

# Turning point poll for Labour government

Survey, June 2025

YouGov

## Sample methodology

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- On behalf of Climate Policy & Strategy Associates, YouGov Blue fielded the June 2025 wave of the UK Climate Tracker, including 2,048 UK adults
- The June 2025 wave fielded from June 10 to June 12
- The figures have been weighted and are representative of all UK adults (aged 18+)
- The survey allows readers to look at target voters —
  - 2017 or 2019 Labour voters who defected in 2024
  - those who defected since 2024
  - those who say they there is “fair chance” they would vote for Labour
  - the current undecided voters who would potentially break for Labour

## Executive Summary: Trump global polarisation

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- Labour and Reform UK lead polarised blocs of the electorate that are only voting for parties that share their liberal and left and conservative and UK nationalist values.
- The historic Brexit disruption of traditional party support has been replaced by one centered on Trump, immigration, net zero and fossil fuels, and ending woke policies animating the conservative nationalists and one centered on opposition to Trump, aligning with Europe, mobilising to attack climate change and providing social supports animate liberals and the left.
- UK Reform will continue to grow versus Conservatives because more are considering them, and their voters hold the most intense view on the issues important to the bloc – immigration, net zero, & wokeness.
- Starmer has lost ground because he has a different theory of the change. Accordingly, he has not opposed Trump or aligned with Europe, escalated the battle on climate change or provided key social support during an acute cost of living crisis. That misalignment has led to massive defections in the election and afterwards, though the poll shows the power of a new narrative. The Red Wall is anti-Brexit and pro-Europe, but also anti-boats and woke.
- If Starmer does not join the main fight in the UK, he risks losing support massively like the Liberal Democrats who joined the Cameron austerity government and tried to become a centre party.

## Executive Summary – state of government

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- This survey shows that the Labour campaign made a series of unpopular decisions that pushed down its General Election vote to 35 percent and as low as 20 percent in the locals. The Prime Minister gets higher marks on dealing with the EU, President Trump, and climate and other initiatives that may have improved its vote marginally to 24 percent. But that leaves Labour as a 25 percent party with no growth in the size of the bloc supporting parties with liberal-left values.
- The public is increasingly discontented with leaders across all cultural and partisan divides on how to handle inflation and cost of living, the NHS, immigration, boats and crime. The Prime Minister gets his lowest grade on the economy. Labour gets its best policy marks on the announced plan on immigration but had not begun to address the worsening crisis.
- This polls shows a country at a decision point that can move significant votes to Labour.
- That decision point also includes recognising that nearly 15 percent of Lib Dem voters and 10 percent of Greens say there is a fair chance they will vote for Labour. Only 3 percent of Conservatives and 1 percent of Reform UK say the same.
- That is the result of the country's increasing cultural and partisan polarisation where leaders and institutions become emotional symbols that explode politically like the E.U., Brexit, Net Zero, BP, United States, Donald Trump and Gaza . Labour faced steady defections because they did not seem to care about the issues important to liberal-left voters in these times. But this is a moment when Labour may welcome these rules of the game.

## Executive Summary – change narrative

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- Voters understand that Donald Trump's election changed the rules of the game. His betraying Ukraine and allying with Putin changed what the UK must do to gain security and defend freedom. Trump's America First-tariffs create chaos, uncertainty, higher prices and a slowed economy and mean greatly reduced economic growth, even stagflation.
- As a result, a stunning 80 percent of the British public wants to raise taxes. Only 7 percent of Labour voters eschew them. That means changing to some kind of wealth tax, which has the support of Reform UK voters.
- The survey shows a public that wants an aspirational government that seeks to join with Europe to invest what is necessary to secure the country's defence, cut child poverty and take the battle against climate change to a new elevated level.
- The survey shows that focusing on the issues that matter to the liberal-left bloc and bold changes raise Starmer's approval in general and the economy. It reduces the undecided that break for Labour. But I think that underestimates what is possible. We can see from the results on immigration and the IMF growth result that voters are paying close attention. These principled bold steps can change Labour's trajectory.

# Leaders and issues

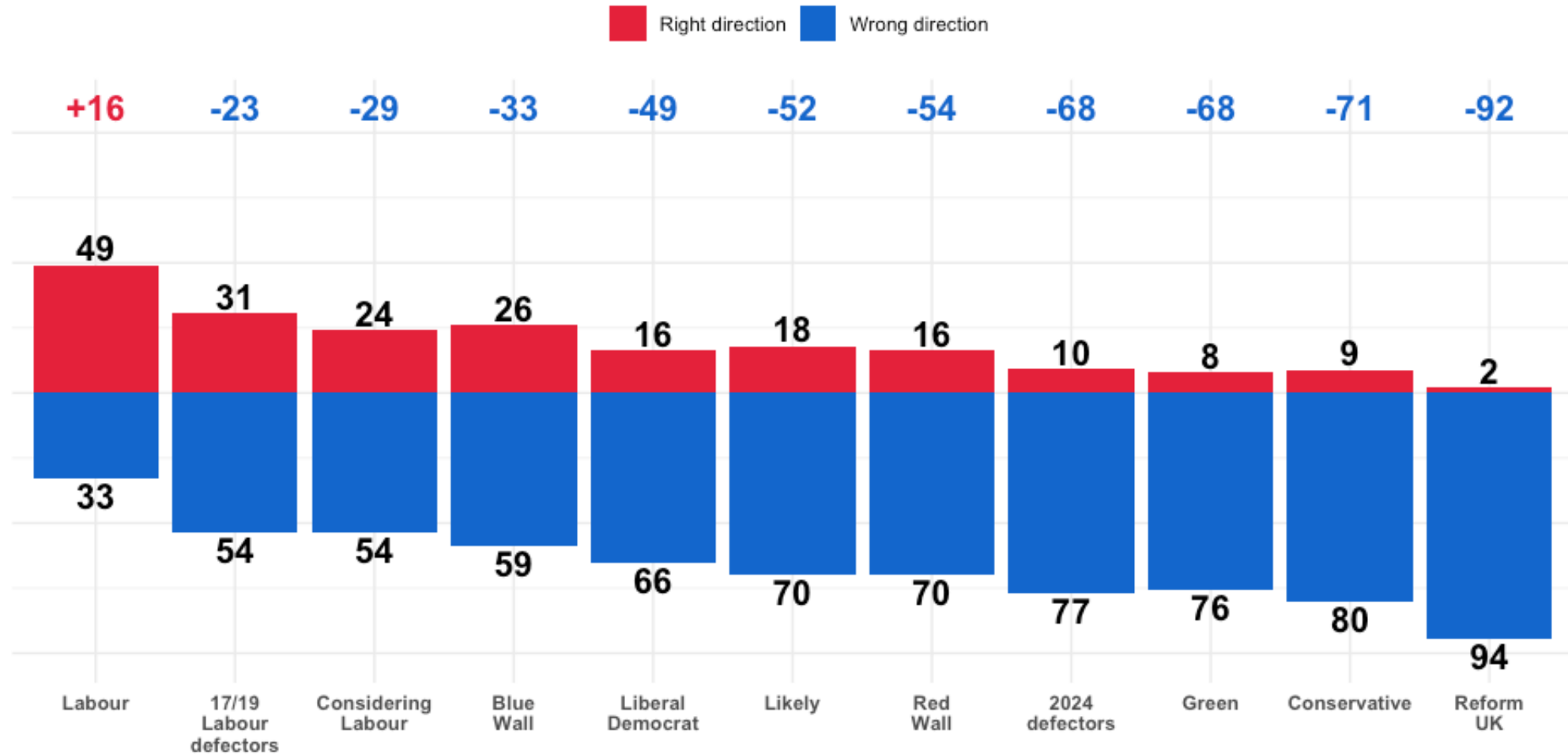
## Leaders and issues executive summary

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- The British public is deeply discontented with the direction of the country. Red Wall voters and Labour's 2024 defectors are the ones still demanding the most change.
- The public is fed up with leaders of all ideological stripes and angry with inflation and the cost of living, the state of the NHS and immigration, small boats and asylum seekers, as well as crime, violence and prisons. Red Wall and 2024 defectors flag immigration, suggesting the government was right to prioritise action.
- Starmer gets his highest approval on handling the EU and President Trump and then, climate. It is lowest on the economy that is below the Labour vote.
- Labour gets 24 percent of the vote and trails Reform UK by 4 points. But the liberal-social bloc is at 49 percent unchanged from the locals.
- Impressive numbers of Liberal Democrats and Greens say there is a fair chance they will vote for Labour, but only 1 percent of Reform and 3 percent of Conservatives say that. The former bloc constitutes the overwhelming share of those considering Labour.

## Over 70 percent of likely and Red Wall voters say we're headed in the wrong direction. But critically, so are 77 percent of those who defected from Labour since the General Election

That is 77 percent for the Labour voters lost since the last election

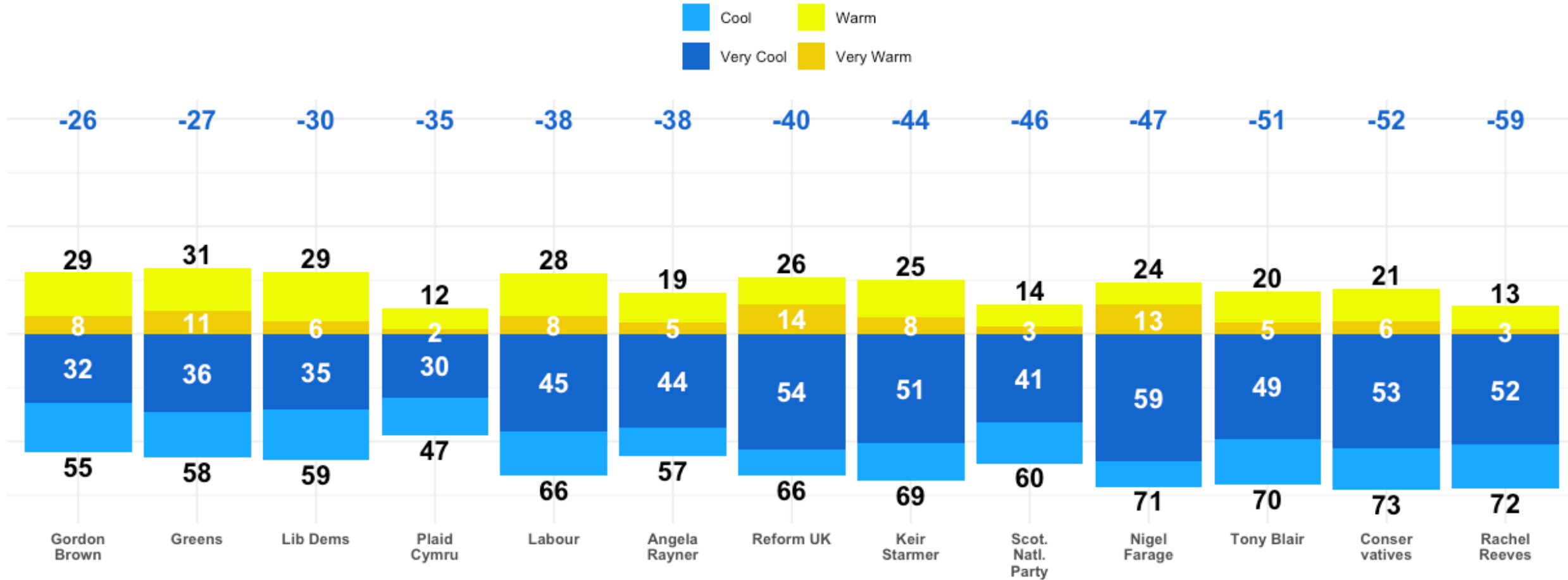


Generally speaking, do you think that things in this country are [going in the right direction, or do you feel things have gotten pretty seriously off on the wrong track]?



# UK adults express widespread dissatisfaction with all their political options

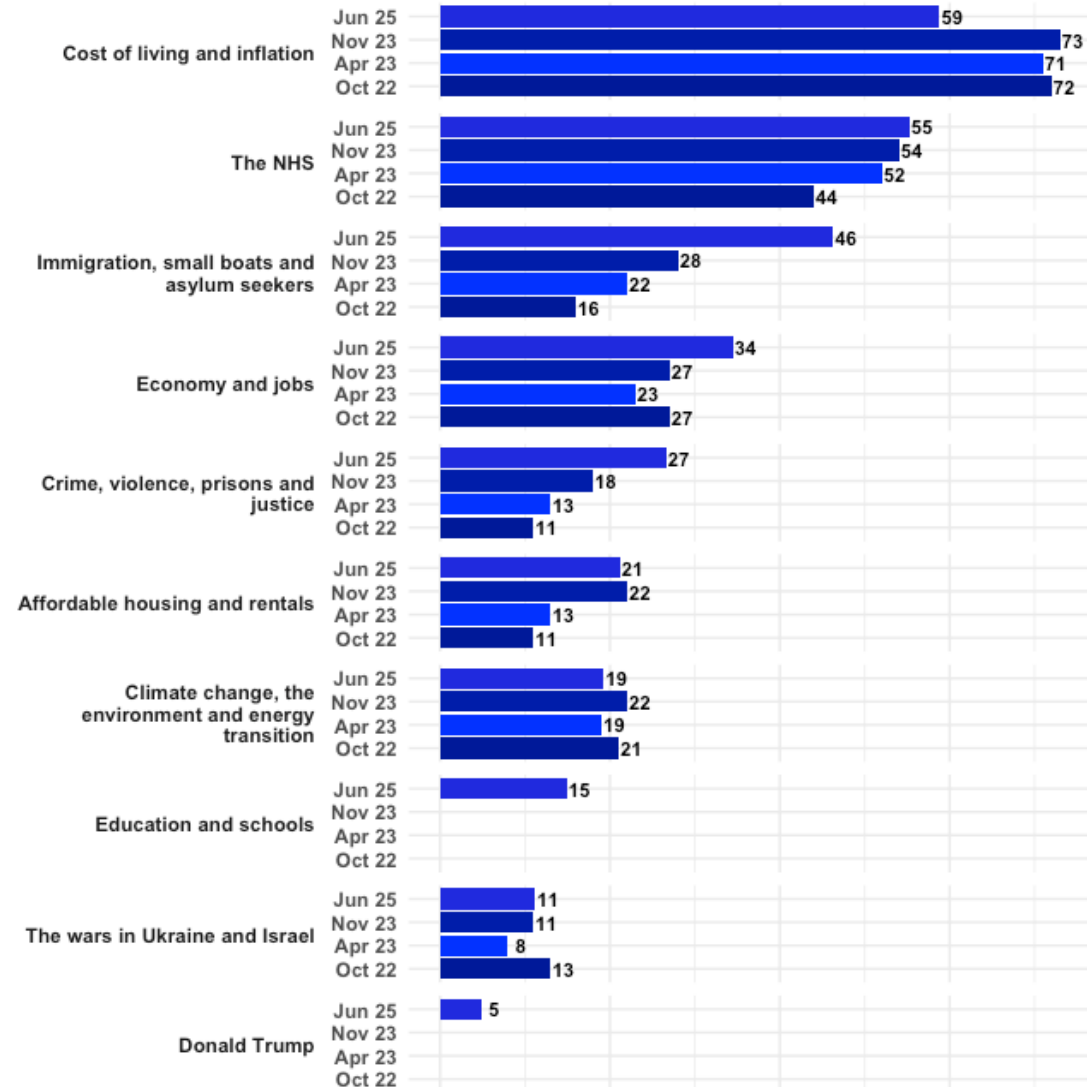
The Chancellor has the lowest score



Please rate your feelings toward some people, organisations and activities, with one hundred meaning a VERY warm, FAVOURABLE feeling; zero meaning a VERY COLD, UNFAVOURABLE feeling; and fifty meaning not particularly warm or cold.

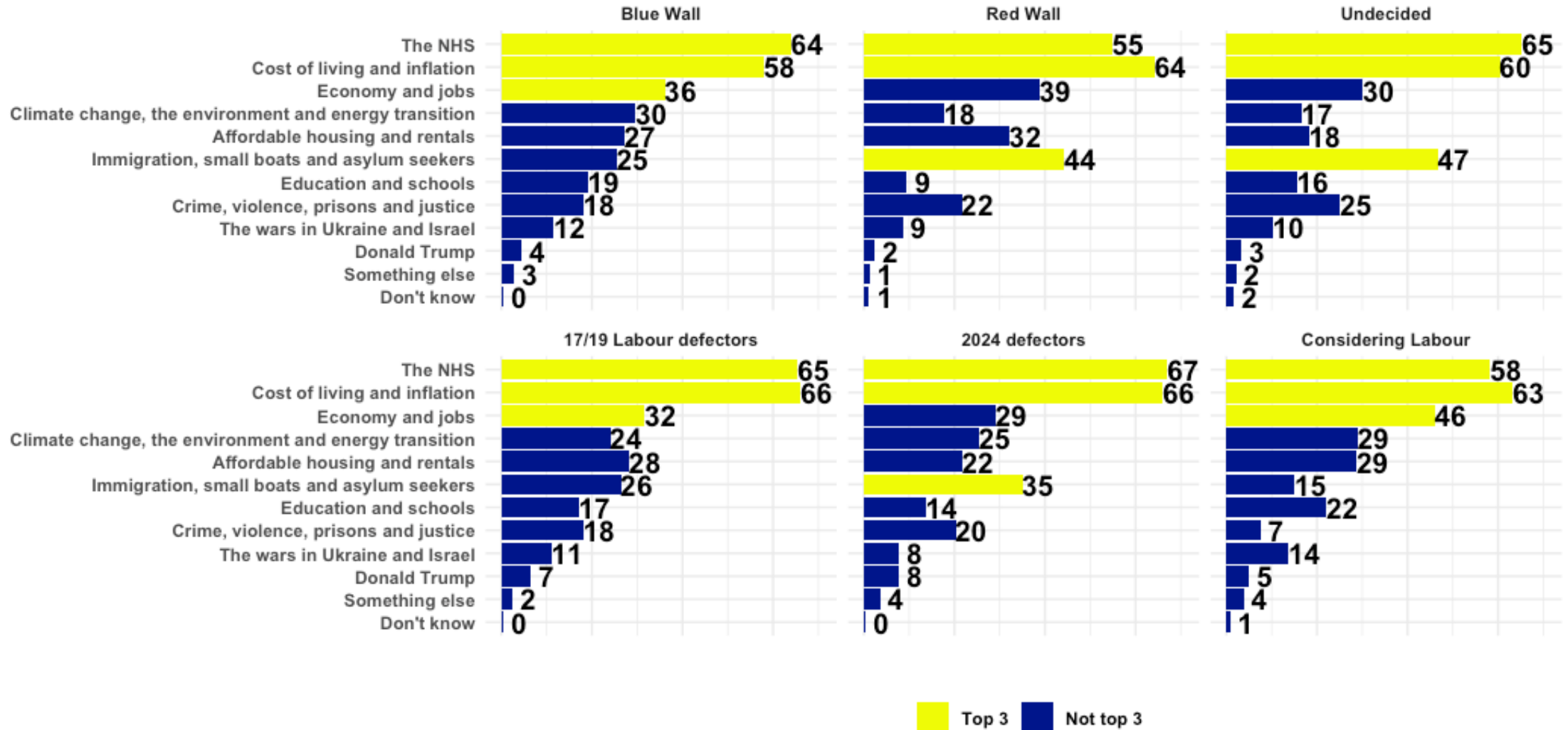
# Cost of living, inflation and NHS top concerns. Immigration salience increases substantially, along with crime, compared to previous years

Climate salience remains stable and stands alongside affordable housing



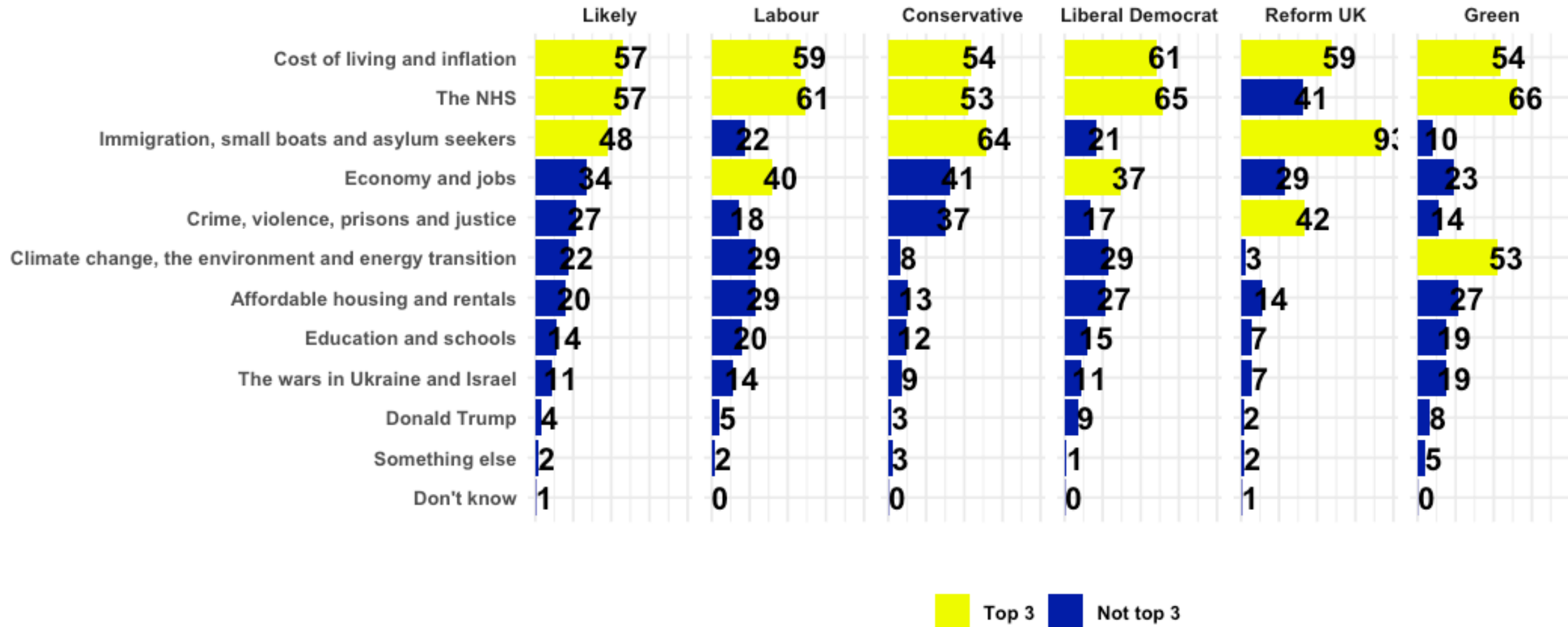
# Across all key groups the cost of living and NHS dominate

Immigration also important for the Red Wall, undecided voters and our most recent defectors



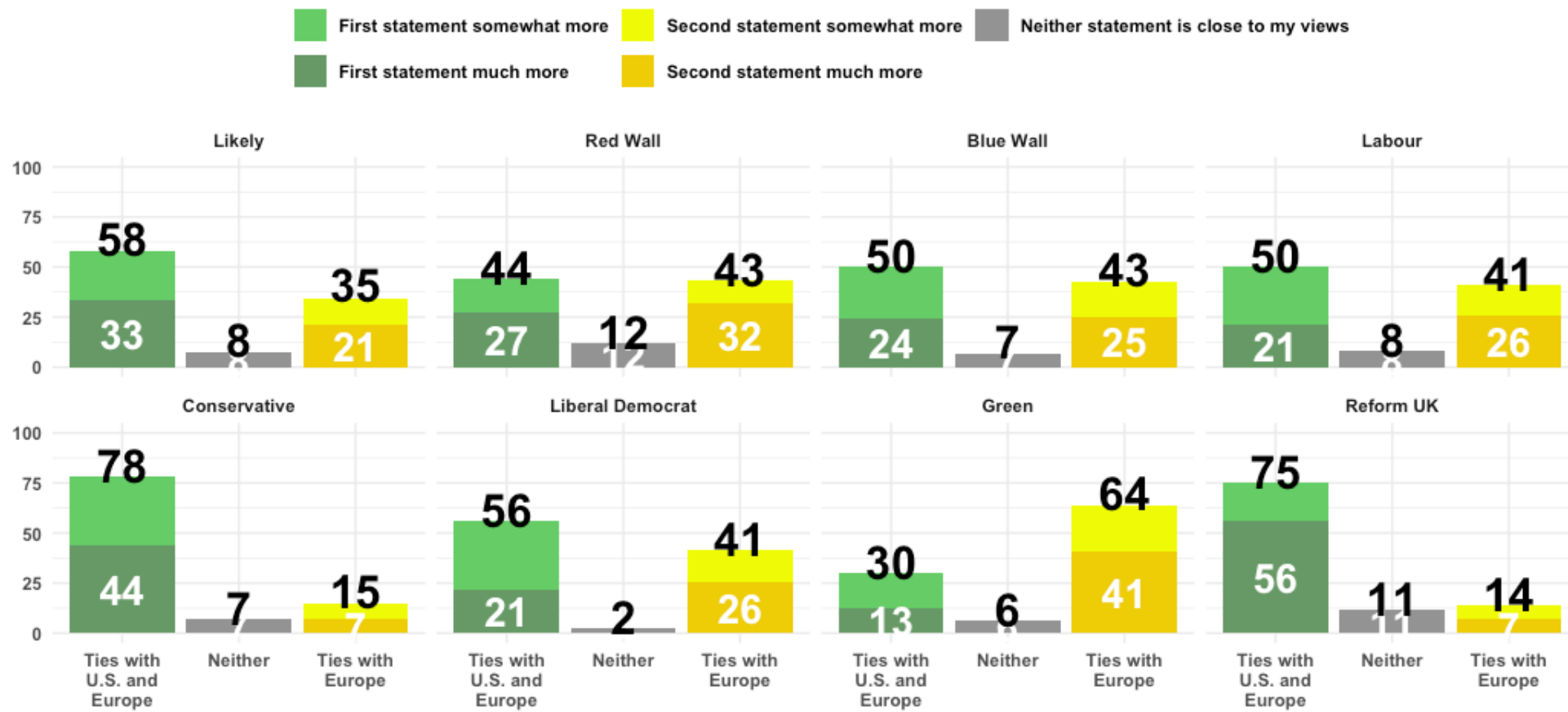
# Immigration is top issue for Conservatives and Reform, but they weren't considering Labour

Climate change, environment and energy near top issue for Greens who are looking at Labour



# The public agrees with the Prime Minister that Britain should have strong ties to both the United States and Europe

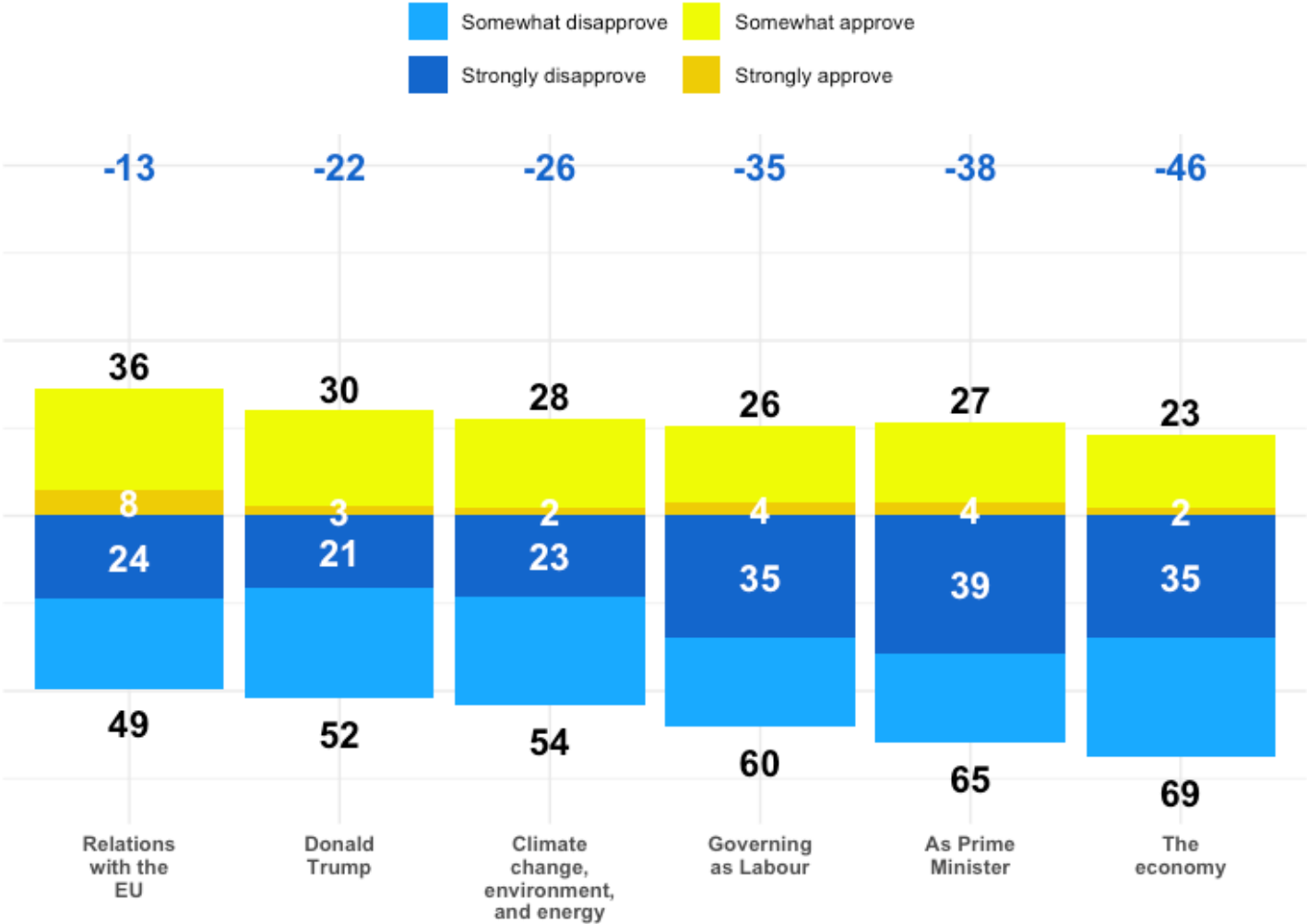
1) Britain needs to maintain strong ties with both the U.S. and Europe. 2) Britain needs to ally mainly with Europe.



On the following pages are some pairs of statements. For each, please indicate whether the FIRST statement or the SECOND statement comes closer to your views, even if neither is exactly right.

# Approval is highest for handling the EU, Trump and climate and lowest for the economy

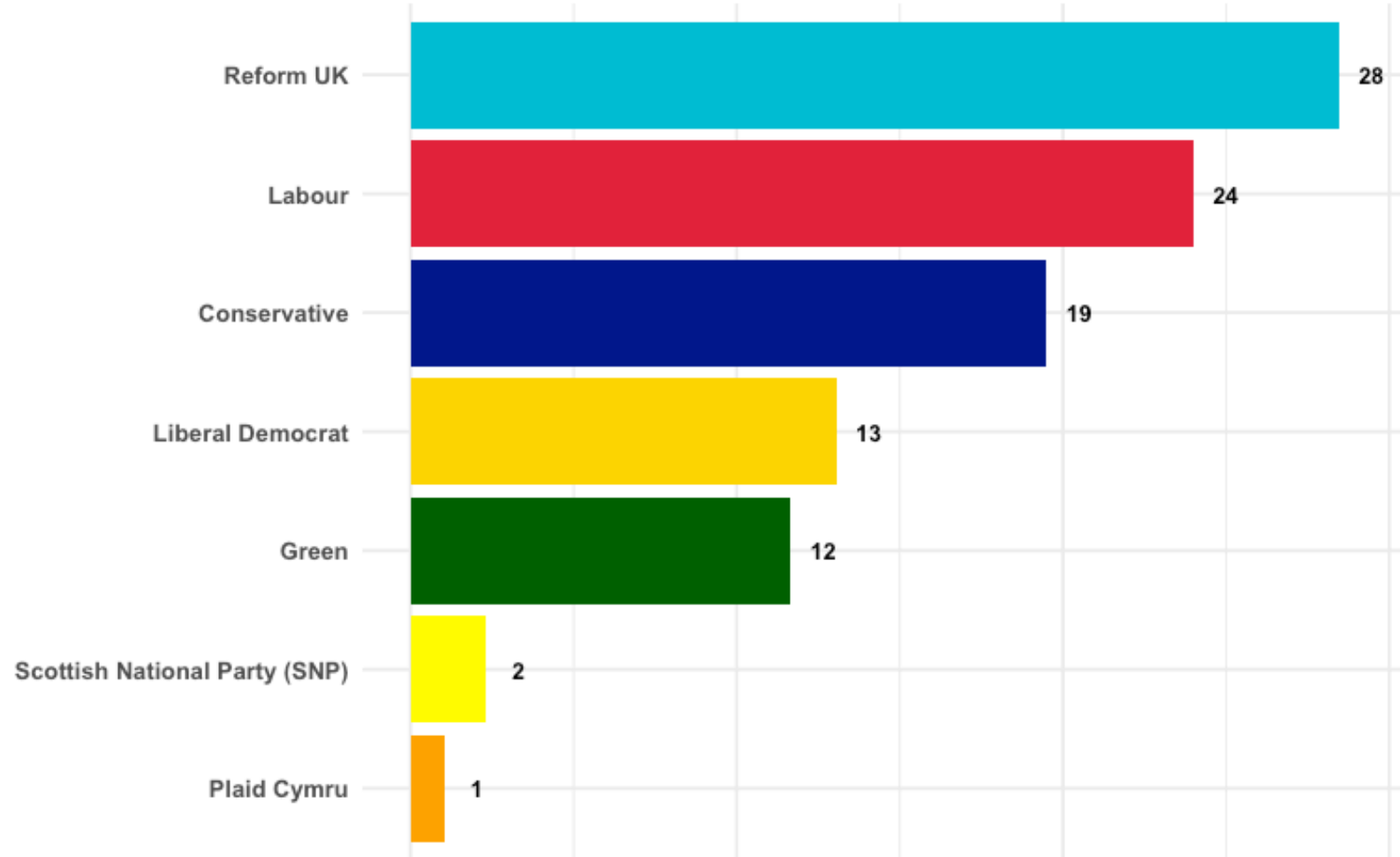
Starmer's raised approval is just barely above Labour's vote



How much do you [approve or disapprove] of each of the following?

# Reform UK and Labour lead blocs that equally divide the electorate – 49 to 47 percent

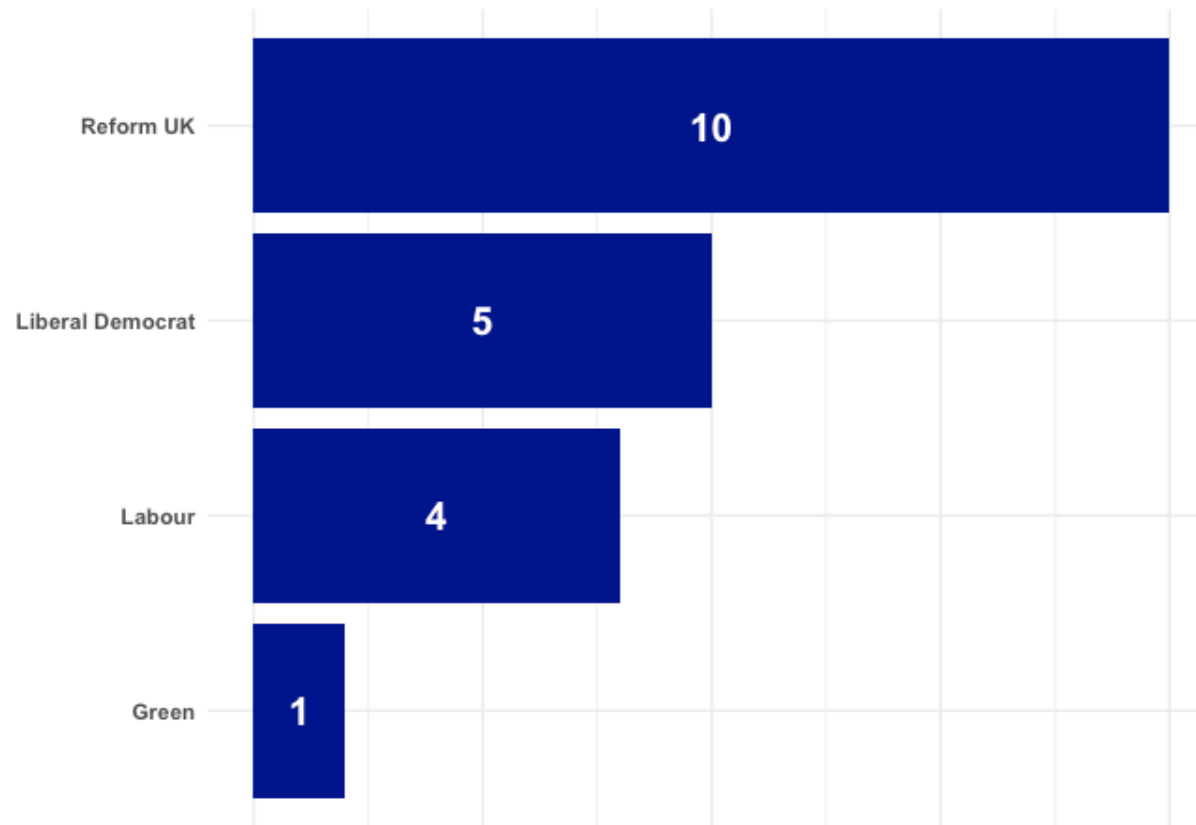
But other polls of constituencies give Reform UK a chance of forming the next government.



If there were a general election held tomorrow, which party would you vote for? -Full recode

# Fully 10 percent of Conservative voters say, a “fair chance” they’d vote Reform UK. Only 4 percent consider Labour

Almost no Green voters are open to the Conservatives.

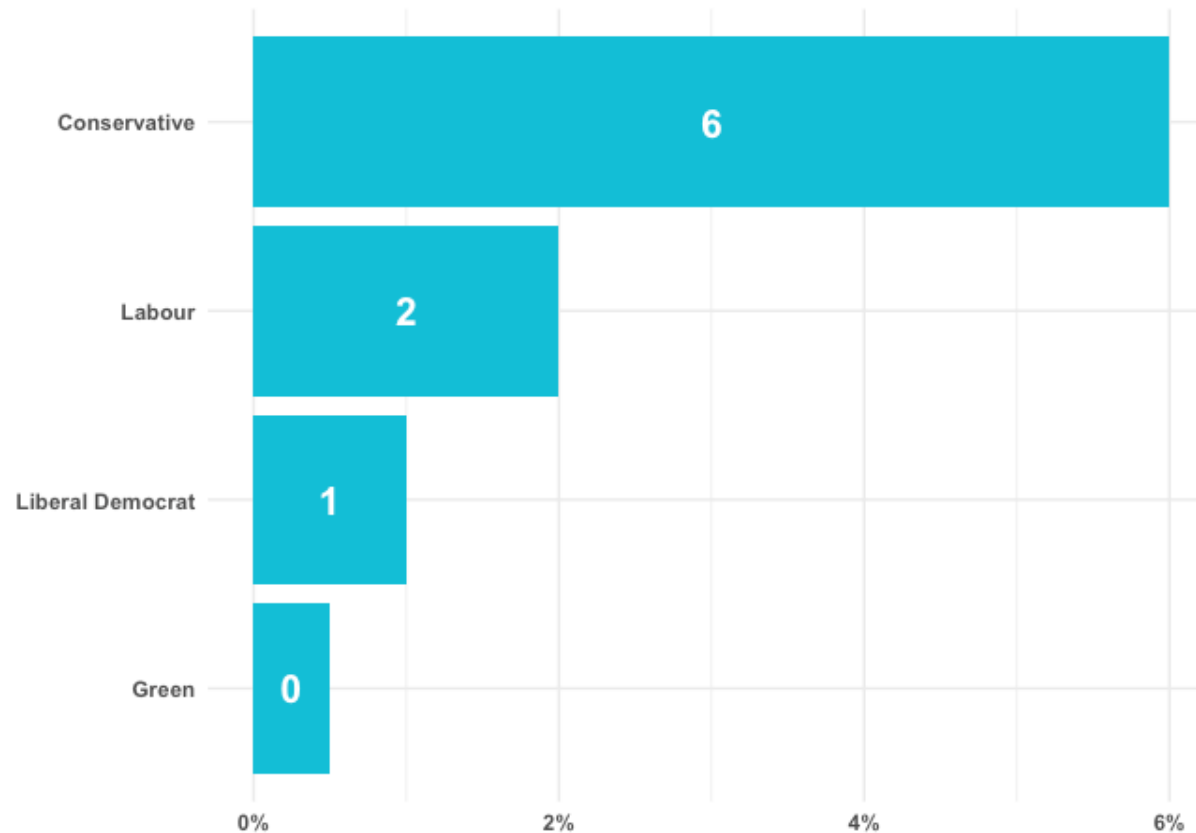


Even though you are not supporting the Conservatives now, what are the chances that you might support the Conservatives at the next general election - [is there a fair chance, a small chance, just a very slight chance, or no chance at all] that you might support the Conservatives?



# Many fewer Reform UK voters are looking at the Conservatives. That is why Reform is more likely to grow its lead

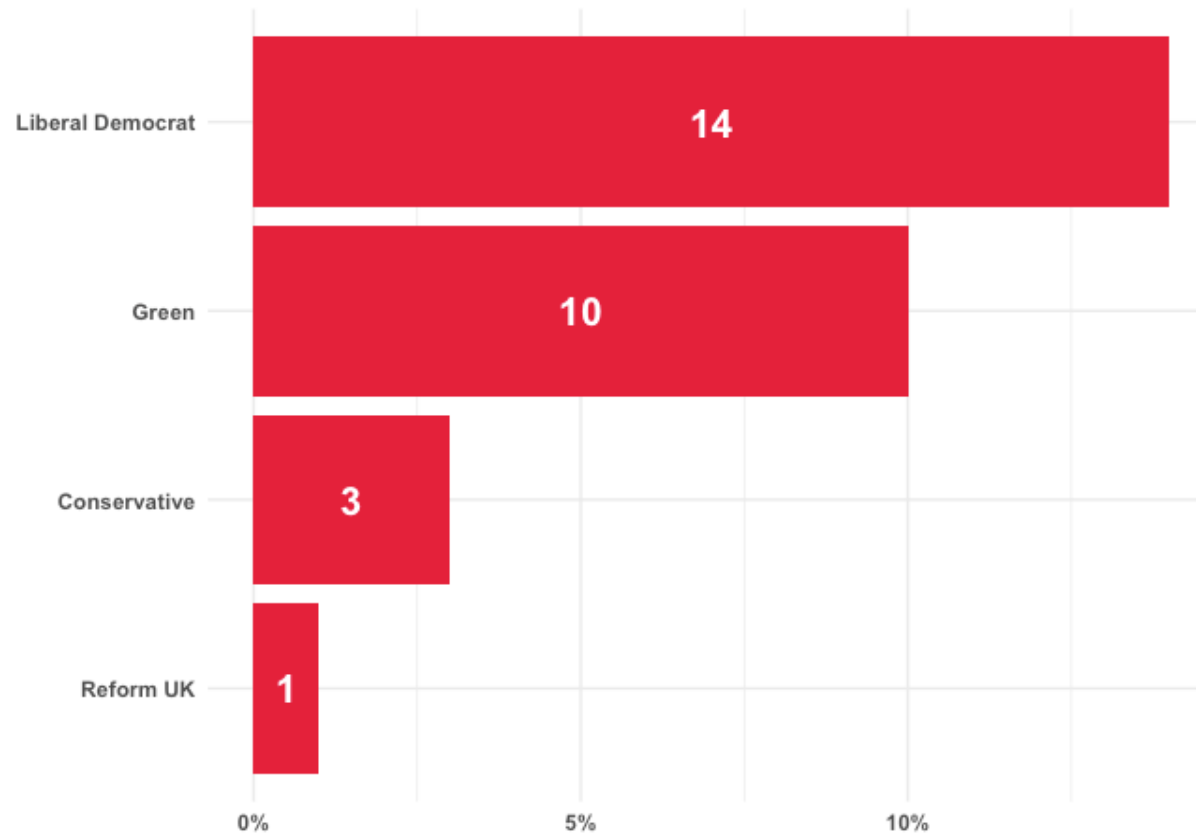
Only 2 percent of Reform UK voters are considering Labour.



Even though you are not supporting Reform UK now, what are the chances that you might support Reform UK at the next general election - [is there a fair chance, a small chance, just a very slight chance, or no chance at all] that you might support Reform UK?

## But between 10 and 15 percent of liberal-left voters say there is a “fair chance” of supporting Labour

Almost no conservative and UK nationalist voters are looking at Labour.



Even though you are not supporting Labour now, what are the chances that you might support Labour at the next general election - [is there a fair chance, a small chance, just a very slight chance, or no chance at all] that you might support Labour?

# Global issues

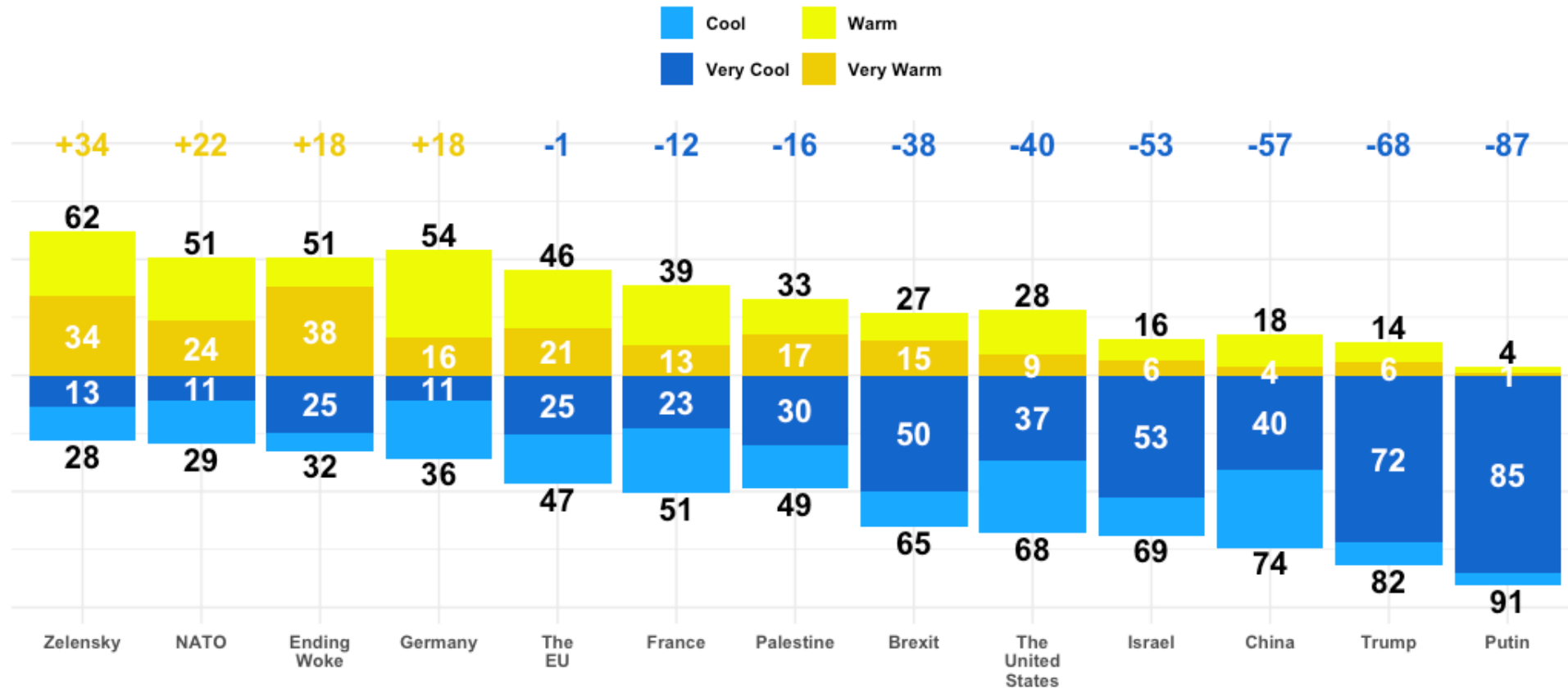
## Global issues executive summary

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- The EU, Trump's America and Putin's invasion of Ukraine are roiling British politics. The battle over the EU and Brexit had polarised British politics. Putin's assault on Ukraine and democracy did the same, surprisingly. But Trump's return has elevated the attack on "woke," climate change and Zelensky.
- It leads to the British public having incredibly intense and polarised reactions to actors, like Putin and Trump and Zelensky, also Brexit and Net Zero.
- Support for Ukraine is important to Liberal Democrats and Green voters and those considering Labour.
- The public is split on Europe, but defectors are overwhelmingly favourable to Europe.
- Reform UK is most out of step in strong hostility to the EU, Brexit, opposition to Ukraine aid and Zelensky and small number of anti-Trump voters.
- Israel is viewed very negatively and particularly for Labour defectors. The Gaza war contributed to the pull back then and now from Labour.

# Immigration and small boats, ending woke, Trump, Brexit and Israel are now intense contributors to the UK's new polarisation

Even splits are produced by strong polarisation on the EU and Net Zero.

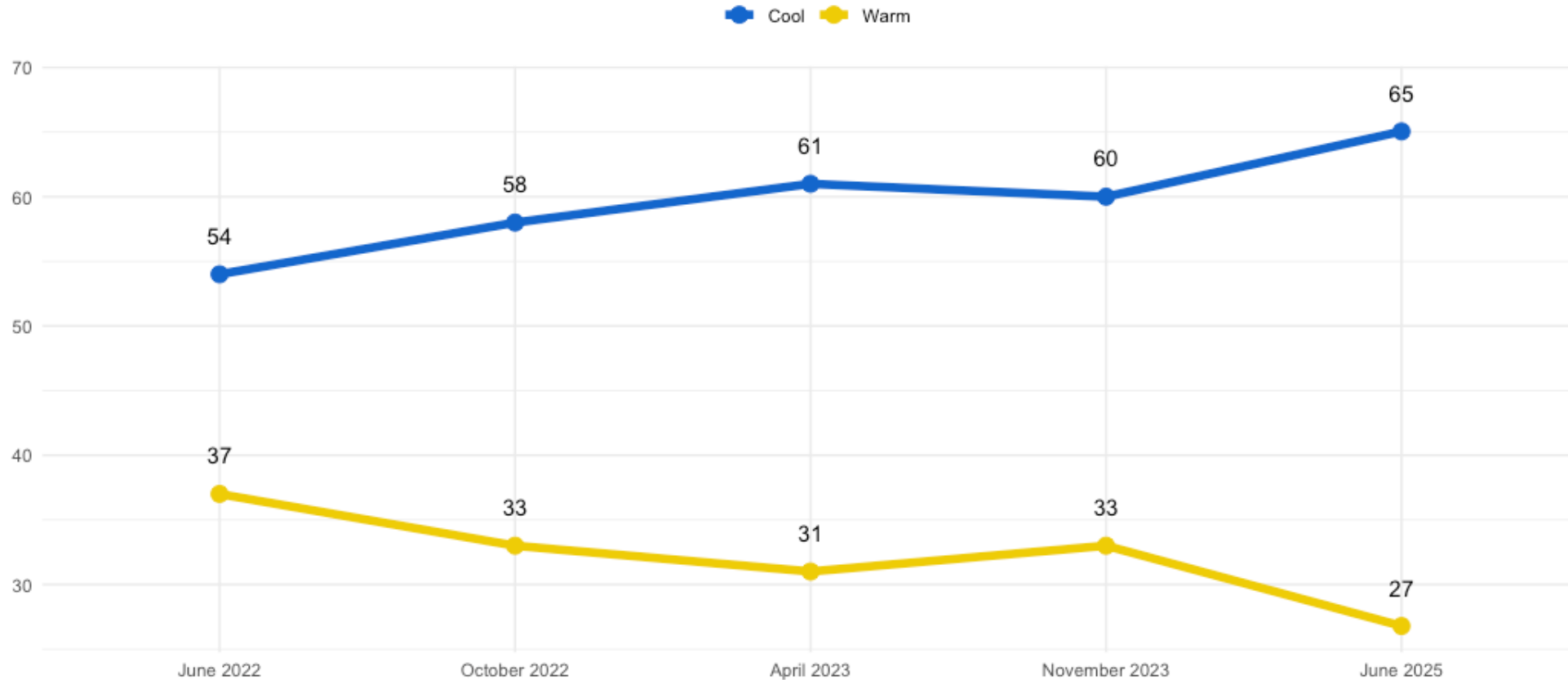


Please rate your feelings toward some people, organisations and activities, with one hundred meaning a VERY WARM, FAVORABLE feeling; zero meaning a VERY COLD, UNFAVORABLE feeling; and fifty meaning not particularly warm or cold.

# Liberal & left polarisation

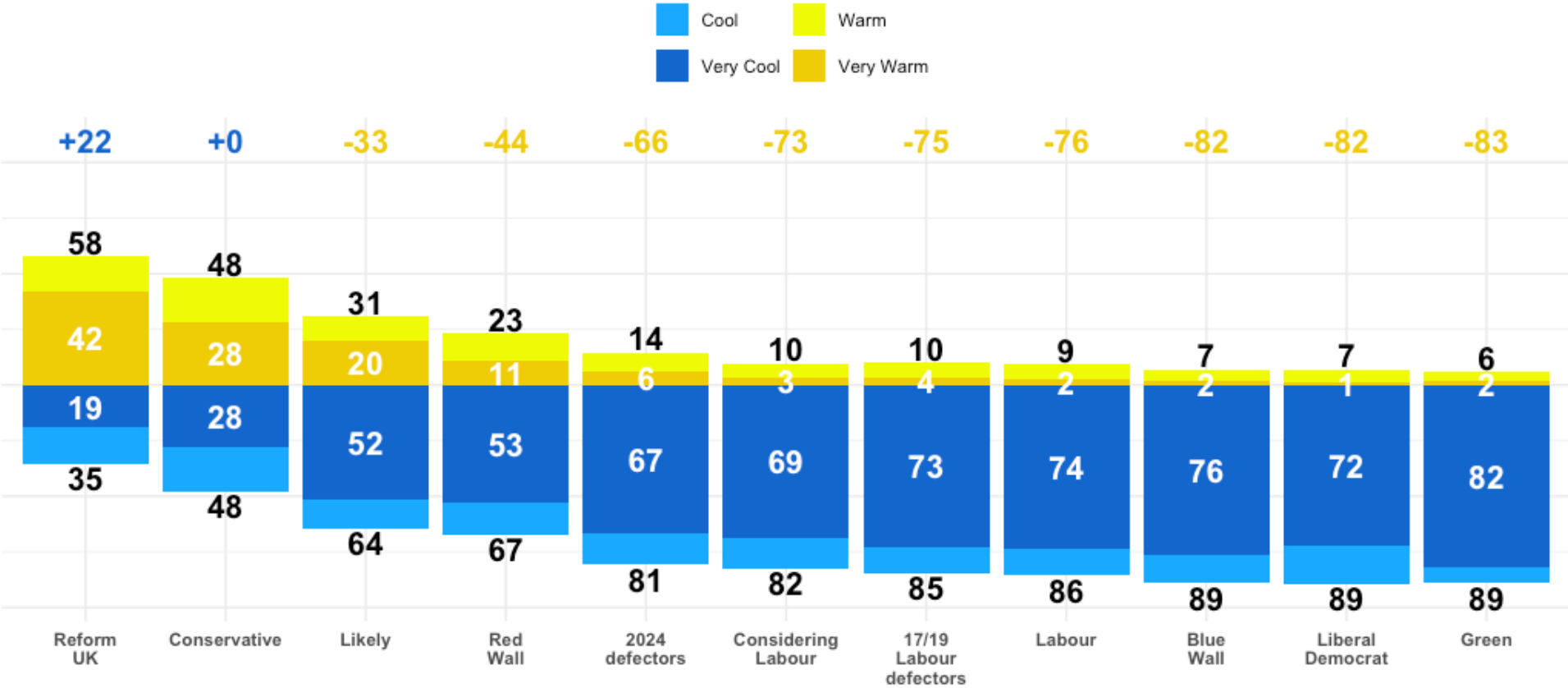
# The UK has transcended Brexit, as voters came to view it as a huge mistake before the 2024 election

The Conservative government was weighted down by austerity and Brexit.



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# The intense negativity about Brexit hits 3/4 of Labour, Liberal Democrats and Green voters and those who defected in the election

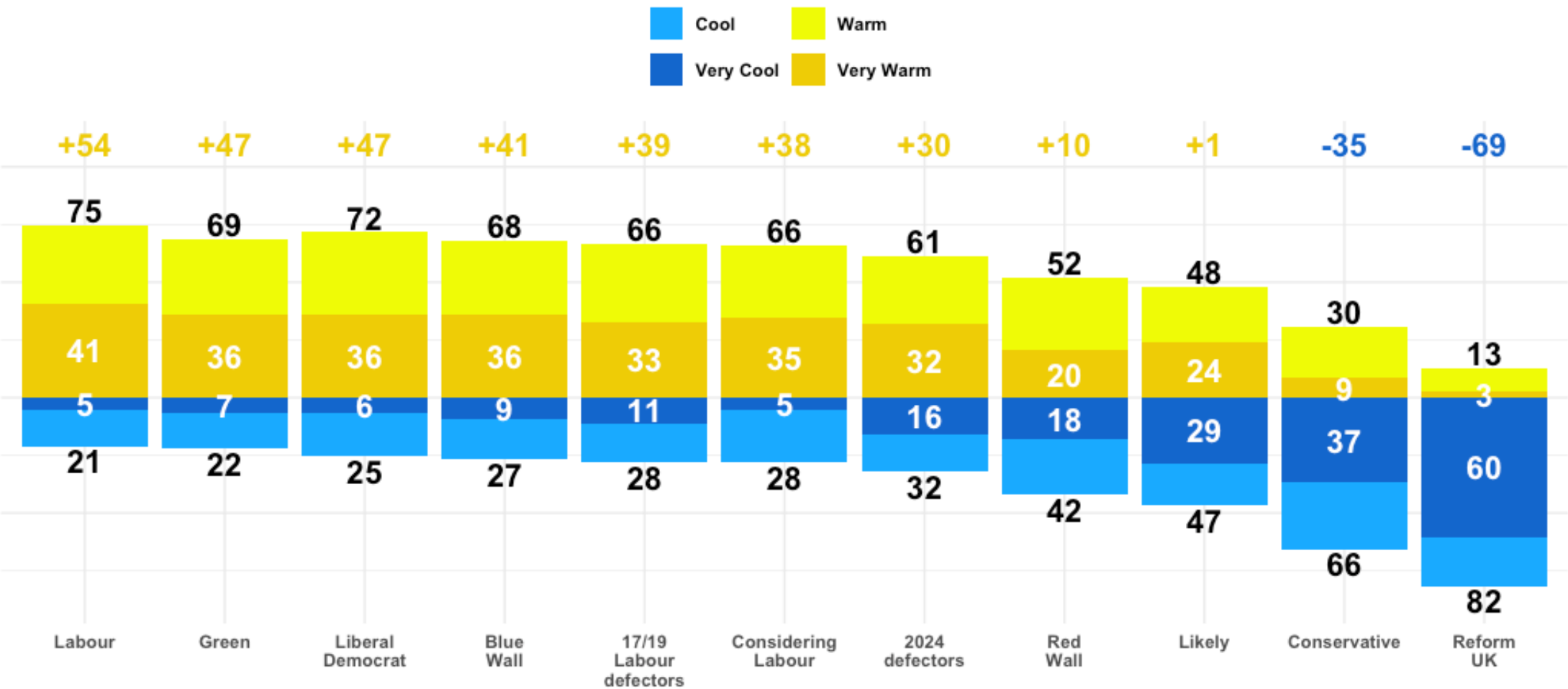


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# Labour voters lead the over 70 percent of the liberal-left bloc's positive views of the EU. Two-thirds of those considering Labour have warm feeling for the EU

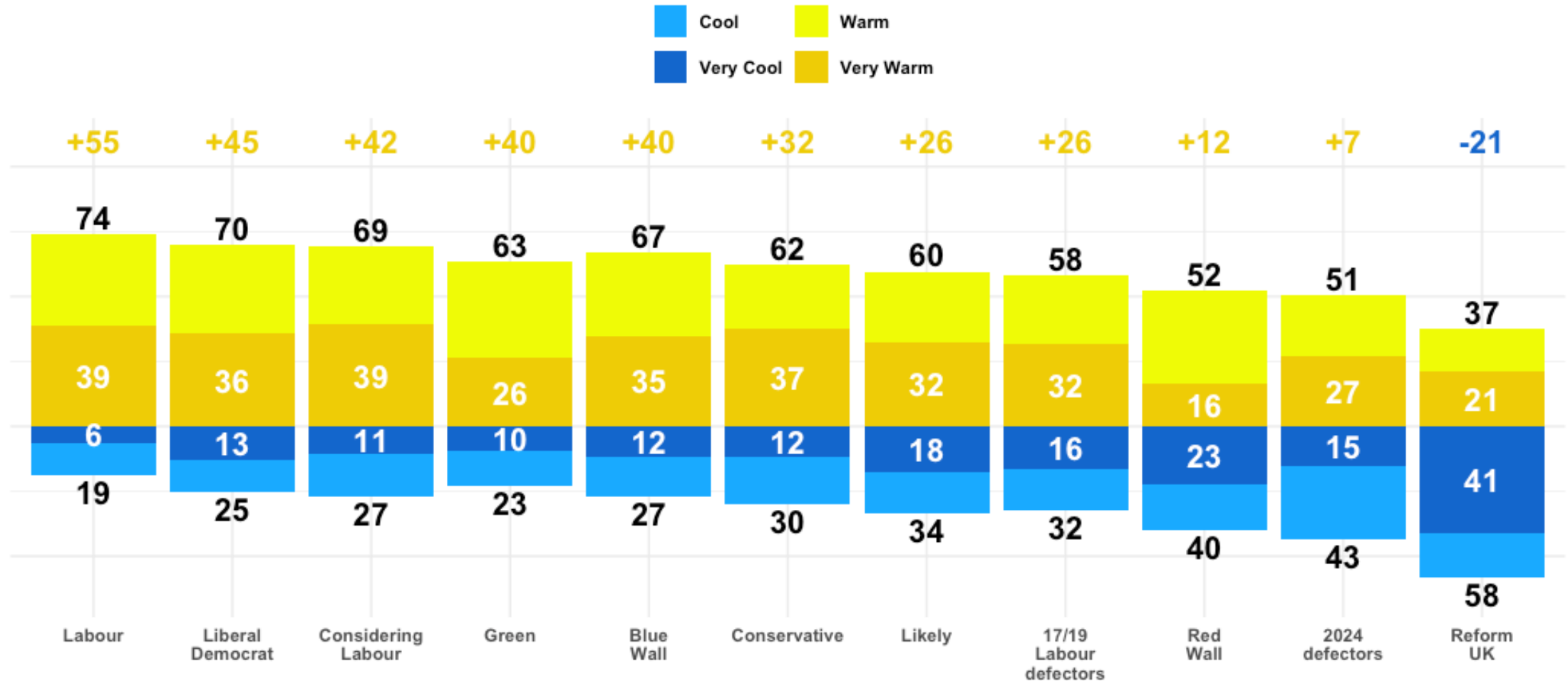
The EU is viewed favorably by a 10-point margin in the Red Wall.



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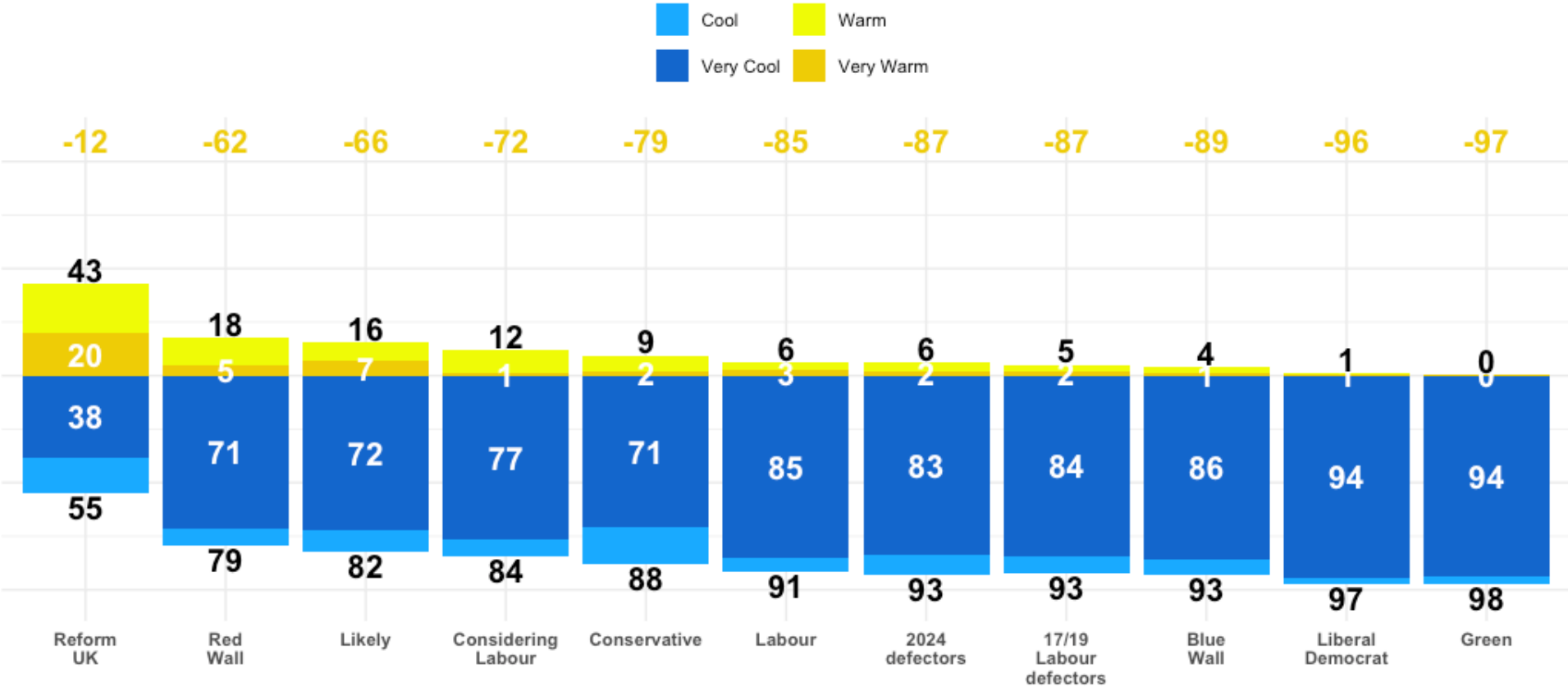
# Labour, Liberal Democrats, Greens and Conservatives aligned on continuing to support Ukraine, with Reform marginalised in strong opposition

Thermometer tested "Maintaining Britain's financial and defence support for Ukraine"



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Trump generates the most intense response – with 85 percent of Labour voters and 95 percent of Green and Liberal Democrats rating him as very cool. They define the Labour defectors

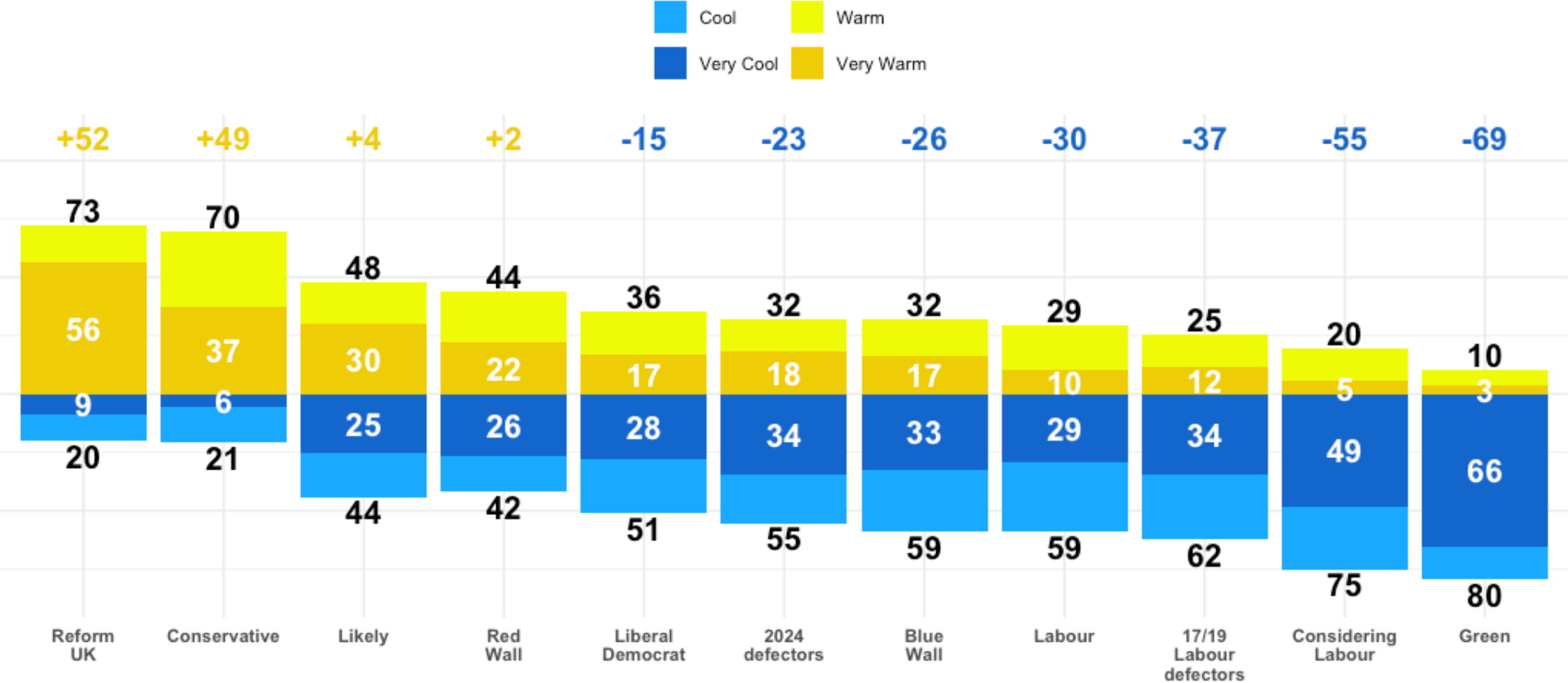


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# Conservative & UK nationalist polarisation

# Drilling in the North Sea for oil and gas has strong support among Reform UK and Conservatives

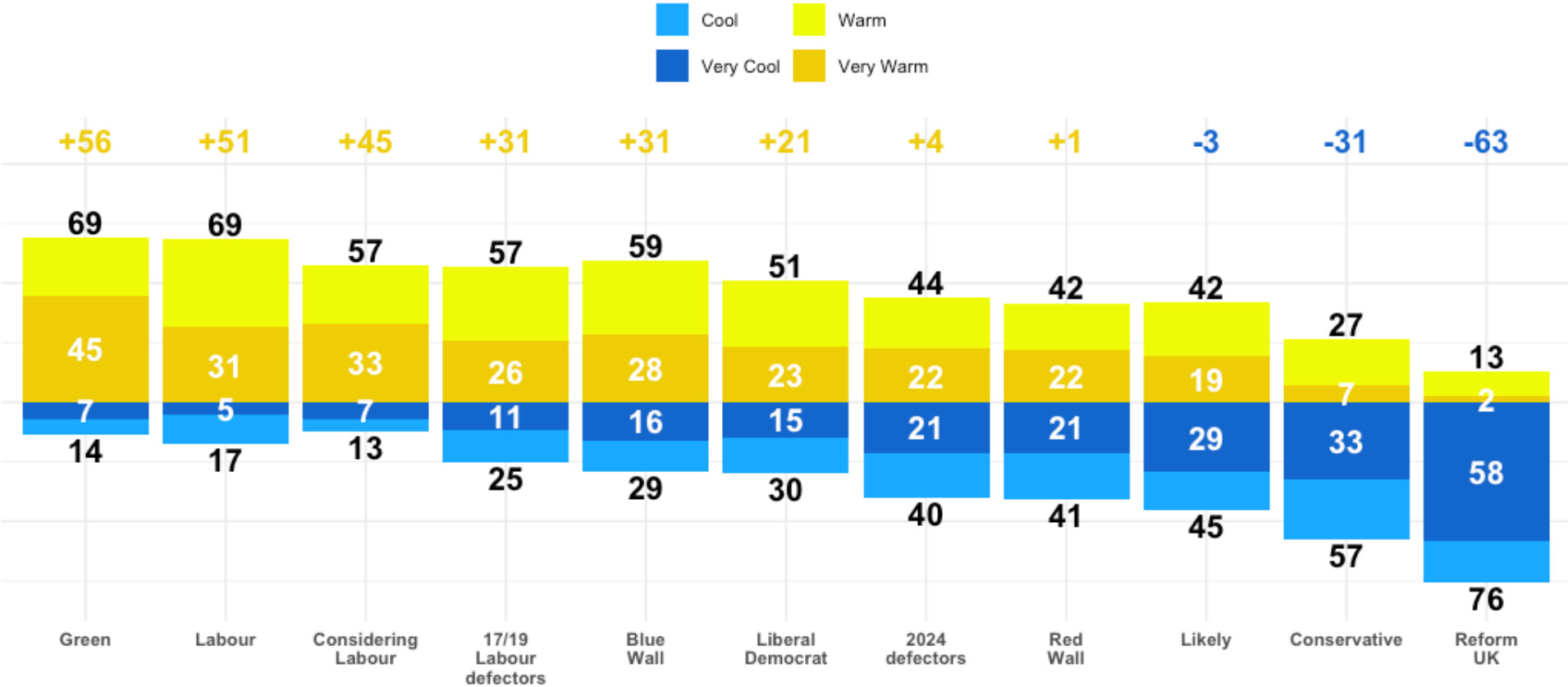
Tested: "Drilling in the North Sea for oil and gas to give us energy security and lower bills."



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# Net Zero on carbon gets intense opposition and engagement with Reform UK voters

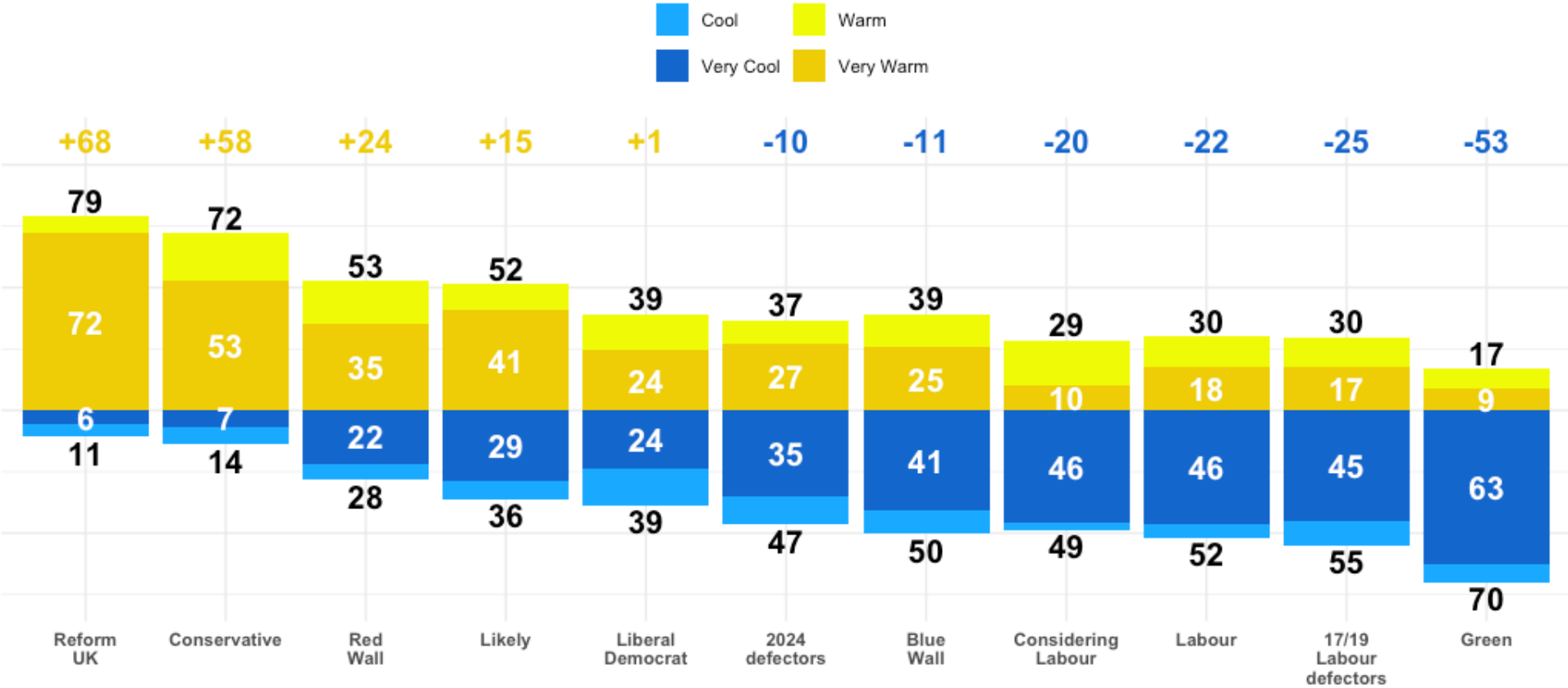
Only 2 percent of Reform UK are undecided on net zero, unlike many other voters.



Please rate your feelings toward some people, organisations and activities, with one hundred meaning a VERY WARM, FAVORABLE feeling; zero meaning a VERY COLD, UNFAVORABLE feeling; and fifty meaning not particularly warm or cold.

# Ending woke policies on gender, climate change and history is a defining intense issue for Reform UK

Ending woke has strength in Red Wall seats.



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# Climate and energy



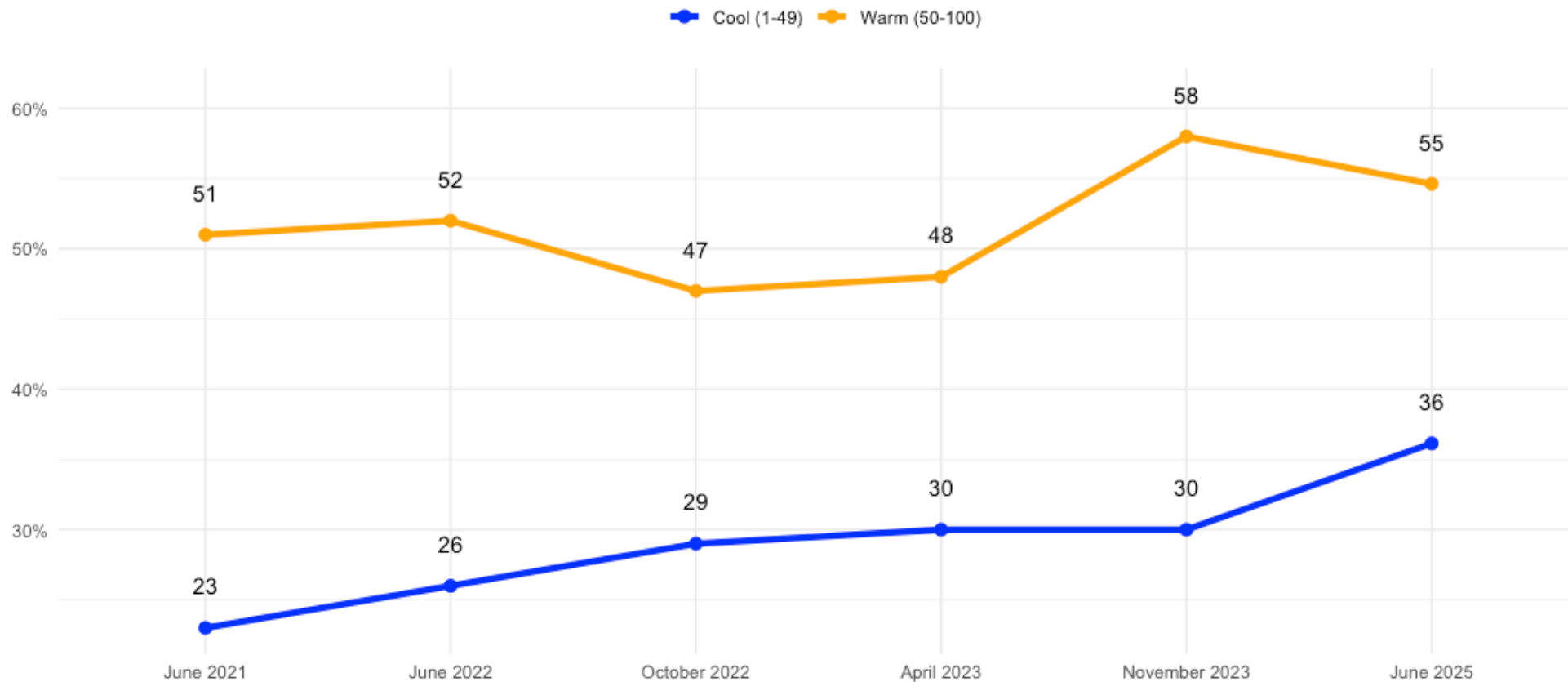
## Section executive summary

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- A historic majority want the country to take bold action on climate change. Fully 55 percent want the government to act to reduce climate change and almost three quarters with intensity say this is a crisis, not exaggerated.
- Opposition has grown, but that has led to the camps holding their views even more intensely. That is why pulling back may have hurt Labour more than other decisions. An astonishing amount of both defectors give the most intense possible response to the climate deniers.
- Thus, the public is very favourable to efforts to focus on low-carbon power, like wind and solar, nuclear power and Great British Energy when described as “the company government is setting up to invest in clean local power generation.”
- The country is universally hostile to natural gas companies, oil companies and BP.
- Drilling in the North Sea is divisive and supported only by Conservatives and Reform UK.
- The low-carbon sector is the industry that voters most want to support, particularly for defectors.
- But critically, Labour has lost the debate on affordability. People do not believe these steps are reducing energy costs. For the first time, an intense plurality says families can't afford the cost.

# A big majority of UK adults continue to support measures to prevent climate change, but opposition has risen to grow polarisation

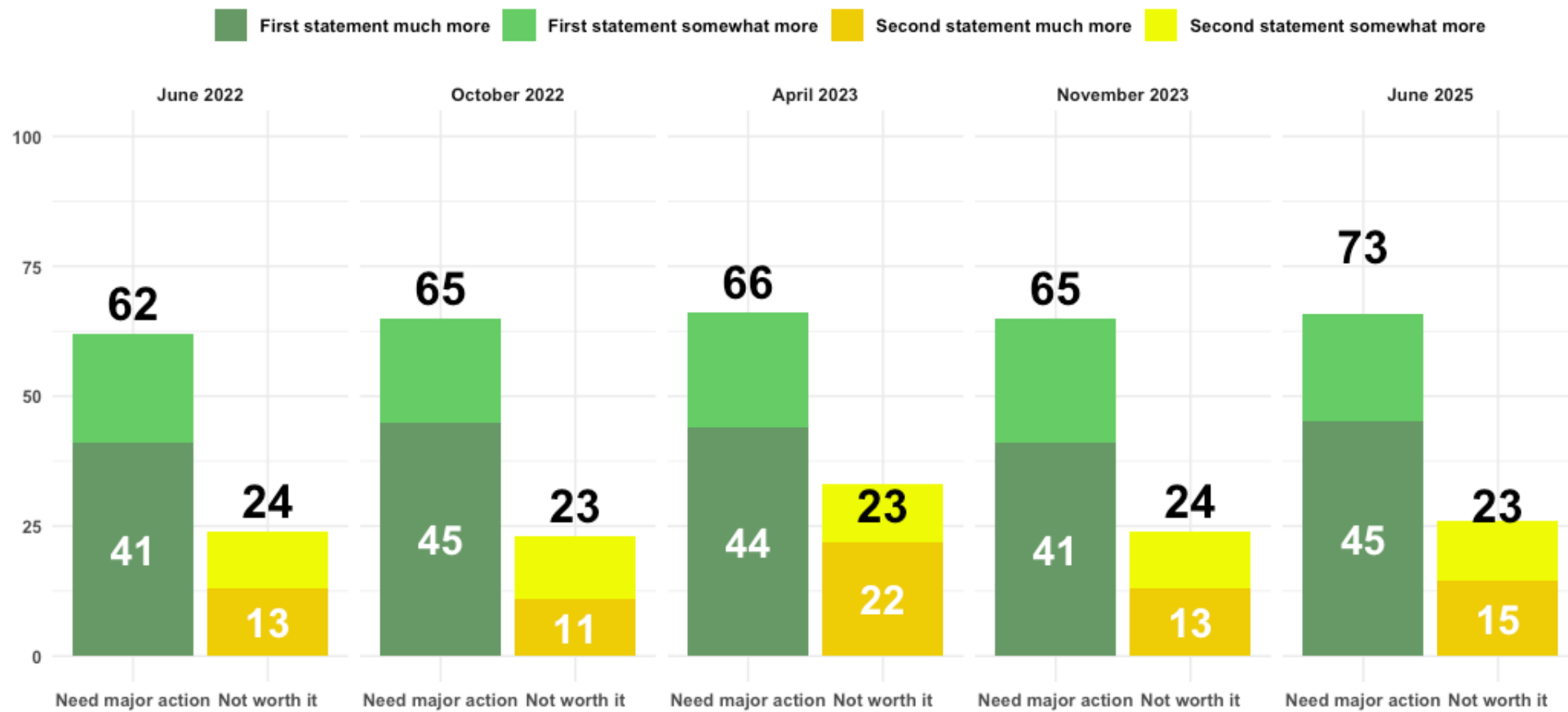
The 55 percent majority was the second highest level of support



Please rate your feelings toward some people and organisations, with 100 meaning a very warm FAVOURABLE feeling; 0 meaning a very cold, UNFAVOURABLE feeling; and 50 meaning not particularly warm or cold. You can use any number from 0 to 100

# UK adults clear that tackling climate change requires major action has reached highest level to three-quarters

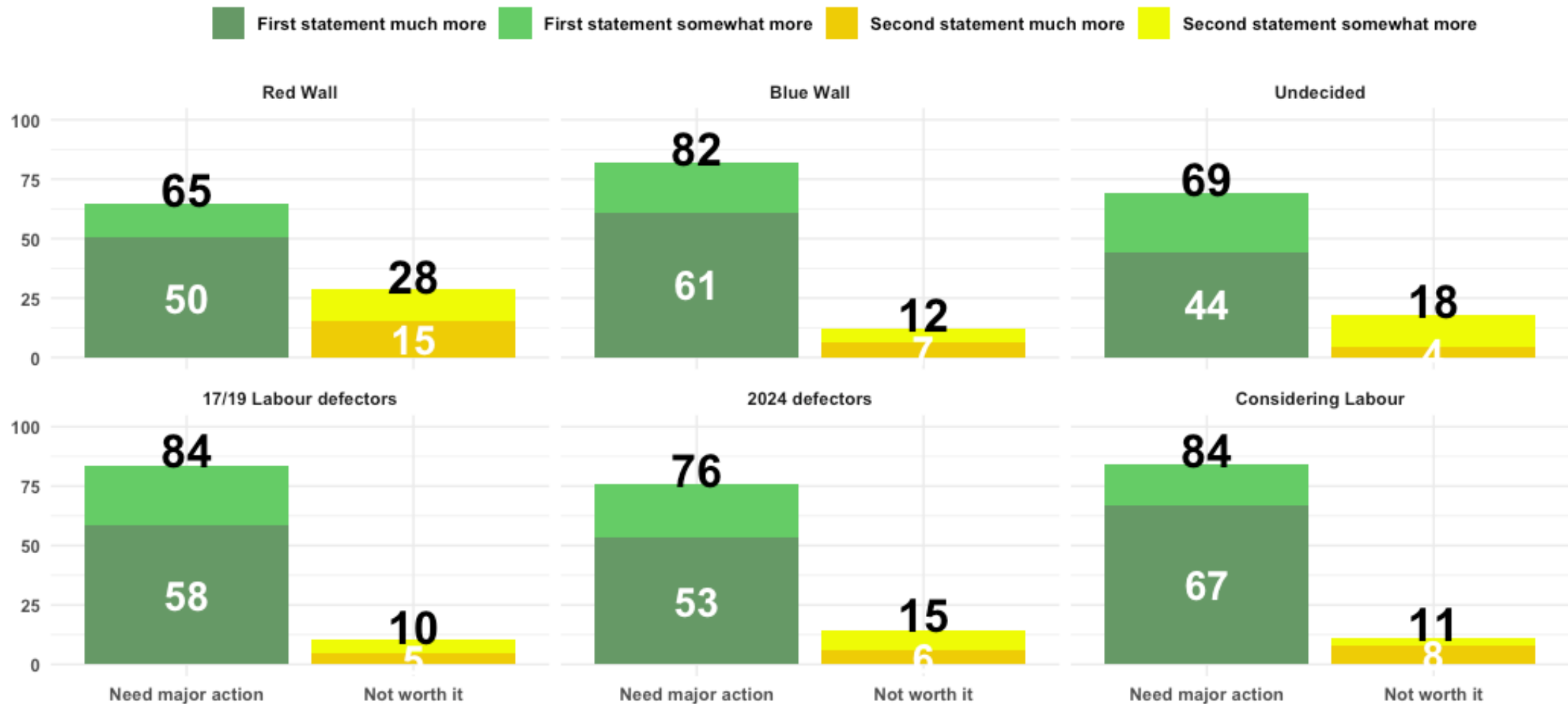
1) Climate change is a threat and we need major action to combat it. 2) The threat of climate change is exaggerated and the high cost of fixing it may not be worth it.



On the following pages are some pairs of statements. For each, please indicate whether the FIRST statement or the SECOND statement comes closer to your views, even if neither is exactly right.

# An astonishing number of defectors and those considering Labour say time for major action

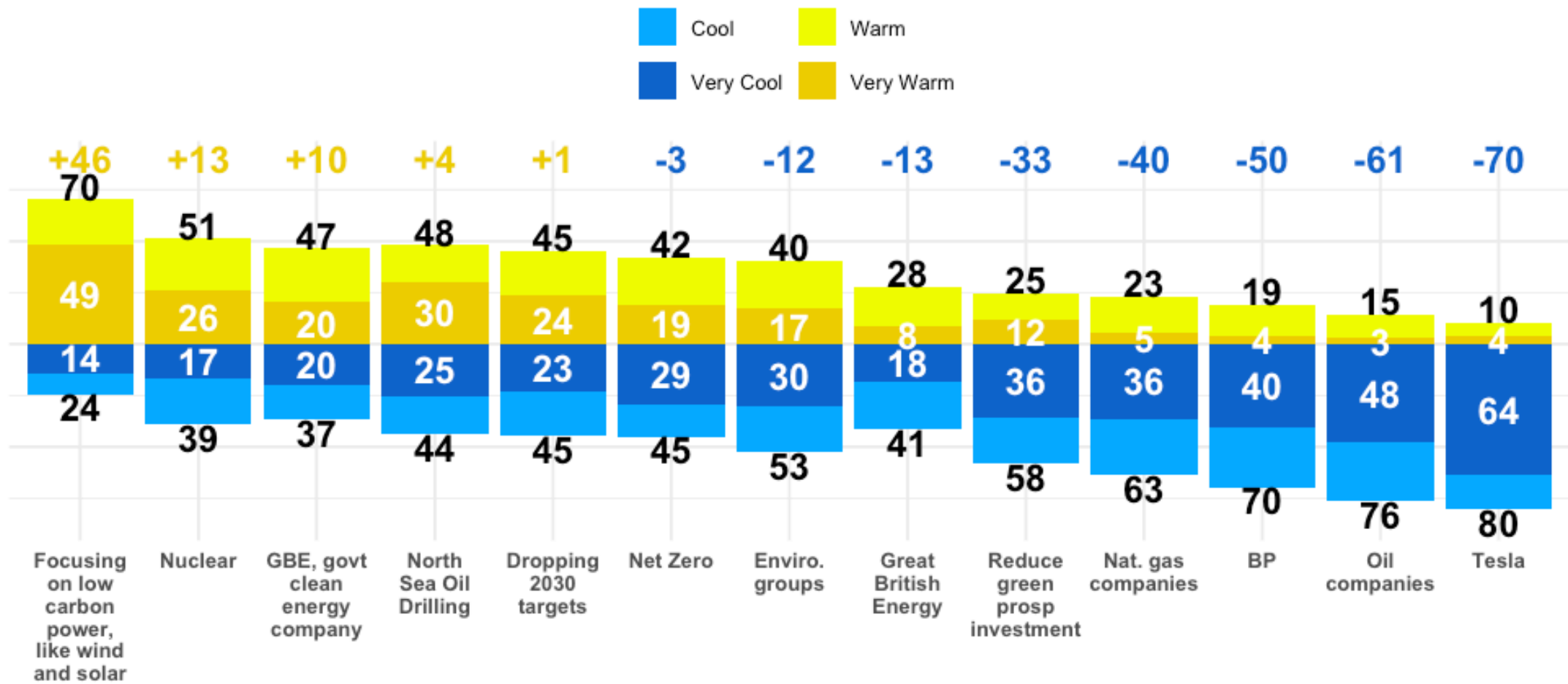
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# Focusing on low carbon, nuclear and GBE explained enjoy strong favorability, whilst public marginally negative on term, “Net Zero.” Hostility to BP and the oil sector

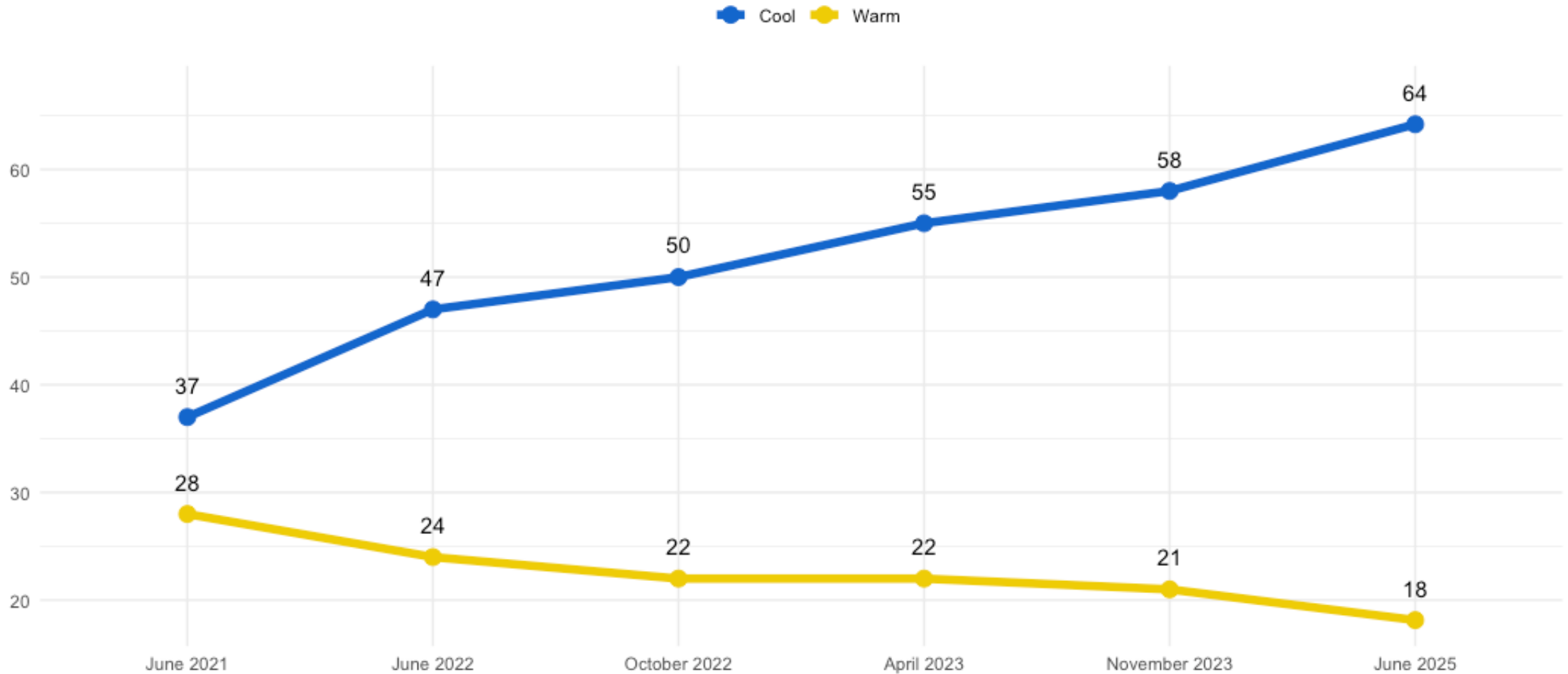
Intense anti-Tesla part of global polarisation



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## BP's unpopularity surges, though oil companies viewed even more negatively

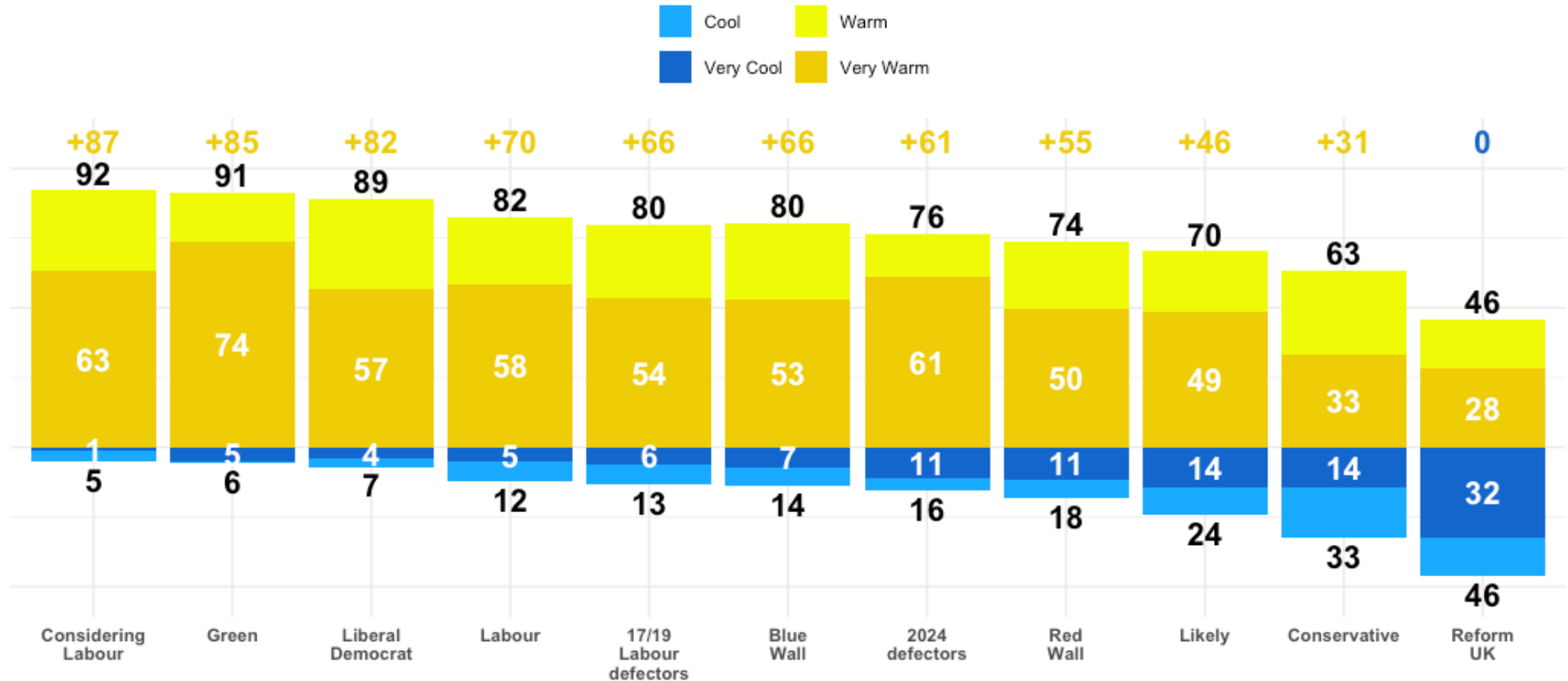
Only 18 percent of respondents who were asked about BP felt warmly towards the company.



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# Strong support for focusing on low carbon power has intense favorability among those considering Labour, Greens, Liberal Democrats, 17/19 Labour defectors and Blue Wall

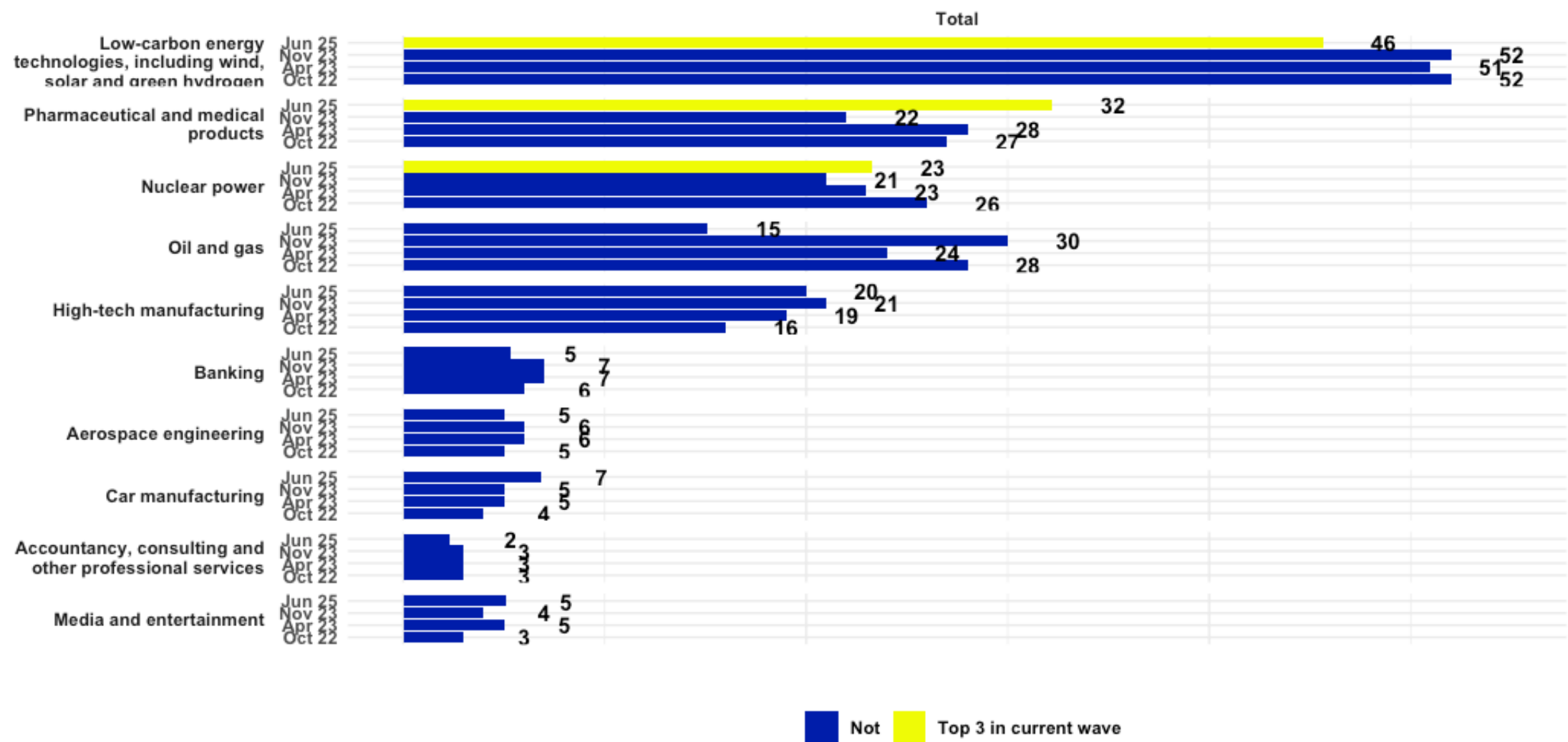
Tested: "Focusing on low carbon power, like wind and solar to give us energy security and lower bills"



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# Low-carbon energy remains top preferred source of government support, but there has been a drop in favour of pharmaceuticals

Support for subsidising oil and gas drops significantly

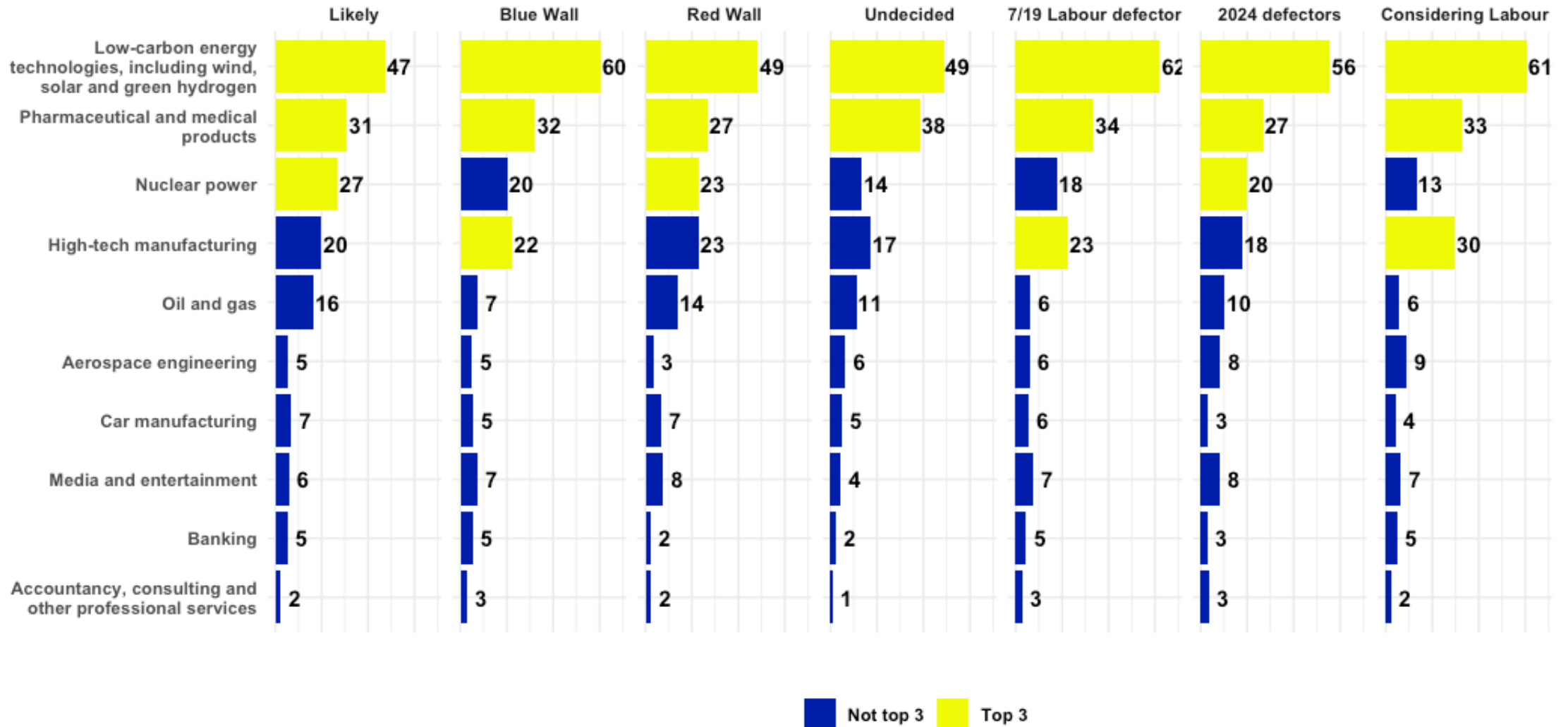


Which of these industries would you MOST want the government to support and champion? Please choose two.



# Clearly, the Labour defectors and those considering Labour need to hear more important than all other priorities

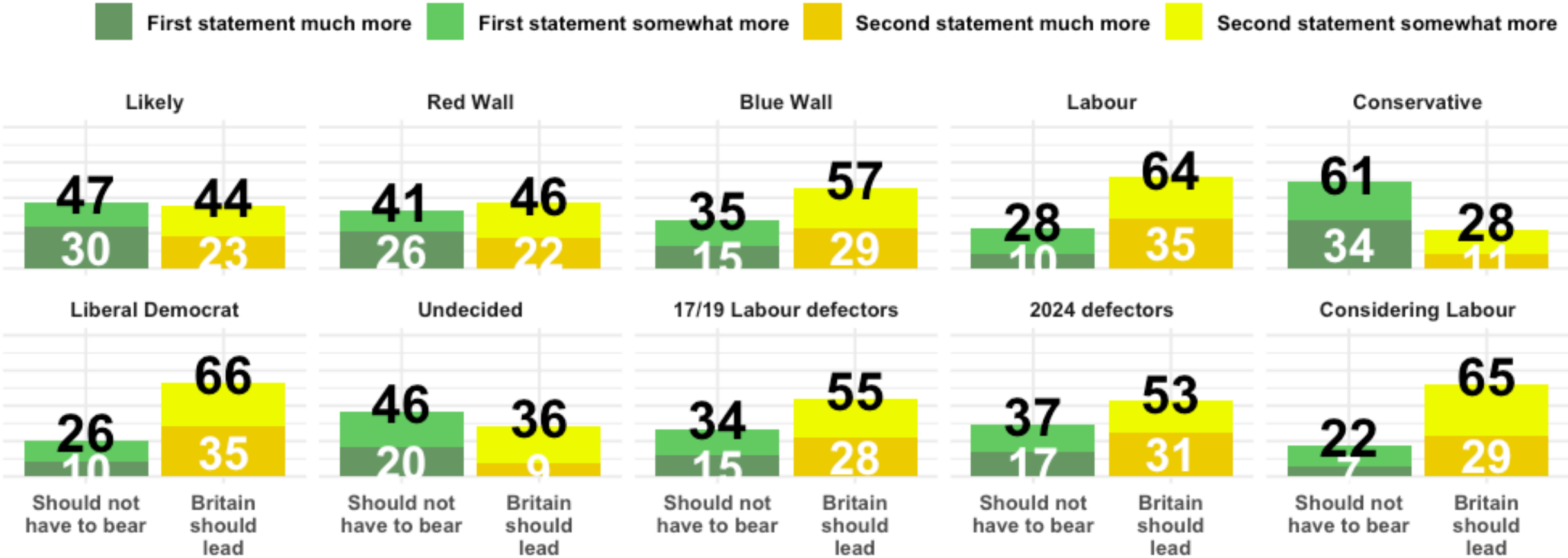
We neglected to test AI



Which of these industries would you MOST want the government to support and champion? Please choose two.

# But Labour has lost ground on affordability, with a more intense plurality saying: British consumers shouldn't bear the heavy cost

1) Britain and British consumers should not have to bear the heavy cost of addressing climate change when inflation continues to erode family budgets. 2) Britain should lead on curbing greenhouse gas emissions because the shift to a green economy will allow us to build a stronger economy after Brexit, create jobs and reduce the cost of energy.



On the following pages are some pairs of statements. For each, please indicate whether the FIRST statement or the SECOND statement comes closer to your views, even if neither is exactly right.

# Government policy

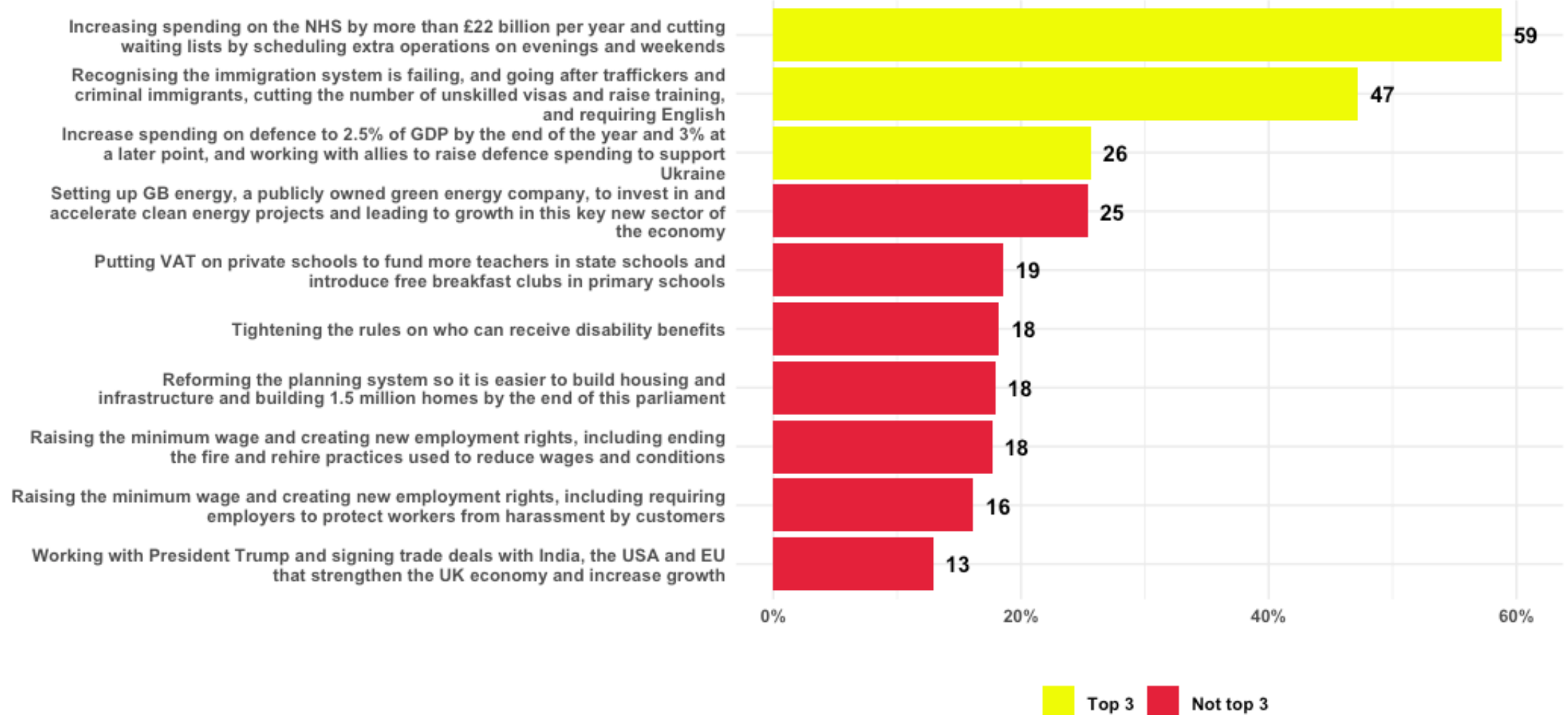
## Government policy executive summary

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- The top policies for the government are putting funds into the NHS and recognising and acting on the failed immigration system. This and later results say that the infusion of funds and strong immigration reforms were seen and important for key groups, not just potential Reform voters.
- The immigration initiative was important for Red Wall and undecided voters.
- The next cluster of policies recognized by voters are the raised defence spending and GB Energy.
- GB Energy jumps to second most important policy for both defectors and those considering Labour.
- Labour lost support as it unveiled changes in policy. The strongest negative reaction surprisingly was on halving the commitment to green energy investment. Means testing the winter fuel payment got an intense negative reaction. Most other policy choices saw divided opinion, and a near majority supported keeping the 2 children limit for an unreformed universal credit.
- A reform of the child credit that provided an extra 20 percent for those under 6 got a net positive reaction, but importantly, a very warm response from those considering and defected. Perhaps they were looking for a more social Labour.
- Only 19 percent support no rise in taxes, with Labour at 7 percent. A majority support a wealth tax.

# Increasing NHS spending and recognising and acting on failings in the immigration system are the top Labour policies

Defence and GB Energy form the next cluster of policies



Below is a list of policies the Labour Government is doing over the next few years. Please select the THREE you believe are MOST IMPORTANT to do.

# Increasing NHS spending unites key groups

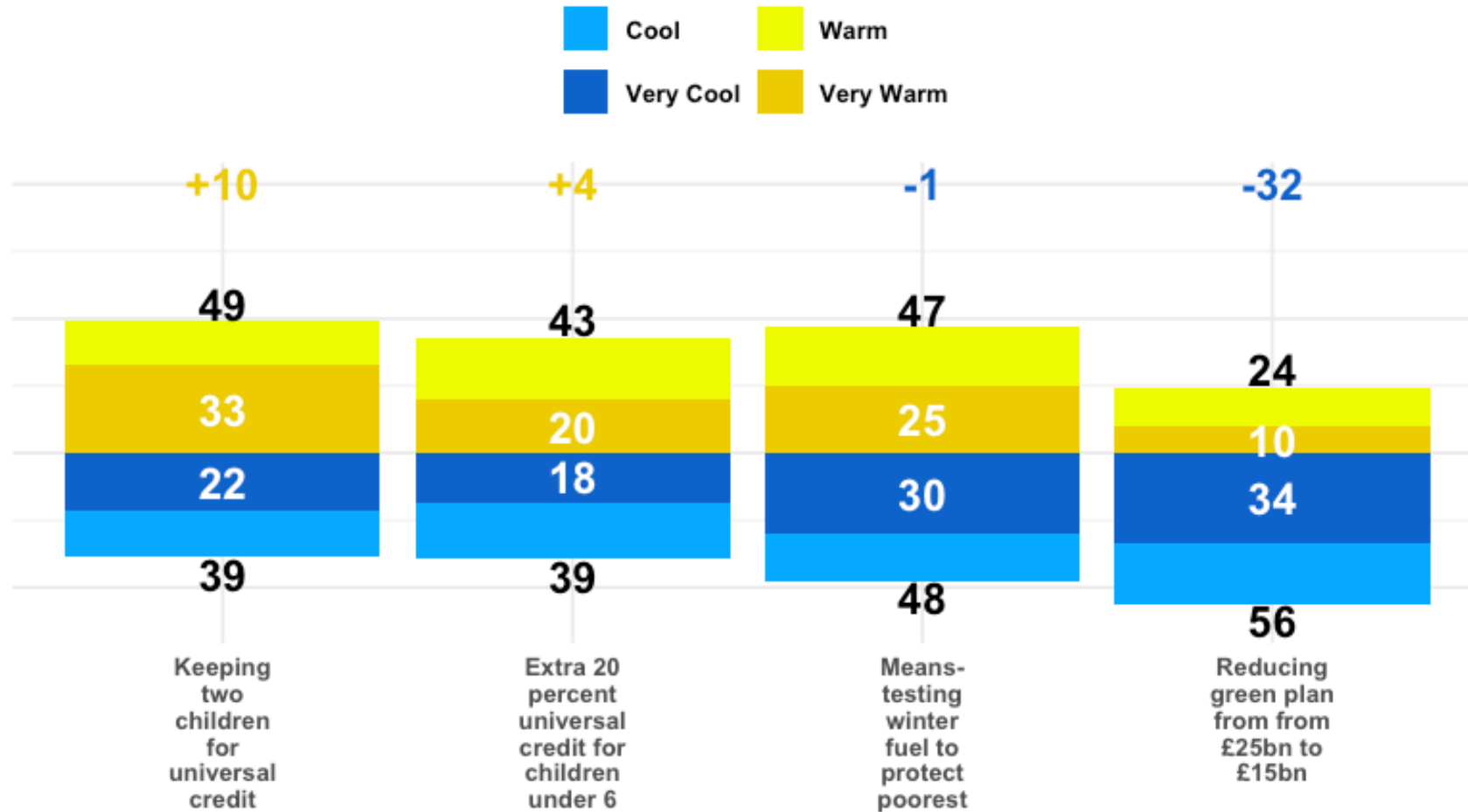
Investment in GB Energy important to defectors and those considering Labour



Below is a list of policies the Labour Government is doing over the next few years. Please select the THREE you believe are MOST IMPORTANT to do.

# Green investment cut from £25 to £15 billion was the most unpopular policy, while most others saw divided opinion. Large plurality for keeping two children in unreformed credit

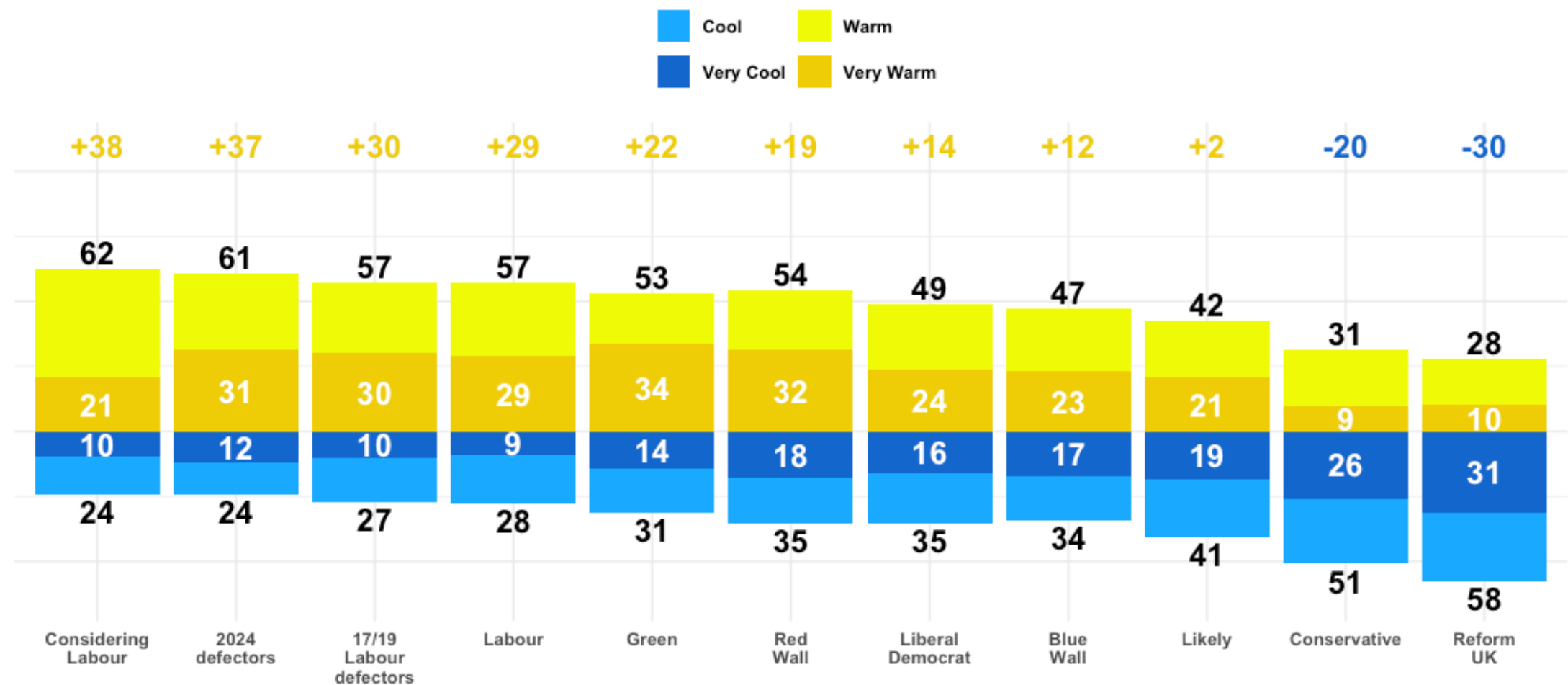
But means testing disability benefits had intense opposition



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# The universal credit with extra 20% for under 6 to be most effective for working people gets over 60 percent warm responses from all defectors and those considering Labour

The universal credit provided to all children in families, with an extra 20% for children under 6 to be most effective for working people

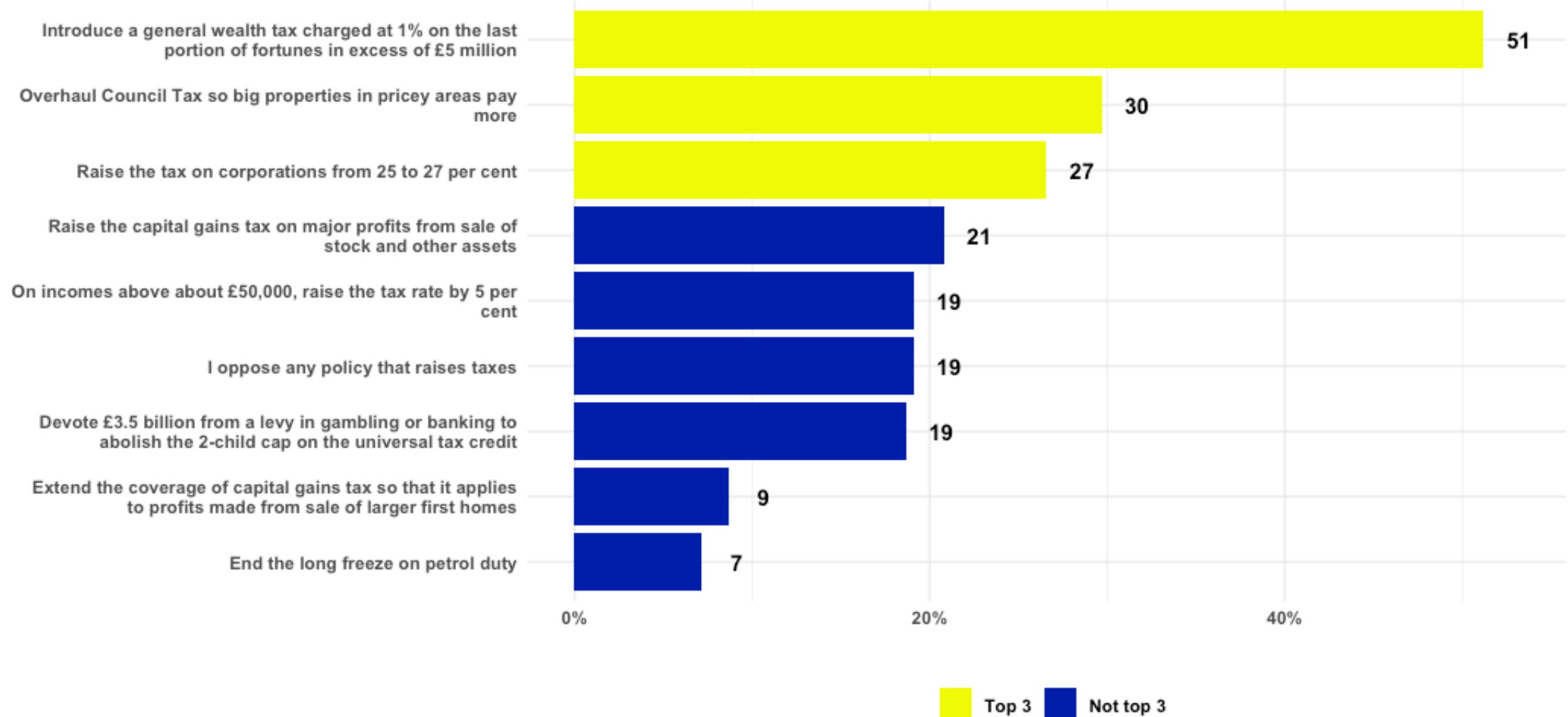


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# If raising taxes, the most popular tax policy by far is introducing a general wealth tax on fortunes over £5 million, but also on big properties in pricey areas

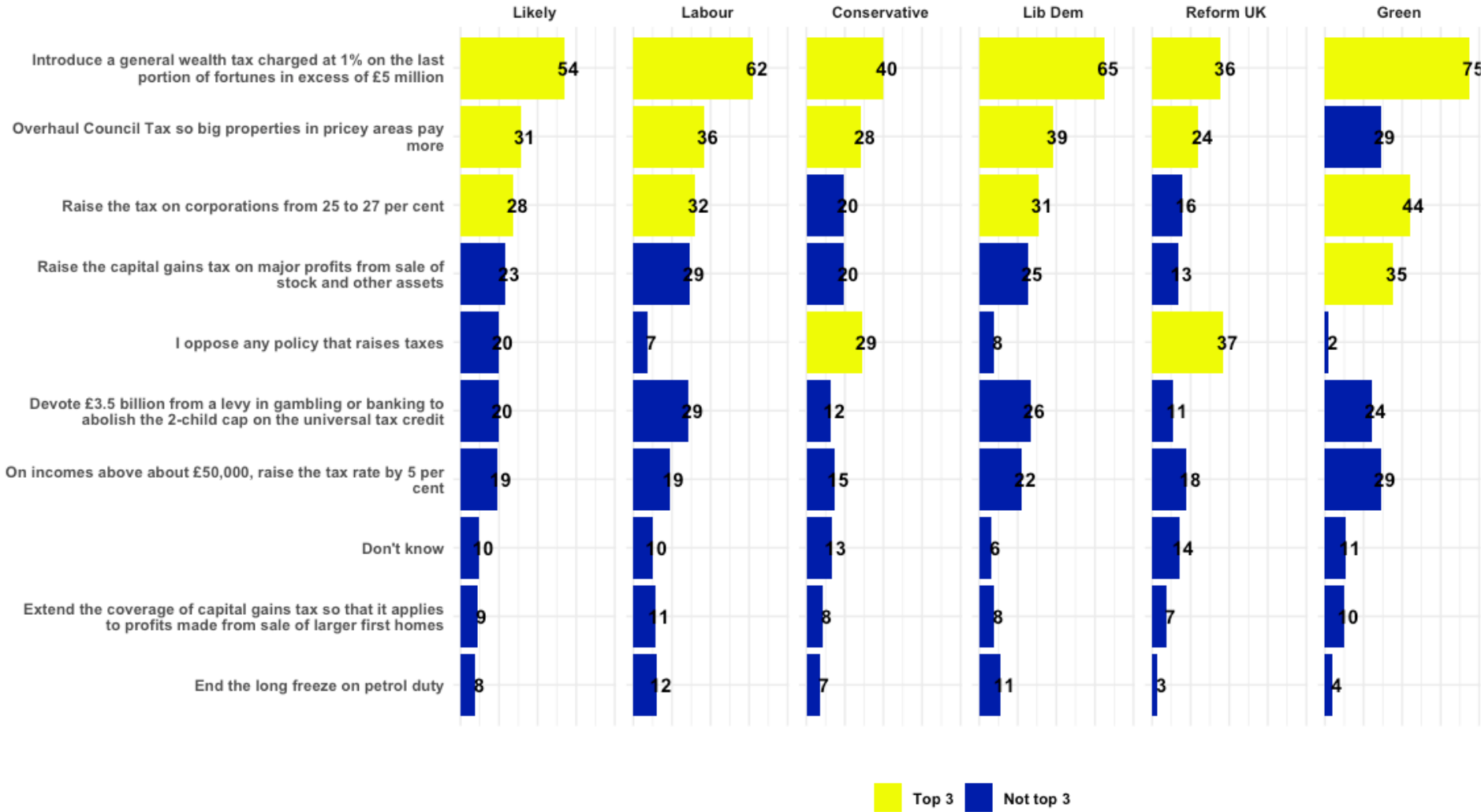
Just one in five (19%) oppose any form of tax raises



Below is a list of ways to raise revenue to pay for government spending.  
Which THREE do you think are MOST IMPORTANT?

# A general wealth tax is generally popular across the electorate, but is strongest amongst Green and Lib Dem voters

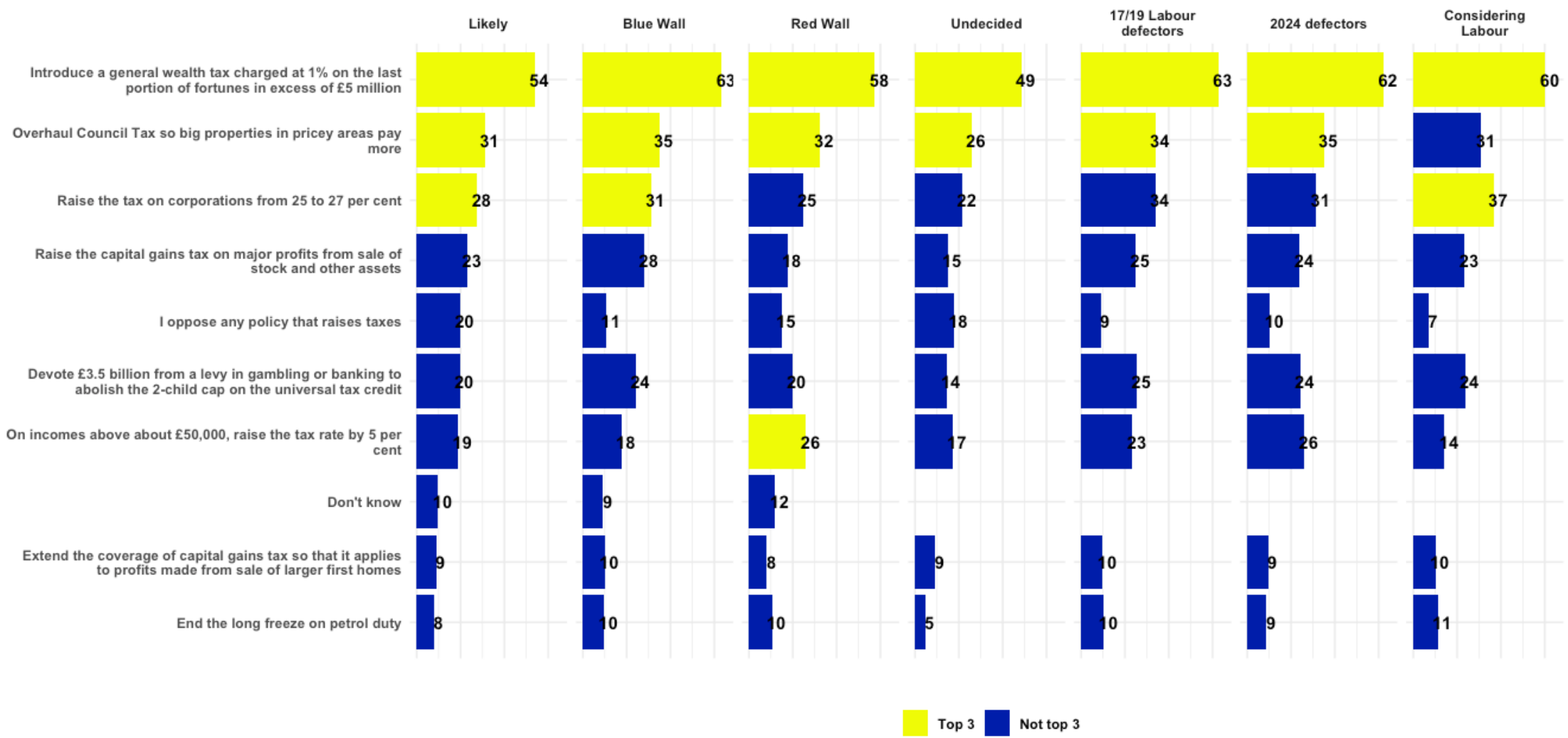
Reform UK voters most likely to oppose any form of tax raises, followed by Conservatives



Below is a list of ways to raise revenue to pay for government spending.  
Which THREE do you think are MOST IMPORTANT?

# Tax policy preferences generally align across key groups

Those in the Red Wall are more likely than others to want an increase in income tax for earners over £50,000



Below is a list of ways to raise revenue to pay for government spending. Which THREE do you think are MOST IMPORTANT?

# Opposition policies

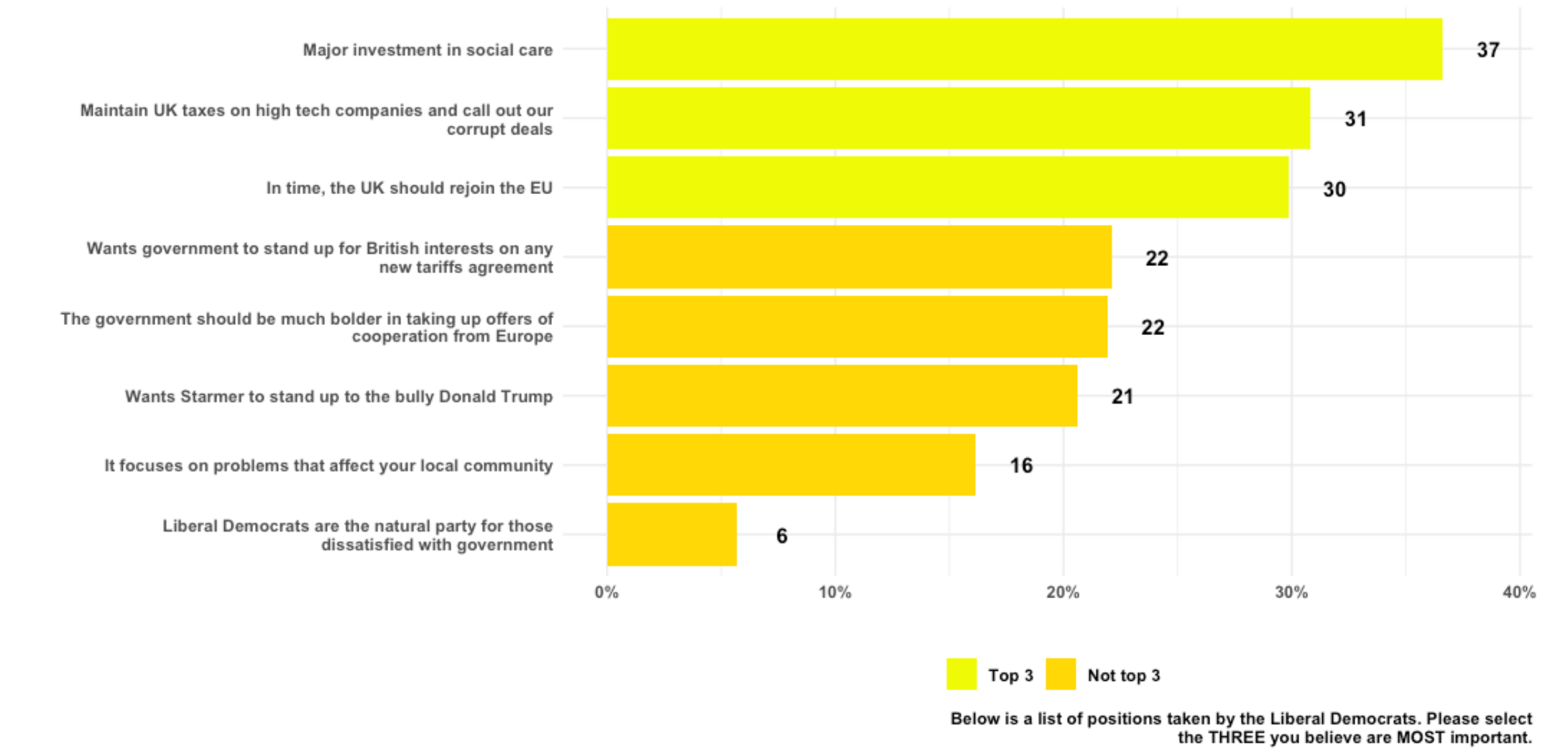
## Opposition policies executive summary

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- The smaller parties have grown because they think the mainstream parties have not prioritised issues they care about. Here you can see that Lib Dem and Green voters dominated those considering Labour.
- Lib Dem voters prioritise social care. They also prioritise the corruption, as seen in calling out special deals with Trump. Those are in their lane. But for the 2017/19 Labour defectors and 2024 defectors, rejoining the EU is their top policy. They were looking for the government to be closer to Europe as Trump hit his eggs. But almost 70 percent of those considering choosing rejoining the EU or being much closer to Europe now.
- The Greens not surprisingly are promoting spending much more on the NHS, a wealth tax and nationalising the utilities. That is also in their lane. They will be harder, as Palestinians remain important. Perhaps the government becomes more credible on the NHS.
- Reform UK making the first £20,000 tax free is very strong with those considering Labour, the undecided and Red Wall..

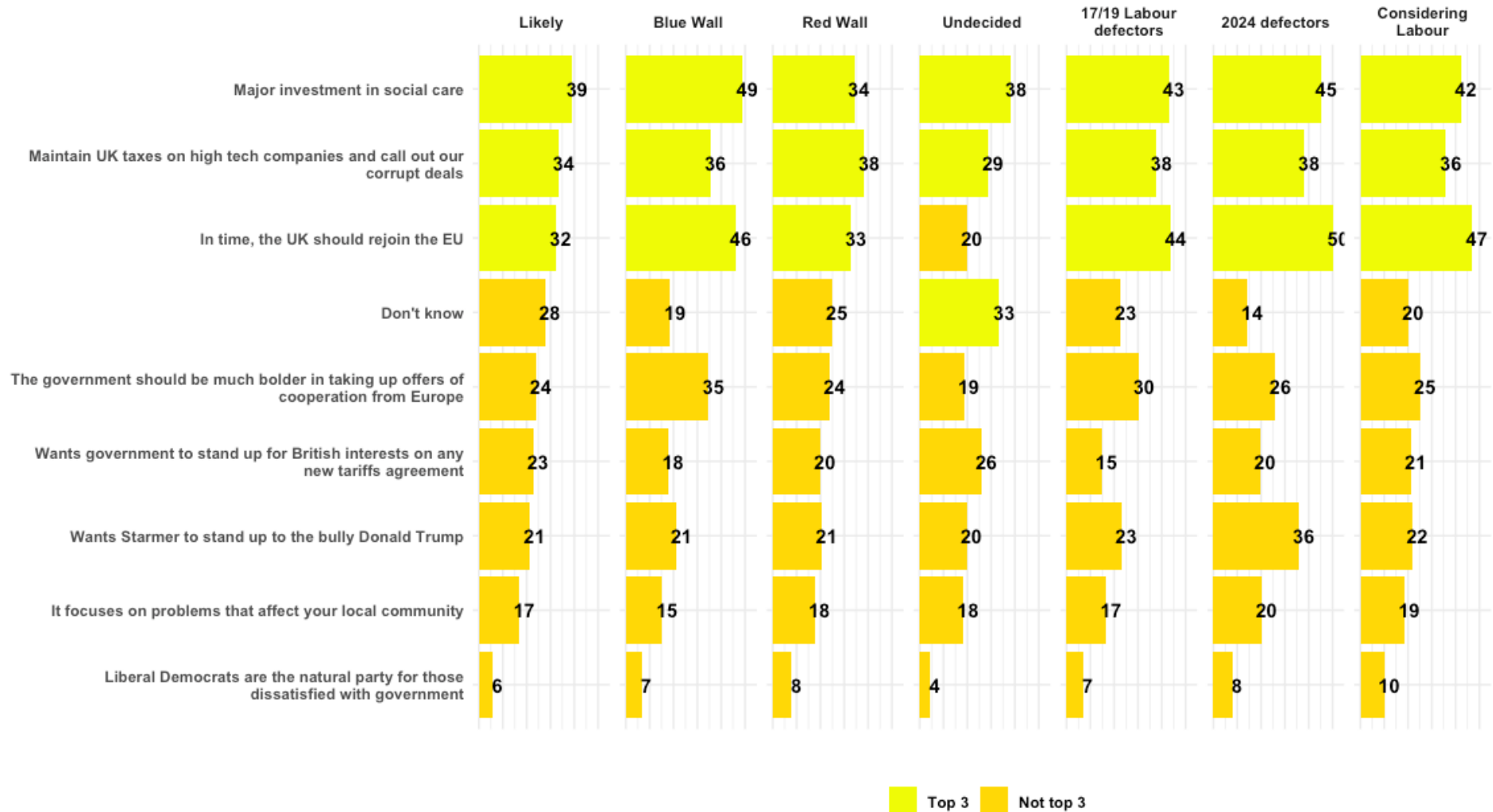
# People agree with Liberal Democrats’ “major investment in social care,” but many also chose closeness to Europe

Respondents do not view Lib Dems as “natural party for the dissatisfied”



# Key defecting groups put rejoining the EU in time as the most important

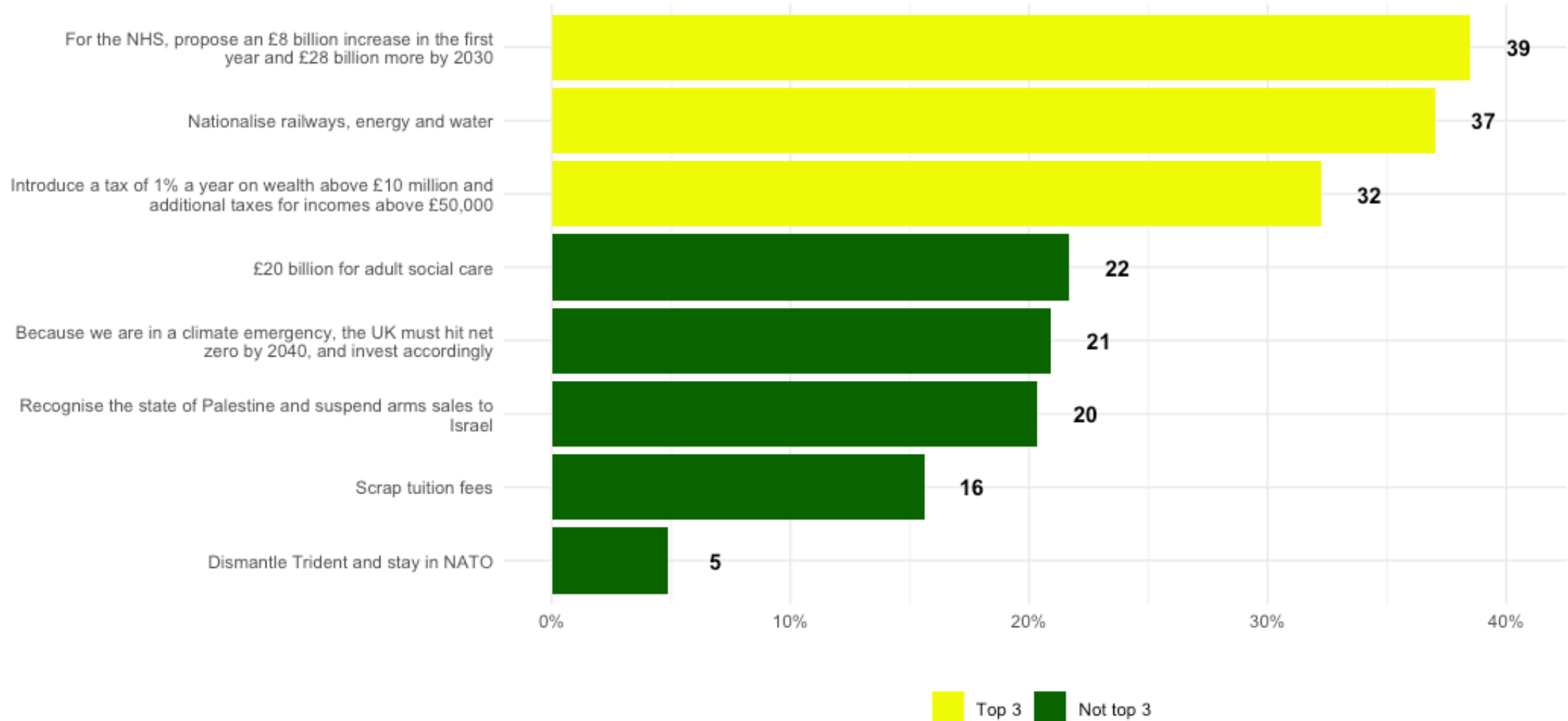
Many also support taxes on high tech companies and rejoining the EU



Below is a list of positions taken by the Liberal Democrats. Please select the THREE you believe are MOST important.

# People support Green plan to increase funding to NHS

Similar to other measures, respondents agree NHS needs proper funding

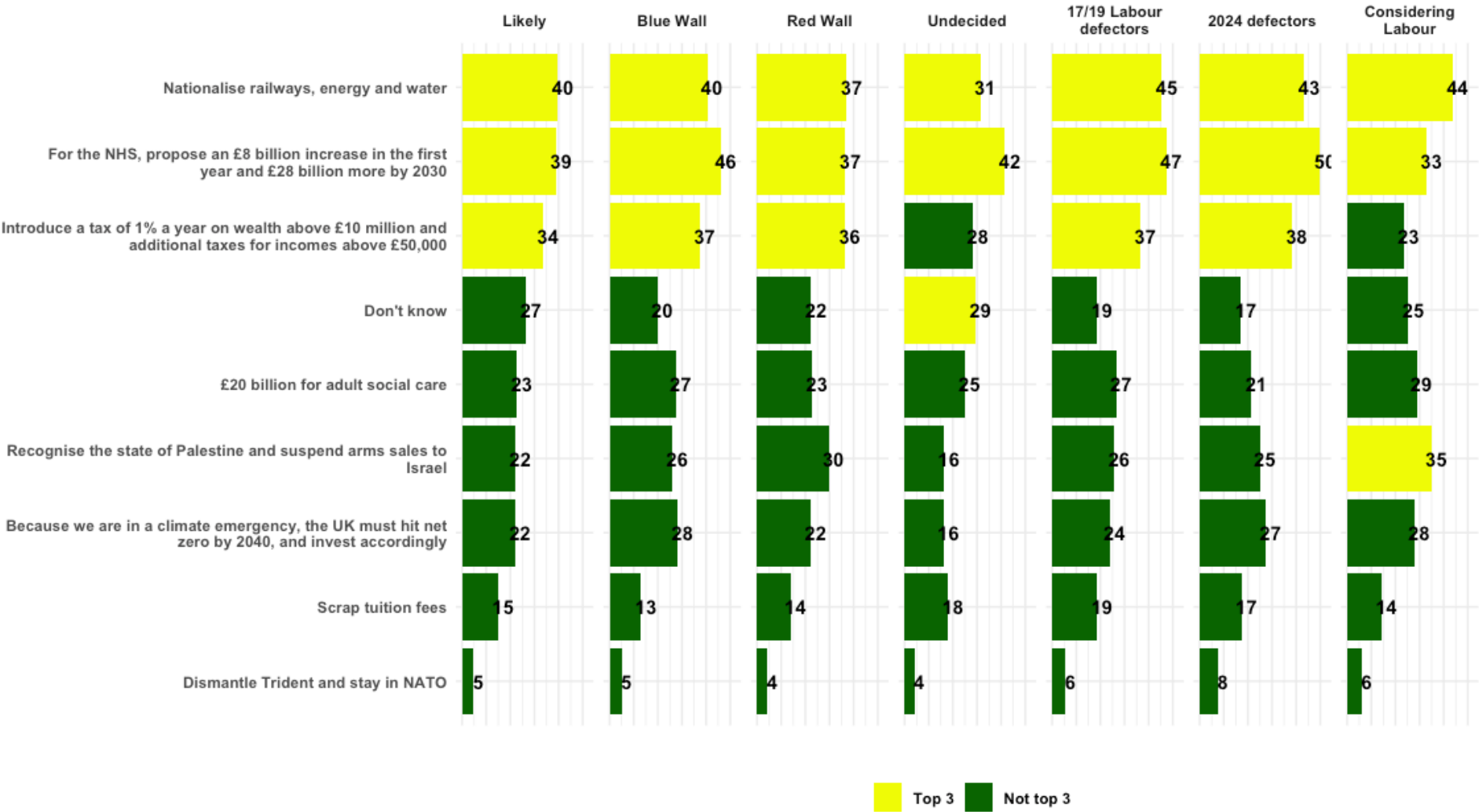


Below is a list of positions taken by the Green Party. Please select the THREE you believe are MOST important.



# Key groups support public provision of railways, energy and water and increasing NHS funding

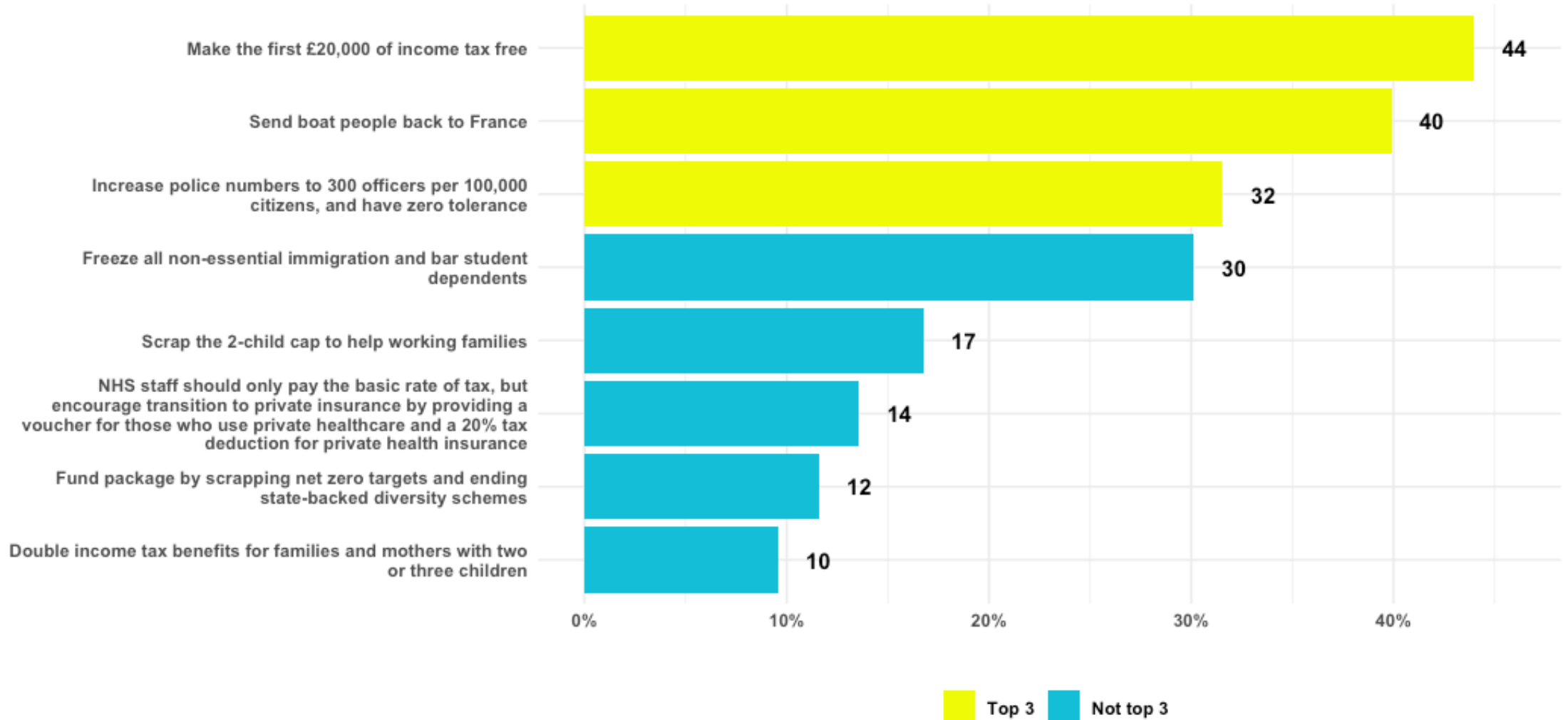
Many also support increasing policing



Below is a list of positions taken by the Green Party. Please select the THREE you believe are MOST important.

# Top Reform positions include making the first £20,000 of income tax free and dealing with boat people

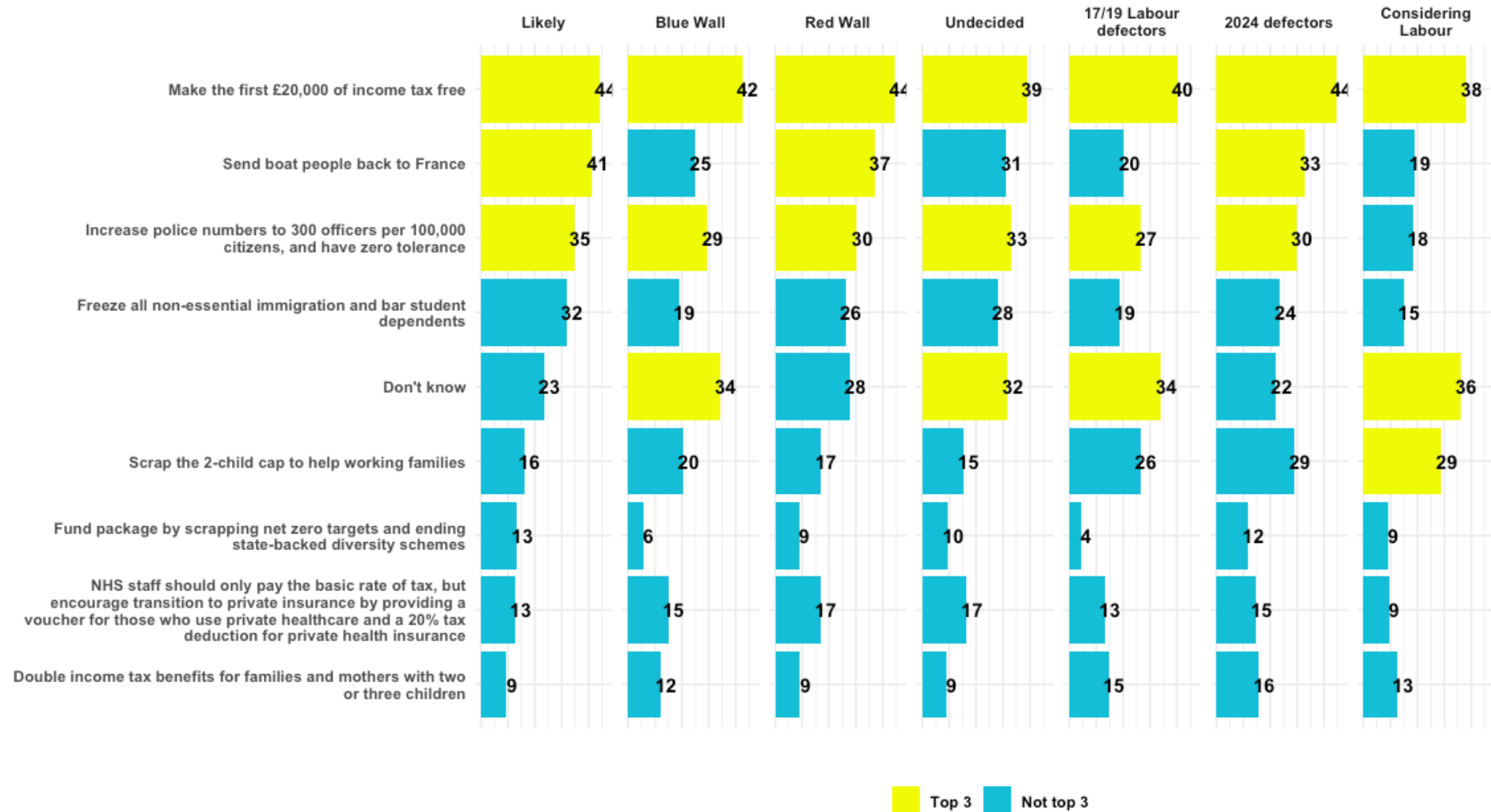
Scrapping the 2-child cap is not really a priority



Below is a list of positions taken by Reform UK. Please select the THREE you believe are MOST important.

# Key groups support making first £20,000 of income tax free

Many also support increasing policing



Below is a list of positions taken by Reform UK. Please select the THREE you believe are MOST important.

# Current Labour narratives

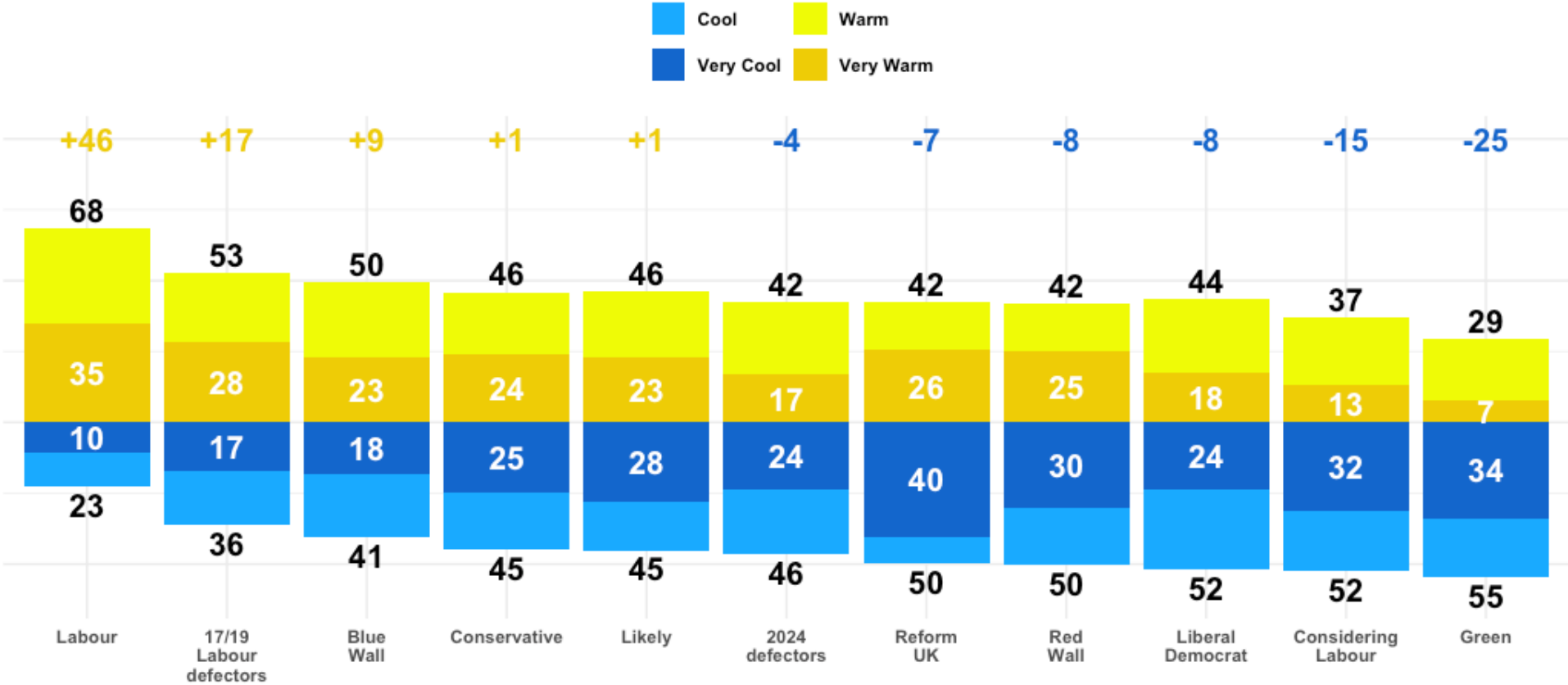
## Current Labour narrative executive summary

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- We tested with half the respondents what the government has been saying by the Prime Minister and others and asked how it made you feel about Labour. We did not mention the Prime Minister or Chancellor to avoid bias.
- The immigration narrative got the strongest response. It described all the new policies, including raising the standards for English. It got heard and warm responses from 45 percent of likely voters.
- Labour voters rated them all equally, so it is important to see that this scored high with 2017/2019 Labour defectors and the Blue Wall. That suggests immigration was part of the fall off.
- The trade treaties that Starmer got done and the IMF report on the economy and growth got much less engagement and support.
- That later shifted Starmer's approval on the economy and should remind us: "It's the economy, stupid." But the Chancellor, like Joe Biden, has mostly talked about jobs, not the cost of living. With the problem still so dominant, perhaps all the narratives should bring in how helping working people with the cost of living.

# Immigration message gets 46 percent warm reactions — well above Labour’s vote and all other current narratives

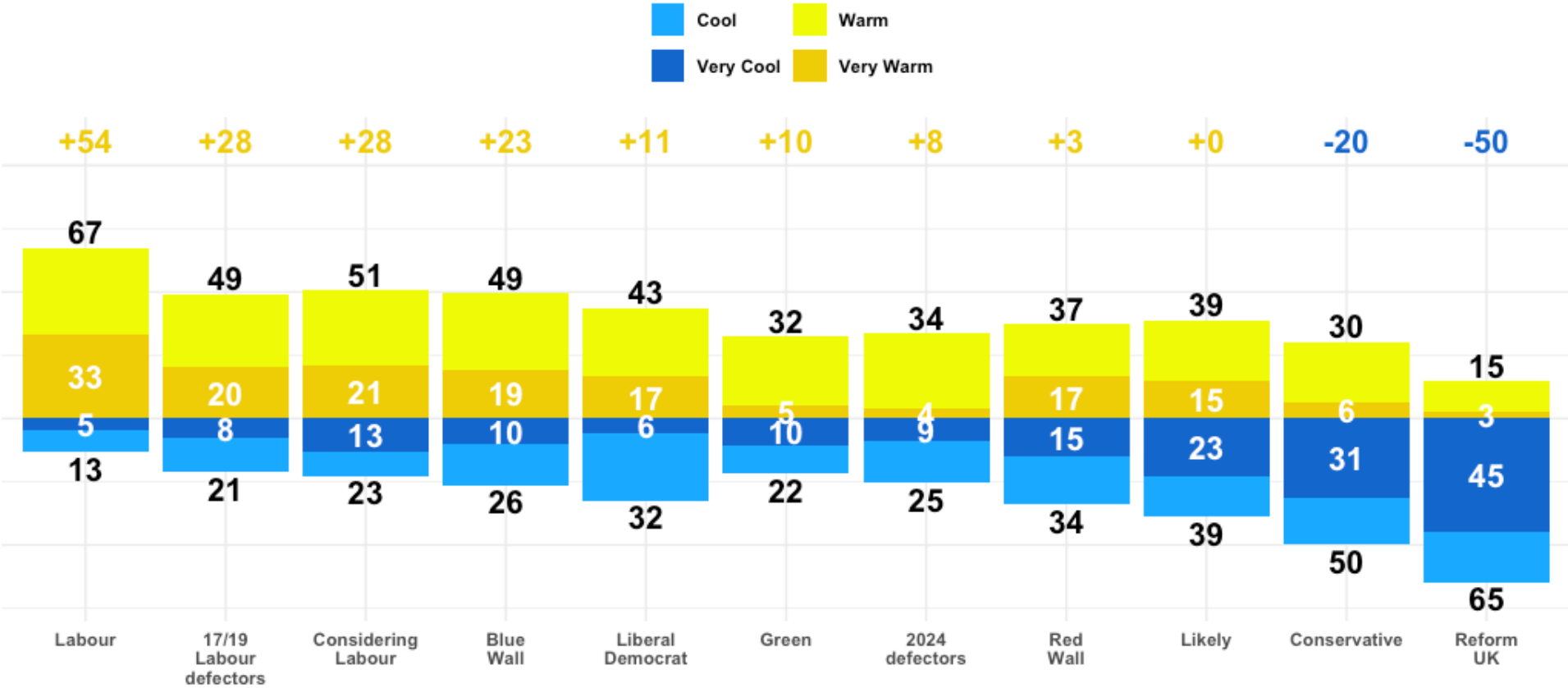
*This Labour government recognises the immigration system has failed and needs to be radically reformed to work for economy and communities. We will dramatically raise the bar so far fewer visas are issued for unskilled workers and require employers to train staff. We will end automatic settlement and citizenship after 5 years and greatly expand the English requirement. We are going after the gangs who bring refugees and expelling immigrants who commit crimes. We must restore order and control, bring down net migration and boost skills and training at home.*



Please rate your feelings toward some people, organisations and activities, with one hundred meaning a VERY WARM, FAVORABLE feeling; zero meaning a VERY COLD, UNFAVORABLE feeling; and fifty meaning not particularly warm or cold.

# IMF upgrading UK's growth forecast got a warm response with only 39 percent and fewer voters engaged with it: 28 percent didn't know how to rate

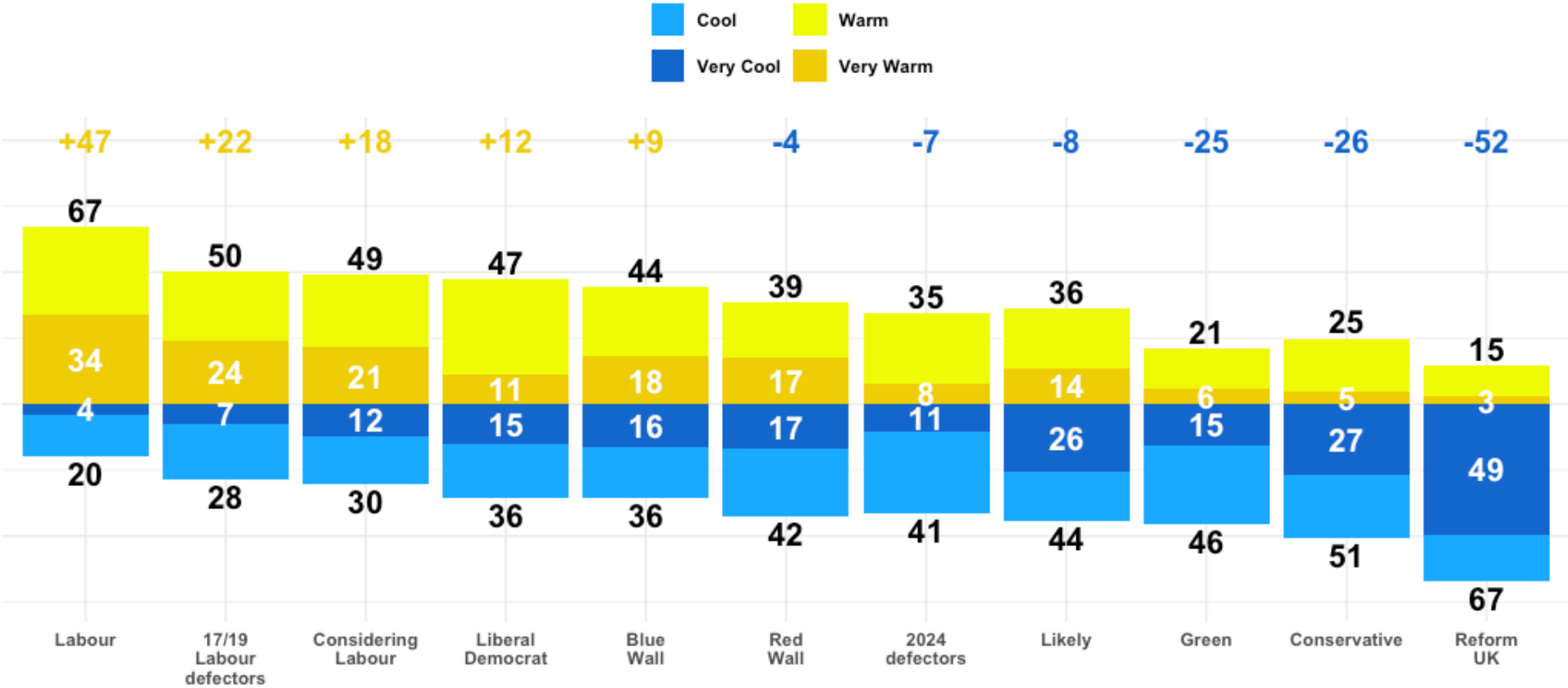
*The IMF upgraded the UK's growth forecast for this year to 1.2 percent, saying "an economic recovery is underway". It endorsed the fiscal strategy that has a good balance between supporting growth and safeguarding sustainability. Our commitment to fiscal rules is increasing investment and stability that encourages investment in our high potential sectors. Three million workers through the National Living wage beat inflation by £1,000 pounds and the UK had the fastest growth rate in the G7.*



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# Trade deals got a warm response from 36 percent of likely voters, and 24 percent didn't know how to rate

*Previous Prime Ministers talked about trade deals, but we did the deal with the largest and most dynamic economies in the world: India, the United States and the EU. It was pragmatism and a commitment to growth and a vote of confidence in this country. Our stabilising of the economy has made Britain a place to do business. No one has a better deal with the EU that will grow our food exports, fishing, defence industries and business. It will grow the GDP by £9 billion by 2040.*

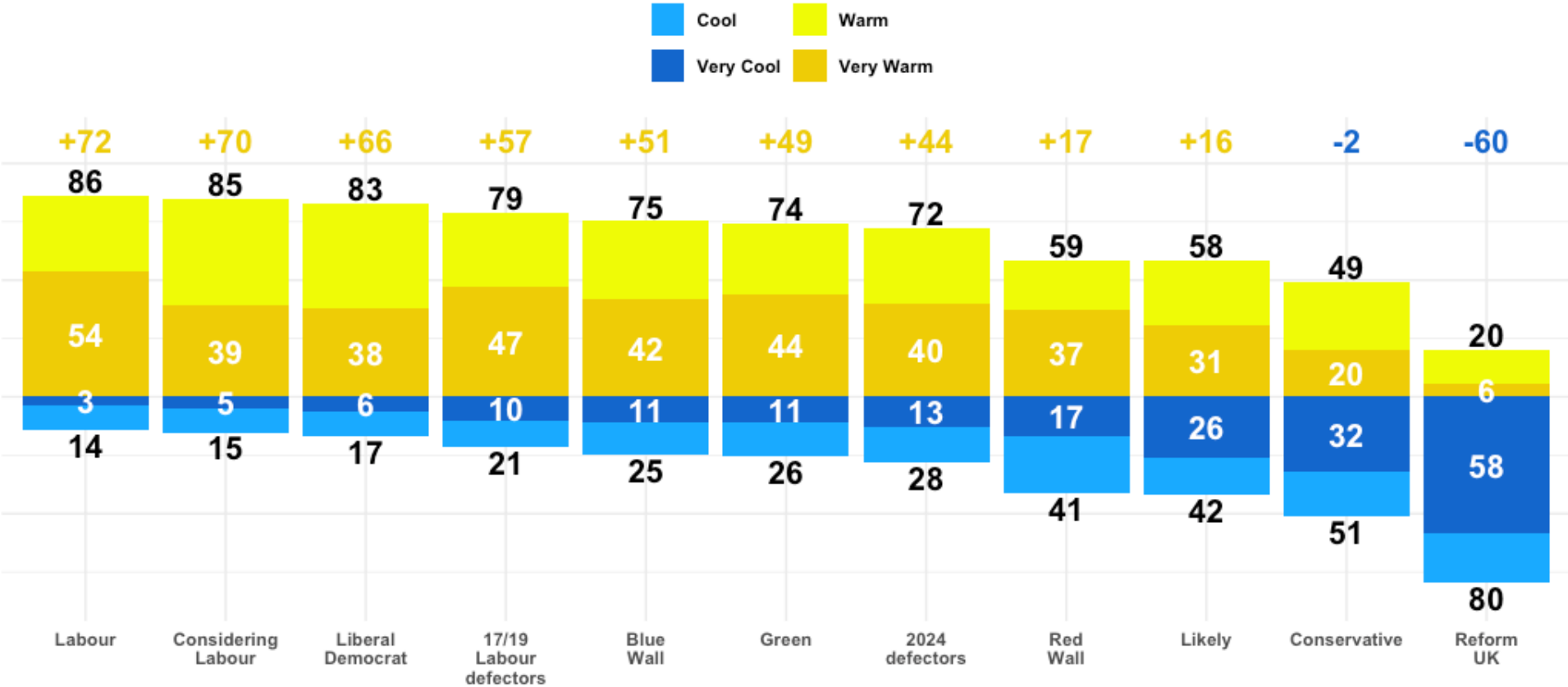


Please rate your feelings toward some people, organisations and activities, with one hundred meaning a VERY WARM, FAVORABLE feeling; zero meaning a VERY COLD, UNFAVORABLE feeling; and fifty meaning not particularly warm or cold.



# Strongest narrative aligns UK with Europe on the economy and fight for democracy against Trump. The message is strongest with defectors, Red Wall and those open to Labour

*Labour's manifesto accepted the current framework with Europe. But Trump's election, betraying Ukraine, and his trade war means the UK must establish the strongest possible ties with Europe. The defence of democracy and our security centres in Europe, not the United States. Brexit has brought us declining growth and incomes, and we need the closest possible economic ties with Europe. We must raise new revenue and raise our defence spending even more to lead in our shared defence. The UK must lead the battle against tyrants and for freedom.*



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# New Labour narratives

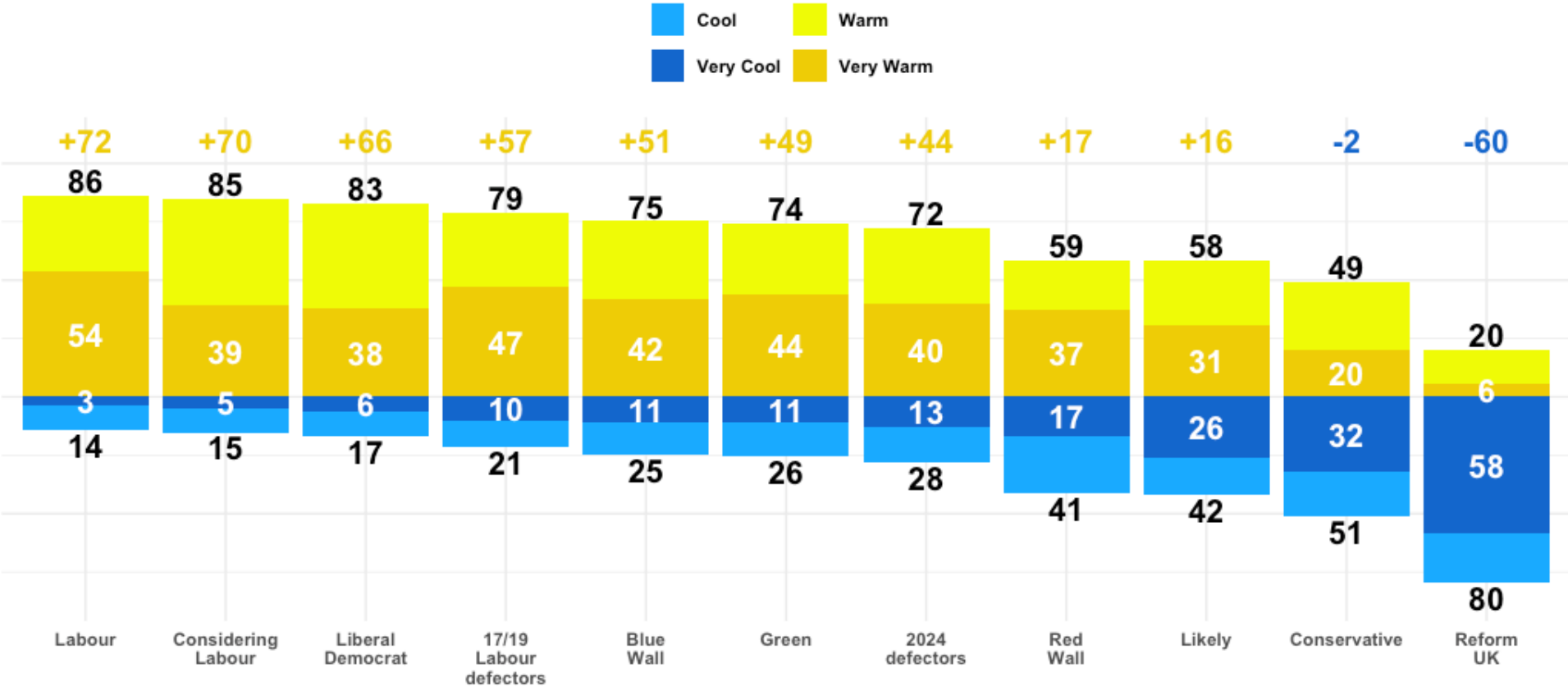
## New Labour narrative executive summary

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- Half the respondents heard new narratives that assert the need for new revenues. They each assert goals that Labour is committed to — elevating defence and the fight for freedom and against tyrants that is centered in Europe, cutting child poverty and escalating the battle against climate change. These get warm responses dramatically above the vote and move the defectors most of all.
- The strongest is centering the defence of democracy in Europe and against Trump's betrayal of Ukraine that sets up the need for close relations with Europe. That allows us to remind of Brexit that left us with declining incomes. Most of the narrative is about defence spending and leading the battle for democracy. A stunning 58 percent are warm to it. It gets into the 80 percent range for defectors and those considering Labour. The narrative centered on defence allows Starmer to show his commitment to being with Europe.
- Labour recommitting to fighting child poverty has an extraordinary impact. Fully 49 percent are warm to it, but that reaches to 80 percent warm among those considering Labour, the defectors, Green and Labour voters. It involves added funds, a broader agenda and reform of child credit.
- Escalating the climate does as well as the immigration message, but it is constrained by voters not believing we are reducing energy costs. But the message is very strong with Green & Lib Dem voters.

# Offering strongest possible economic ties with EU, overcoming Brexit decline, investing in defence and fighting for freedom got 58% warm & over 80% for those considering Labour

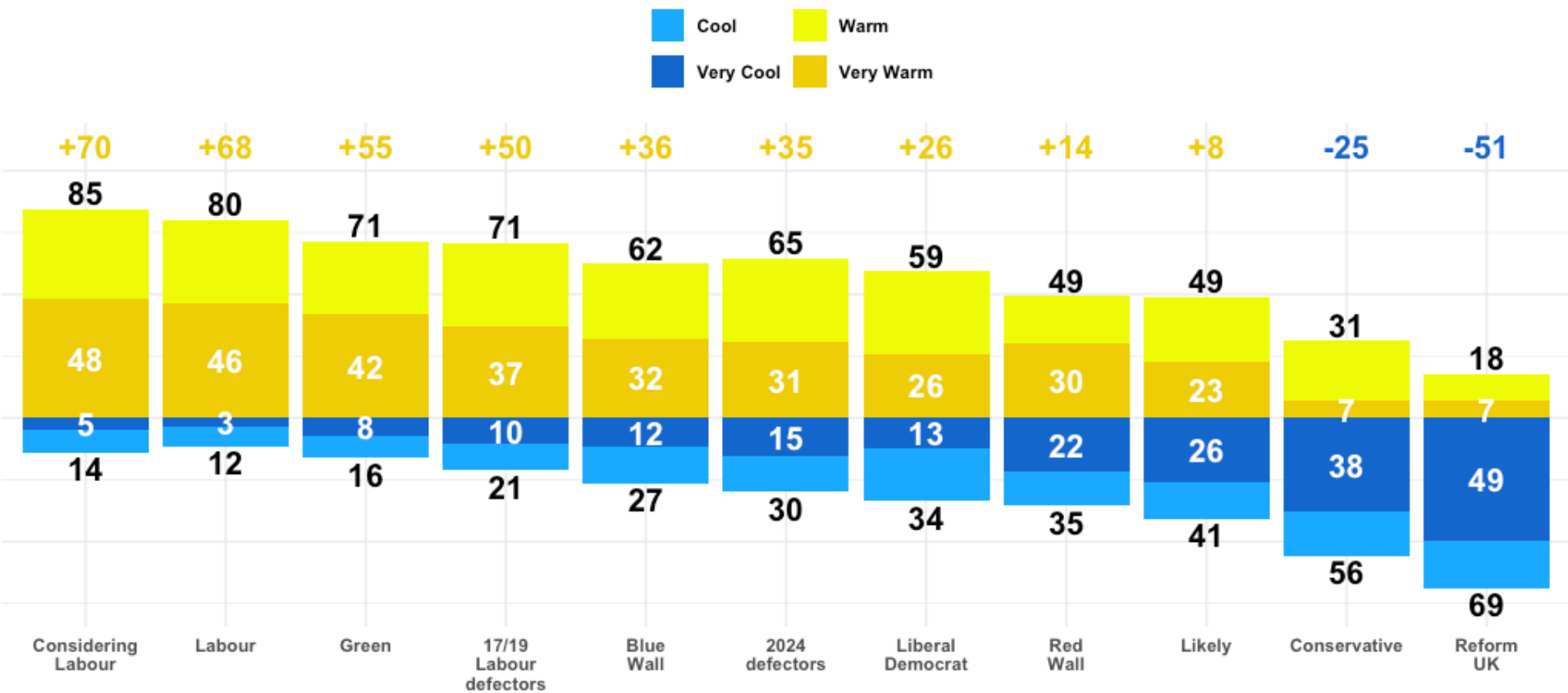
*Labour's manifesto accepted the current framework with Europe. But Trump's election, betraying Ukraine, and his trade war means the UK must establish the strongest possible ties with Europe. The defence of democracy and our security centres in Europe, not the United States. Brexit has brought us declining growth and incomes, and we need the closest possible economic ties with Europe. We must raise new revenue and raise our defence spending even more to lead in our shared defence. The UK must lead the battle against tyrants and for freedom.*



Please rate your feelings toward some people, organisations and activities, with one hundred meaning a VERY WARM, FAVORABLE feeling; zero meaning a VERY COLD, UNFAVORABLE feeling; and fifty meaning not particularly warm or cold.

# Addressing poverty boldly gets 49 percent warm responses, rising to over 70 percent for 17/19 Labour defectors and over 80 percent for those considering Labour

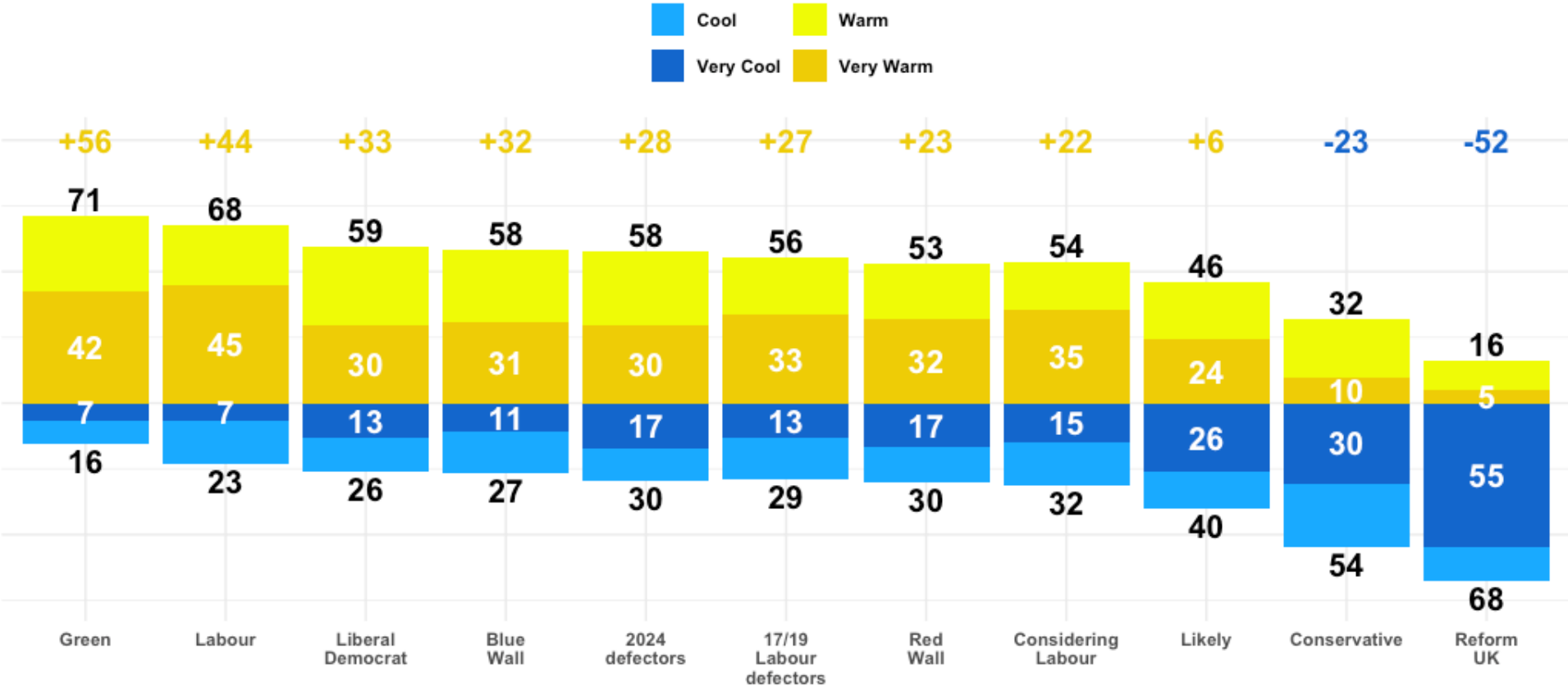
*Labour's manifesto called for ambitious strategy to reduce child poverty and give the young the best start in life. Tory austerity put 4.5 million more children into poverty. The Blair-Brown governments made a dramatic reduction in child poverty, but Tory austerity wiped out all the progress and put 4.5 million more children into poverty. The Tories cut spending for all children by 10 percent but cut spending by one third for those under 6. Rising child poverty is a crisis and a moral imperative. It is a red line that requires raising revenue to abolish the 2-child cap and raise benefits by 20% for kids under 6. We need to greatly raise access to child care and free school meals. Labour must make life better for all working people.*



Please rate your feelings toward some people, organisations and activities, with one hundred meaning a VERY WARM, FAVORABLE feeling; zero meaning a VERY COLD, UNFAVORABLE feeling; and fifty meaning not particularly warm or cold.

# Upping the game on climate gets only 46 percent warm responses, though probably muted by questions on affordability

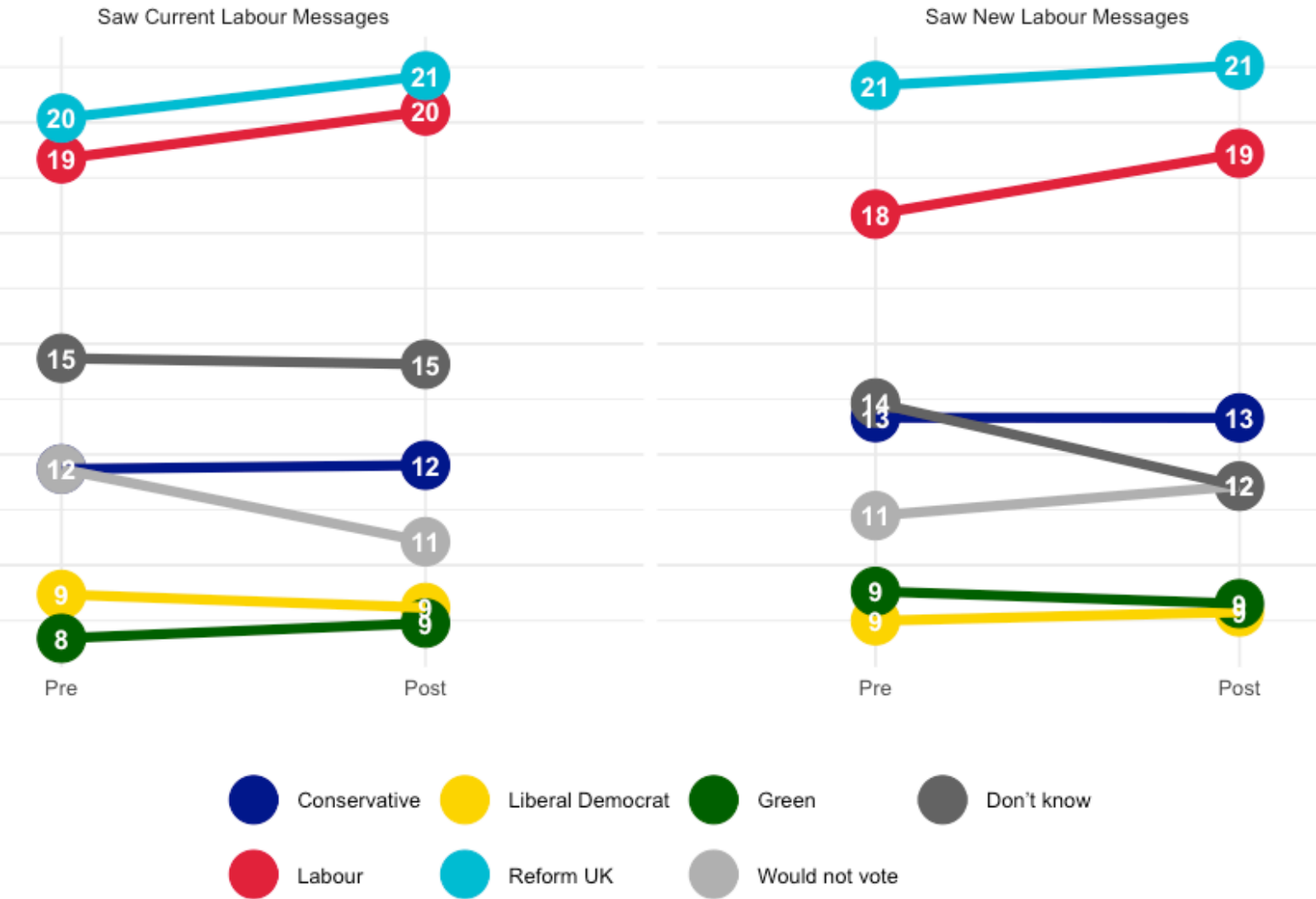
*Because President Trump denies climate change is real and calls for greatly increased production of oil and natural gas, we say the UK has to lead the world on the transition to clean energy. There is no choice. That means more revenue and restoring the level of investment business investors expected. Prioritise upgrading the power grid. Create US-type tax credits to subsidise the purchase of EVs, solar panels and insulation. Mandate solar panels on all new homes. Scrap Sizewell and promote new small nuclear plants. With Trump, Reform and the Tories opposed to net zero, we need to be the superpower Britain can be.*



Please rate your feelings toward some people, organisations and activities, with one hundred meaning a VERY WARM, FAVORABLE feeling; zero meaning a VERY COLD, UNFAVORABLE feeling; and fifty meaning not particularly warm or cold.

# Little change in the vote after the message test, except some drop in undecided for those who heard the new messages

Little impact on voting intention, regardless of which messages respondents saw. Reform continues to be the most popular party with respondents, followed by Labour. No party saw any significant movement in this measure.



## Hearing the narratives raised Starmer's approval; + 4 points in new messages

Over the course of the survey, Starmer's approval improves, but only very marginally.



How much do you [approve or disapprove] of each of the following?



## Significant improvement in approval on economy, as a result of hearing from IMF on growth

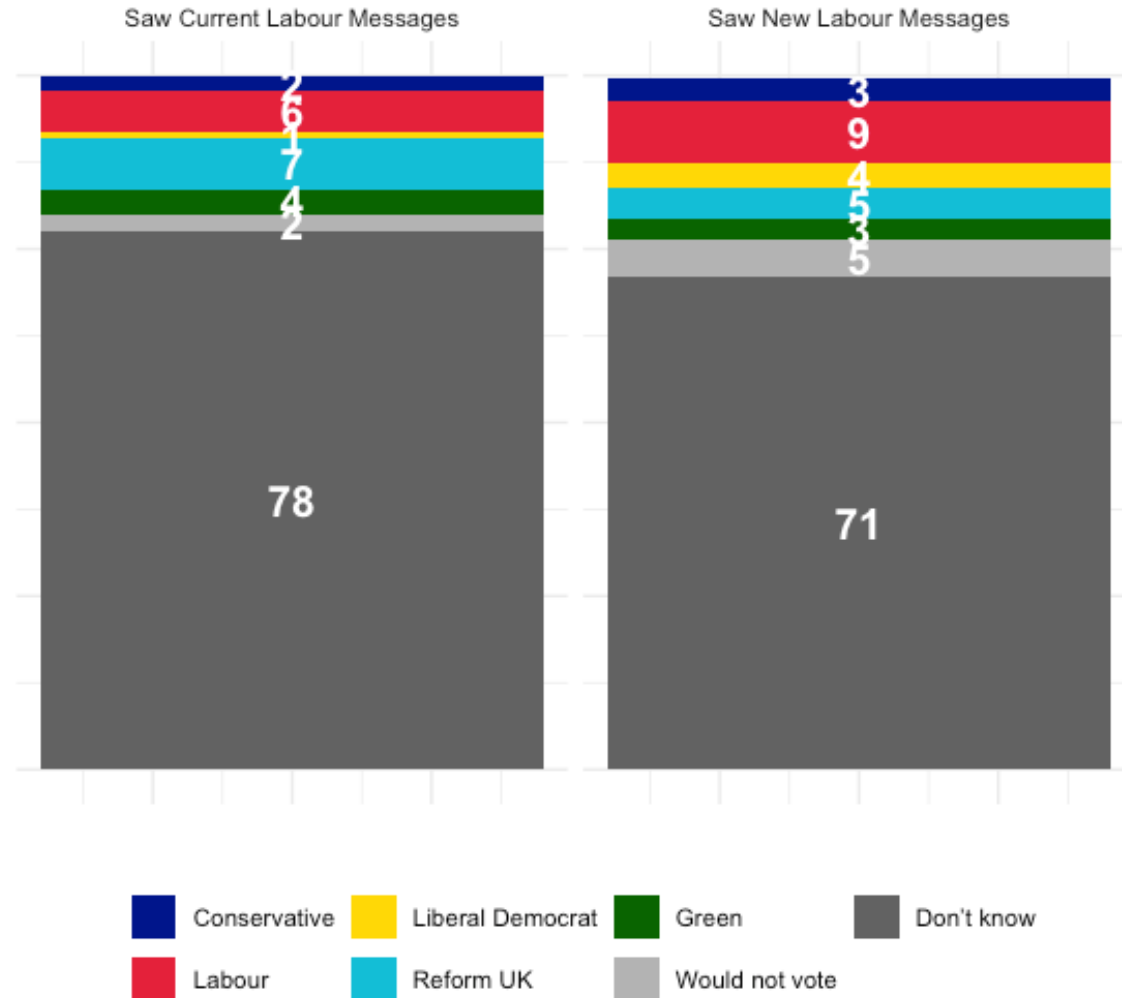
There was stronger improvement (+5%) in respondents' view of how the government is handling the economy after being exposed to the poverty, Europe and climate messages. The statements about the IMF's growth forecast, foreign alliances and immigration plan were less successful, although they did still prompt a very slight improvement (up 3% compared to earlier in the survey).



How much do you [approve or disapprove] of each of the following?

# New Labour messages lower the undecided, and it breaks for Labour

Most undecided UK adults remain undecided at the end of the survey



# Conclusion

## Conclusion

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- Embrace the need for new revenue as a signal that the government is determined to fully fund the programs you are advancing and that Labour is fighting for Labour's principles.
- Bring prices and the cost of living into nearly all of what you are trying to address. Some of that is rhetorical. With 60 percent citing it, you need to relate almost everything to how you are helping. But the Employment Rights Bill includes your raising the minimum wage, incomes in social care, protecting pregnant women and ending zero-hour contracts to help working people deal with low pay and high prices.
- Raise the investment in climate transition but broaden the revenue base, hit oil companies and get rid of climate fees that are used by opponents to win the affordability debate. Ending the freeze on petrol duty was the lowest option for new revenue.
- Accept that you are operating in an increasing polarized country where you will make gains largely with liberal-left voters who respond to symbolic weapons available to the government.
- Most of all, the Labour Party and Prime Minister must show they are unhappy with the state of the country and intend to bring big changes.