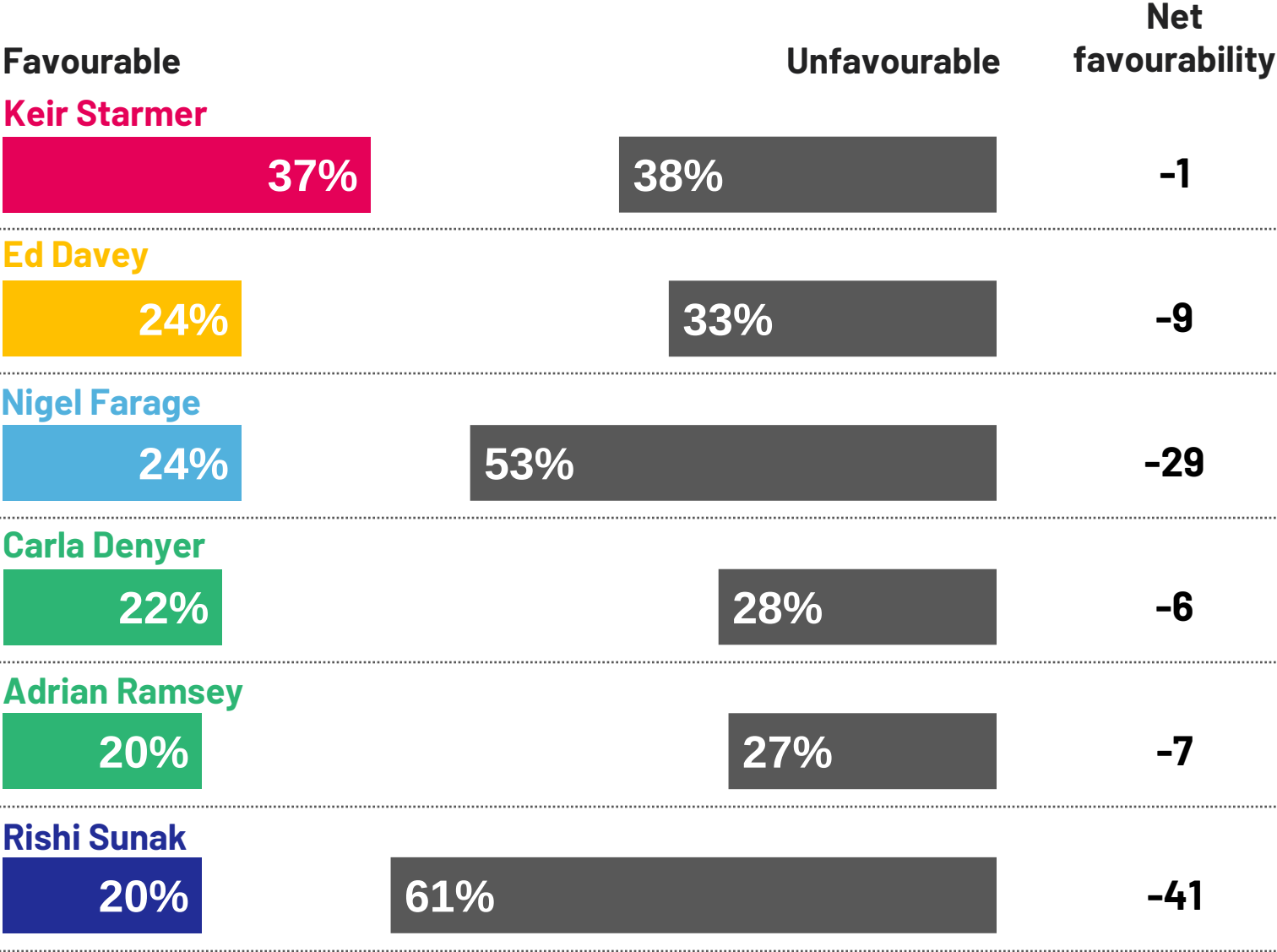


IPSOS UK GENERAL ELECTION 2024 CAMPAIGN TRACKER

June 2024

Favourability towards politicians

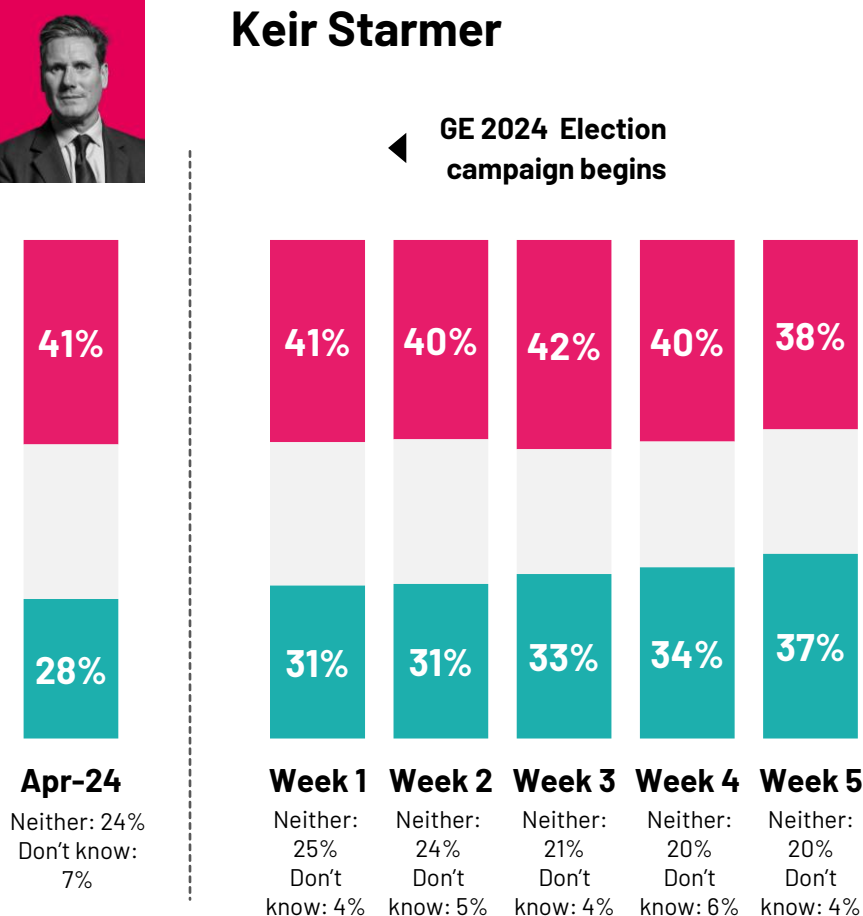
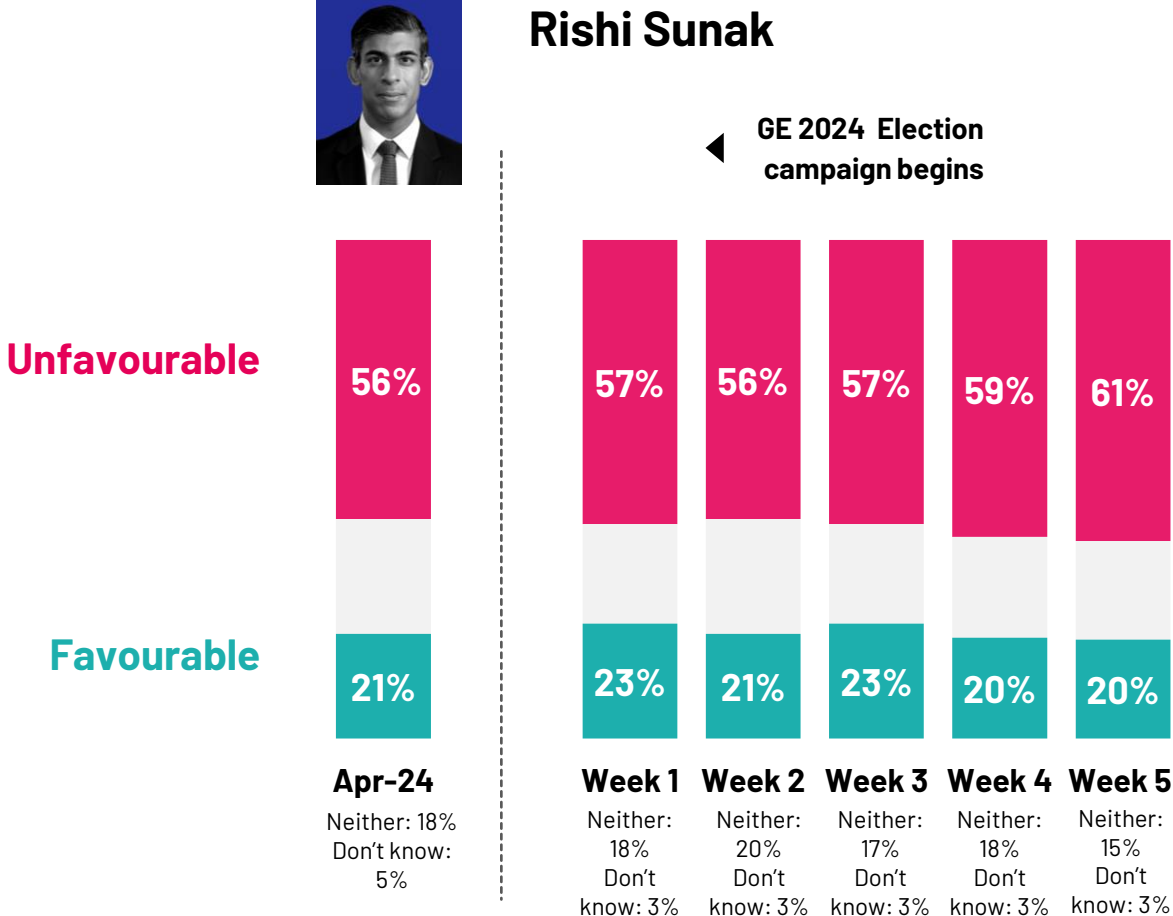
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties?



Base: 1,070 Online British adults aged 18+, 21 – 24 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?

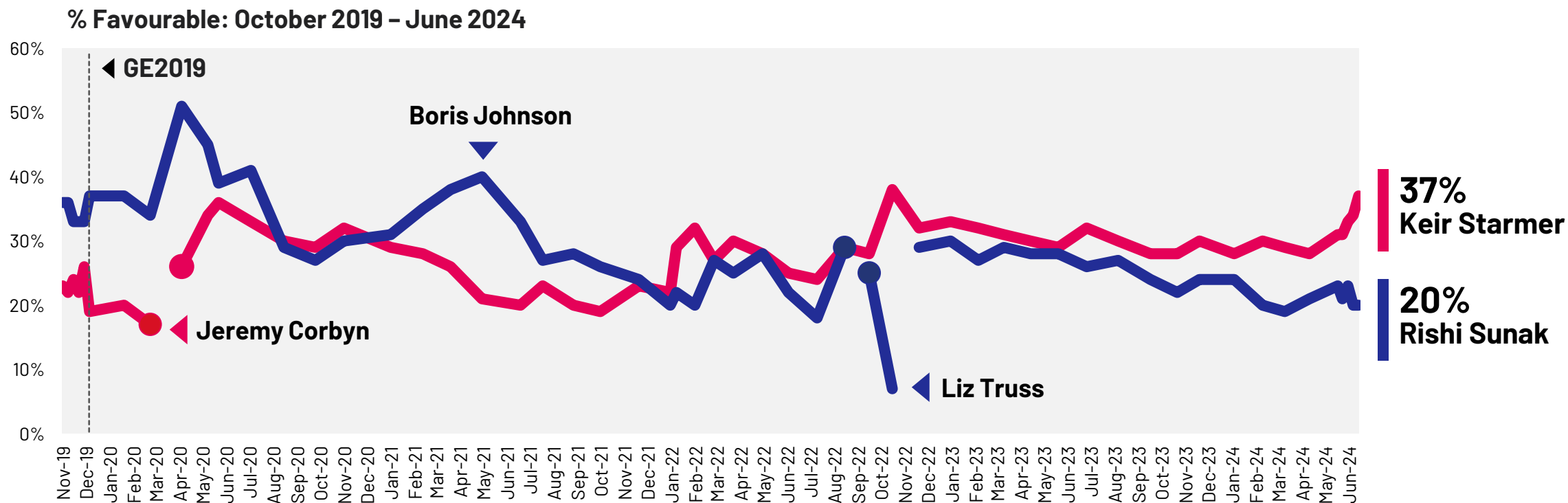


Base: 1,070 Online British adults aged 18+, 21 – 24 June 2024



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?

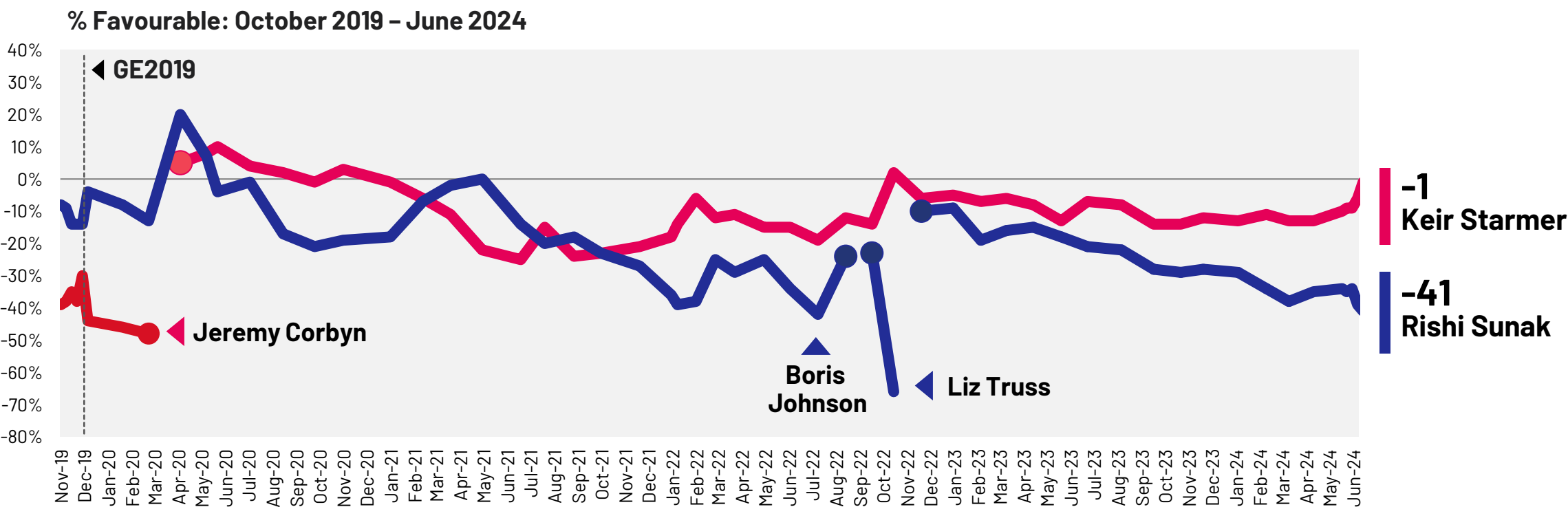


Base: 1,070 Online British adults aged 18+, 21 – 24 June 2024



Net favourability: Conservative leader vs Labour leader

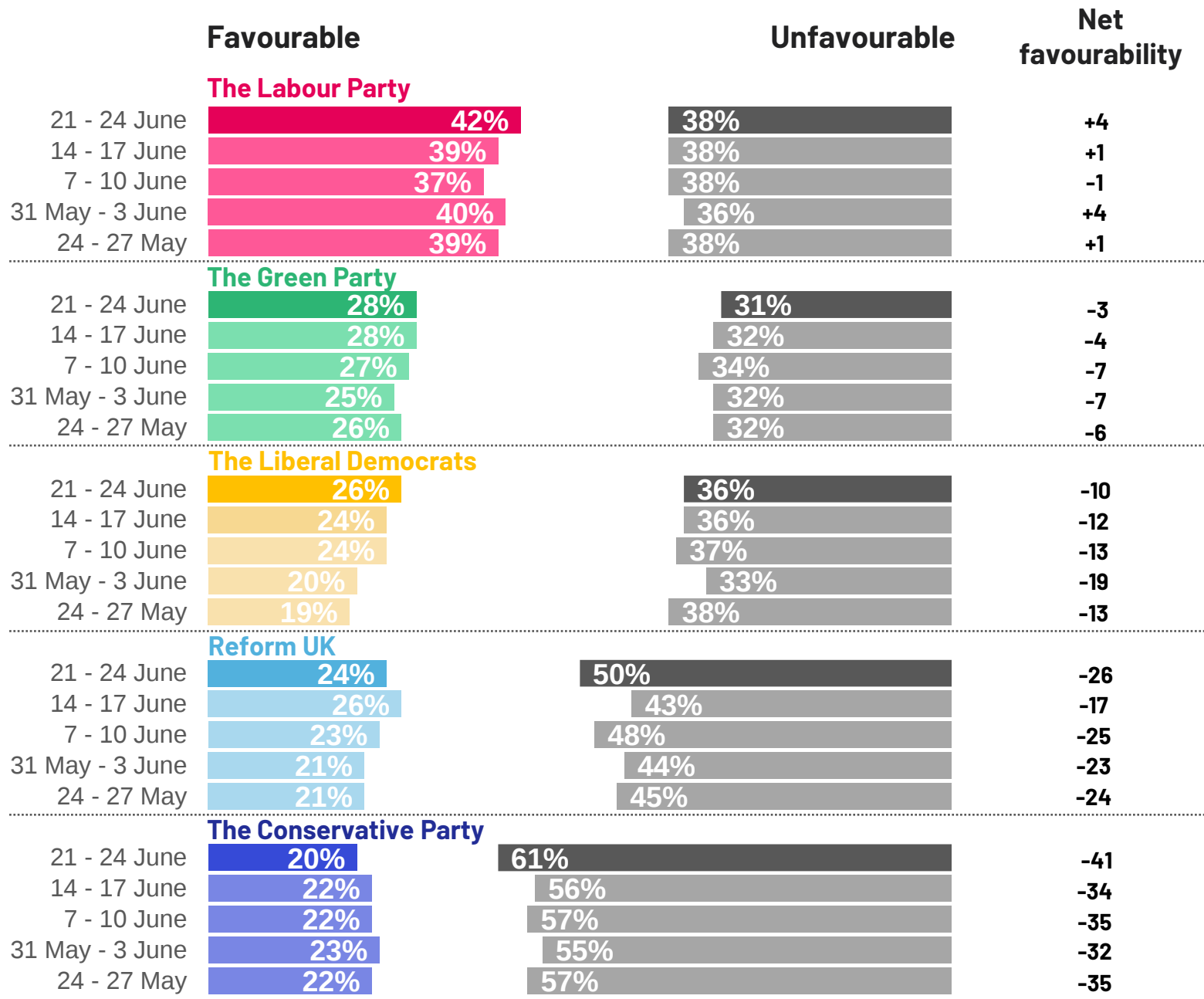
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties?



Base: 1,070 Online British adults aged 18+, 21 – 24 June 2024

Favourability towards political parties

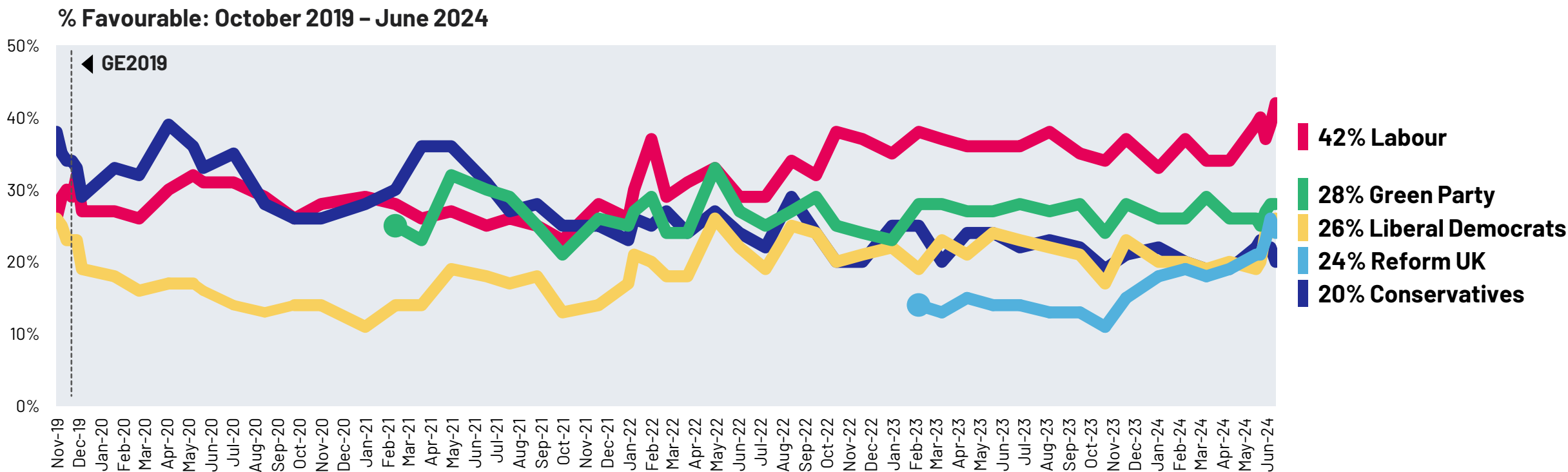
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties?



Base: 1,070 Online British adults aged 18+, 21 - 24 June 2024

Political parties: Favourability

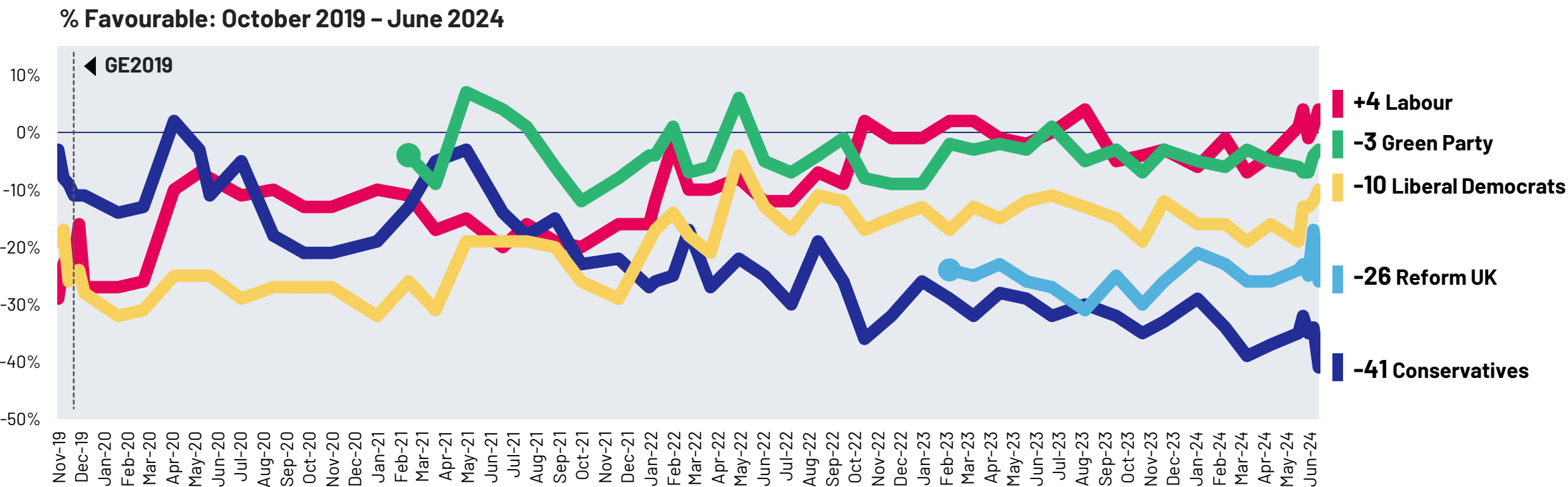
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties?



Base: 1,070 Online British adults aged 18+, 21 – 24 June 2024

Political parties: Net favourability

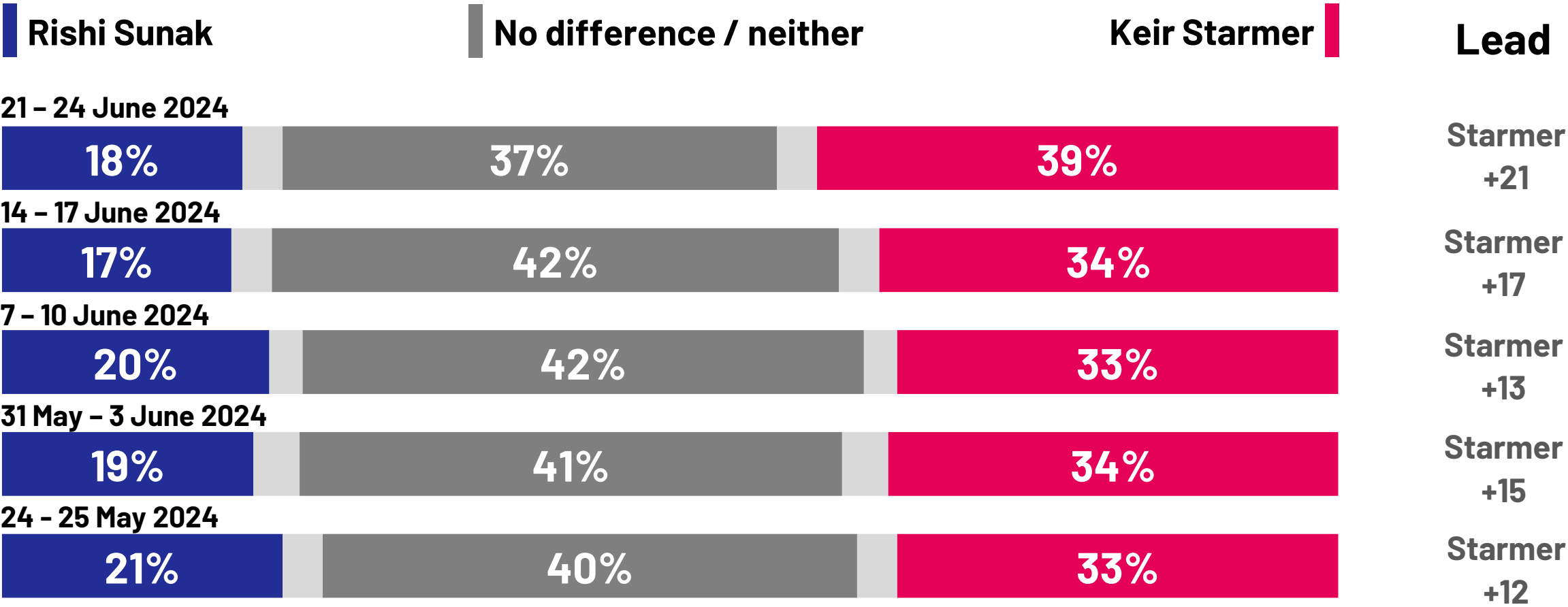
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties?



Base: 1,070 Online British adults aged 18+, 21 – 24 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: 1,070 Online British adults aged 18+, 21 – 24 June 2024



Good or bad campaign?

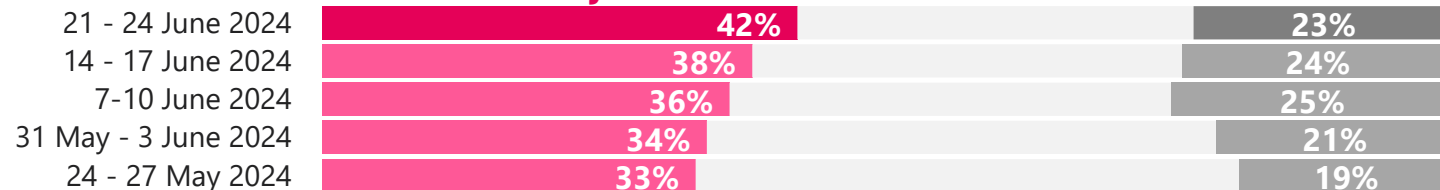
And regardless of which party you support, on balance do you think each of the following parties have had a good or bad campaign since the General Election was announced in May?

Base: 1,070 Online British adults aged 18+, 21 - 24 June 2024

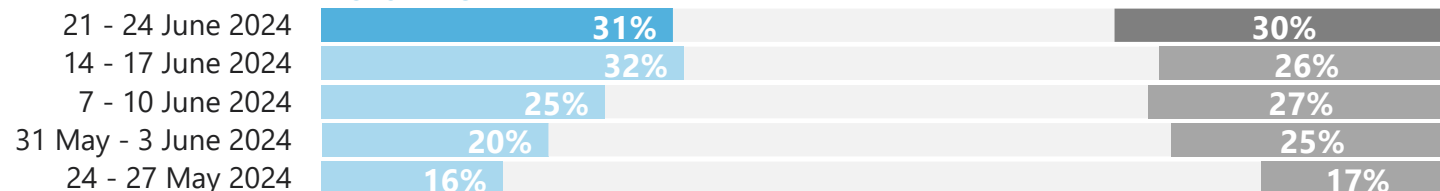
A good campaign

A bad campaign

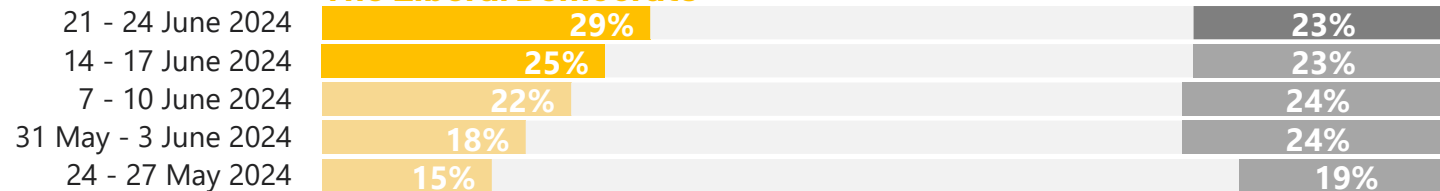
The Labour Party



Reform UK



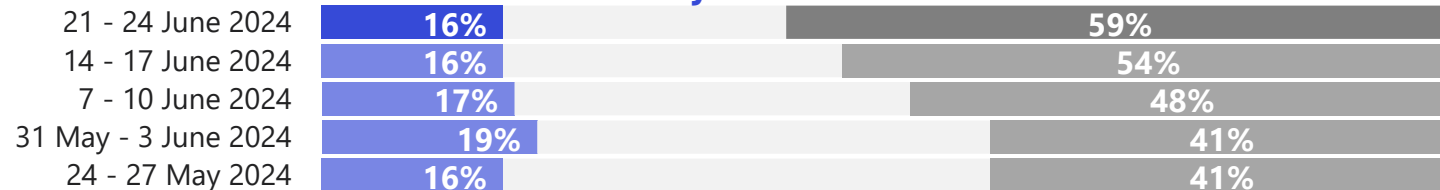
The Liberal Democrats



The Green Party



The Conservative Party



ISSUES FOR THE NEXT GENERAL ELECTION



Which issues will help decide your vote?

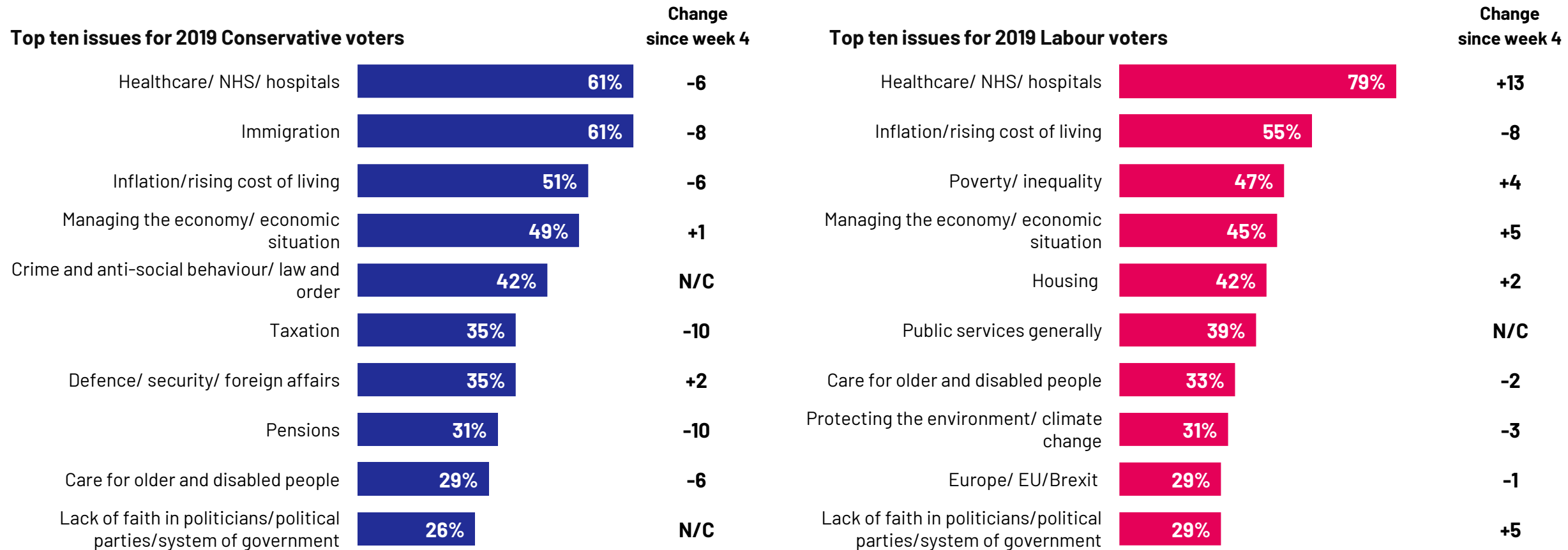
As you may be aware, Prime Minister Rishi Sunak has called a General Election for Thursday July 4th. Looking ahead to the General Election, which, if any, issues do you think will be very important to you in helping you decide which party to vote for?

Top ten issues		% from week 4	% from week 3	% from week 2	% from week 1
Healthcare/ NHS/ hospitals	63%	63%	63%	63%	64%
Inflation/rising cost of living	53%	54%	53%	54%	55%
Managing the economy/ economic situation	40%	40%	41%	41%	43%
Immigration	39%	43%	44%	40%	42%
Taxation	31%	34%	33%	35%	30%
Housing	31%	31%	29%	32%	30%
Poverty/ inequality	30%	29%	28%	32%	29%
Crime and anti-social behaviour/ law and order	29%	34%	33%	40%	32%
Public services generally	29%	32%	34%	31%	32%
Care for older and disabled people	28%	31%	27%	31%	31%

Base: 1,070 Online British adults aged 18+, 21 – 24 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: 1,070 Online British adults aged 18+, including (302) 2019 Conservative voters and (281) 2019 Labour voters, 21 – 24 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?

Top ten issues for those aged 18-34		Change since week 4	Top ten issues for those aged 35-54		Change since week 4	Top ten issues for those aged 55+		Change since week 4
Healthcare/ NHS/ hospitals	51%	N/C	Healthcare/ NHS/ hospitals	64%	+2	Healthcare/ NHS/ hospitals	71%	-1
Inflation/rising cost of living	48%	-6	Inflation/rising cost of living	59%	+7	Immigration	53%	-2
Housing	38%	-2	Managing the economy/ economic situation	36%	-4	Inflation/ rising cost of living	51%	-5
Taxation	35%	+4	Immigration	35%	-7	Managing the economy/ economic situation	50%	+5
Managing the economy/ economic situation	33%	-2	Poverty/Inequality	33%	+2	Care for older and disabled people	44%	-3
Poverty/ inequality	31%	+1	Housing	31%	+7	Crime and anti-social behaviour/ law and order	36%	-6
Unemployment	25%	-2	Taxation	29%	-7	Pensions	35%	-14
Immigration	25%	-1	Education/ schools	28%	N/C	Public services generally	34%	-3
Education/ schools	25%	-3	Crime and anti-social behaviour/ law and order	28%	-2	Protecting the environment/ climate change	32%	+4
Public services generally	22%	-3	Protecting the environment/ climate change	27%	+1	Lack of faith in politicians/political parties/system of government	31%	+3

Base: 1,070 Online British adults 18+, including 18-34-year-olds (325), 35-54s (355), 55+ (390), 21 - 24 June 2024

DIRECTION OF THE COUNTRY

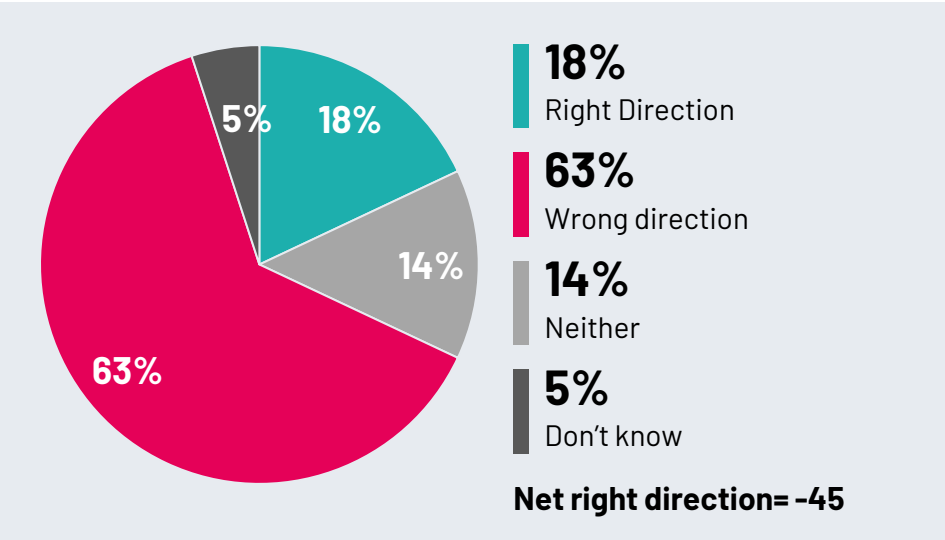
June 2024



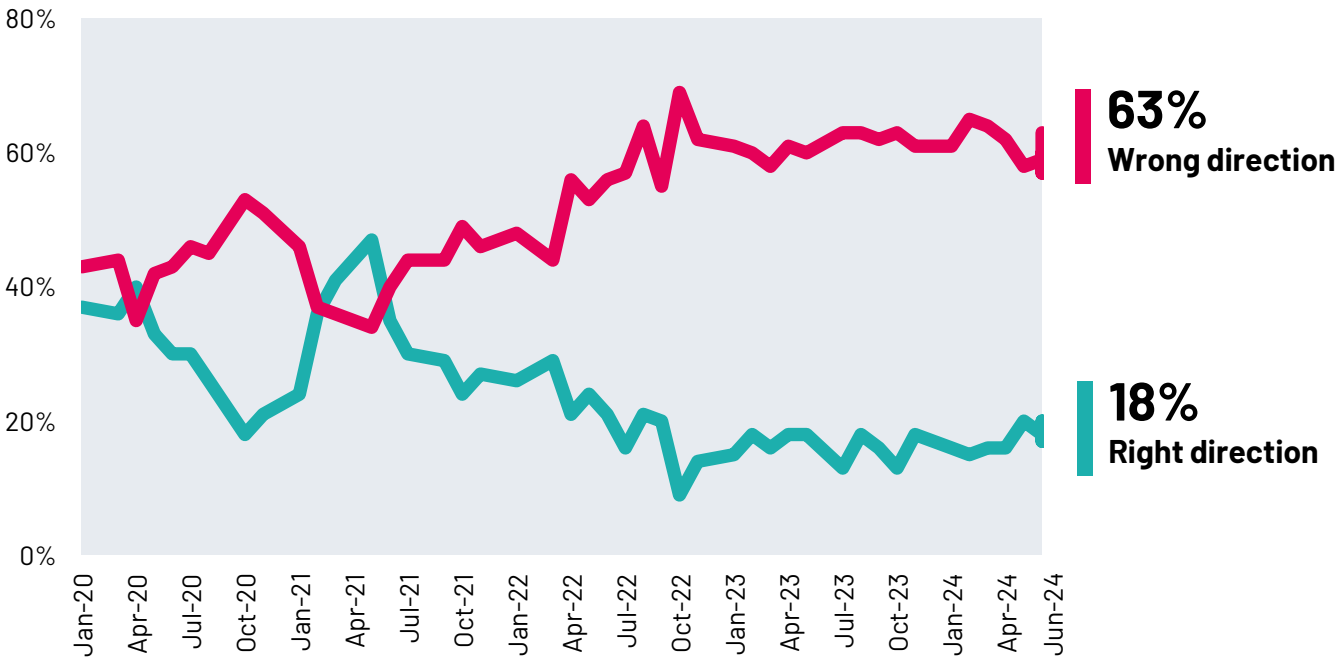
Direction of the country

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

June 2024



January 2020 – June 2024

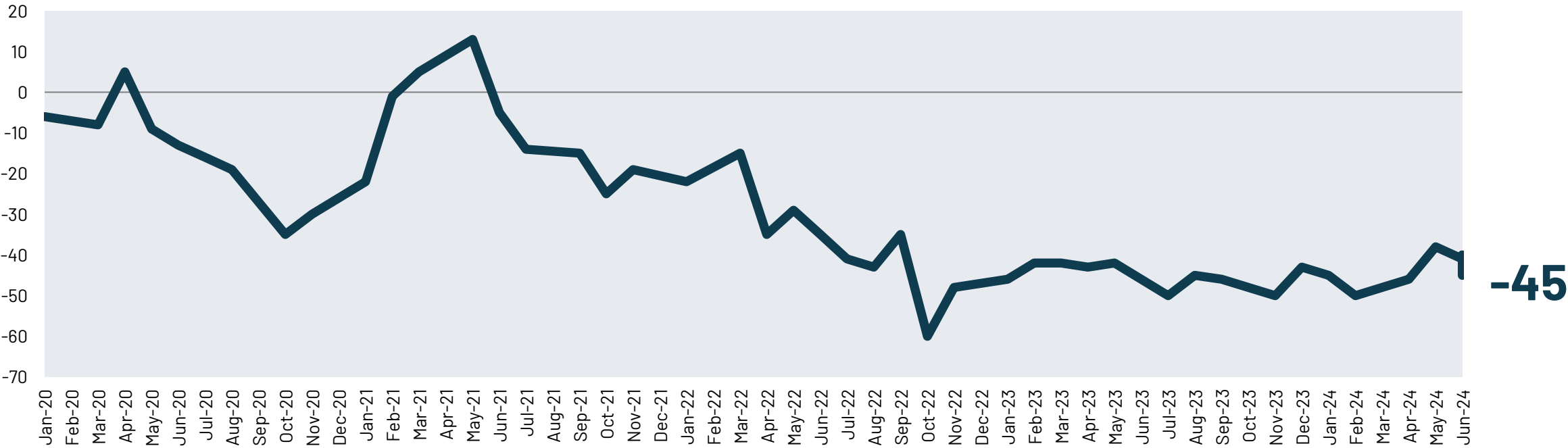


Base: 1,070 Online British adults aged 18+, 21 – 24 June 2024

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

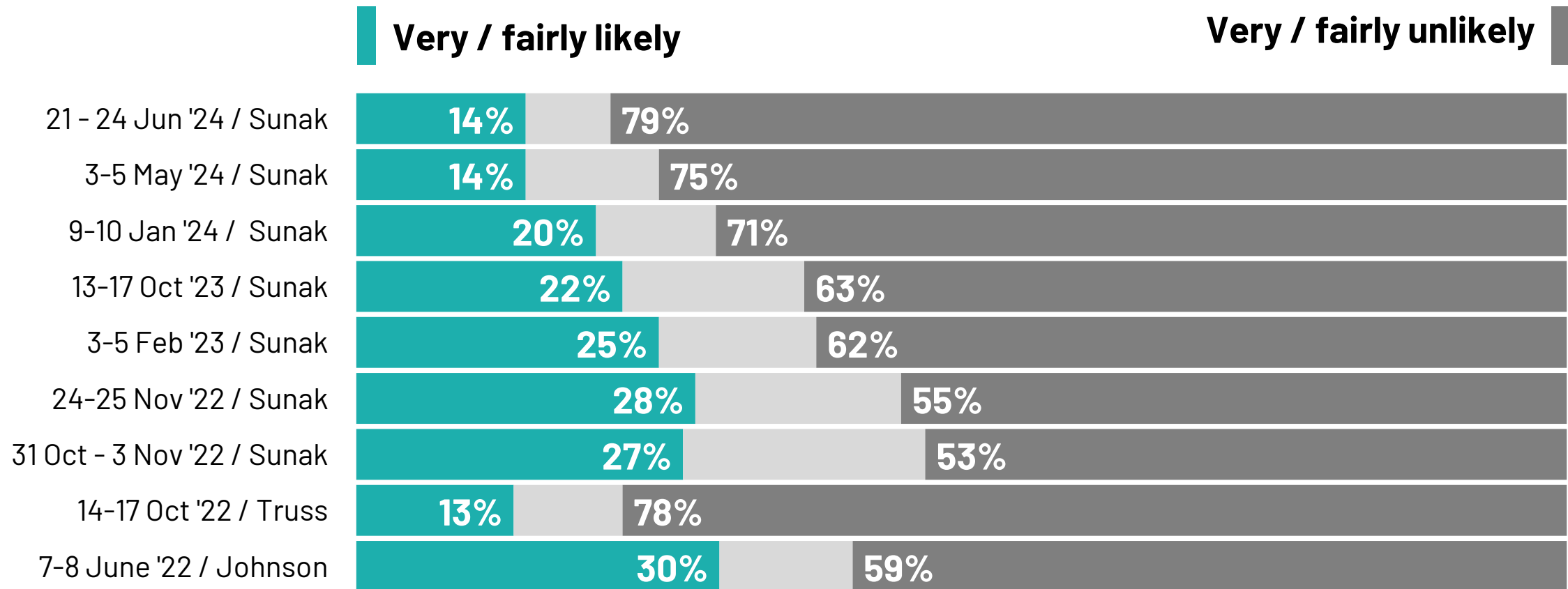


Base: 1,070 Online British adults aged 18+, 21 - 24 June 2024



Four in five think Sunak is unlikely to win the next General Election, his worst rating since becoming Prime Minister

How likely or unlikely do you think it is that Rishi Sunak will win the next General Election?



Base: 1,070 Online British adults aged 18+, 21 - 24 June 2024

IPSOS

June 2024 GENERAL ELECTION 2024 CAMPAIGN TRACKER

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