

IFG CONFERENCE POLLING

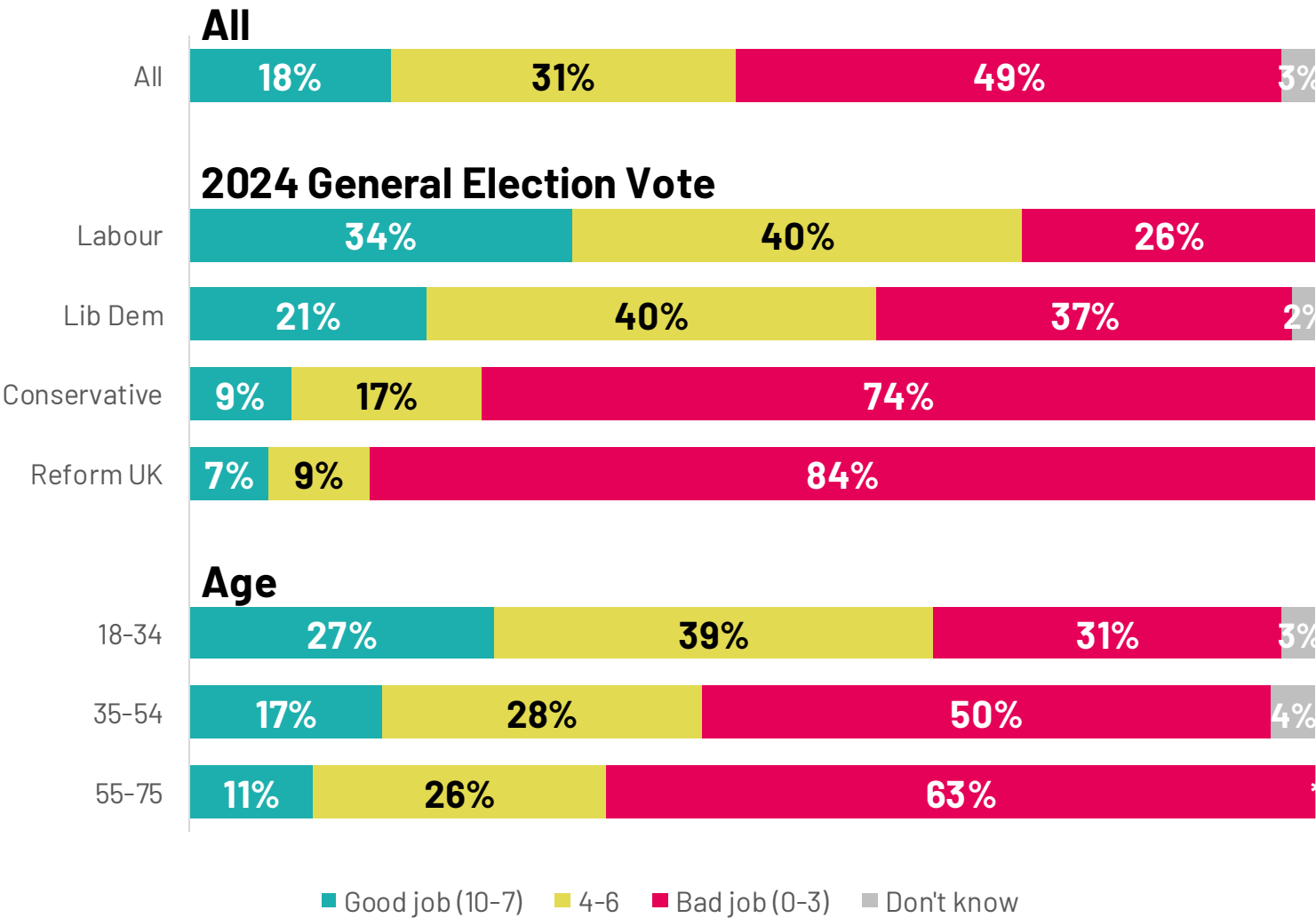
Visual topline

09 January 2026

Half say the government did a bad job running the UK in 2025

On a scale of 0 to 10, where 10 means a very good job and 0 means a very bad job, do you think the current Labour government did a good or bad job at running the country in 2025?

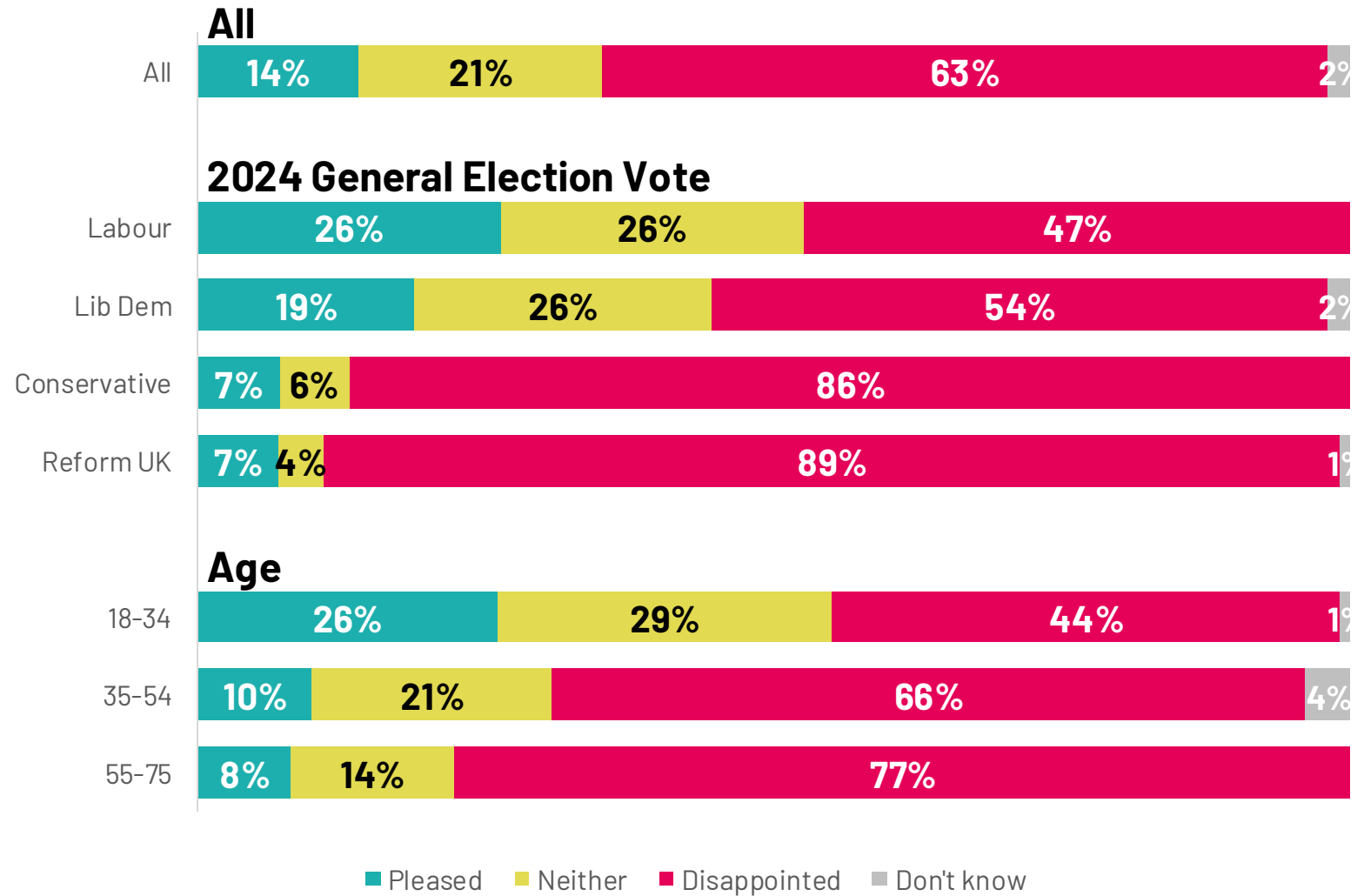
Base all: 1,058 adults aged 16+ in the UK, interviewed online 7-8 January 2026



...Almost two thirds have been disappointed

To what extent, if either, are you pleased or disappointed by what the Labour party have done in Government so far?

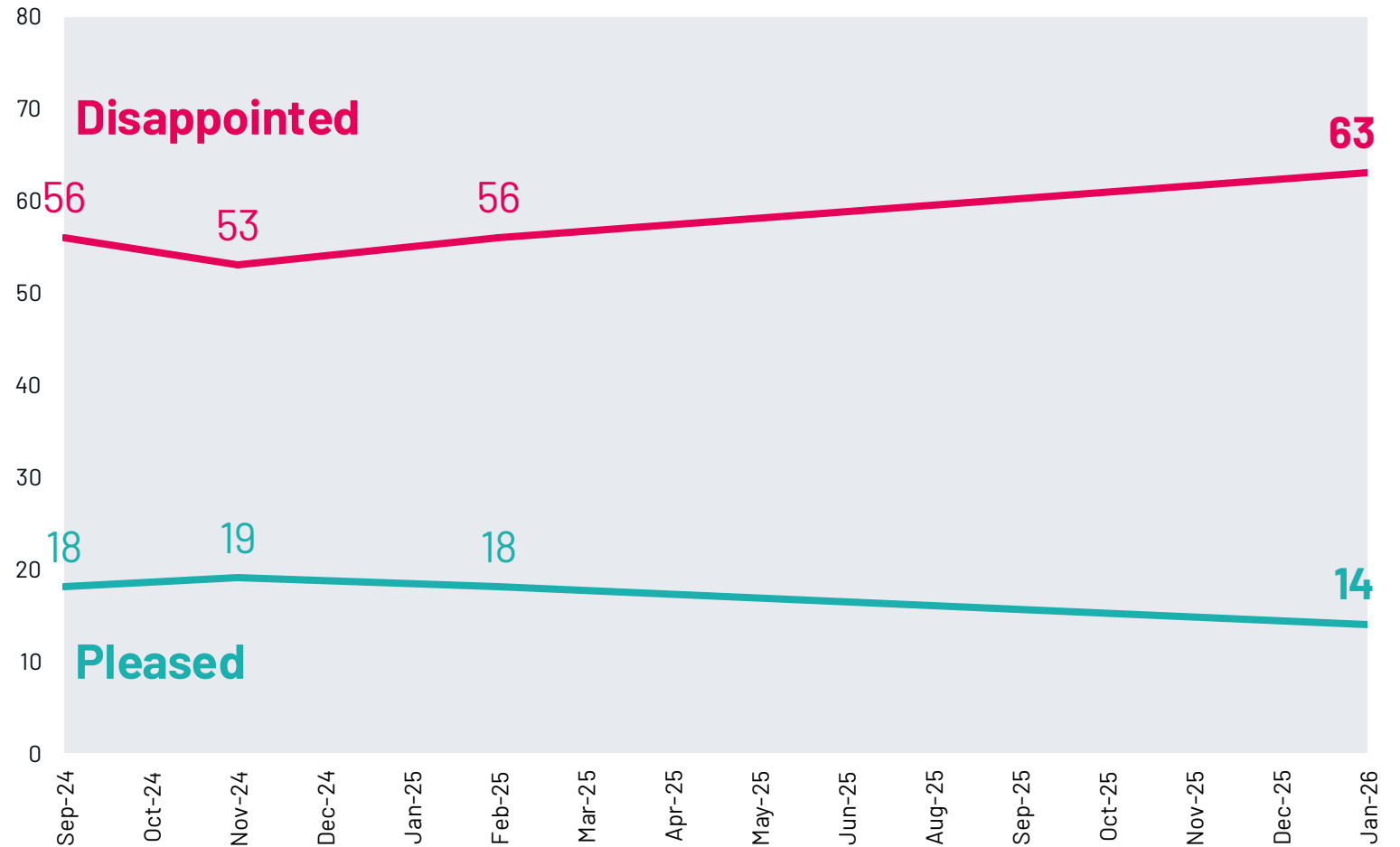
Base all: 1,058 adults aged 16+ in the UK, interviewed online 7-8 January 2026



Disappointment has grown since early 2025

To what extent, if either, are you pleased or disappointed by what the Labour party have done in Government so far?

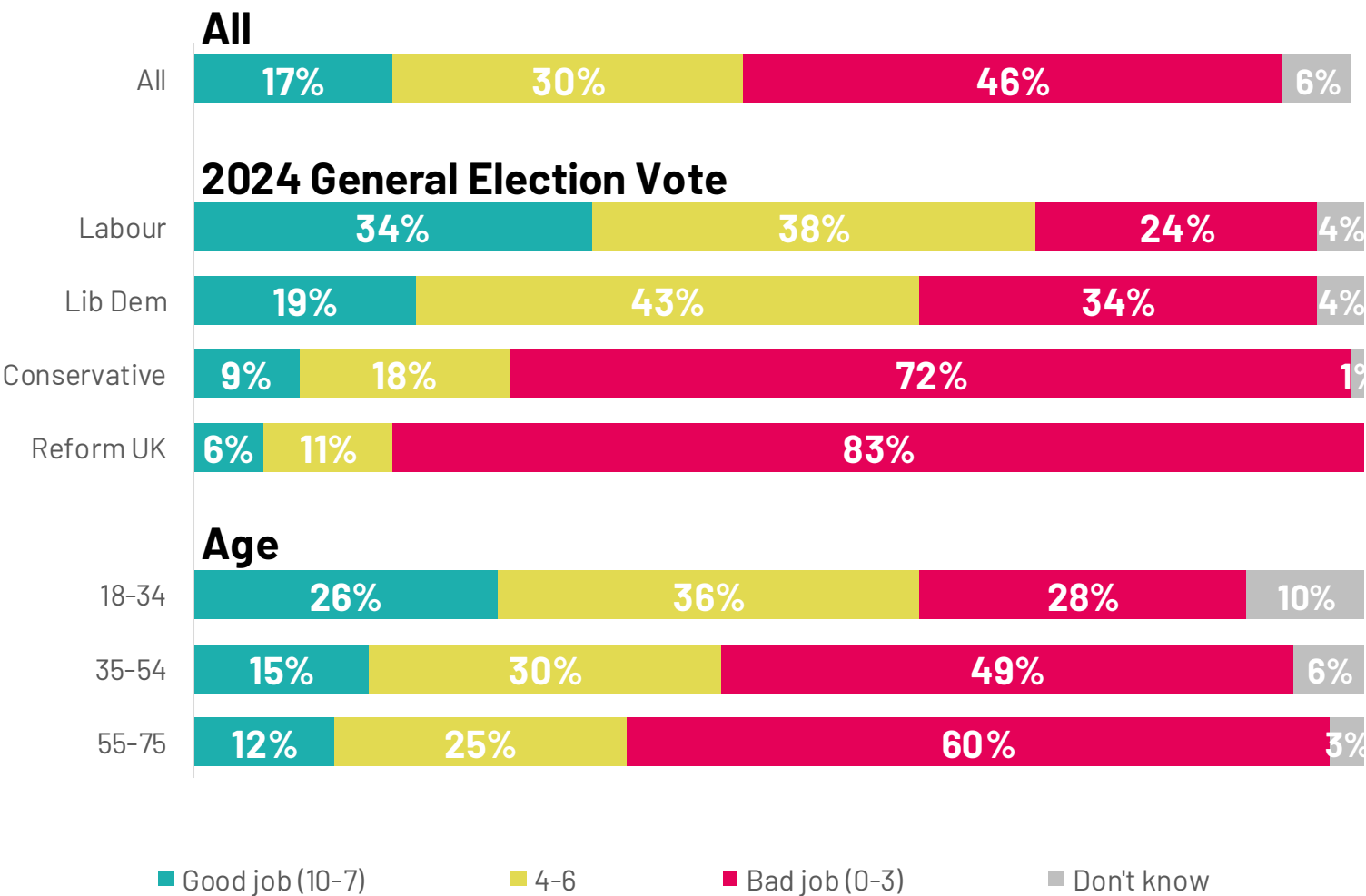
Trend over time



Base: 1,058 adults aged 16+ in the UK, interviewed online 7-8 January 2026

Nearly half expect poor government performance in 2026

And on a scale of 0 to 10, where 10 means a very good job and 0 means a very bad job, do you think the current Labour government will do a good or bad job at running the country in 2026?

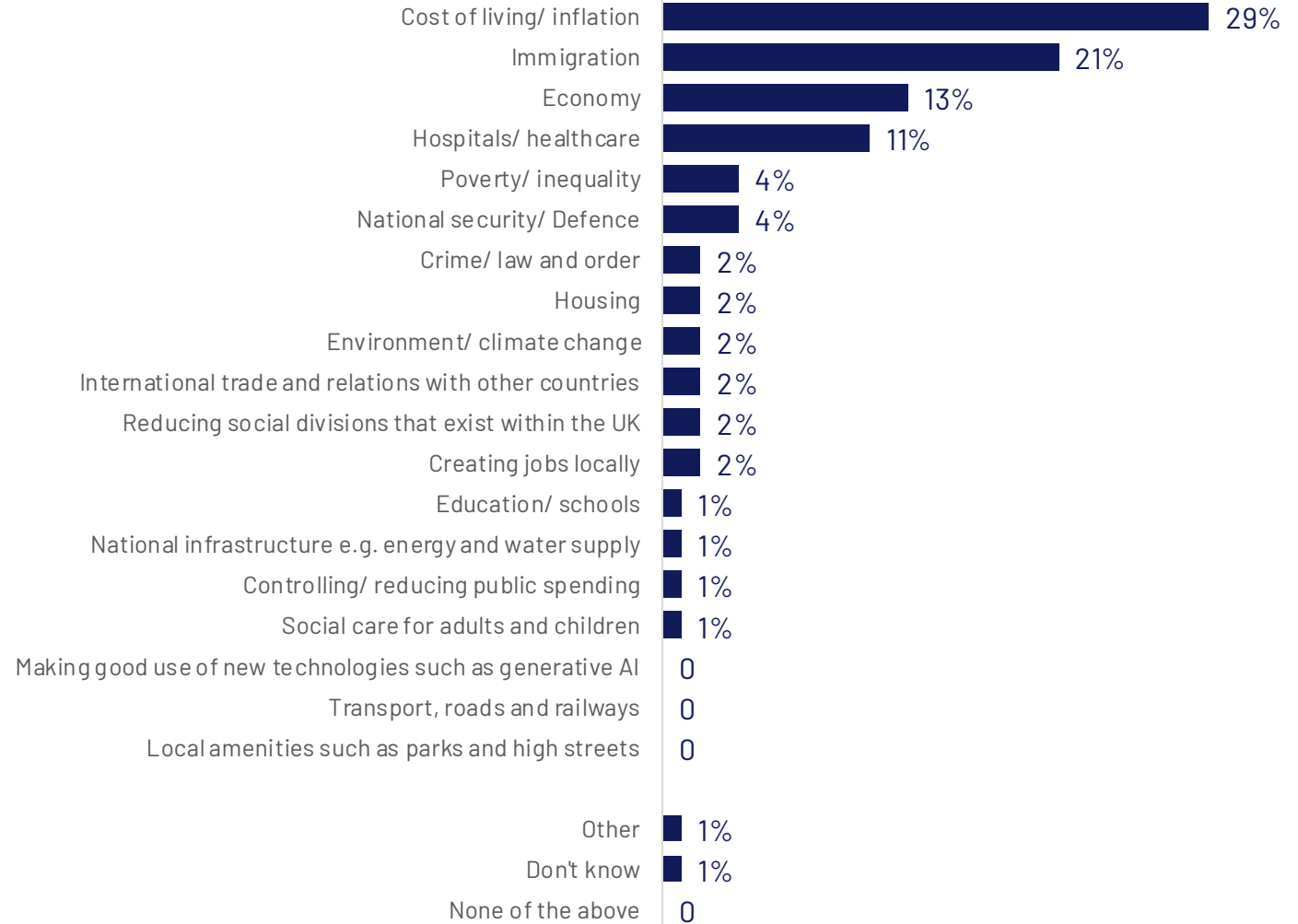


Base all: 1,058 adults aged 16+ in the UK, interviewed online 7-8 January 2026



Cost of living is the public's top priority for 2026

What do you think should be the top priority for the UK Government to address in 2026?



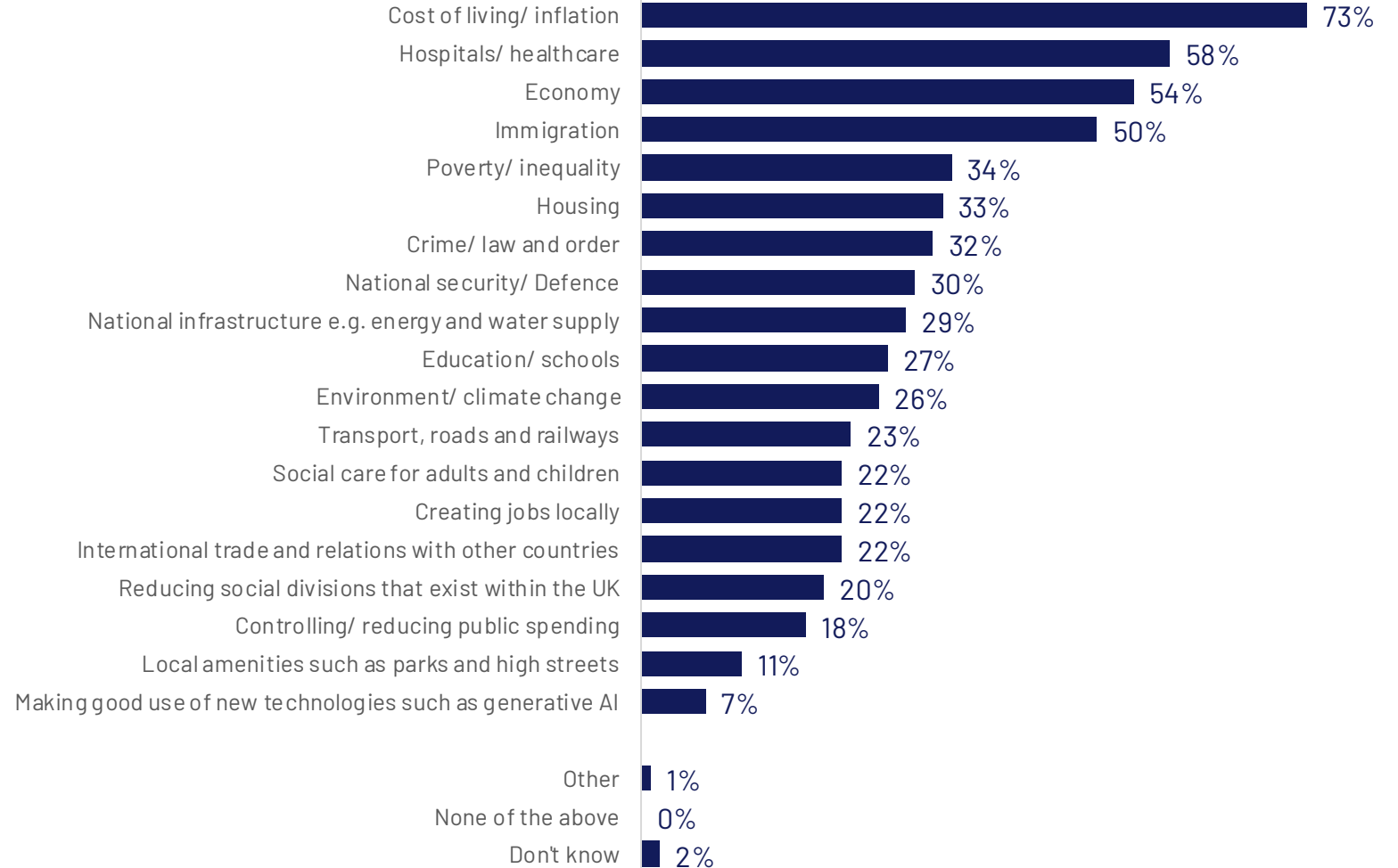
Base: 1,058 adults aged 16+ in the UK, interviewed online 7-8 January 2026

It is joined by the NHS, economy and immigration

What do you think should be the top priority for the UK Government to address in 2026?

And what do you think should be the other big priorities for the UK Government to address in 2026?

Aggregate scores



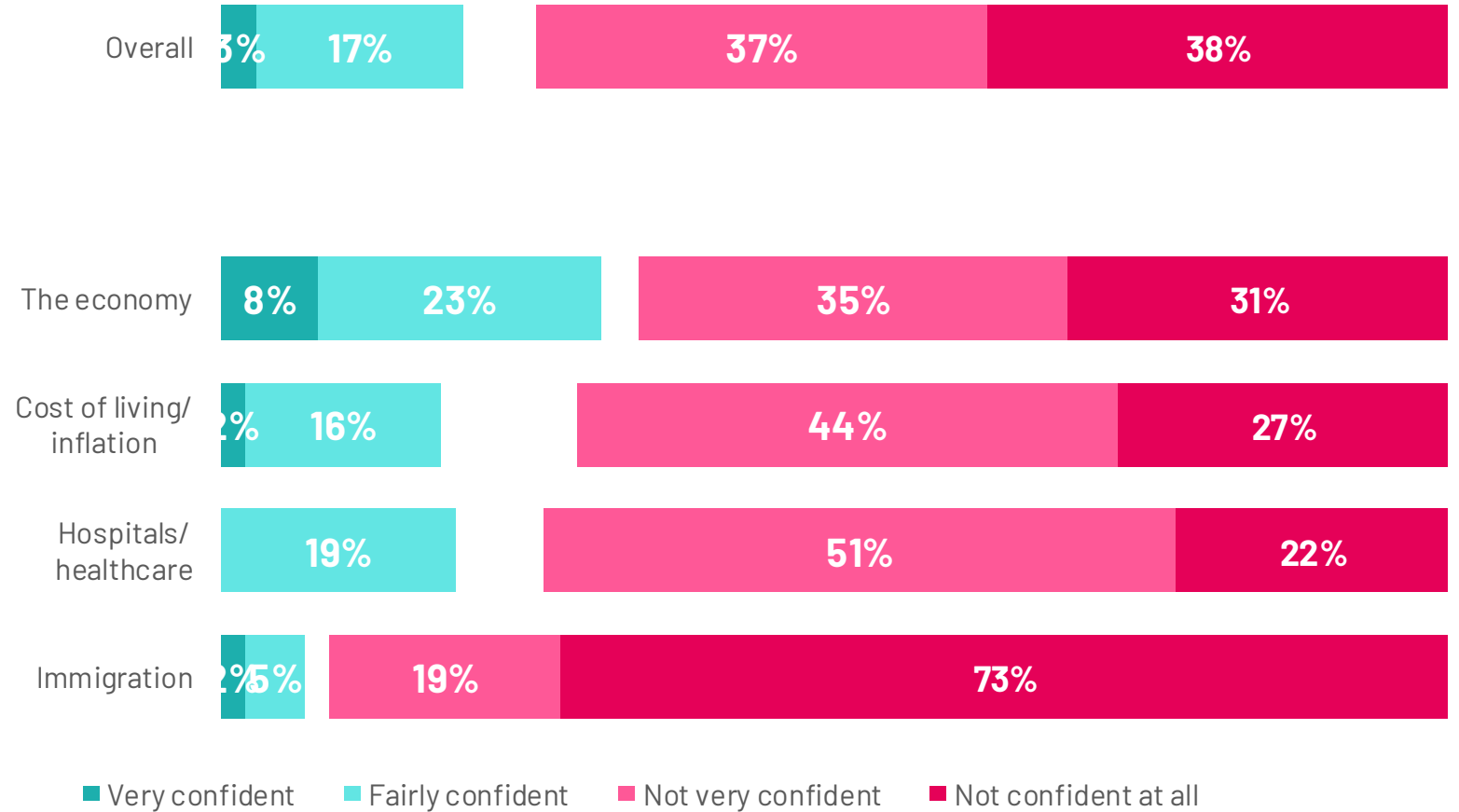
Base: 1,058 adults aged 16+ in the UK, interviewed online 7-8 January 2026

A majority are not confident the government will make progress on their priorities this year

Thinking again about your top priority...

How confident, if at all, are you that the government will make good progress in dealing with it in 2026?

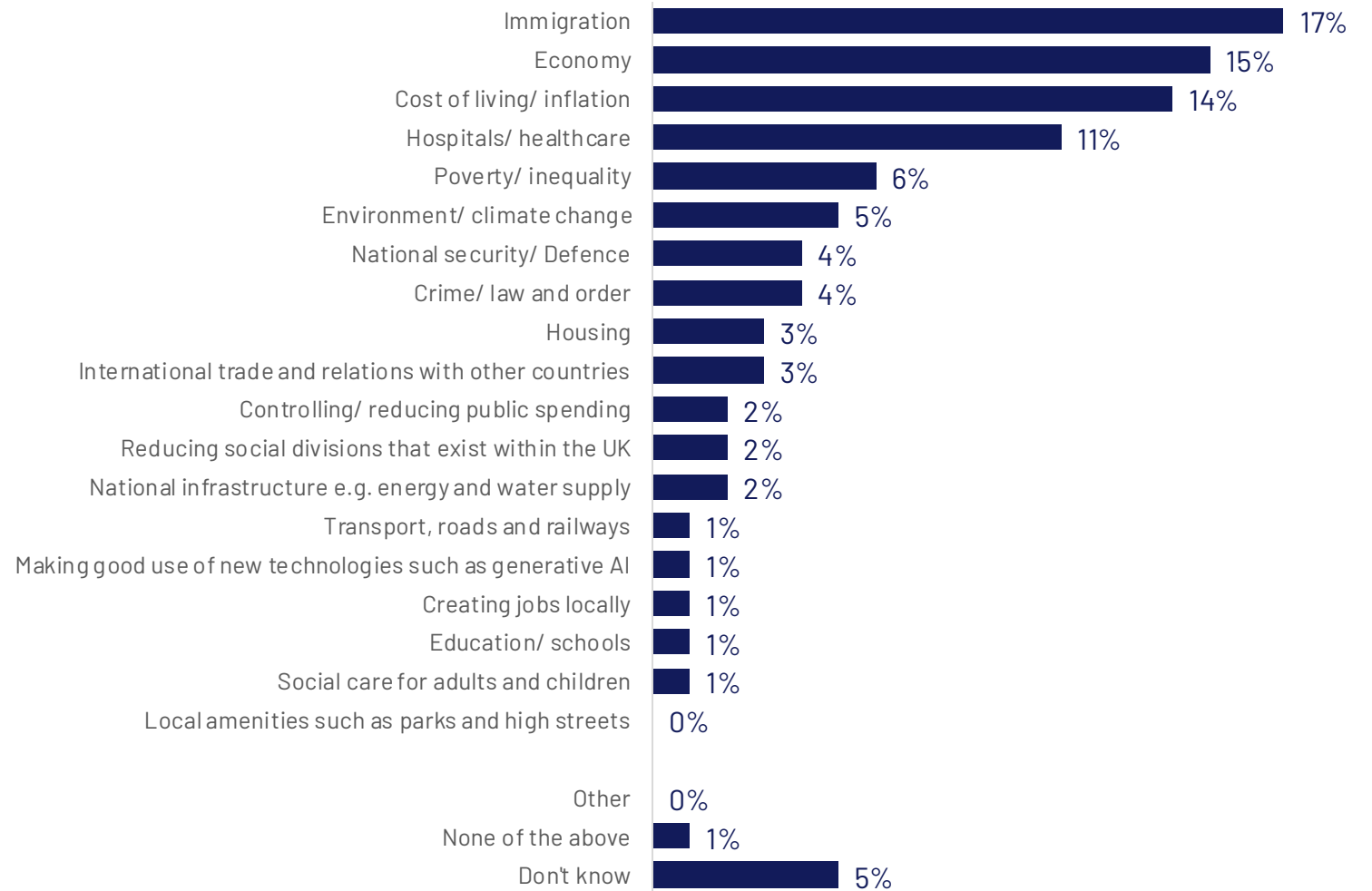
Top priority
selected:



Base: 1,032 adults aged 16+ in the UK, interviewed online 7-8 January 2026

Immigration is the top longer-term priority, with the economy and inflation

Looking again at this list, what do you think will be the top priority for the UK government to address over the next ten years?



■ Top Priority

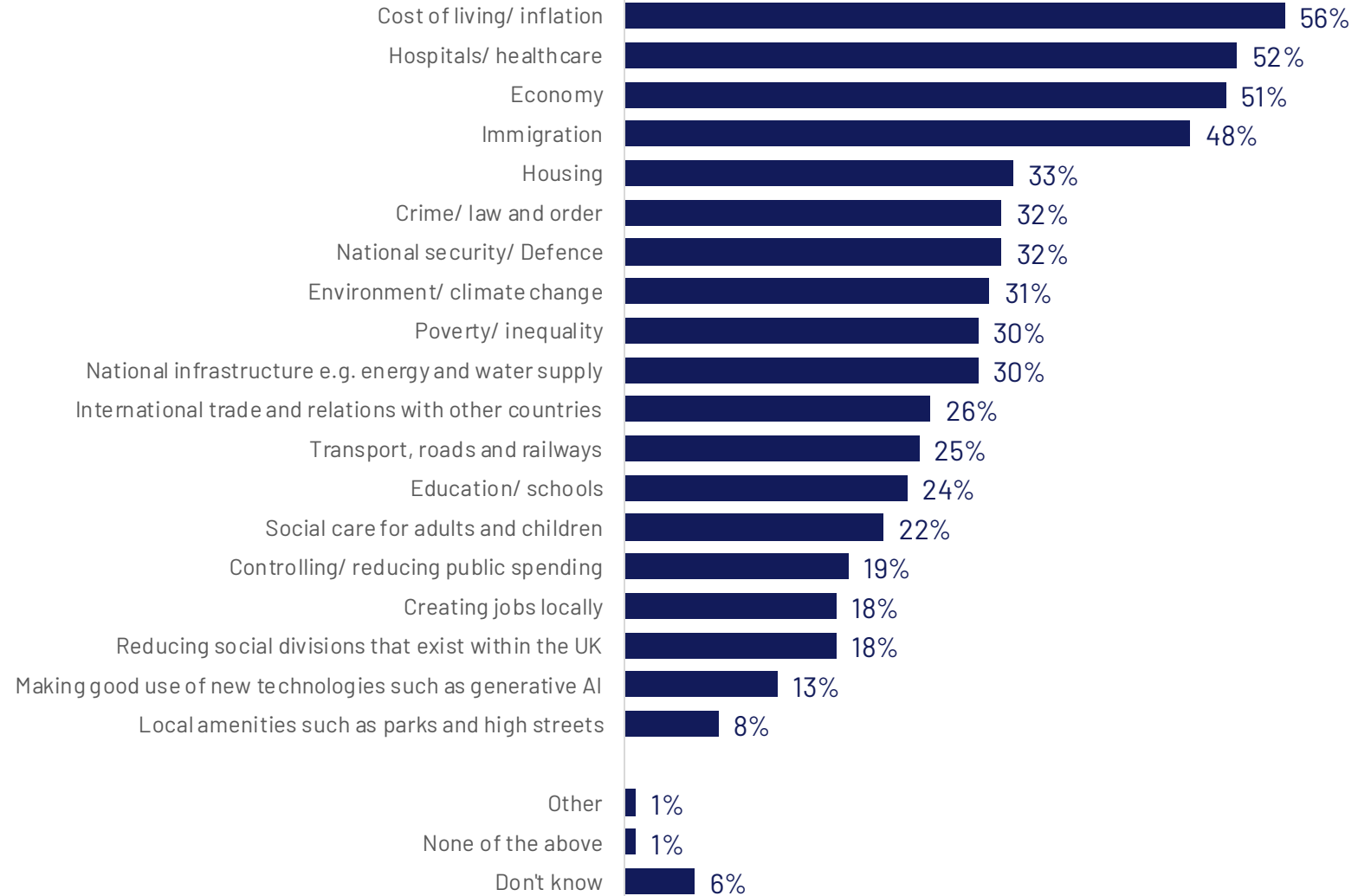
Base: 1,058 adults aged 16+ in the UK, interviewed online 7-8 January 2026

But it falls behind inflation, health and the economy overall

Looking again at this list, what do you think will be the top priority for the UK government to address over the next ten years?

And what do you think will be the other big priorities for the UK Government to address over the next ten years?

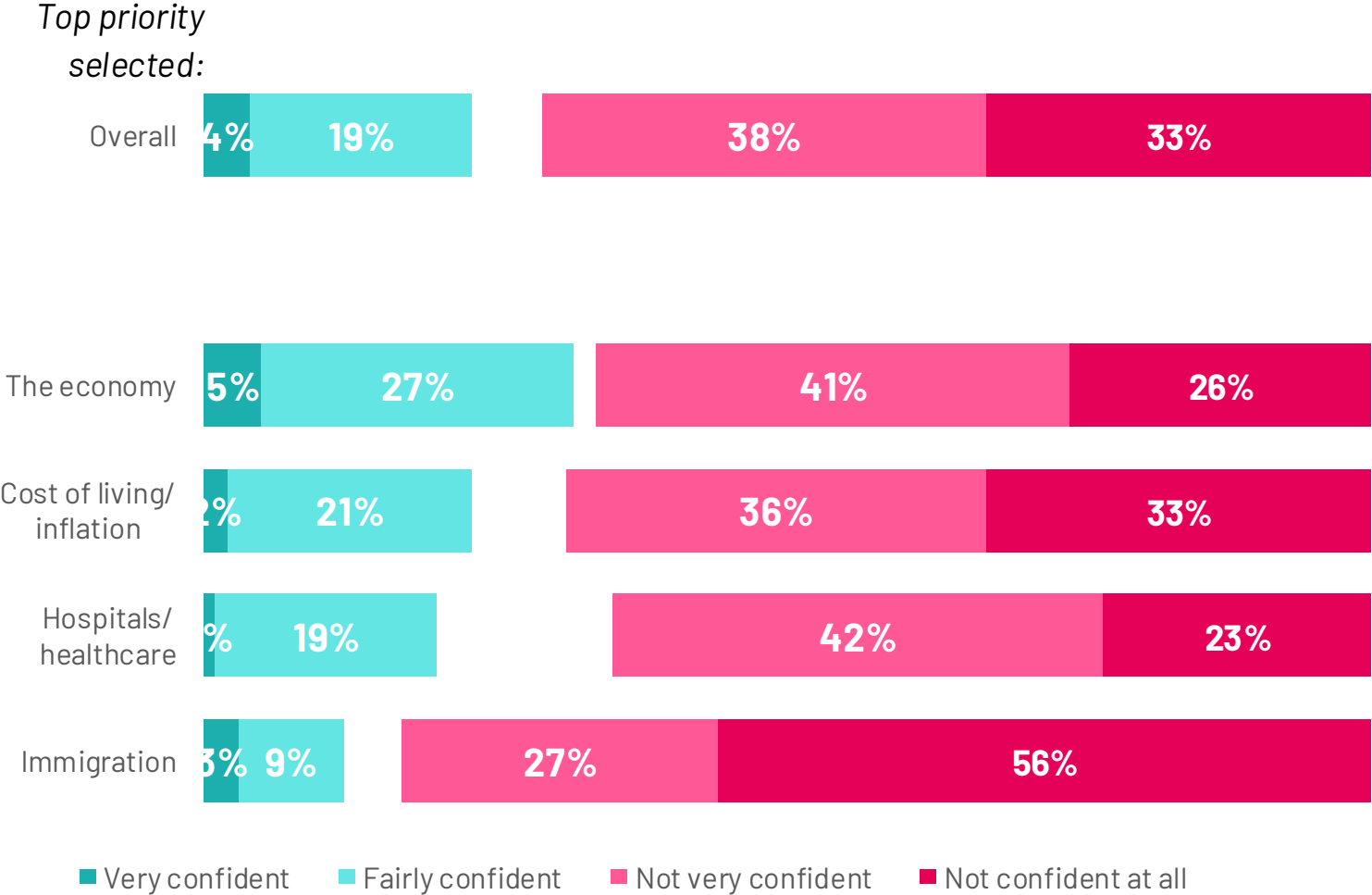
Base: 1,058 adults aged 16+ in the UK, interviewed online 7-8 January 2026



Low confidence that governments will address priority issues over the longer-term

Thinking again about your top priority...
How confident, if at all, are you that the current and future governments will make good progress in dealing with it over the next ten years?

Overall response



Base: 997 adults aged 16+ in the UK, interviewed online 7-8 January 2026

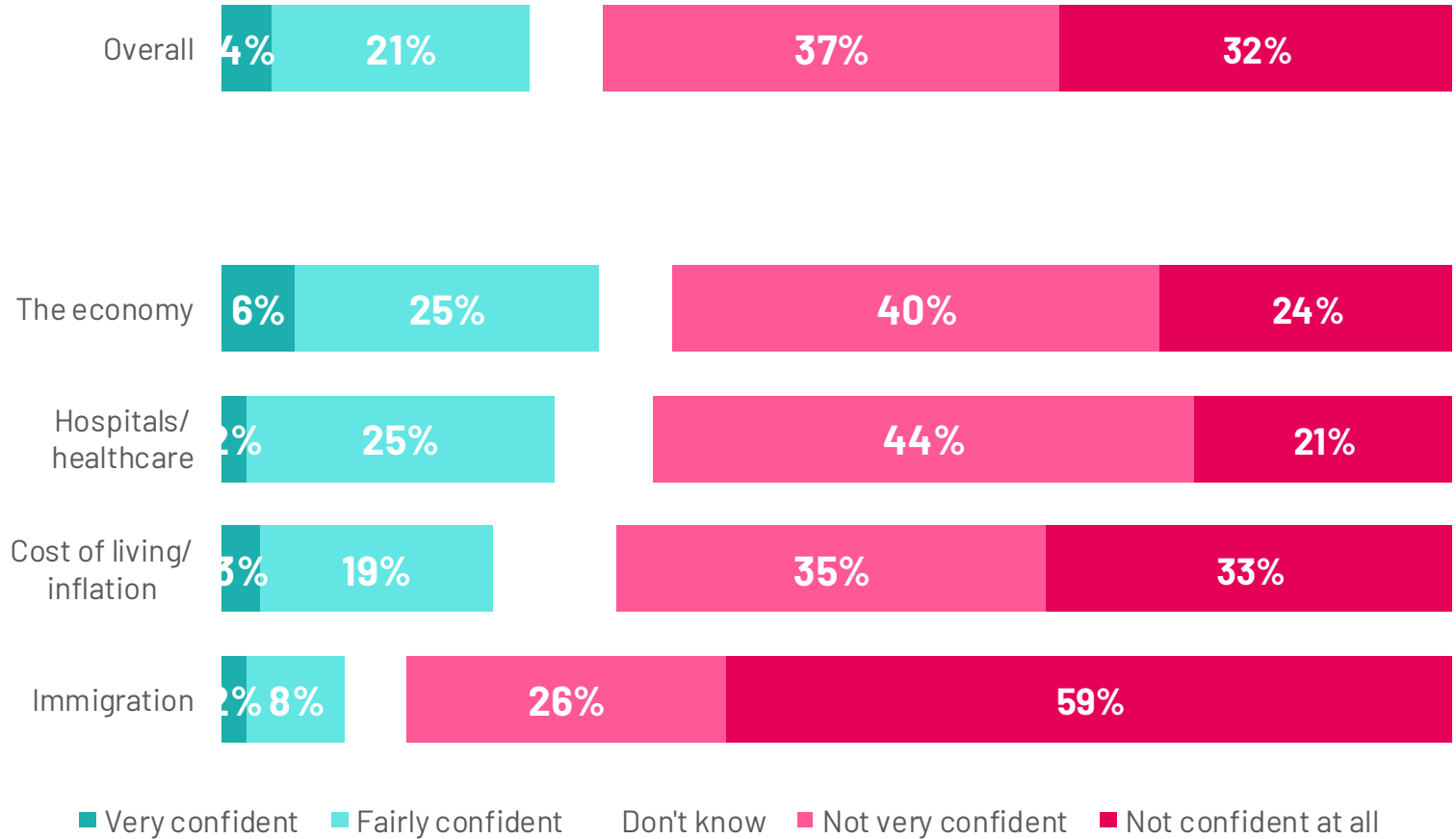


And low confidence that the government is taking steps now to deal with priority long-term issues

And still thinking about your top priority...

How confident, if at all, are you that the current government is taking steps today, that will help make good progress in dealing with it over the next ten years?

Overall response



Base: 997 adults aged 16+ in the UK, interviewed online 7-8 January 2026

Long-term policy is preferred by more – but not a majority

Some people think that governments should focus on making decisions that have longer-term benefits, while others want them to prioritise decisions which focus on the needs of today.

Which of the following statements, if either, would you say comes closest to your view?

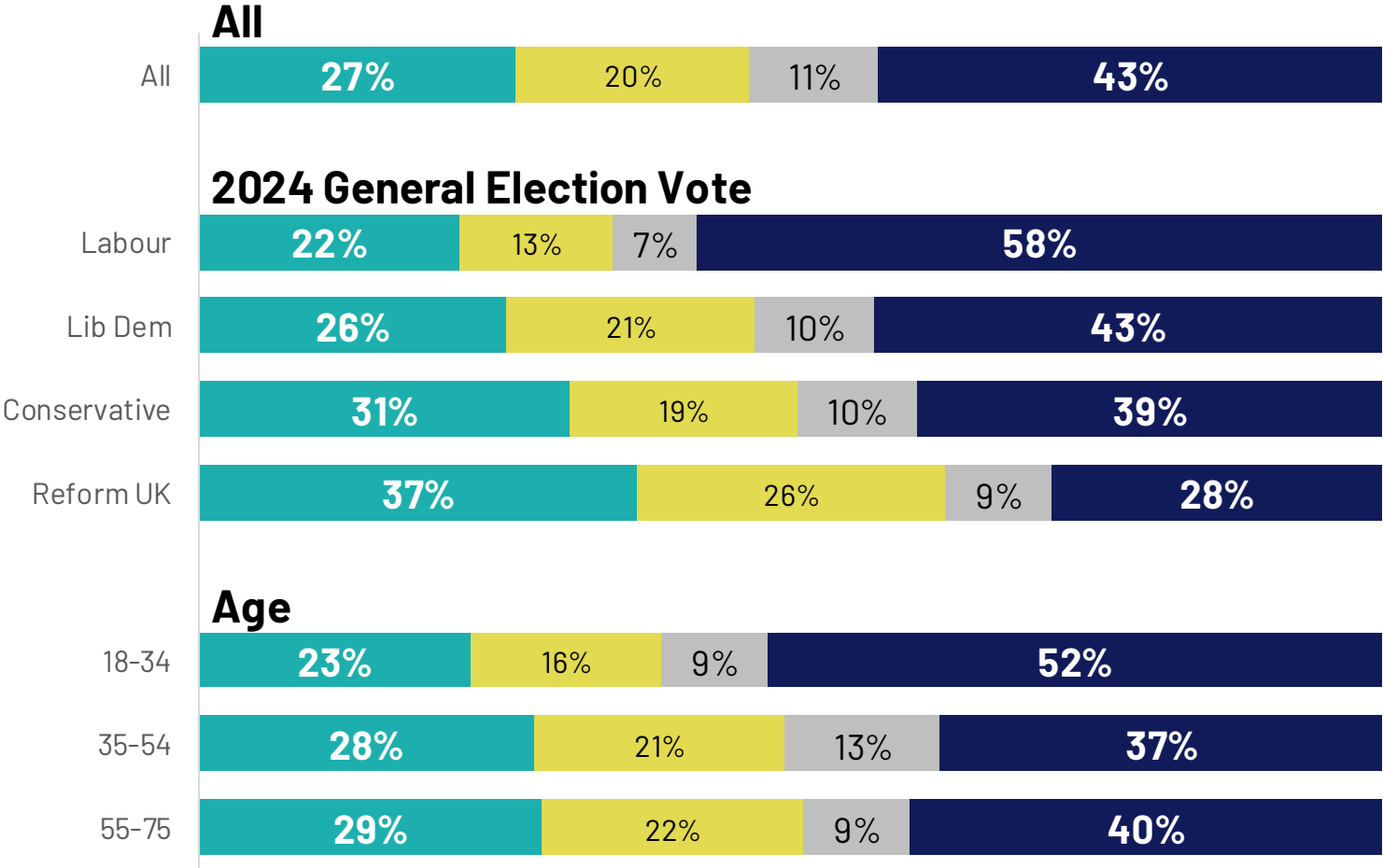
Base all: 1,058 adults aged 16+ in the UK, interviewed online 7-8 January 2026
2024 General Election Vote: Labour (332), Conservative (161), Lib Dem (108), Reform (108)
Age: 18-34 (285), 35-54 (395), 55-75 (378)

Governments should focus on taking decisions that have benefits for people’s lives today, even if that makes things more difficult in the long term

Neither

Don’t know

Governments should focus on taking decisions that have long term benefits, even if that makes people’s lives more difficult today

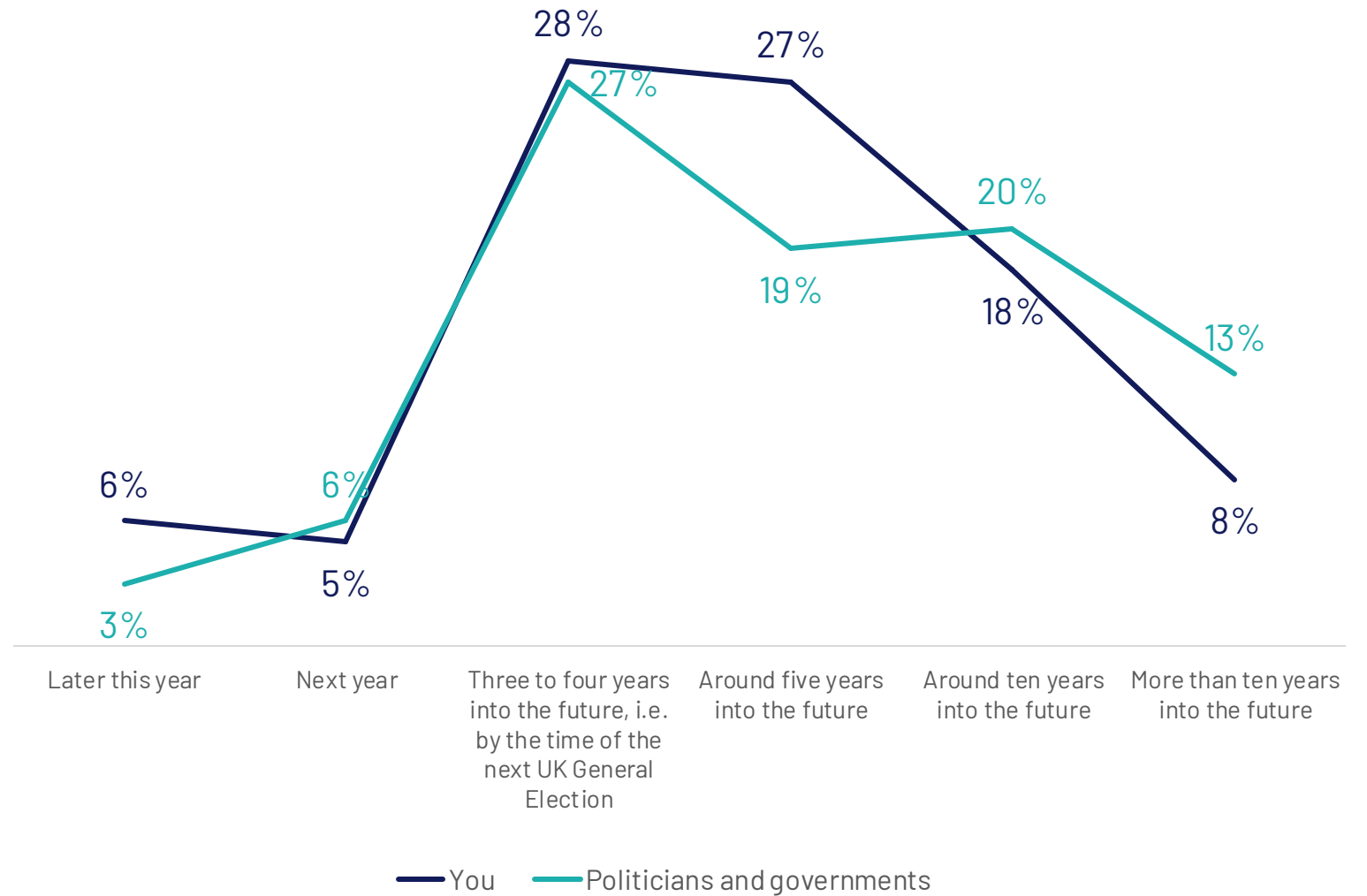


The public think politicians and governments are more future-oriented

When you think about decisions that are made for the “long term”, how far into the future do **you** think the long term begins?

And when **politicians and governments** talk about policies that will deliver in the “long term”, how far into the future do you think they are talking about?

Base: 1,058 adults aged 16+ in the UK, interviewed online 7-8 January 2026



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9 January 2026