

Ipsos Political Pulse

January 2025

Favourability towards politicians

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

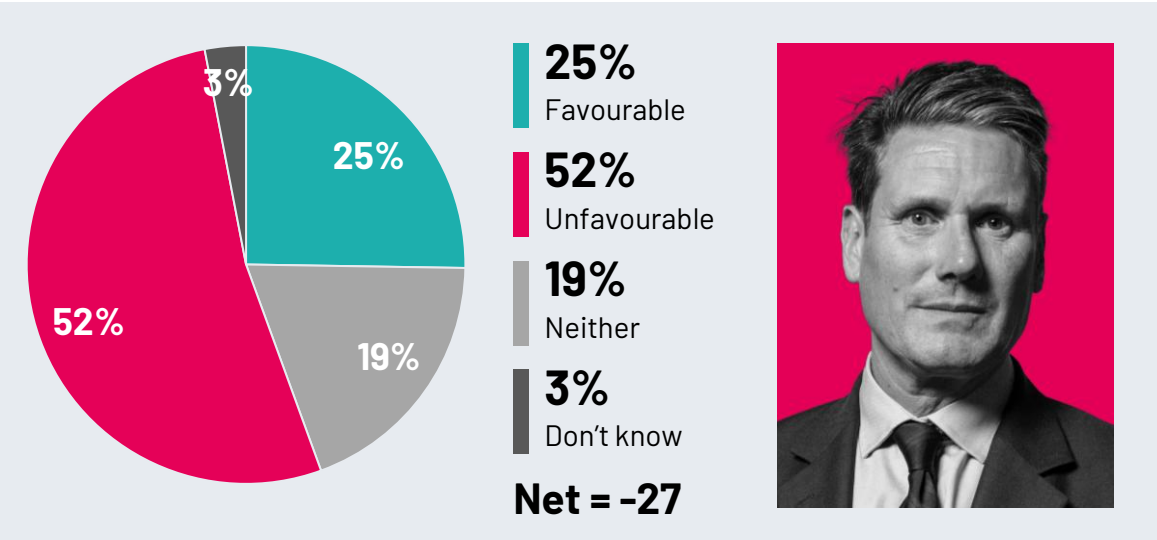
| | Favourable | Unfavourable | Net | Swing vs Dec '24 |
|---------------|------------|--------------|-----|------------------|
| Nigel Farage | 26% | 51% | -25 | -2.5 |
| Ed Davey | 25% | 27% | -2 | +1.5 |
| Keir Starmer | 25% | 52% | -27 | +1 |
| Kemi Badenoch | 16% | 46% | -30 | -2.5 |
| Rachel Reeves | 17% | 50% | -33 | -2 |
| Rupert Lowe | 14% | 41% | -27 | N/A |

Base: 1,139 Online British adults aged 18+, 10-13 January 2025

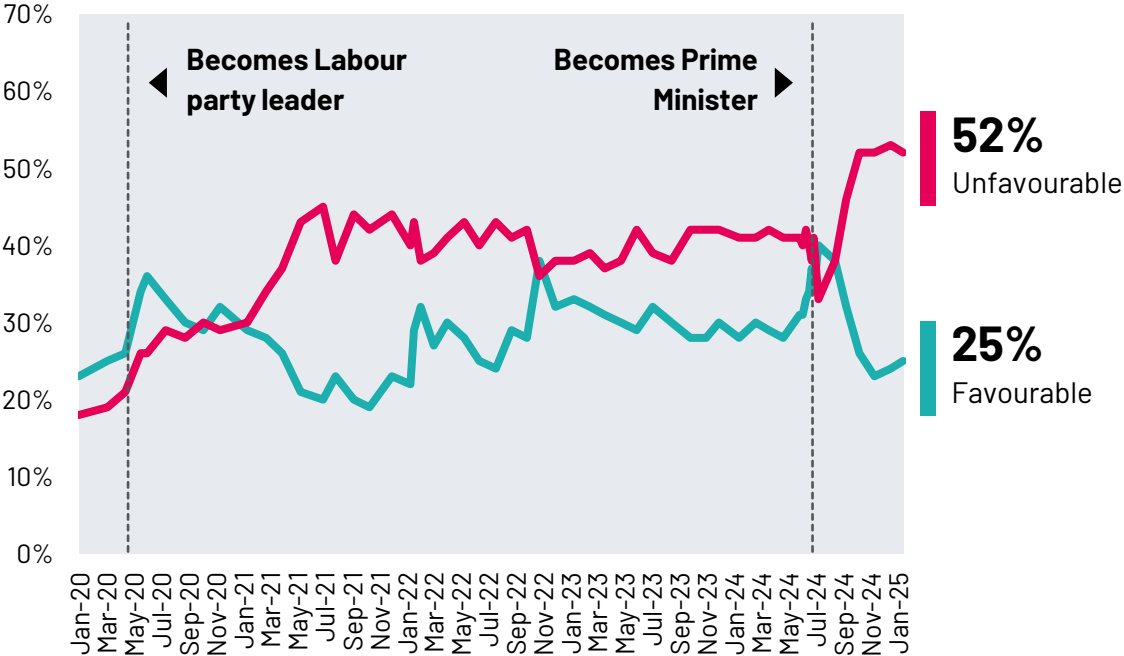
Keir Starmer: Favourability

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

January 2025



January 2020 – January 2025

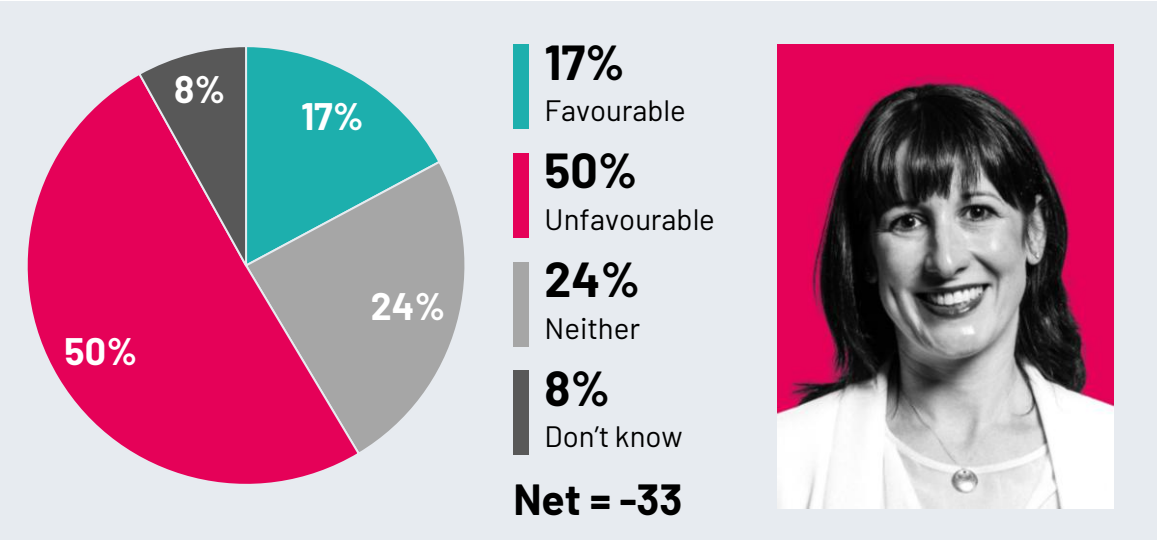


Base: 1,139 Online British adults aged 18+, 10-13 January 2025

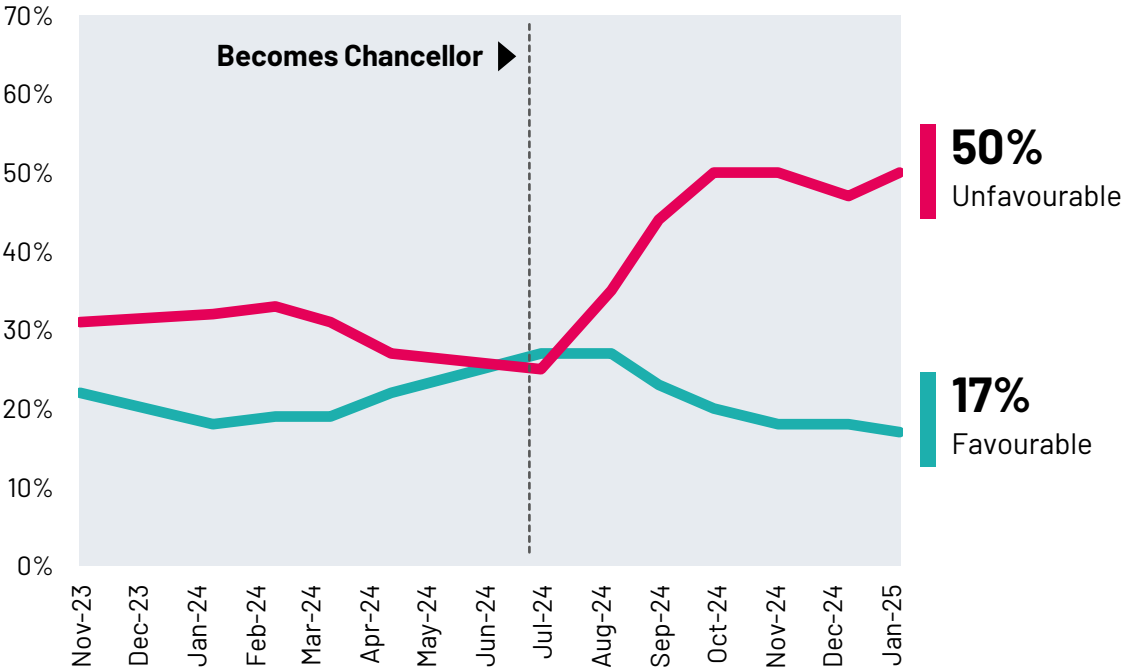
Rachel Reeves: Favourability

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

January 2025



November 2023 – January 2025

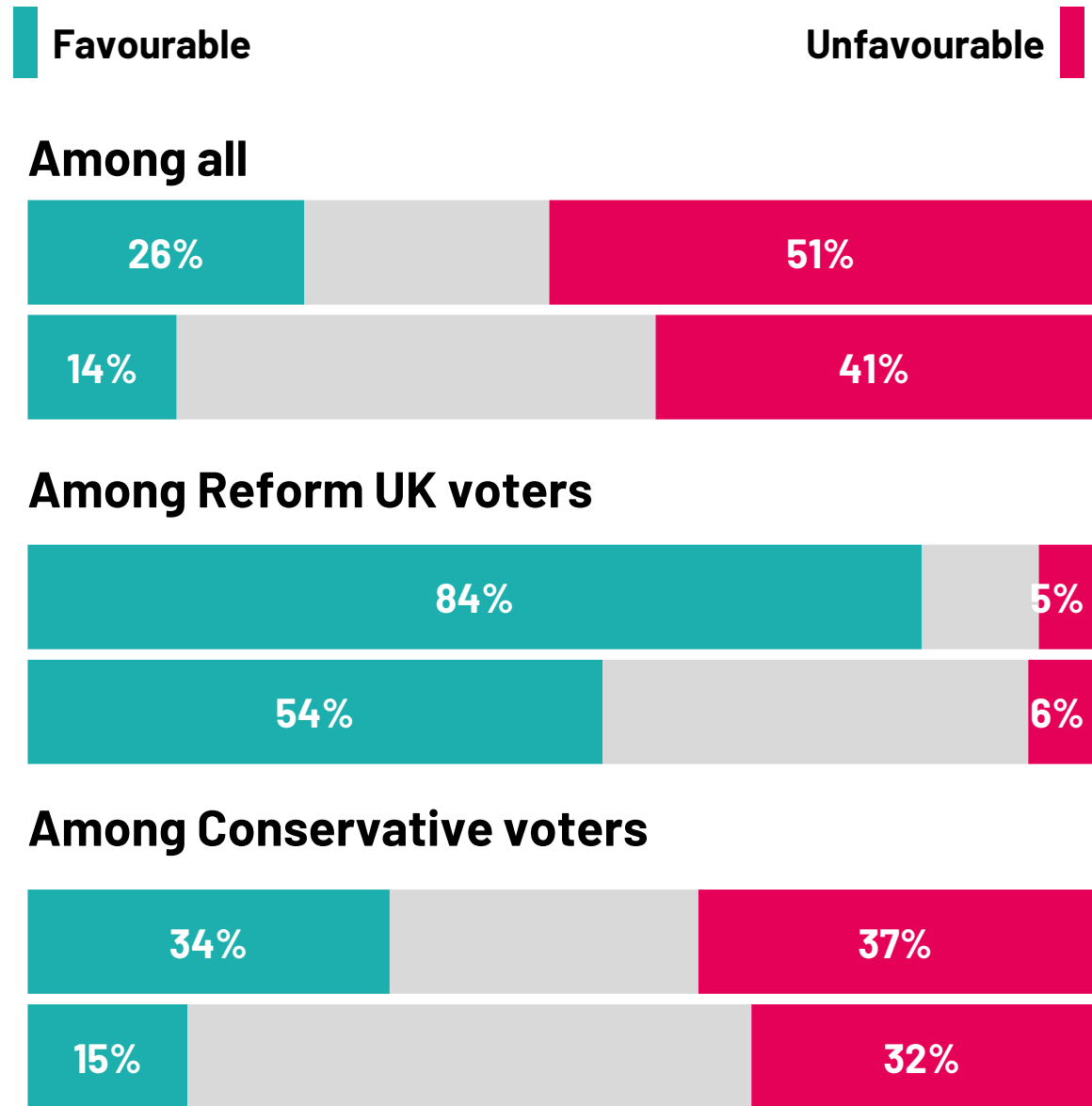


Base: 1,139 Online British adults aged 18+, 10-13 January 2025

Reform UK voters are more likely to have a favourable opinion towards Nigel Farage than towards Rupert Lowe

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

Base: 1,139 Online British adults aged 18+, including (178) 2024 Conservative voters and (118) 2024 Reform UK voters, 10-13 January 2025



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?

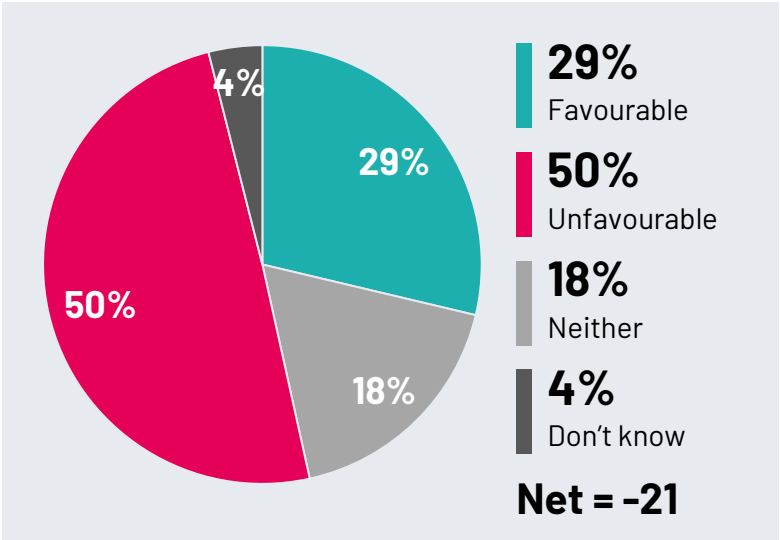
| | Favourable | Unfavourable | Net favourability | Swing vs Dec '24 |
|------------------------|------------|--------------|-------------------|------------------|
| The Labour party | 29% | 50% | -21 | N/C |
| The Green party | 28% | 29% | -1 | +0.5 |
| Reform UK | 27% | 49% | -22 | -2.5 |
| The Liberal Democrats | 26% | 30% | -4 | +3.5 |
| The Conservative party | 20% | 57% | -37 | -1.5 |

Base: 1,139 Online British adults aged 18+, 10-13 January 2025

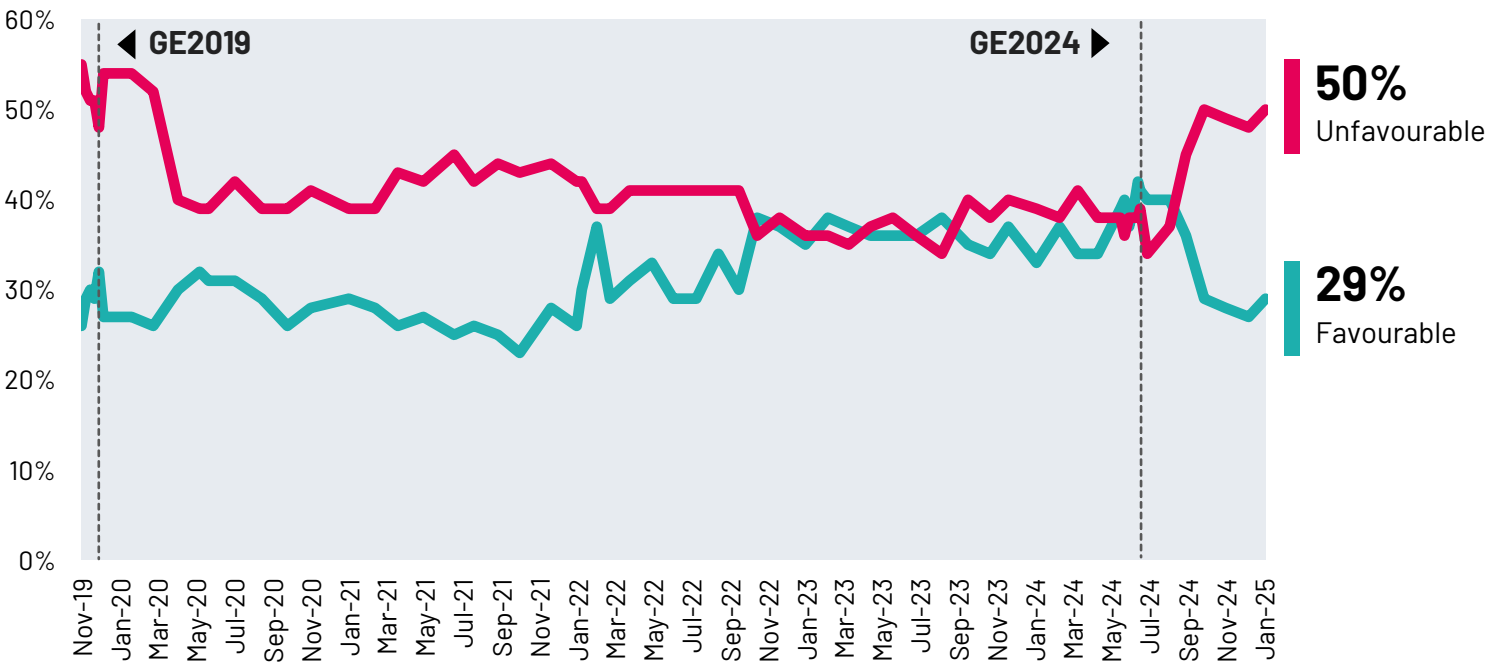
The Labour party: Favourability

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

January 2025



November 2019 – January 2025

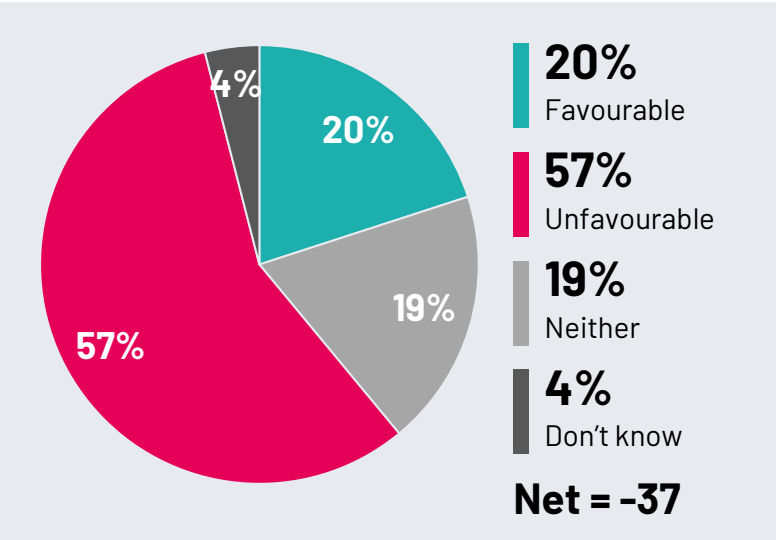


Base: 1,139 Online British adults aged 18+, 10-13 January 2025

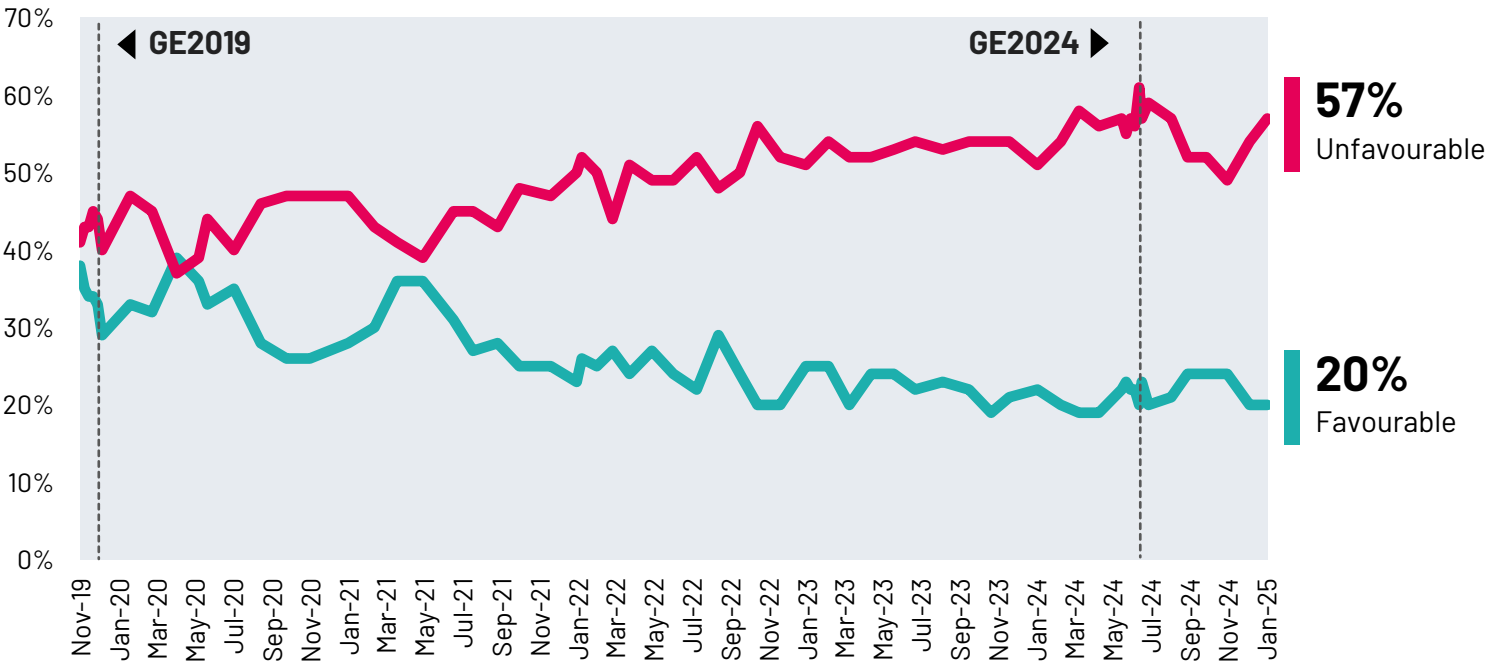
The Conservative party: Favourability

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

January 2025



November 2019 – January 2025

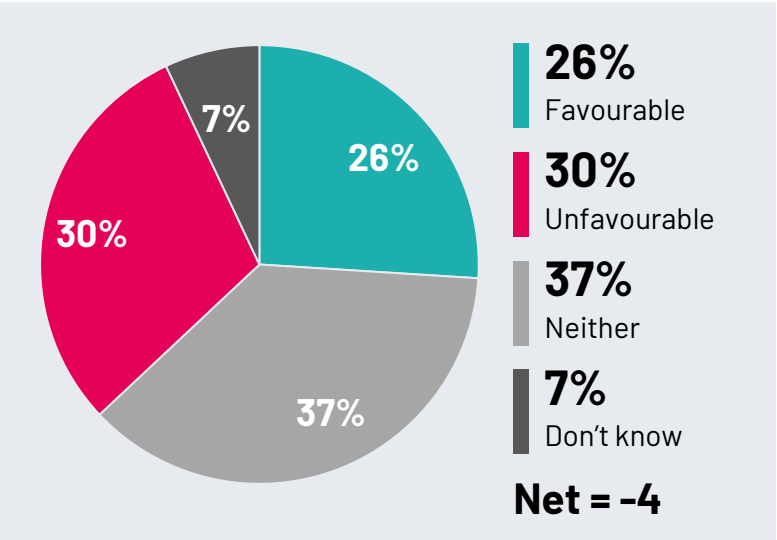


Base: 1,139 Online British adults aged 18+, 10-13 January 2025

The Liberal Democrats: Favourability

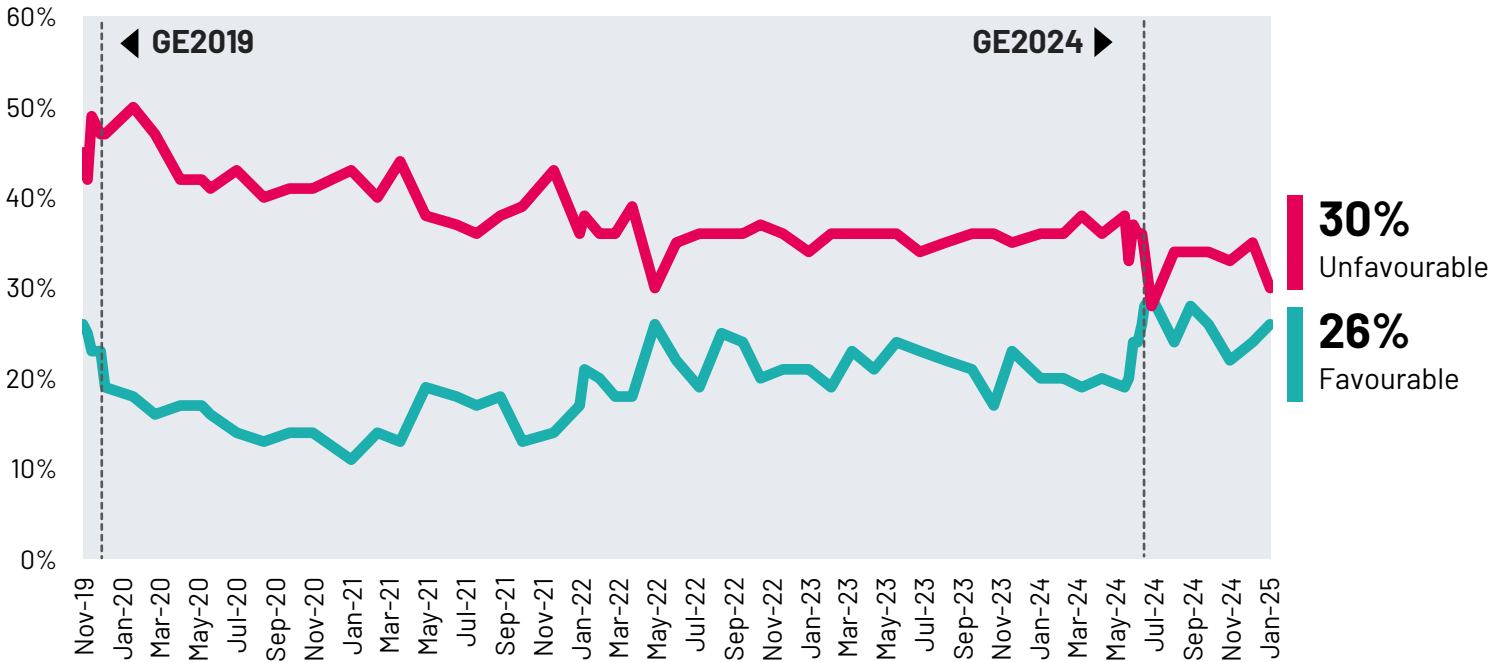
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? The Liberal Democrats

January 2025



Base: 1,139 Online British adults aged 18+, 10-13 January 2025

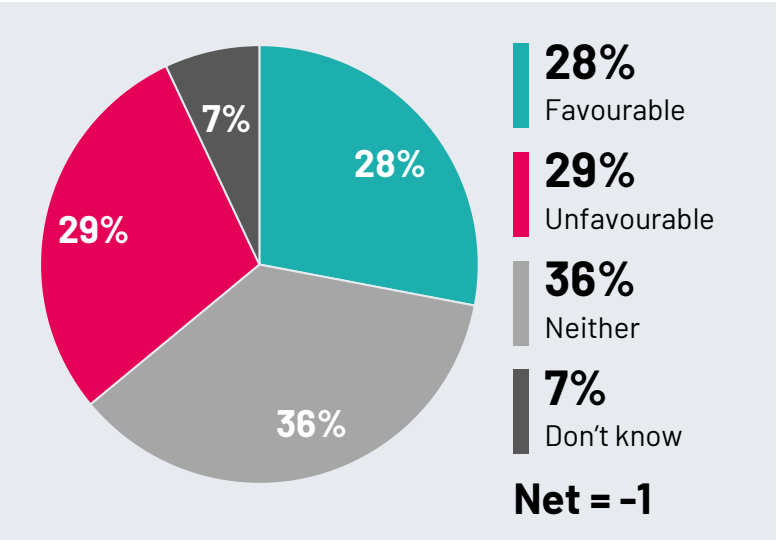
November 2019 – January 2025



The Green Party: Favourability

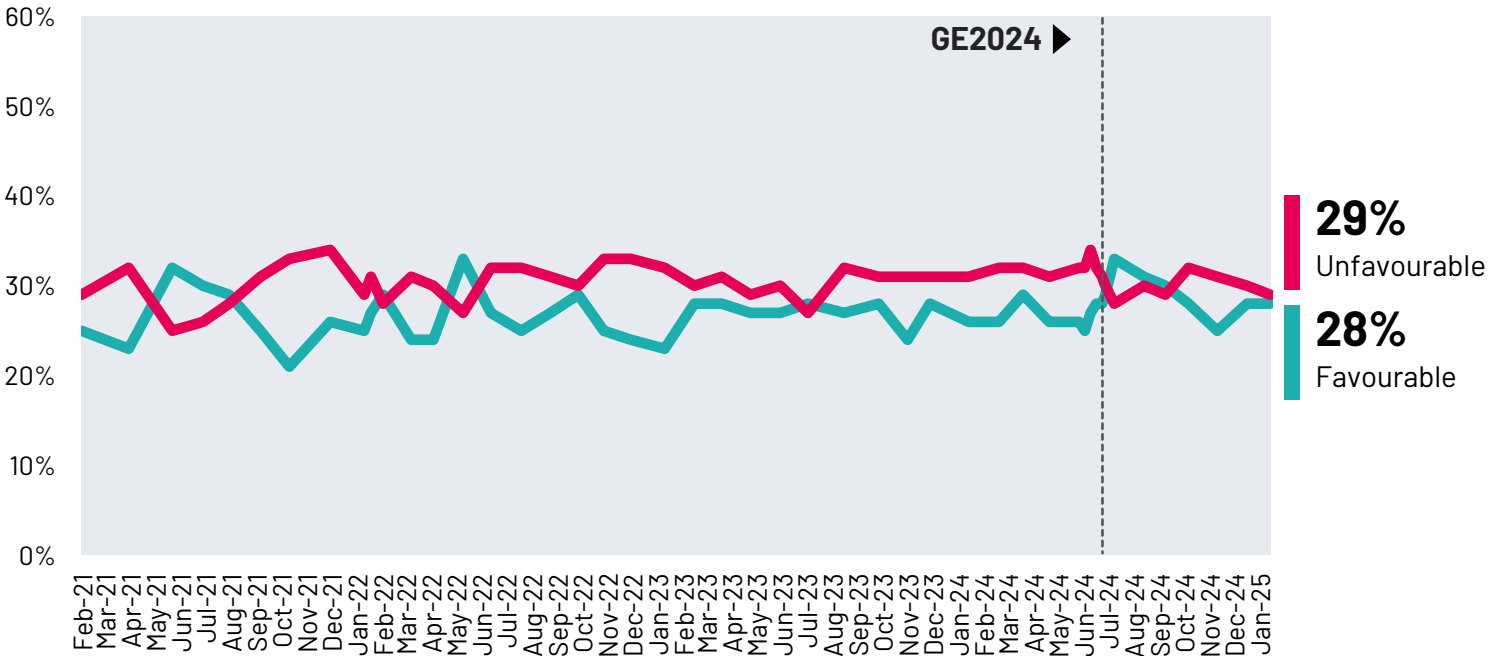
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? The Green Party

January 2025



Base: 1,139 Online British adults aged 18+, 10-13 January 2025

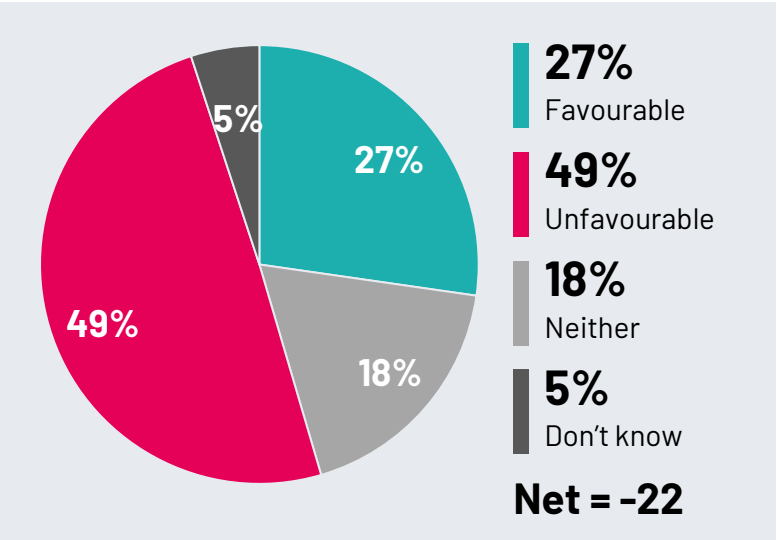
February 2021 – January 2025



Reform UK: Favourability

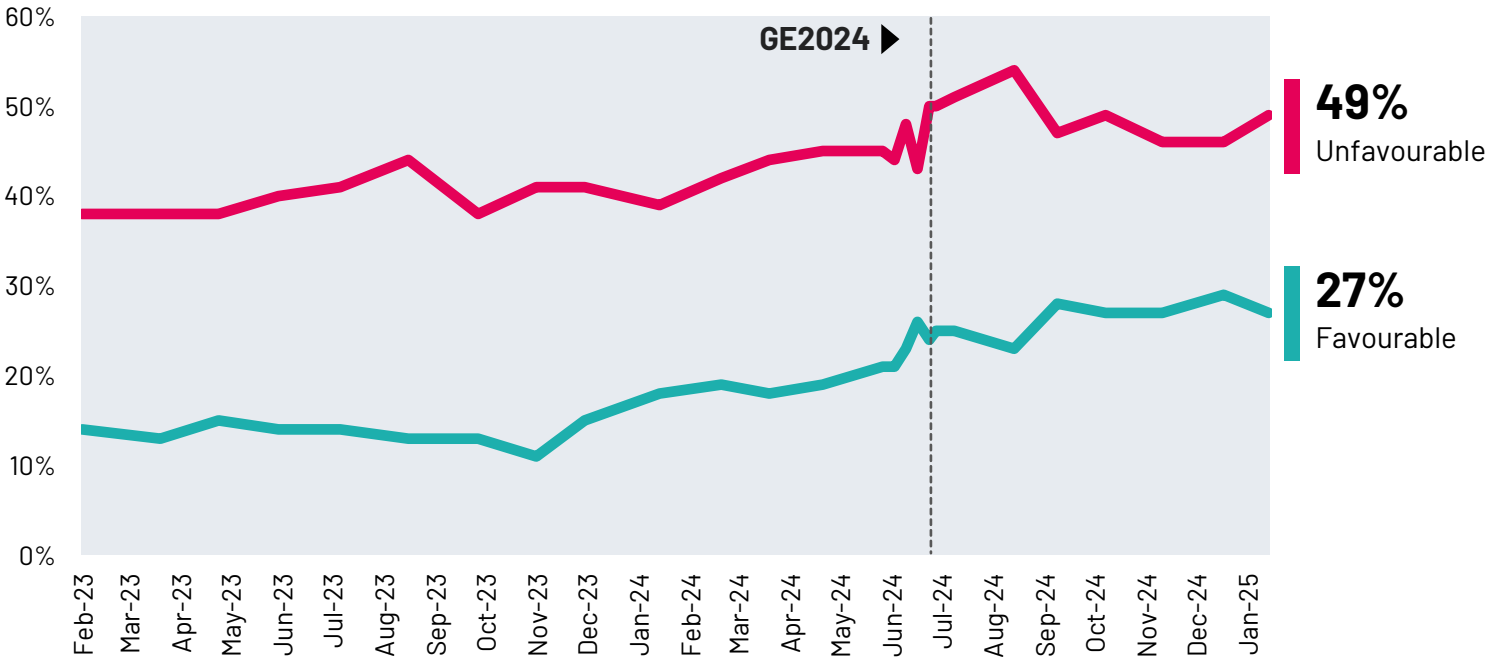
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Reform UK

January 2025



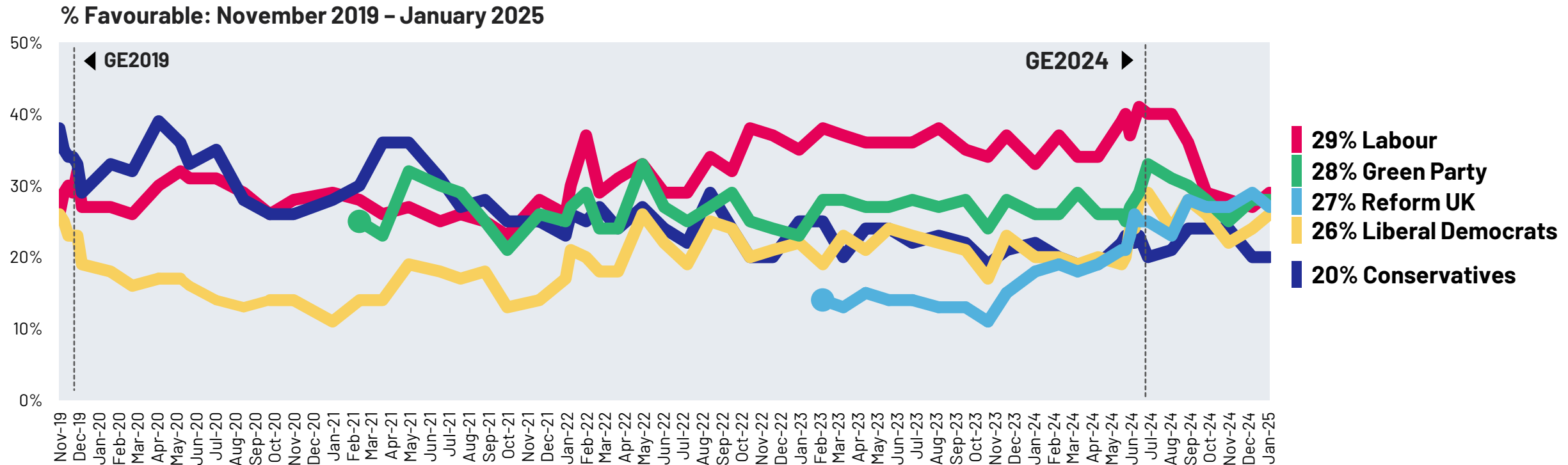
Base: 1,139 Online British adults aged 18+, 10-13 January 2025

February 2023 – January 2025



Political parties: Favourability

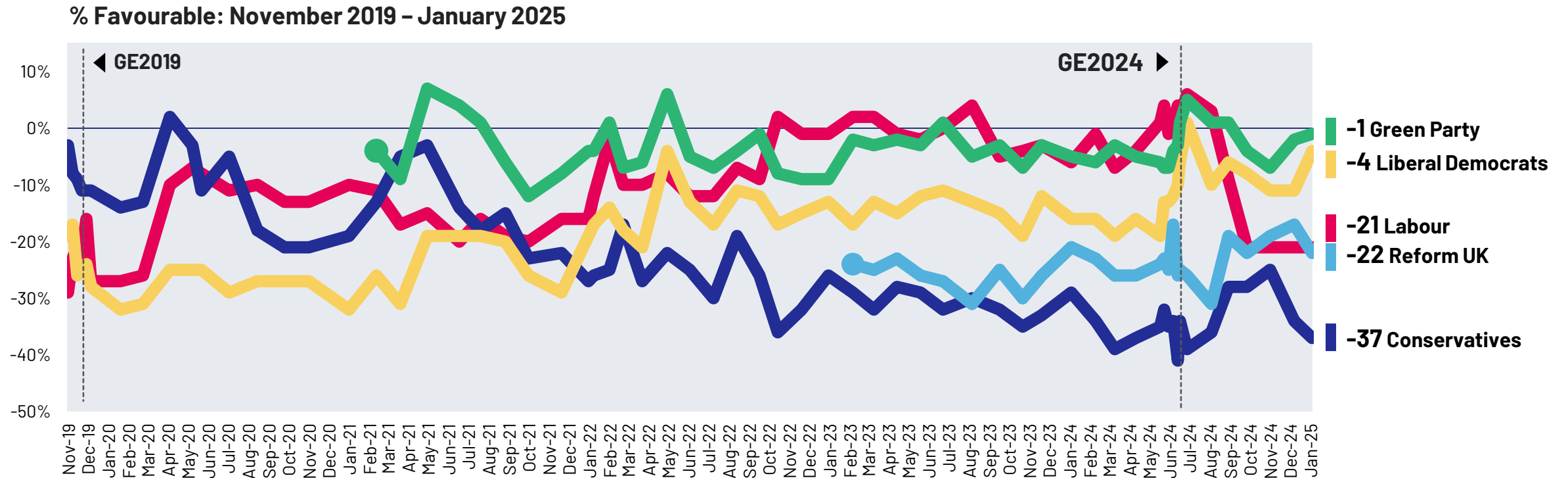
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties?



Base: 1,139 Online British adults aged 18+, 10-13 January 2025

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: 1,139 Online British adults aged 18+, 10-13 January 2025

DIRECTION OF THE COUNTRY

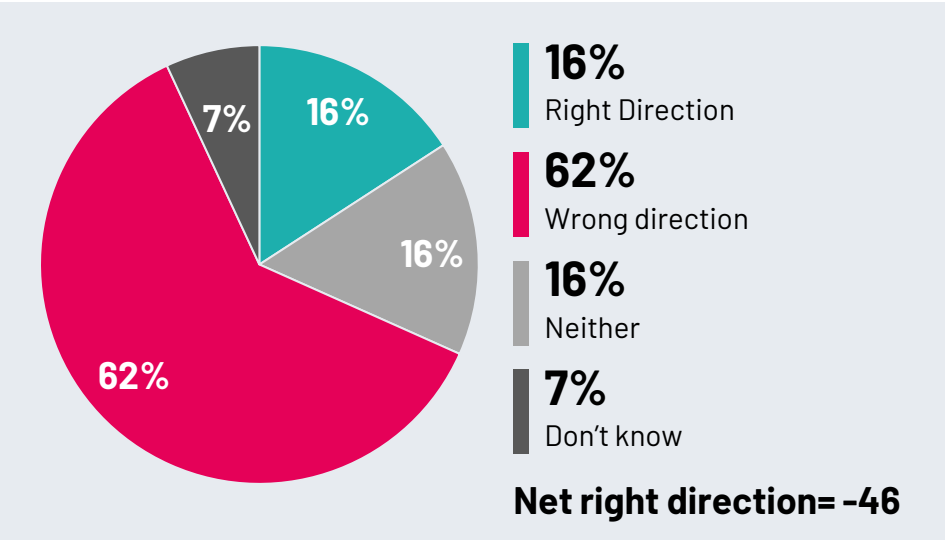
January 2025



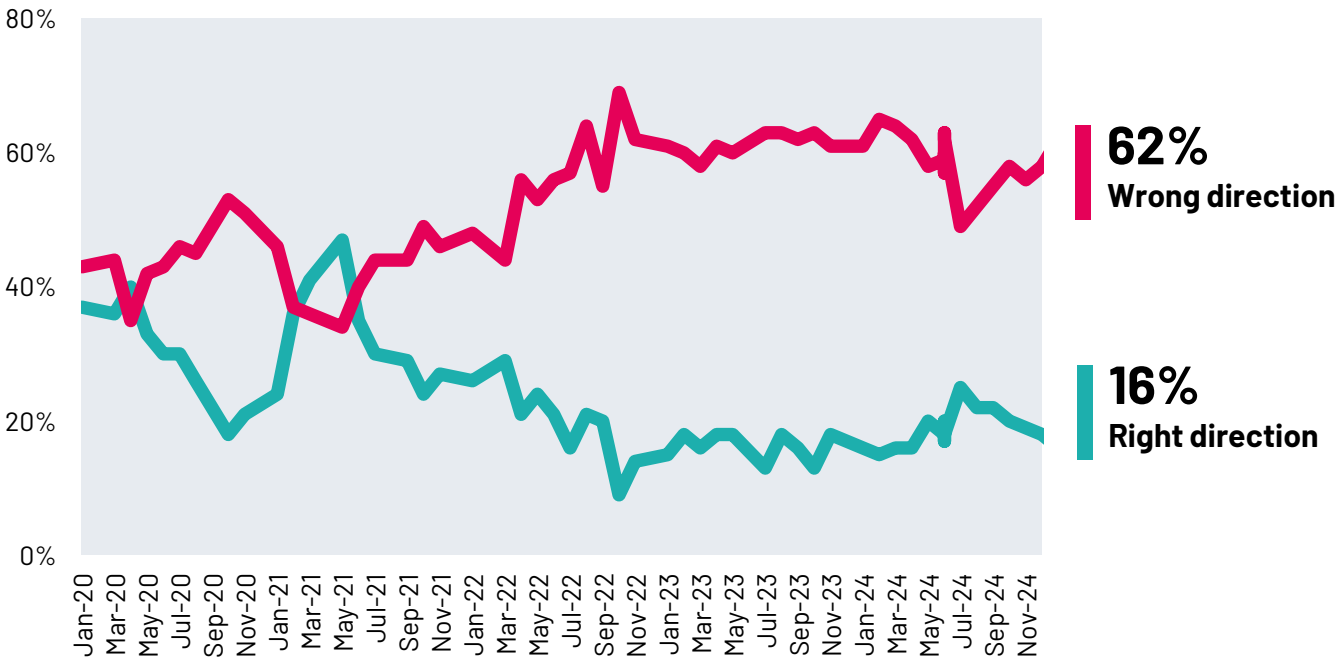
Direction of the country

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

January 2025



January 2020 – January 2025



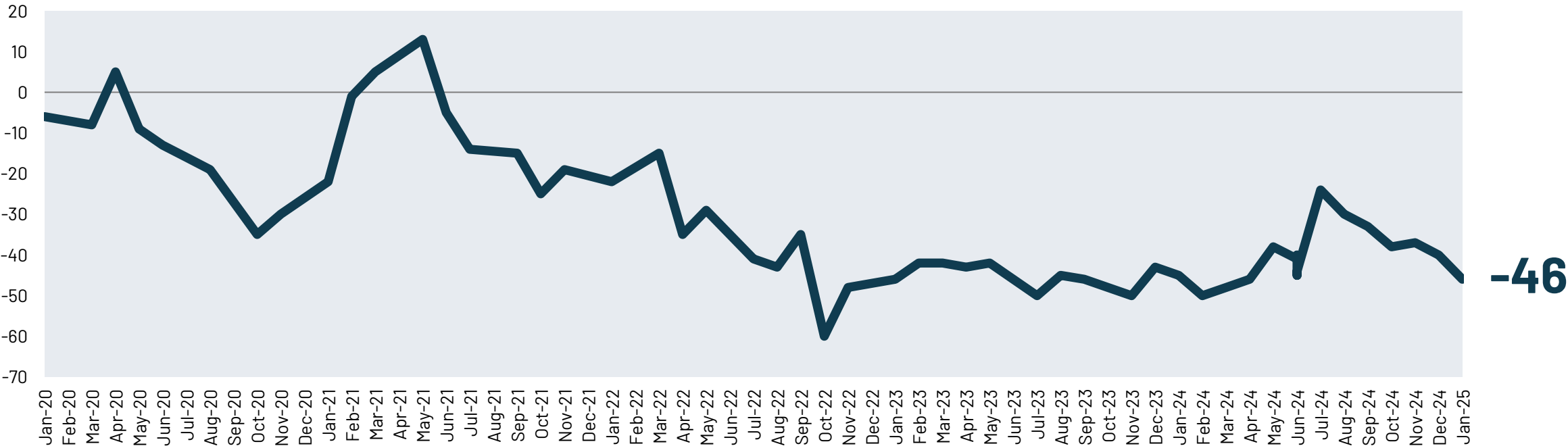
Base: 1,139 Online British adults aged 18+, 10-13 January 2025



Direction of the country: January 2020 – January 2025

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

Net right direction



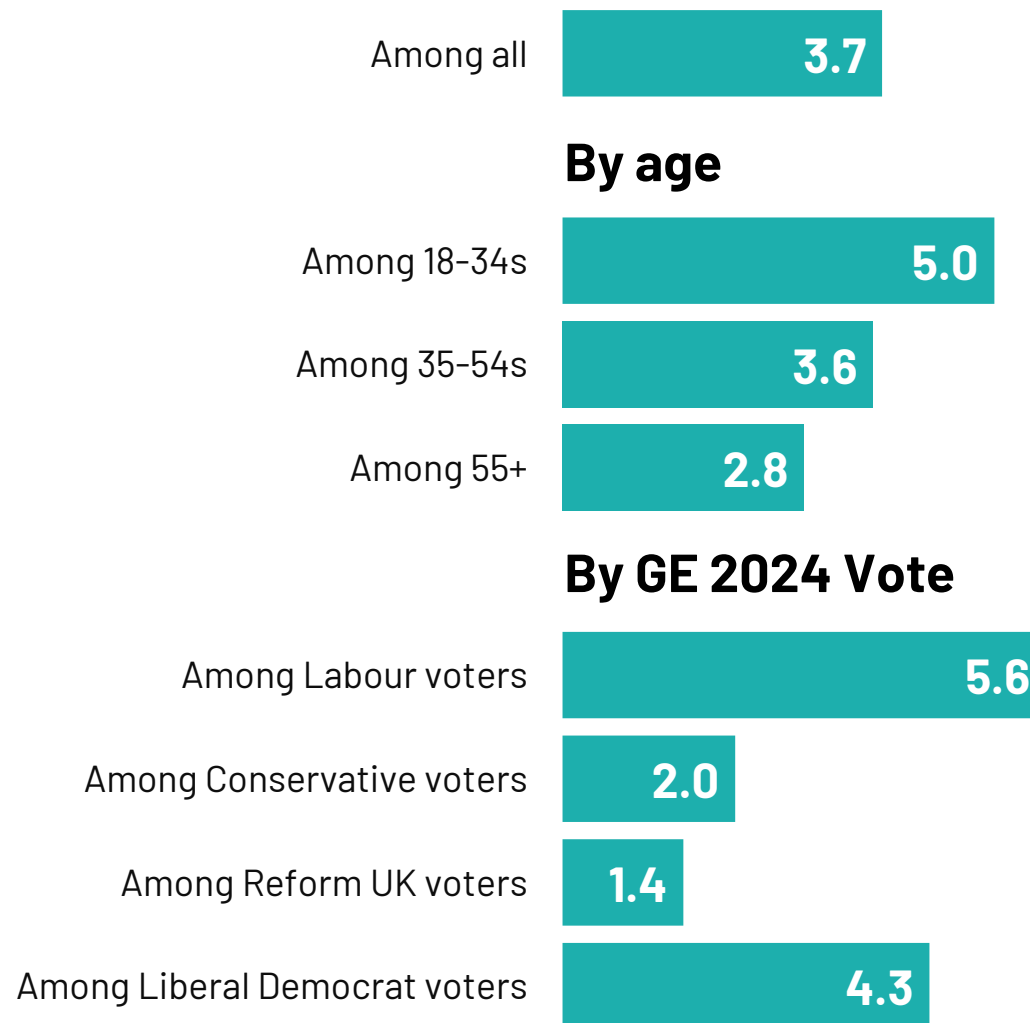
Base: 1,139 Online British adults aged 18+, 10-13 January 2025



How is the current Labour government performing?

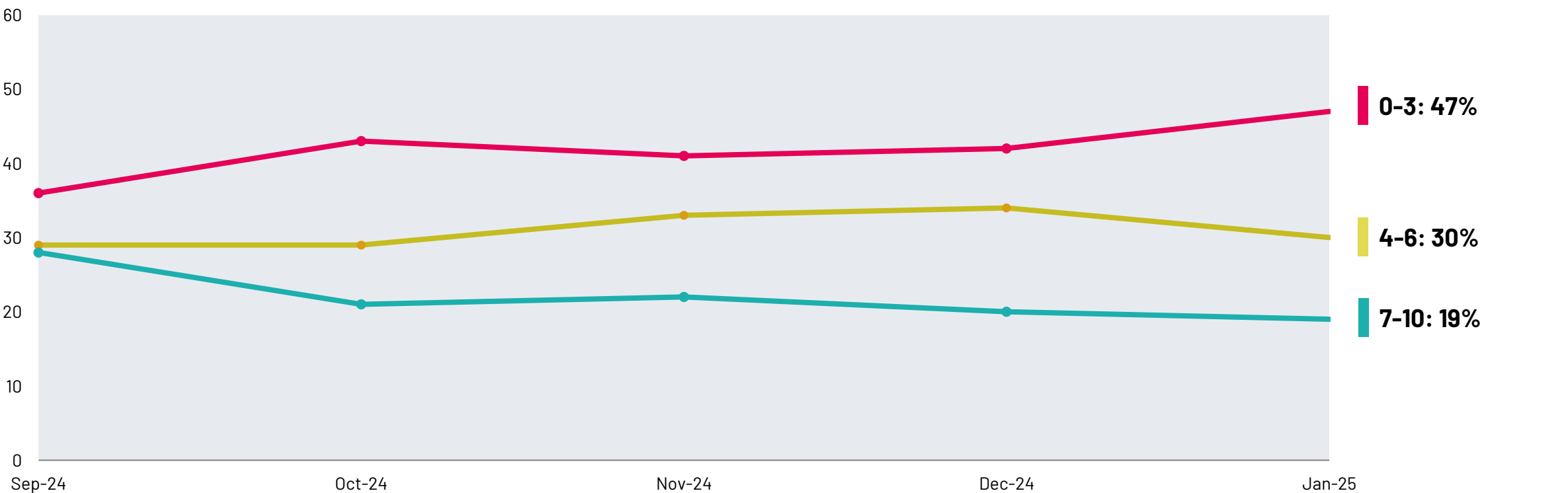
On a scale of 0 to 10, where 10 means a very good job and 0 means a very bad job, do you think the current Labour government is doing a good or bad job at running the country? **Mean scores**

Base: 1,139 Online British adults aged 18+, including (343) 18-34-year-olds, (402) 35-54s, (394) 55-75s, (397) 2024 Labour voters, (178) 2024 Conservative voters, (118) 2024 Reform UK voters, and (99) Liberal Democrat voters, 10 - 13 January 2025. Note low base size



Almost half of Brits think the government is doing a bad job at running the country

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**



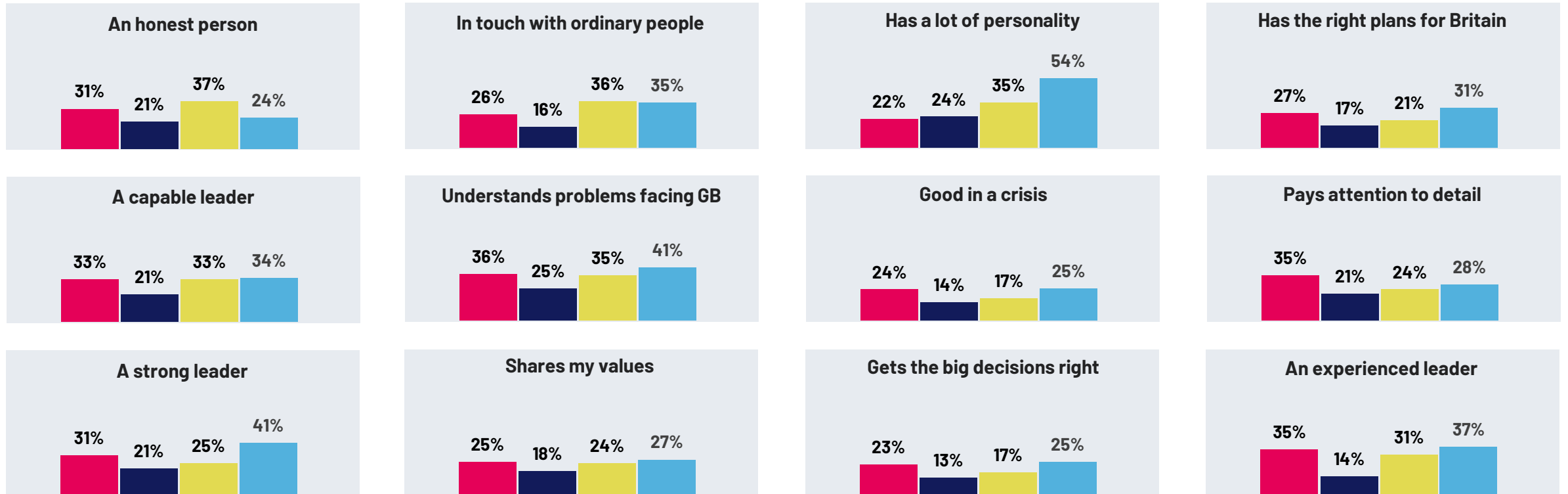
Base: 1,139 Online British adults aged 18+, including (343) 18-34-year-olds, (402) 35-54s, (394) 55-75s, (386) 10-13 January 2025



Image of the party leaders

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

■ Starmer ■ Badenoch ■ Davey ■ Farage



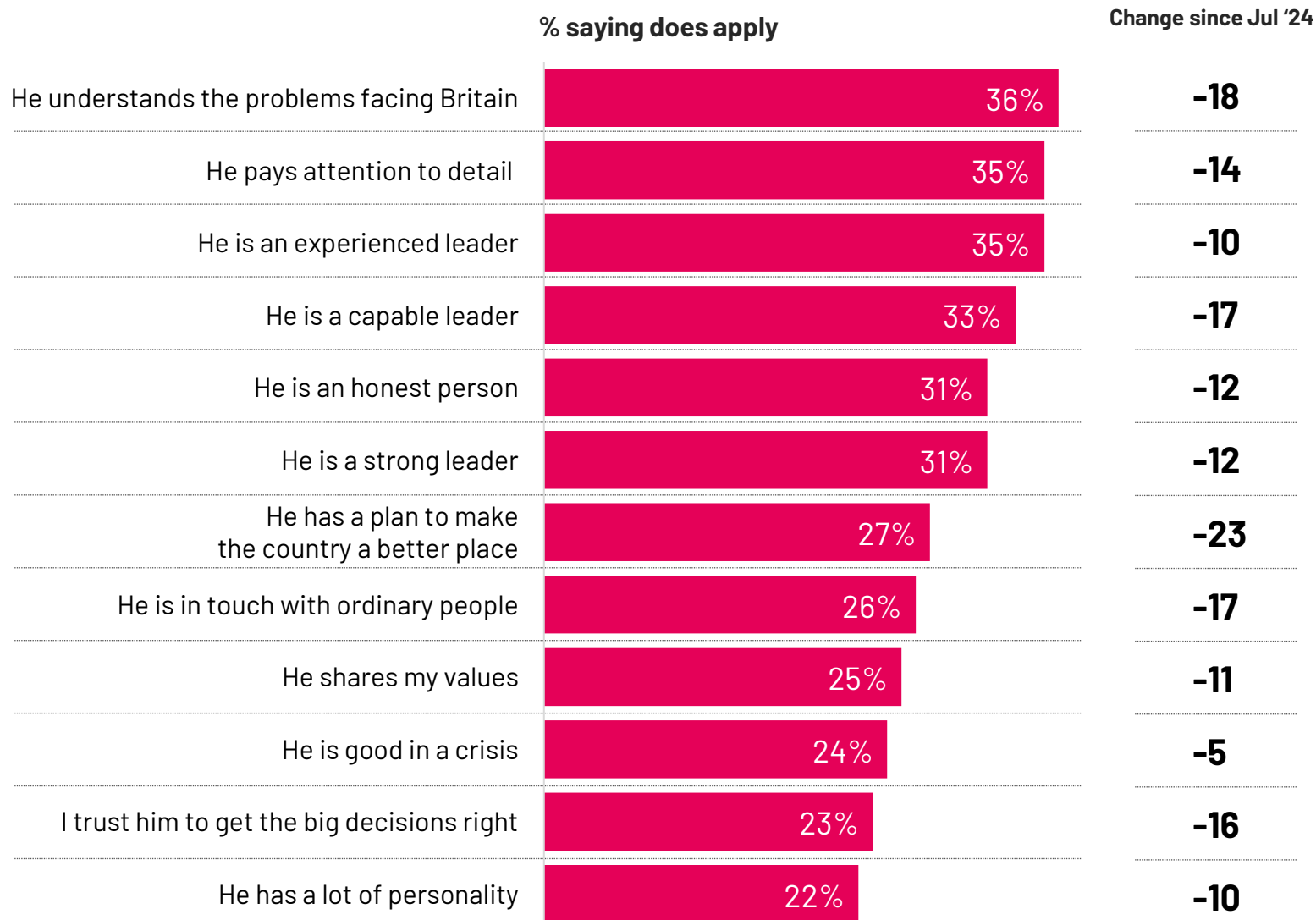
Base: 1,139 Online British adults aged 18+, 10-13 January 2025

Image of party leader: Keir Starmer

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



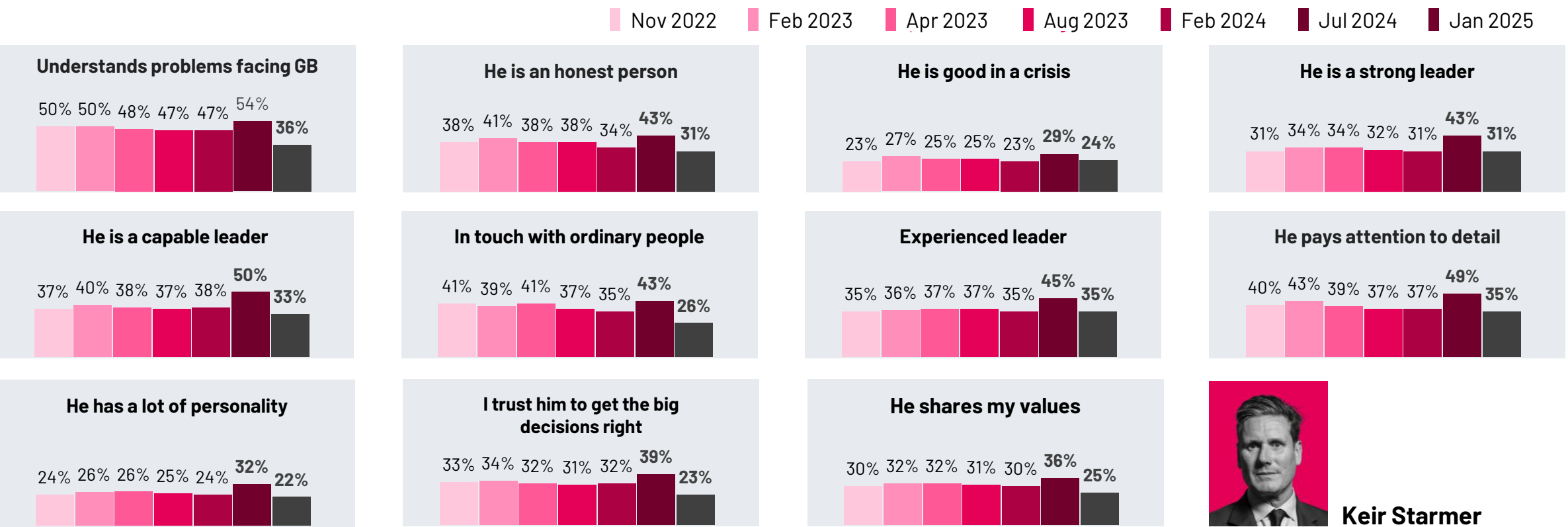
Keir Starmer
The Prime Minister



Base: 1,139 Online British adults aged 18+, 10-13 January 2025

Image of the Keir Starmer: Trend data

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

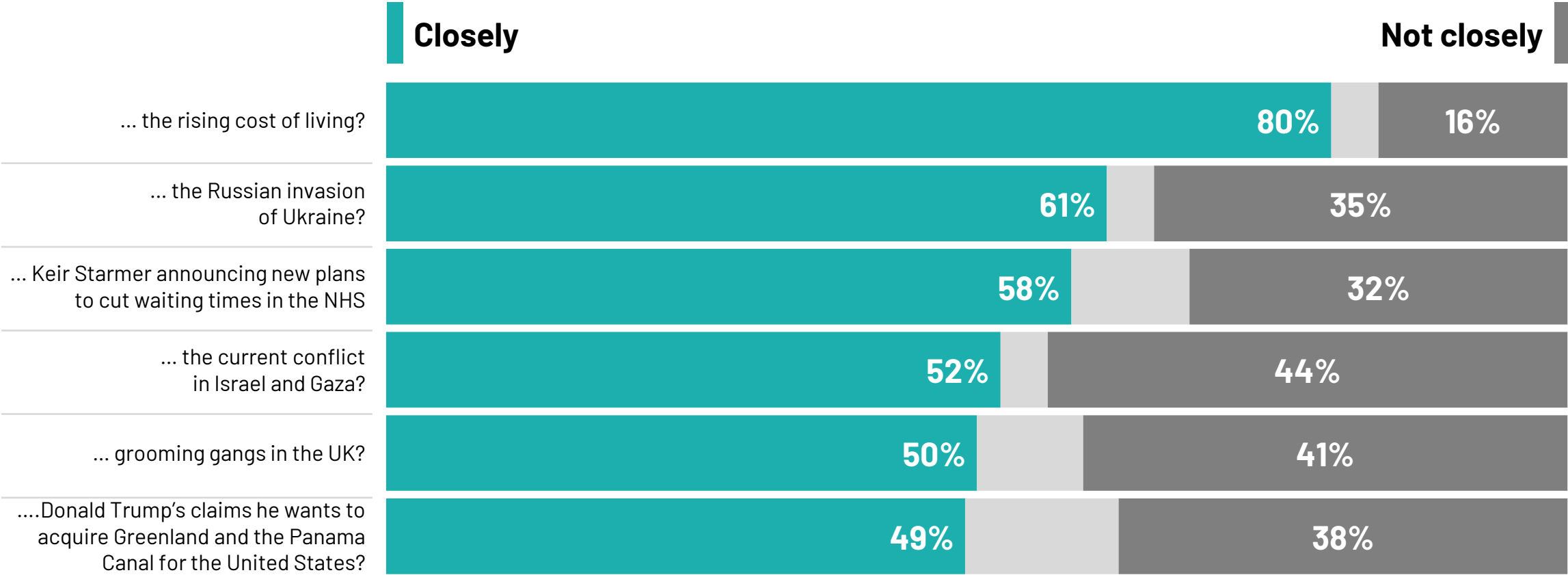


Base: 1,139 Online British adults aged 18+, 10-13 January 2025



4 in 5 Brits have been following stories about the cost of living closely

Now thinking about the news and current affairs, how closely, if at all, have you been following stories about...?



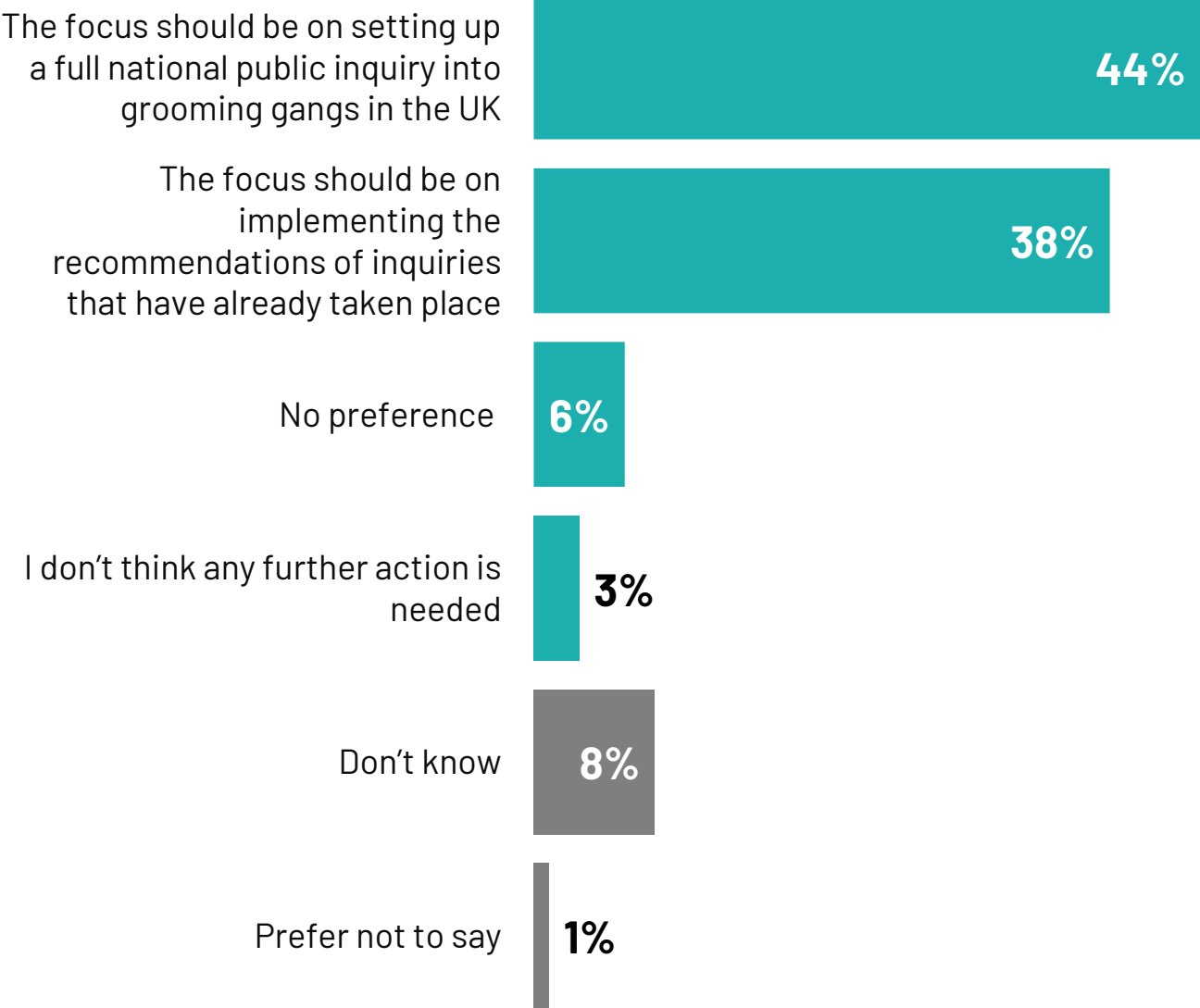
Base: 1,139 Online British adults aged 18+, 10-13 January 2025

Brits are slightly more likely to think a full national inquiry into grooming gangs should be set up

You may be aware of the grooming gangs scandal. This refers to multiple cases where groups of men have been convicted of sexually abusing and raping young girls around the UK. The debate has particularly focused on some high-profile cases where the majority of known perpetrators were of Pakistani heritage. A number of local inquiries have been held over the years (such as a 2014 inquiry in Rotherham that looked at cases of abuse there between 1997 and 2013) and a national inquiry on child sexual exploitation more generally was published in 2022. This national inquiry included findings on grooming gangs among other examples of sexual offences against children and failures of institutions to protect children.

More recently, some have called for a national public inquiry into grooming gangs specifically to take place.

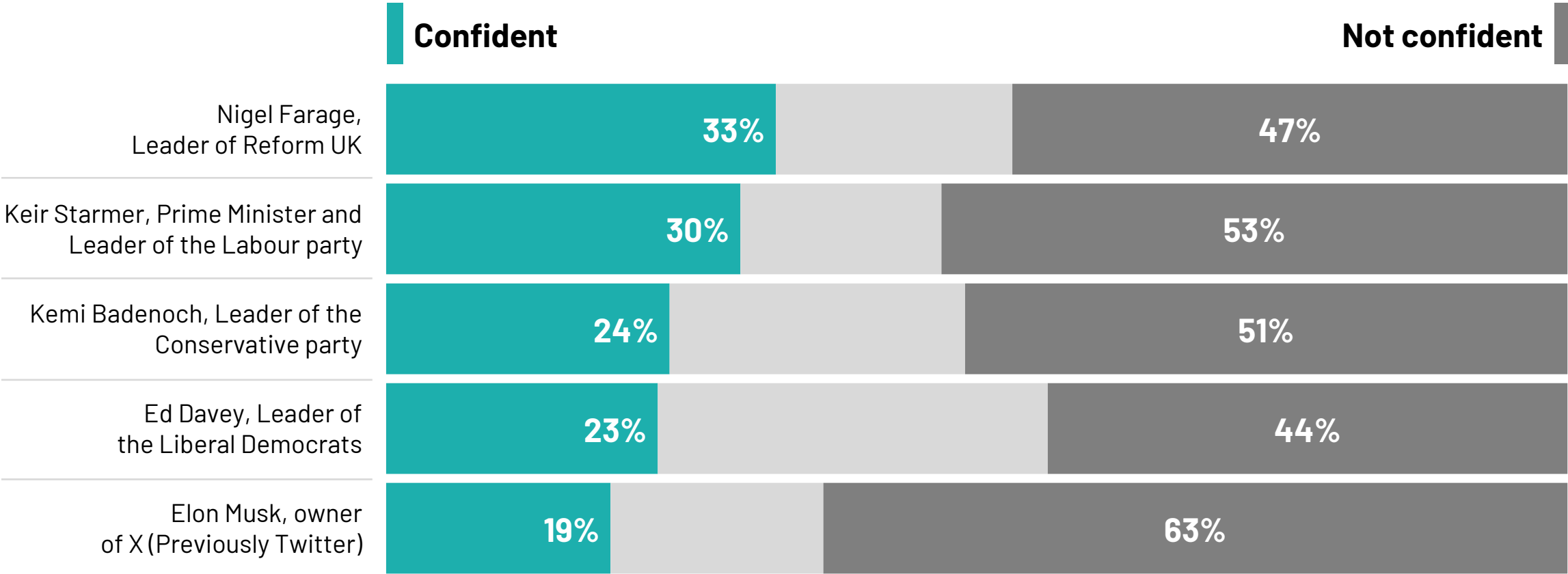
Q. If you had to choose, which of the following, if either, comes closest to your view on what should happen next?



Base: 1,139 Online British adults aged 18+, 10-13 January 2025

The public are not confident that any of the main party leaders have the right solutions when it comes to dealing with grooming gangs in the UK

How confident, if at all, are you that the following have the right solutions when it comes to dealing with grooming gangs in the UK?



Base: 1,139 Online British adults aged 18+, 10-13 January 2025



January 2025 Political Pulse

For more information

Gideon Skinner

Research Director

gideon.skinner@ipsos.com

Cameron Garrett

Research Director

cameron.garrett@ipsos.com

Keiran Pedley

Research Director

keiran.pedley@ipsos.com

Ben Roff

Senior Research Executive

ben.roff@ipsos.com

Laura King

Research Executive

laura.king@ipsos.com