

Savanta:

Wide but shallow

Where does Labour's next majority come from?

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Wide but shallow: where does Labour's next majority come from?

The Labour universe

Segmented the electorate into four groups that comprise the Labour universe

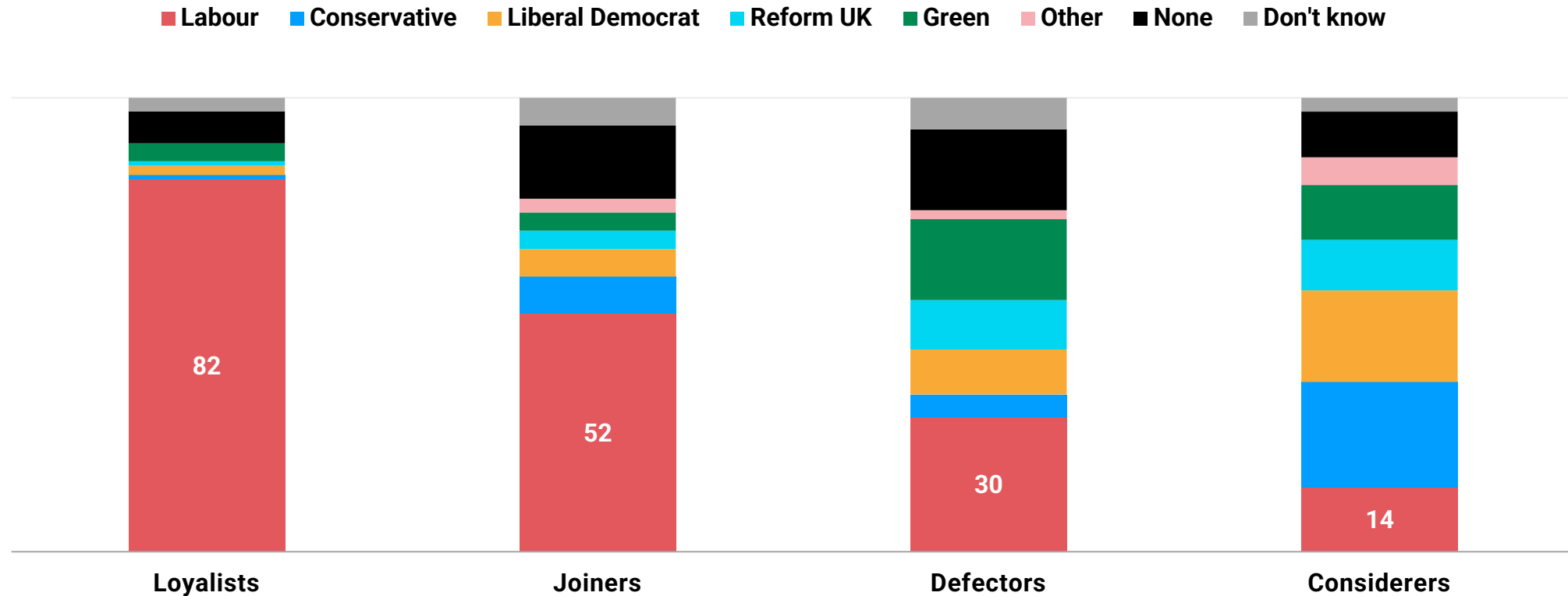


Party ID

How do our segments identify with party and policy?

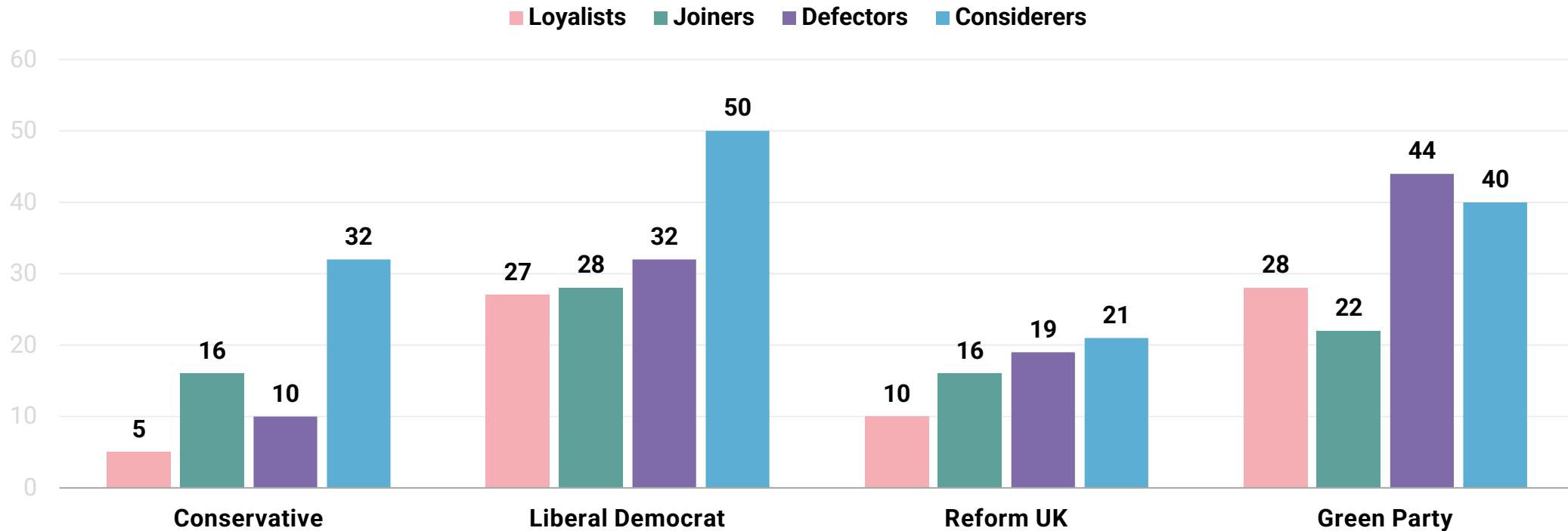
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A third of defectors still say they consider themselves Labour



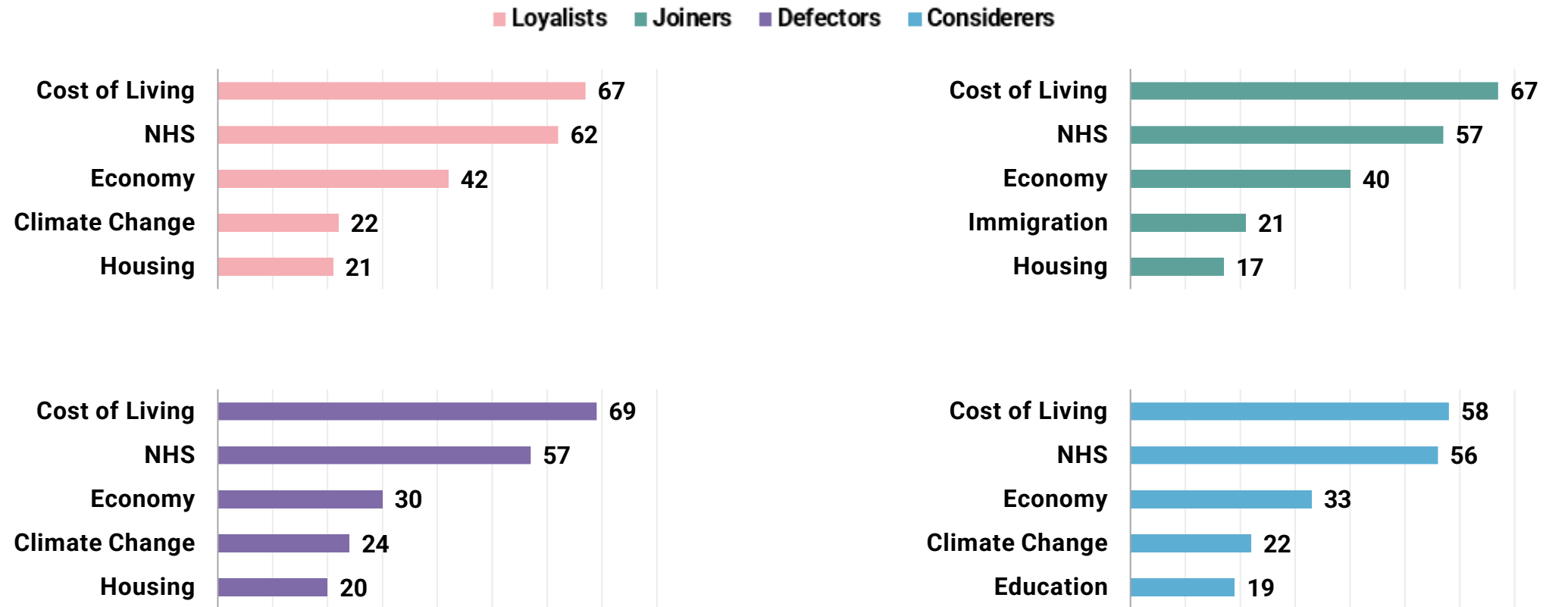
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A quarter of Labour loyalists would consider voting Liberal Democrat and Green



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All segments had the same top 2 issues, but the importance of the economy, climate change, housing and immigration differed

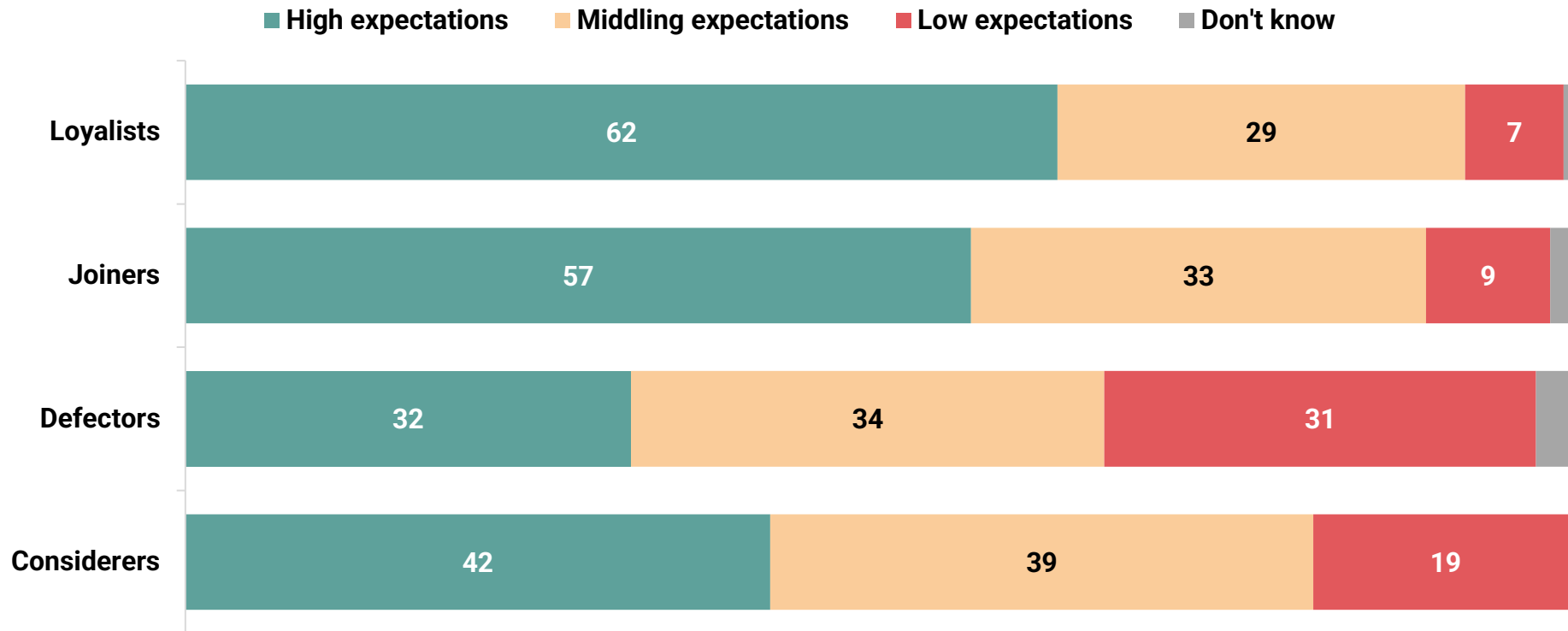


Government performance

How do our segments rate Labour's start in government?

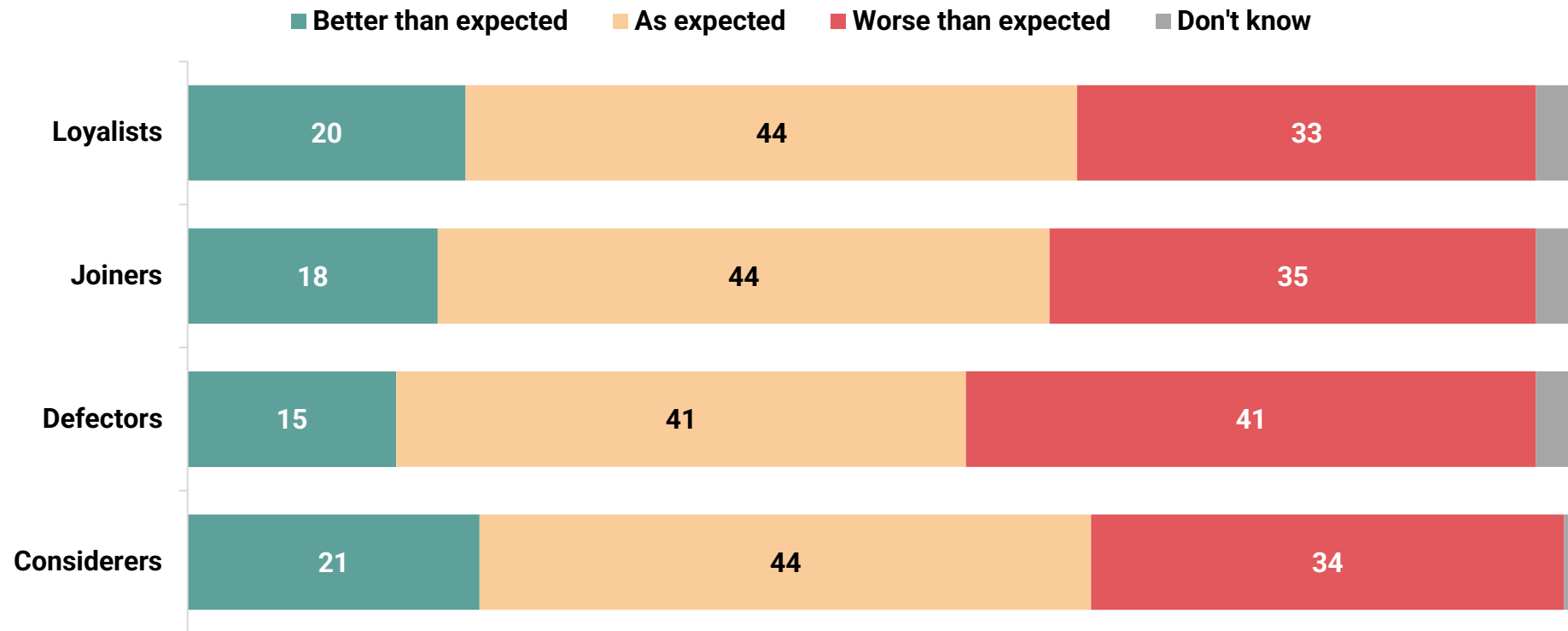
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Labour's 2024 voters had high expectations for what it could achieve...



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...but more than a third of their voters think they're doing worse than expected



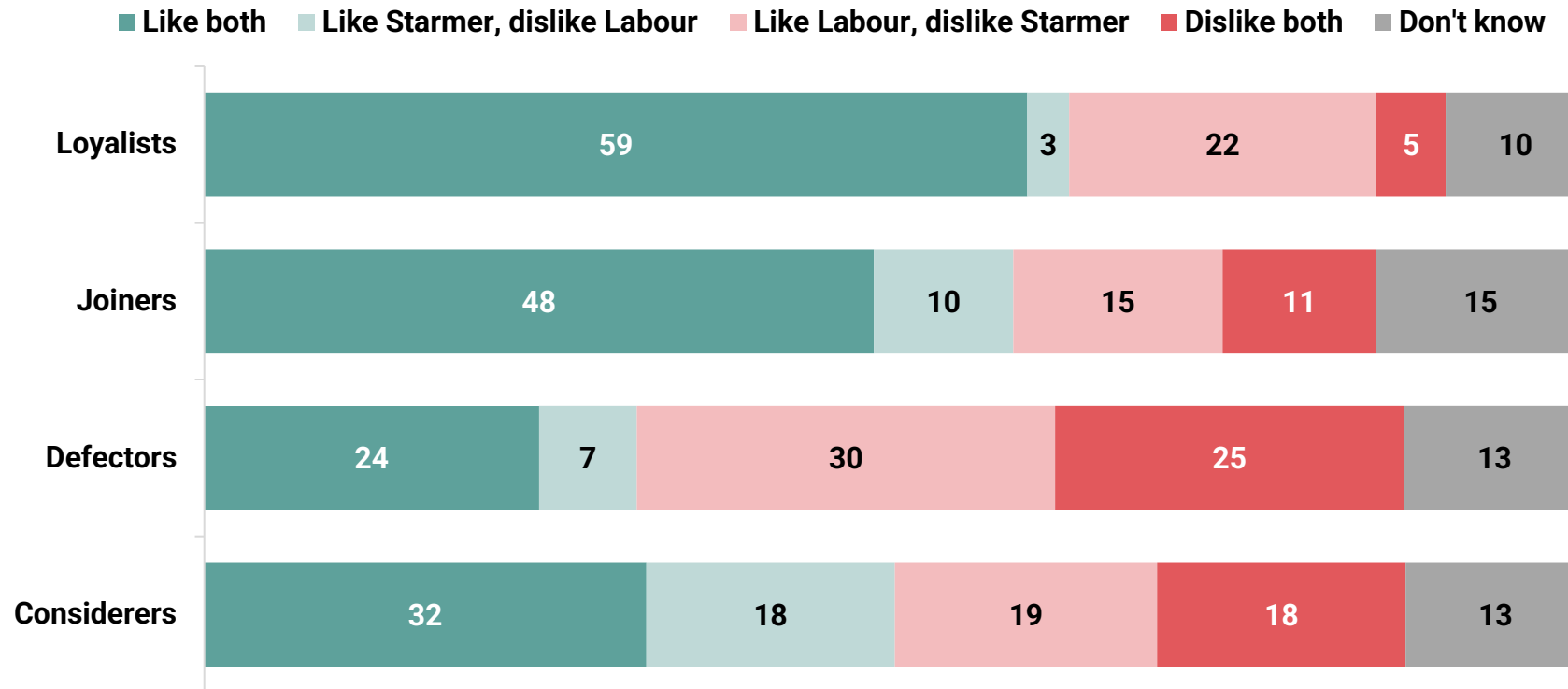


The leadership

What do our segments think of Keir Starmer and other high-profile Labour figures?

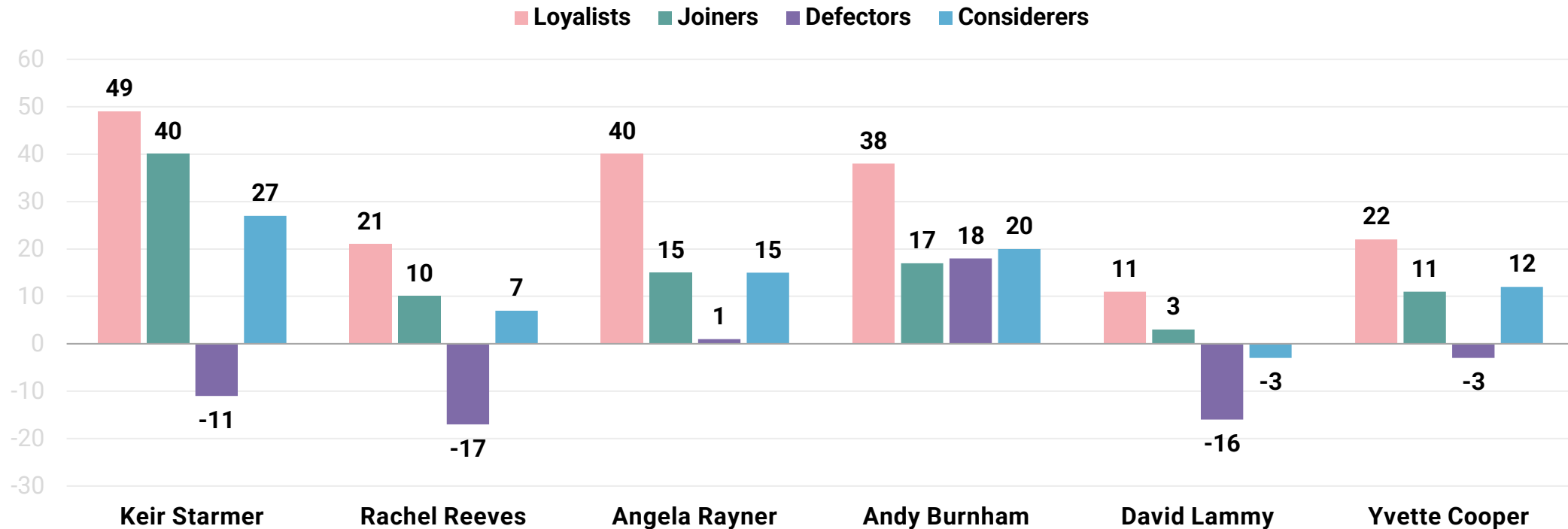
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Considerers are divided over whether it is Starmer, or Labour itself, that they dislike



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Andy Burnham is more popular with Defectors than any other Labour figure



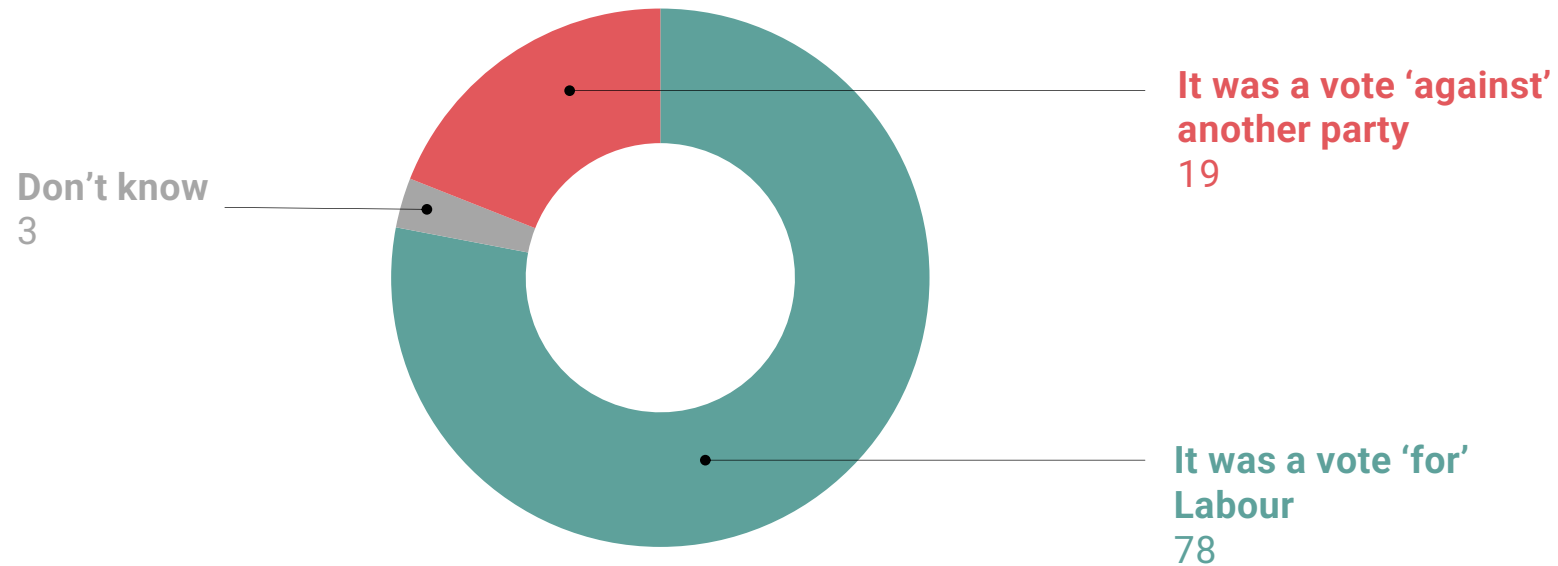


In focus: Loyalists

How vulnerable are Labour now to losing voters that stuck with the party through two wildly different leaders?

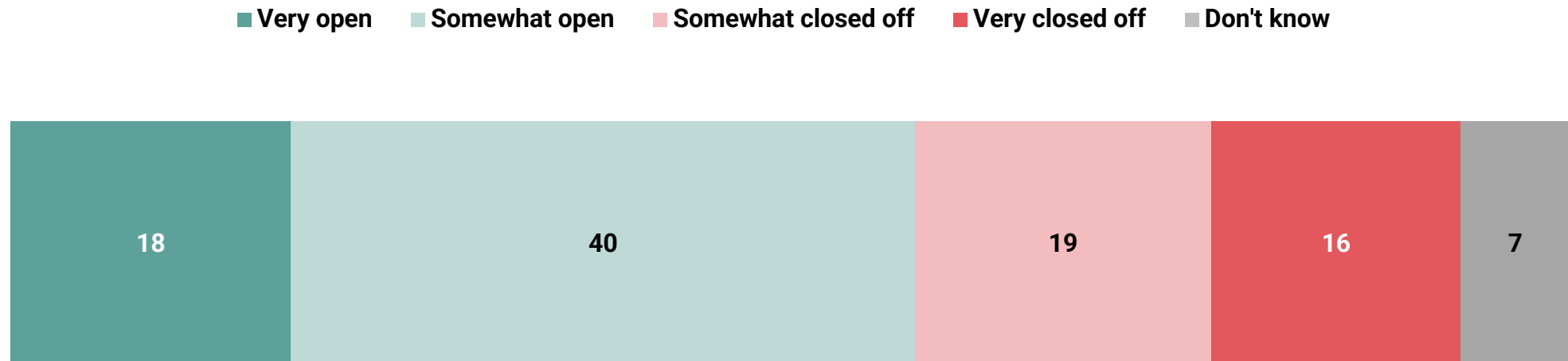
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One in five Loyalists say their vote was 'against' another party, rather than 'for' Labour, at the 2024 general election



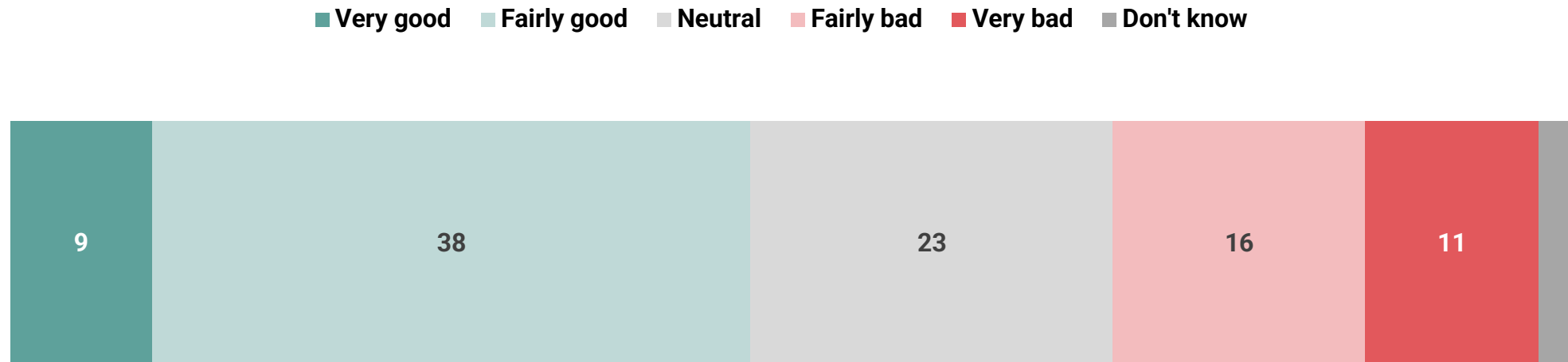
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One in five Loyalists are 'very open' to voting for a political party that isn't Labour



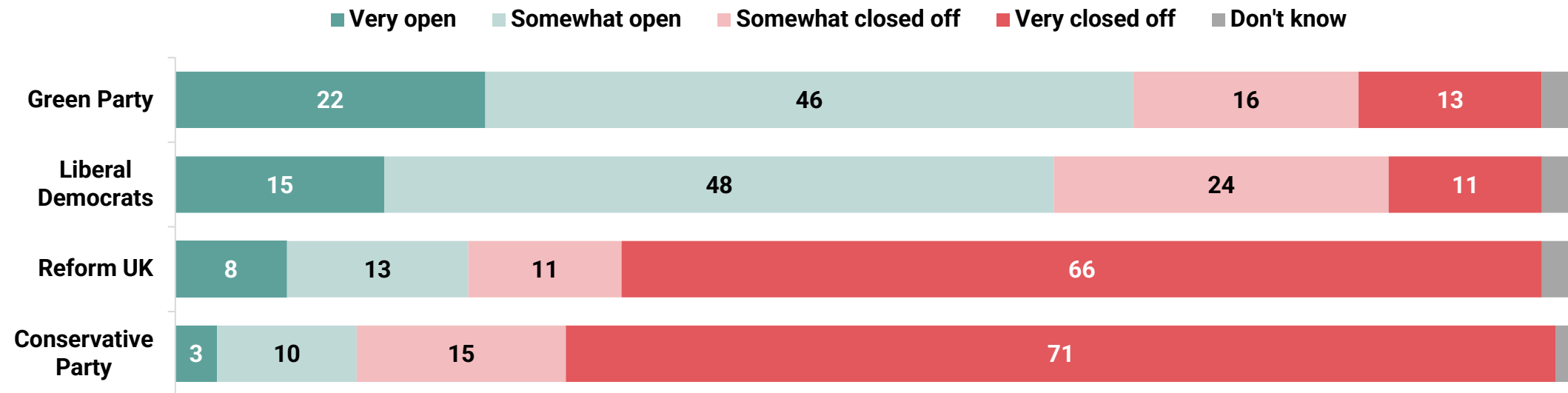
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Even a quarter of Loyalists say that Labour has made a bad start to its time in government



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Labour Loyalists would most likely be electorally promiscuous with the Green Party and Liberal Democrats



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Liberal Democrats

I like their Health and Social Care policies, and I really like Ed Davey

Their sense of human justice and their strong feelings for the EU

They are not the Conservatives or Reform UK

Socialist values without some of the right-wing leanings of Labour

They make a great different option to the main parties and often give a new view

Green Party

They're currently more of a socialist party than Labour are

Liking their domestic policies and fond of Carla Denyer

They deserve a shot, the others are useless

Their focus on environmental and social benefits align with my own views

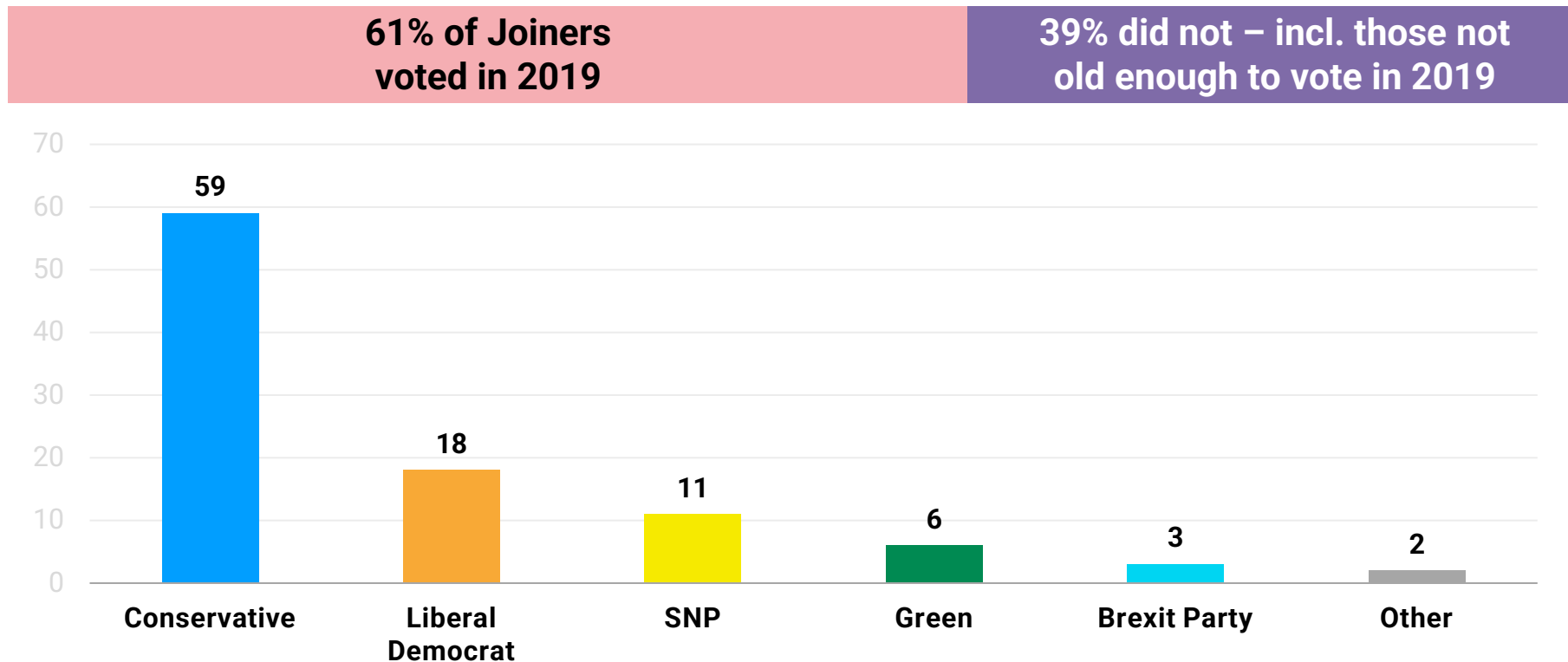
They make a great different option to the main parties and often give a new view

In focus: Joiners

How likely are the voters Labour gained from other parties to stick around?

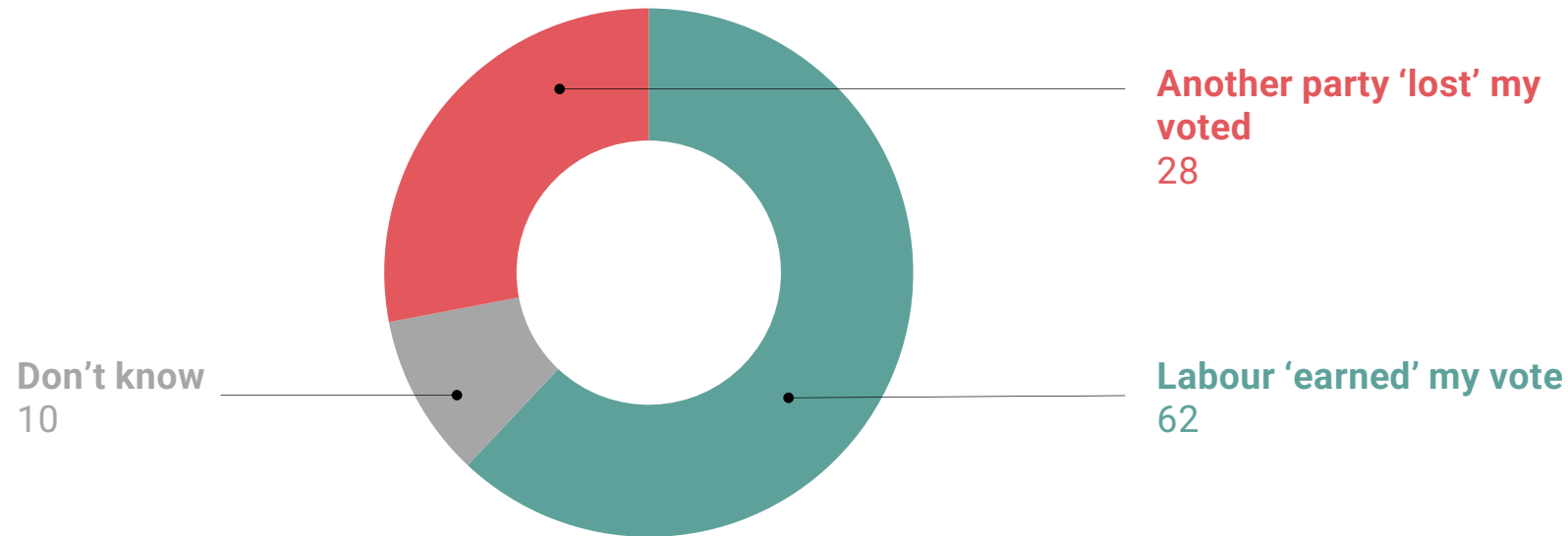
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Six in ten Joiners that voted in 2019 voted for Boris Johnson's Conservatives



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A quarter of Joiners say that another party 'lost' their vote in 2024, rather than Labour 'earning' it



Joined from the Lib Dems

If I had known Labour would take away my winter fuel payment

I would reconsider if the Labour Party turned too far to the left

I will switch back, I voted tactically

If the country also got behind the Lib Dems. There was signs that they're on the right path

Probably will, but it was a case of doing whatever was needed to get the Tories out

Joined from the Tories

A radical change in attitude from the Conservatives

Poor performance by the Labour Party

Nothing. I believe in Labour now

If a new leader can do better than the current PM, only then will I reconsider

Earning trust that has totally gone after years of lies



In focus: Defectors

What are Labour's prospects of winning these voters back?

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Defectors are equally divided over whether Labour 'lost' their vote, or another party 'earned' it



Defected to the Lib Dems

Be transparent about their figures. Where has this £22bn blackhole come from?

Tax the rich, fund the NHS and schools. Stop the cost-of-living crisis.

Not entirely sure, but they seem to have become very Tory-lite

It was a tactical vote to remove the Tories from my area. Labour were never going to win, so I voted Lib Dem

If my new Labour MP does a good job representing my constituency, and if the Labour government are honest and manage to implement their manifesto

Defected to the Green Party

Earn the public's trust. They only won because people don't like the Conservatives

They should stand for what Labour is meant to stand for. They are just Conservatives in disguise now

Don't say awful things about the trans community

There is nothing Labour can do, they are far away from my views on climate change

I disliked the fact that Labour didn't vote for a ceasefire in Gaza, therefore couldn't vote for them

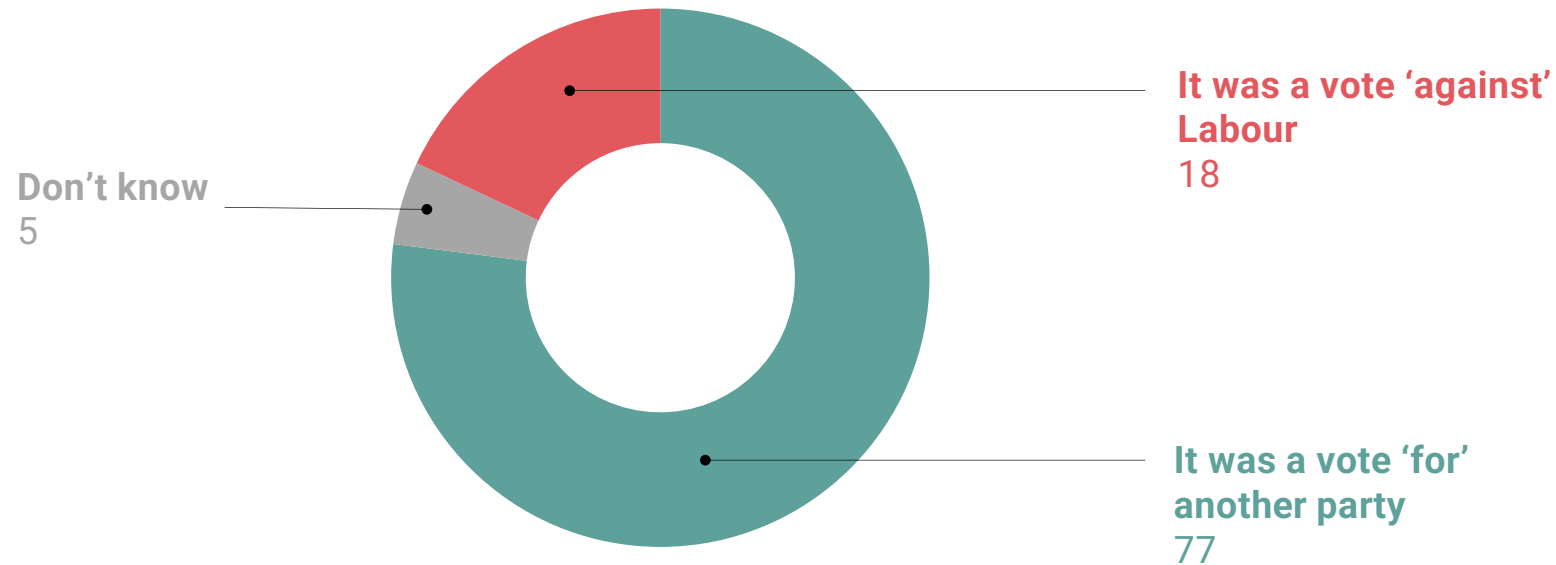


In focus: Considerers

If not in 2019, and not in 2024, can Labour
ever convert these would-be voters?

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Three quarters of Considerers were more motivated to vote 'for' another party than 'against' Labour



Voted Conservative

Move more to the centre ground and stop threatening to overtax the better off

Stop blaming the previous government for everything and stop taking money from pensioners both overtly and covertly

Prove themselves over the next 5 years and gain my trust

Keep going as they are. I would have voted for them this time but chose my Conservative candidate for local reasons

I feel that they dislike people who are successful - reward and recognition for this should be greater

Voted Reform UK

Look after the pensioners, and look after this country first

Stop illegal immigration and drastically cut legal migration also

Show they can run the country well

Be a bit more honest and up front with their intentions

Cost of living. They must address high inflation, rising bills and general economic difficulties.

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Voted Liberal Democrat

I always vote tactically for the Liberal Democrats to try and keep the Tories out. There is nothing else that Labour could or should do to get my vote

Be stronger in my constituency

Treat pensioners better

They will need to prove more competent and honest than the Tories, adopt PR and get much closer to the EU. If they began negotiations to rejoin the EU, that would be the clincher.

Explain how they are going to do things and back it up with how. Stop bashing other parties. I only want to hear what they are planning to do

Voted for the Green Party

Be more specific about what they were going to do. They didn't exactly inspire me with confidence

To secure my vote in future elections, Labour would need to address their issues with not taking Islamophobia and other forms of racism in their party seriously

More focus on environment and the NHS

Focus more on young people's needs as we are the generation who will have to live with the consequences

Move away from their right-wing policies and prioritising the upper class and return to appealing towards the working class and working towards a better future for them

Conclusions

01

Remarkable victory

Labour's election-winning voter coalition is remarkable in its diversity, which was a strength in July but may prove challenging in the future

02

Wavering Loyalists

While a majority are happy, Labour should be concerned a significant minority of those that found Corbyn *and* Starmer palatable show signs of wavering already

03

Unreliable Joiners

If the Tories get their act together, Labour will lose some joiners. This is beyond their own control, but alienating Lib Dems via policy decisions, is not

04

Disillusioned Defectors

Being more left-wing or liberal may win some of these over, but that is unlikely to help in Con-Lab marginals, and may lead to stockpiling votes that decrease electoral efficiency

05

Cautious Considerers

Small in number, Labour must be wondering what it needs to do to win these over. A competent and gaffe-free first term, after 14 years away, may sway these fickle voters

06

Sunak parallels

Johnson & Truss lost voters to the Tories' left, and Sunak lost them to the Tories' right: Starmer now faces serious threats from both sides of the political spectrum