

Unpopular parties could get a bad result for the U.K.

The latest polls show around 41% wanting Labour, down on the start of the campaign. 38% want Conservative or Reform. So one fifth of the electorate wants something different, two fifths want Labour and the two fifths of a Conservative nature are having a row about policy and who should lead the right.

With numbers like that it will be an unhappy country if it sees an outsized Labour majority, a squeezed Conservative opposition and a handful of Reform MPs which is what pollsters are saying. The truth is the outcome rests on those millions of former Conservative voters who are currently undecided and excluded from regular poll results. If they stay at home or vote Reform then we get the outsized Labour majority. If in the end more of them vote Conservative we get a bigger Conservative party.

The most important takeaways are how 60% of the public do not want a Labour government and how half of past Conservative voters feel let down by the current government. If an election was just a verdict on a government then it is clear the Conservatives would fare badly. As it is primarily a choice of a new government it is more difficult for voters. You often have to vote for a government that is far from perfect to avoid one that will be far worse.

Some former Conservatives say they want their former party to do badly to force change. It is difficult to see how Nigel Farage could take over the leadership of the Conservative party as he hints if he did win a seat whilst many Conservatives lost. The ones who survived would not be feeling friendly to him and as a non member of the party he would be ineligible to lead it.

I find this election difficult to call. If the polls are right the U.K. will suffer from a Labour government a majority do not want and an Opposition too small to make much impact. Maybe voters will surprise. Do you want this out turn or can you see a way to stop it? What do you think all those undecideds will do?