

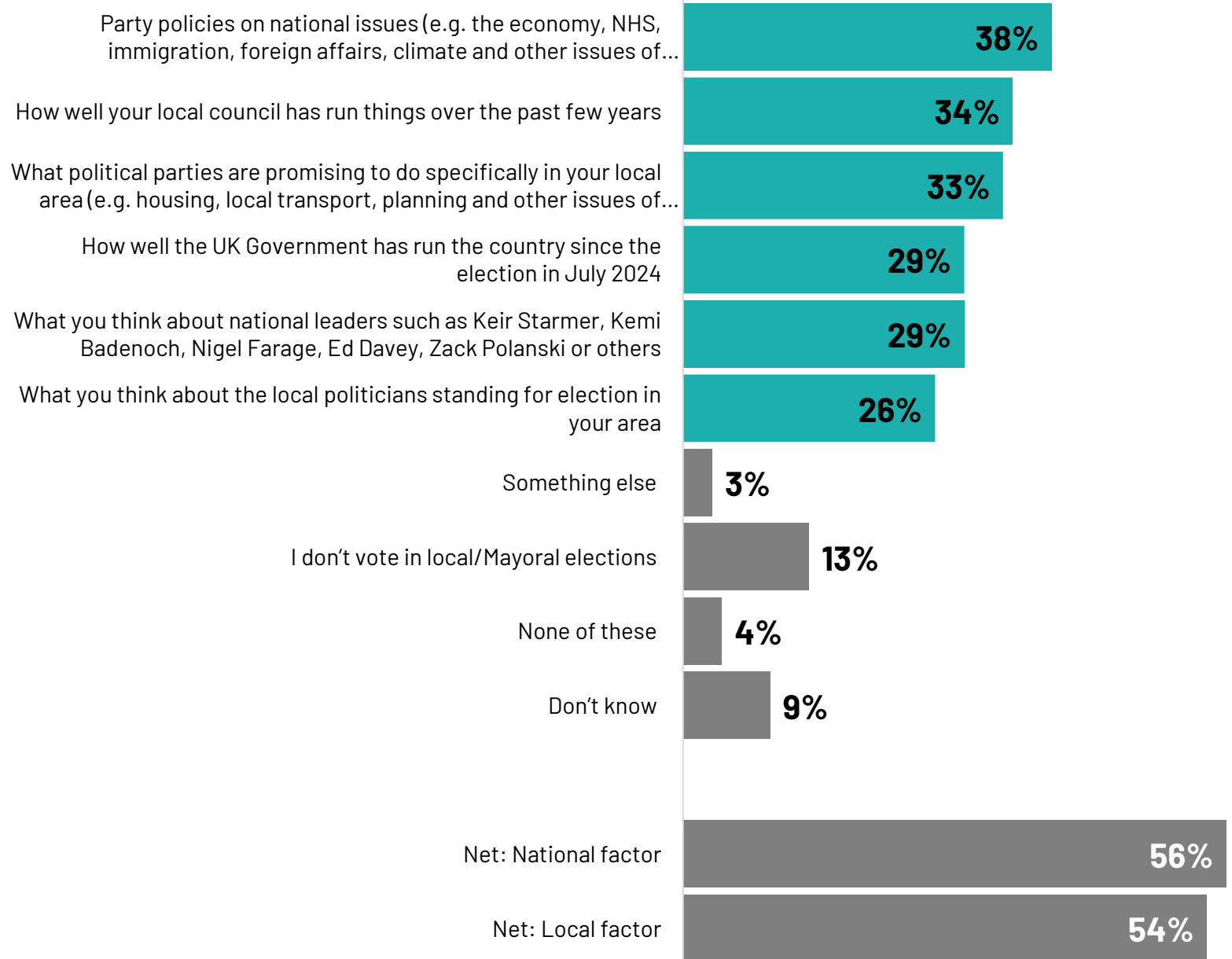
# Ipsos Local elections

April 2026

# National and local factors are equally important to voters when deciding who to vote for in local elections

As you may know, local elections are taking place in some parts of England on Thursday 7<sup>th</sup> 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.

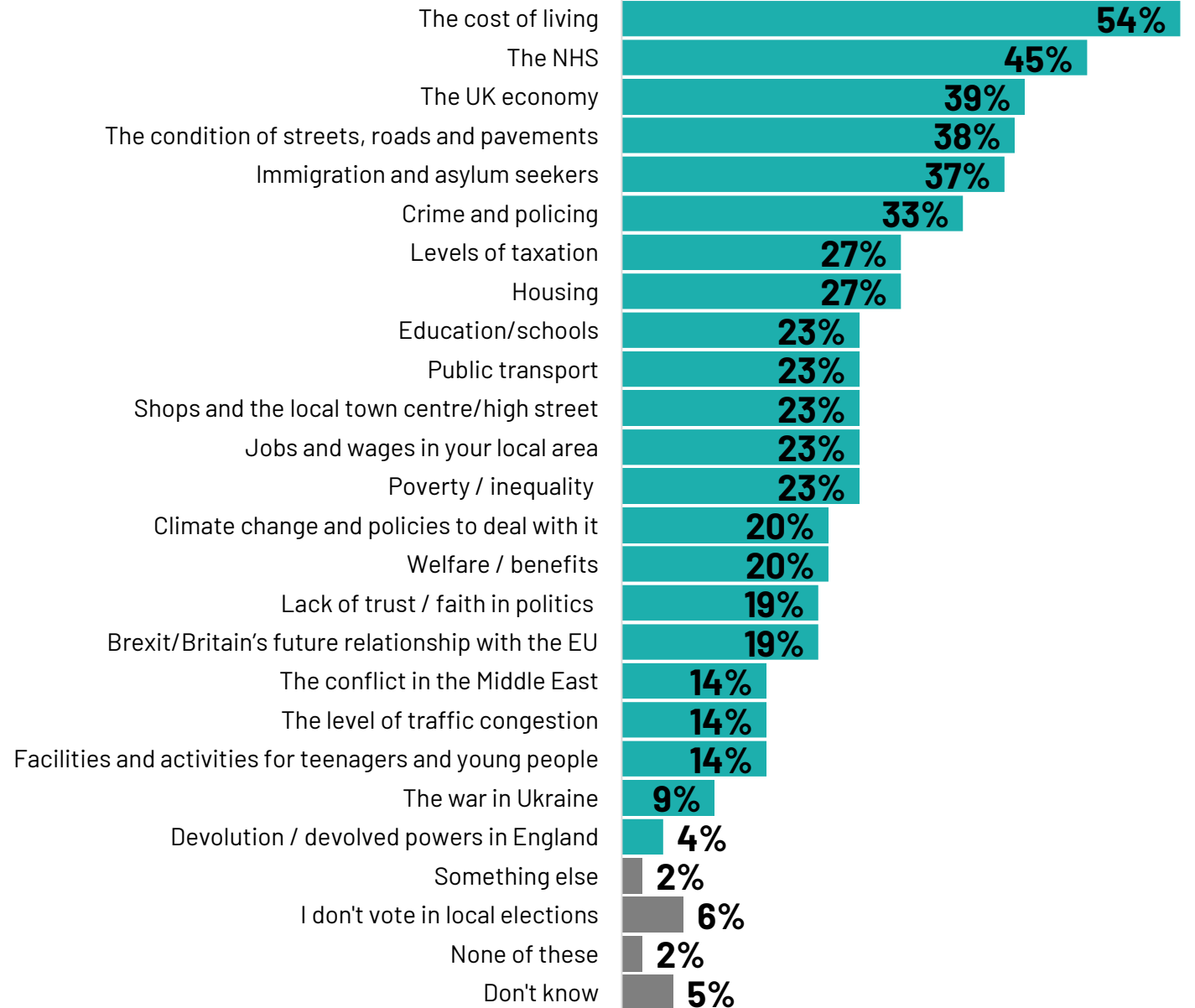
Base: 1,089 Online British adults 18-75, 27 - 30 March 2026



# Half of Britons say the cost of living will be very important for them in deciding who vote for in the 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 7<sup>th</sup> May? Pick all that you think would be very important.



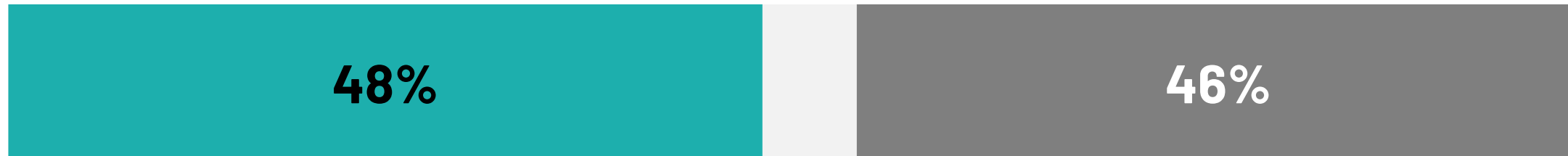
Base: 1,089 Online British adults 18-75, 27 - 30 March 2026

# Britons are split on whether public services in their local area are in a good or poor state

How would you describe the current state of the following in your local areas?

Good Poor

## Public services



## The local economy



Base: 1,089 Online British adults 18-75, 27 - 30 March 2026

# Attitudes towards local public services are consistent with 2025

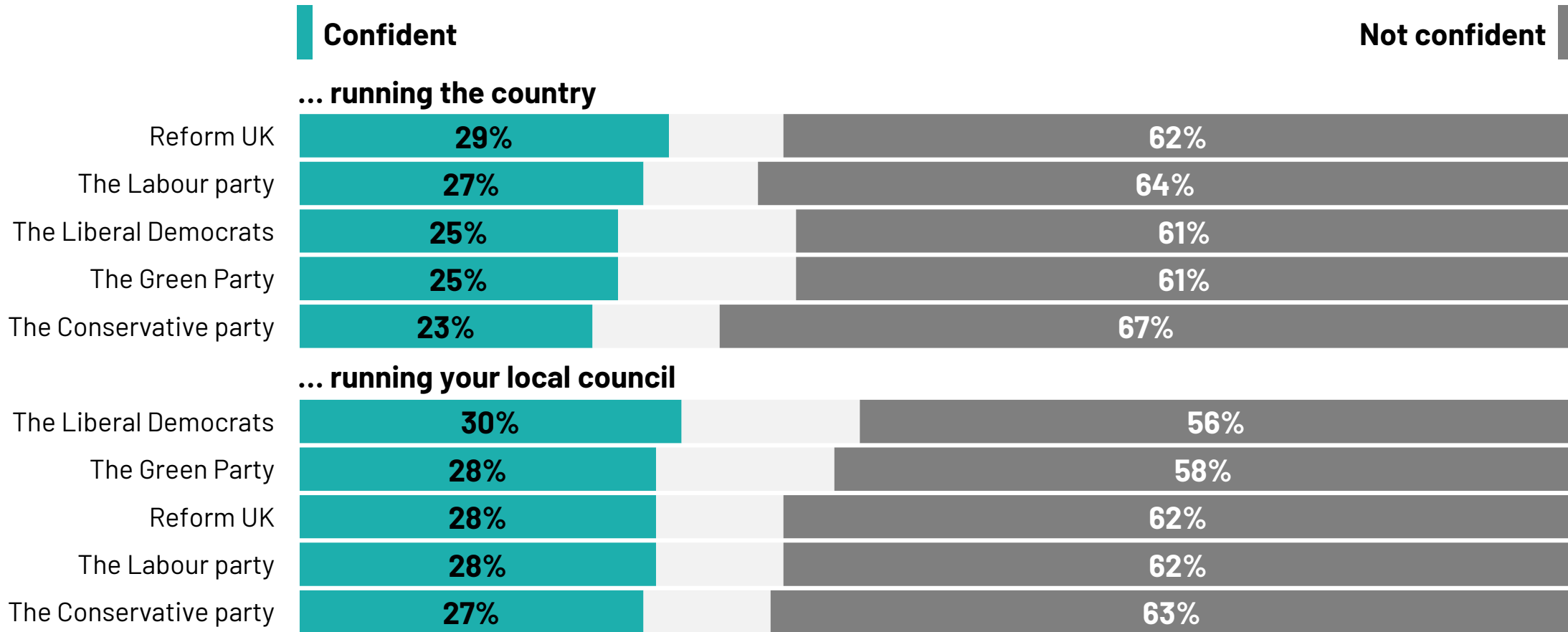
How would you describe the current state of public services of the following in your local areas?



Base: 1,089 Online British adults 18-75, 27 - 30 March 2026

# The public lack confidence in any of the main parties to do a good job running the country or their local council

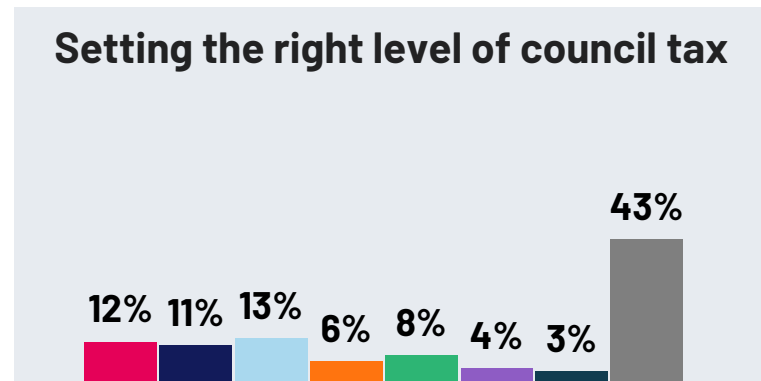
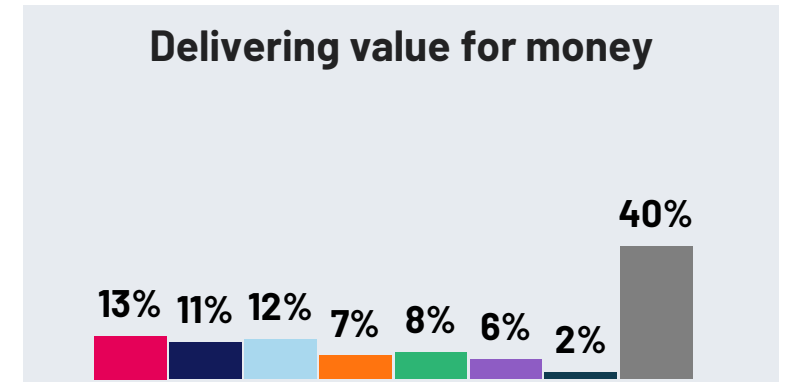
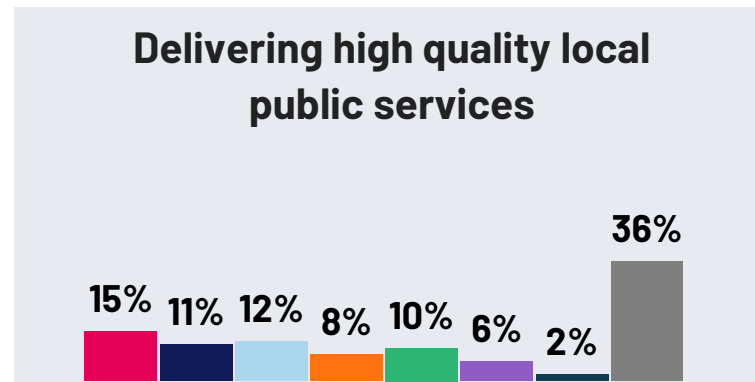
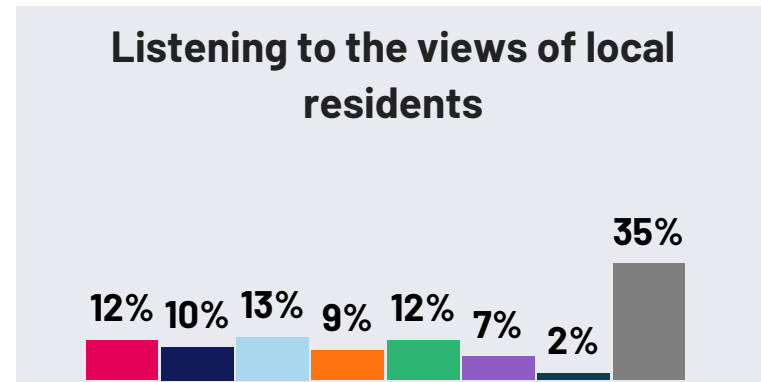
How confident, if at all are, you in the ability of ... to do a good job...



Base: 1,089 Online British adults 18-75, 27 - 30 March 2026

# Very little separates perceptions of local councillors' ability to do the best at different functions of local government – Britons are most likely to say don't know or none of these

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

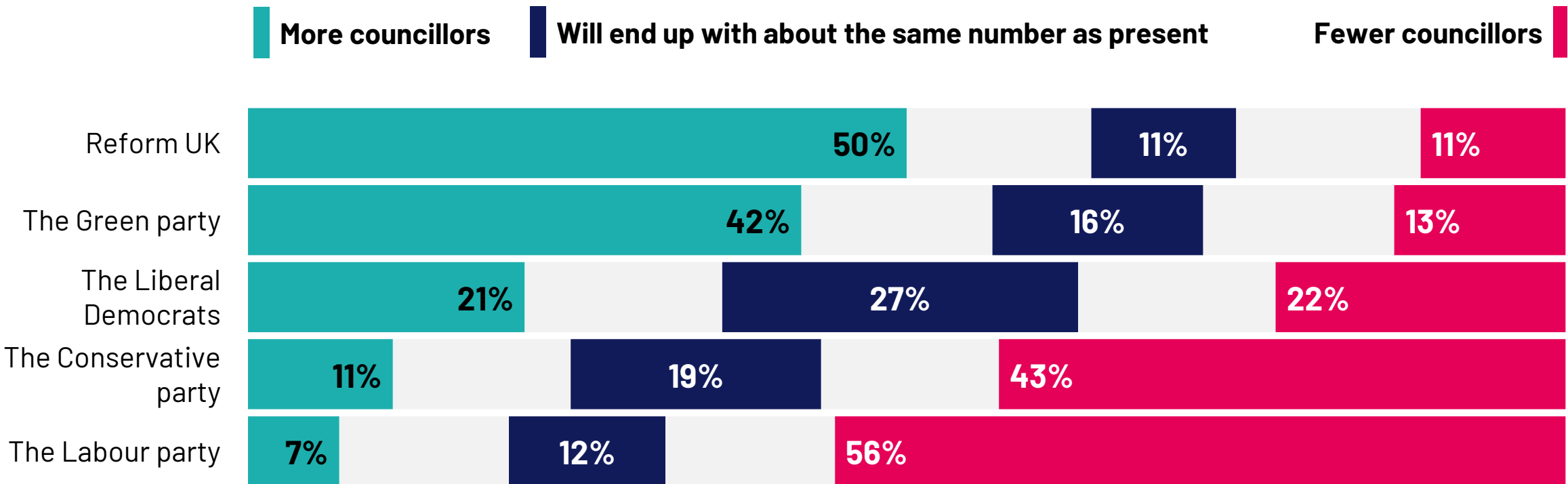


Base: 1,089 Online British adults 18-75, 27 - 30 March 2026

© Ipsos | Local elections | April 2026 | Public

# The public expect Reform UK and the Green party to be the big winners at the upcoming local elections in England, and Labour and the Conservatives to have fewer councillors than they currently have

Thinking ahead to the local elections in England on Thursday 7th 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 end up with more local councillors than they currently have, fewer local councillors than they currently have or about the same number as present?



Base: 1,089 Online British adults 18-75, 27 - 30 March 2026

# Ipsos

April 2026  
Local elections

## For more information

**Gideon Skinner**

Research Director

[gideon.skinner@ipsos.com](mailto:gideon.skinner@ipsos.com)

**Ben Roff**

Senior Research Executive

[ben.roff@ipsos.com](mailto:ben.roff@ipsos.com)

**Keiran Pedley**

Research Director

[keiran.pedley@ipsos.com](mailto:keiran.pedley@ipsos.com)