

# IPSOS POLITICAL PULSE

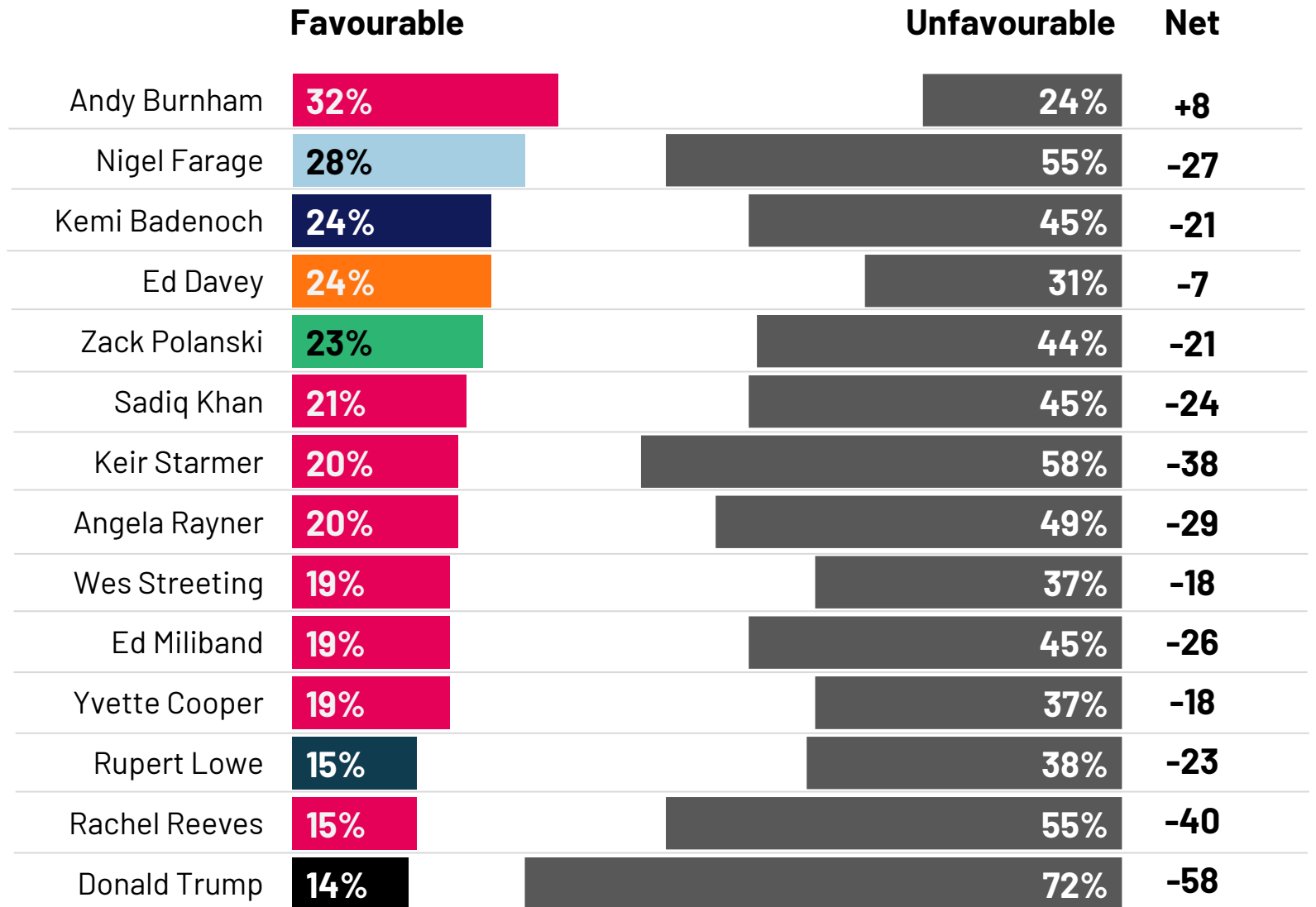
May 2026



**POLLING  
STATION**

# Favourability towards politicians

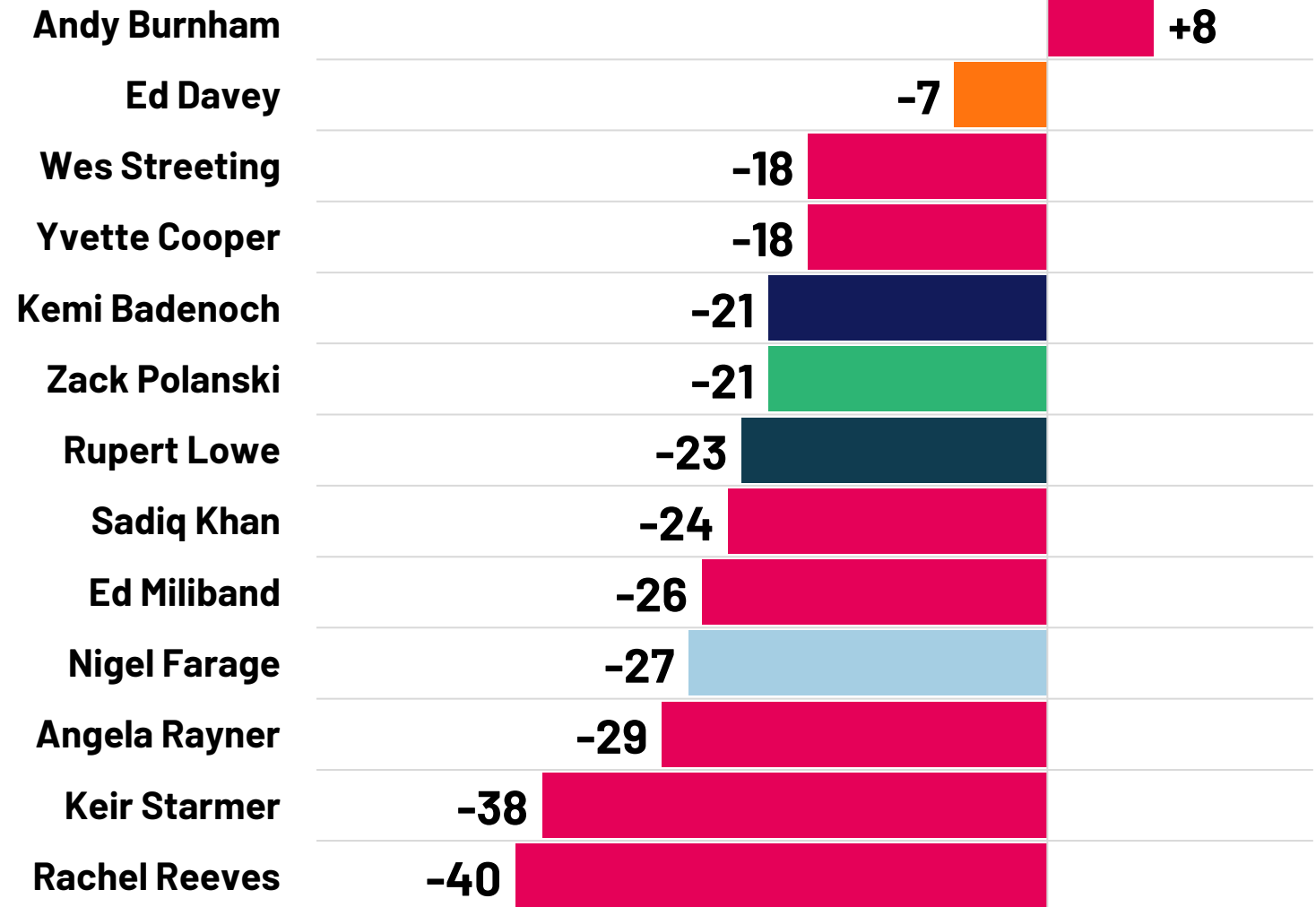
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties?



Base: 2,191 Online British adults aged 18+, 8-12 May 2026

# Net favourability towards politicians

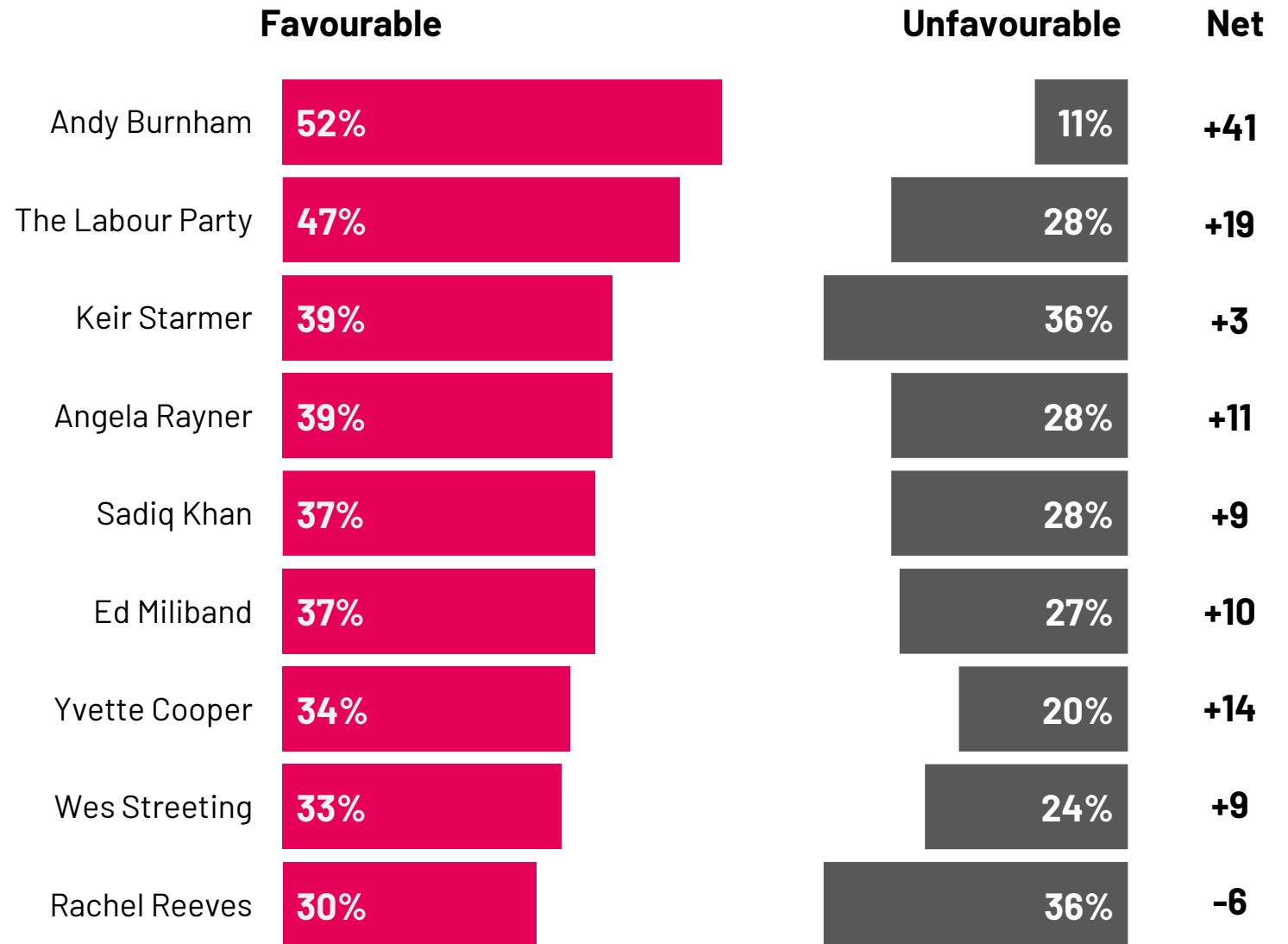
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties?



Base: 2,191 Online British adults aged 18+, 8-12 May 2026

## Favourability towards Labour politicians. Among Labour voters

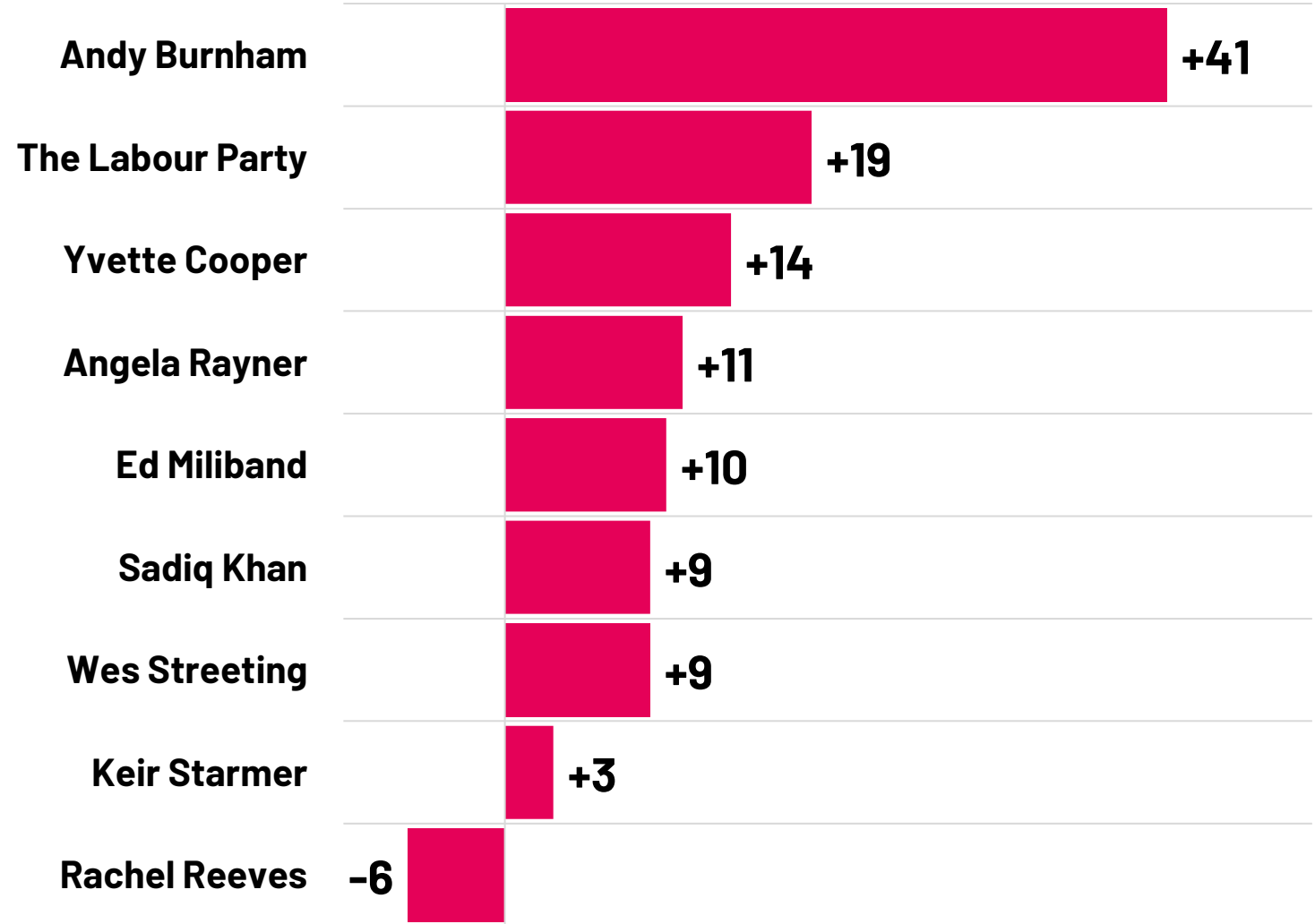
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties?



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

# Net favourability towards Labour politicians: *among 2024 Labour voters*

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

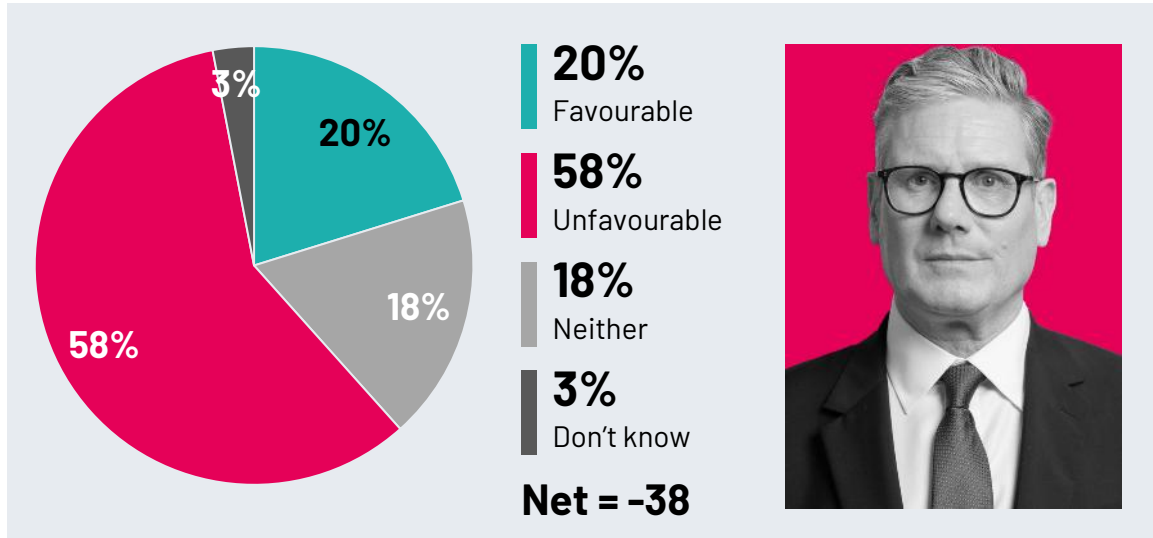


Base: 2,191 Online British adults aged 18+, 8-12 May 2026

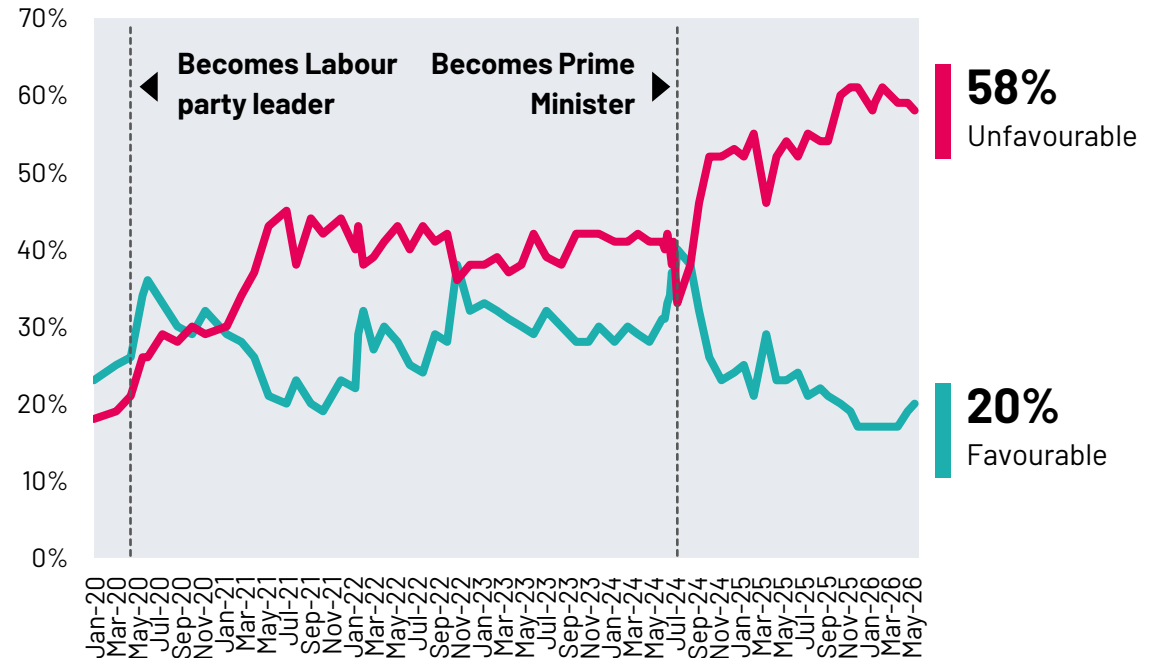
# Keir Starmer: Favourability

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

May 2026



January 2020 – May 2026

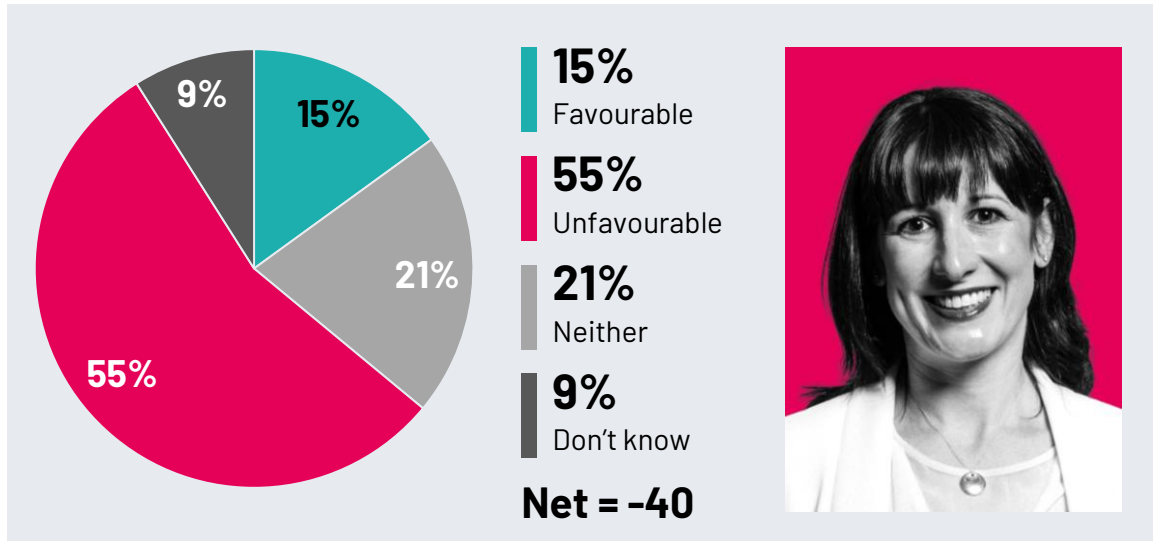


Base: 2,191 Online British adults aged 18+, 8-12 May 2026

# 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

May 2026



November 2023 – May 2026

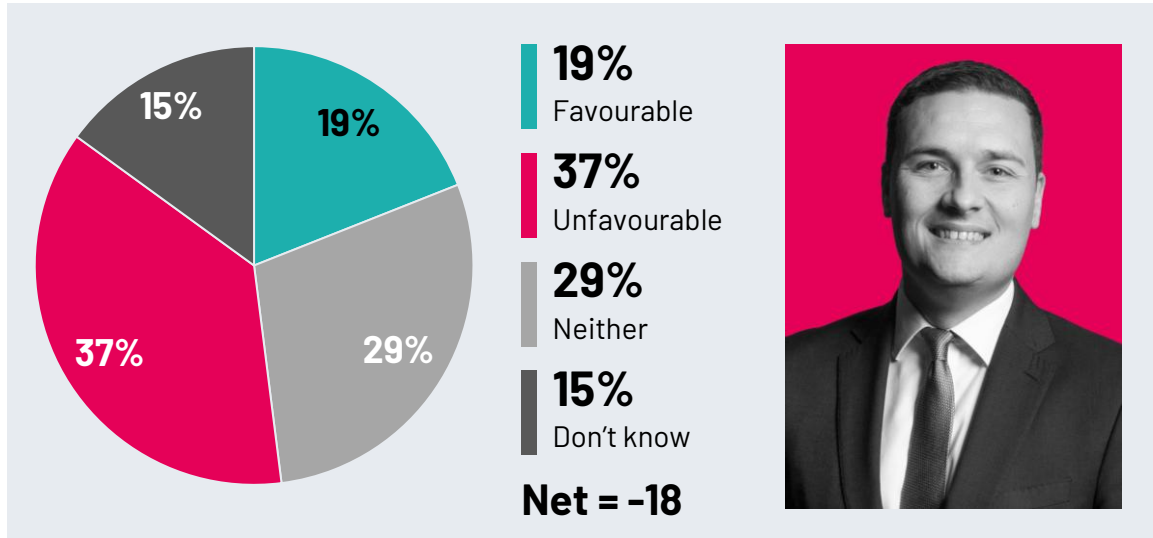


Base: 2,191 Online British adults aged 18+, 8-12 May 2026

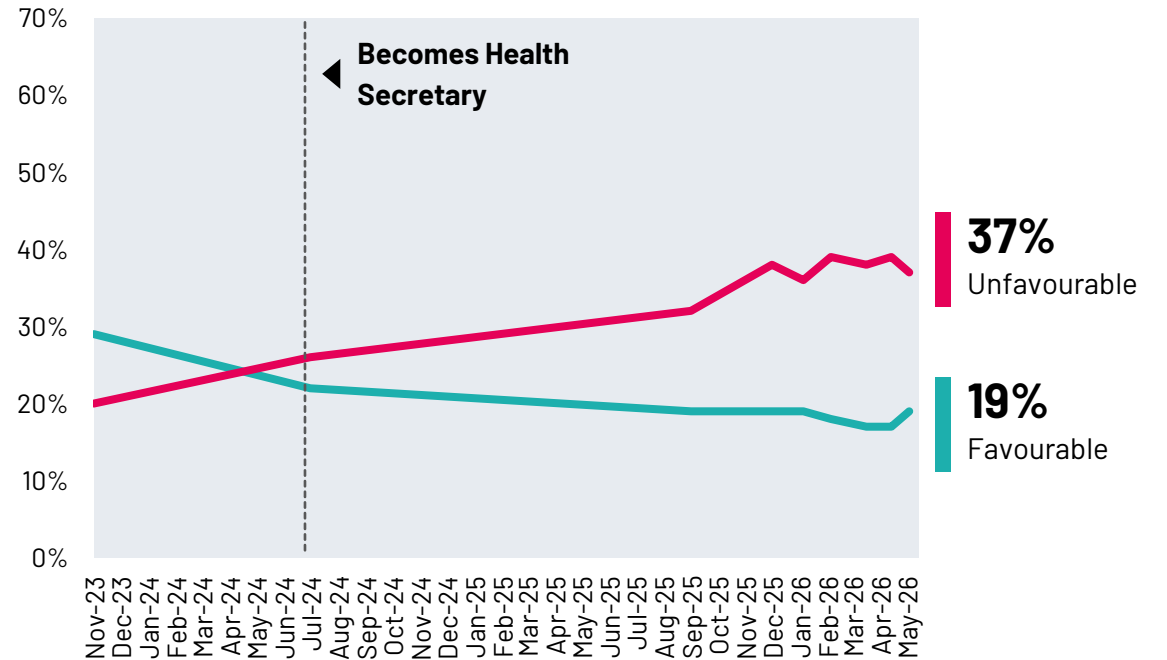
# Wes Streeting: Favourability

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

May 2026



November 2023 – May 2026

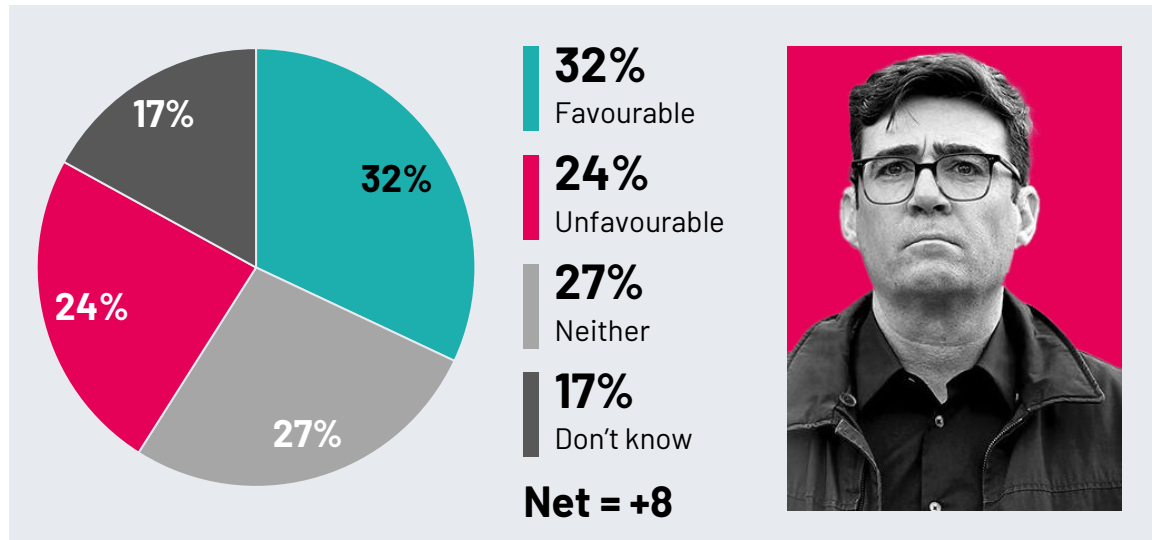


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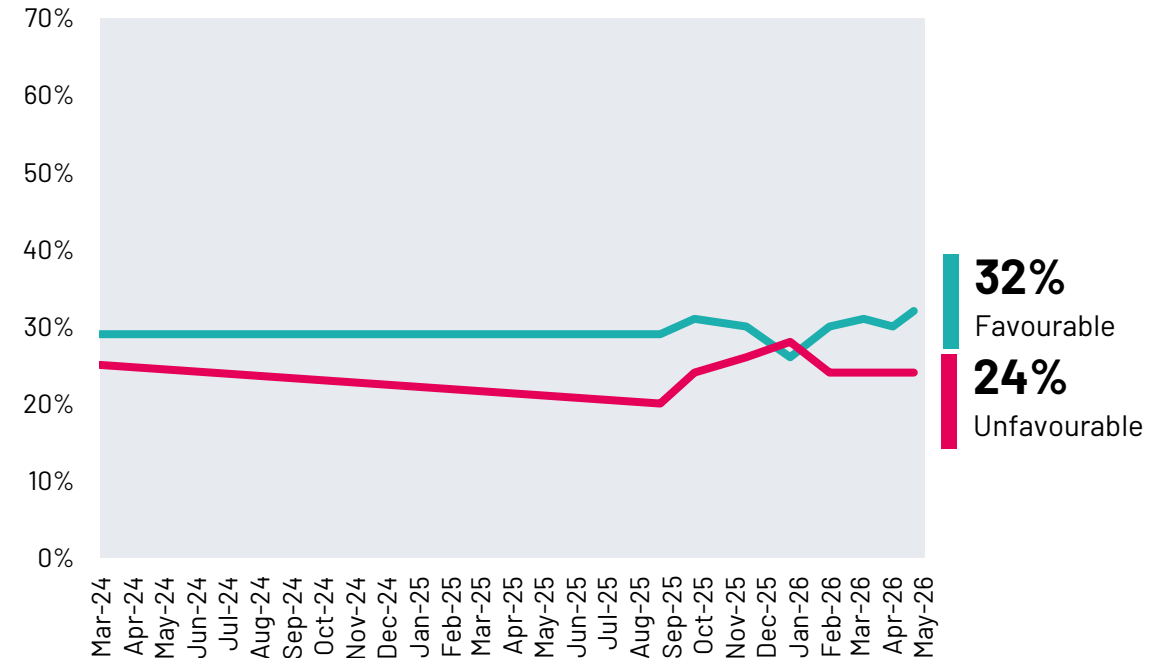
# Andy Burnham: Favourability

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

May 2026



April 2024 – May 2026

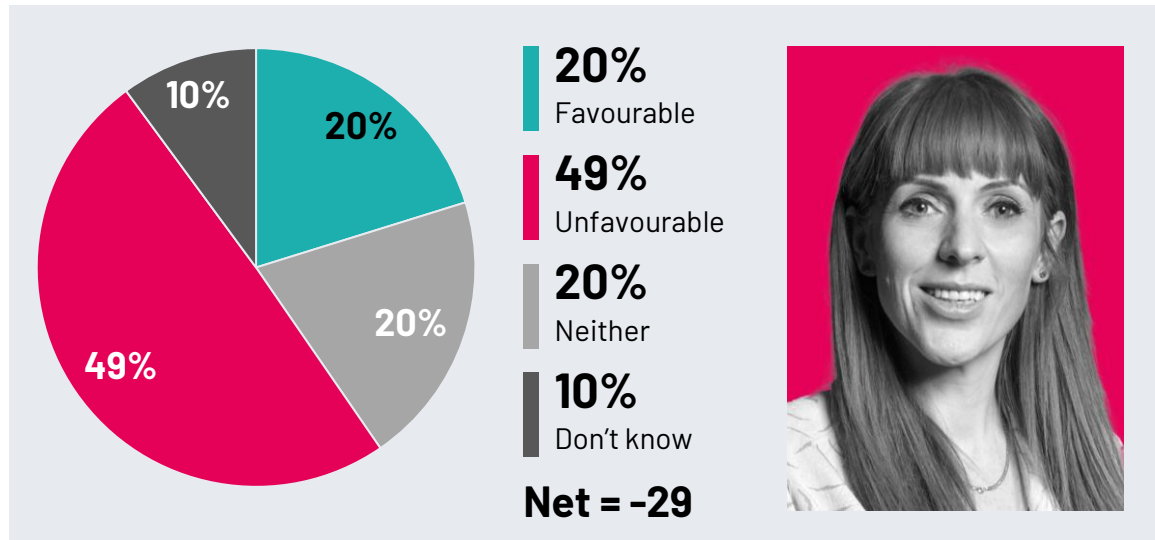


Base: 2,191 Online British adults aged 18+, 8-12 May 2026

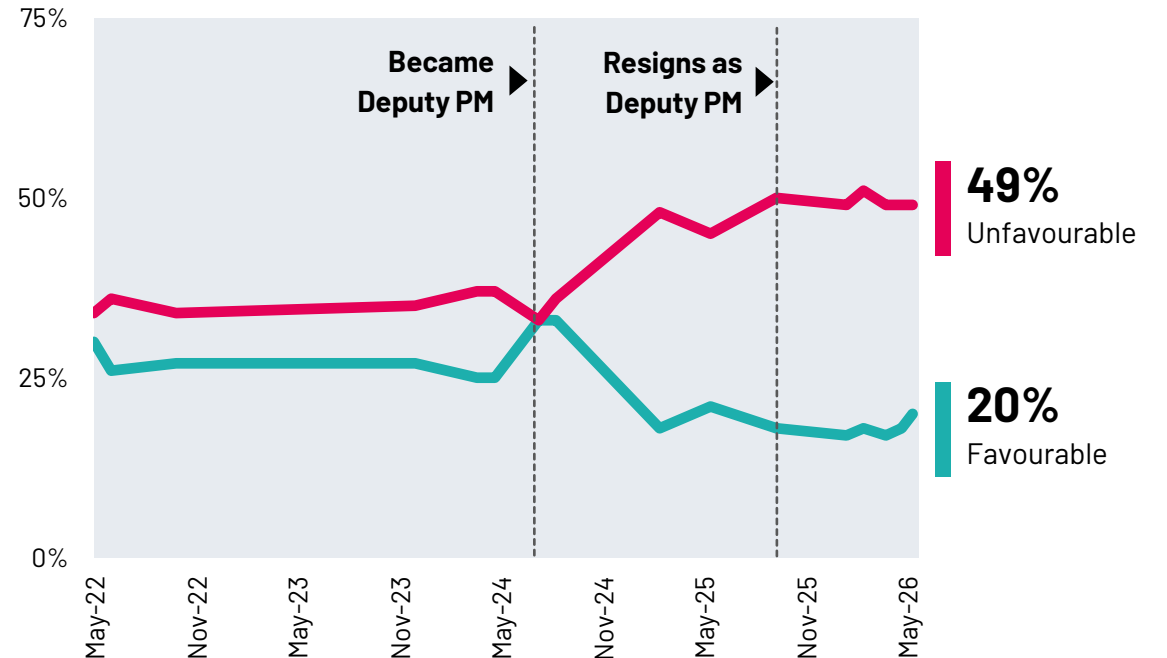
# Angela Rayner: Favourability

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

May 2026



May 2022 – May 2026

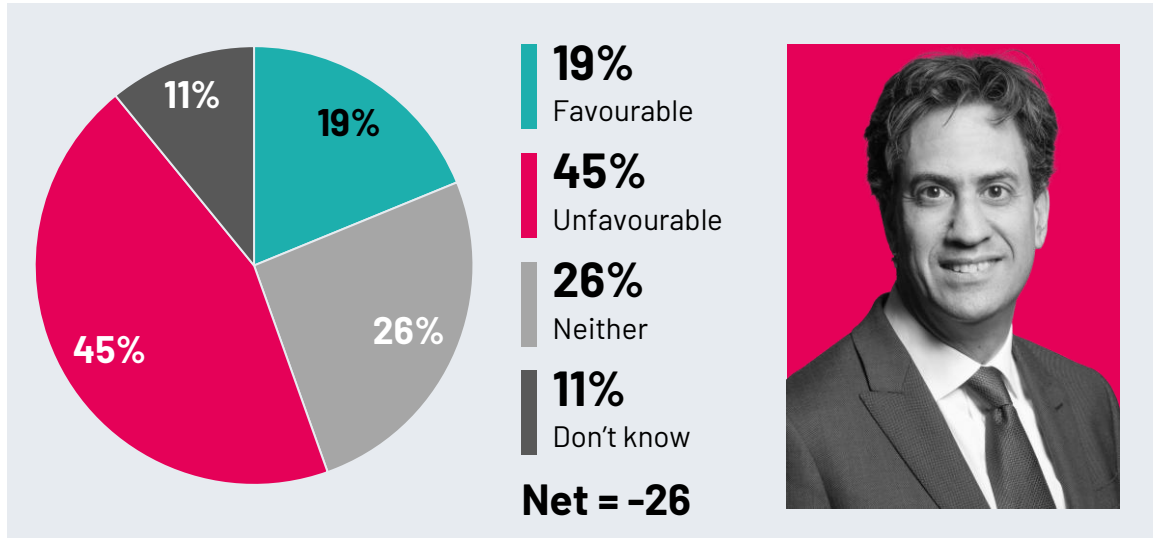


Base: 2,191 Online British adults aged 18+, 8-12 May 2026

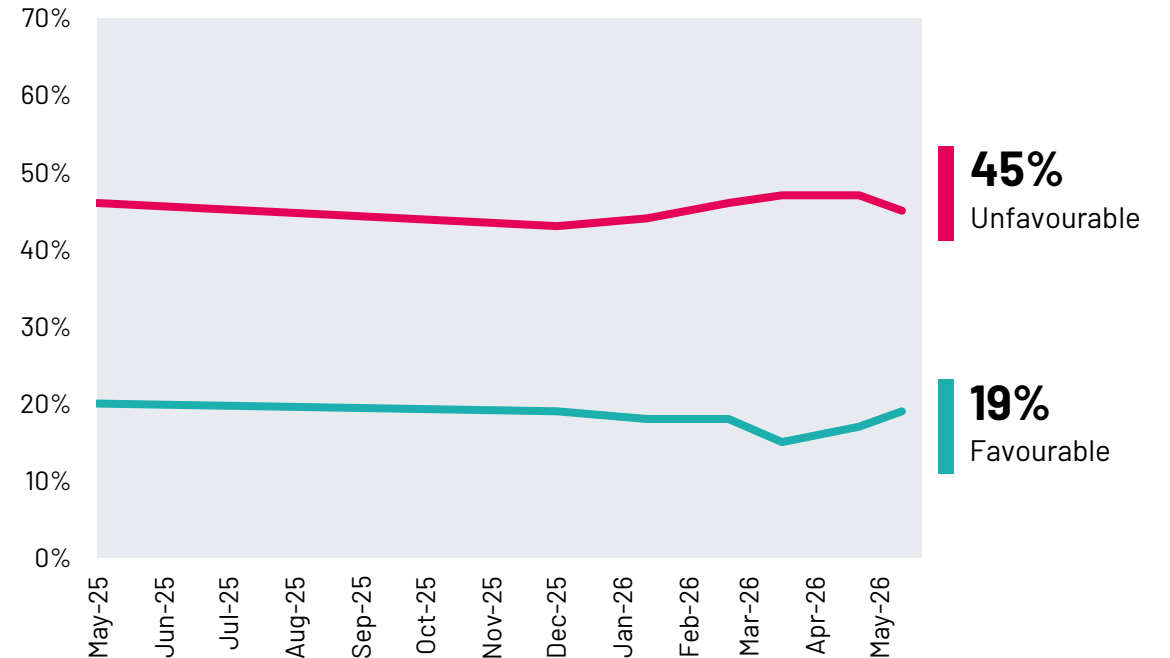
# Ed Miliband: Favourability

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

May 2026



May 2025 – May 2026

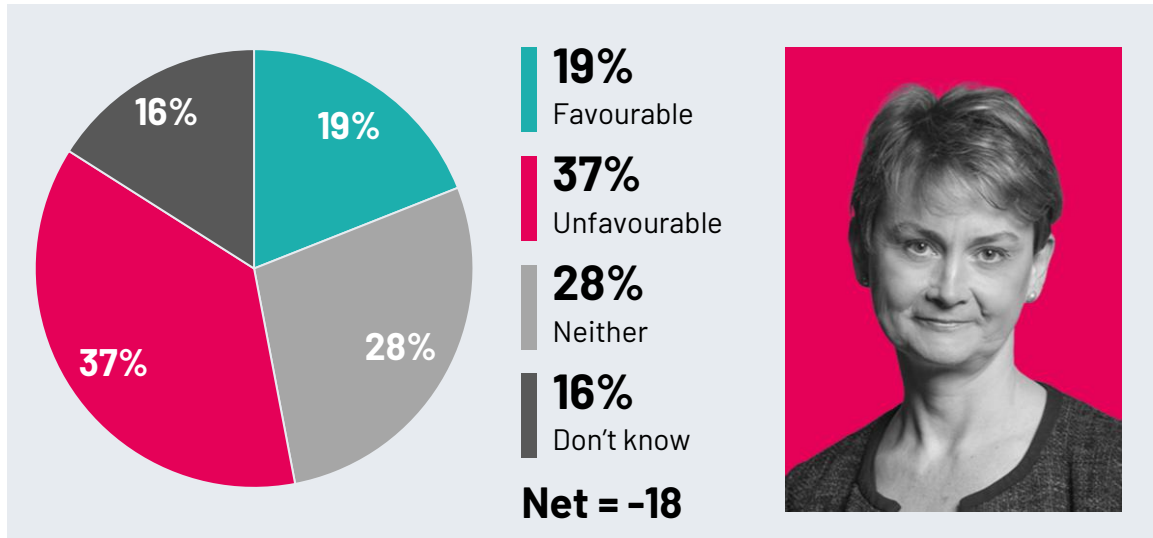


Base: 2,191 Online British adults aged 18+, 8-12 May 2026

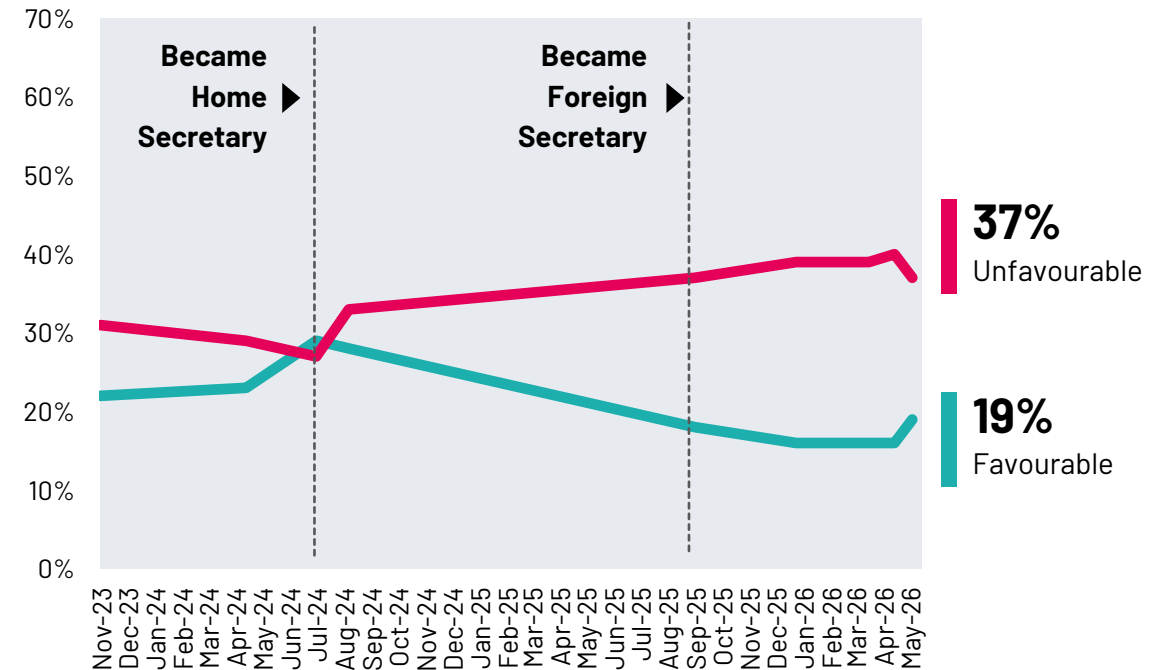
# Yvette Cooper: Favourability

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

May 2026



November 2023 – May 2026

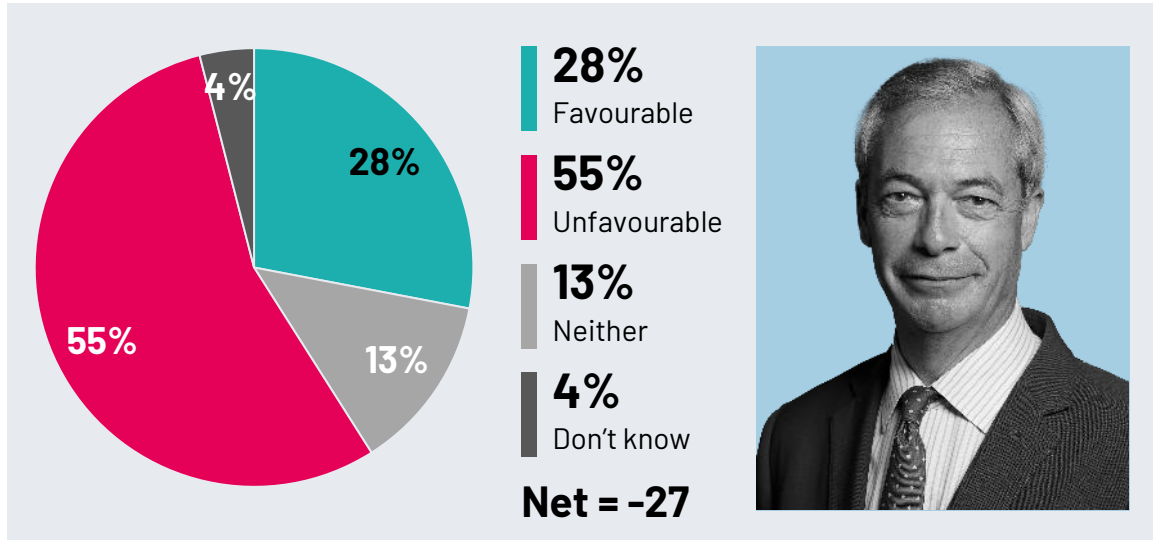


Base: 2,191 Online British adults aged 18+, 8-12 May 2026

# 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

May 2026



January 2024 – May 2026

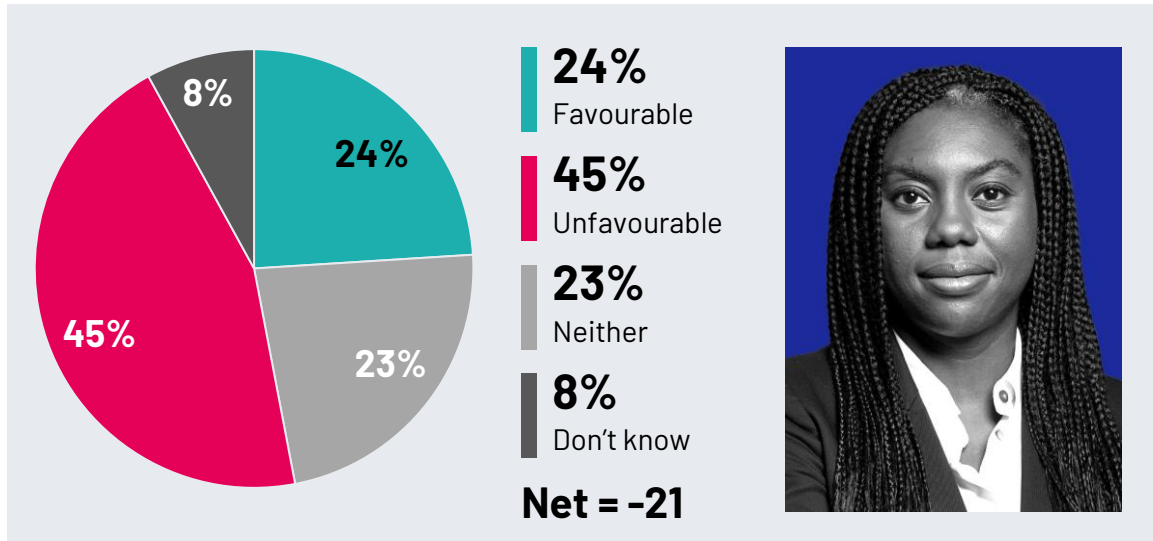


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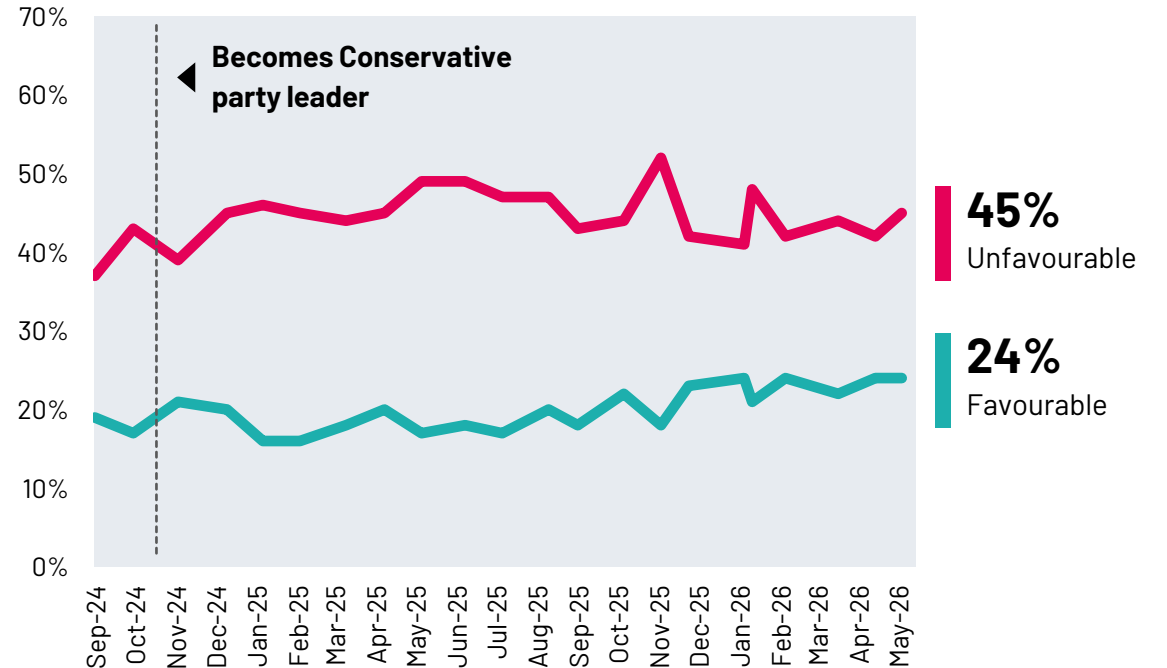
# Kemi Badenoch: Favourability

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

May 2026



September 2024 – May 2026

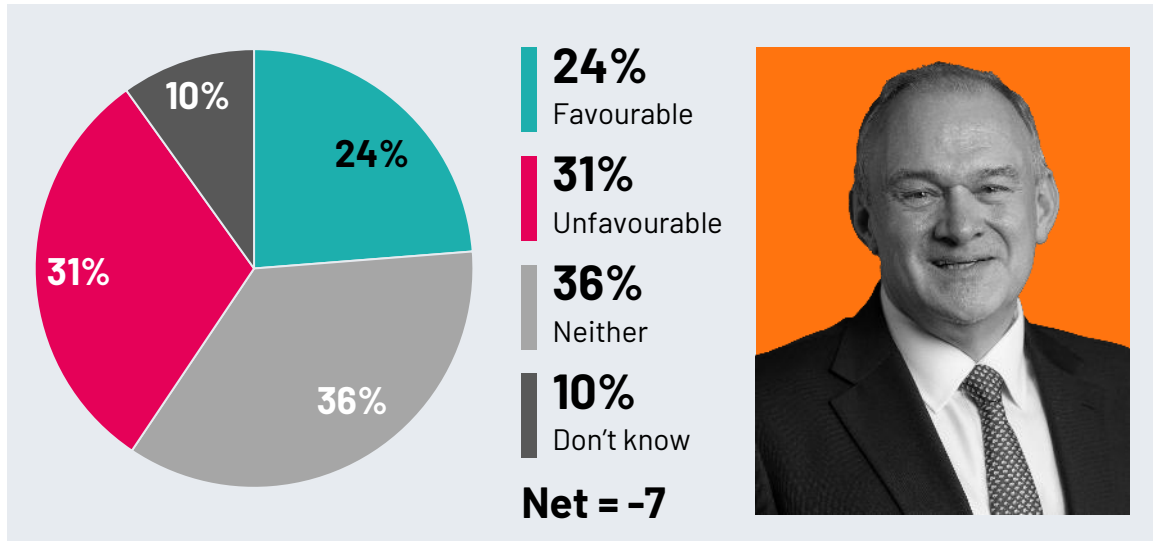


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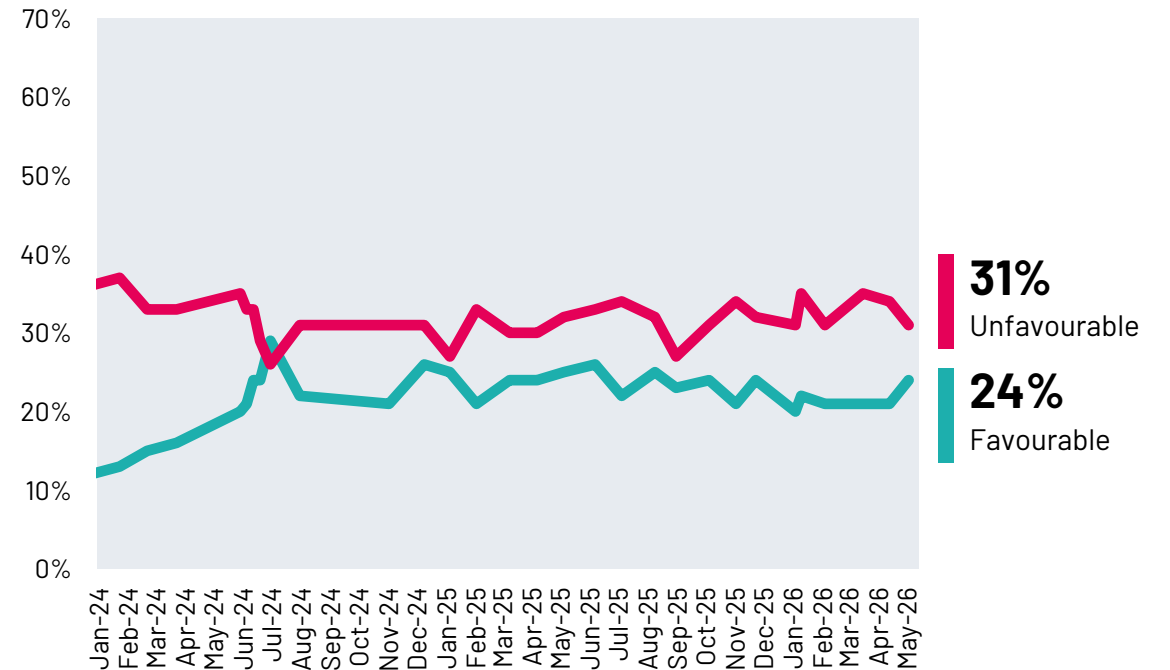
# Ed Davey: Favourability

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

May 2026



January 2024 – May 2026

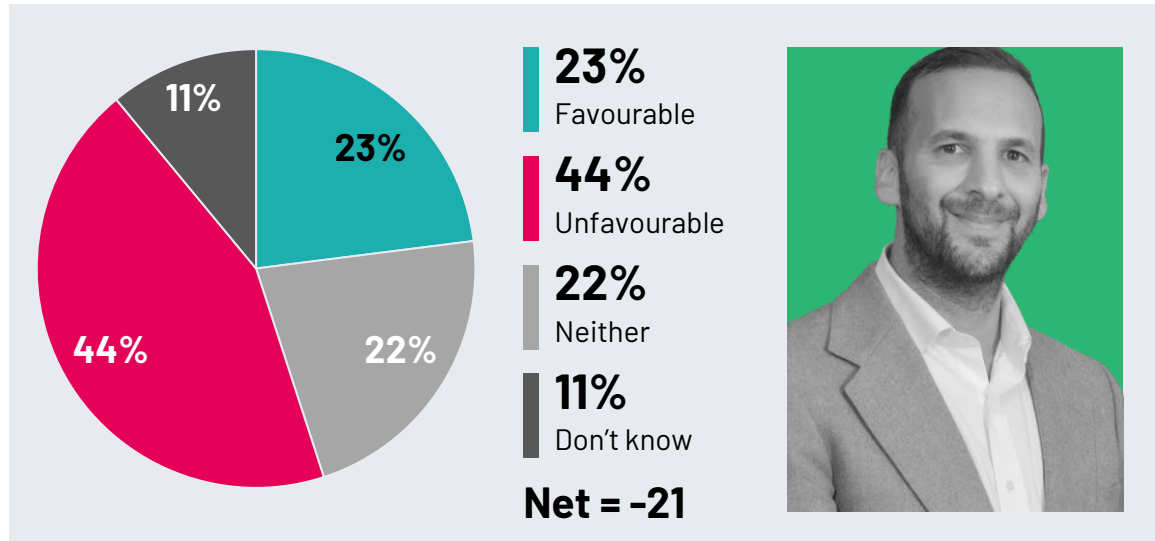


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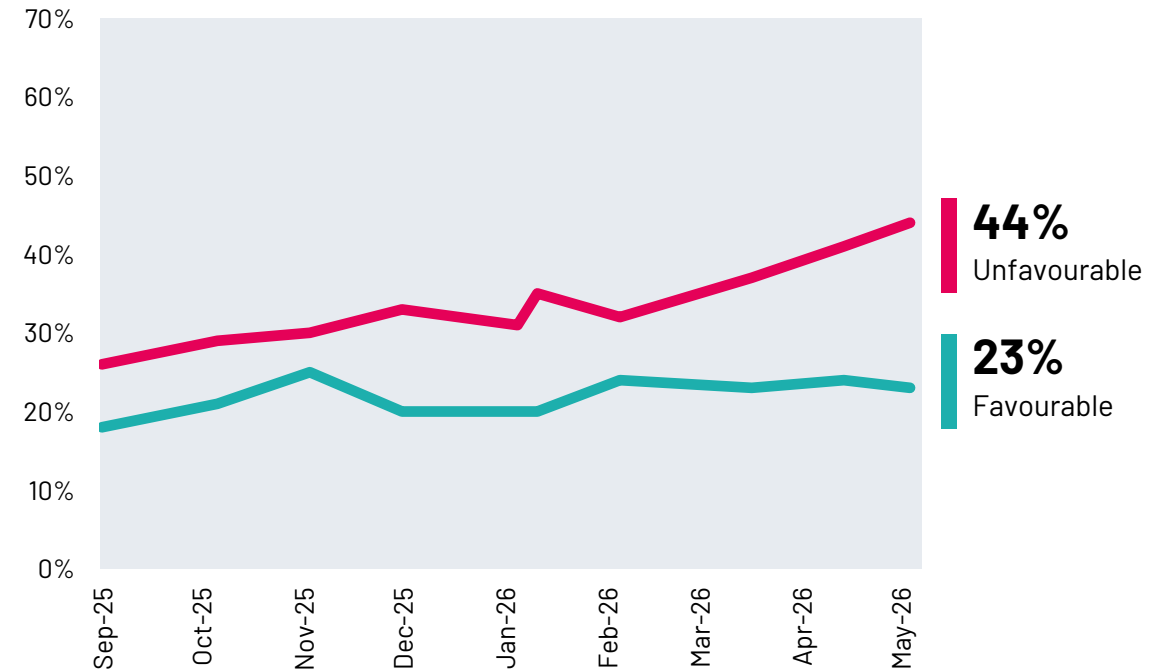
# Zack Polanski: Favourability

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

May 2026



September 2025 – May 2026

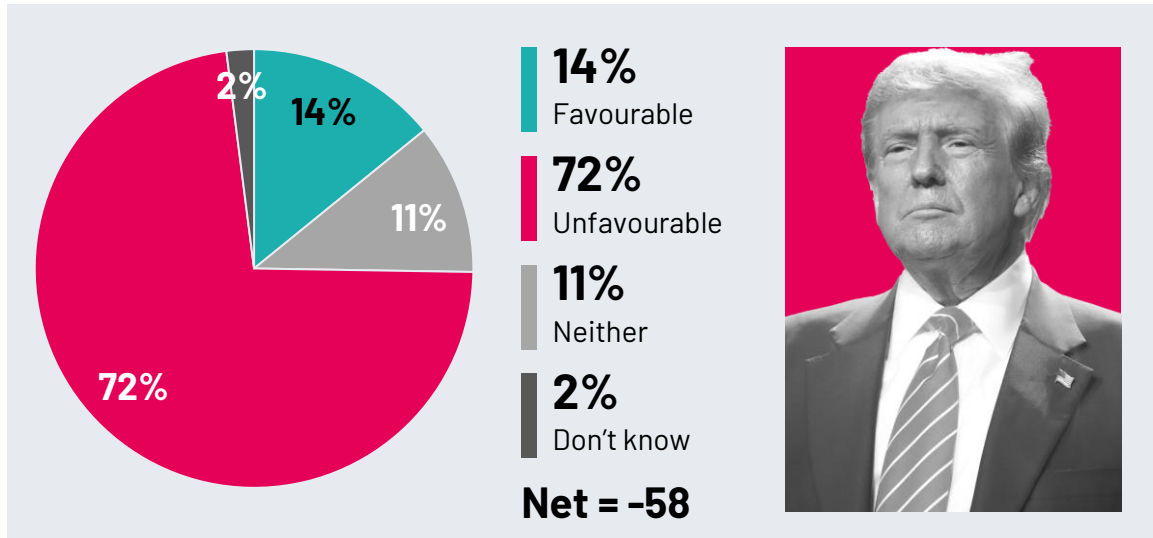


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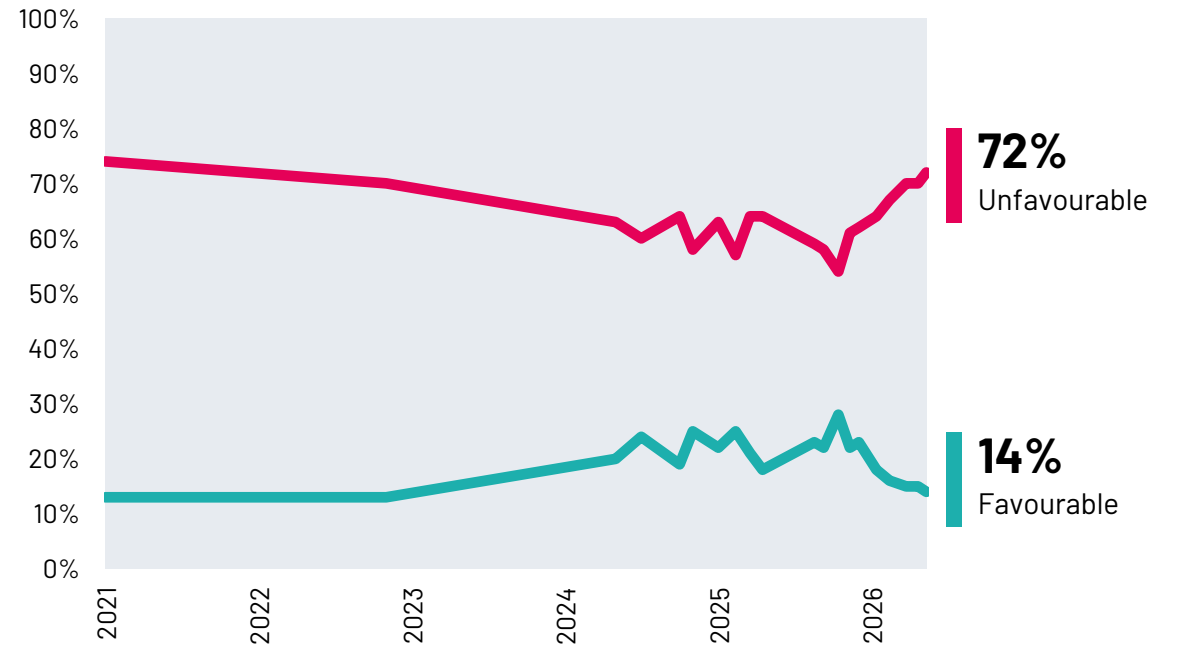
# Donald Trump: Favourability

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

May 2026



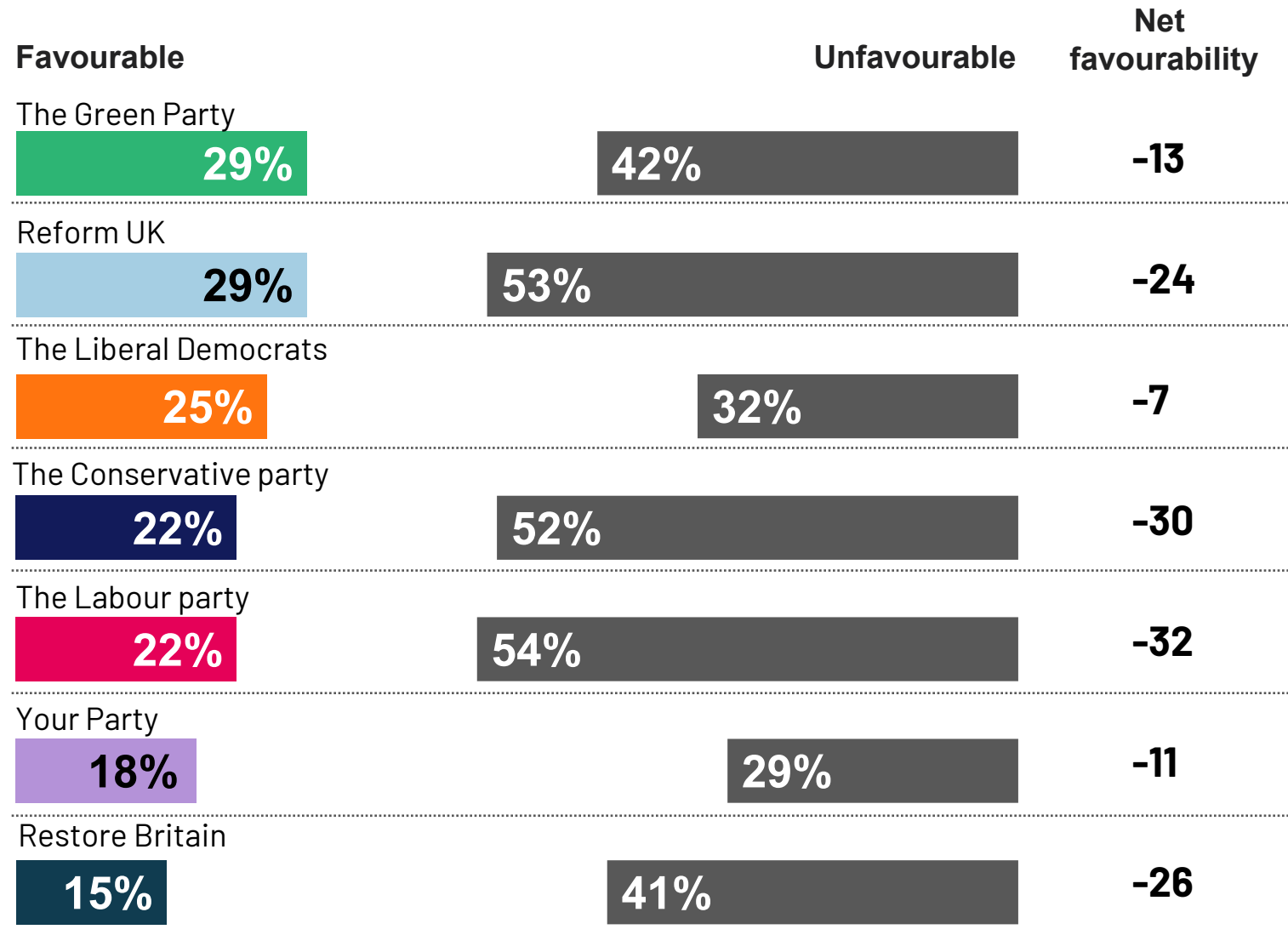
January 2021 – May 2026



Base: 2,191 Online British adults aged 18+, 8-12 May 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?

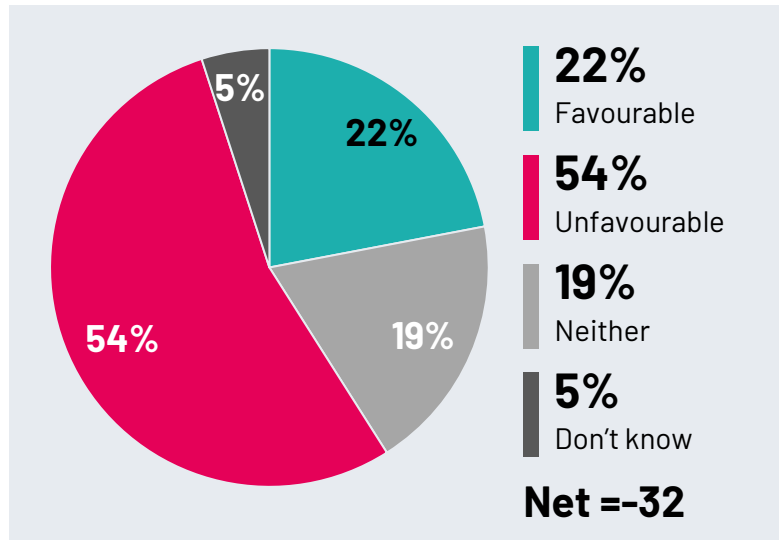


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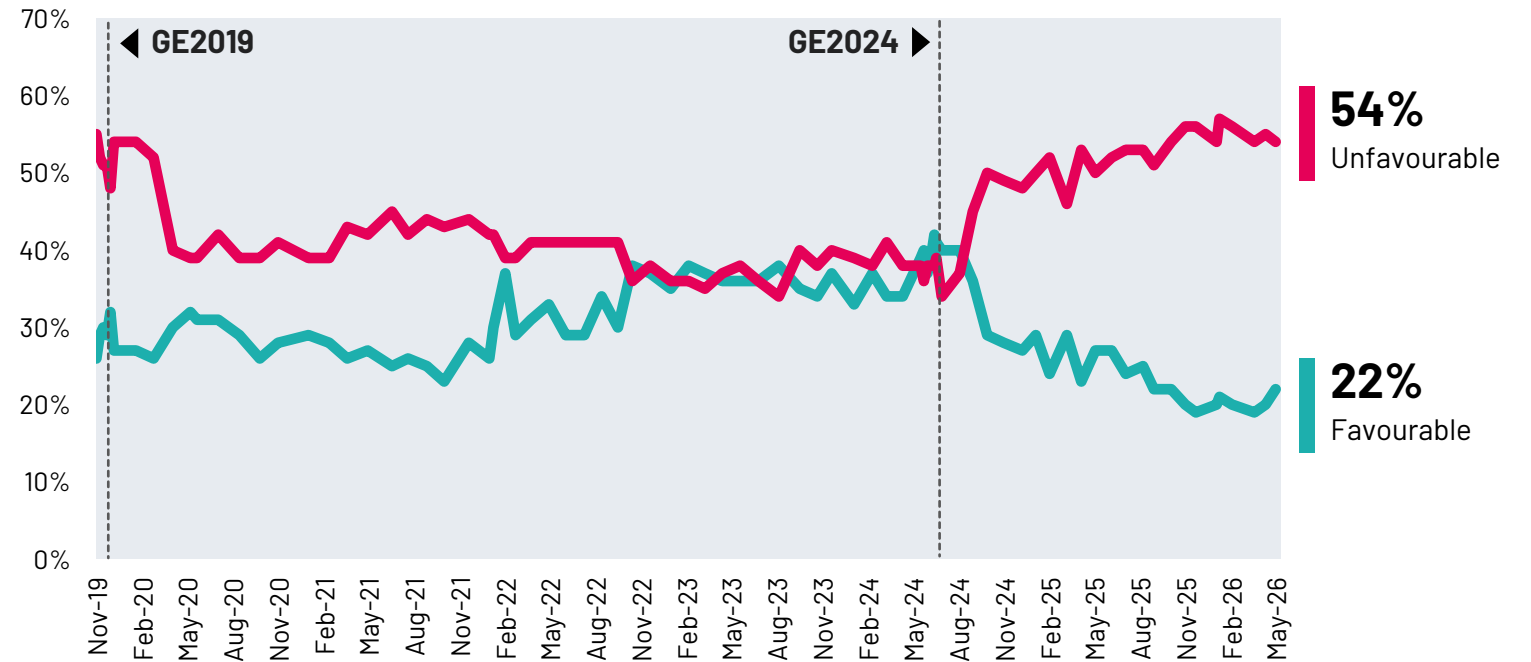
# The Labour party: Favourability

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

May 2026



November 2019 – May 2026

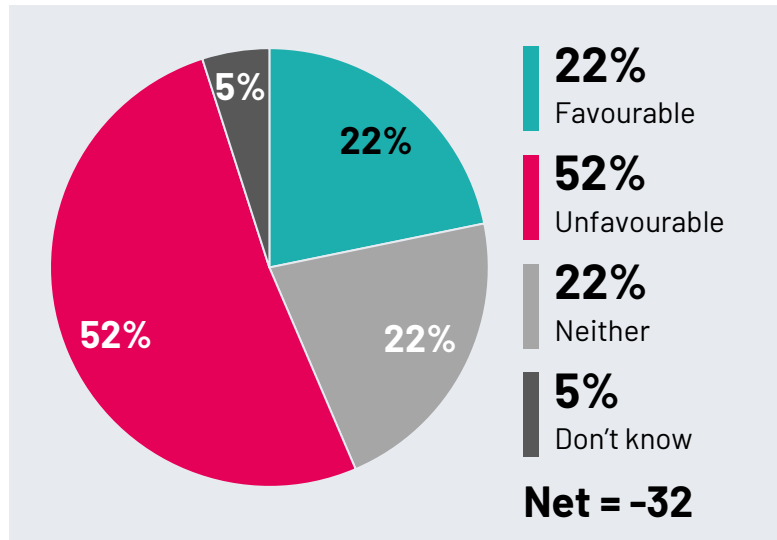


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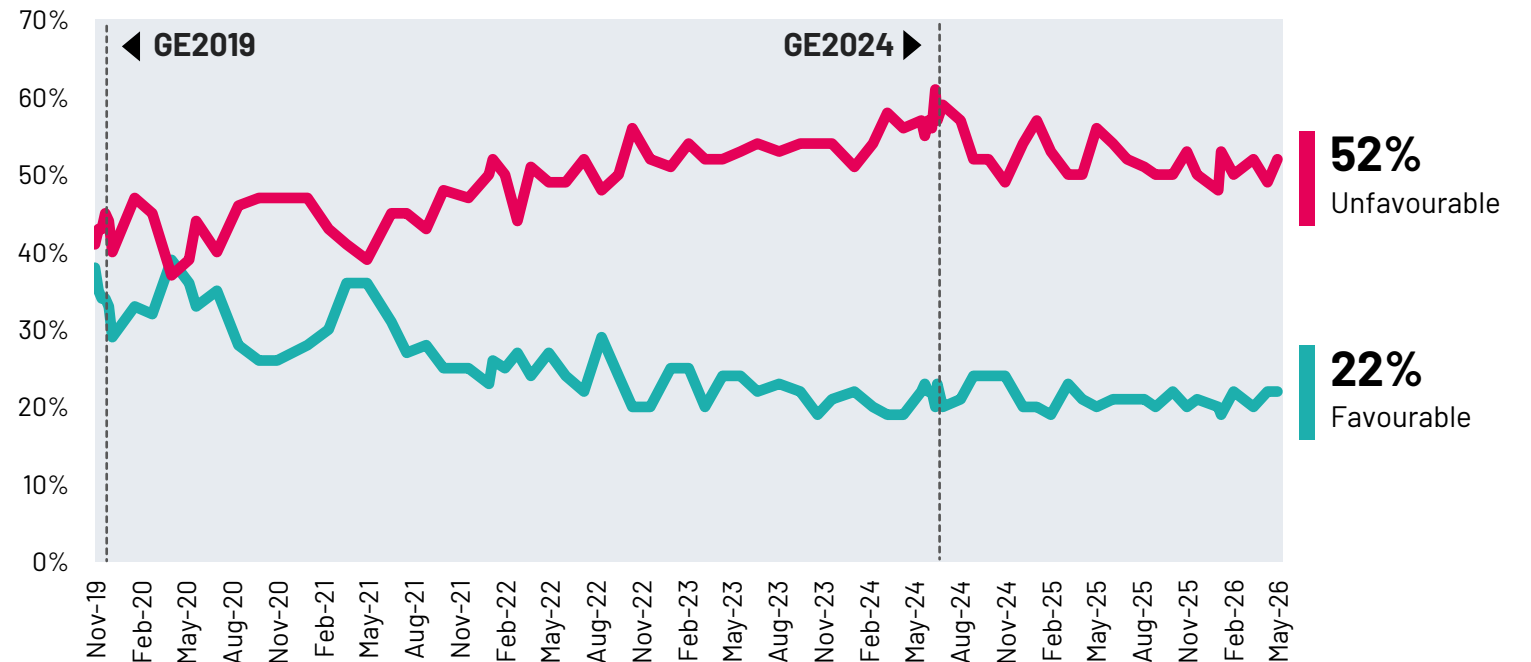
# The Conservative party: Favourability

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

May 2026



November 2019 – May 2026

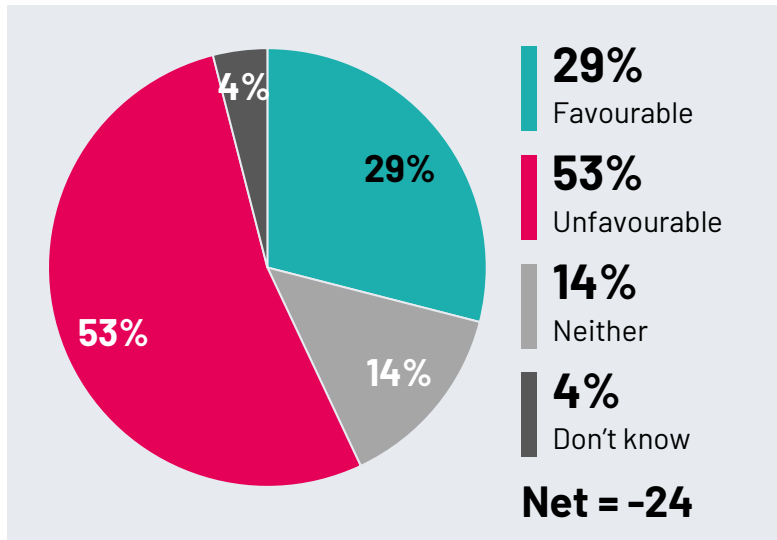


Base: 2,191 Online British adults aged 18+, 8-12 May 2026

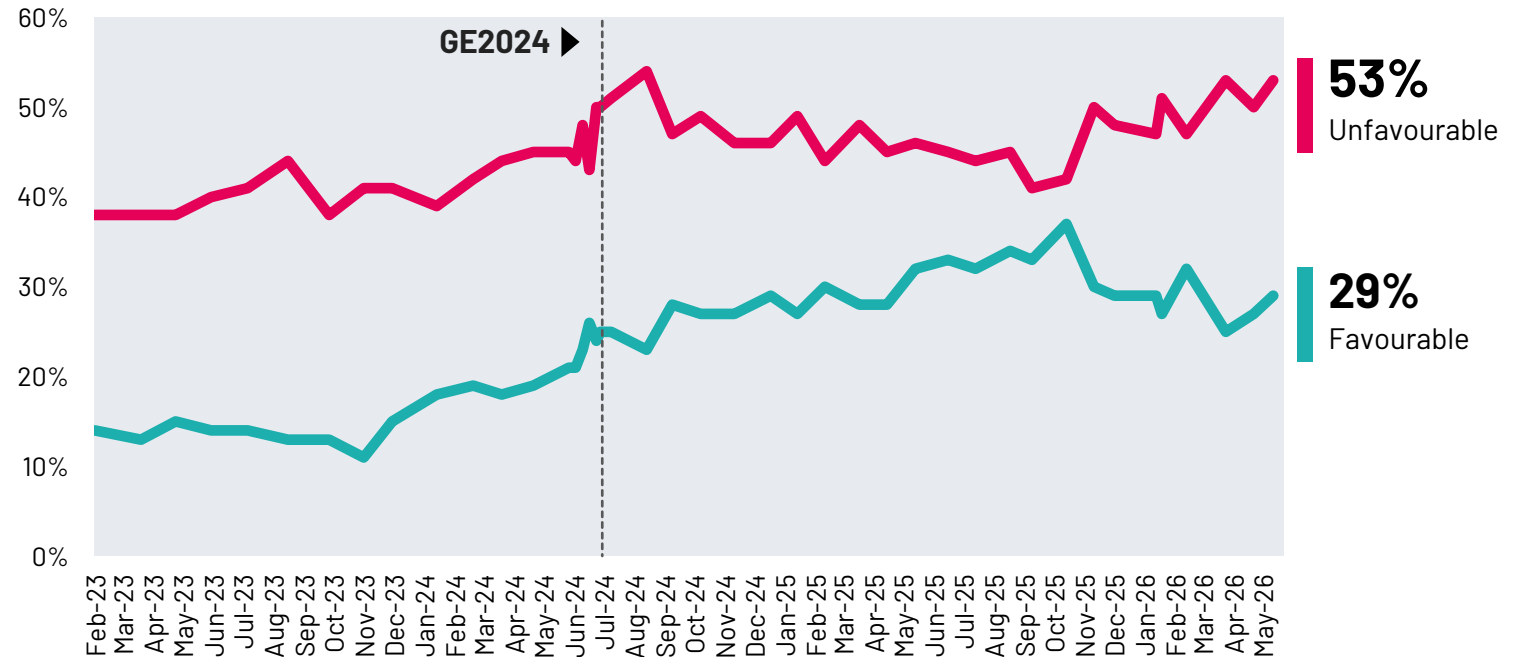
# Reform UK: Favourability

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

May 2026



February 2023 – May 2026

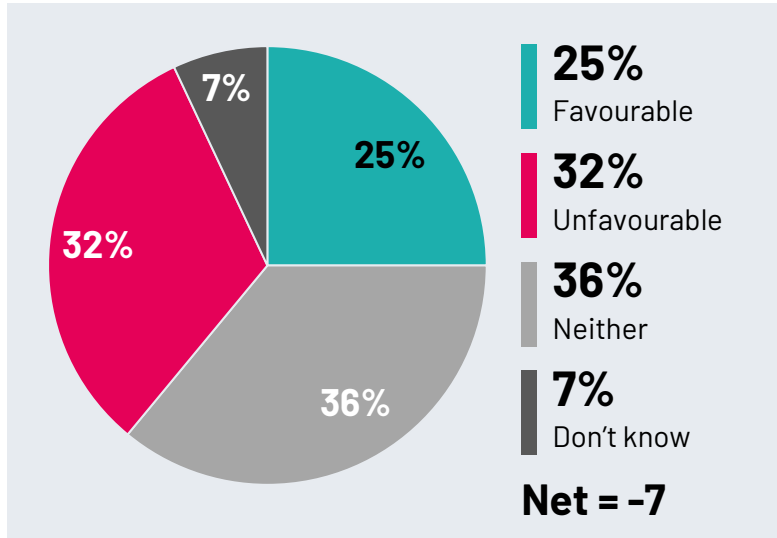


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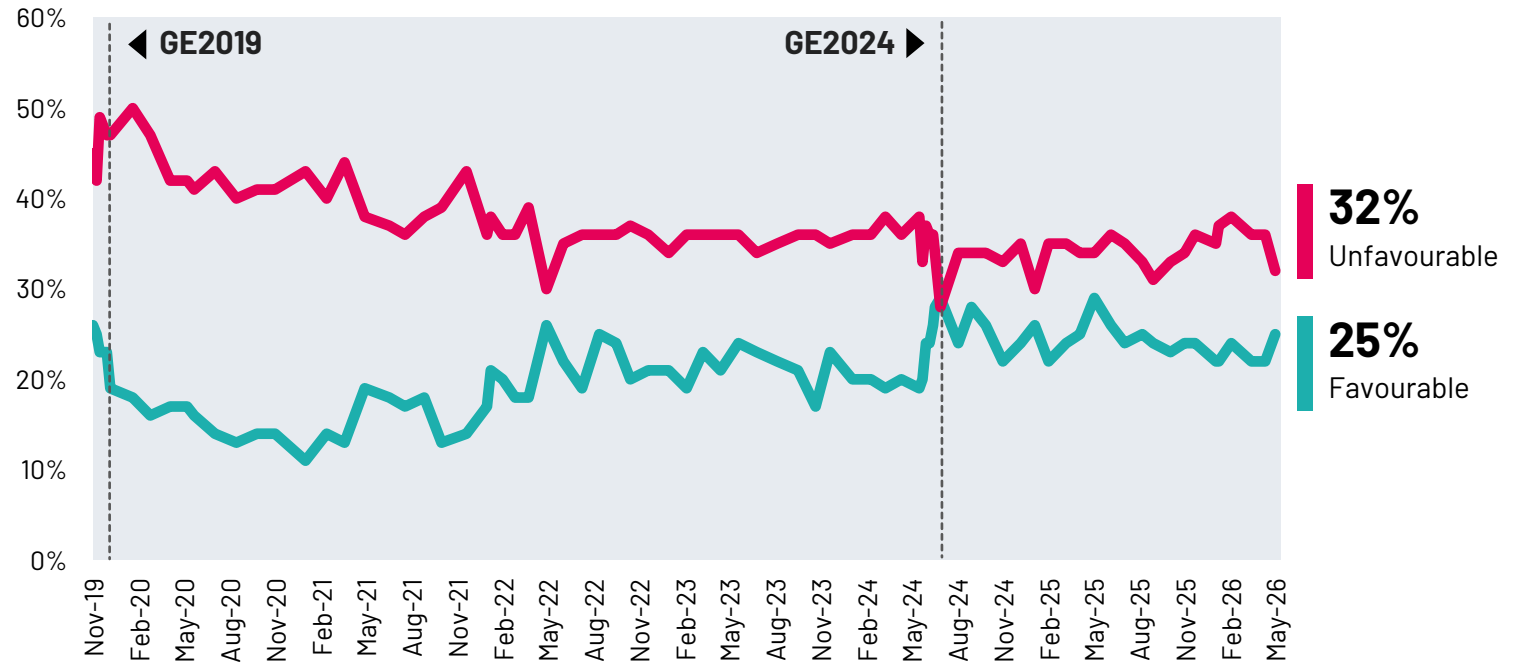
# The Liberal Democrats: Favourability

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

May 2026



November 2019 - May 2026

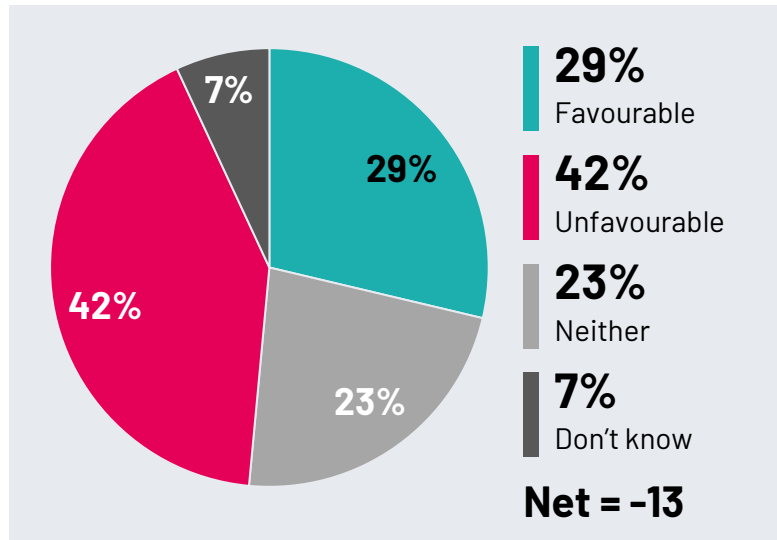


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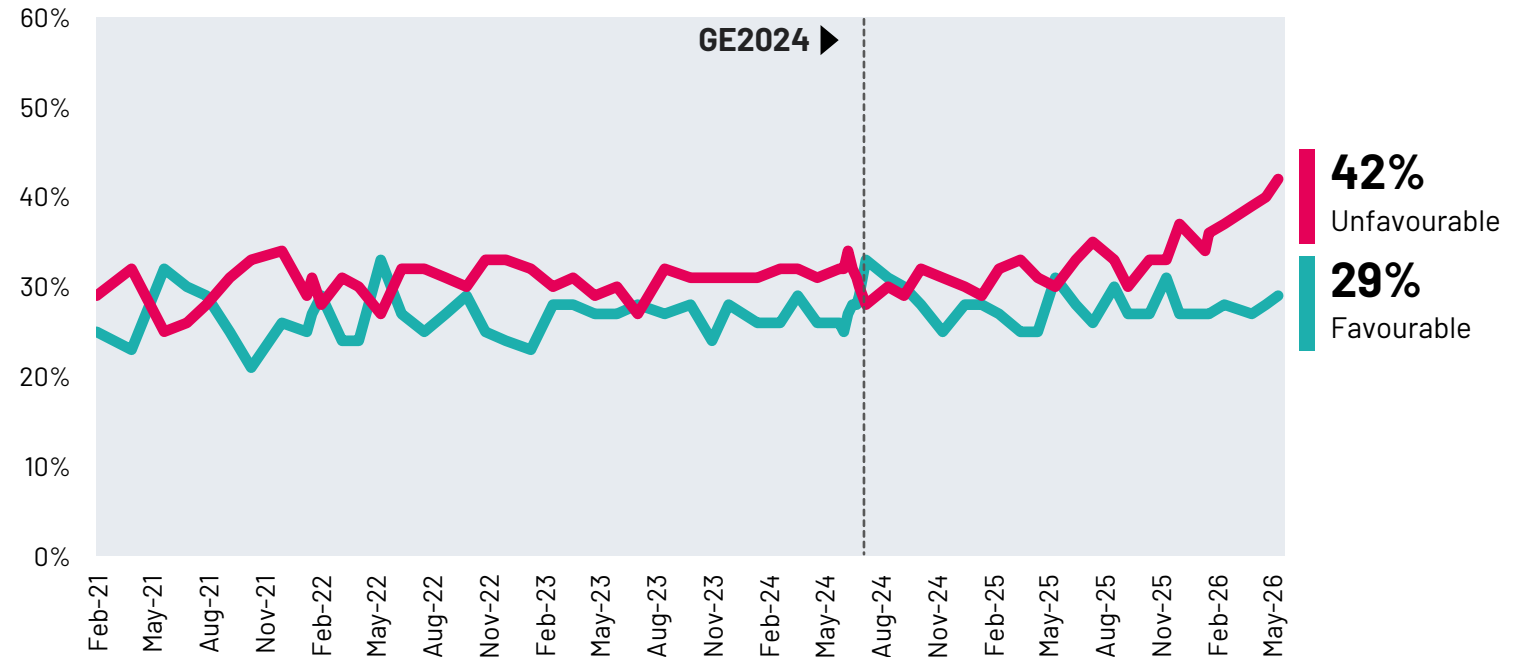
# The Green Party: Favourability

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

May 2026



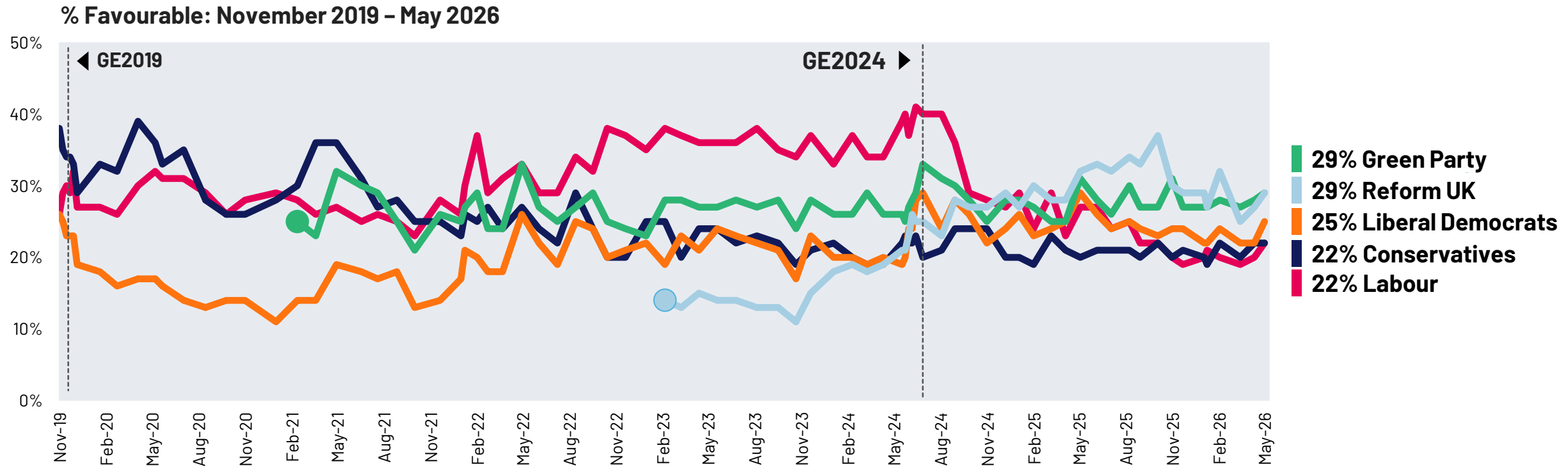
February 2021 – May 2026



Base: 2,191 Online British adults aged 18+, 8-12 May 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?

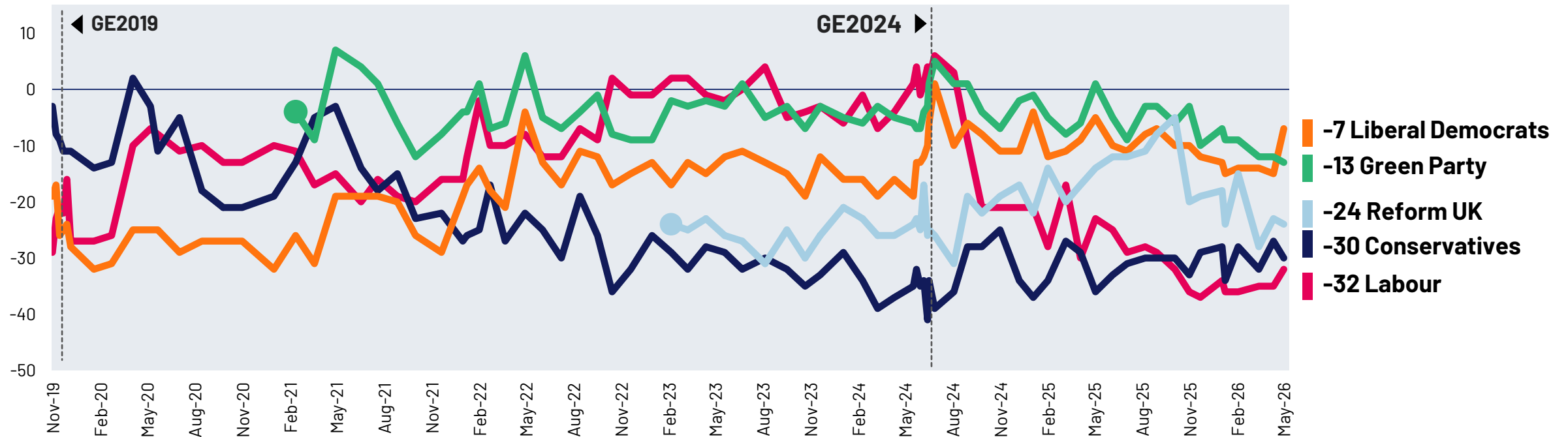


Base: 2,191 Online British adults aged 18+, 8-12 May 2026

# 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 – May 2026

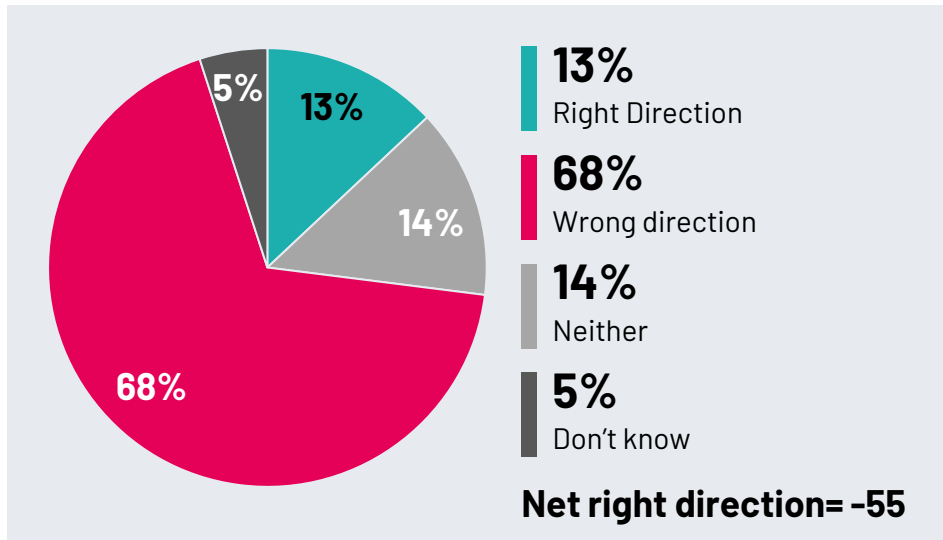


Base: 2,191 Online British adults aged 18+, 8-12 May 2026

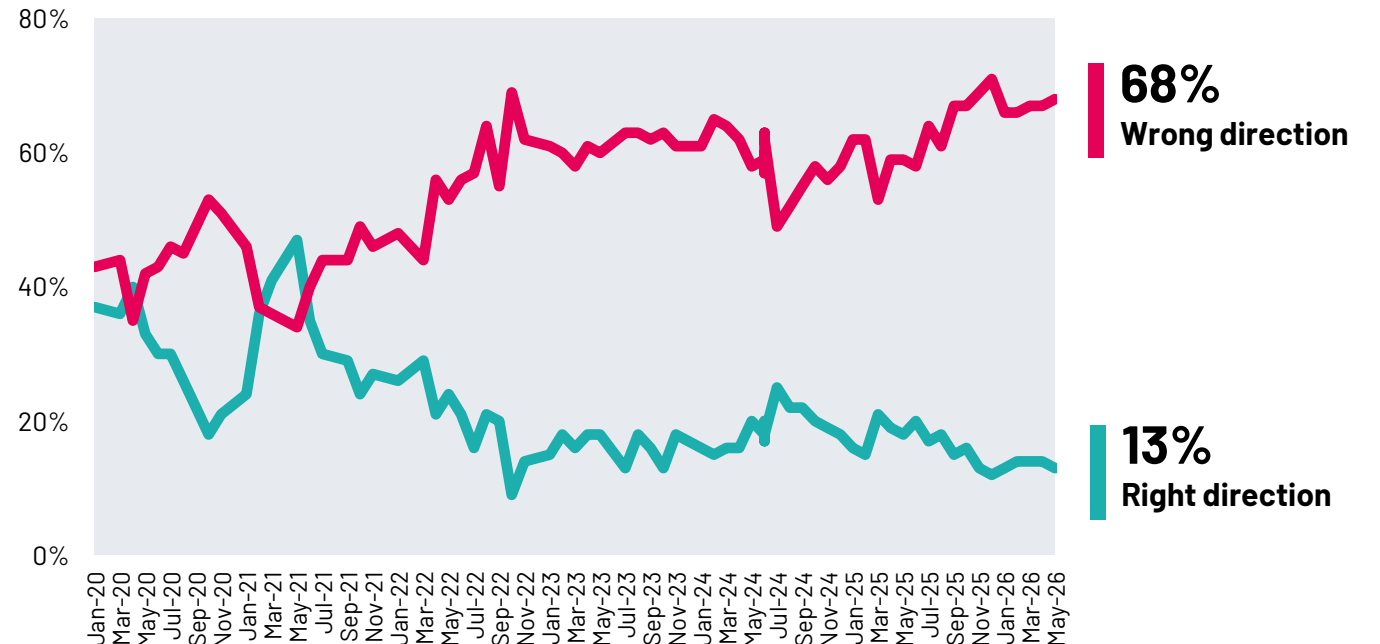
# Direction of the country

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

May 2026



January 2020 - May 2026

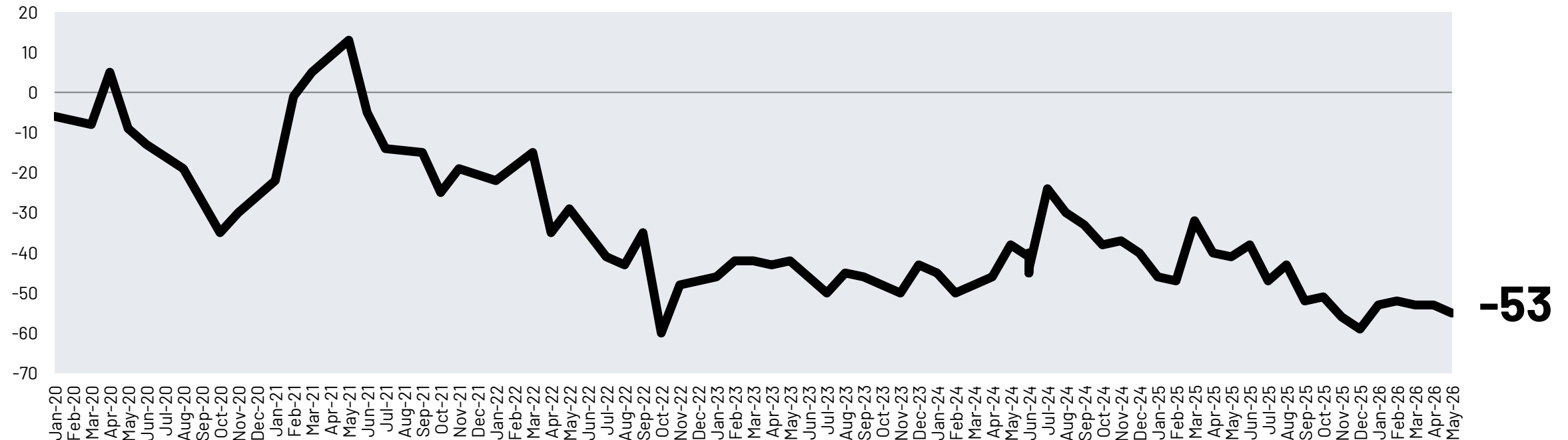


Base: 2,191 Online British adults aged 18+, 8-12 May 2026

# Direction of the country: January 2020 – May 2026

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

## Net right direction

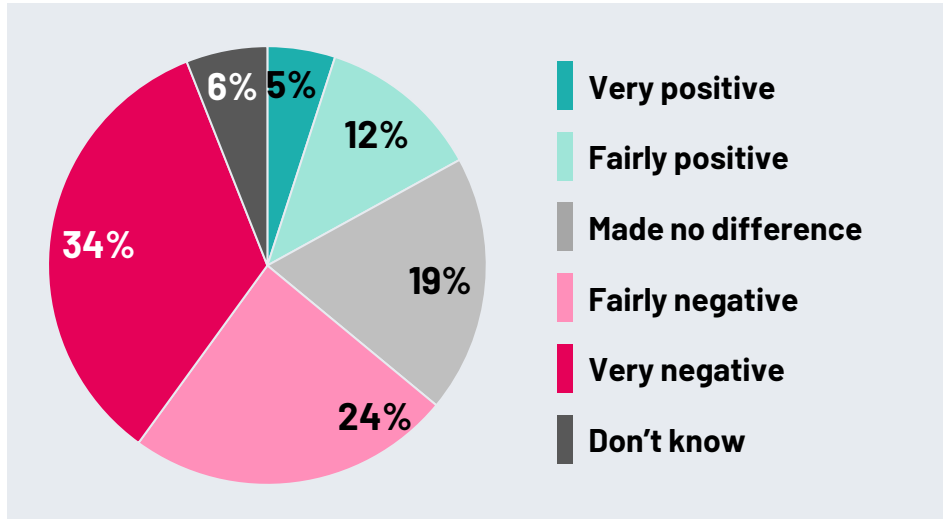


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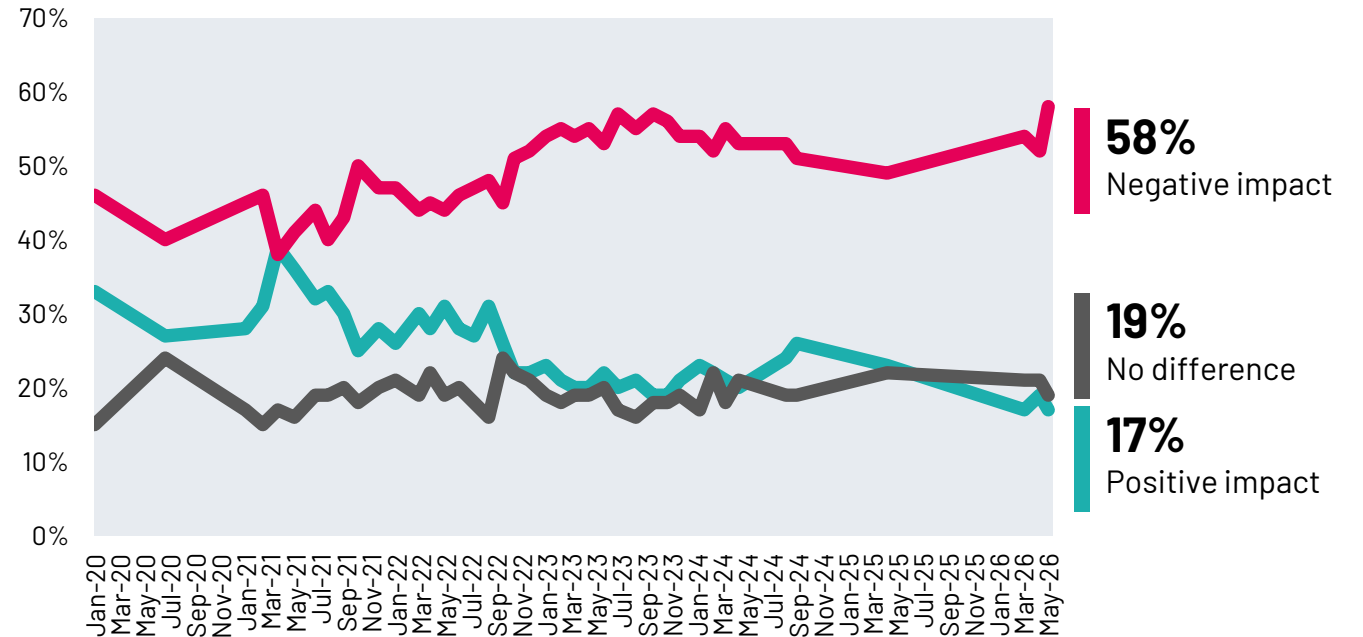
# Impact of the UK's decision to leave the European Union

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?

May 2026



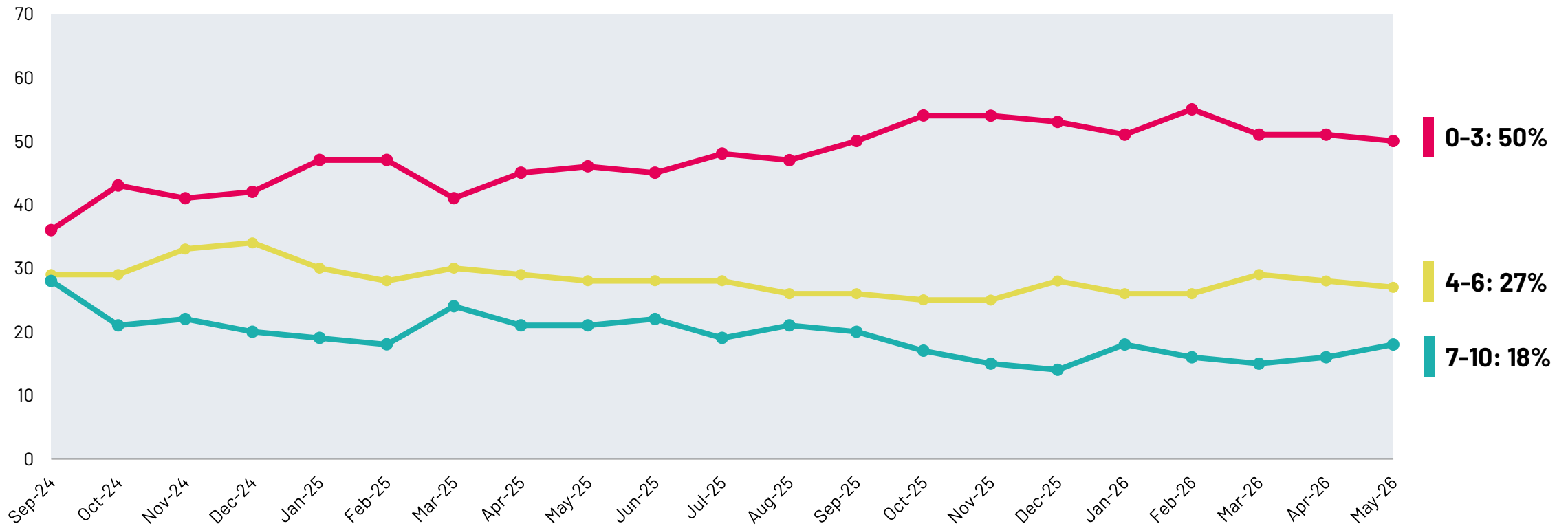
January 2020 – May 2026



Base: 2,191 Online British adults aged 18+, 8-12 May 2026

# Perceptions of the Government's performance so far

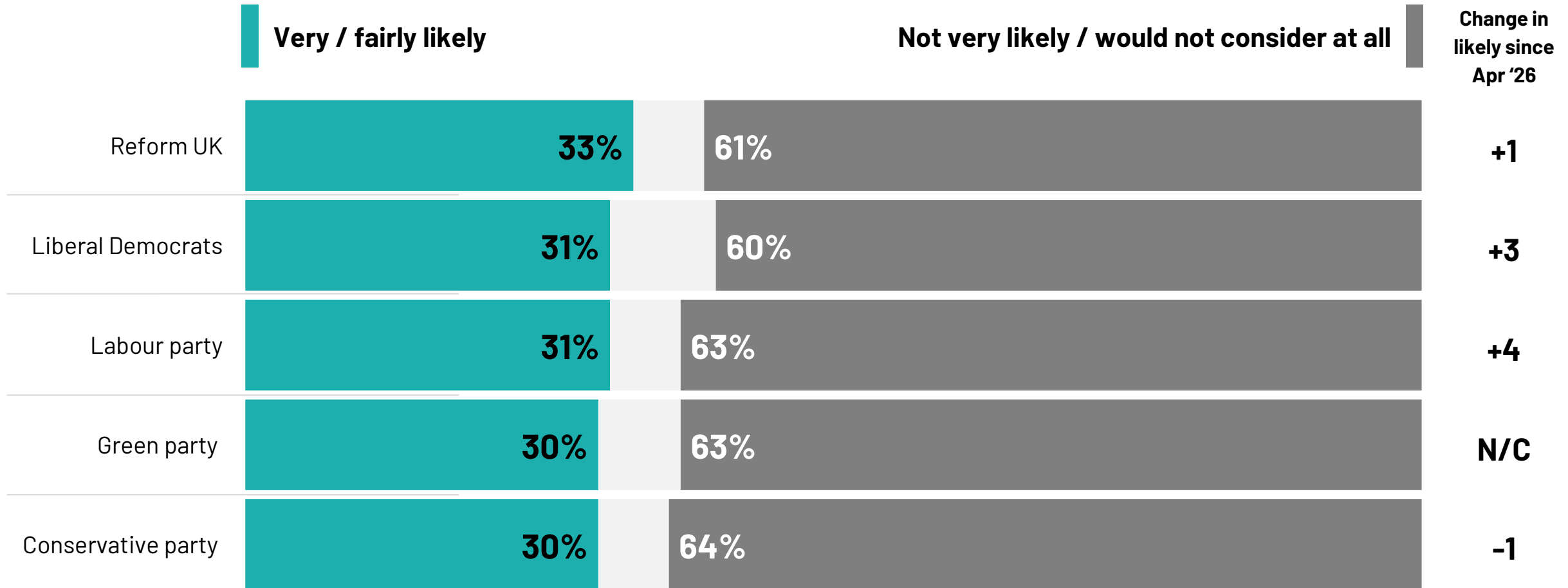
On a scale of 0 to 10, where 10 means a very good job and 0 means a very bad job, do you think the current Labour government is doing a good or bad job at running the country? **% rating different score aggregates**



Base: 2,191 Online British adults aged 18+, 8-12 May 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?

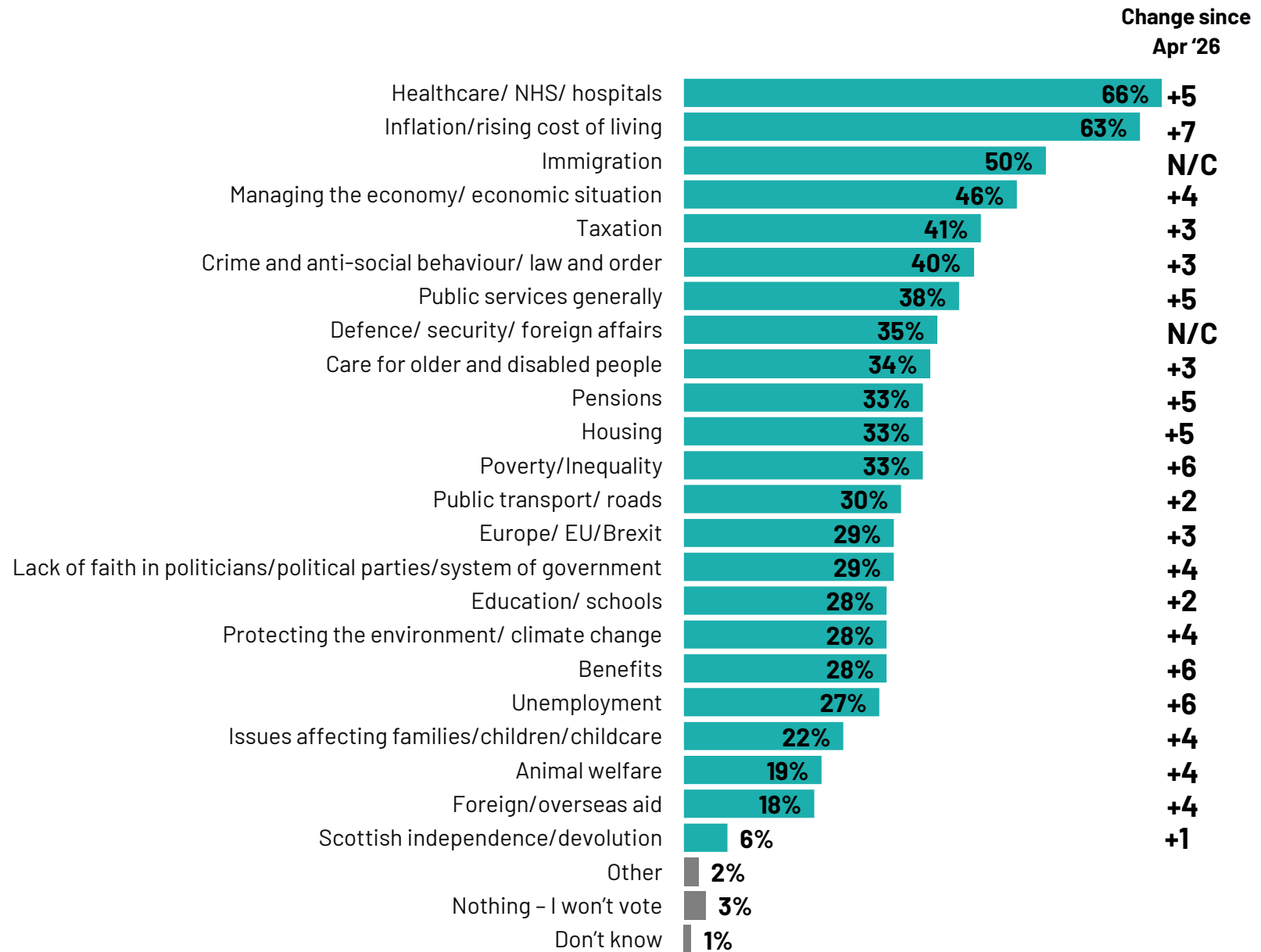


Base: 2,191 Online British adults aged 18+, 8-12 May 2026

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

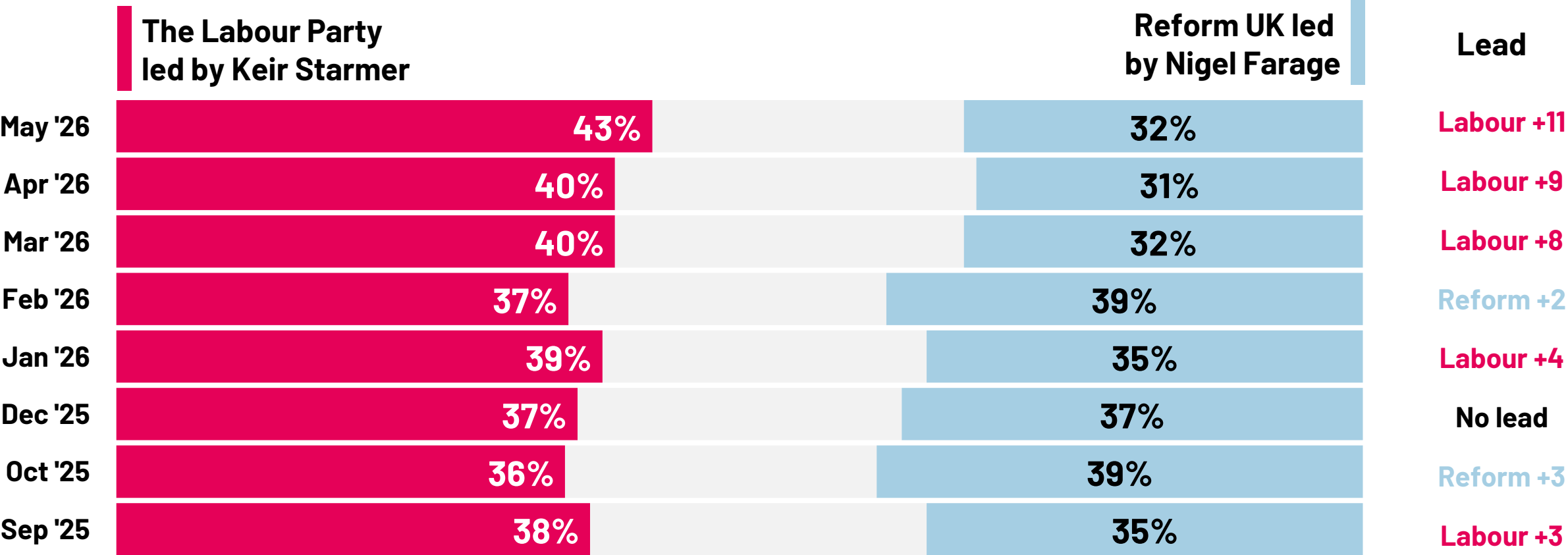
Which, if any, of the following issues do you think will be very important to you in helping you decide which party to vote for at the next General Election?

Base: 2,191 Online British adults aged 18+, 8-12 May 2026



# Britons continue to prefer a Labour party led by Keir Starmer to win the next UK General Election to Reform UK led by Nigel Farage

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

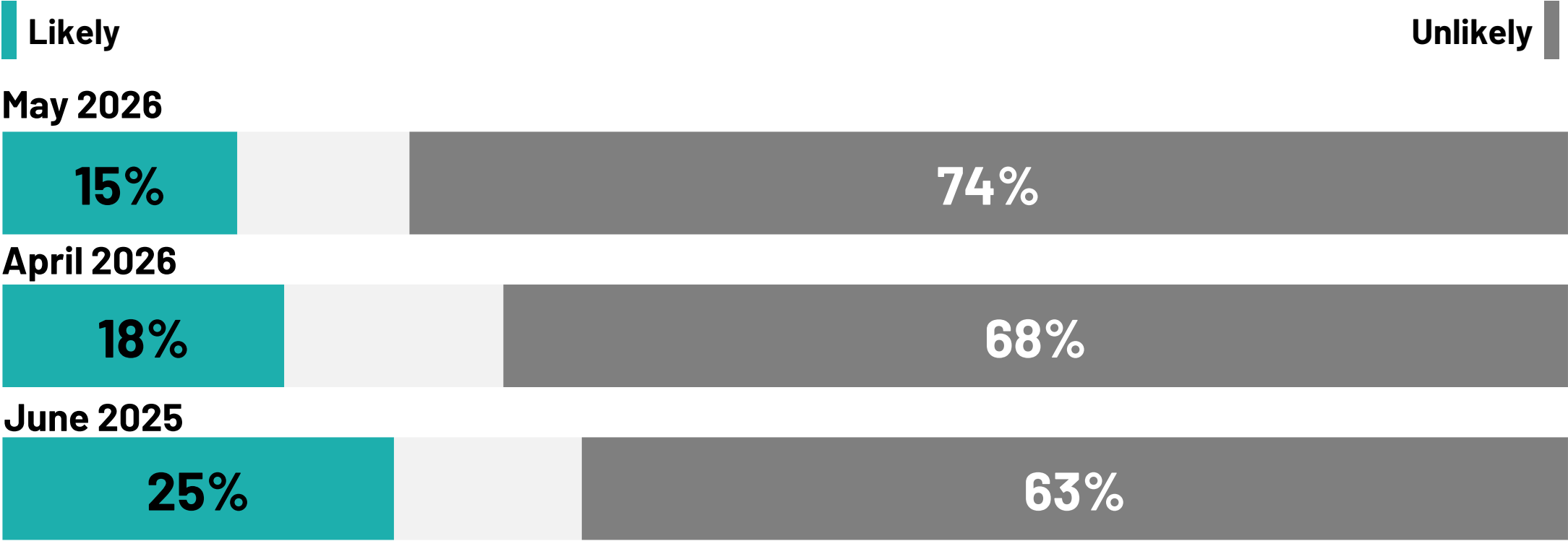


Base: 2,191 Online British adults aged 18+, 8-12 May 2026



# Three quarters think it is unlikely Keir Starmer will win the next General Election

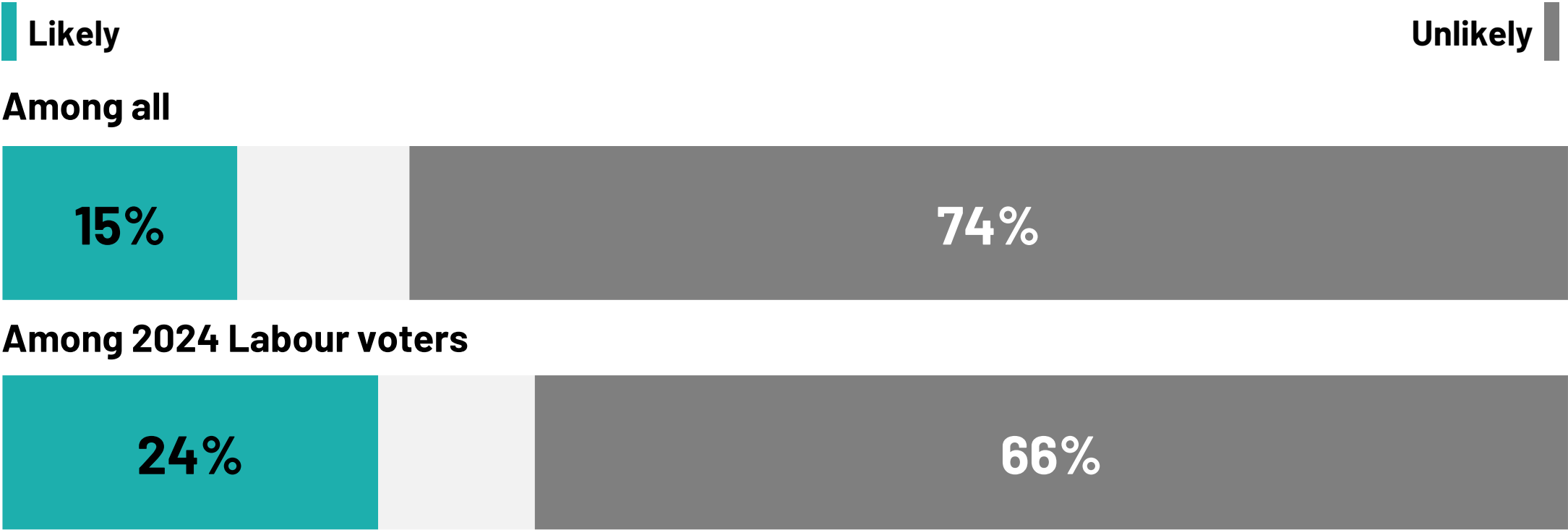
How likely or unlikely do you think it is that Keir Starmer will win the next General Election?



Base: 2,191 Online British adults aged 18+, 8-12 May 2026

# Two thirds of 2024 Labour voters think it is unlikely that Keir Starmer will win the next General Election

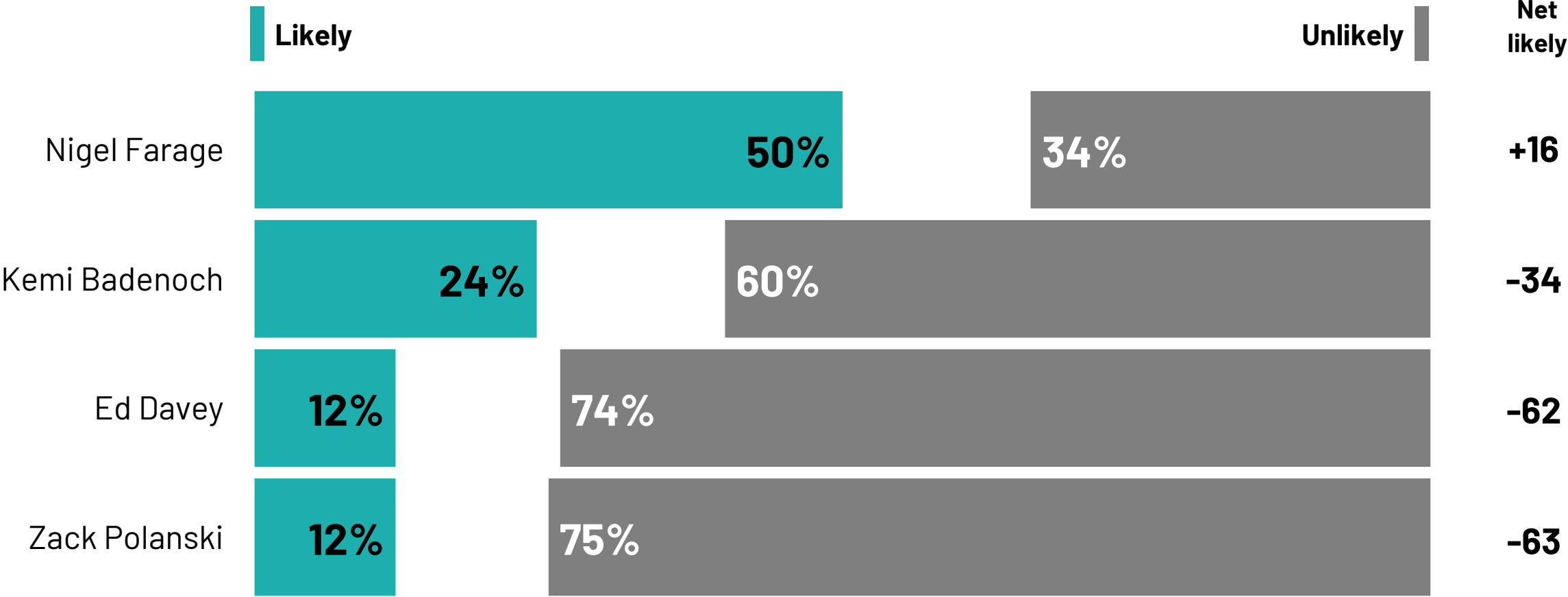
How likely or unlikely do you think it is that Keir Starmer will win the next General Election?



Base: 2,191 Online British adults aged 18+, including 669 2024 Labour voters, 8-12 May 2026

# Half of Britons now think it is likely Nigel Farage will be Prime Minister in the future

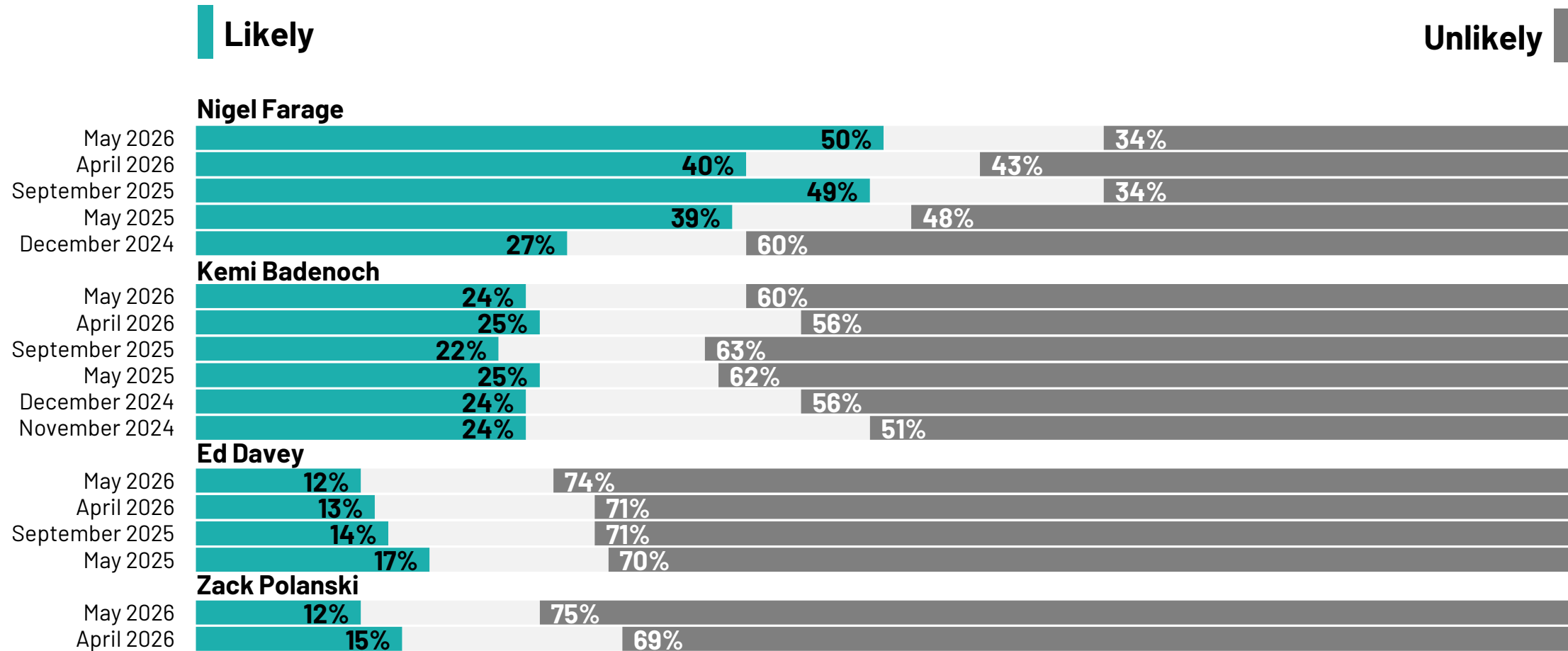
In your opinion, how likely or not is that ... will ever be Prime Minister?



Base: 2,191 Online British adults aged 18+, 8-12 May 2026

# Britons are more likely to think Nigel Farage will be Prime Minister in the future compared to in April

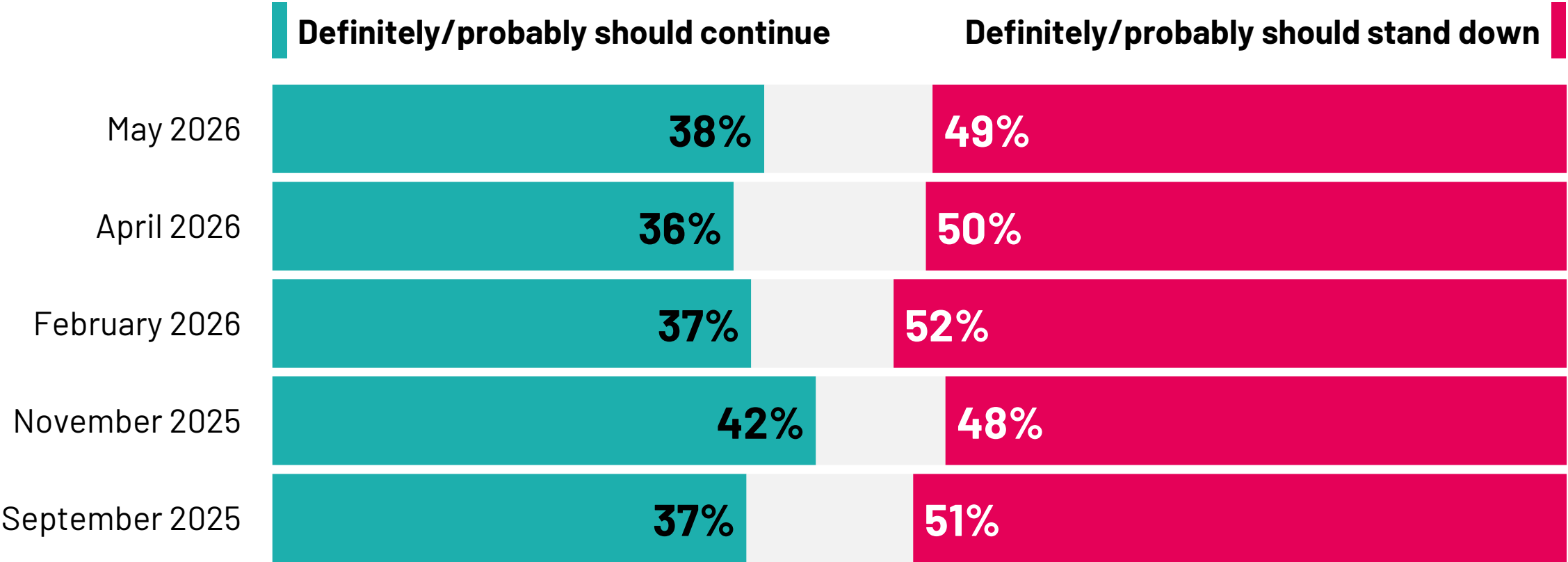
In your opinion, how likely or not is that ... will ever be Prime Minister?



Base: 2,191 Online British adults aged 18+, 8-12 May 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?

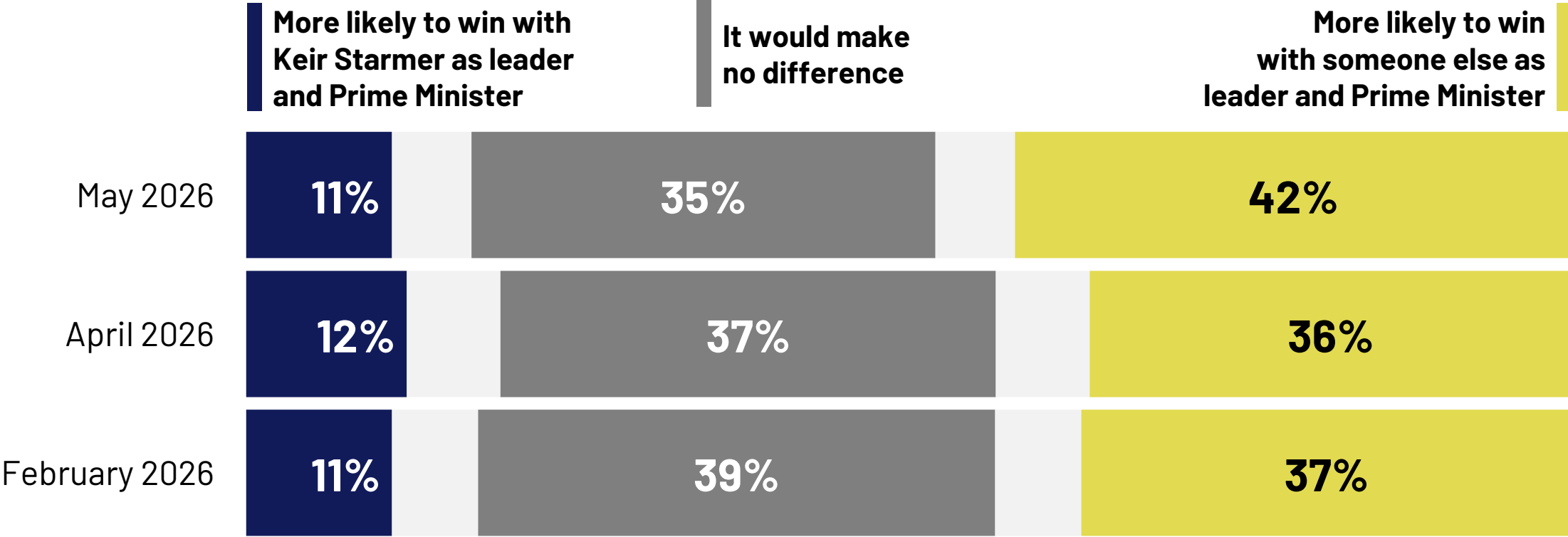


Base: 2,191 Online British adults aged 18+, 8-12 May 2026



# 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

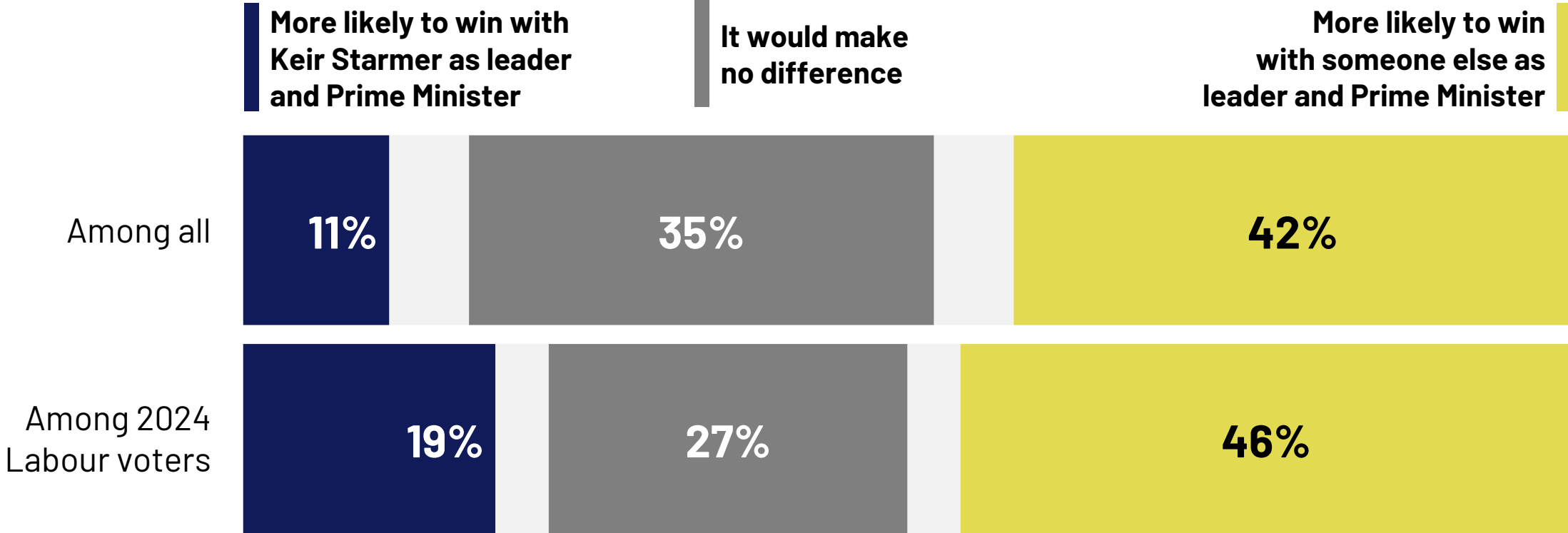
Thinking about the next General Election, do you think Labour are more likely to win with Keir Starmer as leader and Prime Minister, more likely to win with someone else as leader and Prime Minister, or would it make no difference?



Base: 2,191 Online British adults aged 18+, 8-12 May 2026

# Are Labour more likely to win the next General Election with someone else as leader and Prime Minister: *Among 2024 Labour voters*

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: 2,191 Online British adults aged 18+, including 669 2024 Labour voters, 8-12 May 2026

# While two thirds of Britons think Starmer should not lead Labour into the next General Election, they are split on whether he should resign now or in the future

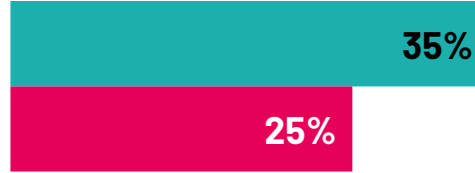
Which of the following best reflects your views on Keir Starmer and what should happen ahead of the next General Election?

Among all

Among 2024 Labour voters

Base: 2,191 Online British adults aged 18+, including 669 2024 Labour voters, 8-12 May 2026

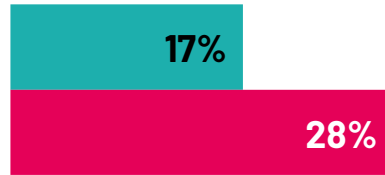
Keir Starmer should not lead Labour into the next General Election and he should resign immediately



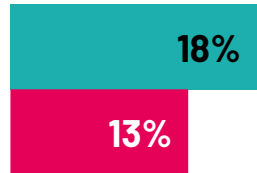
Keir Starmer should not lead Labour into the next General Election, but now is not the right time for him to resign



Keir Starmer should lead Labour into the next General Election



Don't know

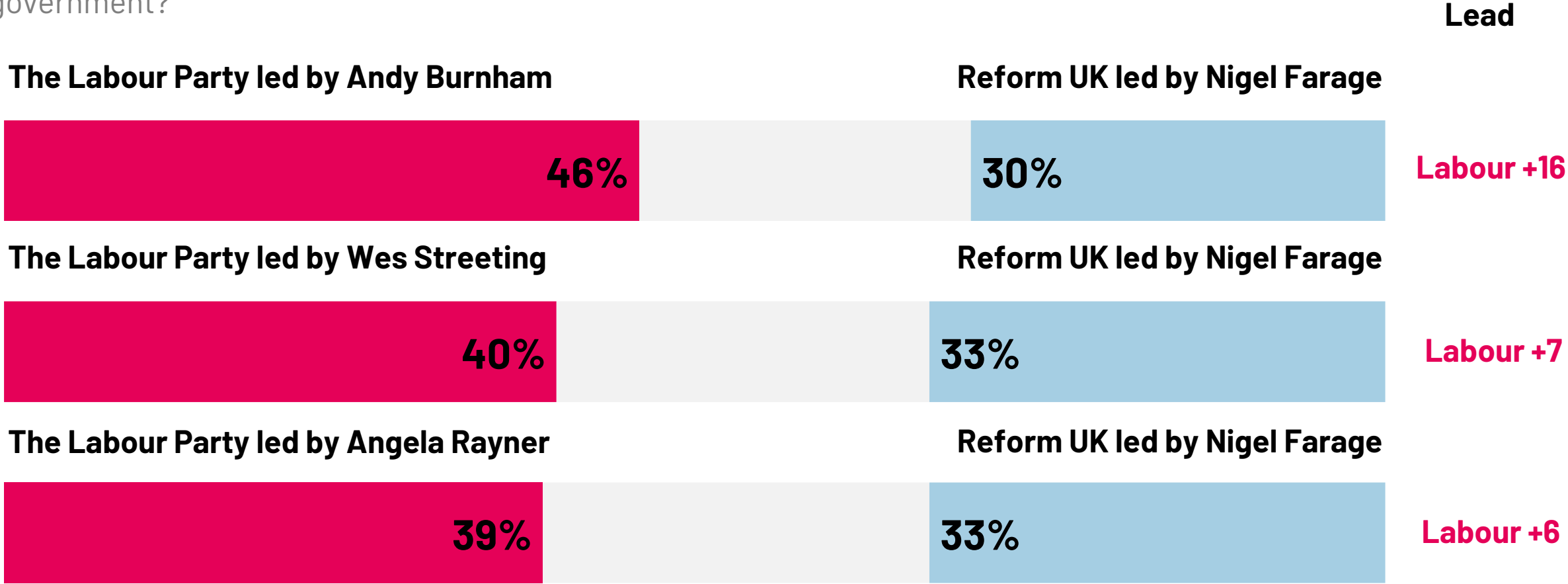


Net: Keir Starmer should not lead Labour into the next General Election



# Britons would prefer a Labour government led by various politicians to Reform led by Nigel Farage – but Burnham is the preferred choice

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



Base: 2,191 Online British adults aged 18+, 8-12 May 2026



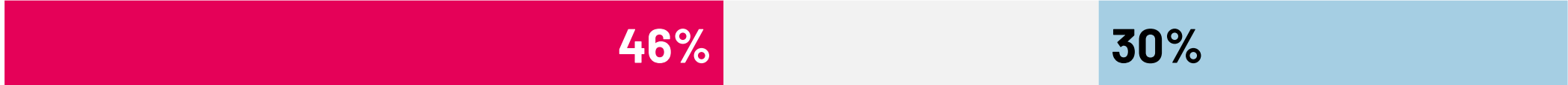
# Britons are slightly more likely to prefer an Andy Burnham led Labour party against Farage, compared to other Labour politicians

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

Lead

The Labour Party led by Andy Burnham

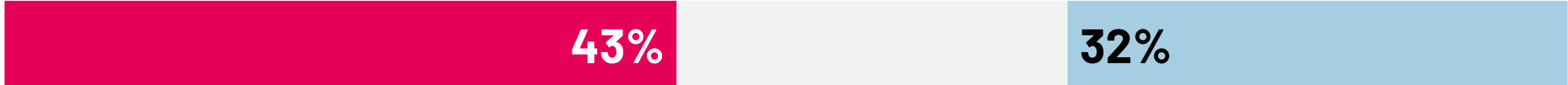
Reform UK led by Nigel Farage



Labour +16

The Labour Party led by Keir Starmer

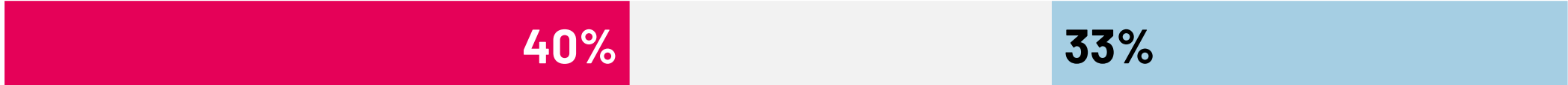
Reform UK led by Nigel Farage



Labour +11

The Labour Party led by Wes Streeting

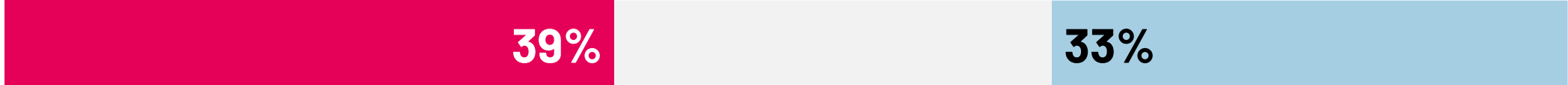
Reform UK led by Nigel Farage



Labour +7

The Labour Party led by Angela Rayner

Reform UK led by Nigel Farage



Labour +6

Base: 2,191 Online British adults aged 18+, 8-12 May 2026



# Preferred choice at the next UK General Election: *Among 2024 Labour voters*

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

**The Labour Party led by Andy Burnham**

**Reform UK led by Nigel Farage**



**The Labour Party led by Keir Starmer**

**Reform UK led by Nigel Farage**



**The Labour Party led by Angela Rayner**

**Reform UK led by Nigel Farage**



**The Labour Party led by Wes Streeting**

**Reform UK led by Nigel Farage**

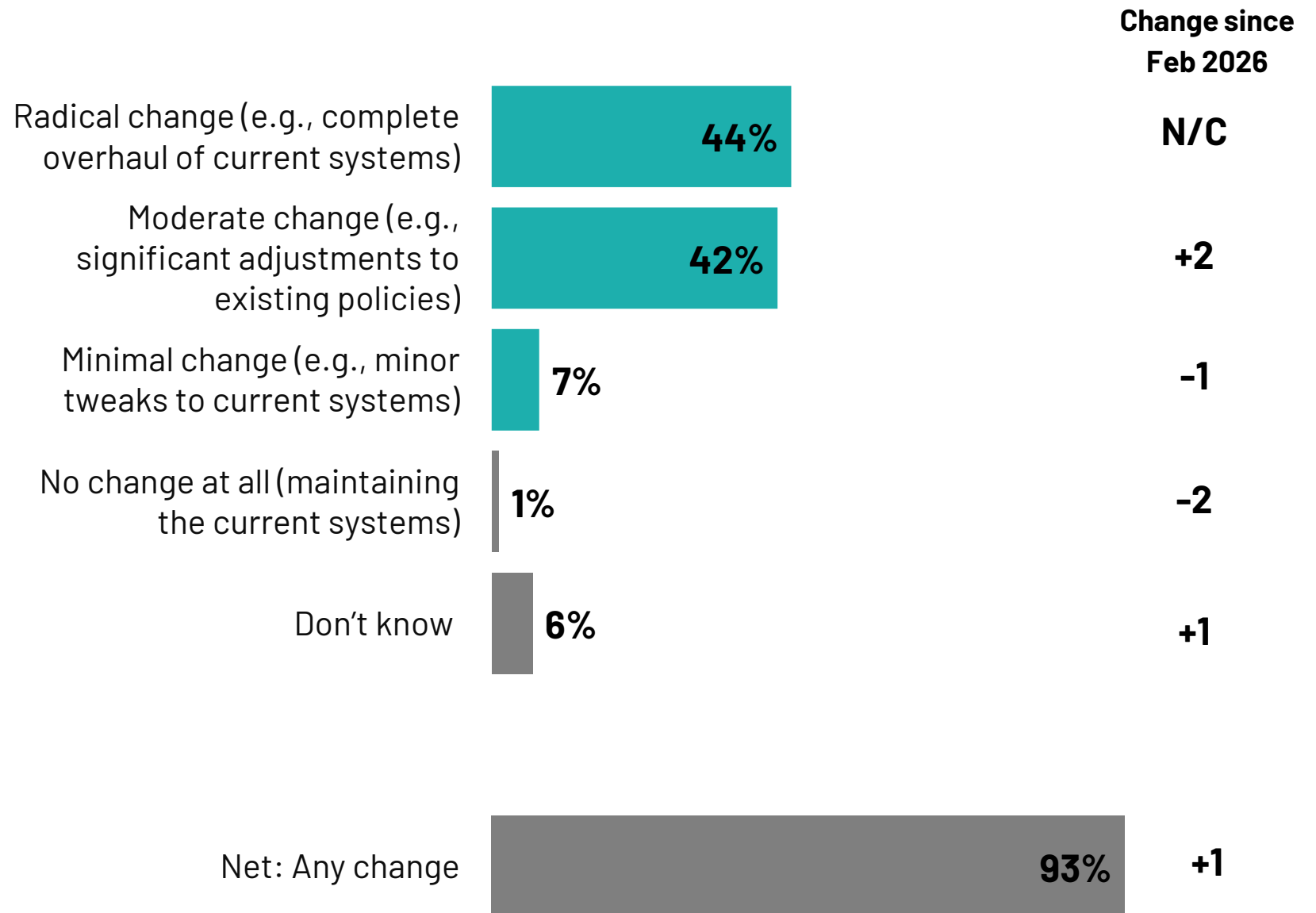


Base: 2,191 Online British adults aged 18+, including 669 2024 Labour voters, 8-12 May 2026



# More than 9 in 10 think Britain needs change, though the public are divided as to whether that change should be radical or moderate

Which of the following, if any, best describes the type of change you think Britain needs?

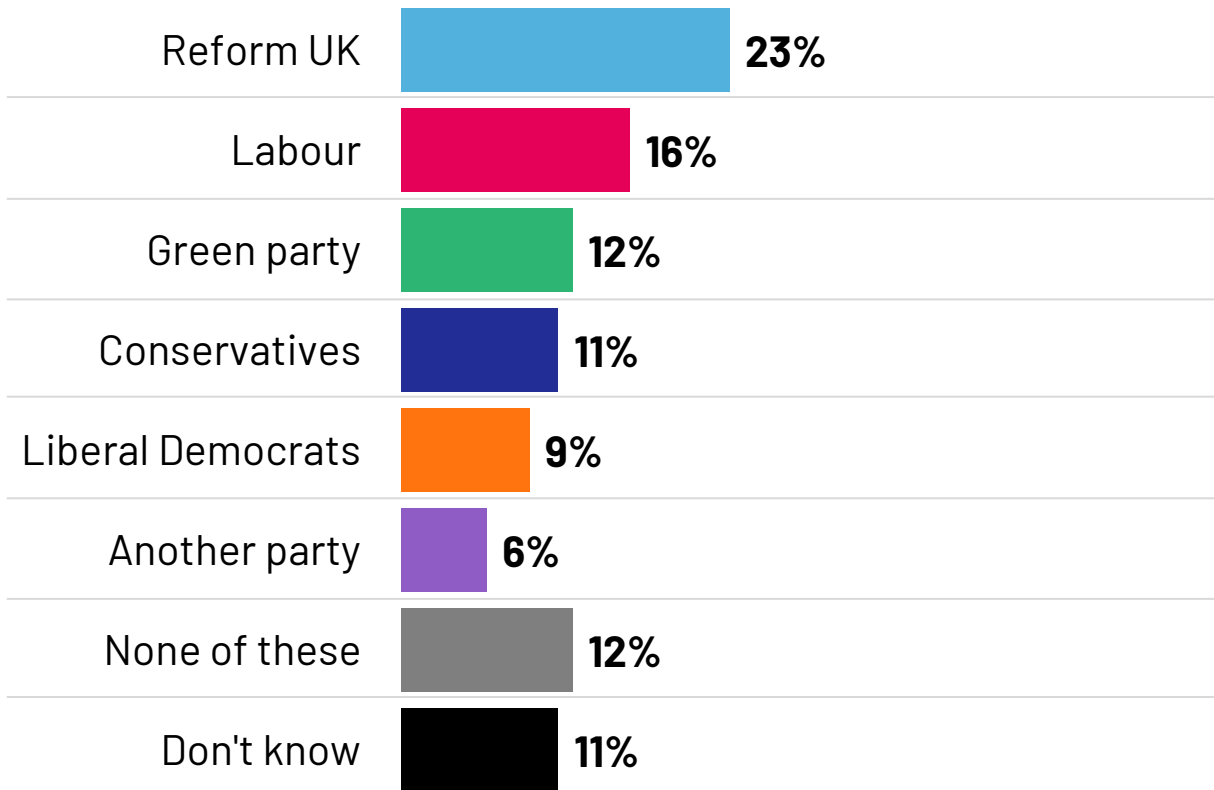


Base: 2,191 Online British adults aged 18+, 8-12 May 2026

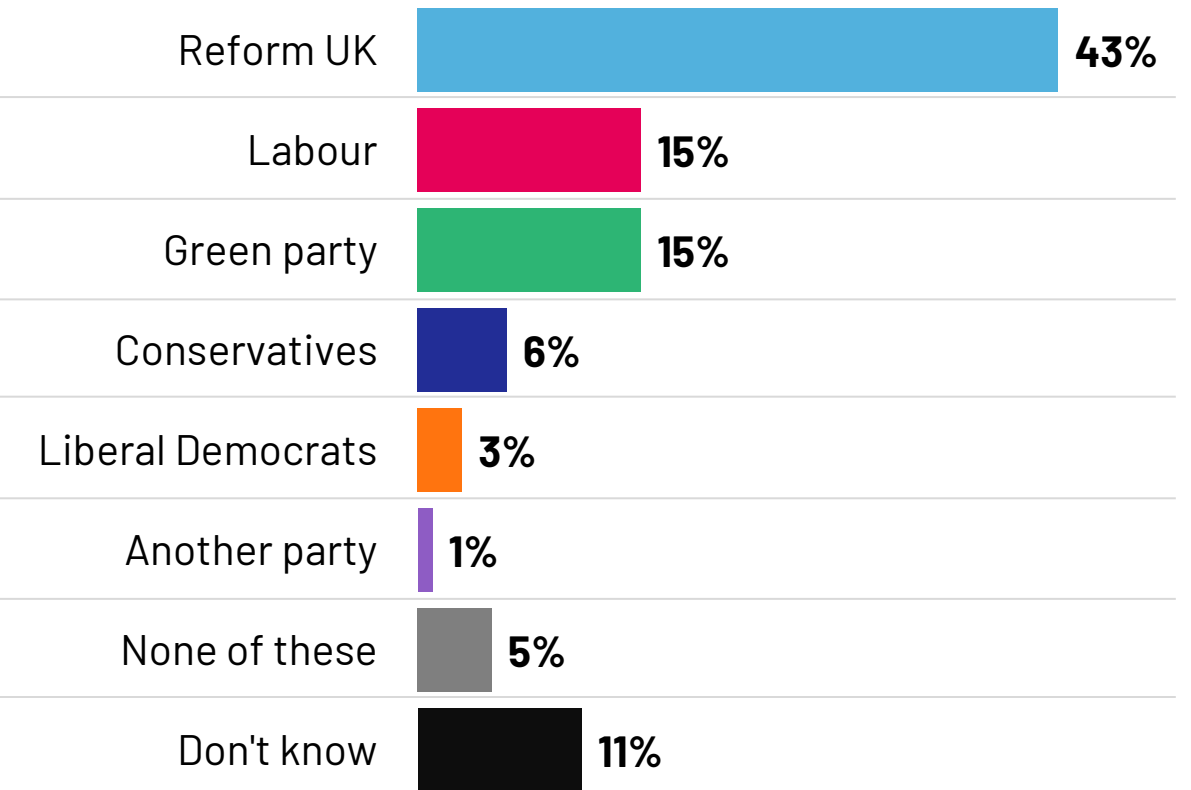
# Though one in five trust Reform UK most to deliver the kind of change they think Britain needs, twice as many think they would be most likely to deliver the kind of change the country does not need.

Which of the following parties, if any, would you trust most to deliver the kind of change you think Britain needs?/ Which of the following parties, if any, do you think would be most likely to deliver the kind of change that Britain does not need?

## The change Britain does need



## The change Britain does not need



Base: 2,191 Online British adults aged 18+, 8-12 May 2026

# Ipsos

May 2026  
Political Pulse

## For more information

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