

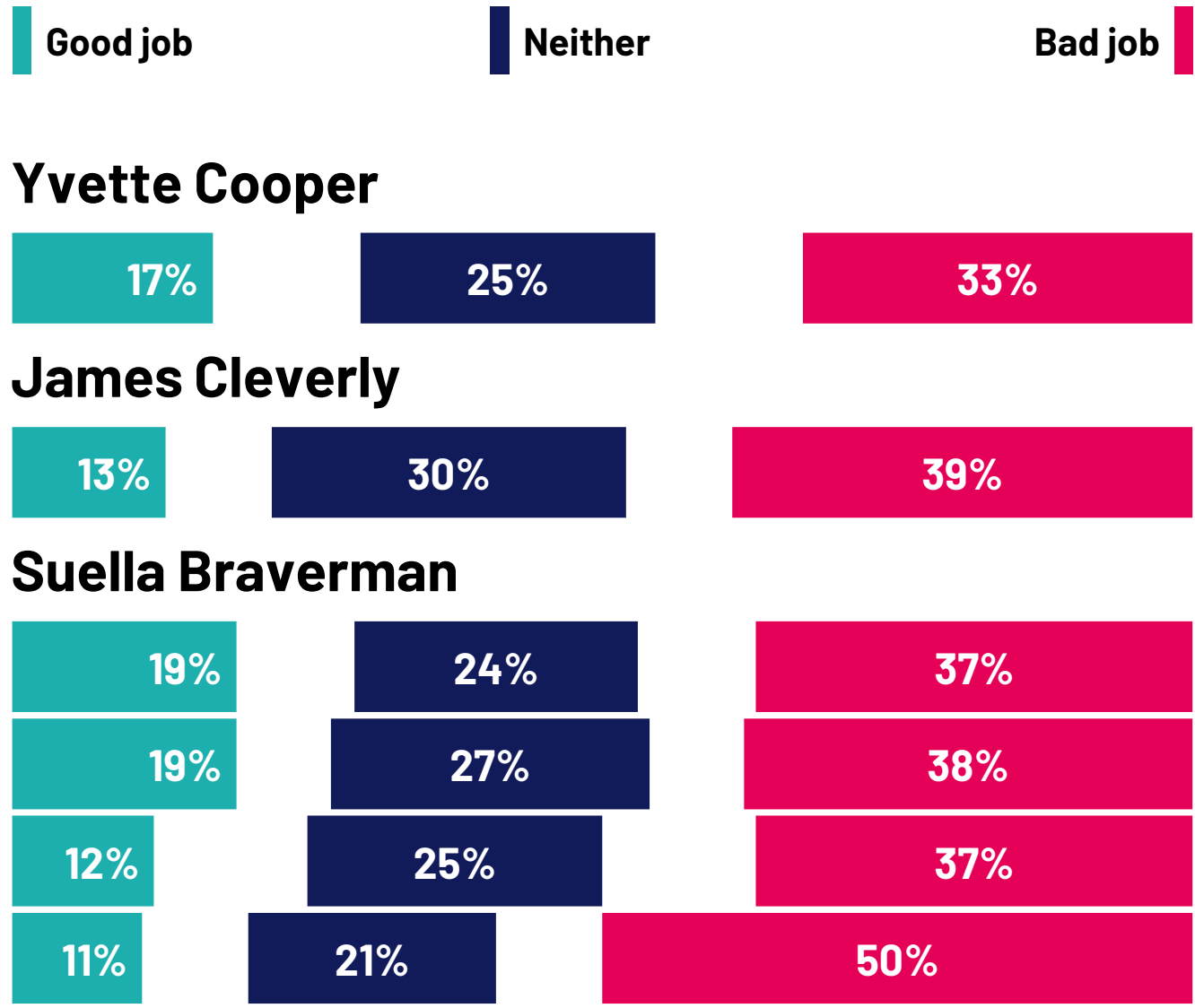
Ipsos Attitudes towards immigration

May 2025

1 in 3 Britons say Yvette Cooper has been doing a bad job as Home Secretary. Cooper's ratings are slightly better than James Cleverly in Jan 2024, but in line with Suella Braverman's in 2023

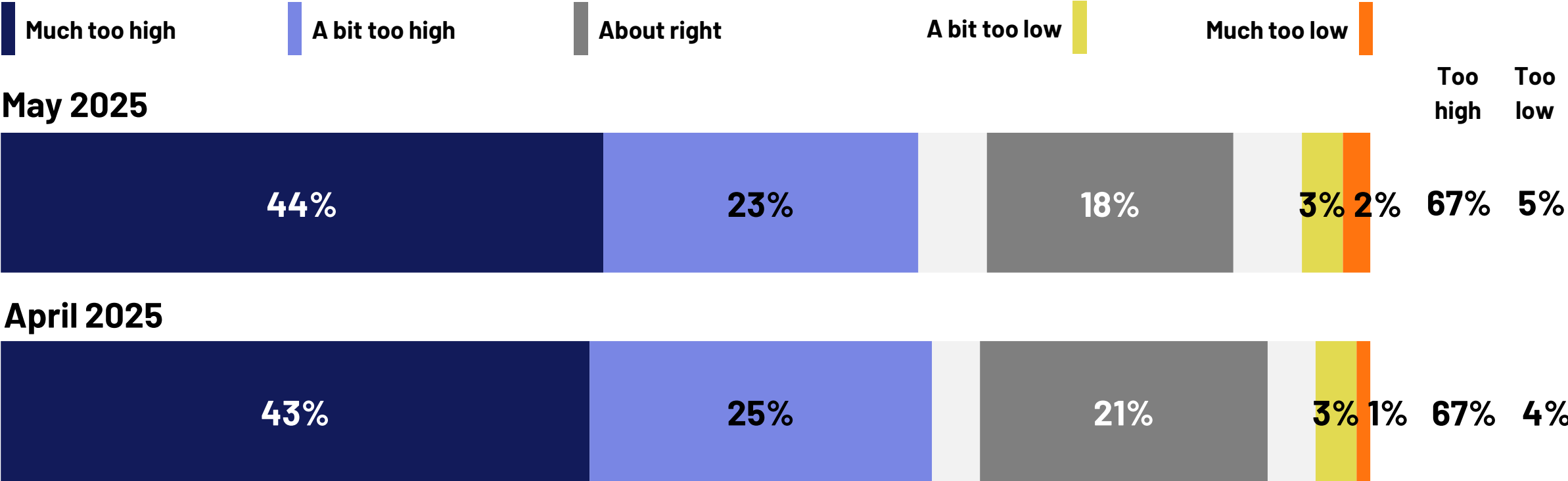
To what extent, would you say Yvette Cooper has been doing a good or bad job as Home Secretary, if either?

Base: 1,084 Online British adults aged 18-75, 16-20 May 2025



Two thirds of Britons continue to think that the total number of people coming into the UK is too high

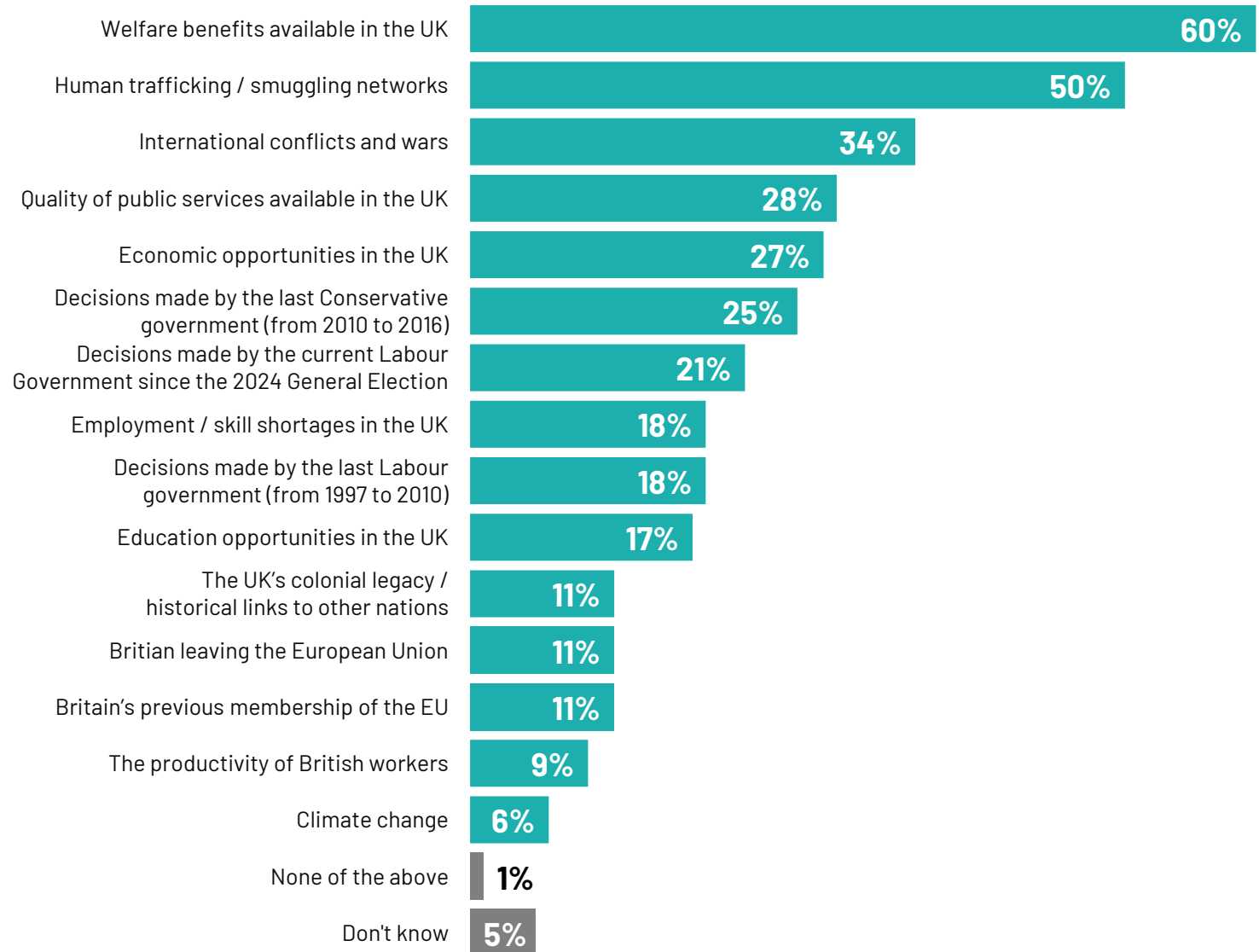
Do you think the total number of people coming into the UK is too high, too low or about right?



Base: 1,084 Online British adults aged 18-75, 16-20 May 2025

Among those who think the number of people coming to the UK is too high, welfare benefits available in the UK are most seen to have contributed to this, followed by human trafficking/smuggling gangs

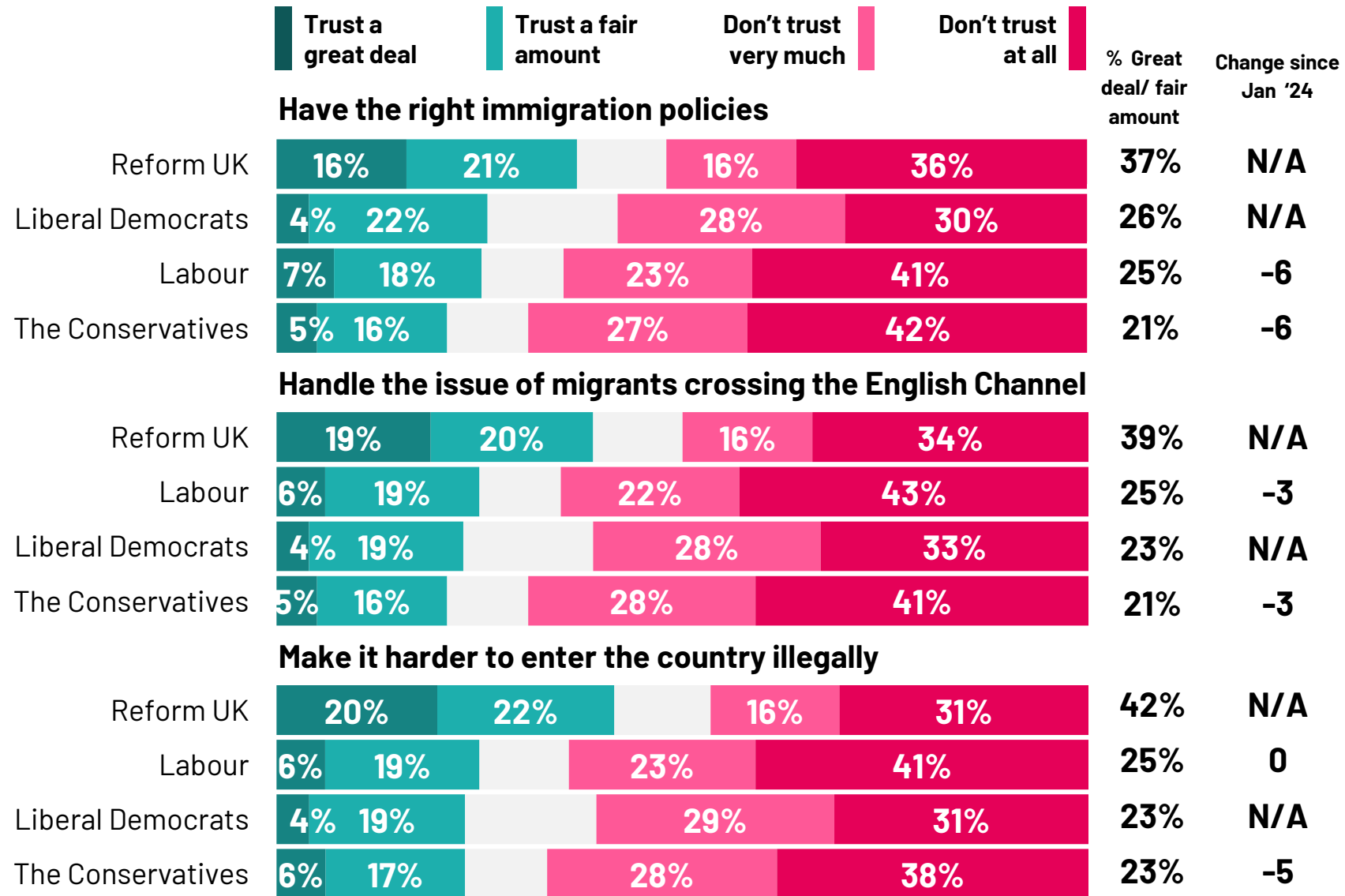
Which of the following, if any would you say have contributed MOST to the number of people coming into the UK being too high? Please select all that apply.



Base: 690 Online British adults aged 18-75, who think the number of people coming into the UK is too high, 16-20 May 2025

Reform UK are most trusted to have the right policies on immigration and Channel crossings. Trust in Labour and the Conservatives has fallen since before the 2024 GE.

To what extent, if at all, do you trust each of the following political parties to...

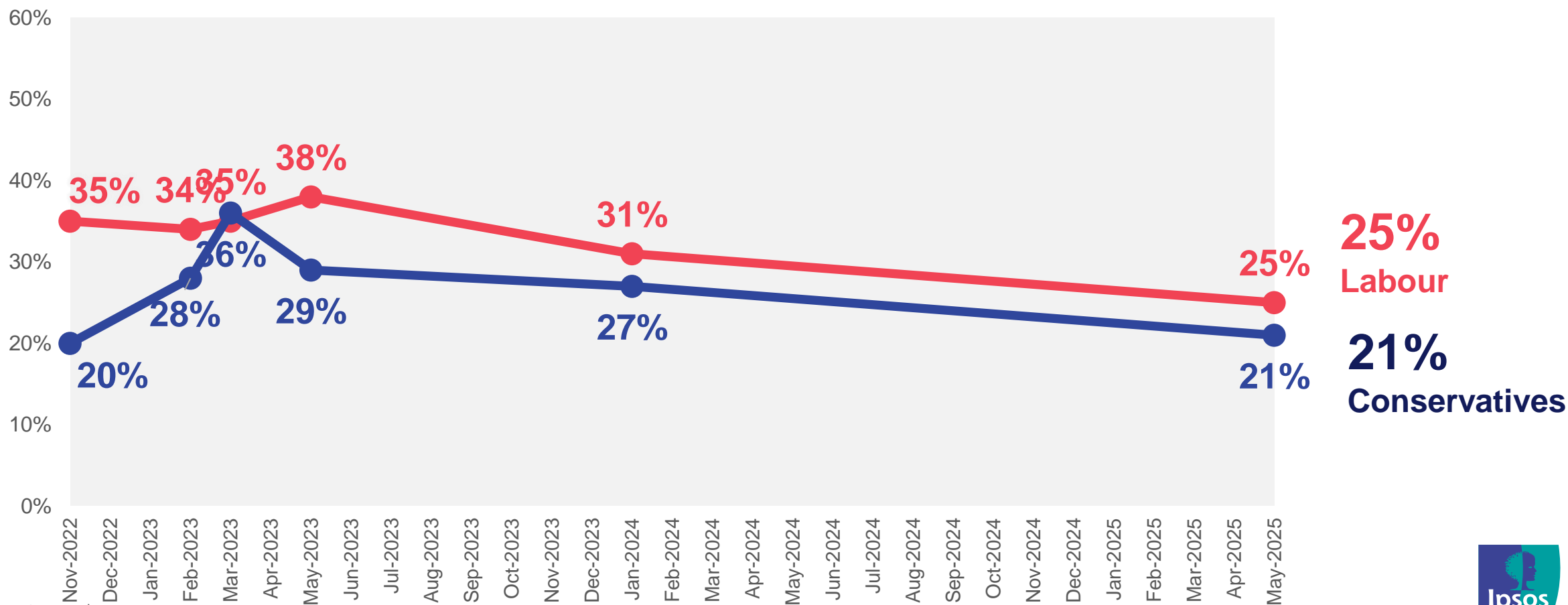


Base: 1,084 Online British adults aged 18-75, 16-20 May 2025

Trust in Labour/Conservatives to have the right immigration policies: trends

To what extent, if at all, do you trust each of the following political parties to have the right immigration policies?

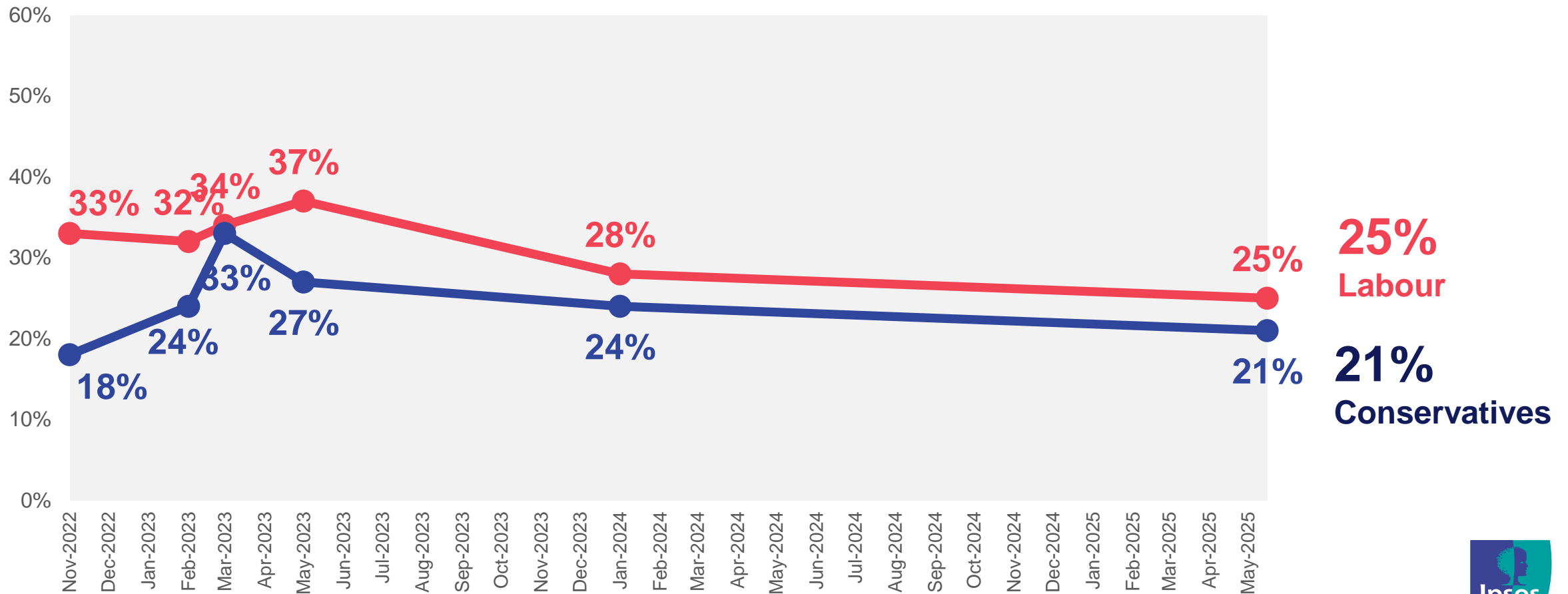
% Saying they trust each a great deal / fair amount: November 2022 – May 2025



Trust in Labour/Conservatives to handle issue of migrants crossing the Channel: trends

To what extent, if at all, do you trust each of the following political parties to handle the issue of migrants crossing the English Channel?

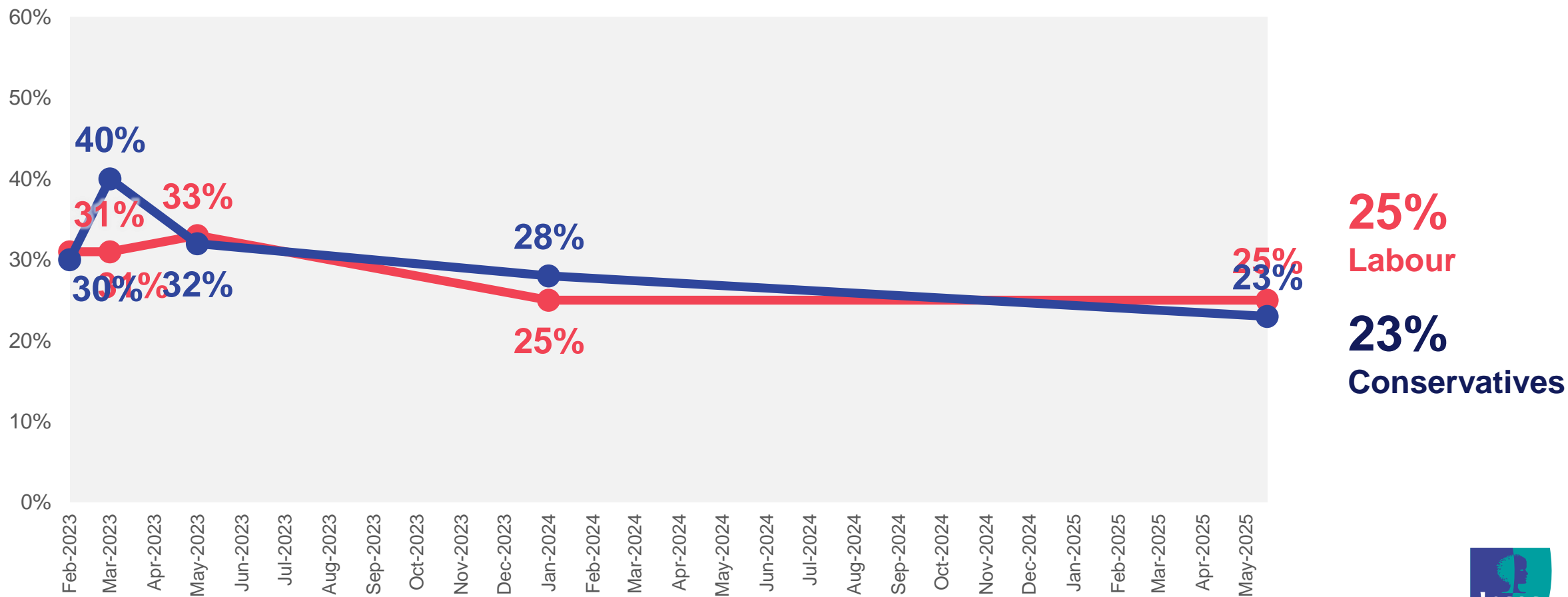
% Saying they trust each a great deal / fair amount: November 2022 – May 2025



Trust in Labour/Conservatives to make it harder to enter the country illegally: trends

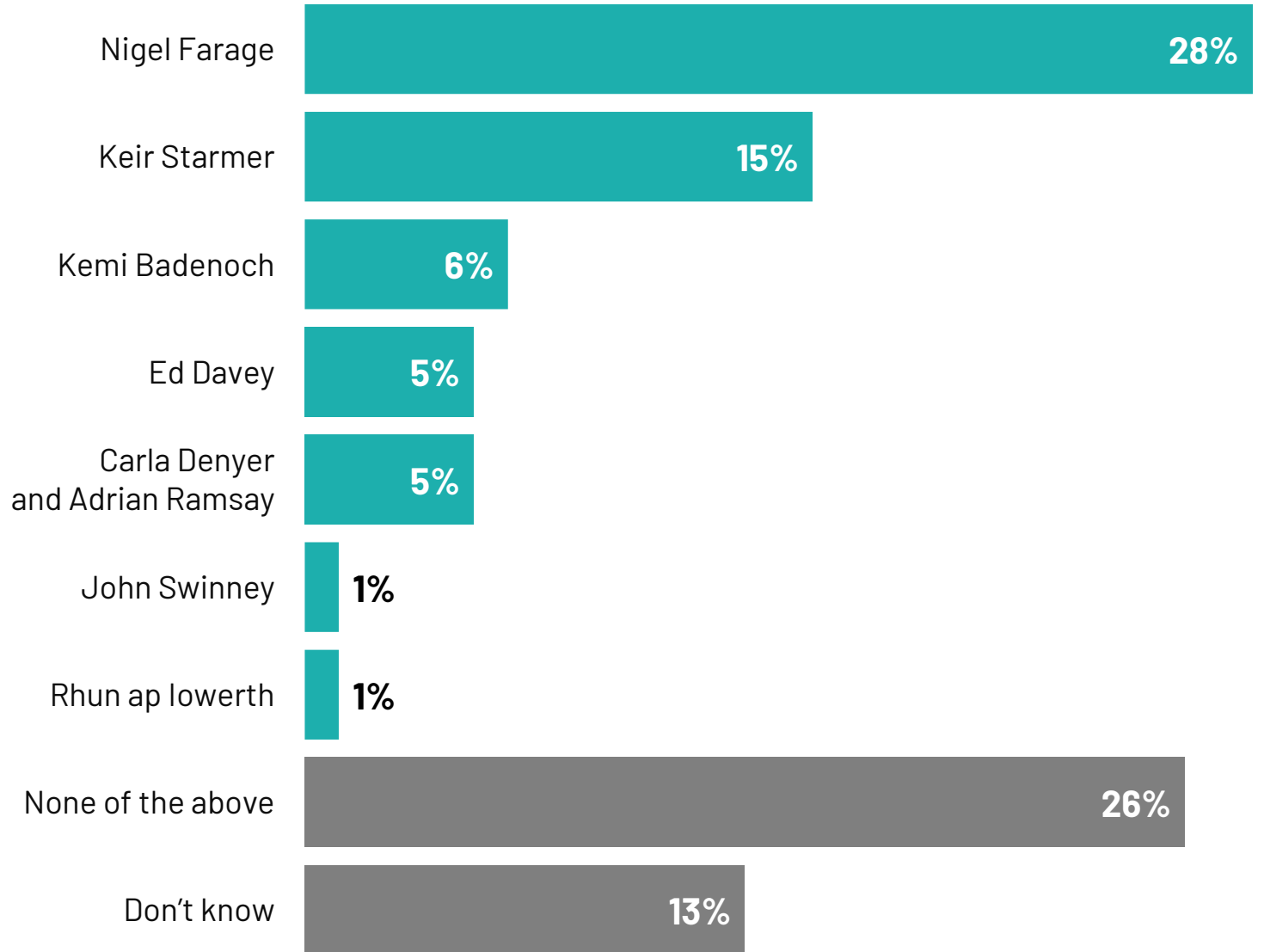
To what extent, if at all, do you trust each of the following political parties to make it harder to enter the country illegally?

% Saying they trust each a great deal / fair amount: February 2023– May 2025



Nigel Farage is the most trusted leader to have the right immigration policies. But almost as many say they not trust any of the leaders of the main political parties

Which of the following politicians, if any, do you trust MOST to have the right immigration policies?



Base: 1,084 Online British adults aged 18-75, 16-20 May 2025



May 2025
Attitudes towards
immigration polling

For more information

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