

Ipsos Political Monitor

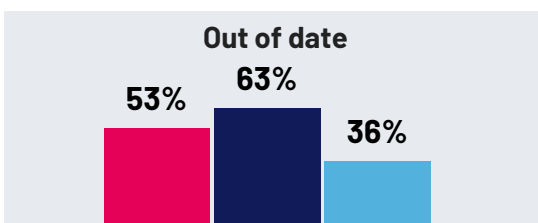
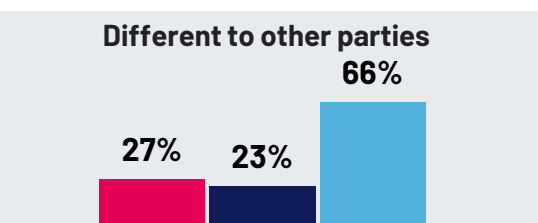
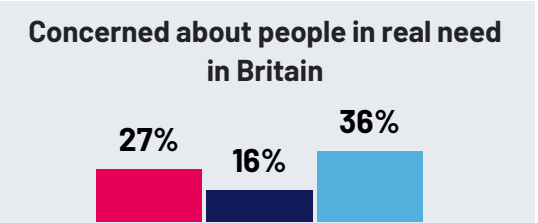
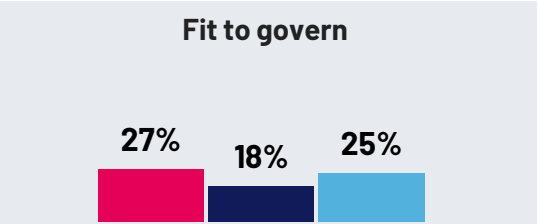
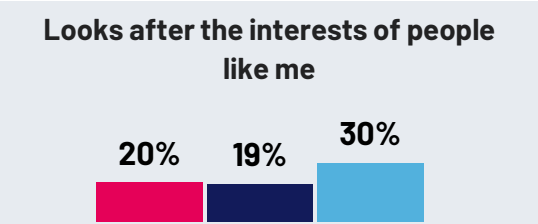
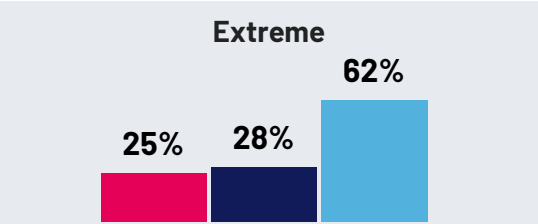
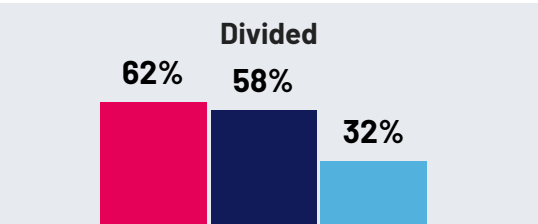
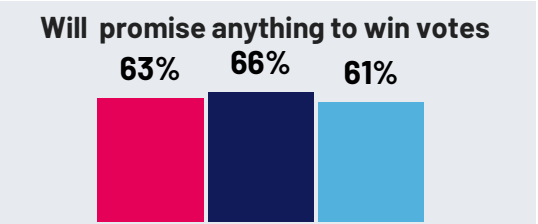
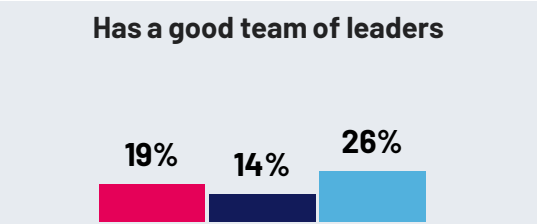
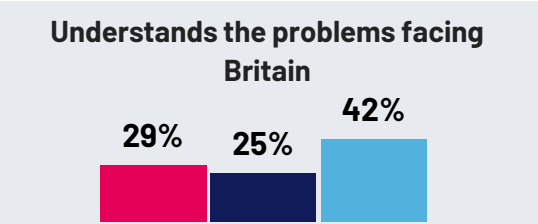
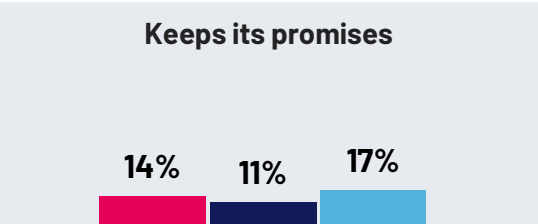
Release 2 – Party image

September 2025

Party image

Do you think each of the following statements does or does not apply to...? % does apply

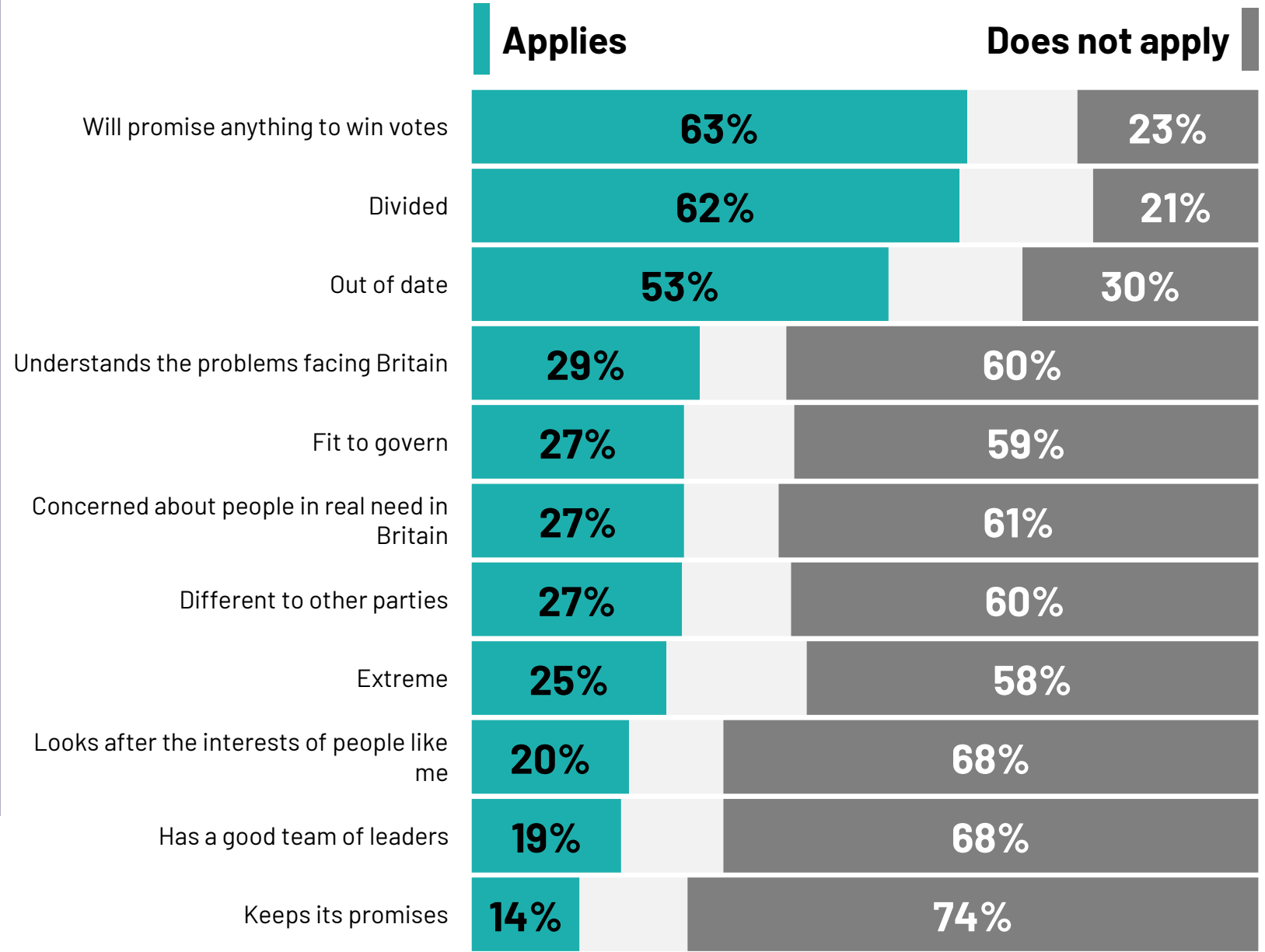
Labour Conservative Reform



Base: 1,157 British adults 18+, 11 – 17 September 2025

Party image: Labour

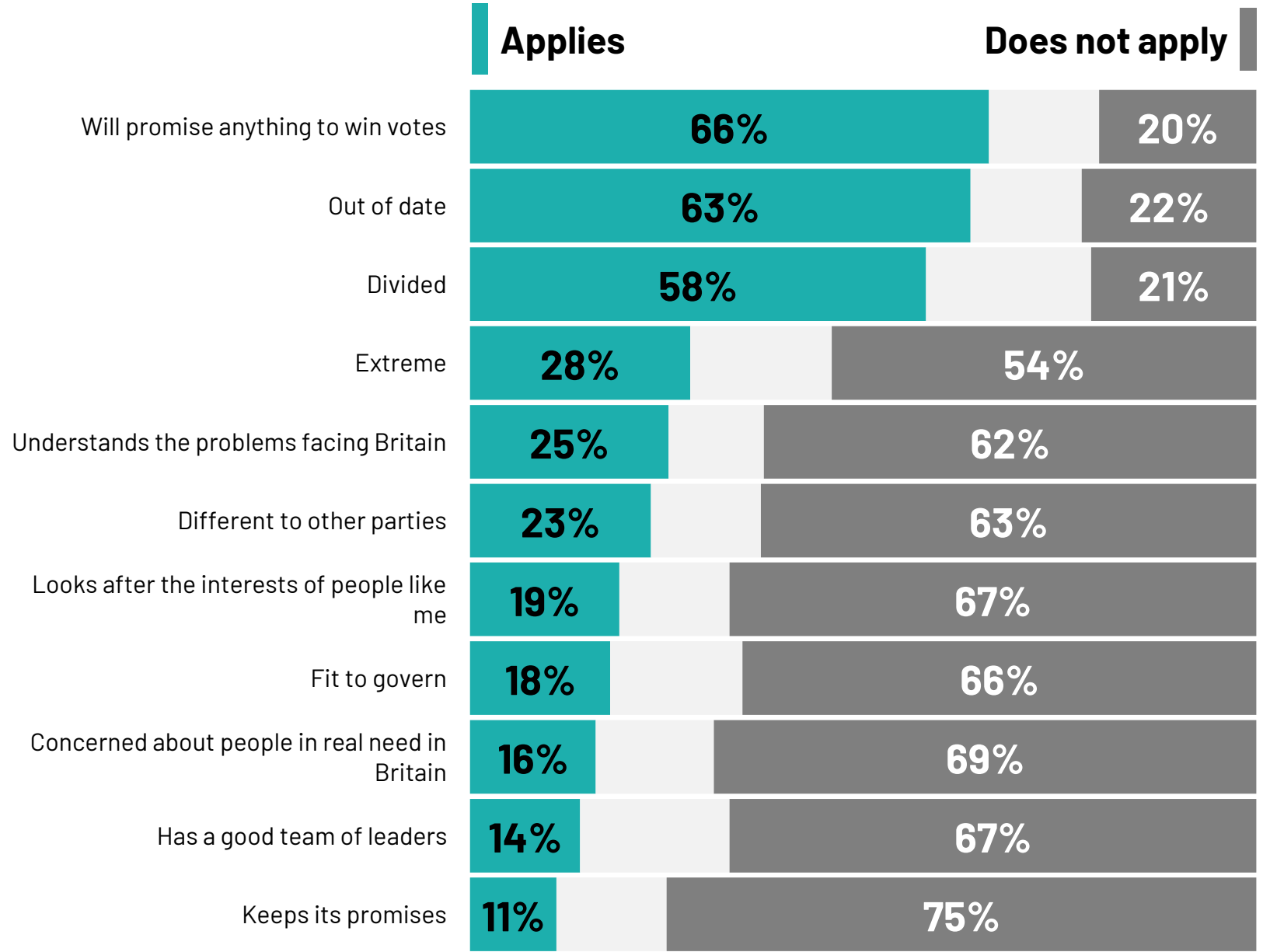
Which of these, if any, do you think apply to the Labour Party?



Base: 1,157 British adults 18+, 11 - 17 September 2025

Party image: The Conservative party

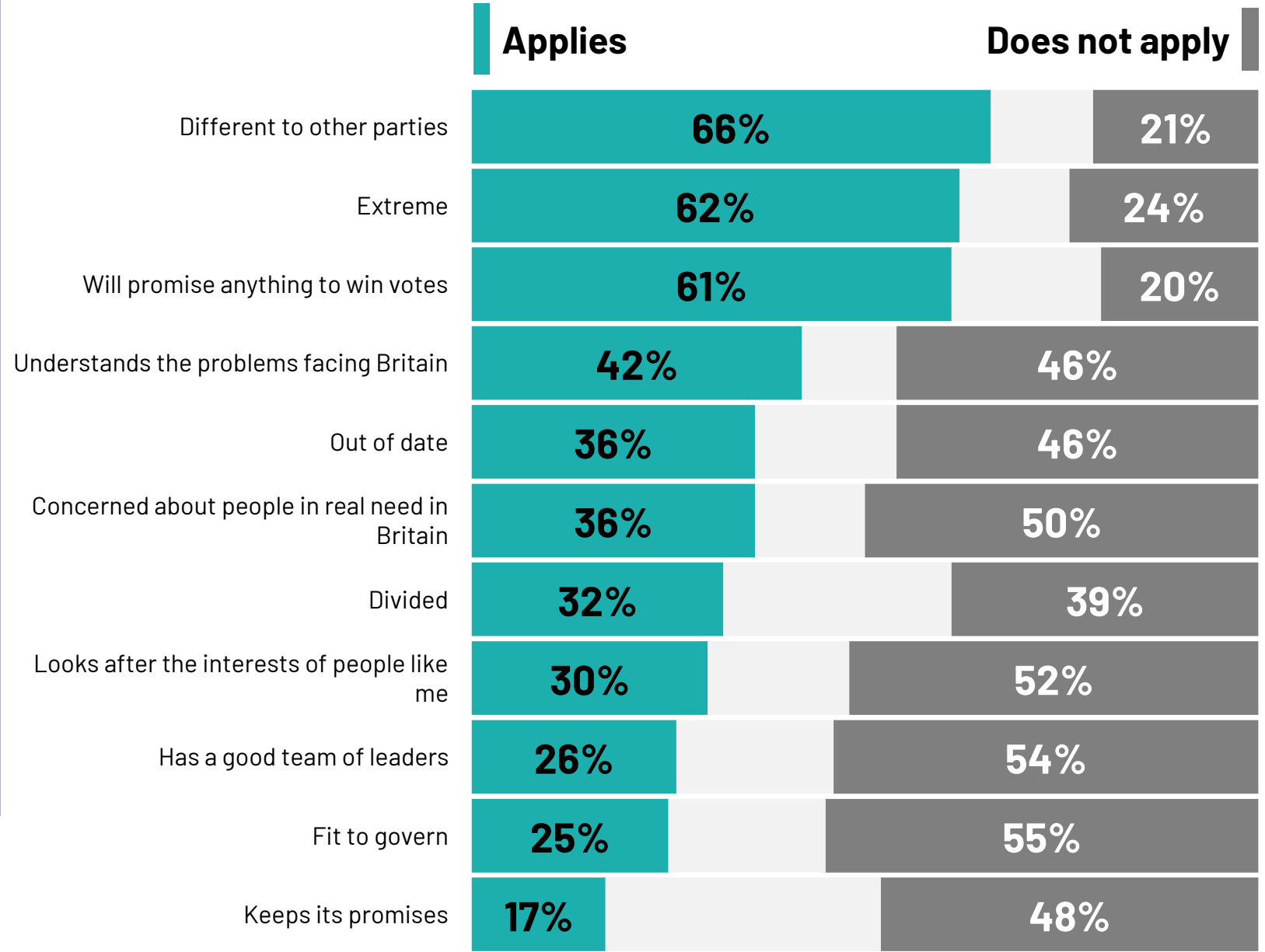
Which of these, if any, do you think apply to the Conservative party?



Base: 1,157 British adults 18+, 11 - 17 September 2025

Party image: Reform UK

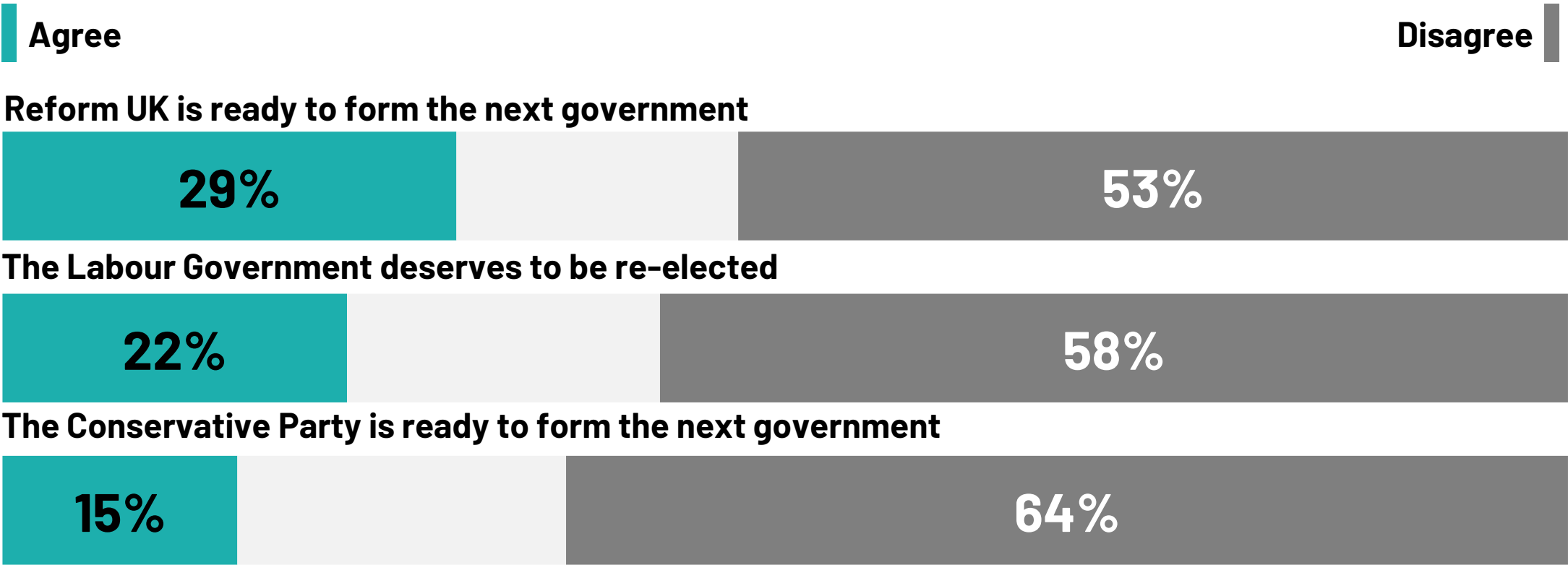
Which of these, if any, do you think apply to Reform UK?



Base: 1,157 British adults 18+, 11 - 17 September 2025

Over half of Britons do not agree that the Labour Government deserves to be re-elected

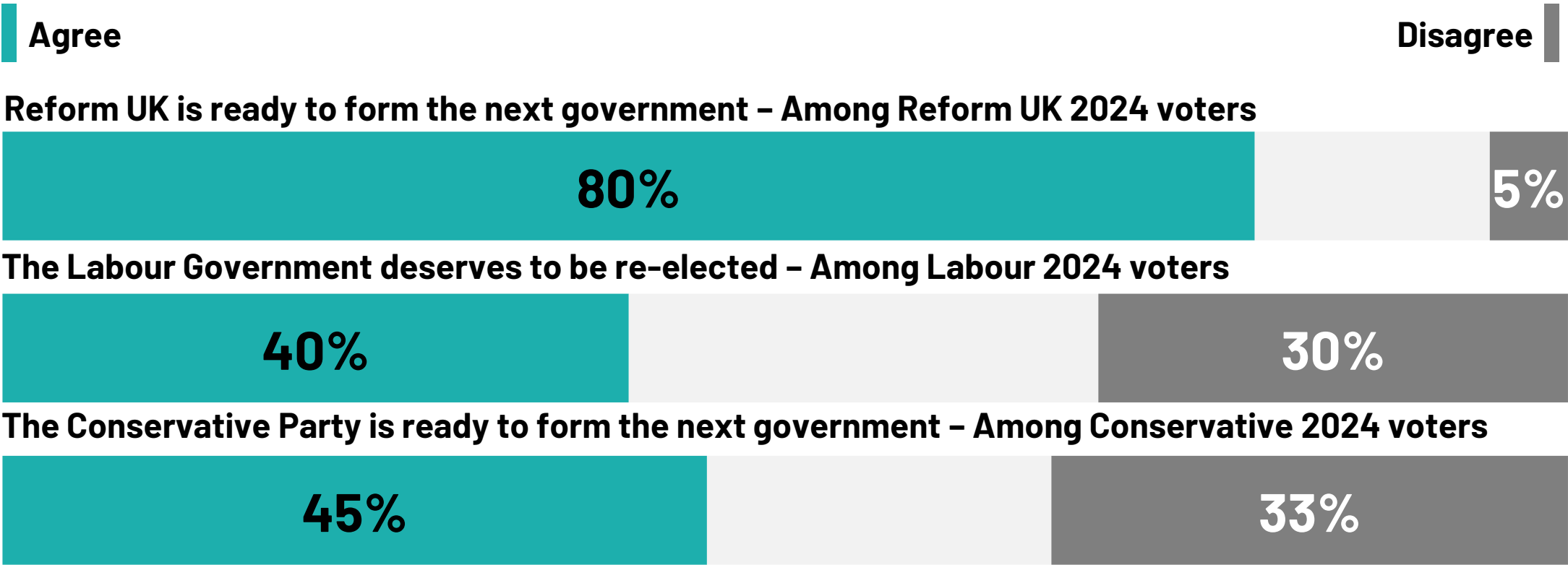
To what extent, if at all, do you agree or disagree with the following statements?



Base: 1,157 British adults 18+, 11-17 September 2025

Reform 2024 voters overwhelmingly agree the party is ready to form the next government

To what extent, if at all, do you agree or disagree with the following statements? Among own party voters



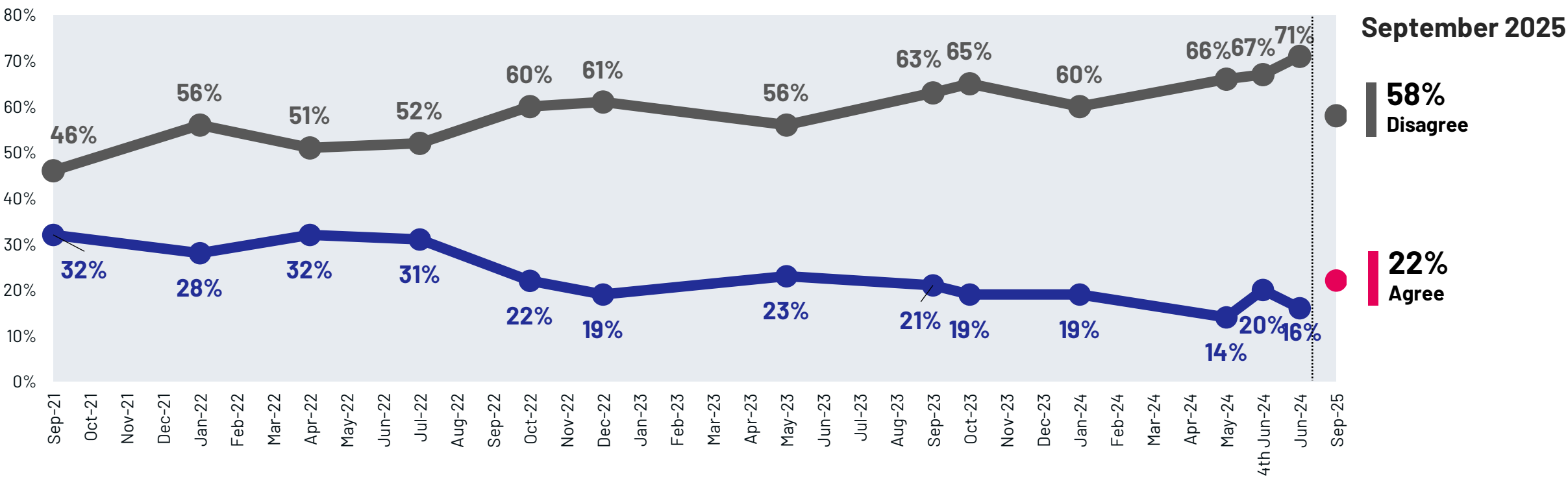
Base: 1,157 British adults 18+ (312 Labour 2024 voters, 213 Conservative 2024 voters, 118 Reform UK 2024 voters), 11-17 September 2025



Does the Government deserve to be re-elected?

To what extent, if at all, do you agree or disagree with the following?

The [...] government deserves to be re-elected



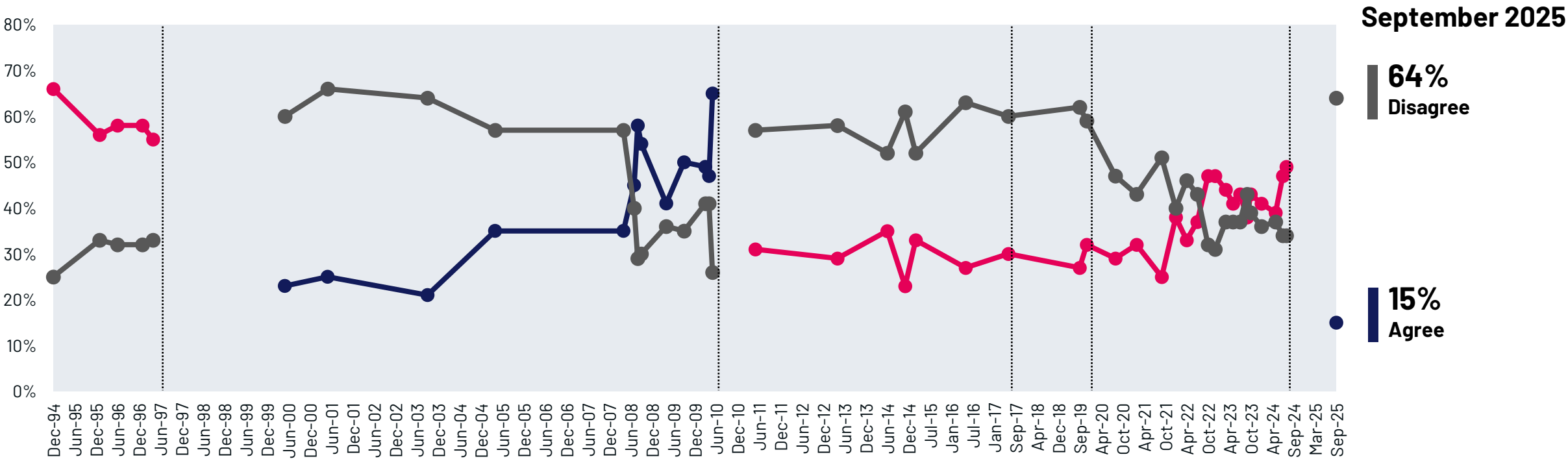
Base: 1,157 British adults 18+, 11-17 September 2025. c.1,000 British adults each month

Source: Ipsos Political Monitor

Is the Opposition ready to form the next Government?

To what extent, if at all, do you agree or disagree with the following?

[...] is ready to form the next Government



About the Ipsos KnowledgePanel

Ipsos, part of the Ipsos group, is one of the UK's largest and most innovative research agencies, working for a wide range of global businesses and many government departments and public bodies.

The KnowledgePanel, set up in 1999 in the US, 2020 in the UK, and since across Europe, is an online random probability panel. In the UK, panellists aged 16+ are recruited via a postal push-to-web methodology. Invitations are sent to randomly selected addresses in the UK. Those who are digitally excluded are provided with a tablet and restricted internet access, free of cost. Our recruitment approach means all UK households in private residential settings have a known and non-zero chance of being invite to join the panel.

A high-quality random selection process is followed for all survey sampling. Panel members are randomly selected to take part in surveys. Data collection usually takes place over a week, online. Being a probability sample, quotas are not applied. Instead, the selected sample is stratified to ensure it is balanced on key characteristics. All those invited are allowed to take part in the survey.

Methodology

We interviewed a representative random sample of 1,157 British adults aged 18+ via the Ipsos UK KnowledgePanel. Data was collected online between 11 – 17 September 2025. A sample of 2,301 adults aged 18+ were invited to take part in the survey. The sample was stratified by nation, age, qualifications and vote at the 2024 general election (as collected immediately after the election).

The achieved sample was weighted in two stages:

- Design weights were applied to correct for the unequal probabilities of a person being selected for a survey.
 - Calibration weights were applied to correct for differential non-response.
- Data was weighted to the adult population profile on age and gender, region, ethnicity, qualifications, work status and sector (public sector/other), social grade (office coded), number of cars in household, constituency type and newspaper readership (print and digital). Population targets were obtained from the 2021/22 Census, ONS population estimates and other large probability surveys.



September 2025 Political Monitor

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