



Table 1
V1AB/V2. COMBINED VOTING INTENTION - ALL - How would you vote if there were a General Election tomorrow? (Which party/most inclined to support?)
Base : All

	Total (Wtd)	Likelihood to vote (General Election)								Gender		Age				Social grade						Ethnicity		UnWgt Total
		Always usually depends	Always usually depends AND 9/10 likelihood	(10) Absolutely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Men	Women	18-34	35-49	50-64	65+	A8	C1	C2	DE	ABCL	C3DE	White	Ethnic minority	
Unweighted Total	1157	964	821	775	984	974	925	847	62	499	640	281	261	303	300	314	304	162	135	748	287	990	136	1157
Weighted Total	1157	964	787	749	984	953	897	816	58	549	589	332	255	302	268	270	329	209	241	600	450	959	164	1157
Total voting (sub-base)	984	880	740	702	906	880	831	766	11	489	475	271	218	258	237	245	284	173	200	529	372	823	129	980
Conservative	152	134	102	98	138	133	118	105	*	72	78	22	29	43	58	40	50	20	30	90	51	130	20	156
	15%	15%	14%	14%	15%	15%	14%	14%	2%	15%	16%	8%	13%	17%	25%	16%	18%	12%	15%	17%	14%	16%	15%	16%
Labour	226	202	159	150	207	197	182	165	1	114	108	77	53	58	37	70	68	30	40	138	70	170	43	228
	23%	23%	22%	21%	23%	22%	22%	22%	10%	23%	23%	28%	25%	22%	16%	29%	24%	17%	20%	26%	19%	21%	33%	23%
Reform UK	315	280	254	244	293	286	280	264	6	166	147	49	59	101	106	46	79	91	79	125	171	295	12	287
	32%	32%	34%	35%	32%	33%	34%	35%	51%	34%	31%	18%	27%	39%	45%	19%	28%	53%	40%	24%	46%	36%	9%	29%
Liberal Democrats (Lib Dem)	116	108	89	80	108	108	102	92	1	50	64	39	33	29	15	42	34	13	13	76	26	96	17	135
	12%	12%	12%	11%	12%	12%	12%	12%	12%	10%	13%	15%	15%	11%	7%	17%	12%	8%	6%	14%	7%	12%	13%	14%
Scottish National Party (SNP)	16	16	12	11	15	15	15	12	1	7	9	7	3	3	3	2	6	1	5	8	6	13	2	21
	2%	2%	2%	2%	2%	2%	2%	2%	13%	2%	2%	2%	2%	1%	1%	1%	2%	1%	3%	1%	2%	2%	2%	2%
Plaid Cymru	8	7	6	4	7	7	7	6	-	4	4	-	2	2	4	2	3	3	-	5	3	8	-	6
	1%	1%	1%	1%	1%	1%	1%	1%	-s	1%	1%	-	1%	1%	2%	1%	1%	2%	-	1%	1%	1%	-	1%
Green Party	123	106	92	87	112	107	101	95	1	66	51	67	30	19	8	37	40	9	23	77	32	93	26	121
	13%	12%	12%	12%	12%	12%	12%	12%	11%	13%	11%	25%	14%	7%	3%	15%	14%	5%	11%	14%	9%	11%	20%	12%
Alba Party	1	1	1	1	1	1	1	1	-	1	-	-	-	1	-	1	-	-	-	1	-	1	-	1
	*	*	*	*	*	*	*	*	-s	*	-	-	-	*	-	*	-	-	-	*	-	*	-	*
Other	27	26	25	26	26	26	26	26	-	10	14	9	9	3	7	6	4	4	9	10	14	18	9	25
	3%	3%	3%	4%	3%	3%	3%	3%	-s	2%	3%	3%	4%	1%	3%	2%	2%	3%	5%	2%	4%	2%	7%	3%
Would not vote	74	19	1	3	7	5	5	4	45	34	40	31	17	19	6	10	19	19	15	29	34	64	9	76
	6%	2%	*	*	1%	1%	1%	*	79%	6%	7%	9%	7%	6%	2%	4%	6%	9%	6%	5%	8%	7%	5%	7%
Undecided	96	64	44	42	70	67	59	45	1	24	72	29	20	23	24	15	26	16	27	41	42	69	26	96
	8%	7%	6%	6%	7%	7%	7%	6%	2%	4%	12%	9%	8%	8%	9%	5%	8%	8%	11%	7%	9%	7%	16%	8%
Prefer not to say	3	2	2	2	2	2	2	2	-	2	2	1	-	1	2	1	*	1	-	1	1	3	1	5
	*	*	*	*	*	*	*	*	-s	*	*	*	-	*	1%	*	*	*	-	*	*	*	*	*

Fieldwork dates - Thursday 11th to Wednesday 17th September 2025.
Respondent Type - Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source - Ipsos J25-007339-01
*=Less than 0.5%
s=Where unweighted base sizes smaller than 100, please note results are indicative only



Table 2
 VLAB/VZ: GOVERNED VOTING INTENTION - ALL - How would you vote if there were a General Election tomorrow? (Which party/most inclined to support?)

Base : All

	Total (Unweighted)	Voting					Working status		Government		Work sector		Tenure							ONS Regions							Past vote (2024 General Election)							Qualification			Unw Tot
		Labour	Conservative	Liberal Democrats (UK Dev)	Reform UK	Green Party	Full-time	Not full-time/Ret	Satisfied	Dissatisfied	Public	Private	Most recent	Overseas resident	Private sector	Social sector	Rentier	Total owner-occupied	North east, Scot	Midlands (incl. E of England)	South east - London	Greater London	England	Scot	Wales	Lab	Con	Reform UK	LD	Other incl. UK Gov	New voters	No reg ¹	Other reg ²	Engage ³			
Unweighted Total	1157	228	156	816	267	122	637	147	937	401	594	873	475	139	145	164	848	282	145	165	110	1009	93	161	113	213	138	112	211	161	129	561	611	1157			
Total within sub-sect	984	236	152	116	315	123	458	121	129	805	110	102	187	130	129	219	689	228	261	236	123	848	93	45	272	131	139	93	207	121	150	505	613	980			
Conservative	152	-	152	-	-	-	66	87	140	60	94	44	84	10	7	17	127	10	15	10	40	17	143	8	2	8	97	2	8	10	25	28	81	41	156		
Labour	155	-	100%	-	-	-	14%	17%	8%	17%	12%	14%	22%	8%	5%	7%	18%	15%	15%	17%	14%	17%	8%	5%	8%	14%	2%	4%	1%	10%	10%	10%	11%	18%			
Liberal	226	226	-	-	-	-	127	96	94	100	90	110	76	81	31	27	60	136	40	47	51	36	195	20	11	153	5	-	17	26	23	18	88	111	228		
Reform UK	23%	100%	-	-	-	-	28%	18%	72%	12%	29%	20%	25%	21%	25%	21%	23%	27%	27%	18%	22%	29%	23%	24%	16%	2%	-	18%	13%	19%	12%	17%	36%	23%			
Green Party	315	-	-	-	-	315	124	190	5	309	62	189	77	140	24	61	85	226	85	96	76	20	277	34	15	28	81	154	13	18	64	78	180	47	287		
Other	52%	-	-	-	-	100%	27%	10%	7%	10%	14%	20%	18%	10%	67%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%			
Unweighted Total	1157	-	-	-	-	-	62	24	14	97	41	61	51	38	18	6	24	89	18	29	37	26	108	8	4	11	6	-	48	19	10	7	57	12	110		
Conservative (UK Dev)	12%	-	-	100%	-	-	14%	10%	11%	13%	11%	17%	10%	14%	5%	9%	13%	8%	11%	10%	17%	12%	9%	8%	11%	3%	-	52%	20%	9%	5%	11%	17%	14%			
Liberal Democrats (UK Dev)	16	-	-	-	-	-	6	10	1	15	3	11	4	4	2	4	6	7	-	-	-	-	10	-	3	1	1	-	-	10	2	1	11	4	21		
Scottish National Party (SNP)	2%	-	-	-	-	-	2%	2%	2%	2%	2%	1%	1%	2%	2%	2%	1%	-	-	-	-	18%	-	1%	-	-	-	-	5%	2%	-	1%	2%	2%			
Plaid Cymru	8	-	-	-	-	-	3	5	-	8	2	6	3	4	-	1	7	-	-	-	-	-	8	2	-	-	1	6	-	3	4	1	8				
Green Party	13%	-	-	-	-	-	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%			
Alba Party	1	-	-	-	-	-	1	-	-	1	-	1	-	1	-	-	1	-	-	-	-	1	-	-	-	-	-	-	-	-	-	1	-	1			
Other	4	-	-	-	-	-	4	-	-	4	-	4	-	4	-	-	4	-	-	-	-	4	-	-	-	-	-	-	-	-	-	4	-	4			
Unweighted Total	237	-	-	-	-	-	8	18	-	3%	1%	11	14	3	4	7	11	14	10	9	2	4	25	1	2	8	1	1	8	15	-	6	16	4	25		
Other	2%	-	-	-	-	-	2%	3%	-	3%	6%	2%	3%	1%	3%	6%	2%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%		
Unweighted Total	74	-	-	-	-	-	39	35	3	59	22	38	24	16	16	15	31	39	22	26	8	11	67	1	5	11	4	2	1	1	48	17	37	18	76		
Unweighted %	6%	-	-	-	-	-	7%	6%	2%	6%	6%	7%	4%	10%	9%	10%	9%	8%	9%	8%	7%	7%	1%	9%	3%	2%	2%	1%	1%	24%	9%	6%	9%	7%			
Unweighted Total	96	-	-	-	-	-	44	48	4	80	30	48	27	31	13	15	28	61	27	20	19	16	83	6	7	22	11	7	4	9	28	12	49	31	96		
Unweighted %	8%	-	-	-	-	-	8%	8%	2%	8%	7%	8%	8%	8%	9%	9%	8%	10%	7%	7%	11%	8%	8%	12%	7%	5%	6%	4%	4%	14%	12%	8%	3%	8%			
Unweighted Total	0	-	-	-	-	-	-	0	-	0	-	0	-	0	-	0	-	0	-	-	-	0	-	0	-	-	-	-	-	-	0	-	0	-	0		
Unweighted %	0	-	-	-	-	-	-	0	-	0	-	0	-	0	-	0	-	0	-	-	-	0	-	0	-	-	-	-	-	-	0	-	0	-	0		

Fieldwork dates : Thursday 12th to Wednesday 17th September 2025.
 Respondent Type : Probability sample, adults 16+. Great Britain, online KnowledgePanel.
 Source : Ipsos I25 087539-01
 *Less than 0.5%
 -Where unweighted base sizes smaller than 100, please note results are indicative only



Table 3
V1A8/V2. COMBINED VOTING INTENTION - LIKELY TO VOTE - How would you vote if there were a General Election tomorrow? (Which party/most inclined to support?)

Base : All 9/10 at likely to vote (LIKEV) and always/usually/it depends at vote frequency (votefreq)

	Total (Wtd)	Likelihood to vote (General Election)								Gender		Age				Social grade						Ethnicity		UnWgt Total
		Always usually depends	Always usually depends AND 9/10 likelihood	(10) Absolutely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Men	Women	18-34	35-49	50-64	65+	A8	C1	C2	DE	ABCL	C3DE	White	Ethnic minority	
Unweighted Total	828	828	828	759	828	828	828	828	-	379	635	157	187	226	263	285	263	114	84	968	188	743	68	828
Weighted Total	787	787	787	723	787	787	787	787	-	384	389	173	175	212	227	207	232	147	148	439	294	688	80	828
Total voting (sub-base)	740	740	740	680	740	740	740	740	-	373	354	167	168	196	209	200	221	140	135	420	275	651	71	775
Conservative	102	102	102	95	102	102	102	102	-	42	60	5	20	23	55	25	39	12	22	63	34	94	8	115
	14%	14%	14%	14%	14%	14%	14%	14%	-s	11%	17%	3%	12%	12%	26%	12%	18%	8%	16%	15%	12%	14%	11%	15%
Labour	159	159	159	145	159	159	159	159	-	84	71	49	38	41	31	58	53	22	18	111	40	131	19	177
	22%	22%	22%	21%	22%	22%	22%	22%	-s	23%	20%	29%	23%	21%	15%	29%	24%	16%	13%	26%	14%	20%	19	23%
Reform UK	254	254	254	235	254	254	254	254	-	140	114	28	49	89	88	39	66	81	60	105	141	246	6	243
	34%	34%	34%	35%	34%	34%	34%	34%	-s	38%	32%	17%	29%	46%	42%	20%	30%	58%	45%	25%	51%	38%	9%	31%
Liberal Democrats (Lib Dem)	89	89	89	80	89	89	89	89	-	39	49	29	25	20	15	36	28	10	6	63	16	79	9	108
	12%	12%	12%	12%	12%	12%	12%	12%	-s	10%	14%	17%	15%	10%	7%	18%	12%	7%	4%	15%	6%	12%	13%	14%
Scottish National Party (SNP)	12	12	12	11	12	12	12	12	-	7	5	4	3	2	3	2	4	1	3	6	4	8	2	17
	2%	2%	2%	2%	2%	2%	2%	2%	-s	2%	1%	3%	2%	1%	1%	1%	2%	1%	2%	2%	1%	1%	3%	2%
Plaid Cymru	6	6	6	4	6	6	6	6	-	2	3	-	1	1	4	1	1	3	-	2	3	6	-	4
	1%	1%	1%	1%	1%	1%	1%	1%	-s	1%	1%	-	1%	*	2%	1%	1%	2%	-s	1%	1%	1%	-s	1%
Green Party	92	92	92	83	92	92	92	92	-	48	38	44	24	36	8	32	26	7	17	58	24	69	18	89
	12%	12%	12%	12%	12%	12%	12%	12%	-s	13%	11%	26%	14%	8%	4%	16%	12%	5%	12%	14%	9%	11%	26%	11%
Alba Party	1	1	1	1	1	1	1	1	-	1	-	-	-	1	-	1	-	-	-	1	-	1	-	1
	*	*	*	*	*	*	*	*	-s	*	-	-	-	*	-	*	-	-	-s	*	-	*	-s	*
Other	25	25	25	25	25	25	25	25	-	9	14	9	7	3	7	6	4	4	8	9	13	17	9	21
	3%	3%	3%	4%	3%	3%	3%	3%	-s	2%	4%	5%	4%	1%	3%	3%	2%	3%	6%	2%	5%	3%	12%	3%
Would not vote	1	1	1	-	1	1	1	1	-	-	1	1	-	-	-	-	1	-	-	1	-	1	-	1
	*	*	*	-	*	*	*	*	-s	-	*	-	-	-	-	-	*	-	-s	*	-	*	-s	*
Undecided	44	44	44	41	44	44	44	44	-	10	34	5	7	16	17	7	10	6	13	17	18	35	9	49
	6%	6%	6%	6%	6%	6%	6%	6%	-s	3%	9%	3%	4%	8%	7%	3%	4%	4%	9%	4%	6%	5%	11%	6%
Prefer not to say	2	2	2	2	2	2	2	2	-	2	*	-	-	*	2	1	*	1	-	1	1	2	-	3
	*	*	*	*	*	*	*	*	-s	*	*	-	-	*	1%	*	*	1%	-s	*	*	*	-s	*

Fieldwork dates - Thursday 11th to Wednesday 17th September 2025.

Respondent Type - Probability sample, adults 18+, Great Britain, online KnowledgePanel

Source - Ipsos J25-007339-01

*=Less than 0.5%

s=Where unweighted base sizes smaller than 100, please note results are indicative only

Our long term political and social trends have been collected over the last 30+ years and are unrivalled amongst polling organisations:
<https://www.ipsos.uk/politicalandsocialtrends>



Table 6
VLAB/V2 - COMBINED VOTING INTENTION - LIKELY TO VOTE - How would you vote if there were a General Election tomorrow? (Which party/most inclined to support?)

Base : All 18/20 at likely to vote (UKPV) and always/usually/it depends at vote frequency (noted)

	Total (Weighted)	Voting				Working status		Government		Work sector		Tissues							ONS Regions							Past vote (2024 General Election)							Qualification			Unw. Tot.
		Labour	Conservative	Liberal Democrats (UK Dev)	Reform UK	Green Party	Full-time	Not full-time/Ret	Satisfied	Dissatisfied	Public	Private	Most acute	Chronic/psychiat	Private sector	Social sector	Total owner/manager	North east, incl. 4 of England	Midlands (incl. 4 of England)	South east - London	Greater London	East of England	West	Wales	LD	Cons	Reform UK	LD	Other incl. LD/Cons	Non voters	No regd	Other regd	Progress			
Unweighted Total	723	182	179	115	108	243	85	475	113	689	287	621	279	385	75	95	144	668	205	245	201	87	708	80	160	263	180	100	101	47	85	601	617	638		
Weighted Total	792	225	225	89	224	243	115	699	115	812	318	673	318	435	89	112	164	792	265	320	271	89	712	87	167	274	192	120	89	119	30	122	396	295	775	
Total within sub-sect	740	199	199	102	254	243	115	345	115	456	166	411	243	316	82	84	166	792	265	320	271	89	712	87	167	274	192	120	85	176	39	122	396	295	775	
Conservative	182	-	102	-	-	254	-	92	34	68	6	96	11	54	2	2	8	96	28	28	36	11	95	6	2	5	79	1	9	6	6	23	50	28	115	
Labour	146	-	100%	-	-	100%	-	100%	17%	10%	10%	14%	10%	22%	4%	3%	4%	13%	18%	13%	14%	14%	15%	7%	0%	2%	40%	7%	5%	4%	16%	10%	14%	11%	10%	
Liberal	159	159	-	-	-	101	59	72	63	69	75	61	60	21	13	34	121	42	37	31	24	134	19	6	124	2	-	17	23	7	3	53	93	177		
Reform UK	22%	100%	-	-	-	23%	13%	77%	10%	28%	18%	23%	19%	20%	15%	22%	24%	20%	17%	29%	21%	24%	17%	57%	1%	-	20%	13%	17%	10%	15%	37%	23%	23%		
Green Party	254	-	-	-	254	-	95	158	2	212	62	159	64	129	16	43	60	160	65	75	67	34	230	19	15	30	62	100%	12	16	17	62	148	40	243	
Liberal Democrats (UK Dev)	146	-	-	-	100%	-	28%	40%	2%	61%	10%	20%	41%	20%	14%	20%	10%	17%	40%	27%	17%	10%	25%	40%	14%	43%	100%	14%	9%	44%	14%	14%	14%	14%		
Other	89	-	-	89	-	-	55	39	12	73	12	46	16	28	8	6	14	74	13	22	35	12	79	7	3	27	6	-	43	48	1	7	43	39		
Liberal Democrats (UK Dev)	12%	-	-	-	100%	-	15%	10%	13%	13%	12%	19%	9%	9%	7%	8%	13%	8%	12%	18%	14%	13%	9%	7%	12%	4%	-	50%	27%	3%	6%	12%	15%	14%		
Scottish National Party (SNP)	12	-	-	-	-	-	4	7	1	10	3	6	3	2	2	5	6	5	-	-	-	-	1	1	1	1	1	-	-	9	1	-	8	3	17	
Other	2%	-	-	-	-	-	2%	2%	2%	2%	2%	1%	1%	2%	5%	4%	1%	-	-	-	-	4	1	1	1	1	-	-	5%	3%	-	4	2%	1%	1%	
Fixed Cyprus	6	-	-	-	-	-	2	4	-	6	1	5	1	4	-	-	6	-	-	-	-	-	-	6	-	-	-	-	1	5	-	3	1	1	6	
Other	1%	-	-	-	-	-	1%	1%	-	1%	1%	1%	1%	1%	-	-	1%	-	-	-	-	-	-	-	-	-	-	-	2%	1%	-	-	-	-		
Green Party	92	-	-	-	-	92	49	43	2	89	38	48	32	18	28	9	37	49	16	17	22	19	74	14	4	23	-	-	5	55	7	9	37	45	89	
Other	12%	-	-	-	-	14%	14%	11%	2%	14%	15%	12%	13%	6%	34%	11%	20%	9%	9%	9%	12%	23%	12%	18%	10%	10%	-	-	6%	31%	18%	8%	11%	18%	11%	
Alba Party	1	-	-	-	-	-	1	-	-	1	-	1	-	1	-	-	1	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	1	-	1	
Other	4	-	-	-	-	-	4	-	-	4	-	4	-	4	-	-	4	-	-	-	-	-	4	-	4	-	4	-	-	-	-	-	4	-	4	
Other	3%	-	-	-	-	-	3%	4%	3%	4%	3%	4%	3%	4%	3%	4%	3%	4%	3%	4%	3%	4%	3%	4%	3%	4%	3%	4%	3%	4%	3%	4%	3%	4%	3%	
Would not vote	1	-	-	-	-	-	1	-	-	1	-	1	-	1	-	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	
Other	4	-	-	-	-	-	4	-	-	4	-	4	-	4	-	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	
Undecided	6%	-	-	-	-	-	6%	7%	3%	6%	6%	5%	4%	7%	2%	5%	4%	6%	5%	6%	7%	6%	5%	5%	6%	5%	4%	4%	4%	3%	4%	4%	6%	6%	6%	
Prefer not to say	2	-	-	-	-	-	2	-	2	-	-	-	2	-	-	-	2	1	1	-	-	2	-	-	-	-	-	-	-	-	-	-	1	1	2	
Other	4	-	-	-	-	-	4	-	-	4	-	4	-	4	-	-	4	-	-	-	-	4	-	4	-	4	-	-	-	-	-	-	4	-	4	

Fieldwork dates : Thursday 12th to Wednesday 17th September 2025.
Represented Type : Probability sample, adults 16+, Great Britain, online KnowledgePanel
Source : Ipsos MORI 097539-01
*Less than 0.5%
n=Where unweighted base sizes smaller than 100, please note results are indicative only



Table 5
V1AB. How would you vote if there were a General Election tomorrow? (Which party is that?)

Base : All

	Total (Wtd)	Likelihood to vote (General Election)								Gender		Age				Social grade						Ethnicity		UnWgt Total
		Always usually depends	Always usually depends AND 9/10 likelihood	(10) Absolutely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Men	Women	18-34	35-49	50-64	65+	A8	C1	C2	DE	ABCl	C3DE	White	Ethnic minority	
Unweighted Total	1157	96	82	77	98	97	92	87	82	49	64	28	26	30	30	34	39	36	33	74	29	99	13	1157
Weighted Total	1157	96	78	74	98	93	87	86	58	54	58	32	25	30	26	27	32	29	24	60	45	95	16	1157
Conservative	111	96	80	80	101	98	89	83	*	55	53	21	22	25	43	28	38	18	19	66	37	97	13	111
	10%	10%	10%	11%	10%	10%	10%	10%	*	10%	9%	6%	9%	8%	16%	10%	11%	9%	8%	11%	8%	10%	8%	10%
Labour	180	164	130	126	166	160	150	136	-	92	84	66	44	43	28	55	57	21	31	112	52	128	39	182
	16%	17%	17%	17%	17%	17%	17%	17%	-s	17%	14%	20%	17%	14%	10%	20%	17%	10%	13%	19%	12%	13%	24%	16%
Liberal Democrats (Lib Dem)	93	86	72	64	86	86	81	75	1	40	50	33	24	22	13	33	30	6	11	63	17	78	12	107
	8%	9%	9%	9%	9%	9%	9%	9%	2%	7%	9%	10%	10%	7%	5%	12%	9%	3%	5%	10%	4%	8%	8%	9%
Scottish National Party (SNP)	16	16	12	11	15	15	15	12	1	7	9	7	3	3	3	2	6	1	5	8	6	13	2	21
	1%	2%	1%	2%	1%	2%	2%	1%	2%	1%	1%	2%	1%	1%	1%	1%	2%	*	2%	1%	1%	1%	1%	2%
Plaid Cymru	6	5	4	4	5	5	5	4	-	2	4	-	1	2	4	2	1	3	-	3	3	6	-	5
	1%	1%	1%	1%	1%	1%	1%	1%	-s	*	1%	-	*	1%	1%	1%	*	2%	-	1%	1%	1%	-	*
Green Party	98	84	76	71	90	87	82	77	1	54	37	53	21	16	7	30	30	7	23	61	29	74	20	93
	8%	9%	10%	10%	9%	9%	9%	9%	2%	10%	6%	16%	8%	5%	3%	11%	9%	3%	9%	10%	7%	8%	12%	8%
Reform UK	283	253	233	229	266	263	257	243	6	154	127	42	50	93	99	40	70	85	71	111	155	264	10	261
	24%	26%	30%	31%	27%	28%	29%	30%	10%	28%	22%	13%	19%	31%	37%	15%	21%	41%	29%	18%	35%	28%	6%	23%
Alba Party	1	1	1	1	1	1	1	1	s	1	-	-	-	1	-	1	-	-	-	1	-	1	-	1
	*	*	*	*	*	*	*	*	-s	*	-	-	-	*	-	*	-	-	-	*	-	*	-	*
Other	19	18	17	17	18	18	18	17	-	7	9	6	8	3	2	3	4	4	4	7	8	10	9	19
	2%	2%	2%	2%	2%	2%	2%	2%	-s	1%	2%	2%	3%	1%	1%	1%	1%	2%	2%	1%	2%	1%	5%	2%
Undecided	273	220	159	139	225	212	192	162	3	99	174	73	65	74	61	64	73	45	62	137	107	222	48	275
	24%	23%	20%	19%	23%	22%	21%	20%	6%	18%	29%	22%	26%	24%	23%	24%	22%	22%	26%	23%	24%	23%	29%	24%
Would not vote	71	19	1	3	7	5	5	4	45	34	37	30	17	18	6	10	19	18	14	28	32	61	9	73
	6%	2%	*	*	1%	1%	1%	*	78%	6%	6%	9%	7%	6%	2%	4%	6%	9%	6%	5%	7%	6%	5%	6%
Prefer not to say	8	4	2	2	4	4	3	2	-	2	5	3	-	3	2	1	1	1	2	2	3	6	2	9
	1%	*	*	*	*	*	*	*	-s	*	1%	1%	-	1%	1%	*	*	*	1%	*	1%	1%	1%	1%

Fieldwork dates - Thursday 11th to Wednesday 17th September 2025.
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J25-007395-01
*-Less than 0.5%
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Our long term political and social trends have been collected over the last 30+ years and are unrivalled amongst polling organisations:
<https://www.ipsos.uk/politicalandsocialtrends>



Table 6
VJAE - How would you vote if there were a General Election tomorrow? (Which party is that?)

Base - All

	Total (Weighted)					Voting					Working status					Government					Work sector					Tissues					ONS Regions					Past vote (2024 General Election)					Qualification			Unw. Tot.
	Labour	Conservative	Liberal Democrats	Reform UK	Green Party	Full-time	Not full-time/Ret	Satisfied	Dissatisfied	Public	Private	Most seen	Overlooked/ignored	Private sector	Social sector	Register	Total owner/manager	North east, Scot	Midlands (incl. 4 of England)	South east - London	Greater London	East of Eng	Scot	Wales	Lab	Con	Reform UK	LD	Other incl. UK Gov	New voters	No reg ¹	Other reg ²	Engage ³											
Unweighted Total	1157	228	156	616	267	112	637	147	937	461	566	473	473	139	145	164	646	189	165	165	110	1009	99	161	213	118	117	211	161	129	591	611	1157											
Unweighted % of total	21%	21%	21%	21%	21%	21%	21%	21%	21%	21%	21%	21%	21%	21%	21%	21%	21%	21%	21%	21%	21%	21%	21%	21%	21%	21%	21%	21%	21%	21%	21%	21%	21%											
Conservative	111	-	111	-	-	48	63	7	98	27	69	31	62	10	3	13	93	33	30	28	14	103	6	1	5	75	2	1	5	17	22	58	31	111										
10%	-	-	75%	-	-	9%	10%	3%	10%	7%	11%	9%	14%	6%	2%	4%	12%	11%	10%	11%	9%	10%	8%	2%	1%	36%	1%	1%	2%	11%	9%	12%	9%	10%										
Labour	180	180	-	-	-	107	72	80	71	71	89	65	59	31	16	47	124	48	43	38	28	155	14	11	126	2	-	9	16	19	15	64	96	182										
16%	80%	-	-	-	-	20%	12%	68%	8%	20%	14%	18%	12%	10%	10%	10%	18%	17%	13%	14%	18%	15%	14%	13%	41%	1%	-	8%	7%	10%	8%	11%	27%	18%										
Liberal Democrats (UK Devl)	93	-	-	93	-	53	42	13	78	29	51	44	28	15	4	19	72	15	22	28	19	83	7	9	22	5	+	41	49	10	7	44	42	107										
8%	-	-	80%	-	-	9%	7%	10%	8%	8%	8%	12%	6%	9%	3%	6%	9%	5%	7%	11%	12%	8%	7%	5%	7%	2%	+	42%	22%	5%	4%	7%	12%	9%										
Scottish National Party (SNP)	16	-	-	-	-	6	10	1	15	3	11	4	4	2	4	6	7	-	-	-	-	-	1	3	1	-	-	-	10	2	1	11	4	21										
2%	-	-	-	-	-	2%	2%	2%	2%	1%	2%	1%	2%	2%	2%	2%	2%	-	-	-	-	-	26%	-4	2%	+	-	-	3%	2%	+	2%	1%	2%										
Plaid Cymru	6	-	-	-	-	2	3	-	6	2	4	1	4	-	1	1	5	-	-	-	-	-	6	2	-	-	-	-	5	-	3	2	1	5										
1%	-	-	-	-	-	+	1%	-	1%	1%	1%	+	1%	-	+	1%	1%	-	-	-	-	-	11%	1%	-	-	-	2%	-	2%	+	+	+	+										
Green Party	98	-	-	-	-	46	52	5	91	33	57	26	23	31	15	48	49	12	23	28	19	83	13	1	10	1	1	1	6	54	13	8	47	43	93									
8%	-	-	-	-	75%	8%	9%	3%	10%	9%	9%	7%	5%	10%	10%	10%	9%	4%	7%	11%	13%	8%	13%	4%	1	6%	+	1%	7%	20%	6%	4%	8%	12%	8%									
Reform UK	283	-	-	-	283	-	115	168	2	279	78	67	137	22	54	76	264	78	88	70	16	247	39	12	32	73	109	9	13	41	77	181	41	261										
24%	-	-	-	90%	-	21%	28%	2%	20%	21%	27%	19%	13%	14%	14%	14%	24%	27%	28%	28%	11%	23%	24%	23%	11%	36%	10%	8%	6%	20%	42%	27%	11%	23%										
Alba Party	1	-	-	-	-	1	-	-	1	-	1	-	1	-	-	1	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	1	-	1										
1%	-	-	-	-	-	+	-	-	+	-	+	-	+	-	-	+	-	-	-	-	-	-	3%	-4	-	-	-	-	-	-	-	+	-	+										
Other	19	-	-	-	-	7	10	+	17	7	9	8	2	3	4	6	10	9	3	2	4	17	3	1	5	1	1	1	2	10	-	2	12	3	19									
2%	-	-	-	-	-	3%	2%	+	2%	1%	1%	2%	+	2%	2%	2%	1%	3%	1%	1%	2%	2%	1	1%	2%	+	1%	3%	3%	4%	-	1%	2%	1%	2%									
Undecided	273	49	49	23	32	26	119	149	15	229	91	64	100	29	42	71	184	69	74	62	42	242	17	14	81	49	13	28	55	47	29	156	80	275										
24%	20%	20%	20%	10%	21%	22%	24%	11%	24%	25%	21%	24%	23%	18%	27%	22%	23%	23%	24%	23%	24%	24%	17%	14	27%	22%	10%	28%	23%	24%	10%	28%	22%	24%										
Would not vote	71	-	-	-	-	38	32	3	56	21	37	24	16	14	15	28	39	12	26	7	9	64	4	4	9	4	2	1	1	47	1%	36	18	73										
6%	-	-	-	-	-	7%	5%	2%	6%	6%	6%	7%	4%	9%	9%	9%	10%	8%	8%	3%	6%	6%	1%	9%	3%	2%	2%	1%	1%	24%	8%	6%	5%	6%										
Prefer not to say	8	1	1	-	-	2	4	-	5	3	1	1	2	2	1	4	3	2	3	1	1	6	1	1	-	-	-	-	-	3	3	2	3	9										
1%	1%	1%	1%	-	-	+	1%	-	1%	1%	+	+	1%	1%	1%	1%	+	1%	1%	+	+	1%	+	1	-	-	-	-	-	2%	1%	+	1%	1%										

Fieldwork dates - Thursday 12th to Wednesday 17th September 2025.
Respondent Type - Probability sample, adults 16+, Great Britain, online KnowledgePanel
Source - Ipsos MORI 09739-01
+Less than 0.5%

+Where unweighted base sizes smaller than 100, please note results are indicative only



Table 7

V2. Which party are you most inclined to support? (General Election tomorrow)

Base : Those undecided or prefer not to say at first VI question - General Election (V1A8)

	Total (Wtd)	Likelihood to vote (General Election)								Gender		Age				Social grade						Ethnicity		UnWgt Total
		Always usually depends	Always usually depends AND 9/10 likelihood	(10) Absolutely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Men	Women	18-34	35-49	50-64	65+	A8	C1	C2	DE	ABCl	C2DE	White	Ethnic minority	
Unweighted Total	284	319	171	151	241	225	210	175	3	94	189	67	70	76	71	84	89	40	42	173	82	236	43	284
Weighted Total	280	224	161	141	229	216	194	164	3	101	179	75	65	77	63	65	74	46	63	139	109	227	50	284
Conservative	41	38	22	18	37	35	28	22	-	17	25	1	7	18	15	12	13	2	11	24	14	34	7	45
	15%	17%	14%	13%	16%	16%	15%	13%	-s	17%	14%	2%	10%	24%	24%	18%	17%	5%	18%	17%	13%	15%	14%	16%
Labour	46	39	29	24	40	36	32	29	1	21	24	12	10	15	9	15	11	9	9	25	18	42	3	46
	16%	17%	18%	17%	18%	17%	16%	18%	35%	21%	14%	15%	15%	20%	15%	15%	15%	20%	14%	18%	17%	18%	7%	16%
Liberal Democrats (Lib Dem)	23	23	17	16	21	21	21	17	-	9	14	6	8	6	2	9	4	7	2	13	9	18	5	28
	8%	10%	11%	11%	9%	10%	11%	10%	-s	9%	8%	9%	13%	8%	4%	13%	6%	15%	3%	9%	8%	8%	10%	10%
Scottish National Party (SNP)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	1	1	1	-	1	1	1	1	-	1	-	-	1	-	-	-	1	-	-	1	-	1	-	1
	1%	1%	1%	-	1%	1%	1%	1%	-s	1%	-	-s	2%	-s	-s	-s	2%	-s	-s	1%	-s	1%	-s	*
Green Party	26	22	16	15	22	20	19	18	-	12	14	14	9	2	*	6	10	3	-	16	3	19	6	28
	9%	10%	10%	11%	9%	9%	10%	11%	-s	12%	8%	19%	13%	3%	*	10%	13%	5%	-s	11%	2%	8%	13%	10%
Reform UK	32	27	21	15	27	24	23	21	-	12	20	8	10	8	6	6	9	7	9	14	15	30	1	26
	11%	12%	13%	11%	12%	11%	12%	13%	-s	12%	11%	10%	15%	11%	10%	9%	12%	15%	14%	10%	14%	13%	3%	9%
Alba Party	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	9	9	9	9	9	9	9	9	-	3	6	3	1	-	5	3	-	1	5	3	5	8	1	6
	3%	4%	5%	6%	4%	4%	4%	5%	-s	3%	3%	4%	1%	-s	8%	5%	1%	8%	2%	5%	3%	1%	2%	2%
Undecided	96	64	44	42	70	67	59	45	1	24	72	29	20	23	24	15	26	16	27	41	42	69	26	96
	34%	28%	27%	30%	31%	31%	30%	27%	44%	23%	40%	38%	30%	31%	37%	23%	35%	35%	42%	29%	39%	30%	51%	34%
Would not vote	3	1	-	-	-	-	-	-	-	1	3	2	-	1	-	-	1	1	2	1	2	3	-	3
	1%	*	-	-	-	-	-	-	21%	-s	2%	2%	-s	2%	-s	-s	1%	1%	3%	*	2%	1%	-s	1%
Prefer not to say	3	2	2	2	2	2	2	2	-	2	2	1	-	1	2	1	*	1	-	1	1	3	1	5
	1%	1%	1%	1%	1%	1%	1%	1%	-s	2%	1%	1%	-s	2%	2%	1%	*	2%	-s	1%	1%	1%	1%	2%

Fieldwork dates - Thursday 11th to Wednesday 17th September 2025.

Respondent Type - Probability sample, adults 18+, Great Britain, online KnowledgePanel

Source - Ipsos I25-007339-01

* = Less than 0.5%

s = Where unweighted base sizes smaller than 100, please note results are indicative only



Table 8
V2. Which party are you most inclined to support? (General Election tomorrow)

Base : Those undecided or prefer not to say at first V1 question - General Election (N148)

Total (Nweighted)	Voting					Working status		Government		Work sector		Trends					ONS Regions							Past vote (2024 General Election)							Qualification			Unw. Tot.																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																				
	Labour	Conservative	Liberal Democrats	Reform UK	Green Party	Full-time	Not full-time/Not working	Satisfied	Dissatisfied	Public	Private	Most seen	Overst estimate	Private sector	Social sector	Register	Total owner/manager	North east, Scot		Midlands (incl. E of England)		South east - London	Greater London	England	Scot	Wales	Lab	Con	Reform UK	Lib	Other incl. Lib Dem	None voters	No exp ¹		Other exp ²	Response																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																		

Fieldwork dates : Thursday 12th to Wednesday 17th September 2025.
Representative Type : Probability sample, adults 16+, Great Britain, online KnowledgePanel
Source : Ipsos 25-09-2025-01
¹Less than 0.5%
²Where unweighted base sizes smaller than 100, please note results are indicative only



Table 9
LIKEV. And how likely would you be to vote in an immediate General Election, on a scale of 1 to 10, where 10 means you would be absolutely certain to vote, and 1 means that you would be absolutely certain NOT to vote?

Base : All

	Total (Wtd)	Likelihood to vote (General Election)								Gender		Age				Social grade						Ethnicity		UnWgt Total
		Always usually depends	Always usually depends AND 9/10 likelihood	(10) Absolutely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Men	Women	18-34	35-49	50-64	65+	A8	C1	C2	DE	ABCl	C3DE	White	Ethnic minority	
Unweighted Total	1157	964	821	775	998	974	925	847	62	499	640	281	261	303	300	364	394	362	135	748	287	990	136	1157
Weighted Total	1157	964	787	749	984	953	897	816	58	549	589	332	255	302	268	270	329	209	241	600	450	959	164	1157
1 - Absolutely certain not to vote	58	18	-	-	-	-	-	-	58	27	30	21	18	14	5	9	19	13	11	28	24	45	12	62
	5%	2%	-	-	-	-	-	-	100%	5%	5%	6%	7%	4%	2%	3%	6%	6%	5%	5%	5%	5%	8%	5%
2	6	1	-	-	-	-	-	-	-	3	3	3	2	1	-	1	2	2	2	2	3	5	1	6
	1%	*	-	-	-	-	-	-	-	1%	*	1%	1%	*	-	*	1%	1%	1%	*	1%	1%	1%	1%
3	26	4	-	-	-	-	-	-	-	17	9	14	6	3	3	5	5	9	2	11	24	2	21	21
	2%	*	-	-	-	-	-	-	-	3%	2%	4%	2%	1%	1%	2%	2%	4%	1%	2%	2%	2%	1%	2%
4	20	8	-	-	-	-	-	-	-	10	8	8	7	3	3	8	3	6	4	10	10	14	4	17
	2%	1%	-	-	-	-	-	-	-	2%	1%	2%	3%	1%	1%	3%	1%	3%	2%	2%	2%	1%	2%	1%
5	47	19	-	-	-	-	-	-	-	23	24	14	16	15	2	5	13	6	14	18	20	29	12	37
	4%	2%	-	-	-	-	-	-	-	4%	4%	4%	6%	5%	1%	2%	4%	3%	6%	3%	4%	3%	7%	3%
6	31	17	-	-	31	-	-	-	-	4	27	16	4	2	9	2	6	5	11	8	16	24	6	24
	3%	2%	-	-	3%	-	-	-	-	1%	5%	5%	1%	1%	3%	1%	2%	2%	5%	1%	4%	2%	4%	2%
7	57	43	-	-	57	-	-	-	-	27	29	30	10	12	5	17	11	6	16	27	22	36	21	49
	5%	4%	-	-	6%	-	-	-	-	5%	5%	9%	4%	4%	2%	6%	3%	3%	7%	5%	5%	4%	13%	4%
8	80	66	-	-	80	80	80	-	-	31	49	28	14	28	11	13	29	10	16	42	26	58	19	78
	7%	7%	-	-	8%	8%	9%	-	-	6%	8%	8%	5%	9%	4%	5%	9%	5%	7%	7%	6%	6%	11%	7%
9	68	64	-	-	68	68	68	-	-	27	41	14	23	24	7	18	19	7	15	37	22	56	10	72
	6%	7%	8%	-	7%	8%	8%	-	-	5%	7%	4%	9%	8%	3%	7%	6%	3%	6%	6%	5%	6%	6%	6%
10 - Absolutely certain to vote	749	723	723	749	749	749	749	749	-	375	358	170	157	201	221	192	222	145	142	414	286	656	74	775
	65%	75%	92%	100%	76%	79%	83%	92%	-	68%	61%	51%	61%	67%	83%	71%	67%	69%	59%	69%	64%	68%	45%	67%
Don't know	16	1	-	-	-	-	-	-	-	5	10	13	-	1	1	1	1	1	8	3	9	11	3	16
	1%	*	-	-	-	-	-	-	-	1%	2%	4%	-	*	1%	1%	*	*	3%	*	2%	1%	2%	1%
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Fieldwork dates - Thursday 11th to Wednesday 17th September 2025.
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J25-007339-01
*Less than 0.5%
s=where unweighted base sizes smaller than 100, please note results are indicative only

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<https://www.ipsos.uk/politicalandsocialtrends>



Table 10
UKIP: And how likely would you be to vote in an Immediate General Election, on a scale of 1 to 10, where 10 means you would be absolutely certain to vote, and 1 means that you would be absolutely certain NOT to vote?

Base : All

	Total (Weighted)	Voting					Working status		Government		Work sector		Tissues						ONS Regions						Past vote (2024 General Election)						Qualification			Unw. Tot.		
		Labour	Conservative	Lib Dem	Reform UK	Green Party	Full-time	Not full-time/Ret.	Satisfied	Dissatisfied	Public	Private	Most seen	Overheard outdoors	Private sector	Social sector	Register	Total owner/manager	North east, Scot	Midlands (incl. E of England)	South east - London	Greater London	East of Eng	Scot	Wales	Lab	Con	Reform UK	Lib	UKIP and 10 others	New voters	No regd ¹	Other regd ²		Engage ³	
Unweighted Total	1157	228	156	116	207	112	122	107	147	107	401	166	173	475	139	105	164	646	189	116	165	110	1009	90	161	111	213	118	117	211	161	129	161	611	1157	
1 - Absolutely certain not to vote	58	1	+	+	1	6	1	82	26	2	50	17	30	15	15	14	12	26	30	16	23	5	8	52	4	2	5	2	2	2	5	41	10	20	16	62
	5%	+	+	1%	2%	1%	1%	6%	4%	2%	5%	5%	5%	4%	3%	9%	8%	4%	6%	7%	2%	5%	5%	4%	4%	1%	1%	1%	1%	2%	21%	6%	5%	5%	5%	
2	6	-	-	1	2	2	2	2	4	-	6	2	4	1	1	3	2	4	2	1	2	2	6	1	1	3	-	-	-	+	3	-	5	1	6	
	2%	-	-	1%	3%	2%	2%	+	1%	-	1%	+	1%	+	+	2%	1%	1%	+	+	1%	1%	1%	+	+	1%	-	-	-	+	1%	-	1%	+	2%	
3	20	4	1	1	3	1	15	12	3	23	4	10	8	4	5	7	11	12	7	7	3	1	19	4	4	4	2	2	-	-	-	14	5	14	5	21
	2%	2%	1%	1%	1%	1%	3%	2%	2%	2%	1%	3%	2%	1%	3%	4%	4%	2%	3%	2%	1%	1%	2%	4%	6%	1%	1%	2%	-	-	1%	7%	2%	2%	1%	2%
4	20	2	1	2	5	2	10	10	5	16	5	11	4	6	7	5	11	10	4	6	2	4	18	1	1	4	1	2	-	-	1	10	2	11	7	17
	2%	2%	1%	2%	2%	2%	2%	2%	2%	2%	1%	2%	1%	2%	3%	2%	3%	2%	2%	2%	1%	2%	2%	1%	1%	2%	2%	1%	-	-	1%	5%	2%	2%	2%	2%
5	47	11	7	4	6	5	28	25	5	34	8	26	11	11	14	9	22	22	6	8	10	11	45	-	1	17	4	-	1	2	21	7	20	10	37	
	4%	1%	1%	2%	4%	3%	1%	1%	4%	4%	2%	4%	2%	3%	5%	5%	7%	2%	2%	2%	3%	3%	5%	4	1	2%	5%	2%	-	1%	1%	10%	4%	5%	3%	3%
6	31	10	4	-	7	5	16	15	8	21	6	17	10	8	1	8	9	18	9	9	7	5	30	1	-	6	3	-	-	-	3	17	6	19	6	24
	3%	4%	3%	-	2%	4%	3%	3%	6%	2%	2%	3%	3%	2%	1%	5%	3%	2%	3%	3%	3%	3%	3%	1	-	2%	1%	-	-	-	1%	8%	3%	3%	2%	2%
7	17	15	16	6	6	6	29	25	6	45	14	36	18	12	9	11	20	20	12	16	12	11	51	-	5	10	8	5	1	8	17	3	34	17	49	
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	
8	30	16	13	10	16	6	37	41	12	63	18	46	12	31	10	10	30	50	21	24	14	10	70	8	1	30	16	5	5	15	14	7	49	13	78	
	7%	7%	8%	9%	5%	5%	7%	7%	9%	7%	8%	7%	6%	8%	6%	6%	6%	7%	8%	8%	5%	7%	7%	8%	5%	3	7%	8%	4%	6%	7%	7%	4%	8%	6%	7%
9	68	15	7	12	20	8	34	34	10	54	24	35	25	17	11	13	24	42	19	13	18	12	62	1	5	22	5	7	8	17	11	12	35	30	72	
	6%	7%	5%	10%	6%	7%	8%	6%	7%	6%	7%	6%	7%	4%	7%	8%	7%	5%	7%	6%	7%	8%	6%	1	5	7%	3%	8%	9%	8%	6%	7%	8%	6%	6%	
10 - Absolutely certain to vote	749	130	96	80	244	87	341	406	85	623	250	410	238	329	79	82	161	107	177	192	182	83	634	81	34	212	166	109	80	167	41	121	360	212	775	
	65%	67%	64%	64%	70%	63%	63%	63%	62%	66%	69%	64%	67%	67%	70%	69%	63%	72%	64%	62%	68%	55%	63%	61%	61%	60%	70%	66%	61%	61%	67%	21%	69%	61%	60%	67%
Don't know	16	1	4	-	-	1	9	5	-	11	2	7	3	1	7	4	11	3	4	6	2	3	14	-	1	2	1	-	-	+	10	4	8	3	16	
	1%	+	2%	-	-	1%	2%	1%	-	1%	1%	1%	1%	+	5%	2%	3%	+	1%	2%	1%	2%	1%	+	1	2%	+	-	-	+	5%	2%	1%	1%	1%	
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	

Fieldwork dates - Thursday 12th to Wednesday 17th September 2025.
Respondent Type - Probability sample, adults 16+, Great Britain, online KnowledgePanel
Source - IPSS (22-00759-01)
*Less than 0.5%
+Where unweighted base sizes smaller than 100, please note results are indicative only



Table 11
GOV (Government). Are you satisfied or dissatisfied with the way the Government is running the country?

Base : All

	Total (Wtd)	Likelihood to vote (General Election)								Gender		Age				Social grade						Ethnicity		UnWgt Total
		Always usually depends	Always usually depends AND 9/10 likelihood	(10) Absolutely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Men	Women	18-34	35-49	50-64	65+	A8	C1	C2	DE	ABCl	C3DE	White	Ethnic minority	
Unweighted Total	1157	968	82%	775	998	974	925	847	62	499	640	281	261	303	300	314	394	162	135	748	297	990	136	1157
Weighted Total	1157	964	787	749	984	953	897	816	58	549	589	332	255	302	268	270	329	209	241	600	450	959	164	1157
Satisfied	137	122	94	85	121	114	108	95	2	65	70	47	31	35	24	40	53	17	17	93	33	97	29	147
	12%	13%	12%	11%	12%	12%	12%	12%	4%	12%	12%	14%	12%	12%	9%	15%	16%	8%	7%	15%	7%	10%	18%	13%
Disatisfied	946	791	652	623	806	785	740	678	50	459	470	264	205	245	233	212	254	185	207	466	393	800	126	927
	82%	82%	83%	83%	82%	82%	83%	83%	87%	84%	80%	79%	80%	81%	87%	78%	77%	89%	86%	78%	87%	83%	77%	80%
Don't know	74	51	41	40	57	55	48	44	5	25	49	21	20	22	11	18	22	7	17	41	24	61	9	83
	6%	5%	5%	5%	6%	6%	5%	5%	9%	5%	8%	6%	8%	7%	4%	7%	7%	3%	7%	7%	5%	6%	6%	7%
Net satisfied	-809	-669	-558	-538	-684	-672	-632	-582	-48	-394	-401	-217	-174	-209	-209	-172	-202	-169	-190	-373	-359	-703	-97	-780
	-70%	-69%	-71%	-72%	-70%	-70%	-71%	-71%	-83%	-72%	-68%	-65%	-68%	-69%	-78%	-64%	-61%	-61%	-79%	-62%	-60%	-73%	-59%	-67%

Fieldwork dates : Thursday 11th to Wednesday 17th September 2025.
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J25-007339-01
*=Less than 0.5%
s=Where unweighted base sizes smaller than 100, please note results are indicative only

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<https://www.ipsos.uk/politicalandsocialtrends>



Table 12
 GDP (Government): Are you satisfied or dissatisfied with the way the Government is running the country?

Base : All

	Total (Unweighted)	Voting						Working status		Government		Work sector		Tissues						ONS Regions						Past vote (2024 General Election)										Qualification			Unw. Tot.
		Labour	Conservative	Lib Dem	UKIP (Dev.)	Reform UK	Green Party	Full-time	Not full-time/Ret.	Satisfied	Dissatisfied	Public	Private	Most acute	Overlooked problems	Private sector	Social sector	Register	Total owner-occupied	North east, South of England	Midlands (incl. E of England)	South east - London	Greater London	England	Scott	Wales	Lab	Con	Reform UK	LD	Other incl. LD/Gin	None voters	No qual.	Other qual.	Response				
Unweighted Total	1157	228	116	15	267	112	512	637	147	987	461	596	473	473	139	125	164	846	389	145	165	116	1009	93	161	111	213	118	112	211	161	129	591	611	1157				
Weighted Total	1112	222	113	13	215	112	492	607	137	966	462	564	474	472	139	120	164	792	372	140	160	113	1002	89	159	109	212	117	112	212	161	127	593	612	1152				
Satisfied	137	98	10	14	5	5	78	81	137	-	50	74	11%	11%	10%	9%	14%	11%	11%	9%	12%	18%	12%	12%	12	3	78	7	-	17	23	23	13	55	70	147			
	12%	42%	7%	12%	1%	4%	14%	10%	100%	-	14%	12%	11%	11%	10%	9%	14%	11%	11%	9%	12%	18%	12%	12%	3	28%	3%	-	18%	10%	12%	7%	9%	19%	13%				
Dissatisfied	986	128	114	97	309	116	426	554	-	966	286	513	289	364	124	137	260	633	229	263	210	114	816	79	111	108	193	127	78	185	157	162	554	563	927				
	87%	49%	88%	84%	98%	94%	79%	89%	-	100%	79%	83%	82%	83%	77%	89%	81%	88%	82%	85%	88%	75%	82%	79%	91%	83%	89%	99%	79%	85%	79%	89%	83%	71%	88%				
Don't know	74	32	7	4	2	3	39	32	-	-	25	37	27	26	7	9	16	53	13	19	21	30	63	9	2	33	7	1	3	9	18	7	34	30	83				
	6%	14%	5%	4%	1%	2%	7%	5%	-	-	7%	6%	8%	6%	4%	6%	5%	7%	5%	6%	8%	7%	6%	9%	4%	11%	3%	1%	3%	4%	9%	4%	6%	8%	7%				
Net satisfied	-809	-6	-124	-83	-304	-111	-320	-454	137	-946	-215	-459	-250	-117	-94	-125	-217	-567	-193	-217	-178	-87	-464	-67	-48	-115	-186	-127	-60	-163	-134	-149	-489	-393	-780				
	-70%	-3%	-10%	-73%	-27%	-99%	-65%	-73%	100%	-100%	-46%	-75%	-71%	-73%	-68%	-77%	-68%	-72%	-69%	-77%	-67%	-58%	-69%	-67%	-68%	-38%	-80%	-99%	-62%	-73%	-68%	-62%	-78%	-13%	-67%				

Fieldwork dates : Thursday 12th to Wednesday 17th September 2025.
 Respondent Type : Probability sample, adults 16+. Great Britain, online KnowledgePanel.
 Source : Ipsos ISS-007339-01
 *Less than 0.1%
 **Where unweighted base sizes smaller than 100, please note results are indicative only



Table 13
K5 (Keir Starmer). Are you satisfied or dissatisfied with the way Keir Starmer is doing his job as Prime Minister?

Base : All

	Total (Wtd)	Likelihood to vote (General Election)								Gender		Age				Social grade						Ethnicity		UnWgt Total
		Always usually depends	Always usually depends AND 9/10 likelihood	(10) Absolutely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Men	Women	18-34	35-49	50-64	65+	A8	C1	C2	DE	ABCl	C3DE	White	Ethnic minority	
Unweighted Total	1157	364	821	775	998	974	925	847	62	499	640	281	261	303	300	314	394	162	135	748	297	990	136	1157
Weighted Total	1157	964	787	749	984	953	897	816	58	549	589	332	255	302	268	270	329	209	241	600	450	959	164	1157
Satisfied	152	135	114	103	139	127	124	115	2	73	76	54	30	43	25	48	55	19	17	103	36	119	28	164
	13%	14%	14%	14%	14%	13%	14%	14%	4%	13%	13%	16%	12%	14%	9%	18%	17%	9%	7%	17%	8%	12%	17%	14%
Disatisfied	909	765	628	603	775	761	716	653	47	438	456	243	205	231	230	203	252	175	200	455	375	766	115	901
	79%	79%	80%	81%	79%	80%	80%	80%	83%	80%	77%	73%	80%	77%	86%	75%	77%	84%	83%	76%	83%	80%	70%	78%
Don't know	96	64	45	43	70	65	57	49	8	38	57	35	21	28	13	20	22	15	24	41	39	73	21	92
	8%	7%	6%	6%	7%	7%	6%	6%	13%	7%	10%	11%	8%	9%	5%	7%	7%	7%	10%	7%	9%	8%	13%	8%
Net satisfied	-757	-630	-514	-500	-636	-634	-592	-538	-45	-364	-380	-190	-175	-188	-205	-155	-198	-156	-183	-352	-339	-647	-87	-737
	-65%	-65%	-65%	-67%	-65%	-66%	-66%	-66%	-78%	-66%	-64%	-57%	-68%	-62%	-76%	-57%	-60%	-75%	-76%	-59%	-75%	-67%	-53%	-64%

Fieldwork dates : Thursday 11th to Wednesday 17th September 2025.
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J25-007339-01
*=Less than 0.5%
s=Where unweighted base sizes smaller than 100, please note results are indicative only

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<https://www.ipsos.uk/politicalandsocialtrends>



Table 14
 KS Blair Stammer: Are you satisfied or dissatisfied with the way Blair Stammer is doing his job as Prime Minister?

Base : All

	Total (Unweighted)	Voting					Working status		Government		Work sector		Tissues						ONS Regions						Past vote (2024 General Election)										Qualification		Unw. Tot.
		Labour	Conservative	Liberal Democrats (UK Brexit)	Reform UK	Green Party	Full-time	Not full-time/Ret.	Satisfied	Dissatisfied	Public	Private	Most acute	Overlaid patients	Private sector	Social sector	Retail	Total owner/manager	North east, South of England	Midlands (incl. E of England)	South east, London	Greater London	England	Scott	Wales	Lab	Con	Ref/UKIP	LD	OTH incl. LD/OT	None voters	No exp ¹	Other exp ²	Downs			
Unweighted Total	1157	229	157	115	115	121	512	645	147	967	461	506	873	475	159	185	164	846	389	165	165	155	1059	92	54	163	213	118	112	211	165	129	569	611	1157		
Weighted Total	1152	229	155	115	115	121	499	649	147	966	460	504	874	475	159	185	164	846	392	165	165	155	1062	92	54	164	213	118	112	211	165	129	569	611	1152		
Satisfied	132	105	5	20	4	8	83	71	113	29	59	80	50	51	28	14	42	105	41	30	40	24	136	33	3	32	5	-	23	28	23	10	81	81	166		
	13%	47%	3%	17%	1%	7%	15%	12%	82%	3%	16%	12%	14%	12%	18%	9%	13%	13%	15%	10%	15%	16%	14%	11%	9%	20%	3%	-	23%	12%	12%	6%	10%	22%	14%		
Dissatisfied	929	88	139	88	307	107	416	688	21	871	279	508	271	300	125	131	206	621	218	258	201	109	787	78	66	180	183	128	71	177	145	165	481	250	901		
	79%	10%	92%	75%	88%	87%	77%	88%	18%	92%	77%	79%	77%	80%	78%	82%	86%	79%	79%	84%	76%	77%	79%	78%	78%	18%	94%	100%	73%	82%	75%	91%	81%	68%	78%		
Don't know	95	32	8	9	4	8	45	47	3	46	23	56	32	37	7	15	22	69	18	20	23	17	78	9	9	32	8	-	4	14	30	6	51	32	92		
	8%	14%	5%	7%	1%	6%	8%	8%	2%	5%	6%	9%	9%	8%	4%	10%	7%	9%	6%	7%	9%	11%	8%	9%	12%	1%	12%	4%	-	4%	6%	15%	3%	9%	9%	8%	
Net satisfied	-757	17	-136	-67	-304	-99	-335	-618	91	-842	-220	-628	-221	-299	-97	-137	-216	-520	-179	-228	-160	-85	-651	-65	-41	-87	-188	-128	-48	-151	-122	-155	-639	-169	-797		
	-65%	7%	-88%	-58%	-57%	-88%	-67%	-69%	67%	-89%	-62%	-65%	-62%	-68%	-60%	-73%	-67%	-60%	-64%	-64%	-61%	-65%	-63%	-6	-1	-2%	-82%	-61%	-60%	-69%	-70%	-61%	-83%	-71%	-67%	-64%	

Fieldwork dates : Thursday 12th to Wednesday 17th September 2025.
 Respondent Type : Probability sample, adults 16+. Great Britain, online KnowledgePanel.
 Source : Ipsos J25-007739-01
¹Less than 0.5%
²Where unweighted base sizes smaller than 100, please note results are indicative only



Table 15
KB (Kemi Badenoch). Are you satisfied or dissatisfied with the way Kemi Badenoch is doing her job as leader of the Conservative party?

Base : All

	Total (Wtd)	Likelihood to vote (General Election)								Gender		Age				Social grade						Ethnicity		UnWgt Total
		Always usually depends	Always usually depends AND 9/10 likelihood	(10) Absolutely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Men	Women	18-34	35-49	50-64	65+	A8	C1	C2	DE	ABCl	C3DE	White	Ethnic minority	
Unweighted Total	1157	364	82%	775	998	974	925	847	62	499	640	281	261	303	300	314	394	162	135	748	297	990	136	1157
Weighted Total	1157	964	787	749	984	953	897	816	58	549	589	332	255	302	268	270	329	209	241	600	450	959	164	1157
Satisfied	161	138	127	116	148	146	137	131	4	71	85	23	19	48	70	31	47	37	37	78	74	143	15	155
	14%	14%	16%	15%	15%	15%	15%	16%	6%	13%	15%	7%	8%	16%	26%	11%	14%	18%	15%	13%	16%	15%	9%	13%
Dissatisfied	708	611	503	490	606	590	560	515	34	372	324	231	174	168	137	178	187	123	145	365	269	564	119	703
	61%	63%	64%	65%	62%	62%	62%	63%	59%	68%	55%	69%	68%	56%	51%	66%	57%	59%	60%	61%	60%	59%	72%	61%
Don't know	288	215	158	143	230	218	199	170	20	106	180	79	62	85	61	61	95	48	59	156	107	252	31	299
	25%	22%	20%	19%	23%	23%	22%	21%	35%	19%	31%	24%	24%	28%	23%	23%	29%	23%	25%	26%	24%	26%	19%	26%
Net satisfied	-548	-473	-376	-374	-458	-444	-424	-384	-30	-300	-238	-208	-154	-119	-67	-147	-140	-86	-108	-287	-194	-420	-104	-548
	-47%	-49%	-48%	-50%	-47%	-47%	-47%	-47%	-52%	-55%	-40%	-62%	-60%	-39%	-25%	-54%	-43%	-41%	-45%	-48%	-43%	-44%	-63%	-47%

Fieldwork dates : Thursday 11th to Wednesday 17th September 2025.
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J25-007339-01
*Less than 0.5%
s=Where unweighted base sizes smaller than 100, please note results are indicative only

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<https://www.ipsos.uk/politicalandsocialtrends>



Table 16
 K12 (Kemi Badenoch), are you satisfied or dissatisfied with the way Kemi Badenoch is doing her job as leader of the Conservative party?

Base : All

	Total (Unweighted)					Voting					Working status					Government					Work sector					Tissues					ONS Regions					Past vote (2024 General Election)										Qualification				Unw. Tot.
	Labour	Conservative	Lib. Dem.	Reform UK	Green Party	Full-time	Not full-time/Ret.	Satisfied	Dissatisfied	Public	Private	Most acute	Overlaid patients	Private sector	Social sector	Retail	Total owner/manager	North east, Scot	Midlands (incl. E of England)	South east - London	Greater London	England	Scot	Wales	Lab	Con	Reform UK	LD	Other incl. Lib Dem	None voters	No exp ¹	Other exp ²	Progress																	
Unweighted Total	1137	228	156	16	207	152	637	147	937	401	596	873	473	159	145	164	846	389	165	165	116	1009	99	161	113	213	118	112	211	161	129	591	611	1157																
Unweighted % Total	21.6	22.0	12.9	1.9	23.1	12.2	22.0	34.0	39.6	20.0	30.4	21.6	11.2	1.0	2.0	2.0	21.2	22.2	10.0	10.0	11.1	10.0	0.9	10.4	20.6	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0																	
Satisfied	161	21	51	10	64	3	80	95	21	137	48	51	30	97	18	8	25	127	44	41	39	18	140	12	8	24	68	23	9	18	20	37	87	34	135															
	14%	9%	33%	9%	20%	2%	12%	18%	10%	14%	12%	14%	9%	22%	11%	5%	8%	10%	10%	13%	15%	11%	14%	12%	1	8%	33%	10%	10%	7%	10%	20%	15%	9%	13%															
Dissatisfied	708	146	57	80	191	93	147	357	78	607	220	401	228	235	113	139	221	463	138	187	151	102	599	75	35	208	78	93	71	165	103	69	234	346	703															
	61%	63%	37%	50%	61%	77%	64%	34%	17%	64%	61%	62%	64%	54%	70%	68%	68%	58%	57%	61%	57%	68%	60%	75%	62%	88%	38%	73%	78%	78%	52%	54%	60%	68%	61%															
Don't know	268	59	45	17	59	27	129	155	38	202	93	152	96	105	30	43	73	205	75	83	74	32	262	13	11	71	59	14	16	38	75	45	152	83	295															
	25%	26%	29%	15%	13%	22%	24%	20%	28%	21%	20%	24%	27%	24%	19%	27%	22%	25%	27%	26%	28%	22%	20%	13%	23%	22%	29%	11%	10%	17%	38%	25%	20%	23%	20%															
Net satisfied	548	125	-6	-78	127	-90	-382	-382	56	-470	-172	-311	-197	-138	-95	-101	-186	-339	-114	-147	-112	-86	-459	-62	-26	-184	-10	-72	-64	-150	-81	-61	-287	-212	-548															
	-47%	-12%	-4%	-47%	40%	-73%	-10%	-40%	42%	-50%	-40%	-48%	-56%	-28%	-59%	-63%	-45%	-42%	-41%	-40%	-40%	-37%	-46%	-1	1	-61%	-1%	-37%	-61%	-49%	-42%	-34%	-45%	-10%	-47%															

Fieldwork dates : Thursday 12th to Wednesday 17th September 2025.
 Respondent Type : Probability sample, adults 16+. Great Britain, online KnowledgePanel.
 Source : Ipsos JSS-007739-01
¹Less than 0.2%
²Where unweighted base sizes smaller than 100, please note results are indicative only



Table 17
ED (Ed Davey). Are you satisfied or dissatisfied with the way Ed Davey is doing his job as leader of the Liberal Democrats?

Base : All

	Total (Wtd)	Likelihood to vote (General Election)								Gender		Age				Social grade						Ethnicity		UnWgt Total
		Always usually depends	Always usually depends AND 9/10 likelihood	(10) Absolutely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Men	Women	18-34	35-49	50-64	65+	A8	C1	C2	DE	ABCl	C3DE	White	Ethnic minority	
Unweighted Total	1157	368	821	775	998	974	925	847	62	499	640	281	261	303	300	314	394	162	135	748	297	990	136	1157
Weighted Total	1157	964	787	749	984	953	897	816	58	549	589	332	255	302	268	270	329	209	241	600	450	959	164	1157
Satisfied	269	247	220	217	257	253	242	228	4	146	117	73	55	78	63	78	79	40	48	157	88	224	36	284
	23%	26%	28%	29%	26%	27%	27%	28%	8%	27%	20%	22%	21%	26%	24%	29%	24%	19%	20%	26%	20%	23%	22%	25%
Disatisfied	445	367	287	276	364	351	328	295	29	228	212	137	100	99	109	97	116	91	99	213	189	360	70	422
	38%	38%	36%	37%	37%	37%	37%	36%	50%	42%	36%	41%	39%	33%	41%	36%	35%	43%	41%	35%	42%	38%	43%	36%
Don't know	443	350	280	255	363	350	326	293	24	175	260	123	101	124	96	95	135	78	94	230	172	375	58	451
	38%	36%	36%	34%	37%	37%	36%	36%	42%	32%	44%	37%	39%	41%	36%	35%	41%	37%	39%	38%	38%	39%	35%	39%
Net satisfied	-176	-121	-67	-59	-107	-98	-86	-67	-25	-82	-95	-64	-45	-21	-45	-18	-37	-50	-50	-56	-101	-136	-34	-138
	-15%	-13%	-8%	-8%	-11%	-10%	-10%	-8%	-43%	-15%	-16%	-19%	-18%	-7%	-17%	-7%	-11%	-24%	-21%	-9%	-22%	-14%	-21%	-12%

Fieldwork dates : Thursday 11th to Wednesday 17th September 2025.
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J25-007339-01
*=Less than 0.5%
s=Where unweighted base sizes smaller than 100, please note results are indicative only

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<https://www.ipsos.uk/politicalandsocialtrends>



Table 18
ED (Ed Davey): Are you satisfied or dissatisfied with the way Ed Davey is doing his job as leader of the Liberal Democrats?

Base : All

	Total (Weighted)					Working status		Government		Work sector		Tissues							ONS Regions							Past vote (2024 General Election)							Qualification			Unw. Tot.
						Hiring						Tissues							ONS Regions							Past vote (2024 General Election)							Qualification			
	Labour	Conservative	Lib Dem	Reform UK	Green Party	Full-time	Not full-time/Ret.	Satisfied	Dissatisfied	Public	Private	Most acute	Overall priority	Private sector	Social sector	Register	Total owner/manager	North east, Scot	Midlands (incl. E of England)	South east - London	Greater London	England	Scot	Wales	Lab	Con	Reform UK	LD	OTH incl. Lib Dem	New voters	No exp ¹	Other exp ²	Disagree			
Unweighted Total	1157	228	156	85	267	112	122	147	977	401	596	173	475	159	185	164	846	189	165	165	110	1009	93	61	111	213	118	112	211	161	129	591	611	1157		
Weighted % Total	33.2	22.2	12.2	2.5	21.2	26.2	12.2	12.2	19.2	26.2	26.2	12.2	12.2	12.2	12.2	12.2	12.2	12.2	12.2	12.2	12.2	12.2	12.2	12.2	12.2	12.2	12.2	12.2	12.2	12.2	12.2	12.2	12.2	12.2		
Satisfied	289	74	26	74	30	31	140	129	61	283	103	93	117	36	21	57	204	70	64	56	38	239	30	10	111	35	10	54	79	21	35	120	111	284		
	23%	33%	17%	64%	30%	25%	28%	21%	45%	28%	22%	28%	28%	23%	13%	38%	28%	25%	21%	21%	25%	23%	30%	13%	16%	17%	8%	55%	10%	11%	19%	20%	31%	23%		
Dissatisfied	485	67	58	18	172	43	202	241	26	414	139	123	158	64	78	142	281	60	131	110	58	189	34	22	82	80	80	25	75	82	91	228	114	422		
	38%	30%	38%	18%	34%	33%	37%	40%	13%	48%	31%	33%	38%	40%	48%	48%	33%	32%	42%	42%	38%	39%	34%	22	17%	42%	62%	25%	30%	41%	50%	38%	31%	38%		
Don't know	443	85	69	24	113	52	200	237	49	339	143	138	168	61	61	121	305	117	114	98	55	383	30	14	111	86	38	20	63	96	55	245	137	451		
	38%	38%	45%	20%	20%	37%	37%	39%	38%	39%	34%	39%	38%	38%	38%	38%	39%	42%	37%	37%	36%	36%	42%	1	1	17%	42%	30%	20%	29%	48%	30%	41%	38%	39%	
Net satisfied	-176	8	-12	56	-141	-9	-62	-112	35	-222	-18	-30	-46	-27	-57	-84	-76	-20	-67	-54	-19	-160	-4	-12	28	-51	-70	29	4	-61	-56	-108	-4	-138		
	-22%	3%	-1%	48%	-43%	-7%	-12%	-18%	28%	-23%	-3%	-4%	-12%	-17%	-30%	-38%	-22%	-7%	-12%	-18%	-12%	-16%	-1	-1	3%	-23%	10%	3%	2%	-21%	-14%	-18%	-1%	-12%		

Fieldwork dates : Thursday 12th to Wednesday 17th September 2025.
Respondent Type : Probability sample, adults 18+. Great Britain, online KnowledgePanel.
Source : Ipsos ISS-007339-01
¹Less than 0.2%
²Where unweighted base sizes smaller than 100, please note results are indicative only



Table 19
Nigel Farage. Are you satisfied or dissatisfied with the way Nigel Farage is doing his job as leader of Reform UK?

Base : All

	Total (Wtd)	Likelihood to vote (General Election)								Gender		Age				Social grade						Ethnicity		UnWgt Total
		Always usually depends	Always usually depends AND 9/10 likelihood	(10) Absolutely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Men	Women	18-34	35-49	50-64	65+	A8	C1	C2	DE	ABCl	C2DE	White	Ethnic minority	
Unweighted Total	1157	364	821	775	998	974	925	847	62	499	640	281	261	303	300	314	394	162	135	748	297	990	136	1157
Weighted Total	1157	964	787	749	984	953	897	816	58	549	589	332	255	302	268	270	329	209	241	600	450	959	164	1157
Satisfied	397 34%	342 35%	302 38%	291 39%	356 36%	349 37%	341 38%	316 39%	8 14%	215 39%	178 30%	61 18%	73 28%	131 43%	132 49%	63 23%	110 33%	105 50%	95 39%	173 29%	200 44%	360 38%	27 16%	363 31%
Dissatisfied	617 53%	530 55%	409 52%	387 52%	524 53%	505 53%	467 52%	419 51%	33 58%	287 52%	315 53%	228 69%	152 59%	131 43%	106 40%	184 68%	171 52%	79 38%	114 47%	355 59%	193 43%	475 50%	120 73%	629 54%
Don't know	143 12%	92 10%	76 10%	71 10%	103 11%	99 10%	89 10%	81 10%	16 28%	47 9%	96 16%	43 13%	31 12%	40 13%	29 11%	23 9%	48 15%	24 12%	33 14%	71 12%	57 13%	124 13%	18 11%	165 14%
Net satisfied	-220 -19%	-188 -19%	-107 -14%	-96 -13%	-168 -17%	-156 -16%	-127 -14%	-103 -13%	-25 -44%	-72 -13%	-137 -23%	-166 -50%	-79 -31%	* *	26 10%	-121 -45%	-61 -19%	26 12%	-19 -8%	-182 -30%	7 1%	-115 -12%	-93 -56%	-266 -23%

Fieldwork dates : Thursday 11th to Wednesday 17th September 2025.
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J25-007339-01
* = Less than 0.5%
s = Where unweighted base sizes smaller than 100, please note results are indicative only

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<https://www.ipsos.uk/politicalandsocialtrends>



Table 21

RR. Are you satisfied or dissatisfied with the way Rachel Reeves is doing her job as Chancellor of the Exchequer?

Base : All

	Total (Wtd)	Likelihood to vote (General Election)							Gender		Age				Social grade						Ethnicity		UnWgt Total	
		Always usually depends	Always usually depends AND 9/10 likelihood	(10) Absolutely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Men	Women	18-34	35-49	50-64	65+	A8	C1	C2	DE	ABCl	C3DE	White		Ethnic minority
Unweighted Total	1157	364	821	775	998	974	925	847	62	499	640	281	267	303	300	314	394	162	135	748	297	990	136	1157
Weighted Total	1157	964	787	749	984	953	897	816	58	549	589	332	255	302	268	270	329	209	241	600	450	959	164	1157
Satisfied	145	139	112	97	137	134	129	113	3	80	64	41	32	47	25	50	35	18	25	85	43	107	32	159
	13%	14%	14%	13%	14%	14%	14%	14%	5%	15%	11%	12%	13%	16%	9%	18%	11%	9%	10%	14%	10%	11%	19%	14%
Disatisfied	797	690	576	559	689	675	643	598	39	397	390	195	173	211	218	182	224	154	173	407	328	689	91	780
	69%	72%	73%	75%	70%	71%	72%	73%	68%	72%	66%	59%	68%	70%	81%	67%	68%	74%	72%	68%	73%	72%	56%	67%
Don't know	215	136	99	93	158	144	125	105	15	72	136	96	50	44	25	38	70	36	43	108	79	163	41	218
	19%	14%	13%	12%	16%	15%	14%	13%	26%	13%	23%	29%	19%	14%	9%	14%	21%	17%	18%	18%	18%	17%	25%	19%
Net satisfied	-652	-551	-463	-462	-552	-541	-514	-485	-36	-317	-326	-154	-141	-164	-192	-133	-189	-136	-148	-322	-284	-582	-59	-621
	-56%	-57%	-59%	-62%	-56%	-57%	-57%	-59%	-63%	-58%	-55%	-46%	-53%	-55%	-72%	-49%	-57%	-65%	-61%	-54%	-63%	-61%	-36%	-54%

Fieldwork dates : Thursday 11th to Wednesday 17th September 2025.
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J25-007339-01
*=Less than 0.5%
s=Where unweighted base sizes smaller than 100, please note results are indicative only

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Table 22
 88. Are you satisfied or dissatisfied with the way Rachel Reeves is doing her job as Chancellor of the Exchequer?

Base : All

	Total (Weighted)	Voting					Working status		Government		Work sector		Trends						ONS Regions						Past vote (2024 General Election)						Qualification			Unw. Tot.		
		Labour	Conservative	Liberal Democrats	UKIP (Dev.)	Reform UK	Green Party	Full-time	Not full-time/Ret.	Satisfied	Dissatisfied	Public	Private	Most anon.	Overall positive	Private sector	Social sector	Register	Total owner/manager	North east, Scot. & Wales (incl. 4 of England)	Midlands (incl. 4 of England)	South east - London	Greater London	England	Scot.	Wales	Lab	Con	Reform UK	LD	Other incl. LD/Gin.	None voters	No exp ¹		Other exp ²	Engage ³
Unweighted Total	1157	228	156	85	207	112	152	637	520	147	910	461	596	873	473	159	185	264	846	389	165	165	150	1009	92	64	161	213	138	112	211	161	129	591	621	1157
Unweighted % Total	100%	19%	13%	7%	18%	10%	13%	55%	45%	13%	78%	40%	51%	76%	41%	14%	16%	23%	74%	34%	14%	14%	13%	87%	8%	5%	14%	12%	10%	10%	18%	14%	51%	53%	100%	
Satisfied	145	83	12	35	14	12	79	71	78	57	55	77	77	47	45	21	24	45	92	40	30	32	24	133	30	2	82	7	3	20	31	17	18	85	82	139
	13%	37%	8%	13%	5%	10%	14%	12%	17%	6%	15%	17%	13%	13%	10%	13%	13%	14%	12%	14%	12%	12%	16%	13%	11%	8%	27%	4%	2%	20%	14%	9%	10%	11%	17%	14%
Dissatisfied	797	82	128	81	276	84	386	428	26	75	234	456	519	236	331	103	130	203	937	191	215	188	88	652	64	61	167	187	113	67	148	115	144	408	232	780
	69%	27%	84%	70%	88%	68%	65%	70%	13%	80%	61%	71%	87%	47%	70%	84%	62%	68%	72%	80%	70%	71%	65%	69%	64%	71%	15%	80%	88%	68%	68%	58%	80%	60%	64%	67%
Don't know	215	60	12	19	25	27	101	109	33	134	72	112	70	70	61	36	36	72	131	47	58	44	28	176	25	13	56	12	13	12	39	66	19	120	68	218
	19%	27%	8%	17%	8%	21%	19%	18%	24%	14%	20%	17%	12%	20%	14%	23%	22%	23%	17%	17%	19%	17%	19%	18%	25%	23%	1	6%	10%	12%	18%	34%	10%	22%	19%	19%
Net satisfied	452	-	-116	-46	-261	-72	-291	-358	52	-689	-179	-379	-189	-286	-81	-75	-158	-479	-551	-178	-156	-74	-559	-53	-39	-84	-179	-110	-47	-117	-98	-126	-343	-170	-621	
	39%	-	-10%	-5%	-23%	-6%	-24%	-30%	4%	-59%	-16%	-32%	-16%	-23%	-17%	-13%	-16%	-20%	-24%	-13%	-14%	-5%	-34%	-3%	-3%	-7%	-15%	-9%	-4%	-11%	-8%	-11%	-29%	-28%	-53%	

Fieldwork dates : Thursday 12th to Wednesday 17th September 2025.
 Respondent Type : Probability sample, adults 16+. Great Britain, online KnowledgePanel.
 Source : Ipsos I25-007739-01
¹Less than 0.2%
²Where unweighted base sizes smaller than 100, please note results are indicative only



Table 23

Q88. Who do you think would make the most capable Prime Minister?

Base : All

	Total (Wtd)	Likelihood to vote (General Election)								Gender		Age				Social grade						Ethnicity		UnWgt Total
		Always usually depends	Always usually depends AND 9/10 likelihood	(10) Absolutely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Men	Women	18-34	35-49	50-64	65+	A8	C1	C2	DE	AB C1	C2DE	White	Ethnic minority	
Unweighted Total	1157	968	821	775	998	974	925	847	62	499	640	291	261	303	300	314	394	162	135	748	297	990	136	1157
Weighted Total	1157	964	787	749	984	953	897	816	58	549	589	332	255	302	268	270	329	209	241	600	450	959	164	1157
Kemi Badenoch	104	86	72	68	92	88	85	80	3	38	64	18	18	34	34	20	33	20	18	54	39	90	13	99
	9%	9%	9%	9%	9%	9%	9%	10%	5%	7%	11%	5%	7%	11%	13%	8%	10%	10%	8%	9%	9%	9%	8%	9%
Keir Starmer	215	203	165	156	198	194	186	168	4	112	98	71	56	52	36	85	74	24	16	159	40	176	29	249
	19%	21%	21%	21%	20%	20%	21%	21%	7%	20%	17%	21%	22%	17%	14%	32%	22%	11%	7%	27%	9%	18%	18%	22%
Nigel Farage	289	251	222	219	265	263	250	233	5	153	136	49	60	84	96	38	77	84	76	114	159	263	18	262
	25%	26%	28%	29%	27%	28%	28%	29%	9%	28%	23%	15%	24%	28%	36%	14%	23%	40%	31%	19%	35%	27%	11%	23%
There is no difference	180	134	102	90	139	127	117	102	12	77	98	49	43	49	39	25	44	35	54	69	89	146	30	173
	16%	14%	13%	12%	14%	13%	13%	12%	21%	14%	17%	15%	17%	16%	14%	9%	13%	17%	22%	20%		15%	18%	15%
No one	178	145	107	102	137	133	125	110	26	76	99	72	37	38	31	56	47	23	31	103	54	151	26	179
	15%	15%	14%	14%	14%	14%	13%	13%	44%	14%	17%	22%	14%	13%	12%	21%	14%	11%	13%	17%	12%	16%	16%	15%
Someone else. Specify...	97	88	87	83	90	90	89	87	2	57	38	39	23	19	16	32	31	8	13	63	21	71	20	101
	8%	9%	11%	11%	9%	9%	10%	11%	4%	10%	7%	12%	9%	6%	6%	12%	10%	4%	5%	11%	5%	7%	12%	9%
Don't know	94	56	32	32	62	58	45	36	6	37	56	35	18	25	15	14	22	15	34	36	49	62	28	94
	8%	6%	4%	4%	6%	6%	5%	4%	10%	7%	9%	11%	7%	8%	6%	5%	7%	7%	14%	6%	11%	6%	17%	8%

Fieldwork dates - Thursday 11th to Wednesday 17th September 2025.

Respondent Type - Probability sample, adults 18+, Great Britain, online KnowledgePanel

Source - Ipsos J25-007339-01

*=Less than 0.5%

s=Where unweighted base sizes smaller than 100, please note results are indicative only



Table 24
Q26. Who do you think would make the most capable Prime Minister?

Base : All

	Total (Weighted)	Voting					Working status		Government		Work sector		Turnout					ONS Regions										Past vote (2024 General Election)						Qualifications			Unw. Tot.
		Labour	Conservative	Liberal Democrats	Reform UK	Green Party	Full-time	Not full-time/Ret.	Satisfied	Dissatisfied	Public	Private	Most seen	Checked online	Private voter	Social media	Register	Total owner/manager	North east, Scot	Midlands (incl. E of England)	South east	Greater London	England	Scot	Wales	Lab	Con	Reform UK	LD	Other incl. UK indep.	No voters	No exp ¹	Other exp ²	Exp/never			
Unweighted Total	1157	228	156	115	287	121	121	637	147	937	461	596	173	475	159	145	264	848	289	165	165	112	1009	99	161	161	213	118	117	211	161	129	591	611	1157		
Unweighted % Total	11.2%	2.2%	1.5%	2.5%	11.2%	11.2%	10.5%	6.0%	12.7%	8.3%	5.1%	5.2%	15.3%	4.2%	1.4%	1.3%	23.1%	73.7%	24.9%	14.2%	14.2%	10.1%	89.9%	8.6%	14%	14%	18.7%	10.2%	10.1%	18.2%	14%	12.9%	51.1%	52.1%	11.2%		
Kemi Badenoch	104	4	66	7	17	3	44	60	4	97	34	44	29	52	13	5	18	81	22	21	32	18	98	6	2	12	54	5	2	8	17	18	50	32	99		
	9%	2%	44%	6%	5%	2%	8%	10%	2%	10%	9%	10%	8%	12%	8%	3%	6%	10%	8%	7%	12%	12%	10%	8%	1	4%	26%	4%	2%	4%	8%	10%	8%	9%	9%		
Kier Starmer	215	142	5	39	2	18	120	93	99	91	77	121	82	74	42	9	51	136	55	39	58	41	102	18	5	122	8	-	34	53	25	11	77	123	249		
	19%	63%	3%	13%	1%	15%	22%	15%	22%	20%	17%	23%	23%	17%	26%	6%	16%	20%	20%	13%	22%	27%	10%	18%	9%	40%	4%	-	34%	23%	11%	6%	13%	14%	22%		
Nigel Farage	289	11	17	3	244	1	118	171	10	272	62	70	70	130	26	60	86	205	70	99	61	20	251	25	13	33	70	103	9	14	52	73	178	14	262		
	25%	5%	11%	3%	77%	1%	22%	28%	8%	29%	17%	20%	20%	30%	16%	38%	27%	25%	25%	32%	23%	13%	25%	23%	1	11%	34%	79%	9%	7%	26%	40%	32%	9%	23%		
There is no difference	180	29	26	16	17	29	89	90	4	168	63	94	54	59	25	35	80	113	56	46	36	36	153	17	10	47	27	6	21	47	39	36	96	42	178		
	16%	12%	17%	14%	3%	23%	14%	23%	2%	28%	14%	25%	15%	13%	14%	12%	18%	14%	20%	14%	13%	30%	13%	12%	13%	23%	23%	9%	25%	23%	29%	20%	14%	10%	12%		
No one	118	12	21	30	17	38	76	121	7	244	54	154	55	66	25	19	44	120	39	55	18	36	110	17	12	47	26	7	16	48	32	22	94	61	178		
	13%	6%	14%	20%	5%	30%	14%	17%	5%	11%	10%	13%	16%	10%	12%	14%	15%	14%	16%	14%	12%	15%	17%	12%	13%	12%	5%	16%	17%	20%	16%	12%	16%	17%			
Someone else. Specify...	97	12	6	15	11	26	55	41	11	84	46	30	30	29	20	12	32	59	23	26	14	17	80	11	1	34	8	8	8	14	41	10	5	42	49	105	
	8%	6%	4%	13%	4%	21%	10%	7%	8%	9%	13%	9%	10%	7%	12%	7%	10%	7%	8%	9%	5%	11%	8%	1	1	8%	4%	6%	6%	14%	10%	5%	3%	7%	13%	9%	
Don't know	94	19	10	6	7	10	40	50	3	71	25	14	27	10	20	29	61	13	20	25	21	79	5	10	20	13	1	3	14	25	16	55	21	94			
	8%	9%	7%	5%	2%	8%	7%	8%	2%	7%	7%	7%	10%	6%	6%	12%	9%	8%	5%	7%	10%	14%	8%	5%	1	2%	13%	7%	3%	6%	11%	9%	9%	6%	8%		

Fieldwork dates : Thursday 18th to Wednesday 17th September 2025.
Respondent Type : Probability sample, adults 18+. Great Britain, online KnowledgePanel
Source : Ipsos 025-007239-01
¹None
²Where unweighted base sizes smaller than 100, please note results are indicative only