

Ipsos Political Pulse

July 2025

Favourability towards politicians

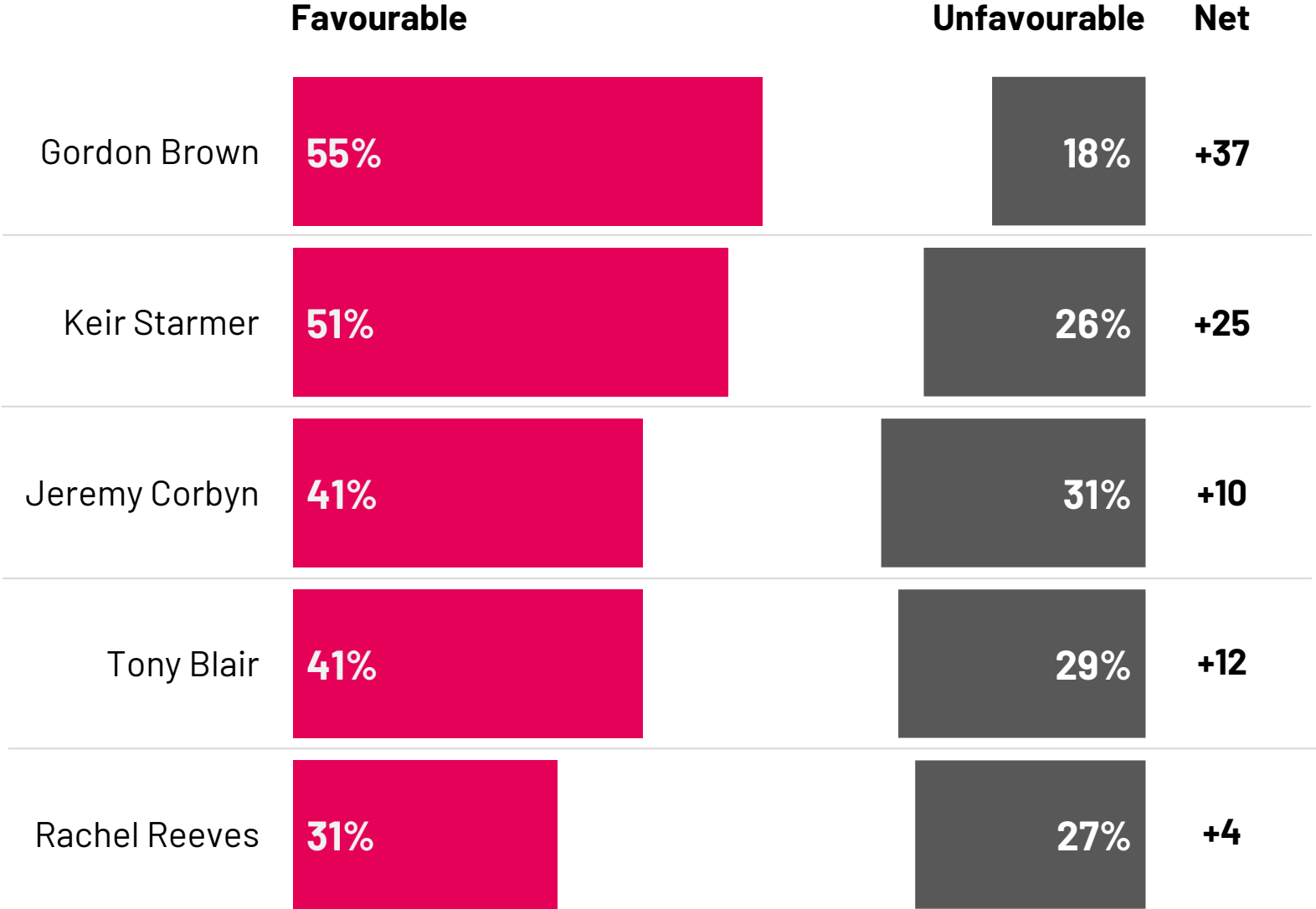
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties?

	Favourable	Unfavourable	Net	Swing vs Jun '25
Nigel Farage	32%	46%	-14	+1.5
Gordon Brown	27%	38%	-11	N/A
Ed Davey	22%	34%	-12	-2.5
Jeremy Corbyn	22%	54%	-32	N/A
Keir Starmer	21%	55%	-34	-3
Tony Blair	21%	47%	-26	N/A
Kemi Badenoch	17%	47%	-30	+0.5
Rachel Reeves	14%	53%	-39	-1.5

Base: 1144 Online British adults aged 18+, 11-14 July 2025

Favourability
towards Labour
politicians. *Among
Labour voters*

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

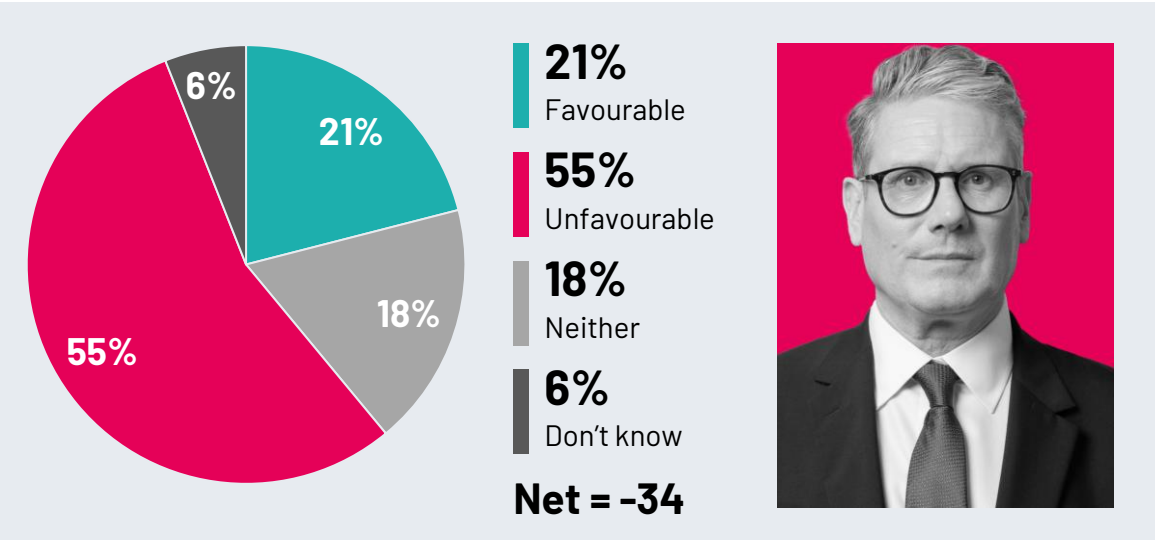


Base: 357 Online British adults aged 18+ who voted for Labour at the 2024 UK General Election, 11-14 July 2025

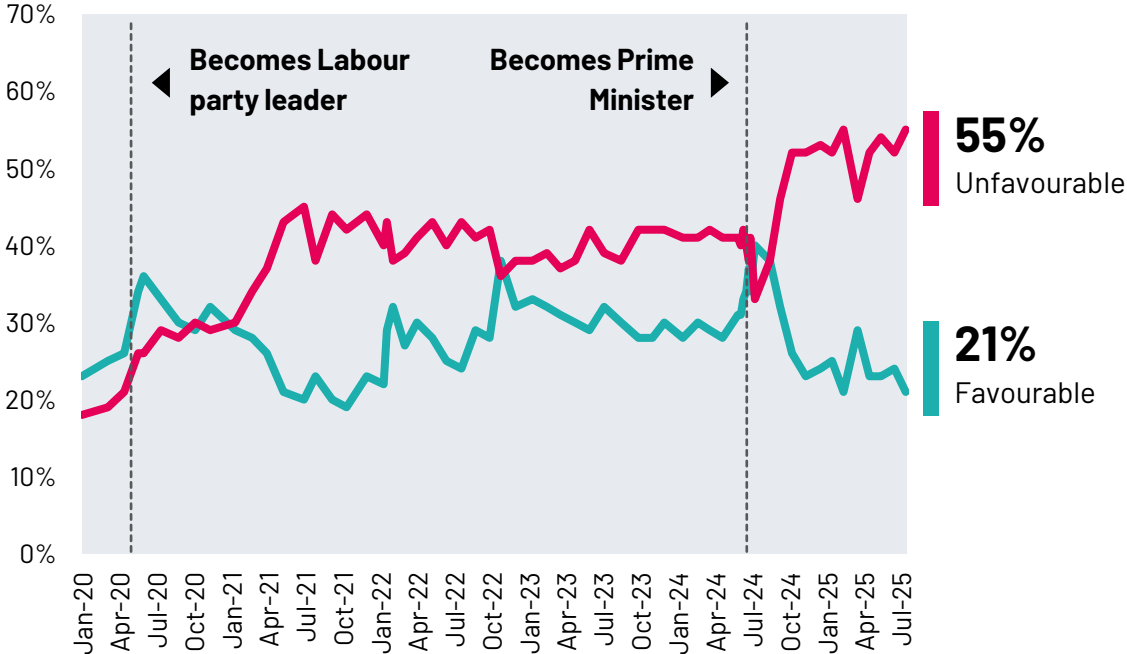
Keir Starmer: Favourability

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

July 2025



January 2020 – July 2025

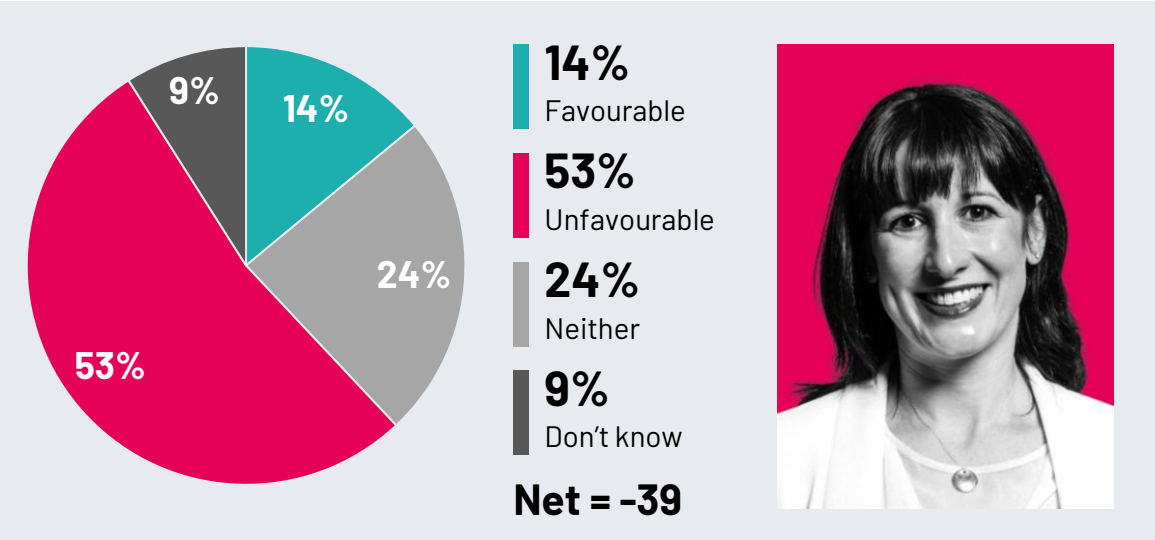


Base: 1144 Online British adults aged 18+, 11-14 July 2025

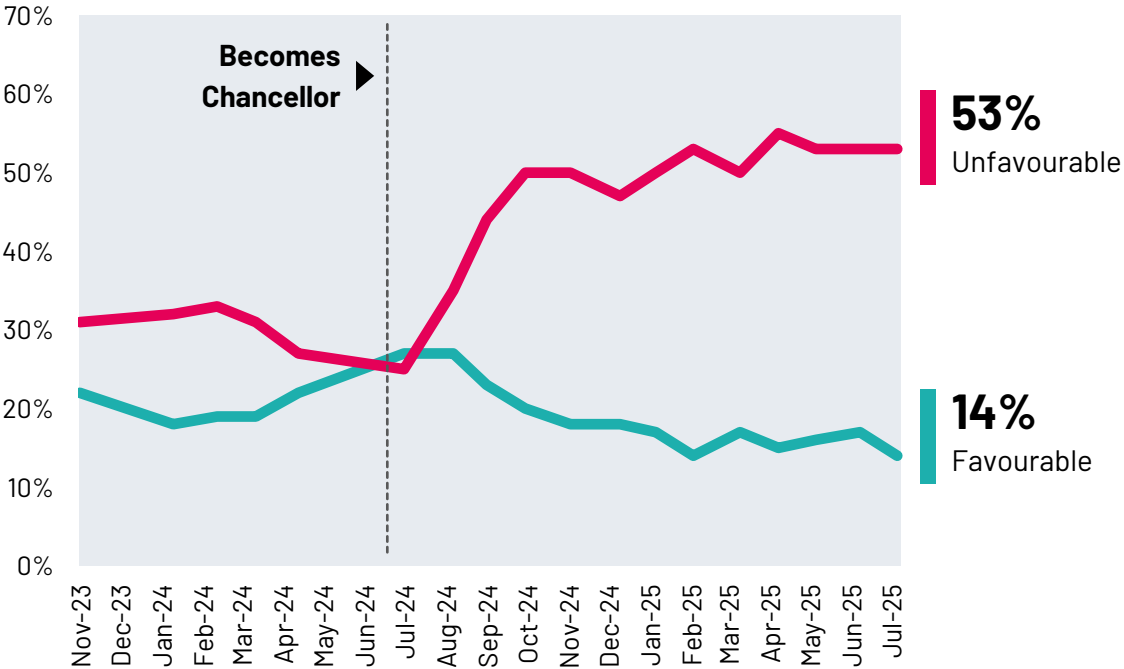
Rachel Reeves: Favourability

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

July 2025



November 2023 – July 2025

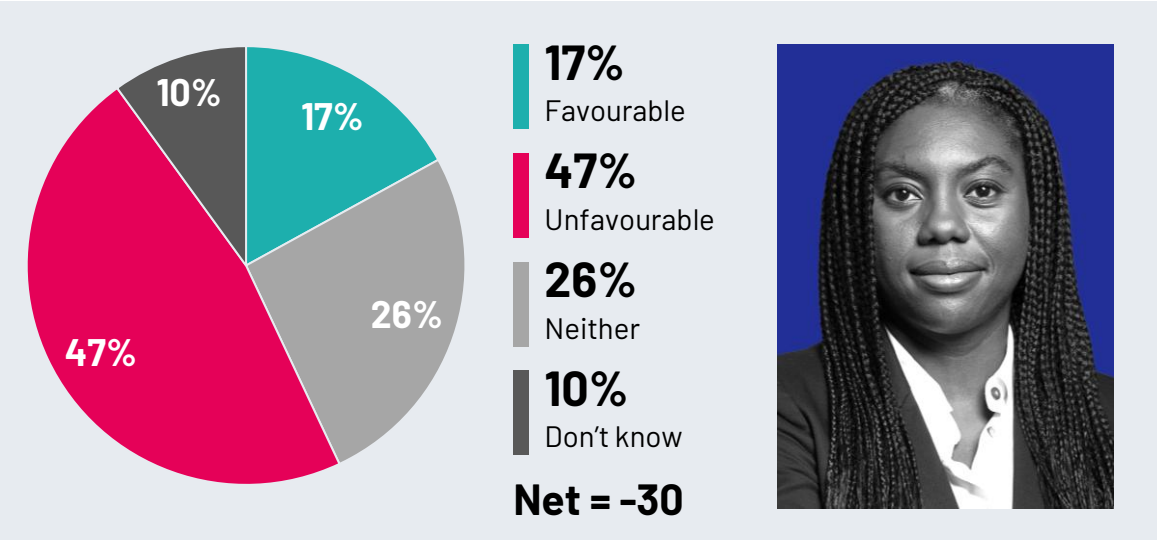


Base: 1144 Online British adults aged 18+, 11-14 July 2025

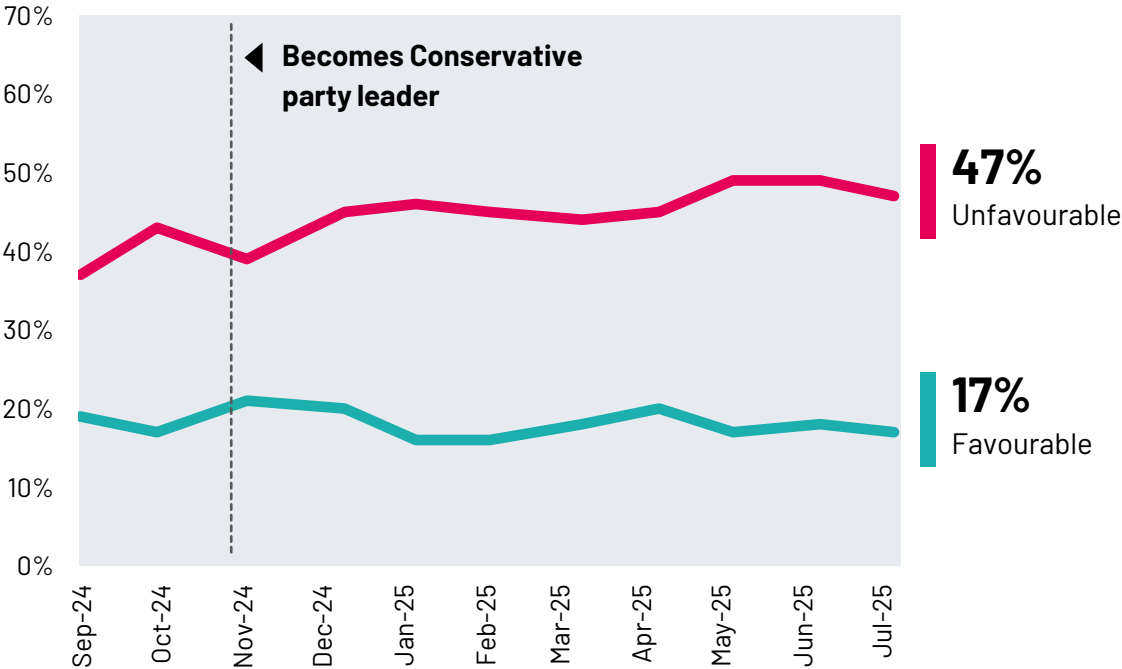
Kemi Badenoch: Favourability

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

July 2025



September 2024 – July 2025

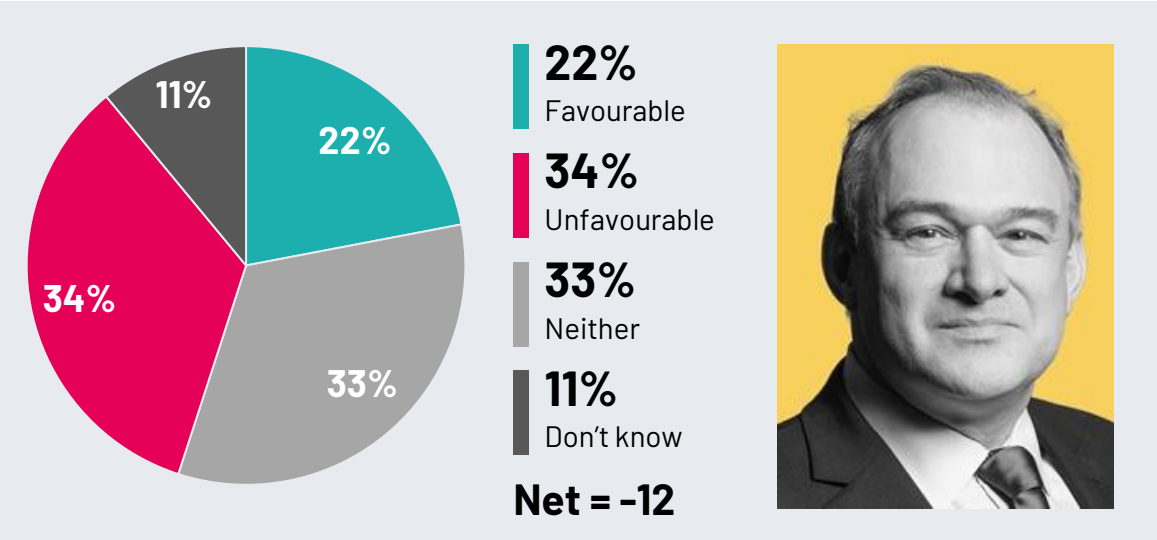


Base: 1144 Online British adults aged 18+, 11-14 July 2025

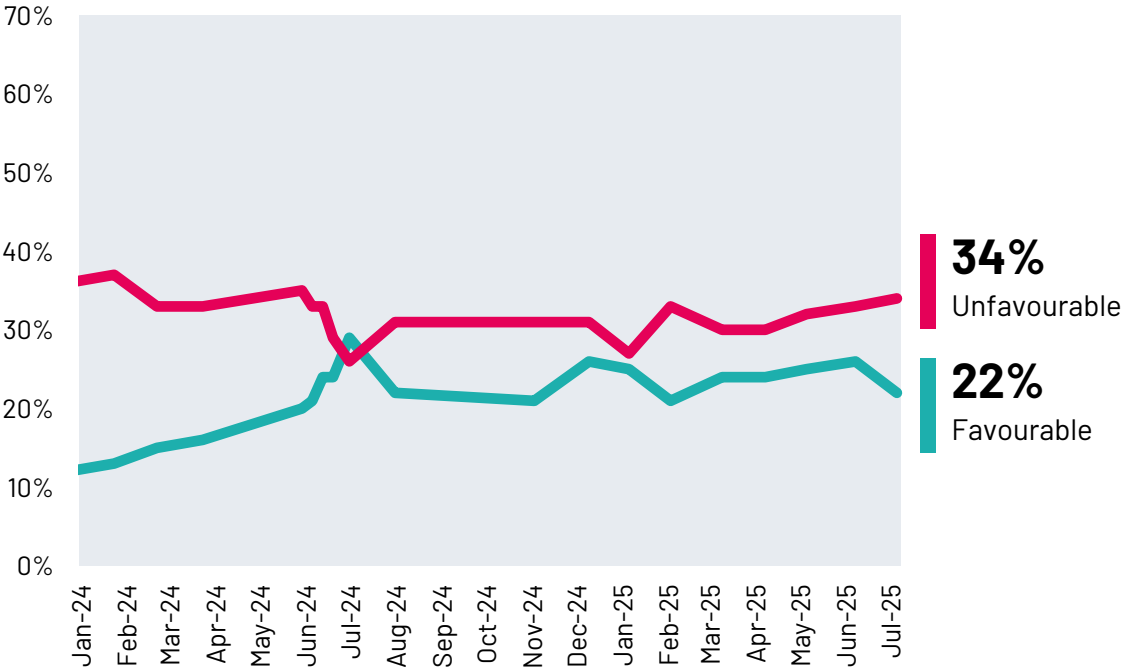
Ed Davey: Favourability

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

July 2025



January 2024 – July 2025

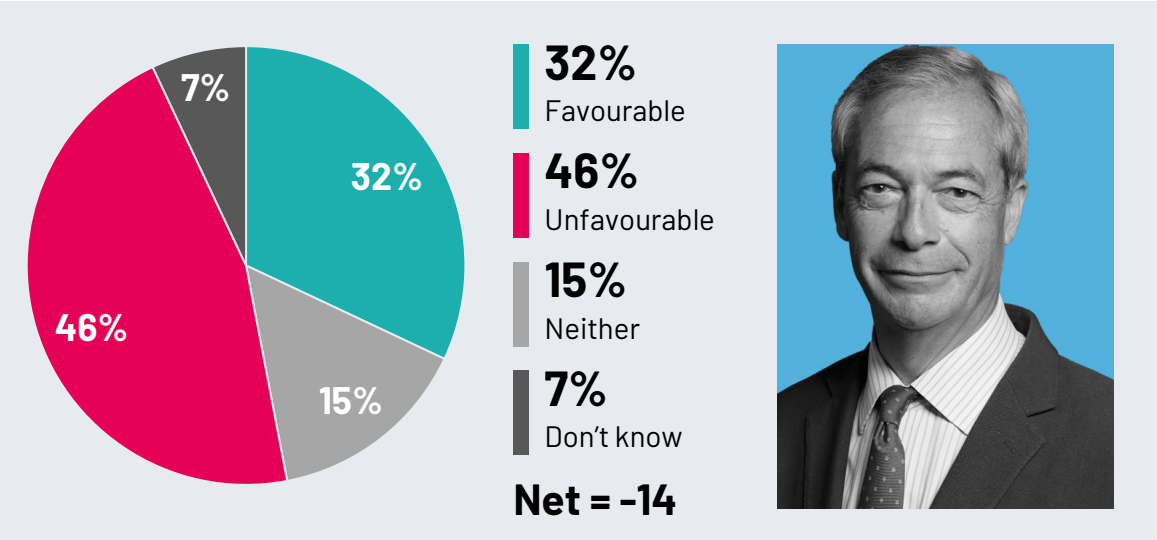


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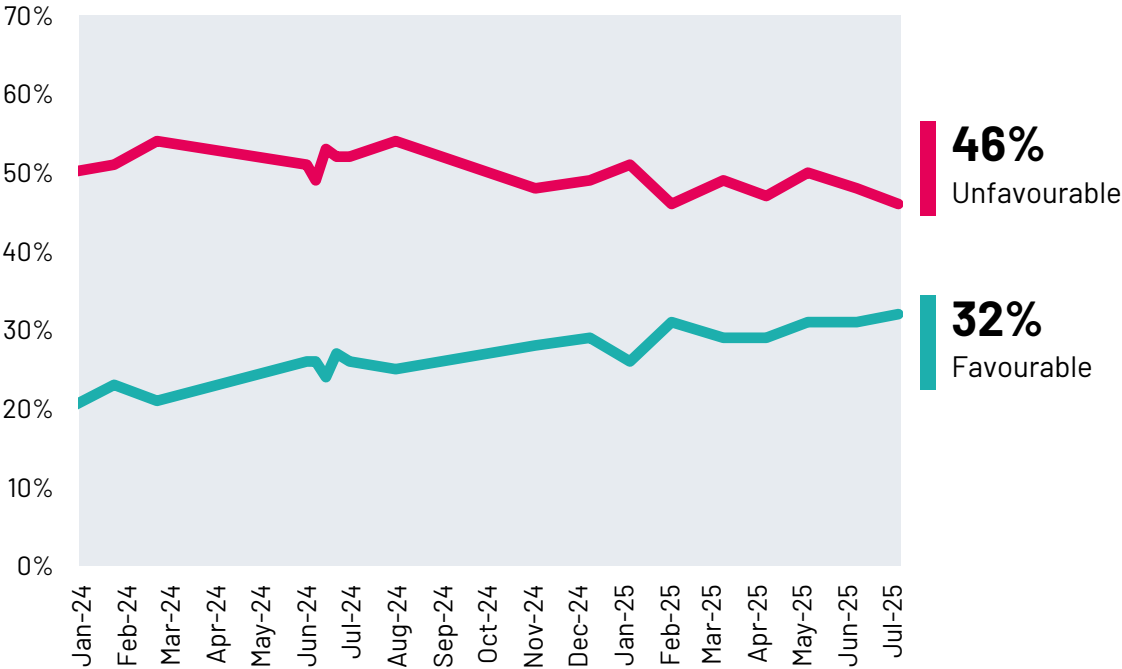
Nigel Farage: Favourability

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

July 2025



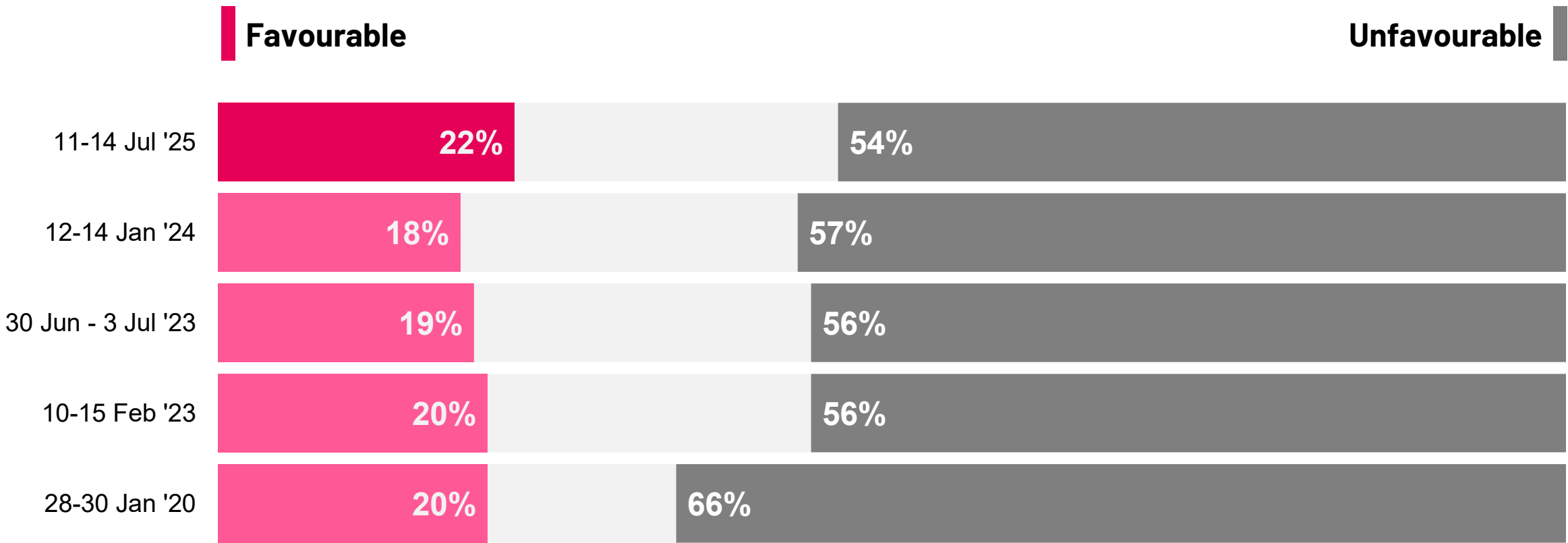
January 2024 – July 2025



Base: 1144 Online British adults aged 18+, 11-14 July 2025

Jeremy Corbyn: Favourability

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



Base: 1144 Online British adults aged 18+, 11-14 July 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?

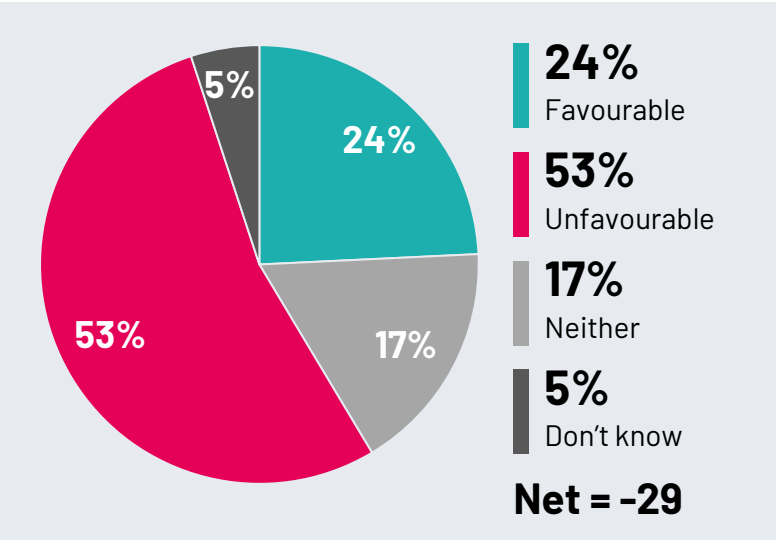
	Favourable	Unfavourable	Net favourability	Swing vs Jun '25
Reform UK	32%	44%	-12	N/C
The Green Party	26%	35%	-9	-2
The Labour Party	24%	53%	-29	-2
The Liberal Democrats	24%	35%	-11	-0.5
The Conservative Party	21%	52%	-31	+1

Base: 1144 Online British adults aged 18+, 11-14 July 2025

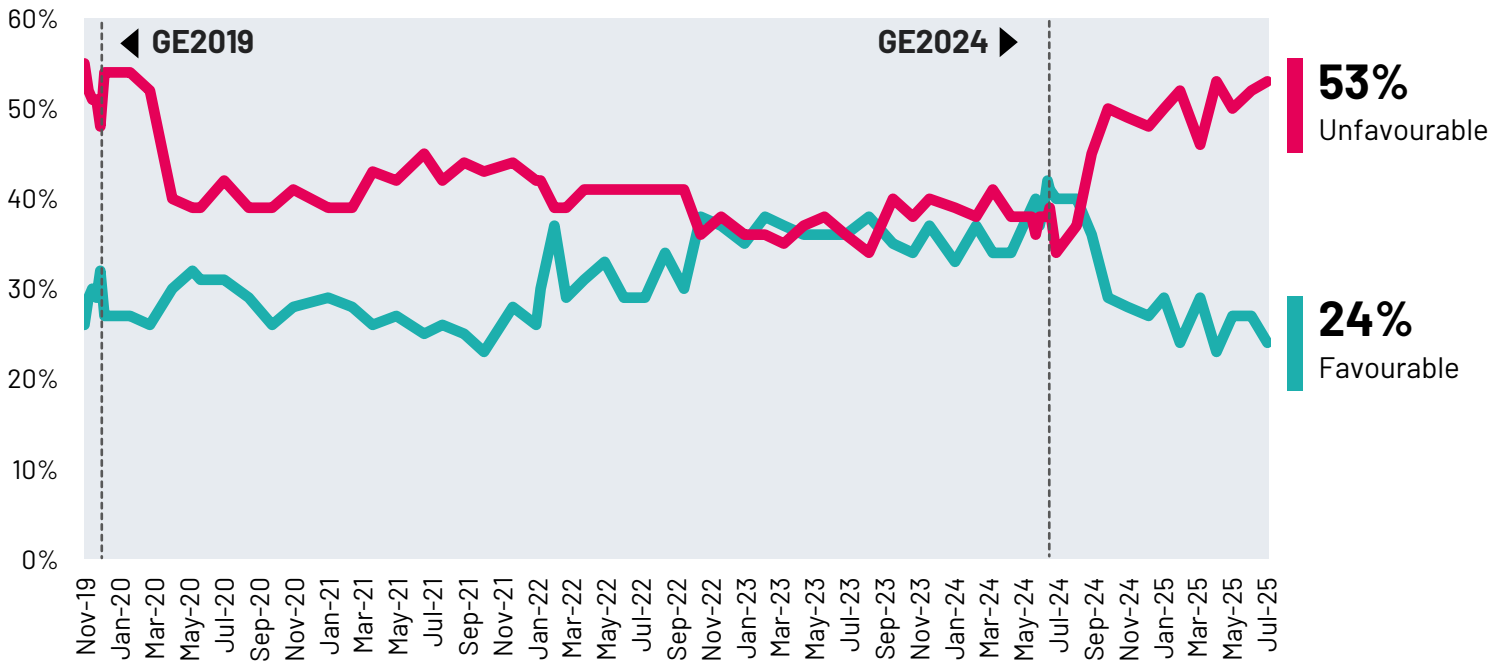
The Labour party: Favourability

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

July 2025



November 2019 – July 2025

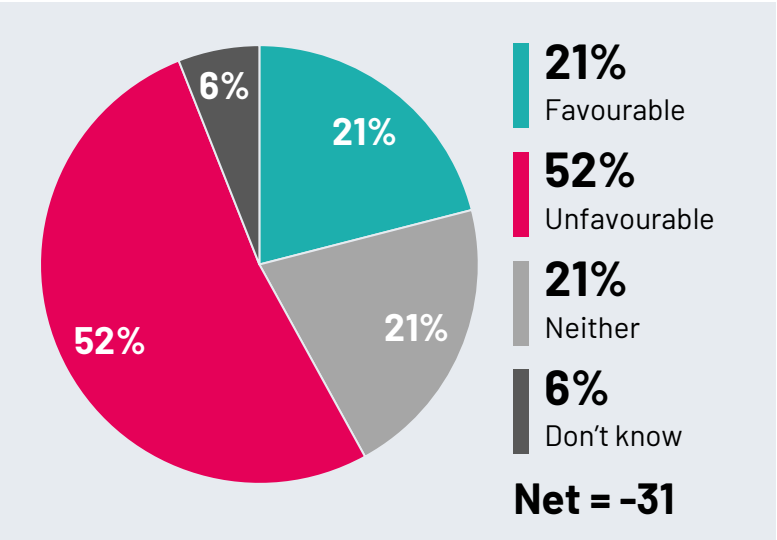


Base: 1144 Online British adults aged 18+, 11-14 July 2025

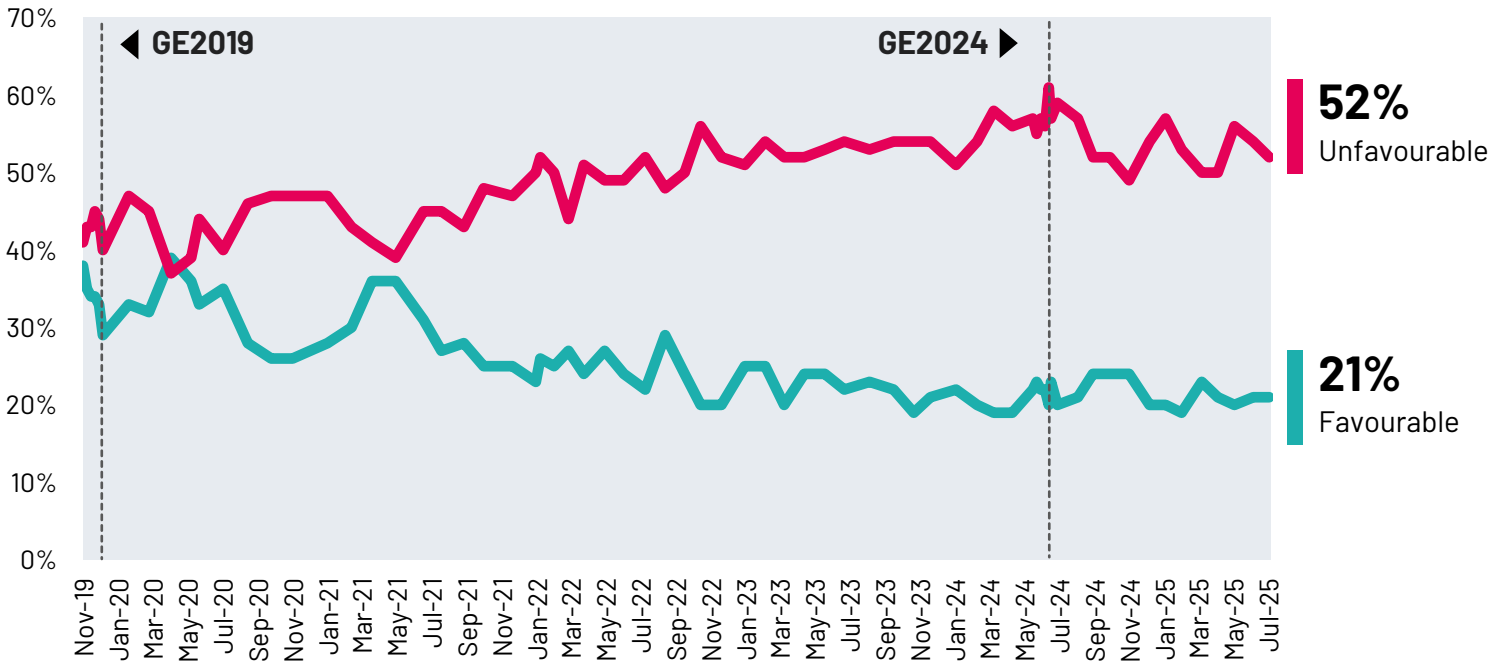
The Conservative party: Favourability

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

July 2025



November 2019 – July 2025

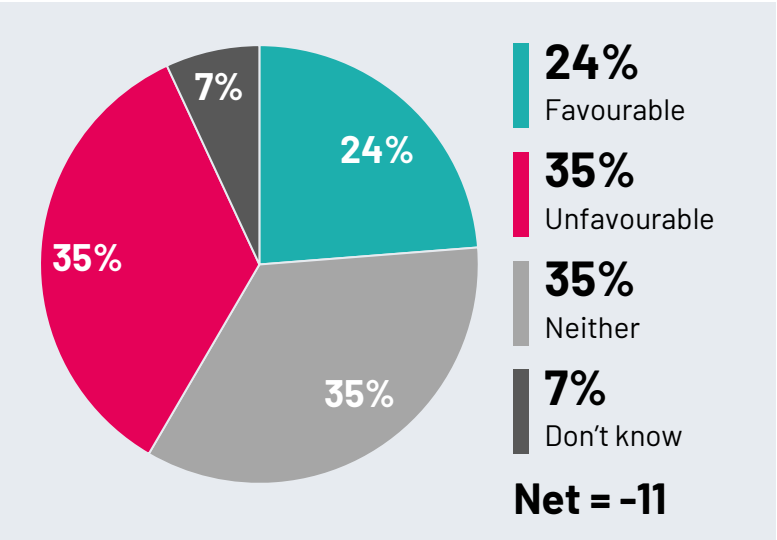


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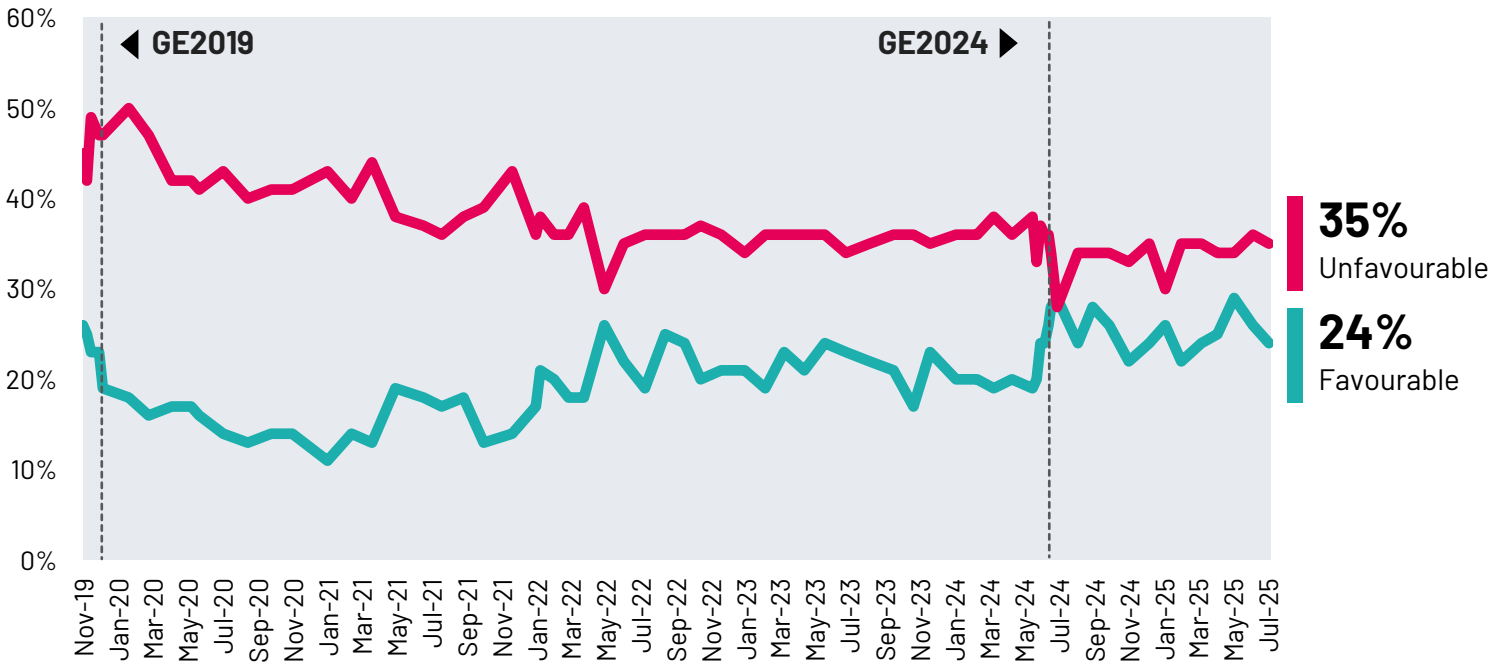
The Liberal Democrats: Favourability

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

July 2025



November 2019 - July 2025

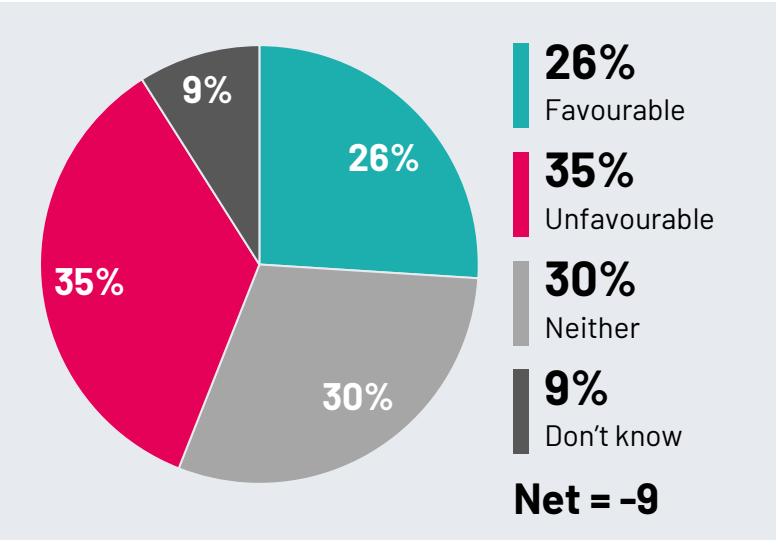


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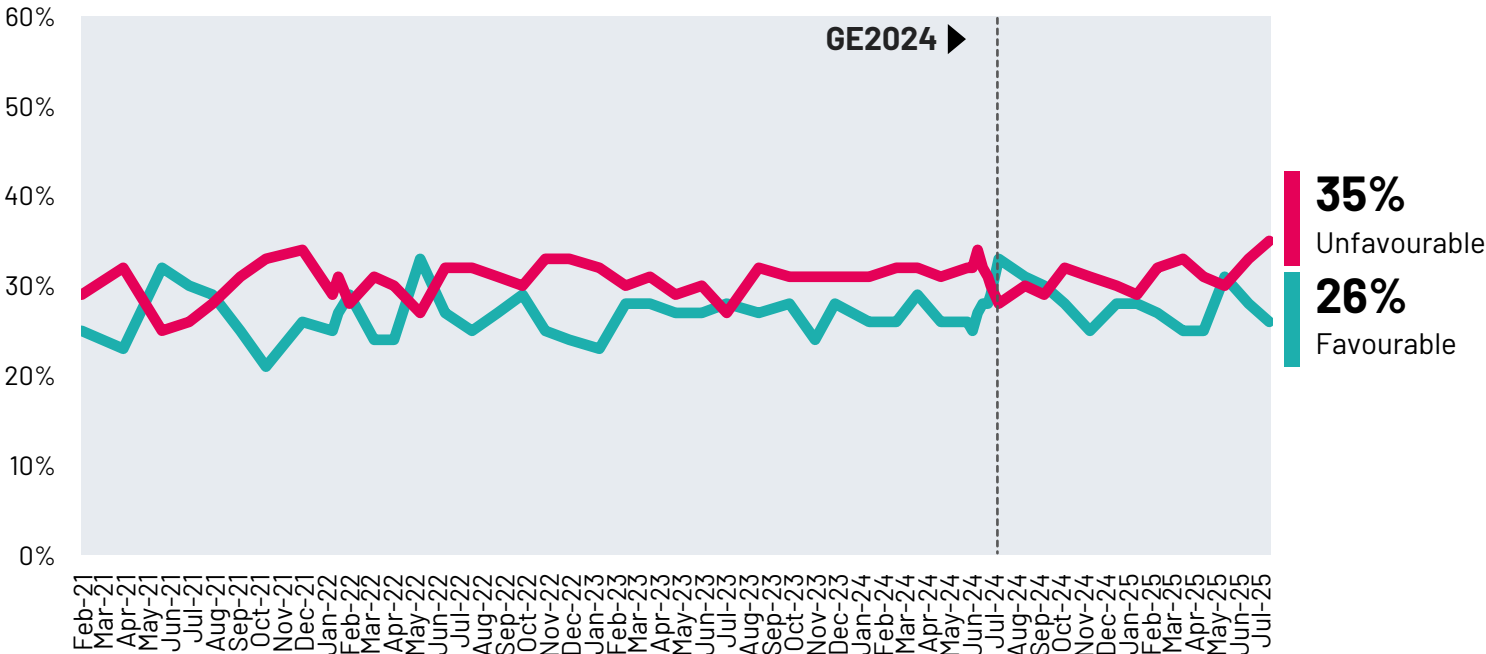
The Green Party: Favourability

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

July 2025



February 2021 – July 2025

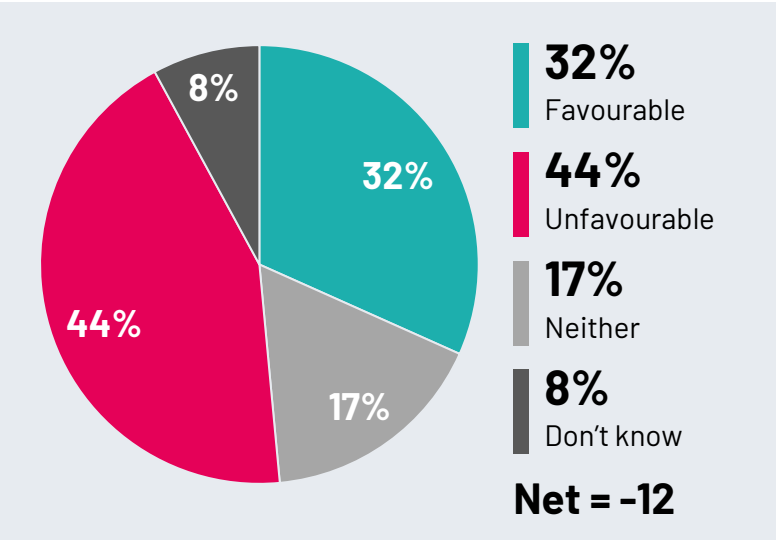


Base: 1144 Online British adults aged 18+, 11-14 July 2025

Reform UK: Favourability

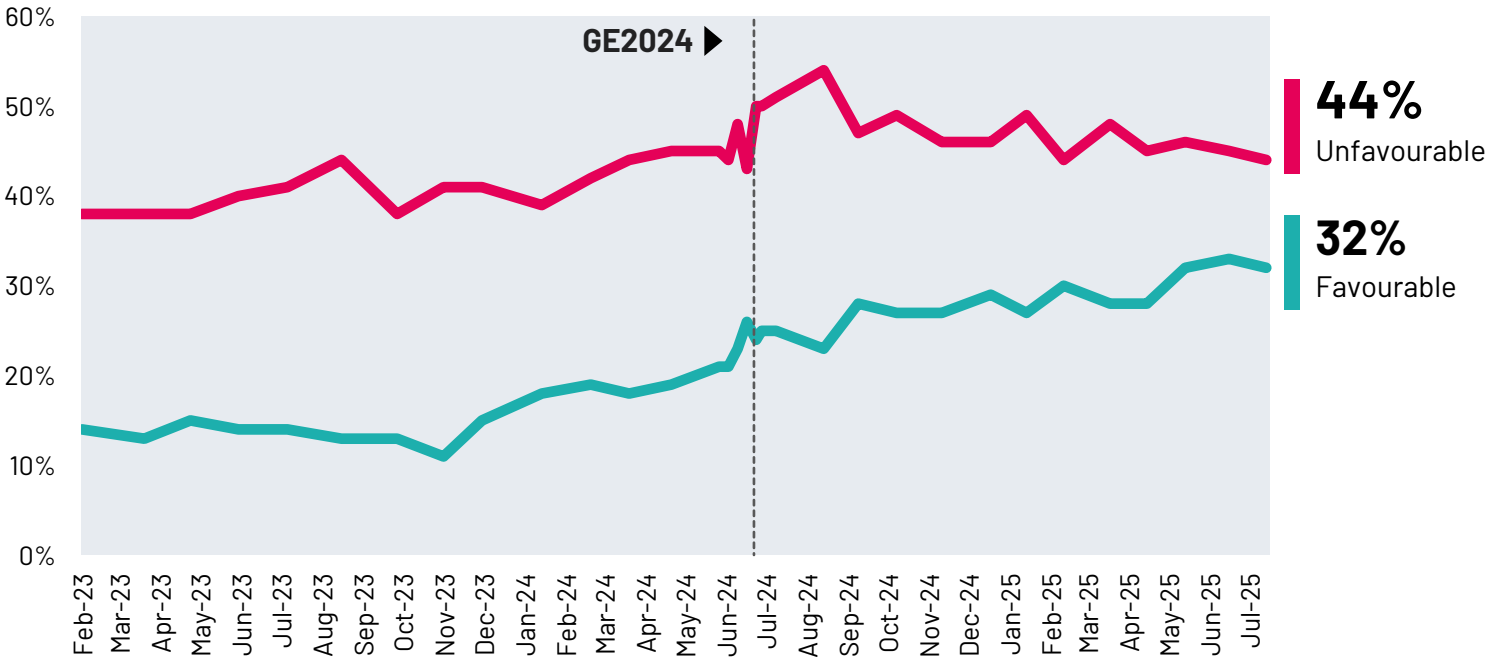
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Reform UK

July 2025



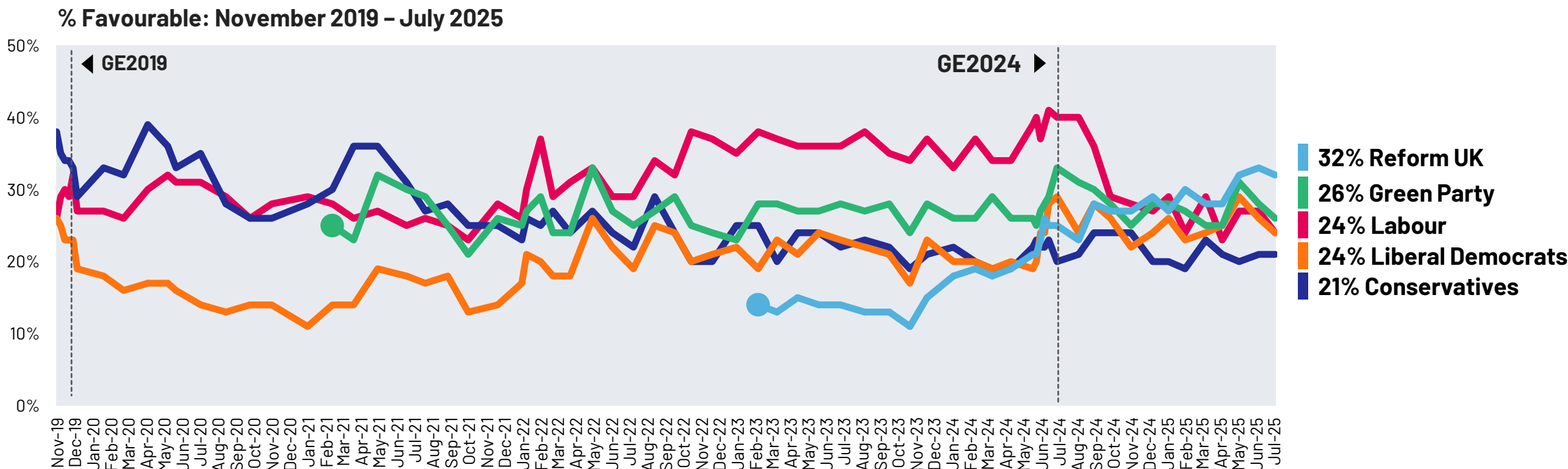
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February 2023 – July 2025



Political parties: Favourability

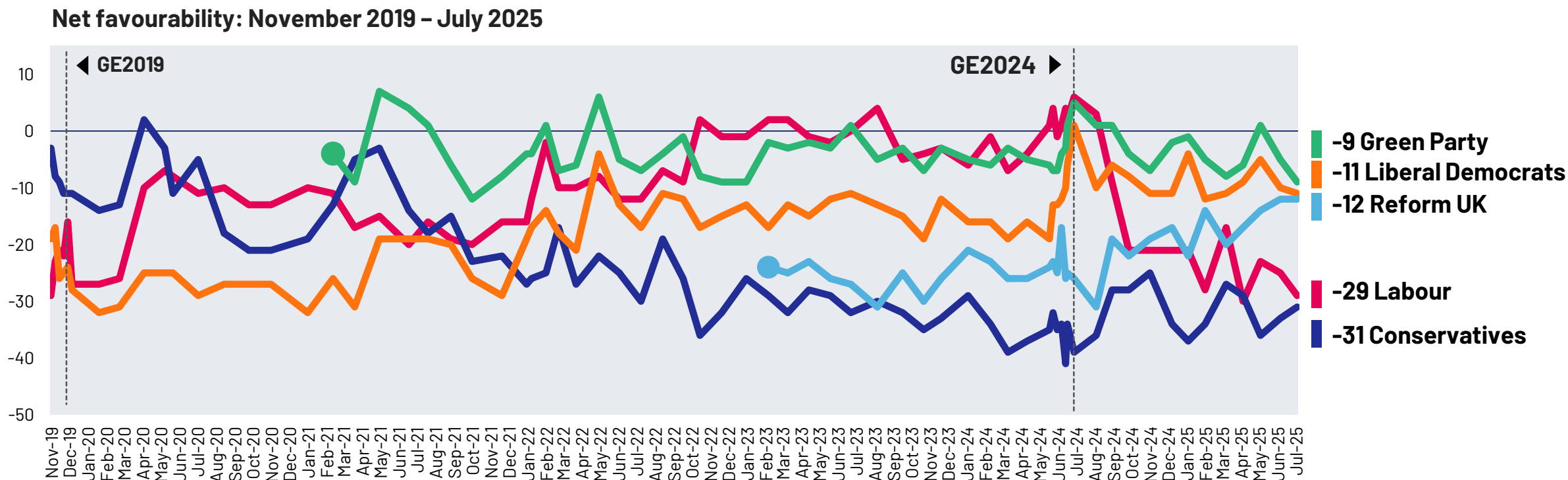
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties?



Base: 1144 Online British adults aged 18+, 11-14 July 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?

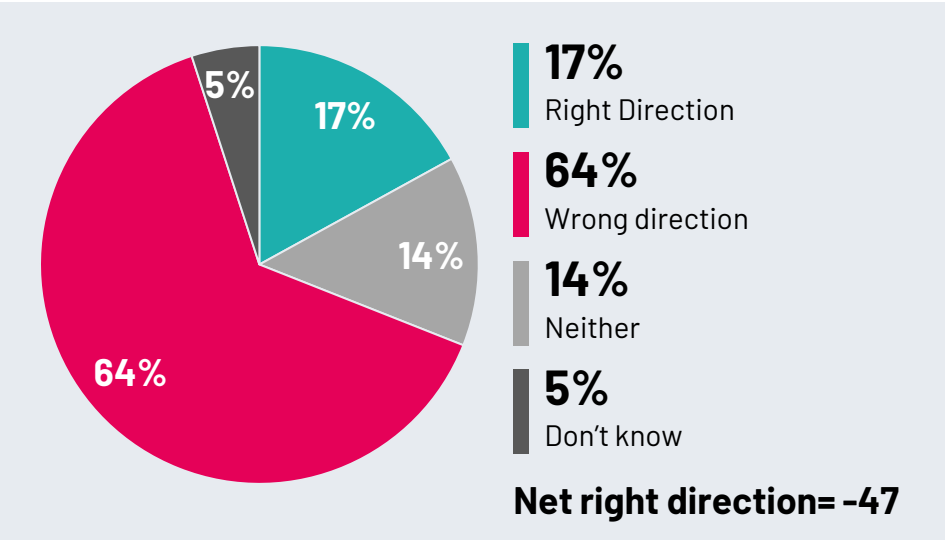


Base: 1144 Online British adults aged 18+, 11-14 July 2025

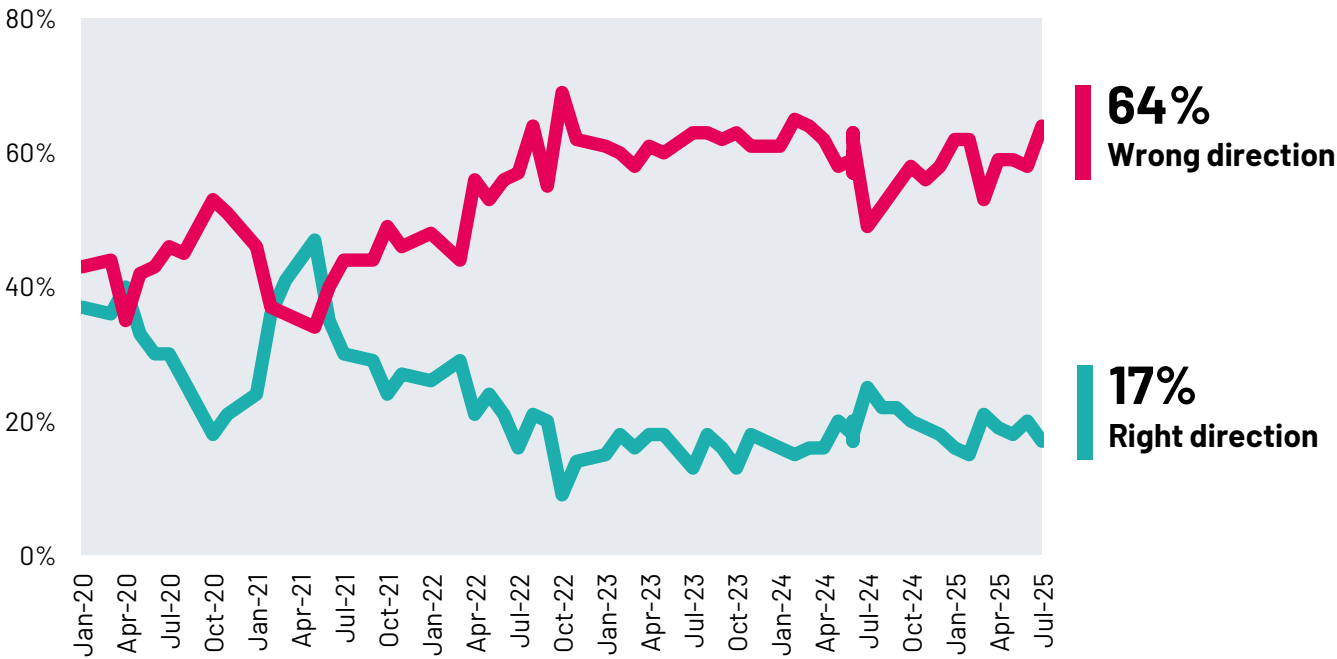
Direction of the country

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

July 2025



January 2020 - July 2025

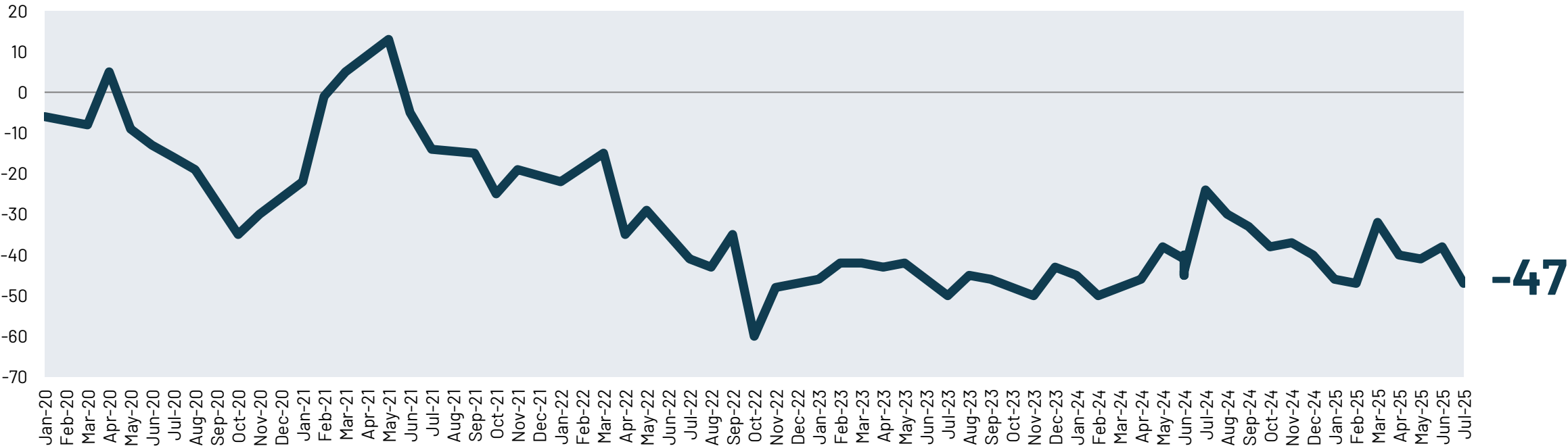


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Direction of the country: January 2020 – July 2025

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

Net right direction



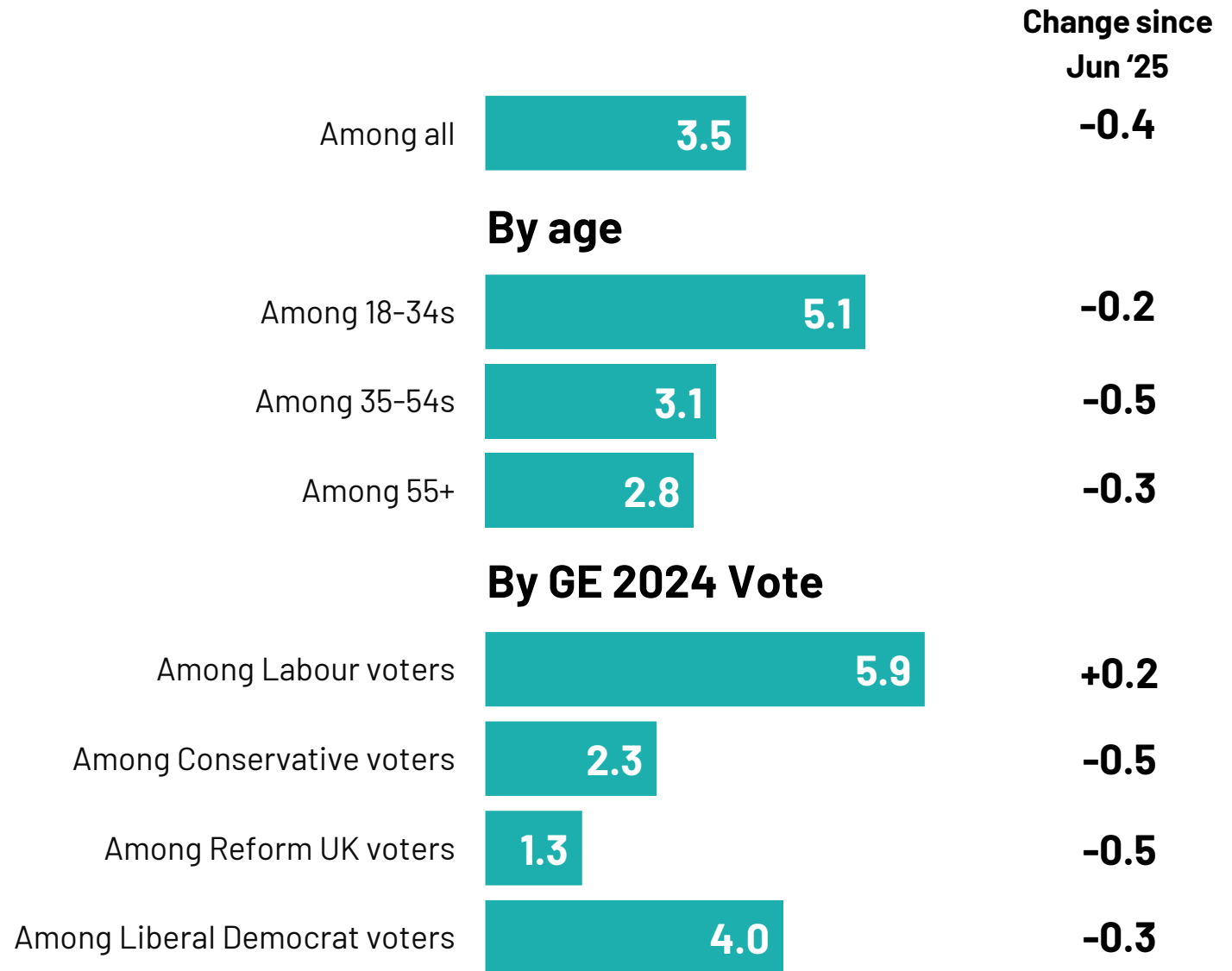
Base: 1144 Online British adults aged 18+, 11-14 July 2025



How is the current Labour government performing?

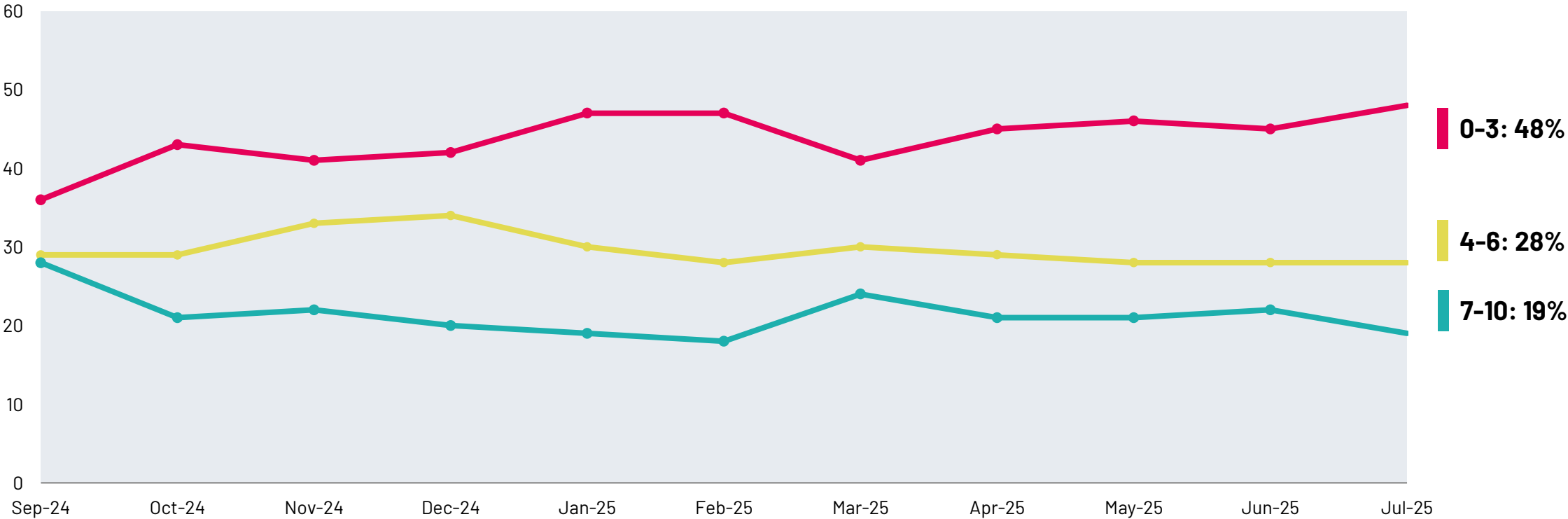
On a scale of 0 to 10, where 10 means a very good job and 0 means a very bad job, do you think the current Labour government is doing a good or bad job at running the country? **Mean scores**

Base: 1144 Online British adults aged 18+, including (352) 18-34-year-olds, (397) 35-54s, (395) +55s, (357) 2024 Labour voters, (182) 2024 Conservative voters, (141) 2024 Reform UK voters, and (100) 2024 Liberal Democrat voters, 11-14 July 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**

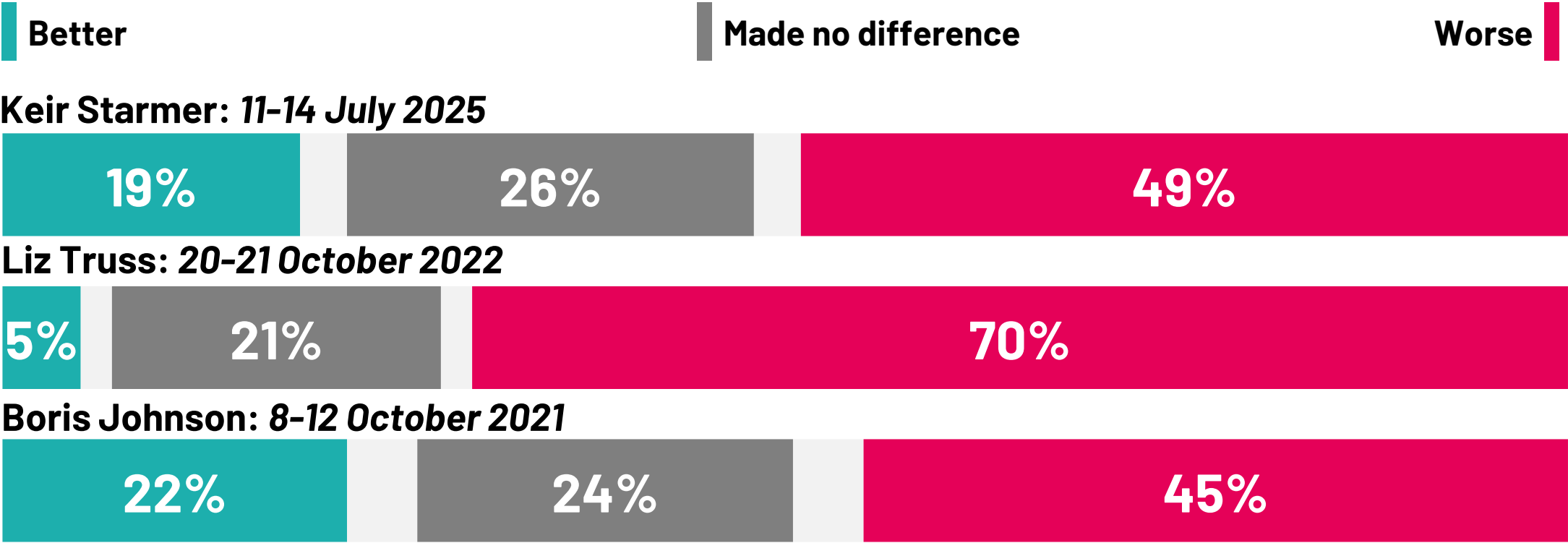


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Around half of Britons think Keir Starmer has changed Britain for the worse

From what you've seen or heard about Keir Starmer, if anything, do you think he has changed the country for the better, worse, or made no difference?



Base: 1,094 Online British adults aged 18-75, 11-14 July 2025



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For more information

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