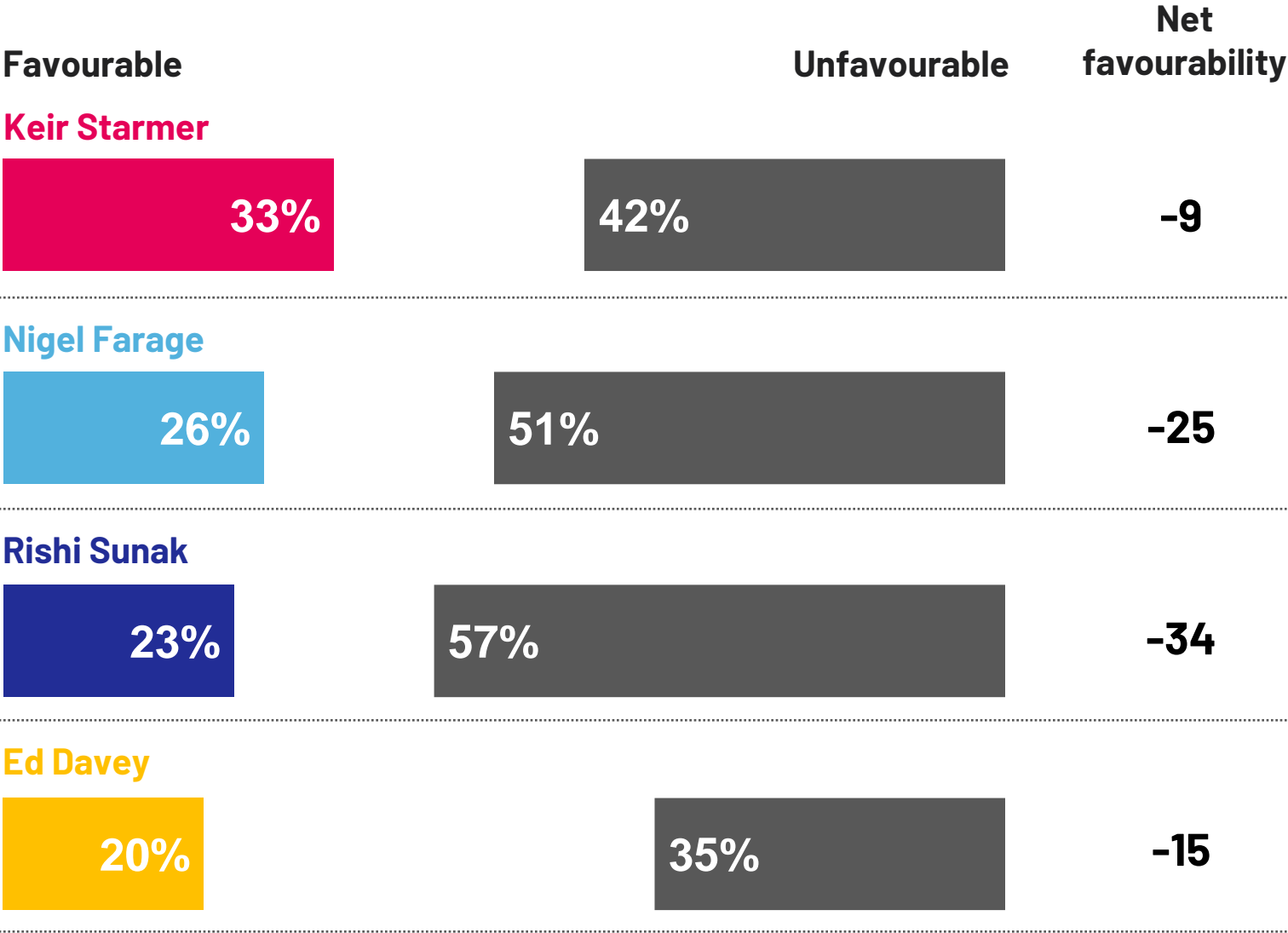


# IPSOS UK GENERAL ELECTION 2024 CAMPAIGN TRACKER

June 2024

# Favourability towards politicians

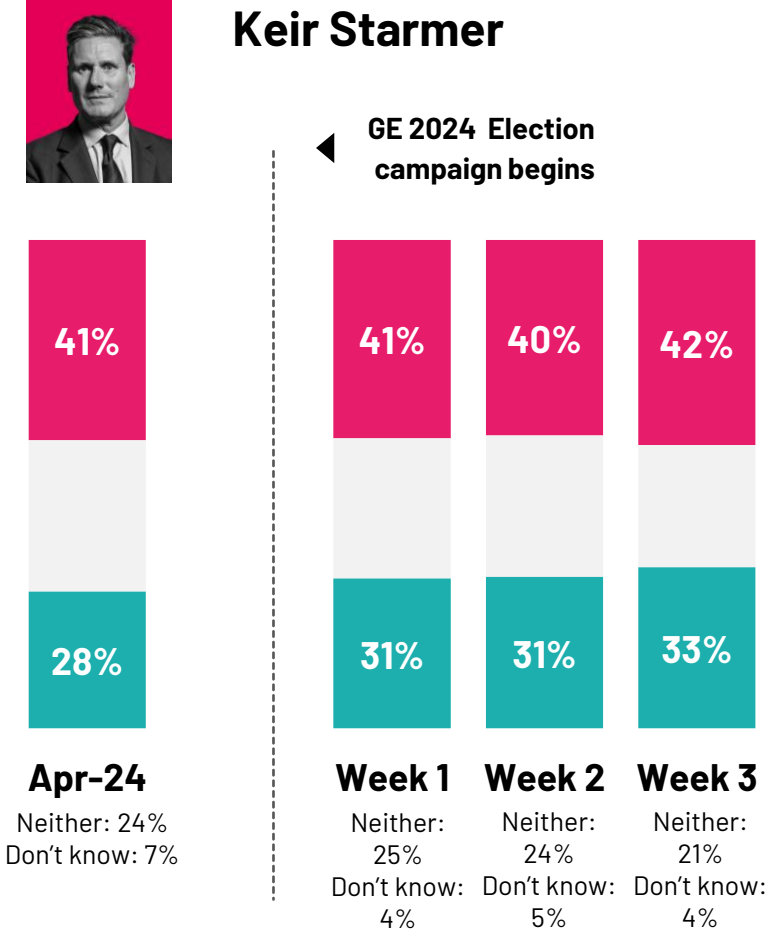
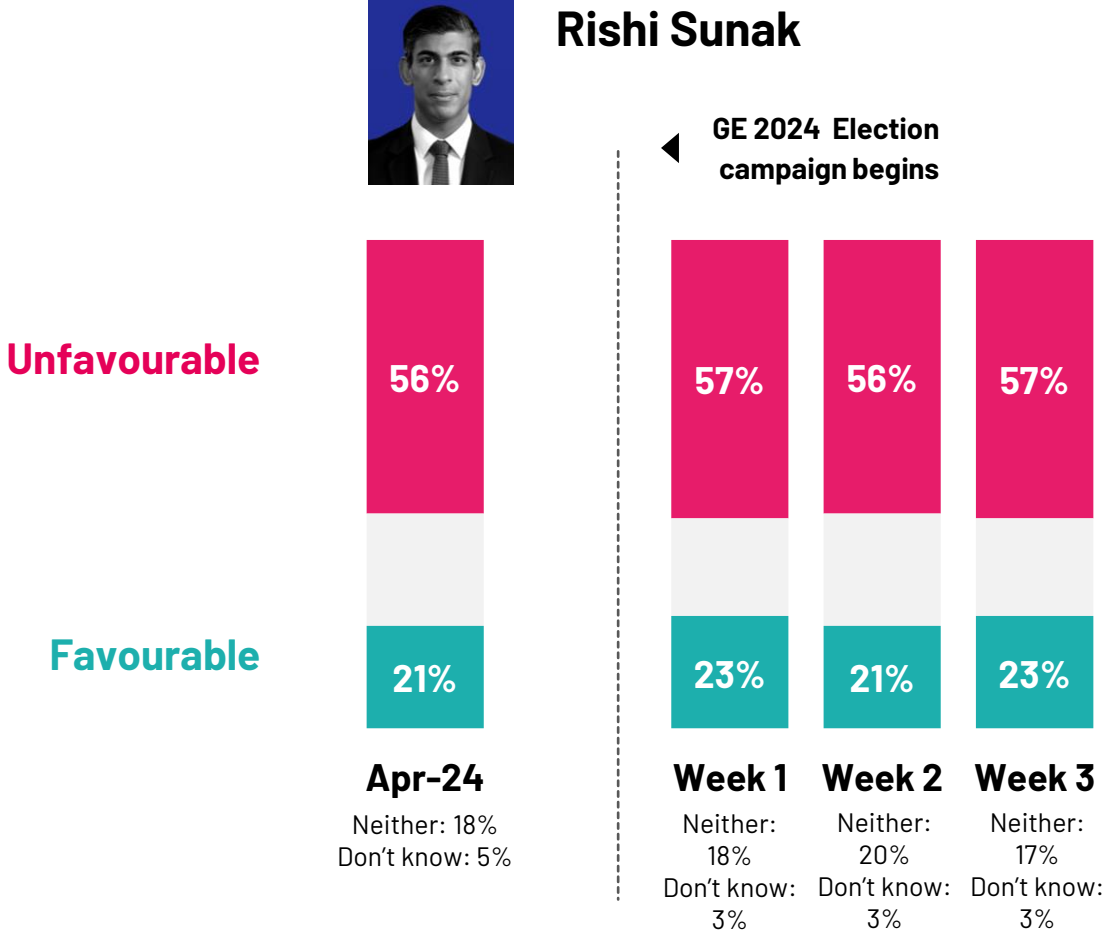
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties?



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

# 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?

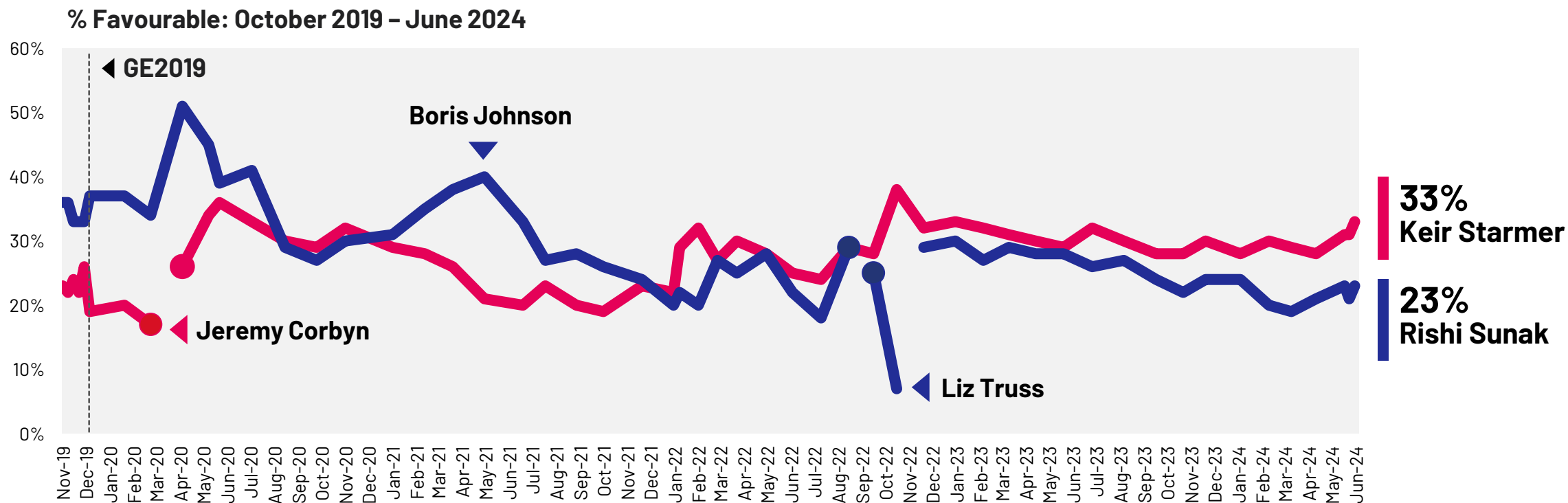


Base: 1,050 Online British adults aged 18+, 7 - 10 June 2024



# 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?

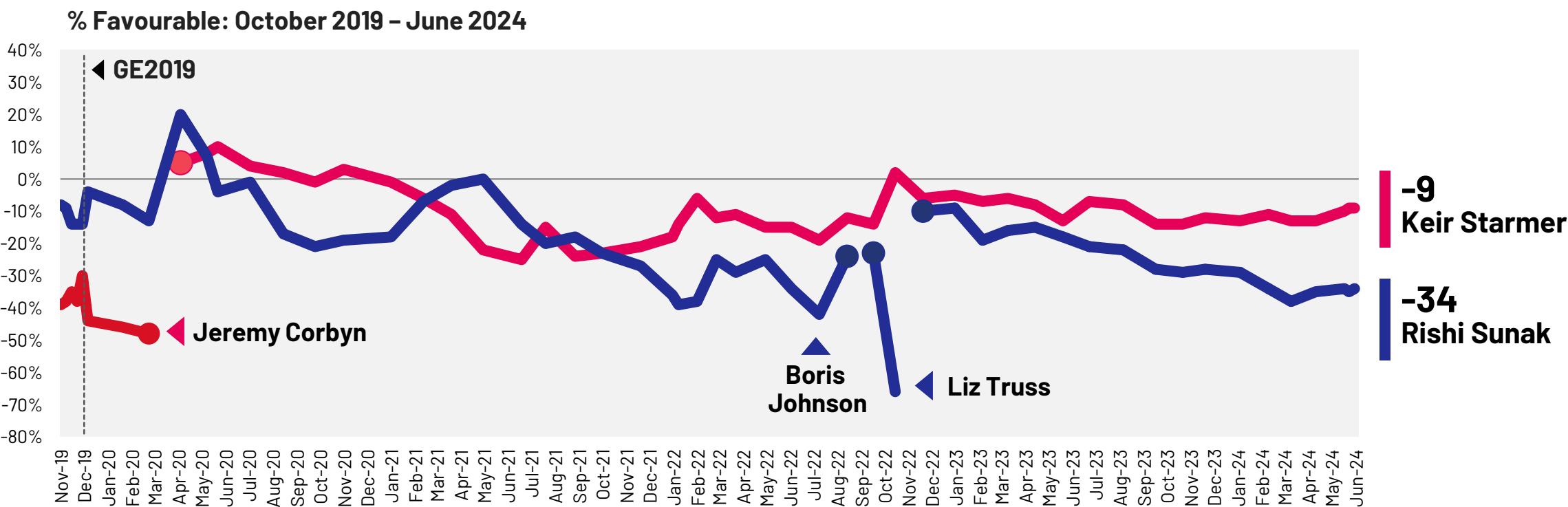


Base: 1,050 Online British adults aged 18+, 7 - 10 June 2024



# Net favourability: Conservative leader vs Labour leader

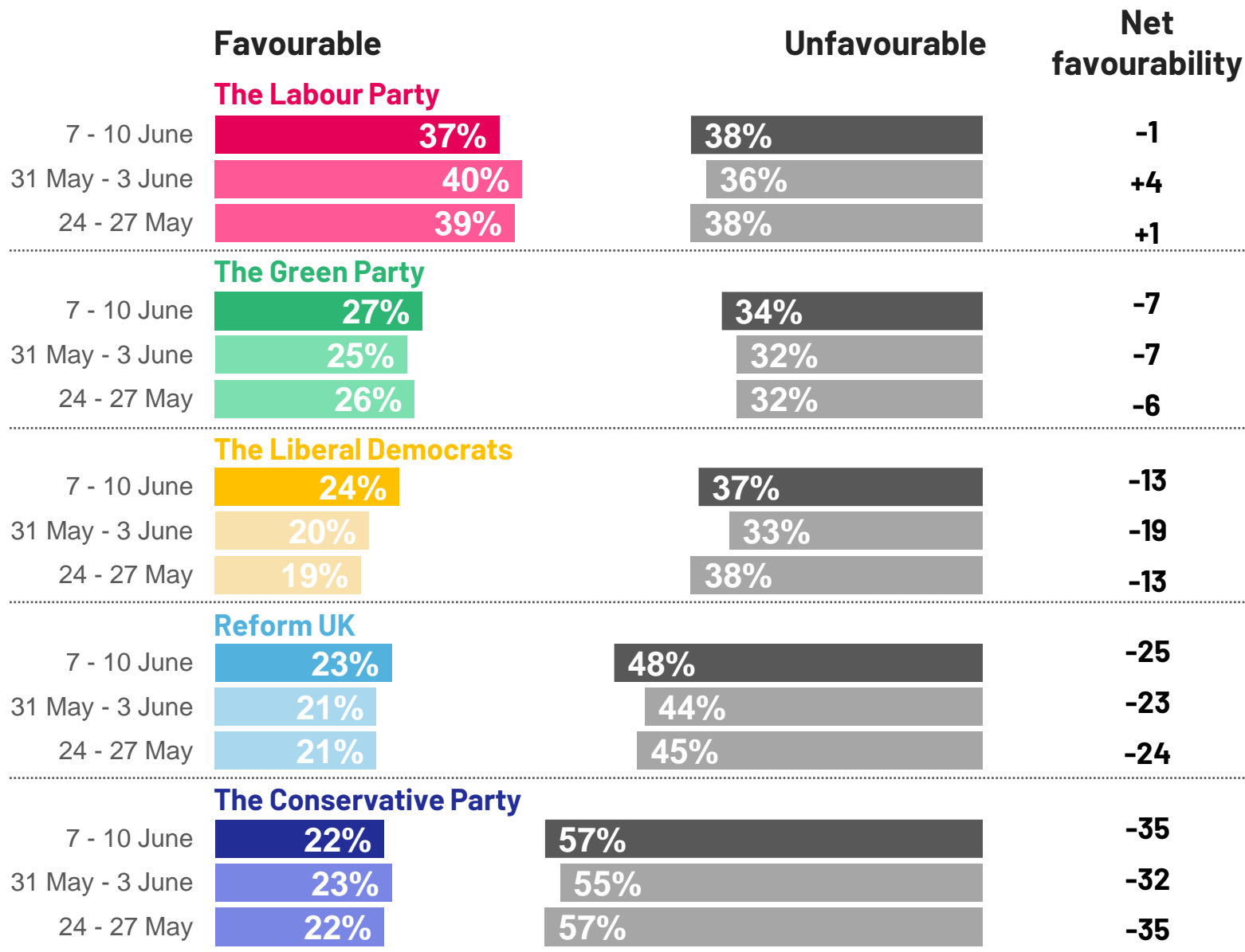
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties?



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

# Favourability towards political parties

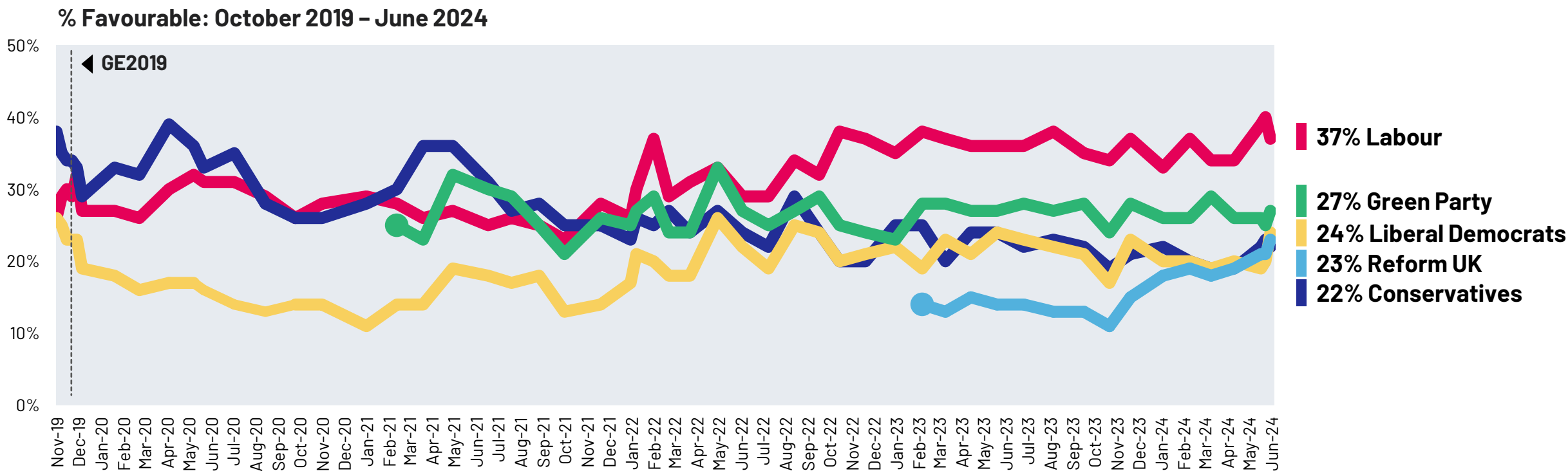
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties?



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

# Political parties: Favourability

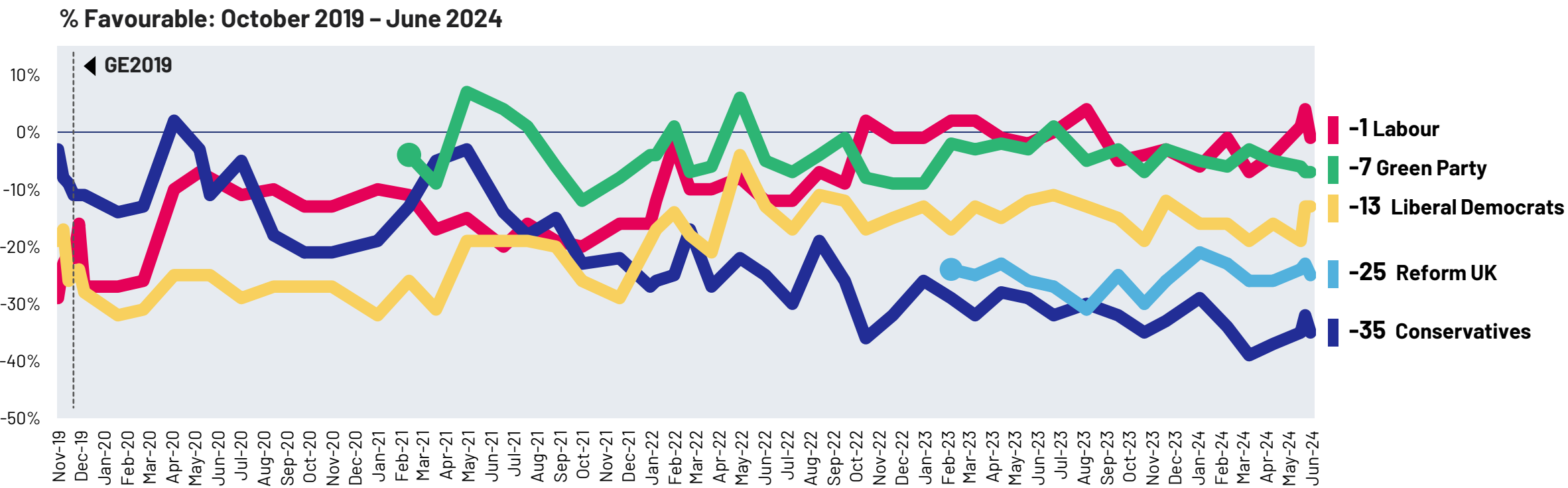
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties?



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

# 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?

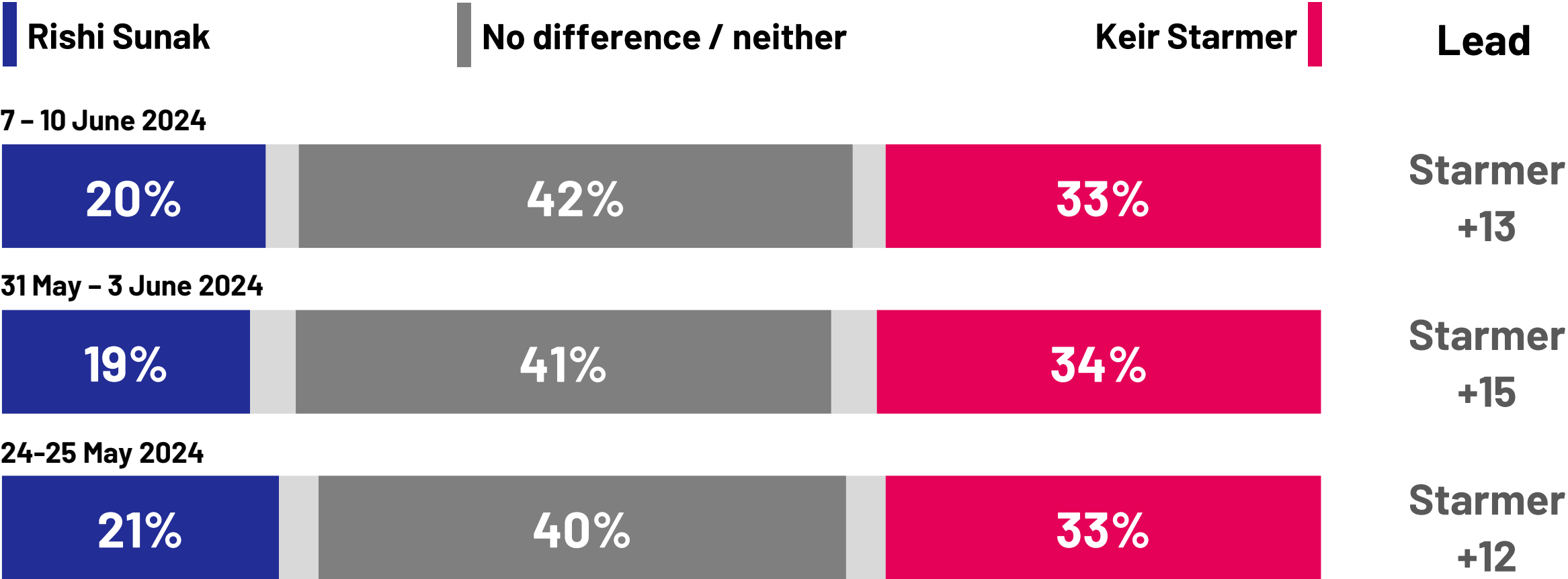


Base: 1,050 Online British adults aged 18+, 7 - 10 June 2024



# Who would make a better Prime Minister?

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

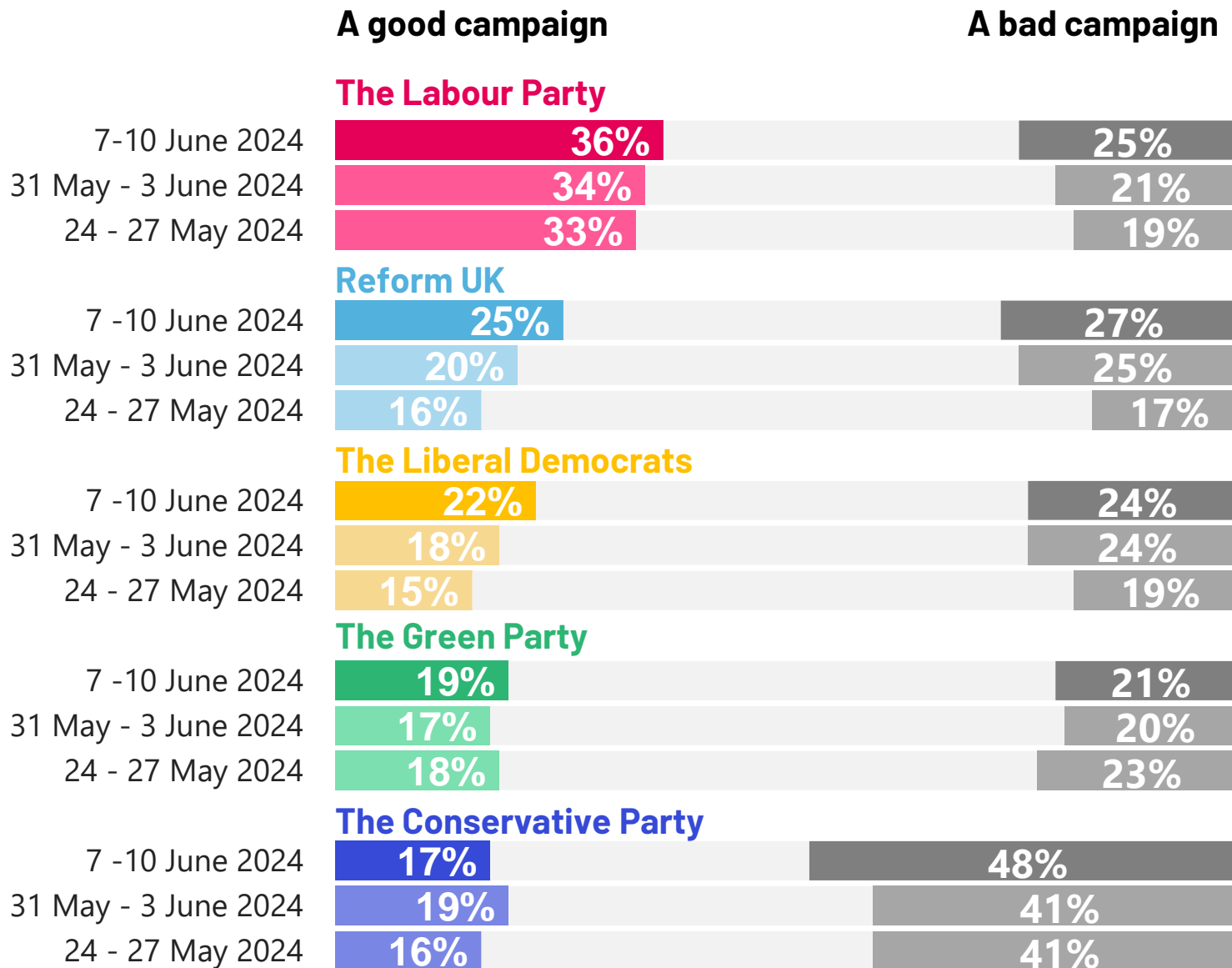


Base: 1,050 Online British adults aged 18+, 7 – 10 June 2024



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

# ISSUES FOR THE NEXT GENERAL ELECTION



# Which issues will help decide your vote?

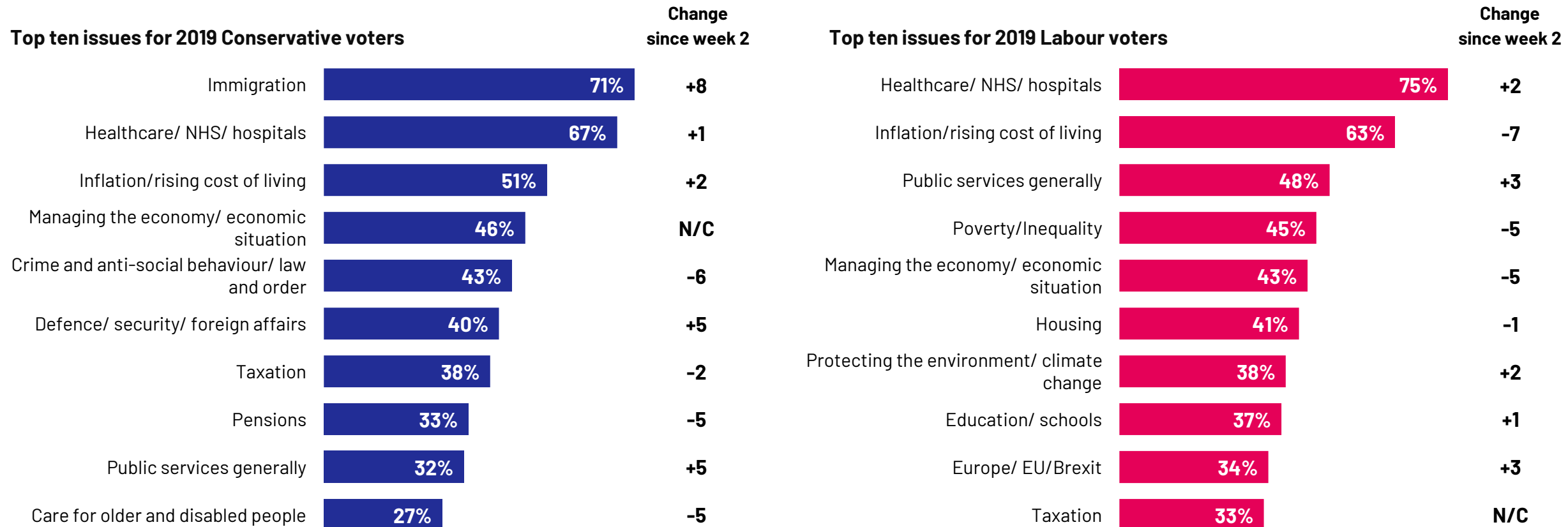
As you may be aware, Prime Minister Rishi Sunak has called a General Election for Thursday July 4<sup>th</sup>. Looking ahead to the General Election, which, if any, issues do you think will be very important to you in helping you decide which party to vote for?

Top ten issues		% 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%

**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.

# Which issues will help decide your vote? By party

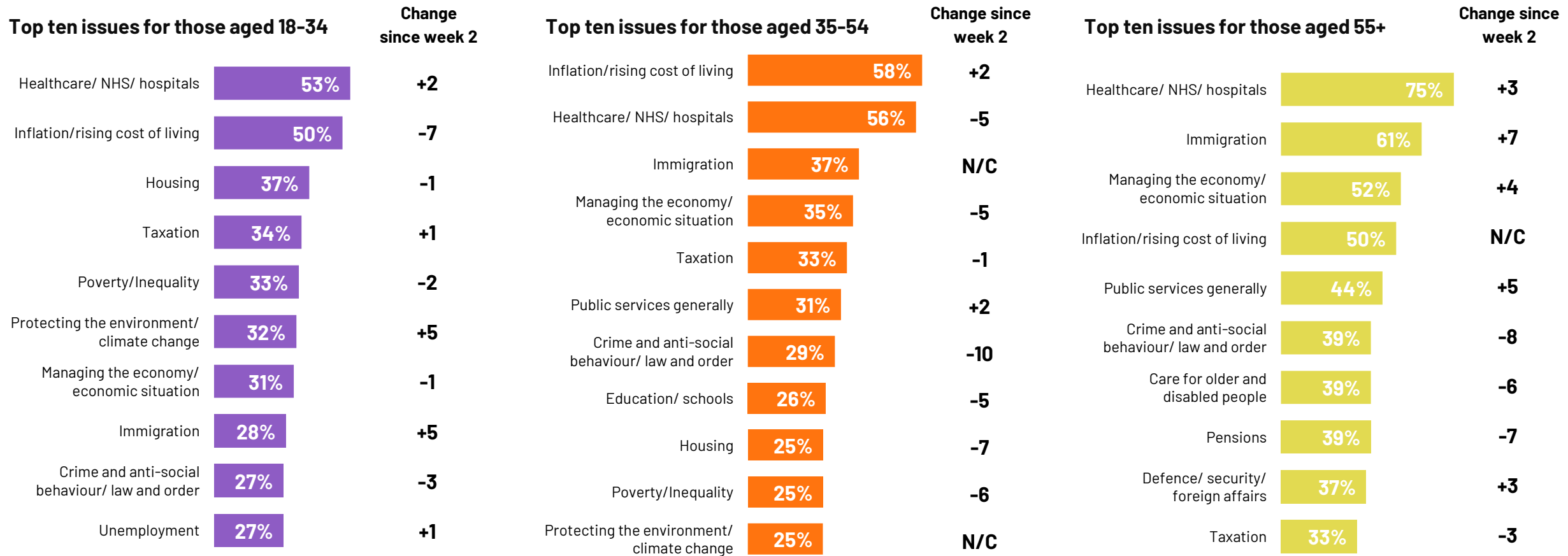
Looking ahead to the General Election, which, if any, issues do you think will be very important to you in helping you decide which party to vote for?



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



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

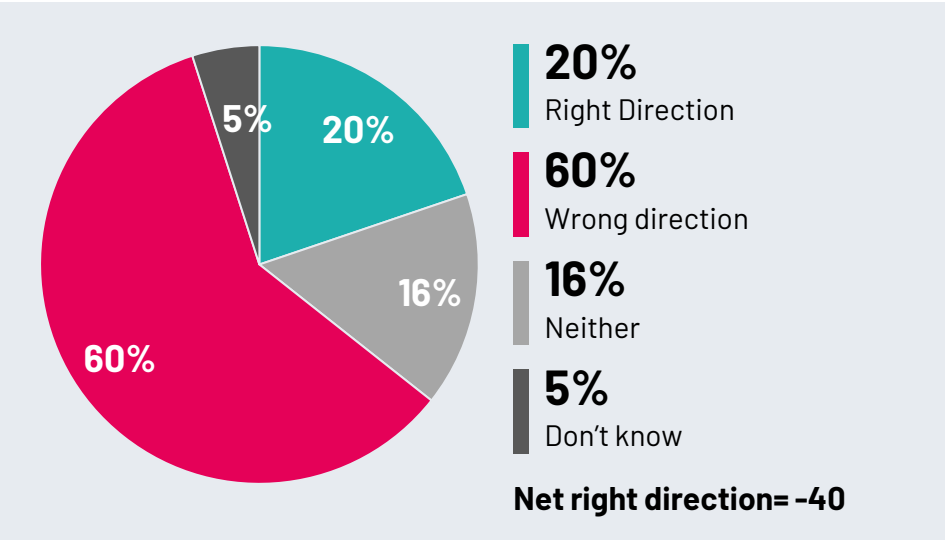
June 2024



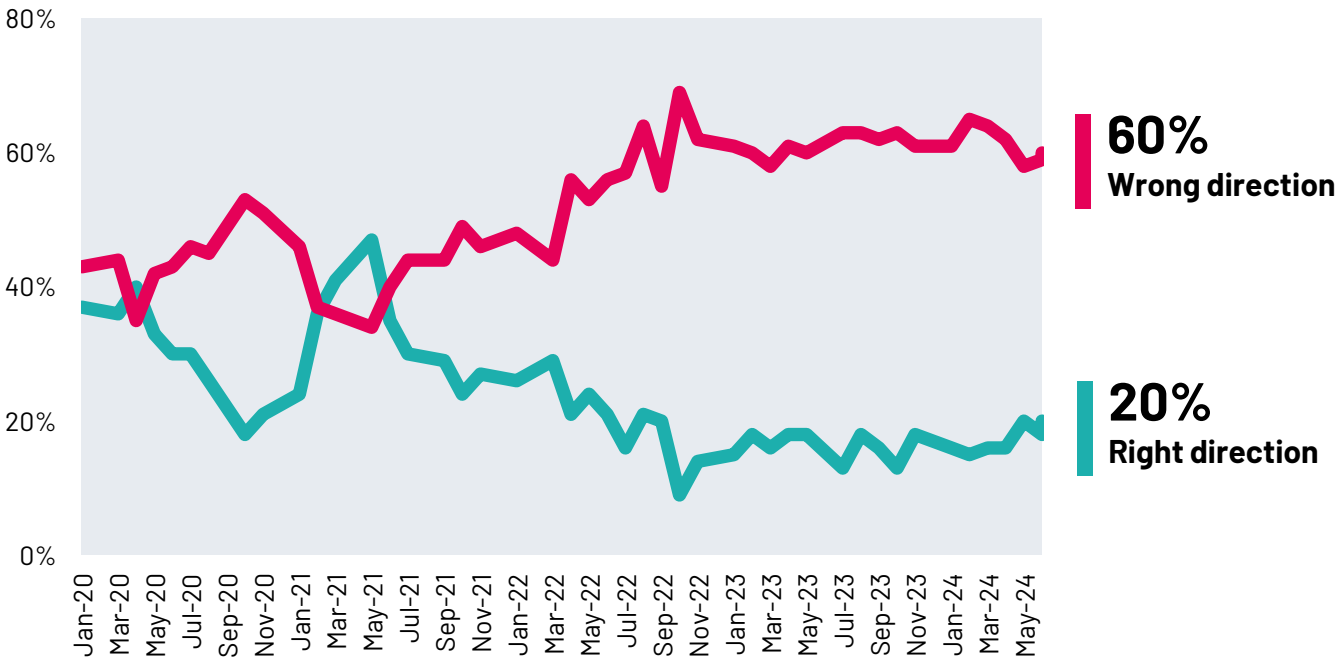
# Direction of the country

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

June 2024



January 2020 – June 2024



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

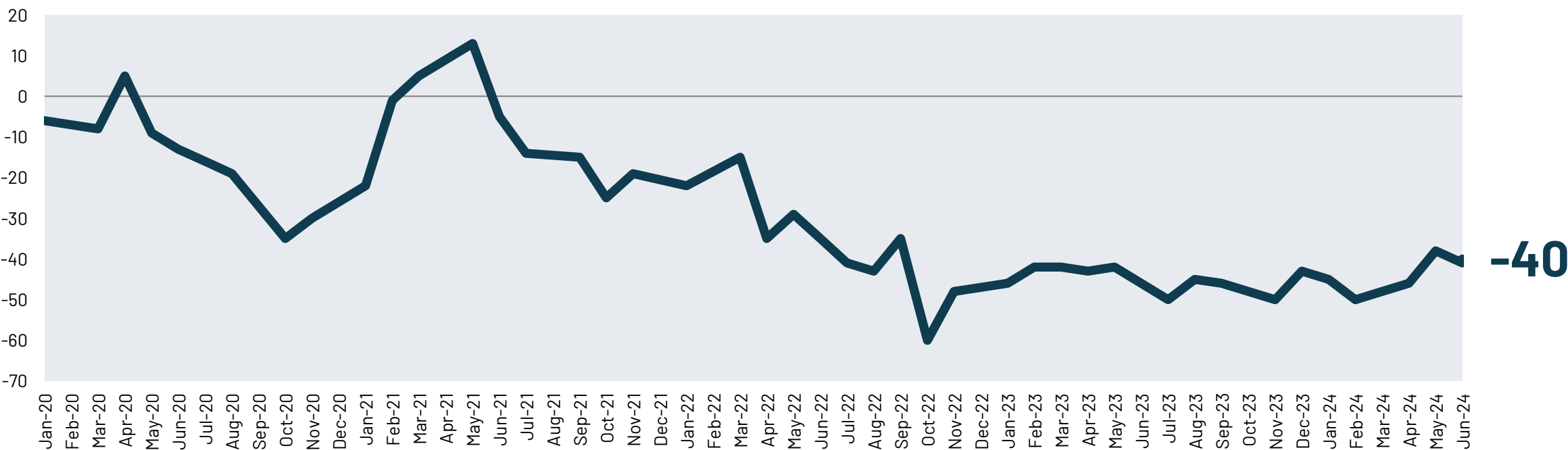




# Direction of the country: January 2020 - June 2024

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

Net right direction



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



# IPSOS

## June 2024 GENERAL ELECTION 2024 CAMPAIGN TRACKER

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