



More in  
Common

# Manifestos

What do the public think?

*20th June 2024*

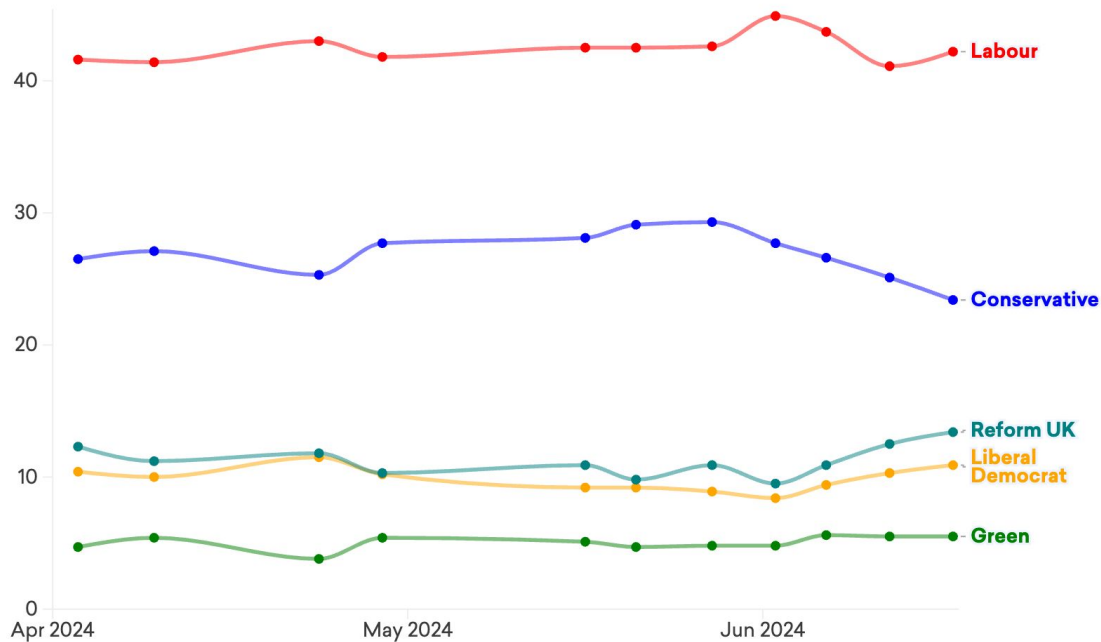


# **Week 4: the state of the race**

# No sign of polls tightening

## Comparable voting intention

New methodology applied to previous polls

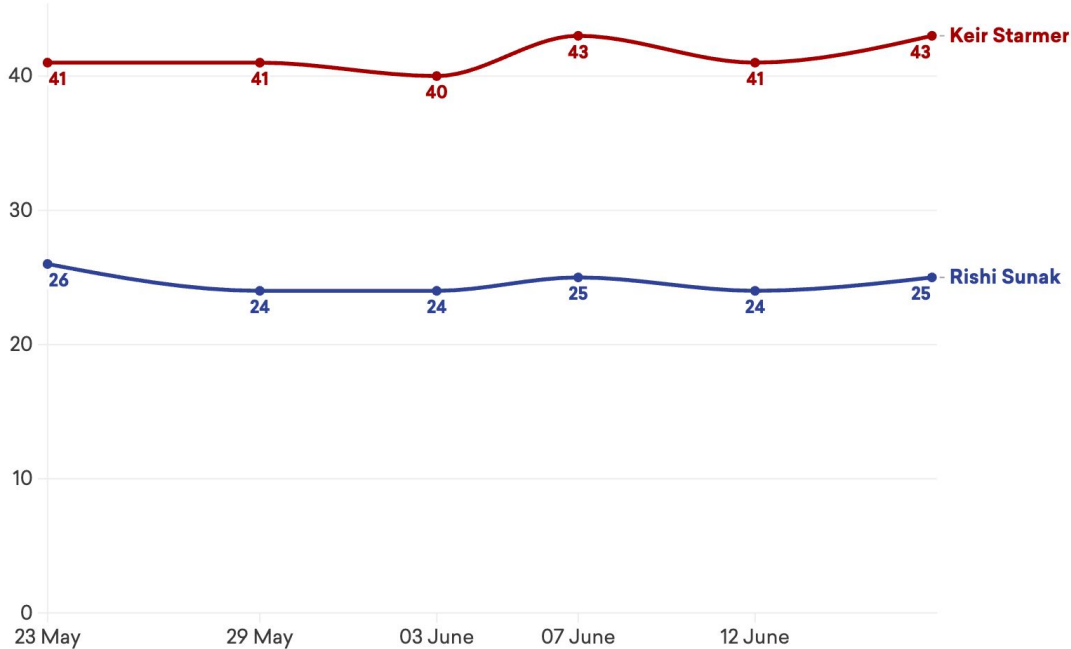


Labour's vote share has remained fairly steady throughout the campaign, as the Conservatives' has fallen.

Reform UK and the Liberal Democrats have both seen increases in their vote share since the start of the campaign.

# A “presidential” campaign is not helping Rishi Sunak

After this General Election, who do you most want to be Prime Minister?

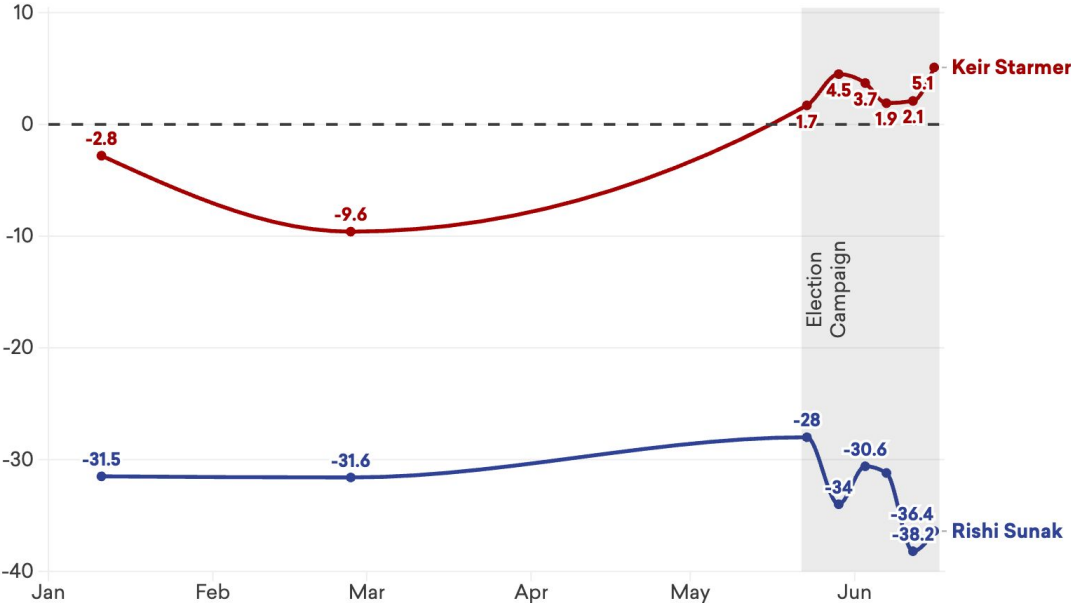


The campaign has not done much to change which party leader the public would most want to see as Prime Minister, with numbers stuck at around 25 per cent preferring Sunak and 43 per cent preferring Starmer.

# Widening gap in approval

## Party Leader approval tracker

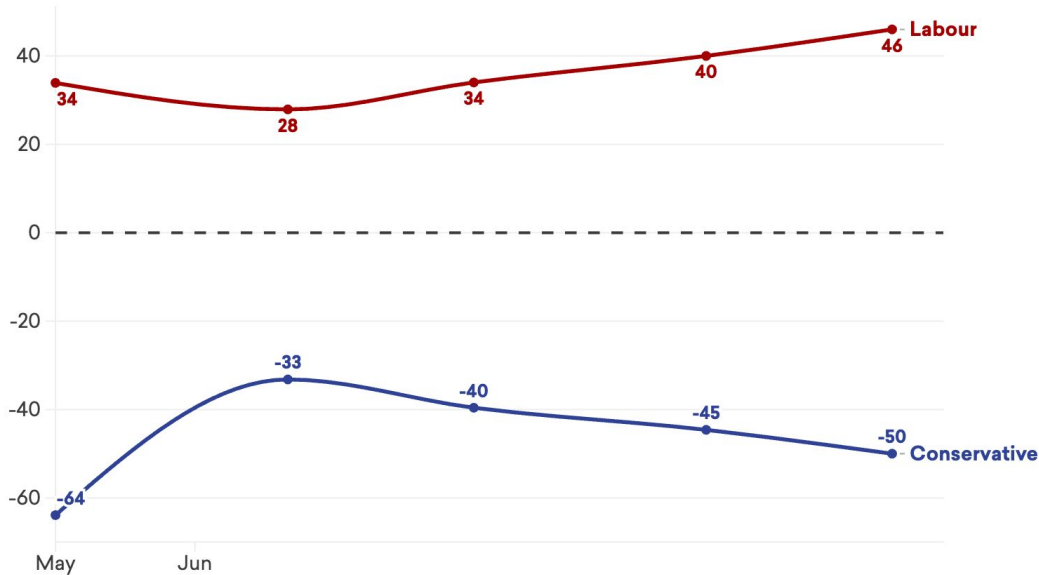
Net approval rating



The campaign period has pushed Starmer into net positive approval, whereas Sunak's net approval has only fallen, although both leaders have seen a slight tick up in the last week.

# Are the campaigns going well?

From what you've seen and read, would you say that the  
[Labour/Conservative] Party's election campaign is...  
% going well - % going badly

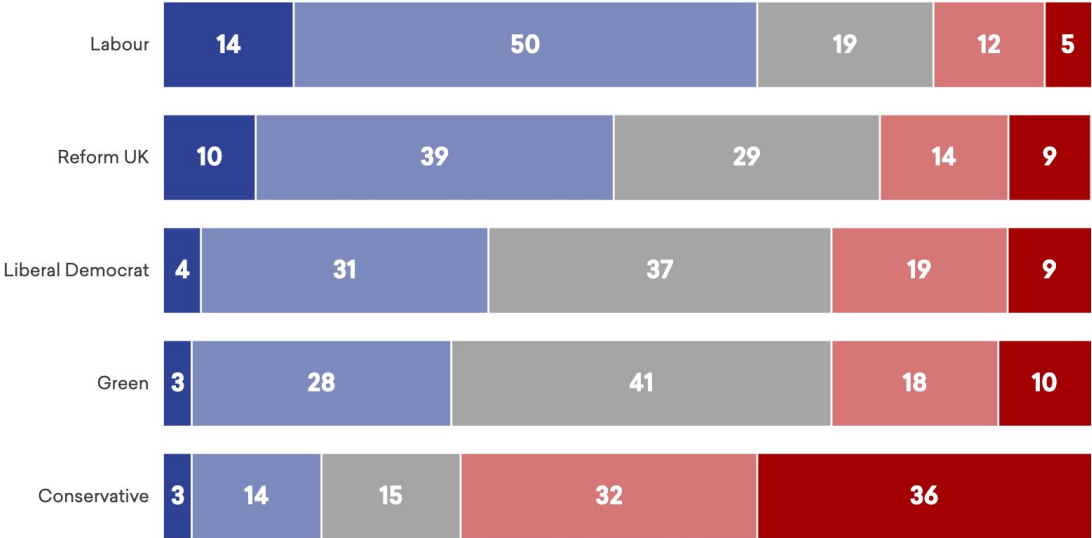


People have noticed a number of high-profile Conservative gaffes this campaign, which has increased the number of people saying that the Conservative campaign is going badly.

# Are the campaigns going well?

From what you've seen and read, would you say that these parties' election campaigns are...

● Going very well ● Going well ● Don't know ● Going badly ● Going very badly

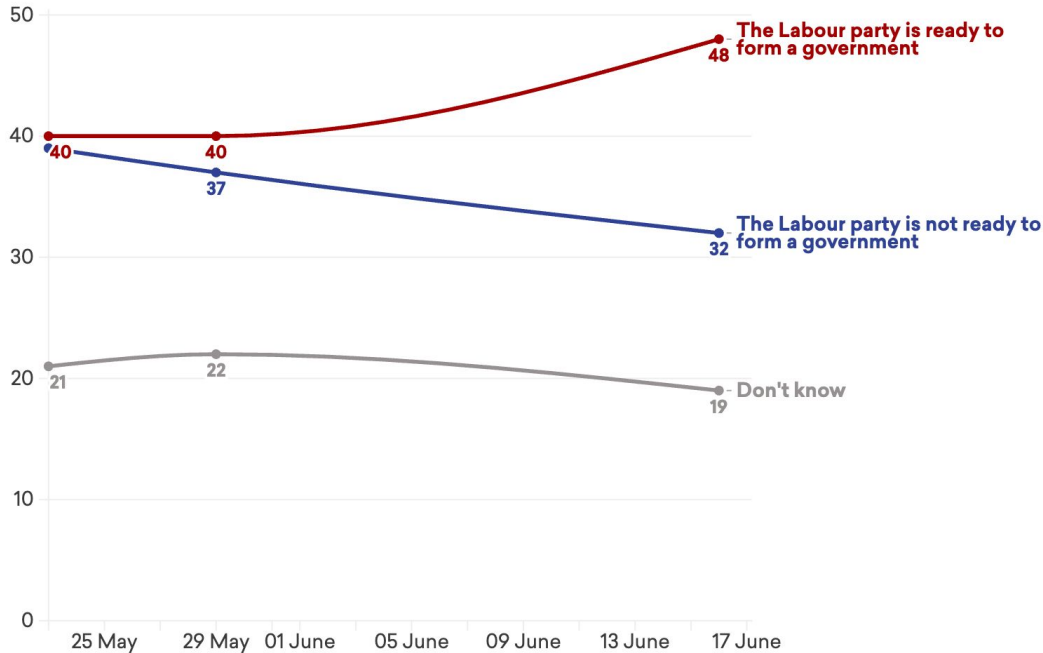


This week we tested how well people think more parties' campaigns are going.

While Labour ranks top and the Conservatives rank lowest - mostly because these campaigns have the highest visibility - it is notable that people also think Reform UK's campaign is going particularly well too.

# Is Labour ready for government?

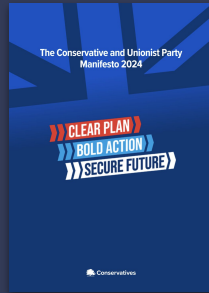
## Which of the following comes closest to your view?



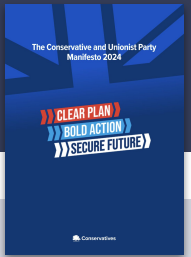
As the campaign has progressed, people have become more convinced that the Labour Party is ready to form a government.



# Manifesto report cards

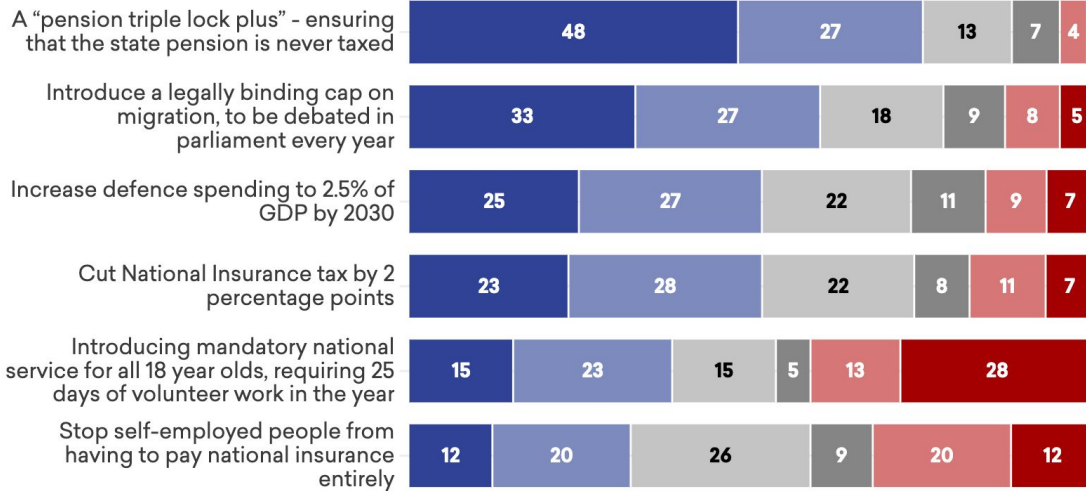


# Conservative manifesto report card



For each of the following policies that a party has announced in its manifesto this week, please indicate whether you oppose or support them.

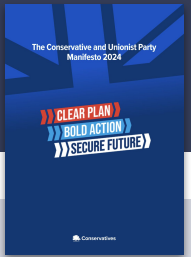
● Strongly support 
 ● Somewhat support 
 ● Neither support nor oppose 
 ● Don't know 
 ● Somewhat oppose 
 ● Strongly oppose



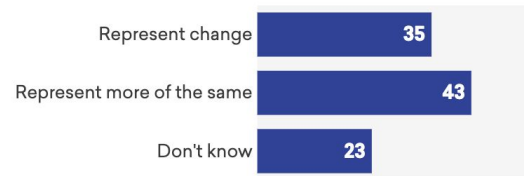
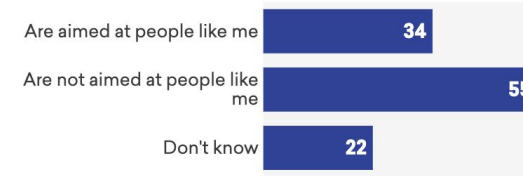
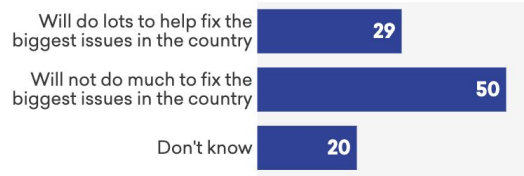
The Conservatives have announced a number of popular policies in their manifesto - top the the list being the pension triple lock plus and the migration cap.

NI exemption for self-employed people attracts the most ambivalent responses, whereas national service is popular but polarising, receiving as much opposition as support.

# Conservative manifesto report card



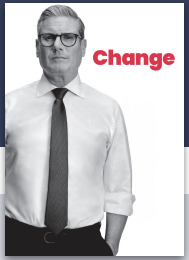
## And thinking about that set of policies as a whole, would you say...



Asking about that set of policies as a whole, people are not particularly enthused.

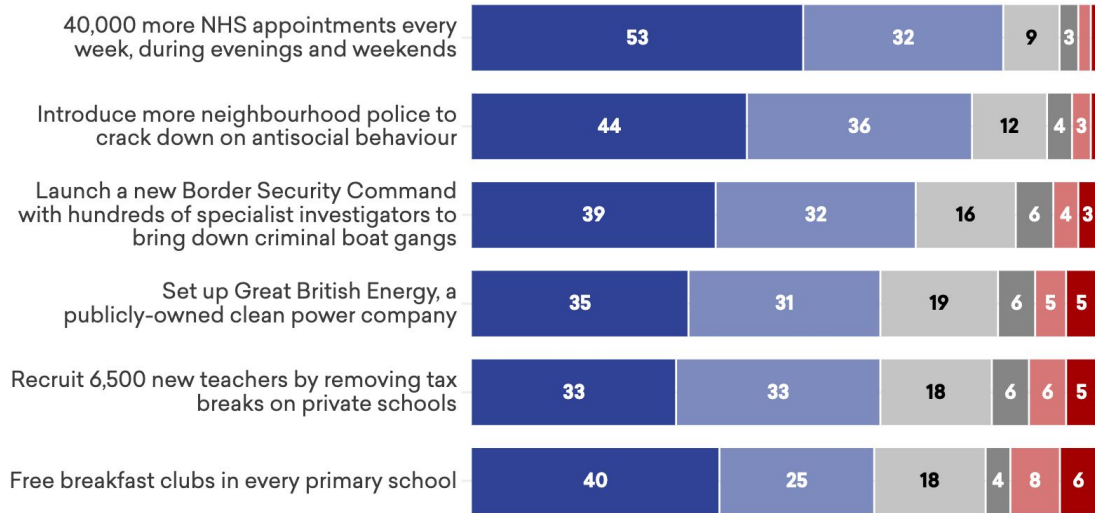
In particular, this is the only manifesto we tested that people did not think represents change, with more people saying it represents more of the same. It is also the only manifesto where the majority of people do not think it will do much to solve the country's biggest issues.

# Labour manifesto report card



For each of the following policies that a party has announced in its manifesto this week, please indicate whether you oppose or support them.

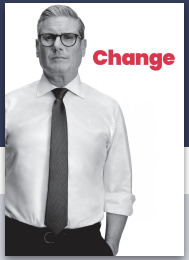
● Strongly support ● Somewhat support ● Neither support nor oppose ● Don't know ● Somewhat oppose ● Strongly oppose



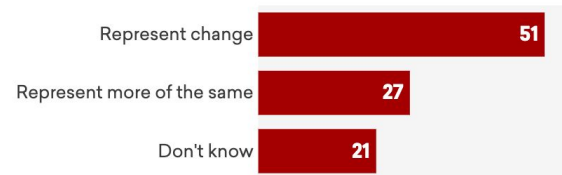
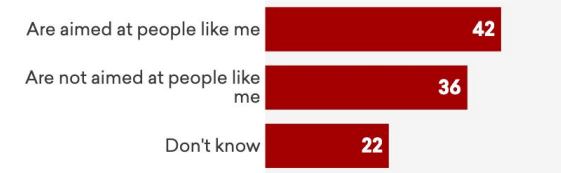
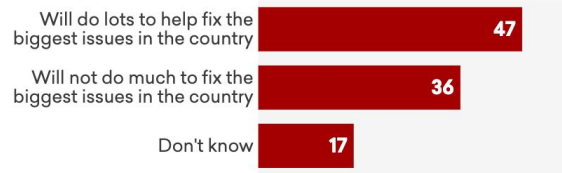
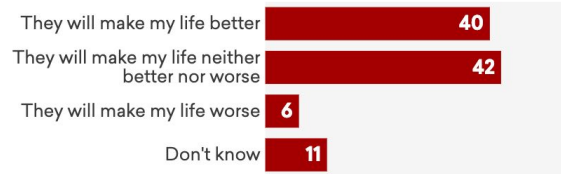
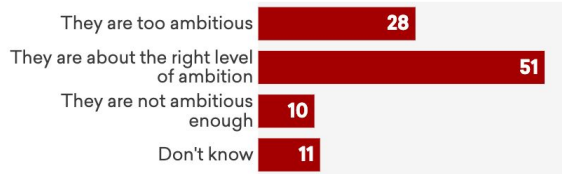
Labour's first steps tend to be very popular individually, with the measures on the NHS top of the list.

One problem for Labour is the low cut-through of their popular policies, with most people still saying they are unclear about what Labour stands for.

# Labour manifesto report card



## And thinking about that set of policies as a whole, would you say...



Unlike with the Conservative manifesto, people think that the Labour policies represent change and are aimed at people like them. A plurality also think that their policies will make their lives better.

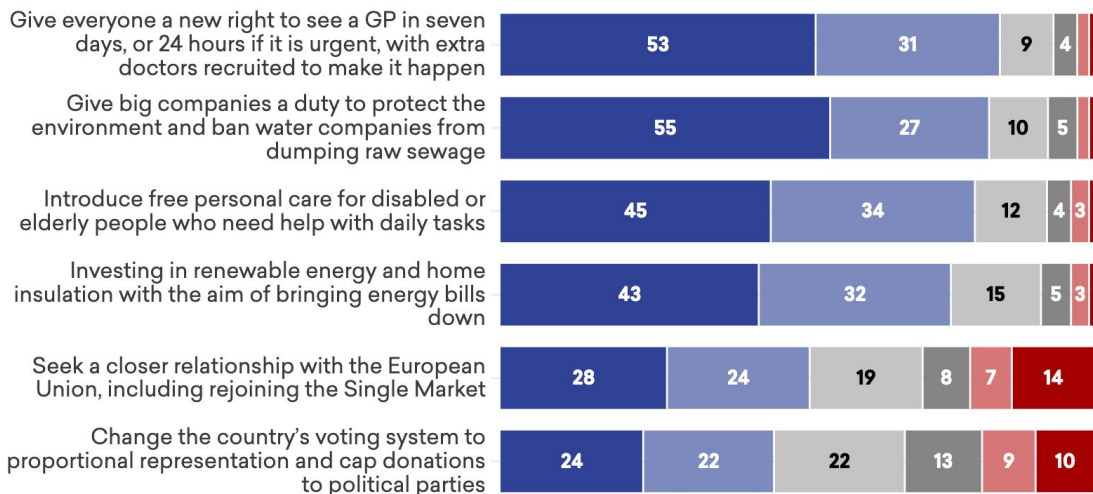
Despite some grumbling from progressives, the public do not think that Labour isn't being ambitious enough. In fact, the public are three times more likely to think that Labour is being overly ambitious.

# Liberal Democrat manifesto report card



For each of the following policies that a party has announced in its manifesto this week, please indicate whether you oppose or support them.

● Strongly support 
 ● Somewhat support 
 ● Neither support nor oppose 
 ● Don't know 
 ● Somewhat oppose 
 ● Strongly oppose



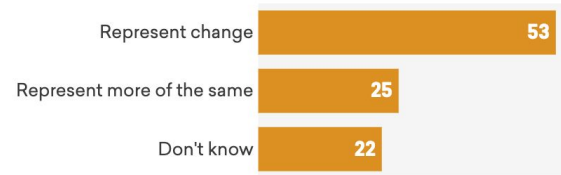
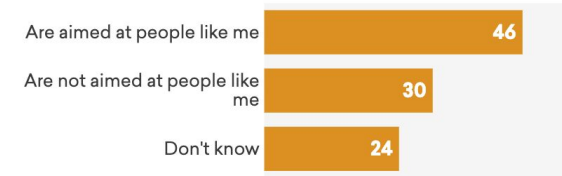
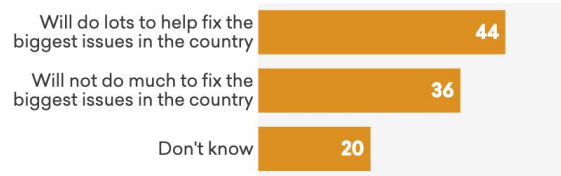
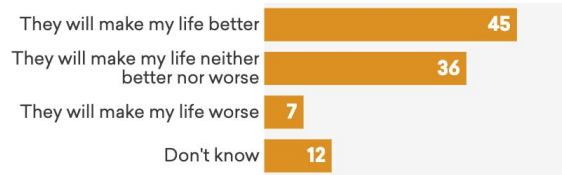
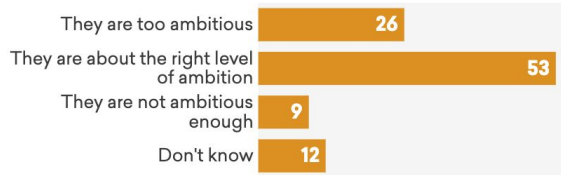
The Liberal Democrats have also announced a number of popular individual policies, particularly on the NHS and on sewage polluters.

The proposal to rejoin the Single Market attracts the most opposition, and is overwhelmingly rejected by those who voted to leave in the EU referendum (49% oppose, 25% support).

# Liberal Democrat manifesto report card



## And thinking about that set of policies as a whole, would you say...



The Liberal Democrats' policies are narrowly ahead of Labour's on four of these five tests, although Labour is ahead slightly on whether the policies will help fix the country's biggest issues.

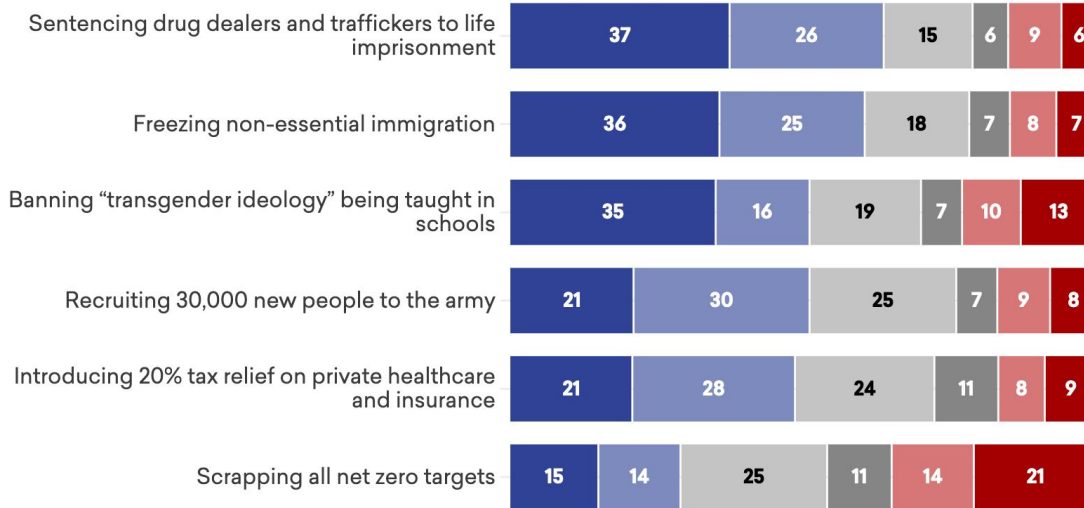
Importantly, these policies meet the sweet spot of both being the most likely for people to think represent change, while also being the most likely for people to say are the right level of ambition.

# Reform UK manifesto report card



For each of the following policies that a party has announced in its manifesto this week, please indicate whether you oppose or support them.

● Strongly support ● Somewhat support ● Neither support nor oppose ● Don't know ● Somewhat oppose ● Strongly oppose



Some of Reform's policies are just as popular as those set out in other manifestos - but they also attract more opposition from some groups.

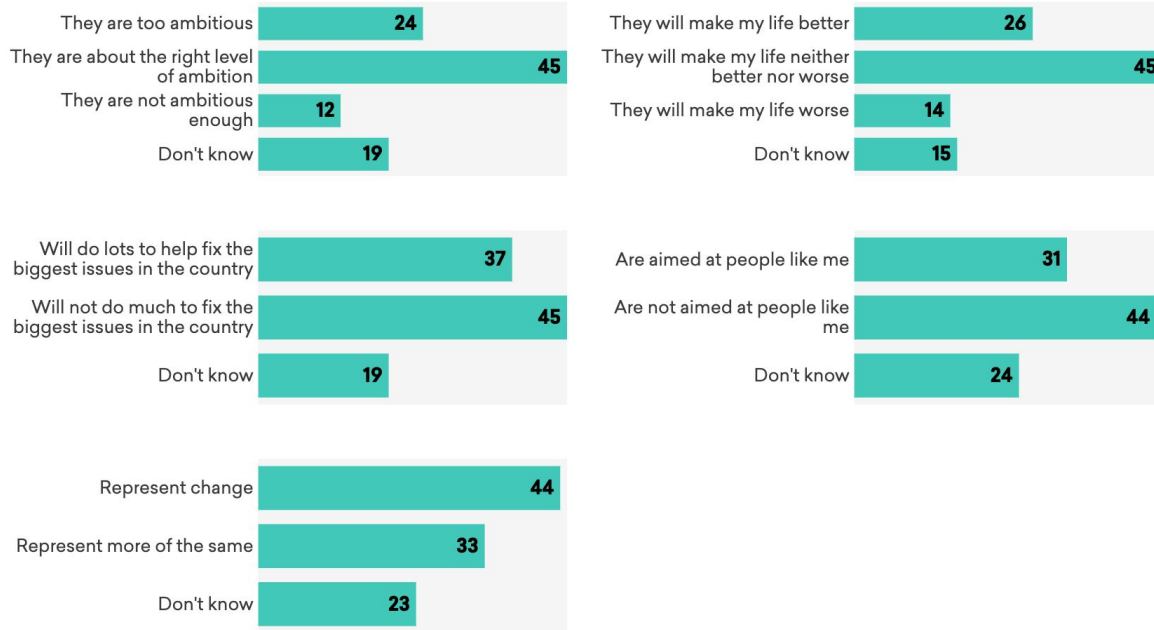
Tough measures on crime and immigration does attract high support, although scrapping all net zero targets receives net opposition.



# Reform UK manifesto report card



## And thinking about that set of policies as a whole, would you say...

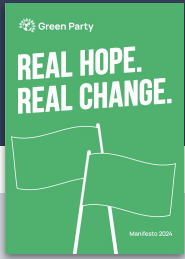


Reform's manifesto polls very well with some people - but puts of others.

After the Conservatives', it is the manifesto that people are most likely to think represents more of the same, or that it will not do much to fix the country's biggest issues.

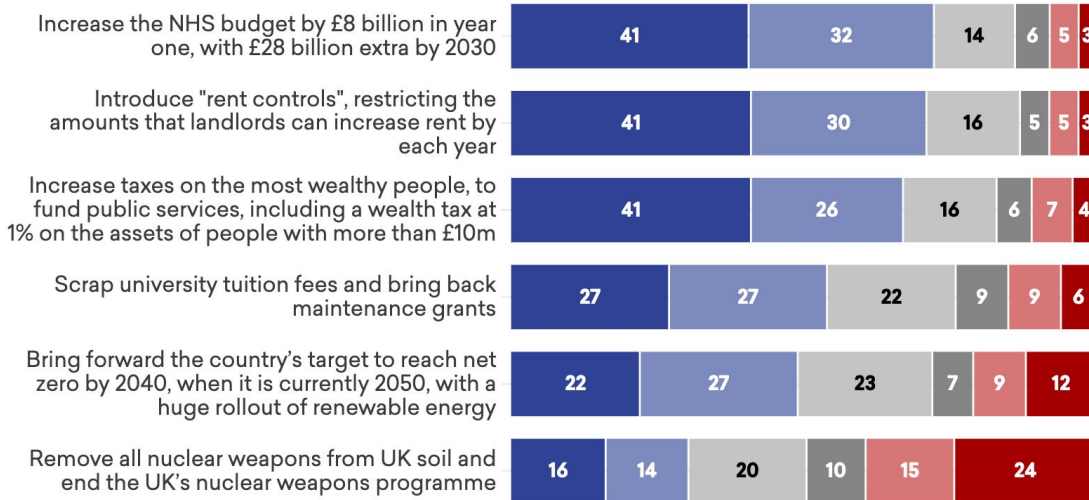
However there are segments of the population (for example Disengaged Traditionalists) who think the manifesto is for people like them and are more supportive of the policies than those in any other manifesto.

# Green Party manifesto report card



For each of the following policies that a party has announced in its manifesto this week, please indicate whether you oppose or support them.

● Strongly support 
 ● Somewhat support 
 ● Neither support nor oppose 
 ● Don't know 
 ● Somewhat oppose 
 ● Strongly oppose



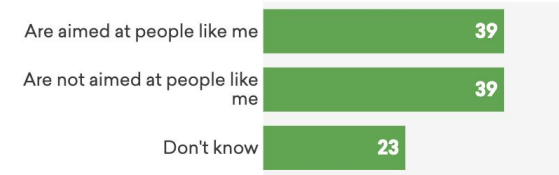
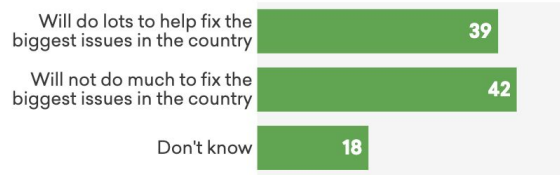
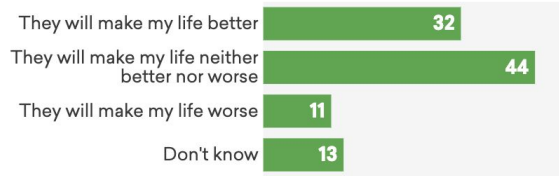
The Green Party have a number of popular policies alongside a number of divisive ones.

Increasing the NHS budget and introducing rent controls lands well, but bringing forward the net zero target and removing our nuclear deterrent attracts more opposition than most of the policies we tested.

# Green Party manifesto report card



## And thinking about that set of policies as a whole, would you say...



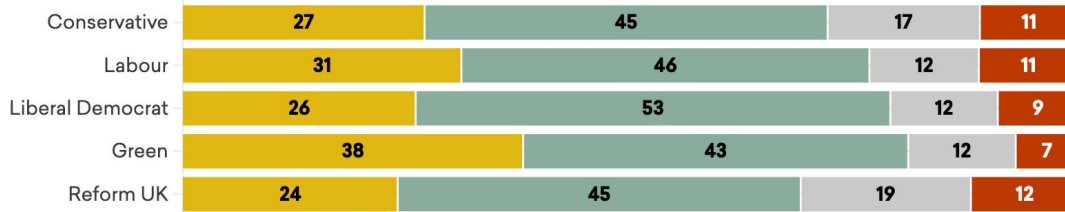
People overwhelmingly think that the Green's policies would represent change, but they are not convinced that this is necessarily the change we need.

For example, people tend not to think that the policies would not fix the country's biggest issues, and are more likely to think that the policies are overly ambitious than they are for any other party's manifesto.

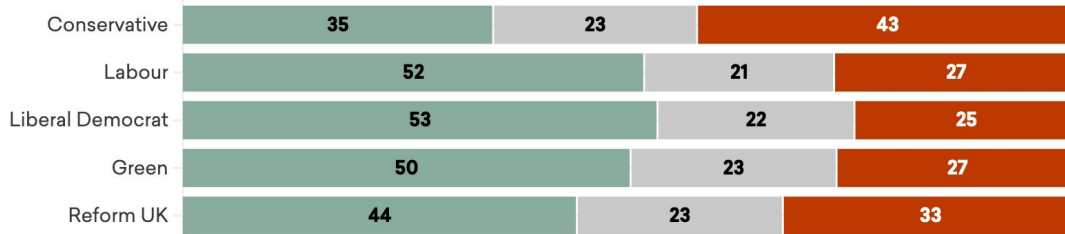
# Comparing the manifestos: do they meet the moment?

Thinking about this set of policies as a whole, would you say they...

● They are too ambitious 
 ● They are about the right level of ambition 
 ● Don't know 
 ● They are not ambitious enough



● Represent change 
 ● Don't know 
 ● Represent more of the same

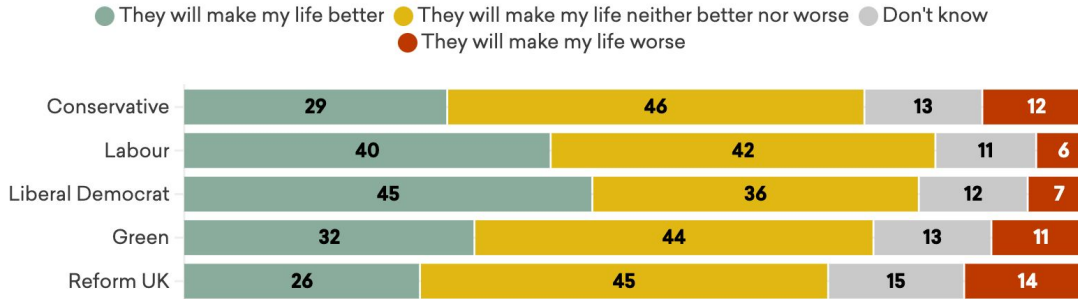
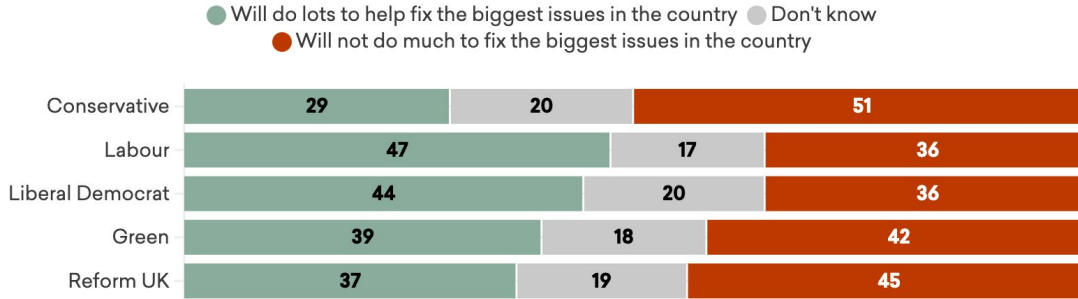


For all the manifestos tested, people are more likely to think they are too ambitious than not ambitious enough - although the plurality tend to think they are the right level of ambition. The Green Party's is notably more likely to be seen as too ambitious.

People are more likely to think that the right-leaning manifestos represent more of the same compared to the manifestos coming from progressive parties.

# Comparing the manifestos: will they make things better?

Thinking about this set of policies as a whole, would you say they...



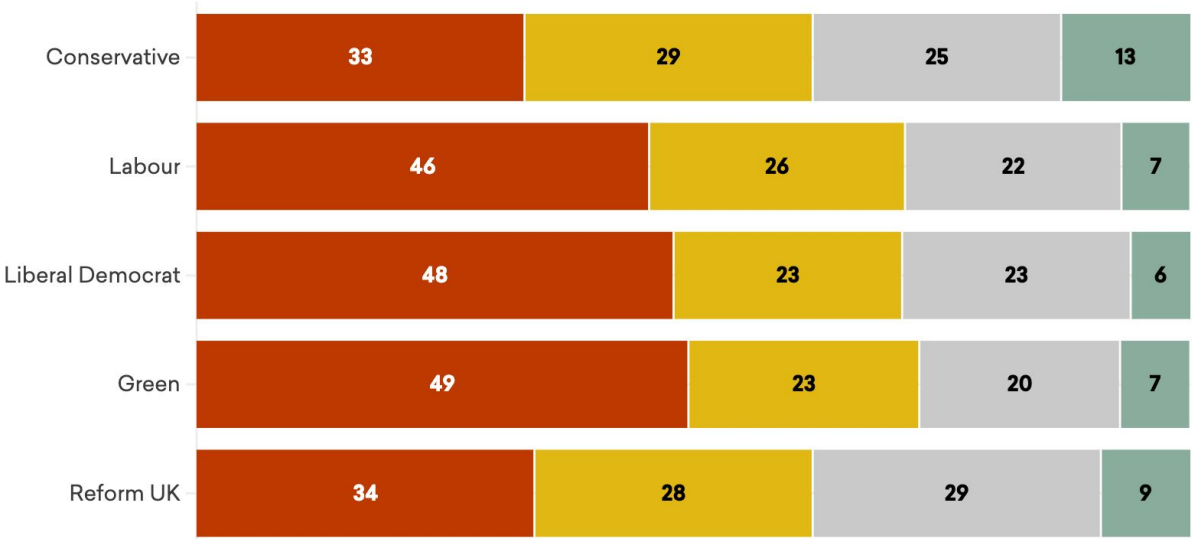
The Labour party wins on whether the manifesto will fix the biggest issues in the country, whereas the Conservative manifesto is quite far behind the others.

The Liberal Democrats, on the other hand, narrowly beats Labour on the measure of whether the policies would help individual respondents

# Comparing the manifestos: can it be paid for?

Thinking about this set of policies as a whole, would you say they...

- Are likely to make my taxes go up
- Are likely to make my taxes stay the same
- Don't know
- Are likely to make my taxes go down



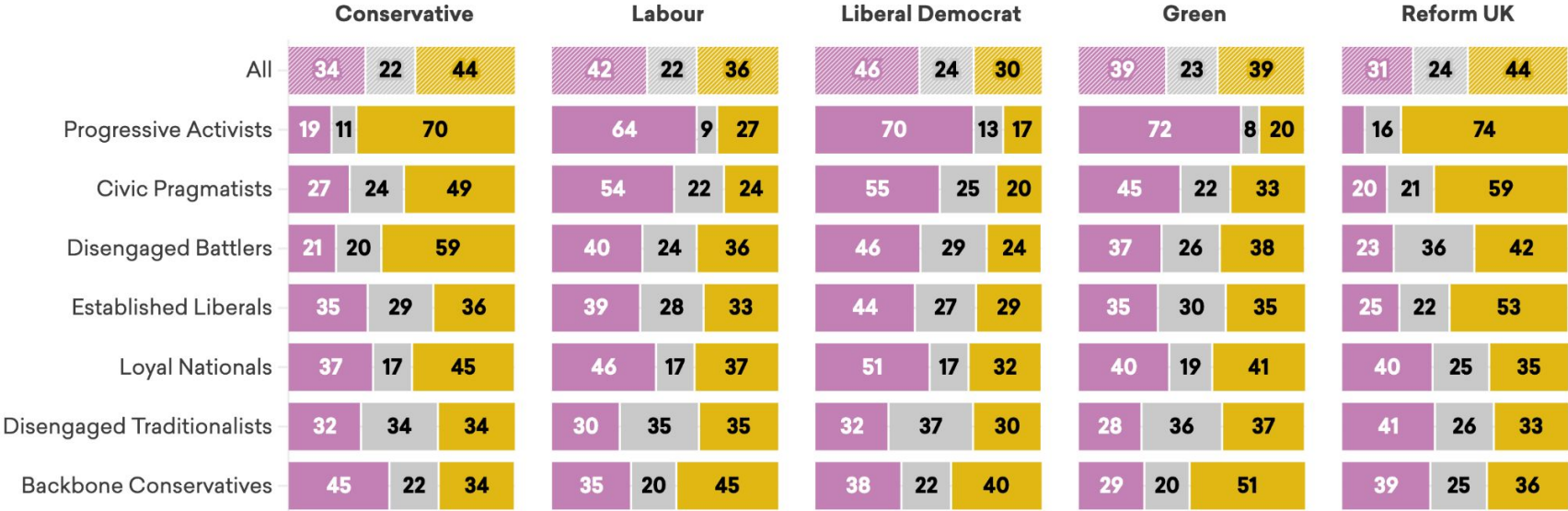
People think that Green policies would put their taxes up the most, although people don't tend to believe that any set of policies would lead to lower tax bills.

Reform and Conservative policies are seen to be least likely to increase taxes.

# Comparing the manifestos: who are they really for?

Thinking about this set of policies as a whole, would you say they...

● Are aimed at people like me ● Don't know ● Are not aimed at people like me

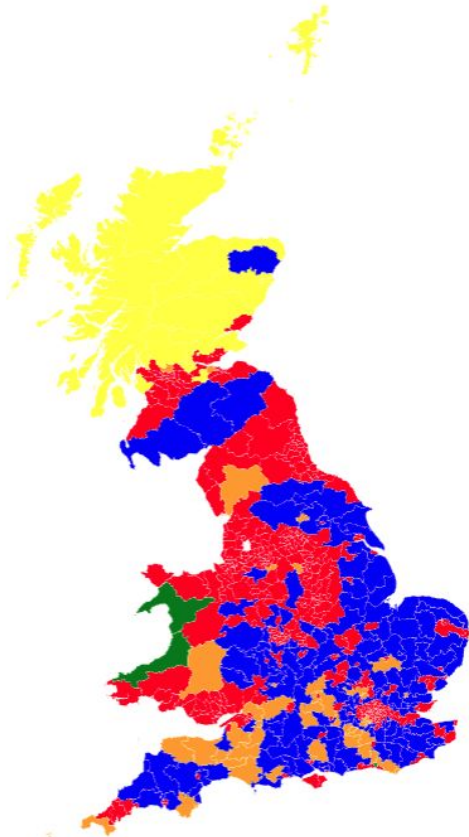




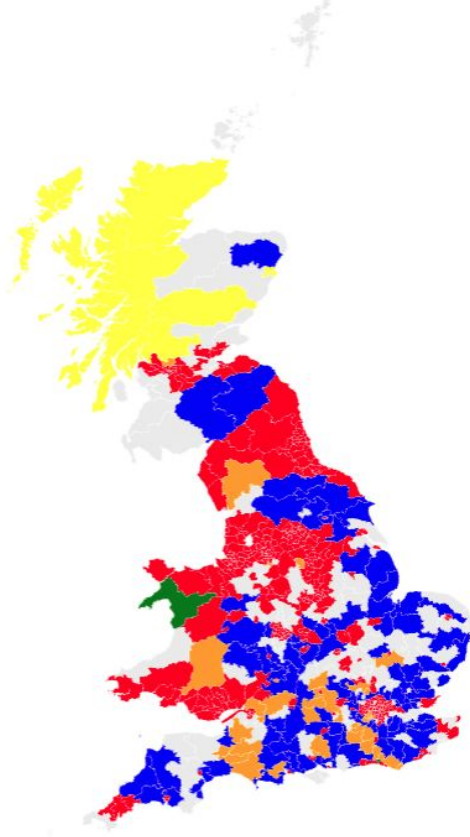
# MRP top lines



# Overall projection



**Projected Seat Shares**  
Lab 406 (+204)  
Con 155 (-210)  
Lib Dem 49 (+38)  
SNP 18 (-30)  
Plaid 2 (-2)  
Green 1 (-)  
*Changes on 2019 actuals*



# Emerging stories

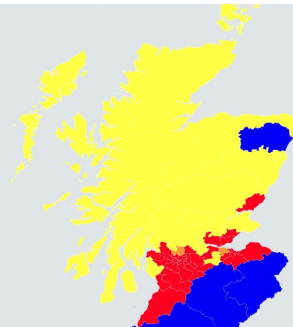
The Liberal Democrats are making bigger gains from the Tories in Oxfordshire, Somerset & Surrey in particular.

*The Tories doing a bit better in holding against Labour in some parts of the South East and Outer London. But are doing worse everywhere else than last time, losing more seats to Labour in the Midlands in particular.*

*111 seats within 5 points - meaning a lot still to play for. If the Tories lose all of the marginal seats we project them holding right now they would end up close to just 100 seats, if they won them all they could hit 200.*

*Note: Longer fieldwork range might not have fully captured rise in Reform vote share throughout the campaign*

*More of the marginal seats in Scotland are projected to break for Labour from the SNP.*





# **Focus Group Weekly Wash-Up**

## All first time Conservative voters in 2019

### **Complete disillusionment in the Conservatives**

“Since covid they seem to have just lost sight about what politics is about. Nothing seems to be back on track. They’re going backwards instead of forwards” *Eve*

### **Sky TV has cut through**

To come up with that was just a complete joke. It proves how much he’s out of touch” *Micheal*

### **Complex views on Boris Johnson**

“He had his faults. But after the last election where it was a landslide in the North-East, he got his wellies on and came and spoke to us” *Eve*

### **No enthusiasm for Starmer at all...**

“I find him a bit bland. His voice is on the same level all the time. And he never answers a question” *Steven*

### **... and for most, support for Labour is soft**

“I’m not voting Labour because of Starmer. I’m voting because I want the Tories out” *Ollie*

### **Farage seen as meeting the moment better than Starmer or Sunak**

“I like him. He’s quite controversial but every time I see him he feels like he’s talking to me” *Micheal*

# Harrogate

## All pensioners

### **Sense that politics has become more chaotic**

“We vacillate from one lunatic to another. It’s not what I remember from years ago.”

*Sean*

### **Concerns that politicians speak too much about personalities and not enough about policies**

“We’re not hearing about issues like the NHS that matter. They are just calling each other names” *Sandra*

### **Distrust in Labour to deliver their promises**

“Labour has no plan for what they’ll do with the money. They are all as bad as each other” *Tony*

### **Sympathy for Sunak, and sense that he was a good chancellor....**

“He was very very good as chancellor for businesses. I had a business at the time and he was very supportive” *Stephany*

### **... but D-Day has been a final blow for many Conservative voters**

“He had to be there to represent the country. He’s the Prime Minister”  
*Sandra*

### **Some tempted by the Lib Dems, although tuition fees are still front of mind**

“I’m tempted. He seems like a nice guy. I don’t want to vote for Labour. And the Conservatives have lost me”  
*Stephany*

# Wells and Mendip Hills

All Conservative 2019, currently Liberal Democrat or undecided

## Disillusionment with the Conservatives

"I've just lost trust. It's impossible to know whether they will do what they say they will do" *Sarah*

## Sense that Brexit has made the Conservative Party dysfunctional

"Brexit tore apart the Conservative party. And they still don't know what they are about" *Victoria*

## Sense that immigration is a real issue, even if Rwanda is not the solution

"I don't like [Rwanda]. It's not dealing with the issue it's just hiding it. And it's too expensive. I don't understand why we can't send these people back to France" *Claire*

## Low trust in Labour to deliver change

"They are all saying very similar things and just making promises that I don't believe." *Ailish*

## Willingness to accept different payment structures to fix the NHS

"Putting taxes up doesn't fix it. The problem is the NHS is knackered. Noone is talking about the problems, they just say they're going to put the taxes up a bit" *Kevin*

## People want to like Ed Davey, but have noticed his stunts and wish he was a bit more serious

"I saw that video with the carers. And I thought he came across better than any of the others in that. I don't know why he's not like that when he's doing his stunts around the country." *Victoria*

Luke Tryl  
UK Director  
[www.moreincommon.com](http://www.moreincommon.com)



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