

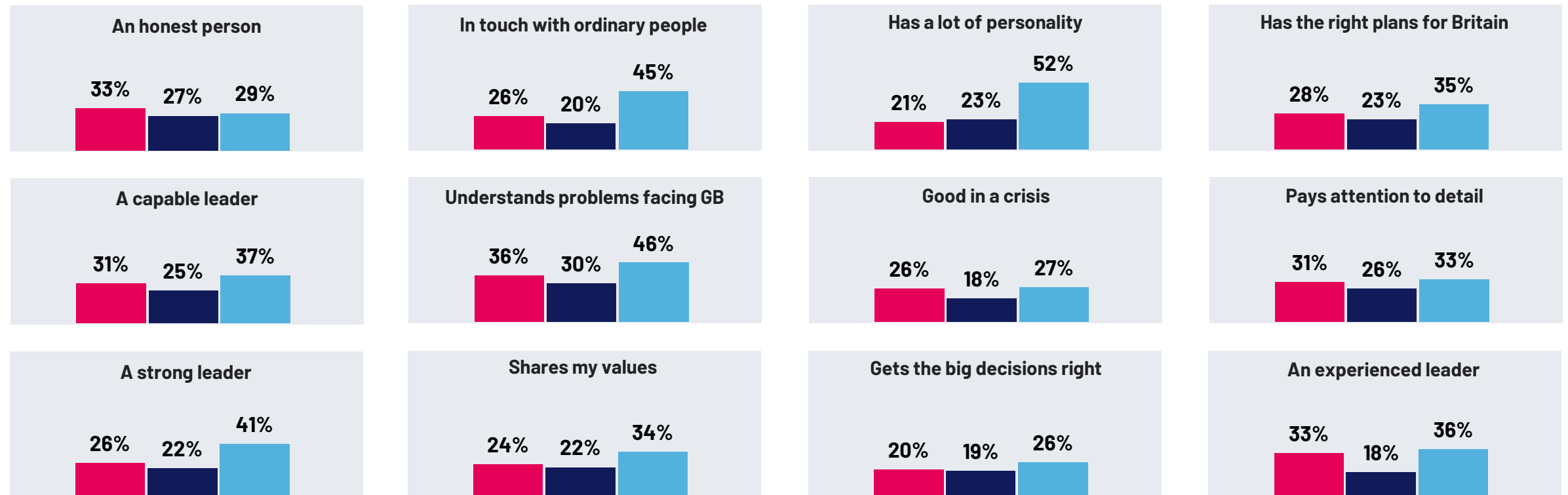
# Ipsos Political leader polling

July 2025

# Image of the party leaders

Do you think each of the following statements does or does not apply to...? % does apply

**Starmmer** **Badenoch** **Farage**



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

# Image of party leader: Keir Starmer

Do you think each of the following statements does or does not apply to...?



**Keir Starmer**

The Prime Minister

	% saying does apply	Change since Jan '25	Change since Jul '24
He understands the problems facing Britain	36%	N/C	-18
He is an experienced leader	33%	-2	-12
He is an honest person	33%	+2	-10
He pays attention to detail	31%	-4	-18
He is a capable leader	31%	-2	-19
Has the right plans for Britain	28%	+1	N/A
He is a strong leader	26%	-5	-17
He is in touch with ordinary people	26%	N/C	-17
He is good in a crisis	26%	+2	-3
He shares my values	24%	-1	-12
He has a lot of personality	21%	-1	-11
I trust him to get the big decisions right	20%	-3	-19

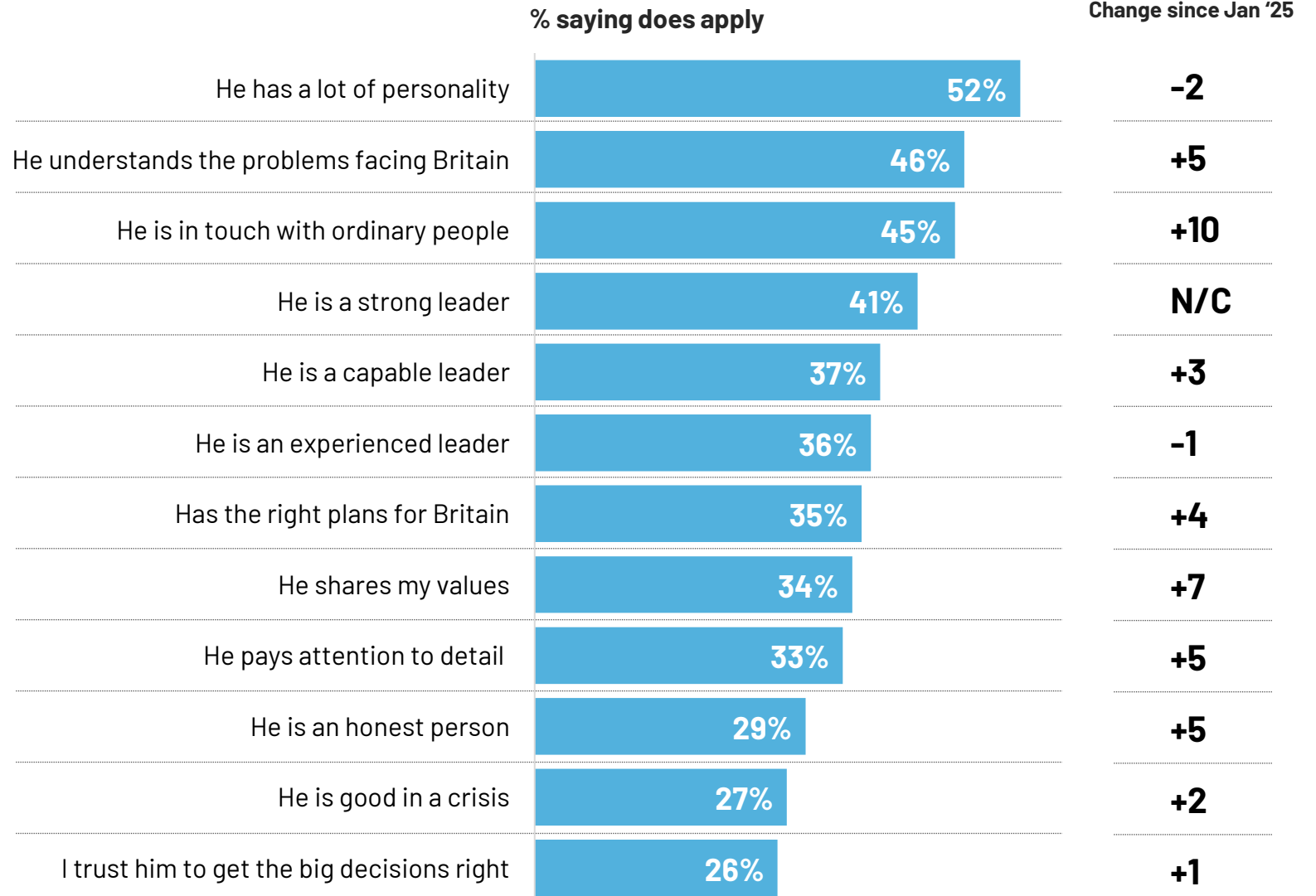
Base: 1,140 Online British adults aged 18+, 4-7 July 2025

# Image of party leader: Nigel Farage

Do you think each of the following statements does or does not apply to...?



**Nigel Farage**  
The Leader of Reform UK



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

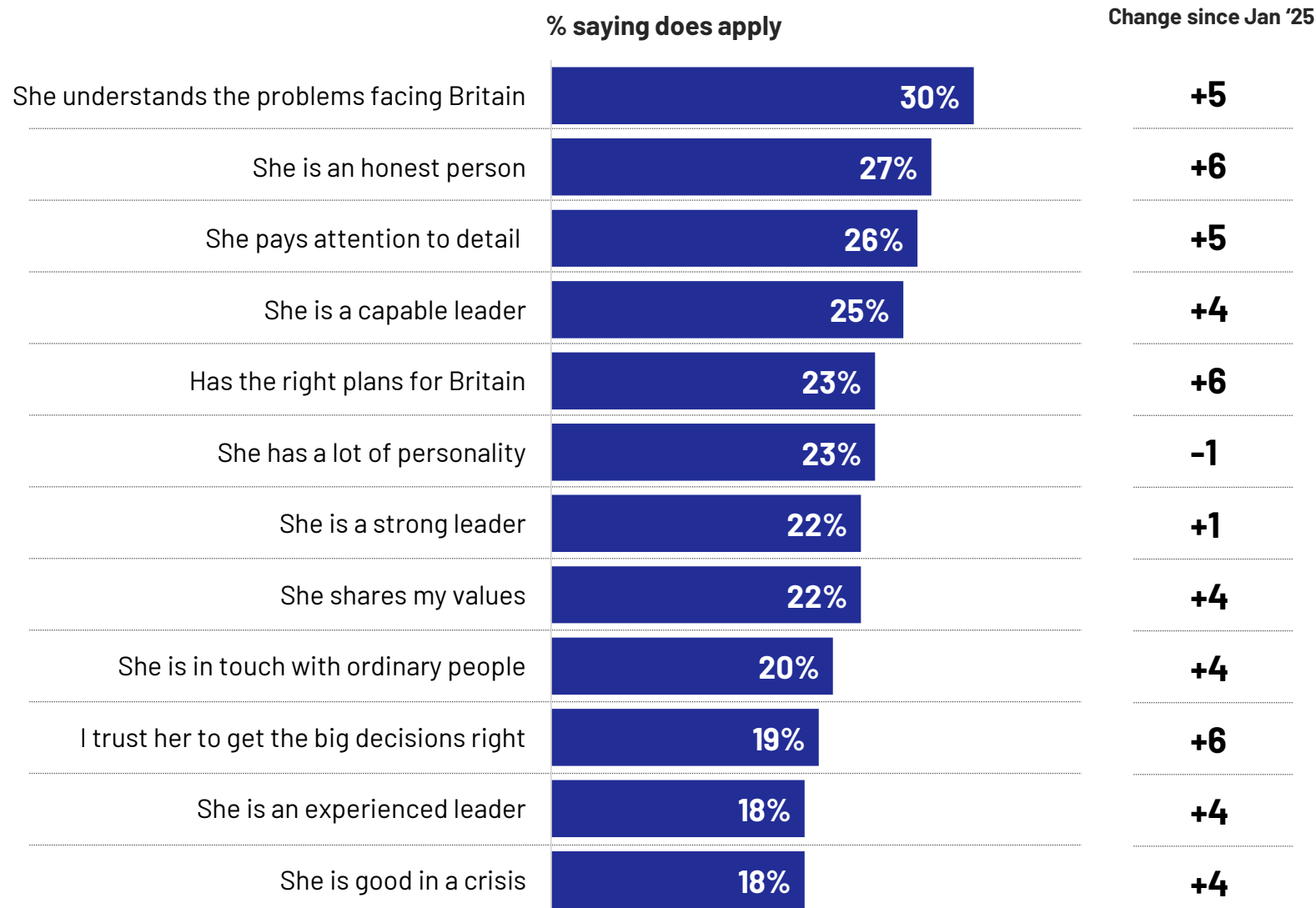
# Image of party leader: Kemi Badenoch

Do you think each of the following statements does or does not apply to...?



**Kemi Badenoch**

The Leader of the  
Conservative party

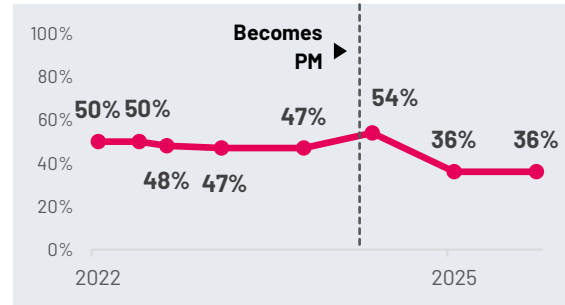


Base: 1,140 Online British adults aged 18+, 4-7 July 2025

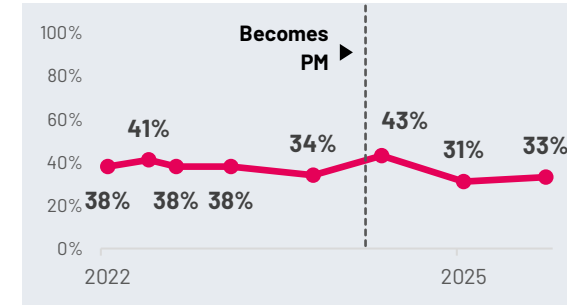
# Image of the Keir Starmer: Trend data

Do you think each of the following statements does or does not apply to **Keir Starmer**? % *applies to Starmer*

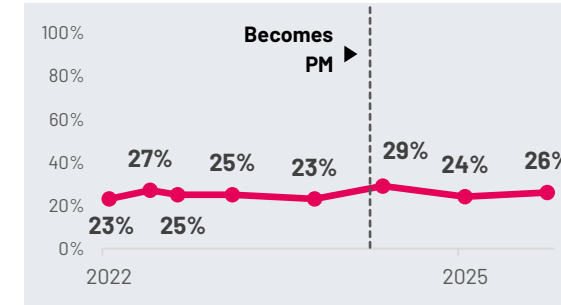
**Understands the problems facing GB**



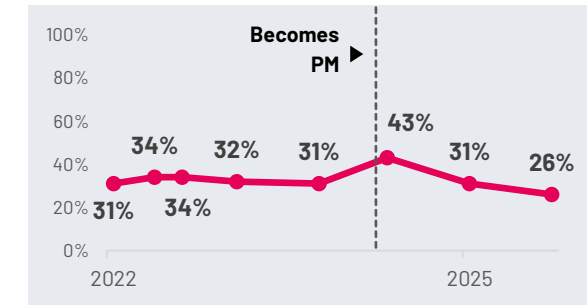
**He is an honest person**



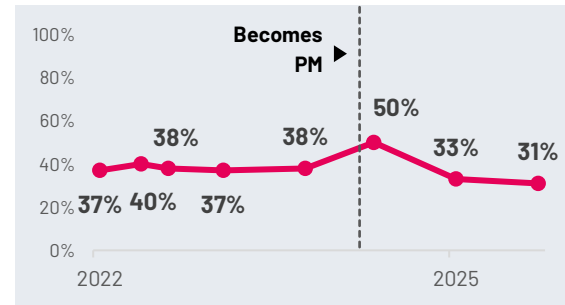
**He is good in a crisis**



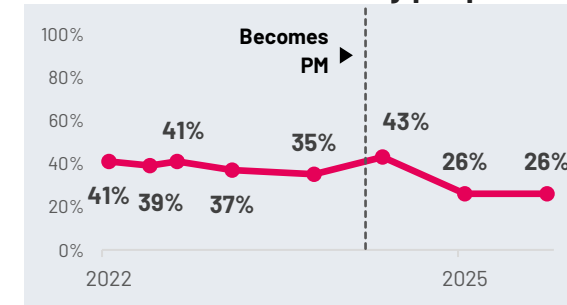
**He is a strong leader**



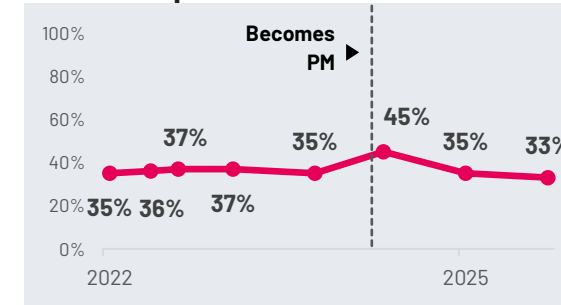
**He is a capable leader**



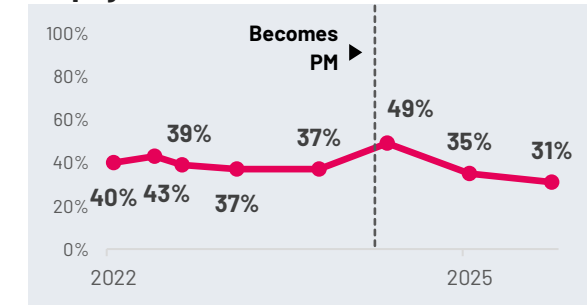
**He is in touch with ordinary people**



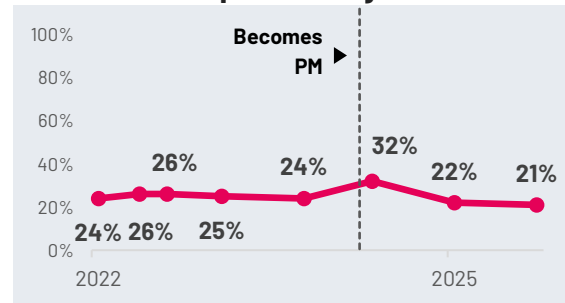
**He is an experienced leader**



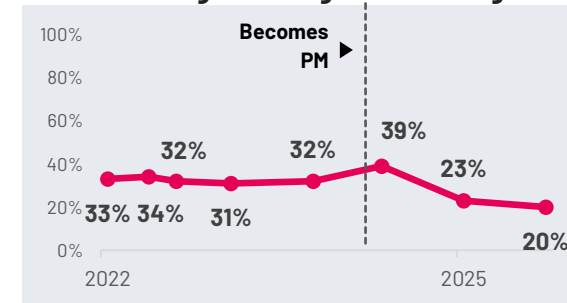
**He pays attention to detail**



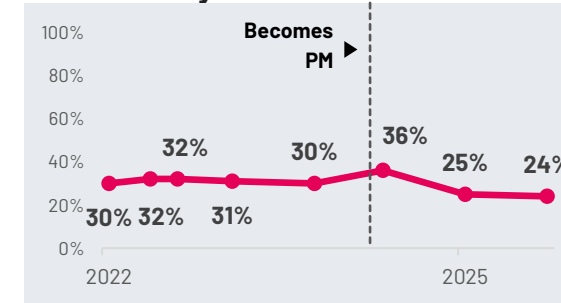
**He has a lot of personality**



**I trust him to get the big decisions right**



**He shares my values**

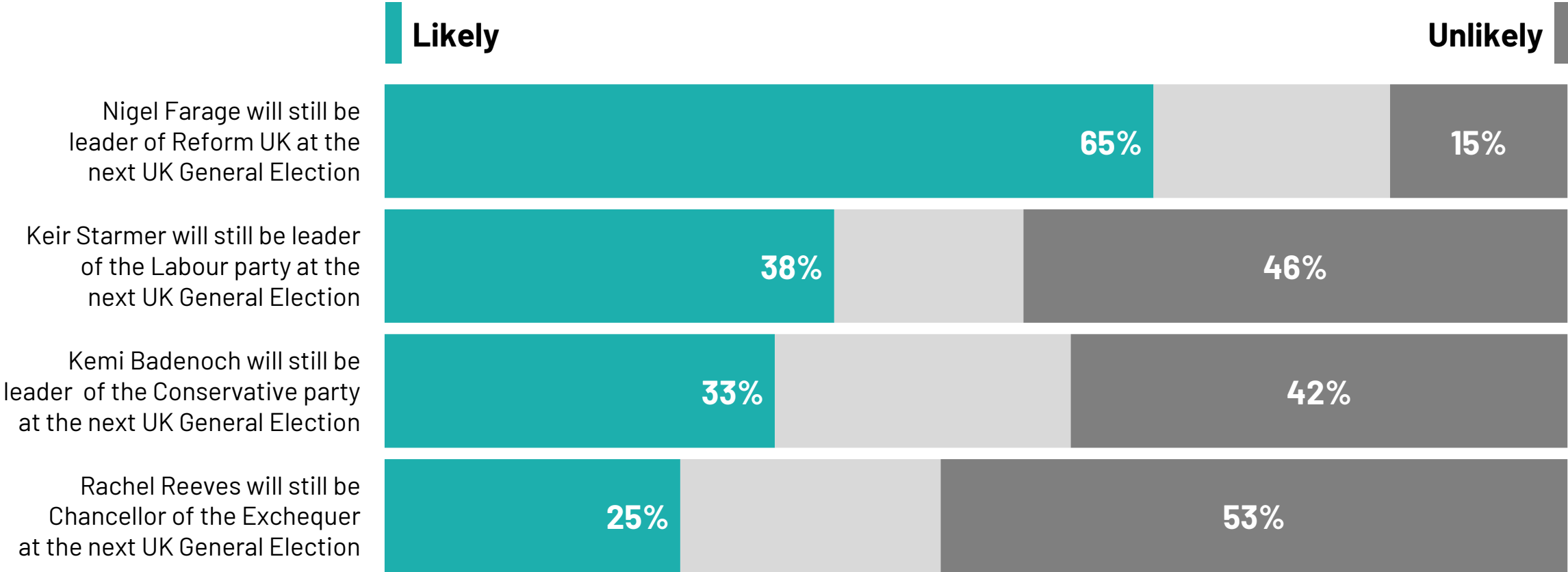


Base: C. 1,000 Online British Adults 18+ each month.

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# Around half of Britons think it is unlikely that Rachel Reeves will still be Chancellor of the Exchequer at the next UK General Election

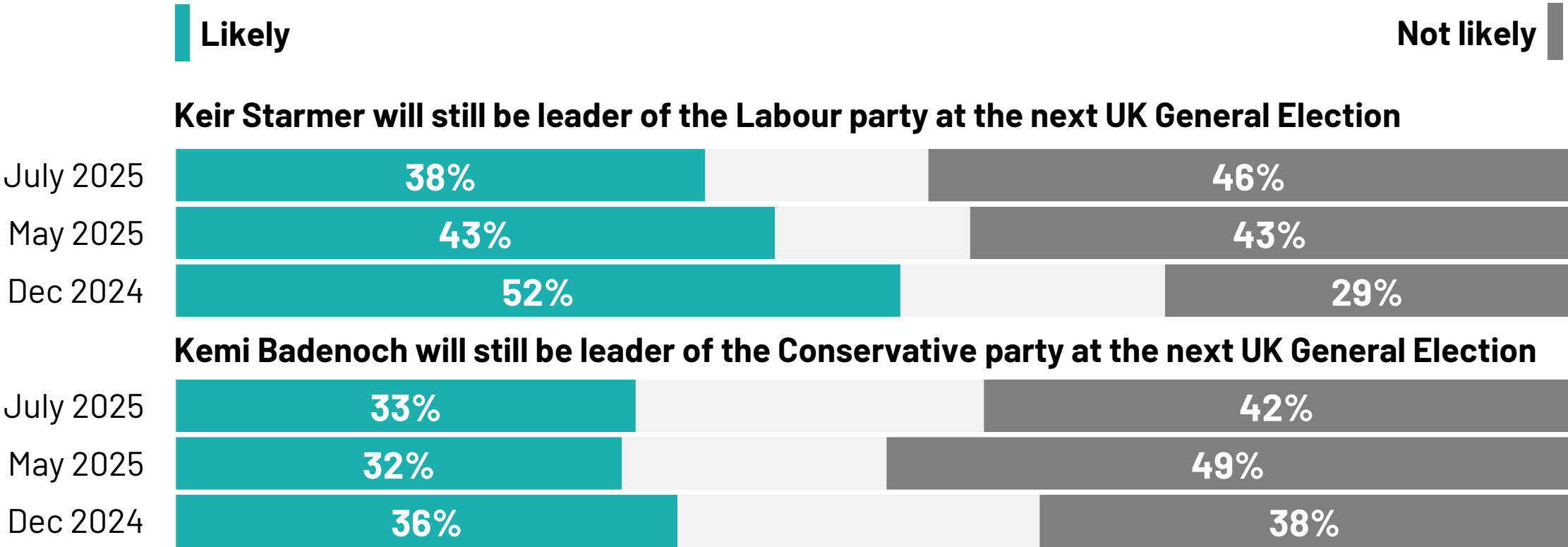
And in your opinion, how likely or not is it that...



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

# Britons are slightly more likely to think it is unlikely rather than likely that Keir Starmer will be still be leader of the Labour party at the next UK General Election

And in your opinion, how likely or not is it that...



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





## July 2025 Political leader polling

### For more information

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