

# 2024: A YEAR THAT CHALLENGES DEMOCRACY

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**We're over half-way through a  
pivotal year for democracy**

**c. 4 billion**

**people are voting in 2024**

# Some results been surprising, others less so...

**Leftists beat far right in France's snap parliamentary election**

South Africa election: Democracy ANC fought for has now been used to end its 30-year grip on power

**Narendra Modi set to lose parliamentary majority in shock Indian election result**

Stock market tumbles as vote counts point to ruling BJP relying on allies to secure historic third term in power

**Mexico elects Claudia Sheinbaum as first female president**

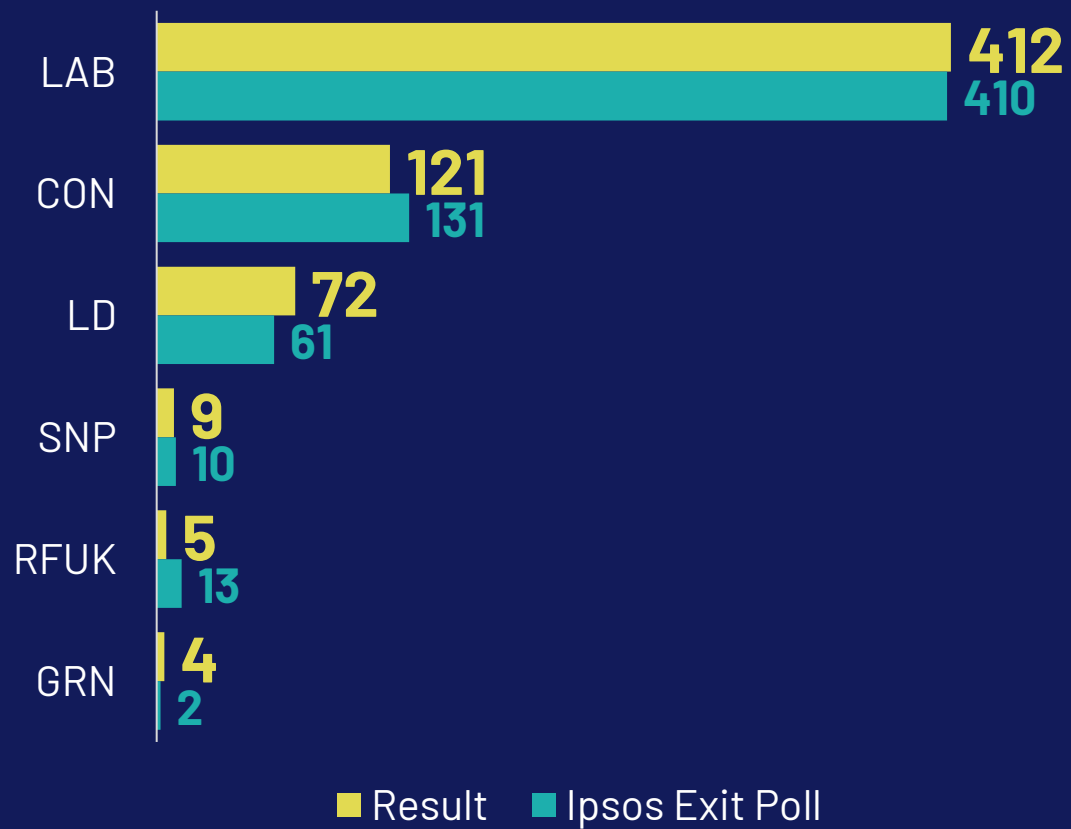
**Iran goes to polls to elect new president after Raisi killed in helicopter crash**

**Taiwan elects William Lai president in historic election, angering China**

**Russia's Putin hails victory in election criticised as illegitimate**

*Early results show Putin winning some 87 percent of the vote, the highest-ever result in Russia's post-Soviet history.*

# And the UK election?



UK General Election 2024 result; 648 and 650 seats declared.



**LIVE** Rishi Sunak to resign as Conservative Party leader after crushing election defeat

# Did we get full House?

## “Historical moments” bingo

**59.4%**

Lowest General Election turnout (2001)

**156**

Smallest number of Tory MPs (1906)

**7**

Number of Cabinet Ministers to lose their seats (1997)

**327**

Largest number of new MPs (1945)

**492**

Largest government majority (1931)

**0**

Number of Tory MPs in Scotland (1997)

**35.2%**

Lowest vote share for a majority (2005)

**0**

Number of Tory MPs in Wales (2001)

**23.1%**

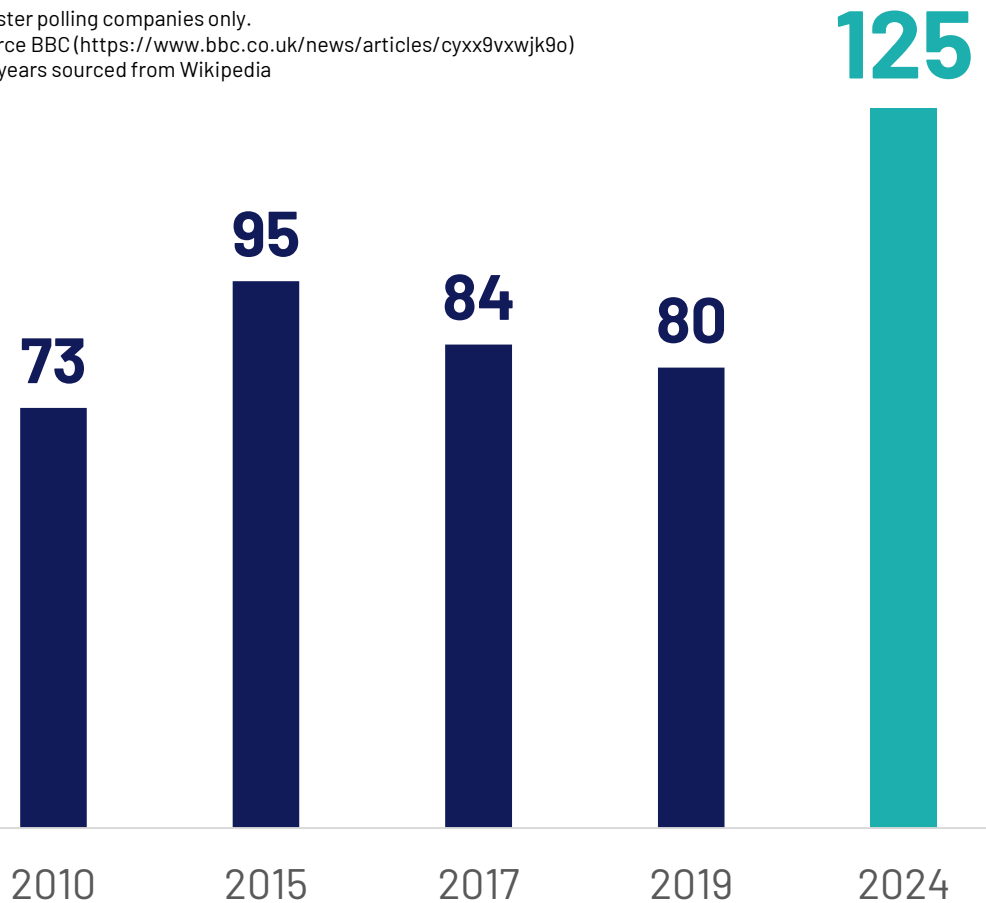
Biggest vote share NOT to go to CON/ Lab/LD (2015)

# A plethora of polling...

# 125

## Opinion polls during the 2024 election period (Plus 21 MRP "mega polls")

BPC-register polling companies only.  
2024 source BBC (<https://www.bbc.co.uk/news/articles/cyxx9vxxwjk9o>)  
Previous years sourced from Wikipedia



# One word – volatility

## Ashworth loses seat to pro-Palestine independent in shock defeat

Labour frontbencher is latest casualty of backlash party faces over Gaza stance



## Bristol Central: Shadow DCMS secretary Thangam Debbonaire loses to Greens

*Ben Duncan-Duggal*



## Labour to form Government as shadow health secretary narrowly holds on to seat

# Initial reflections...

1

**We have a strong government**

But no party has a big “core vote” – a recipe for volatility

2

**A big majority allows significant reform**

Want to hit the ground running – and wise to...

3

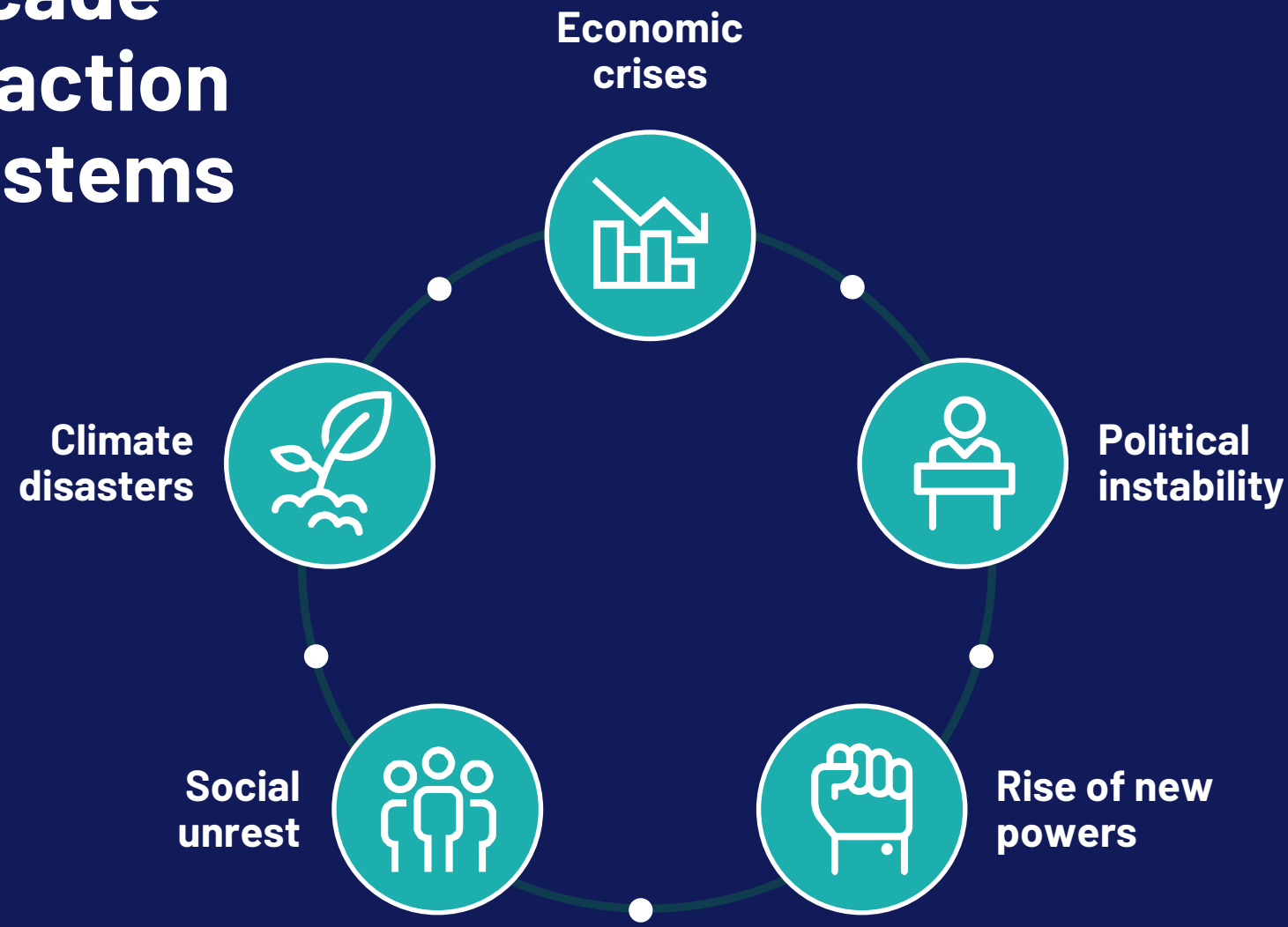
**Money will still be tight**

A priority on growth will mean continued focus on entrepreneurialism



# How does the election result fit in to the bigger picture?

# Our restless decade drives dissatisfaction with existing systems



People feel  
less listened  
to by the  
political class

67%

Say politicians **pay too little attention to public opinion** and evidence when making decisions

Up from **54%** in 2023

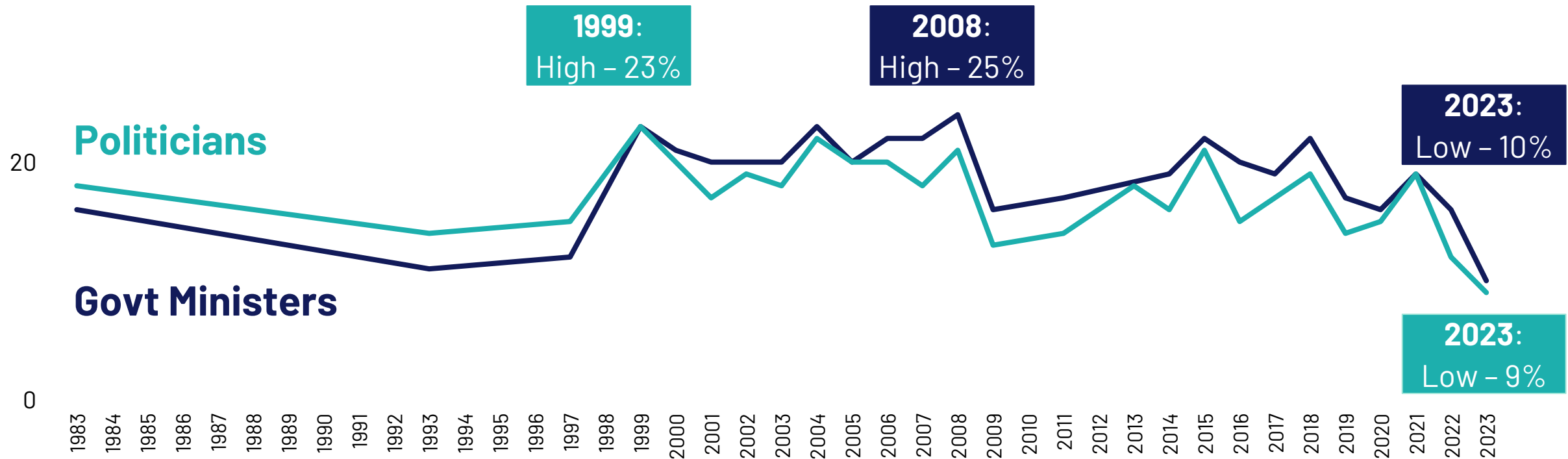
Ipsos/Sense about Science

Base: 1,043 Online British adults 18-75, 19-22 April 2024

# Trust – always a scant commodity – has been eroded

*% trust to tell the truth:*

40



**Ipsos Veracity Index**

Base: c.1,000 British adults interviewed per year. 2021, 2020 and 2013 conducted by telephone; all other years face-to-face

# Optimism for the future is in markedly short supply

How confident, if at all are, you that ... have a good long-term plan for Britain?

**Confident**

**The Labour Party**



**The Conservative Party**



Base: 1,050 Online British adults aged 18+, 7 - 10 June 2024

# This feeds populist sentiments

68%

**Agree Britain is in decline**

Up 20ppt on 2021

64%


**Say British society is "broken"**

Up 12ppt on 2021

70%

**Say the economy is "rigged"**

Level with 2021

A large crowd of people is gathered outdoors, many smiling and looking towards the camera. In the foreground, a man with glasses and a dark jacket is taking a selfie with a smartphone. The background shows a wooden fence and some greenery. The overall atmosphere is positive and celebratory.

# And yet...

Labour

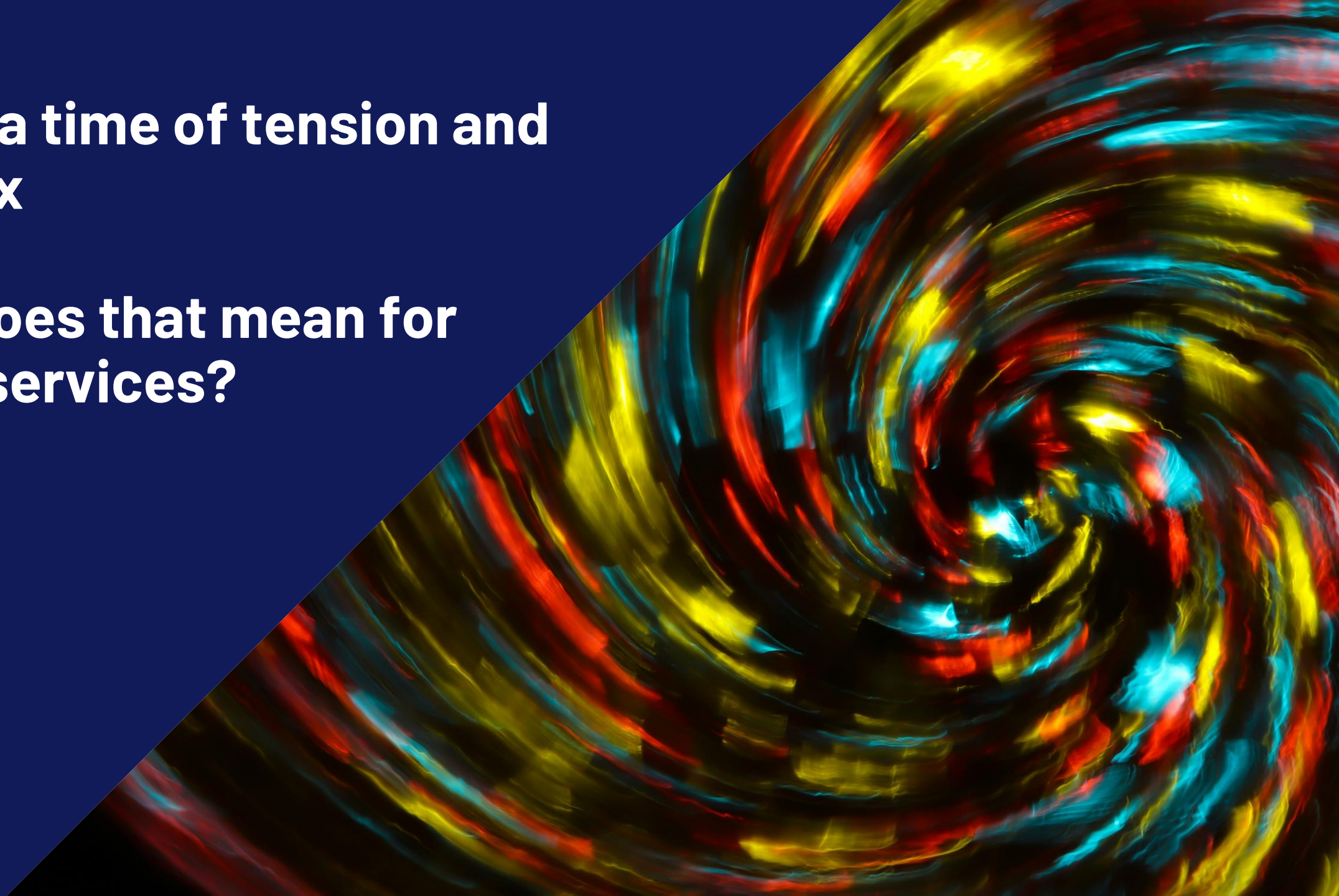
**412 seats**

Reform UK

**5 seats**

**Ours is a time of tension and  
paradox**

**What does that mean for  
public services?**





# A need to rebuild faith in public services

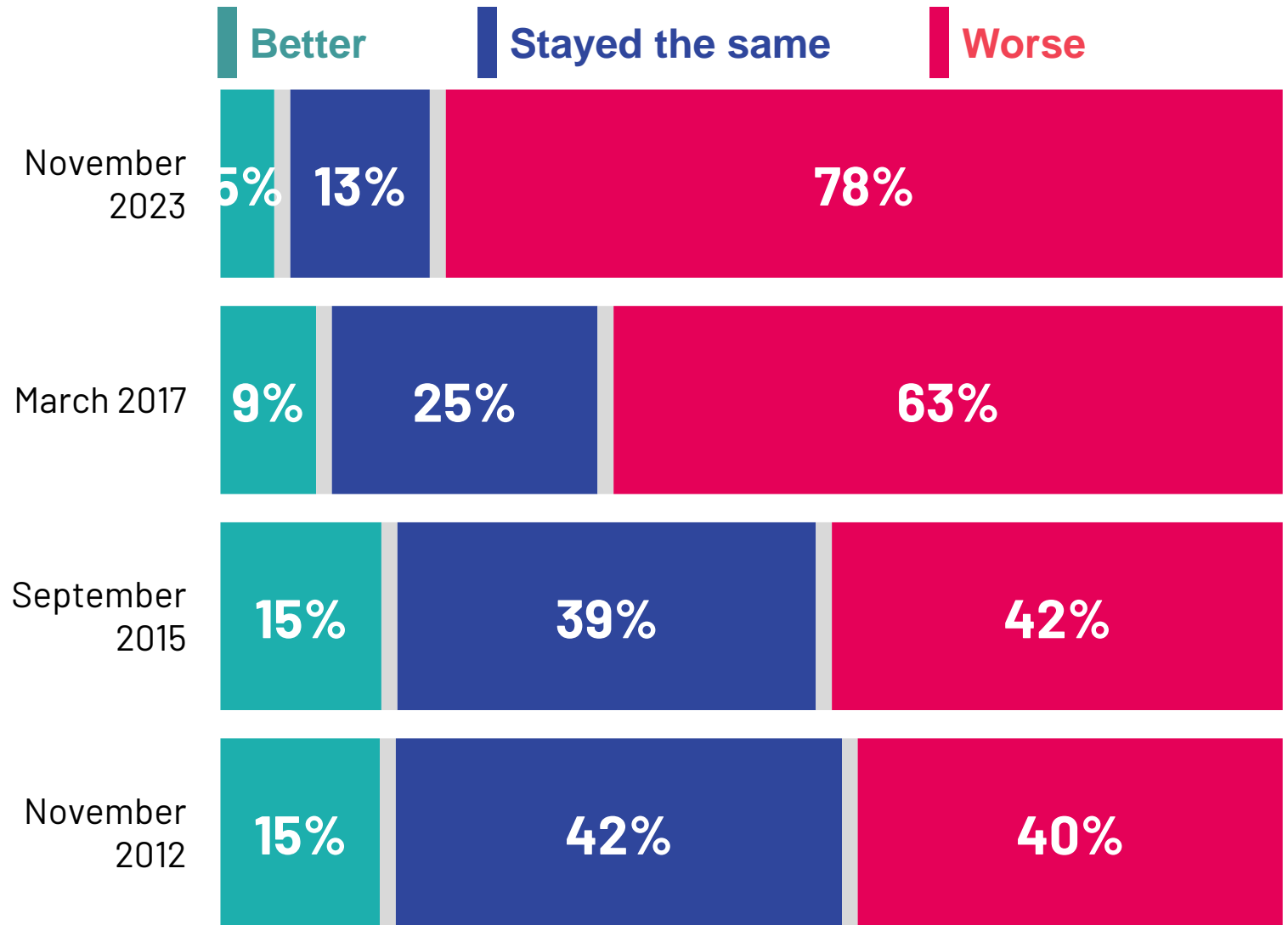
# 80%

Agree "I am worried that government and public services in Britain will do too little to help people in the years ahead"

Ipsos Global trends 2024  
c.1,000 British adults aged 18-75, interviewed online

# Negativity has doubled over the past decade

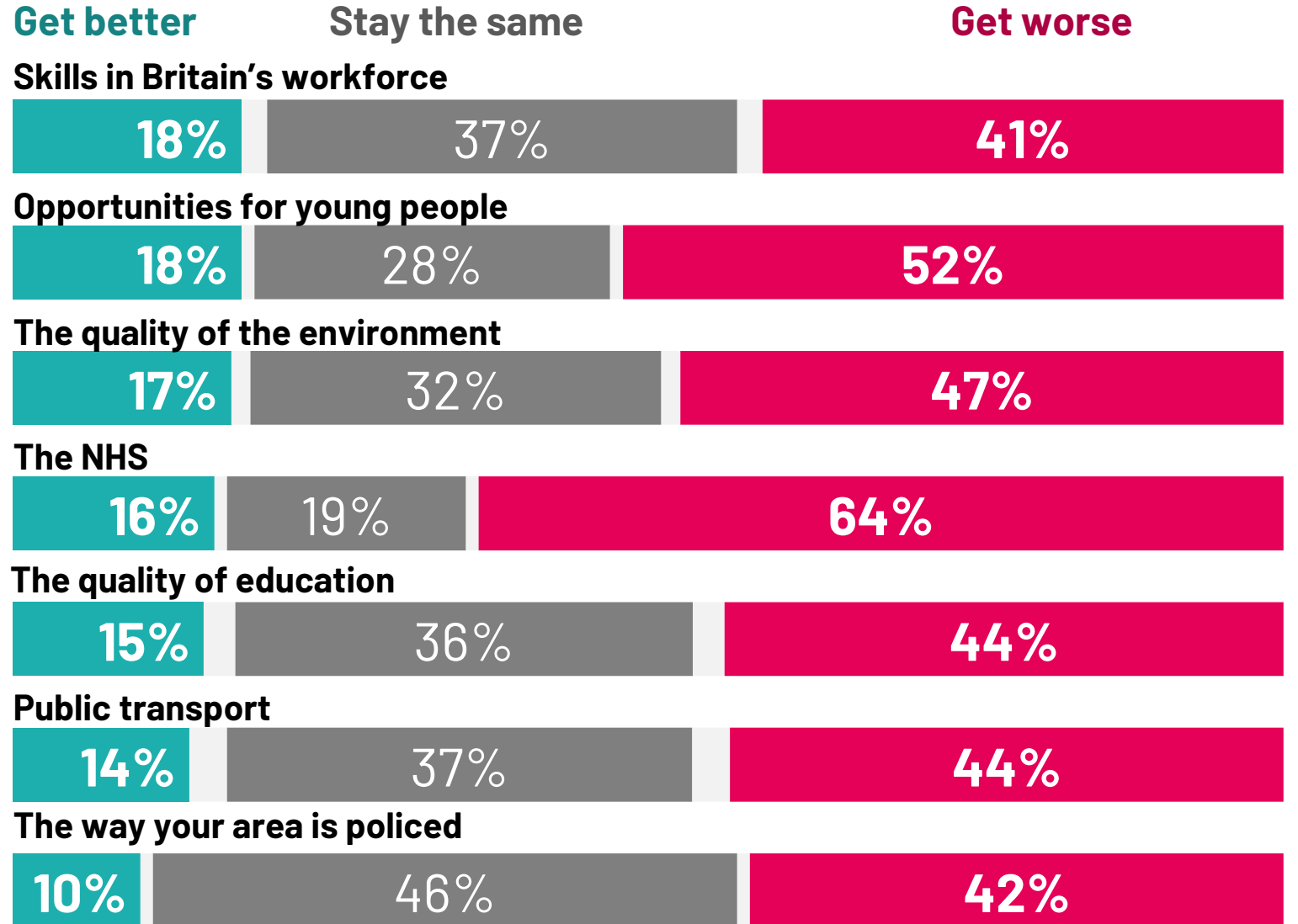
Thinking about public services overall, do you think **the quality of public services** has got better or worse in the last five years, or has it stayed the same?



Base: 1,001 British adults 18+, 1-8 November 2023

# ...expectations for the future are little better

Thinking about ... over the next few years do you expect it to...?



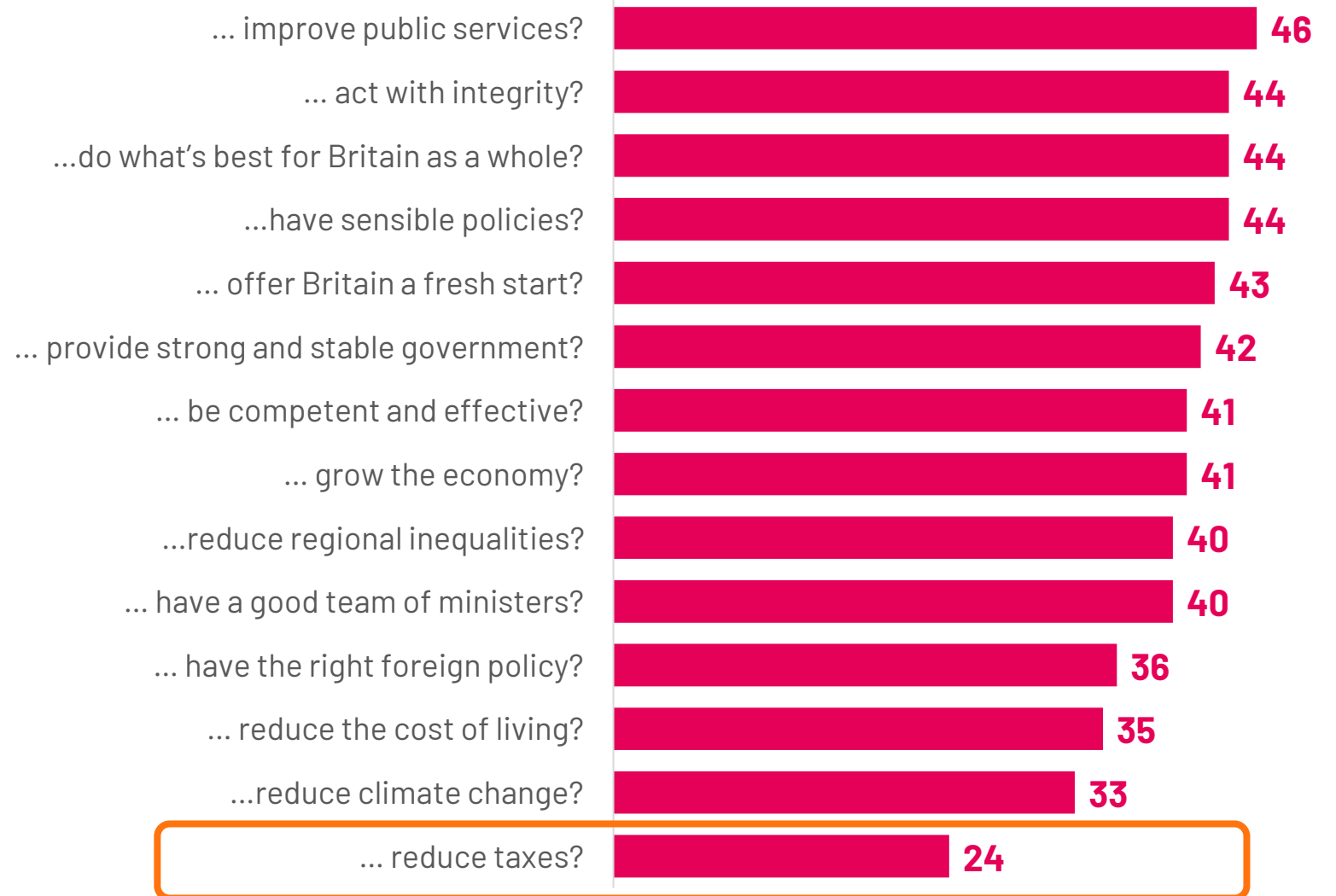
Base: 1,001 British adults 18+, 1-8 November 2023

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# The public expect Labour to rescue public services...

If they win the next General Election, how likely or unlikely do you think it is that a Labour Government with Keir Starmer as Prime Minister will...

**% likely**



Base: 1,100 Online British adults aged 18+, 31 May - 3 June 2024

# But Labour's six most popular manifesto promises come with a hefty price tag

## 50% think they are unaffordable

To what extent, if either, do you support or oppose the following policies from the Labour Party's manifesto?

**% support**

Base: 1,083 Online British adults aged 18-75, 12-13 June 2024

Delivering an extra 40,000 NHS appointments every week, during evening and weekends

83

Investing £65 million per year into road maintenance to fix up to 1 million potholes on an annual basis

76

Recruiting 6,500 new teachers in subjects experiencing shortages

74

Recruiting an 13,000 new neighbourhood police and community PCSOs

70

Introducing free breakfast clubs in every primary school which are accessible to all children

68

Committing not to raise rates of income tax, National Insurance or VAT

68

**The new  
government's  
focus**

**Narrative is as  
important as  
delivery**



**BIDENOMICS**

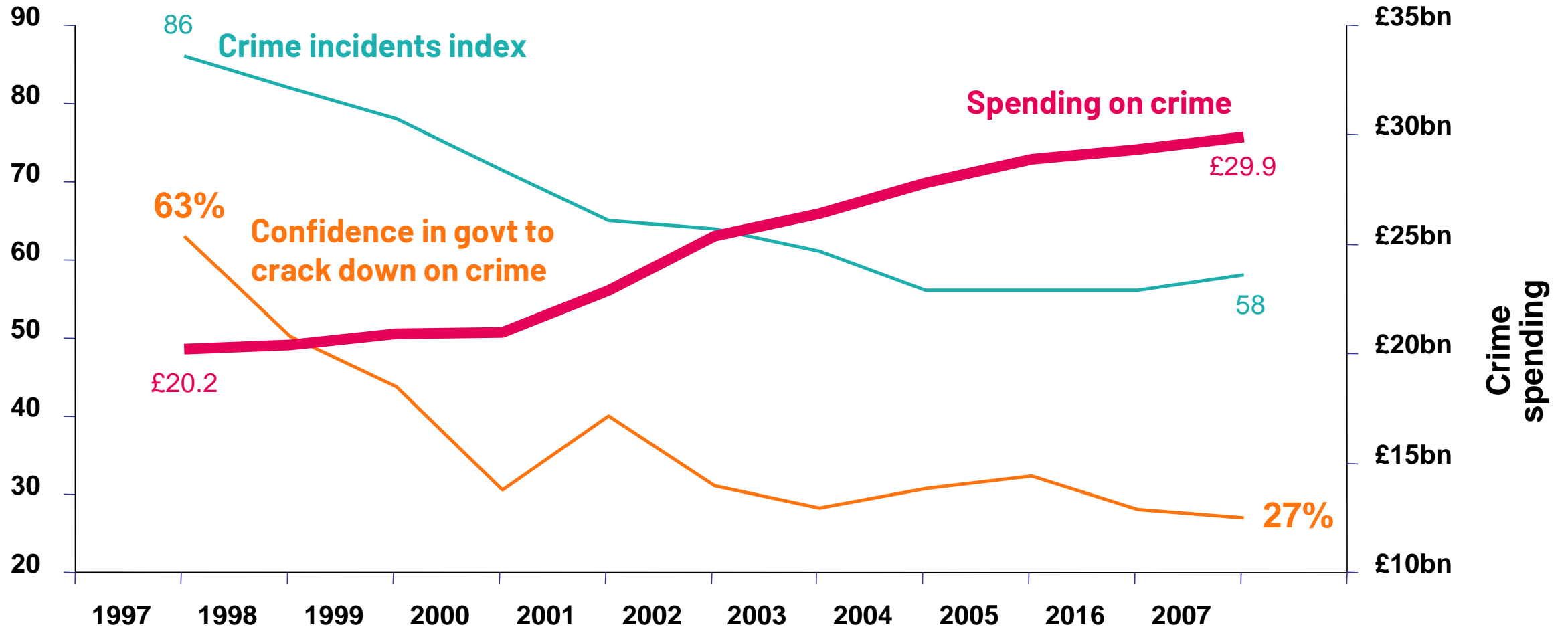
  
**INVESTING IN  
AMERICA**

  
**EMPOWERING  
WORKERS**

  
**LOWERING  
COSTS**

**WEST COLUMBIA, SOUTH CAROLINA**

# A reminder from the Blair years: More money, more problems?



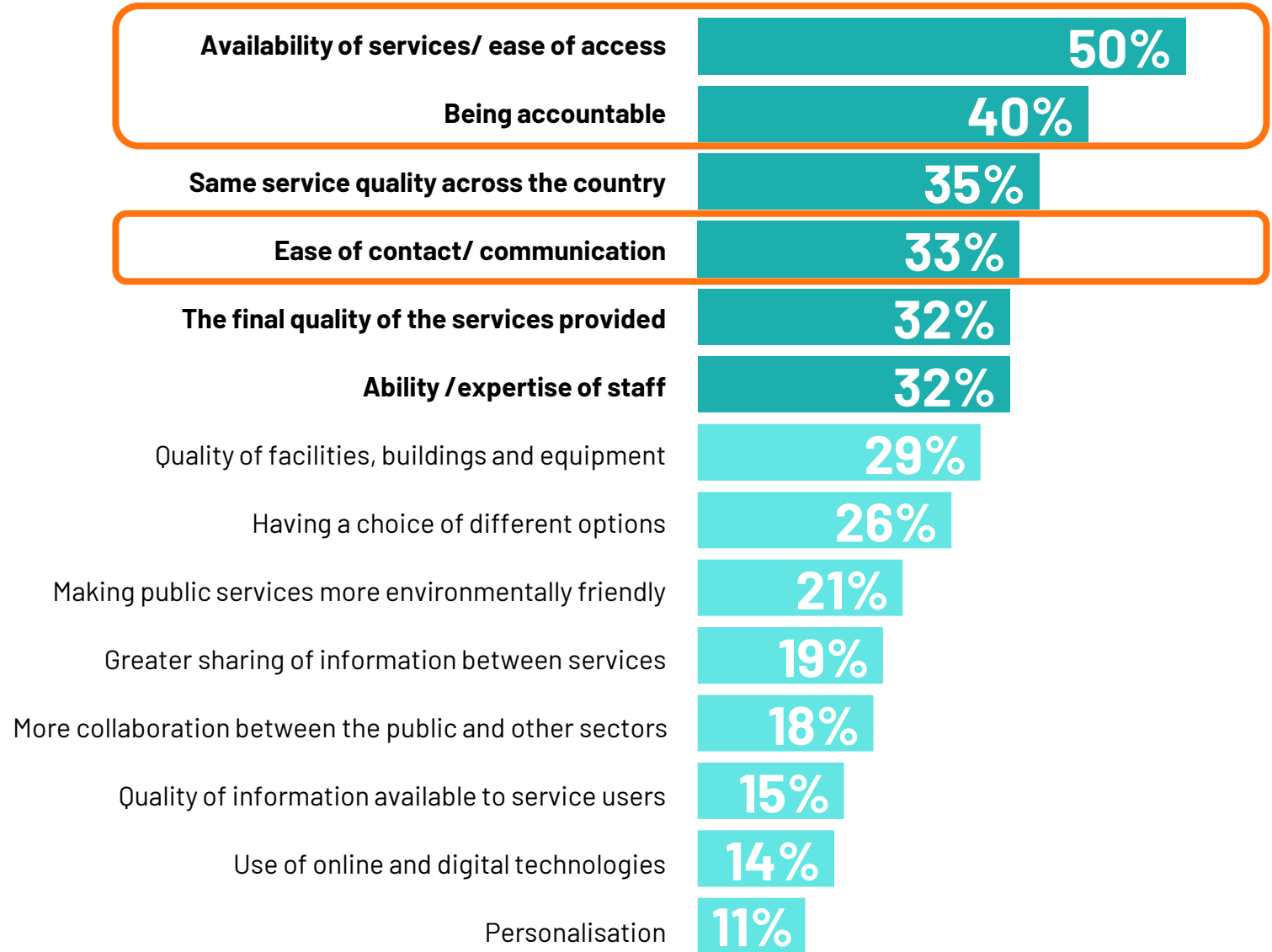
Sources: Ipsos MORI International Social Trends Monitor/Delivery Index (average percentage over year); HM Treasury, HM Treasury (2007) *Public Expenditure Statistical Analyses 2007* Crown Copyright; Nicholas, S., Kershaw, C. and Walker, A. (2007) *Crime in England and Wales 2016/07* Home Office Statistical Bulletin 2<sup>nd</sup> Edition, Crown Copyright [Index is against number of crimes 1995]



# How to change the narrative?

## Listening and accountability matter

Thinking about your experiences of public services, which of the following, if any, do you think should be the top priorities for improvement over the next couple of years or so?



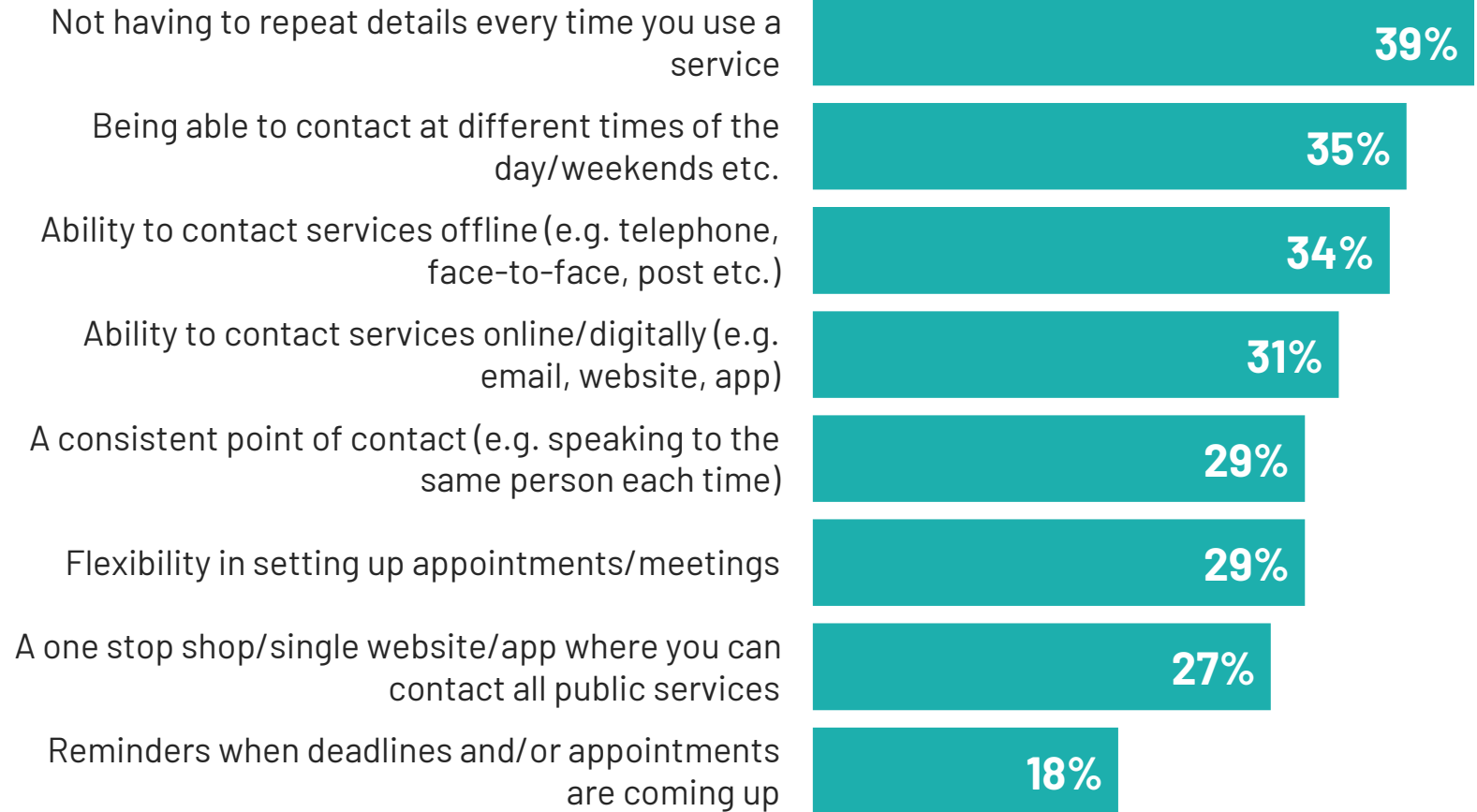
Deloitte State of the State

Base: 5,815 Online UK adults 16-75, 27th October-1st November 2023.



# Steps like “tell us once” matter too

And thinking about when you contact public services, which of the following, if any, do you think should be the top priorities for improvement over the next couple of years or so?



Deloitte State of the State  
Base: 5,815 Online UK adults 16-75, 27th October-1st November 2023.

**Central  
government has  
more latitude to  
use new  
technologies**

**43%** trust UK government to  
use the most appropriate up-to-  
date technology

**36%** for Local Councils

**65%** for the NHS!

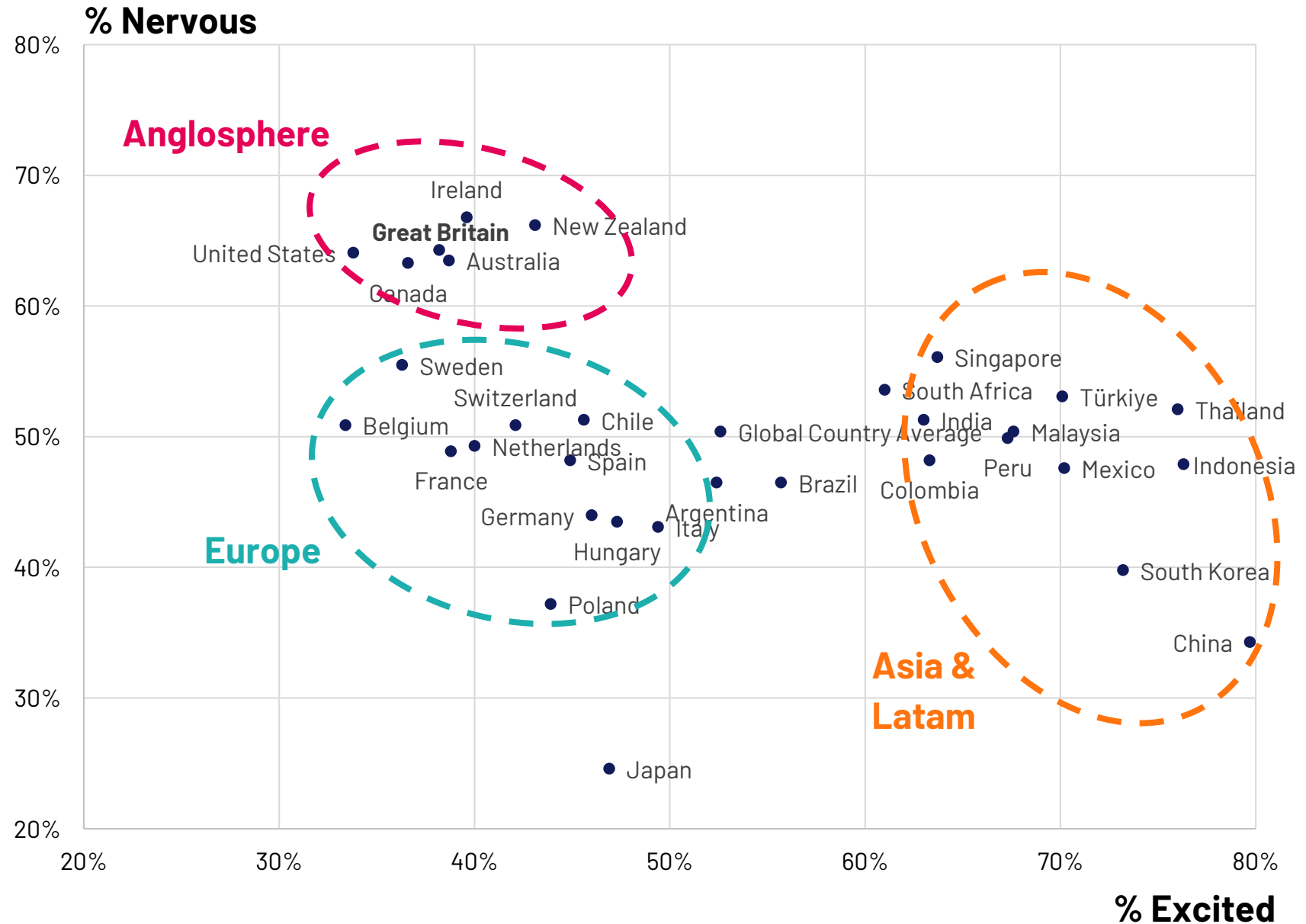
# But there is more work to do taking the UK public with you

How much do you agree or disagree with the following?

- **Products and services using artificial intelligence make me nervous**
- **Products and services using artificial intelligence make me excited**

Base: 23,685 online adults under age 75 across 32 countries, interviewed April 19 - May 3, 2024

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# In conclusion...

1

## **GE 2024: A landslide foretold**

A honeymoon period for the new Labour government?

2

## **Public expectations are high**

How can the new government meet them in a restless decade?

3

## **Beware the perils of perception**

Competence in delivery matters but narrative and perception are critical

# THANK YOU

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