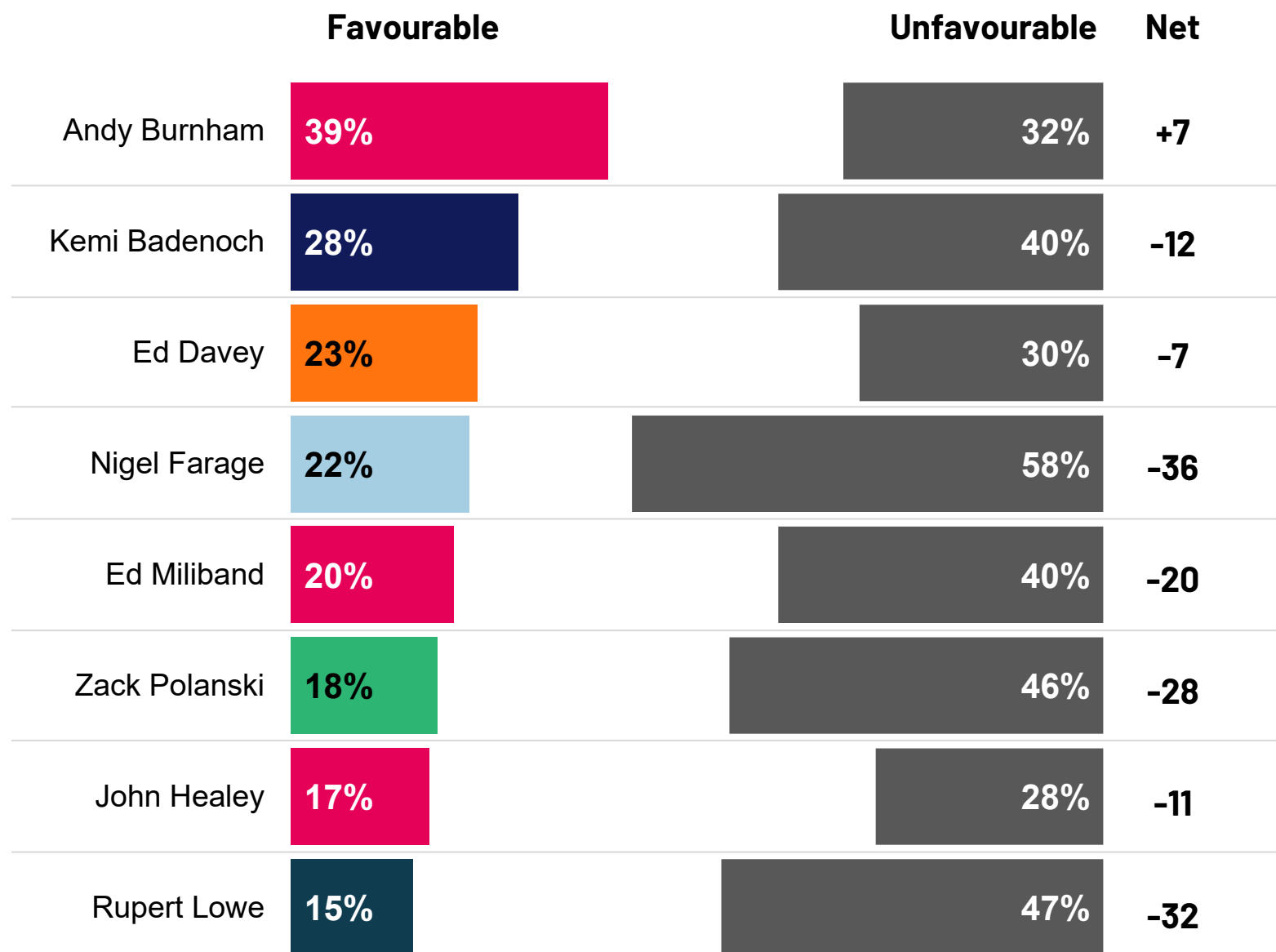


Ipsos Political Pulse

September 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?

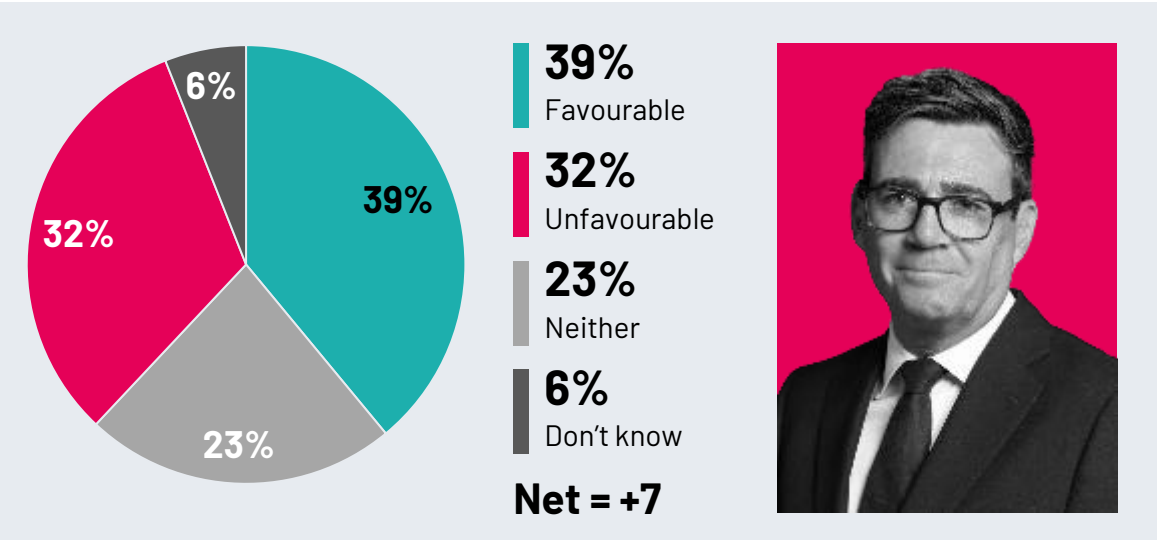


Base 2,284 Online British Adults aged 18+, 18-23 September 2026

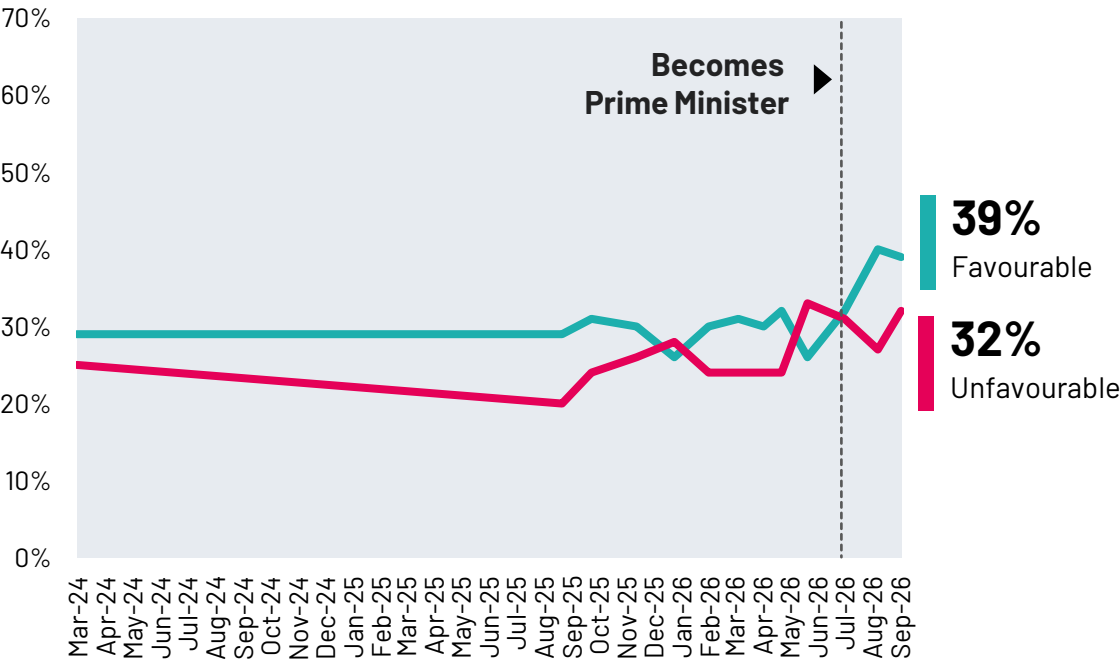
Andy Burnham: Favourability

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

September 2026



April 2024 – September 2026

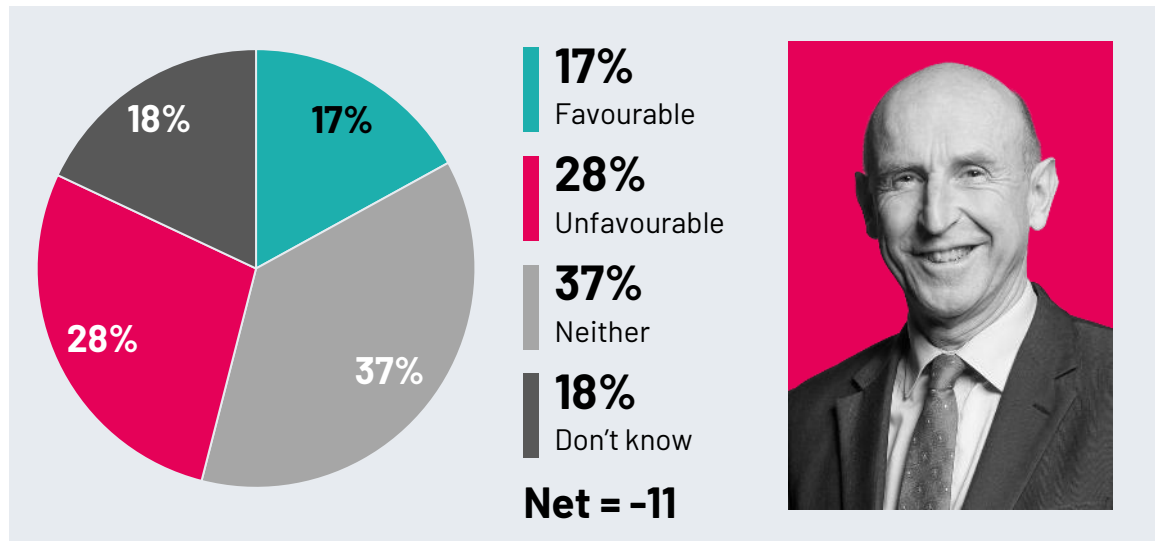


Base 2,284 Online British Adults aged 18+, 18-23 September 2026

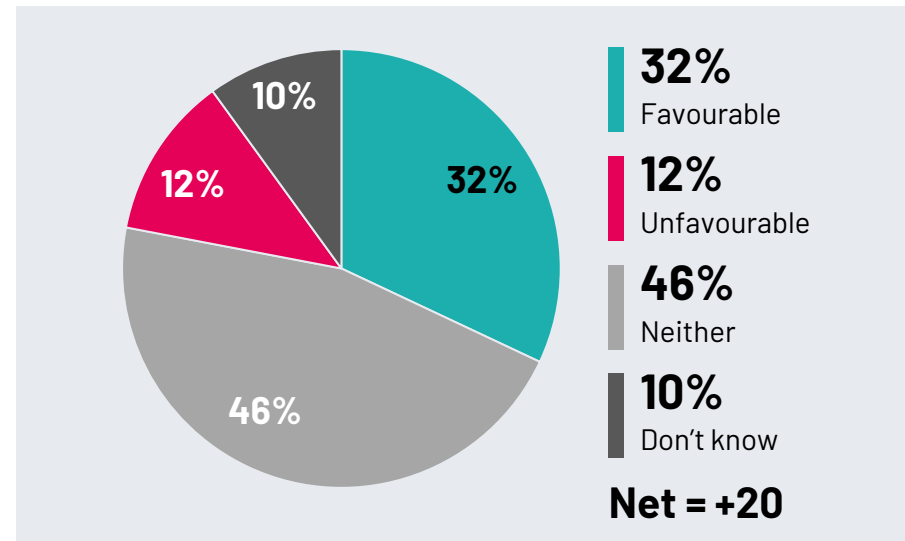
John Healey: Favourability

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

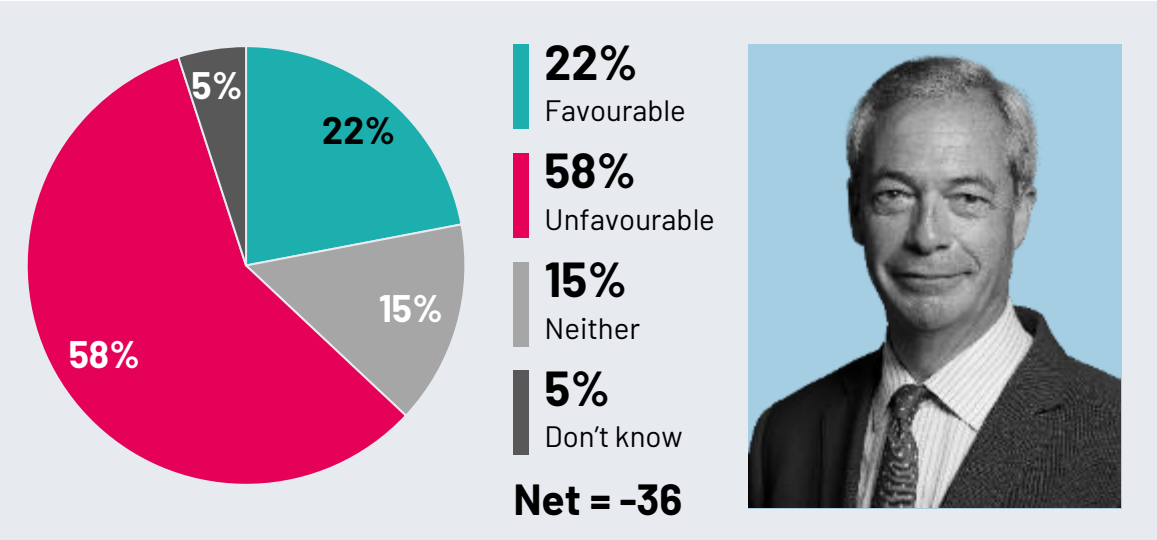


Base 2,284 Online British Adults aged 18+, 18-23 September 2026

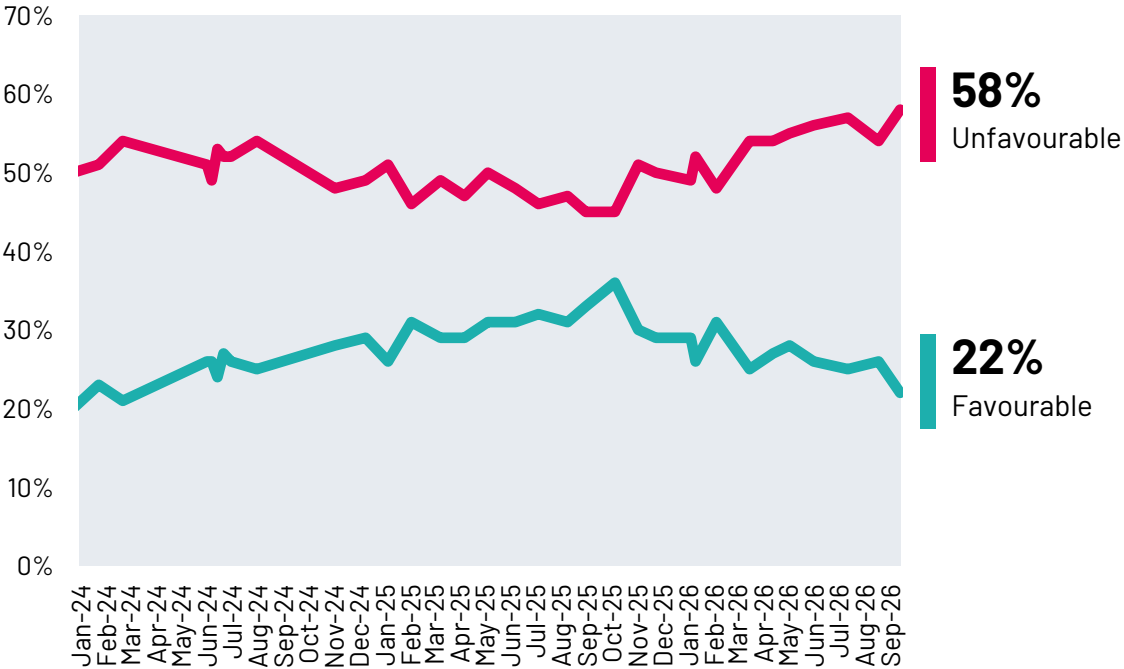
Nigel Farage: Favourability

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

September 2026



January 2024 – September 2026

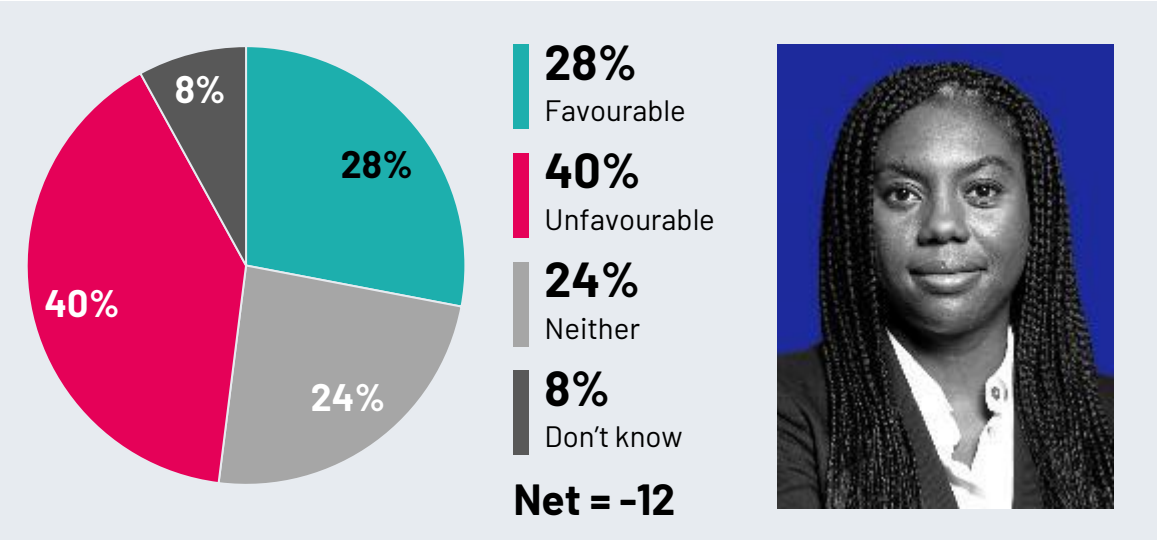


Base 2,284 Online British Adults aged 18+, 18-23 September 2026

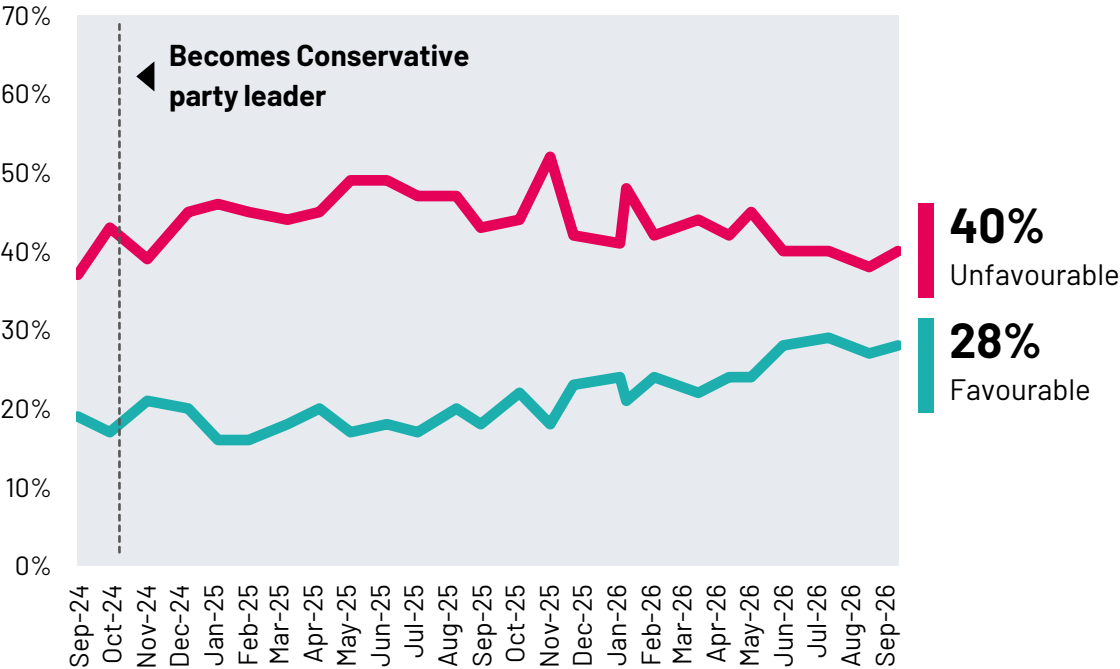
Kemi Badenoch: Favourability

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

September 2026



September 2024 – September 2026

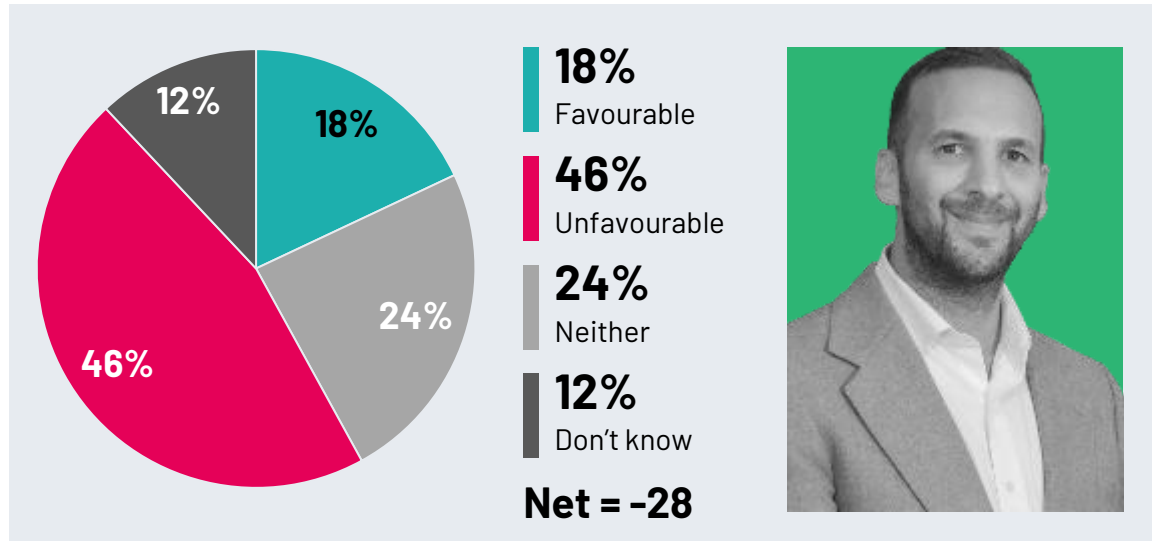


Base 2,284 Online British Adults aged 18+, 18-23 September 2026

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

September 2026



September 2025 – September 2026

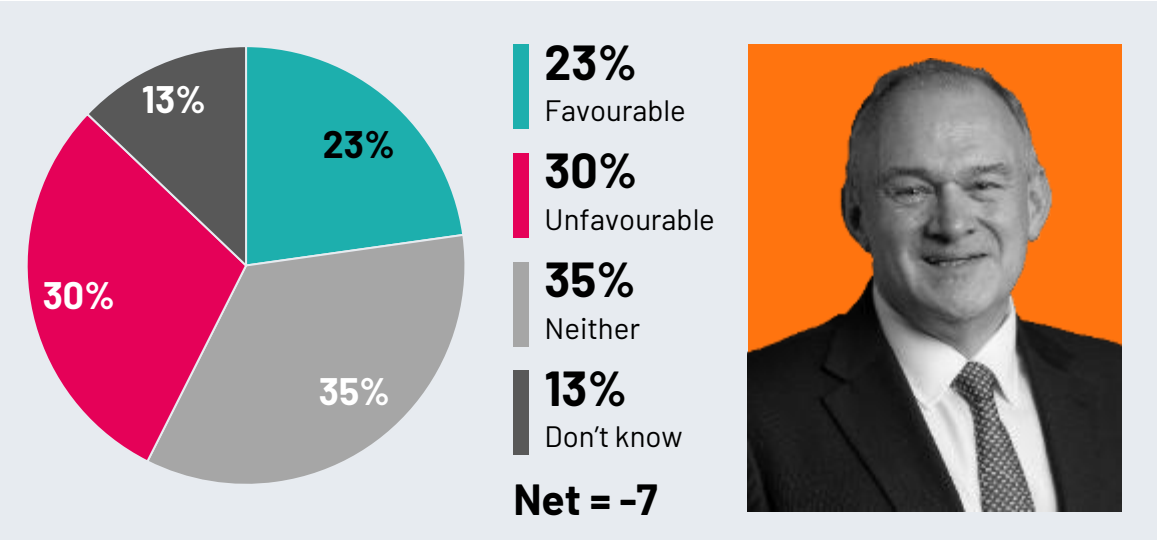


Base 2,284 Online British Adults aged 18+, 18-23 September 2026

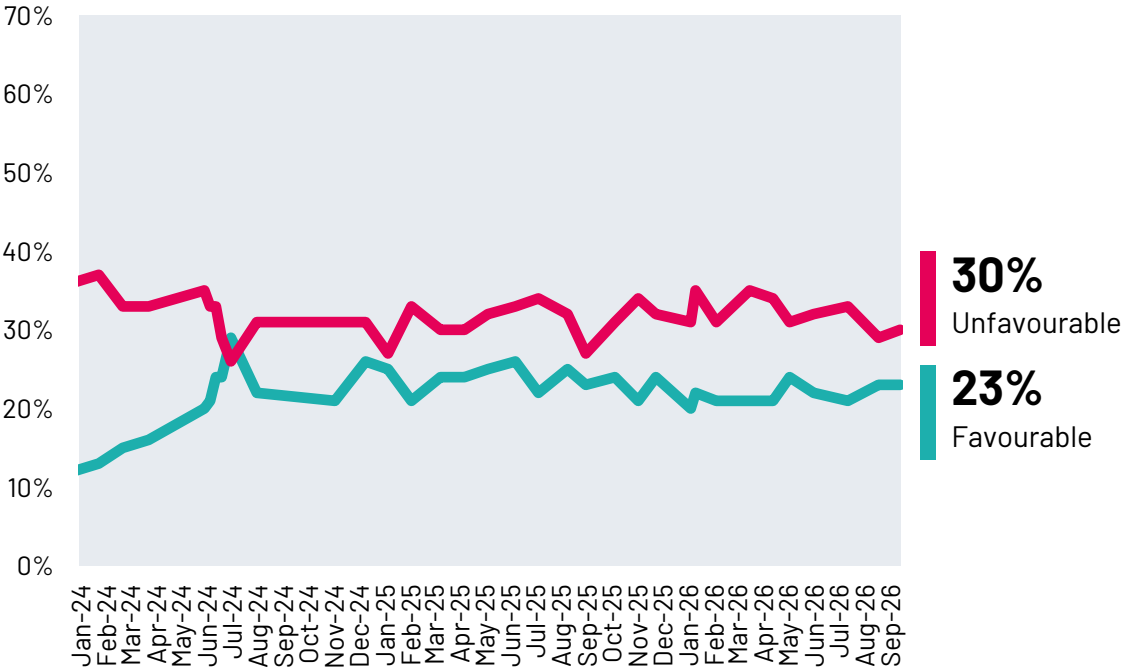
Ed Davey: Favourability

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

September 2026



January 2024 – September 2026

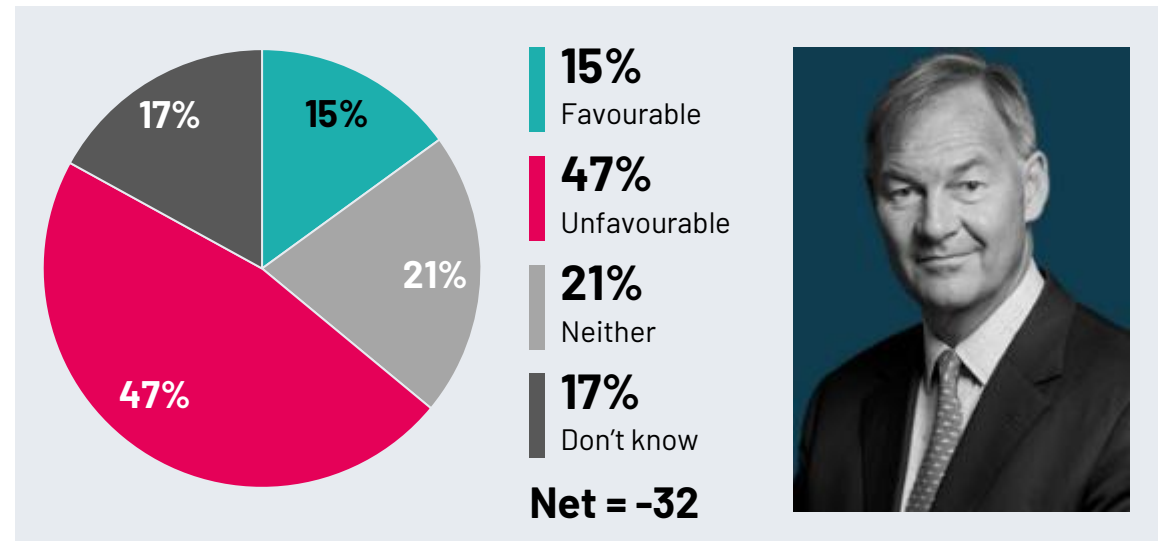


Base 2,284 Online British Adults aged 18+, 18-23 September 2026

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

September 2026



May 2025 – September 2026

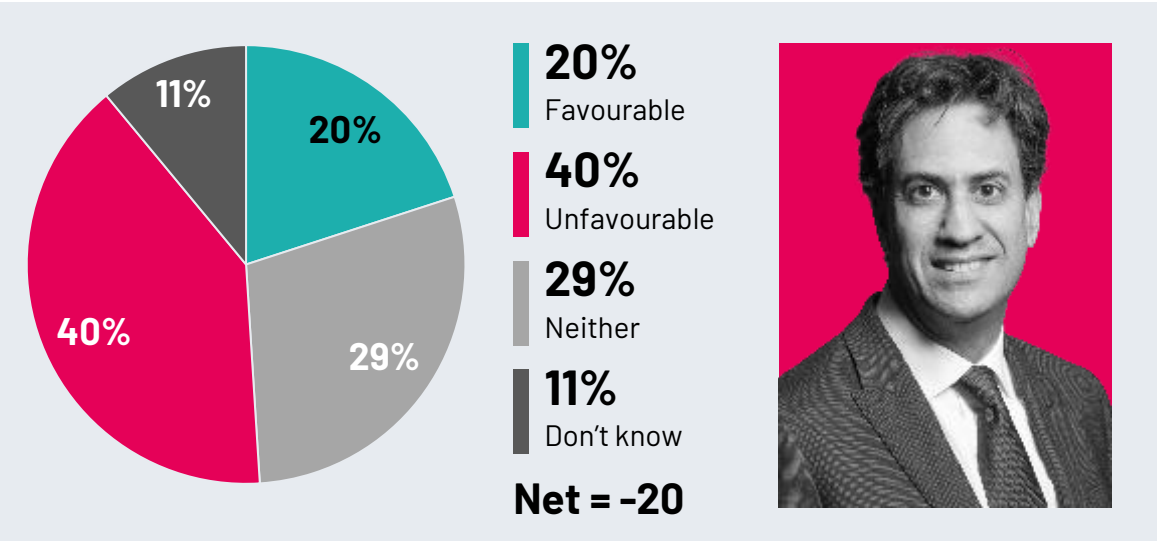


Base 2,284 Online British Adults aged 18+, 18-23 September 2026

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

September 2026



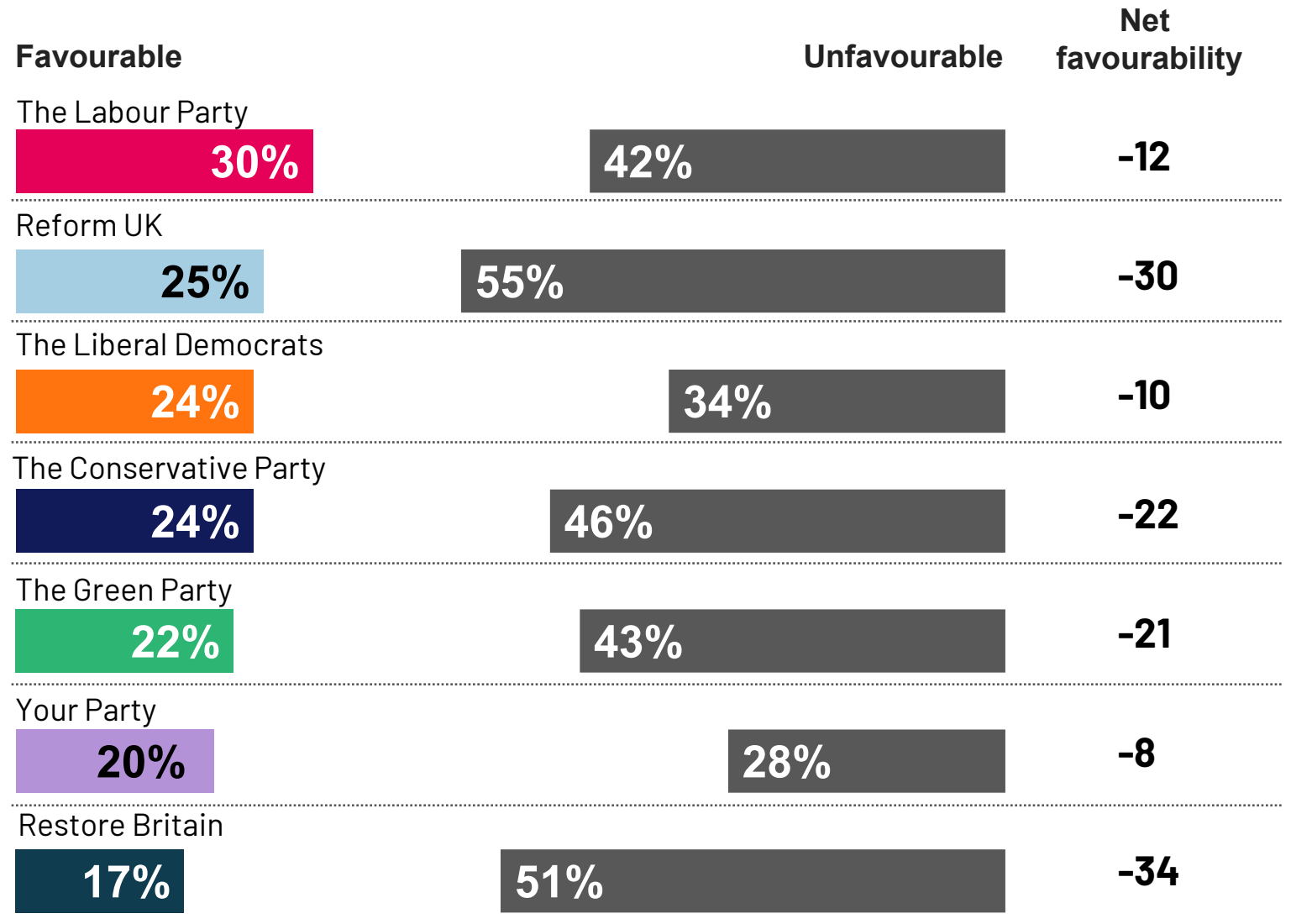
May 2025 – September 2026



Base 2,284 Online British Adults aged 18+, 18-23 September 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?

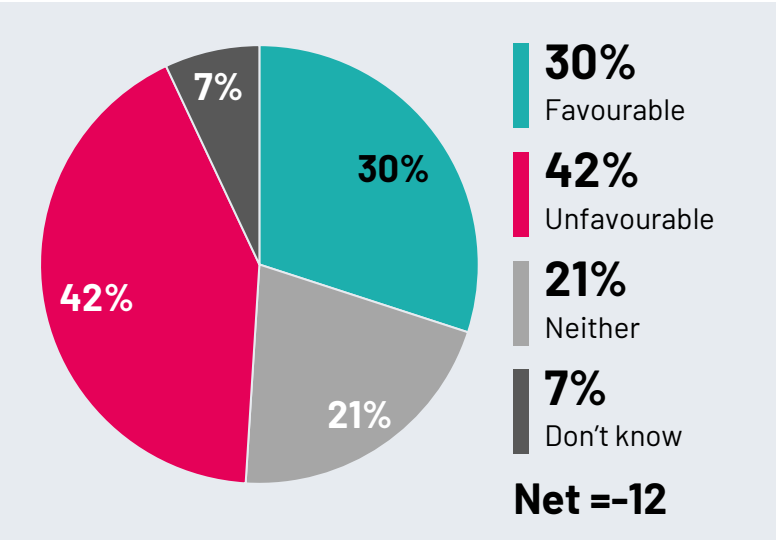


Base 2,284 Online British Adults aged 18+, 18-23 September 2026

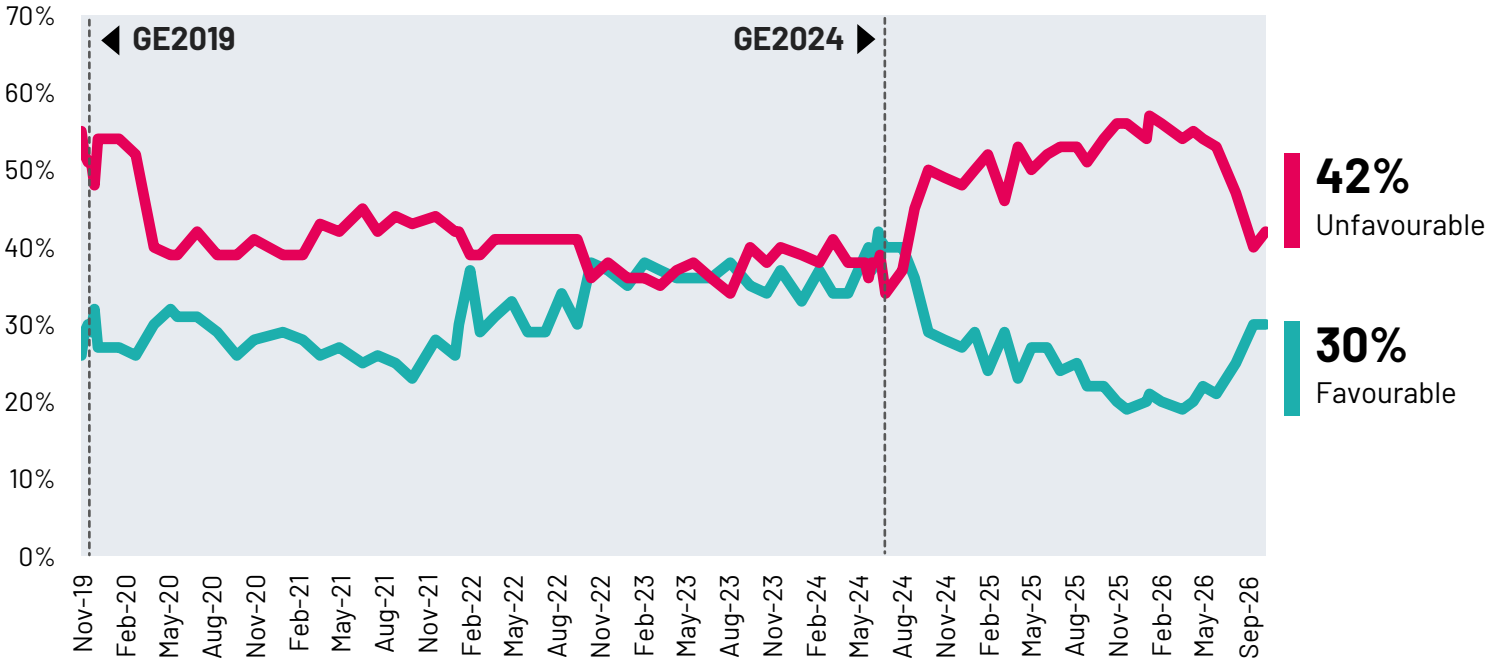
The Labour party: Favourability

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

September 2026



November 2019 – September 2026

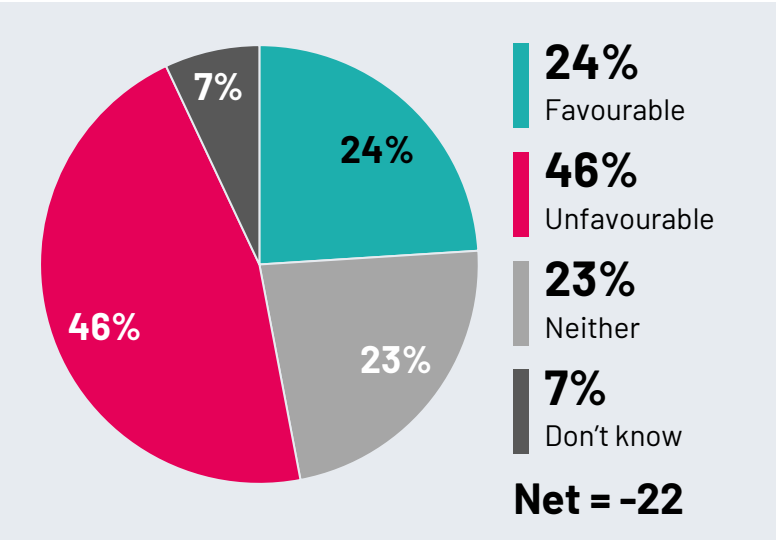


Base 2,284 Online British Adults aged 18+, 18-23 September 2026

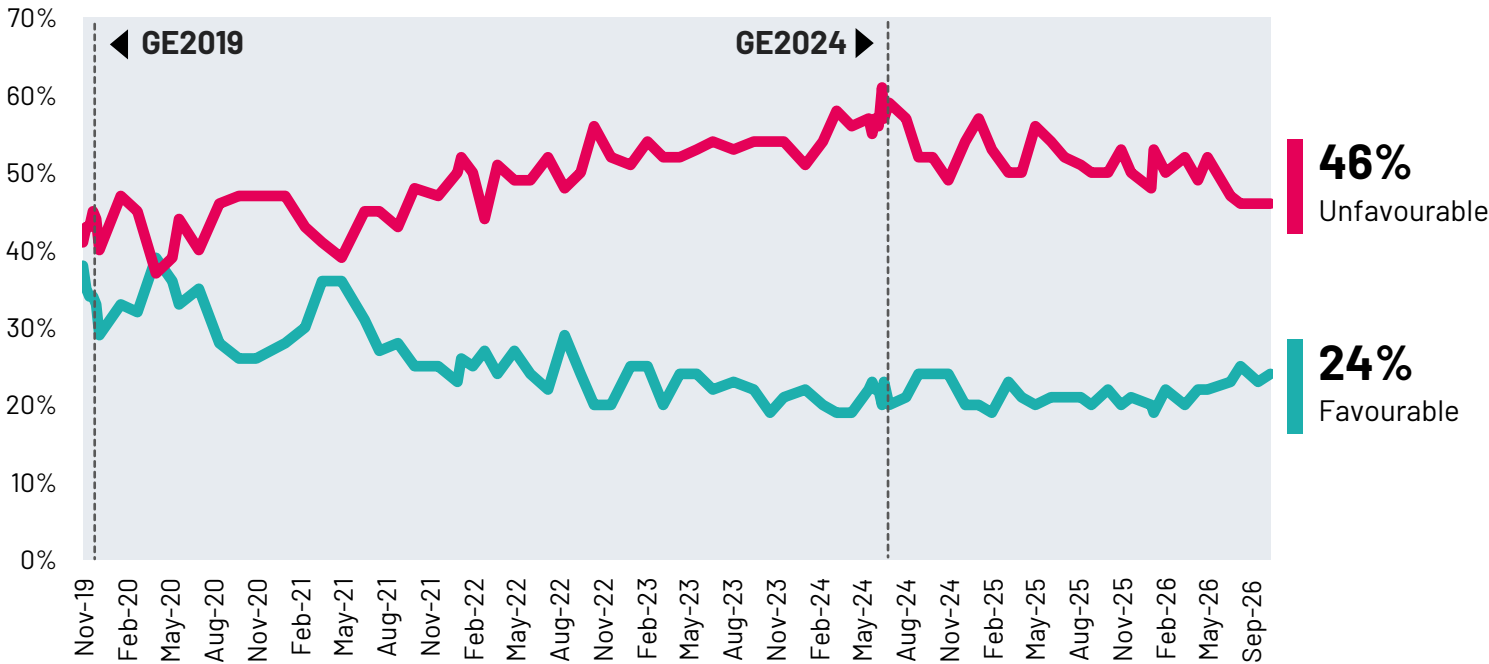
The Conservative party: Favourability

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

September 2026



November 2019 – September 2026



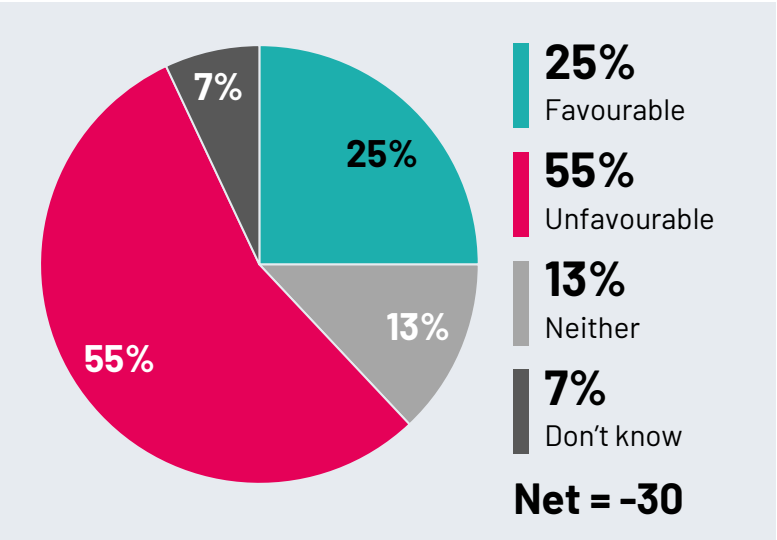
Base 2,284 Online British Adults aged 18+, 18-23 September 2026



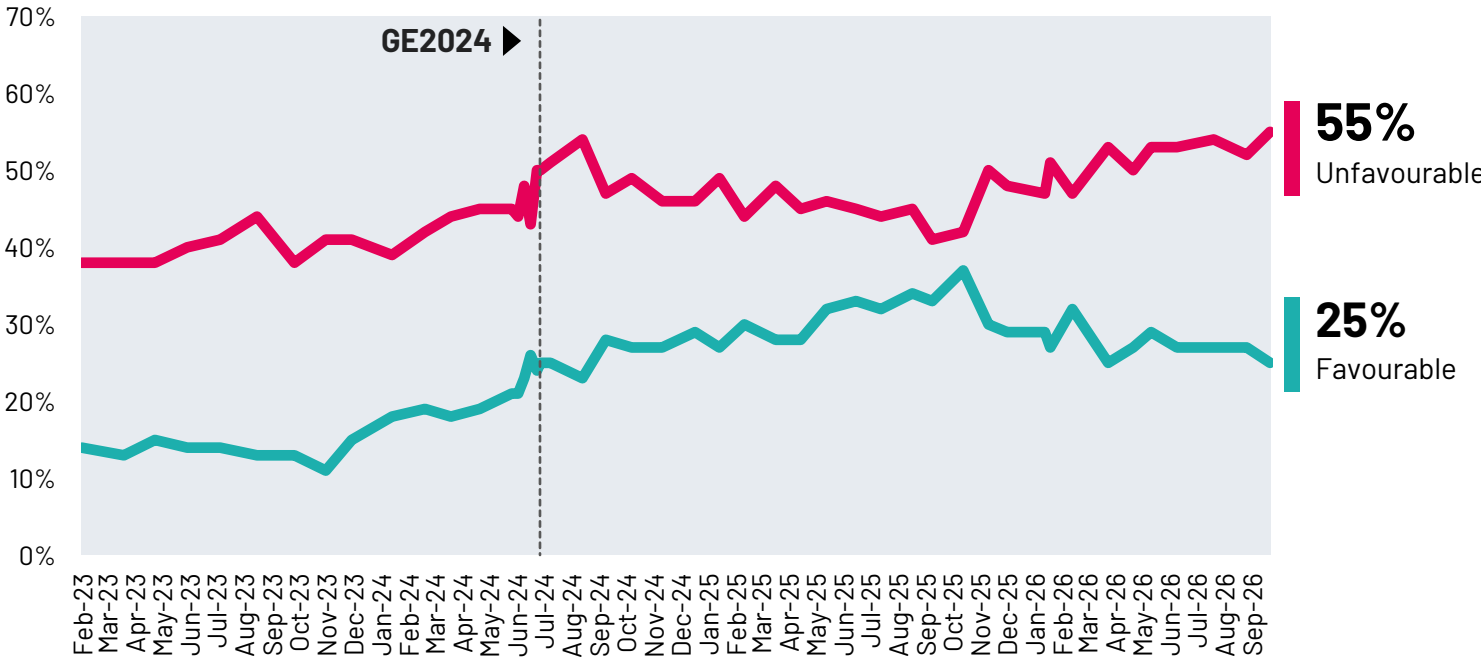
Reform UK: Favourability

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

September 2026



February 2023 – September 2026

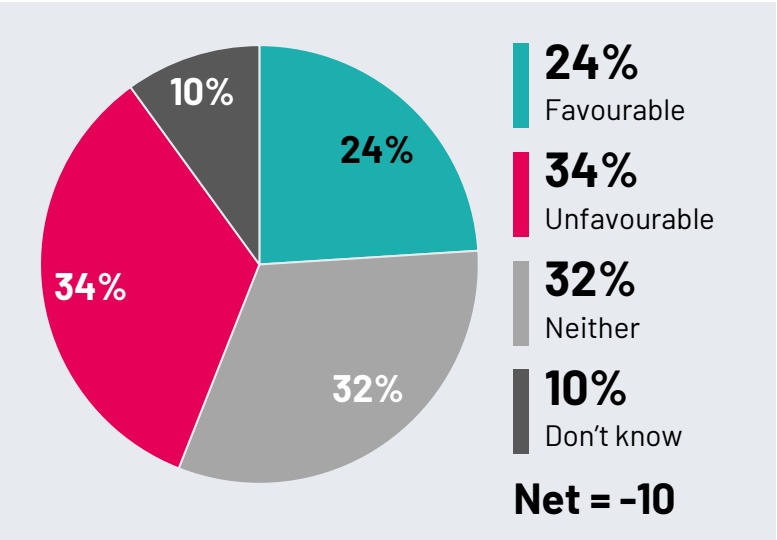


Base 2,284 Online British Adults aged 18+, 18-23 September 2026

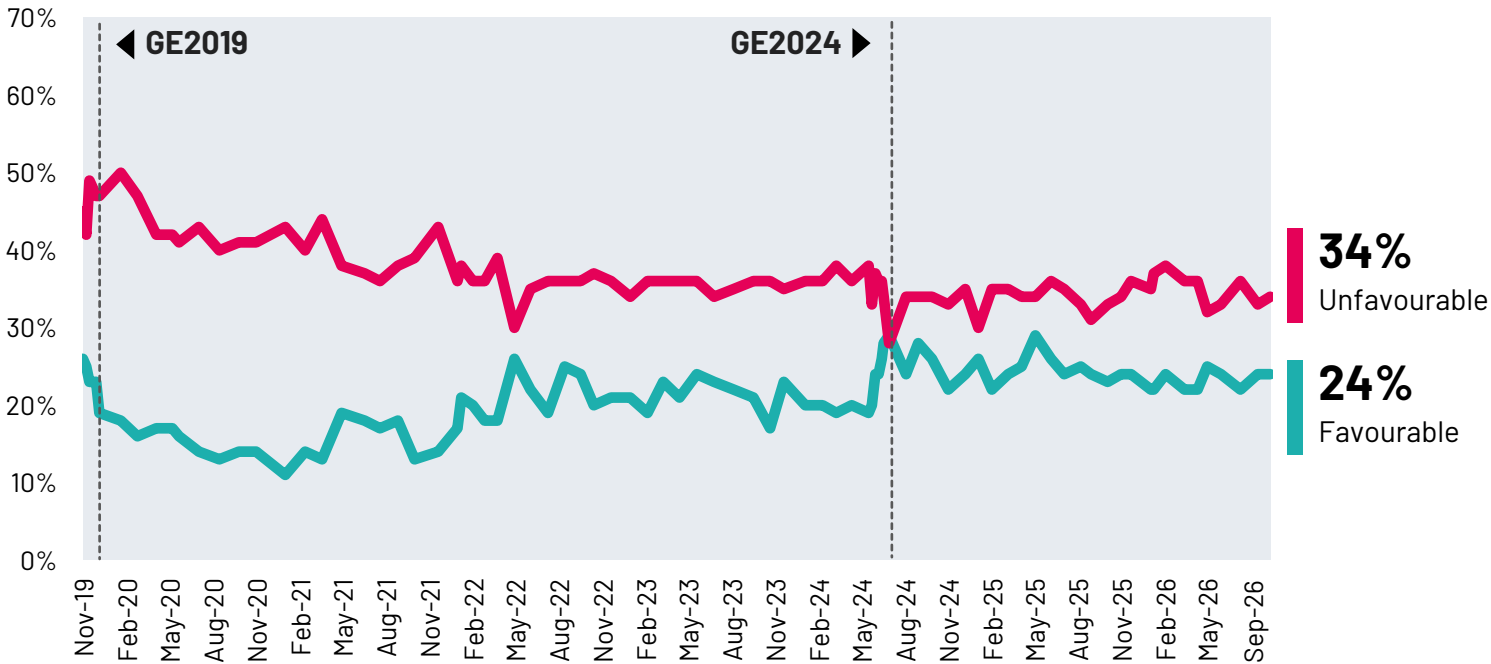
The Liberal Democrats: Favourability

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

September 2026



November 2019 – September 2026

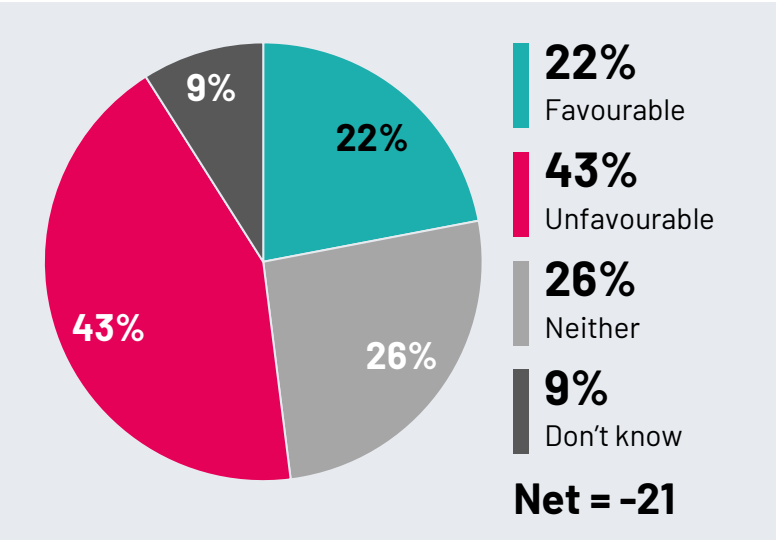


Base 2,284 Online British Adults aged 18+, 18-23 September 2026

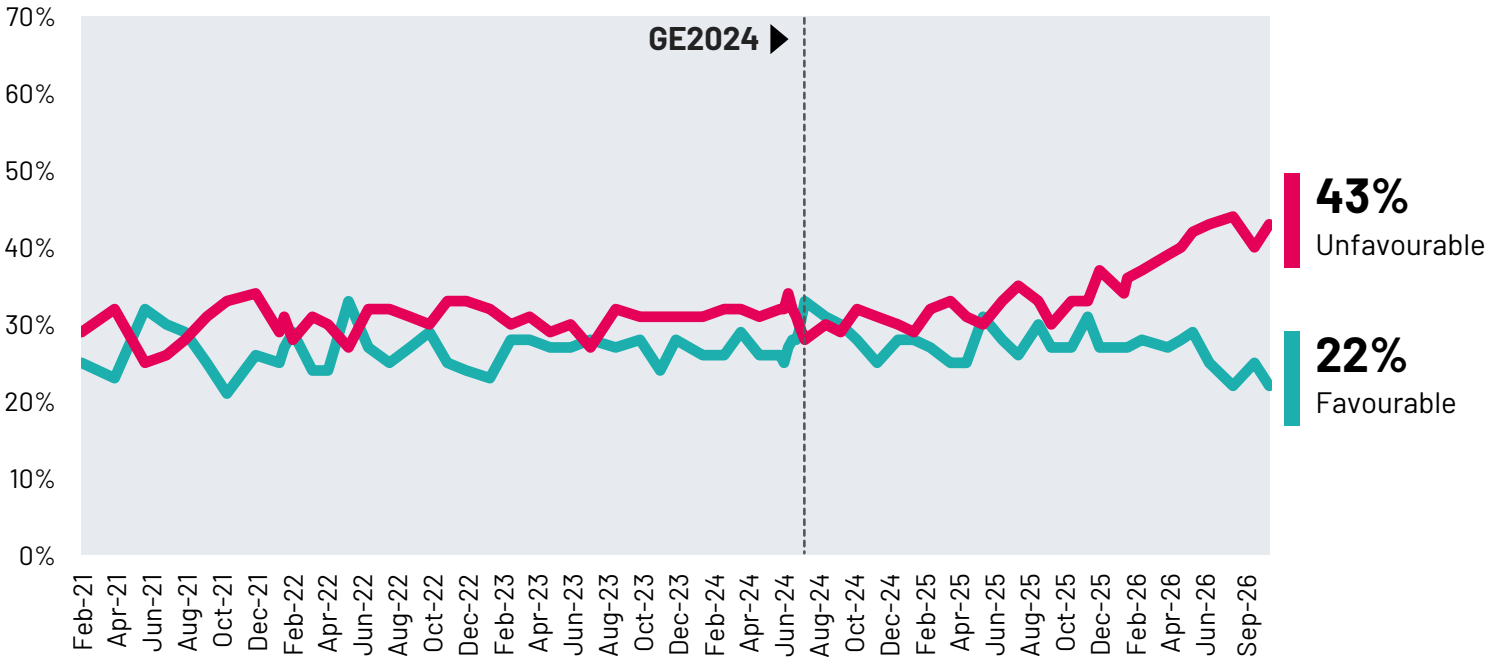
The Green Party: Favourability

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

September 2026



February 2021 – September 2026

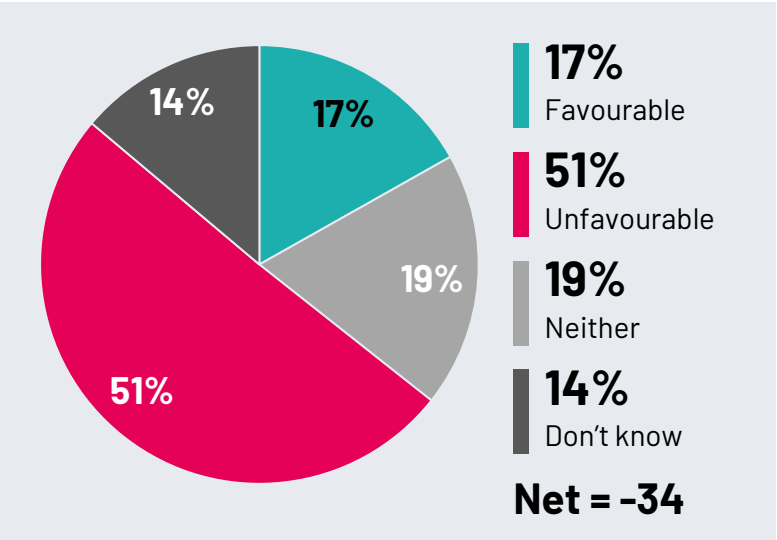


Base 2,284 Online British Adults aged 18+, 18-23 September 2026

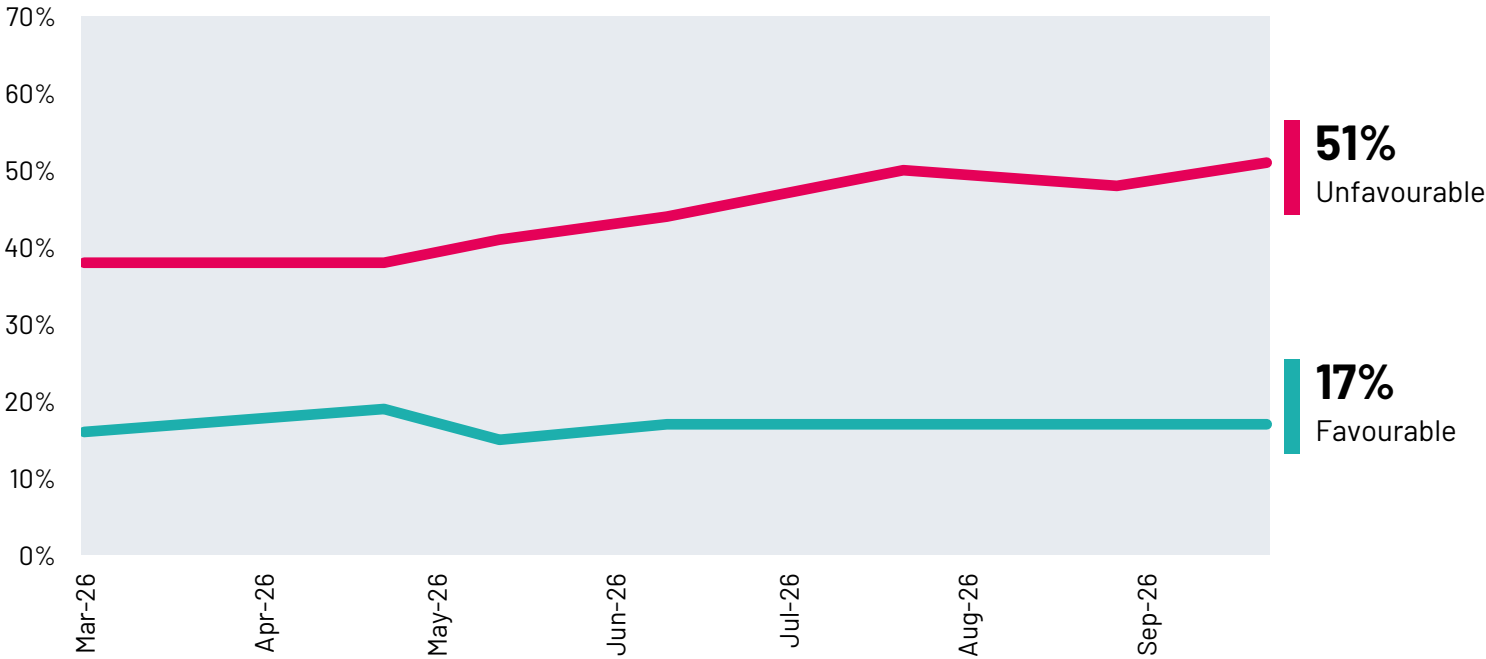
Restore Britain: Favourability

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

September 2026



March 2026 – September 2026

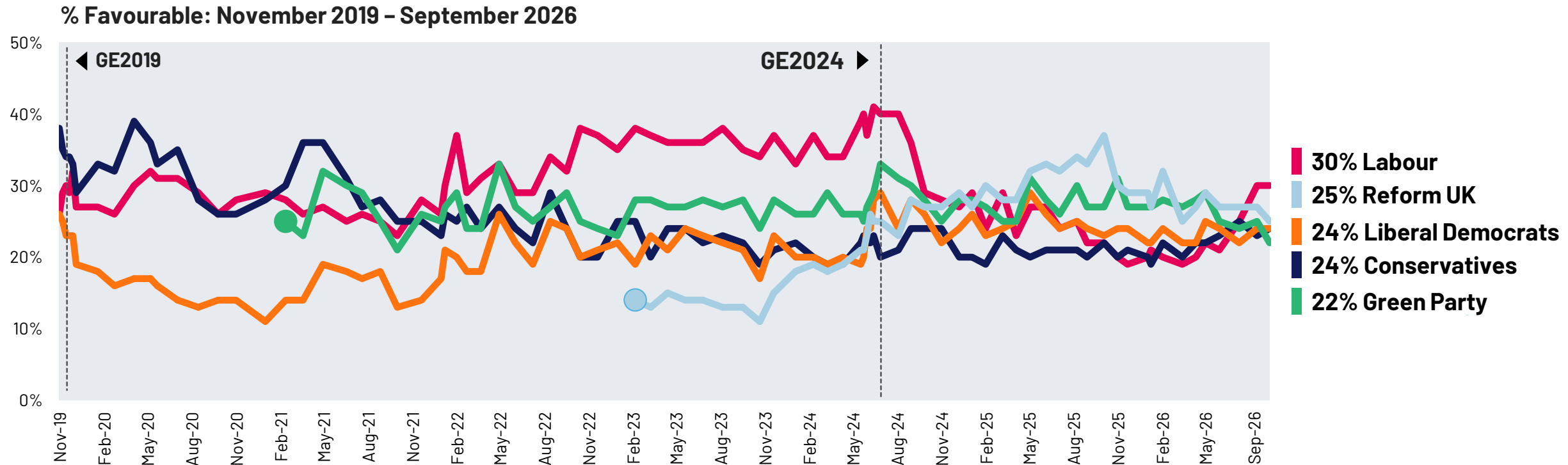


Base 2,284 Online British Adults aged 18+, 18-23 September 2026



Political parties: Favourability

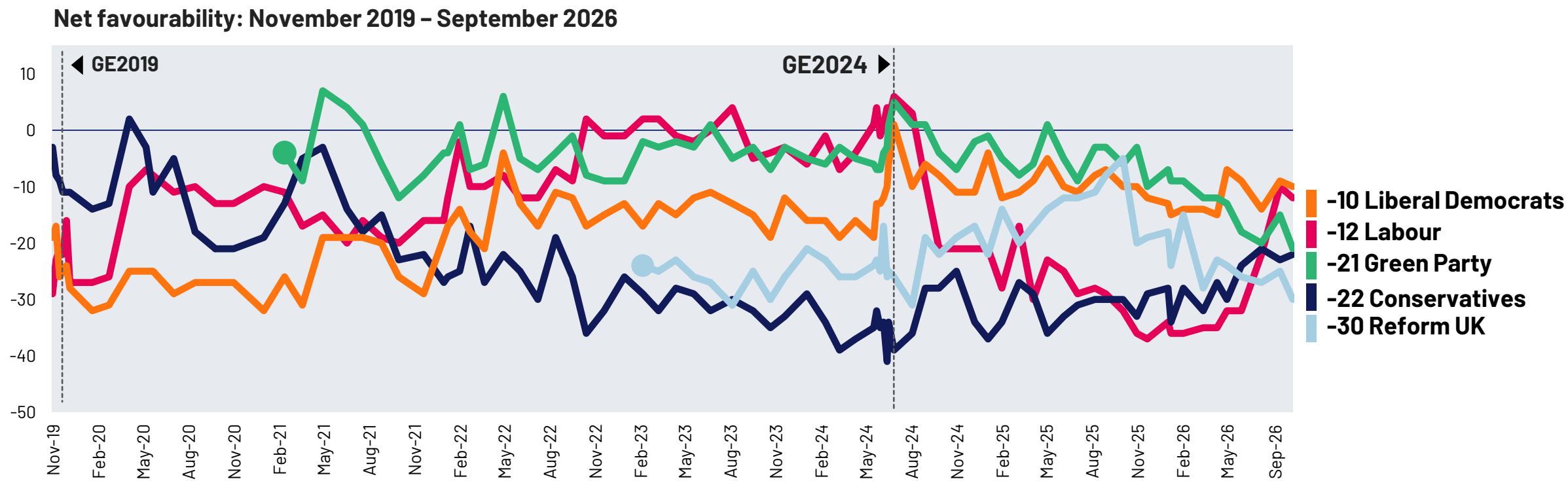
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties?



Base 2,284 Online British Adults aged 18+, 18-23 September 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?

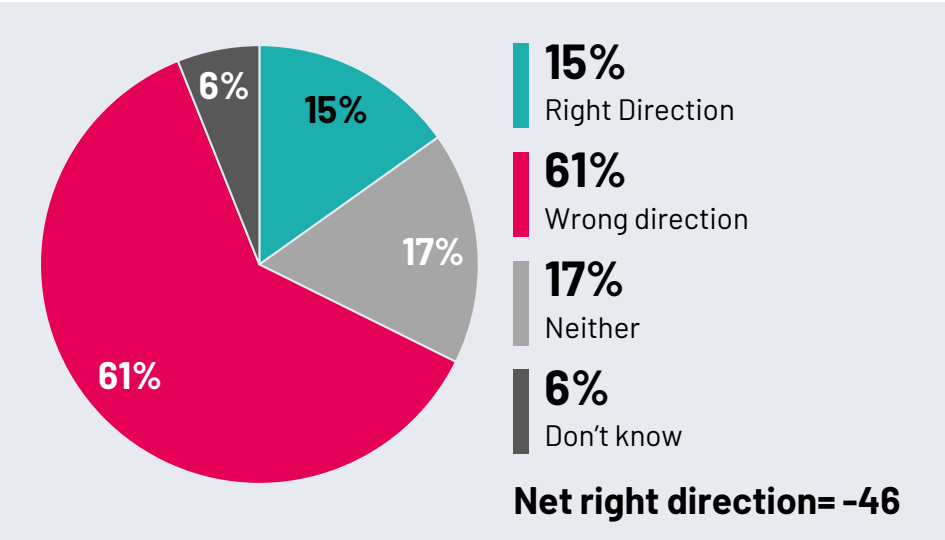


Base 2,284 Online British Adults aged 18+, 18-23 September 2026

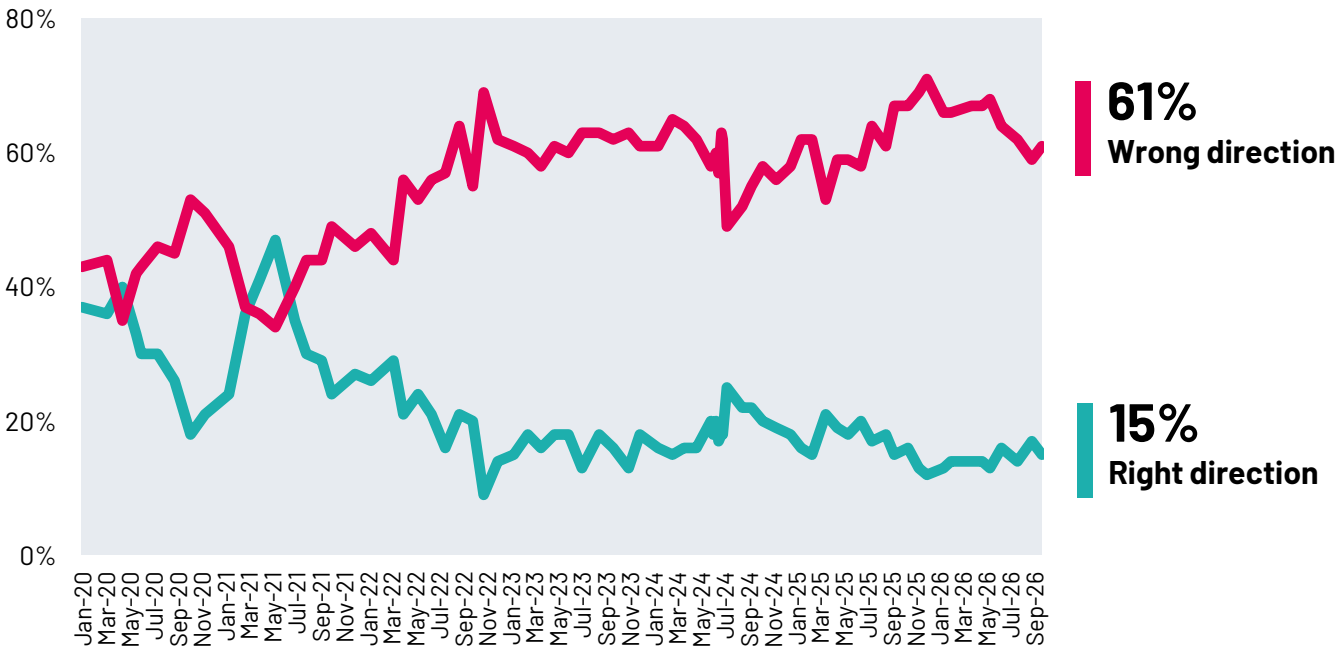
Direction of the country

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

September 2026



January 2020 - September 2026

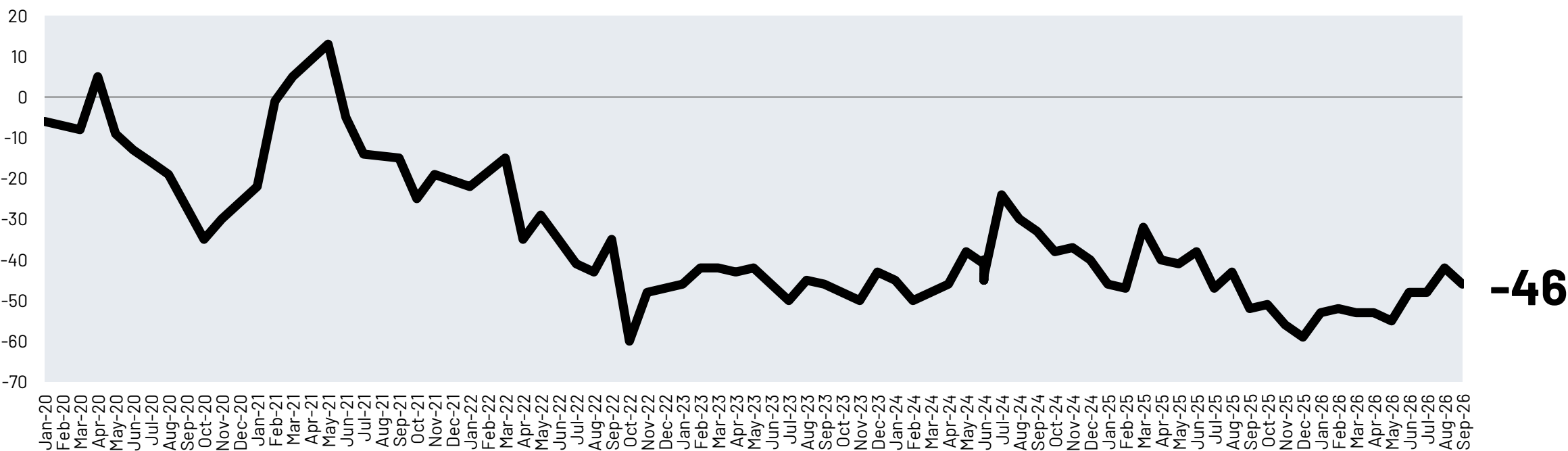


Base 2,284 Online British Adults aged 18+, 18-23 September 2026

Direction of the country: January 2020 – September 2026

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

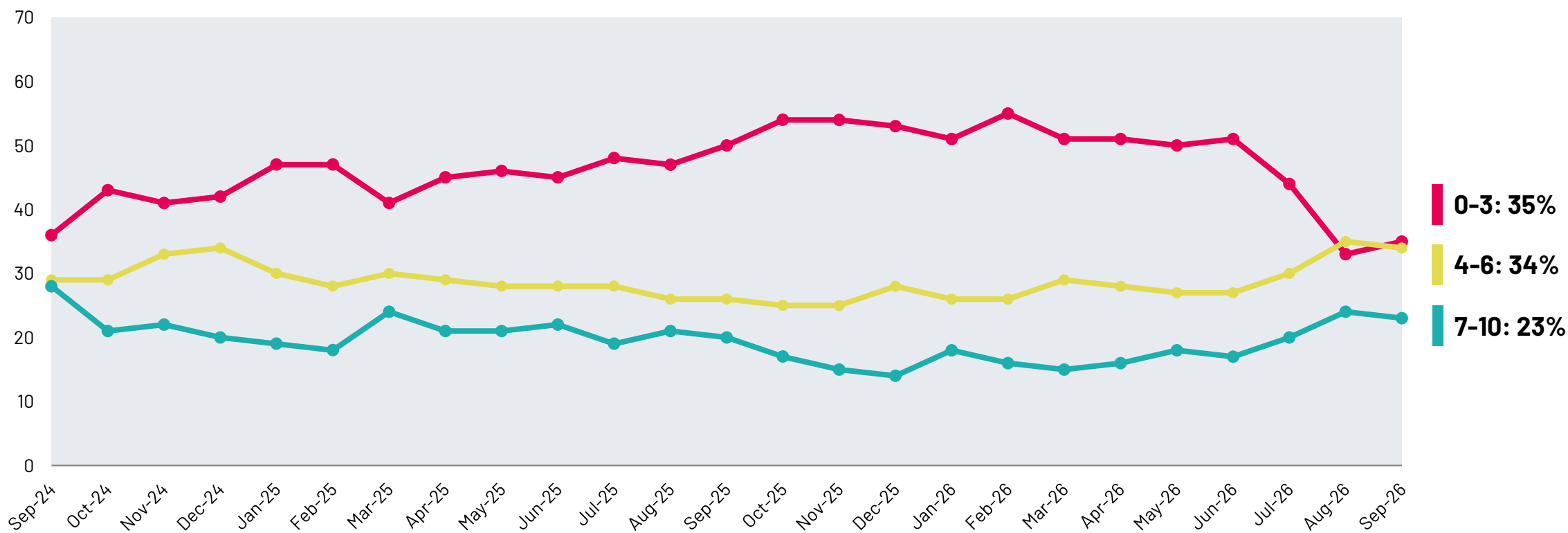
Net right direction



Base 2,284 Online British Adults aged 18+, 18-23 September 2026

Perceptions of the Government's performance so far

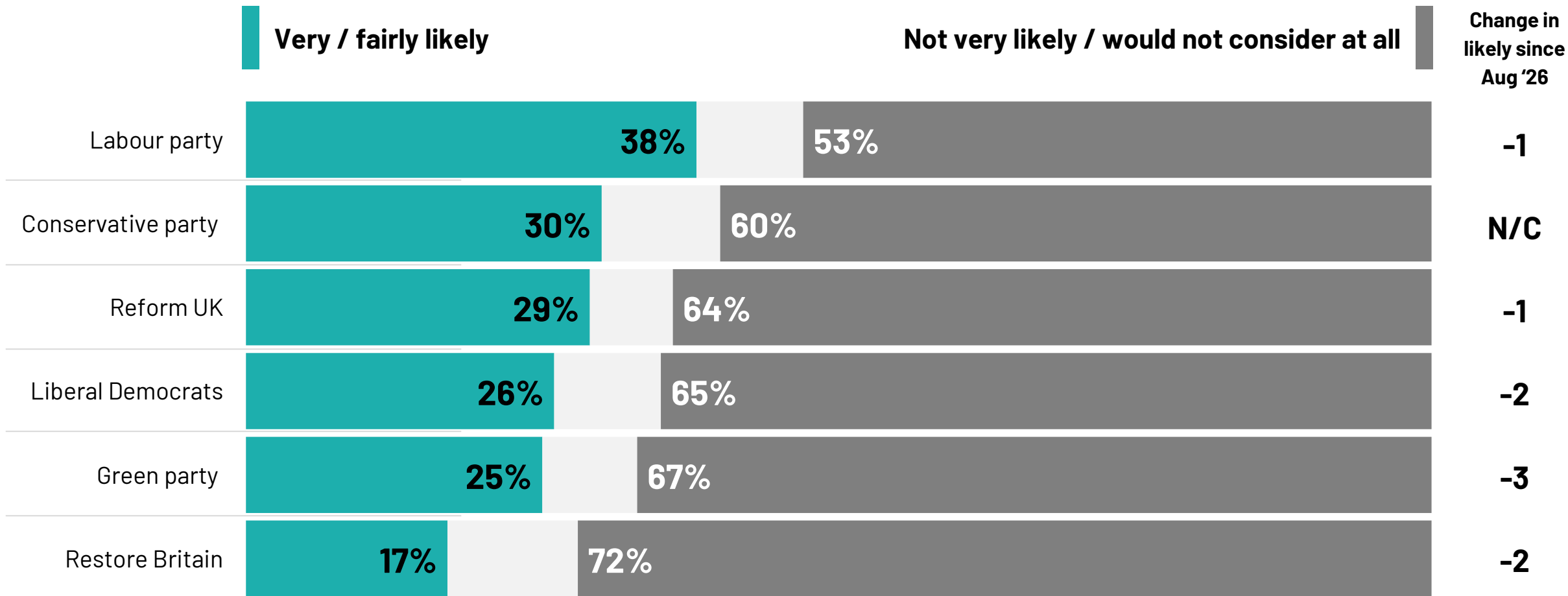
On a scale of 0 to 10, where 10 means a very good job and 0 means a very bad job, do you think the current Labour government is doing a good or bad job at running the country? **% rating different score aggregates**



Base 2,284 Online British Adults aged 18+, 18-23 September 2026

Who to vote for at the next General Election?

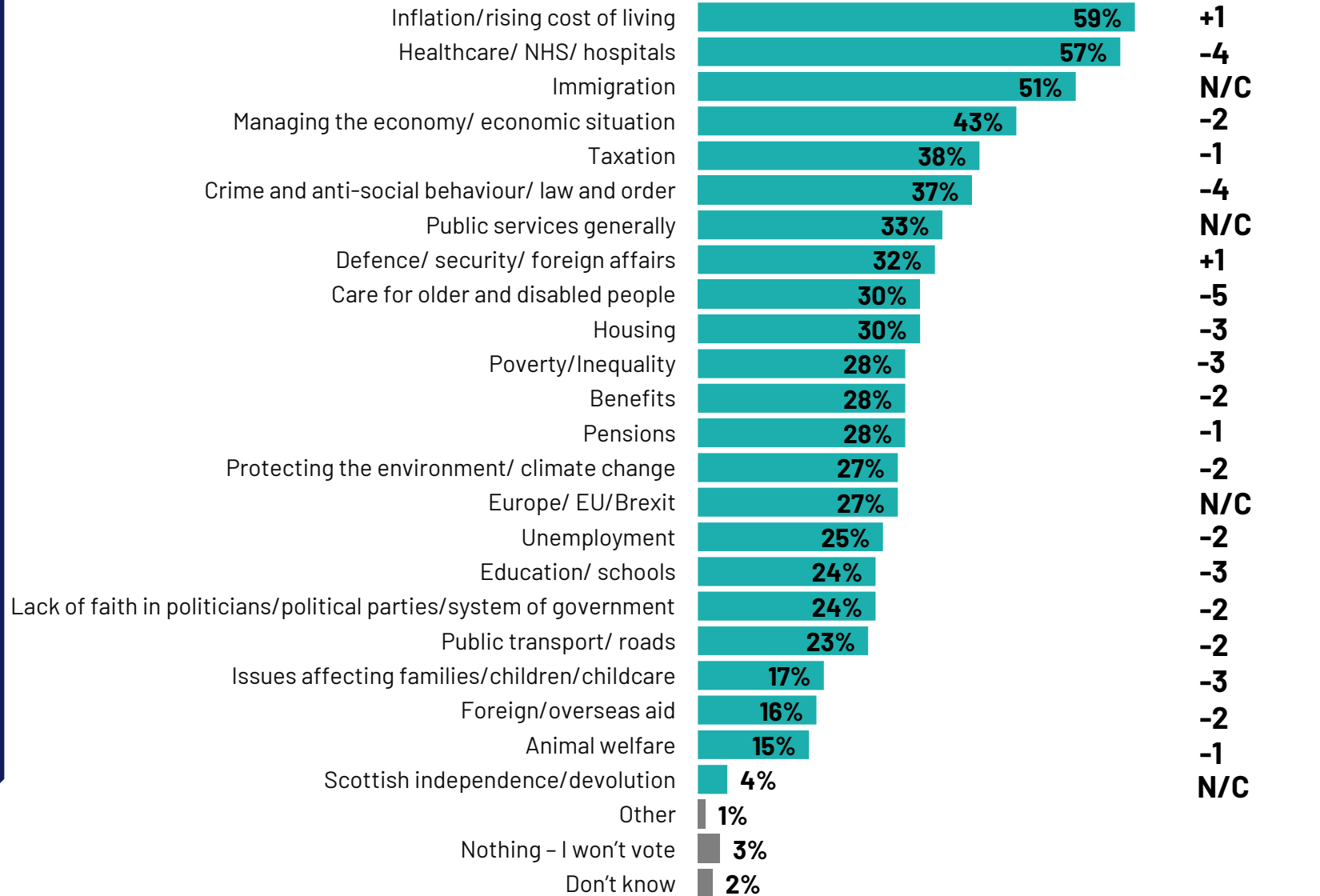
Thinking ahead to the next General Election, based on what you currently know, how likely, if at all, would you be to consider voting for each of the following parties?



Base 2,284 Online British Adults aged 18+, 18-23 September 2026

Inflation/ the rising cost of living is the key issue for Britons when deciding who to vote for at the next General Election

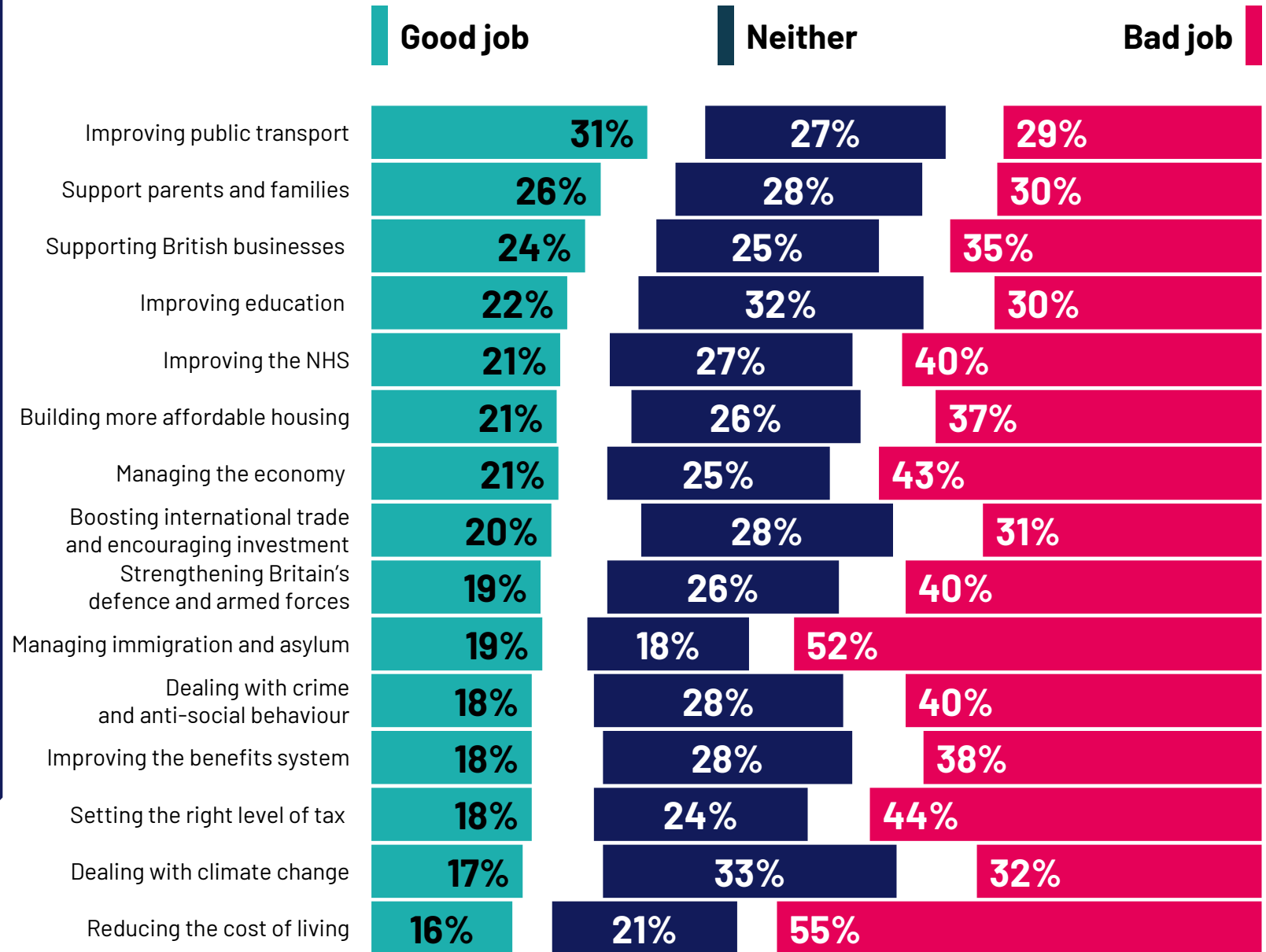
Which, if any, of the following issues do you think will be very important to you in helping you decide which party to vote for at the next General Election?



Base 2,284 Online British Adults aged 18+, 18-23 September 2026

Half of Britons think the current Labour government is doing a bad job at delivering on reducing the cost of living

In your opinion, do you think the current Labour government led by Andy Burnham is doing a good job or a bad job, if either, at delivering in the following areas?

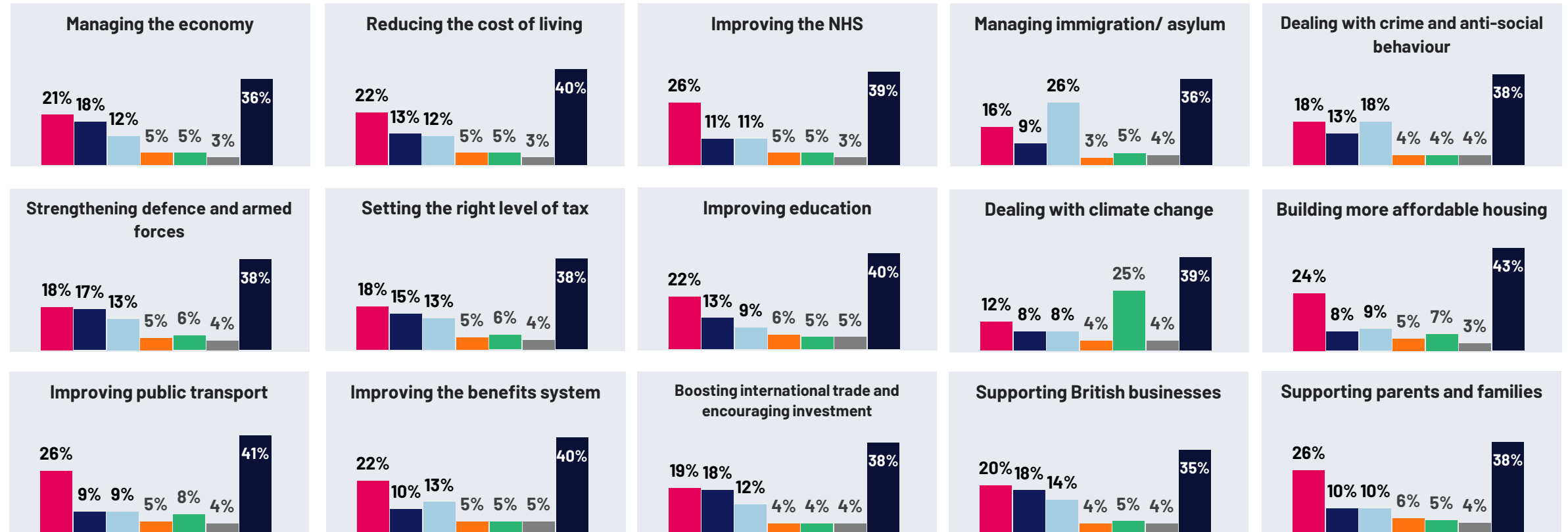


Base 2,284 Online British Adults aged 18+, 18-23 September 2026

Best party on key policy issues

Which party, if any, do you trust most to deliver on each of the following issues?

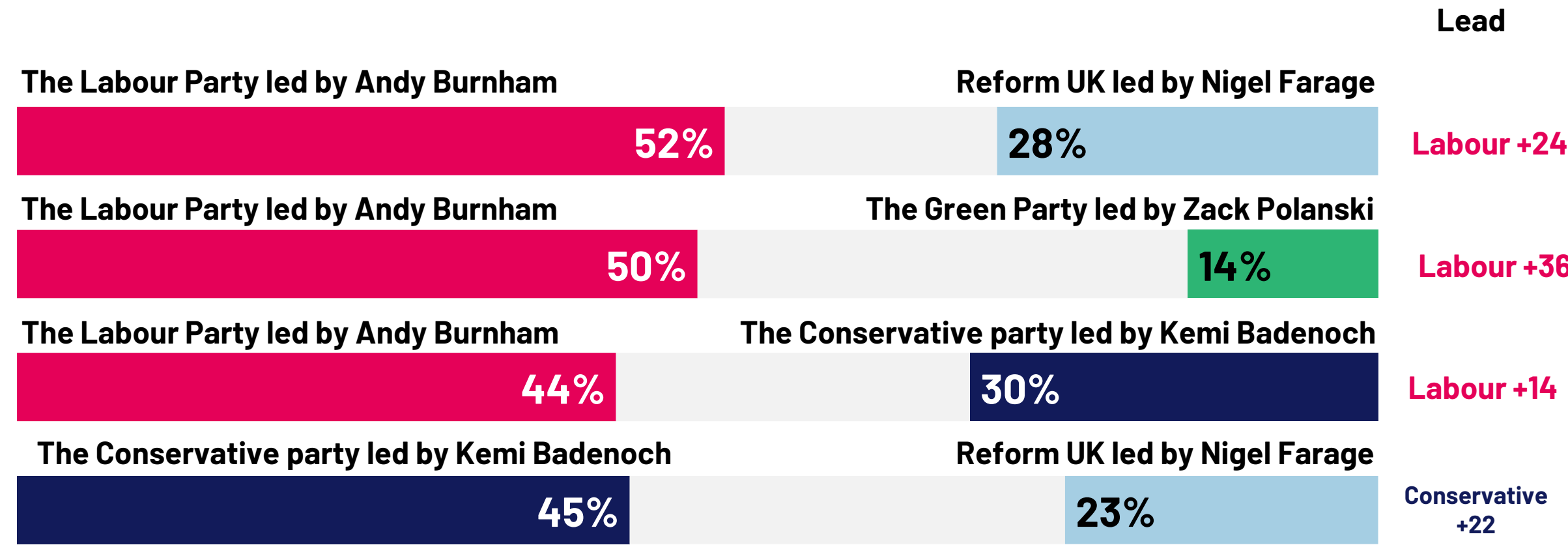
■ Labour
 ■ The Conservatives
 ■ Reform UK
 ■ The Liberal Democrats
 ■ Green Party
 ■ Another party
 ■ Don't know/ none of these



Base 2,284 Online British Adults aged 18+, 18-23 September 2026

Over 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?

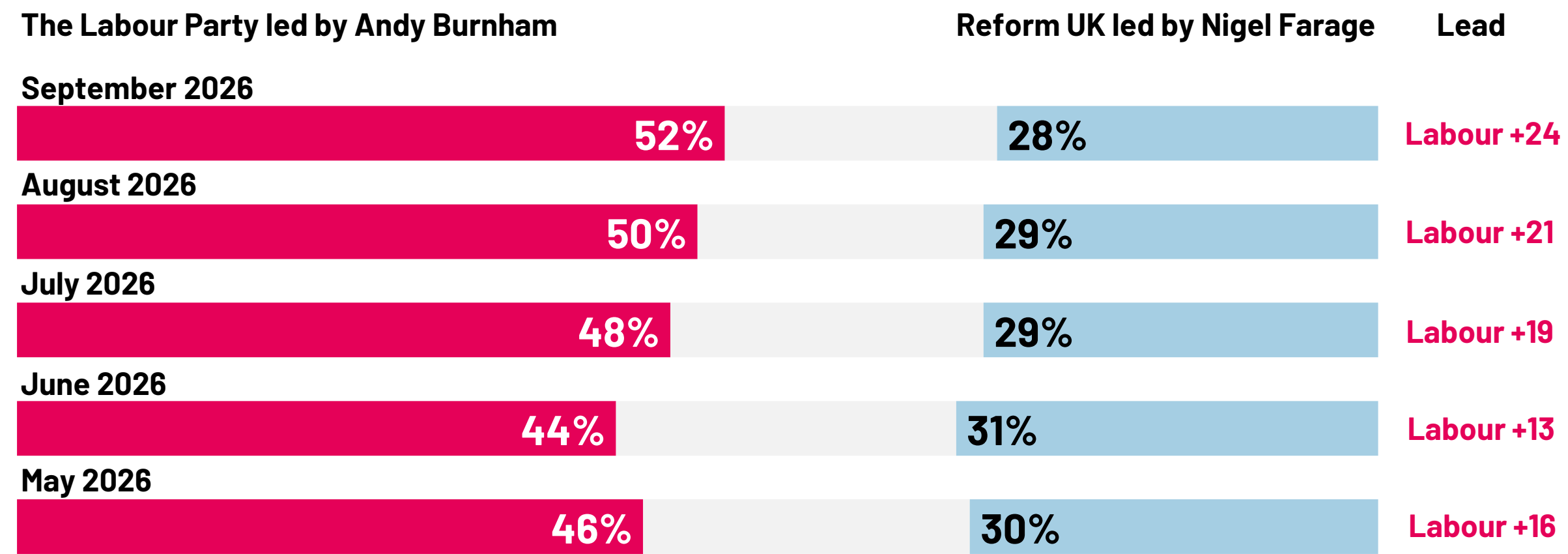


Base 2,284 Online British Adults aged 18+, 18-23 September 2026



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

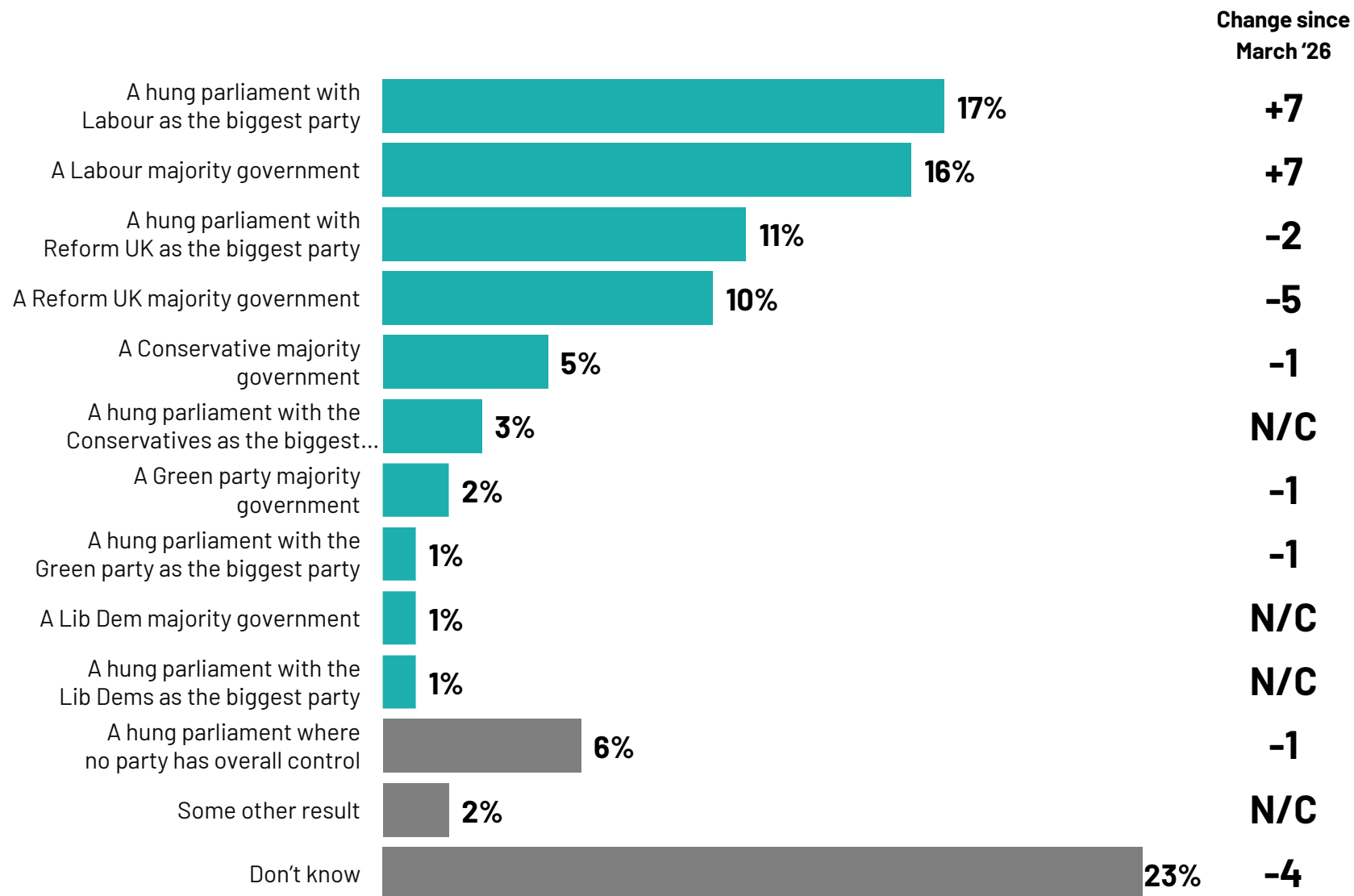
If you had to choose, which party would you prefer to win the next UK General Election and form the next government?



Base 2,284 Online British Adults aged 18+, 18-23 September 2026

What will be the outcome of the next General Election?

As you probably know, the general election may result in a clear majority for one party that can make decisions without consulting, or it may result in a Hung Parliament where no party has an overall majority so parties must compromise and reach agreement to make decisions. Thinking ahead to the next general election, which of the following outcomes do you think is most likely?



Base 2,284 Online British Adults aged 18+, 18-23 September 2026



September 2026 Political Pulse

For more information

Gideon Skinner

Research Director

gideon.skinner@ipsos.com

Keiran Pedley

Research Director

keiran.pedley@ipsos.com

Ben Roff

Senior Research Executive

ben.roff@ipsos.com