

Ipsos Political Pulse

March 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?

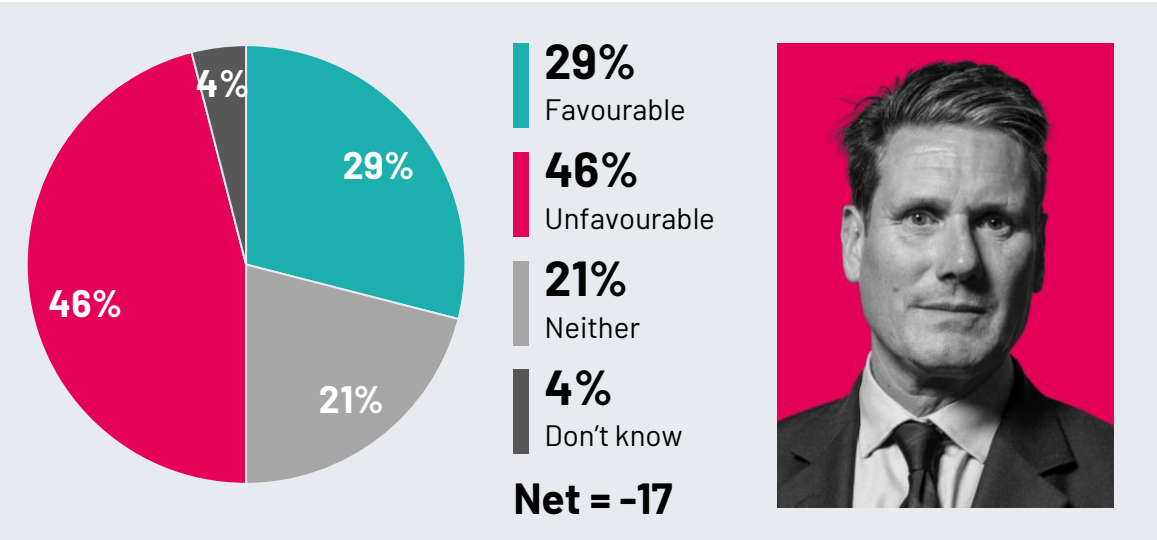
	Favourable	Unfavourable	Net	Swing vs Feb '25
Keir Starmer	29%	46%	-17	+8.5
Nigel Farage	29%	49%	-20	-2.5
Ed Davey	24%	30%	-6	+3
Kemi Badenoch	18%	44%	-26	+1.5
Rachel Reeves	17%	50%	-33	+3

Base: 1132 Online British adults aged 18+, 14-17 March 2025

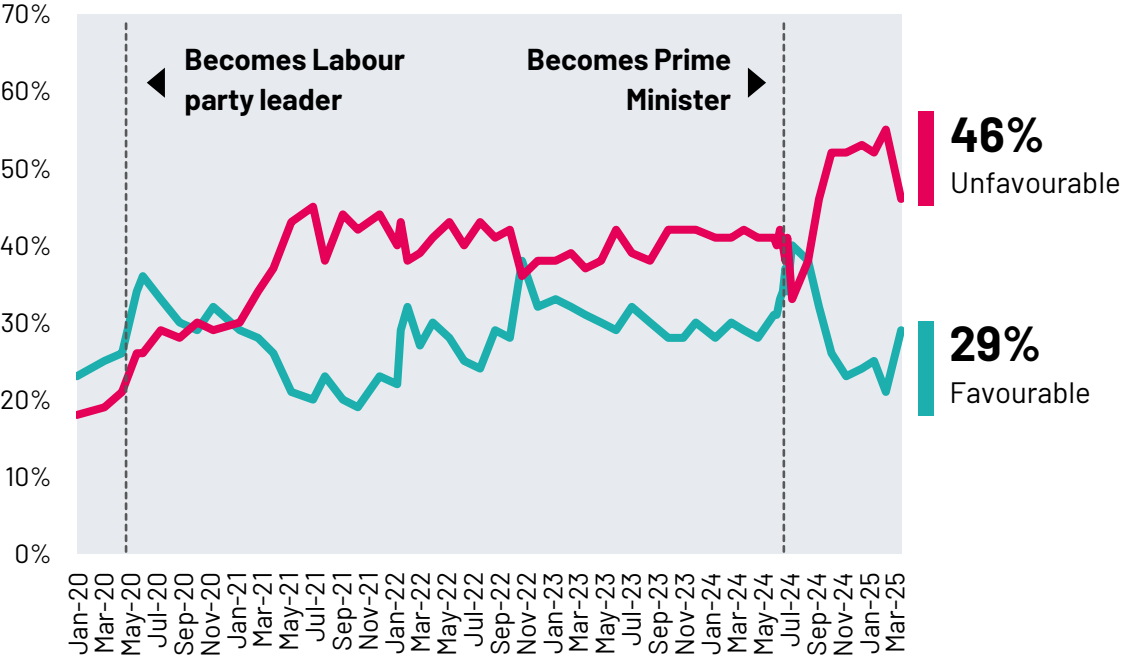
Keir Starmer: Favourability

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

March 2025



January 2020 – March 2025

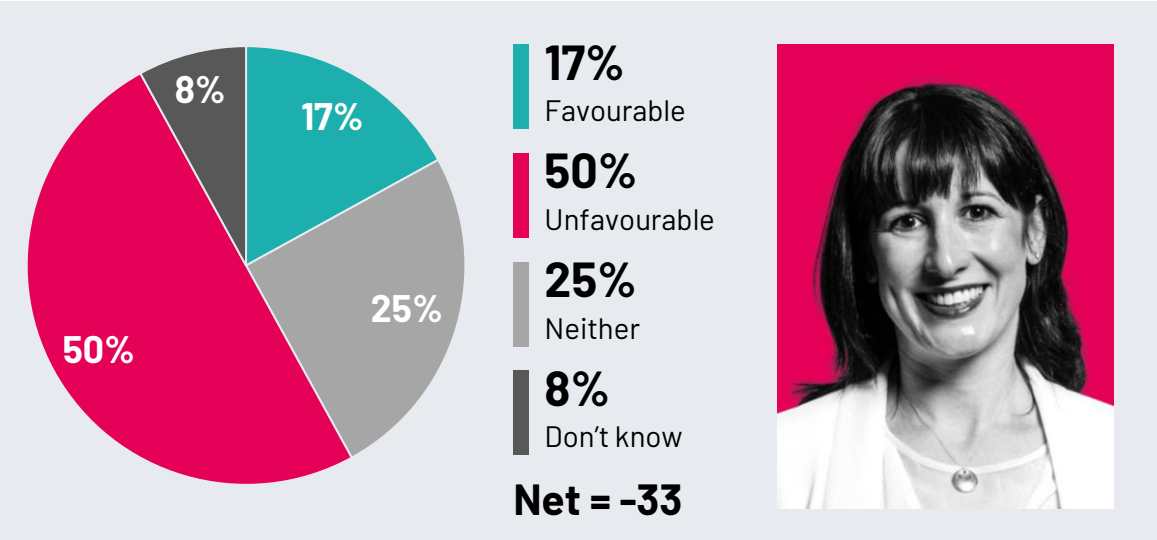


Base: 1132 Online British adults aged 18+, 14-17 March 2025

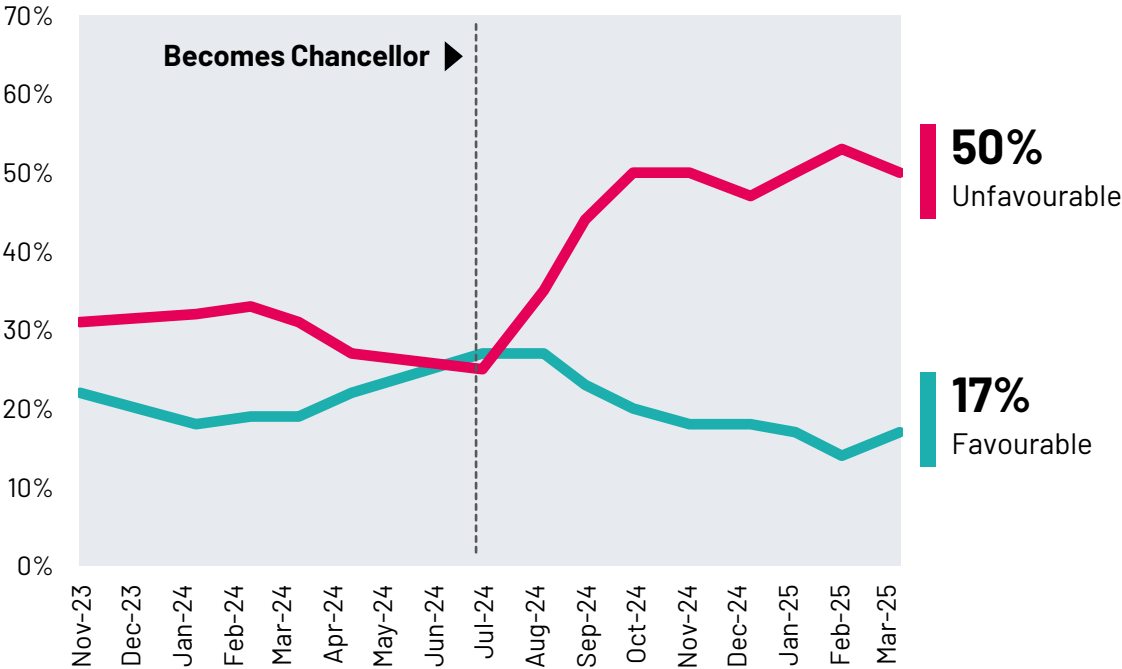
Rachel Reeves: Favourability

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

March 2025



November 2023 – March 2025

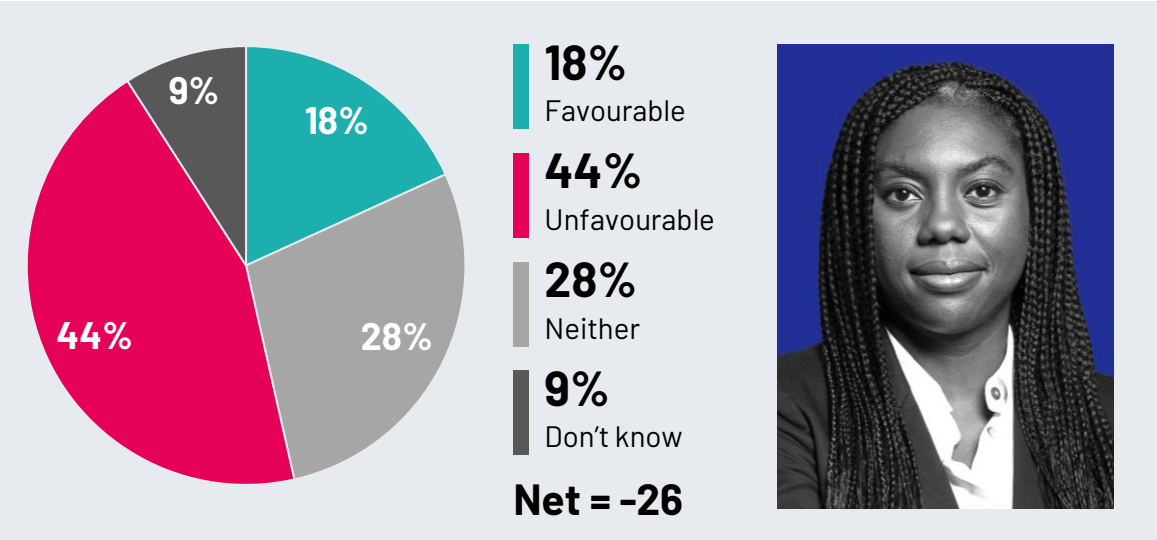


Base: 1132 Online British adults aged 18+, 14-17 March 2025

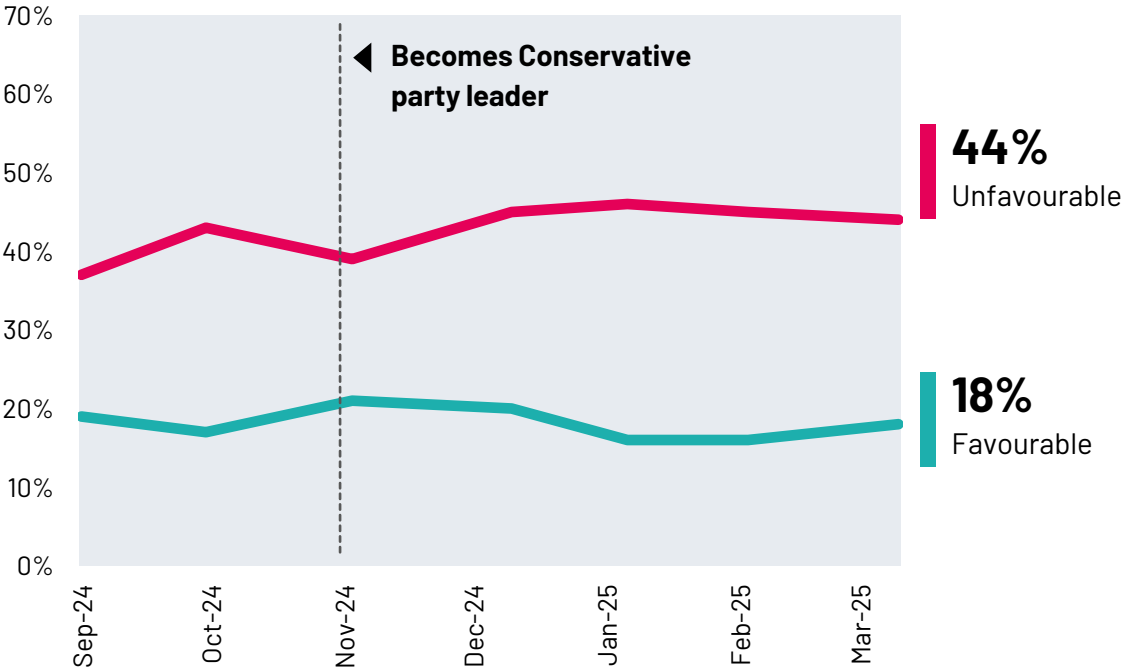
Kemi Badenoch: Favourability

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

March 2025



September 2024 – March 2025

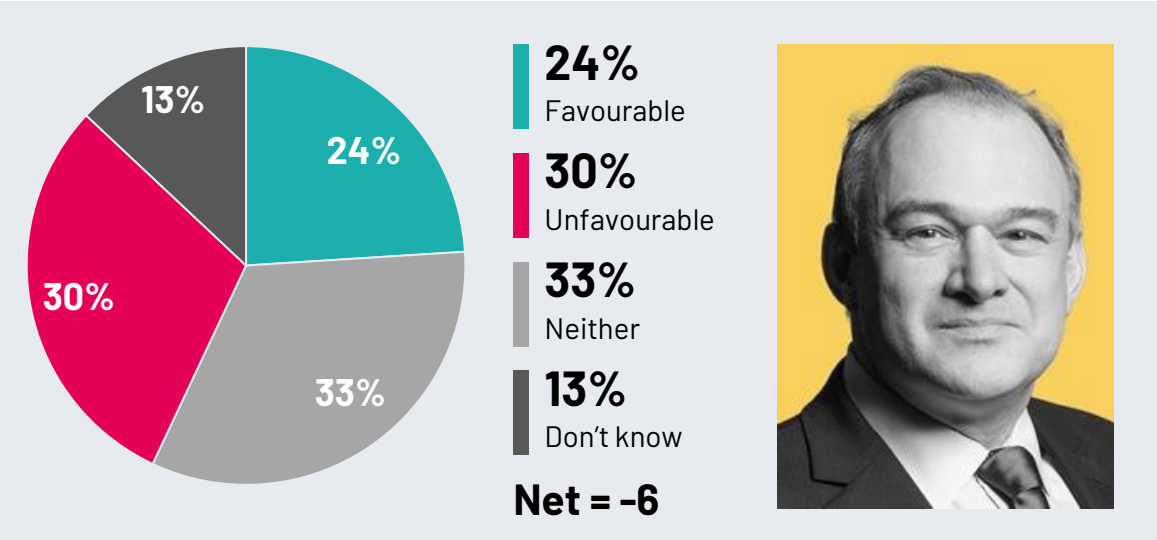


Base: 1132 Online British adults aged 18+, 14-17 March 2025

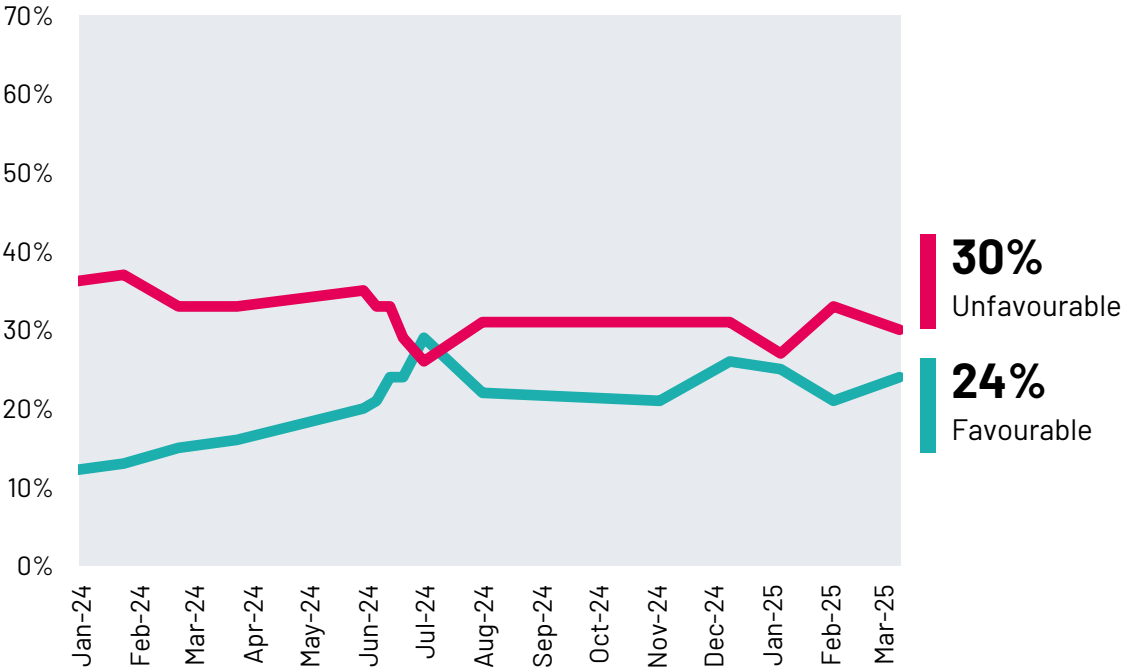
Ed Davey: Favourability

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

March 2025



January 2024 – March 2025

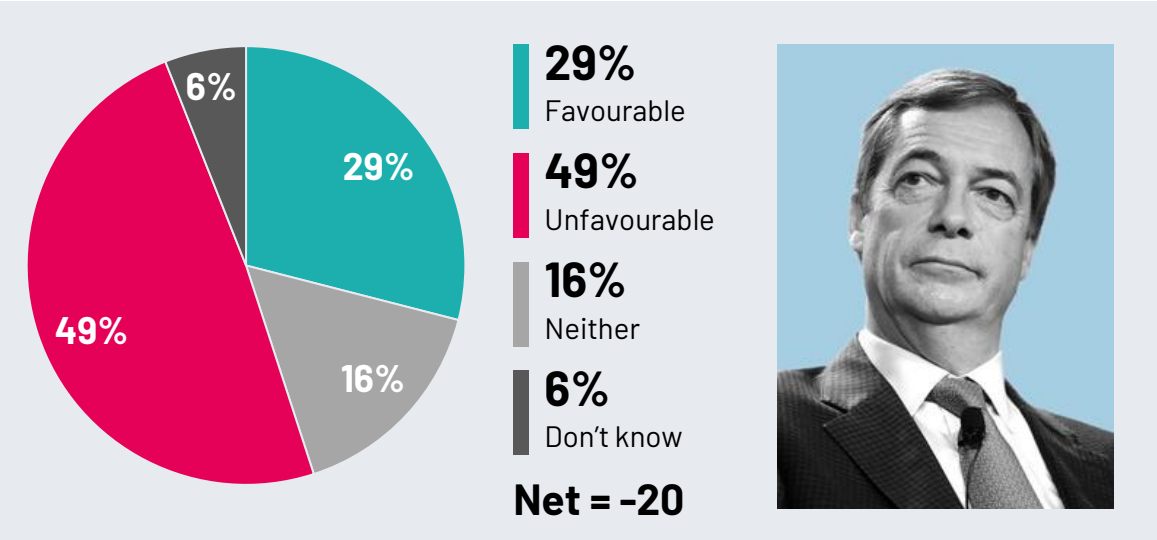


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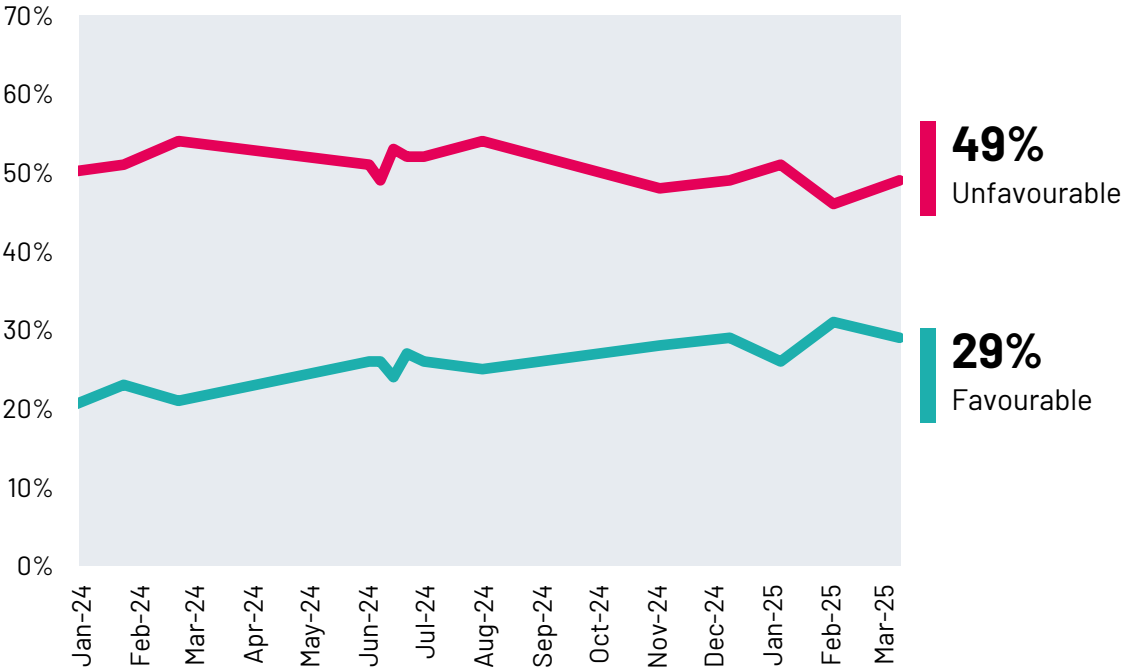
Nigel Farage: Favourability

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

March 2025



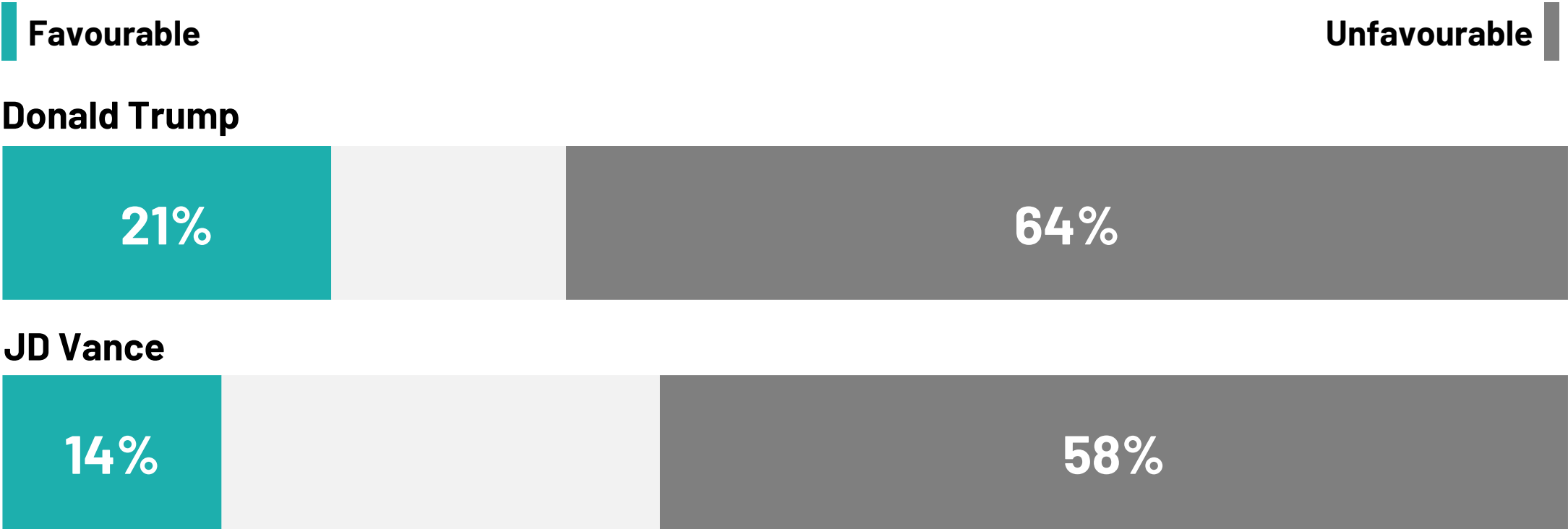
January 2024 – March 2025



Base: 1132 Online British adults aged 18+, 14-17 March 2025

US Politician Favourability

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

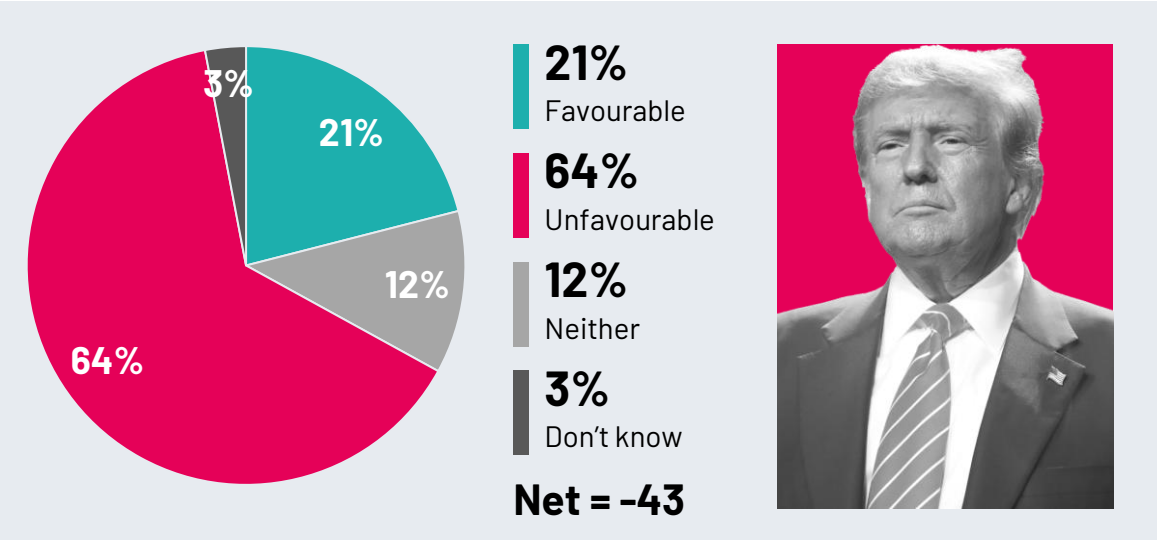


Base: 1132 Online British adults aged 18+, 14-17 March 2025

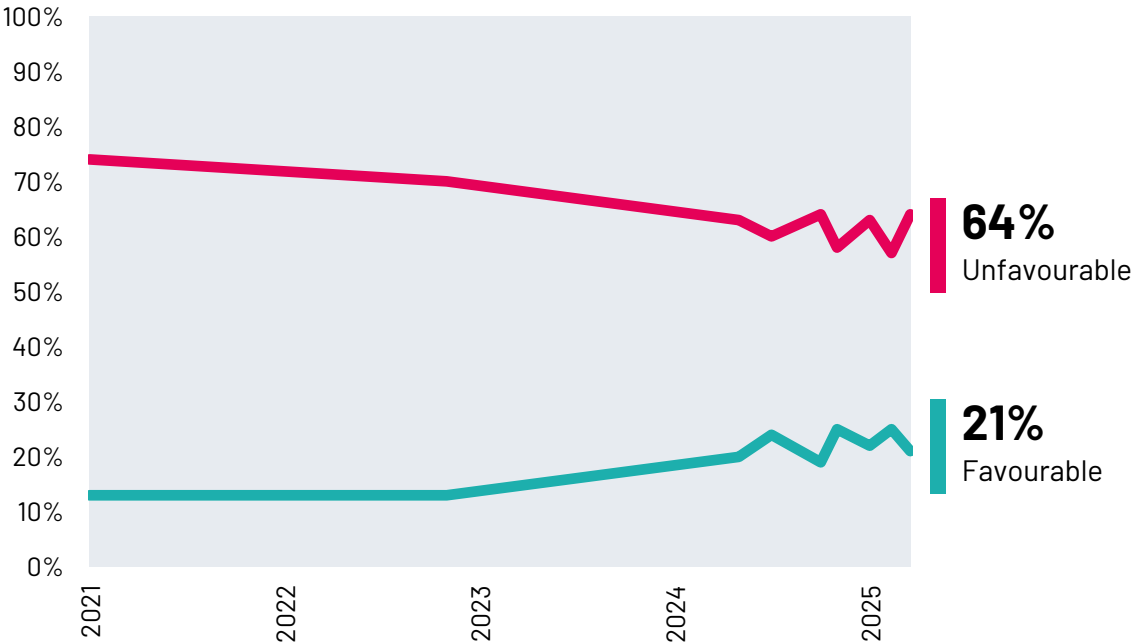
Donald Trump: Favourability

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

March 2025



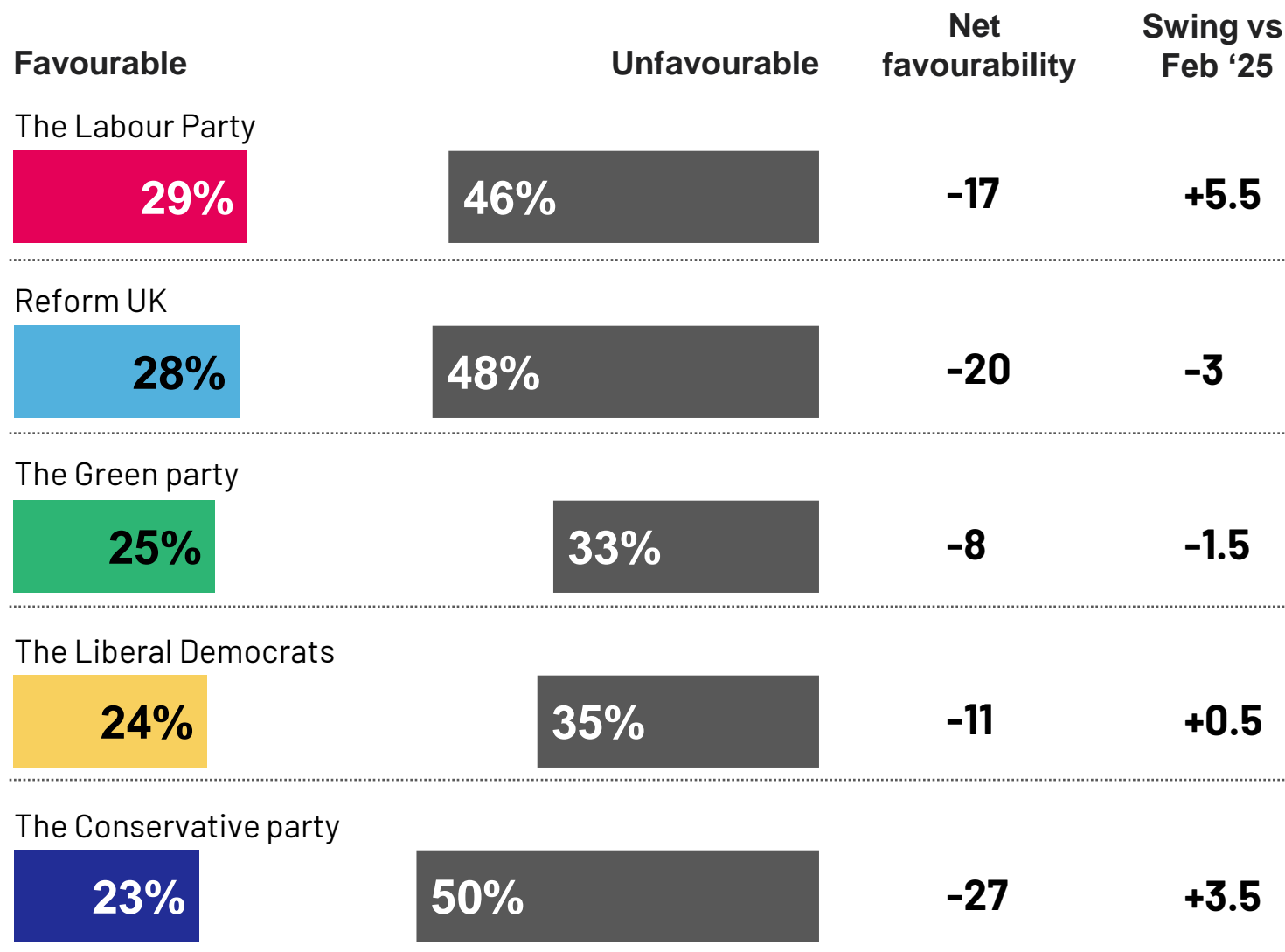
January 2021 – March 2025



Base: 1132 Online British adults aged 18+, 14-17 March 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?

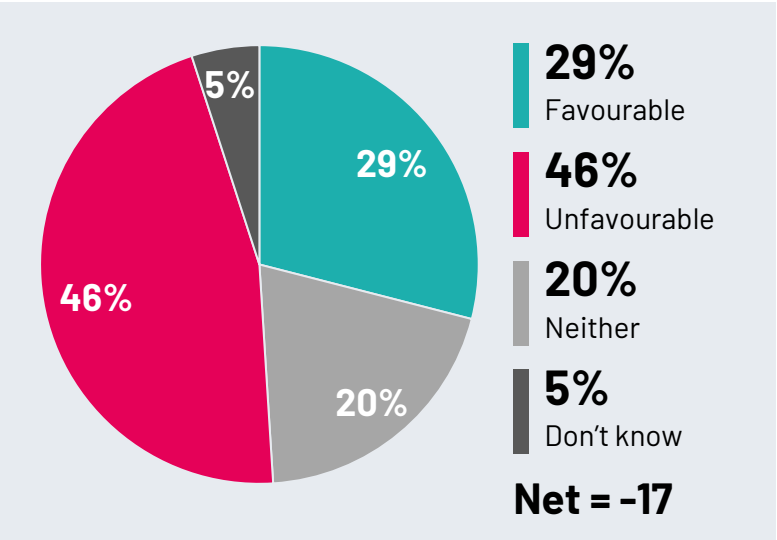


Base: 1132 Online British adults aged 18+, 14-17 March 2025

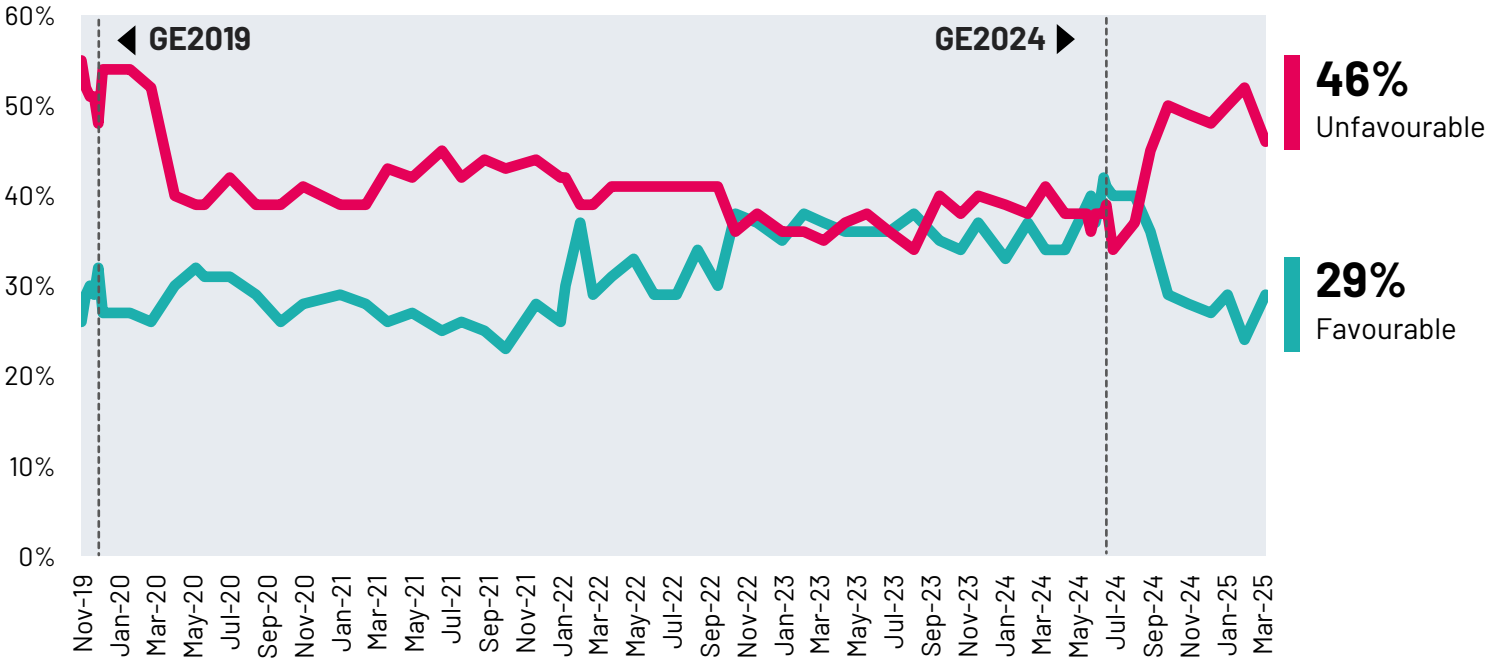
The Labour party: Favourability

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

March 2025



November 2019 – March 2025

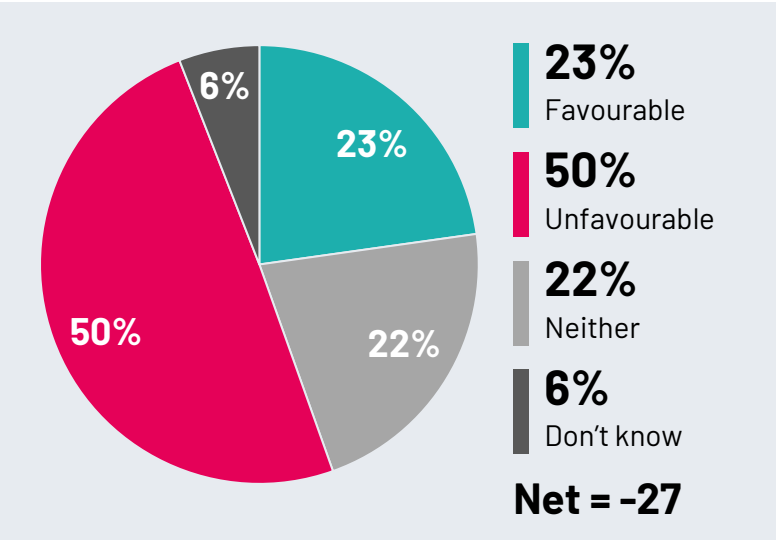


Base: 1132 Online British adults aged 18+, 14-17 March 2025

The Conservative party: Favourability

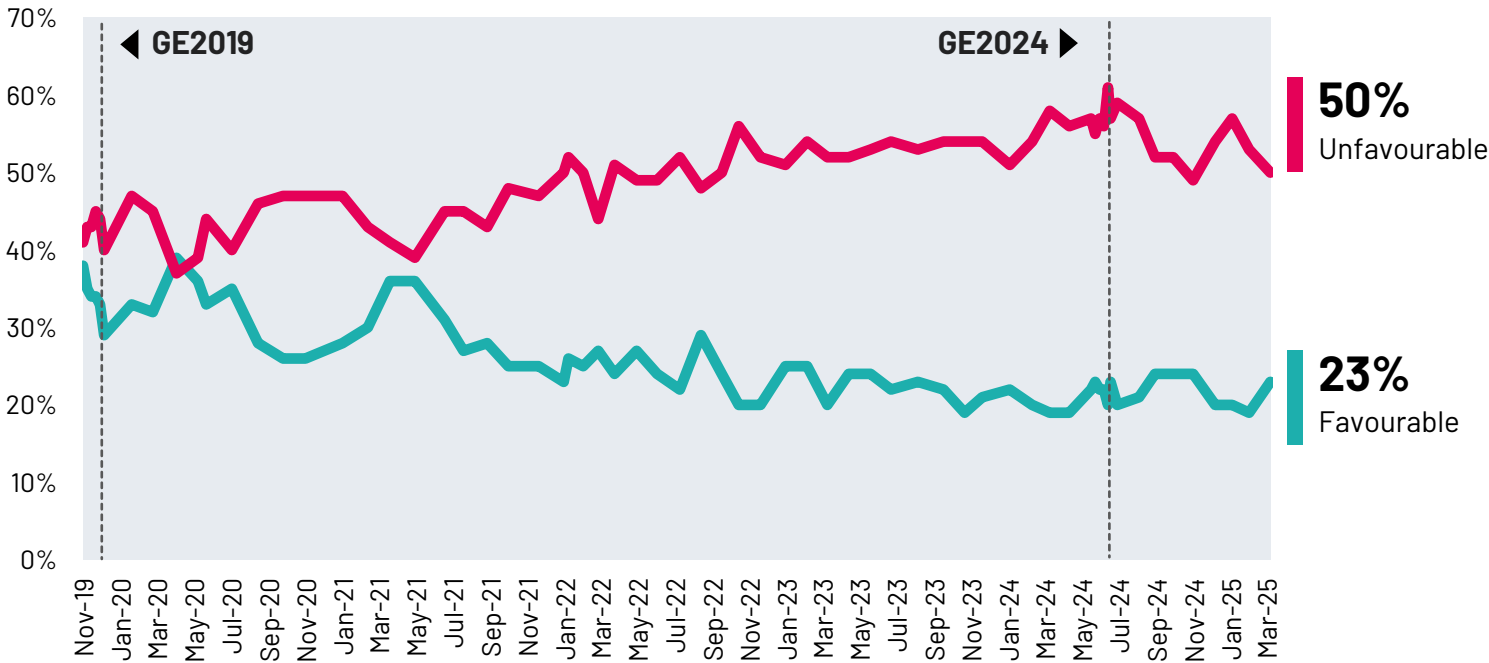
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? The Conservative party

March 2025



Base: 1132 Online British adults aged 18+, 14-17 March 2025

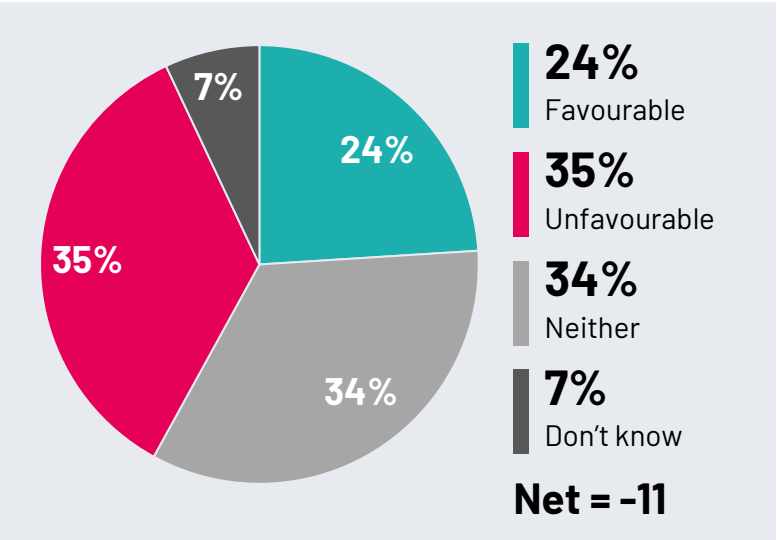
November 2019 – March 2025



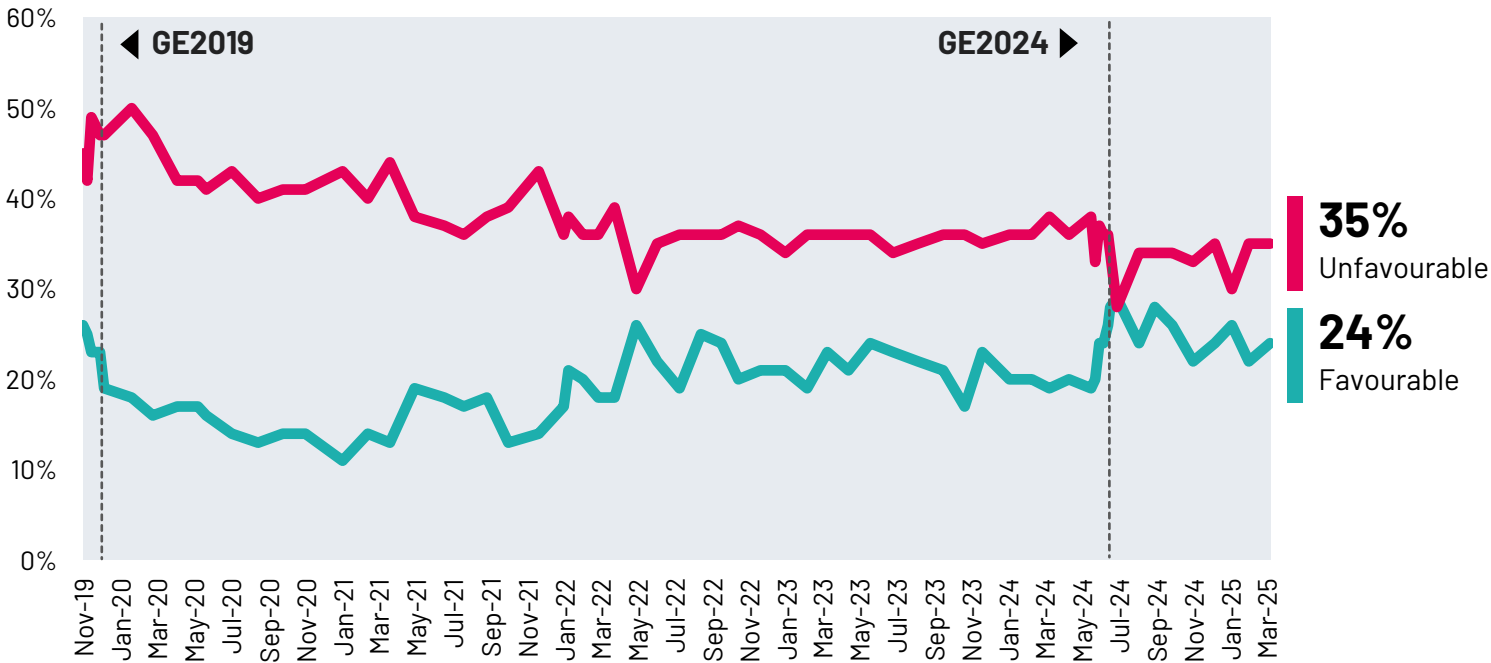
The Liberal Democrats: Favourability

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

March 2025



November 2019 - March 2025

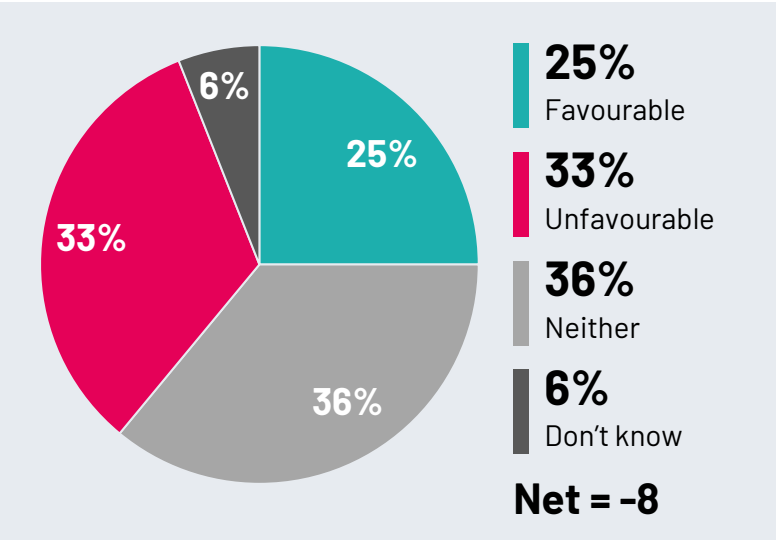


Base: 1132 Online British adults aged 18+, 14-17 March 2025

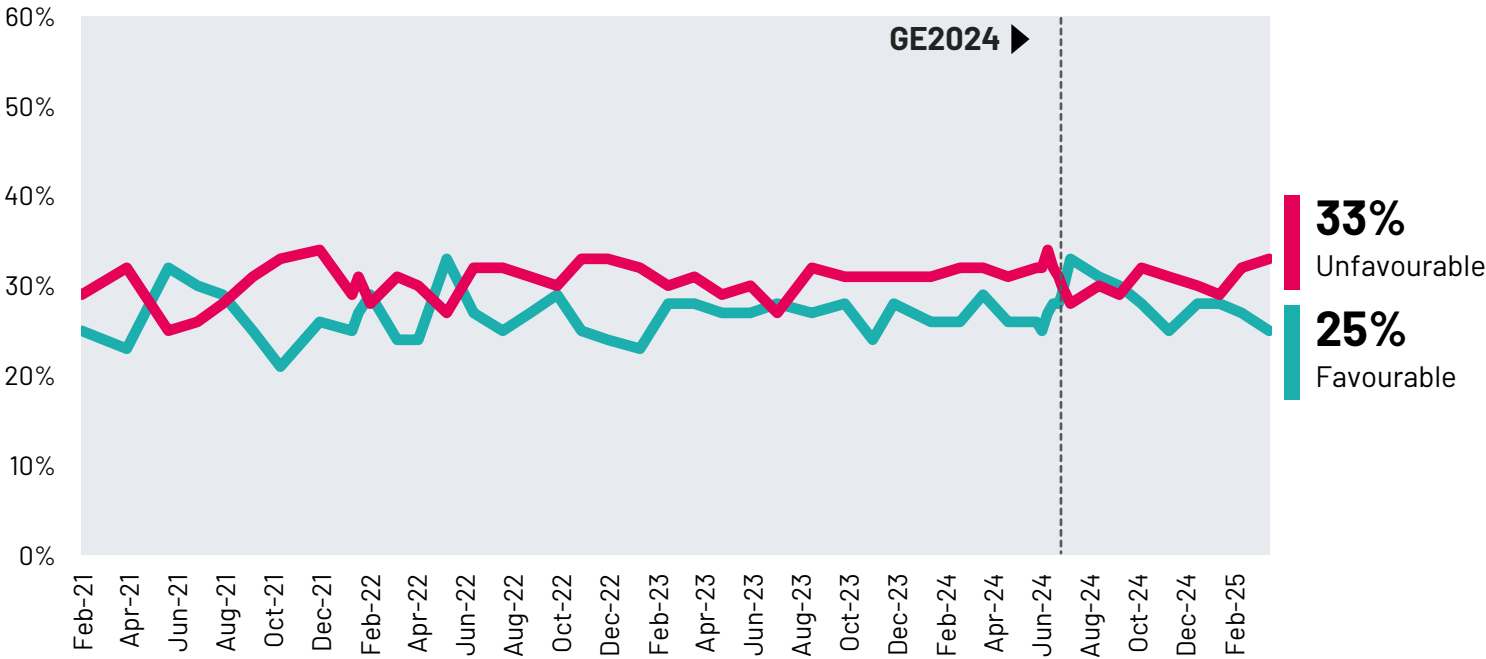
The Green Party: Favourability

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

March 2025



February 2021 – March 2025



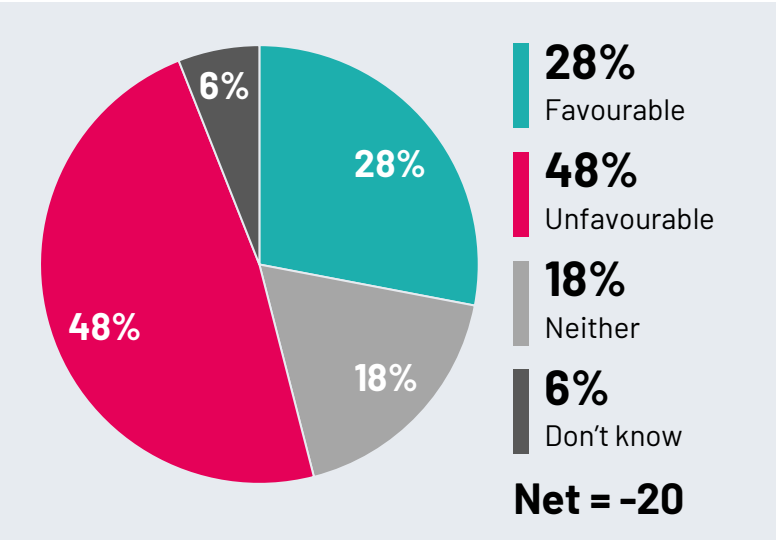
Base: 1132 Online British adults aged 18+, 14-17 March 2025



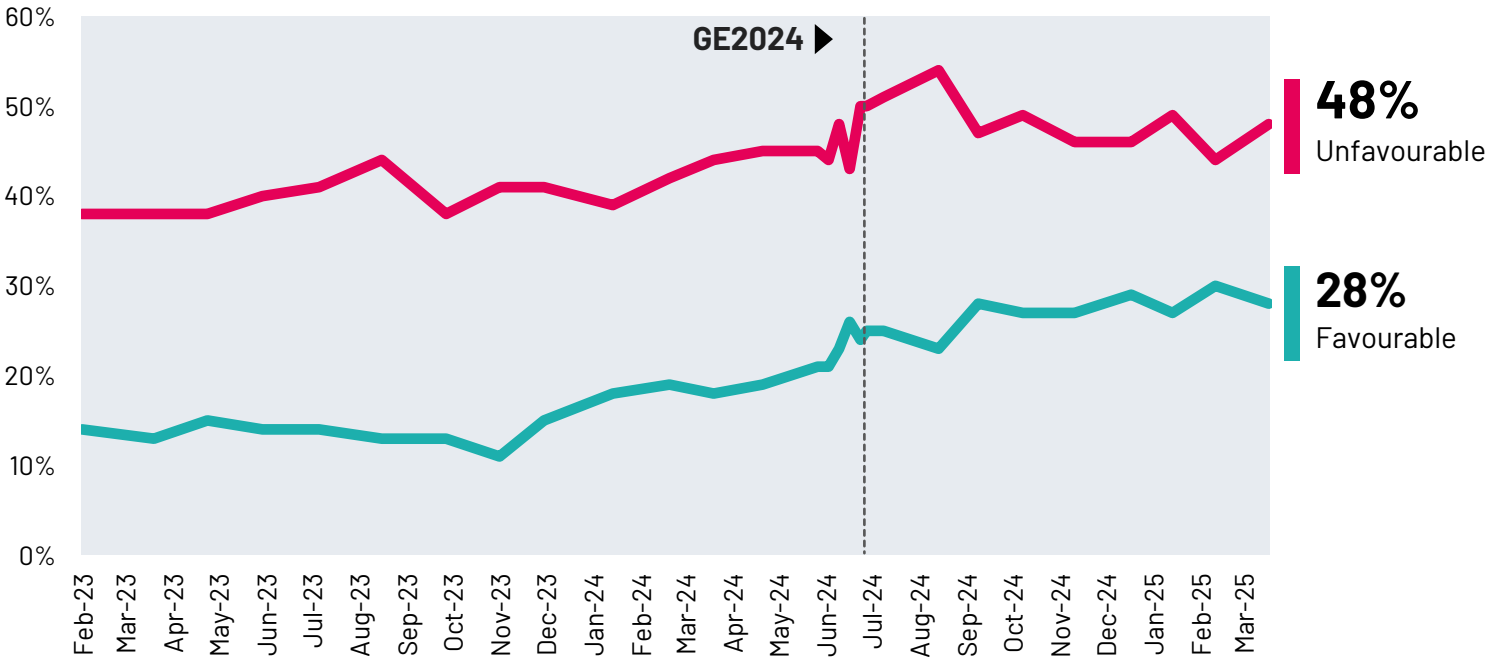
Reform UK: Favourability

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

March 2025



February 2023 – March 2025

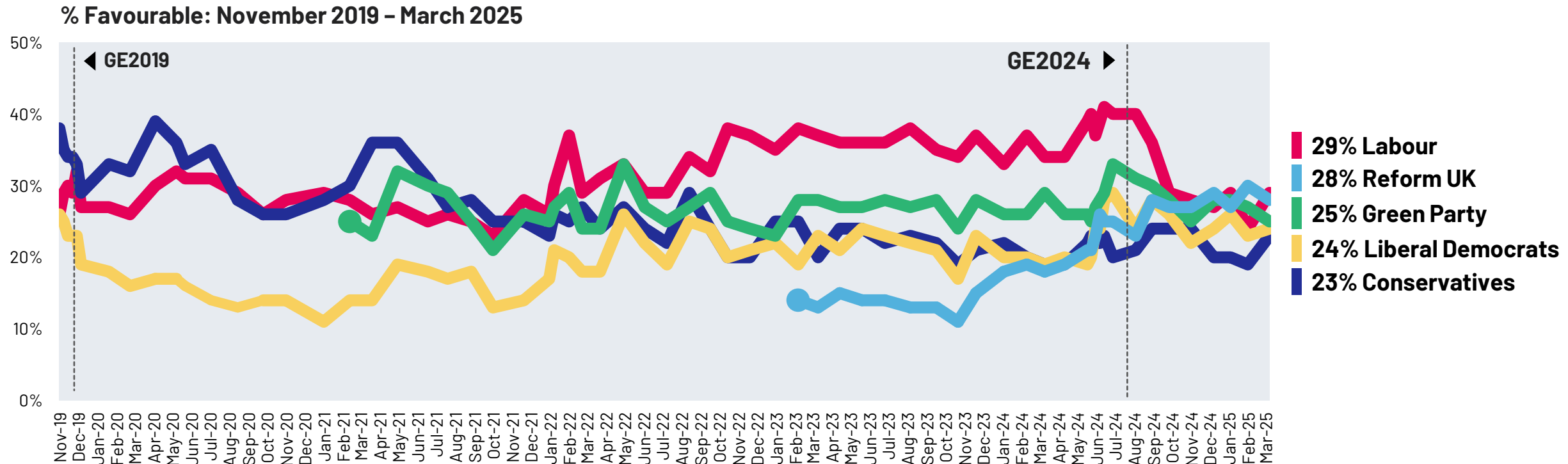


Base: 1132 Online British adults aged 18+, 14-17 March 2025



Political parties: Favourability

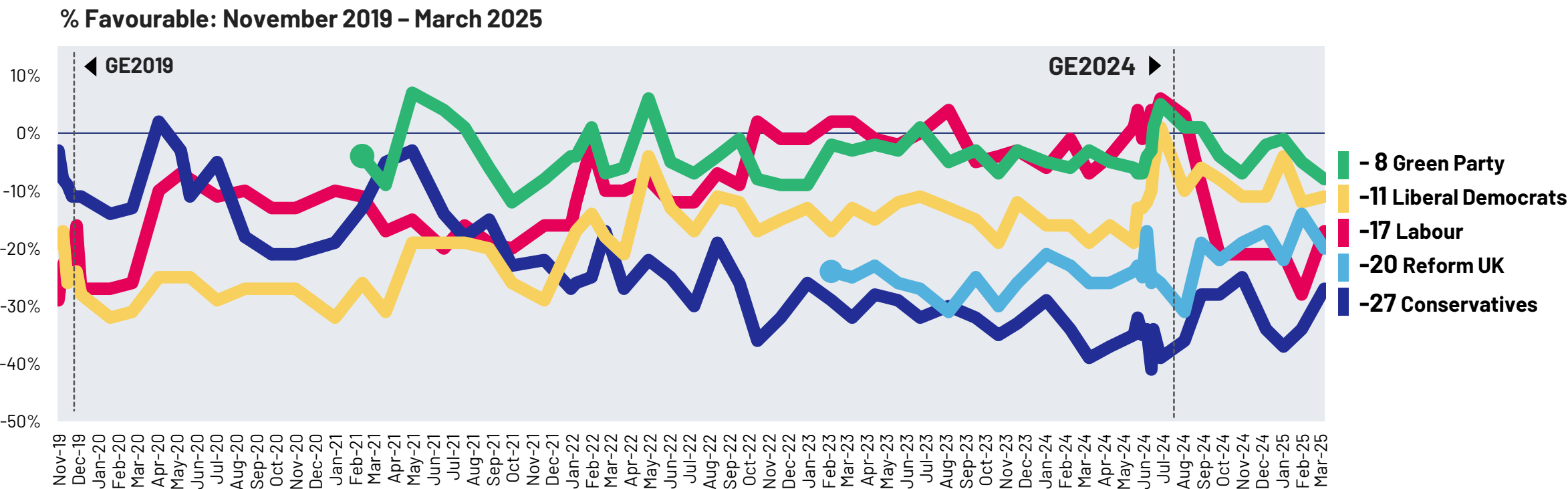
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties?



Base: 1132 Online British adults aged 18+, 14-17 March 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?

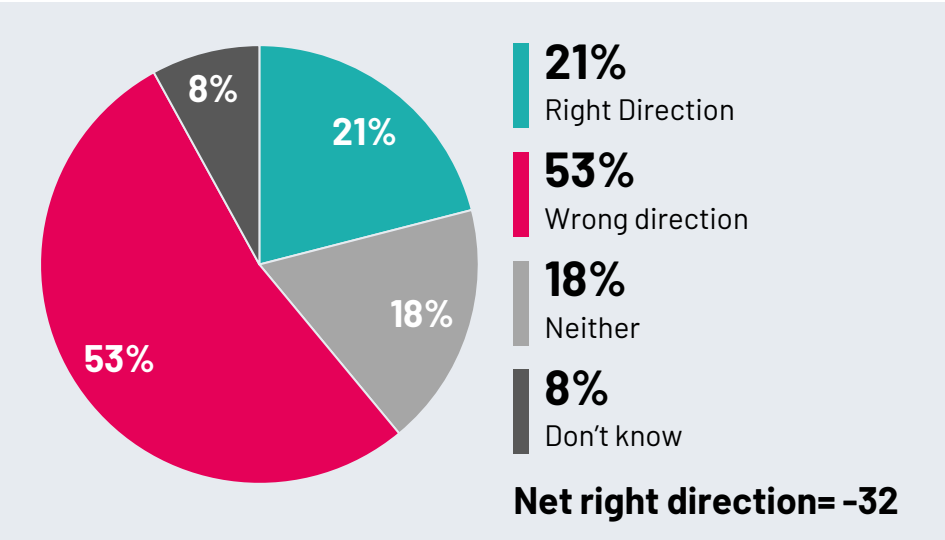


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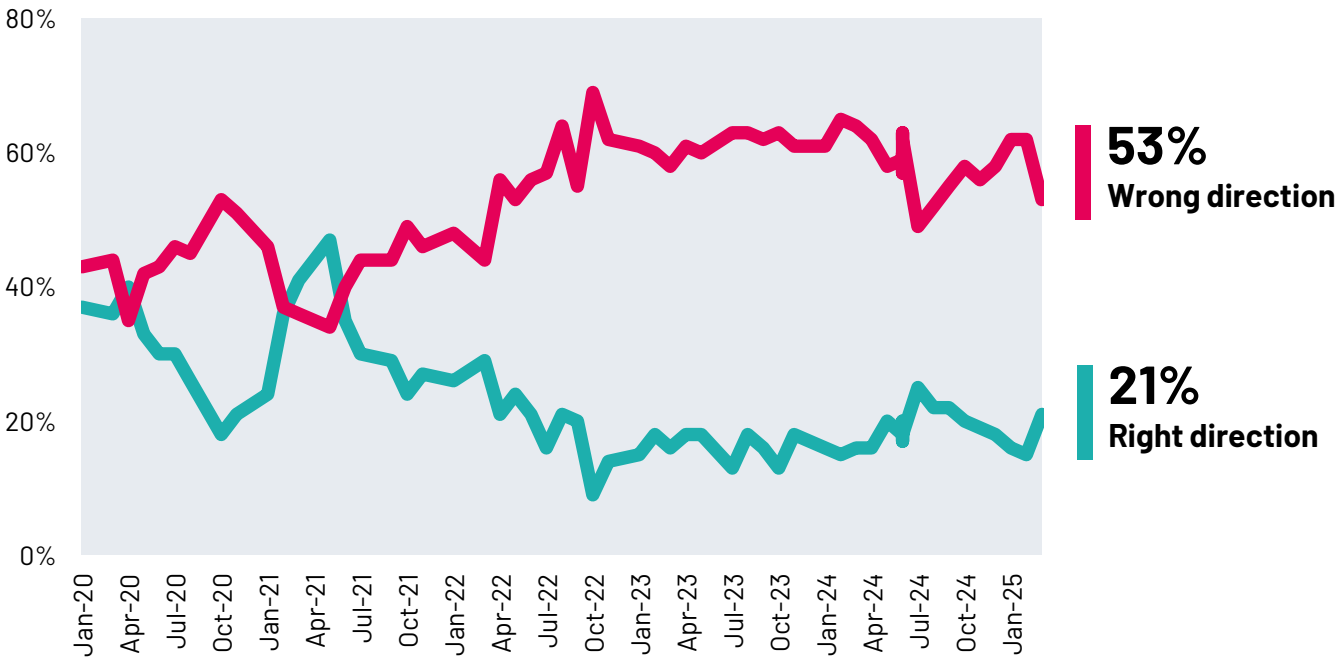
Direction of the country

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

March 2025



January 2020 - March 2025



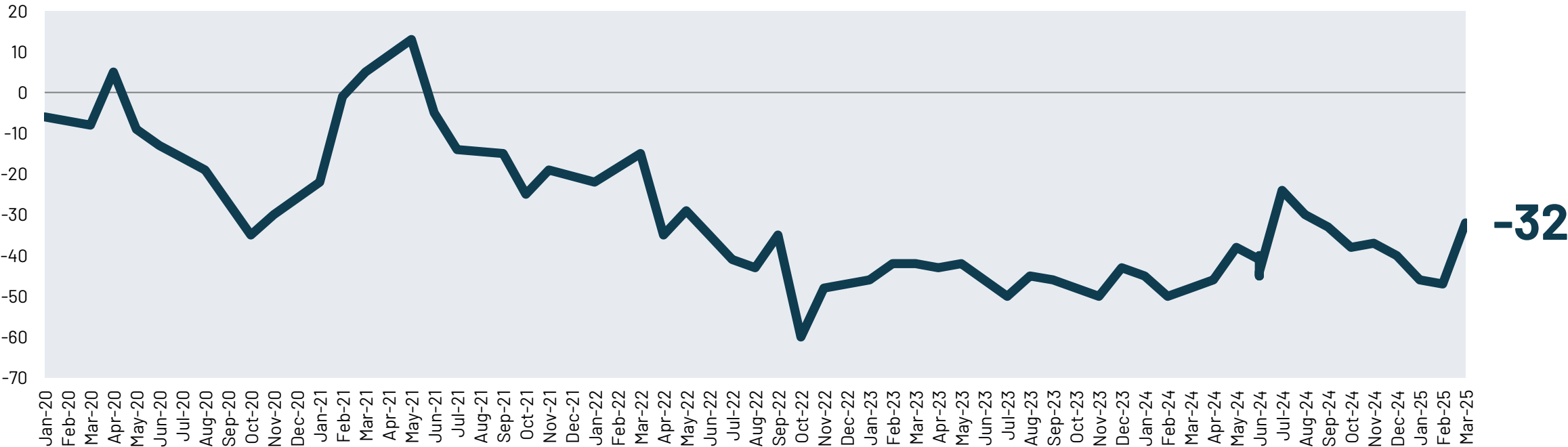
Base: 1132 Online British adults aged 18+, 14-17 March 2025



Direction of the country: January 2020 – March 2025

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

Net right direction



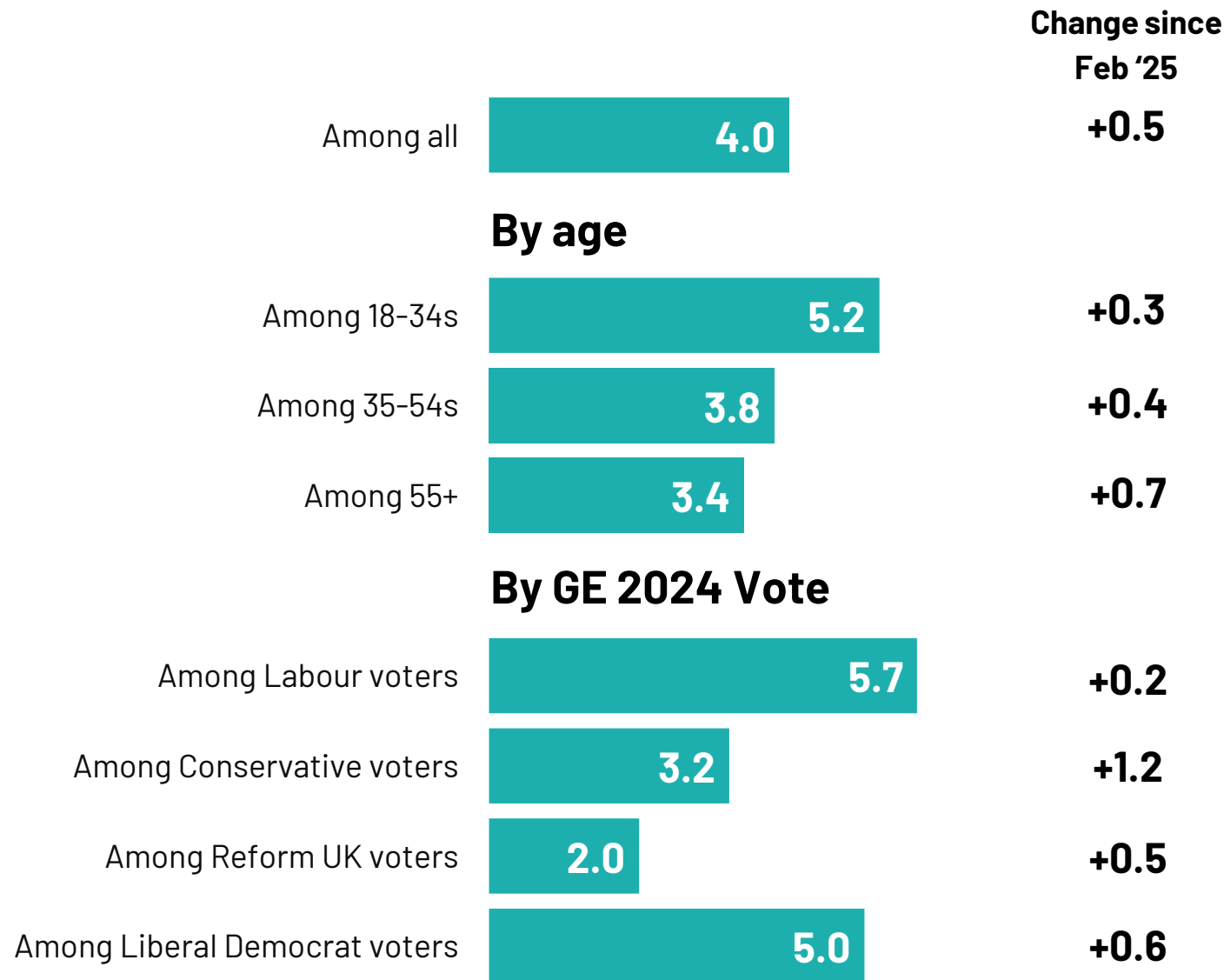
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How is the current Labour government performing?

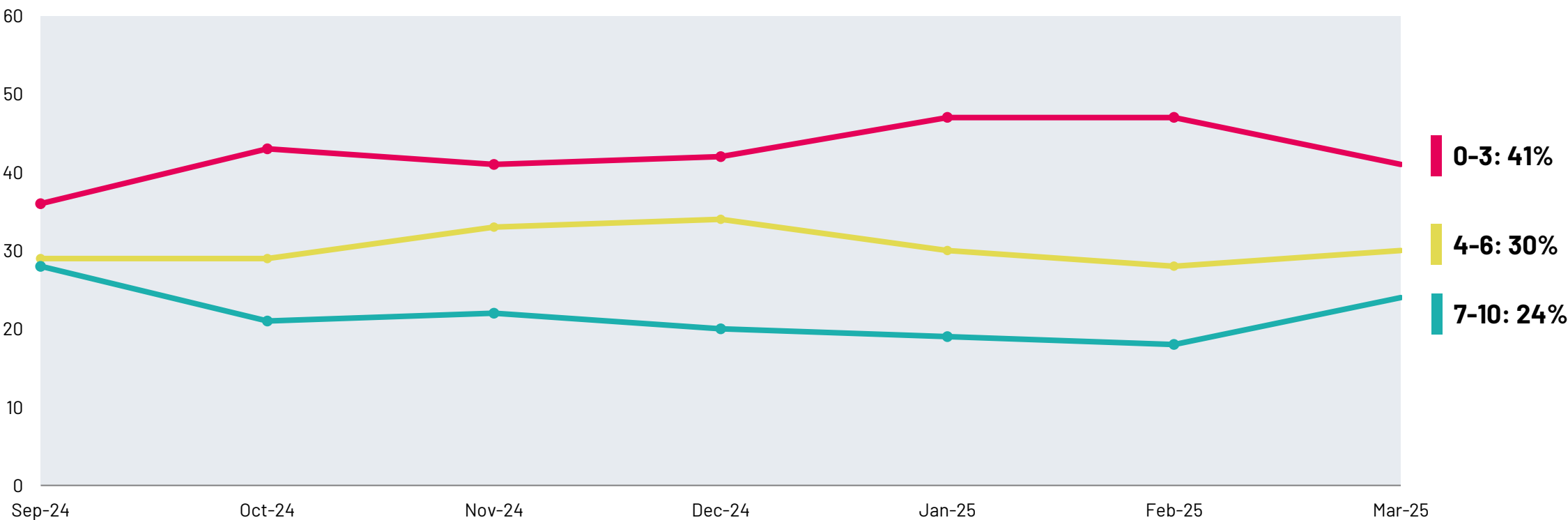
On a scale of 0 to 10, where 10 means a very good job and 0 means a very bad job, do you think the current Labour government is doing a good or bad job at running the country? **Mean scores**

Base: 1132 Online British adults aged 18+, including (343) 18-34-year-olds, (400) 35-54s, (389) 55-75s, (350) 2024 Labour voters, (184) 2024 Conservative voters, (118) 2024 Reform UK voters, and (85) 2024 Liberal Democrat voters, 14-17 March 2025
Note low base size



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**

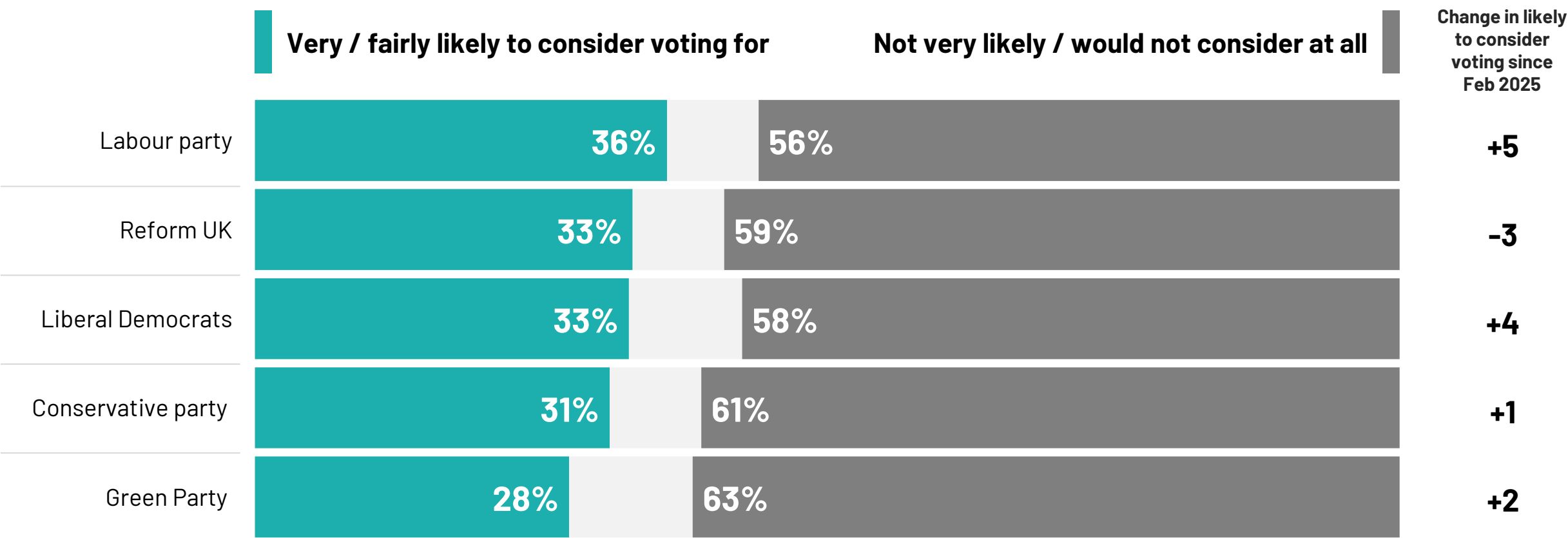


Base: 1132 Online British adults aged 18+, 14-17 March 2025



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: 1132 Online British adults aged 18+, 14-17 March 2025

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?

By 2024 General Election vote

Very / fairly likely to consider voting Not very likely / would not consider at all

Labour party



Conservative party

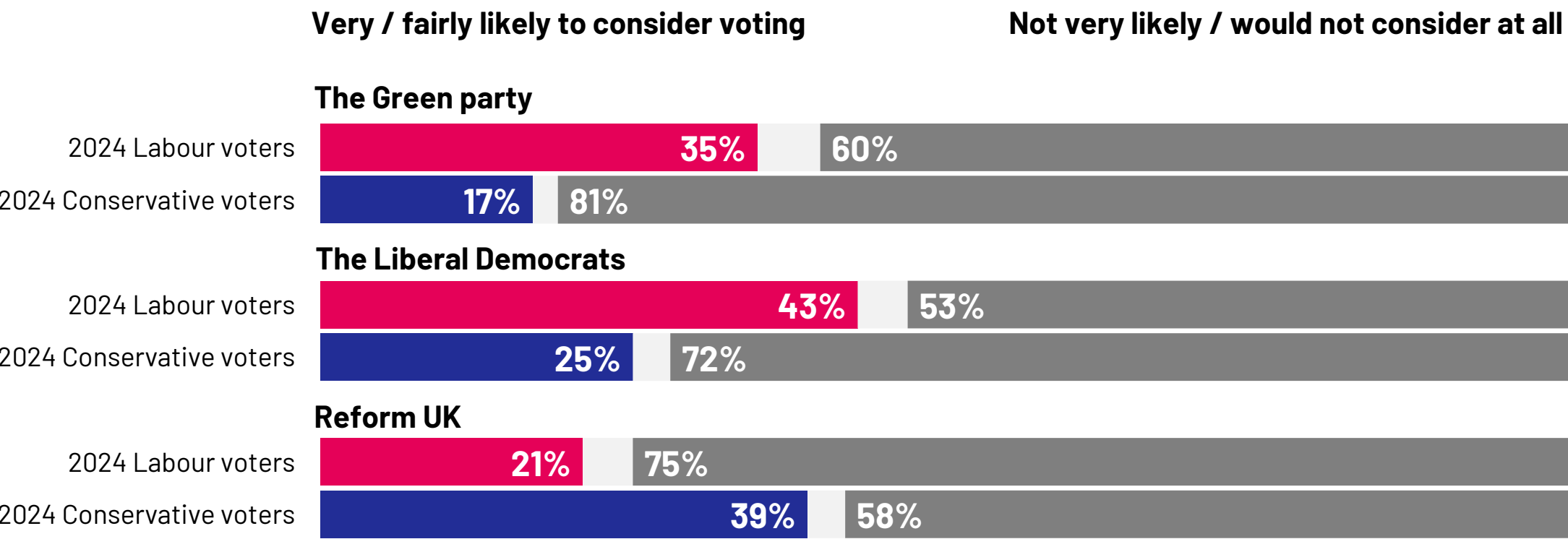


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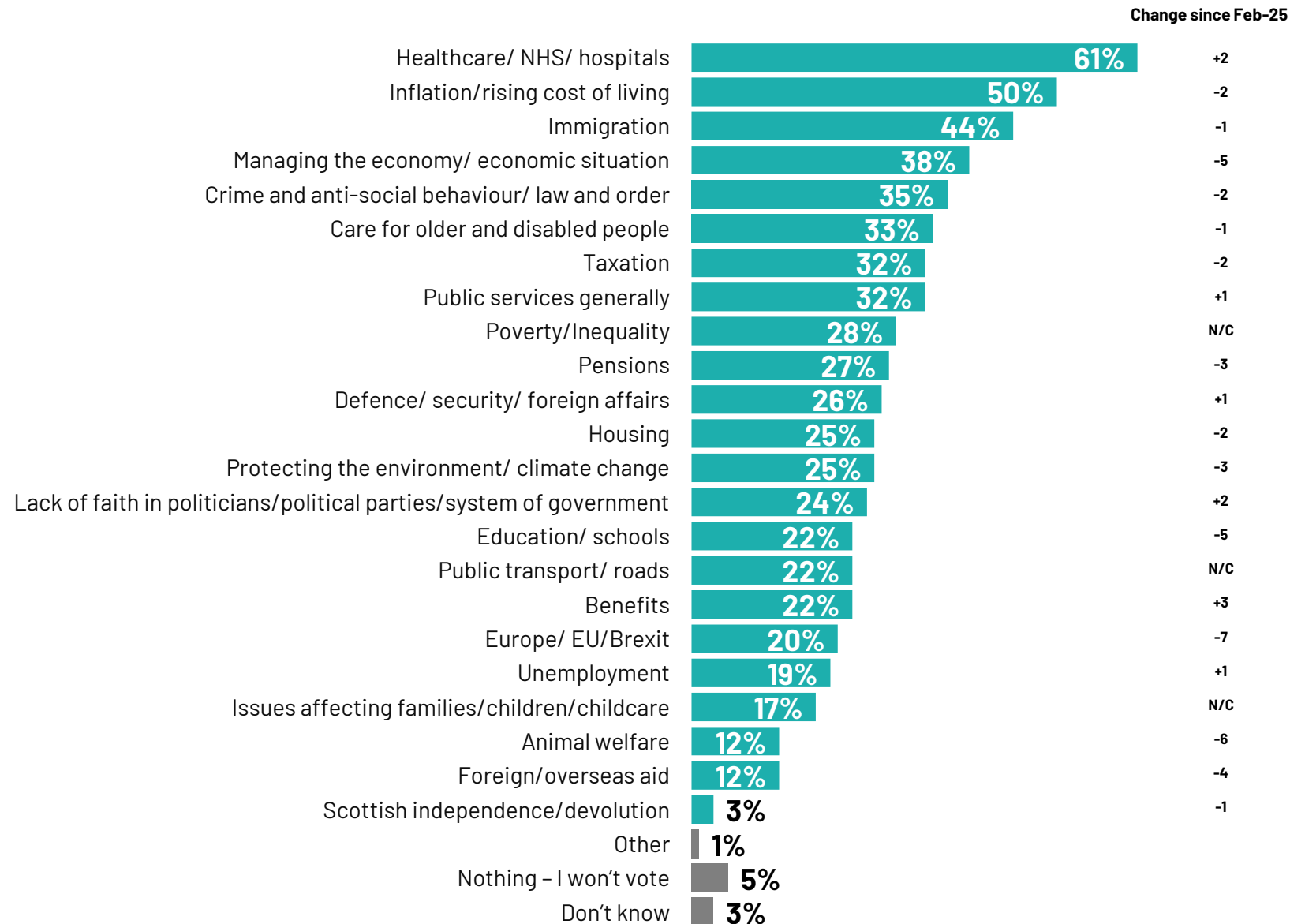
By 2024 General Election vote



Base: 1132 Online British adults aged 18+, 14-17 March 2025

The public continue to think that healthcare and the rising cost of living will be very important to them in helping them to decide which party 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?

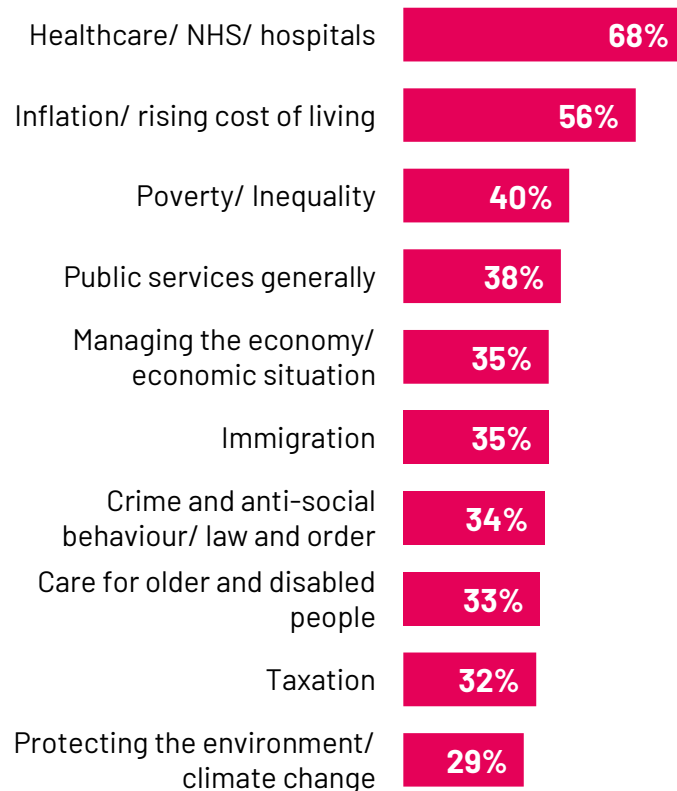


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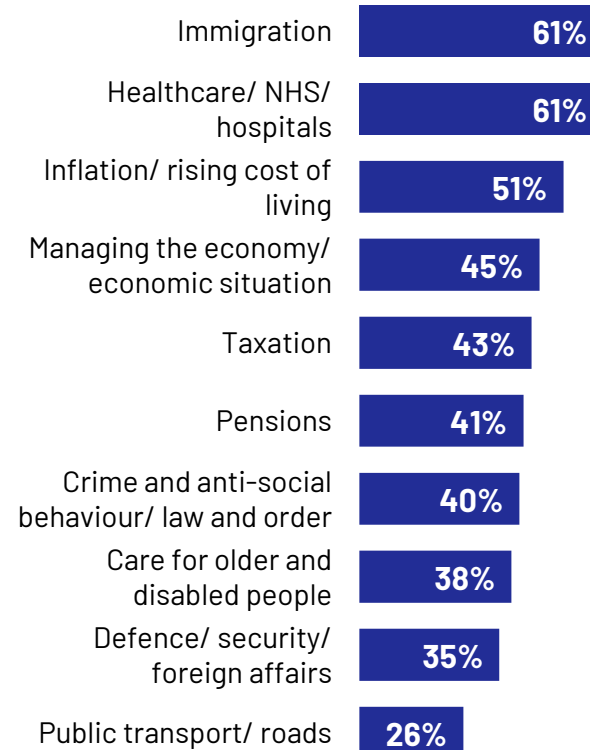
Which issues will help decide your vote? By party

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?

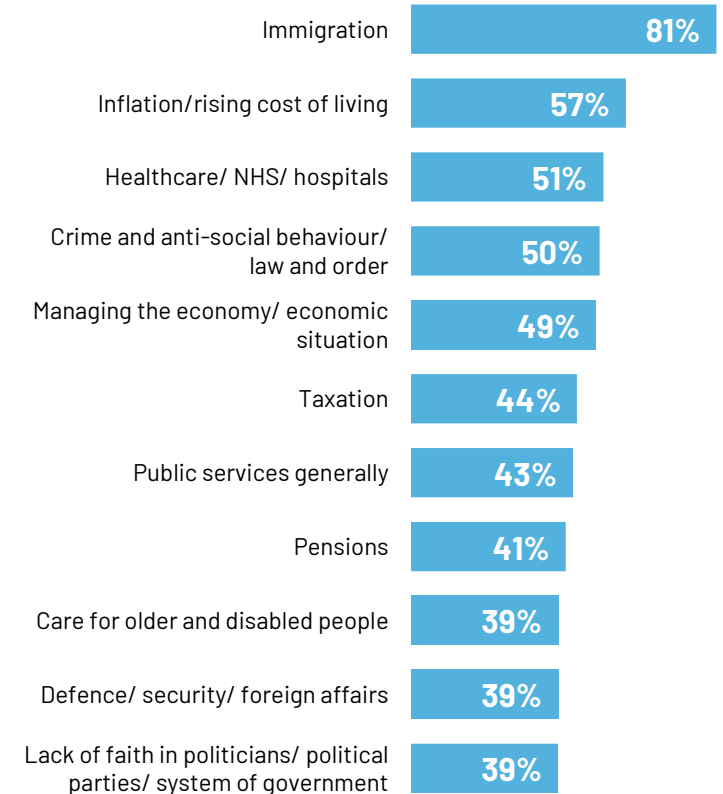
Top ten issues for 2024 Labour voters



Top ten issues for 2024 Conservative voters



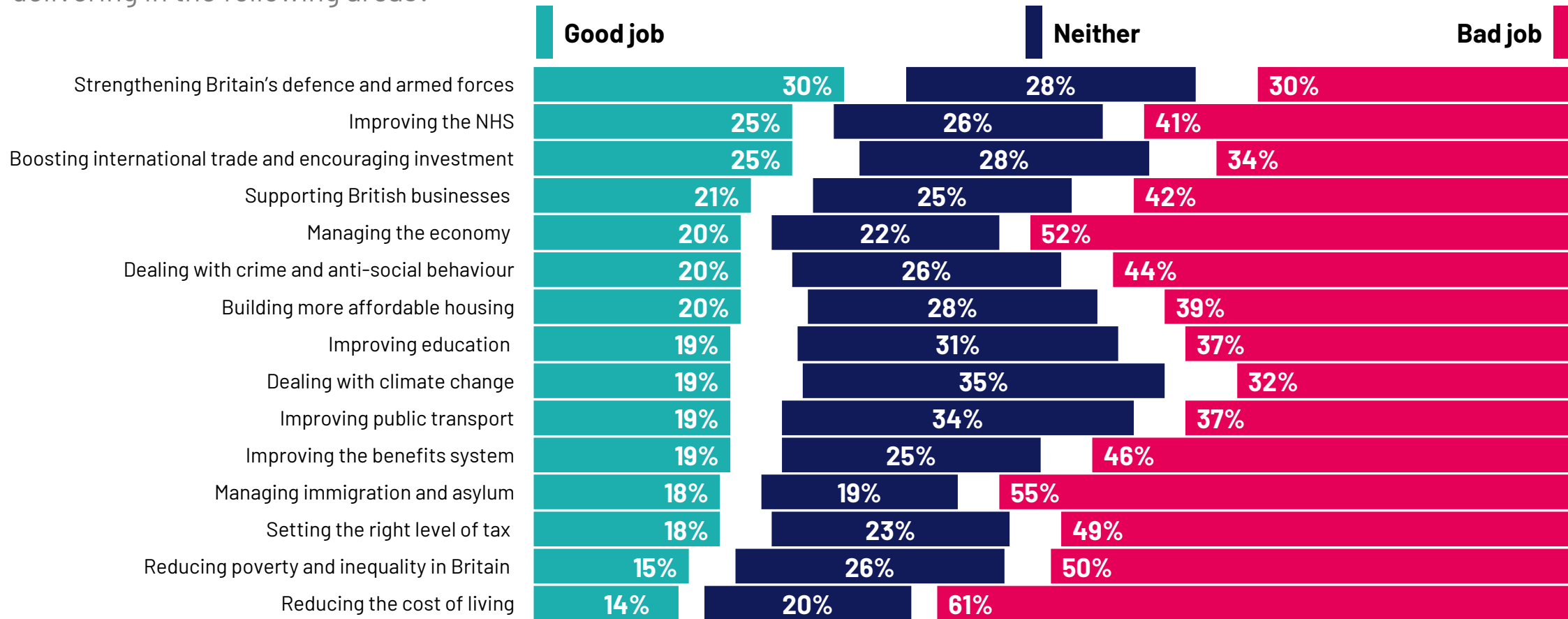
Top ten issues for 2024 Reform UK voters



Base: 1132 Online British adults aged 18+, including (350) 2024 Labour voters, (184) 2024 Conservative voters, and (118) 2024 Reform UK voters, 14-17 March 2025

Three in five Britons think the current government is doing a bad job at reducing the cost of living

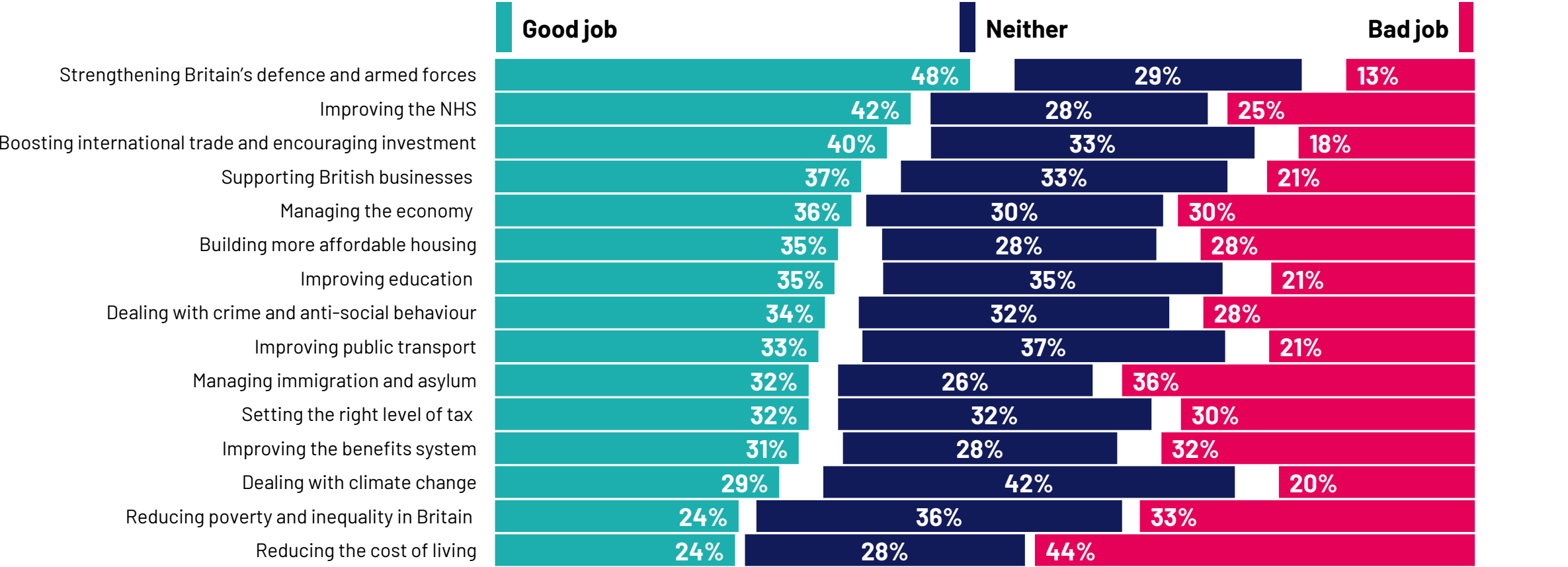
In your opinion, do you think the current Labour government led by Keir Starmer is doing a good job or a bad job, if either, at delivering in the following areas?



Base: 1132 Online British adults aged 18+, 14-17 March 2025

Whilst almost half of Labour voters think the government is doing a good job at strengthening Britain’s defence and armed forces, just a quarter think they have done a good job on reducing poverty and the cost of living

In your opinion, do you think the current Labour government led by Keir Starmer is doing a good job or a bad job, if either, at delivering in the following areas? *Among 2024 Labour voters*

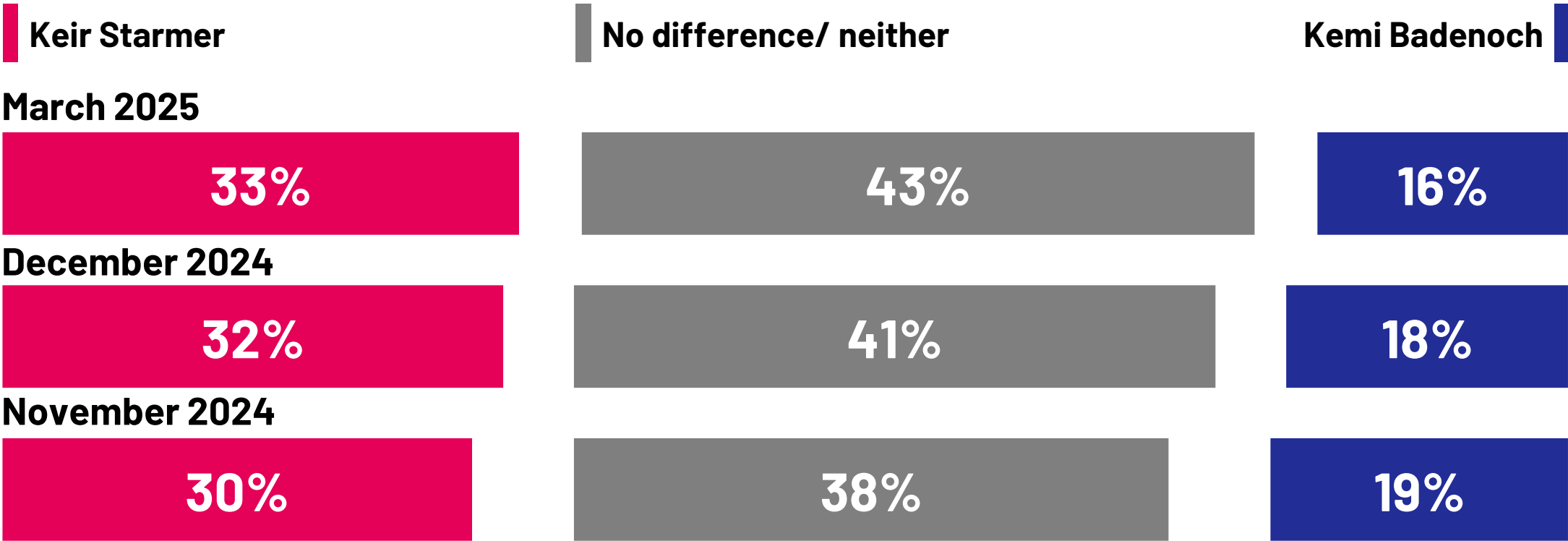


Base: 350 Online British adults aged 18+, who voted for Labour at the 2024 General Election, 14-17 March 2025



Keir Starmer continues to lead Kemi Badenoch when the public are asked to consider who would make a better Prime Minister

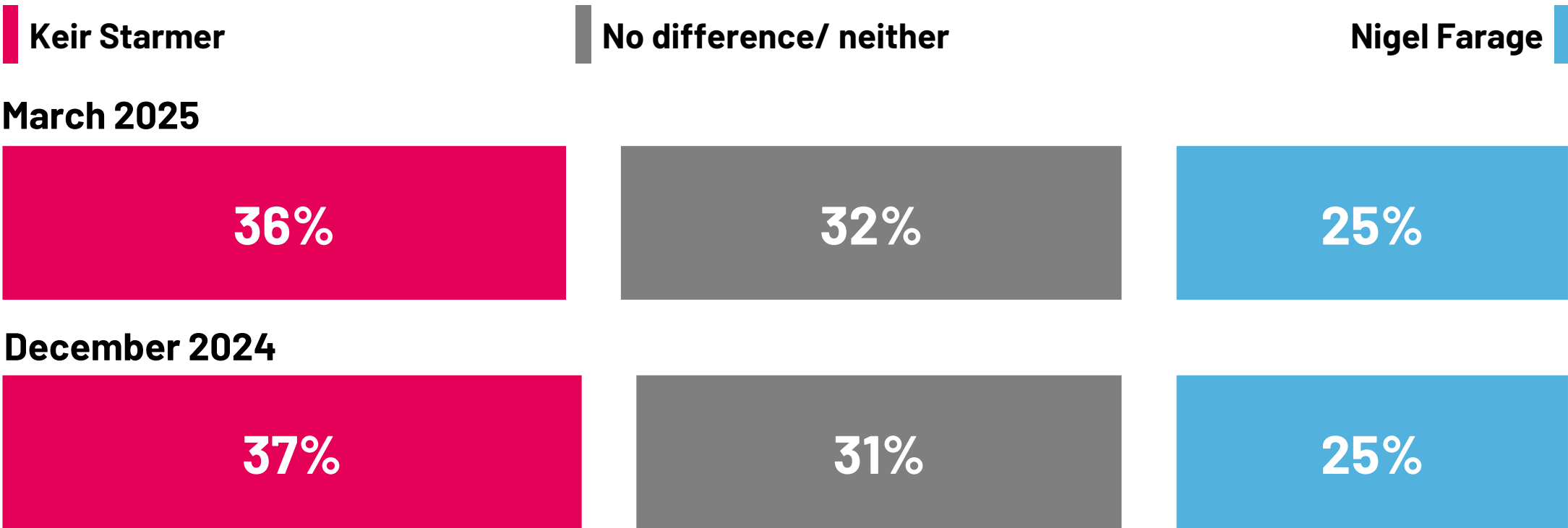
Which of the following, if either, do you think would make a better Prime Minister?



Base: 1132 Online British adults aged 18+, 14-17 March 2025

Keir Starmer continues to lead Nigel Farage when the public are asked who would make the better Prime Minister

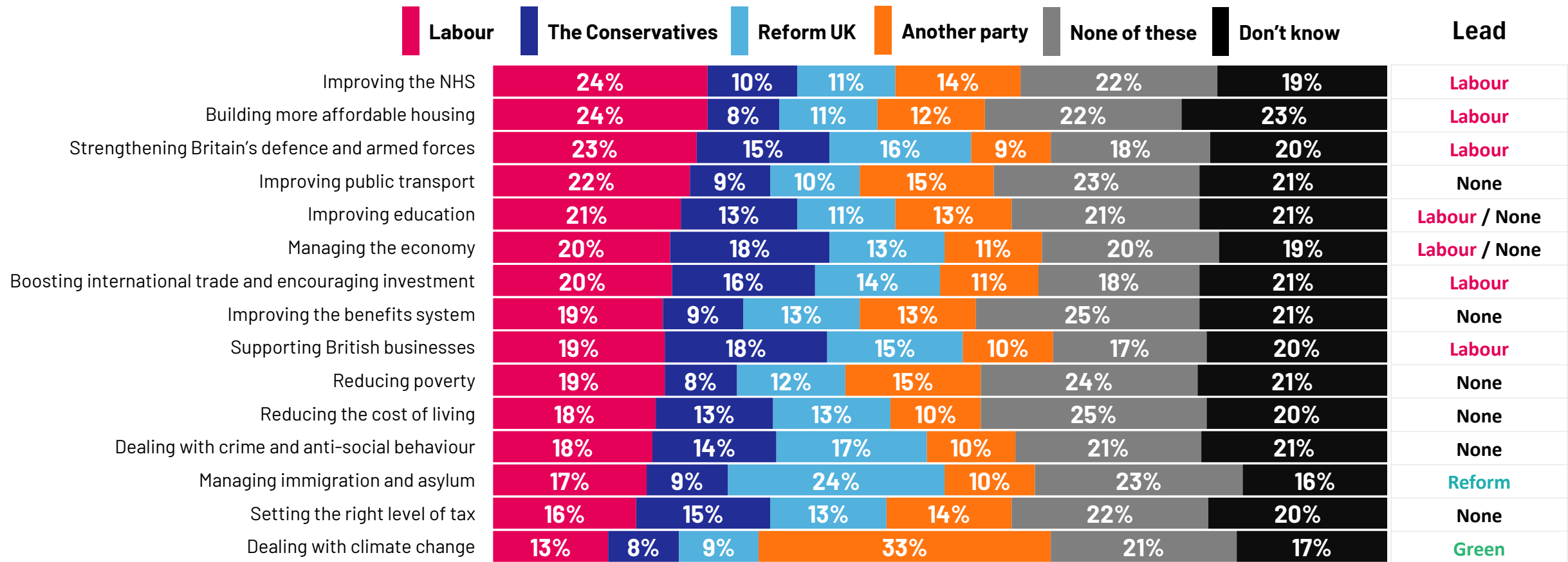
Which of the following, if either, do you think would make a better Prime Minister?



Base: 1132 Online British adults aged 18+, 14-17 March 2025

Whilst Labour are most trusted to deliver on several key policy areas, the public say they trust none of the main parties to deliver on key issues like reducing the cost of living and reducing poverty. Reform UK are most trusted on managing immigration and asylum.

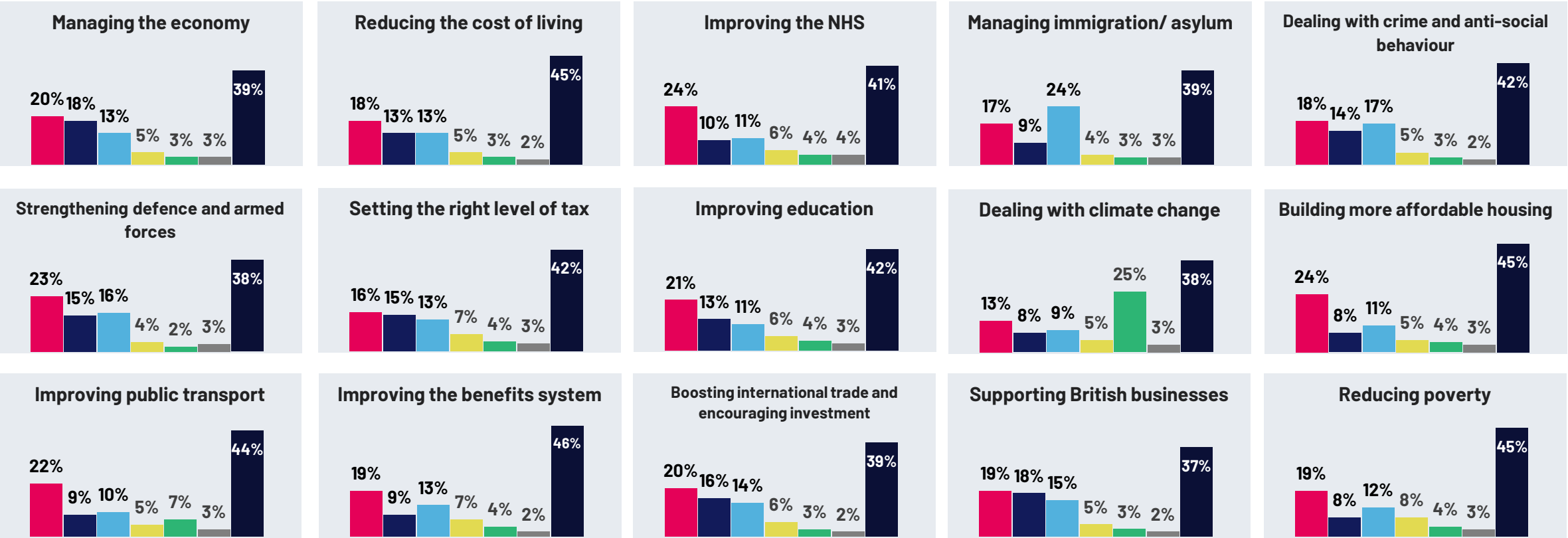
Which party, if any, do you trust most to deliver on each of the following issues?



Base: 1132 Online British adults aged 18+, 14-17 March 2025

Best party on key policy issues

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



Base: 1132 Online British adults aged 18+, 14-17 March 2025



March 2025 Political Pulse

For more information

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Research Executive

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