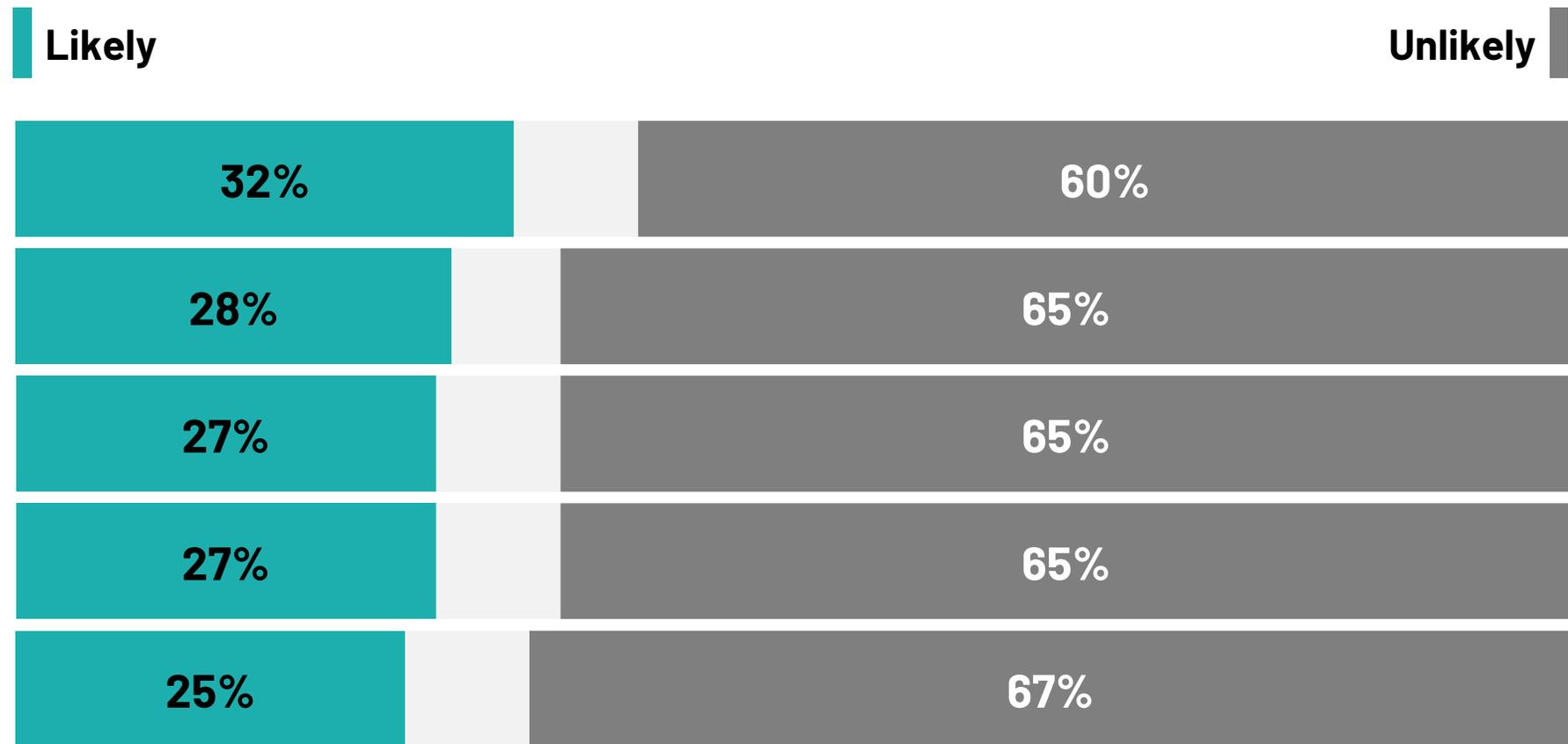


Ipsos Political polling

March 2026

Britons are slightly more likely to consider voting for Reform at the next General Election than other parties. However at least six in ten Britons think it is unlikely that they would vote for any of the main political parties

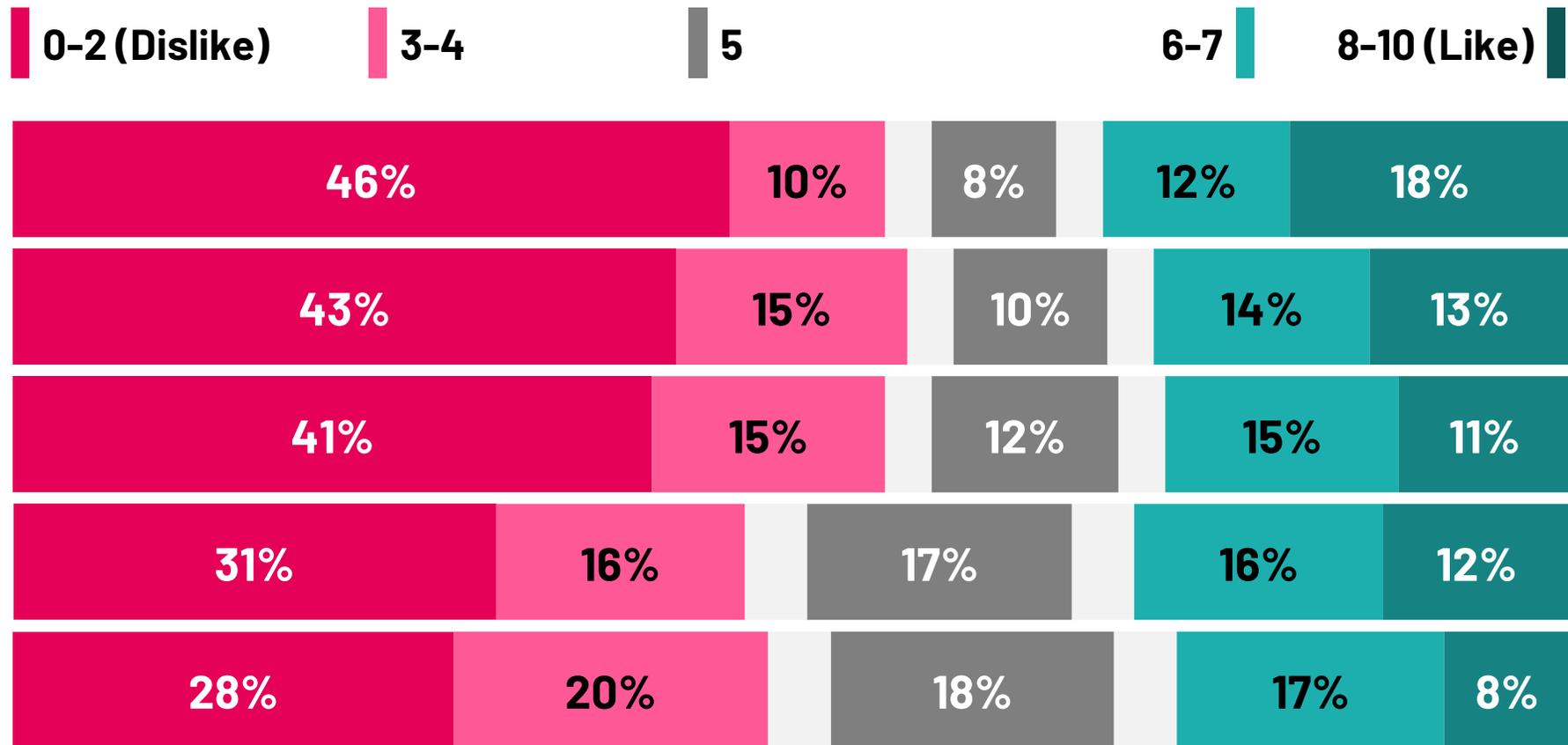
How likely or unlikely is it that you would vote for each of the following parties at the next General Election?



Base: 2,518 Online British adults aged 18+, 20-24 February 2026

Do Britons like or dislike the main political parties?

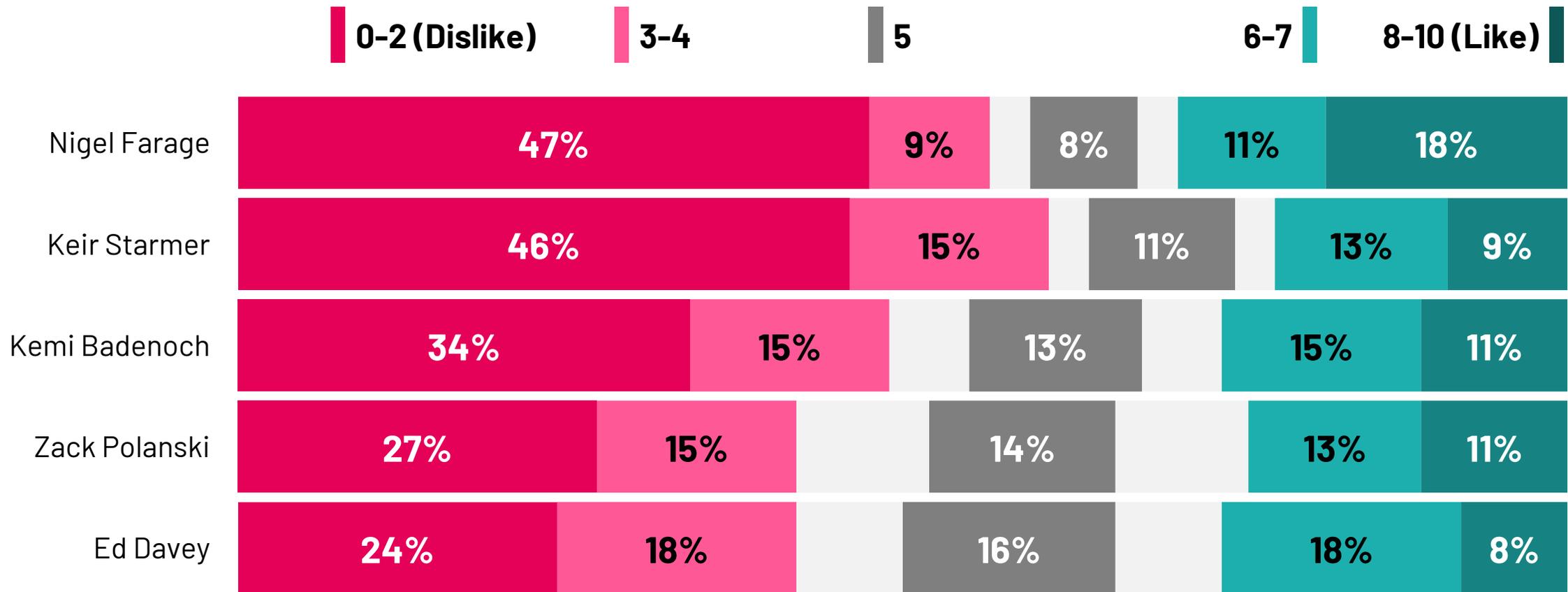
How much, if at all, do you like or dislike each of the following parties? ? Please use a scale of 0-10 where 0 means you strongly dislike a party and 10 means you strongly like a party.



Base: 2,518 Online British adults aged 18+, 20-24 February 2026

Do Britons like or dislike the main party leaders?

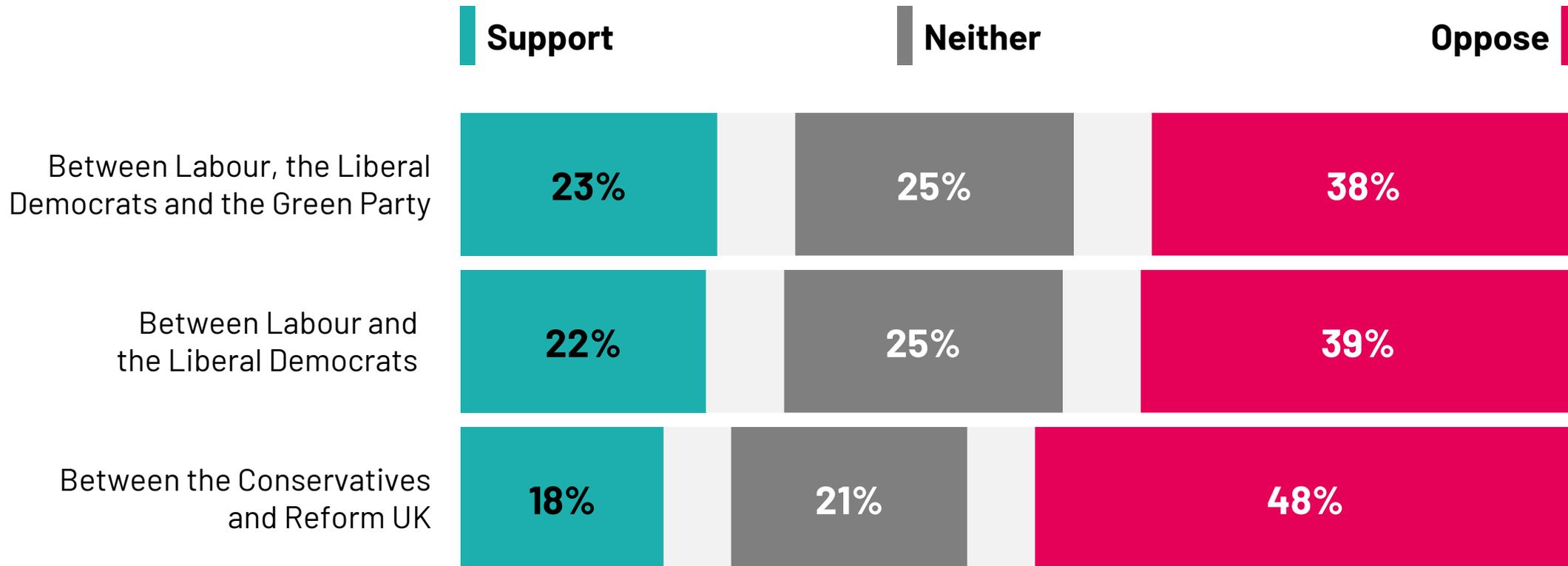
How much, if at all, do you like or dislike each of the following party leaders? Please use a scale of 0-10 where 0 means you strongly dislike the leader and 10 means you strongly like the leader.



Base: 2,518 Online British adults aged 18+, 20-24 February 2026

Britons are more likely to oppose, rather than support, possible electoral pacts between different parties on both sides of the political spectrum

There has been talk of certain parties forming electoral pacts where they would agree to not stand candidates against each other in their target seats. This means that in each constituency, only one of the parties in the pact would stand a candidate. To what extent do you support or oppose each of the following electoral pacts?



Base: 2,518 Online British adults aged 18+, 20-24 February 2026

Ipsos

March 2026
Political polling

For more information

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