

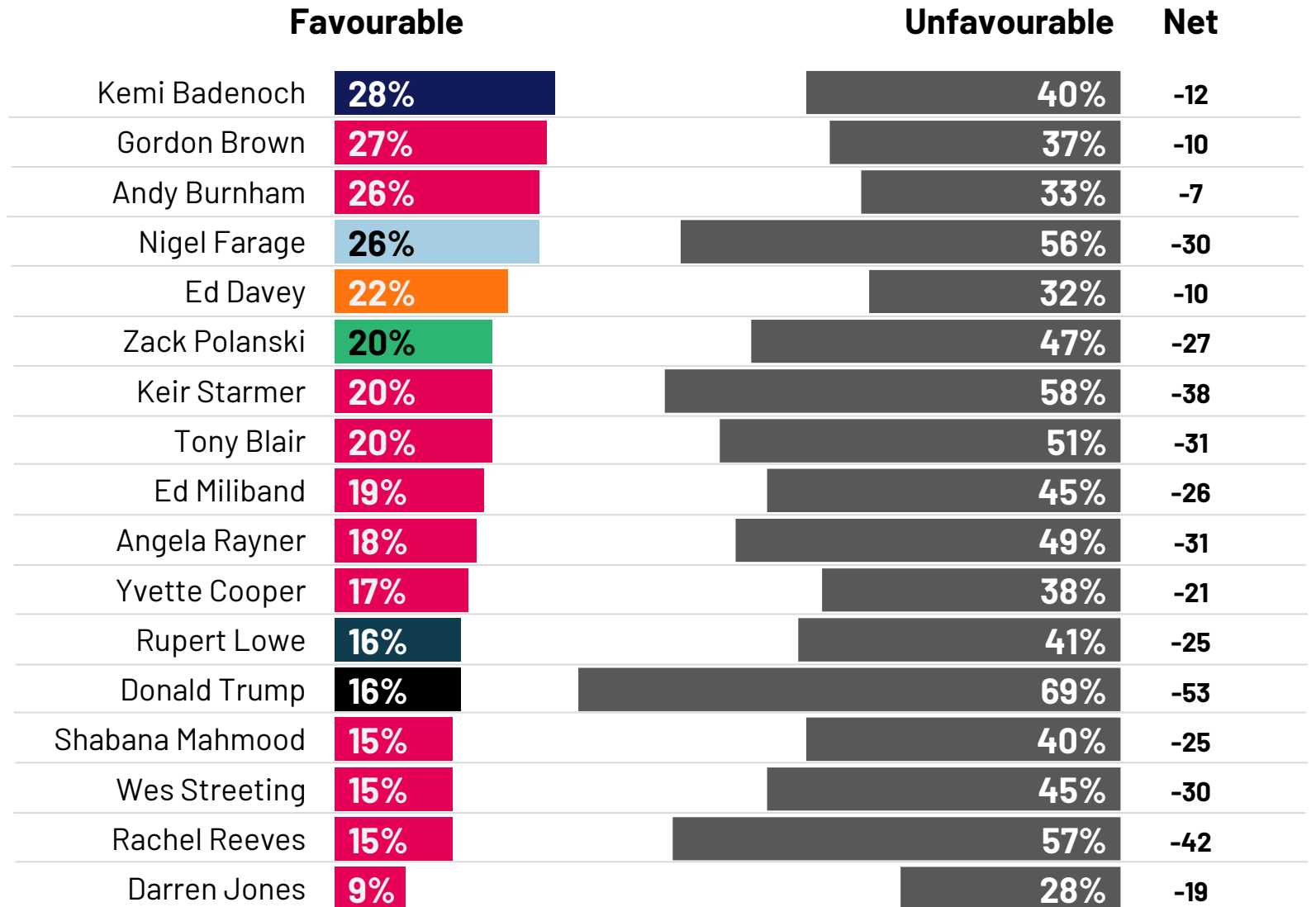
Ipsos Political Pulse

June 2026



Favourability towards politicians

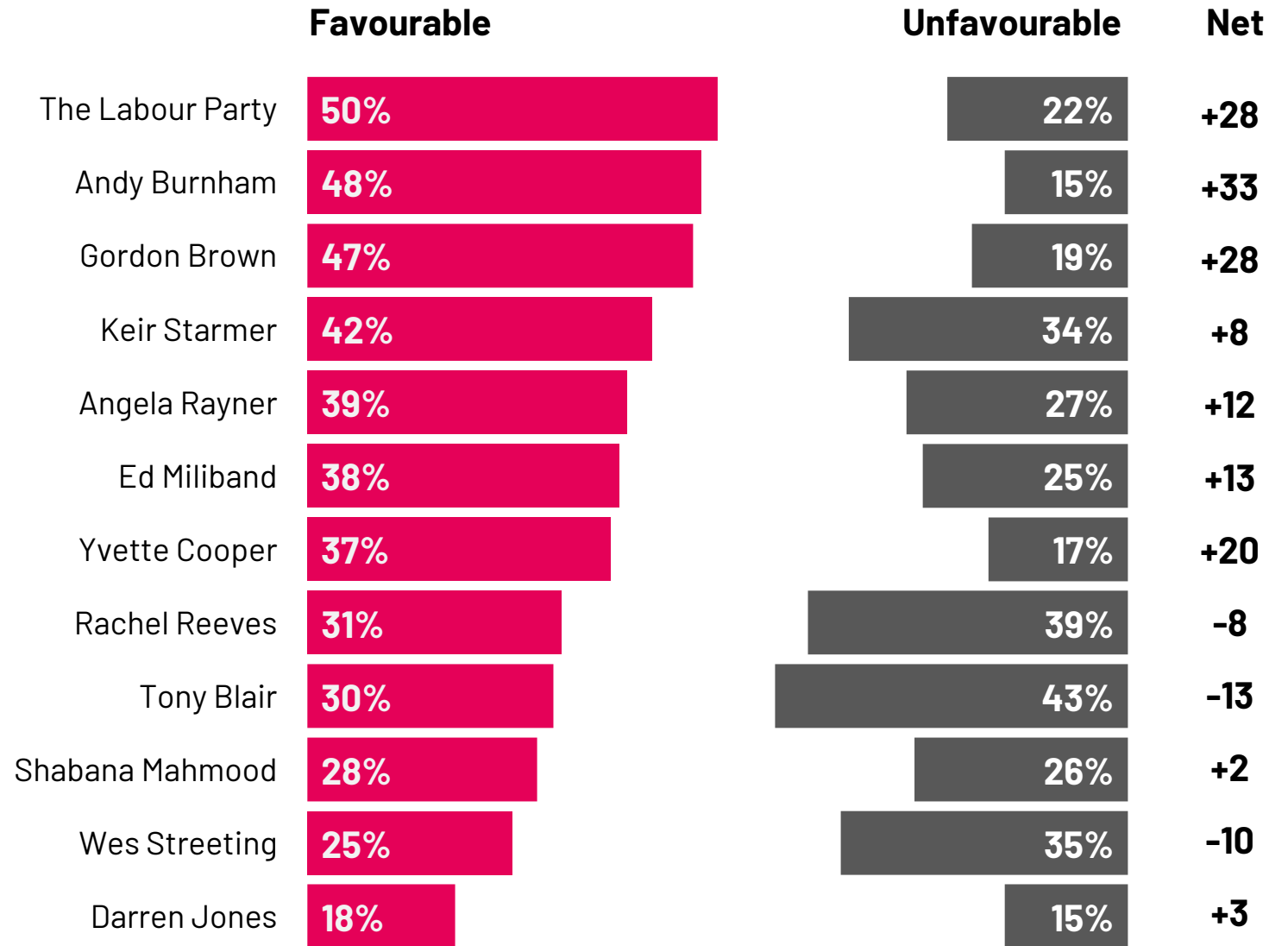
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties?



Base: 2,247 Online British adults aged 18+, 5-9 June 2026

Favourability towards Labour politicians. Among Labour 2024 voters

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

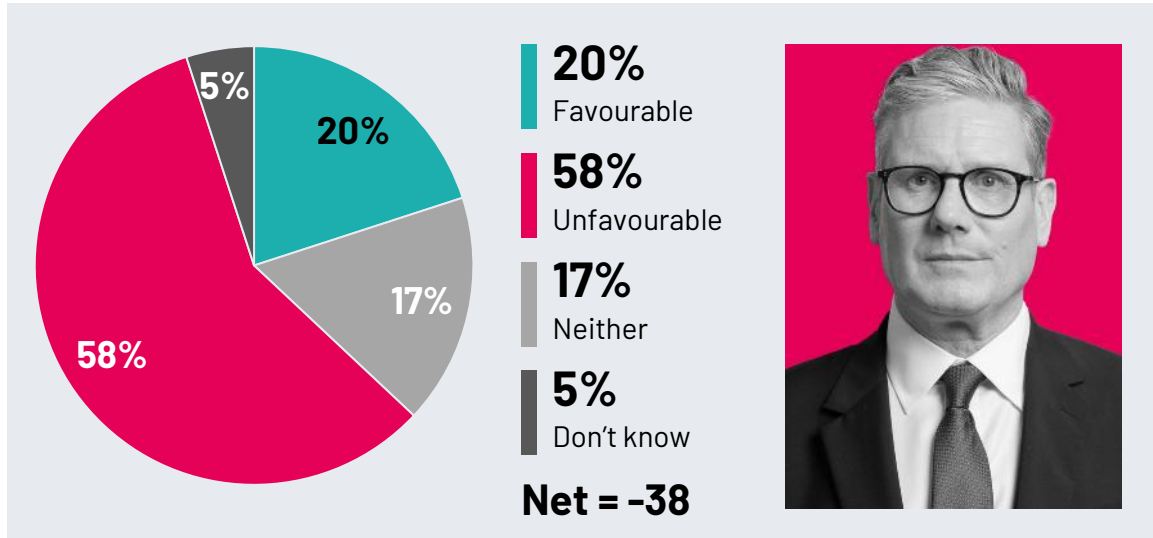


Base: 647 Online British adults aged 18+ who voted for Labour at the 2024 General Election, 5-9 June 2026

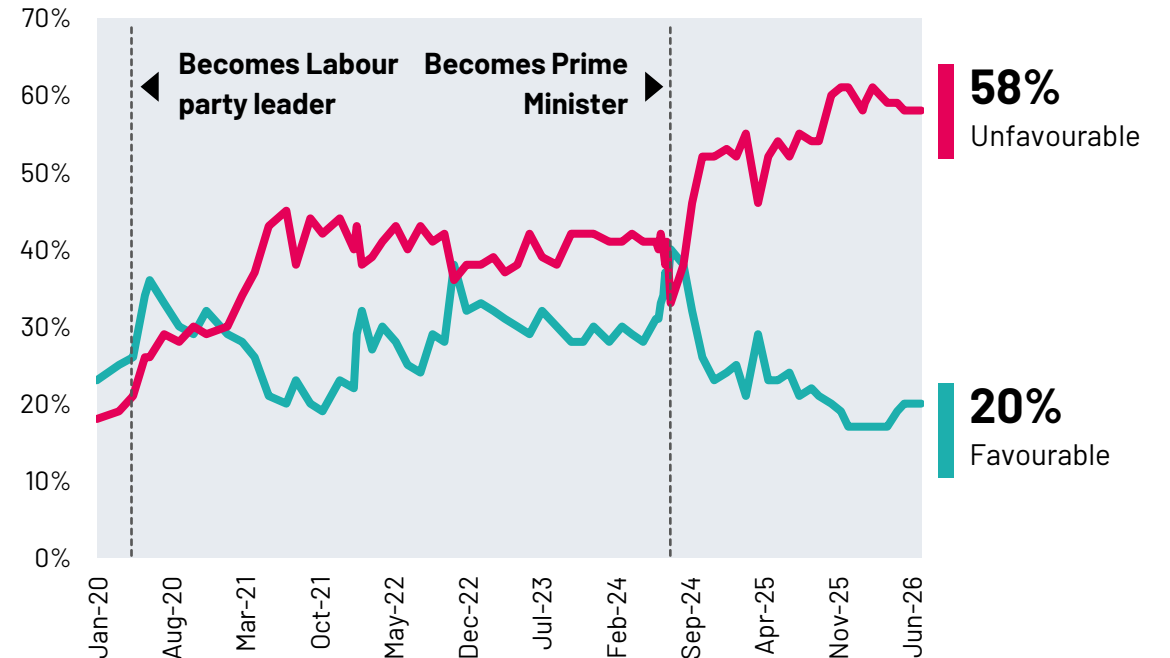
Keir Starmer: Favourability

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

June 2026



January 2020 – June 2026

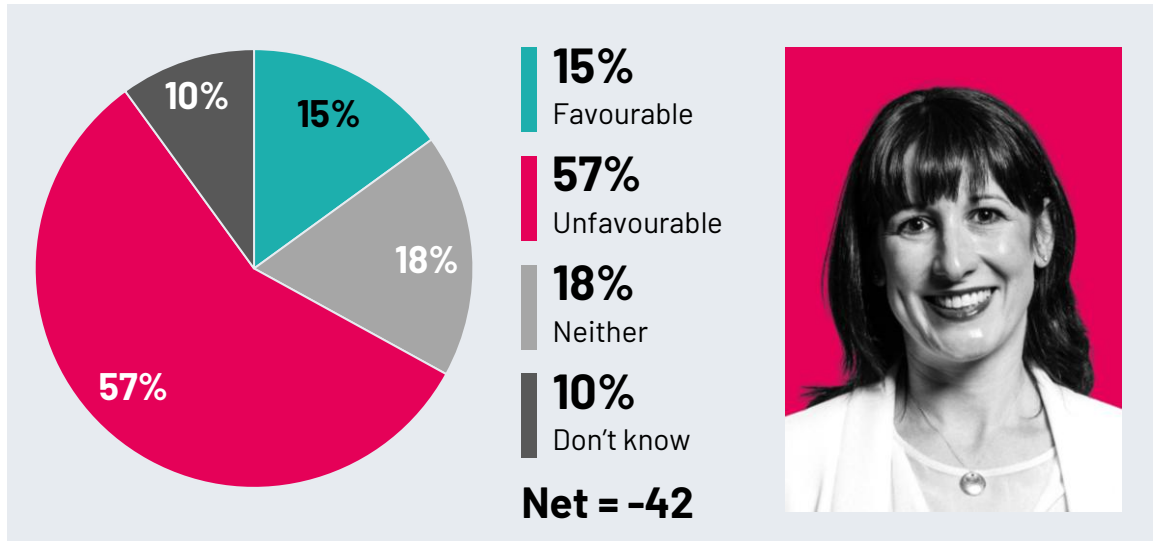


Base: 2,247 Online British adults aged 18+, 5-9 June 2026

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

June 2026



November 2023 – June 2026

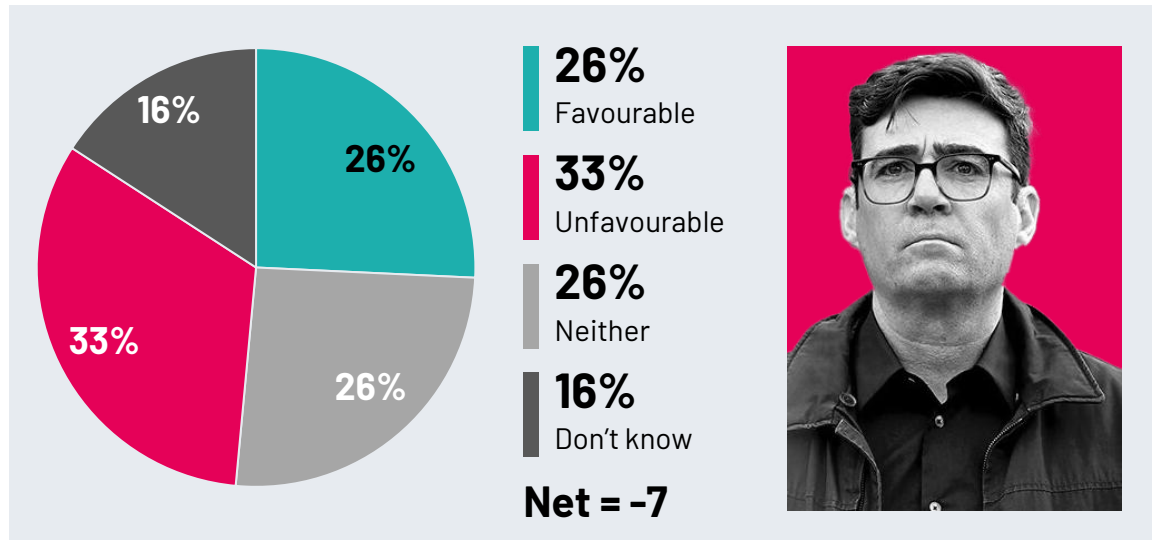


Base: 2,247 Online British adults aged 18+, 5-9 June 2026

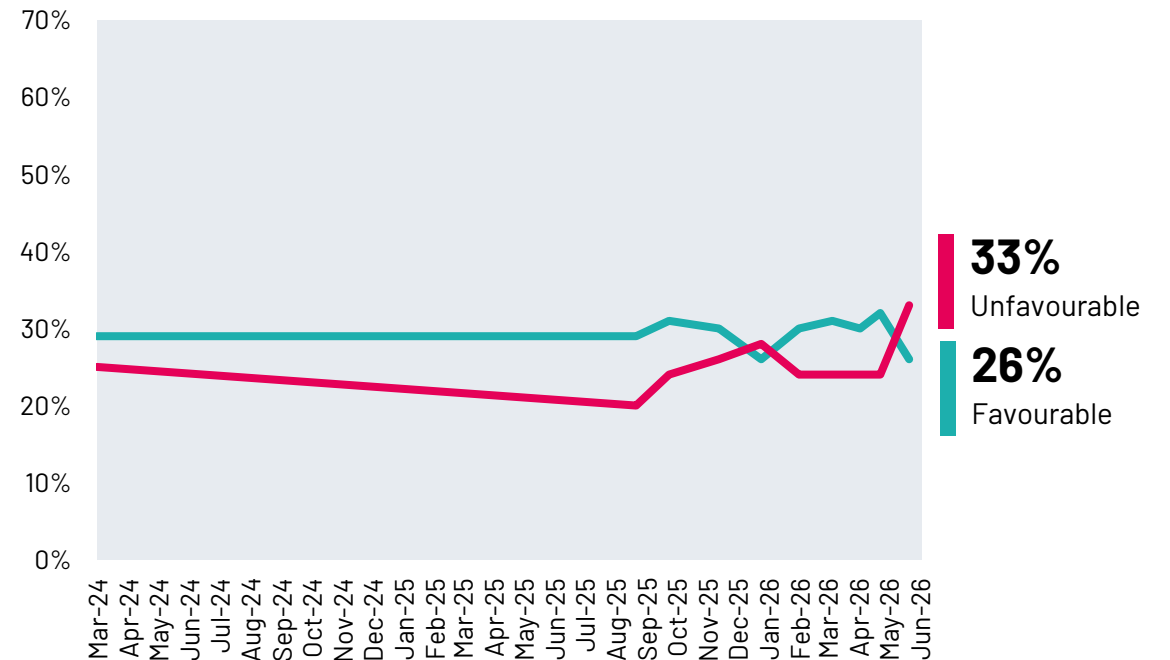
Andy Burnham: Favourability

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

June 2026



April 2024 – June 2026

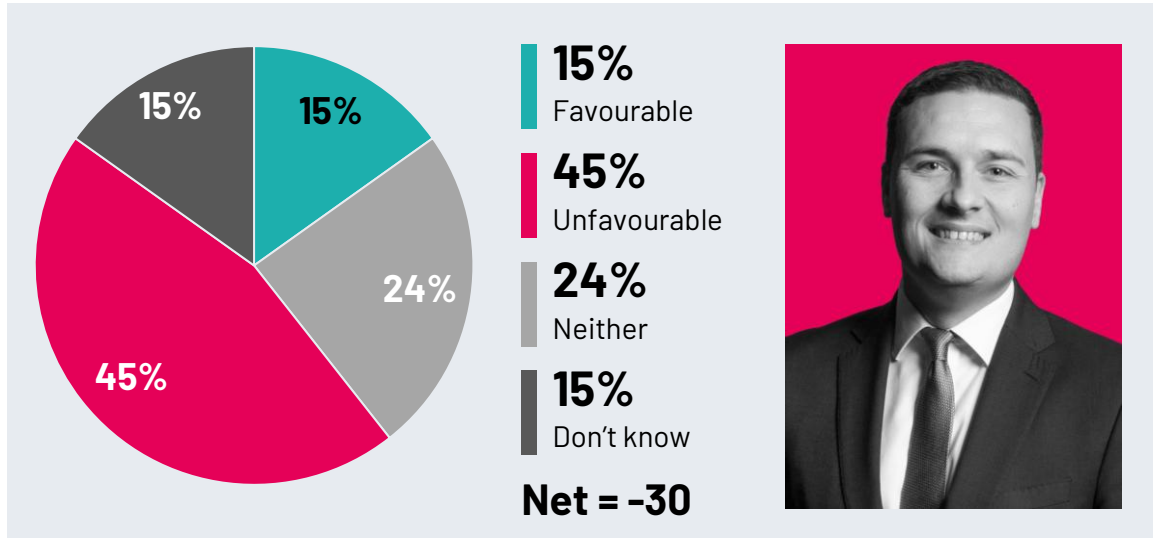


Base: 2,247 Online British adults aged 18+, 5-9 June 2026

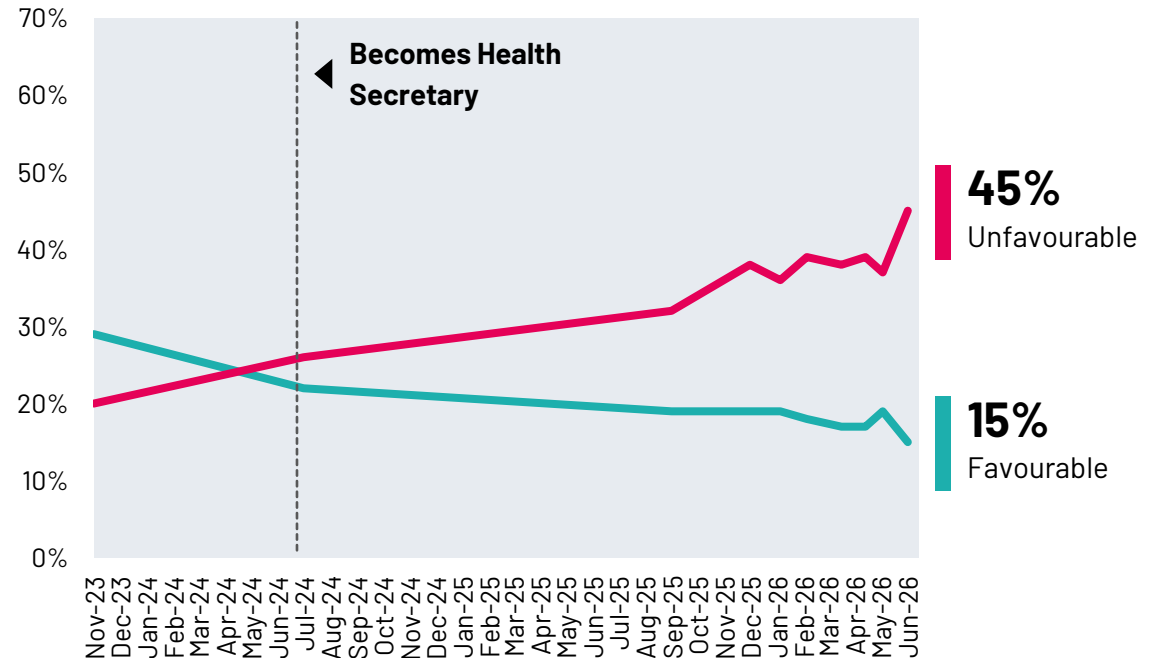
Wes Streeting: Favourability

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

June 2026



November 2023 – June 2026

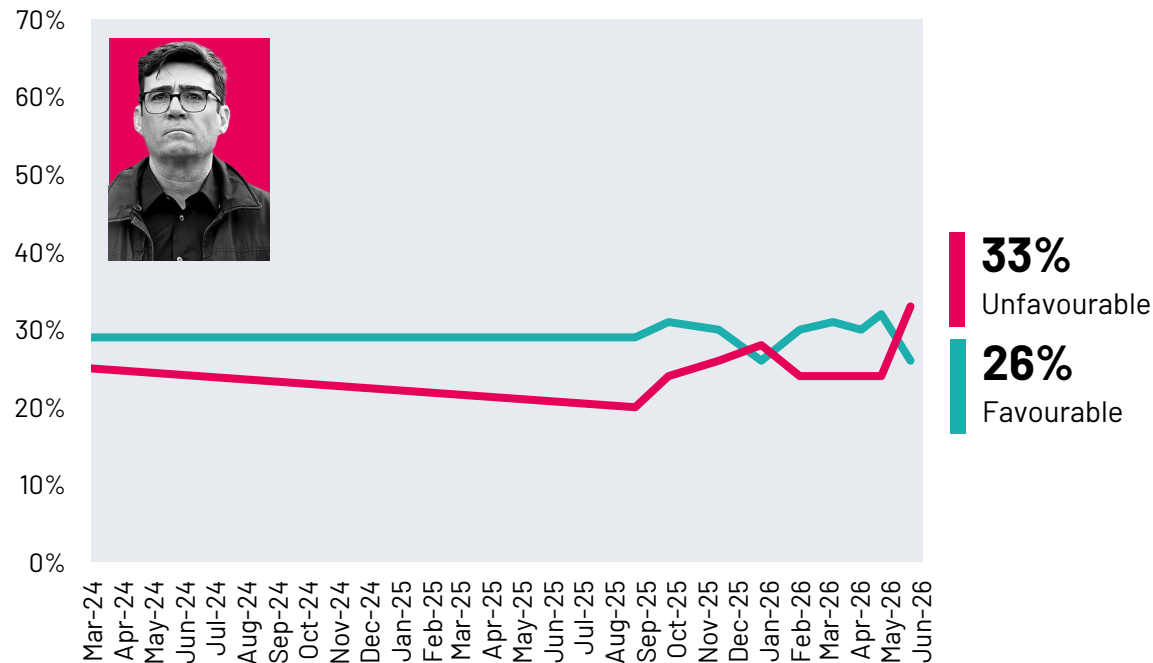


Base: 2,247 Online British adults aged 18+, 5-9 June 2026

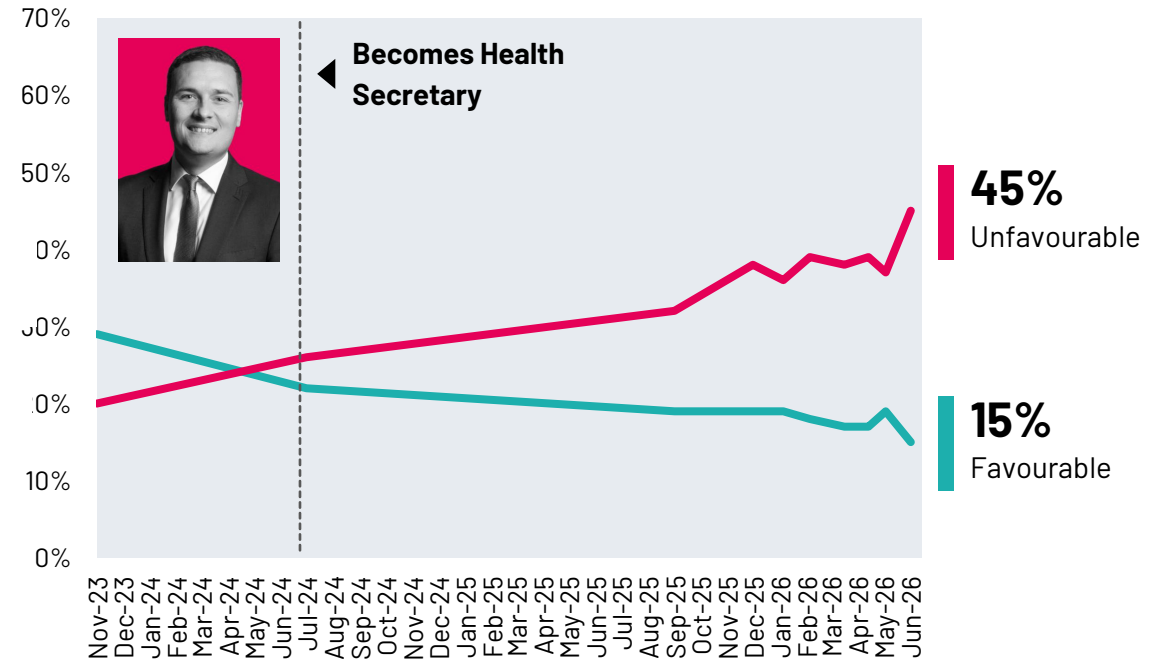
Andy Burnham & Wes Streeting: Favourability trends

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

Andy Burnham: April 2024 – June 2026



Wes Streeting: November 2023 – June 2026

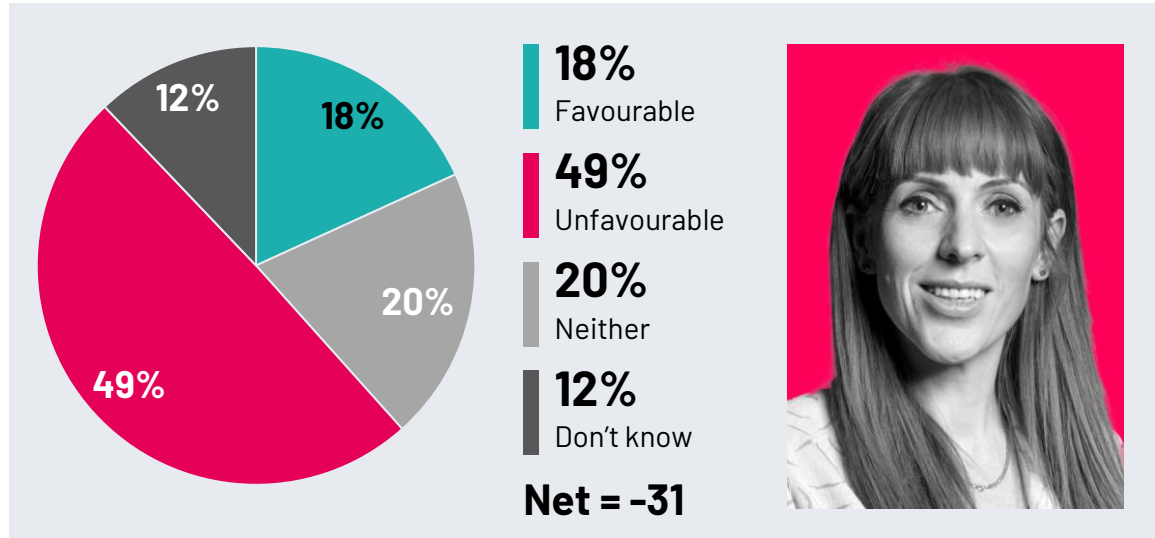


Base: 2,247 Online British adults aged 18+, 5-9 June 2026

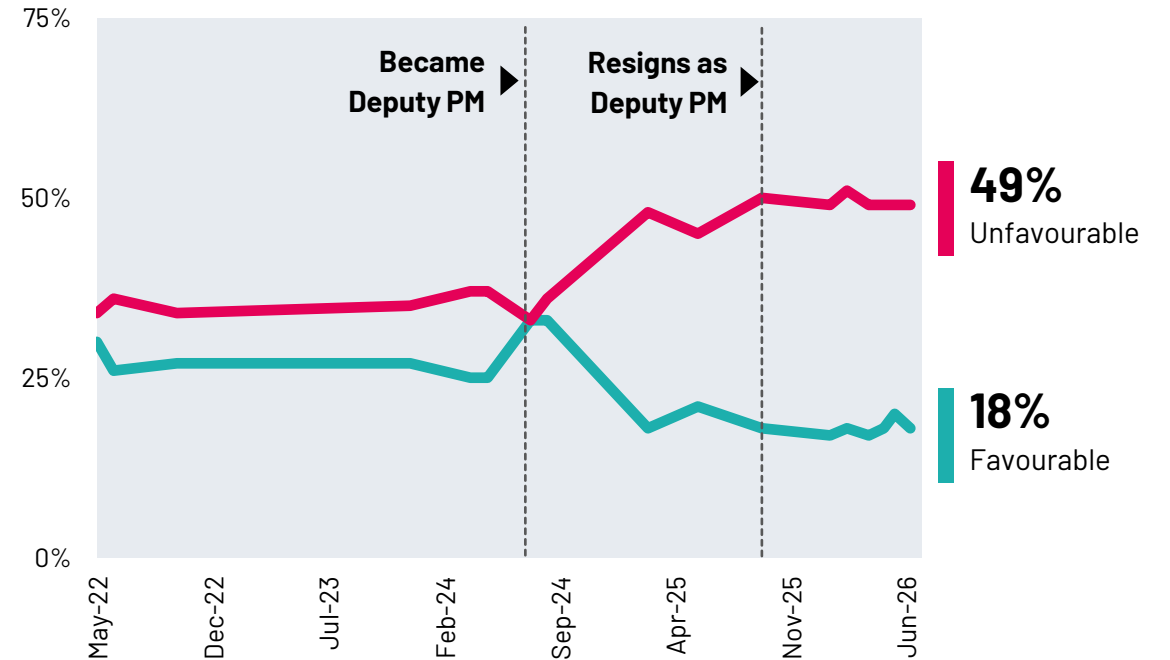
Angela Rayner: Favourability

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

June 2026



May 2022 – June 2026

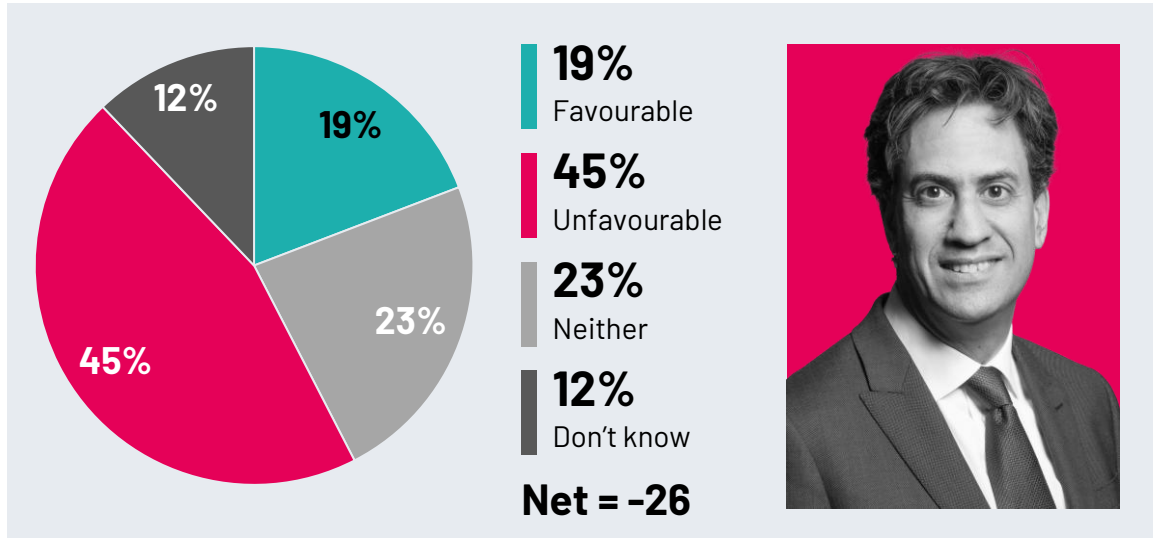


Base: 2,247 Online British adults aged 18+, 5-9 June 2026

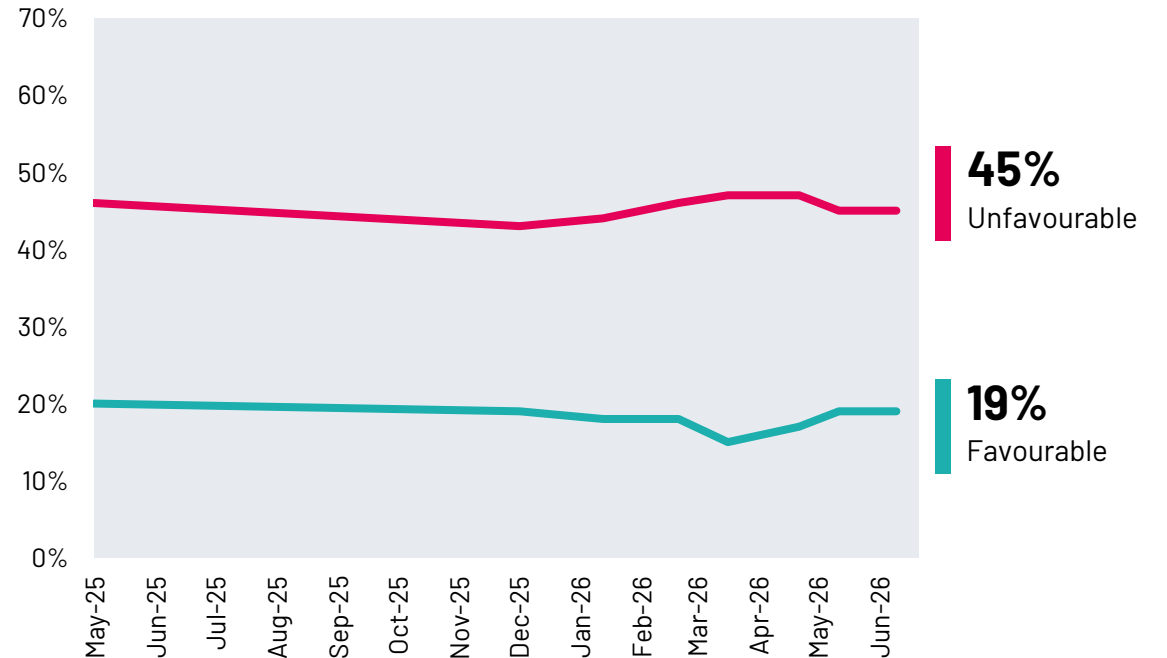
Ed Miliband: Favourability

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

June 2026



May 2025 – June 2026

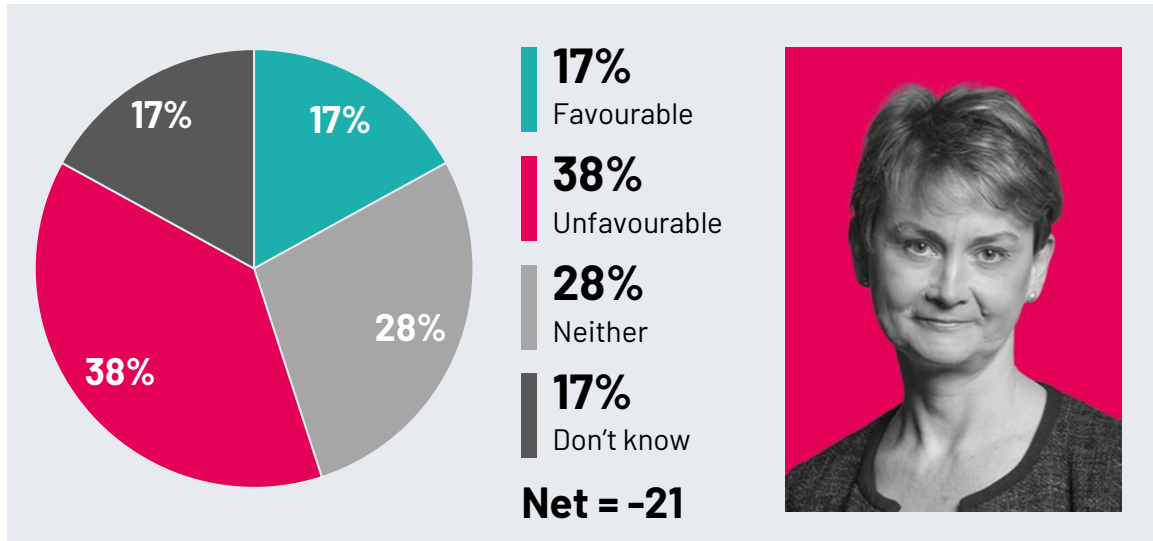


Base: 2,247 Online British adults aged 18+, 5-9 June 2026

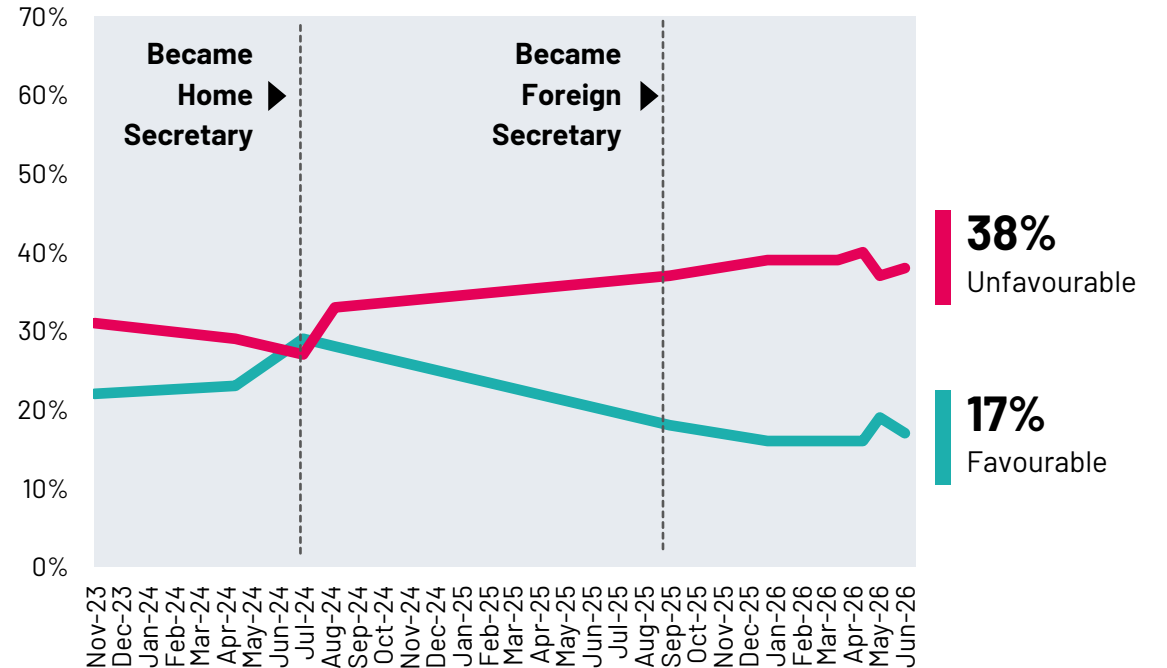
Yvette Cooper: Favourability

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

June 2026



November 2023 – June 2026

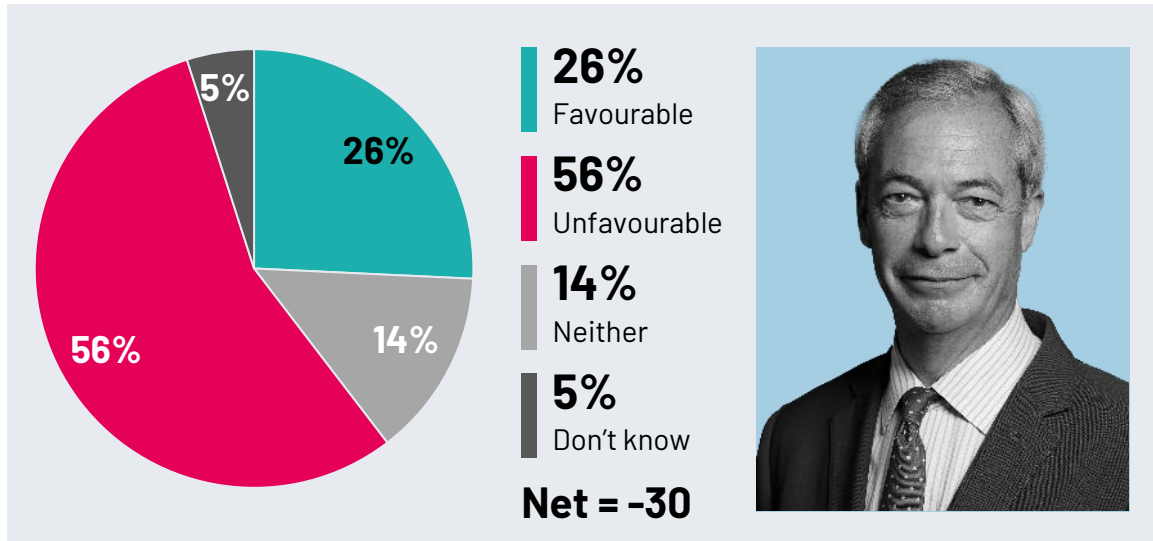


Base: 2,247 Online British adults aged 18+, 5-9 June 2026

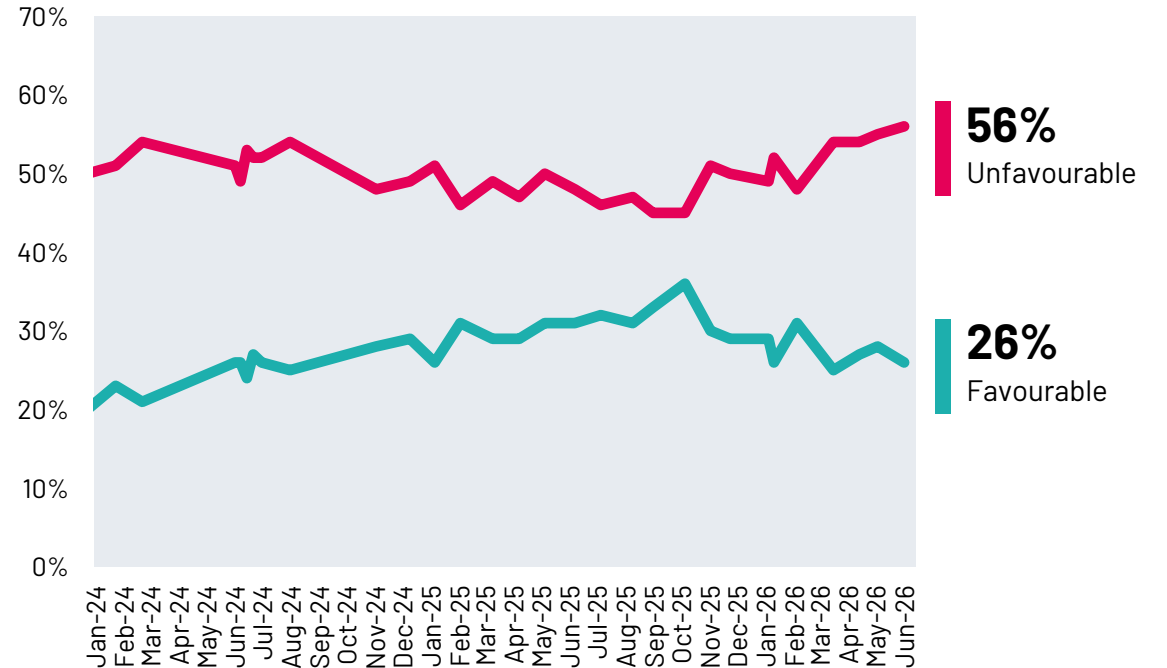
Nigel Farage: Favourability

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

June 2026



January 2024 – June 2026

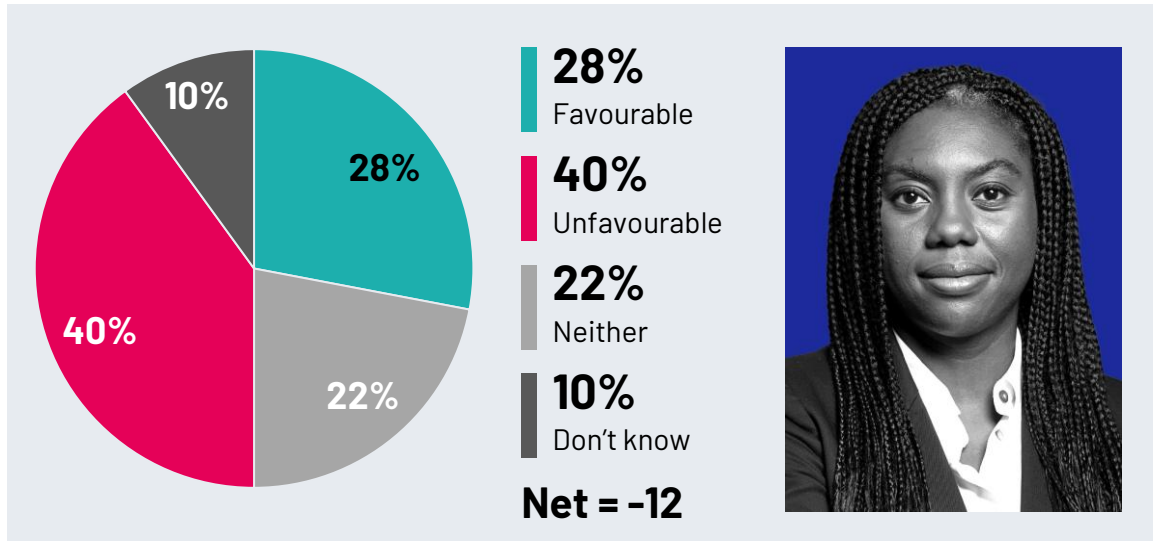


Base: 2,247 Online British adults aged 18+, 5-9 June 2026

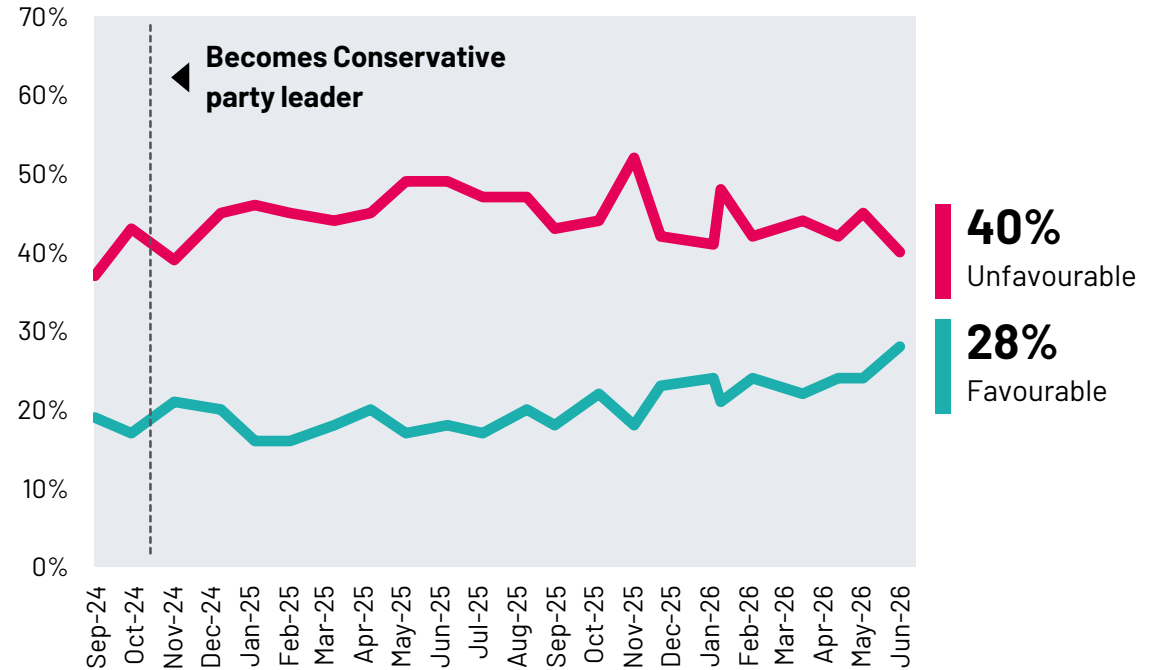
Kemi Badenoch: Favourability

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

June 2026



September 2024 – June 2026

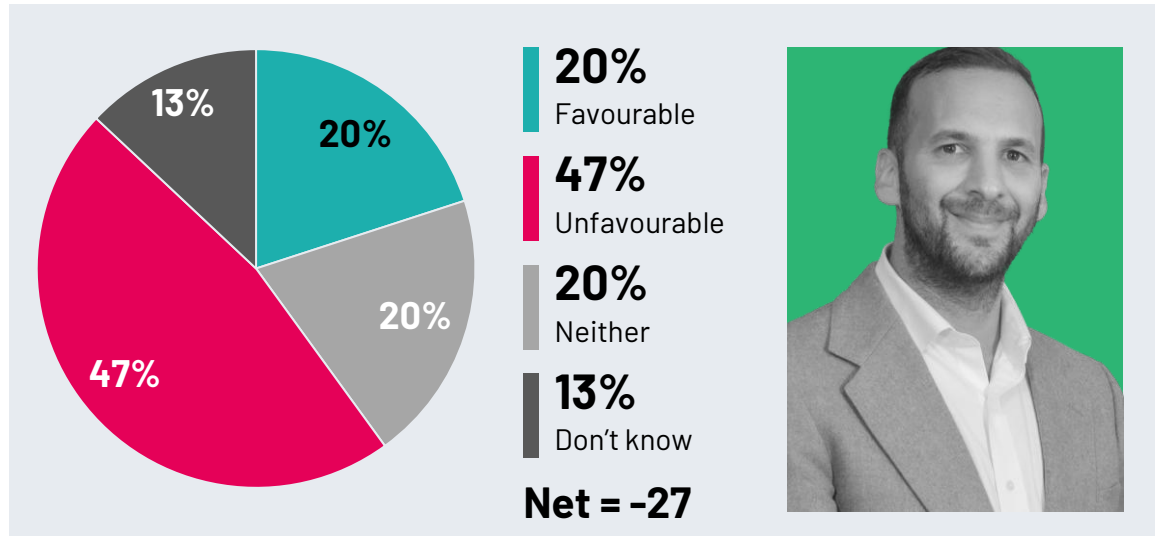


Base: 2,247 Online British adults aged 18+, 5-9 June 2026

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

June 2026



September 2025 – June 2026

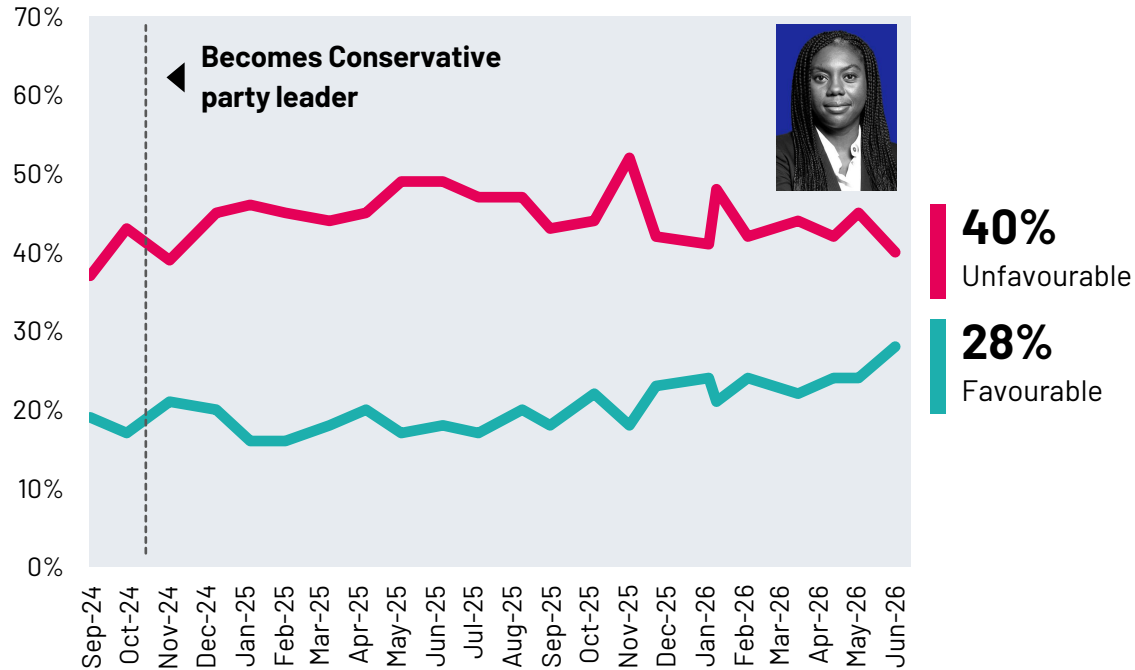


Base: 2,247 Online British adults aged 18+, 5-9 June 2026

Kemi Badenoch & Zack Polanski: Favourability trends

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

Kemi Badenoch: September 2024 – June 2026



Zack Polanski: September 2025 – June 2026

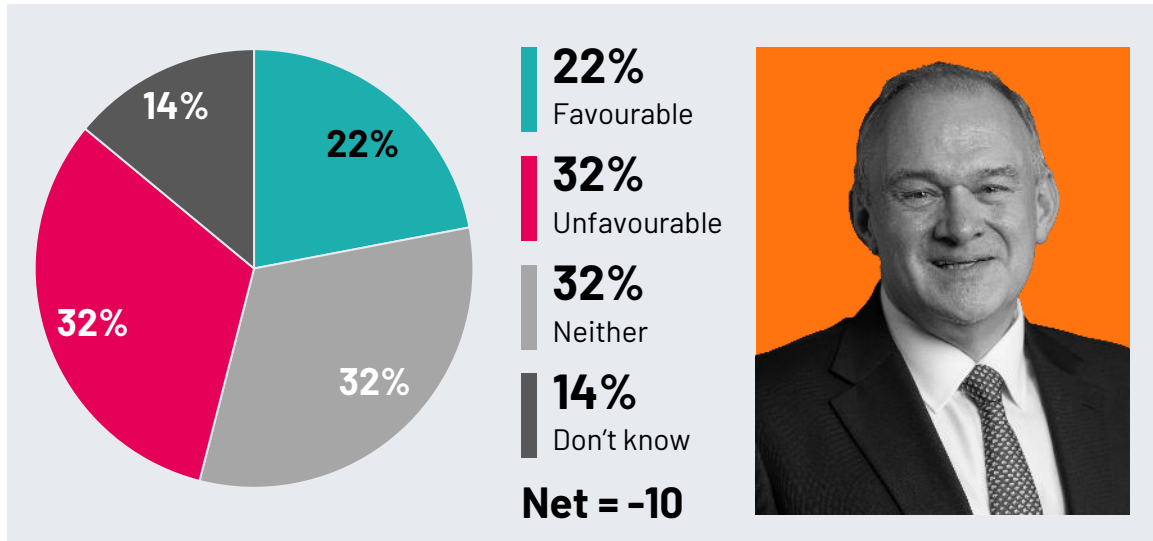


Base: 2,247 Online British adults aged 18+, 5-9 June 2026

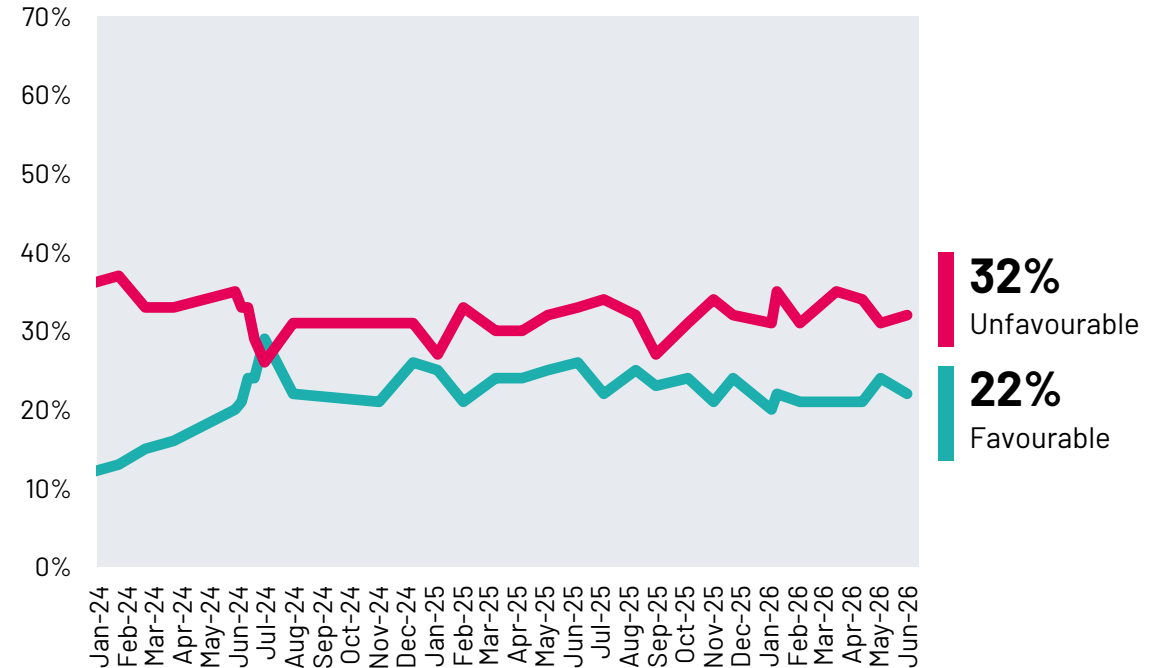
Ed Davey: Favourability

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

June 2026



January 2024 – June 2026

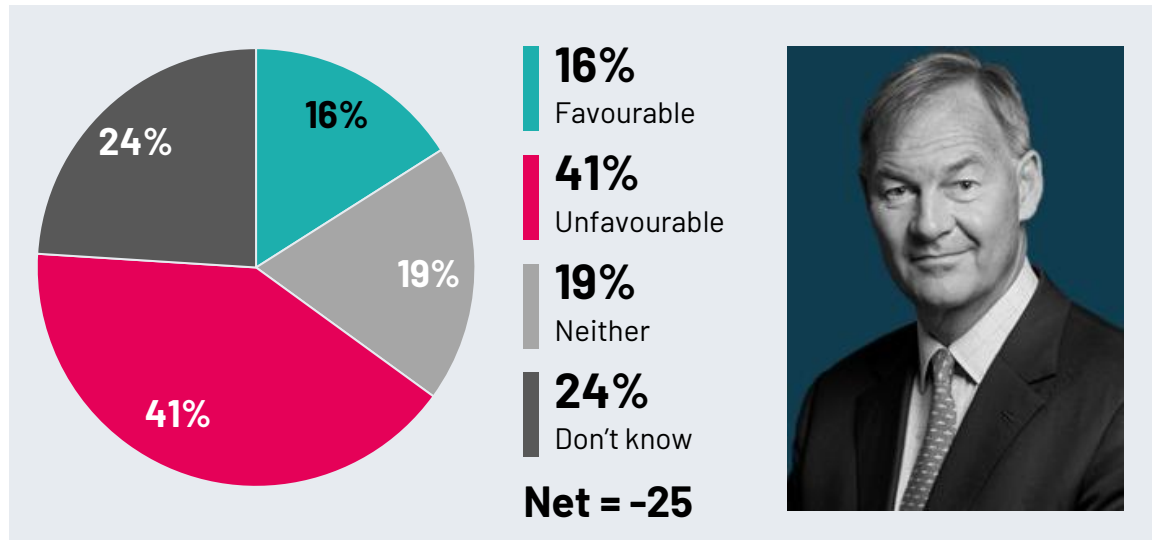


Base: 2,247 Online British adults aged 18+, 5-9 June 2026

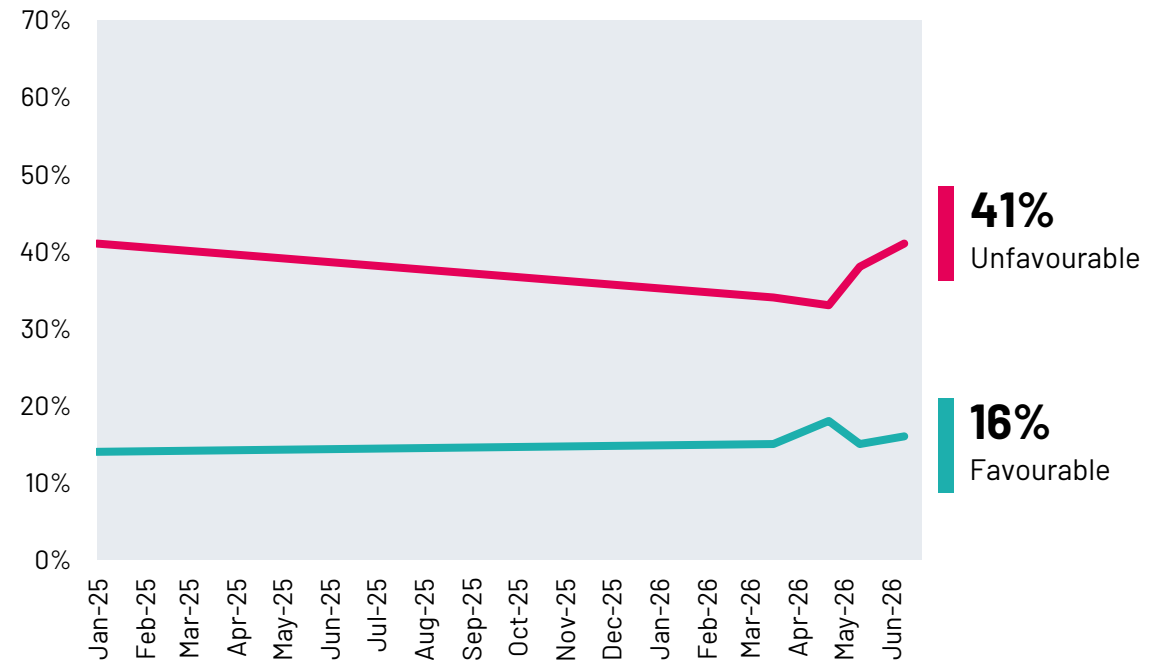
Rupert Lowe: Favourability

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

June 2026



May 2025 – June 2026

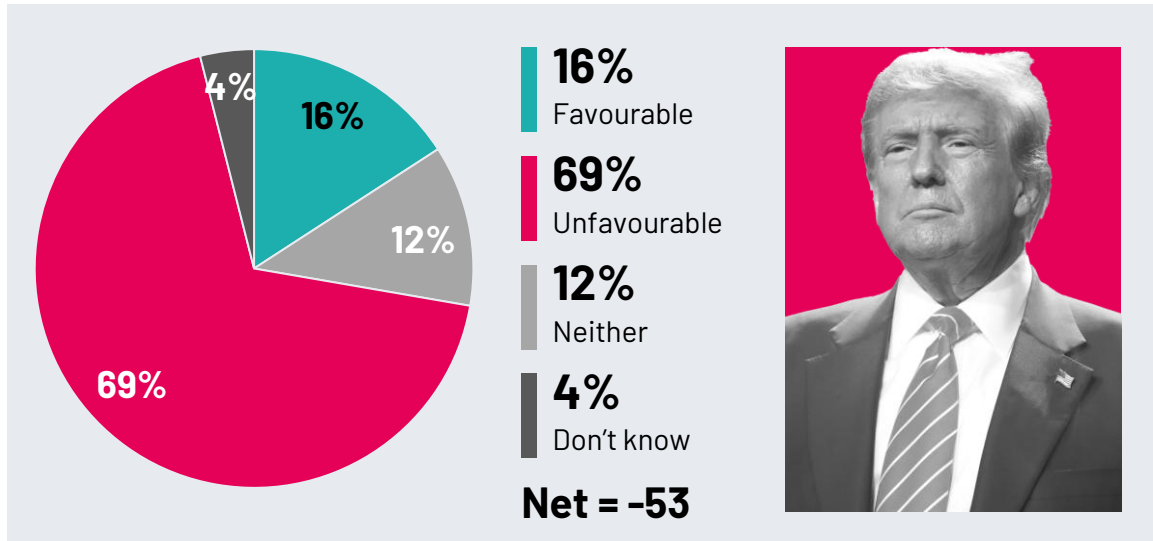


Base: 2,247 Online British adults aged 18+, 5-9 June 2026

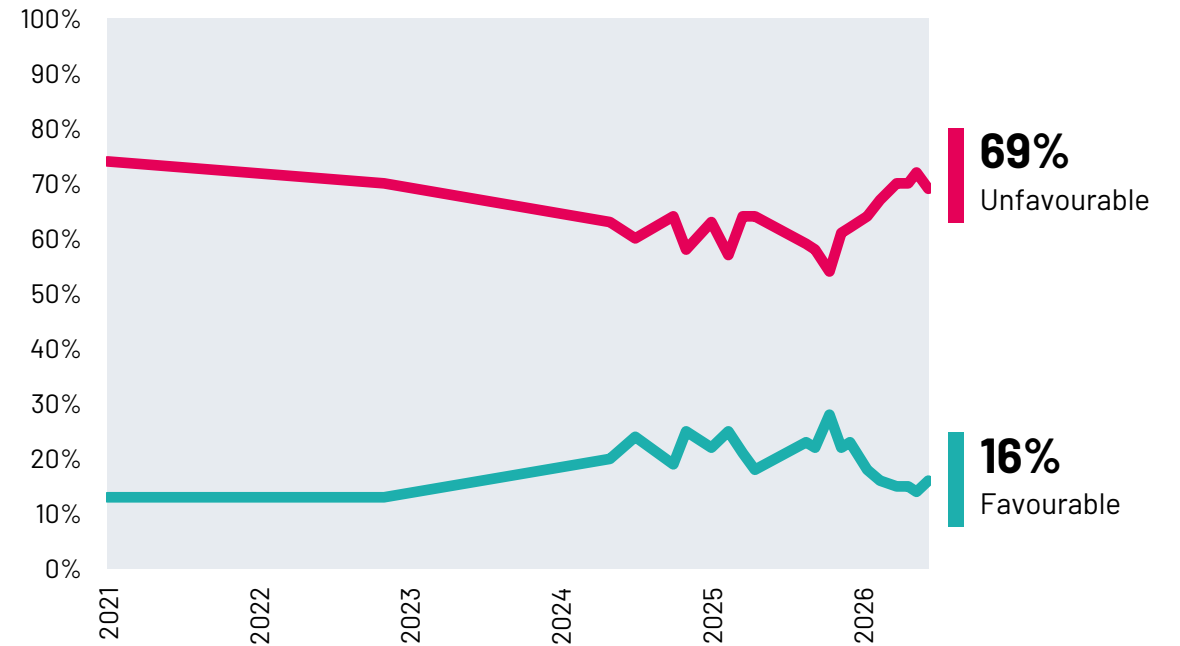
Donald Trump: Favourability

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

June 2026



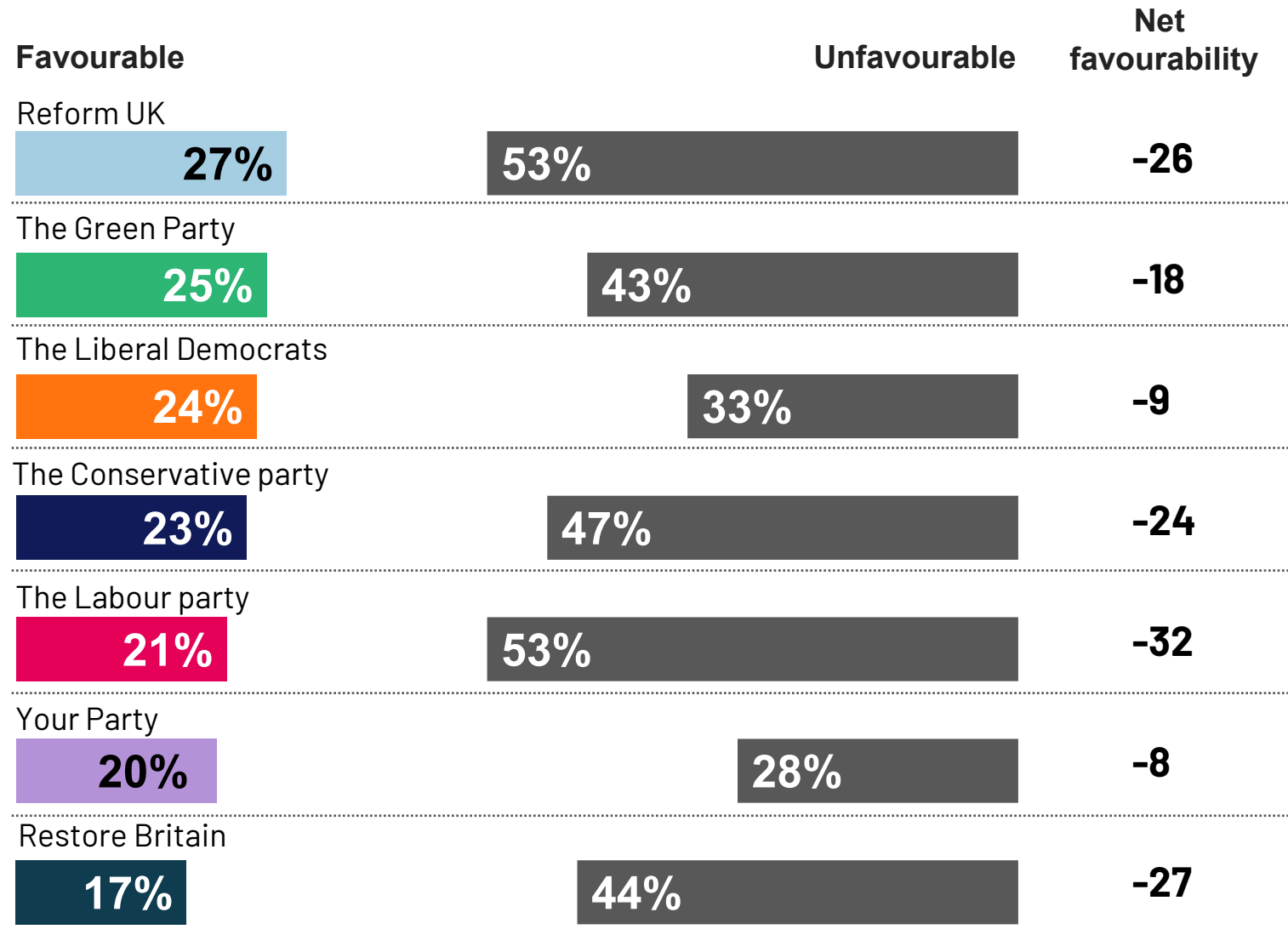
January 2021 – June 2026



Base: 2,247 Online British adults aged 18+, 5-9 June 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?

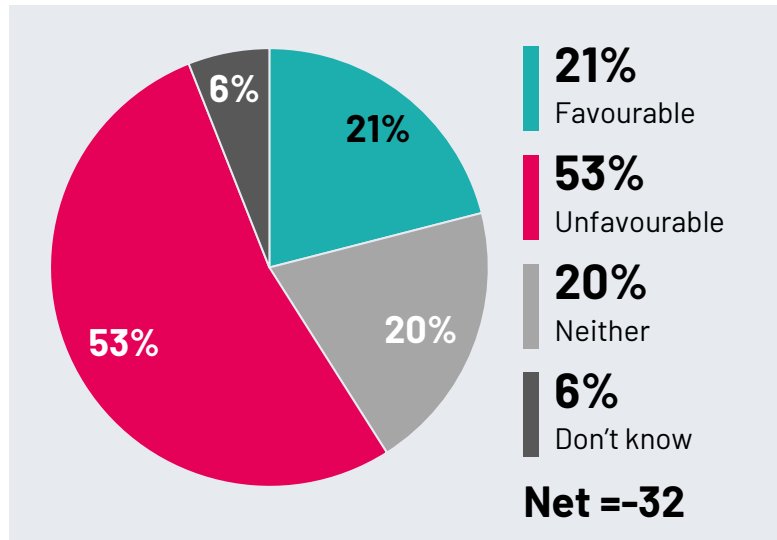


Base: 2,247 Online British adults aged 18+, 5-9 June 2026

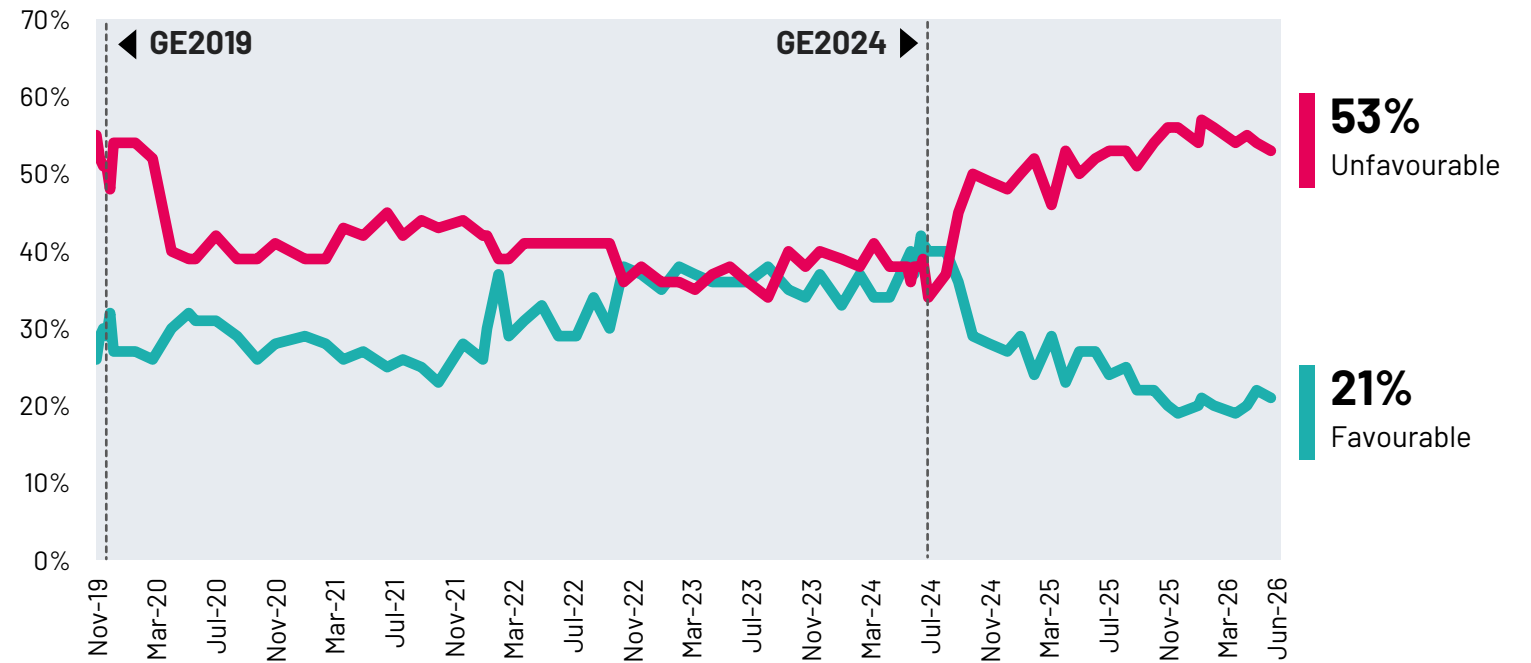
The Labour party: Favourability

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

June 2026



November 2019 – June 2026

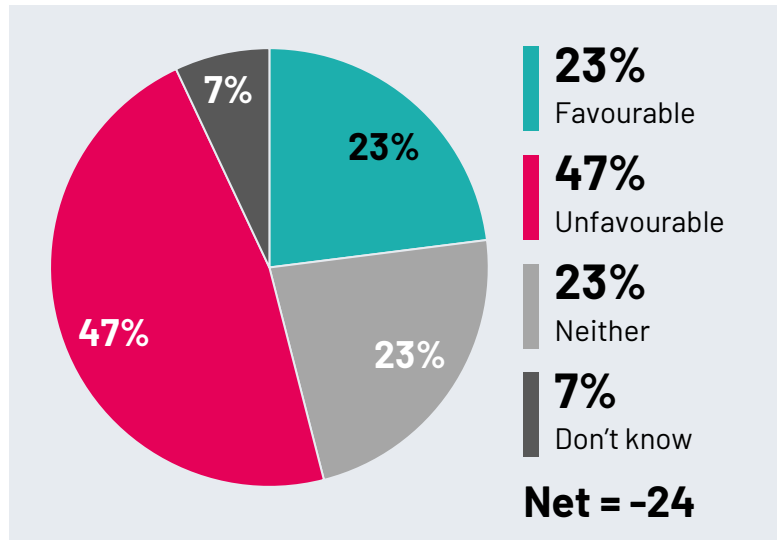


Base: 2,247 Online British adults aged 18+, 5-9 June 2026

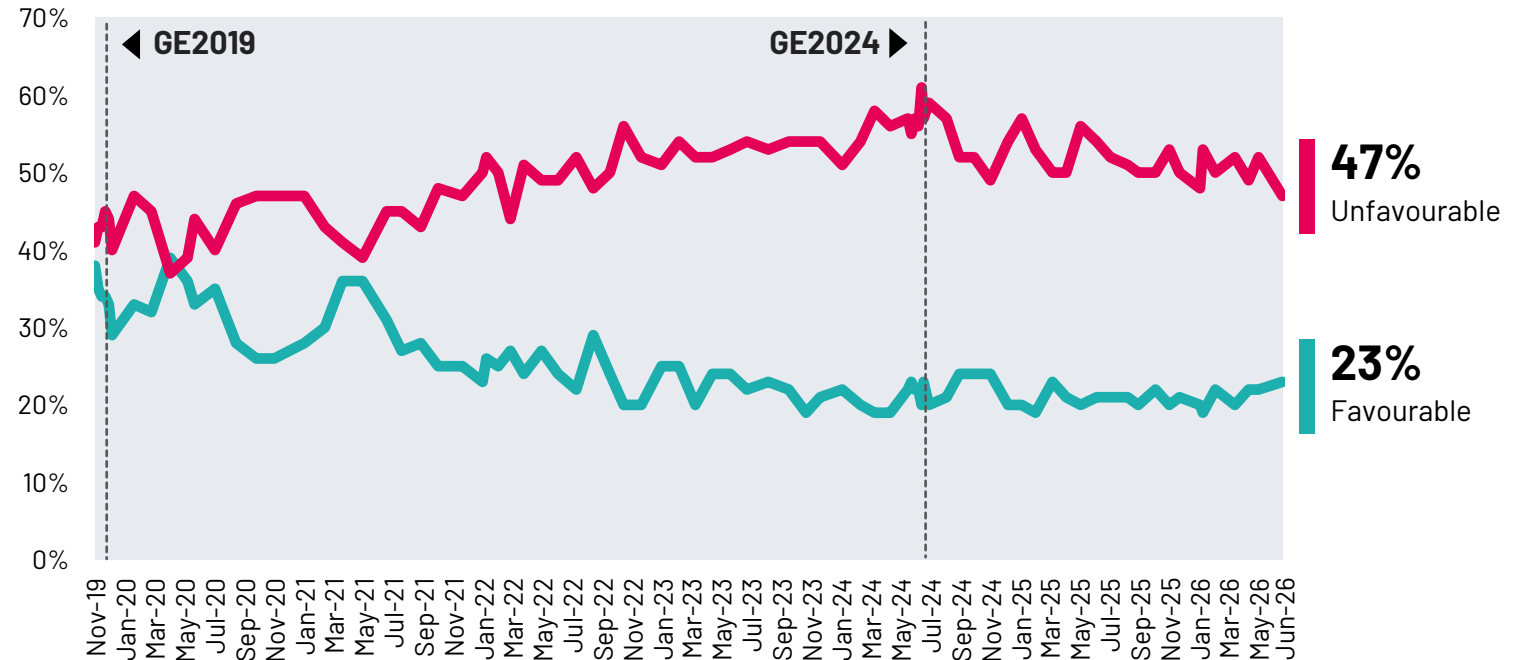
The Conservative party: Favourability

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

June 2026



November 2019 – June 2026

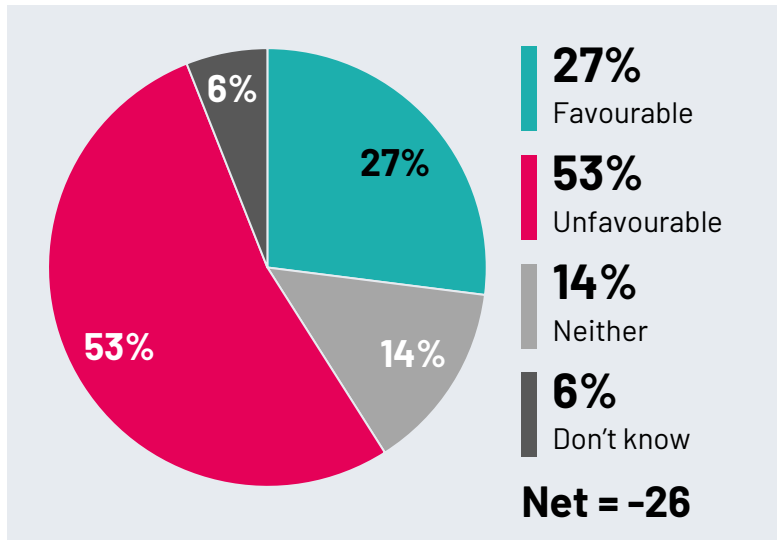


Base: 2,247 Online British adults aged 18+, 5-9 June 2026

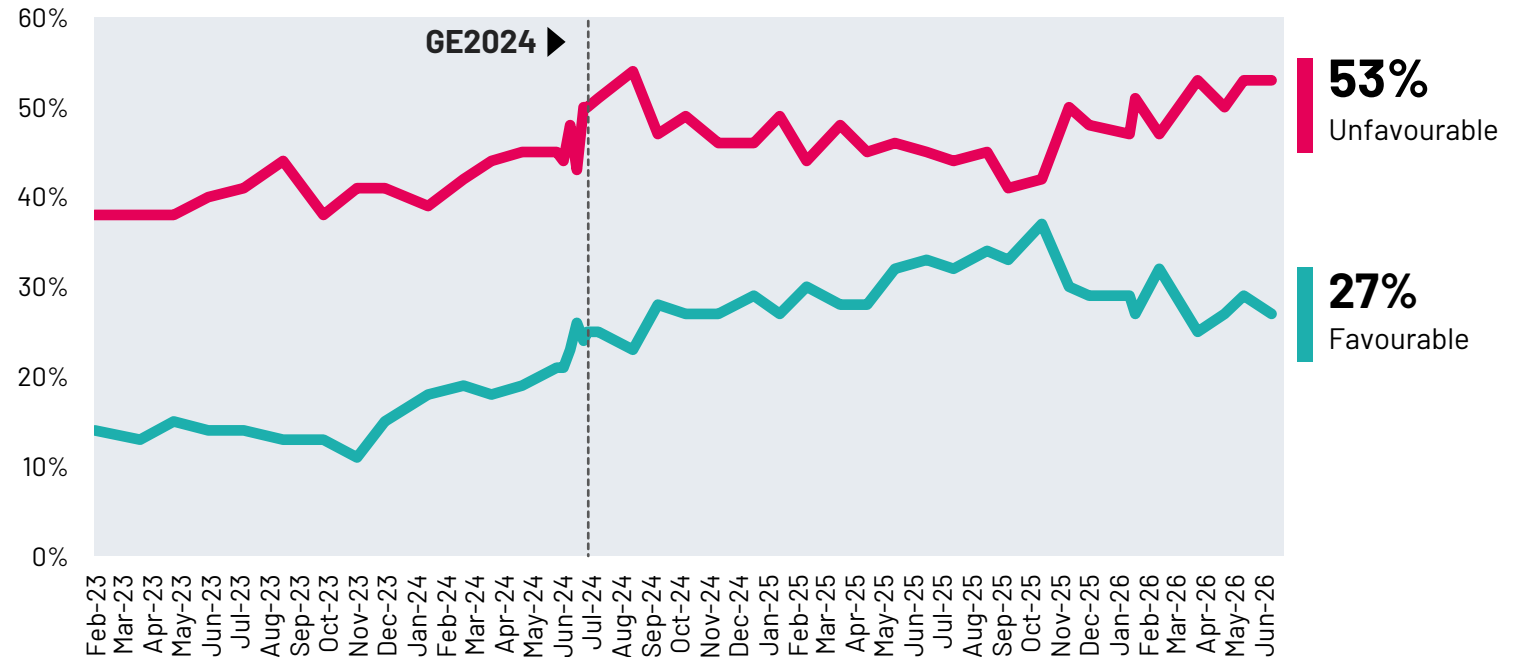
Reform UK: Favourability

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

June 2026



February 2023 – June 2026

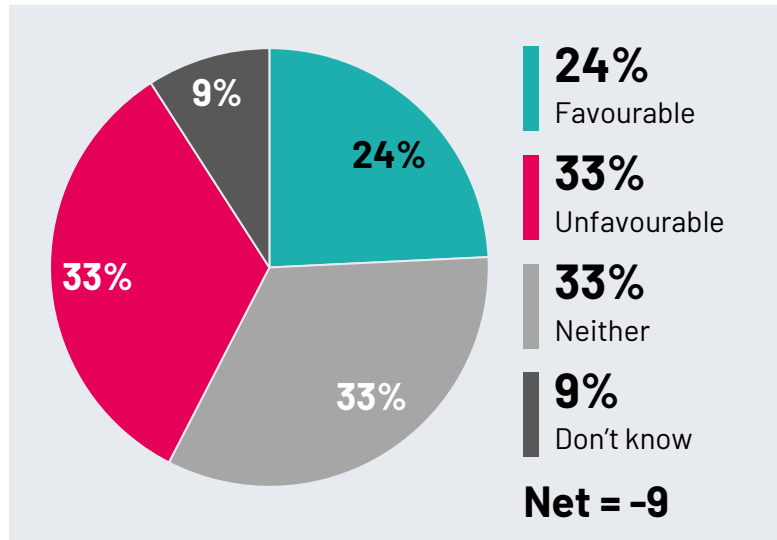


Base: 2,247 Online British adults aged 18+, 5-9 June 2026

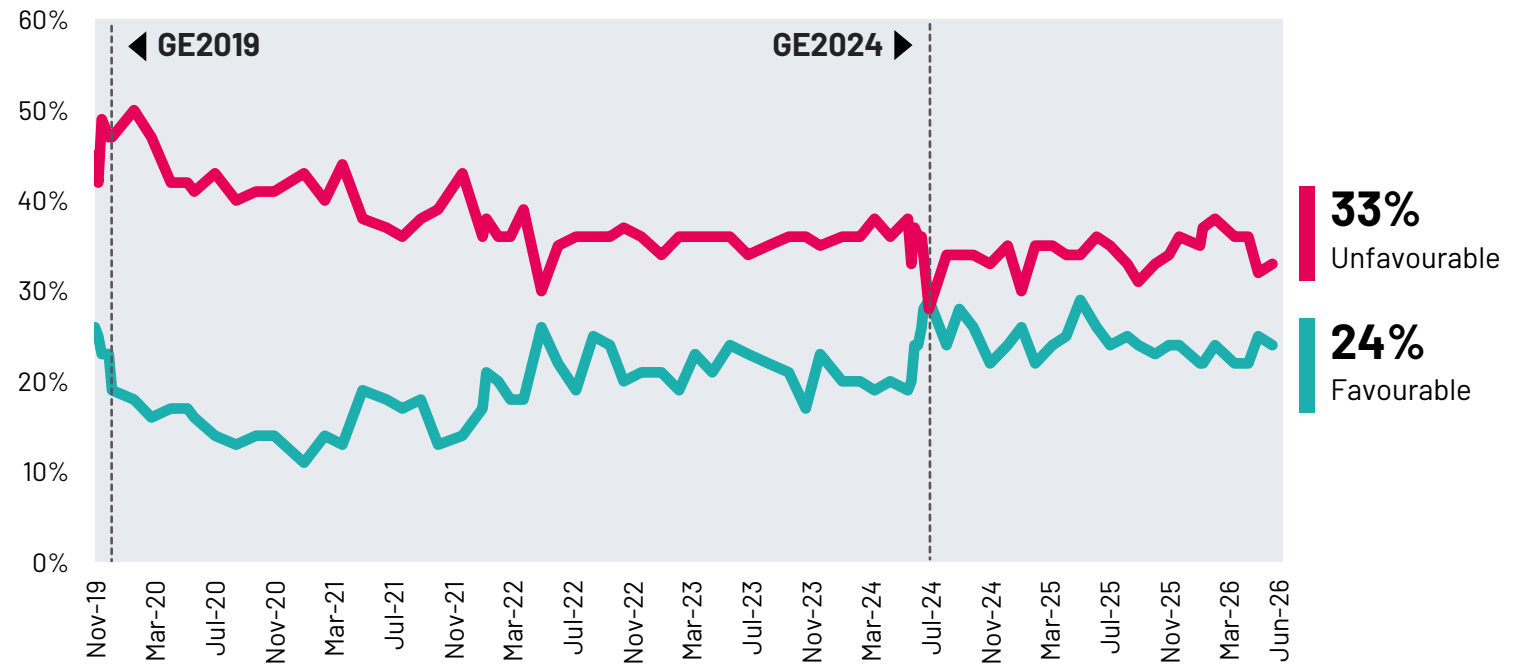
The Liberal Democrats: Favourability

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

June 2026



November 2019 - June 2026

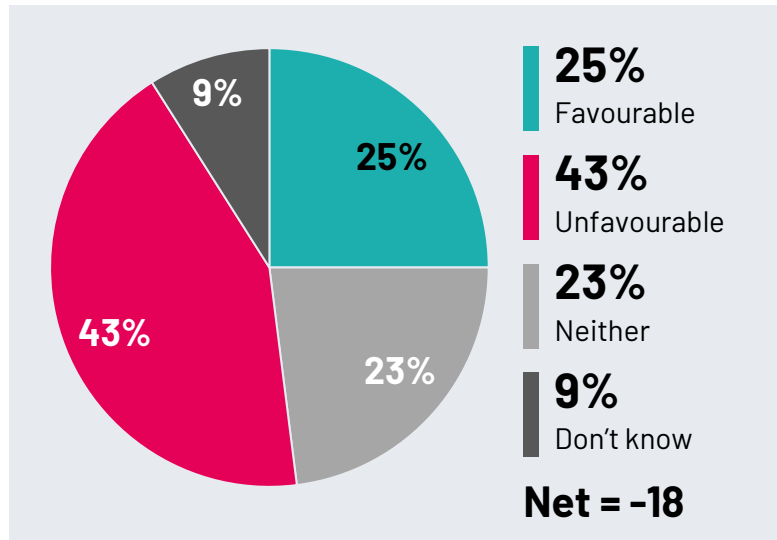


Base: 2,247 Online British adults aged 18+, 5-9 June 2026

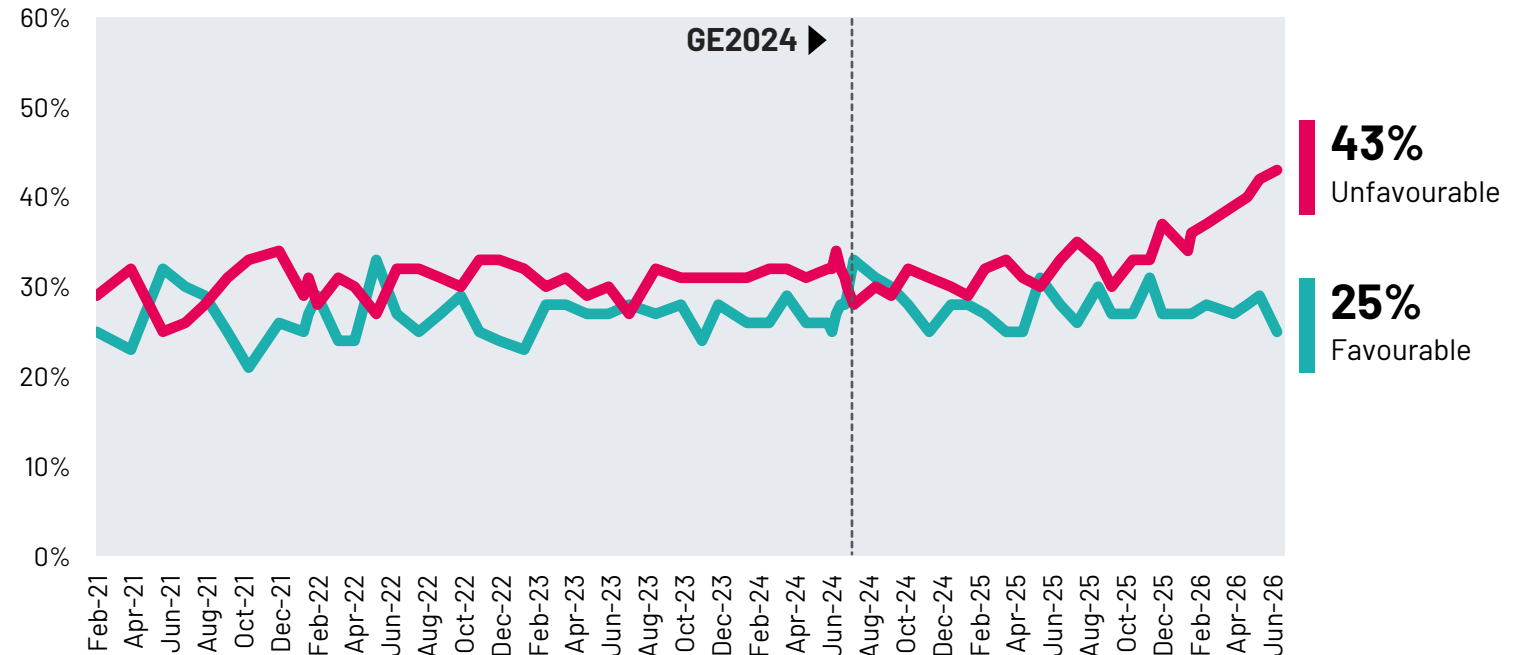
The Green Party: Favourability

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

June 2026



February 2021 – June 2026

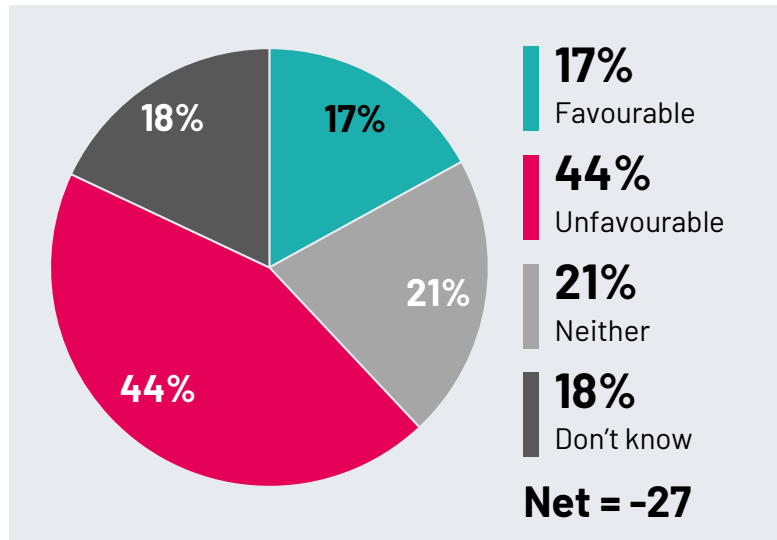


Base: 2,247 Online British adults aged 18+, 5-9 June 2026

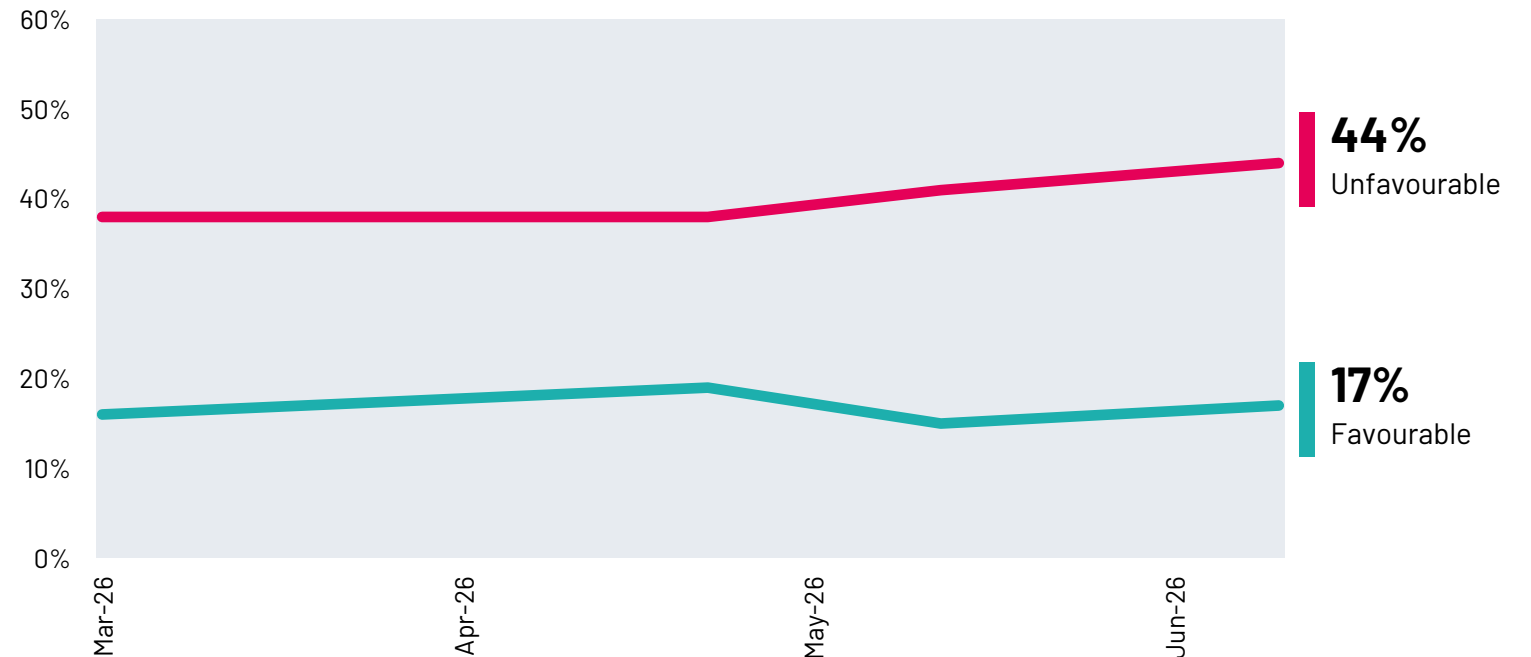
Restore Britain: Favourability

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

June 2026



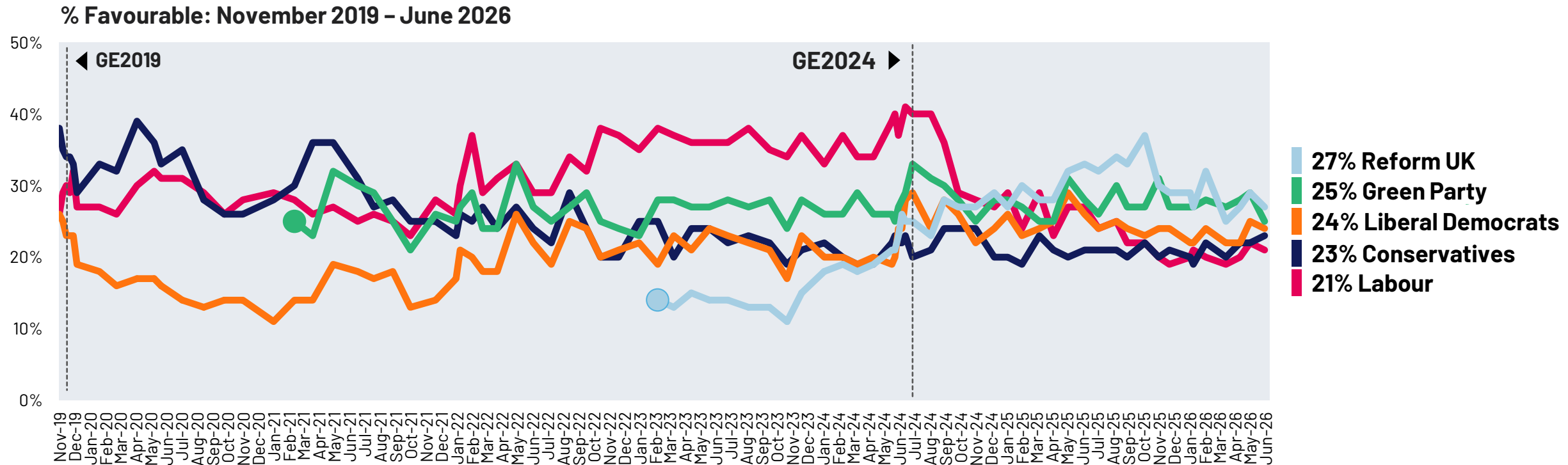
March 2026 – June 2026



Base: 2,247 Online British adults aged 18+, 5-9 June 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?

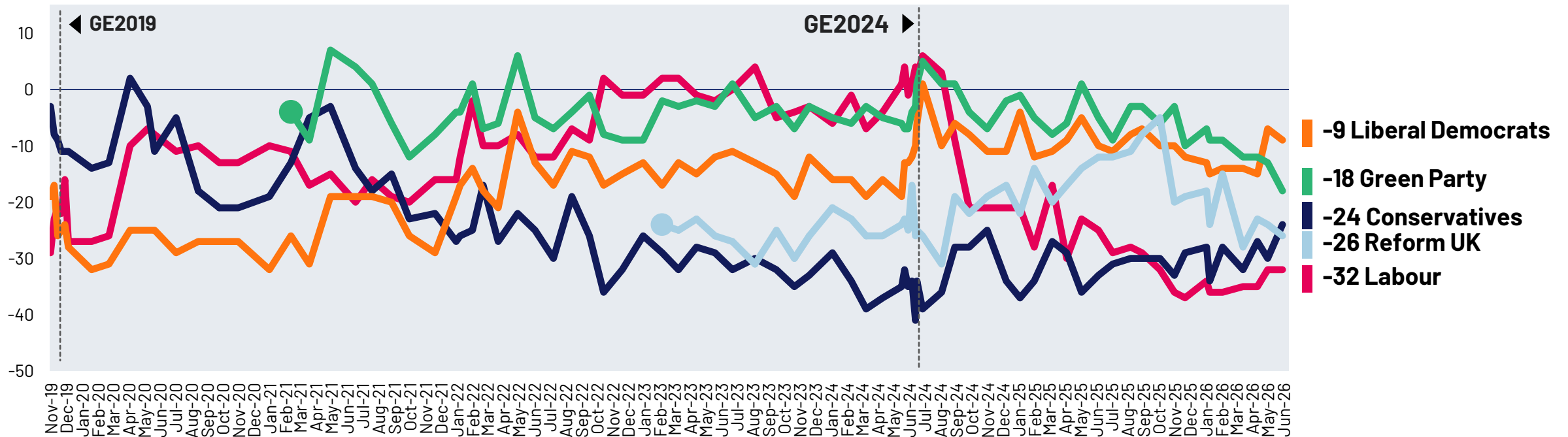


Base: 2,247 Online British adults aged 18+, 5-9 June 2026

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 – June 2026

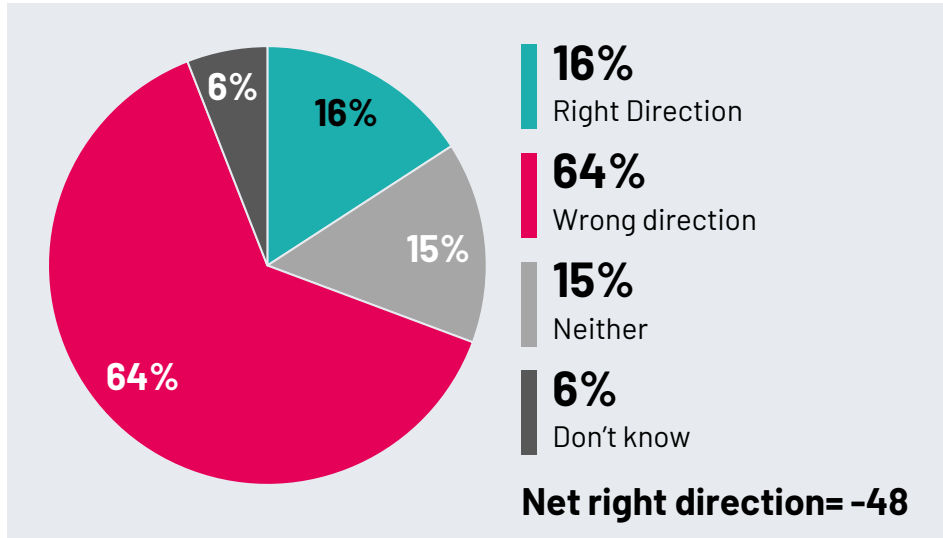


Base: 2,247 Online British adults aged 18+, 5-9 June 2026

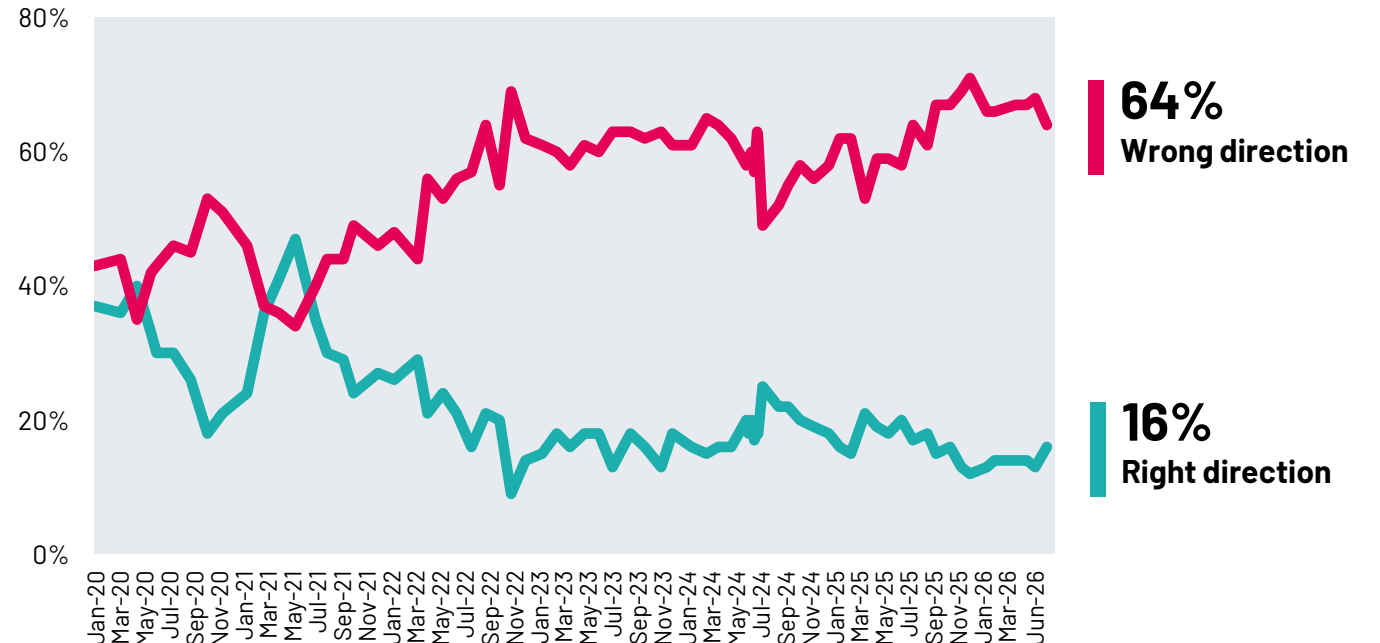
Direction of the country

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

June 2026



January 2020 - June 2026

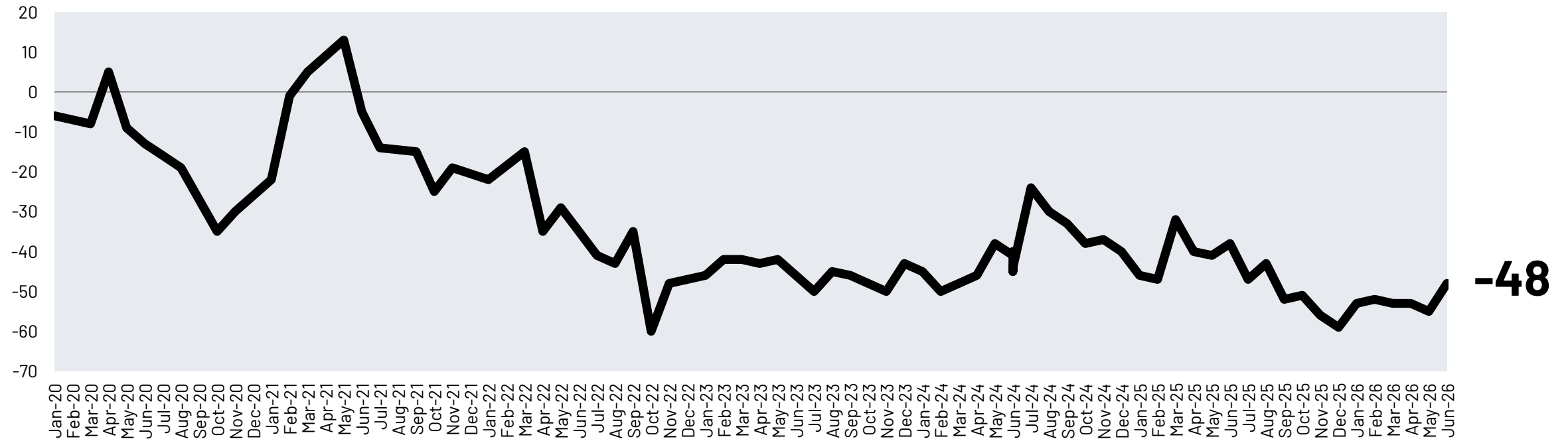


Base: 2,247 Online British adults aged 18+, 5-9 June 2026

Direction of the country: January 2020 – June 2026

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

Net right direction

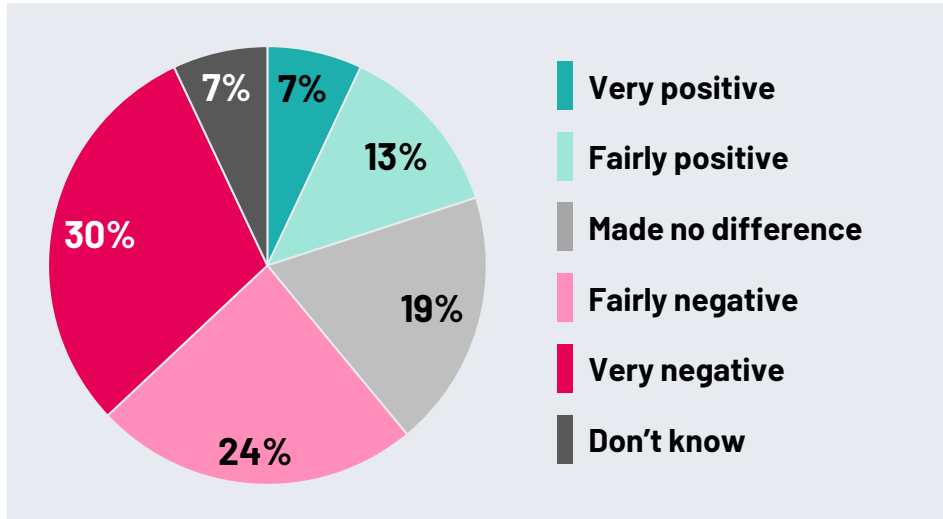


Base: 2,247 Online British adults aged 18+, 5-9 June 2026

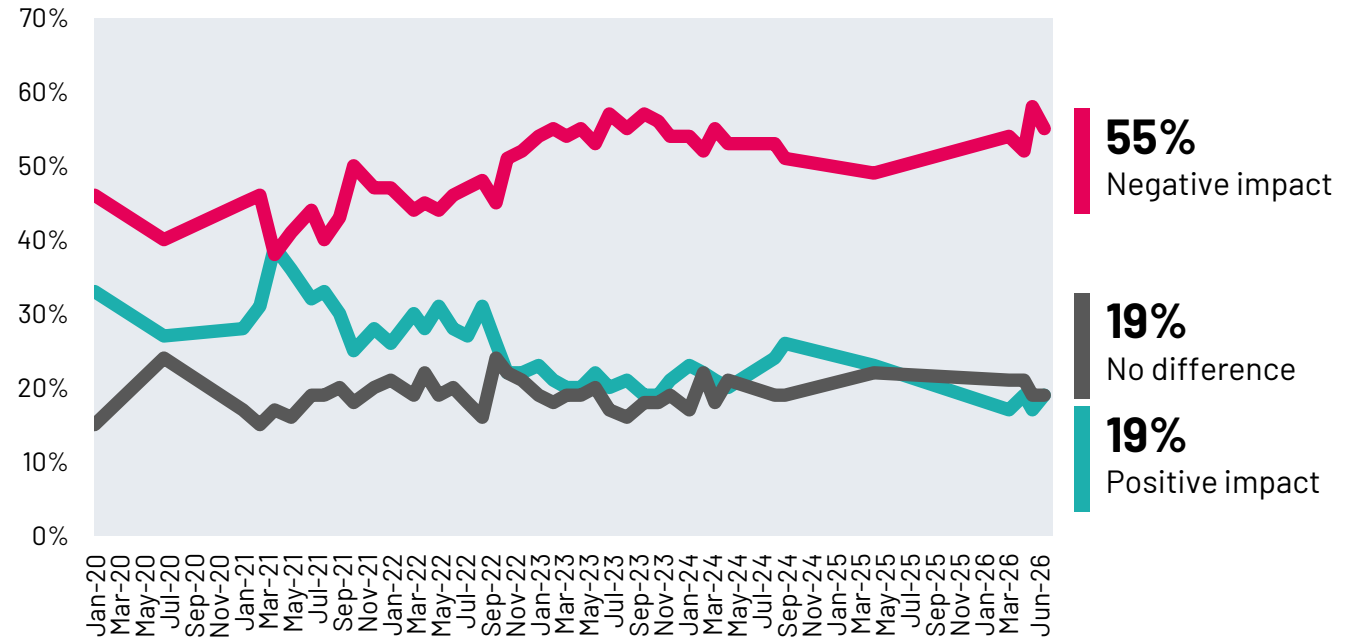
Impact of the UK's decision to leave the European Union

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?

June 2026



January 2020 – June 2026



Base: 2,247 Online British adults aged 18+, 5-9 June 2026

Perceptions of the Government's performance so far

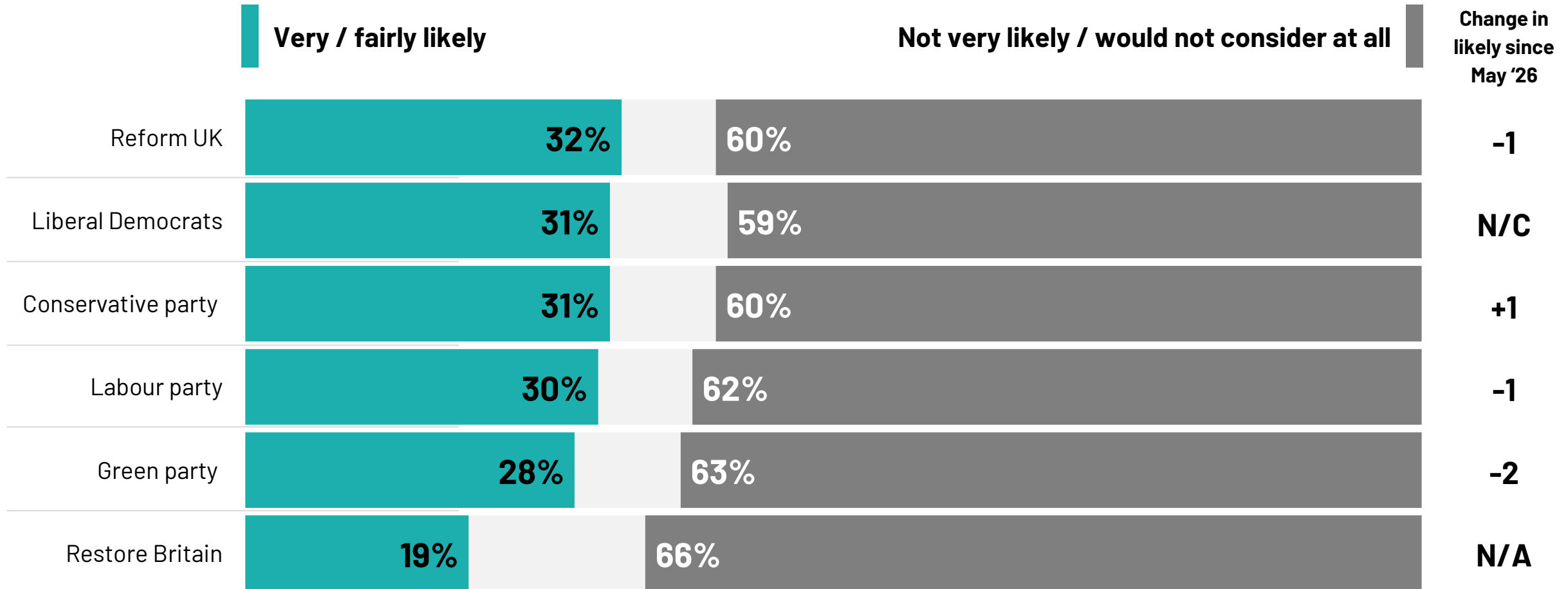
On a scale of 0 to 10, where 10 means a very good job and 0 means a very bad job, do you think the current Labour government is doing a good or bad job at running the country? **% rating different score aggregates**



Base: 2,247 Online British adults aged 18+, 5-9 June 2026

Who to vote for at the next General Election?

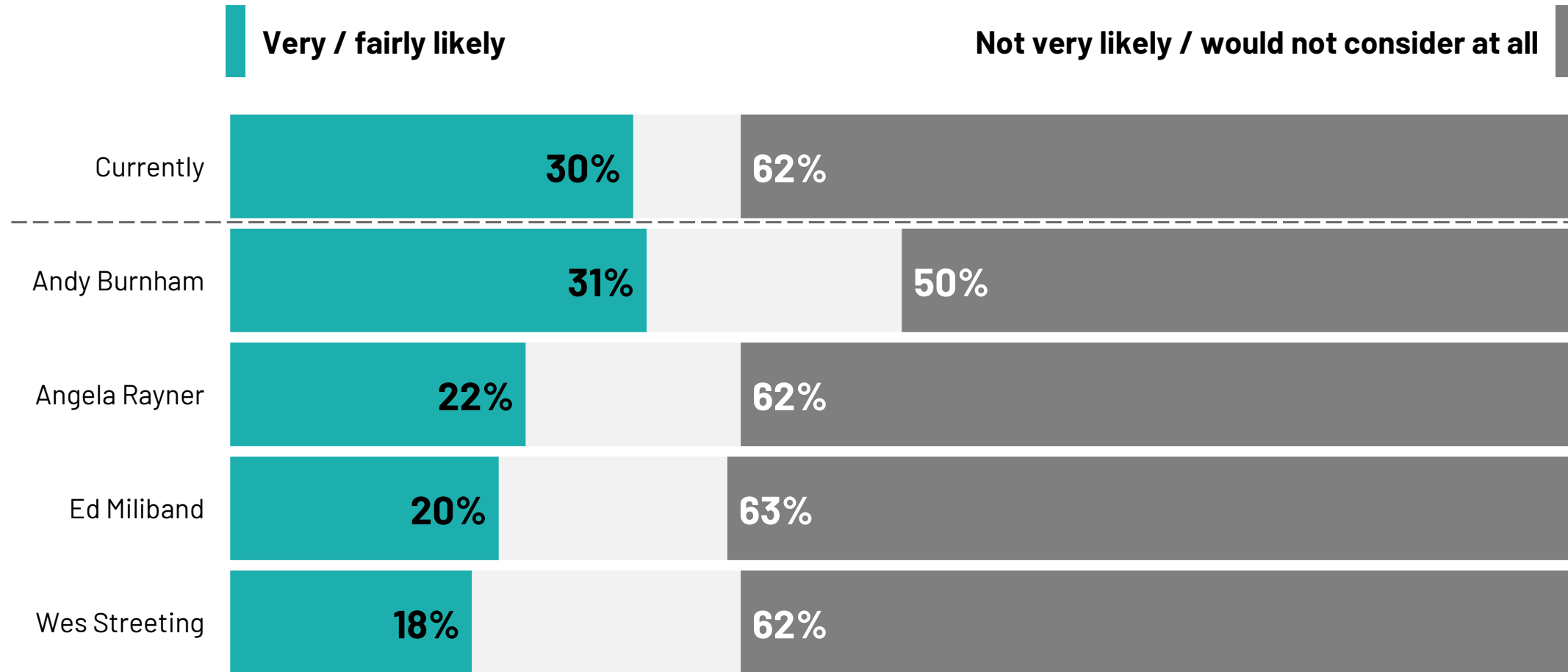
Thinking ahead to the next General Election, based on what you currently know, how likely, if at all, would you be to consider voting for each of the following parties?



Base: 2,247 Online British adults aged 18+, 5-9 June 2026

Who to vote for at the next General Election?

And based on what you currently know, how likely, if at all, would you be to consider voting for the Labour Party if the following Labour politicians were leader?

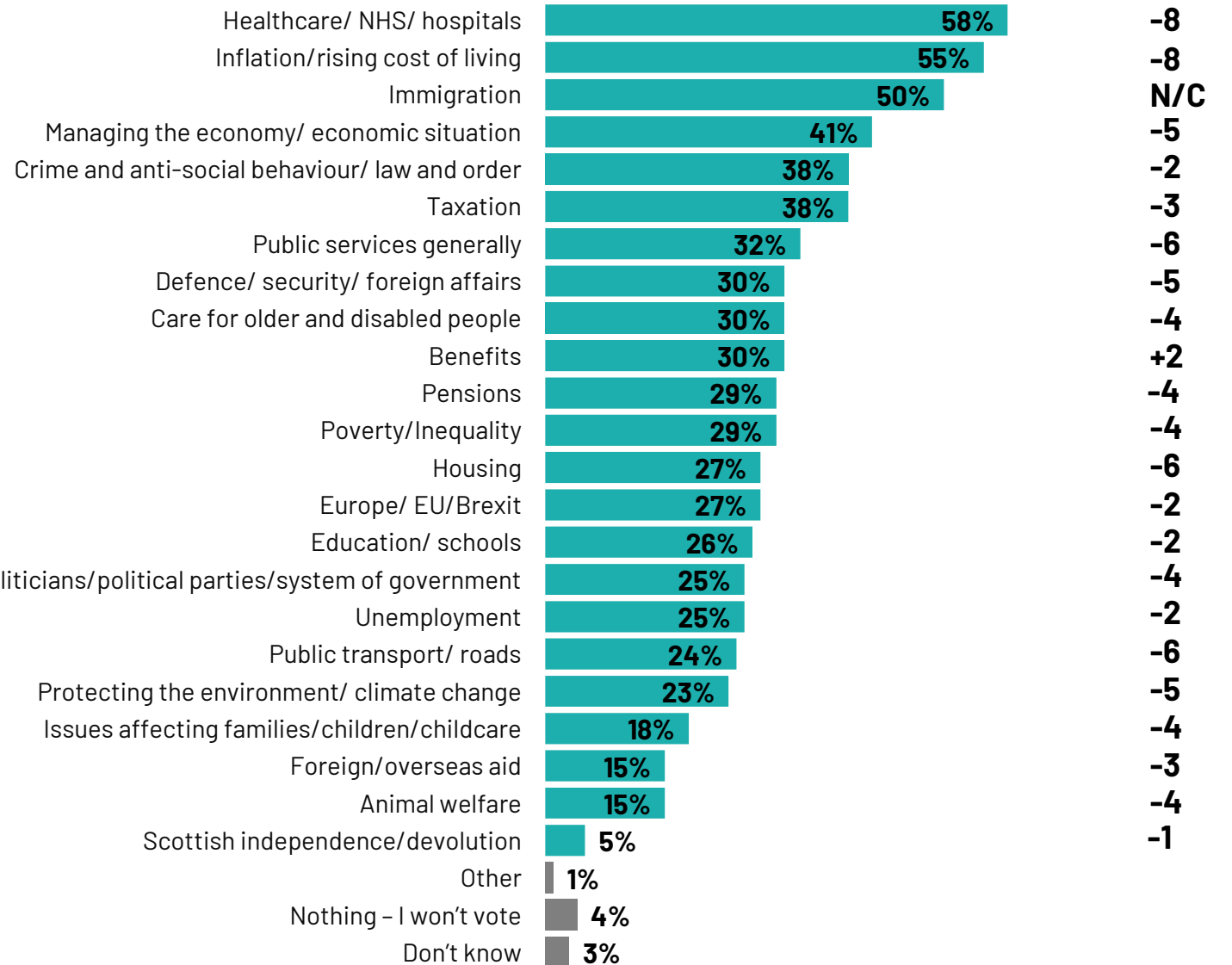


Base: 2,247 Online British adults aged 18+, 5-9 June 2026

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

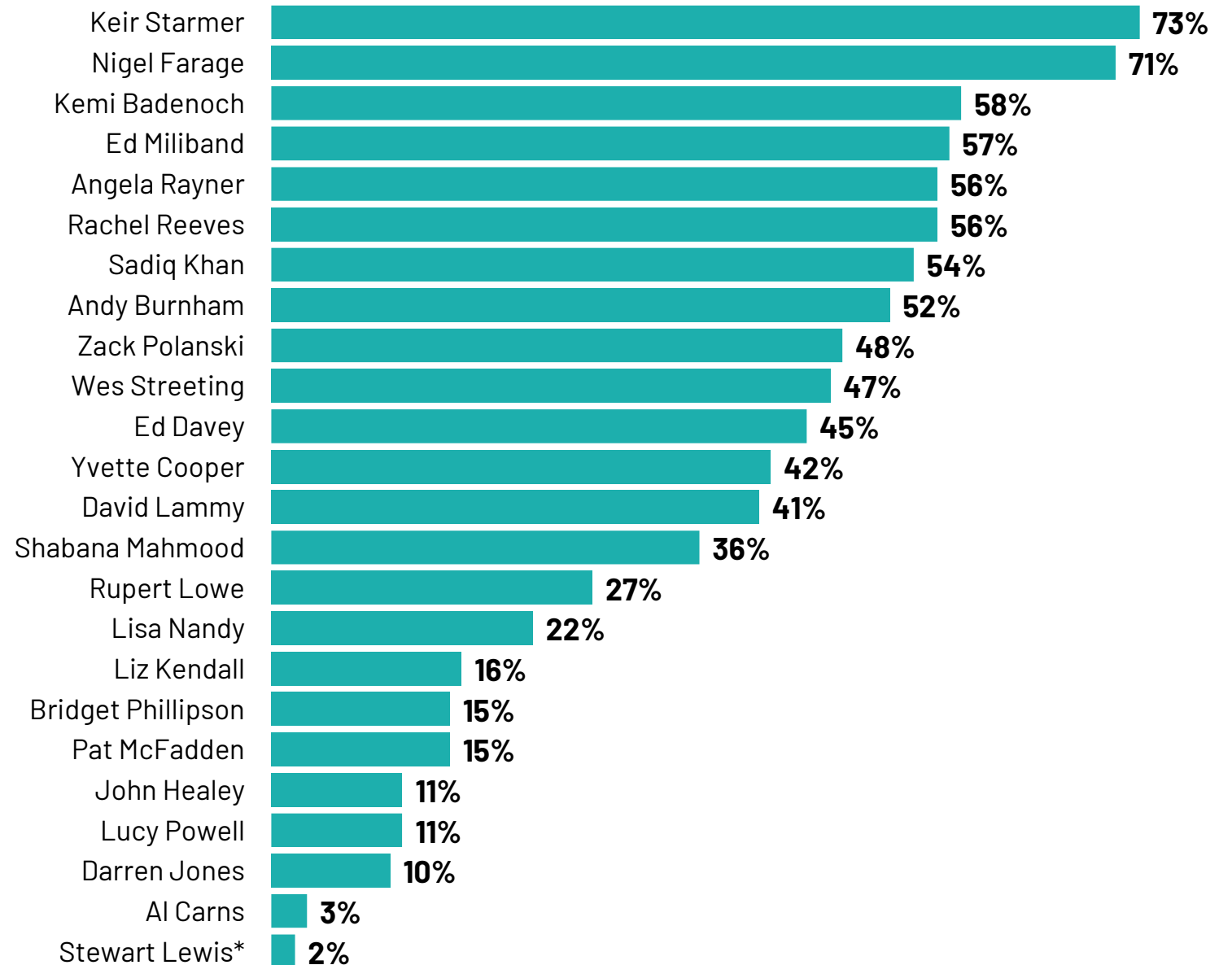
Which, if any, of the following issues do you think will be very important to you in helping you decide which party to vote for at the next General Election?

Base: 2,247 Online British adults aged 18+, 5-9 June 2026



Britons are most familiar with Keir Starmer and Nigel Farage from a list of politicians

Which of the following British politicians, if any, would you say you are familiar with?
Please select all that apply.

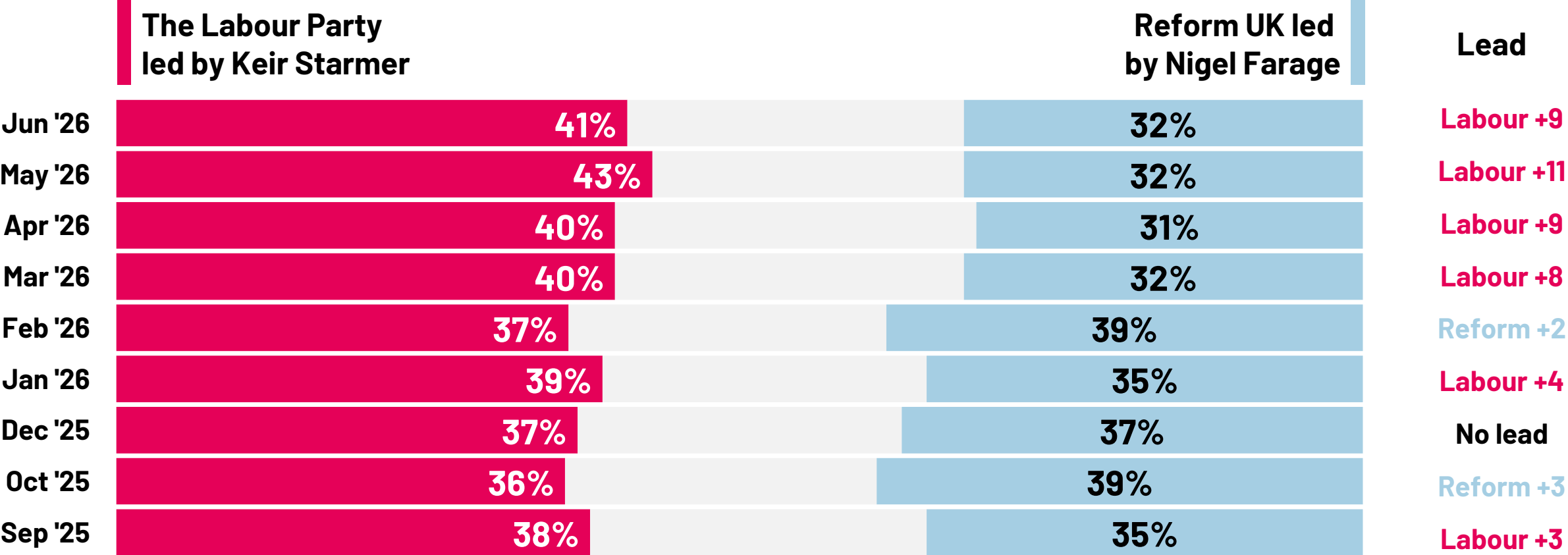


Base: 2,247 Online British adults aged 18+, 5-9 June 2026

*Stewart Lewis is not a real politician

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?

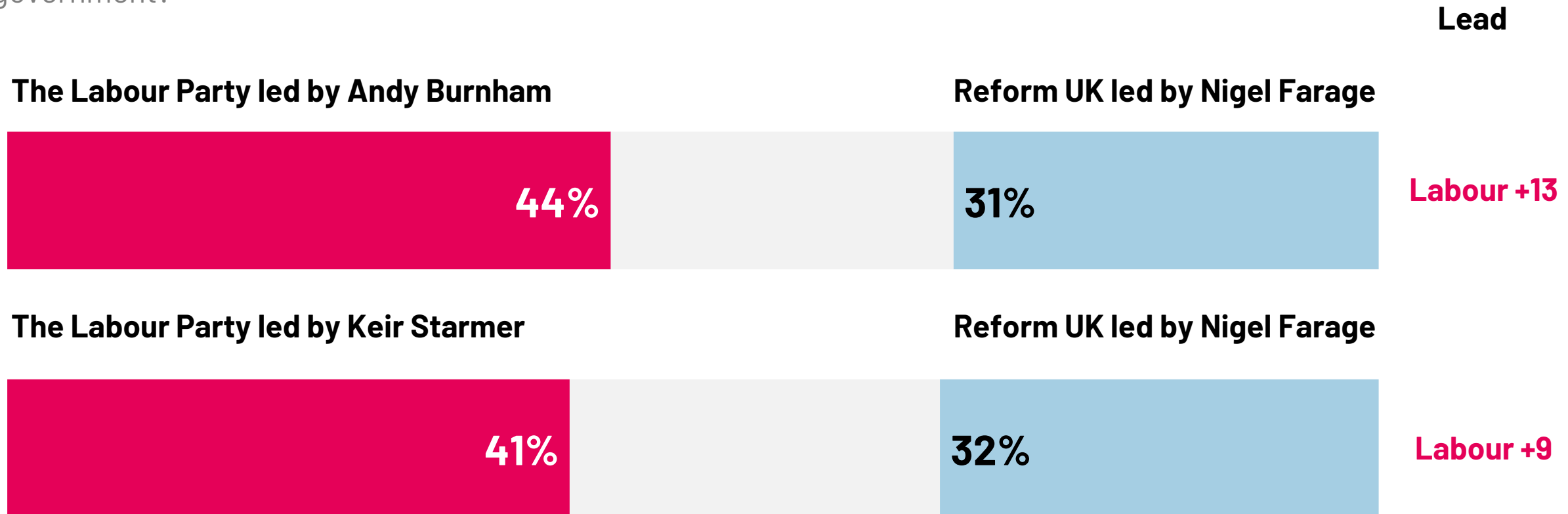


Base: 2,247 Online British adults aged 18+, 5-9 June 2026



Britons are as likely to prefer an Andy Burnham-led Labour party against Farage and Reform, as a Keir Starmer-led Labour

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



Base: 2,247 Online British adults aged 18+, 5-9 June 2026

Britons continue to prefer a Labour party led by Andy Burnham to win the next UK General Election to Reform UK led by Nigel Farage

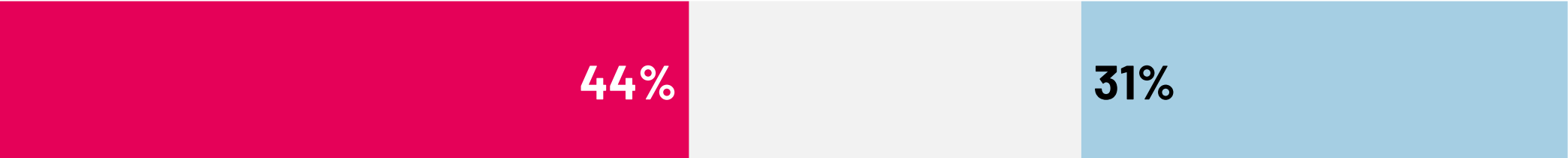
If you had to choose, which party would you prefer to win the next UK General Election and form the next government?

Lead

The Labour Party led by Andy Burnham

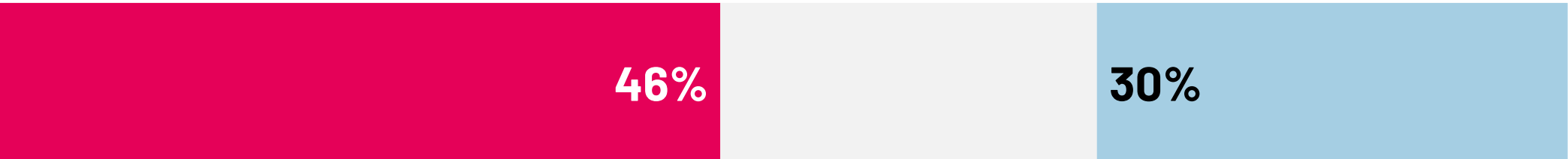
Reform UK led by Nigel Farage

June 2026



Labour +13

May 2026



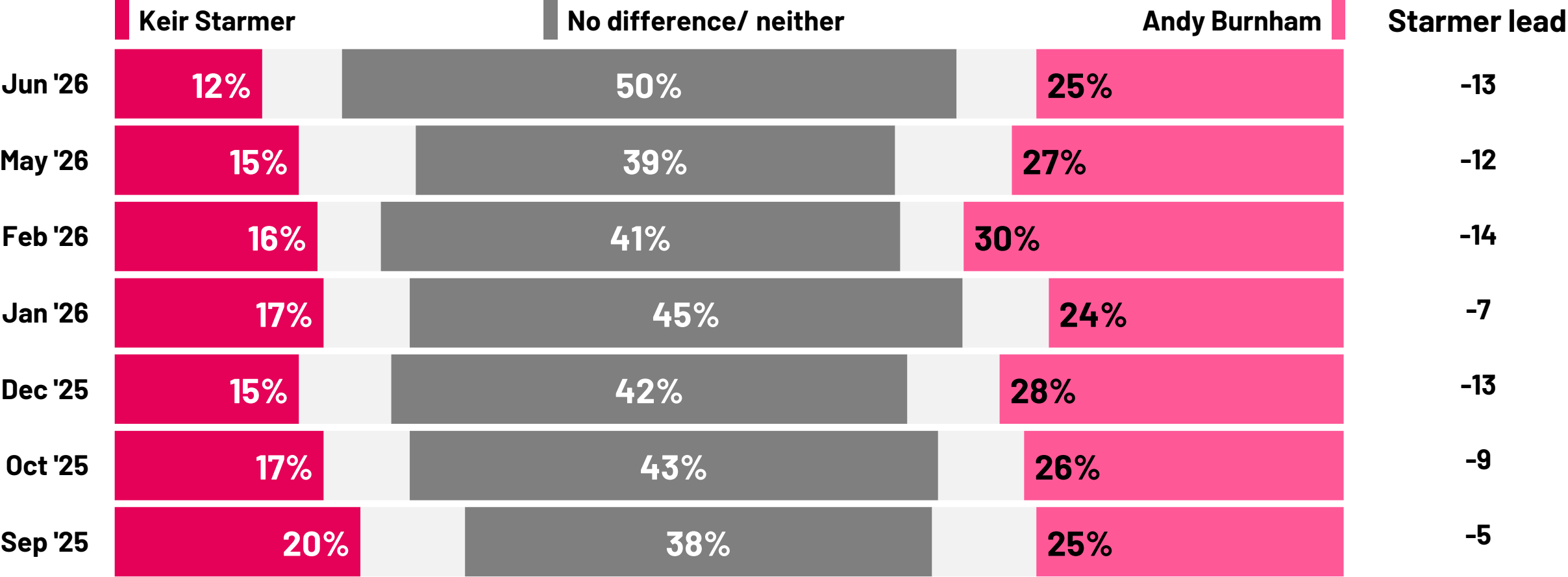
Labour +16

Base: 2,247 Online British adults aged 18+, 5-9 June 2026



Britons are more likely to think Burnham would make a better Prime Minister than Starmer. But half think there would be no difference or want neither – up 11 points from May

Which of the following, if either, do you think would make a better Prime Minister?



Base: 2,247 Online British adults aged 18+, 5-9 June 2026





June 2026
Political Pulse

For more information

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