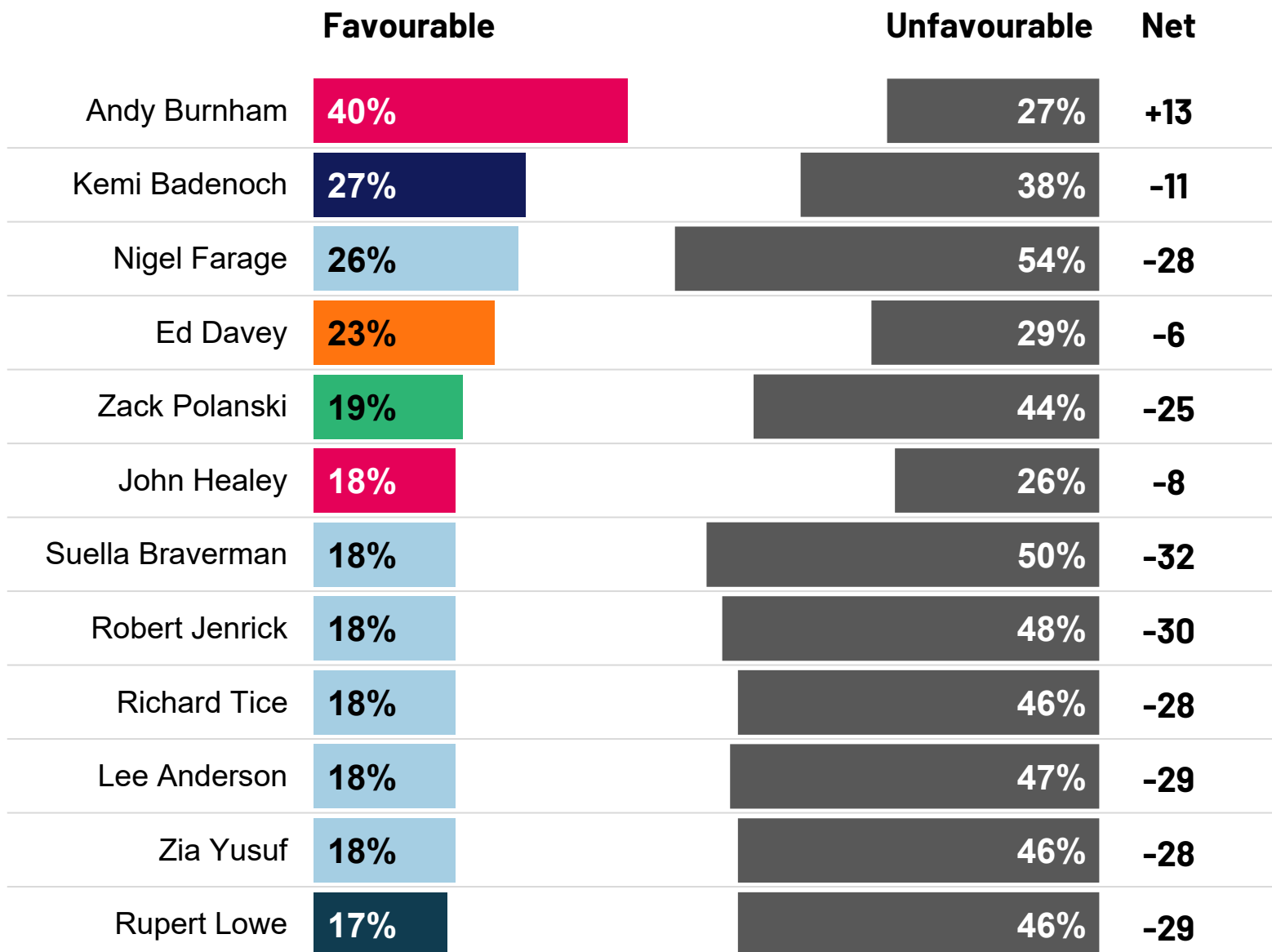


Ipsos Political Pulse

August 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?

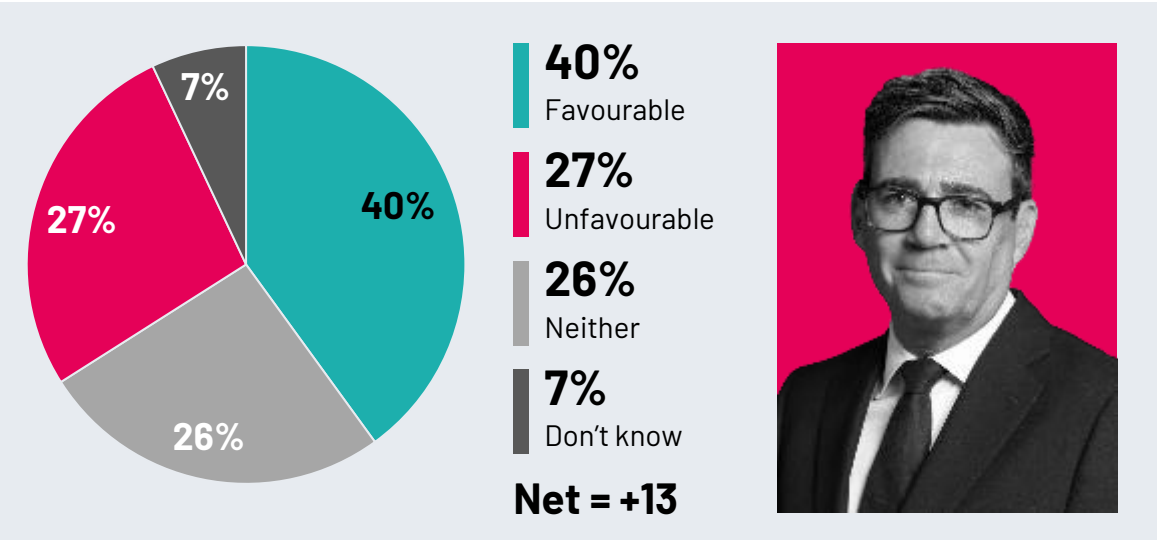


Base 2,277 Online British Adults aged 18+, 21-27 August 2026

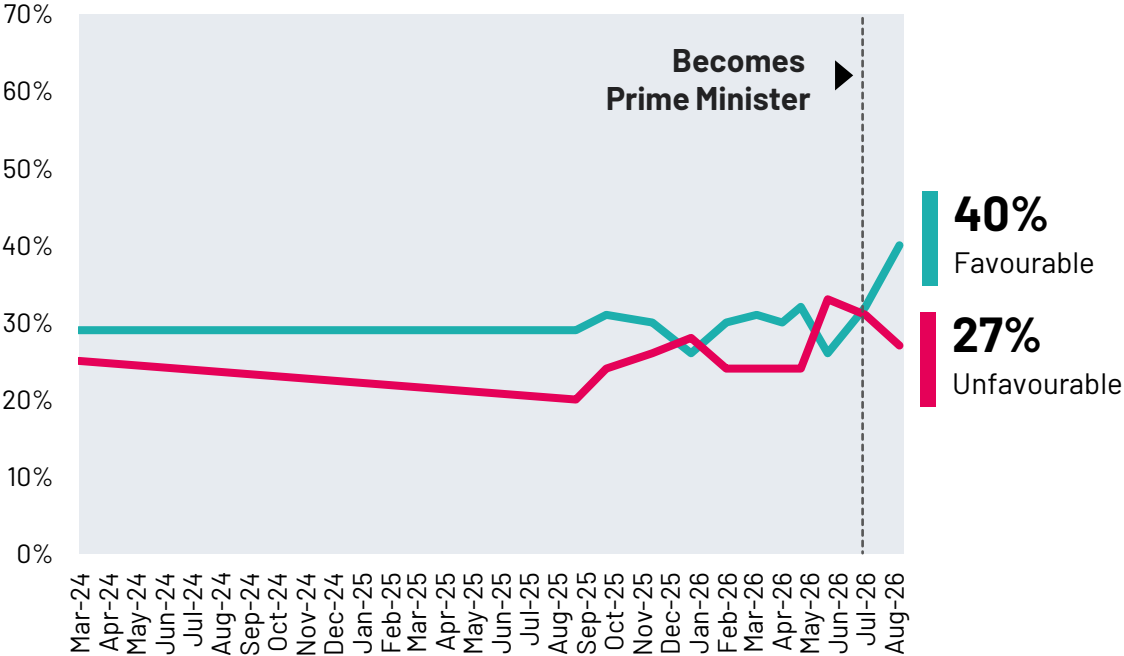
Andy Burnham: Favourability

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

August 2026



April 2024 – August 2026

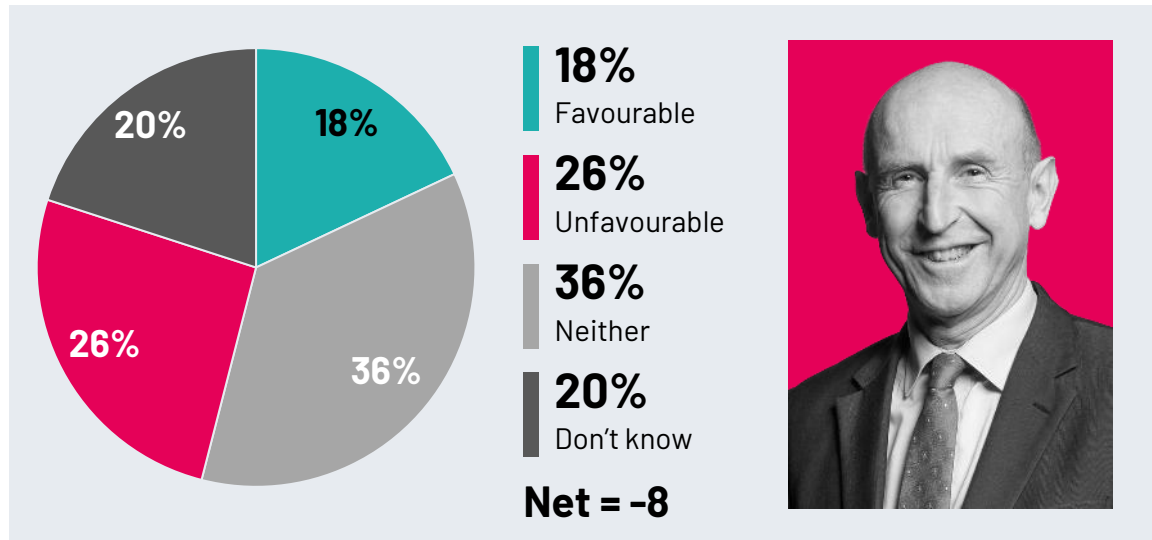


Base: 2,277 Online British adults aged 18+, 21-27 August 2026

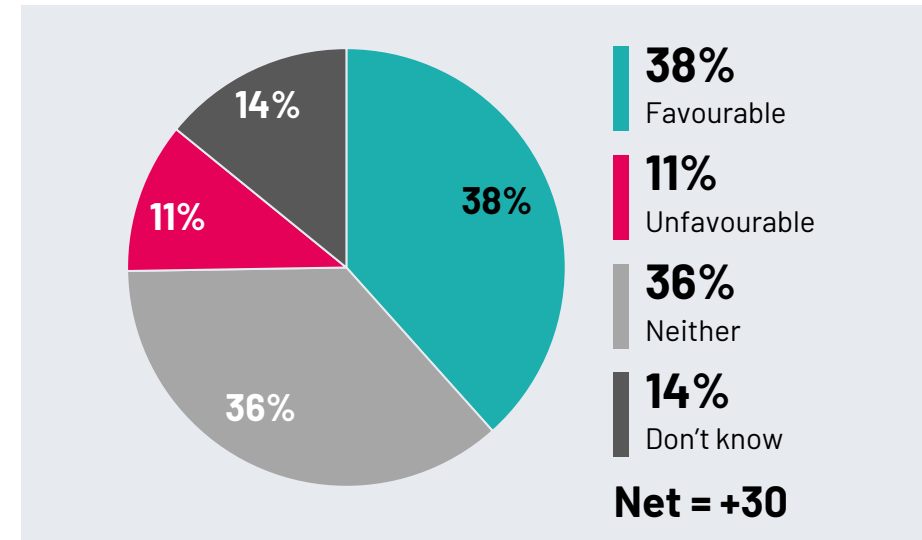
John Healey: Favourability

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

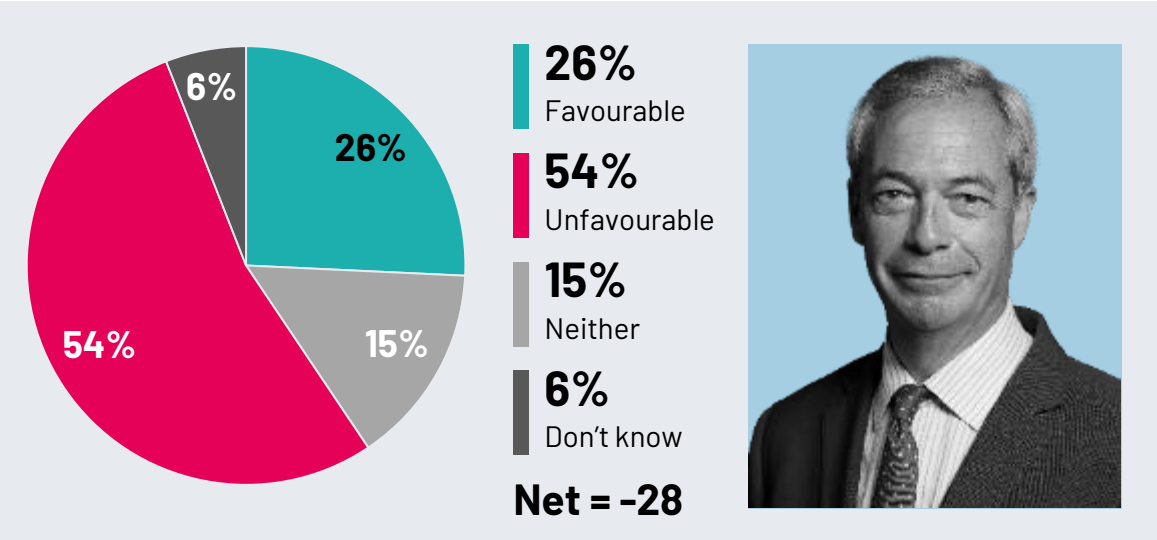


Base: 2,277 Online British adults aged 18+, 21-27 August 2026, 698 Labour voters

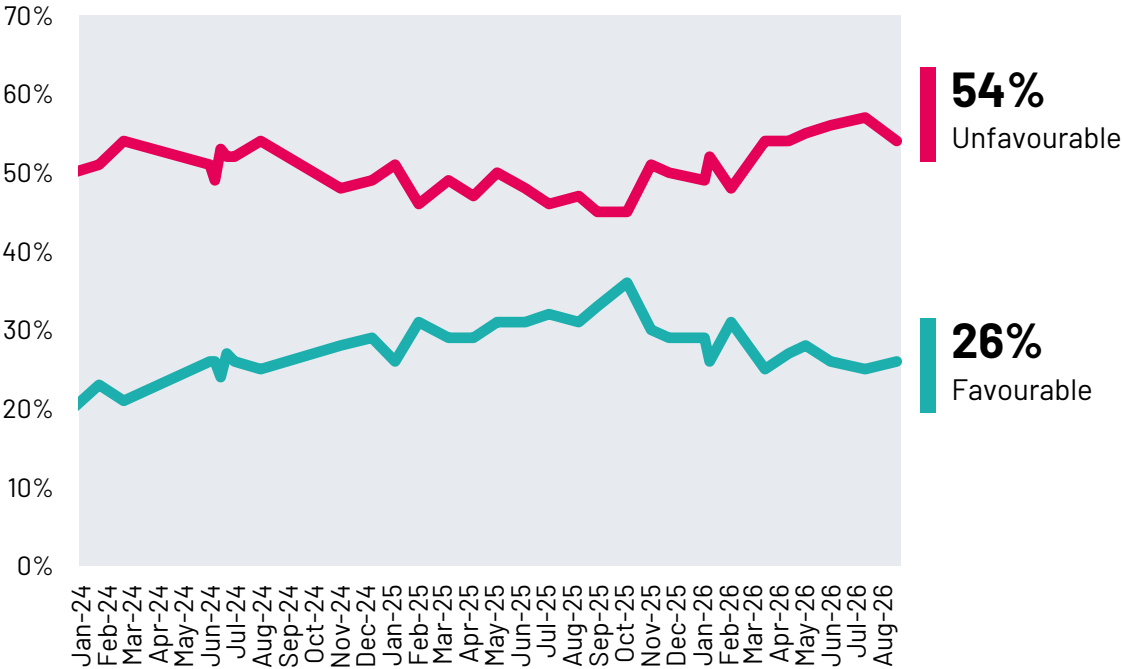
Nigel Farage: Favourability

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

August 2026



January 2024 – August 2026

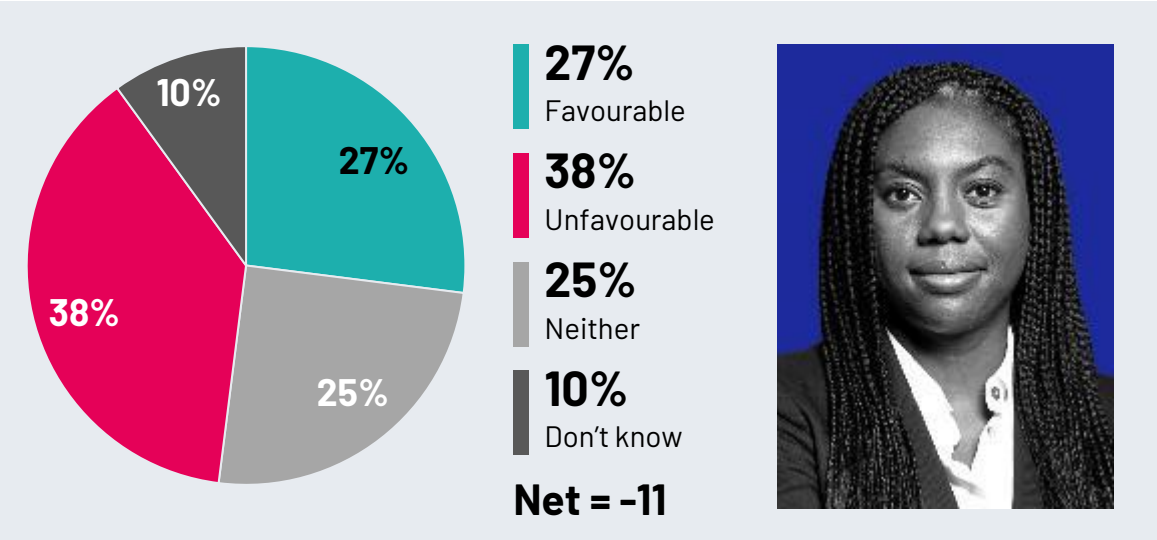


Base: 2,277 Online British adults aged 18+, 21-27 August 2026

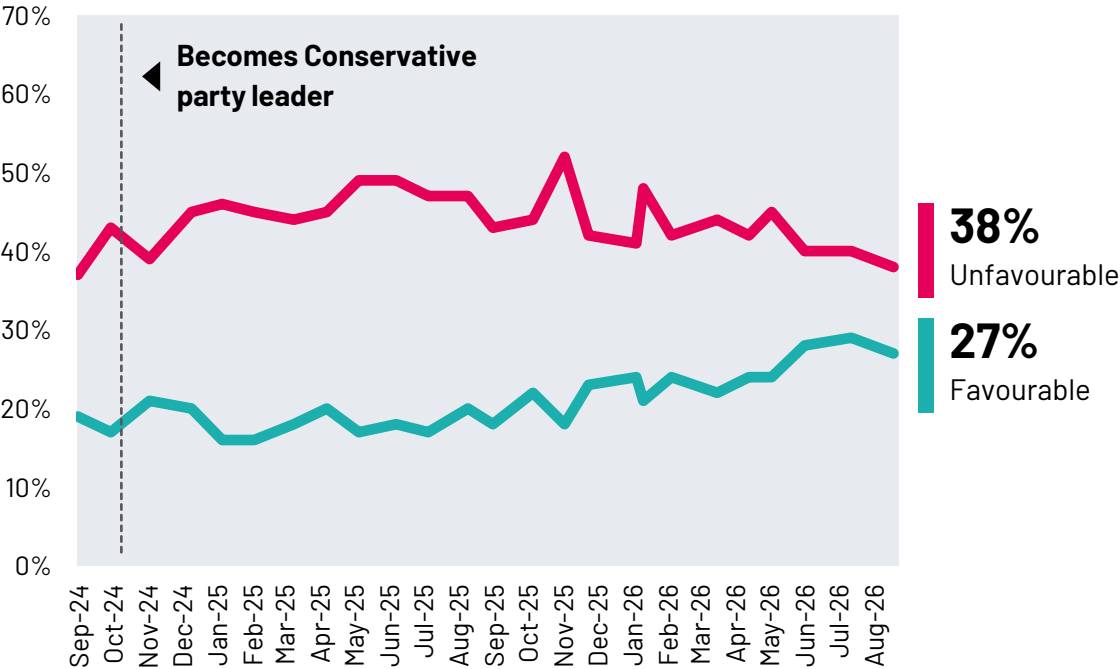
Kemi Badenoch: Favourability

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

August 2026



September 2024 – August 2026

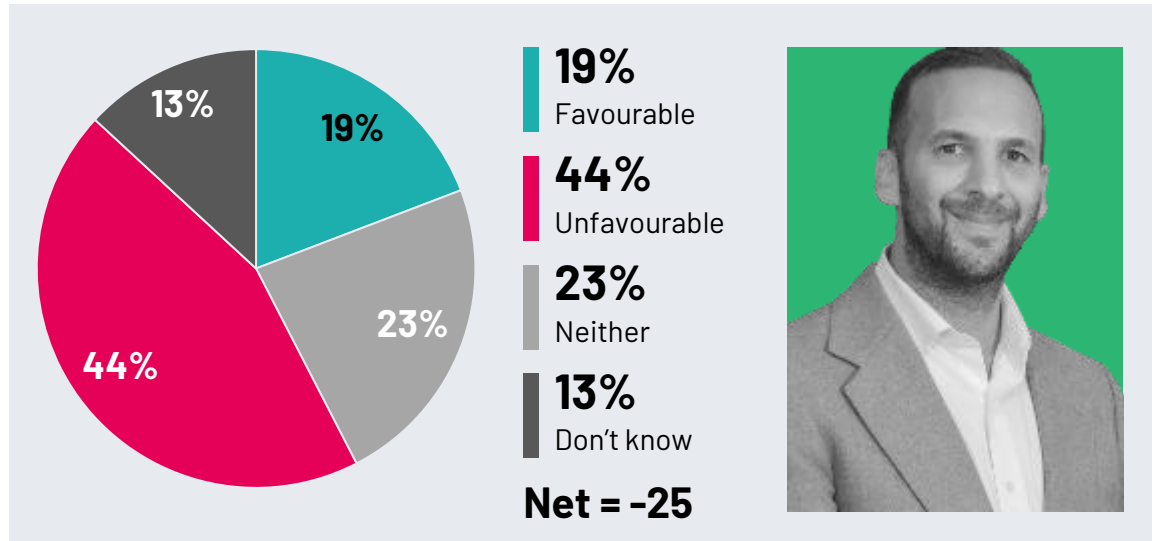


Base: 2,277 Online British adults aged 18+, 21-27 August 2026

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

August 2026



September 2025 – August 2026

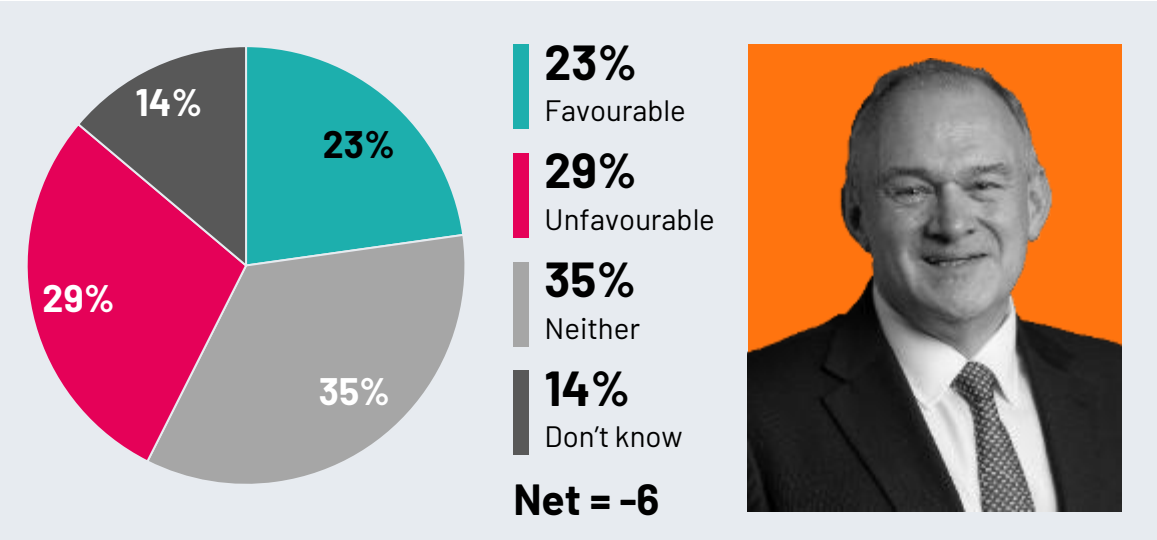


Base: 2,277 Online British adults aged 18+, 21-27 August 2026

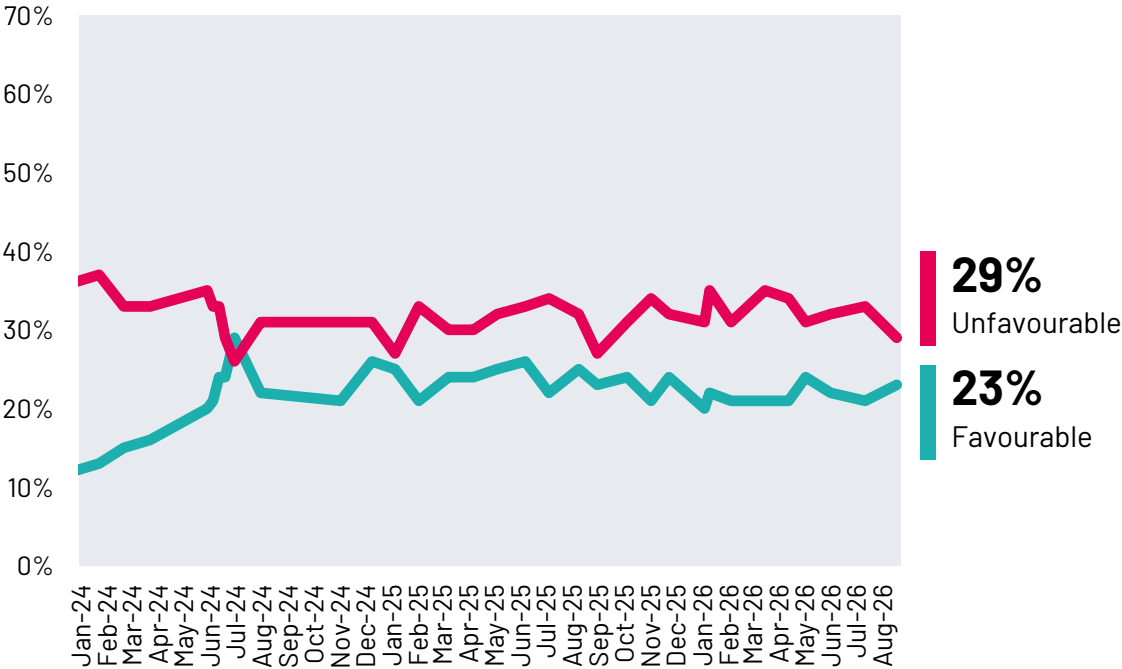
Ed Davey: Favourability

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

August 2026



January 2024 – August 2026

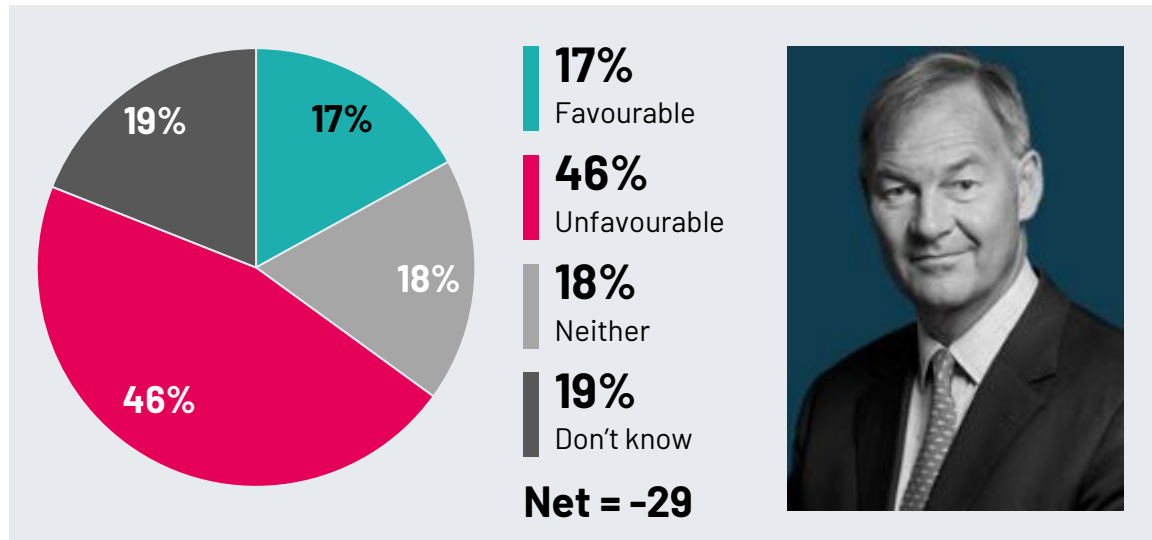


Base: 2,277 Online British adults aged 18+, 21-27 August 2026

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

August 2026



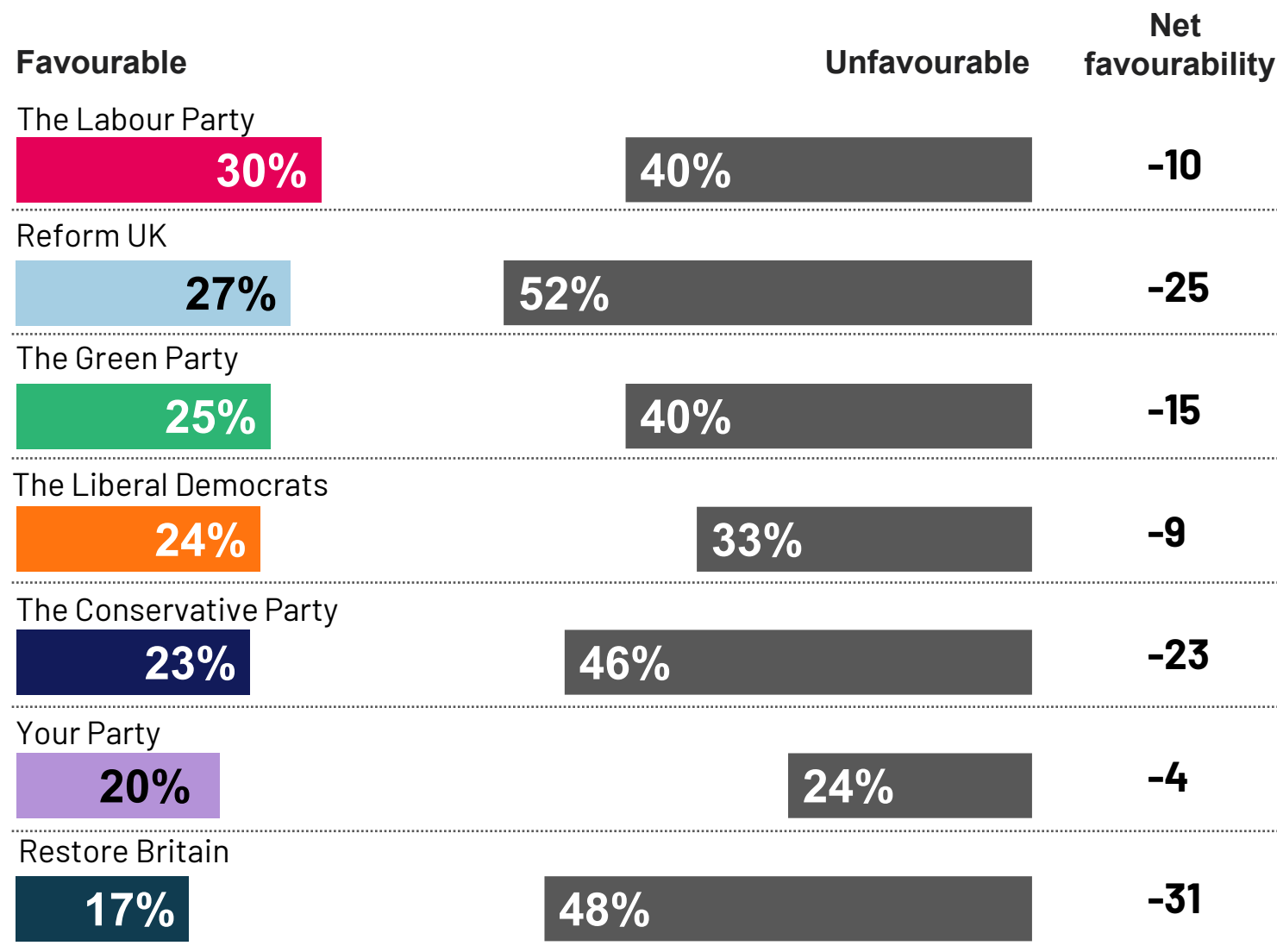
May 2025 – August 2026



Base: 2,277 Online British adults aged 18+, 21-27 August 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?

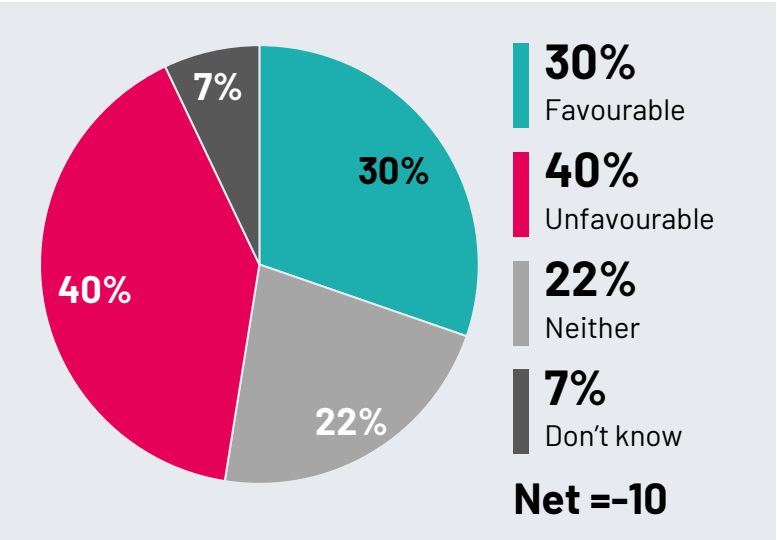


Base: 2,277 Online British adults aged 18+, 21-27 August 2026

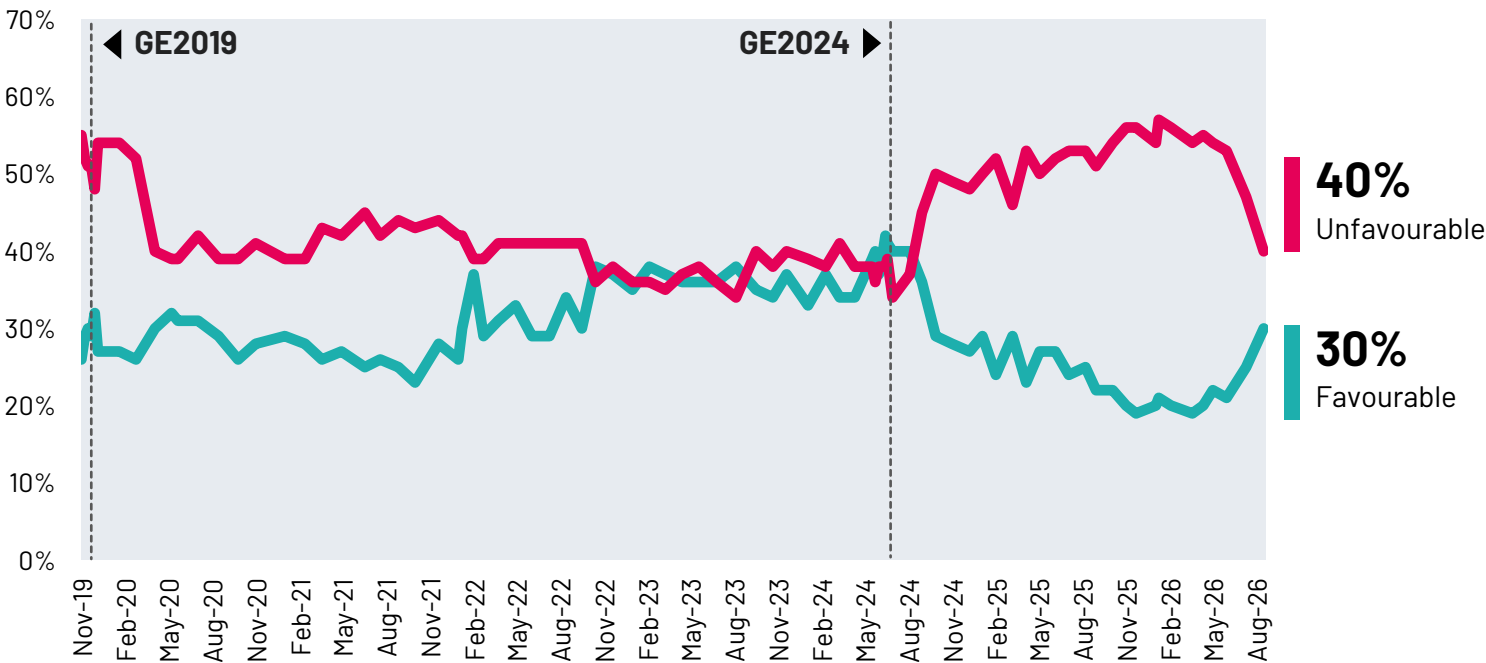
The Labour party: Favourability

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

August 2026



November 2019 – August 2026

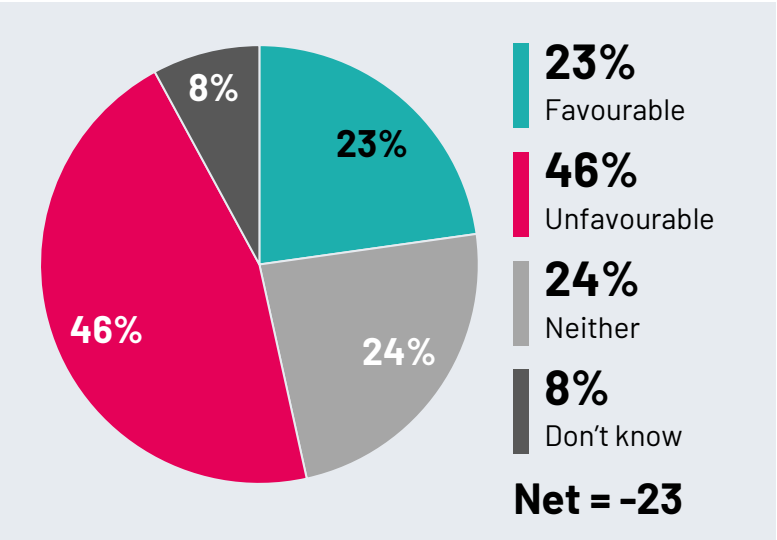


Base: 2,277 Online British adults aged 18+, 21-27 August 2026

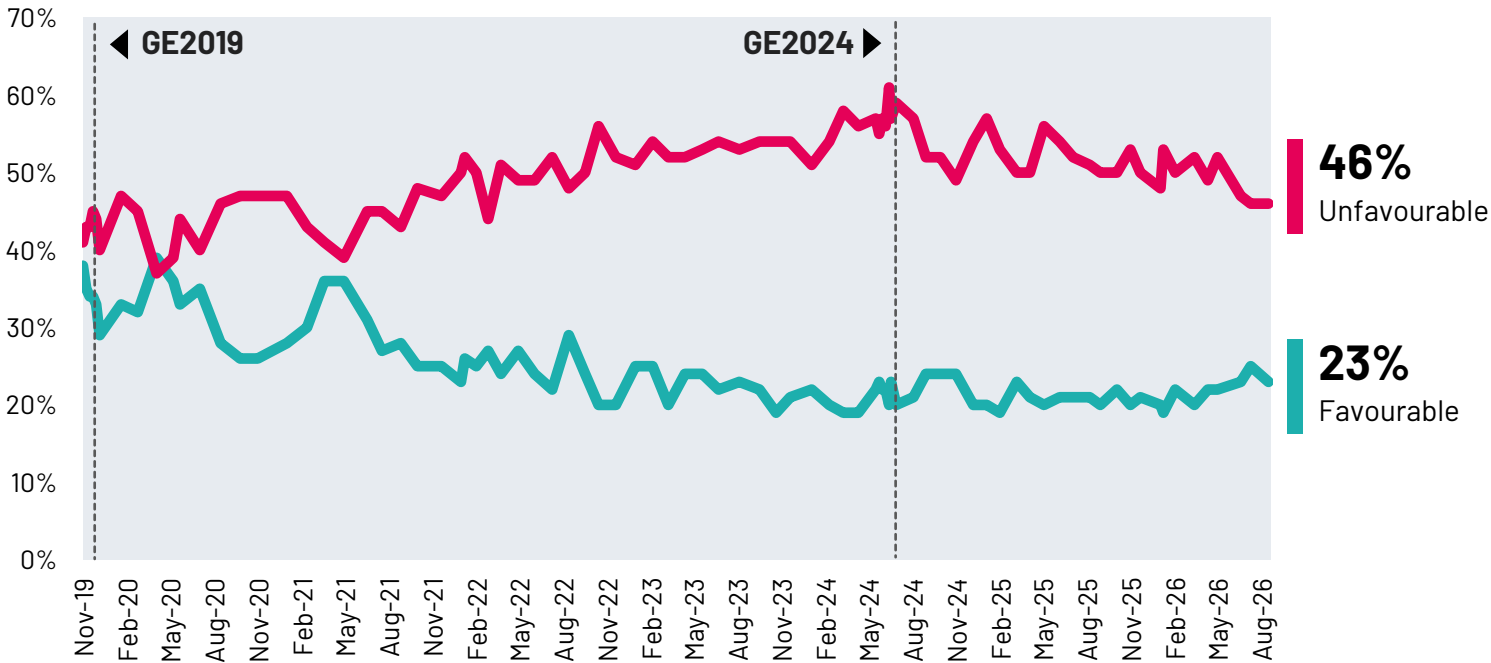
The Conservative party: Favourability

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

August 2026



November 2019 – August 2026

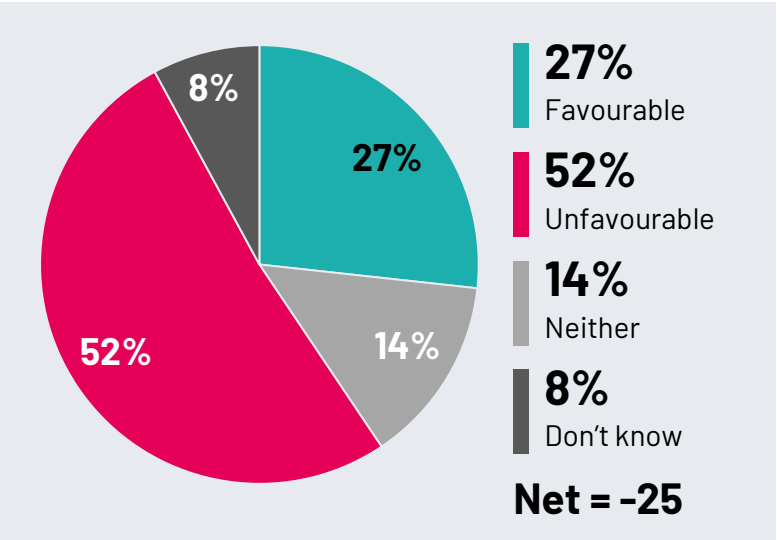


Base: 2,277 Online British adults aged 18+, 21-27 August 2026

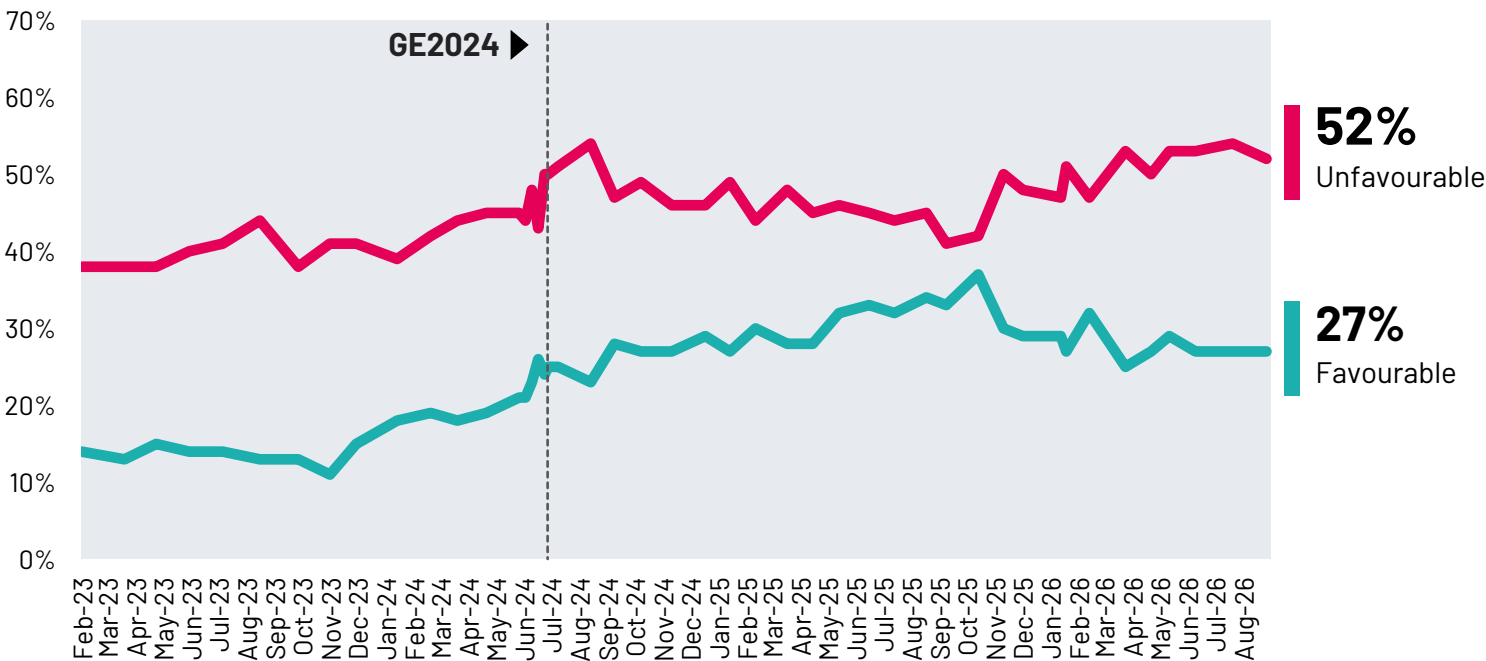
Reform UK: Favourability

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

August 2026



February 2023 – August 2026

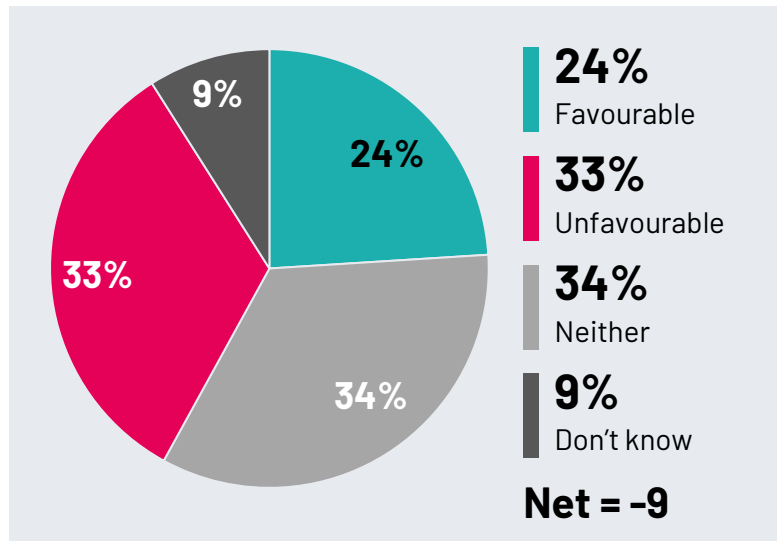


Base: 2,277 Online British adults aged 18+, 21-27 August 2026

The Liberal Democrats: Favourability

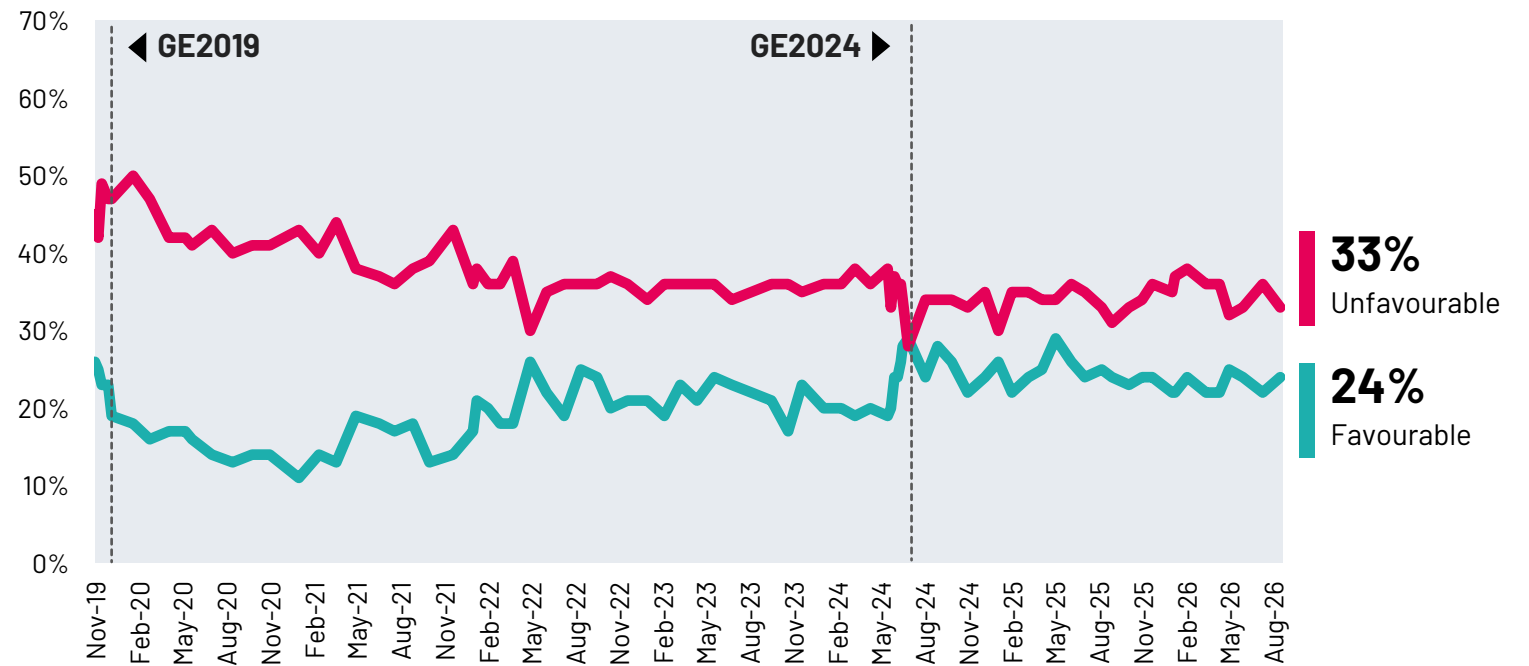
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? The Liberal Democrats

August 2026



Base: 2,277 Online British adults aged 18+, 21-27 August 2026

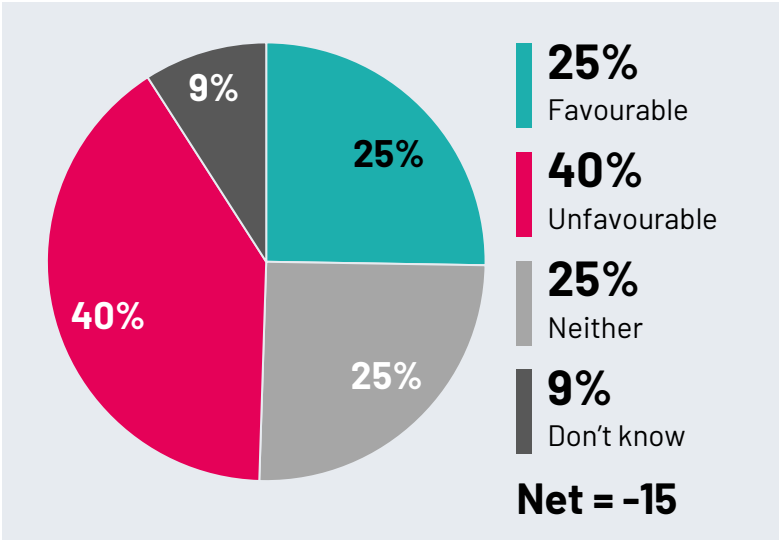
November 2019 - August 2026



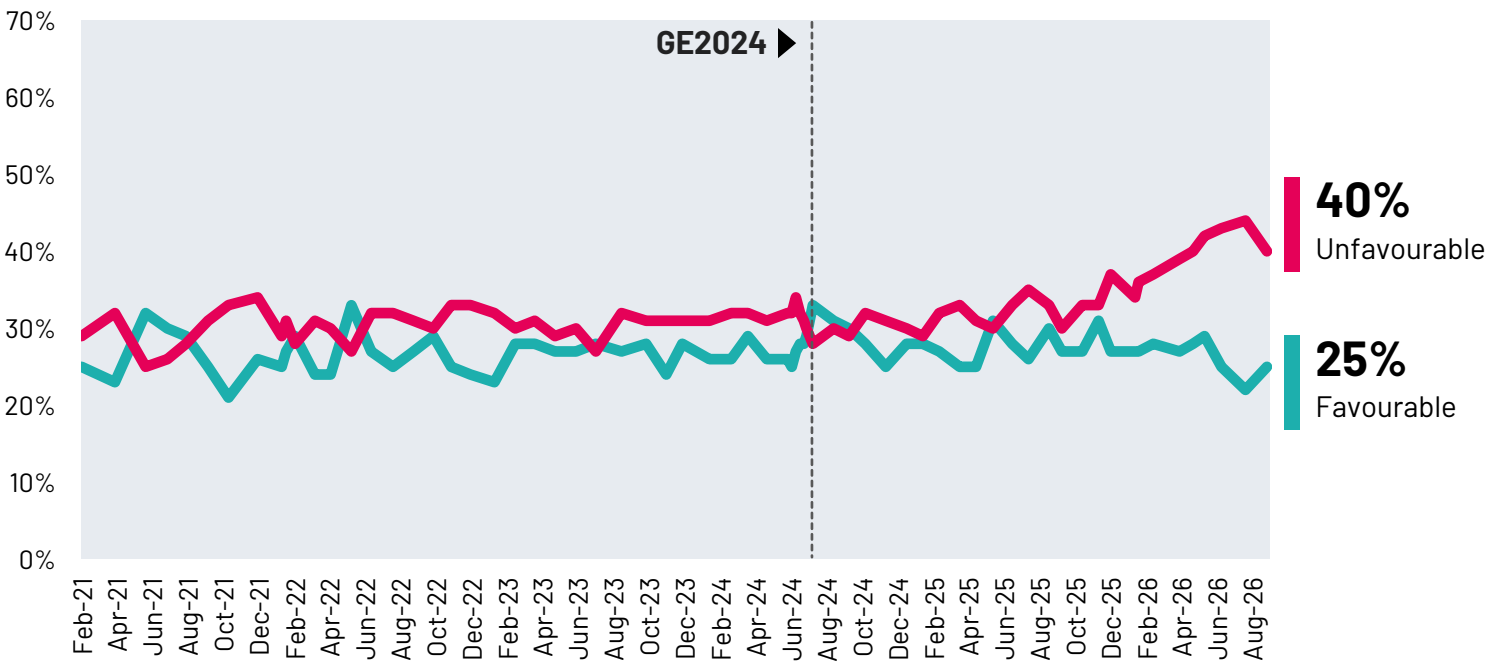
The Green Party: Favourability

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

August 2026



February 2021 – August 2026



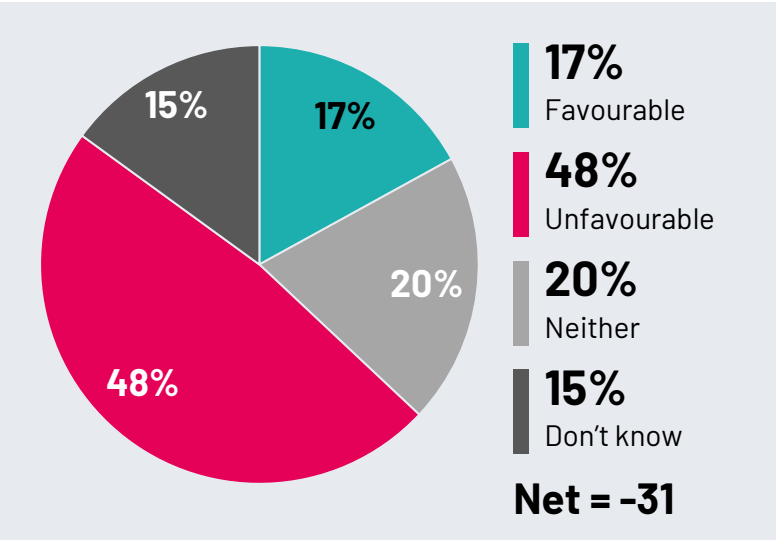
Base: 2,277 Online British adults aged 18+, 21-27 August 2026



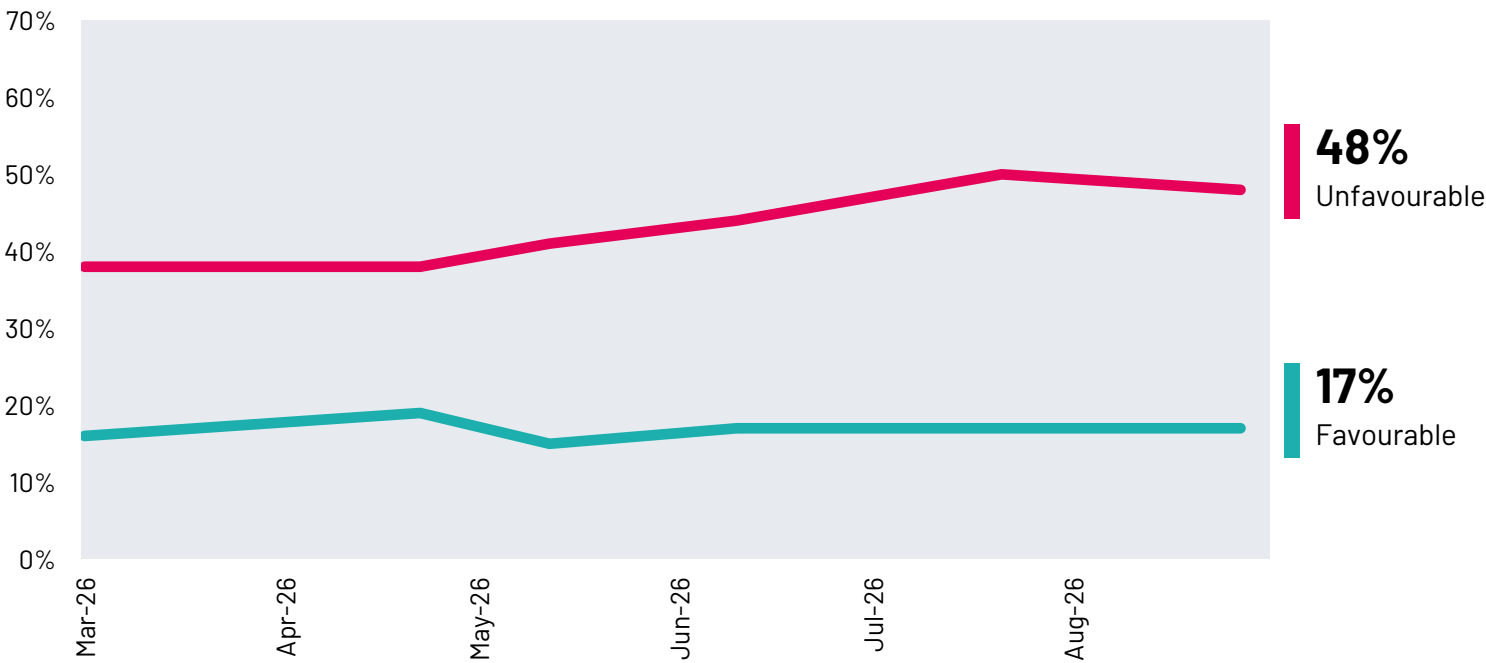
Restore Britain: Favourability

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

August 2026



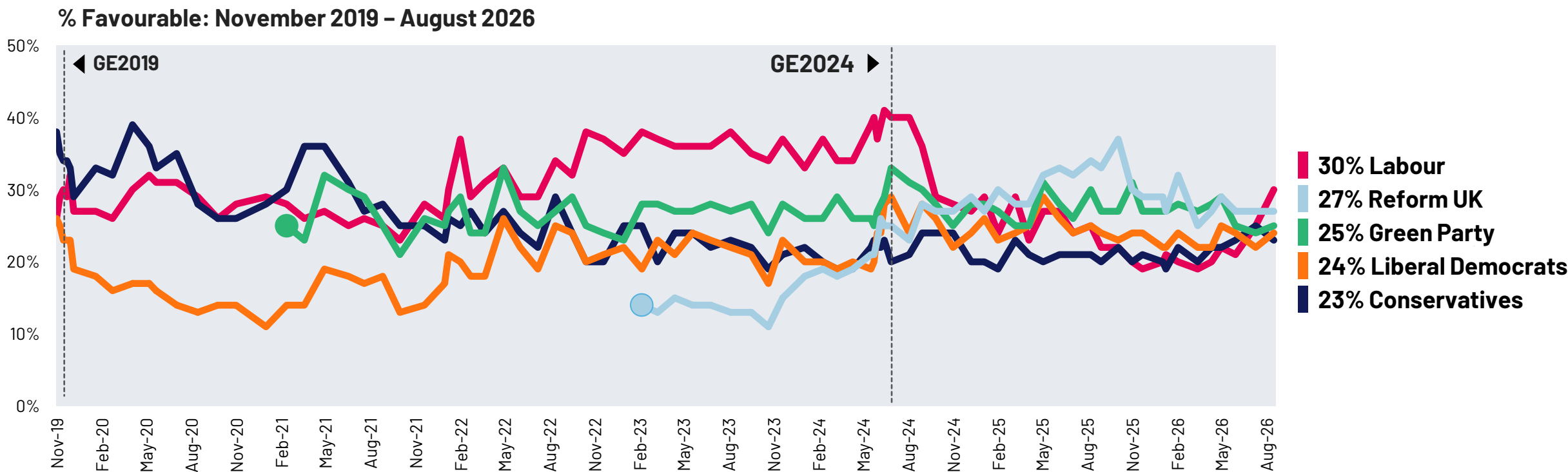
March 2026 – August 2026



Base: 2,277 Online British adults aged 18+, 21-27 August 2026

Political parties: Favourability

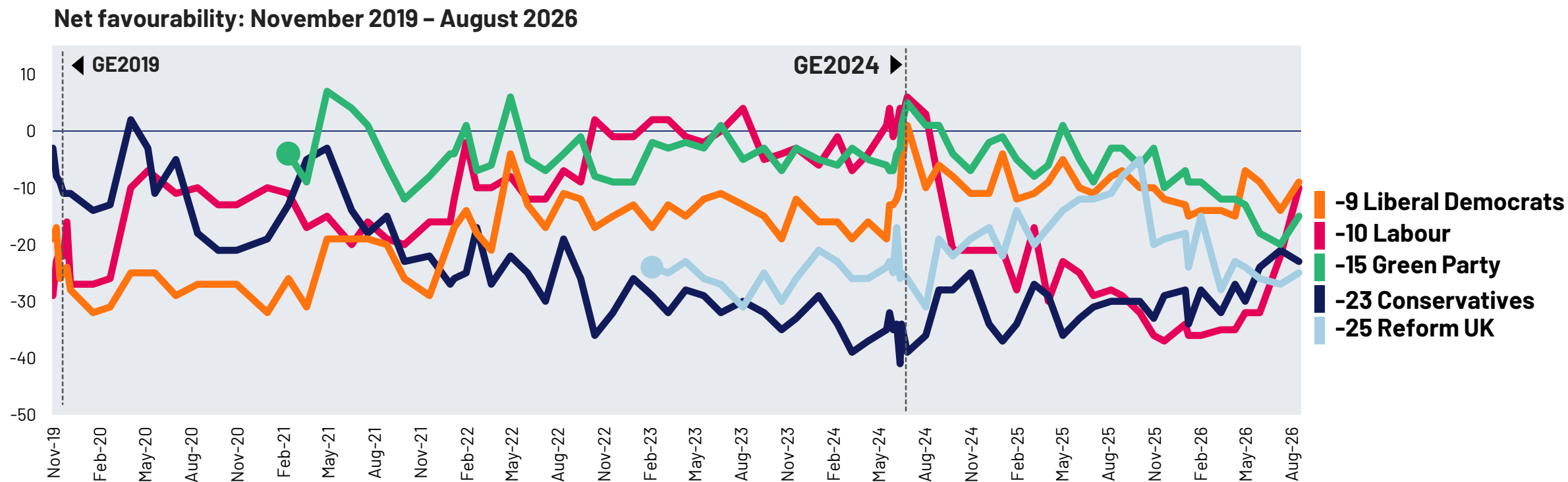
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties?



Base: 2,277 Online British adults aged 18+, 21-27 August 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?

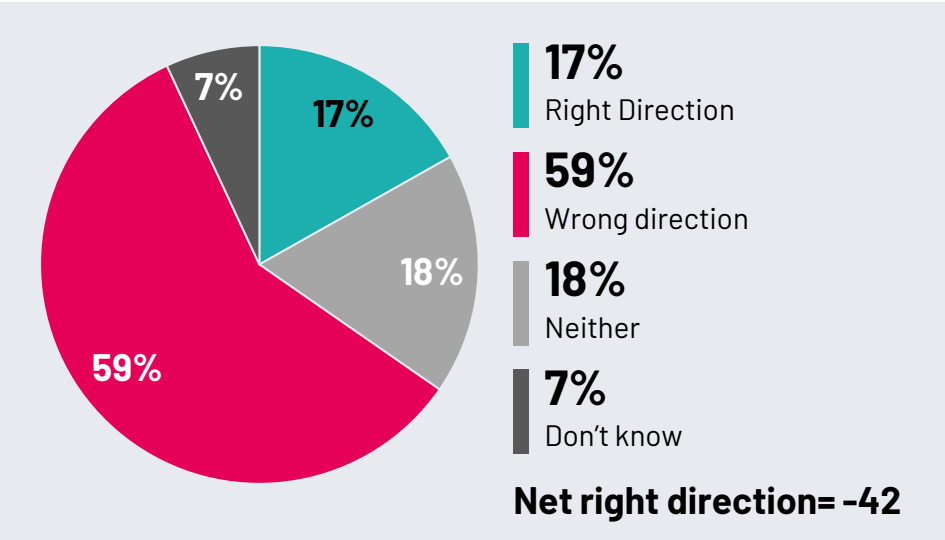


Base: 2,277 Online British adults aged 18+, 21-27 August 2026

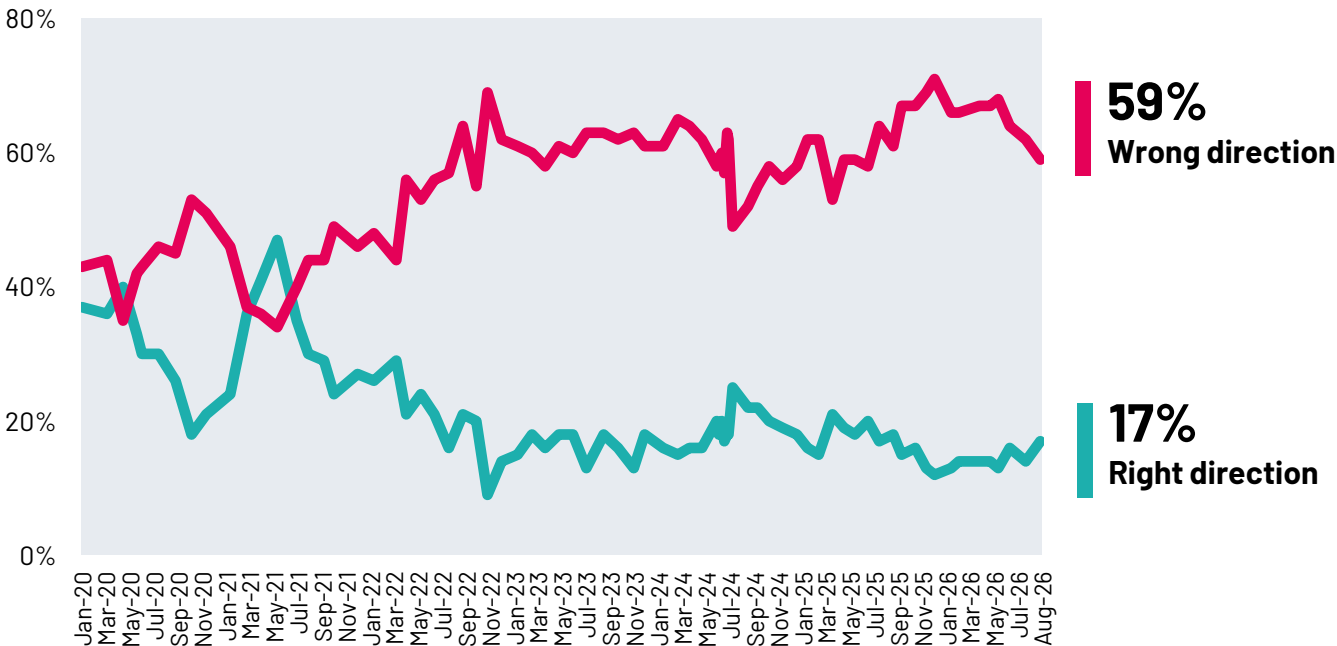
Direction of the country

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

August 2026



January 2020 - August 2026

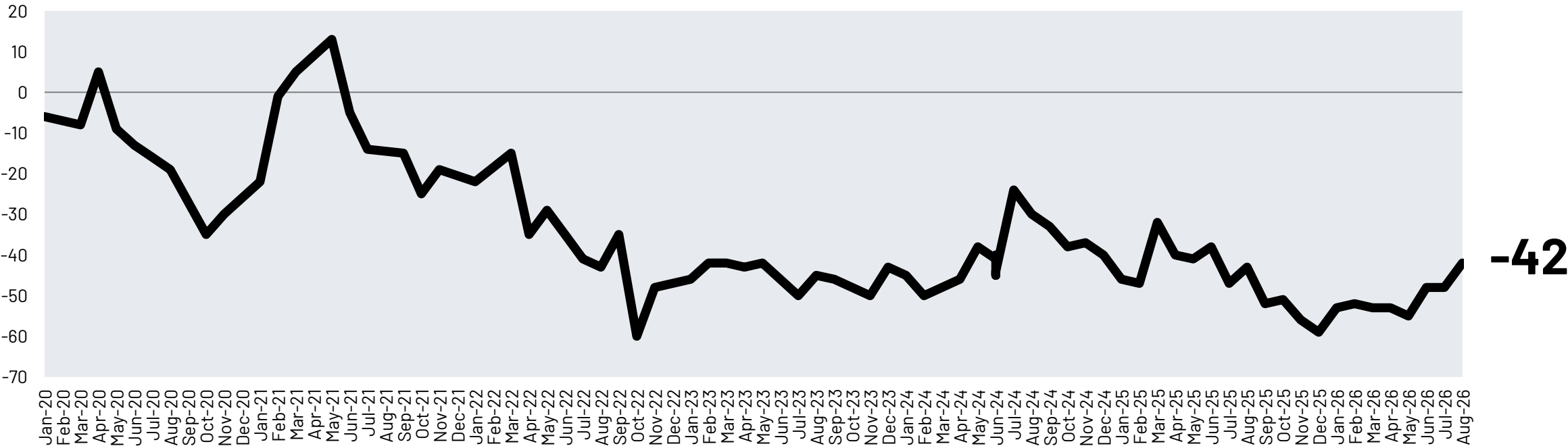


Base: 2,277 Online British adults aged 18+, 21-27 August 2026

Direction of the country: January 2020 – August 2026

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

Net right direction

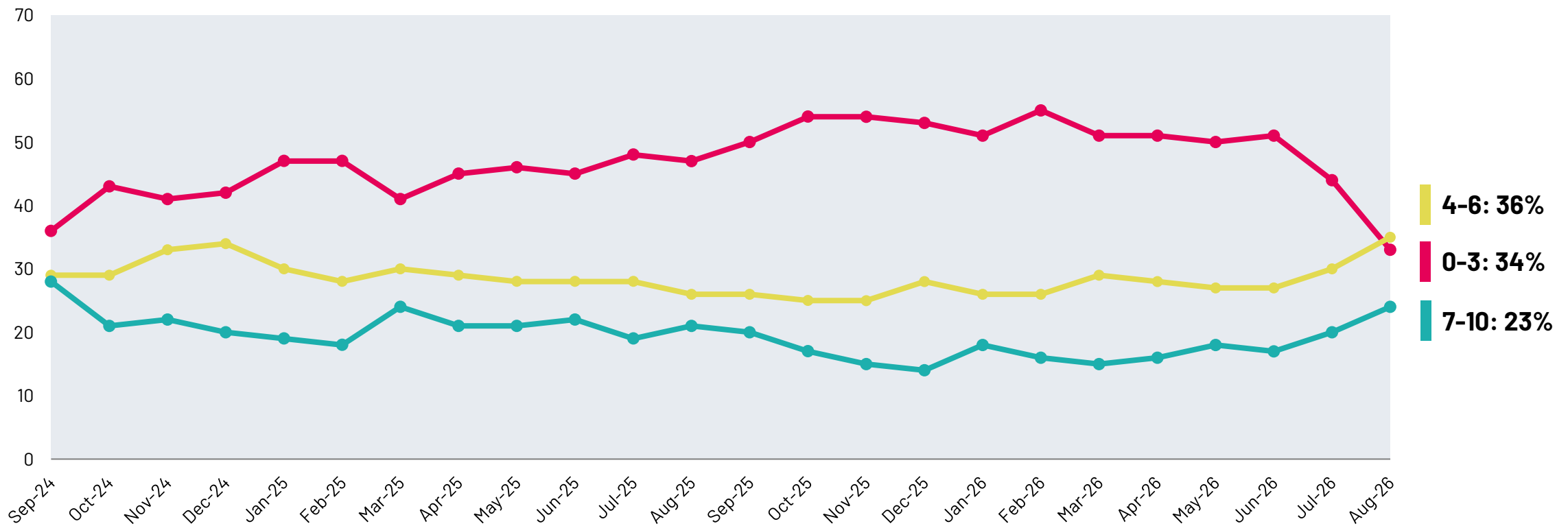


Base: 2,277 Online British adults aged 18+, 21-27 August 2026



Perceptions of the Government's performance so far

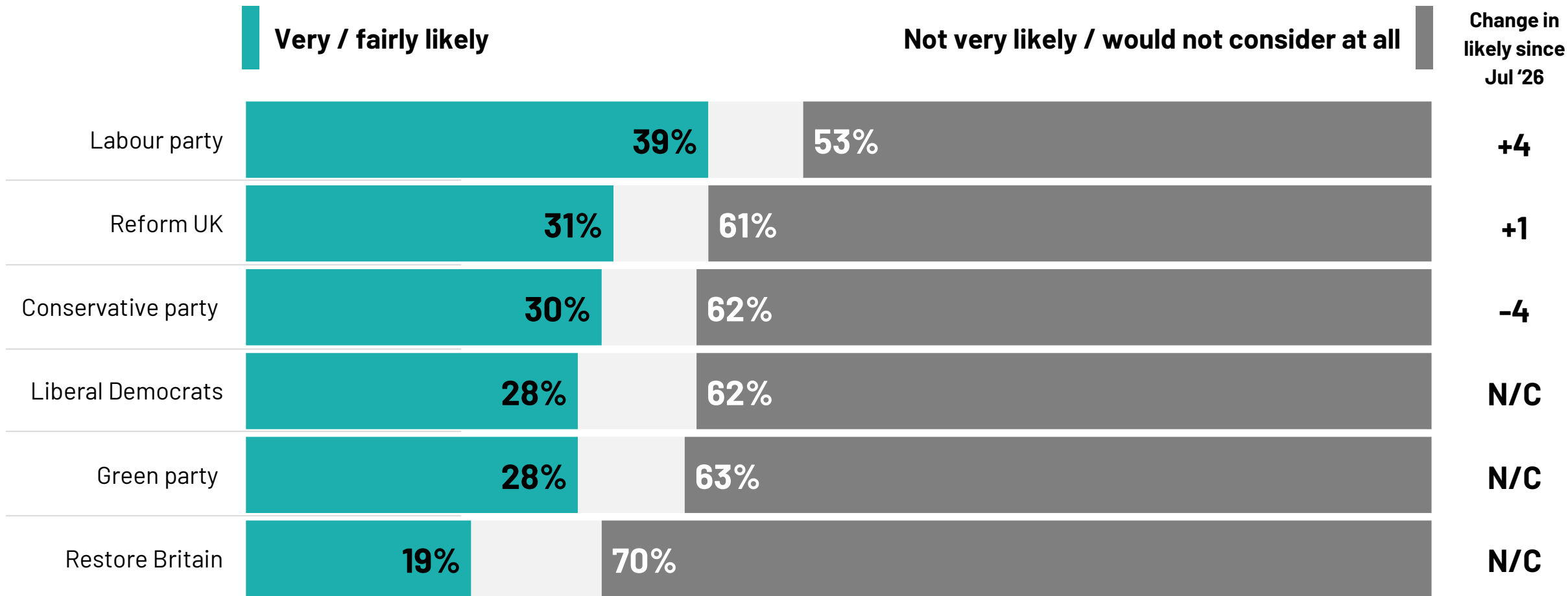
On a scale of 0 to 10, where 10 means a very good job and 0 means a very bad job, do you think the current Labour government is doing a good or bad job at running the country? **% rating different score aggregates**



Base: 2,277 Online British adults aged 18+, 21-27 August 2026

Who to vote for at the next General Election?

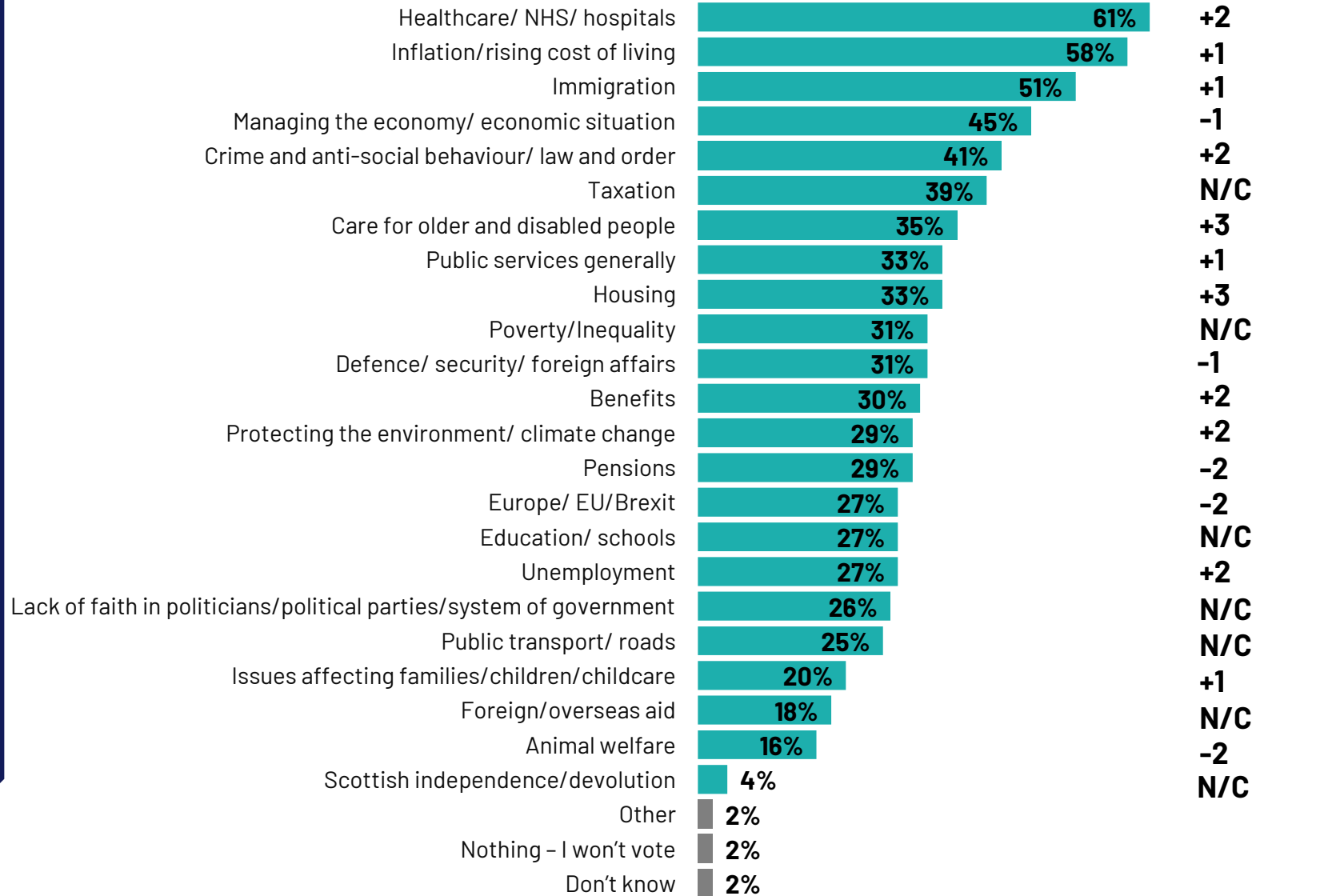
Thinking ahead to the next General Election, based on what you currently know, how likely, if at all, would you be to consider voting for each of the following parties?



Base: 2,277 Online British adults aged 18+, 21-27 August 2026

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

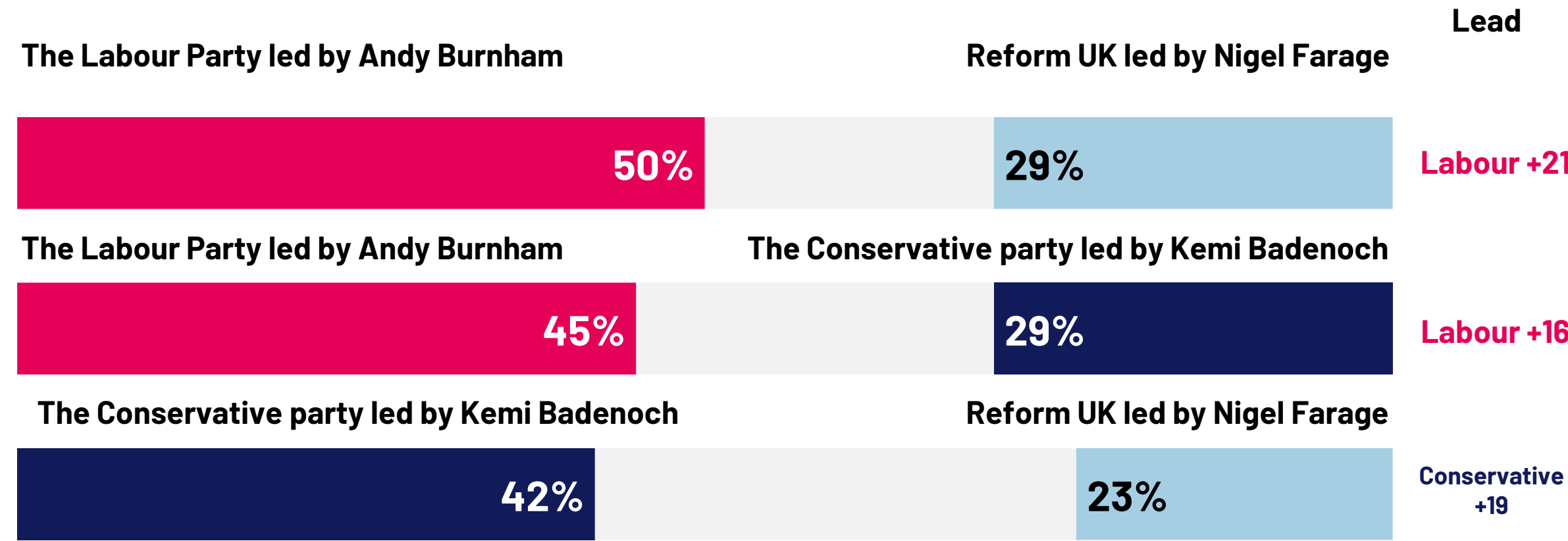
Which, if any, of the following issues do you think will be very important to you in helping you decide which party to vote for at the next General Election?



Base: 2,277 Online British adults aged 18+, 21-27 August 2026

Half of Britons 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?

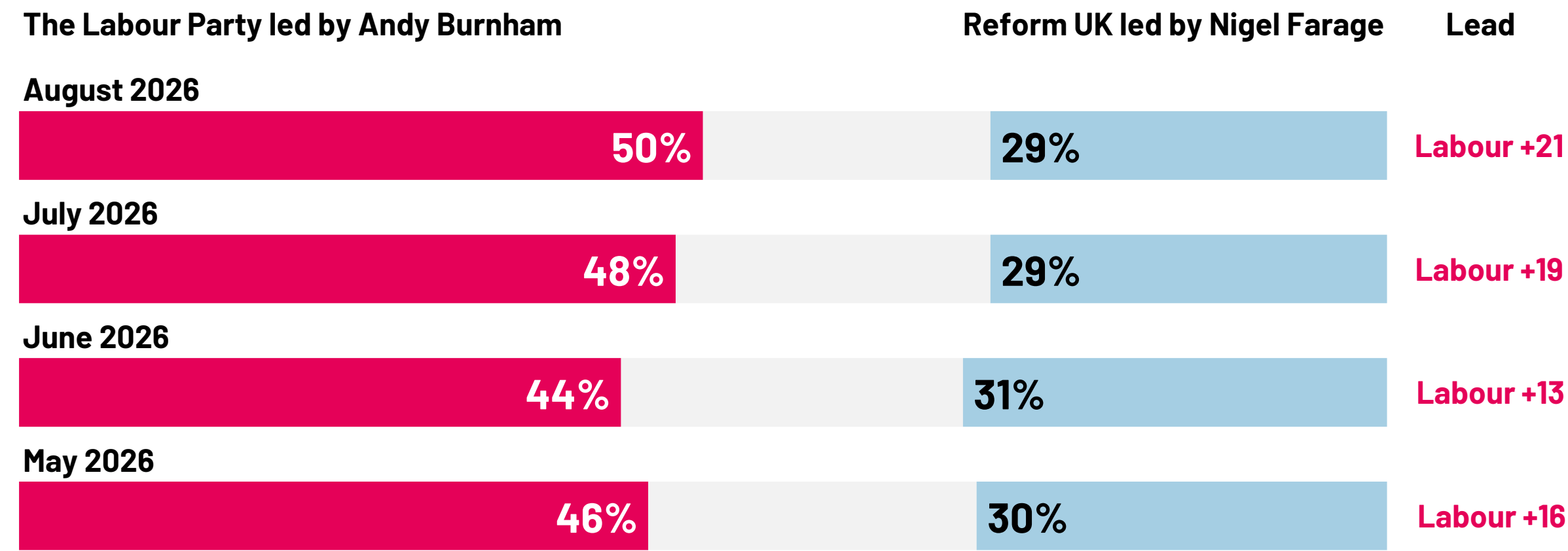


Base: 2,277 Online British adults aged 18+, 21-27 August 2026



Burnham's lead over Farage has grown slightly compared to July

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



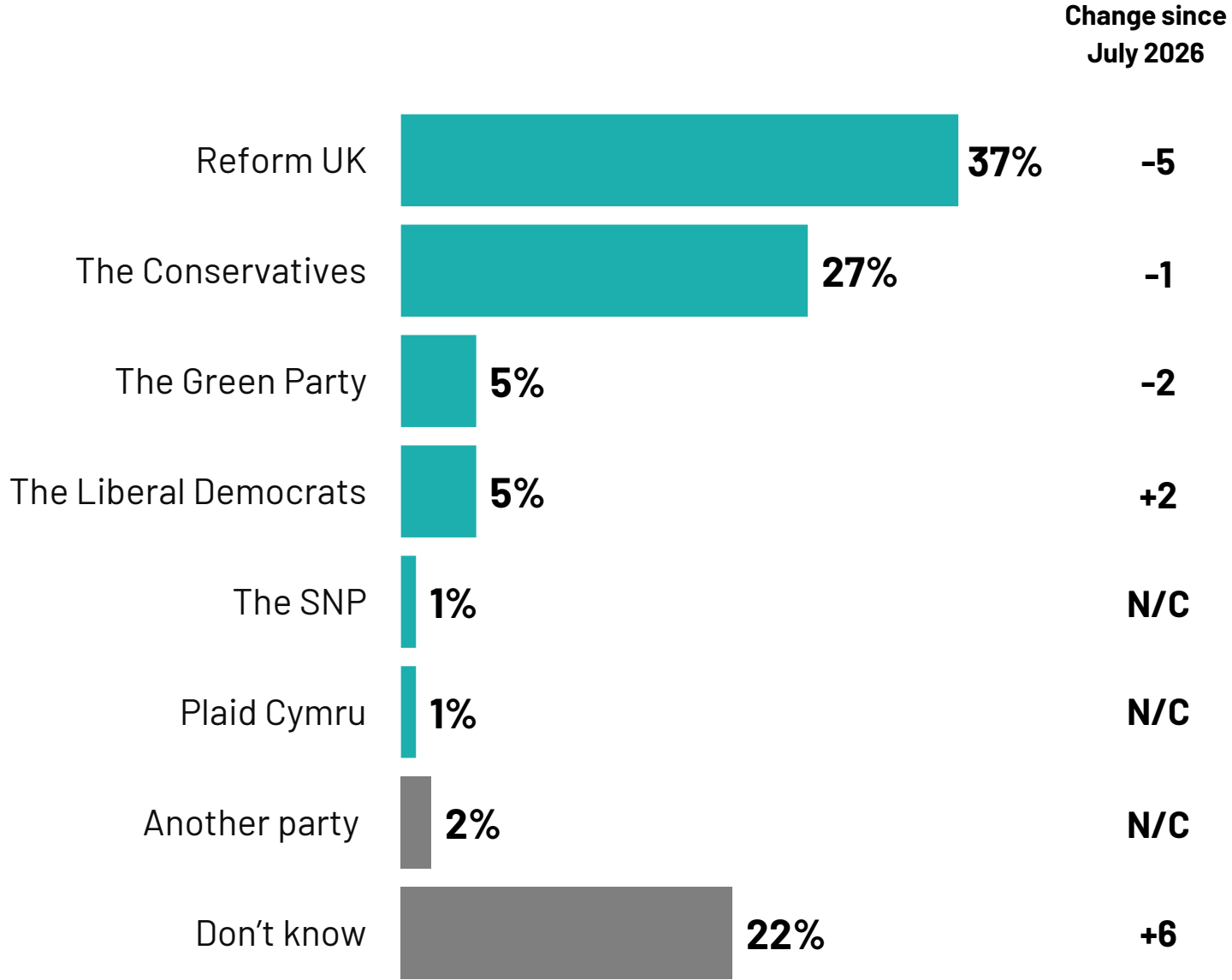
Base: 2,277 Online British adults aged 18+, 21-27 August 2026



Although Britons still consider Reform to be the main opposition party, their lead over the Conservatives is down from July

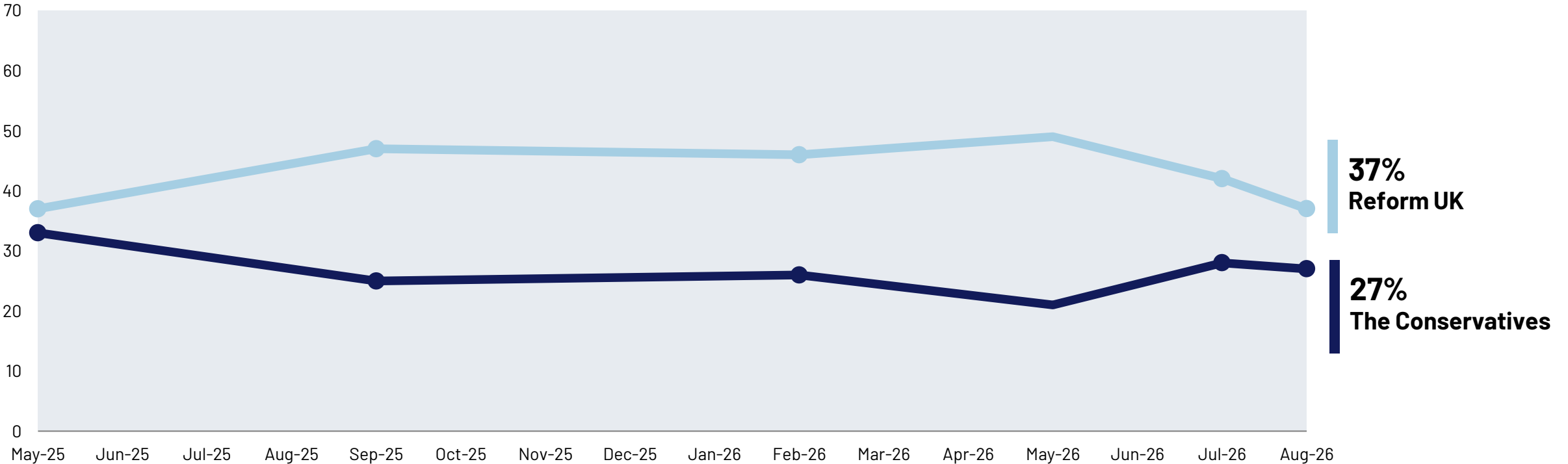
Which of the following parties, if any, do you consider to be the main opposition to the current Labour government in Westminster? That is, the most likely party to lead a government in Westminster if Labour were to lose the next General Election?

Base: 2,277 Online British adults aged 18+, 21-27 August 2026



Who is the main opposition in Westminster – Reform UK vs the Conservatives

Which of the following parties, if any, do you consider to be the main opposition to the current Labour government in Westminster?
That is, the most likely party to lead a government in Westminster if Labour were to lose the next General Election?

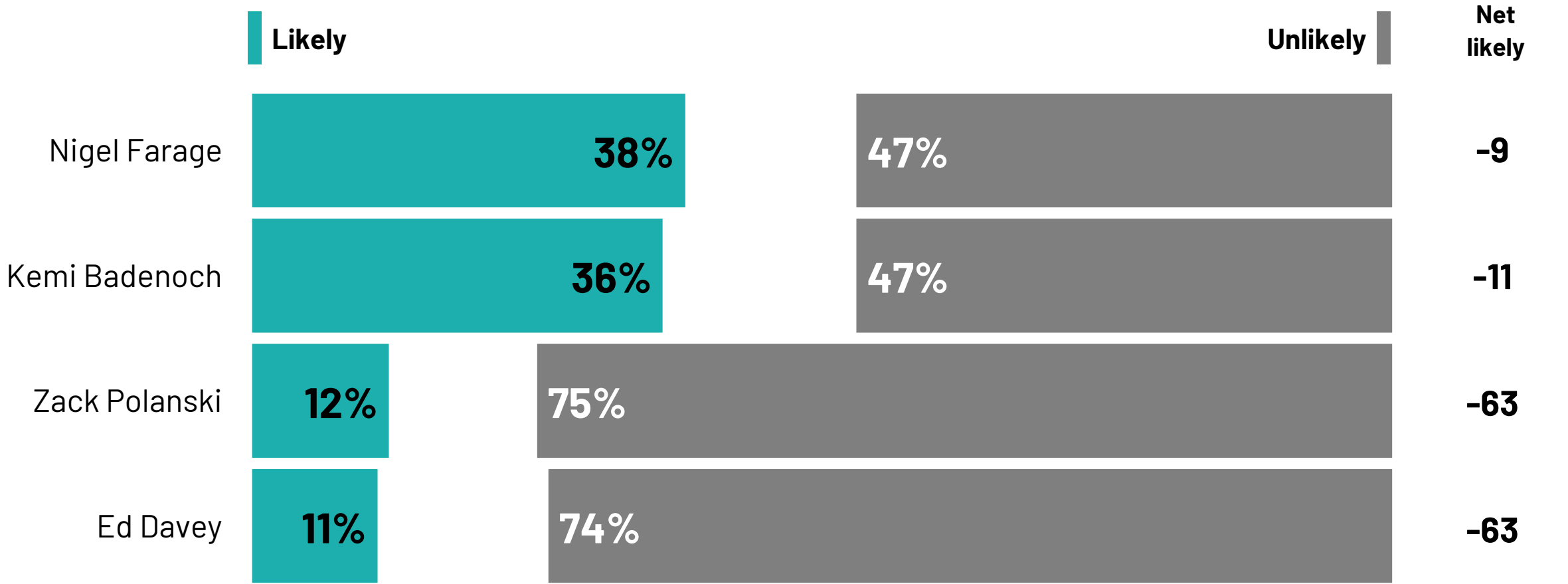


Base: 2,277 Online British adults aged 18+, 21-27 August 2026



Almost half of Britons think it is unlikely that Nigel Farage and Kemi Badenoch will ever be Prime Minister

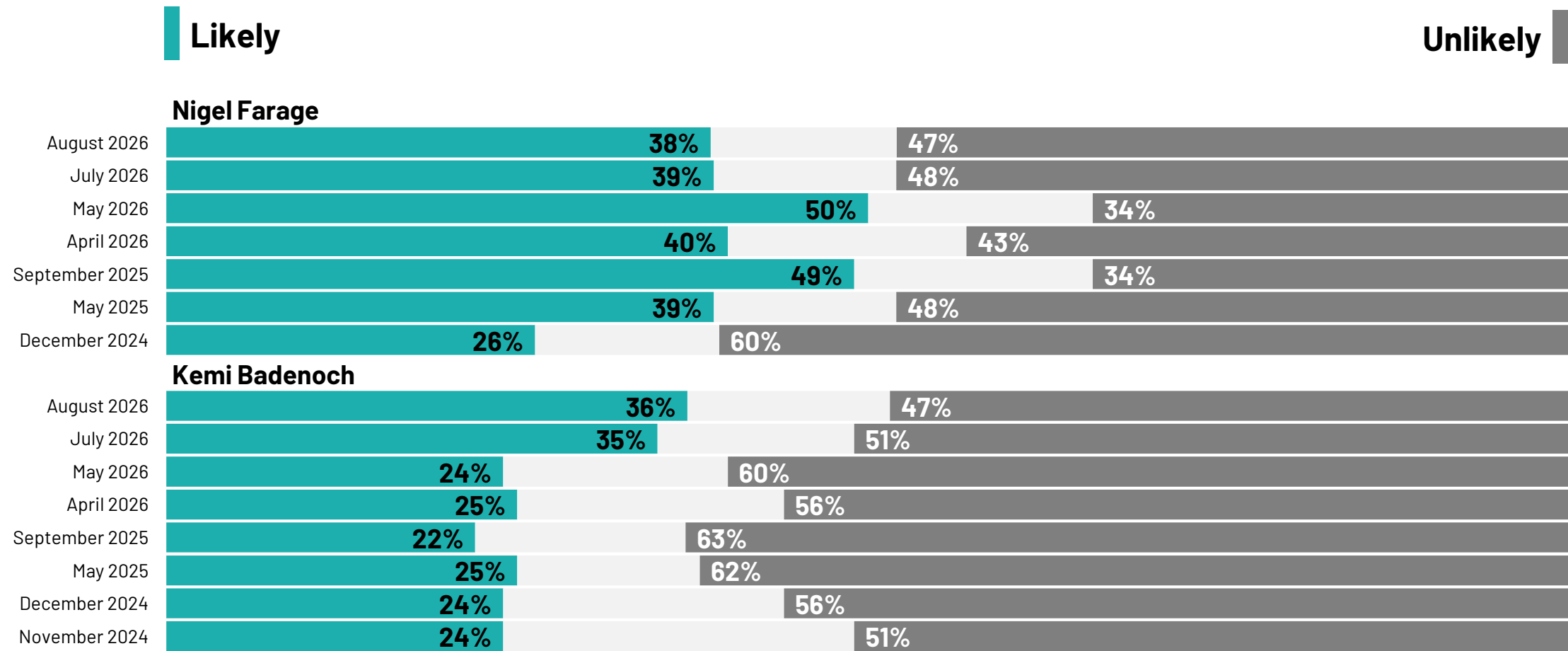
In your opinion, how likely or not is that ... will ever be Prime Minister?



Base: 2,277 Online British adults aged 18+, 21-27 August 2026

Britons continue to think Nigel Farage and Kemi Badenoch have a similar likelihood of ever being Prime Minister

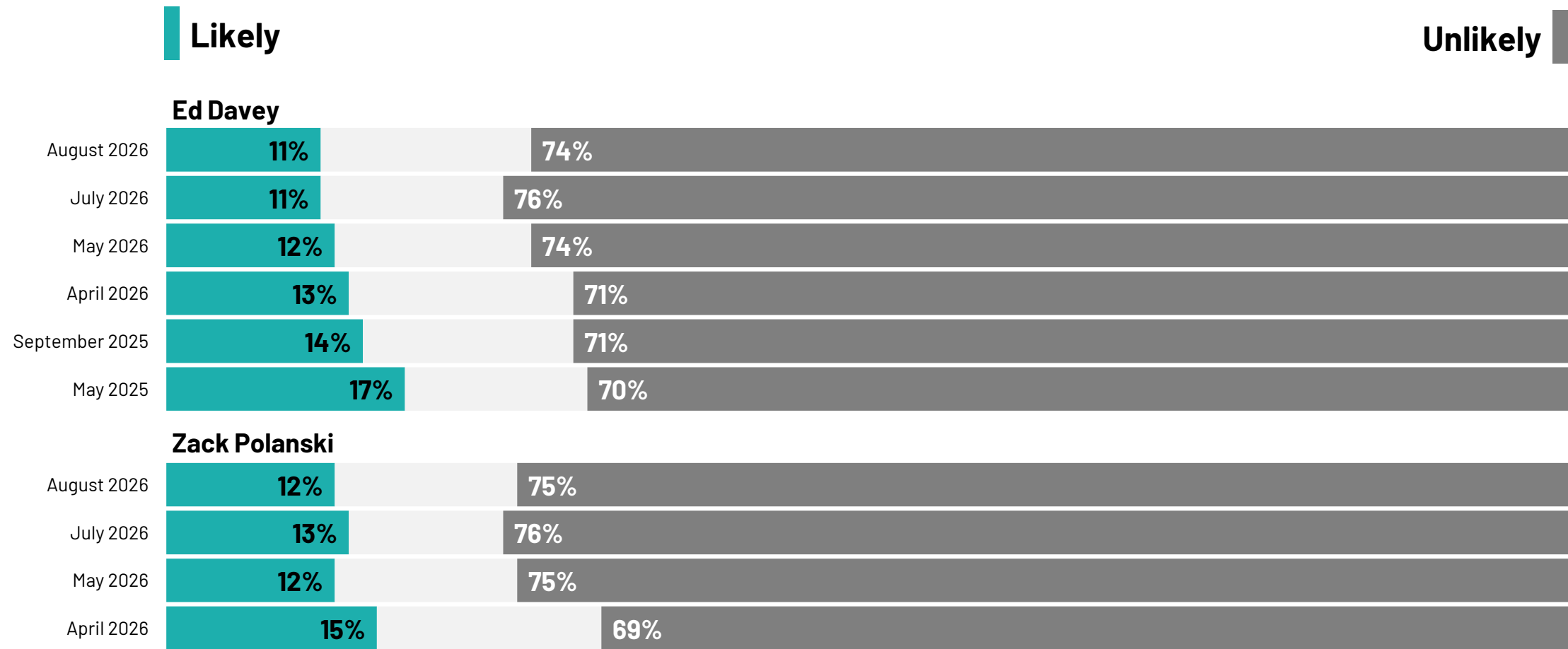
In your opinion, how likely or not is that ... will ever be Prime Minister?



Base: 2,277 Online British adults aged 18+, 21-27 August 2026

Three quarter of Britons think it is unlikely that Ed Davey or Zack Polanski will ever be Prime Minister

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

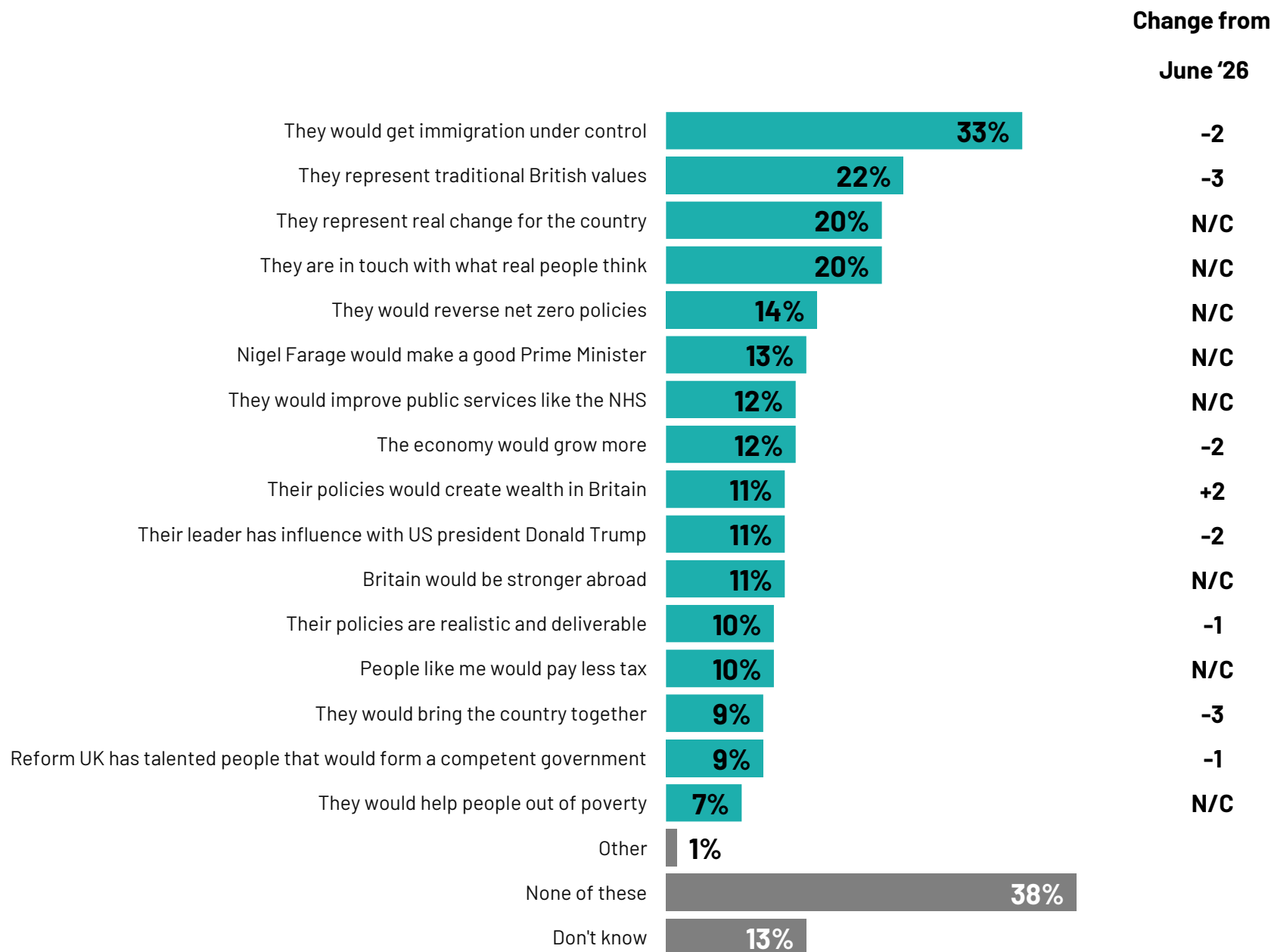


Base: 2,277 Online British adults aged 18+, 21-27 August 2026

A third of Britons think the main positive of a Reform UK government is that they would get immigration under control

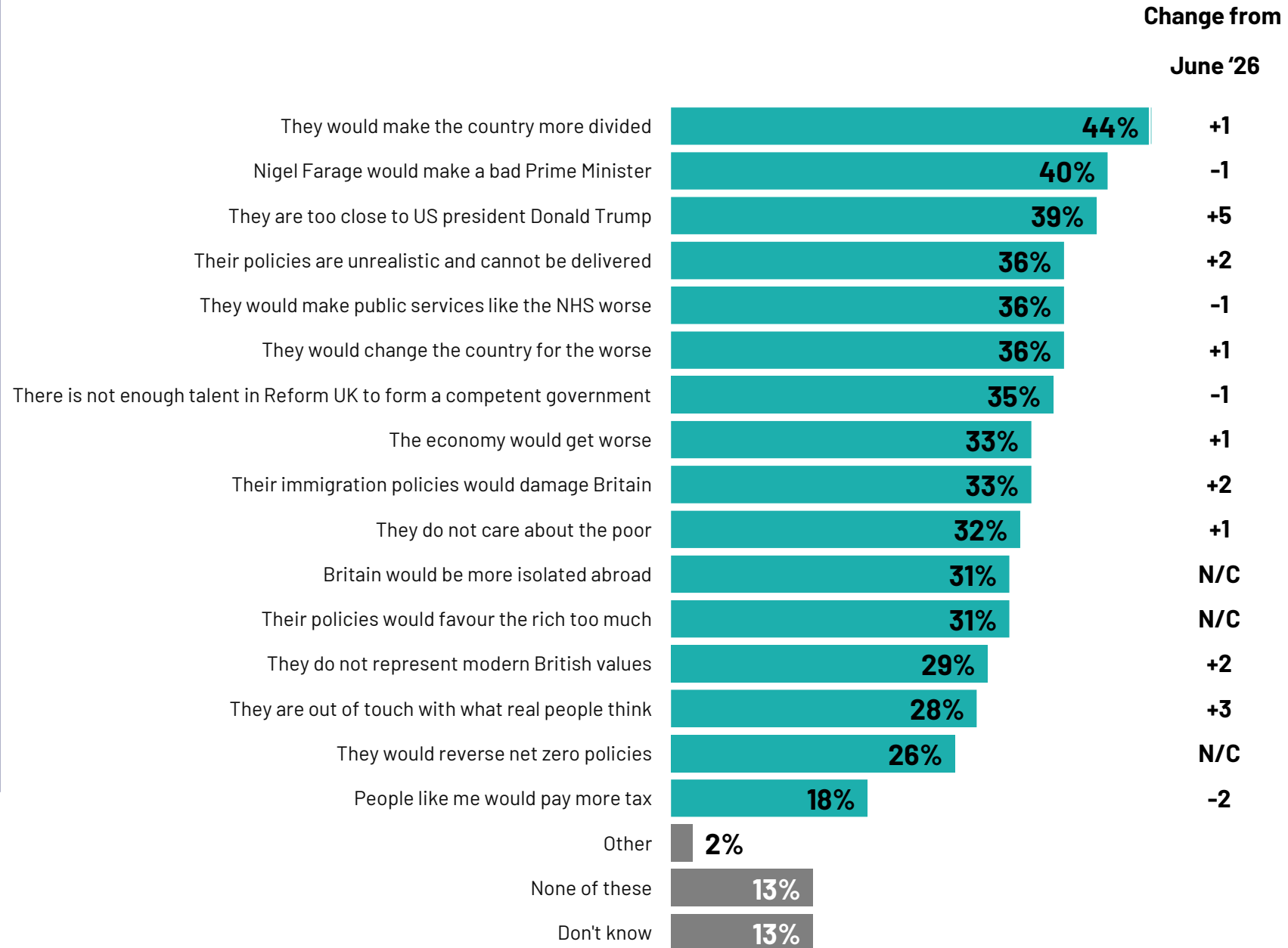
Which of the following, if any, do you think would be the main positives if Reform UK won the next General Election and formed a government?

Base: 2,277 Online British adults aged 18+, 21-27 August 2026



Around four in ten Britons think the main negatives if Reform UK won the election is that they would make the country more divided and Nigel Farage would make a bad Prime Minister

Which of the following, if any, do you think would be the main negatives if Reform UK won the next General Election and formed a government?



Base: 2,277 Online British adults aged 18+, 21-27 August 2026

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: 2,277 Online British adults aged 18+, 21-27 August 2026

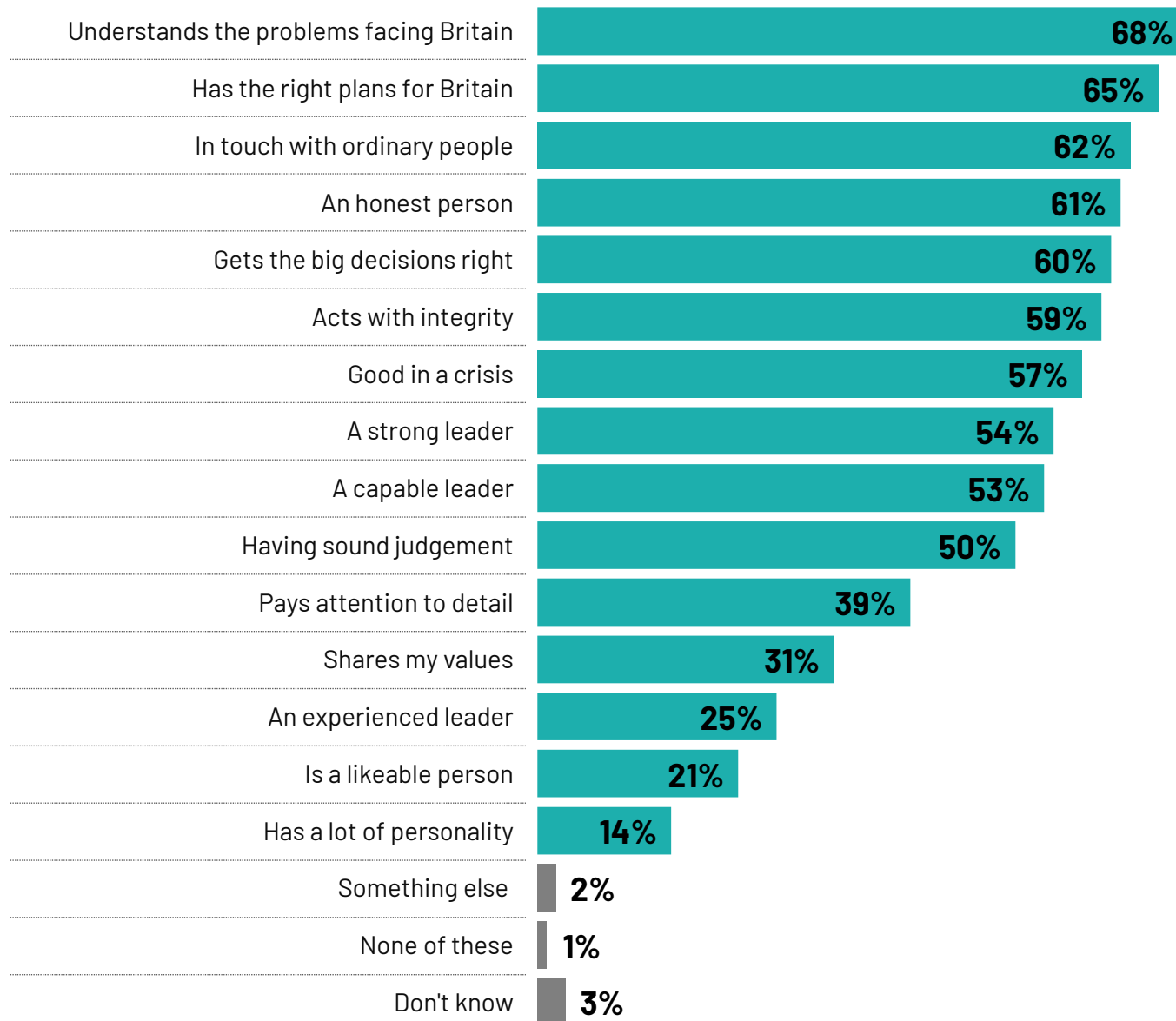
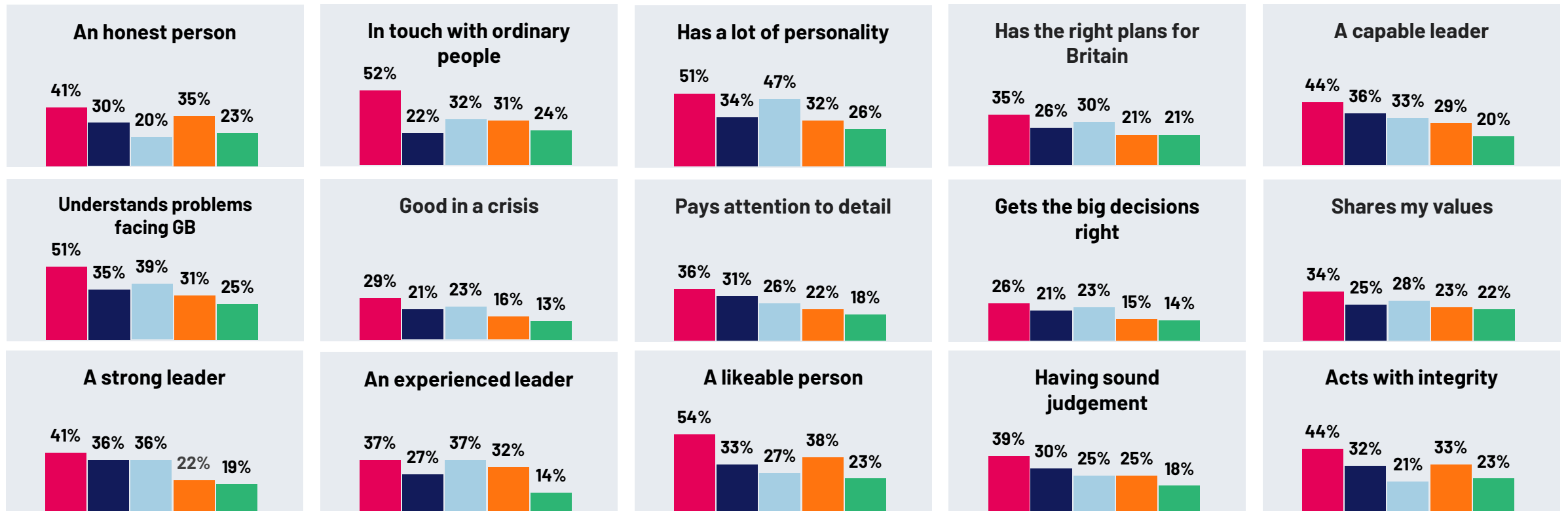


Image of the party leaders

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

■ Burnham
 ■ Badenoch
 ■ Farage
 ■ Davey
 ■ Polanski



Base: 2,277 Online British adults aged 18+, 21-27 August 2026

Andy Burnham: Image

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



Andy Burnham

Labour MP and candidate to be leader of the Labour party

Base: 2,277 Online British adults aged 18+, 21-27 August 2026

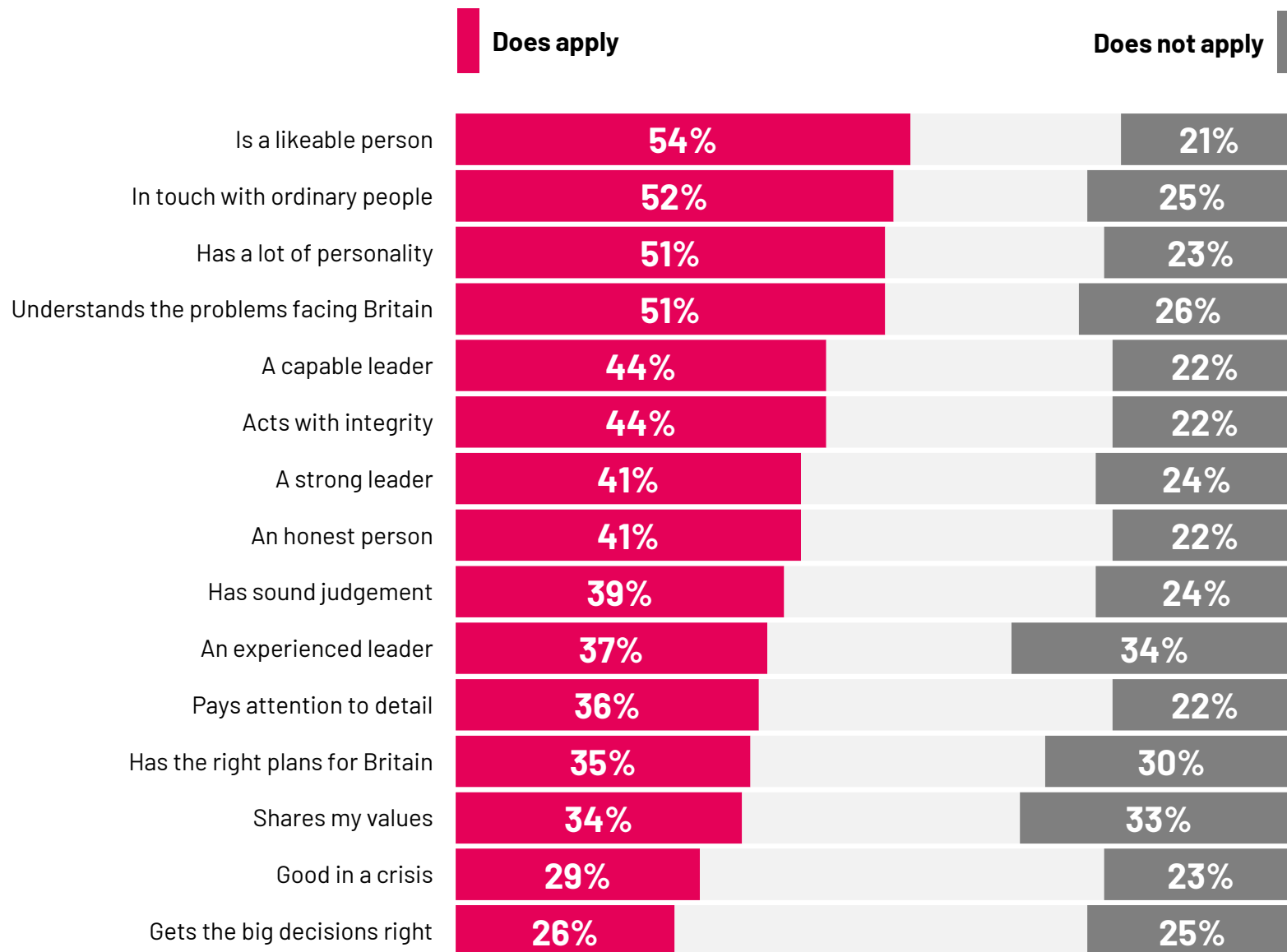


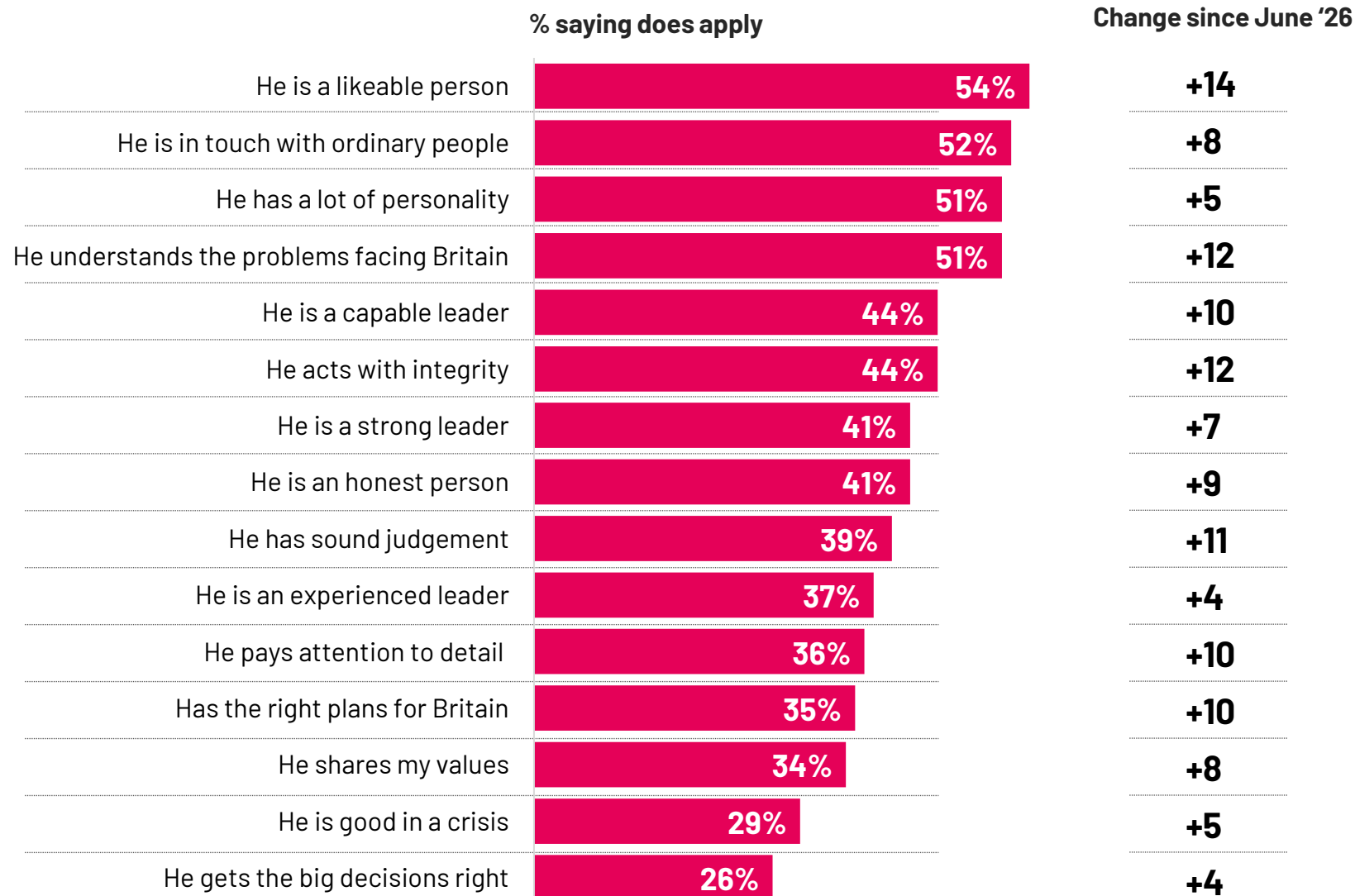
Image of party leader: Andy Burnham

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



Andy Burnham

Labour MP and candidate to be leader of the Labour party



Base: 2,277 Online British adults aged 18+, 21-27 August 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

Base: 2,277 Online British adults aged 18+, 21-27 August 2026

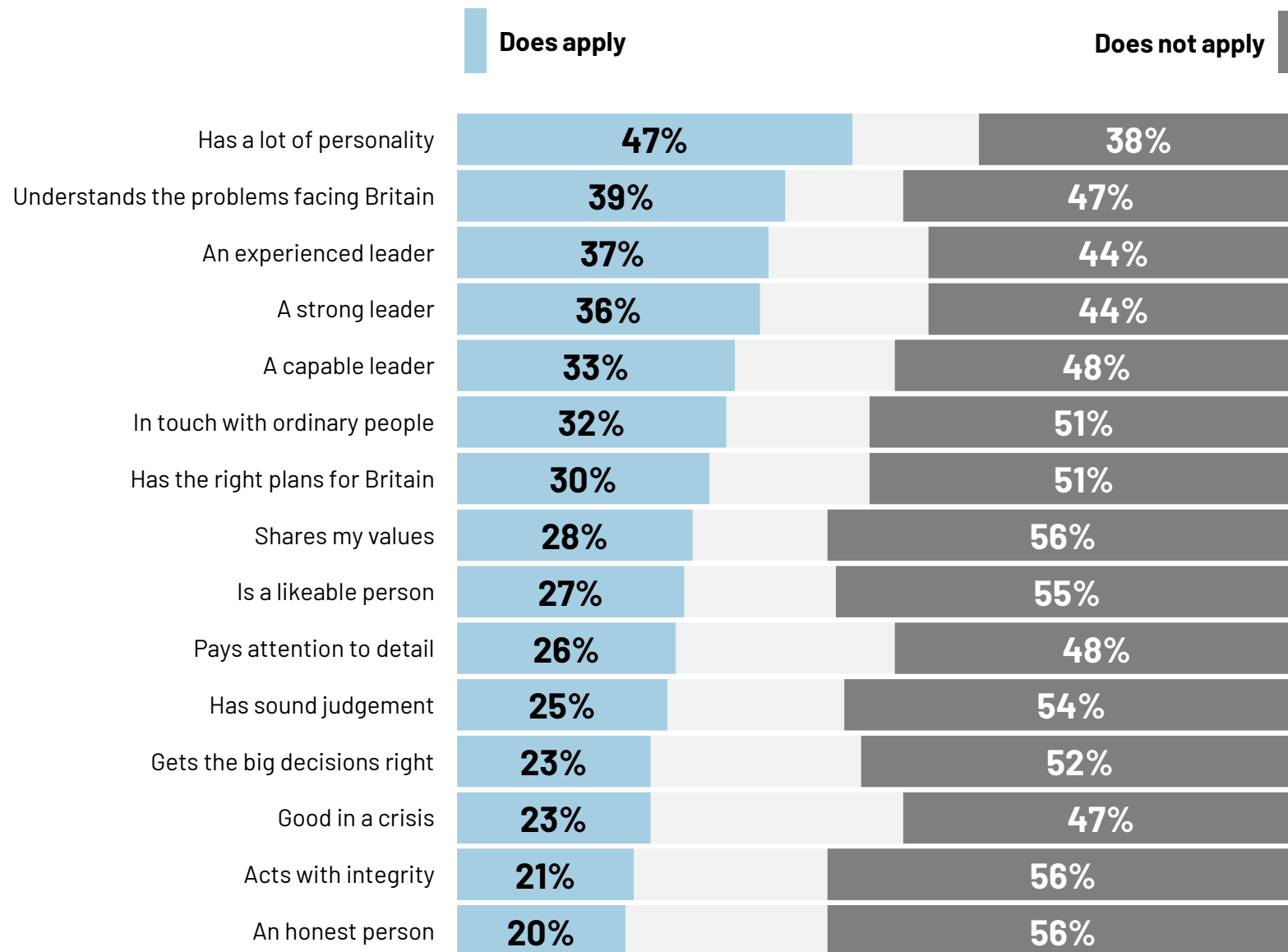
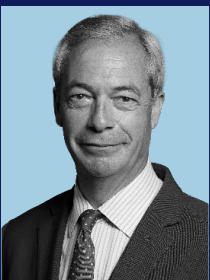


Image of party leader: Nigel Farage

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 Jun '26
He has a lot of personality	47%	N/C
He understands the problems facing Britain	39%	+2
He is an experienced leader	37%	+3
He is a strong leader	36%	+2
He is a capable leader	33%	+4
He is in touch with ordinary people	32%	N/C
Has the right plans for Britain	30%	+5
He shares my values	28%	+6
He is a likeable person	27%	+4
He pays attention to detail	26%	+4
He has sound judgement	25%	+2
He gets the big decisions right	23%	+3
He is good in a crisis	23%	+3
He acts with integrity	21%	+2
He is an honest person	20%	+2

Base: 2,277 Online British adults aged 18+, 21-27 August 2026

Image of party leader: Andy Burnham vs Nigel Farage

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

 **Andy Burnham**

 **Nigel Farage**

Base: 2,277 Online British adults aged 18+, 21-27 August 2026

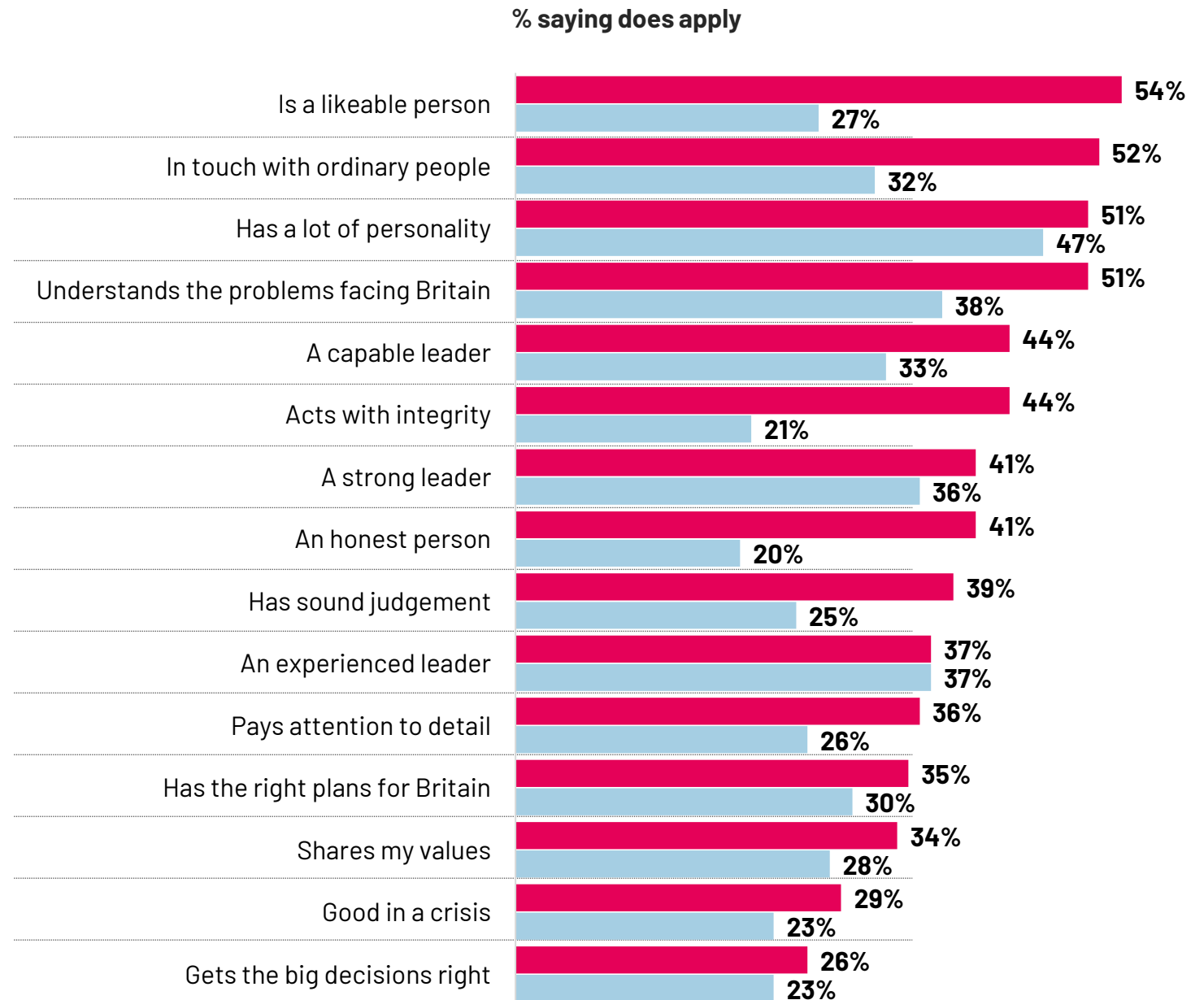
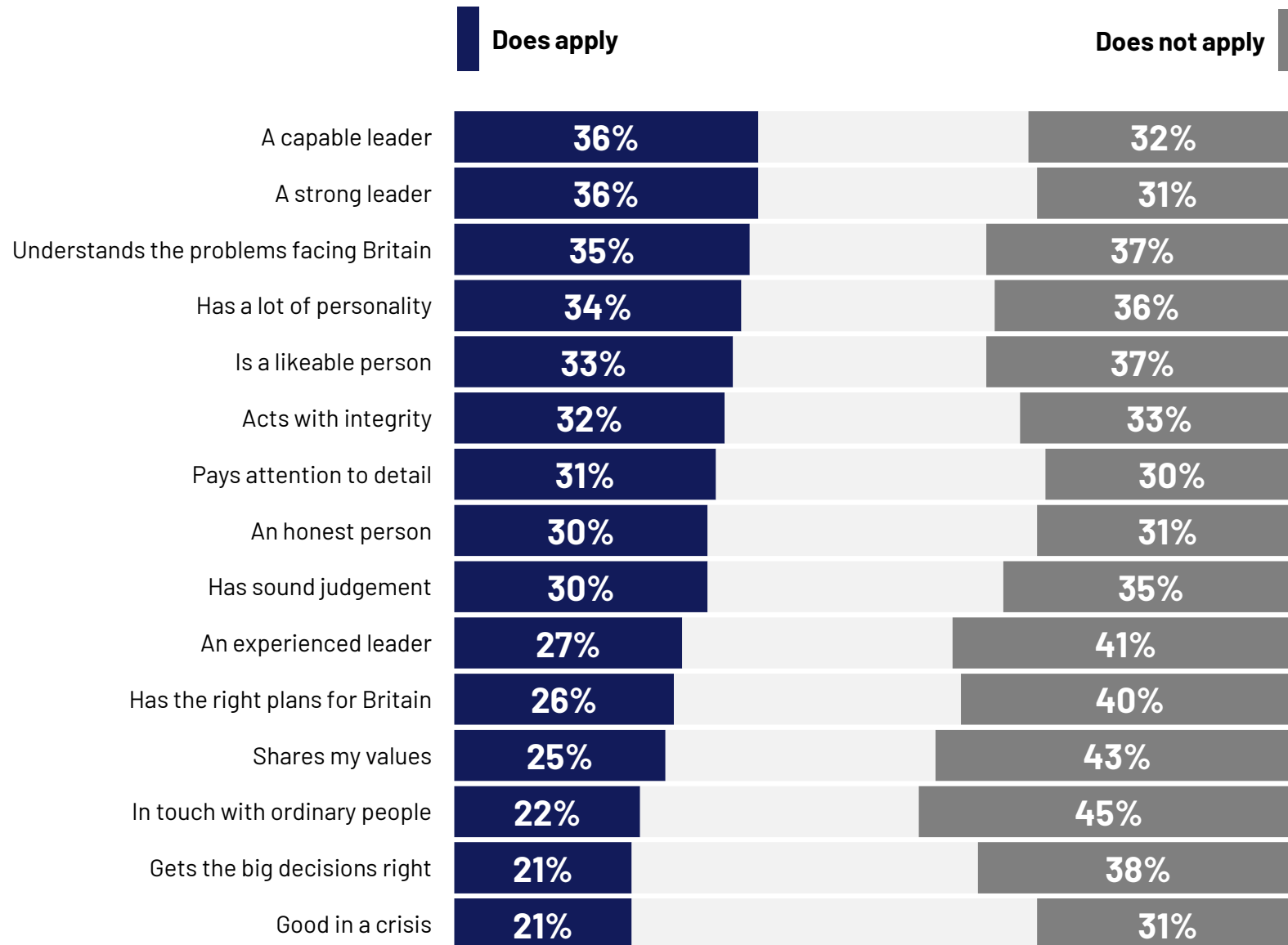


Image of party leader: Kemi Badenoch

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



Kemi Badenoch
The Leader of the
Conservative party



Base: 2,277 Online British adults aged 18+, 21-27 August 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 June '26
She is a capable leader	36%	+3
She is a strong leader	36%	+3
She understands the problems facing Britain	35%	N/C
She has a lot of personality	34%	N/C
She is a likeable person	33%	+4
She acts with integrity	32%	+2
She pays attention to detail	31%	-1
She is an honest person	30%	N/C
She has sound judgement	30%	+3
She is an experienced leader	27%	+4
Has the right plans for Britain	26%	+3
She shares my values	25%	+3
She is in touch with ordinary people	22%	-2
She gets the big decisions right	21%	+1
She is good in a crisis	21%	+1

Base: 2,277 Online British adults aged 18+, 21-27 August 2026

Image of party leader: Andy Burnham vs Kemi Badenoch

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

 **Andy Burnham**

 **Kemi Badenoch**

Base: 2,277 Online British adults aged 18+, 21-27 August 2026

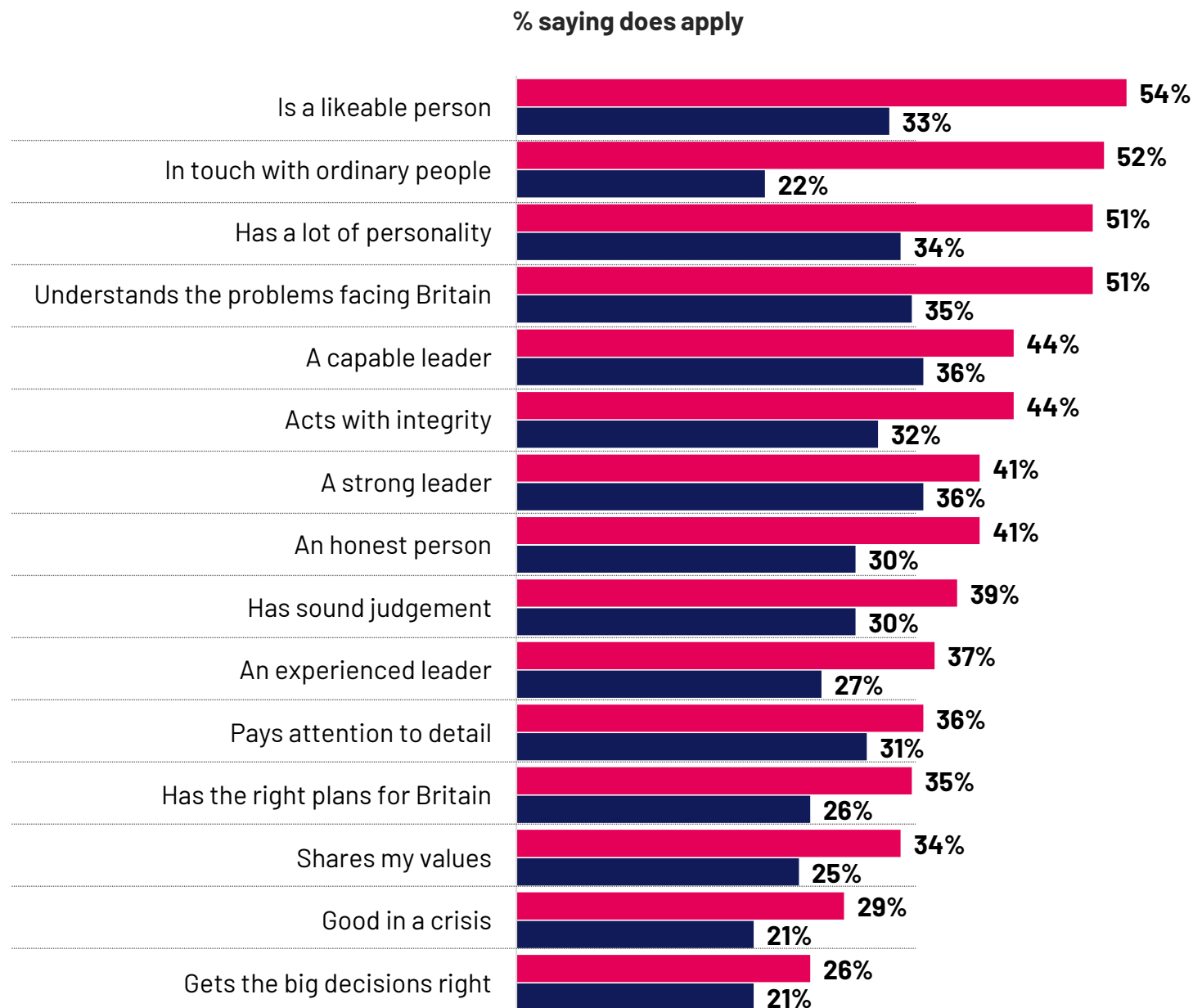


Image of party leader: Zack Polanski

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



Zack Polanski
The Leader of the
Green party

Base: 2,277 Online British adults aged 18+, 21-27 August 2026

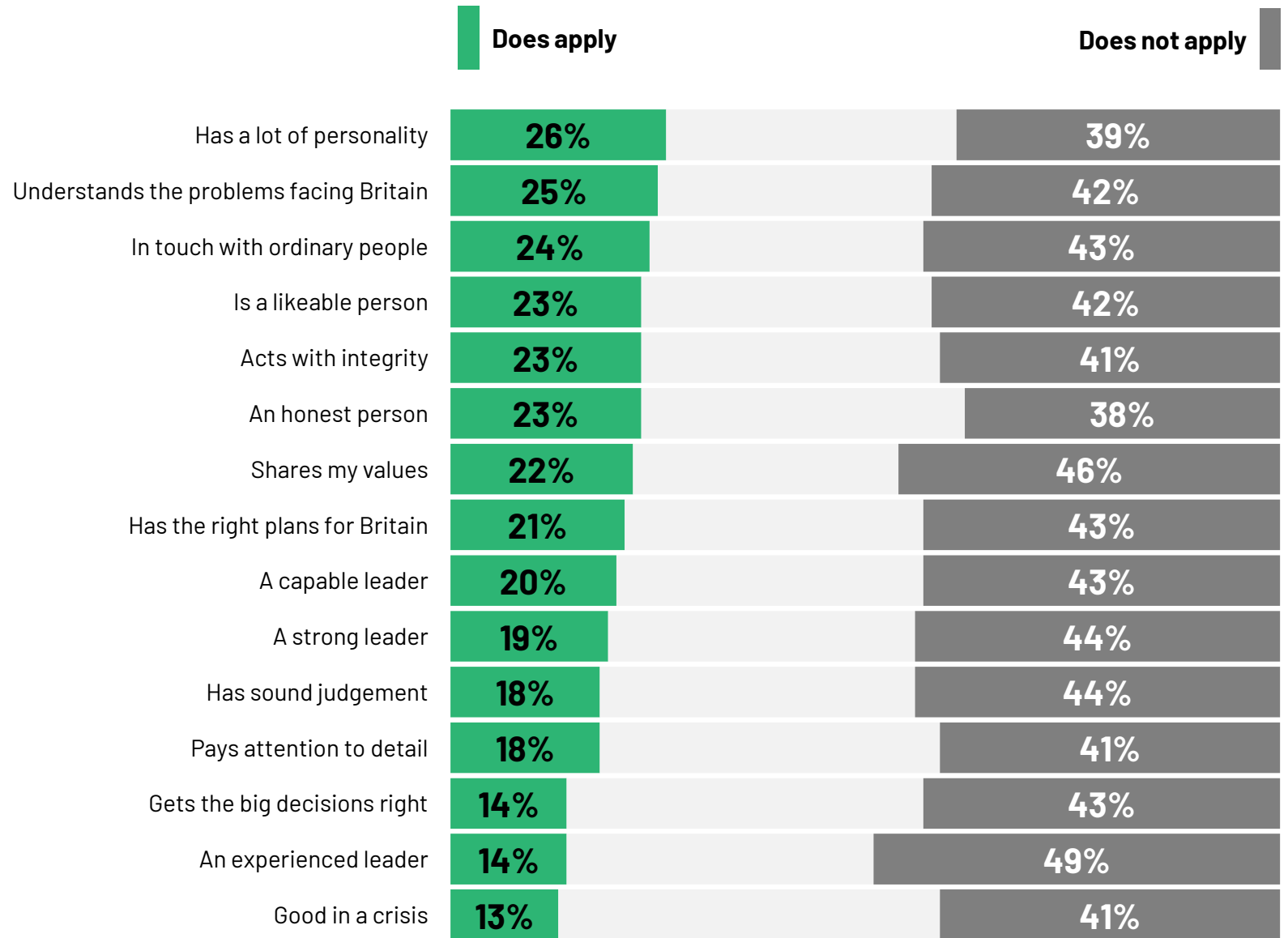
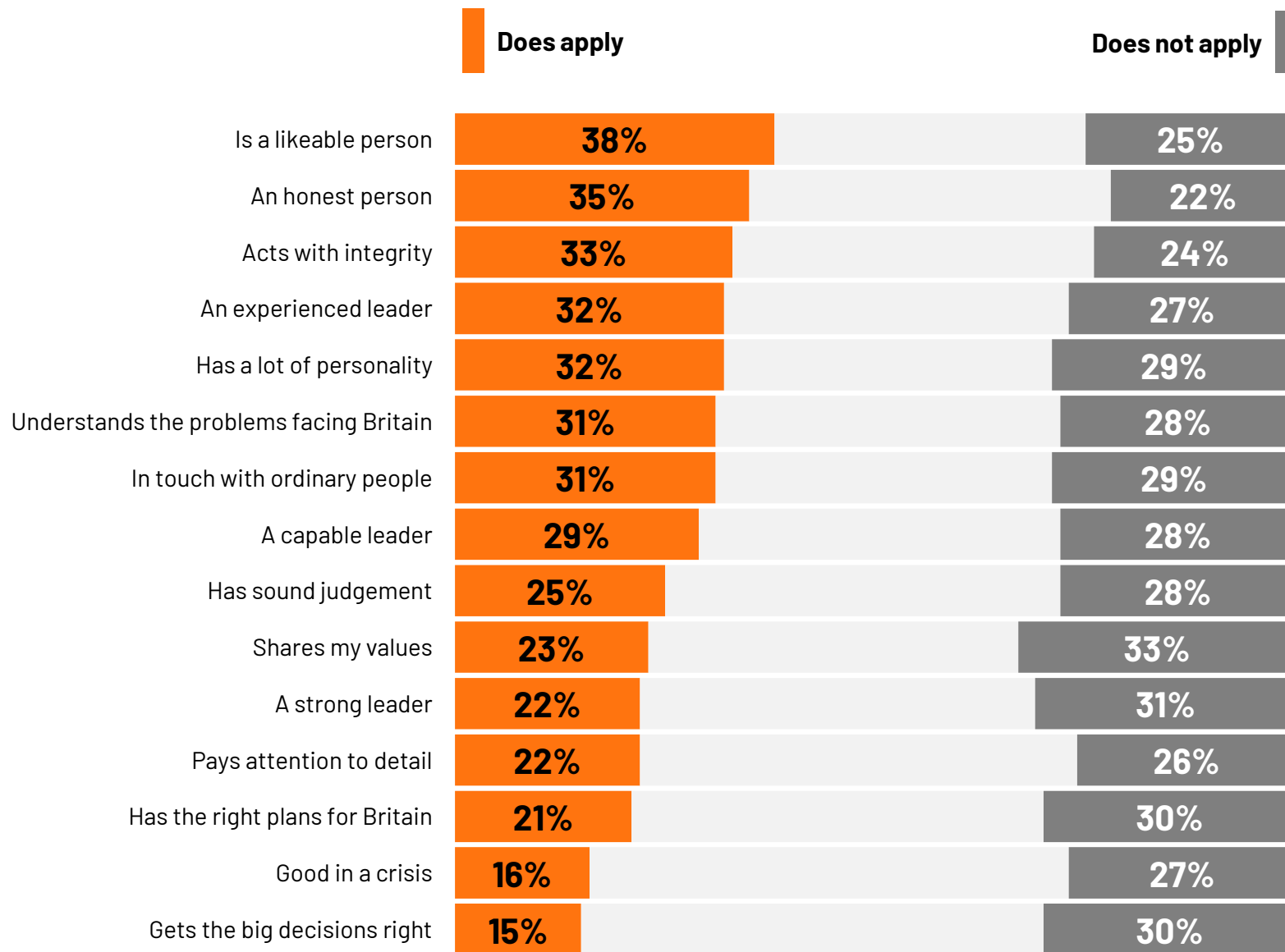


Image of party leader: Ed Davey

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



Ed Davey
The Leader of the
Liberal Democrats



Base: 2,277 Online British adults aged 18+, 21-27 August 2026



August 2026
Political Pulse

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