

Funding the Future

People aren't convinced by Starmer's pledges, and don't...

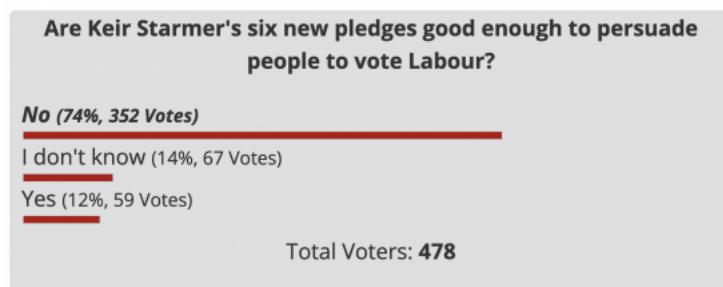
Published: January 13, 2026, 10:21 am

I ran two polls on Starmer's six new pledges that are intended to bring swing voters into Labour's camp.

One was on Twitter:



The [other was here](#):



The results differ in the scale of the emphaticness. But 'no' wins in both cases.

Of course, this is not scientific. But it's also not irrelevant either. Those with political awareness very clearly think that this strategy is not just poor but unlikely to work, whilst almost certainly alienating them.

Starmer should take note. People want substance, whatever his pollsters say.