

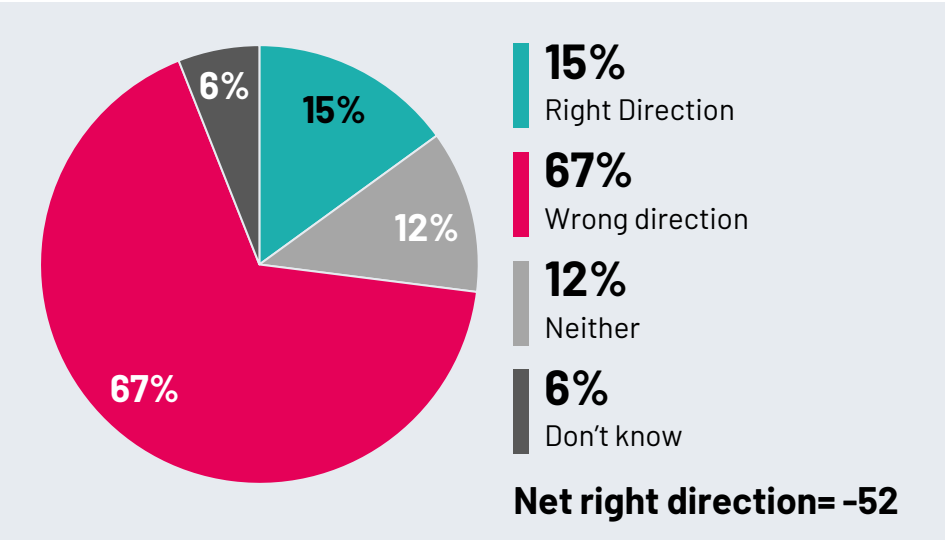
# Ipsos Political Pulse

September 2025

# Direction of the country

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

September 2025



January 2020 - September 2025

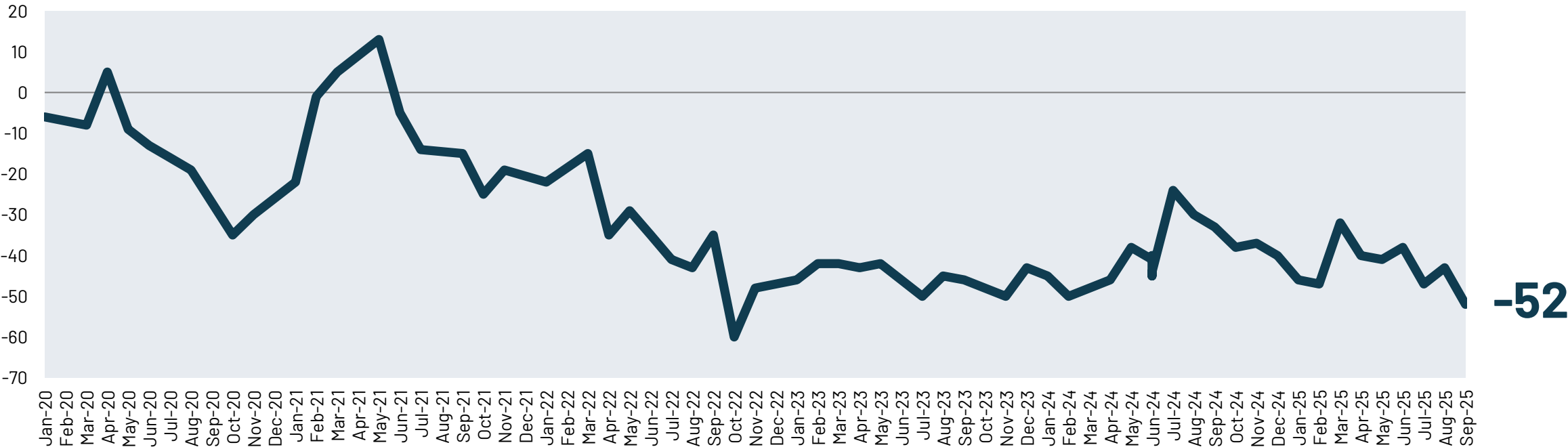


Base: 2272 Online British adults aged 16+, 5-9 September 2025

# Direction of the country: January 2020 – September 2025

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

Net right direction

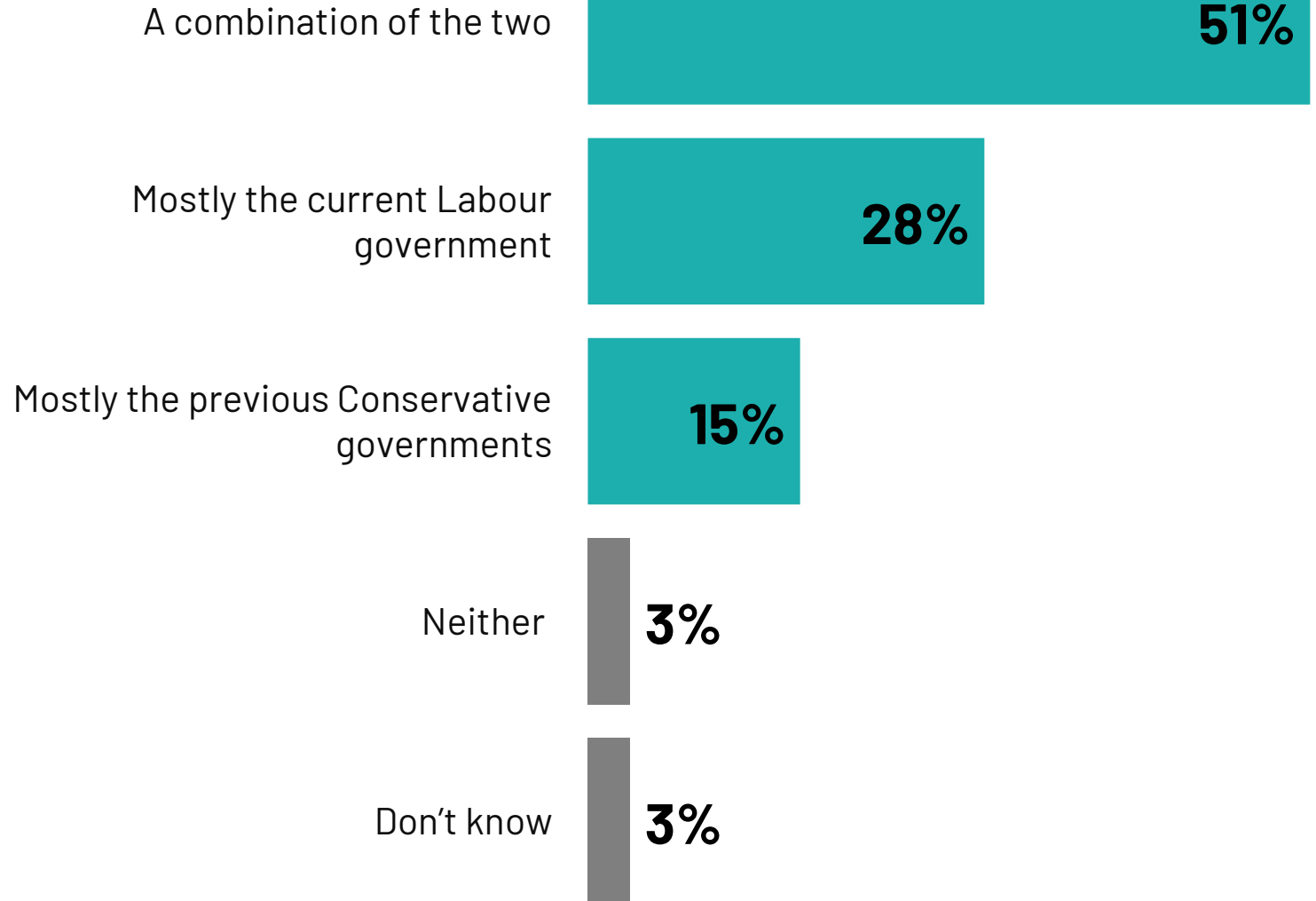


Base: 2272 Online British adults aged 16+, 5-9 September 2025



***Half of Britons who think things are heading in the wrong direction say that both the current Labour government and previous Conservative governments are responsible***

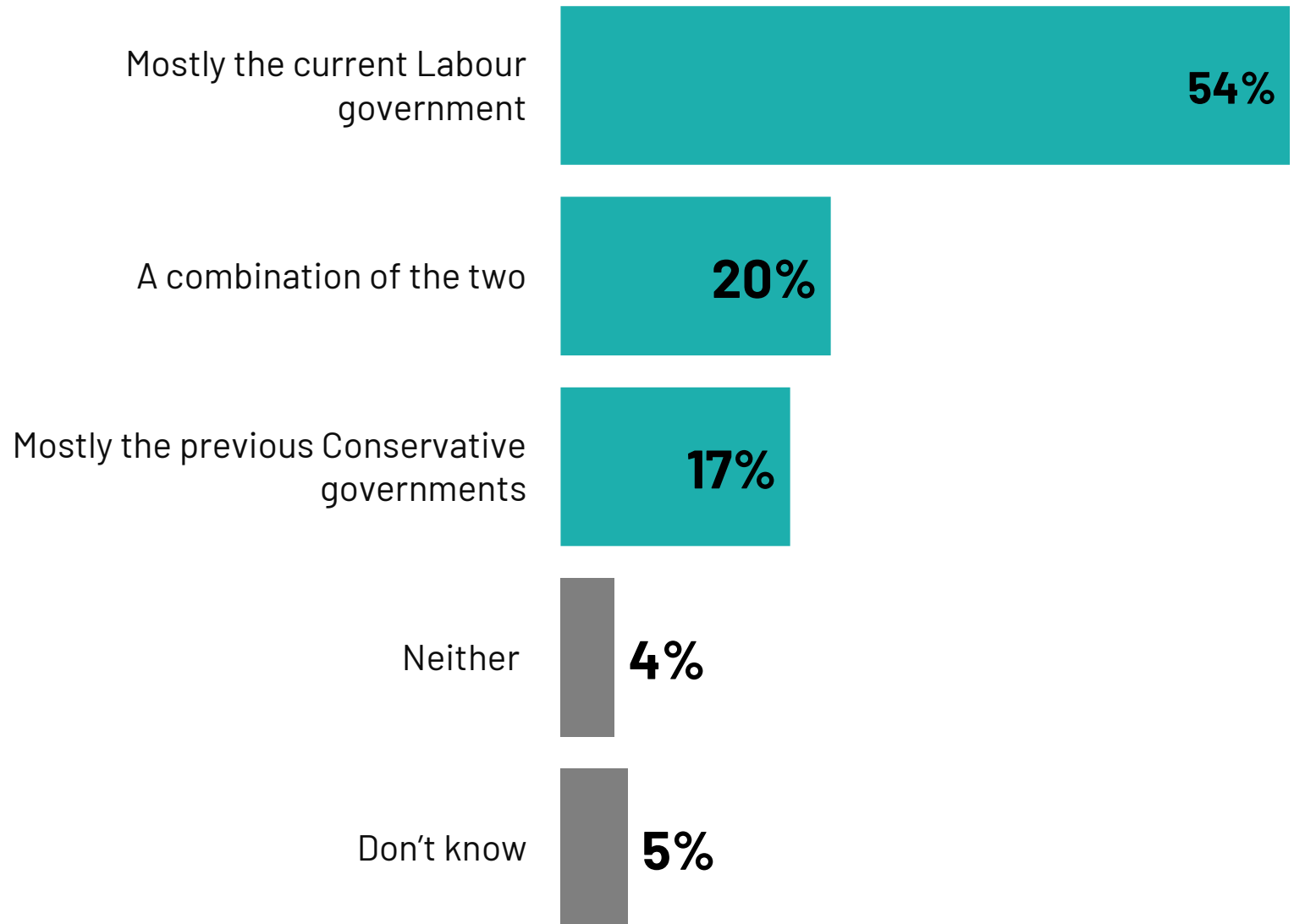
Would you say that the current Labour government or previous Conservative governments are most responsible for things heading in the **wrong direction?**



**Base: 2272** Online British adults aged 16+, 5-9 September 2025

# Among Britons who think things are heading in the right direction, half say that the current Labour government are most responsible for this

Would you say that the current Labour government or previous Conservative governments are most responsible for things heading in the right direction?

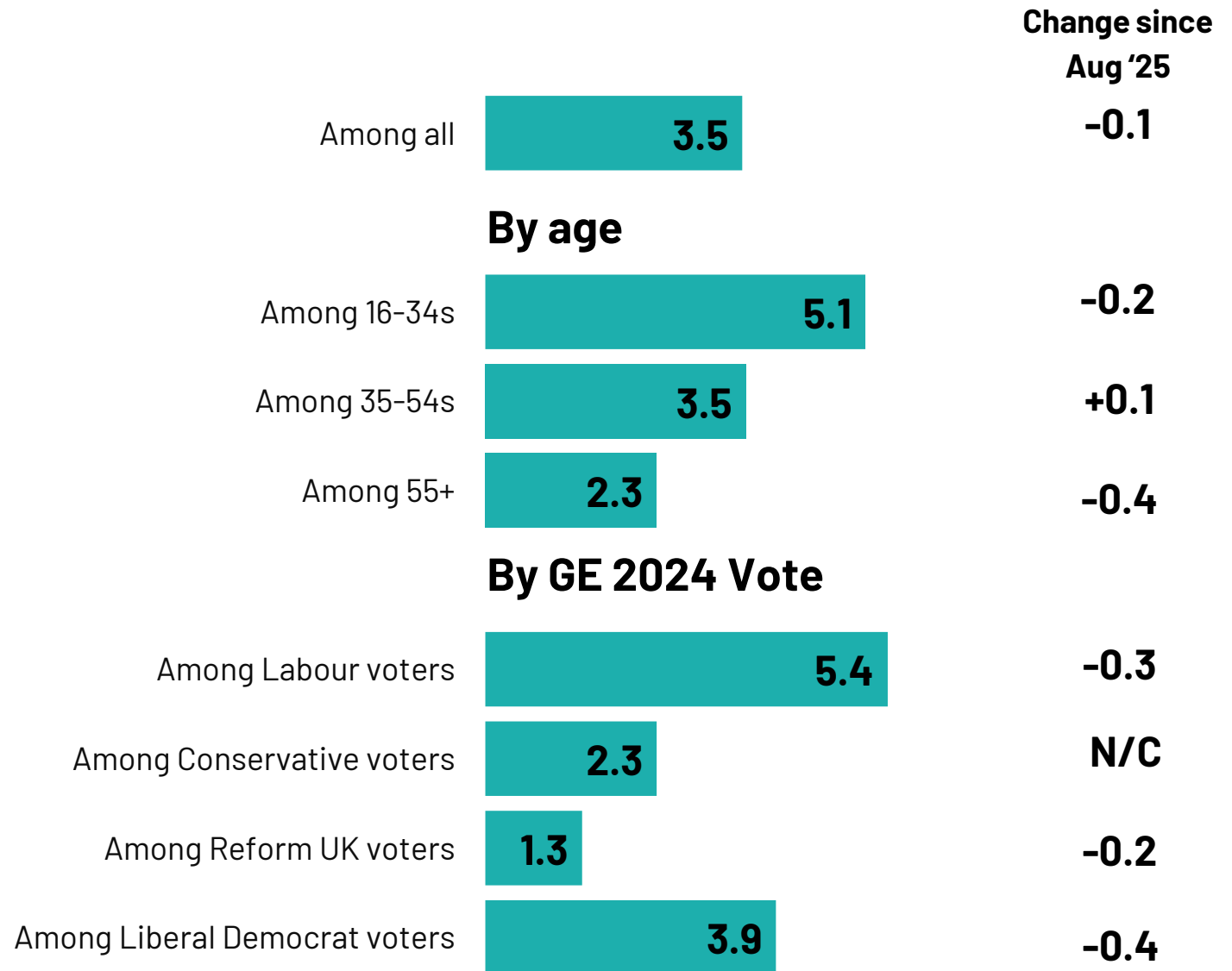


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# How is the current Labour government performing?

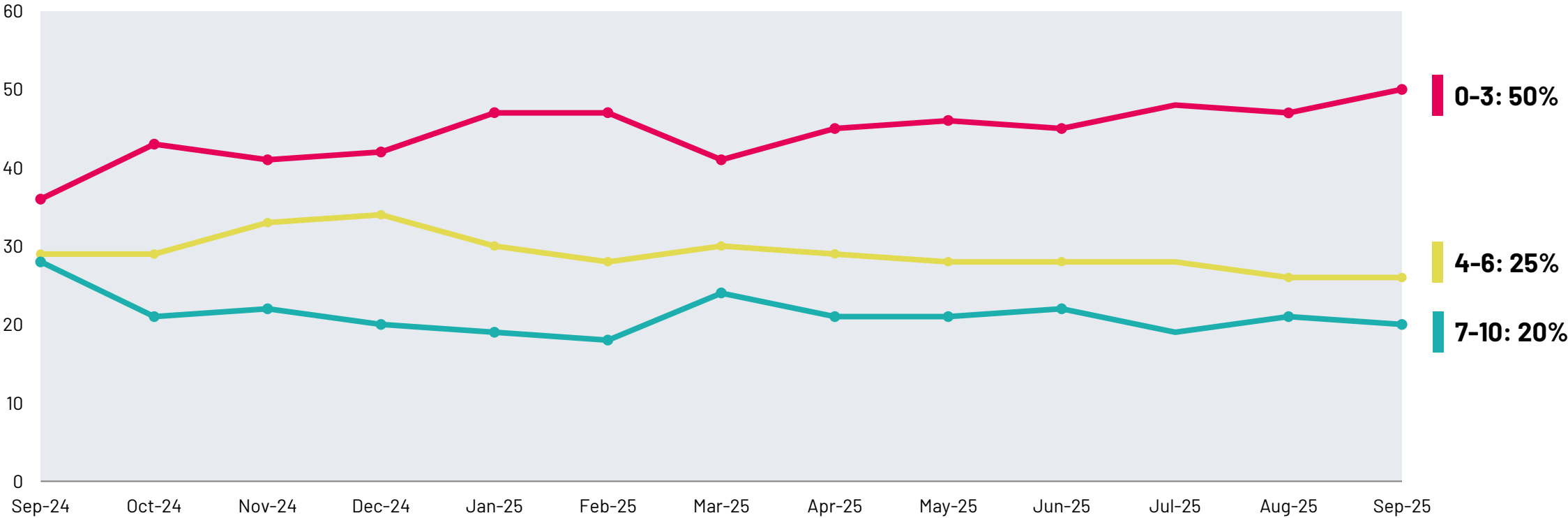
On a scale of 0 to 10, where 10 means a very good job and 0 means a very bad job, do you think the current Labour government is doing a good or bad job at running the country? **Mean scores**

**Base: 2272** Online British adults aged 16+, including (687) 16-34-year-olds, (798) 35-54s, (787) +55s, (705) 2024 Labour voters, (344) 2024 Conservative voters, (230) 2024 Reform UK voters, and (186) Liberal Democrat voters, 5-9 September 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**

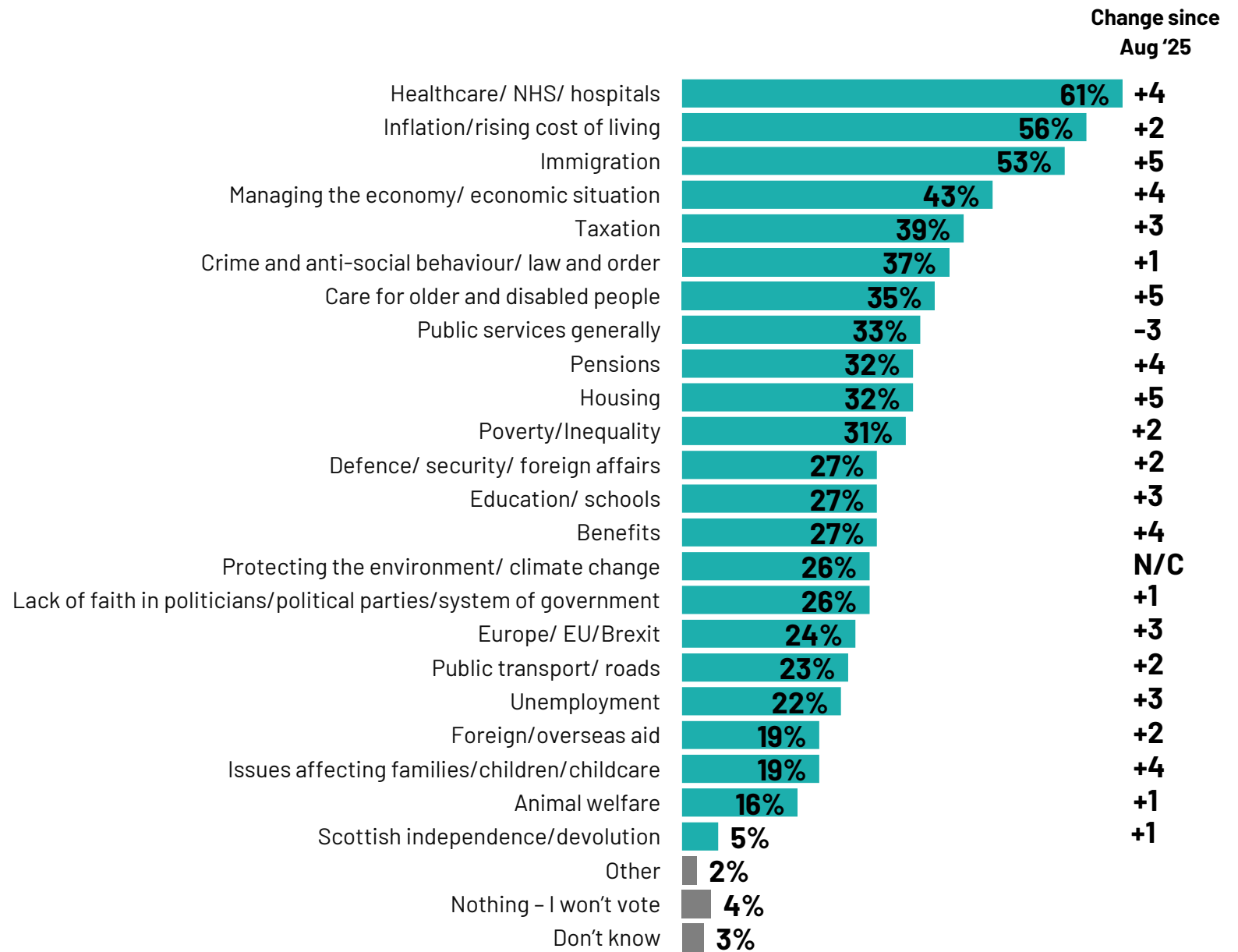


Base: 2272 Online British adults aged 16+, 5-9 September 2025

# Healthcare and inflation continue to be key issues that will be very important in helping the public decide how to vote at the next General Election

Which, if any, of the following issues do you think will be very important to you in helping you decide which party to vote for at the next General Election?

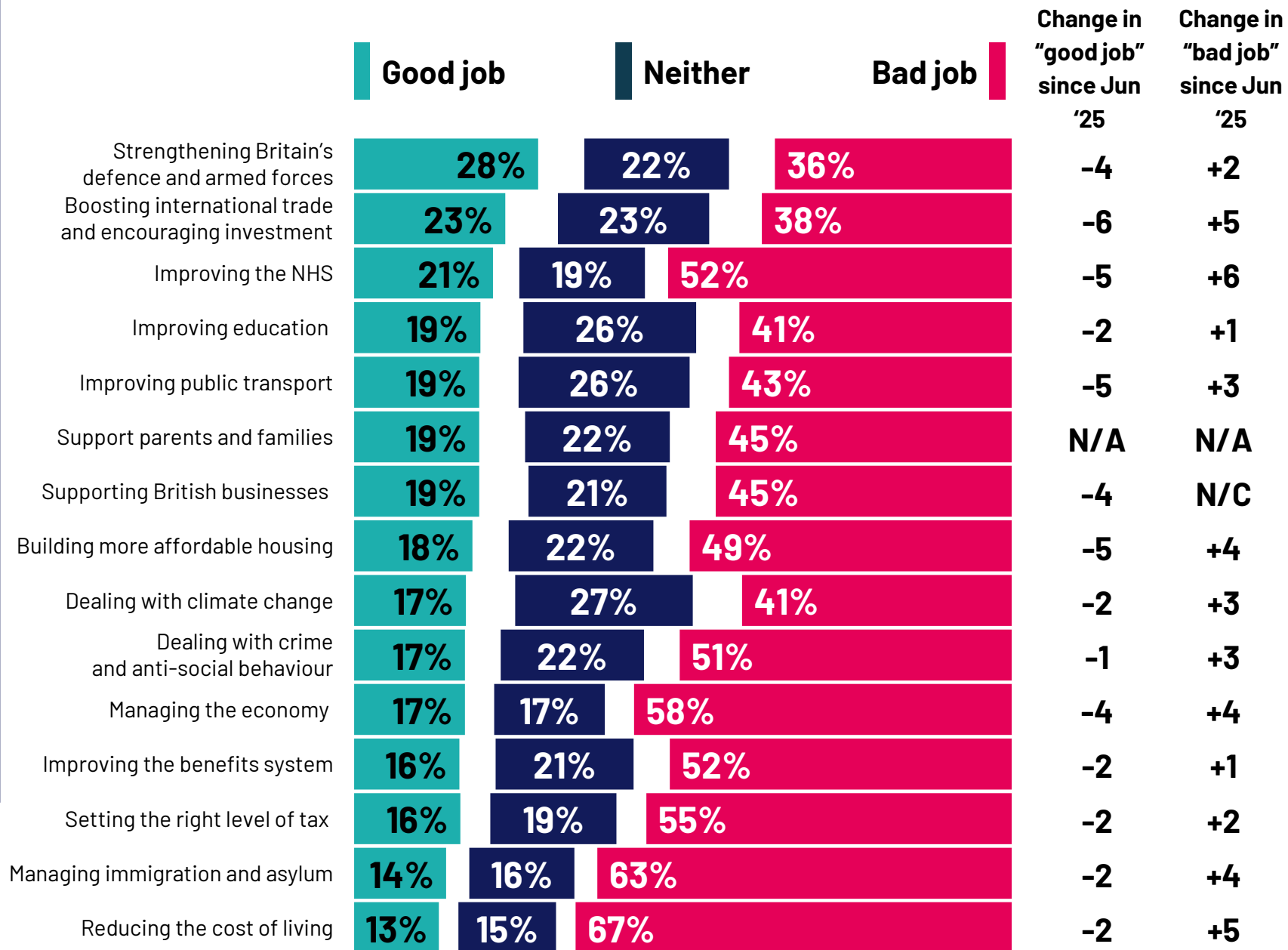
Base: 2272 Online British adults aged 16+, 5-9 September 2025





# Two thirds of Britons think Labour is doing a bad job at reducing the cost of living

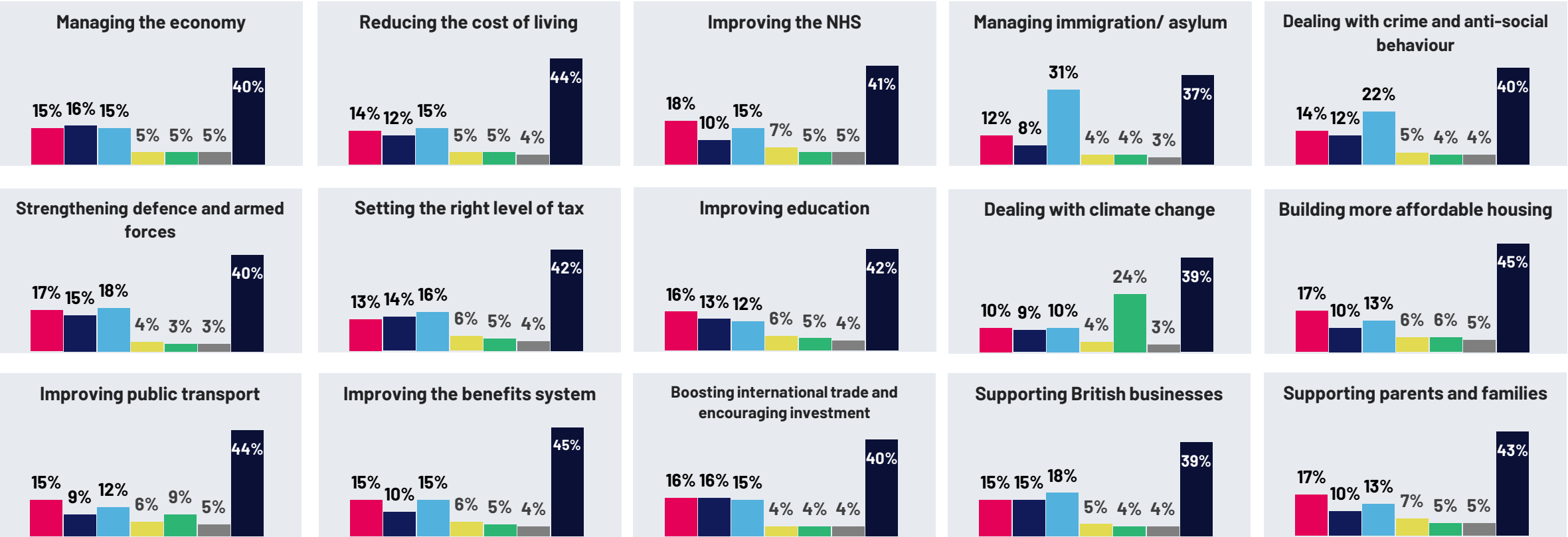
In your opinion, do you think the current Labour government led by Keir Starmer is doing a good job or a bad job, if either, at delivering in the following areas?



Base: 2272 Online British adults aged 16+, 5-9 September 2025

# Best party on key policy issues

Which party, if any, do you trust most to deliver on each of the following issues?

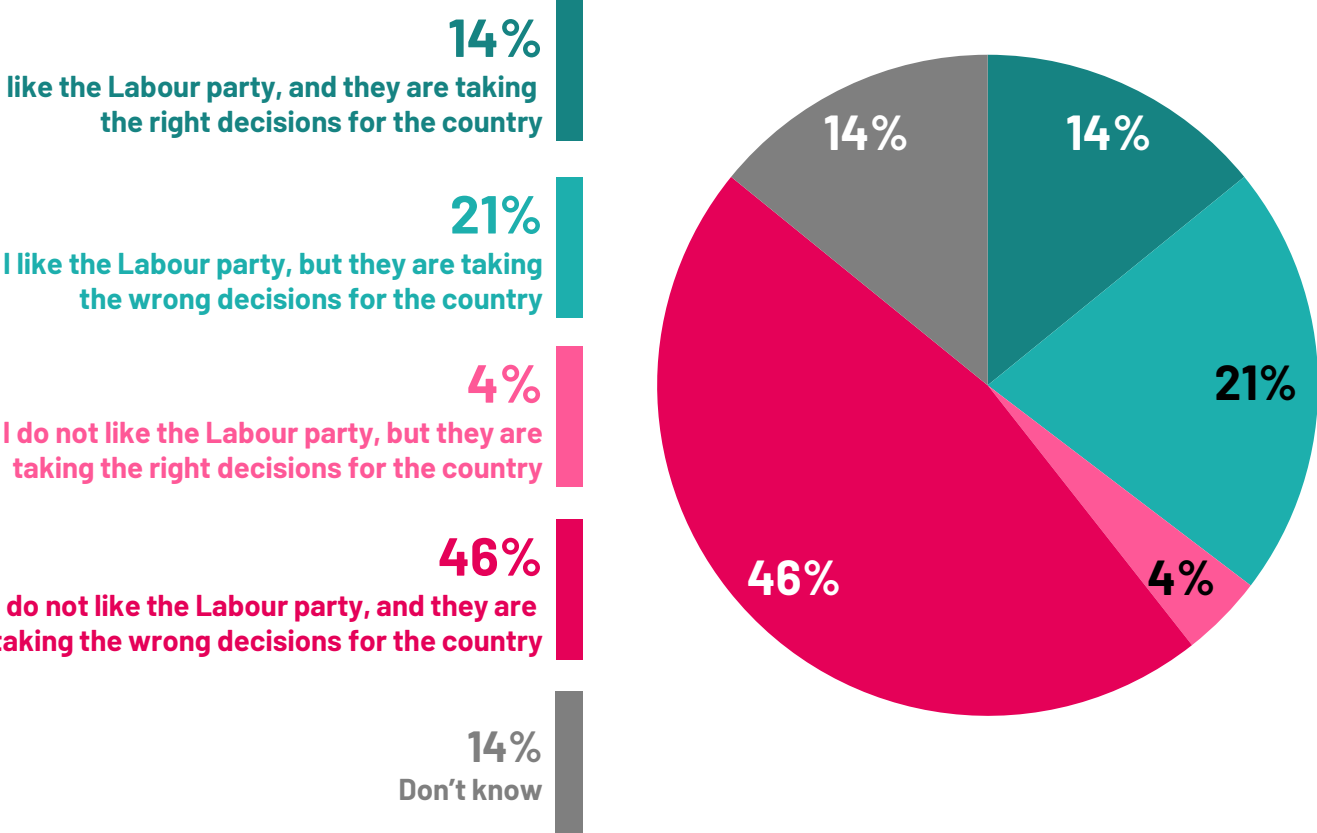


Base: 2272 Online British adults aged 16+, 5-9 September 2025



# Two thirds of Britons think Labour are taking the wrong decisions for the country

Which of these statements come closest to your views of the Labour party and the decisions they have taken?



The Labour party and their decision-making	
Total: I like the Labour party	35%
Total: I do not like the Labour party	50%
Total: The Labour party are taking the right decisions for the country	18%
Total: The Labour party are taking the wrong decisions for the country	67%

Base: 2272 Online British adults aged 16+, 5-9 September 2025



# If given a choice between the Labour party led by Keir Starmer and Reform UK led by Nigel Farage, Britons are split on which party they would prefer to win the next UK General Election

If you had to choose, which party would you prefer to win the next UK General Election and form the next government?



Base: 2272 Online British adults aged 16+, 5-9 September 2025

# Younger Britons would prefer Labour to form the next Government, whilst older Britons would prefer Reform UK

If you had to choose, which party would you prefer to win the next UK General Election and form the next government?

**Base: 2272** Online British adults aged 16+, including (687) 16-34-year-olds, (798) 35-54s, (787) +55s, (705) 2024 Labour voters, (344) 2024 Conservative voters, (230) 2024 Reform UK voters, (186) 2024 Liberal Democrat voters, and (115) 2024 Green party voters, 5-9 September 2025.

The Labour Party  
led by Keir Starmer

Reform UK led  
by Nigel Farage

Among all

38%

35%

## By age

Among 16-34s

48%

20%

Among 35-54s

41%

32%

Among 55-75s

27%

48%

## By GE2024 vote

Among

Labour voters

72%

15%

Among Conservative  
voters

15%

63%

Among Reform  
UK voters

93%

Among Lib  
Dem voters

52%

19%

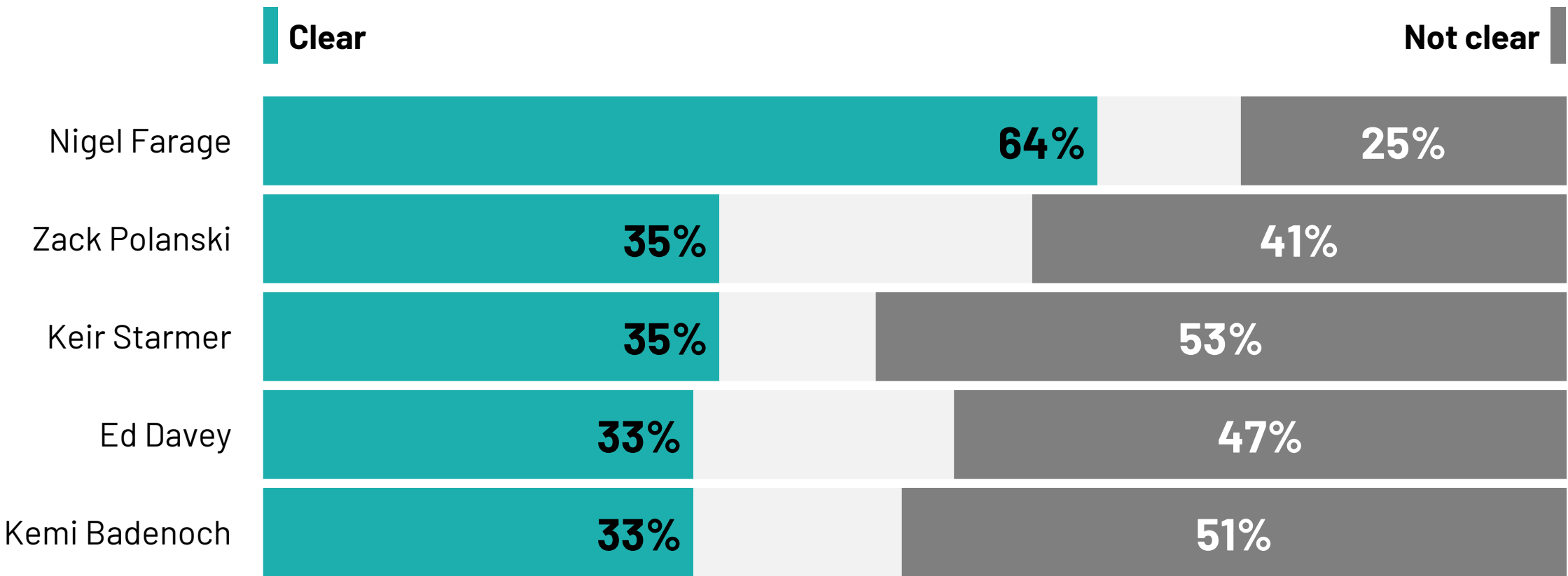
Among Green  
party voters

60%

11%

# Two thirds say it is clear what Nigel Farage stands for

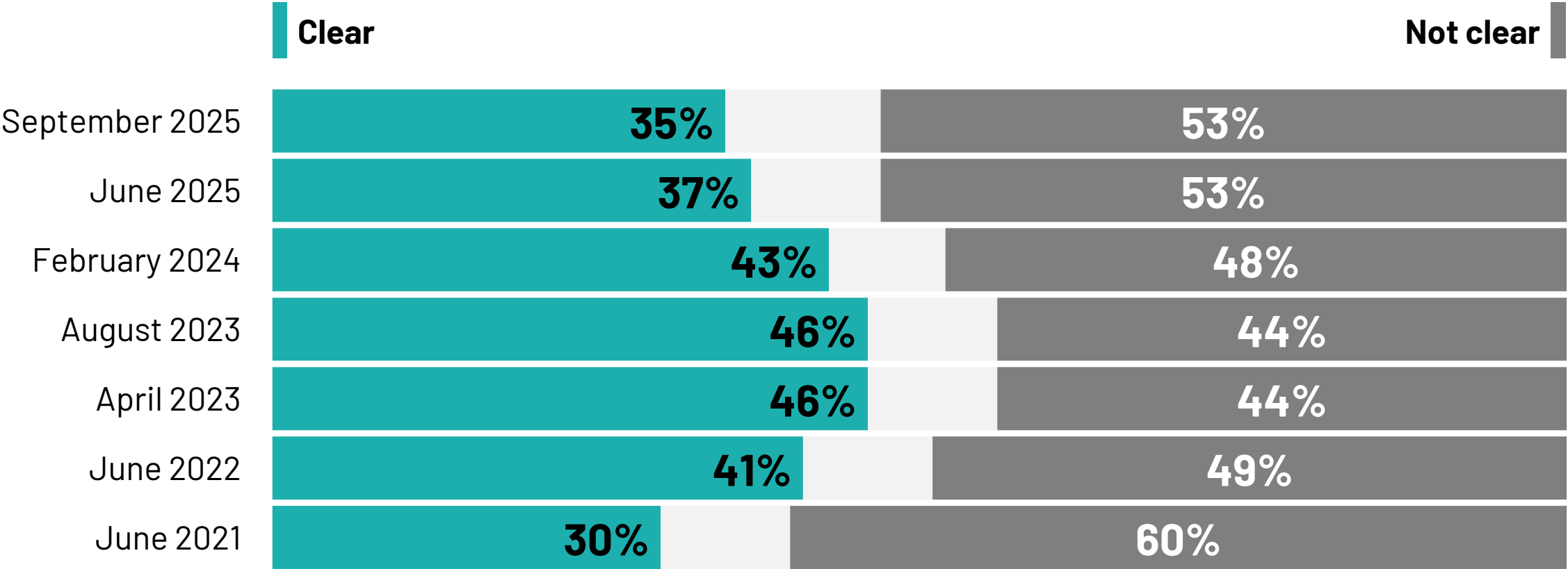
Now thinking about the following political leaders, to what extent would you say it is clear what each leader stands for, or not?



Base: 2272 Online British adults aged 16+, 5-9 September 2025

# Half of Britons continue to say it not clear what Keir Starmer stands for

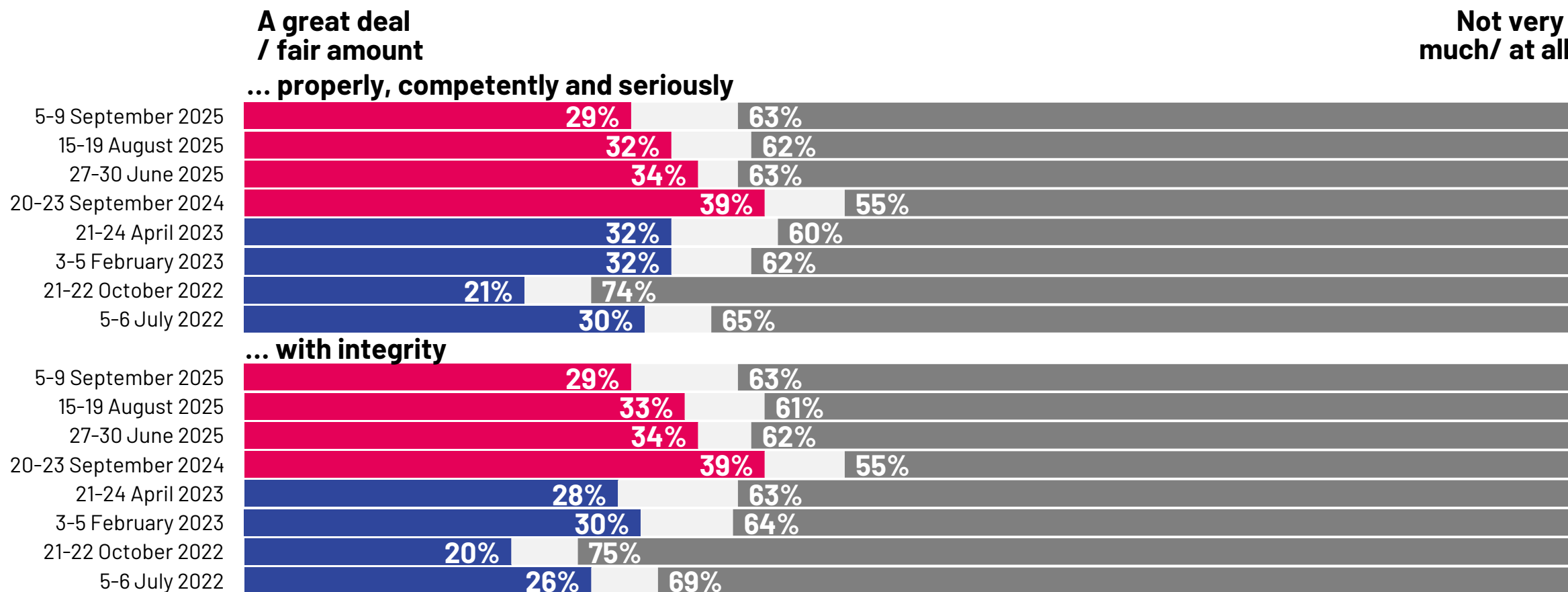
Now thinking about the following political leaders, to what extent would you say it is clear what each leader stands for, or not? *Keir Starmer*



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# Over six in ten Britons do not have confidence that the UK Government is running the country properly, competently, seriously, nor with integrity

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

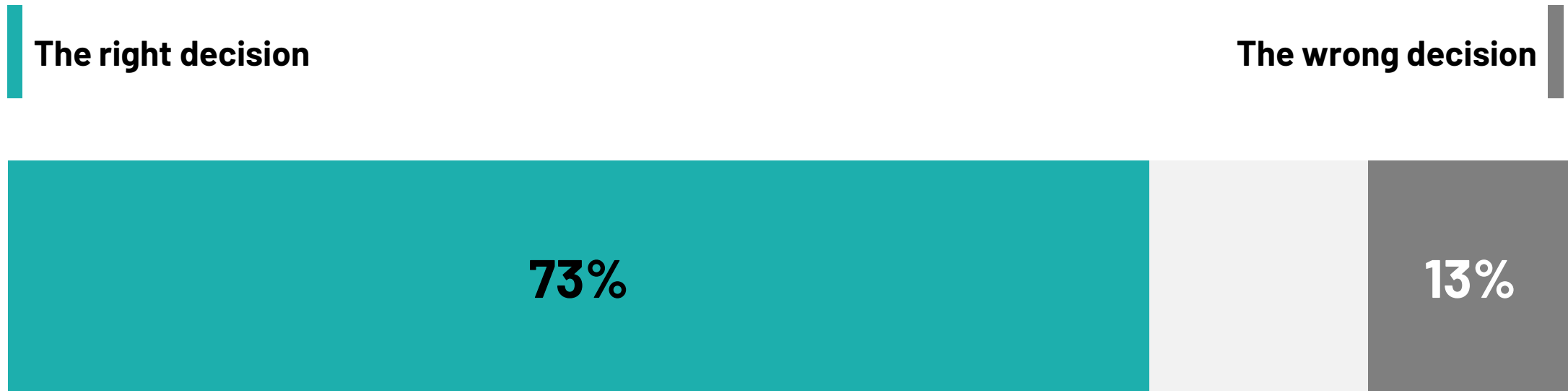


Base: 2172 Online British adults aged 16-75, 5-9 September 2025



# An overwhelming majority of Britons think Angela Rayner made the right decision to resign

As you may or may not know, Angela Rayner resigned as Deputy Prime Minister and Secretary of State for Housing, Communities and Local Government on Friday 5<sup>th</sup> September. This comes after she referred herself to the Independent Adviser on Ministerial Standards, after revealing she did not pay as much stamp duty as she should have on a new flat. To what extent, do you think this was the right or wrong decision?



**Base:** 2272 Online British adults aged 16+, 5-9 September 2025



## September 2025 Political Pulse

### For more information

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