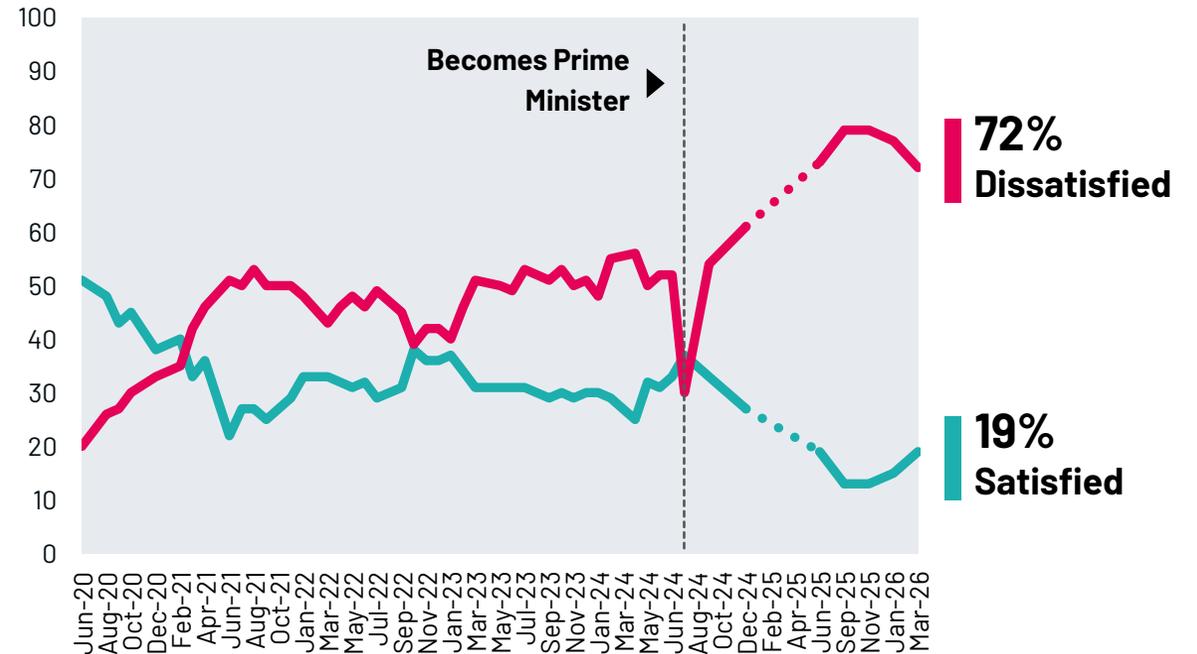
Are you satisfied or dissatisfied with the way Keir Starmer is doing his job as Prime Minister

March 2026

Among all



June 2020 – March 2026



Base: 1,062 British adults 18+, 5-11 March 2026

Note: Data collected from June 2020 was via telephone; from June 2025 data was collected online via the probability KnowledgePanel.

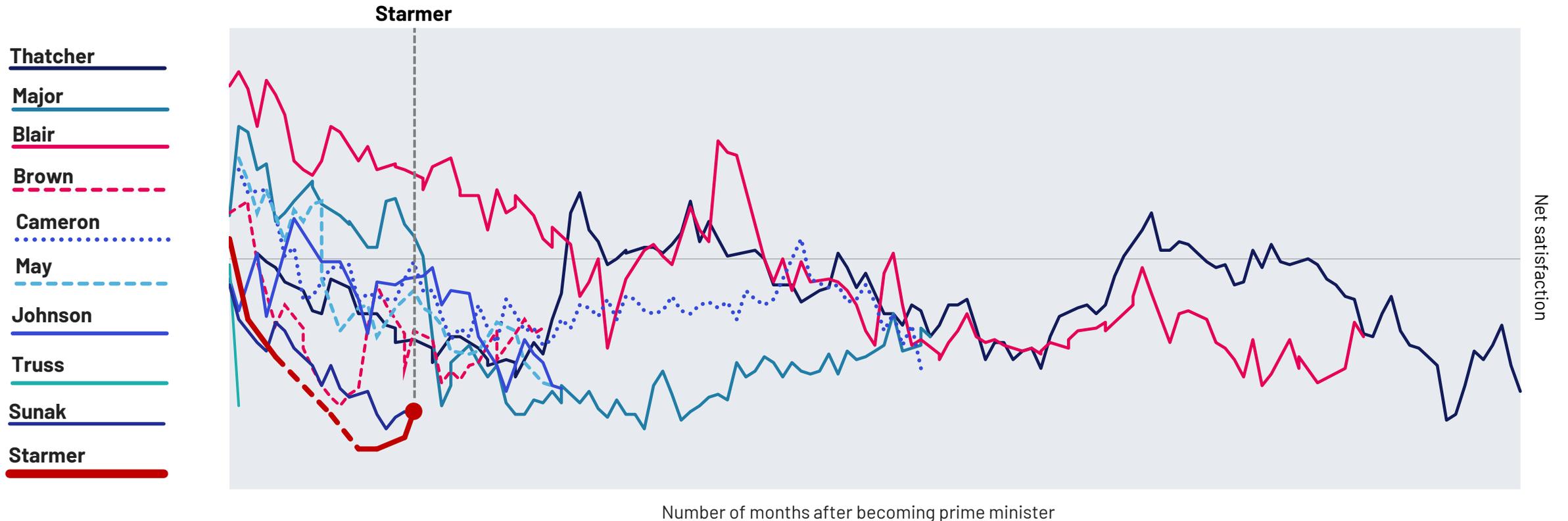
© Ipsos | Political Monitor | March 2026 | Public

Source: Ipsos Political Monitor



Net satisfaction with Prime Ministers (1979 - 2026)

How satisfied or dissatisfied are you with the way ... is doing his/her job as Prime Minister?



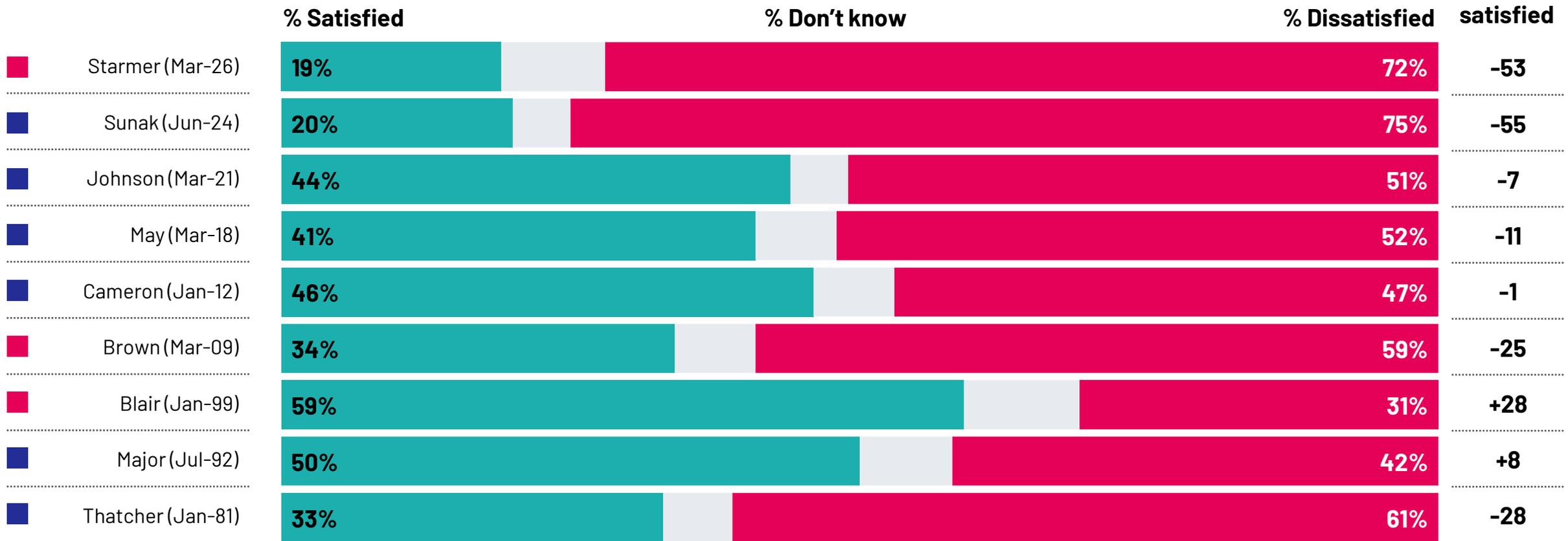
Note: Data prior to February 2008 was collected via face-to-face methodology; data collected from February 2008 was via telephone; from May 2025 data was collected online via the probability KnowledgePanel. Note small differences will not be statistically significant
Base: c.1,000 British adults each month

Source: Ipsos Political Monitor

Leader Satisfaction:

Prime Minister's satisfaction rating at the equivalent time of their Premiership

Are you satisfied or dissatisfied with the way ... is doing his/her job as Prime Minister?



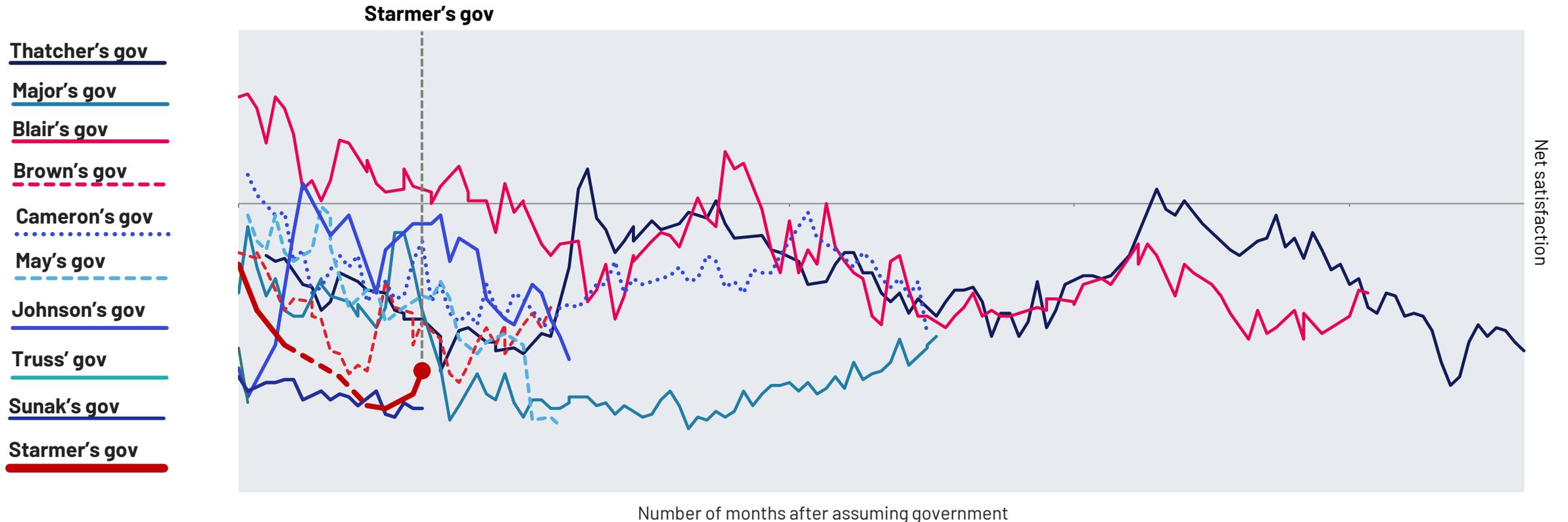
Note: Data prior to February 2008 was collected via face-to-face methodology; data collected from February 2008 was via telephone; from May 2025 data was collected online via the probability KnowledgePanel. Note small differences will not be statistically significant.

Base: c.1,000 British adults each month

Source: Ipsos Political Monitor

Net satisfaction with the Government (1979 – 2026)

How satisfied or dissatisfied are you with the way the government is running the country?



Note: Data prior to February 2008 was collected via face-to-face methodology; data collected from February 2008 was via telephone; from May 2025 data was collected online via the probability KnowledgePanel. Note small differences will not be statistically significant
Base: c.1,000 British adults each month

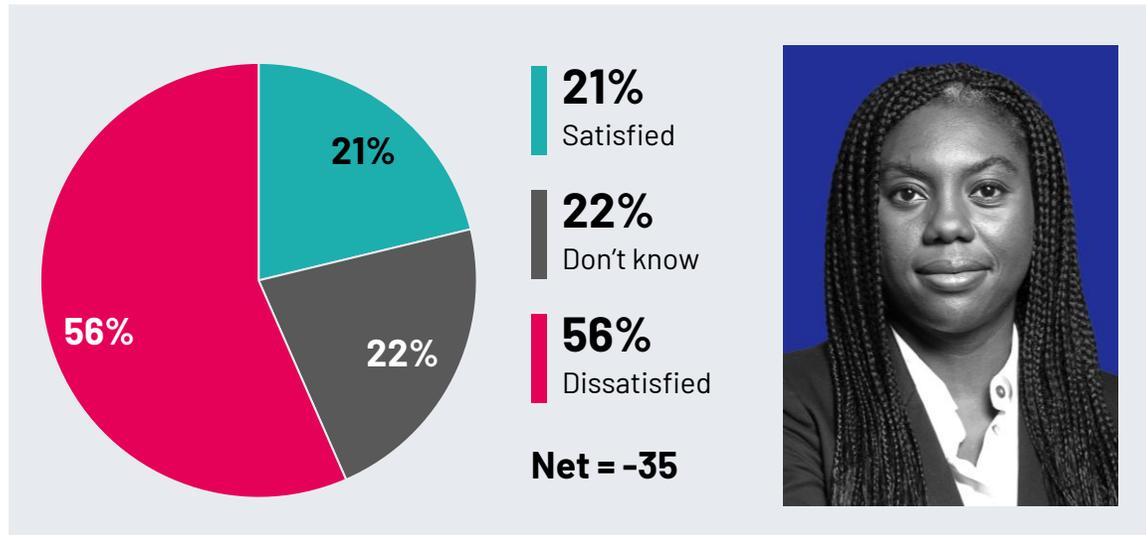
Source: Ipsos Political Monitor

Kemi Badenoch: Satisfaction

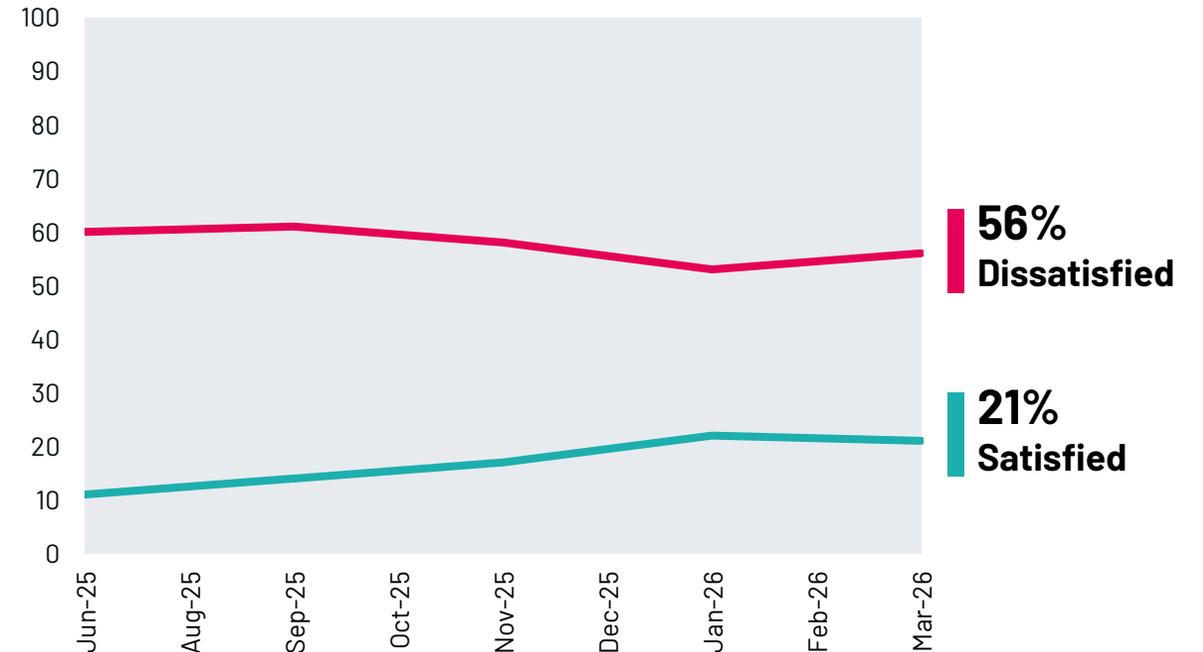
Are you satisfied or dissatisfied with the way Kemi Badenoch is doing her job as leader of the Conservative party

March 2026

Among all



June 2025 - March 2026



Base: 1,062 British adults 18+, 5-11 March 2026

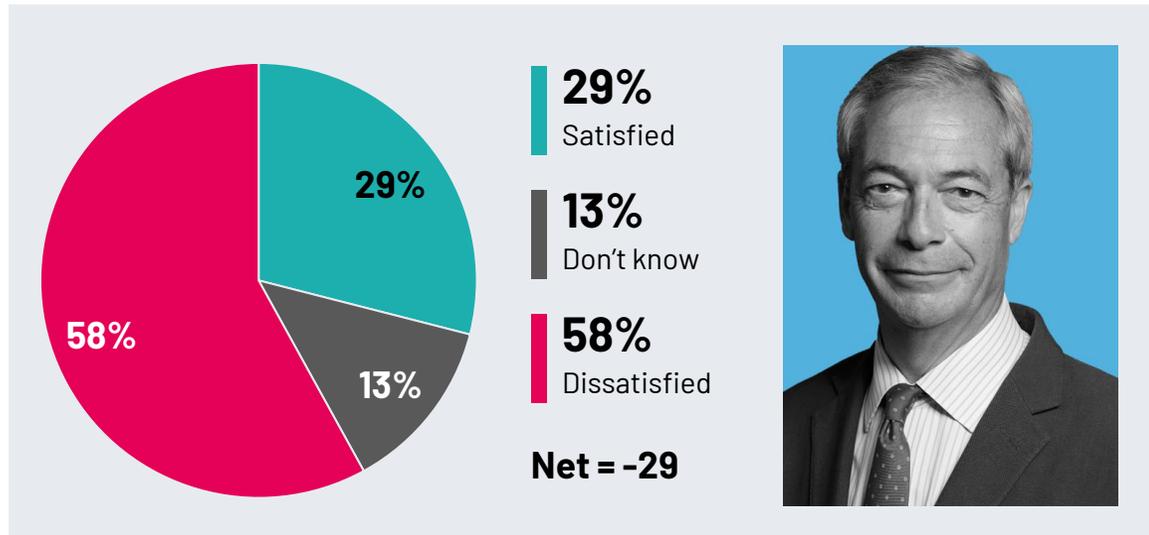
Source: Ipsos Political Monitor

Nigel Farage: Satisfaction

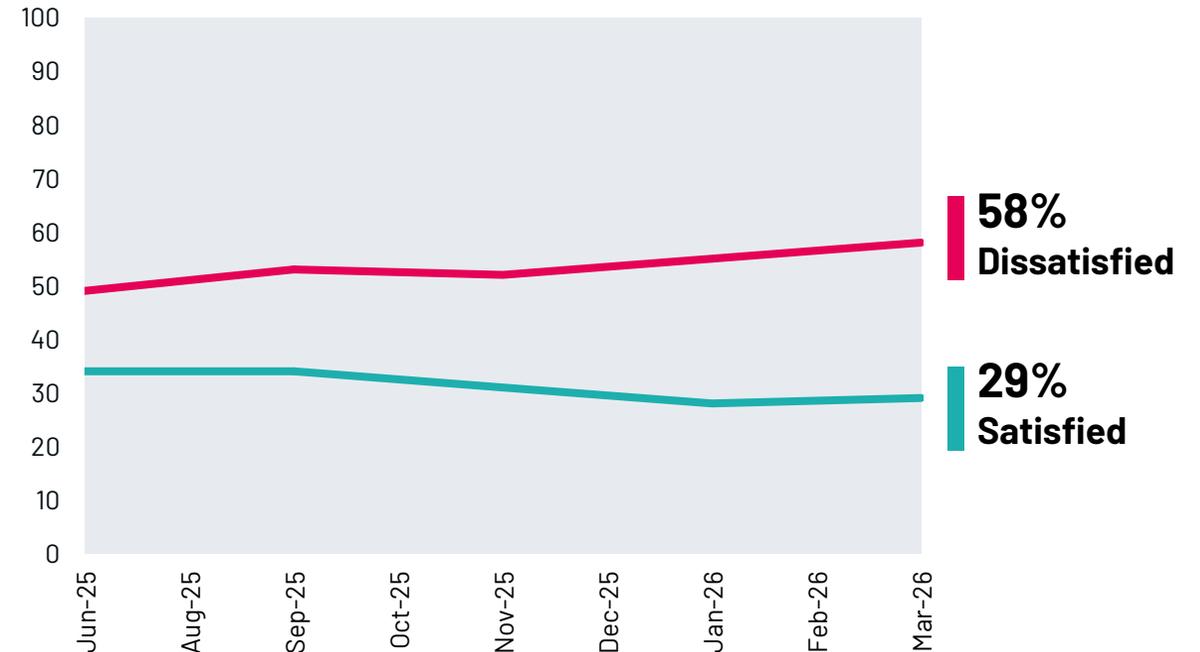
Are you satisfied or dissatisfied with the way Nigel Farage is doing his job as leader of Reform UK

March 2026

Among all



June 2025 - March 2026



Base: 1,062 British adults 18+, 5-11 March 2026

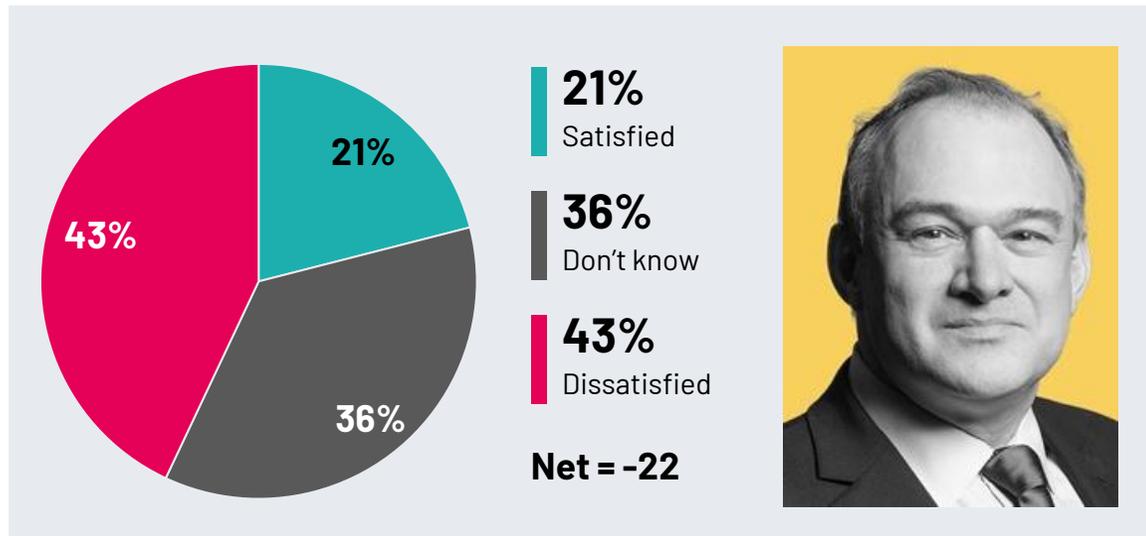
Source: Ipsos Political Monitor

Ed Davey: Satisfaction

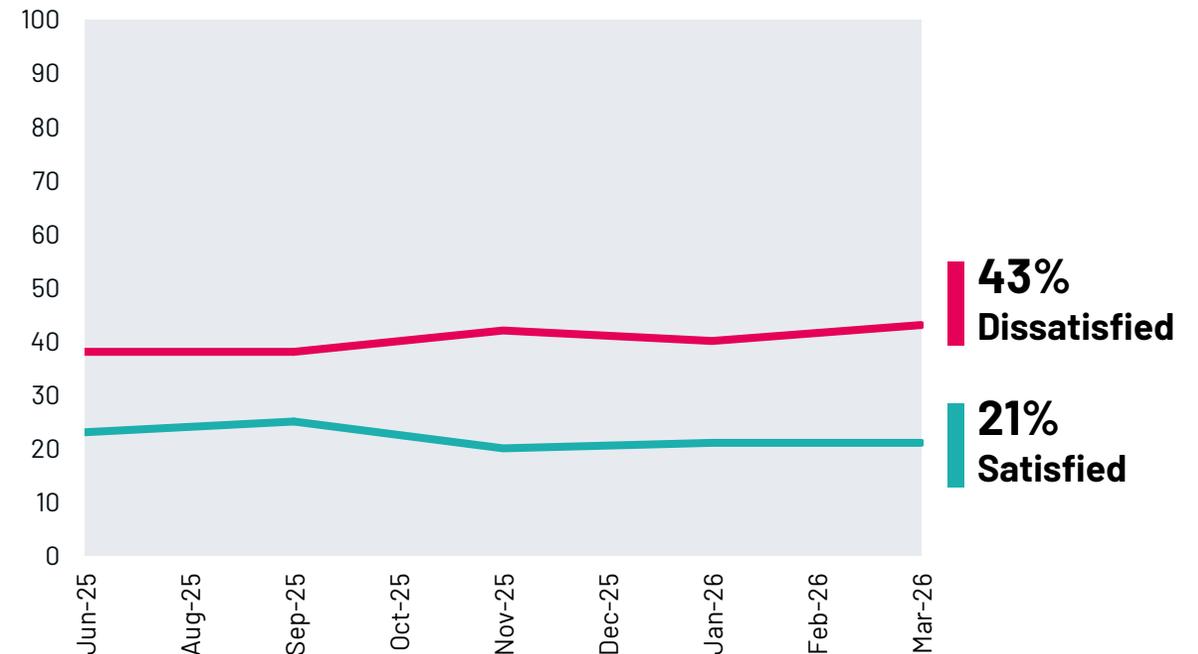
Are you satisfied or dissatisfied with the way Ed Davey is doing his job as leader of the Liberal Democrats

March 2026

Among all



June 2025 - March 2026

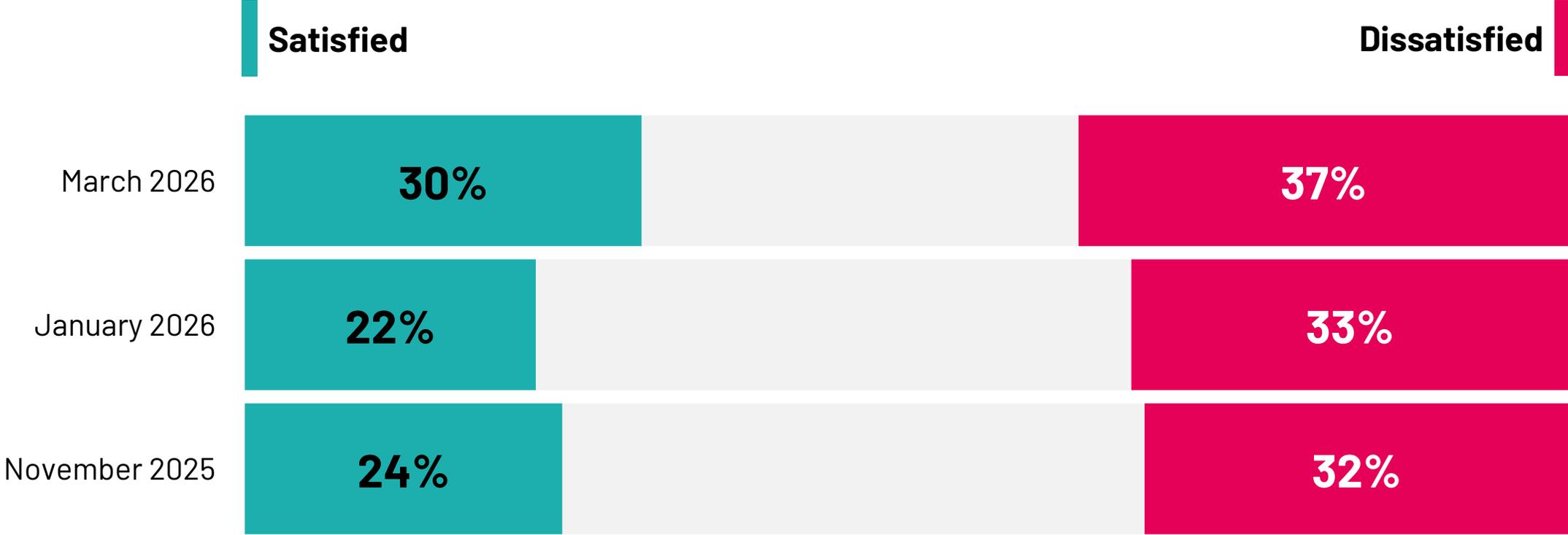


Base: 1,062 British adults 18+, 5-11 March 2026

Source: Ipsos Political Monitor

Zack Polanski: Satisfaction

Can you tell me whether you are satisfied or dissatisfied with the way Zack Polanski is doing his job as leader of the Green party



Base: 1,062 British adults 18+, 5-11 March 2026

Source: Ipsos Political Monitor

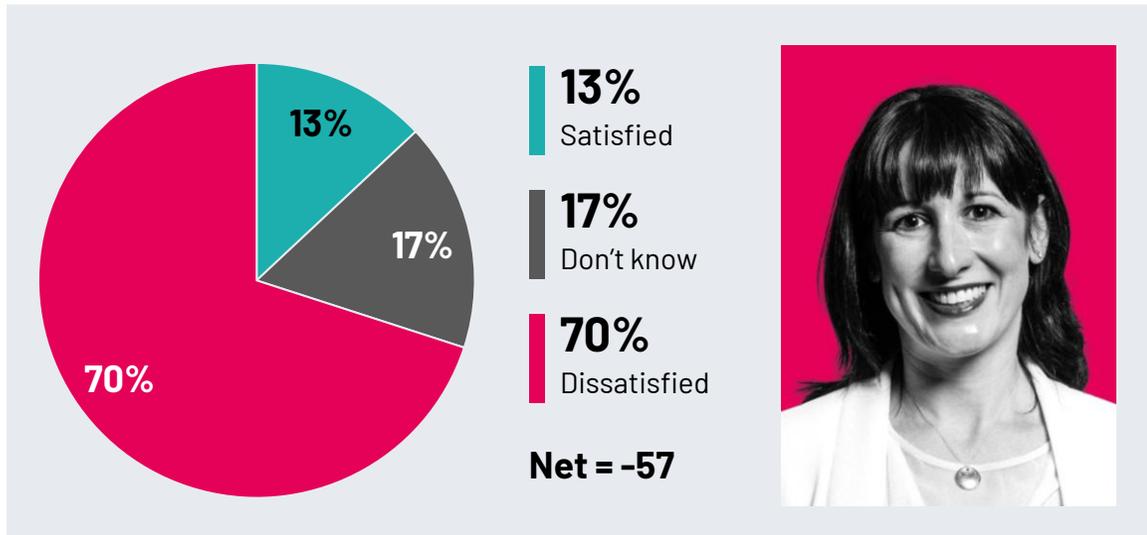


Rachel Reeves: Satisfaction

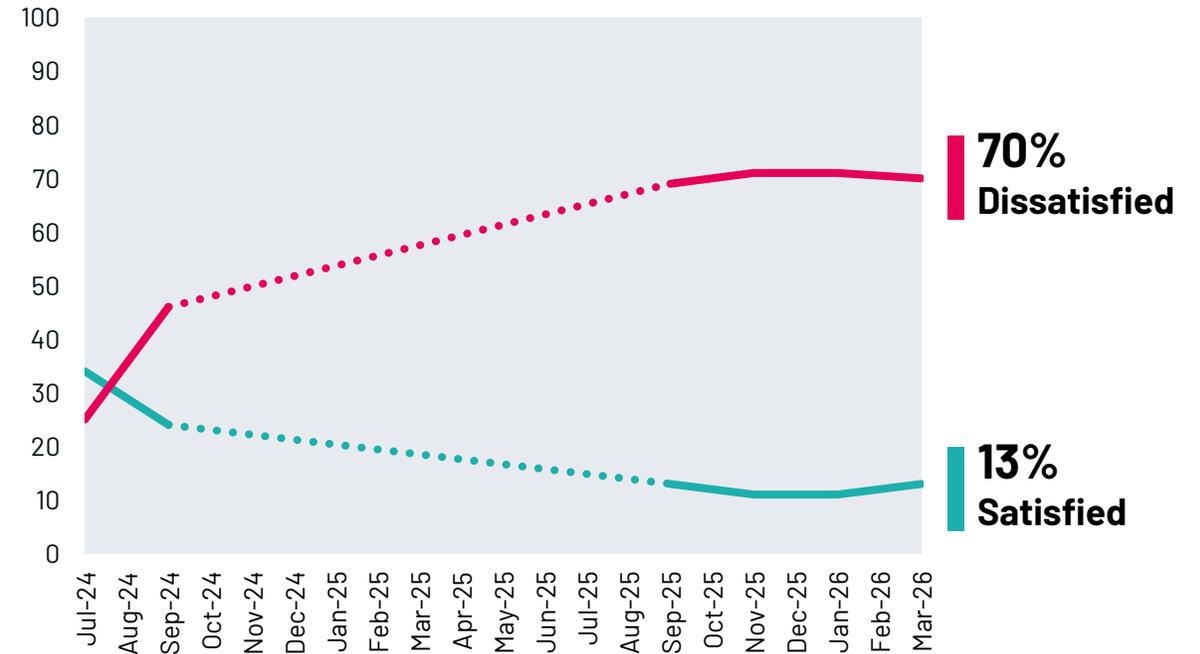
Are you satisfied or dissatisfied with the way Rachel Reeves is doing her job as Chancellor of the Exchequer

March 2026

Among all



June 2025 - March 2026



Base: 1,062 British adults 18+, 5-11 March 2026

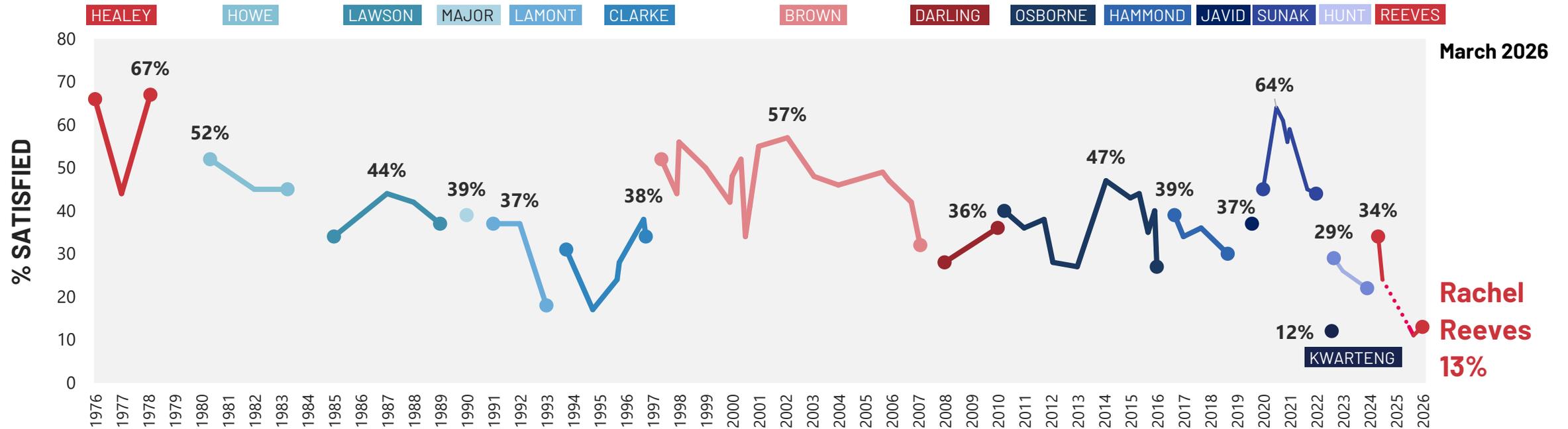
Note: Data collected from Jul 2024 was via telephone; from September 2025 data was collected online via the probability KnowledgePanel.

Source: Ipsos Political Monitor



Satisfaction with the Chancellor of the Exchequer: 1976-2026

Can you tell me whether you are satisfied or dissatisfied with the way ... is doing his/her job as Chancellor of the Exchequer?



Note: Data labels denote each Chancellor's highest satisfaction score

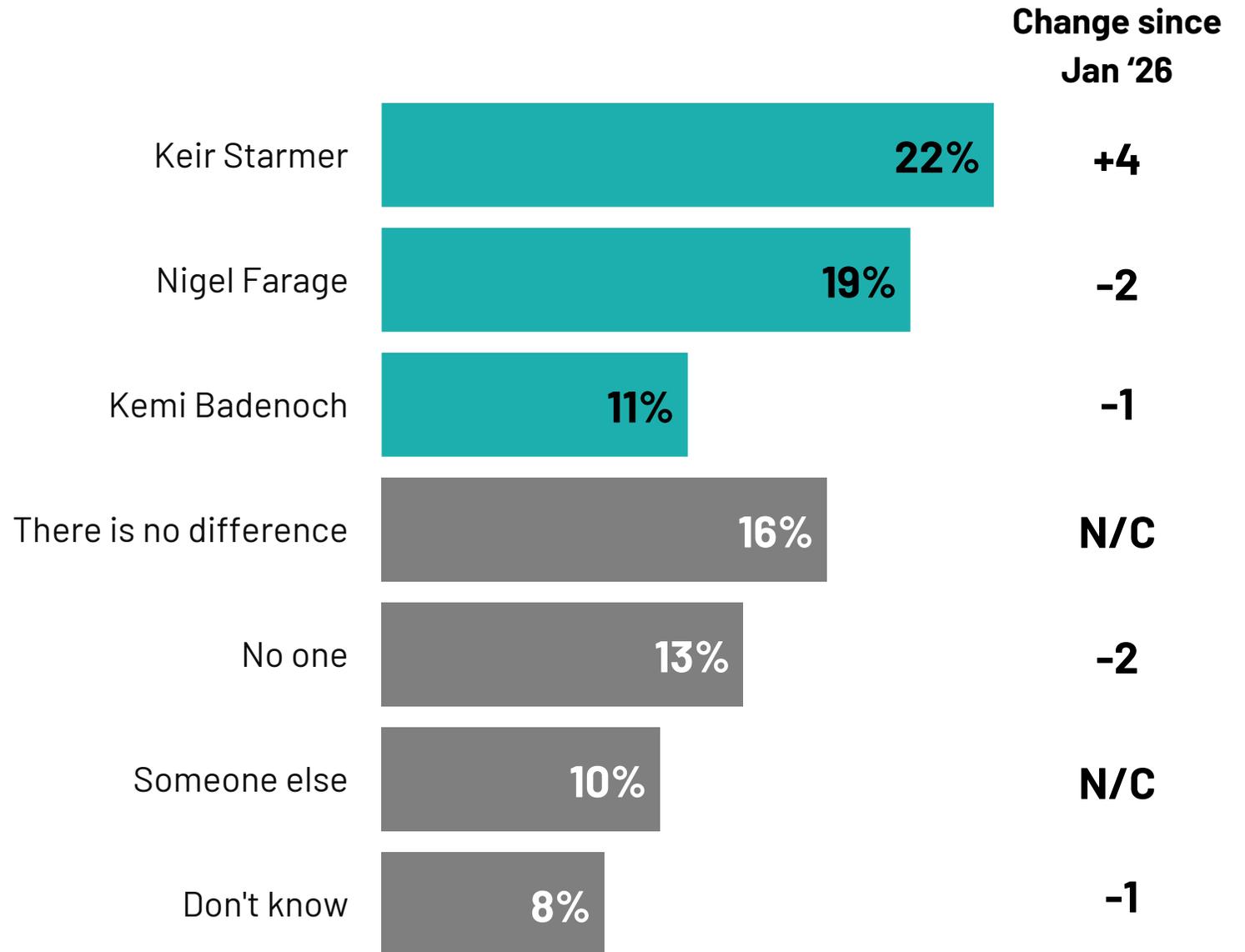
Source: Ipsos Political Monitor

Note: Data prior to February 2008 was collected via face-to-face methodology; data collected from February 2008 was via telephone; from May 2025 data was collected online via the probability KnowledgePanel. Note small differences will not be statistically significant

Base: c.1,000 British adults 18+ each month

Most capable Prime Minister

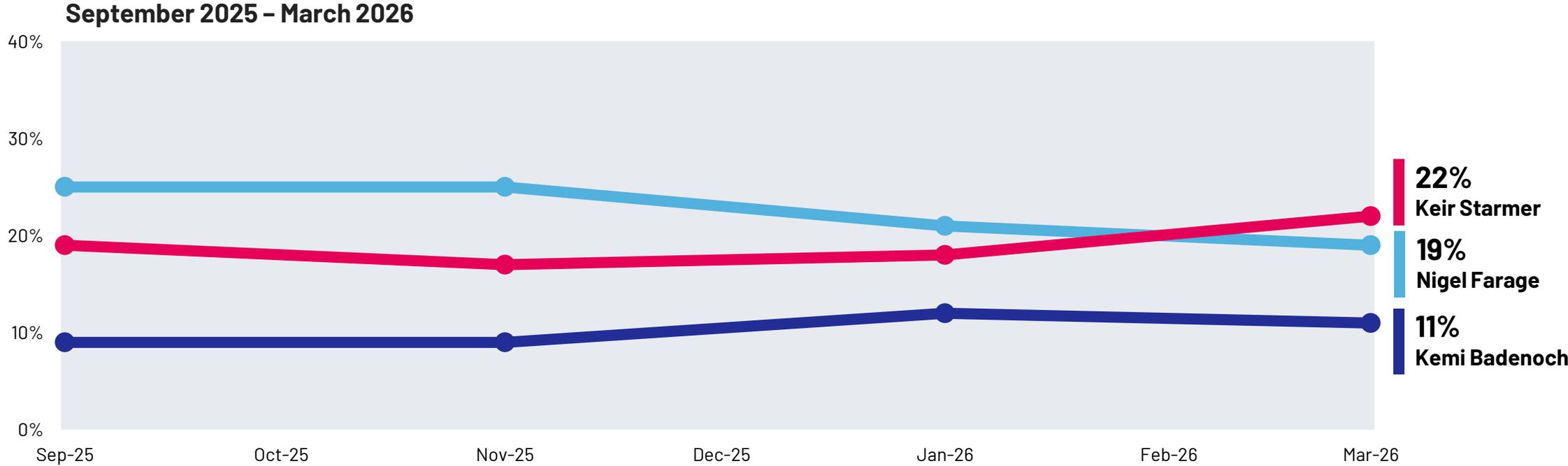
Who do you think would make the most capable Prime Minister?



Base: 1,062 British adults 18+, 5-11 March 2026

Most capable Prime Minister: *Trend*

Who do you think would make the most capable Prime Minister?

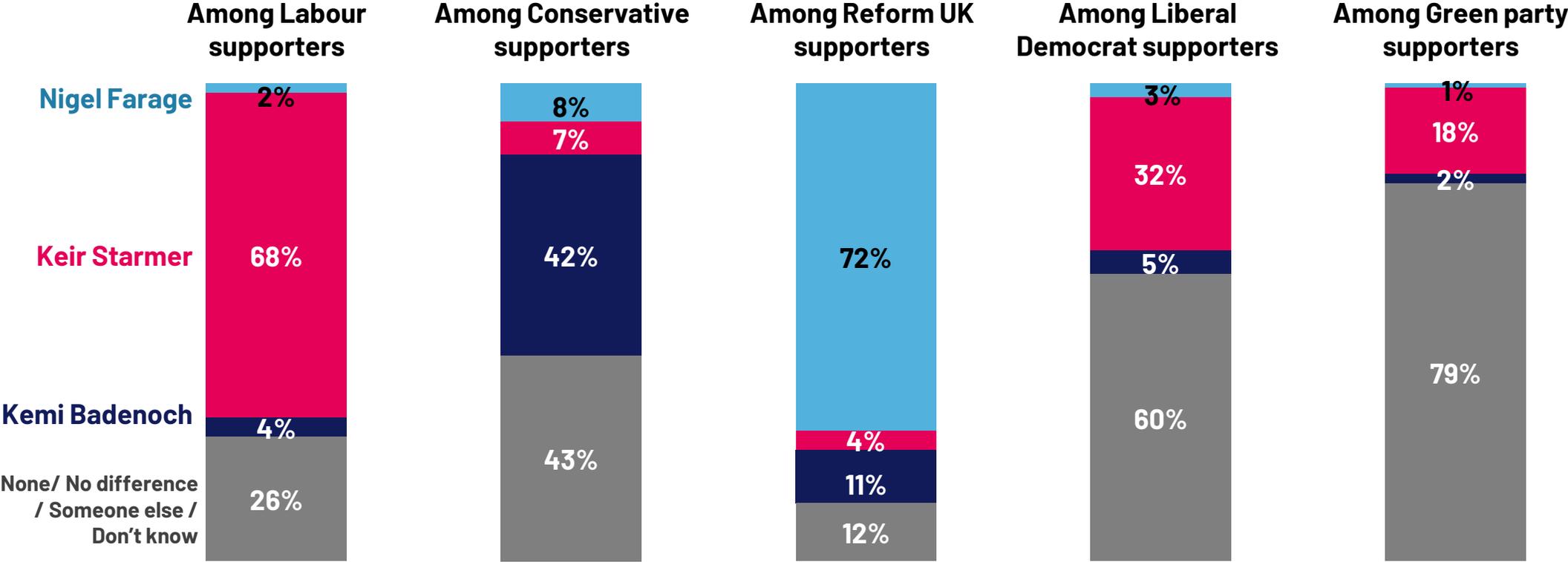


Base: 1,062 Online British adults aged 18+, 5-11 March 2026



Most capable Prime Minister: Among party supporters

Who do you think would make the most capable Prime Minister?



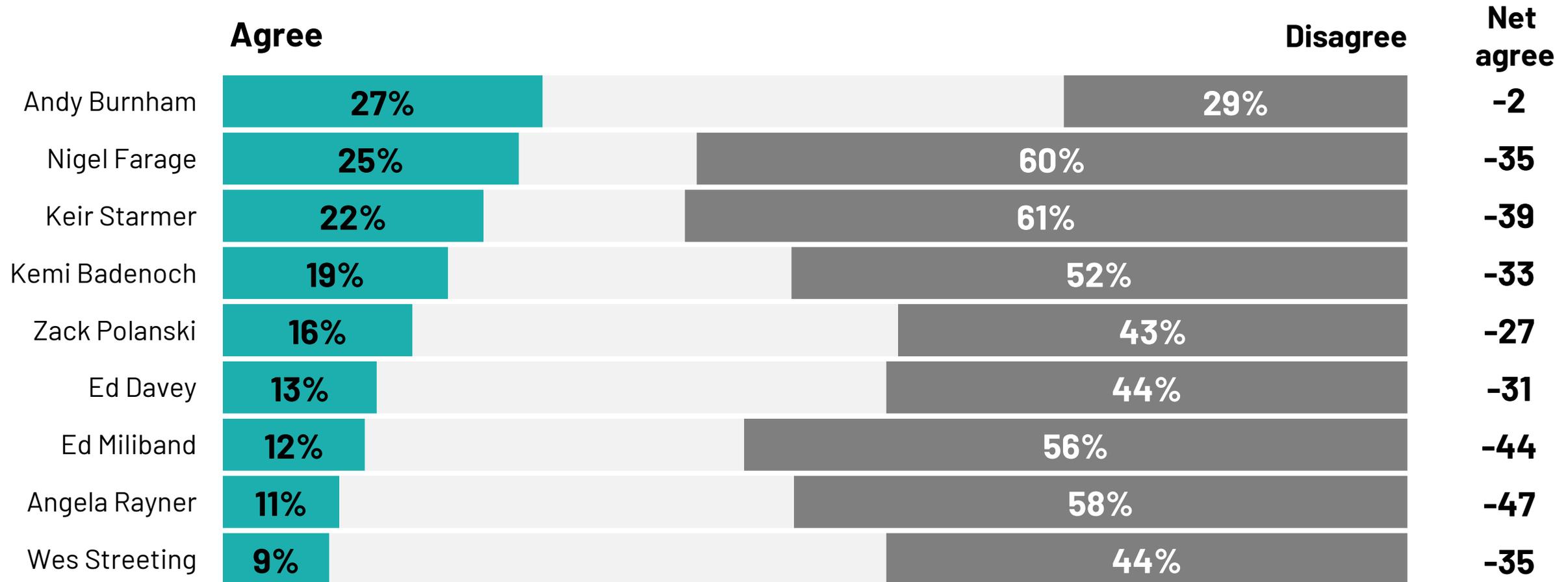
Base: 1,062 British adults 18+; All who intend to vote Labour (204), Conservative (150), Reform UK (228), Liberal Democrat (93), Green party (144); 5-11 March 2026

Source: Ipsos Political Monitor



Has what it takes to be a good Prime Minister

On balance, do you agree or disagree that... has what it takes to be a good Prime Minister

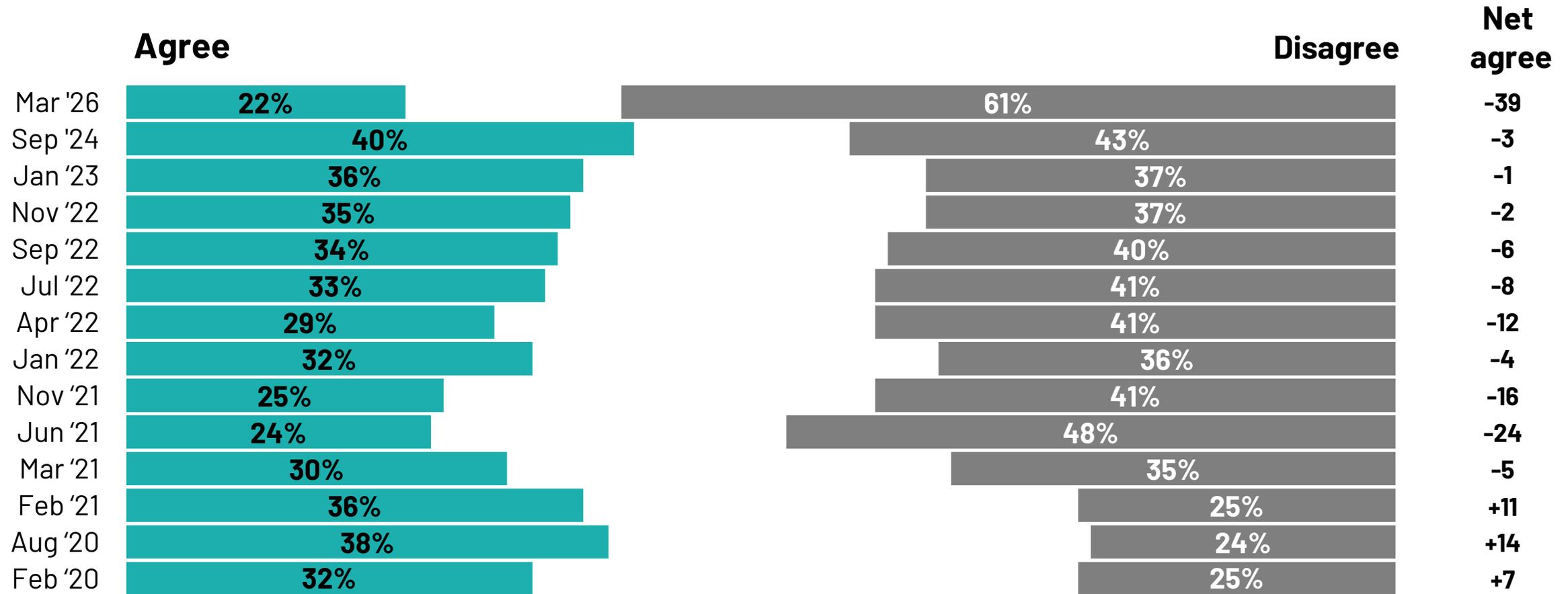


Base: 1,062 British adults 18+, 5-11 March 2026

Source: Ipsos Political Monitor

Does Keir Starmer have what it takes to be a good PM?

On balance, do you agree or disagree that... has what it takes to be a good Prime Minister

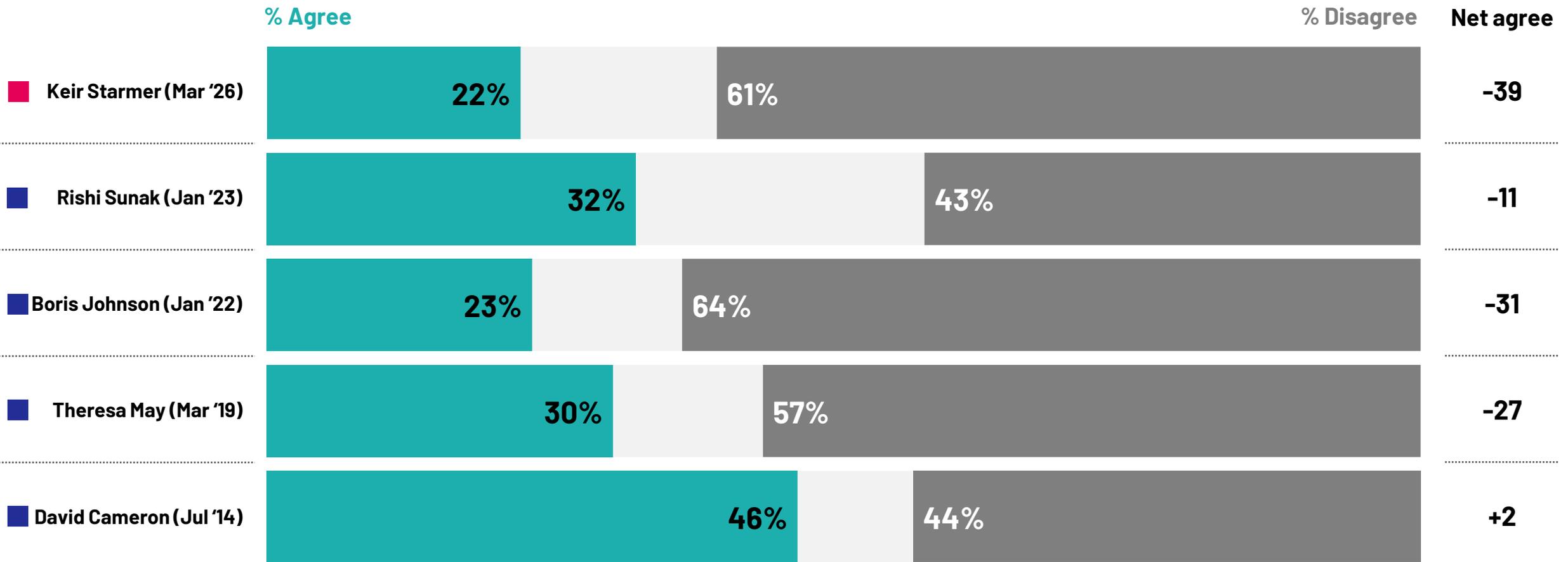


Base: 1,062 British adults 18+, 5-11 March 2026

Source: Ipsos Political Monitor

Does the Prime Minister have what it takes to be a good Prime Minister: Lowest rating whilst in office

On balance, do you agree or disagree that... has what it takes to be a good Prime Minister



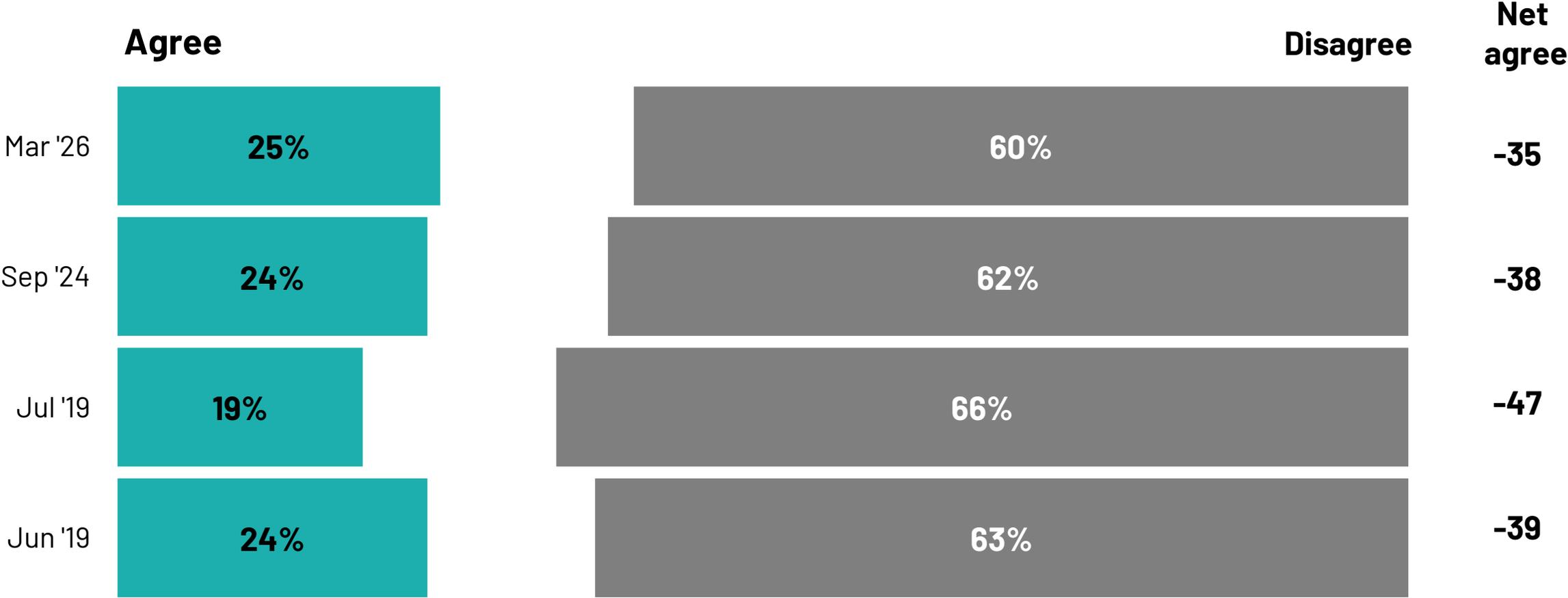
Note: Data collected prior to March 2026 was via telephone; from March 2026 data was collected online via the probability KnowledgePanel. Note small differences will not be statistically significant

Base: c.1,000 British adults each month

Source: Ipsos Political Monitor

Does Nigel Farage have what it takes to be a good PM?

On balance, do you agree or disagree that... has what it takes to be a good Prime Minister



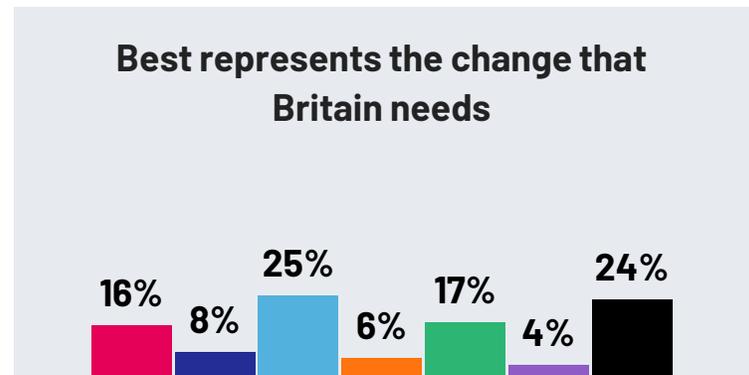
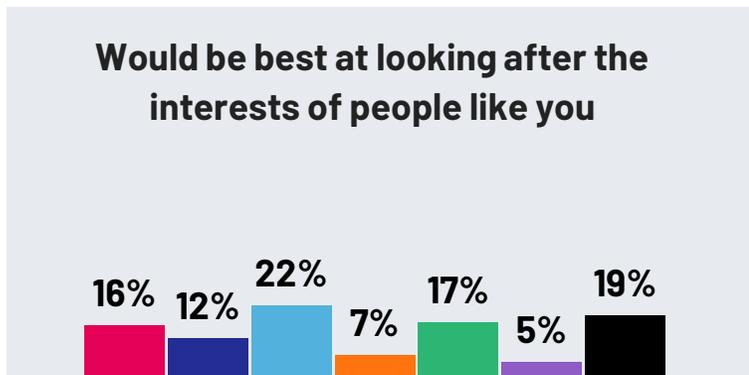
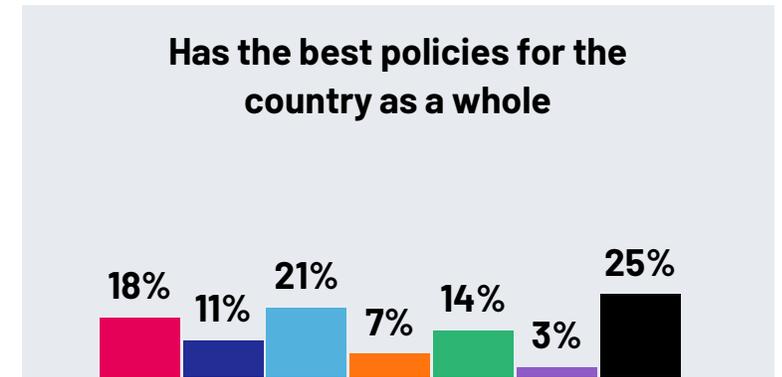
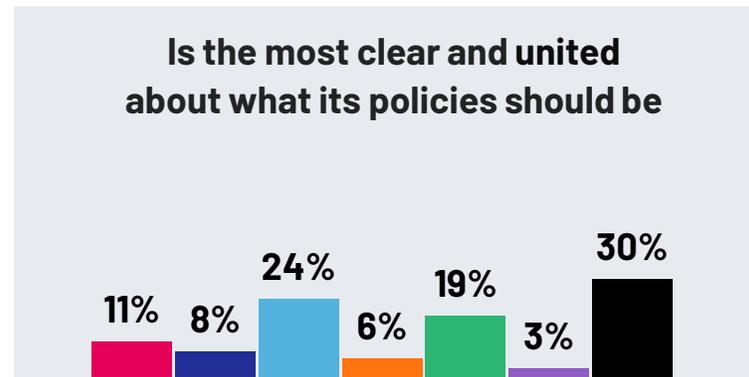
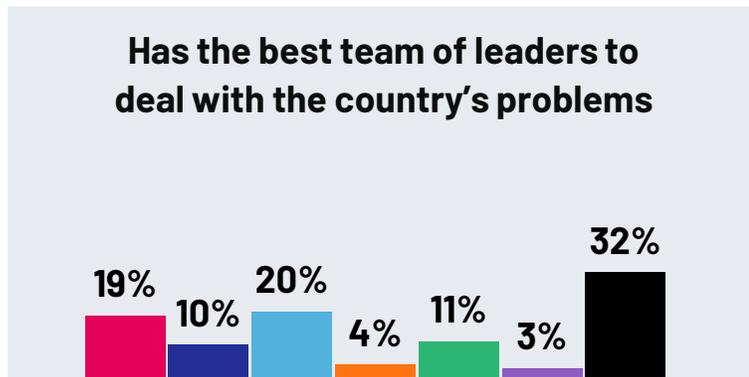
Base: 1,062 British adults 18+, 5-11 March 2026

Source: Ipsos Political Monitor



Party image

Which political party, if any, do you think...?

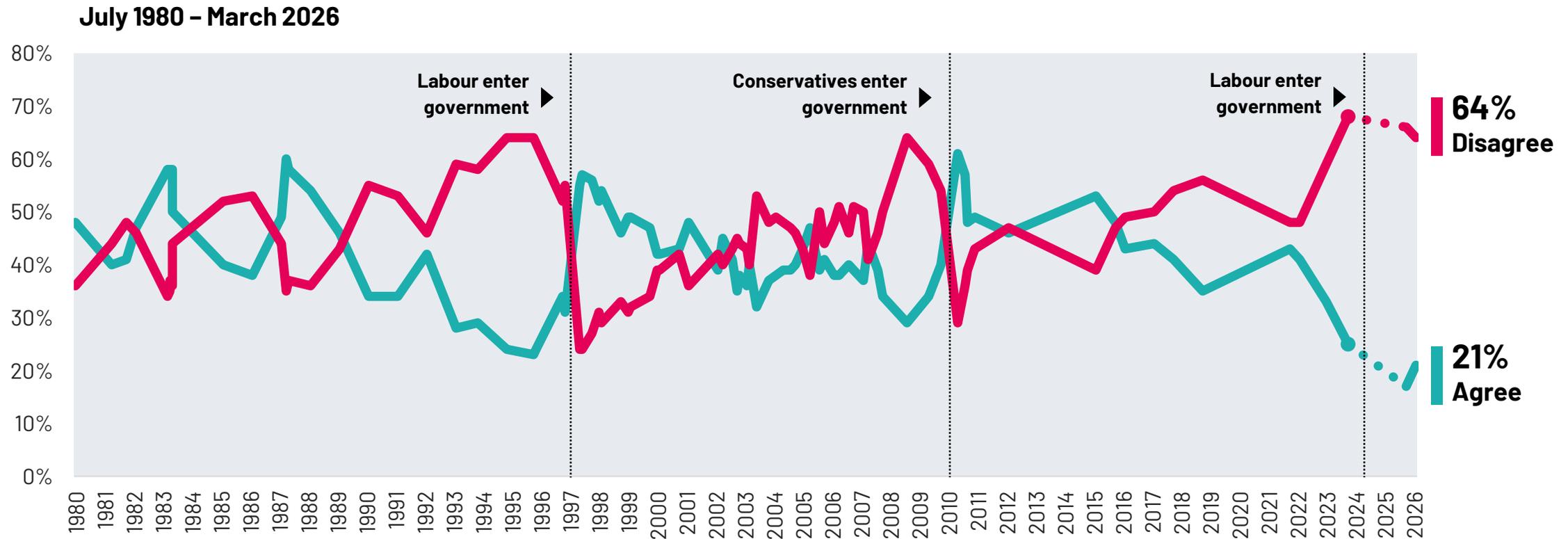


Base: 1,062 British adults 18+, 5-11 March 2026

Impact of Government policies: Britain's economy

On balance, do you agree or disagree with the following statement.

"In the long term, this government's policies will improve the state of Britain's economy"



Base: 1,062 British adults 18+, 5-11 March 2026

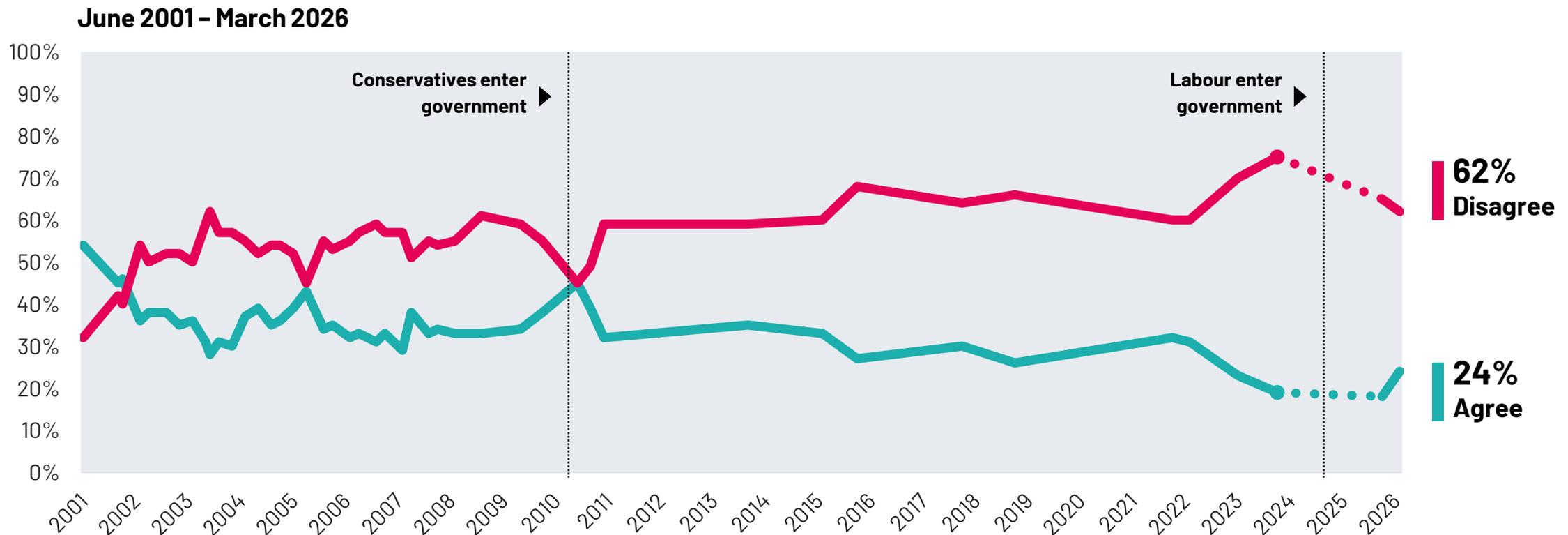
Note: Data collected in 2024 was via telephone; from May 2025 data was collected online via the probability KnowledgePanel. Note small differences will not be statistically significant

Source: Ipsos Political Monitor

Impact of Government policies: Britain's public services

On balance, do you agree or disagree with the following statement.

"In the long term, this government's policies will improve the state of Britain's public services"



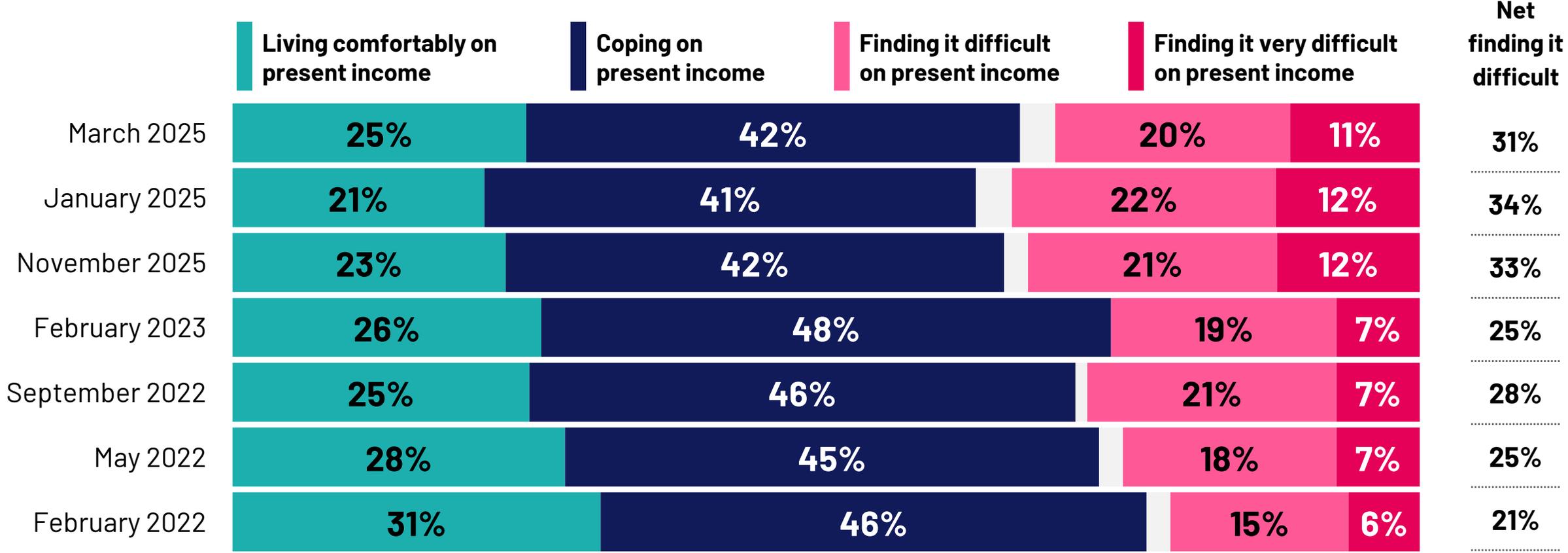
Base: 1,062 British adults 18+, 5-11 March 2026

Note: Data collected in 2024 was via telephone; from May 2025 data was collected online via the probability KnowledgePanel. Note small differences will not be statistically significant

Source: Ipsos Political Monitor

How do Britons feel about their household's income

Which of these descriptions comes closest to how you feel about your household's income nowadays?

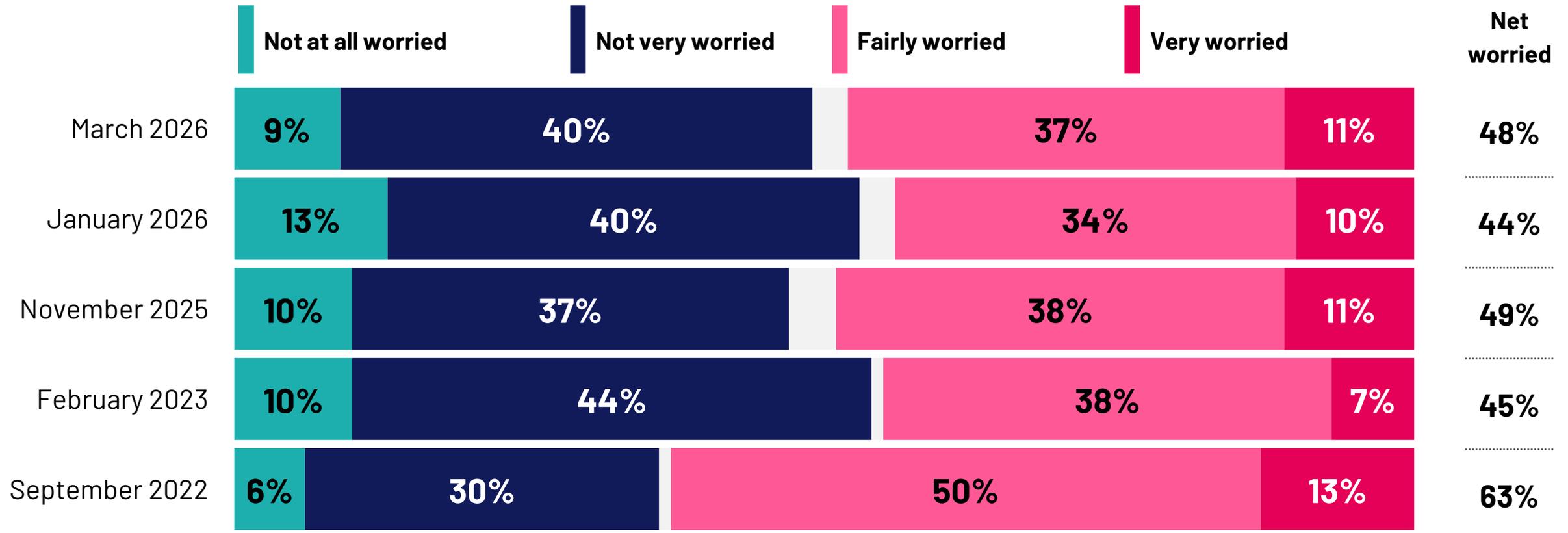


Base: 1,062 British adults 18+, 5-11 March 2026



How worried are Britons about their household's financial situation

How worried, if at all, are you about you and your household's financial situation?



Base: 1,062 British adults 18+, 5-11 March 2026

Financial wellbeing segmentation

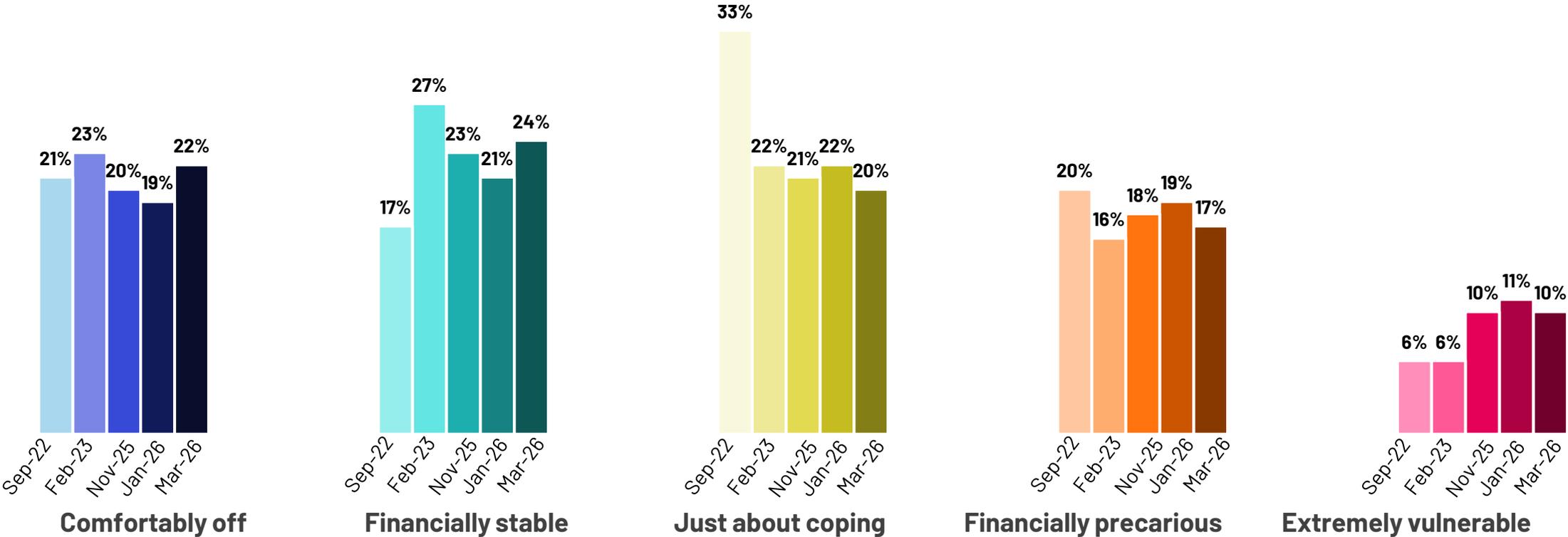
We've identified **five financial conditions** based on people's self-reported financial situation and concerns about their finances

People can move in and out of these conditions as their financial situation and/or their outlook change.

Ipsos in the UK have been tracking these segments since 2022.



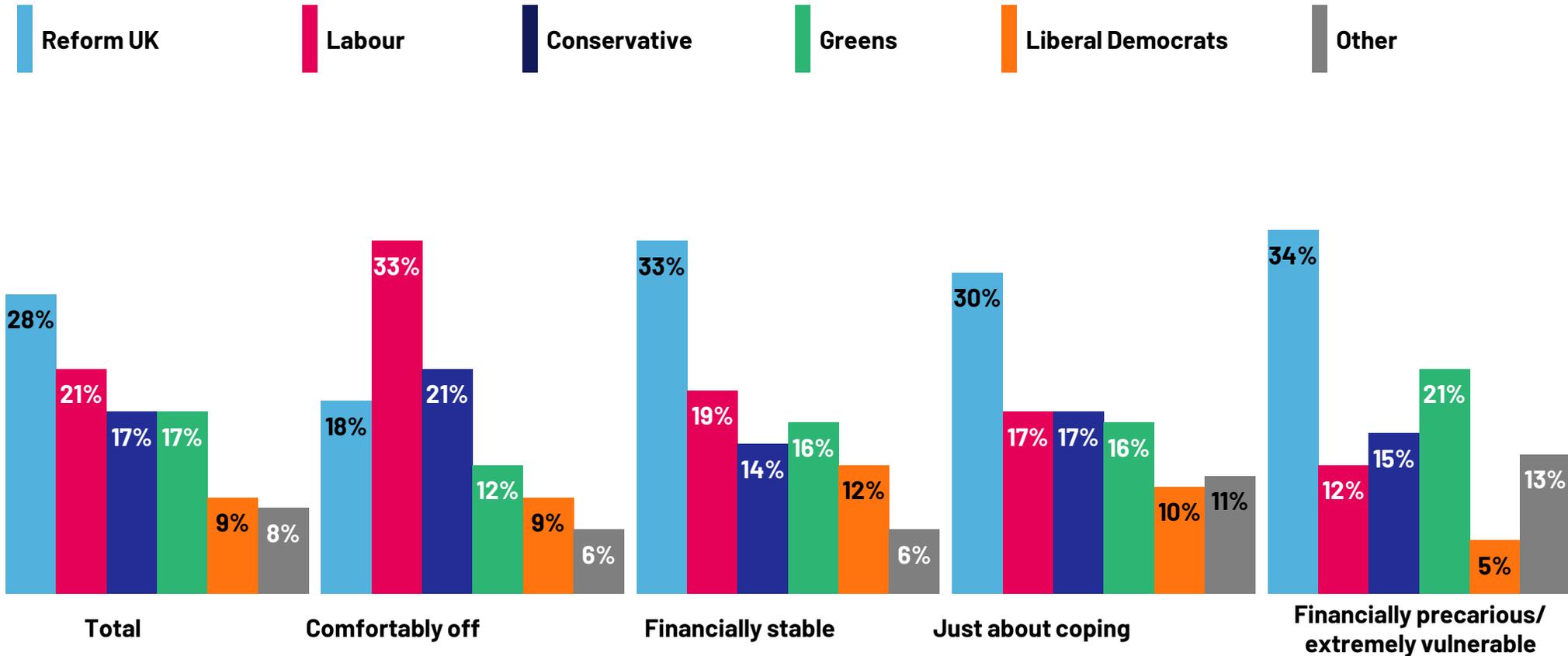
Financial wellbeing segments trends



Base: 1,062 British adults 18+, 5-11 March 2026



Headline voting intention among financial wellbeing segments



Base: 1,062 British adults 18+, 30 October – 5 November 2025; Headline Voting Intention: all 9/10 certain to vote, always/usually/it depends vote in General Elections = 760; Comfortably off (218), Financially stable (186), Just about coping (169), Financially precarious/extremely vulnerable (150)

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 1062 British adults aged 18+ via the Ipsos UK KnowledgePanel. Data was collected online between 5-11 March 2026. A sample of 2,226 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

March 2026

Political Monitor

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