

Ipsos Political Monitor - September 2025

Table 7
Q10BLabour (1). The Labour Party, Keeps its promises : Which of these, if any, do you think apply to ?

23 Sep 2025

Base : All

	Total (W'td)	Likelihood to vote (General Election)								Gender		Age				Social grade						Ethnicity		UnWgt Total
			Always usually depends	Always depends AND 9/10 like- lihood	(10) Absol -utely 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+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic min- ority	Total
Unweighted Total	1157	994	828	775	998	974	925	847	62	499	640	291	263	303	300	354	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
Applies	163	155	123	114	152	143	137	125	2	84	77	58	34	39	33	46	57	14	30	102	44	125	30	171
	14%	16%	16%	15%	15%	15%	15%	15%	3%	15%	13%	17%	13%	13%	12%	17%	17%	7%	13%	17%	10%	13%	18%	15%
Does not apply	834	707	589	563	721	705	665	610	41	395	425	212	189	220	213	181	231	165	185	412	350	701	110	829
	72%	73%	75%	75%	73%	74%	74%	75%	72%	72%	72%	64%	74%	73%	79%	67%	70%	79%	77%	69%	78%	73%	67%	72%
Don't know	160	103	75	72	111	106	95	82	14	70	87	63	32	43	22	44	41	29	26	85	55	133	24	157
	14%	11%	10%	10%	11%	11%	11%	10%	25%	13%	15%	19%	13%	14%	8%	16%	13%	14%	11%	14%	12%	14%	14%	14%

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

Ipsos Political Monitor - September 2025

Table 8
Q10B Labour (1). The Labour Party, Keeps its promises : Which of these, if any, do you think apply to ?

23 Sep 2025

Base : All

	Total (Weighted)	Voting					Working status		Government		Work sector		Tenure						ONS Regions							Past vote (2024 General Election)					Qualifications			UnW Tot.
		Labour	Conservative	Liberal Democrats (Lib Dem)	Reform UK	Green Party	Full-time	Not full- time/Not work- ing	Satis- fied	Dis- satis- fied	Public	Private	Mort- gage	Owned out- right	Private renter	Social renter	Renter	Total owner occup- ier	North excl. Scot	Mid- lands (incl. E of England)	South excl. London	Grea- ter London	Eng- land	Scot	Wales	Lab	Con	Reform UK	LD	Oth incl. LD, Grn	No qual'	Other qual'	Degree+	
Unweighted Total	1157	228	156	135	287	121	512	637	147	927	401	596	373	473	139	125	264	846	289	315	265	136	1005	99	53	312	213	118	112	231	120	599	421	1157
Weighted Total	1157	226	152	116	315	123	542	607	137	946	361	644	354	437	160	160	320	791	277	309	264	151	1001	100	56	304	206	128	98	217	181	593	362	1157
Applies	163 14%	102 45%	10 7%	24 21%	13 4%	10 8%	88 16%	75 12%	91 66%	64 7%	66 18%	79 12%	48 14%	60 14%	29 18%	15 9%	43 14%	108 14%	47 17%	30 10%	40 15%	28 18%	145 14%	13 14%	5 9%	95 31%	10 5%	2 2%	21 21%	29 13%	26 14%	59 10%	77 21%	171 15%
Does not apply	834 72%	80 35%	133 87%	82 71%	289 92%	93 76%	384 71%	446 73%	26 19%	785 83%	249 69%	481 75%	251 71%	326 75%	113 70%	115 72%	228 71%	577 73%	200 72%	234 76%	185 70%	103 68%	722 72%	75 75%	37 66%	163 54%	180 87%	123 96%	67 68%	164 75%	136 75%	451 76%	234 65%	829 72%
Don't know	160 14%	44 19%	10 6%	10 9%	13 4%	20 16%	69 13%	86 14%	20 15%	96 10%	46 13%	84 13%	55 16%	51 12%	19 12%	30 19%	49 15%	106 13%	30 11%	45 15%	39 15%	20 14%	134 13%	11 11%	14 25%	46 15%	16 8%	3 2%	10 10%	24 11%	19 10%	82 14%	51 14%	157 14%

Fieldwork dates - Thursday 11th to Wednesday 17th September 2025.
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Table 9
Q10BLabour (2). The Labour Party, Understands the problems facing Britain : Which of these, if any, do you think apply to?

23 Sep 2025

Base : All

	Total (W'td)	Likelihood to vote (General Election)								Gender		Age				Social grade						Ethnicity		UnWgt Total
			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+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic minority	
		Always usually depends																					Total	
Unweighted Total	1157	994	828	775	998	974	925	847	62	499	640	291	263	303	300	354	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
Applies	337	291	235	222	296	282	269	245	7	169	161	107	79	87	64	101	109	47	52	210	99	271	51	352
	29%	30%	30%	30%	30%	30%	30%	30%	13%	31%	27%	32%	31%	29%	24%	37%	33%	23%	21%	35%	22%	28%	31%	30%
Does not apply	693	594	493	477	605	594	557	511	35	337	344	176	153	180	184	144	182	138	169	326	307	582	97	678
	60%	62%	63%	64%	61%	62%	62%	63%	60%	61%	58%	53%	60%	60%	69%	53%	55%	66%	70%	54%	68%	61%	59%	59%
Don't know	126	79	59	49	84	77	70	60	16	42	83	49	23	35	20	25	38	23	20	63	44	106	17	127
	11%	8%	7%	7%	8%	8%	8%	7%	27%	8%	14%	15%	9%	12%	7%	9%	12%	11%	8%	11%	10%	11%	10%	11%

Fieldwork dates - Thursday 11th to Wednesday 17th September 2025.
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
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Table 10
Q10BLabour (2). The Labour Party, Understands the problems facing Britain : Which of these, if any, do you think apply to?

23 Sep 2025

Base : All

	Total (Weighted)	Voting					Working status		Government		Work sector		Tenure						ONS Regions							Past vote (2024 General Election)					Qualifications			UnW Tot.
		Labour	Conservative	Liberal Democrats (Lib Dem)	Reform UK	Green Party	Full-time	Not full- time/Not work ing	Satis- -fied	Dis- satis- -fied	Public	Private	Mort gage	Owned out- right	Private renter	Social renter	Renter	Total owner occup- -ier	North excl. Scot	Mid- lands (incl. E of England)	South excl. London	Grea- -ter London	Eng- land	Scot	Wales	Lab	Con	Reform UK	LD	Oth incl. LD, Grn	No qual'	Other qual'	Degree+	
Unweighted Total	1157	228	156	135	287	121	512	637	147	927	401	596	373	473	139	125	264	846	289	315	265	136	1005	99	53	312	213	118	112	231	120	599	421	1157
Weighted Total	1157	226	152	116	315	123	542	607	137	946	361	644	354	437	160	160	320	791	277	309	264	151	1001	100	56	304	206	128	98	217	181	593	362	1157
Applies	337 29%	157 70%	39 25%	51 44%	20 6%	34 27%	178 33%	159 26%	107 78%	191 20%	116 32%	190 29%	116 33%	122 28%	53 33%	31 19%	84 26%	239 30%	84 30%	84 27%	73 28%	58 38%	299 30%	29 29%	9 16%	163 53%	35 17%	4 3%	37 38%	65 30%	33 18%	148 25%	154 43%	352 30%
Does not apply	693 60%	47 21%	104 68%	56 49%	281 89%	77 63%	305 56%	382 63%	24 17%	662 70%	204 56%	392 61%	188 53%	282 64%	92 57%	105 66%	197 62%	470 59%	169 61%	181 59%	169 64%	79 52%	598 60%	58 58%	38 67%	111 36%	161 78%	119 93%	54 55%	134 62%	135 74%	365 62%	180 50%	678 59%
Don't know	126 11%	22 10%	10 7%	9 8%	13 4%	12 10%	58 11%	66 11%	6 4%	93 10%	42 12%	62 10%	49 14%	33 8%	15 9%	24 15%	39 12%	83 10%	25 9%	43 14%	22 8%	14 10%	104 10%	12 12%	10 18%	31 10%	11 5%	5 4%	8 8%	18 8%	13 7%	80 13%	29 8%	127 11%

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Table 11
Q10BLabour (3). The Labour Party, Has a good team of leaders : Which of these, if any, do you think apply to?

23 Sep 2025

Base : All

	Total (W'td)	Likelihood to vote (General Election)								Gender		Age				Social grade						Ethnicity		UnWgt Total
			Always usually depends AND 9/10 like- lihood	(10) Absol- -utely certain																				
		Always usually depends			(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Men	Women	18-34	35-49	50-64	65+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic min- ority	Total
Unweighted Total	1157	994	828	775	998	974	925	847	62	499	640	291	263	303	300	354	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
Applies	221	193	155	147	200	189	178	165	2	110	109	73	53	52	42	56	77	38	31	133	70	180	36	215
	19%	20%	20%	20%	20%	20%	20%	20%	4%	20%	19%	22%	21%	17%	16%	21%	23%	18%	13%	22%	16%	19%	22%	19%
Does not apply	786	680	570	547	683	668	637	584	40	382	389	198	167	211	210	177	213	148	177	390	325	659	103	791
	68%	71%	72%	73%	69%	70%	71%	72%	69%	70%	66%	60%	66%	70%	78%	65%	65%	71%	73%	65%	72%	69%	63%	68%
Don't know	150	91	62	55	101	96	81	67	16	56	91	61	35	39	16	37	39	22	33	77	55	120	25	151
	13%	9%	8%	7%	10%	10%	9%	8%	27%	10%	15%	18%	14%	13%	6%	14%	12%	10%	14%	13%	12%	12%	15%	13%

Fieldwork dates - Thursday 11th to Wednesday 17th September 2025.
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
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Table 12

Q10BLabour (3). The Labour Party, Has a good team of leaders : Which of these, if any, do you think apply to?

23 Sep 2025

Base : All

	Total (Weighted)	Voting					Working status		Government		Work sector		Tenure							ONS Regions							Past vote (2024 General Election)					Qualifications			UnW Tot.
				Liberal Democrats (Lib Dem)				Not full- time/Not work ing	Satis- fied	Dis- satis- fied		Private	Mort gage	Owned out- right	Private renter	Social renter	Renter	Total owner occup- ier	North excl. Scot	Mid- lands (incl. E of England)	South excl. London	Grea ter London	Eng- land	Scot	Wales	Lab	Con	Reform UK	LD	Oth incl. LD,Grn	No qual'	Other qual'	Degree+		
		Labour	Conservative		Reform UK	Green Party		Full-time																											
Unweighted Total	1157	228	156	135	287	121		512	637	147	927	401	596	373	473	139	125	264	846	289	315	265	136	1005	99	53	312	213	118	112	231	120	599	421	1157
Weighted Total	1157	226	152	116	315	123		542	607	137	946	361	644	354	437	160	160	320	791	277	309	264	151	1001	100	56	304	206	128	98	217	181	593	362	1157
Applies	221 19%	142 63%	10 7%	31 26%	17 5%	14 11%		120 22%	99 16%	101 74%	100 11%	78 22%	117 18%	72 20%	74 17%	42 26%	24 15%	67 21%	146 19%	52 19%	57 18%	56 21%	35 23%	201 20%	13 13%	7 13%	118 39%	11 5%	7 5%	26 27%	40 18%	25 14%	93 16%	98 27%	215 19%
Does not apply	786 68%	55 24%	128 84%	73 63%	286 91%	94 76%		355 66%	427 70%	28 21%	746 79%	237 66%	449 70%	221 63%	323 74%	104 65%	103 64%	207 65%	544 69%	196 71%	209 68%	180 68%	99 66%	684 68%	70 71%	32 56%	150 49%	185 89%	117 92%	63 64%	152 70%	137 76%	417 70%	221 61%	791 68%
Don't know	150 13%	29 13%	14 9%	12 10%	12 4%	16 13%		67 12%	81 13%	8 6%	101 11%	46 13%	78 12%	60 17%	41 9%	14 9%	32 20%	46 14%	101 13%	29 11%	43 14%	28 11%	17 11%	116 12%	17 17%	17 31%	37 12%	11 5%	4 3%	9 9%	25 12%	19 10%	83 14%	44 12%	151 13%

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Ipsos Political Monitor - September 2025

Table 13
Q10BLabour (4). The Labour Party, Will promise anything to win votes : Which of these, if any, do you think apply to?

23 Sep 2025

Base : All

	Total (W'td)	Likelihood to vote (General Election)								Gender		Age				Social grade						Ethnicity		UnWgt Total
			Always usually depends AND 9/10 like- lihood	(10) Absol- -utely certain																				
		Always usually depends			(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Men	Women	18-34	35-49	50-64	65+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic min- ority	Total
Unweighted Total	1157	994	828	775	998	974	925	847	62	499	640	291	263	303	300	354	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
Applies	732	638	536	505	654	633	605	552	26	336	385	178	140	202	212	161	217	142	162	378	304	634	87	731
	63%	66%	68%	67%	66%	66%	68%	68%	45% ^s	61%	65%	54%	55%	67%	79%	60%	66%	68%	67%	63%	68%	66%	53%	63%
Does not apply	261	232	183	176	230	224	211	190	19	142	113	90	78	56	36	79	69	40	38	148	78	205	42	281
	23%	24%	23%	23%	23%	24%	23%	23%	32% ^s	26%	19%	27%	31%	19%	14%	29%	21%	19%	16%	25%	17%	21%	25%	24%
Don't know	164	94	68	68	100	96	81	75	13	70	91	65	37	43	19	31	43	26	41	74	68	121	36	145
	14%	10%	9%	9%	10%	10%	9%	9%	23% ^s	13%	15%	19%	14%	14%	7%	11%	13%	13%	17%	12%	15%	13%	22%	13%

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Ipsos Political Monitor - September 2025

Table 14
Q10BLabour (4). The Labour Party, Will promise anything to win votes : Which of these, if any, do you think apply to?

23 Sep 2025

Base : All

	Total (Weighted)	Voting					Working status		Government		Work sector		Tenure						ONS Regions							Past vote (2024 General Election)					Qualifications			UnW Tot.
		Labour	Conservative	Liberal Democrats (Lib Dem)	Reform UK	Green Party	Full-time	Not full- time/Not work ing	Satis- fied	Dis- satis- fied	Public	Private	Mort gage	Owned out- right	Private renter	Social renter	Renter	Total owner occup- -ier	North excl. Scot	Mid- lands (incl. E of England)	South excl. London	Grea- -ter London	Eng- land	Scot	Wales	Lab	Con	Reform UK	LD	Oth incl. LD,Grn	No qual'	Other qual'	Degree+	
Unweighted Total	1157	228	156	135	287	121	512	637	147	927	401	596	373	473	139	125	264	846	289	315	265	136	1005	99	53	312	213	118	112	231	120	599	421	1157
Weighted Total	1157	226	152	116	315	123	542	607	137	946	361	644	354	437	160	160	320	791	277	309	264	151	1001	100	56	304	206	128	98	217	181	593	362	1157
Applies	732	76	121	68	264	82	317	412	43	665	211	425	196	310	99	94	193	506	183	201	175	81	641	62	29	131	176	116	59	142	126	394	201	731
	63%	34%	80%	58%	84%	66%	58%	68%	31%	70%	59%	66%	55%	71%	62%	59%	60%	64%	66%	65%	66%	54%	64%	63%	52%	43%	85%	91%	60%	65%	70%	67%	55%	63%
Does not apply	261	113	18	35	38	25	147	111	77	167	110	122	98	89	36	30	66	186	67	55	61	43	225	25	10	131	20	8	28	52	31	103	121	281
	23%	50%	12%	30%	12%	20%	27%	18%	57%	18%	30%	19%	28%	20%	22%	19%	21%	24%	24%	18%	23%	28%	22%	25%	18%	43%	10%	6%	29%	24%	17%	17%	33%	24%
Don't know	164	36	13	13	13	16	78	84	17	115	40	98	60	39	25	35	61	99	27	53	28	27	135	12	17	43	10	4	10	23	24	96	40	145
	14%	16%	9%	11%	4%	13%	14%	14%	12%	12%	11%	15%	17%	9%	16%	22%	19%	13%	10%	17%	11%	18%	13%	12	30%	14%	5%	3%	11%	11%	13%	16%	11%	13%

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Source : Ipsos J25-007339-01
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Table 15
Q10BLabour (4). The Labour Party, Divided : Which of these, if any, do you think apply to?
Base : All

23 Sep 2025

	Total (W'td)	Likelihood to vote (General Election)								Gender		Age				Social grade						Ethnicity		UnWgt Total
		Always usually depends	Always depends AND 9/10 like- lihood	(10) Absol -utely 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+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic min- ority	Total
Unweighted Total	1157	994	828	775	998	974	925	847	62	499	640	291	263	303	300	354	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
Applies	714 62%	642 67%	540 69%	517 69%	649 66%	628 66%	596 67%	554 68%	29 50% s	346 63%	355 60%	180 54%	143 56%	191 63%	201 75%	179 66%	208 63%	128 61%	144 60%	387 65%	272 61%	611 64%	83 50%	737 64%
Does not apply	242 21%	195 20%	150 19%	149 20%	200 20%	193 20%	181 20%	158 19%	13 22% s	131 24%	109 18%	79 24%	69 27%	62 21%	32 12%	52 19%	69 21%	52 25%	40 17%	121 20%	93 21%	186 19%	47 28%	233 20%
Don't know	201 17%	127 13%	97 12%	83 11%	136 14%	132 14%	119 13%	104 13%	16 28% s	72 13%	126 21%	73 22%	44 17%	49 16%	35 13%	39 14%	53 16%	28 14%	56 23%	92 15%	85 19%	162 17%	35 21%	187 16%

Fieldwork dates - Thursday 11th to Wednesday 17th September 2025.
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Table 16
Q10BLabour (4). The Labour Party, Divided : Which of these, if any, do you think apply to?

23 Sep 2025

Base : All

	Total (Weighted)	Voting					Working status		Government		Work sector		Tenure							ONS Regions							Past vote (2024 General Election)					Qualifications			UnW Tot.
		Labour	Conservative	Liberal Democrats (Lib Dem)	Reform UK	Green Party	Full-time	Not full- time/Not work- ing	Satis- fied	Dis- satis- fied	Public	Private	Mort gage	Owned out- right	Private renter	Social renter	Renter	Total owner occup- -ier	North excl. Scot	Mid- lands (incl. E of England)	South excl. London	Grea- -ter London	Eng- land	Scot	Wales	Lab	Con	Reform UK	LD	Oth incl. LD,Grn	No qual'	Other qual'	Degree+		
Unweighted Total	1157	228	156	135	287	121	512	637	147	927	401	596	373	473	139	125	264	846	289	315	265	136	1005	99	53	312	213	118	112	231	120	599	421	1157	
Weighted Total	1157	226	152	116	315	123	542	607	137	946	361	644	354	437	160	160	320	791	277	309	264	151	1001	100	56	304	206	128	98	217	181	593	362	1157	
Applies	714 62%	118 52%	106 70%	84 72%	217 69%	80 65%	343 63%	367 60%	56 41%	636 67%	242 67%	388 60%	204 58%	304 70%	99 62%	83 52%	182 57%	508 64%	168 60%	193 62%	173 65%	88 58%	621 62%	62 62%	31 55%	167 55%	147 71%	103 81%	70 71%	153 71%	106 58%	367 62%	233 64%	737 64%	
Does not apply	242 21%	75 33%	24 16%	25 22%	55 17%	25 20%	128 24%	113 19%	62 45%	167 18%	61 17%	150 23%	87 24%	71 16%	40 25%	31 19%	70 22%	158 20%	66 24%	58 19%	43 16%	41 27%	207 21%	26 26%	9 16%	89 29%	28 14%	18 14%	17 17%	43 20%	41 22%	114 19%	83 23%	233 20%	
Don't know	201 17%	33 14%	22 15%	7 6%	43 14%	19 15%	71 13%	127 21%	19 14%	143 15%	58 16%	107 17%	63 18%	62 14%	22 14%	45 28%	67 21%	125 16%	44 16%	58 19%	49 19%	22 15%	173 17%	12 12%	17 29%	48 16%	31 15%	7 5%	12 12%	20 9%	35 19%	111 19%	47 13%	187 16%	

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

Ipsos Political Monitor - September 2025

Table 17
Q10BLabour (6). The Labour Party, Extreme : Which of these, if any, do you think apply to?

23 Sep 2025

Base : All

	Total (W'td)	Likelihood to vote (General Election)								Gender		Age				Social grade						Ethnicity		UnWgt Total
			Always usually depends	Always usually depends AND 9/10 like- lihood	(10) Absol -utely certain																			
		Always usually depends			(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Men	Women	18-34	35-49	50-64	65+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic min- ority	Total
Unweighted Total	1157	994	828	775	998	974	925	847	62	499	640	291	263	303	300	354	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
Applies	284	247	206	199	247	237	225	213	8	144	135	55	47	92	90	54	82	54	73	136	128	227	53	279
	25%	26%	26%	27%	25%	25%	25%	26%	13% s	26%	23%	17%	19%	30%	34%	20%	25%	26%	30%	23%	28%	24%	32%	24%
Does not apply	670	585	483	454	598	585	556	501	30	336	323	210	165	164	131	188	190	114	119	378	233	563	85	690
	58%	61%	61%	61%	61%	61%	62%	61%	53% s	61%	55%	63%	65%	54%	49%	69%	58%	55%	49%	63%	52%	59%	52%	60%
Don't know	203	132	98	96	139	131	116	102	20	68	131	67	43	46	47	28	57	40	50	85	90	169	26	188
	18%	14%	12%	13%	14%	14%	13%	13%	34% s	12%	22%	20%	17%	15%	18%	10%	17%	19%	21%	14%	20%	18%	16%	16%

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

Ipsos Political Monitor - September 2025

Table 18
Q10BLabour (6). The Labour Party, Extreme : Which of these, if any, do you think apply to?

23 Sep 2025

Base : All

	Total (Weighted)	Voting					Working status		Government		Work sector		Tenure						ONS Regions							Past vote (2024 General Election)					Qualifications			UnW Tot.
		Labour	Conservative	Liberal Democrats (Lib Dem)	Reform UK	Green Party	Full-time	Not full- time/Not work ing	Satis- -fied	Dis- satis- -fied	Public	Private	Mort gage	Owned out- right	Private renter	Social renter	Renter	Total owner occup- -ier	North excl. Scot	Mid- lands (incl. E of England)	South excl. London	Grea- -ter London	Eng- land	Scot	Wales	Lab	Con	Reform UK	LD	Oth incl. LD, Grn	No qual¹	Other qual¹	Degree+	
Unweighted Total	1157	228	156	135	287	121	512	637	147	927	401	596	373	473	139	125	264	846	289	315	265	136	1005	99	53	312	213	118	112	231	120	599	421	1157
Weighted Total	1157	226	152	116	315	123	542	607	137	946	361	644	354	437	160	160	320	791	277	309	264	151	1001	100	56	304	206	128	98	217	181	593	362	1157
Applies	284 25%	31 14%	51 33%	16 14%	124 39%	23 19%	127 23%	157 26%	22 16%	257 27%	74 20%	175 27%	69 20%	118 27%	29 18%	55 34%	84 26%	187 24%	73 26%	76 25%	73 28%	35 23%	256 26%	19 19%	10 17%	44 14%	75 36%	49 39%	18 18%	49 22%	69 38%	150 25%	60 17%	279 24%
Does not apply	670 58%	176 78%	71 47%	91 79%	142 45%	81 66%	330 61%	337 55%	108 79%	519 55%	237 66%	365 57%	225 64%	253 58%	103 64%	63 40%	166 52%	478 60%	162 59%	166 54%	152 57%	93 62%	573 57%	69 69%	27 49%	234 77%	94 45%	60 47%	72 73%	149 69%	81 45%	321 54%	260 72%	690 60%
Don't know	203 18%	18 8%	30 20%	9 7%	49 16%	19 15%	84 16%	113 19%	8 6%	170 18%	51 14%	104 16%	60 17%	66 15%	28 18%	41 26%	70 22%	126 16%	42 15%	67 22%	40 15%	23 15%	172 17%	12 12%	19 34%	27 9%	37 18%	18 14%	9 9%	20 9%	32 17%	121 20%	42 12%	188 16%

Fieldwork dates - Thursday 11th to Wednesday 17th September 2025.
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J25-007339-01
¹=Less than 0.5%
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Table 19
Q10BLabour (7). The Labour Party, Looks after the interests of people like me : Which of these, if any, do you think apply to?

23 Sep 2025

Base : All

	Total (W'td)	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+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic minority	
Unweighted Total	1157	994	828	775	998	974	925	847	62	499	640	291	263	303	300	354	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
Applies	233	209	174	157	208	197	189	176	4	115	114	76	65	47	45	71	73	32	36	143	67	185	40	249
	20%	22%	22%	21%	21%	21%	21%	22%	7% s	21%	19%	23%	26%	16%	17%	26%	22%	15%	15%	24%	15%	19%	25%	22%
Does not apply	784	670	556	537	685	670	634	579	38	375	396	198	159	220	208	172	213	158	176	385	334	667	95	776
	68%	70%	71%	72%	70%	70%	71%	71%	67% s	68%	67%	60%	62%	73%	78%	64%	65%	76%	73%	64%	74%	70%	58%	67%
Don't know	140	85	57	54	92	86	74	61	15	59	80	59	31	34	15	28	43	19	30	71	49	106	29	132
	12%	9%	7%	7%	9%	9%	8%	8%	26% s	11%	14%	18%	12%	11%	6%	10%	13%	9%	12%	12%	11%	11%	18%	11%

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

Ipsos Political Monitor - September 2025

Table 20
Q10BLabour (7). The Labour Party, Looks after the interests of people like me : Which of these, if any, do you think apply to?

23 Sep 2025

Base : All

	Total (Weighted)	Voting					Working status		Government		Work sector		Tenure						ONS Regions							Past vote (2024 General Election)					Qualifications			UnW Tot.
		Labour	Conservative	Liberal Democrats (Lib Dem)	Reform UK	Green Party	Full-time	Not full- time/Not work- ing	Satis- -fied	Dis- satis- -fied	Public	Private	Mort- gage	Owned out- right	Private renter	Social renter	Renter	Total owner occup- -ier	North excl. Scot	Mid- lands (incl. E of England)	South excl. London	Grea- -ter London	Eng- land	Scot	Wales	Lab	Con	Reform UK	LD	Oth incl. LD, Grn	No qual'	Other qual'	Degree+	
Unweighted Total	1157	228	156	135	287	121	512	637	147	927	401	596	373	473	139	125	264	846	289	315	265	136	1005	99	53	312	213	118	112	231	120	599	421	1157
Weighted Total	1157	226	152	116	315	123	542	607	137	946	361	644	354	437	160	160	320	791	277	309	264	151	1001	100	56	304	206	128	98	217	181	593	362	1157
Applies	233	138	8	30	14	20	118	115	94	114	83	125	79	83	38	23	61	161	63	54	51	38	205	22	6	130	10	3	30	50	19	100	114	249
	20%	61%	5%	26%	4%	17%	22%	19%	68%	12%	23%	19%	22%	19%	24%	15%	19%	20%	23%	18%	19%	25%	21%	22%	10%	43%	5%	2%	30%	23%	11%	17%	31%	22%
Does not apply	784	62	129	74	289	85	364	413	27	742	236	448	225	325	103	102	205	550	189	212	185	91	678	68	38	134	185	121	58	149	143	407	217	776
	68%	28%	85%	64%	92%	69%	67%	68%	20%	78%	65%	70%	64%	74%	64%	64%	64%	70%	68%	69%	70%	61%	68%	68%	68%	44%	89%	94%	59%	69%	79%	69%	60%	67%
Don't know	140	26	15	12	12	18	59	78	16	90	42	71	50	29	19	35	54	79	25	42	28	22	118	9	12	41	12	4	10	18	19	85	32	132
	12%	11%	10%	11%	4%	15%	11%	13%	12%	10%	12%	11%	14%	7%	12%	22%	17%	10%	9%	14%	11%	14%	12%	9%	22%	13%	6%	3%	10%	8%	11%	14%	9%	11%

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 21
Q10BLabour (8). The Labour Party, Fit to govern : Which of these, if any, do you think apply to?

23 Sep 2025

Base : All

	Total (W'td)	Likelihood to vote (General Election)								Gender		Age				Social grade						Ethnicity		UnWgt Total
			Always usually depends	Always depends AND 9/10 like- lihood	(10) Absol -utely 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+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic min- ority	Total
Unweighted Total	1157	994	828	775	998	974	925	847	62	499	640	291	263	303	300	354	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
Applies	314	286	231	218	284	276	258	240	5	170	140	101	77	86	50	99	102	41	41	201	82	247	56	327
	27%	30%	29%	29%	29%	29%	29%	29%	9% s	31%	24%	30%	30%	28%	19%	37%	31%	20%	17%	34%	18%	26%	34%	28%
Does not apply	682	577	487	474	592	577	554	507	36	318	350	163	142	176	201	138	183	144	166	322	311	588	77	672
	59%	60%	62%	63%	60%	61%	62%	62%	63% s	58%	59%	49%	56%	58%	75%	51%	56%	69%	69%	54%	69%	61%	47%	58%
Don't know	161	102	69	56	108	100	85	70	16	60	100	68	36	40	18	34	43	23	34	77	57	124	31	158
	14%	11%	9%	8%	11%	11%	9%	9%	28% s	11%	17%	20%	14%	13%	7%	12%	13%	11%	14%	13%	13%	13%	19%	14%

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

Ipsos Political Monitor - September 2025

Table 22
Q10BLabour (8). The Labour Party, Fit to govern : Which of these, if any, do you think apply to?

23 Sep 2025

Base : All

	Total (Weighted)	Voting					Working status		Government		Work sector		Tenure						ONS Regions							Past vote (2024 General Election)					Qualifications			UnW Tot.
		Labour	Conservative	Liberal Democrats (Lib Dem)	Reform UK	Green Party	Full-time	Not full- time/Not work- ing	Satis- fied	Dis- satis- fied	Public	Private	Mort- gage	Owned out- right	Private renter	Social renter	Renter	Total owner occup- ier	North excl. Scot	Mid- lands (incl. E of England)	South excl. London	Grea- ter London	Eng- land	Scot	Wales	Lab	Con	Reform UK	LD	Oth incl. LD, Grn	No qual'	Other qual'	Degree+	
Unweighted Total	1157	228	156	135	287	121	512	637	147	927	401	596	373	473	139	125	264	846	289	315	265	136	1005	99	53	312	213	118	112	231	120	599	421	1157
Weighted Total	1157	226	152	116	315	123	542	607	137	946	361	644	354	437	160	160	320	791	277	309	264	151	1001	100	56	304	206	128	98	217	181	593	362	1157
Applies	314 27%	170 76%	16 10%	47 40%	14 4%	41 33%	172 32%	140 23%	115 84%	162 17%	110 30%	175 27%	109 31%	110 25%	53 33%	28 18%	81 25%	219 28%	73 26%	63 20%	76 29%	57 38%	270 27%	33 33%	11 20%	166 54%	17 8%	2 2%	40 41%	75 35%	31 17%	121 20%	157 43%	327 28%
Does not apply	682 59%	29 13%	119 78%	53 46%	286 91%	66 54%	294 54%	385 63%	14 11%	662 70%	200 56%	388 60%	176 50%	287 66%	90 56%	102 64%	192 60%	463 59%	173 62%	196 63%	154 58%	74 49%	596 60%	55 55%	31 55%	98 32%	178 86%	119 93%	49 50%	120 55%	139 77%	367 62%	163 45%	672 58%
Don't know	161 14%	26 11%	18 12%	17 14%	15 5%	16 13%	76 14%	83 14%	7 5%	121 13%	51 14%	82 13%	69 19%	40 9%	18 11%	29 18%	47 15%	109 14%	31 11%	50 16%	34 13%	20 13%	135 13%	12 12%	14 25%	40 13%	11 5%	7 5%	9 9%	23 10%	10 6%	104 18%	42 12%	158 14%

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 23
Q10BLabour (9). The Labour Party, Concerned about people in real need in Britain : Which of these, if any, do you think apply to?

23 Sep 2025

Base : All

	Total (W'td)	Likelihood to vote (General Election)								Gender		Age				Social grade						Ethnicity		UnWgt Total
			Always usually depends	Always usually depends AND 9/10 like- lihood	(10) Absol -utely certain																			
		Always usually depends			(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Men	Women	18-34	35-49	50-64	65+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic min- ority	Total
Unweighted Total	1157	994	828	775	998	974	925	847	62	499	640	291	263	303	300	354	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
Applies	315	292	252	232	295	286	275	258	5	155	156	98	74	75	67	101	99	41	42	199	83	260	41	346
	27%	30%	32%	31%	30%	30%	31%	32%	9% s	28%	26%	30%	29%	25%	25%	37%	30%	20%	18%	33%	18%	27%	25%	30%
Does not apply	704	584	472	461	597	578	545	491	37	336	353	180	158	184	182	143	192	141	172	334	313	588	101	677
	61%	61%	60%	62%	61%	61%	61%	60%	64% s	61%	60%	54%	62%	61%	68%	53%	58%	67%	71%	56%	70%	61%	61%	59%
Don't know	138	88	63	56	92	89	77	67	15	58	80	54	23	42	19	27	39	27	27	66	54	112	23	134
	12%	9%	8%	7%	9%	9%	9%	8%	27% s	11%	14%	16%	9%	14%	7%	10%	12%	13%	11%	11%	12%	12%	14%	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

Ipsos Political Monitor - September 2025

Table 24
Q10BLabour (9). The Labour Party, Concerned about people in real need in Britain : Which of these, if any, do you think apply to?

23 Sep 2025

Base : All

	Total (Weighted)	Voting					Working status		Government		Work sector		Tenure						ONS Regions							Past vote (2024 General Election)					Qualifications			UnW Tot.
		Labour	Conservative	Liberal Democrats (Lib Dem)	Reform UK	Green Party	Full-time	Not full- time/Not work ing	Satis- -fied	Dis- satis- -fied	Public	Private	Mort gage	Owned out- right	Private renter	Social renter	Renter	Total owner occup- -ier	North excl. Scot	Mid- lands (incl. E of England)	South excl. London	Grea- -ter London	Eng- land	Scot	Wales	Lab	Con	Reform UK	LD	Oth incl. LD, Grn	No qual'	Other qual'	Degree+	
Unweighted Total	1157	228	156	135	287	121	512	637	147	927	401	596	373	473	139	125	264	846	289	315	265	136	1005	99	53	312	213	118	112	231	120	599	421	1157
Weighted Total	1157	226	152	116	315	123	542	607	137	946	361	644	354	437	160	160	320	791	277	309	264	151	1001	100	56	304	206	128	98	217	181	593	362	1157
Applies	315	163	26	55	26	23	167	146	104	181	114	171	109	124	47	21	68	233	73	81	76	46	275	30	9	152	30	10	45	73	33	129	150	346
	27%	72%	17%	47%	8%	18%	31%	24%	76%	19%	32%	26%	31%	28%	30%	13%	21%	29%	26%	26%	29%	30%	27%	31%	17%	50%	15%	8%	46%	33%	18%	22%	41%	30%
Does not apply	704	39	115	47	275	81	316	383	27	664	206	400	194	272	97	114	211	466	179	194	156	82	611	59	34	121	164	112	42	120	128	386	174	677
	61%	18%	75%	41%	87%	65%	58%	63%	20%	70%	57%	62%	55%	62%	60%	72%	66%	59%	65%	63%	59%	54%	61%	59%	60%	40%	80%	87%	43%	55%	71%	65%	48%	59%
Don't know	138	23	11	14	14	20	58	78	6	101	41	74	51	42	16	25	41	93	25	34	32	24	115	10	13	31	12	7	11	25	19	78	38	134
	12%	10%	7%	12%	4%	16%	11%	13%	4%	11%	11%	12%	14%	10%	10%	16%	13%	12%	9%	11%	12%	16%	11%	10%	23%	10%	6%	5%	11%	12%	11%	13%	11%	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

Ipsos Political Monitor - September 2025

Table 25
Q10BLabour (10). The Labour Party, Different to the other parties : Which of these, if any, do you think apply to?

23 Sep 2025

Base : All

	Total (W'td)	Likelihood to vote (General Election)								Gender		Age				Social grade						Ethnicity		UnWgt Total
			Always usually depends AND 9/10 like- lihood	(10) Absol -utely certain																				
		Always usually depends			(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Men	Women	18-34	35-49	50-64	65+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic min- ority	Total
Unweighted Total	1157	994	828	775	998	974	925	847	62	499	640	291	263	303	300	354	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
Applies	307	285	238	224	288	282	265	244	3	166	135	79	56	86	85	78	88	40	72	165	112	254	43	299
	27%	30%	30%	30%	29%	30%	30%	30%	5%	30%	23%	24%	22%	29%	32%	29%	27%	19%	30%	28%	25%	26%	26%	26%
Does not apply	689	578	481	460	592	573	546	498	37	330	349	198	171	171	149	161	197	142	131	358	273	579	92	699
	60%	60%	61%	61%	60%	60%	61%	61%	65%	60%	59%	60%	67%	57%	56%	59%	60%	68%	54%	60%	61%	60%	56%	60%
Don't know	161	102	68	65	105	98	85	75	18	52	105	55	29	44	33	32	45	27	38	76	65	126	29	159
	14%	11%	9%	9%	11%	10%	10%	9%	31%	10%	18%	16%	11%	15%	12%	12%	14%	13%	16%	13%	15%	13%	18%	14%

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

Ipsos Political Monitor - September 2025

Table 26

Q10BLabour (10). The Labour Party, Different to the other parties : Which of these, if any, do you think apply to?

23 Sep 2025

Base : All

	Total (Weighted)	Voting					Working status		Government		Work sector		Tenure							ONS Regions							Past vote (2024 General Election)					Qualifications			UnW Tot.
				Liberal Democrats (Lib Dem)				Not full- time/Not work ing	Satis- fied	Dis- satis- fied			Mort gage	Owned out- right	Private renter	Social renter	Renter	Total owner occup- ier	North excl. Scot	Mid- lands (incl. E of England)	South excl. London	Grea ter London	Eng- land	Scot	Wales	Lab	Con	Reform UK	LD	Oth incl. LD,Grn	No qual'	Other qual'	Degree+		
Unweighted Total	1157	228	156	135	287	121	512	637	147	927	401	596	373	473	139	125	264	846	289	315	265	136	1005	99	53	312	213	118	112	231	120	599	421	1157	
Weighted Total	1157	226	152	116	315	123	542	607	137	946	361	644	354	437	160	160	320	791	277	309	264	151	1001	100	56	304	206	128	98	217	181	593	362	1157	
Applies	307	111	47	30	77	25	135	170	75	211	100	170	94	128	37	41	78	222	71	89	77	31	268	26	13	102	63	25	29	49	47	147	103	299	
	27%	49%	31%	26%	25%	20%	25%	28%	55%	22%	28%	26%	27%	29%	23%	26%	24%	28%	26%	29%	29%	21%	27%	26%	22%	33%	31%	20%	30%	22%	26%	25%	28%	26%	
Does not apply	689	87	80	78	220	87	333	354	46	619	216	392	207	260	99	89	188	467	174	183	152	91	600	62	27	172	116	95	60	150	108	360	217	699	
	60%	39%	53%	67%	70%	70%	62%	58%	34%	65%	60%	61%	59%	59%	62%	56%	59%	59%	63%	59%	58%	61%	60%	62%	47%	56%	56%	74%	61%	69%	59%	61%	60%	60%	
Don't know	161	28	25	9	18	12	74	84	16	116	45	82	52	50	24	30	54	102	32	36	35	28	133	11	17	31	27	7	9	19	26	85	42	159	
	14%	12%	16%	8%	6%	10%	14%	14%	11%	12%	12%	13%	15%	11%	15%	19%	17%	13%	12%	12%	13%	19%	13%	11%	30%	10%	13%	6%	9%	9%	15%	14%	12%	14%	

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 27
Q10BLabour (11). The Labour Party, Out of date : Which of these, if any, do you think apply to?
Base : All

23 Sep 2025

	Total (W'td)	Likelihood to vote (General Election)								Gender		Age				Social grade						Ethnicity		UnWgt Total
			Always usually depends AND 9/10 like- lihood	Always usually depends AND 9/10 like- utely certain	(10) Absol- utely 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+	AB	C1	C2	DE	ABC1	C2DE	White	
		Always usually depends	Always usually depends AND 9/10 like- lihood	(10) Absol- utely 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+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic min- ority	Total
Unweighted Total	1157	994	828	775	998	974	925	847	62	499	640	291	263	303	300	354	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
Applies	616	533	453	438	544	531	504	466	29	303	300	146	125	167	178	139	174	117	136	314	253	524	78	615
	53%	55%	58%	58%	55%	56%	56%	57%	51% s	55%	51%	44%	49%	55%	66%	52%	53%	56%	56%	52%	56%	55%	48%	53%
Does not apply	345	297	243	231	296	288	275	255	11	178	162	124	92	76	54	87	99	63	60	186	123	276	54	348
	30%	31%	31%	31%	30%	30%	31%	31%	19% s	33%	27%	37%	36%	25%	20%	32%	30%	30%	25%	31%	27%	29%	33%	30%
Don't know	196	134	91	80	144	134	118	96	17	67	127	63	38	59	36	44	56	28	46	100	74	159	32	194
	17%	14%	12%	11%	15%	14%	13%	12%	30% s	12%	22%	19%	15%	20%	14%	16%	17%	14%	19%	17%	17%	17%	19%	17%

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

Ipsos Political Monitor - September 2025

Table 28
Q10BLabour (11). The Labour Party, Out of date : Which of these, if any, do you think apply to?

23 Sep 2025

Base : All

	Total (Weighted)	Voting					Working status		Government		Work sector		Tenure						ONS Regions						Past vote (2024 General Election)					Qualifications			UnW Tot.	
				Liberal Democrats (Lib Dem)				Not full- time/Not work ing	Satis- fied	Dis- satis- fied		Private	Mort gage	Owned out- right	Private renter	Social renter	Renter	Total owner occup- ier	North excl. Scot	Mid- lands (incl. E of England)	South excl. London	Grea ter London	Eng- land	Scot	Wales	Lab	Con	Reform UK	LD	Oth incl. LD,Grn	No qual¹	Other qual¹	Degree+	
Unweighted Total	1157	228	156	135	287	121	512	637	147	927	401	596	373	473	139	125	264	846	289	315	265	136	1005	99	53	312	213	118	112	231	120	599	421	1157
Weighted Total	1157	226	152	116	315	123	542	607	137	946	361	644	354	437	160	160	320	791	277	309	264	151	1001	100	56	304	206	128	98	217	181	593	362	1157
Applies	616 53%	43 19%	104 69%	48 42%	240 76%	67 54%	281 52%	332 55%	26 19%	580 61%	186 51%	356 55%	176 50%	256 59%	77 48%	78 49%	155 48%	433 55%	159 57%	168 54%	136 52%	69 46%	533 53%	58 58%	25 45%	100 33%	154 75%	102 80%	43 44%	116 53%	117 65%	330 56%	157 43%	615 53%
Does not apply	345 30%	150 66%	20 13%	55 47%	51 16%	33 26%	182 34%	159 26%	94 68%	222 23%	119 33%	182 28%	114 32%	113 26%	62 39%	43 27%	105 33%	227 29%	78 28%	88 29%	86 33%	55 36%	307 31%	23 23%	15 26%	156 51%	27 13%	18 14%	41 42%	74 34%	36 20%	154 26%	149 41%	348 30%
Don't know	196 17%	33 14%	28 18%	13 11%	24 8%	24 19%	79 15%	116 19%	18 13%	144 15%	56 15%	106 16%	63 18%	68 16%	21 13%	39 24%	60 19%	131 17%	41 15%	52 17%	41 16%	27 18%	161 16%	19 19%	16 29%	48 16%	25 12%	8 6%	15 15%	27 13%	28 15%	108 18%	56 16%	194 17%

Fieldwork dates - Thursday 11th to Wednesday 17th September 2025.
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J25-007339-01
¹=Less than 0.5%
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Table 29

Q10BConservative (1). The Conservative Party, Keeps its promises : Which of these, if any, do you think apply to?

23 Sep 2025

Base : All

	Total (W'td)	Likelihood to vote (General Election)								Gender		Age				Social grade						Ethnicity		UnWgt Total
			Always usually depends AND 9/10 like- lihood	(10) Absol -utely certain																				
		Always usually depends			(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Men	Women	18-34	35-49	50-64	65+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic min- ority	Total
Unweighted Total	1157	994	828	775	998	974	925	847	62	499	640	291	263	303	300	354	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
Applies	131	109	91	87	115	111	102	98	4	53	73	32	25	30	44	27	35	31	24	62	55	108	19	121
	11%	11%	12%	12%	12%	12%	11%	12%	7% s	10%	12%	10%	10%	10%	16%	10%	11%	15%	10%	10%	12%	11%	11%	10%
Does not apply	863	754	618	588	759	737	704	636	39	434	414	247	205	236	175	216	244	153	171	461	324	708	130	876
	75%	78%	79%	79%	77%	77%	78%	78%	67% s	79%	70%	74%	80%	78%	65%	80%	74%	74%	71%	77%	72%	74%	79%	76%
Don't know	163	102	78	73	110	105	91	82	15	61	102	53	25	35	49	27	50	24	47	77	71	143	16	160
	14%	11%	10%	10%	11%	11%	10%	10%	26% s	11%	17%	16%	10%	12%	18%	10%	15%	12%	19%	13%	16%	15%	10%	14%

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

Ipsos Political Monitor - September 2025

Table 30

Q10BConservative (1). The Conservative Party, Keeps its promises : Which of these, if any, do you think apply to?

23 Sep 2025

Base : All

	Total (Weighted)	Voting					Working status		Government		Work sector		Tenure							ONS Regions							Past vote (2024 General Election)					Qualifications			UnW Tot.
				Liberal Democrats (Lib Dem)				Not full- time/Not work- ing	Satis- fied	Dis- satis- fied			Mort gage	Owned out- right	Private renter	Social renter	Renter	Total owner occup- -ier	North excl. Scot	Mid- lands (incl. E of England)	South excl. London	Grea ter London	Eng- land	Scot	Wales	Lab	Con	Reform UK	LD	Oth incl. LD, Grn	No qual¹	Other qual¹	Degree+		
		Labour	Conservative		Reform UK	Green Party		Full-time																											
Unweighted Total	1157	228	156	135	287	121		512	637	147	927	401	596	373	473	139	125	264	846	289	315	265	136	1005	99	53	312	213	118	112	231	120	599	421	1157
Weighted Total	1157	226	152	116	315	123		542	607	137	946	361	644	354	437	160	160	320	791	277	309	264	151	1001	100	56	304	206	128	98	217	181	593	362	1157
Applies	131 11%	17 7%	52 34%	7 6%	35 11%	3 3%		53 10%	78 13%	16 12%	113 12%	25 7%	85 13%	36 10%	62 14%	8 5%	17 10%	25 8%	98 12%	33 12%	28 9%	37 14%	15 10%	113 11%	10 10%	8 15%	23 7%	64 31%	5 4%	2 2%	13 6%	29 16%	59 10%	38 11%	121 10%
Does not apply	863 75%	191 85%	68 45%	104 89%	243 77%	108 87%		434 80%	423 70%	111 81%	703 74%	294 81%	465 72%	277 78%	316 72%	127 79%	110 69%	237 74%	594 75%	207 74%	235 76%	187 71%	126 84%	754 75%	80 80%	29 52%	257 84%	104 51%	111 86%	90 92%	188 87%	127 70%	434 73%	292 81%	876 76%
Don't know	163 14%	18 8%	32 21%	6 5%	37 12%	12 10%		55 10%	106 18%	10 7%	130 14%	42 12%	94 15%	40 11%	60 14%	25 16%	33 21%	58 18%	99 13%	38 14%	46 15%	41 15%	9 6%	134 13%	10 10%	19 33%	25 8%	38 18%	12 10%	6 6%	16 8%	26 14%	100 17%	32 9%	160 14%

Fieldwork dates - Thursday 11th to Wednesday 17th September 2025.
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J25-007339-01
¹=Less than 0.5%
²=Where unweighted base sizes smaller than 100, please note results are indicative only

Table 31
Q10BConservative (2). The Conservative Party, Understands the problems facing Britain : Which of these, if any, do you think apply to?

23 Sep 2025

Base : All

	Total (W'td)	Likelihood to vote (General Election)								Gender		Age				Social grade						Ethnicity		UnWgt Total
			Always usually depends AND 9/10 like- lihood	Always usually depends AND 9/10 like- lihood	(10) Absol- -utely certain																			
		Always usually depends	Always usually depends AND 9/10 like- lihood	(10) Absol- -utely 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+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic min- ority	Total
Unweighted Total	1157	994	828	775	998	974	925	847	62	499	640	291	263	303	300	354	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
Applies	293	259	219	207	265	256	238	224	7	136	153	64	53	77	98	66	91	63	52	157	114	255	35	287
	25%	27%	28%	28%	27%	27%	27%	27%	12% ^s	25%	26%	19%	21%	26%	37%	24%	28%	30%	21%	26%	25%	27%	21%	25%
Does not apply	721	614	502	484	621	608	582	523	34	370	336	224	166	197	134	181	199	118	153	381	271	585	110	722
	62%	64%	64%	65%	63%	64%	65%	64%	59% ^s	67%	57%	67%	65%	65%	50%	67%	61%	56%	63%	64%	60%	61%	67%	62%
Don't know	143	91	66	58	98	90	76	70	17	42	100	44	35	28	36	23	39	28	36	62	65	119	20	148
	12%	9%	8%	8%	10%	9%	8%	9%	29% ^s	8%	17%	13%	14%	9%	13%	9%	12%	14%	15%	10%	14%	12%	12%	13%

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

Ipsos Political Monitor - September 2025

Table 32
Q10BConservative (2). The Conservative Party, Understands the problems facing Britain : Which of these, if any, do you think apply to?

23 Sep 2025

Base : All

	Total (Weighted)	Voting					Working status		Government		Work sector		Tenure						ONS Regions						Past vote (2024 General Election)					Qualifications			UnW Tot.	
		Labour	Conservative	Liberal Democrats (Lib Dem)	Reform UK	Green Party	Full-time	Not full- time/Not work- ing	Satis- fied	Dis- satis- fied	Public	Private	Mort gage	Owned out- right	Private renter	Social renter	Renter	Total owner occup- ier	North excl. Scot	Mid- lands (incl. E of England)	South excl. London	Grea ter London	Eng- land	Scot	Wales	Lab	Con	Reform UK	LD	Oth incl. LD,Grn	No qual¹	Other qual¹	Degree+	
Unweighted Total	1157	228	156	135	287	121	512	637	147	927	401	596	373	473	139	125	264	846	289	315	265	136	1005	99	53	312	213	118	112	231	120	599	421	1157
Weighted Total	1157	226	152	116	315	123	542	607	137	946	361	644	354	437	160	160	320	791	277	309	264	151	1001	100	56	304	206	128	98	217	181	593	362	1157
Applies	293	34	112	17	99	6	130	163	29	253	80	179	91	141	27	23	50	231	61	90	84	30	265	17	11	45	137	25	20	33	48	149	88	287
	25%	15%	74%	15%	31%	5%	24%	27%	21%	27%	22%	28%	26%	32%	17%	15%	16%	29%	22%	29%	32%	20%	26%	17%	19%	15%	67%	19%	20%	15%	27%	25%	24%	25%
Does not apply	721	171	21	92	191	104	359	357	95	588	242	388	217	251	114	108	222	469	181	178	154	106	618	71	32	235	46	92	70	170	111	352	248	722
	62%	76%	14%	80%	61%	84%	66%	59%	69%	62%	67%	60%	61%	57%	71%	68%	69%	59%	65%	58%	58%	70%	62%	71%	56%	77%	22%	72%	72%	78%	61%	59%	69%	62%
Don't know	143	20	20	7	25	14	53	88	13	106	39	77	45	46	19	28	48	91	36	41	26	15	118	11	14	24	23	11	8	15	22	91	26	148
	12%	9%	13%	6%	8%	11%	10%	14%	9%	11%	11%	12%	13%	10%	12%	18%	15%	12%	13%	13%	10%	10%	12%	12%	25%	8%	11%	9%	8%	7%	12%	15%	7%	13%

Fieldwork dates - Thursday 11th to Wednesday 17th September 2025.
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J25-007339-01
¹=Less than 0.5%
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Table 33
Q10BConservative (3). The Conservative Party, Has a good team of leaders : Which of these, if any, do you think apply to ?
Base : All

23 Sep 2025

	Total (W'td)	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+	AB	C1	C2	DE	ABC1	C2DE	White	
																								Total
Unweighted Total	1157	994	828	775	998	974	925	847	62	499	640	291	263	303	300	354	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
Applies	159	128	103	93	136	133	121	109	5	71	87	39	32	34	55	30	44	35	38	74	72	131	24	138
	14%	13%	13%	12%	14%	14%	14%	13%	9% s	13%	15%	12%	13%	11%	20%	11%	13%	17%	16%	12%	16%	14%	15%	12%
Does not apply	779	682	569	553	688	667	638	587	32	403	361	227	188	204	159	206	226	134	145	432	279	644	109	799
	67%	71%	72%	74%	70%	70%	71%	72%	56% s	73%	61%	68%	74%	68%	59%	76%	69%	64%	60%	72%	62%	67%	66%	69%
Don't know	219	154	115	103	160	152	137	121	20	75	141	66	36	64	54	34	59	40	58	93	98	184	31	220
	19%	16%	15%	14%	16%	16%	15%	15%	35% s	14%	24%	20%	14%	21%	20%	13%	18%	19%	24%	16%	22%	19%	19%	19%

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

Ipsos Political Monitor - September 2025

Table 34

Q10BConservative (3). The Conservative Party, Has a good team of leaders : Which of these, if any, do you think apply to ?

23 Sep 2025

Base : All

	Total (Weighted)	Voting					Working status		Government		Work sector		Tenure							ONS Regions							Past vote (2024 General Election)					Qualifications			UnW Tot.
				Liberal Democrats (Lib Dem)				Not full- time/Not work ing		Dis- satis- fied		Private		Owned out- right	Private renter	Social renter	Renter	Total owner occup- -ier	North excl. Scot	Mid- lands (incl. E of England)	South excl. London	Grea ter London	Eng- land	Scot	Wales		Con	Reform UK	LD	Oth incl. LD,Grn	No qual'	Other qual'	Degree+		
		Labour	Conservative		Reform UK	Green Party		Full-time			Public			Mort gage													Lab								
Unweighted Total	1157	228	156	135	287	121		512	637	147	927	401	596	373	473	139	125	264	846	289	315	265	136	1005	99	53	312	213	118	112	231	120	599	421	1157
Weighted Total	1157	226	152	116	315	123		542	607	137	946	361	644	354	437	160	160	320	791	277	309	264	151	1001	100	56	304	206	128	98	217	181	593	362	1157
Applies	159	13	66	10	51	2		66	93	14	141	38	100	40	77	20	16	37	117	41	42	36	22	142	11	6	20	71	11	6	14	39	73	44	138
	14%	6%	43%	9%	16%	1%		12%	15%	10%	15%	11%	16%	11%	18%	13%	10%	11%	15%	15%	14%	14%	15%	14%	11%	10%	7%	35%	8%	6%	7%	22%	12%	12%	12%
Does not apply	779	178	47	96	215	104		397	376	102	642	257	429	247	275	115	108	224	522	183	204	172	112	671	77	31	250	89	101	77	178	115	387	268	799
	67%	79%	31%	83%	68%	84%		73%	62%	75%	68%	71%	67%	70%	63%	72%	68%	70%	66%	66%	66%	65%	75%	67%	77%	55%	82%	43%	79%	78%	82%	63%	65%	74%	69%
Don't know	219	34	39	10	50	18		78	138	21	163	66	115	67	85	25	35	59	152	53	63	56	16	188	12	20	34	46	16	15	25	27	133	50	220
	19%	15%	26%	8%	16%	15%		14%	23%	15%	17%	18%	18%	19%	20%	15%	22%	19%	19%	19%	20%	21%	11%	19%	12%	35%	11%	22%	13%	16%	12%	15%	22%	14%	19%

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 35
Q10BConservative (4). The Conservative Party, Will promise anything to win votes : Which of these, if any, do you think apply to?

23 Sep 2025

Base : All

	Total (W'td)	Likelihood to vote (General Election)								Gender		Age				Social grade						Ethnicity		UnWgt Total
			Always usually depends	Always usually depends AND 9/10 like- lihood	(10) Absol- -utely certain			(8 to 10)	(9 to 10)	Would NOT vote	Men	Women												
					(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)				18-34	35-49	50-64	65+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic min- ority	Total
Unweighted Total	1157	994	828	775	998	974	925	847	62	499	640	291	263	303	300	354	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
Applies	769	668	554	530	685	665	631	575	29	387	370	222	175	218	155	201	229	133	144	430	277	633	112	785
	66%	69%	70%	71%	70%	70%	70%	70%	50% s	70%	63%	67%	68%	72%	58%	74%	70%	64%	60%	72%	62%	66%	68%	68%
Does not apply	227	190	152	143	186	178	168	157	14	111	114	58	52	50	66	41	54	53	52	95	105	193	29	218
	20%	20%	19%	19%	19%	19%	19%	19%	24% s	20%	19%	18%	21%	17%	25%	15%	16%	25%	21%	16%	23%	20%	18%	19%
Don't know	161	106	81	76	113	111	98	85	15	51	105	52	28	33	47	28	46	22	46	74	68	134	24	154
	14%	11%	10%	10%	11%	12%	11%	10%	26% s	9%	18%	16%	11%	11%	18%	10%	14%	11%	19%	12%	15%	14%	14%	13%

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

Ipsos Political Monitor - September 2025

Table 36
Q10BConservative (4). The Conservative Party, Will promise anything to win votes : Which of these, if any, do you think apply to?

23 Sep 2025

Base : All

	Total (Weighted)	Voting					Working status		Government		Work sector		Tenure						ONS Regions							Past vote (2024 General Election)					Qualifications			UnW Tot.
		Labour	Conservative	Liberal Democrats (Lib Dem)	Reform UK	Green Party	Full-time	Not full- time/Not work ing	Satis- fied	Dis- satis- fied	Public	Private	Mort gage	Owned out- right	Private renter	Social renter	Renter	Total owner occup- ier	North excl. Scot	Mid- lands (incl. E of England)	South excl. London	Grea- ter London	Eng- land	Scot	Wales	Lab	Con	Reform UK	LD	Oth incl. LD, Grn	No qual'	Other qual'	Degree+	
Unweighted Total	1157	228	156	135	287	121	512	637	147	927	401	596	373	473	139	125	264	846	289	315	265	136	1005	99	53	312	213	118	112	231	120	599	421	1157
Weighted Total	1157	226	152	116	315	123	542	607	137	946	361	644	354	437	160	160	320	791	277	309	264	151	1001	100	56	304	206	128	98	217	181	593	362	1157
Applies	769 66%	176 78%	64 42%	97 83%	201 64%	97 79%	392 72%	373 61%	98 72%	626 66%	252 70%	429 67%	251 71%	288 66%	110 69%	87 54%	197 62%	539 68%	186 67%	208 67%	174 66%	104 69%	672 67%	67 68%	30 54%	222 73%	95 46%	90 70%	78 79%	178 82%	113 62%	380 64%	270 74%	785 68%
Does not apply	227 20%	34 15%	65 43%	11 9%	72 23%	14 12%	102 19%	124 20%	26 19%	191 20%	53 15%	138 21%	60 17%	90 21%	32 20%	40 25%	72 23%	150 19%	56 20%	58 19%	47 18%	35 23%	196 20%	22 22%	9 16%	58 19%	80 39%	21 16%	8 9%	19 9%	50 27%	119 20%	51 14%	218 19%
Don't know	161 14%	16 7%	24 15%	9 7%	42 13%	12 9%	48 9%	110 18%	13 9%	129 14%	56 16%	77 12%	43 12%	59 13%	18 11%	33 21%	51 16%	102 13%	36 13%	42 14%	44 16%	12 8%	134 13%	11 11%	17 30%	24 8%	32 15%	18 14%	12 12%	21 10%	19 10%	94 16%	42 11%	154 13%

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 37

Q10BConservative (5). The Conservative Party, Divided : Which of these, if any, do you think apply to?

23 Sep 2025

Base : All

	Total (W'td)	Likelihood to vote (General Election)							Gender		Age				Social grade						Ethnicity		UnWgt Total	
			Always usually depends AND 9/10 like- lihood	(10) Absol -utely certain																				
		Always usually depends			(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Men	Women	18-34	35-49	50-64	65+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic min- ority	Total
Unweighted Total	1157	994	828	775	998	974	925	847	62	499	640	291	263	303	300	354	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
Applies	675 58%	610 63%	524 67%	500 67%	612 62%	600 63%	572 64%	533 65%	23 41% s	353 64%	313 53%	180 54%	143 56%	182 60%	171 64%	183 68%	205 62%	111 53%	119 50%	388 65%	231 51%	561 59%	97 59%	699 60%
Does not apply	242 21%	194 20%	140 18%	130 17%	199 20%	188 20%	173 19%	149 18%	14 25% s	116 21%	118 20%	81 24%	60 24%	54 18%	47 17%	44 16%	58 18%	51 24%	62 26%	102 17%	113 25%	190 20%	42 26%	221 19%
Don't know	240 21%	160 17%	123 16%	119 16%	173 18%	165 17%	152 17%	134 16%	20 34% s	80 15%	157 27%	72 22%	52 20%	66 22%	50 19%	44 16%	65 20%	46 22%	60 25%	109 18%	106 24%	208 22%	25 15%	237 20%

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

Ipsos Political Monitor - September 2025

Table 38

Q10BConservative (5). The Conservative Party, Divided : Which of these, if any, do you think apply to?

23 Sep 2025

Base : All

	Total (Weighted)	Voting					Working status		Government		Work sector		Tenure						ONS Regions						Past vote (2024 General Election)					Qualifications			UnW Tot.		
		Labour	Conservative	Liberal Democrats (Lib Dem)	Reform UK	Green Party	Full-time	Not full-time/Not work- ing	Satis- fied	Dis- satis- fied	Public	Private	Mort gage	Owned out- right	Private renter	Social renter	Renter	Total owner occup- ier	North excl. Scot	Mid-lands (incl. E of England)	South excl. London	Grea- ter London	Eng- land	Scot	Wales	Lab	Con	Reform UK	LD	Oth incl. LD, Grn	No qual¹	Other qual¹	Degree+		
Unweighted Total	1157	228	156	135	287	121	512	637	147	927	401	596	373	473	139	125	264	846	289	315	265	136	1005	99	53	312	213	118	112	231	120	599	421	1157	
Weighted Total	1157	226	152	116	315	123	542	607	137	946	361	644	354	437	160	160	320	791	277	309	264	151	1001	100	56	304	206	128	98	217	181	593	362	1157	
Applies	675	138	77	92	178	89	324	348	93	555	224	372	210	276	91	72	164	486	153	179	156	99	586	63	26	184	114	85	73	158	92	325	250	699	
	58%	61%	51%	79%	57%	72%	60%	57%	68%	59%	62%	58%	59%	63%	57%	45%	51%	61%	55%	58%	59%	65%	58%	63%	45%	60%	55%	67%	74%	73%	51%	55%	69%	60%	
Does not apply	242	44	48	14	86	14	125	116	23	212	62	145	75	76	35	45	80	151	64	70	48	33	214	21	7	66	55	25	15	31	42	137	58	221	
	21%	19%	31%	12%	27%	11%	23%	19%	16%	22%	17%	23%	21%	17%	22%	28%	25%	19%	23%	23%	18%	22%	21%	21%	12%	66	22%	27%	19%	15%	14%	23%	23%	16%	19%
Don't know	240	44	27	11	51	21	93	143	21	179	74	127	68	85	34	42	76	153	61	60	60	19	200	16	24	55	38	18	11	28	47	131	55	237	
	21%	19%	18%	9%	16%	17%	17%	24%	16%	19%	21%	20%	19%	19%	21%	26%	24%	19%	22%	19%	23%	12%	20%	16%	42%	18%	18%	14%	11%	13%	26%	22%	15%	20%	

Fieldwork dates - Thursday 11th to Wednesday 17th September 2025.
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J25-007339-01
¹=Less than 0.5%
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Table 39

Q10BConservative (6). The Conservative Party, Extreme : Which of these, if any, do you think apply to?

23 Sep 2025

Base : All

	Total (W'td)	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+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic minority	
Unweighted Total	1157	994	828	775	998	974	925	847	62	499	640	291	263	303	300	354	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
Applies	322	281	227	218	282	276	256	235	11	156	153	118	71	75	57	95	84	37	65	179	102	233	74	318
	28%	29%	29%	29%	29%	29%	29%	29%	19% ^s	28%	26%	36%	28%	25%	21%	35%	25%	18%	27%	30%	23%	24%	45%	27%
Does not apply	626	537	451	428	550	533	511	467	27	321	301	158	134	167	168	142	190	128	118	332	246	545	64	634
	54%	56%	57%	57%	56%	56%	57%	57%	47% ^s	59%	51%	48%	52%	55%	63%	52%	58%	61%	49%	55%	55%	57%	39%	55%
Don't know	209	147	108	103	153	145	130	115	20	71	135	56	51	60	42	34	55	44	58	89	102	181	26	205
	18%	15%	14%	14%	16%	15%	14%	14%	34% ^s	13%	23%	17%	20%	20%	16%	13%	17%	21%	24%	15%	23%	19%	16%	18%

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

Ipsos Political Monitor - September 2025

Table 40

23 Sep 2025

Q10BConservative (6). The Conservative Party, Extreme : Which of these, if any, do you think apply to?

Base : All

	Total (Weighted)	Voting					Working status		Government		Work sector		Tenure						ONS Regions							Past vote (2024 General Election)					Qualifications			UnW Tot.
		Labour	Conservative	Liberal Democrats (Lib Dem)	Reform UK	Green Party	Full-time	Not full- time/Not work- ing	Satis- -fied	Dis- satis- -fied	Public	Private	Mort- gage	Owned out- right	Private renter	Social renter	Renter	Total owner occup- -ier	North excl. Scot	Mid- lands (incl. E of England)	South excl. London	Grea- -ter London	Eng- land	Scot	Wales	Lab	Con	Reform UK	LD	Oth incl. LD, Grn	No qual'	Other qual'	Degree+	
Unweighted Total	1157	228	156	135	287	121	512	637	147	927	401	596	373	473	139	125	264	846	289	315	265	136	1005	99	53	312	213	118	112	231	120	599	421	1157
Weighted Total	1157	226	152	116	315	123	542	607	137	946	361	644	354	437	160	160	320	791	277	309	264	151	1001	100	56	304	206	128	98	217	181	593	362	1157
Applies	322	90	17	50	33	67	165	154	52	253	106	186	105	98	58	43	101	203	69	77	63	59	268	40	14	109	20	13	41	117	48	136	134	318
	28%	40%	11%	43%	10%	54%	30%	25%	38%	27%	29%	29%	30%	22%	36%	27%	32%	26%	25%	25%	24%	39%	27%	40%	24%	36%	10%	10%	41%	54%	26%	23%	37%	27%
Does not apply	626	103	120	59	228	39	297	329	69	526	200	348	183	274	81	73	154	457	147	176	155	75	552	49	25	154	157	90	45	79	99	324	192	634
	54%	46%	79%	50%	72%	31%	55%	54%	50%	56%	55%	54%	52%	63%	50%	46%	48%	58%	53%	57%	59%	50%	55%	49%	44%	50%	76%	70%	46%	37%	55%	55%	53%	55%
Don't know	209	33	15	8	54	18	80	124	16	167	55	110	65	65	22	43	65	131	62	56	46	17	182	10	18	42	30	25	13	21	34	133	37	205
	18%	15%	10%	7%	17%	14%	15%	20%	12%	18%	15%	17%	18%	15%	14%	27%	20%	17%	22%	18%	18%	11%	18%	10%	31%	14%	14%	20%	13%	10%	19%	22%	10%	18%

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 41
Q10BConservative (7). The Conservative Party, Looks after the interests of people like me : Which of these, if any, do you think apply to?

23 Sep 2025

Base : All

	Total (W'td)	Likelihood to vote (General Election)								Gender		Age				Social grade						Ethnicity		UnWgt Total
			Always usually depends	Always usually depends AND 9/10 like- lihood	(10) Absol -utely certain																			
		Always usually depends			(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Men	Women	18-34	35-49	50-64	65+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic min- ority	Total
Unweighted Total	1157	994	828	775	998	974	925	847	62	499	640	291	263	303	300	354	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
Applies	215	194	165	156	199	194	180	172	7	105	106	46	37	57	75	60	66	41	34	126	75	189	25	222
	19%	20%	21%	21%	20%	20%	20%	21%	11% s	19%	18%	14%	14%	19%	28%	22%	20%	20%	14%	21%	17%	20%	15%	19%
Does not apply	780	665	552	533	675	655	627	572	36	383	382	236	190	202	152	182	223	147	152	404	298	632	120	783
	67%	69%	70%	71%	69%	69%	70%	70%	62% s	70%	65%	71%	74%	67%	57%	67%	68%	70%	63%	67%	66%	66%	73%	68%
Don't know	162	105	70	59	110	104	90	73	15	60	101	50	29	42	40	28	40	21	56	69	77	138	20	152
	14%	11%	9%	8%	11%	11%	10%	9%	26% s	11%	17%	15%	11%	14%	15%	10%	12%	10%	23%	11%	17%	14%	12%	13%

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

Ipsos Political Monitor - September 2025

Table 42
Q10BConservative (7). The Conservative Party, Looks after the interests of people like me : Which of these, if any, do you think apply to?

23 Sep 2025

Base : All

	Total (Weighted)	Voting					Working status		Government		Work sector		Tenure						ONS Regions							Past vote (2024 General Election)					Qualifications			UnW Tot.
		Labour	Conservative	Liberal Democrats (Lib Dem)	Reform UK	Green Party	Full-time	Not full- time/Not work ing	Satis- fied	Dis- satis- fied	Public	Private	Mort- gage	Owned out- right	Private renter	Social renter	Renter	Total owner occup- ier	North excl. Scot	Mid- lands (incl. E of England)	South excl. London	Grea- ter London	Eng- land	Scot	Wales	Lab	Con	Reform UK	LD	Oth incl. LD, Grn	No qual'	Other qual'	Degree+	
Unweighted Total	1157	228	156	135	287	121	512	637	147	927	401	596	373	473	139	125	264	846	289	315	265	136	1005	99	53	312	213	118	112	231	120	599	421	1157
Weighted Total	1157	226	152	116	315	123	542	607	137	946	361	644	354	437	160	160	320	791	277	309	264	151	1001	100	56	304	206	128	98	217	181	593	362	1157
Applies	215 19%	24 11%	91 60%	19 17%	63 20%	3 2%	92 17%	123 20%	19 14%	192 20%	57 16%	132 20%	64 18%	110 25%	18 11%	16 10%	33 10%	175 22%	54 20%	54 17%	57 21%	26 17%	191 19%	17 17%	8 13%	30 10%	109 53%	15 12%	17 18%	26 12%	45 25%	96 16%	69 19%	222 19%
Does not apply	780 67%	185 82%	28 18%	89 76%	216 69%	113 91%	389 72%	386 64%	105 77%	631 67%	263 73%	418 65%	244 69%	269 62%	123 77%	111 69%	234 73%	514 65%	192 69%	206 67%	161 61%	117 78%	676 68%	73 73%	31 55%	252 83%	59 29%	104 81%	67 68%	171 79%	115 64%	394 67%	261 72%	783 68%
Don't know	162 14%	17 7%	33 22%	8 7%	35 11%	8 7%	60 11%	98 16%	12 9%	124 13%	40 11%	94 15%	45 13%	58 13%	19 12%	33 21%	53 16%	103 13%	31 11%	49 16%	47 18%	8 5%	134 13%	10 10%	18 32%	22 7%	38 18%	9 7%	14 14%	19 9%	21 12%	103 17%	33 9%	152 13%

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 43

Q10BConservative (8). The Conservative Party, Fit to govern : Which of these, if any, do you think apply to?

23 Sep 2025

Base : All

	Total (W'td)	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																			
		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+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic minority	Total
Unweighted Total	1157	994	828	775	998	974	925	847	62	499	640	291	263	303	300	354	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
Applies	206	173	139	129	184	177	157	144	5	96	105	47	34	58	67	47	54	45	39	101	83	176	26	191
	18%	18%	18%	17%	19%	19%	17%	18%	9%	17%	18%	14%	13%	19%	25%	17%	17%	21%	16%	17%	19%	18%	16%	17%
Does not apply	760	655	547	534	657	642	619	566	36	389	357	229	183	198	150	188	220	133	150	409	282	619	114	775
	66%	68%	69%	71%	67%	67%	69%	69%	63%	71%	61%	69%	72%	66%	56%	70%	67%	64%	62%	68%	63%	65%	69%	67%
Don't know	191	136	102	86	143	134	121	106	16	64	127	56	38	46	51	36	54	31	53	90	84	164	24	191
	17%	14%	13%	11%	15%	14%	14%	13%	28%	12%	22%	17%	15%	15%	19%	13%	16%	15%	22%	15%	19%	17%	15%	17%

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 44

Q10BConservative (8). The Conservative Party, Fit to govern : Which of these, if any, do you think apply to?

23 Sep 2025

Base : All

	Total (Weighted)	Voting					Working status		Government		Work sector		Tenure						ONS Regions							Past vote (2024 General Election)					Qualifications			UnW Tot.
		Labour	Conservative	Liberal Democrats (Lib Dem)	Reform UK	Green Party	Full-time	Not full- time/Not work- ing	Satis- fied	Dis- satis- fied	Public	Private	Mort- gage	Owned out- right	Private renter	Social renter	Renter	Total owner occup- ier	North excl. Scot	Mid- lands (incl. E of England)	South excl. London	Grea- ter London	Eng- land	Scot	Wales	Lab	Con	Reform UK	LD	Oth incl. LD, Grn	No qual¹	Other qual¹	Degree+	
Unweighted Total	1157	228	156	135	287	121	512	637	147	927	401	596	373	473	139	125	264	846	289	315	265	136	1005	99	53	312	213	118	112	231	120	599	421	1157
Weighted Total	1157	226	152	116	315	123	542	607	137	946	361	644	354	437	160	160	320	791	277	309	264	151	1001	100	56	304	206	128	98	217	181	593	362	1157
Applies	206 18%	20 9%	102 67%	8 7%	55 17%	7 5%	91 17%	115 19%	15 11%	182 19%	48 13%	136 21%	58 16%	103 24%	20 13%	12 7%	32 10%	162 20%	58 21%	56 18%	46 17%	19 13%	178 18%	18 18%	10 17%	23 7%	103 50%	11 9%	6 6%	15 7%	50 28%	98 16%	52 14%	191 17%
Does not apply	760 66%	179 79%	21 14%	103 89%	205 65%	104 84%	382 71%	373 61%	103 75%	619 65%	263 73%	403 63%	237 67%	258 59%	122 76%	112 70%	234 73%	495 63%	182 66%	196 64%	165 63%	118 78%	662 66%	72 72%	27 47%	256 84%	56 27%	97 76%	79 81%	181 83%	105 58%	374 63%	271 75%	775 67%
Don't know	191 17%	27 12%	29 19%	5 4%	55 17%	13 11%	69 13%	119 20%	18 13%	145 15%	50 14%	105 16%	58 16%	76 17%	18 11%	36 22%	54 17%	134 17%	38 14%	57 18%	53 20%	14 9%	161 16%	10 10%	20 36%	26 9%	47 23%	19 15%	12 13%	21 10%	26 14%	121 20%	39 11%	191 17%

Fieldwork dates - Thursday 11th to Wednesday 17th September 2025.
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J25-007339-01
¹=Less than 0.5%
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Table 45
Q10BConservative (9). The Conservative Party, Concerned about people in real need in Britain : Which of these, if any, do you think apply to?

23 Sep 2025

Base : All

	Total (W'td)	Likelihood to vote (General Election)								Gender		Age				Social grade						Ethnicity		UnWgt Total
			Always usually depends AND 9/10 likelihood	(10) Absolutely certain																				
		Always usually depends			(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Men	Women	18-34	35-49	50-64	65+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic minority	Total
Unweighted Total	1157	994	828	775	998	974	925	847	62	499	640	291	263	303	300	354	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
Applies	188	162	138	134	172	165	153	146	1	81	102	49	31	42	66	41	54	43	35	95	78	162	24	179
	16%	17%	18%	18%	17%	17%	17%	18%	2%	15%	17%	15%	12%	14%	25%	15%	16%	21%	14%	16%	17%	17%	15%	15%
Does not apply	795	681	557	535	683	667	635	575	38	402	379	231	191	215	159	202	228	132	161	429	293	651	115	802
	69%	71%	71%	71%	69%	70%	71%	70%	66%	73%	64%	70%	75%	71%	59%	75%	69%	63%	67%	72%	65%	68%	70%	69%
Don't know	174	121	92	79	129	121	108	96	19	65	108	52	34	45	43	28	47	33	46	75	79	146	25	176
	15%	13%	12%	11%	13%	13%	12%	12%	32%	12%	18%	16%	13%	15%	16%	10%	14%	16%	19%	12%	18%	15%	15%	15%

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

Ipsos Political Monitor - September 2025

Table 46
Q10BConservative (9). The Conservative Party, Concerned about people in real need in Britain : Which of these, if any, do you think apply to?

23 Sep 2025

Base : All

	Total (Weighted)	Voting					Working status		Government		Work sector		Tenure						ONS Regions							Past vote (2024 General Election)					Qualifications			UnW Tot.
		Labour	Conservative	Liberal Democrats (Lib Dem)	Reform UK	Green Party	Full-time	Not full- time/Not work ing	Satis- fied	Dis- satis- fied	Public	Private	Mort gage	Owned out- right	Private renter	Social renter	Renter	Total owner occup- ier	North excl. Scot	Mid- lands (incl. E of England)	South excl. London	Grea- ter London	Eng- land	Scot	Wales	Lab	Con	Reform UK	LD	Oth incl. LD, Grn	No qual'	Other qual'	Degree+	
Unweighted Total	1157	228	156	135	287	121	512	637	147	927	401	596	373	473	139	125	264	846	289	315	265	136	1005	99	53	312	213	118	112	231	120	599	421	1157
Weighted Total	1157	226	152	116	315	123	542	607	137	946	361	644	354	437	160	160	320	791	277	309	264	151	1001	100	56	304	206	128	98	217	181	593	362	1157
Applies	188 16%	23 10%	84 55%	11 9%	55 18%	5 4%	78 14%	110 18%	28 20%	157 17%	40 11%	121 19%	51 14%	93 21%	16 10%	18 11%	35 11%	143 18%	44 16%	47 15%	49 18%	27 18%	166 17%	13 13%	9 16%	29 9%	89 43%	12 10%	6 7%	14 6%	46 25%	93 16%	43 12%	179 15%
Does not apply	795 69%	181 80%	35 23%	99 85%	217 69%	112 91%	388 72%	402 66%	99 73%	649 69%	277 77%	424 66%	243 69%	282 64%	125 78%	115 72%	240 75%	525 66%	198 71%	209 68%	170 64%	111 74%	688 69%	75 75%	32 57%	252 83%	71 34%	99 77%	81 82%	186 86%	110 61%	392 66%	283 78%	802 69%
Don't know	174 15%	22 10%	34 22%	7 6%	43 14%	7 5%	76 14%	95 16%	10 7%	140 15%	44 12%	99 15%	60 17%	63 14%	19 12%	26 17%	45 14%	123 16%	36 13%	53 17%	46 17%	12 8%	147 15%	12 12%	15 27%	23 8%	46 22%	17 13%	11 11%	17 8%	25 14%	107 18%	36 10%	176 15%

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 47
Q10BConservative (10). The Conservative Party, Different to the other parties : Which of these, if any, do you think apply to?

23 Sep 2025

Base : All

	Total (W'td)	Likelihood to vote (General Election)								Gender		Age				Social grade						Ethnicity		UnWgt Total
			Always usually depends	Always usually depends AND 9/10 like- lihood	(10) Absol -utely 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+	AB	C1	C2	DE	ABC1	C2DE	White	
																								Total
Unweighted Total	1157	994	828	775	998	974	925	847	62	499	640	291	263	303	300	354	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
Applies	264	233	189	175	234	228	211	194	8	133	127	81	41	64	78	71	68	41	61	139	102	217	42	257
	23%	24%	24%	23%	24%	24%	23%	24%	14% s	24%	22%	24%	16%	21%	29%	26%	21%	20%	25%	23%	23%	23%	26%	22%
Does not apply	728	624	520	503	634	613	590	541	33	370	344	192	179	198	158	169	215	138	146	383	284	606	100	725
	63%	65%	66%	67%	64%	64%	66%	66%	57% s	67%	58%	58%	70%	66%	59%	62%	65%	66%	61%	64%	63%	63%	61%	63%
Don't know	166	107	77	70	116	112	96	81	17	46	118	60	35	39	32	31	46	30	34	78	64	137	23	175
	14%	11%	10%	9%	12%	12%	11%	10%	29% s	8%	20%	18%	14%	13%	12%	12%	14%	14%	14%	13%	14%	14%	14%	15%

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

Ipsos Political Monitor - September 2025

Table 48

23 Sep 2025

Q10BConservative (10). The Conservative Party, Different to the other parties : Which of these, if any, do you think apply to?

Base : All

	Total (Weighted)	Voting					Working status		Government		Work sector		Tenure							ONS Regions							Past vote (2024 General Election)					Qualifications			UnW Tot.
		Labour	Conservative	Liberal Democrats (Lib Dem)	Reform UK	Green Party	Full-time	Not full- time/Not work- ing	Satis- fied	Dis- satis- fied	Public	Private	Mort gage	Owned out- right	Private renter	Social renter	Renter	Total owner occup- ier	North excl. Scot	Mid- lands (incl. E of England)	South excl. London	Grea ter London	Eng- land	Scot	Wales	Lab	Con	Reform UK	LD	Oth incl. LD,Grn	No qual'	Other qual'	Degree+		
Unweighted Total	1157	228	156	135	287	121	512	637	147	927	401	596	373	473	139	125	264	846	289	315	265	136	1005	99	53	312	213	118	112	231	120	599	421	1157	
Weighted Total	1157	226	152	116	315	123	542	607	137	946	361	644	354	437	160	160	320	791	277	309	264	151	1001	100	56	304	206	128	98	217	181	593	362	1157	
Applies	264 23%	51 23%	81 53%	22 19%	62 20%	22 18%	104 19%	158 26%	36 26%	217 23%	79 22%	147 23%	66 19%	118 27%	34 21%	36 23%	70 22%	184 23%	63 23%	74 24%	73 28%	25 16%	235 23%	21 21%	8 14%	60 20%	87 42%	19 15%	20 20%	39 18%	57 32%	125 21%	76 21%	257 22%	
Does not apply	728 63%	148 66%	55 36%	83 71%	223 71%	81 66%	373 69%	352 58%	86 63%	605 64%	231 64%	412 64%	238 67%	263 60%	102 64%	98 62%	201 63%	500 63%	173 63%	194 63%	156 59%	110 73%	633 63%	63 63%	31 56%	211 69%	96 46%	96 75%	67 68%	152 70%	109 60%	365 62%	245 68%	725 63%	
Don't know	166 14%	26 12%	17 11%	11 9%	31 10%	20 16%	65 12%	98 16%	15 11%	125 13%	51 14%	85 13%	50 14%	57 13%	24 15%	25 16%	49 15%	107 14%	41 15%	41 13%	35 13%	16 11%	133 13%	16 16%	17 30%	33 11%	24 12%	13 10%	11 12%	27 13%	14 8%	103 17%	42 12%	175 15%	

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 49

Q10BConservative (11). The Conservative Party, Out of date : Which of these, if any, do you think apply to?

23 Sep 2025

Base : All

	Total (W'td)	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+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic minority	
Unweighted Total	1157	994	828	775	998	974	925	847	62	499	640	291	263	303	300	354	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
Applies	734	651	549	533	664	644	617	568	28	361	358	207	162	201	164	184	221	128	143	405	271	616	97	751
	63%	67%	70%	71%	67%	68%	69%	70%	48% s	66%	61%	62%	63%	67%	61%	68%	67%	61%	59%	68%	60%	64%	59%	65%
Does not apply	258	212	165	151	212	204	190	171	13	130	124	62	55	66	75	56	61	53	59	116	113	207	42	242
	22%	22%	21%	20%	22%	21%	21%	21%	23% s	24%	21%	19%	22%	22%	28%	21%	18%	26%	25%	19%	25%	22%	25%	21%
Don't know	165	102	74	64	109	105	89	77	17	58	107	63	38	35	29	31	47	28	39	78	66	136	26	164
	14%	11%	9%	9%	11%	11%	10%	9%	29% s	11%	18%	19%	15%	12%	11%	11%	14%	13%	16%	13%	15%	14%	16%	14%

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

Ipsos Political Monitor - September 2025

Table 50

23 Sep 2025

Q10BConservative (11). The Conservative Party, Out of date : Which of these, if any, do you think apply to?

Base : All

	Total (Weighted)	Voting					Working status		Government		Work sector		Tenure						ONS Regions						Past vote (2024 General Election)					Qualifications			UnW Tot.	
				Liberal Democrats (Lib Dem)				Not full- time/Not work- ing	Satis- fied	Dis- satis- fied		Private	Mort gage	Owned out- right	Private renter	Social renter	Renter	Total owner occup- ier	North excl. Scot	Mid- lands (incl. E of England)	South excl. London	Grea ter London	Eng- land	Scot	Wales	Lab	Con	Reform UK	LD	Oth incl. LD, Grn	No qual¹	Other qual¹	Degree+	
Unweighted Total	1157	228	156	135	287	121	512	637	147	927	401	596	373	473	139	125	264	846	289	315	265	136	1005	99	53	312	213	118	112	231	120	599	421	1157
Weighted Total	1157	226	152	116	315	123	542	607	137	946	361	644	354	437	160	160	320	791	277	309	264	151	1001	100	56	304	206	128	98	217	181	593	362	1157
Applies	734 63%	171 76%	52 34%	85 73%	195 62%	103 83%	363 67%	369 61%	97 71%	599 63%	247 68%	407 63%	227 64%	275 63%	107 67%	95 60%	203 63%	502 63%	179 65%	189 61%	170 64%	100 66%	639 64%	69 69%	26 46%	226 74%	85 41%	87 68%	74 76%	171 79%	115 63%	357 60%	259 71%	751 65%
Does not apply	258 22%	34 15%	73 48%	23 20%	91 29%	8 7%	114 21%	140 23%	29 21%	218 23%	69 19%	152 24%	71 20%	112 26%	32 20%	32 20%	64 20%	183 23%	60 22%	66 21%	58 22%	38 25%	222 23%	13 23%	48 18%	96 47%	26 20%	15 15%	29 13%	48 26%	130 22%	67 18%	242 21%	
Don't know	165 14%	20 9%	27 18%	8 7%	29 9%	12 10%	64 12%	98 16%	11 8%	129 14%	45 12%	85 13%	56 16%	50 11%	21 13%	33 20%	53 17%	106 13%	38 14%	54 17%	36 13%	13 8%	140 14%	8 8%	18 31%	31 10%	25 12%	14 11%	9 9%	18 8%	18 10%	105 18%	37 10%	164 14%

Fieldwork dates - Thursday 11th to Wednesday 17th September 2025.
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J25-007339-01
¹=Less than 0.5%
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Table 51
Q10BReformUK(1). Reform UK, Keeps its promises : Which of these, if any, do you think apply to?

23 Sep 2025

Base : All

	Total (W'td)	Likelihood to vote (General Election)								Gender		Age				Social grade						Ethnicity		UnWgt Total
			Always usually depends	Always usually depends AND 9/10 like- lihood	(10) Absol -utely 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+	AB	C1	C2	DE	ABC1	C2DE	White	
																								Total
Unweighted Total	1157	994	828	775	998	974	925	847	62	499	640	291	263	303	300	354	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
Applies	195	166	142	143	177	173	163	152	7	110	82	47	34	55	59	23	42	52	60	64	112	170	17	160
	17%	17%	18%	19%	18%	18%	18%	19%	12% s	20%	14%	14%	13%	18%	22%	8%	13%	25%	25%	11%	25%	18%	10%	14%
Does not apply	553	474	382	363	470	451	429	392	32	285	257	200	136	123	95	171	153	77	97	324	174	431	103	564
	48%	49%	49%	49%	48%	47%	48%	48%	55% s	52%	44%	60%	53%	41%	35%	63%	47%	37%	40%	54%	39%	45%	63%	49%
Don't know	409	325	263	243	338	330	305	273	19	153	250	86	85	124	114	77	134	79	85	211	164	358	45	433
	35%	34%	33%	32%	34%	35%	34%	33%	33% s	28%	42%	26%	33%	41%	43%	28%	41%	38%	35%	35%	36%	37%	27%	37%

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

Ipsos Political Monitor - September 2025

Table 52
Q10BReformUK(1). Reform UK, Keeps its promises : Which of these, if any, do you think apply to?

23 Sep 2025

Base : All

	Total (Weighted)	Voting					Working status		Government		Work sector		Tenure						ONS Regions							Past vote (2024 General Election)					Qualifications			UnW Tot.
		Labour	Conservative	Liberal Democrats (Lib Dem)	Reform UK	Green Party	Full-time	Not full- time/Not work ing	Satis- -fied	Dis- satis- -fied	Public	Private	Mort gage	Owned out- right	Private renter	Social renter	Renter	Total owner occup- -ier	North excl. Scot	Mid- lands (incl. E of England)	South excl. London	Grea- -ter London	Eng- land	Scot	Wales	Lab	Con	Reform UK	LD	Oth incl. LD, Grn	No qual'	Other qual'	Degree+	
Unweighted Total	1157	228	156	135	287	121	512	637	147	927	401	596	373	473	139	125	264	846	289	315	265	136	1005	99	53	312	213	118	112	231	120	599	421	1157
Weighted Total	1157	226	152	116	315	123	542	607	137	946	361	644	354	437	160	160	320	791	277	309	264	151	1001	100	56	304	206	128	98	217	181	593	362	1157
Applies	195 17%	13 6%	14 9%	6 6%	155 49%	1 1%	74 14%	122 20%	10 7%	183 19%	47 13%	114 18%	42 12%	80 18%	15 9%	55 35%	70 22%	121 15%	49 17%	58 19%	39 15%	16 11%	163 16%	23 23%	10 17%	27 9%	43 21%	59 46%	3 3%	10 5%	60 33%	101 17%	27 7%	160 14%
Does not apply	553 48%	165 73%	57 38%	85 74%	34 11%	95 77%	298 55%	251 41%	99 72%	420 44%	189 52%	308 48%	191 54%	177 40%	111 69%	48 30%	158 49%	368 47%	125 45%	138 45%	125 47%	95 63%	483 48%	46 46%	24 43%	214 70%	52 25%	18 14%	62 63%	144 66%	62 34%	248 42%	237 65%	564 49%
Don't know	409 35%	48 21%	81 53%	24 21%	127 40%	26 21%	170 31%	235 39%	28 21%	343 36%	124 34%	222 35%	121 34%	181 41%	35 22%	56 35%	91 28%	302 36%	104 37%	113 37%	100 38%	39 26%	355 35%	31 31%	22 40%	64 21%	111 54%	51 40%	33 34%	63 29%	59 33%	244 41%	99 27%	433 37%

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 53
Q10BReformUK(2). Reform UK, Understands the problems facing Britain : Which of these, if any, do you think apply to?

23 Sep 2025

Base : All

	Total (W'td)	Likelihood to vote (General Election)								Gender		Age				Social grade						Ethnicity		UnWgt Total
			Always usually depends	Always usually depends AND 9/10 like- lihood	(10) Absol- utely certain																			
		Always usually depends			(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Men	Women	18-34	35-49	50-64	65+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic min- ority	Total
Unweighted Total	1157	994	828	775	998	974	925	847	62	499	640	291	263	303	300	354	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
Applies	489	426	362	348	441	431	414	378	12	247	237	94	96	154	145	83	133	115	123	216	237	442	36	467
	42%	44%	46%	46%	45%	45%	46%	46%	20% s	45%	40%	28%	38%	51%	54%	31%	40%	55%	51%	36%	53%	46%	22%	40%
Does not apply	529	462	371	353	457	442	417	381	31	243	273	187	130	118	94	169	156	69	81	326	151	408	101	556
	46%	48%	47%	47%	46%	46%	47%	47%	54% s	44%	46%	56%	51%	39%	35%	63%	48%	33%	34%	54%	33%	43%	61%	48%
Don't know	138	77	54	47	86	81	65	57	15	59	79	51	29	30	29	18	40	25	37	58	62	109	27	134
	12%	8%	7%	6%	9%	8%	7%	7%	26% s	11%	13%	15%	11%	10%	11%	7%	12%	12%	15%	10%	14%	11%	16%	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

Table 54
Q10BReformUK(2). Reform UK, Understands the problems facing Britain : Which of these, if any, do you think apply to?

23 Sep 2025

Base : All

	Total (Weighted)	Voting					Working status		Government		Work sector		Tenure						ONS Regions							Past vote (2024 General Election)					Qualifications			UnW Tot.
		Labour	Conservative	Liberal Democrats (Lib Dem)	Reform UK	Green Party	Full-time	Not full- time/Not work ing	Satis- -fied	Dis- satis- -fied	Public	Private	Mort gage	Owned out- right	Private renter	Social renter	Renter	Total owner occup- -ier	North excl. Scot	Mid- lands (incl. E of England)	South excl. London	Grea- -ter London	Eng- land	Scot	Wales	Lab	Con	Reform UK	LD	Oth incl. LD, Grn	No qual'	Other qual'	Degree+	
Unweighted Total	1157	228	156	135	287	121	512	637	147	927	401	596	373	473	139	125	264	846	289	315	265	136	1005	99	53	312	213	118	112	231	120	599	421	1157
Weighted Total	1157	226	152	116	315	123	542	607	137	946	361	644	354	437	160	160	320	791	277	309	264	151	1001	100	56	304	206	128	98	217	181	593	362	1157
Applies	489 42%	42 19%	73 48%	19 17%	291 93%	13 11%	208 38%	279 46%	24 18%	452 48%	142 39%	281 44%	128 36%	225 51%	47 29%	77 48%	124 39%	352 45%	118 42%	142 46%	134 51%	42 28%	435 43%	36 36%	18 32%	80 26%	132 64%	114 89%	25 26%	48 22%	98 54%	272 46%	110 30%	467 40%
Does not apply	529 46%	153 68%	48 31%	91 79%	16 5%	103 84%	275 51%	250 41%	98 72%	393 41%	184 51%	283 44%	183 52%	174 40%	89 56%	55 35%	144 45%	357 45%	122 44%	128 41%	110 42%	94 62%	454 45%	53 54%	22 39%	196 64%	53 26%	8 6%	64 66%	154 71%	60 33%	236 40%	228 63%	556 48%
Don't know	138 12%	30 13%	32 21%	5 5%	8 3%	7 6%	59 11%	78 13%	14 10%	102 11%	35 10%	80 12%	43 12%	38 9%	24 15%	28 17%	51 16%	81 10%	38 14%	39 13%	20 8%	14 10%	112 11%	10 10%	16 29%	28 9%	21 10%	6 5%	9 9%	15 7%	24 13%	85 14%	23 6%	134 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

Table 55

Q10BReformUK(3). Reform UK, Has a good team of leaders : Which of these, if any, do you think apply to?

23 Sep 2025

Base : All

	Total (W'td)	Likelihood to vote (General Election)								Gender		Age				Social grade						Ethnicity		UnWgt Total
			Always usually depends AND 9/10 like- lihood	(10) Absol -utely certain							Men	Women												
		Always usually depends			(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote			18-34	35-49	50-64	65+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic min- ority	Total
Unweighted Total	1157	994	828	775	998	974	925	847	62	499	640	291	263	303	300	354	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
Applies	303	253	216	218	264	257	251	230	11	158	141	63	58	90	92	38	80	83	77	118	160	272	21	267
	26%	26%	27%	29%	27%	27%	28%	28%	20% s	29%	24%	19%	23%	30%	34%	14%	24%	40%	32%	20%	36%	28%	13%	23%
Does not apply	626	542	444	418	550	531	498	455	31	312	300	215	149	134	128	197	180	85	105	377	189	494	110	658
	54%	56%	56%	56%	56%	56%	56%	56%	54% s	57%	51%	65%	58%	44%	48%	73%	55%	41%	43%	63%	42%	52%	67%	57%
Don't know	228	169	127	113	170	165	148	132	15	79	148	54	48	78	48	36	68	41	60	104	101	192	33	232
	20%	18%	16%	15%	17%	17%	17%	16%	27% s	14%	25%	16%	19%	26%	18%	13%	21%	19%	25%	17%	22%	20%	20%	20%

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

Ipsos Political Monitor - September 2025

Table 56

Q10BReformUK(3). Reform UK, Has a good team of leaders : Which of these, if any, do you think apply to?

23 Sep 2025

Base : All

	Total (Weighted)	Voting					Working status		Government		Work sector		Tenure						ONS Regions						Past vote (2024 General Election)					Qualifications			UnW Tot.	
		Labour	Conservative	Liberal Democrats (Lib Dem)	Reform UK	Green Party	Full-time	Not full-time/Not work- ing	Satis- fied	Dis- satis- fied	Public	Private	Mort gage	Owned out- right	Private renter	Social renter	Renter	Total owner occup- ier	North excl. Scot	Mid- lands (incl. E of England)	South excl. London	Grea- ter London	Eng- land	Scot	Wales	Lab	Con	Reform UK	LD	Oth incl. LD, Grn	No qual'	Other qual'	Degree+	
Unweighted Total	1157	228	156	135	287	121	512	637	147	927	401	596	373	473	139	125	264	846	289	315	265	136	1005	99	53	312	213	118	112	231	120	599	421	1157
Weighted Total	1157	226	152	116	315	123	542	607	137	946	361	644	354	437	160	160	320	791	277	309	264	151	1001	100	56	304	206	128	98	217	181	593	362	1157
Applies	303	17	31	5	228	3	129	173	11	288	77	181	72	135	29	58	88	207	79	91	77	20	267	23	12	38	82	87	9	15	70	182	45	267
	26%	8%	21%	4%	72%	2%	24%	29%	8%	30%	21%	28%	20%	31%	18%	36%	27%	26%	28%	30%	29%	13%	27%	23%	22%	13%	40%	68%	10%	7%	38%	31%	12%	23%
Does not apply	626	171	73	104	37	109	327	295	111	476	222	331	215	215	106	61	167	430	147	153	133	112	545	56	25	222	69	18	74	176	77	280	265	658
	54%	76%	48%	90%	12%	88%	60%	49%	81%	50%	61%	51%	61%	49%	66%	38%	52%	54%	53%	49%	53%	74%	54%	56%	45%	73%	33%	14%	76%	81%	42%	47%	73%	57%
Don't know	228	37	48	7	49	12	86	139	15	182	62	132	67	87	25	40	66	154	52	65	54	18	189	21	19	44	55	23	14	26	35	131	53	232
	20%	16%	31%	6%	16%	10%	16%	23%	11%	19%	17%	21%	19%	20%	16%	25%	20%	19%	19%	21%	20%	12%	19%	21%	33%	14%	27%	18%	15%	12%	19%	22%	15%	20%

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 57
Q10BReformUK(4). Reform UK, Will promise anything to win votes : Which of these, if any, do you think apply to?

23 Sep 2025

Base : All

	Total (W'td)	Likelihood to vote (General Election)								Gender		Age				Social grade						Ethnicity		UnWgt Total
				Always usually depends AND 9/10 like- lihood	(10) Absol -utely certain																			
		Always usually depends			(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Men	Women	18-34	35-49	50-64	65+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic min- ority	Total
Unweighted Total	1157	994	828	775	998	974	925	847	62	499	640	291	263	303	300	354	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
Applies	707	619	515	481	627	611	584	529	30	358	337	222	166	162	156	210	213	106	116	423	222	572	113	735
	61%	64%	65%	64%	64%	64%	65%	65%	53% s	65%	57%	67%	65%	54%	58%	77%	65%	51%	48%	71%	49%	60%	69%	64%
Does not apply	233	198	158	158	194	186	174	166	14	116	115	45	49	71	69	36	55	61	57	91	119	199	27	218
	20%	21%	20%	21%	20%	20%	19%	20%	24% s	21%	19%	13%	19%	23%	26%	13%	17%	29%	24%	15%	26%	21%	17%	19%
Don't know	217	148	113	109	163	156	139	122	13	74	137	66	40	69	43	24	61	41	68	86	109	189	24	204
	19%	15%	14%	15%	17%	16%	15%	15%	23% s	13%	23%	20%	16%	23%	16%	9%	19%	20%	28%	14%	24%	20%	15%	18%

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

Ipsos Political Monitor - September 2025

Table 58

Q10BReformUK(4). Reform UK, Will promise anything to win votes : Which of these, if any, do you think apply to?

23 Sep 2025

Base : All

	Total (Weighted)	Voting					Working status		Government		Work sector		Tenure						ONS Regions							Past vote (2024 General Election)					Qualifications			UnW Tot.
		Labour	Conservative	Liberal Democrats (Lib Dem)	Reform UK	Green Party	Full-time	Not full- time/Not work- ing	Satis- fied	Dis- satis- fied	Public	Private	Mort gage	Owned out- right	Private renter	Social renter	Renter	Total owner occup- ier	North excl. Scot	Mid- lands (incl. E of England)	South excl. London	Grea- ter London	Eng- land	Scot	Wales	Lab	Con	Reform UK	LD	Oth incl. LD,Grn	No qual'	Other qual'	Degree+	
Unweighted Total	1157	228	156	135	287	121	512	637	147	927	401	596	373	473	139	125	264	846	289	315	265	136	1005	99	53	312	213	118	112	231	120	599	421	1157
Weighted Total	1157	226	152	116	315	123	542	607	137	946	361	644	354	437	160	160	320	791	277	309	264	151	1001	100	56	304	206	128	98	217	181	593	362	1157
Applies	707 61%	186 82%	94 61%	105 90%	84 27%	107 87%	363 67%	341 56%	112 82%	549 58%	238 66%	396 62%	232 66%	276 63%	108 67%	62 39%	170 53%	508 64%	155 56%	171 55%	169 64%	112 74%	607 61%	72 72%	27 48%	232 76%	110 53%	26 20%	80 81%	182 84%	94 52%	327 55%	278 77%	735 64%
Does not apply	233 20%	20 9%	26 17%	4 4%	154 49%	3 2%	101 19%	131 22%	15 11%	214 23%	62 17%	138 21%	60 17%	93 21%	26 16%	44 27%	70 22%	154 19%	61 22%	65 21%	54 20%	21 14%	201 20%	19 19%	13 24%	41 14%	54 26%	61 48%	5 5%	9 4%	54 30%	131 22%	42 12%	218 19%
Don't know	217 19%	20 9%	33 22%	7 6%	76 24%	13 11%	78 14%	135 22%	10 8%	183 19%	62 17%	110 17%	61 17%	68 16%	27 17%	53 33%	80 25%	129 16%	62 22%	73 24%	41 15%	18 12%	193 19%	8 8%	16 28%	31 10%	42 20%	41 32%	14 14%	26 12%	33 18%	134 23%	42 12%	204 18%

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 59
Q10BReformUK(5). Reform UK, Divided : Which of these, if any, do you think apply to?
Base : All

23 Sep 2025

	Total (W'td)	Likelihood to vote (General Election)								Gender		Age				Social grade						Ethnicity		UnWgt Total
			Always usually depends AND 9/10 like- lihood	(10) Absol -utely certain																				
		Always usually depends			(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Men	Women	18-34	35-49	50-64	65+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic min- ority	Total
Unweighted Total	1157	994	828	775	998	974	925	847	62	499	640	291	263	303	300	354	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
Applies	370	316	251	238	322	309	293	261	18	201	160	130	86	80	74	106	102	47	73	208	120	286	69	370
	32%	33%	32%	32%	33%	32%	33%	32%	31% ^s	37%	27%	39%	34%	26%	28%	39%	31%	23%	30%	35%	27%	30%	42%	32%
Does not apply	453	394	326	315	402	387	363	336	14	240	206	117	96	126	113	103	128	107	82	231	188	381	60	450
	39%	41%	41%	42%	41%	41%	41%	41%	25% ^s	44%	35%	35%	38%	42%	42%	38%	39%	51%	34%	38%	42%	40%	36%	39%
Don't know	334	255	210	196	260	257	240	219	25	107	223	85	73	96	80	61	99	55	87	161	142	292	36	337
	29%	26%	27%	26%	26%	27%	27%	27%	44% ^s	20%	38%	26%	29%	32%	30%	23%	30%	26%	36%	27%	32%	30%	22%	29%

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

Ipsos Political Monitor - September 2025

Table 60
Q10BReformUK(5). Reform UK, Divided : Which of these, if any, do you think apply to?

23 Sep 2025

Base : All

	Total (Weighted)	Voting					Working status		Government		Work sector		Tenure						ONS Regions							Past vote (2024 General Election)					Qualifications			UnW Tot.
		Labour	Conservative	Liberal Democrats (Lib Dem)	Reform UK	Green Party	Full-time	Not full- time/Not work- ing	Satis- fied	Dis- satis- fied	Public	Private	Mort- gage	Owned out- right	Private renter	Social renter	Renter	Total owner occup- ier	North excl. Scot	Mid- lands (incl. E of England)	South excl. London	Grea- ter London	Eng- land	Scot	Wales	Lab	Con	Reform UK	LD	Oth incl. LD, Grn	No qual¹	Other qual¹	Degree+	
Unweighted Total	1157	228	156	135	287	121	512	637	147	927	401	596	373	473	139	125	264	846	289	315	265	136	1005	99	53	312	213	118	112	231	120	599	421	1157
Weighted Total	1157	226	152	116	315	123	542	607	137	946	361	644	354	437	160	160	320	791	277	309	264	151	1001	100	56	304	206	128	98	217	181	593	362	1157
Applies	370	106	39	46	54	57	192	176	71	283	120	209	113	116	72	48	120	229	85	94	82	61	322	36	12	128	43	25	37	86	54	166	143	370
	32%	47%	26%	40%	17%	46%	35%	29%	52%	30%	33%	32%	32%	27%	45%	30%	37%	29%	31%	30%	31%	41%	32%	36%	21%	42%	21%	20%	37%	40%	30%	28%	39%	32%
Does not apply	453	57	60	44	200	37	220	231	35	405	124	282	151	181	53	52	106	332	105	132	113	57	407	30	16	94	97	87	33	69	73	254	119	450
	39%	25%	39%	37%	63%	30%	41%	38%	26%	43%	34%	44%	43%	41%	33%	33%	33%	42%	38%	43%	43%	38%	41%	30%	28%	31%	47%	68%	33%	32%	40%	43%	33%	39%
Don't know	334	63	53	27	61	29	130	201	31	258	118	154	90	140	35	60	95	230	87	82	69	33	272	34	29	82	65	16	29	62	55	172	100	337
	29%	28%	35%	23%	19%	24%	24%	33%	23%	27%	33%	24%	25%	32%	22%	37%	30%	29%	31%	27%	26%	22%	27%	34%	51%	27%	32%	12%	29%	29%	30%	29%	28%	29%

Fieldwork dates - Thursday 11th to Wednesday 17th September 2025.
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J25-007339-01
¹=Less than 0.5%
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Table 61
Q10BReformUK(6). Reform UK, Extreme : Which of these, if any, do you think apply to?

23 Sep 2025

Base : All

	Total (W'td)	Likelihood to vote (General Election)								Gender		Age				Social grade						Ethnicity		UnWgt Total
		Always usually depends	Always usually depends AND 9/10 like- lihood	(10) Absol -utely 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+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic min- ority	
Unweighted Total	1157	994	828	775	998	974	925	847	62	499	640	291	263	303	300	354	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
Applies	716	634	524	491	638	624	591	536	26	349	352	228	151	184	153	215	209	103	125	424	227	575	116	741
	62%	66%	67%	66%	65%	65%	66%	66%	44% s	64%	60%	69%	59%	61%	57%	80%	63%	49%	52%	71%	51%	60%	71%	64%
Does not apply	276	224	193	189	241	229	218	202	11	146	128	60	62	72	82	38	73	78	64	111	142	253	17	256
	24%	23%	24%	25%	25%	24%	24%	25%	20% s	27%	22%	18%	24%	24%	31%	14%	22%	37%	27%	19%	32%	26%	10%	22%
Don't know	165	107	70	68	104	100	88	78	21	53	109	44	42	46	33	17	47	28	52	65	80	131	32	160
	14%	11%	9%	9%	11%	10%	10%	10%	36% s	10%	19%	13%	17%	15%	12%	6%	14%	13%	22%	11%	18%	14%	19%	14%

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

Ipsos Political Monitor - September 2025

Table 62
Q10BReformUK(6). Reform UK, Extreme : Which of these, if any, do you think apply to?

23 Sep 2025

Base : All

	Total (Weighted)	Voting					Working status		Government		Work sector		Tenure							ONS Regions							Past vote (2024 General Election)					Qualifications			UnW Tot.
				Liberal Democrats (Lib Dem)				Not full- time/Not work- ing	Satis- fied	Dis- satis- fied		Private	Mort gage	Owned out- right	Private renter	Social renter	Renter	Total owner occup- ier	North excl. Scot	Mid- lands (incl. E of England)	South excl. London	Grea ter London	Eng- land	Scot	Wales	Lab	Con	Reform UK	LD	Oth incl. LD, Grn	No qual'	Other qual'	Degree+		
Unweighted Total	1157	228	156	135	287	121	512	637	147	927	401	596	373	473	139	125	264	846	289	315	265	136	1005	99	53	312	213	118	112	231	120	599	421	1157	
Weighted Total	1157	226	152	116	315	123	542	607	137	946	361	644	354	437	160	160	320	791	277	309	264	151	1001	100	56	304	206	128	98	217	181	593	362	1157	
Applies	716 62%	187 83%	95 63%	106 91%	91 29%	108 88%	361 67%	352 58%	114 83%	554 59%	251 69%	385 60%	238 67%	277 63%	100 62%	70 44%	170 53%	515 65%	162 58%	179 58%	171 65%	102 67%	613 61%	77 77%	26 47%	234 77%	115 56%	27 21%	84 86%	186 86%	98 54%	331 56%	278 77%	741 64%	
Does not apply	276 24%	10 4%	35 23%	6 6%	189 60%	5 4%	123 23%	150 25%	8 6%	262 28%	62 17%	175 27%	69 20%	114 26%	38 24%	48 30%	86 27%	183 23%	74 27%	84 27%	59 22%	30 20%	247 25%	16 16%	13 22%	32 11%	61 30%	88 69%	4 4%	17 8%	58 32%	160 27%	53 15%	256 22%	
Don't know	165 14%	29 13%	22 14%	3 3%	35 11%	10 8%	58 11%	105 17%	15 11%	130 14%	48 13%	85 13%	46 13%	47 11%	23 14%	42 26%	64 20%	93 12%	42 15%	46 15%	35 13%	19 13%	141 14%	7 7%	17 31%	39 13%	30 15%	13 10%	10 10%	15 7%	25 14%	101 17%	31 9%	160 14%	

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 63
Q10BReformUK(7). Reform UK, Looks after the interests of people like me : Which of these, if any, do you think apply to?

23 Sep 2025

Base : All

	Total (W'td)	Likelihood to vote (General Election)								Gender		Age				Social grade						Ethnicity		UnWgt Total
			Always usually depends	Always usually depends AND 9/10 like-lihood	(10) Absol-utely 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+	AB	C1	C2	DE	ABC1	C2DE	White	
																								Total
Unweighted Total	1157	994	828	775	998	974	925	847	62	499	640	291	263	303	300	354	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
Applies	346	296	255	249	310	304	293	268	7	188	155	71	59	116	101	47	97	95	85	144	180	313	23	312
	30%	31%	32%	33%	32%	32%	33%	33%	11% s	34%	26%	21%	23%	38%	38%	17%	29%	46%	35%	24%	40%	33%	14%	27%
Does not apply	604	520	422	399	525	504	478	432	32	289	301	208	152	129	116	192	186	79	87	378	166	474	109	646
	52%	54%	54%	53%	53%	53%	53%	53%	56% s	53%	51%	63%	59%	43%	43%	71%	57%	38%	36%	63%	37%	49%	66%	56%
Don't know	206	149	110	100	149	146	126	116	19	72	132	53	45	57	51	32	46	35	70	78	104	172	32	199
	18%	15%	14%	13%	15%	15%	14%	14%	33% s	13%	22%	16%	18%	19%	19%	12%	14%	17%	29%	13%	23%	18%	20%	17%

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

Ipsos Political Monitor - September 2025

Table 64
Q10BReformUK(7). Reform UK, Looks after the interests of people like me : Which of these, if any, do you think apply to?

23 Sep 2025

Base : All

	Total (Weighted)	Voting					Working status		Government		Work sector		Tenure						ONS Regions							Past vote (2024 General Election)					Qualifications			UnW Tot.
		Labour	Conservative	Liberal Democrats (Lib Dem)	Reform UK	Green Party	Full-time	Not full- time/Not work ing	Satis- fied	Dis- satis- fied	Public	Private	Mort- gage	Owned out- right	Private renter	Social renter	Renter	Total owner occup- ier	North excl. Scot	Mid- lands (incl. E of England)	South excl. London	Grea- ter London	Eng- land	Scot	Wales	Lab	Con	Reform UK	LD	Oth incl. LD, Grn	No qual'	Other qual'	Degree+	
Unweighted Total	1157	228	156	135	287	121	512	637	147	927	401	596	373	473	139	125	264	846	289	315	265	136	1005	99	53	312	213	118	112	231	120	599	421	1157
Weighted Total	1157	226	152	116	315	123	542	607	137	946	361	644	354	437	160	160	320	791	277	309	264	151	1001	100	56	304	206	128	98	217	181	593	362	1157
Applies	346 30%	24 11%	36 24%	12 10%	257 82%	1 1%	149 27%	195 32%	13 10%	327 35%	87 24%	213 33%	84 24%	156 36%	32 20%	67 42%	100 31%	240 30%	74 27%	112 36%	92 35%	25 16%	302 30%	30 30%	14 25%	44 15%	90 43%	99 77%	15 15%	26 12%	84 46%	194 33%	61 17%	312 27%
Does not apply	604 52%	176 78%	66 43%	100 86%	18 6%	112 91%	318 59%	282 46%	108 79%	456 48%	216 60%	320 50%	212 60%	209 48%	103 65%	51 32%	154 48%	421 53%	146 53%	142 46%	130 49%	102 68%	520 52%	60 60%	25 44%	223 73%	62 30%	5 4%	71 73%	167 77%	65 36%	274 46%	259 72%	646 56%
Don't know	206 18%	25 11%	51 33%	5 4%	40 13%	11 9%	75 14%	130 21%	16 12%	163 17%	58 16%	111 17%	57 16%	73 17%	25 16%	41 26%	66 21%	130 16%	57 21%	55 18%	43 16%	24 16%	179 18%	10 10%	17 31%	37 12%	55 27%	23 18%	12 12%	24 11%	32 18%	125 21%	42 12%	199 17%

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 65
Q10BReformUK(8). Reform UK, Fit to govern : Which of these, if any, do you think apply to?

23 Sep 2025

Base : All

	Total (W'td)	Likelihood to vote (General Election)								Gender		Age				Social grade						Ethnicity		UnWgt Total
			Always usually depends	Always usually depends AND 9/10 like- lihood	(10) Absol -utely certain																			
		Always usually depends	Always usually depends AND 9/10 like- lihood	(10) Absol -utely 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+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic min- ority	Total
Unweighted Total	1157	994	828	775	998	974	925	847	62	499	640	291	263	303	300	354	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
Applies	288	242	210	214	255	250	243	223	10	155	129	62	52	84	90	40	72	83	72	112	155	259	21	253
	25%	25%	27%	29%	26%	26%	27%	27%	17% s	28%	22%	19%	21%	28%	33%	15%	22%	40%	30%	19%	35%	27%	13%	22%
Does not apply	641	558	454	426	559	541	514	465	31	316	312	213	160	148	120	202	192	80	105	394	185	509	112	678
	55%	58%	58%	57%	57%	57%	57%	57%	54% s	58%	53%	64%	63%	49%	45%	75%	58%	39%	43%	66%	41%	53%	68%	59%
Don't know	228	164	123	109	170	162	140	129	17	78	148	58	43	70	58	29	65	45	64	94	109	191	32	226
	20%	17%	16%	15%	17%	17%	16%	16%	29% s	14%	25%	17%	17%	23%	22%	11%	20%	22%	27%	16%	24%	20%	19%	20%

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

Ipsos Political Monitor - September 2025

Table 66
Q10BReformUK(8). Reform UK, Fit to govern : Which of these, if any, do you think apply to?

23 Sep 2025

Base : All

	Total (Weighted)	Voting					Working status		Government		Work sector		Tenure						ONS Regions							Past vote (2024 General Election)					Qualifications			UnW Tot.
		Labour	Conservative	Liberal Democrats (Lib Dem)	Reform UK	Green Party	Full-time	Not full- time/Not work- ing	Satis- -fied	Dis- satis- -fied	Public	Private	Mort- gage	Owned out- right	Private renter	Social renter	Renter	Total owner occup- -ier	North excl. Scot	Mid- lands (incl. E of England)	South excl. London	Grea- -ter London	Eng- land	Scot	Wales	Lab	Con	Reform UK	LD	Oth incl. LD, Grn	No qual¹	Other qual¹	Degree+	
Unweighted Total	1157	228	156	135	287	121	512	637	147	927	401	596	373	473	139	125	264	846	289	315	265	136	1005	99	53	312	213	118	112	231	120	599	421	1157
Weighted Total	1157	226	152	116	315	123	542	607	137	946	361	644	354	437	160	160	320	791	277	309	264	151	1001	100	56	304	206	128	98	217	181	593	362	1157
Applies	288 25%	16 7%	21 14%	4 4%	233 74%	1 1%	123 23%	165 27%	9 6%	278 29%	68 19%	180 28%	72 20%	123 28%	25 15%	62 39%	87 27%	195 25%	70 25%	91 29%	70 26%	19 13%	250 25%	26 26%	12 21%	35 11%	75 36%	88 69%	7 7%	14 6%	77 43%	164 28%	39 11%	253 22%
Does not apply	641 55%	185 82%	78 51%	104 90%	26 8%	114 92%	330 61%	307 51%	114 83%	486 51%	232 64%	342 53%	220 62%	221 51%	113 71%	55 34%	168 53%	441 56%	151 55%	152 49%	144 54%	105 70%	552 55%	60 60%	29 51%	234 77%	73 36%	11 8%	76 77%	179 83%	72 40%	292 49%	272 75%	678 59%
Don't know	228 20%	24 11%	54 35%	7 6%	57 18%	8 7%	88 16%	136 22%	14 10%	182 19%	61 17%	123 19%	61 17%	93 21%	22 14%	43 27%	65 20%	154 19%	56 20%	65 21%	50 19%	27 18%	199 20%	13 14%	16 28%	35 12%	58 28%	29 23%	16 16%	24 11%	32 18%	136 23%	52 14%	226 20%

Fieldwork dates - Thursday 11th to Wednesday 17th September 2025.
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J25-007339-01
¹=Less than 0.5%
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Table 67
Q10BReformUK(9). Reform UK, Concerned about people in real need in Britain : Which of these, if any, do you think apply to?

23 Sep 2025

Base : All

	Total (W'td)	Likelihood to vote (General Election)								Gender		Age				Social grade						Ethnicity		UnWgt Total
			Always usually depends	Always usually depends AND 9/10 like- lihood	(10) Absol- -utely 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+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic min- ority	Total
Unweighted Total	1157	994	828	775	998	974	925	847	62	499	640	291	263	303	300	354	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
Applies	417	354	306	300	366	361	351	322	14	215	197	84	75	130	128	64	104	111	110	168	220	378	28	384
	36%	37%	39%	40%	37%	38%	39%	39%	24% ^s	39%	33%	25%	29%	43%	48%	24%	32%	53%	45%	28%	49%	39%	17%	33%
Does not apply	583	510	411	392	512	494	461	421	28	274	295	199	144	131	110	180	174	72	101	353	173	454	110	613
	50%	53%	52%	52%	52%	52%	51%	52%	48% ^s	50%	50%	60%	56%	44%	41%	66%	53%	35%	42%	59%	39%	47%	67%	53%
Don't know	157	100	70	57	106	98	84	73	16	59	97	50	37	41	29	27	51	26	31	78	56	128	26	160
	14%	10%	9%	8%	11%	10%	9%	9%	28% ^s	11%	16%	15%	14%	13%	11%	10%	16%	12%	13%	13%	12%	13%	16%	14%

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

Ipsos Political Monitor - September 2025

Table 68
Q10BReformUK(9). Reform UK, Concerned about people in real need in Britain : Which of these, if any, do you think apply to?

23 Sep 2025

Base : All

	Total (Weighted)	Voting					Working status		Government		Work sector		Tenure						ONS Regions							Past vote (2024 General Election)					Qualifications			UnW Tot.
		Labour	Conservative	Liberal Democrats (Lib Dem)	Reform UK	Green Party	Full-time	Not full- time/Not work ing	Satis- fied	Dis- satis- fied	Public	Private	Mort gage	Owned out- right	Private renter	Social renter	Renter	Total owner occup- ier	North excl. Scot	Mid- lands (incl. E of England)	South excl. London	Grea- ter London	Eng- land	Scot	Wales	Lab	Con	Reform UK	LD	Oth incl. LD, Grn	No qual¹	Other qual¹	Degree+	
Unweighted Total	1157	228	156	135	287	121	512	637	147	927	401	596	373	473	139	125	264	846	289	315	265	136	1005	99	53	312	213	118	112	231	120	599	421	1157
Weighted Total	1157	226	152	116	315	123	542	607	137	946	361	644	354	437	160	160	320	791	277	309	264	151	1001	100	56	304	206	128	98	217	181	593	362	1157
Applies	417 36%	34 15%	57 37%	12 11%	275 87%	1 1%	169 31%	245 40%	22 16%	386 41%	113 31%	237 37%	101 28%	185 42%	44 27%	76 48%	120 37%	286 36%	102 37%	126 41%	105 40%	35 23%	368 37%	31 31%	18 32%	58 19%	118 57%	104 82%	22 22%	35 16%	95 53%	229 39%	83 23%	384 33%
Does not apply	583 50%	166 74%	65 42%	98 85%	17 5%	113 91%	300 55%	279 46%	105 77%	440 46%	205 57%	316 49%	191 54%	208 48%	99 62%	55 34%	154 48%	399 50%	135 49%	135 44%	127 48%	103 69%	501 50%	58 59%	24 42%	215 71%	58 28%	10 8%	67 68%	169 78%	67 37%	264 45%	248 69%	613 53%
Don't know	157 14%	25 11%	31 20%	6 5%	23 7%	10 8%	72 13%	83 14%	9 7%	121 13%	42 12%	91 14%	61 17%	44 10%	17 11%	29 18%	46 14%	106 13%	40 14%	47 15%	32 12%	13 8%	132 13%	10 10%	15 26%	32 11%	30 15%	13 11%	9 9%	13 6%	19 11%	99 17%	31 9%	160 14%

Fieldwork dates - Thursday 11th to Wednesday 17th September 2025.
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J25-007339-01
¹=Less than 0.5%
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Table 69

Q10BReformUK(10). Reform UK, Different to the other parties : Which of these, if any, do you think apply to?

23 Sep 2025

Base : All

	Total (W'td)	Likelihood to vote (General Election)							Gender		Age				Social grade						Ethnicity		UnWgt Total	
			Always usually depends AND 9/10 like- lihood	(10) Absol -utely certain																				
		Always usually depends			(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Men	Women	18-34	35-49	50-64	65+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic min- ority	Total
Unweighted Total	1157	994	828	775	998	974	925	847	62	499	640	291	263	303	300	354	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
Applies	762	671	568	542	682	668	635	587	22	391	360	194	165	210	194	183	223	146	153	406	300	670	74	759
	66%	70%	72%	72%	69%	70%	71%	72%	38% s	71%	61%	58%	64%	70%	72%	68%	68%	70%	64%	68%	67%	70%	45%	66%
Does not apply	240	191	144	136	194	181	170	150	19	99	134	83	57	58	43	62	65	33	49	127	82	168	64	241
	21%	20%	18%	18%	20%	19%	19%	18%	34% s	18%	23%	25%	22%	19%	16%	23%	20%	16%	20%	21%	18%	18%	39%	21%
Don't know	155	103	75	71	108	104	92	80	17	59	95	55	34	34	32	25	41	29	39	67	68	121	26	157
	13%	11%	10%	9%	11%	11%	10%	10%	29% s	11%	16%	17%	13%	11%	12%	9%	13%	14%	16%	11%	15%	13%	16%	14%

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

Ipsos Political Monitor - September 2025

Table 70

23 Sep 2025

Q10BReformUK(10). Reform UK, Different to the other parties : Which of these, if any, do you think apply to?

Base : All

	Total (Weighted)	Voting					Working status		Government		Work sector		Tenure						ONS Regions						Past vote (2024 General Election)					Qualifications			UnW Tot.	
		Labour	Conservative	Liberal Democrats (Lib Dem)	Reform UK	Green Party	Full-time	Not full-time/Not work- ing	Satis- fied	Dis- satis- fied	Public	Private	Mort gage	Owned out- right	Private renter	Social renter	Renter	Total owner occup- -ier	North excl. Scot	Mid-lands (incl. E of England)	South excl. London	Grea- ter London	Eng- land	Scot	Wales	Lab	Con	Reform UK	LD	Oth incl. LD, Grn	No qual¹	Other qual¹	Degree+	
Unweighted Total	1157	228	156	135	287	121	512	637	147	927	401	596	373	473	139	125	264	846	289	315	265	136	1005	99	53	312	213	118	112	231	120	599	421	1157
Weighted Total	1157	226	152	116	315	123	542	607	137	946	361	644	354	437	160	160	320	791	277	309	264	151	1001	100	56	304	206	128	98	217	181	593	362	1157
Applies	762 66%	137 61%	98 64%	76 66%	287 91%	66 54%	351 65%	406 67%	86 63%	640 68%	234 65%	437 68%	237 67%	322 74%	92 57%	93 58%	185 58%	559 71%	184 66%	214 69%	196 74%	76 51%	670 67%	62 62%	30 54%	185 61%	160 78%	111 87%	64 65%	136 63%	127 70%	395 67%	226 62%	759 66%
Does not apply	240 21%	57 25%	31 20%	32 28%	11 4%	39 32%	130 24%	108 18%	34 25%	190 20%	91 25%	119 18%	75 21%	65 15%	44 27%	35 22%	78 24%	140 18%	58 21%	54 17%	42 16%	50 33%	205 20%	27 28%	8 14%	85 28%	26 13%	6 4%	23 24%	60 28%	30 17%	109 18%	100 28%	241 21%
Don't know	155 13%	32 14%	24 16%	7 6%	17 5%	18 15%	60 11%	93 15%	17 12%	116 12%	36 10%	88 14%	42 12%	51 12%	25 16%	32 20%	57 18%	92 12%	35 13%	40 13%	26 10%	24 16%	126 13%	11 11%	18 32%	34 11%	20 10%	12 9%	11 11%	21 10%	24 13%	89 15%	36 10%	157 14%

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 71
Q10BReformUK(11). Reform UK, Out of date : Which of these, if any, do you think apply to?
Base : All

23 Sep 2025

	Total (W'td)	Likelihood to vote (General Election)								Gender		Age				Social grade						Ethnicity		UnWgt Total
			Always usually depends AND 9/10 like- lihood	Always usually depends AND 9/10 like- -utely certain	(10) Absol- -utely 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+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic min- ority
Unweighted Total	1157	994	828	775	998	974	925	847	62	499	640	291	263	303	300	354	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
Applies	414	358	282	273	366	353	332	294	21	203	198	166	103	83	62	129	123	42	68	252	110	318	78	425
	36%	37%	36%	36%	37%	37%	37%	36%	36%	37%	34%	50%	40%	27%	23%	48%	37%	20%	28%	42%	24%	33%	48%	37%
Does not apply	537	461	392	371	470	456	435	405	24	277	256	107	106	166	159	105	147	127	129	252	256	476	48	525
	46%	48%	50%	50%	48%	48%	49%	50%	41%	50%	43%	32%	41%	55%	59%	39%	45%	61%	53%	42%	57%	50%	29%	45%
Don't know	205	145	113	105	148	144	129	117	13	69	135	59	47	53	47	37	59	40	44	96	83	165	38	207
	18%	15%	14%	14%	15%	15%	14%	14%	23%	13%	23%	18%	18%	17%	17%	14%	18%	19%	18%	16%	19%	17%	23%	18%

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

Ipsos Political Monitor - September 2025

Table 72
Q10BReformUK(11). Reform UK, Out of date : Which of these, if any, do you think apply to?

23 Sep 2025

Base : All

	Total (Weighted)	Voting					Working status		Government		Work sector		Tenure						ONS Regions							Past vote (2024 General Election)					Qualifications			UnW Tot.
		Labour	Conservative	Liberal Democrats (Lib Dem)	Reform UK	Green Party	Full-time	Not full- time/Not work- ing	Satis- fied	Dis- satis- fied	Public	Private	Mort- gage	Owned out- right	Private renter	Social renter	Renter	Total owner occup- ier	North excl. Scot	Mid- lands (incl. E of England)	South excl. London	Grea- ter London	Eng- land	Scot	Wales	Lab	Con	Reform UK	LD	Oth incl. LD, Grn	No qual¹	Other qual¹	Degree+	
Unweighted Total	1157	228	156	135	287	121	512	637	147	927	401	596	373	473	139	125	264	846	289	315	265	136	1005	99	53	312	213	118	112	231	120	599	421	1157
Weighted Total	1157	226	152	116	315	123	542	607	137	946	361	644	354	437	160	160	320	791	277	309	264	151	1001	100	56	304	206	128	98	217	181	593	362	1157
Applies	414 36%	119 53%	37 24%	66 57%	16 5%	93 75%	226 42%	188 31%	82 60%	301 32%	150 41%	226 35%	142 40%	129 30%	74 46%	45 28%	119 37%	272 34%	96 35%	109 35%	83 31%	74 49%	362 36%	35 35%	17 31%	151 50%	35 17%	6 5%	44 45%	123 56%	60 33%	167 28%	184 51%	425 37%
Does not apply	537 46%	61 27%	69 45%	38 33%	278 88%	19 15%	234 43%	299 49%	28 21%	495 52%	149 41%	306 47%	150 42%	240 55%	58 36%	78 49%	136 42%	389 49%	137 49%	146 47%	131 50%	54 36%	468 47%	49 49%	20 36%	101 33%	126 61%	111 87%	35 35%	65 30%	95 53%	297 50%	137 38%	525 45%
Don't know	205 18%	45 20%	46 30%	12 10%	21 7%	12 9%	82 15%	120 20%	27 20%	151 16%	62 17%	113 17%	62 17%	68 16%	28 18%	37 23%	66 21%	130 16%	44 16%	54 18%	50 19%	22 15%	171 17%	16 16%	19 34%	52 17%	45 22%	10 8%	19 19%	30 14%	26 14%	128 22%	41 11%	207 18%

Fieldwork dates - Thursday 11th to Wednesday 17th September 2025.
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J25-007339-01
¹=Less than 0.5%
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - September 2025

Table 73
Q11_Lab. To what extent, if at all, do you agree or disagree with the following statements? The Labour Government deserves to be re-elected
Base : All

23 Sep 2025

	Total (W'td)	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+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic minority	
Unweighted Total	1157	994	828	775	998	974	925	847	62	499	640	291	263	303	300	354	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
Strongly agree	84	73	59	58	72	68	62	61	1	46	35	36	14	16	18	24	15	14	25	39	38	54	26	76
	7%	8%	8%	8%	7%	7%	7%	7%	2% s	8%	6%	11%	5%	5%	7%	9%	4%	6%	10%	7%	9%	6%	16%	7%
Tend to agree	169	146	115	110	148	146	139	121	5	83	85	57	44	43	26	54	58	23	20	112	43	130	30	184
	15%	15%	15%	15%	15%	15%	16%	15%	9% s	15%	14%	17%	17%	14%	10%	20%	18%	11%	8%	19%	10%	14%	18%	16%
Neither agree nor disagree	191	137	95	92	151	138	124	105	13	71	116	80	46	42	24	47	51	18	47	99	66	146	37	192
	17%	14%	12%	12%	15%	14%	14%	13%	22% s	13%	20%	24%	18%	14%	9%	17%	16%	9%	20%	16%	15%	15%	23%	17%
Tend to disagree	202	181	134	114	181	174	156	134	2	101	99	65	57	49	32	55	65	24	33	120	57	162	32	205
	17%	19%	17%	15%	18%	18%	17%	16%	3% s	18%	17%	19%	22%	16%	12%	20%	20%	11%	14%	20%	13%	17%	19%	18%
Strongly disagree	465	411	374	367	414	409	398	384	26	233	224	70	84	145	167	82	126	123	109	208	231	429	32	455
	40%	43%	47%	49%	42%	43%	44%	47%	46% s	43%	38%	21%	33%	48%	62%	30%	38%	59%	45%	35%	51%	45%	19%	39%
Don't know	45	15	10	8	19	19	18	11	11	13	32	25	11	7	1	8	14	7	7	22	15	38	7	45
	4%	2%	1%	1%	2%	2%	2%	1%	19% s	2%	5%	7%	4%	2%	1%	3%	4%	4%	3%	4%	3%	4%	4%	4%
Agree	253	220	174	168	220	214	202	182	6	130	119	93	58	59	44	78	73	36	45	151	82	184	57	260
	22%	23%	22%	22%	22%	22%	22%	22%	11% s	24%	20%	28%	23%	20%	16%	29%	22%	17%	19%	25%	18%	19%	35%	22%
Disagree	667	592	508	481	595	583	553	518	28	334	323	134	141	193	199	137	191	146	142	328	288	591	63	660
	58%	61%	65%	64%	60%	61%	62%	63%	48% s	61%	55%	40%	55%	64%	74%	51%	58%	70%	59%	55%	64%	62%	39%	57%
Net agree	-414	-373	-334	-313	-375	-368	-352	-335	-22	-205	-203	-41	-83	-135	-155	-59	-118	-110	-96	-176	-207	-407	-7	-400
	-36%	-39%	-42%	-42%	-38%	-39%	-39%	-41%	-37% s	-37%	-35%	-12%	-33%	-45%	-58%	-22%	-36%	-53%	-40%	-29%	-46%	-42%	-4%	-35%

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

Ipsos Political Monitor - September 2025

Table 74
Q11_Lab. To what extent, if at all, do you agree or disagree with the following statements? The Labour Government deserves to be re-elected
Base : All

23 Sep 2025

	Total (Weighted)	Voting					Working status		Government		Work sector		Tenure							ONS Regions							Past vote (2024 General Election)					Qualifications			UnW Tot.
		Labour	Conservative	Liberal Democrats (Lib Dem)	Reform UK	Green Party	Full-time	Not full-time/Not work- ing	Satis- fied	Dis- satis- fied	Public	Private	Mort gage	Owned out- right	Private renter	Social renter	Renter	Total owner occup- -ier	North excl. Scot	Mid- lands (incl. E of England)	South excl. London	Grea- -ter London	Eng- land	Scot	Wales	Lab	Con	Reform UK	LD	Oth incl. LD, Grn	No qual'	Other qual'	Degree+		
Unweighted Total	1157	228	156	135	287	121	512	637	147	927	401	596	373	473	139	125	264	846	289	315	265	136	1005	99	53	312	213	118	112	231	120	599	421	1157	
Weighted Total	1157	226	152	116	315	123	542	607	137	946	361	644	354	437	160	160	320	791	277	309	264	151	1001	100	56	304	206	128	98	217	181	593	362	1157	
Strongly agree	84 7%	54 24%	10 7%	1 1%	14 4%	2 2%	48 9%	36 6%	42 30%	38 4%	39 11%	33 5%	19 5%	29 7%	22 14%	12 8%	34 11%	48 6%	19 7%	12 4%	18 7%	15 10%	64 6%	10 10%	11 19%	48 16%	9 4%	1 1%	3 3%	5 2%	12 7%	38 6%	34 10%	76 7%	
Tend to agree	169 15%	91 40%	3 2%	28 24%	7 2%	17 14%	95 17%	75 12%	57 42%	91 10%	58 16%	100 15%	60 17%	56 13%	33 21%	12 8%	45 14%	116 15%	34 12%	43 14%	41 16%	30 20%	148 15%	15 15%	5 9%	75 25%	5 3%	- -	29 29%	52 24%	12 7%	65 11%	91 25%	184 16%	
Neither agree nor disagree	191 17%	47 21%	14 10%	25 21%	10 3%	36 29%	86 16%	103 17%	22 16%	144 15%	59 16%	106 16%	64 18%	54 12%	28 17%	34 21%	62 19%	118 15%	49 18%	47 15%	35 13%	36 24%	167 17%	20 20%	5 9%	75 25%	9 4%	5 4%	17 17%	36 16%	21 11%	103 17%	61 17%	192 17%	
Tend to disagree	202 17%	20 9%	43 28%	46 39%	18 6%	37 30%	113 21%	89 15%	11 8%	185 20%	74 20%	108 17%	80 23%	64 15%	23 14%	26 16%	49 15%	143 18%	38 14%	63 20%	46 18%	28 18%	175 17%	18 18%	10 17%	50 16%	35 17%	10 8%	25 26%	59 27%	27 15%	104 18%	69 19%	205 18%	
Strongly disagree	465 40%	4 2%	81 53%	15 13%	263 83%	28 23%	183 34%	278 46%	4 3%	460 49%	124 34%	274 43%	114 32%	220 50%	47 29%	69 43%	116 36%	334 42%	129 47%	130 42%	115 44%	34 23%	409 41%	35 35%	22 39%	42 14%	146 71%	111 87%	23 23%	63 29%	107 59%	254 43%	96 26%	455 39%	
Don't know	45 4%	9 4%	* *	2 2%	4 1%	2 2%	17 3%	26 4%	1 1%	29 3%	8 2%	24 4%	17 5%	14 3%	8 5%	6 4%	14 4%	31 4%	8 3%	14 5%	9 3%	7 5%	38 4%	2 2%	4 8%	15 5%	1 *	- -	1 1%	2 1%	2 1%	29 5%	12 3%	45 4%	
Agree	253 22%	145 64%	13 9%	29 25%	21 7%	19 16%	142 26%	111 18%	99 72%	128 14%	96 27%	133 21%	79 22%	85 20%	55 34%	24 15%	79 25%	164 21%	53 19%	55 18%	59 22%	45 30%	212 21%	25 26%	16 28%	123 40%	15 7%	1 1%	32 32%	57 26%	24 13%	103 17%	125 35%	260 22%	
Disagree	667 58%	24 11%	124 81%	61 52%	280 89%	66 53%	296 55%	367 61%	15 11%	645 68%	198 55%	382 59%	194 55%	284 65%	70 44%	96 60%	165 52%	478 60%	167 60%	193 62%	162 61%	62 58%	584 41%	52 52%	31 55%	92 30%	181 88%	122 95%	48 49%	122 56%	135 74%	358 60%	165 45%	660 57%	
Net agree	-414 -36%	121 54%	-110 -73%	-32 -28%	-259 -82%	-47 -38%	-154 -28%	-256 -42%	84 61%	-517 -55%	-102 -28%	-249 -39%	-115 -32%	-199 -45%	-15 -9%	-71 -45%	-86 -27%	-313 -40%	-114 -41%	-137 -45%	-103 -39%	-17 -11%	-372 -37%	-27 -27%	-15 -27%	31 10%	-167 -81%	-121 -94%	-17 -17%	-64 -29%	-111 -61%	-255 -43%	-40 -11%	-400 -35%	

Fieldwork dates - Thursday 11th to Wednesday 17th September 2025.
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Source : Ipsos J25-007339-01
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s=Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - September 2025

Table 75
Q11_Con. To what extent, if at all, do you agree or disagree with the following statements? The Conservative Party is ready to form the next government
Base : All

23 Sep 2025

	Total (W'td)	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+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic minority	
Unweighted Total	1157	994	828	775	998	974	925	847	62	499	640	291	263	303	300	354	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
Strongly agree	37 3%	29 3%	27 3%	28 4%	32 3%	30 3%	30 3%	29 4%	1 2% s	19 3%	19 3%	14 4%	1 *	12 4%	11 4%	7 3%	9 3%	7 4%	10 4%	16 3%	18 4%	33 3%	3 2%	34 3%
Tend to agree	138 12%	123 13%	92 12%	85 11%	122 12%	117 12%	107 12%	94 12%	2 3% s	65 12%	70 12%	30 9%	28 11%	33 11%	46 17%	29 11%	32 10%	36 17%	28 11%	61 10%	64 14%	109 11%	26 16%	129 11%
Neither agree nor disagree	186 16%	134 14%	96 12%	91 12%	145 15%	138 15%	118 13%	107 13%	10 18% s	73 13%	111 19%	50 15%	37 15%	53 18%	45 17%	29 11%	66 20%	29 14%	42 17%	95 16%	70 16%	145 15%	37 22%	179 15%
Tend to disagree	251 22%	220 23%	176 22%	164 22%	225 23%	215 23%	204 23%	180 22%	7 12% s	123 22%	126 21%	80 24%	57 22%	51 17%	64 24%	67 25%	77 23%	44 21%	44 18%	144 24%	88 20%	220 23%	25 15%	268 23%
Strongly disagree	493 43%	442 46%	383 49%	374 50%	438 44%	431 45%	419 47%	393 48%	24 42% s	258 47%	224 38%	132 40%	120 47%	143 48%	98 36%	132 49%	125 38%	86 41%	106 44%	256 43%	192 43%	411 43%	64 39%	497 43%
Don't know	51 4%	16 2%	12 2%	9 1%	23 2%	22 2%	18 2%	13 2%	13 23% s	11 2%	40 7%	26 8%	12 5%	9 3%	4 1%	7 3%	21 6%	6 3%	11 5%	28 5%	18 4%	40 4%	10 6%	50 4%
Agree	175 15%	152 16%	119 15%	112 15%	153 16%	146 15%	137 15%	123 15%	3 6% s	83 15%	89 15%	44 13%	29 11%	45 15%	57 21%	36 13%	41 12%	43 21%	38 16%	76 13%	82 18%	143 15%	29 17%	163 14%
Disagree	744 64%	662 69%	560 71%	537 72%	662 67%	646 68%	623 69%	573 70%	31 54% s	381 69%	349 59%	212 64%	177 69%	194 64%	161 60%	199 73%	202 61%	130 62%	150 62%	400 67%	280 62%	631 66%	89 54%	765 66%
Net agree	-569 -49%	-510 -53%	-441 -56%	-425 -57%	-509 -52%	-500 -52%	-486 -54%	-450 -55%	-28 -48% s	-298 -54%	-261 -44%	-168 -51%	-148 -58%	-149 -49%	-104 -39%	-163 -60%	-161 -49%	-87 -41%	-112 -46%	-324 -54%	-198 -44%	-488 -51%	-60 -37%	-602 -52%

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

Ipsos Political Monitor - September 2025

Table 76

23 Sep 2025

Q11_Con. To what extent, if at all, do you agree or disagree with the following statements? The Conservative Party is ready to form the next government

Base : All

	Total (Weighted)	Voting					Working status		Government		Work sector		Tenure						ONS Regions						Past vote (2024 General Election)					Qualifications			UnW Tot.																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																										

Fieldwork dates - Thursday 11th to Wednesday 17th September 2025.
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*Less than 0.5%
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - September 2025

Table 77
Q11_Reform. To what extent, if at all, do you agree or disagree with the following statements? Reform UK is ready to form the next government

23 Sep 2025

Base : All

	Total (W'td)	Likelihood to vote (General Election)								Gender		Age				Social grade						Ethnicity		UnWgt Total
		Always usually depends	Always usually depends AND 9/10 like- lihood	(10) Absol- utely 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+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic min- ority	Total
Unweighted Total	1157	994	828	775	998	974	925	847	62	499	640	291	263	303	300	354	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
Strongly agree	167	140	125	131	144	140	140	135	5	100	65	36	28	54	49	17	33	53	60	50	114	149	14	126
	14%	15%	16%	18%	15%	15%	16%	17%	8% ^s	18%	11%	11%	11%	18%	18%	6%	10%	26%	25%	8%	25%	16%	9%	11%
Tend to agree	173	151	126	114	158	154	144	130	1	76	98	34	34	48	57	33	53	43	30	86	73	161	7	171
	15%	16%	16%	15%	16%	16%	16%	16%	2% ^s	14%	17%	10%	13%	16%	21%	12%	16%	21%	12%	14%	16%	17%	4%	15%
Neither agree nor disagree	144	106	69	68	112	103	88	74	12	55	86	41	34	42	27	21	40	25	40	61	65	109	31	143
	12%	11%	9%	9%	11%	11%	10%	9%	21% ^s	10%	15%	12%	13%	14%	10%	8%	12%	12%	17%	10%	14%	11%	19%	12%
Tend to disagree	110	98	77	65	97	96	90	77	4	56	54	23	29	29	29	26	33	23	15	59	38	98	12	119
	10%	10%	10%	9%	10%	10%	10%	9%	8% ^s	10%	9%	7%	11%	10%	11%	10%	10%	11%	6%	10%	8%	10%	7%	10%
Strongly disagree	507	448	373	357	445	434	411	382	23	249	244	174	118	116	98	165	153	56	82	319	138	397	91	539
	44%	46%	47%	48%	45%	46%	46%	47%	40% ^s	45%	41%	52%	46%	39%	37%	61%	47%	27%	34%	53%	31%	41%	55%	47%
Don't know	55	22	17	14	27	26	24	18	12	14	41	24	12	13	7	8	18	9	14	25	22	45	9	59
	5%	2%	2%	2%	3%	3%	3%	2%	21% ^s	3%	7%	7%	5%	4%	3%	3%	5%	4%	6%	4%	5%	5%	6%	5%
Agree	340	291	252	246	302	294	283	265	6	176	163	71	62	101	106	50	85	97	90	135	187	310	22	297
	29%	30%	32%	33%	31%	31%	32%	33%	10% ^s	32%	28%	21%	24%	34%	40%	18%	26%	46%	37%	23%	41%	32%	13%	26%
Disagree	617	546	450	422	542	530	502	459	28	304	299	197	147	145	127	192	186	79	98	377	176	495	102	658
	53%	57%	57%	56%	55%	56%	56%	56%	48% ^s	55%	51%	59%	58%	48%	48%	71%	56%	38%	40%	63%	39%	52%	62%	57%
Net agree	-276	-256	-198	-176	-240	-236	-219	-193	-22	-129	-136	-126	-85	-44	-21	-142	-100	18	-8	-242	10	-185	-81	-361
	-24%	-27%	-25%	-24%	-24%	-25%	-24%	-24%	-39% ^s	-23%	-23%	-38%	-33%	-15%	-8%	-53%	-30%	9%	-3%	-40%	2%	-19%	-49%	-31%

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

Ipsos Political Monitor - September 2025

Table 78
Q11_Reform. To what extent, if at all, do you agree or disagree with the following statements? Reform UK is ready to form the next government

23 Sep 2025

Base : All

	Total (Weighted)	Voting					Working status		Government		Work sector		Tenure							ONS Regions							Past vote (2024 General Election)					Qualifications			UnW Tot.																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															

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