

Ipsos Political Pulse

June 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?

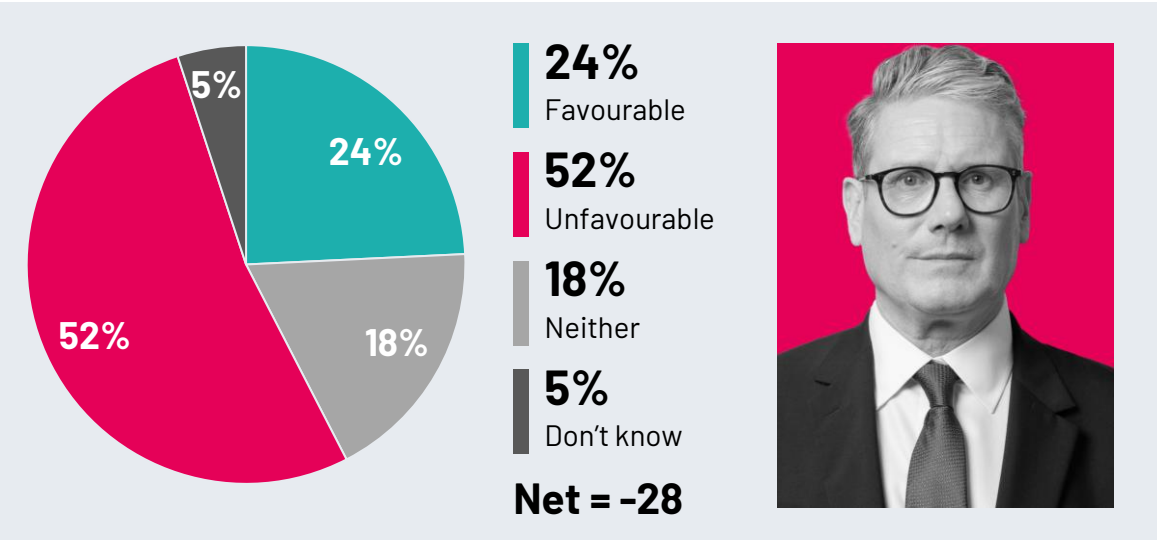
	Favourable	Unfavourable	Net	Swing vs May '25
Nigel Farage	31%	48%	-17	+1
Ed Davey	26%	33%	-7	N/C
Keir Starmer	24%	52%	-28	+1.5
Kemi Badenoch	18%	49%	-31	+0.5
Rachel Reeves	17%	53%	-36	+0.5

Base: 1135 Online British adults aged 18+, 13-16 June 2025

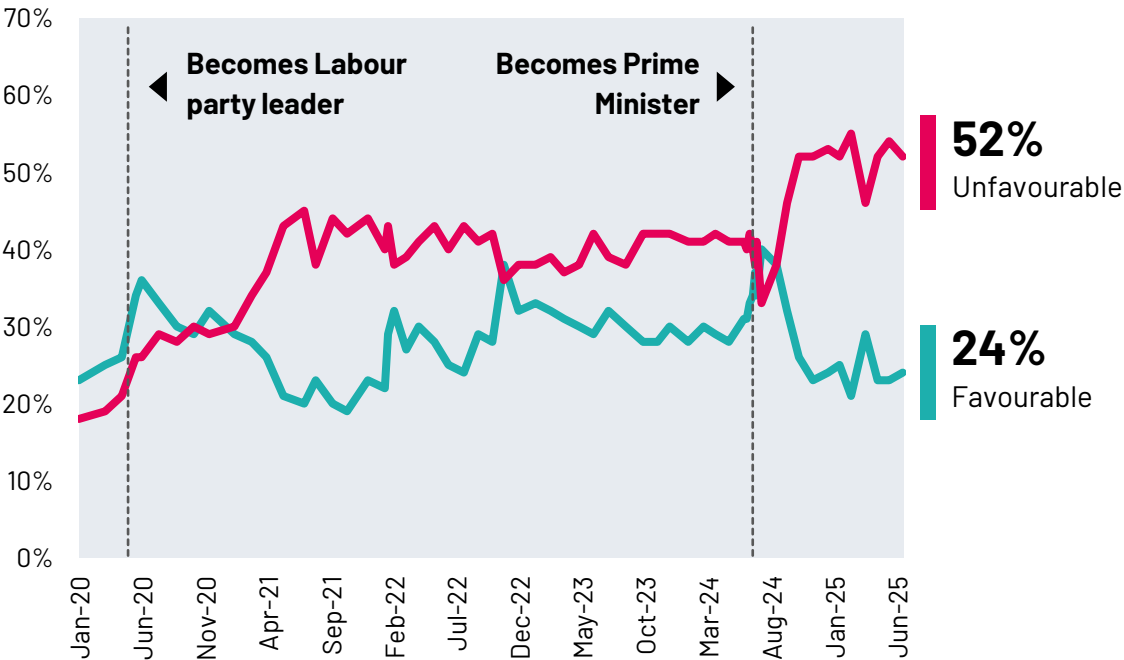
Keir Starmer: Favourability

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

June 2025



January 2020 – June 2025

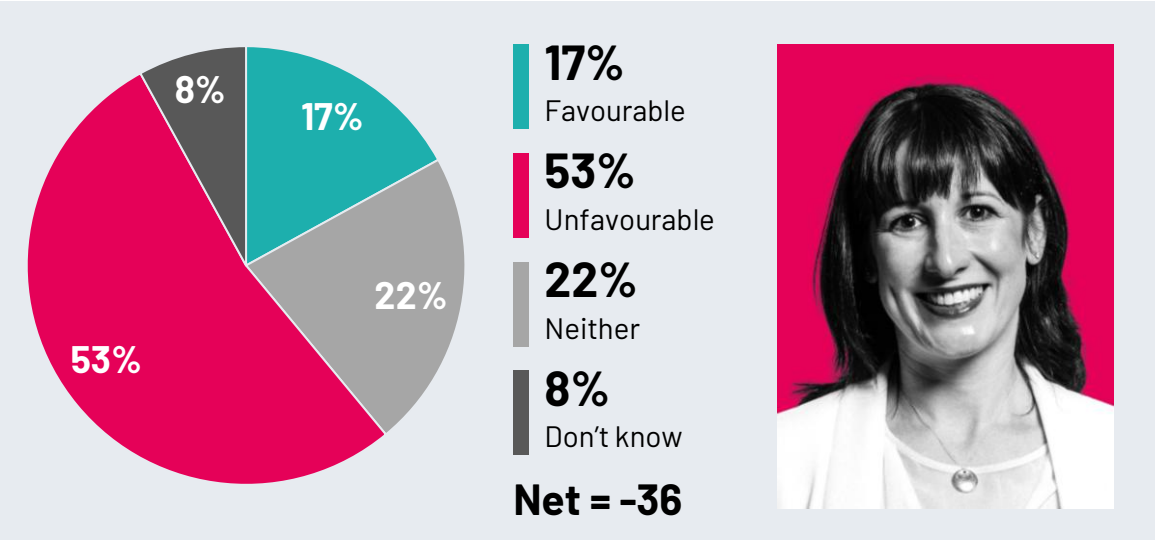


Base: 1135 Online British adults aged 18+, 13-16 June 2025

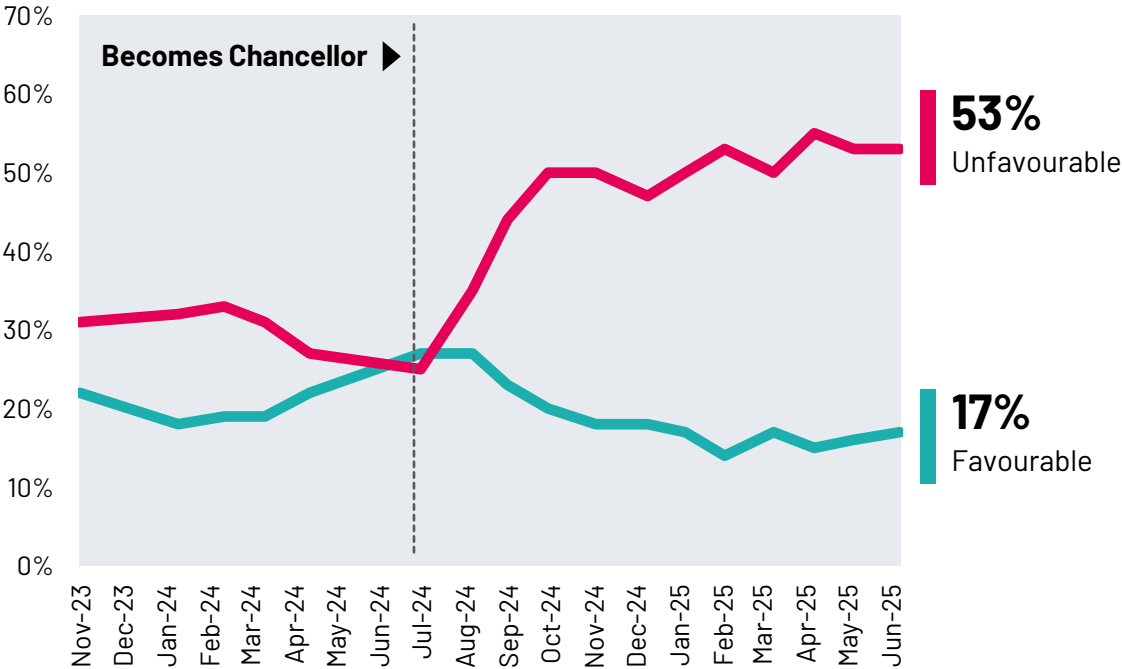
Rachel Reeves: Favourability

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

June 2025



November 2023 – June 2025

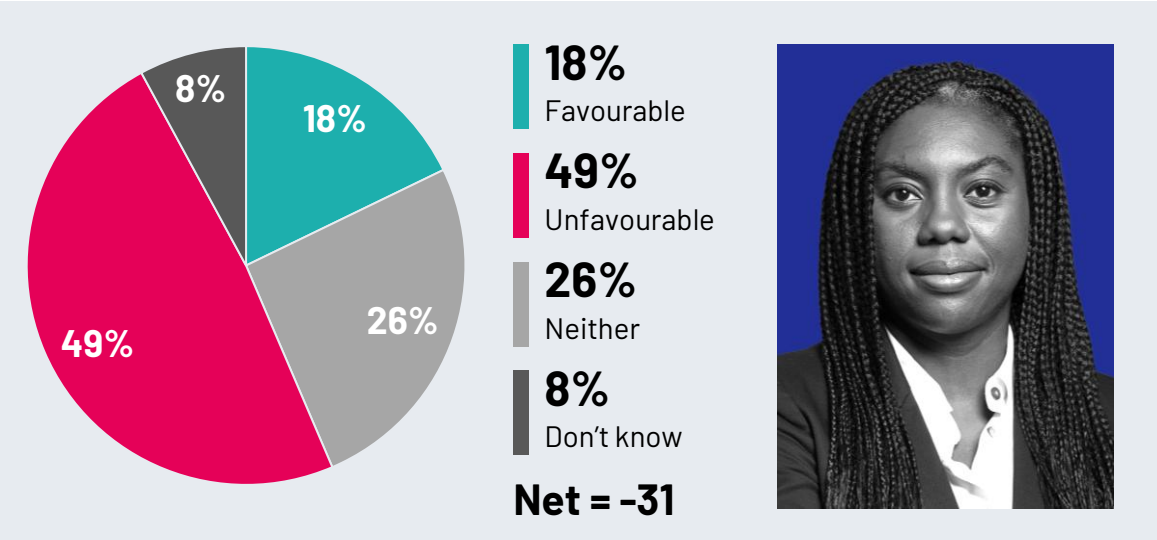


Base: 1135 Online British adults aged 18+, 13-16 June 2025

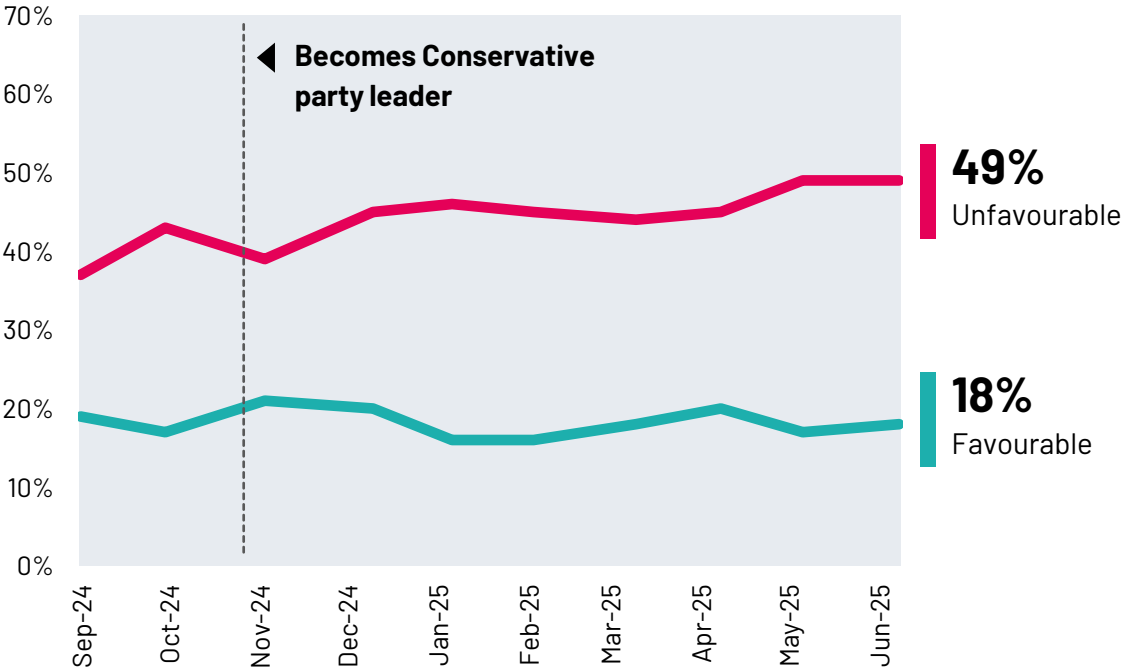
Kemi Badenoch: Favourability

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

June 2025



September 2024 – June 2025

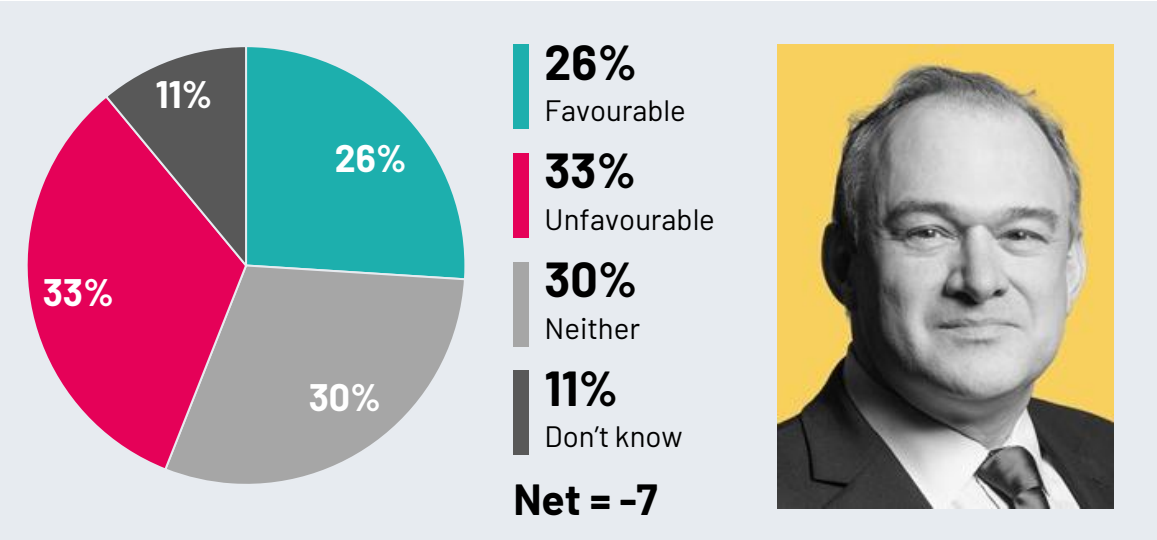


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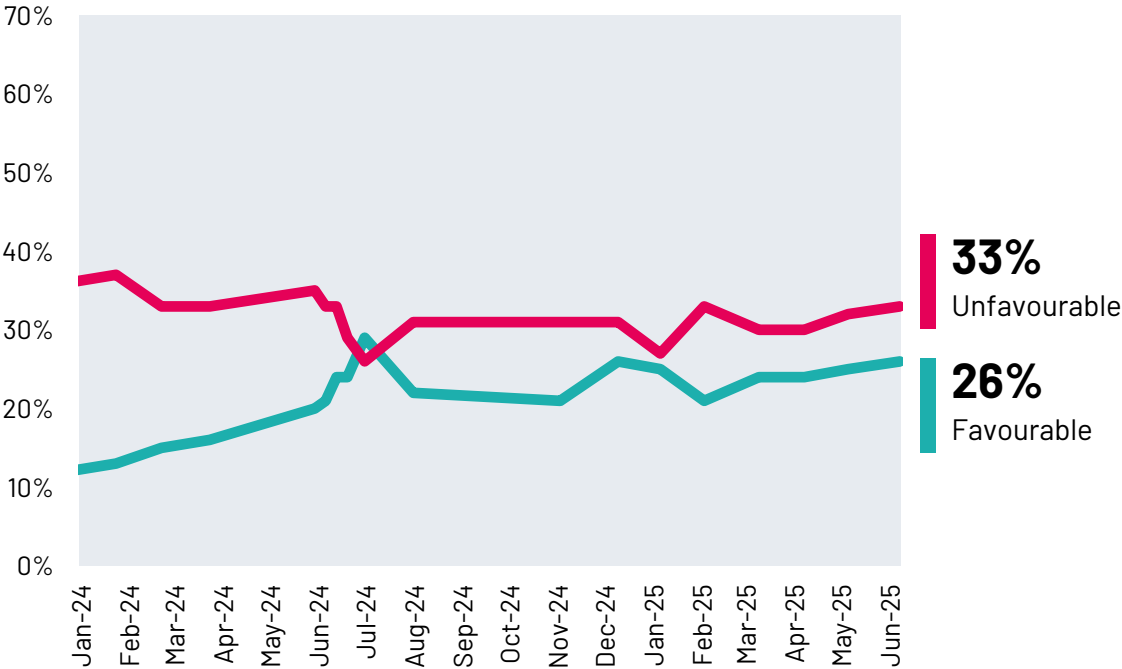
Ed Davey: Favourability

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

June 2025



January 2024 – June 2025

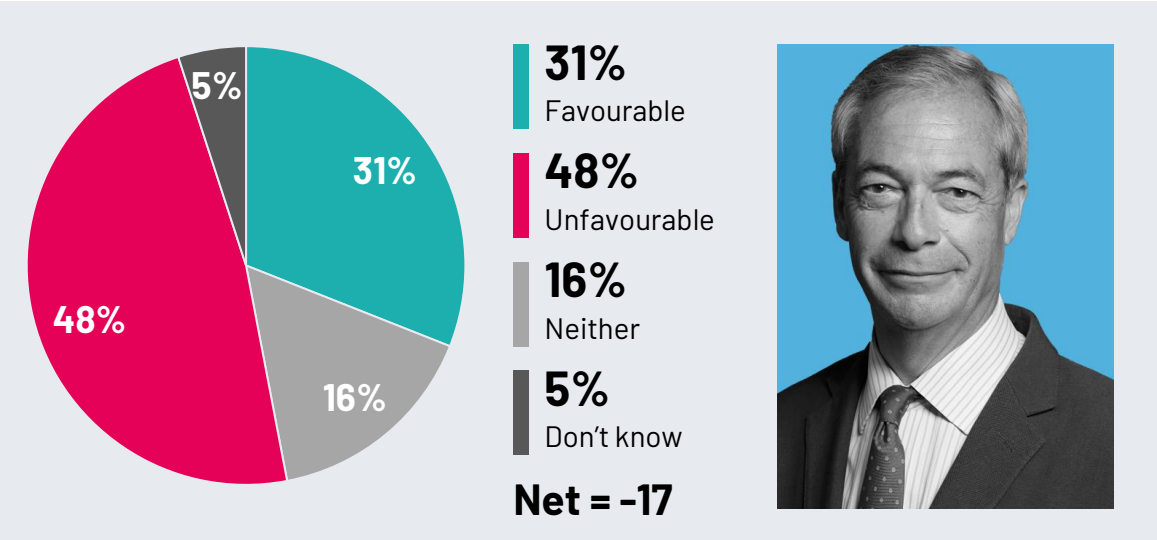


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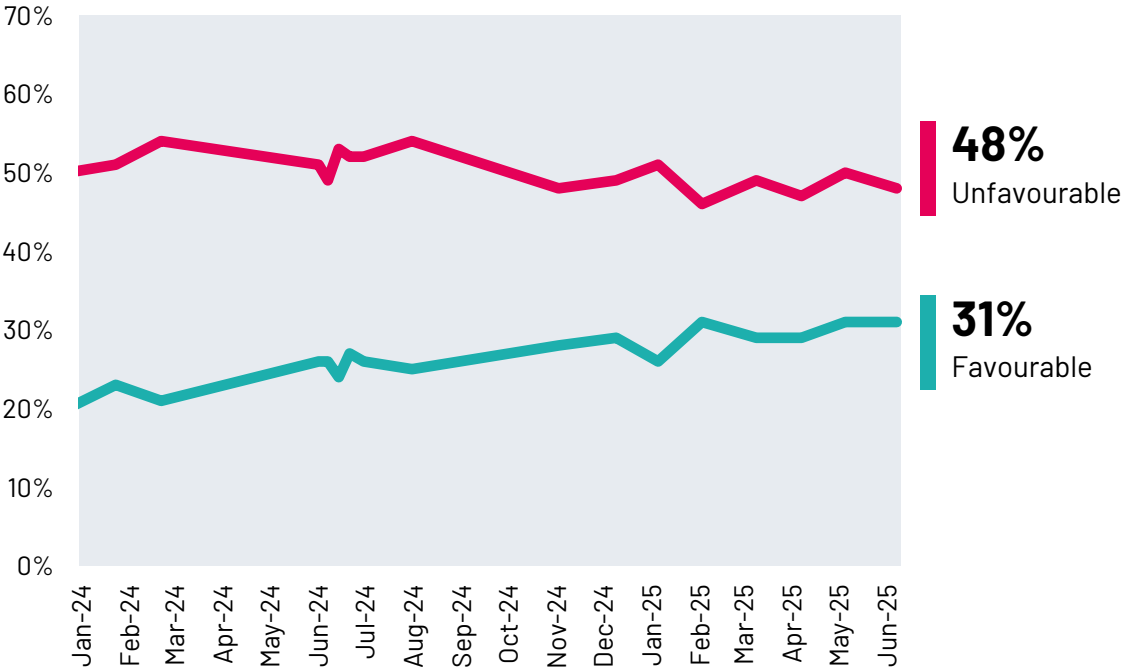
Nigel Farage: Favourability

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

June 2025



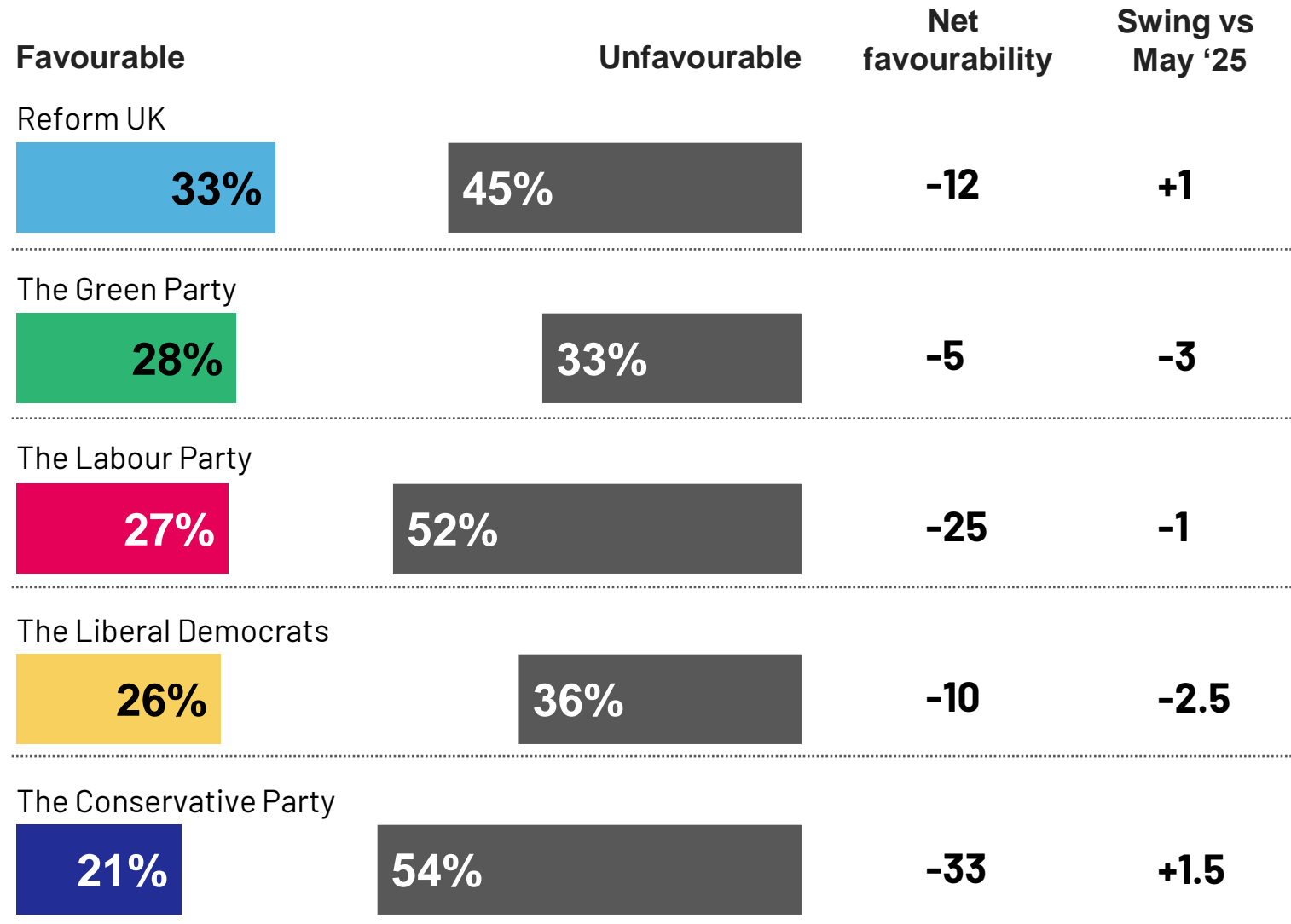
January 2024 – June 2025



Base: 1135 Online British adults aged 18+, 13-16 June 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?

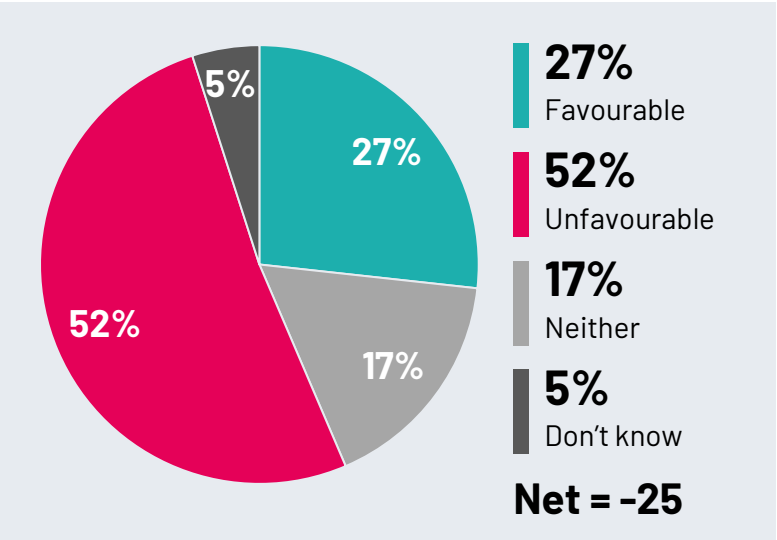


Base: 1135 Online British adults aged 18+, 13-16 June 2025

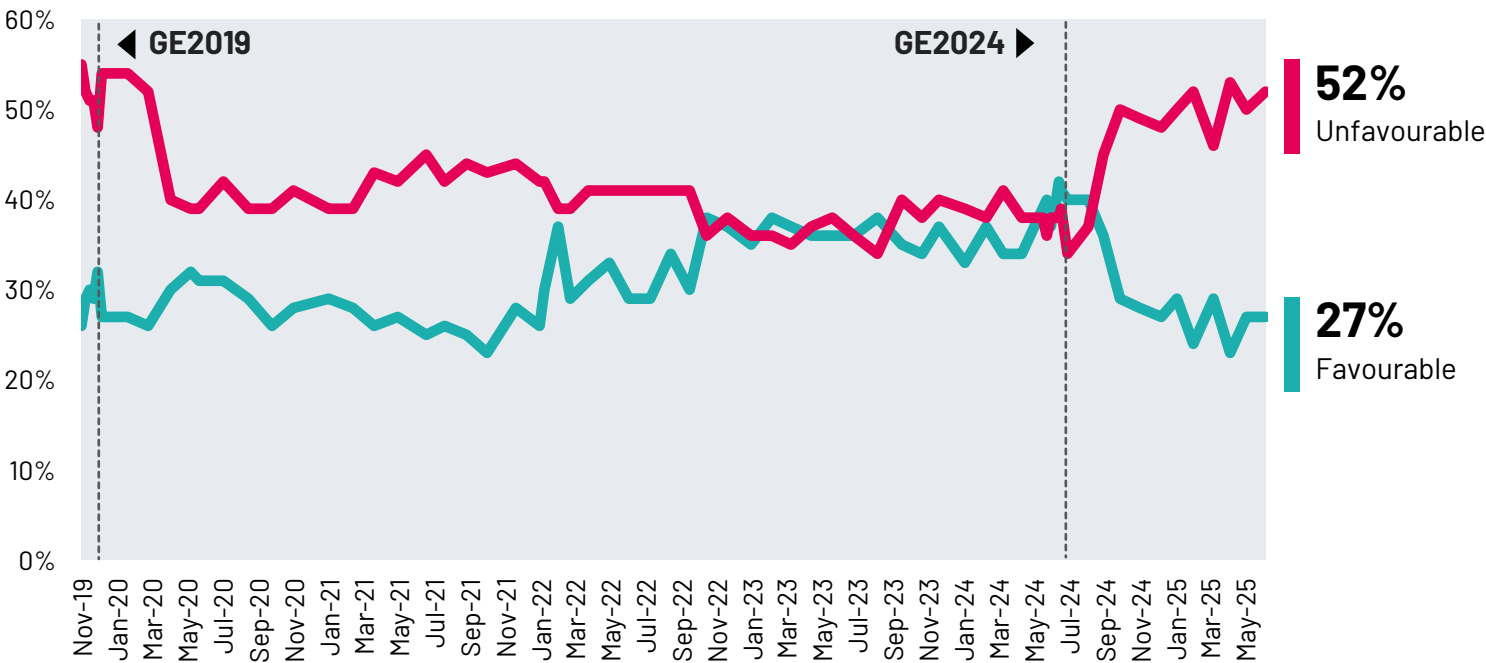
The Labour party: Favourability

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

June 2025



November 2019 – June 2025

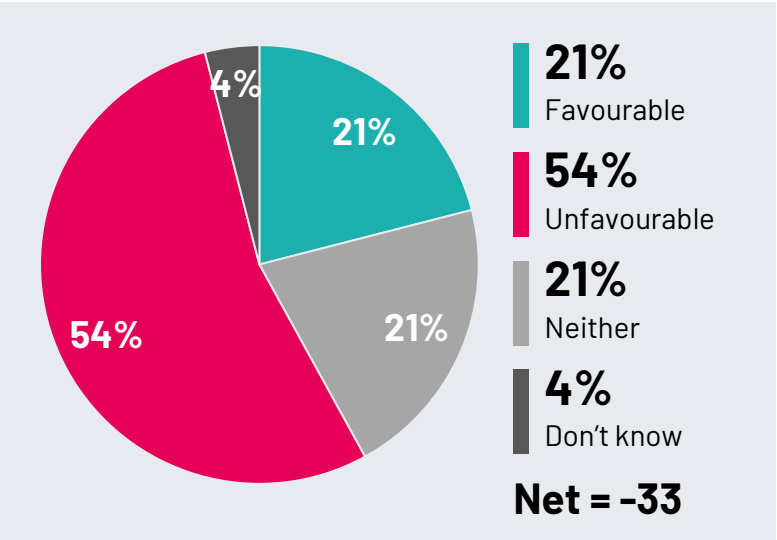


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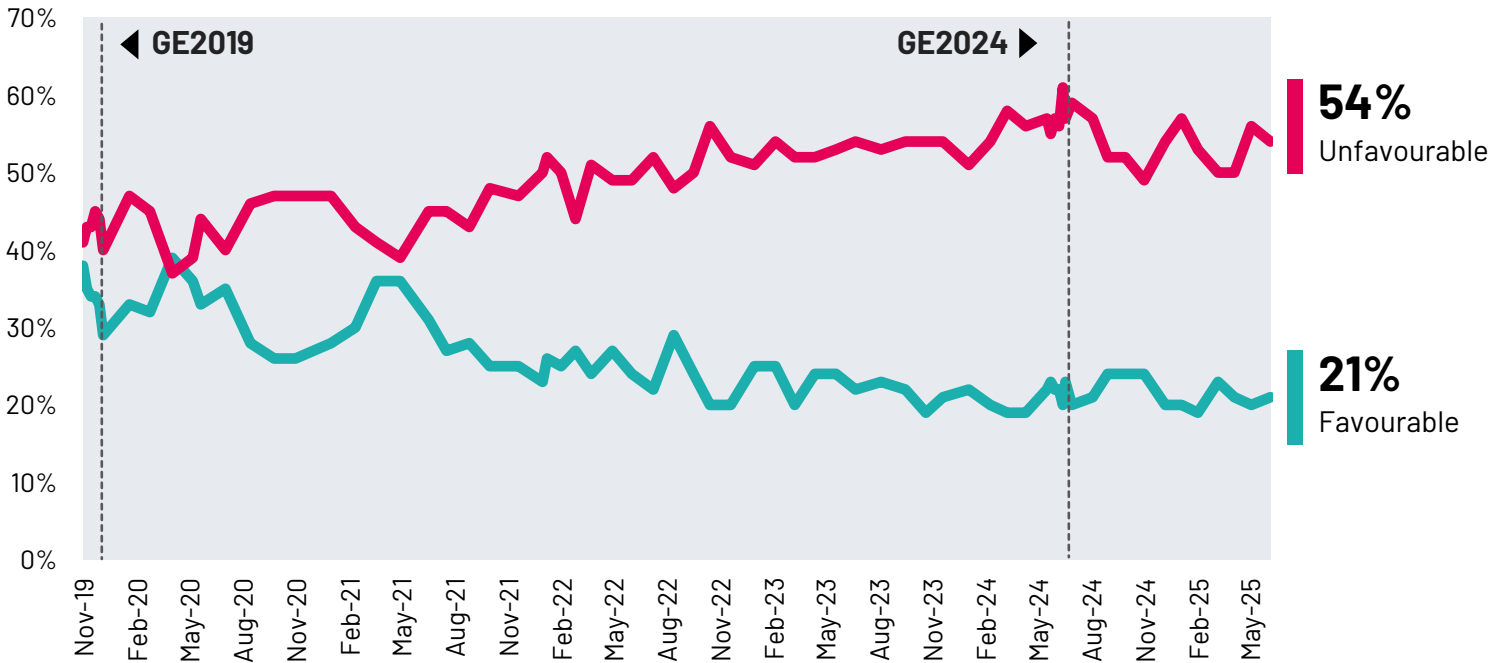
The Conservative party: Favourability

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

June 2025



November 2019 – June 2025

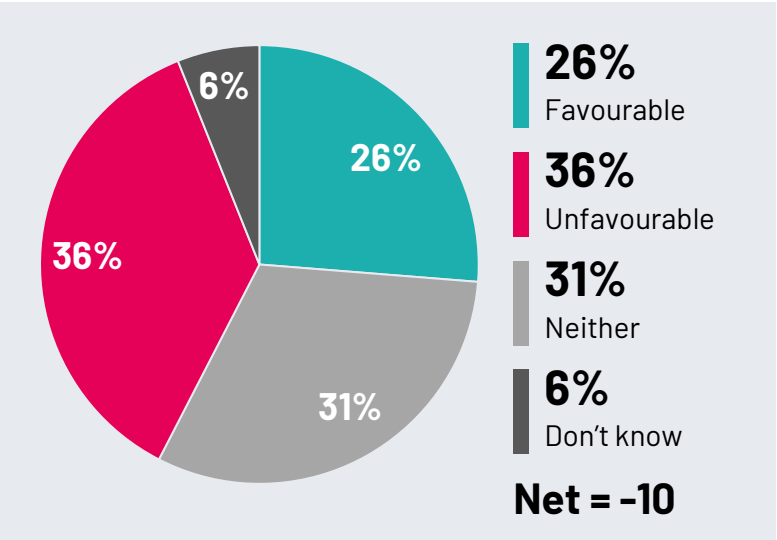


Base: 1135 Online British adults aged 18+, 13-16 June 2025

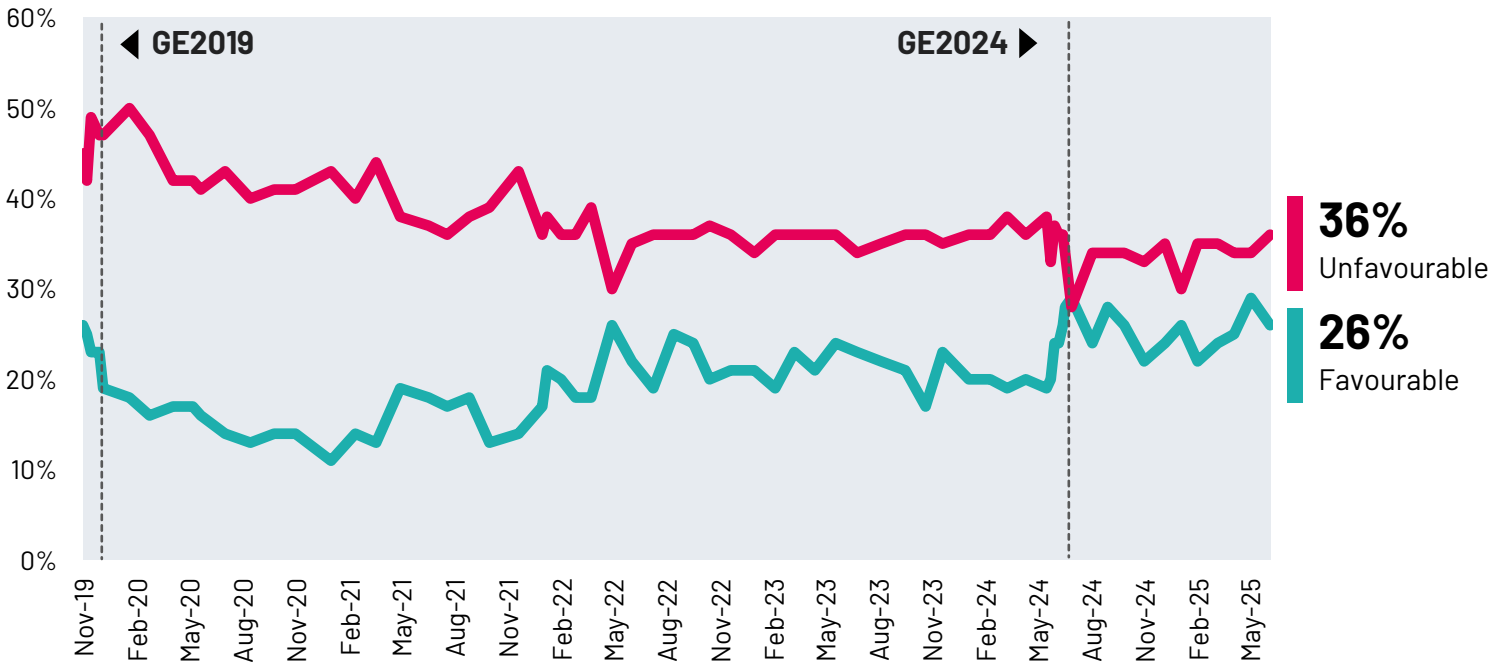
The Liberal Democrats: Favourability

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

June 2025



November 2019 - June 2025

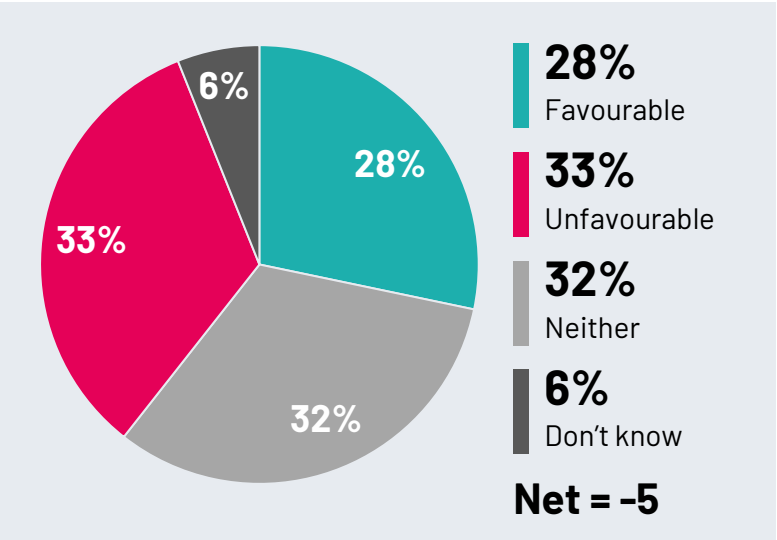


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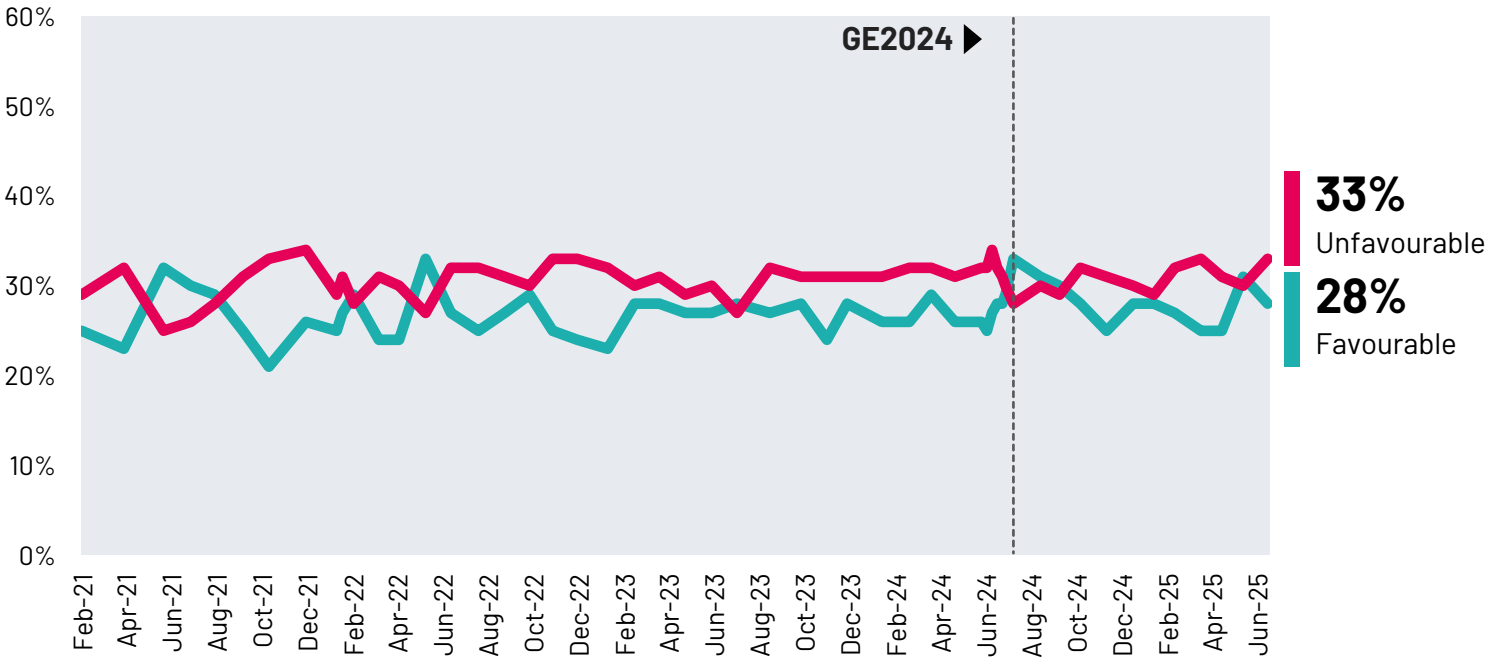
The Green Party: Favourability

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

June 2025



February 2021 – June 2025

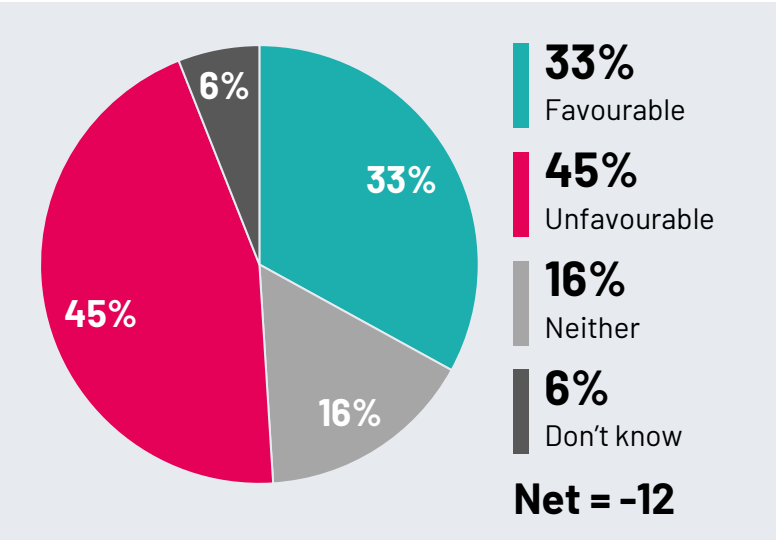


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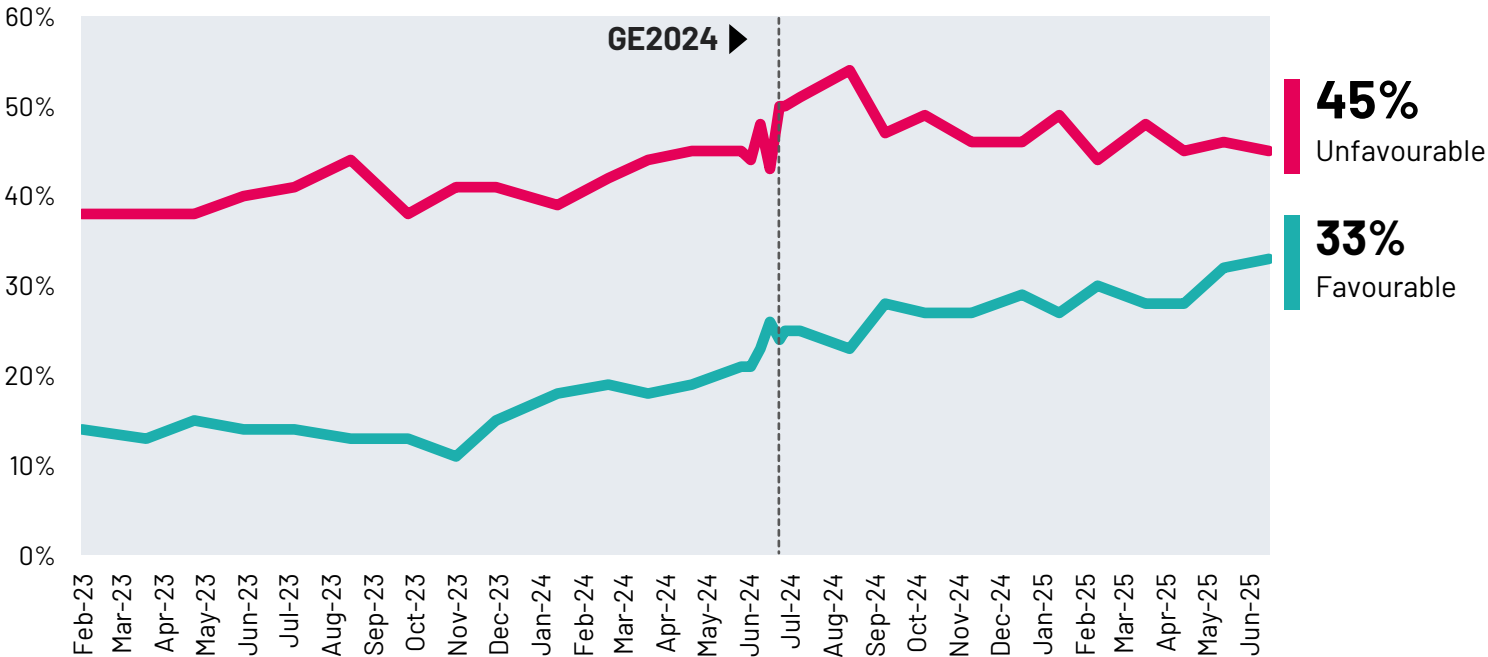
Reform UK: Favourability

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

June 2025



February 2023 – June 2025

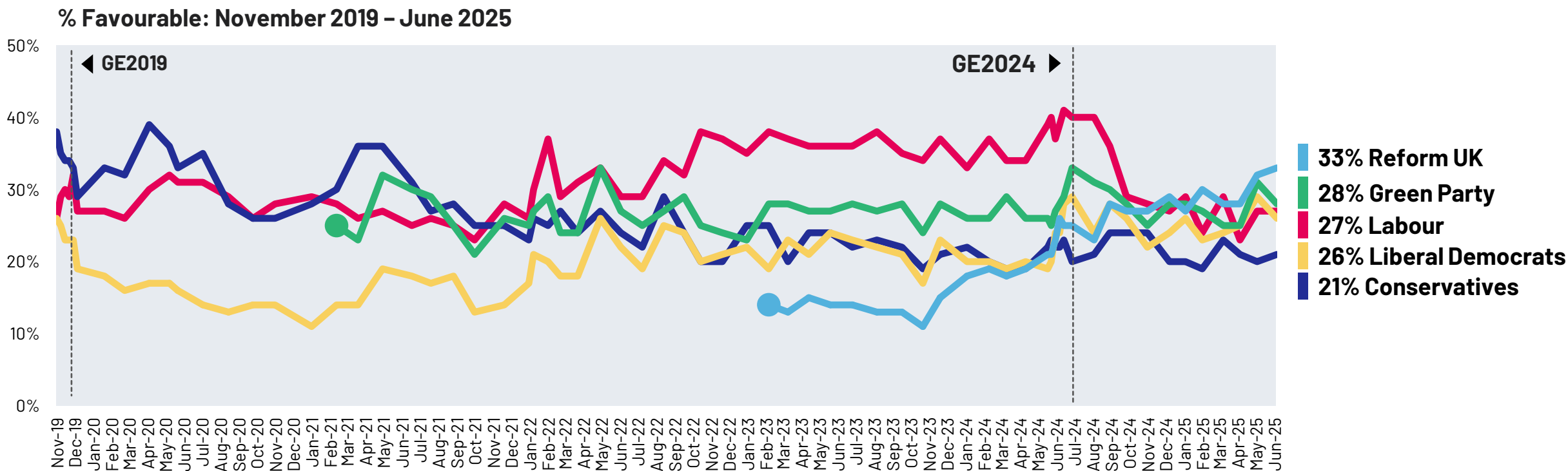


Base: 1135 Online British adults aged 18+, 13-16 June 2025



Political parties: Favourability

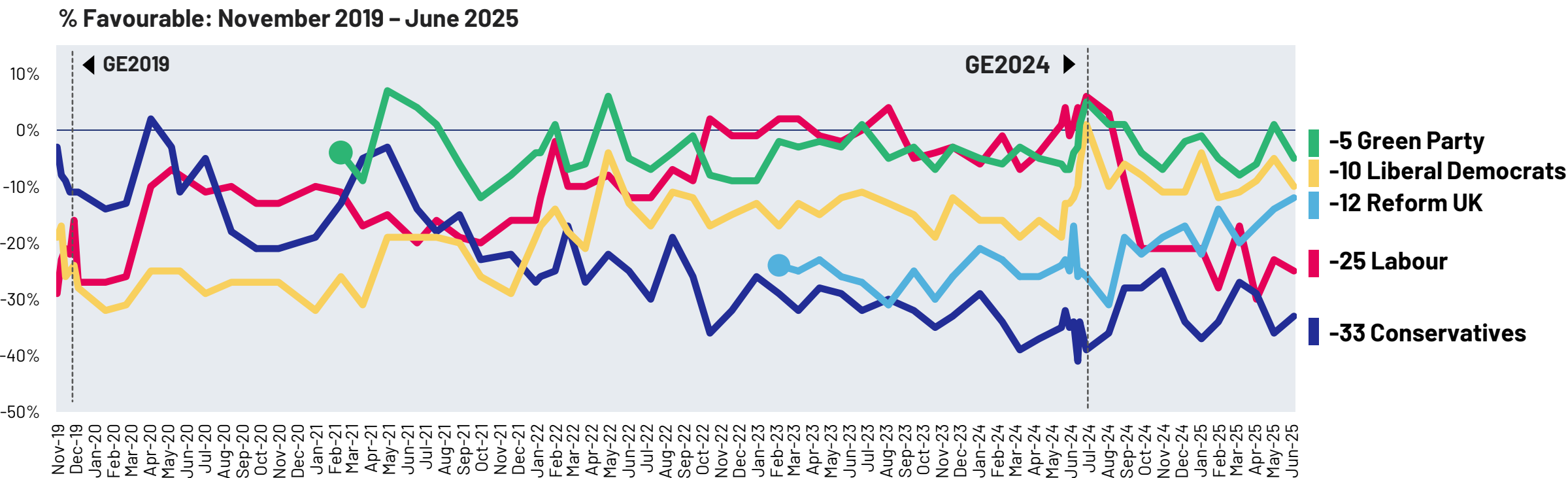
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties?



Base: 1135 Online British adults aged 18+, 13-16 June 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?

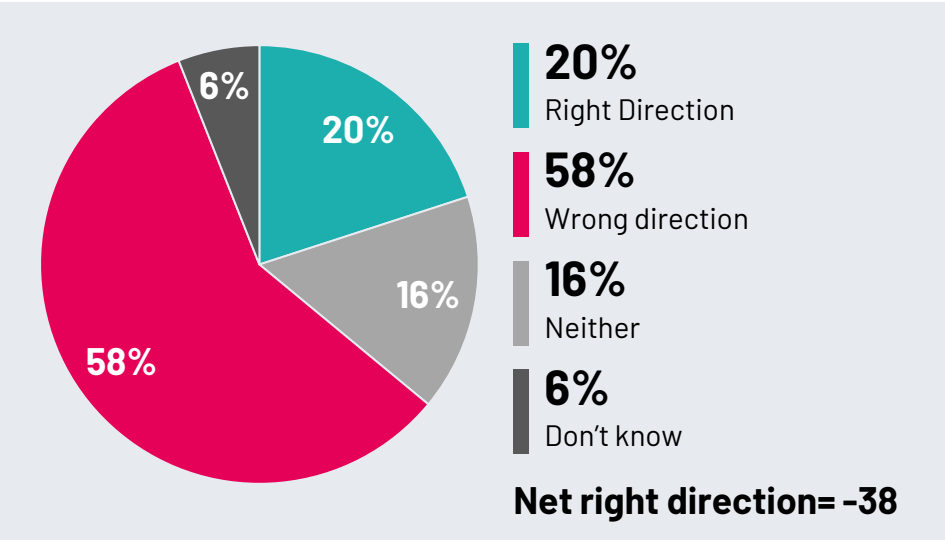


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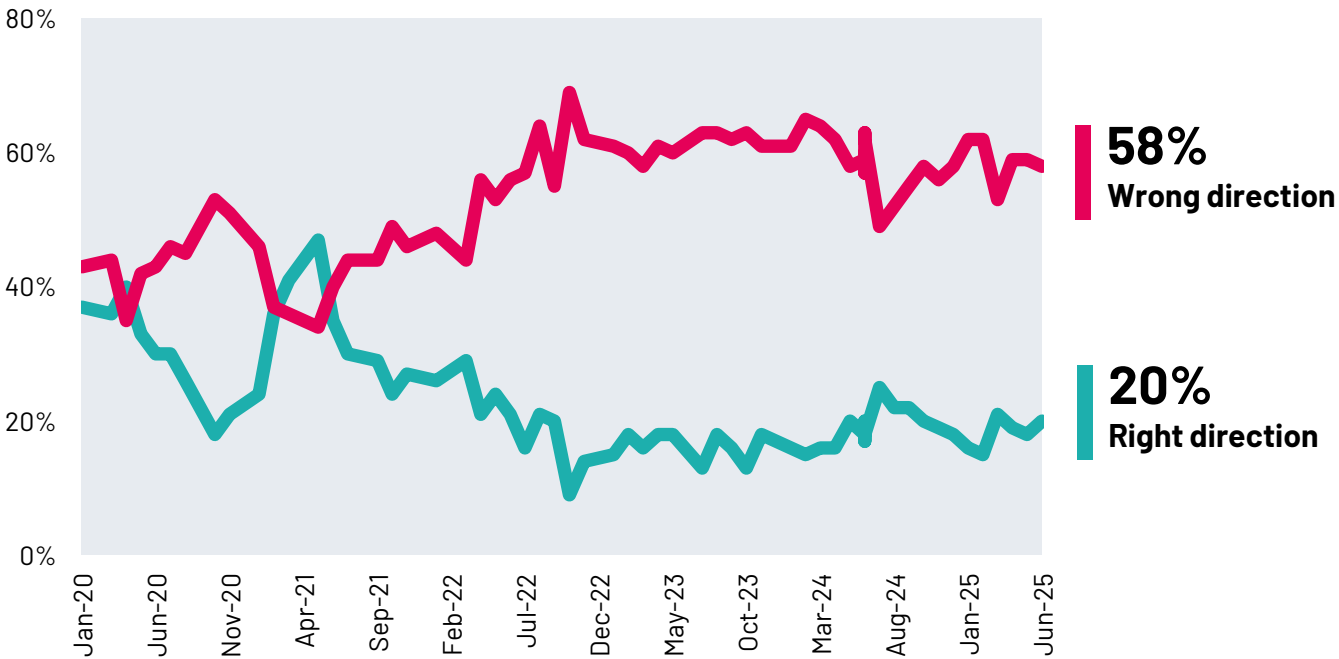
Direction of the country

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

June 2025



January 2020 - June 2025

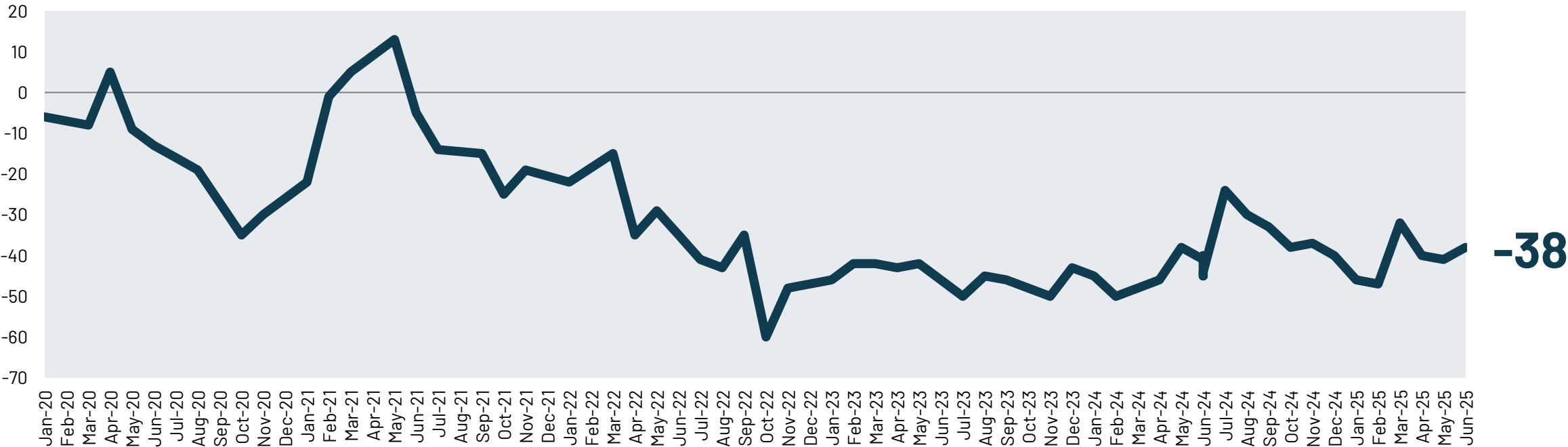


Base: 1135 Online British adults aged 18+, 13-16 June 2025

Direction of the country: January 2020 – June 2025

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

Net right direction



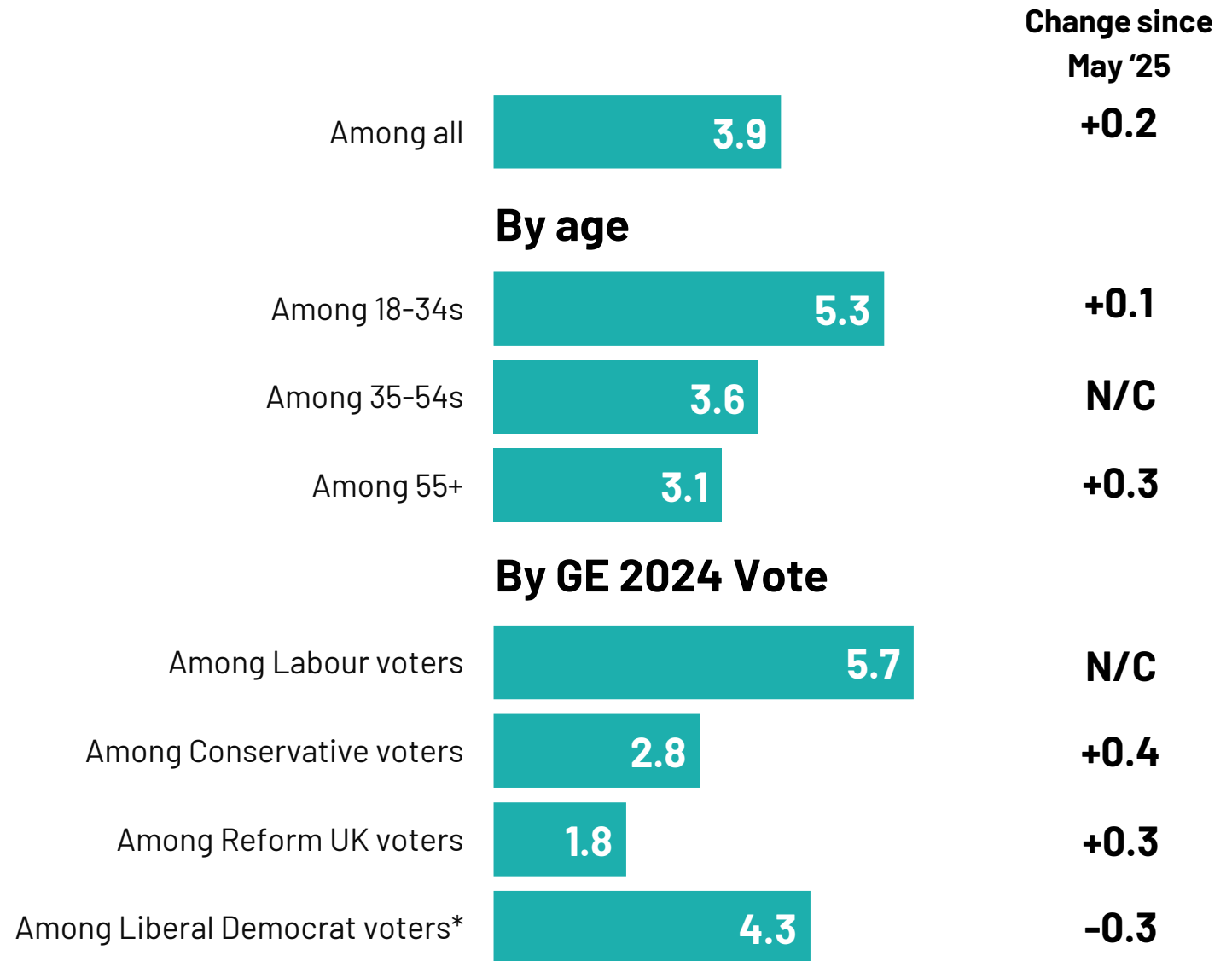
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How is the current Labour government performing?

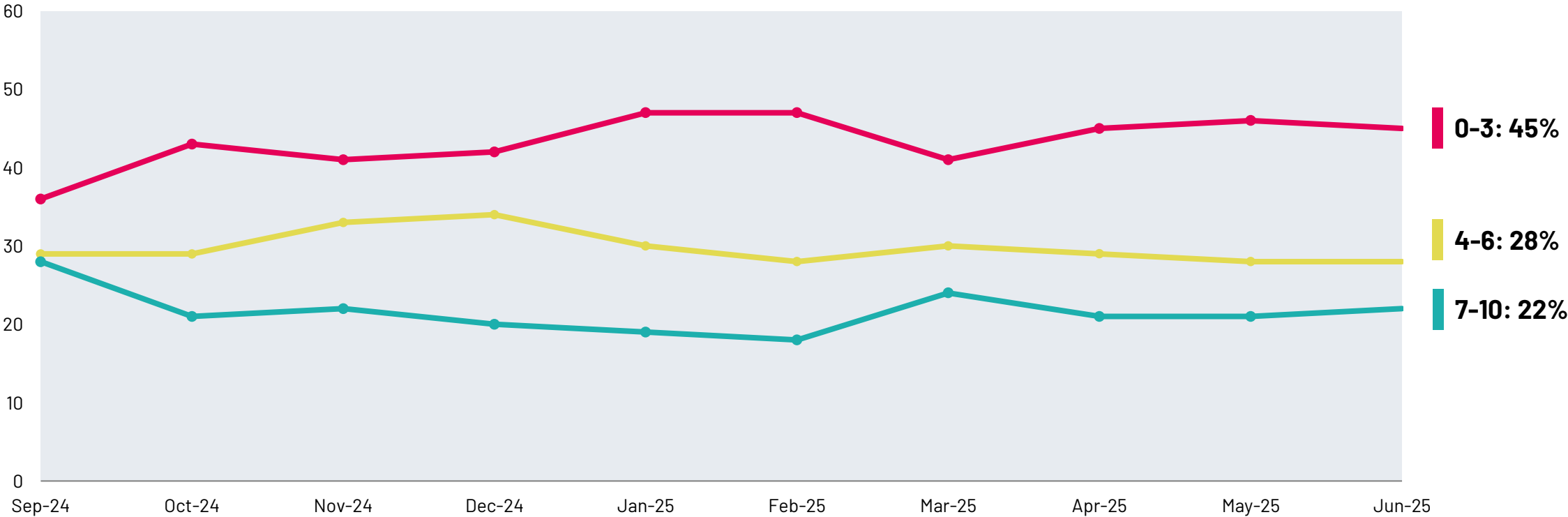
On a scale of 0 to 10, where 10 means a very good job and 0 means a very bad job, do you think the current Labour government is doing a good or bad job at running the country? **Mean scores**

Base: 1135 Online British adults aged 18+, including (342) 18-34-year-olds, (398) 35-54s, (395) +55s, (368) 2024 Labour voters, (181) 2024 Conservative voters, (120) 2024 Reform UK voters, and (80) 2024 Liberal Democrat voters, 13-16 June 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*

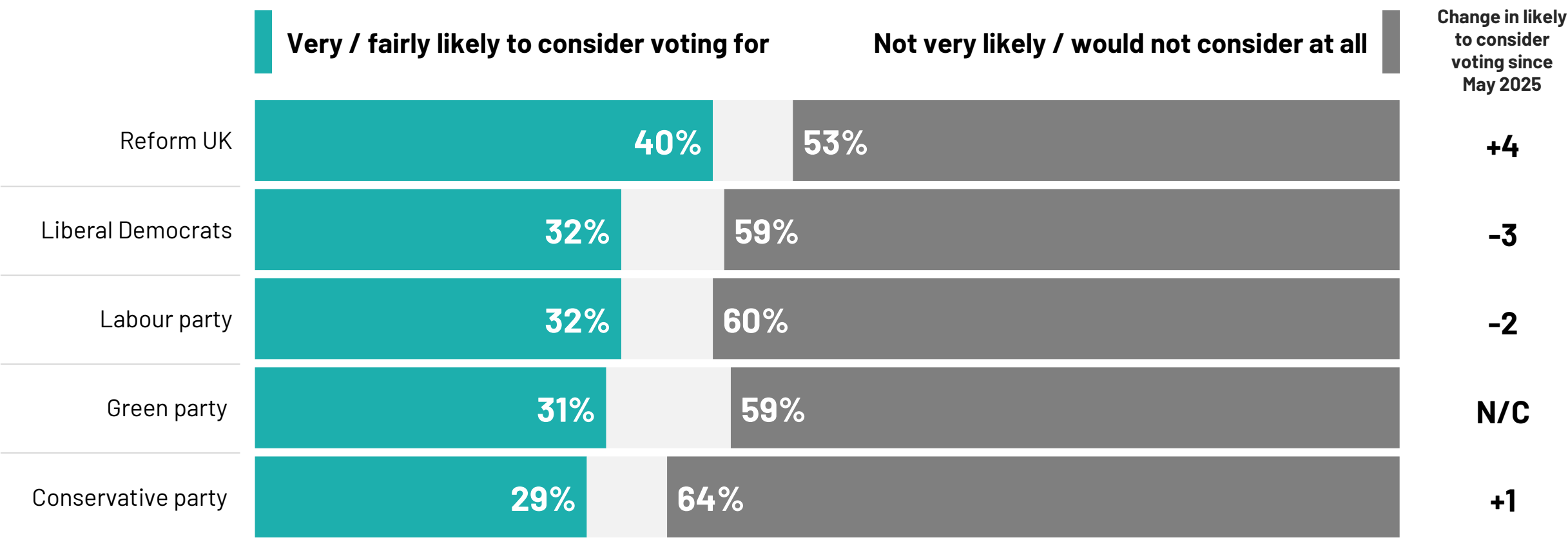


Base: 1135 Online British adults aged 18+, 13-16 June 2025



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: 1135 Online British adults aged 18+, 13-16 June 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



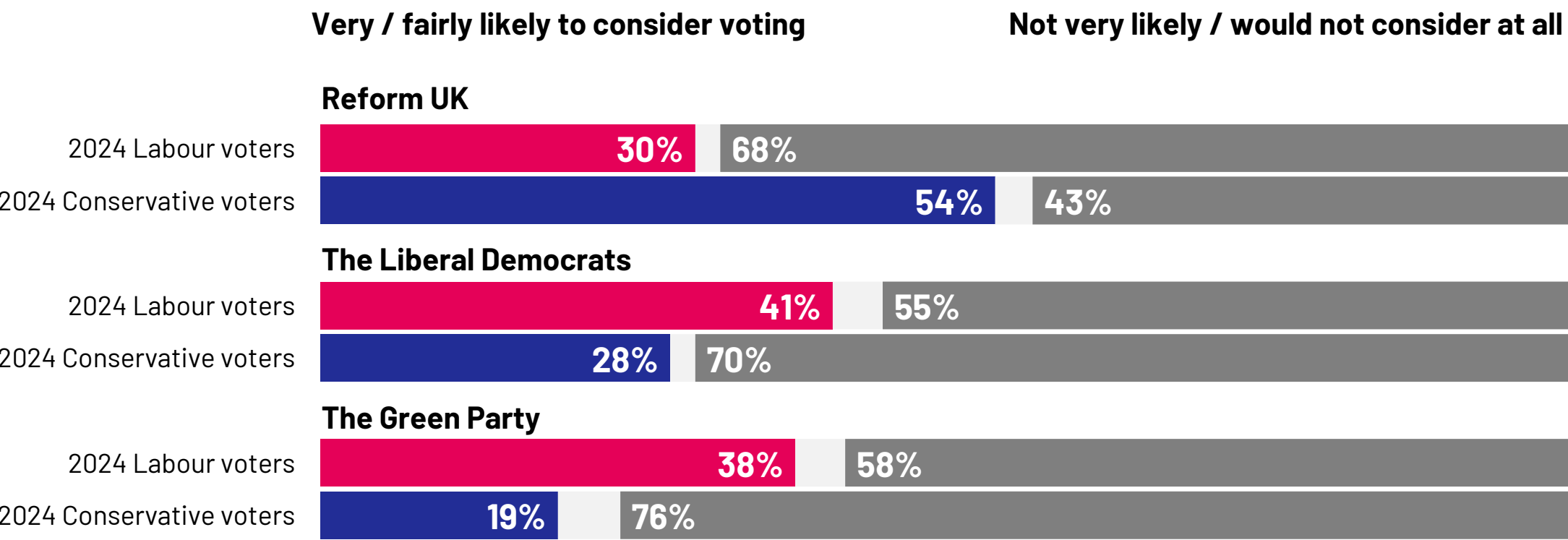
Base: 1135 Online British adults aged 18+, including (368) 2024 Labour voters, and (181) 2024 Conservative voters, 13-16 June 2025



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?

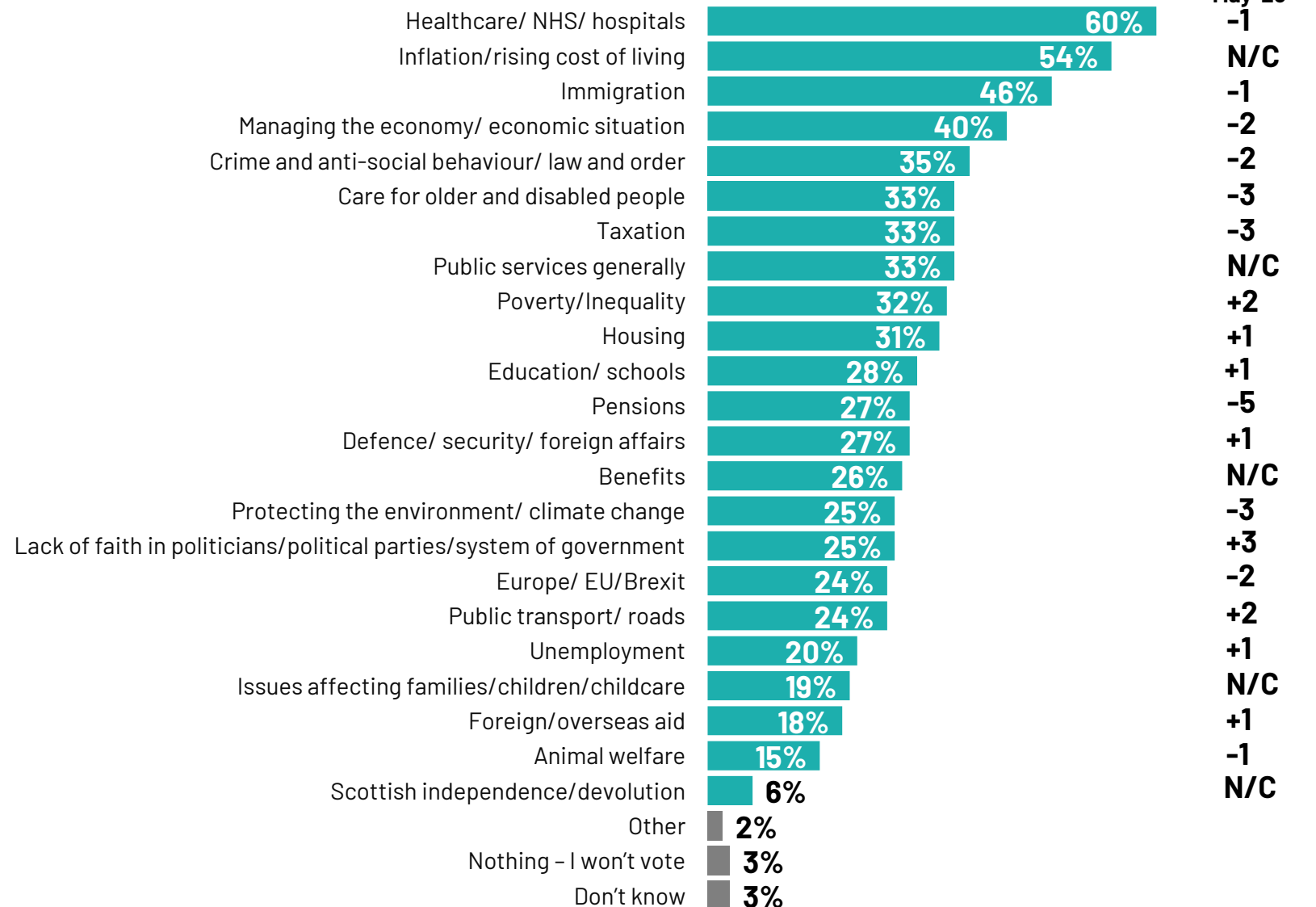
By 2024 General Election vote



Base: 1135 Online British adults aged 18+, including (368) 2024 Labour voters, and (181) 2024 Conservative voters, 13-16 June 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

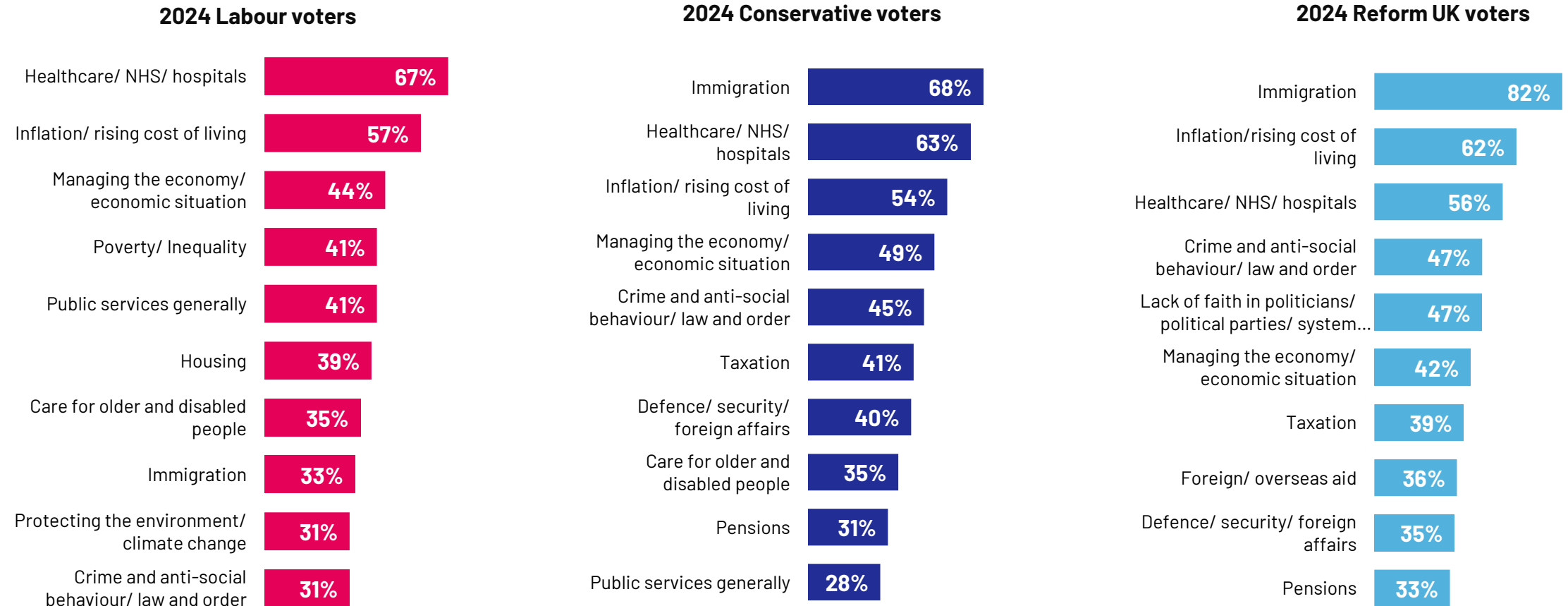
Which, if any, of the following issues do you think will be very important to you in helping you decide which party to vote for at the next General Election?



Base: 1135 Online British adults aged 18+, 13-16 June 2025

Which issues will help decide your vote? By party

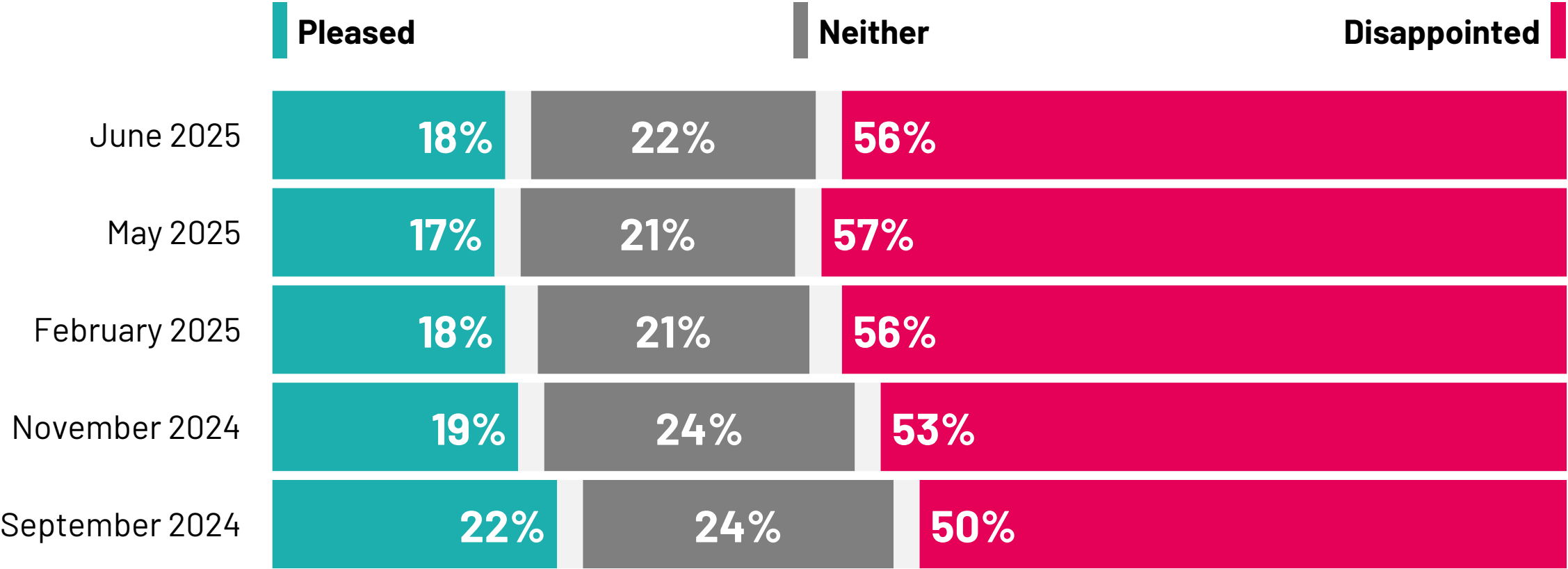
Which, if any, of the following issues do you think will be very important to you in helping you decide which party to vote for at the next General Election? Top ten issues for...



Base: 1135 Online British adults aged 18+, including (368) 2024 Labour voters, (181) 2024 Conservative voters, (120) 2024 Reform UK voters 13-16 June 2025

Over half of the British public continue to be disappointed by what Labour has done in Government so far

To what extent, if either, are you pleased or disappointed by what the Labour party have done in Government so far?

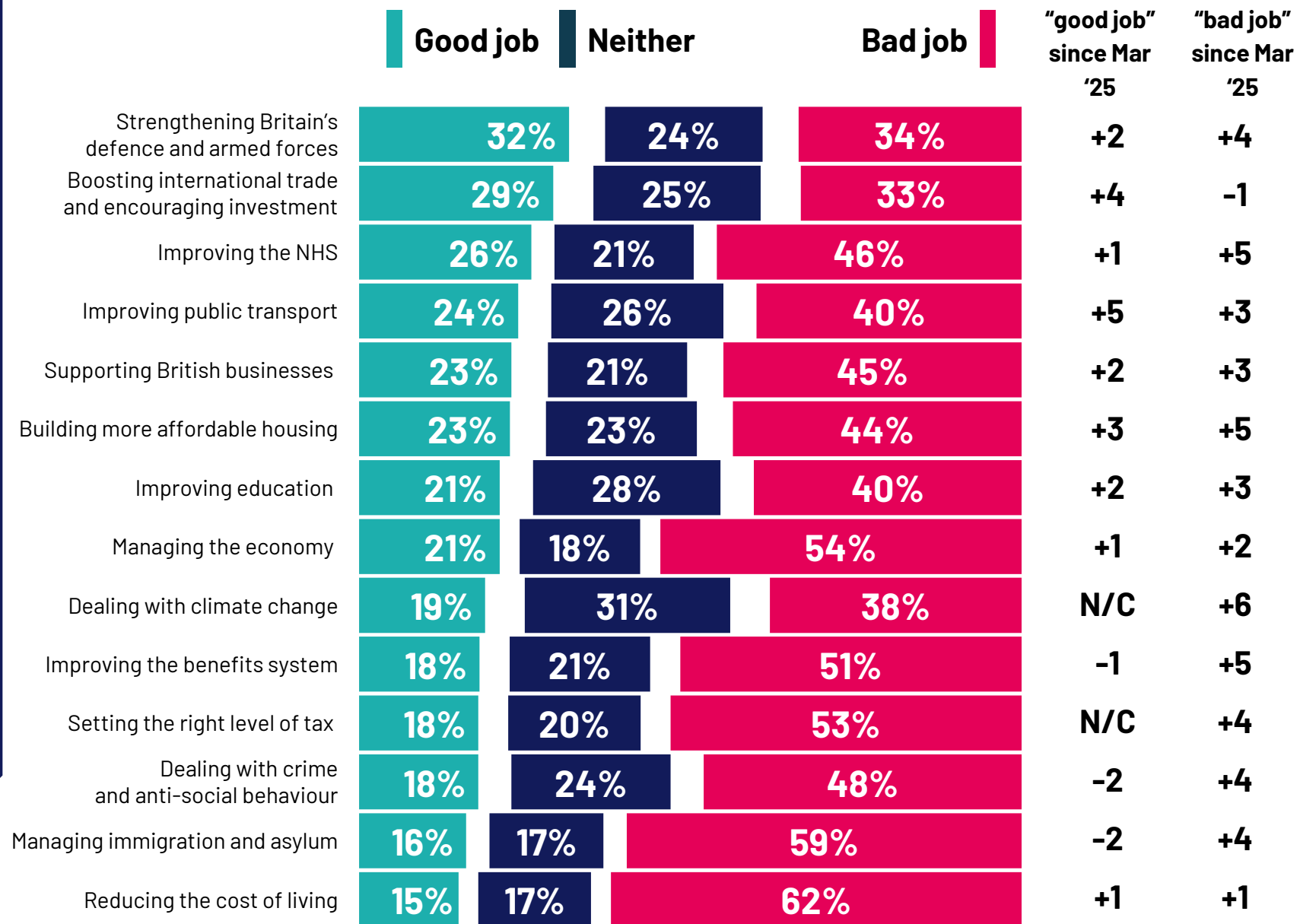


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Three in five Britons think that the Labour government is doing a bad job at delivering on immigration and reducing the cost of living

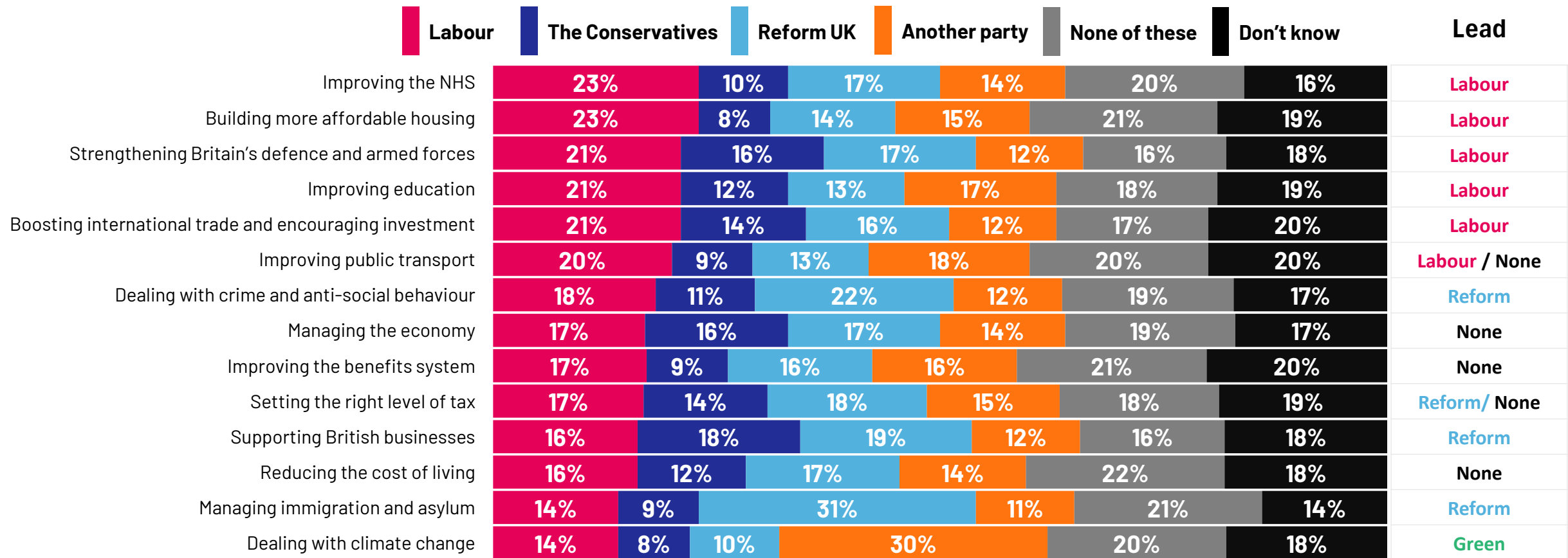
In your opinion, do you think the current Labour government led by Keir Starmer is doing a good job or a bad job, if either, at delivering in the following areas?

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Whilst Labour are trusted most by the public to improve the NHS and to build more affordable housing, Reform UK are most trusted on issues like managing immigration and asylum, and dealing with crime and anti-social behaviour

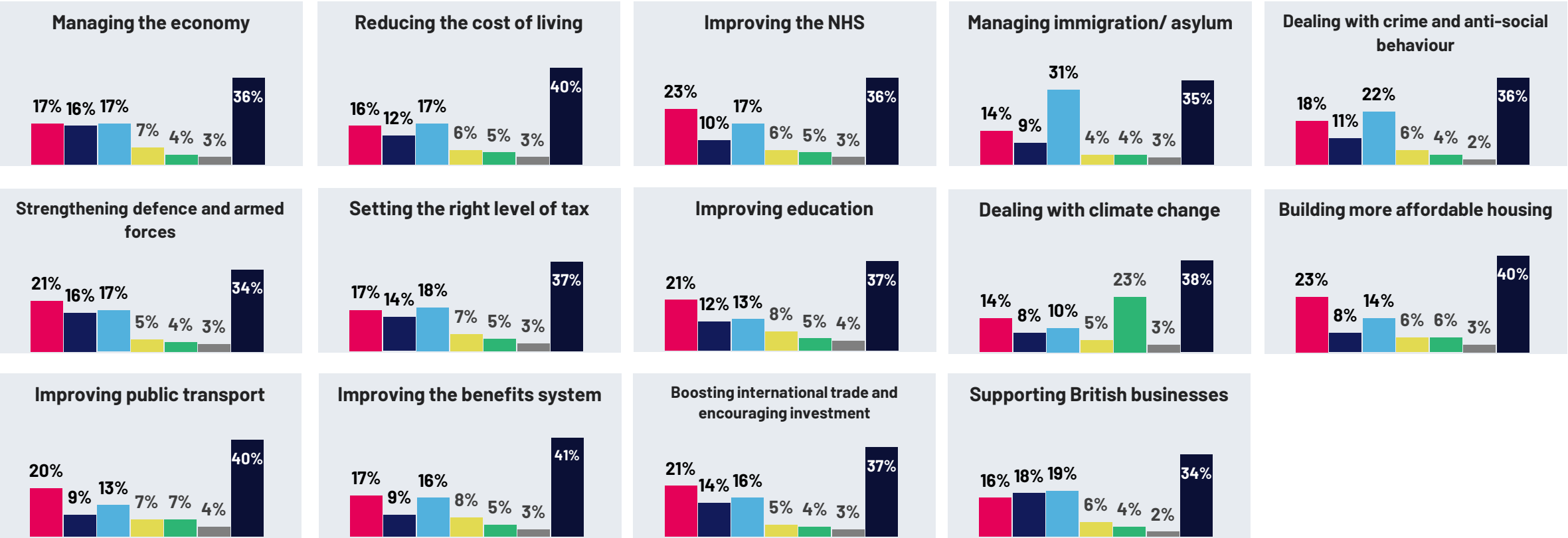
Which party, if any, do you trust most to deliver on each of the following issues?



Base: 1135 Online British adults aged 18+, 13-16 June 2025

Best party on key policy issues

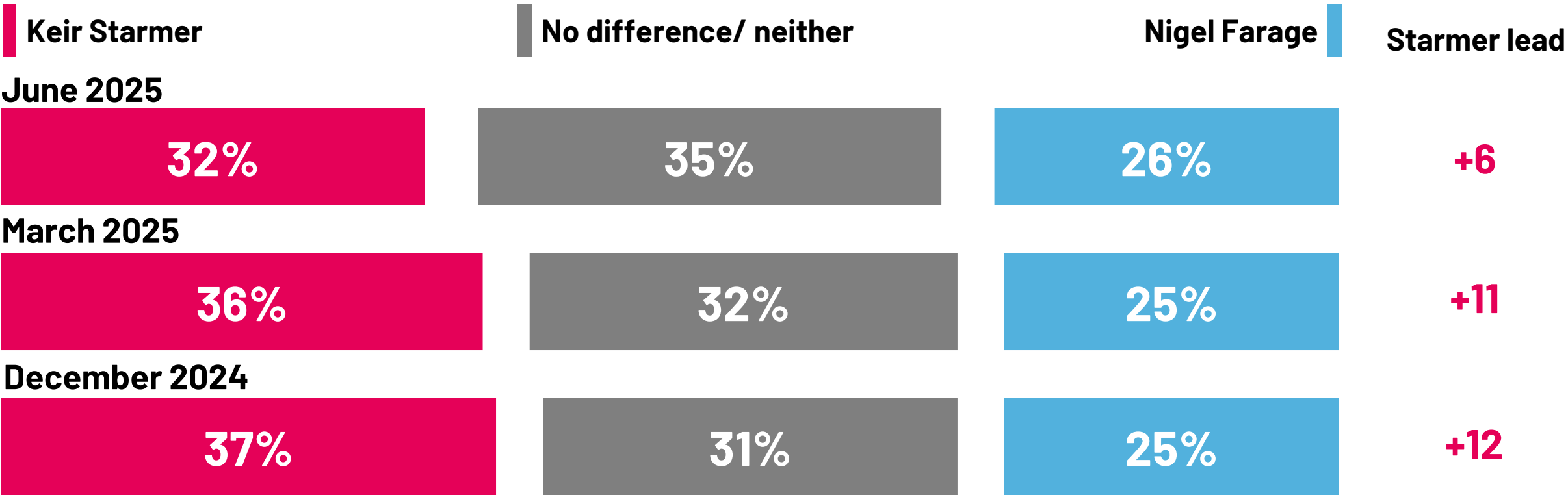
Which party, if any, do you trust most to deliver on each of the following issues?



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Starmer continues to lead on who the British public think would make a better Prime Minister – although his lead is down compared to in March

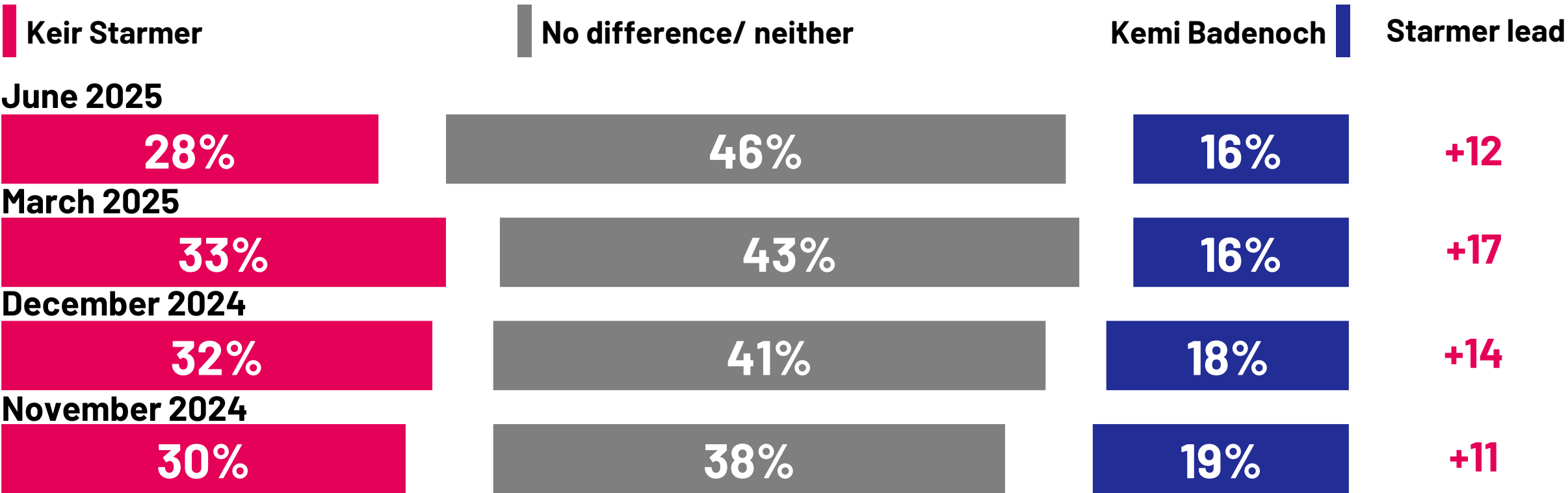
Which of the following, if either, do you think would make a better Prime Minister?



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

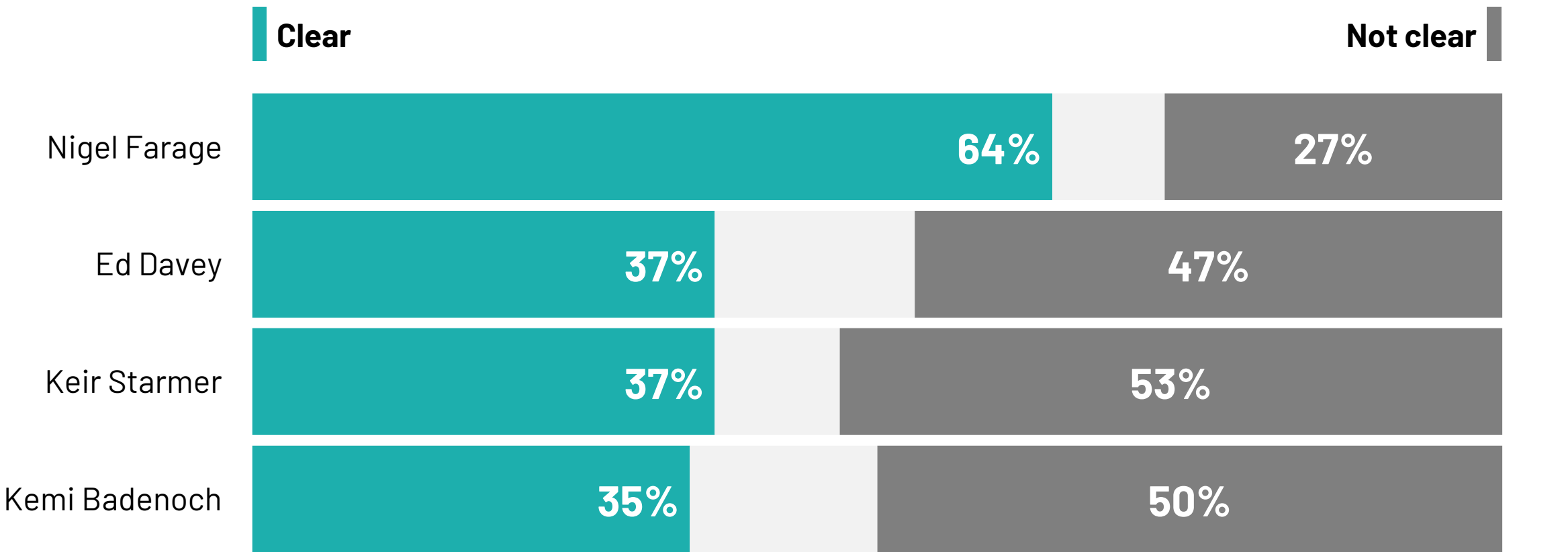
Which of the following, if either, do you think would make a better Prime Minister?



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Whilst almost two thirds of Britons say it is clear what Nigel Farage stands for, around half say it is not clear what the other main party leaders stand for

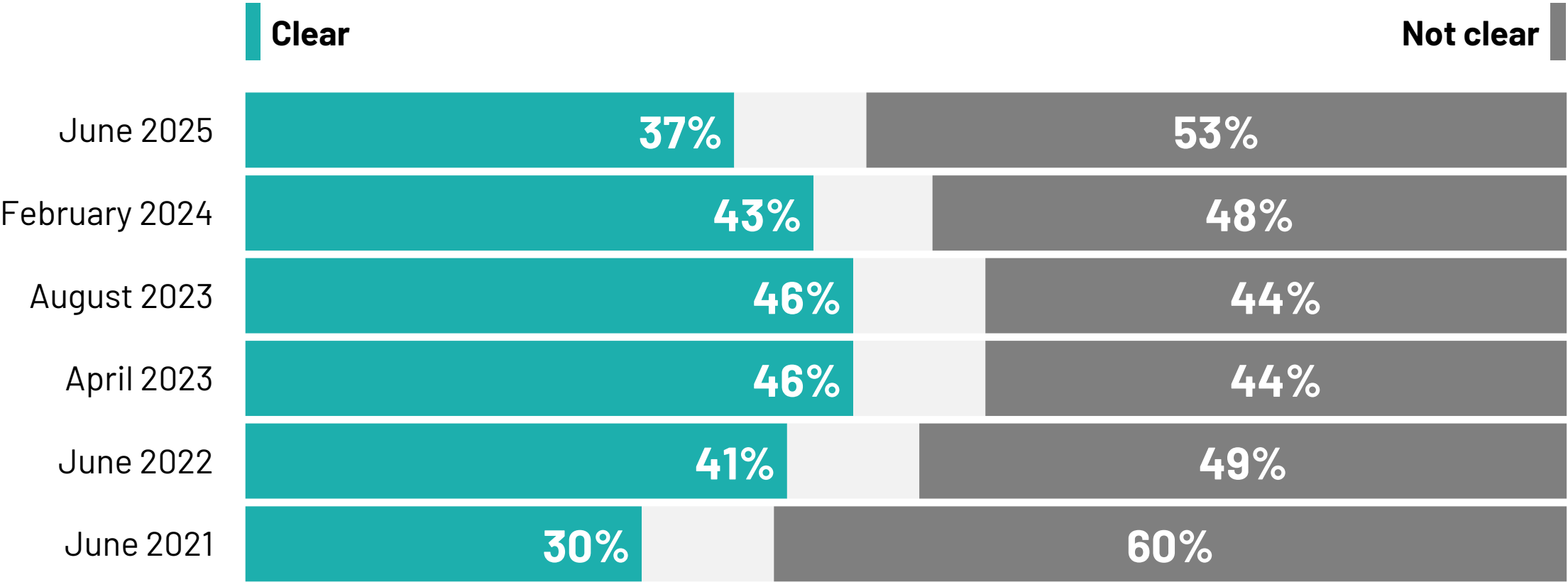
Now thinking about the following political leaders, to what extent would you say it is clear what each leader stands for, or not?



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The British public are slightly more likely to say it is not clear what Keir Starmer stands for, compared to in February 2024

Now thinking about the following political leaders, to what extent would you say it is clear what each leader stands for, or not? *Keir Starmer*



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June 2025 Political Pulse

For more information

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