

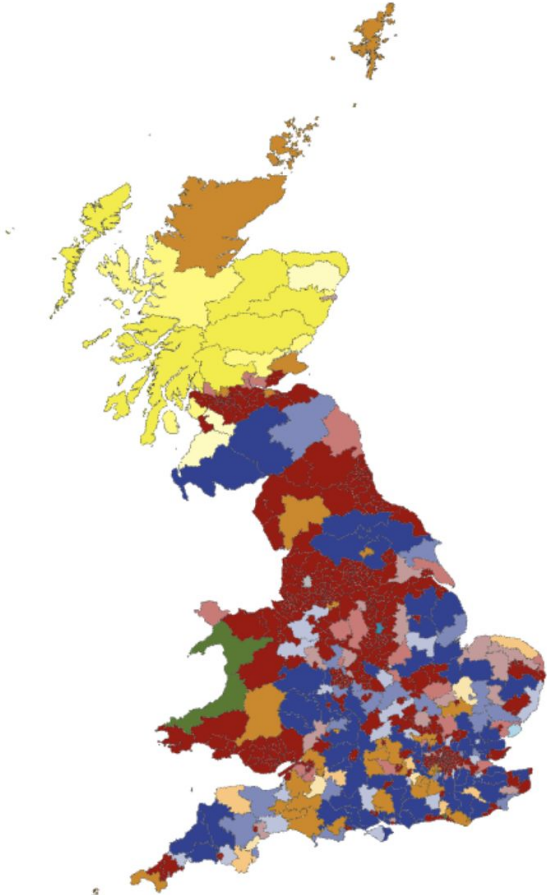
General Election 2024

Pre-mortem
webinar

Wednesday 3rd July | 18.00-19.00 | Zoom



The shape of our next parliament...

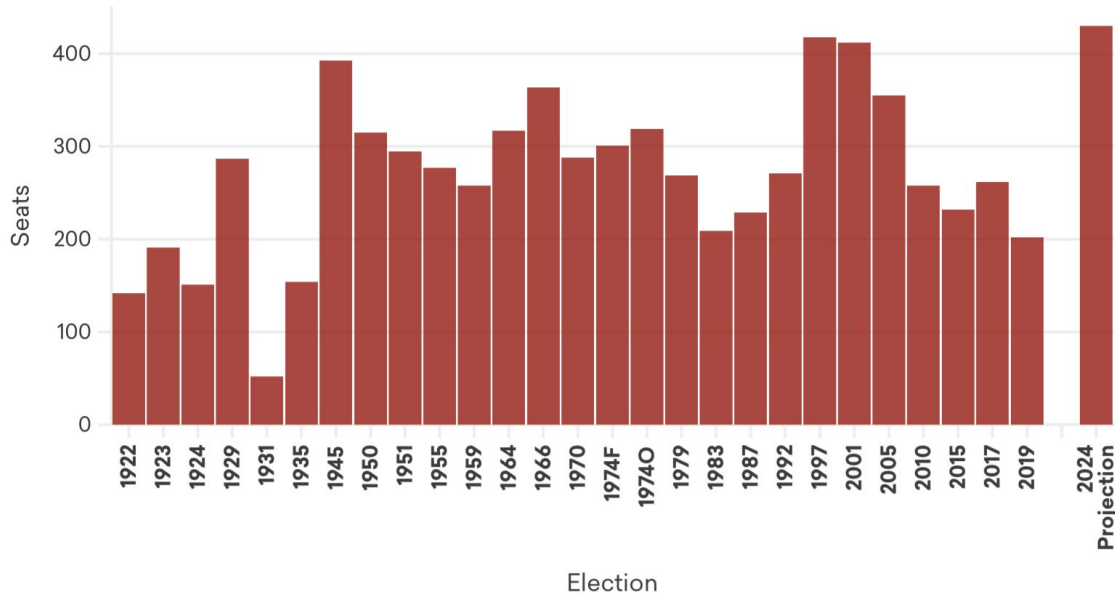


Our final MRP model finds:

- Labour projected to have a majority of 210, gaining over 200 seats across England, Scotland and Wales
- Conservatives face worst result ever - losing 239 seats
- Liberal Democrats to recover to pre-Coalition levels, returning more than 50 MPs to Parliament
- Nigel Farage, Lee Anderson set to be elected as Reform UK MPs in Parliament
- Jeremy Corbyn set to win Islington North
- SNP collapse in Scotland with Labour taking twice as many seats as the SNP



Historic number of Labour MPs



Our model projects Labour will win 430 seats. This group of MPs would become the largest ever parliamentary Labour Party.

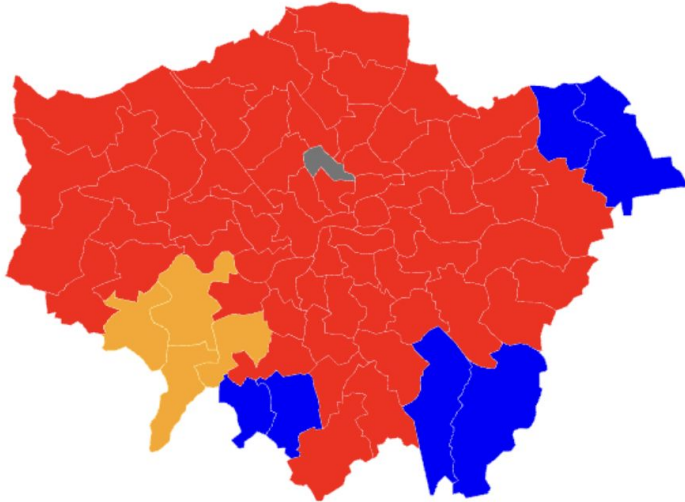
In 500 simulations of the election run by the model, Labour's majority ranged from 188 to 230 seats.

London and Scotland Projections

The model projects a Conservative wipeout in Wales and inner London, holding onto only six seats in Greater London. However, unlike in 1997 where they lost all MPs outside England, the Conservatives look set to hold three seats in Scotland.

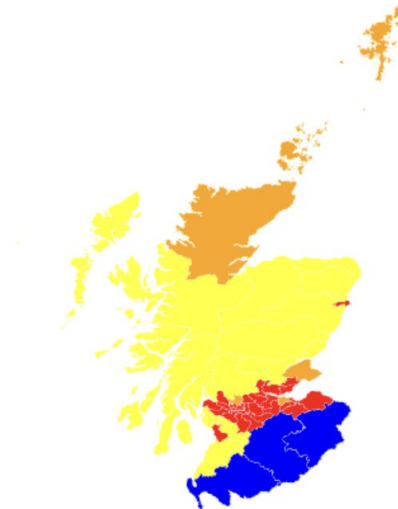
London Projection

● Conservative ● Labour ● Other ● Liberal Democrat



Scotland Projection

● Scottish National Party (SNP) ● Labour ● Conservative ● Liberal Democrat

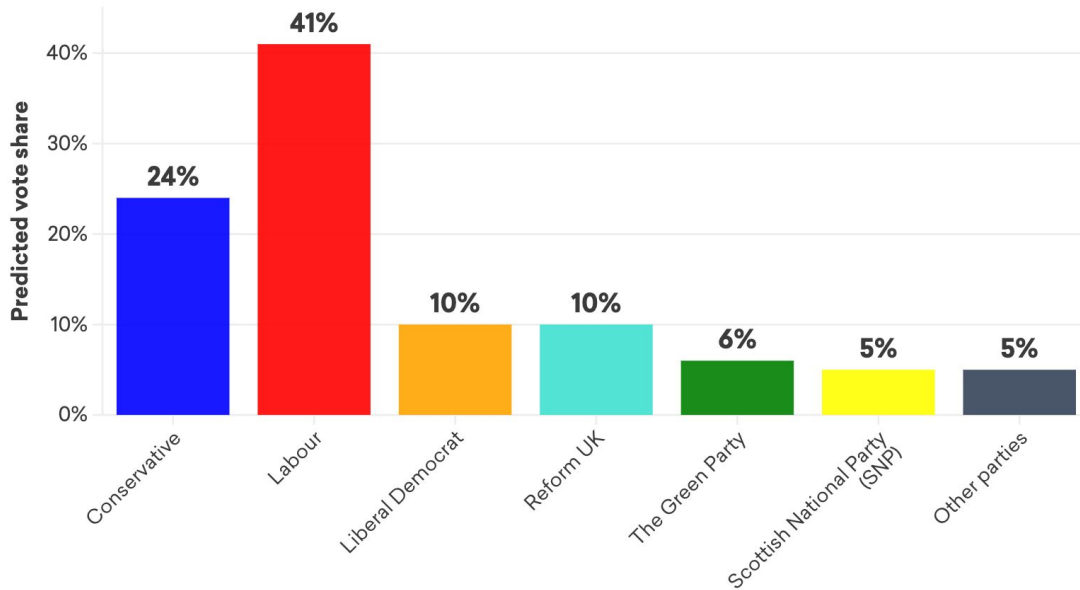


Wisdom of the crowd

What do Britons expect from the result of the General Election?



While elections are hard to predict, what do you think will be the result of the General Election? Please use the number boxes below to type in what share of the votes you think each party will get across the UK.



Source: Fieldwork: 28th-30th June 2024

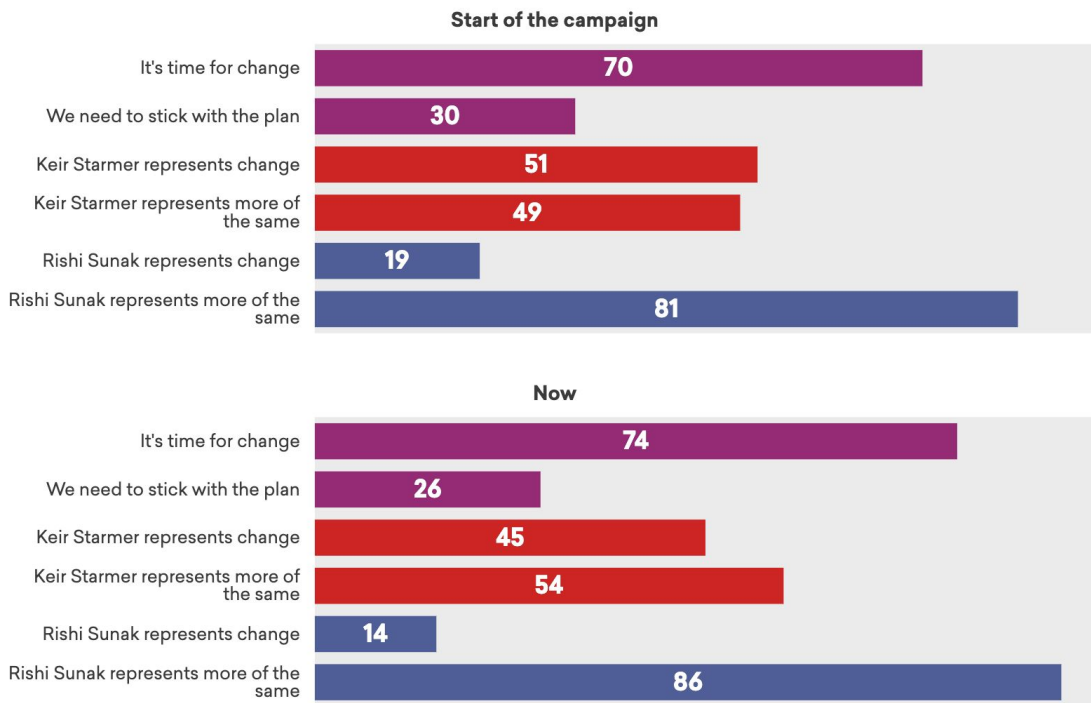
In the past, the public have been accurate at predicting the result of the election.

This time, people can see that Labour are on course for a big victory - giving them a 17 point lead.

Interestingly, the public's perception of Reform UK is lower than polls current predictions - although voters of Reform UK and the Conservatives both overestimate their own parties' performance.

The campaign in full

The public want change - but the campaign hasn't given them hope that they will get any



The public's desire for change has increased by four points since the start of the campaign.

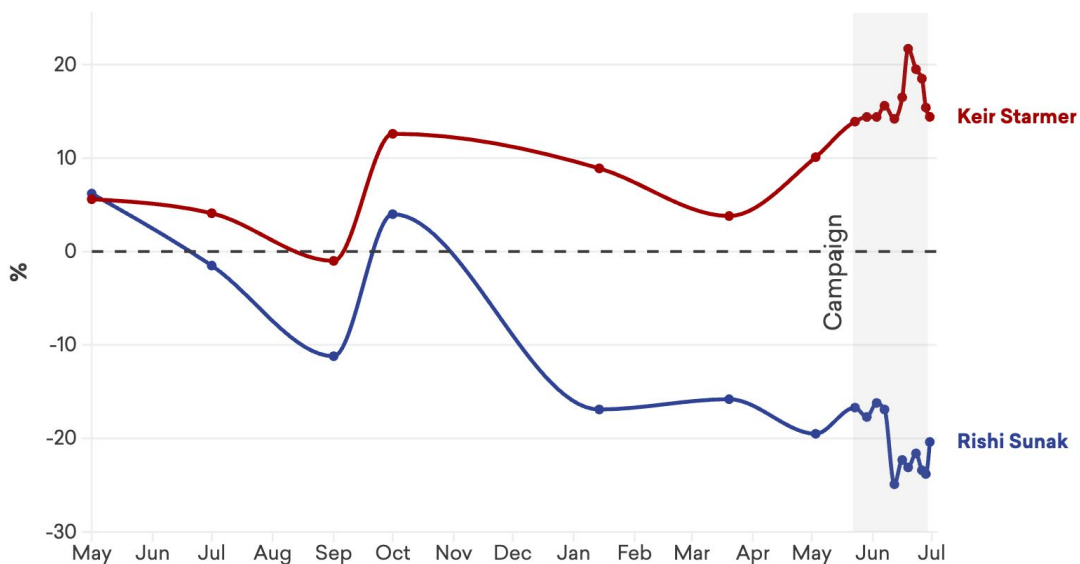
However, at the same time, people have become less convinced that either party leader represents change.

And, unlike at the start of the campaign, the public are now more likely than not to think that Starmer represents more of the same.

Keir Starmer has returned to pre-campaign levels on the 'asset' question

[Keir Starmer/ Rishi Sunak] is an asset to the [Labour/Conservative] party

Net agreement



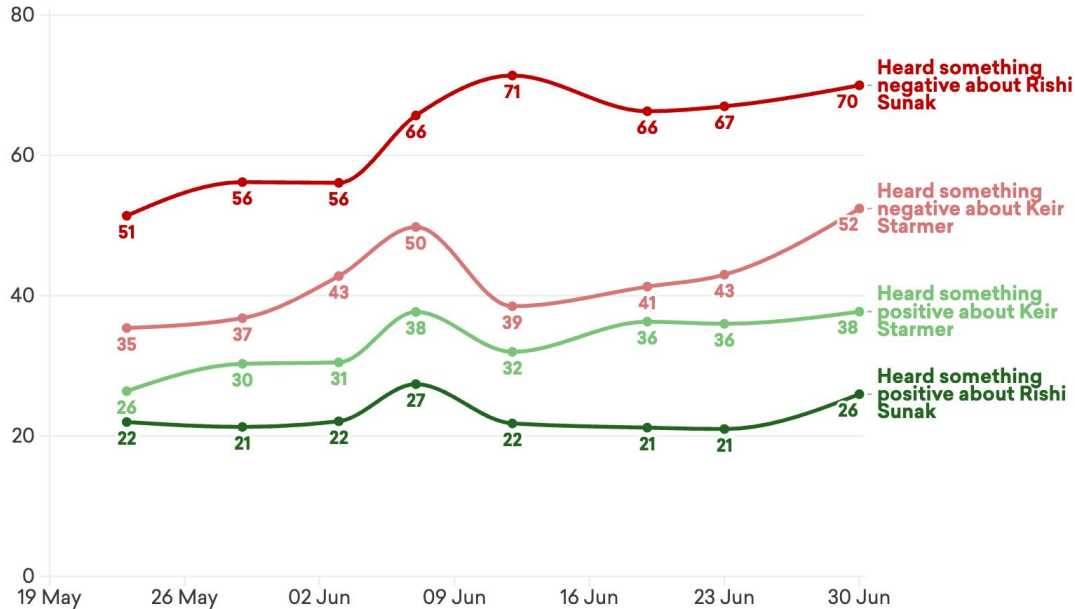
The proportion of people saying that Sunak is an asset to his party has fallen dramatically throughout the campaign, particularly after the D-Day gaffe.

In contrast, the public started the campaign with a substantial increase in belief that Starmer was an asset to the Labour Party, although these gains have been reversed in the final weeks of the campaign.

More people have now heard negative stories about Starmer

Campaign Engagement Tracker

In the last week have you...



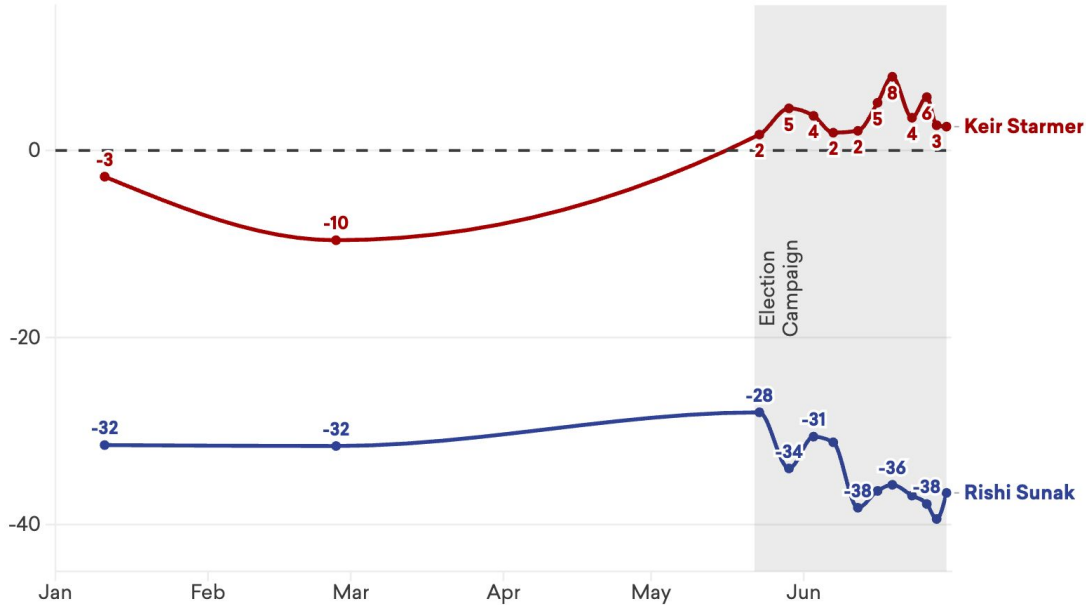
If the public have heard anything about the party leaders this campaign, it has tended to be something negative about Rishi Sunak.

However, this week we observed a record high number of people saying that they had heard something negative about Starmer, with this number crossing the majority mark for the first time.

Gap in leaders' approval remains high

Party Leader approval tracker

Net approval rating



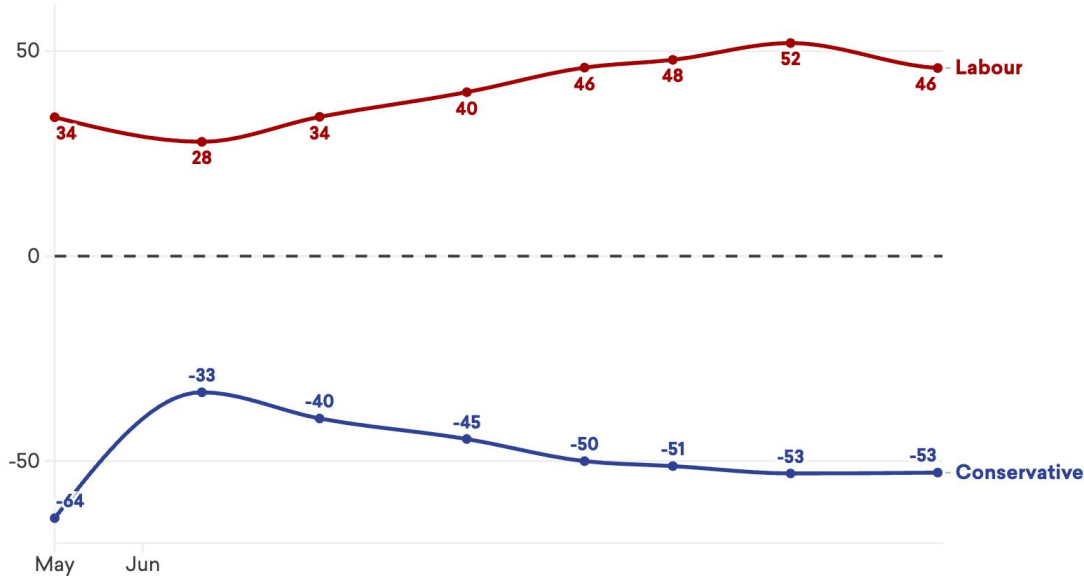
The election campaign has brought Starmer into positive net approval ratings, although he seems unable to reach much higher than just a couple of points above zero.

In contrast, Sunak's already weak approval rating has deteriorated throughout the campaign.

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



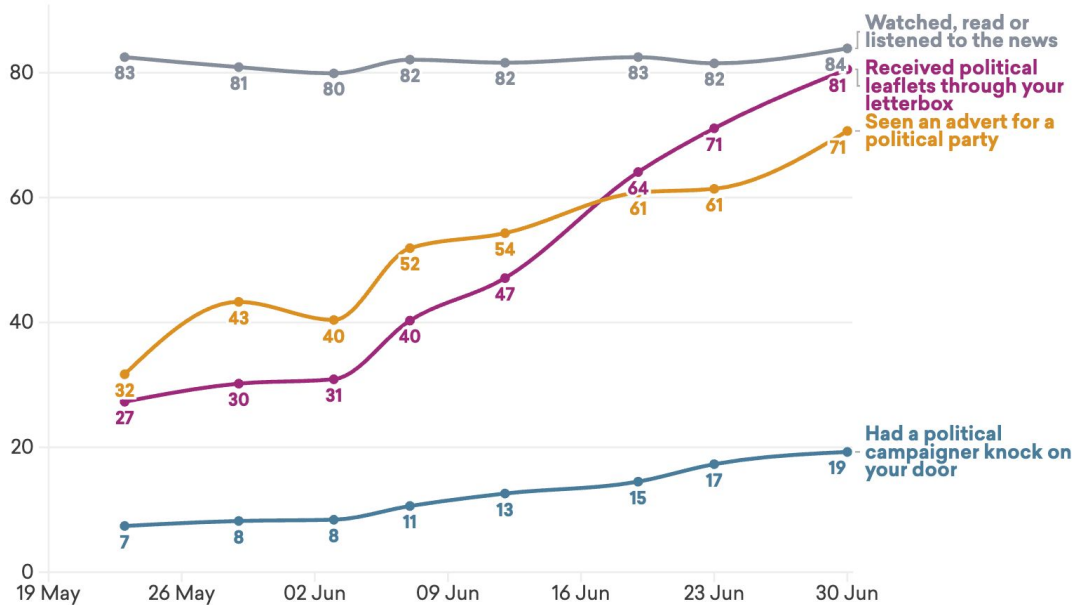
Throughout the campaign the public have thought that the Labour campaign is going well and the Conservative campaign is going badly.

In the last week of the campaign, Labour has not maintained the momentum of increase on this metric that they had built up, and the Conservatives have flattened off, at a net score of -53.

Campaign engagement increasing

Campaign Engagement Tracker

In the last week have you...

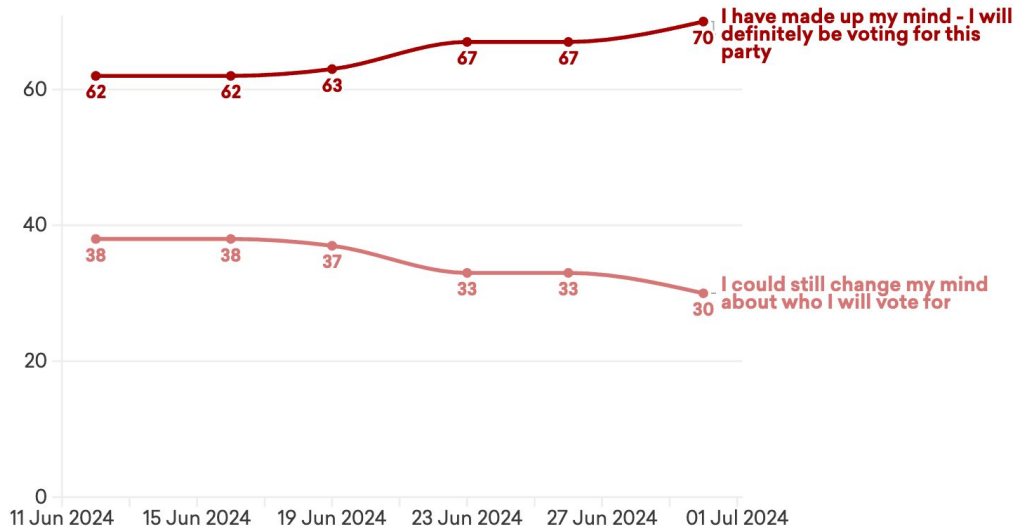


People have become increasingly engaged with the election as the weeks have gone on, with new highs reached for engagement with political advertising and canvassers.

People are making up their minds

How people have made up their minds over the course of the election campaign

Thinking about the General Election in July, which of the following comes closest to your view?



And finally, time is running out for parties to convince the remaining uncertain voters. At the beginning of the campaign, 62% of voters were certain of who they would vote for, and by this point this number has risen to 70%.

The campaigns in voters' words

How would you describe the **Conservative Party's General Election campaign** in a word?



How would you describe **Reform UK's General Election campaign** in a word?



How would you describe the **Labour Party's General Election campaign** in a word?



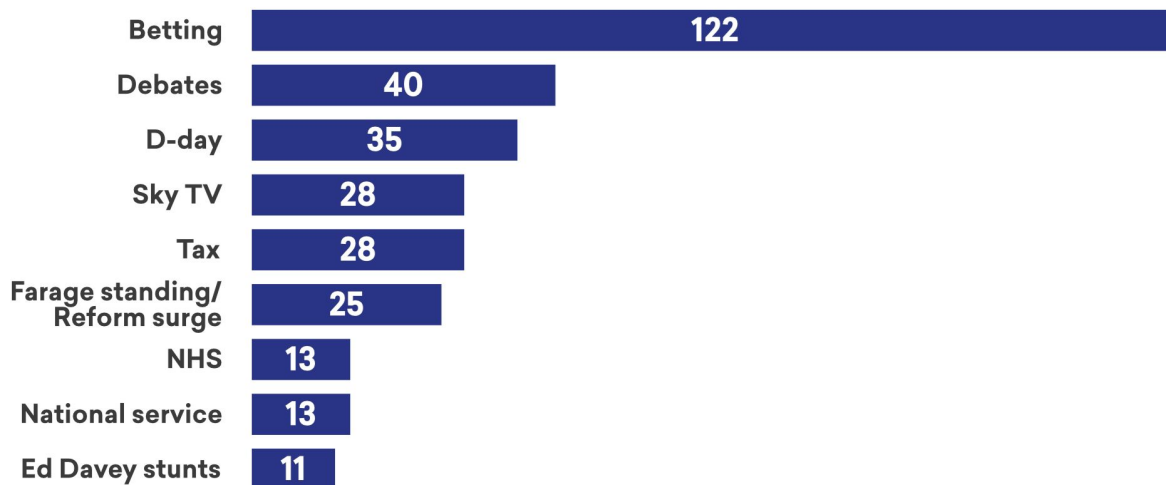
How would you describe the **Liberal Democrats' General Election campaign** in a word?



What have people noticed this campaign?

In a word or two, what one moment or story from the election campaign stood out to you?

Number of open text responses (grouped)



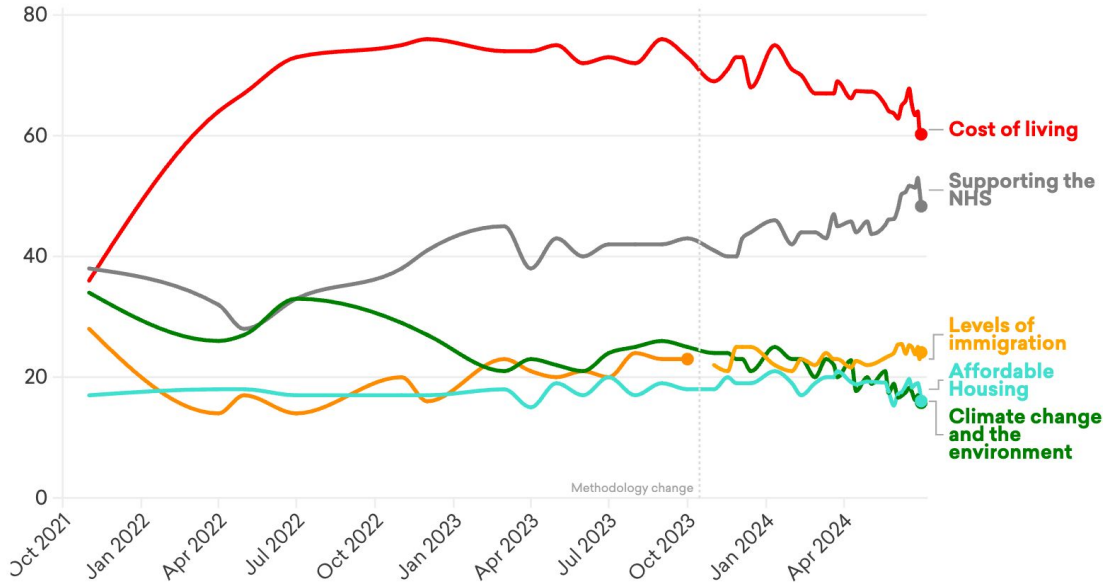


Issues

Top issues deciding the election

Britons' big issues over time

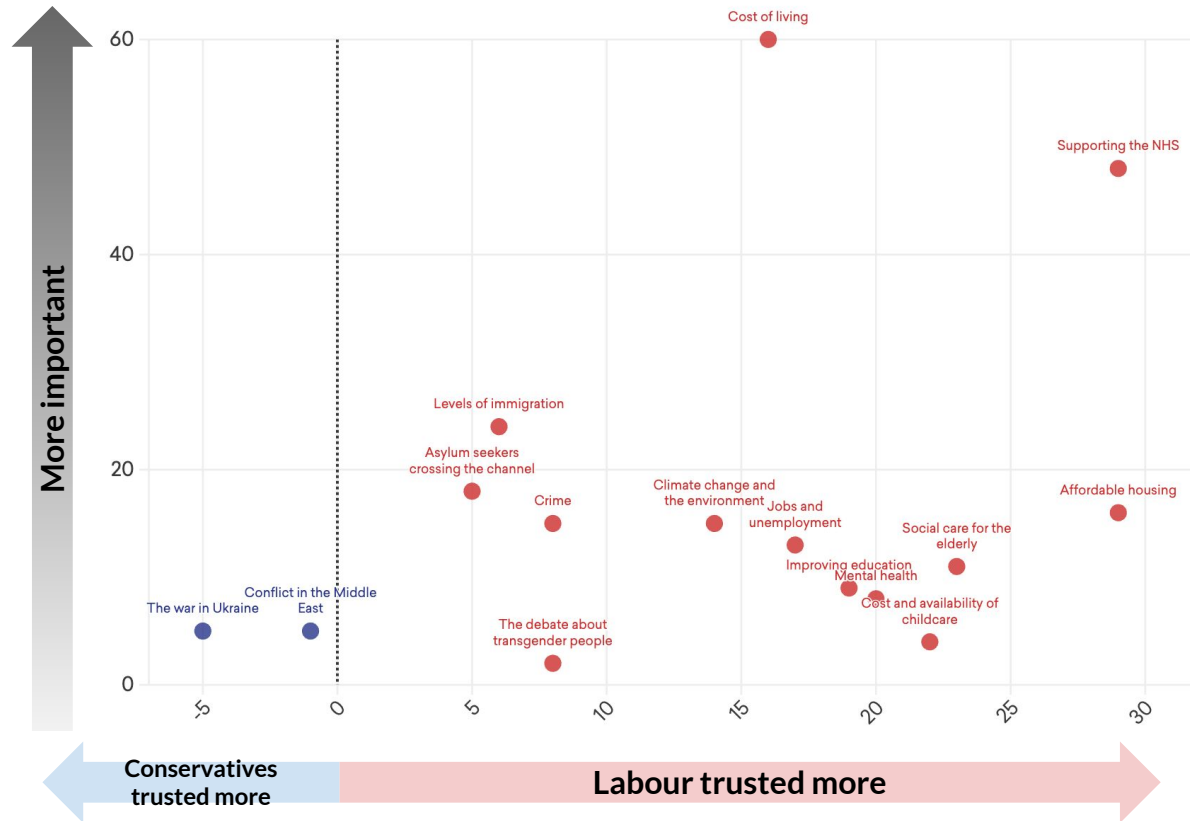
Thinking about the next General Election, which of the following issues are most likely to impact your vote? Please select up to three



There are two policy areas that this campaign will be fought on - cost of living and supporting the NHS.

Other issues, like immigration and climate change, matter to important groups of swing voters, but are not top-three concerns for the majority of voters.

Labour are leading on most key issues

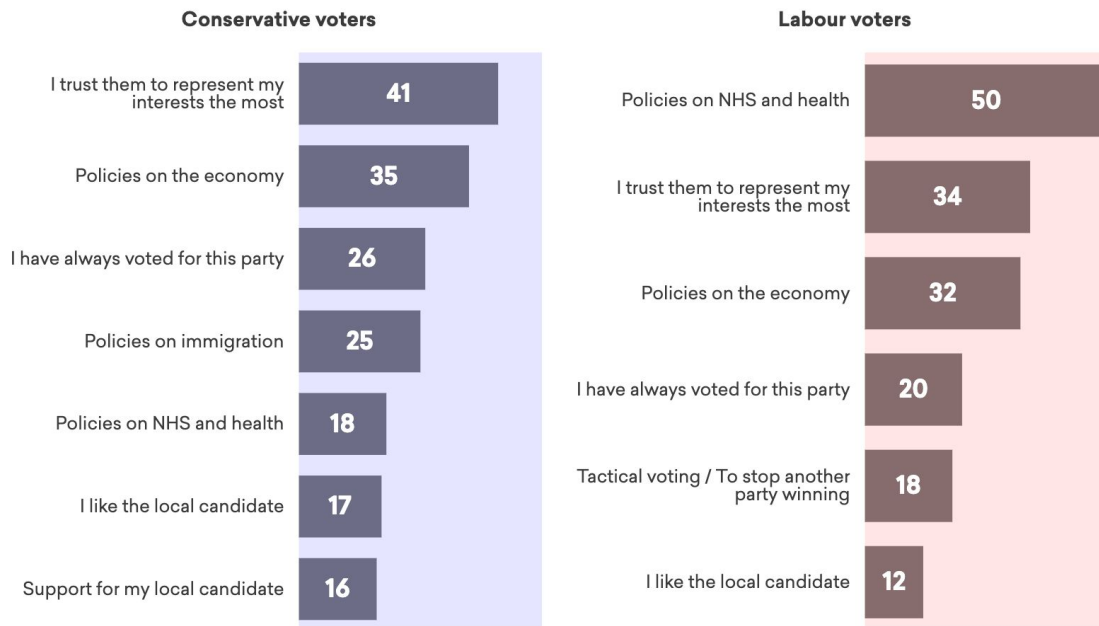


Labour is easily ahead of the Conservatives on these two most important issues.

In fact, Labour wins on every domestic policy issue, with the Conservatives only ahead on the conflicts in the Middle East and Ukraine - two issues with relatively low salience.

What is driving votes to the main parties?

Thinking about the party you plan to vote for, what makes you want to vote for them? Select up to three reasons

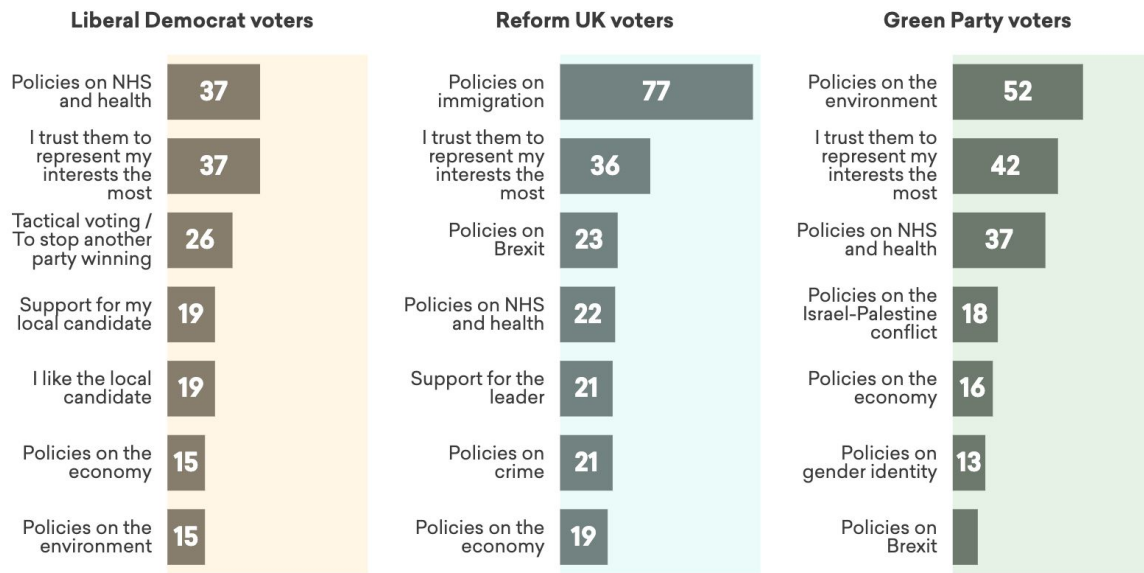


It is notable that policy areas are not the key drivers of support to the Conservative Party. Instead, Conservative voters are more likely to say they are voting that way simply because “they trust them to represent their interest most” and because they have always voted for that party.

In contrast, Labour voters are overwhelmingly voting for Labour policies on the NHS and health - with half of them selecting this as a reason for their vote.

What is driving votes to each of the smaller parties?

Thinking about the party you plan to vote for, what makes you want to vote for them? Select up to three reasons



26% of Liberal Democrats will be voting that way for tactical reasons - compared to just 14% of all voters in the UK.

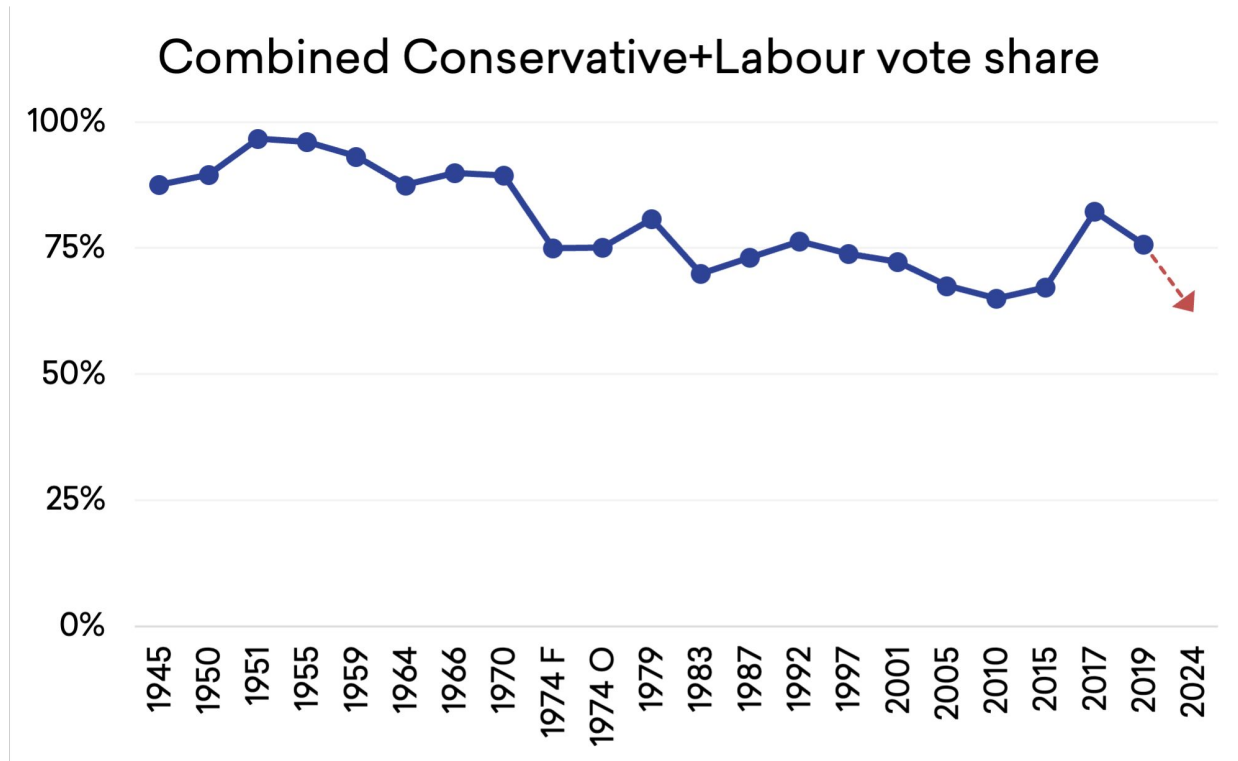
Reform voters are overwhelmingly voting Reform for a single issue of immigration. Reform's stance on issues like climate change or Ukraine are not attracting votes to that party.

Green Party voters are attracted to the party's policies on the environment, although they are less of a single-issue voter group than Reform are. 18% of Green voters will be doing so for their stance on Gaza, compared to 4% of all voters nationally.



Turnout and apathy

Two-party vote share at historic low

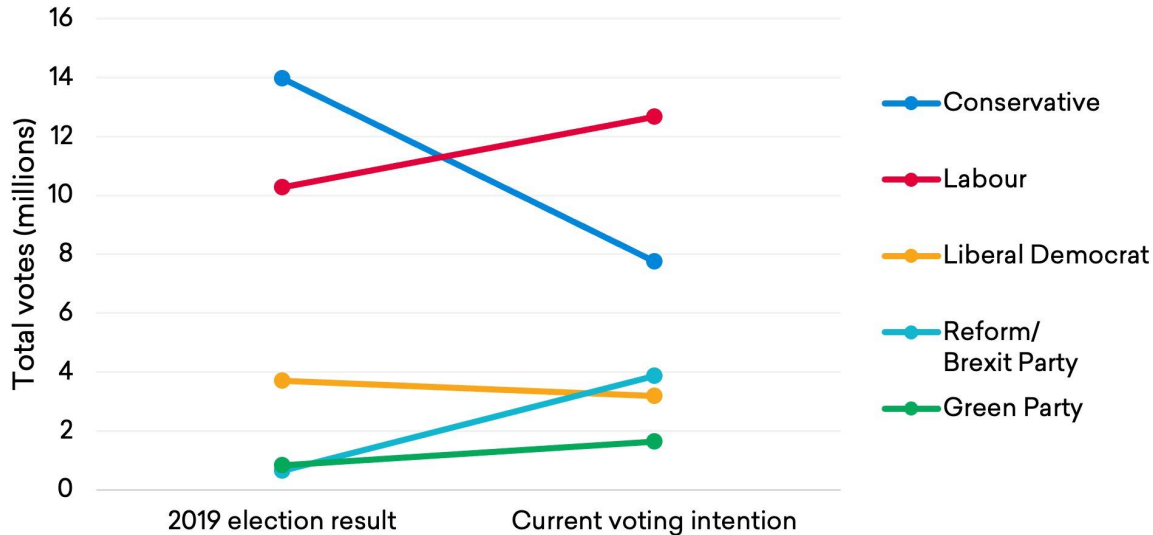


Combined Conservative and Labour vote share is set to fall to 62%

This is lower than the previous post-war record of 65% in 2010.

Abstentions will be decisive

Labour are currently set to win a million fewer votes than the Conservatives won in 2019

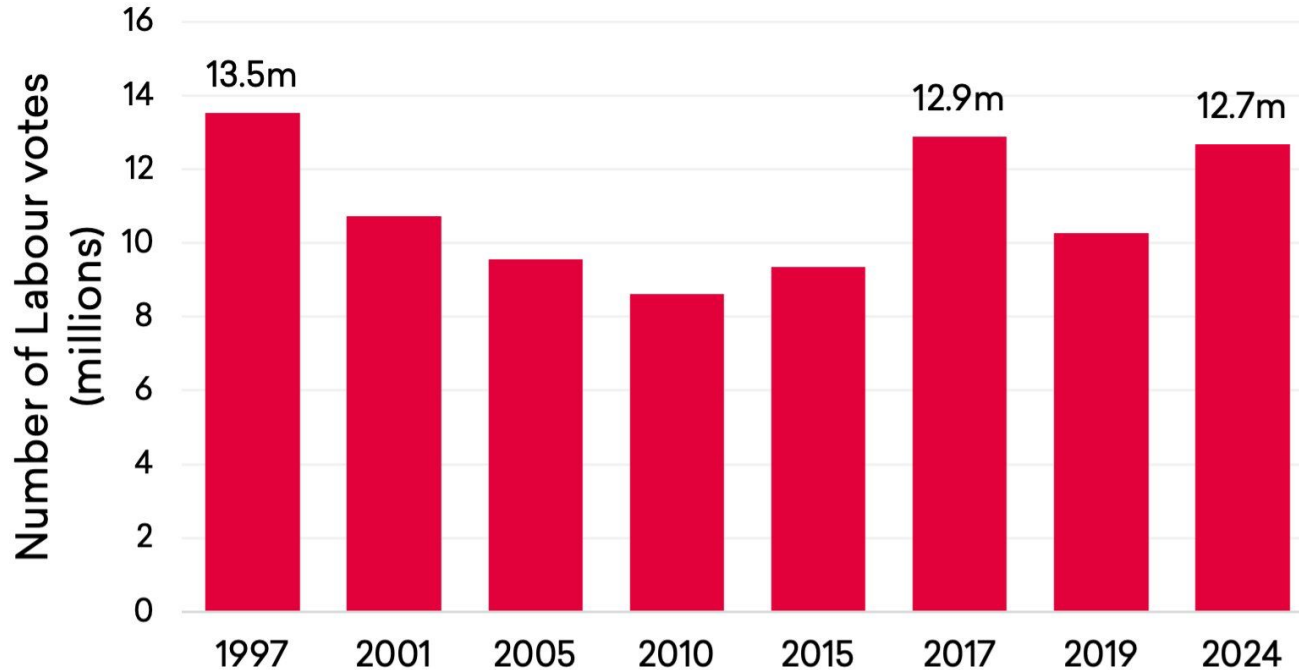


Conservatives are set to lose up to 6 million votes this election, but Labour are only set to gain 2 million.

This means that Labour could be on track to secure a historic majority with fewer votes than the Conservatives won in 2019.

More seats than Blair, fewer votes than Corbyn

Labour could win fewer votes than they did in 2017



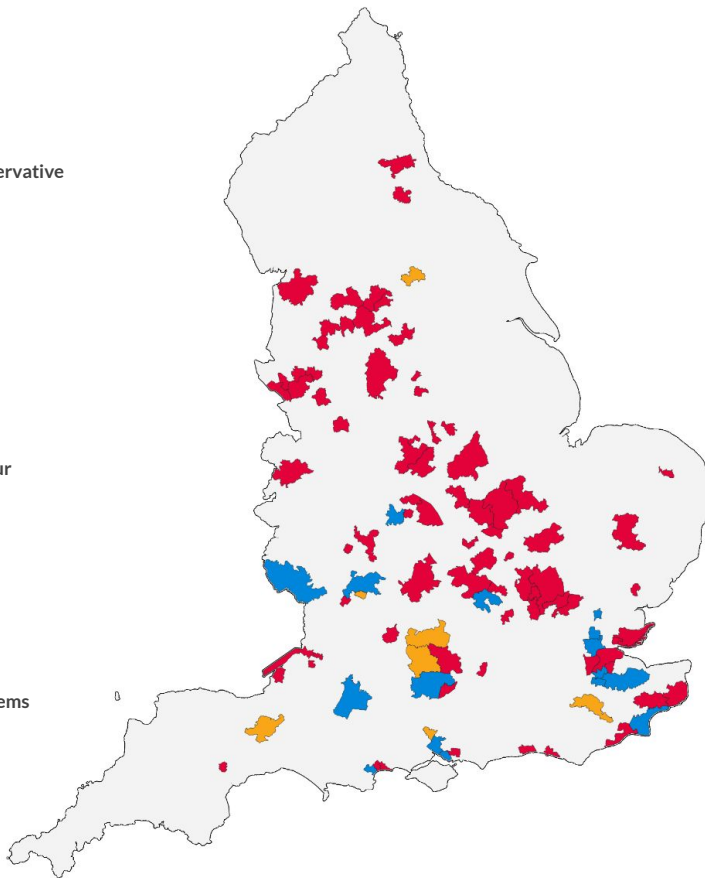
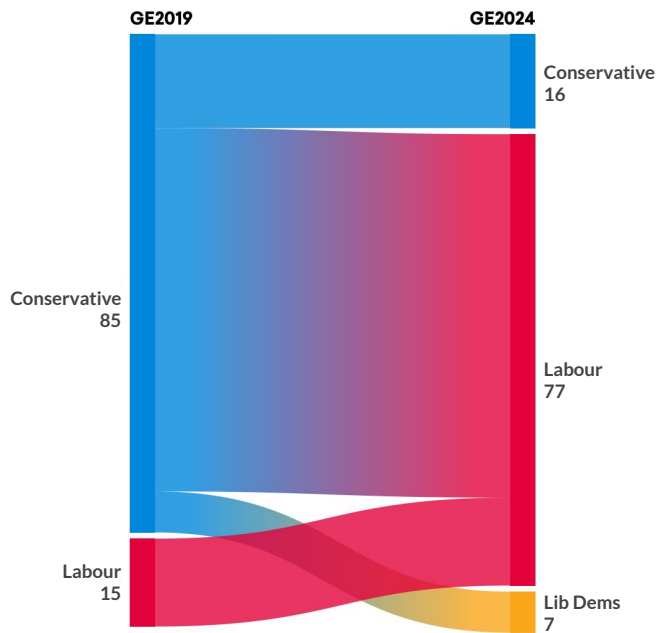
This could be one of the most disproportional elections in recent history.

Starmer looks on-track to win 12.7m votes, fewer than the 12.9m Corbyn achieved in 2017.

But even the most pessimistic MRP projection has Labour winning more seats than Blair achieved in 1997.

Labour's new coalition

Labour set to win back 'ordinary' seats

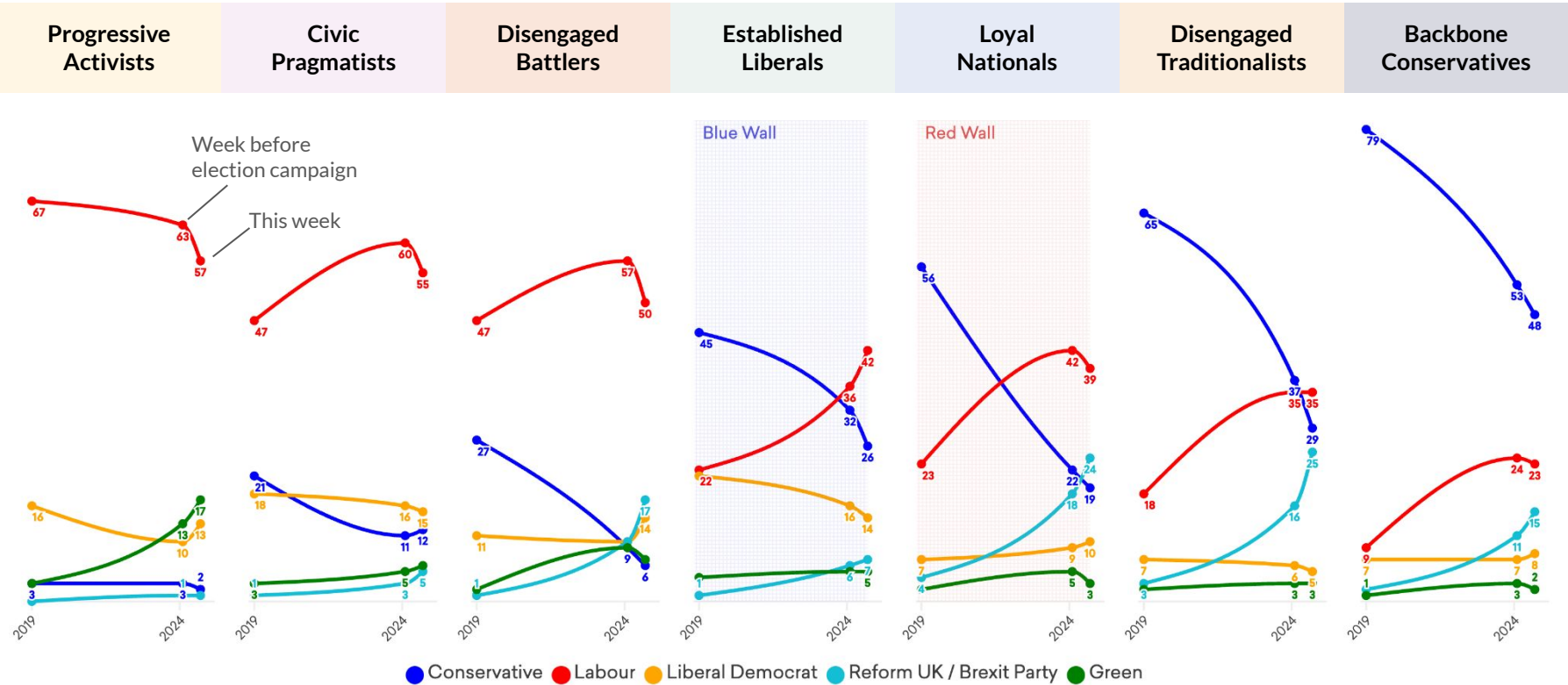


Seats with more 'typical' or 'ordinary' demographic characteristics are swinging to Labour.

Of the 100 most 'ordinary' seats (shown in the map) Labour are now projected to hold 77, compared to just 15 in 2019.

Conservatives could be reduced to 16, down from 85 in 2019.

Starmer has a 'broad church' coalition - winning more segments than even Boris Johnson managed



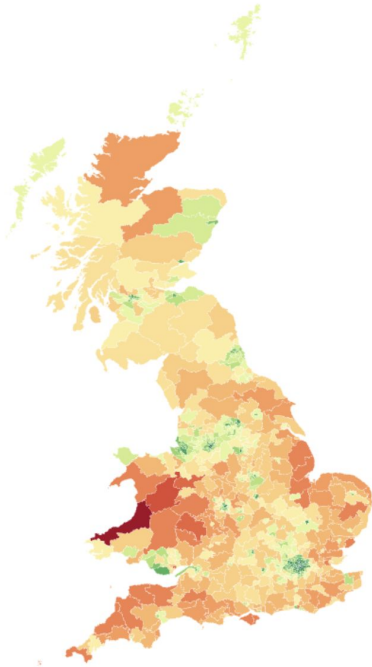
Starmer is personally unpopular in many of the seats Labour will win

Labour will win

Approval for Keir Starmer

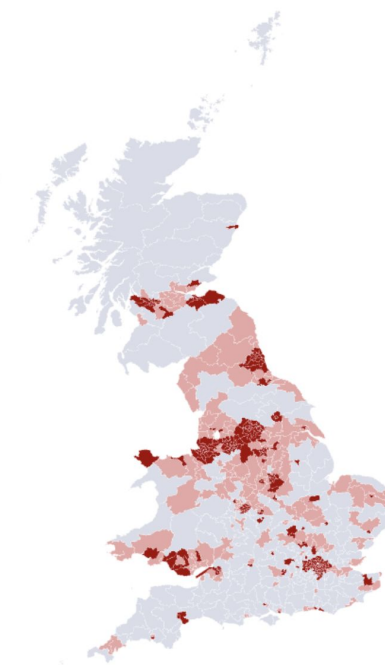
% who think Keir Starmer is doing a good job minus % who think he is doing a bad job

-45  +45



Approval for Keir Starmer in Labour seats

● Labour win, Starmer unpopular
● Labour win, Starmer popular ● Other



Our model shows that Starmer is only popular in 270 seats across the country.

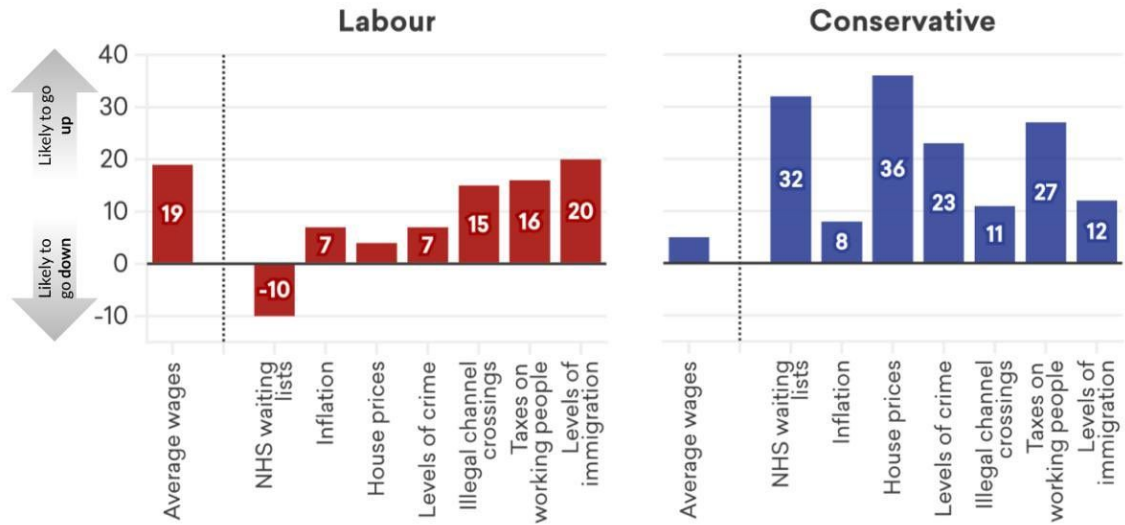
In fact, of the 430 seats that Labour will win, Starmer is unpopular in 187 of those and popular in 243.



**What do voters expect
from Labour?**

Taxes and immigration to go up under Labour

If the [...] Party forms the next government, do you expect each of the following to go up, go down, or stay roughly the same?



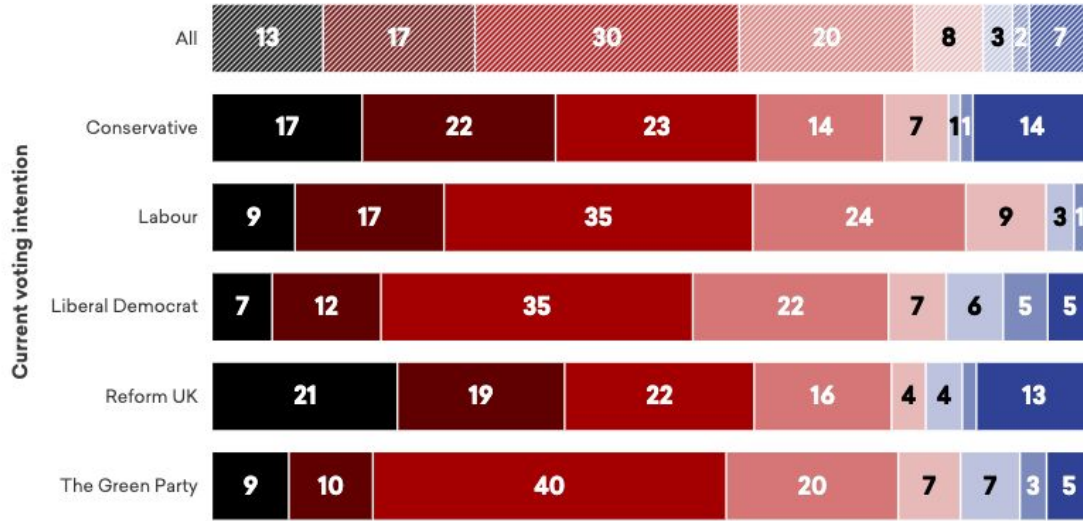
People are generally pessimistic about a Labour Government, in which they expect immigration, taxes, and crime to go up.

However, they also think that wages will go up, and think that NHS waiting lists will come down.

Labour only has a year to turn things around

Suppose that Labour forms a government after the election on 4 July. After how long in power would you expect to start seeing a difference from Labour's policies?

● Immediately ● Less than 6 months ● 6 months to a year ● 1-2 years ● 2-3 years ● 3-5 years
 ● 5 or more years ● Never



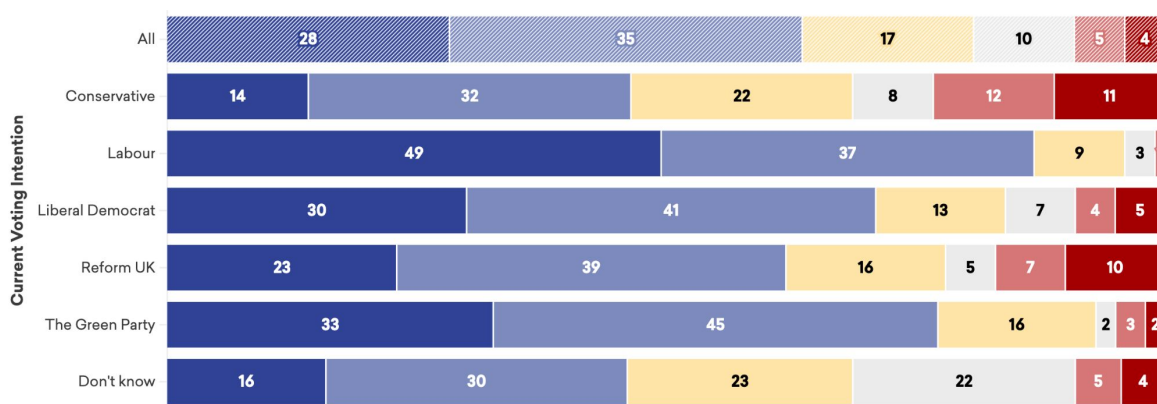
People don't give Labour much time to turn things around, with 61% of Labour voters saying they expect to see a difference within a year of a Labour government.

GB Energy popularity

Labour have announced they will set up Great British Energy, a publicly-owned clean power company, to cut bills and boost energy security, paid for by a windfall tax on oil and gas giants.

Do you think this sounds like a good idea or a bad idea?

● Very good idea ● Quite good idea ● Neither a good nor a bad idea ● Don't know ● Quite bad idea ● Very bad idea



(On GB Energy) "I mean I think it's a step in the right direction. You want to be independent, you don't want to be relying on other countries and all that. So I think it's a step in the right direction. Will they deliver? Hopefully we'll see."- Eunice, Pharmacist

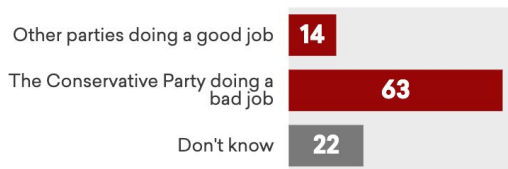
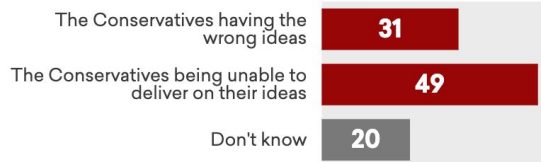
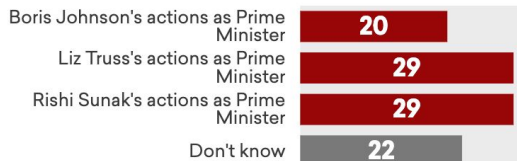
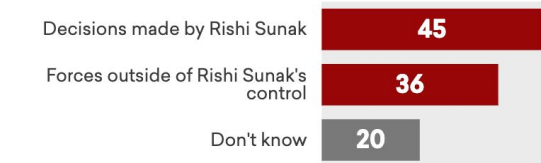
Shiza, psychotherapist, Birmingham: 'I mean in theory it sounds like a really good idea and something that would bring the control of an energy company within the public domain to benefit more people. Whether it happens in reality and whether there's the political will to follow through on that is another matter.'



The Conservative Legacy

How do voters understand the Tory loss?

If the Conservatives loose this election, do you think that was more due to...



If the Conservatives lose the election, the public think this will be due to decisions made by Rishi Sunak (although 57% of Conservative voters blame forces outside of his control).

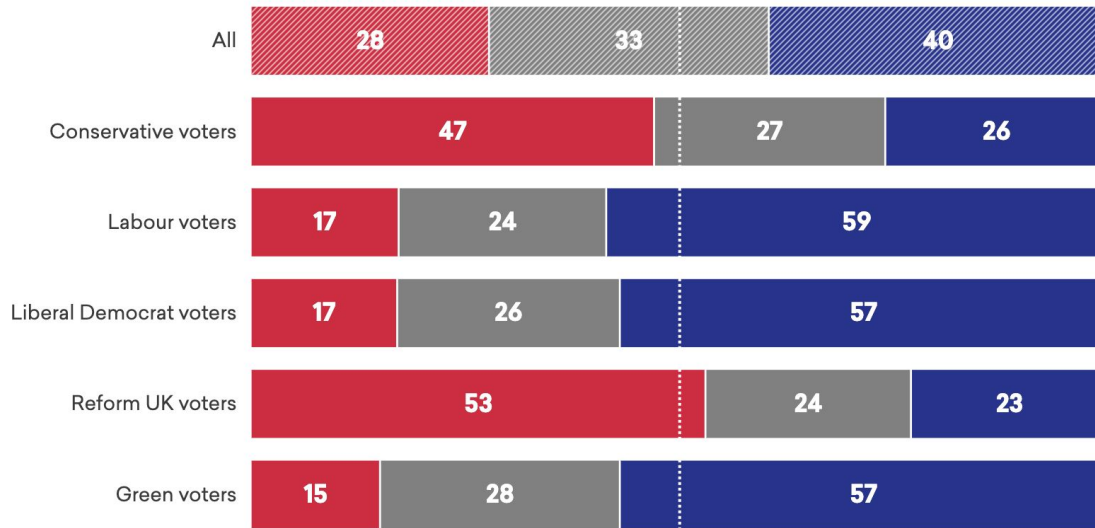
Conservative voters tend to blame the defeat on decisions made by Liz Truss, Labour voters blame it on Johnson, and Reform voters blame it on Sunak.

The public overwhelmingly think that a Conservative loss will be due to poor Conservative performance, rather than strong performance of other parties, and they think it was more to do with Conservative competence than Conservative ideology.

How do voters understand the Tory loss?

If the Conservatives lose the election, do you think that was more due to...

- The Conservatives removing Boris Johnson as their leader
- Don't know
- The Conservatives keeping Boris Johnson as their leader for too long

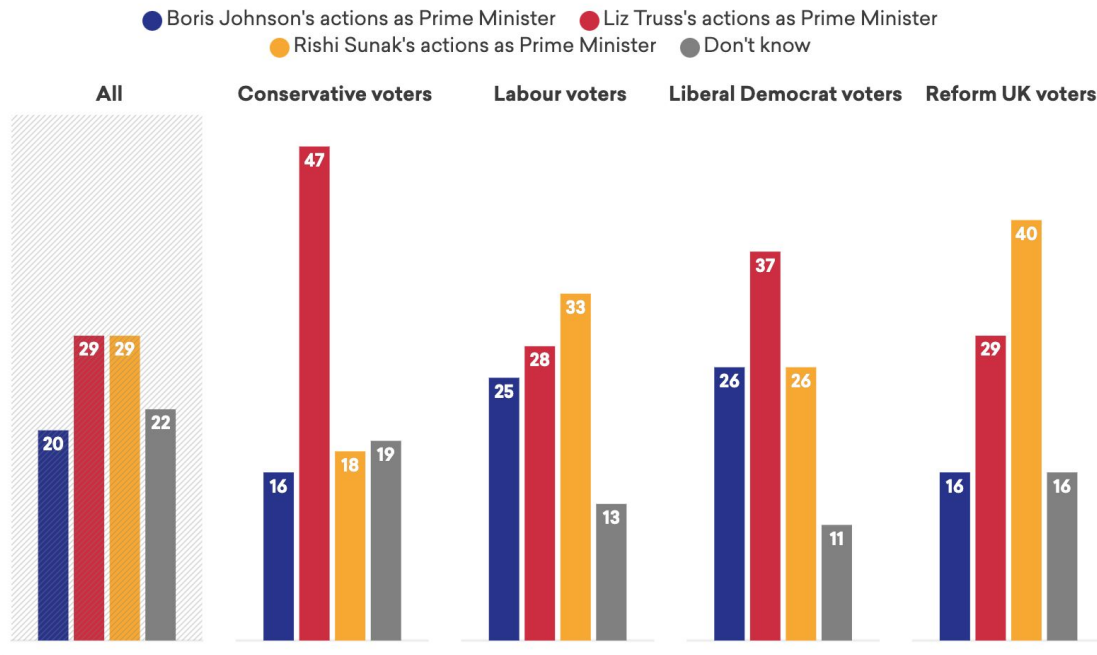


The public tend to blame the Conservative defeat on the Conservatives keeping Boris Johnson on as leader for too long, and this is particularly true for those currently intending to vote Labour or Liberal Democrat.

However current Conservative and Reform voters are much more likely to say that the removal of Johnson was to blame for the Conservative defeat.

How do voters understand the Tory loss?

If the Conservatives lose the election, do you think that was more due to...



The public are torn on which Conservative Prime Minister is responsible for the party's woes.

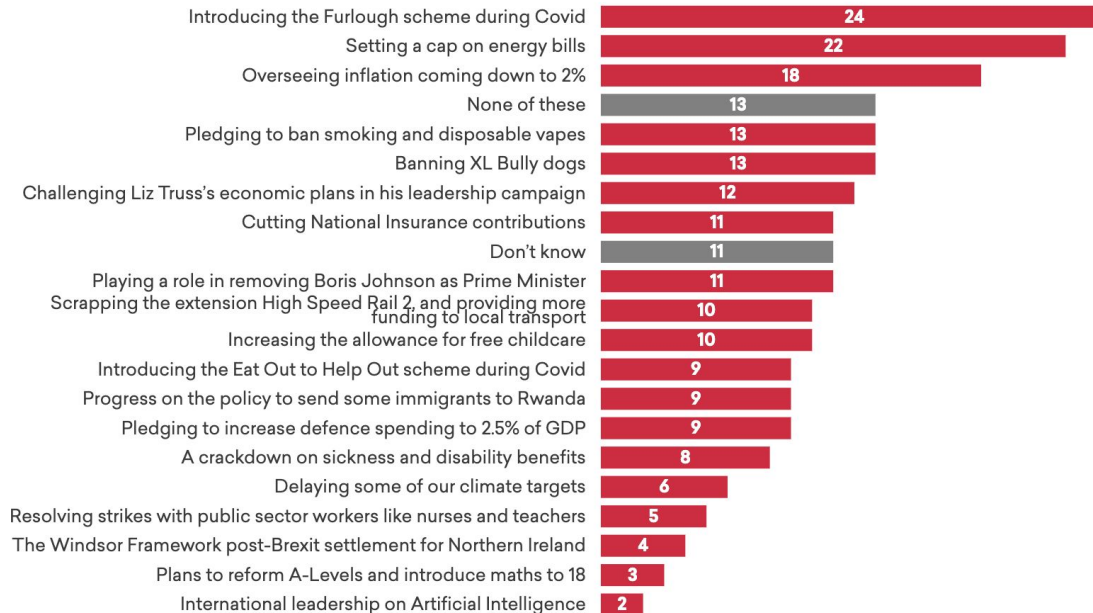
Current Conservative voters overwhelmingly blame the actions of Liz Truss, with almost a majority saying she is responsible.

Current Reform UK voters are more likely to blame Rishi Sunak than any other Prime Minister.

And Current Labour voters are more likely to blame Boris Johnson than any other voter group does..

What will Rishi Sunak be remembered for?

Thinking back on Rishi Sunak's time in government, which of the following have been his best achievements? Select up to three.



The public see Sunak's top achievements as the Furlough scheme during Covid and the cap on energy bills. Some also give him credit for overseeing the fall in inflation.

Delaying our climate targets is ranked among the lowest of Sunak's achievements in office, and substantive achievements such as the Windsor Framework come below that.

What will Rishi Sunak be remembered for?

Thinking back on Rishi Sunak's time in government, which of the following have been his best mistakes? Select up to three.

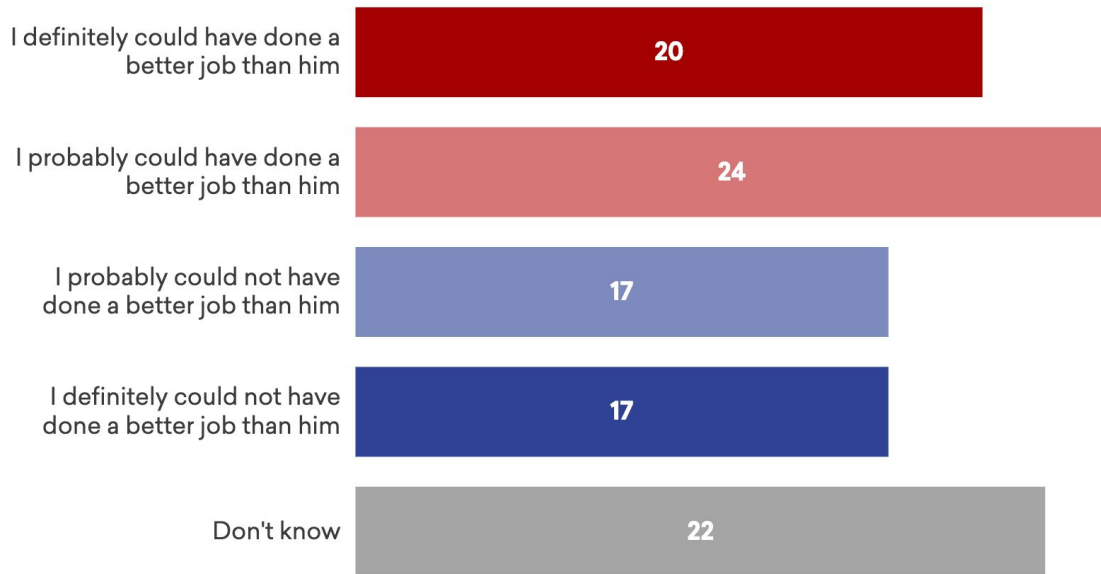


People give a range of responses to the question of what were Sunak's biggest mistakes in office.

Interestingly, 42% of Conservative to Labour switchers give Sunak's failure on NHS waiting lists as their top mistake, whereas 56% of Conservative to Reform give the failure to bring down channel crossings as theirs.

Better than Sunak

Looking back on Rishi Sunak's time as Prime Minister, which of the following comes closest to your view?



Looking back at Sunak's time in office, the public tend to think that they could have done a better job than him.

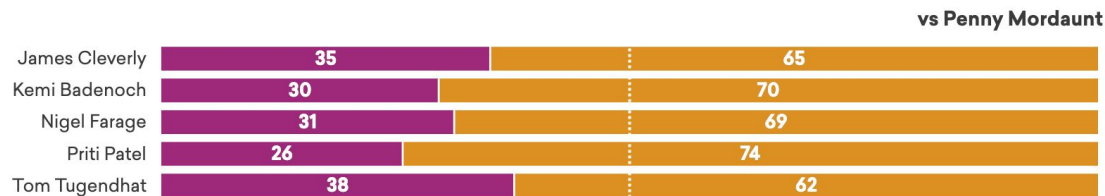
Whenever we ask this question, we see a clear gender split. In this case, 47% of men and 42% of women think they could have done a better job as Prime Minister than Rishi Sunak - although in both cases they are more likely than not to think they could have done a better job.

Who should be the next Conservative Party leader?

Pairwise experiment with 2019 Conservative voters: Penny Mordaunt beats all other Tory leadership contenders, whilst Farage loses to all others

Now we want to ask about who you think would be best to lead the Conservative party after the General Election, assuming that Rishi Sunak steps down. For each of the following pairs of potential leaders, please select the leader you think would be best.

There is no “don’t know” option, so please choose based on your instincts if you don’t know much about either candidate.

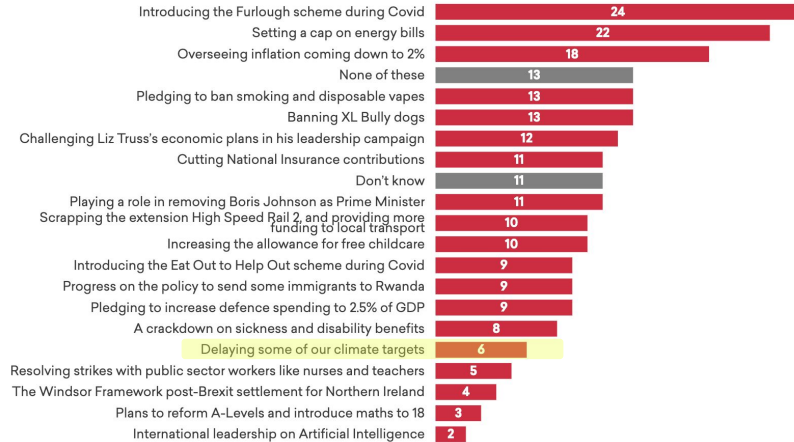


This week, we ran a pairwise experiment with 1,708 Conservative 2019 voters. Each voter was shown a random set of head-to-heads between combinations of different Conservative leadership contenders, and asked to choose who would be best.

Penny Mordaunt beat all the other candidates in every head-to-head she was placed in, whereas Nigel Farage lost all of his.

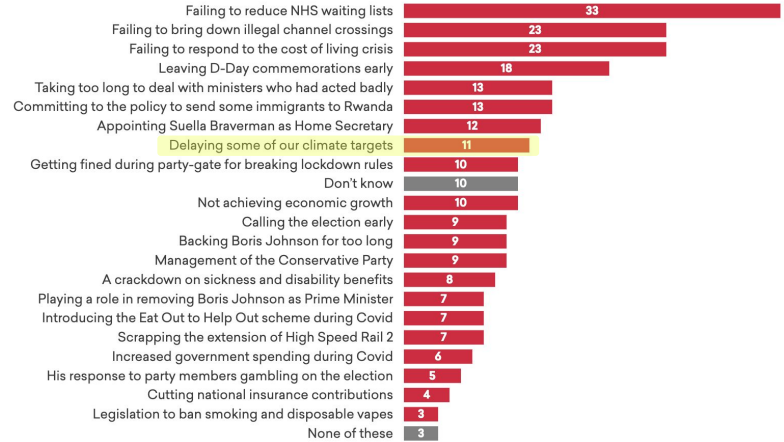
Sunak's climate reversals didn't pay off

Thinking back on Rishi Sunak's time in government, which of the following have been his best achievements? Select up to three.



Source: More in Common, June 2024

Thinking back on Rishi Sunak's time in government, which of the following have been his best mistakes? Select up to three.



Source: More in Common, June 2024

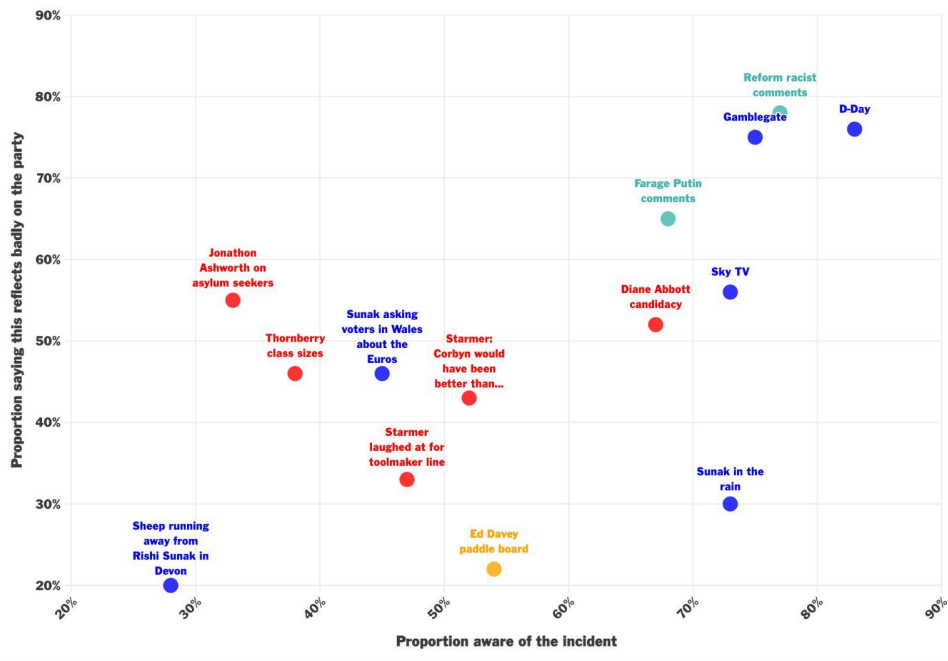
Very few voters give Sunak any credit for delaying our climate targets, whereas they see the decision to delay our targets among his top ten mistakes while in office.



Has Reform hit a ceiling?

New entries to the gaffe-o-meter

2024 GENERAL ELECTION GAFFE-O-METER



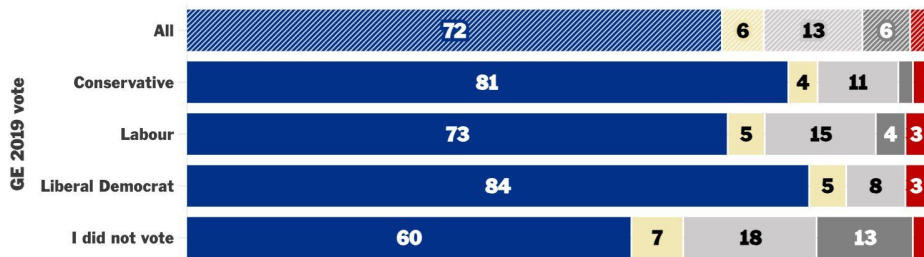
With a couple new entries to the Gaffe-o-meter this week, it's the two Reform UK gaffes that stand out the most.

Ukraine

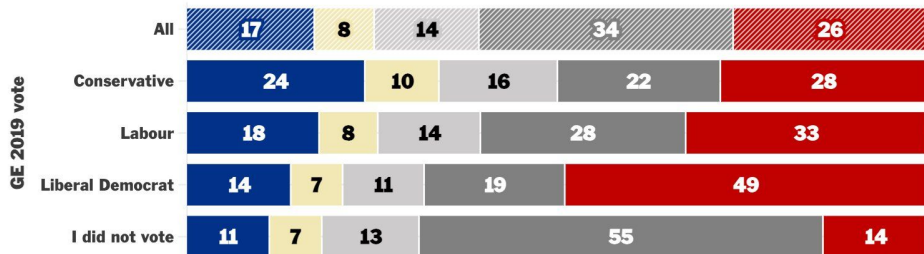
Which side in the conflict between Ukraine and Russia do [you/you think Farage] sympathise[s] with more?

● The Ukrainian side ● Both sides equally ● Neither side ● Not sure ● The Russian side

YOU PERSONALLY



NIGEL FARAGE



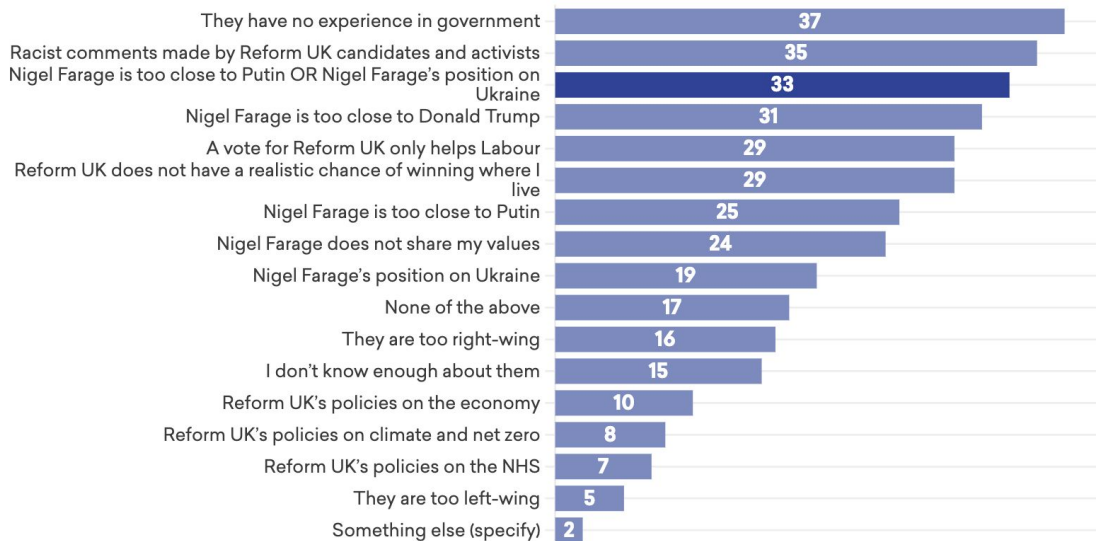
In the last week of the campaign, Reform UK seems to have struggled to maintain the momentum they had gathered in the first few weeks of the campaign.

Part of this might be to do with their leader's comments on Russia this week, with a quarter of Britons thinking that Farage sympathises with Russia in the war with Ukraine.

Ukraine

Conservative 2019 voters' top concerns for voting Reform

What concerns do you have, if any, about voting for Reform UK? Select all that apply.



Conservative 2019 voters give a range of hesitations voting Reform, but Farage's stance on Ukraine and Putin comes towards the top of the list, alongside the racist comments and Reform's lack of experience in government.

Racist comments

Half of Britons think Reform UK has a problem with racism

Do you think Reform UK has a problem with racism and prejudiced views among their candidates?

- Yes and more so than other political parties
- Yes but no more so than other political parties
- No
- Don't know



The public tend to think that Reform UK has a problem with racism, and more so than other political parties.

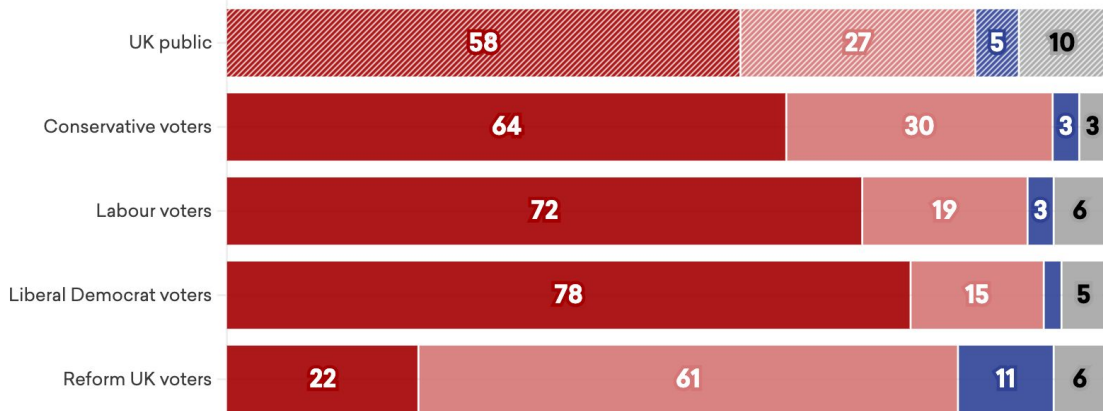
Current Reform voters do not see this to be the case, although the fact that few voters of other parties share the same views suggests that Reform might be reaching a ceiling of voters they can attract.

Racist comments

Britons think that the Reform candidates' comments reflect badly on all of Reform UK

Do you think that these comments...

- Reflect badly on the whole of Reform UK
- Reflect badly on the people who made the comments only
- Don't reflect badly on anyone
- Don't know



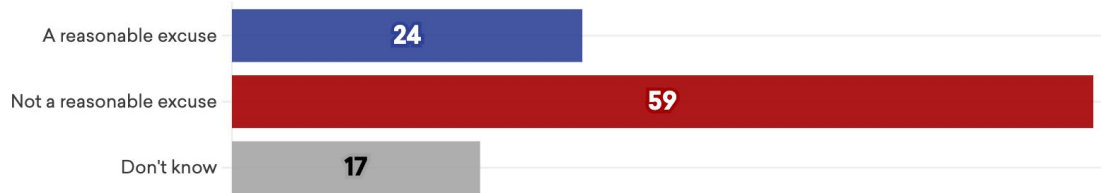
The public think that the comments made by some Reform candidates and campaigners reflect poorly on the whole of Reform UK, not just the candidates themselves.

While current Reform voters disagree, the fact that few voters of other parties share their views gives further evidence to the possibility that Reform might be reaching a ceiling of voters they can attract.

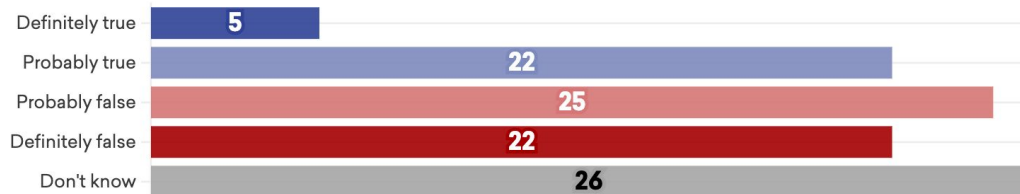
Reform's explanation

Britons don't think it is reasonable for Farage to blame comments made by their candidates on their vetting company

Nigel Farage has blamed the fact that the candidates were allowed into Reform UK on an external vetting firm, who Reform UK had paid to screen all their candidates for historic comments they had made. Do you think this is...



Farage has also suggested that the vetting company failing to screen out these candidates might be part of a political plot to bring down Reform UK. Do you think this suggestion from Farage is...



People overwhelmingly think it is not a reasonable excuse for Farage to blame their candidates' comments on the vetting company they used.

And they tend not to believe Farage's suggestions that the vetting company's behaviour might have been politically motivated.

TONIGHT - Focus Group live - join us at 7.30pm



Whitby Women
More in Common Focus Group **Live**
from Whitby
Wednesday 3rd July 2024
YouTube

 Live in 2 hours
July 3 at 7:30PM

 Notify me

The background of the banner is a dark, atmospheric photograph of a coastal town, likely Whitby, with buildings and a harbor visible under a twilight sky.

Luke Tryl
UK Director
www.moreincommon.com



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