

17/04/2023

## **Survey report: Labour attack ads**

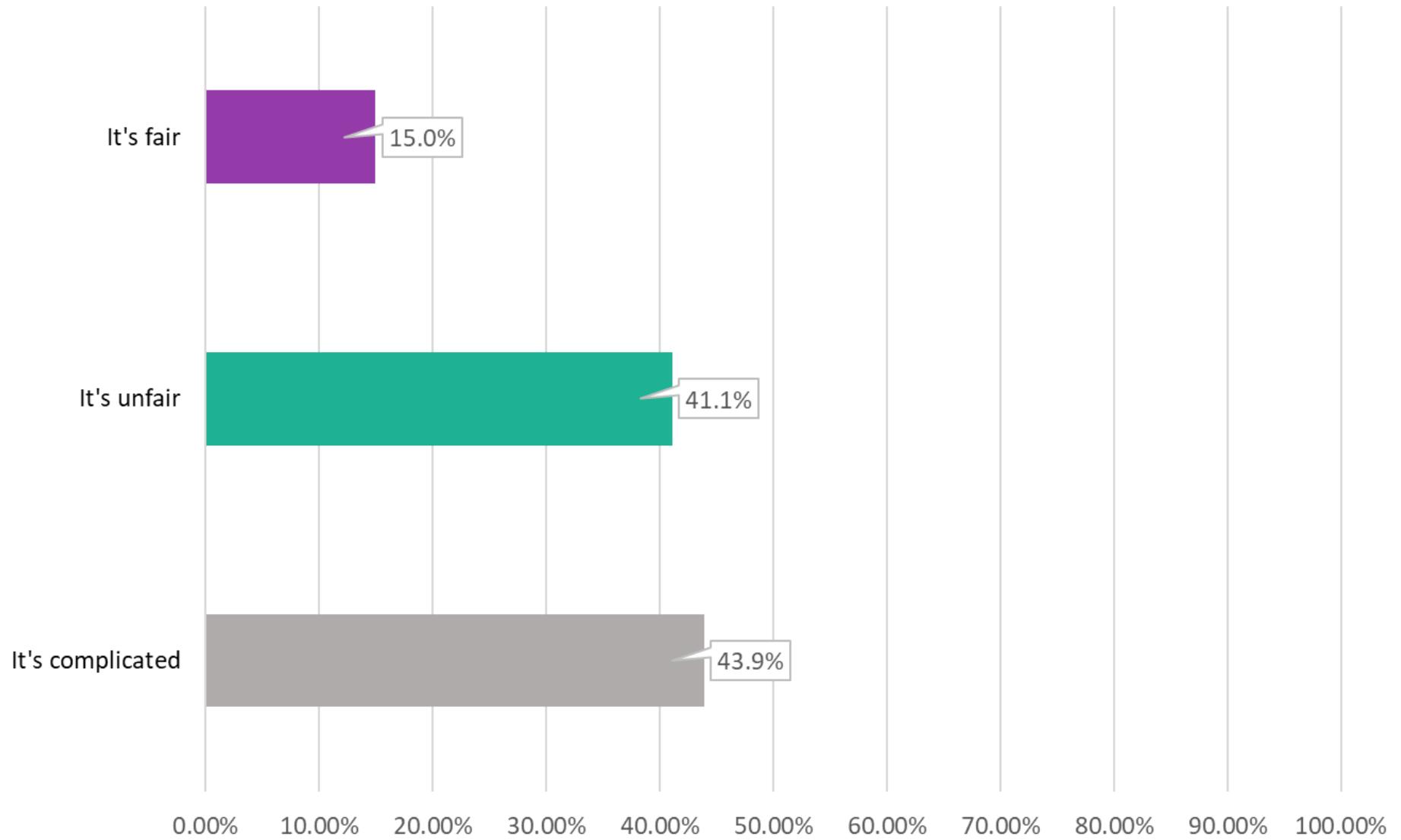
Date of survey: 13/04/2023

Sample size: 3732

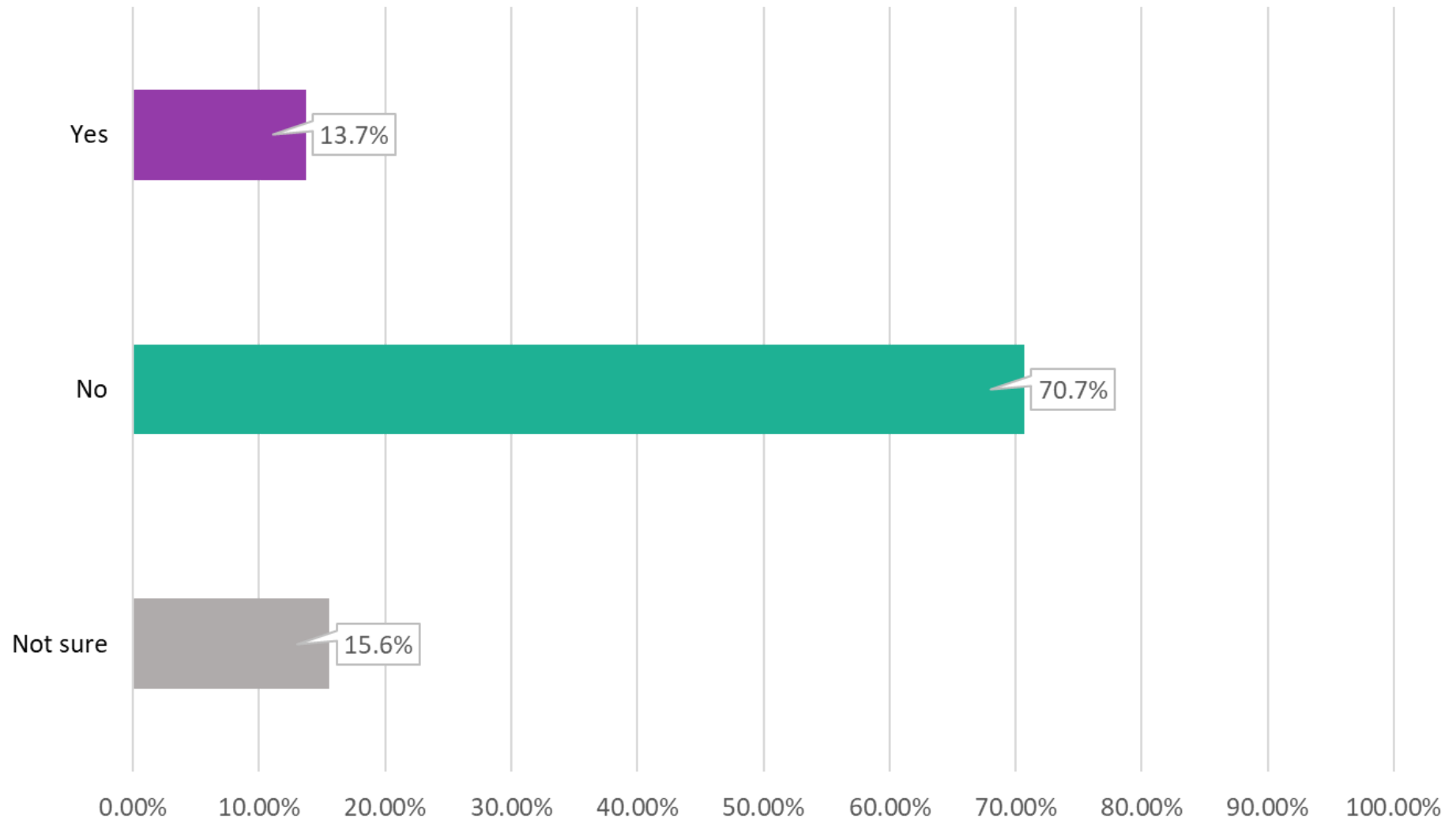
### **Executive summary**

- When asked whether the Labour ad was fair, 43.9% of supporters said that it is complicated, 41.1% said the ad was unfair, and 15% said the ad was fair.
- 70.7% of supporters said that Labour's campaign ad is not good for politics in the UK.
- 66.6% of supporters said there should be more regulation of political advertising.
- 75.8% of supporters are pessimistic about the tone of the next General Election campaign.

## Question 1 – We wanted to ask you what you thought of this ad?



**Question 2 – Do you think Labour’s campaign ad is good for politics in the UK?**



**Question 3 - You told us that you think this ad was fair/unfair/complicated, please tell us the reasons for your answer?**

Many supporters said that the Labour ad was dishonest.

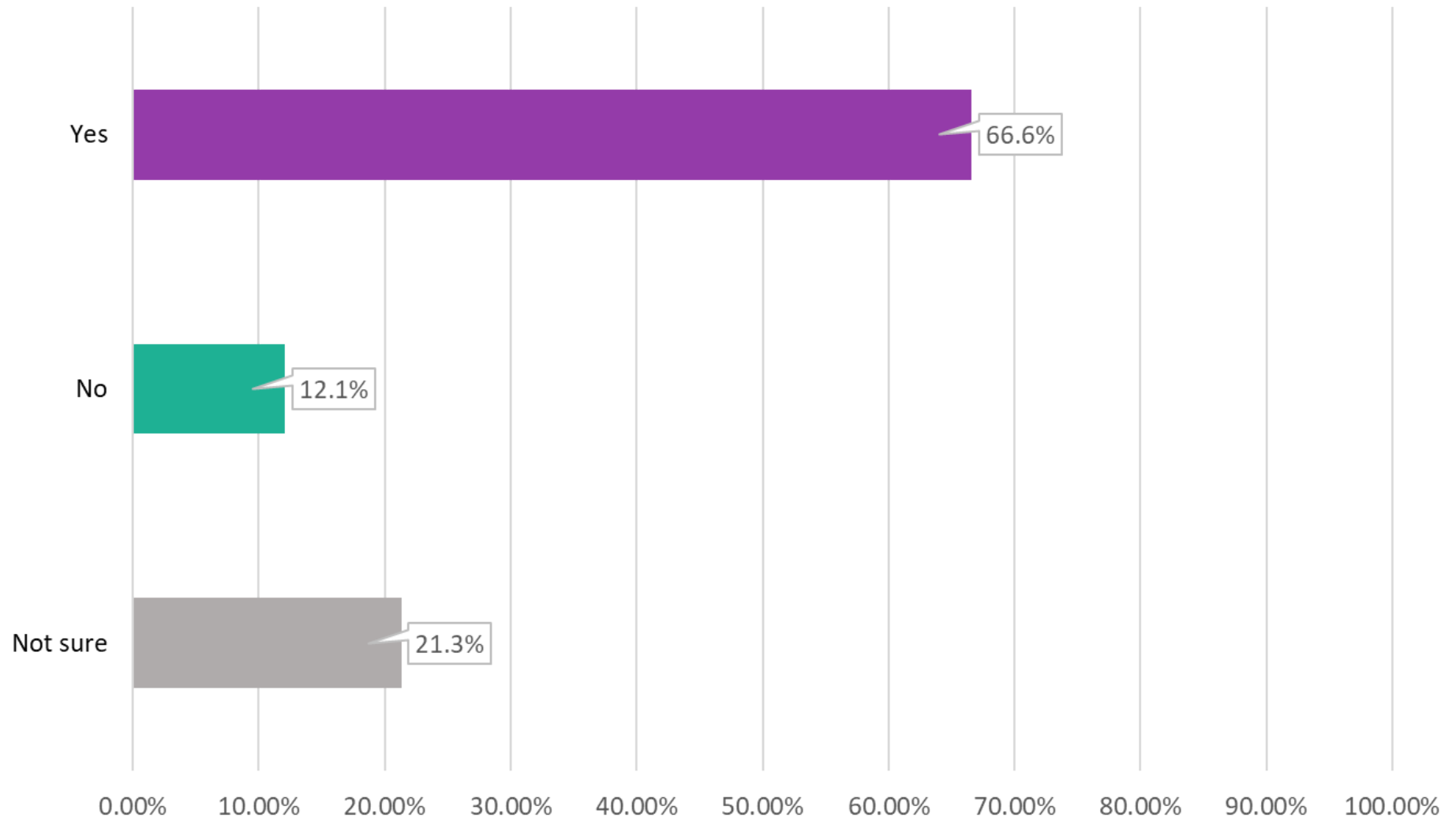
- *“It is clearly untrue. I am a member of the Labour Party and complained to Keir Starmer about this. We are better than this.”*
- *“It is an untrue representation of Sunak's views and fails to acknowledge the role of the judiciary in sentencing.”*
- *“Because it is dishonest and we need honesty in politics.”*

Many felt the ad was fair, or complicated, because other political parties have used unacceptable attacks in the past.

- *“It's difficult to remain decent and honourable when the government lies and then refuses to retract those lies.”*
- *“There's little doubt that the conservative party will run similar ads so while it's unpleasant there's an element of fight fire with fire”*
- *“I want honesty and clean politics. But this isn't possible. The Tories have played dirty for as long as I remember. Labour have no alternative other than to play the Conservatives at their own game.”*

- *“The Tories constantly use lies and deceit and attack other political party's now the same tactics are being used against them they don't like it”*

**Question 4 – Do you think there should be more regulation of political advertising?**



### **Question 5 - Please tell us the reason for your answer.**

Regulating political advertising could stop misinformation from spreading.

- *“There is too much lying and exaggeration, and not enough fact-checking. An independent regulator should have the legal power to demand meaningful retractions.”*
- *“Claims should be independently verified and politicians forced to publicly retract false claims”*
- *“To avoid misleading statements eg the £350m for the NHS during the Brexit campaign”*

Regulating political advertising could infringe on freedom of speech.

- *“It is better for unfair adverts to be called out, as has happened in this case. Regulation could threaten free speech.”*
- *“Who regulates the regulator? It could allow legitimate political points to be censored.”*
- *“It is too difficult for regulation to be independent of government. Freedom of expression should be promoted but not to the point of libel (for which laws are already in place).”*

**Question 6 – Looking ahead to the General Election, how optimistic or pessimistic are you about the likely tone of the campaign?**

