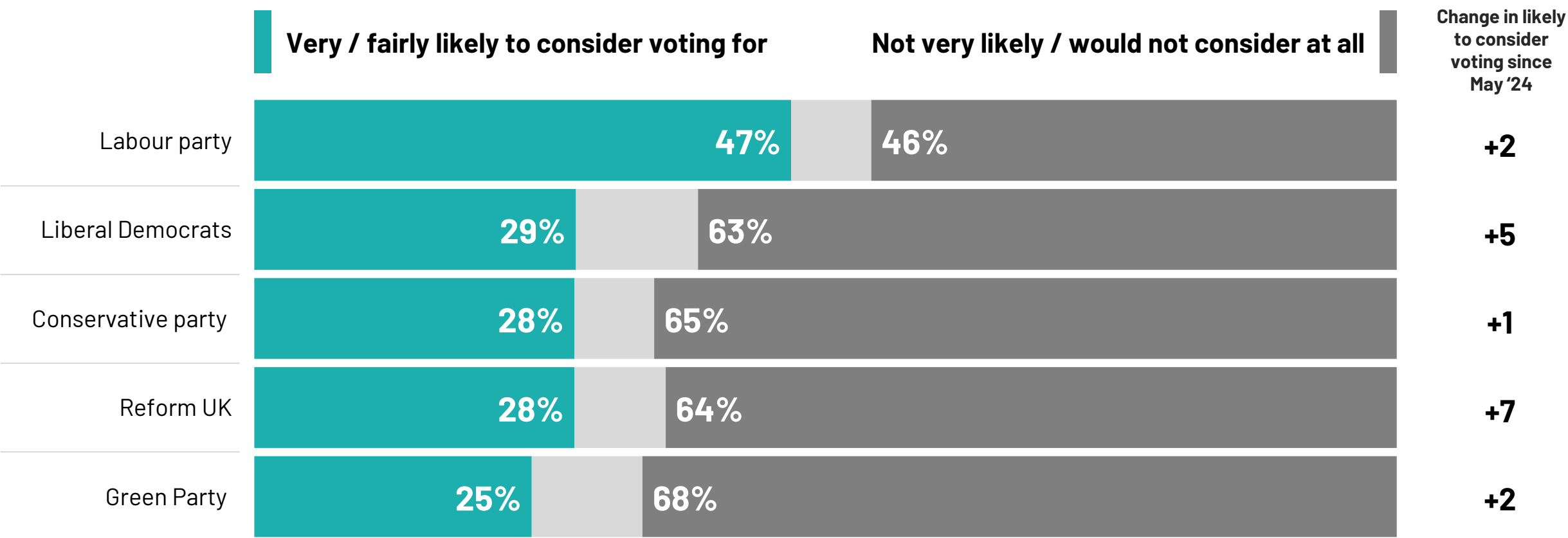


IPSOS UK GENERAL ELECTION 2024 CAMPAIGN TRACKER

June 2024

Who to vote for at the next General Election?

As you may know, the next General Election will be held on 4 July 2024. Thinking ahead to the next General Election, based on what you currently know, how likely, if at all, would you be to consider voting for each of the following parties?



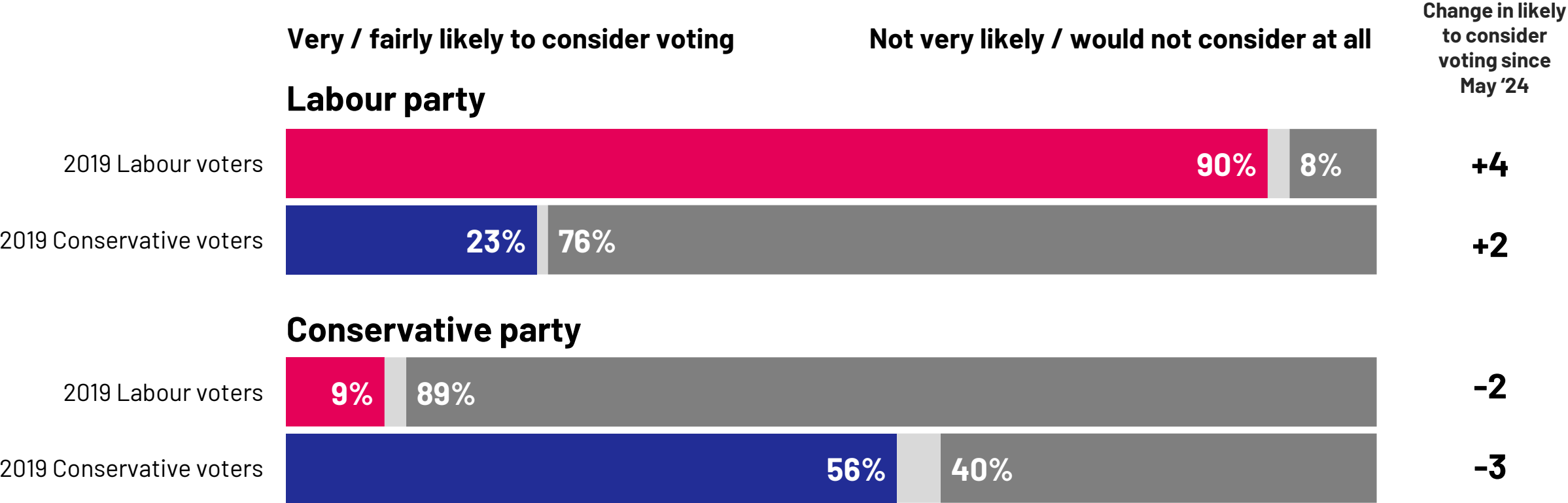
Base: 1,049 Online British adults aged 18+, 14 - 17 June 2024



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By 2019 General Election vote



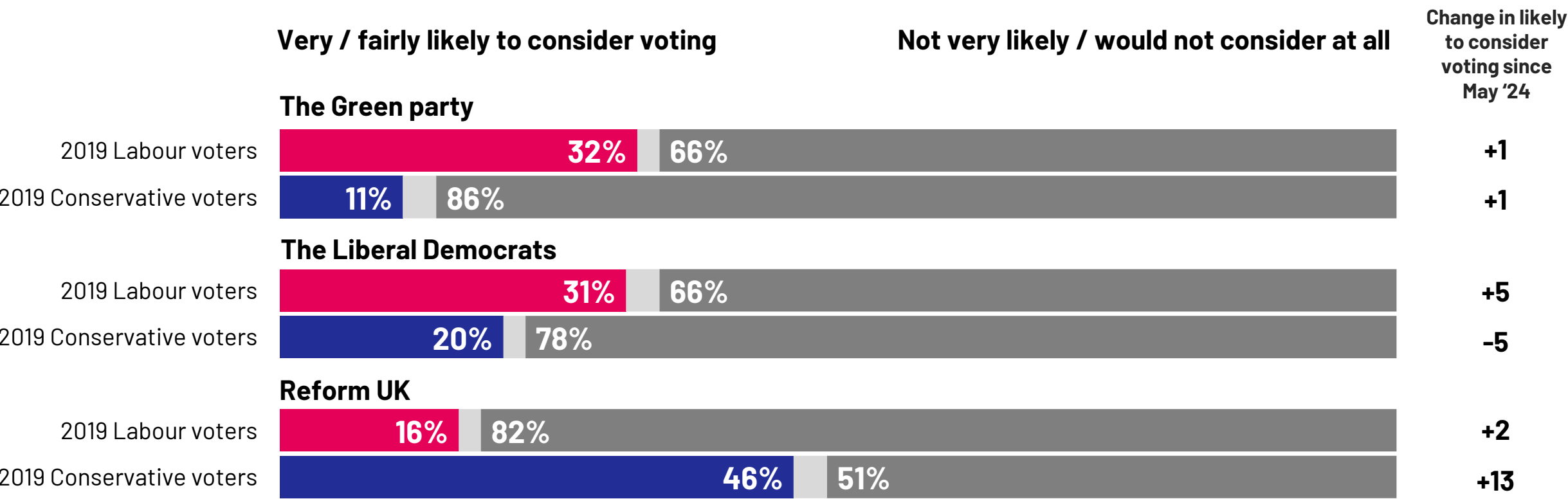
Base: 1,049 Online British adults aged 18+, 14 - 17 June 2024, including (316) 2019 Conservative voters and (254) 2019 Labour voters



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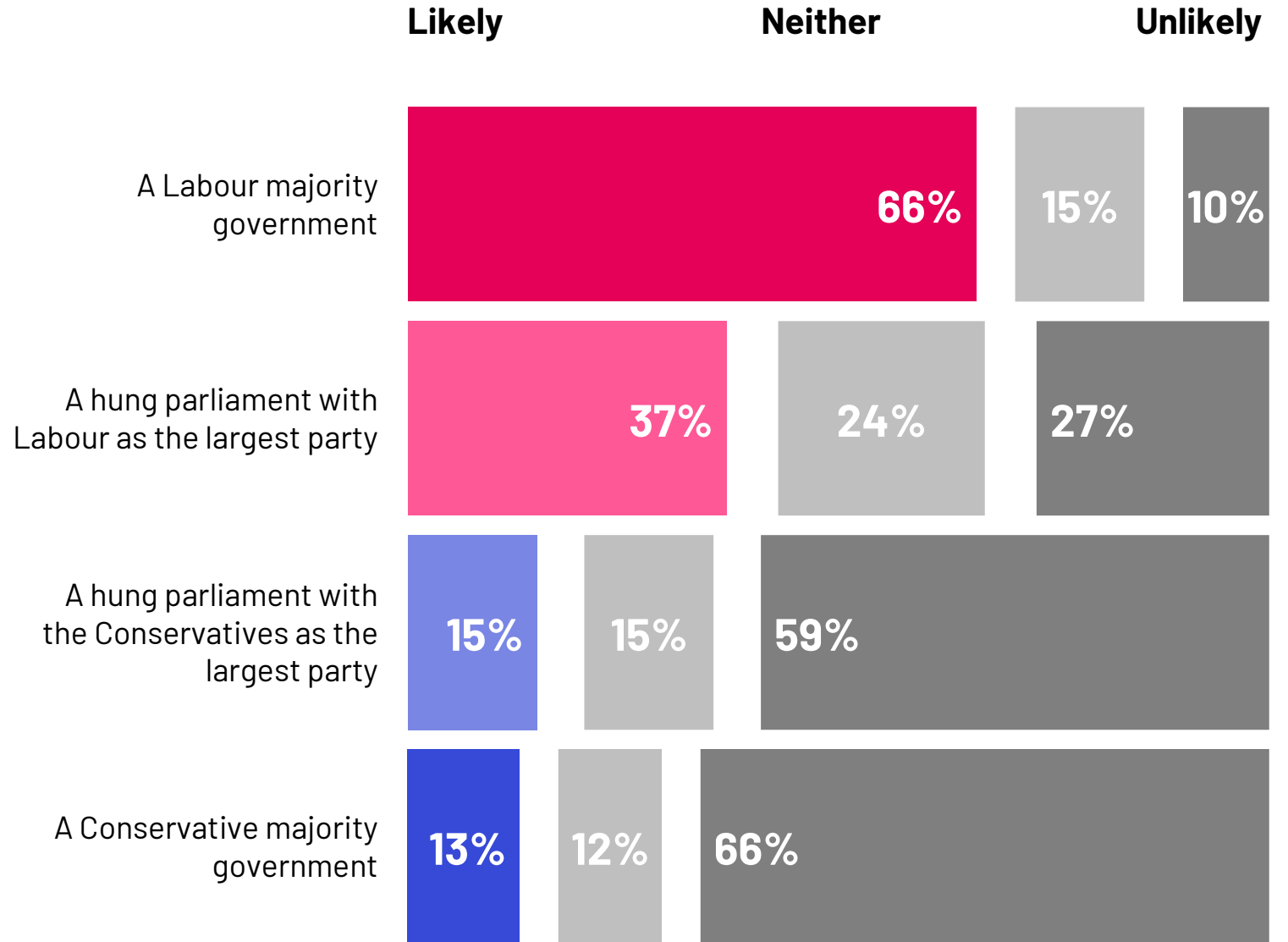


Base: 1,049 Online British adults aged 18+, 14 - 17 June 2024, including (316) 2019 Conservative voters and (254) 2019 Labour voters



Likely outcome

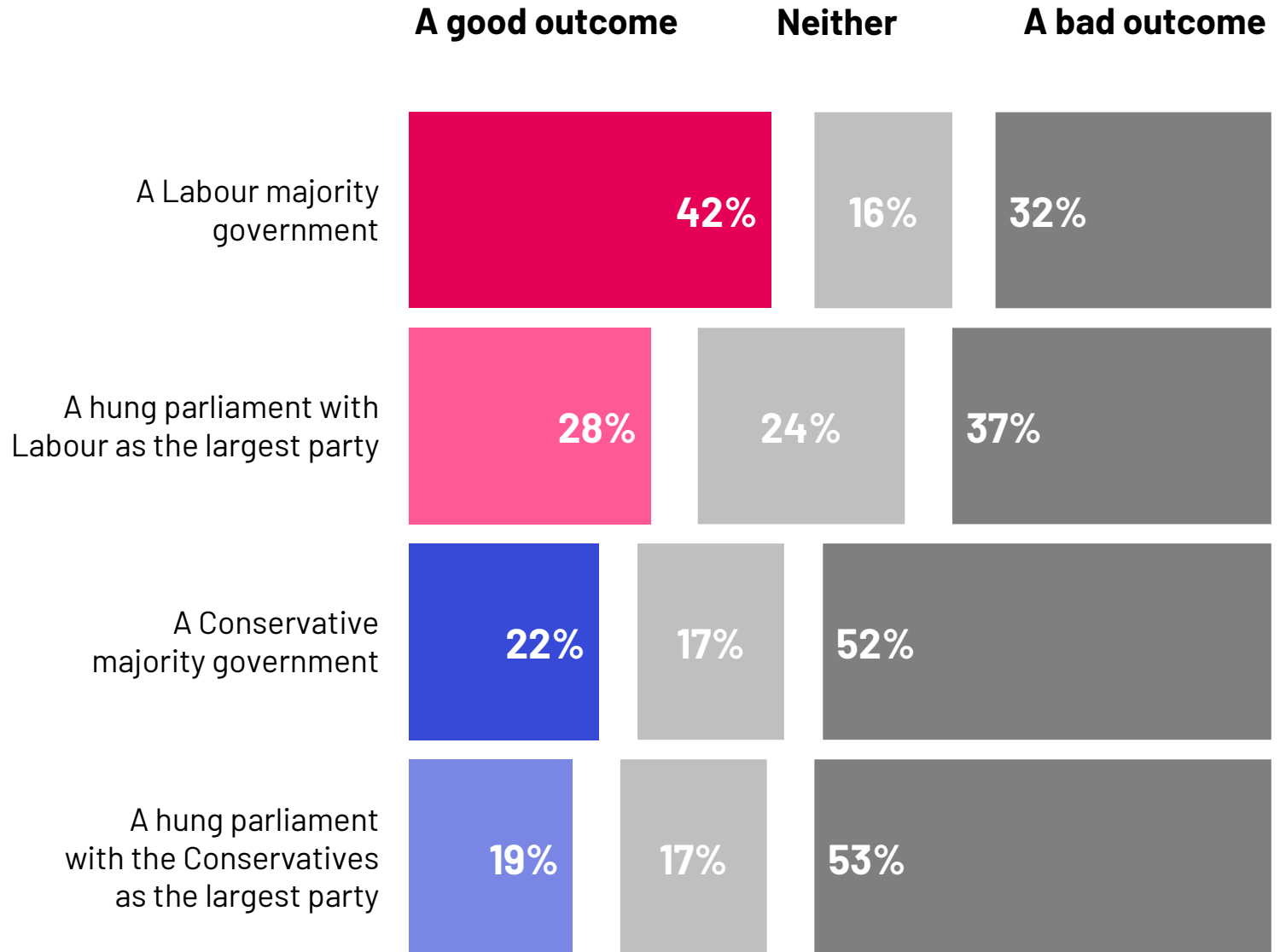
How likely or unlikely, if either, do you think it is that the General Election on July 4th will result in each of the following?



Base: 1,049 Online British adults aged 18+, 14 - 17 June 2024

Likely outcome

And still thinking about the different possible outcomes of the next General Election, do you think each of the following would be good or bad outcomes for the country, if either?

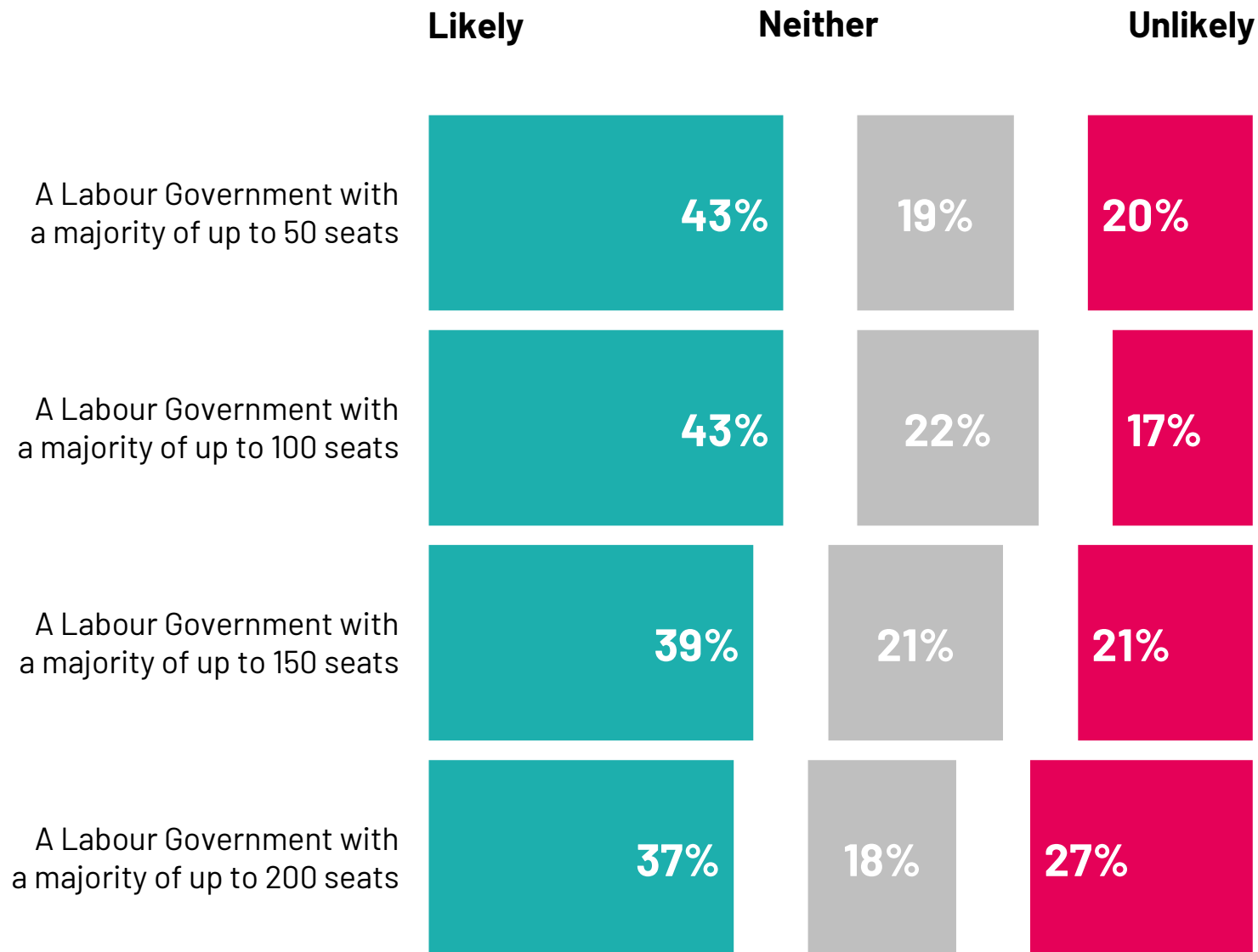


Base: 1,049 Online British adults aged 18+, 14 - 17 June 2024

Size of a Labour majority?

Over the past few decades, Prime Ministers have formed governments with different size majorities depending on how many seats they won at an election. For example, David Cameron had a majority of around 15 in 2015, Boris Johnson around 80 seats in 2019, and Tony Blair around 180 seats in 1997.

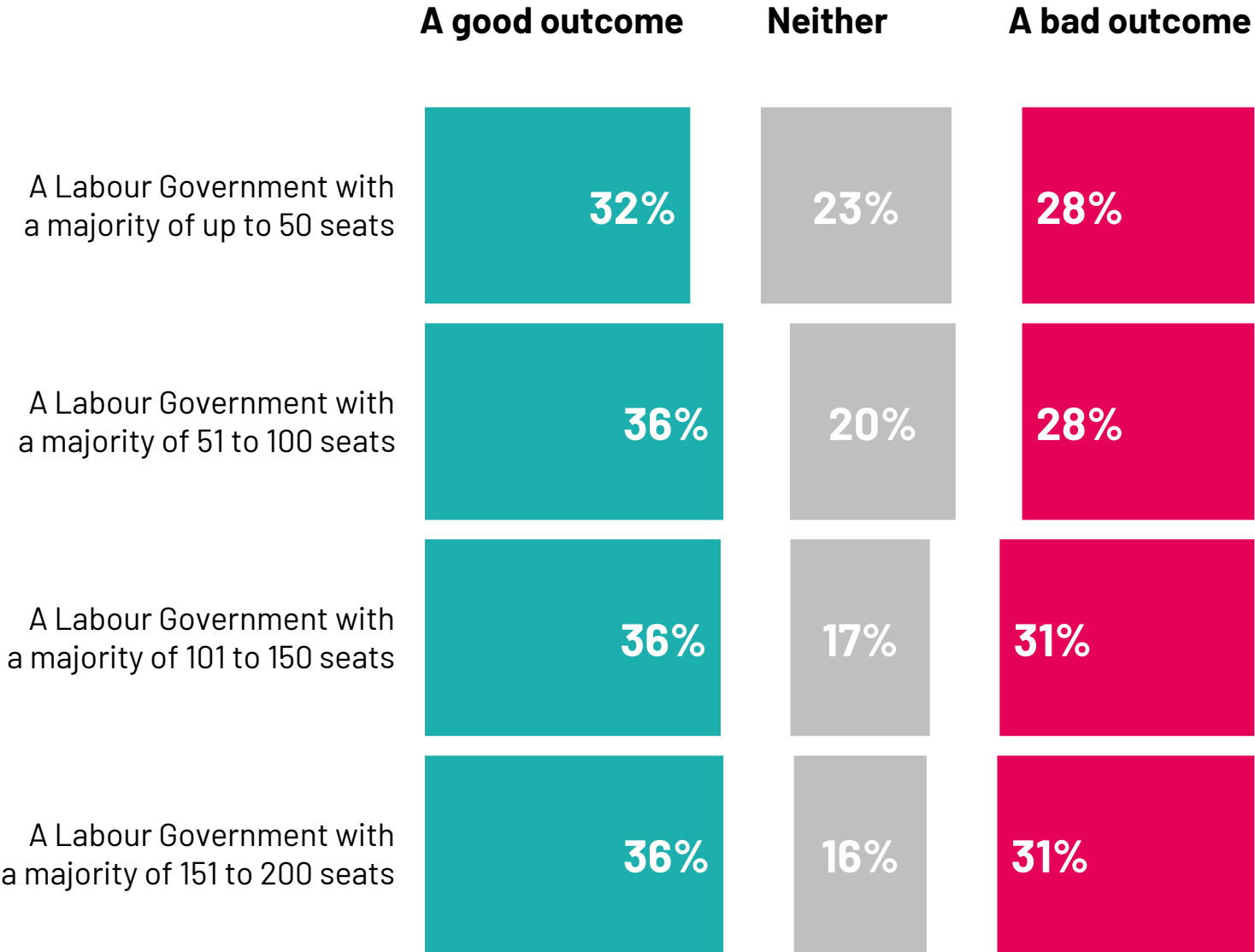
How likely or unlikely, if either, do you think it is that the General Election on July 4th will result in each of the following?



Base: 1,049 Online British adults aged 18+, 14 - 17 June 2024

Labour majority: A good or bad outcome?

And still thinking about the different possible outcomes of the next General Election, do you think each of the following would be good or bad outcomes for the country, if either?

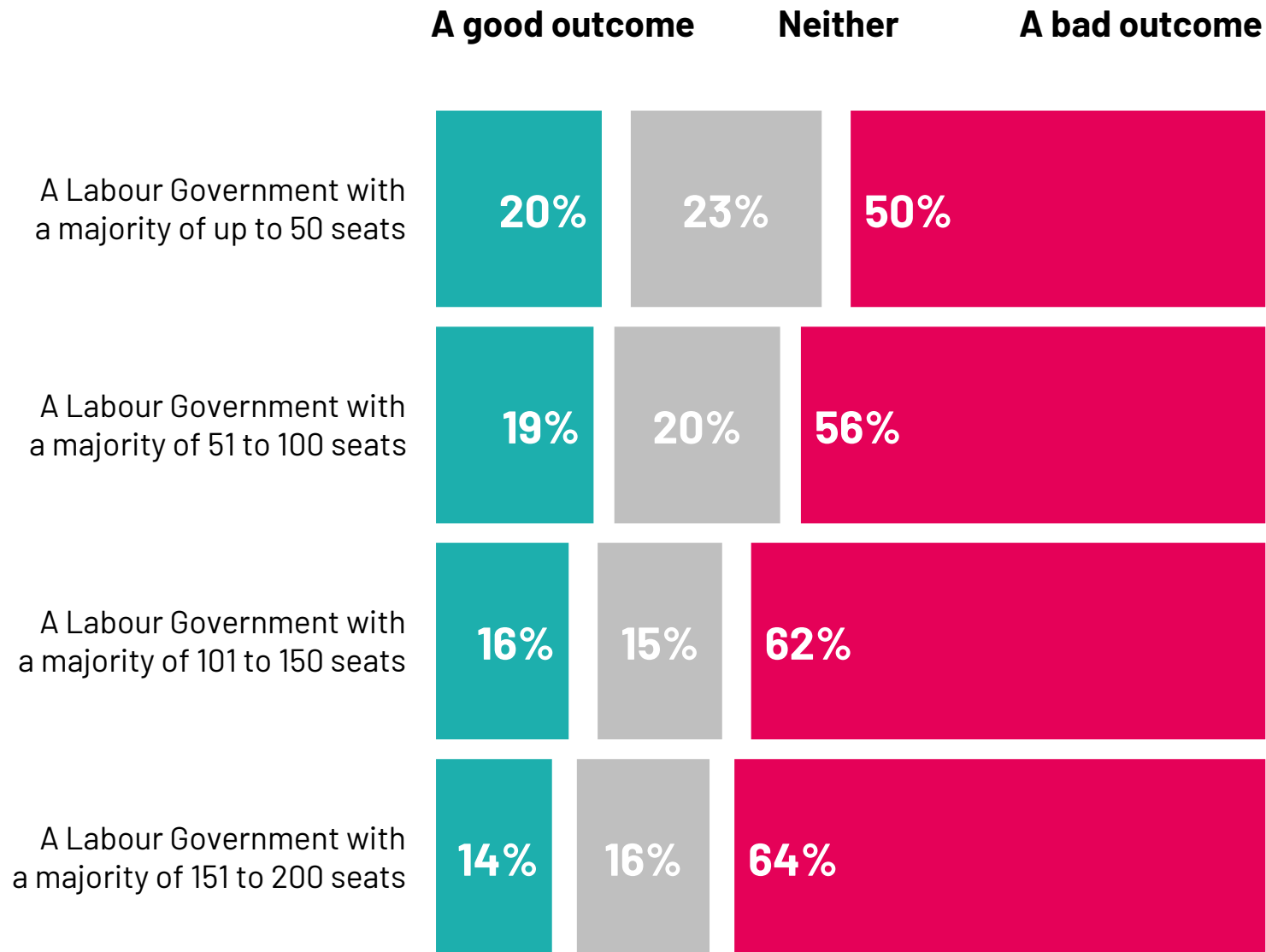


Base: 1,049 Online British adults aged 18+, 14 - 17 June 2024



Labour majority: A good or bad outcome? (Amongst 2019 Conservative voters)

And still thinking about the different possible outcomes of the next General Election, do you think each of the following would be good or bad outcomes for the country, if either?



Base: 1,049 Online British adults aged 18+, 14 - 17 June 2024, including (316) 2019 Conservative voters

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June 2024 GENERAL ELECTION 2024 CAMPAIGN TRACKER

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