

Ipsos Political leader polling

July 2025

Around half of British adults think Keir Starmer has been doing a bad job as Prime Minister

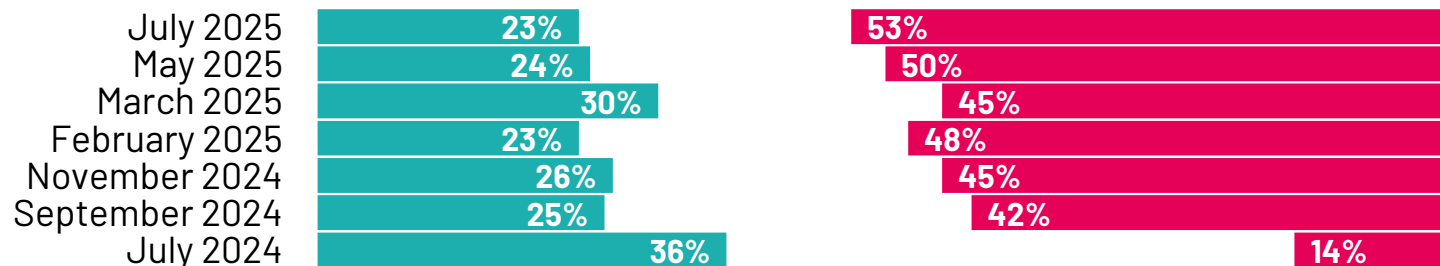
To what extent, would you say Keir Starmer has been doing a good job or bad job as Prime Minister, or neither?

Base: 1,090 Online British adults aged 18-75, 4-7 July 2025

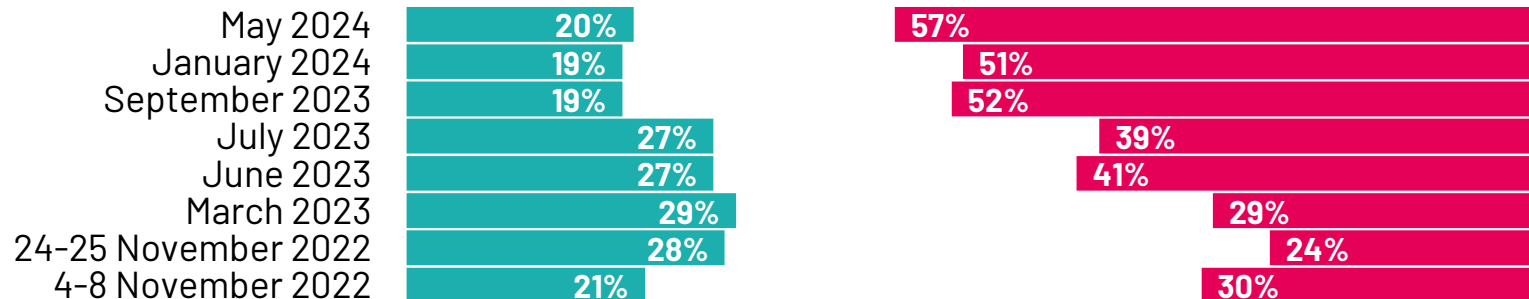
Good job

Bad job

Keir Starmer



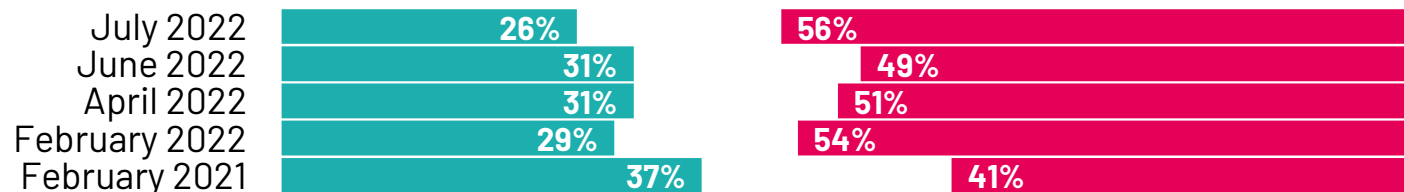
Rishi Sunak



Liz Truss

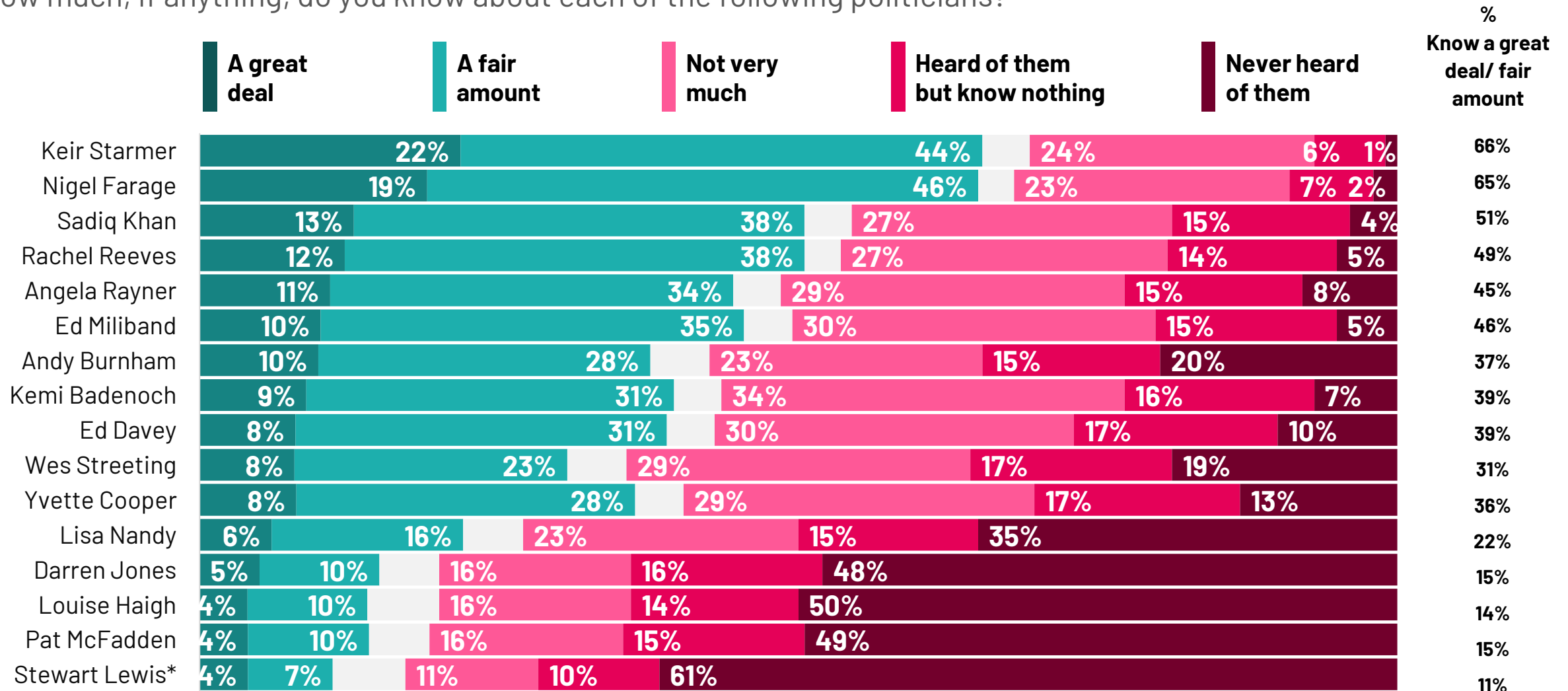


Boris Johnson



Familiarity with politicians

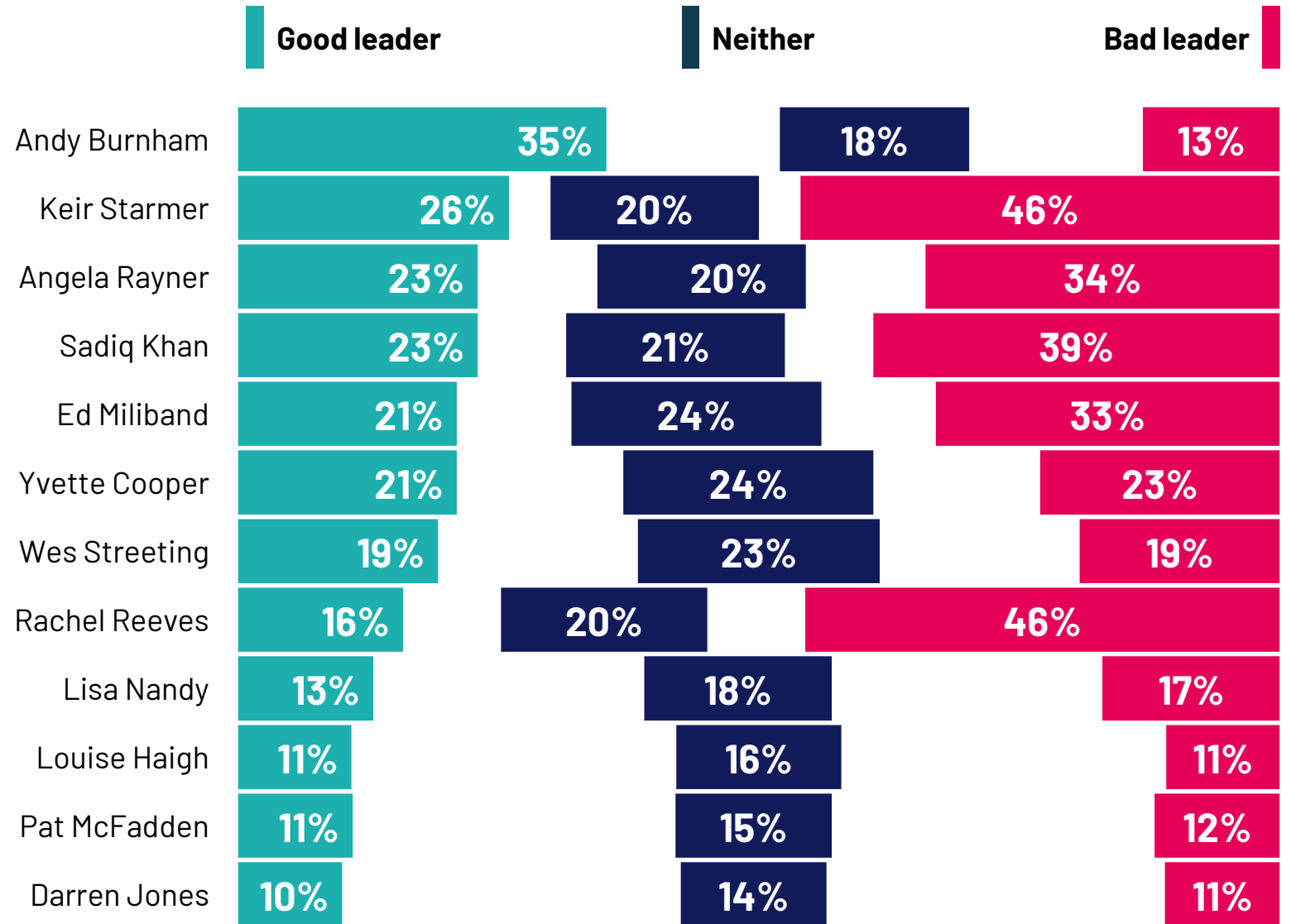
How much, if anything, do you know about each of the following politicians?



Base: 1,140 Online British adults aged 18+, 4-7 July 2025

The British public are most likely to think Andy Burnham would do a good job as leader of the Labour party

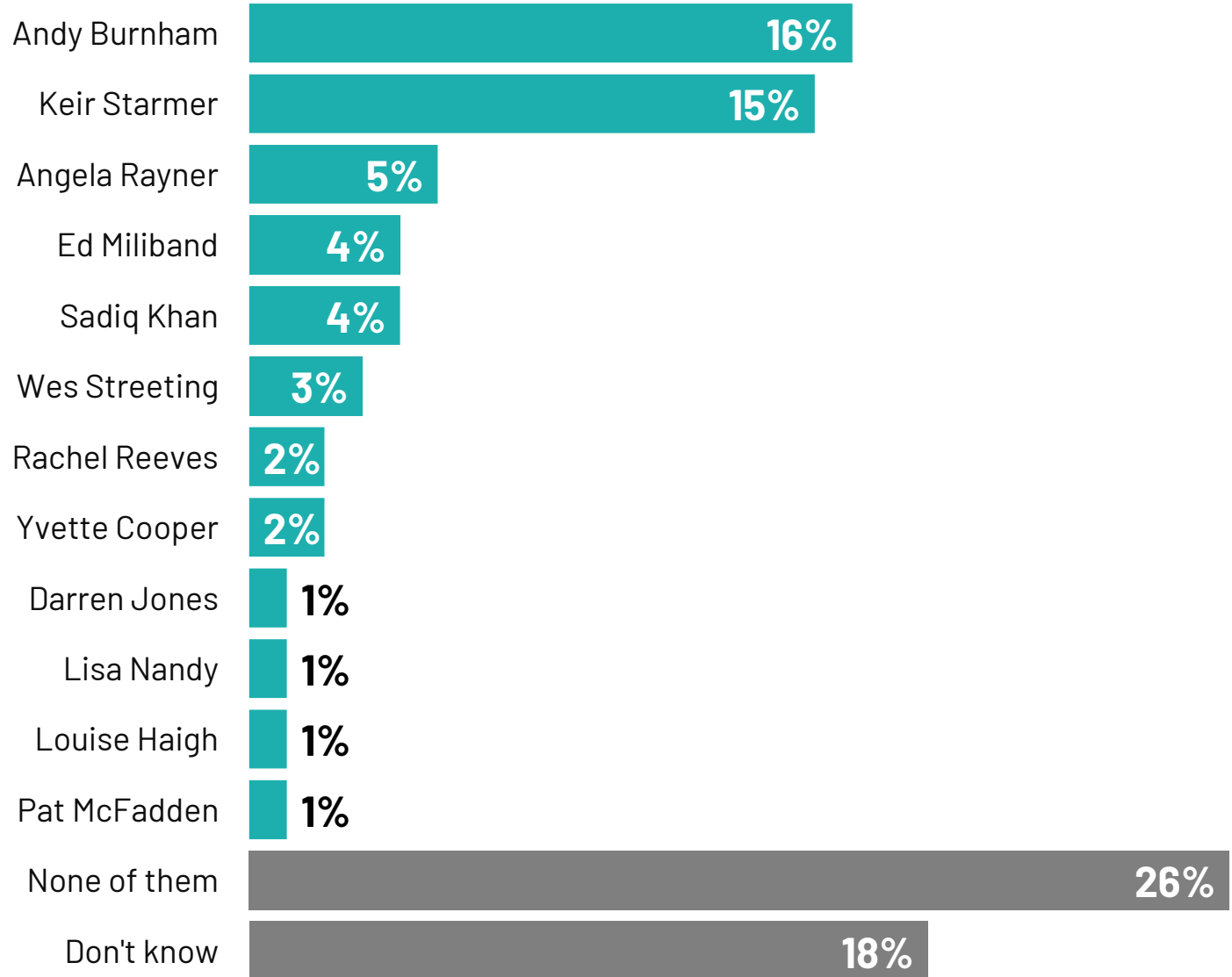
To what extent, if at all, do you think each of the following would be a good or bad leader of the Labour party? If you do not know who the person is, please indicate this below.



Base: 1,140 Online British adults aged 18+, 4-7 July 2025

The public are split between Andy Burnham and Keir Starmer in terms of who would do the best job as Labour leader. However a quarter say none of the listed politicians.

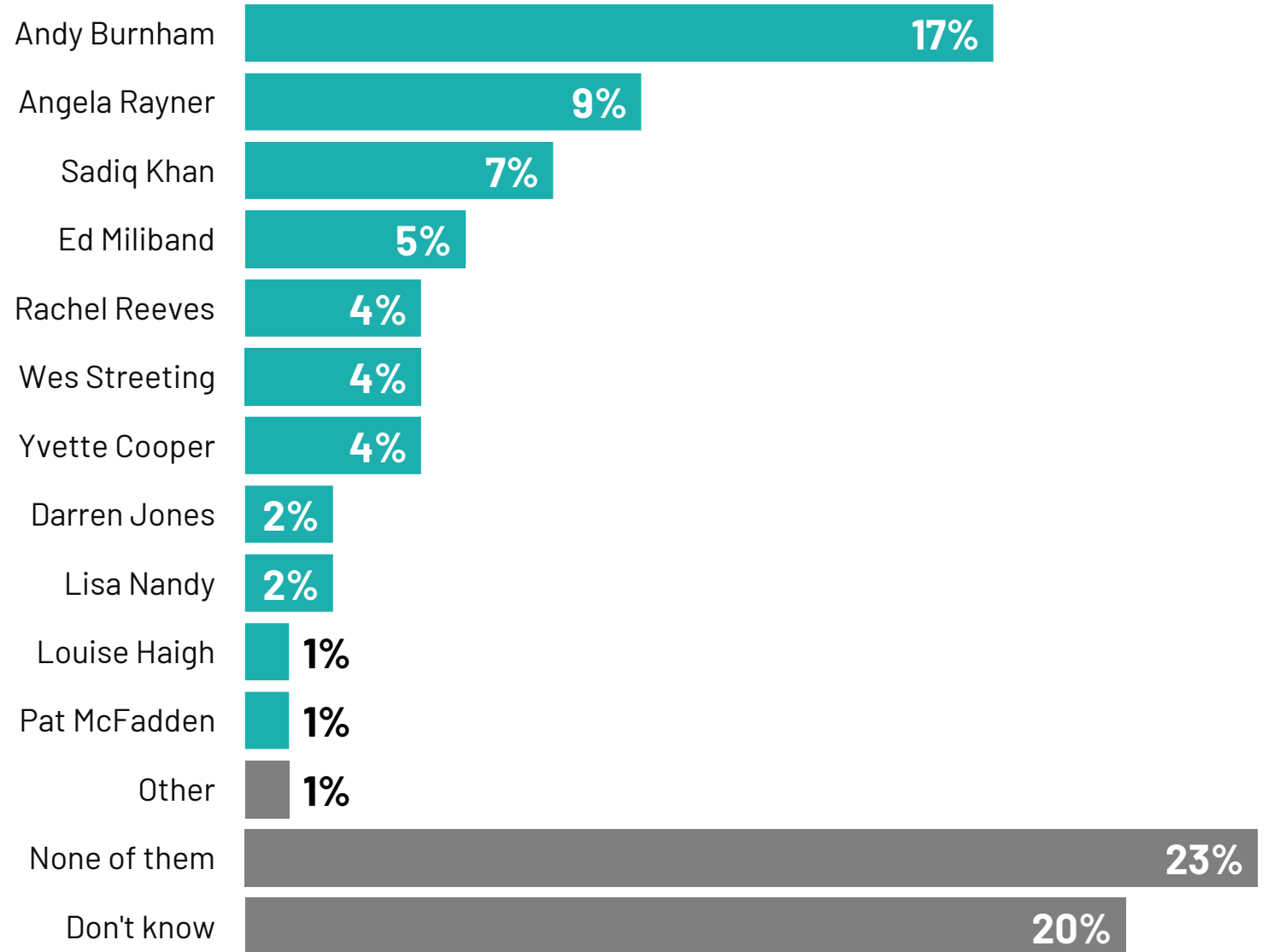
Which of the following, if any, do you think would do the best job as leader of the Labour party?



Base: 1,140 Online British adults aged 18+, 4-7 July 2025

Whilst Andy Burnham would be the British public's preferred choice for Labour leader if it wasn't Keir Starmer, a similar proportion say either don't know or none of the listed politicians

And if Keir Starmer was to no longer be leader of the Labour party, which of the following, if any, would you MOST prefer to become the next leader of the Labour party?



Base: 1,140 Online British adults aged 18+, 4-7 July 2025



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For more information

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