

# IPSOS POLITICAL PULSE

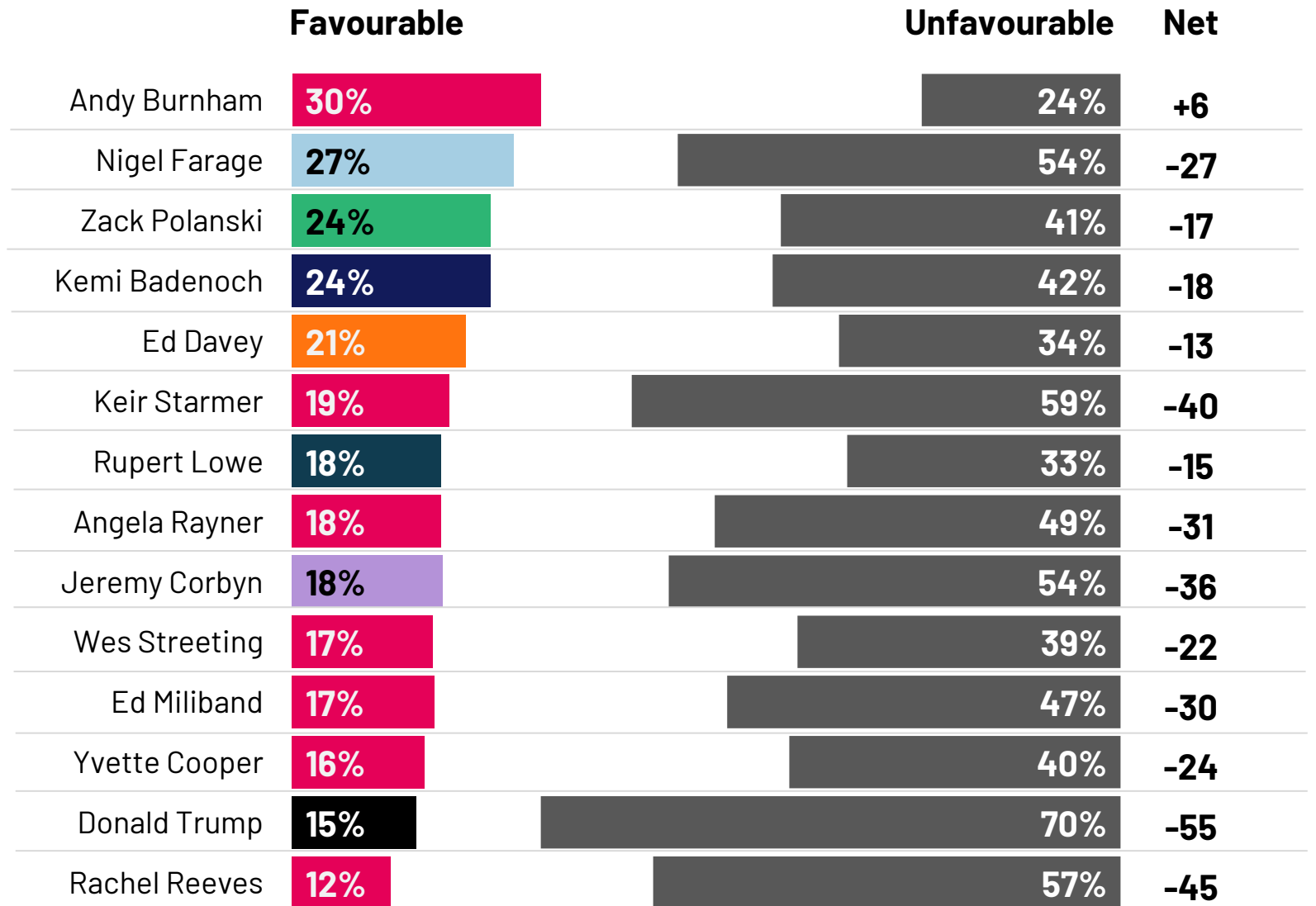
April 2026



**POLLING  
STATION**

# Favourability towards politicians

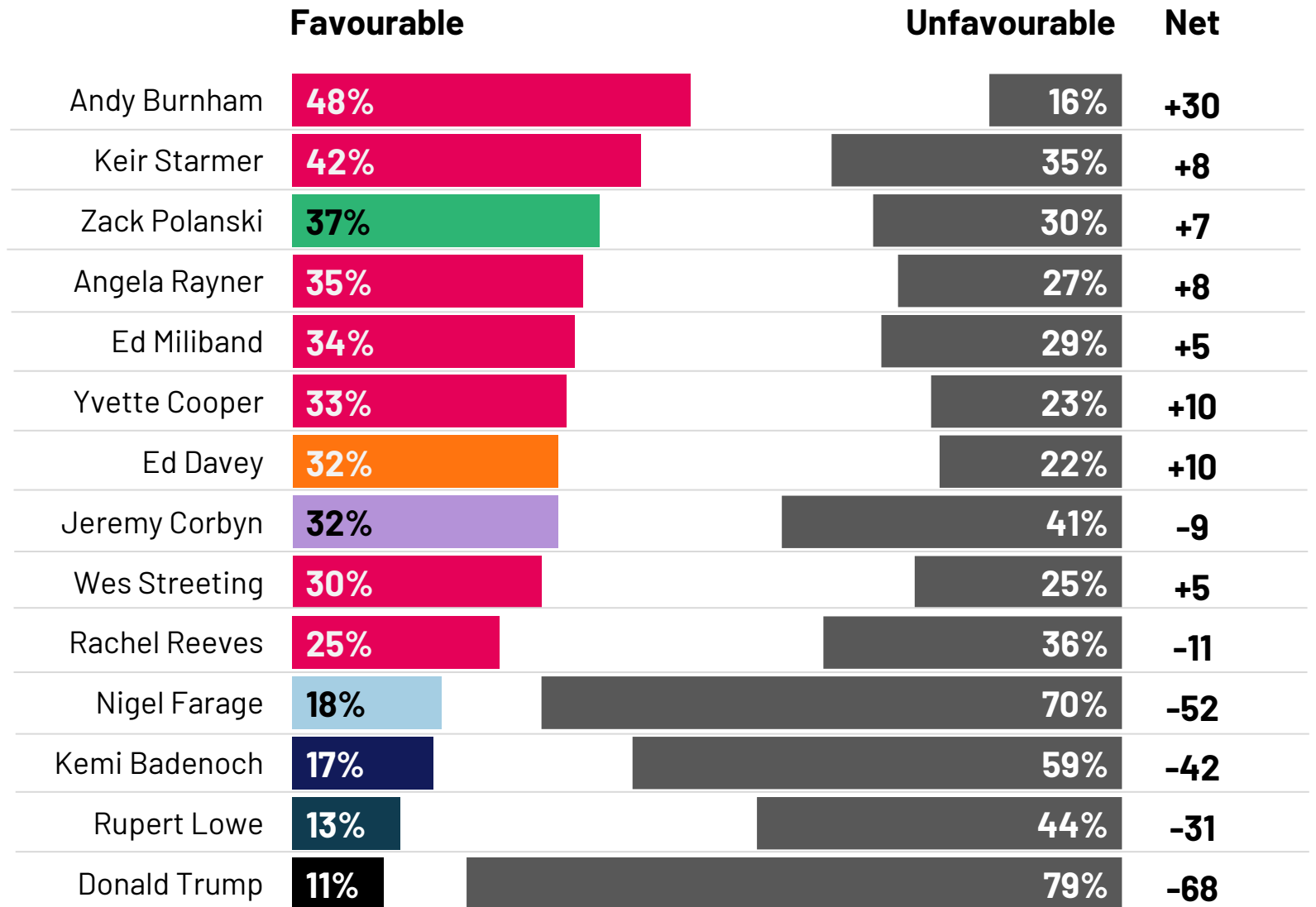
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties?



Base: 2,262 Online British adults aged 18+, 17-21 April 2026

## Favourability towards politicians. Among Labour voters

To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties?

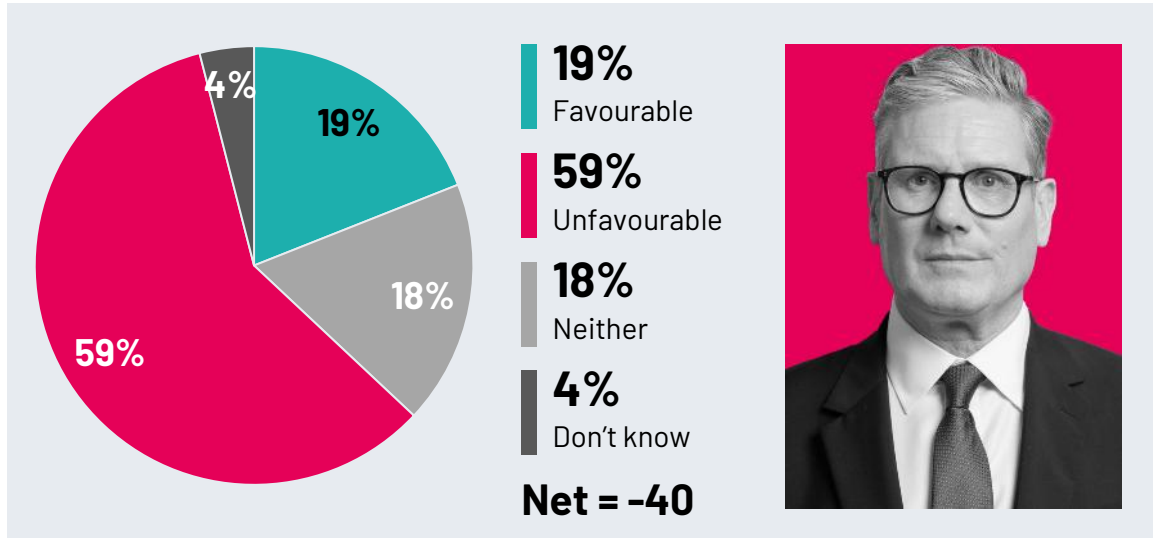


Base: 658 Online British adults aged 18+ who voted for Labour at the 2024 General Election, 17-21 April 2026

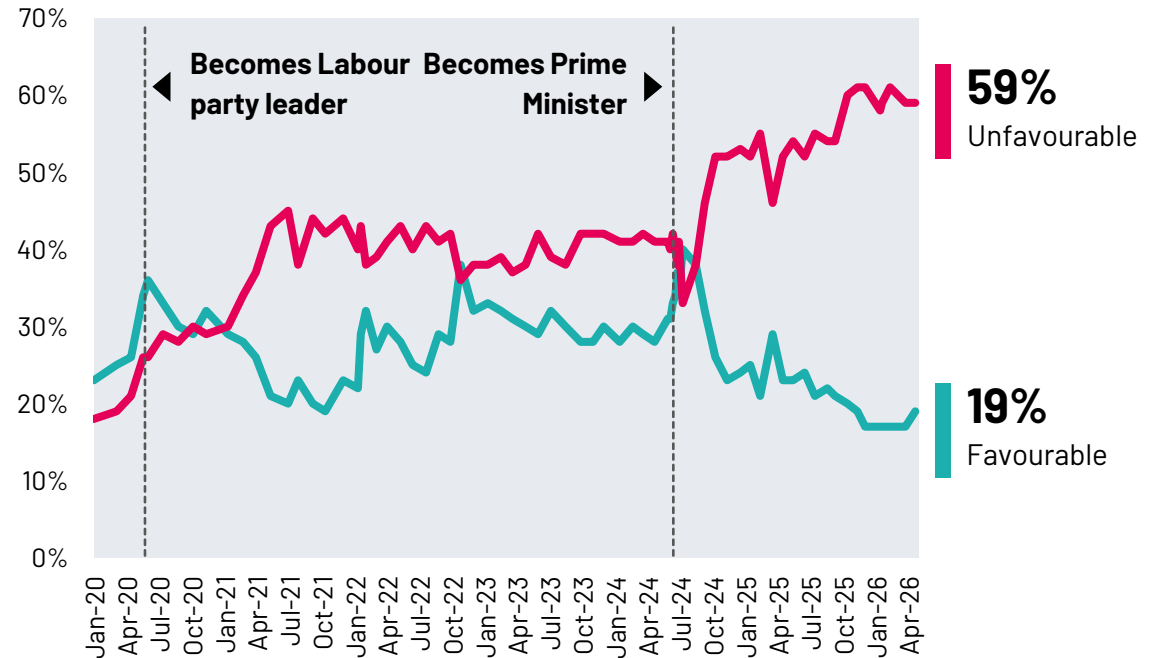
# Keir Starmer: Favourability

To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Keir Starmer

April 2026



January 2020 – April 2026

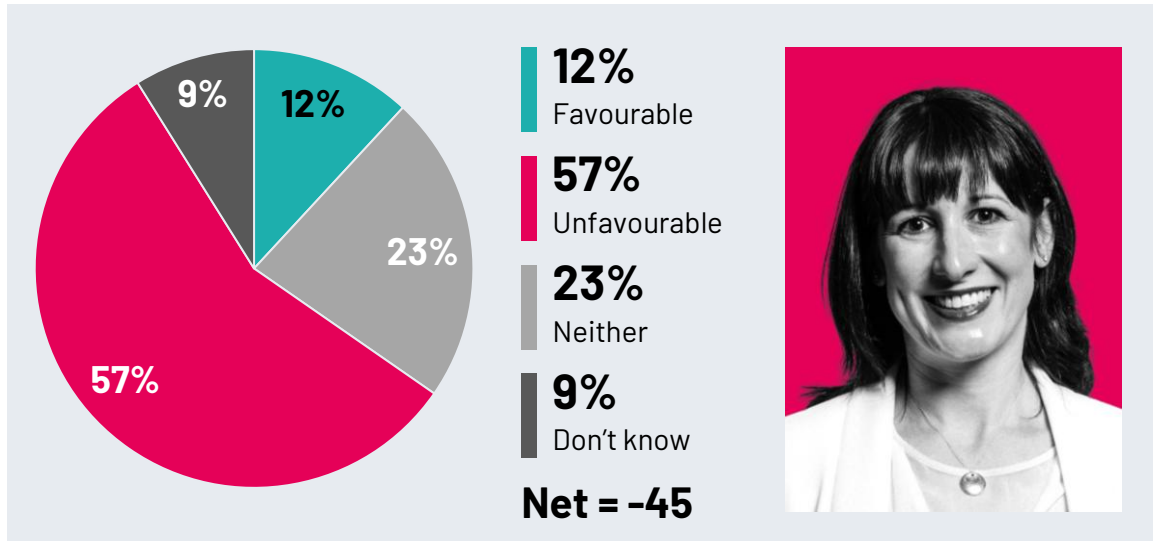


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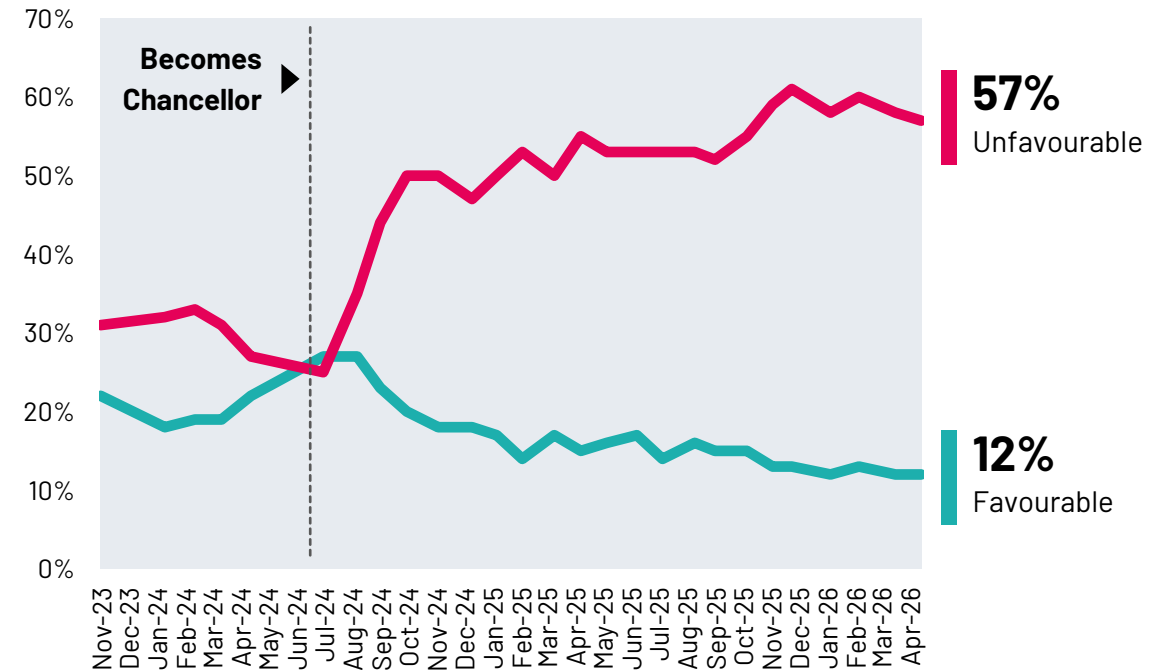
# Rachel Reeves: Favourability

To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Rachel Reeves

April 2026



November 2023 – April 2026

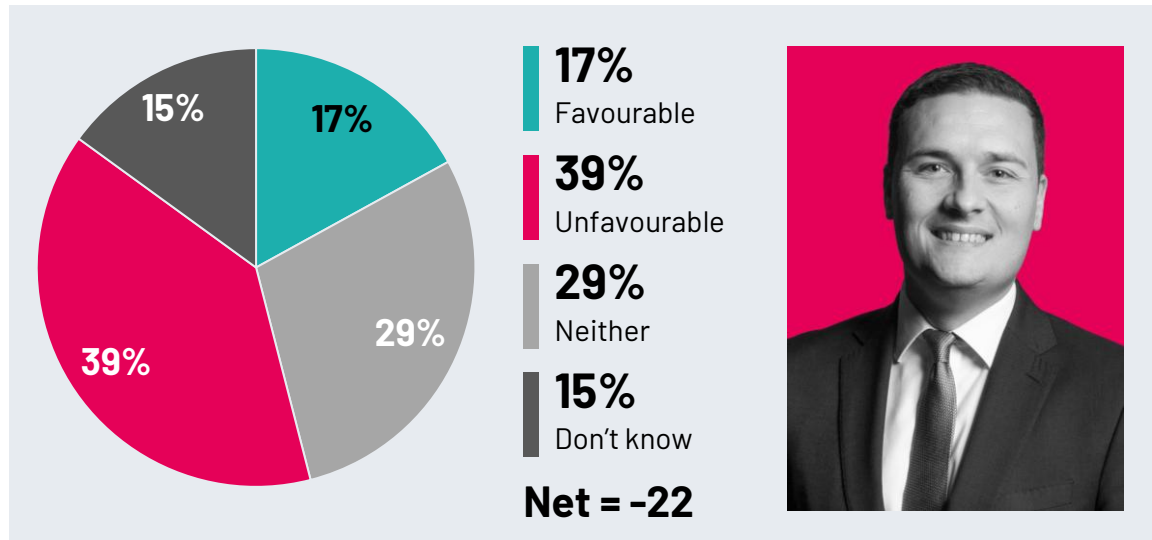


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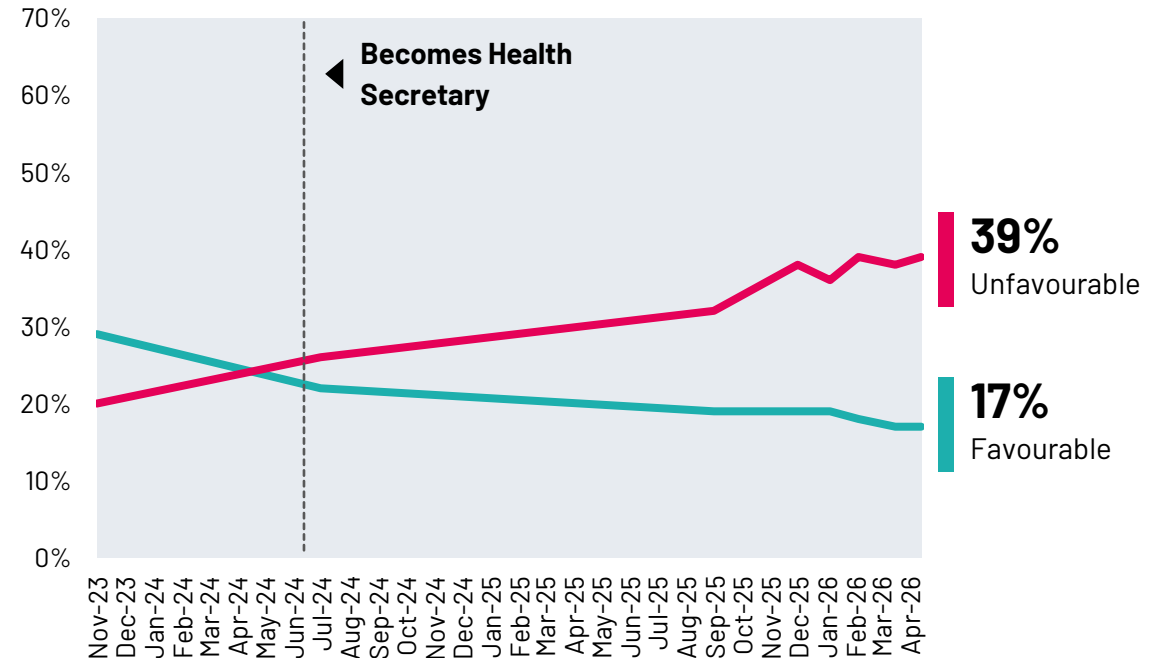
# Wes Streeting: Favourability

To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Wes Streeting

April 2026



November 2023 – April 2026

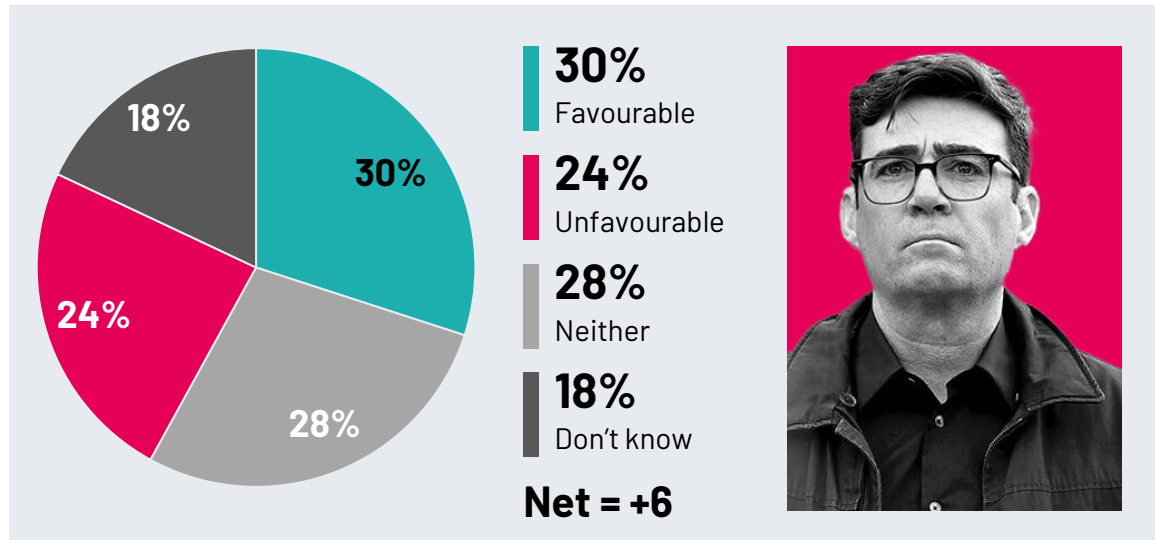


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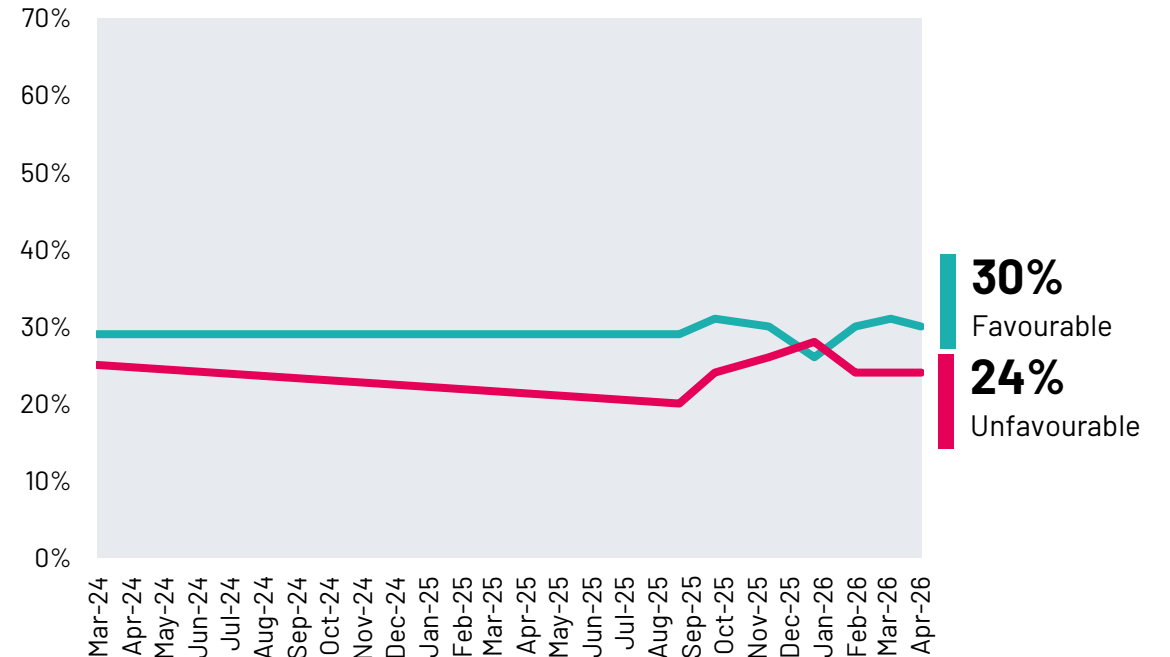
# Andy Burnham: Favourability

To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Andy Burnham

April 2026



April 2024 – April 2026

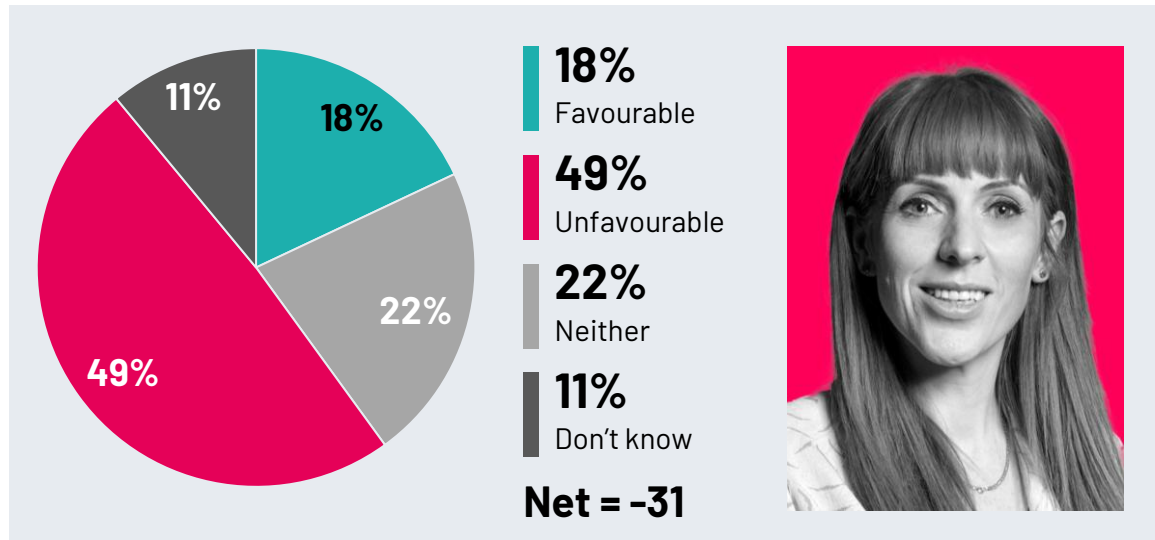


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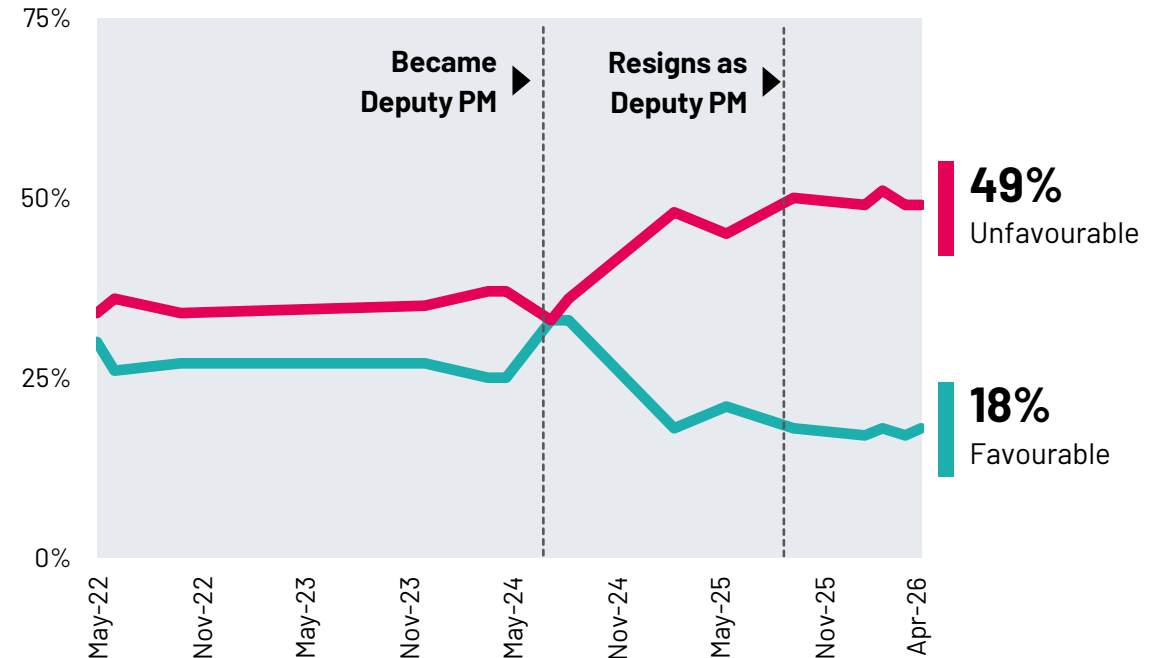
# Angela Rayner: Favourability

To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Angela Rayner

April 2026



May 2022 – April 2026

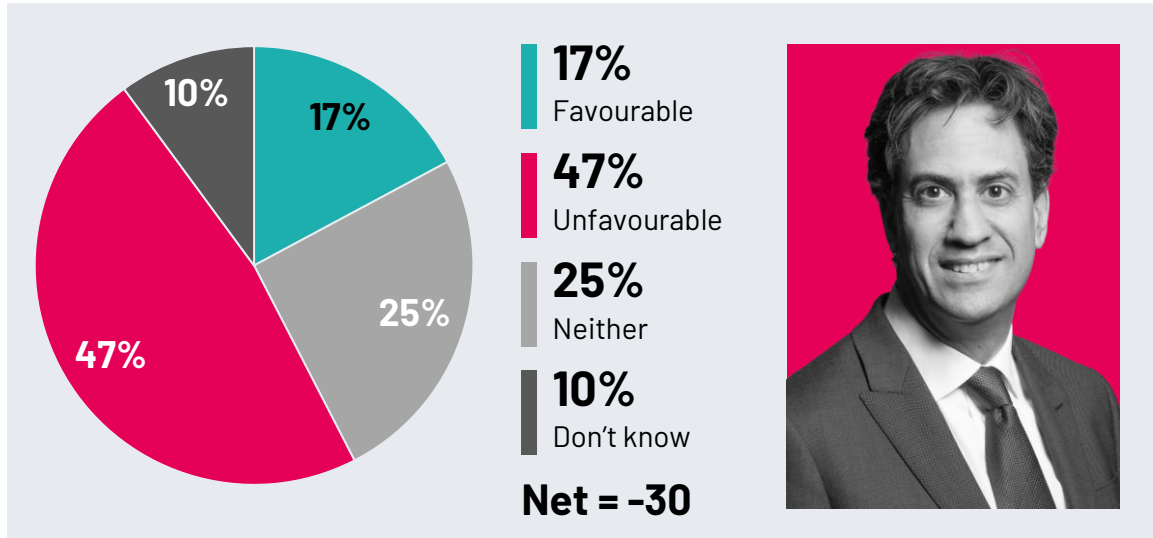


Base: 2,262 Online British adults aged 18+, 17-21 April 2026

# Ed Miliband: Favourability

To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Ed Miliband

April 2026



May 2025 – April 2026

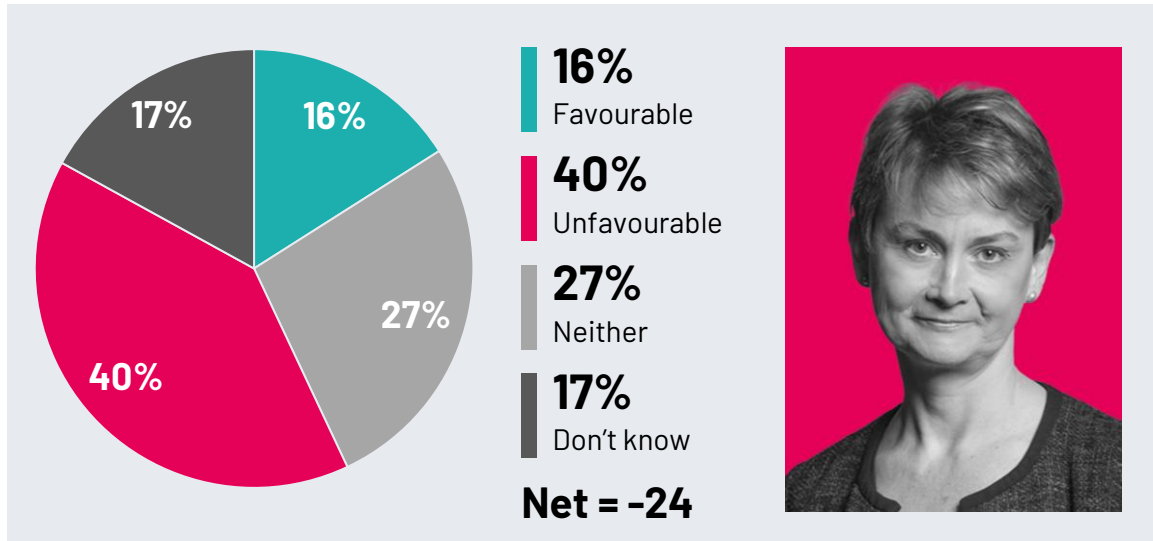


Base: 2,262 Online British adults aged 18+, 17-21 April 2026

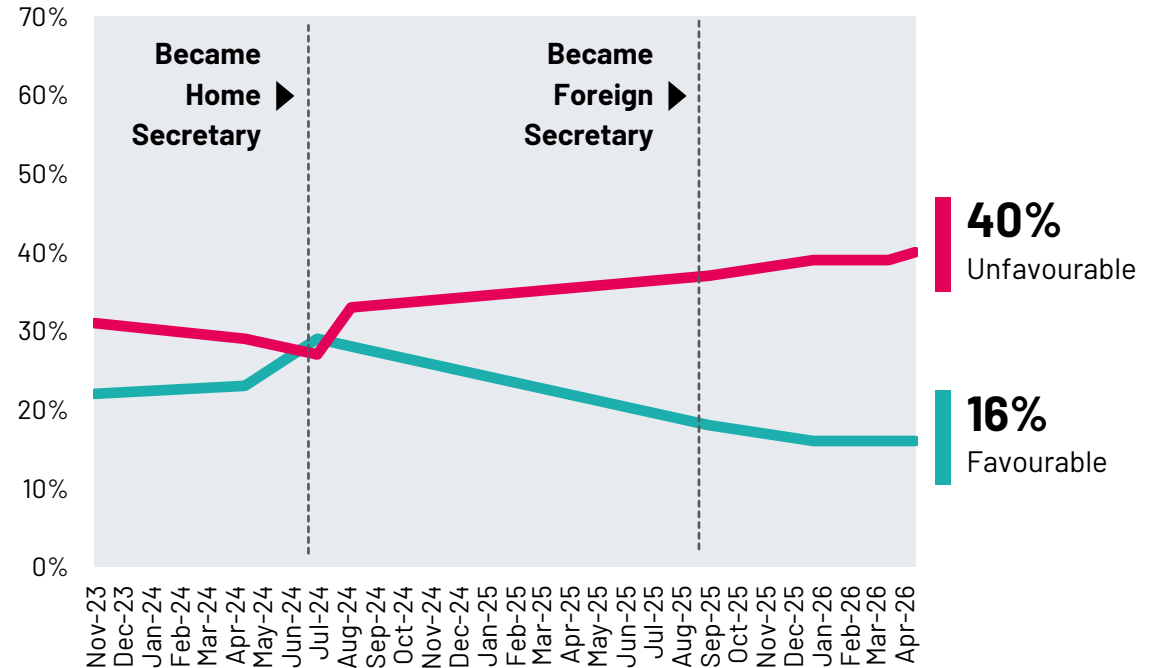
# Yvette Cooper: Favourability

To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Yvette Cooper

April 2026



November 2023 – April 2026

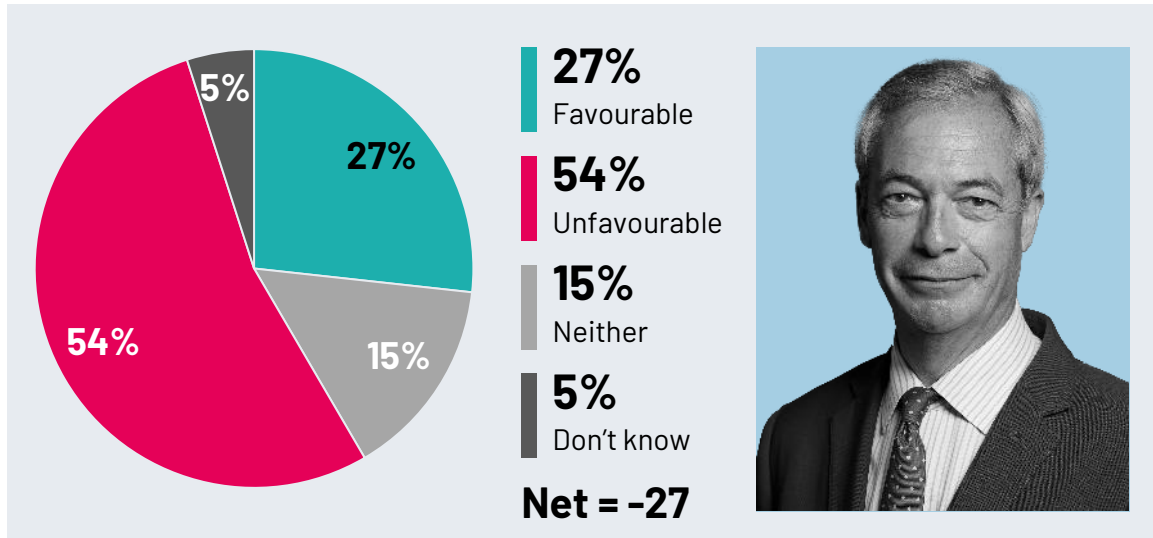


Base: 2,262 Online British adults aged 18+, 17-21 April 2026

# Nigel Farage: Favourability

To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Nigel Farage

April 2026



January 2024 – April 2026

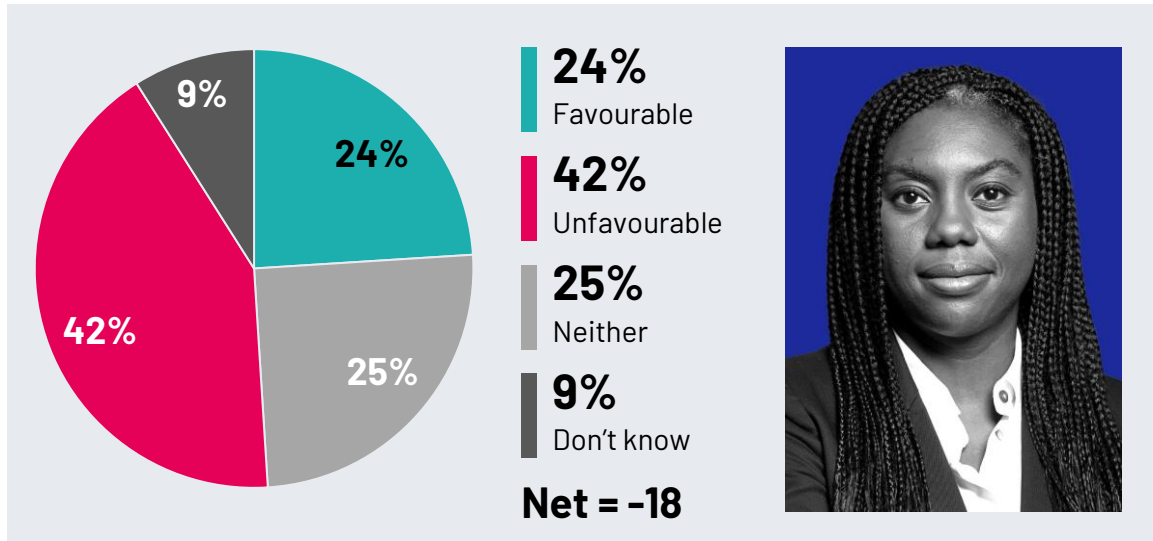


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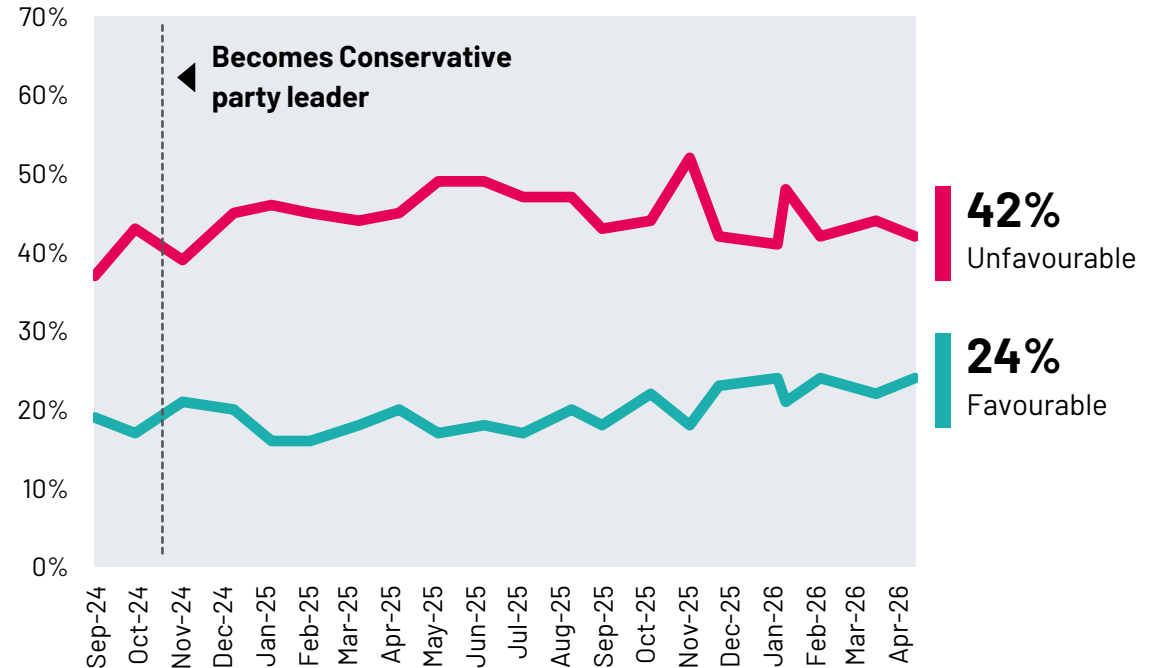
# Kemi Badenoch: Favourability

To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Kemi Badenoch

April 2026



September 2024 – April 2026

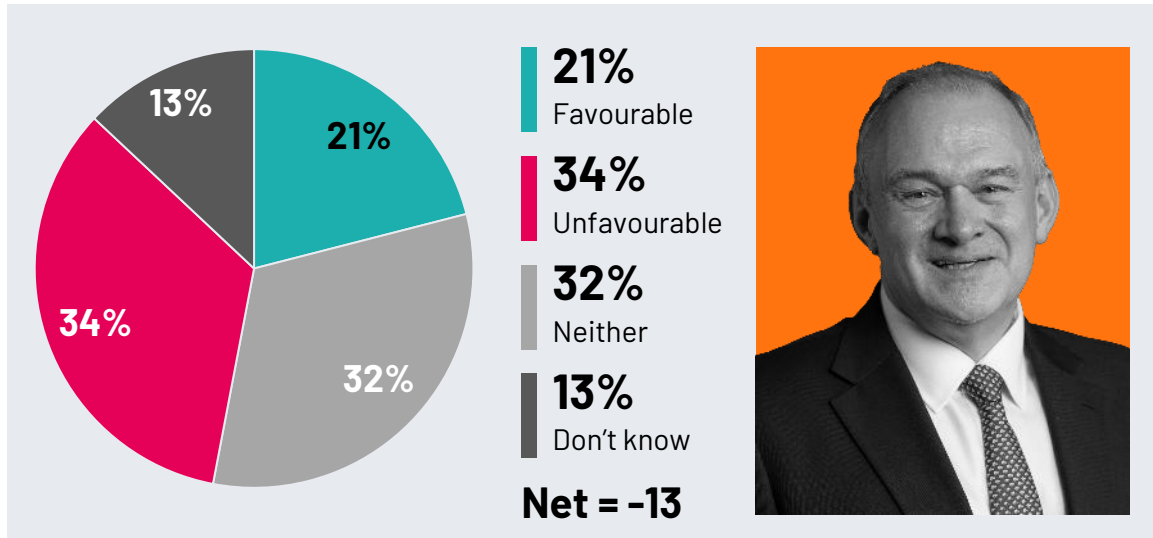


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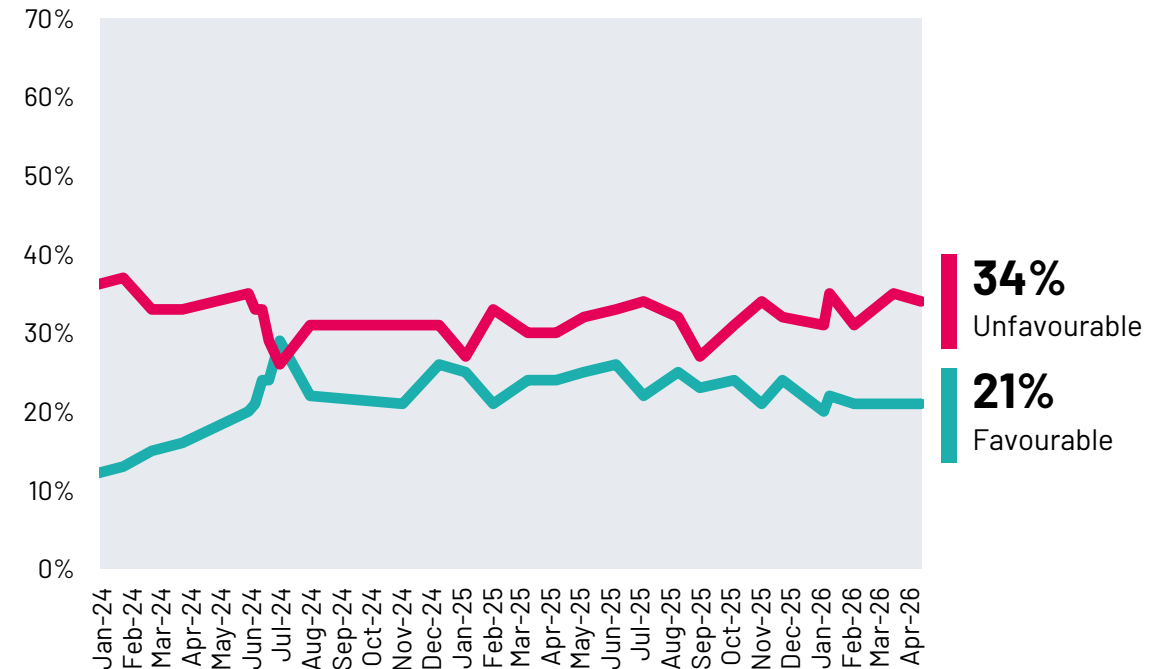
# Ed Davey: Favourability

To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Ed Davey

April 2026



January 2024 – April 2026

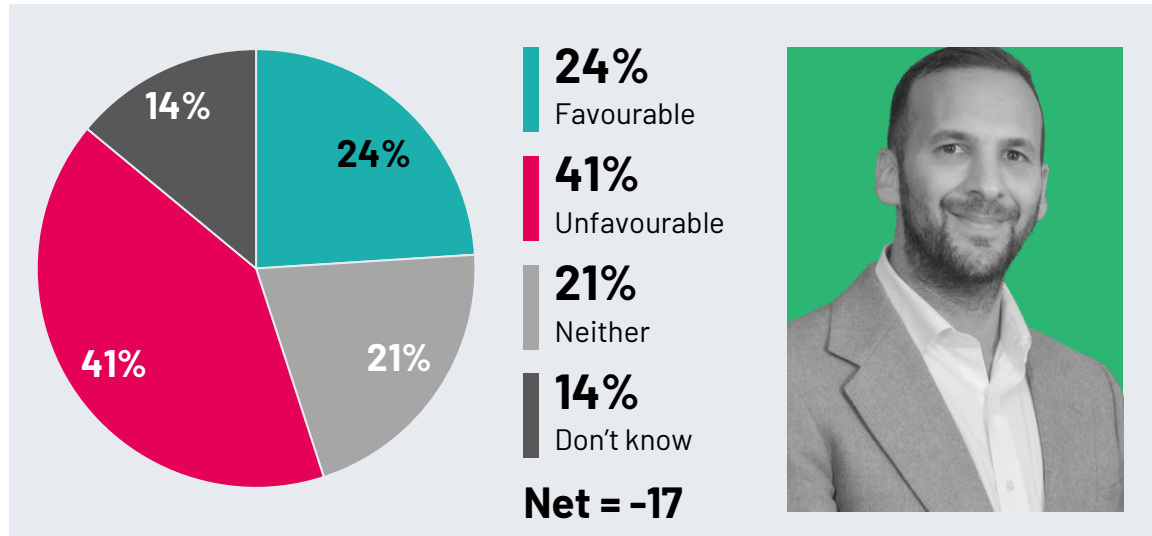


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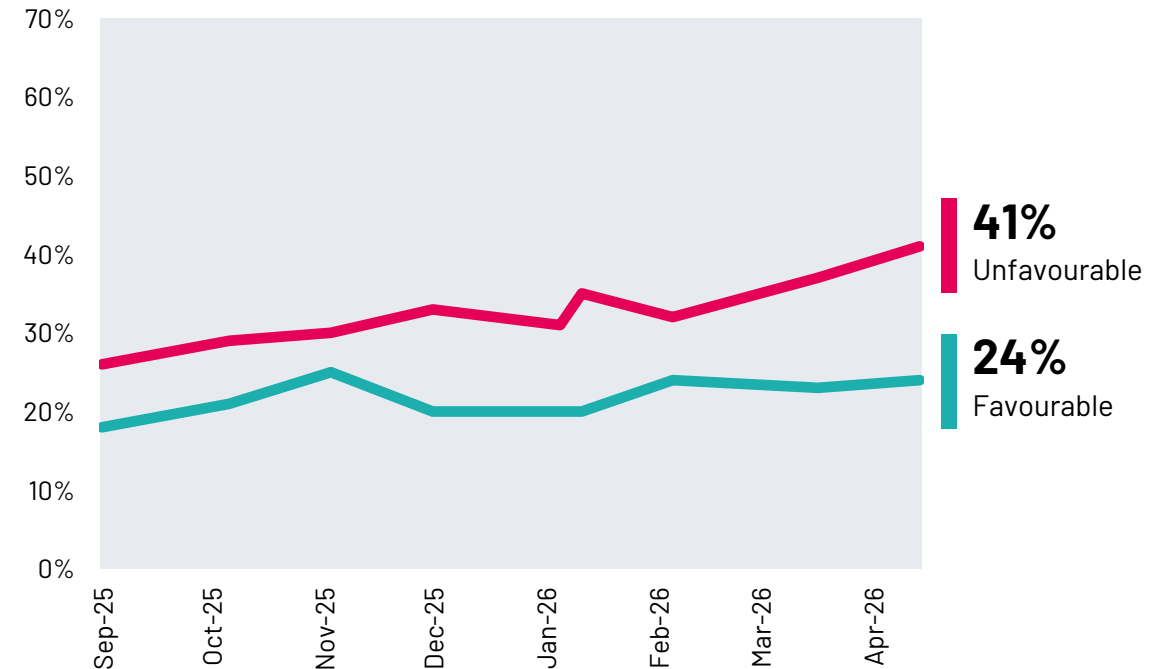
# Zack Polanski: Favourability

To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Zack Polanski

April 2026



September 2025 – April 2026

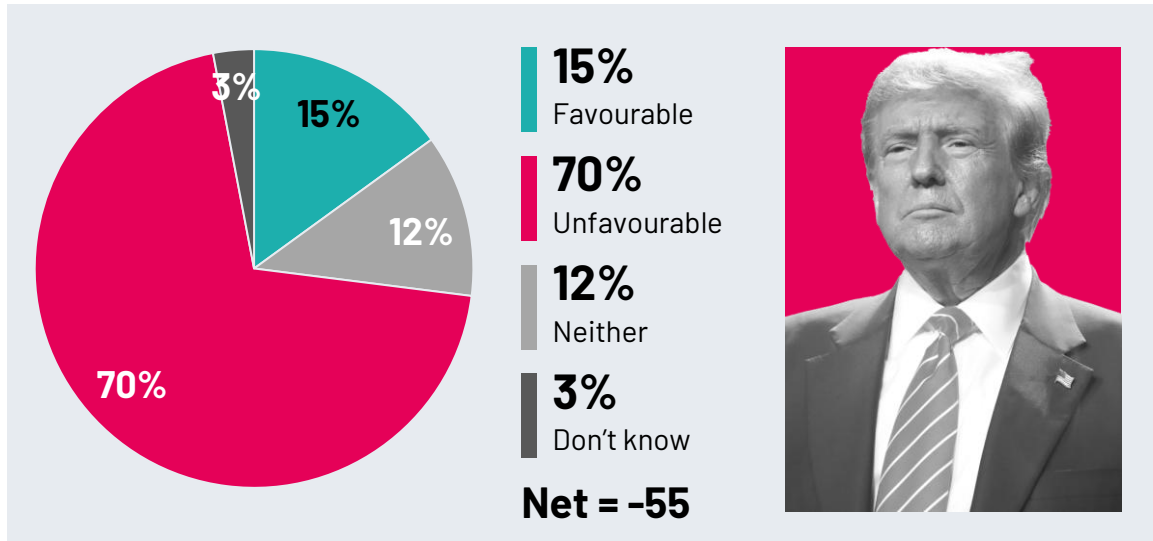


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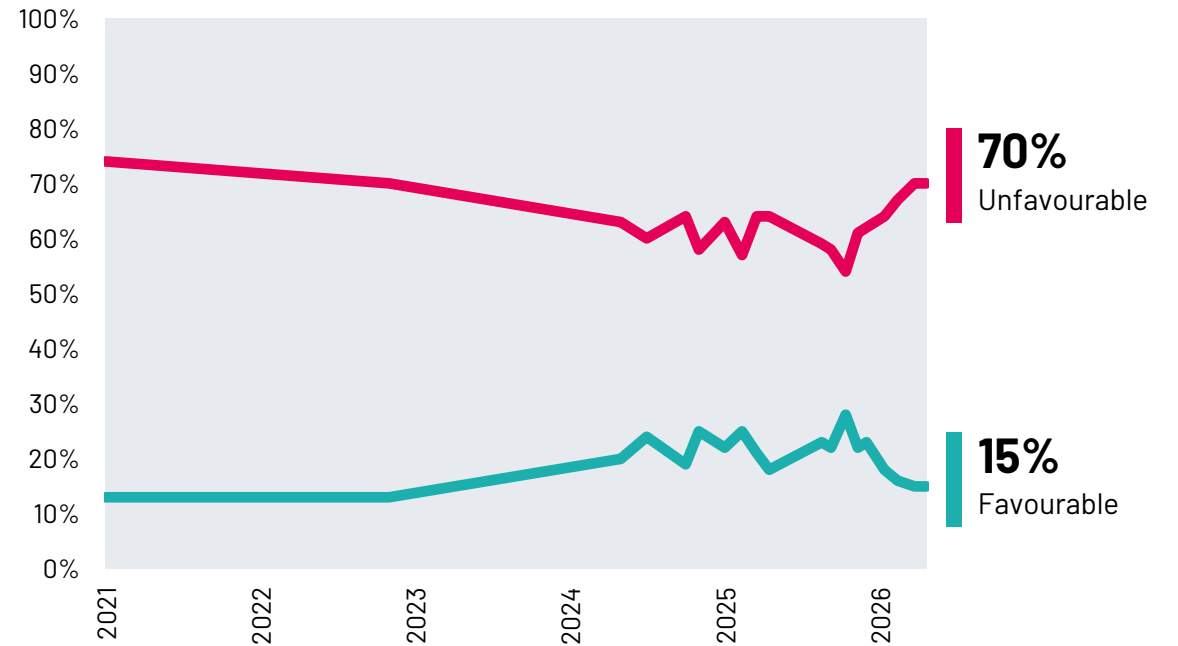
# Donald Trump: Favourability

To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Donald Trump

April 2026



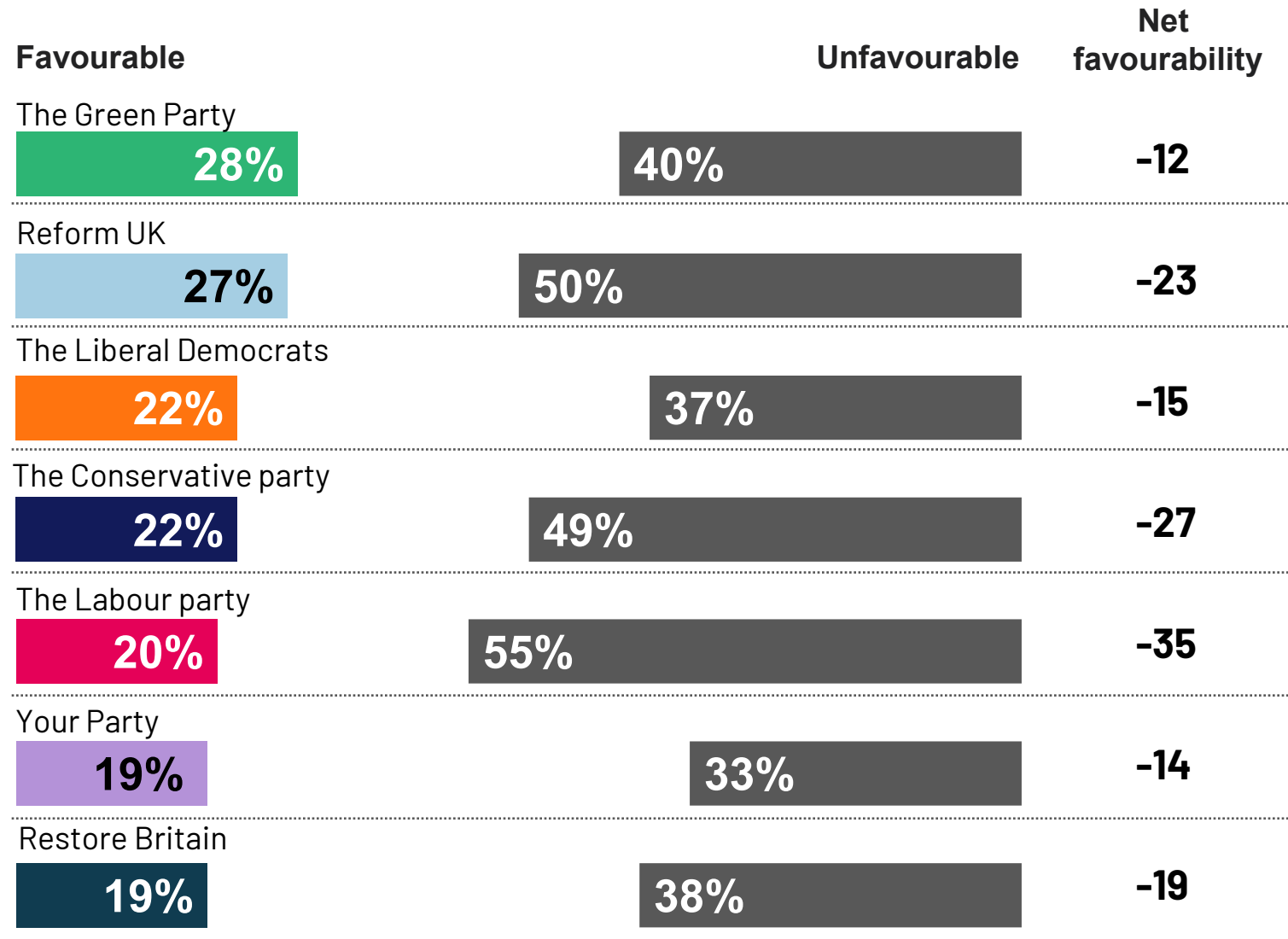
January 2021 – April 2026



Base: 2,262 Online British adults aged 18+, 17-21 April 2026

# Favourability towards political parties

To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties?

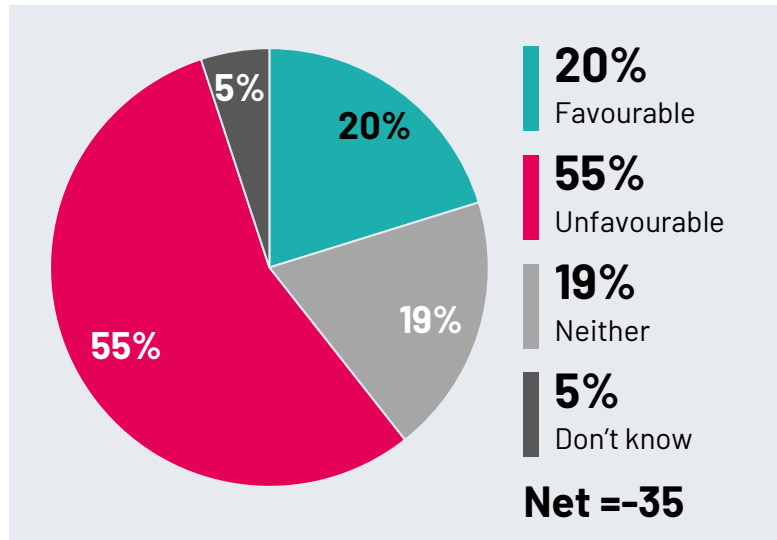


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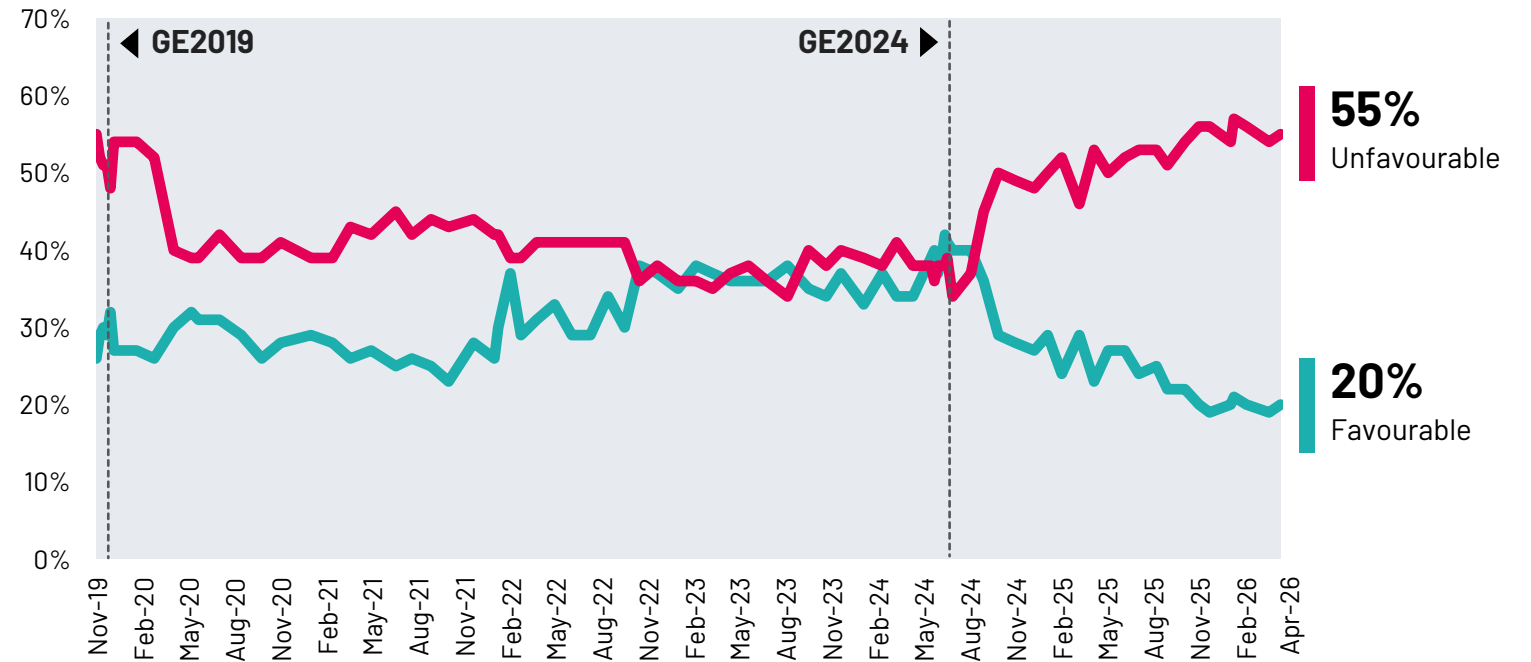
# The Labour party: Favourability

To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? The Labour party

April 2026



November 2019 – April 2026

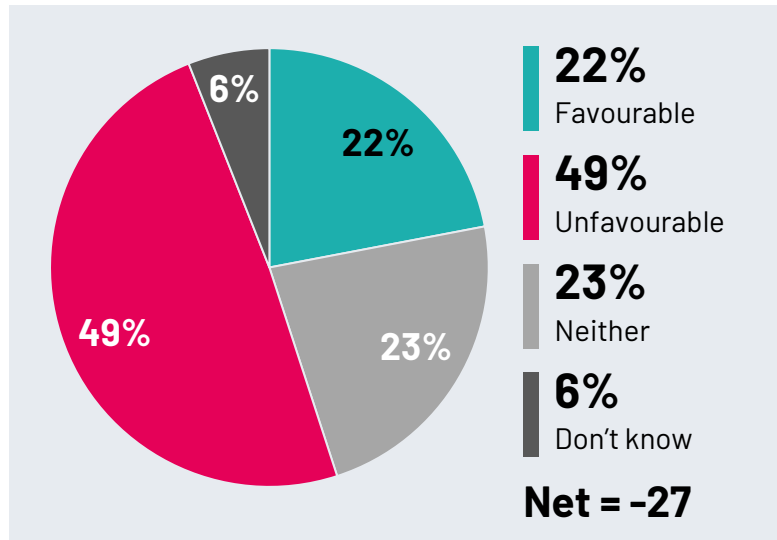


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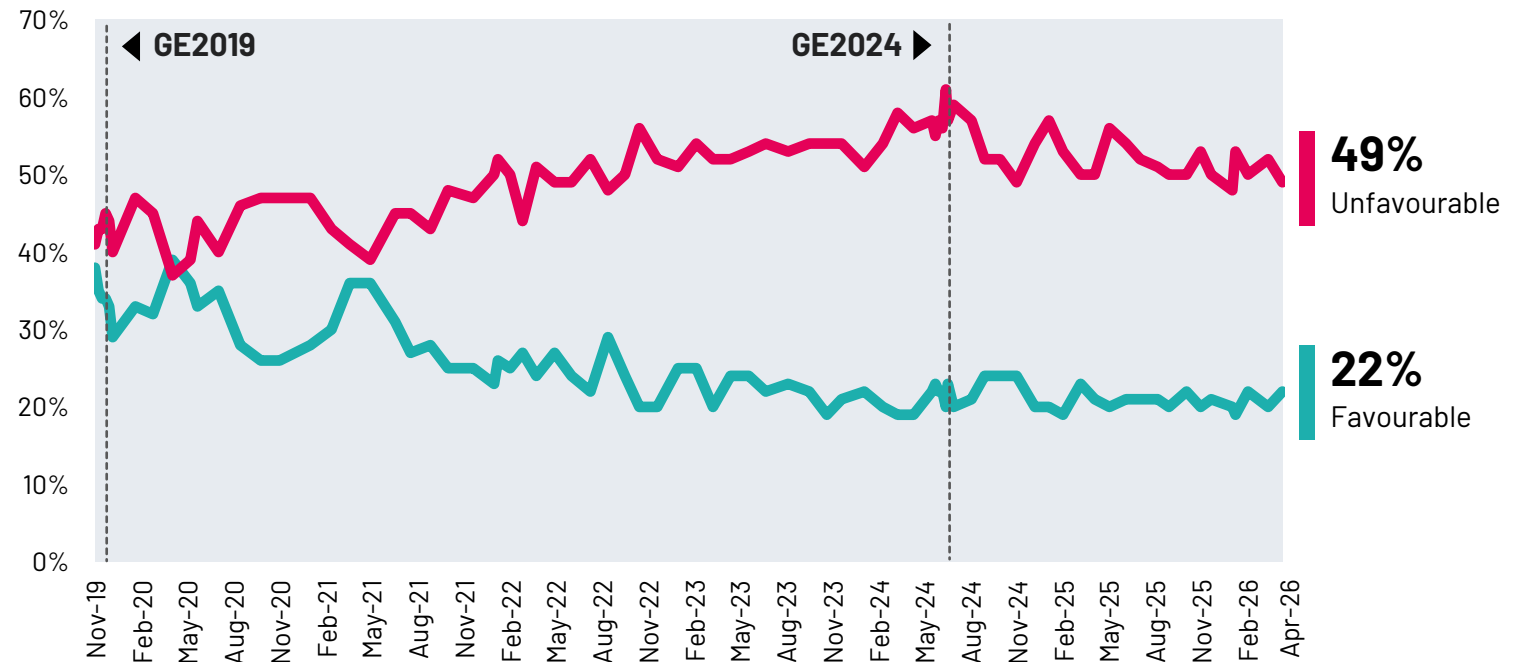
# The Conservative party: Favourability

To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? The Conservative party

April 2026



November 2019 – April 2026

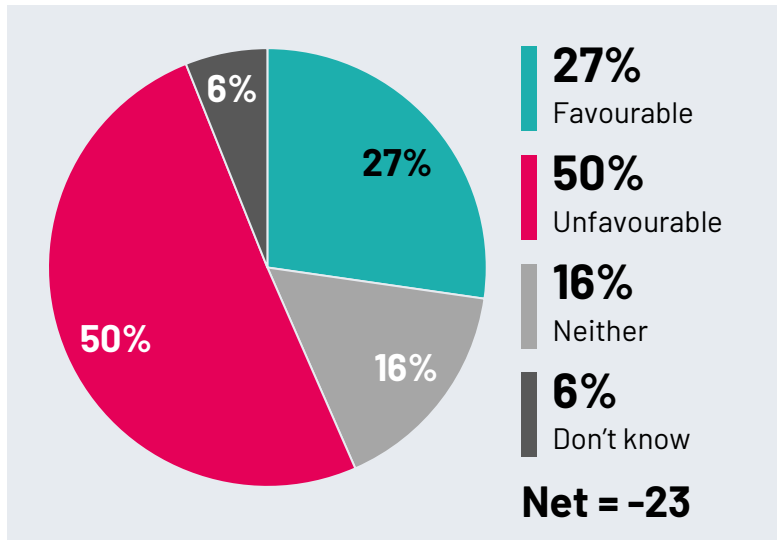


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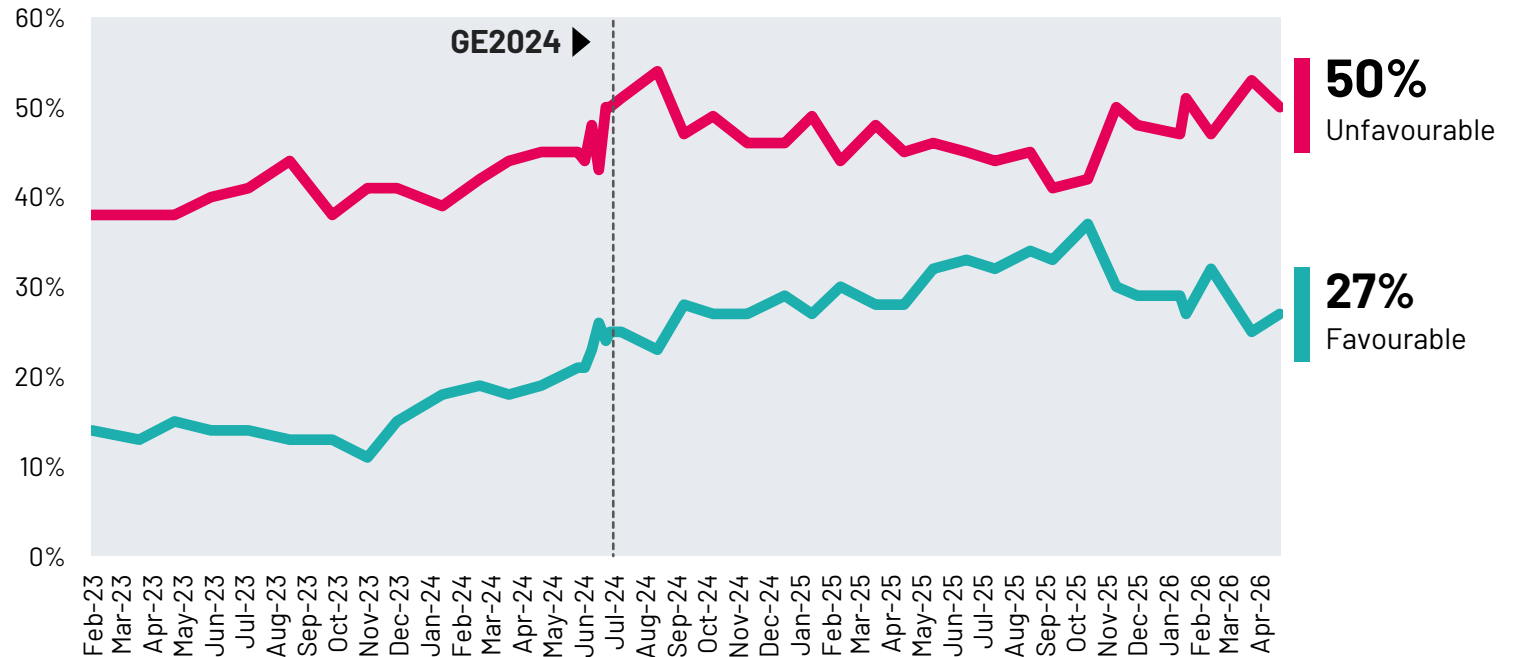
# Reform UK: Favourability

To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Reform UK

April 2026



February 2023 – April 2026

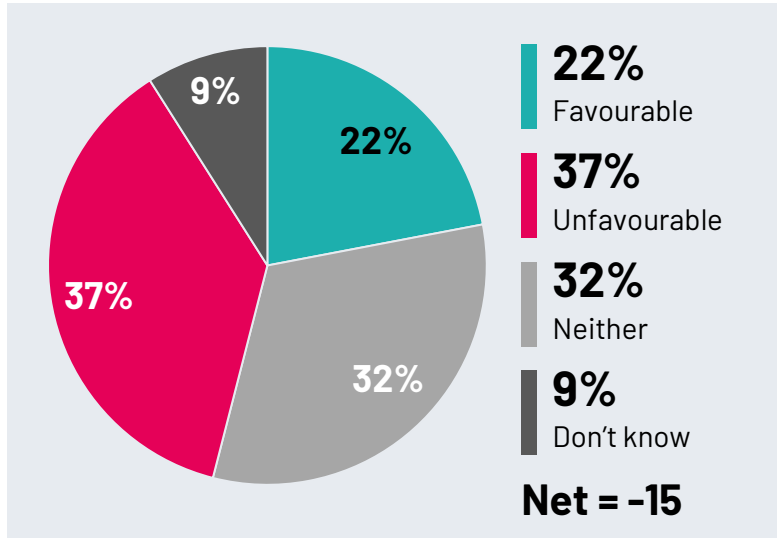


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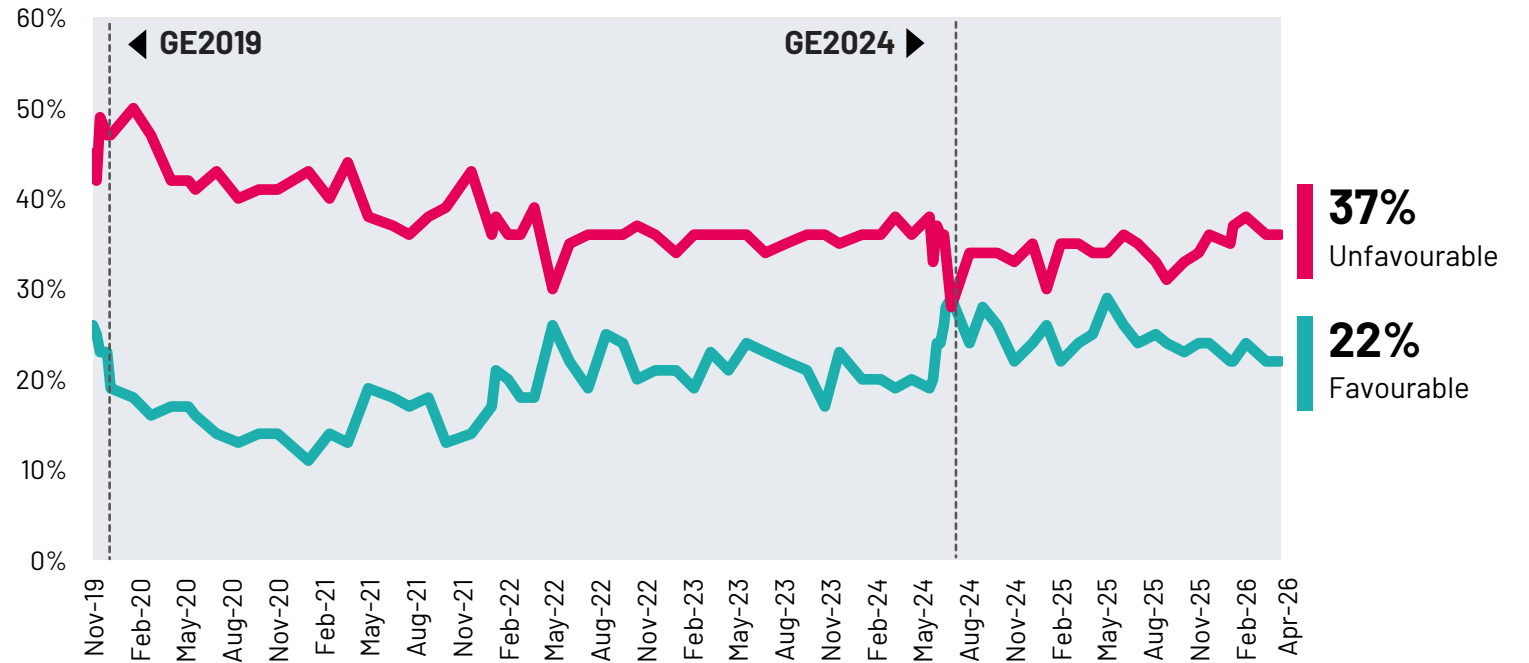
# The Liberal Democrats: Favourability

To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? The Liberal Democrats

April 2026



November 2019 - April 2026

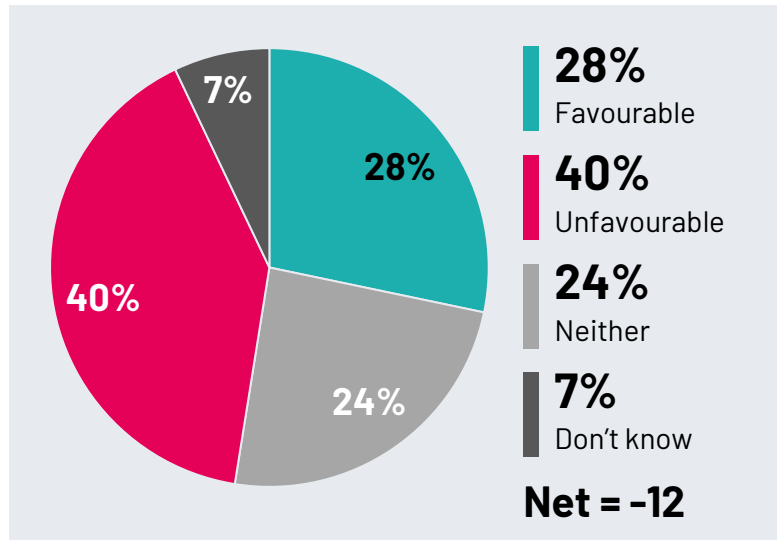


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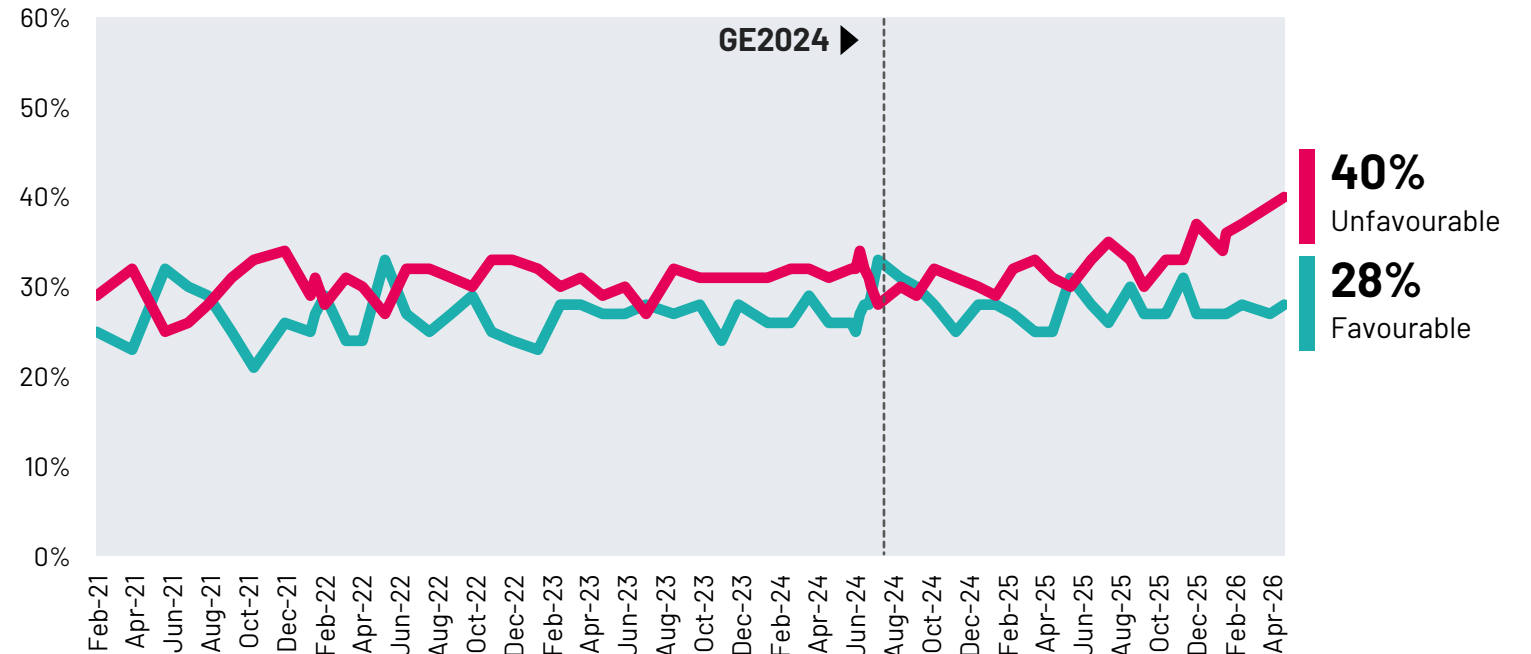
# The Green Party: Favourability

To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? The Green Party

April 2026



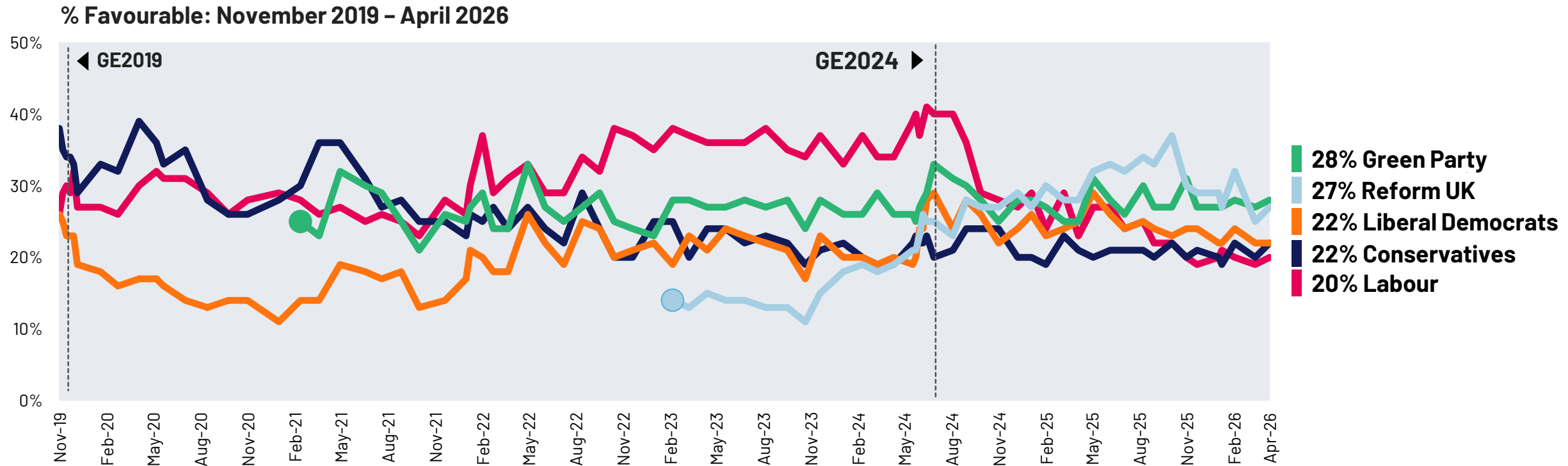
February 2021 – April 2026



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# Political parties: Favourability

To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties?

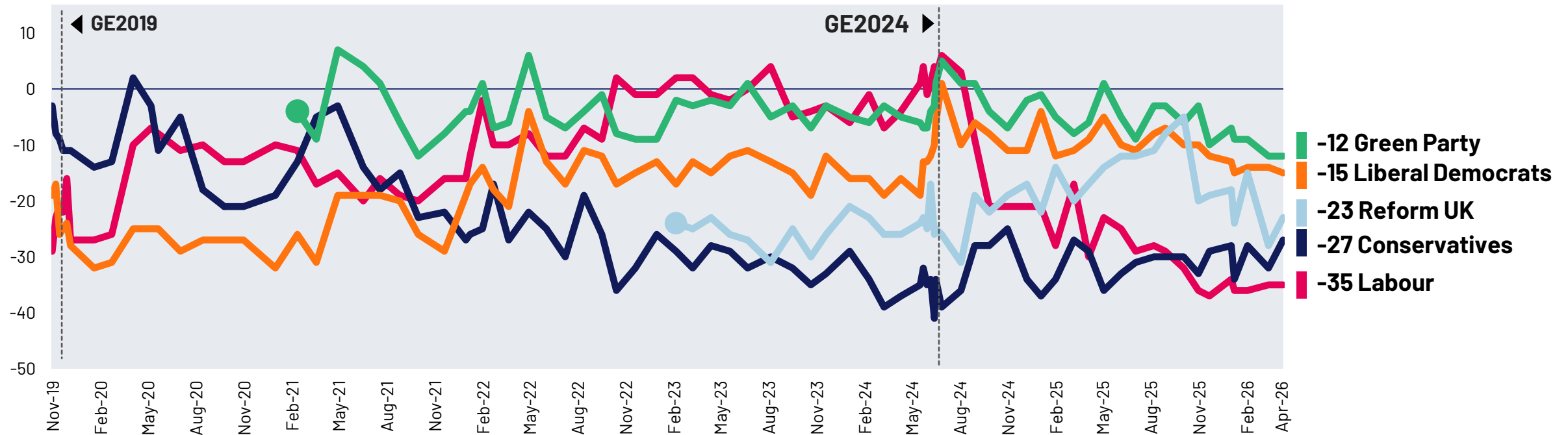


Base: 2,262 Online British adults aged 18+, 17-21 April 2026

# Political parties: Net favourability

To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties?

Net favourability: November 2019 – April 2026

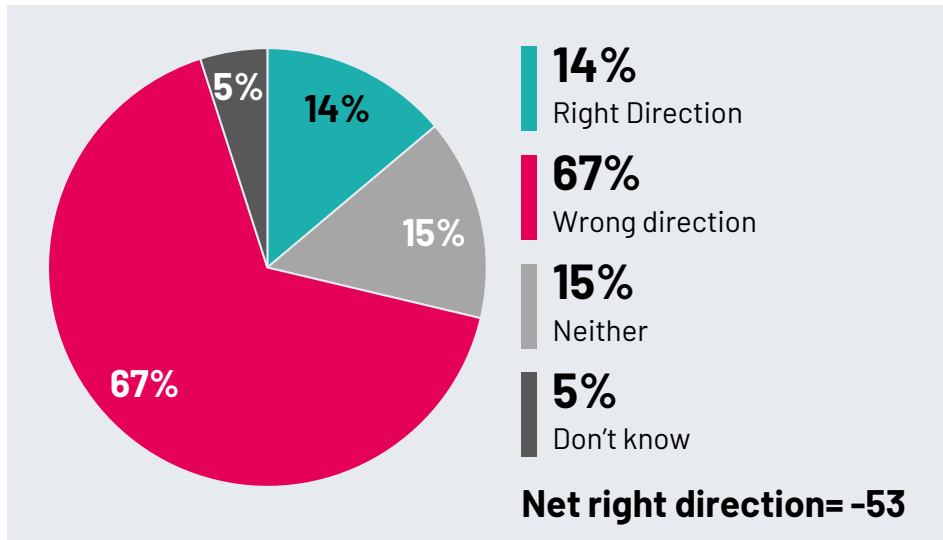


Base: 2,262 Online British adults aged 18+, 17-21 April 2026

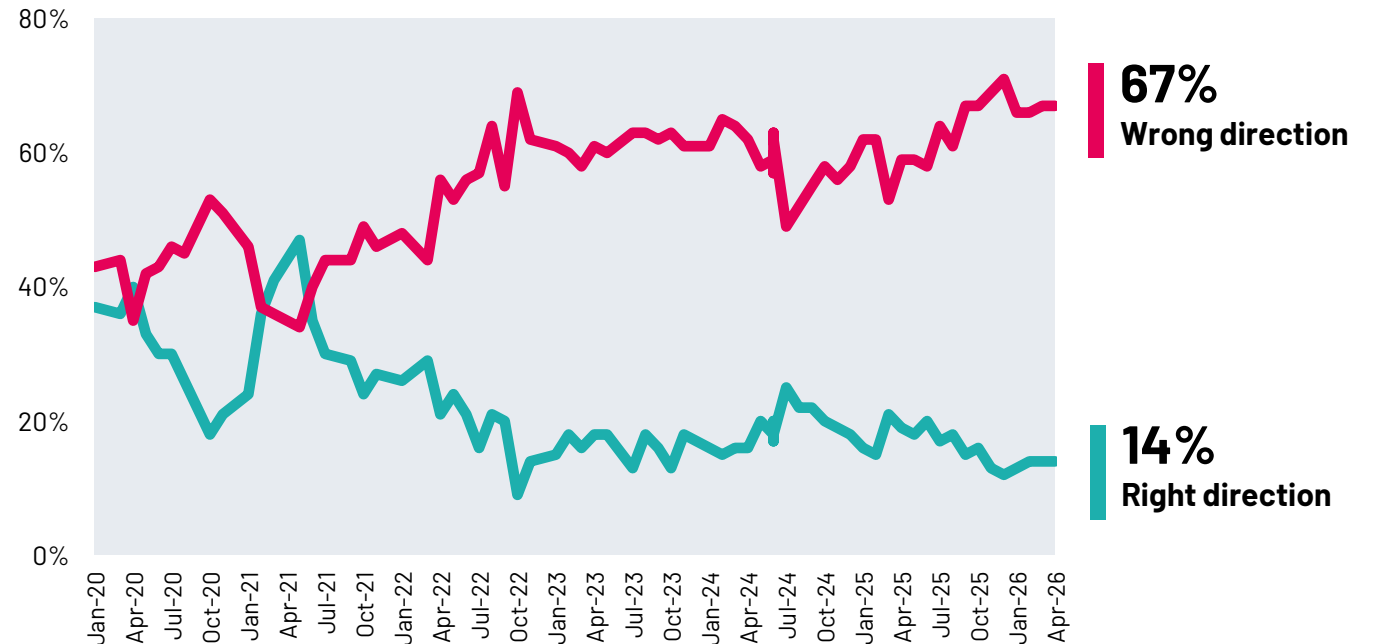
# Direction of the country

Generally speaking, do you think things in Great Britain are heading in the right direction or wrong direction?

April 2026



January 2020 - April 2026

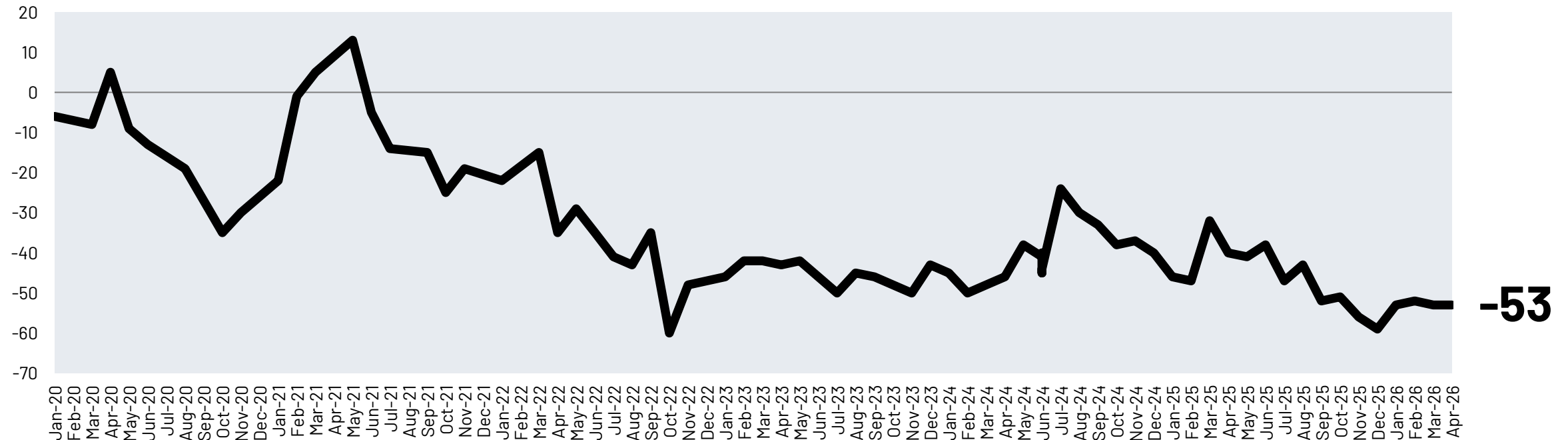


Base: 2,262 Online British adults aged 18+, 17-21 April 2026

# Direction of the country: January 2020 – April 2026

Generally speaking, do you think things in Great Britain are heading in the right direction or wrong direction?

## Net right direction

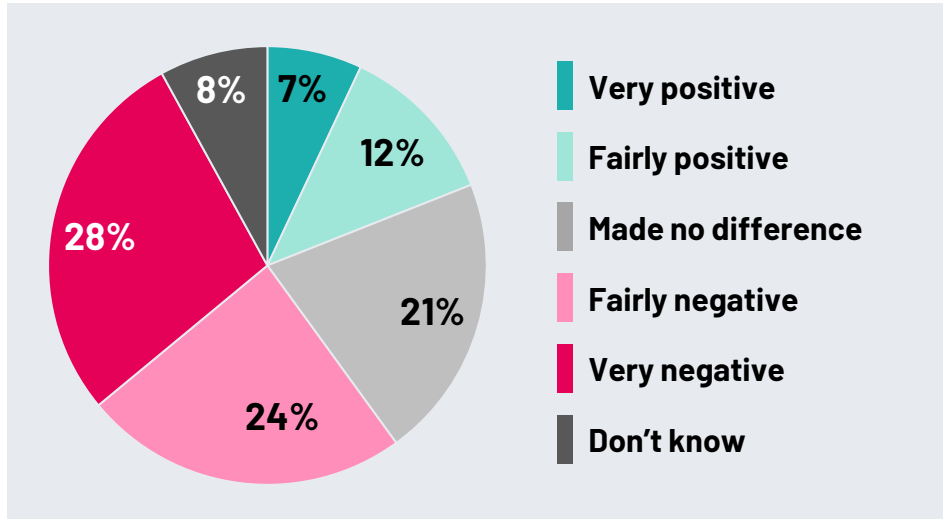


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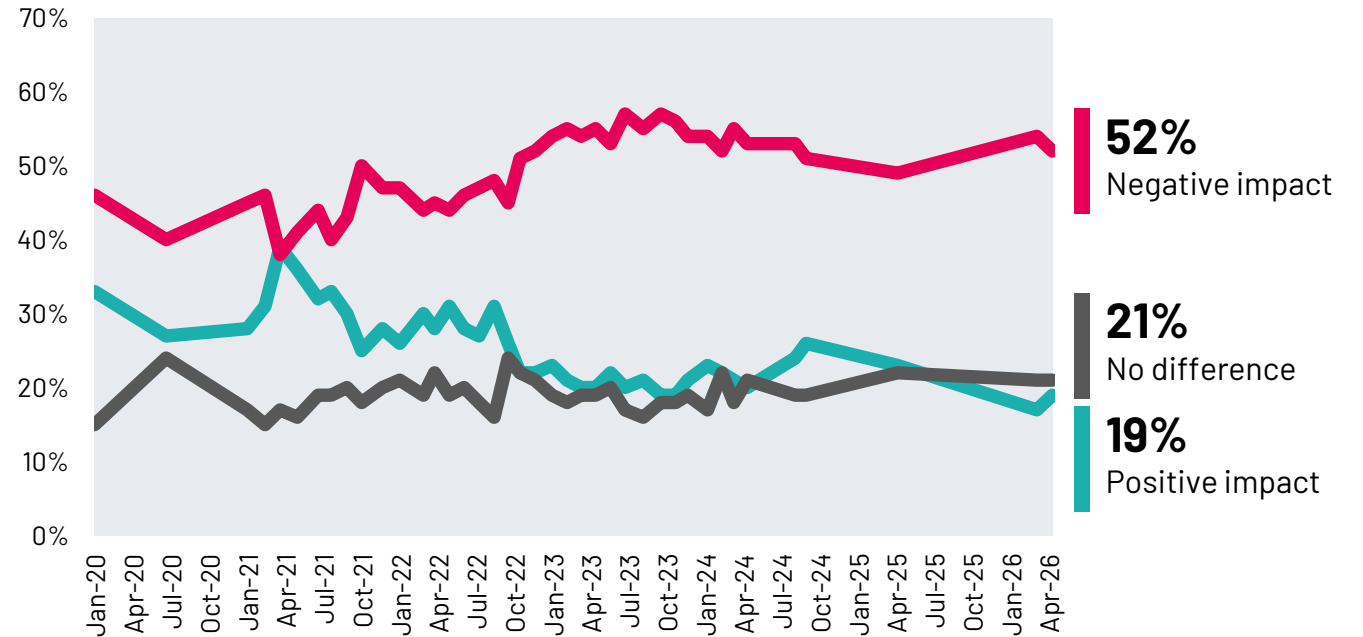
# Impact of the UK's decision to leave the European Union

Overall, do you think the UK's decision to leave the European Union has had a positive or negative impact on the country, or has it made no difference?

April 2026



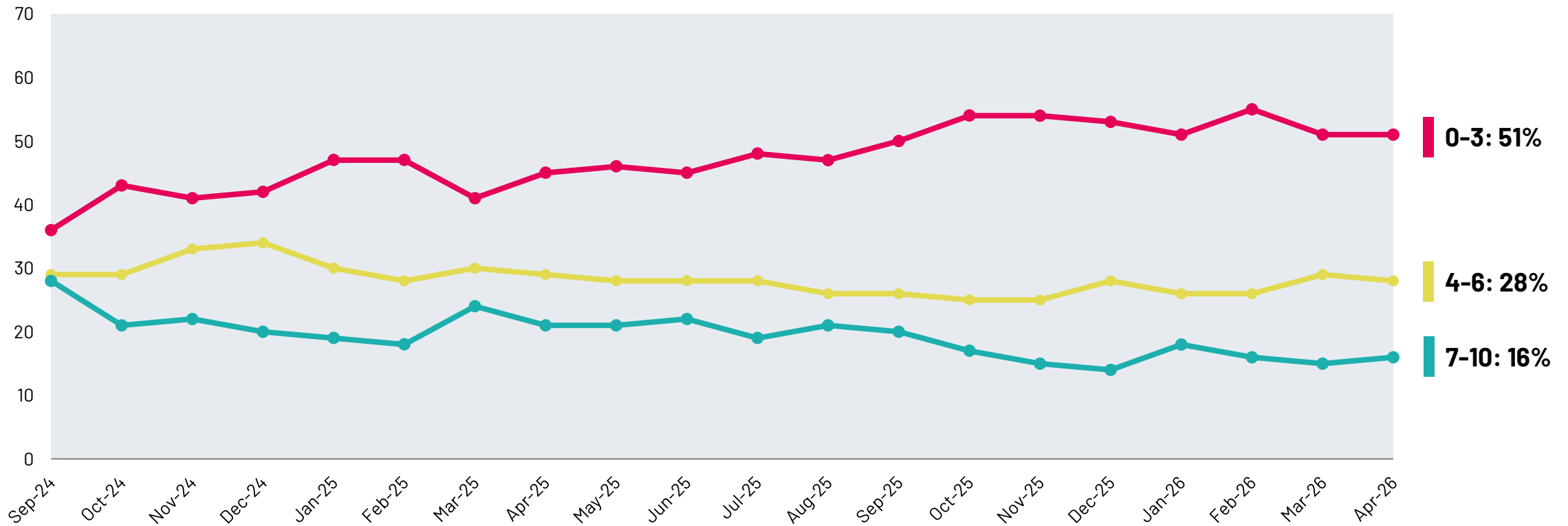
January 2020 – April 2026



Base: 2,262 Online British adults aged 18+, 17-21 April 2026

# Perceptions of the Government's performance so far

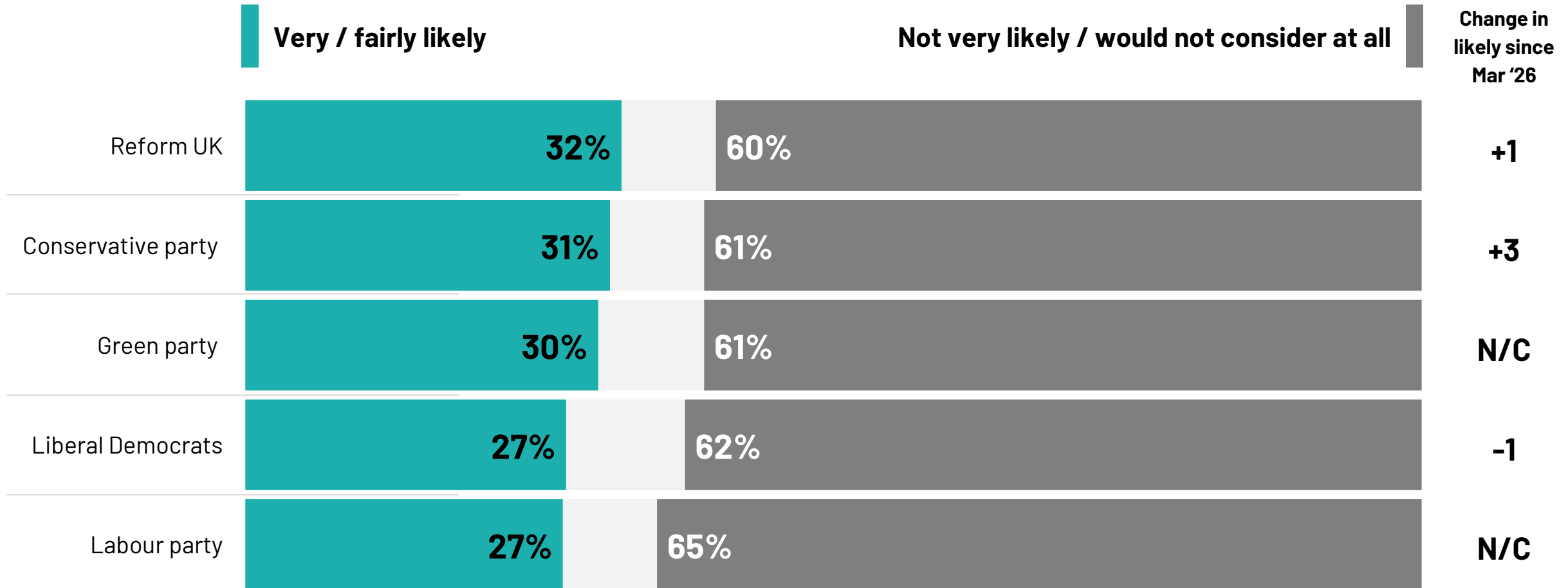
On a scale of 0 to 10, where 10 means a very good job and 0 means a very bad job, do you think the current Labour government is doing a good or bad job at running the country? % **rating different score aggregates**



Base: 2,262 Online British adults aged 18+, 17-21 April 2026

# Who to vote for at the next General Election?

Thinking ahead to the next General Election, based on what you currently know, how likely, if at all, would you be to consider voting for each of the following parties?

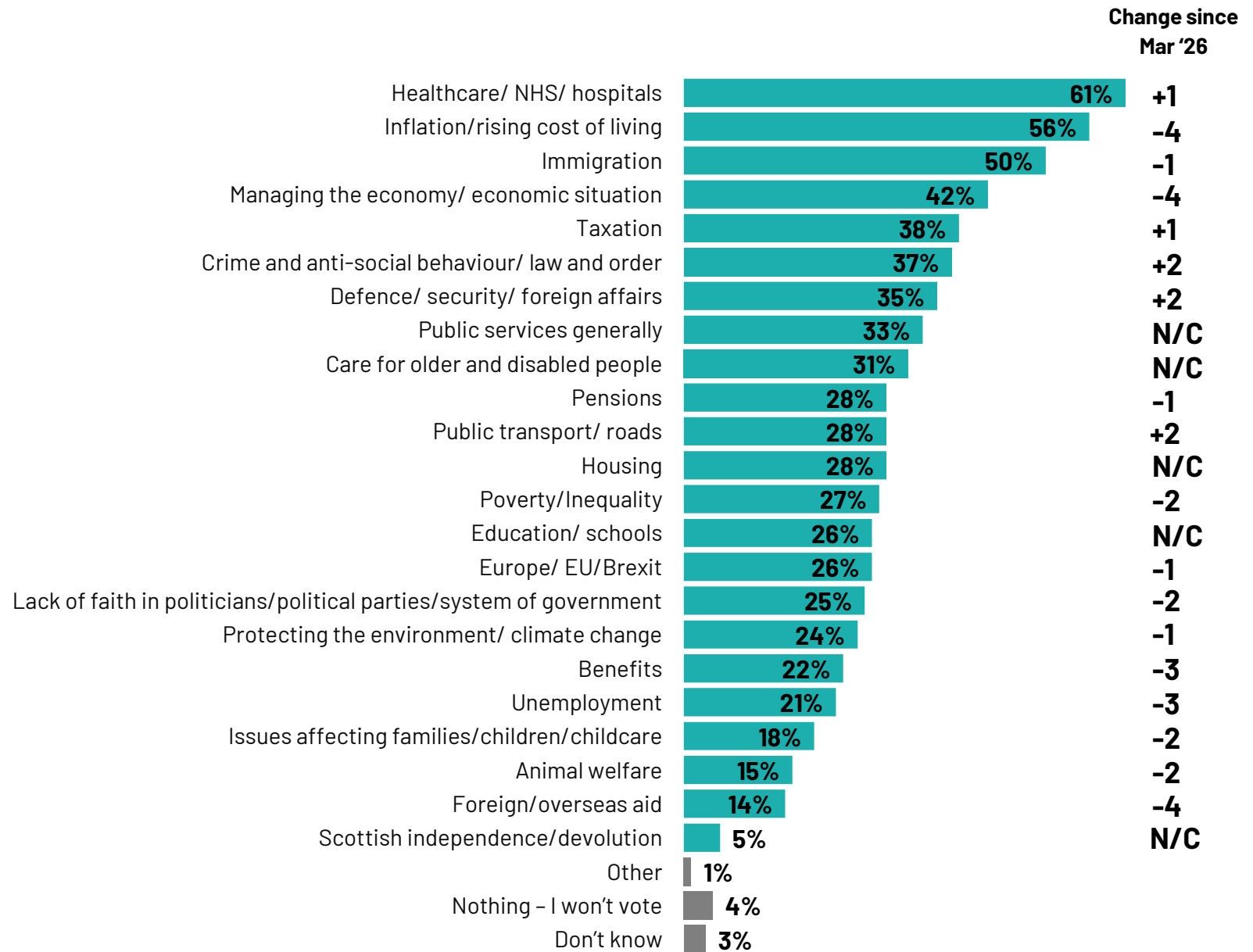


Base: 2,262 Online British adults aged 18+, 17-21 April 2026

# Healthcare is the key issue for Britons when deciding who to vote for at the next General Election

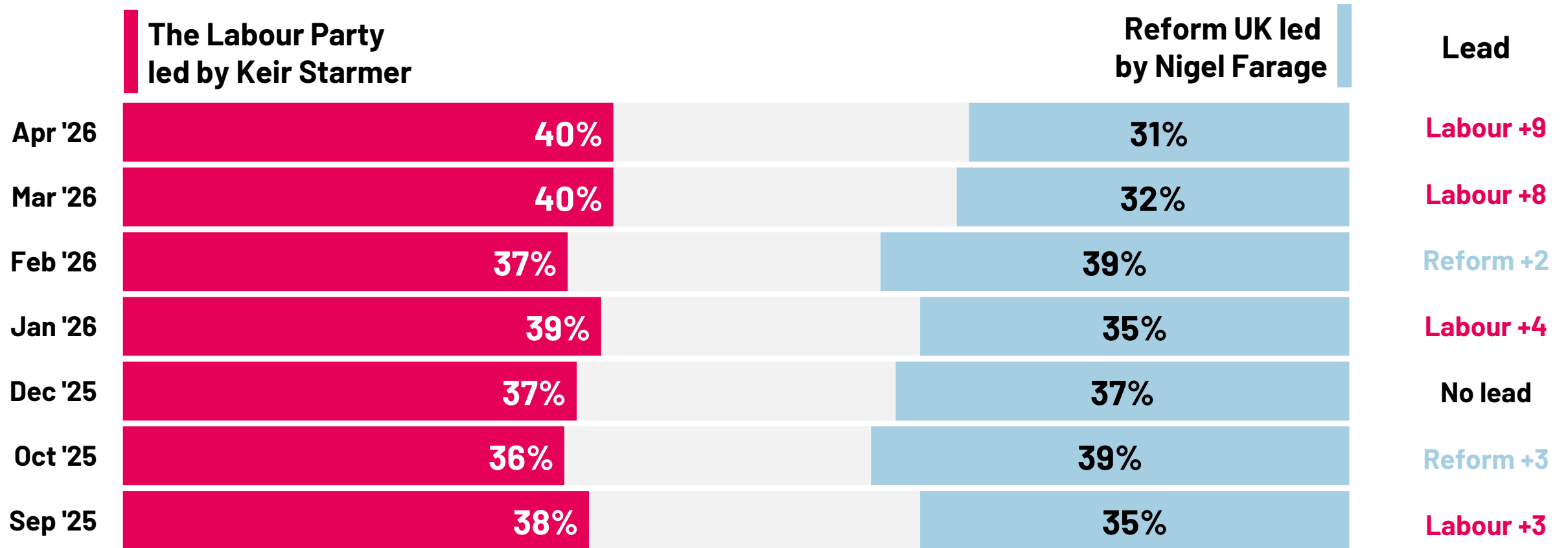
Which, if any, of the following issues do you think will be very important to you in helping you decide which party to vote for at the next General Election?

Base: 2,262 Online British adults aged 18+, 17 - 21 April 2026



# For the second consecutive month, if given the choice between just Labour and Reform, the public would prefer Labour to win the next UK General Election

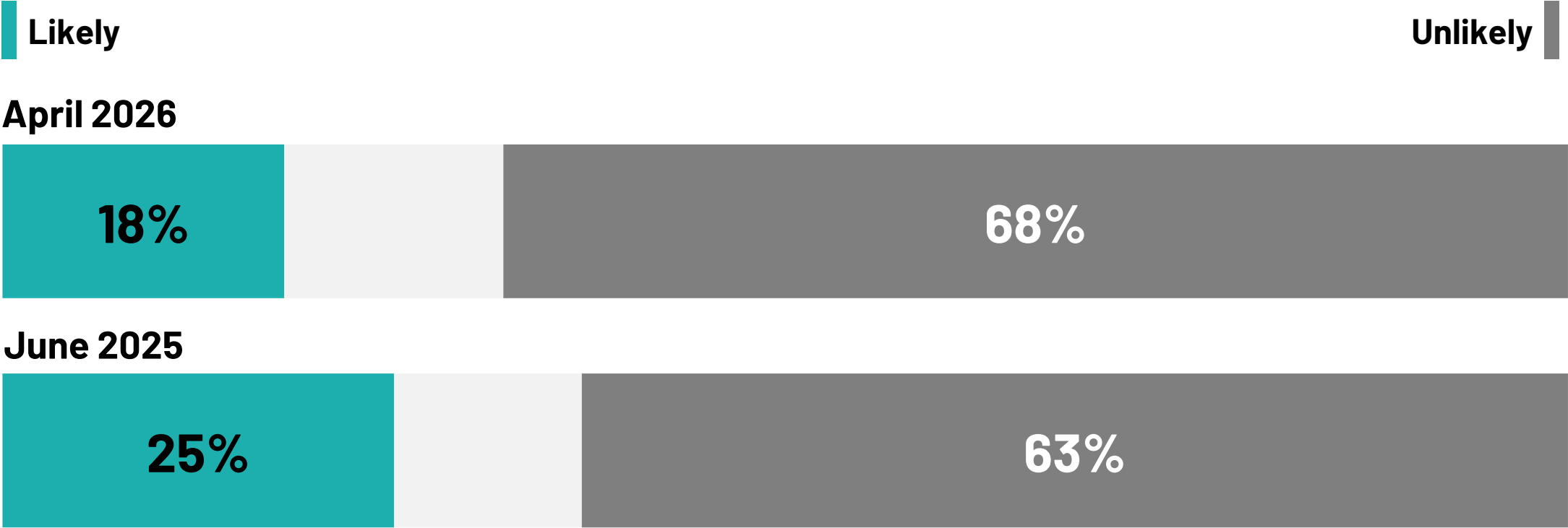
If you had to choose, which party would you prefer to win the next UK General Election and form the next government?



Base: 2,262 Online British adults aged 18+, 17-21 April 2026

# Two thirds of Britons think it is unlikely Keir Starmer will win the next General Election

How likely or unlikely do you think it is that Keir Starmer will win the next General Election?

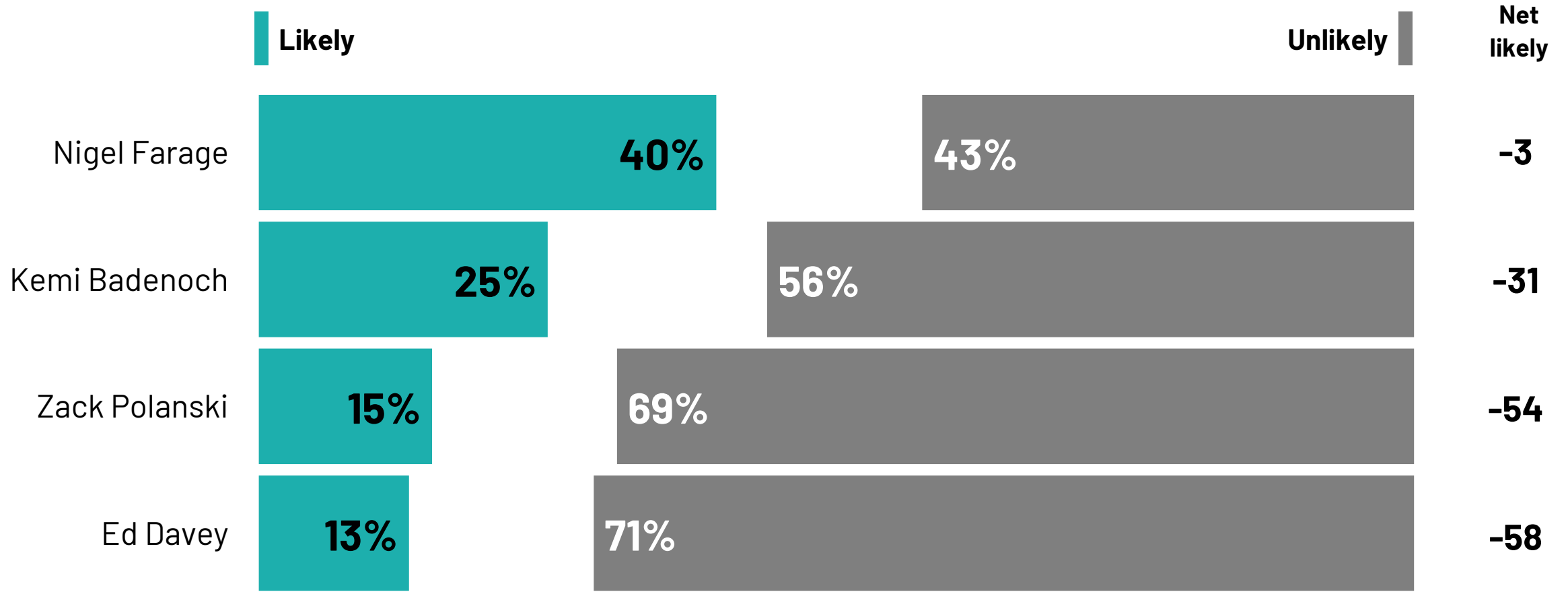


Base: 2,262 Online British adults aged 18+, 17-21 April 2026



# Britons are divided on if Nigel Farage will ever be Prime Minister

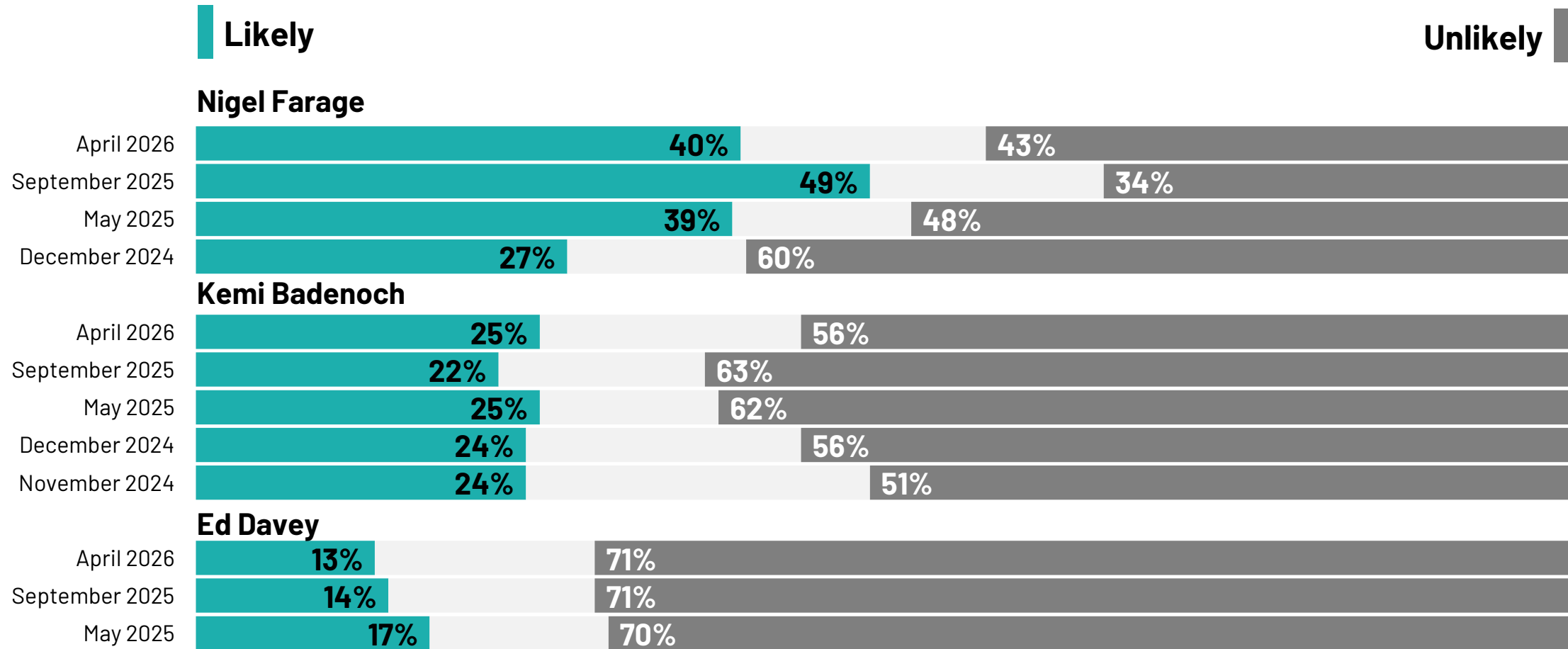
In your opinion, how likely or not is that ... will ever be Prime Minister?



Base: 2,262 Online British adults aged 16+, 17-21 April 2026

# Britons are now less likely to think Nigel Farage will ever be Prime Minister compared to in September 2025

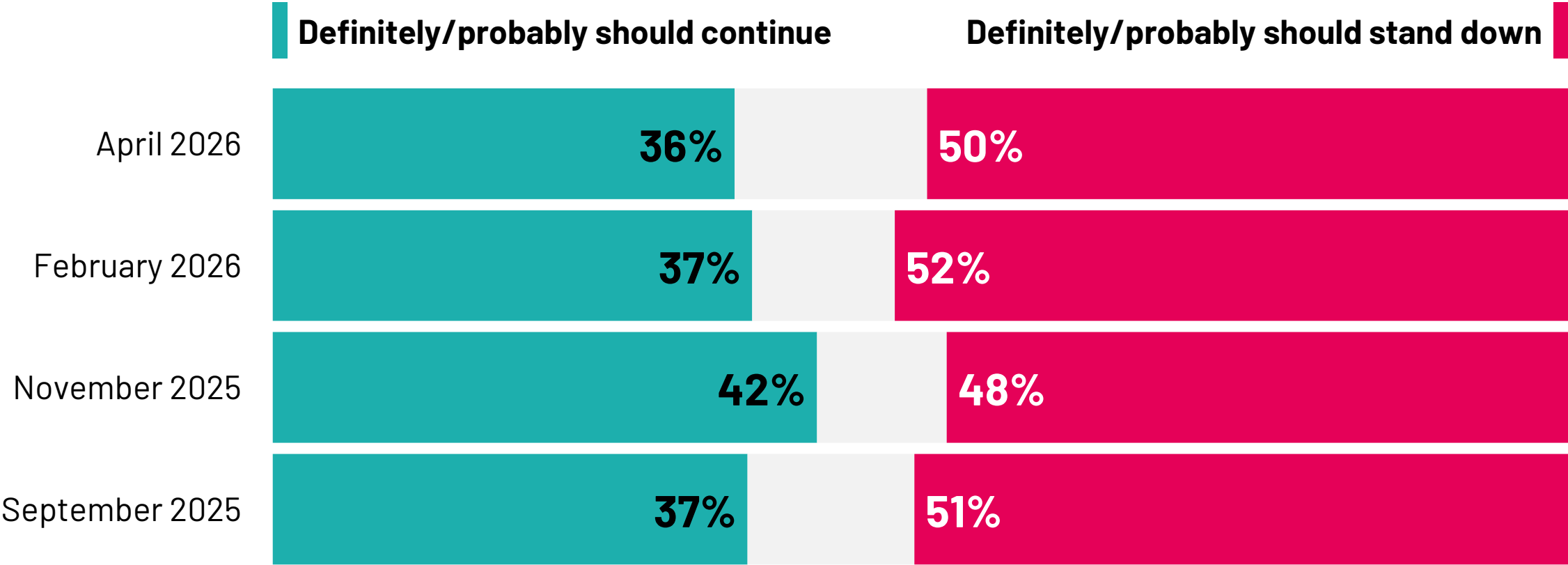
In your opinion, how likely or not is that ... will ever be Prime Minister?



Base: 2,262 Online British adults aged 16+, 17-21 April 2026

# Half of Britons think Keir Starmer should stand down as Prime Minister and Leader of the Labour party

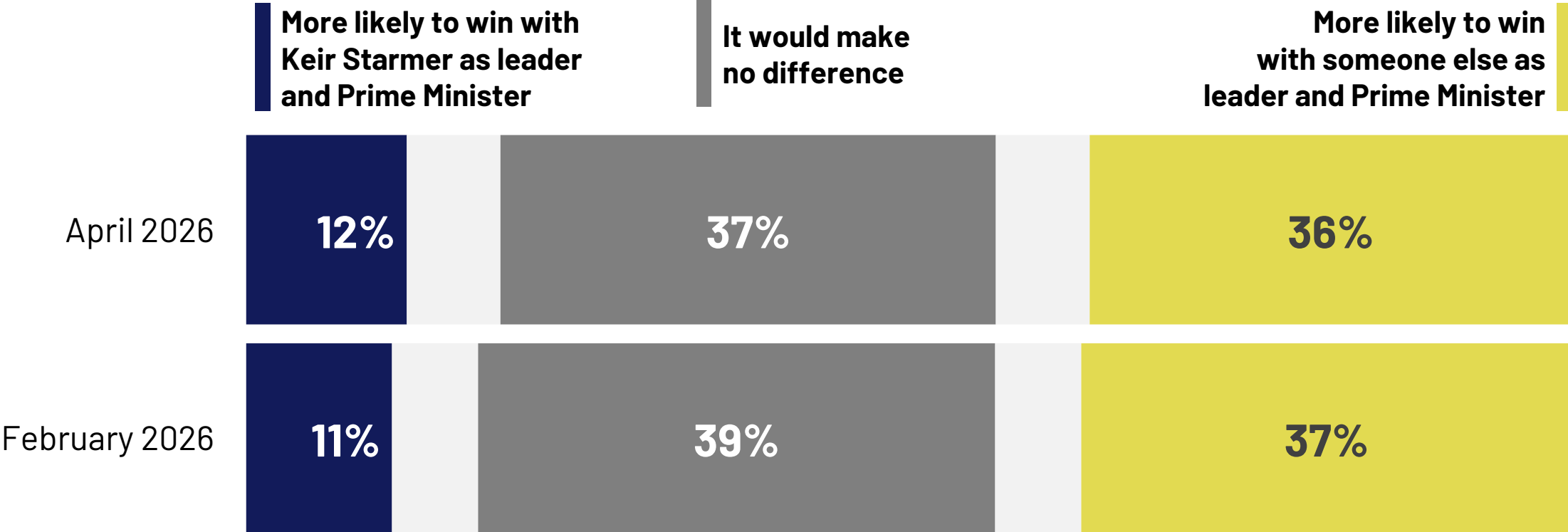
To what extent do you think Keir Starmer should continue as Prime Minister and Leader of the Labour party, or should he stand down and let someone else takeover?



Base: 2,262 Online British adults aged 18+, 17-21 April 2026

# Britons are split on whether Labour are more likely to win the next election with someone as leader and Prime Minister or if it wouldn't make a difference

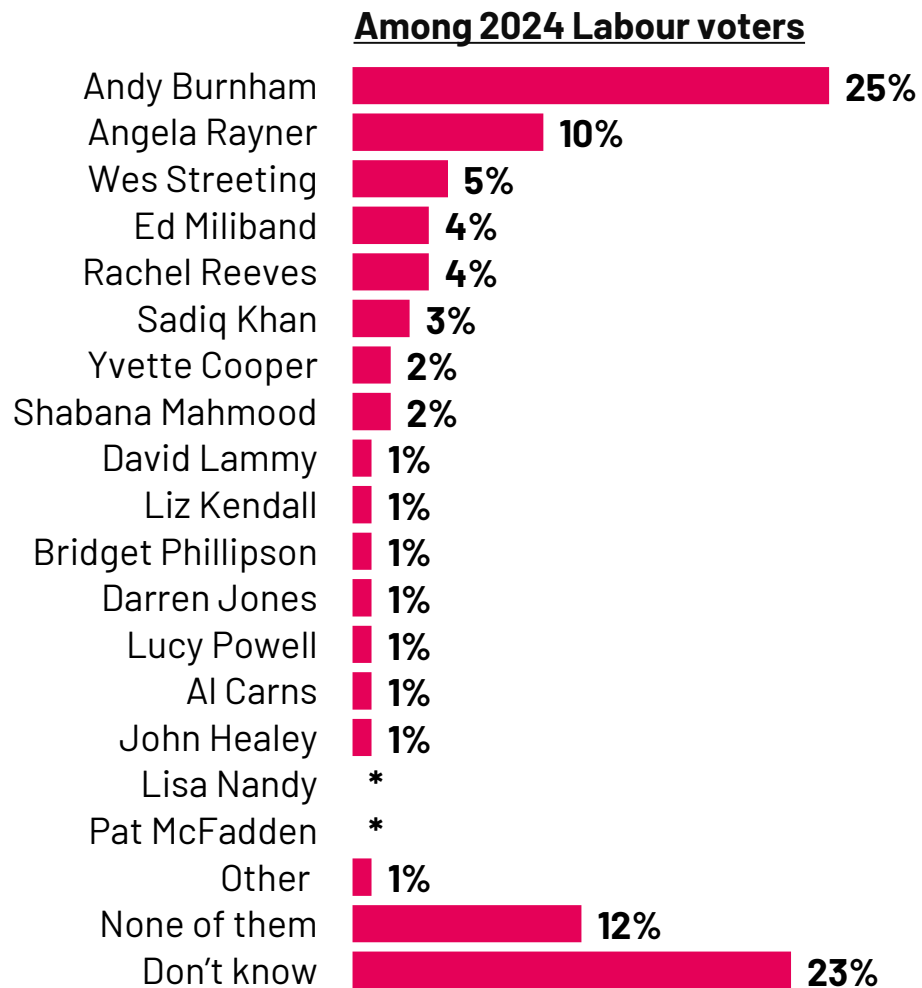
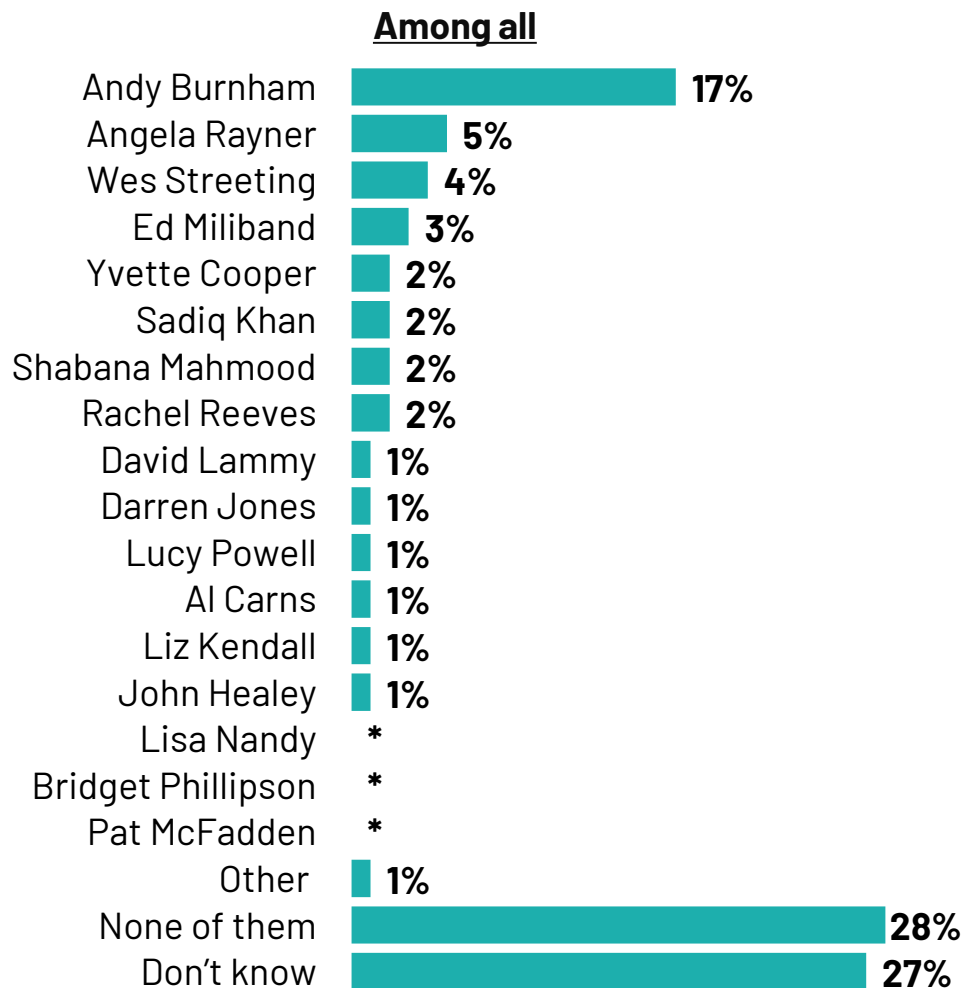
Thinking about the next General Election, do you think Labour are more likely to win with Keir Starmer as leader and Prime Minister, more likely to win with someone else as leader and Prime Minister, or would it make no difference?



Base: 2,262 Online British adults aged 18+, 17-21 April 2026

# If Keir Starmer was no longer Labour leader, Andy Burnham is the preferred choice of the public and 2024 Labour voters

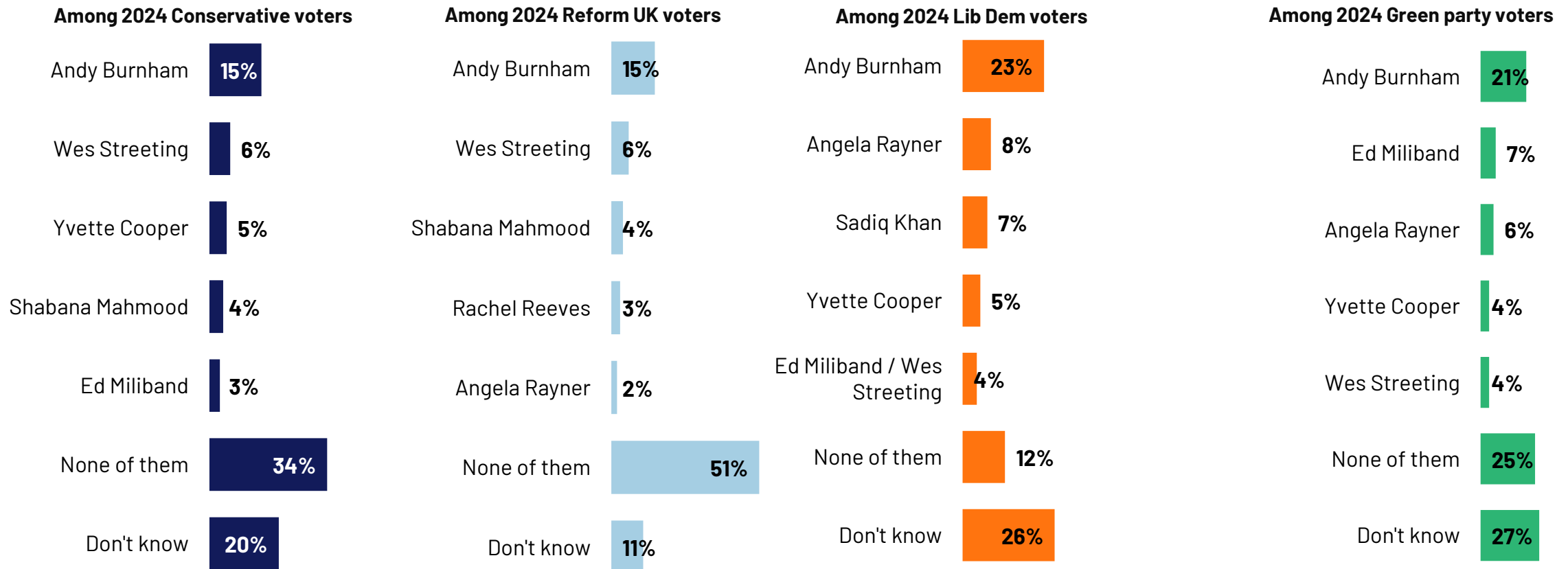
If Keir Starmer was to no longer be leader of the Labour party, which of the following, if any, would you MOST prefer to become the next leader of the Labour party?



Base: 2,262 Online British adults aged 18+, including (658) 2024 Labour voters 17-21 April 2026

# Preferred next Labour leader among other party voters

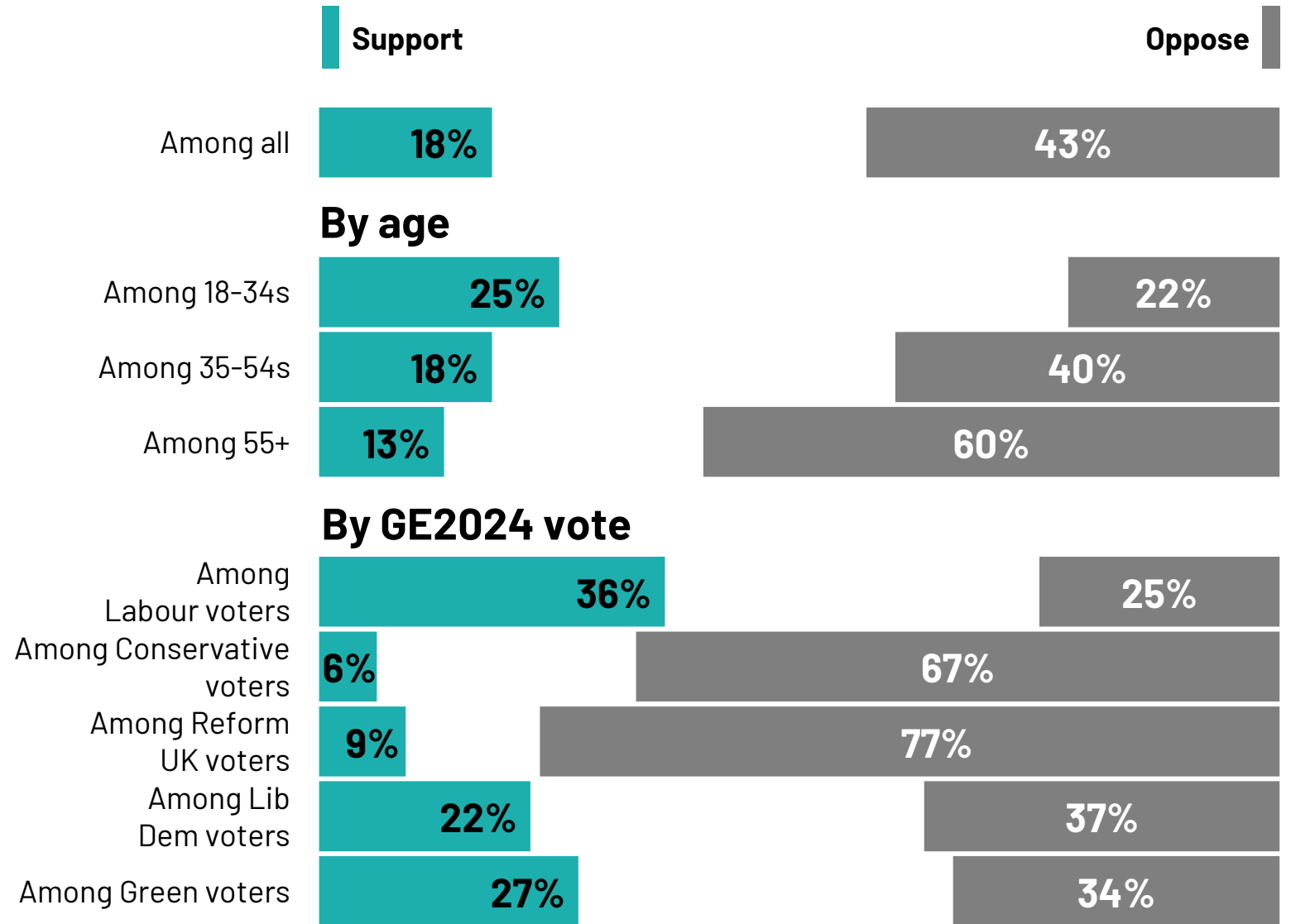
If Keir Starmer was to no longer be leader of the Labour party, which of the following, if any, would you MOST prefer to become the next leader of the Labour party?



Base: 2,262 Online British adults aged 18+, including (360) 2024 Conservative voters, (230) 2024 Reform UK voters, (170) 2024 Liberal Democrats voters, (118) 2024 Green party voters 17-21 April 2026

# Four in ten Britons would oppose Angela Rayner returning to government

To what extent, if at all, would you support or oppose Angela Rayner returning to serve as a Government Minister?



**Base: 2,262** Online British adults aged 18+, including (687) 18-34-year-olds, (793) 35-54s, (782) 55-75s, (658) 2024 Labour voters, (360) 2024 Conservative voters, (230) 2024 Reform UK voters, (170) 2024 Liberal Democrat voters and (118) 2024 Green voters 17-21 April 2026

# Ipsos

April 2026  
Political Pulse

## For more information

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Senior Research Executive

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