

The state of the political landscape – where we started, where we are, where we may end up

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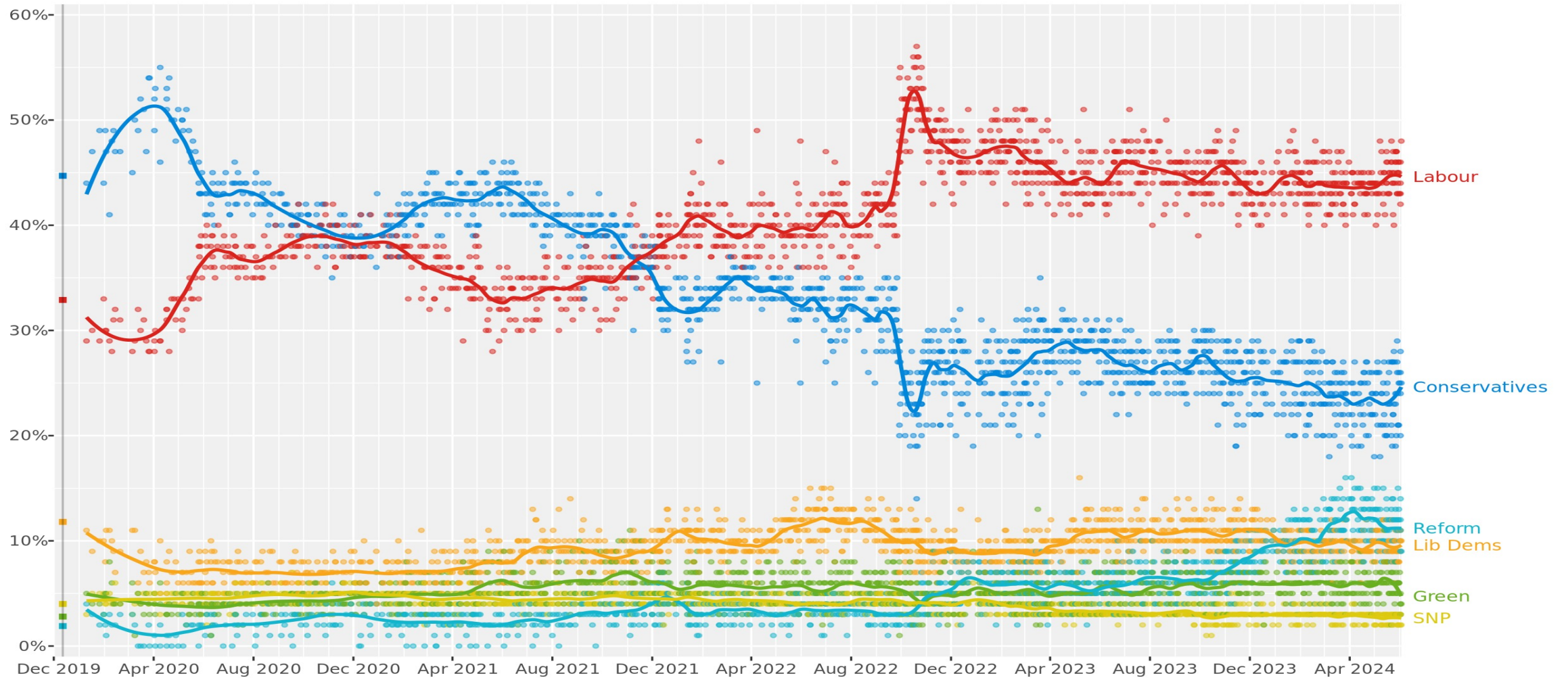
Substack: <https://swingometer.substack.com/>

The 2019 GB result...and the polls when the campaign started

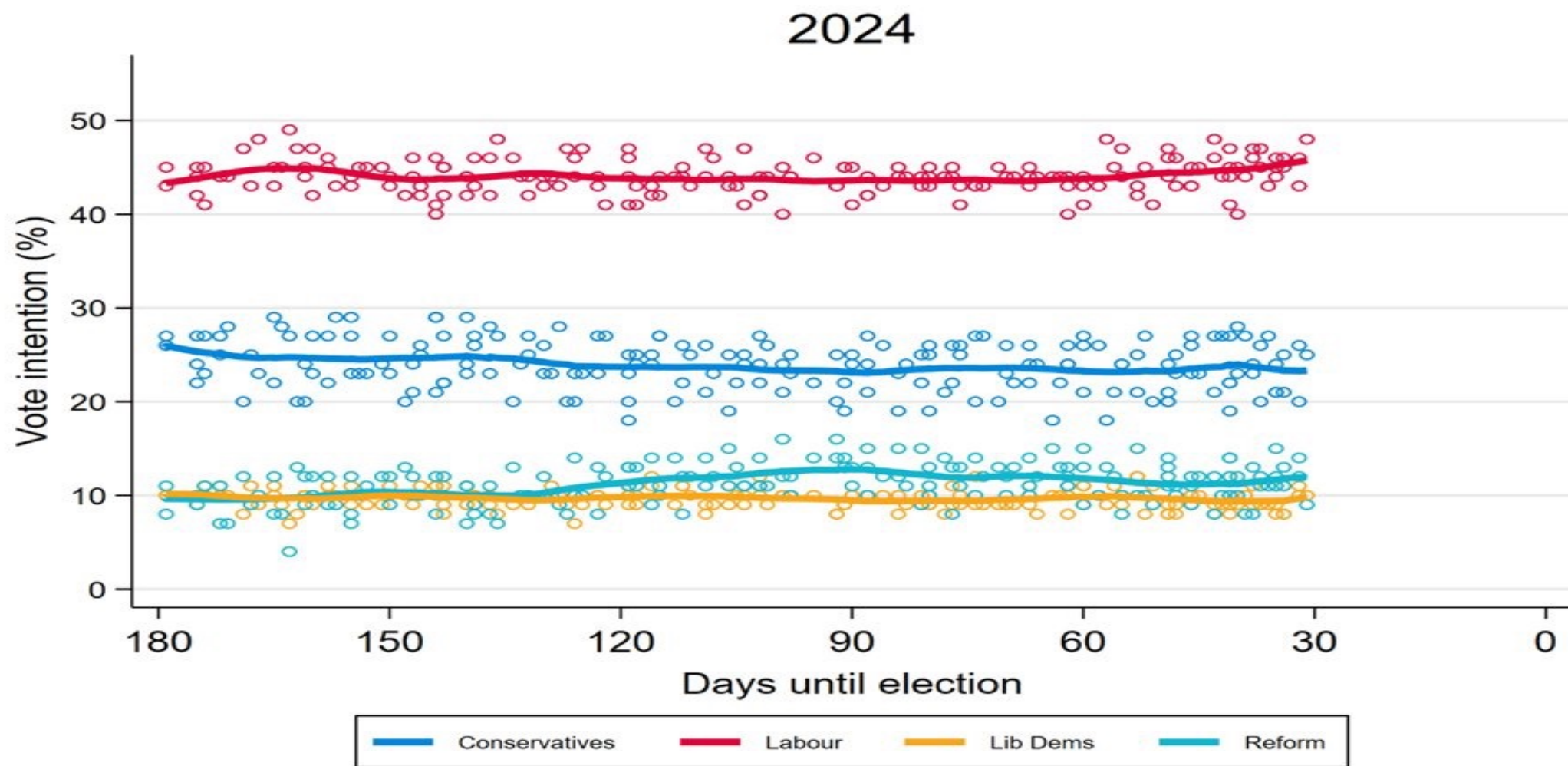
Party	2019	Start of 2024 campaign*	Change
Conservatives	44.7	23	-21.7
Labour	33.0	44	+11.0
Scottish National Party	4.1 (45 in Scotland)	3 (31 in Scotland)	-1.1 (-14 in Scotland)
Liberal Democrats	11.8	10	-1.8
Greens	2.8	6	+3.2
Plaid Cymru	0.4 (9.9 in Wales)	1 (14 in Wales)	+0.6 (+4.1 in Wales)
Brexit Party	2.1	11	+8.9
<i>Conservative to Labour swing since 2019</i>			<i>16.4 points</i>

*Average of 30 May polls

The Parliament in polls...all change?



The last six months in polls...no change



The choice...

On Thursday 4 July, you have a choice:

A clear plan of bold action for a secure future with the Conservatives

OR

Keir Starmer's Labour: no conviction, no courage, no plan

We're making progress. Let's not go back to square one now.

CLEAR PLAN **BOLD ACTION** **SECURE FUTURE**



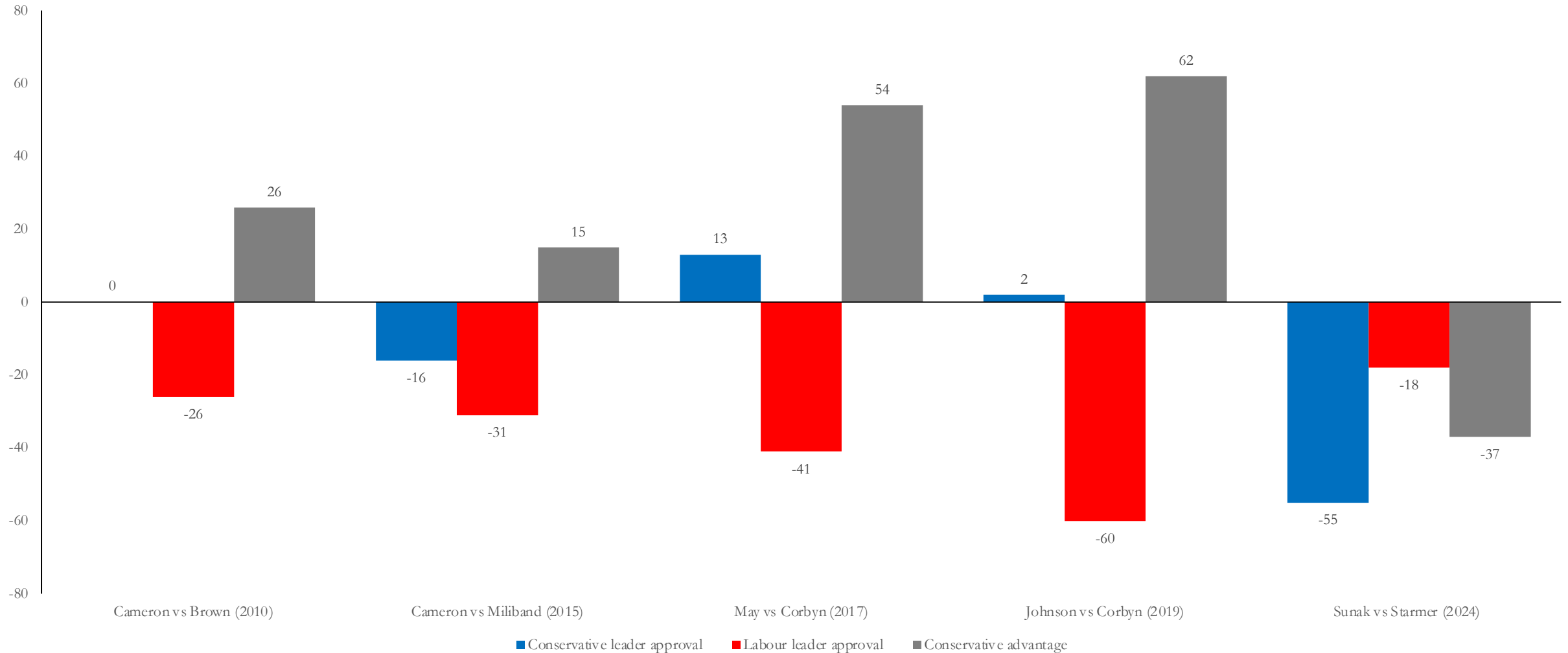
Every election is a choice on multiple dimensions:

Leadership: Sunak or Starmer?

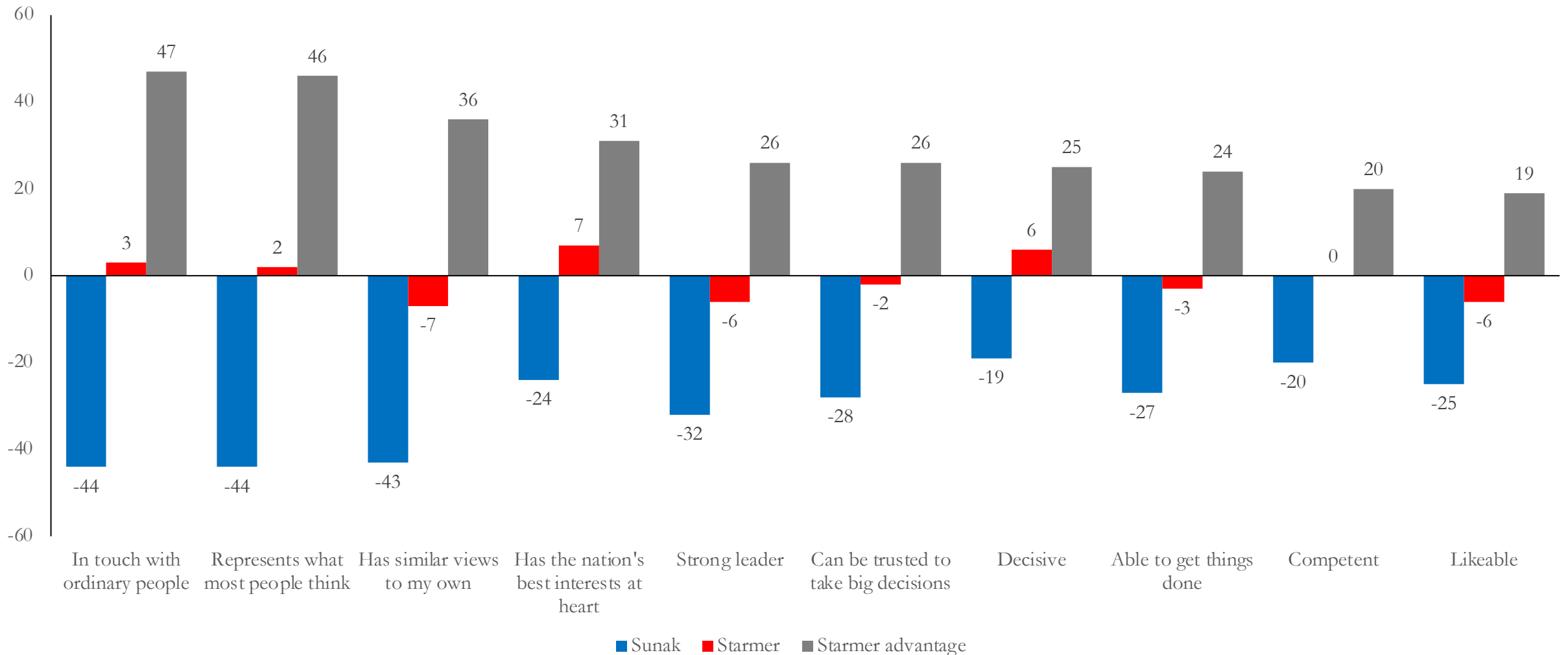
Issues: Which issues matter? Who is best to address them?

Performance: How is the government doing? Are you better off now than you were four years ago? Time for a change or 'stick with the plan'?

Leadership – Starmer isn't loved, but Sunak is loathed

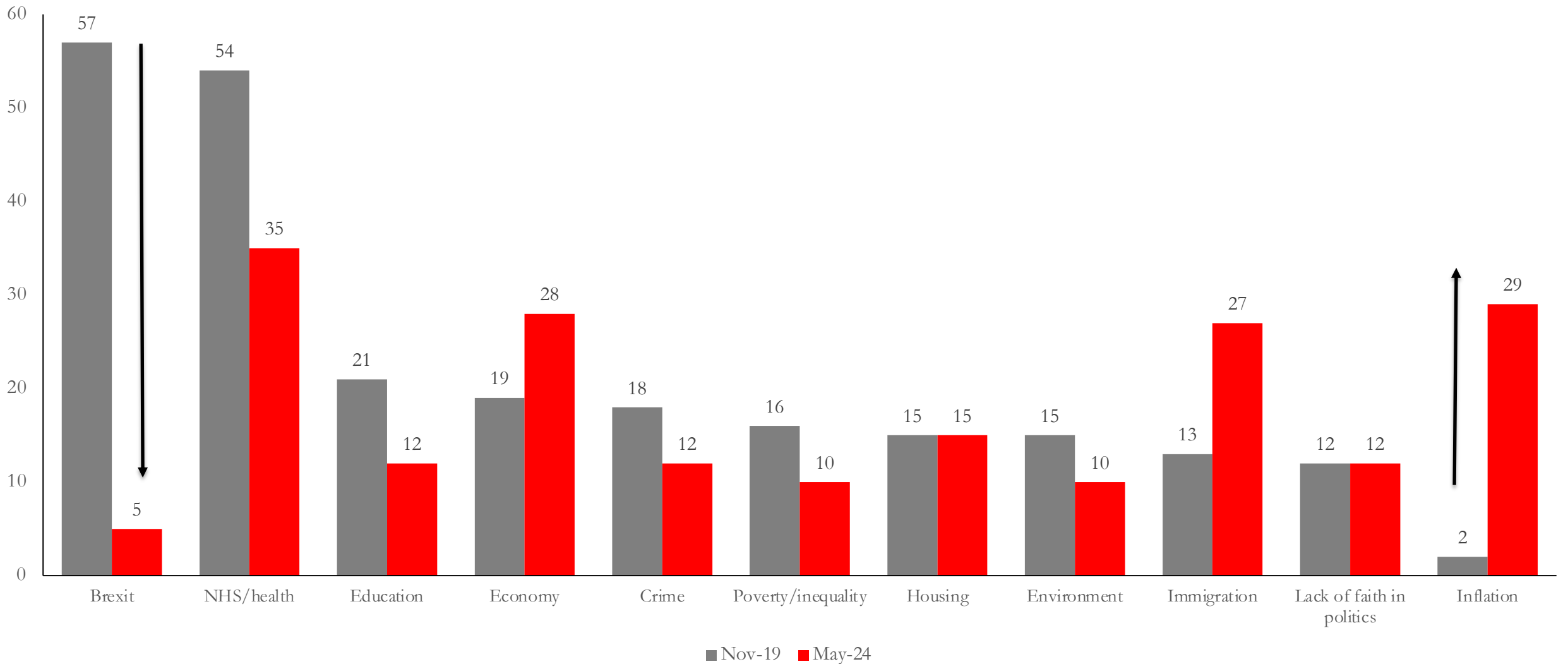


Leadership: Sunak trails Starmer on every personal quality, and the campaign isn't closing the gap



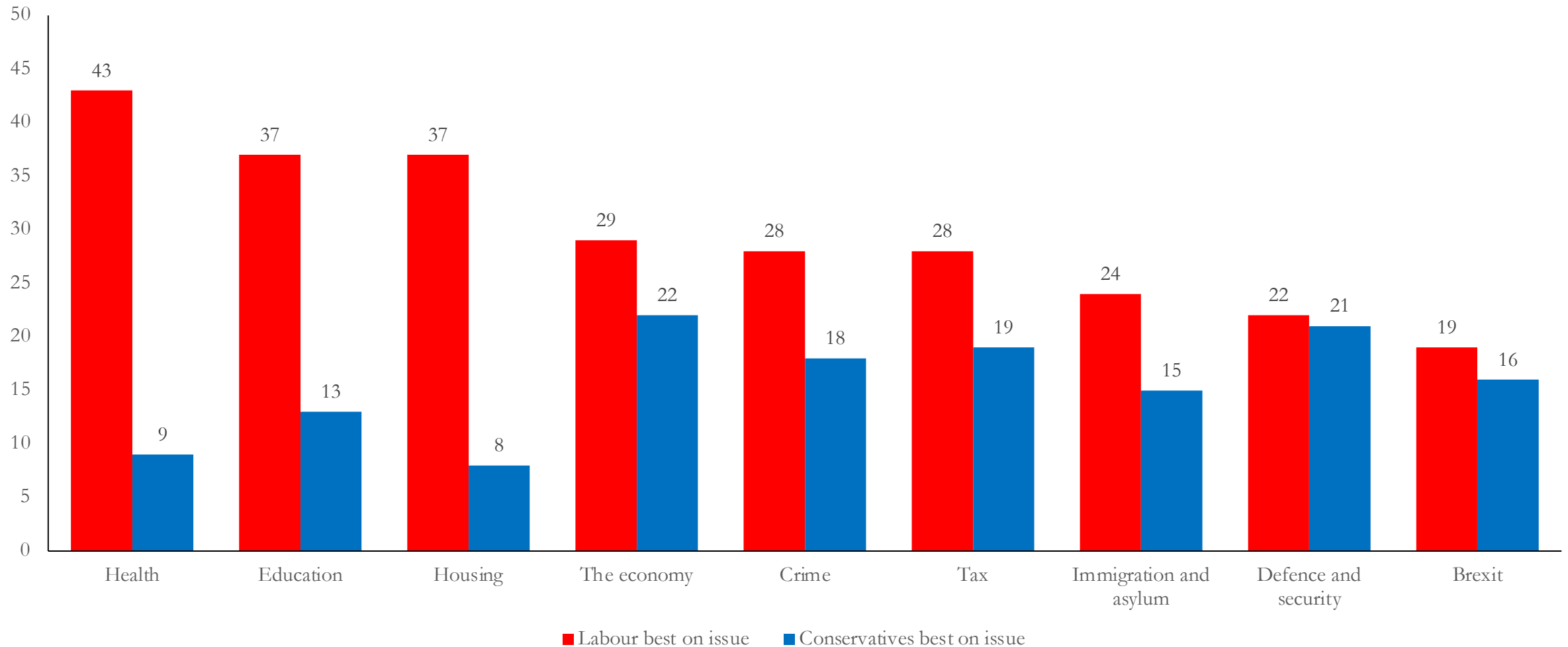
Source: Opinium 5-7th June 2024

Issues: Old priorities resurface with Brexit 'done' (for now, at least) and COVID beaten



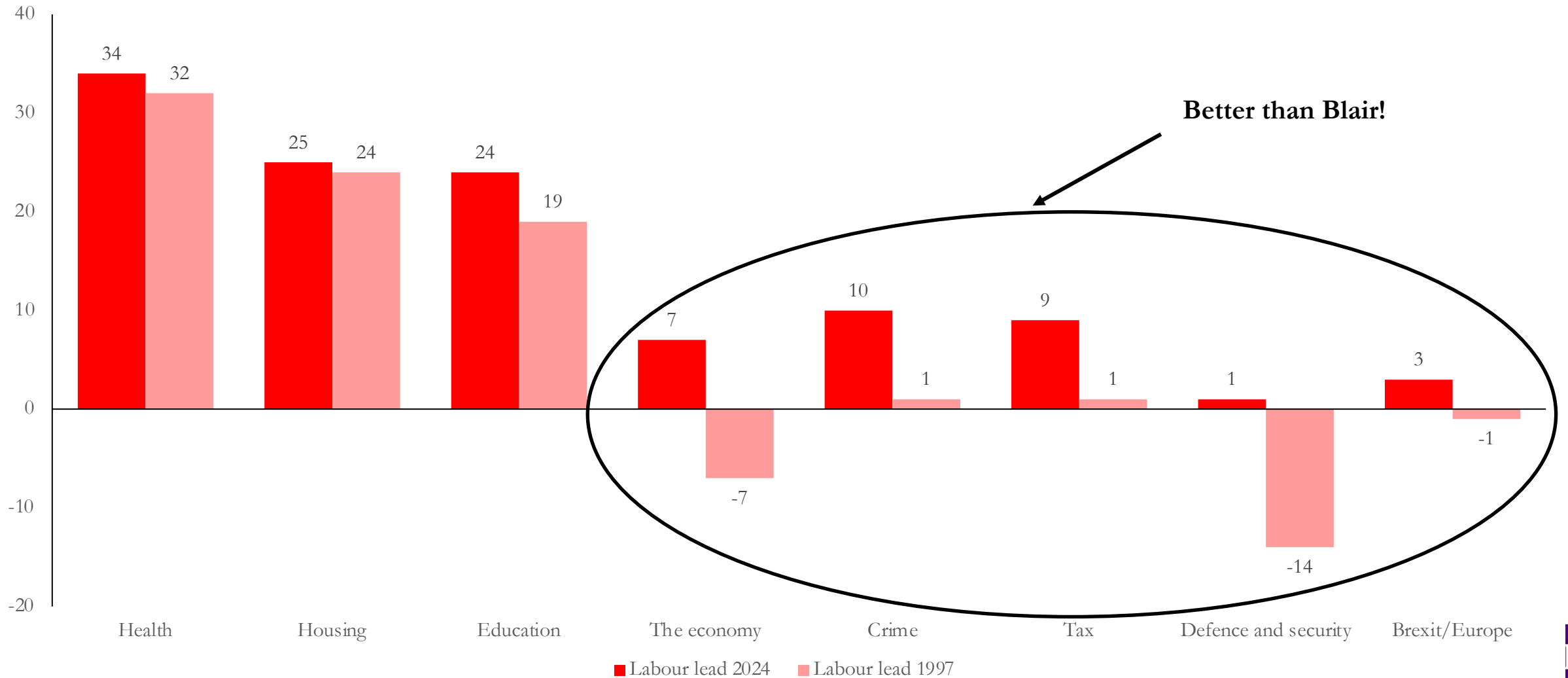
Source: IPSOS-MORI issues index, November 2019 and May 2024

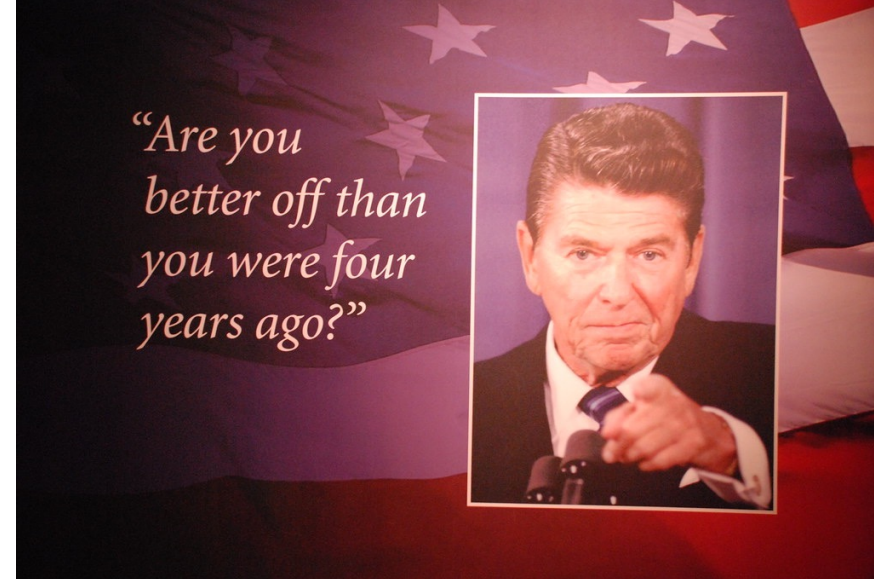
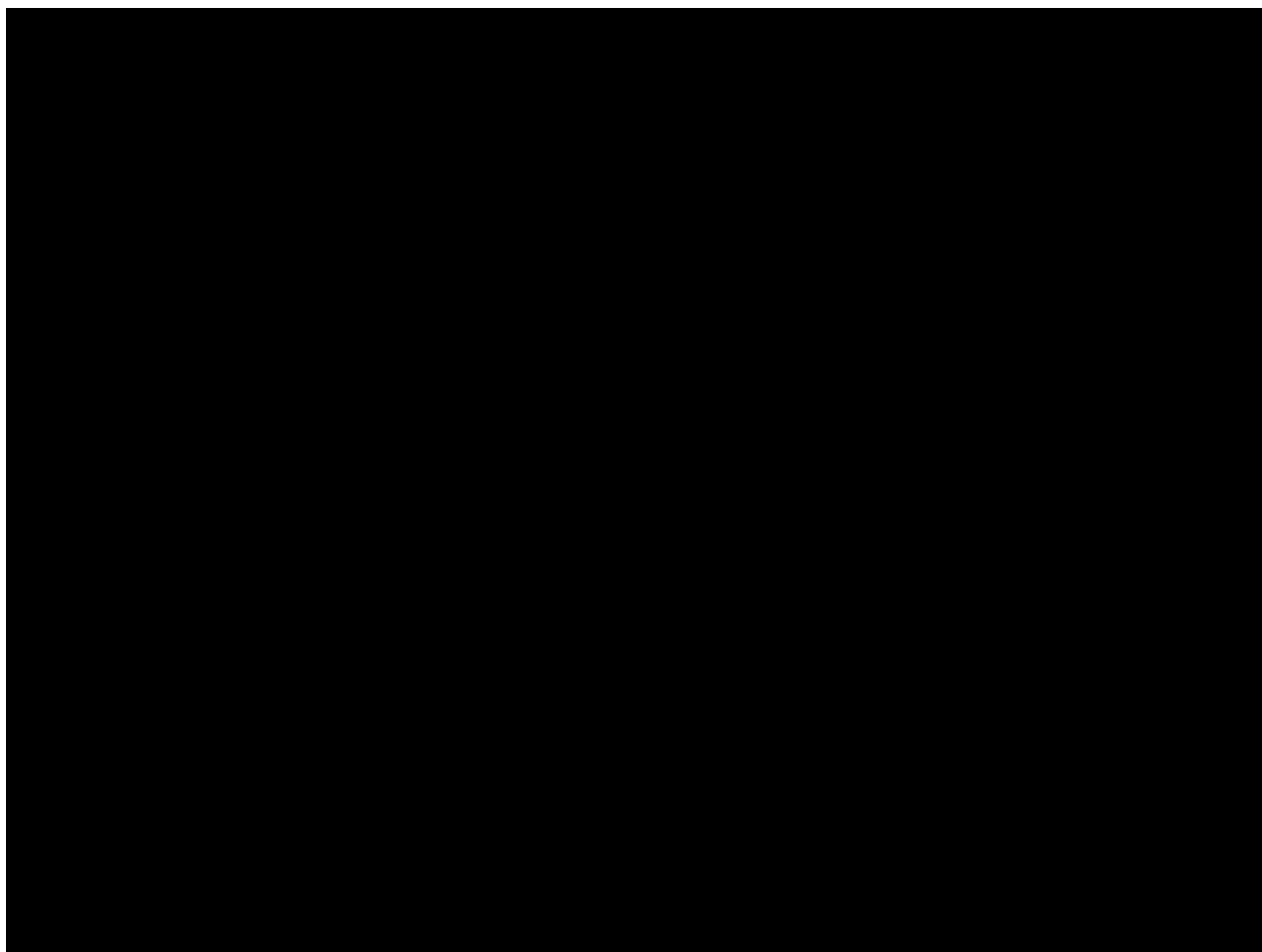
Who is best on the issues? A Labour clean sweep...



Source: YouGov 1-3 June 2024

...which even Tony Blair didn't manage in 1997

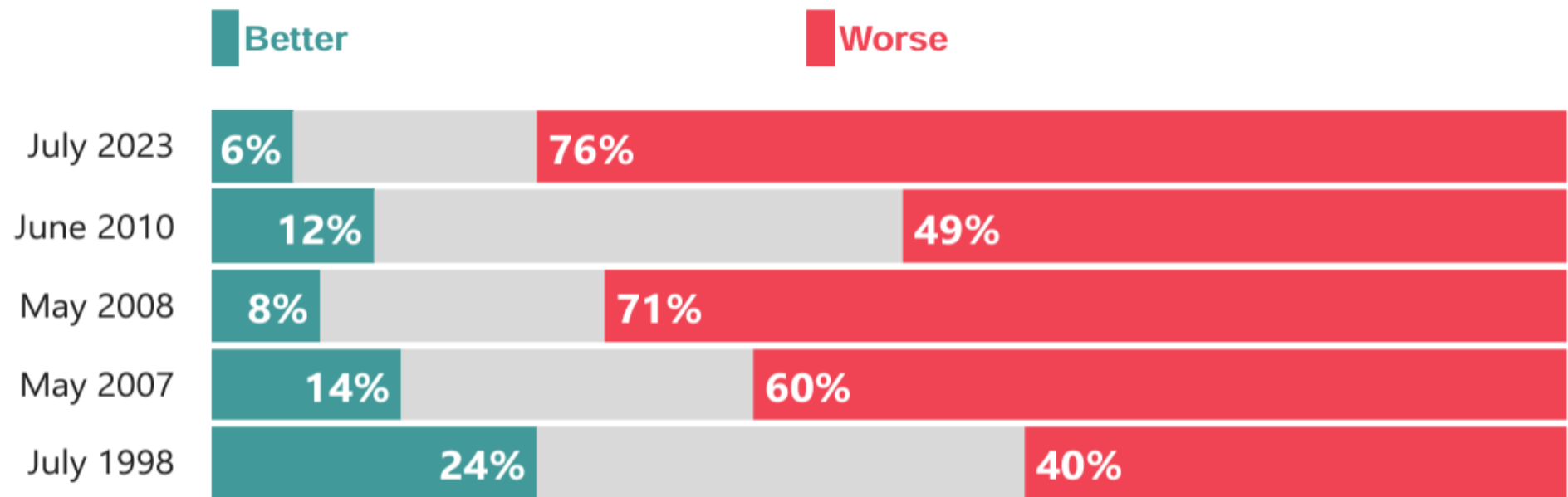




British voters have had a clear answer to the Reagan question for a while...

Is Britain getting better or worse as a place to live?

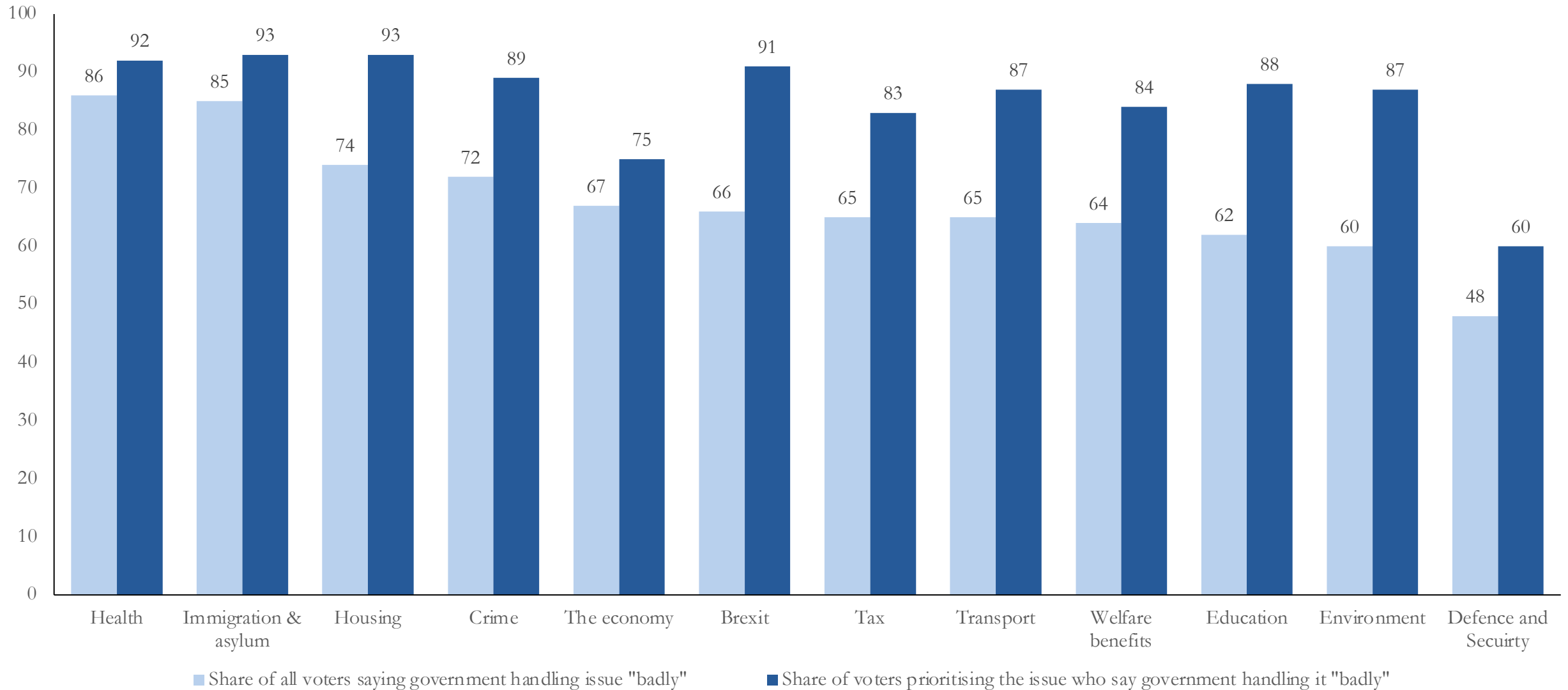
Generally speaking, do you think that Britain as a place to live is getting better or worse or is it staying the same?



Base: 1,065 British adults 18+, 19-23 July 2023

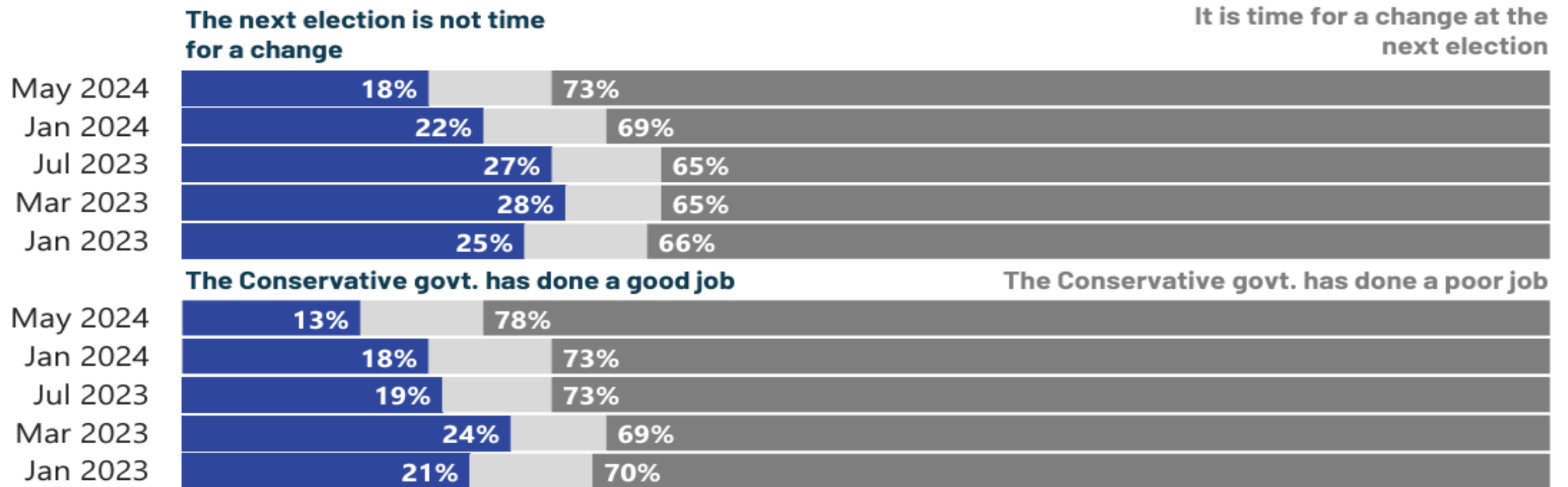
Source: Ipsos Political Monitor

The government gets failing grades on every issue...and scores even worse with the voters who care most...



No wonder then that voters see this election as “time for a change”

Thinking about the outcome of the next General Election, which of the following, if any, comes closest to your view?



Base: 1,008 British adults 18+, 8-14 May 2024

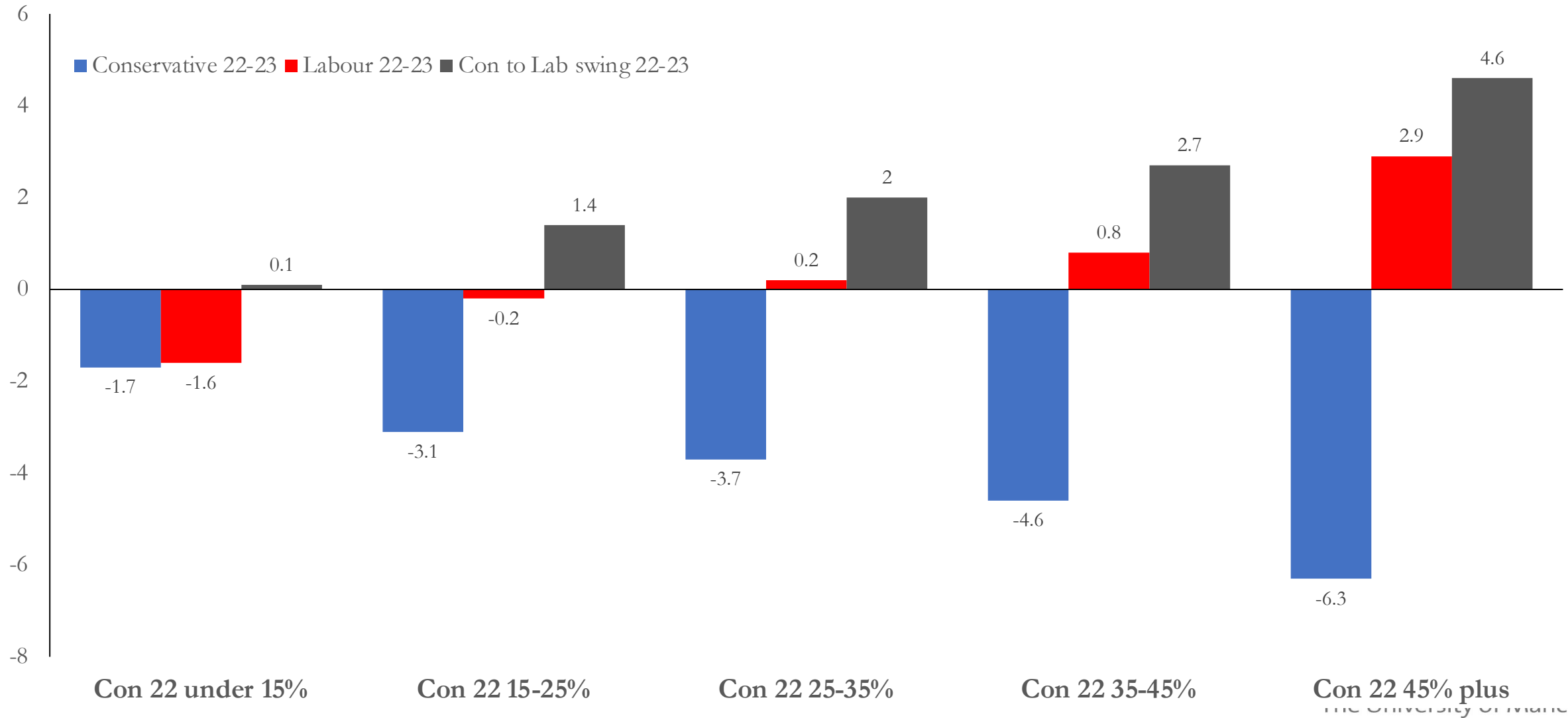
Source: Ipsos Political Monitor

Four more Tory headaches

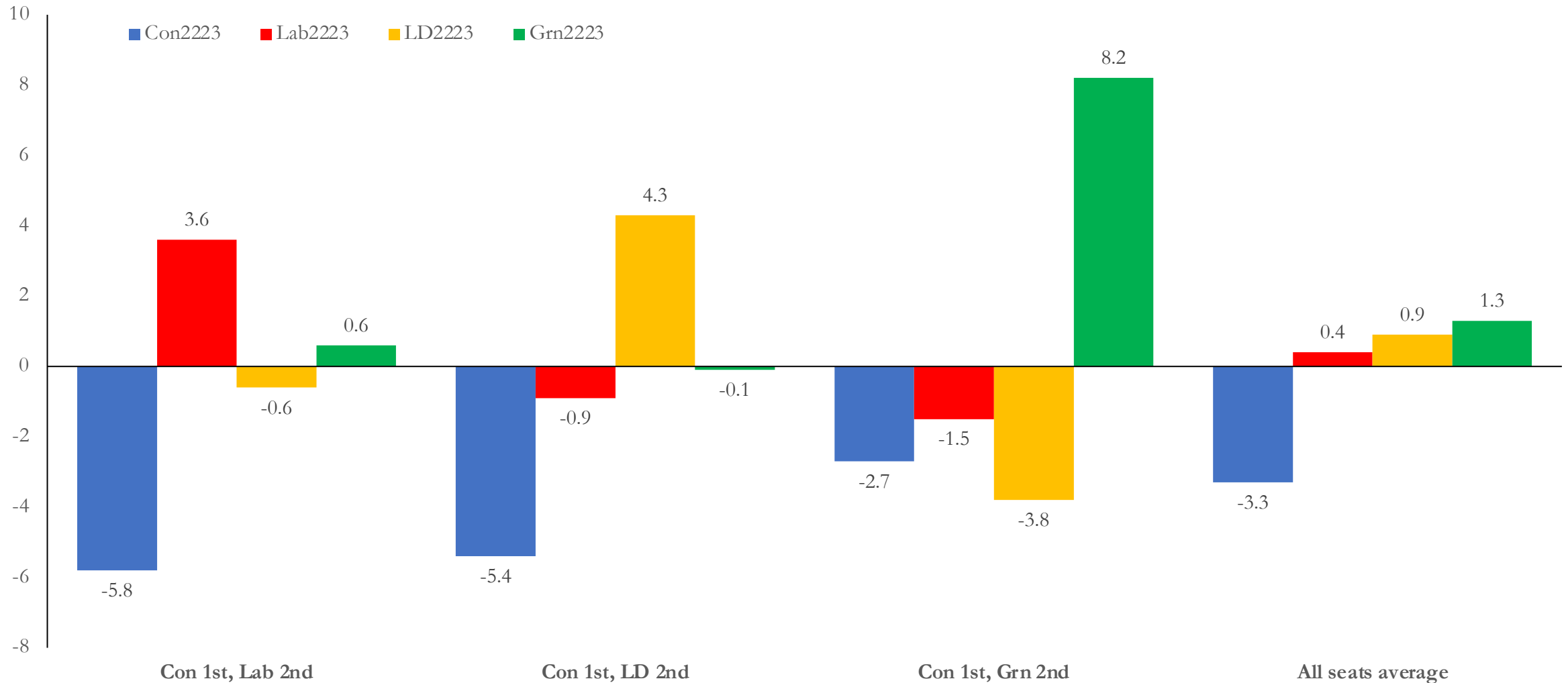


- Proportional swing – Labour winning more where more is needed
- Tactical voting – voters backing whoever is best placed to defeat the Tories
- Scotland – SNP slump, Labour comeback
- Return of Farage – hitting the Tories harder because he sat the last one out

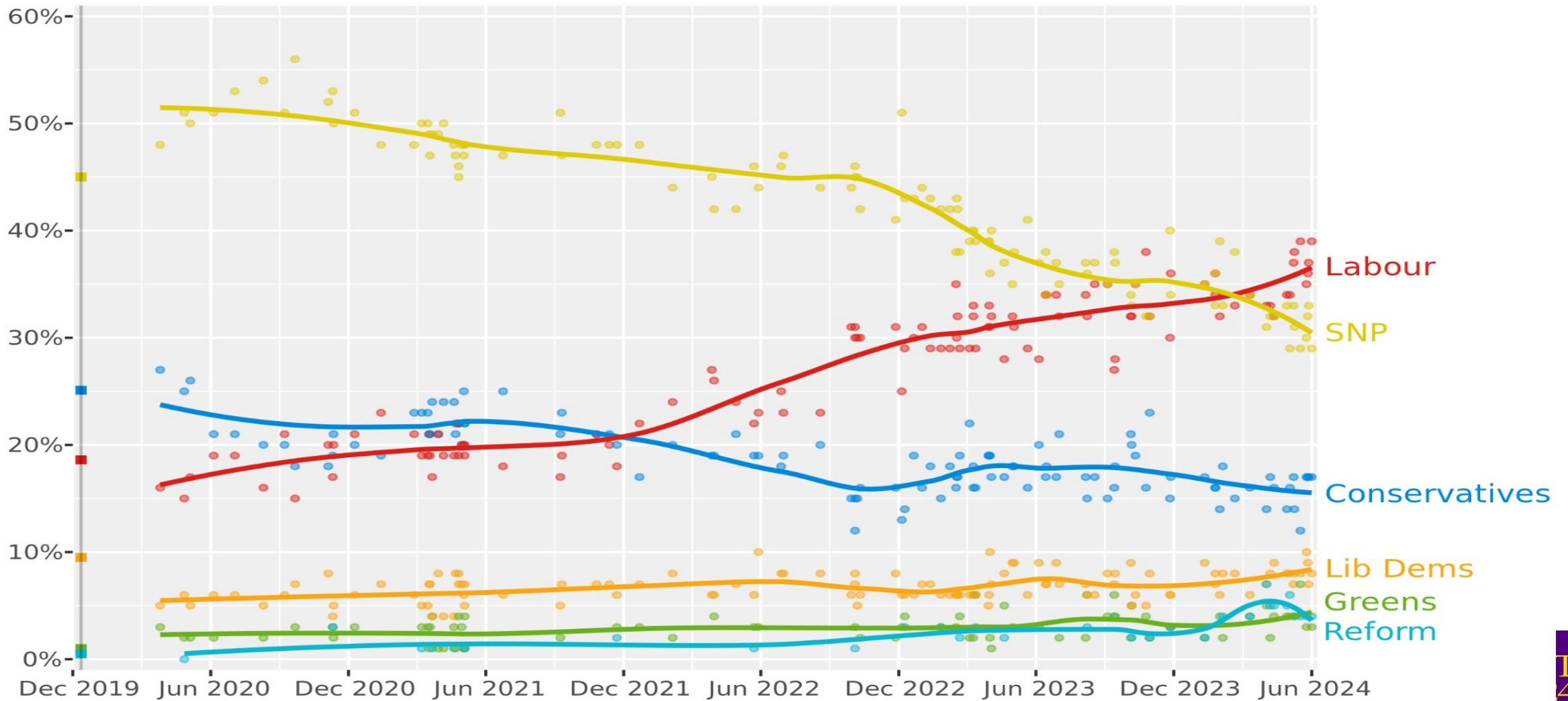
...Proportional swing: both polls and local elections show Labour are making the biggest gains where they need the biggest swings



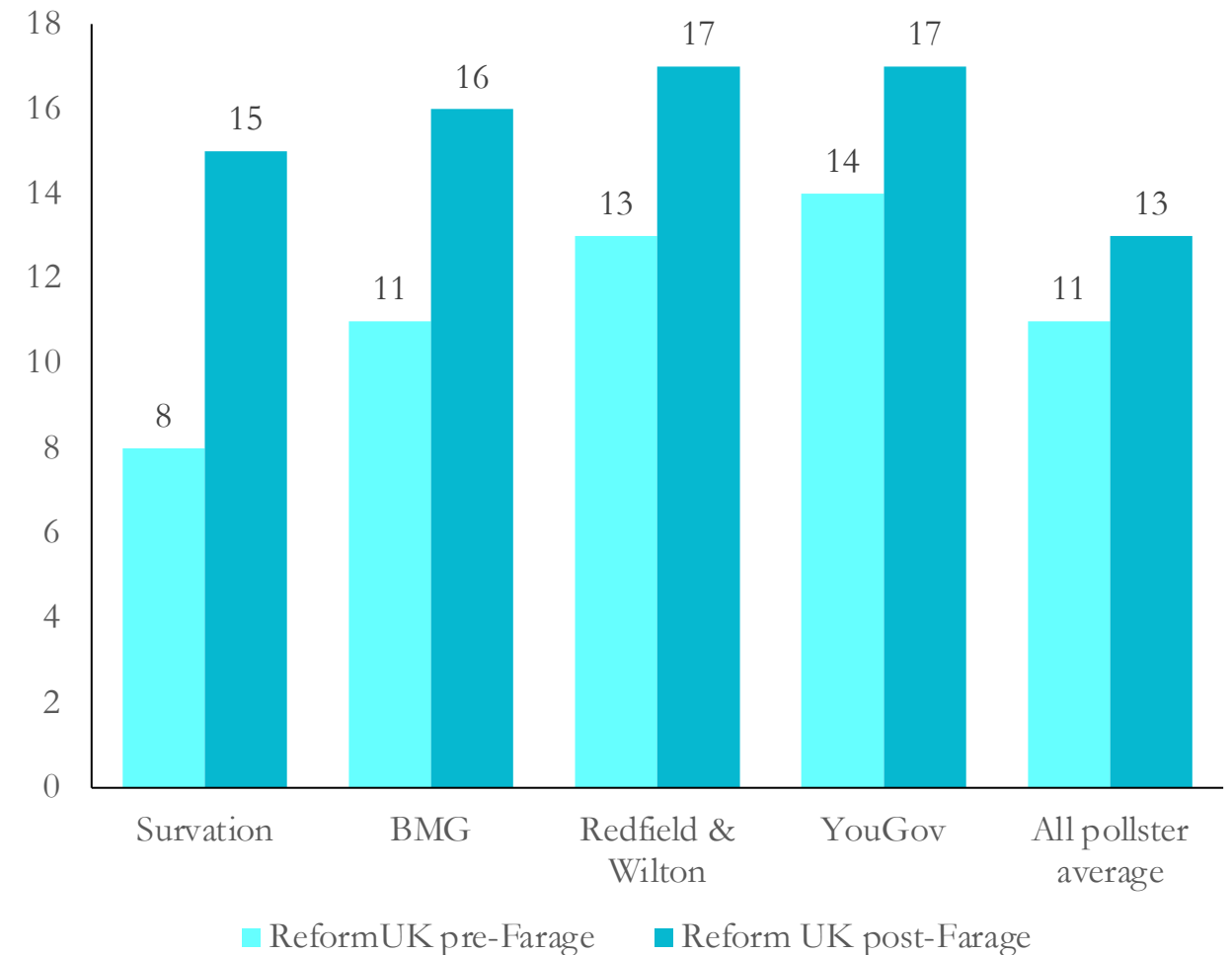
Tactical voting: voters in recent local elections have coalesced behind whoever is second place in Con held seats



SNP to Labour swing in Scotland is even bigger than Con to Labour swing in England & Wales



The Farage effect – hitting the Tories hard where it hurts



Recipe for a landslide

- Start with a twenty point vote lead...
- ...add a big leadership advantage...
- ...throw in leads on every issue voters care about...
- ...and low marks for the government on every outcome...
- ...add a dash of “time for a change”...
- ...sprinkle gains just where you need them – in marginals, in Scotland, through tactical voting...
- Then, to finish, throw on some populist Farage brandy, and ignite...

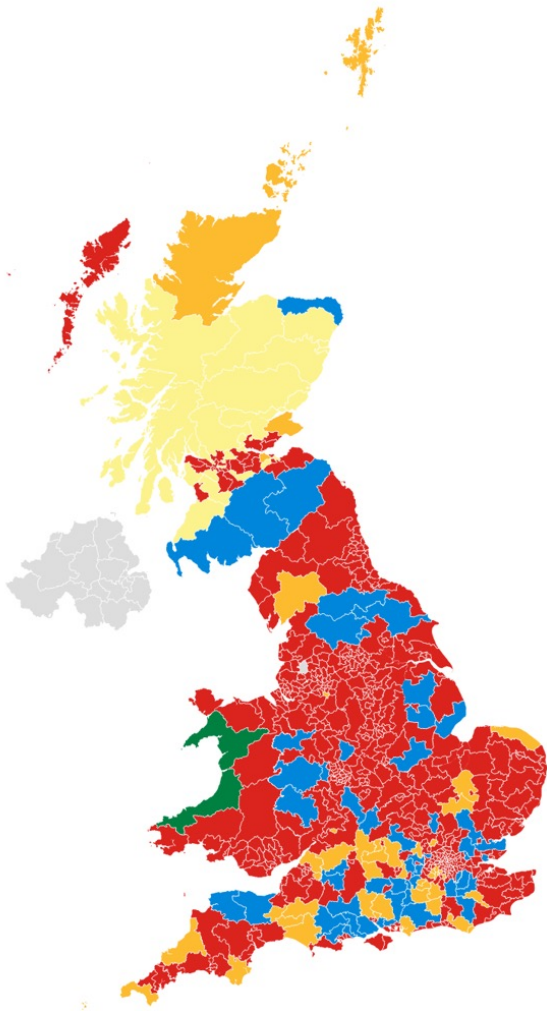
First YouGov MRP of 2024 general election shows Labour on track to beat 1997 landslide

UK Tories Are on Course for Historic Defeat, Mega Poll Shows

Survation MRP: Labour Set for Record Breaking Majority



Current Leader
Lab Con LDem SNP Plaid



A good campaign could still soften the blow...But...

**‘The stupidest of stupid ideas’:
Rishi Sunak’s D-Day snub
sparks Tory outrage**

**Sunak's D-Day absence: How the PM
walked into an election blunder**

**Furious Tories turn on Rishi Sunak over
D-day commemorations snub**

**D-Day blunder has Rishi Sunak under
siege as war veterans and military chiefs
condemn apologetic PM for skipping
anniversary ceremony**

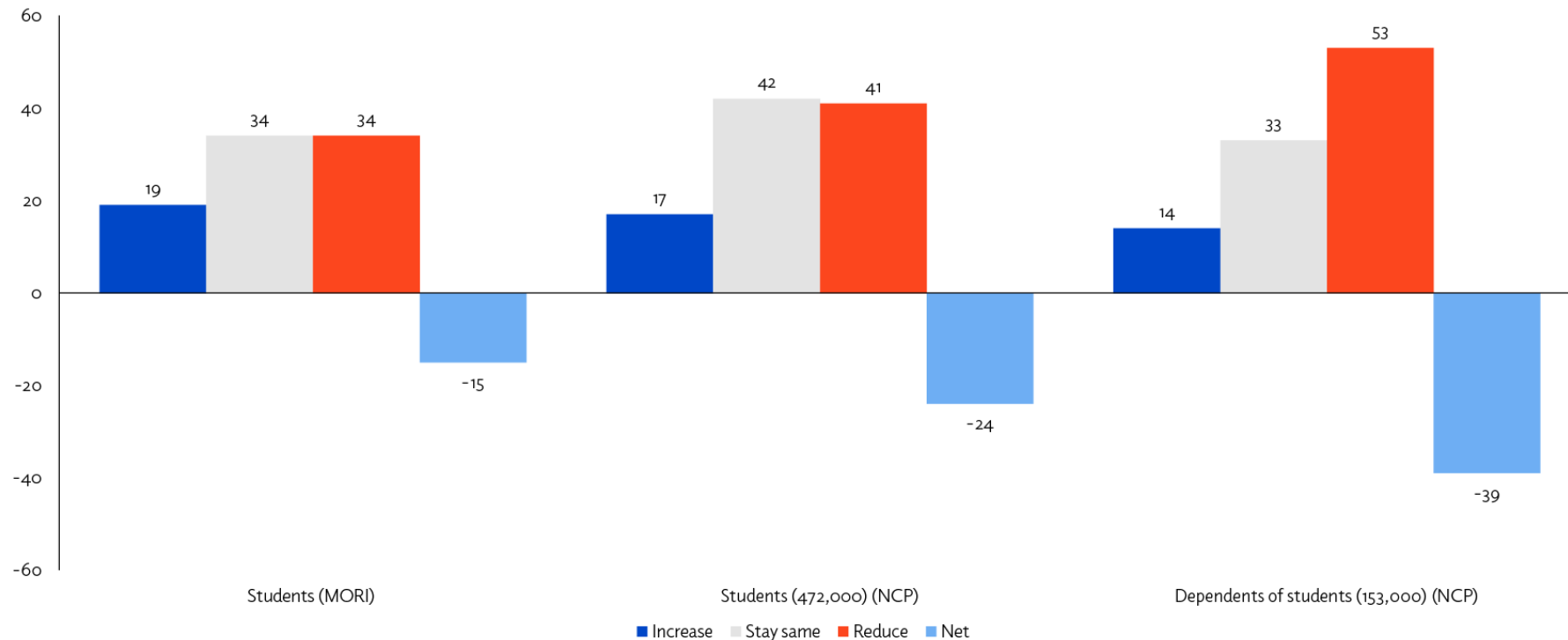
**Rishi Sunak D-Day row: ‘How could anyone
vote Tory after this?’**

Post-script – a tough fight to come for HE?
Public may be souring on high foreign student numbers...

Recent polling suggests growing public concern about the scale of student migration

Views of migration levels for student and student dependants

UK IN A
CHANGING
EUROPE



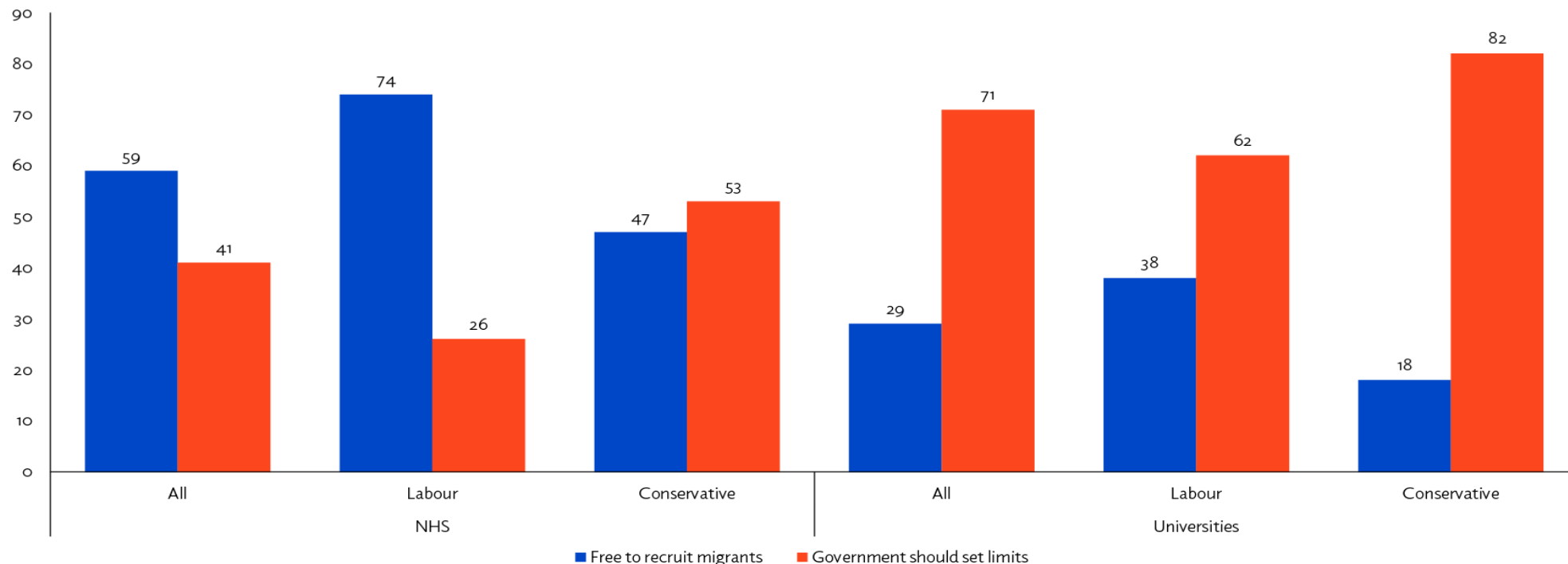
Source: NatCen panel (Jan 2024); IPSOS-MORI Immigration Tracker (Feb 2024)

...and strongly favour central government controls on recruitment

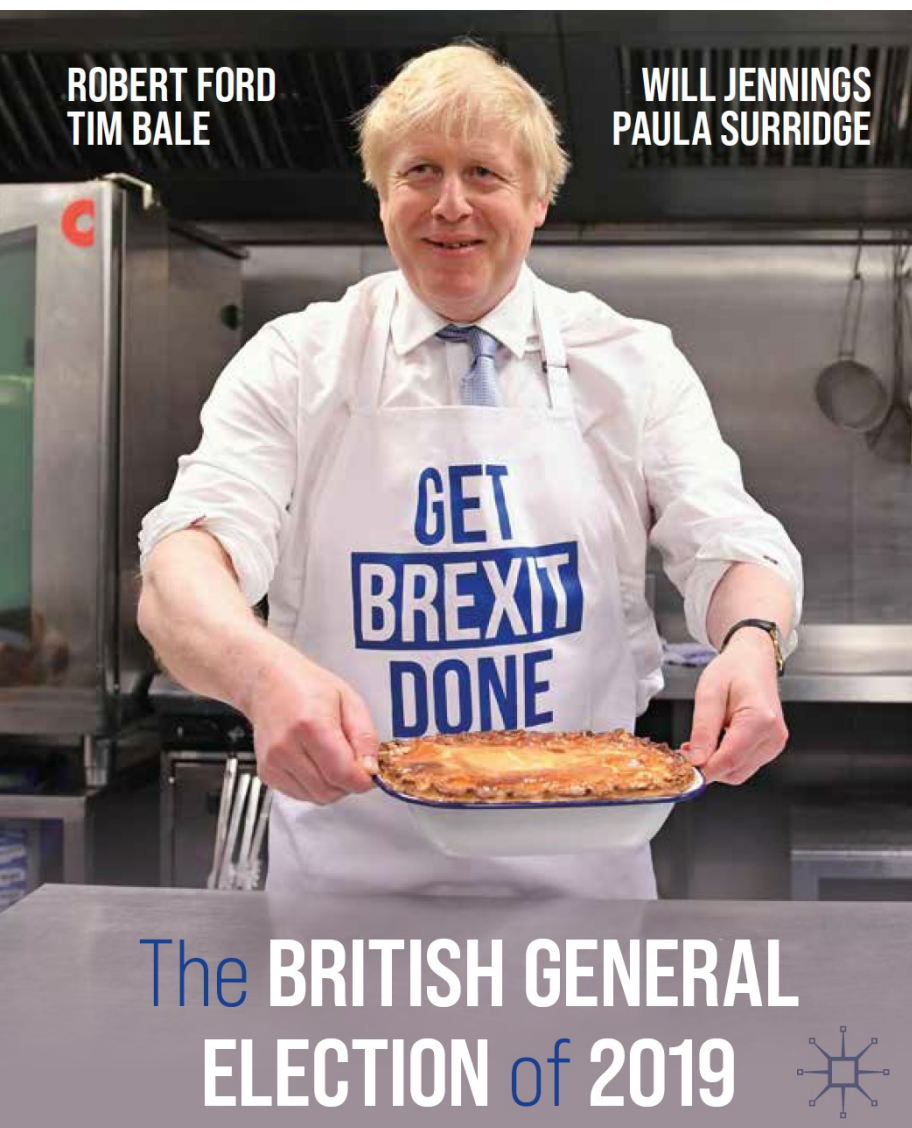
The UK public reject the principle of allowing universities the freedom to recruit students from abroad

Responses by party affiliation to the question, “should NHS/universities be free to recruit migrants or should government impose limits?”

UK IN A
CHANGING
EUROPE



Source: NatCen Panel January 2024



THANK YOU!