

YouGov First 100 Days Results

Fieldwork: 18th - 20th of June 2024

Sample: 4135 Adults in GB

Total	Westminster VI					Vote in 2019			Switchers	EU Ref 2016		Gender		Age				Social		
	Con	Lab	Lib Dem	Reform UK	Don't know	Con	Lab	Lib Dem	Non-Labour 19 + Labour VI 24	Leave	Remain	Female	Male	18-24	25-49	50-64	65+	ABC1	C2DE	
Weighted Sample 4135	519	1249	365	632	487	1356	1001	351	535	1540	1457	2134	2001	434	1708	1021	972	2357	1778	
Unweighted Sample 4135	549	1274	383	641	483	1423	1009	354	551	1641	1659	2305	1830	314	1717	1067	1037	2490	1645	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Imagine that Labour win a majority on 4 July and Keir Starmer becomes prime minister. Thinking about their first 100 days in government, what would be the ONE biggest thing you would want Keir Starmer and Labour to try and achieve in that time?

Respondents answered in their own words, which YouGov's AI language model has categorised into the below categories

Improve the NHS - funding, waiting times, junior doctors' pay	11	9	18	16	4	8	9	18	15	14	10	16	13	9	8	9	14	13	12	10
Stop immigration - continue the Rwanda plan	9	13	2	4	33	5	18	2	4	4	18	3	8	11	4	5	13	14	8	11
Address cost of living crisis - control inflation	6	3	10	9	2	4	3	8	7	11	4	7	7	5	11	8	5	3	7	6
Implement tax changes - increase personal tax allowance - tax private schools	4	5	3	5	5	3	5	4	5	3	4	4	3	5	4	4	4	4	4	3
Be honest - implement their manifesto - reinstate hope in government	3	4	4	2	2	3	4	4	2	5	3	3	3	3	1	3	4	3	3	3
Stabilise the economy - ensure growth	3	2	4	3	2	1	2	2	4	5	2	3	2	4	4	2	2	3	3	2
Develop a closer relationship with the EU	2	1	2	7	1	0	1	3	6	2	1	4	1	3	2	1	3	2	2	1
Ensure affordable housing	2	1	2	2	2	1	1	2	3	2	1	2	2	2	3	2	2	1	2	2
Improve public services, care, benefits and pay disputes	2	1	3	3	1	1	1	3	2	3	1	3	2	2	2	2	1	1	2	1
Address the climate crisis	2	0	2	2	0	3	1	2	3	3	1	3	2	2	1	2	2	1	2	1
Nationalise services (utilities, railways)	1	0	3	1	0	1	0	3	1	3	1	2	1	2	4	1	2	1	2	1
Improve education - funding schools and support for students	1	1	2	3	0	1	1	3	2	1	1	3	2	1	0	2	1	1	2	1

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Unweighted Sample	4135	549	1274	383	641	483	1423	1009	354	551	1641	1659	2305	1830	314	1717	1067	1037	2490	1645
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Make Keir Starmer resign - call another election	1	3	0	0	2	1	2	0	0	0	2	0	1	2	2	1	1	2	1	2
Call for a ceasefire in Palestine	1	0	1	2	0	0	0	2	1	1	0	1	1	1	2	1	1	0	1	0
Scrap the Rwanda bill	1	0	1	2	1	1	0	1	2	1	0	2	1	1	0	1	1	1	1	1
Other	6	5	5	5	9	6	7	6	6	3	7	5	4	8	7	5	7	5	6	5
Don't know / Refused	45	53	37	35	35	62	44	35	37	40	44	38	48	42	46	49	39	45	41	51

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Sample: 4135 Adults in GB

Total	Country			Region in England			
	England	Scotland	Wales	London	Midlands	North	Rest of South
Weighted Sample 4135	3569	360	207	500	686	997	1385
Unweighted Sample 4135	3558	358	219	420	680	1010	1448
%	%	%	%	%	%	%	%

Imagine that Labour win a majority on 4 July and Keir Starmer becomes prime minister. Thinking about their first 100 days in government, what would be the ONE biggest thing you would want Keir Starmer and Labour to try and achieve in that time?

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Improve the NHS - funding, waiting times, junior doctors' pay	11	11	11	10	10	11	12	12
Stop immigration - continue the Rwanda plan	9	9	7	10	7	10	9	10
Address cost of living crisis - control inflation	6	6	8	4	7	5	7	6
Implement tax changes - increase personal tax allowance - tax private schools	4	4	3	3	4	4	4	5
Be honest - implement their manifesto - reinstate hope in government	3	3	2	2	4	3	3	3
Stabilise the economy - ensure growth	3	2	3	3	4	2	2	3
Develop a closer relationship with the EU	2	2	1	1	2	2	2	2
Ensure affordable housing	2	2	1	1	3	1	2	2
Improve public services, care, benefits and pay disputes	2	2	1	2	1	2	3	2
Address the climate crisis	2	2	2	1	2	1	2	2
Nationalise services (utilities, railways)	1	2	0	1	2	1	1	2
Improve education - funding schools and support for students	1	1	0	0	2	2	1	1

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Make Keir Starmer resign - call another election	1	1	0	2	1	1	1	1
Call for a ceasefire in Palestine	1	1	1	0	2	0	1	1
Scrap the Rwanda bill	1	1	1	3	1	1	1	1
Other	6	5	9	6	4	7	6	5
Don't know / Refused	45	45	49	50	44	47	44	44