

IPSOS Manifesto polling

June 2024

A positive or a negative change for Britain?

As you may know, all the policies from the previous question are a selection from the ... manifesto*. Thinking about this programme of policies as a whole, do you think they would deliver positive change or negative change for Britain, or would they not change anything at all?

Positive change

They would not change anything at all

Negative change

Labour



Liberal Democrats



Conservative Party



Base: 1,170 Online British adults aged 18-75, 11 - 12 June 2024 (for Liberal Democrat and Conservative Party data), and **1,083** Online British adults aged 18-75 12-13 June 2024 (For Labour data)

* For the policy deck, please see the Ipsos website

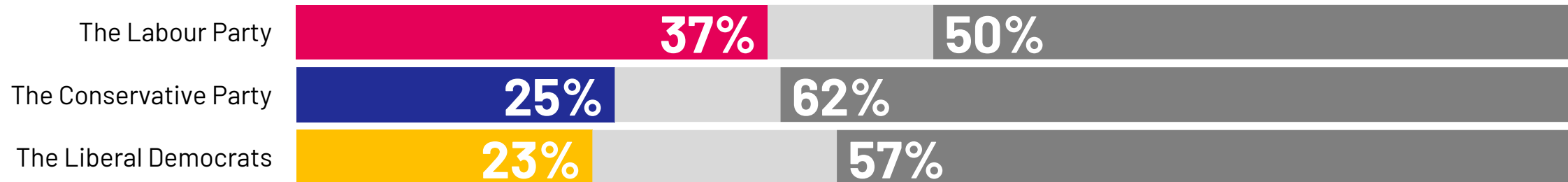
Are the manifesto pledges affordable, and would they be delivered competently?

Still thinking about these policies as a whole, how confident, if at all, are you that these policies...?

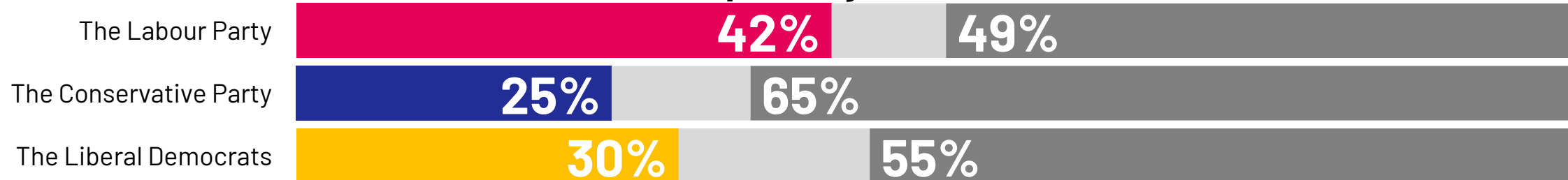
Confident

Not confident

... are affordable within the ... tax and spending plans?



... would be delivered competently if the ... were in Government?



Base: 1,170 Online British adults aged 18-75, 11 - 12 June 2024 (for Liberal Democrat and Conservative Party data), and 1,083 Online British adults aged 18-75 12-13 June 2024 (For Labour data)

How will they fulfil their plans?

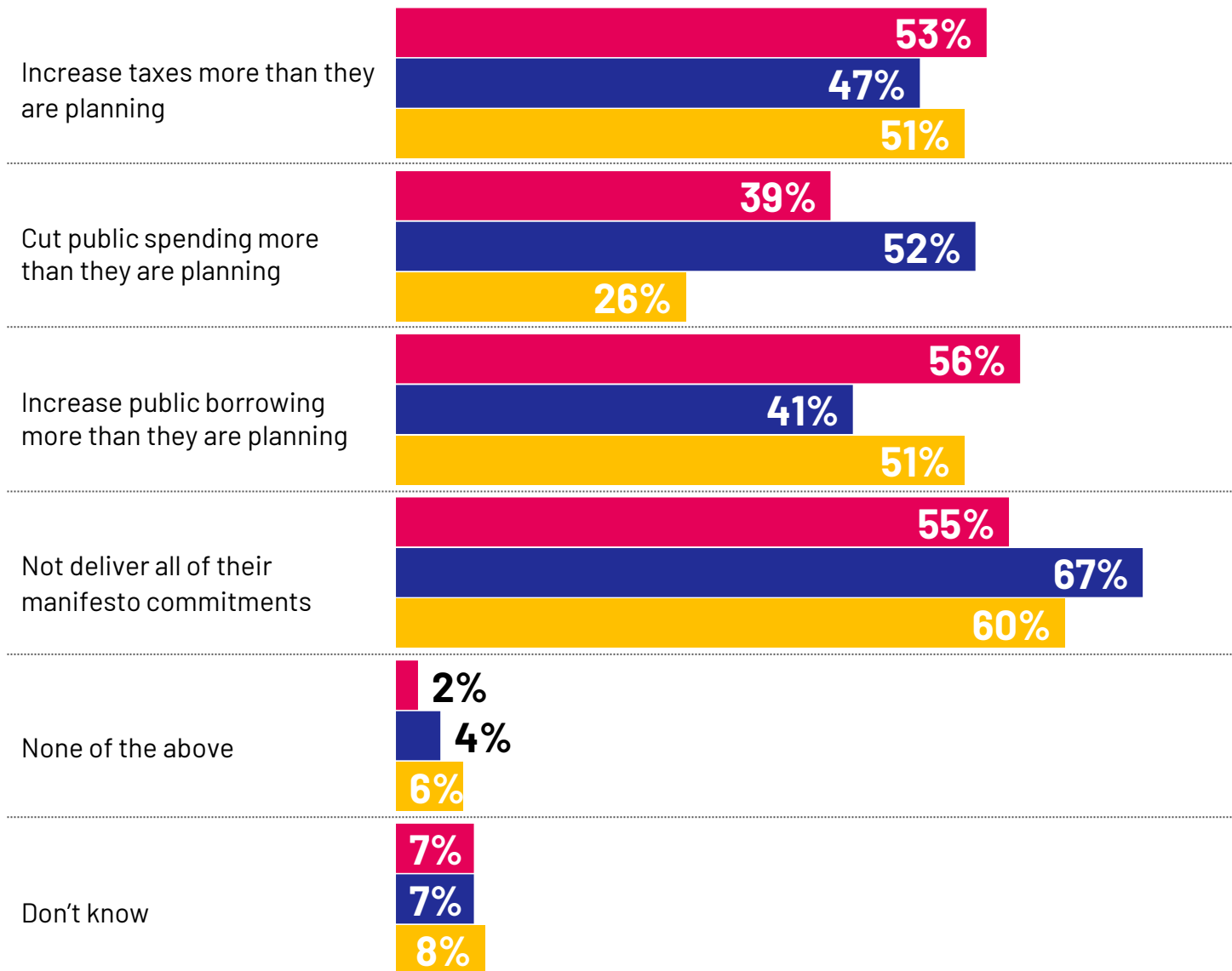
You said you are not confident that these plans are affordable within the ... tax and spending plans.

In this case, which of the following, if any, do you think they would do, if in Government, in order to fulfil their plans? Please select all that apply.

Labour Party

Conservative Party

Liberal Democrats



Base: 679 Online British adults aged 18-75, who said they were not confident the Liberal Democrats' plans were affordable, and 760 Online British adults aged 18-75, who said they were not confident the Conservative Party's plans were affordable, 11 - 12 June 2024 and 540 Online British adults aged 18-75 who said they were not confident that the Labour Party's plans were affordable 12-13 June 2024
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