

Ipsos UK Government priorities and milestones polling

March 2025

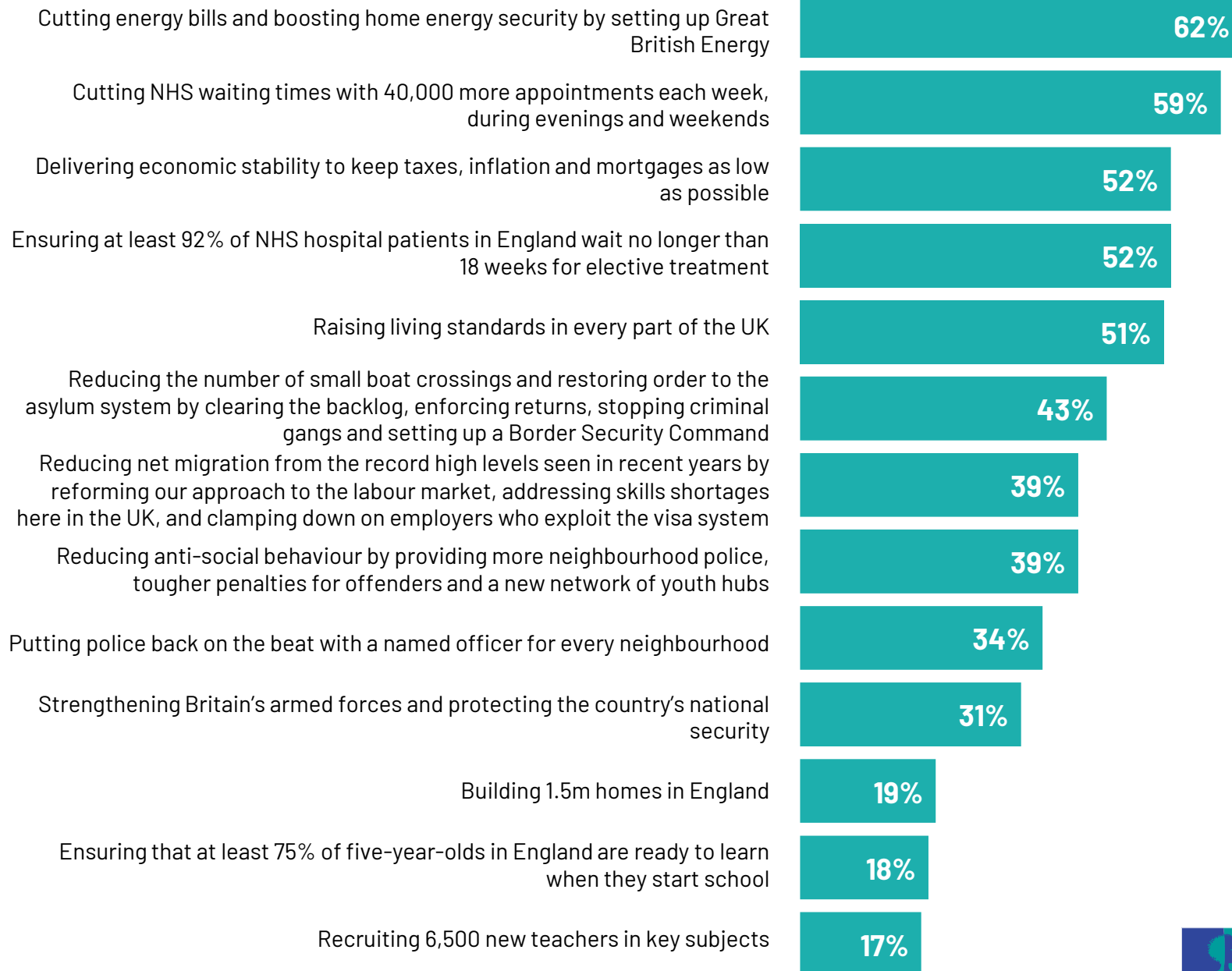
The government has set a number of priorities and milestones it wants to achieve by the end of this Parliament. We have tested public perceptions towards a range of these.

- Raising living standards in every part of the UK
- Delivering economic stability to keep taxes, inflation and mortgages as low as possible
- Building 1.5m homes in England
- Ensuring at least 92% of NHS hospital patients in England wait no longer than 18 weeks for elective treatment
- Putting police back on the beat with a named officer for every neighbourhood
- Recruiting 6,500 new teachers in key subjects
- Cutting energy bills and boosting home energy security by setting up Great British Energy
- Reducing net migration from the record high levels seen in recent years by reforming our approach to the labour market, addressing skills shortages here in the UK, and clamping down on employers who exploit the visa system
- Reducing the number of small boat crossings and restoring order to the asylum system by clearing the backlog, enforcing returns, stopping criminal gangs and setting up a Border Security Command
- Strengthening Britain's armed forces and protecting the country's national security
- Cutting NHS waiting times with 40,000 more appointments each week, during evenings and weekends
- Reducing anti-social behaviour by providing more neighbourhood police, tougher penalties for offenders and a new network of youth hubs
- Ensuring that at least 75% of five-year-olds in England are ready to learn when they start school

Cutting energy bills and NHS waiting times, and improving the economy, are top priorities for the British public

Which of the below, if any, are the most important priorities for you?

Base: 1,089 Online British adults aged 18-75, 28 February – 3 March 2025



Labour, Conservative and LibDem 2024 voters prioritise NHS waiting lists, energy bills, and economic stability, while Reform voters, and to some extent Conservative ones, prioritise reforms to cut small boat crossings and reducing net migration

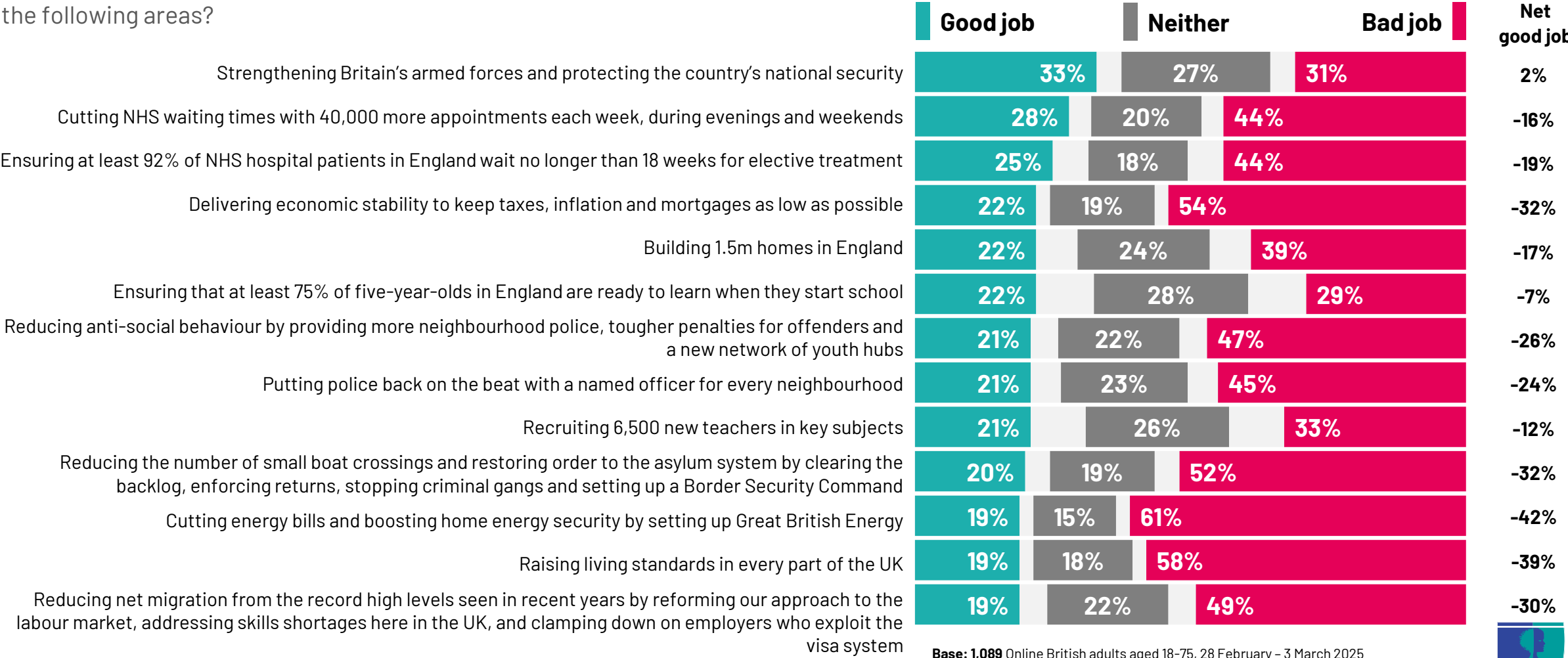
Which of the below, if any, are the most important priorities for you? top 5 priorities by GE2024 vote

Labour	Conservative	Liberal Democrats*	Reform UK
Cutting NHS waiting times with 40,000 more appointments each week, during evenings and weekends 61%	Cutting NHS waiting times with 40,000 more appointments each week, during evenings and weekends 64%	Cutting energy bills and boosting home energy security by setting up Great British Energy 66%	Reducing the number of small boat crossings and restoring order to the asylum system by clearing the backlog, enforcing returns, stopping criminal gangs and setting up a Border Security Command 76%
Cutting energy bills and boosting home energy security by setting up Great British Energy 59%	Delivering economic stability to keep taxes, inflation and mortgages as low as possible 64%	Cutting NHS waiting times with 40,000 more appointments each week, during evenings and weekends 58%	Reducing net migration from the record high levels seen in recent years by reforming our approach to the labour market, addressing skills shortages here in the UK, and clamping down on employers who exploit the visa system 66%
Ensuring at least 92% of NHS hospital patients in England wait no longer than 18 weeks for elective treatment 52%	Cutting energy bills and boosting home energy security by setting up Great British Energy 60%	Ensuring at least 92% of NHS hospital patients in England wait no longer than 18 weeks for elective treatment 55%	Cutting energy bills and boosting home energy security by setting up Great British Energy 63%
Raising living standards in every part of the UK 51%	Reducing the number of small boat crossings and restoring order to the asylum system by clearing the backlog, enforcing returns, stopping criminal gangs and setting up a Border Security Command 56%	Delivering economic stability to keep taxes, inflation and mortgages as low as possible 52%	Cutting NHS waiting times with 40,000 more appointments each week, during evenings and weekends 52%
Delivering economic stability to keep taxes, inflation and mortgages as low as possible 50%	Ensuring at least 92% of NHS hospital patients in England wait no longer than 18 weeks for elective treatment 55%	Raising living standards in every part of the UK 44%	Delivering economic stability to keep taxes, inflation and mortgages as low as possible 49%



Few think the government is doing a good job on any of the priorities tested, with views particularly negative on cutting energy bills, raising living standards and delivering economic stability. The public are slightly more positive on national security.

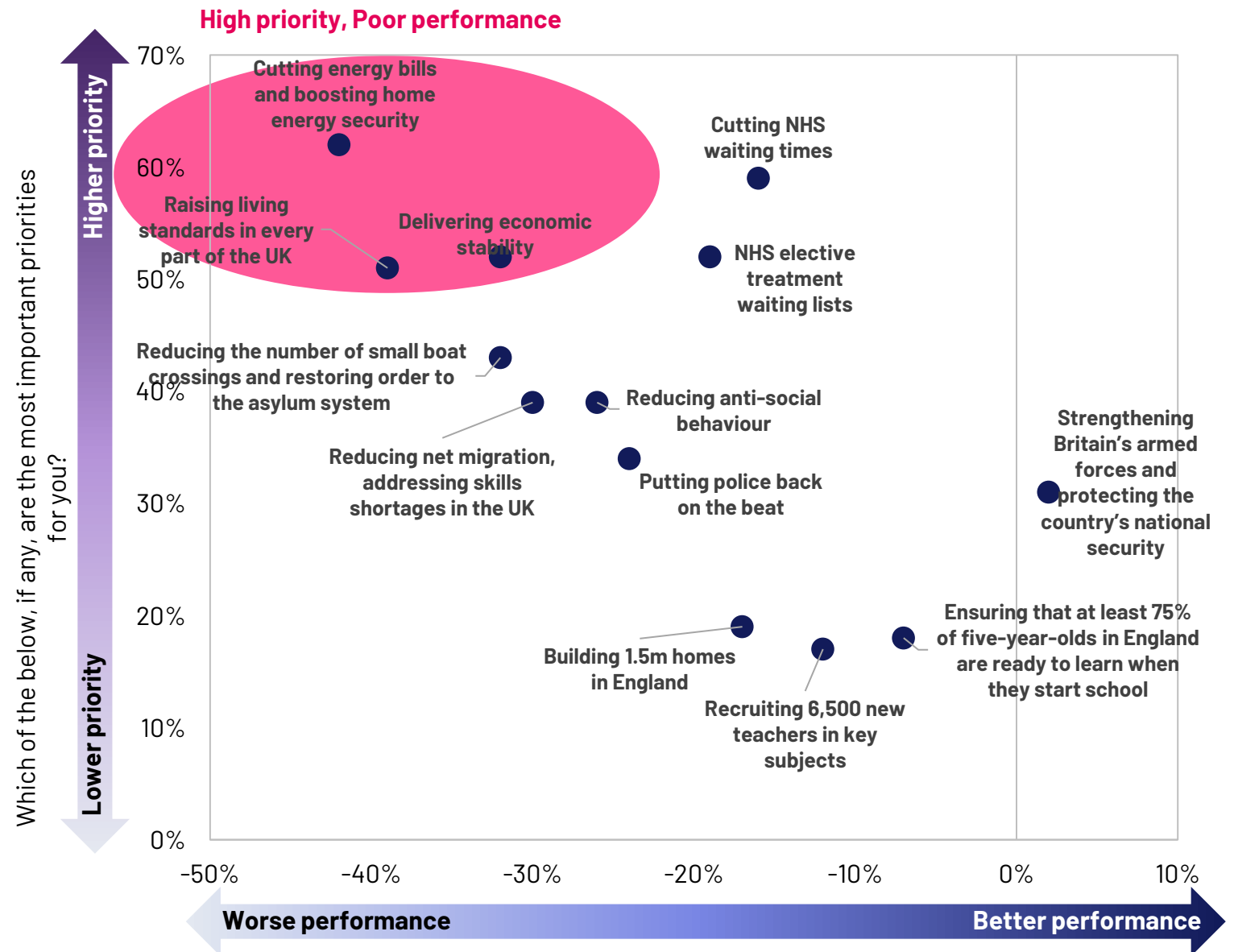
In your opinion, do you think the current Labour government led by Keir Starmer is doing a good job or a bad job, if either, at delivering in the following areas?



Issues around the economy and living standards stand out as high priority for the public but where they see poor performance

Which of the below, if any, are the most important priorities for you?

In your opinion, do you think the current Labour government led by Keir Starmer is doing a good job or a bad job, if either, at delivering in the following areas?

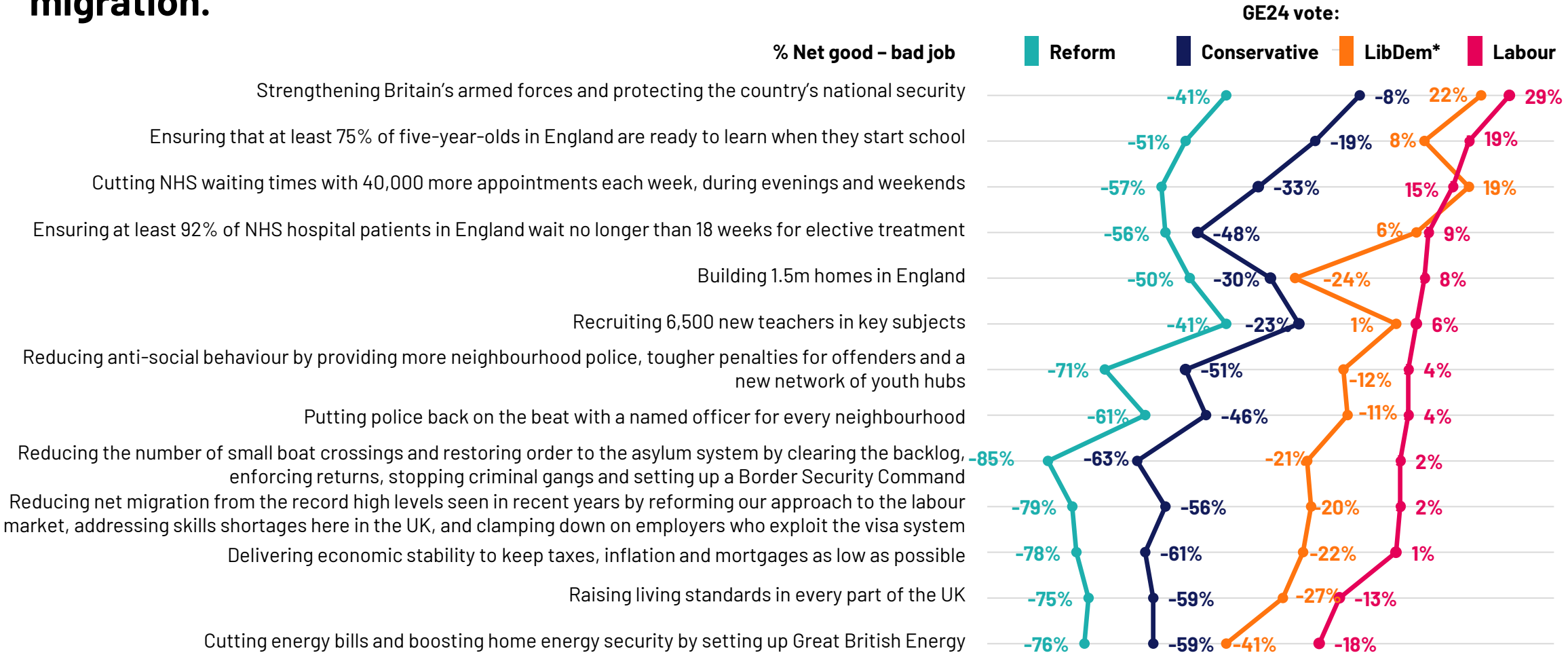


In your opinion, do you think the current Labour government led by Keir Starmer is doing a good job or a bad job, if either, at delivering in the following areas?

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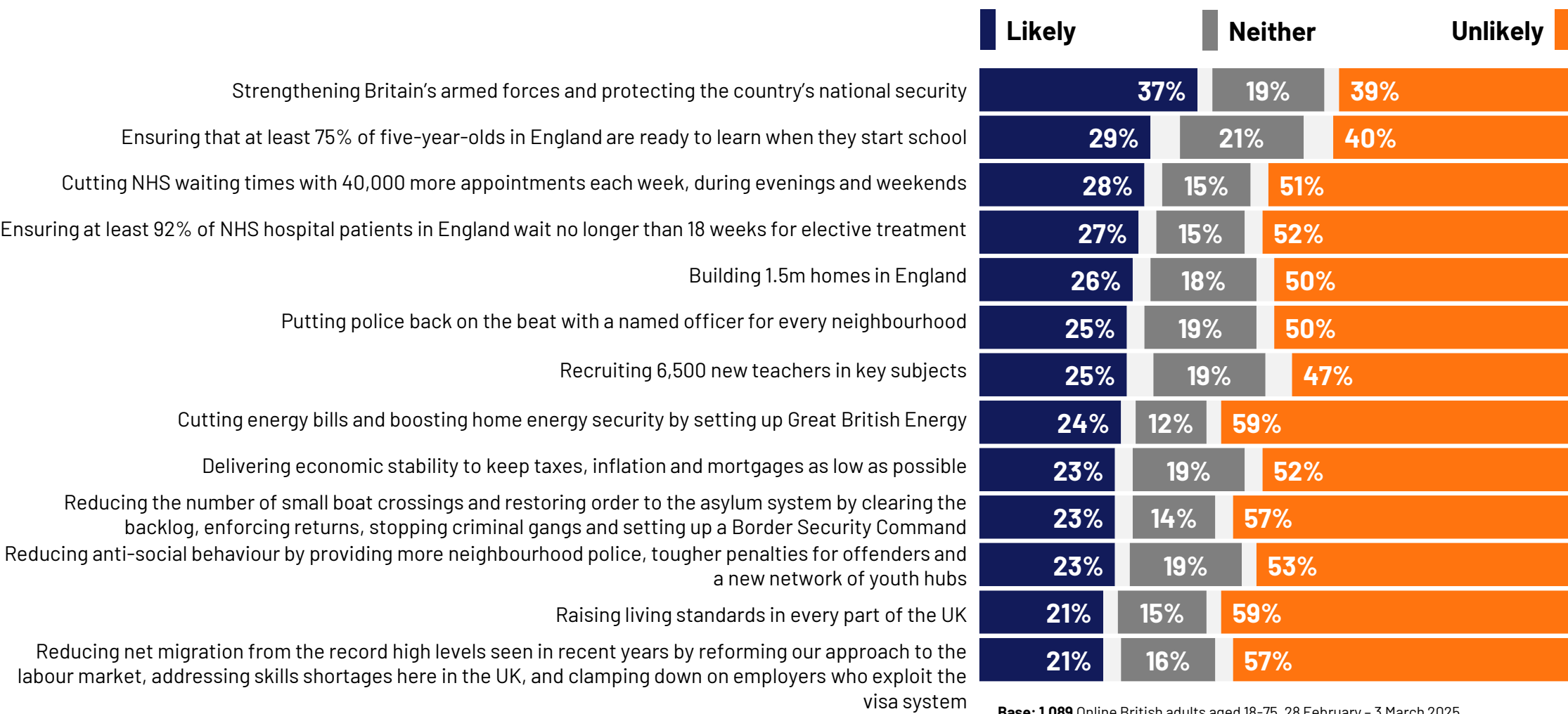
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Labour voters are generally more positive about the government’s performance, followed by LibDem voters. Reform voters are overwhelmingly negative, especially on issues they prioritise such as reducing the number of small boat crossings and reducing net migration.



Few think Labour will achieve its milestones and priorities over the course of this Parliament, especially when it comes to migration and living standards. There is slightly more hope of improvements for Britain’s armed forces and national security.

How likely or unlikely do you think it is that each of the following will be achieved by the end of this Parliament in 2029?



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For more information

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