

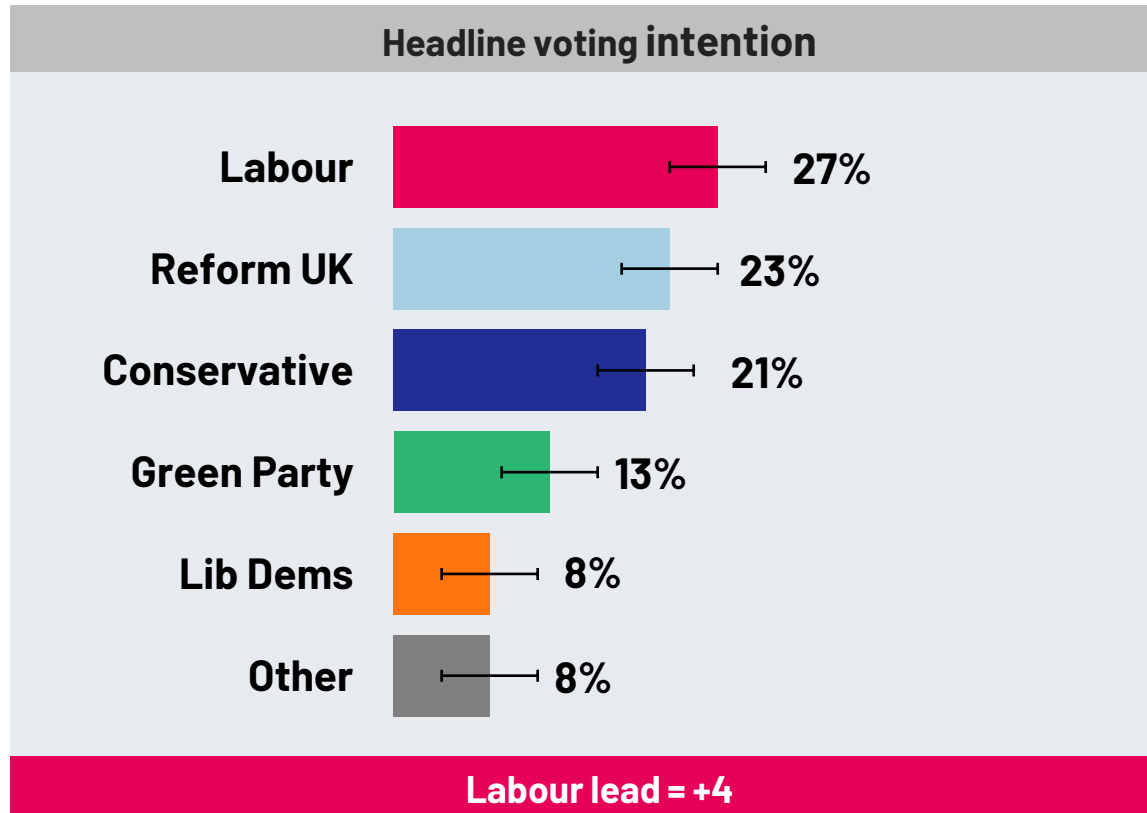
IPSOS POLITICAL MONITOR

September 2026



Voting Intention: September 2026

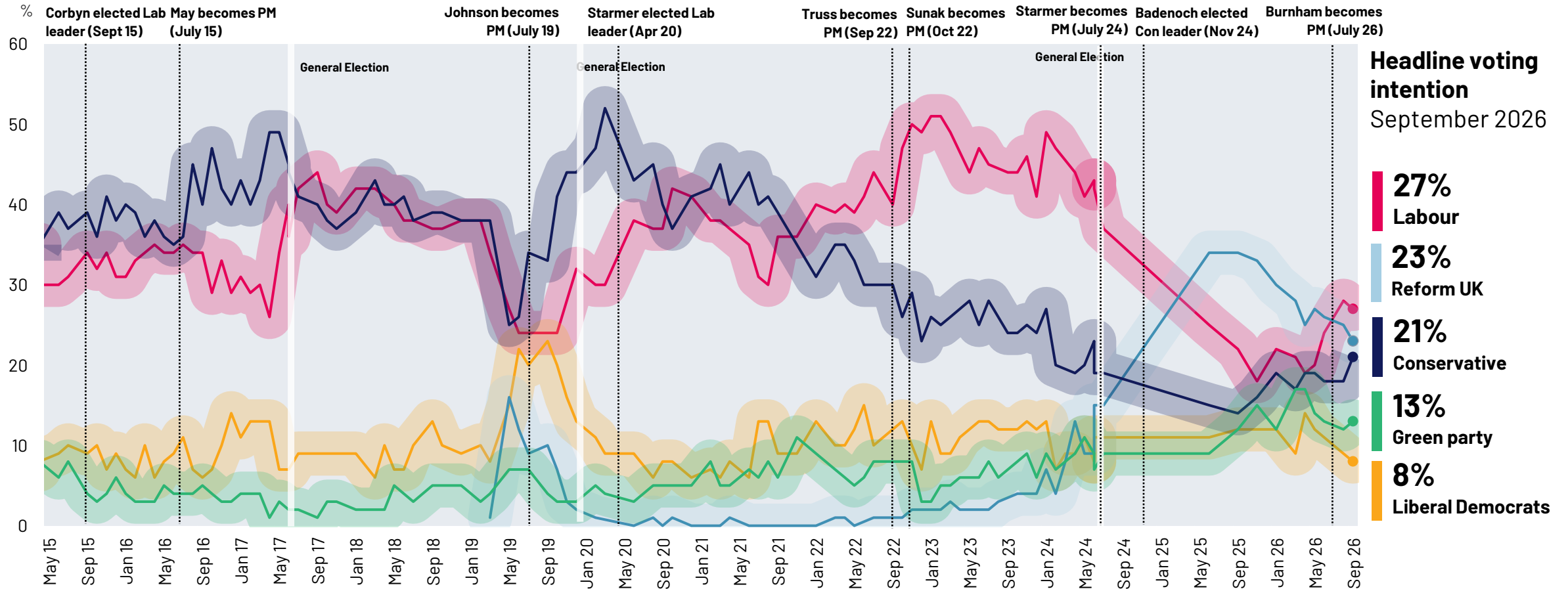
How do you intend to vote in the General Election? Will you vote...?



Base: 1,031 British adults 18+, 10 – 15 September 2026; Headline Voting Intention: all 9/10 certain to vote, always/usually/it depends vote in General Elections = **691** Margin of error is displayed at +/- 4% All polls are subject to a wide range of potential sources of error. On the basis of the historical record of the polls at recent general elections, there is a 9 in 10 chance that the true value of a party's support lies within 4 points of the estimates provided by this poll, and a 2 in 3 chance that they lie within 2 points. This is especially important to keep in mind when calculating party lead figures.

Ipsos headline voting intention: Since the 2015 General Election

How would you vote if there were an election tomorrow?

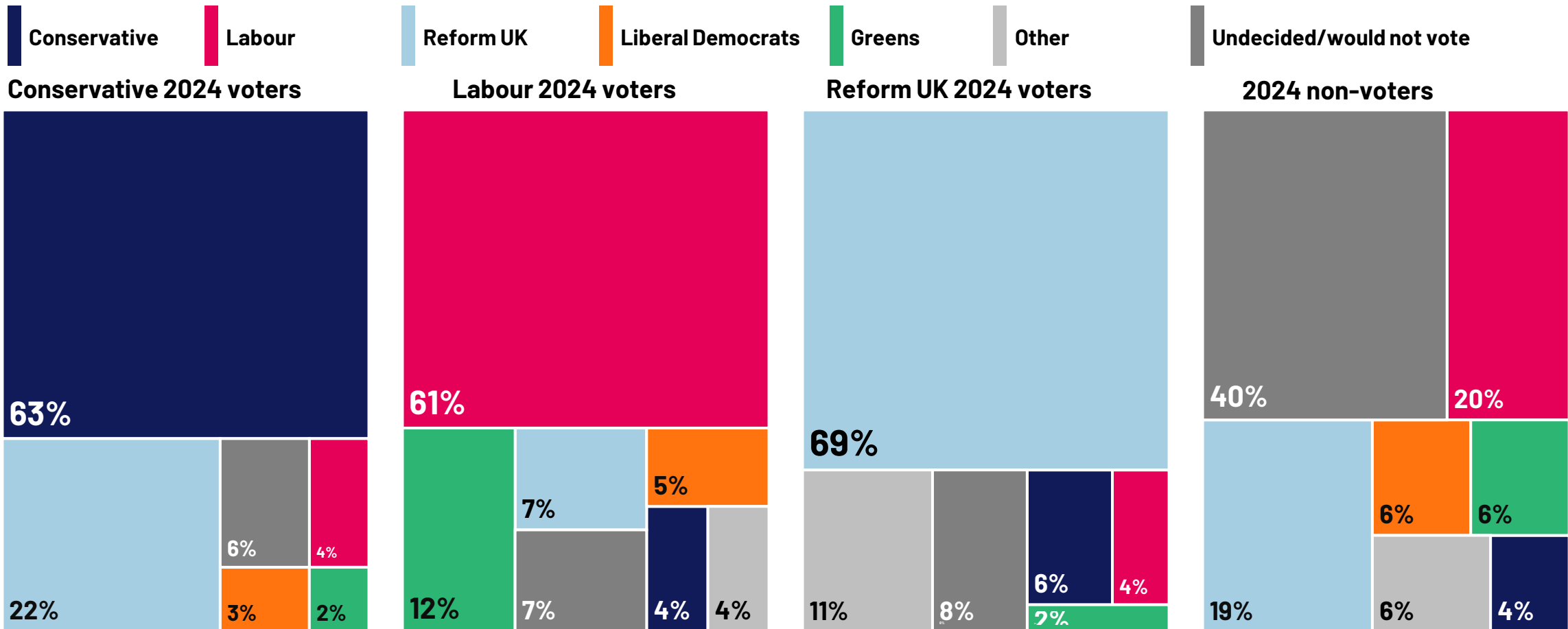


Base: 691 British adults 18+; Prior to September 2015 the turnout filter is "All certain to vote"; From July 2015 turnout filter is "all 9/10 certain to vote and always/usually/it depends vote in General Elections. Note small change in methodology in approach to prompting Brexit Party in July 2019

Note change in methodology from June 2025 to present.

Source: Ipsos Political Monitor

Voting intention by 2024 General Election vote



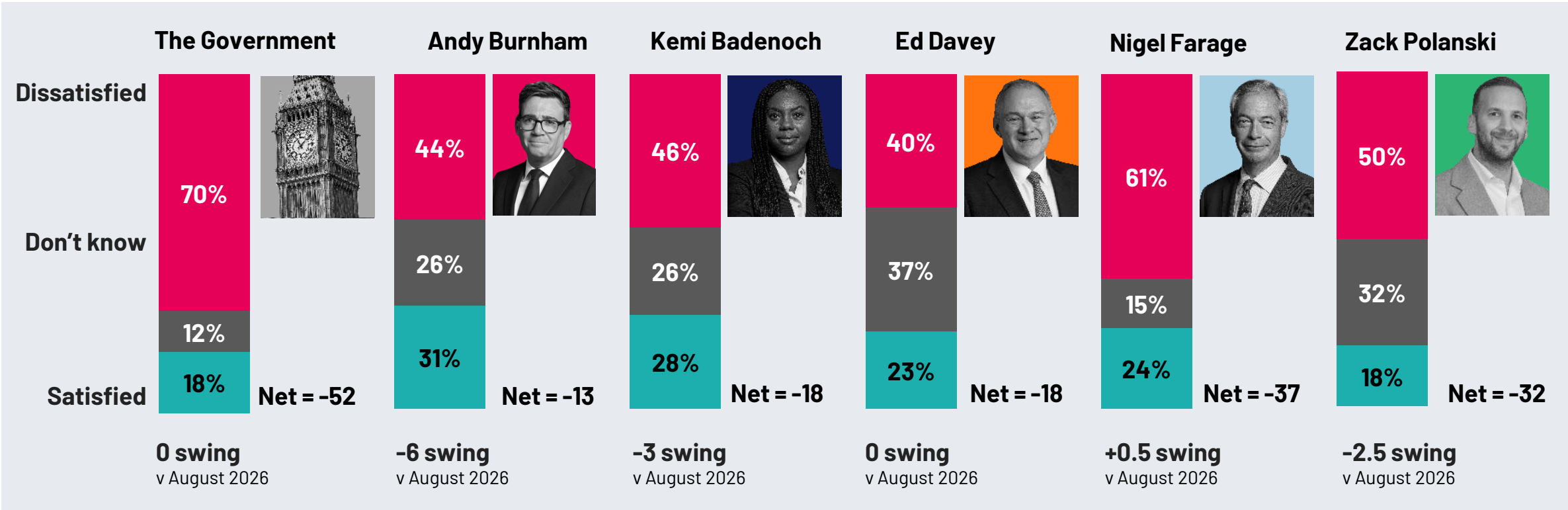
Base: 1,031 British adults 18+, 10 – 15 2026; Conservative 2024 voters (185), Labour 2024 voters (250), Reform UK 2024 voters (117), non-voters/too young to vote (134).

SATISFACTION **with government** **and party leaders**



Satisfaction with leaders and the Government: September 2026

Are you satisfied or dissatisfied with the way.... is running the country / doing his job/her as Prime Minister /Leader of the Conservative Party/ Leader of the Liberal Democrats/ Leader of Reform UK/ Leader of the Green Party?



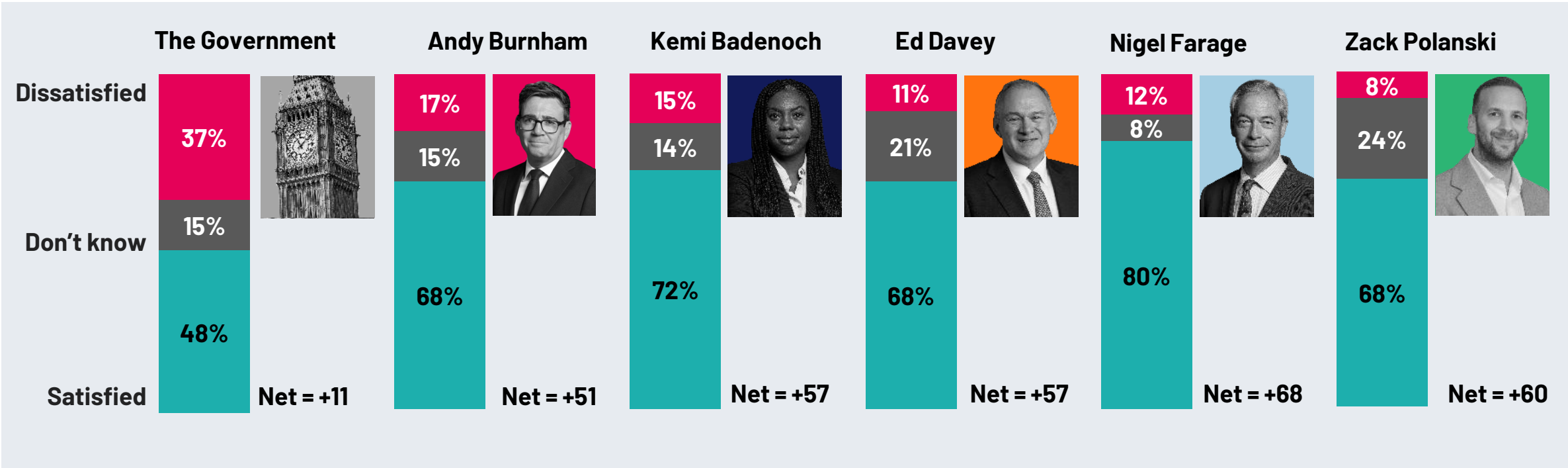
Base: 1,031 British adults 18+, 10 – 15 September 2026

Source: Ipsos Political Monitor



Satisfaction with leaders and the Government: September 2026

Are you satisfied or dissatisfied with the way.... is running the country / doing his job/her as Prime Minister /Leader of the Conservative Party/ Leader of the Liberal Democrats/ Leader of Reform UK/ Leader of the Green Party? **Among own party supporters**



Base: 1,031 British adults 18+; All who intend to vote Labour (262), Conservative (188), Reform UK (192), Liberal Democrat (70), Green party (97); 10 - 15 September 2026

Source: Ipsos Political Monitor

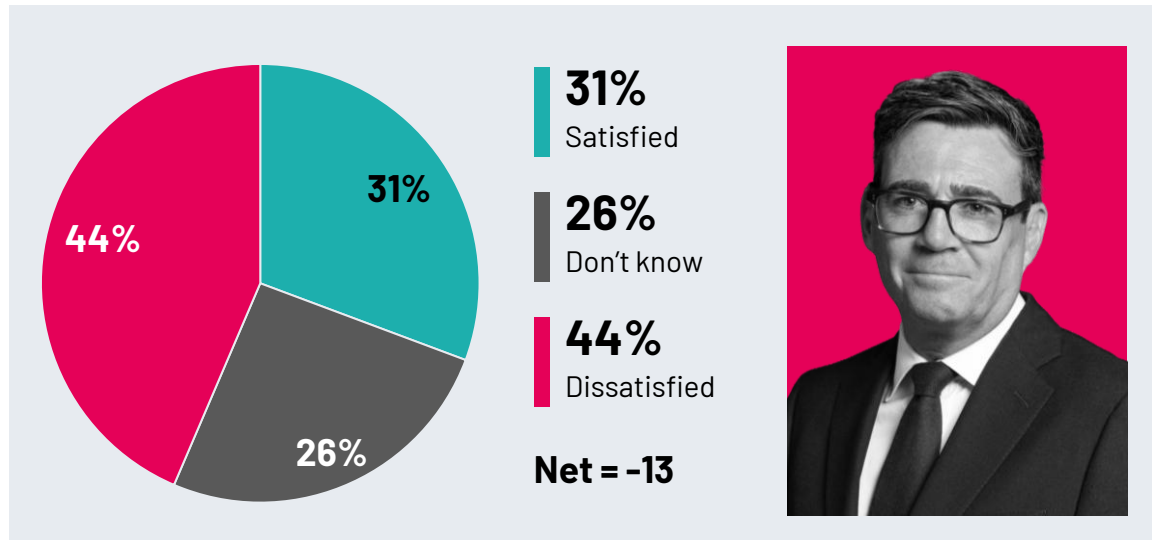


Andy Burnham: Satisfaction

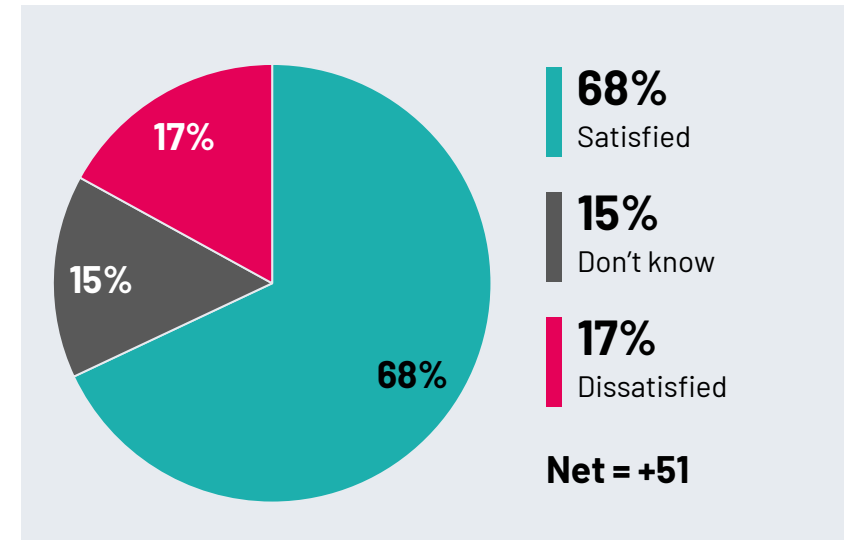
Are you satisfied or dissatisfied with the way Andy Burnham is doing his job as Prime Minister?

September 2026

Among all



Among Labour supporters

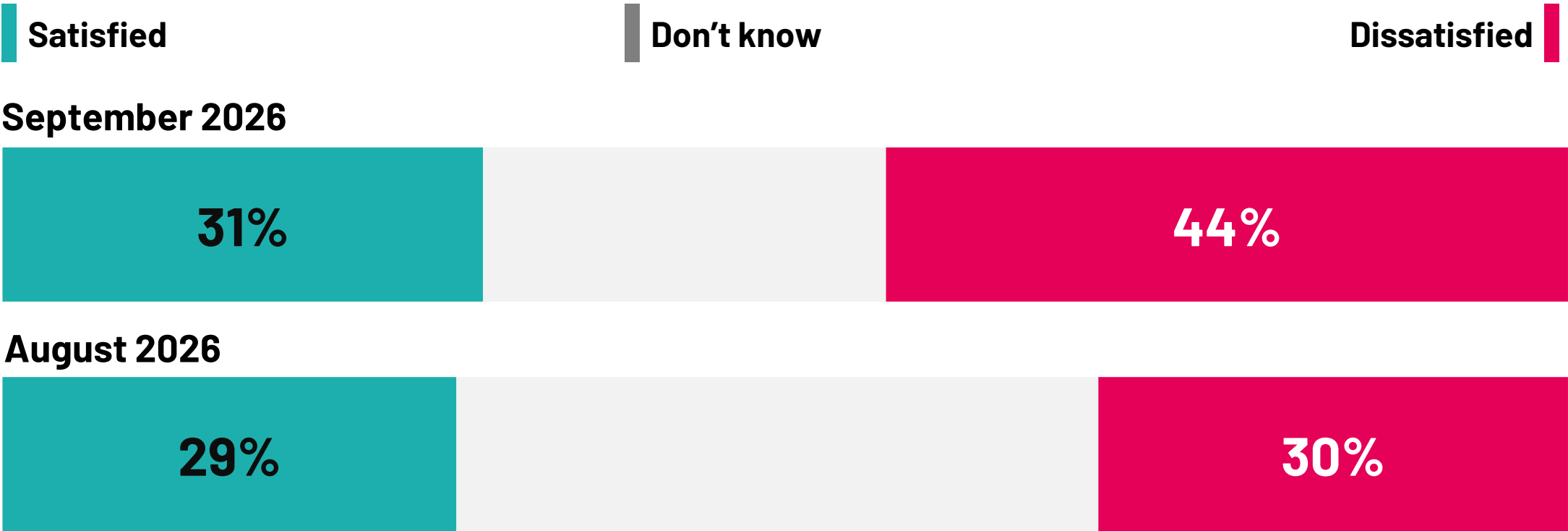


Base: 1,031 British adults 18+, 10 - 15 September 2026

Source: Ipsos Political Monitor

Andy Burnham: Satisfaction

Are you satisfied or dissatisfied with the way Andy Burnham is doing his job as Prime Minister?



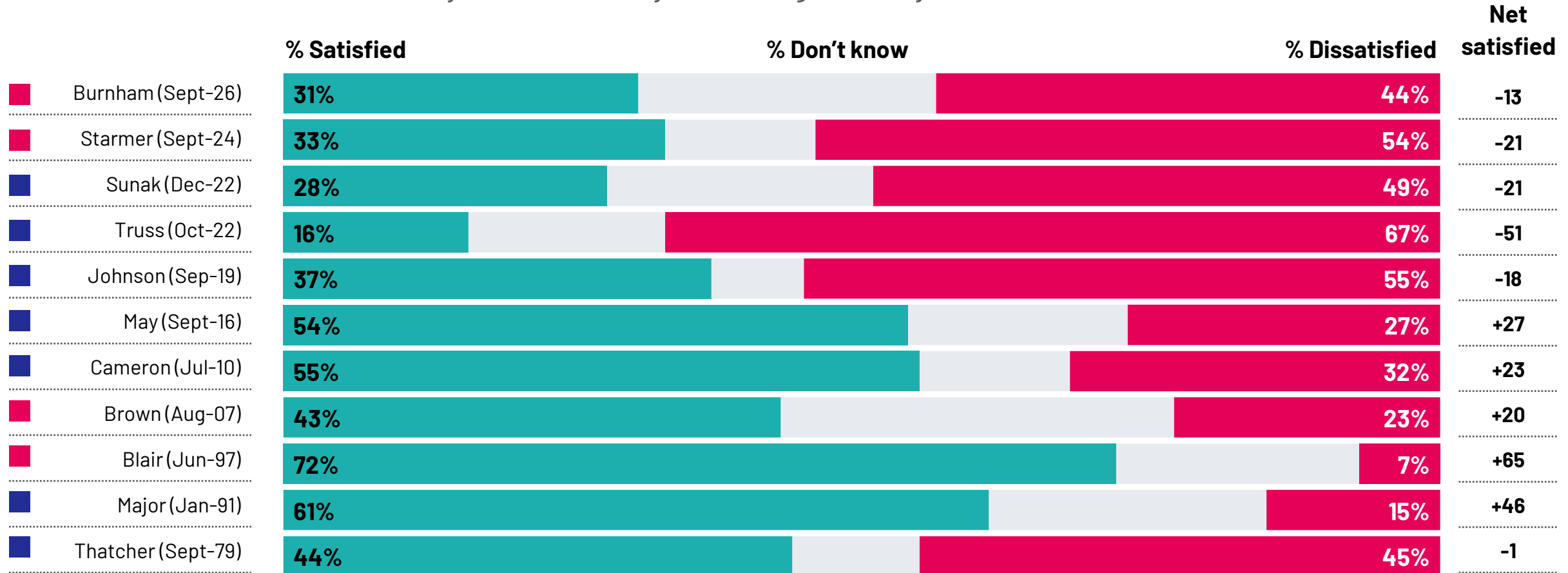
Base: 1,031 British adults 18+, 10 – 15 September 2026

Source: Ipsos Political Monitor



Satisfaction with Prime Minister: Second rating as Prime Minister

How satisfied or dissatisfied are you with the way ... is doing his/her job as Prime Minister?



Note: Data collected prior to February 2008 was collected via face-to-face methodology; data collected from February 2008 to December 2024 was telephone; data from June 2025 is via KnowledgePanel

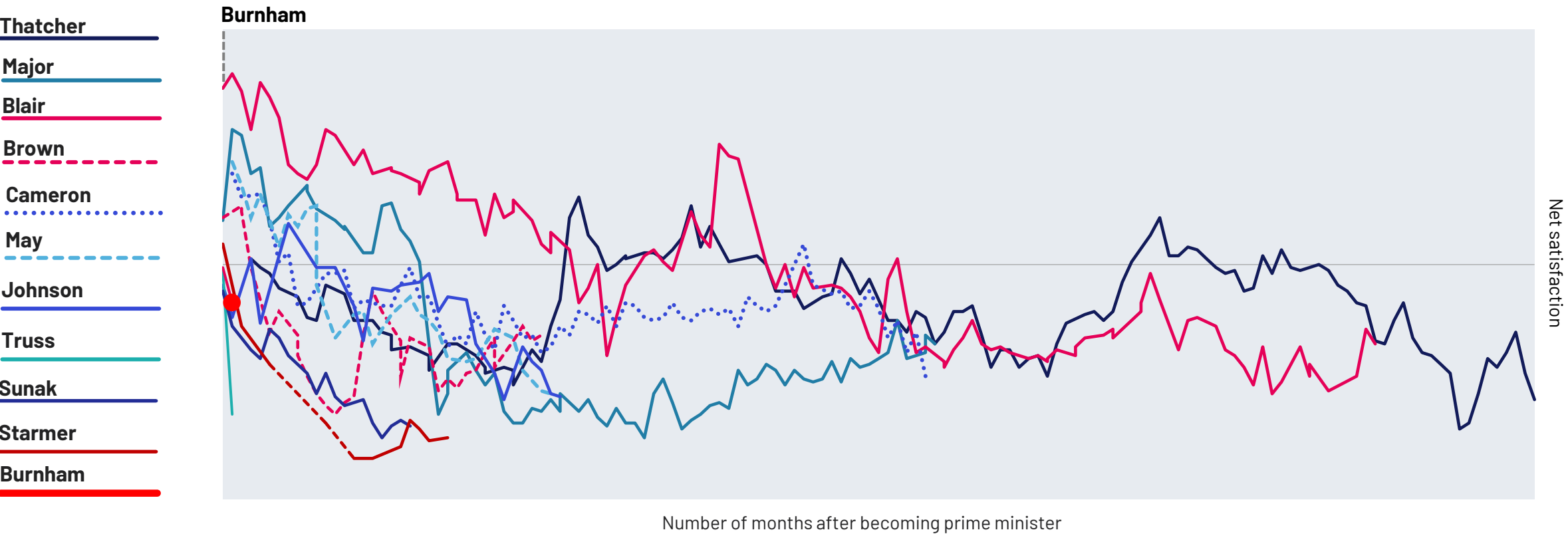
Base: c.1,000 British adults each month

* Data has been taken from the survey second closest after the election date

Source: Ipsos Political Monitor

Net satisfaction with Prime Ministers (1979 - 2026)

How satisfied or dissatisfied are you with the way ... is doing his/her job as Prime Minister?



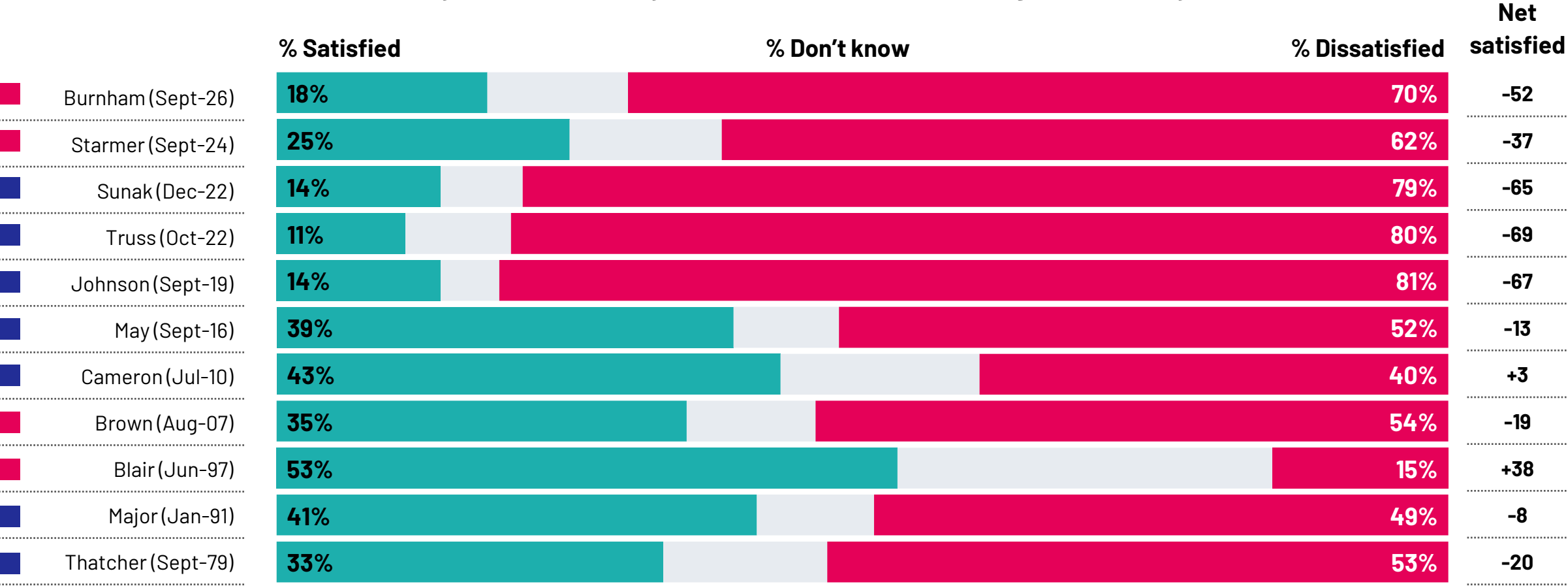
Note: Data prior to February 2008 was collected via face-to-face methodology; data collected from February 2008 was via telephone; from June 2025 data was collected online via the probability KnowledgePanel. Note small differences will not be statistically significant
Base: c.1,000 British adults each month

Source: Ipsos Political Monitor



Satisfaction with Government: Second rating after becoming PM

How satisfied or dissatisfied are you with the way the Government is running the country?



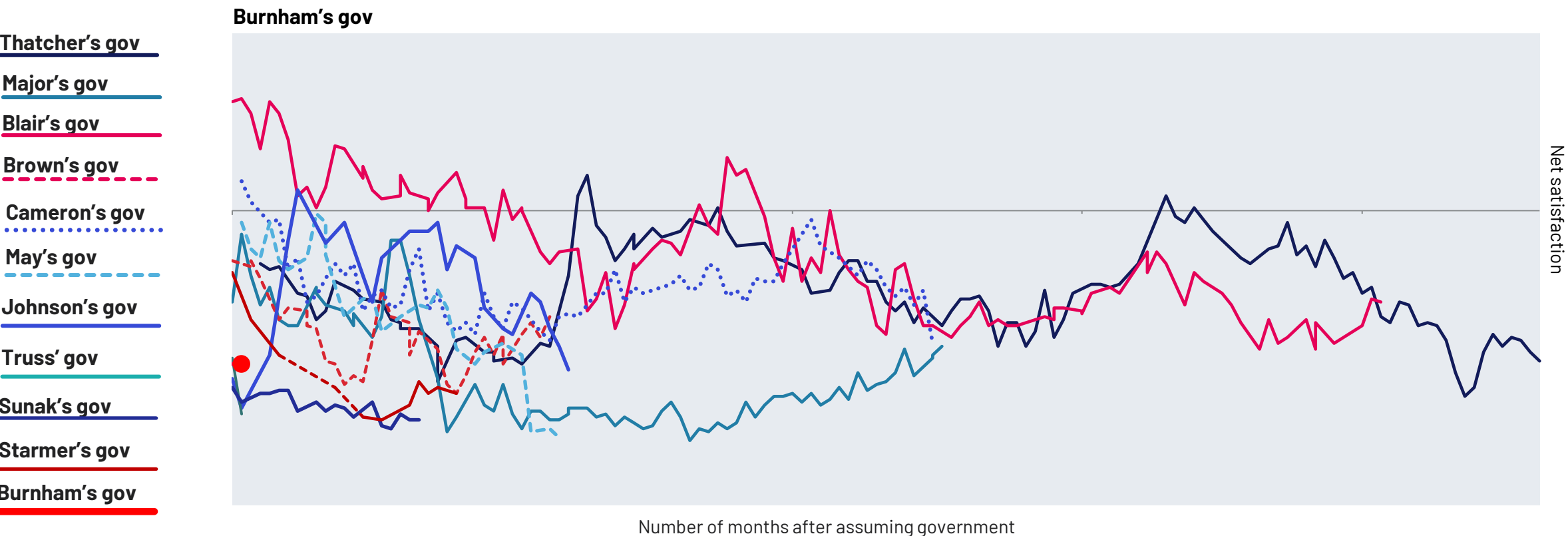
Note: Data collected prior to February 2008 was collected via face-to-face methodology; data collected from February 2008 to December 2024 was telephone; data from June 2025 is via KnowledgePanel
Base: c.1,000 British adults each month
* Data has been taken from the survey second closest after the election date

Source: Ipsos Political Monitor



Net satisfaction with the Government (1979 – 2026)

How satisfied or dissatisfied are you with the way the government is running the country?



Note: Data prior to February 2008 was collected via face-to-face methodology; data collected from February 2008 was via telephone; from June 2025 data was collected online via the probability KnowledgePanel. Note small differences will not be statistically significant
Base: c.1,000 British adults each month

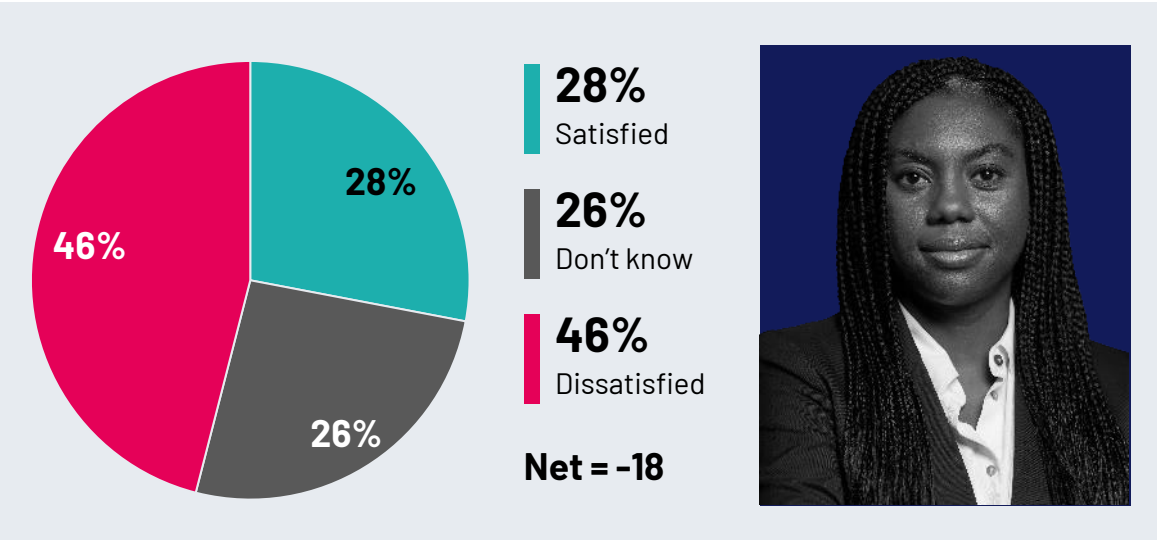
Source: Ipsos Political Monitor

Kemi Badenoch: Satisfaction

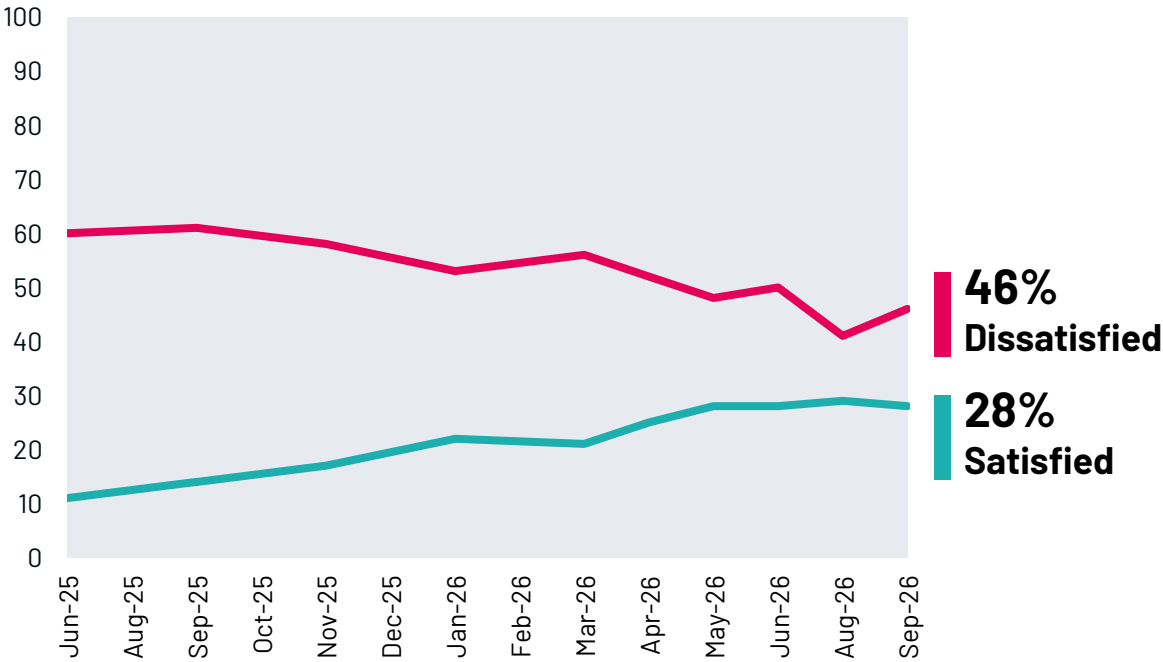
Are you satisfied or dissatisfied with the way Kemi Badenoch is doing her job as leader of the Conservative party

September 2026

Among all



June 2025 - September 2026



Base: 1,031 British adults 18+, 10 - 15 September 2026

Source: Ipsos Political Monitor

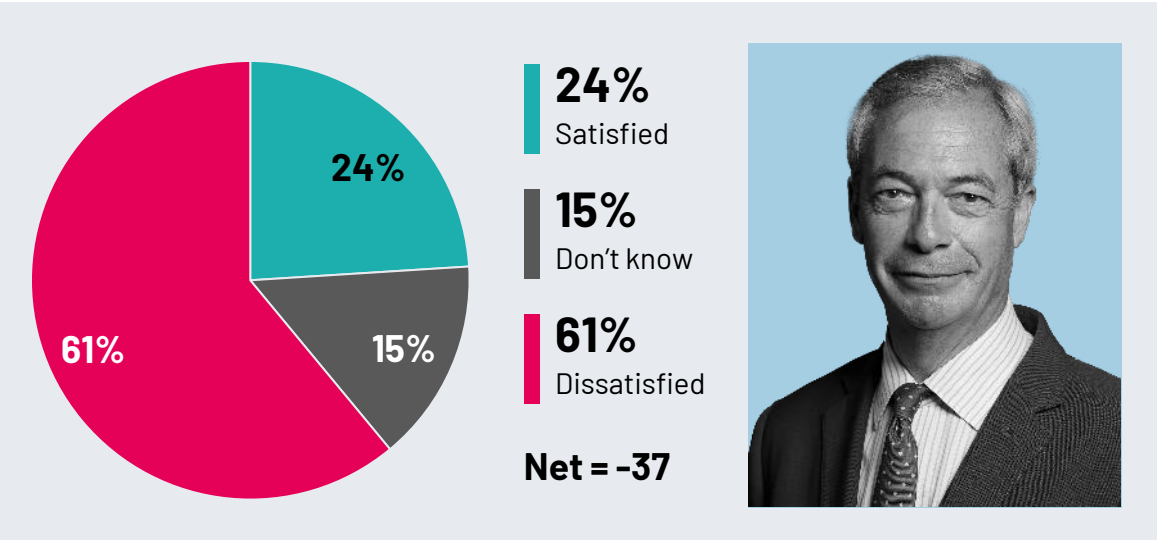


Nigel Farage: Satisfaction

Are you satisfied or dissatisfied with the way Nigel Farage is doing his job as leader of Reform UK?

September 2026

Among all



June 2025 - September 2026



Base: 1,031 British adults 18+, 10 - 15 September 2026

Source: Ipsos Political Monitor

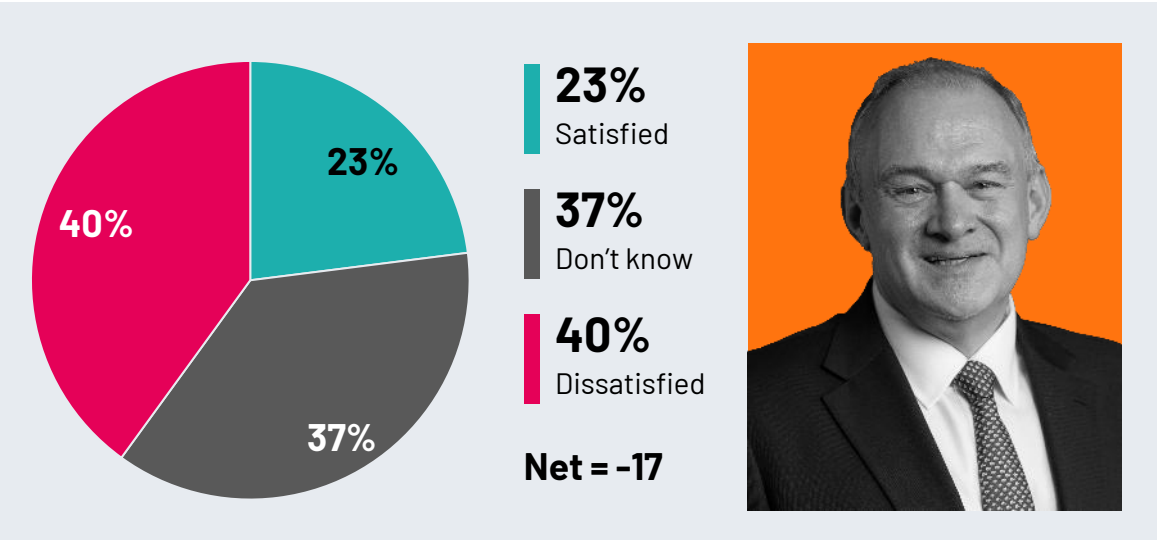


Ed Davey: Satisfaction

Are you satisfied or dissatisfied with the way Ed Davey is doing his job as leader of the Liberal Democrats?

September 2026

Among all



June 2025 - September 2026



Base: 1,031 British adults 18+, 10 - 15 September 2026

Source: Ipsos Political Monitor

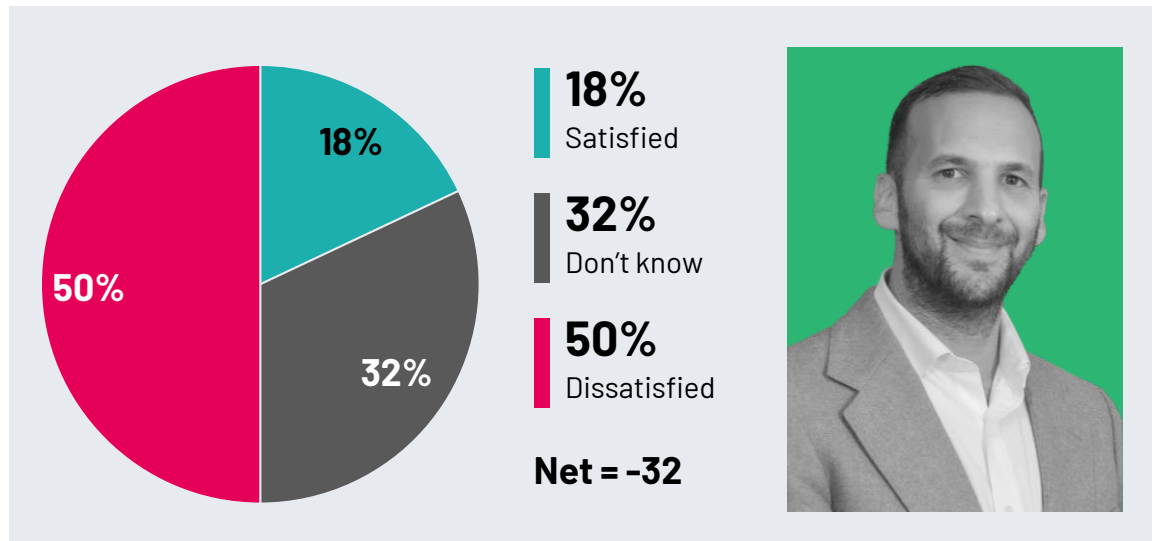


Zack Polanski: Satisfaction

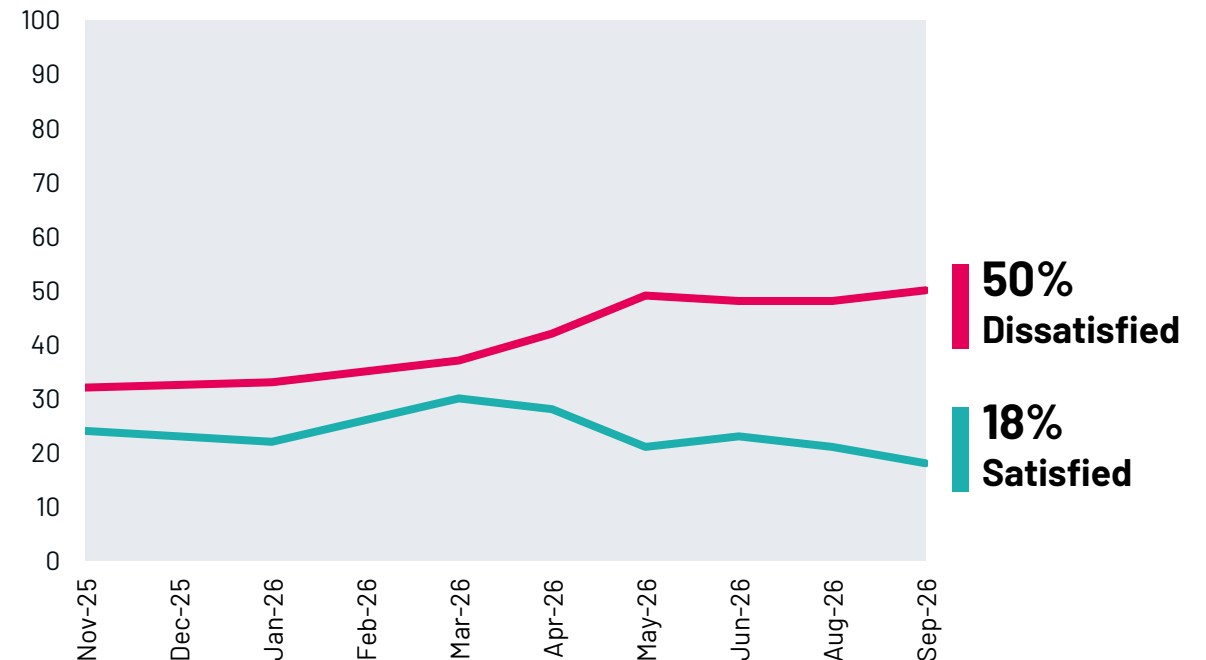
Are you satisfied or dissatisfied with the way Zack Polanski is doing his job as leader of the Green party?

September 2026

Among all



November 2025 – September 2026



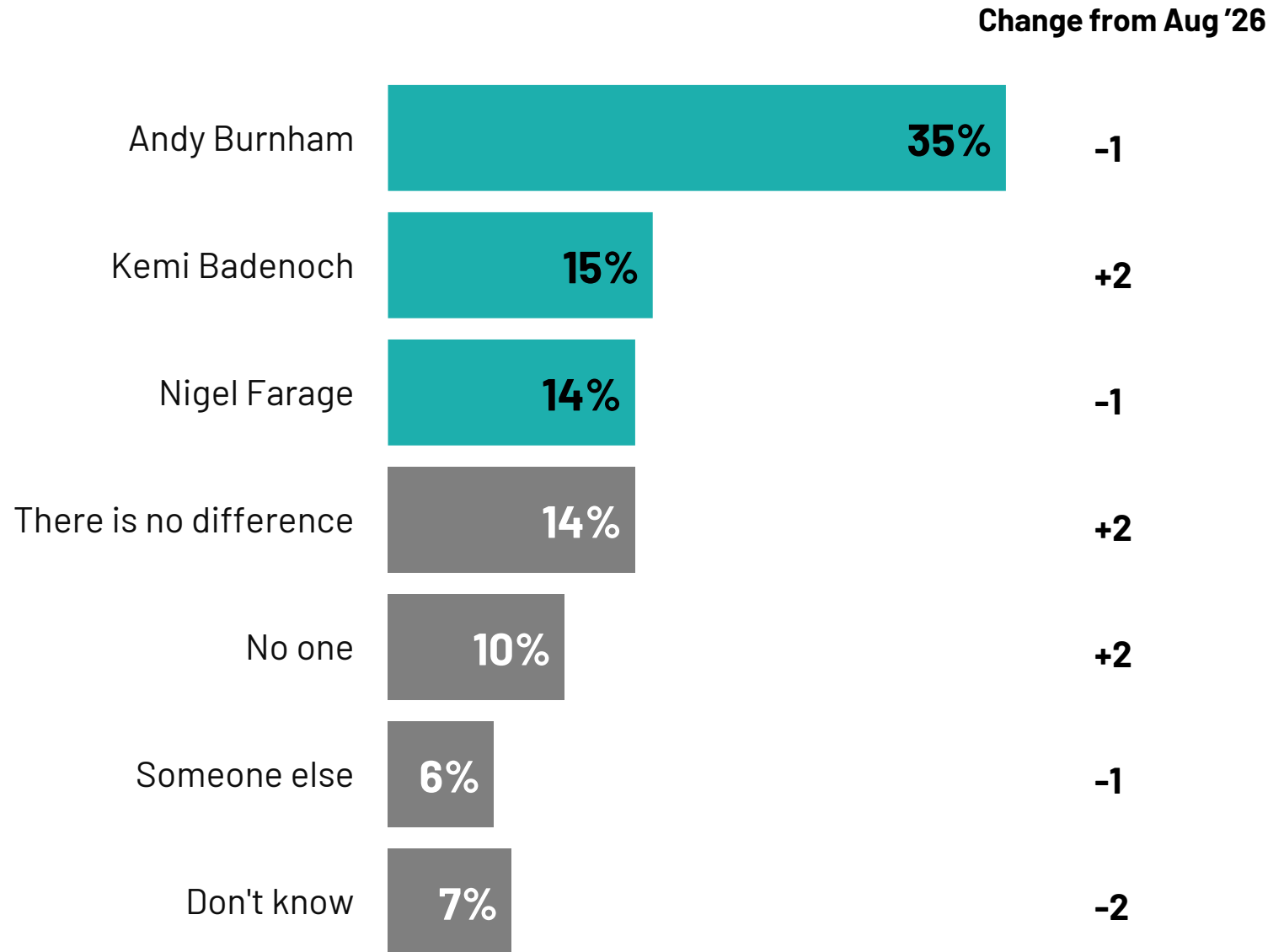
Base: 1,031 British adults 18+, 10 – 15 September 2026

Source: Ipsos Political Monitor

Most capable Prime Minister

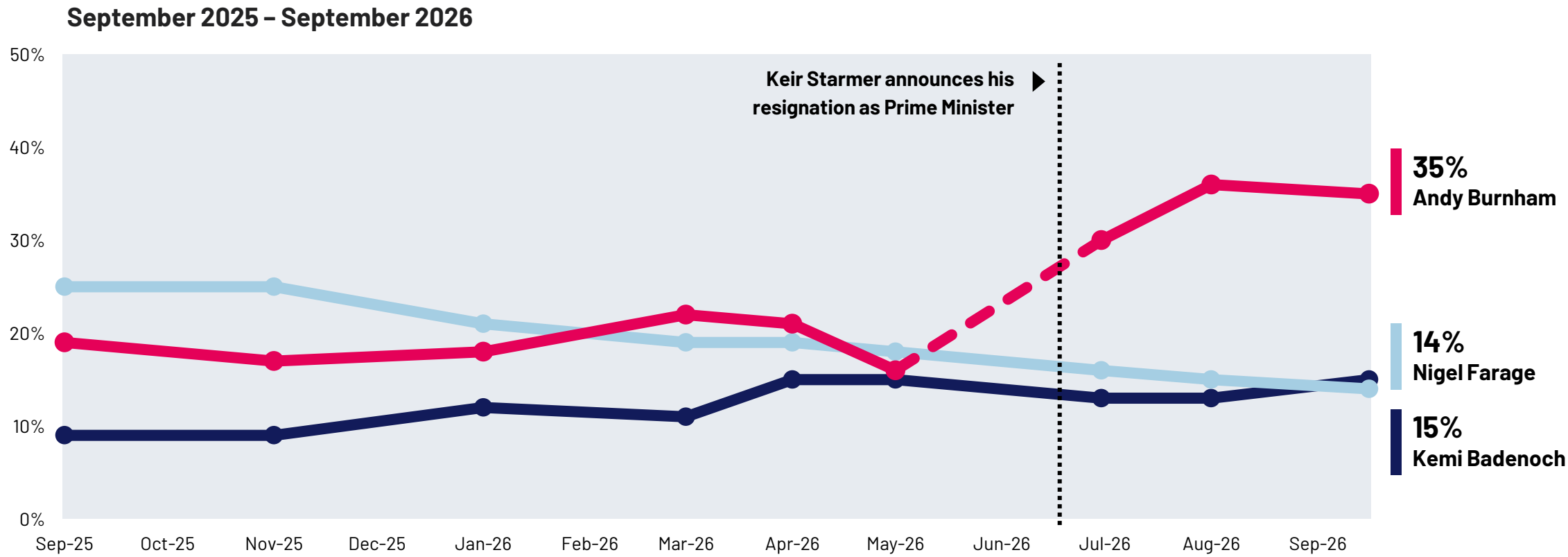
Who do you think would make the most capable Prime Minister?

Base: 1,031 British adults 18+, 10 – 15 September 2026



Most capable Prime Minister: Trend

Who do you think would make the most capable Prime Minister?

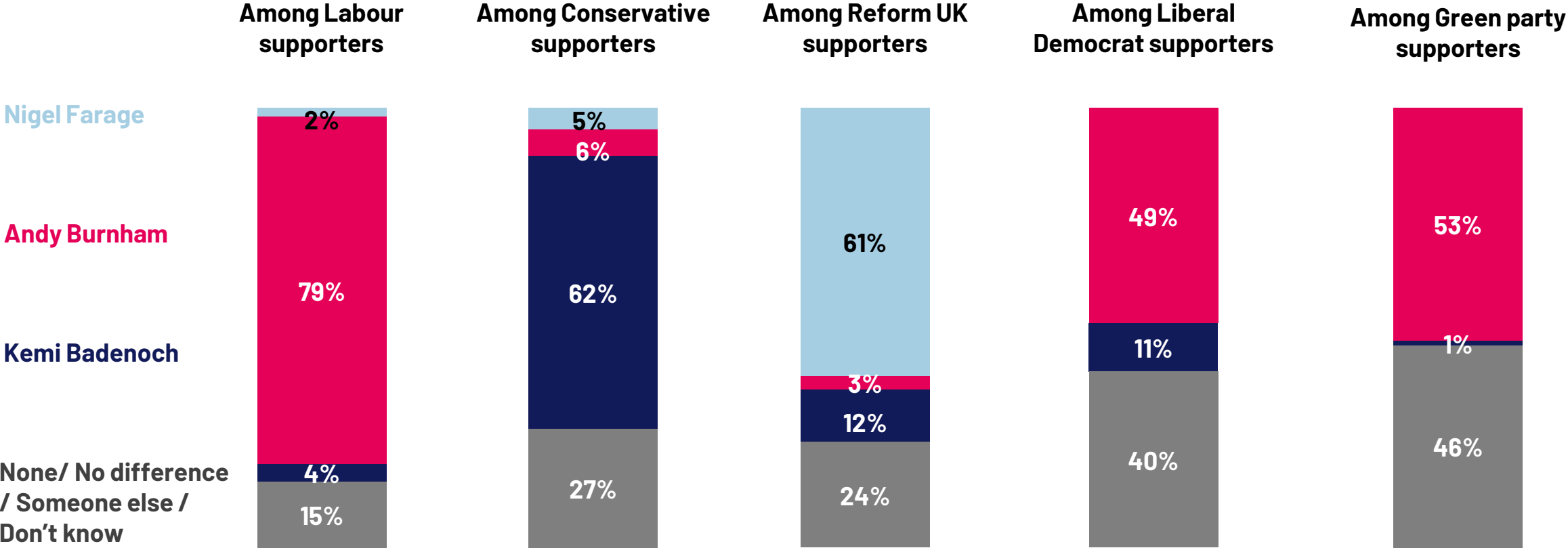


Base: 1,031 British adults 18+, 10 – 15 September 2026



Most capable Prime Minister: Among party supporters

Who do you think would make the most capable Prime Minister?

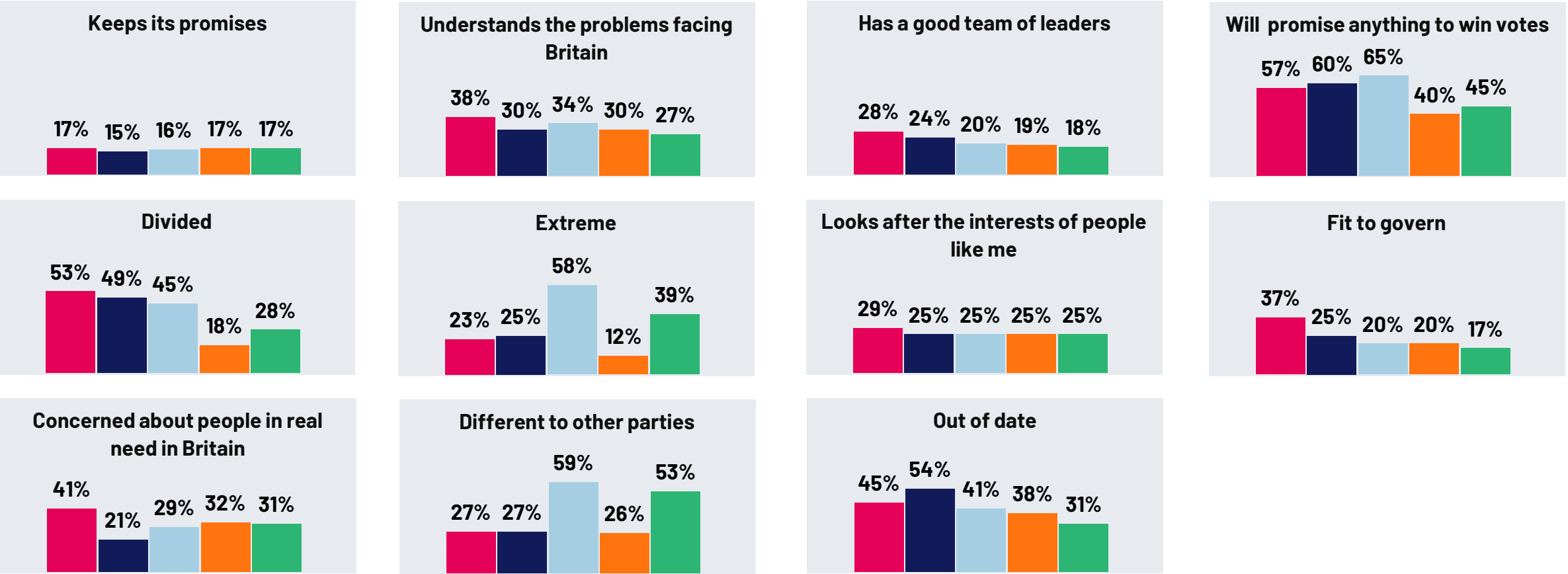


Base: 1,031 British adults 18+; All who intend to vote Labour (262), Conservative (188), Reform UK (192), Liberal Democrat (70), Green party (97); 10 – 15 September 2026



Party image

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

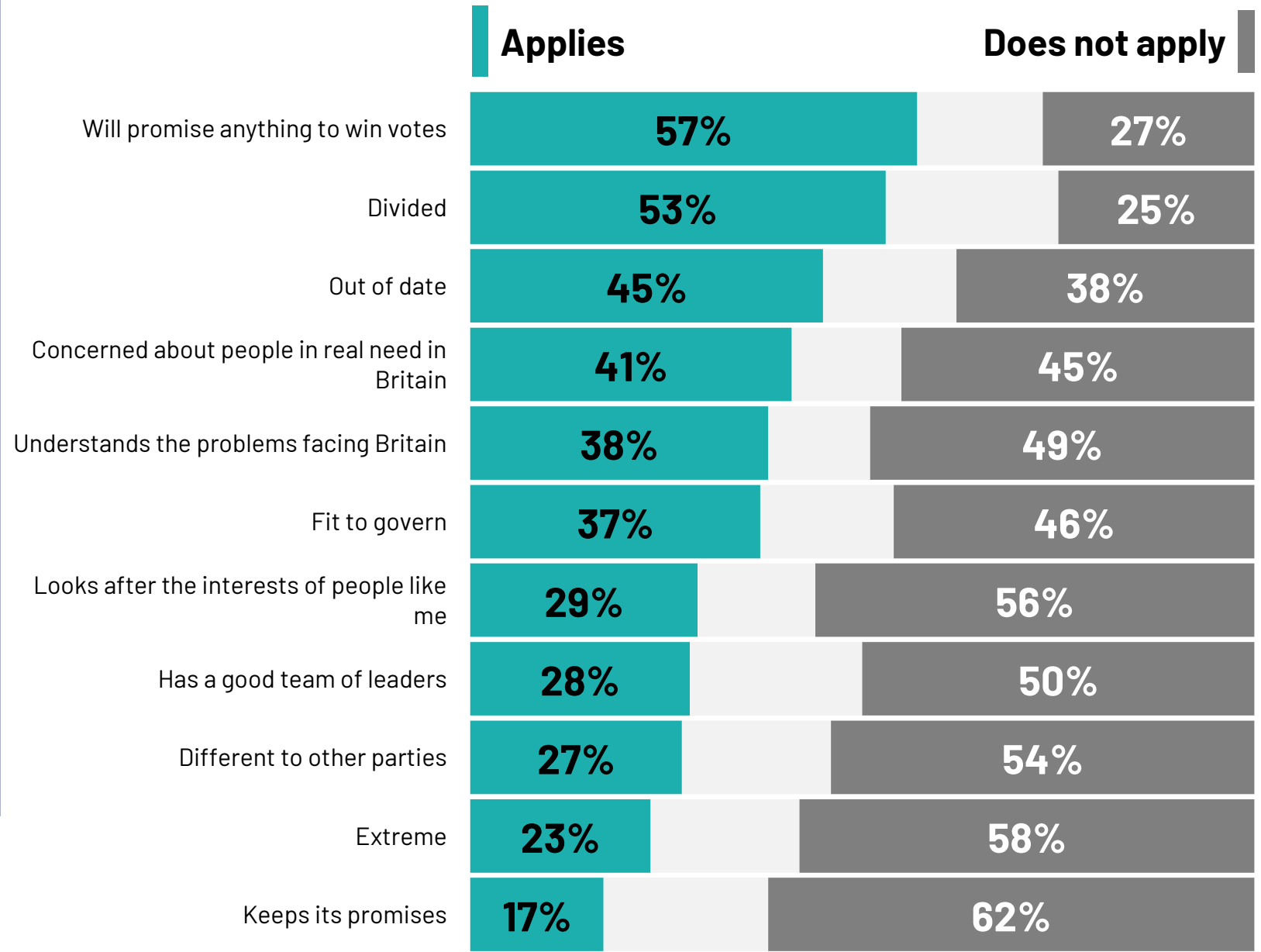


Base: 1,031 British adults 18+, 10 –15 September 2026



Party image: Labour

Which of these, if any, do you think apply to the Labour Party?

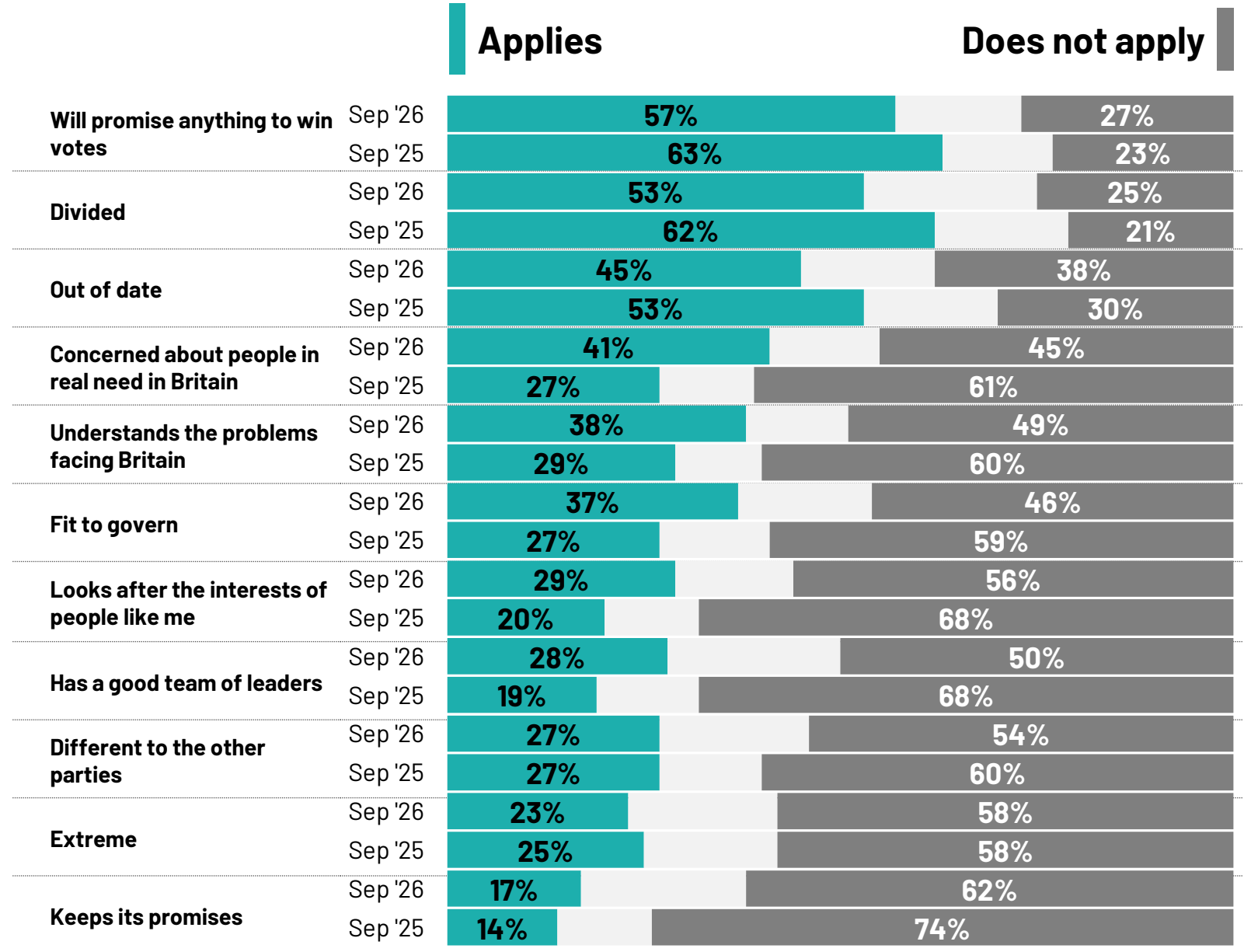


Base: 1,031 British adults 18+, 10 - 15 September 2026

Party image: Labour

Which of these, if any, do you think apply to the Labour Party?

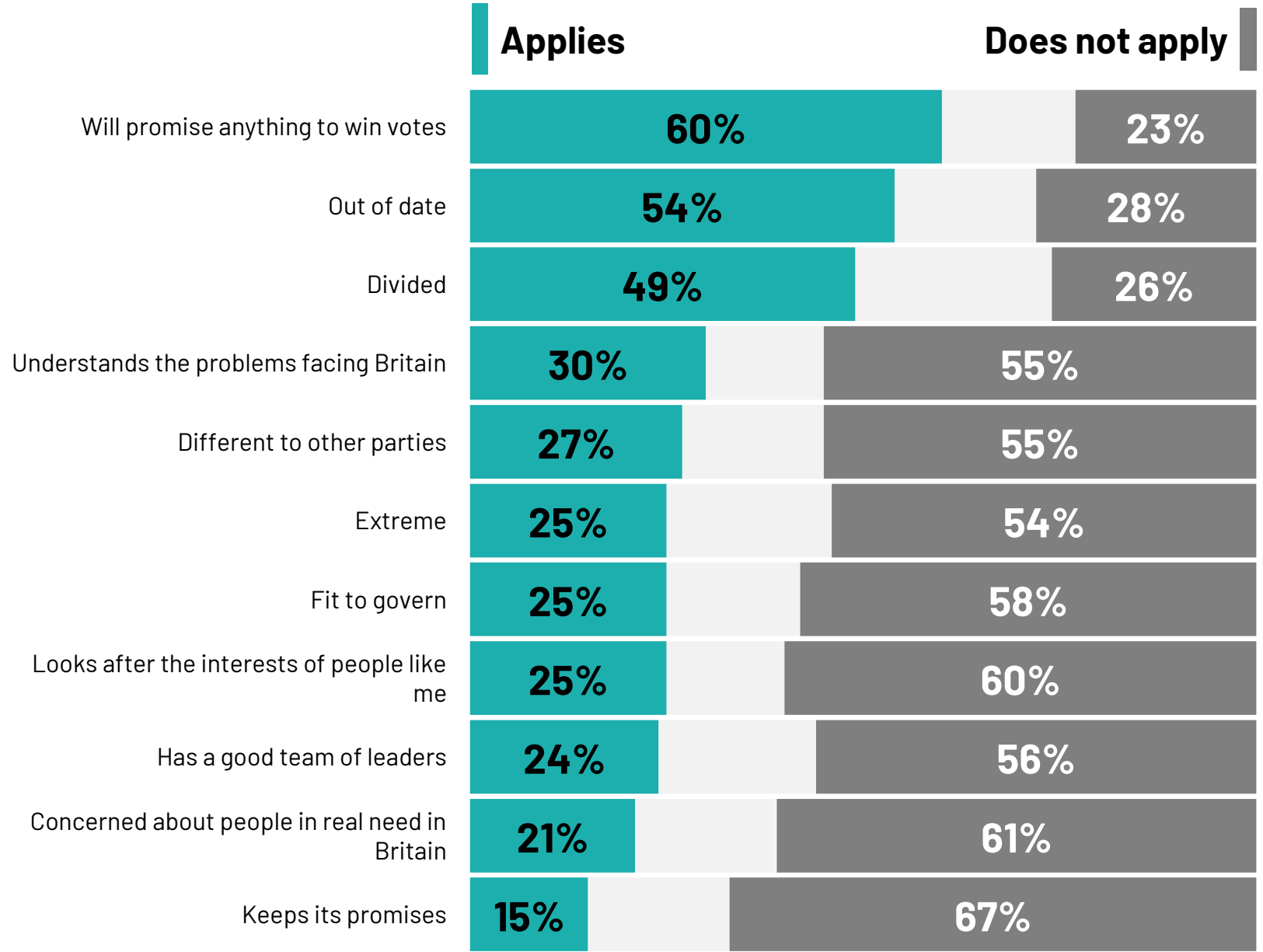
Base: 1,031 British adults 18+, 10 – 15 September 2026



Party image: The Conservative party

Which of these, if any, do you think apply to the Conservative party?

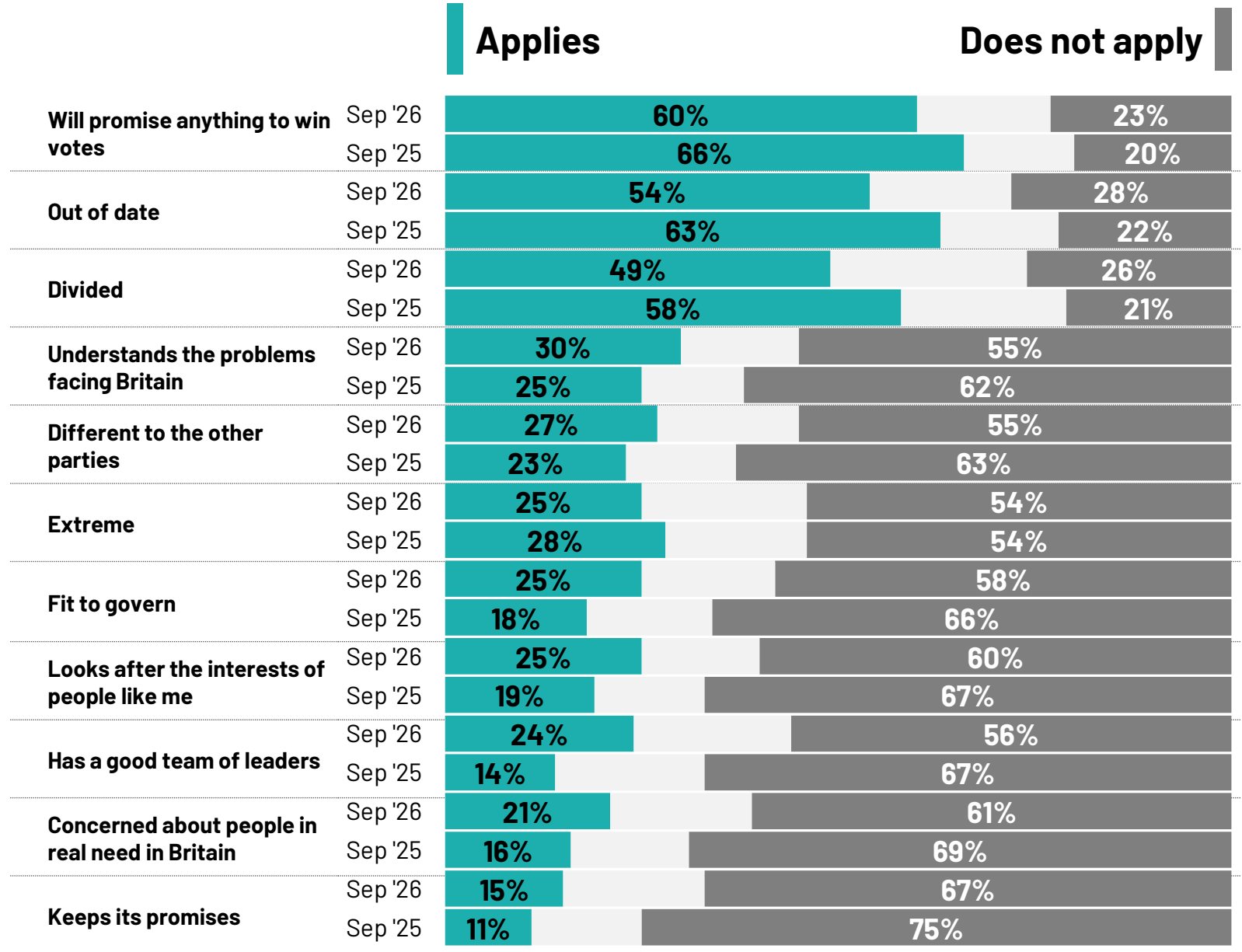
Base: 1,031 British adults 18+, 10 – 15 September 2026



Party image: The Conservative party

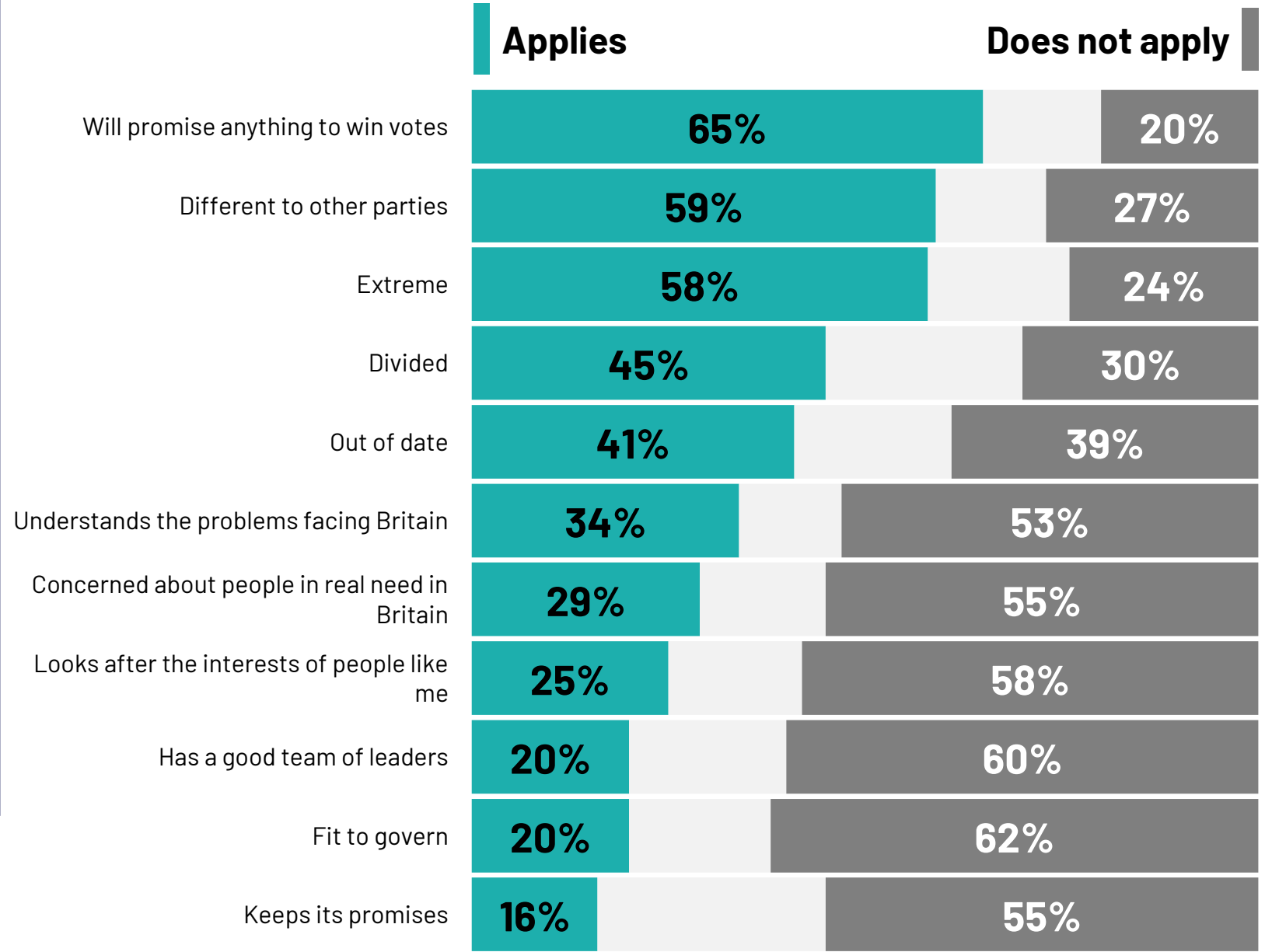
Which of these, if any, do you think apply to the Conservative Party?

Base: 1,031 British adults 18+, 10 – 15 September 2026



Party image: Reform UK

Which of these, if any, do you think apply to Reform UK?

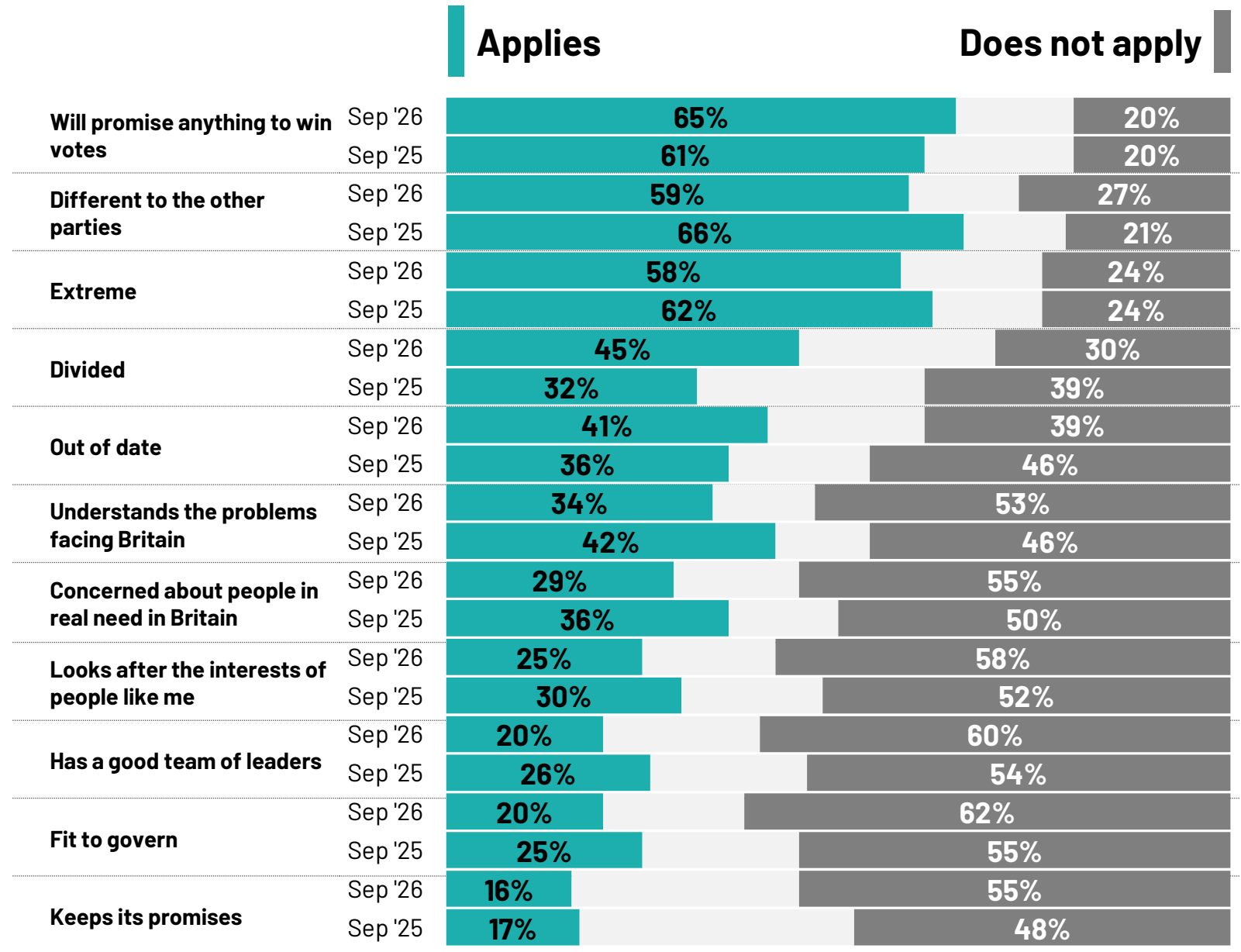


Base: 1,031 British adults 18+, 10 – 15 September 2026

Party image: Reform UK

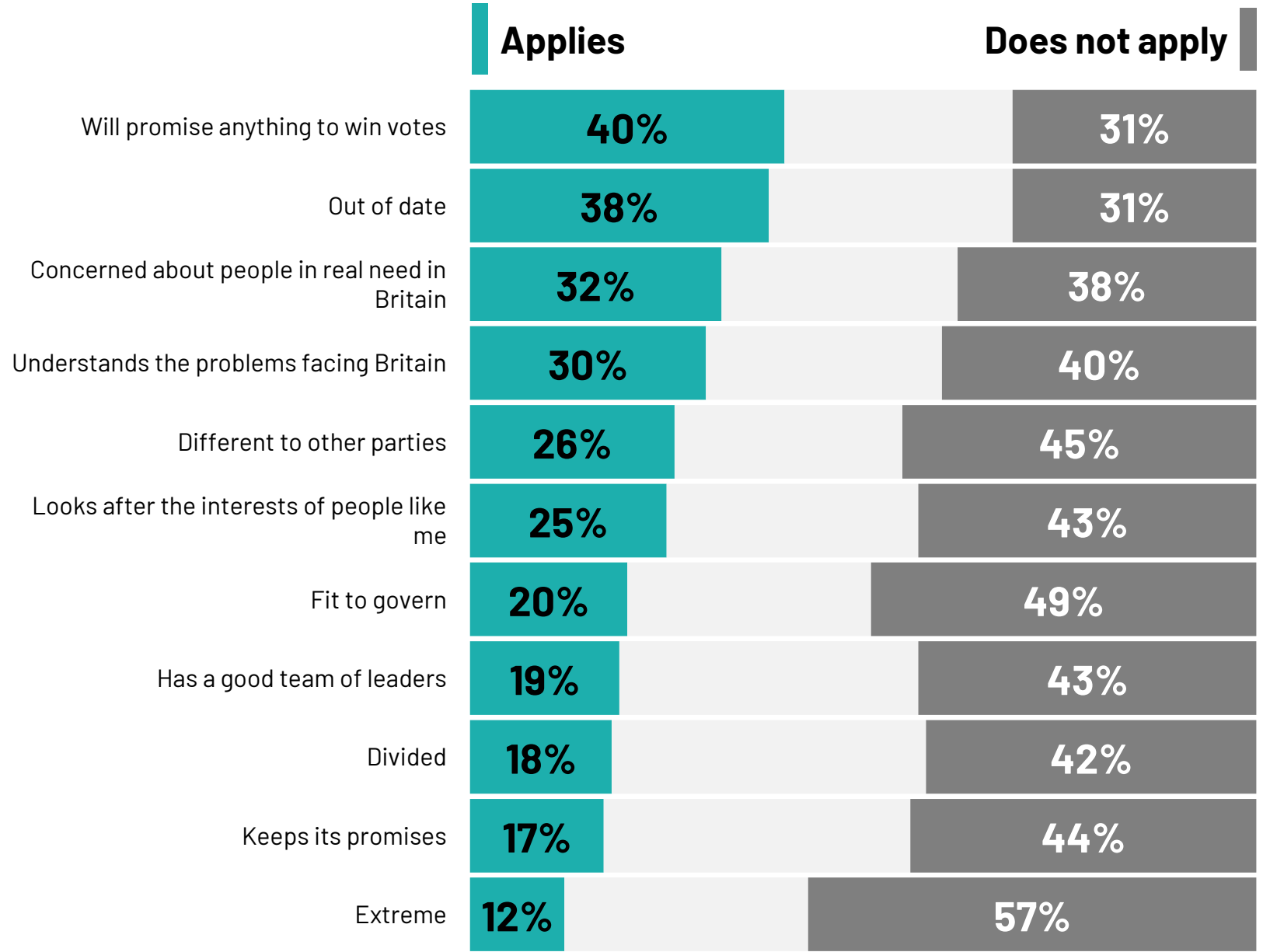
Which of these, if any, do you think apply to Reform UK

Base: 1,031 British adults 18+, 10 – 15 September 2026



Party image: The Liberal Democrats

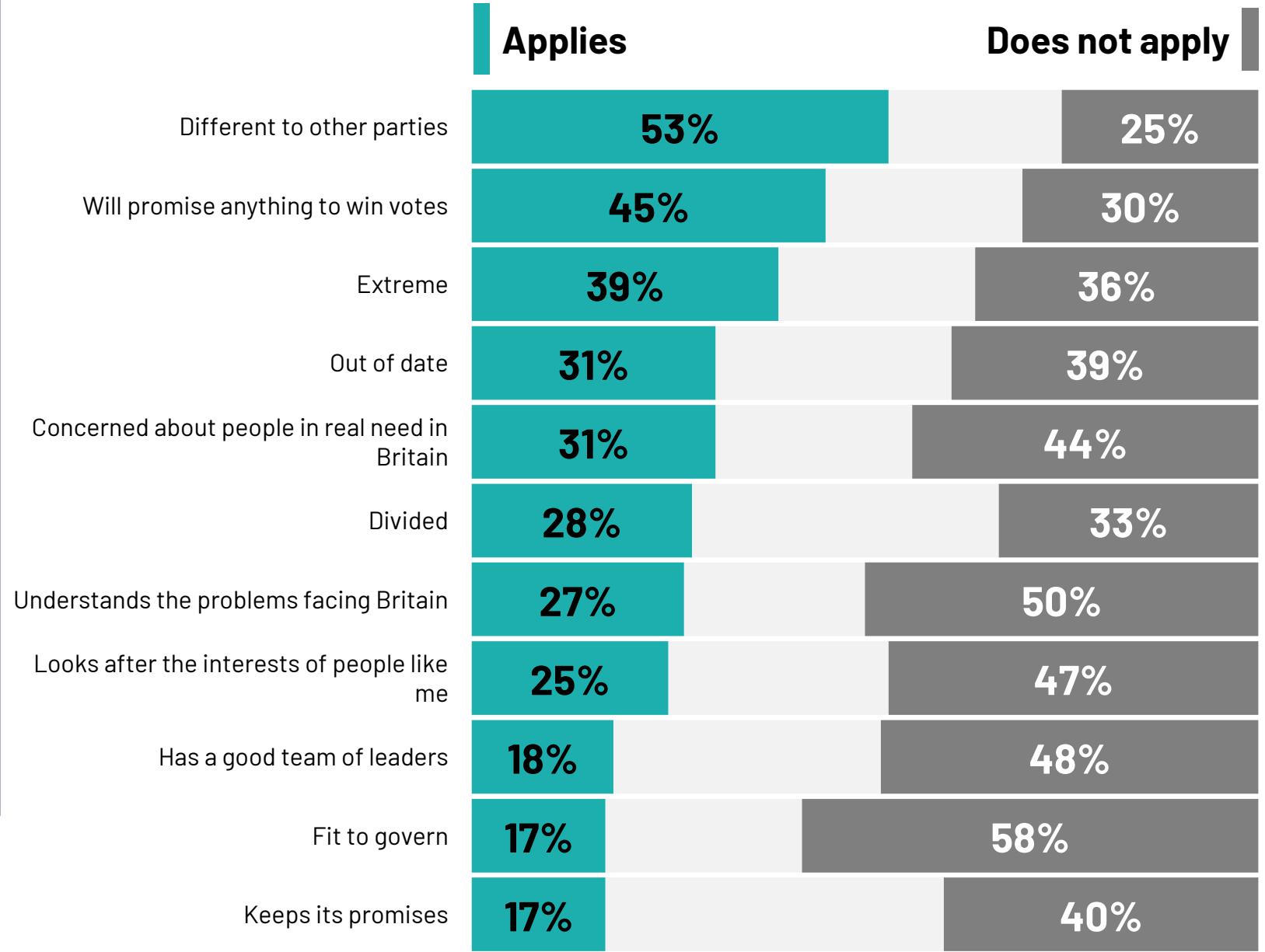
Which of these, if any, do you think apply to Reform UK?



Base: 1,031 British adults 18+, 10 – 15 September 2026

Party image: The Green party

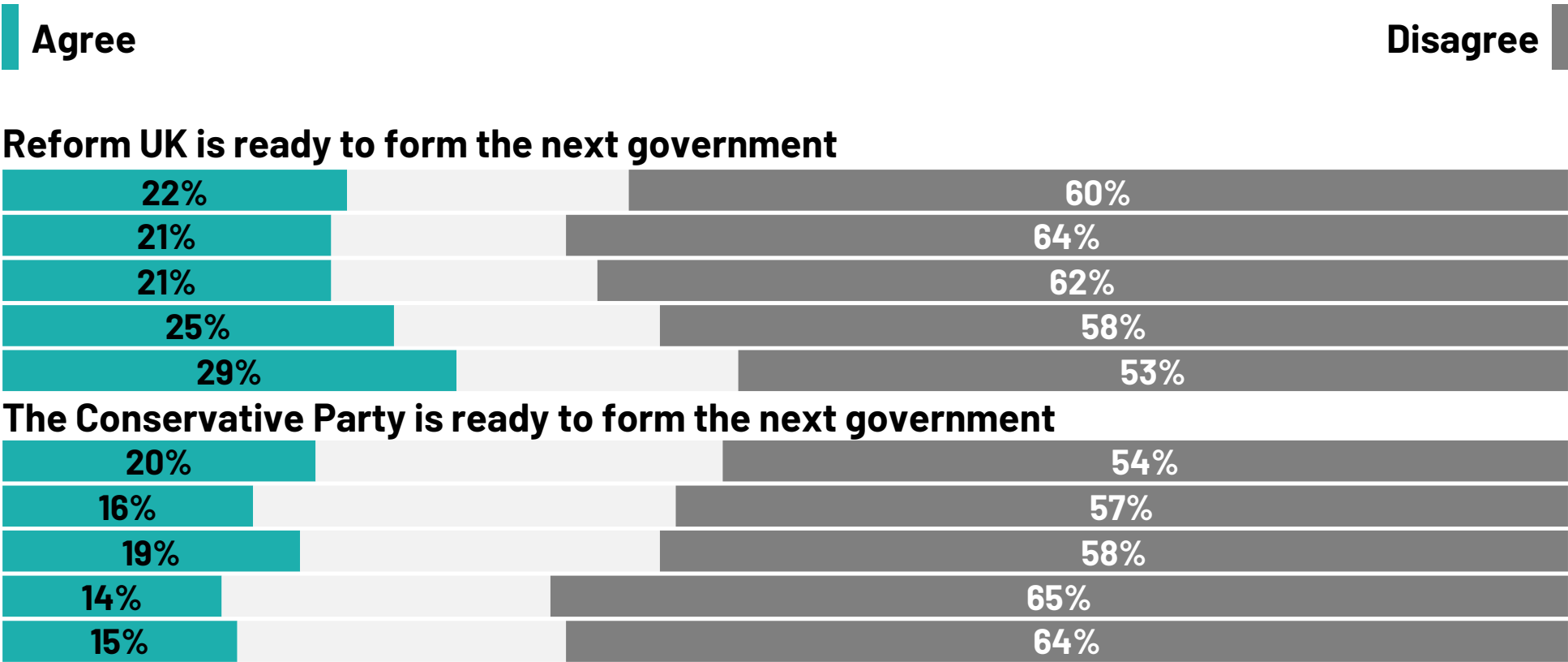
Which of these, if any, do you think apply to Reform UK?



Base: 1,031 British adults 18+, 10 – 15 September 2026

Is ... ready to form the next government?

To what extent, if at all, do you agree or disagree with the following statements?



Base: 1,031 British adults 18+, 10 – 15 September 2026

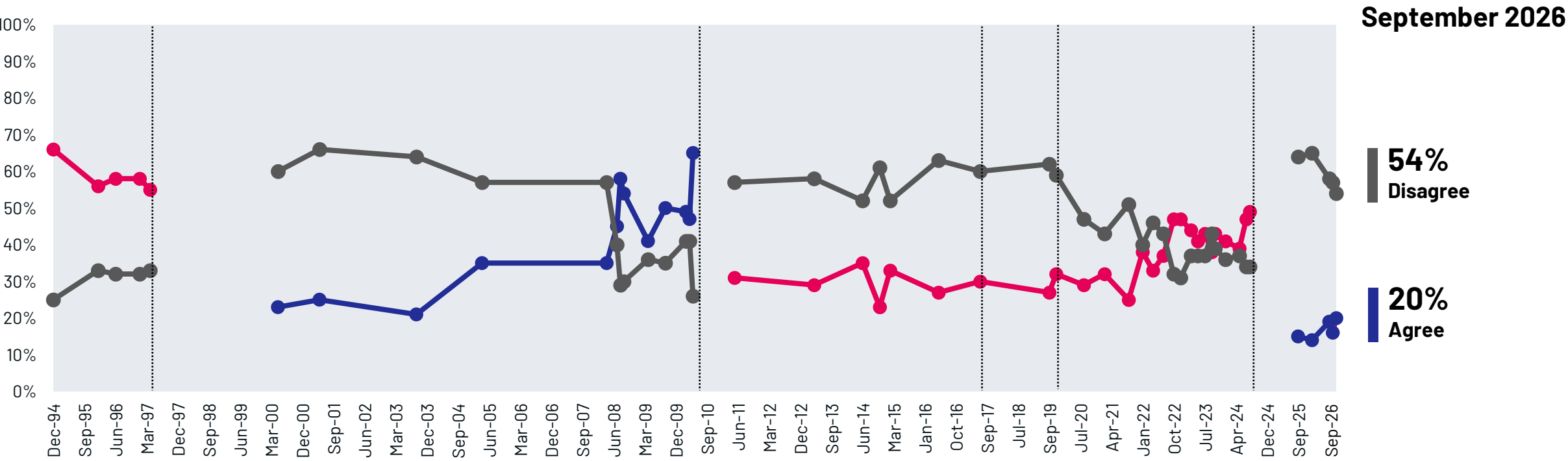
Source: Ipsos Political Monitor



Is the Opposition ready to form the next Government?

To what extent, if at all, do you agree or disagree with the following?

[...] is ready to form the next Government



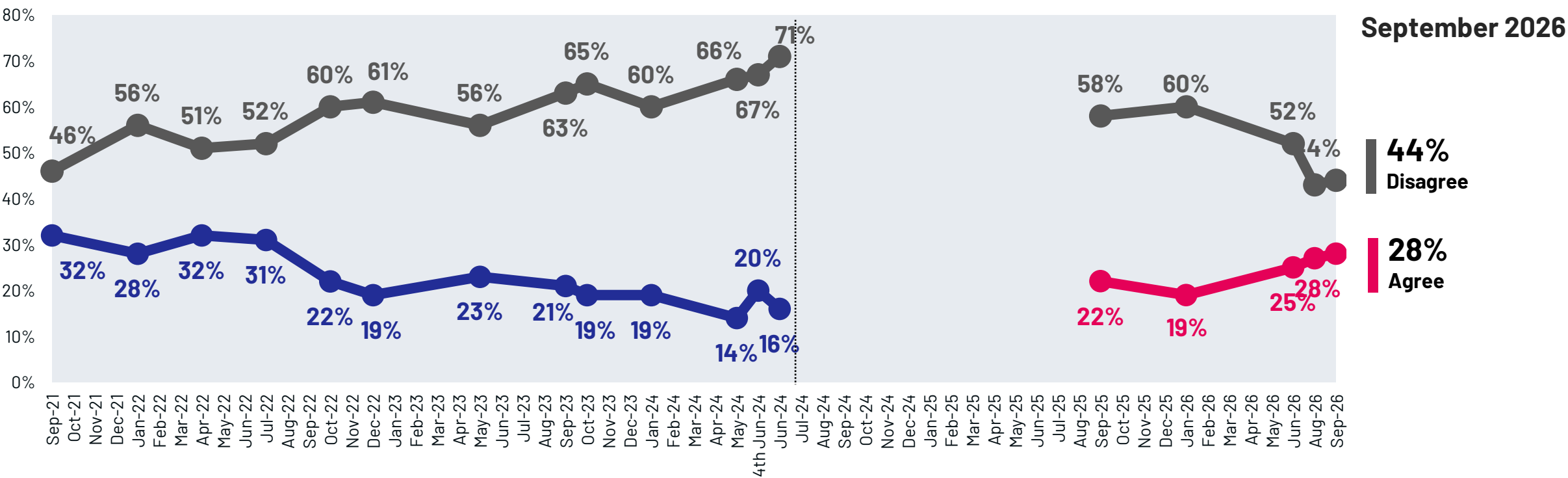
Base: 1,031 British adults 18+, 10 - 15 September 2026. c.1,000 British adults each month

Source: Ipsos Political Monitor

Does the Government deserve to be re-elected?

To what extent, if at all, do you agree or disagree with the following?

The [...] government deserves to be re-elected



Base: 1,031 British adults 18+, 10 - 15 September 2026. c.1,000 British adults each month

Source: Ipsos Political Monitor



Is ... ready to be Prime Minister

To what extent, if at all, do you agree or disagree with the following? [...] is ready to be Prime Minister



Base:1,031 British adults 18+, 10 – 15 September 2026

Source: Ipsos Political Monitor



Is ... ready to be Prime Minister?

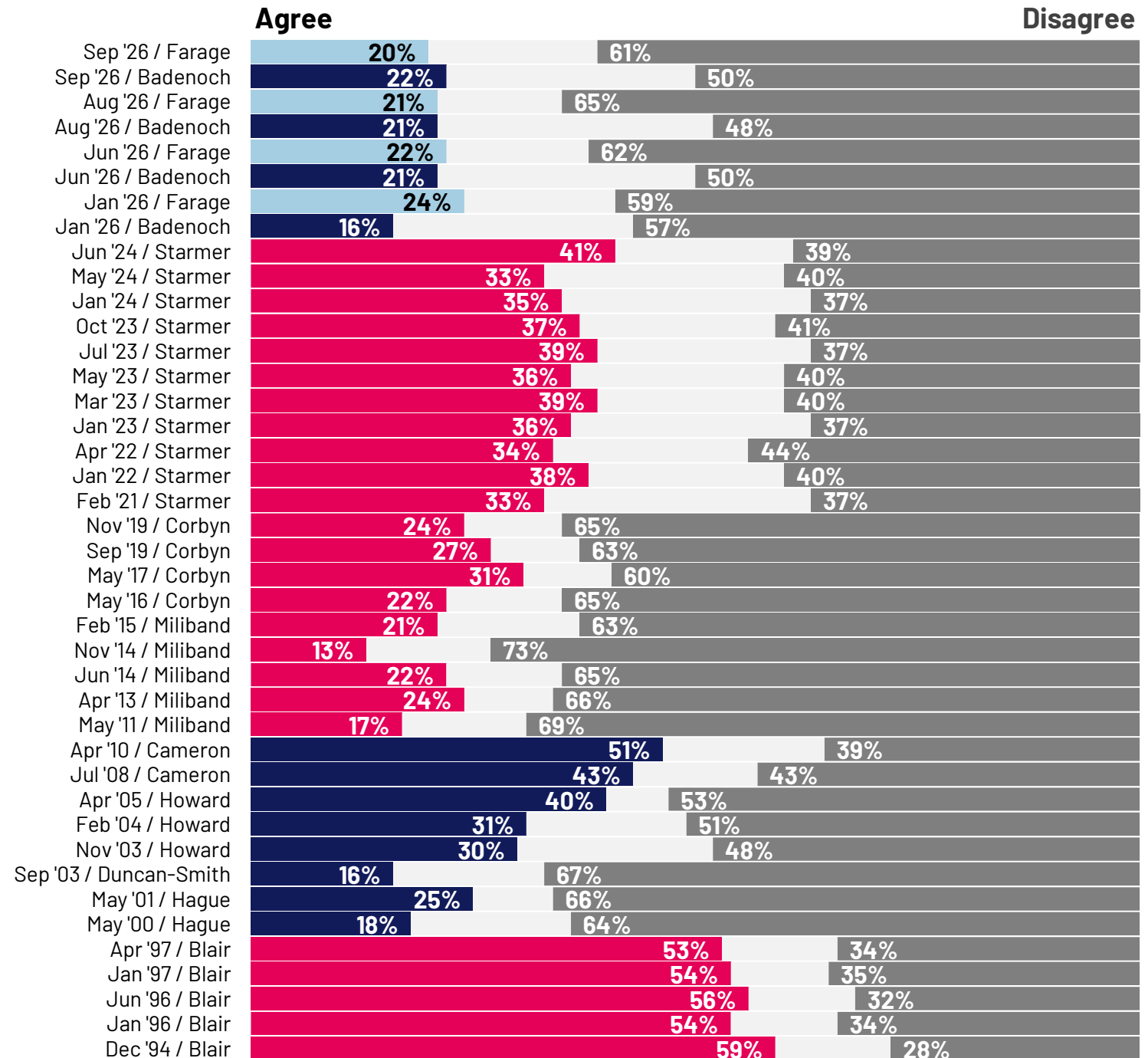
To what extent, if at all, do you agree or disagree with the following?

[...] is ready to be Prime Minister

Base: 1,031 British adults 18+, 10 – 15 September 2026

Source: Ipsos Political Monitor

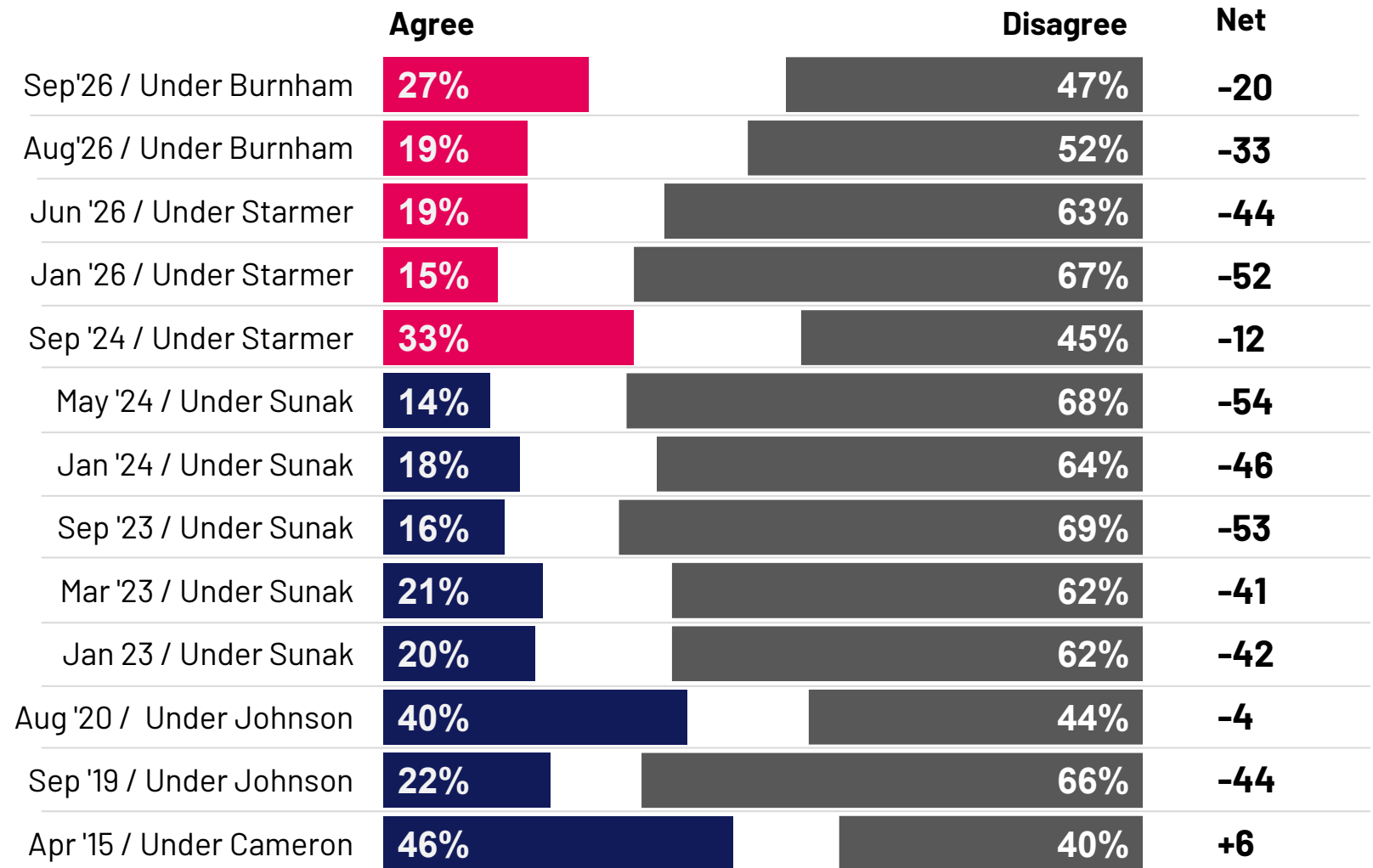
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Is the current Government competent?

To what extent, if at all, do you agree or disagree with the following?

The word “competent” is an accurate description of the current Government



Base: 1,031 British adults 18+, 10 – 15 September 2026

Source: Ipsos Political Monitor

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About the Ipsos Knowledge Panel©

Ipsos, part of the Ipsos group, is one of the UK's largest and most innovative research agencies, working for a wide range of global businesses and many government departments and public bodies.

The KnowledgePanel©, set up in 1999 in the US, 2020 in the UK, and since across Europe, is an online random probability panel.

In the UK, panellists aged 16+ are recruited via a postal push-to-web methodology. Invitations are sent to randomly selected addresses in the UK. Those who are digitally excluded are provided with a tablet and restricted internet access, free of cost. Our recruitment approach means all UK households in private residential settings have a known and non-zero chance of being invited to join the panel.

A high-quality random selection process is followed for all survey sampling. Panel members are randomly selected to take part in surveys. Data collection usually takes place over a week, online. Being a probability sample, quotas are not applied. Instead, the selected sample is stratified to ensure it is balanced on key characteristics. All those invited are allowed to take part in the survey.

METHODOLOGY

We interviewed a representative random sample of 1,031 British adults aged 18+ via the Ipsos UK KnowledgePanel©. Data was collected online between 10-15 September 2026. A sample of 2,400 adults aged 18+ were invited to take part in the survey. The sample was stratified by nation, age, qualifications and vote at the 2024 general election (as collected immediately after the election).

The achieved sample was weighted in two stages:

- Design weights were applied to correct for the unequal probabilities of a person being selected for a survey.
- Calibration weights were applied to correct for differential non-response. Data was weighted to the adult population profile on age and gender, region, ethnicity, qualifications, work status and sector (public sector/other), social grade (office coded), number of cars in household, constituency type and newspaper readership (print and digital). Population targets were obtained from the 2021/22 Census, ONS population estimates and other large probability surveys.

A two-part voting intention question is used with prompting on main parties (Conservative, Labour, Reform UK, Liberal Democrats, SNP in Scotland and Plaid Cymru in Wales). If a respondent indicates they will vote for 'another party' they see a second screen where they are prompted with the Greens, Restore Britain or another party that they write in. A follow-up 'squeeze' question is asked of those who are undecided or refuse the first question. Here all parties mentioned above are prompted on the same screen. A turnout filter is used based on two questions: current stated likelihood to vote (at least 9 out of 10 certain to vote) and previous voting behaviour (if they say they "always" or "usually" vote in general elections or that "it depends").

Note that this is a new methodology implemented since June 2025. It involves a new form of data collection (online random probability panel instead of quota telephone survey), an updated voting intention (which involves prompting for Reform UK), and an updated weighting scheme. This is based on our learnings during and since the 2024 General Election. This means that comparisons with previous waves need to be made with caution. In particular, at this stage we are not making direct comparisons with previous satisfaction ratings for opposition party leaders. As always, we continually review our methods, and may make further changes to our methodology in the future.



September 2026 Political Monitor

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