

Capture Politics' Report into Fragmentation in British Politics

Voters abandoned 2019 choices

The Conservative Party lost 60% of their 2019 voters, Labour lost 30%.

Research conducted by Dr. **James Prentice**

How?



The 2019 Tory base collapses



Labour gains 12% of Tory 2019 voters



Reform gains 18% of Tory 2019 voters



Greens & Lib-Dems gain 10.5% of Labour's 2019 vote



Labour's 2019 vote weakens



Reform gain 1.5% of Labour's 2019 vote

Why - Key causes:

Polling affects: + & - figures denote average changes in monthly polling.

External Shocks:

- 1. A standard of living decline -**
Inflation & Interest rates



Inflation increase: Tory -4%, Labour +2%, Lab net gain = +6%

- 2. A return of non-economic issues**
- E.g. Immigration



Immigration the top issue, Tory: -5%, **Reform +4%** Labour - **no effect**. (Instead, **Labour gained** 4.5% when **Health** was **salient**).

Internal Shocks:

- 3. Changes in Party Competence -**
The best party to manage key issues



Economic management: Tory -8%, Labour +10%, Lab net gain = +18%

- 4. A change in the Perceptions of party leadership**



Labour leader the best: Tory -3%, Labour +4%, Lab net gain = +7% (Yet, Labour **declined** when leader disapproval occurred - E.g. **Gaza**).

According to linear regression **analysis of opinion polls** (BPC approved) in Britain, **2019 - 2024**.

