

IPSOS UK GENERAL ELECTION 2024 CAMPAIGN TRACKER

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?



Rishi Sunak

◀ GE 2024 Election campaign begins

Unfavourable

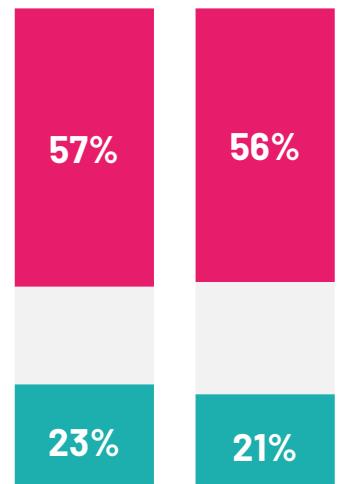
56%

Favourable

21%

Apr-24

Neither: 18%
Don't know: 5%



Week 1 Week 2

Neither: 18% Neither: 20%
Don't know: 3% Don't know: 3%

Base: 1,100 Online British adults aged 18+, 31 May – 3 June 2024



Keir Starmer

◀ GE 2024 Election campaign begins

41% 40%

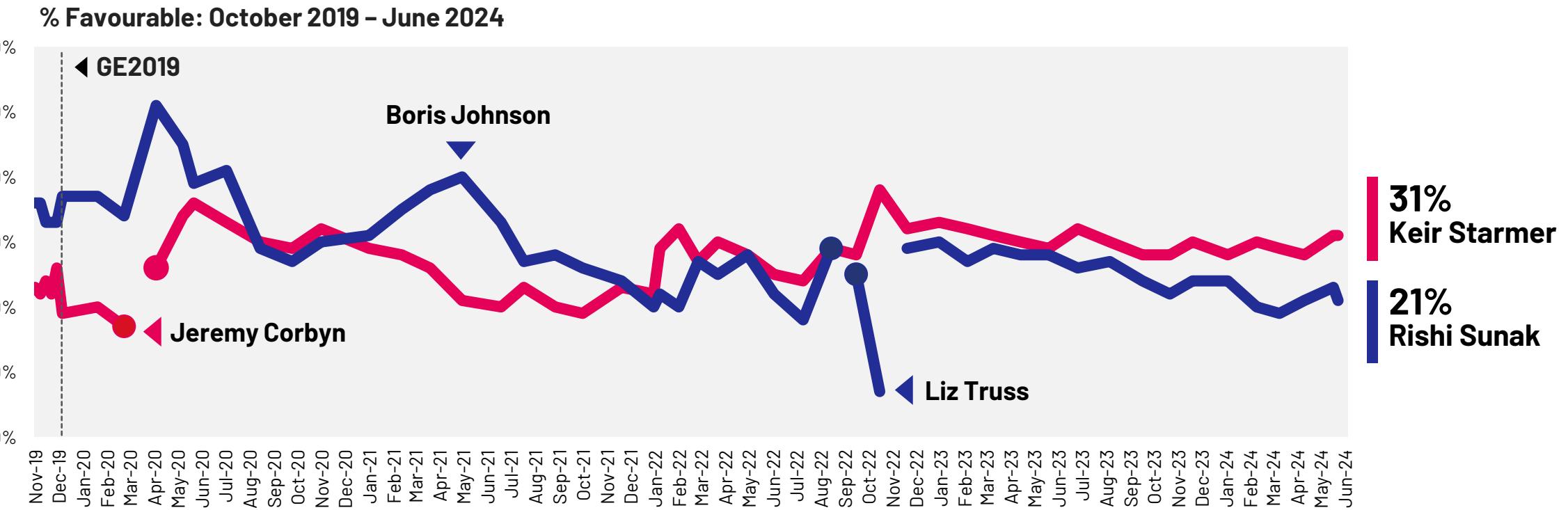


Week 1 Week 2

Neither: 25% Neither: 24%
Don't know: 4% Don't know: 5%

Favourability: Conservative leader vs Labour leader

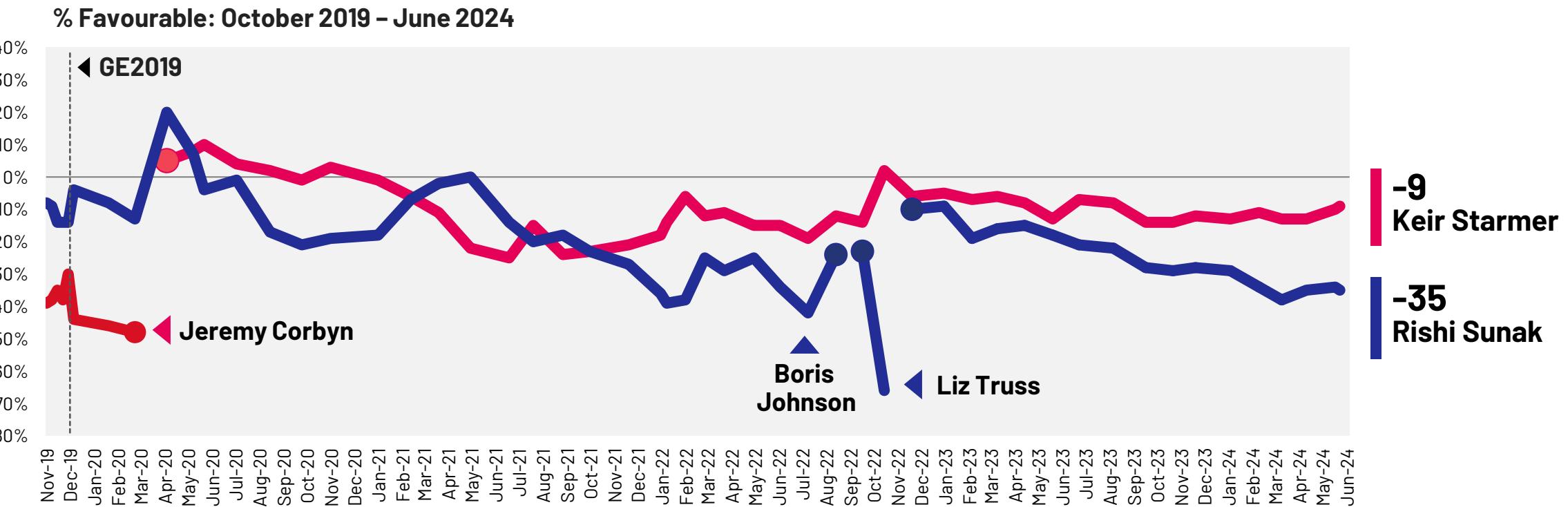
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties?



Base: 1,100 Online British adults aged 18+, 31 May – 3 June 2024

Net favourability: Conservative leader vs Labour leader

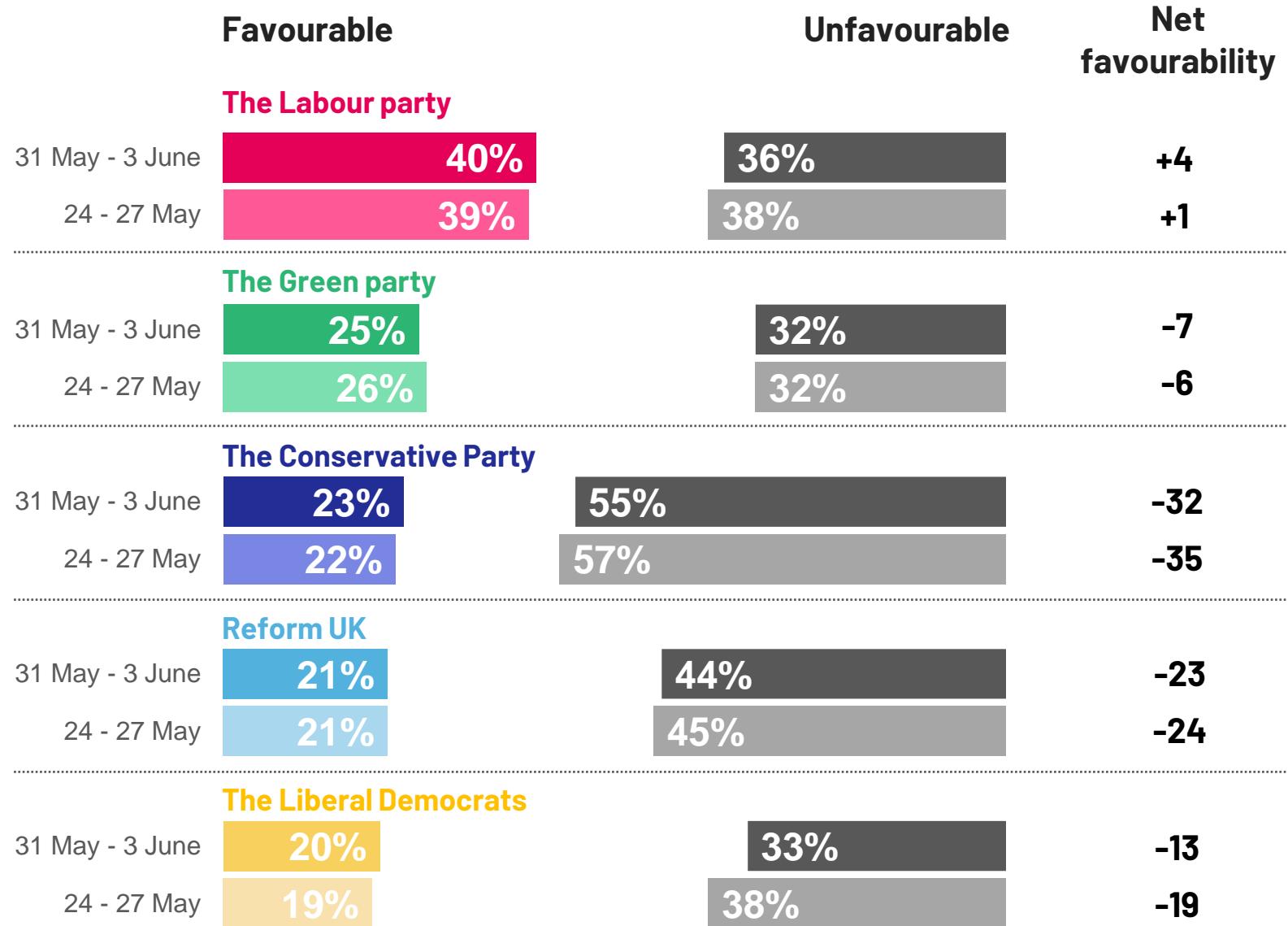
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties?



Base: 1,100 Online British adults aged 18+, 31 May – 3 June 2024.

Favourability towards political parties

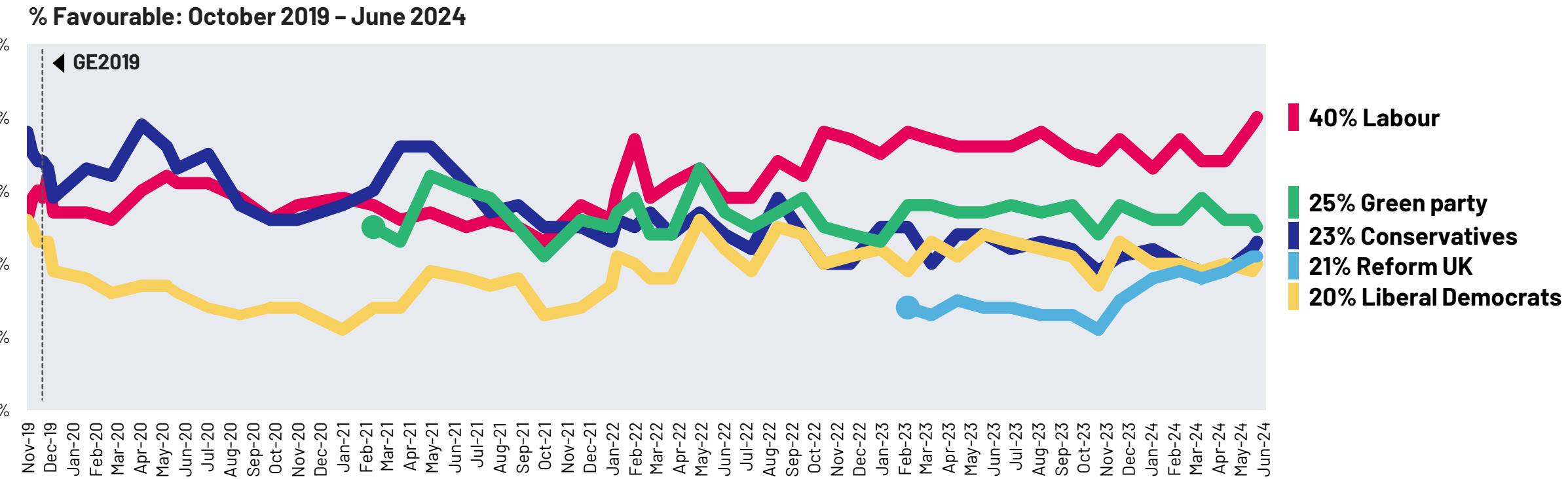
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties?



Base: 1,100 Online British adults aged 18+, 31 May – 3 June 2024

Political parties: Favourability

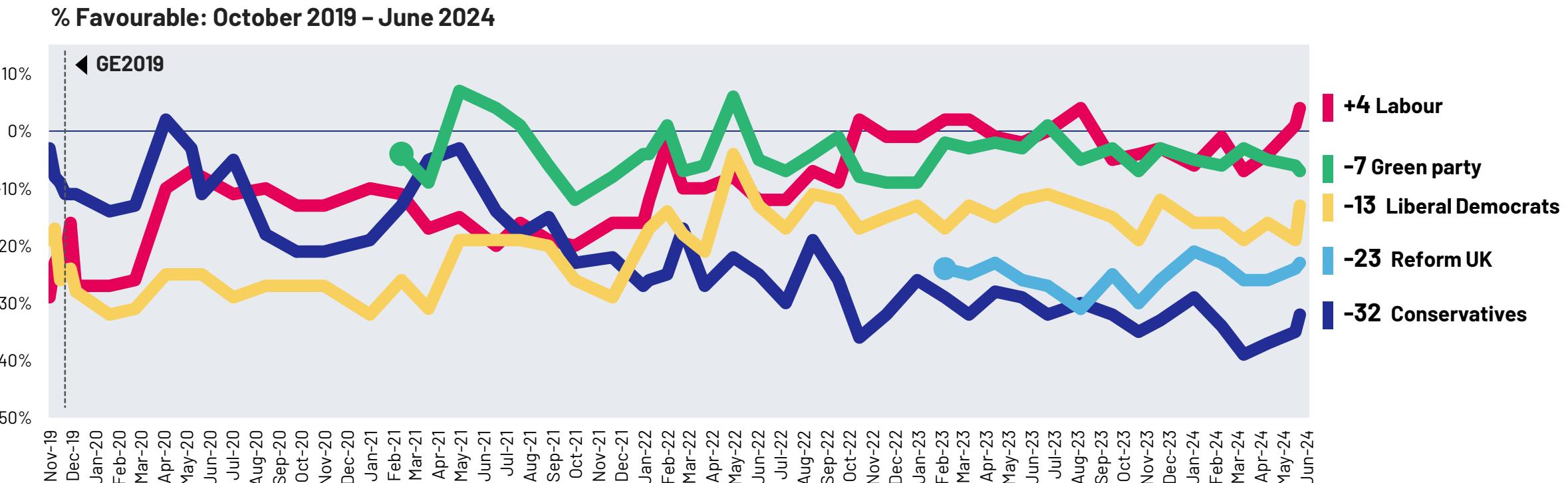
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties?



Base: 1,100 Online British adults aged 18+, 31 May – 3 June 2024

Political parties: Net favourability

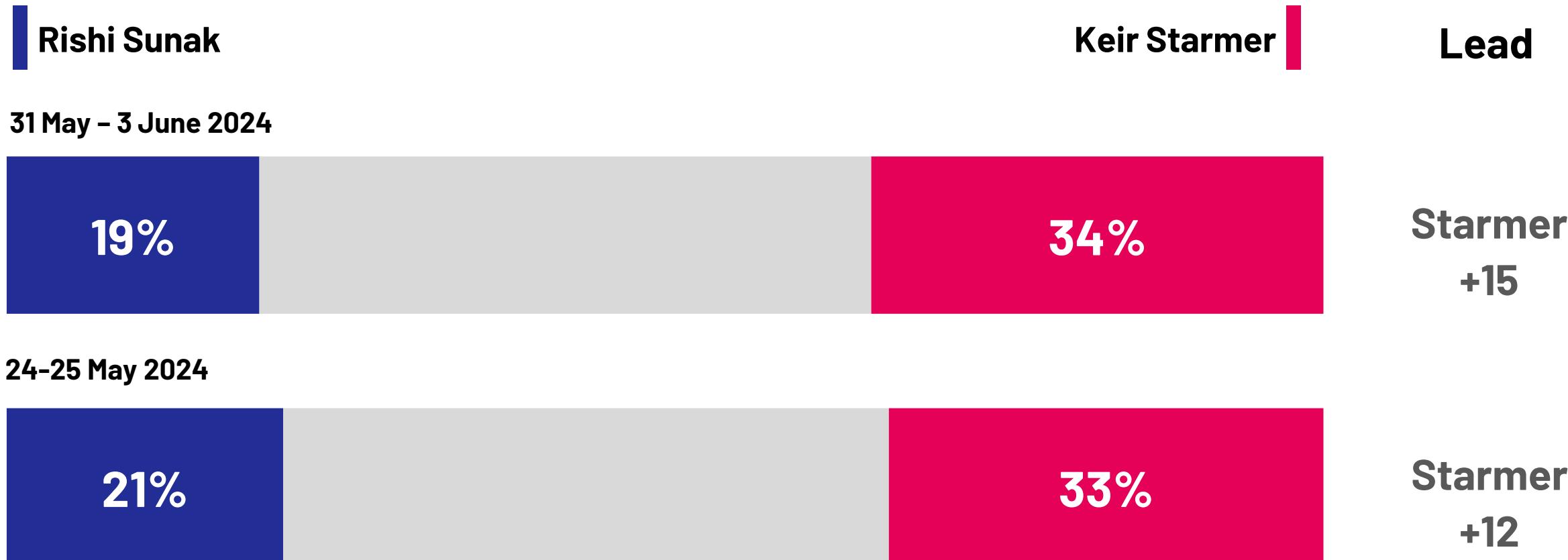
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties?



Base: 1,100 Online British adults aged 18+, 31 May – 3 June 2024

Who would make a better Prime Minister?

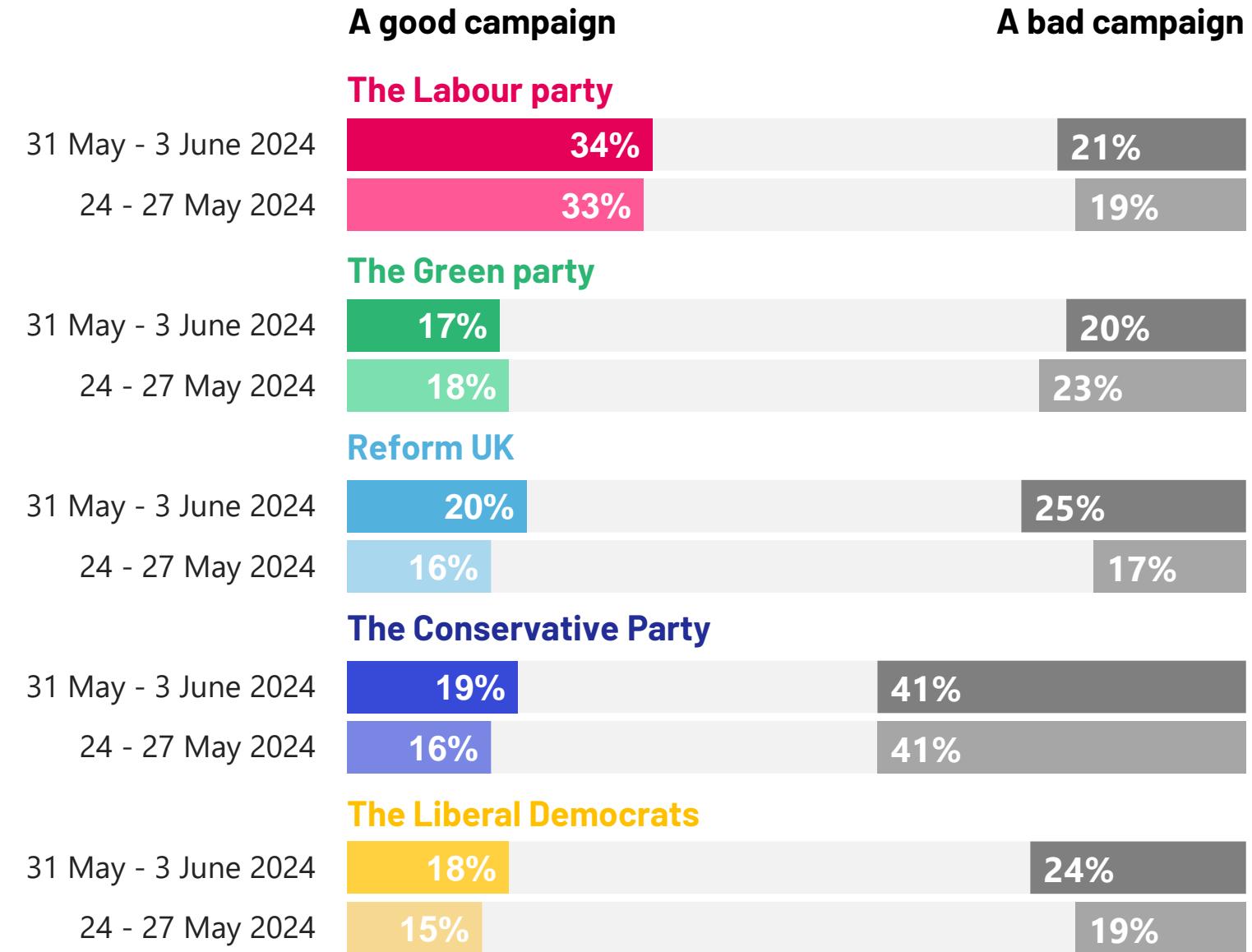
Which of the following, if either, do you think would make a better Prime Minister?



Base: 1,100 Online British adults aged 18+, 31 May – 3 June 2024

Good or bad campaign?

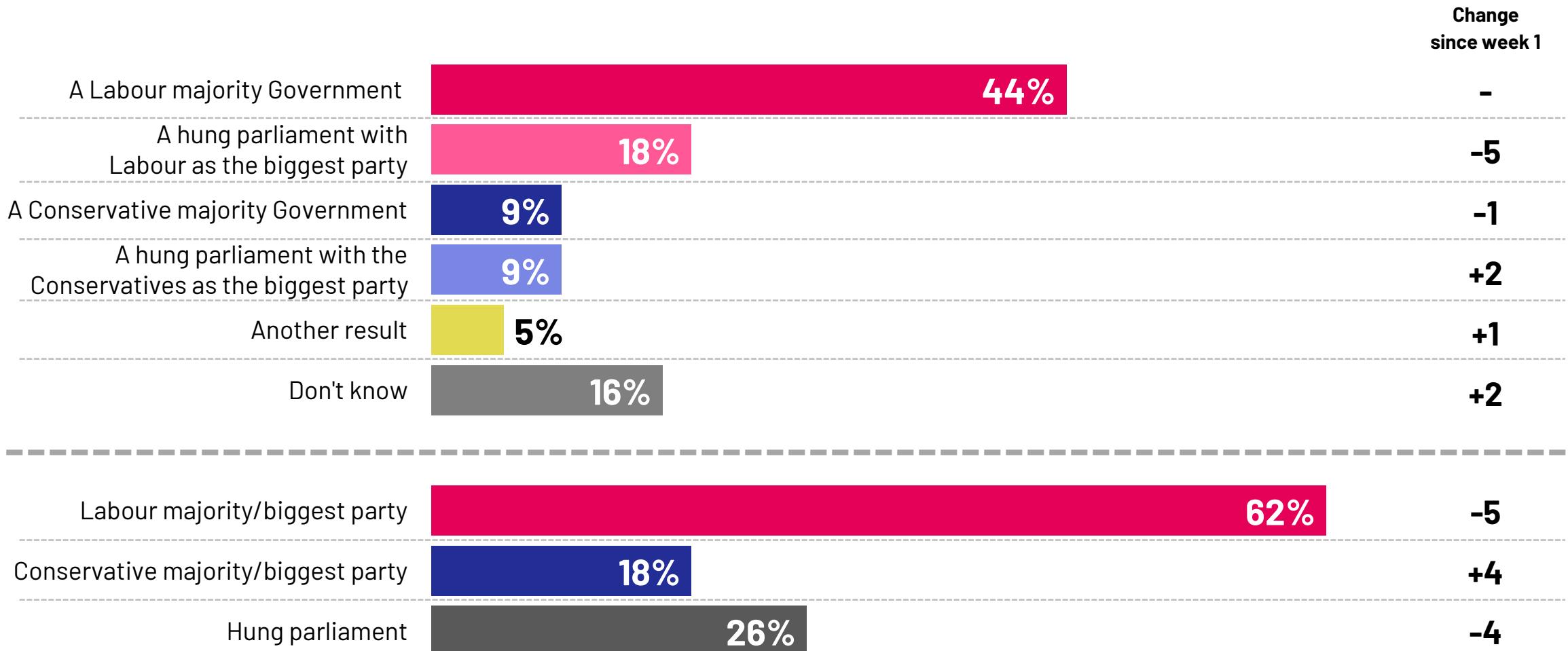
And regardless of which party you support, on balance do you think each of the following parties have had a good or bad campaign since the General Election was announced in May?



Base: 1,100 Online British adults aged 18+, 31 May – 3 June 2024

What will happen at the next General Election?

Thinking ahead to the next general election, which of the following outcomes do you think is most likely?



Base: 1,100 Online British adults aged 18+, 31 May – 3 June 2024

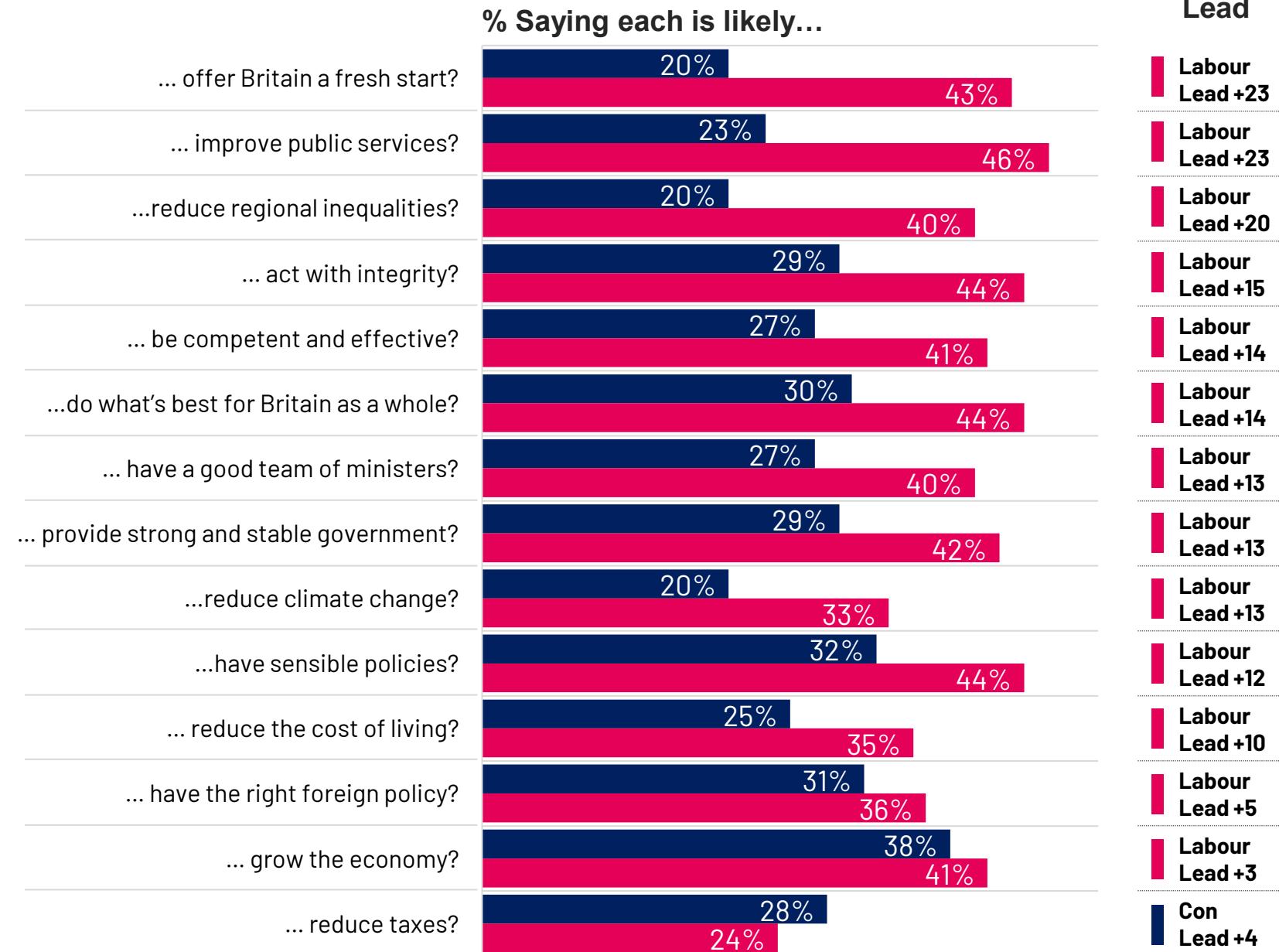
What might a future government do?

If they win the next General Election, how likely or unlikely do you think it is that a ...

A Conservative Government with Rishi Sunak as Prime Minister

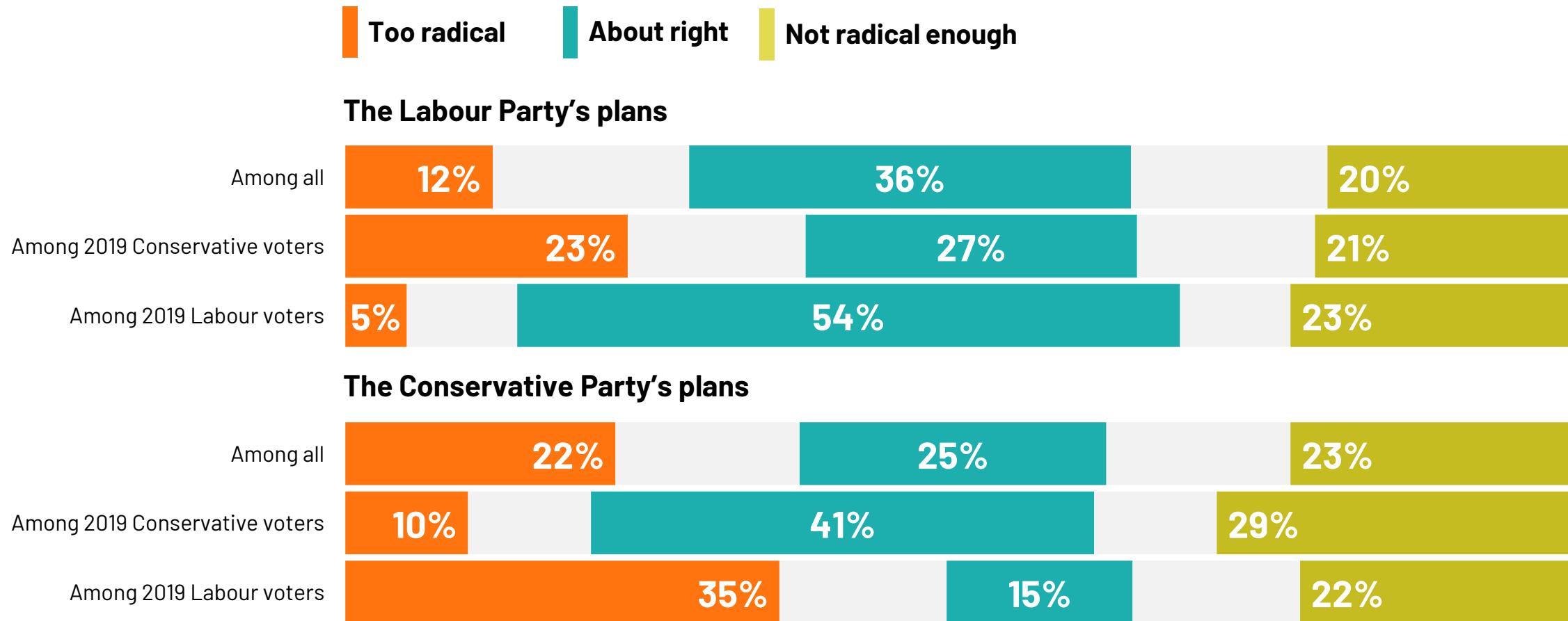
A Labour Government with Keir Starmer as Prime Minister

Base: 1,100 Online British adults aged 18+, 31 May – 3 June 2024



How radical are the parties' plans?

Based on what you know, do you think that the Labour Party's / Conservative Party's plans for Britain if they win the upcoming General Election are too radical, not radical enough or about right?



Base: 1,100 Online British adults aged 18+, 31 May – 3 June 2024, including 2019 Conservative voters (313) and 2019 Labour voters (283)

The public are largely divided over whether Diane Abbott should or should not be allowed to stand as a Labour MP at the upcoming General Election

You may have seen some speculation about whether Labour MP for Hackney North and Stoke Newington Diane Abbott will or will not be allowed to stand as a Labour MP at the upcoming General Election. In your opinion, should Diane Abbott be allowed to stand as a Labour MP at the coming General Election, or not?

She should be allowed to stand **No opinion** **She should not be allowed to stand**

Among all



Among 2019 Conservative voters



Among 2019 Labour voters



Base: 1,100 Online British adults aged 18+, 31 May – 3 June 2024, including 2019 Conservative voters (313) and 2019 Labour voters (283)

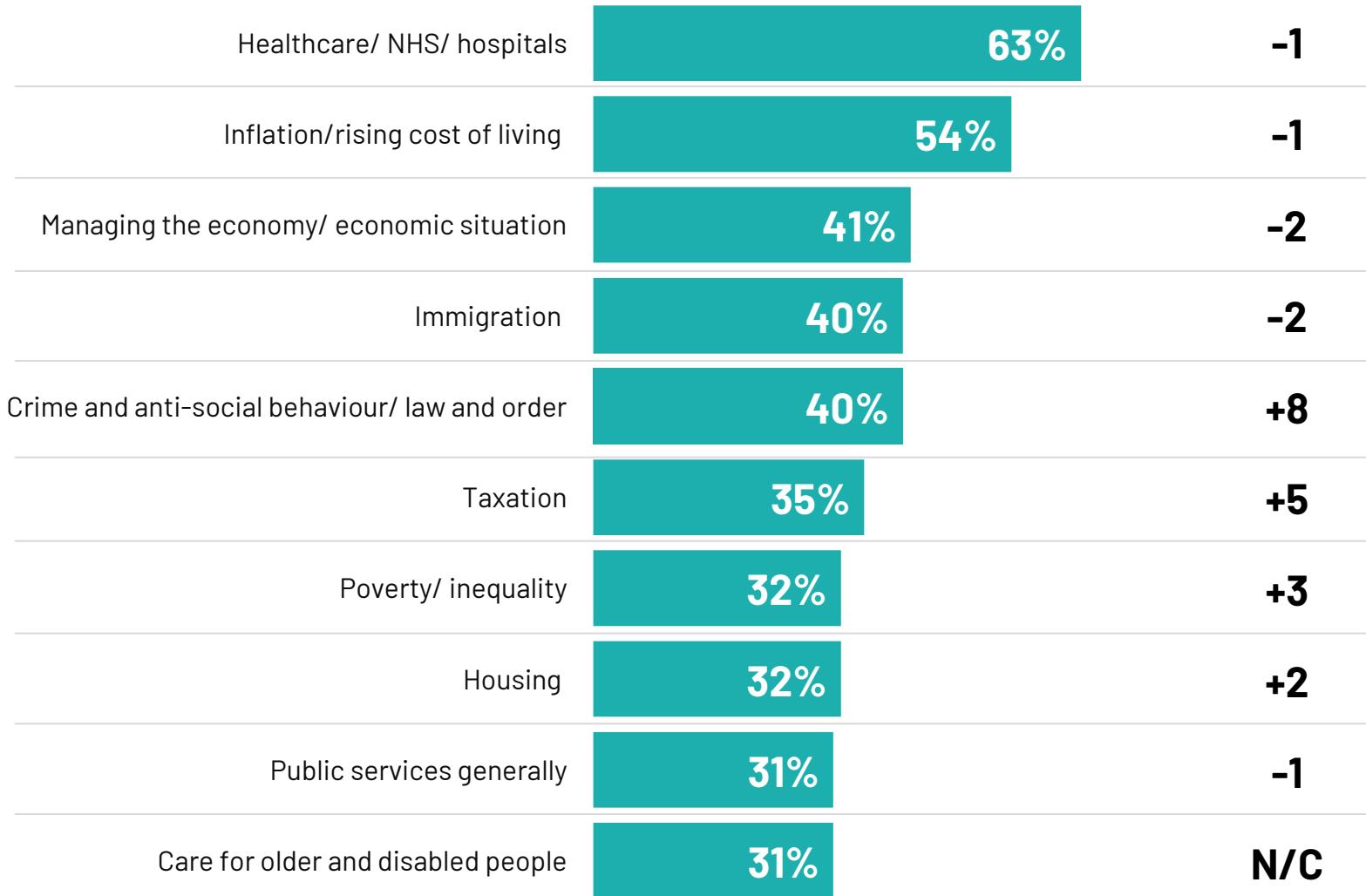
ISSUES FOR THE NEXT GENERAL ELECTION



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?

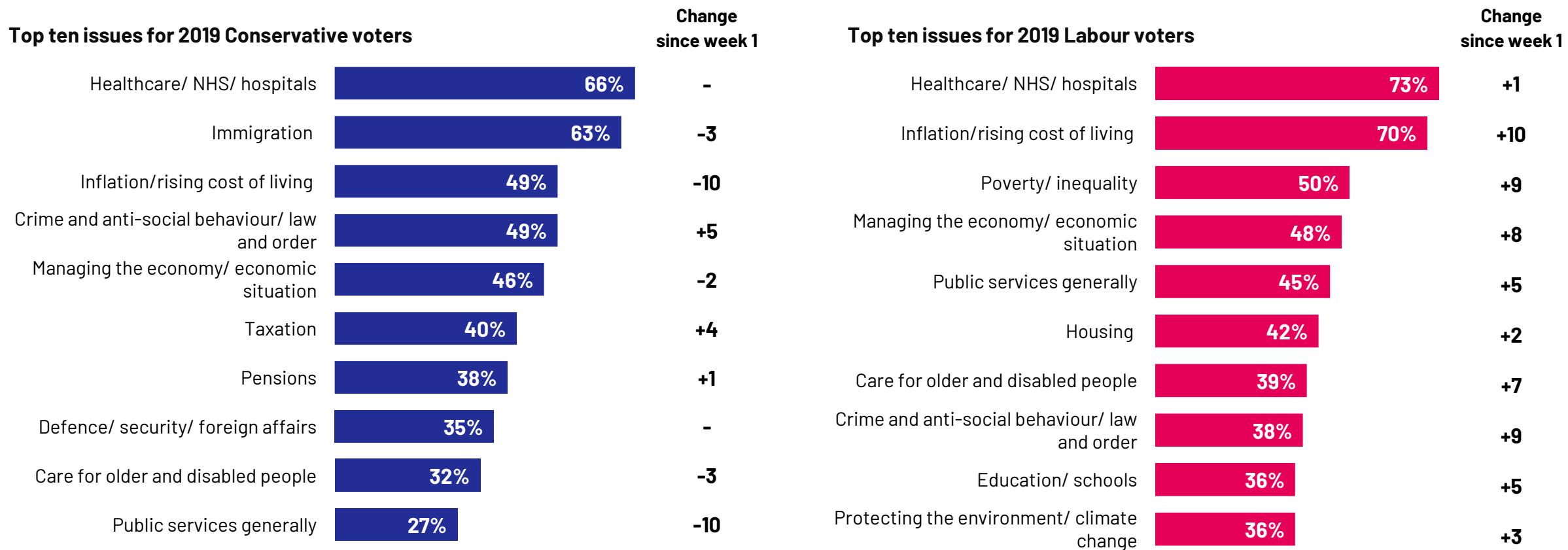
Top ten issues



Base: 1,100 Online British adults aged 18+, 31 May – 3 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: 1,110 Online British adults aged 18+, including (313) 2019 Conservative voters and (283) 2019 Labour voters, 31 – May – 3 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 1	Top ten issues for those aged 35-54	Change since week 1	Top ten issues for those aged 55+	Change since week 1
Inflation/rising cost of living	57%	-1	Healthcare/ NHS/ hospitals	61%	-
Healthcare/ NHS/ hospitals	51%	-5	Inflation/rising cost of living	56%	+2
Housing	38%	-	Managing the economy/ economic situation	40%	-
Poverty/ inequality	35%	+1	Crime and anti-social behaviour/ law and order	39%	+13
Taxation	33%	-1	Immigration	37%	-2
Managing the economy/ economic situation	32%	-2	Taxation	34%	+3
Education/ schools	32%	-6	Housing	32%	+5
Crime and anti-social behaviour/ law and order	30%	+5	Poverty/ inequality	31%	+3
Protecting the environment/ climate change	27%	+4	Education/ schools	31%	+1
Unemployment	26%	-2	Public services generally	29%	+2

Base: 1,100 Online British adults 18+, including 18-34-year-olds (343), 35-54s (367), 55+ (390), 31 May - 3 June 2024

DIRECTION OF THE COUNTRY

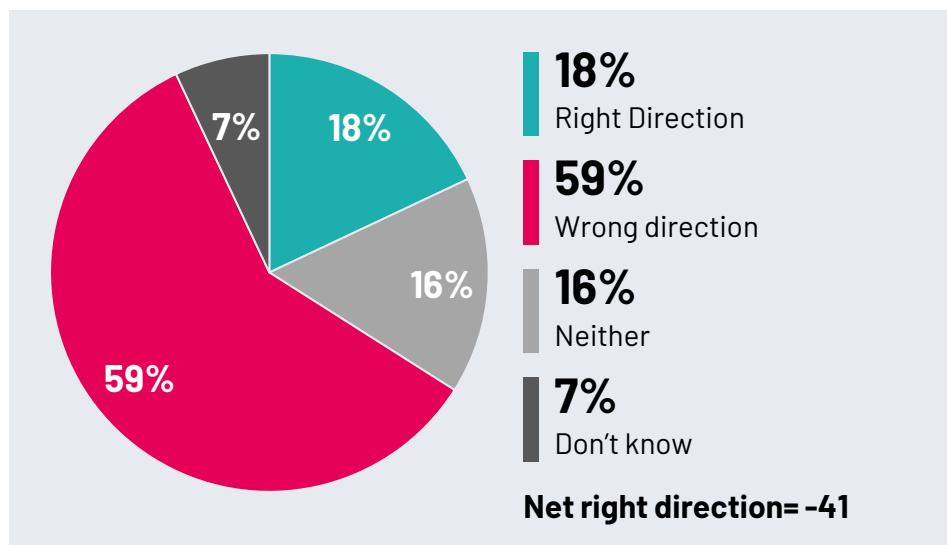
June 2024



Direction of the country

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

June 2024



Base: 1,100 Online British adults aged 18+, 31 May – 3 June 2024

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January 2020 – June 2024



Source: Ipsos General Election 2024 Campaign Tracker

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: 1,100 Online British adults aged 18+, 31 May – 3 June 2024



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