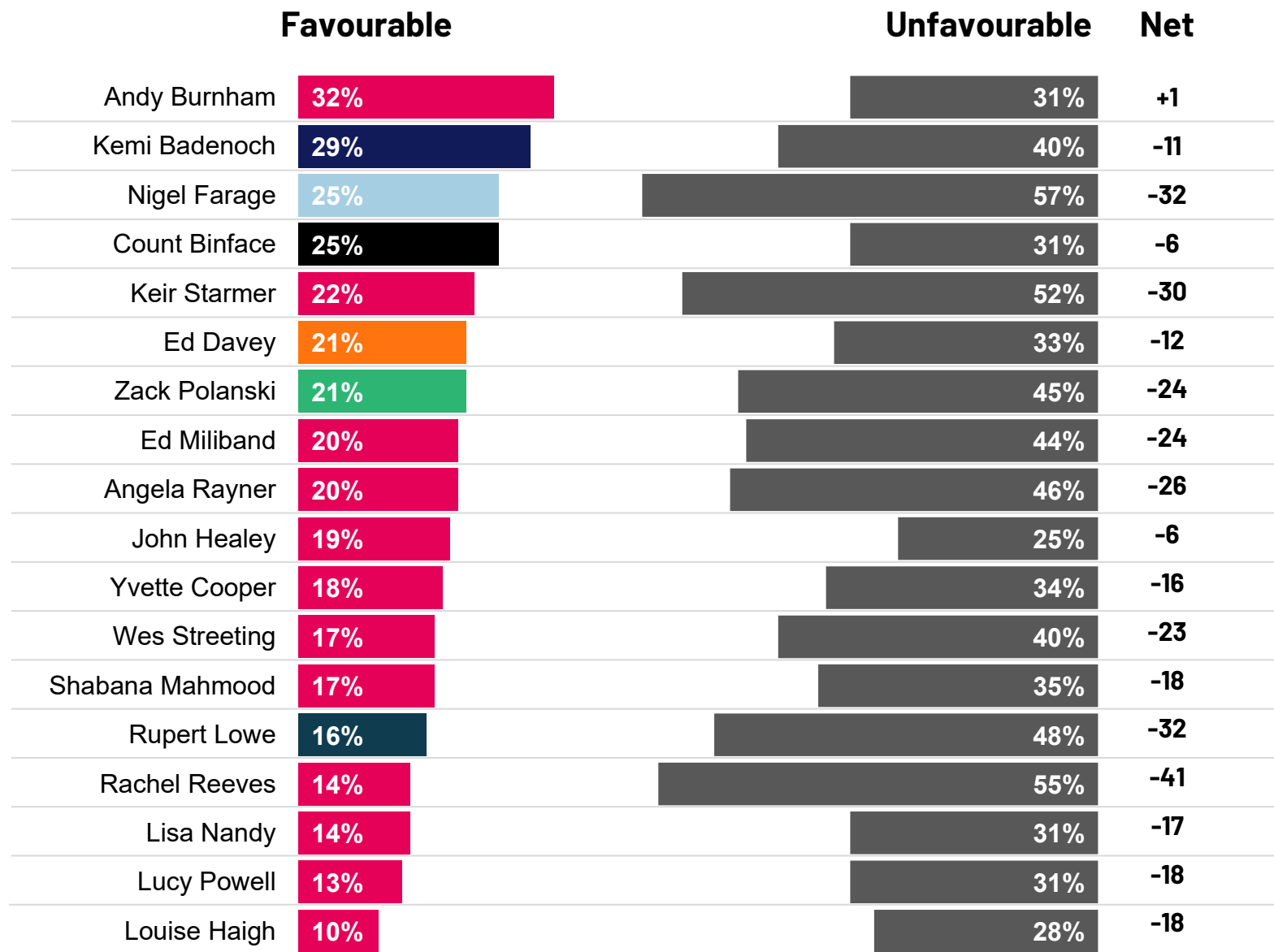


Ipsos Political Pulse

July 2026

Favourability towards politicians

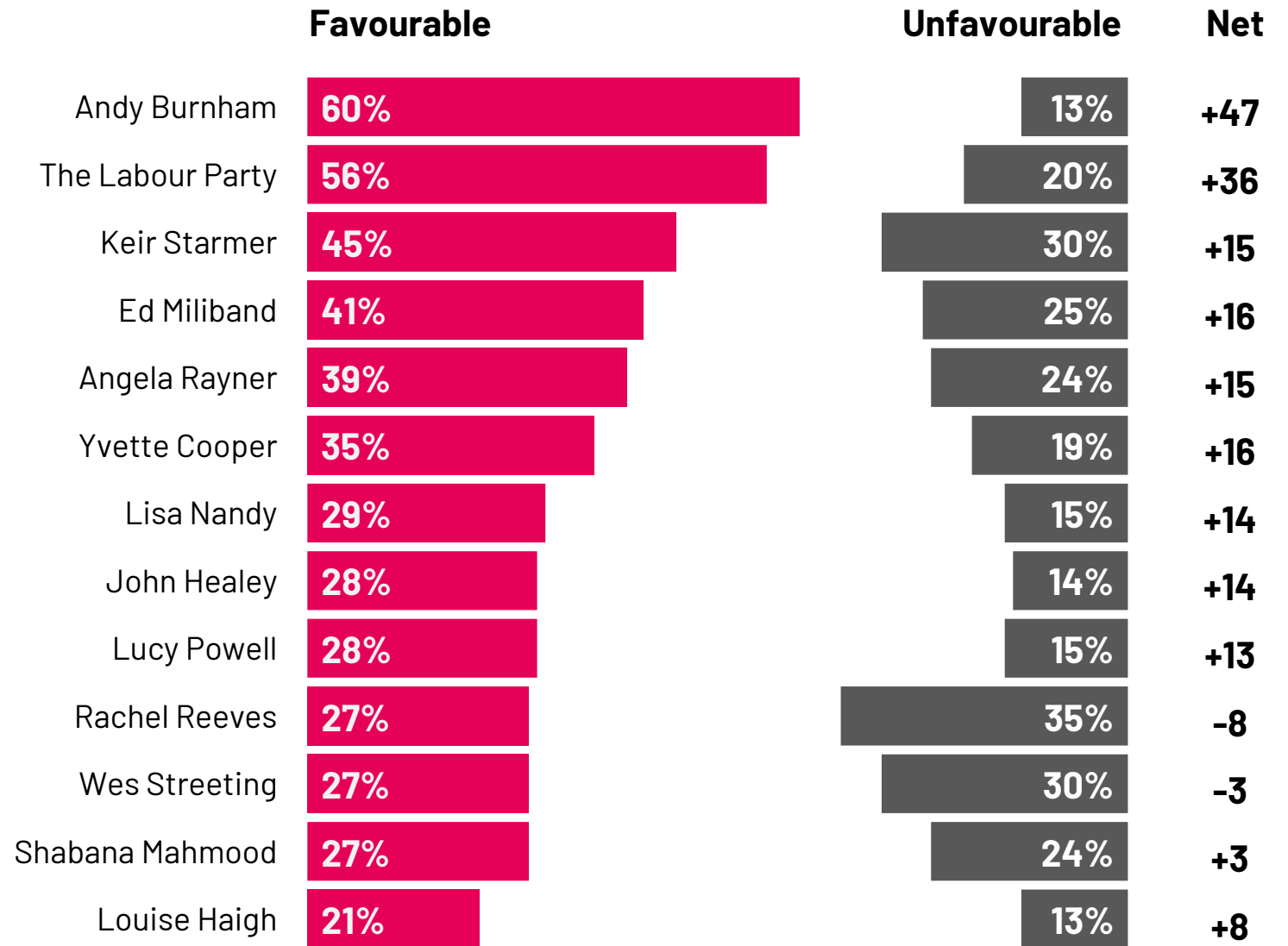
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties?



Base: 2,255 Online British adults aged 18+, 17-22 July 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?

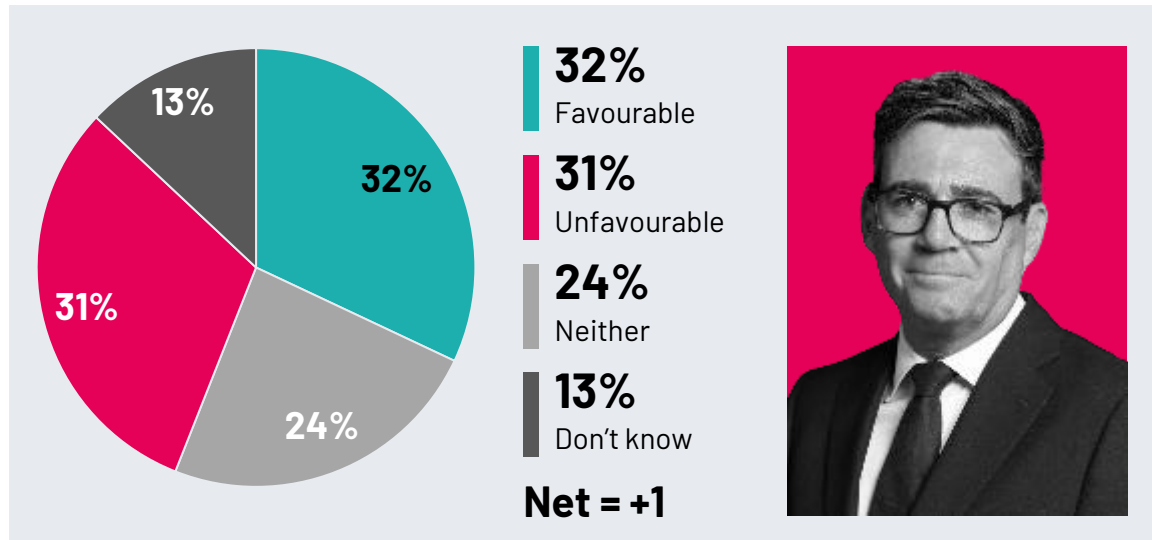


Base: 695 Online British adults aged 18+ who voted for Labour at the 2024 General Election, 17-22 July 2026

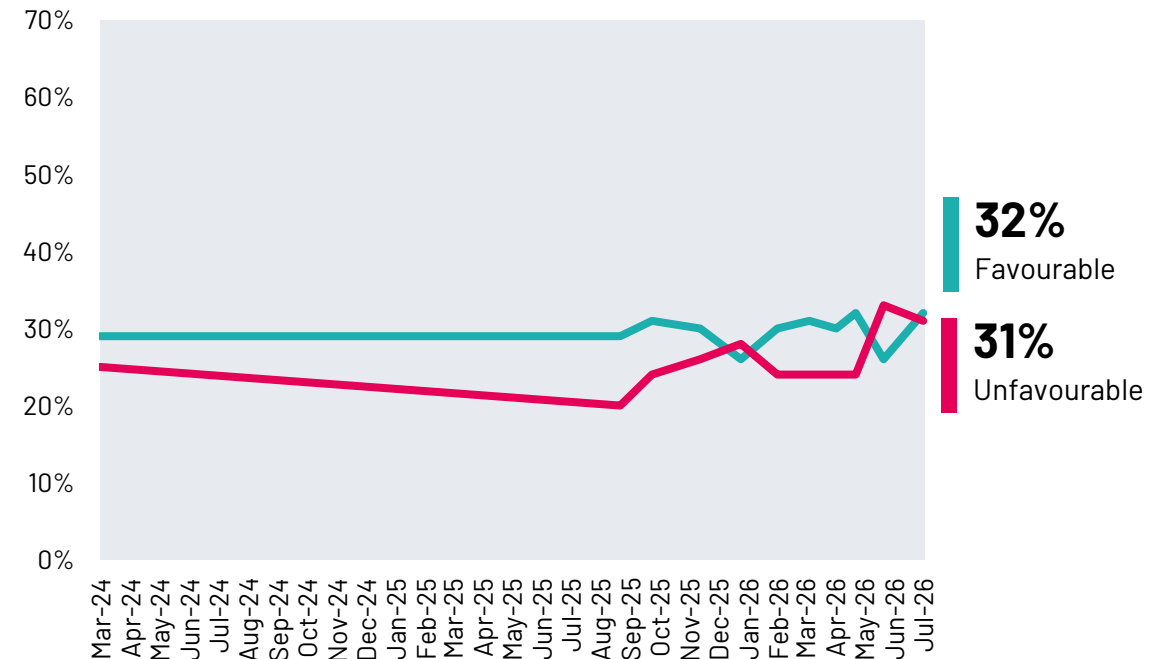
Andy Burnham: Favourability

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

July 2026



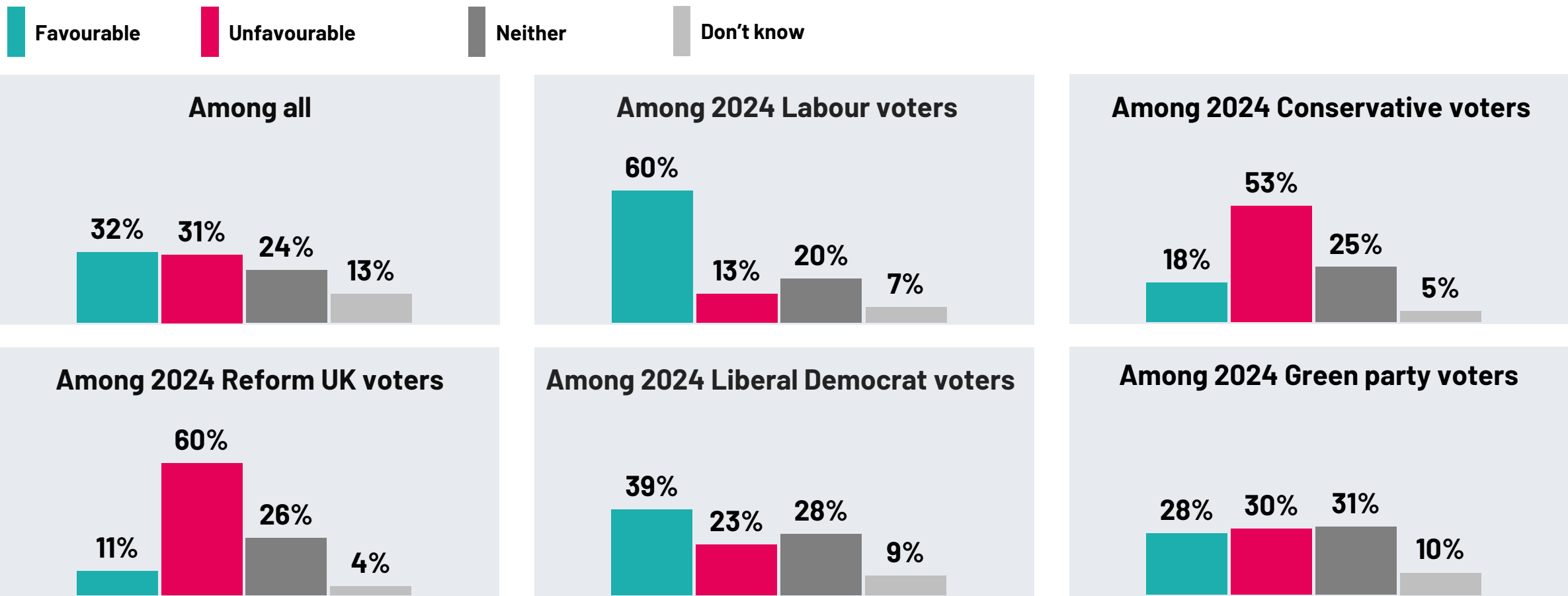
April 2024 – July 2026



Base: 2,255 Online British adults aged 18+, 17-22 July 2026

Andy Burnham: Favourability ratings by GE2024 vote

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

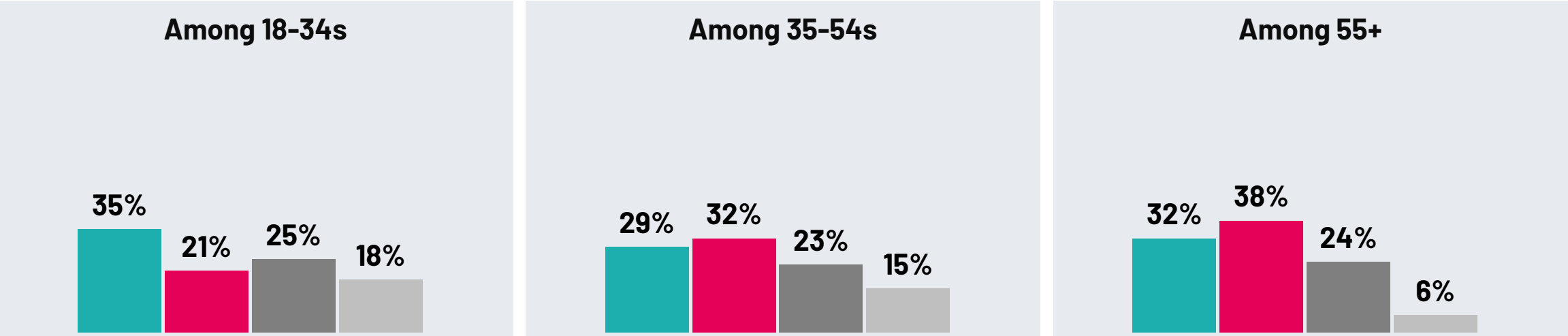


Base: 2,255 Online British adults aged 18+, including (695) 2024 Labour voters, (353) 2024 Conservative voters, (219) 2024 Reform UK voters, (171) 2024 Liberal Democrats voters, (129) Green party voters 17-22 July 2026



Andy Burnham: Favourability ratings by age

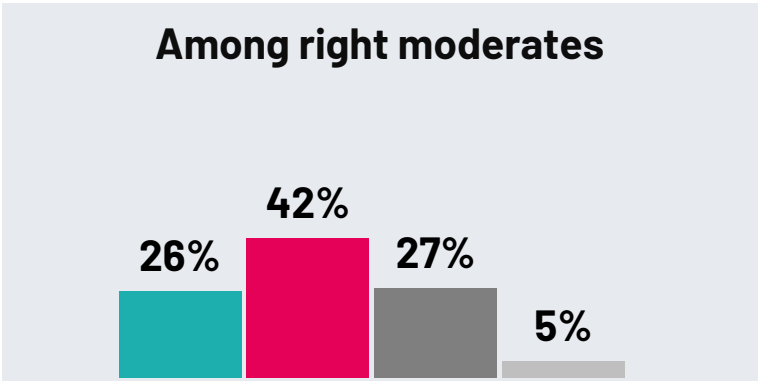
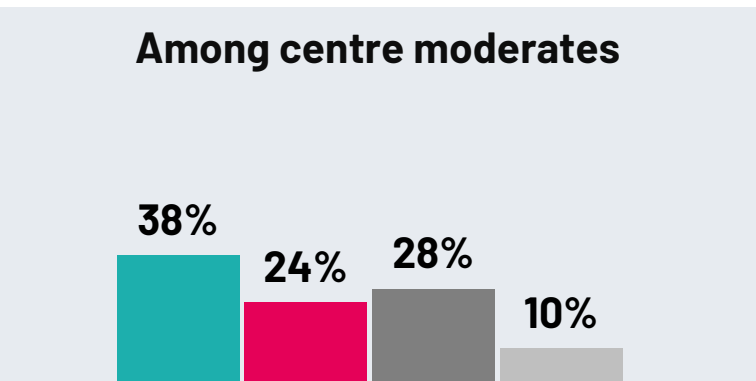
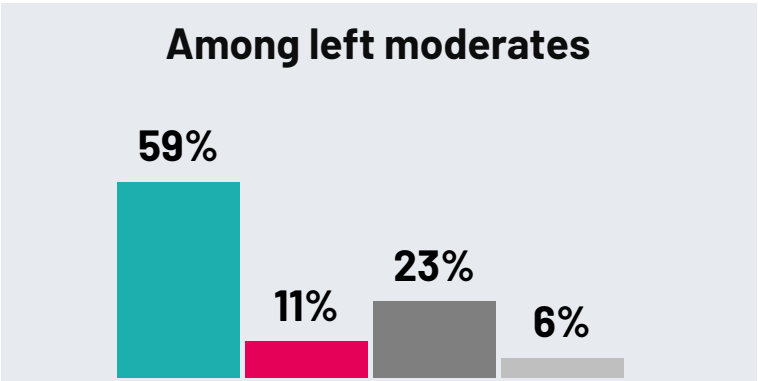
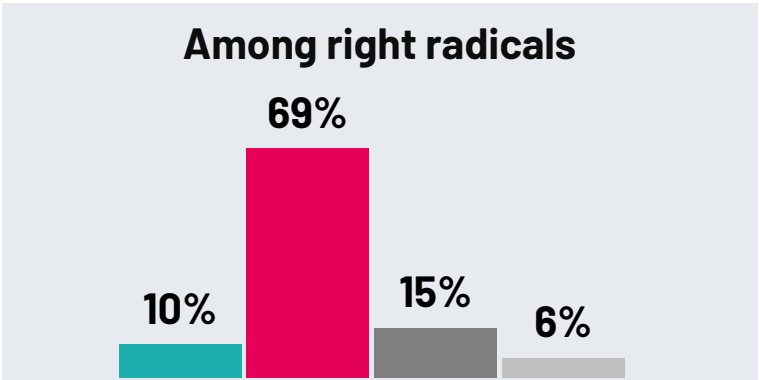
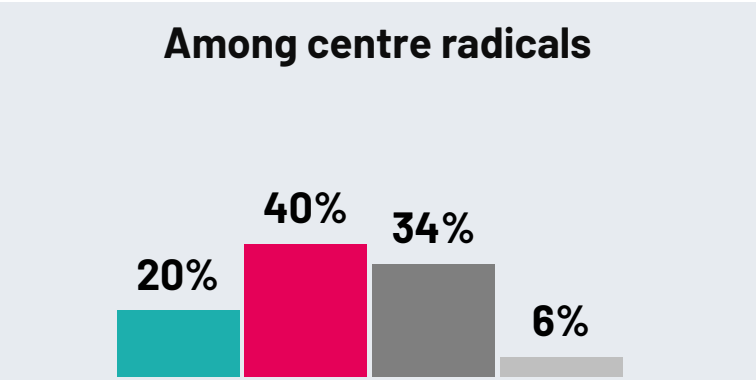
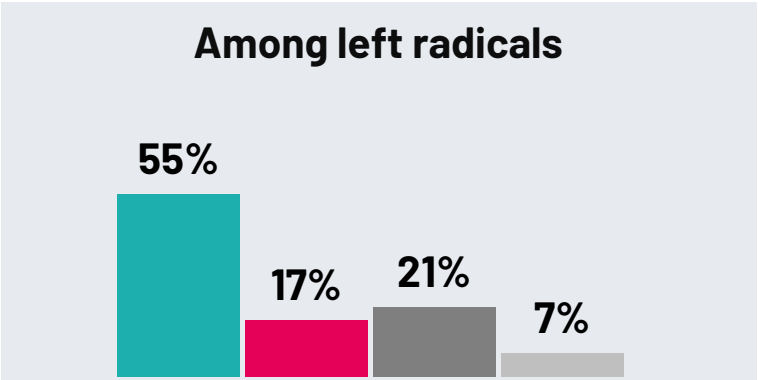
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Andy Burnham



Base: 2,255 Online British adults aged 18+, including (657) 18-34s, (776) 35-54s, and (822) 55+, 17-22 July 2026

Andy Burnham: Favourability ratings by typology

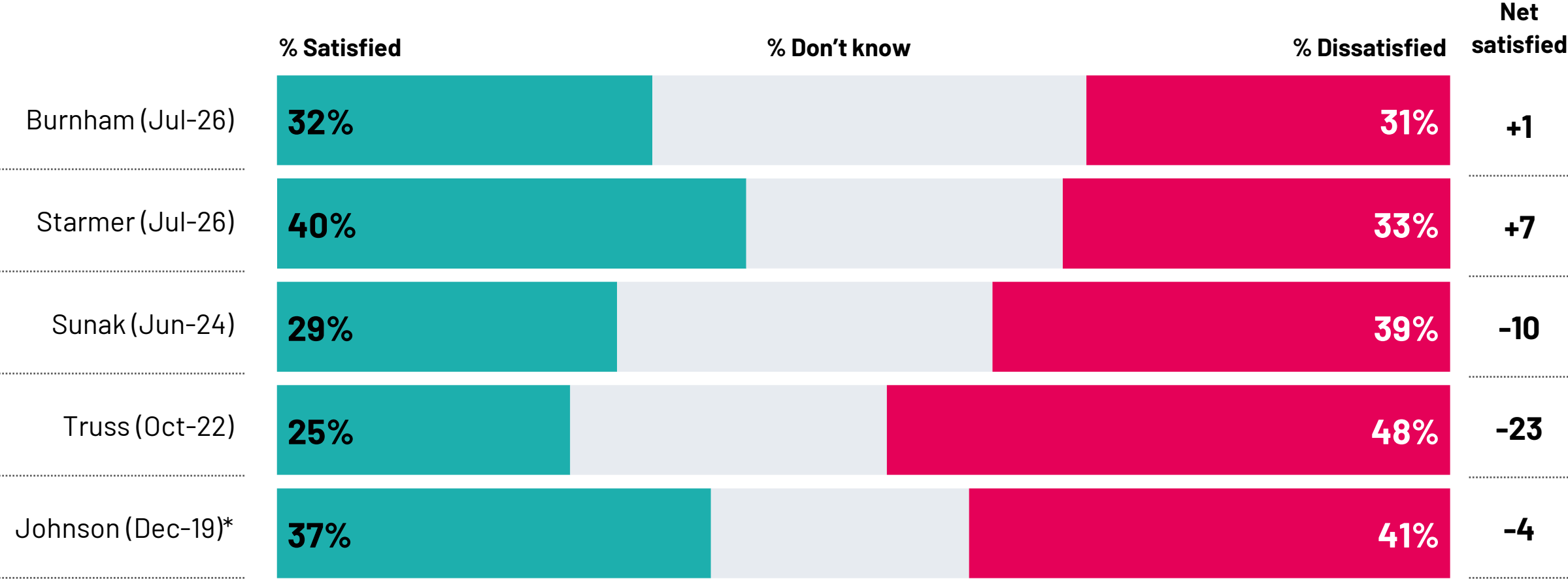
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Andy Burnham



Base: 2,255 Online British adults aged 18+, including (268) left radicals, (407) left moderates, (203) centre radicals, (283) centre moderates, (293) right radicals, and (210) right moderates 17-22 July 2026

Favourability towards Prime Minister: First rating as Prime Minister

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



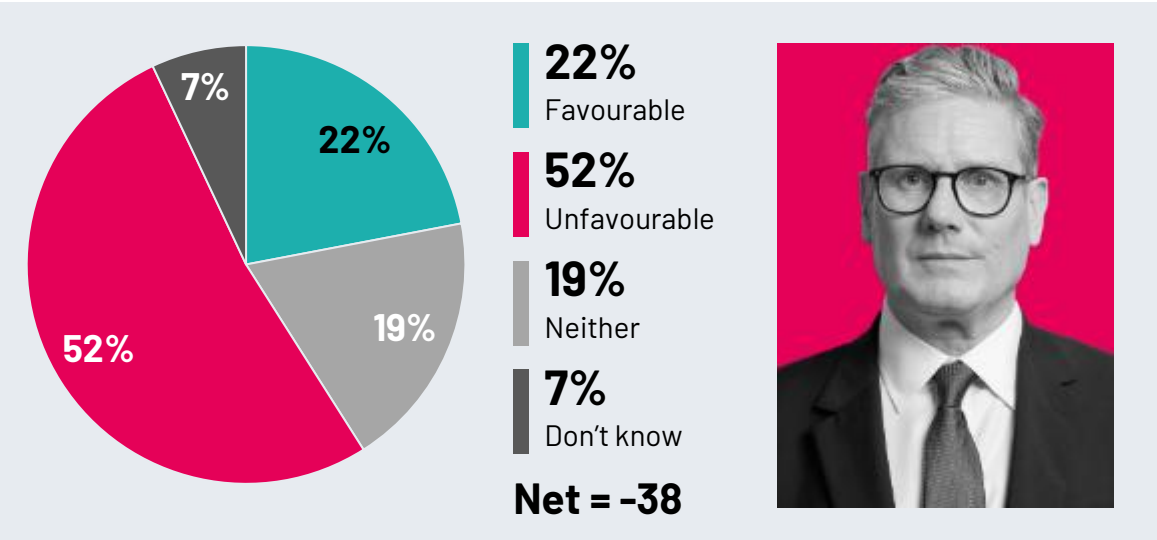
Base: 2,255 Online British adults aged 18+, 17-22 July 2026. C. 1,000 British adults per month

* Rating for Boris Johnson is taken from the first rating after the 2019 General Election

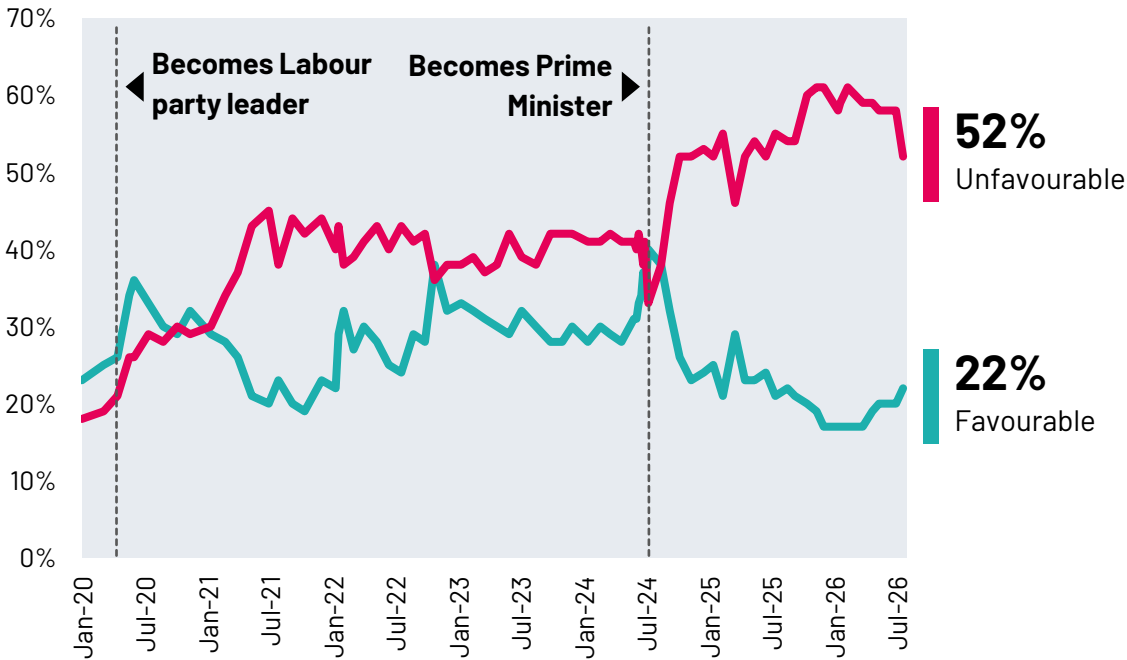
Keir Starmer: Favourability

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

July 2026



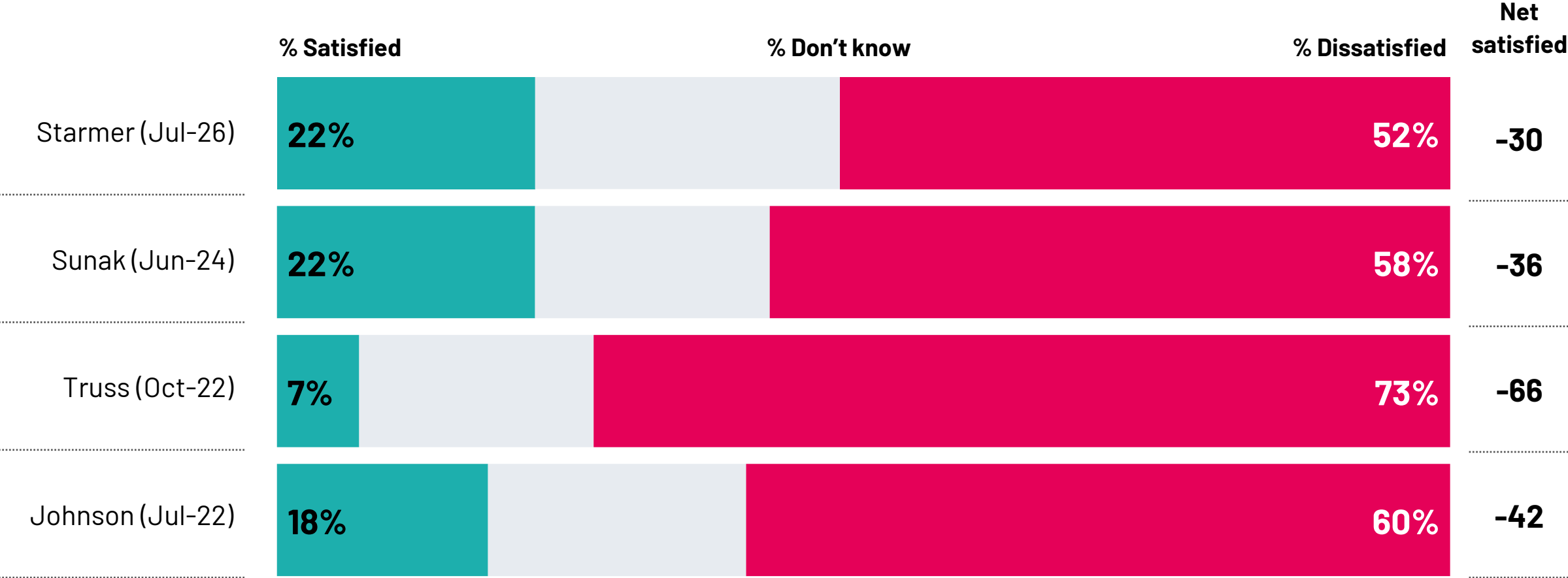
January 2020 – July 2026



Base: 2,255 Online British adults aged 18+, 17-22 July 2026

Favourability towards Prime Minister: Last rating in office

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



Base: 2,255 Online British adults aged 18+, 17-22 July 2026

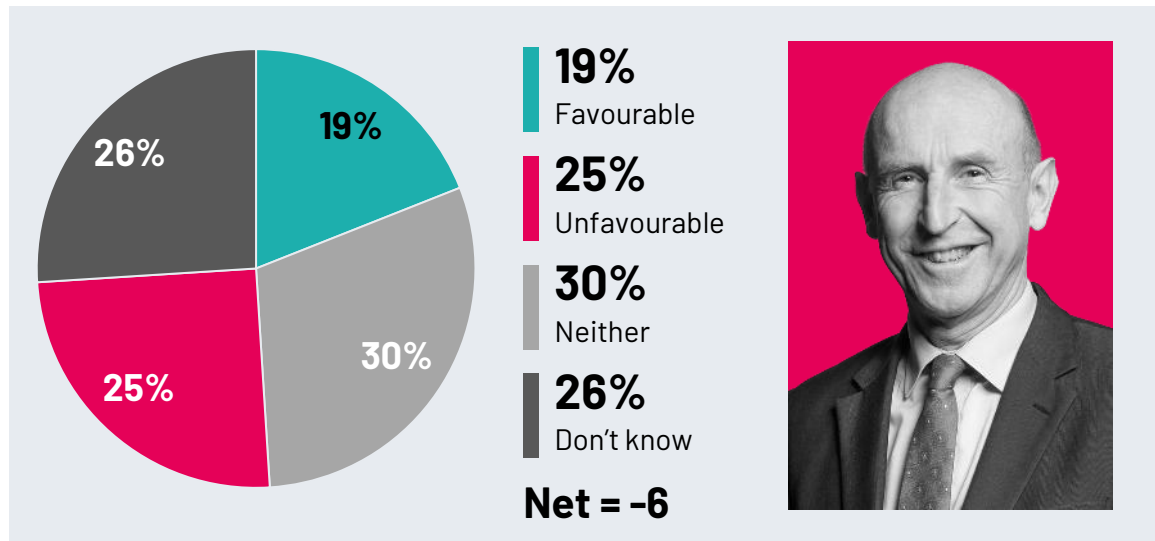
C. 1,000 British adults per month



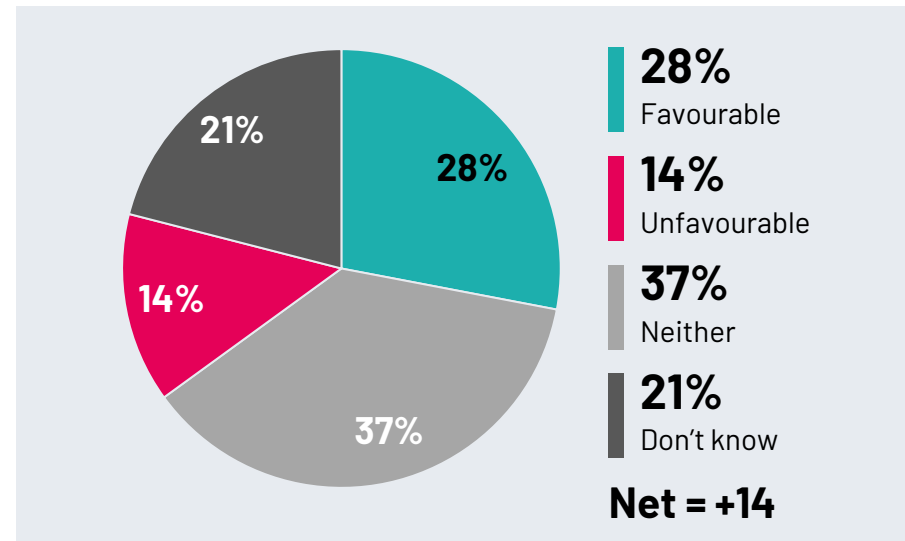
John Healey: Favourability

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

Among all



Among Labour voters

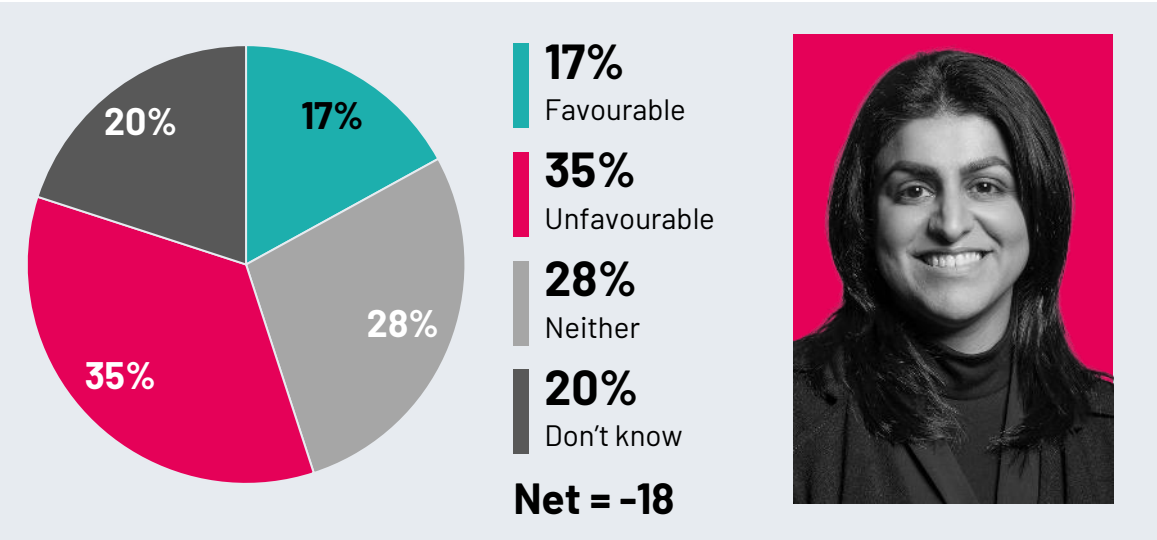


Base: 2,255 Online British adults aged 18+, 17-22 July 2026

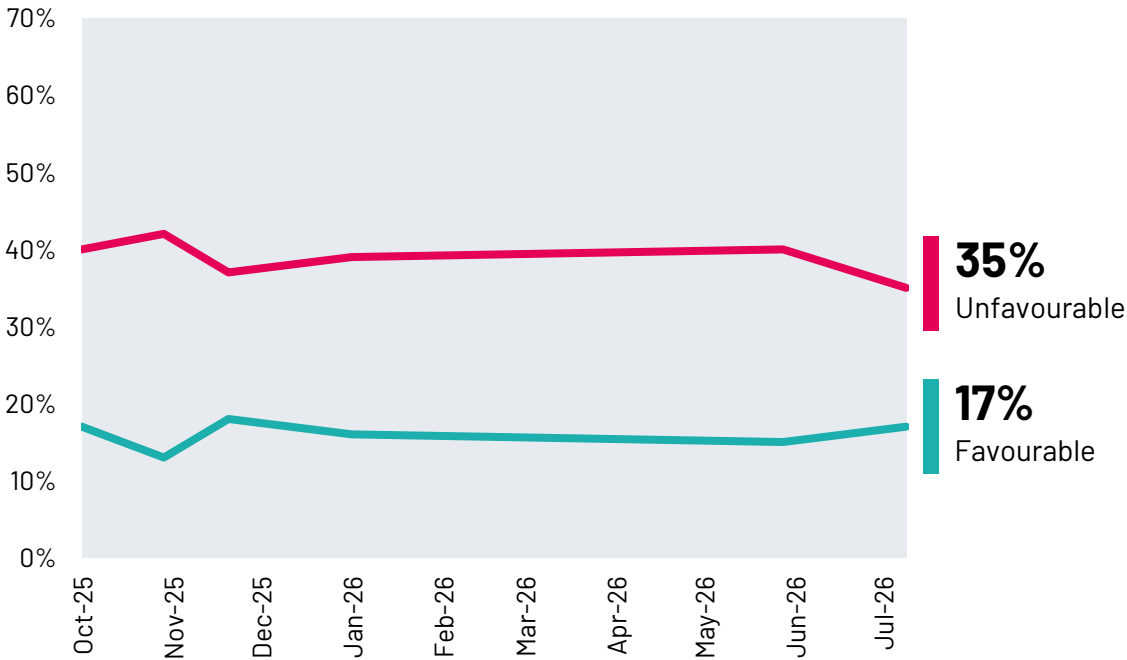
Shabana Mahmood: Favourability

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

July 2026



May 2025 – July 2026

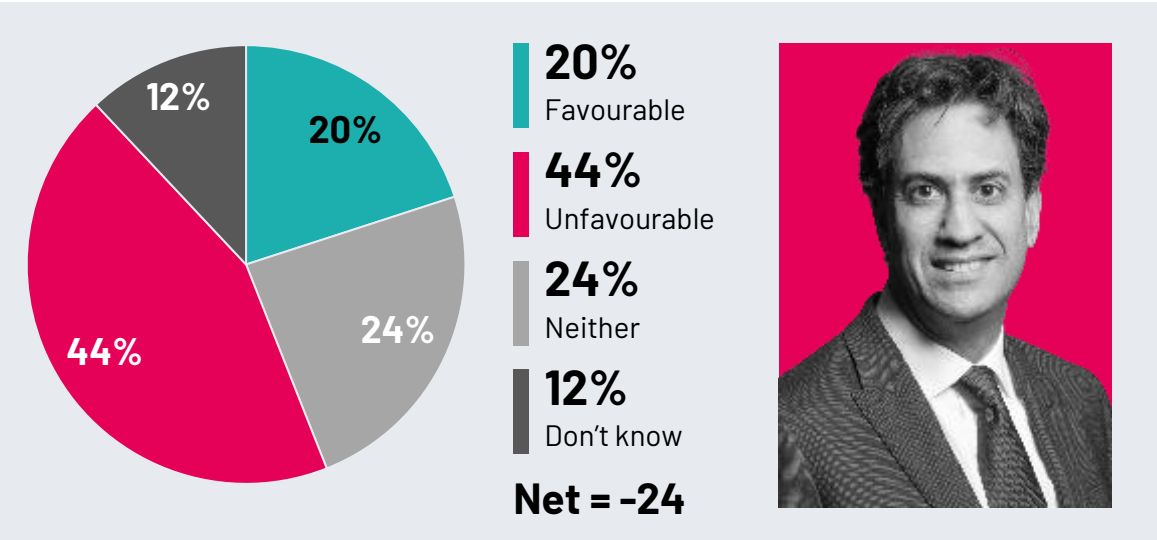


Base: 2,255 Online British adults aged 18+, 17-22 July 2026

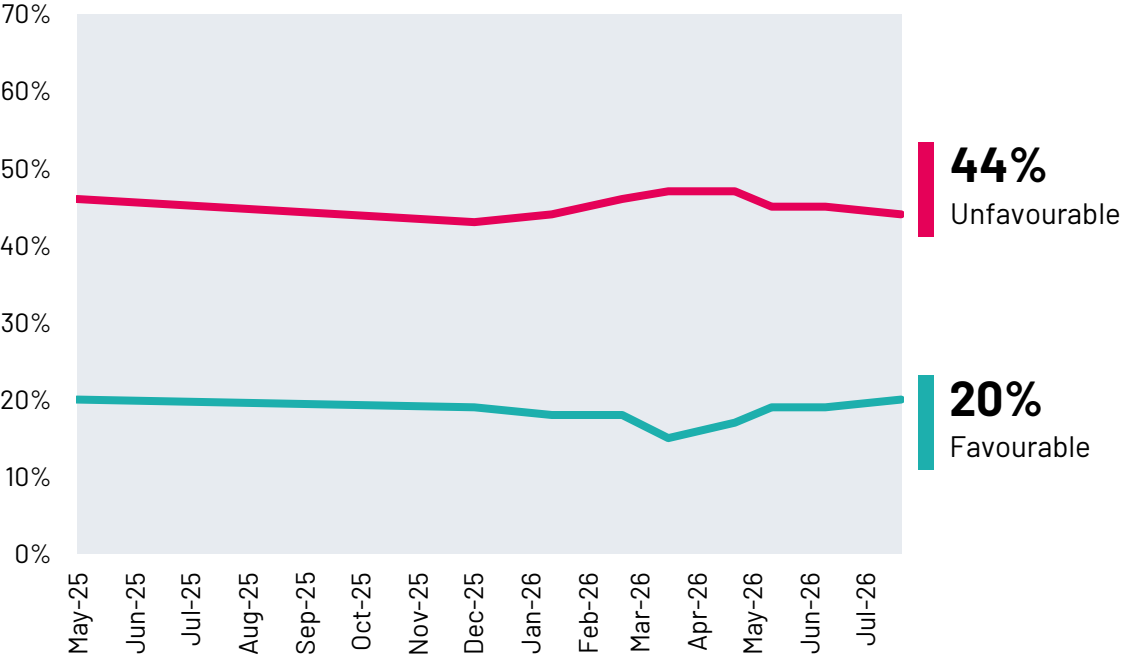
Ed Miliband: Favourability

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

July 2026



May 2025 – July 2026

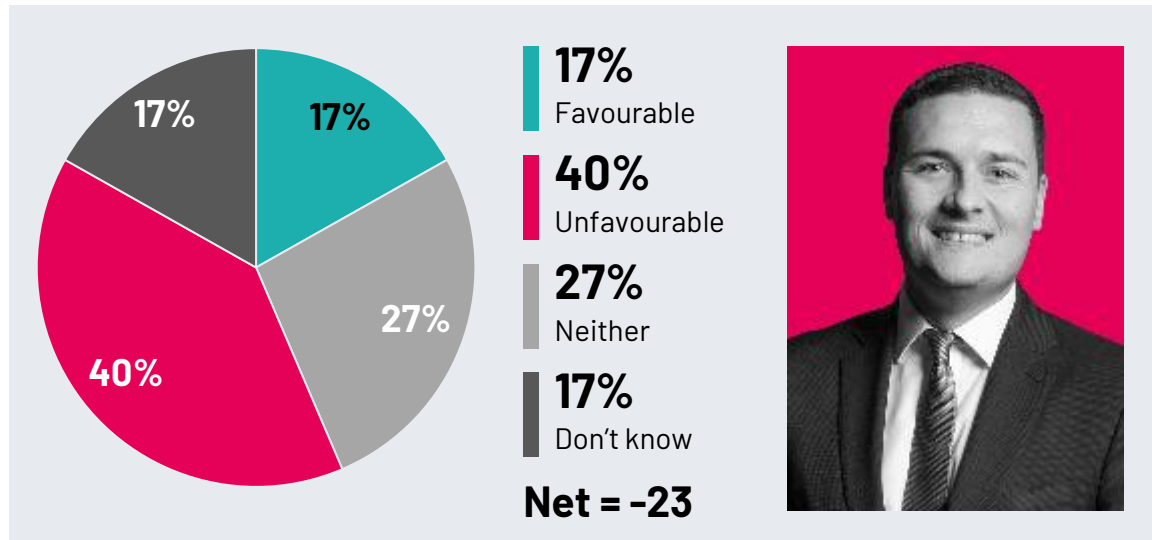


Base: 2,255 Online British adults aged 18+, 17-22 July 2026

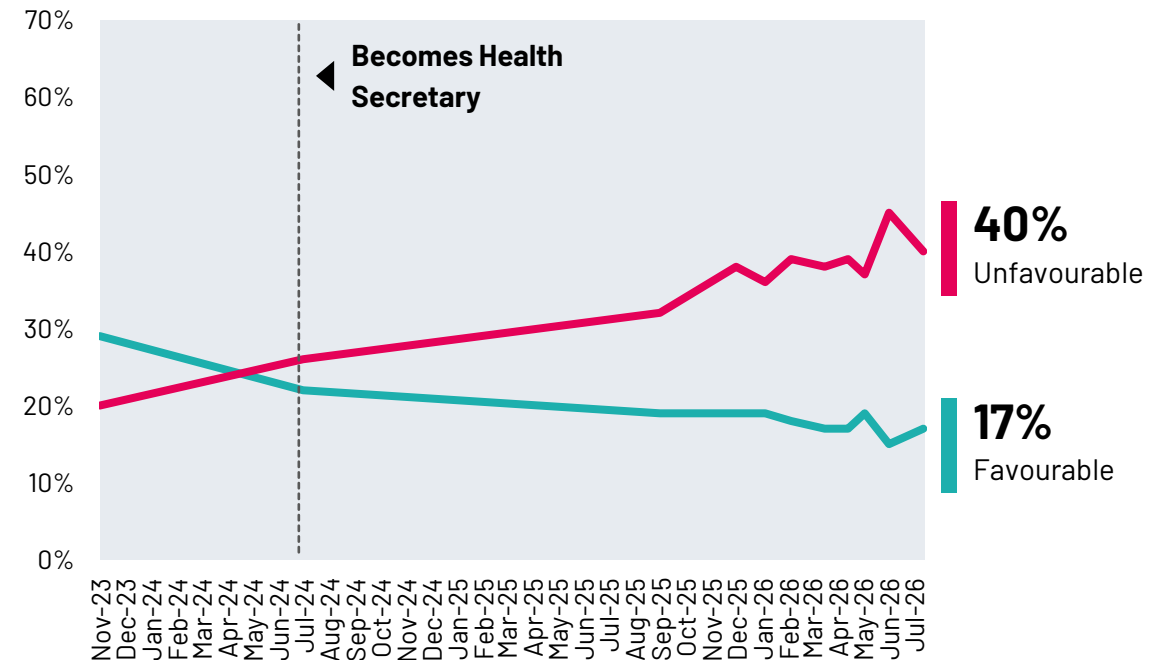
Wes Streeting: Favourability

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

July 2026



November 2023 – July 2026

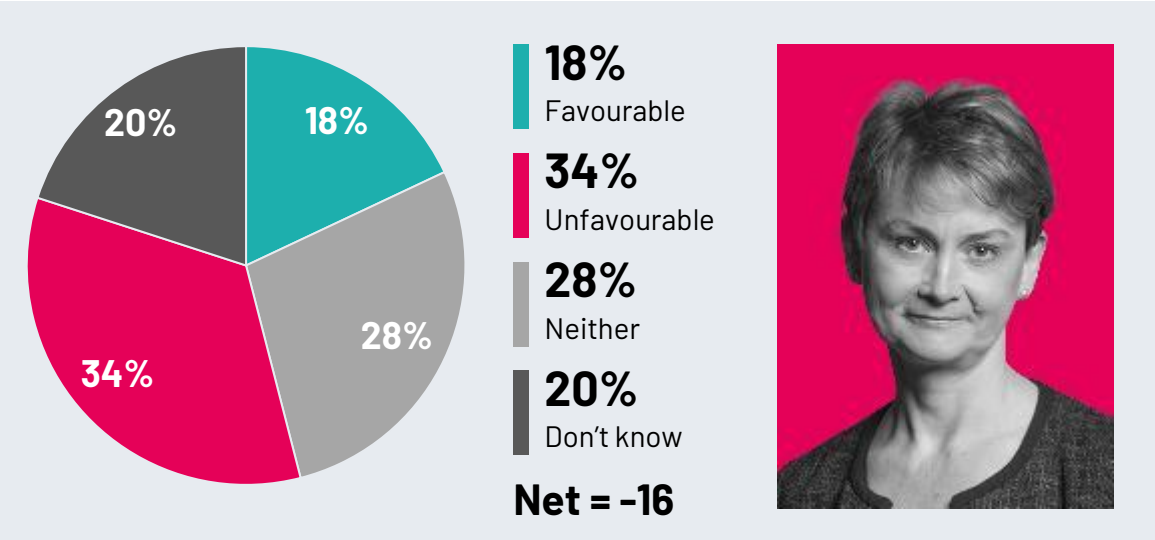


Base: 2,255 Online British adults aged 18+, 17-22 July 2026

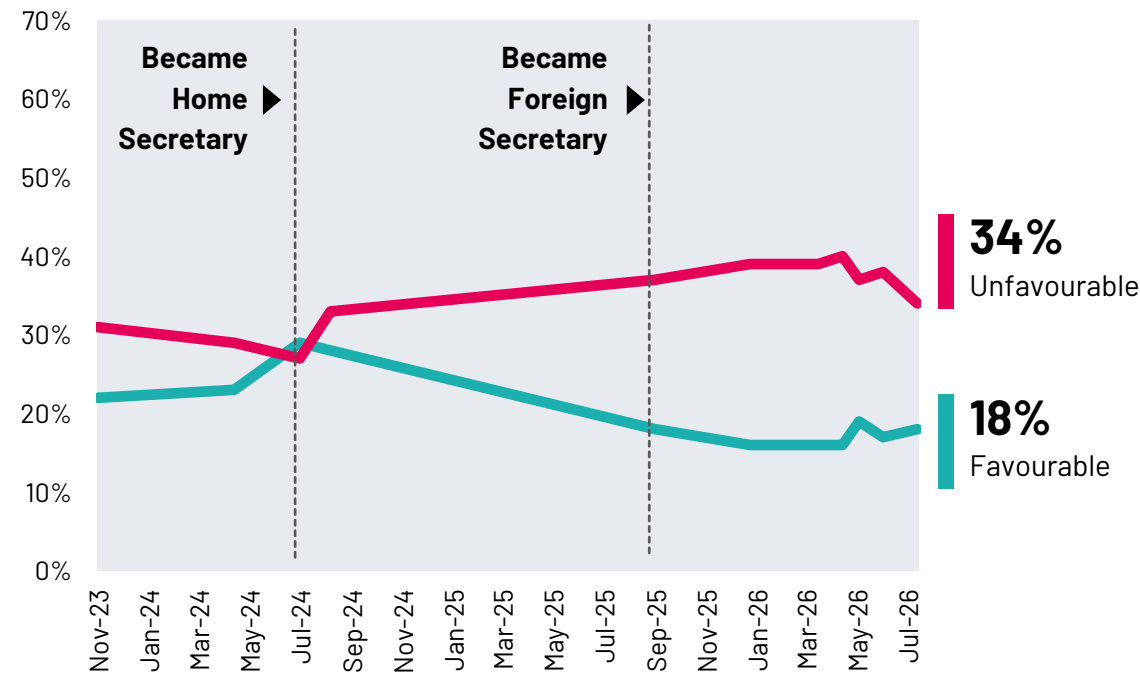
Yvette Cooper: Favourability

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

July 2026



November 2023 – July 2026

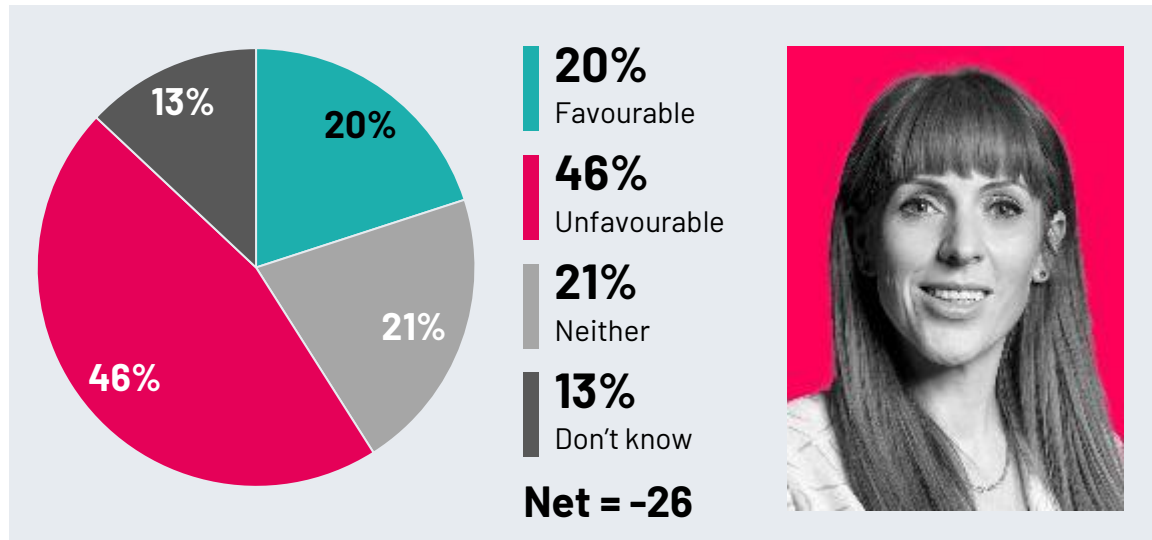


Base: 2,255 Online British adults aged 18+, 17-22 July 2026

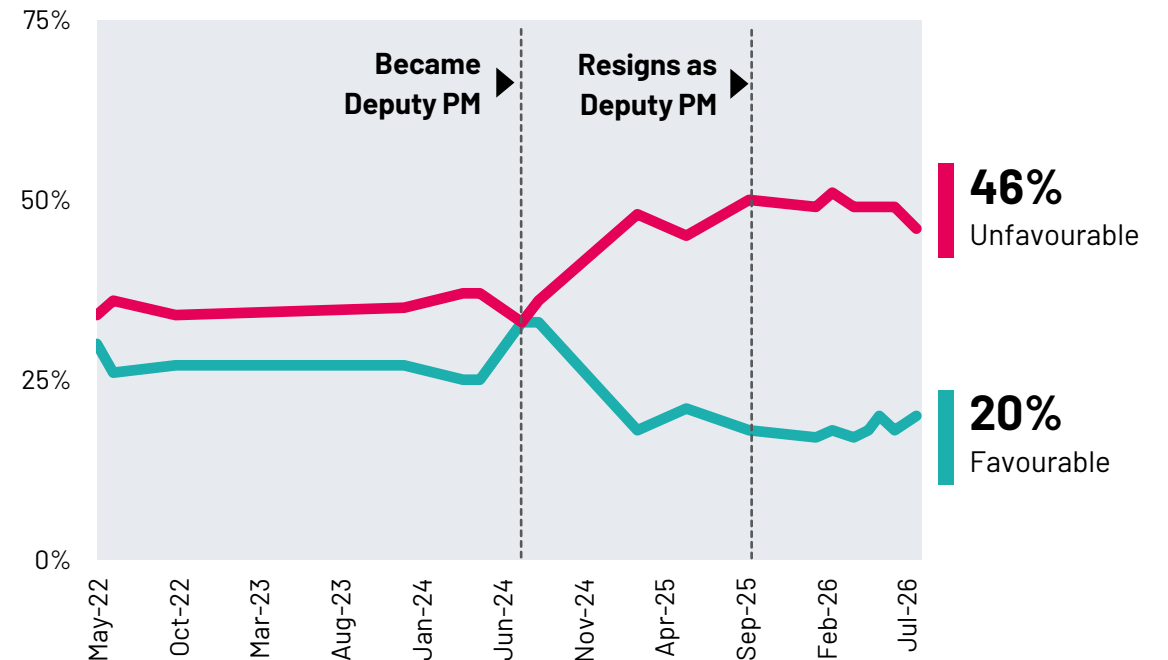
Angela Rayner: Favourability

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

July 2026



May 2022 – July 2026

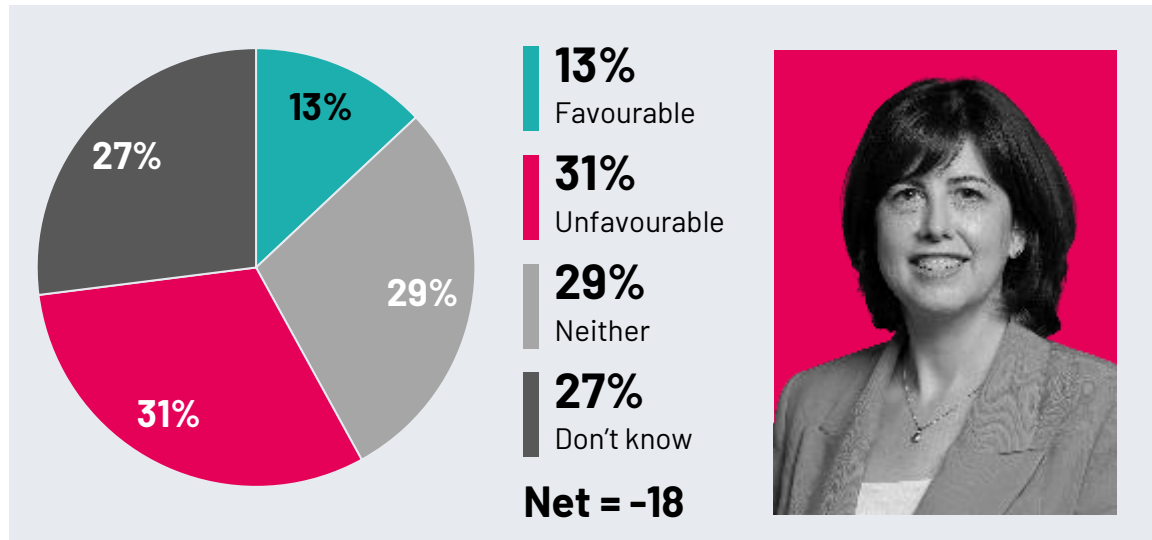


Base: 2,255 Online British adults aged 18+, 17-22 July 2026

Lucy Powell: Favourability

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

July 2026



May 2025 – July 2026

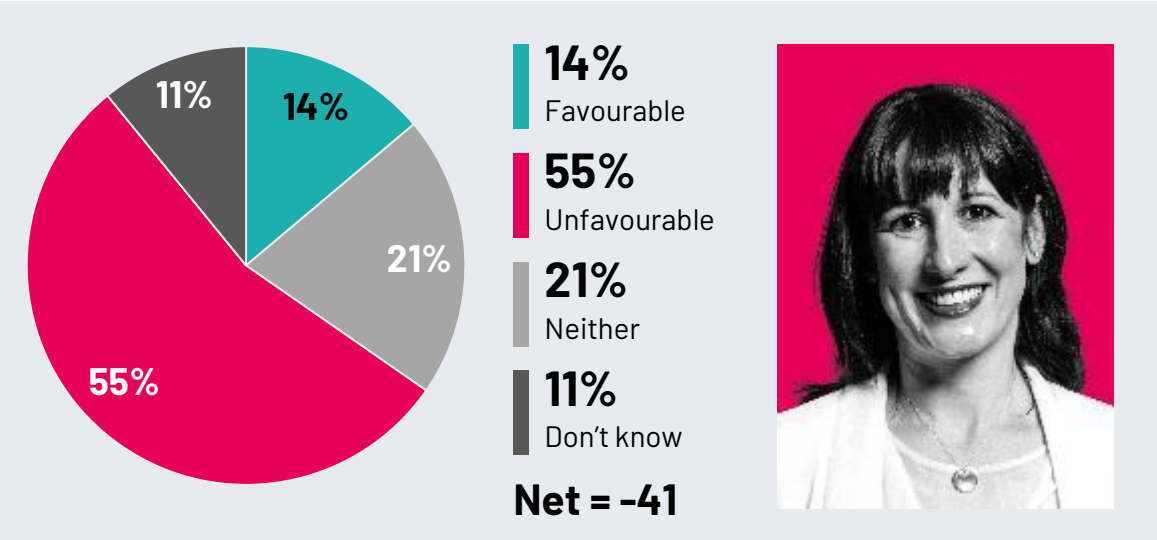


Base: 2,255 Online British adults aged 18+, 17-22 July 2026

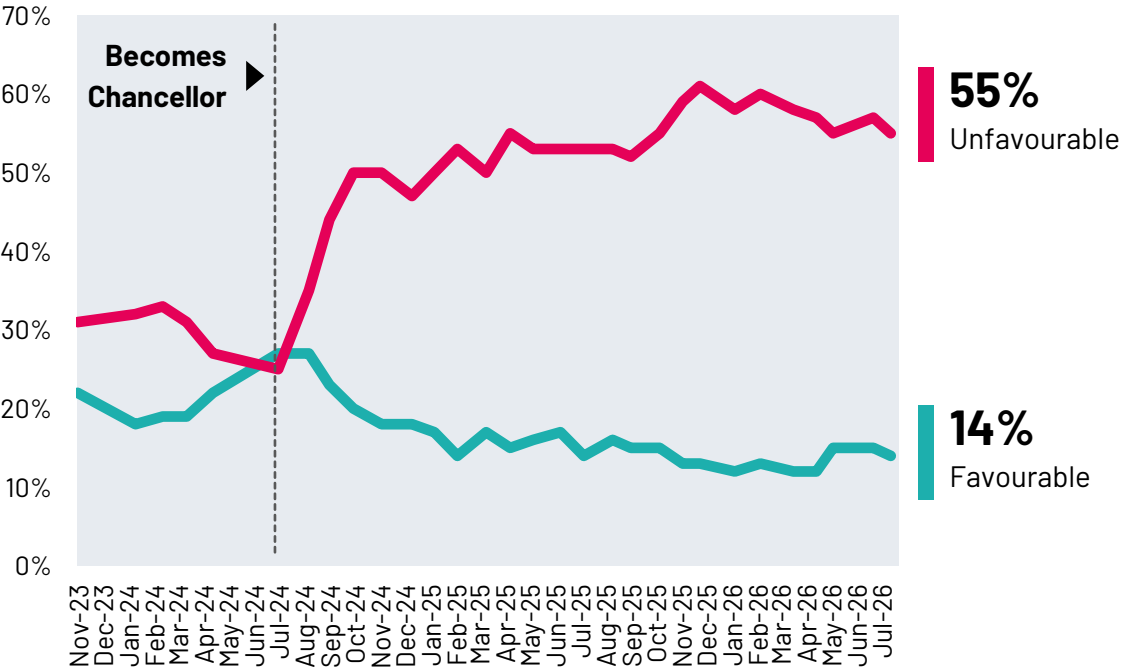
Rachel Reeves: Favourability

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

July 2026



November 2023 – July 2026

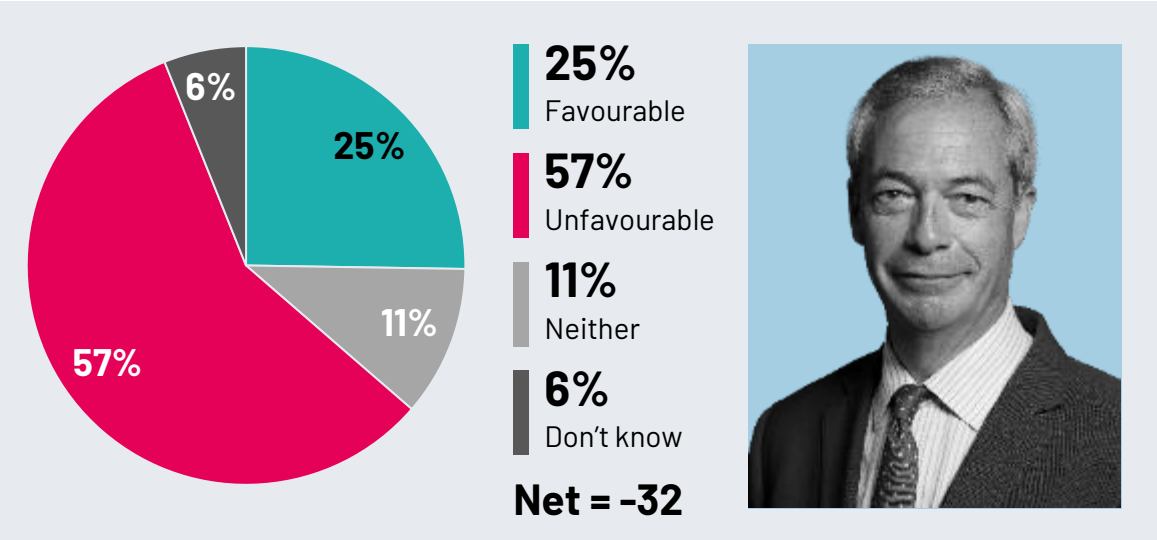


Base: 2,255 Online British adults aged 18+, 17-22 July 2026

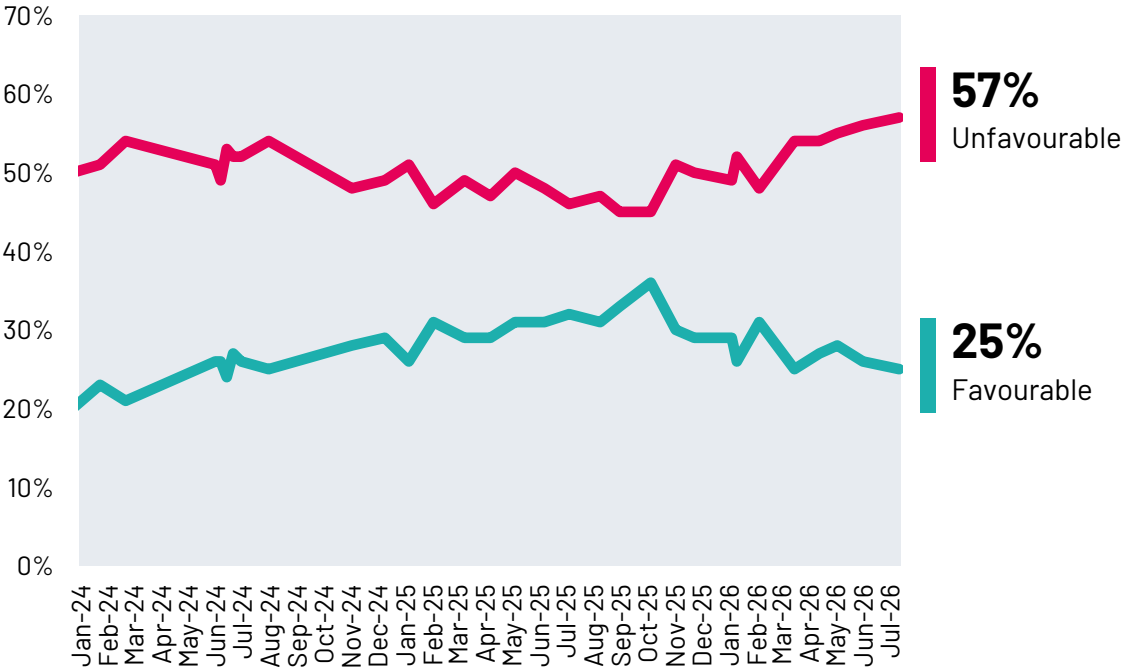
Nigel Farage: Favourability

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

July 2026



January 2024 – July 2026

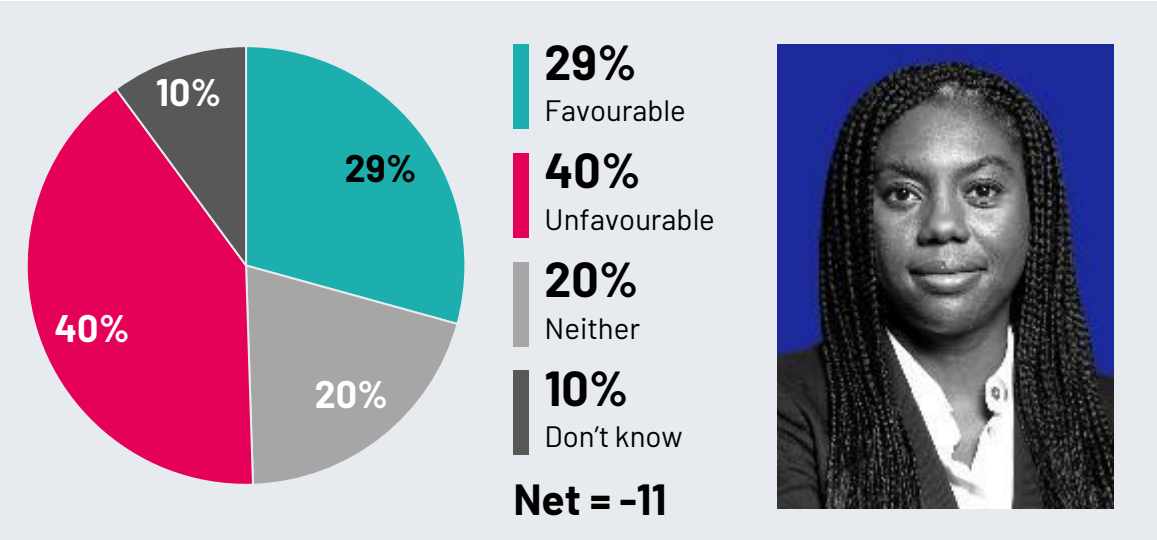


Base: 2,255 Online British adults aged 18+, 17-22 July 2026

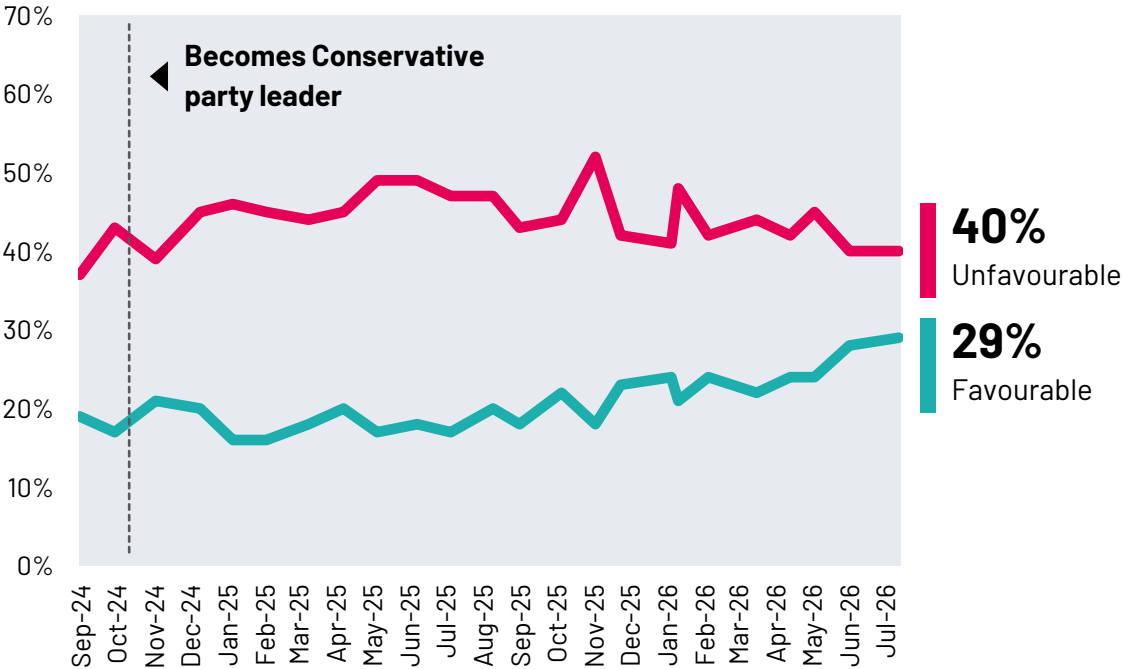
Kemi Badenoch: Favourability

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

July 2026



September 2024 – July 2026

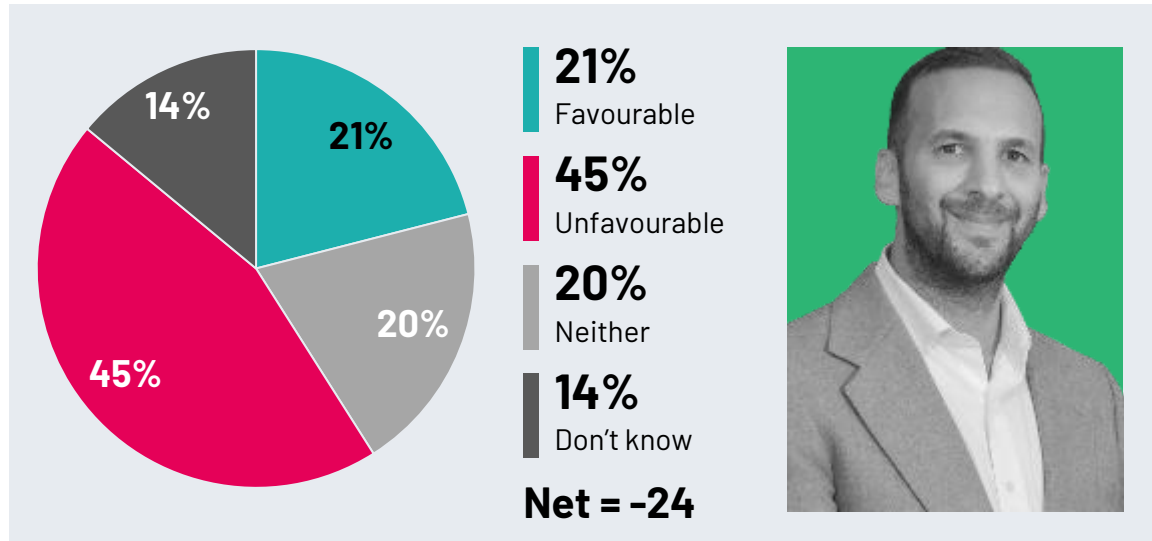


Base: 2,255 Online British adults aged 18+, 17-22 July 2026

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

July 2026



September 2025 – July 2026

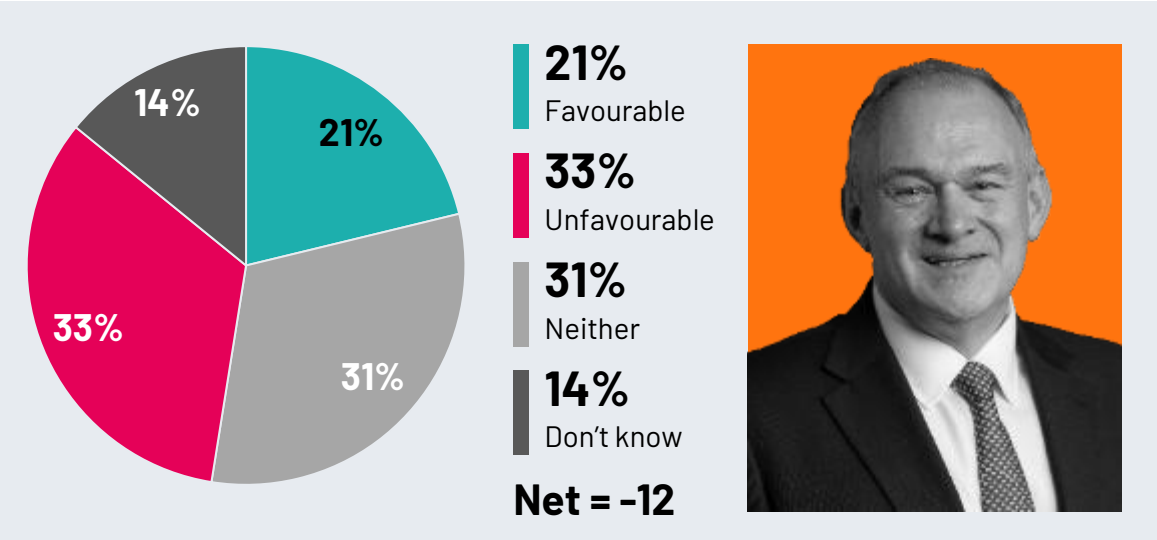


Base: 2,255 Online British adults aged 18+, 17-22 July 2026

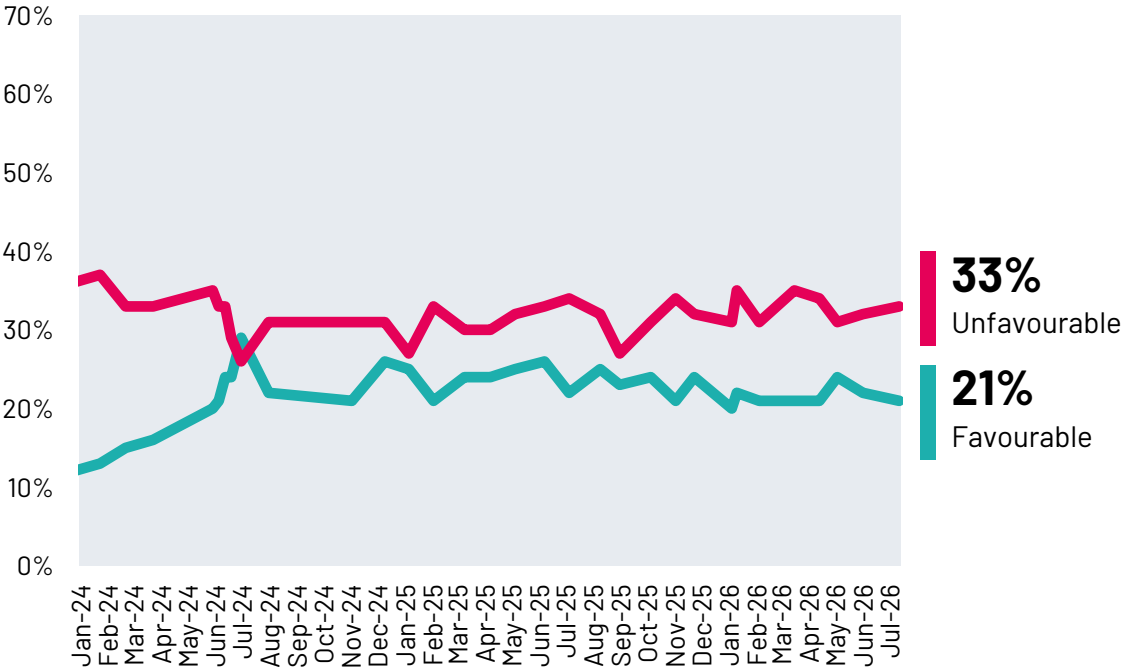
Ed Davey: Favourability

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

July 2026



January 2024 – July 2026

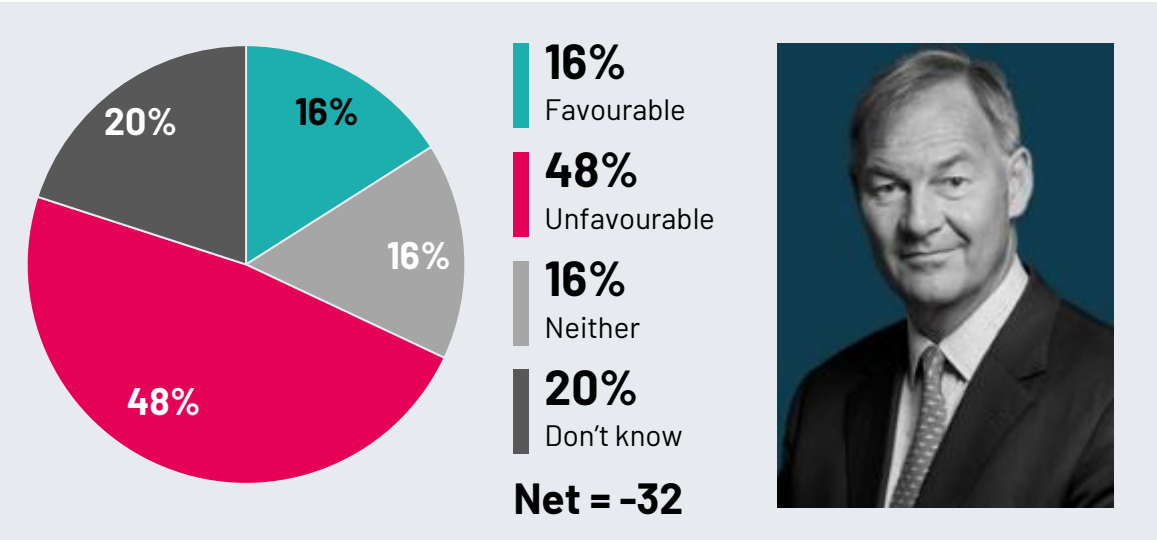


Base: 2,255 Online British adults aged 18+, 17-22 July 2026

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

July 2026



May 2025 – July 2026

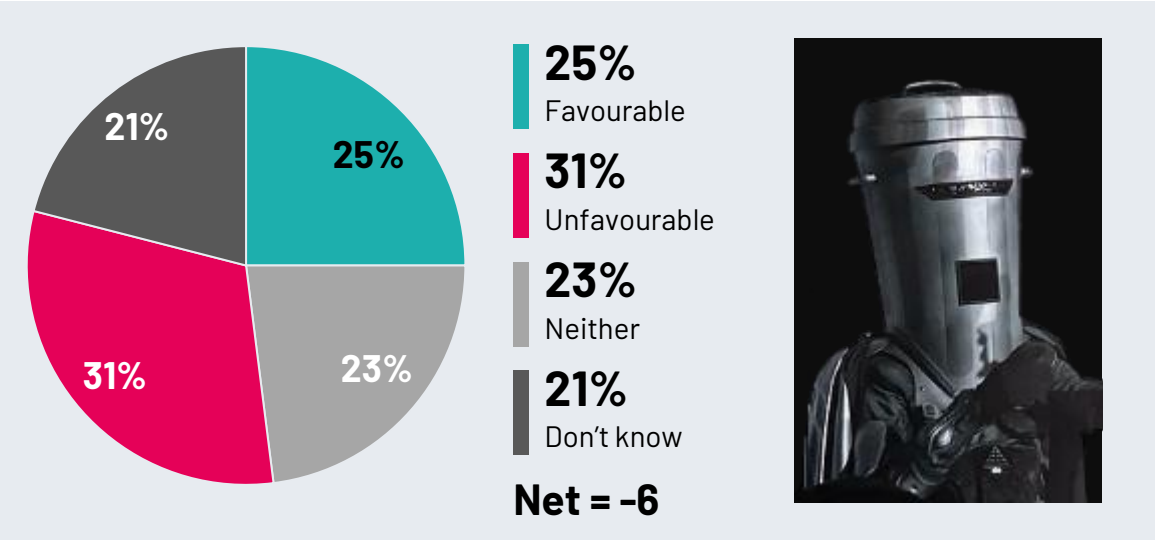


Base: 2,255 Online British adults aged 18+, 17-22 July 2026

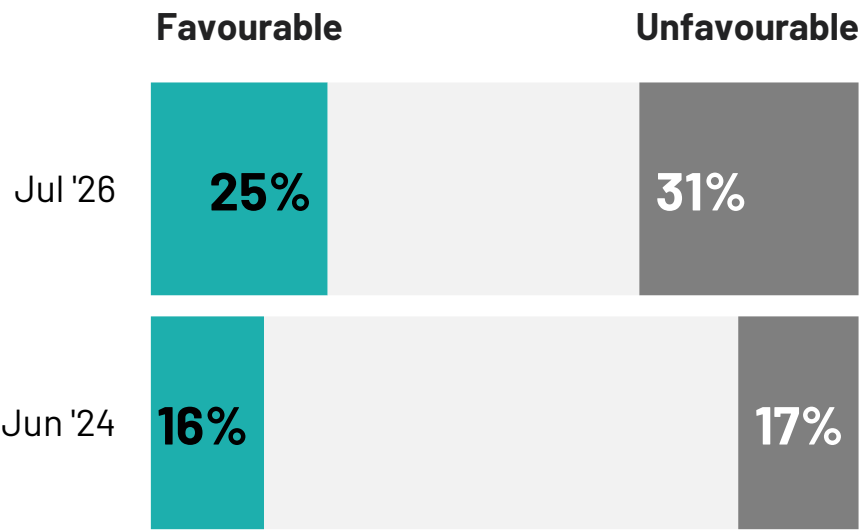
Count Binface: Favourability

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

July 2026



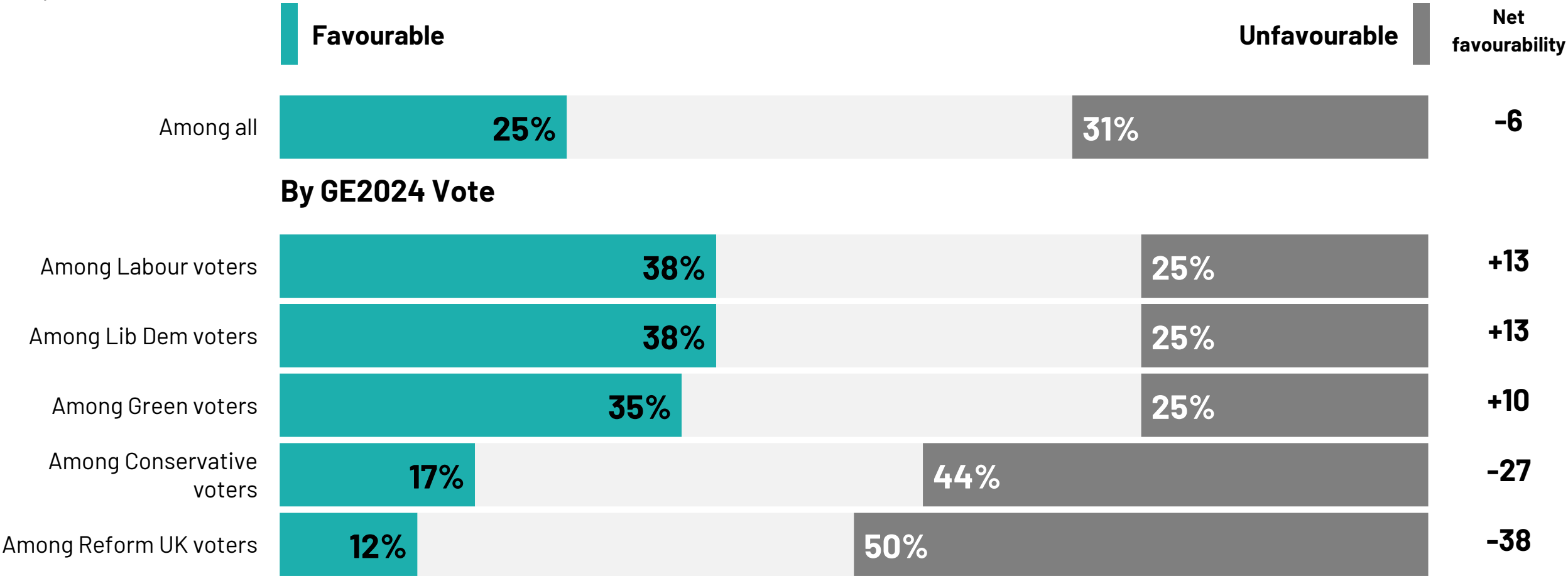
Favourability trend



Base: 2,255 Online British adults aged 18+, 17-22 July 2026

Whilst Count Binface performs well among Labour, Lib Dem and Green voters, half of Reform voters are unfavourable towards him

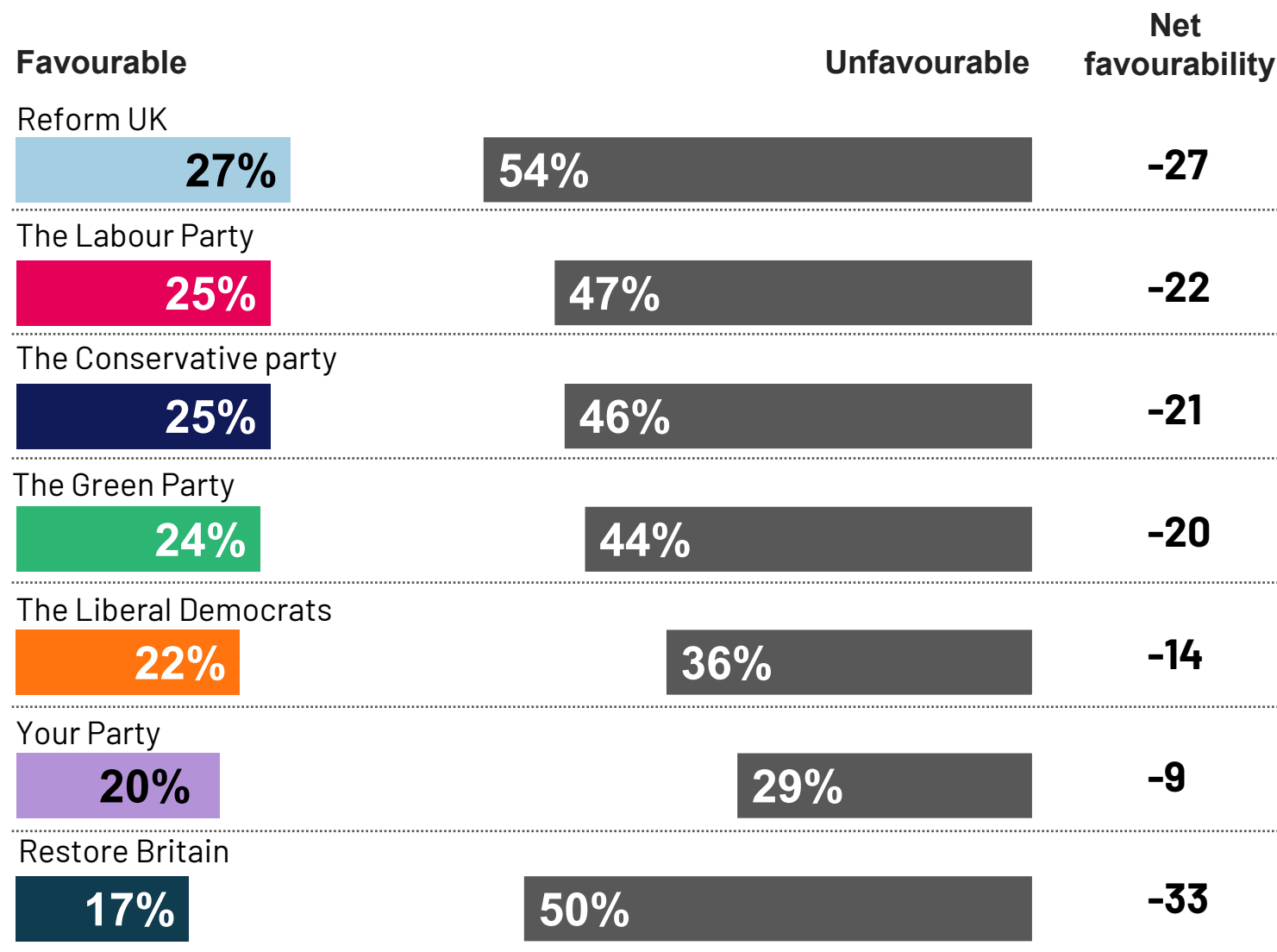
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Count Binface



Base: 2,255 Online British adults aged 18+, 17-22 July 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?

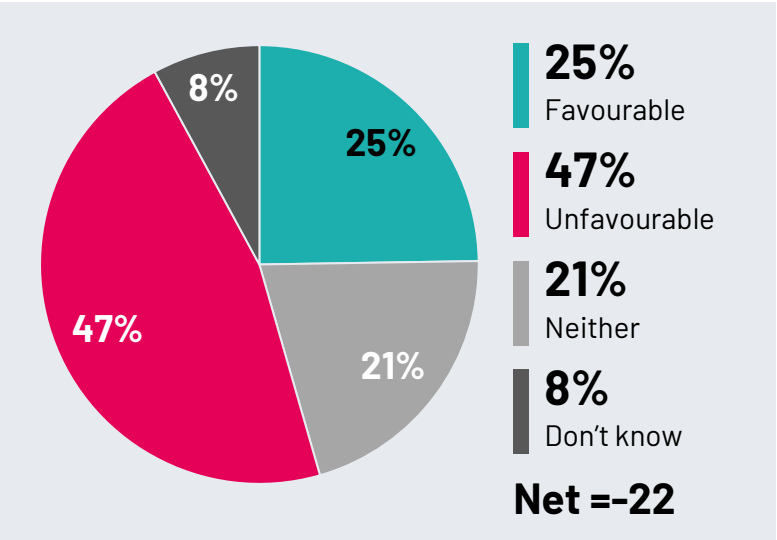


Base: 2,255 Online British adults aged 18+, 17-22 July 2026

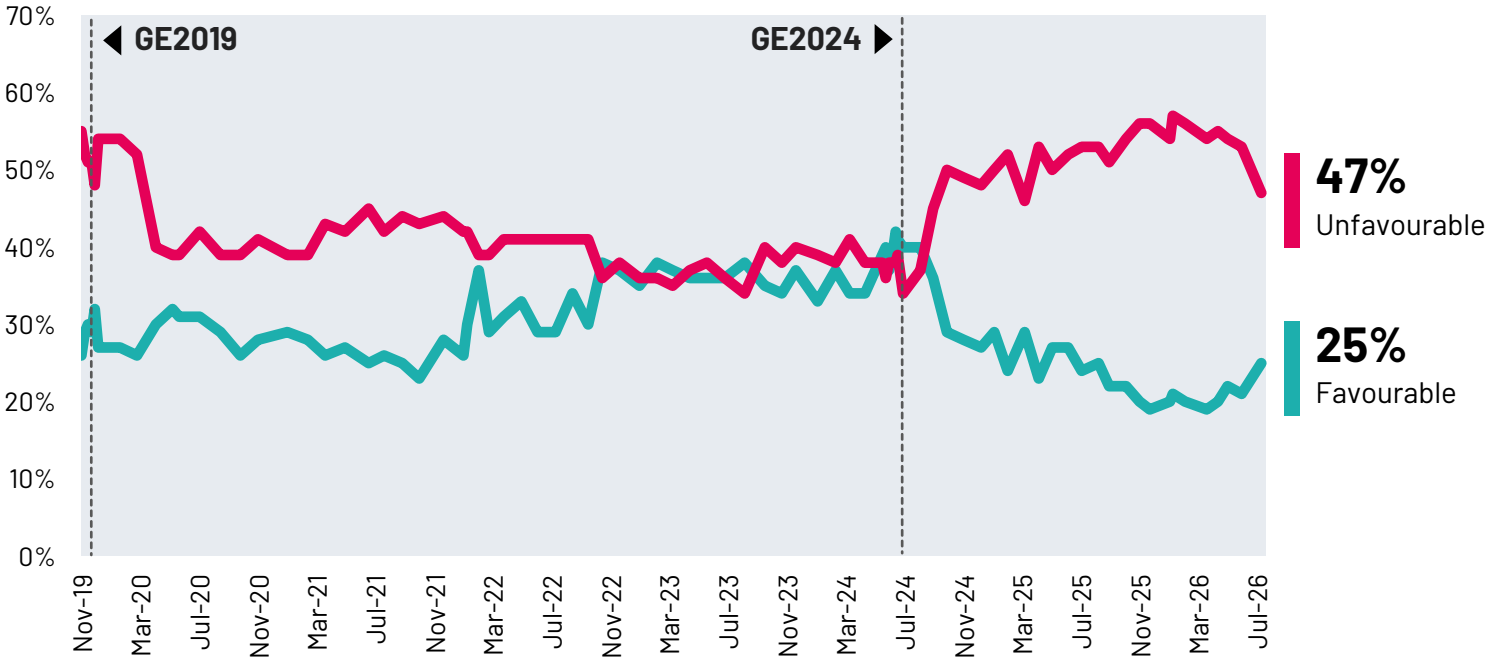
The Labour party: Favourability

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

July 2026



November 2019 – July 2026

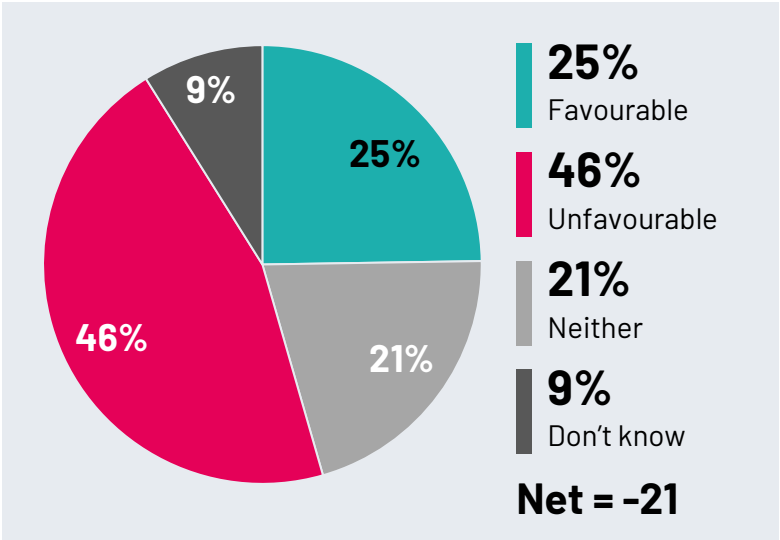


Base: 2,255 Online British adults aged 18+, 17-22 July 2026

The Conservative party: Favourability

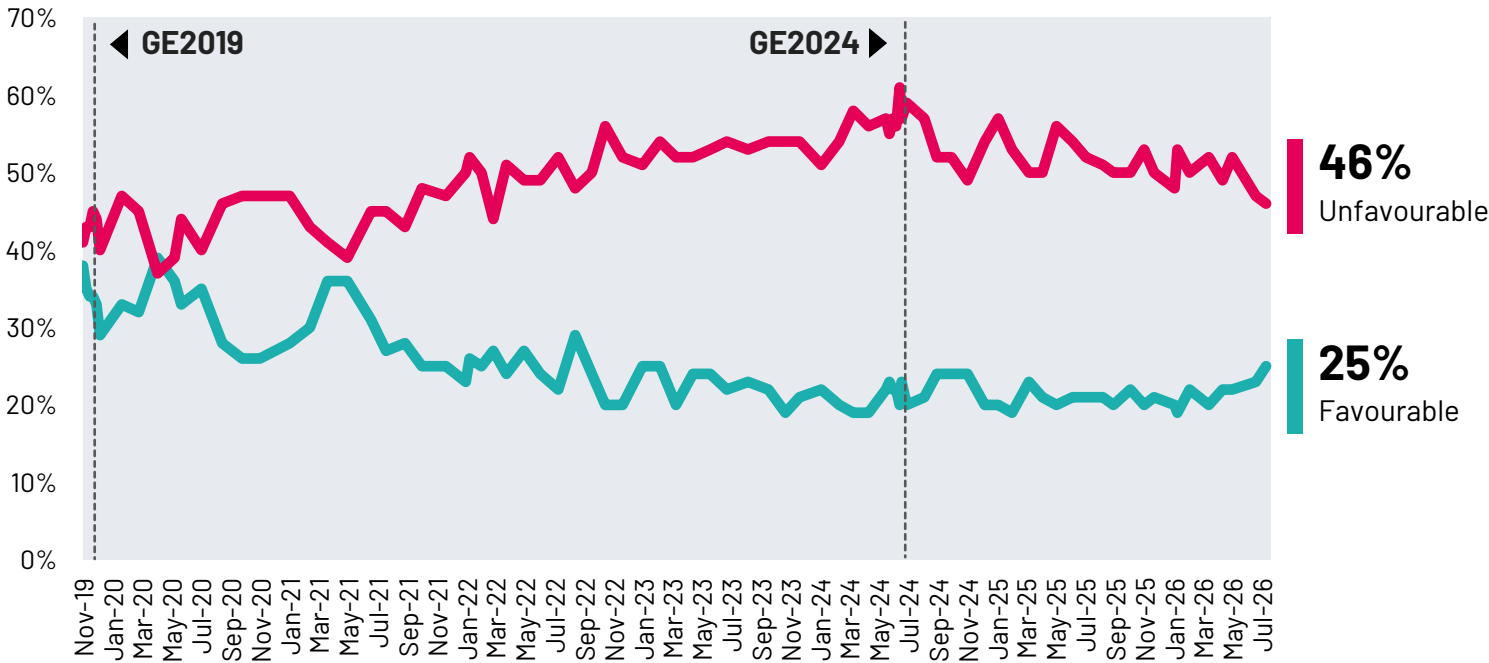
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? The Conservative party

July 2026



Base: 2,255 Online British adults aged 18+, 17-22 July 2026

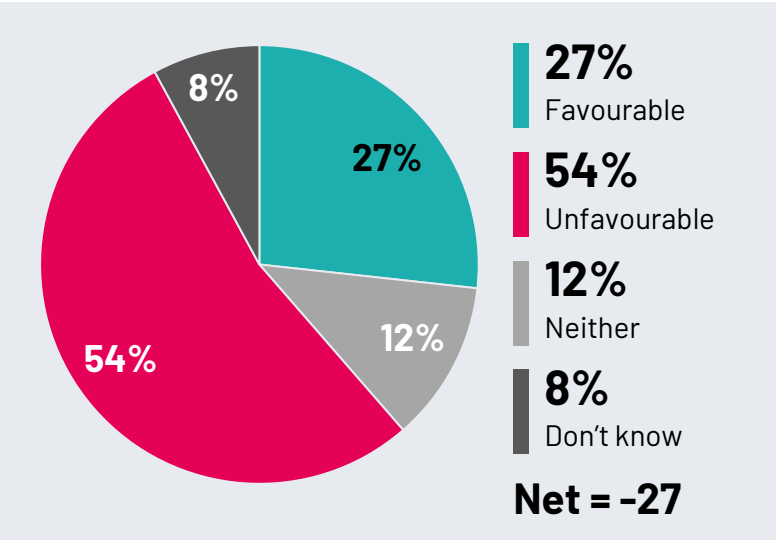
November 2019 – July 2026



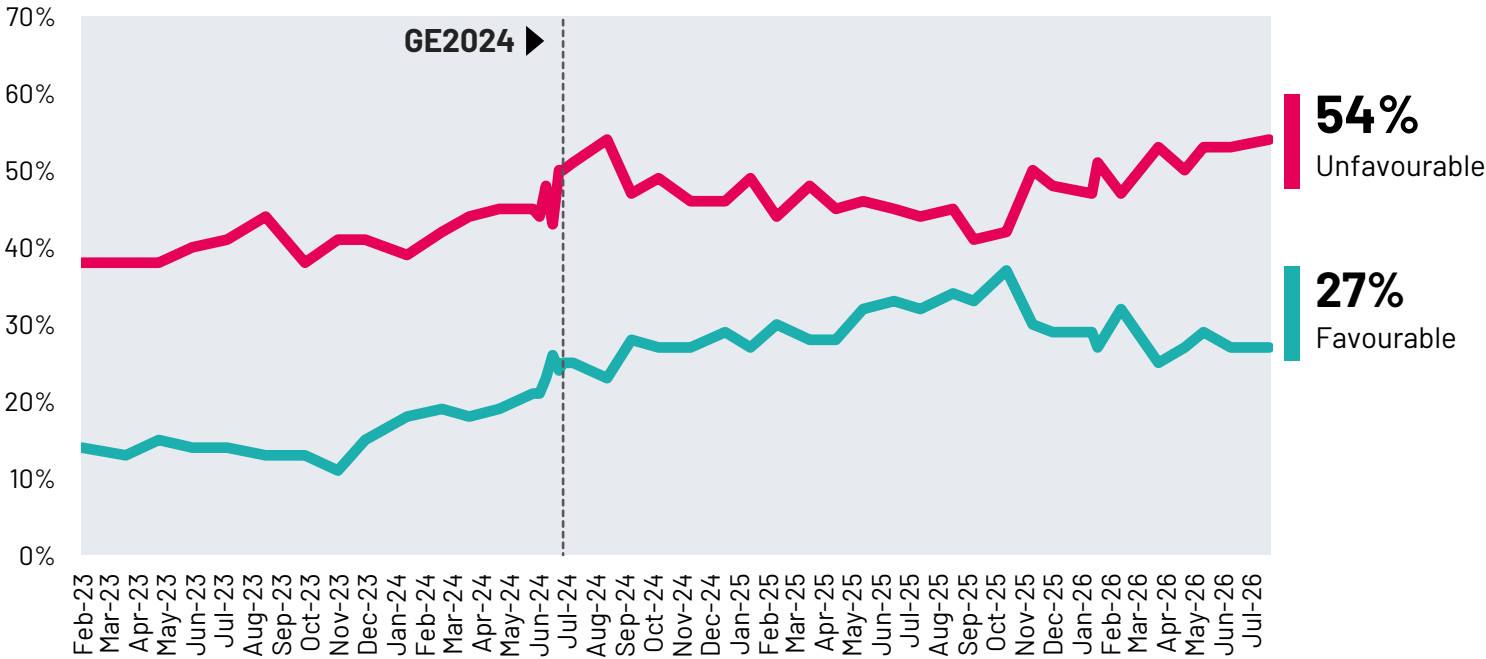
Reform UK: Favourability

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

July 2026



February 2023 – July 2026



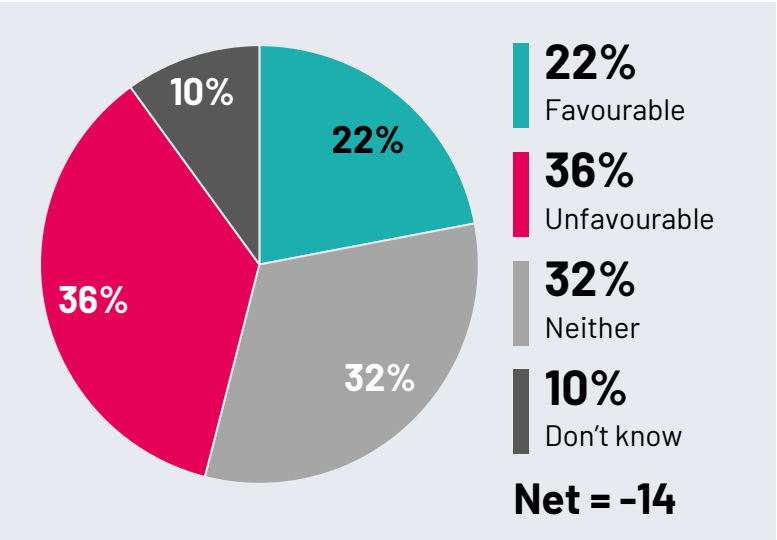
Base: 2,255 Online British adults aged 18+, 17-22 July 2026



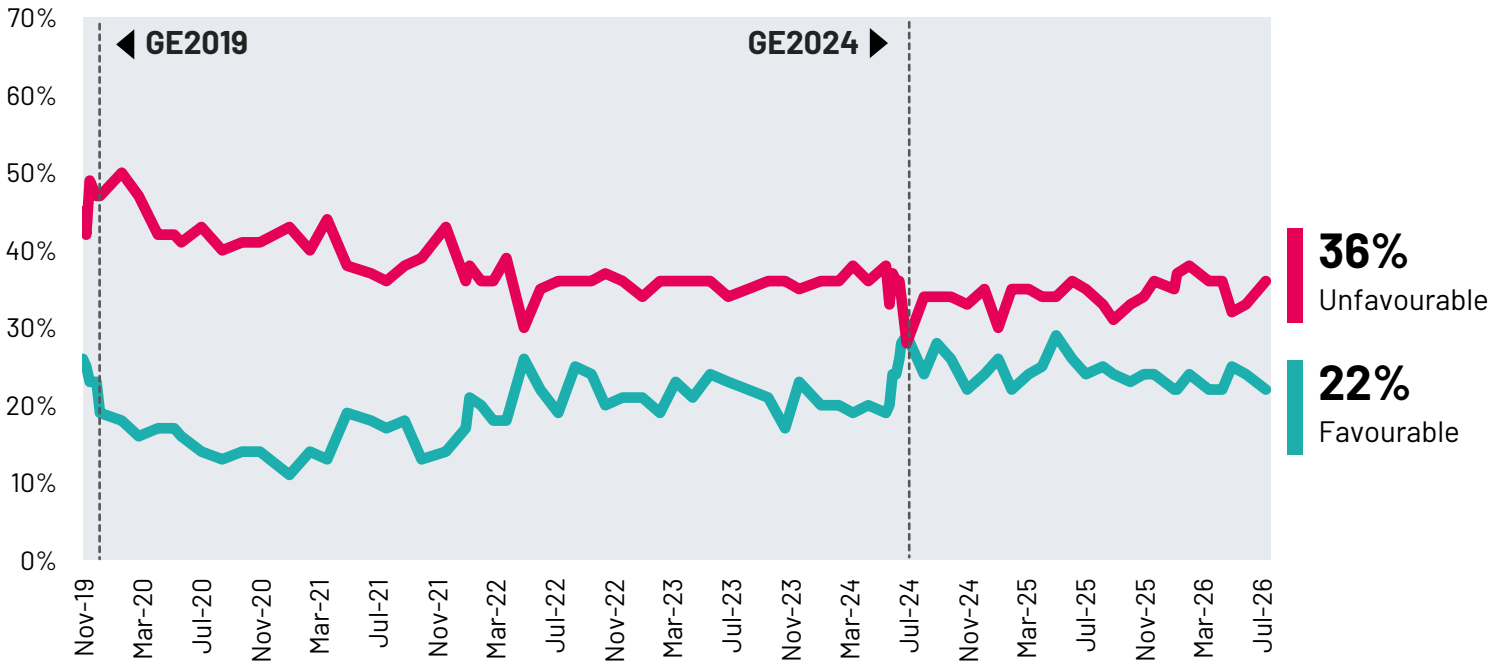
The Liberal Democrats: Favourability

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

July 2026



November 2019 - July 2026

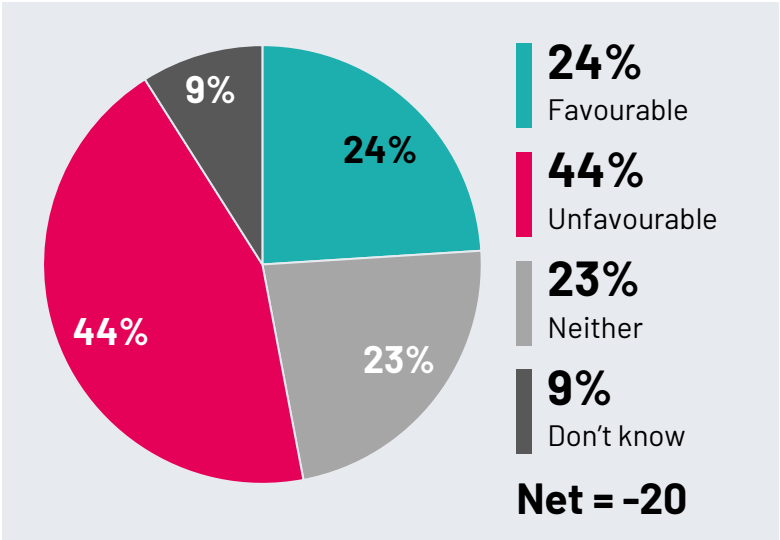


Base: 2,255 Online British adults aged 18+, 17-22 July 2026

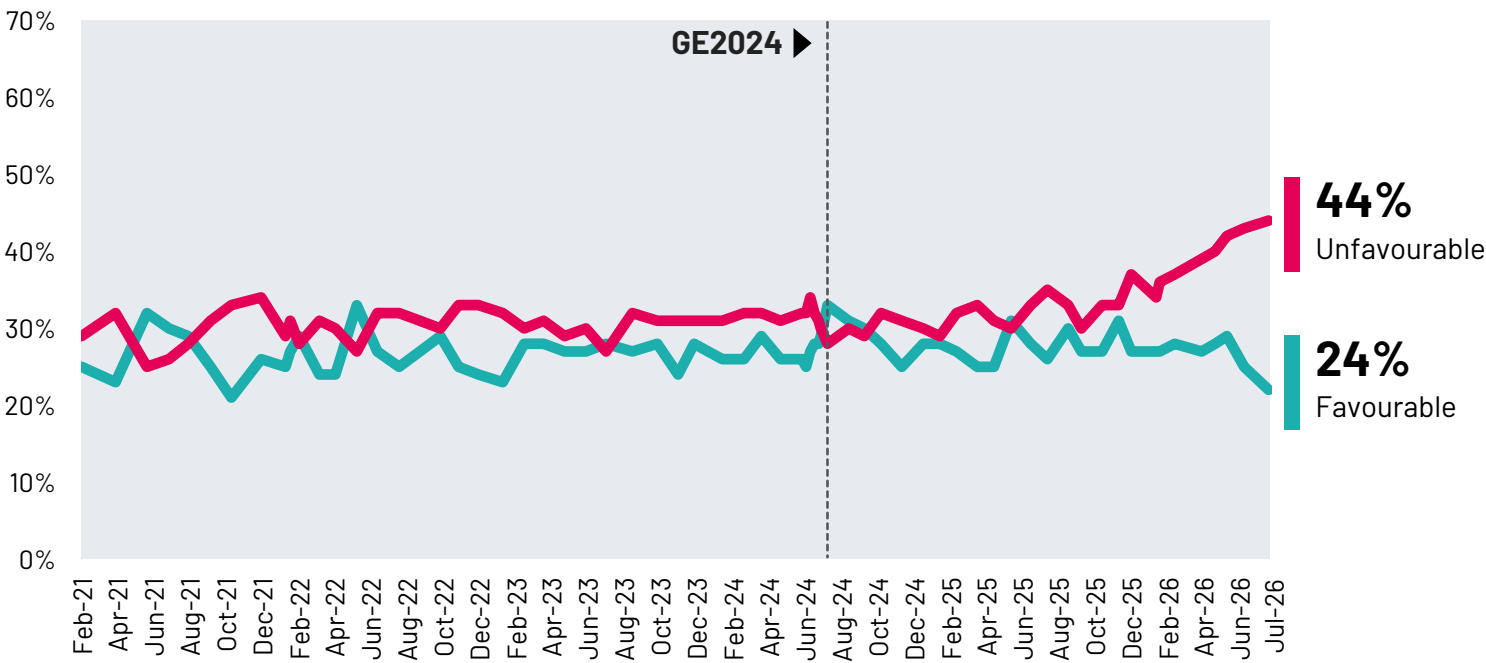
The Green Party: Favourability

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

July 2026



February 2021 – July 2026

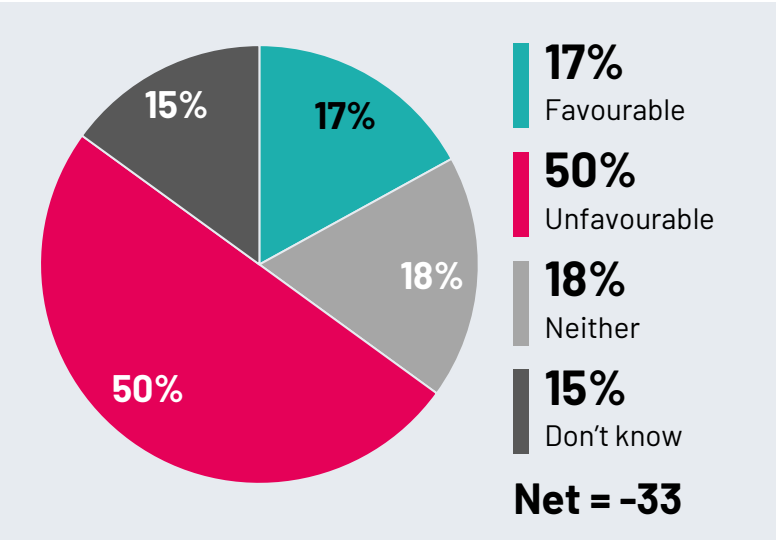


Base: 2,255 Online British adults aged 18+, 17-22 July 2026

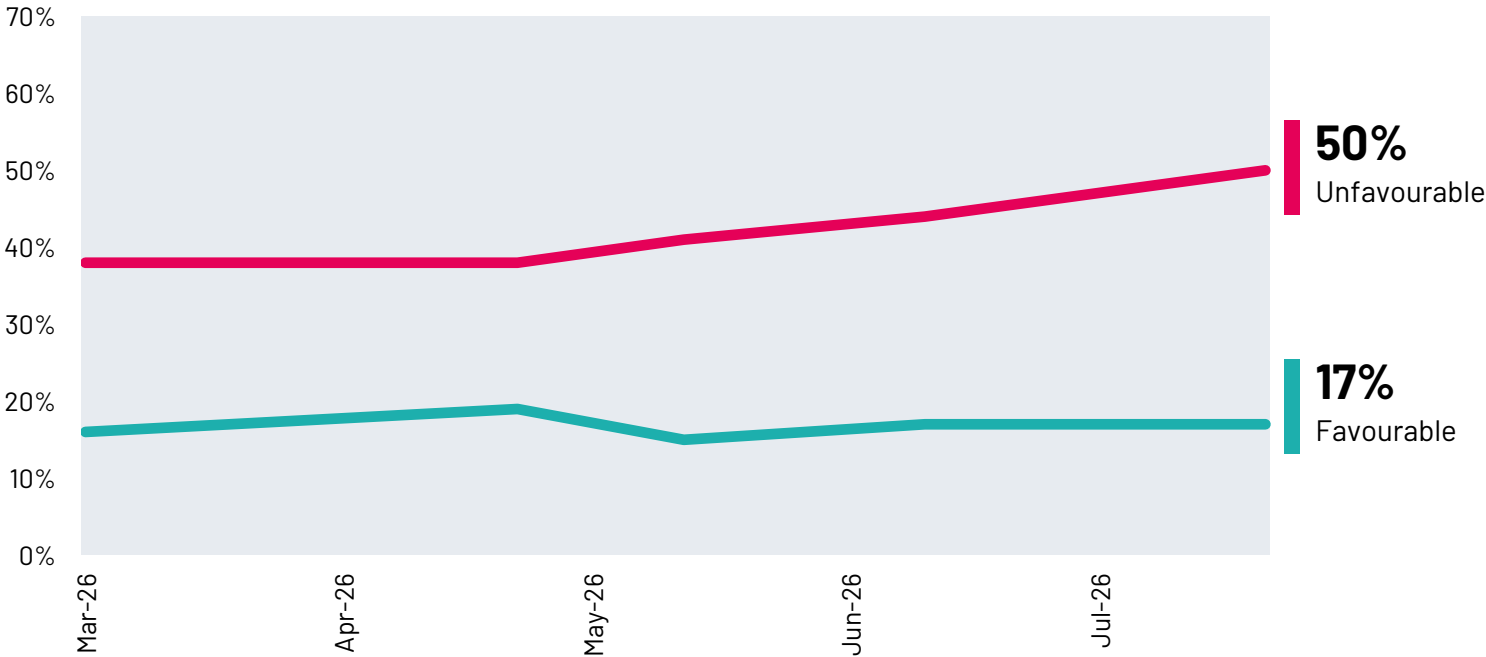
Restore Britain: Favourability

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

July 2026



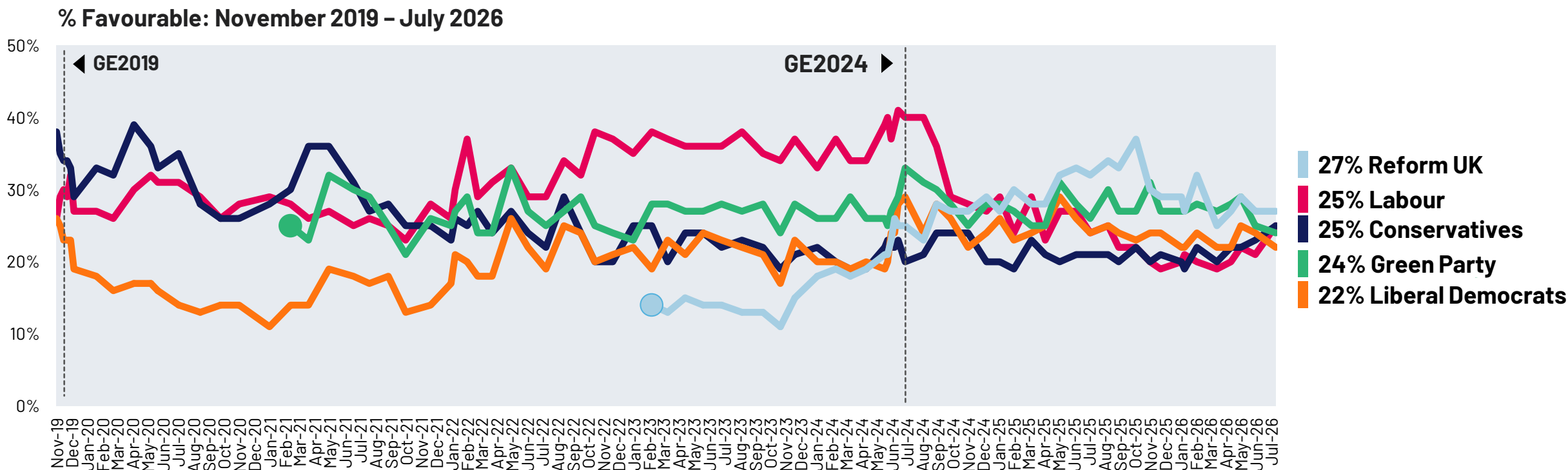
March 2026 – July 2026



Base: 2,255 Online British adults aged 18+, 17-22 July 2026

Political parties: Favourability

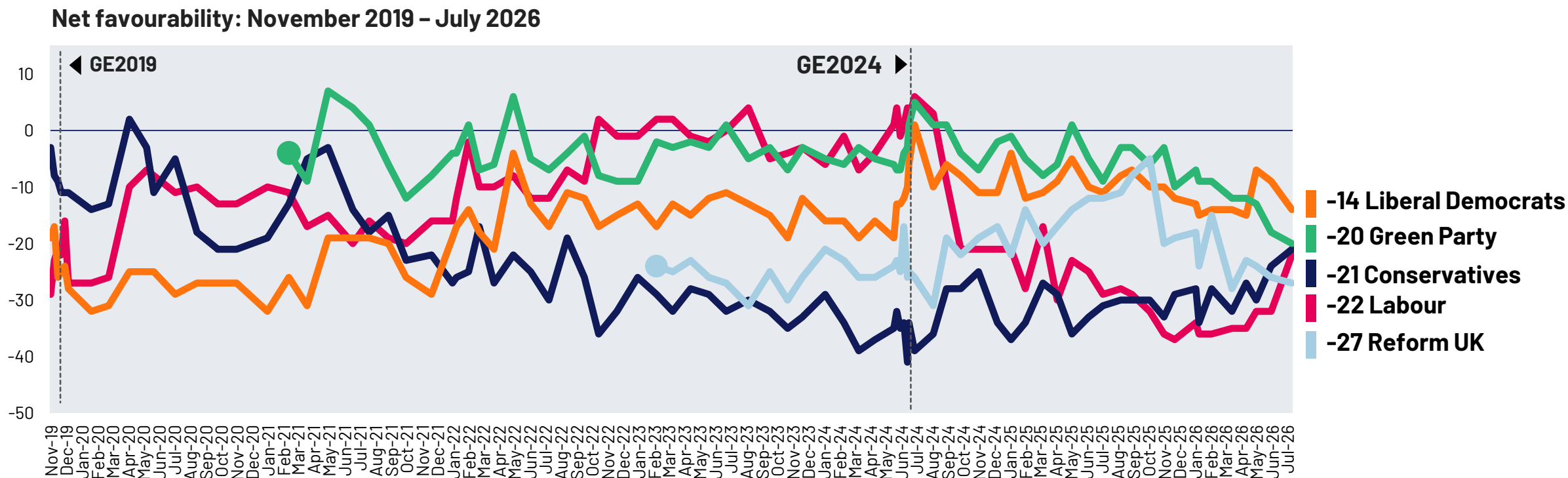
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties?



Base: 2,255 Online British adults aged 18+, 17-22 July 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?

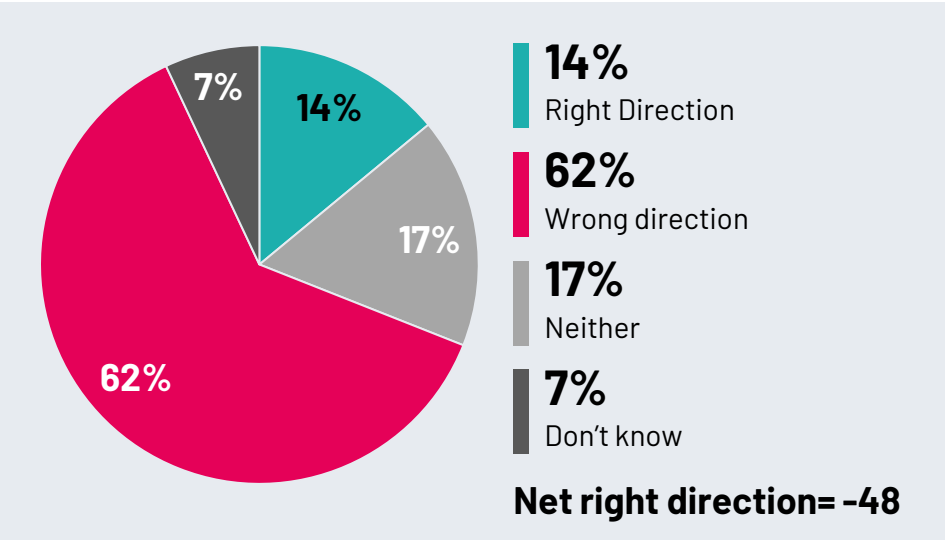


Base: 2,255 Online British adults aged 18+, 17-22 July 2026

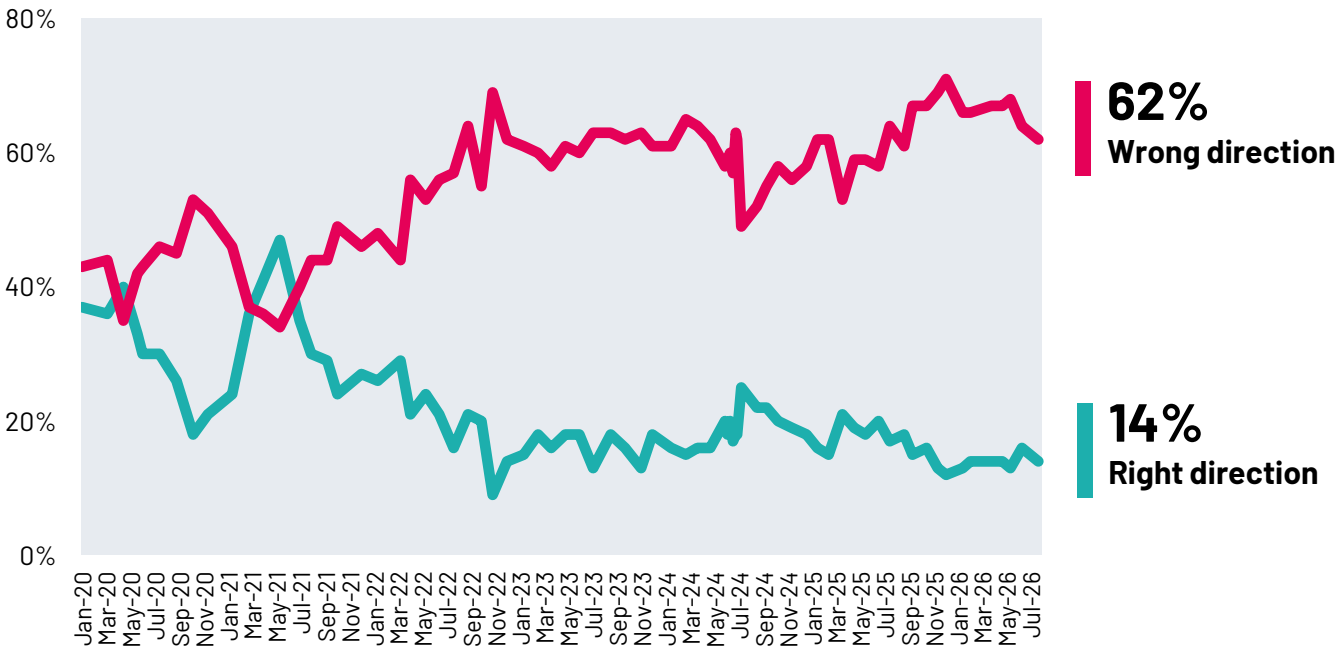
Direction of the country

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

July 2026



January 2020 - July 2026



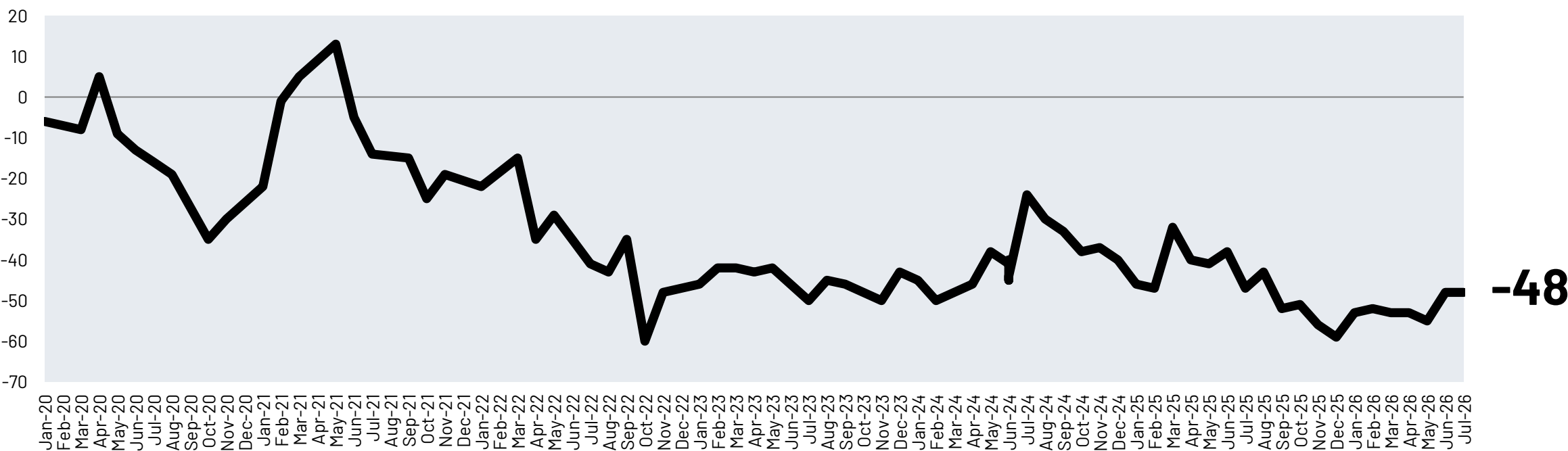
Base: 2,255 Online British adults aged 18+, 17-22 July 2026



Direction of the country: January 2020 – July 2026

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

Net right direction

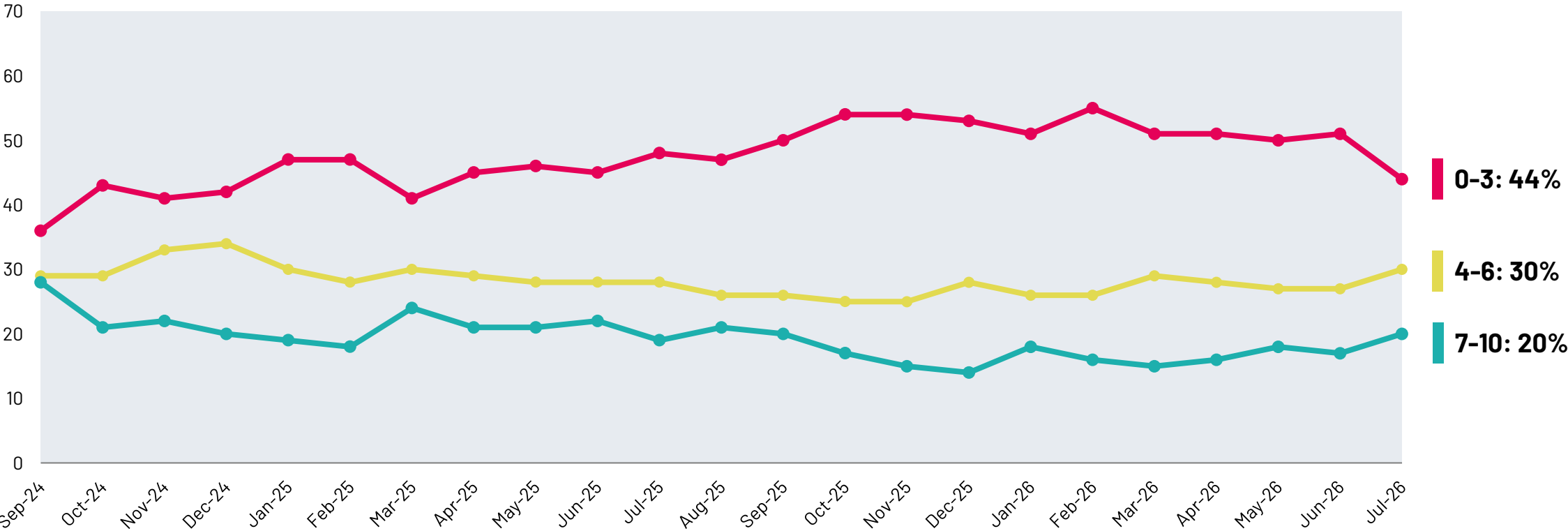


Base: 2,255 Online British adults aged 18+, 17-22 July 2026



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**

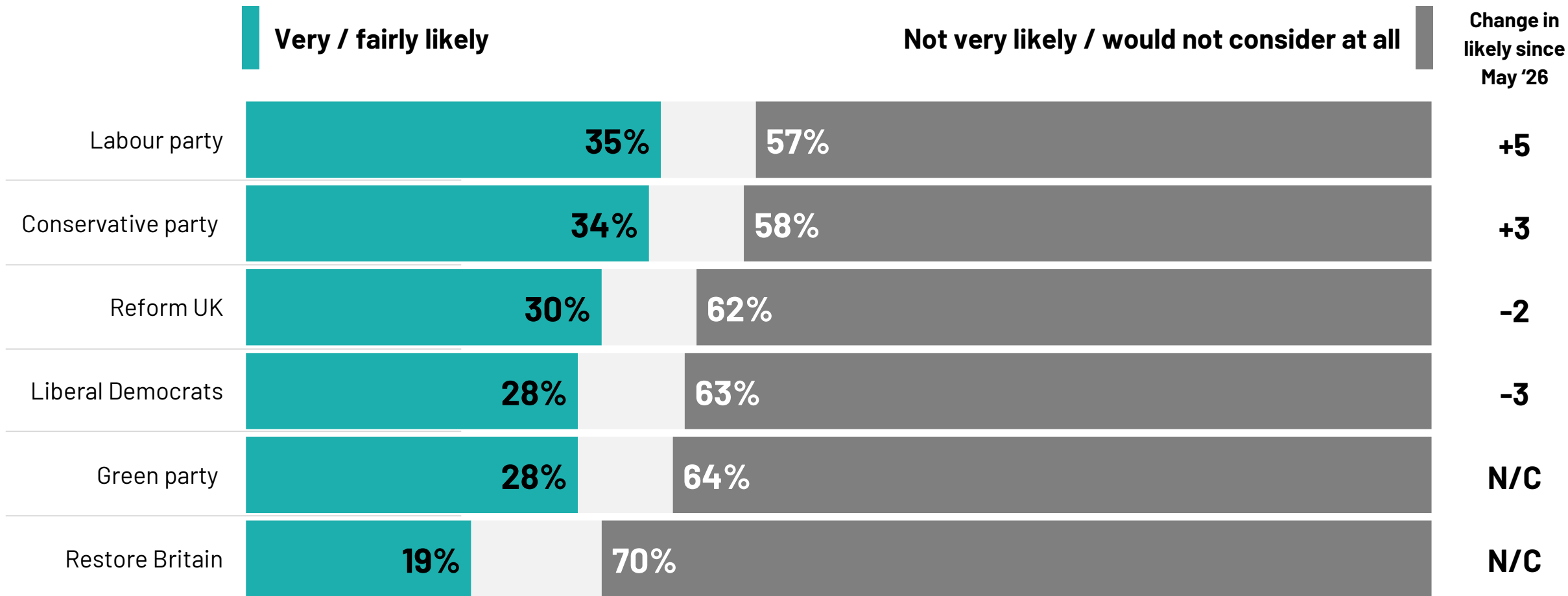


Base: 2,255 Online British adults aged 18+, 17-22 July 2026



Who to vote for at the next General Election?

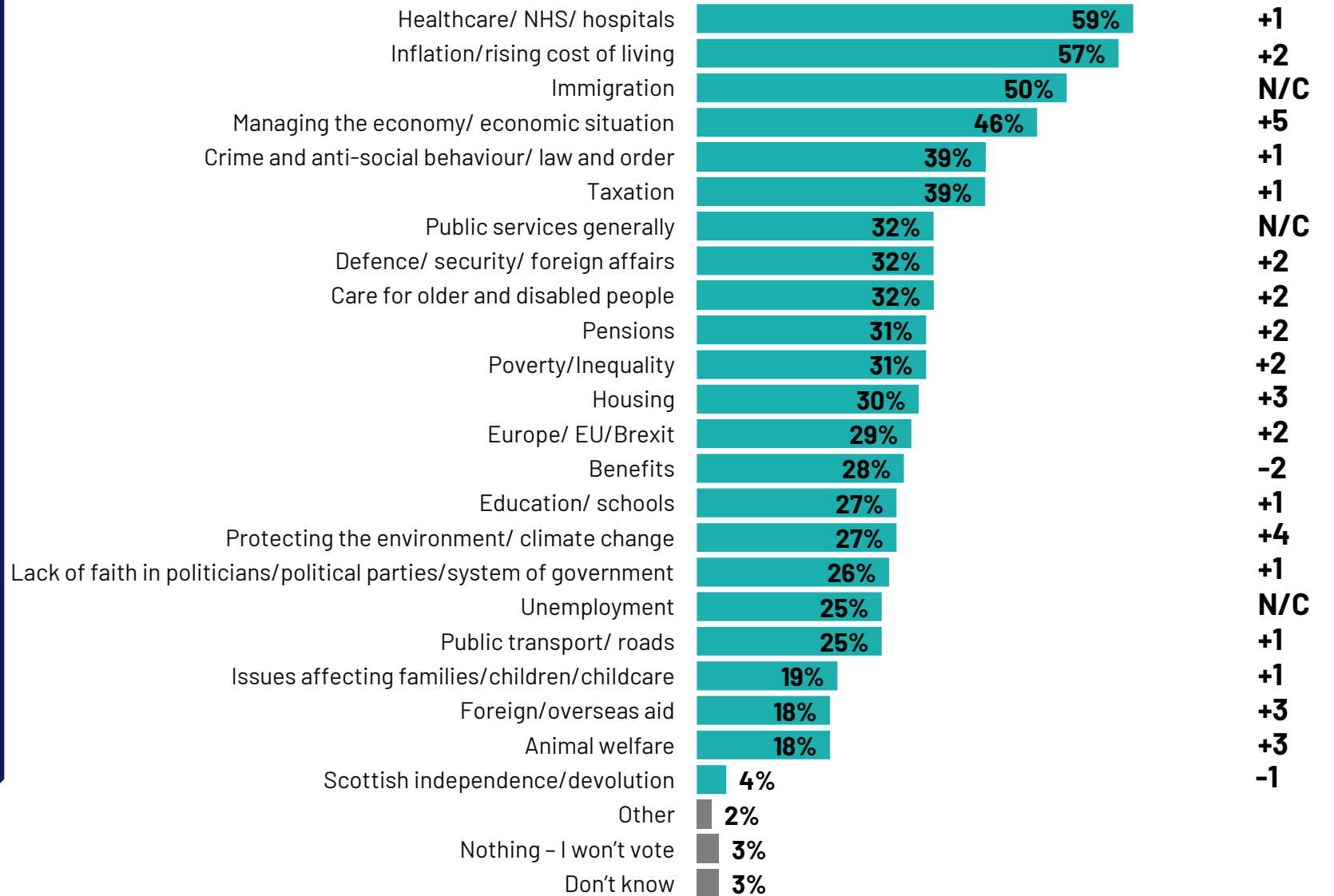
Thinking ahead to the next General Election, based on what you currently know, how likely, if at all, would you be to consider voting for each of the following parties?



Base: 2,255 Online British adults aged 18+, 17-22 July 2026

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

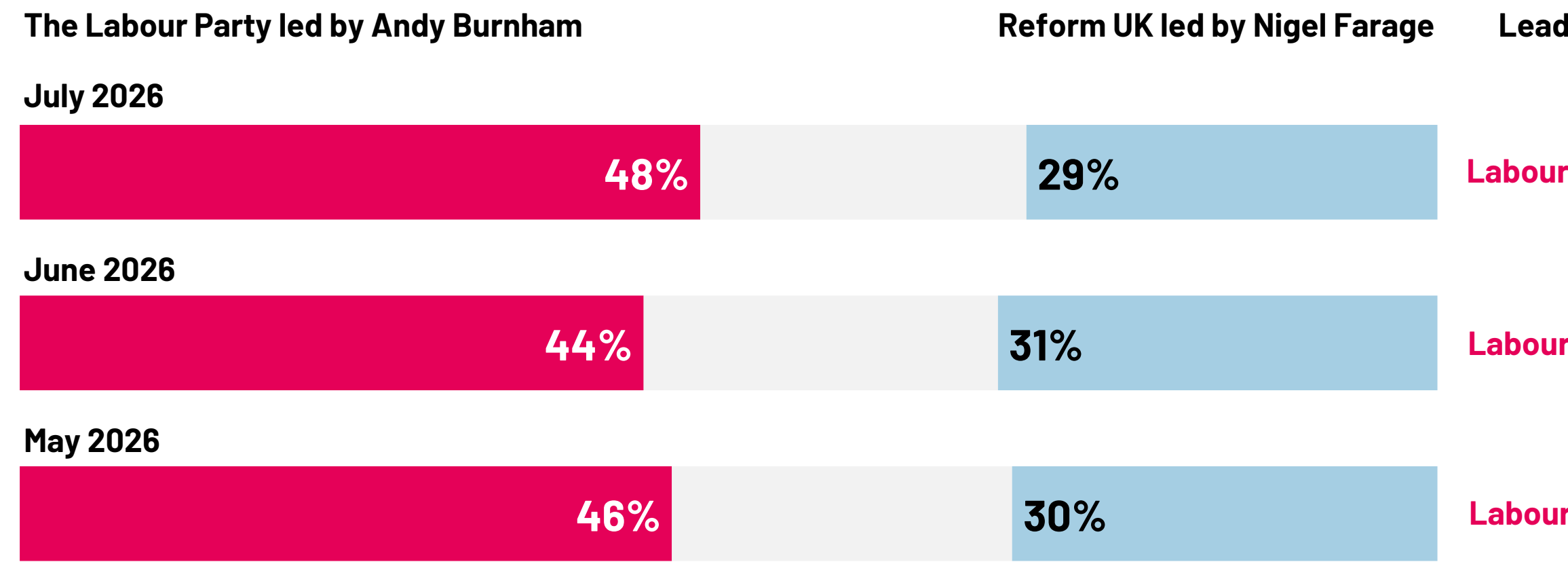
Which, if any, of the following issues do you think will be very important to you in helping you decide which party to vote for at the next General Election?



Base: 2,255 Online British adults aged 18+, 17-22 July 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?

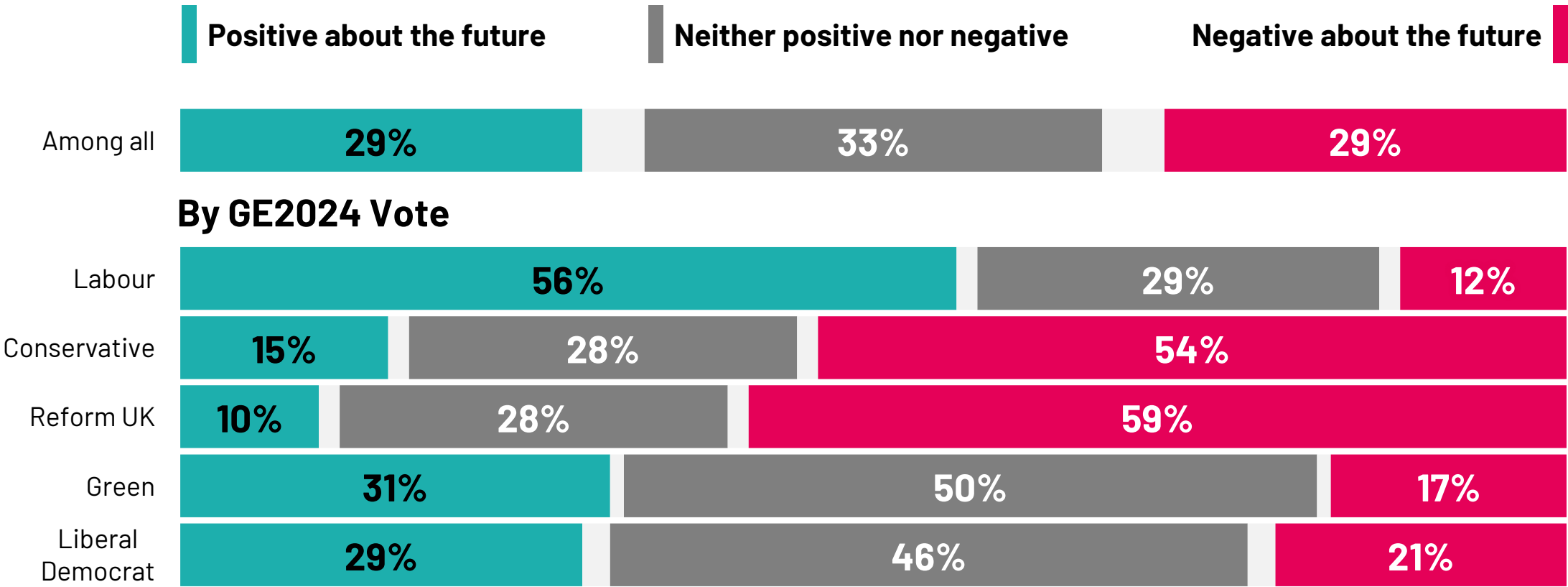


Base: 2,255 Online British adults aged 18+, 17-22 July 2026



Britons are split on whether Andy Burnham becoming Prime Minister makes them feel positive or negative about the future

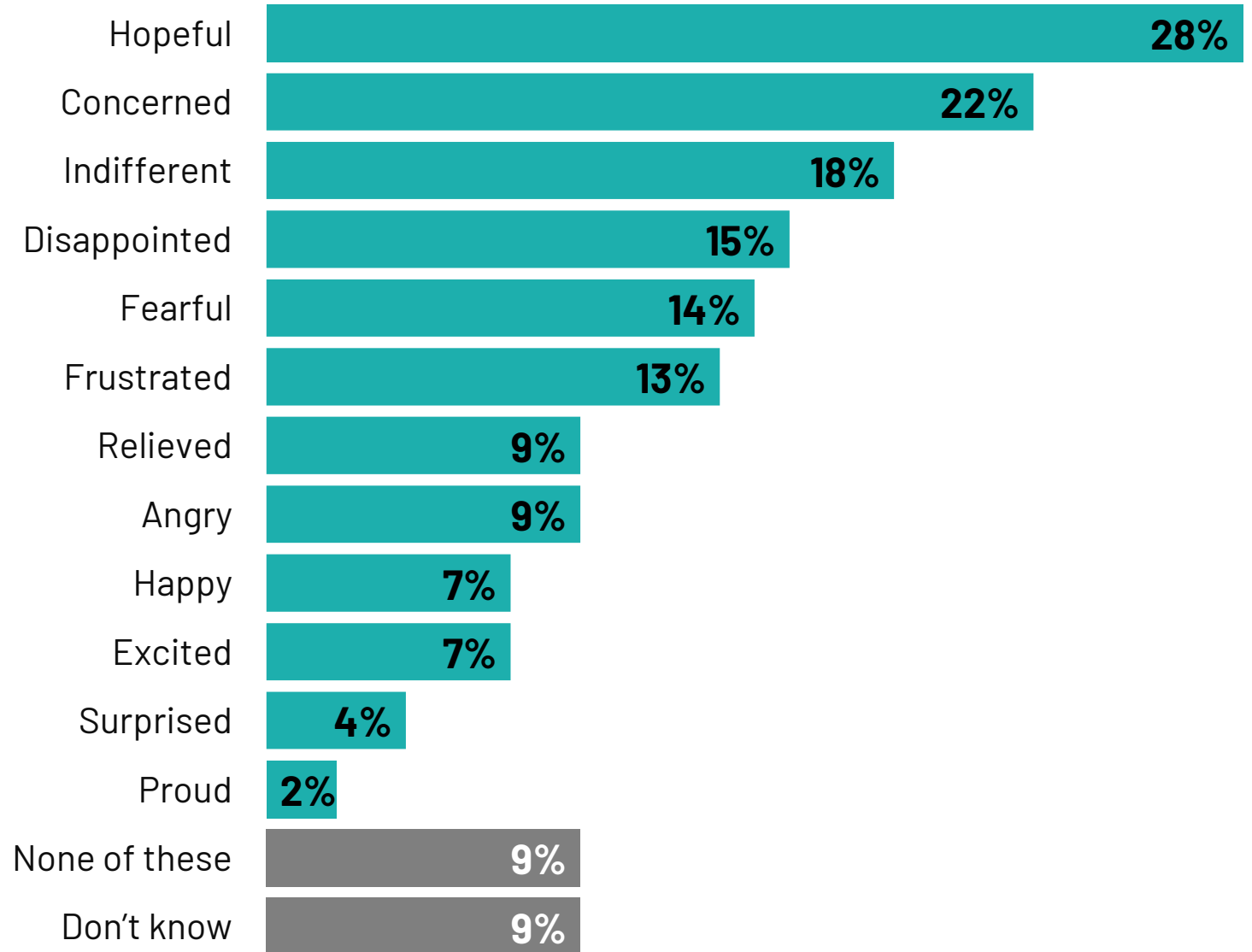
As you may know, Andy Burnham is due to replace Keir Starmer as Prime Minister on Monday 20th July. Does this make you feel...?



Base: 2,255 Online British adults aged 18+, including (695 Labour, (353) Conservative, (219) Reform UK, (129) Green and (171) Liberal Democrat voters, 17-22 July 2026

Britons are most likely to feel hopeful about Andy Burnham becoming Prime Minister

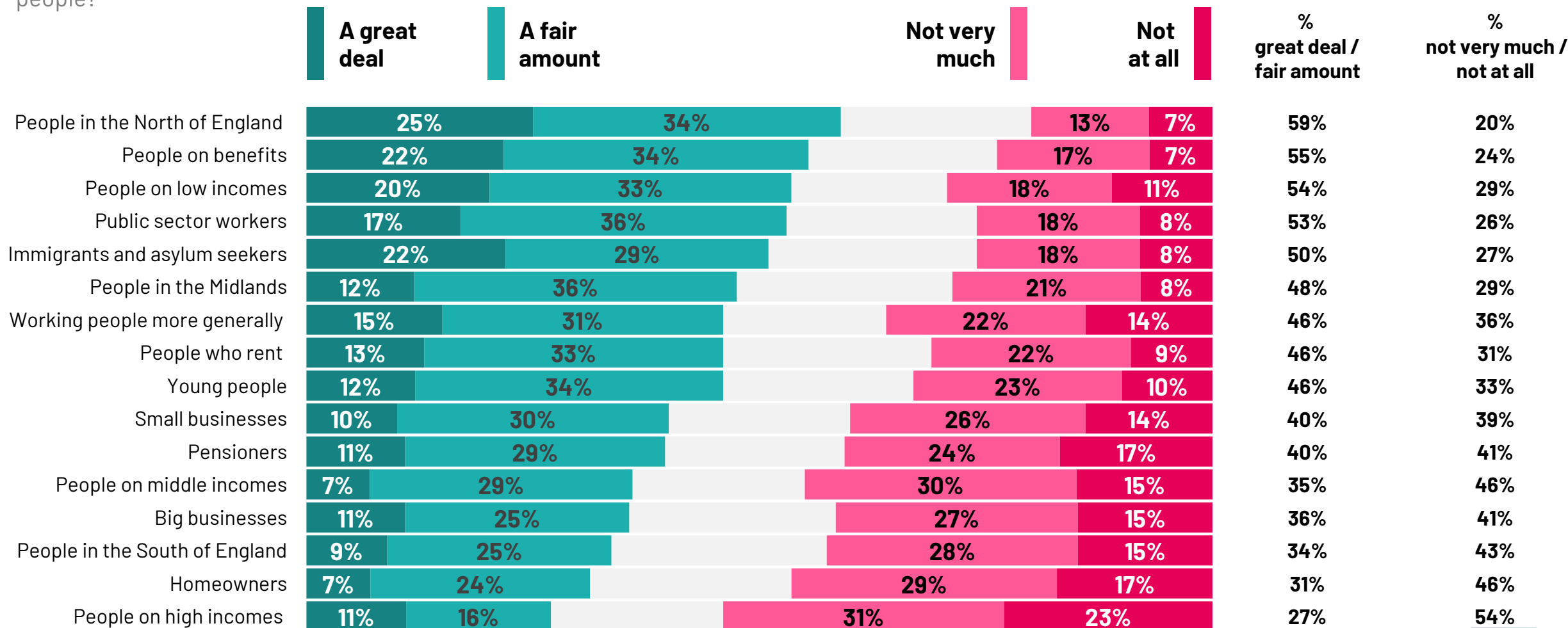
Thinking about Andy Burnham becoming the next Prime Minister, which of these, if any, best describes how it makes you feel?



Base: 2,255 Online British adults aged 18+, 17-22 July 2026

Britons most expect a Burnham led government to look the interests of people in the North of England, people on benefits and low incomes a great deal/ fair amount

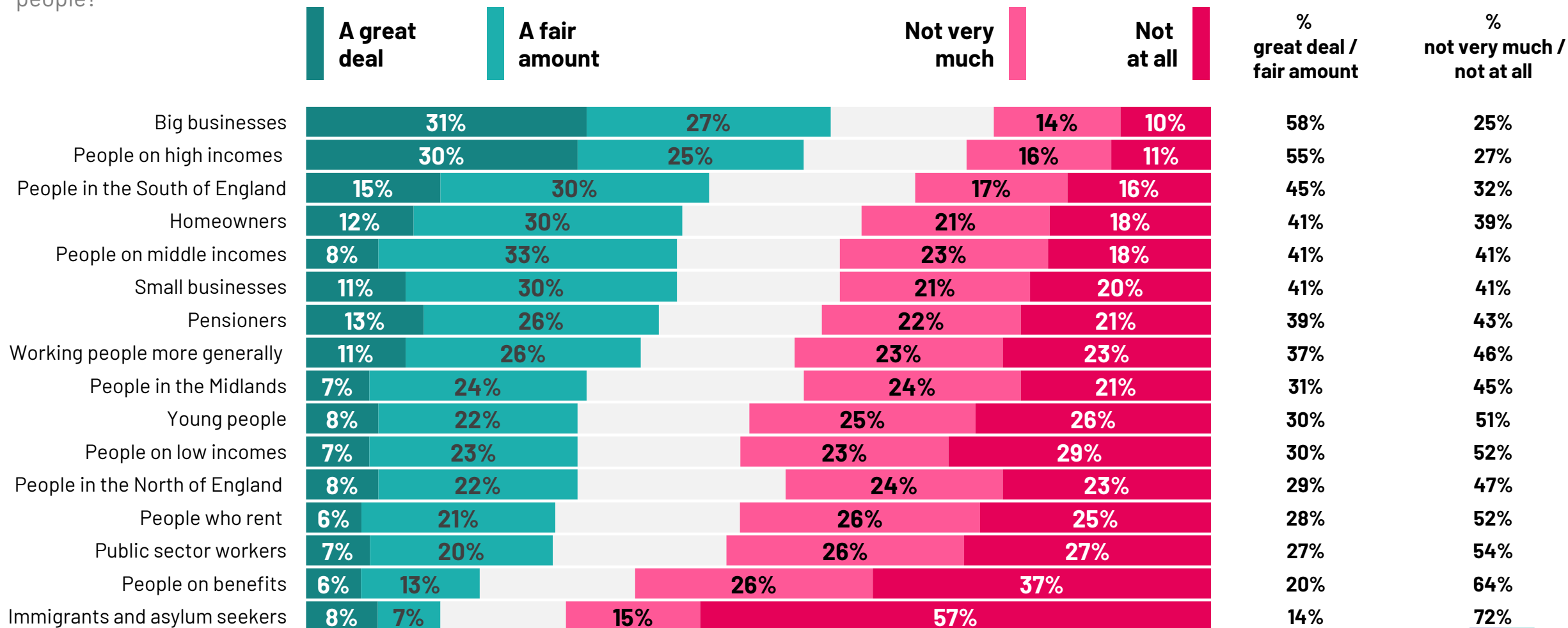
To what extent, if at all, would you expect an Andy Burnham led Labour government to look after the interests of the following groups of people?



Base: 2,255 Online British adults aged 18+, 17-22 July 2026

Britons think a Farage led government would most look after the interests of big businesses and people on high incomes

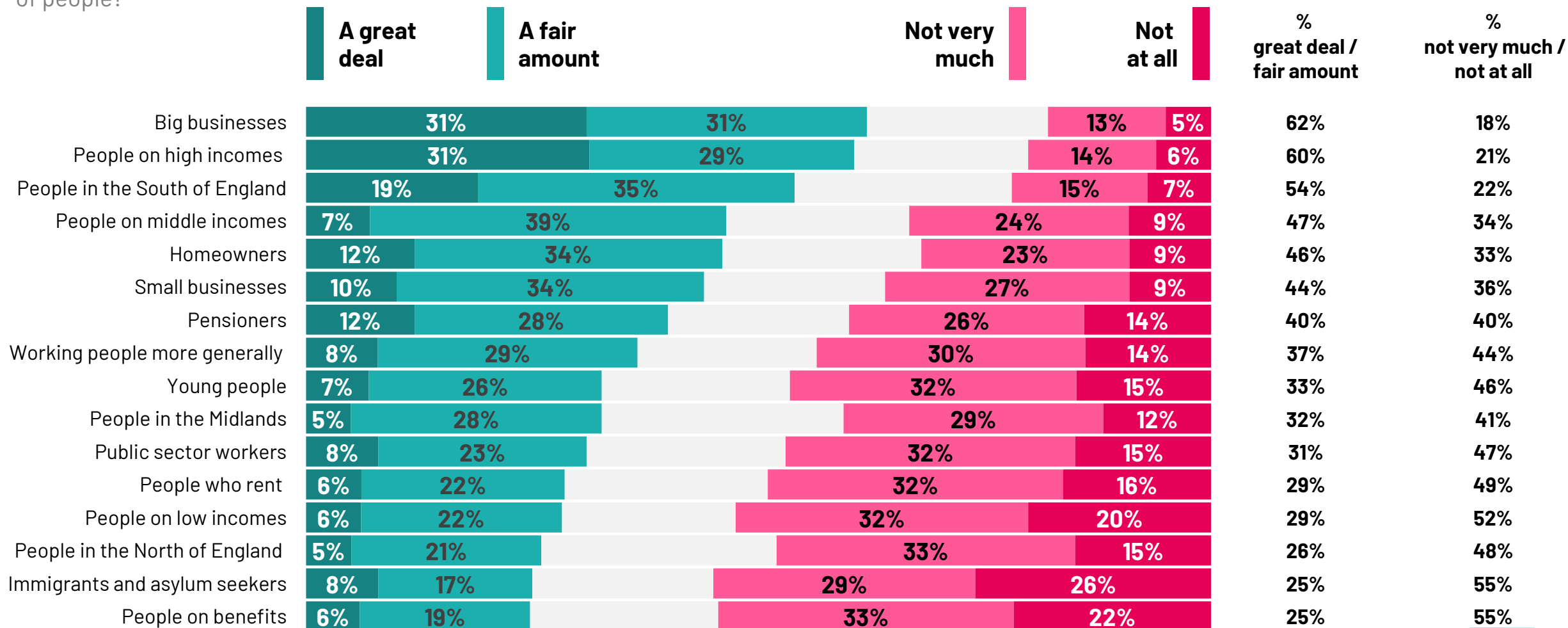
To what extent, if at all, would you expect a Nigel Farage led Reform UK government to look after the interests of the following groups of people?



Base: 2,255 Online British adults aged 18+, 17-22 July 2026

Britons think a Badenoch led government would most look after the interests of big businesses, people on high incomes, and people in the South of England

To what extent, if at all, would you expect a Kemi Badenoch led Conservative government to look after the interests of the following groups of people?

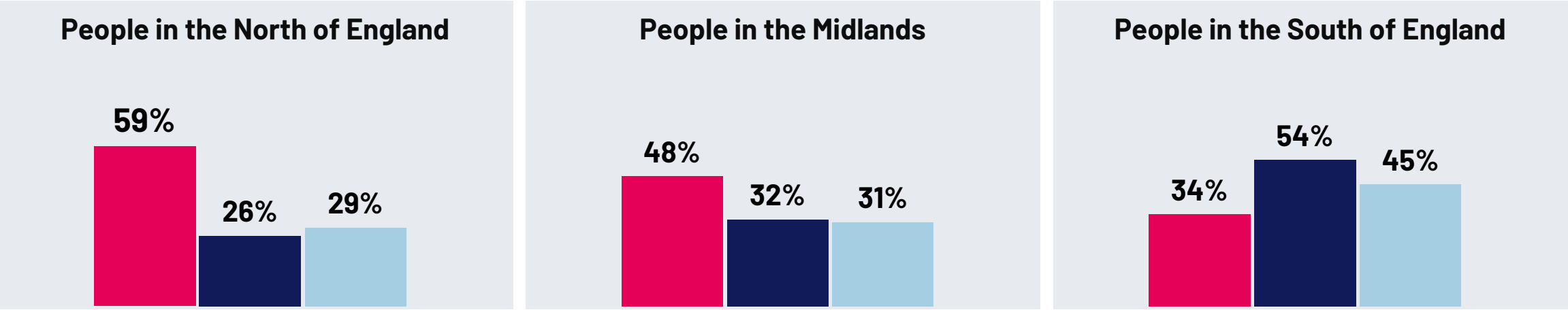


Base: 2,255 Online British adults aged 18+, 17-22 July 2026

Britons think a Burnham led government would best look after the interests of people in the North and Midlands, and Badenoch would look after the South

To what extent, if at all, would you expect ... led government to look after the interests of the following groups of people? % a great deal/ fair amount

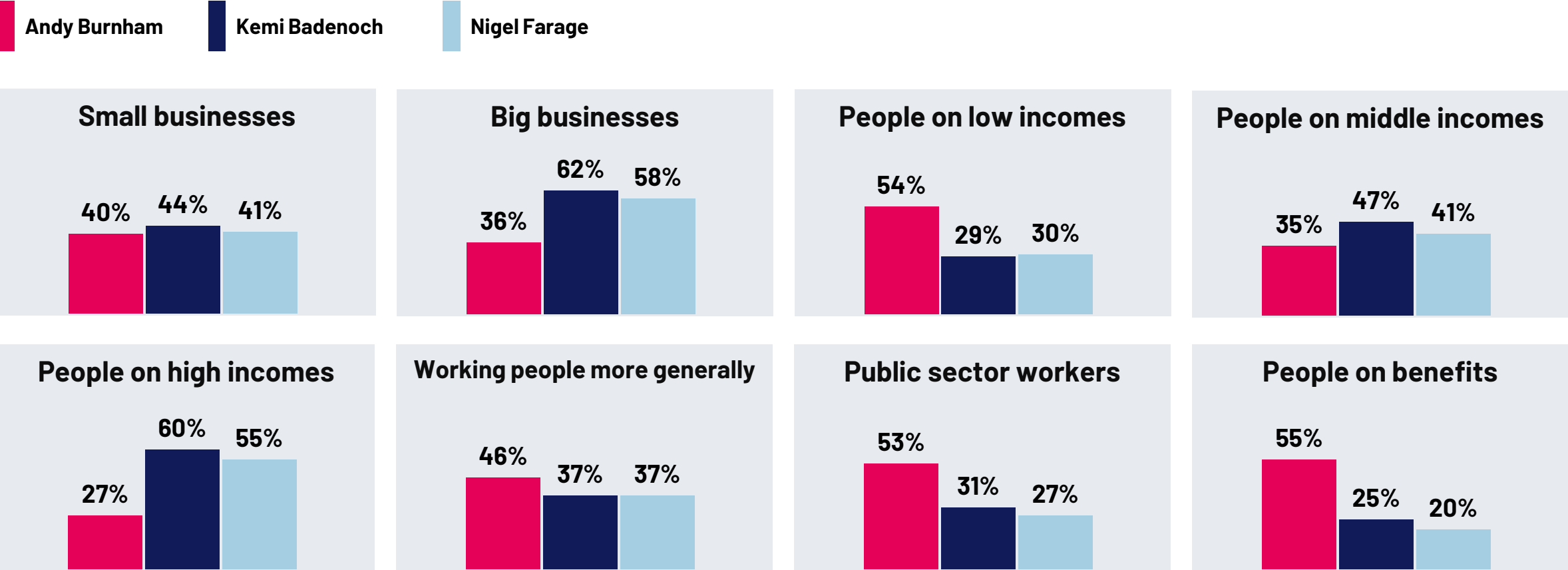
Andy Burnham **Kemi Badenoch** **Nigel Farage**



Base: 2,255 Online British adults aged 18+, 17-22 July 2026

Half of Britons think a Burnham government would look after the interest of people on low incomes or on benefits and public sector workers

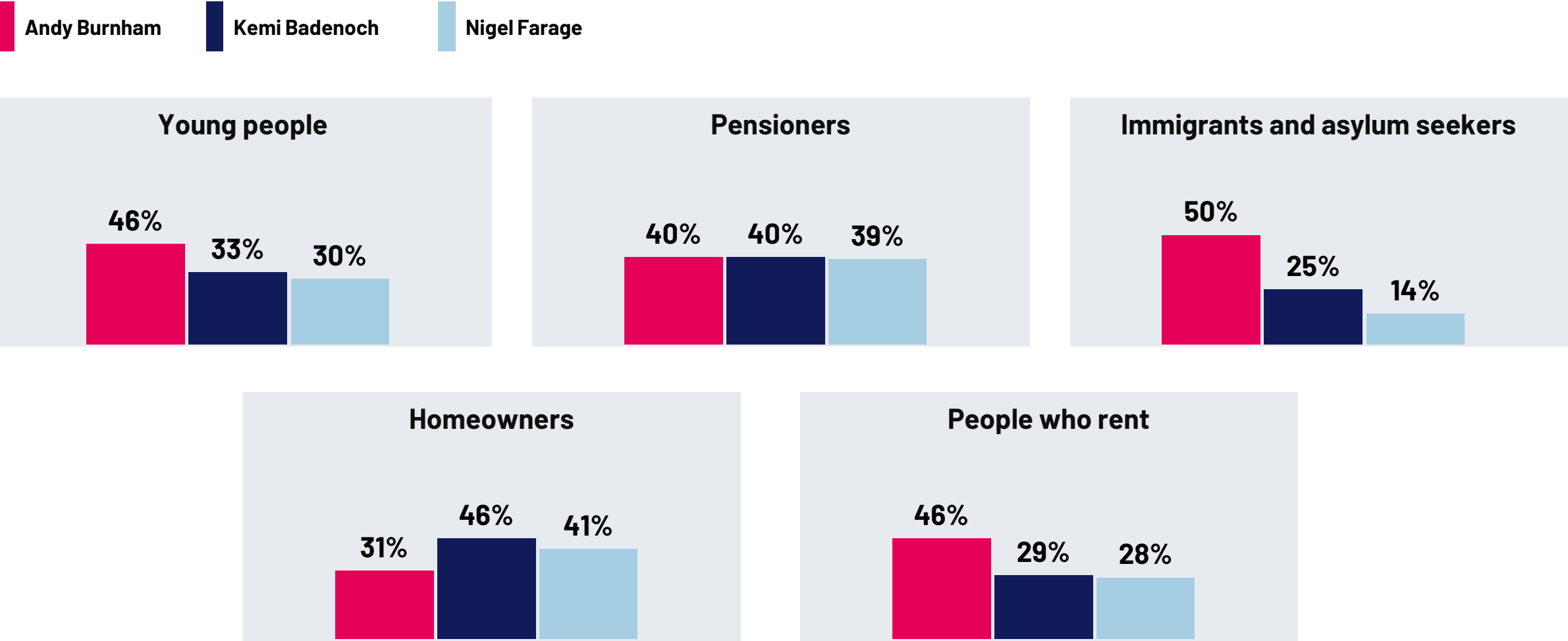
To what extent, if at all, would you expect ... led government to look after the interests of the following groups of people? % a great deal/ fair amount



Base: 2,255 Online British adults aged 18+, 17-22 July 2026

Britons think a Burnham government would look after the interest of young people, renters, and immigrants/ asylum seekers

To what extent, if at all, would you expect ... led government to look after the interests of the following groups of people? % a great deal/ fair amount



Base: 2,255 Online British adults aged 18+, 17-22 July 2026



July 2026 Political Pulse

For more information

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