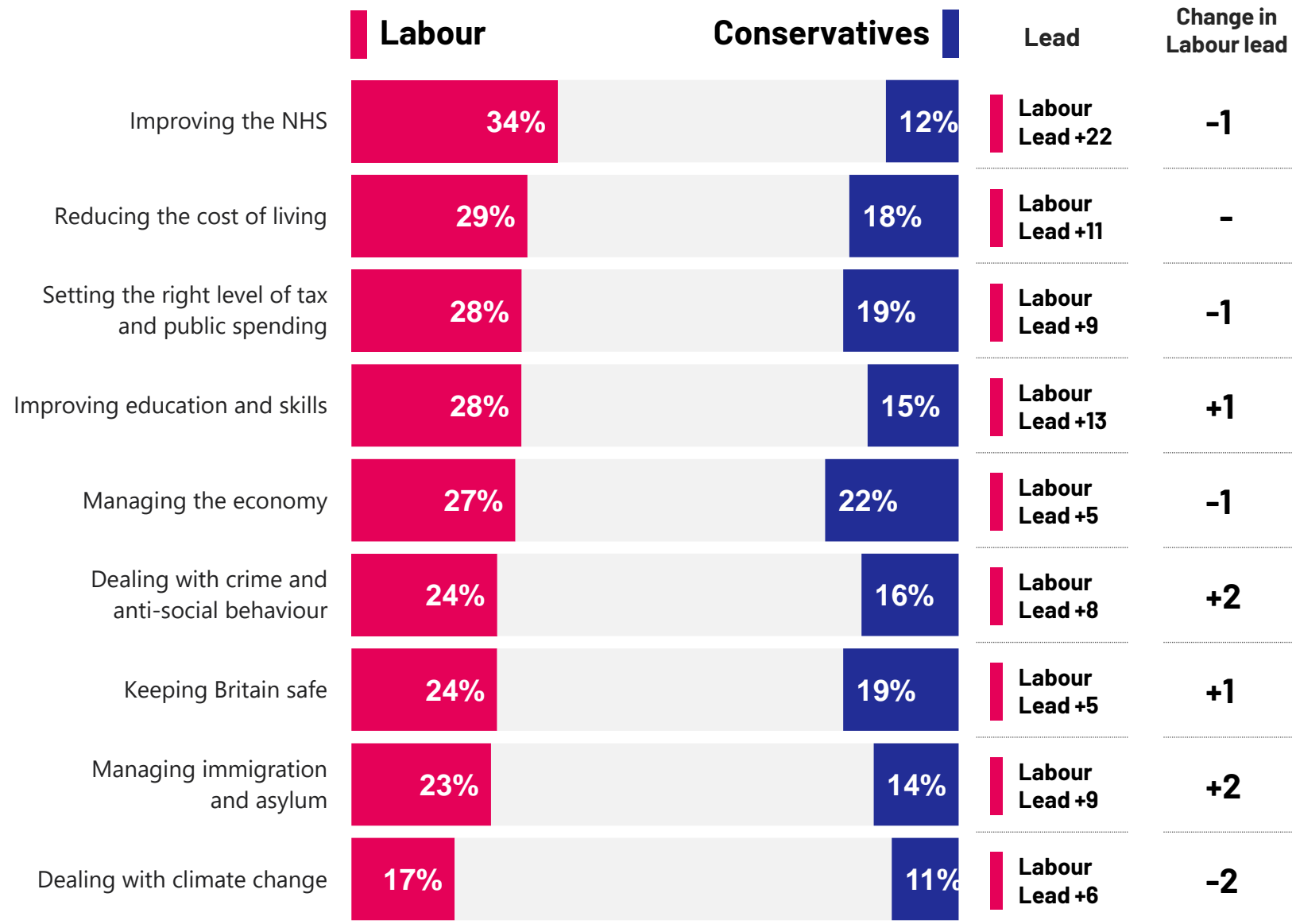


IPSOS UK GENERAL ELECTION 2024 CAMPAIGN TRACKER

June 2024

Best party on key issues

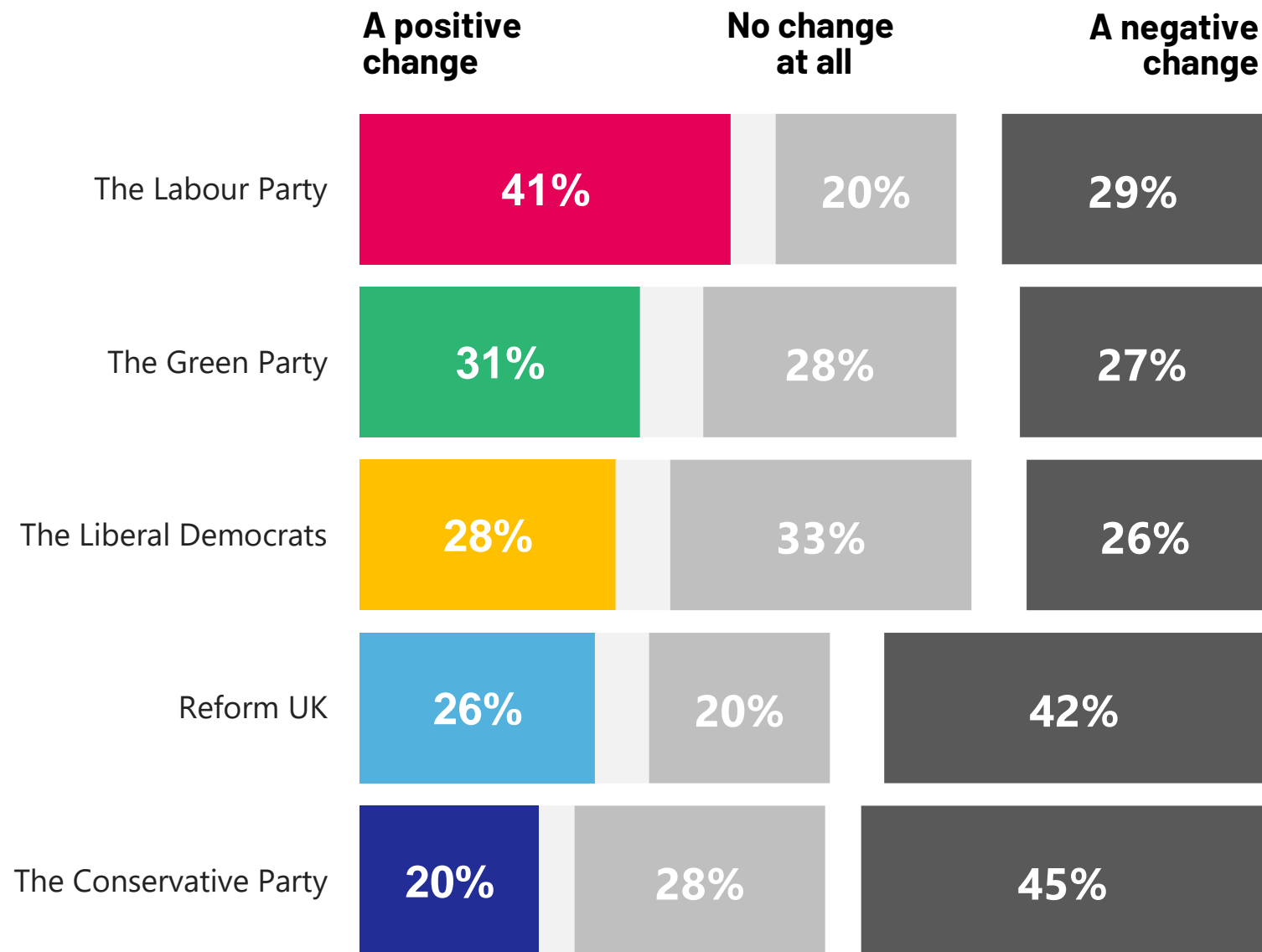
Thinking about the following issues, which party, if either, do you think has the best policies to address them?



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

A positive or negative change for Britain?

Based on what you know about the following parties' policies, do you think they represent positive change for Britain, negative change or no change at all?



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

Who has a better long-term plan for Britain?

How confident, if at all are, you that ... have a good long-term plan for Britain?

Confident

Not confident

The Labour Party



The Conservative Party



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

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For more information

Gideon Skinner

Research Director

gideon.skinner@ipsos.com

Cameron Garrett

Research Manager

cameron.garrett@ipsos.com

Keiran Pedley

Research Director

keiran.pedley@ipsos.com

Ben Roff

Research Executive

ben.roff@ipsos.com