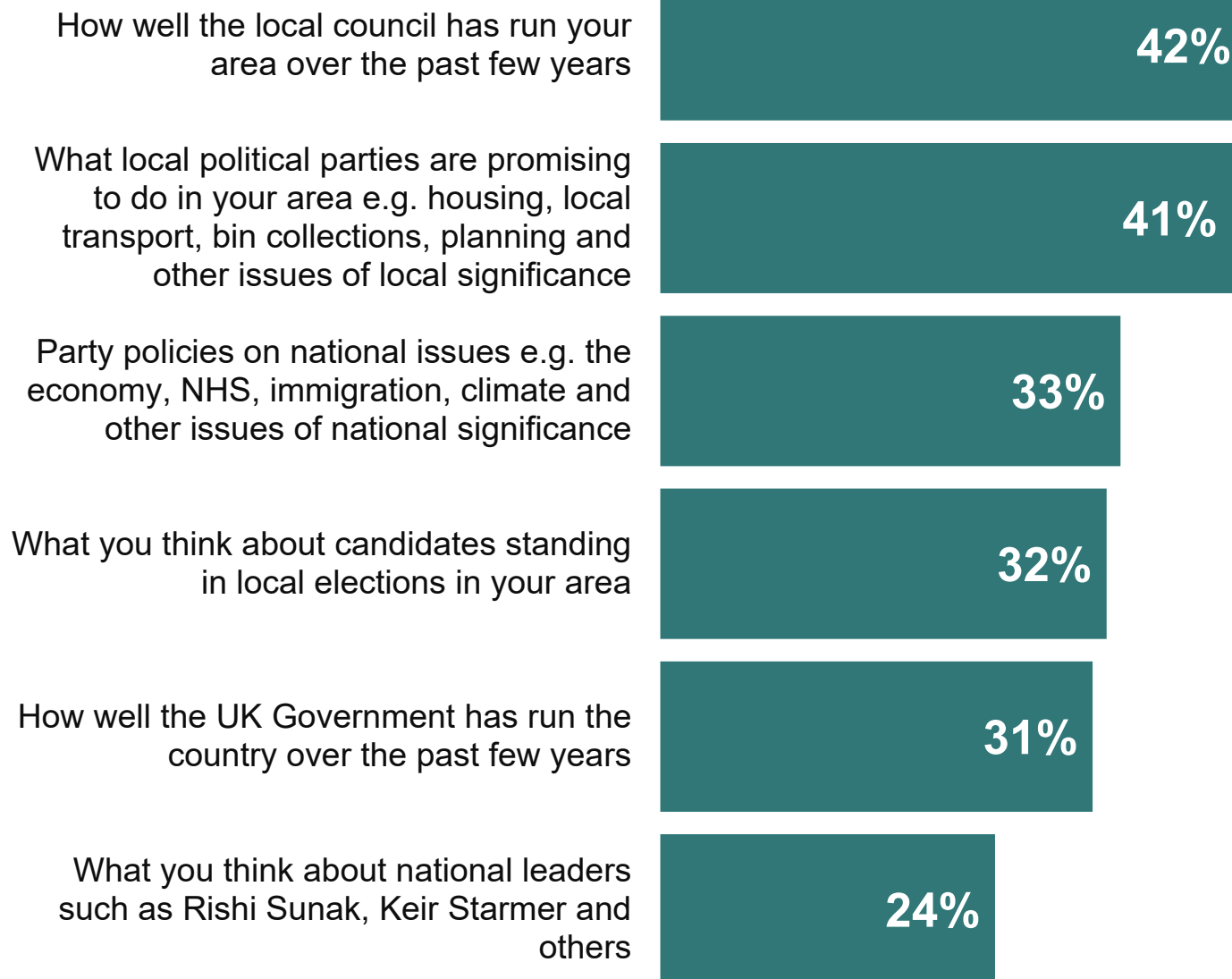


IPSOS UK POLITICAL PULSE: LOCAL ELECTIONS

April 2023

Local issues are most important to potential voters in the local elections but national issues / leaders are also at play

As you may know, local elections are taking place in some parts of the United Kingdom on Thursday 4th May 2023. Please think about how you will decide to vote in these elections, or about how you would decide to vote if there are no elections in your area. Which, if any, of the following, would be very important to you when deciding who to vote for in local elections on the 4th May?



Base: 1,850 Online English adults aged 18-75, 21-24 April 2023.

Most important reasons for voting: 2019 Conservative and Labour voters

As you may know, local elections are taking place in some parts of the United Kingdom on Thursday 4th May, 2023. I would like you to think about how you will decide to vote in these elections, or about how you would decide to vote if there are no elections in your area. Which, if any, of the following, would be very important to you when deciding who to vote for in local elections on the 5th May?

2019
Conservative
voters

2019
Labour
voters

How well the local council has run your area over the past few years

53%

44%

What local political parties are promising to do in your area e.g. housing, local transport, bin collections, planning and other issues of local significance

45%

44%

Party policies on national issues e.g. the economy, NHS, immigration, climate and other issues of national significance

32%

41%

What you think about candidates standing in local elections in your area

39%

34%

How well the UK Government has run the country over the past few years

25%

38%

What you think about national leaders such as Rishi Sunak, Keir Starmer, others

23%

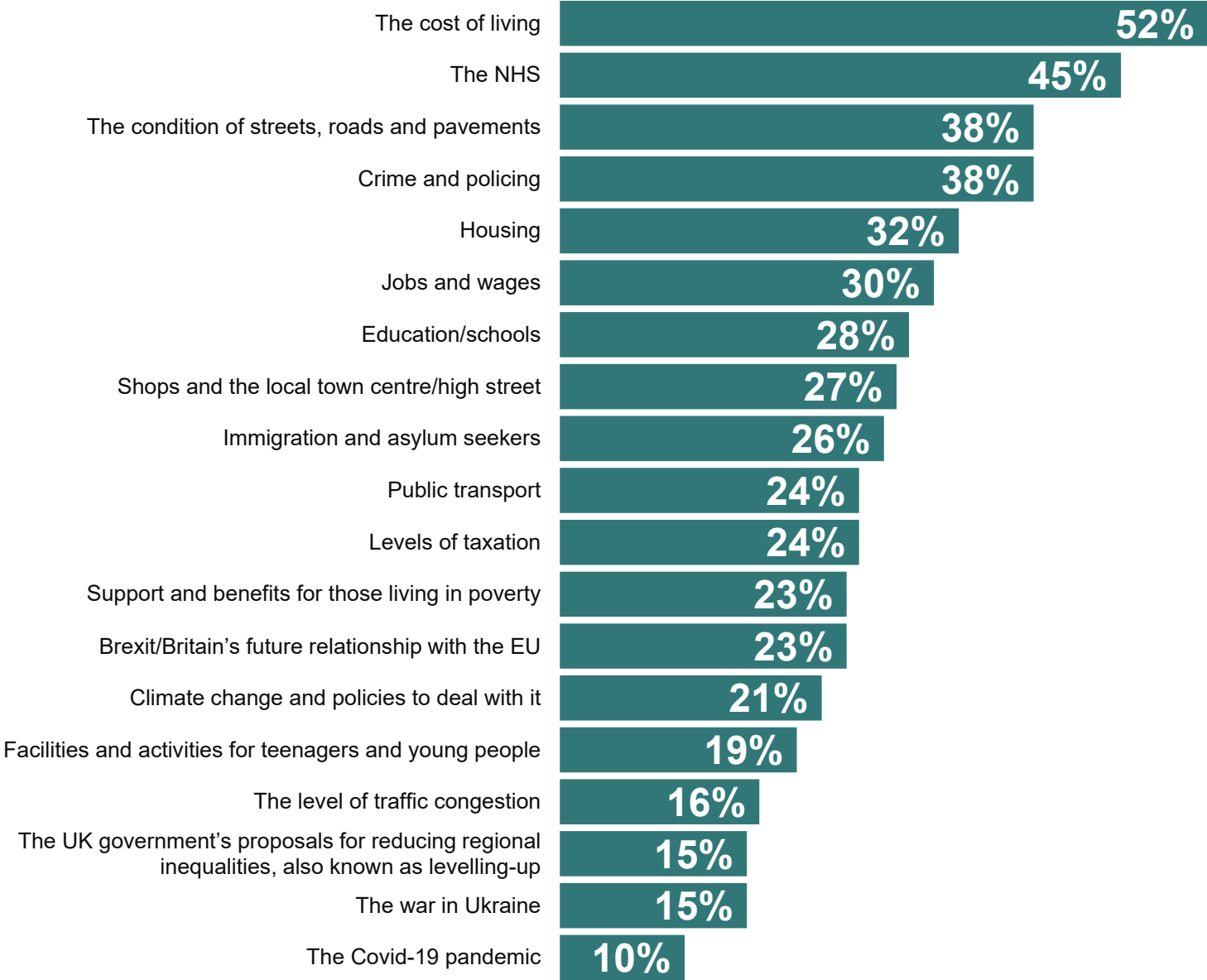
30%

Base: 1,850 Online English adults aged 18-75, 21-24 April 2023. Including 2019 Conservative (554) and Labour voters (540).



The cost of living and the NHS remain the most important issues when deciding how to vote in the local elections

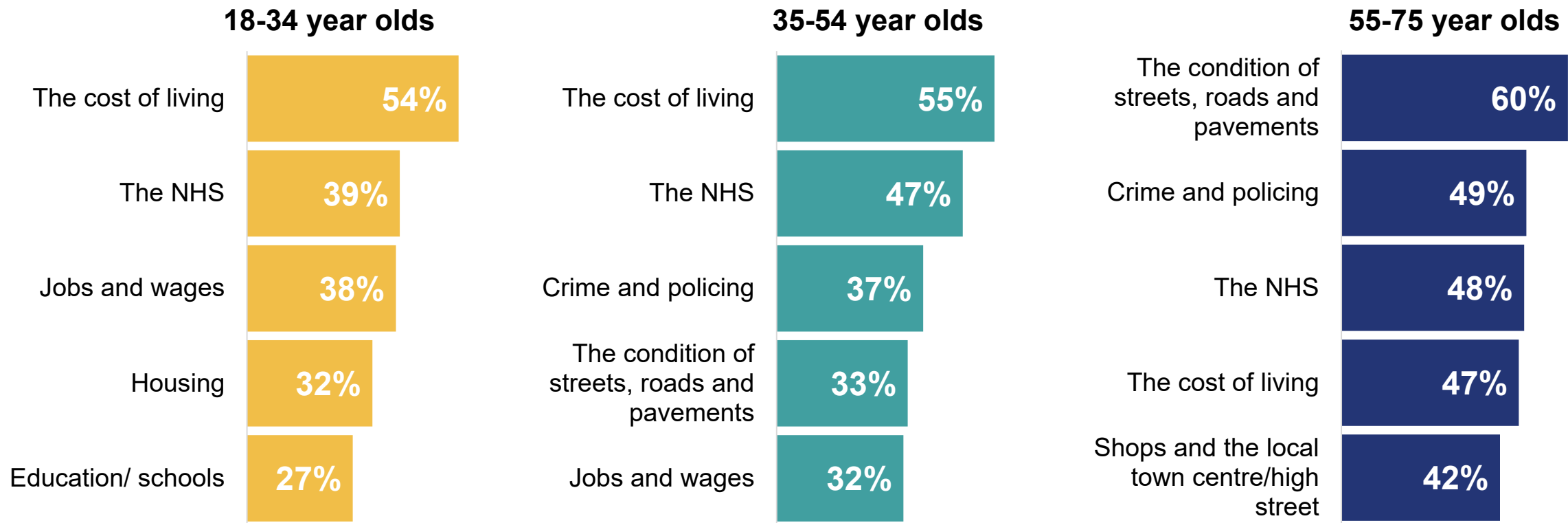
And still thinking about how you will decide to vote in the local elections, or about how you would decide to vote if there are no elections in your area. Which, if any, of the following issues would be very important to you when deciding who to vote for in local elections on the 4th May? Pick all that you think would be very important.



The priorities of potential voters in the local elections tend to vary by age

And still thinking about how you will decide to vote in the local elections, or about how you would decide to vote if there are no elections in your area. Which, if any, of the following issues would be very important to you when deciding who to vote for in local elections on the 4th May? Pick all that you think would be very important.

Top five issues selected by each age group

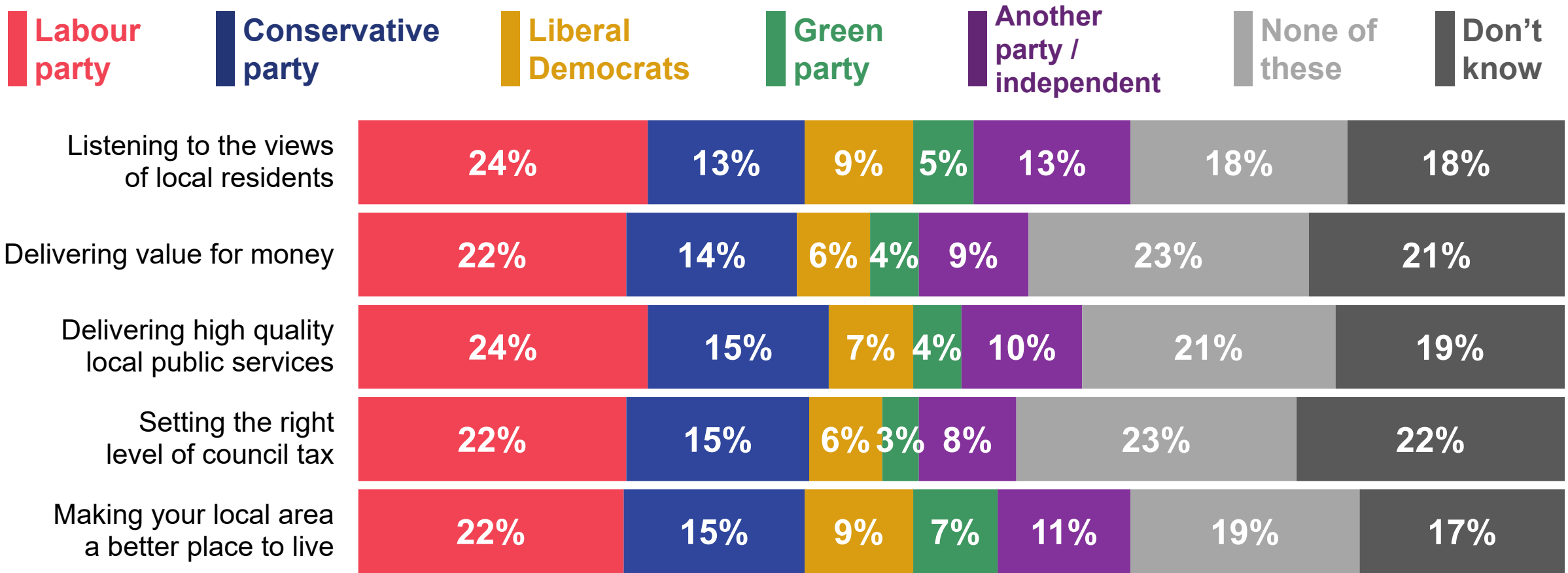


Base: 1,850 Online English adults aged 18-75, 21-24 April 2023. Including those aged 18-34 (623), 35-54 (666) and 55-75 (561)



The Labour party are perceived to perform slightly better in local government than other parties, but large proportions say they don't know / none of the parties

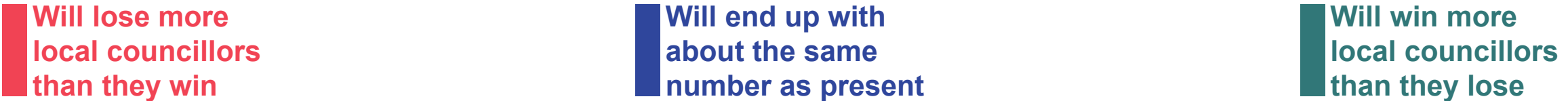
When in local government, from which political party, if any, do you think local councillors are best at...?



Base: 1,850 Online English adults aged 18-75, 21-24 April 2023.

The public expect losses for the Conservatives, and gains for Labour at the upcoming local election

Thinking ahead to the local elections on Thursday 4th May, and the total number of councillors across the country that each party will win or lose. Do you think in total each of the following political parties will win more local councillors than they currently have, will lose more local councillors than they win, or will end up with about the same number as present?



The Conservative party



The Labour party



Base: 1,850 Online English adults aged 18-75, 21-24 April 2023.



Political Pulse April 2023

For more information

Gideon Skinner
Research Director
gideon.skinner@ipsos.com

Cameron Garrett
Research Manager
cameron.garrett@ipsos.com

Keiran Pedley
Research Director
keiran.pedley@ipsos.com

Ben Roff
Research Executive
ben.roff@ipsos.com

