

IPSOS Local Elections – England local authorities holding elections

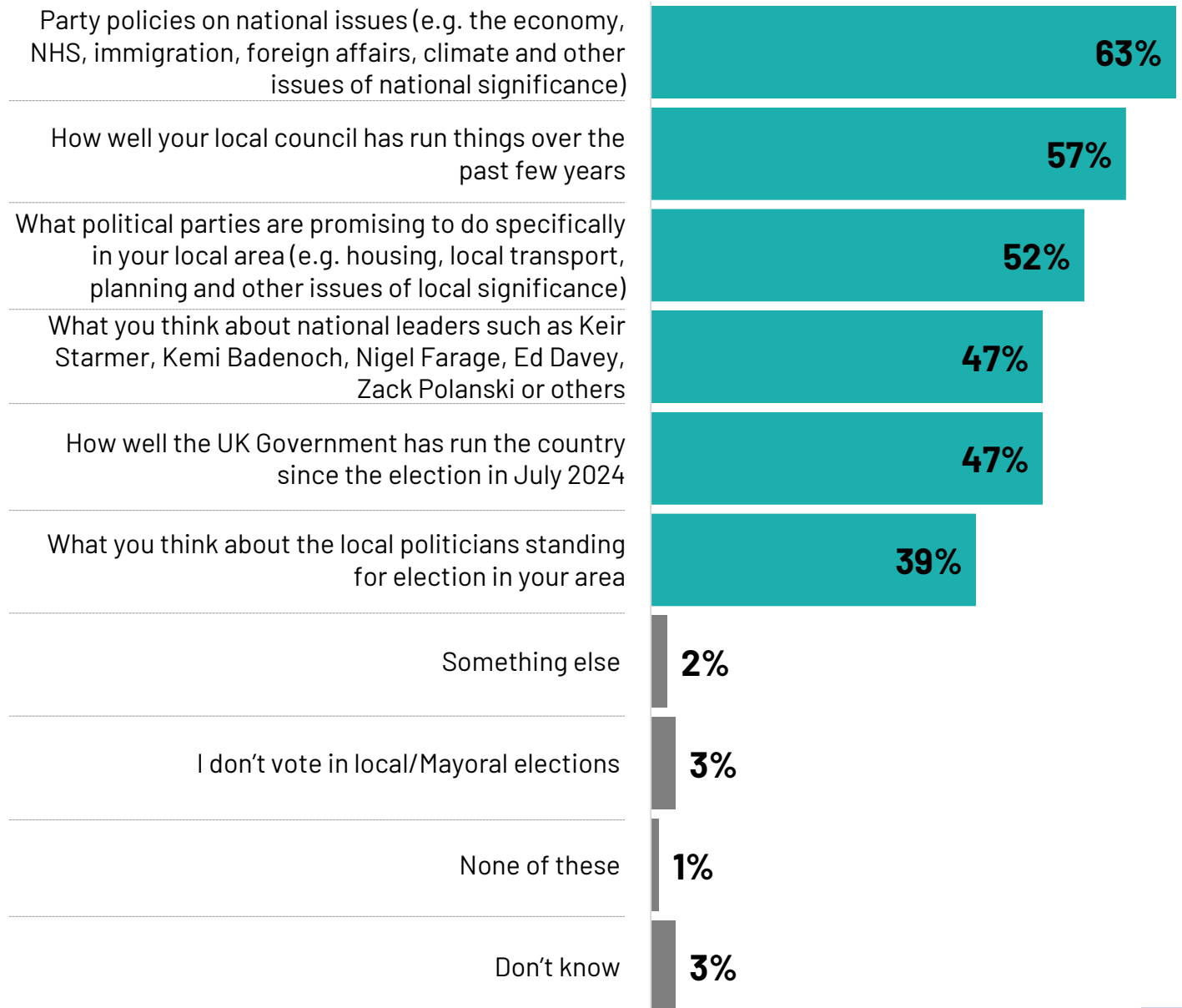
April 2026



National policies and local council performance are most important in deciding who to vote for in the upcoming local elections in England

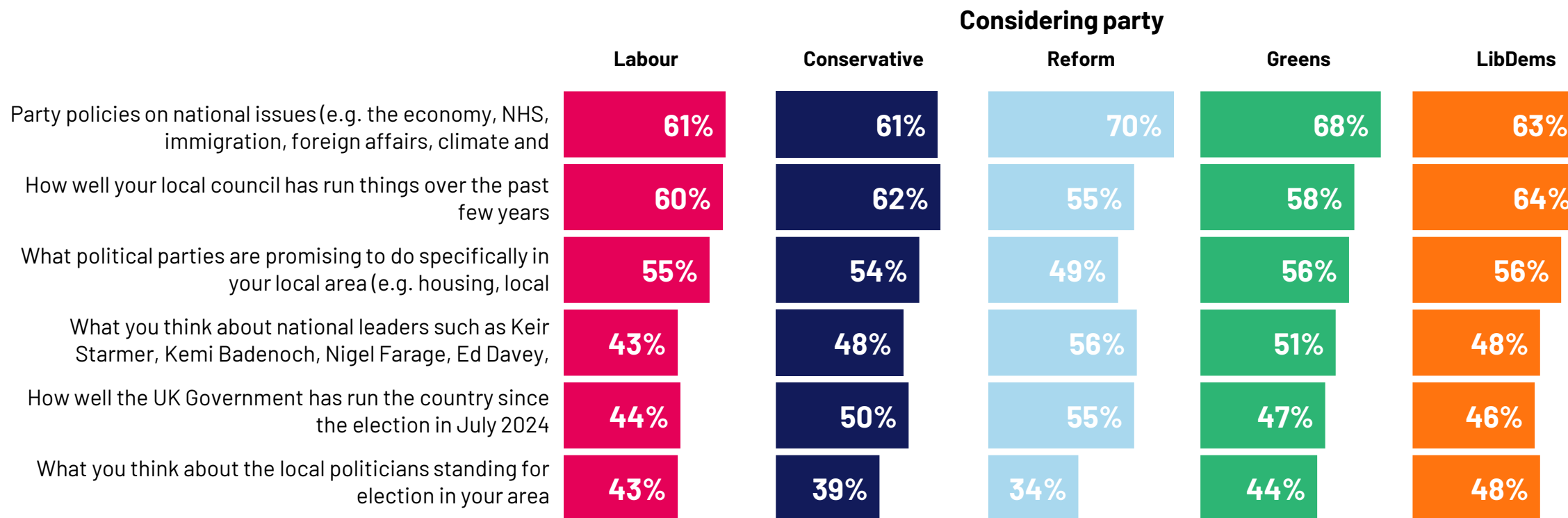
Still thinking about the local elections that are taking place in some parts of England on Thursday 7th May 2026. Please think about how you will decide to vote in these elections, or how you would decide to vote in a local election even if there are no elections in your area. Which, if any, of the following, would be very important to you when deciding who to vote for in local elections? Pick all that you think would be very important.

Base: 1,652 English adults 18+ in local authorities holding elections, 2-8 April 2026 via Ipsos UK KnowledgePanel



Those considering Reform UK and the Greens are most likely to be motivated by national issues

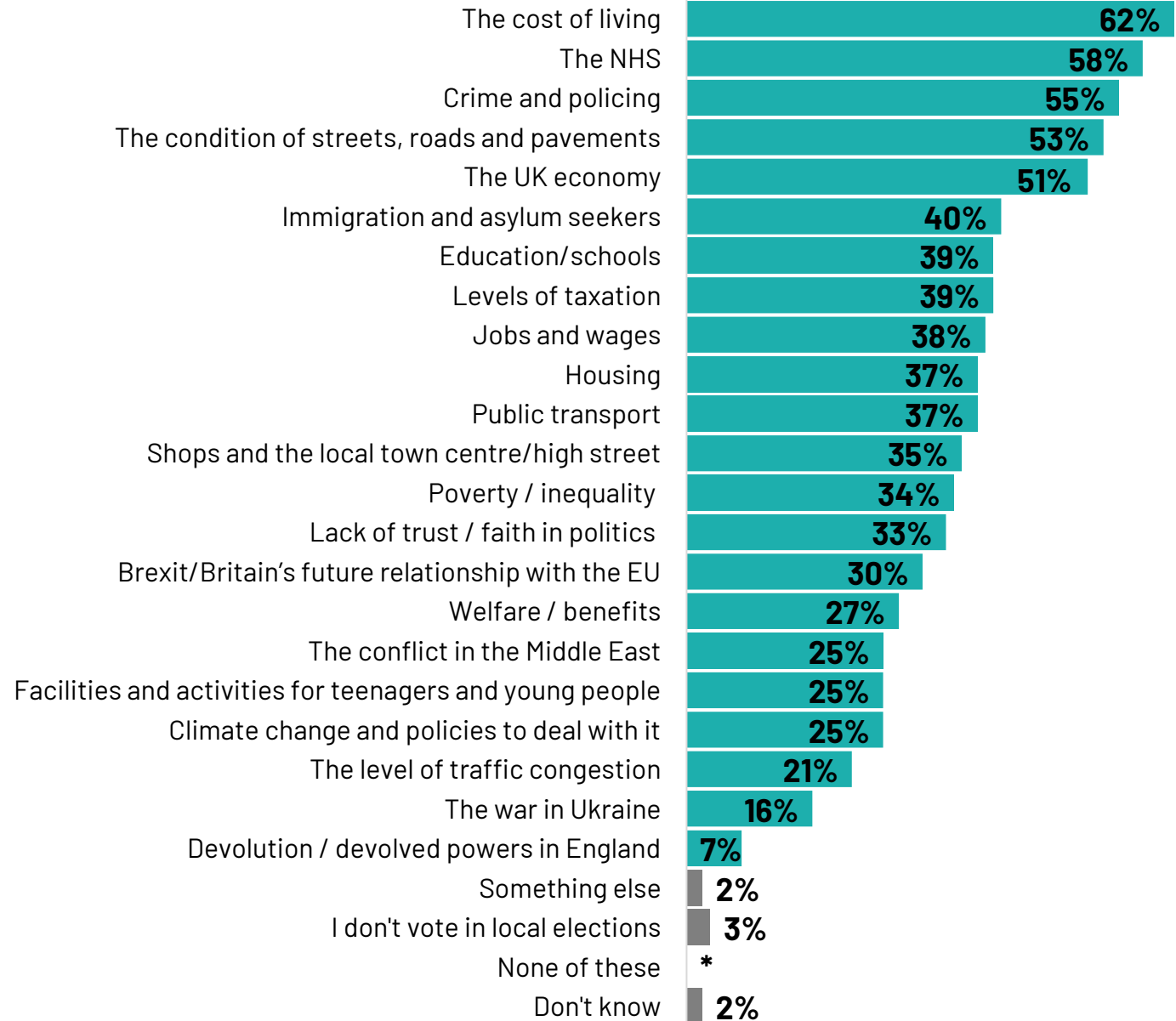
Still thinking about the local elections that are taking place in some parts of England on Thursday 7th May 2026. Please think about how you will decide to vote in these elections, or how you would decide to vote in a local election even if there are no elections in your area. Which, if any, of the following, would be very important to you when deciding who to vote for in local elections? Pick all that you think would be very important.



Base: 1,652 English adults 18+ in local authorities holding elections including 649 considering Labour, 423 considering Conservatives, 397 considering Reform, 712 considering Green and 579 considering the Lib Dems 2-8 April 2026 via Ipsos UK KnowledgePanel

The cost of living and NHS are the most important issues in helping decide who to vote for in local elections

Please still think about how you will decide to vote in these elections, or how you would decide to vote in a local election even 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 taking place on 7th May? Pick all that you think would be very important.

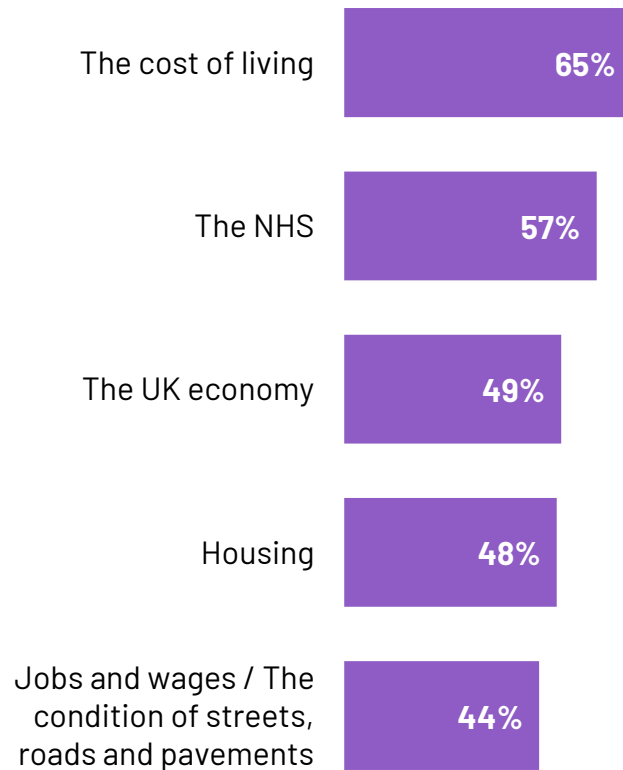


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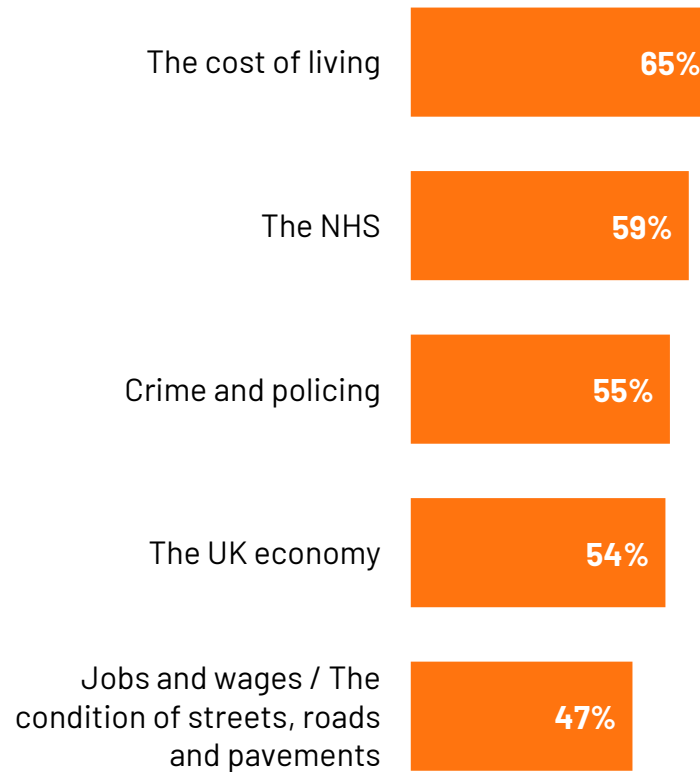
Top 5 issues by age

Which, if any, of the following issues would be very important to you when deciding who to vote for in local elections taking place on 7th May?
Pick all that you think would be very important.

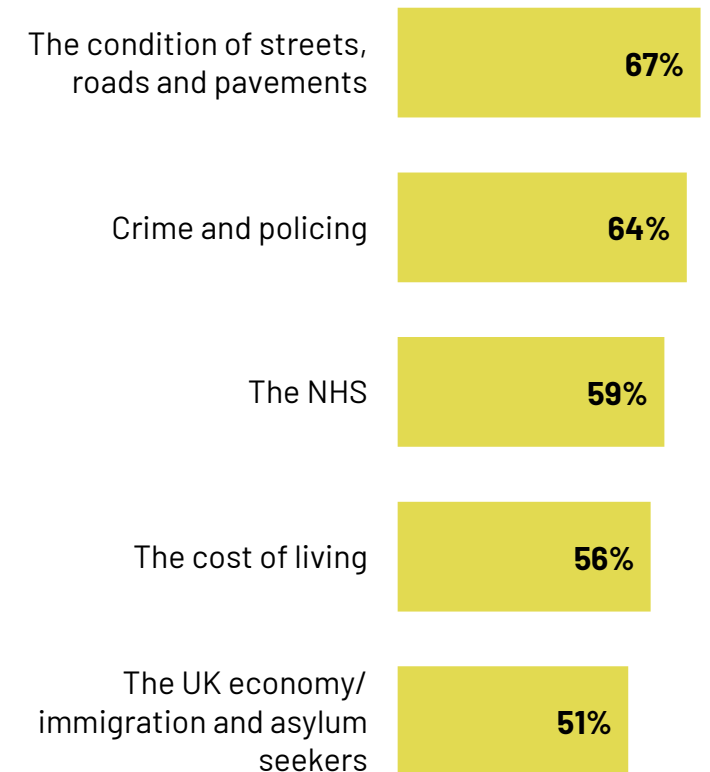
Top ten issues for those aged 18-34



Top ten issues for those aged 35-54



Top ten issues for those aged 55+



Base: 1,652 English adults 18+ in local authorities holding elections, including (401) 18-34s, (598) 35-54s, and (653) 55+, 2-8 April 2026 via Ipsos UK KnowledgePanel

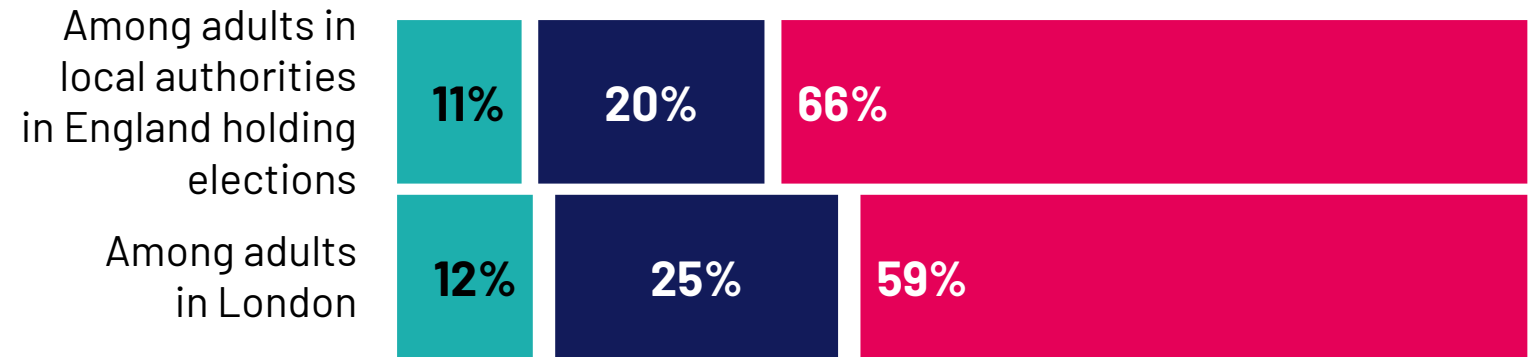
Adults in areas holding local elections say things are heading in the wrong direction, but are somewhat more positive (though still net negative) about their local areas

Generally speaking, do you think things are heading in the right direction or the wrong direction?

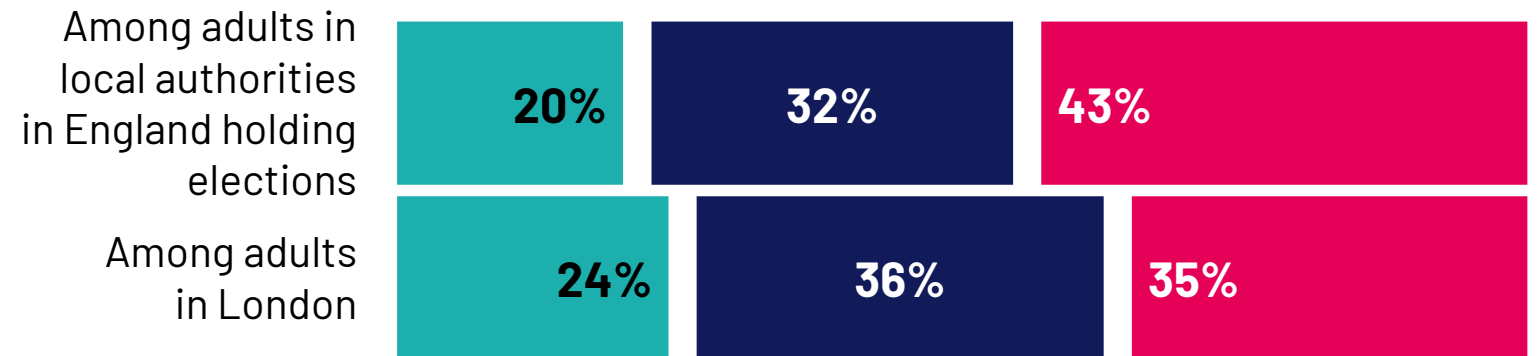
Base: 1,652 English adults 18+ in local authorities holding elections, including (467) in London, 2-8 April 2026 via Ipsos UK KnowledgePanel



In England overall



In your local area



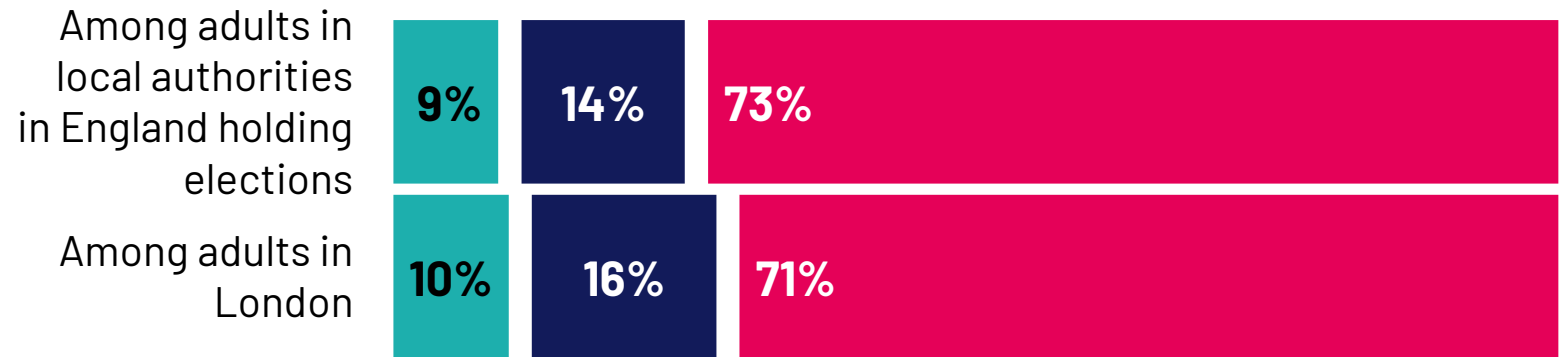
Overwhelmingly, those in areas holding local elections say public services have got worse in the UK overall, and more than half say the same about their local area

Thinking about public services [...] do you think they have got better or worse in the last five years, or have they stayed the same?

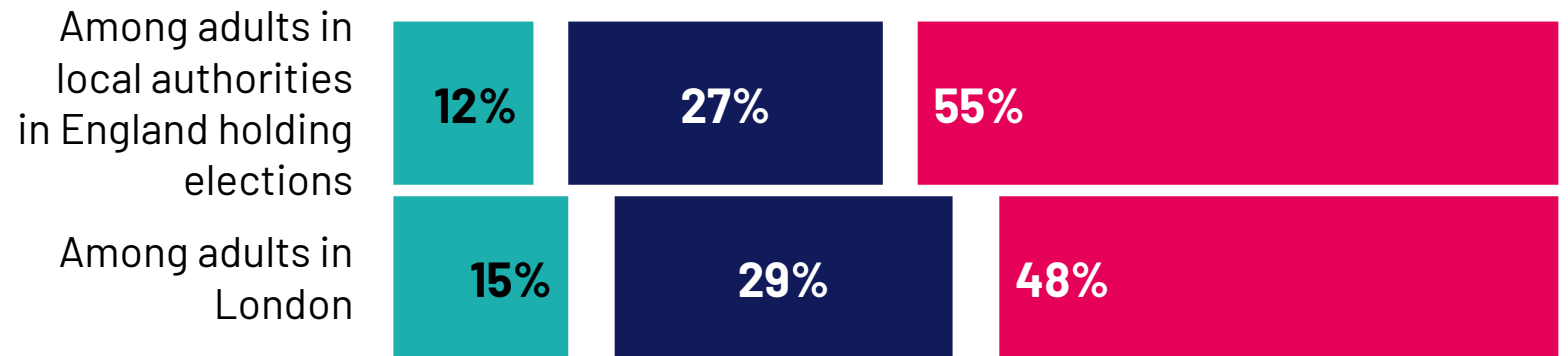
Base: 1,652 English adults 18+ in local authorities holding elections, including (467) in London, 2-8 April 2026 via Ipsos UK KnowledgePanel



In the UK overall



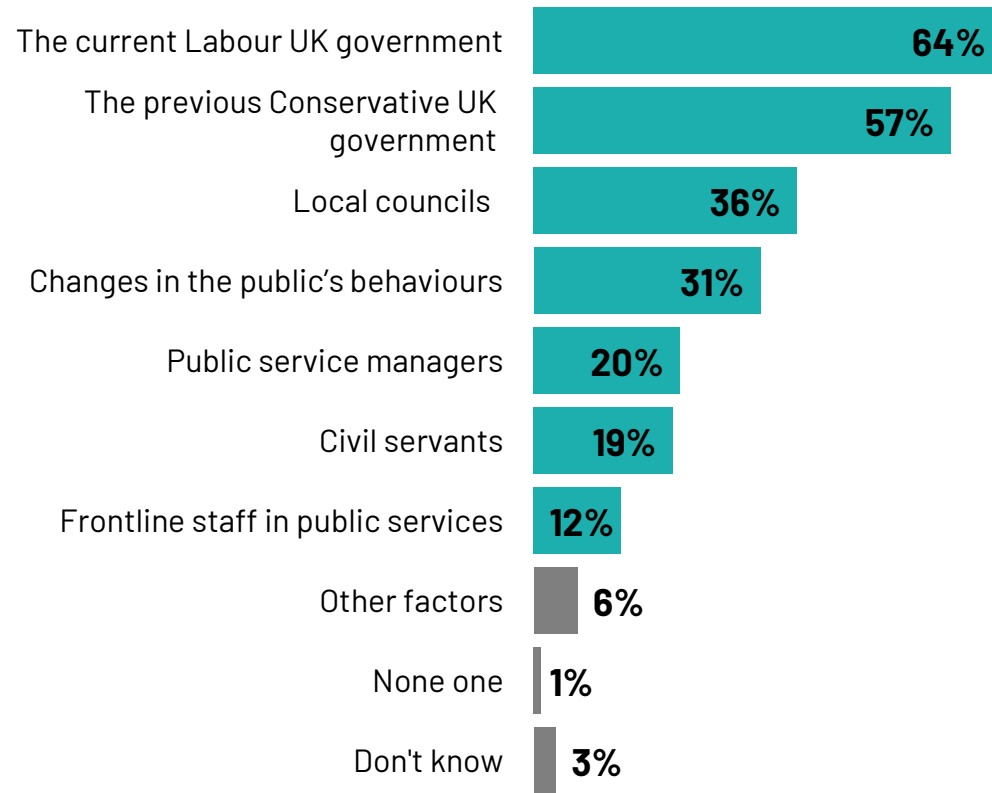
In your local area



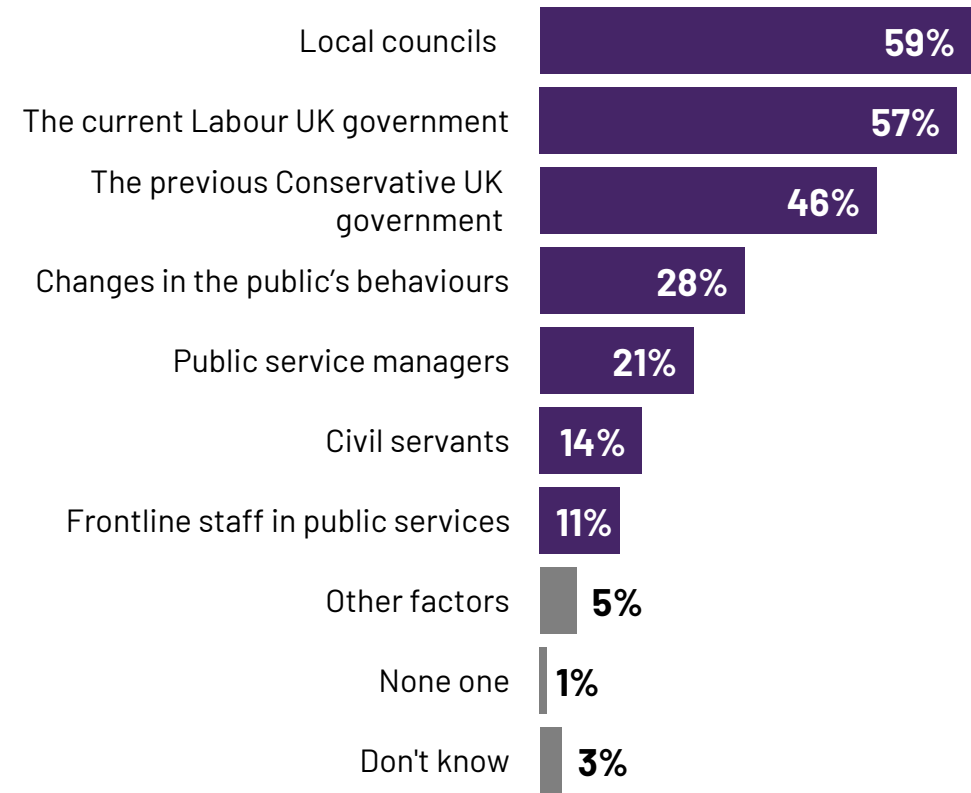
Adults in England areas holding elections hold the current Labour and the previous Conservative governments responsible for public services in the UK getting worse, but local councils and the current Labour government for services in their local areas worsening.

You said public services in the UK overall have got better/ got worse. Who do you think is mainly responsible for public services in the UK overall getting better/ worse?

Think public services in the UK overall have got worse



Think public services in their local area have got worse



Base: 1194 English adults 18+ in local authorities holding elections who think that public services in the UK overall have got worse, 2-8 April 2026 via Ipsos UK KnowledgePanel

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Base: 900 English adults 18+ in local authorities holding elections who think that public services in their local area have got better, 2-8 April 2026 via Ipsos UK KnowledgePanel

Adults in areas of England holding elections are more likely to think the national government spends less money on their area than other local areas, while in London a third say it's about the same

In your opinion, does the national government in Westminster spend more, spend less or about the same on your area, as it does on other local areas?

Spend more **About the same** **Spend less**

Among adults in local authorities in England holding elections



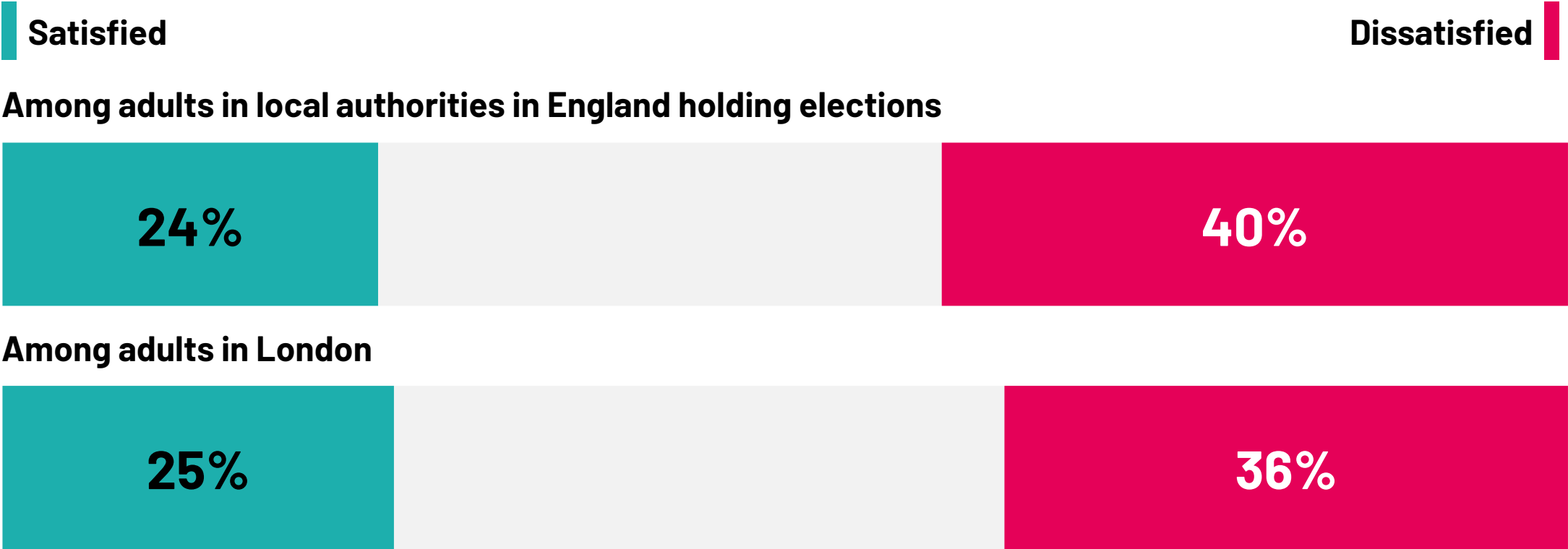
Among adults in London



Base: 1,652 English adults 18+ in local authorities holding elections, including (467) in London, 2-8 April 2026 via Ipsos UK KnowledgePanel

Adults in areas of England that are holding elections are slightly more likely to be dissatisfied rather than satisfied with the way their local council runs things

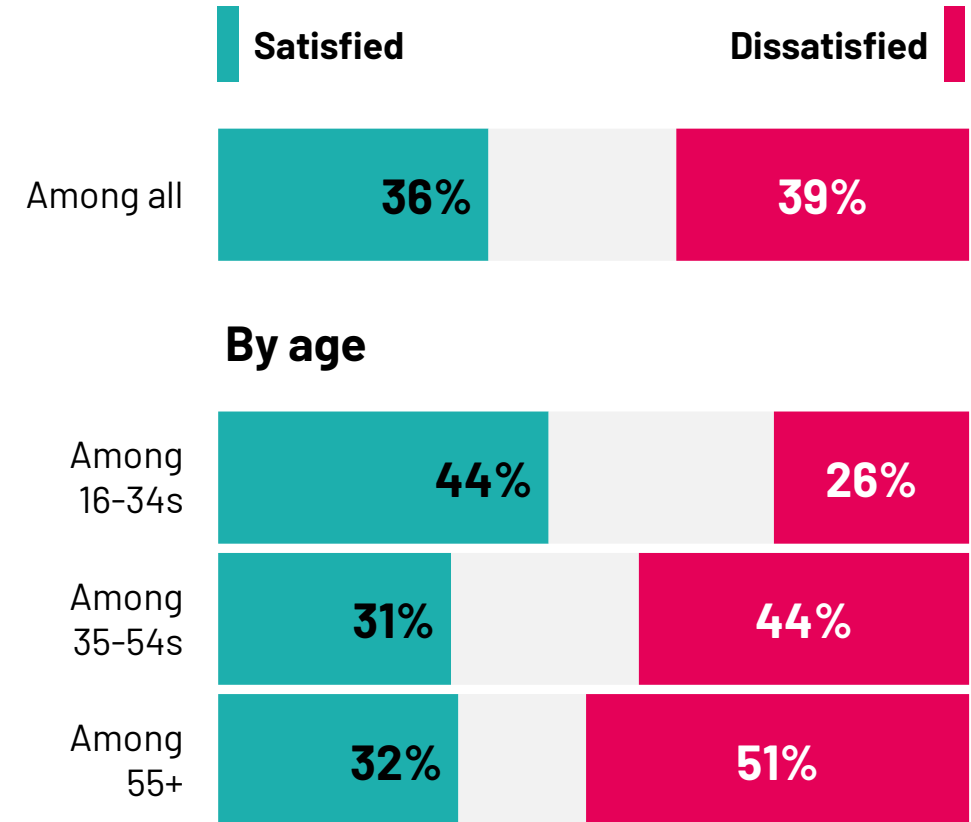
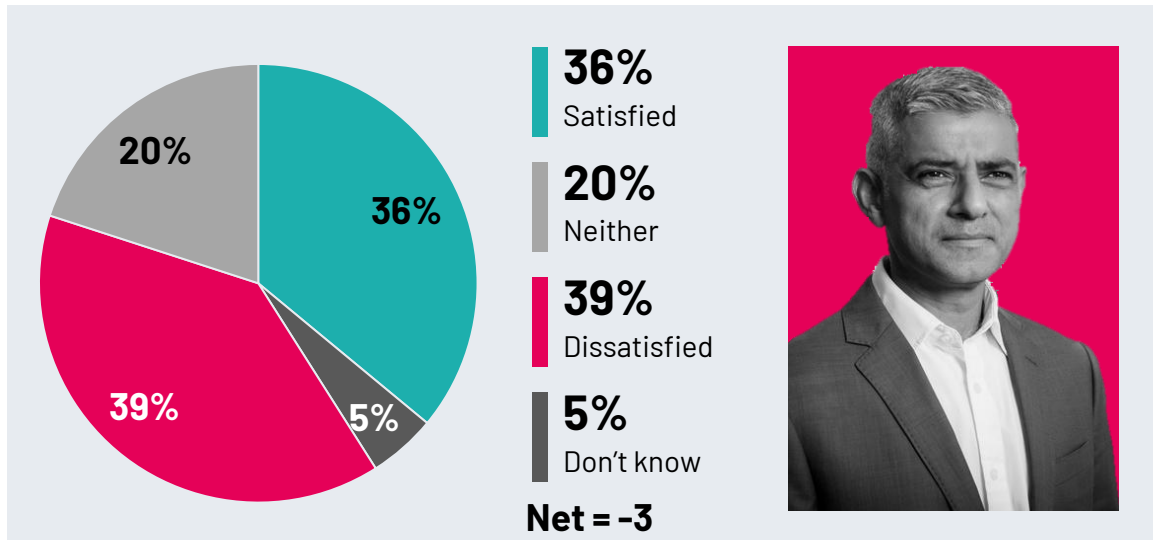
Overall, how satisfied or dissatisfied are you with the way your local council runs things?



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Sadiq Khan: Satisfaction

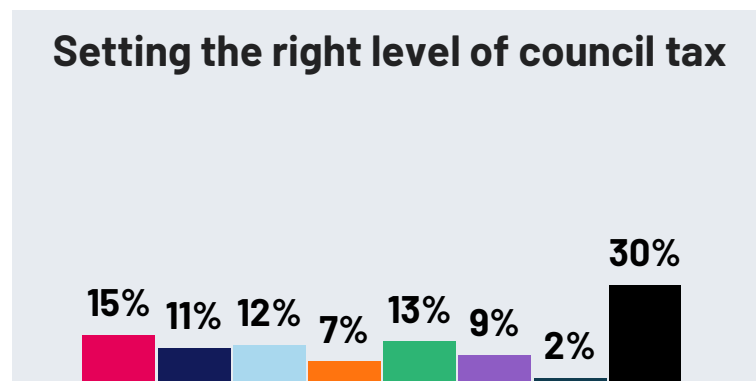
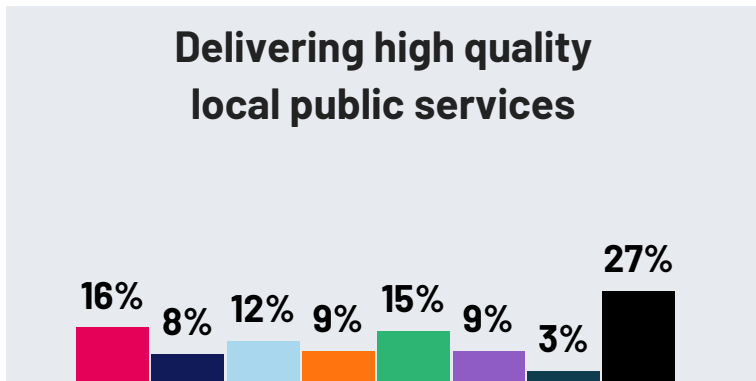
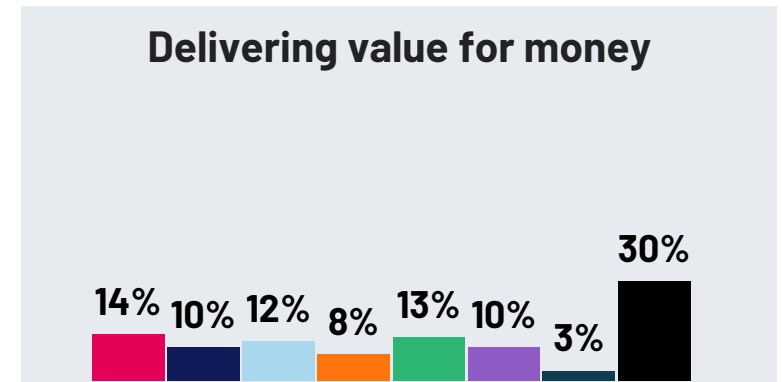
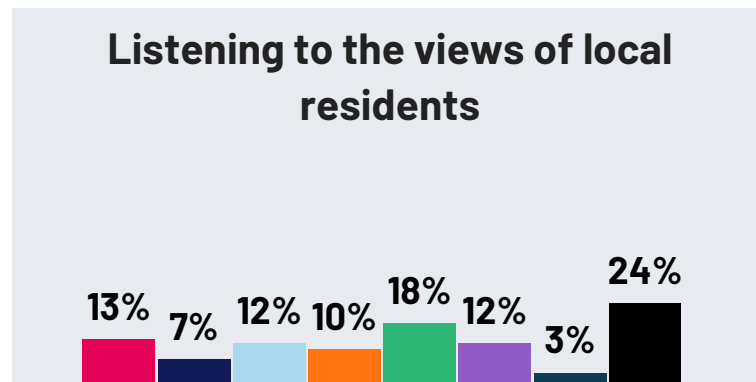
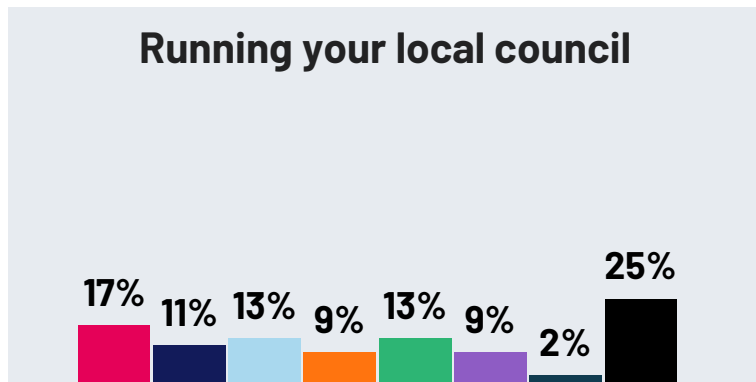
Overall, how satisfied or dissatisfied are you with how Sadiq Khan is doing his job as Mayor of London?



Base: 467 English adults 18+ in London 2-8 April 2026 via Ipsos UK KnowledgePanel

Britons are split between whether councillors from across different parties would do the best job at different functions of local government

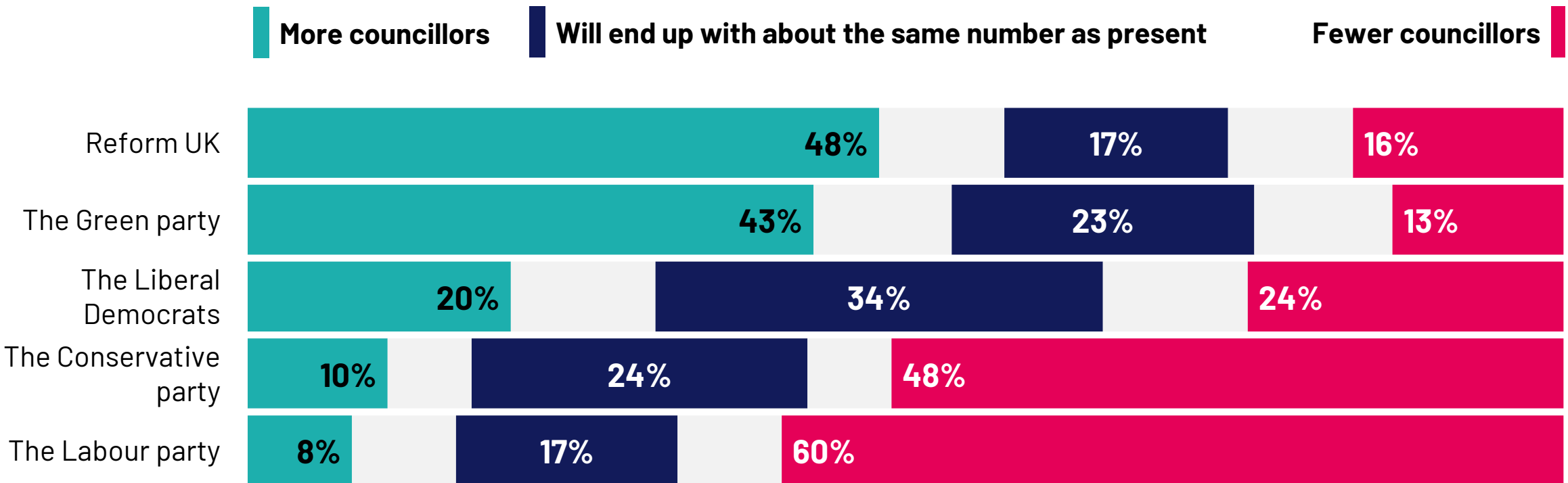
Thinking about your own local council, councillors from which political party, if any, do you think would do the best job?



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Adults from areas of England that have upcoming local elections, expect Reform and the Greens to gain councillors, and for Labour and Conservatives to lose councillors

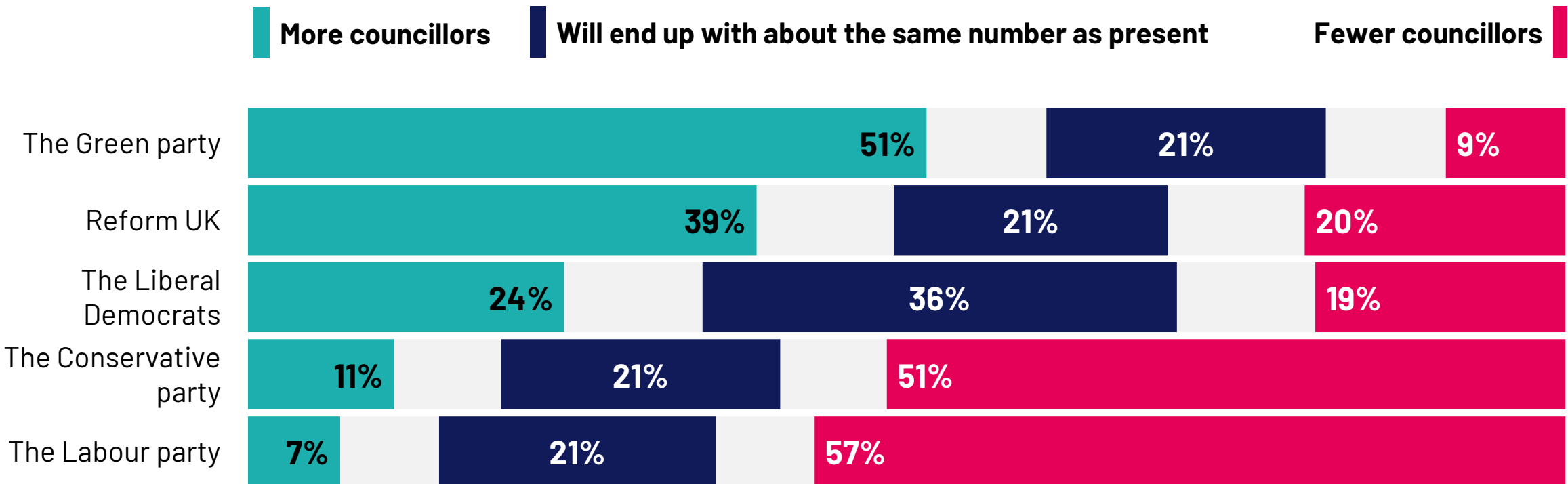
Thinking ahead to the local elections in England on Thursday 7th May. Do you think in total each of the following political parties will end up with more local councillors than they currently have, fewer local councillors than they currently have or about the same number as present?



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Half of Londoners expect the Greens to gain councillors, and Labour and the Conservatives to lose councillors at the upcoming elections

Thinking ahead to the local elections in England on Thursday 7th May. Do you think in total each of the following political parties will end up with more local councillors than they currently have, fewer local councillors than they currently have or about the same number as present?
Among London residents only



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April 2026
Local Elections polling

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