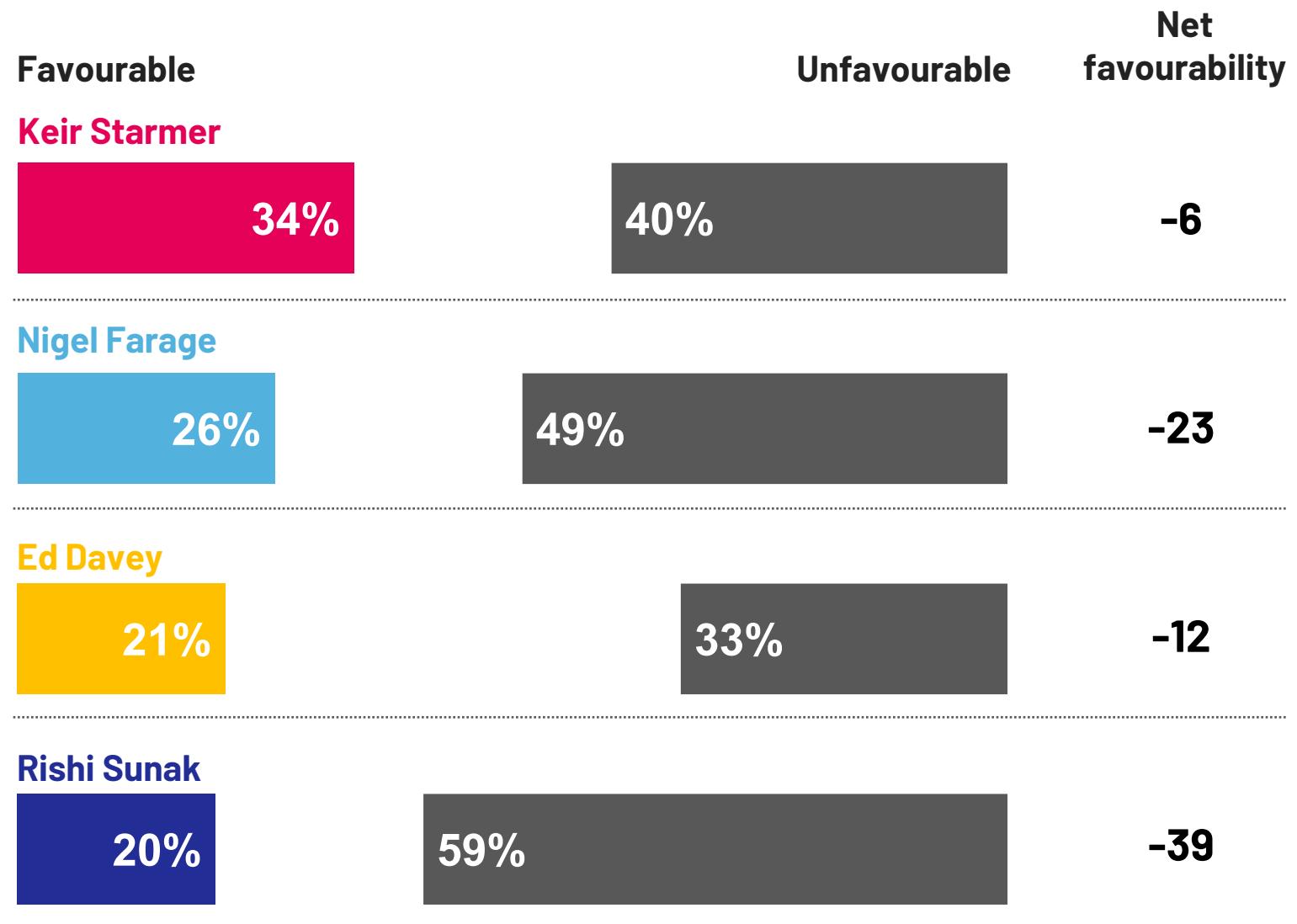


IPSOS UK GENERAL ELECTION 2024 CAMPAIGN TRACKER

June 2024

Favourability towards politicians

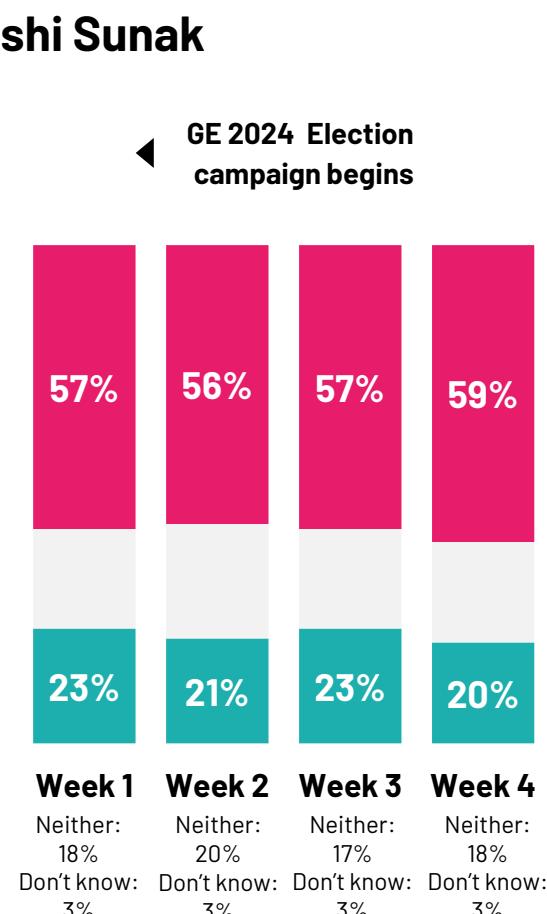
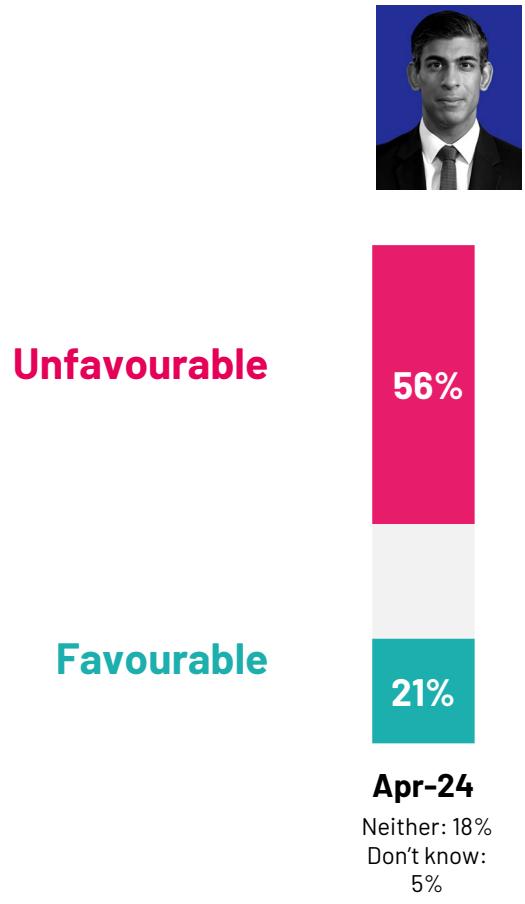
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties?



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

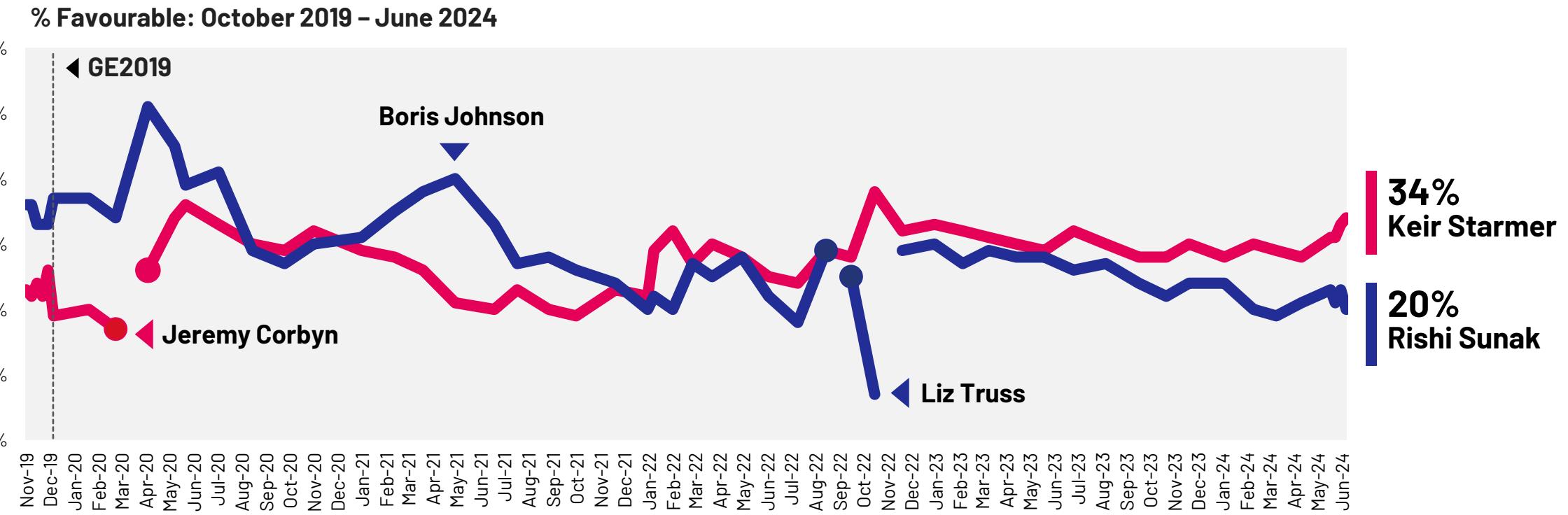


Base: 1,049 Online British adults aged 18+, 14 - 17 June 2024

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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?

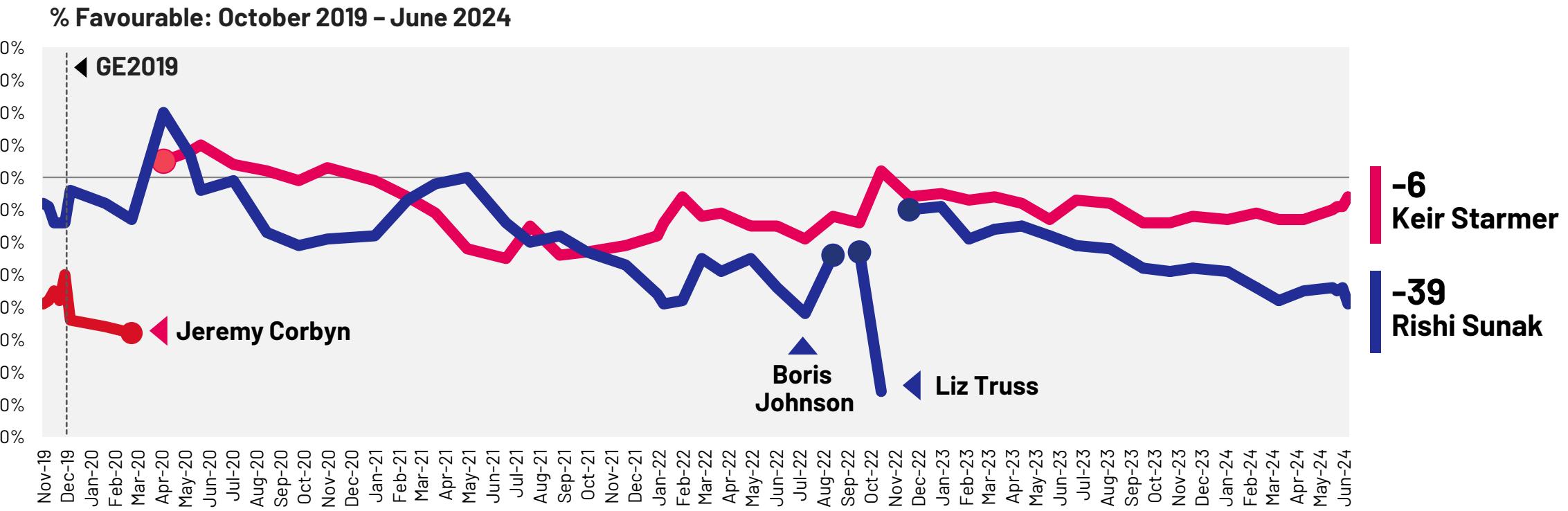


Base: 1,049 Online British adults aged 18+, 14 - 17 June 2024

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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?

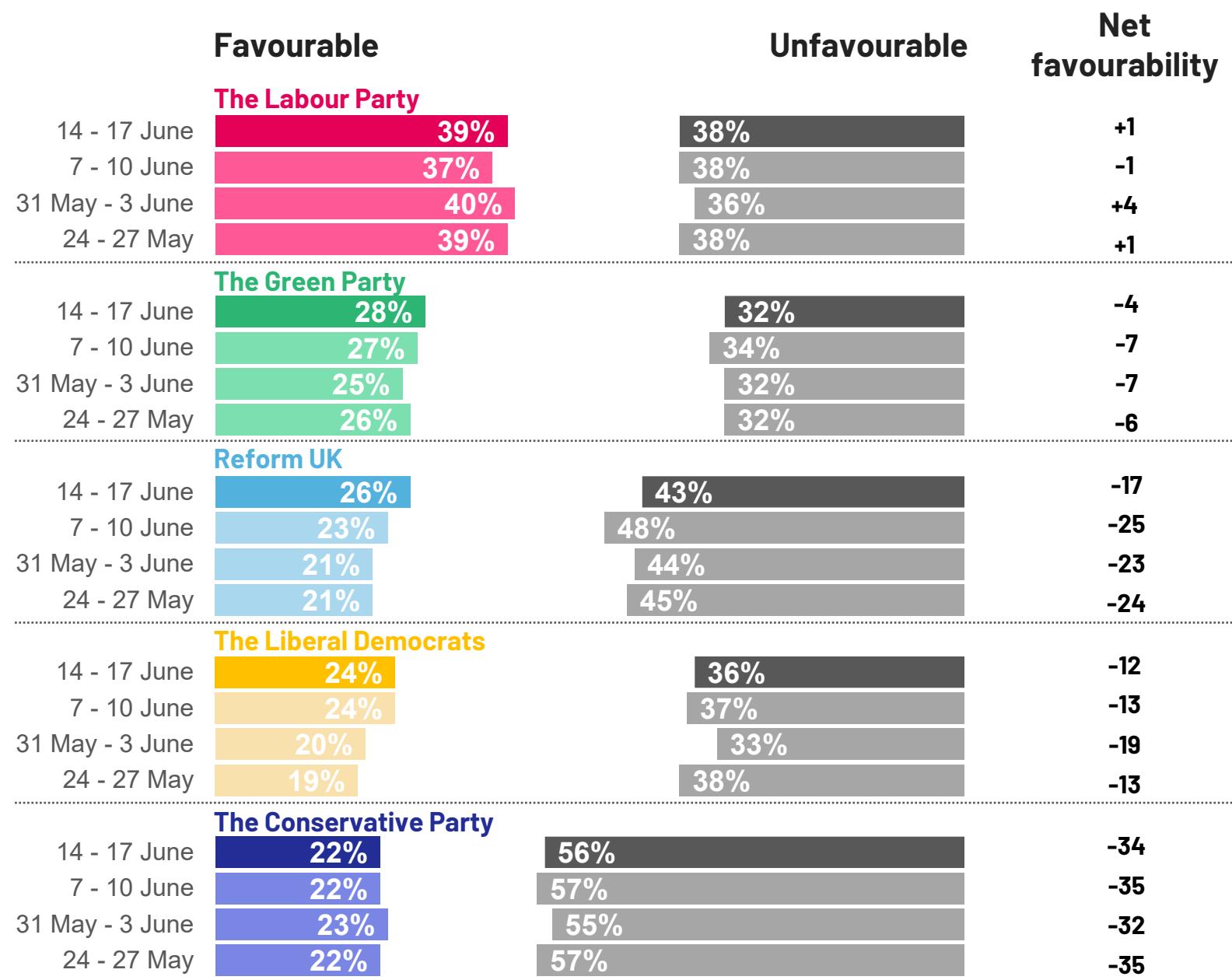


Base: 1,049 Online British adults aged 18+, 14 - 17 June 2024

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Favourability towards political parties

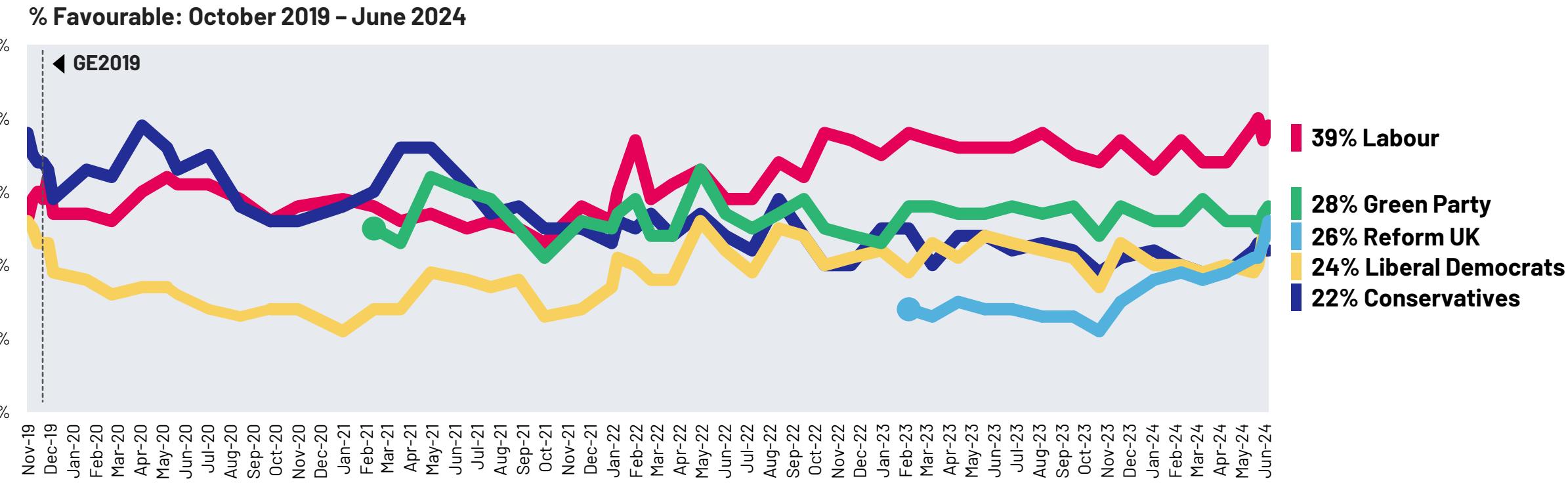
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties?



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

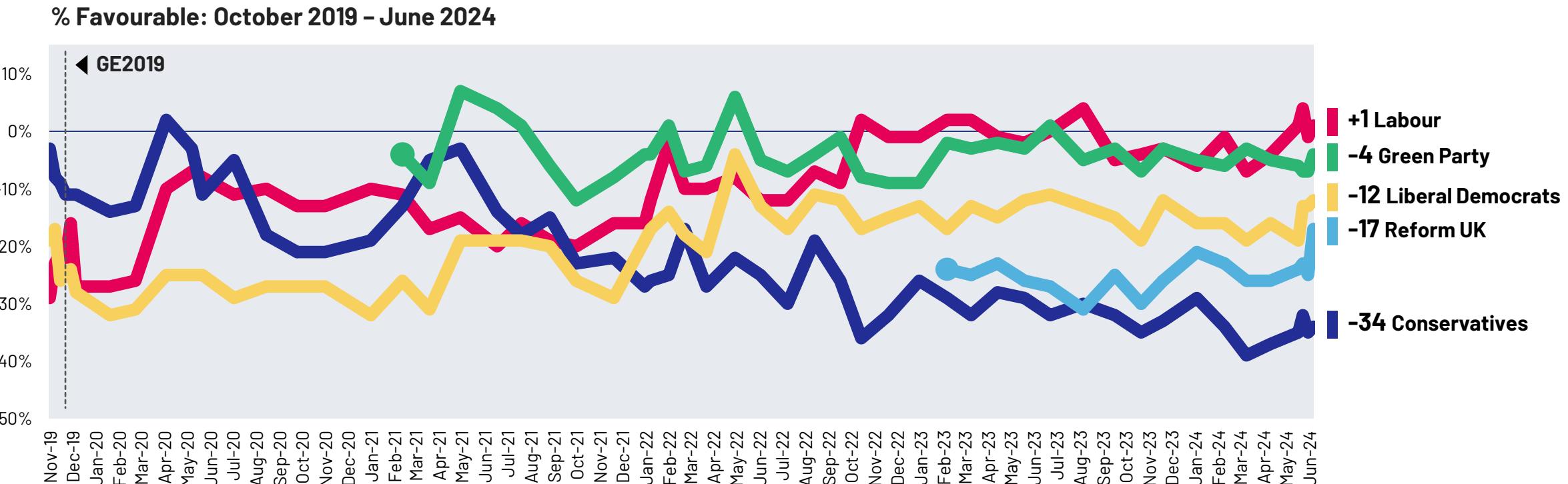


Base: 1,049 Online British adults aged 18+, 14 - 17 June 2024

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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?



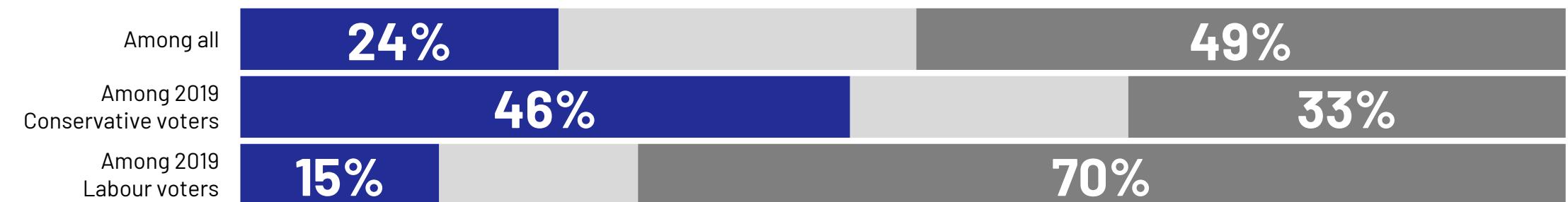
Base: 1,049 Online British adults aged 18+, 14 - 17 June 2024

Conservative Party favourability: With and without Farage as leader

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



Please now imagine that Nigel Farage became leader of the Conservative Party. In that situation, to what extent, if at all, would you have a favourable or unfavourable opinion of the Conservative Party?

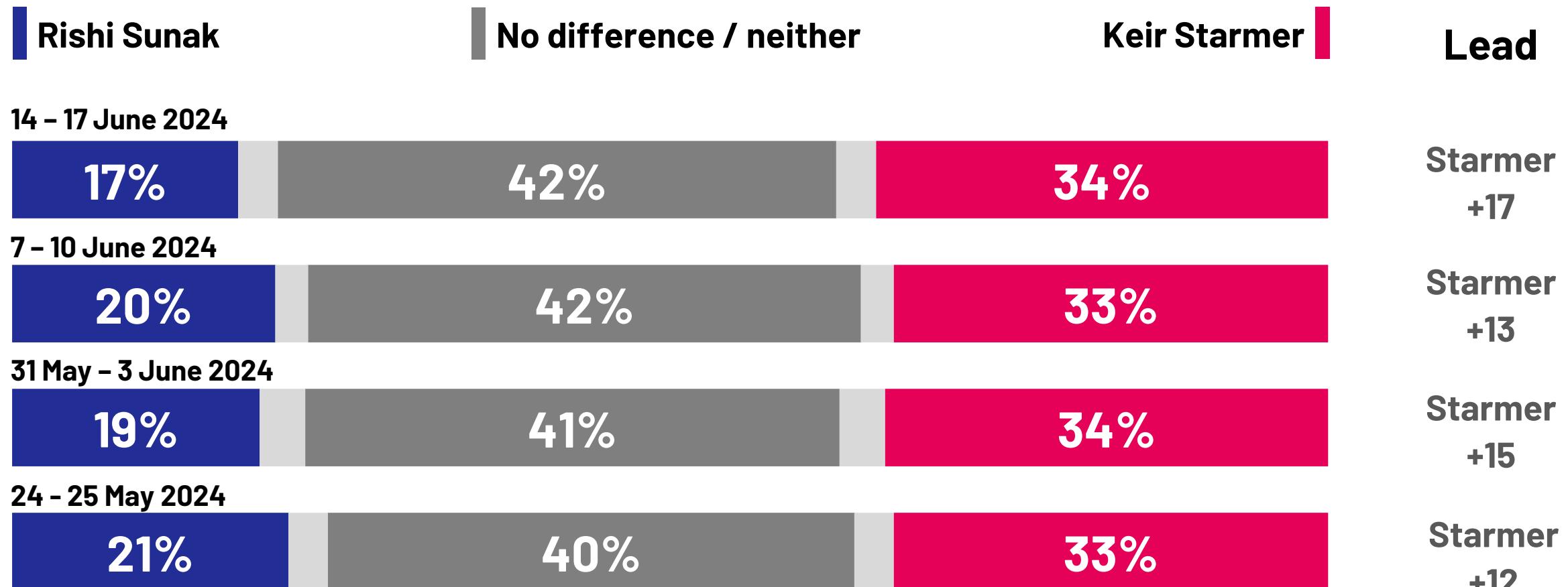


Base: 1,049 Online British adults aged 18+, including (316) 2019 Conservative voters and (254) 2019 Labour voters, 14 - 17 June 2024

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Who would make a better Prime Minister?

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

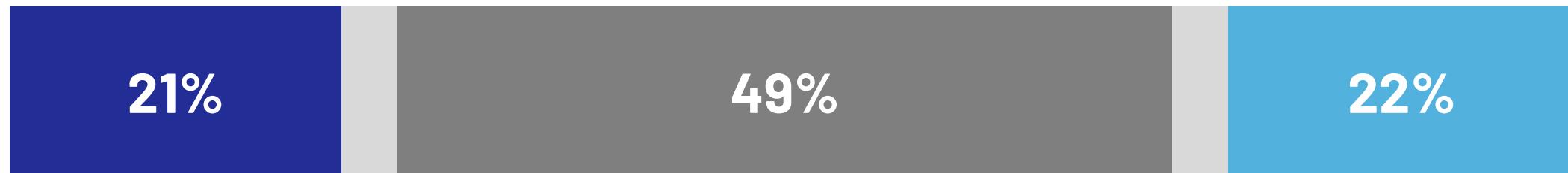


Base: 1,049 Online British adults aged 18+, 14 - 17 June 2024

Who would make a better Prime Minister?

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

Rishi Sunak **No difference / neither** **Nigel Farage**



Keir Starmer **No difference / neither** **Nigel Farage**



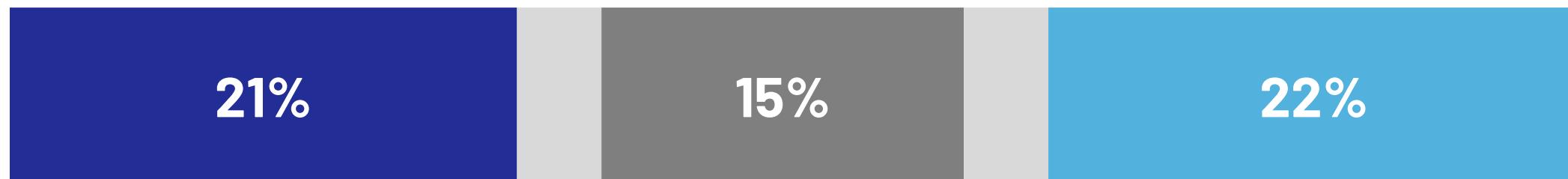
Base: 1,049 Online British adults aged 18+, 14 - 17 June 2024

Who would make a better Prime Minister? Sunak vs Farage

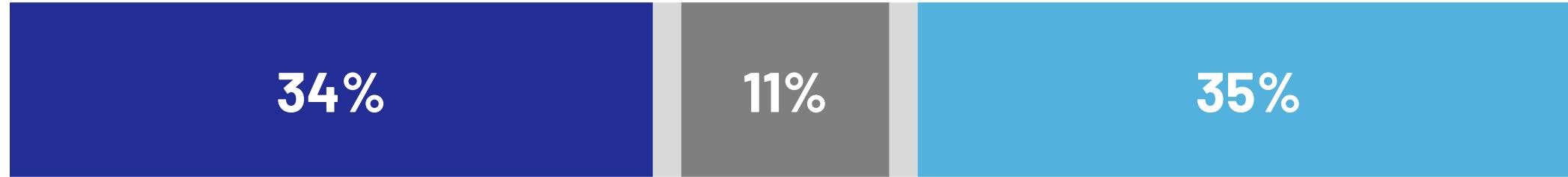
And which of the following, if either, do you think would make a better Prime Minister?

Rishi Sunak No difference / neither Nigel Farage

Among all



Among 2019 Conservative voters



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

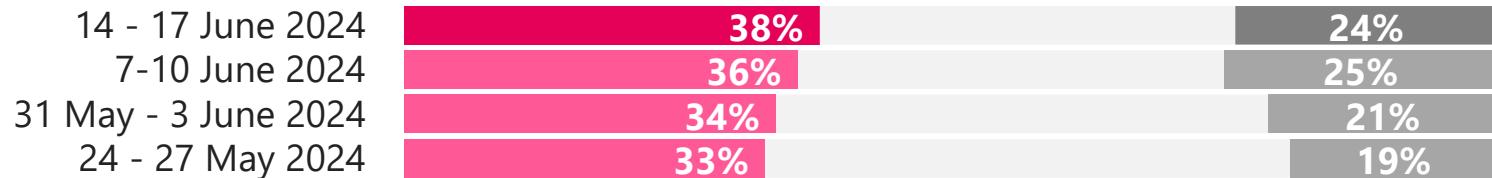
Good or bad campaign?

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?

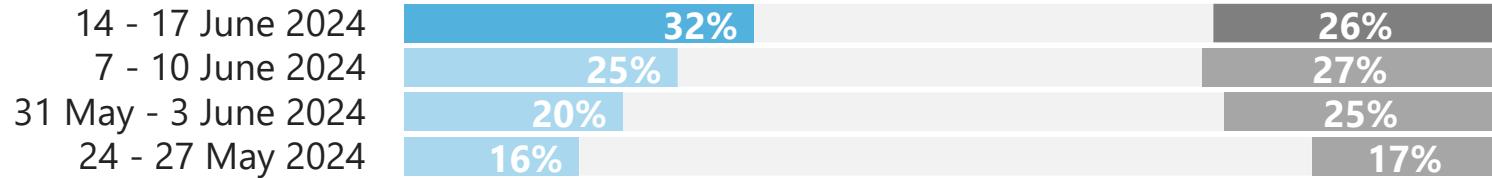
Base: 1,049 Online British adults aged 18+, 14 - 17 June 2024

A good campaign

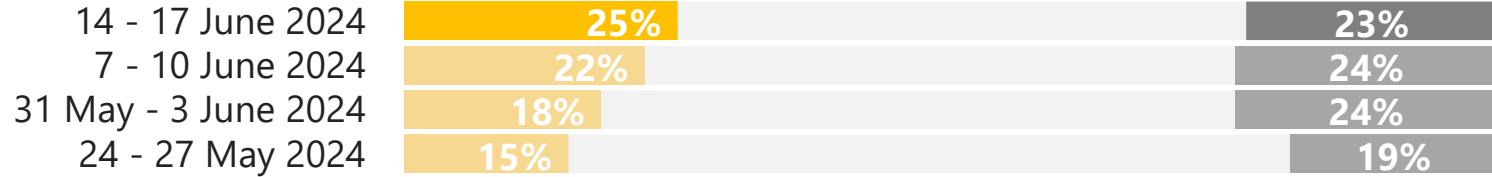
The Labour Party



Reform UK



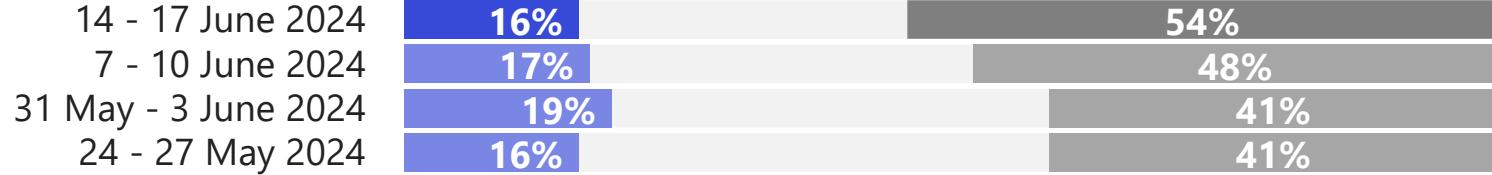
The Liberal Democrats



The Green Party



The Conservative Party

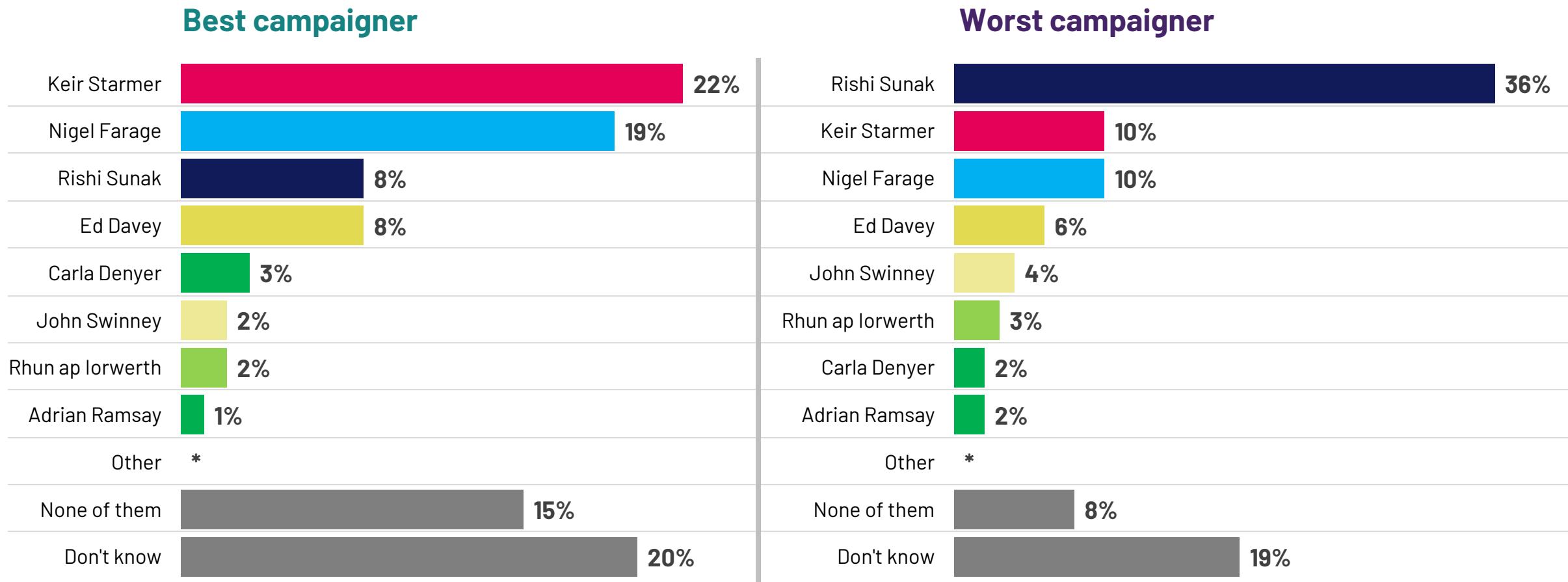


A bad campaign



Who has been the best campaigner so far?

From what you might have seen or heard so far during this General Election campaign, which party leader, if any, do you think has been the best/ worst campaigner so far?



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

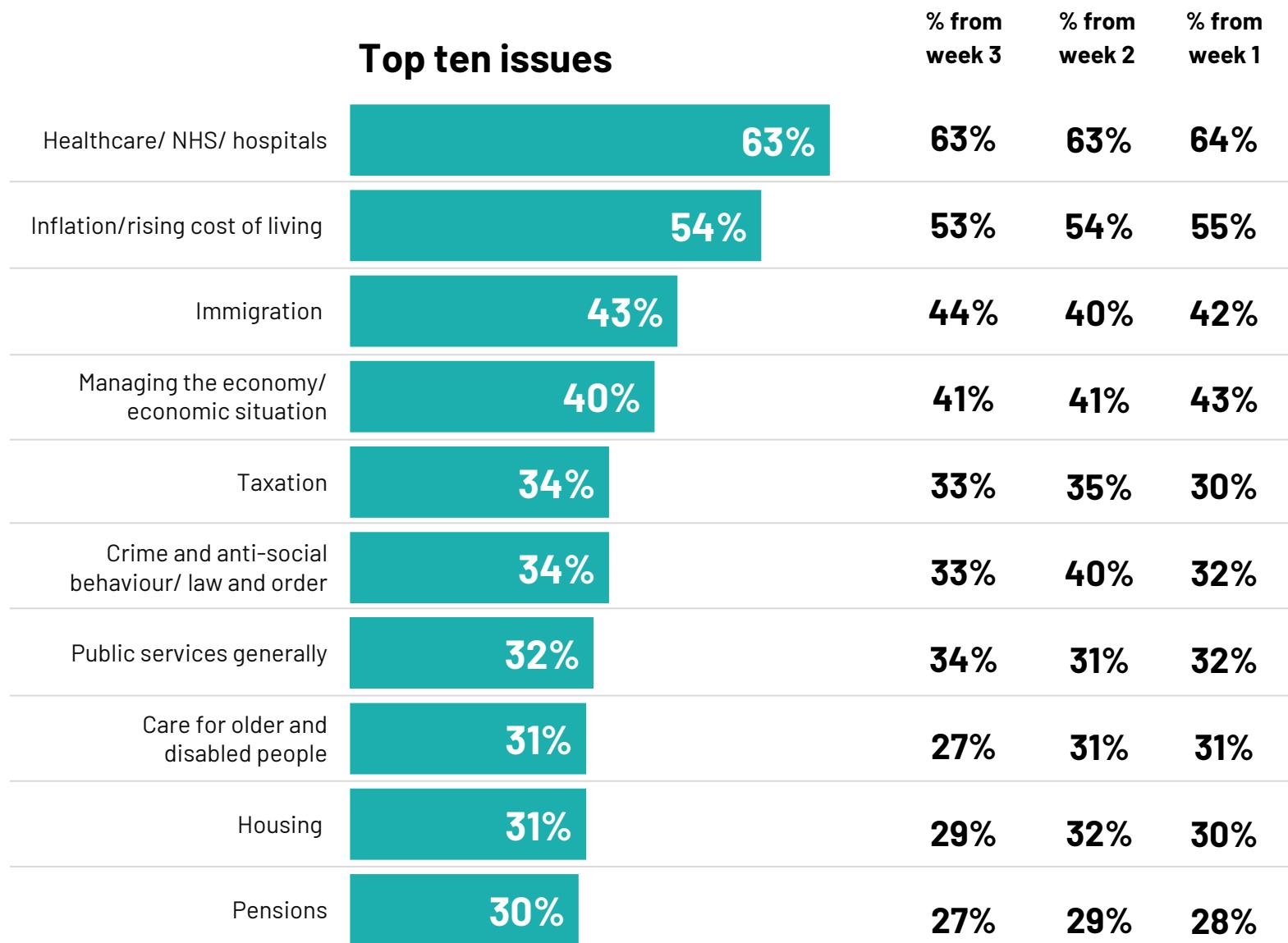
ISSUES FOR THE NEXT GENERAL ELECTION



Which issues will help decide your vote?

As you may be aware, Prime Minister Rishi Sunak has called a General Election for Thursday July 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?

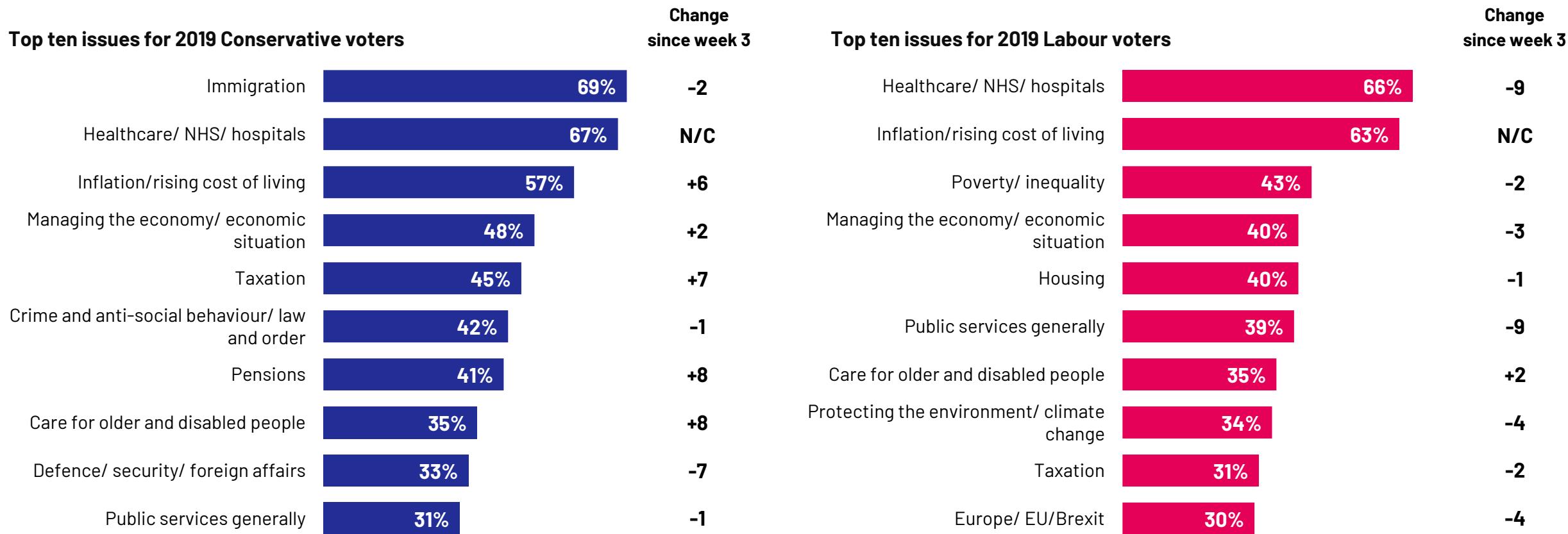
Top ten issues



Base: 1,049 Online British adults aged 18+, 14 - 17 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: 1,049 Online British adults aged 18+, including (316) 2019 Conservative voters and (254) 2019 Labour voters, 14 – 17 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 3	Top ten issues for those aged 35-54		Change since week 3	Top ten issues for those aged 55+		Change since week 3
Inflation/rising cost of living	54%	+4	Healthcare/ NHS/ hospitals	62%	+6	Healthcare/ NHS/ hospitals	72%	-3
Healthcare/ NHS/ hospitals	51%	-2	Inflation/rising cost of living	52%	-6	Inflation/rising cost of living	56%	+6
Housing	40%	+3	Immigration	42%	+5	Immigration	55%	-6
Managing the economy/ economic situation	35%	+4	Managing the economy/ economic situation	40%	+5	Pensions	49%	+10
Taxation	31%	-3	Taxation	36%	+3	Care for older and disabled people	47%	+8
Poverty/ inequality	30%	-3	Public services generally	31%	N/C	Managing the economy/ economic situation	45%	-7
Protecting the environment/ climate change	28%	-4	Poverty/Inequality	31%	+6	Crime and anti-social behaviour/ law and order	42%	+3
Education/ schools	28%	+2	Crime and anti-social behaviour/ law and order	30%	+1	Public services generally	37%	-7
Crime and anti-social behaviour/ law and order	27%	N/C	Education/ schools	28%	+2	Taxation	36%	+3
Unemployment	27%	N/C	Protecting the environment/ climate change	26%	+1	Defence/ security/ foreign affairs	31%	-6
			Housing	24%	-1			

Base: 1,049 Online British adults 18+, including 18-34-year-olds (290), 35-54s (367), 55+ (392), 14 - 17 June 2024

DIRECTION OF THE COUNTRY

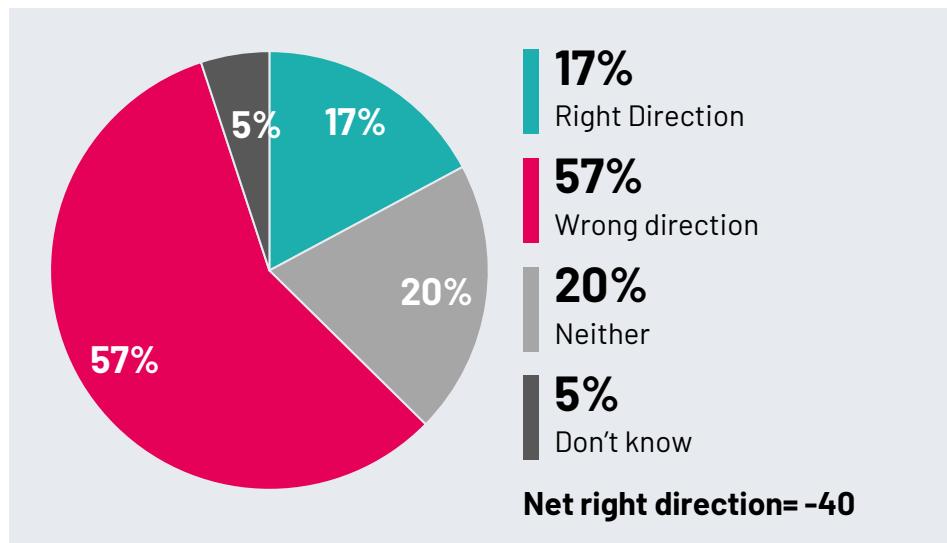
June 2024



Direction of the country

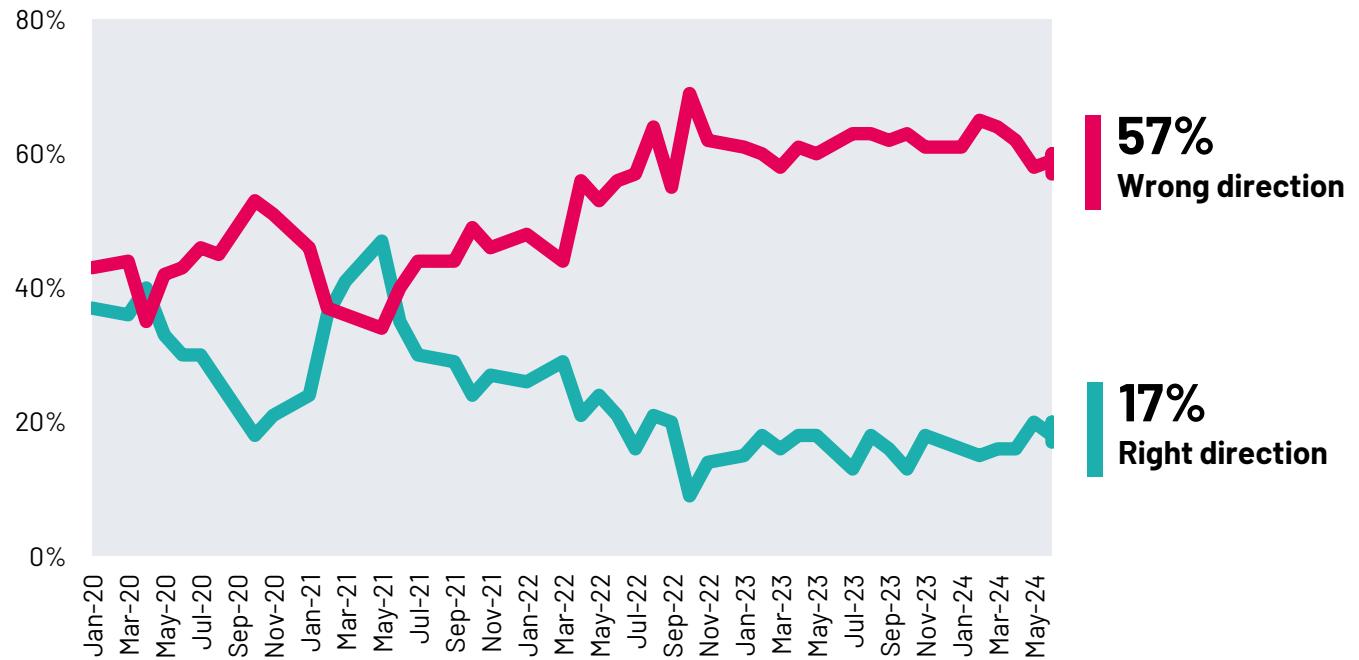
Generally speaking, do you think things in Great Britain are heading in the right direction or wrong direction?

June 2024



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

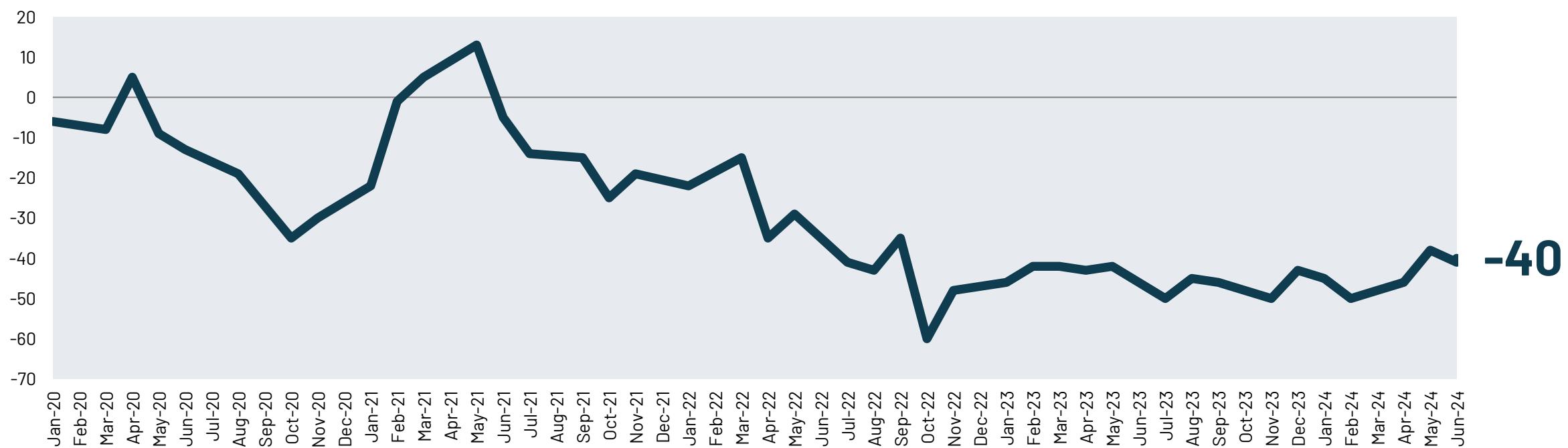
January 2020 – June 2024



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

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