

Ipsos Political Pulse

August 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?

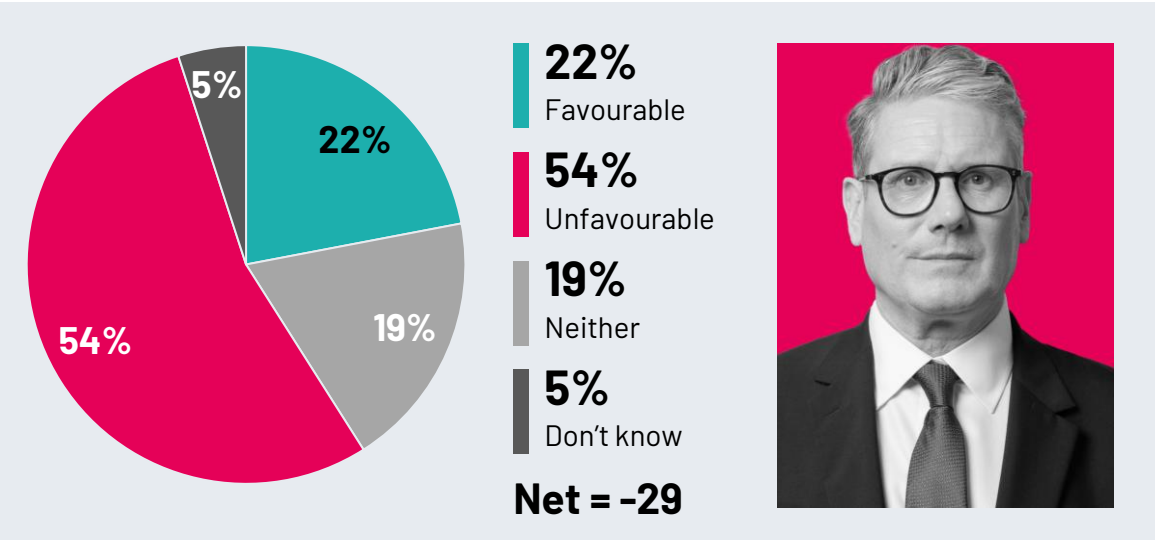
	Favourable	Unfavourable	Net	Swing vs Jul '25
Nigel Farage	31%	47%	-16	-1
Ed Davey	25%	32%	-7	+2.5
Keir Starmer	22%	54%	-32	+1
Jeremy Corbyn	20%	51%	-31	+0.5
Kemi Badenoch	20%	47%	-27	+1.5
Rachel Reeves	16%	53%	-37	+1
Zarah Sultana	15%	41%	-26	N/A

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

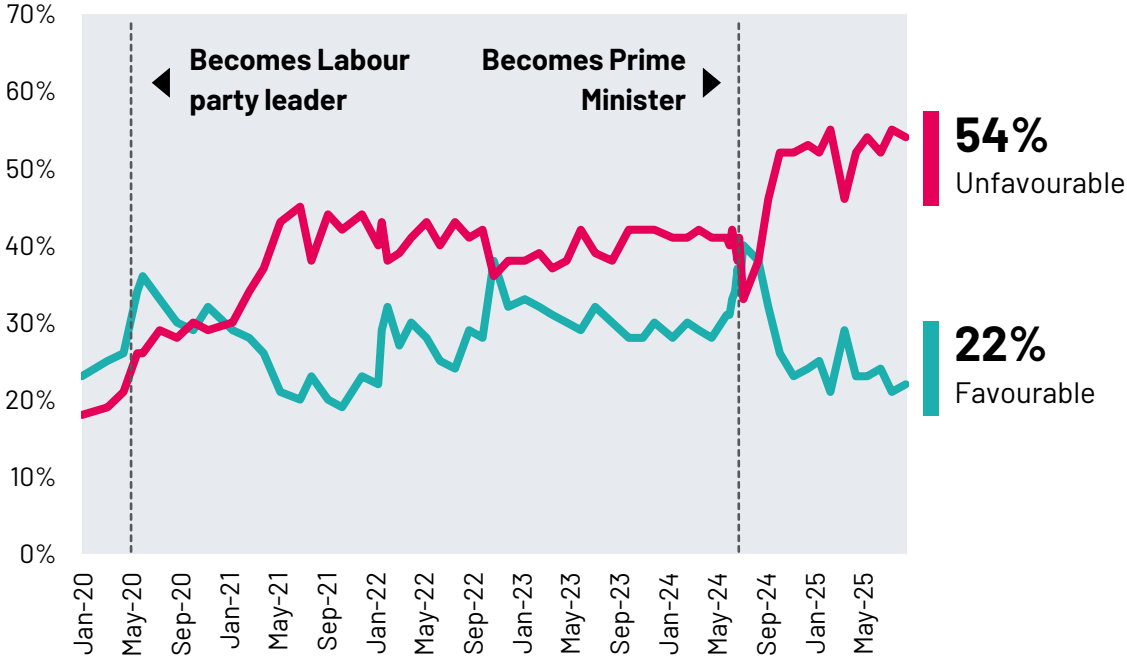
Keir Starmer: Favourability

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

August 2025



January 2020 – August 2025

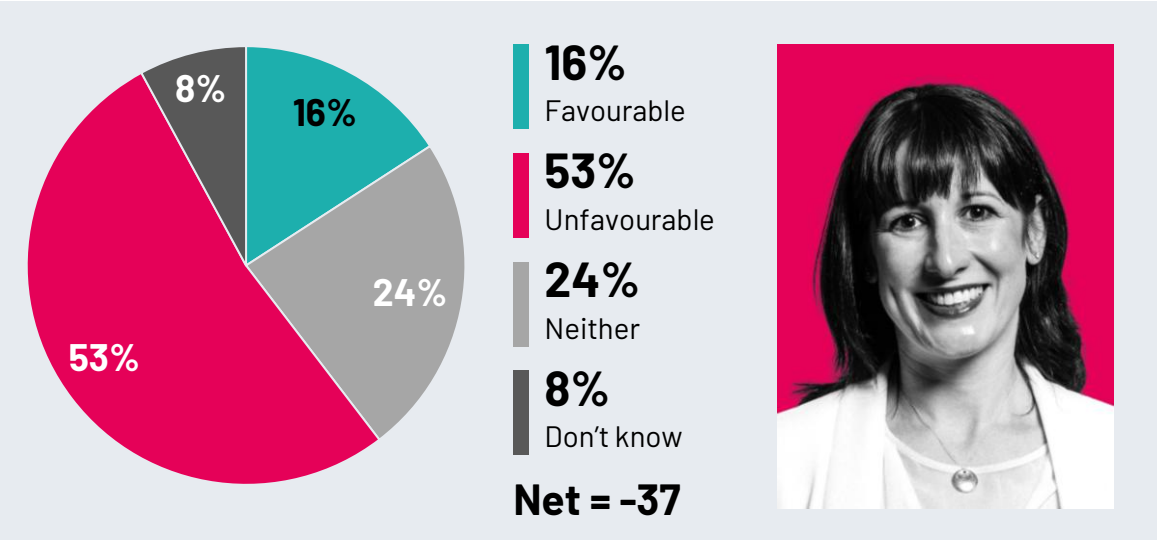


Base: 1135 Online British adults aged 18+, 15-18 August 2025

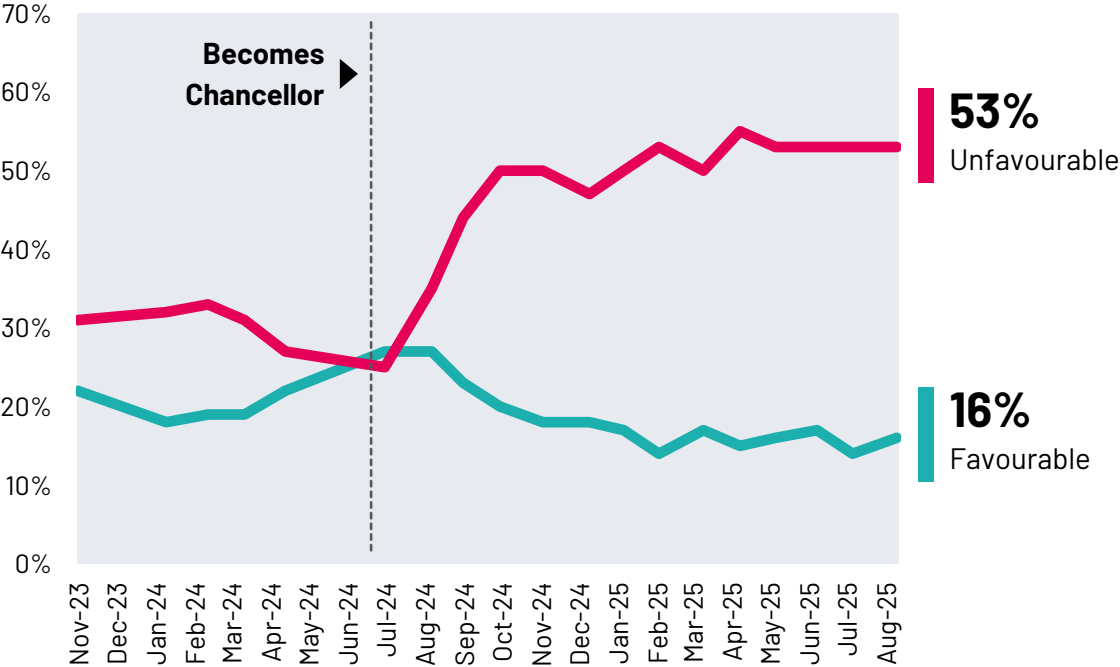
Rachel Reeves: Favourability

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

August 2025



November 2023 – August 2025

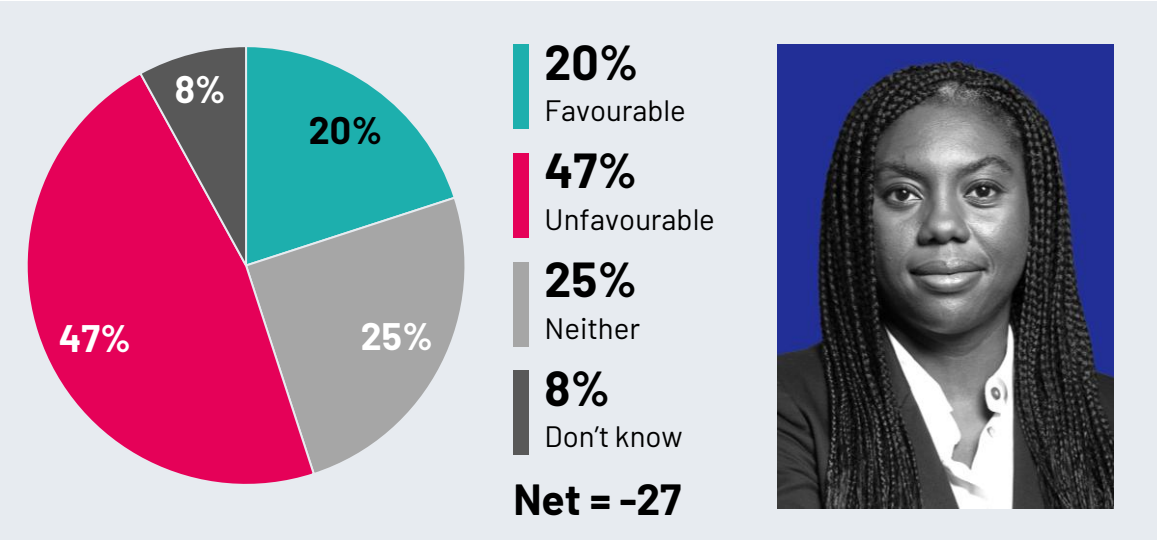


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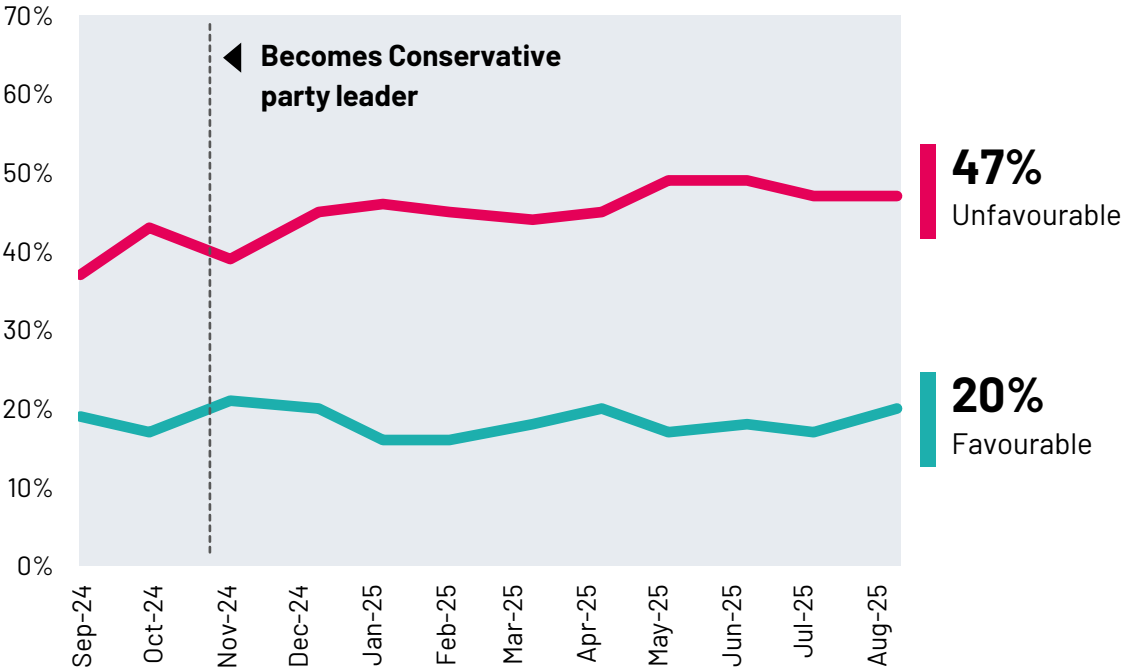
Kemi Badenoch: Favourability

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

August 2025



September 2024 – August 2025

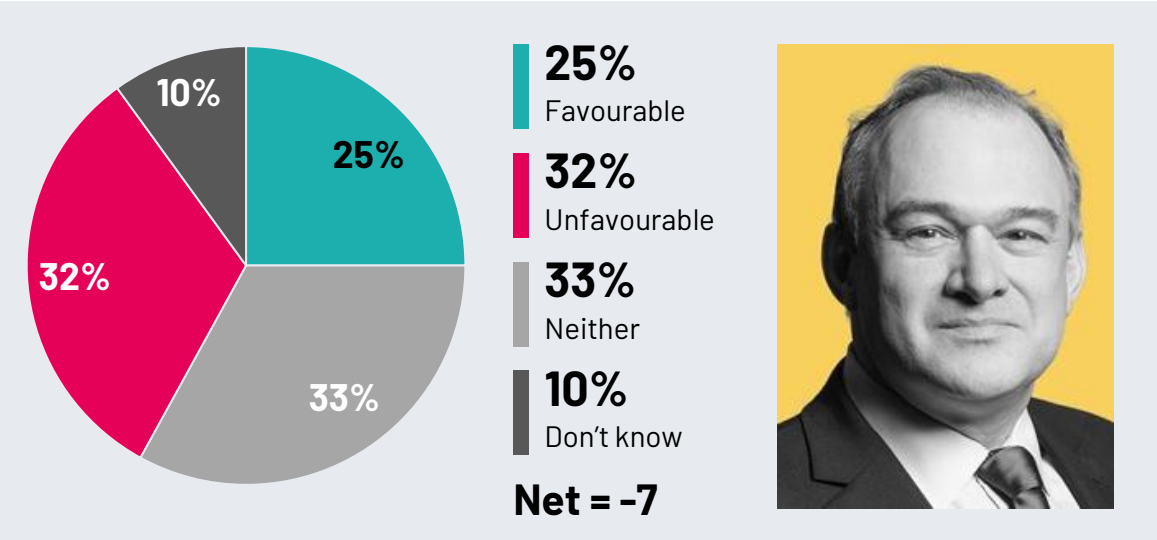


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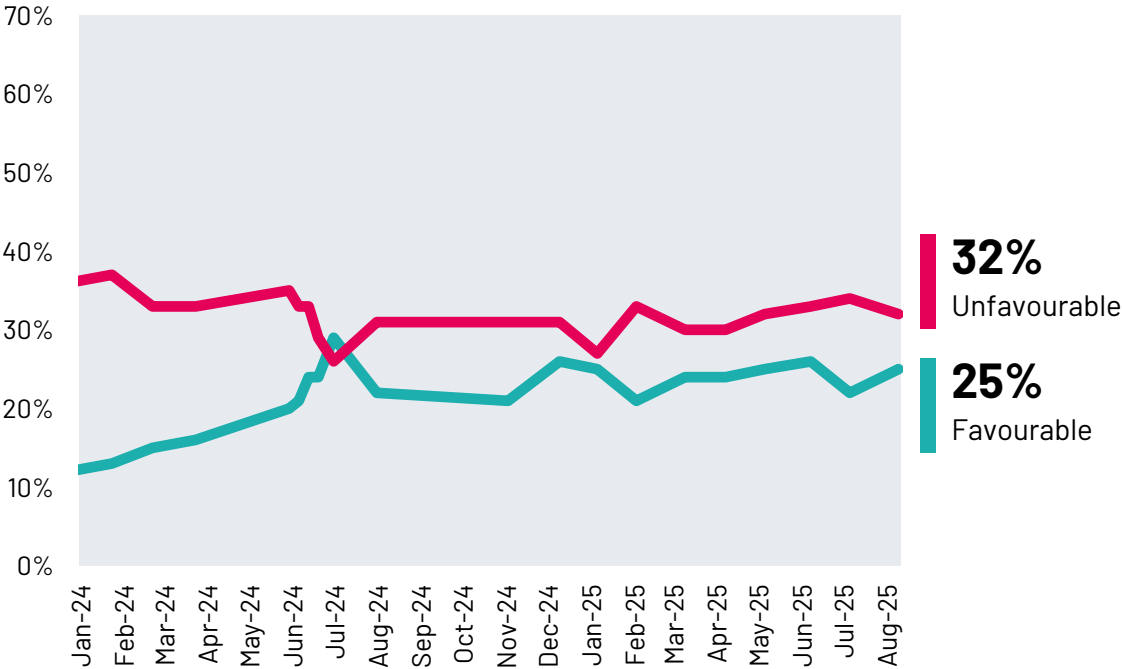
Ed Davey: Favourability

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

August 2025



January 2024 – August 2025

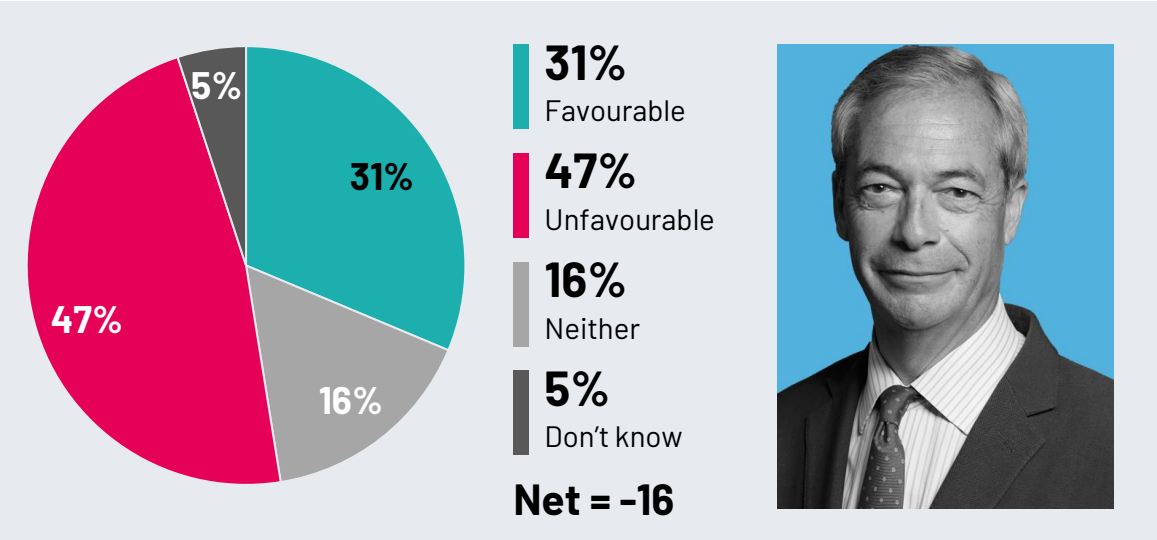


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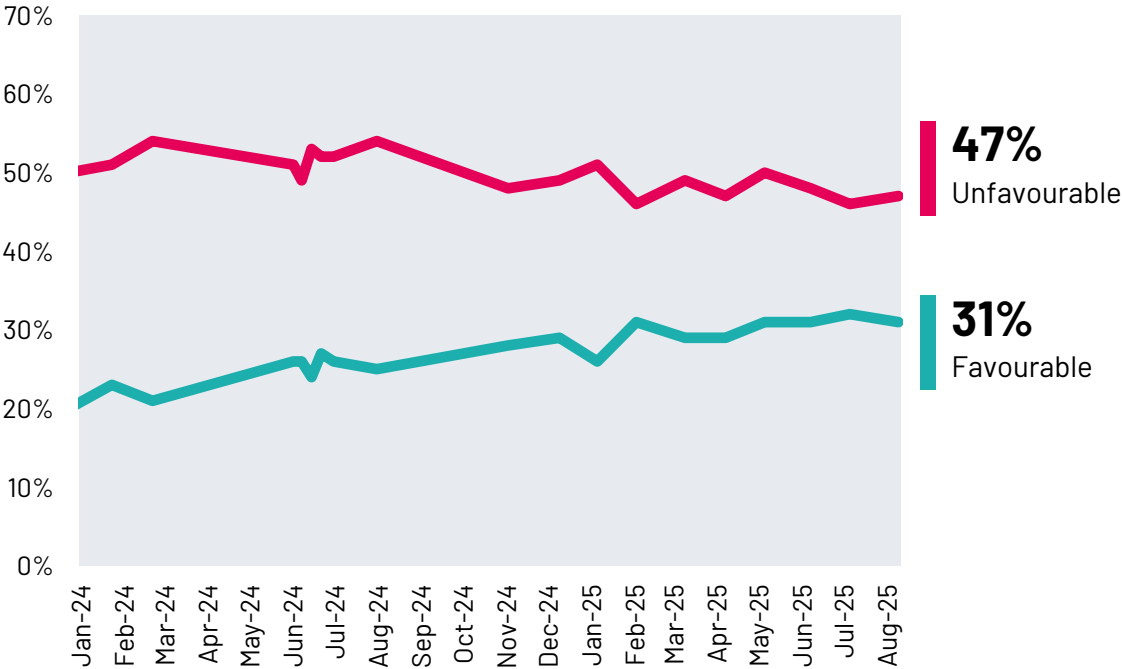
Nigel Farage: Favourability

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

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January 2024 – August 2025

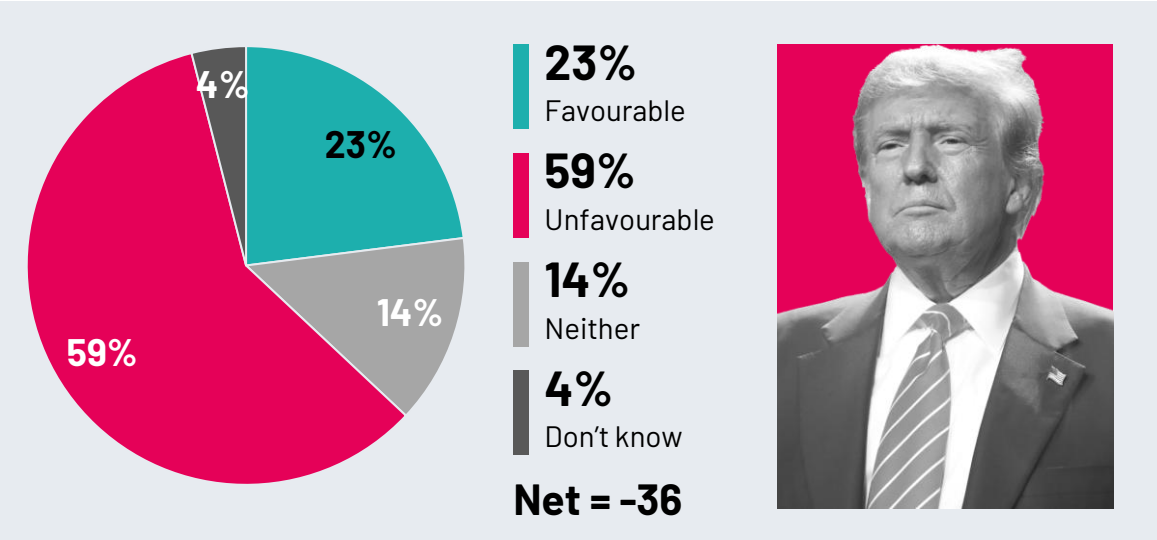


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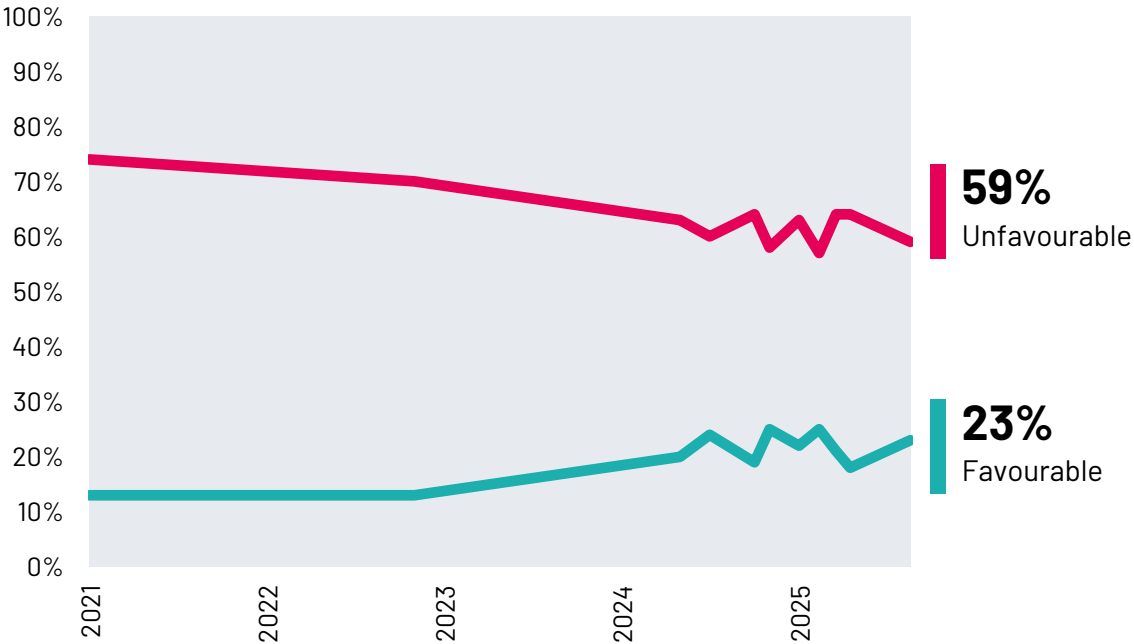
Donald Trump: Favourability

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

August 2025



January 2021 – August 2025

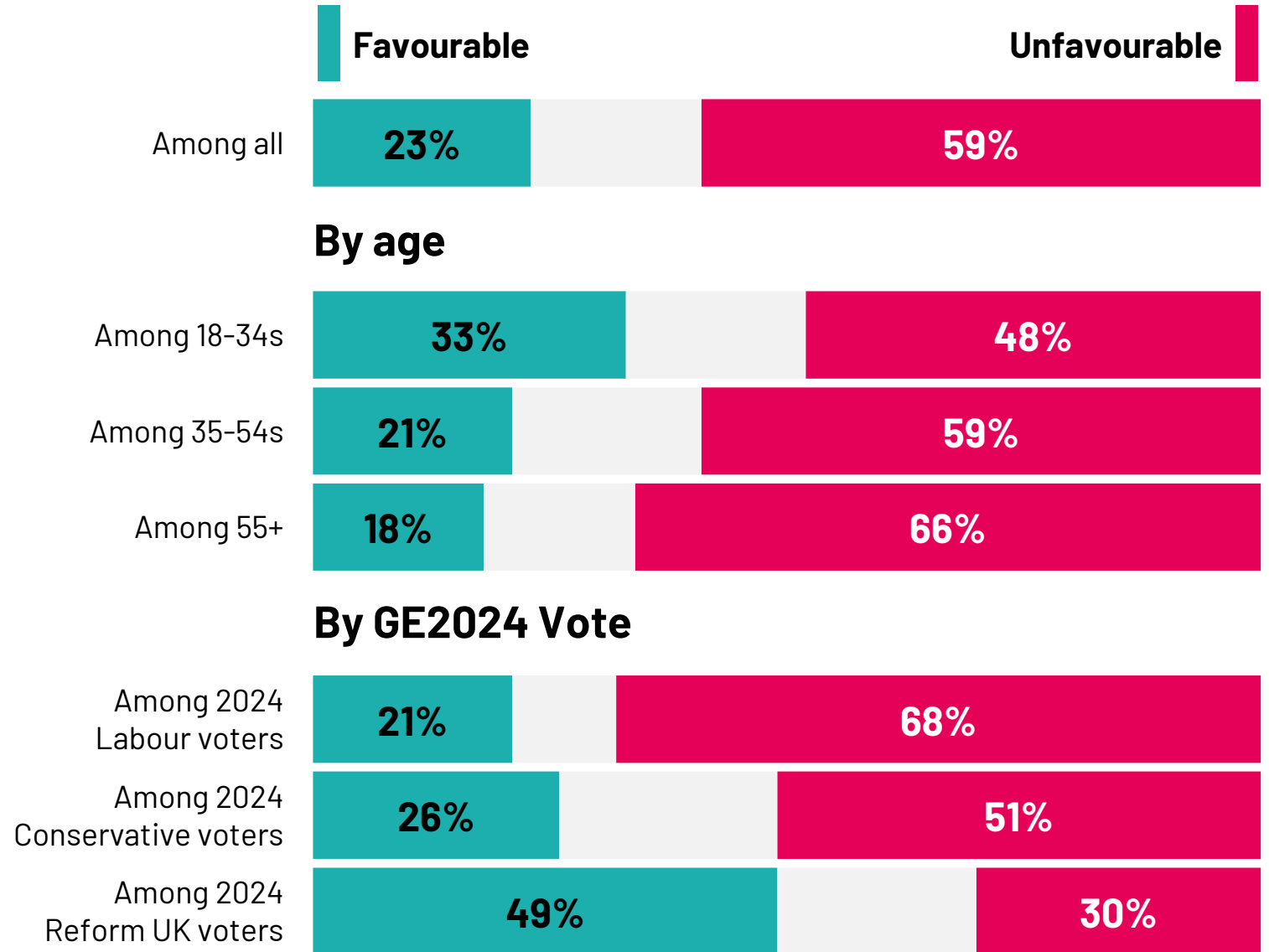


Base: 1135 Online British adults aged 18+, 15-18 August 2025

Donald Trump favourability rating among different groups

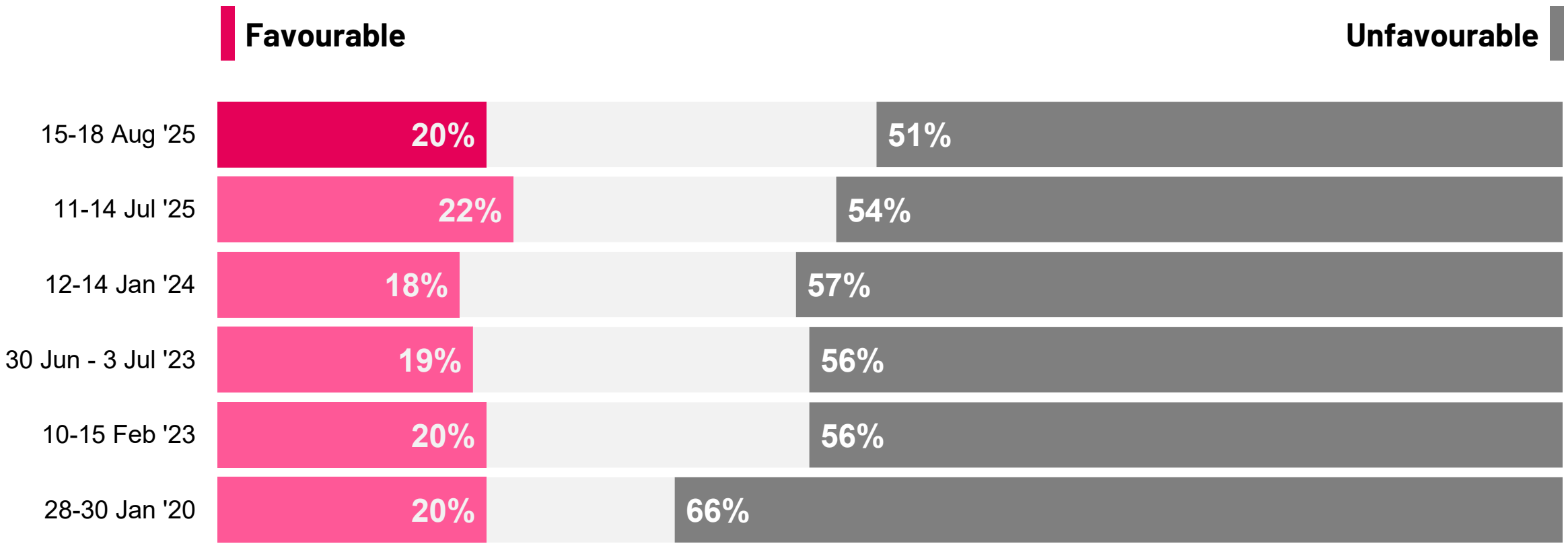
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? **Donald Trump**

Base: 1135 Online British adults aged 18+, including (344) 18-34-year-olds, (398) 35-54s, (393) +55s, (390) 2024 Labour voters, (180) 2024 Conservative voters, (142) 2024 Reform UK voters, 15-18 August 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: 1135 Online British adults aged 18+, 15-18 August 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?

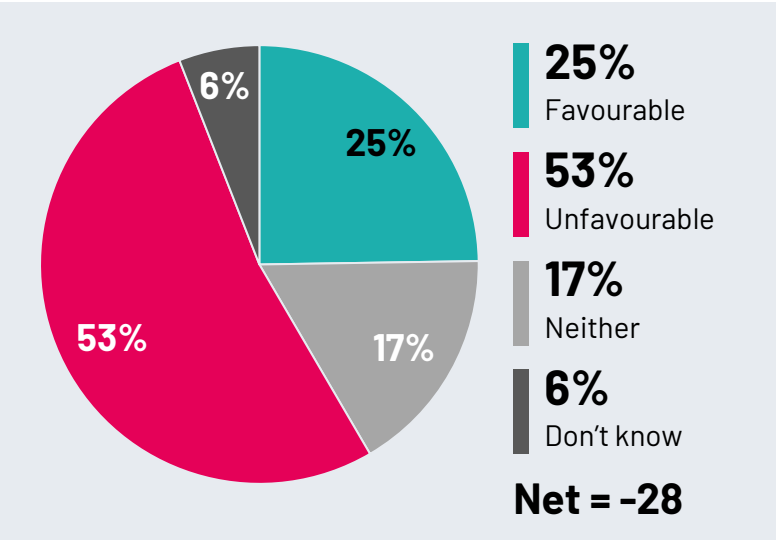
	Favourable	Unfavourable	Net favourability	Swing vs Jul '25
Reform UK	34%	45%	-11	+0.5
The Green Party	30%	33%	-3	+3
The Labour Party	25%	53%	-28	+0.5
The Liberal Democrats	25%	33%	-8	+1.5
The Conservative Party	21%	51%	-30	+0.5
The new left-wing political party	17%	49%	32	N/A

Base: 1135 Online British adults aged 18+, 15-18 August 2025

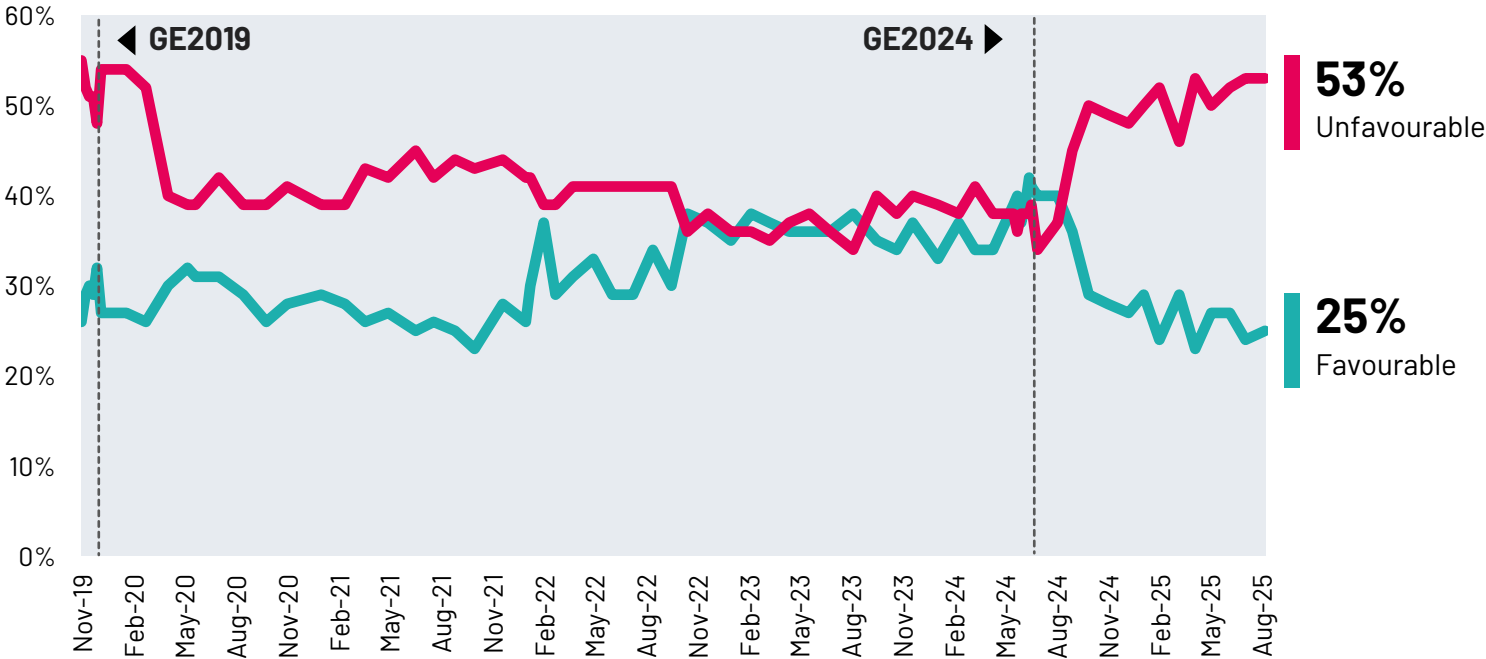
The Labour party: Favourability

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

August 2025



November 2019 – August 2025

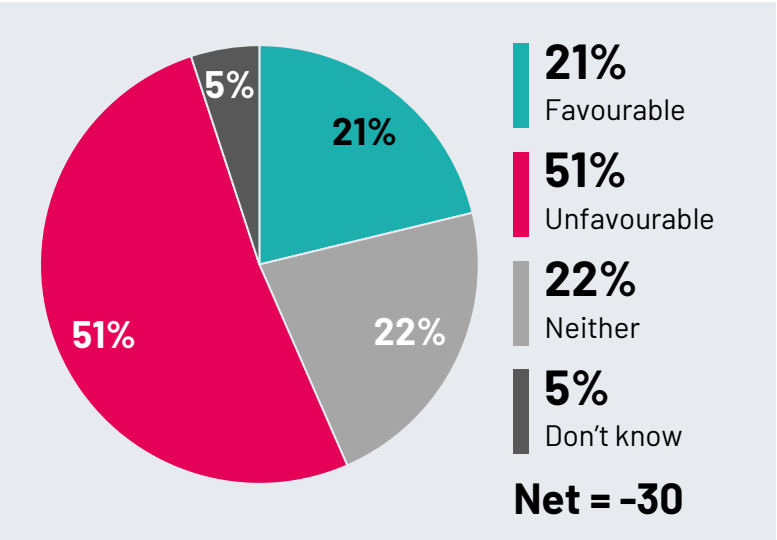


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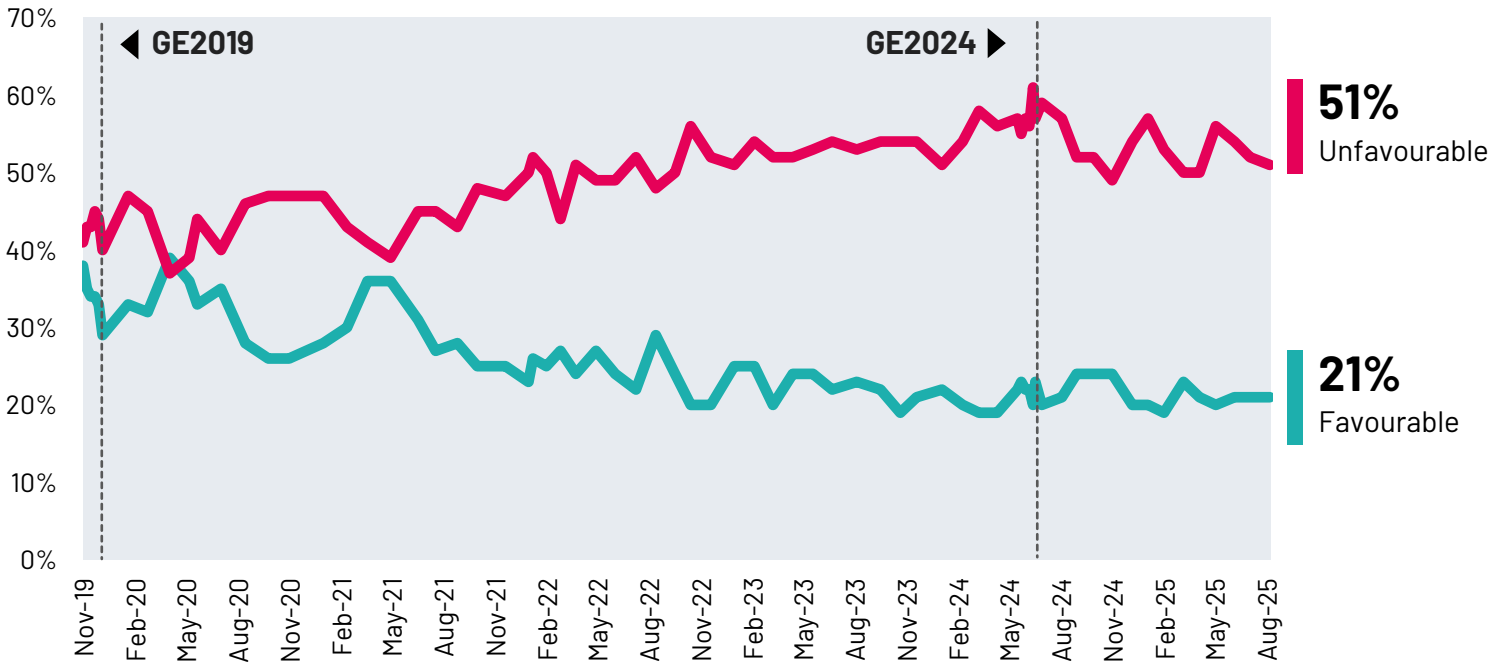
The Conservative party: Favourability

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

August 2025



November 2019 – August 2025

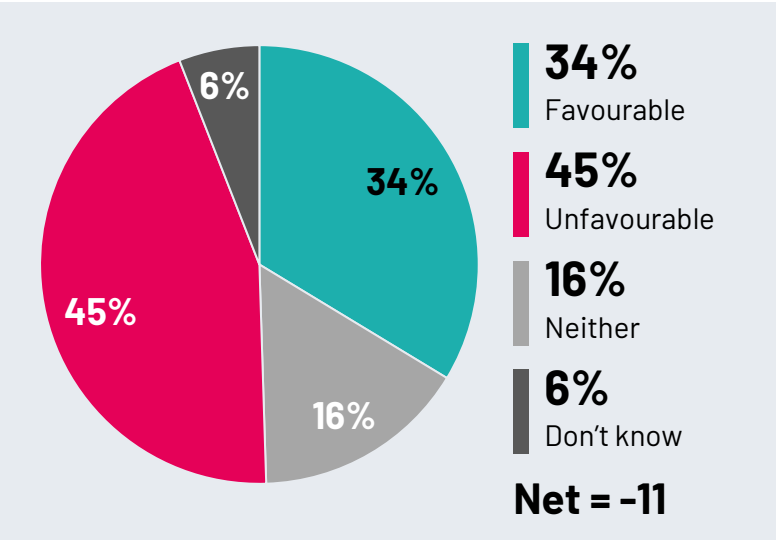


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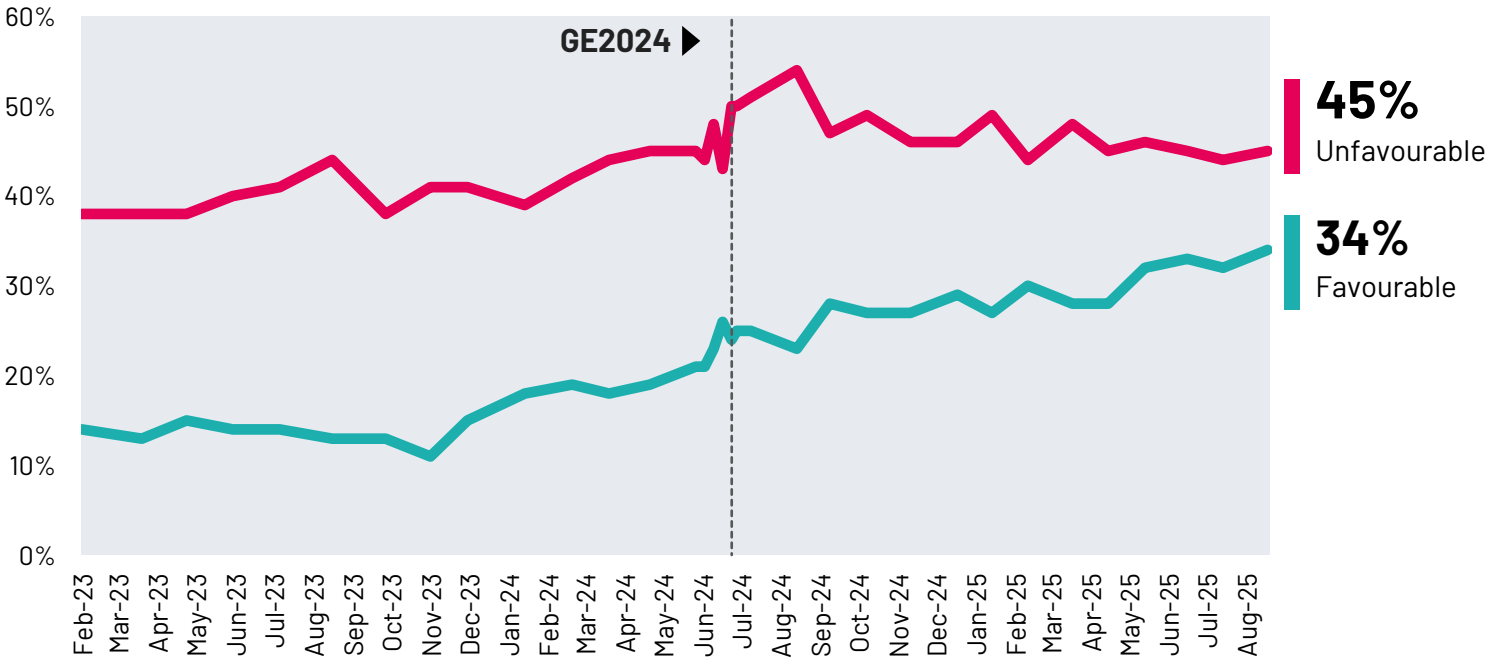
Reform UK: Favourability

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

August 2025



February 2023 – August 2025

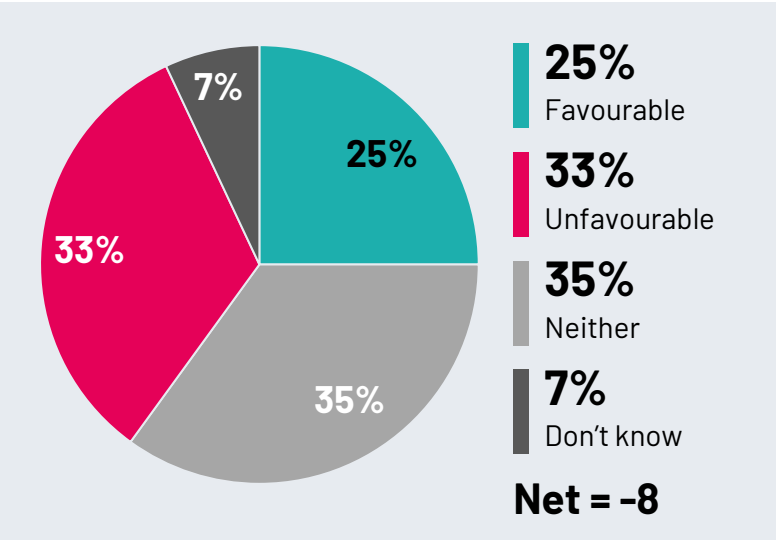


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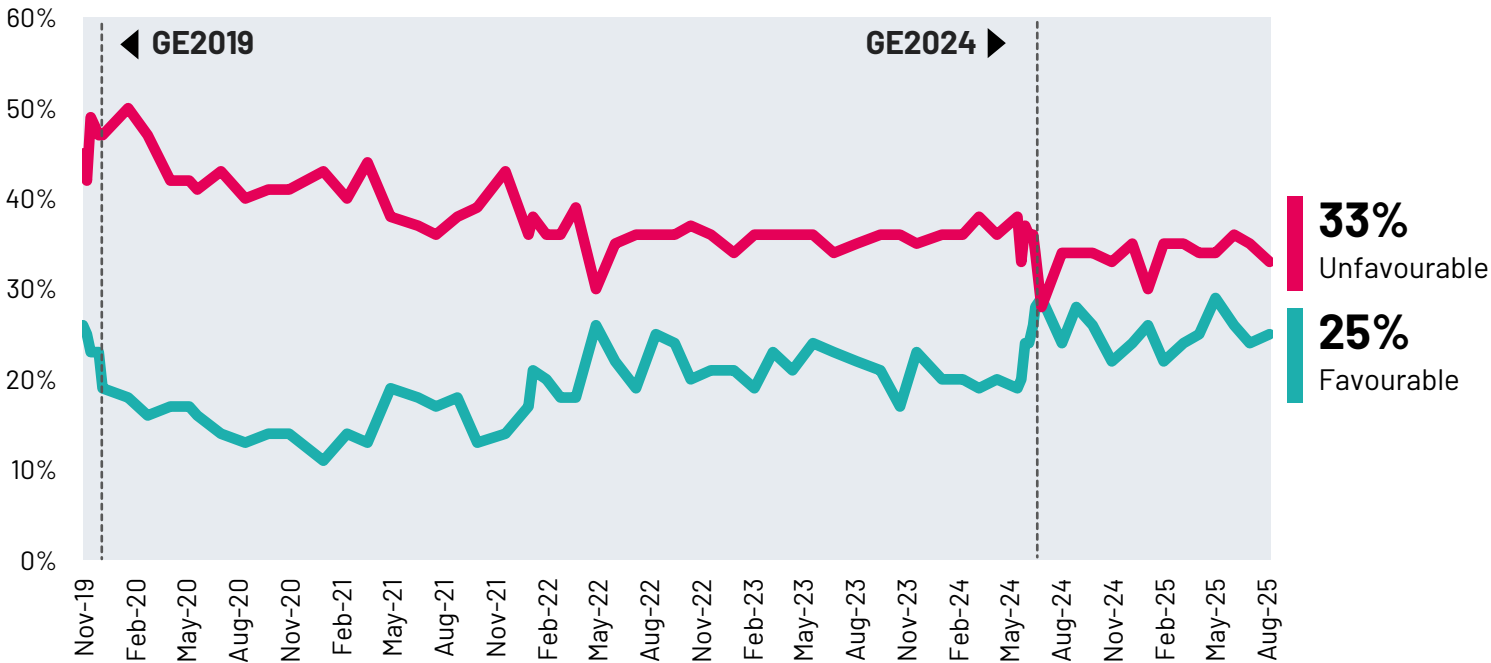
The Liberal Democrats: Favourability

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

August 2025



November 2019 - August 2025

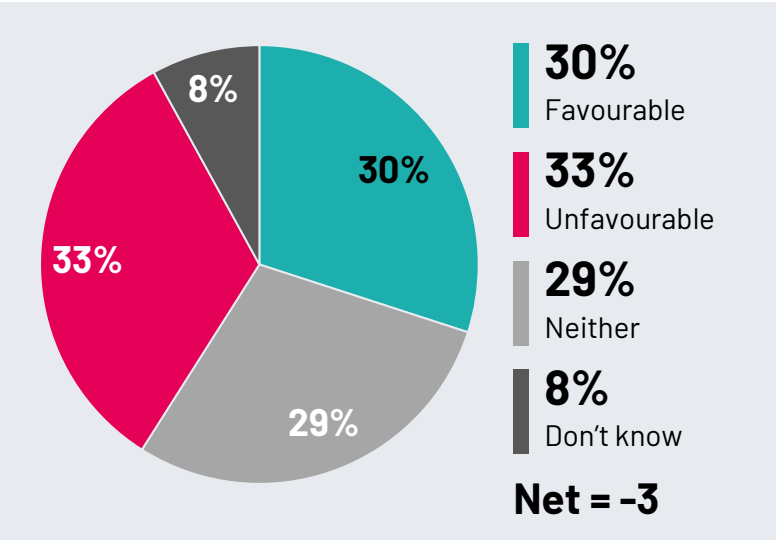


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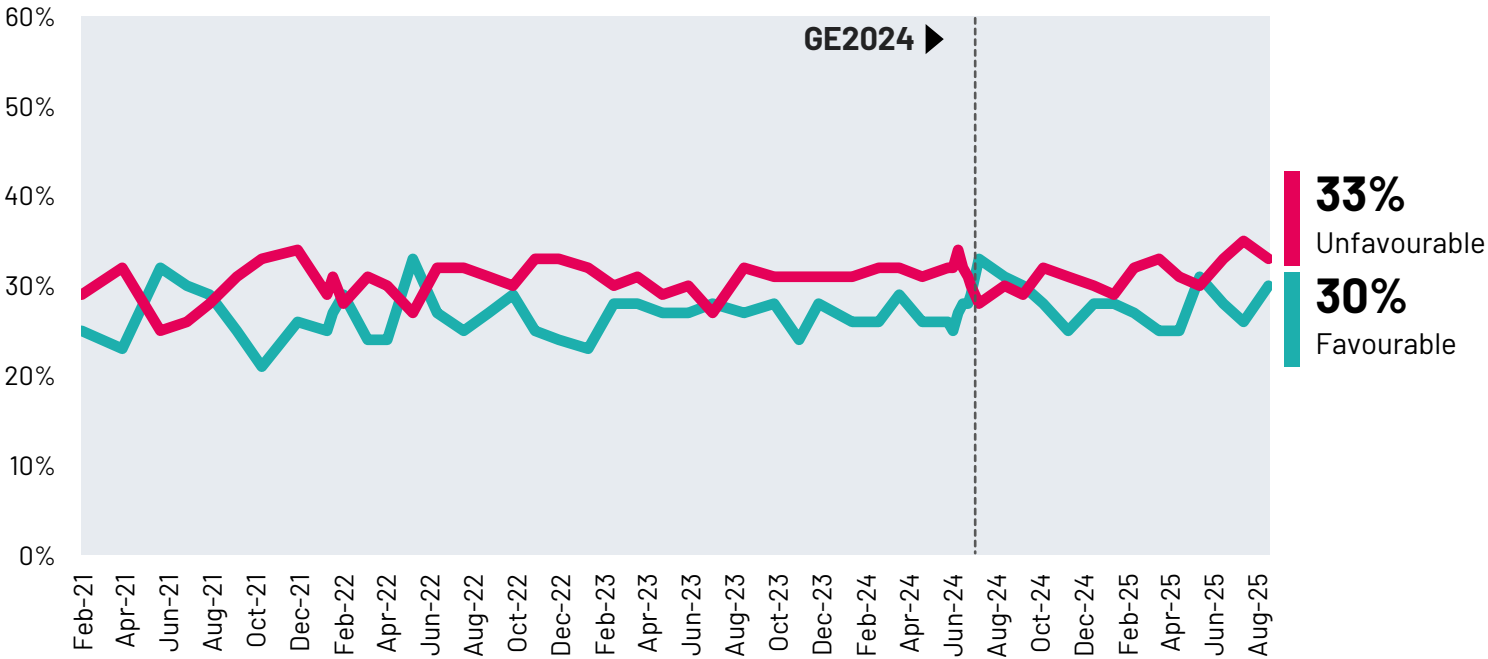
The Green Party: Favourability

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

August 2025



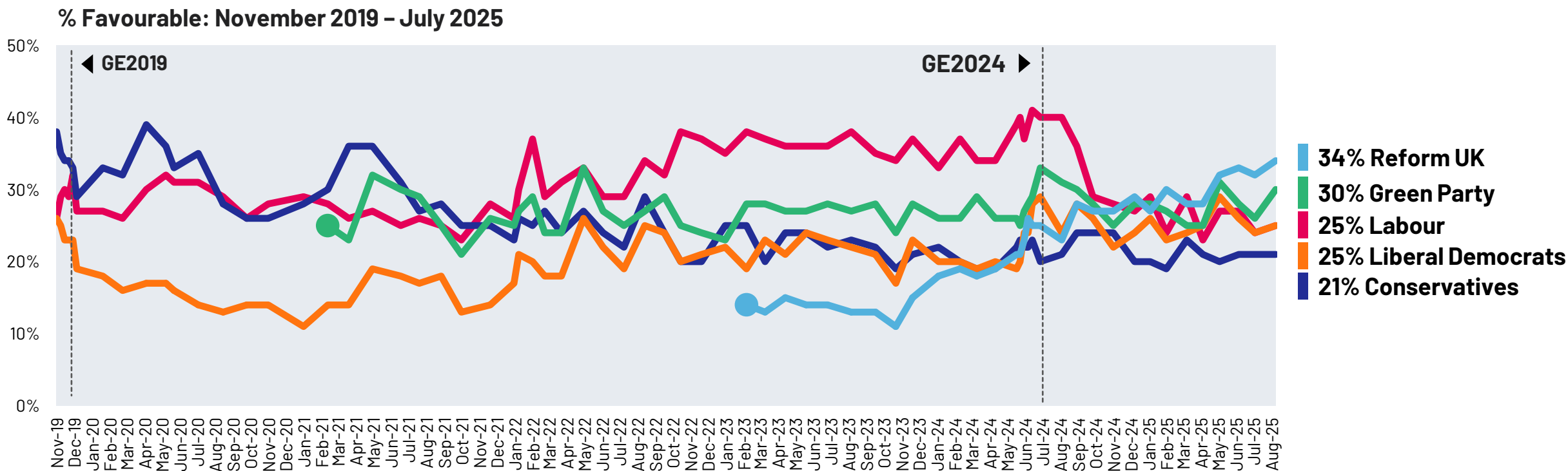
February 2021 – August 2025



Base: 1135 Online British adults aged 18+, 15-18 August 2025

Political parties: Favourability

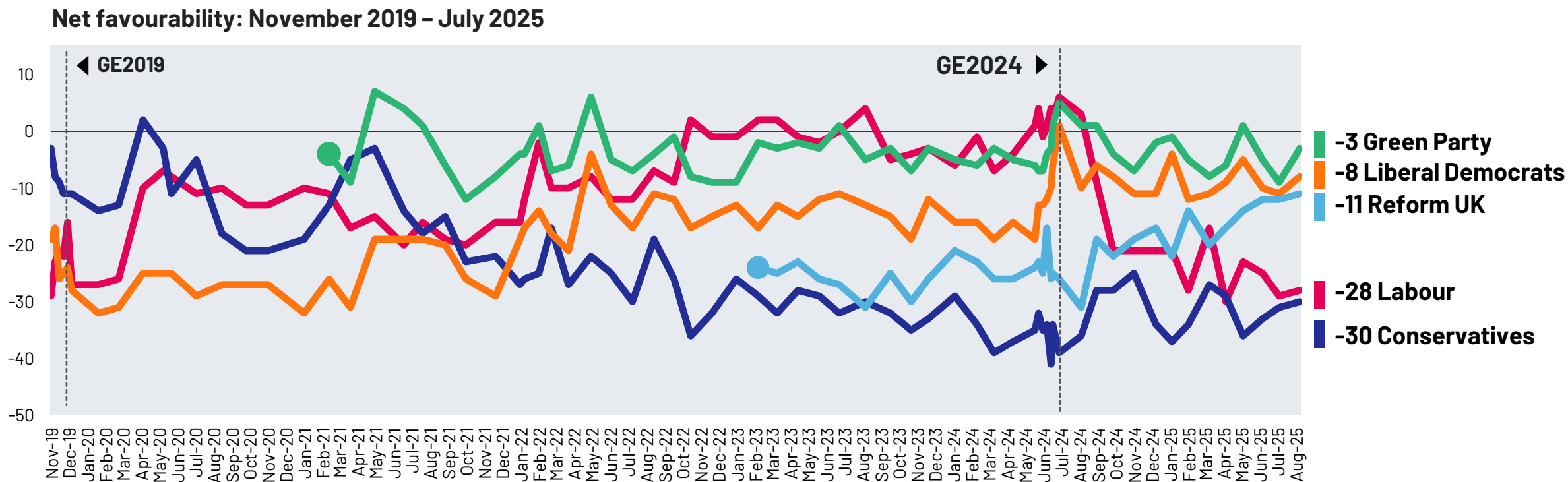
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties?



Base: 1135 Online British adults aged 18+, 15-18 August 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?

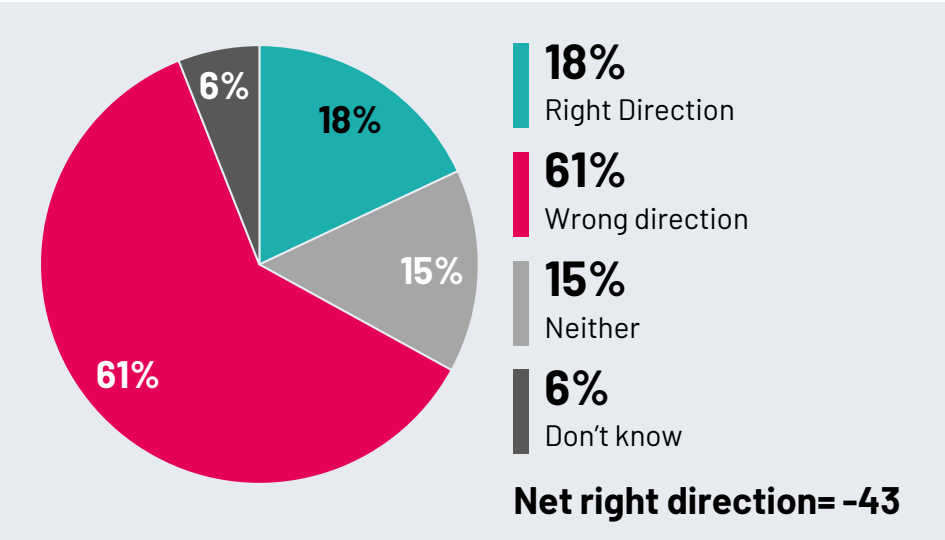


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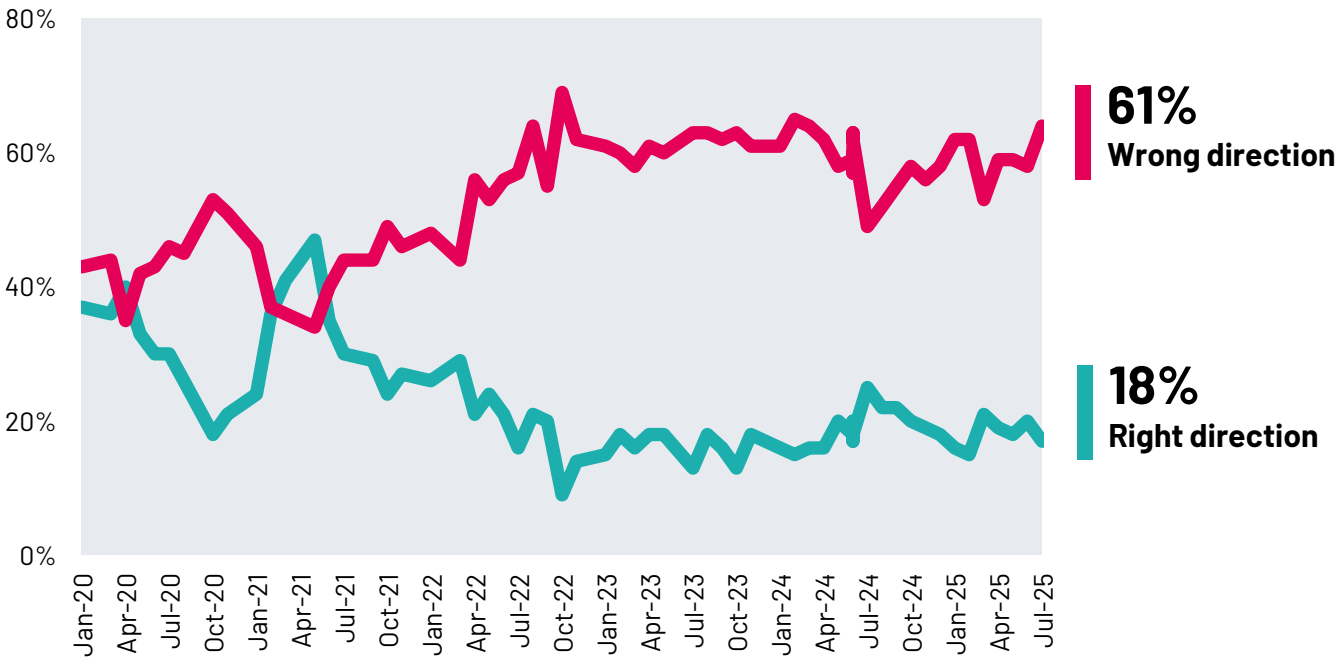
Direction of the country

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

August 2025



January 2020 - August 2025

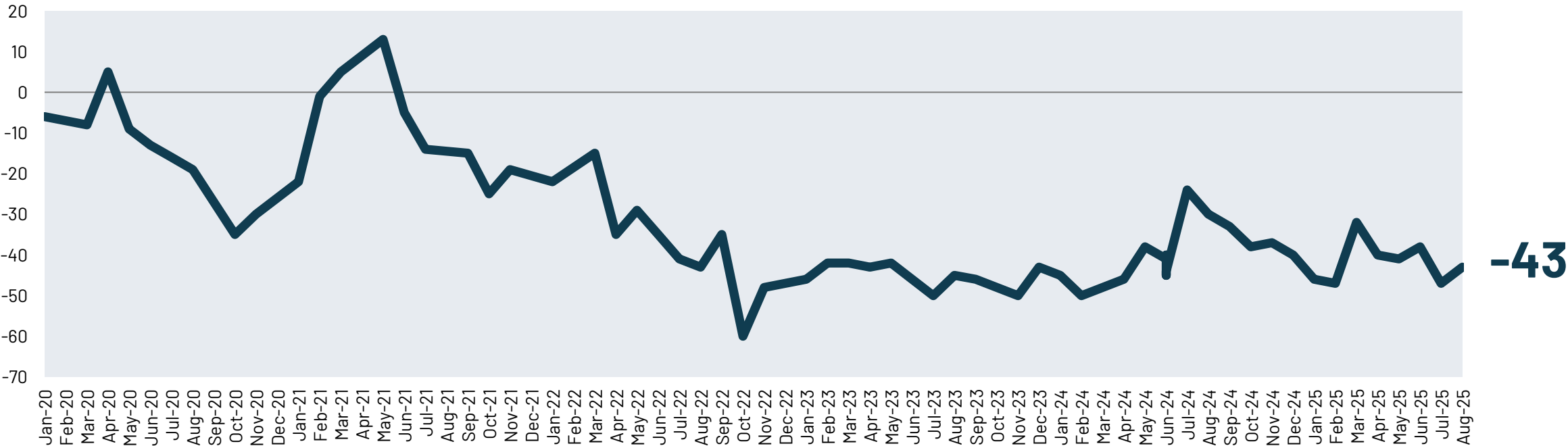


Base: 1135 Online British adults aged 18+, 15-18 August 2025

Direction of the country: January 2020 – August 2025

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

Net right direction



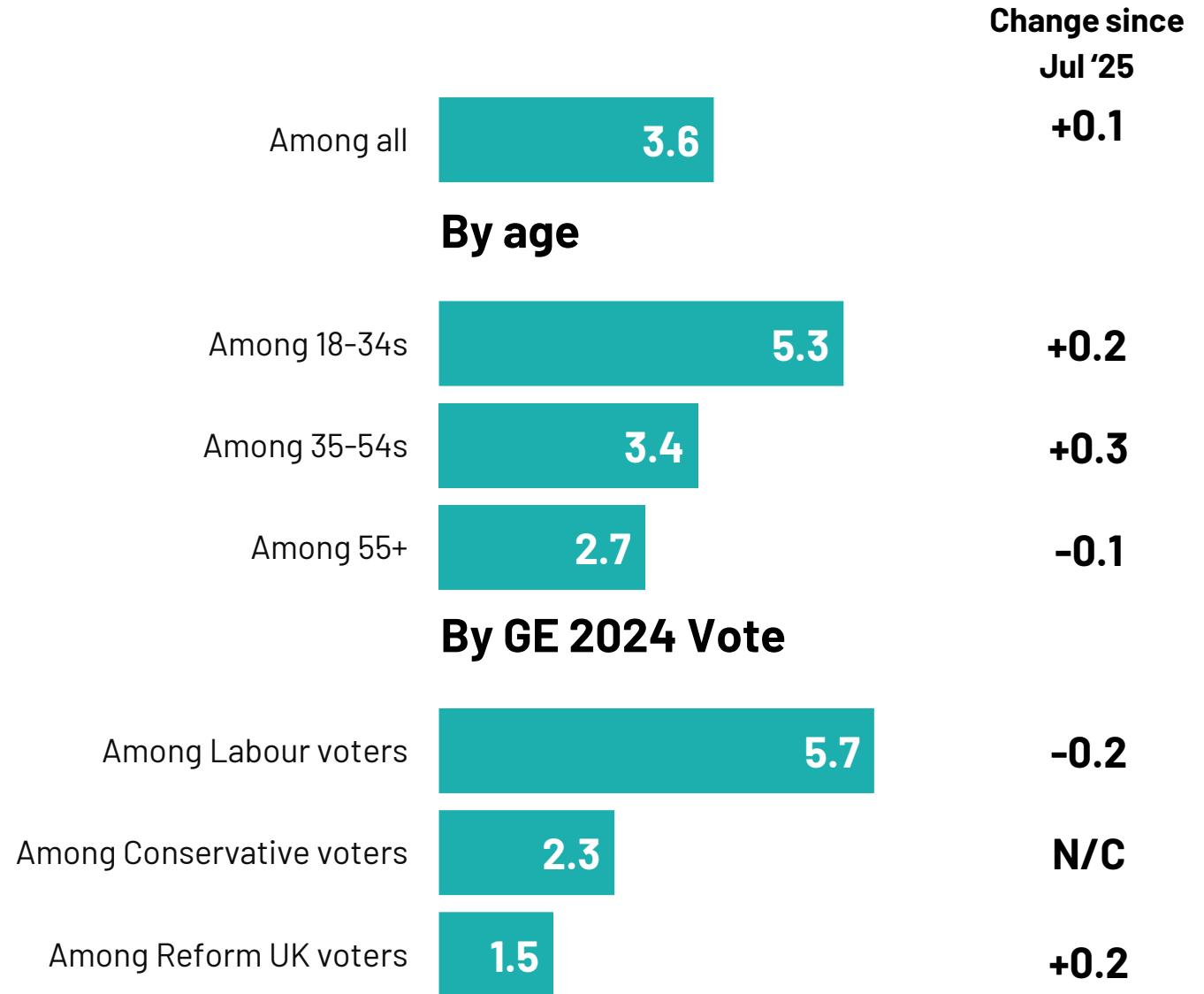
Base: 1135 Online British adults aged 18+, 15-18 August 2025



How is the current Labour government performing?

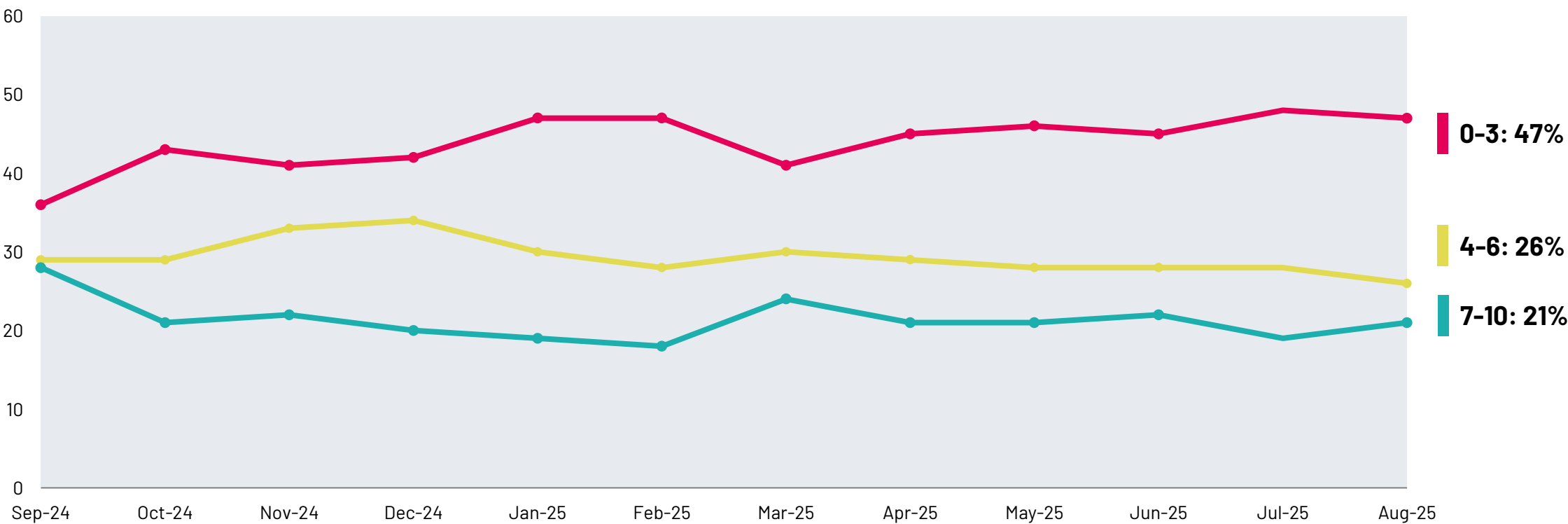
On a scale of 0 to 10, where 10 means a very good job and 0 means a very bad job, do you think the current Labour government is doing a good or bad job at running the country? **Mean scores**

Base: 1135 Online British adults aged 18+, including (344) 18-34-year-olds, (398) 35-54s, (393) +55s, (390) 2024 Labour voters, (180) 2024 Conservative voters, (142) 2024 Reform UK voters, 15-18 August 2025.



Perceptions of the Government's performance so far

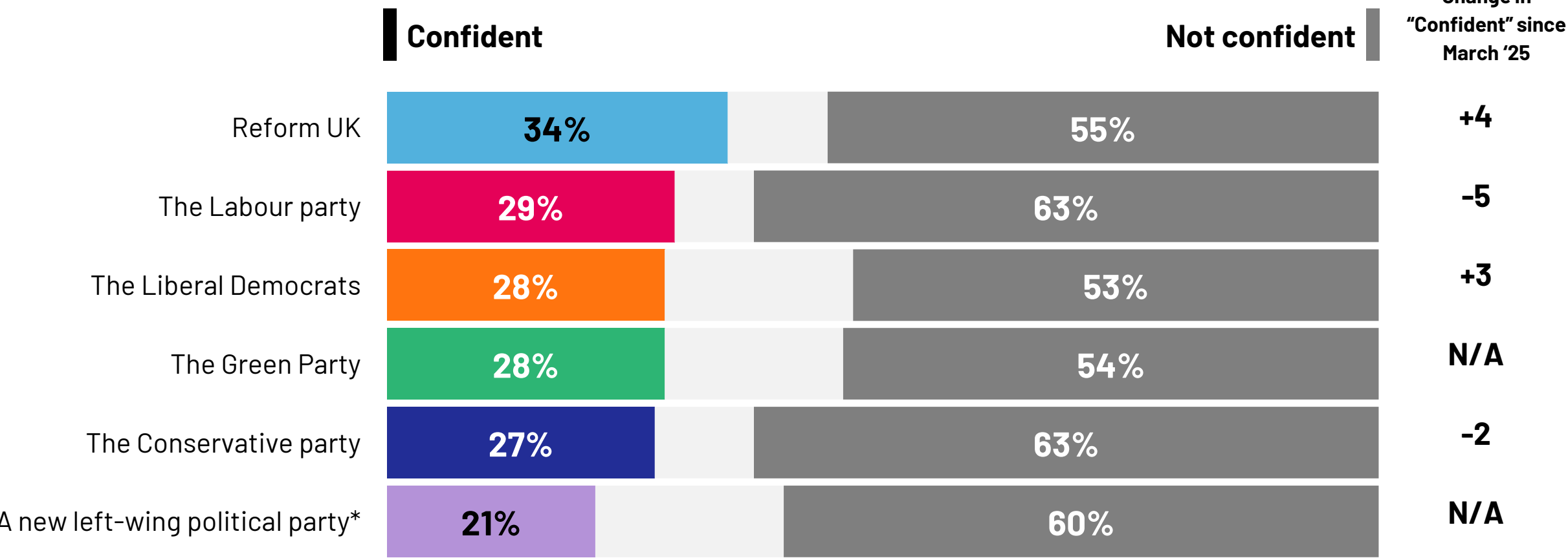
On a scale of 0 to 10, where 10 means a very good job and 0 means a very bad job, do you think the current Labour government is doing a good or bad job at running the country? % **rating different score aggregates**



Base: 1135 Online British adults aged 18+, 15-18 August 2025

Out of a list of political parties, the public are most likely to think Reform UK have a good long-term economic plan for Britain. However over half are not confident that any of the parties have a good long-term economic plan.

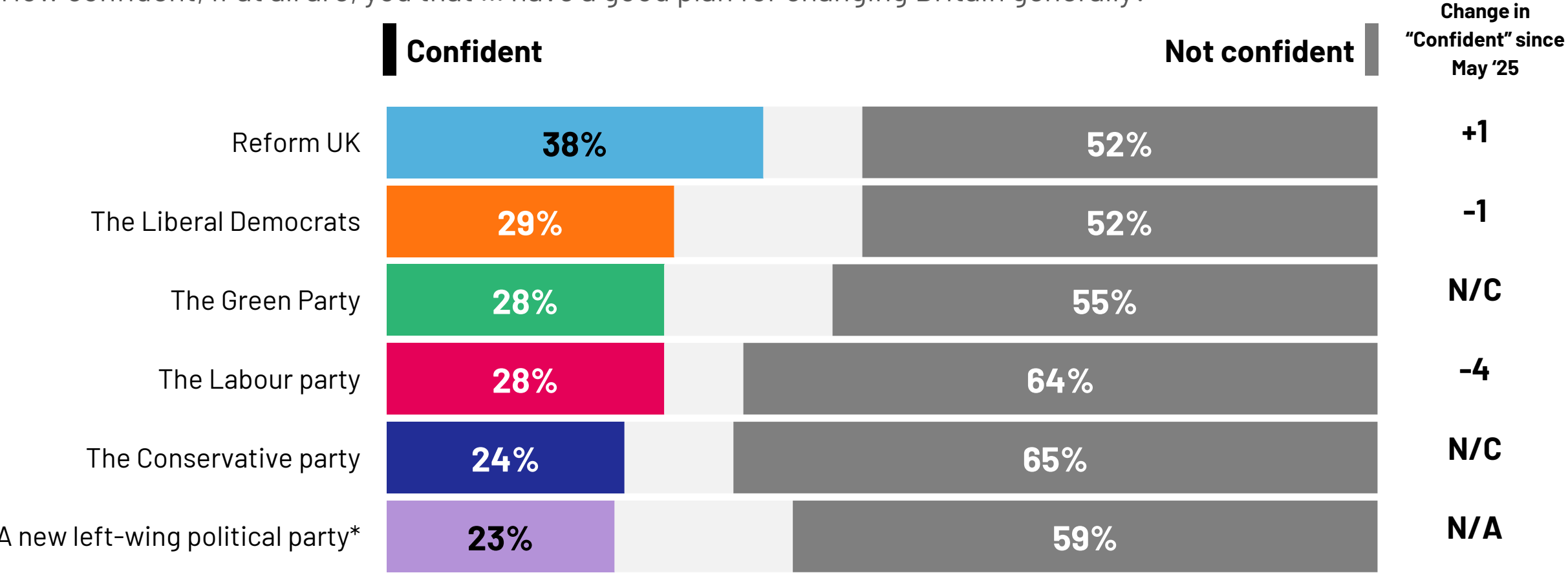
How confident, if at all are, you that ... have a good long-term economic plan for Britain?



Base: 1085 Online British adults aged 18-75, 15-18 August 2025

The public are most confident that Reform UK have a good plan for changing Britain generally. However over half of Britons are not confident that any of the political parties have a good plan for changing Britain generally.

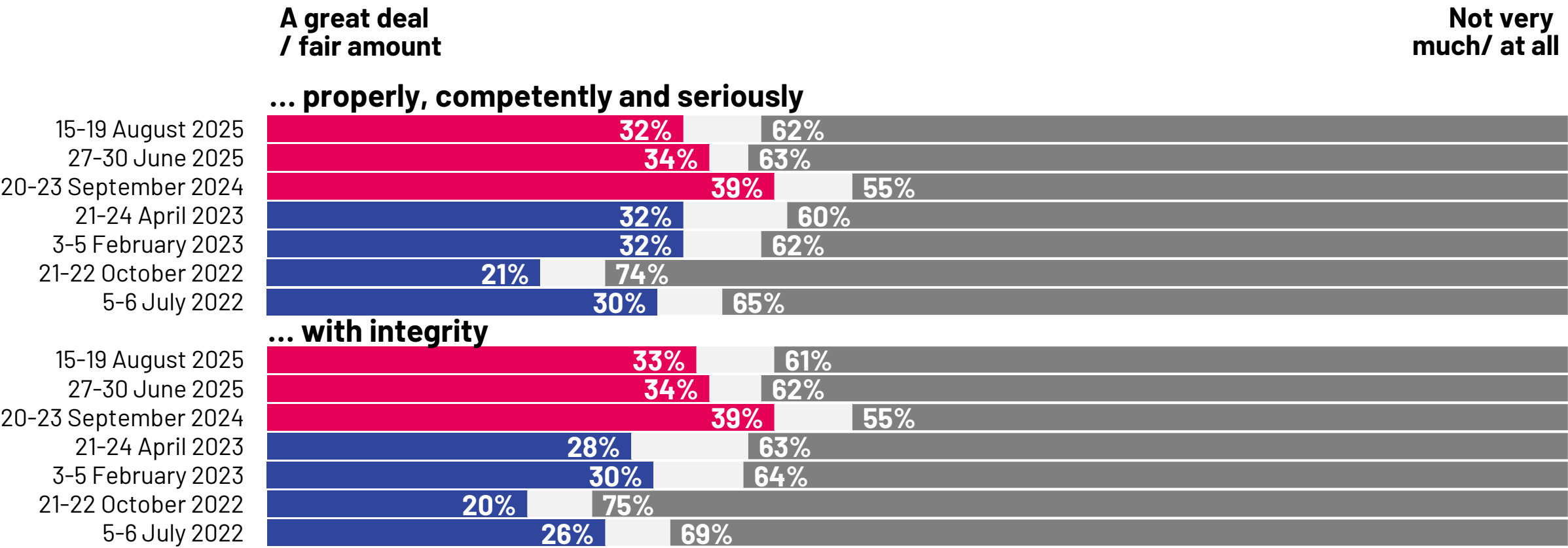
How confident, if at all are, you that ... have a good plan for changing Britain generally?



Base: 1085 Online British adults aged 18-75, 15-18 August 2025

Three in five Britons continue to not have confidence that the UK Government is running the country properly, competently and seriously, nor with integrity

How much confidence, if any, do you have that the UK Government is running the country...?



Base: 1085 Online British adults aged 18-75, 15-18 August 2025



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For more information

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