Ipsos
Labour's missions

July 2025

Three in ten are familiar with the Government's Plan for Change, and one in four with its five missions – large majorities don't know much if anything about either.
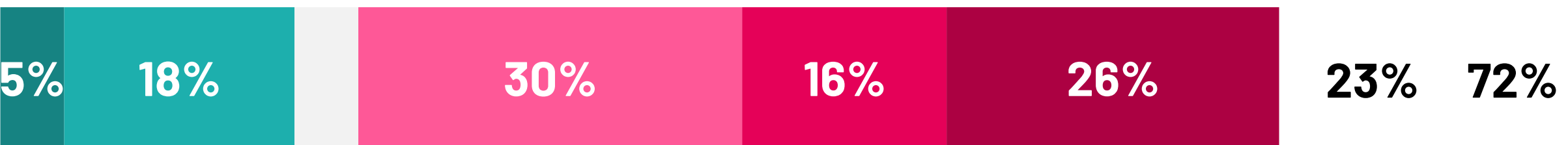
How much, if anything , would you say you <u>personally</u> know about each of the following?

■ A great deal	■ A fair amount	■ Don't know very much	■ I've heard of them but don't know anything	■ I've never heard of them	% Know a great deal/ fair amount	% Don't know very much/ anything/ never heard of

The Government's Plan for Change

5%	24%		32%	17%	16%	29%	65%

The Government's five missions

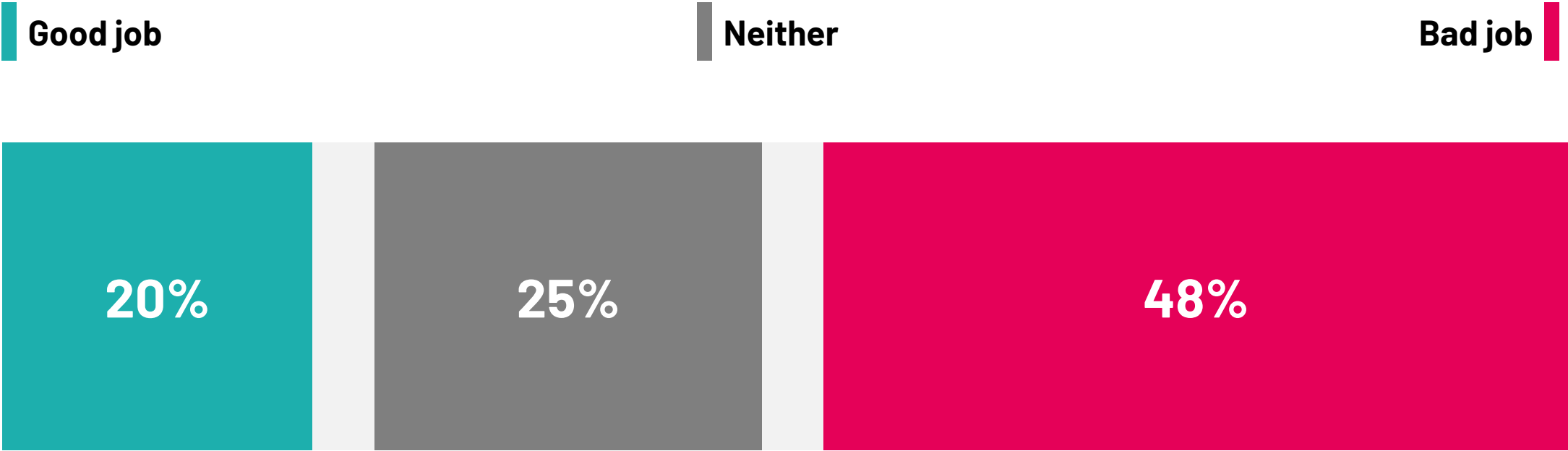| 5%	18%		30%	16%	26%	23%	72%

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

Almost half of Britons think Labour is doing a bad job delivering a mission-led government
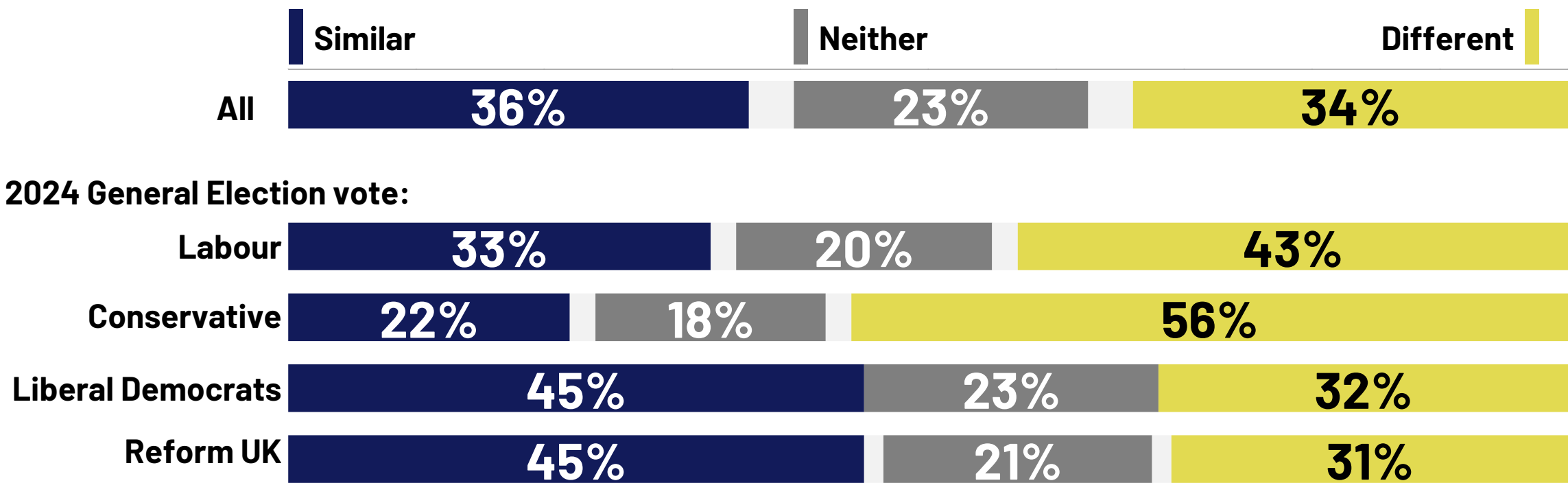
Do you think the current Labour government are doing a good or bad job in delivering a mission-led government?

| Good job | Neither | Bad job |

Good job	Neither	Bad job
20%	**25%**	**48%**

Britons are split on whether they think Labour is governing the country in a way that feels similar or different to previous Conservative Governments

To what extent would you say the way in which the Labour party are governing the country feels similar or different to previous Conservative Governments?

	Similar	Neither	Different
All	36%	23%	34%

2024 General Election vote:

	Similar	Neither	Different
Labour	33%	20%	43%
Conservative	22%	18%	56%
Liberal Democrats	45%	23%	32%
Reform UK	45%	21%	31%

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

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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	23%	22%	48%
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	22%	26%	42%
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	22%	29%	40%
Take back our streets by halving serious violent crime and raising confidence in the police and criminal justice system to its highest levels	18%	22%	52%
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	17%	23%	52%

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

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Government performance on its 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?
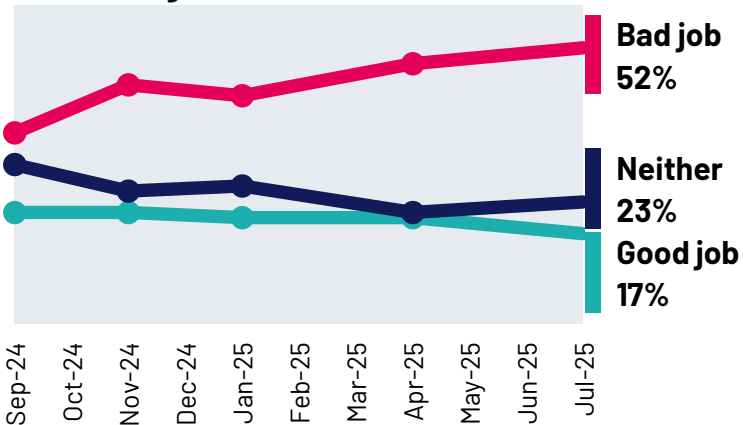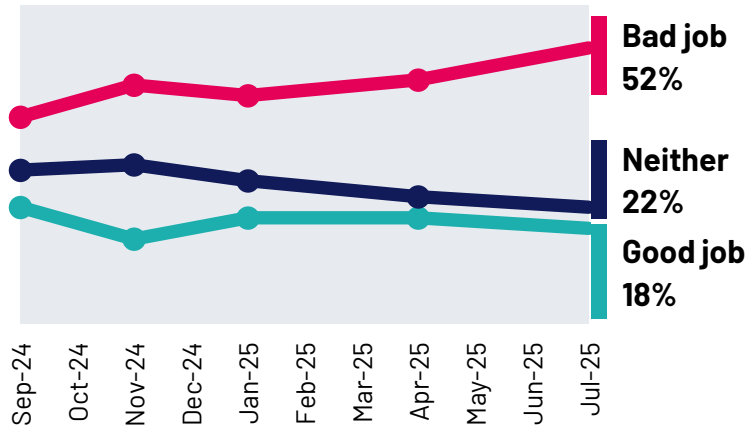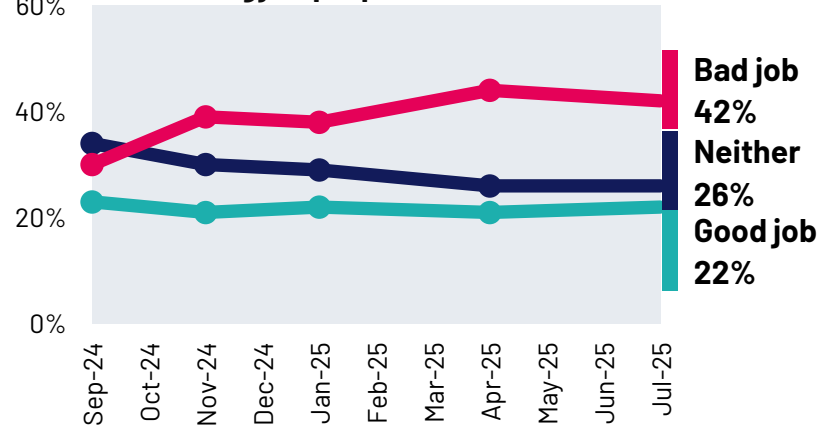

Mission 1: Kickstarting economic growth

Bad job 52%
Neither 23%
Good job 17%

Mission 2: Making Britain a clean energy superpower

Bad job 42%
Neither 26%
Good job 22%

Mission 3: Building an NHS fit for the future

Bad job 48%
Good job 23%
Neither 22%

Mission 4: Taking back our streets

Bad job 52%
Neither 22%
Good job 18%

Mission 5: Breaking down barriers to opportunity

Bad job 40%
Neither 29%
Good job 22%

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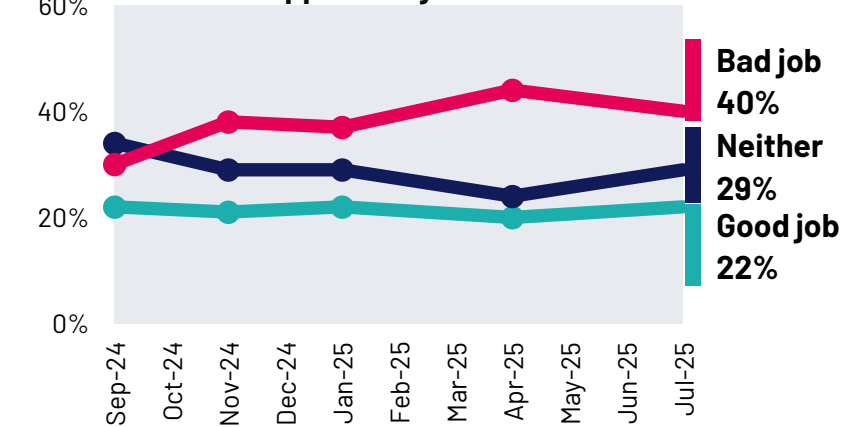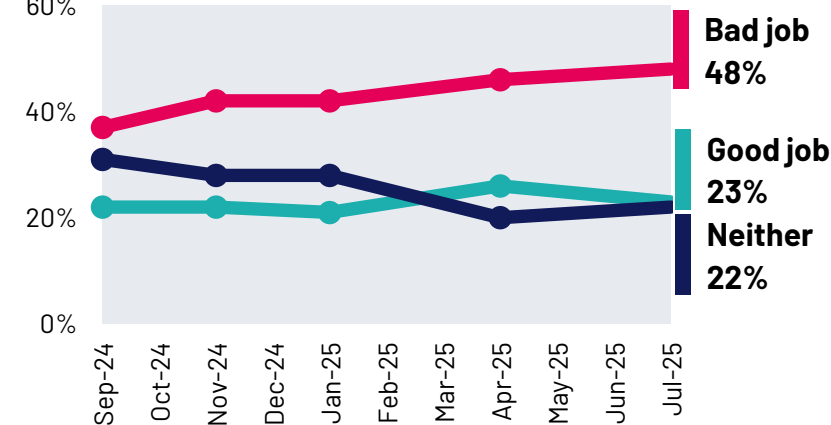
Will Labour achieve their missions by the next election?

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	26%	20%	44%
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	25%	23%	41%
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%	22%	41%
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	21%	21%	46%
Take back our streets by halving serious violent crime and raising confidence in the police and criminal justice system to its highest levels	21%	19%	49%

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

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Mission 1: Kickstart economic growth: half think Labour is doing a bad job – continuing a deteriorating trend

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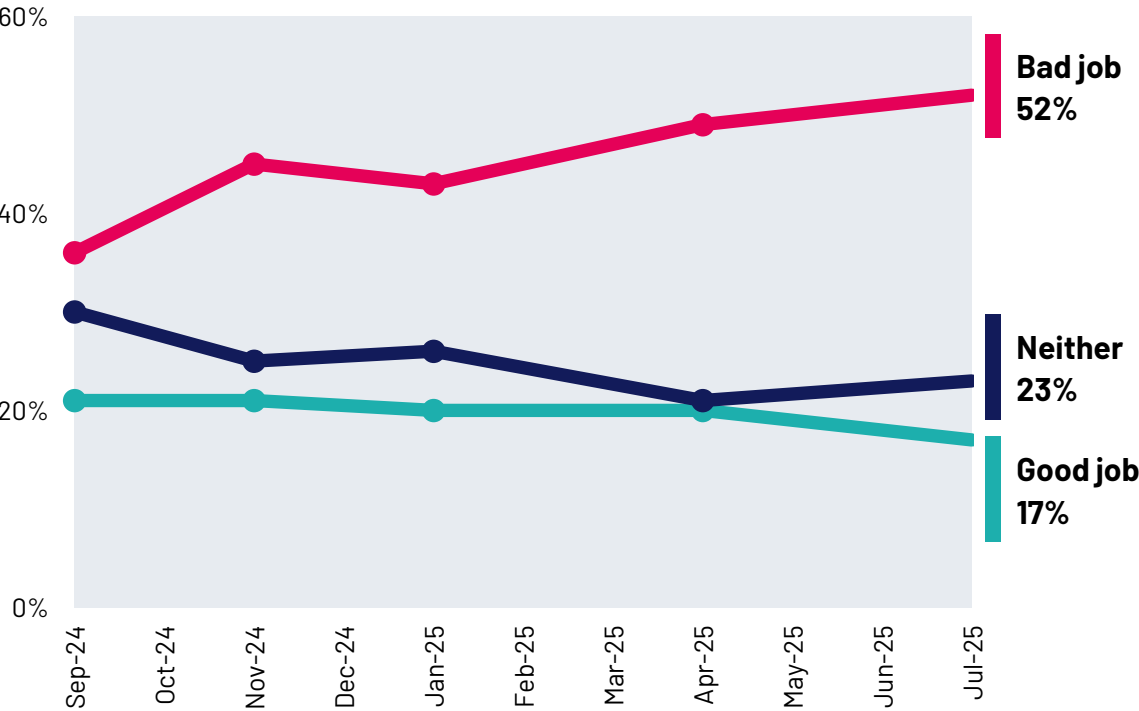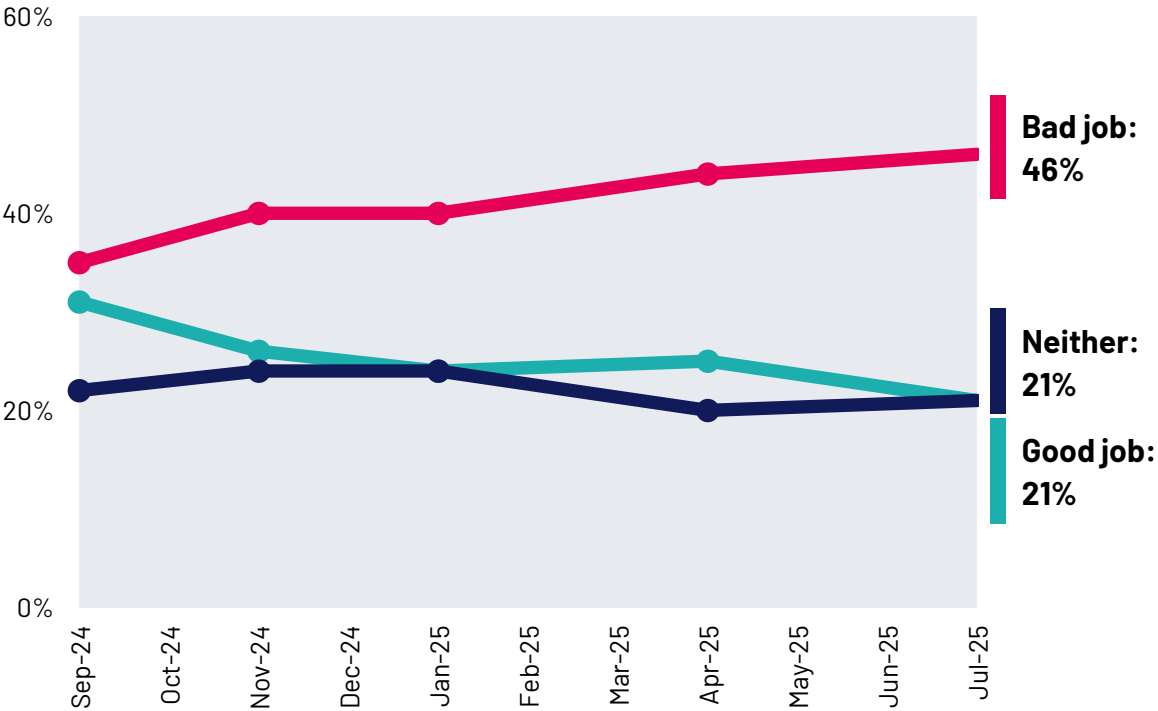
And do you think the current Labour government led by Keir Starmer will do a good job or a bad job, if either, at delivering in the following areas by the next General Election (due latest August 2029)?

Bad job 52%
Neither 23%
Good job 17%

Bad job: 46%
Neither: 21%
Good job: 21%

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

Mission 2: Make Britain a clean energy superpower: 4 in 10 Britons think Labour is doing a bad job – little change since April

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?

Bad job
42%

Neither
26%

Good job
22%

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)?

Bad job:
41%

Good job:
25%

Neither:
23%

Base: 1,094 Online British adults aged 18-75, 11-14 July 2025
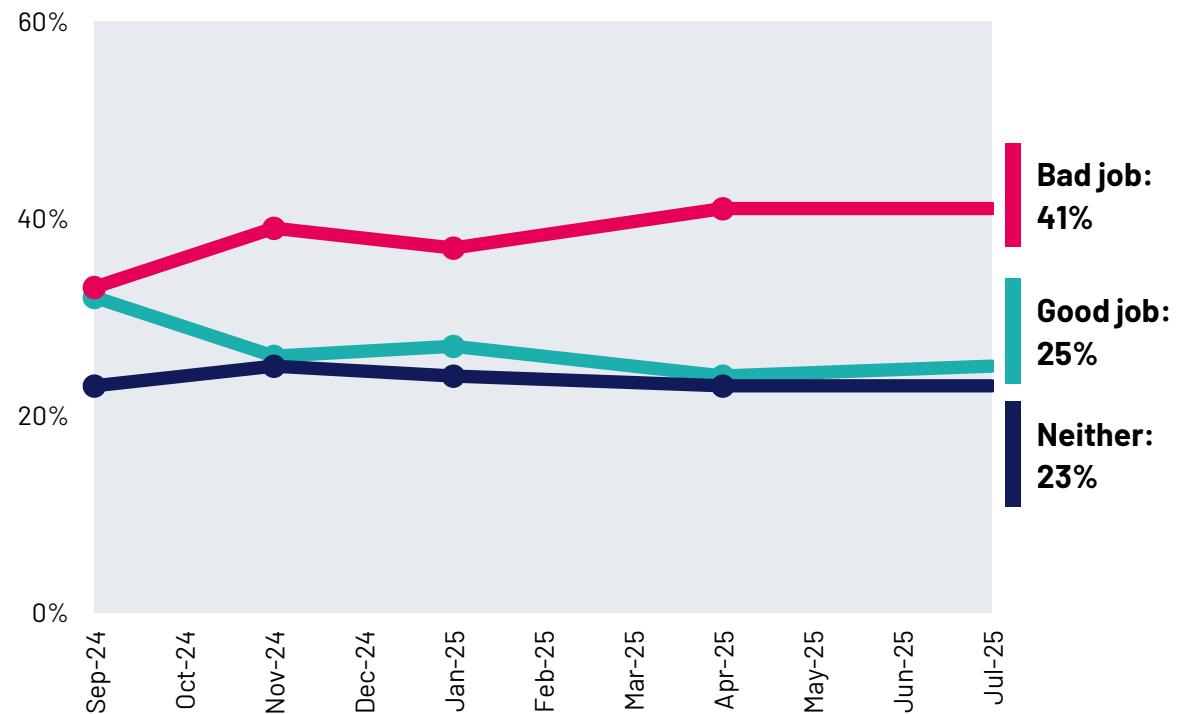
Mission 3: Build an NHS fit for the future: nearly half think Labour is doing a bad job

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)?

Bad job 48%

Good job 23%

Neither 22%

Bad job: 44%

Good job: 26%

Neither: 20%

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

Mission 4: Take back our streets: increasingly negative views, with half saying Labour is doing a bad job

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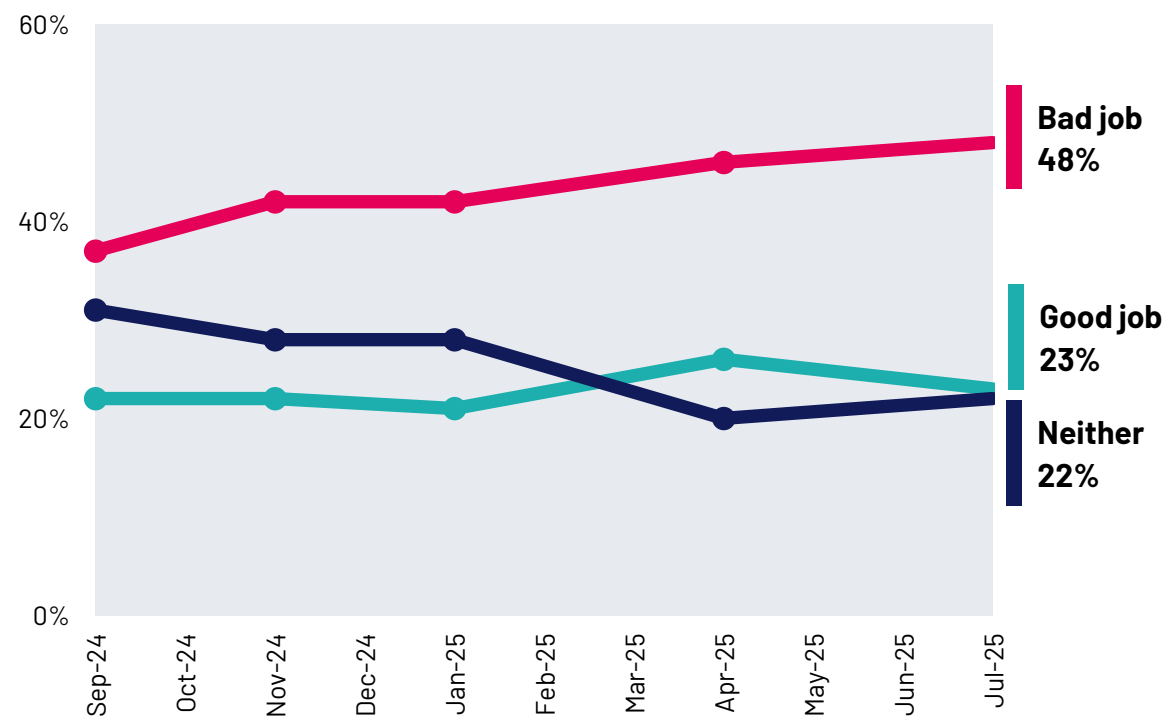
And do you think the current Labour government led by Keir Starmer will do a good job or a bad job, if either, at delivering in the following areas by the next General Election (due latest August 2029)?
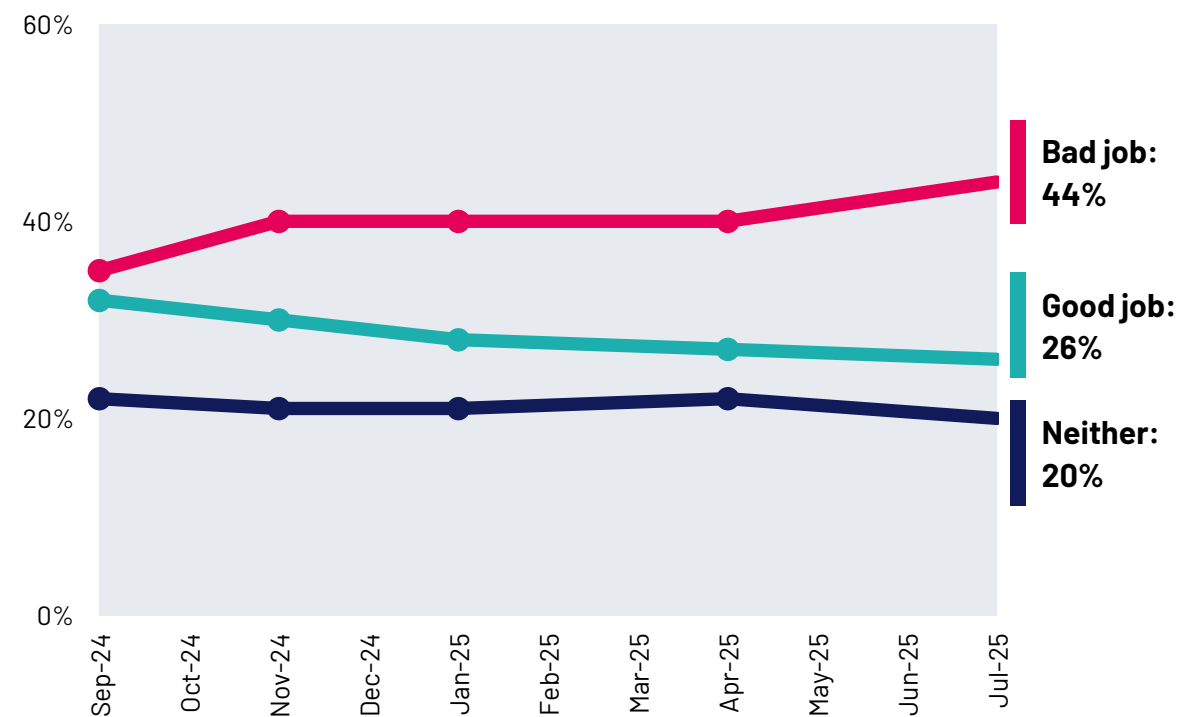

Bad job 52%
Neither 22%
Good job 18%

Bad job: 49%
Good job: 21%
Neither: 19%

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

Mission 5: Break down barriers to opportunity: 4 in 10 think Labour is doing a bad job, slightly better than April

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)?
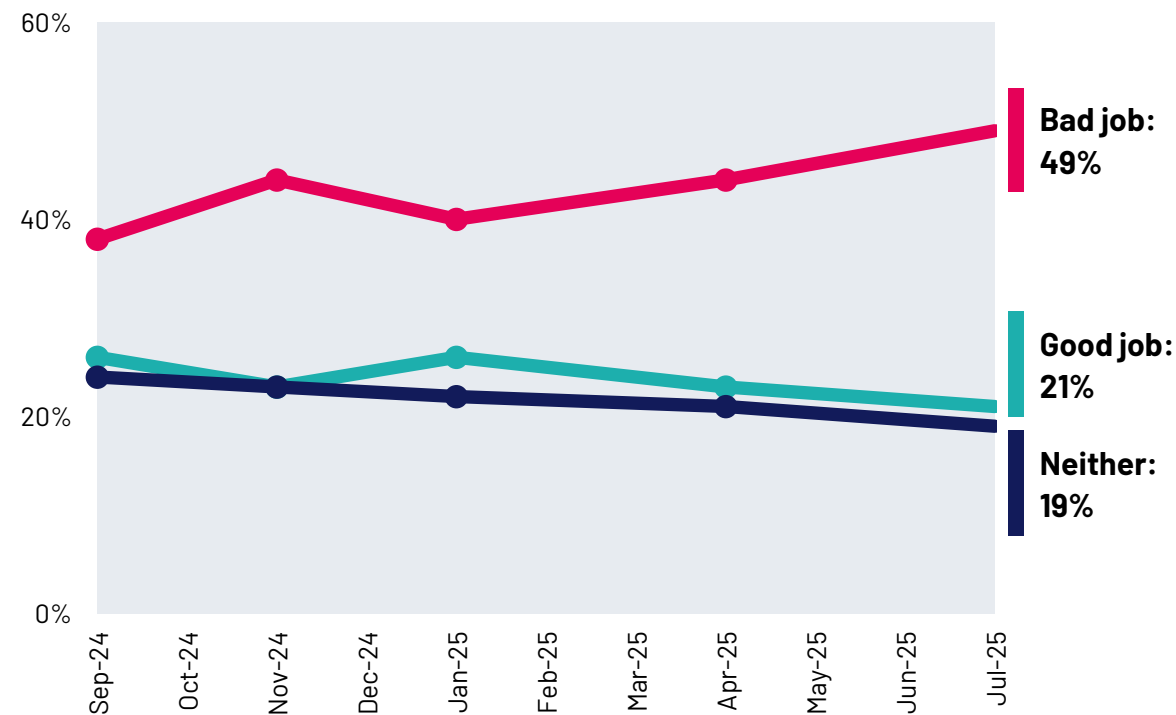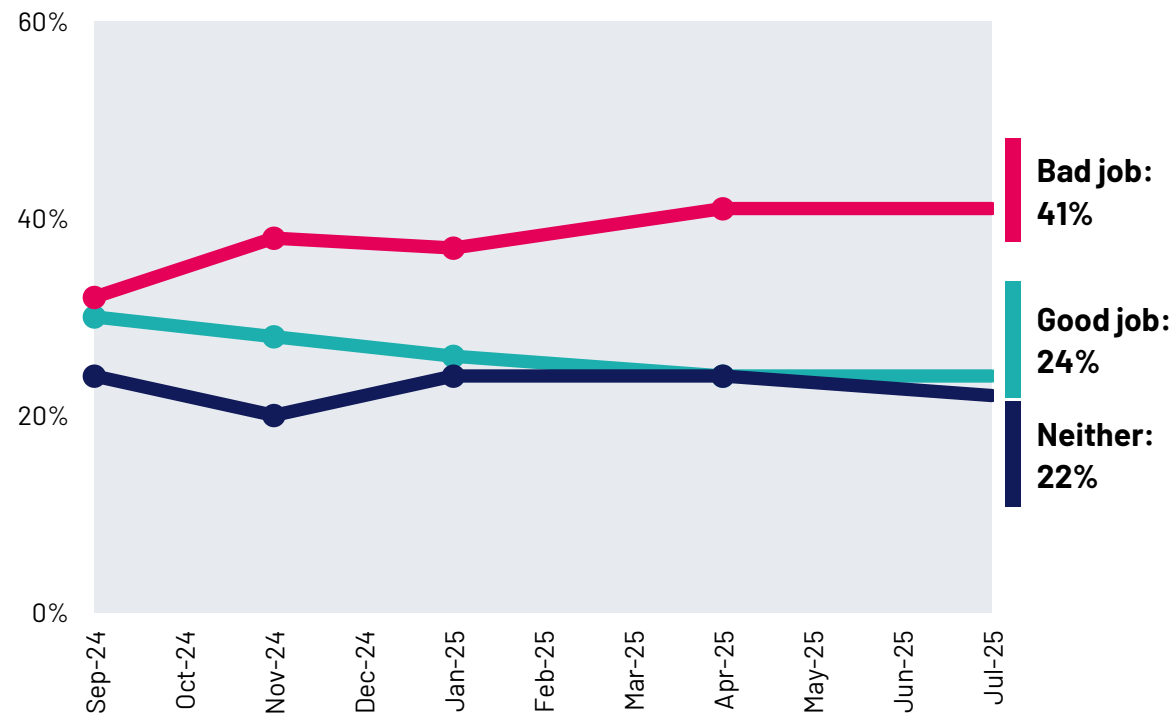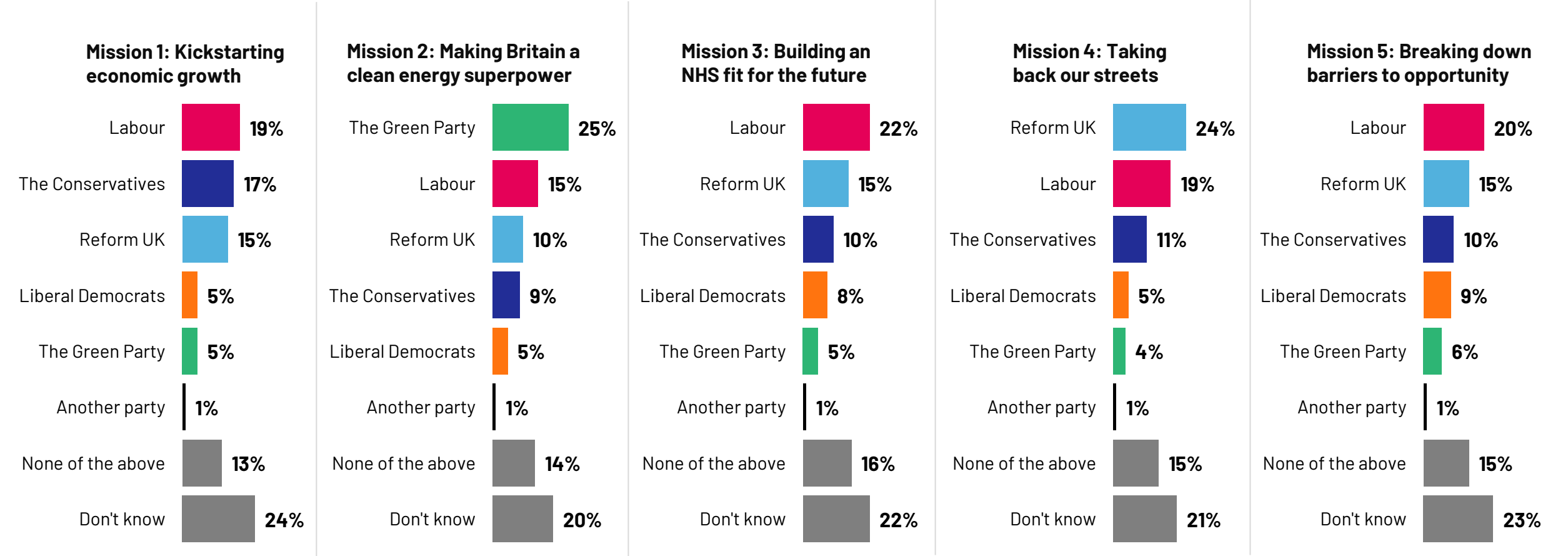

Bad job 40%
Neither 29%
Good job 22%

Bad job: 41%
Good job: 24%
Neither: 22%

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

Labour leads on being seen as the best party to achieve its missions to improve the NHS and break down barriers to opportunity, but Reform UK lead on taking back the streets and Greens on clean energy. No party is chosen by more than one in four.

Which of the following political parties, if any, do you think would do the best job achieving each of the following?

Mission 1: Kickstarting economic growth

Labour	19%
The Conservatives	17%
Reform UK	15%
Liberal Democrats	5%
The Green Party	5%
Another party	1%
None of the above	13%
Don't know	24%

Mission 2: Making Britain a clean energy superpower

The Green Party	25%
Labour	15%
Reform UK	10%
The Conservatives	9%
Liberal Democrats	5%
Another party	1%
None of the above	14%
Don't know	20%

Mission 3: Building an NHS fit for the future

Labour	22%
Reform UK	15%
The Conservatives	10%
Liberal Democrats	8%
The Green Party	5%
Another party	1%
None of the above	16%
Don't know	22%

Mission 4: Taking back our streets

Reform UK	24%
Labour	19%
The Conservatives	11%
Liberal Democrats	5%
The Green Party	4%
Another party	1%
None of the above	15%
Don't know	21%

Mission 5: Breaking down barriers to opportunity

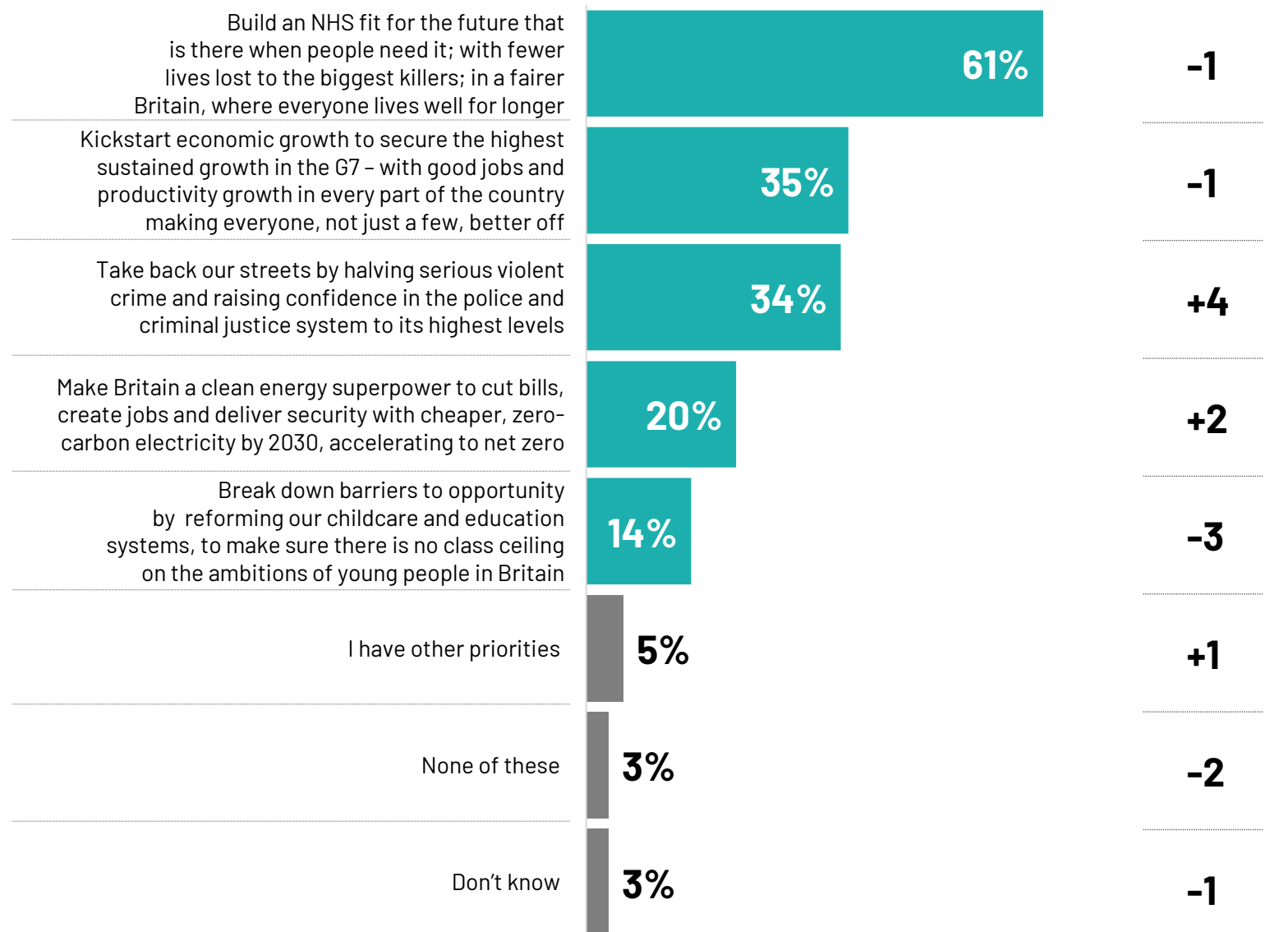|	
Labour	20%
Reform UK	15%
The Conservatives	10%
Liberal Democrats	9%
The Green Party	6%
Another party	1%
None of the above	15%
Don't know	23%

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Building an NHS fit for the future continues to be the main priority for the public, from Labour's five missions

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

Please choose up to 2

Change since Apr '25

Priority	%	Change
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	61%	−1
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	35%	−1
Take back our streets by halving serious violent crime and raising confidence in the police and criminal justice system to its highest levels	34%	+4
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	20%	+2
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	14%	−3
I have other priorities	5%	+1
None of these	3%	−2
Don't know	3%	−1

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Labour's missions

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