Ipsos Political Pulse

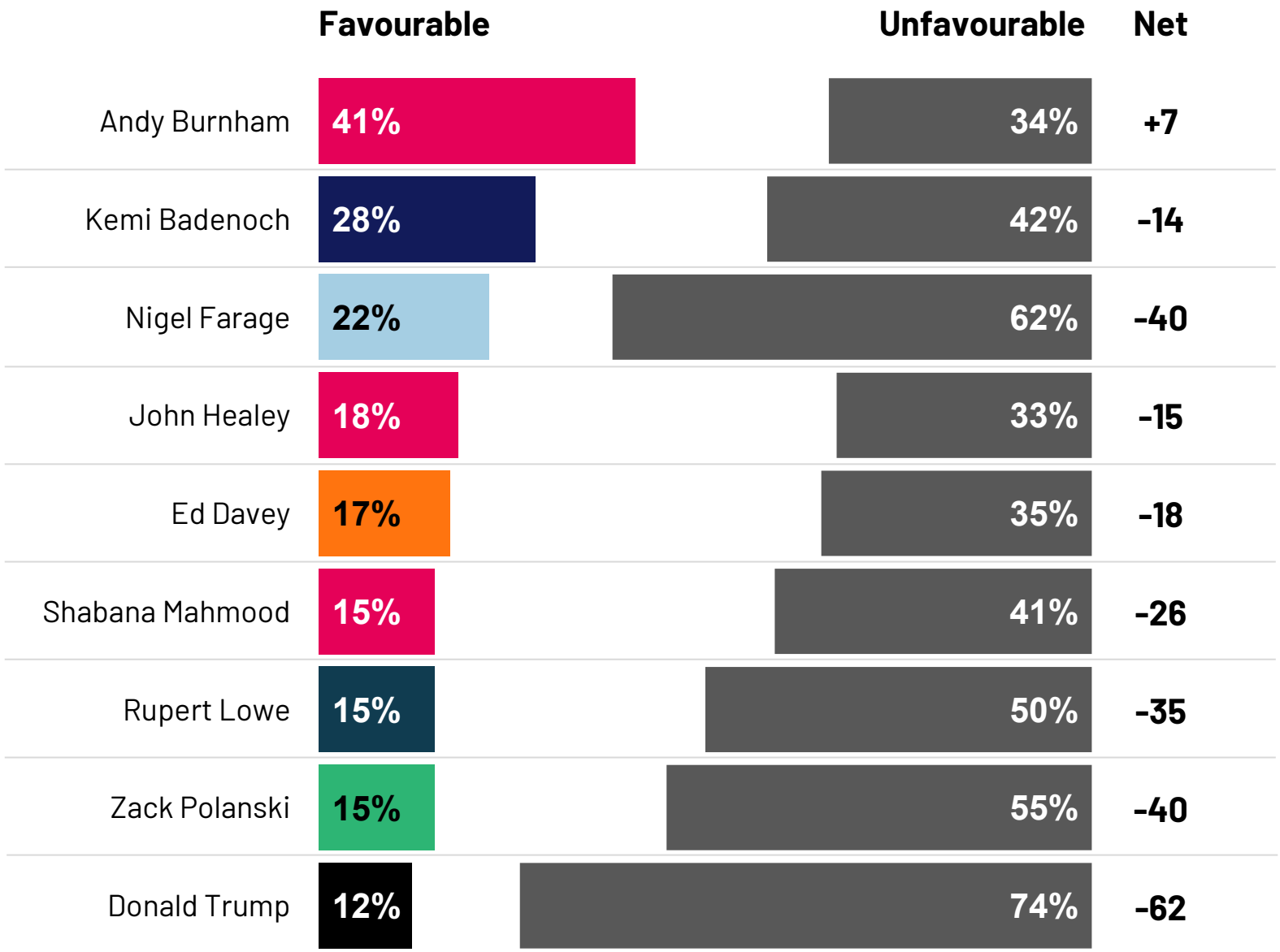
November 2026



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Favourability towards politicians

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

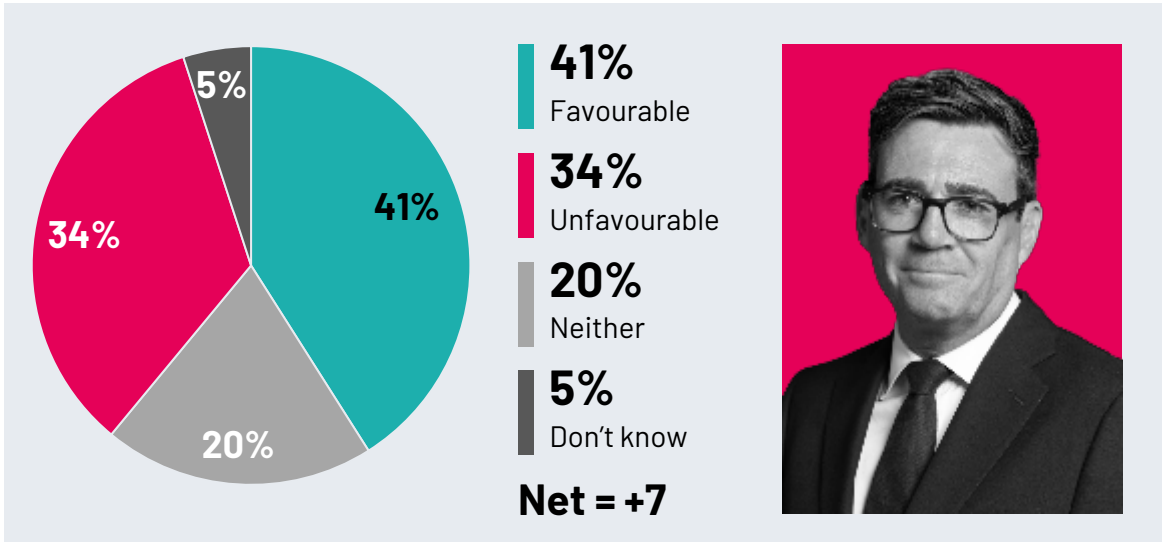


Base 1,137 Online British Adults aged 18+, 6 - 9 November 2026

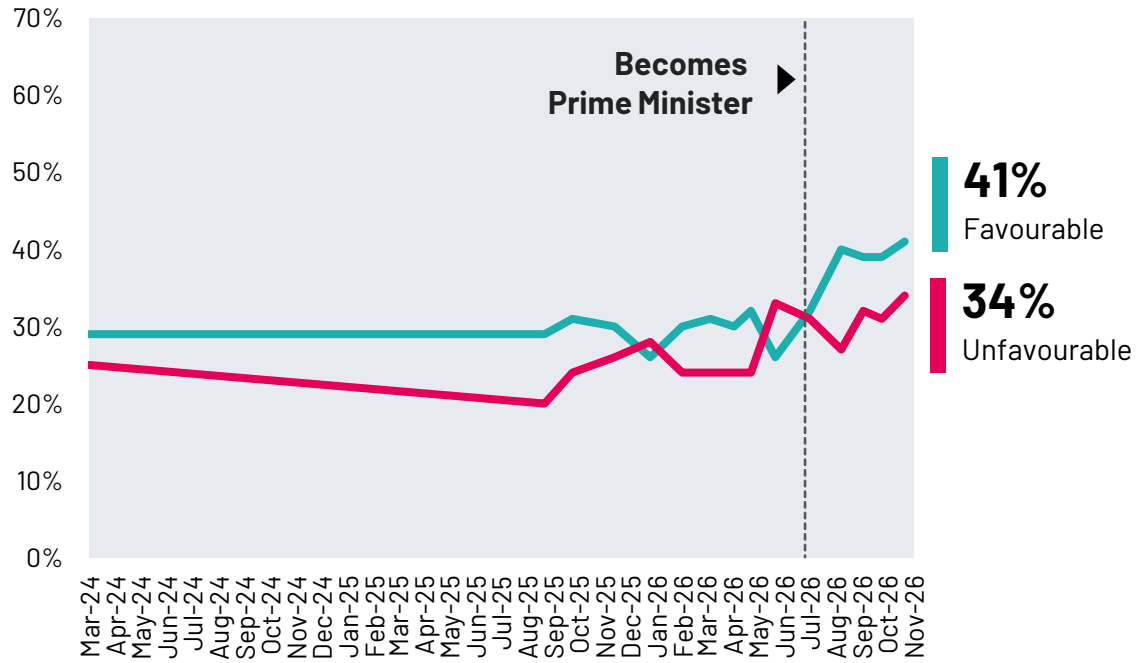
Andy Burnham: Favourability

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

November 2026



April 2024 – November 2026

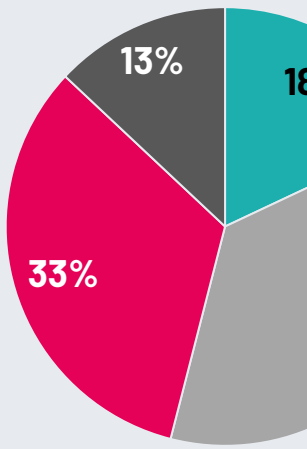


Base 1,137 Online British Adults aged 18+, 6 - 9 November 2026

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



18% Favourable

33% Unfavourable

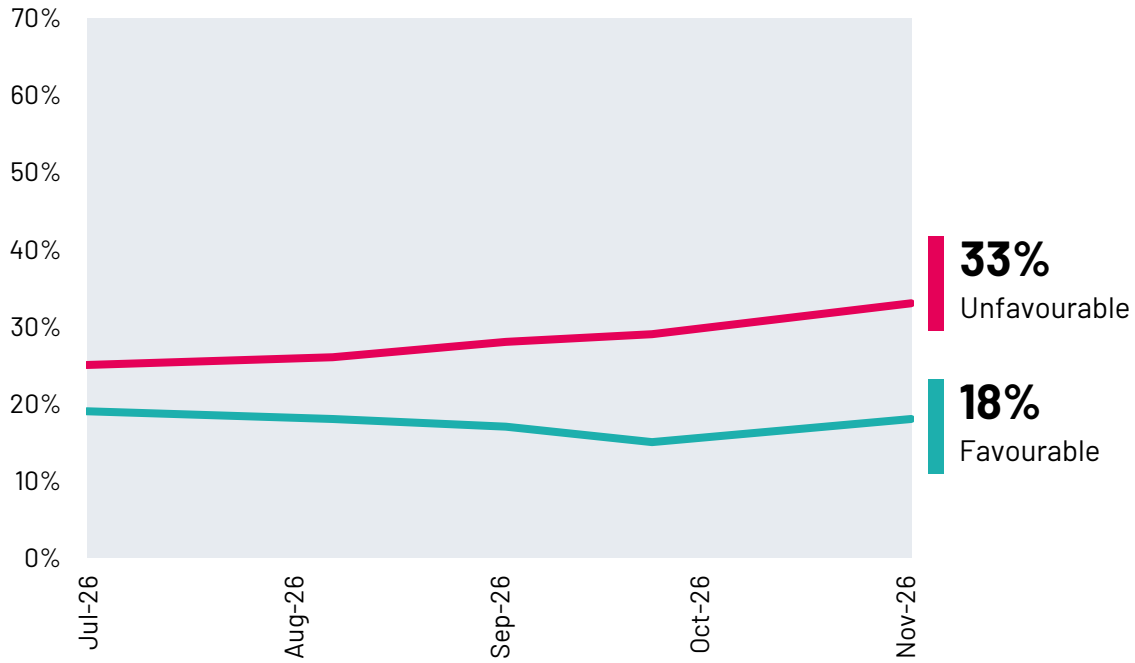
36% Neither

13% Don't know

Net = -15



July 2026 – November 2026

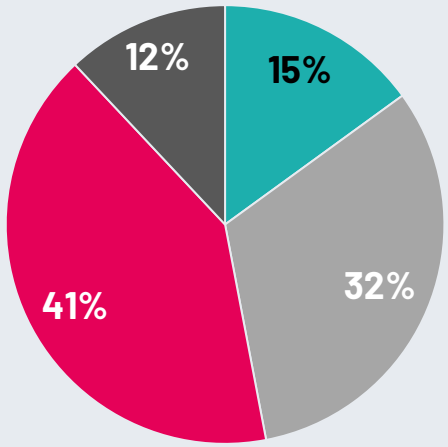


Base 1,137 Online British Adults aged 18+, 6 - 9 November 2026

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

November 2026



15% Favourable

41% Unfavourable

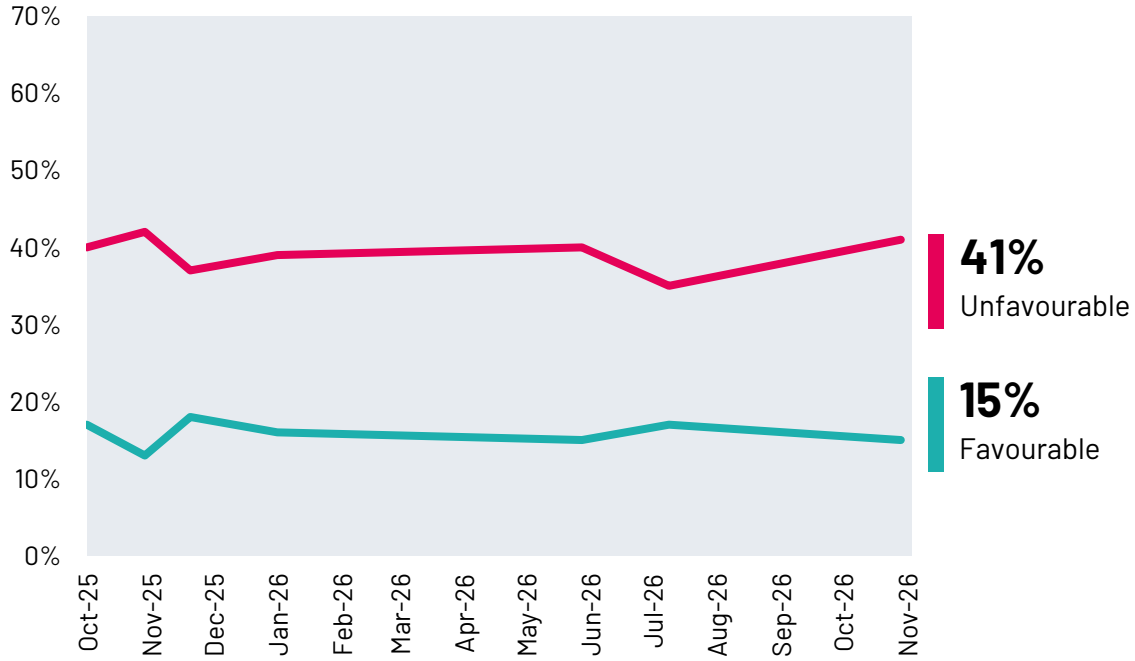
32% Neither

12% Don't know

Net = -26



May 2025 – November 2026

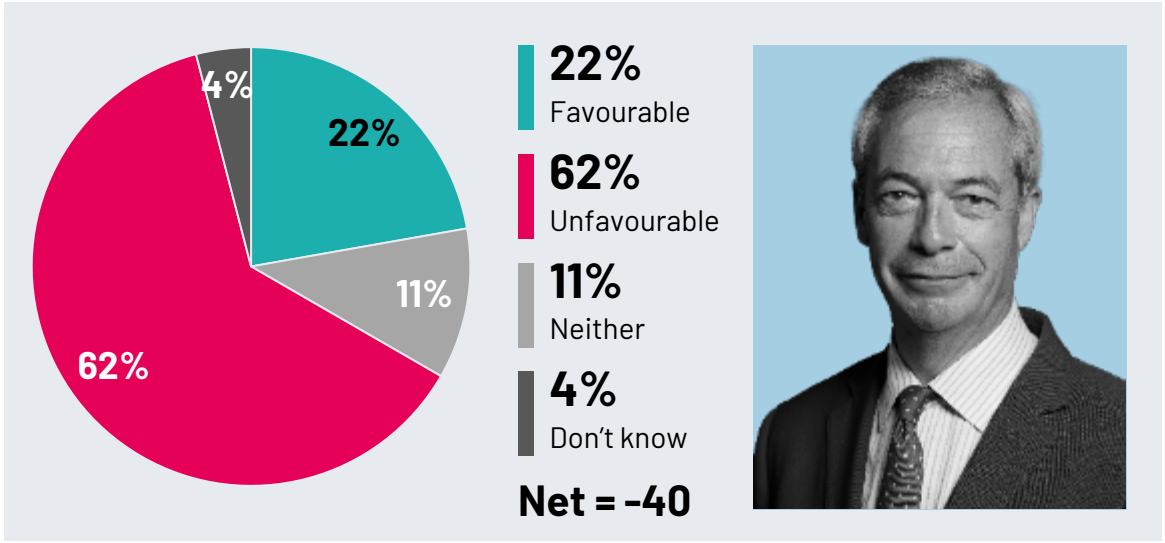


Base 1,137 Online British Adults aged 18+, 6 - 9 November 2026

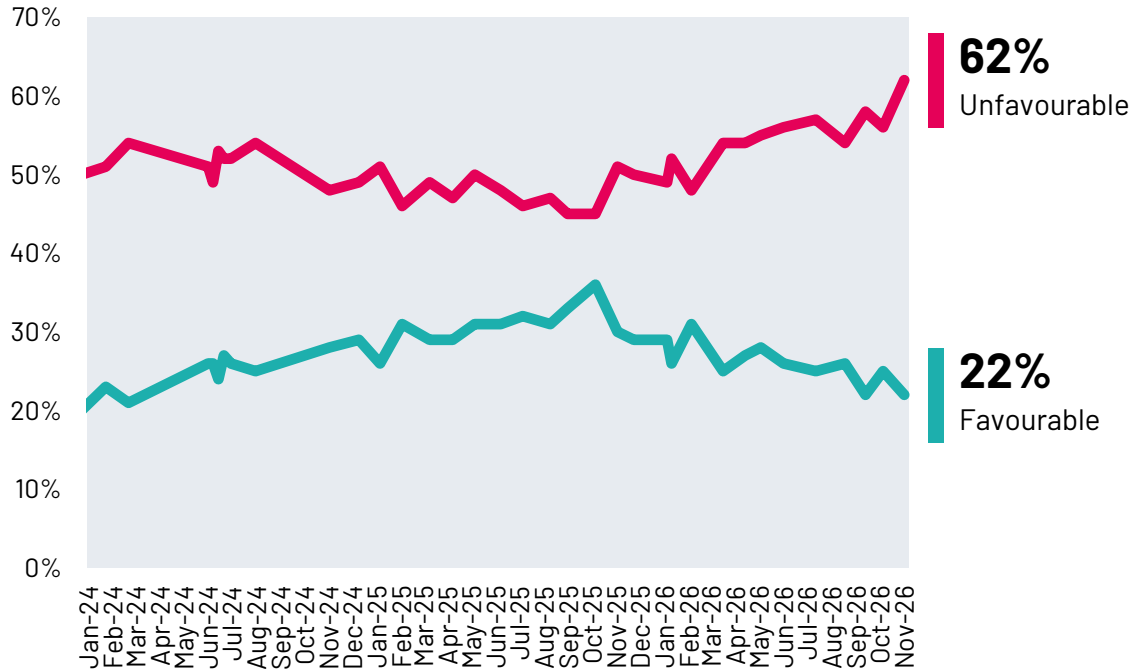
Nigel Farage: Favourability

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

November 2026



January 2024 – November 2026

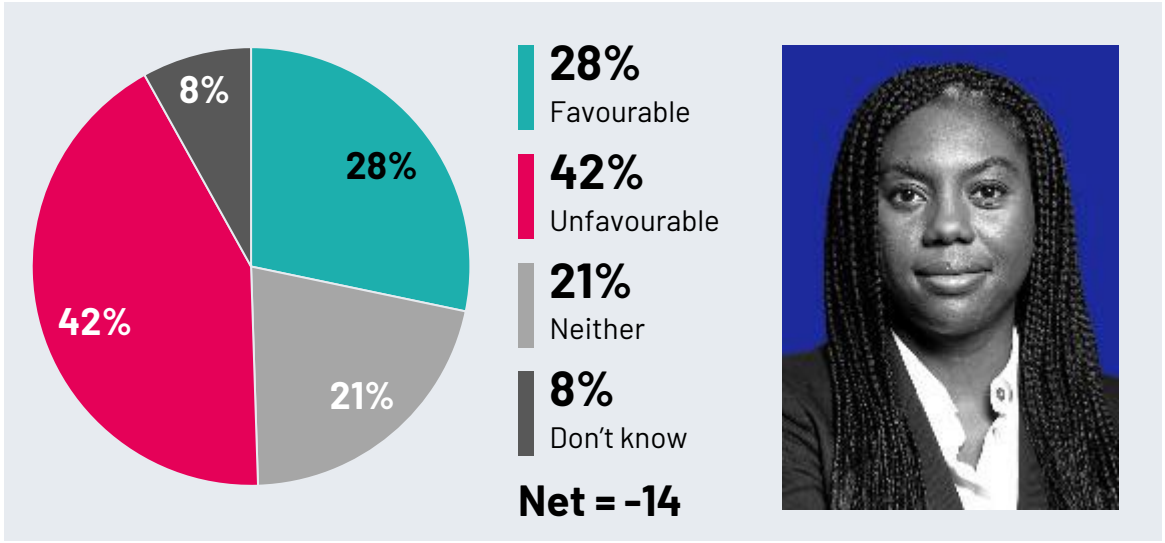


Base 1,137 Online British Adults aged 18+, 6 - 9 November 2026

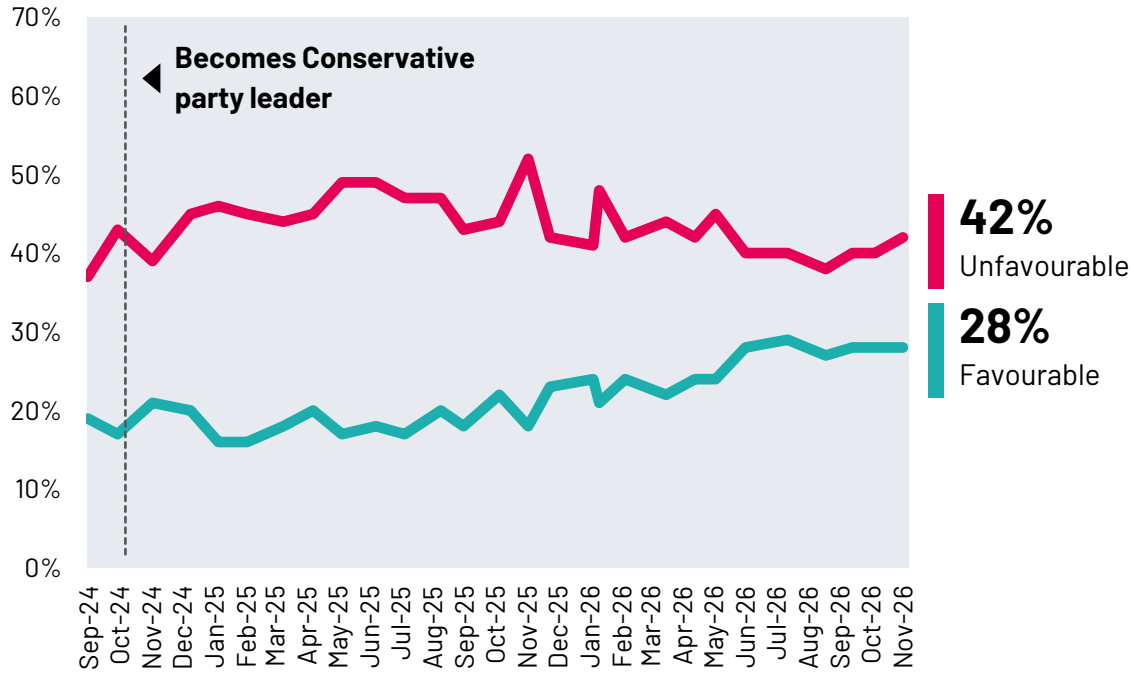
Kemi Badenoch: Favourability

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

November 2026



September 2024 – November 2026

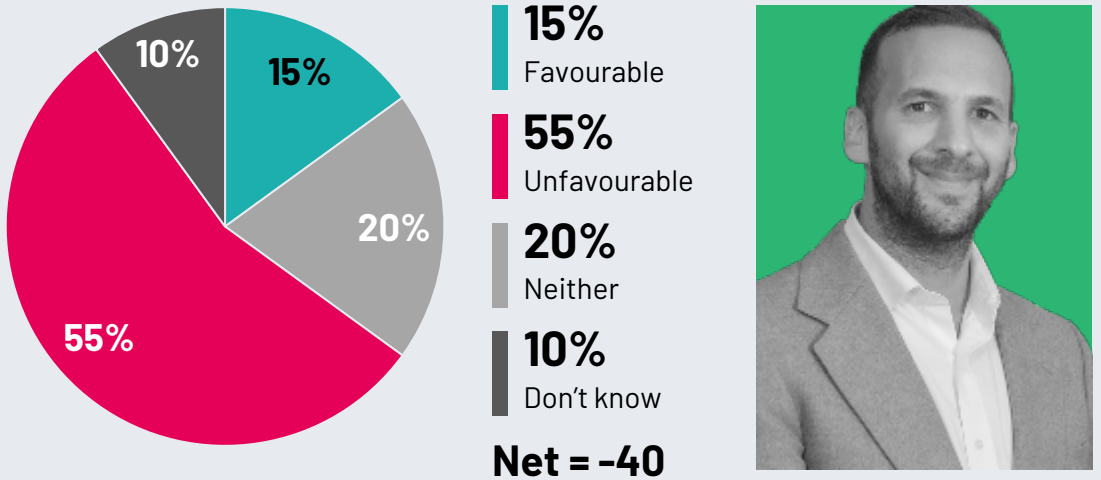


Base 1,137 Online British Adults aged 18+, 6 - 9 November 2026

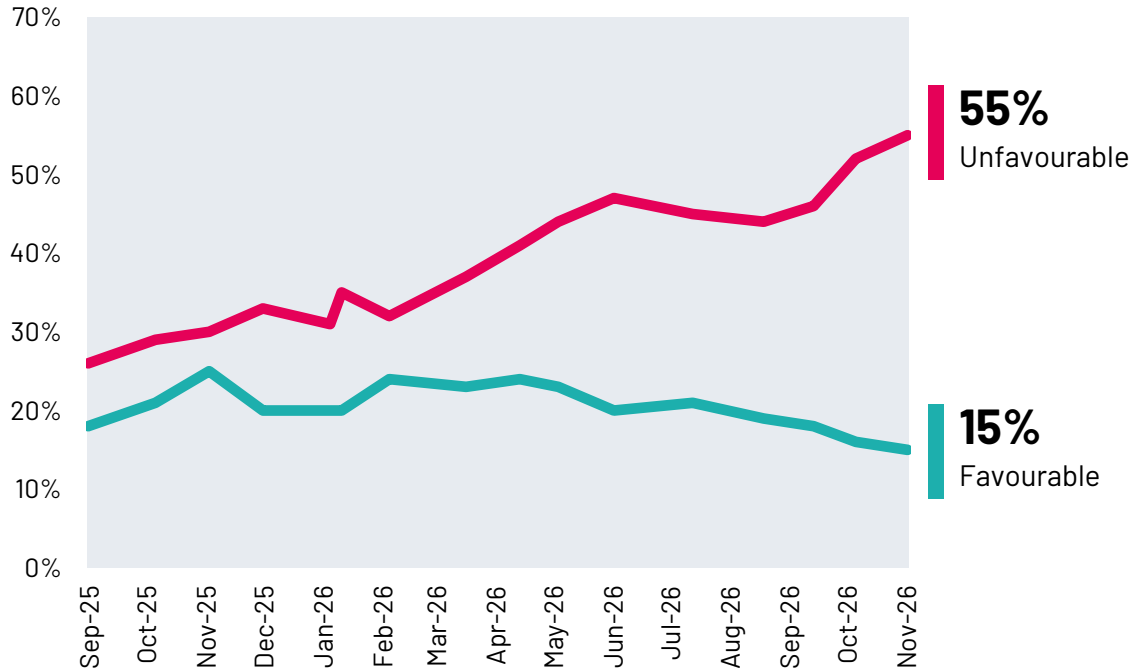
Zack Polanski: Favourability

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

November 2026



September 2025 – November 2026

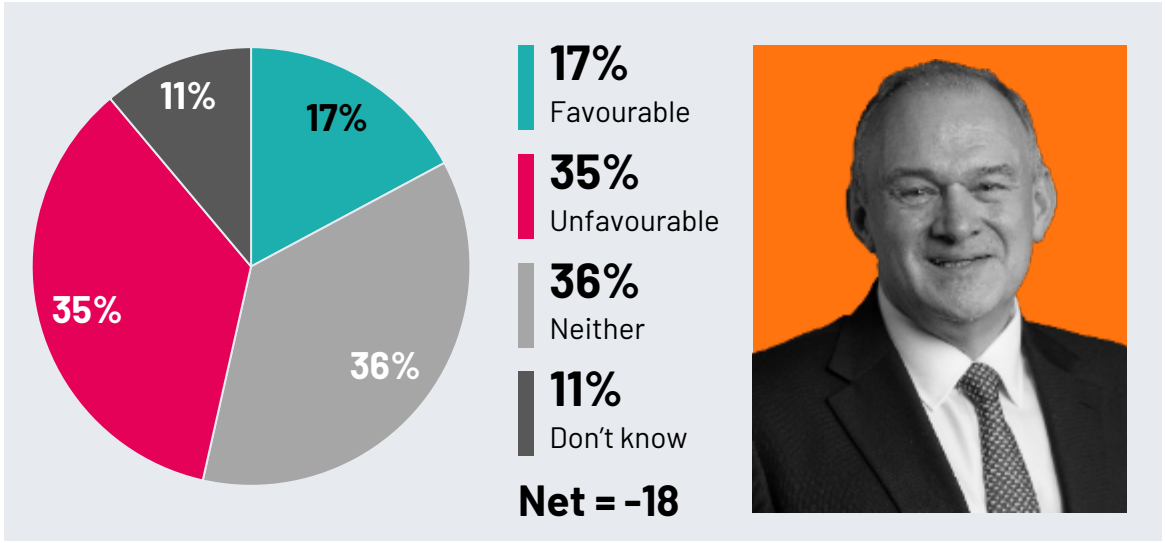


Base 1,137 Online British Adults aged 18+, 6 - 9 November 2026

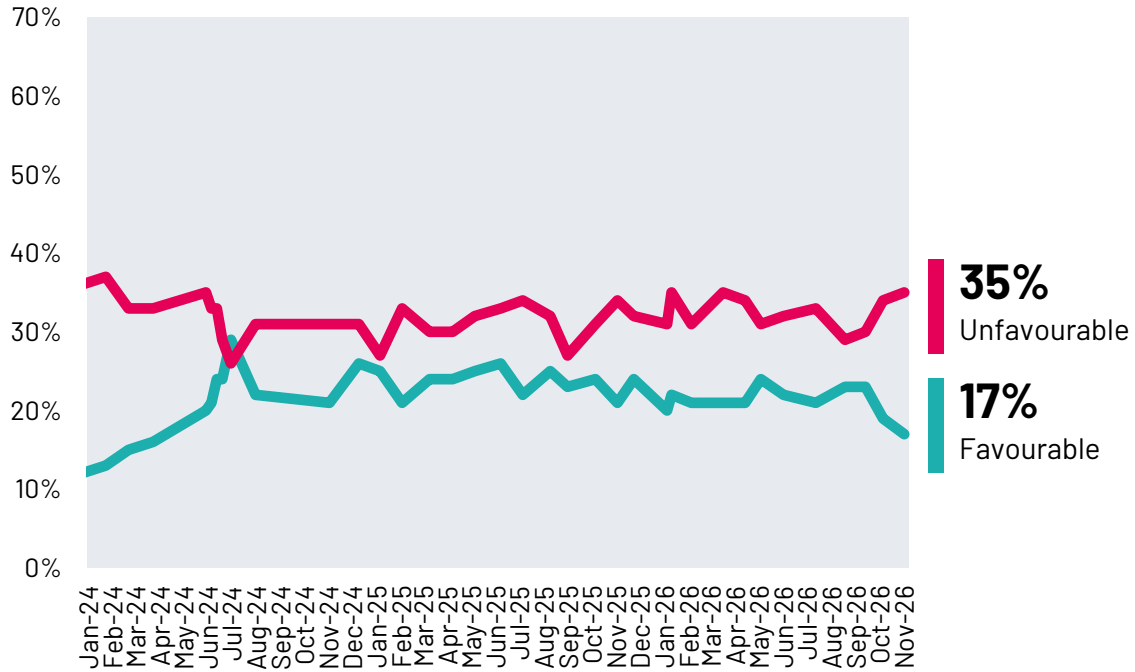
Ed Davey: Favourability

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

November 2026



January 2024 – November 2026

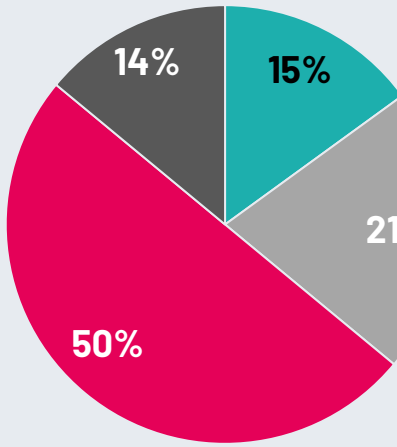


Base 1,137 Online British Adults aged 18+, 6 - 9 November 2026

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

November 2026



15% Favourable

50% Unfavourable

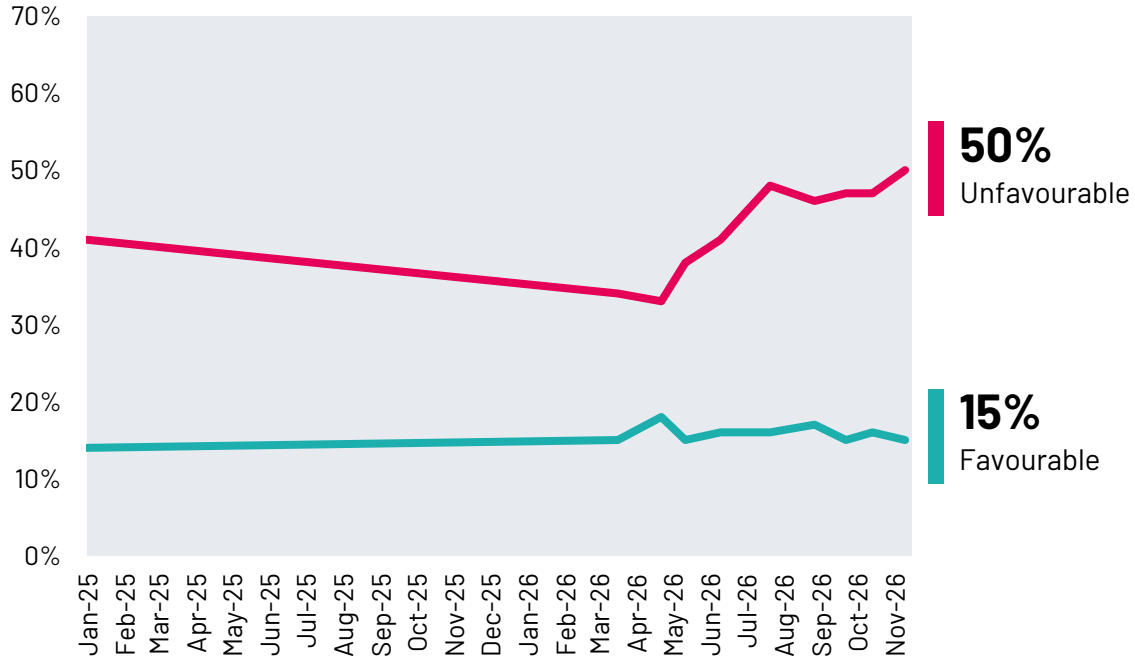
21% Neither

14% Don't know

Net = -35



May 2025 – November 2026

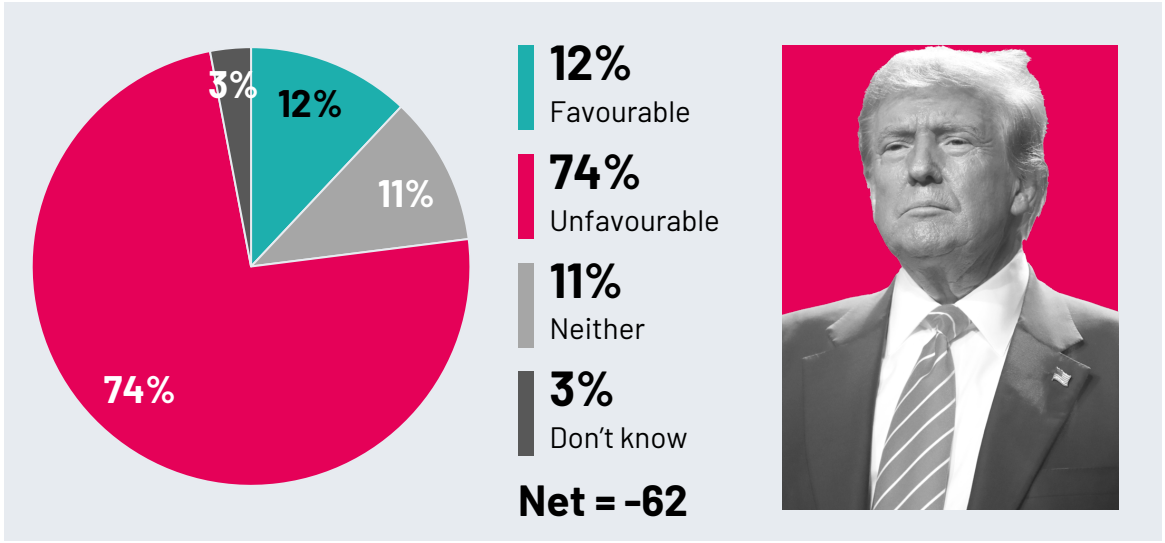


Base 1,137 Online British Adults aged 18+, 6 - 9 November 2026

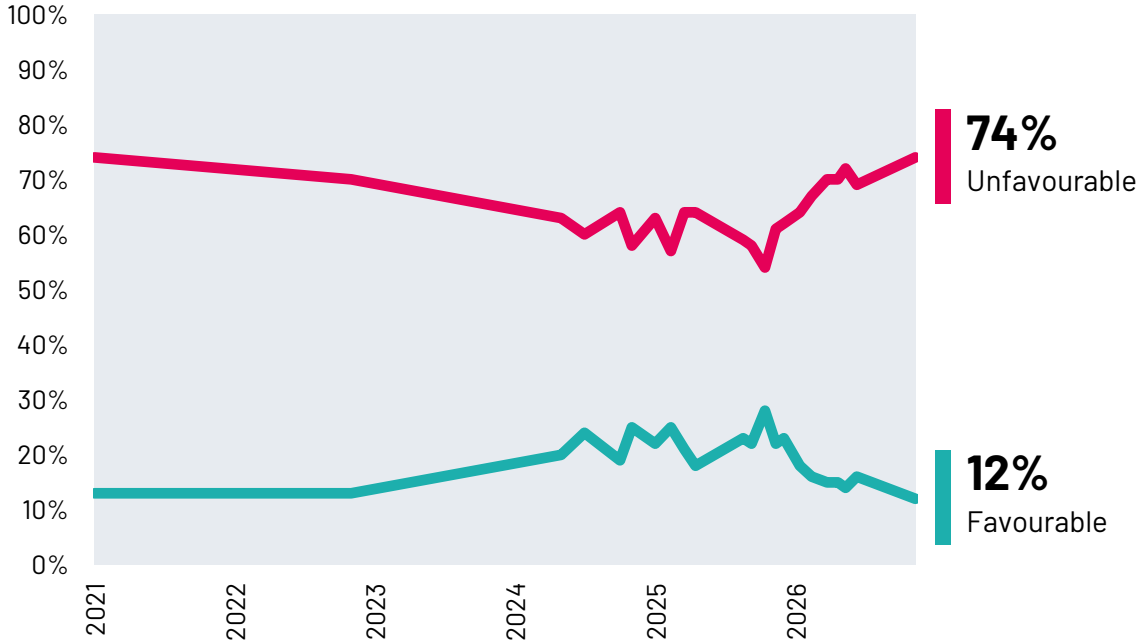
Donald Trump: Favourability

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

November 2026



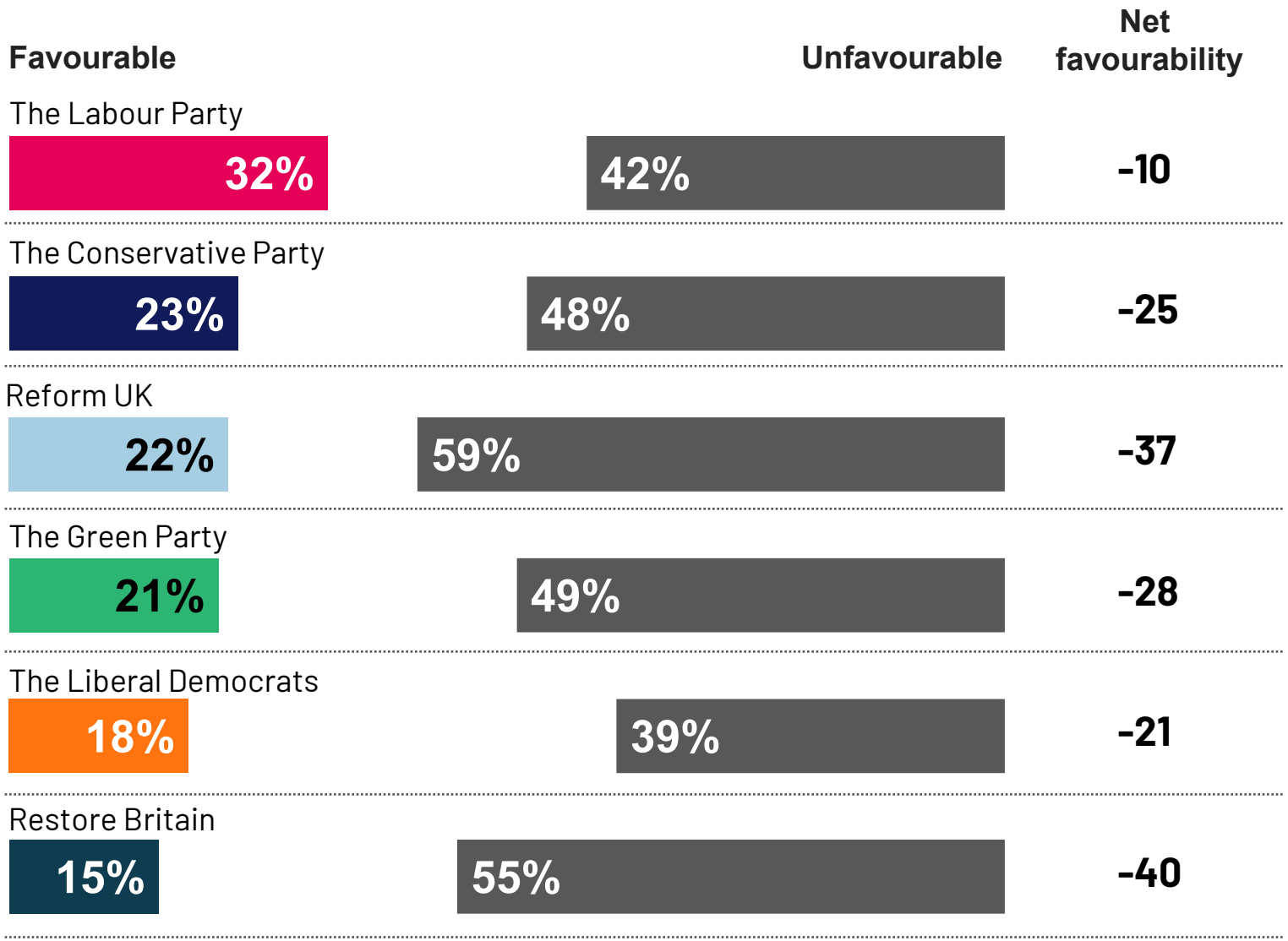
January 2021 – November 2026



Base 1,137 Online British Adults aged 18+, 6 - 9 November 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?

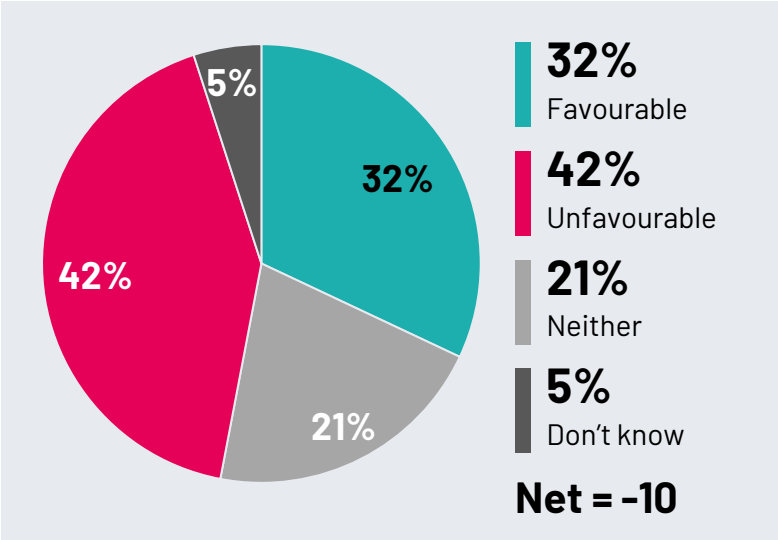


Base 1,137 Online British Adults aged 18+, 6 - 9 November 2026

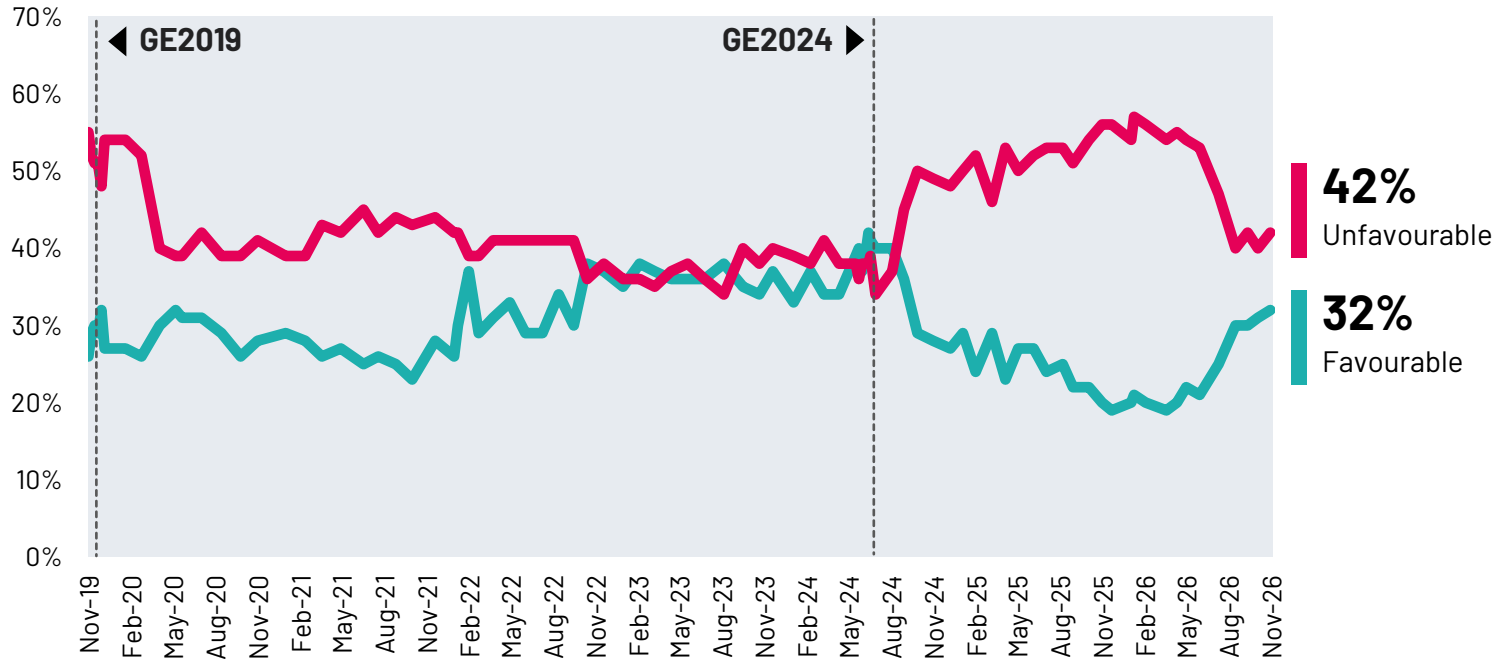
The Labour party: Favourability

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

November 2026



November 2019 – November 2026

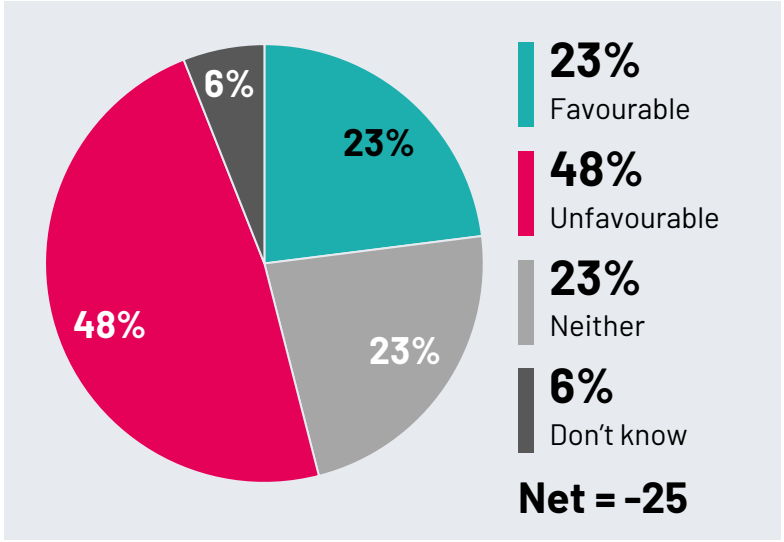


Base 1,137 Online British Adults aged 18+, 6 - 9 November 2026

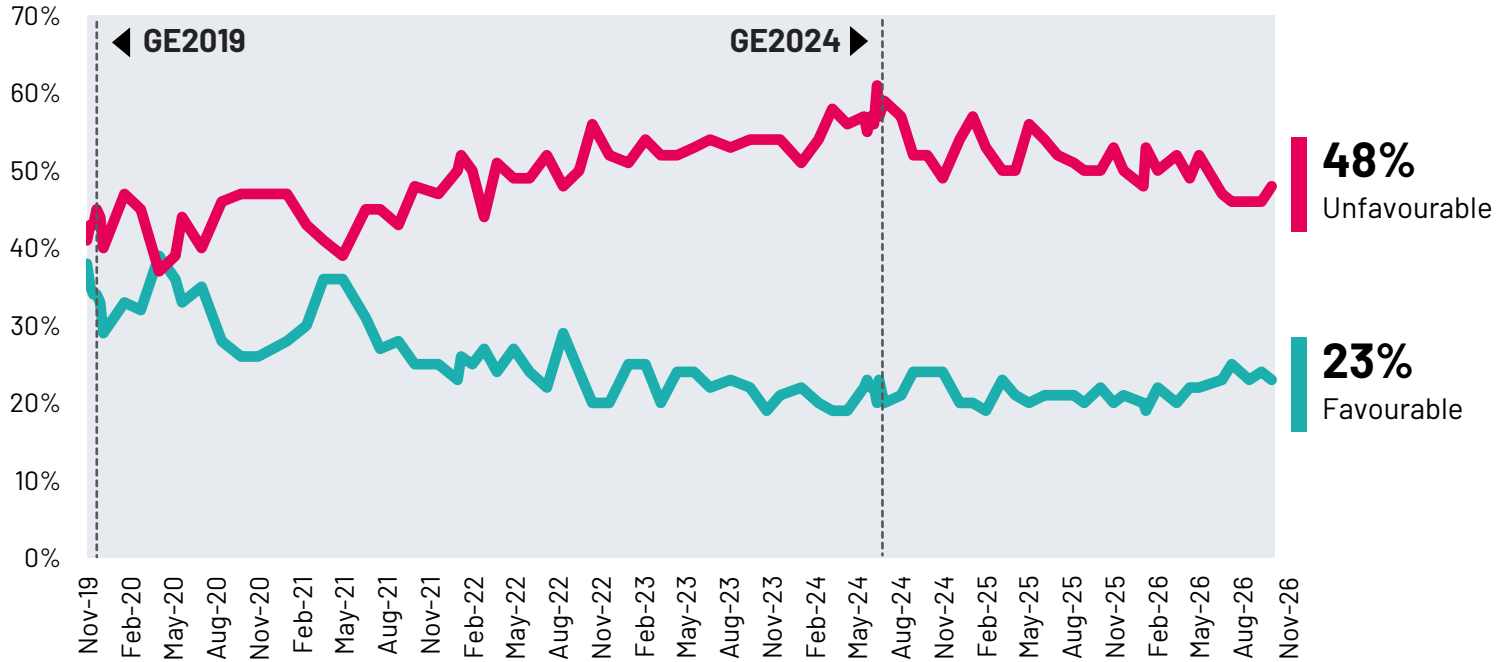
The Conservative party: Favourability

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

November 2026



November 2019 – November 2026

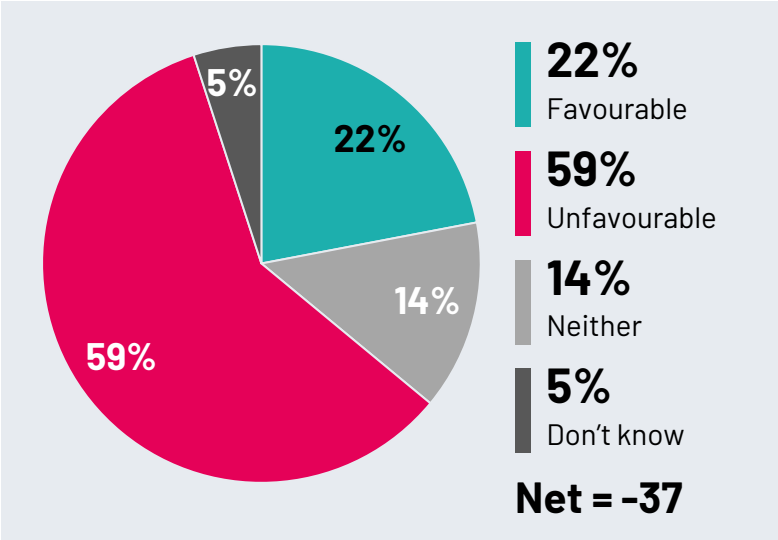


Base 1,137 Online British Adults aged 18+, 6 - 9 November 2026

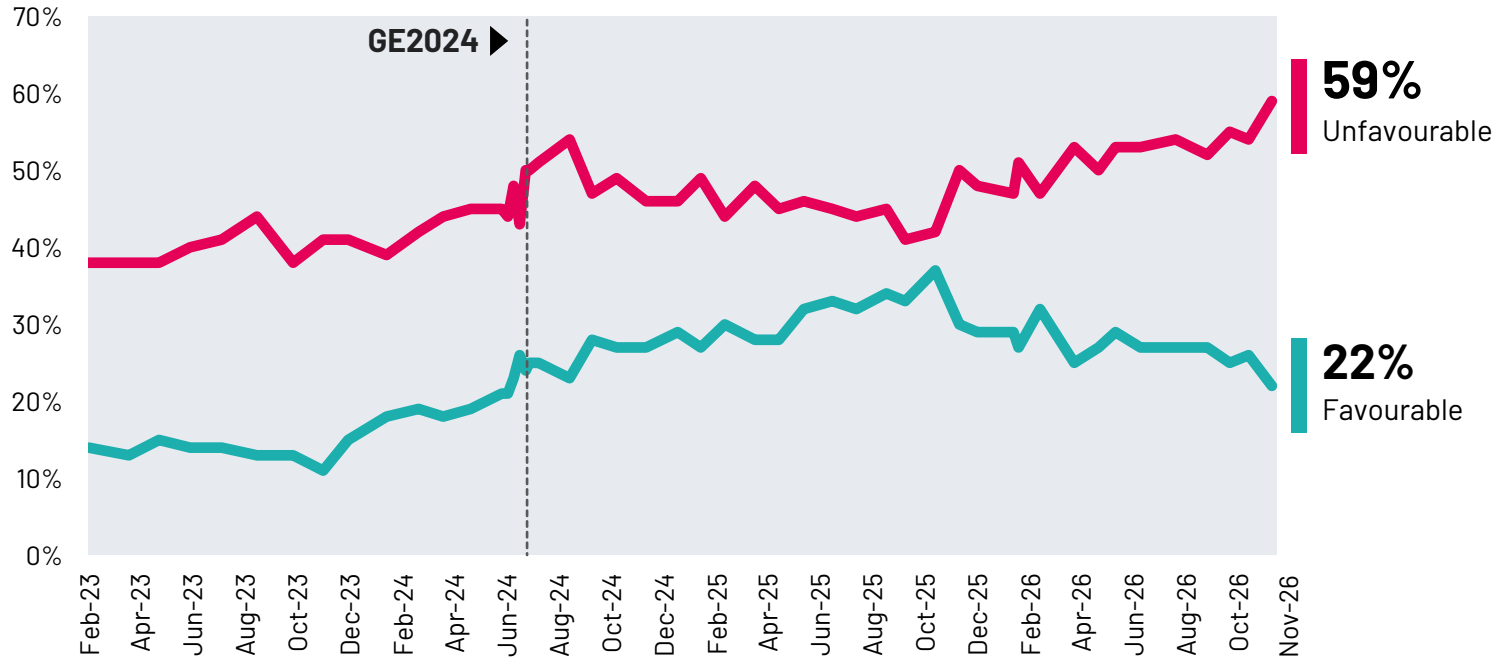
Reform UK: Favourability

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

November 2026



February 2023 – November 2026

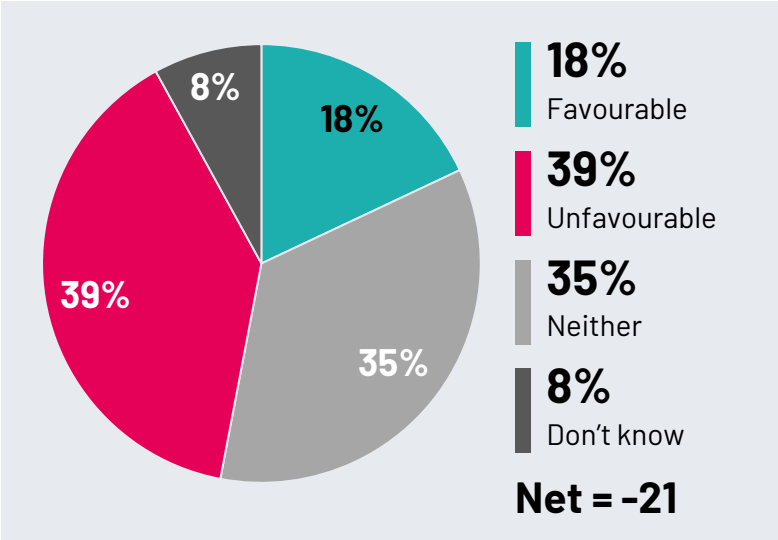


Base 1,137 Online British Adults aged 18+, 6 - 9 November 2026

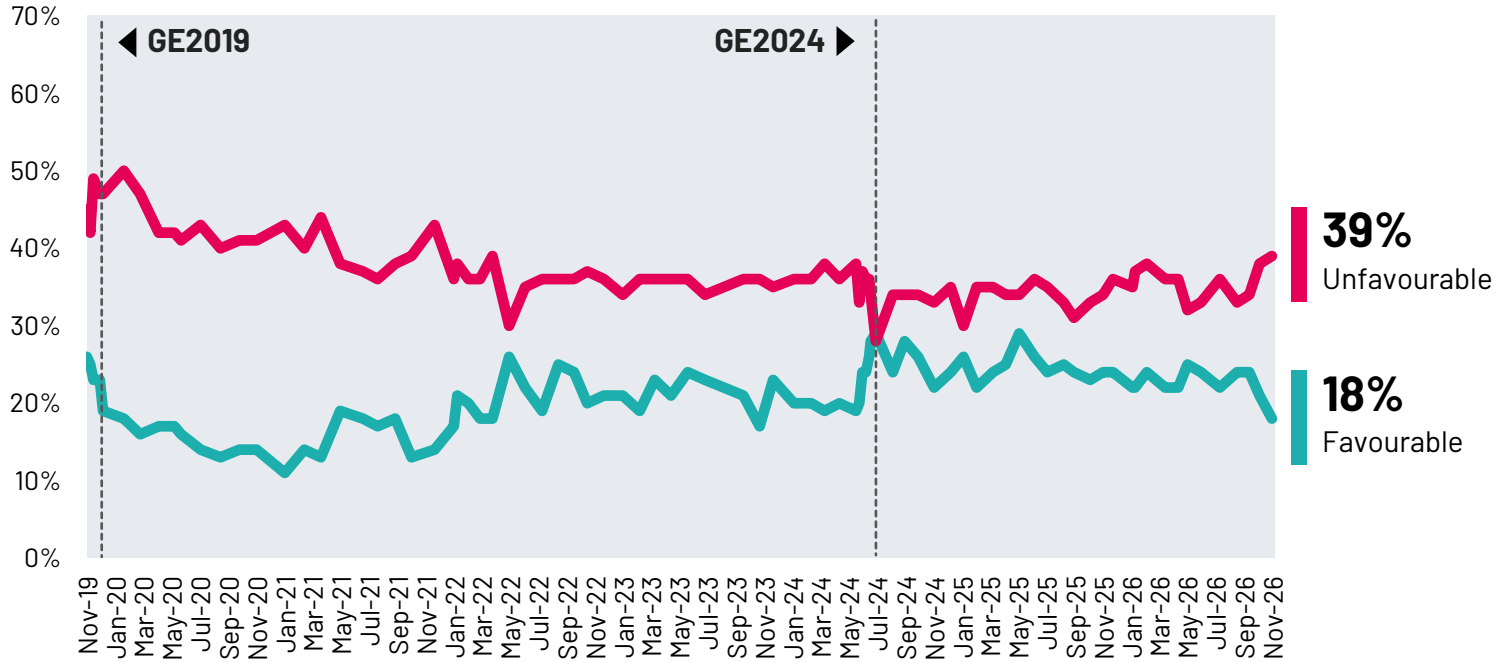
The Liberal Democrats: Favourability

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

November 2026



November 2019 - November 2026

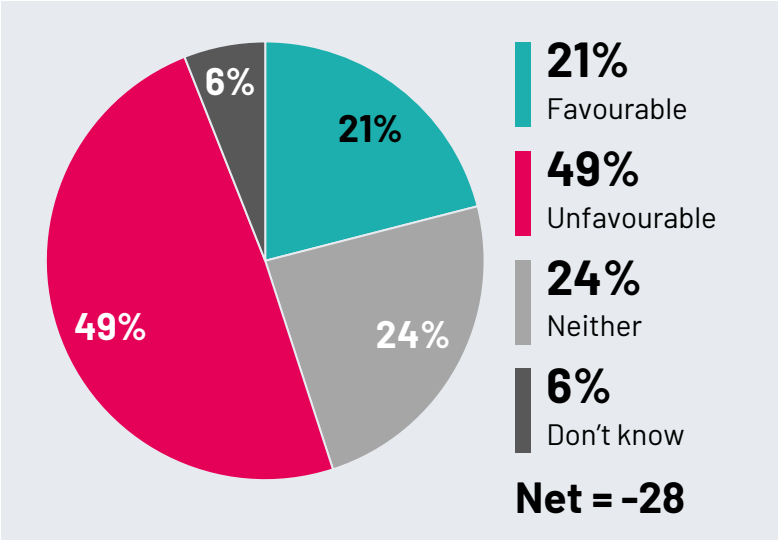


Base 1,137 Online British Adults aged 18+, 6 - 9 November 2026

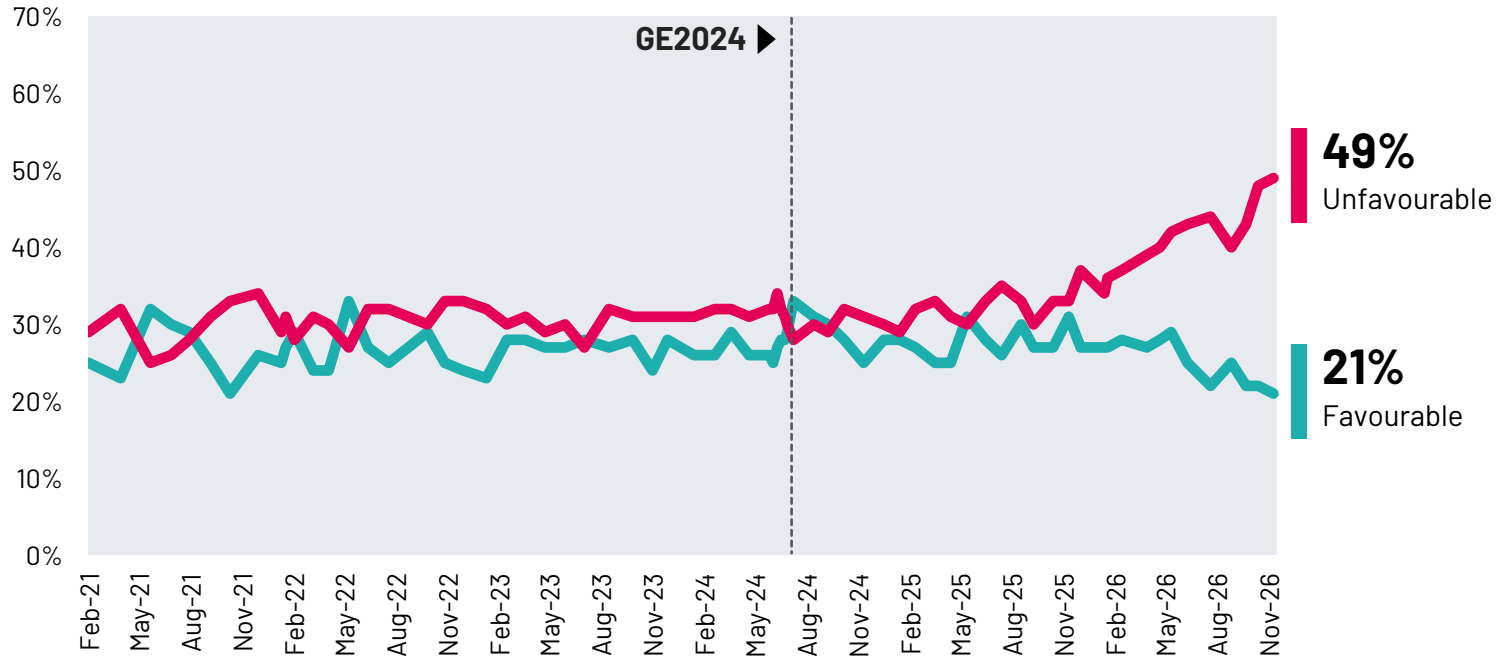
The Green Party: Favourability

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

November 2026



February 2021 – November 2026

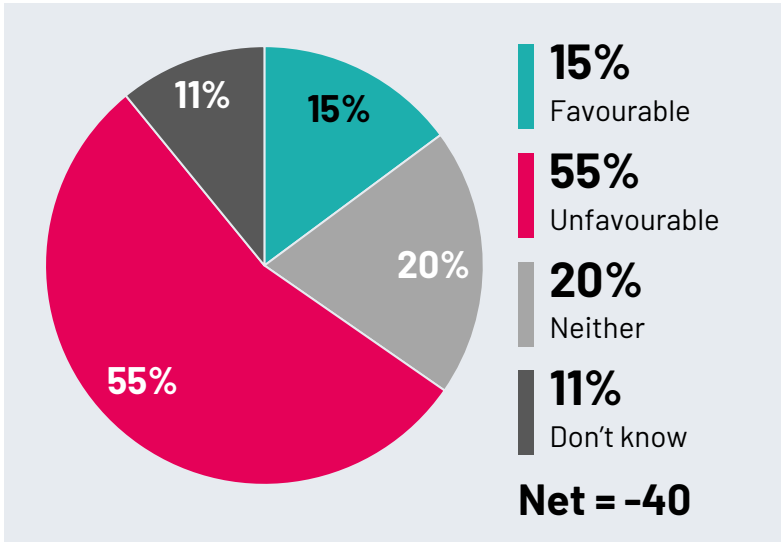


Base 1,137 Online British Adults aged 18+, 6 - 9 November 2026

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

November 2026



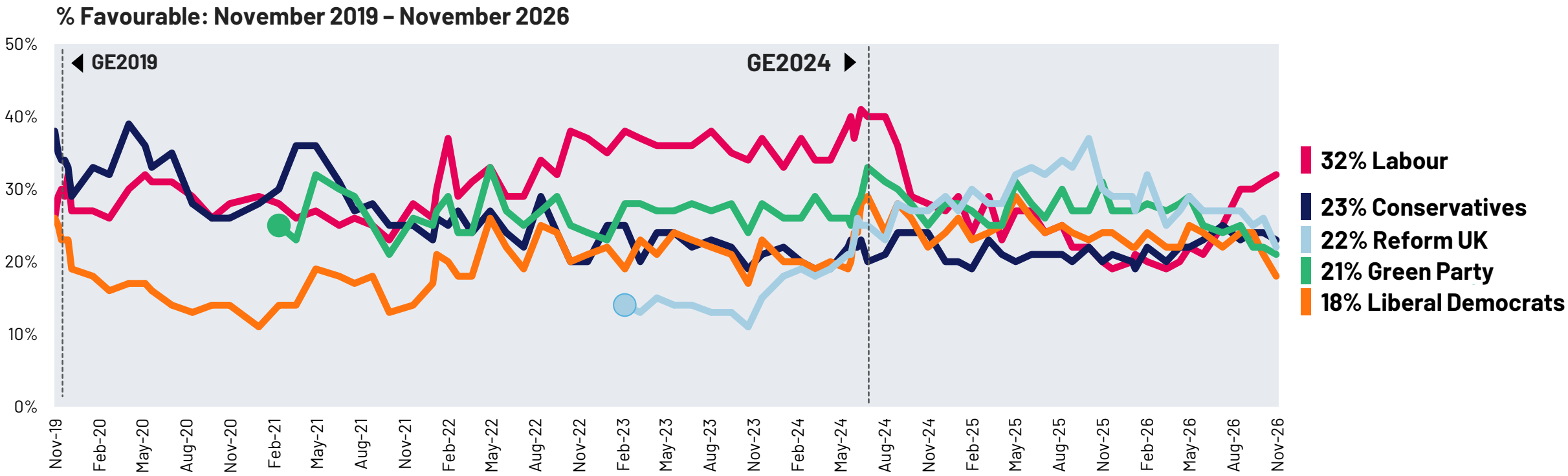
March 2026 – November 2026



Base 1,137 Online British Adults aged 18+, 6 - 9 November 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?

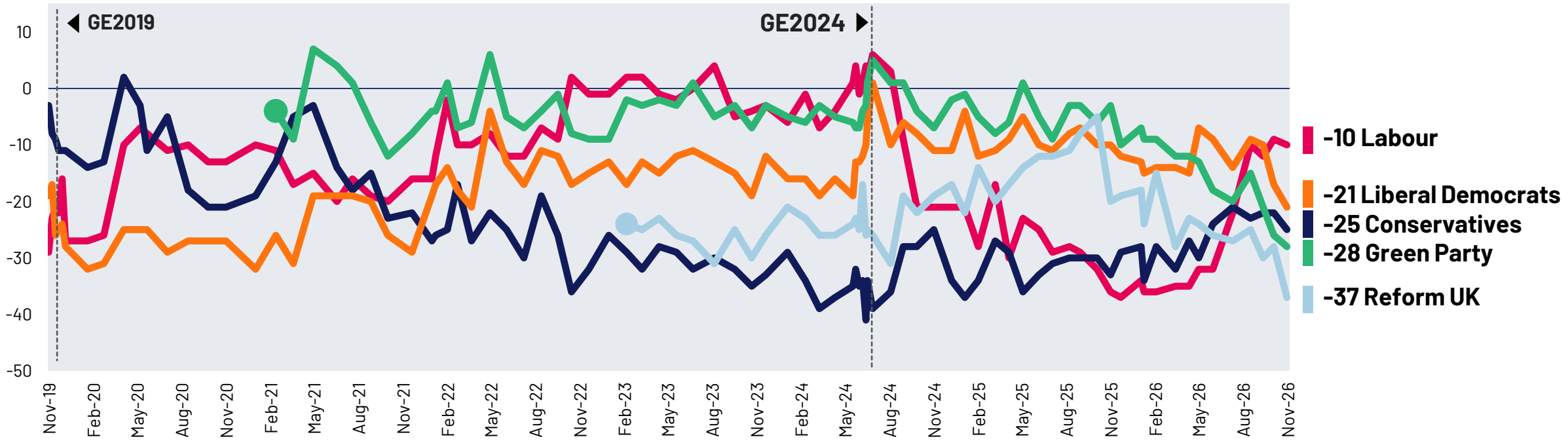


Base 1,137 Online British Adults aged 18+, 6 – 9 November 2026

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 – November 2026

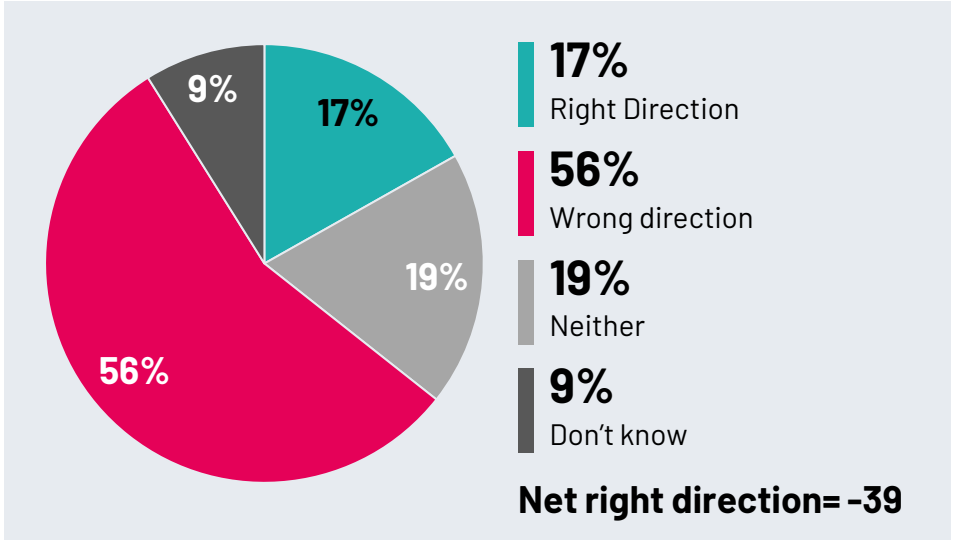


Base 1,137 Online British Adults aged 18+, 6 – 9 November 2026

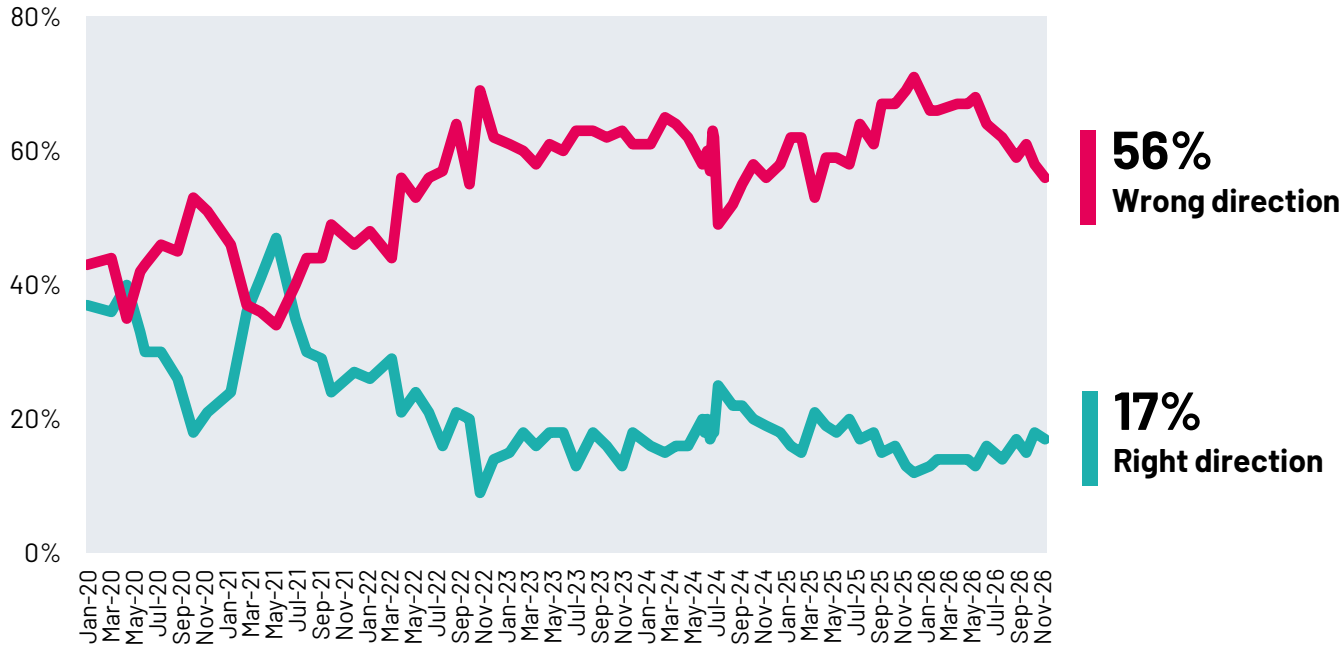
Direction of the country

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

November 2026



January 2020 - November 2026

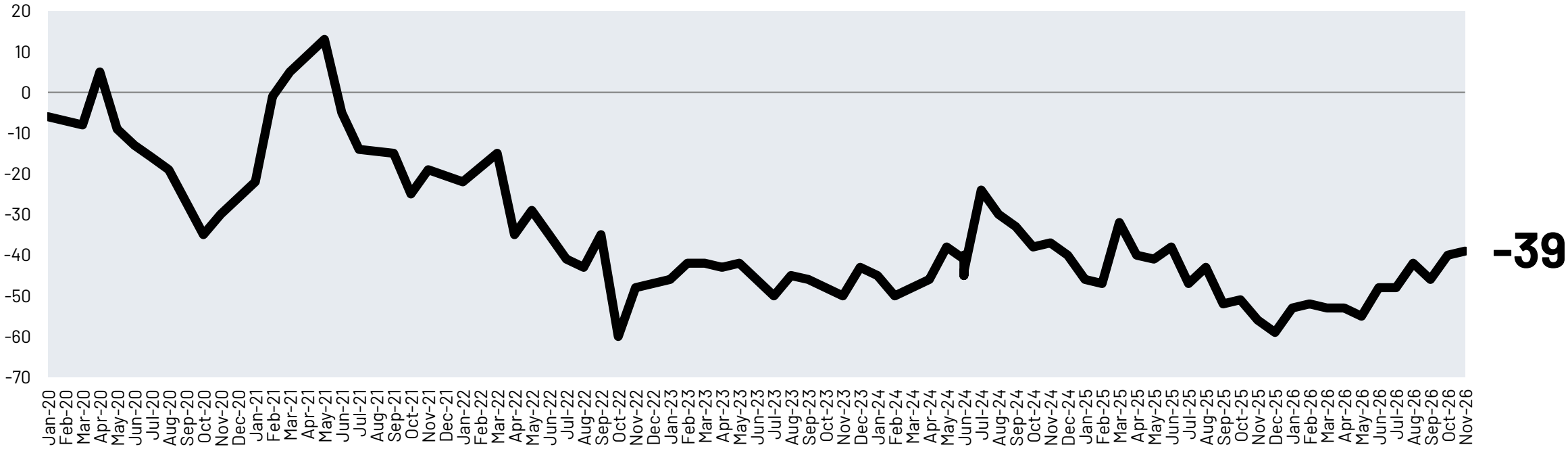


Base 1,137 Online British Adults aged 18+, 6 – 9 November 2026

Direction of the country: January 2020 – November 2026

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

Net right direction

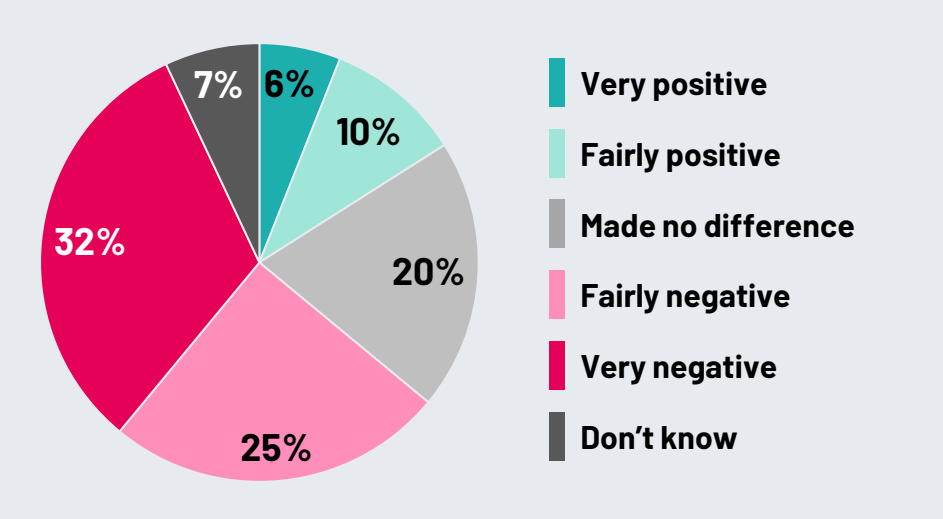


Base 1,137 Online British Adults aged 18+, 6 - 9 November 2026

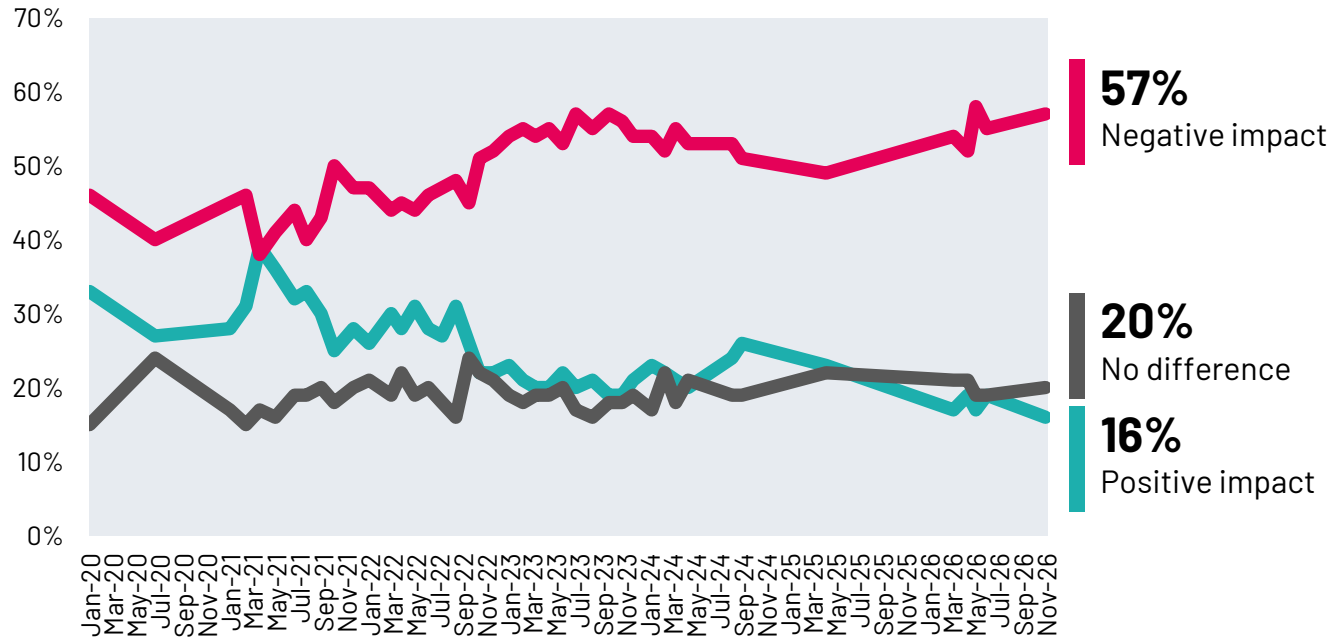
Impact of the UK's decision to leave the European Union

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?

November 2026



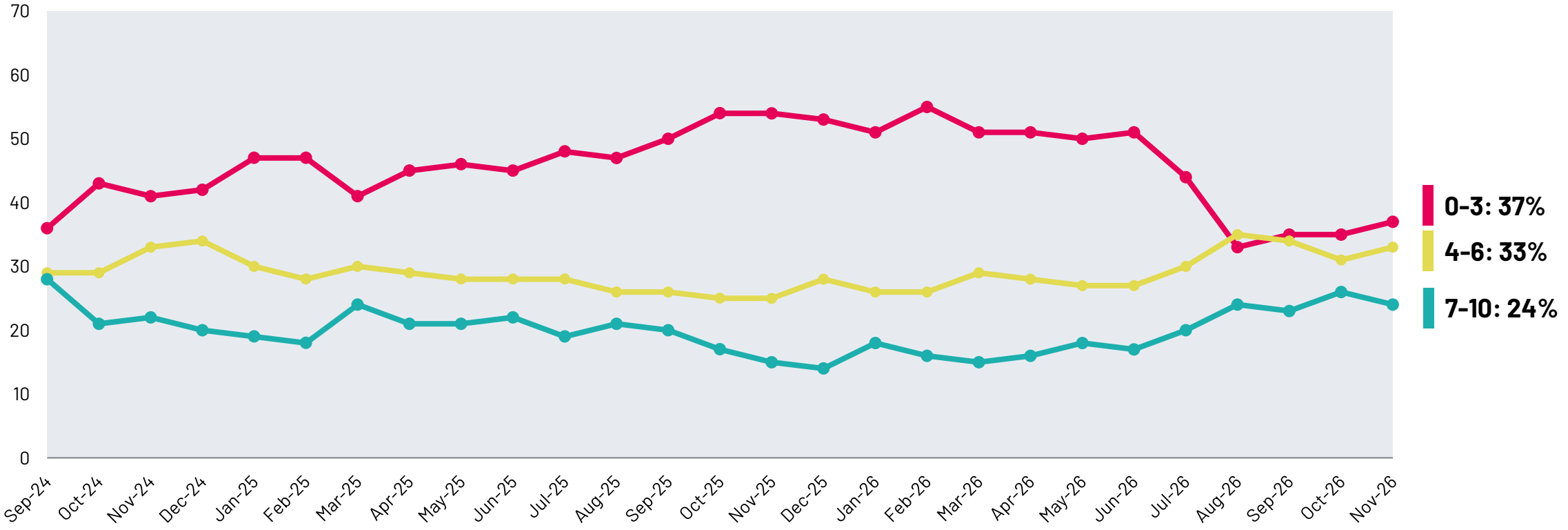
January 2020 – November 2026



Base: 1,137 Online British adults aged 18+, 6 – 9 November 2026

Perceptions of the Government's performance so far

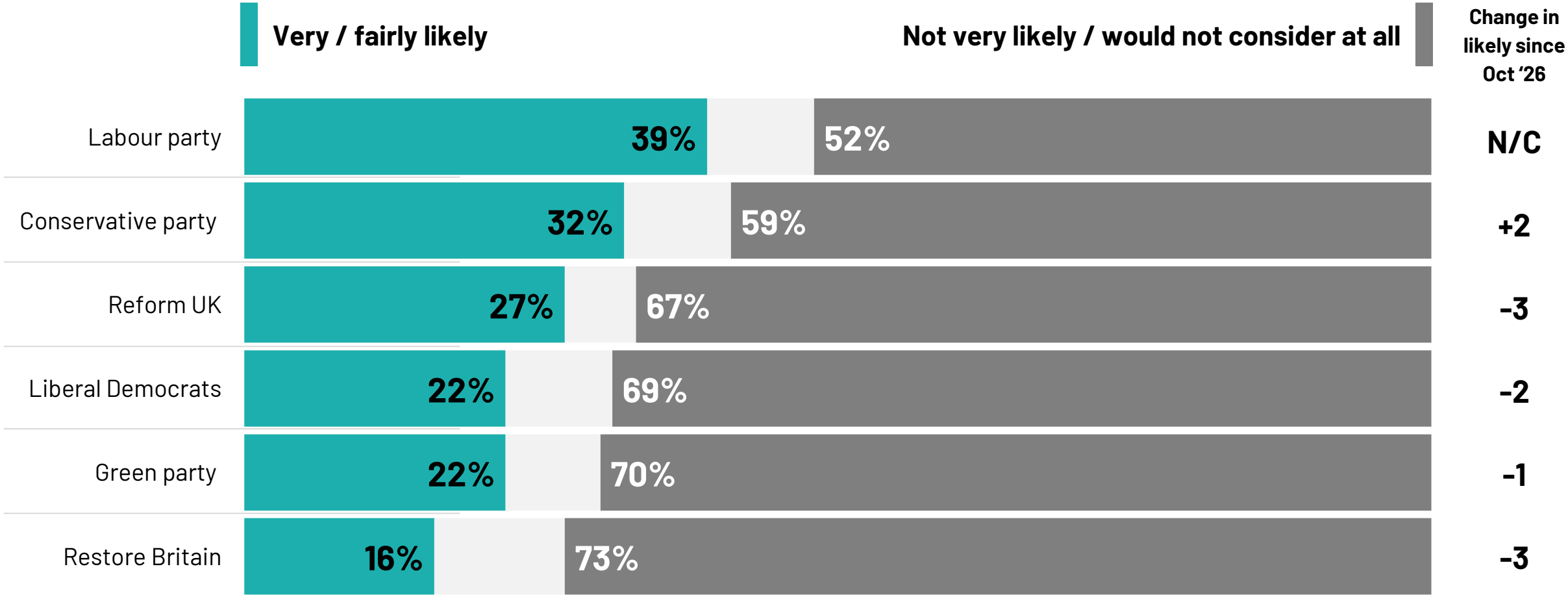
On a scale of 0 to 10, where 10 means a very good job and 0 means a very bad job, do you think the current Labour government is doing a good or bad job at running the country? ***% rating different score aggregates***



Base 1,137 Online British Adults aged 18+, 6 - 9 November 2026

Who to vote for at the next General Election?

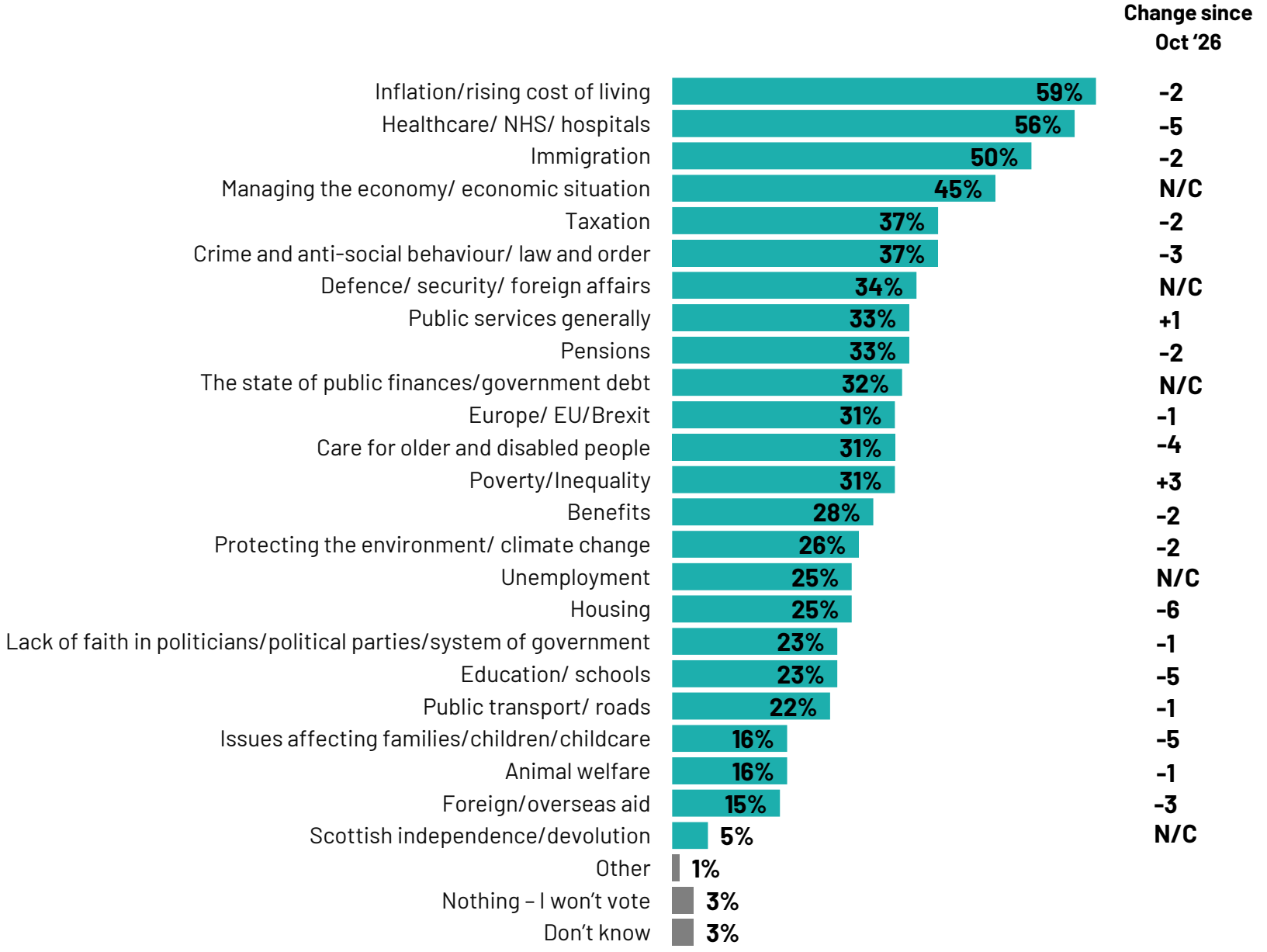
Thinking ahead to the next General Election, based on what you currently know, how likely, if at all, would you be to consider voting for each of the following parties?



Base 1,137 Online British Adults aged 18+, 6 - 9 November 2026

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

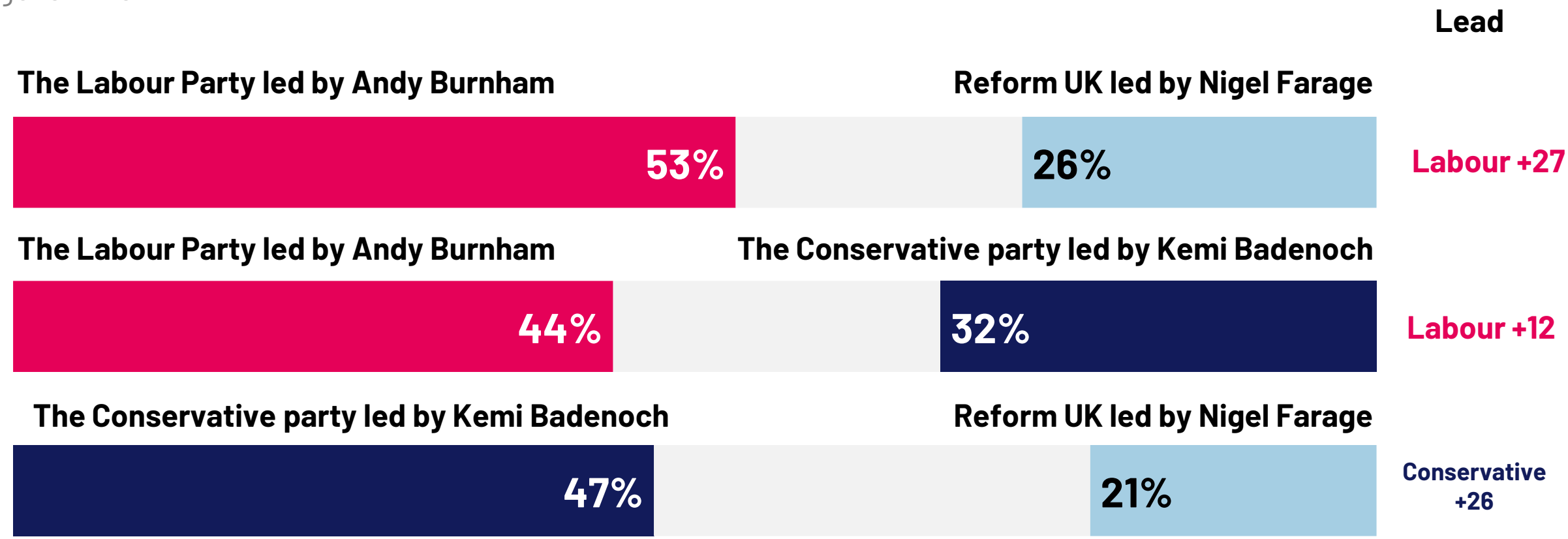
Which, if any, of the following issues do you think will be very important to you in helping you decide which party to vote for at the next General Election?



Base 1,137 Online British Adults aged 18+, 6 - 9 November 2026

Half of Britons would prefer a Burnham led government compared to a Farage led government. A Burnham led government also leads a Badenoch led government, but to a lesser extent

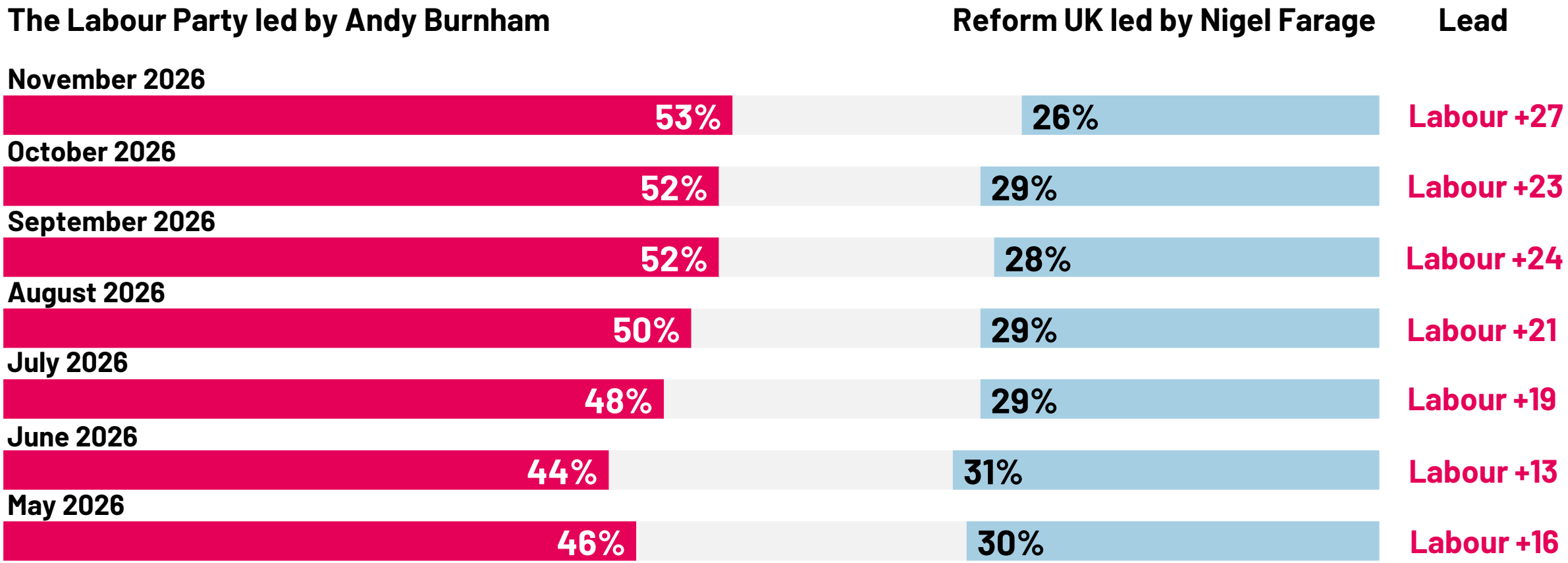
If you had to choose, which party would you prefer to win the next UK General Election and form the next government?



Base 1,137 Online British Adults aged 18+, 6 - 9 November 2026

Half of 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

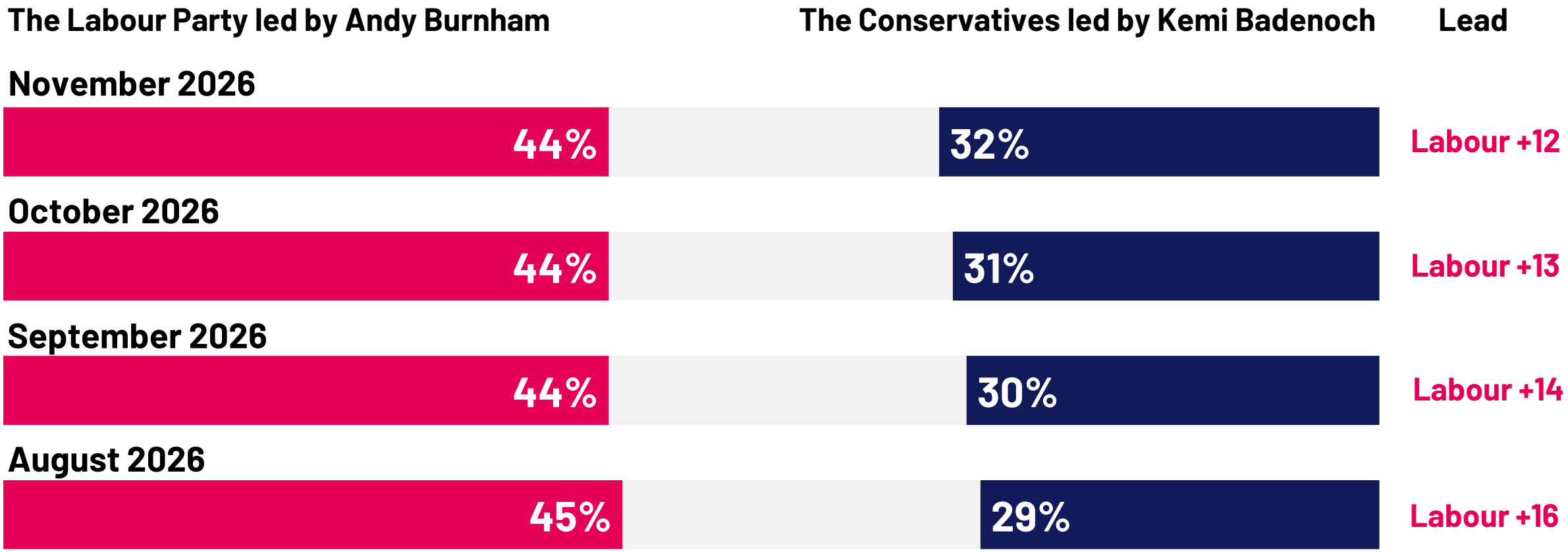
If you had to choose, which party would you prefer to win the next UK General Election and form the next government?



Base 1,137 Online British Adults aged 18+, 6 - 9 November 2026

Britons continue to prefer a Labour party led by Andy Burnham to win the next UK General Election to The Conservatives led by Kemi Badenoch

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



Base 1,137 Online British Adults aged 18+, 6 - 9 November 2026

Ipsos

November 2026 Political Pulse

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