

Political Leadership Polling

April 2026

**DOWNING
STREET SW1**
CITY OF WESTMINSTER

**WHITEHALL
SW1**
CITY OF WESTMINSTER

Which characteristics make a good PM?

Which of the following characteristics, if any, do you think is most important when considering what makes a good Prime Minister?

Base: 2,105 Online British adults aged 18+, 24-28 April 2026

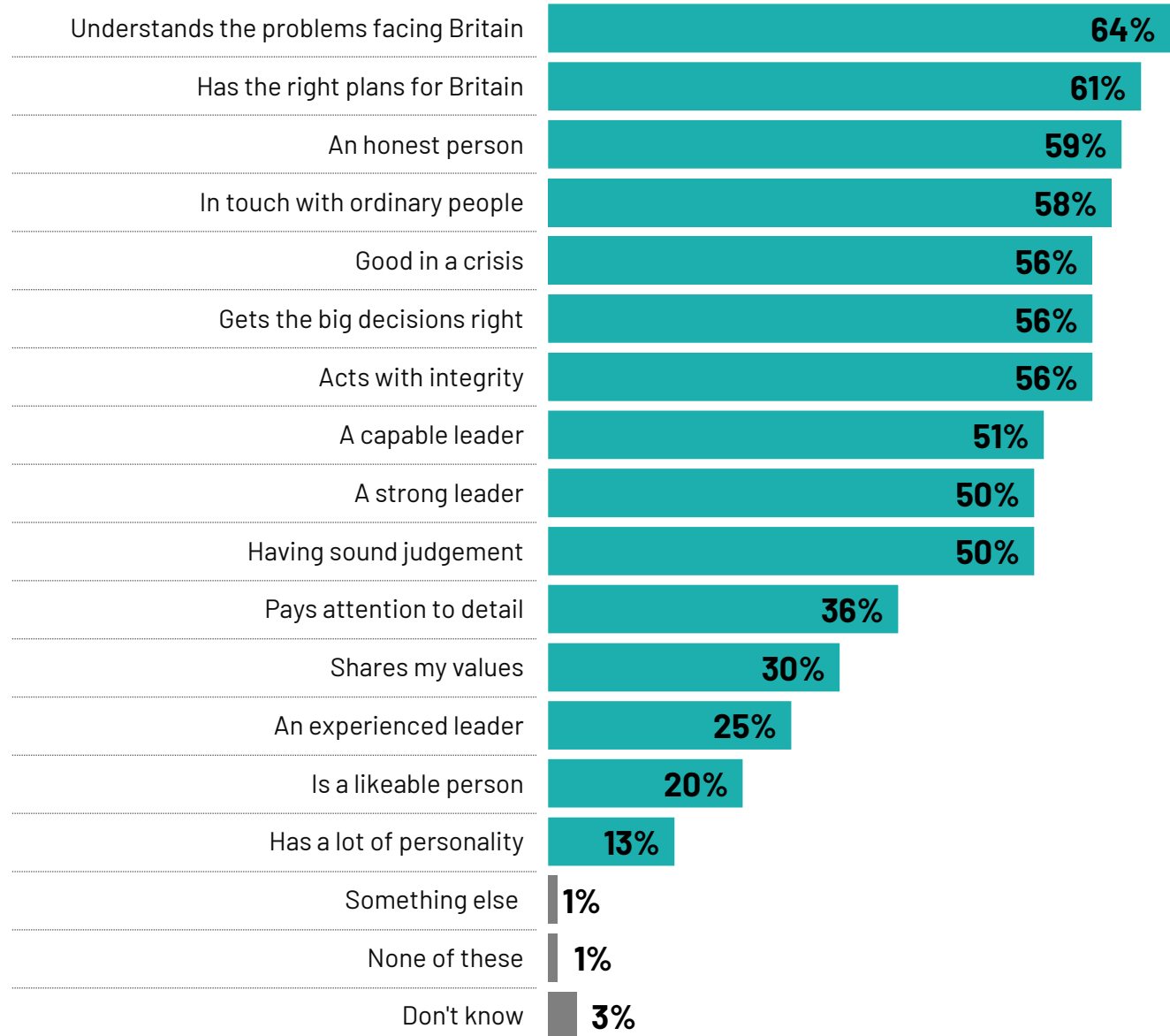
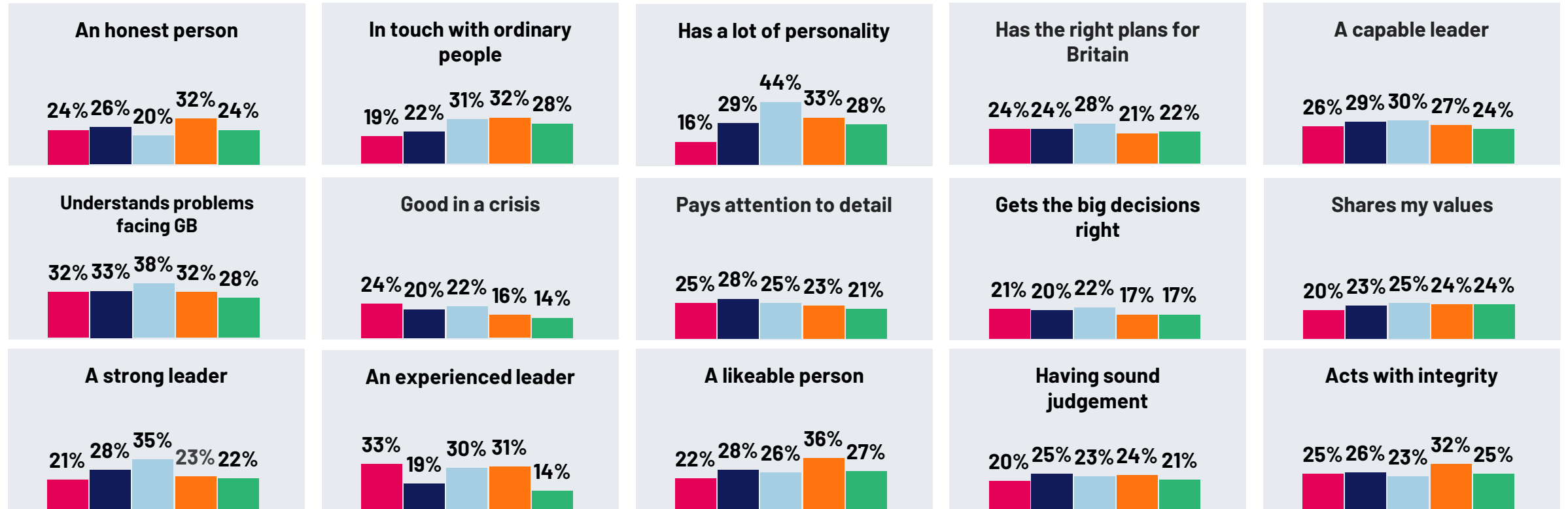


Image of the party leaders

Do you think each of the following statements does or does not apply to...? % does apply

█ Starmer
 █ Badenoch
 █ Farage
 █ Davey
 █ Polanski



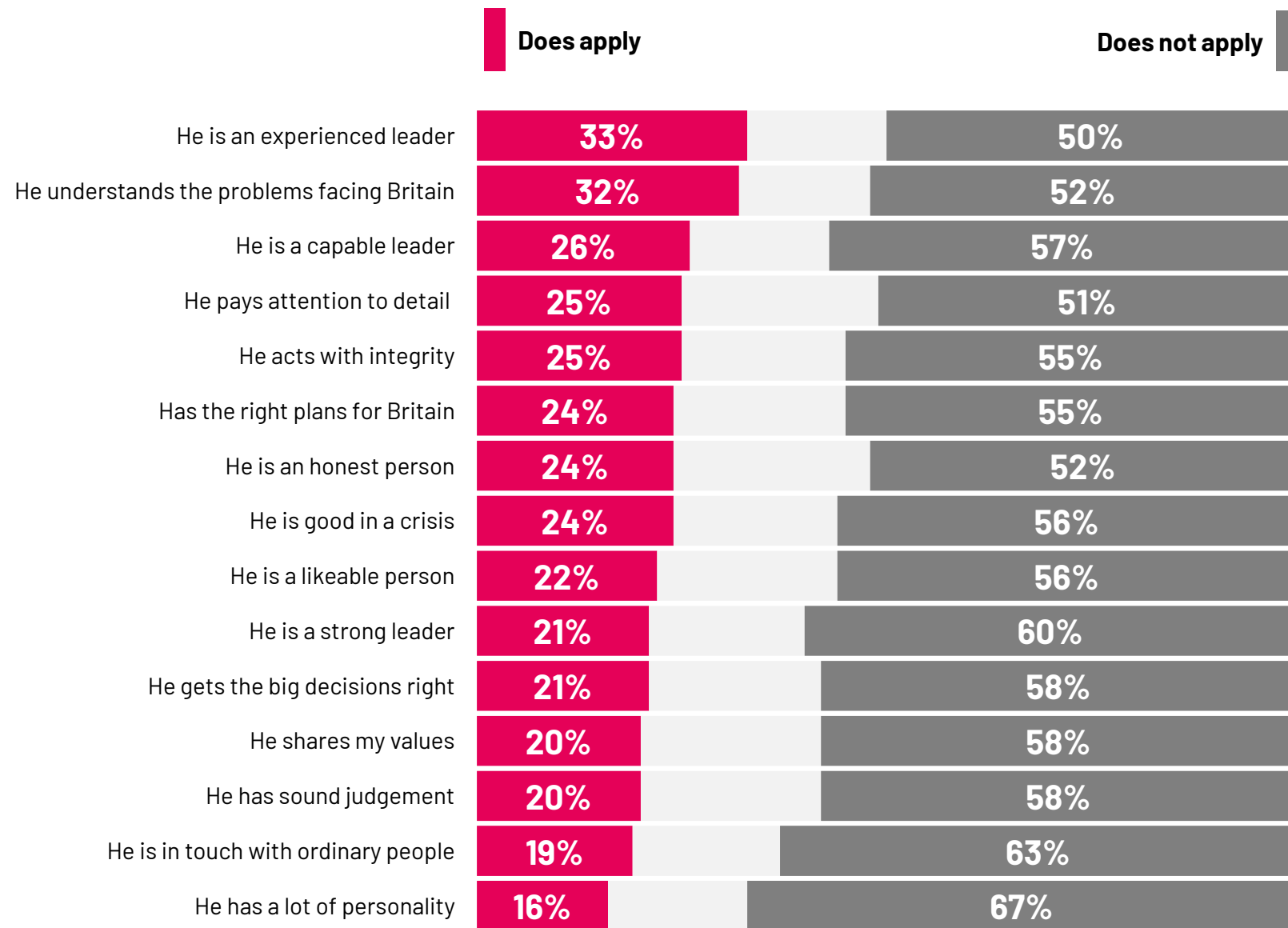
Base: 2,105 Online British adults aged 18+, 24-28 April 2026

Image of party leader: Keir Starmer

Do you think each of the following statements does or does not apply to...?



Keir Starmer
The Prime Minister

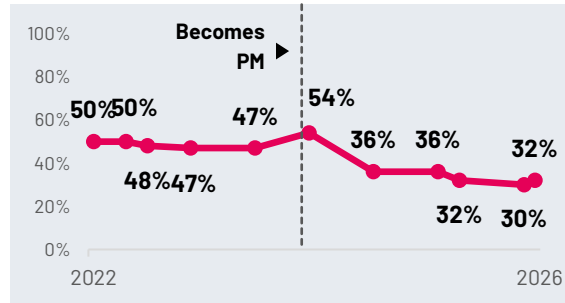


Base: 2,105 Online British adults aged 18+, 24-28 April 2026

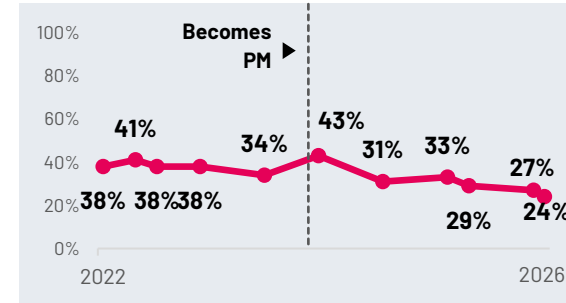
Image of the Keir Starmer: Trend data

Do you think each of the following statements does or does not apply to **Keir Starmer**? % *applies to Starmer*

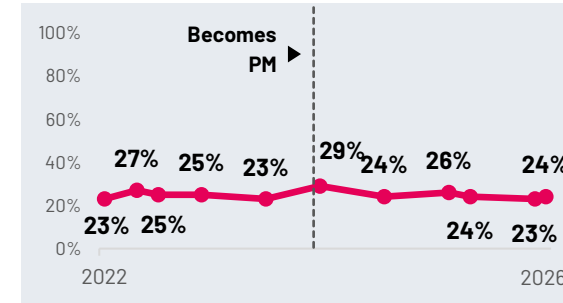
Understands the problems facing GB



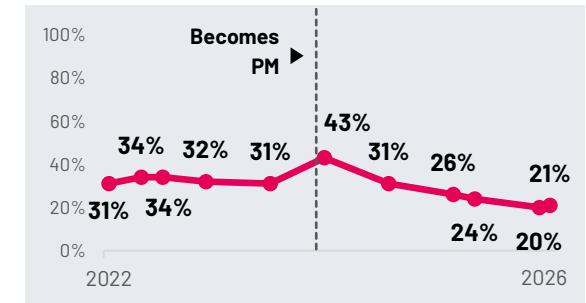
He is an honest person



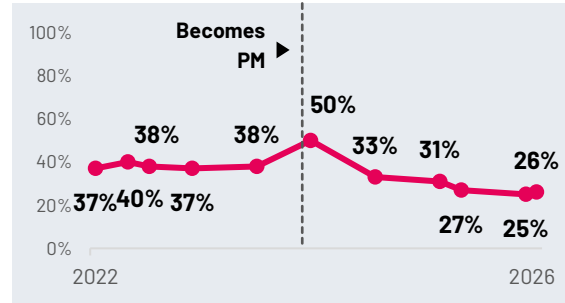
He is good in a crisis



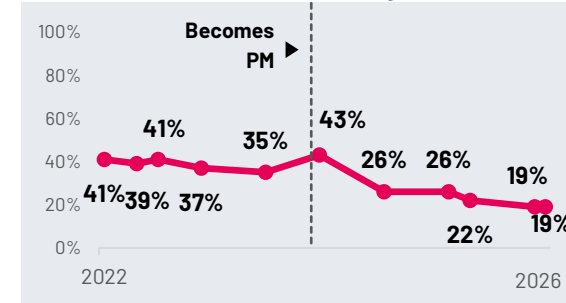
He is a strong leader



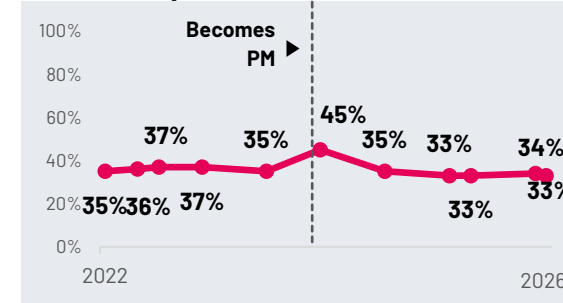
He is a capable leader



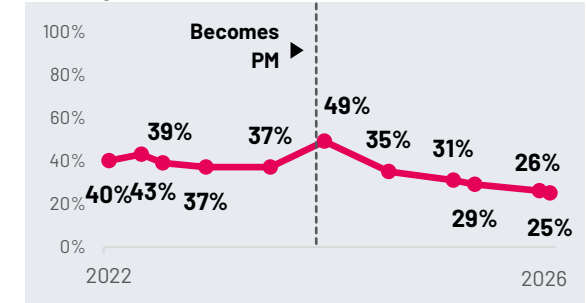
He is in touch with ordinary people



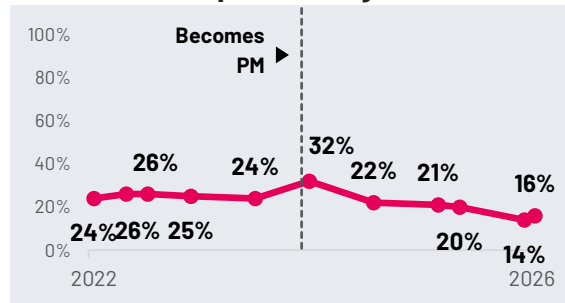
He is an experienced leader



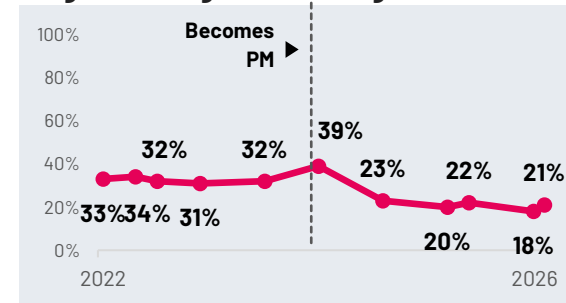
He pays attention to detail



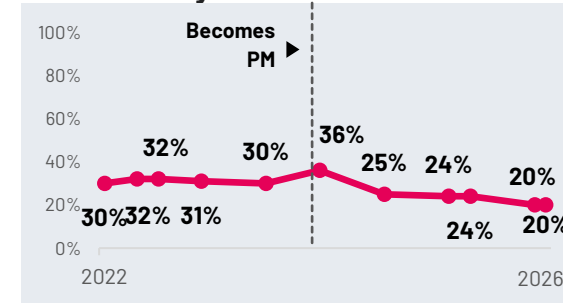
He has a lot of personality



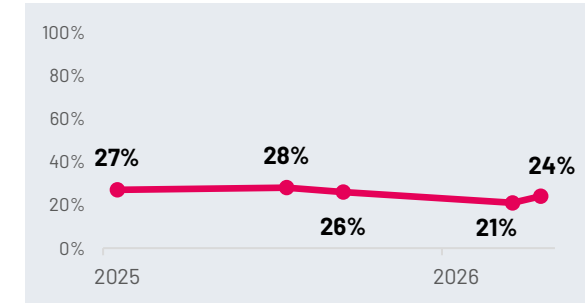
He gets the big decisions right



He shares my values



He has the right plans for Britain



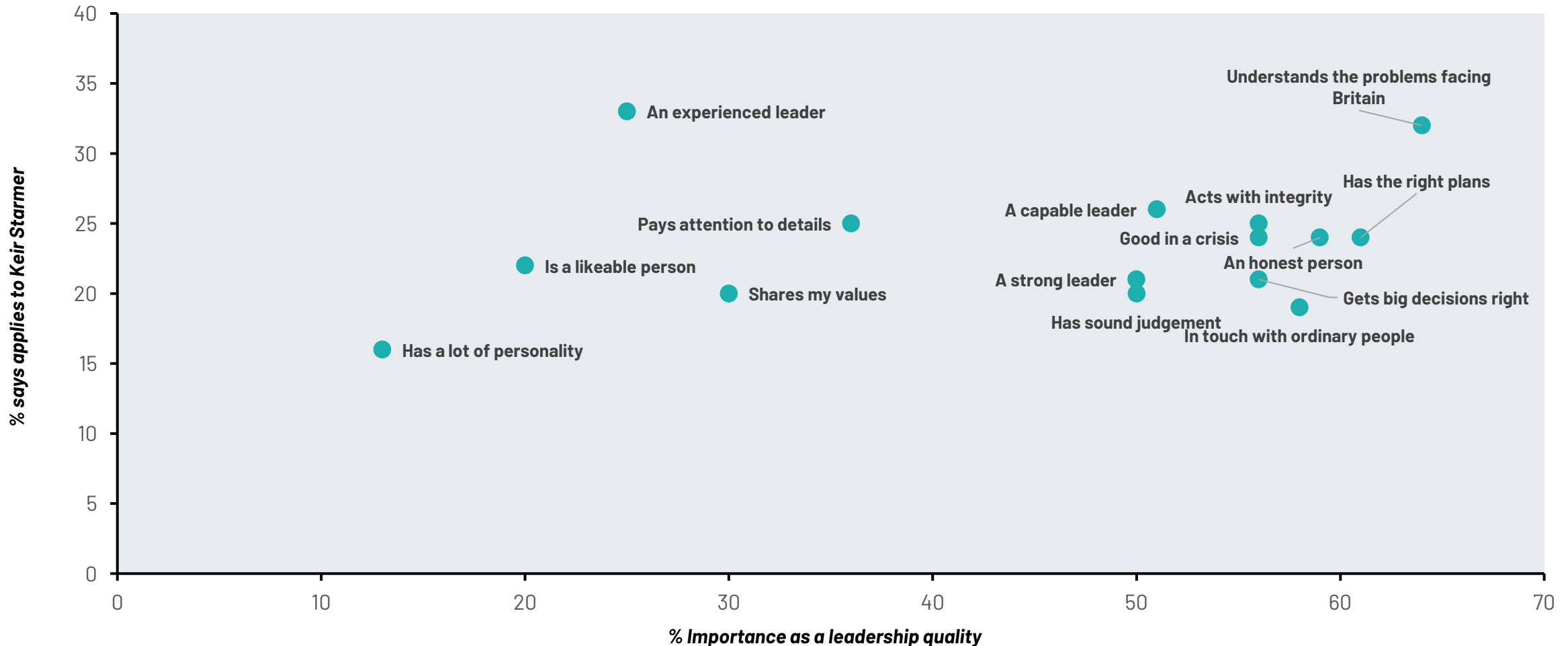
Base: 2,105 Online British adults aged 18+, 24-28 April 2026

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Keir Starmer's strongest leadership qualities align with those that the public think are most important for making a good Prime Minister

Which of the following characteristics, if any, do you think is most important when considering what makes a good Prime Minister?/ Do you think each of the following statements does or does not apply to Keir Starmer?



Base: 2,105 Online British adults aged 18+, 24-28 April 2026

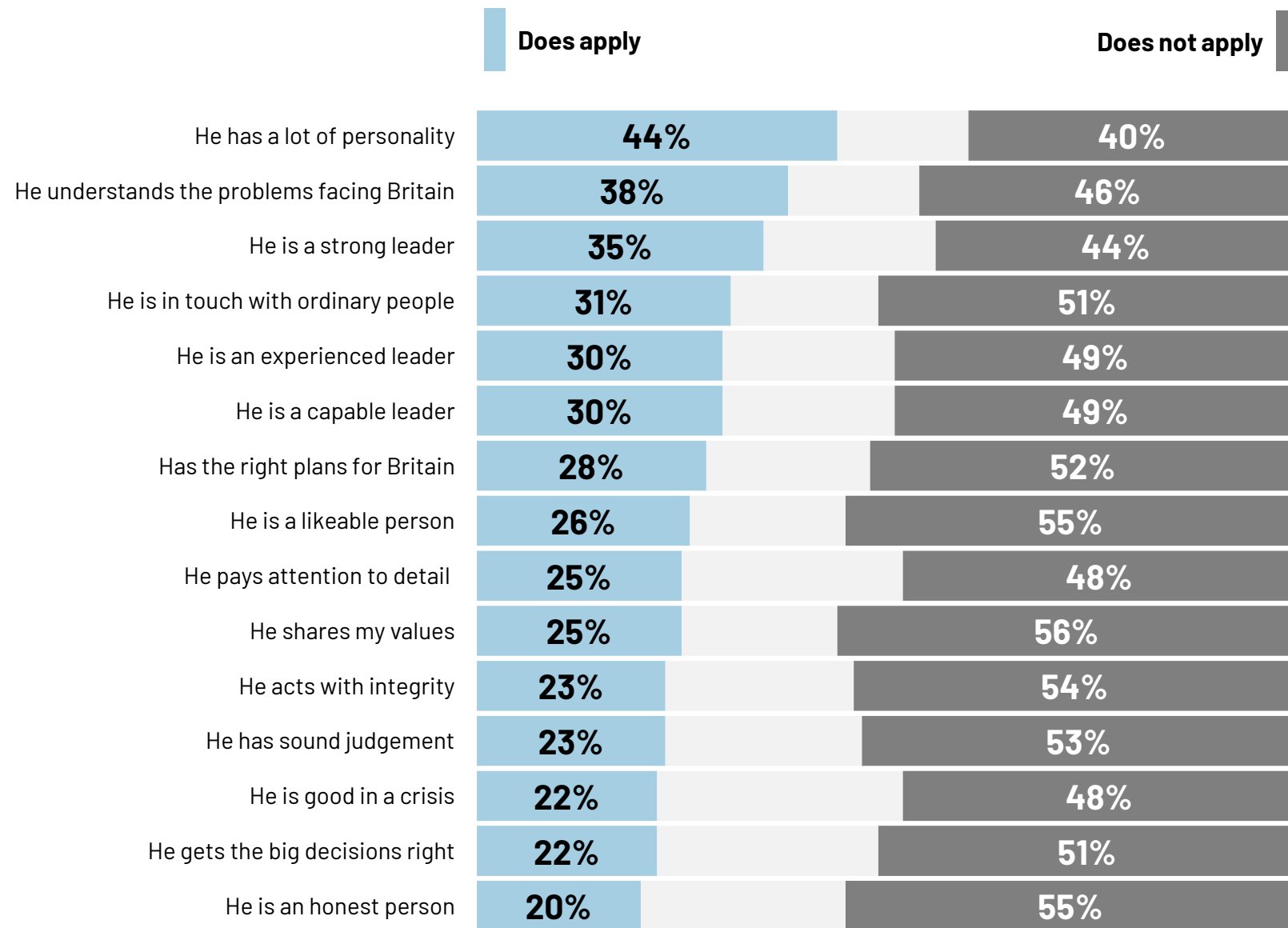
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Image of party leader: Nigel Farage

Do you think each of the following statements does or does not apply to...?



Nigel Farage
The Leader of Reform UK



Base: 2,105 Online British adults aged 18+, 24-28 April 2026

Image of party leader: Nigel Farage

Do you think each of the following statements does or does not apply to...?



Nigel Farage
The Leader of Reform UK

	% saying does apply	Change since Mar '26
He has a lot of personality	44%	-1
He understands the problems facing Britain	38%	-1
He is a strong leader	35%	-1
He is in touch with ordinary people	31%	-2
He is an experienced leader	30%	-2
He is a capable leader	30%	-1
Has the right plans for Britain	28%	-1
He is a likeable person	26%	-1
He pays attention to detail	25%	-1
He shares my values	25%	-1
He acts with integrity	23%	N/A
He has sound judgement	23%	N/A
He is good in a crisis	22%	-1
He gets the big decisions right	22%	-1
He is an honest person	20%	-1

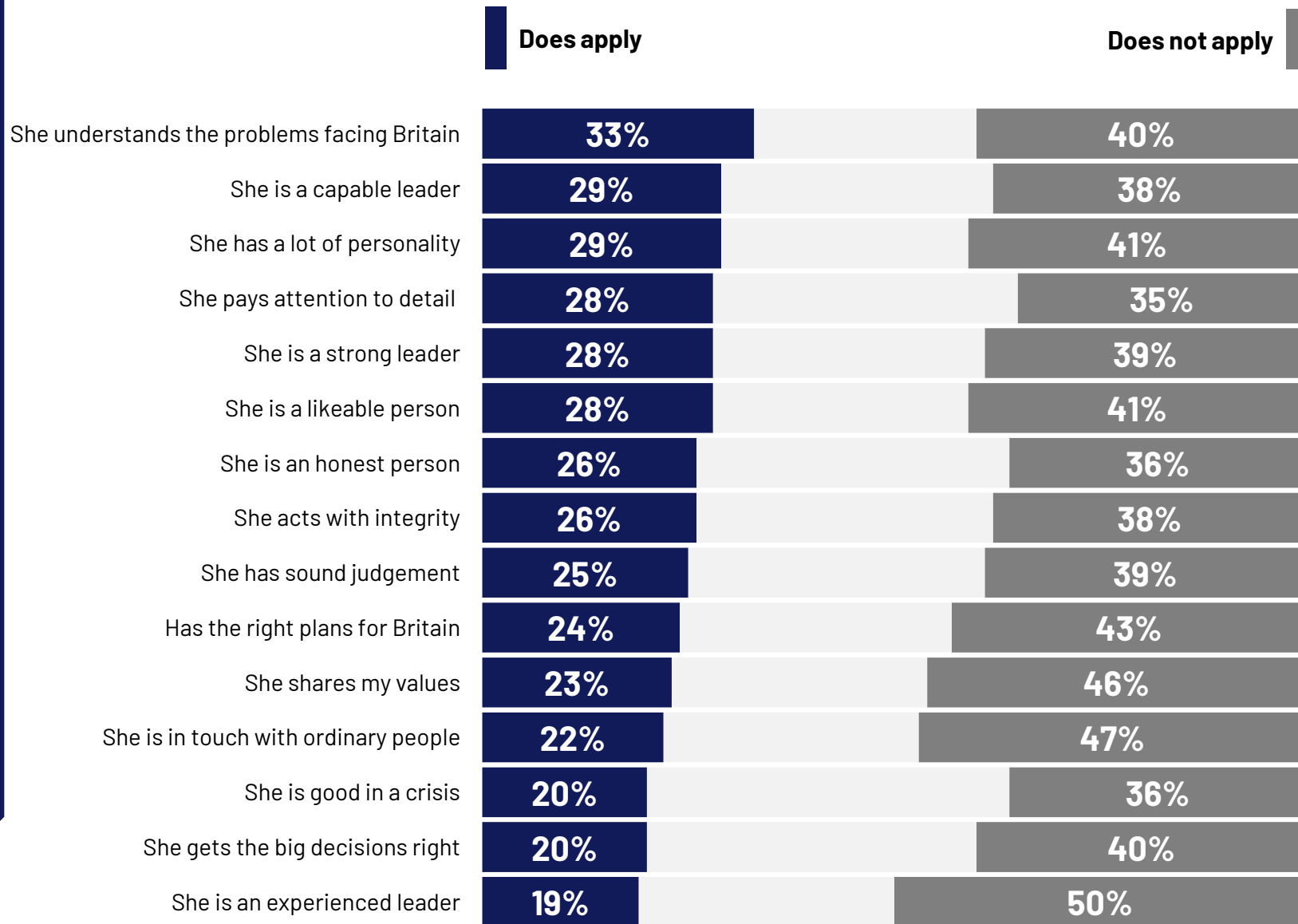
Base: 2,105 Online British adults aged 18+, 24-28 April 2026

Image of party leader: Kemi Badenoch

Do you think each of the following statements does or does not apply to...?



Kemi Badenoch
The Leader of the
Conservative party



Base: 2,105 Online British adults aged 18+, 24-28 April 2026

Image of party leader: Kemi Badenoch

Do you think each of the following statements does or does not apply to...?



Kemi Badenoch

The Leader of the Conservative party

	% saying does apply	Change since Mar '26
She understands the problems facing Britain	33%	+3
She is a capable leader	29%	+1
She has a lot of personality	29%	+2
She pays attention to detail	28%	N/C
She is a strong leader	28%	+1
She is a likeable person	28%	+1
She is an honest person	26%	+2
She acts with integrity	26%	N/A
She has sound judgement	25%	N/A
Has the right plans for Britain	24%	+1
She shares my values	23%	+2
She is in touch with ordinary people	22%	+2
She is good in a crisis	20%	+2
She gets the big decisions right	20%	+2
She is an experienced leader	19%	-2

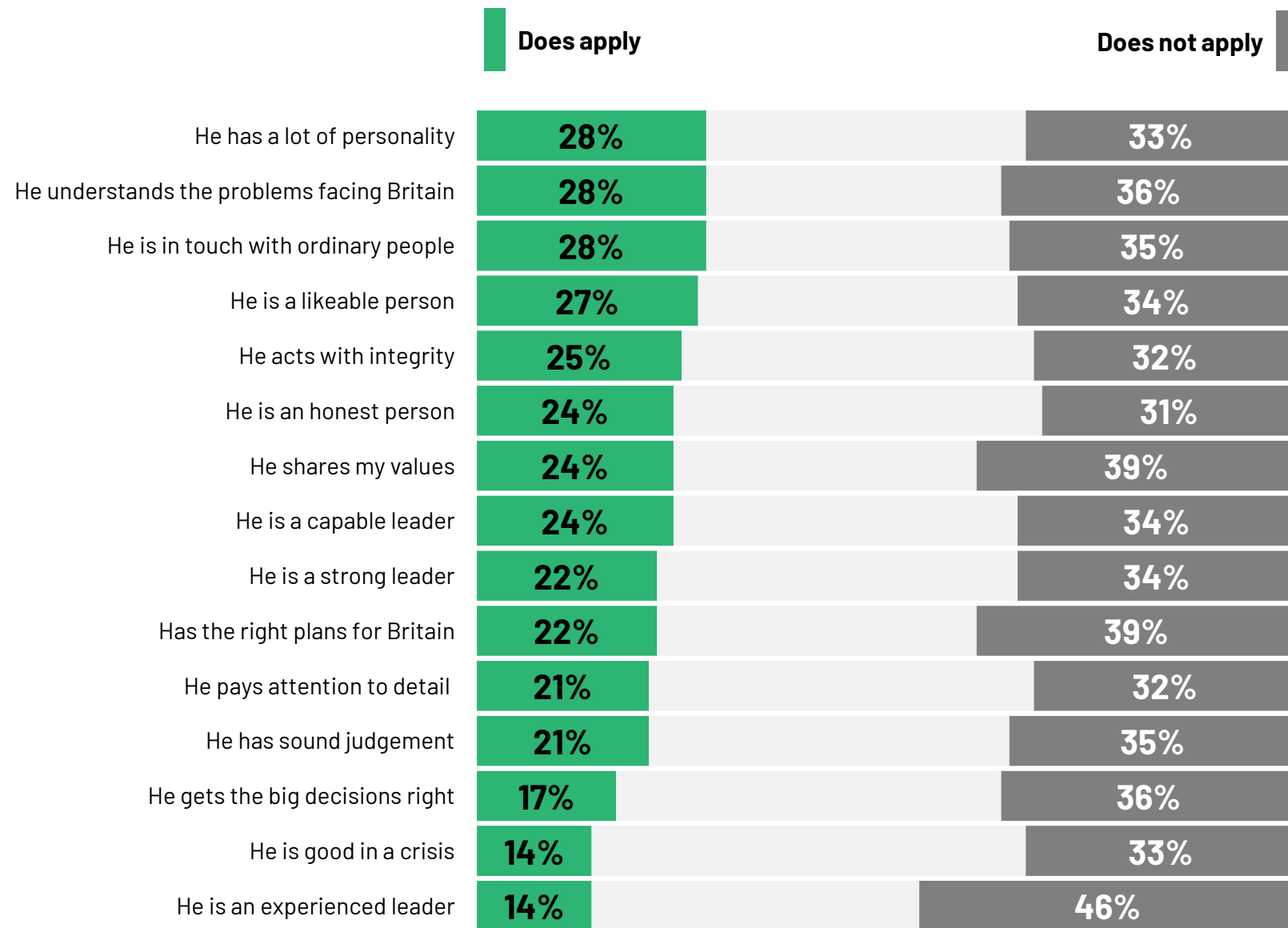
Base: 2,105 Online British adults aged 18+, 24-28 April 2026

Image of party leader: Zack Polanski

Do you think each of the following statements does or does not apply to...?



Zack Polanski
The Leader of the
Green party



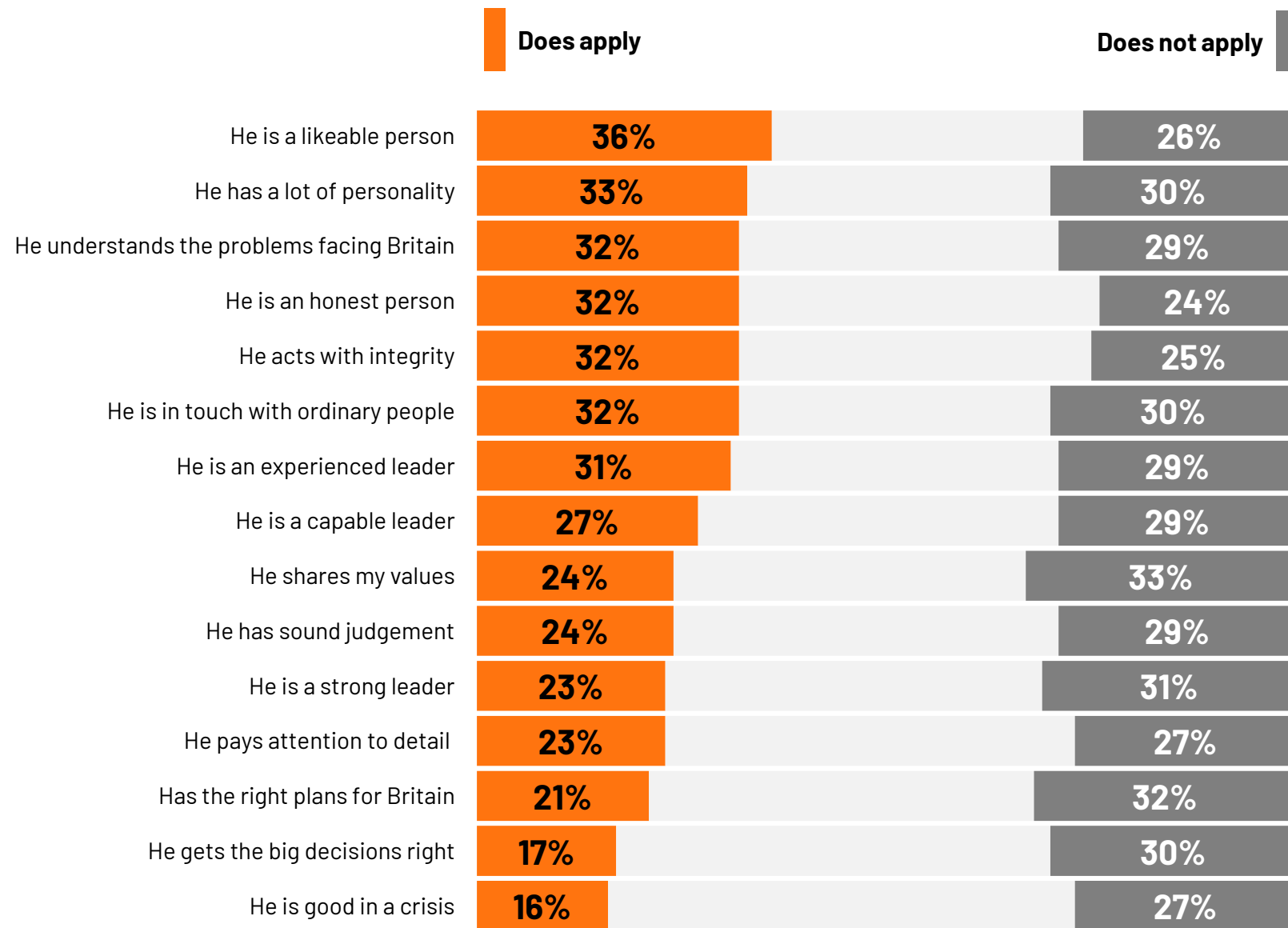
Base: 2,105 Online British adults aged 18+, 24-28 April 2026

Image of party leader: Ed Davey

Do you think each of the following statements does or does not apply to...?



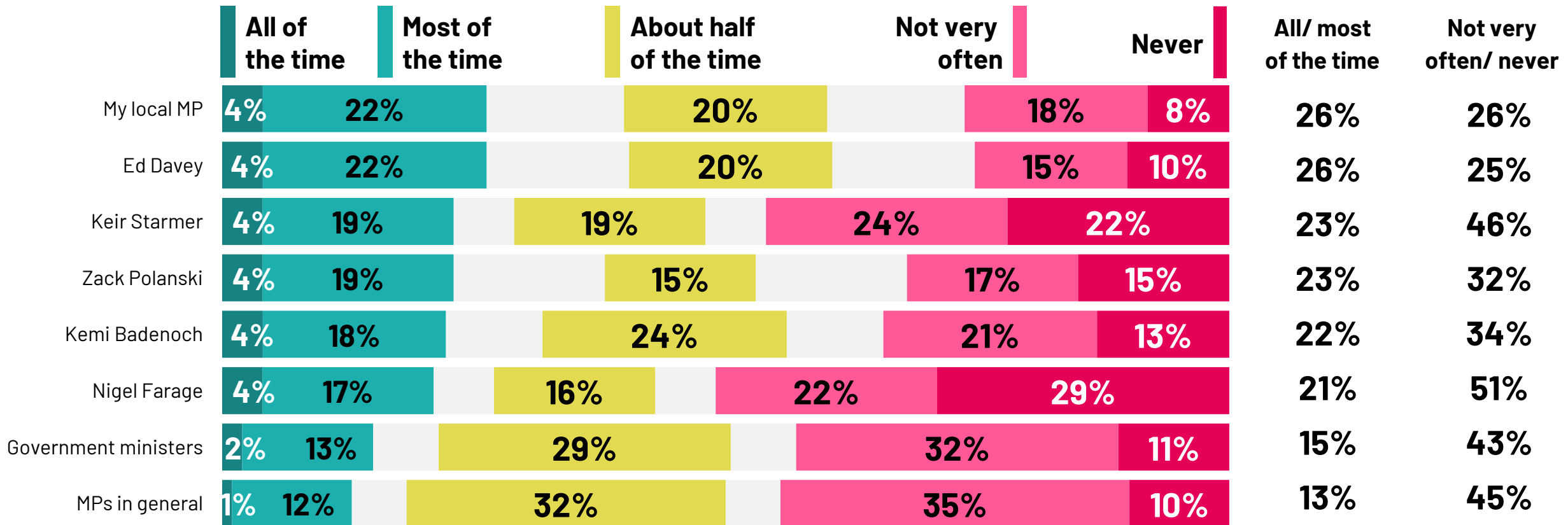
Ed Davey
The Leader of the
Liberal Democrats



Base: 2,105 Online British adults aged 18+, 24-28 April 2026

Half of Britons think Nigel Farage tells the truth not very often or never

How often, if at all, do you think each of the following tell the truth generally?



Base: 2,105 Online British adults aged 18+, 24-28 April 2026

Britons are slightly less likely to Keir Starmer tells the truth not very often/ never compared to February.

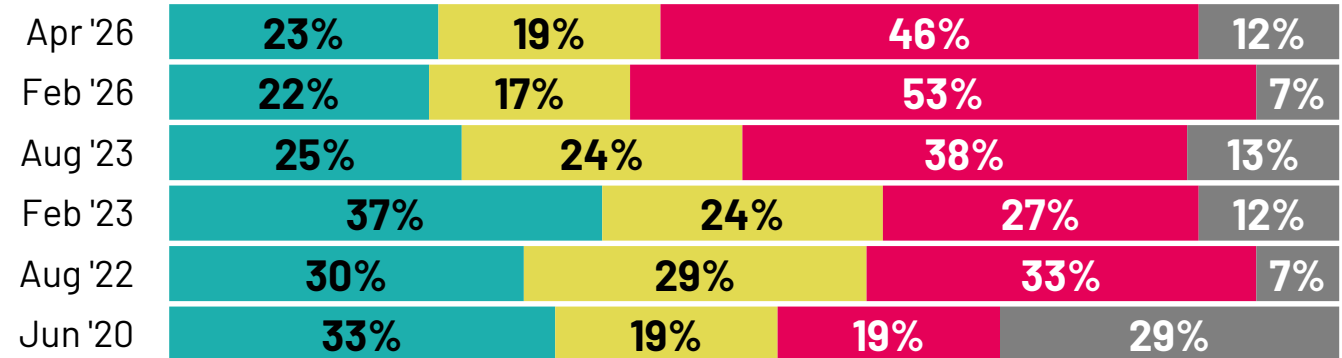
Starmer's current ratings are in line with Rishi Sunak's when he was Prime Minister

How often, if at all, do you think each of the following tell the truth generally?

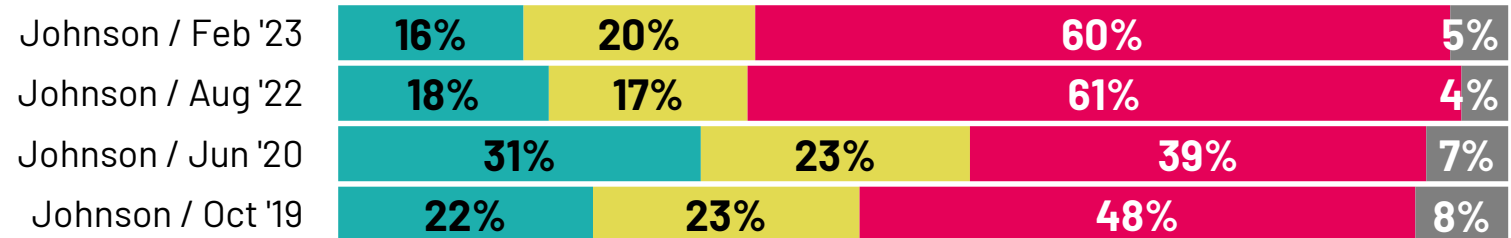
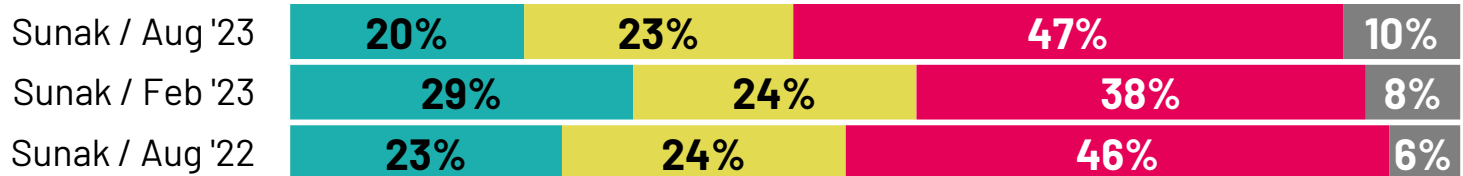
Base: 2,105 Online British adults aged 18+, 24-28 April 2026



Keir Starmer



Trends - Previous Conservative Prime Ministers



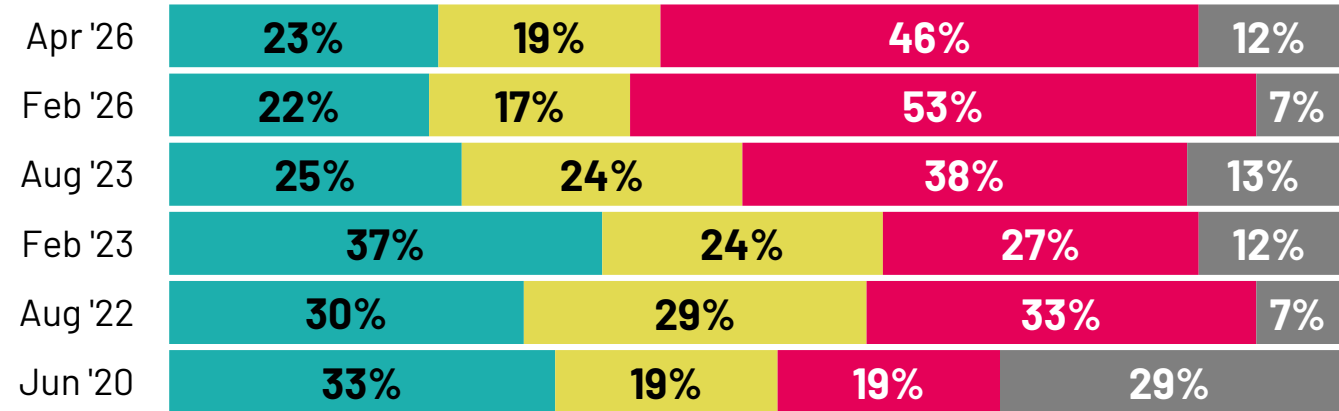
Trend: Trust in Keir Starmer and Government Ministers

How often, if at all, do you think each of the following tell the truth generally?

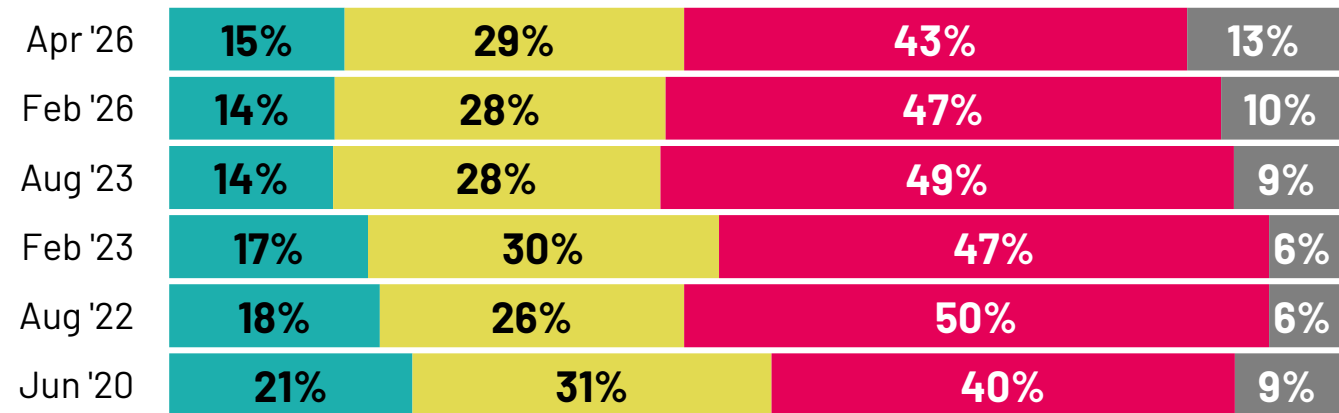
Base: 2,105 Online British adults aged 18+, 24-28 April 2026
 *Note ratings taken before February 2026 refer to Government Ministers under the previous Conservative government.



Keir Starmer



Government Ministers*



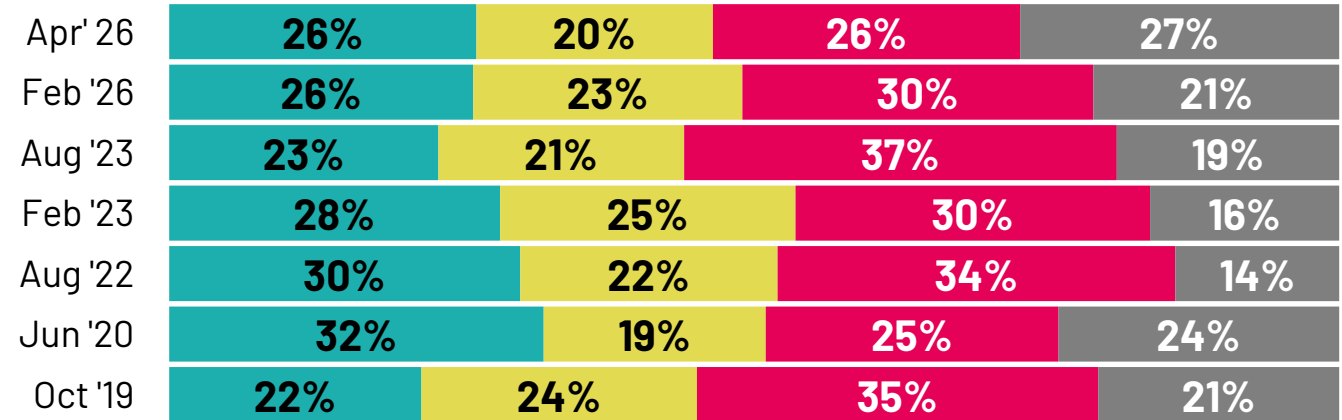
Trends: Trust in local MPs and MPs in general

How often, if at all, do you think each of the following tell the truth generally?

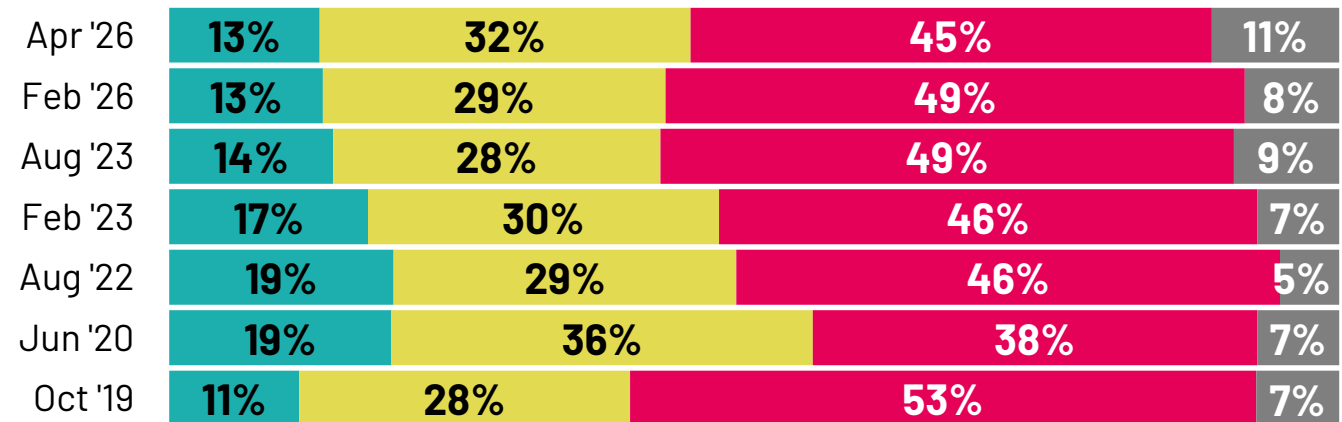
Base: 2,105 Online British adults aged 18+, 24-28 April 2026



My local MP



MPs in general



Trends: Trust in party leaders

How often, if at all, do you think each of the following tell the truth generally?

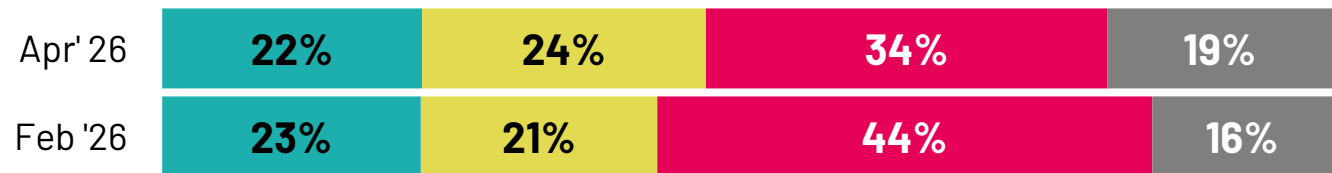
Base: 2,105 Online British adults aged 18+, 24-28 April 2026



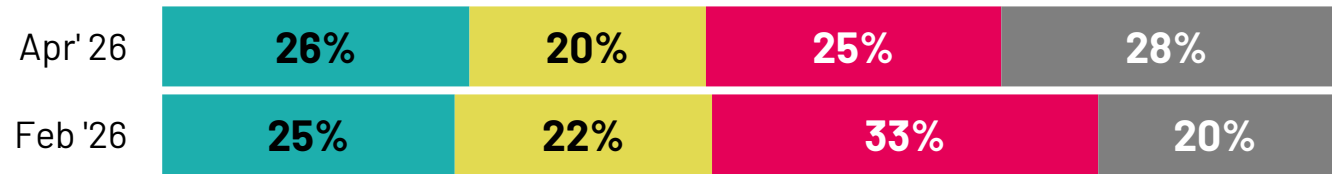
Nigel Farage



Kemi Badenoch



Ed Davey

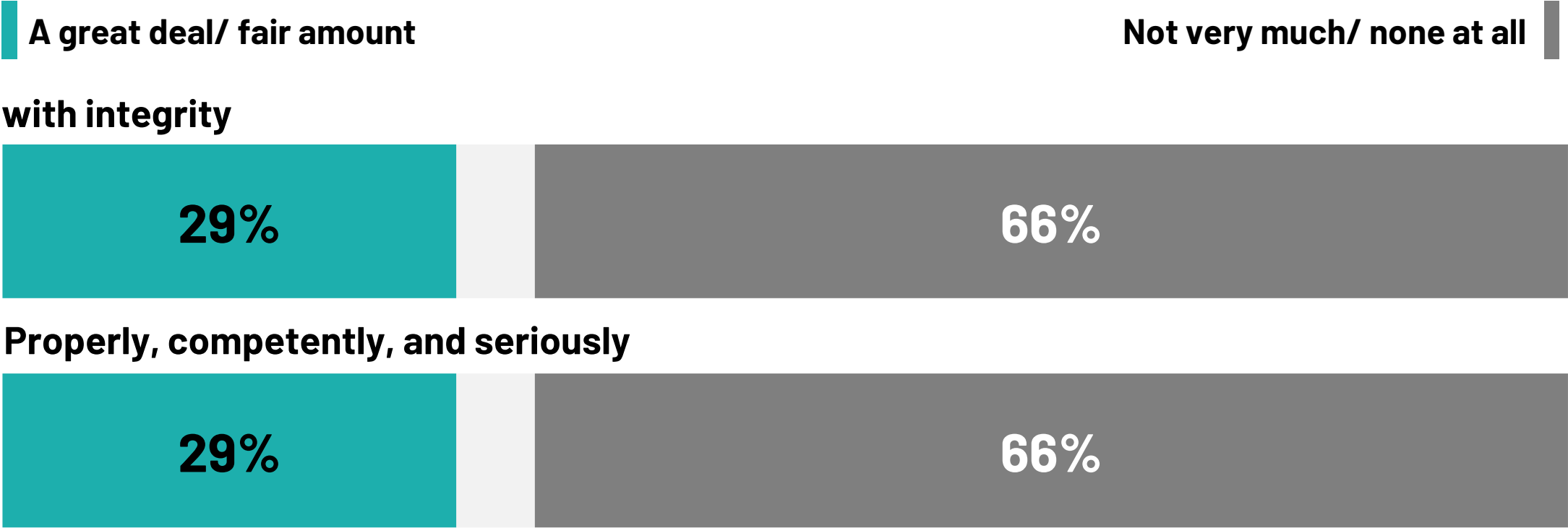


Zack Polanski



Two thirds of Britons do not have confidence that the UK Government is running the country with integrity, nor that they are running the country properly, competently, and seriously

How much confidence, if any, do you have that the UK Government is running the country ...?

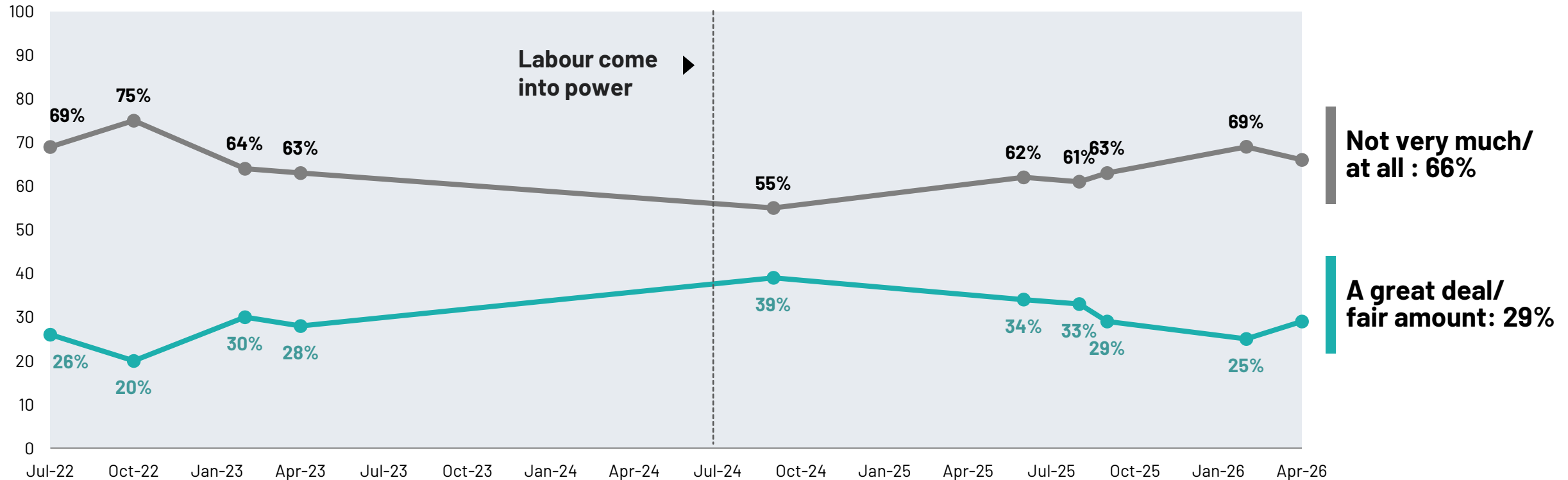


Base: 2,105 Online British adults aged 18+, 24-28 April 2026



Two thirds of Britons do not have confidence that the UK Government is running the country with integrity

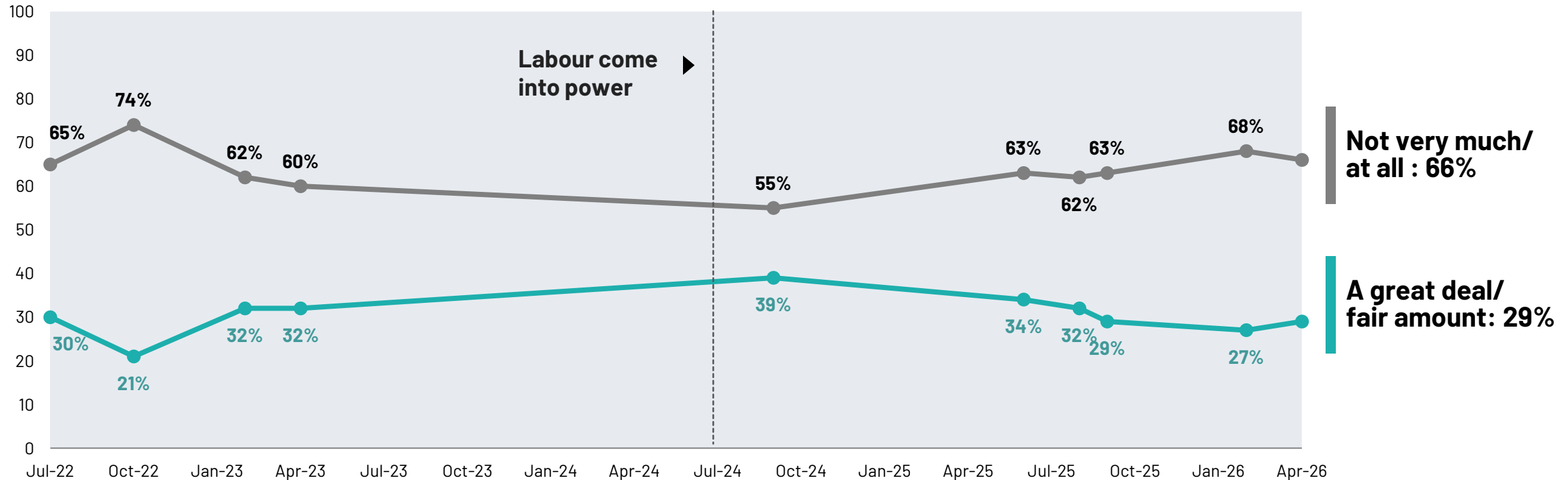
How much confidence, if any, do you have that the UK Government is running the country with integrity



Base: 2,105 Online British adults aged 18+, 24-28 April 2026

Britons' levels of confidence that the government is running the country properly, competently, and seriously match the ratings of the government when Boris Johnson resigned as Prime Minister

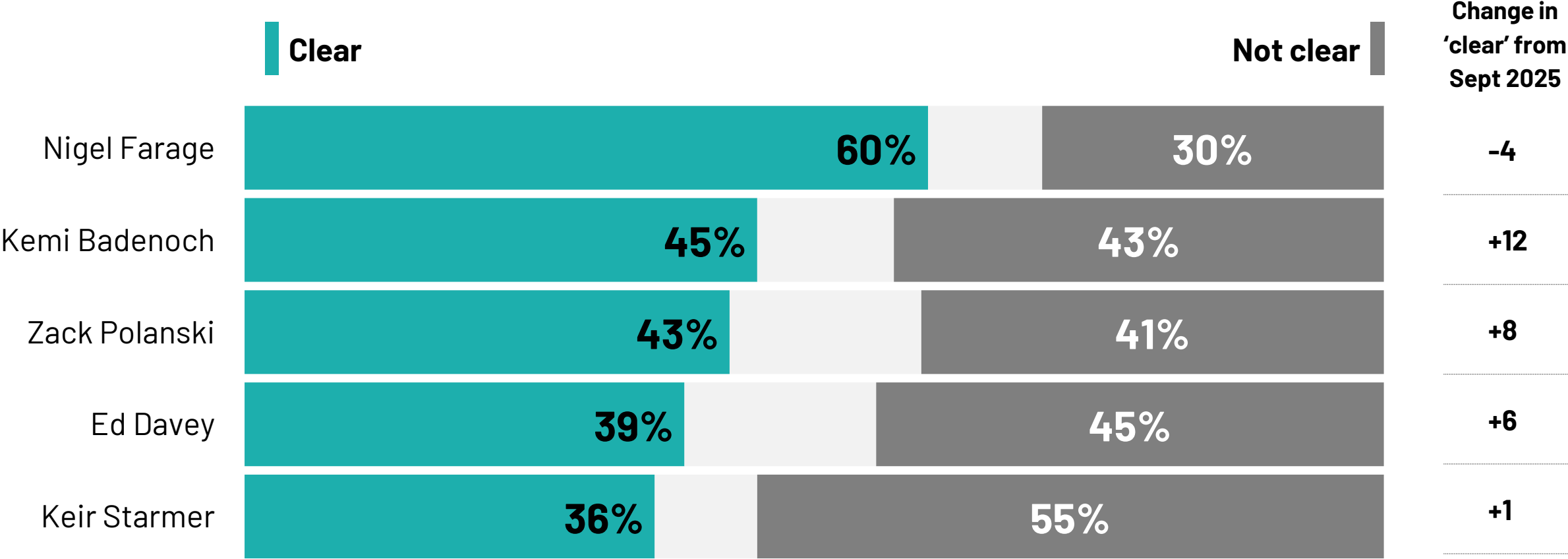
How much confidence, if any, do you have that the UK Government is running the country properly, competently and seriously



Base: 2,105 Online British adults aged 18+, 24-28 April 2026

Britons continue to be most clear on what Nigel Farage stands for, and least clear on what Keir Starmer stands for

Now thinking about the following political leaders, to what extent would you say it is clear what each leader stands for, or not?

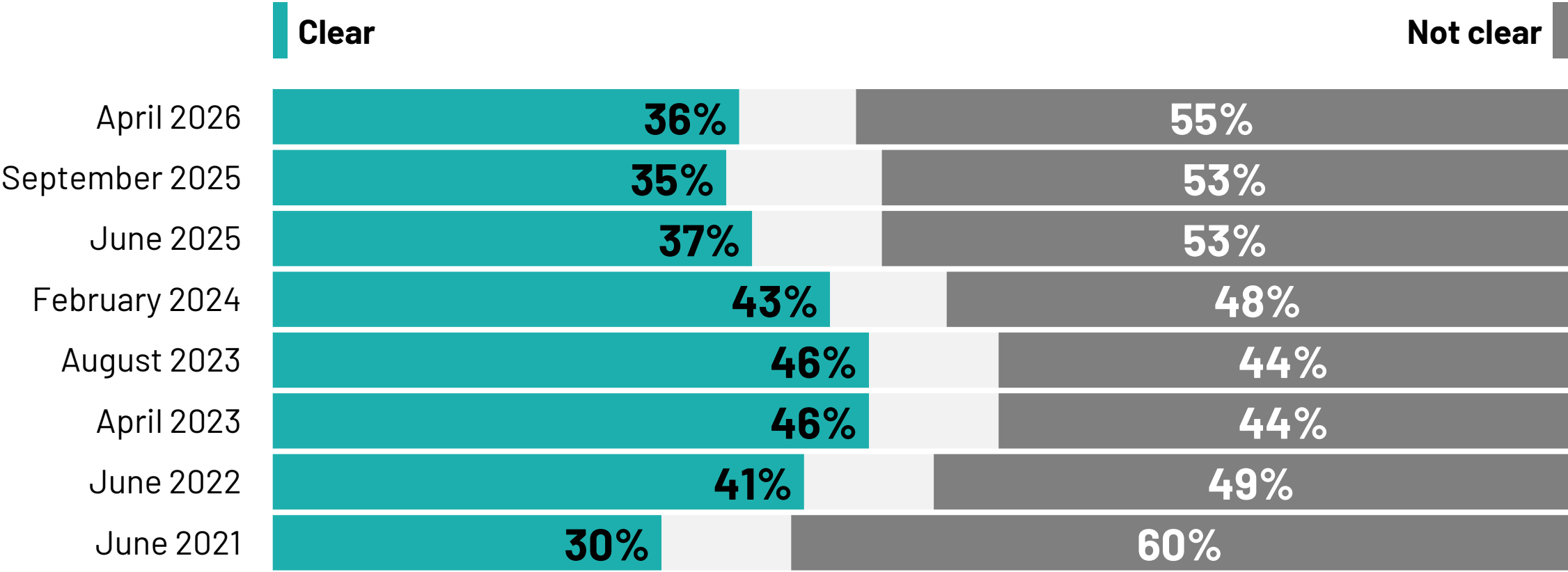


Base: 2,105 Online British adults aged 16+, 24-28 April 2026



Over half of Britons continue to say it is not clear what Keir Starmer stands for

Now thinking about the following political leaders, to what extent would you say it is clear what each leader stands for, or not? **Keir Starmer**



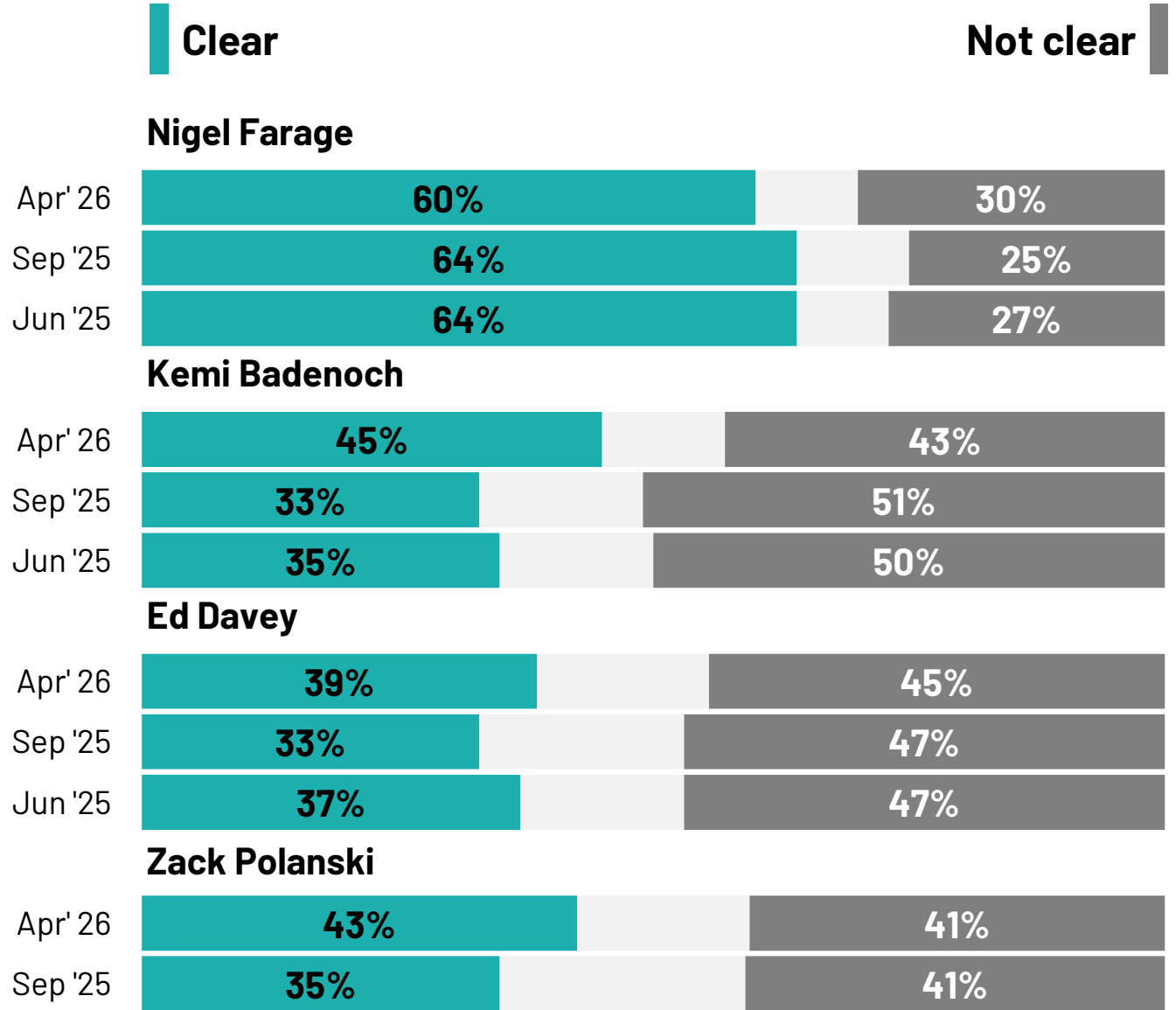
Base: 2,105 Online British adults aged 16+, 24-28 April 2026



Compared to September 2025, Britons are more likely to say it is clear what Kemi Badenoch and Zack Polanski stand for

Now thinking about the following political leaders, to what extent would you say it is clear what each leader stands for, or not?

Base: 2,105 Online British adults aged 18+, 24-28 April 2026





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Leadership polling

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