IPSOS UK GENERAL ELECTION 2024 CAMPAIGN TRACKER

June 2024



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Favourability towards politicians

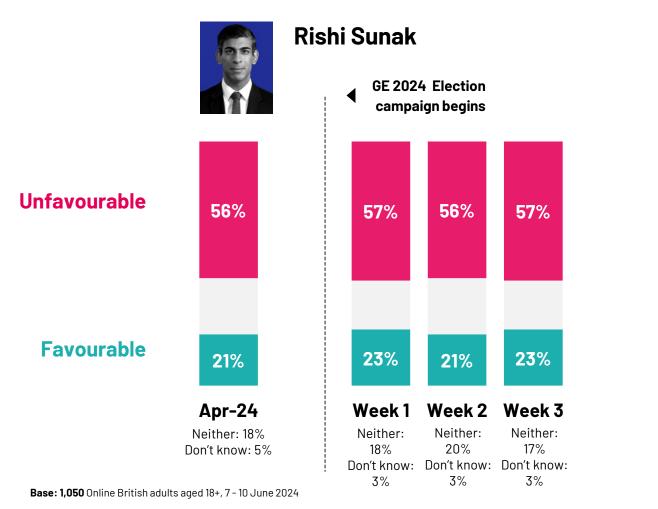
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties?

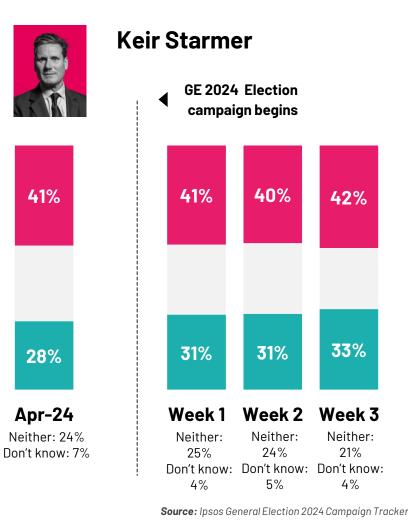


Net favourability **Favourable** Unfavourable **Keir Starmer** 42% 33% -9 **Nigel Farage** 26% 51% -25 **Rishi Sunak** 57% 23% -34 **Ed Davey** 35% -15 20%

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?



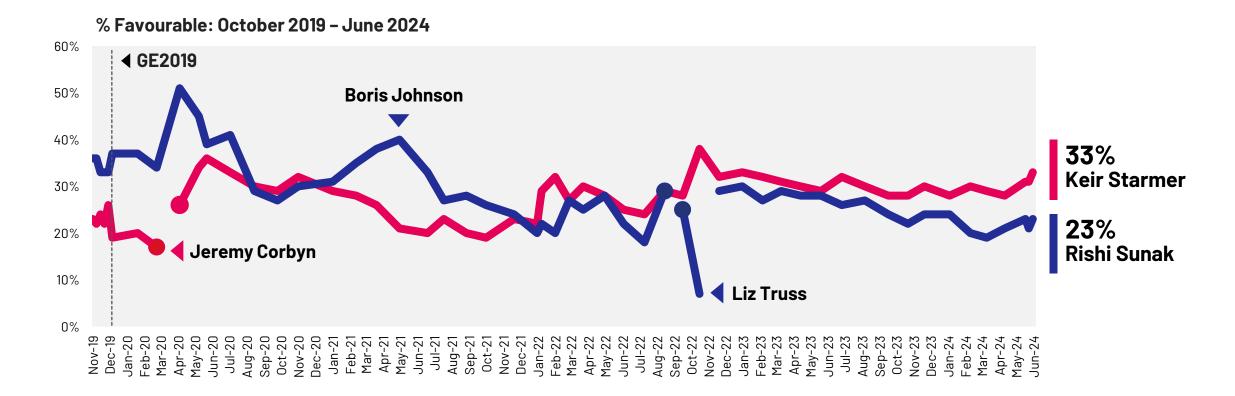




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Favourability: Conservative leader vs Labour leader

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

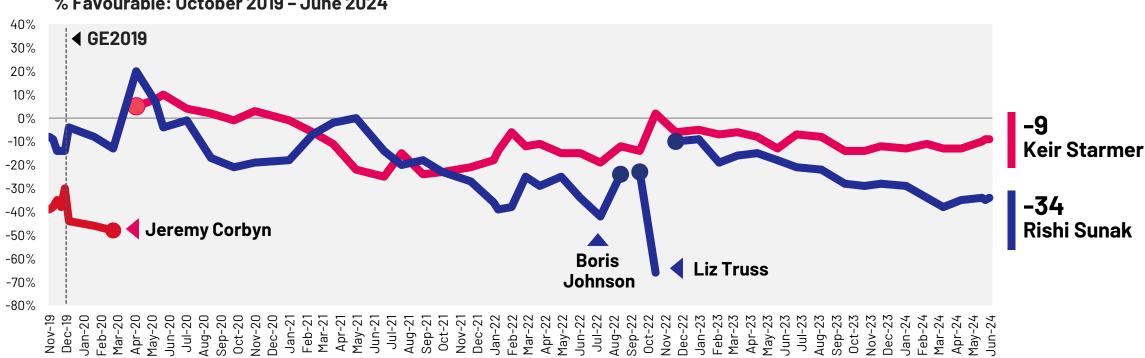


Base: 1,050 Online British adults aged 18+, 7 - 10 June 2024

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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?



% Favourable: October 2019 – June 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?

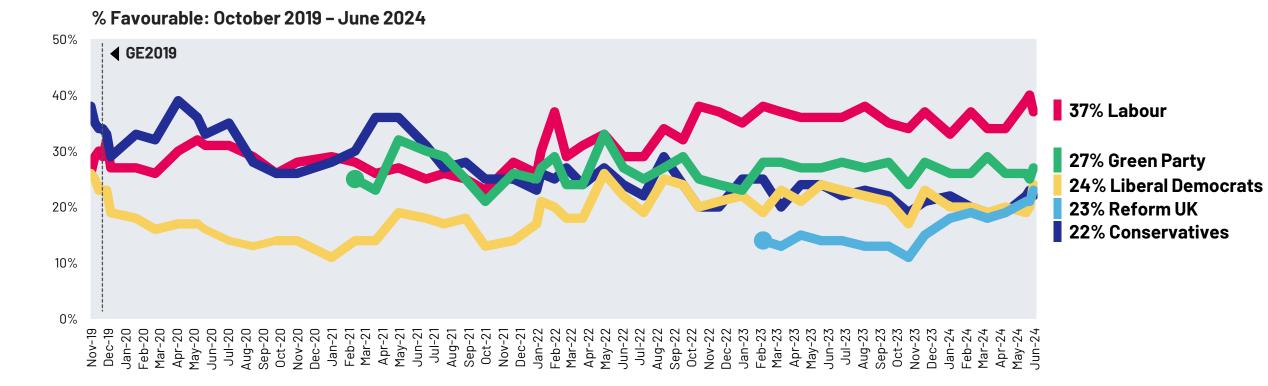


	Favourable	Unfavourable	Net favourability
	The Labour Party		· · · · · · · · · · · · · · · · · · ·
7 - 10 June	37%	38%	-1
31 May - 3 June	40%	36%	+4
24 - 27 May	39%	38%	+1
	The Green Party		
7 - 10 June	27%	34%	-7
31 May - 3 June	25%	32%	-7
24 - 27 May	26%	32%	-6
	The Liberal Democrats		
7 - 10 June	24%	37%	-13
31 May - 3 June		33%	-19
24 - 27 May	19%	38%	-13
	Reform UK		
7 - 10 June	23%	48%	-25
31 May - 3 June	21%	44%	-23
24 - 27 May	21%	45%	-24
	The Conservative Party		
7 - 10 June	22%	57%	-35
31 May - 3 June	23%	55%	-32
24 - 27 May	22%	57%	-35



Political parties: Favourability

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

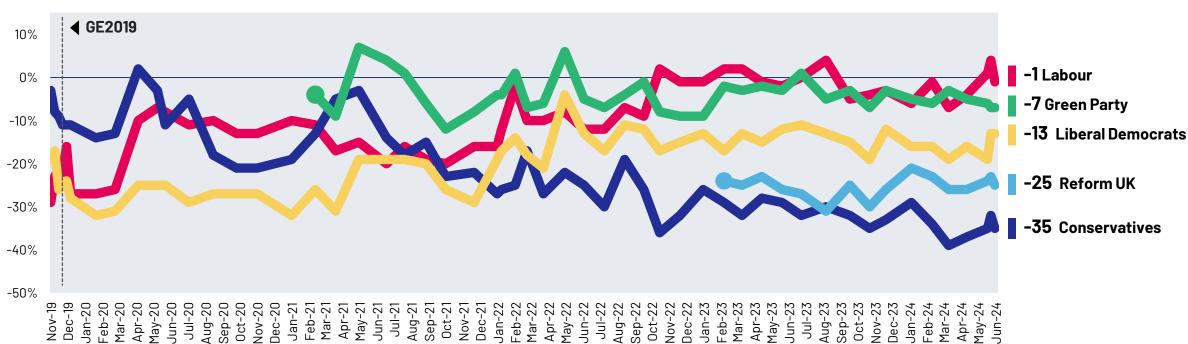


Base: 1,050 Online British adults aged 18+, 7 - 10 June 2024

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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?



% Favourable: October 2019 – June 2024



Who would make a better Prime Minister?

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

Rishi Sunak	No difference / neither	Keir Starmer	Lead
7 – 10 June 2024			
20%	42%	33%	Starmer +13
31 May – 3 June 2024			
19%	41%	34%	Starmer +15
24-25 May 2024			
21%	40%	33%	Starmer +12
Base: 1,050 Online British adults aged 18+, 7 - 10 June 202	24		



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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: 1,050 Online British adults aged 18+, 7 - 10 June 2024

A good campaign

A bad campaign

	The Labour Party	
7-10 June 2024	36%	25%
31 May - 3 June 2024	34%	21%
24 - 27 May 2024	33%	19%
	Reform UK	
7 -10 June 2024	25%	27%
31 May - 3 June 2024	20%	25%
24 - 27 May 2024	16%	17%
	The Liberal Democrats	
7 -10 June 2024	22%	24%
31 May - 3 June 2024	18%	24%
24 - 27 May 2024	15%	19%
	The Green Party	
7 -10 June 2024	19%	21%
31 May - 3 June 2024	17%	20%
24 - 27 May 2024	18%	23%
	The Conservative Party	
7 -10 June 2024	17%	48%
31 May - 3 June 2024	19%	41%
24 - 27 May 2024	16%	41%



ISSUES FOR THE NEXT GENERAL ELECTION



Which issues will help decide your vote?

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?

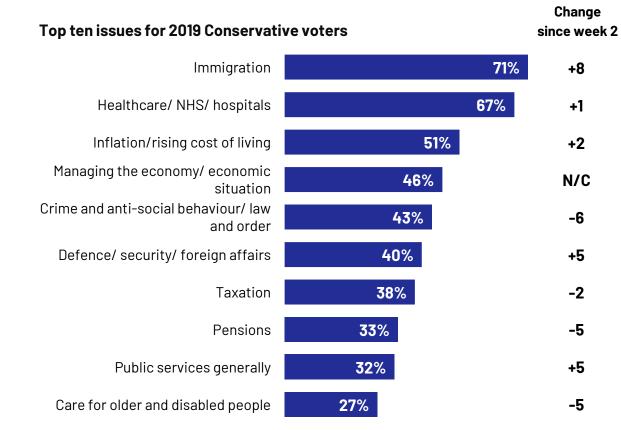
Base: 1,050 Online British adults aged 18+, 7 - 10 June 2024. *This chart the top 10 most mentioned issues. For the full list of issues, please see the full data tables.

	Top ten issues	% from week 2	% from week 1
Healthcare/ NHS/ hospitals	63%	63 %	64 %
Inflation/rising cost of living	53%	54%	55%
Immigration	44%	40%	42 %
Managing the economy/ economic situation	41%	41%	43%
Public services generally	34%	31%	32 %
Taxation	33%	35%	30%
Crime and anti-social behaviour/ law and order	33%	40%	32 %
Housing	29%	32%	30 %
Poverty/ inequality	28%	32%	29 %
Protecting the environment/ climate change	27%	27 %	28 %
Care for older and disabled people	27%	31%	31%
Pensions	27%	29 %	28 %



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 Labour v	Change since week 2		
Healthcare/ NHS/ hospitals		75 %	+2
Inflation/rising cost of living	63%	6	-7
Public services generally	48%		+3
Poverty/Inequality	45%		-5
Managing the economy/ economic situation	43%		-5
Housing	41%		-1
Protecting the environment/ climate change	38%		+2
Education/ schools	37%		+1
Europe/ EU/Brexit	34%		+3
Taxation	33%		N/C

Base: 1,050 Online British adults aged 18+, including (318) 2019 Conservative voters and (277) 2019 Labour voters, 7 - 10 June 2024

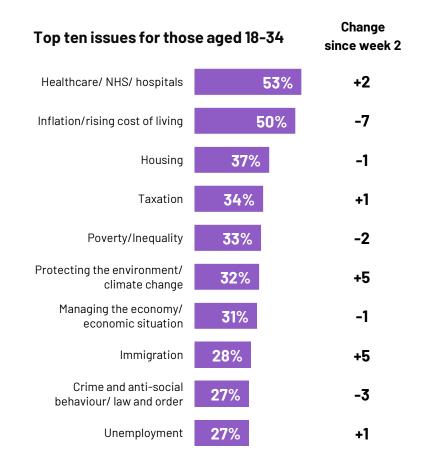
Change

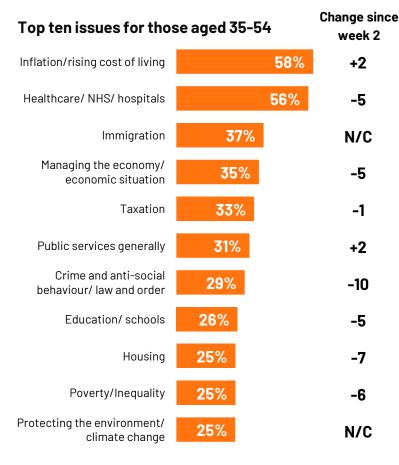
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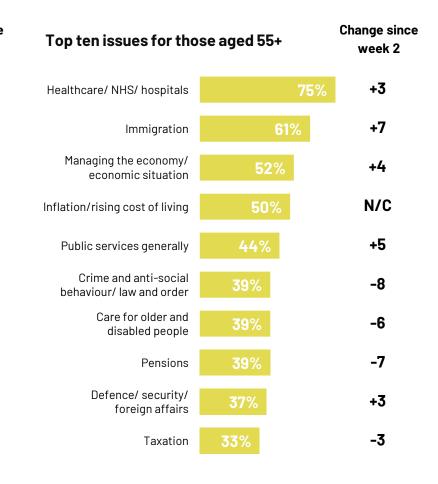
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Which issues will help decide your vote? By age

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?







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Base: 1,050 Online British adults 18+, including 18-34-year-olds (289), 35-54s (373), 55+ (388), 7 - 10 June 2024

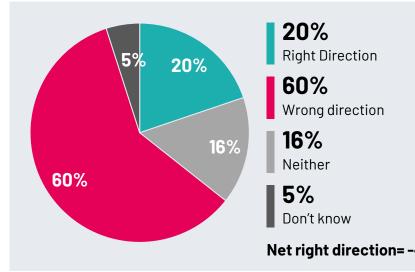
DIRECTION OF THE COUNTRY

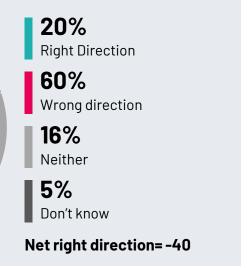


Direction of the country

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

June 2024









Base: 1,050 Online British adults aged 18+, 7 - 10 June 2024

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Direction of the country: January 2020 - June 2024

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



Net right direction

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