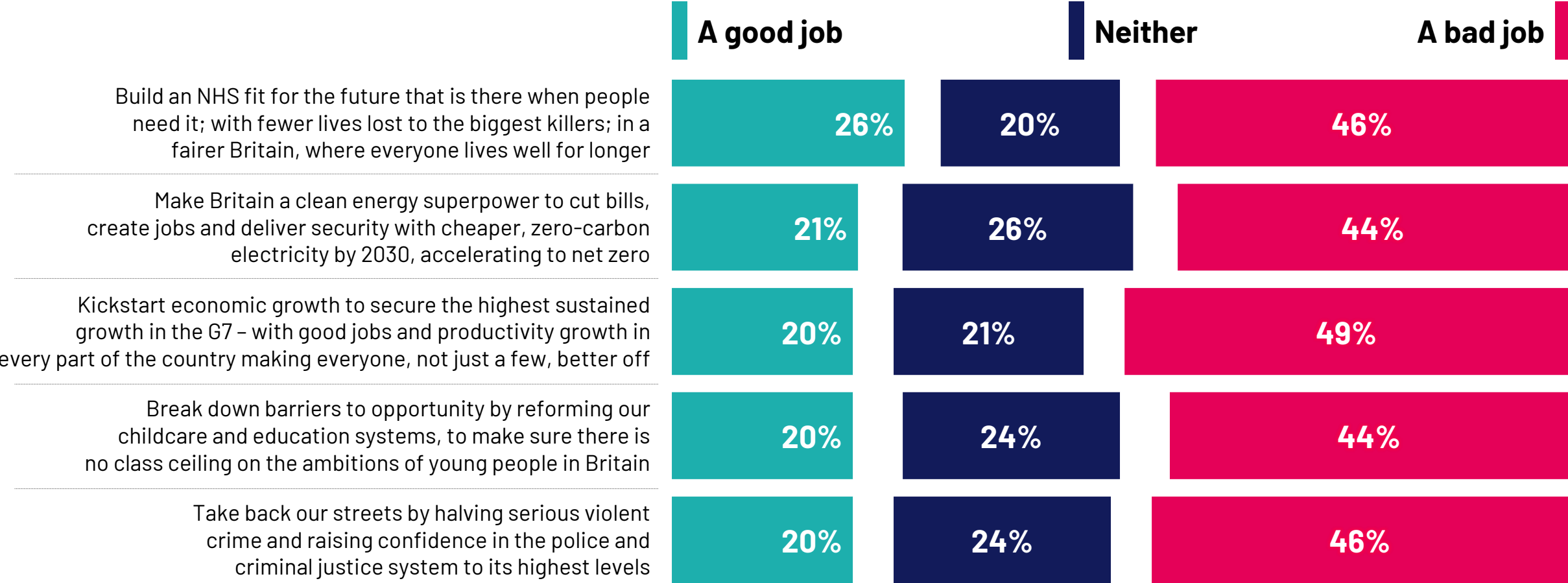# Ipsos
Labour's missions

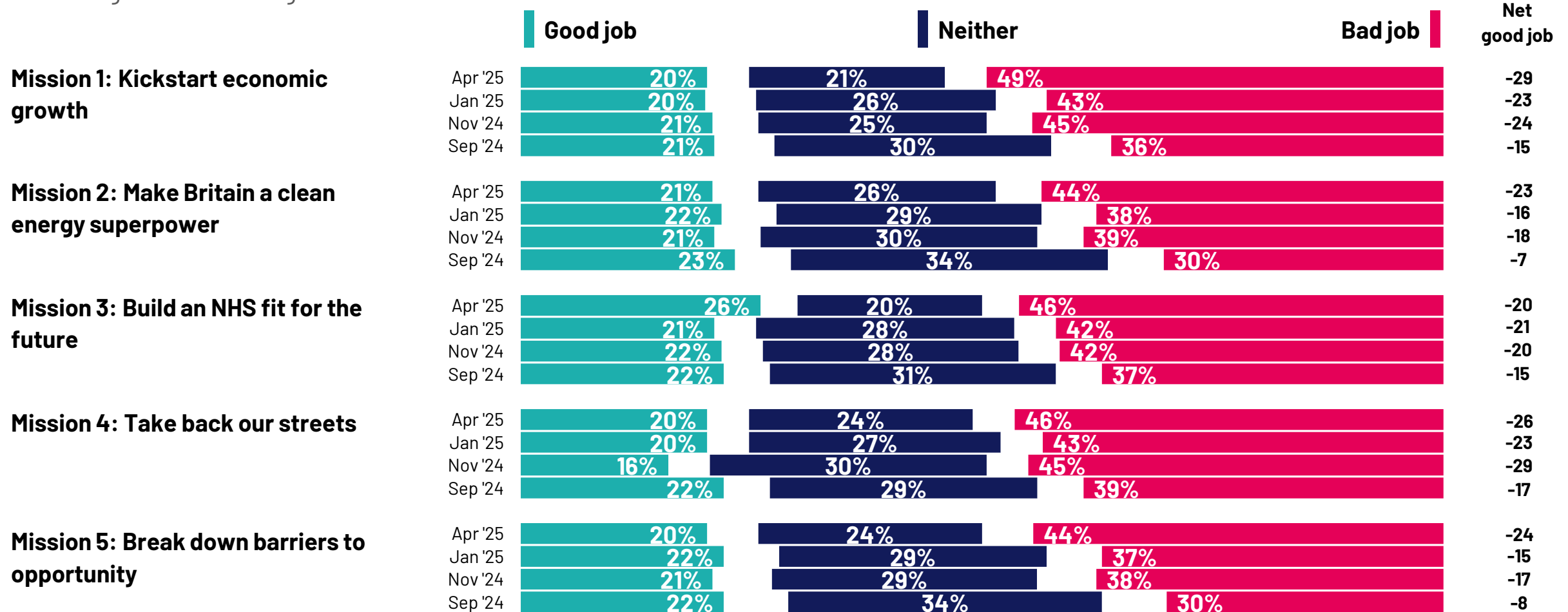April 2025

Labour's performance on their five missions

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?

	A good job	Neither	A bad job
Build an NHS fit for the future that is there when people need it; with fewer lives lost to the biggest killers; in a fairer Britain, where everyone lives well for longer	26%	20%	46%
Make Britain a clean energy superpower to cut bills, create jobs and deliver security with cheaper, zero-carbon electricity by 2030, accelerating to net zero	21%	26%	44%
Kickstart economic growth to secure the highest sustained growth in the G7 – with good jobs and productivity growth in every part of the country making everyone, not just a few, better off	20%	21%	49%
Break down barriers to opportunity by reforming our childcare and education systems, to make sure there is no class ceiling on the ambitions of young people in Britain	20%	24%	44%
Take back our streets by halving serious violent crime and raising confidence in the police and criminal justice system to its highest levels	20%	24%	46%

Base: 1,085 Online British adults aged 18-75, 17 – 18 April 2025

Ipsos

The public continue to be more likely to think Labour are doing a bad job, rather than a good job, at delivering their five key missions
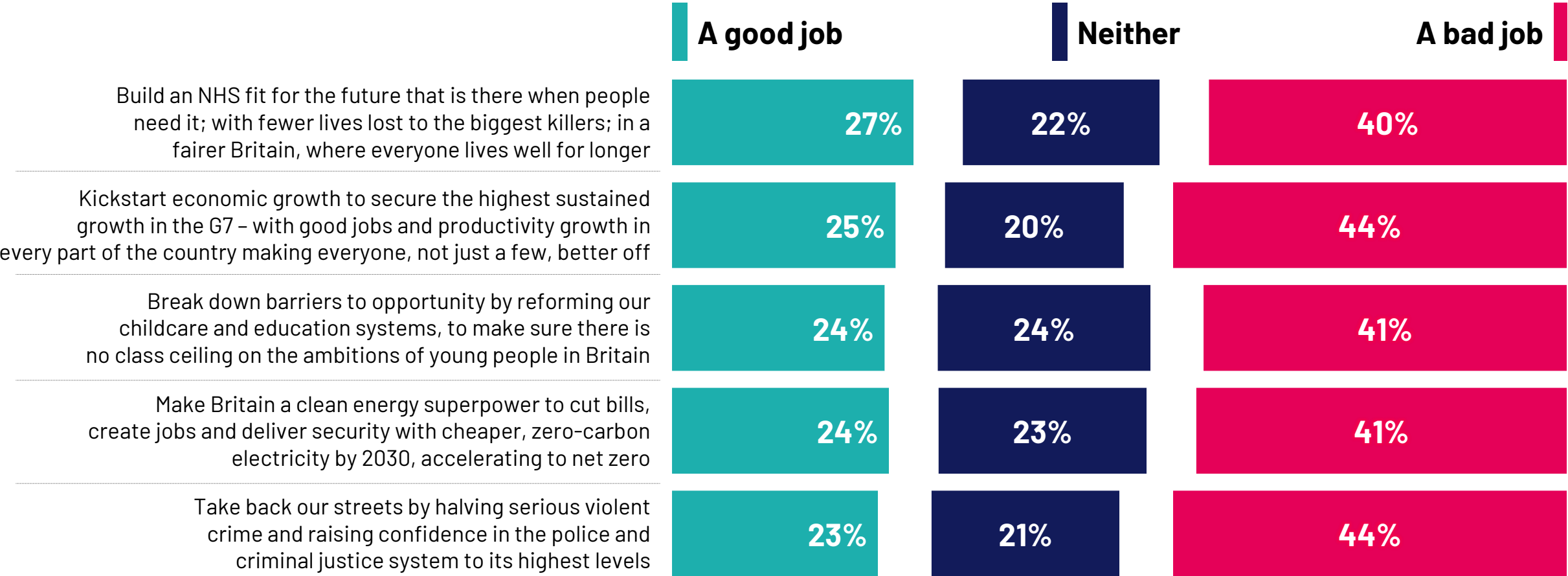
In your opinion, do you think the current Labour government led by Keir Starmer is doing a good job or a bad job, if either, at delivering in the following areas?

	Good job	**Neither**	**Bad job**	Net good job

Mission 1: Kickstart economic growth

	Good job	Neither	Bad job	Net good job
Apr '25	20%	21%	49%	-29
Jan '25	20%	26%	43%	-23
Nov '24	21%	25%	45%	-24
Sep '24	21%	30%	36%	-15

Mission 2: Make Britain a clean energy superpower

	Good job	Neither	Bad job	Net good job
Apr '25	21%	26%	44%	-23
Jan '25	22%	29%	38%	-16
Nov '24	21%	30%	39%	-18
Sep '24	23%	34%	30%	-7

Mission 3: Build an NHS fit for the future

	Good job	Neither	Bad job	Net good job
Apr '25	26%	20%	46%	-20
Jan '25	21%	28%	42%	-21
Nov '24	22%	28%	42%	-20
Sep '24	22%	31%	37%	-15

Mission 4: Take back our streets

	Good job	Neither	Bad job	Net good job
Apr '25	20%	24%	46%	-26
Jan '25	20%	27%	43%	-23
Nov '24	16%	30%	45%	-29
Sep '24	22%	29%	39%	-17

Mission 5: Break down barriers to opportunity

	Good job	Neither	Bad job	Net good job
Apr '25	20%	24%	44%	-24
Jan '25	22%	29%	37%	-15
Nov '24	21%	29%	38%	-17
Sep '24	22%	34%	30%	-8

Base: 1,085 Online British adults aged 18-75, 17 – 18 April 2025

Ipsos

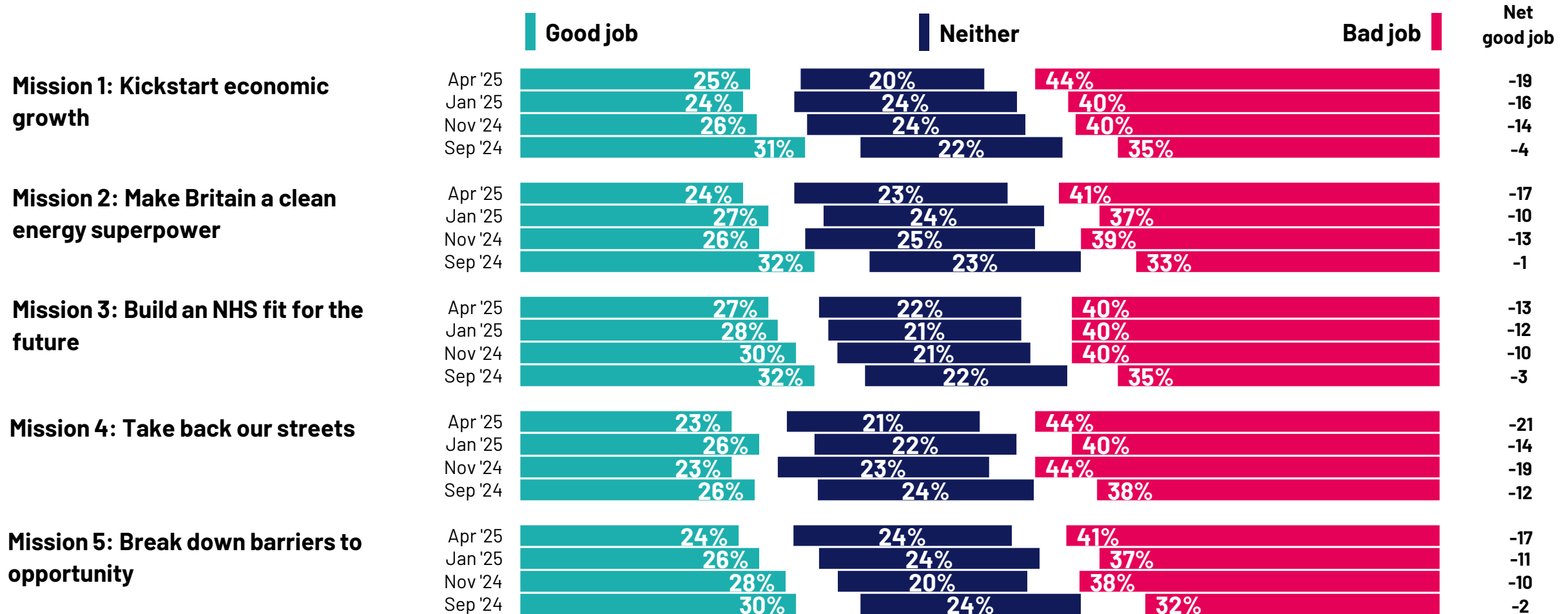# Labour's missions – by the next election

And do you think the current Labour government led by Keir Starmer will do a good job or a bad job, if either, at delivering in the following areas by the next General Election (due latest August 2029)?

	A good job	Neither	A bad job
Build an NHS fit for the future that is there when people need it; with fewer lives lost to the biggest killers; in a fairer Britain, where everyone lives well for longer	27%	22%	40%
Kickstart economic growth to secure the highest sustained growth in the G7 – with good jobs and productivity growth in every part of the country making everyone, not just a few, better off	25%	20%	44%
Break down barriers to opportunity by reforming our childcare and education systems, to make sure there is no class ceiling on the ambitions of young people in Britain	24%	24%	41%
Make Britain a clean energy superpower to cut bills, create jobs and deliver security with cheaper, zero-carbon electricity by 2030, accelerating to net zero	24%	23%	41%
Take back our streets by halving serious violent crime and raising confidence in the police and criminal justice system to its highest levels	23%	21%	44%

Ipsos

The public continue to be pessimistic that the Labour government will do a good job at delivering their five key missions by the next General Election

And do you think the current Labour government led by Keir Starmer will do a good job or a bad job, if either, at delivering in the following areas by the next General Election (due latest August 2029)?

	Good job	**Neither**	**Bad job**	**Net good job**

Mission 1: Kickstart economic growth

	Good job	Neither	Bad job	Net good job
Apr '25	25%	20%	44%	-19
Jan '25	24%	24%	40%	-16
Nov '24	26%	24%	40%	-14
Sep '24	31%	22%	35%	-4

Mission 2: Make Britain a clean energy superpower

	Good job	Neither	Bad job	Net good job
Apr '25	24%	23%	41%	-17
Jan '25	27%	24%	37%	-10
Nov '24	26%	25%	39%	-13
Sep '24	32%	23%	33%	-1

Mission 3: Build an NHS fit for the future

	Good job	Neither	Bad job	Net good job
Apr '25	27%	22%	40%	-13
Jan '25	28%	21%	40%	-12
Nov '24	30%	21%	40%	-10
Sep '24	32%	22%	35%	-3

Mission 4: Take back our streets

	Good job	Neither	Bad job	Net good job
Apr '25	23%	21%	44%	-21
Jan '25	26%	22%	40%	-14
Nov '24	23%	23%	44%	-19
Sep '24	26%	24%	38%	-12

Mission 5: Break down barriers to opportunity

	Good job	Neither	Bad job	Net good job
Apr '25	24%	24%	41%	-17
Jan '25	26%	24%	37%	-11
Nov '24	28%	20%	38%	-10
Sep '24	30%	24%	32%	-2

Base: 1,085 Online British adults aged 18-75, 17 – 18 April 2025

Ipsos

Labour's missions: Performance now vs in five years time

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?

And do you think the current Labour government led by Keir Starmer will do a good job or a bad job, if either, at delivering in the following areas by the next General Election (due latest August 2029)?

Is doing a good job now

Will do a good job by the next election

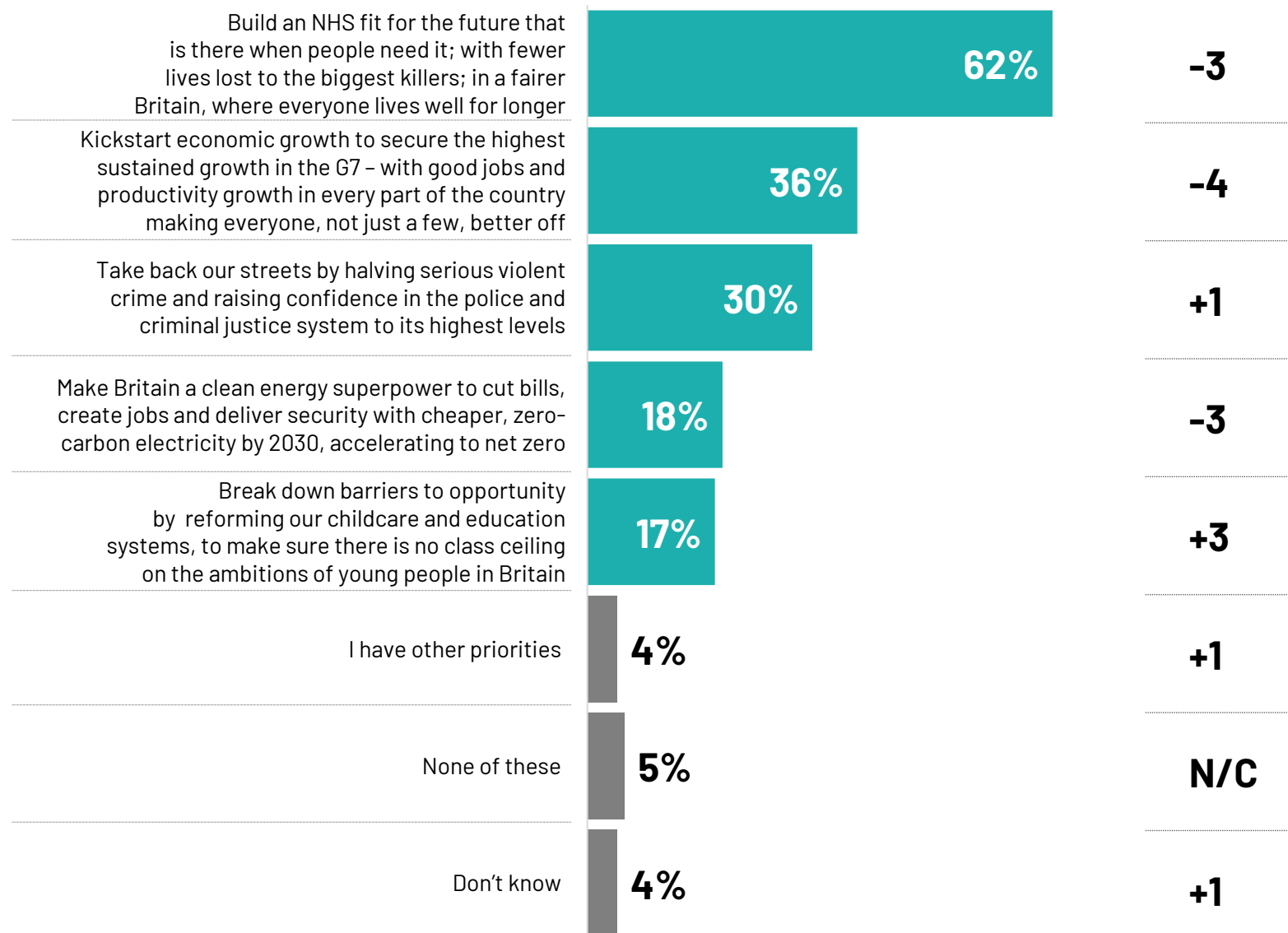|	Is doing a good job now	Will do a good job by the next election	Change in good job, since Jan '25	Change in good job, since Nov '24	Change in good job, since Sep '24
Build an NHS fit for the future that is there when people need it; with fewer lives lost to the biggest killers; in a fairer Britain, where everyone lives well for longer	26%		+5	+4	+4
		27%	-1	-3	-5
Make Britain a clean energy superpower to cut bills, create jobs and deliver security with cheaper, zero-carbon electricity by 2030, accelerating to net zero	21%		-1	N/C	-2
		24%	-3	-2	-8
Kickstart economic growth to secure the highest sustained growth in the G7 – with good jobs and productivity growth in every part of the country making everyone, not just a few, better off	20%		N/C	-1	-1
		25%	+1	-1	-6
Break down barriers to opportunity by reforming our childcare and education systems, to make sure there is no class ceiling on the ambitions of young people in Britain	20%		-2	-1	-2
		24%	-2	-4	-6
Take back our streets by halving serious violent crime and raising confidence in the police and criminal justice system to its highest levels	20%		N/C	+4	-2
		23%	-3	N/C	-3

Ipsos

Building an NHS fit for the future continues to be the public's priority out of Labour's missions

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

Please choose up to 2

Change since Jan '25

Priority	%	Change since Jan '25
Build an NHS fit for the future that is there when people need it; with fewer lives lost to the biggest killers; in a fairer Britain, where everyone lives well for longer	62%	–3
Kickstart economic growth to secure the highest sustained growth in the G7 – with good jobs and productivity growth in every part of the country making everyone, not just a few, better off	36%	–4
Take back our streets by halving serious violent crime and raising confidence in the police and criminal justice system to its highest levels	30%	+1
Make Britain a clean energy superpower to cut bills, create jobs and deliver security with cheaper, zero-carbon electricity by 2030, accelerating to net zero	18%	–3
Break down barriers to opportunity by reforming our childcare and education systems, to make sure there is no class ceiling on the ambitions of young people in Britain	17%	+3
I have other priorities	4%	+1
None of these	5%	N/C
Don't know	4%	+1

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April 2025
Labour's missions

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