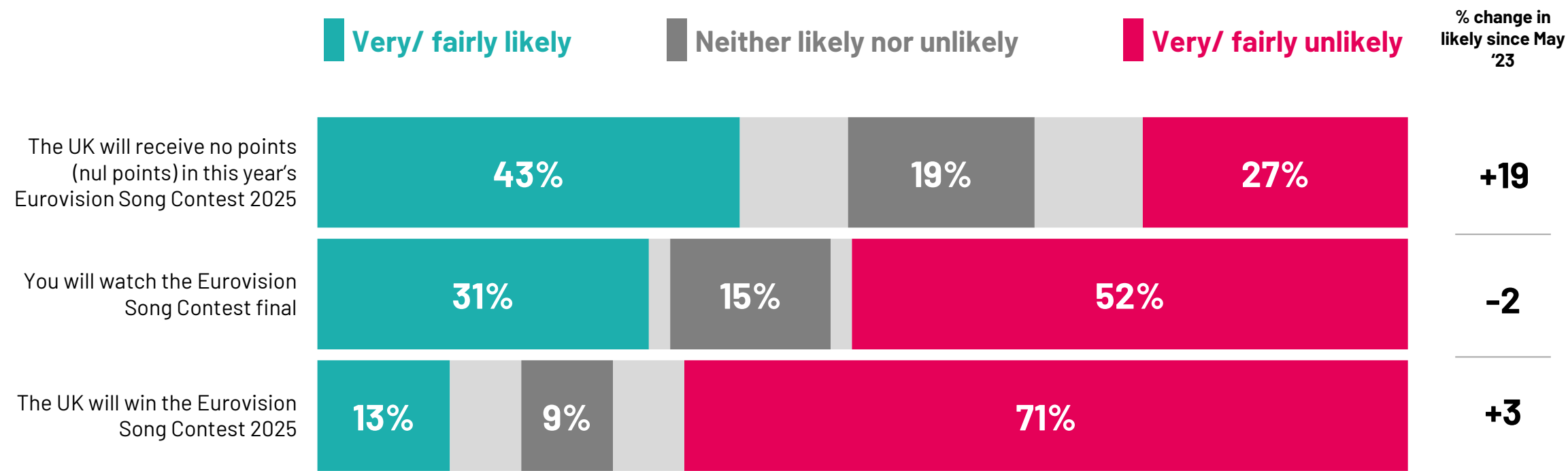


IPSOS Eurovision 2025

May 2025

Two in five Britons think it is likely that the UK will receive 'nul points' at the 2025 Eurovision Song Contest

As you may know, the Eurovision Song Contest will take place on the 17th May in Switzerland. How likely or unlikely, if either, do you think each of the following are to happen?

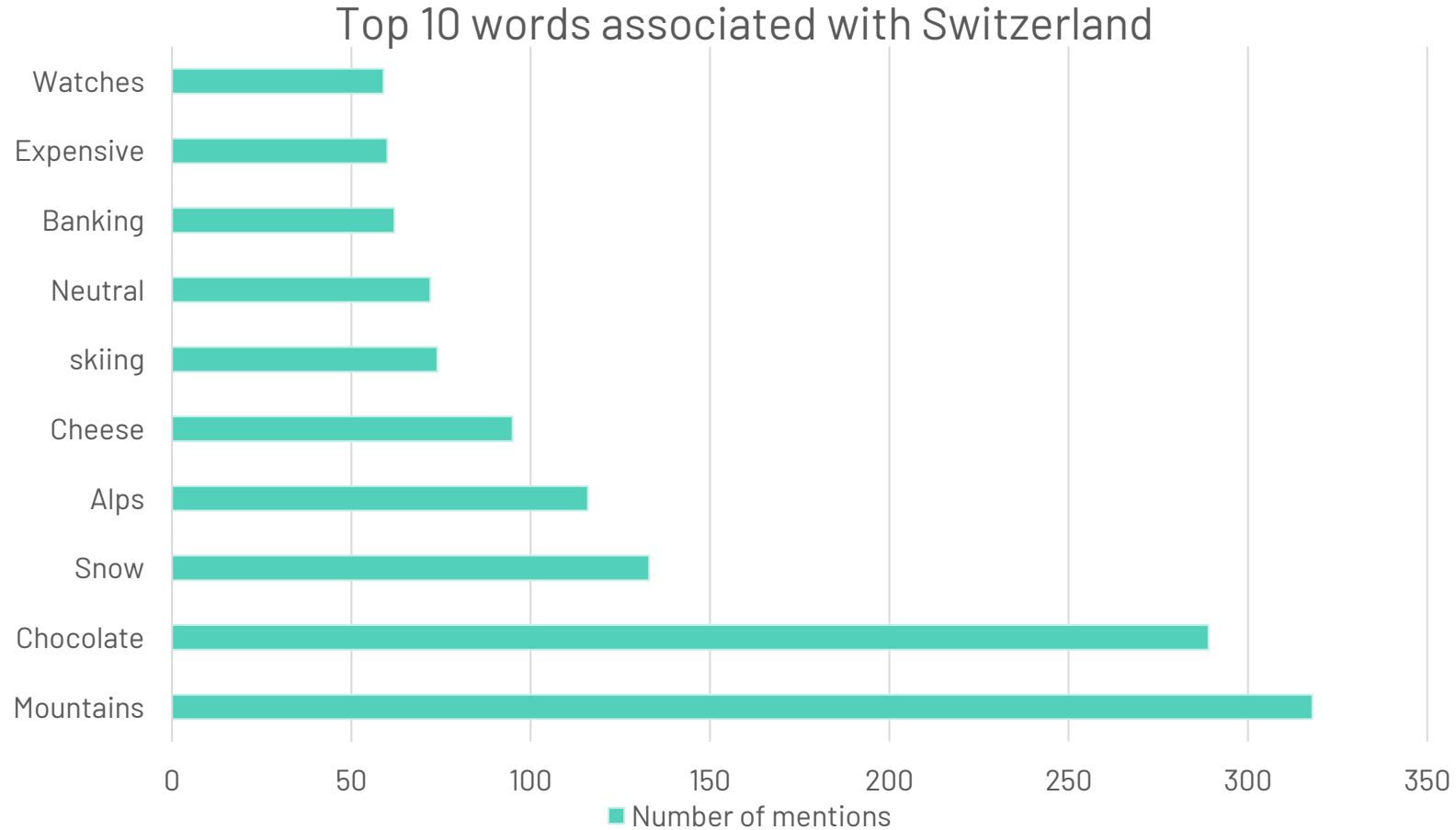


Base: 1,095 Online British Adults 16-75, 2nd- 5th May 2025* Trend data for Eurovision 2024



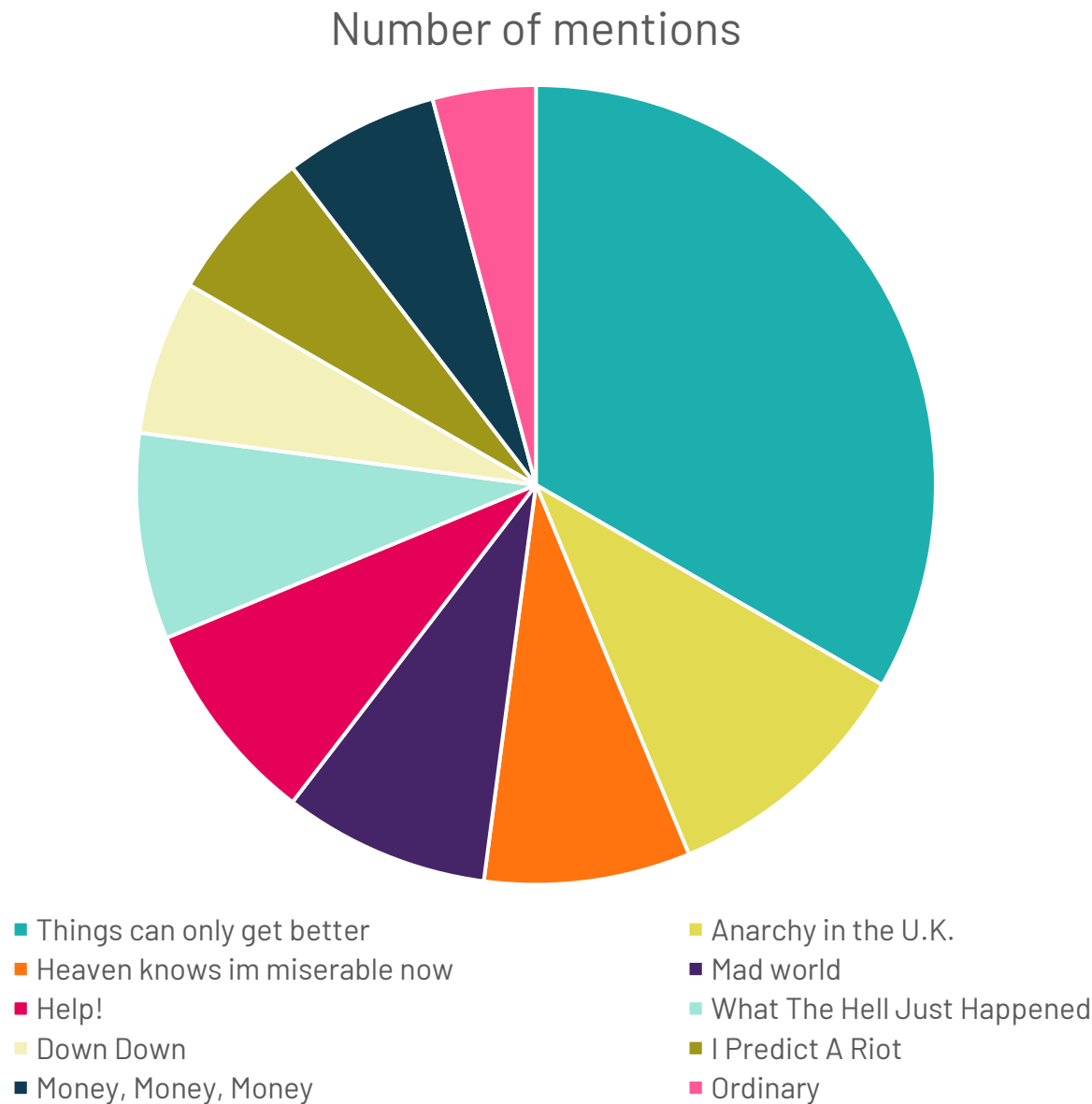
What 3 to 4 words come to mind when thinking about Switzerland ?

The top 10 most common mentioned words were :



Base : 1096 Online British Adults aged 16-75 May 2025

Top 10 songs reflecting the public mood of the UK at the moment ?

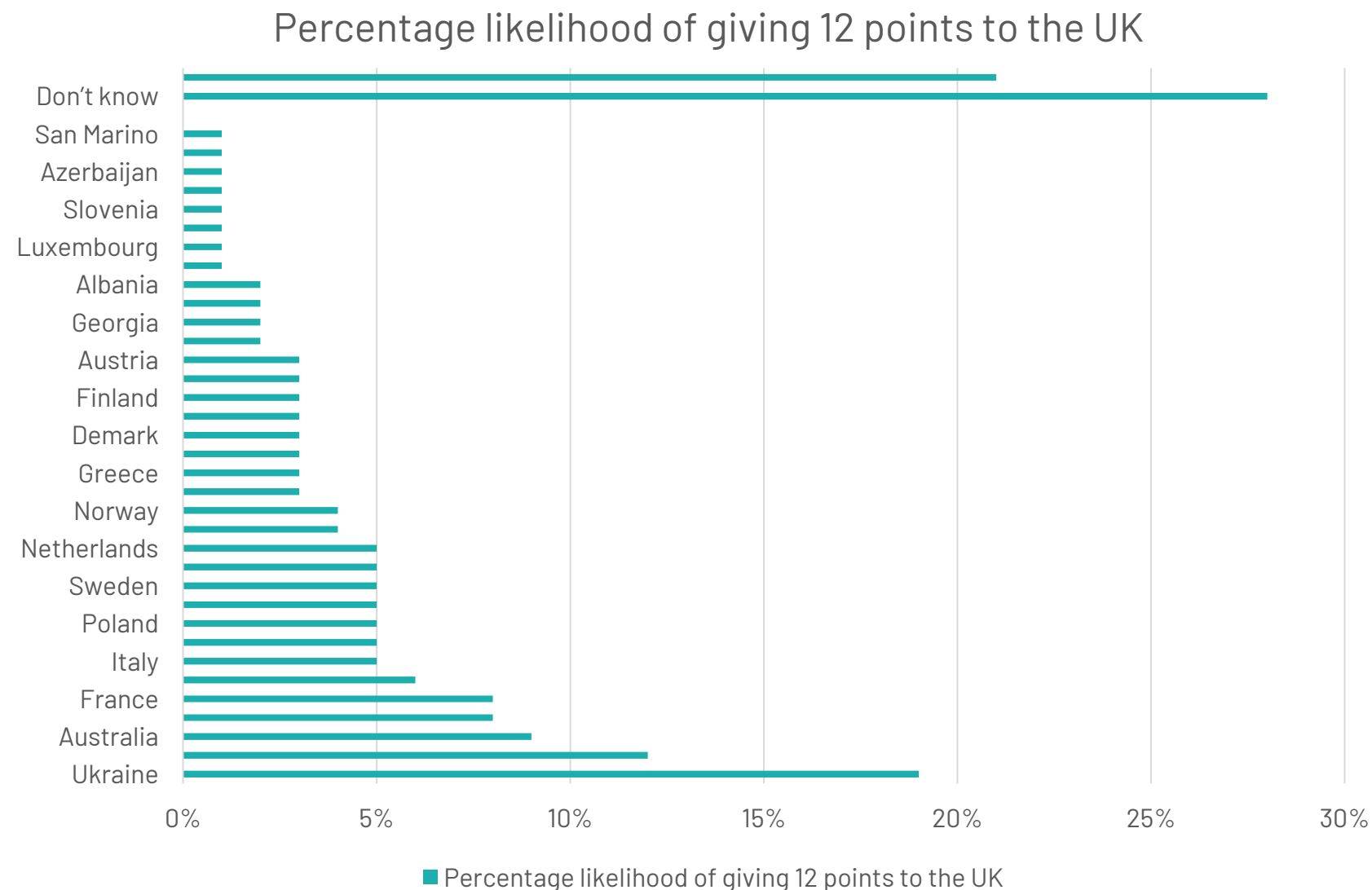


Eurovision Song Contest: Political leader song entries



Keir Starmer	Nigel Farage	Ed Davey	Kemi Badenoch
Things Can Only Get Better- D:Ream	Rule Britannia	Always Look On The Bright Side Of Life - Monty Python	I Will Survive - Gloria Gaynor
Help! - The Beatles	God Save The King	Happy - Pharrell Williams	God Save The King
Heaven Knows I'm Miserable Now - The Smiths	Land of Hope and Glory	Don't Worry, Be Happy- Bobby McFerrin	Independent Women- Destiny's Child
Don't Stop Believin'- Journey	We Are The Champions - Queen	Tears of a Clown - Smokey Robinson & The Miracles	Loser - Beck
I'm a Loser- The Beatles	The Only Way Is Up- Yazz	Send in the Clowns- Barbara Streisand	Who Are You- The Who

Countries most/least likely to favour the UK at Eurovision



IPSOS

May 2025
Eurovision 2025

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