

IPSOS UK GENERAL ELECTION 2024 CAMPAIGN TRACKER

May 2024

Favourability of politicians

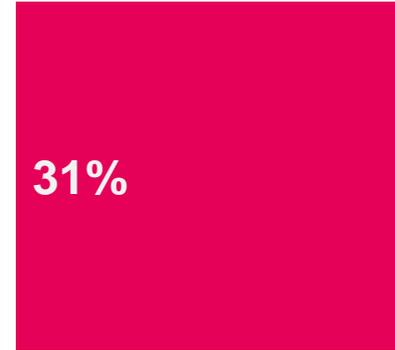
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties?

Favourable

Unfavourable

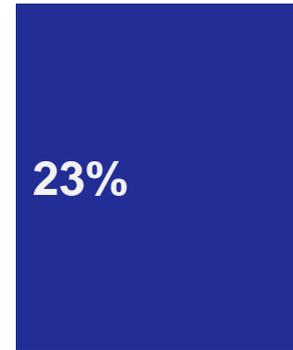
Net favourability

Keir Starmer, Leader of the Labour Party



-10

Rishi Sunak, Leader of the Conservative Party



-34

Base: 1,118 Online British adults aged 18+, 24-27 May 2024

Favourability of politicians

To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties?

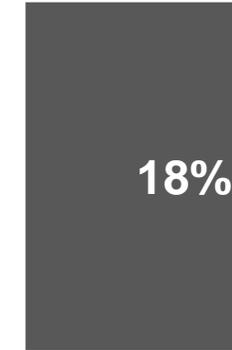
Among 2019 own party voters

Favourable

Unfavourable

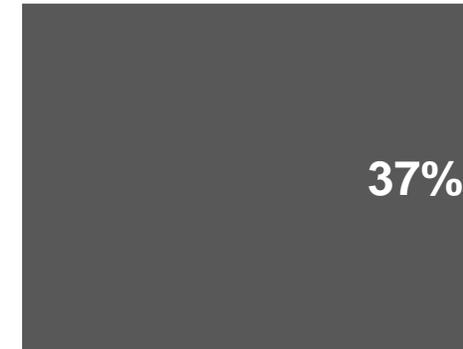
Net favourability

Keir Starmer, Leader of the Labour Party



+40

Rishi Sunak, Leader of the Conservative Party

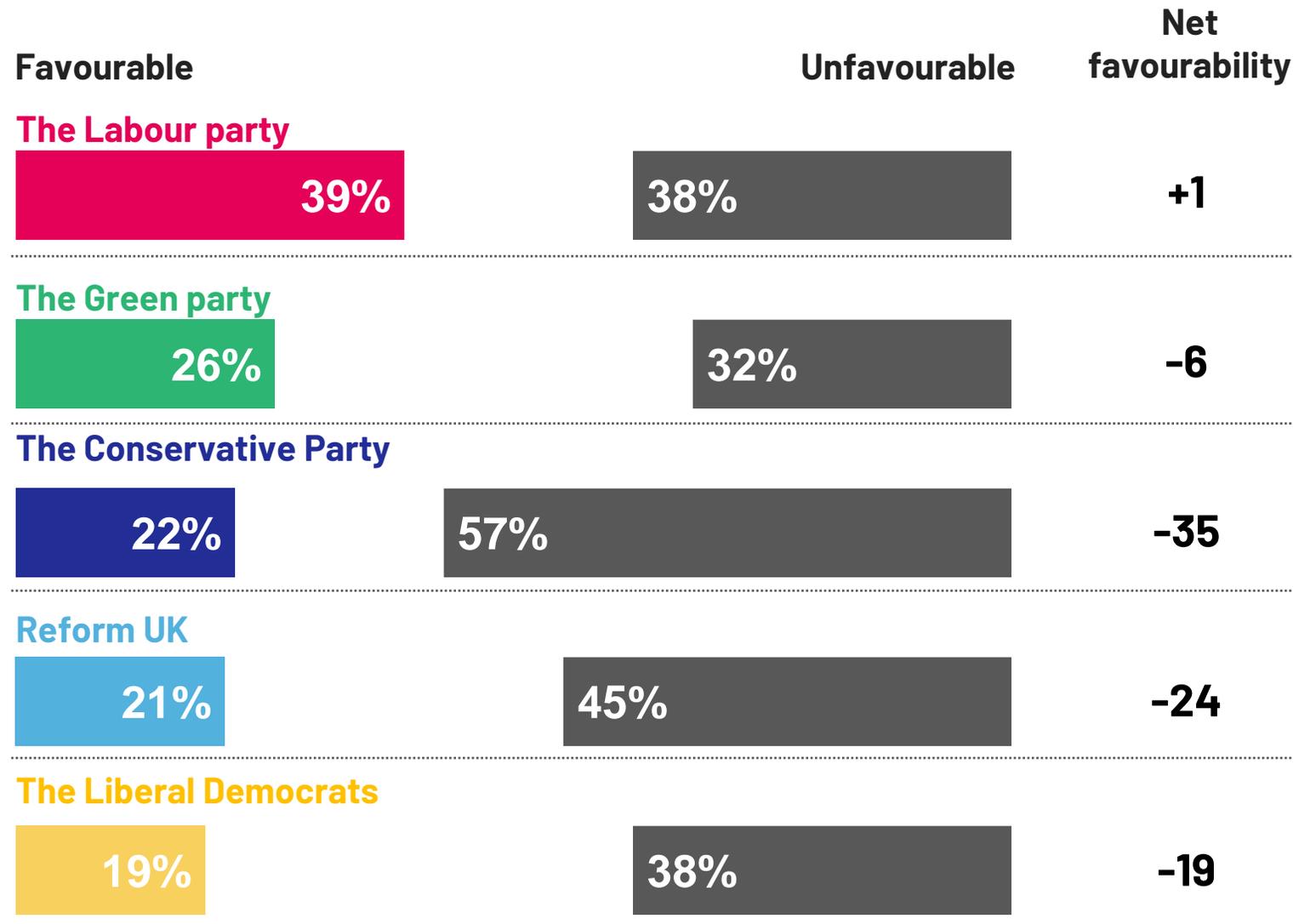


+6

Base: 1,118 Online British adults aged 18+, including (331) 2019 Conservative voters and (290) 2019 Labour voters, 24-27 May 2024

Favourability towards political parties

To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties?

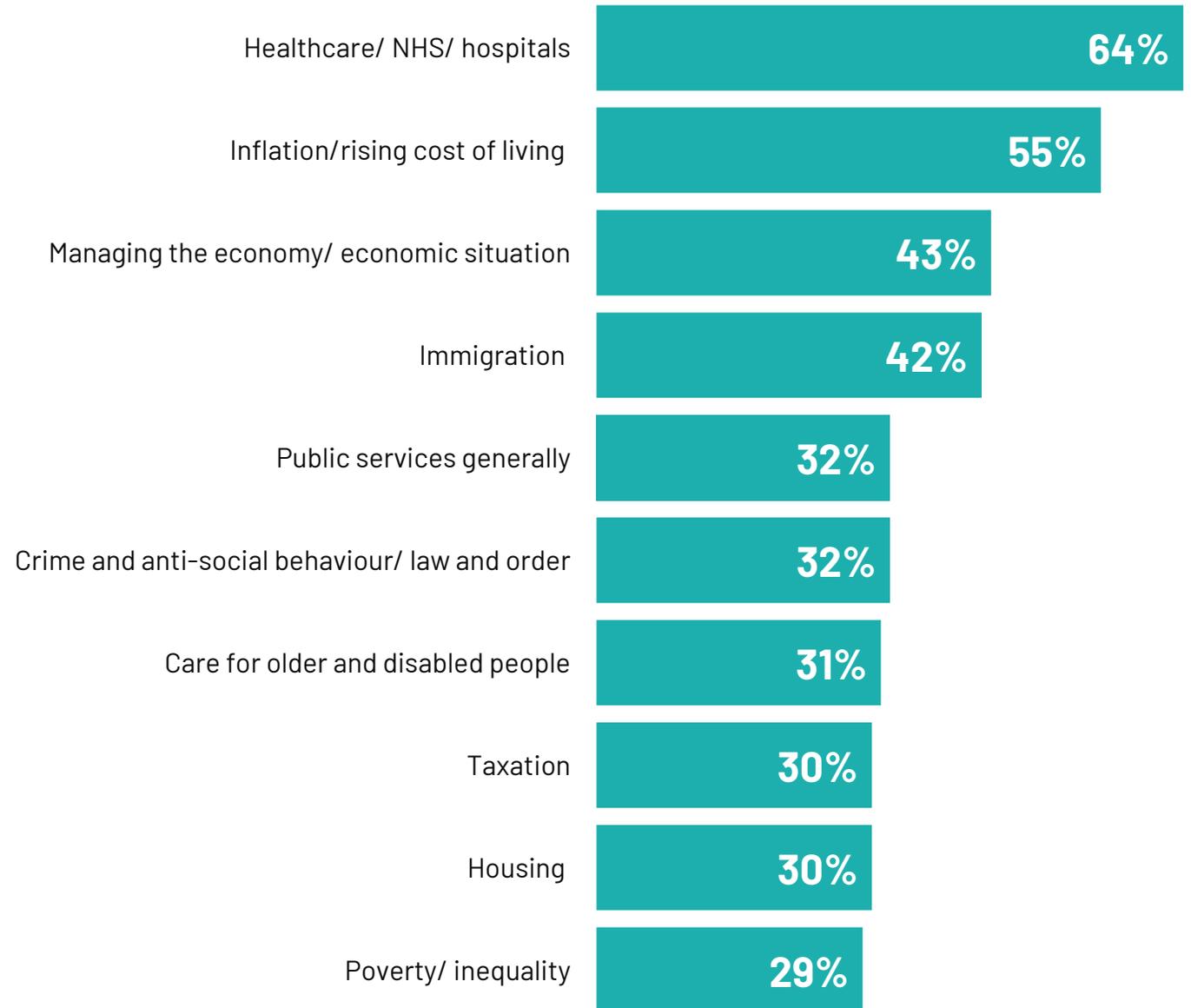


Base: 1,118 Online British adults aged 18+, 24-27 May 2024

Which issues will help decide your vote? Top 10 issues

As you may be aware, Prime Minister Rishi Sunak has called a General Election for Thursday July 4th.

Looking ahead to the General Election, which, if any, issues do you think will be very important to you in helping you decide which party to vote for?

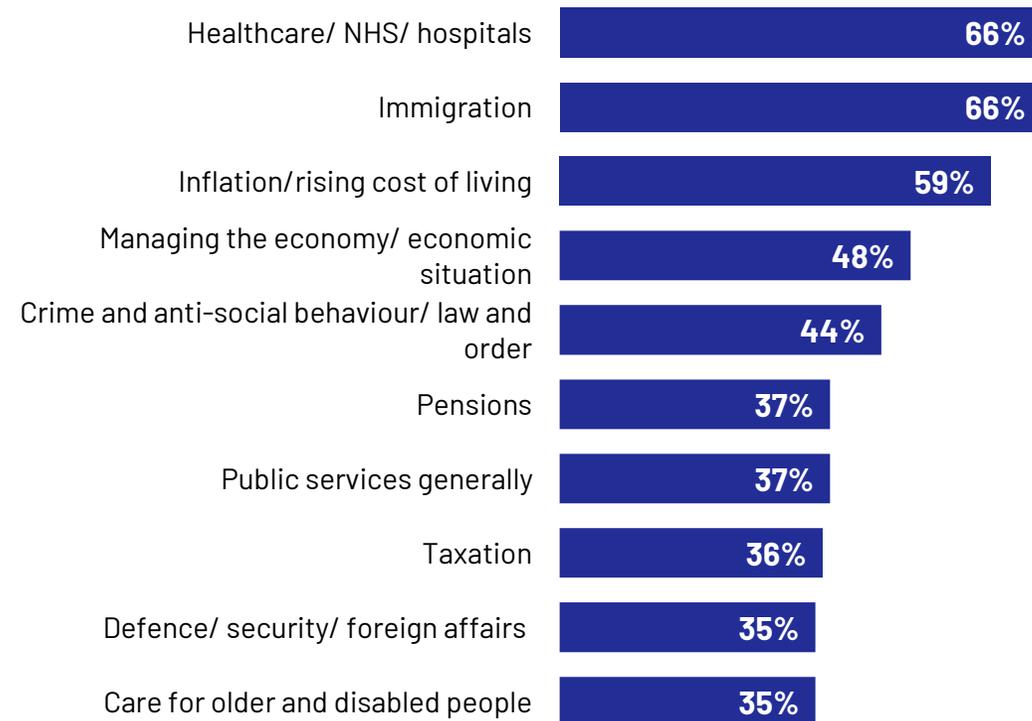


Base: 1,118 Online British adults aged 18+, 24-27 May 2024. *This chart the top 10 most mentioned issues. For the full list of issues, please see the full data tables.

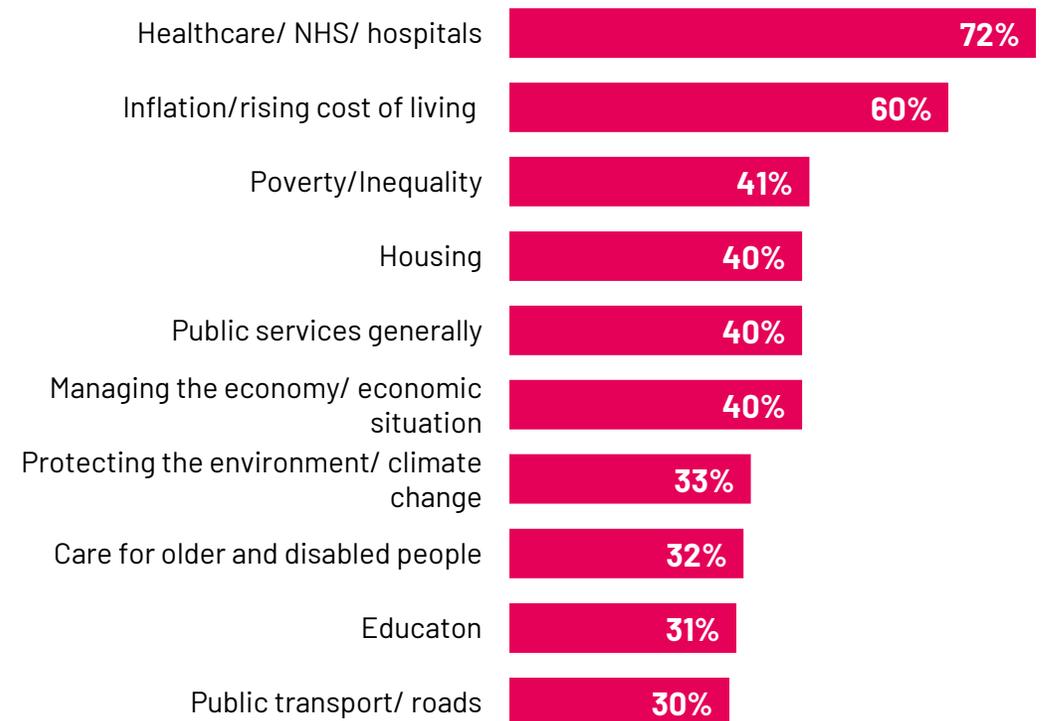
Which issues will help decide your vote? By party

Looking ahead to the General Election, which, if any, issues do you think will be very important to you in helping you decide which party to vote for?

Top ten issues for 2019 Conservative voters



Top ten issues for 2019 Labour voters

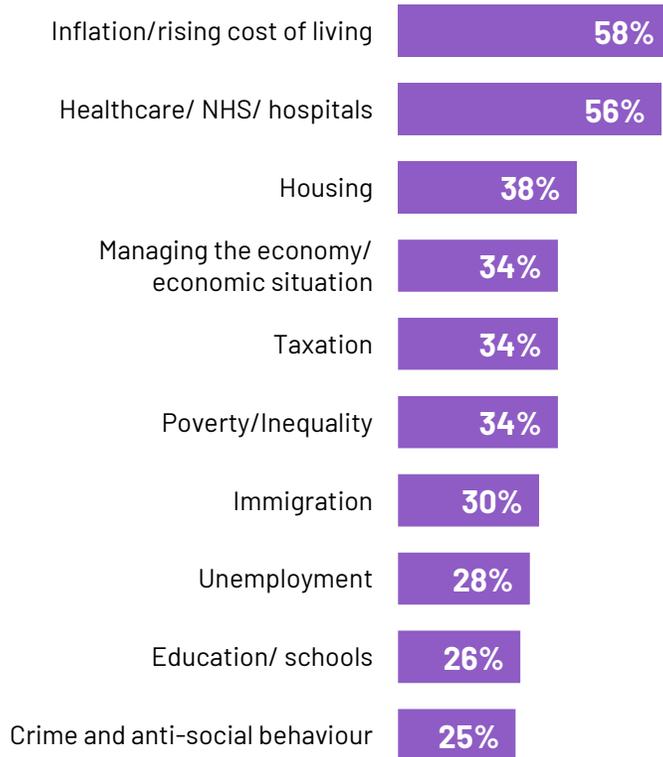


Base: 1,118 Online British adults aged 18+, including (331) 2019 Conservative voters and (290) 2019 Labour voters, 24-27 May 2024

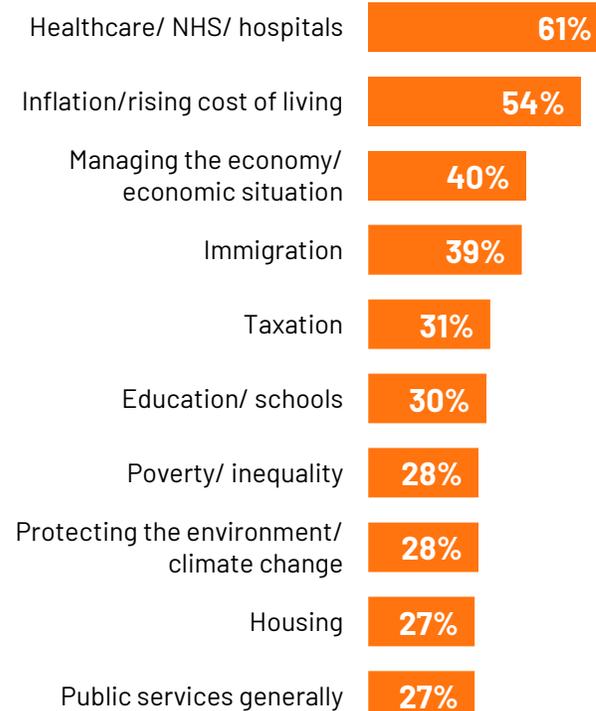
Which issues will help decide your vote? By age

Looking ahead to the General Election, which, if any, issues do you think will be very important to you in helping you decide which party to vote for?

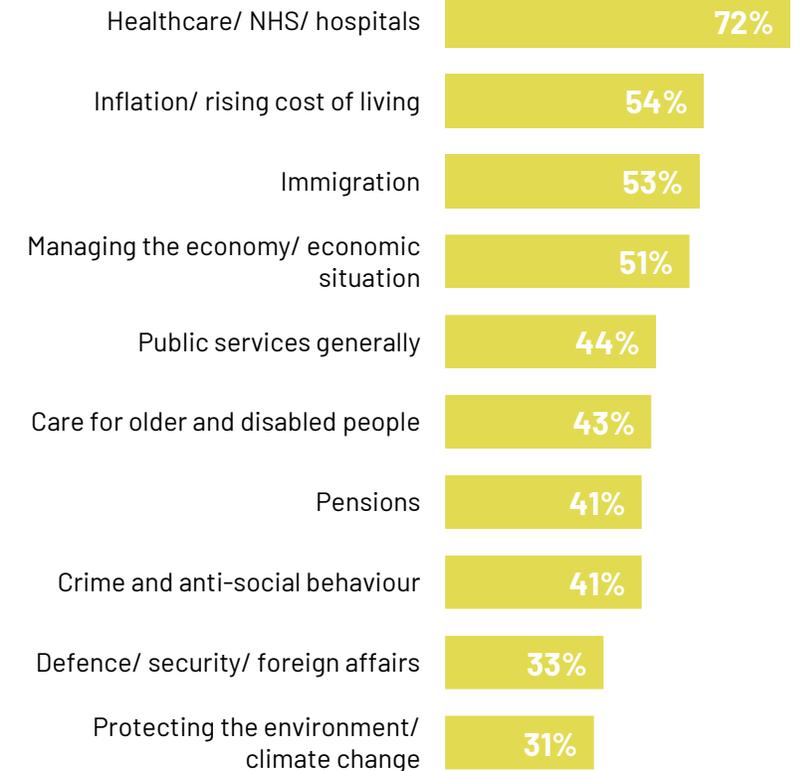
Top ten issues for those aged 18-34



Top ten issues for those aged 35-54



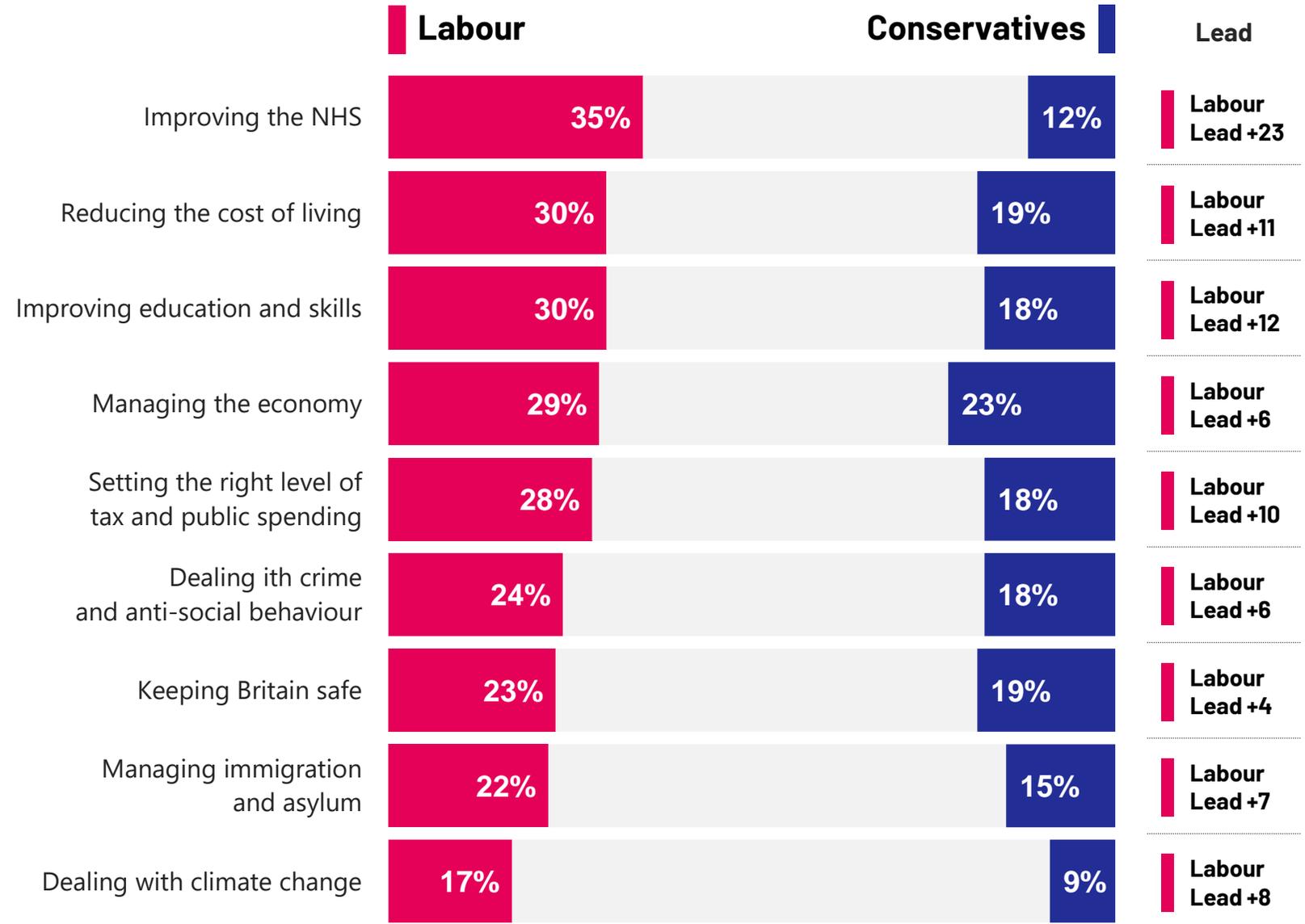
Top ten issues for those aged 55+



Base: 1,118 Online British adults 18+, including 18-34-year-olds (307), 35-54s (378), 55+ (433), 24-27 May 2024

Best party on key issues

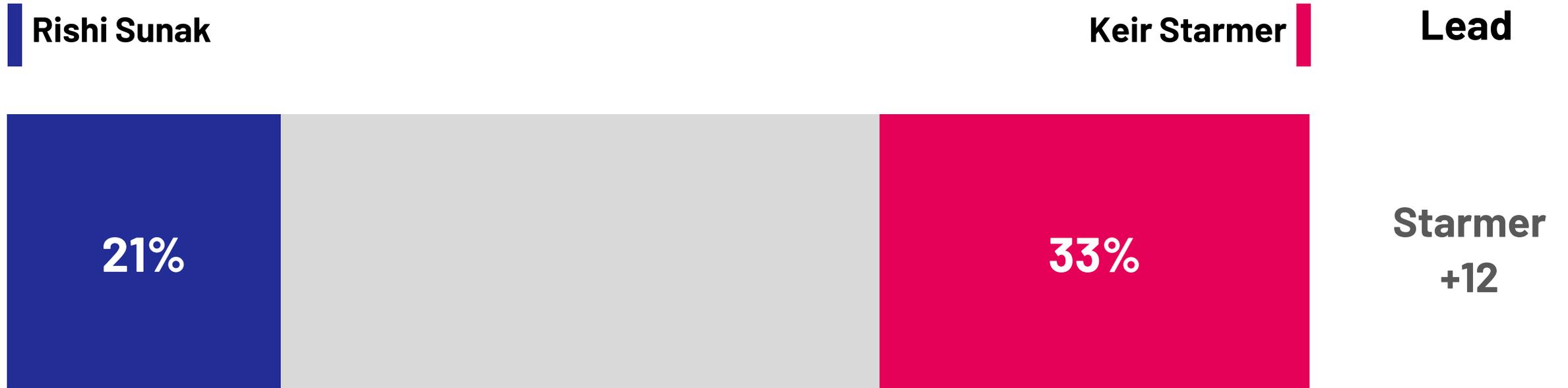
Thinking about the following issues, which party, if either, do you think has the best policies to address them?



Base: 1,118 Online British adults 18+, 24-27 May 2024

Who would make a better Prime Minister?

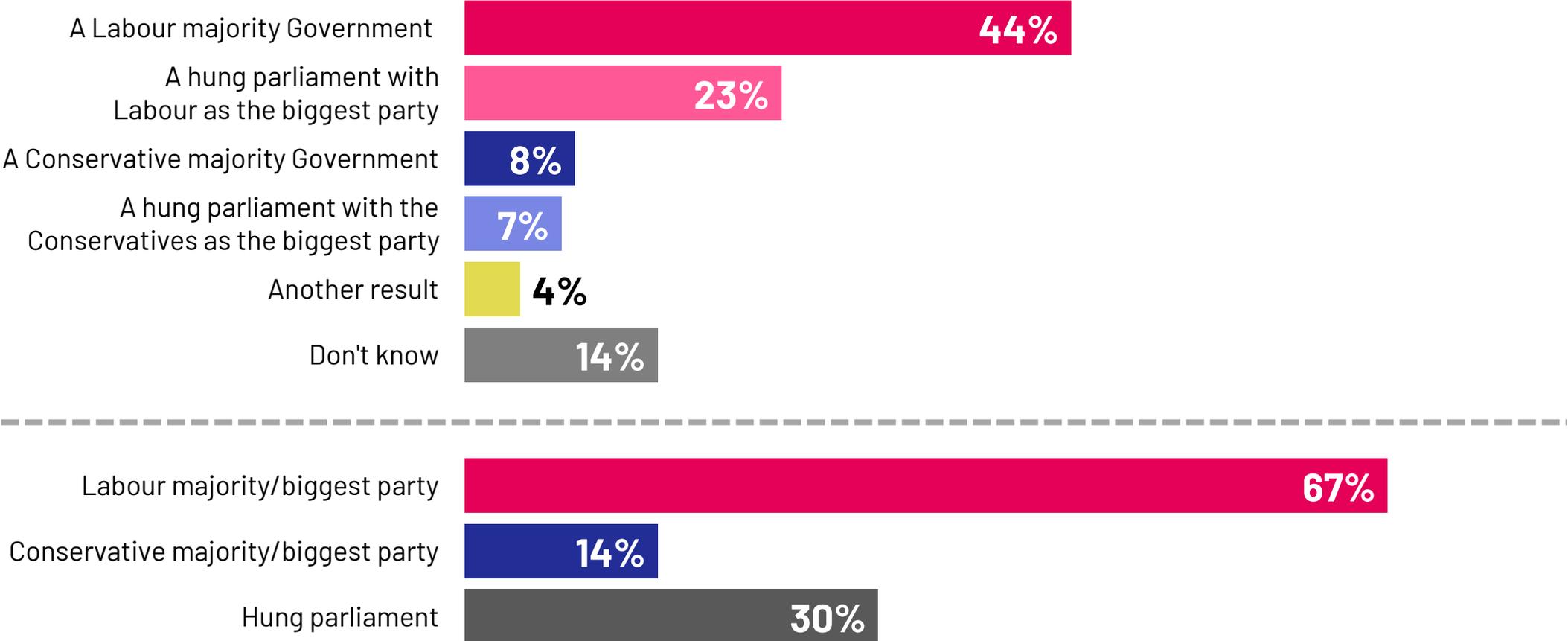
Which of the following, if either, do you think would make a better Prime Minister?



Base: 1,118 Online British adults 18+, 24-27 May 2024

What will happen at the next General Election?

Thinking ahead to the next general election, which of the following outcomes do you think is most likely?

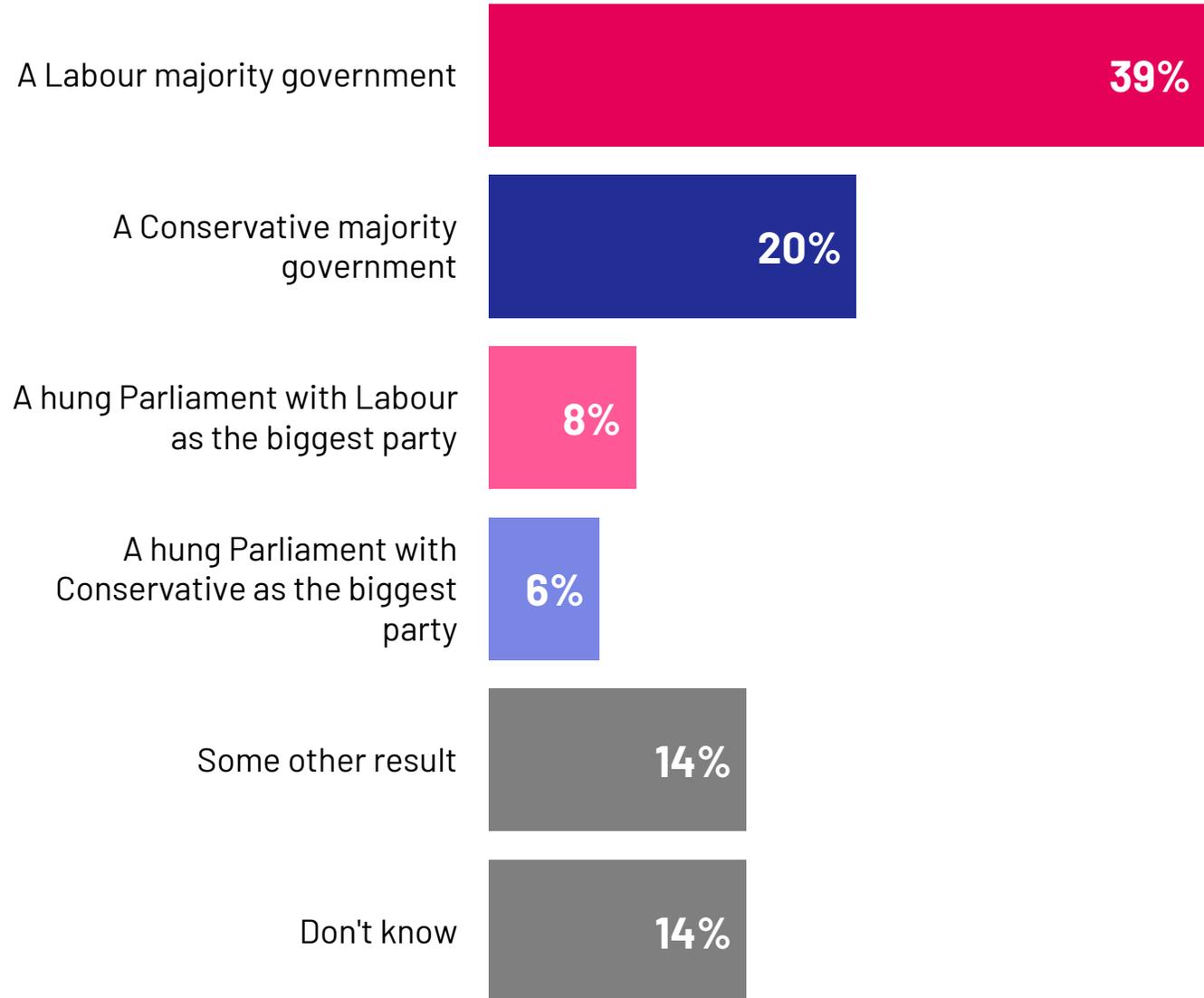


Base: 1,118 Online British adults 18+, 24-27 May 2024



What will the outcome of next election be?

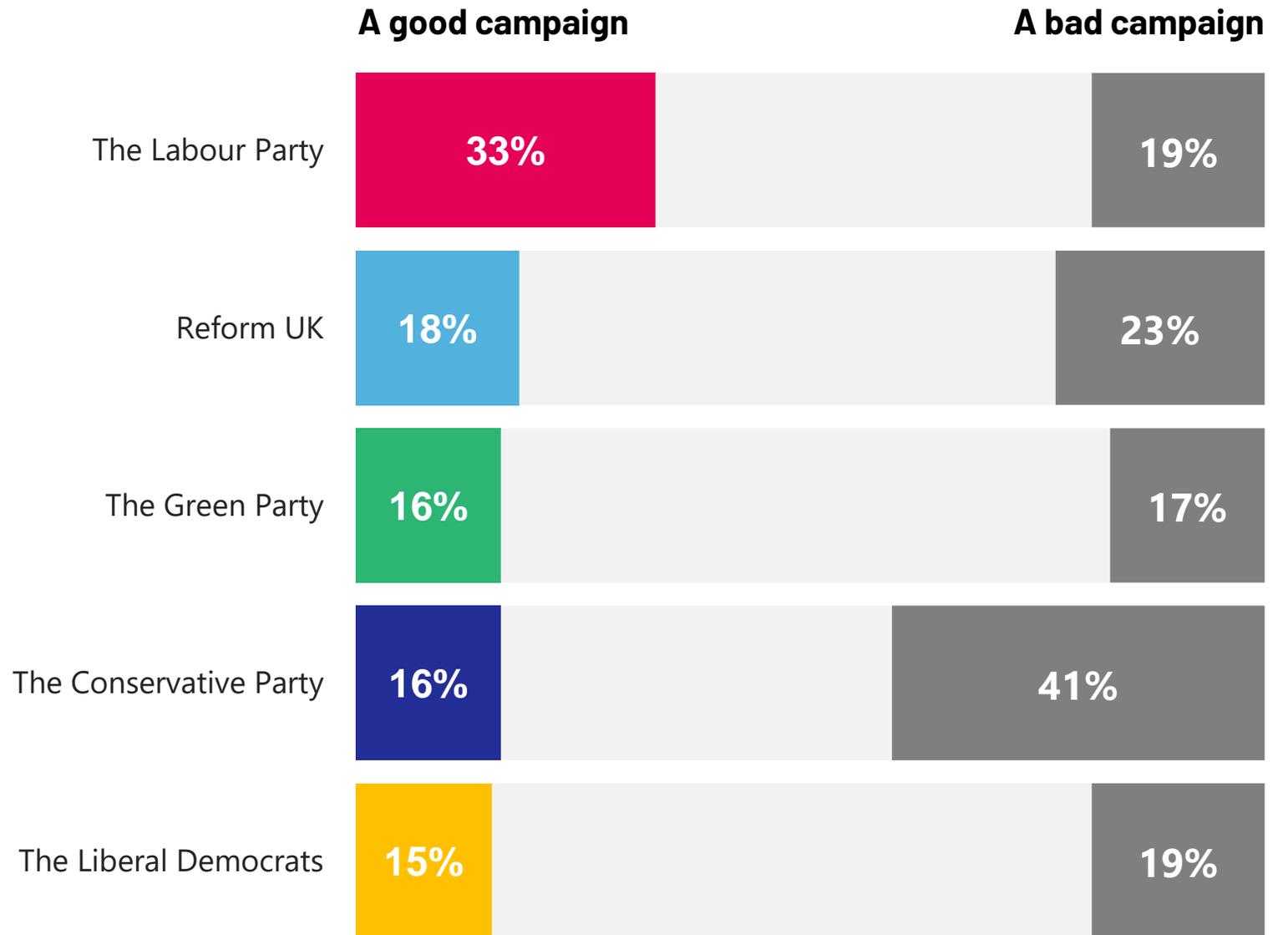
And what would be your preferred outcome?



Base: 1,118 Online British adults 18+, 24-27 May 2024

Good or bad campaign?

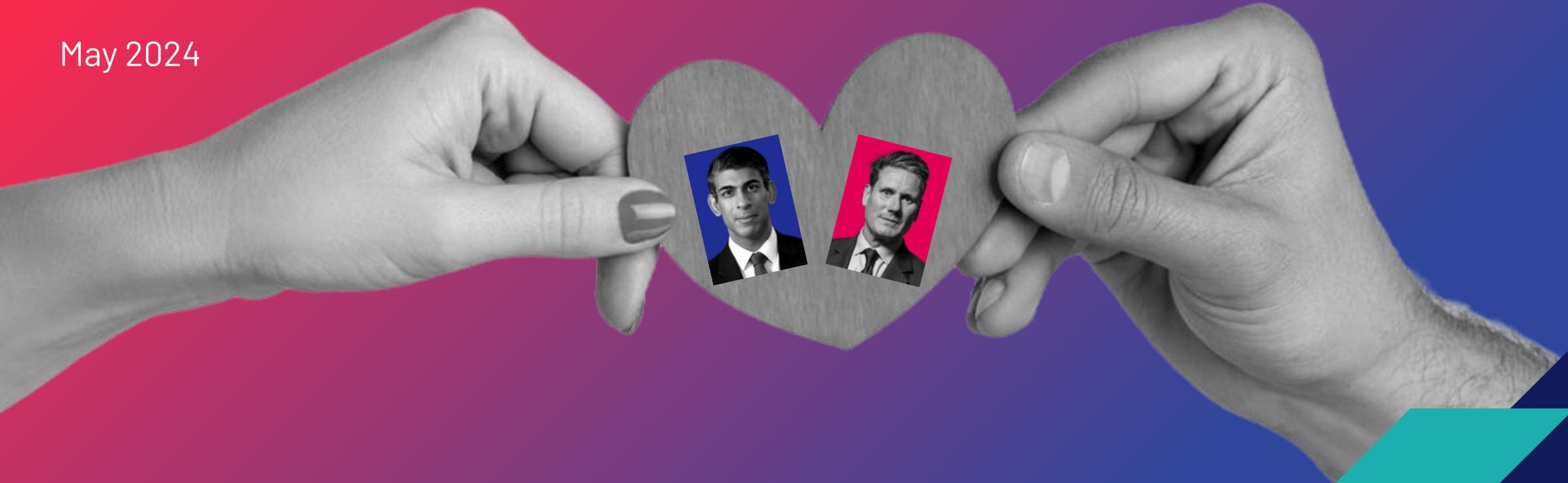
And regardless of which party you support, on balance do you think each of the following parties have had a good or bad campaign since the General Election was announced in May?



Base: 1,118 Online British adults 18+, 24-27 May 2024

FAVOURABILITY TOWARDS POLITICIANS AND POLITICAL PARTIES - TRENDS

May 2024



Favourability with Sunak and Starmer

To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties?



Rishi Sunak

Unfavourable

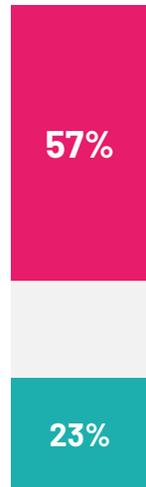
Favourable



Apr-24

Neither: 18%
Don't know: 5%

GE 2024 Election campaign begins



Week 1

Neither: 18%
Don't know: 3%

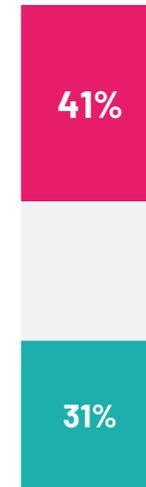
Keir Starmer



Apr-24

Neither: 24%
Don't know: 7%

GE 2024 Election campaign begins



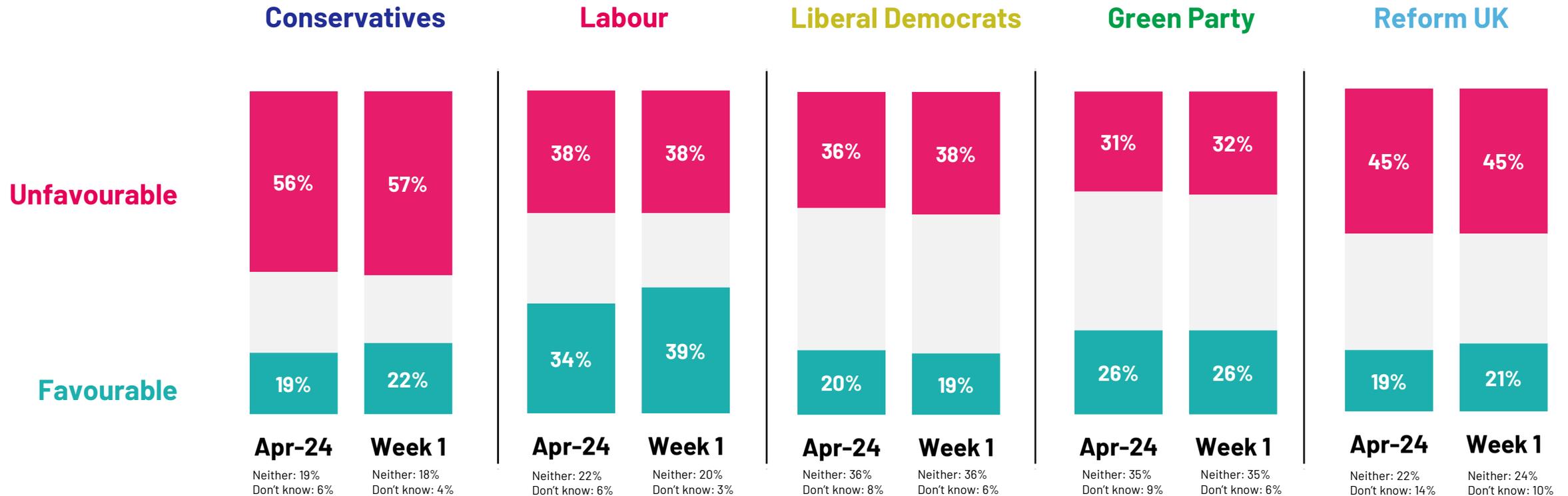
Week 1

Neither: 25%
Don't know: 4%

Base: 1,118 Online British adults 18+, 24-27 May 2024

Favourability towards the political parties

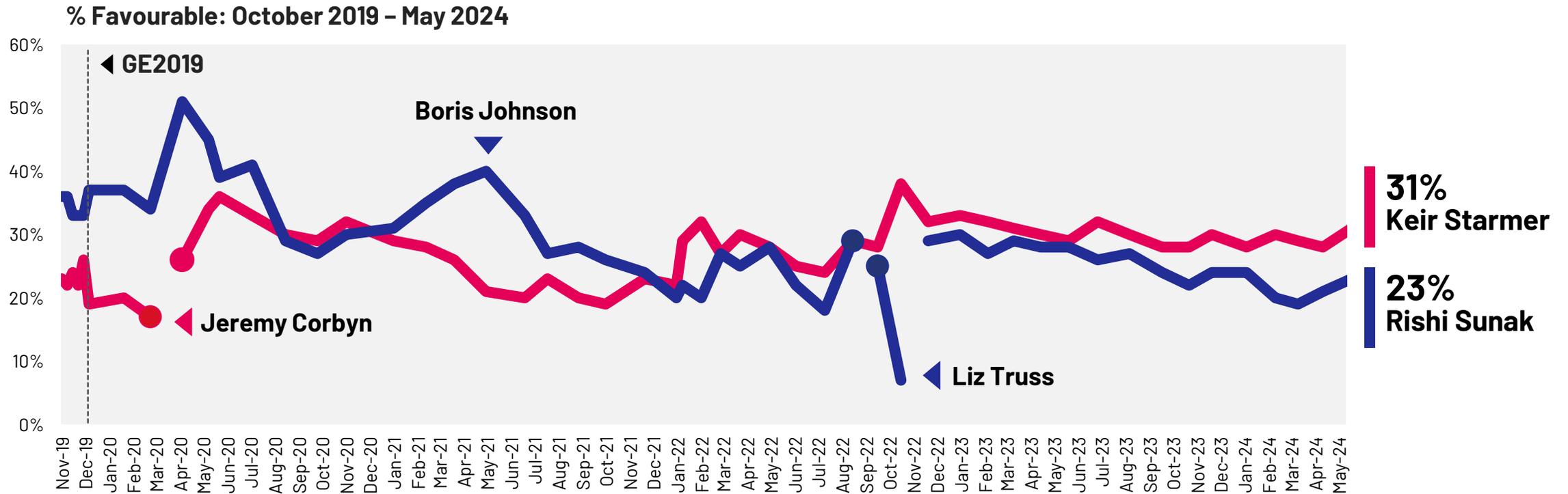
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties?



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Favourability: Conservative leader vs Labour leader

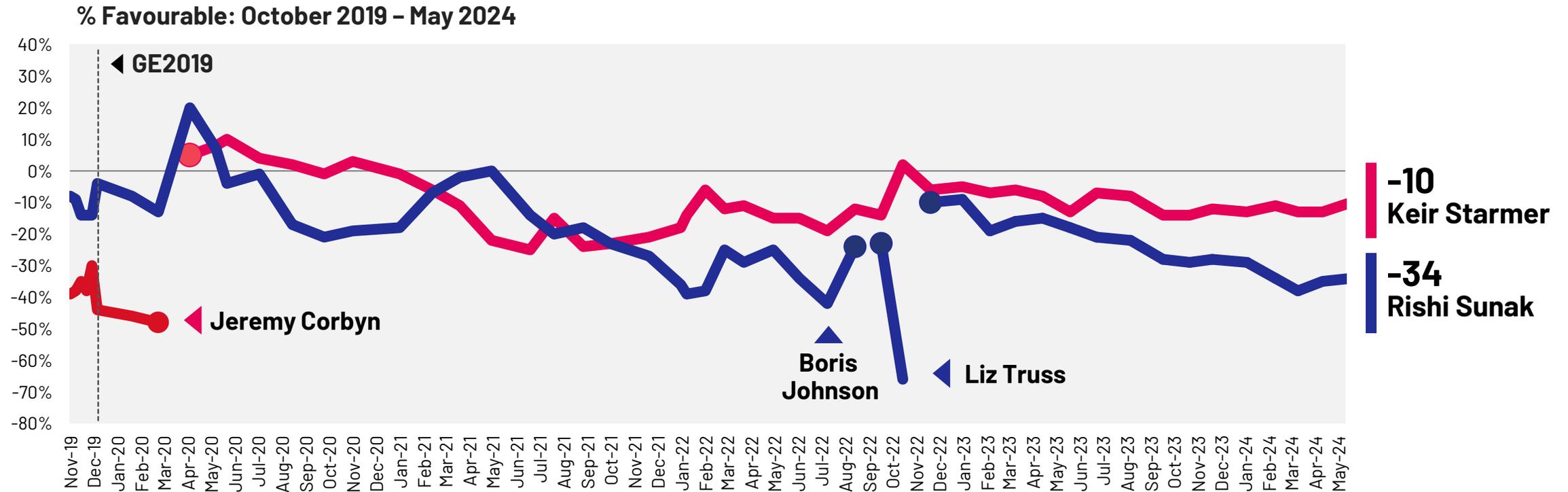
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties?



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Net favourability: Conservative leader vs Labour leader

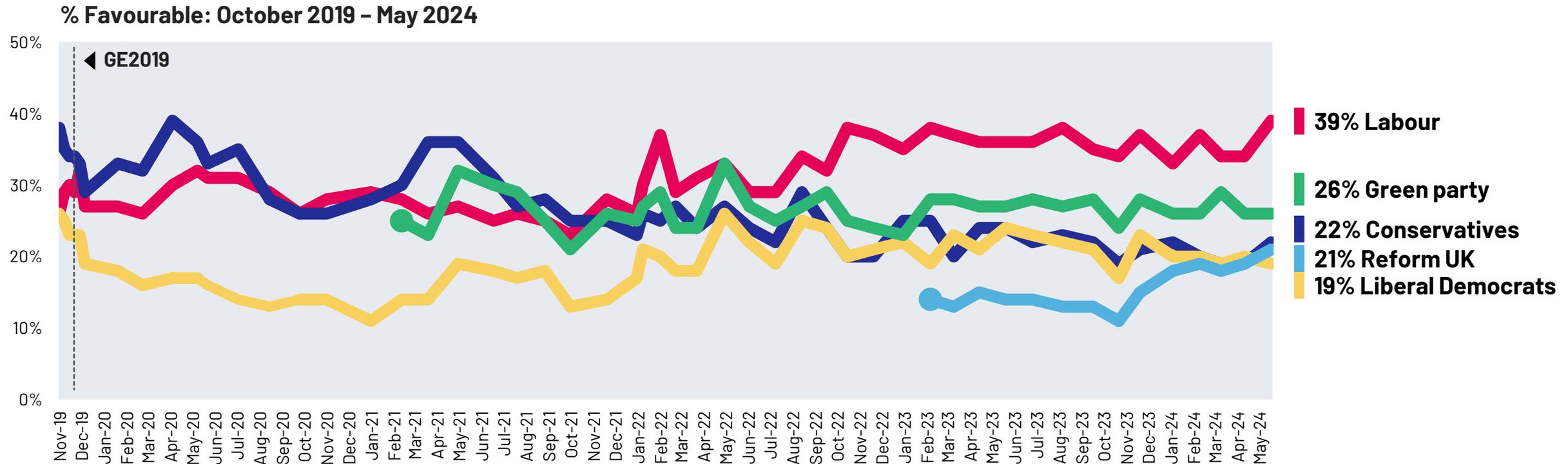
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties?



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Political parties: Favourability

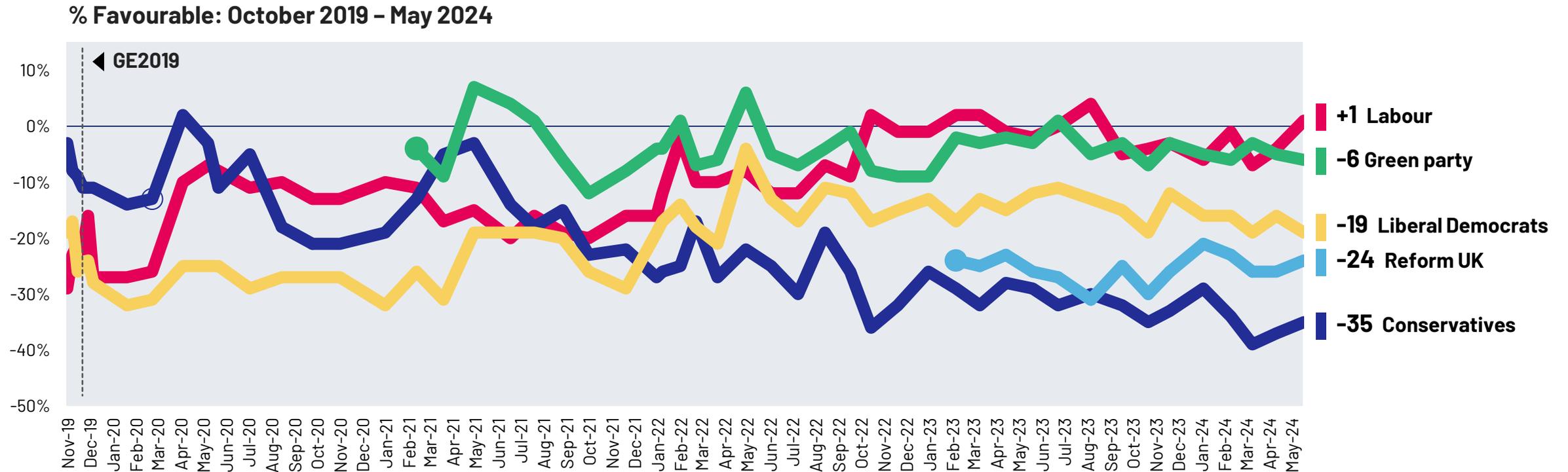
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties?



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Political parties: Net favourability

To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties?



Base: 1,118 Online British adults 18+, 24-27 May 2024.

DIRECTION OF THE COUNTRY

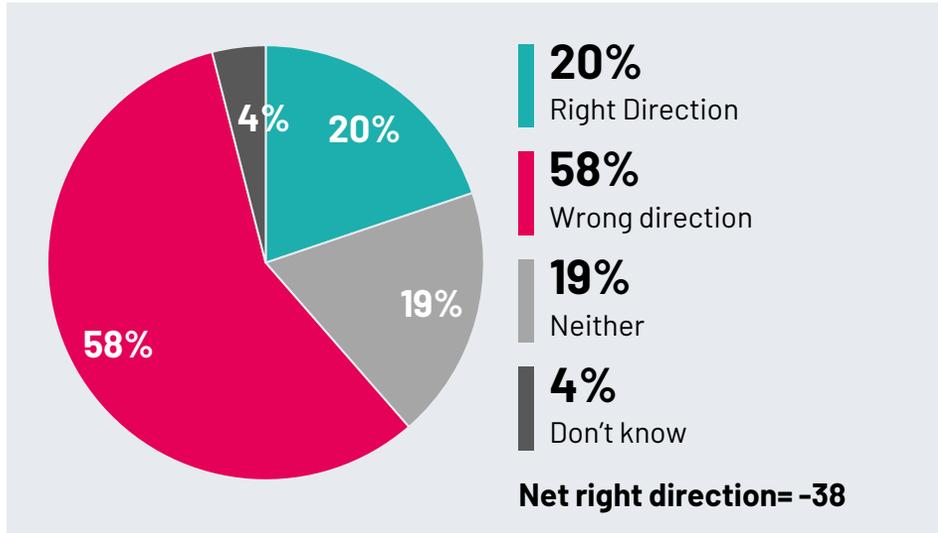
May 2024



Direction of the country

Generally speaking, do you think things in Great Britain are heading in the right direction or wrong direction?

May 2024



January 2020 – May 2024

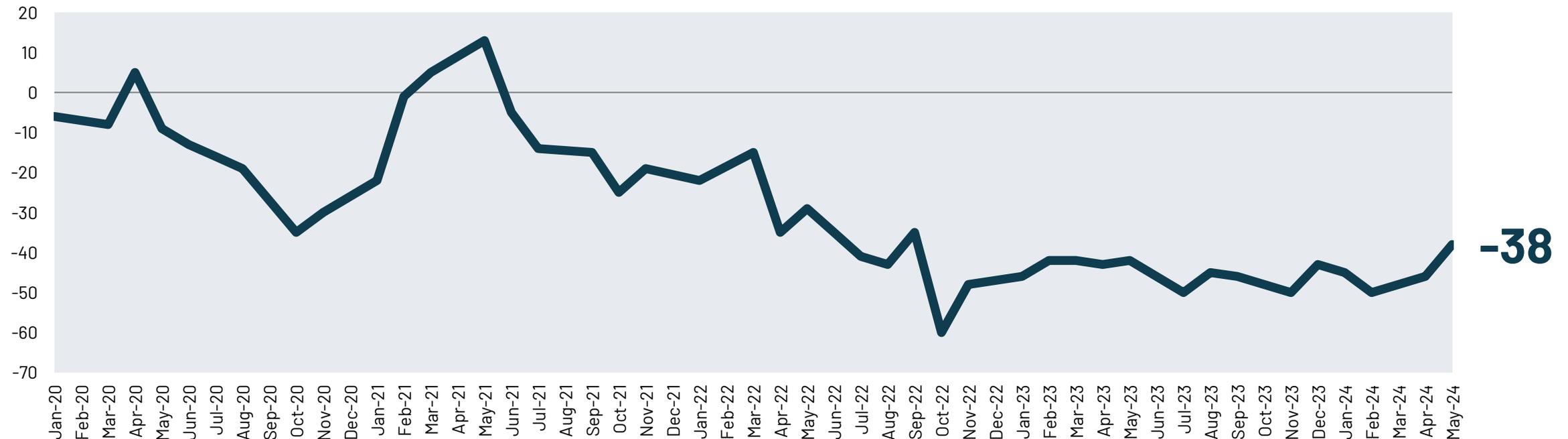


Base: 1,118 Online British adults 18+, 24-27 May 2024

Direction of the country: January 2020 - May 2024

Generally speaking, do you think things in Great Britain are heading in the right direction or wrong direction?

Net right direction



Base: 1,118 Online British adults 18+, 24-27 May 2024

IPSOS

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