

Ipsos Political Pulse

April 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?

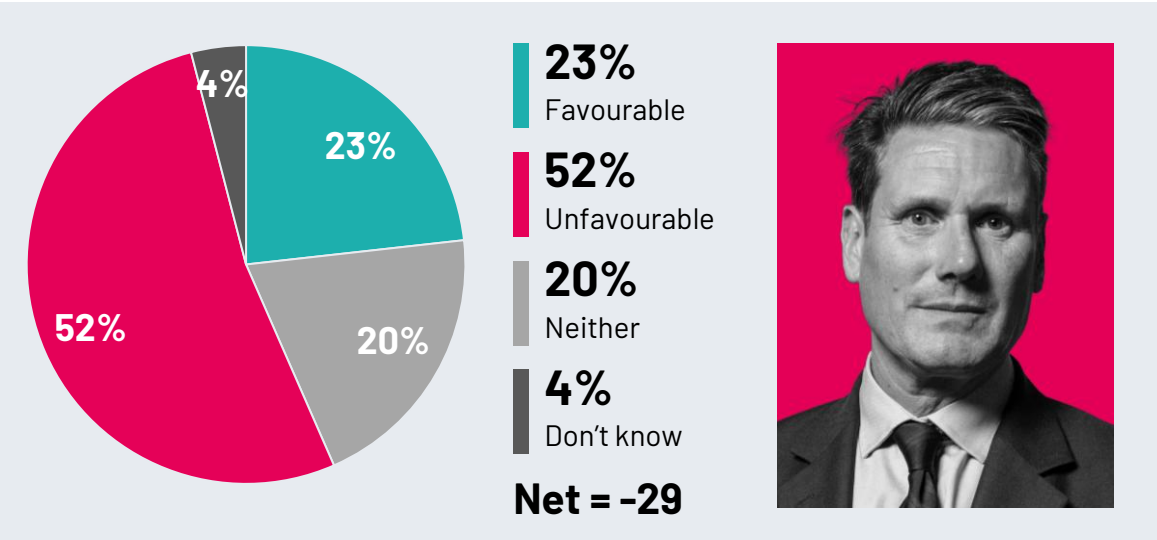
	Favourable	Unfavourable	Net	Swing vs Mar '25
Nigel Farage	29%	47%	-18	+1
Ed Davey	24%	30%	-6	N/C
Keir Starmer	23%	52%	-29	-6
Kemi Badenoch	20%	45%	-25	+0.5
Carla Denyer	19%	27%	-8	N/A
Adrian Ramsay	16%	26%	-10	N/A
Rachel Reeves	15%	55%	-40	-3.5

Base: 1137 Online British adults aged 18+, 11-14 April 2025

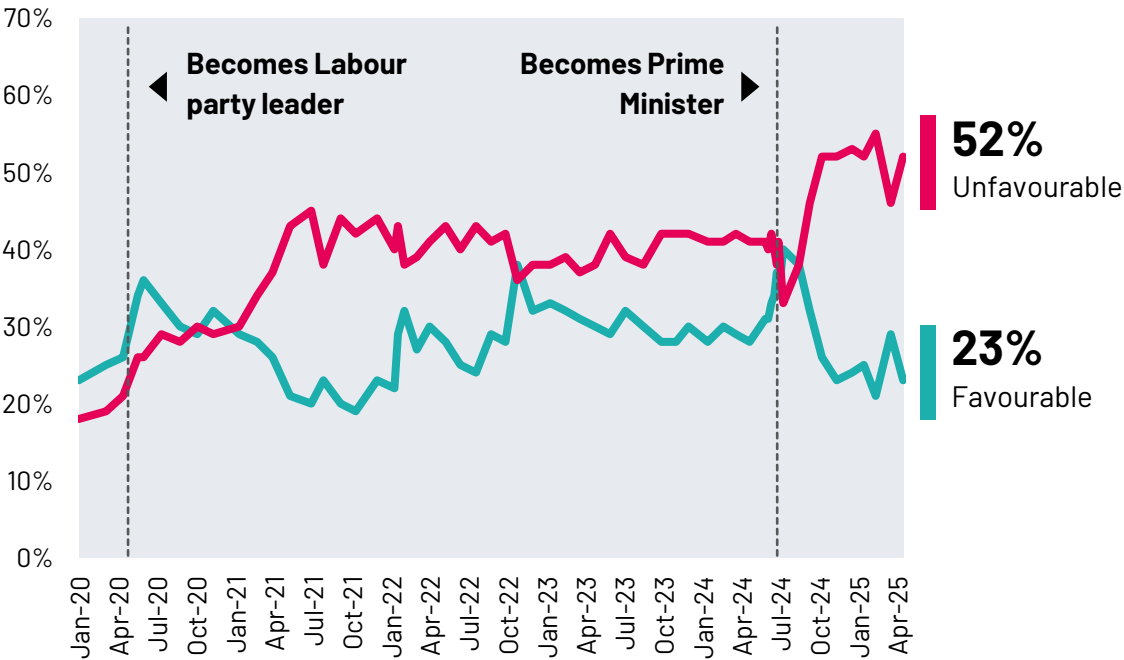
Keir Starmer: Favourability

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

April 2025



January 2020 – April 2025

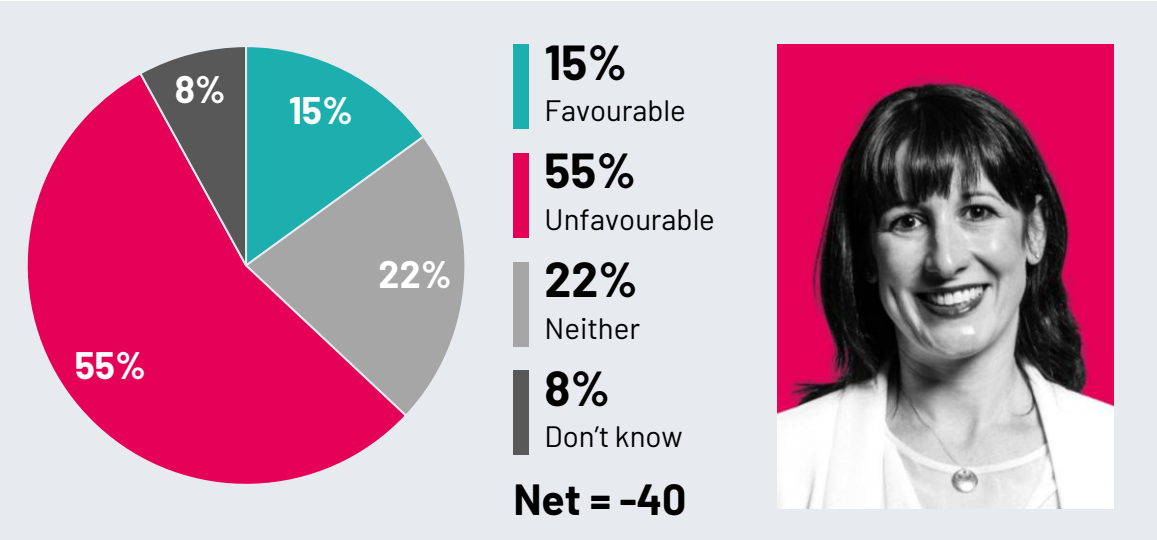


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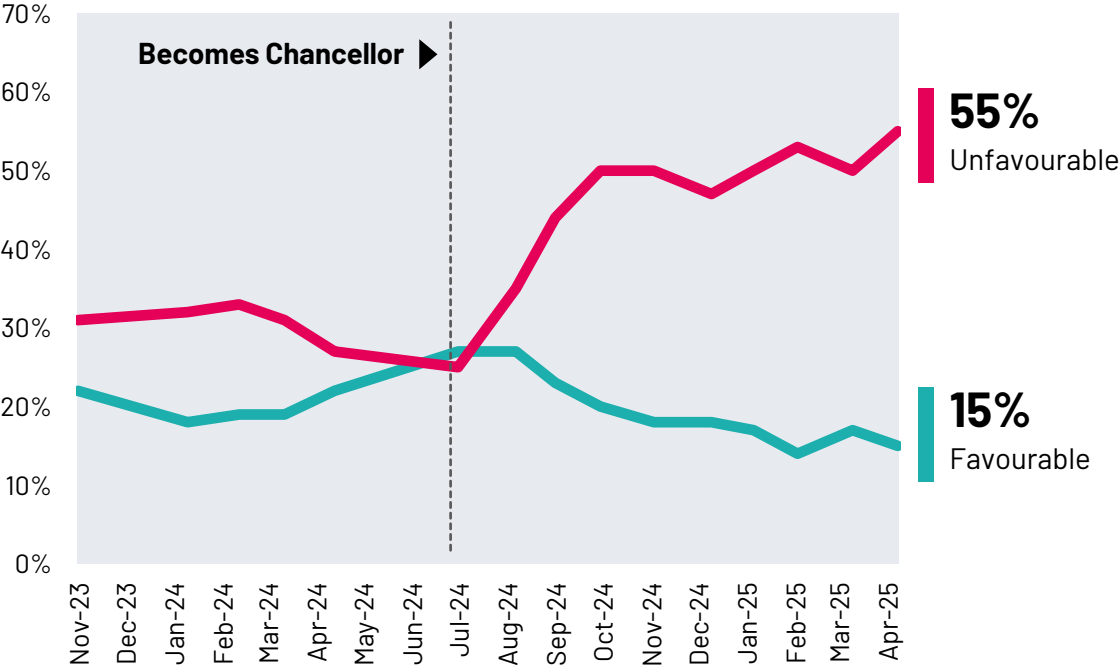
Rachel Reeves: Favourability

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

April 2025



November 2023 – April 2025

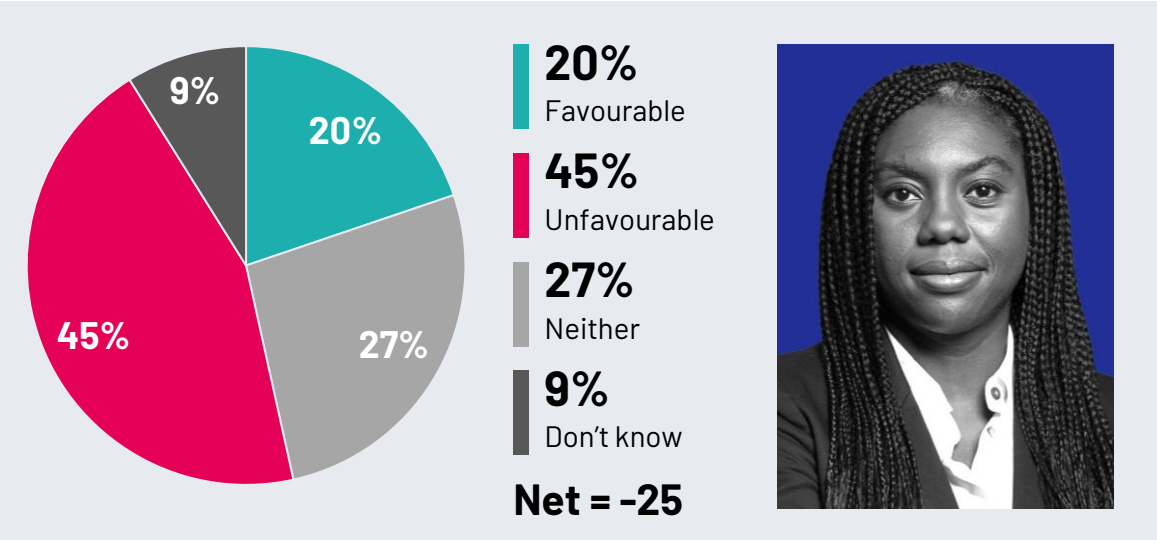


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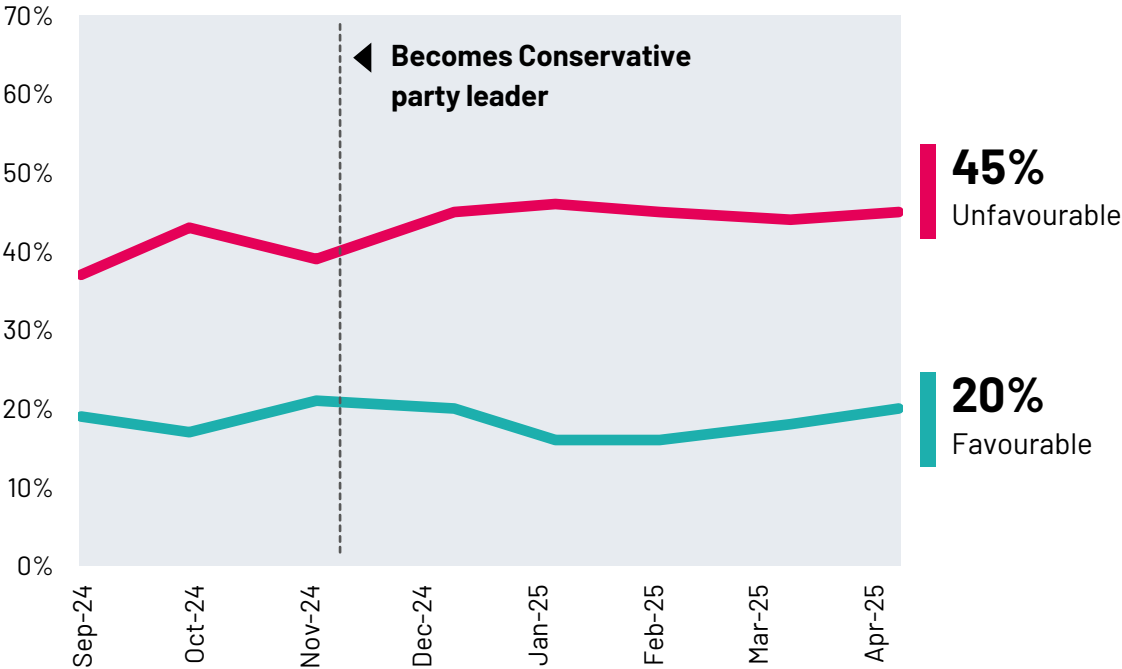
Kemi Badenoch: Favourability

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

April 2025



September 2024 – April 2025

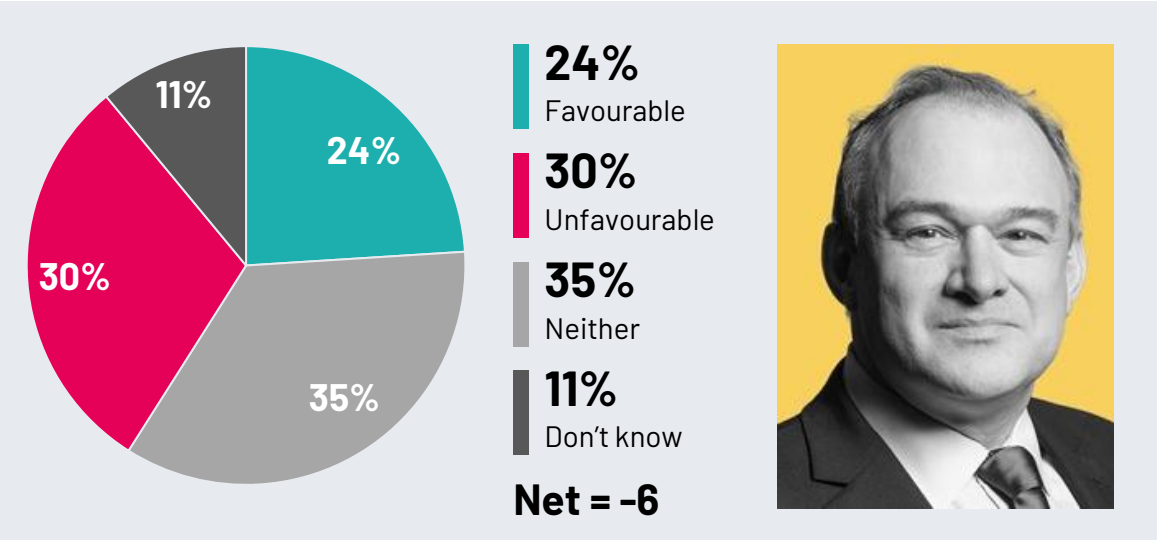


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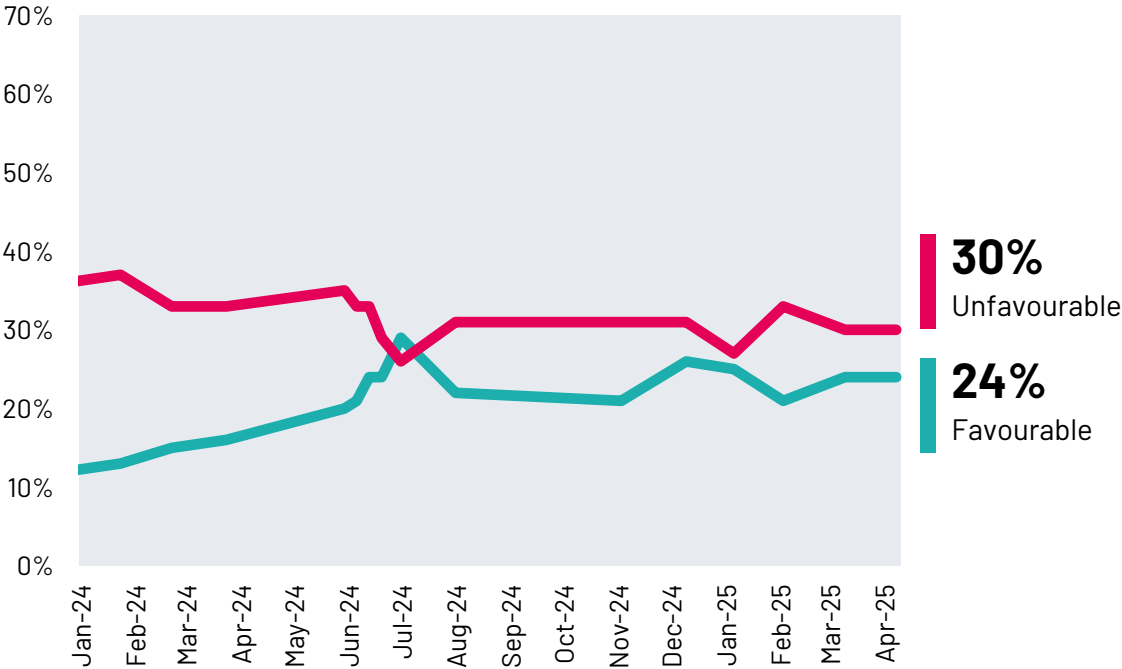
Ed Davey: Favourability

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

April 2025



January 2024 – April 2025

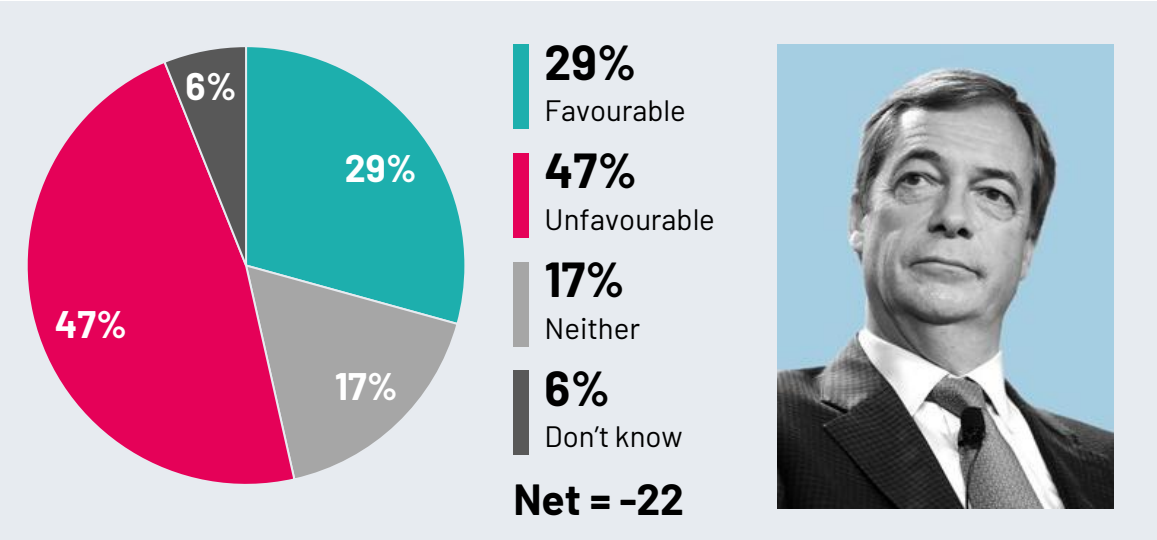


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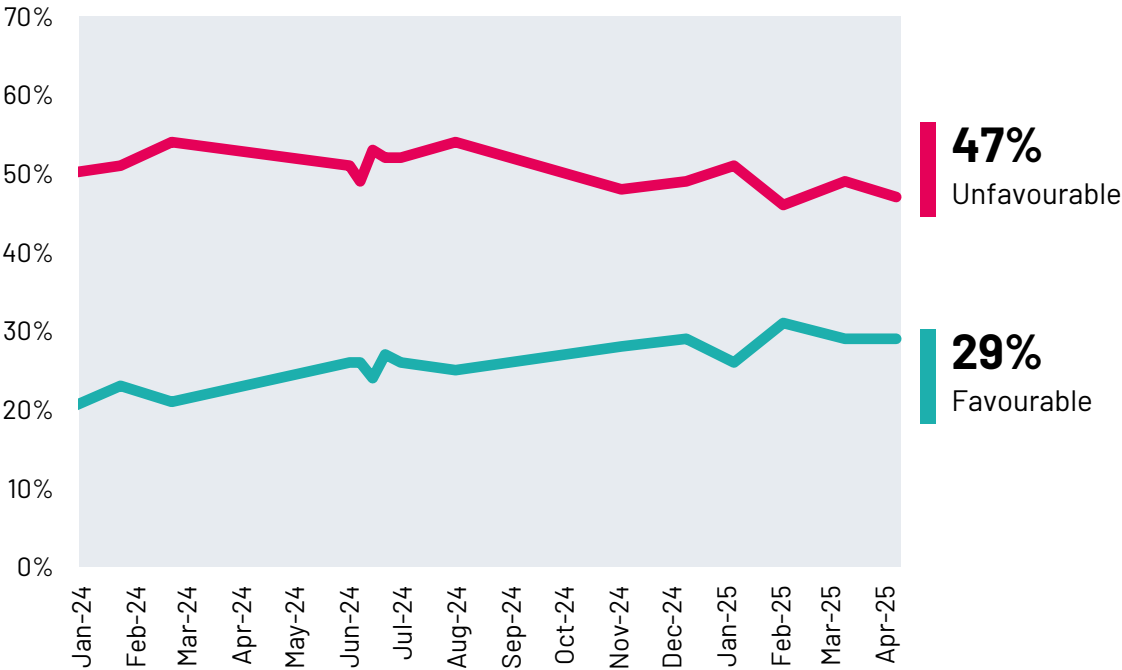
Nigel Farage: Favourability

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

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January 2024 – April 2025

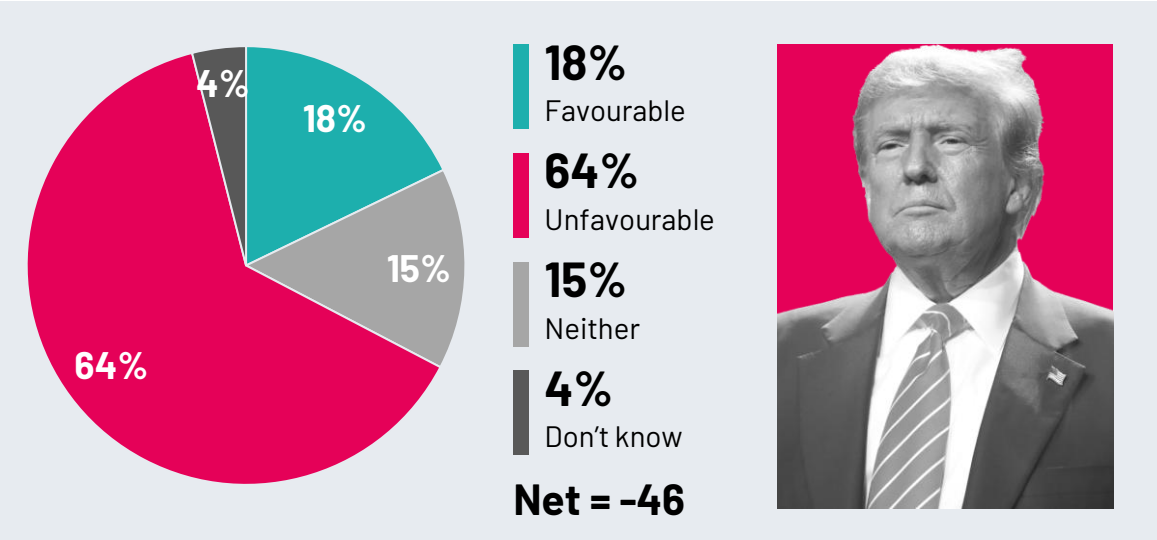


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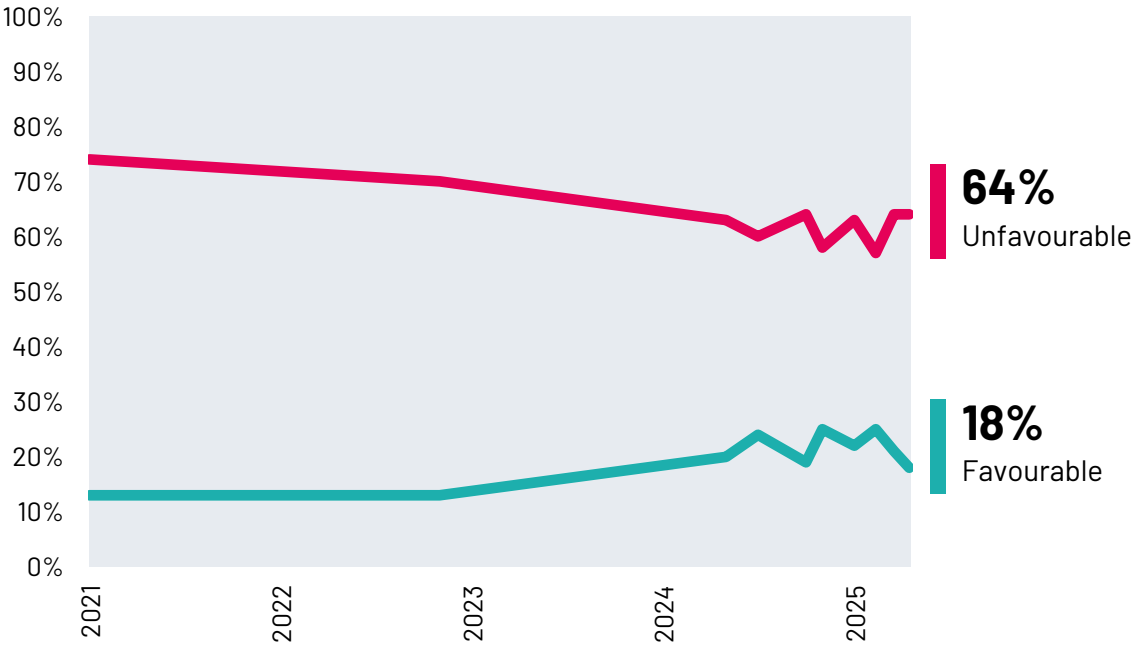
Donald Trump: Favourability

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

April 2025



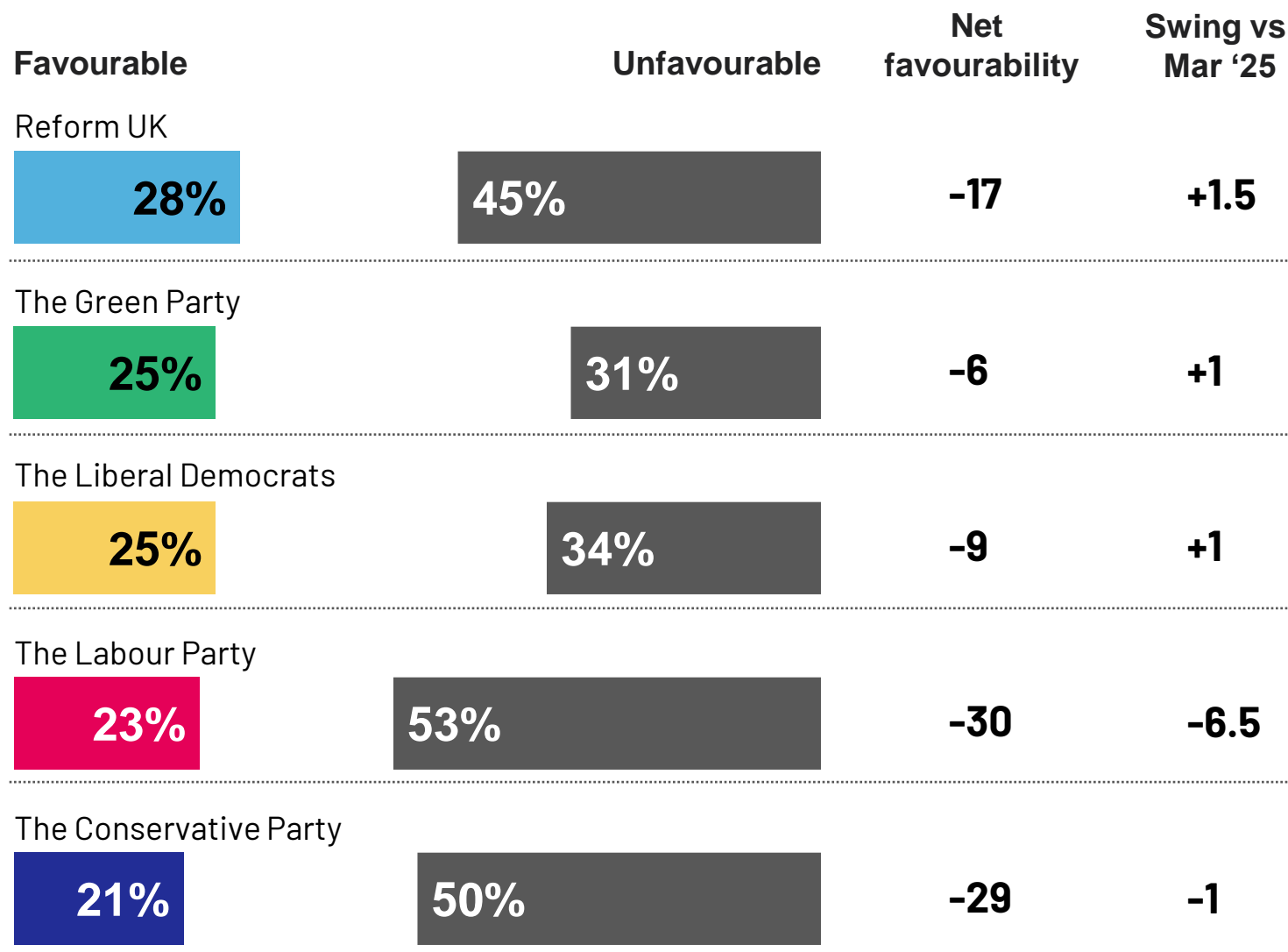
January 2021 – April 2025



Base: 1137 Online British adults aged 18+, 11-14 April 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?

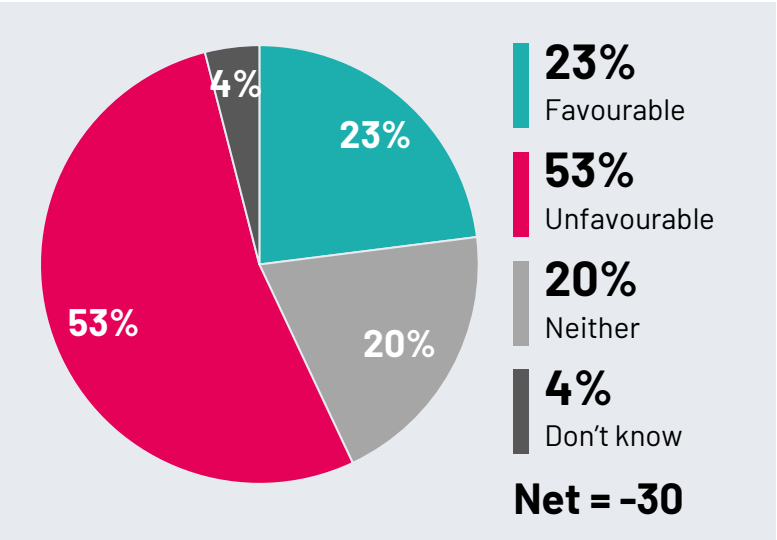


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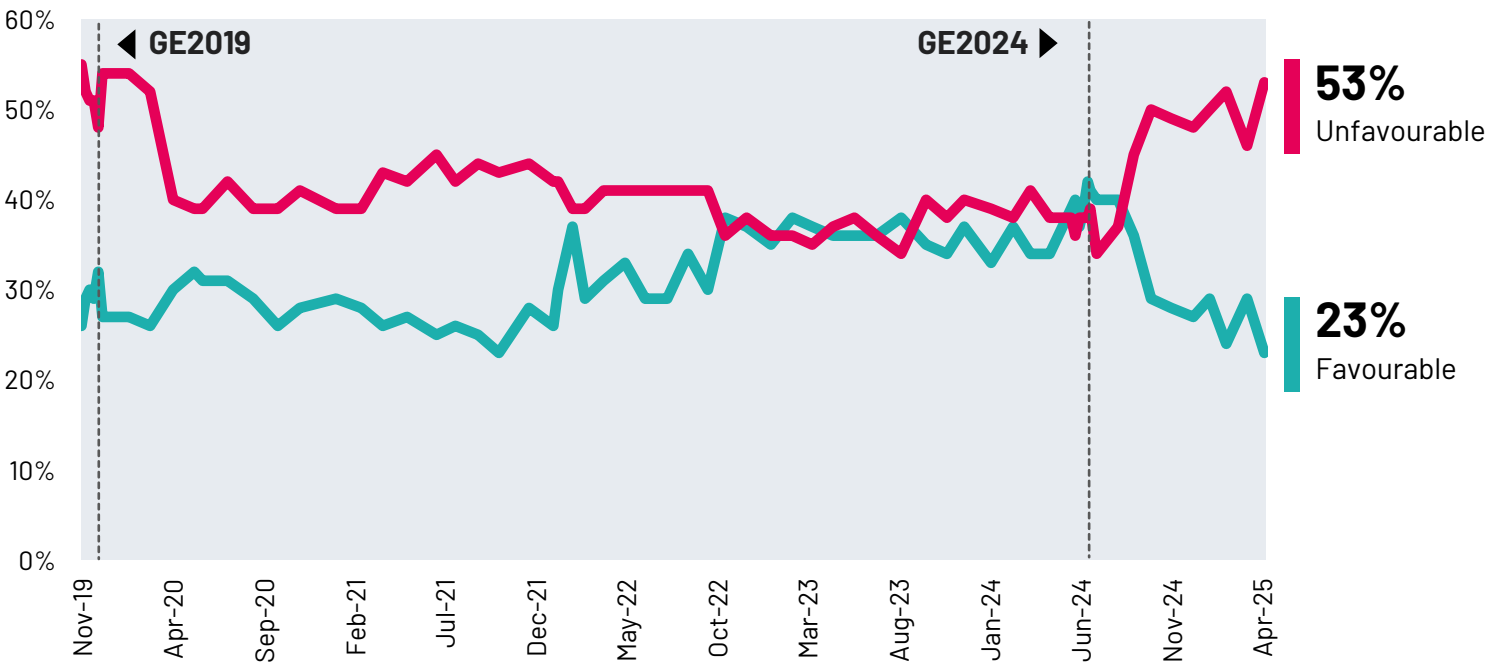
The Labour party: Favourability

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

April 2025



November 2019 – April 2025

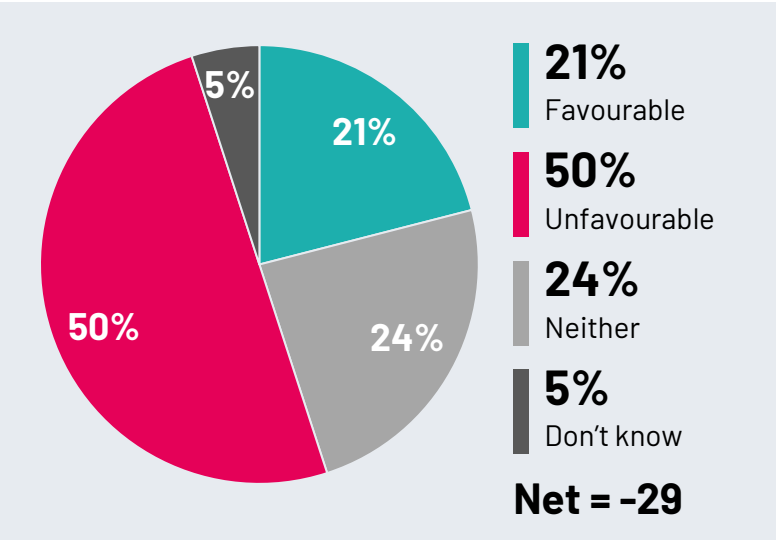


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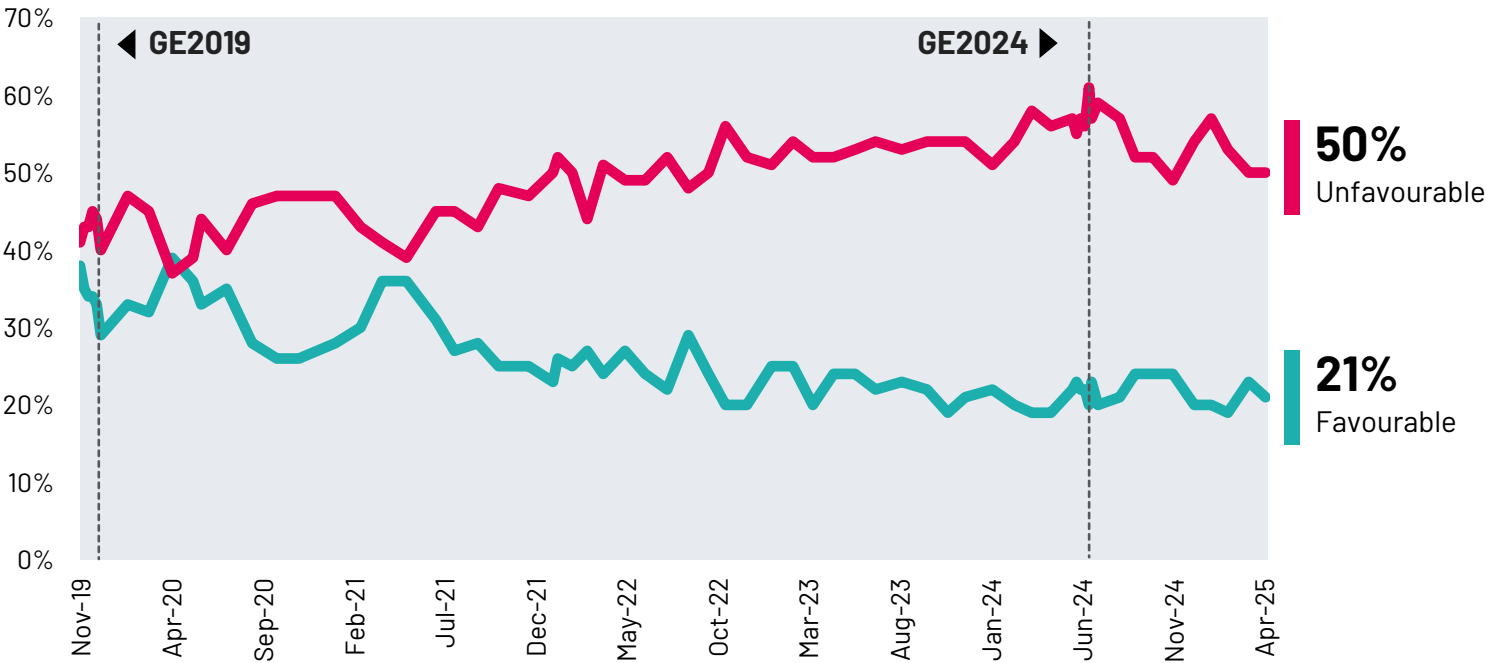
The Conservative party: Favourability

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

April 2025



November 2019 – April 2025

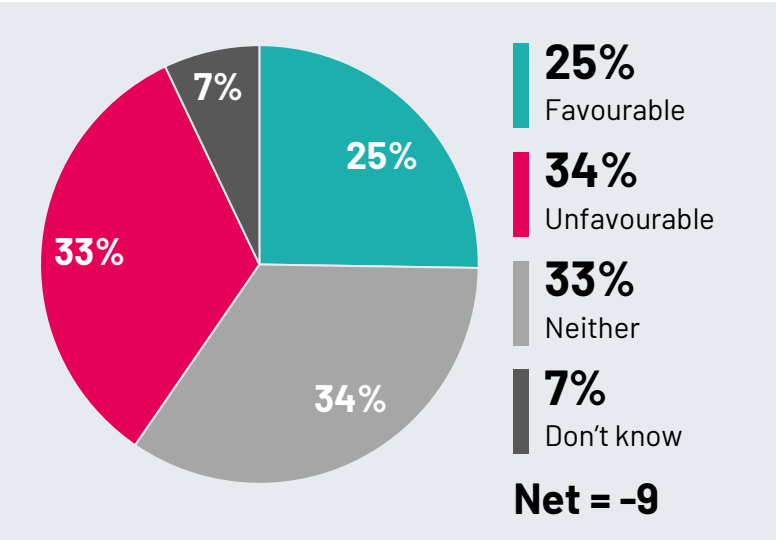


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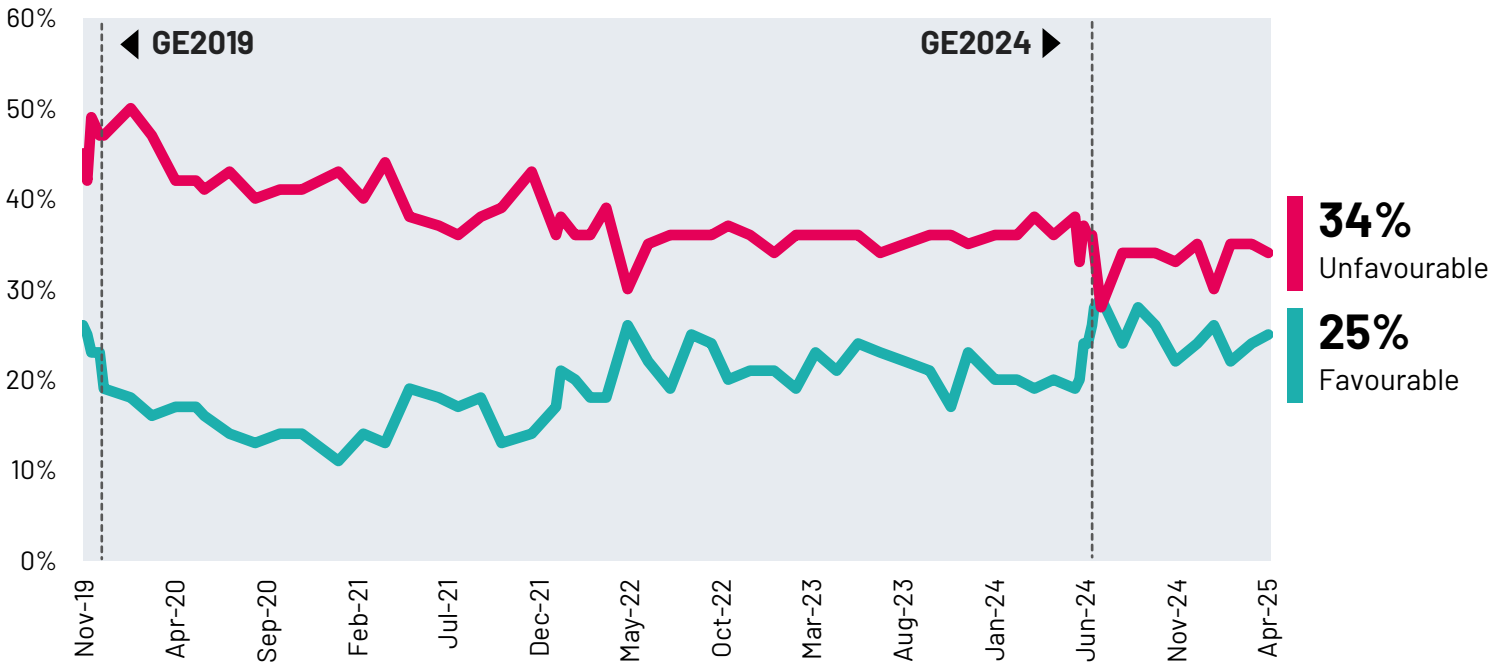
The Liberal Democrats: Favourability

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

April 2025



November 2019 - April 2025

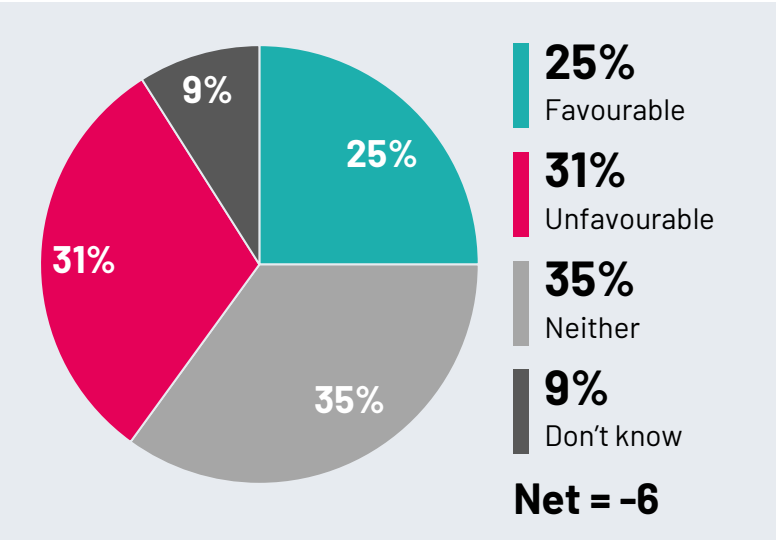


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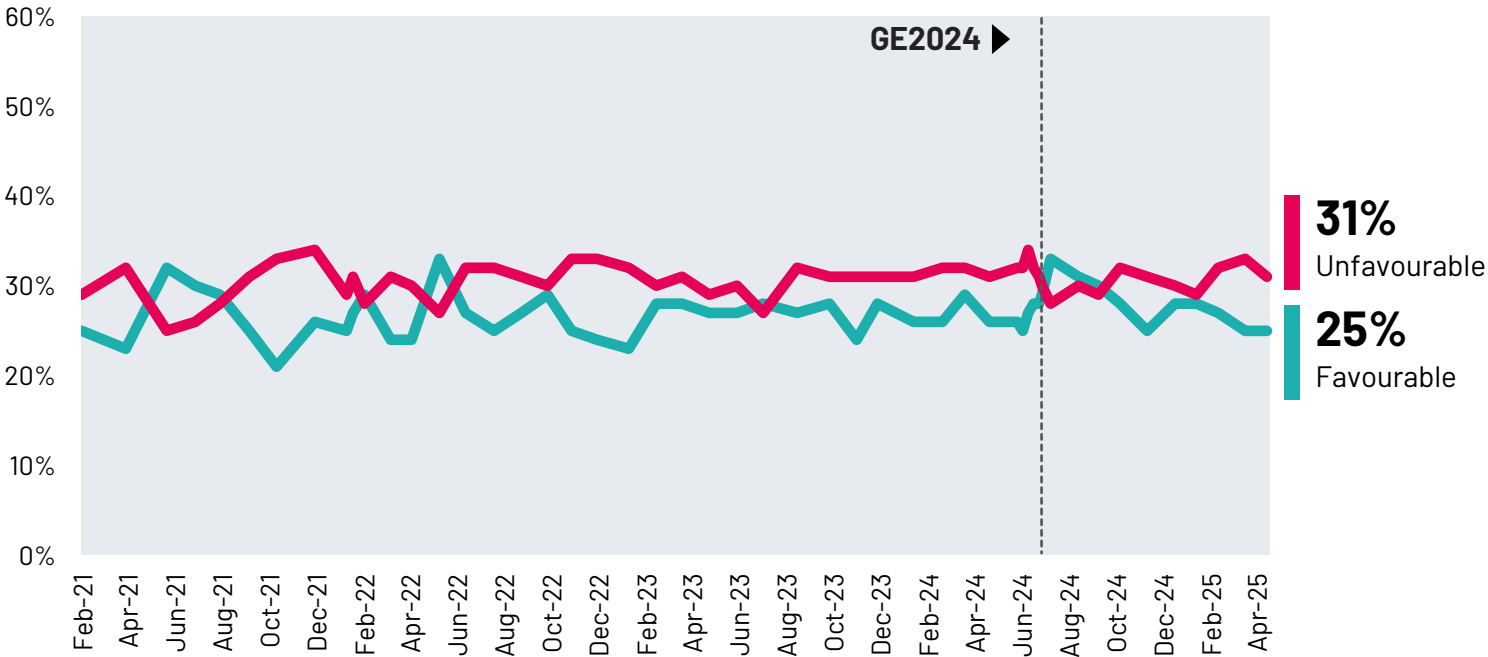
The Green Party: Favourability

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

April 2025



February 2021 – April 2025

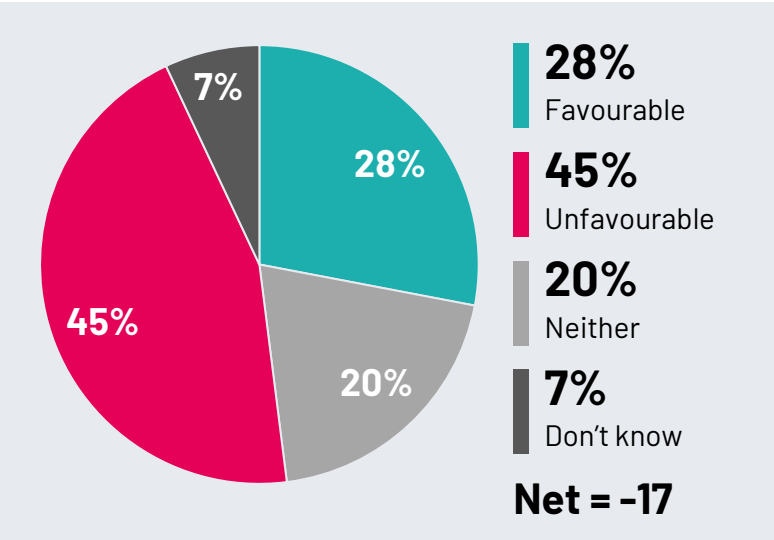


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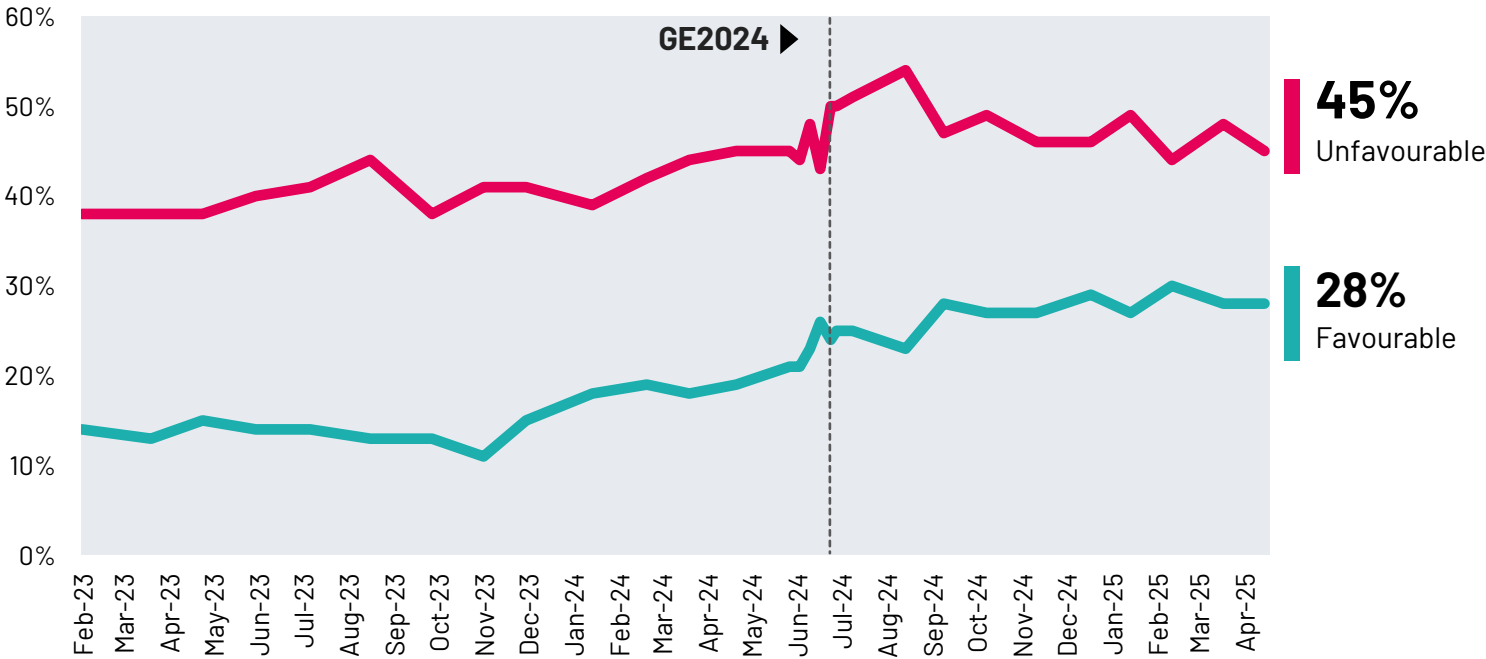
Reform UK: Favourability

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

April 2025



February 2023 – April 2025

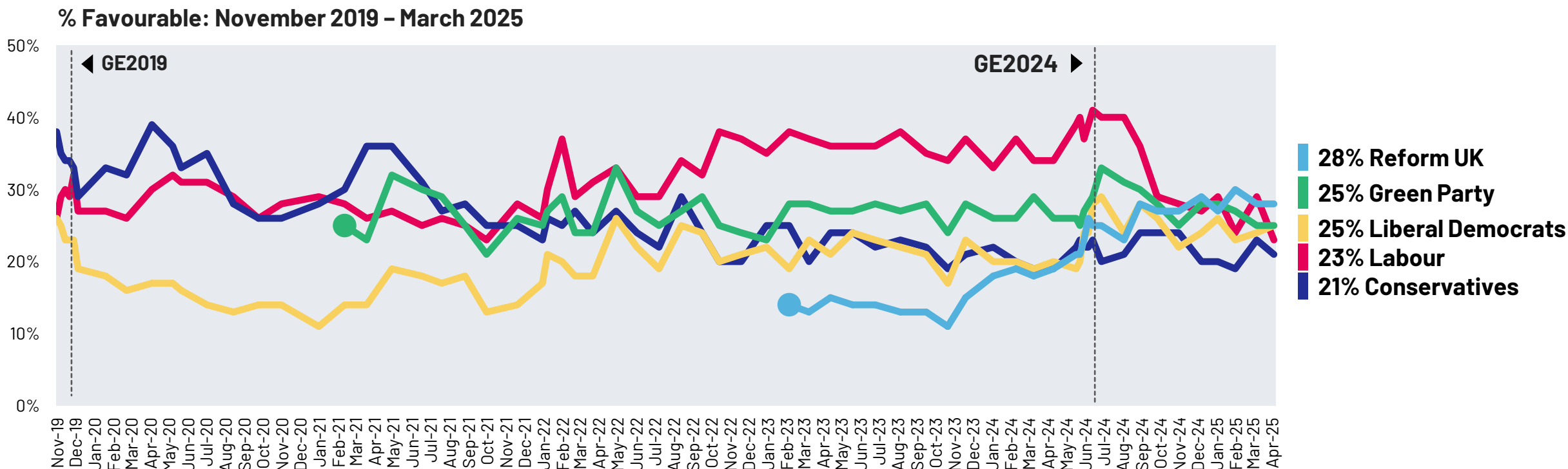


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Political parties: Favourability

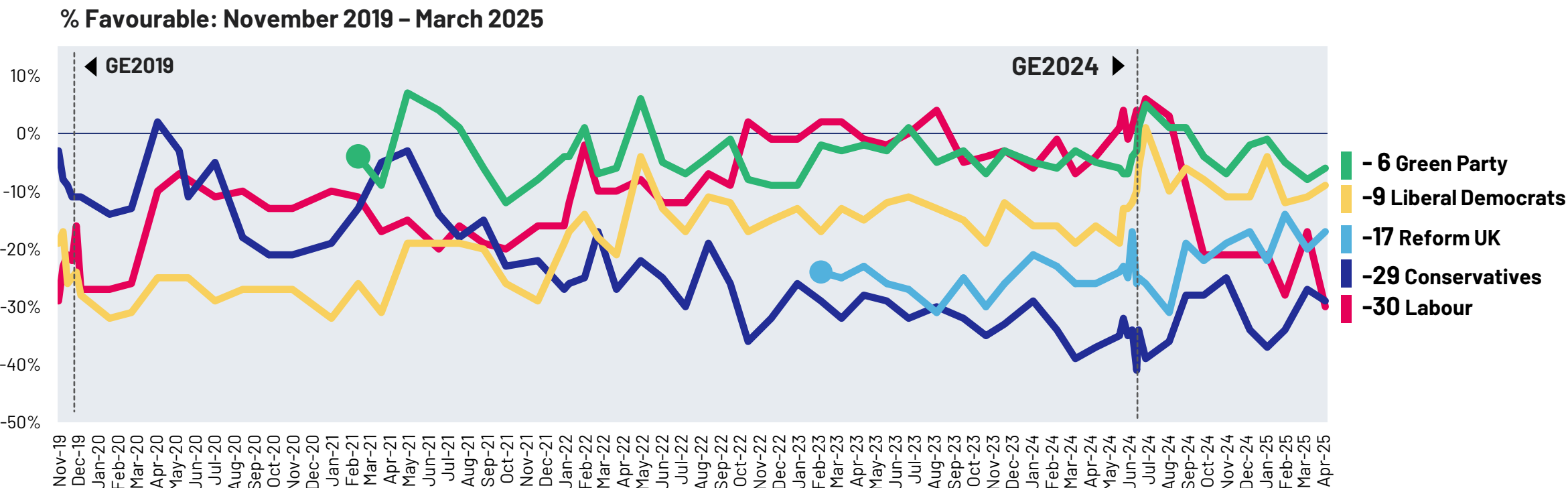
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties?



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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?



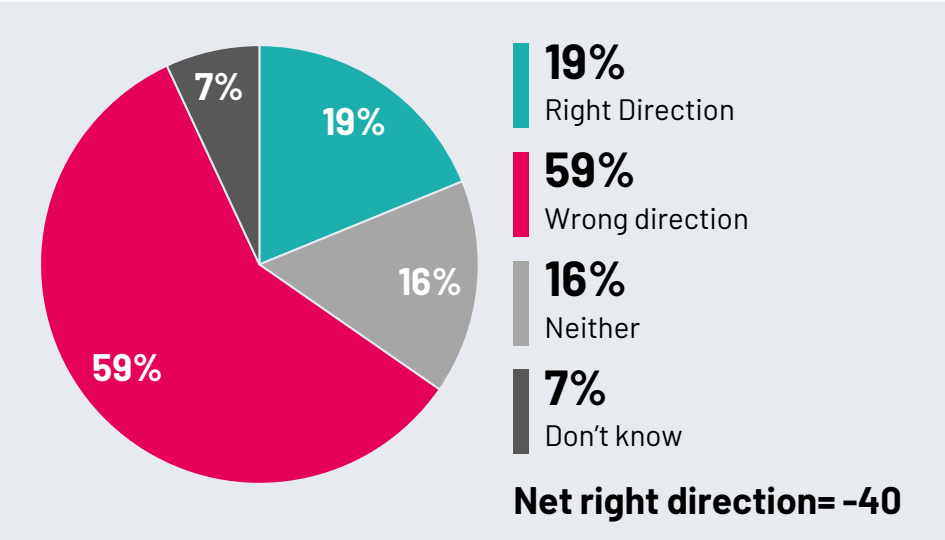
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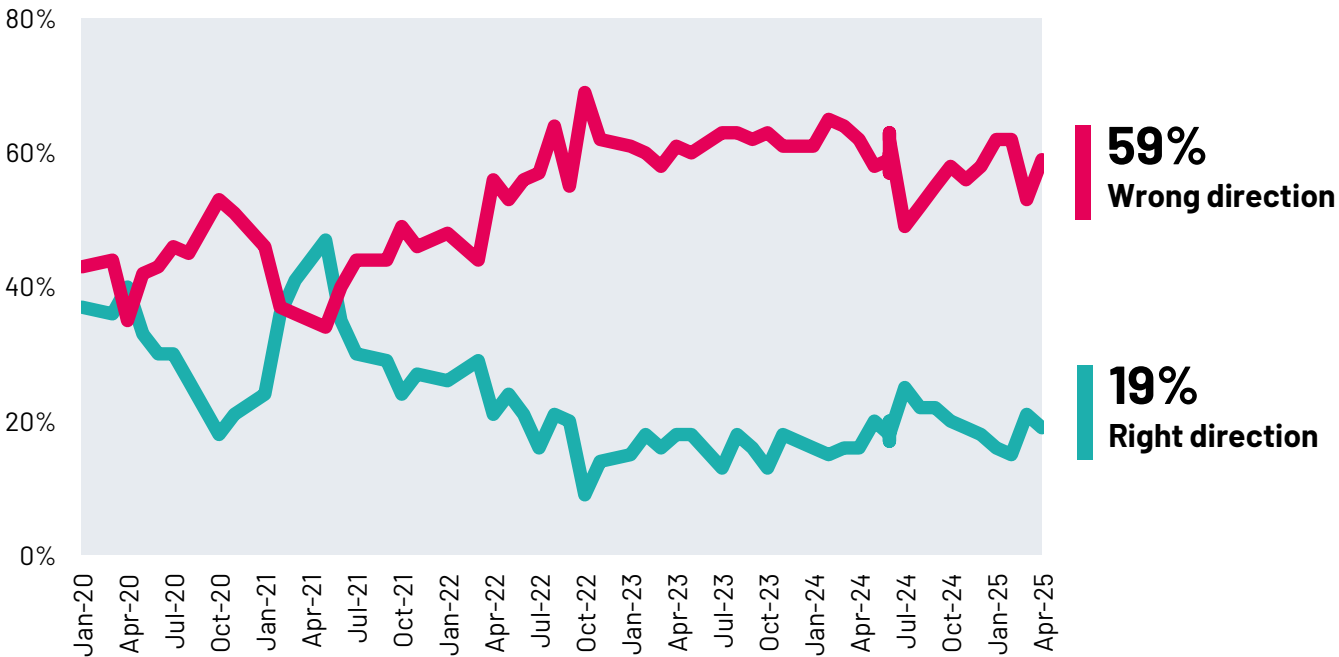
Direction of the country

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

April 2025



January 2020 - April 2025



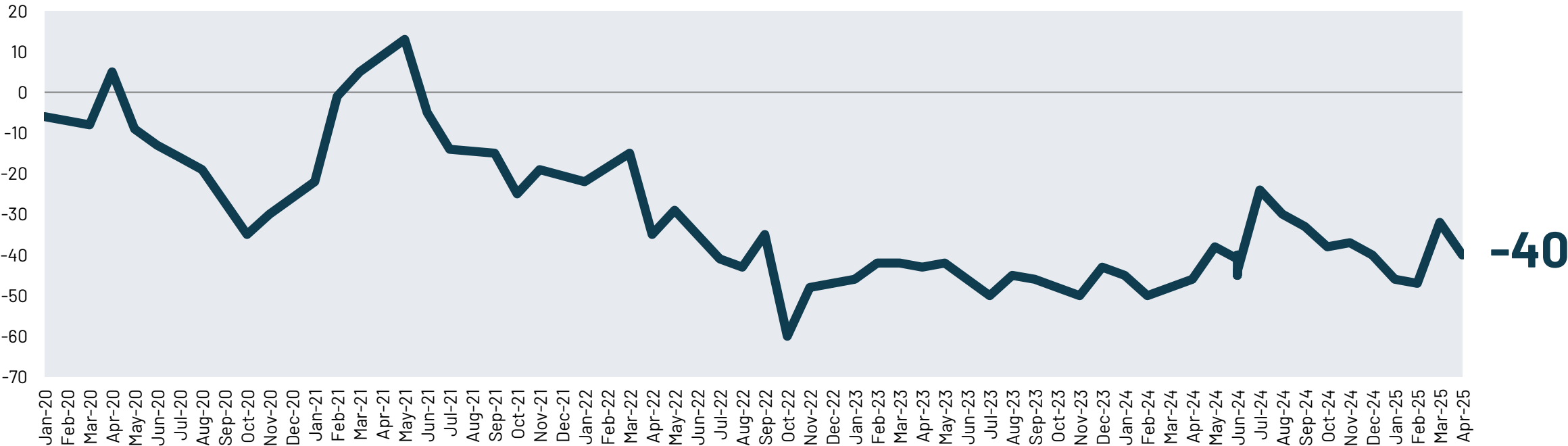
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Direction of the country: January 2020 – April 2025

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

Net right direction



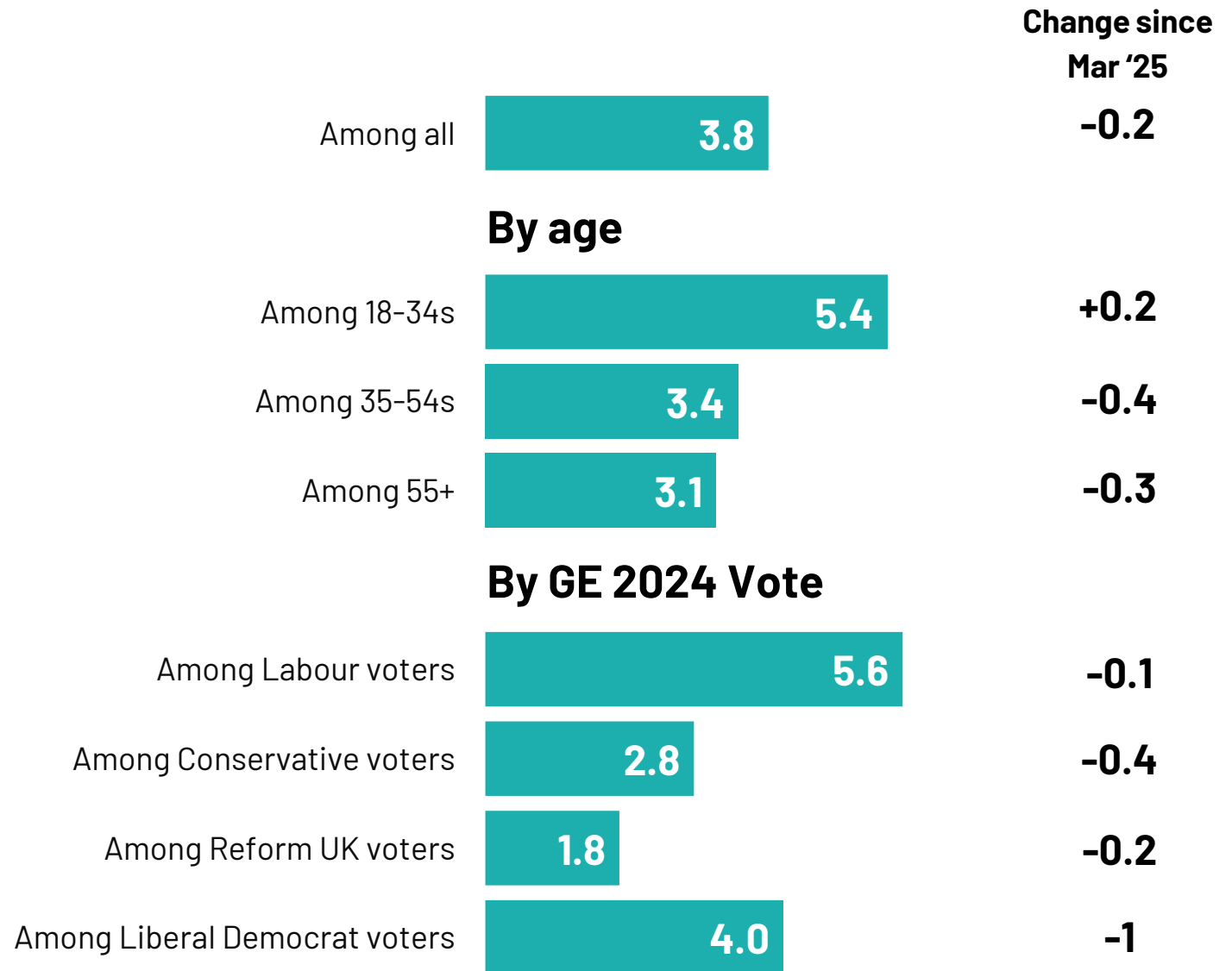
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How is the current Labour government performing?

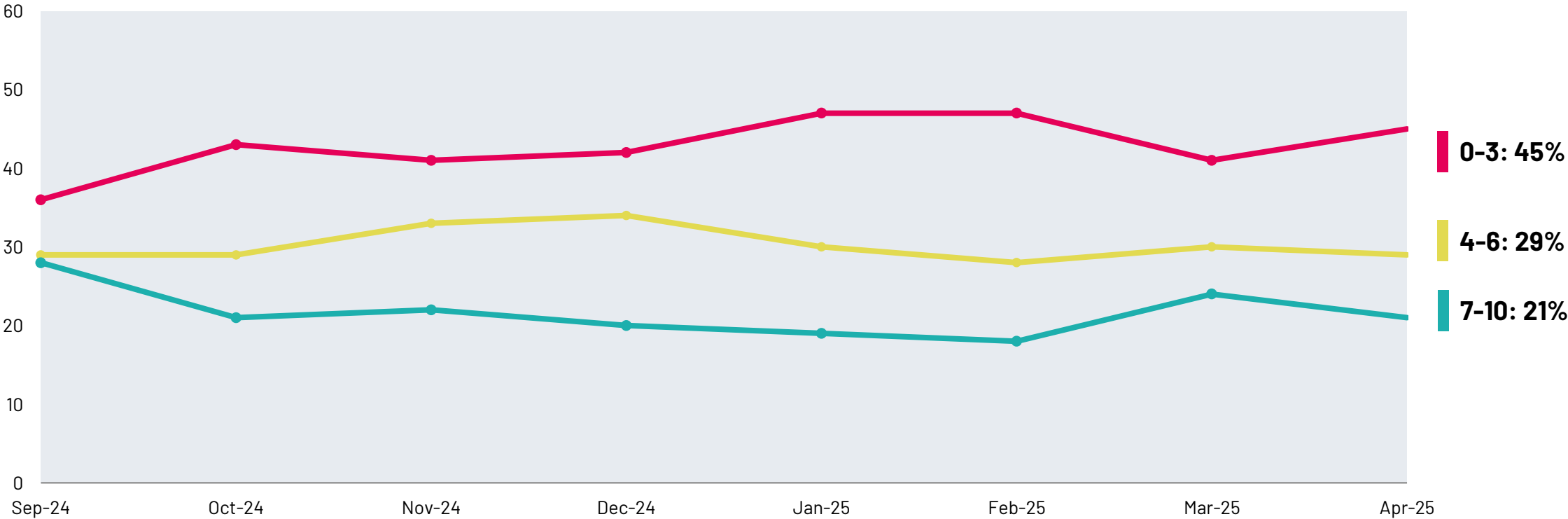
On a scale of 0 to 10, where 10 means a very good job and 0 means a very bad job, do you think the current Labour government is doing a good or bad job at running the country? **Mean scores**

Base: 1137 Online British adults aged 18+, including (344) 18-34-year-olds, (401) 35-54s, (392) +55s, (338) 2024 Labour voters, (185) 2024 Conservative voters, (110) 2024 Reform UK voters, and (106) 2024 Liberal Democrat voters, 11-14 April 2025



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**



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IMPACT OF BREXIT

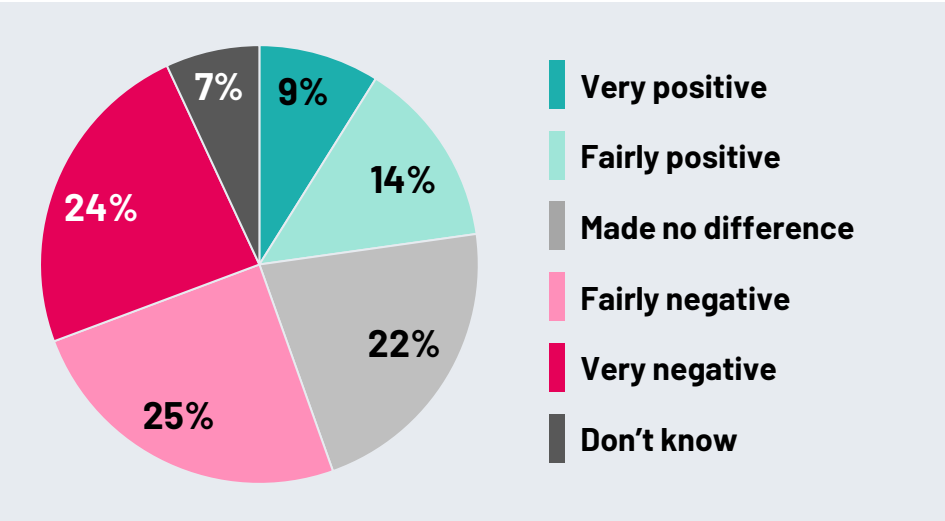
April 2025



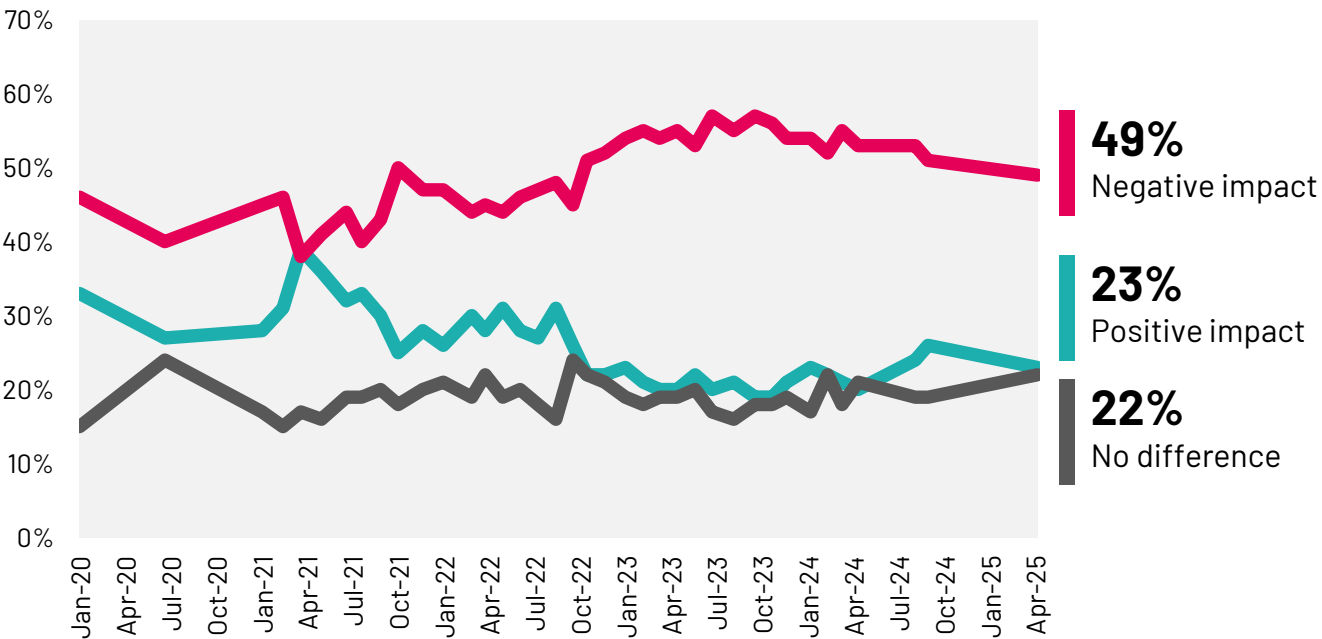
Impact of the UK's decision to leave the European Union

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?

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For more information

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