

# Ipsos Political Pulse

May 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?

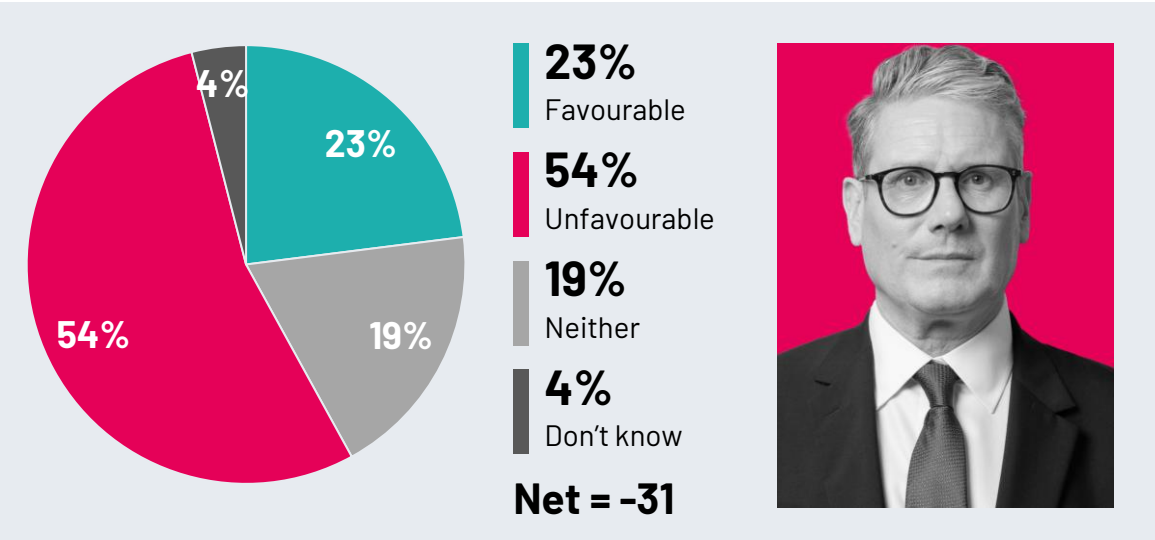
	Favourable	Unfavourable	Net	Swing vs Apr '25
Nigel Farage	31%	50%	-19	-0.5
Boris Johnson	26%	52%	-26	N/A
Ed Davey	25%	32%	-7	-0.5
Keir Starmer	23%	54%	-31	-1
Rishi Sunak	21%	53%	-32	N/A
Angela Rayner	21%	45%	-24	N/A
Ed Miliband	20%	46%	-26	N/A
Kemi Badenoch	17%	49%	-32	-3.5
Rachel Reeves	16%	53%	-37	+1.5
Robert Jenrick	16%	38%	-22	N/A

Base: 2264 Online British adults aged 18+, 9-13 May 2025

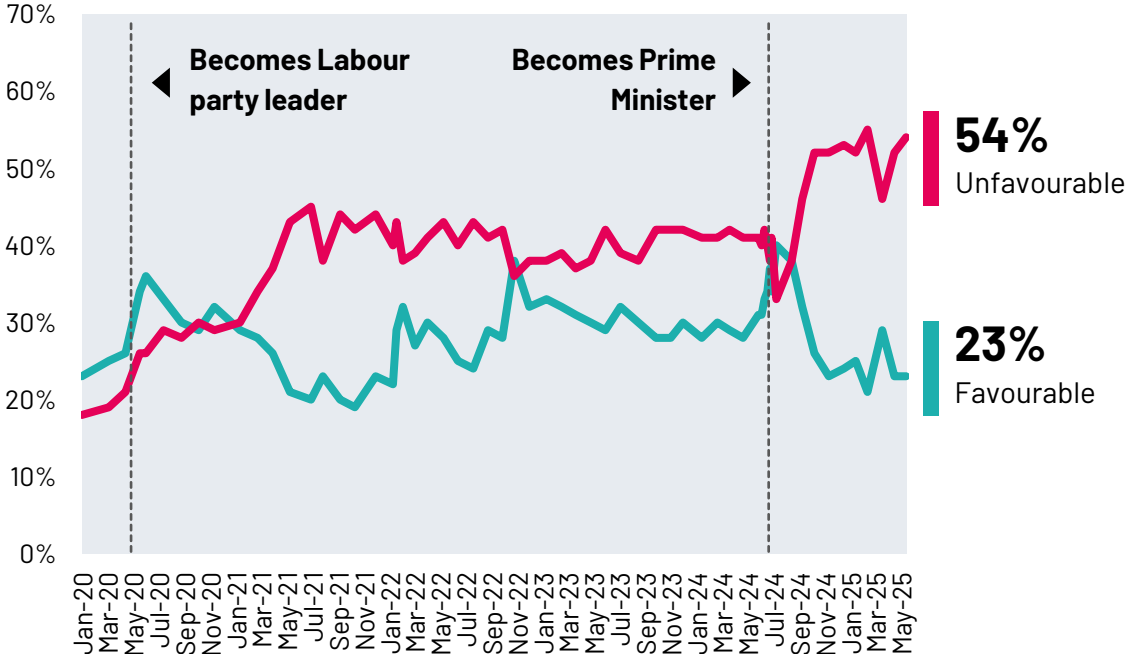
# Keir Starmer: Favourability

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

May 2025



January 2020 – May 2025

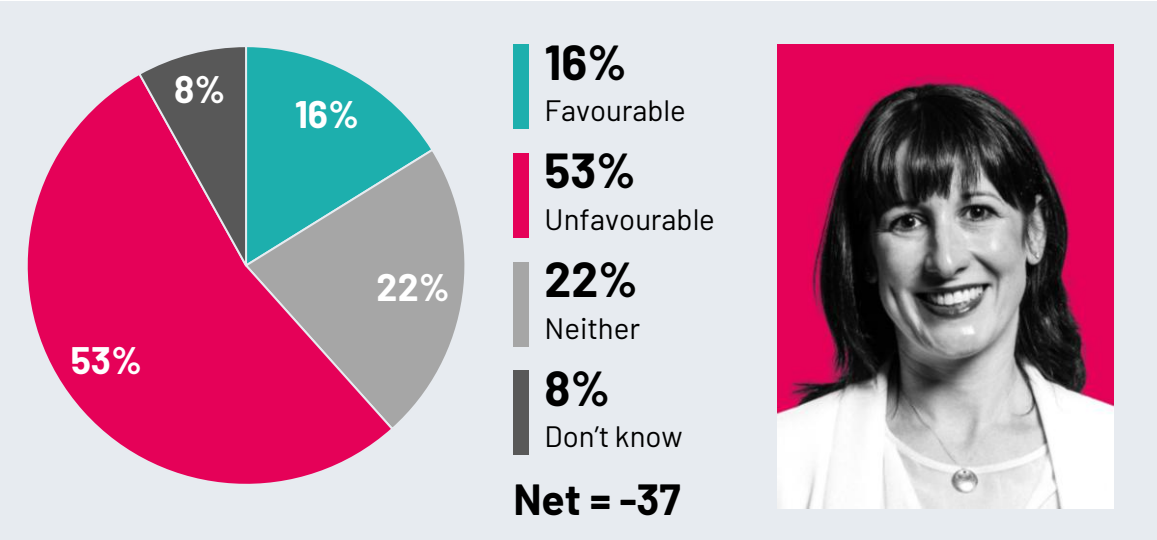


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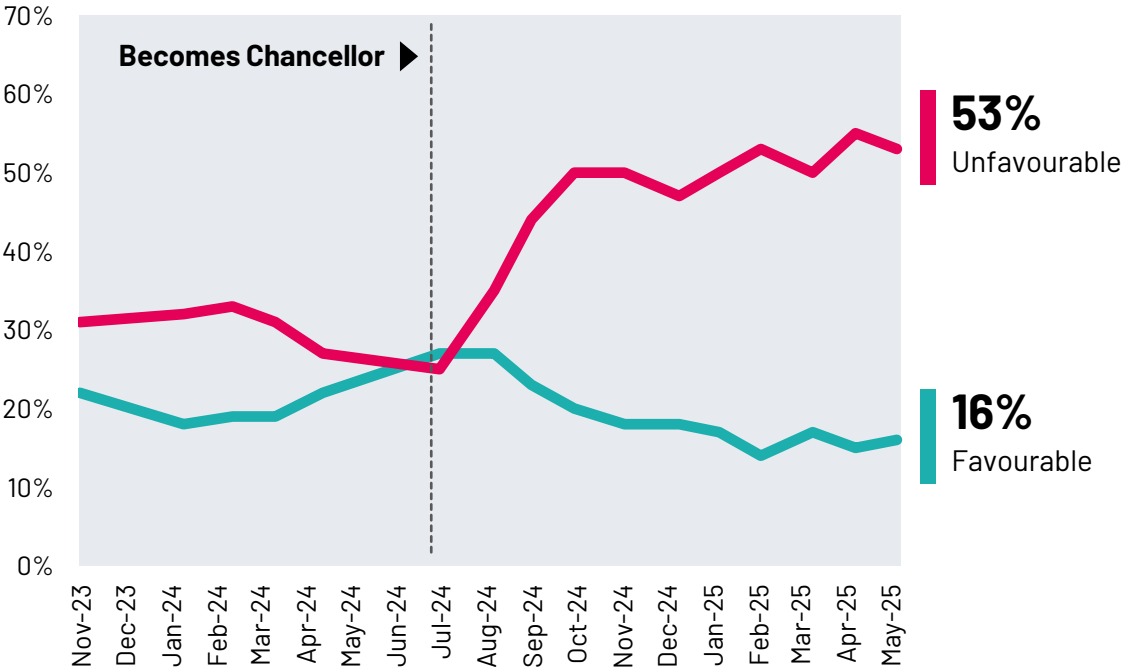
# Rachel Reeves: Favourability

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

May 2025



November 2023 – May 2025

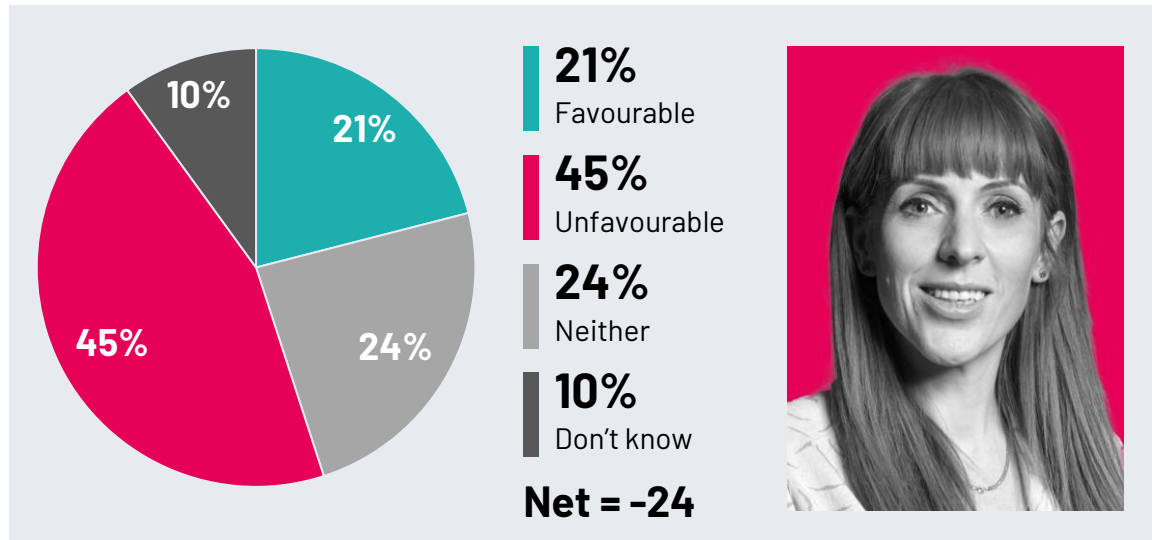


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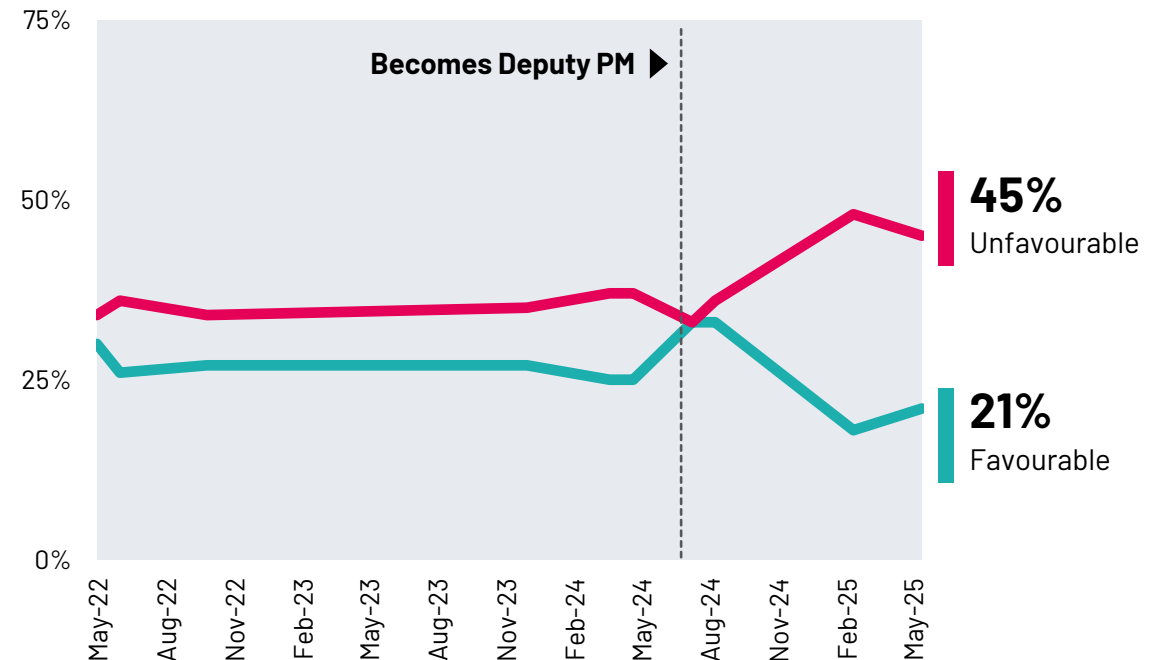
# Angela Rayner: Favourability

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

May 2025



May 2022 – May 2025

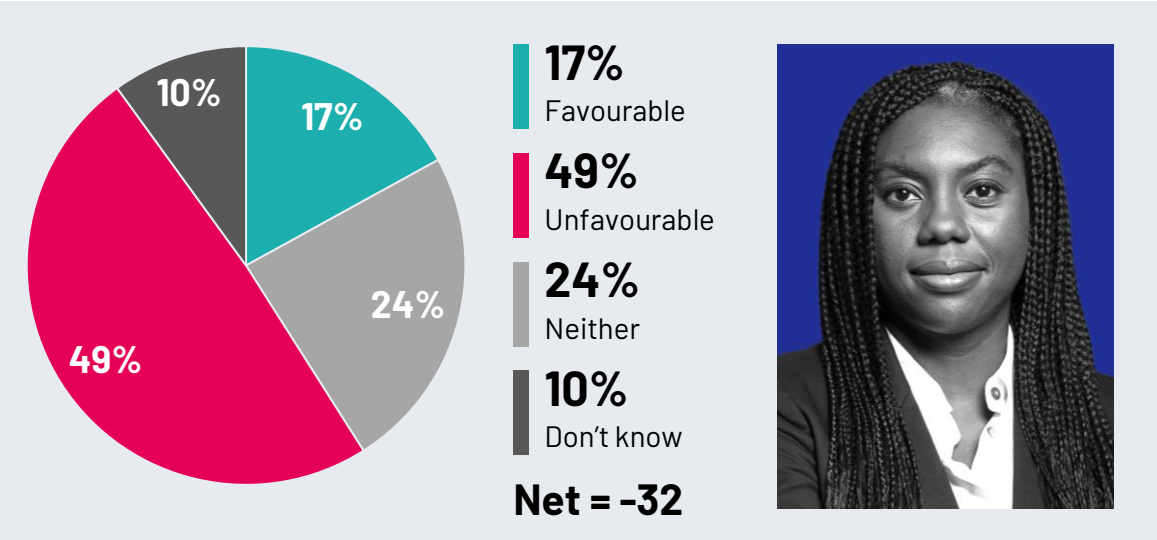


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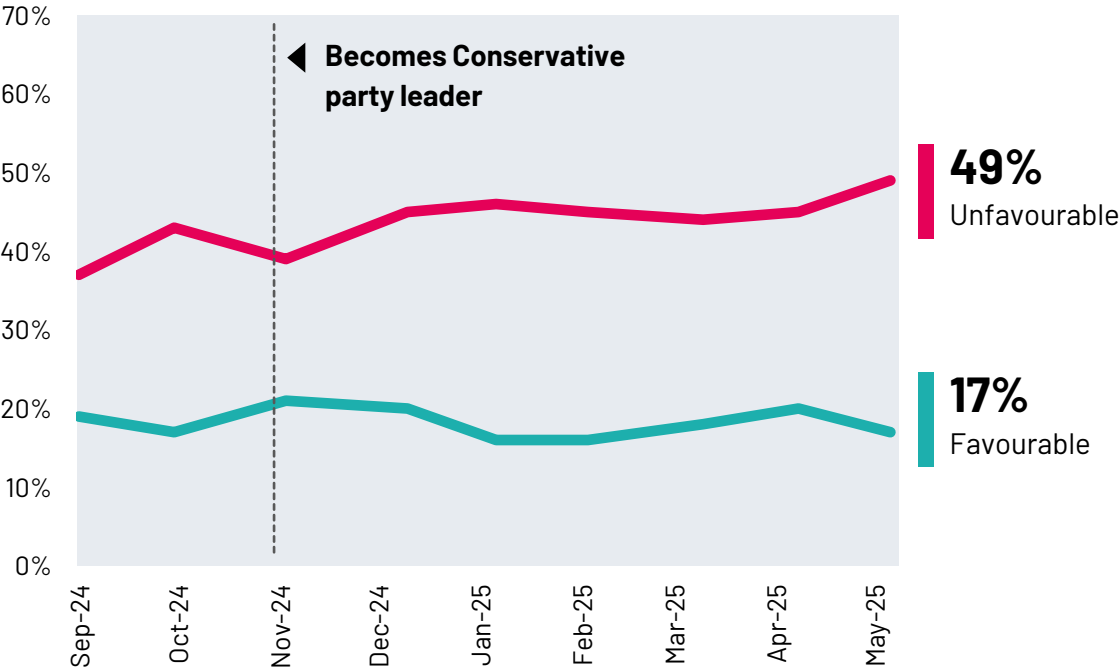
# Kemi Badenoch: Favourability

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

May 2025



September 2024 – May 2025

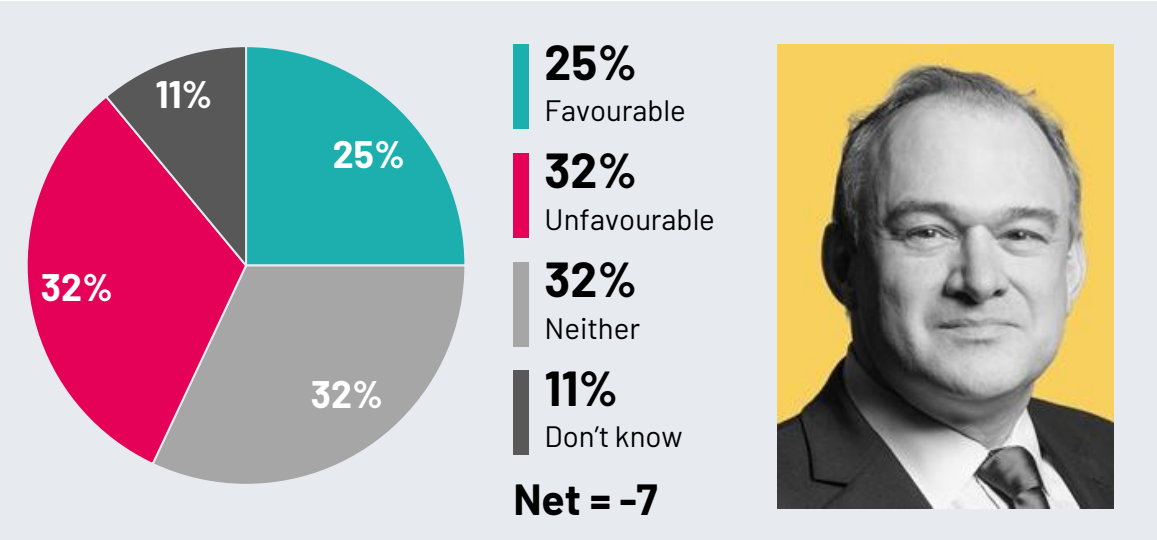


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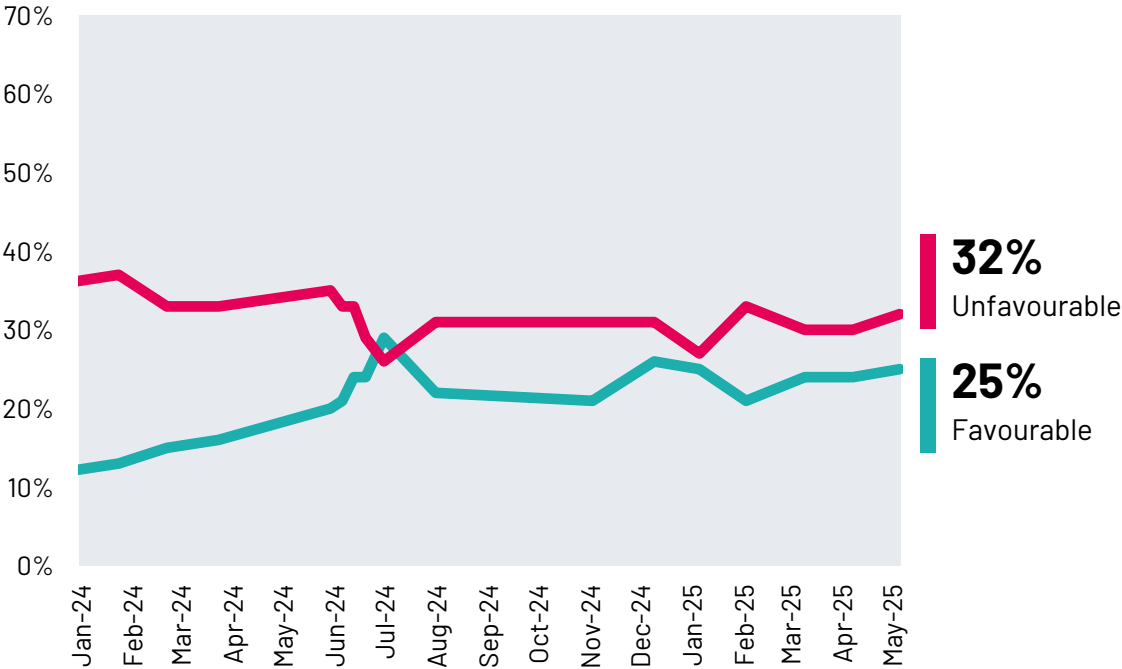
# Ed Davey: Favourability

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

May 2025



January 2024 – May 2025

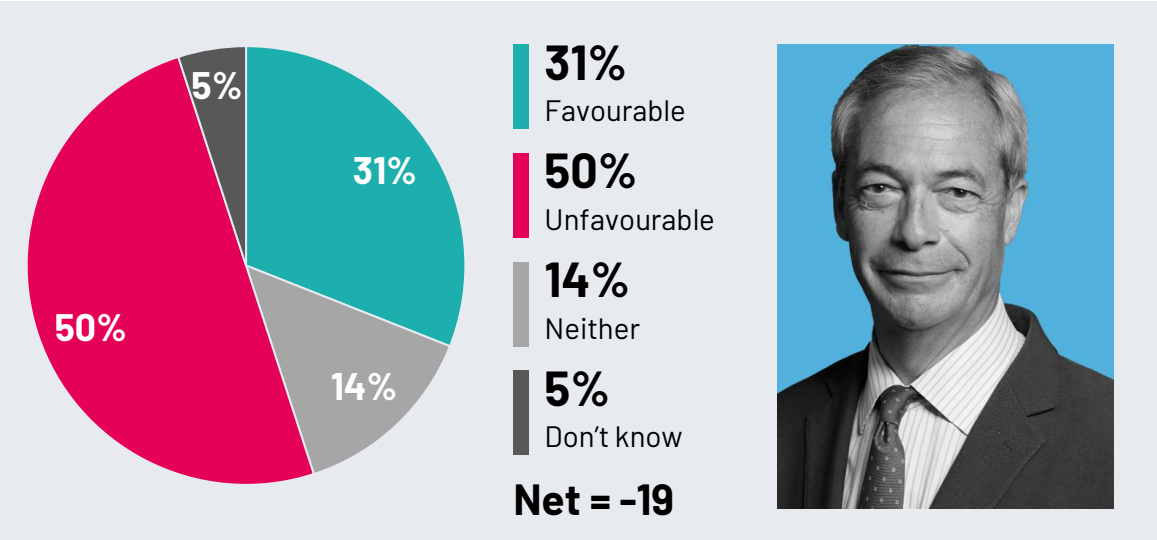


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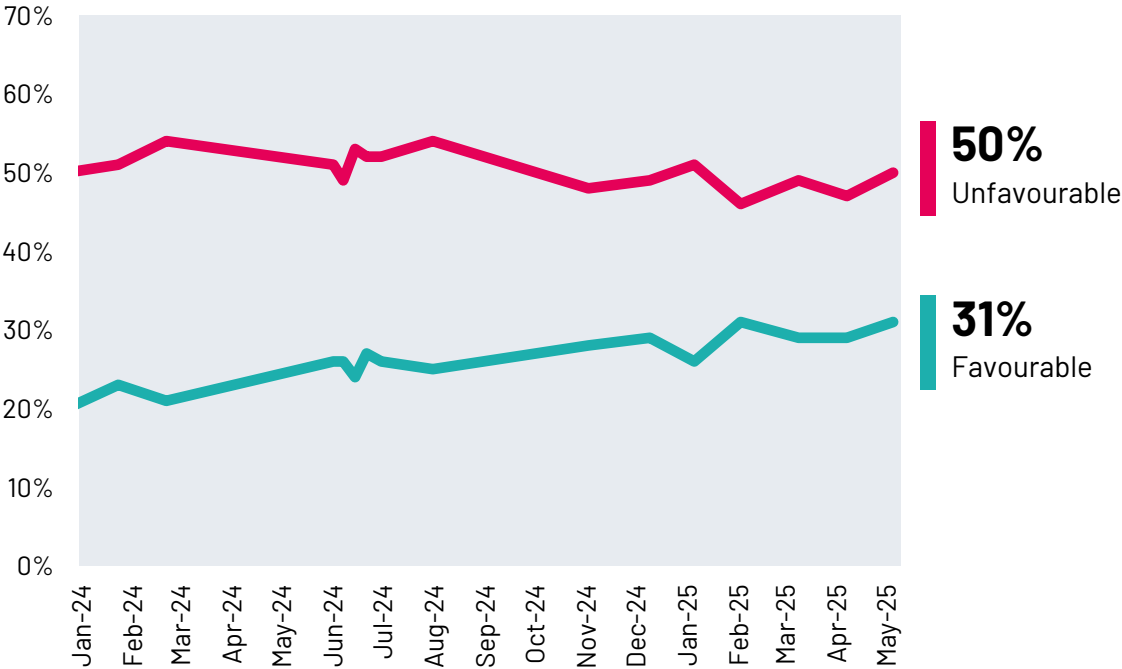
# Nigel Farage: Favourability

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

May 2025



January 2024 – May 2025

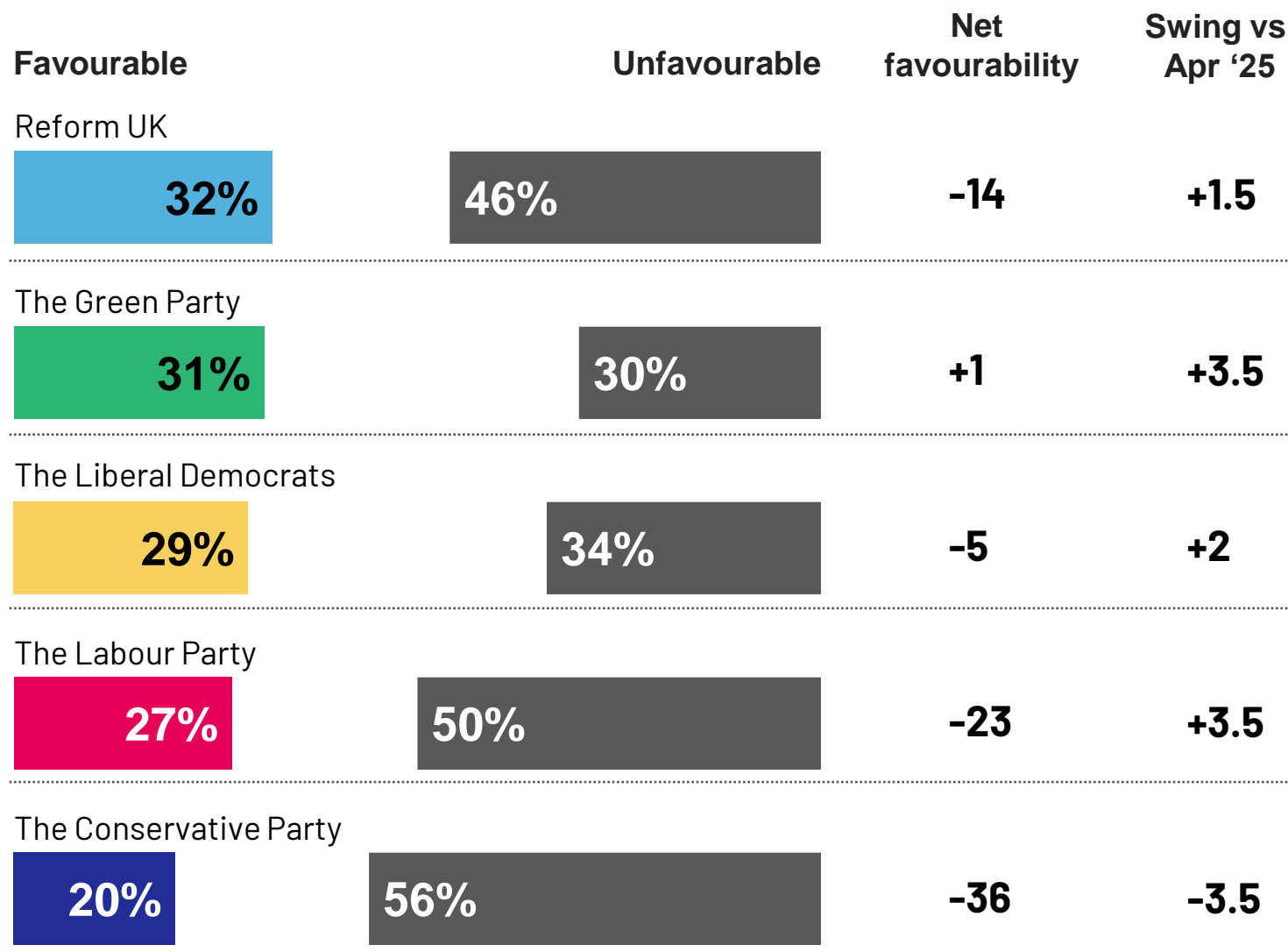


Base: 2264 Online British adults aged 18+, 9-13 May 2025



# 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?

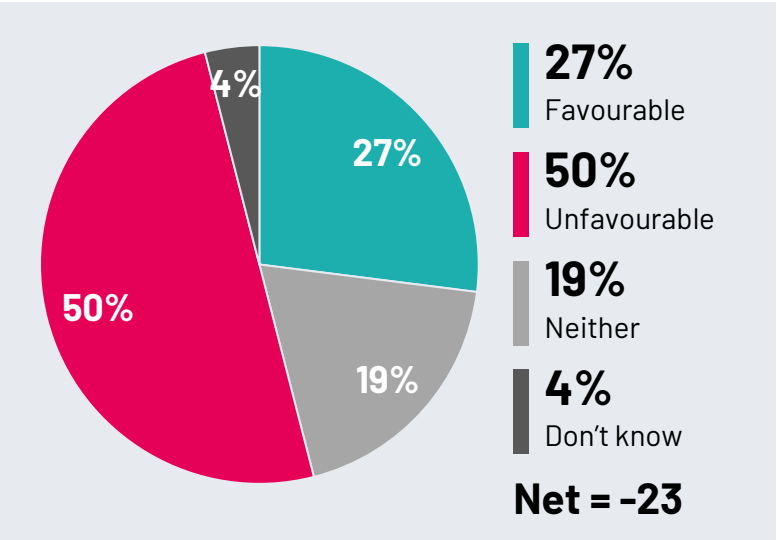


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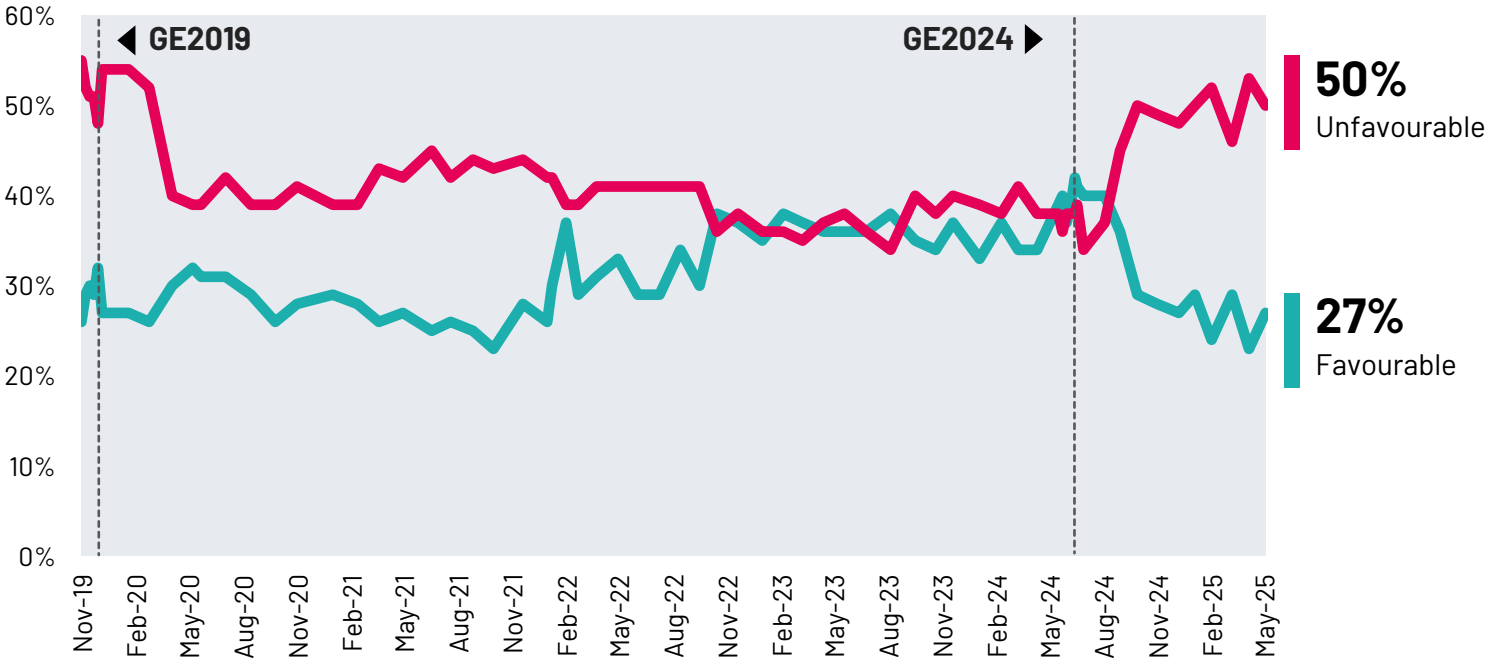
# The Labour party: Favourability

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

May 2025



November 2019 – May 2025

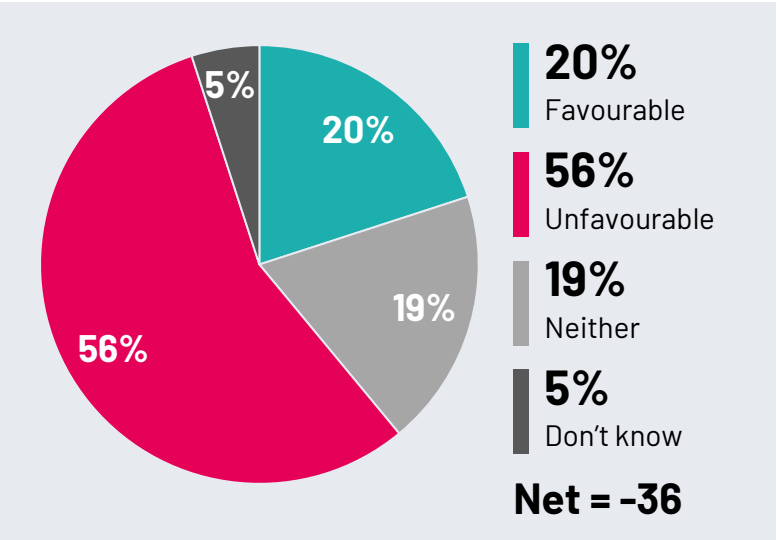


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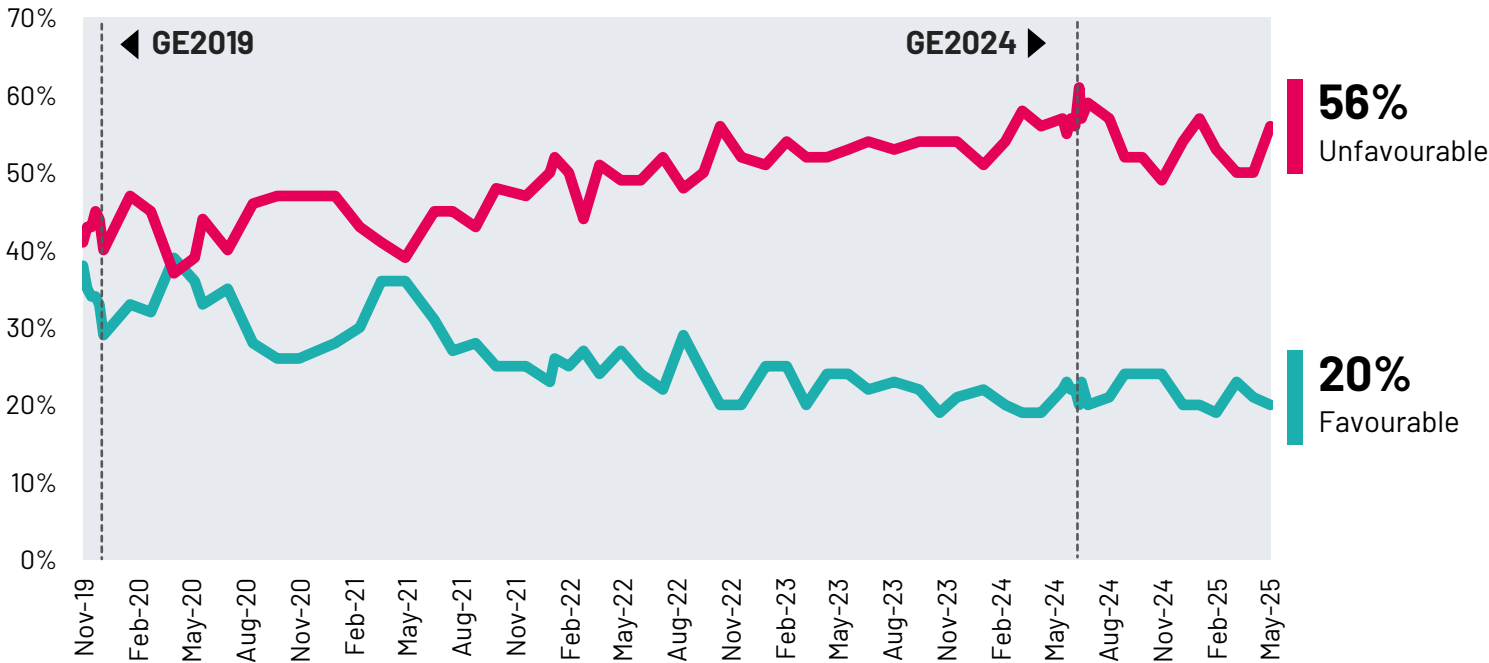
# The Conservative party: Favourability

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

May 2025



November 2019 – May 2025

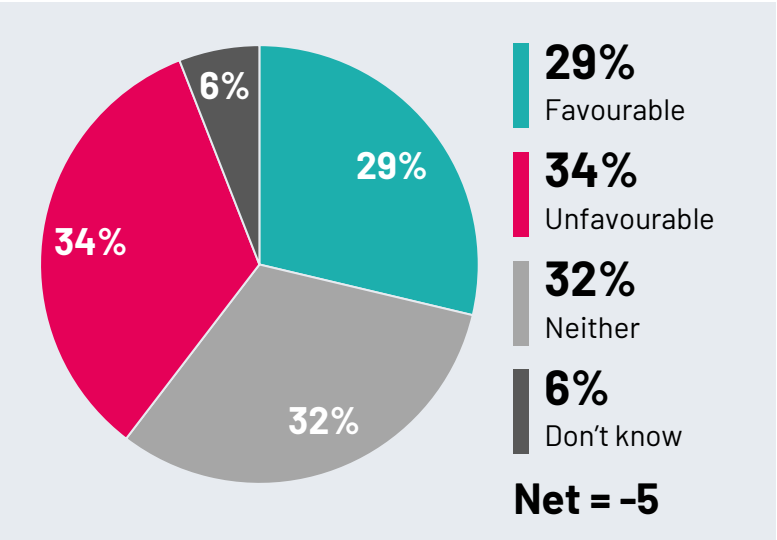


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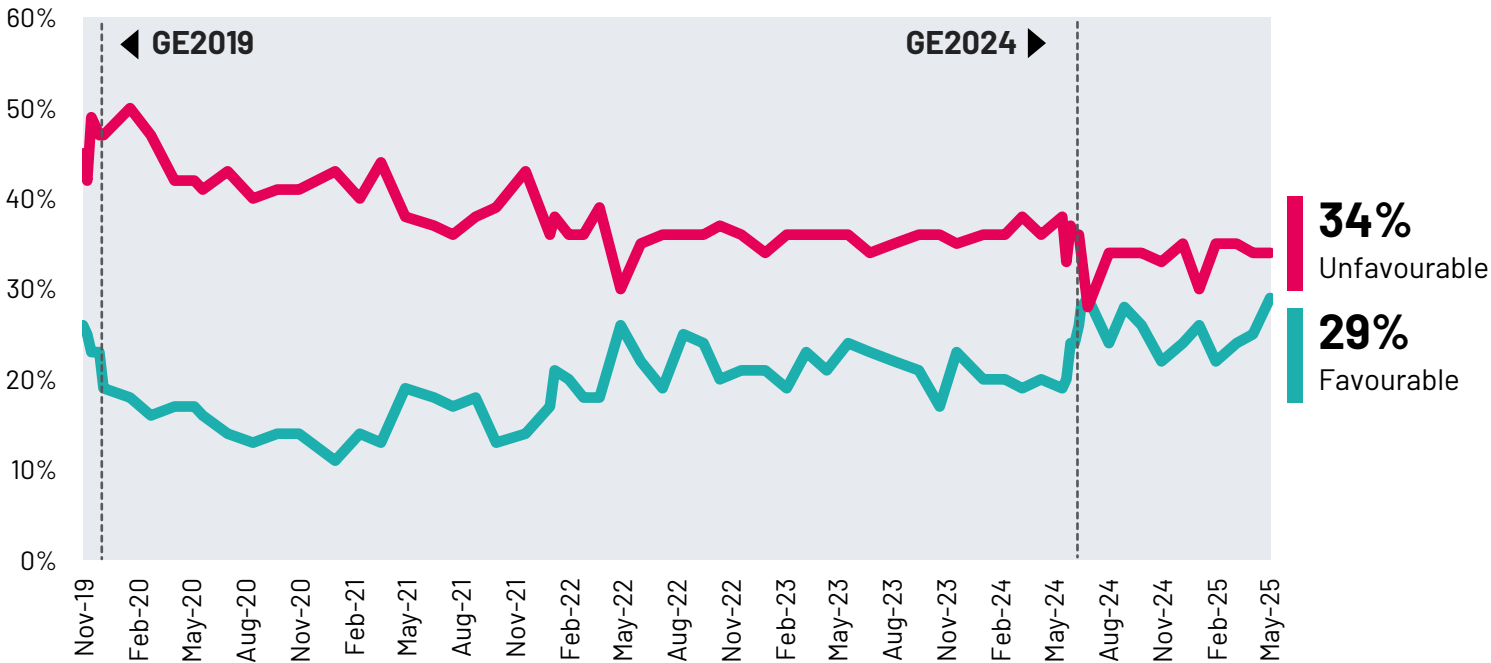
# The Liberal Democrats: Favourability

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

May 2025



November 2019 - May 2025

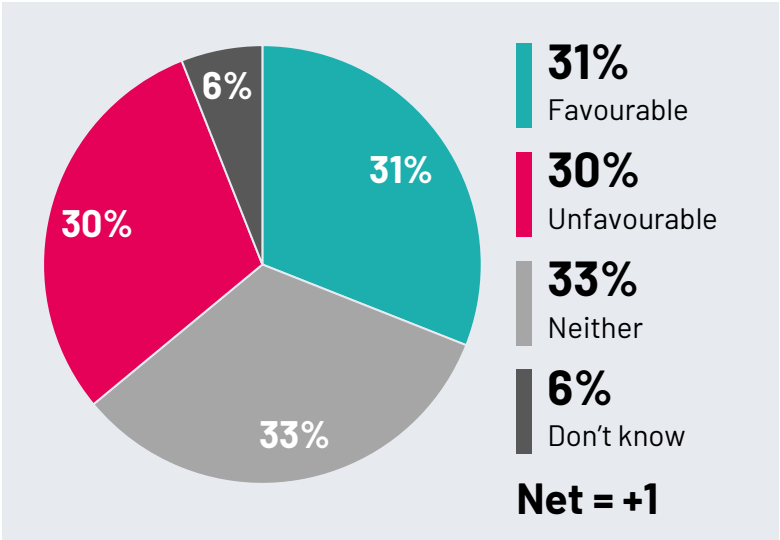


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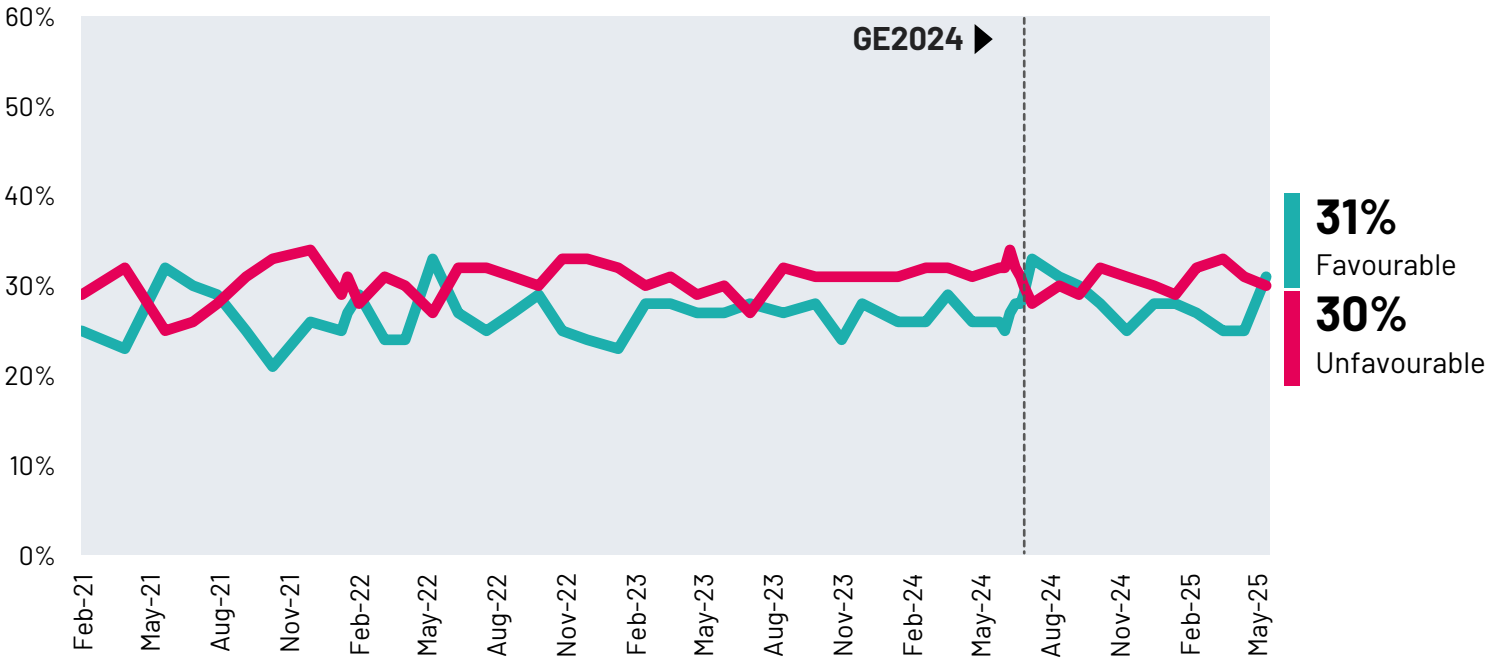
# The Green Party: Favourability

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

May 2025



February 2021 – May 2025

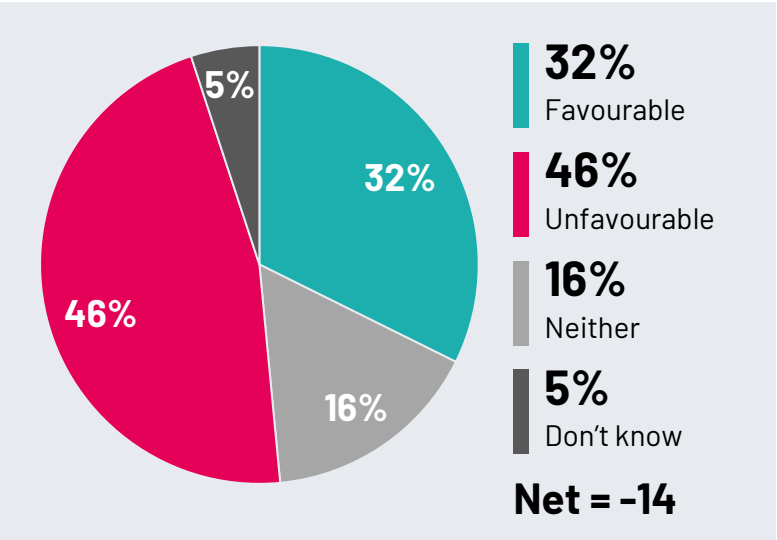


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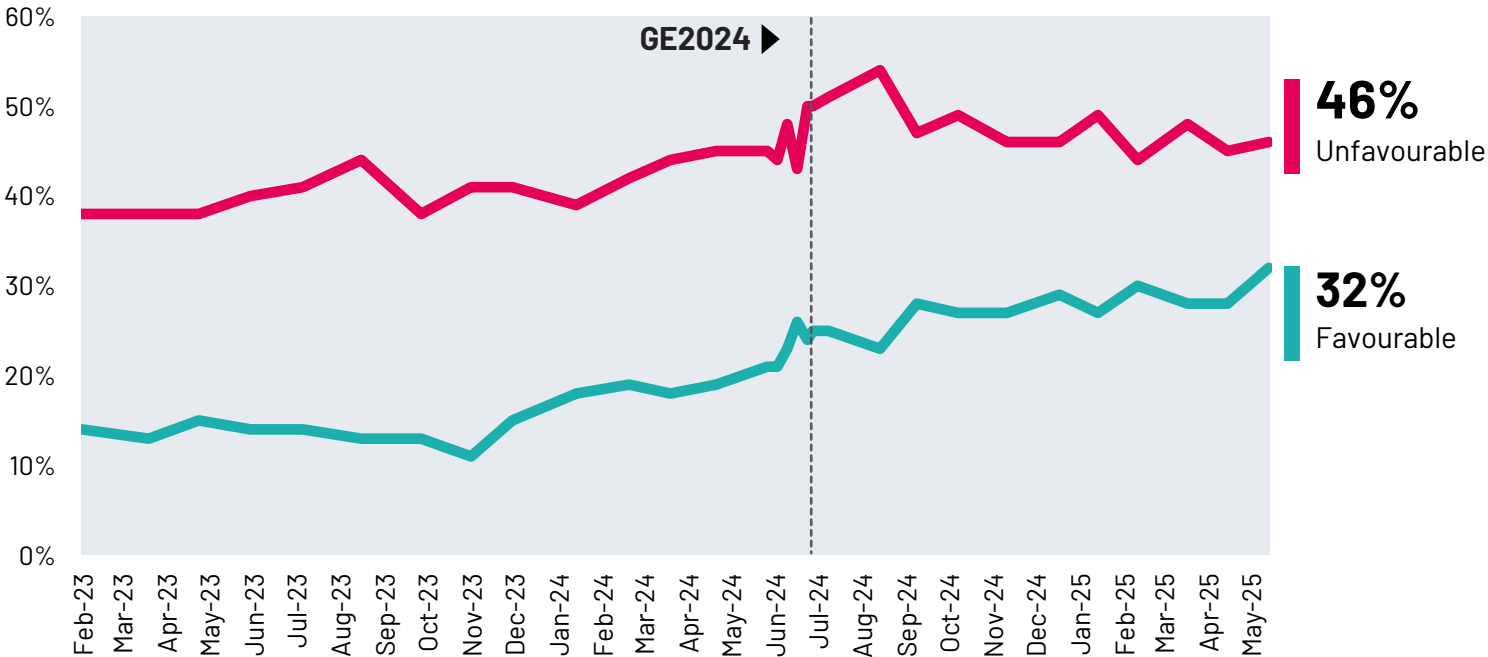
# Reform UK: Favourability

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

May 2025



February 2023 – May 2025

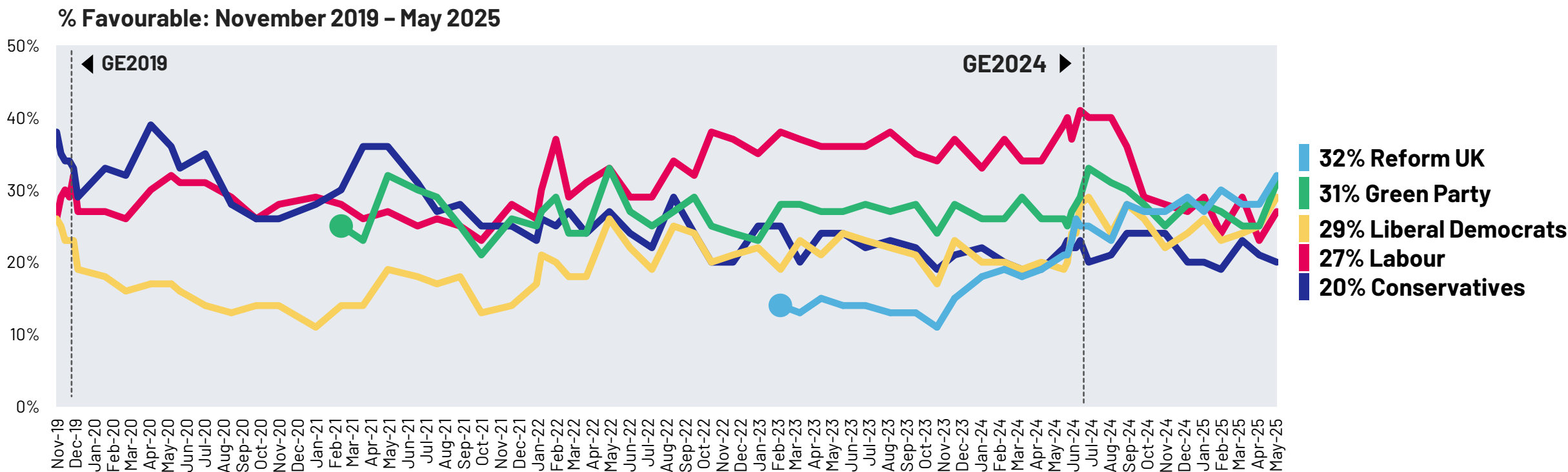


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# Political parties: Favourability

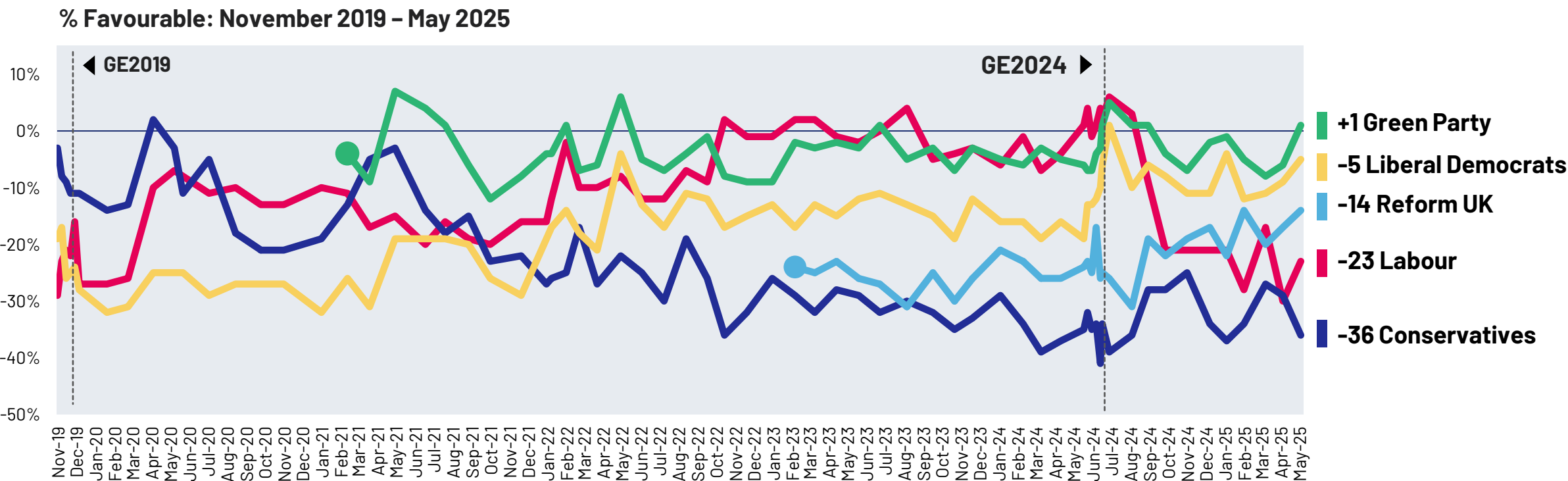
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties?



Base: 2264 Online British adults aged 18+, 9-13 May 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?



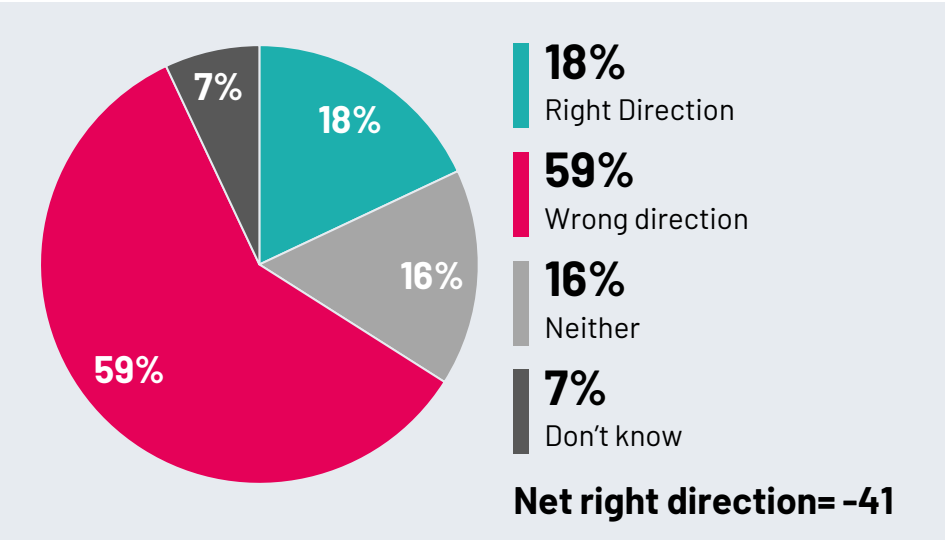
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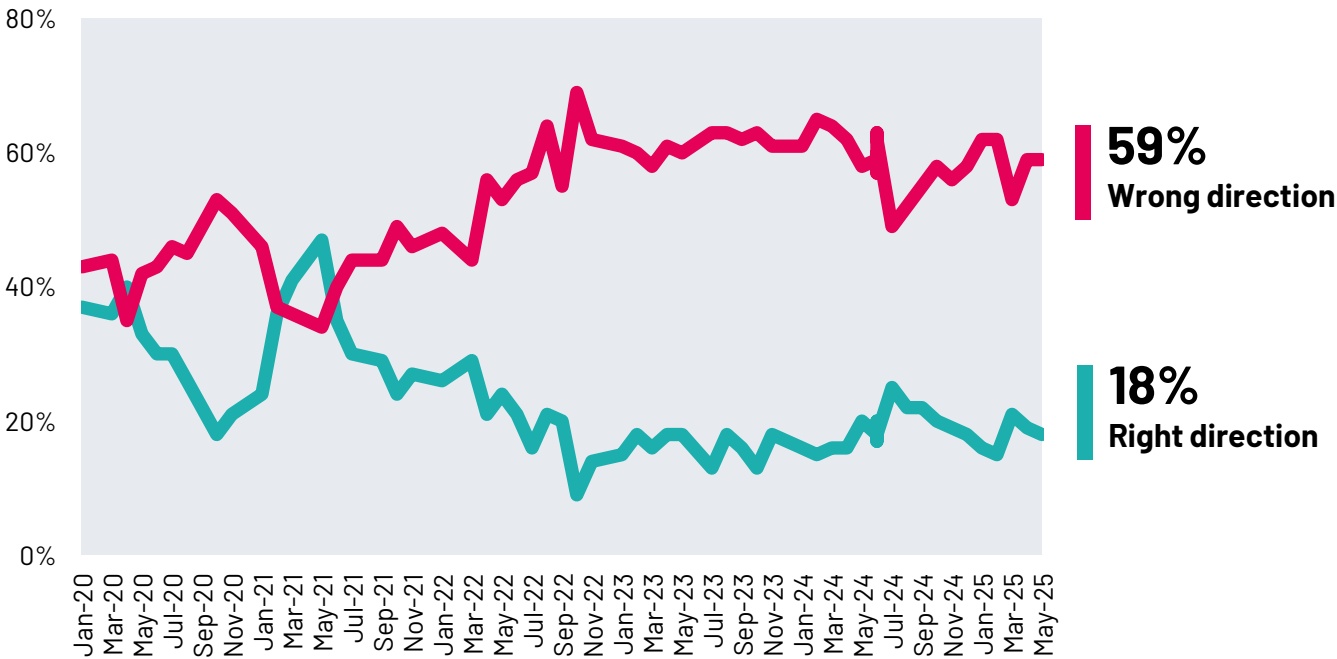
# Direction of the country

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

May 2025



January 2020 - May 2025



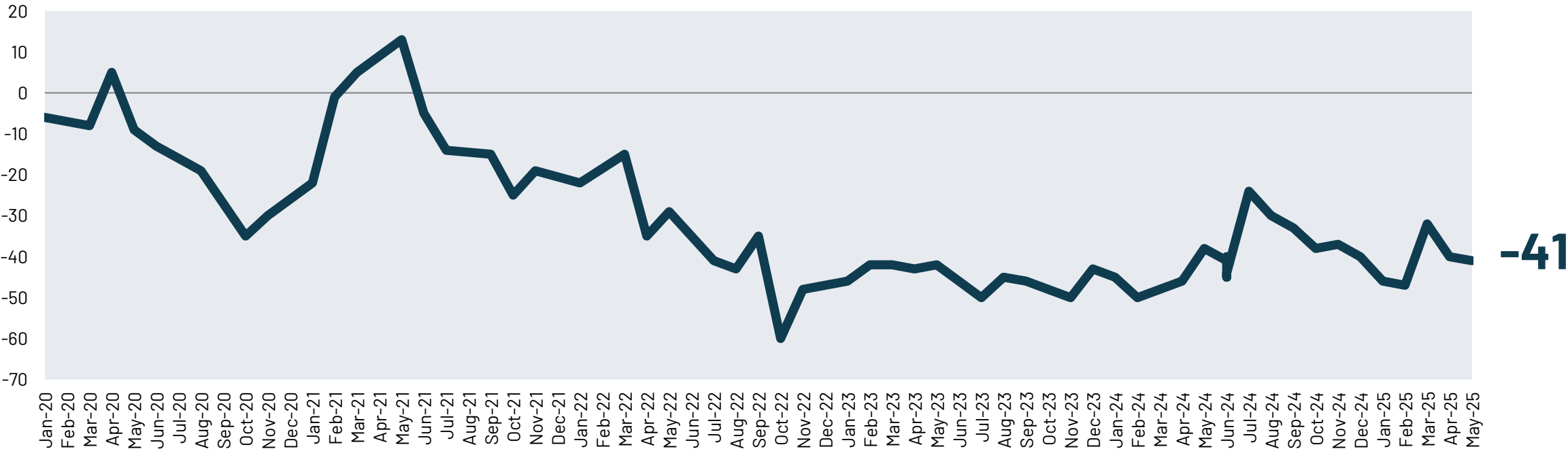
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# Direction of the country: January 2020 – May 2025

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

Net right direction



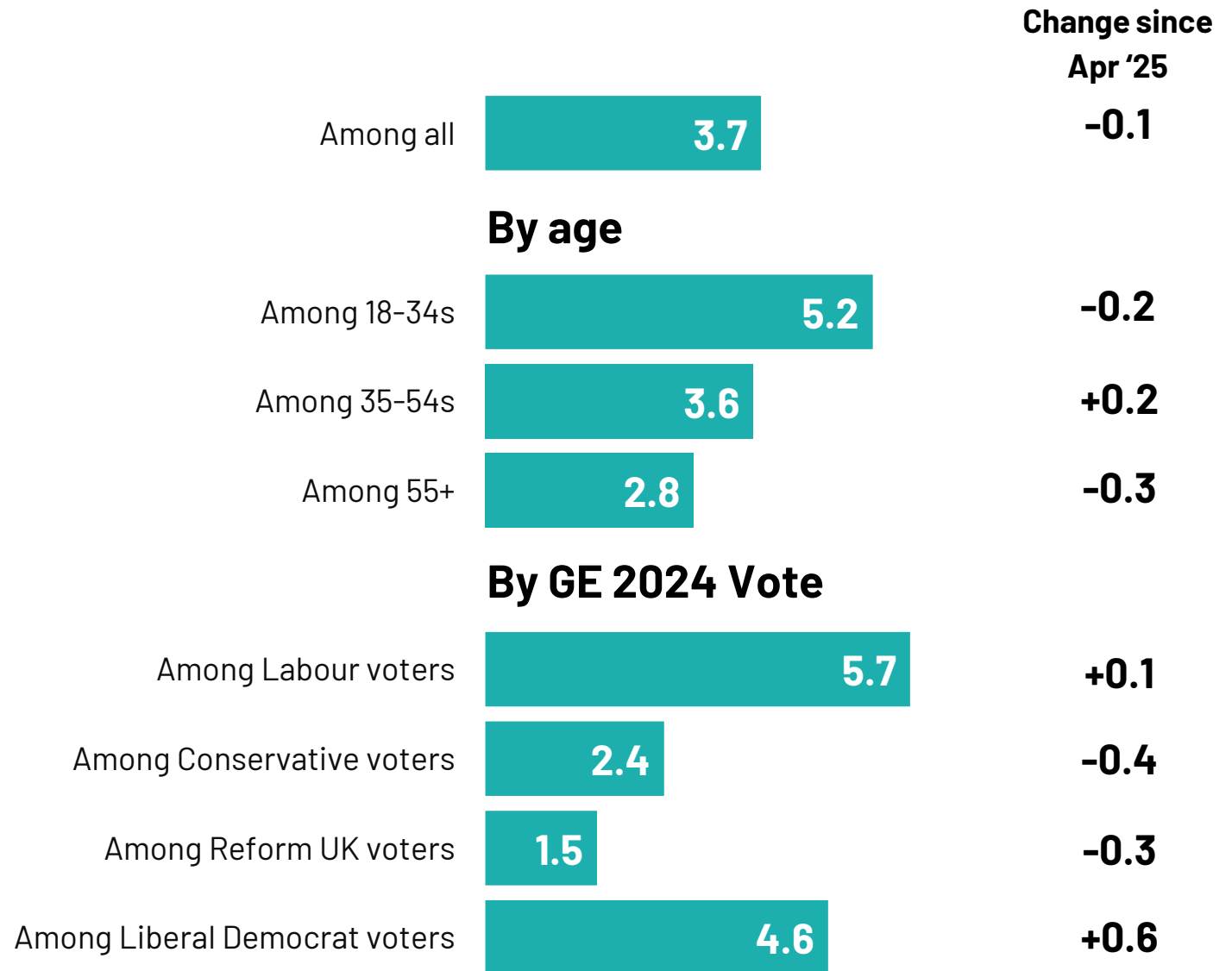
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# How is the current Labour government performing?

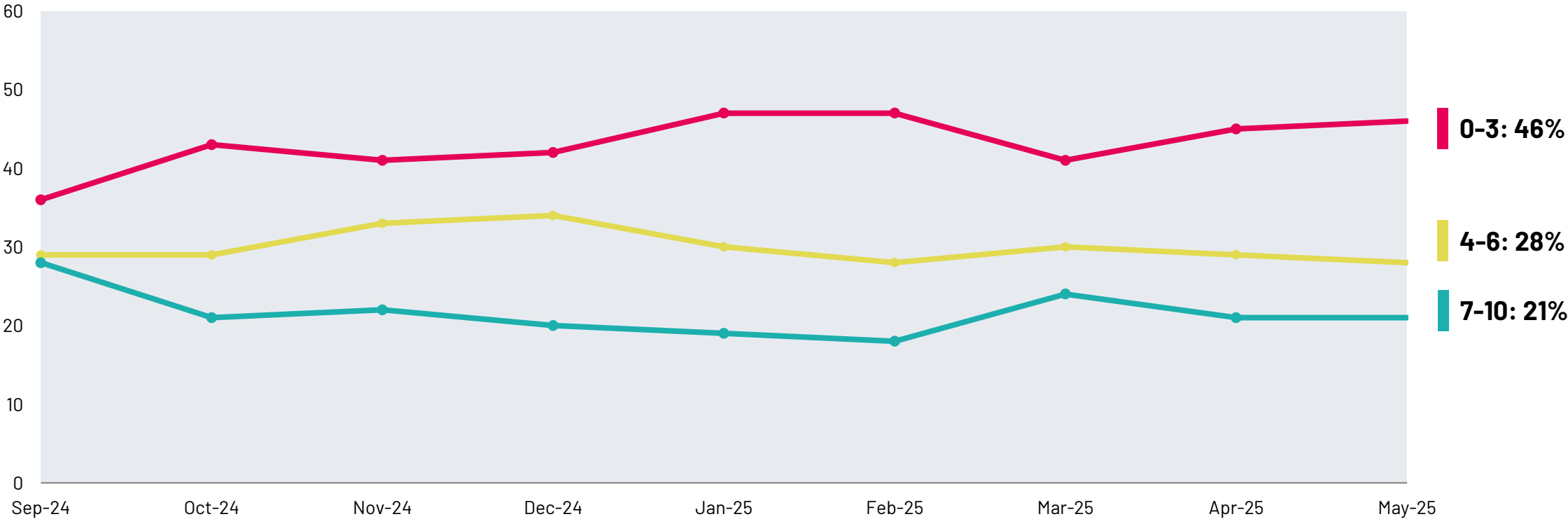
On a scale of 0 to 10, where 10 means a very good job and 0 means a very bad job, do you think the current Labour government is doing a good or bad job at running the country? **Mean scores**

**Base: 2264** Online British adults aged 18+, including (685) 18-34-year-olds, (792) 35-54s, (787) +55s, (697) 2024 Labour voters, (332) 2024 Conservative voters, (250) 2024 Reform UK voters, and (201) 2024 Liberal Democrat voters, 9-13 May 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**

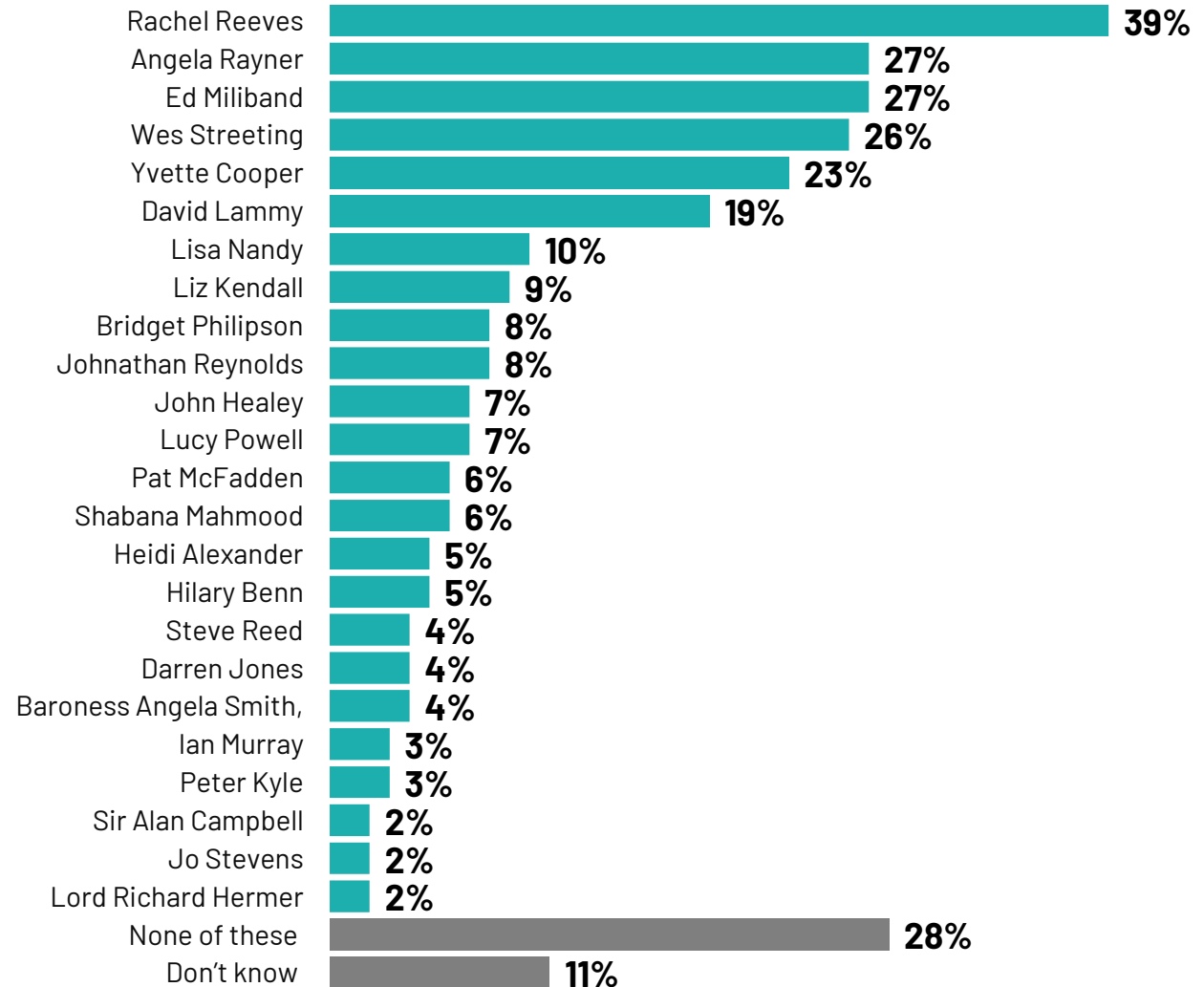


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***Out of a list of members of the UK Government, the British public are most likely to have seen, read, or heard something about Rachel Reeves in the past couple of weeks.***

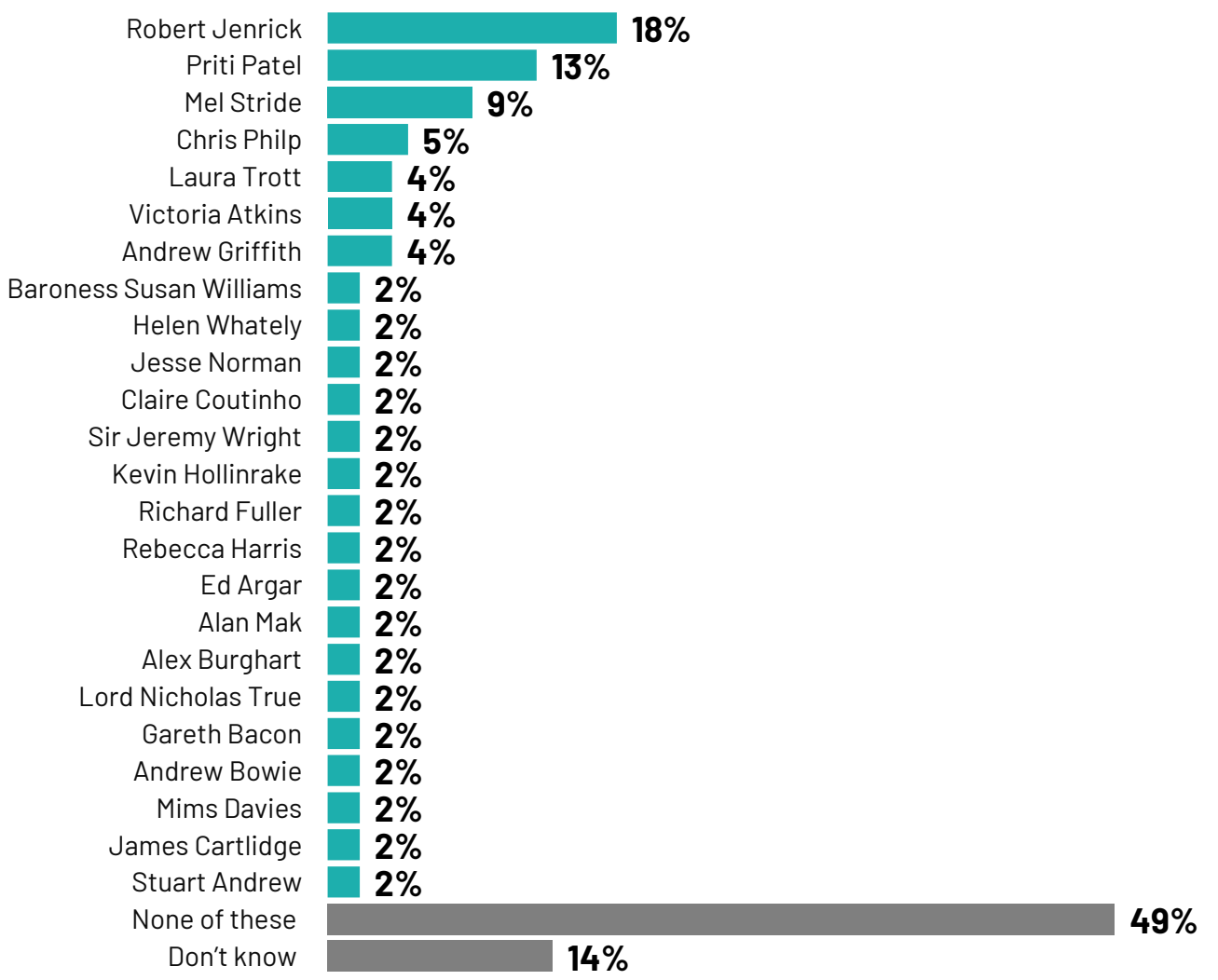
Which of the following members of the government if any, not including Prime Minister Keir Starmer, do you remember seeing, reading or hearing something about in the past couple of weeks?



Base: 2264 Online British adults aged 18+, 9-13 May 2025

# Around half of British adults do not remember seeing, reading or hearing something about a member of the Conservative Shadow Cabinet in the past couple of weeks

Which of the following members of the opposition, if any, not including Leader of the Opposition Kemi Badenoch, do you remember seeing, reading or hearing something about in the past couple of weeks?



Base: 2264 Online British adults aged 18+, 9-13 May 2025



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### For more information

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