

IPSOS POLITICAL PULSE

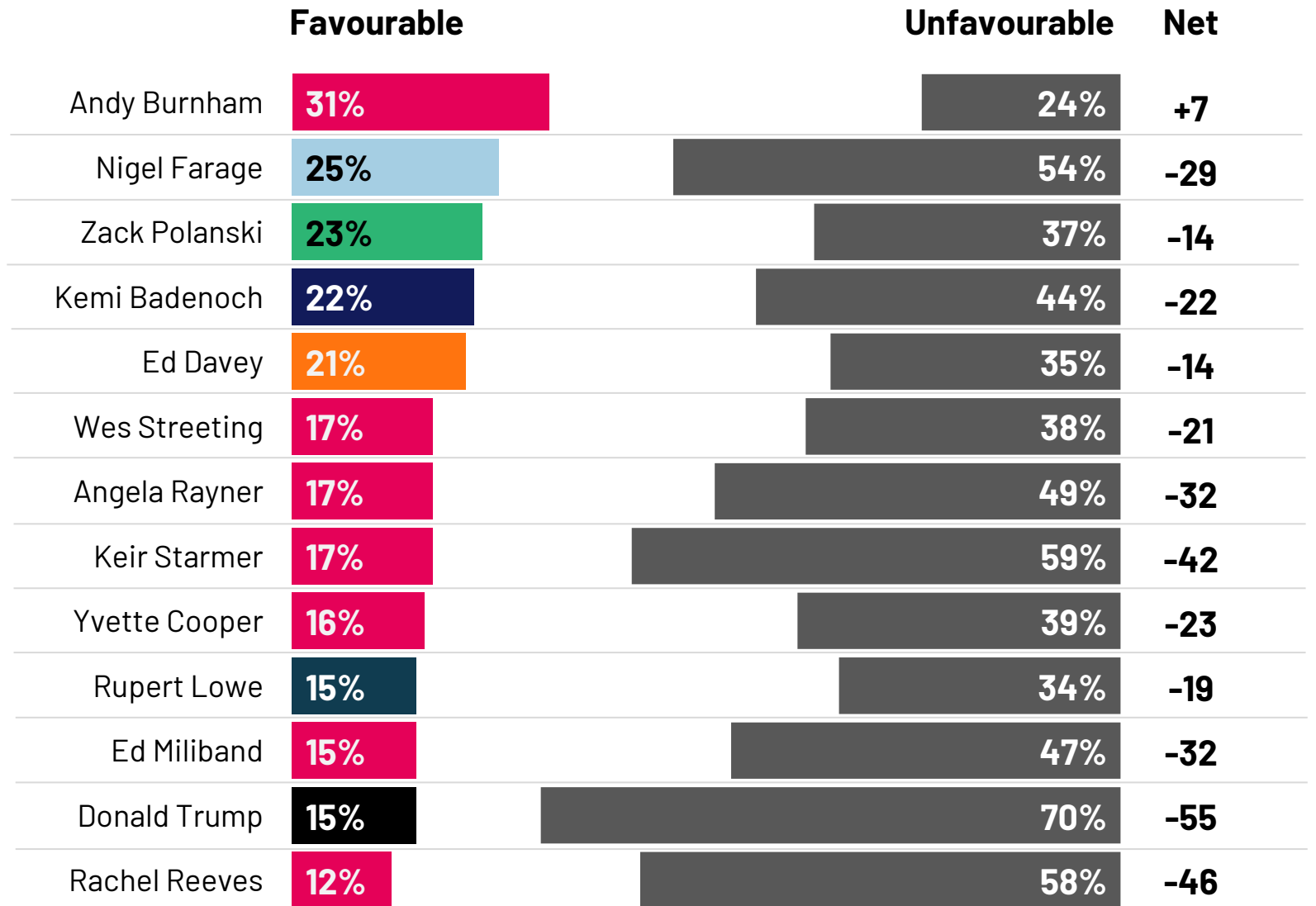
March 2026



**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?

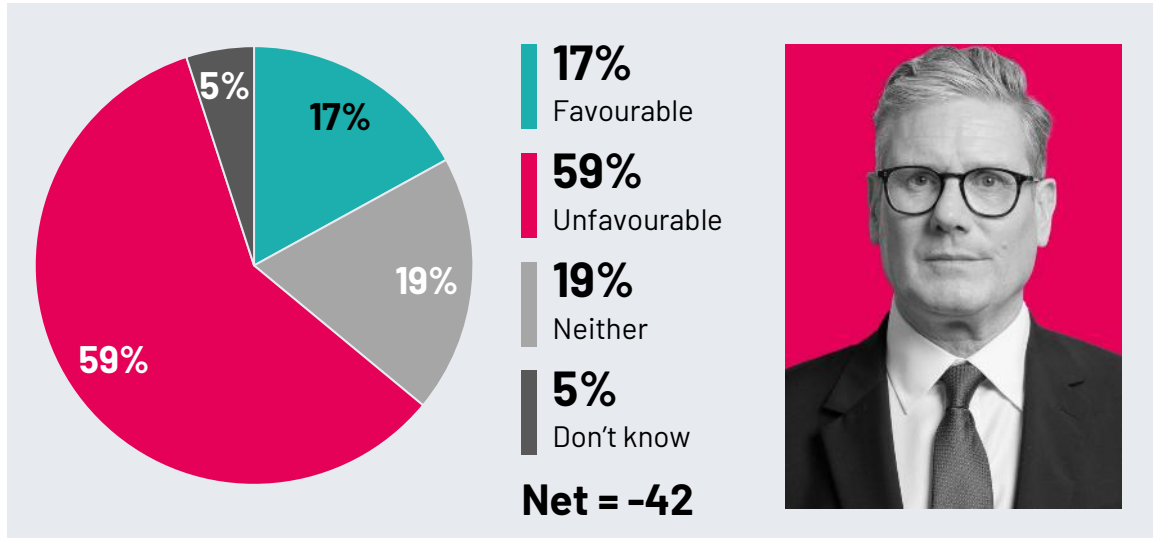


Base: 2,283 Online British adults aged 18+, 20-24 March 2026

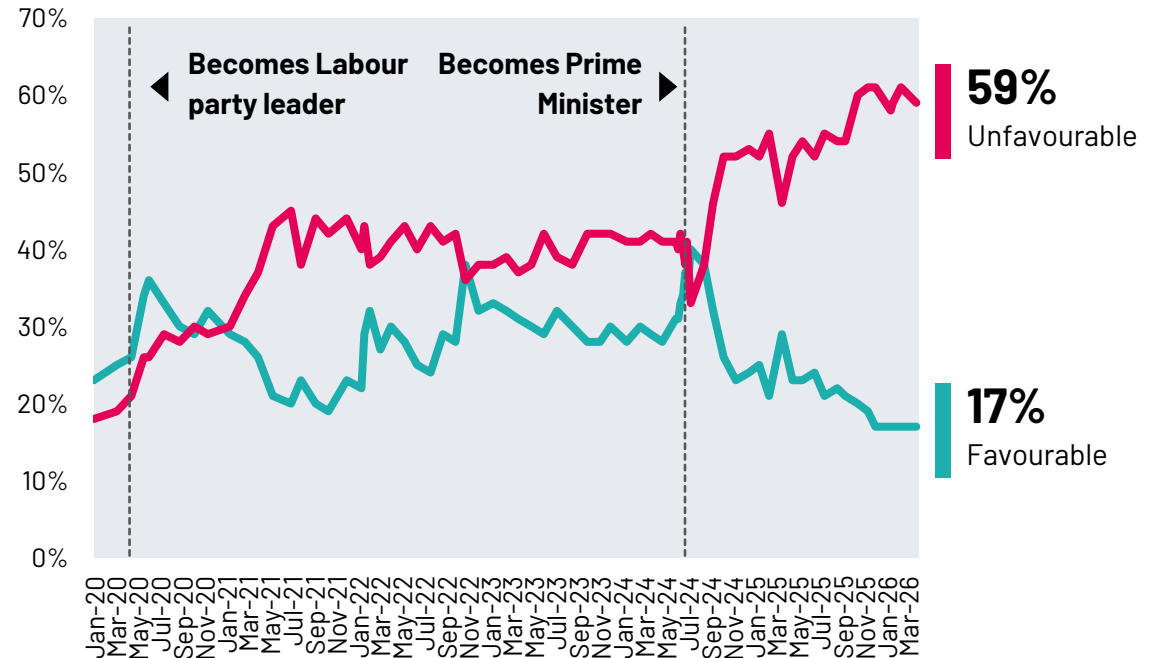
Keir Starmer: Favourability

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

March 2026



January 2020 – March 2026

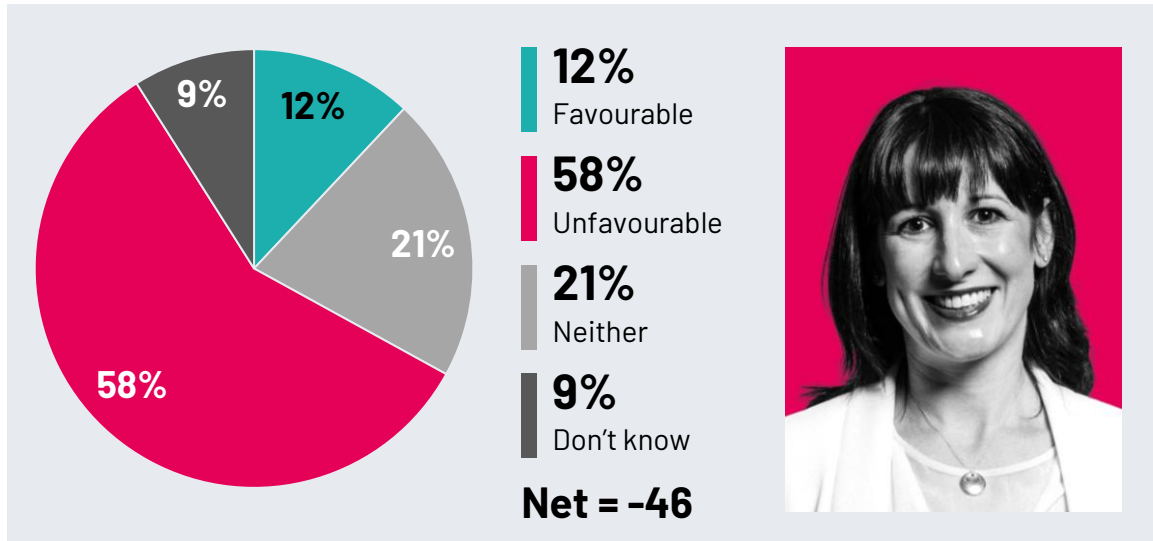


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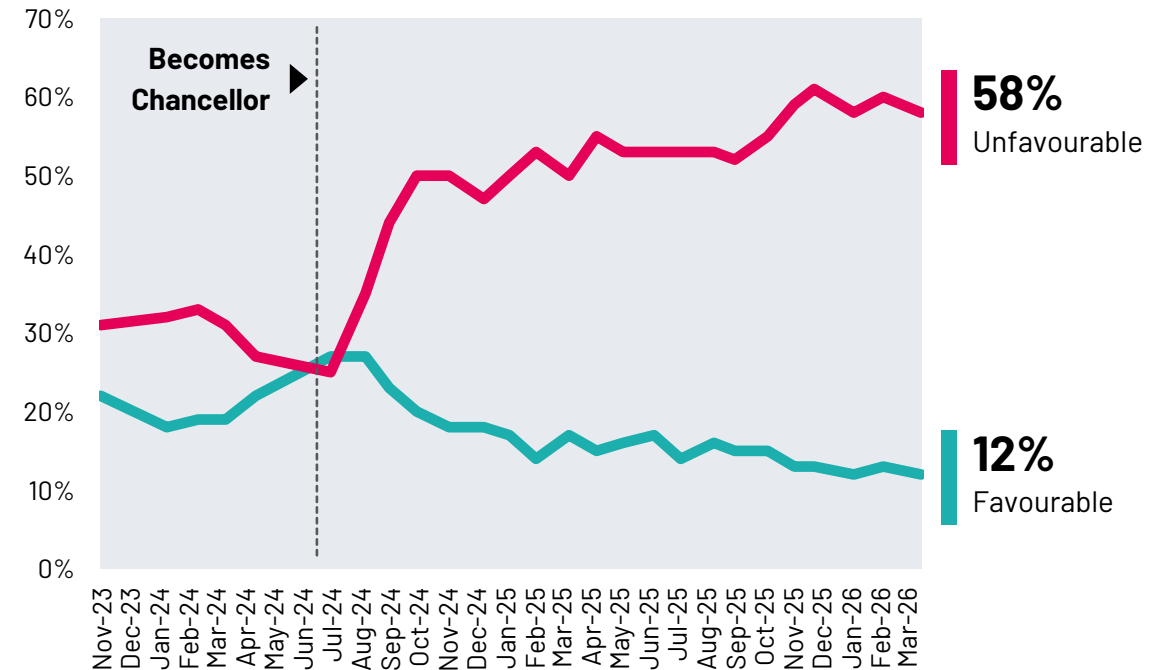
Rachel Reeves: Favourability

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

March 2026



November 2023 – March 2026

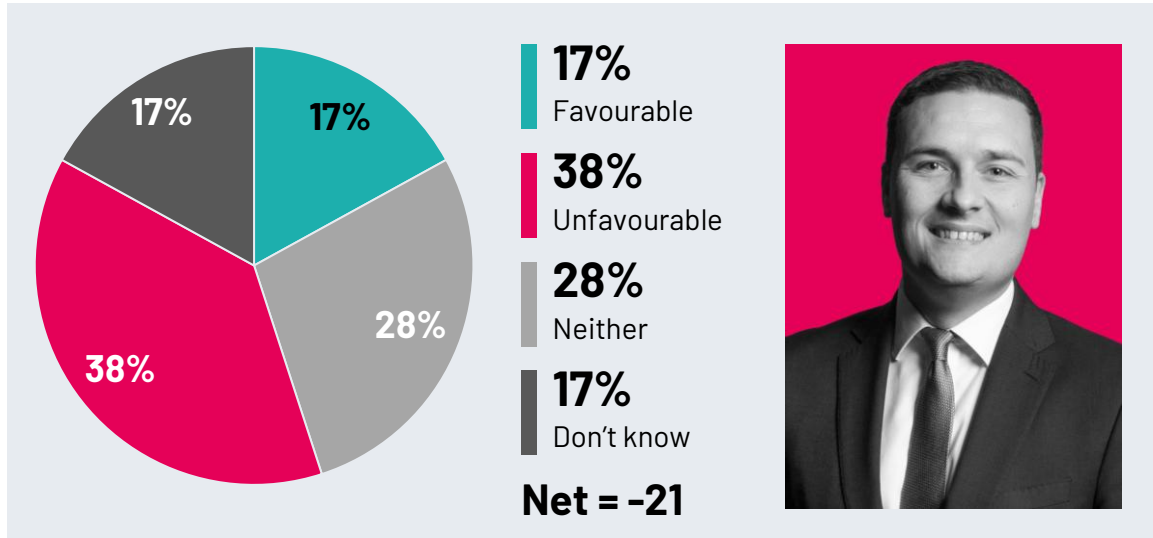


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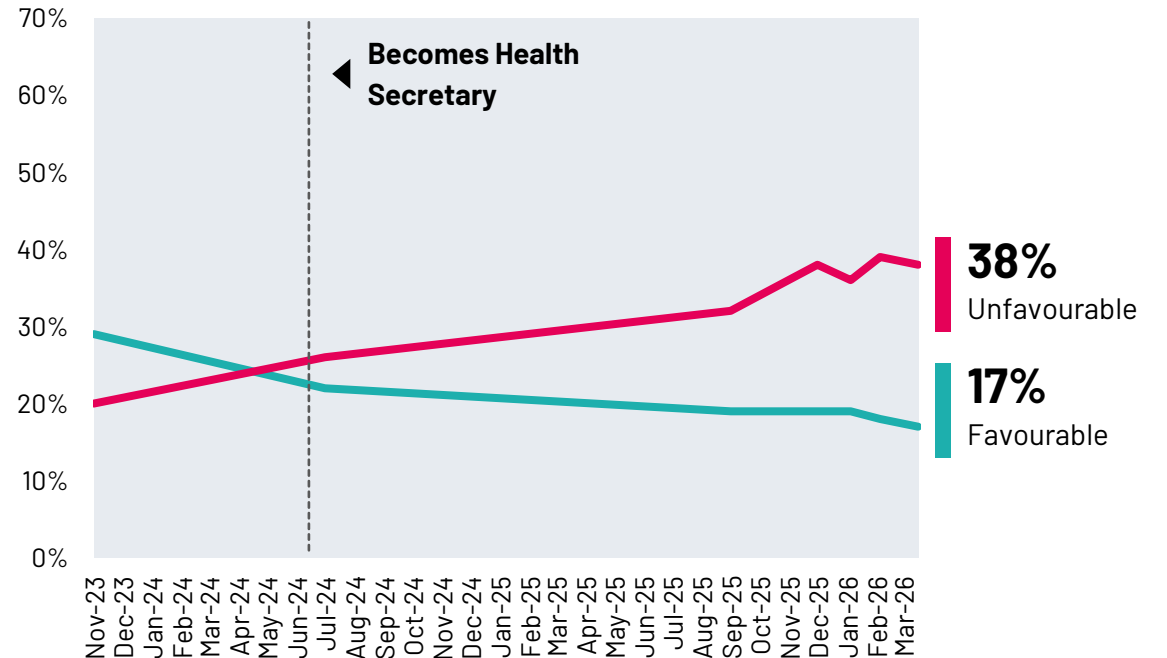
Wes Streeting: Favourability

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

March 2026



November 2023 – March 2026

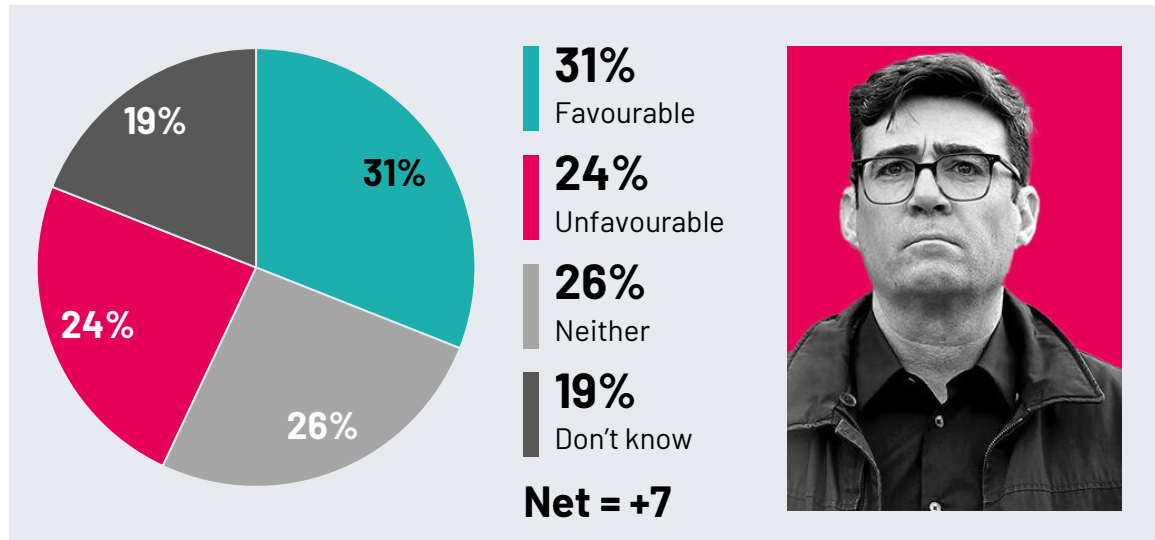


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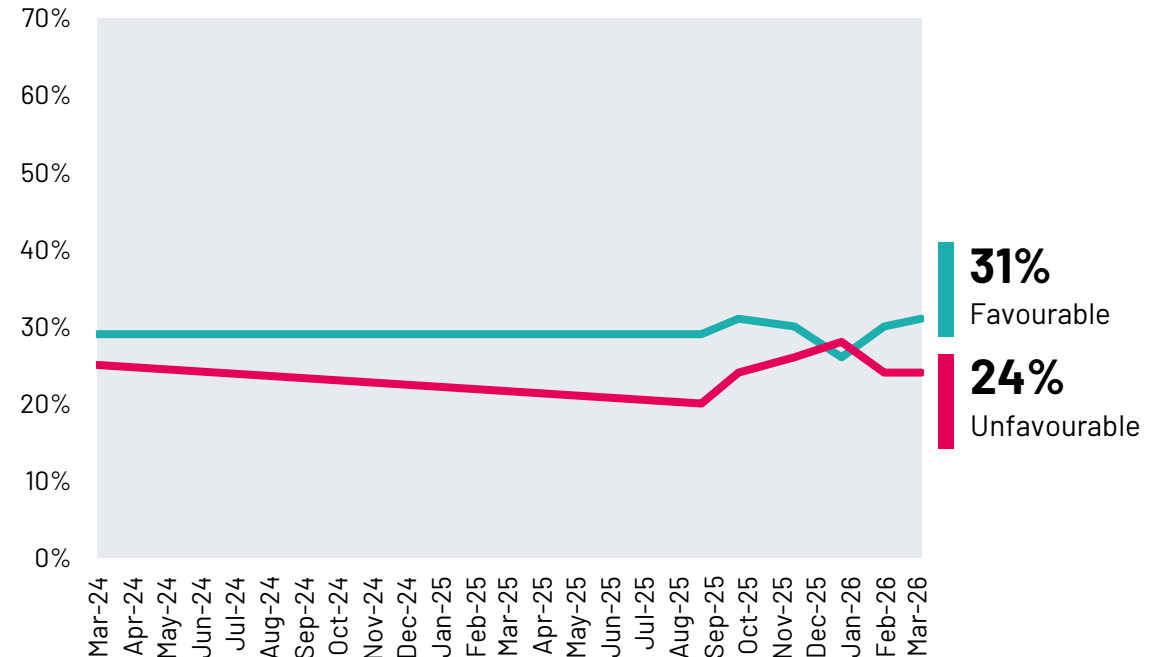
Andy Burnham: Favourability

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

March 2026



March 2024 – March 2026

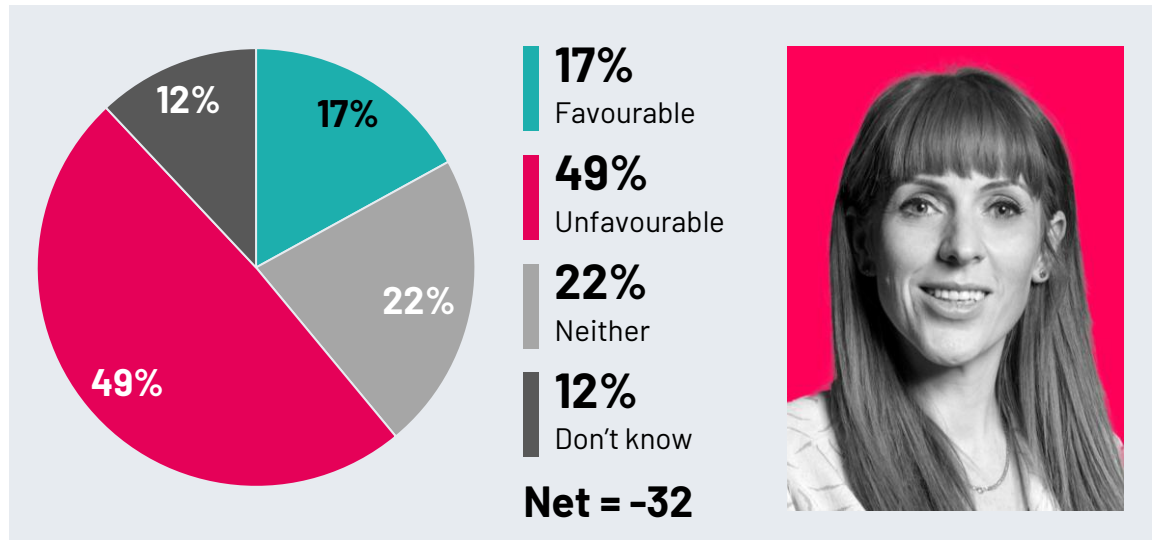


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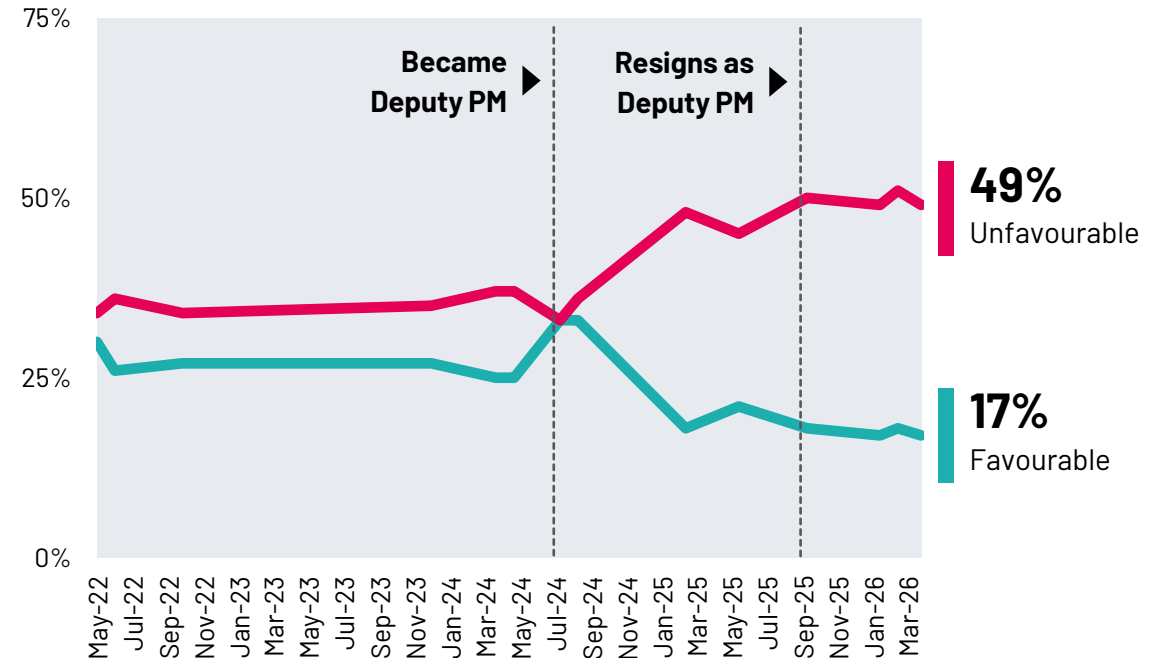
Angela Rayner: Favourability

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

March 2026



May 2022 – March 2026

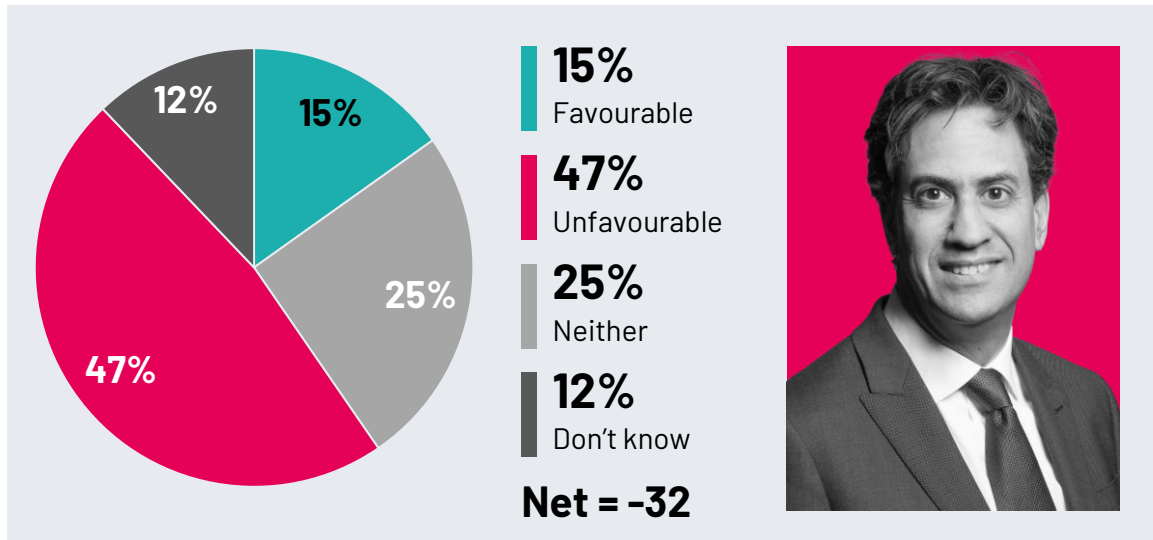


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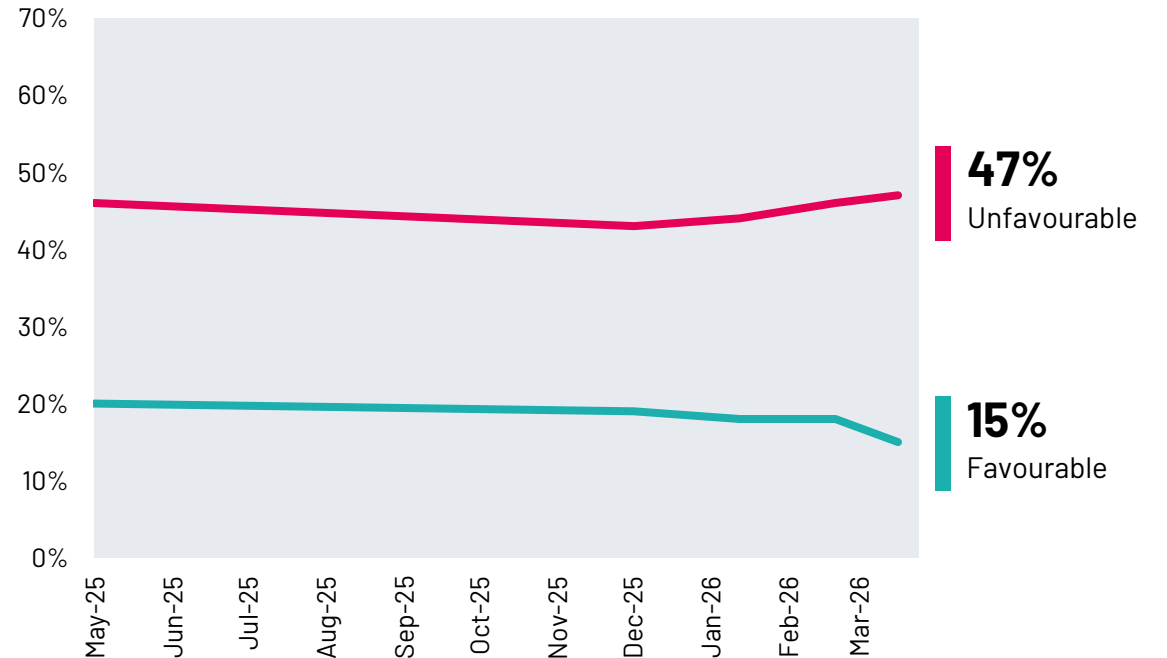
Ed Miliband: Favourability

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

March 2026



May 2025 – March 2026

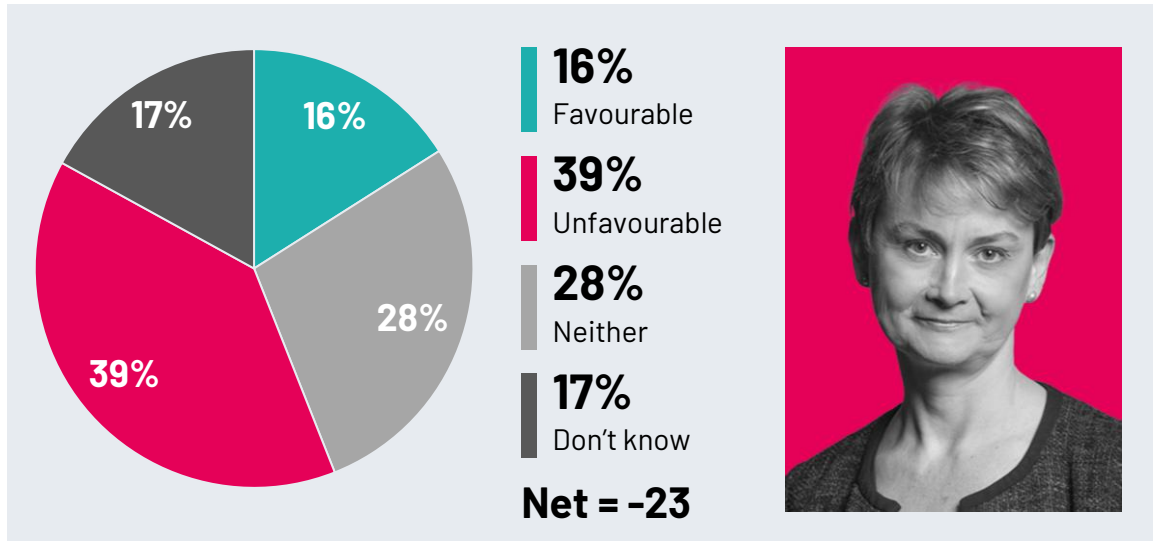


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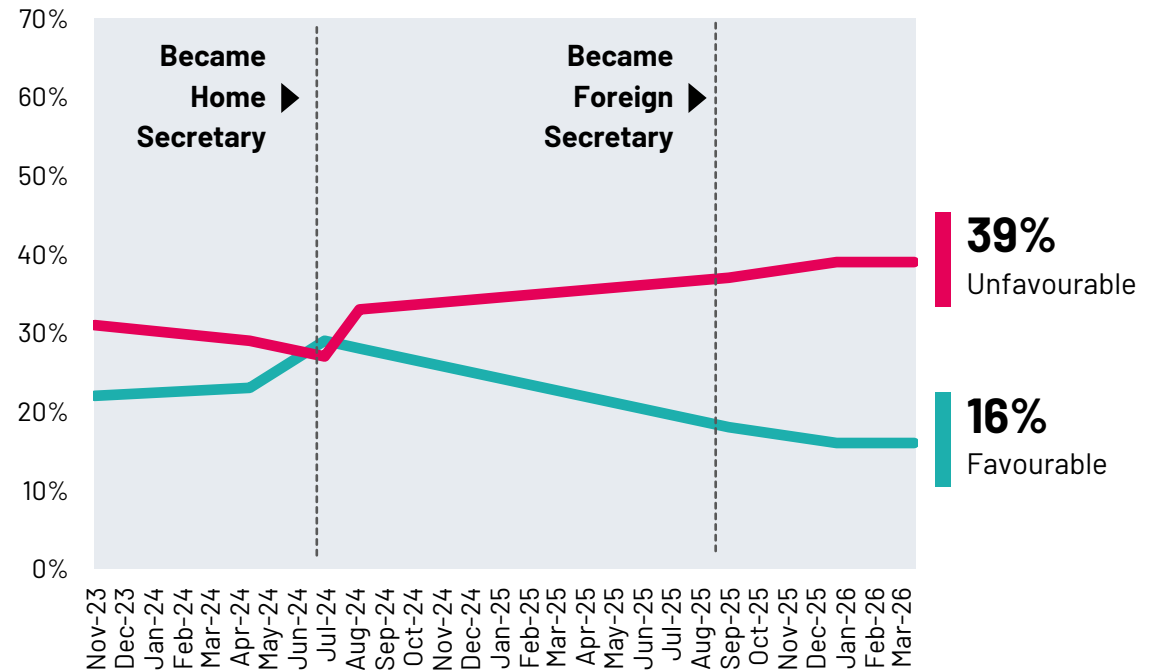
Yvette Cooper: Favourability

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

March 2026



November 2023 – March 2026

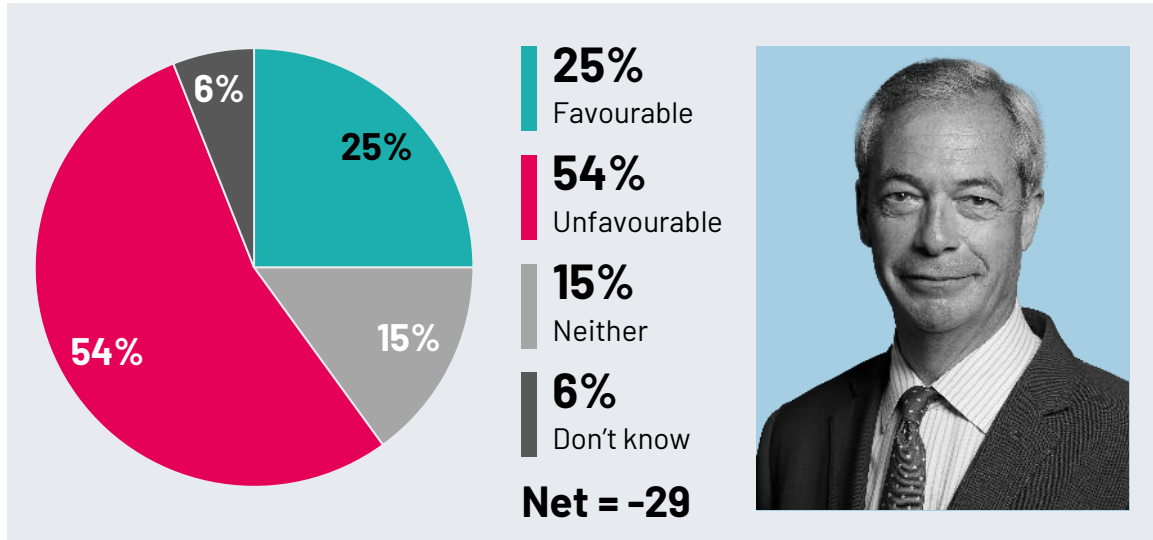


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Nigel Farage: Favourability

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March 2026



January 2024 – March 2026

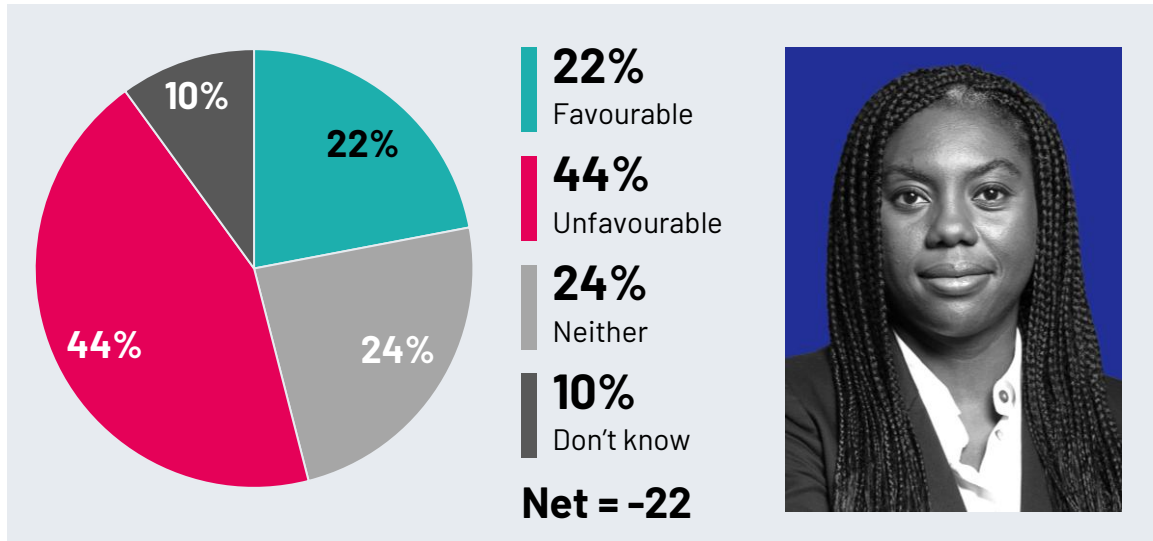


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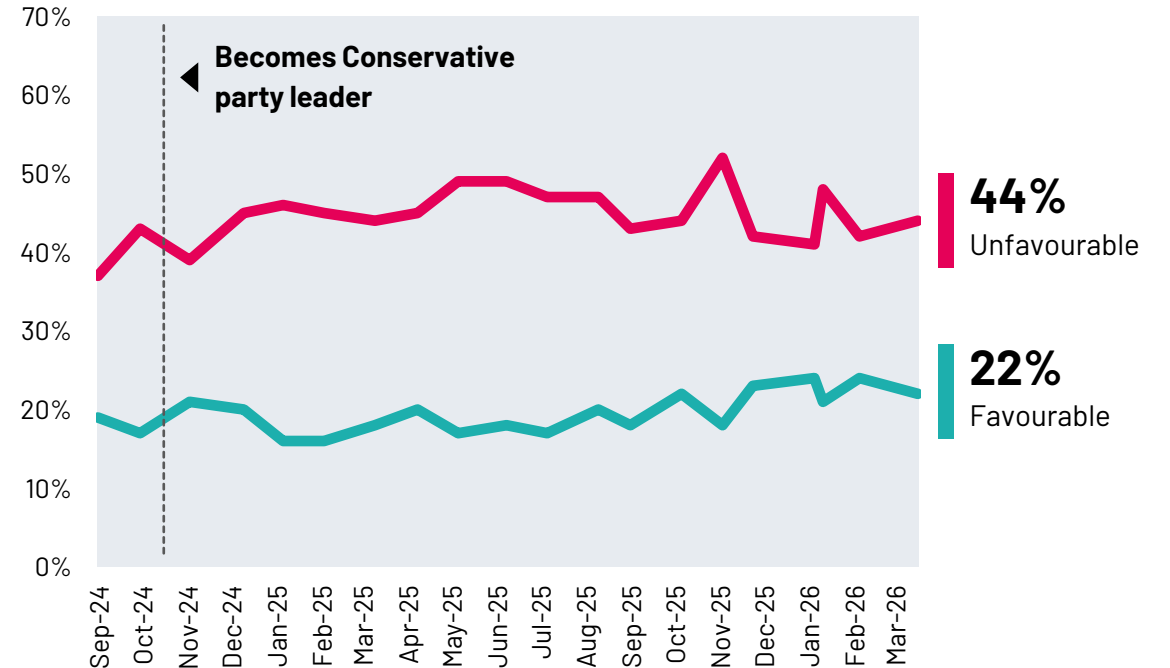
Kemi Badenoch: Favourability

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

March 2026



September 2024 – March 2026

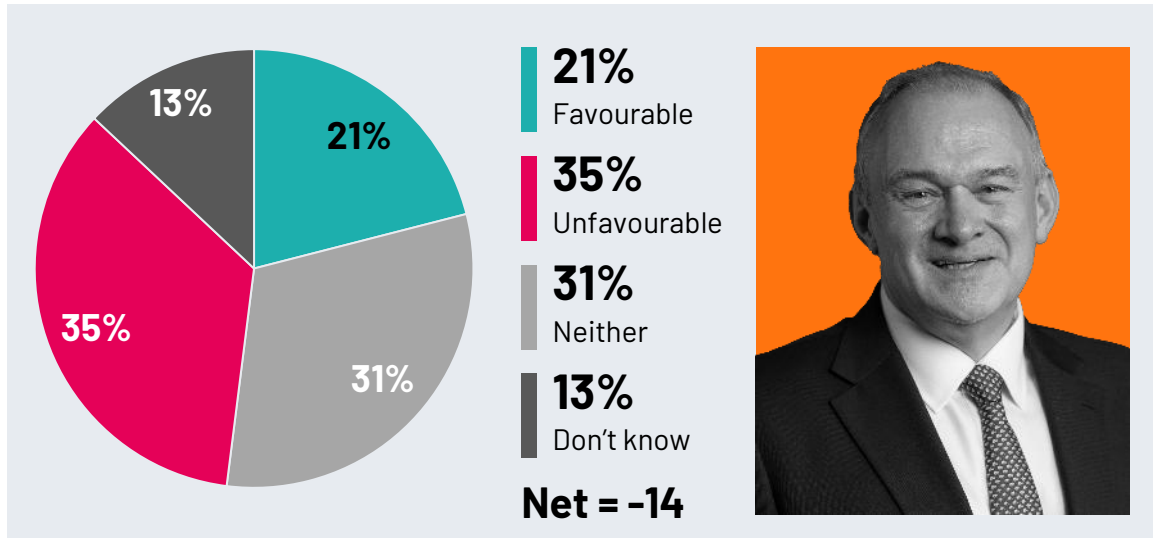


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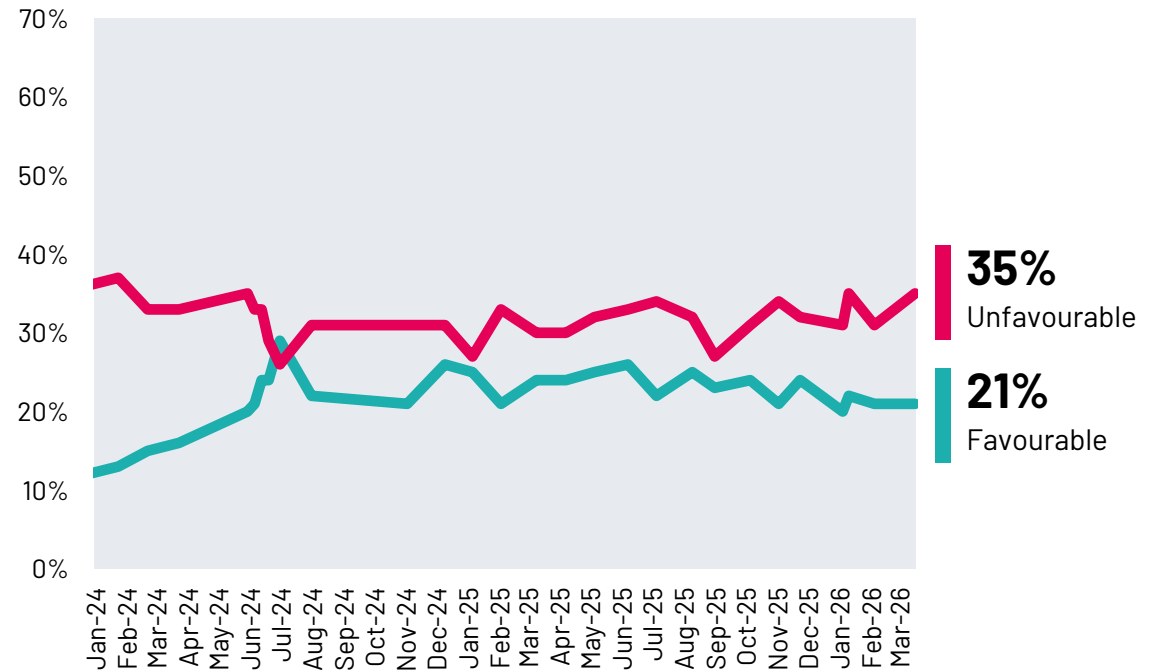
Ed Davey: Favourability

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

March 2026



January 2024 – March 2026

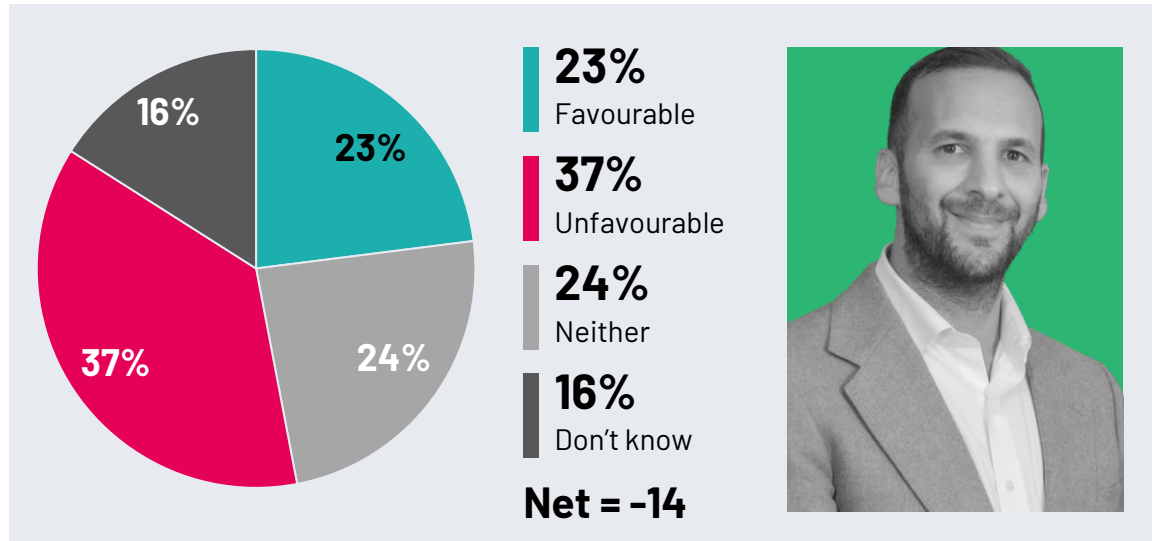


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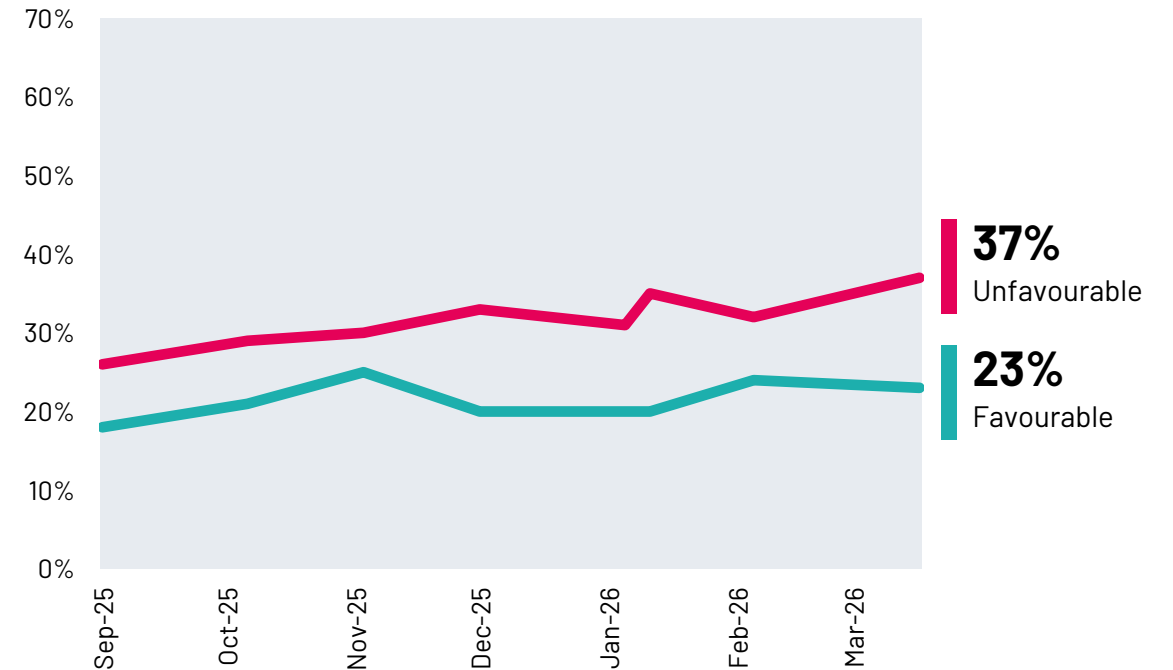
Zack Polanski: Favourability

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

March 2026



September 2025 – March 2026

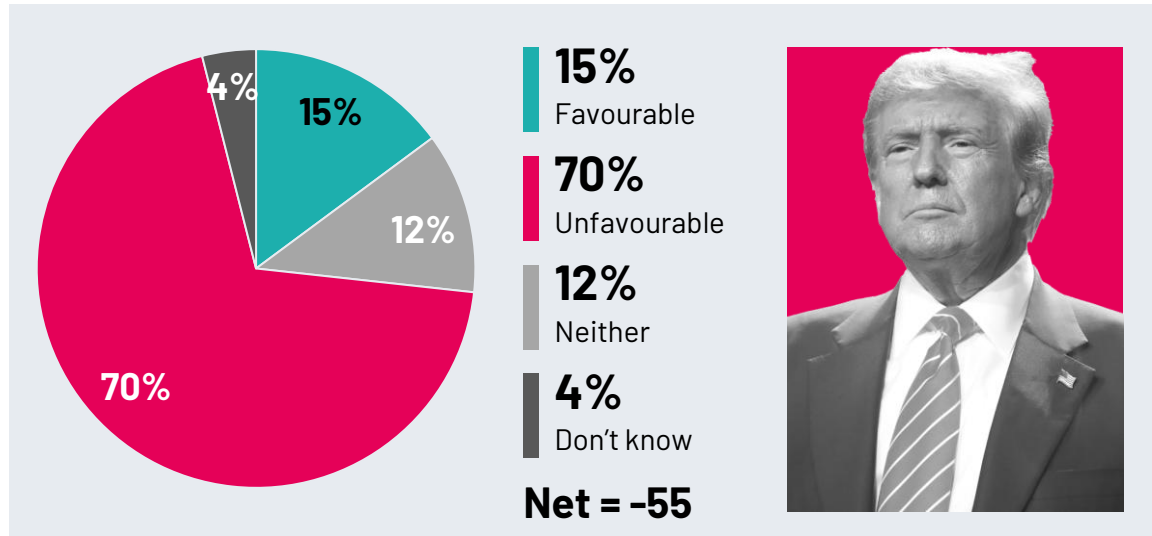


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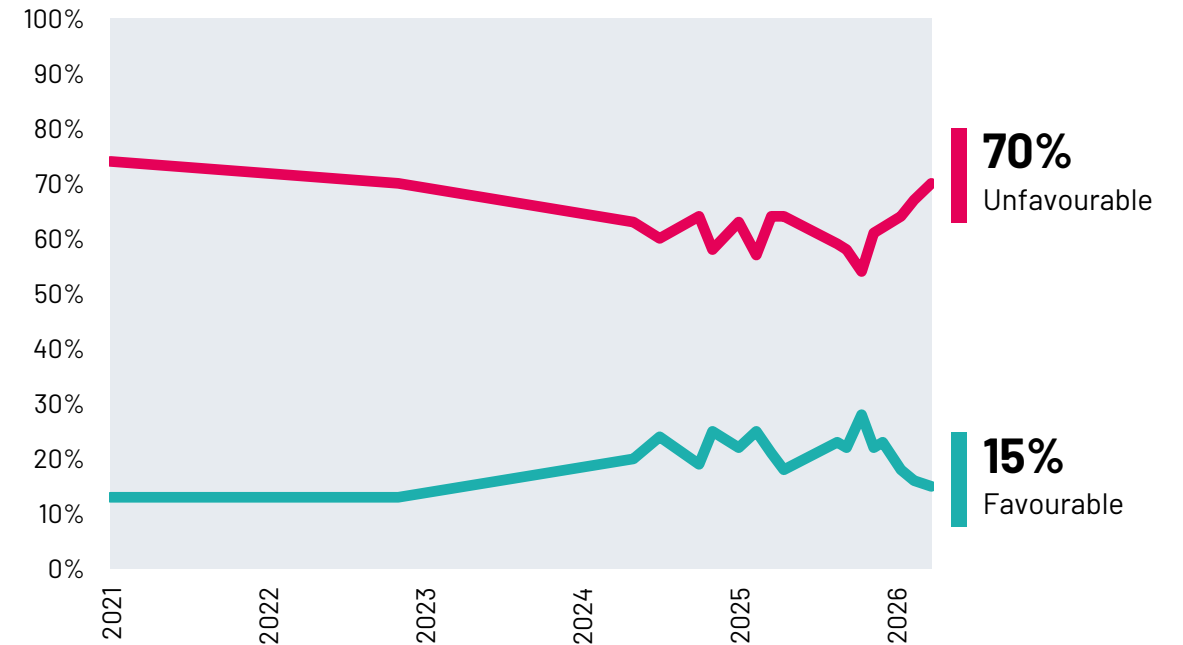
Donald Trump: Favourability

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

March 2026



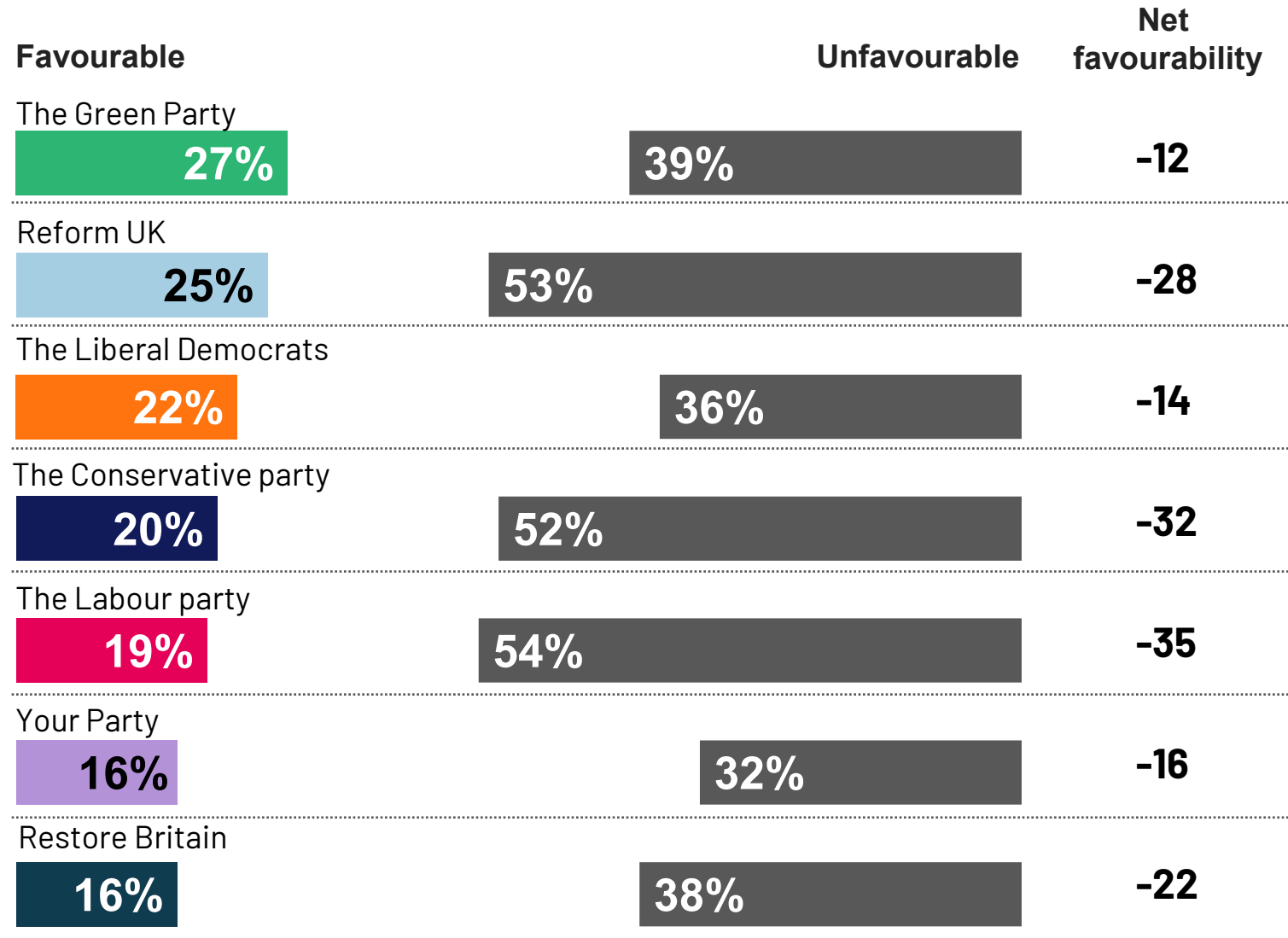
January 2021 – March 2026



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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?

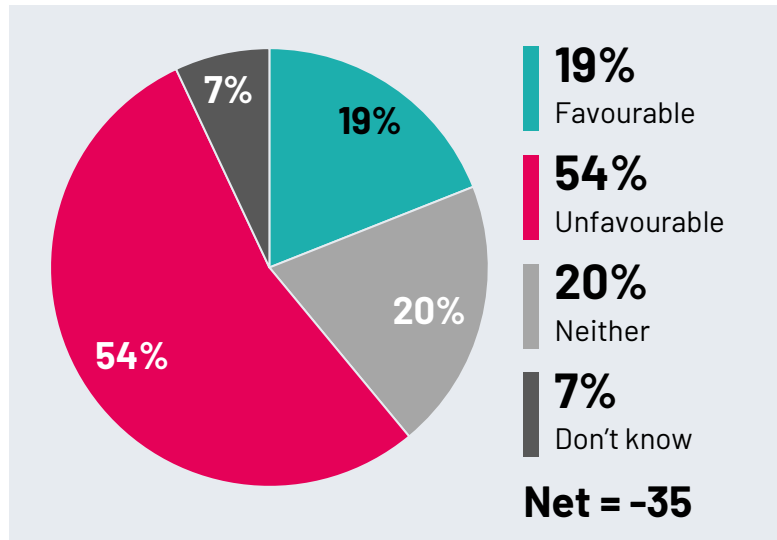


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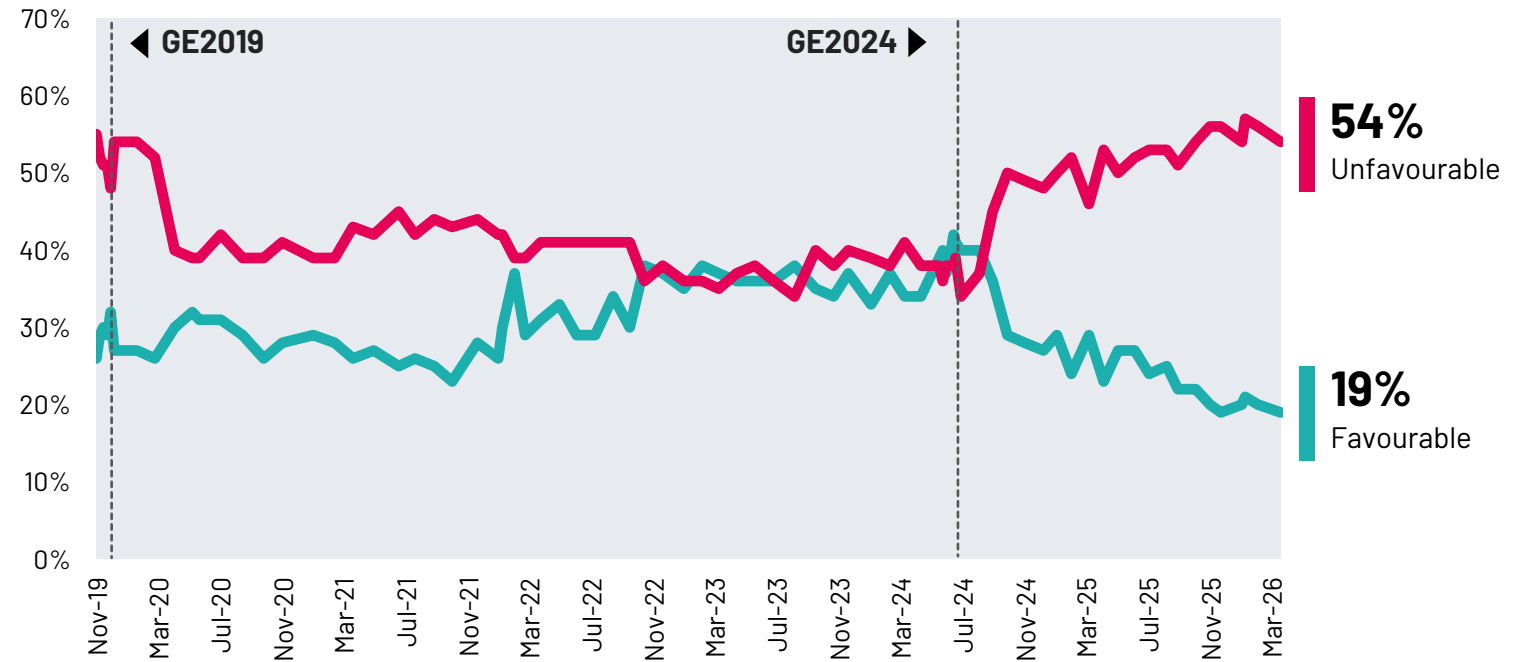
The Labour party: Favourability

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

March 2026



November 2019 – March 2026

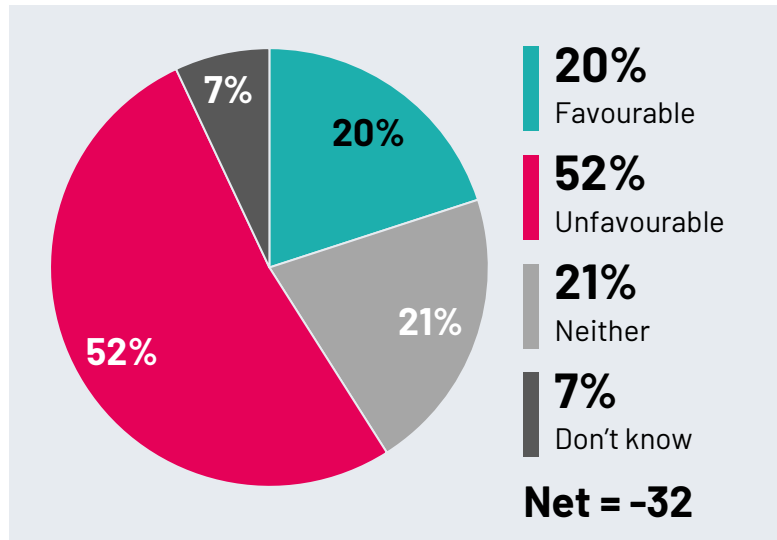


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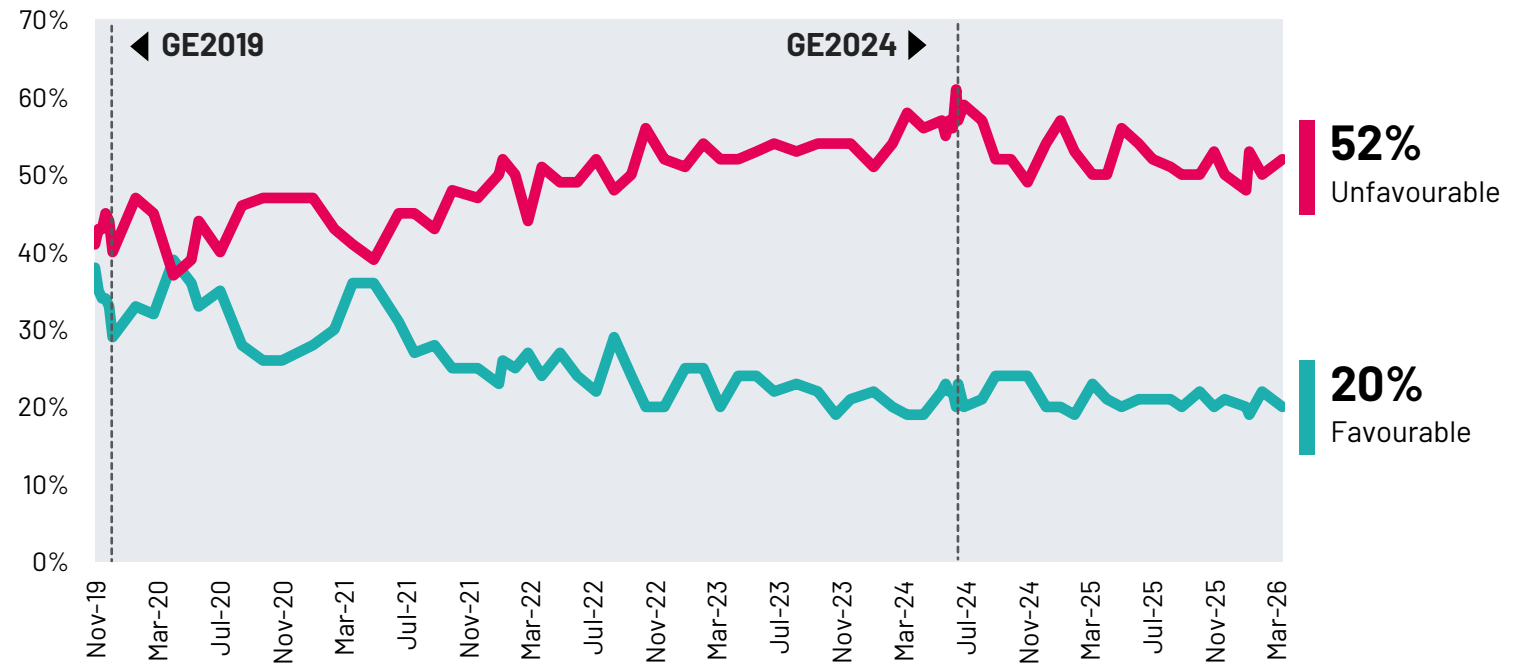
The Conservative party: Favourability

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

March 2026



November 2019 – March 2026

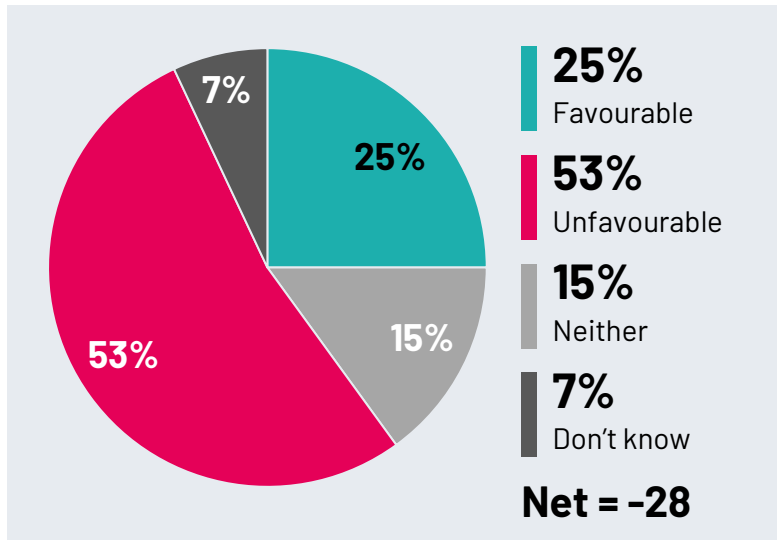


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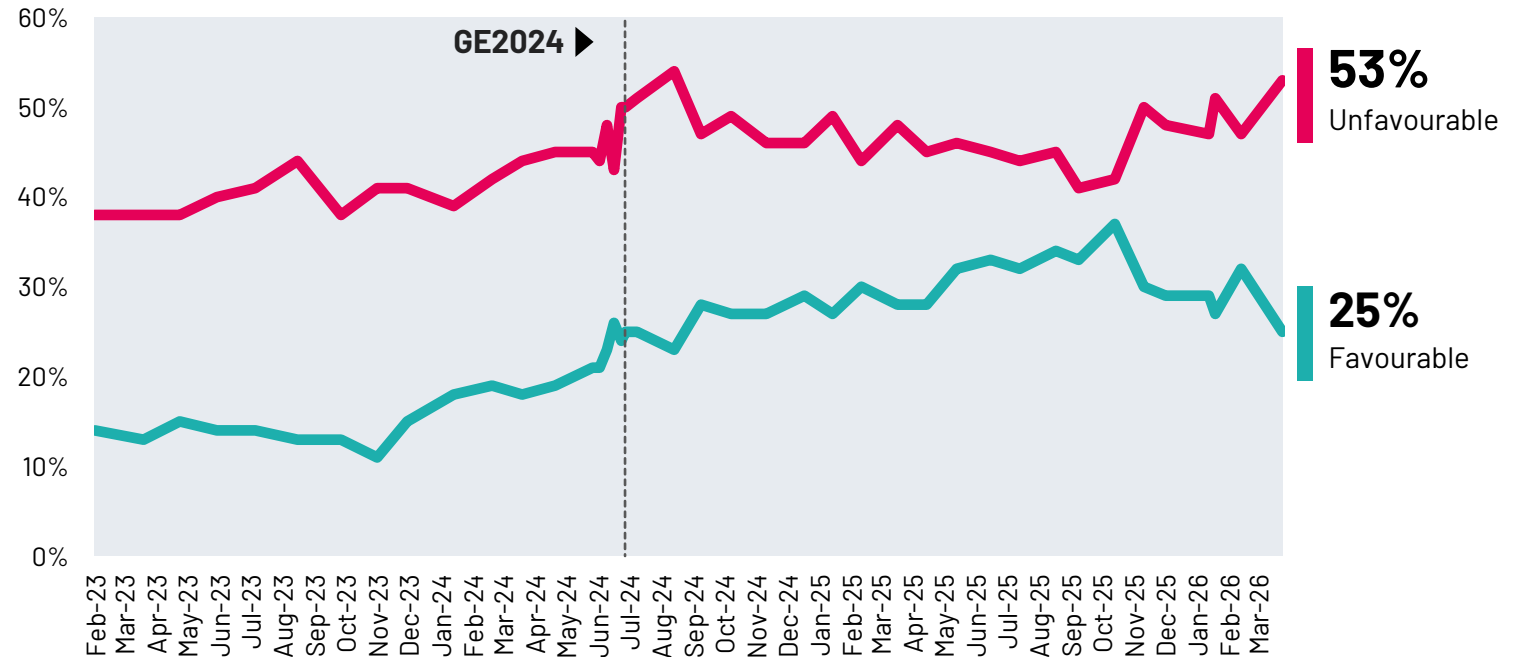
Reform UK: Favourability

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

March 2026



February 2023 – March 2026

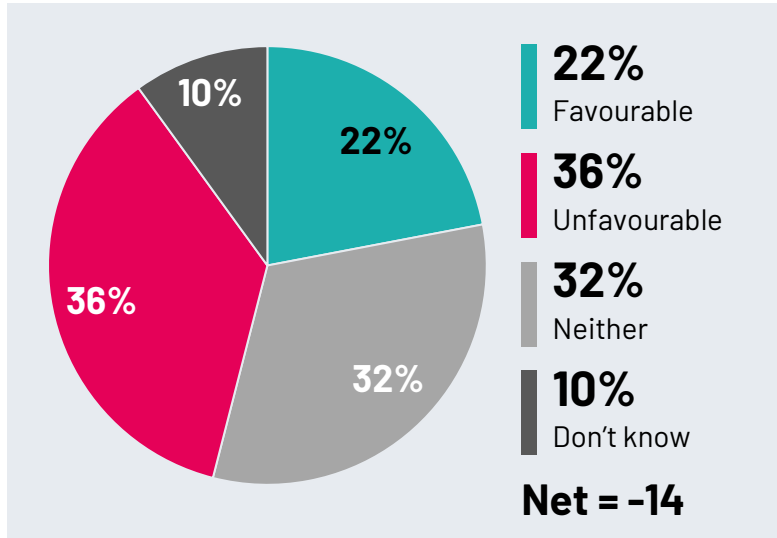


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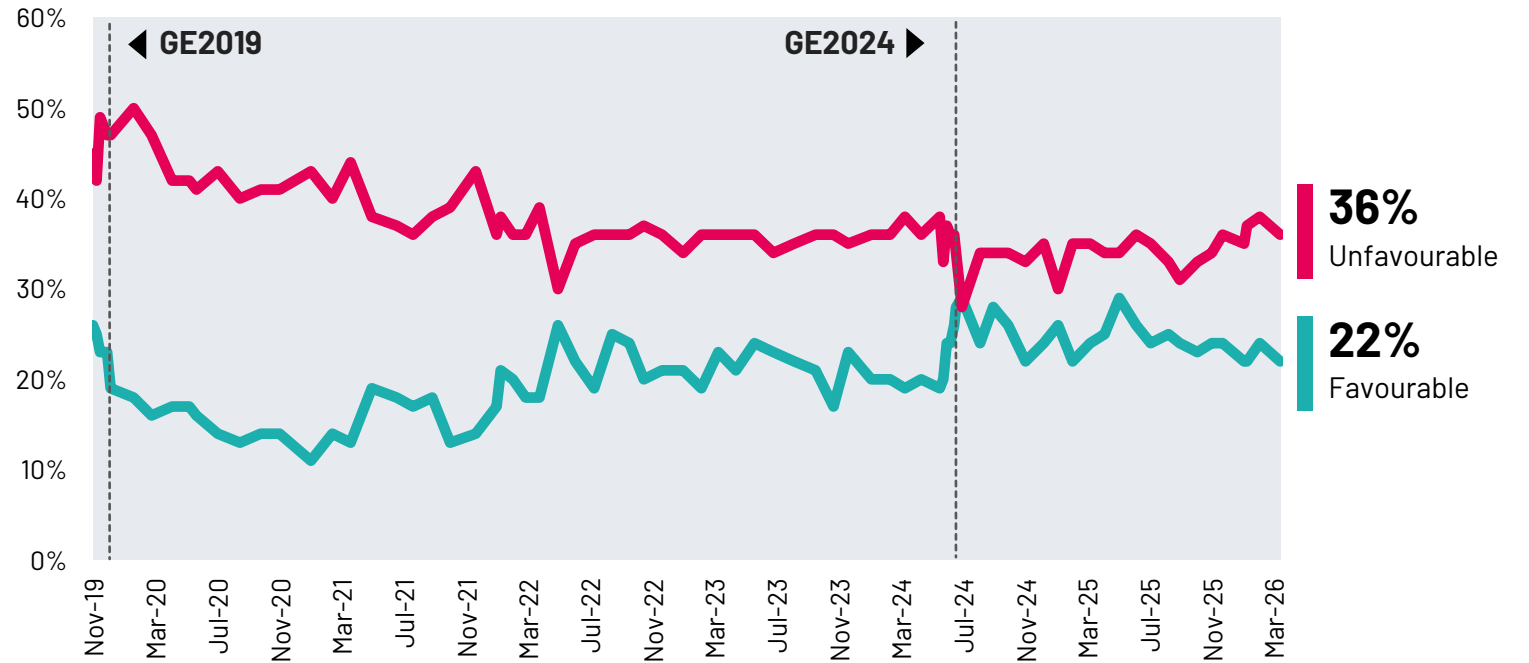
The Liberal Democrats: Favourability

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

March 2026



November 2019 - March 2026

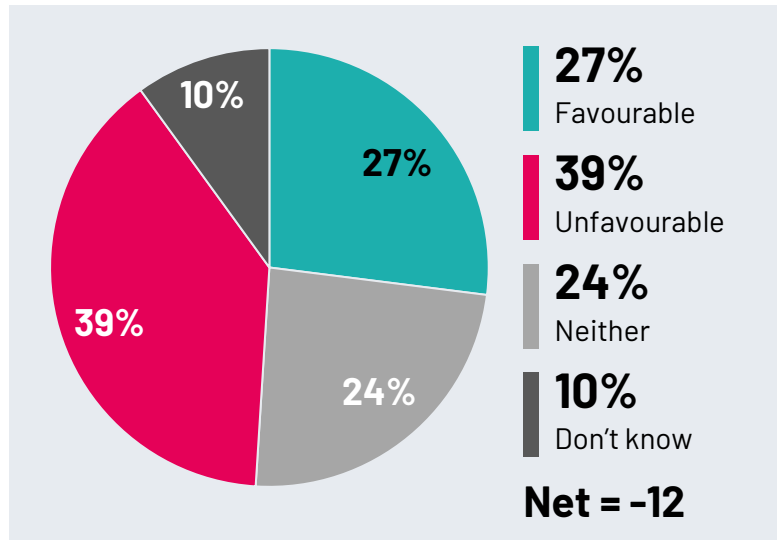


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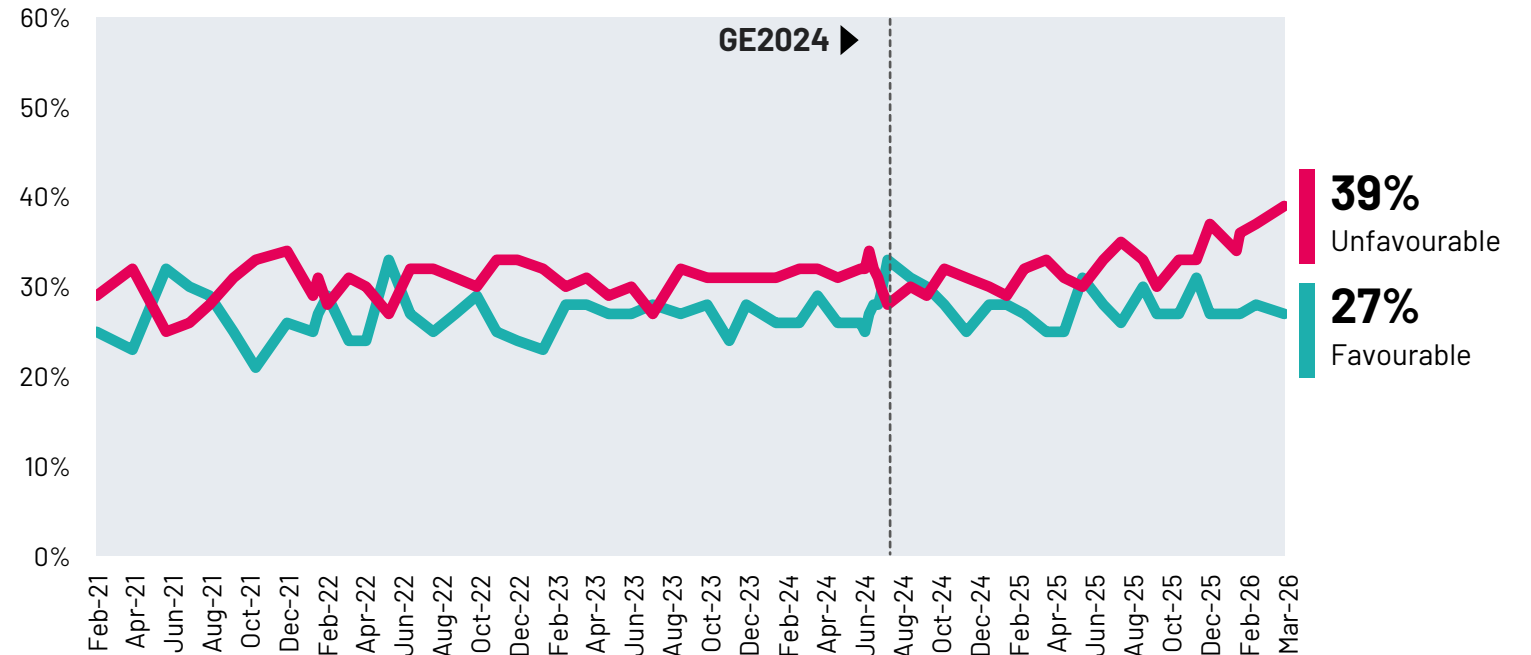
The Green Party: Favourability

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

March 2026



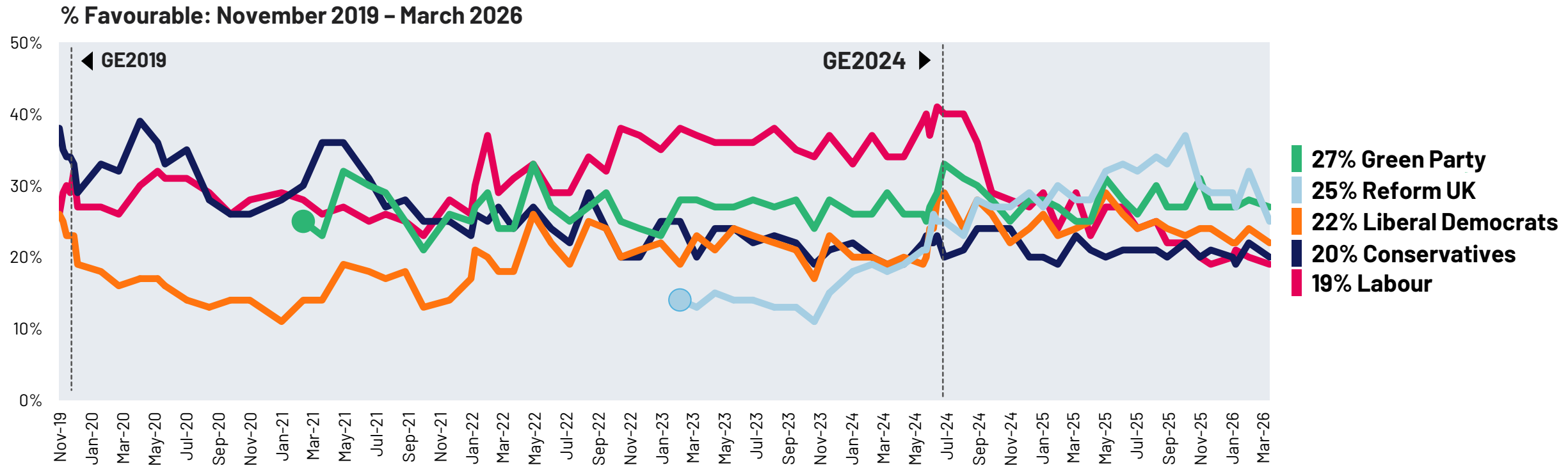
February 2021 – March 2026



Base: 2,283 Online British adults aged 18+, 20-24 March 2026

Political parties: Favourability

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

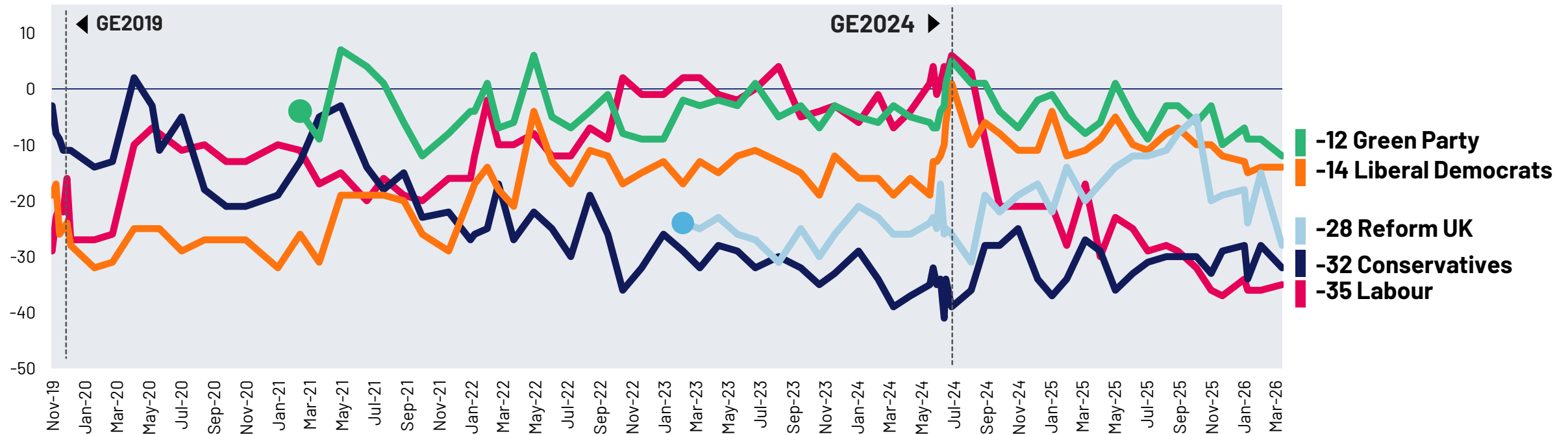


Base: 2,283 Online British adults aged 18+, 20-24 March 2026

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 – March 2026

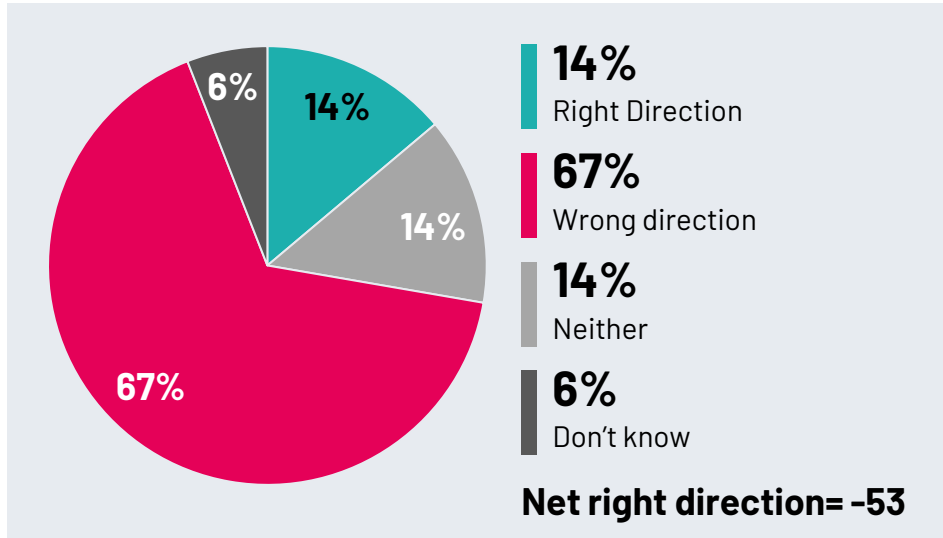


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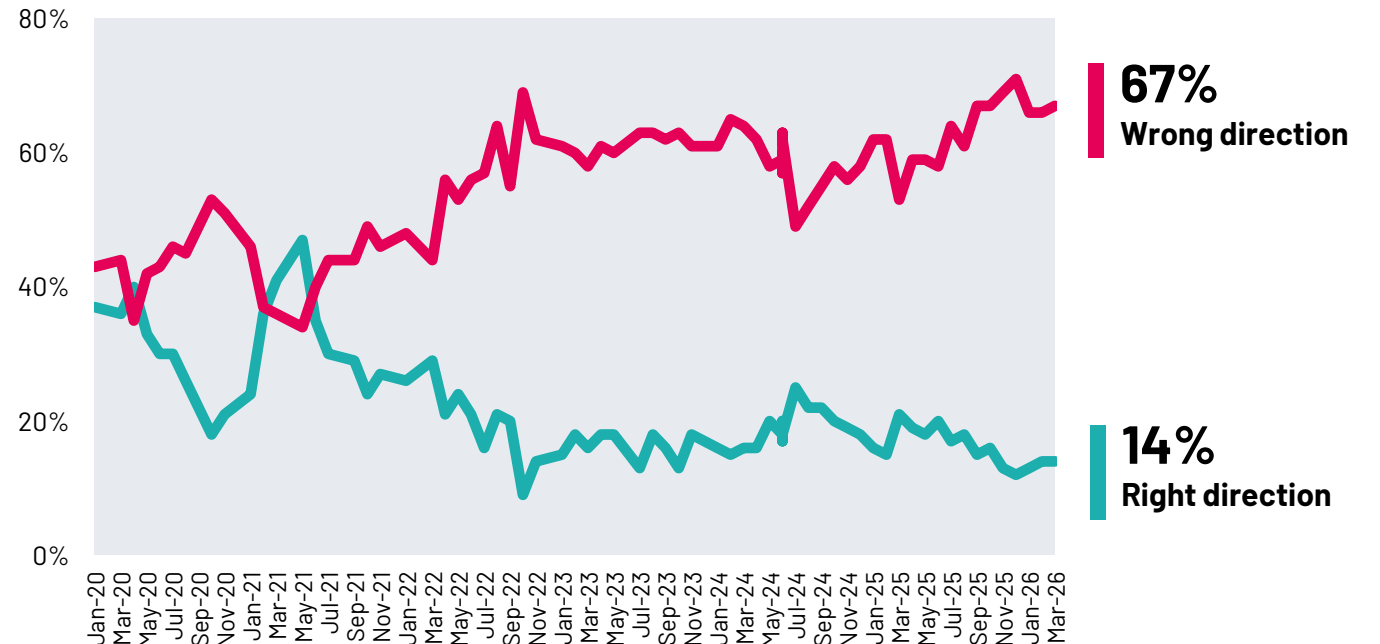
Direction of the country

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

March 2026



January 2020 - March 2026

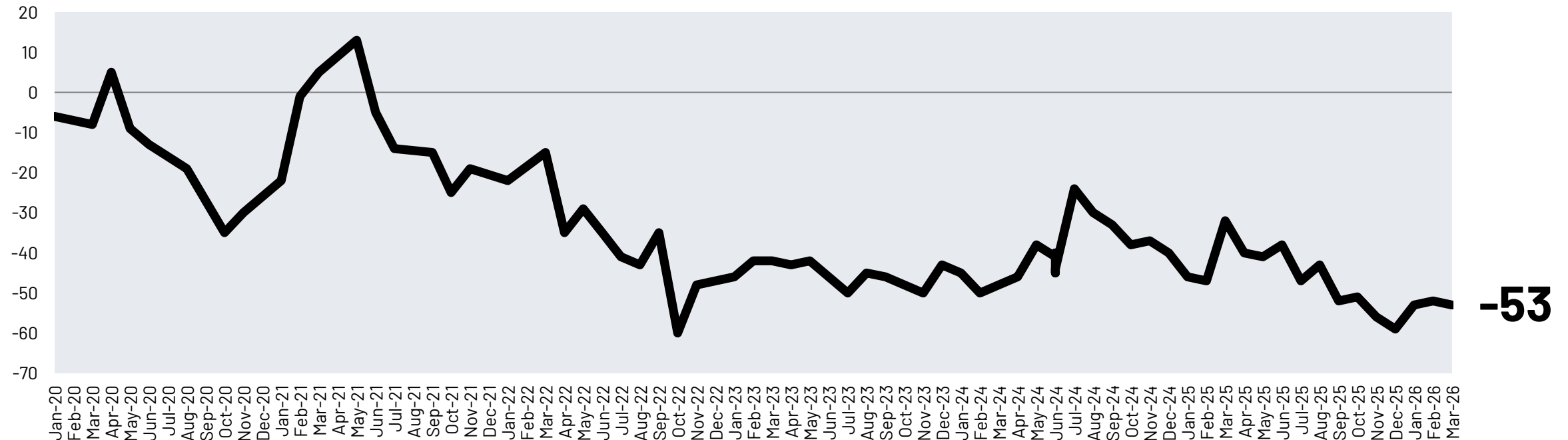


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Direction of the country: January 2020 – March 2026

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

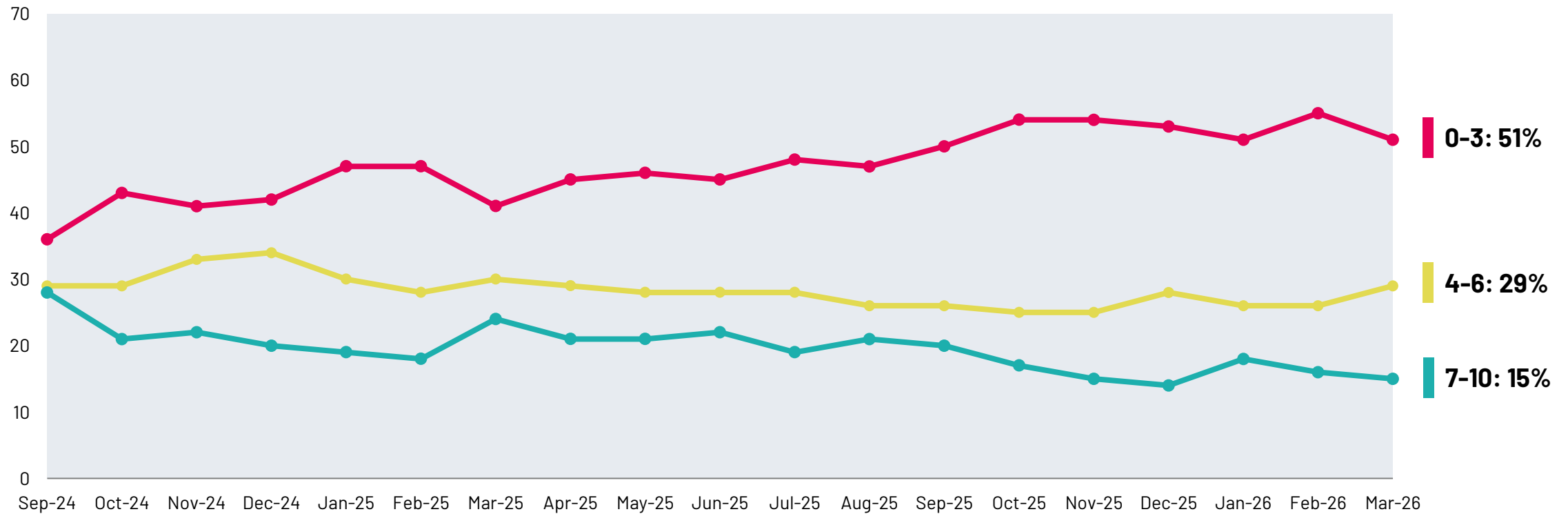
Net right direction



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Perceptions of the Government's performance so far

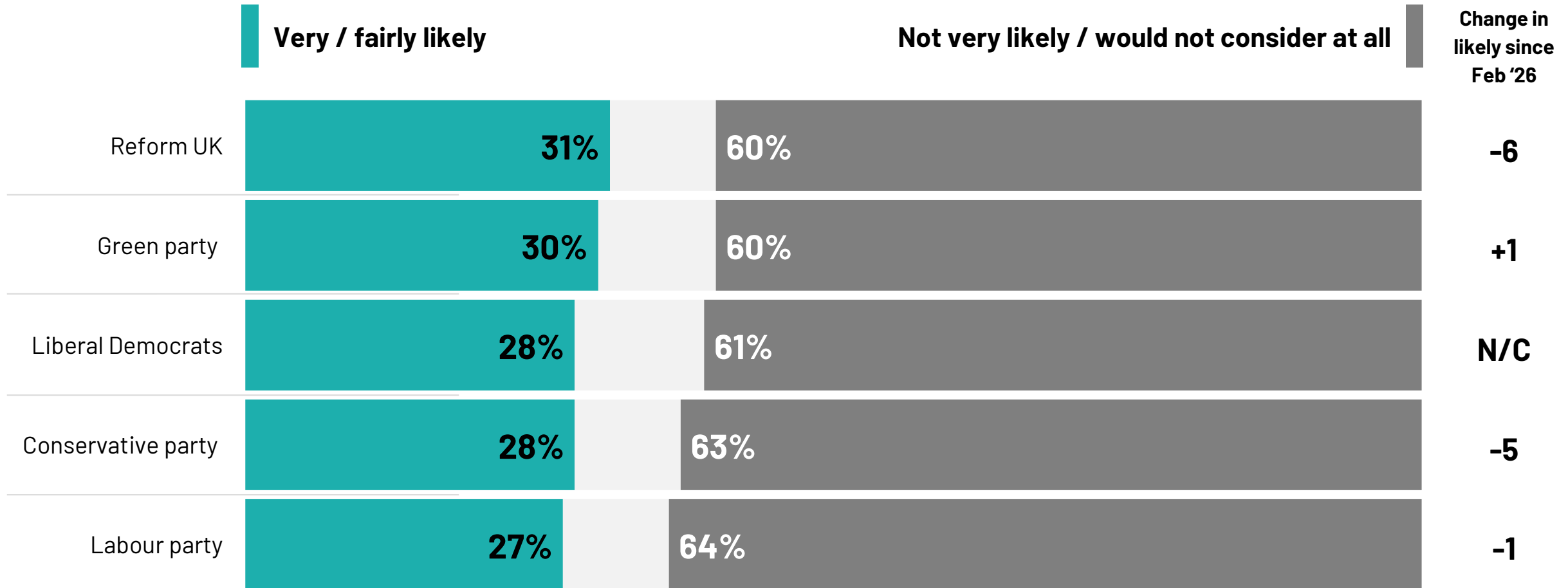
On a scale of 0 to 10, where 10 means a very good job and 0 means a very bad job, do you think the current Labour government is doing a good or bad job at running the country? % **rating different score aggregates**



Base: 2,283 Online British adults aged 18+, 20-24 March 2026

Who to vote for at the next General Election?

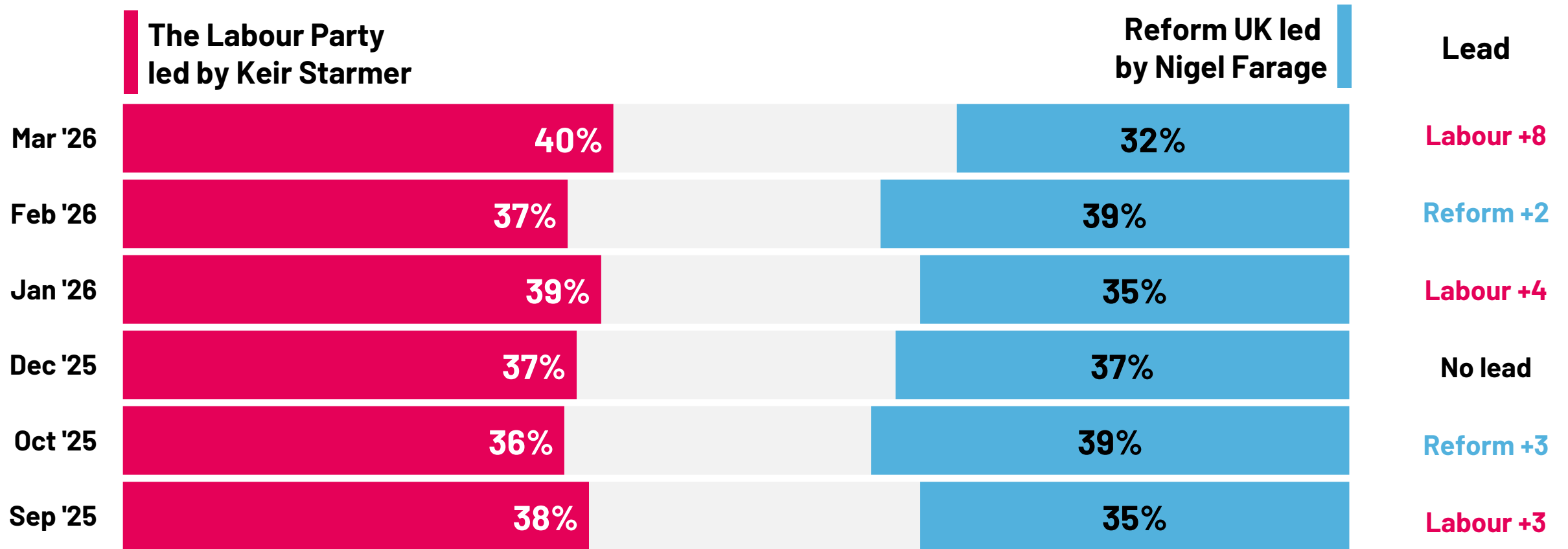
Thinking ahead to the next General Election, based on what you currently know, how likely, if at all, would you be to consider voting for each of the following parties?



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When given the choice between just a Labour government led by Keir Starmer and Reform UK led by Nigel Farage, Labour now lead by 8 points

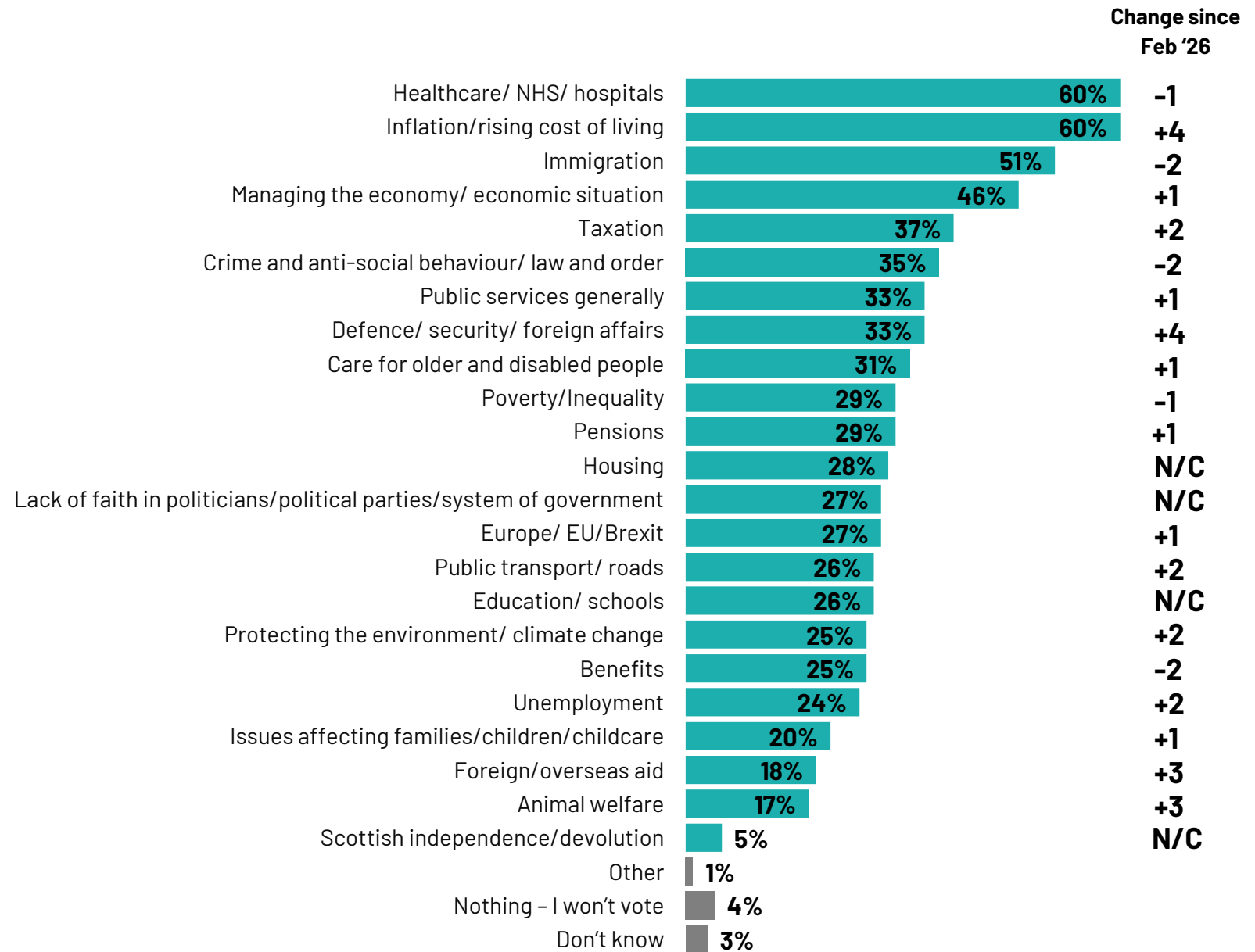
If you had to choose, which party would you prefer to win the next UK General Election and form the next government?



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Healthcare continues to be the issues that Britons are most likely to think will be very important to them in deciding which party to vote for at the next General Election

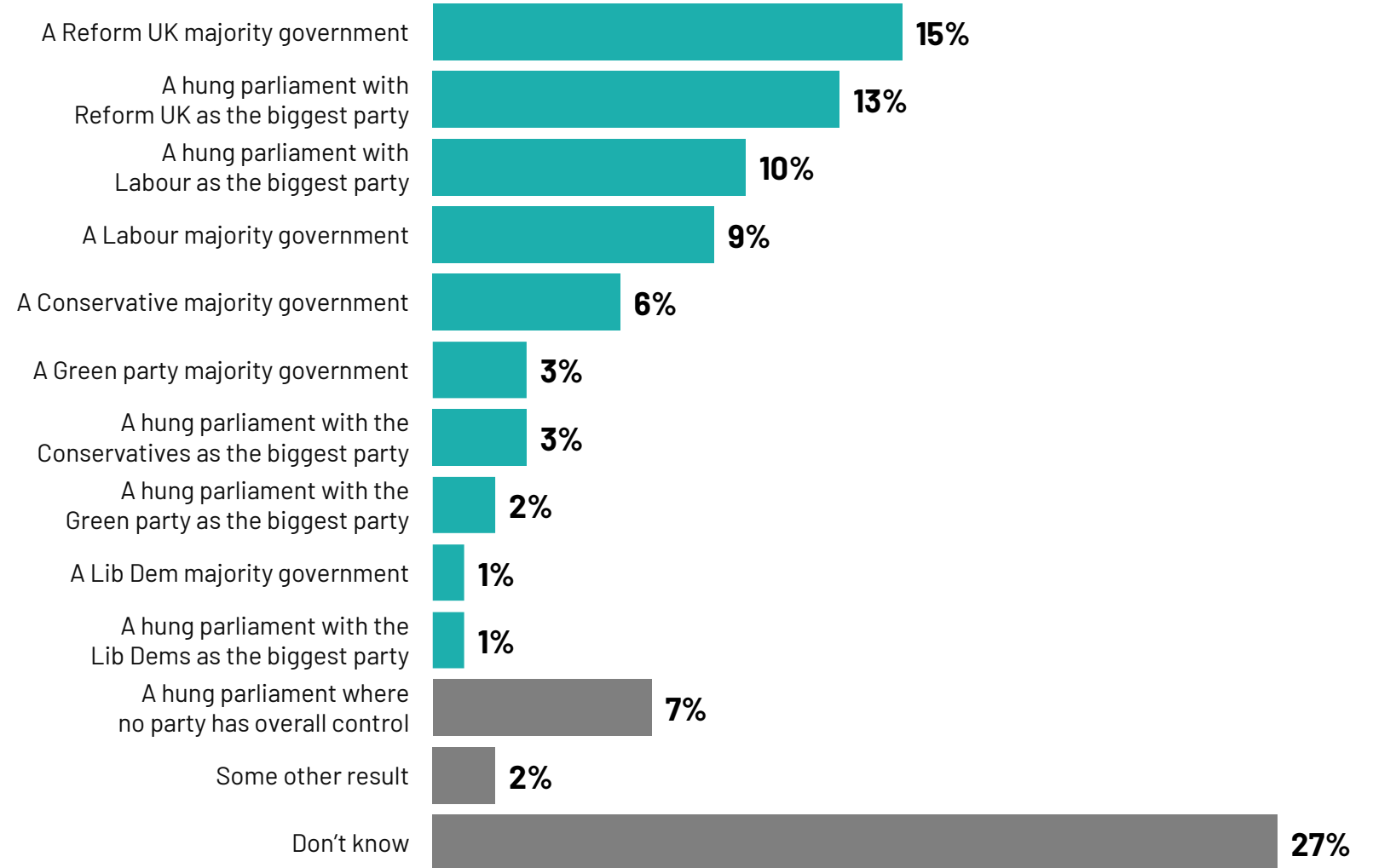
Which, if any, of the following issues do you think will be very important to you in helping you decide which party to vote for at the next General Election?



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What will be the outcome of the next General Election?

As you probably know, the general election may result in a clear majority for one party that can make decisions without consulting, or it may result in a Hung Parliament where no party has an overall majority so parties must compromise and reach agreement to make decisions. Thinking ahead to the next general election, which of the following outcomes do you think is most likely?



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March 2026
Political Pulse

For more information

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Ben Roff

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