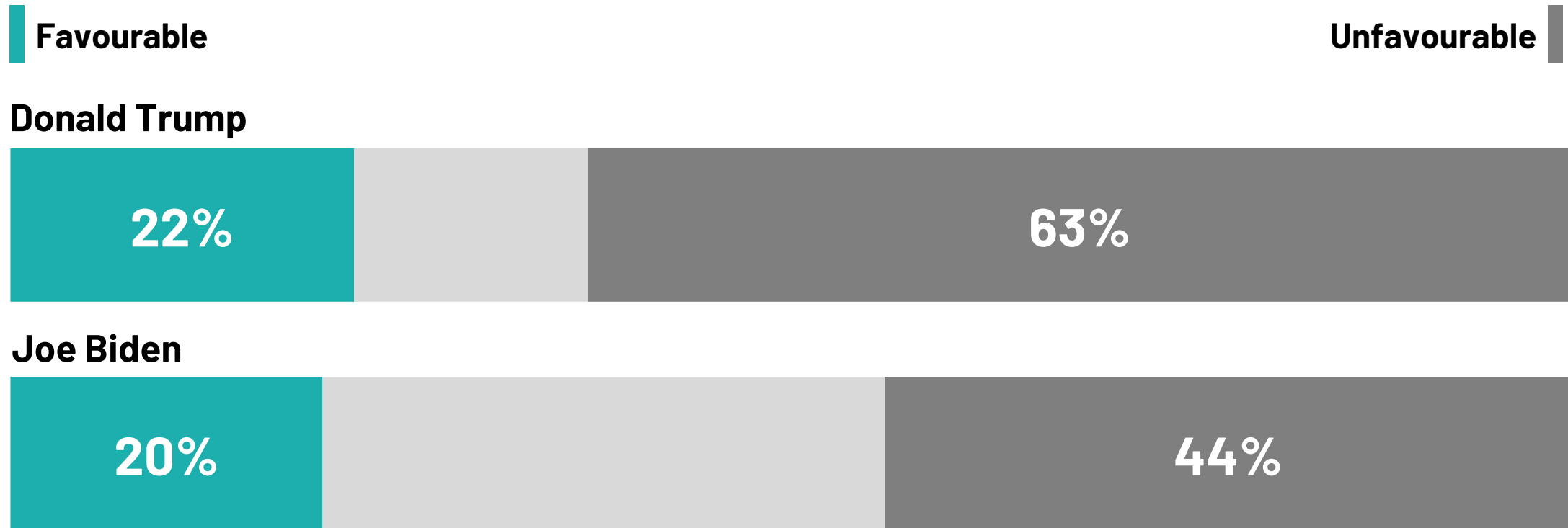


# Ipsos Political Pulse

January 2025

# Just a fifth of Brits are favourable towards outgoing President Joe Biden and incoming President Donald Trump

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

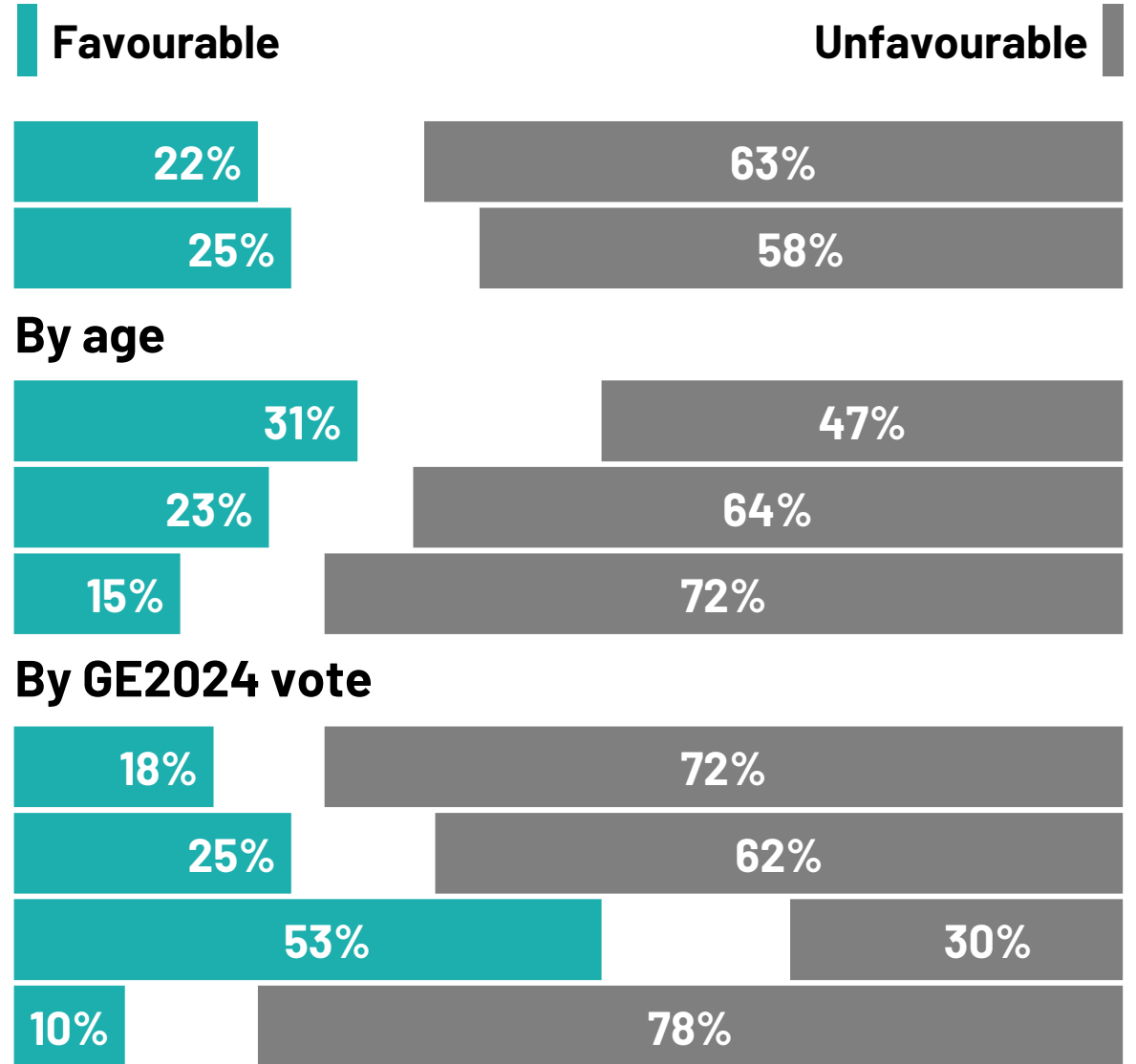


Base: 1,139 Online British adults aged 18+, 10-13 January 2025

# Three in five Brits are unfavourable towards Donald Trump

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

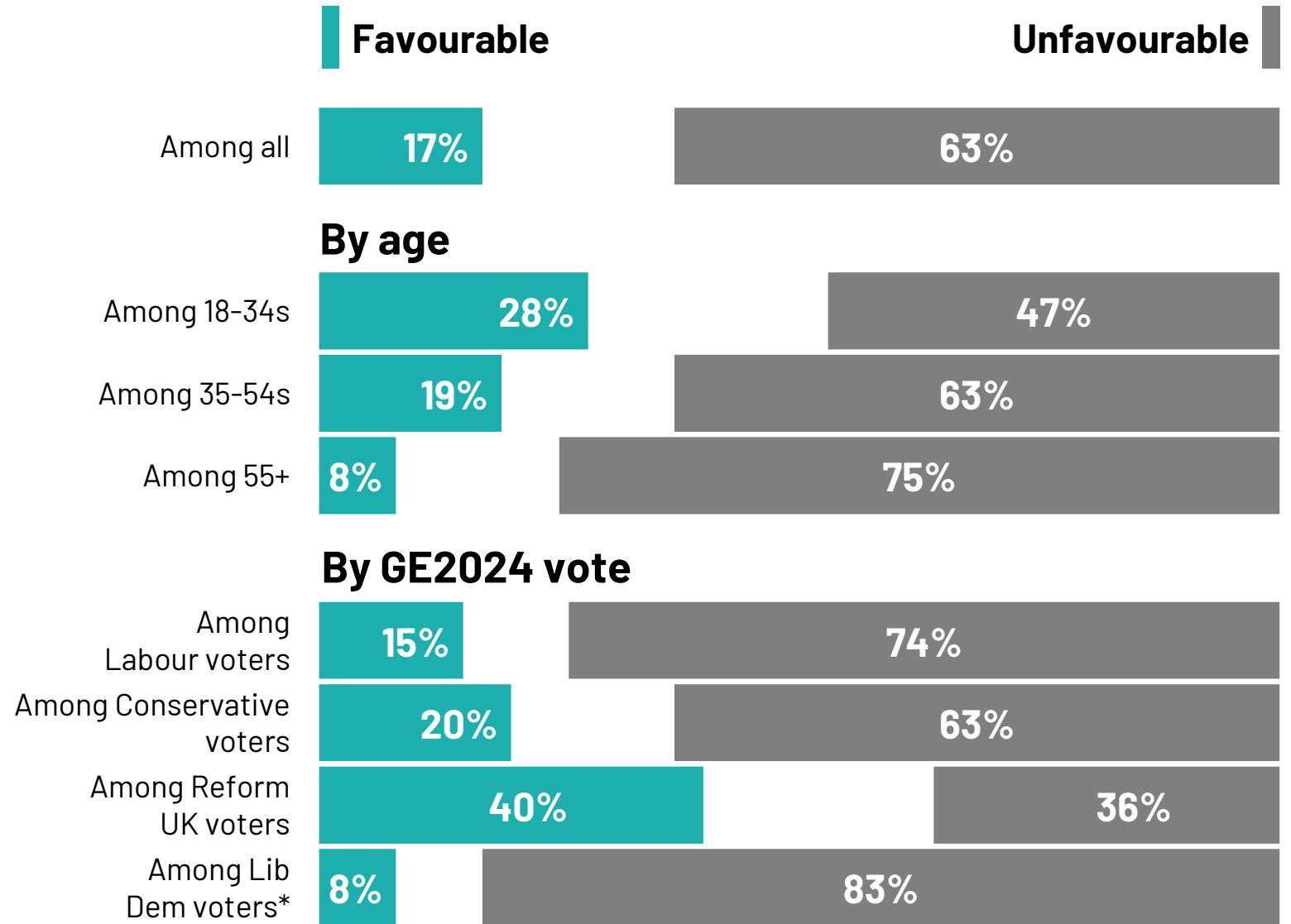
**Base: 1,139** Online British adults aged 18+, including (343) 18-34-year-olds, (402) 35-54s, (394) 55-75s, (397) 2024 Labour voters, (178) 2024 Conservative voters, (118) 2024 Reform UK voters, and (99) Liberal Democrat voters, 10 - 13 January 2025. \* Note low base size



# Three in five Brits are unfavourable towards Elon Musk

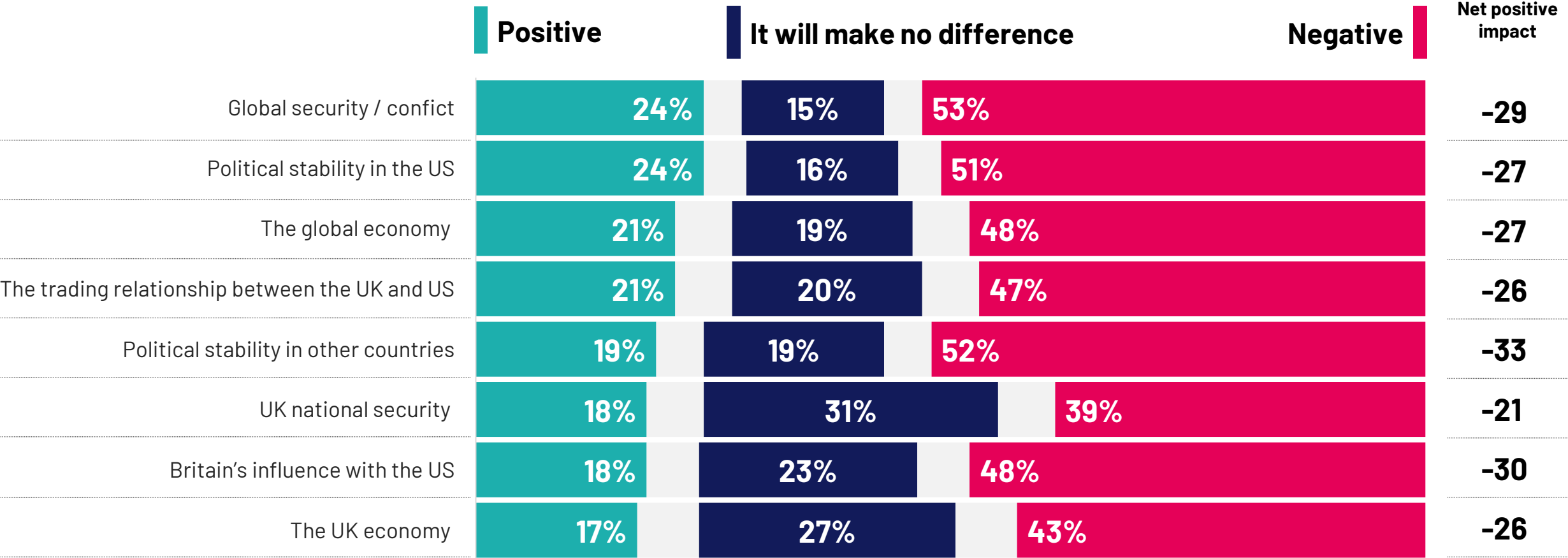
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? **Elon Musk**

**Base: 1,139** Online British adults aged 18+, including (343) 18-34-year-olds, (402) 35-54s, (394) 55-75s, (397) 2024 Labour voters, (178) 2024 Conservative voters, (118) 2024 Reform UK voters, and (99) Liberal Democrat voters, 10 - 13 January 2025. \* Note low base size



# Brits think Donald Trump’s presidency will have a negative impact across a range of UK and global issues

Do you think Donald Trump’s upcoming term in office as President of the United States will have a positive or negative impact, if either, on the following?



Base: 1,139 Online British adults aged 18+, 10-13 January 2025





January 2025  
Political Pulse

**For more information**

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