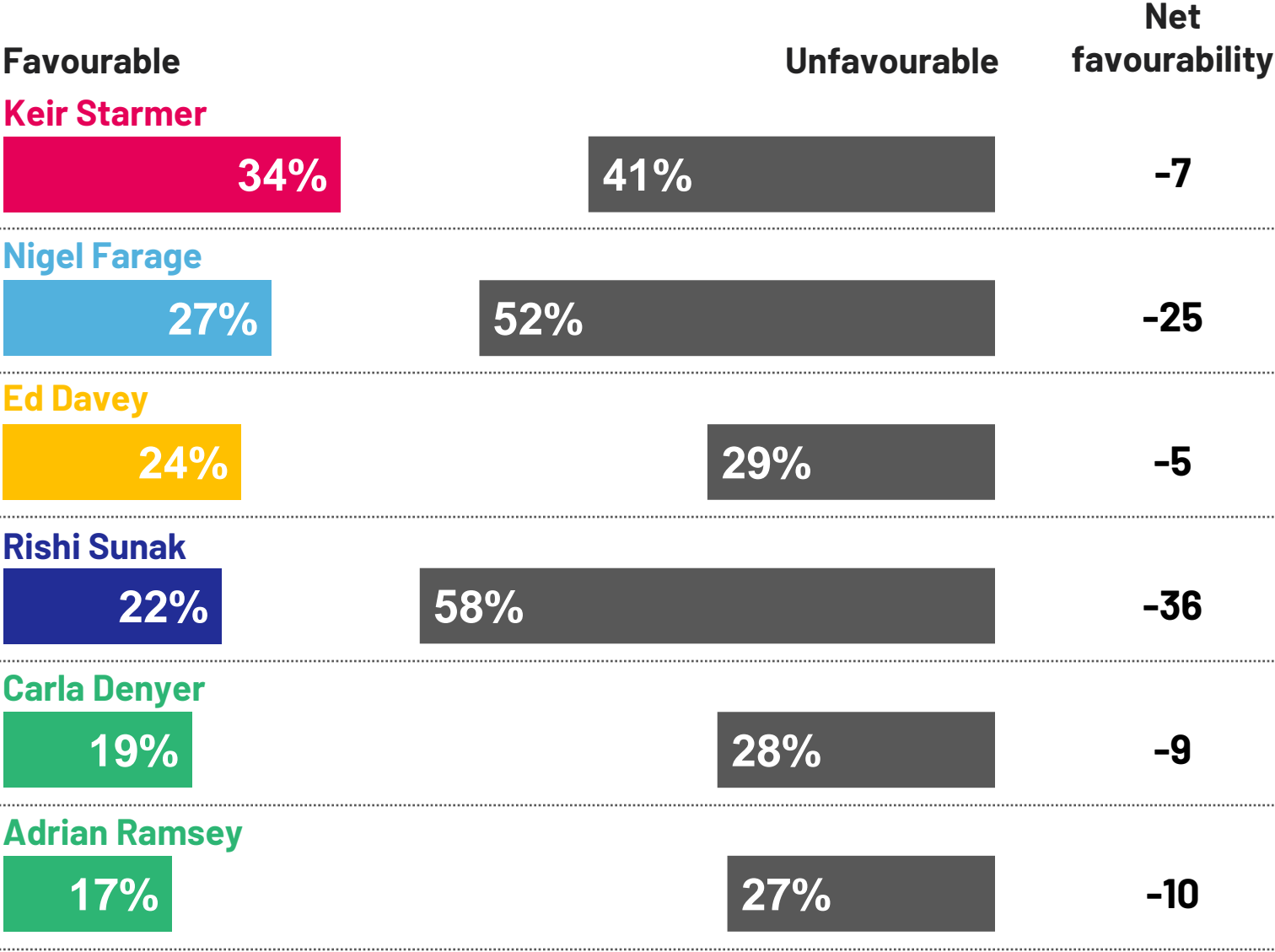


# IPSOS UK GENERAL ELECTION 2024 CAMPAIGN TRACKER

July 2024

# Favourability towards politicians

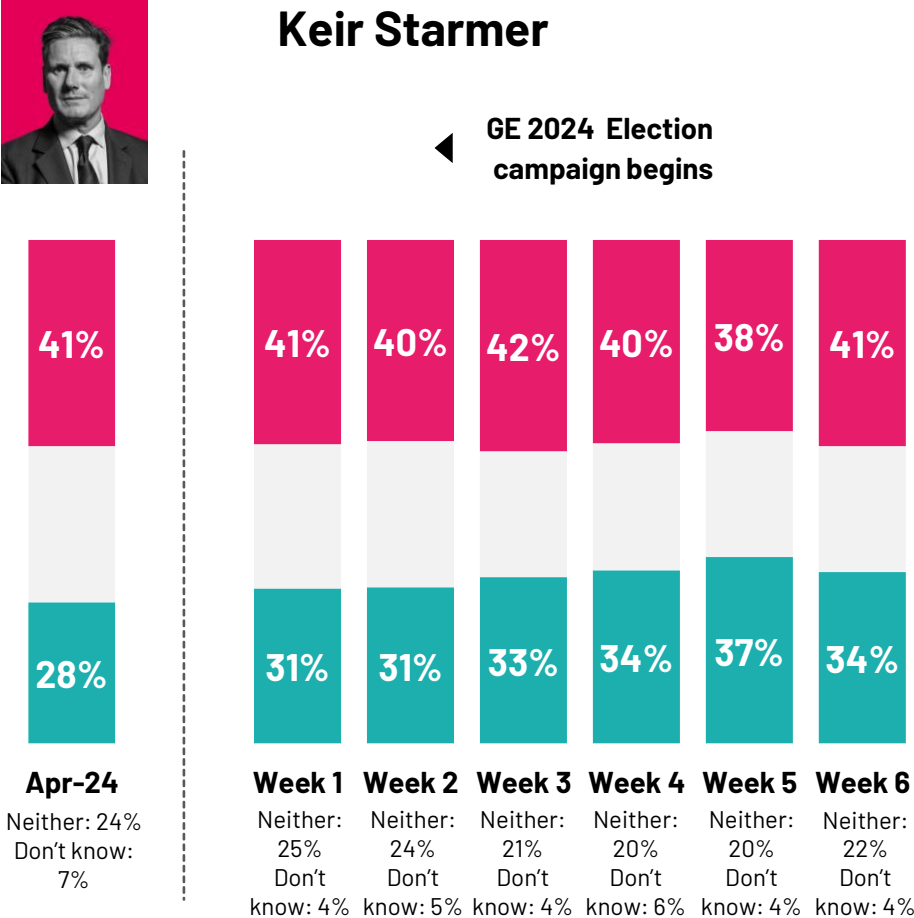
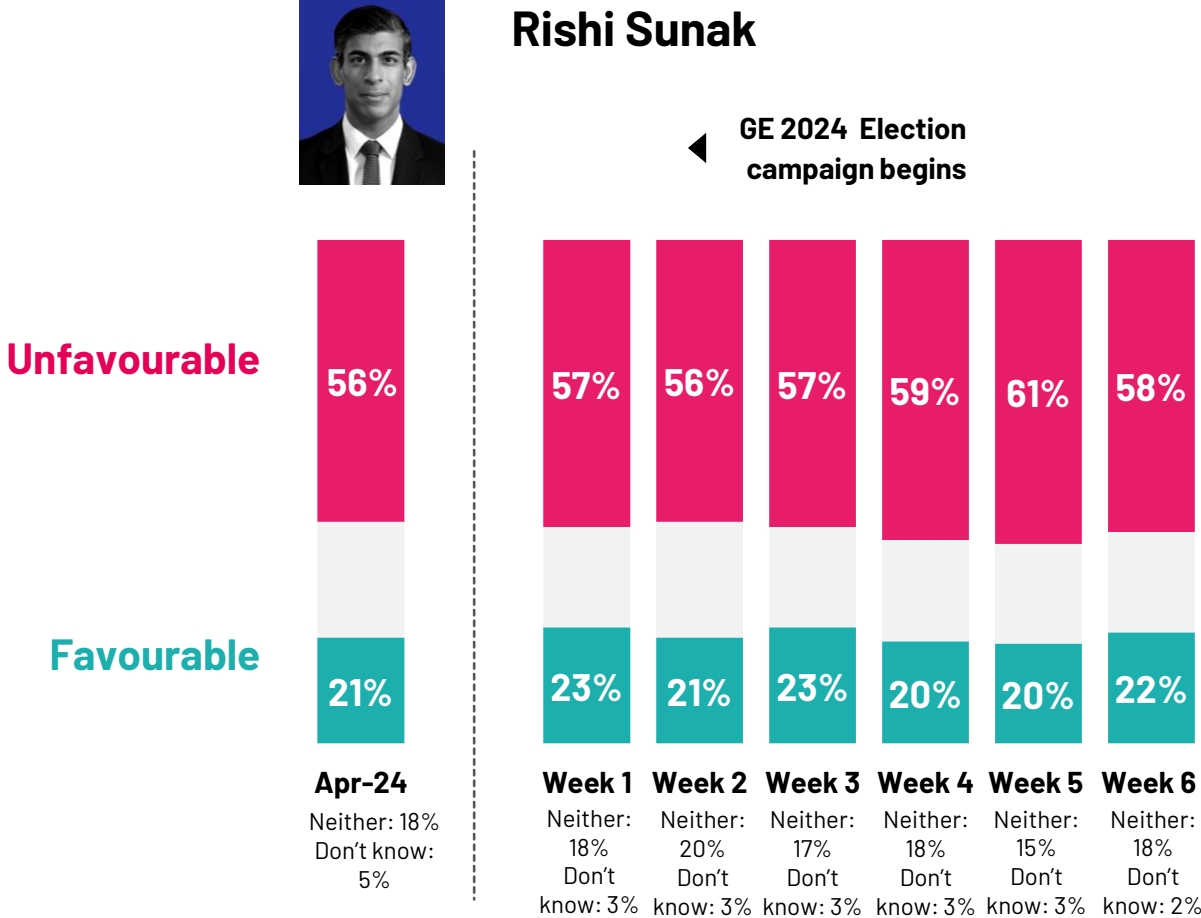
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties?



Base: 1,059 Online British adults aged 18+, 26 – 27<sup>th</sup> June 2024

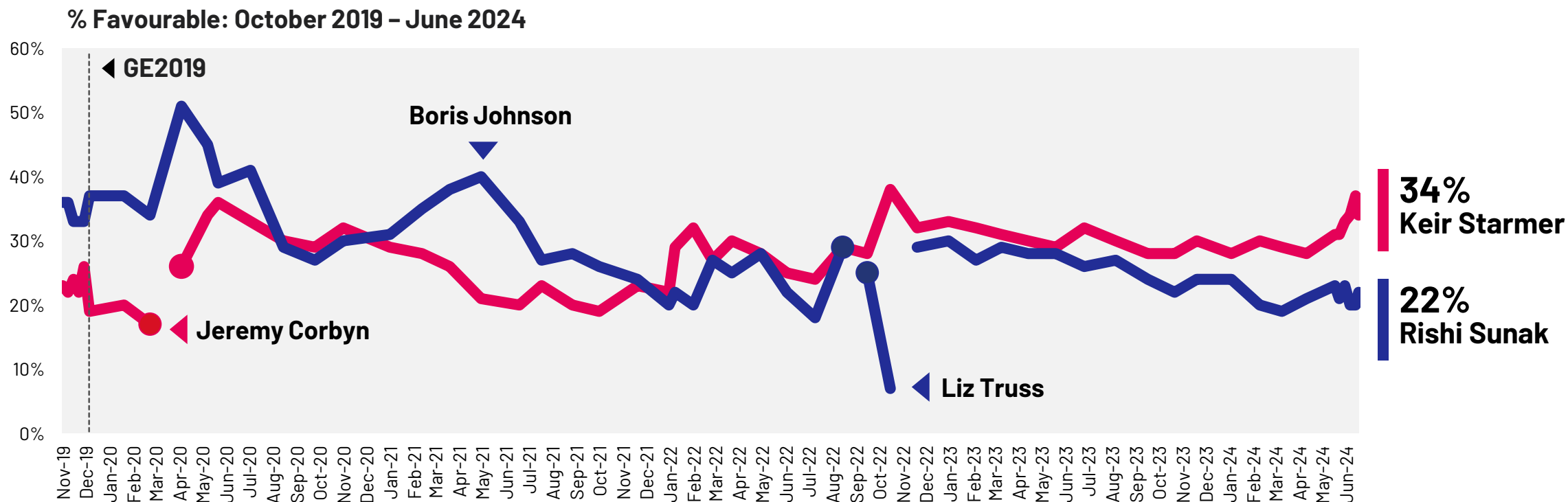
# Favourability with Sunak and Starmer

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



# Favourability: Conservative leader vs Labour leader

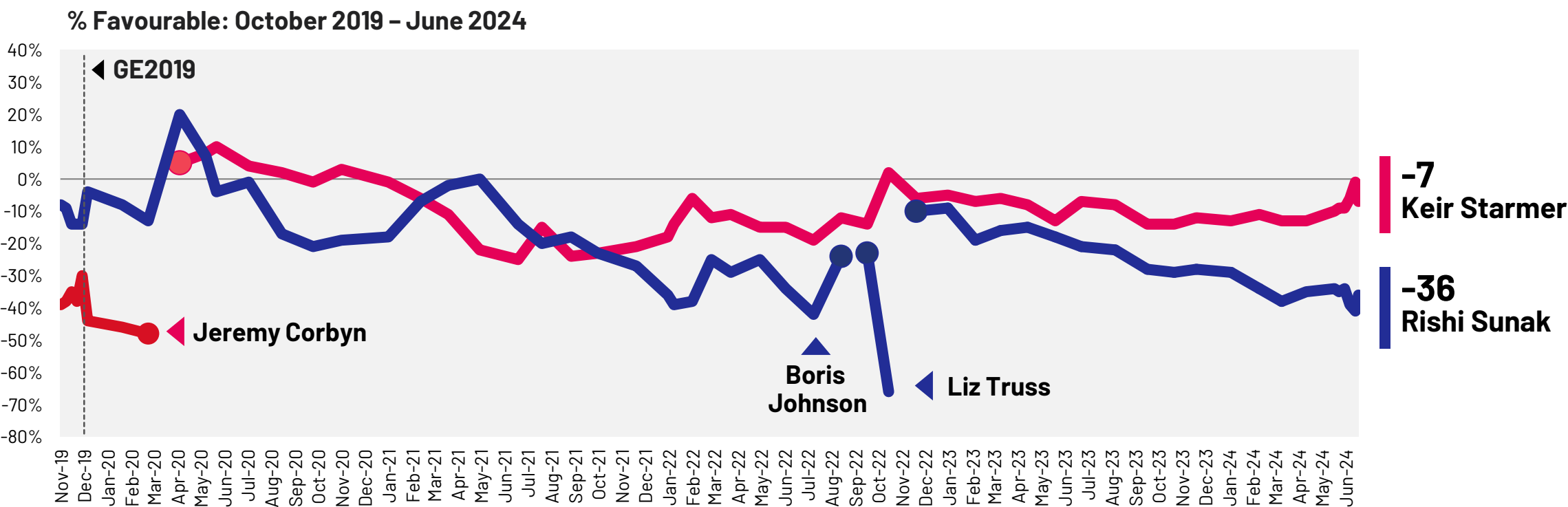
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties?



Base: 1,059 Online British adults aged 18+, 26 – 27<sup>th</sup> 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?



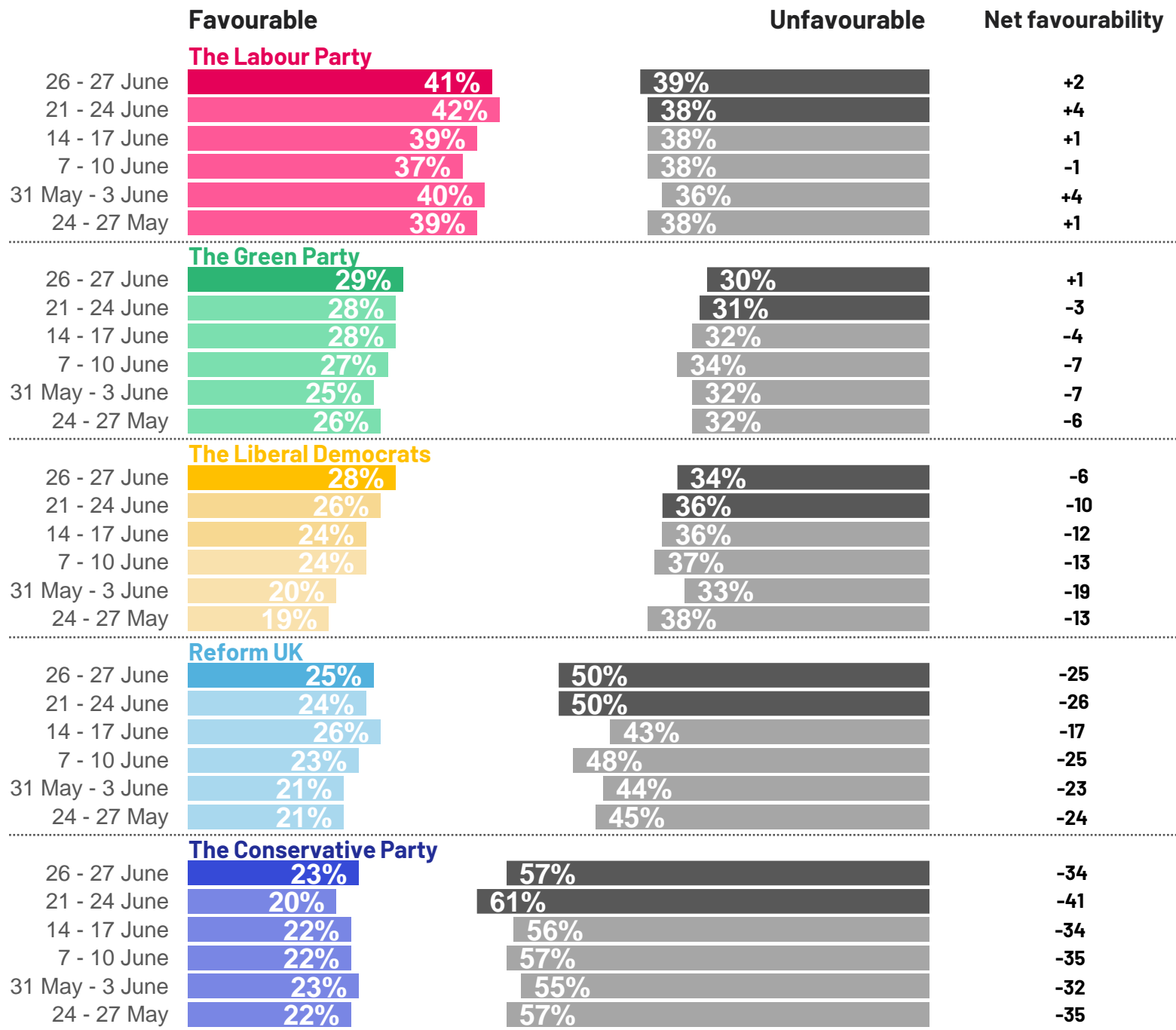
Base: 1,059 Online British adults aged 18+, 26 – 27<sup>th</sup> June 2024

# 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?

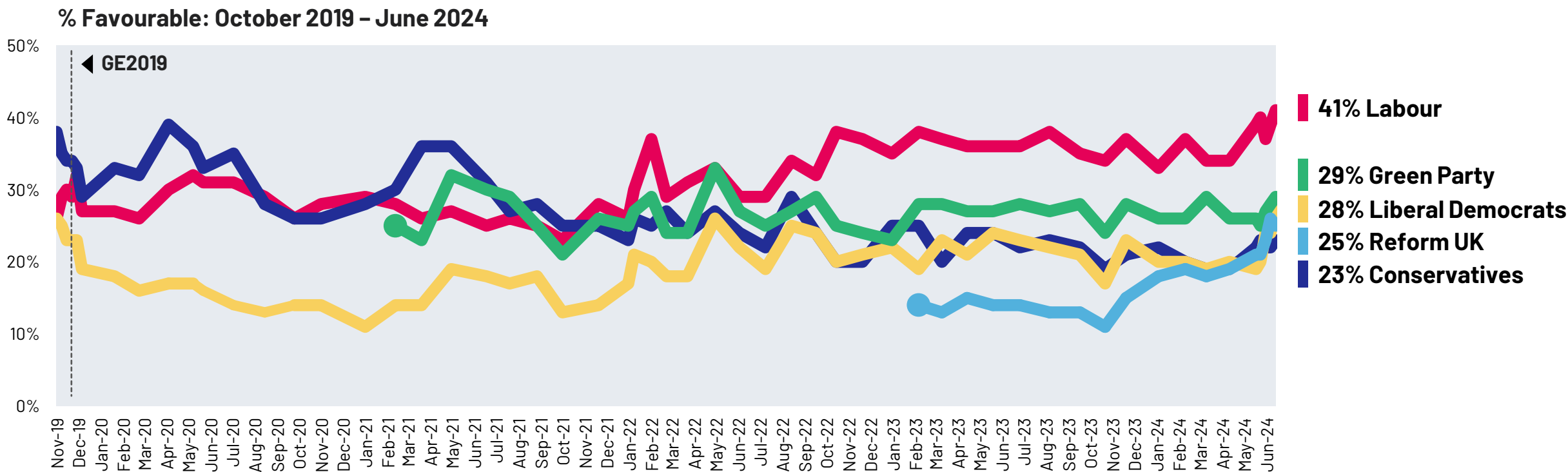
Base: 1,059 Online British adults aged 18+, 26 - 27<sup>th</sup> June 2024

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# Political parties: Favourability

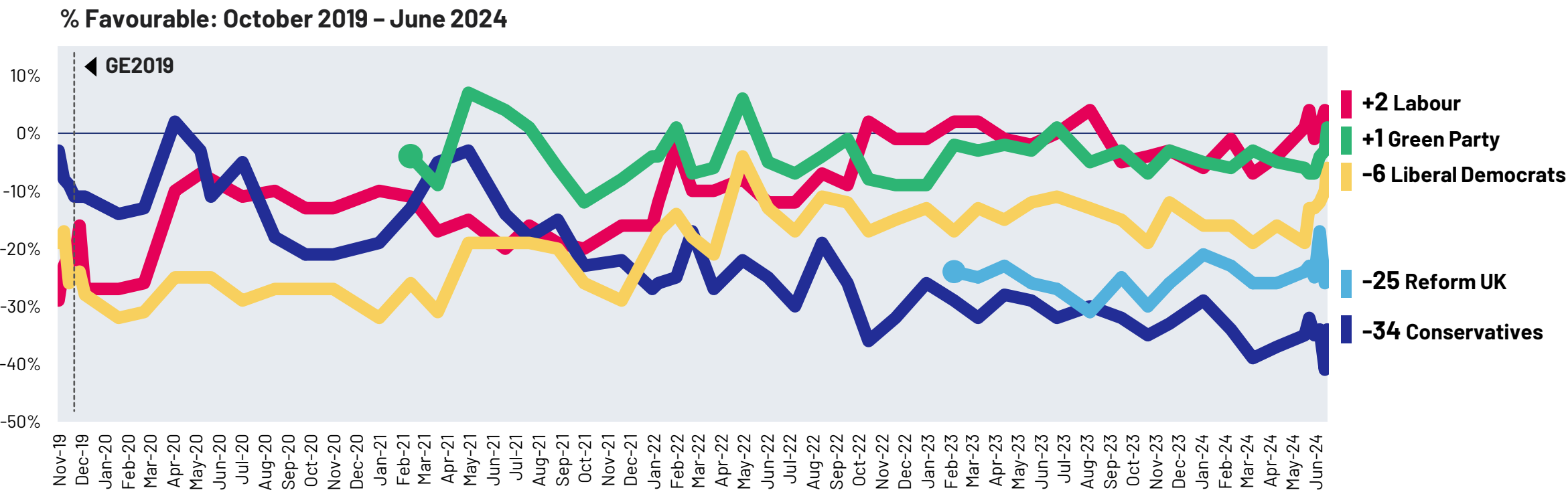
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties?



Base: 1,059 Online British adults aged 18+, 26 – 27<sup>th</sup> 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?

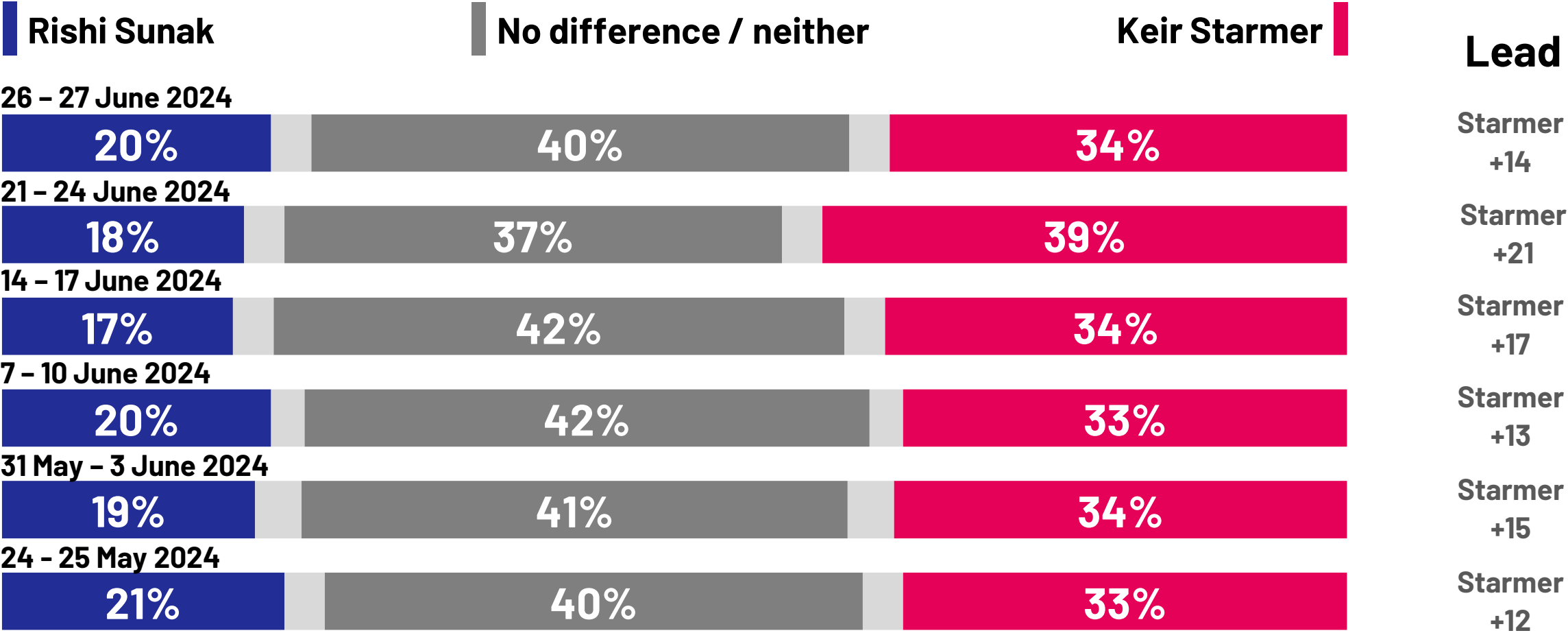


Base: 1,059 Online British adults aged 18+, 26 – 27<sup>th</sup> June 2024



# Who would make a better Prime Minister?

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



Base: 1,059 Online British adults aged 18+, 26 – 27<sup>th</sup> 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?

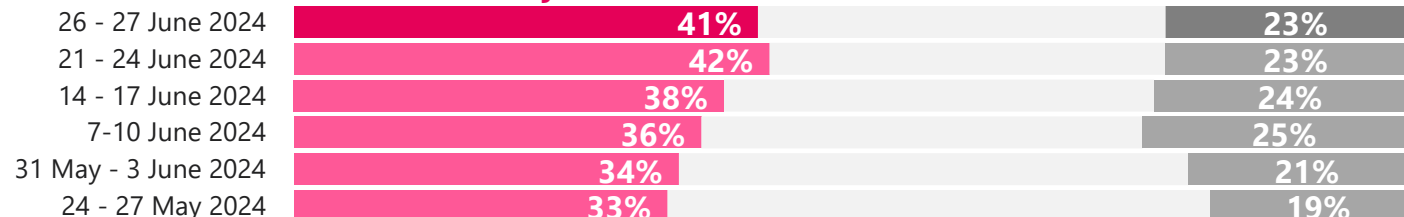
Base: 1,059 Online British adults aged 18+, 26 - 27<sup>th</sup> June 2024

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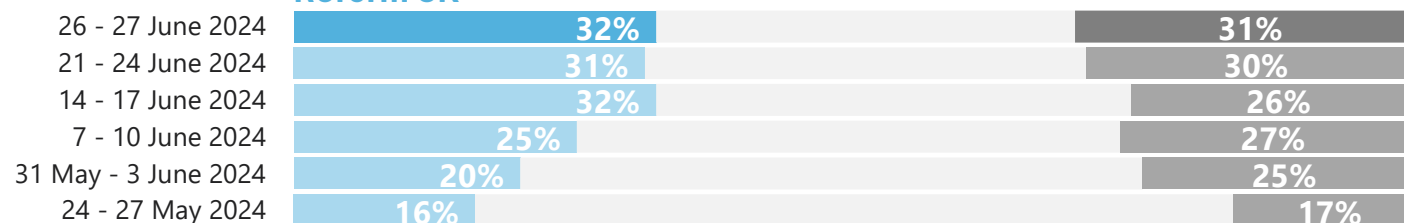
## A good campaign

## A bad campaign

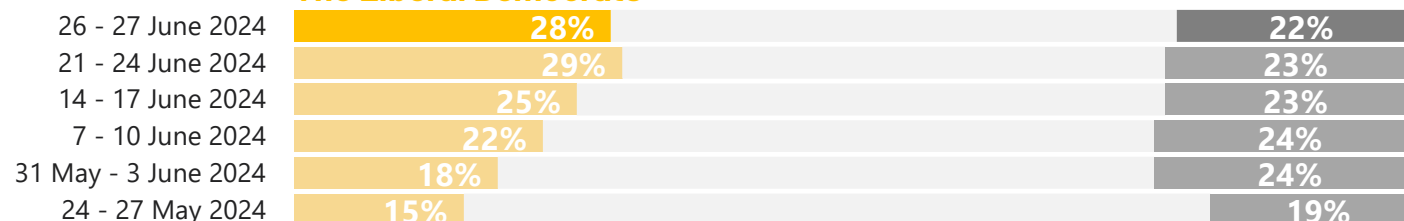
### The Labour Party



### Reform UK



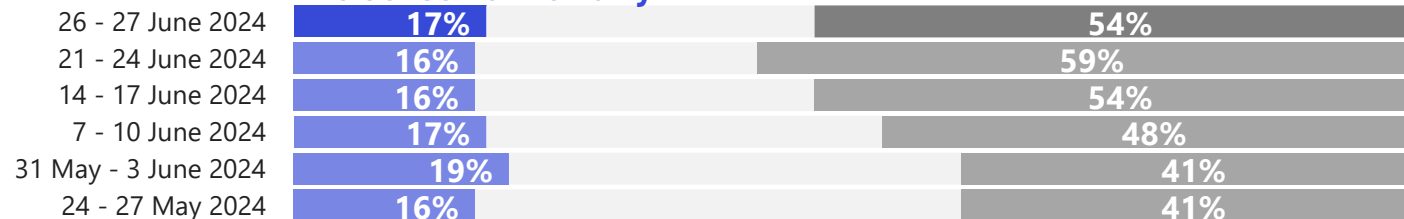
### The Liberal Democrats



### The Green Party



### The Conservative Party



# ISSUES FOR THE NEXT GENERAL ELECTION



# Which issues will help decide your vote?

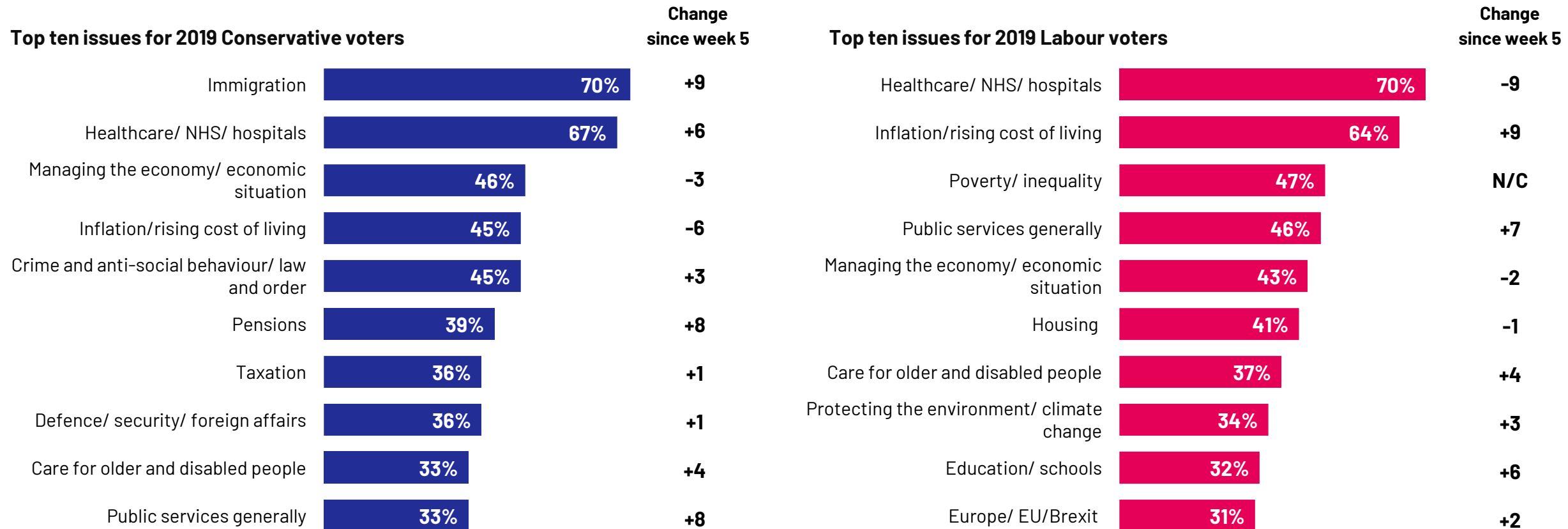
As you may be aware, Prime Minister Rishi Sunak has called a General Election for Thursday July 4<sup>th</sup>. Looking ahead to the General Election, which, if any, issues do you think will be very important to you in helping you decide which party to vote for?

Top ten issues		% from week 5	% from week 4	% from week 3	% from week 2	% from week 1
Healthcare/ NHS/ hospitals	65%	63%	63%	63%	63%	64%
Inflation/rising cost of living	52%	53%	54%	53%	54%	55%
Immigration	43%	39%	43%	44%	40%	42%
Managing the economy/ economic situation	42%	40%	40%	41%	41%	43%
Crime and anti-social behaviour/ law and order	35%	29%	34%	33%	40%	32%
Public services generally	34%	29%	32%	34%	31%	32%
Taxation	33%	31%	34%	33%	35%	30%
Poverty/ inequality	31%	30%	29%	28%	32%	29%
Housing	31%	31%	31%	29%	32%	30%
Care for older and disabled people	31%	28%	31%	27%	31%	31%

**Base:** 1,059 Online British adults aged 18+, 26 – 27 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: 1,059 Online British adults aged 18+, including (315) 2019 Conservative voters and (274) 2019 Labour voters, 26 - 27 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			Top ten issues for those aged 35-54			Top ten issues for those aged 55+		
		Change since week 5			Change since week 5			Change since week 5
Healthcare/ NHS/ hospitals	54%	+3	Healthcare/ NHS/ hospitals	64%	N/C	Healthcare/ NHS/ hospitals	72%	+1
Inflation/rising cost of living	53%	+5	Inflation/rising cost of living	56%	-3	Immigration	59%	+6
Managing the economy/ economic situation	37%	+4	Managing the economy/ economic situation	40%	+4	Inflation/ rising cost of living	47%	-4
Housing	37%	-1	Immigration	35%	N/C	Managing the economy/ economic situation	46%	-4
Education/ schools	36%	+11	Taxation	34%	+5	Crime and anti-social behaviour/ law and order	45%	+9
Poverty/ inequality	33%	+2	Poverty/Inequality	34%	+1	Public services generally	42%	+8
Unemployment	30%	+5	Crime and anti-social behaviour/ law and order	33%	+5	Pensions	41%	+6
Taxation	30%	-5	Public services generally	33%	+4	Care for older and disabled people	40%	-4
Immigration	30%	+5	Housing	31%	N/C	Taxation	33%	+4
Protecting the environment/ climate change	28%	+8	Education/ schools	31%	+3	Defence/ security/ foreign affairs	33%	+7

Base: 1,059 Online British adults 18+, including 18-34-year-olds (317), 35-54s (357), 55+ (385), 26 - 27 June 2024

# DIRECTION OF THE COUNTRY

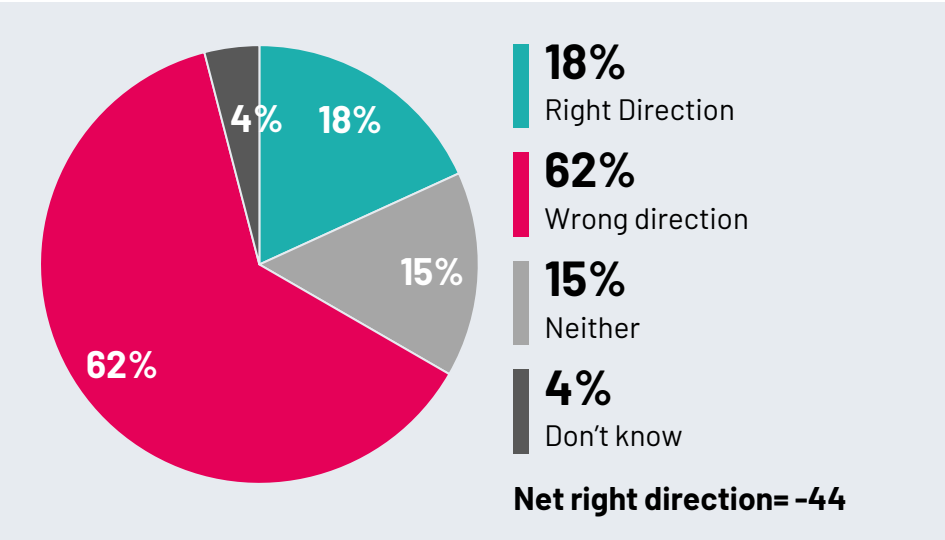
June 2024



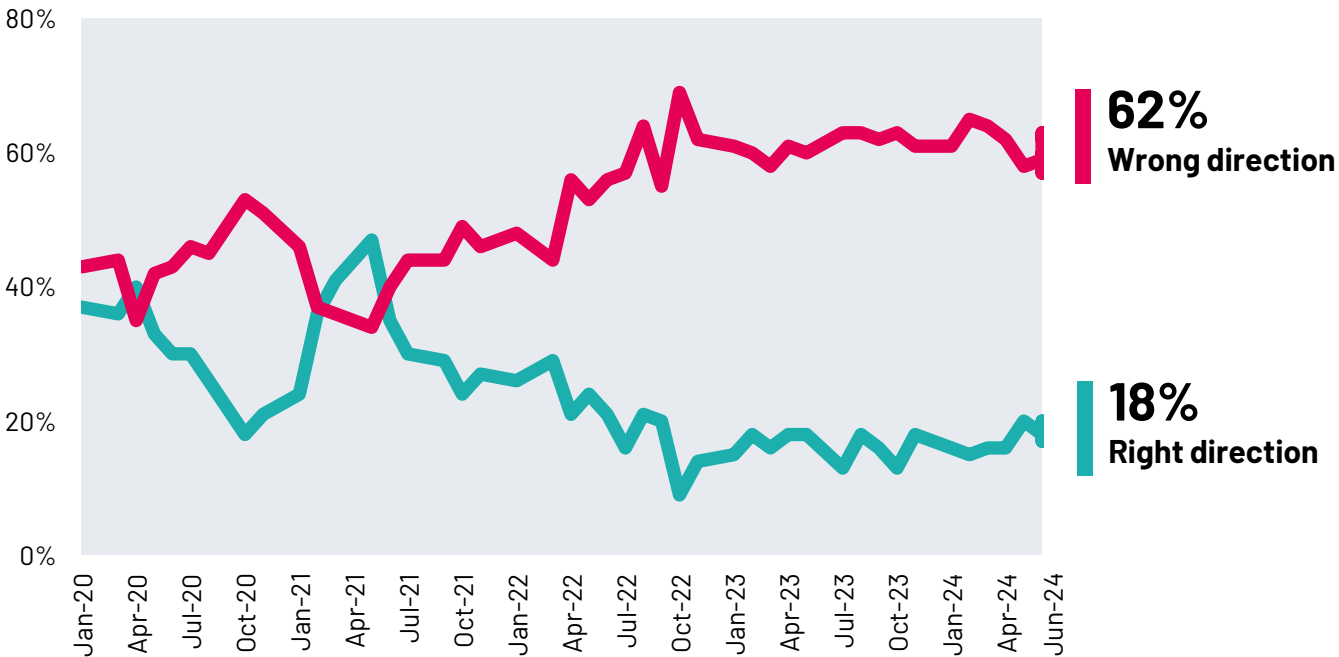
# Direction of the country

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

June 2024



January 2020 – June 2024



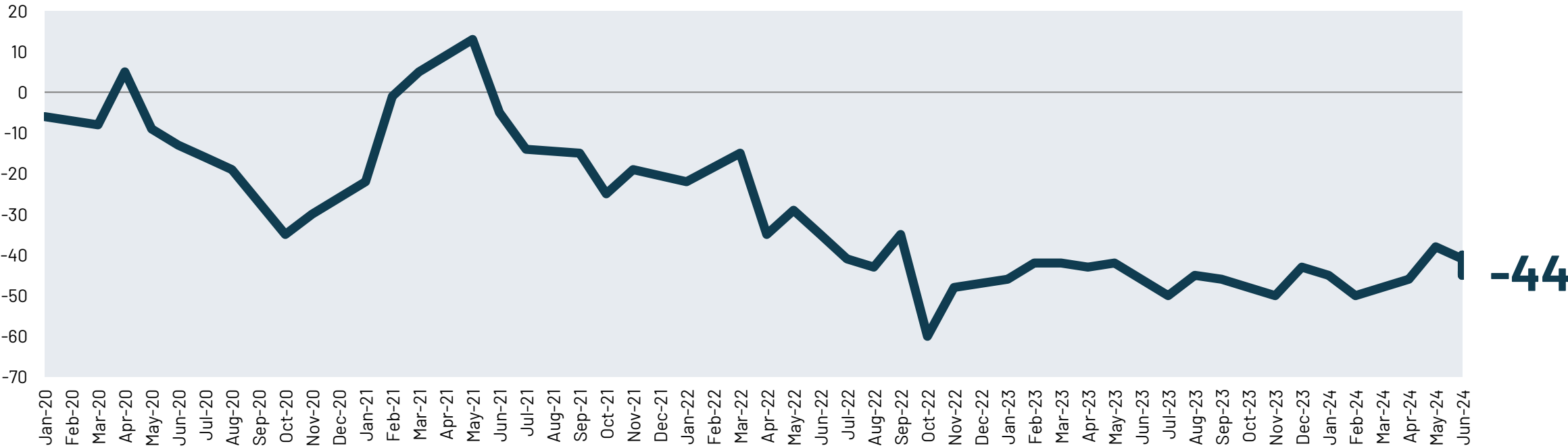
Base: 1,059 Online British adults aged 18+, 26 – 27<sup>th</sup> June 2024



# 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

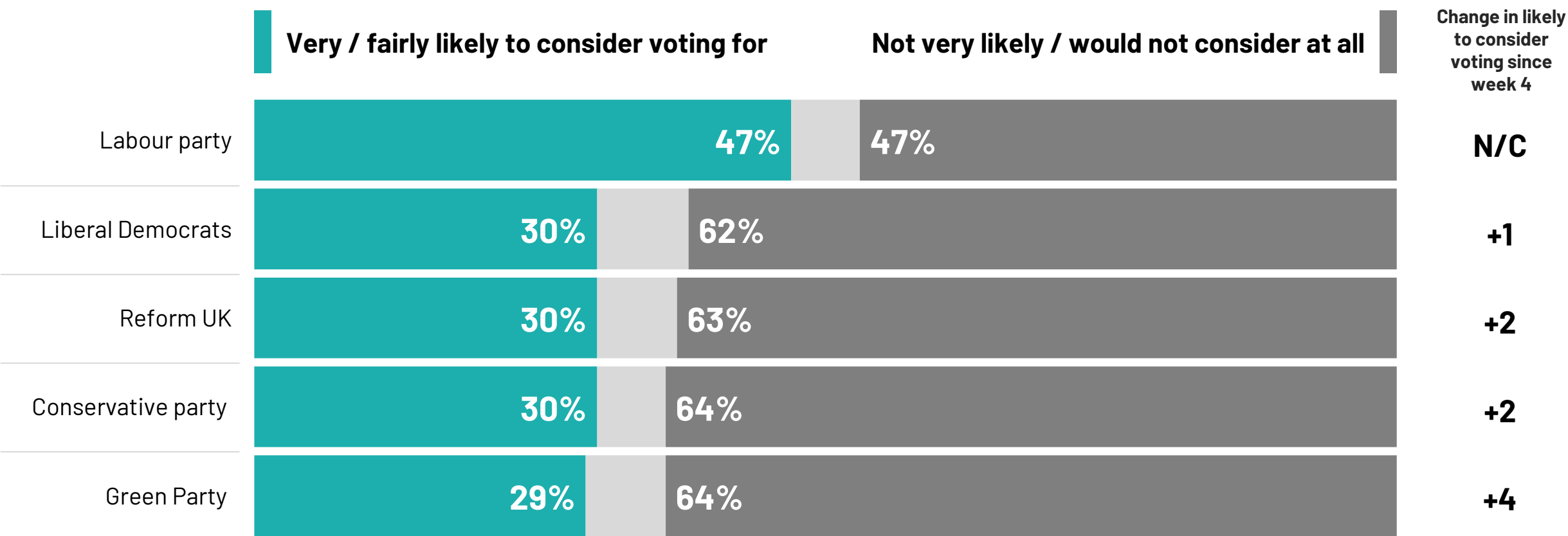


Base: 1,059 Online British adults aged 18+, 26 - 27<sup>th</sup> June 2024



# 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?



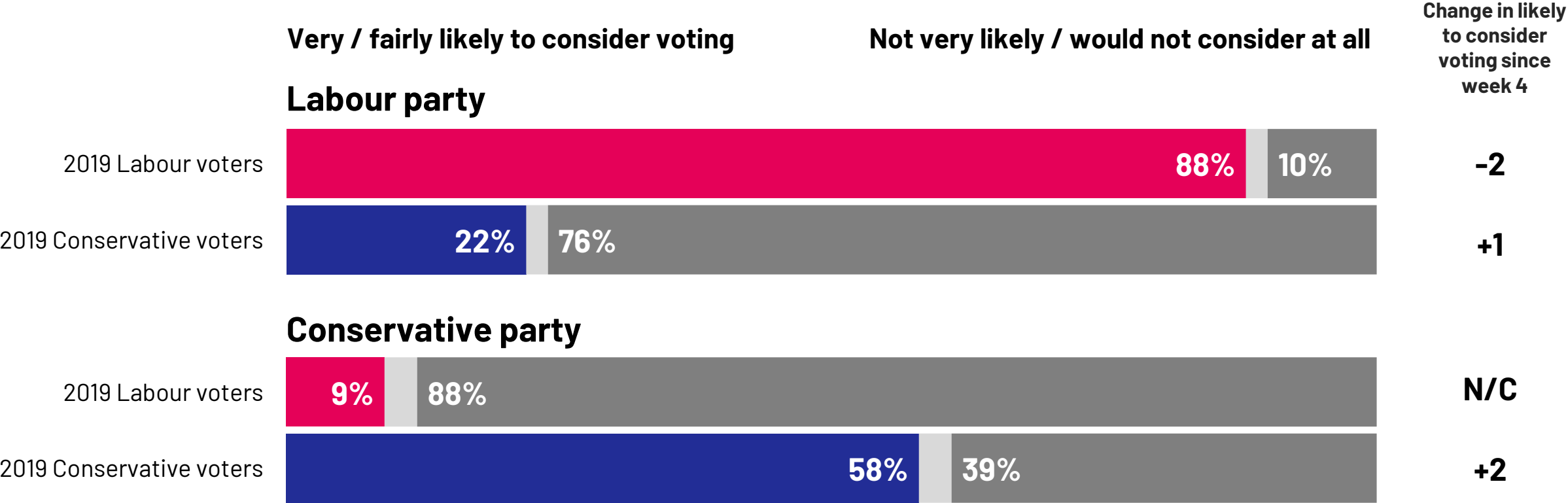
Base: 1,059 Online British adults aged 18+, 26 – 27<sup>th</sup> June 2024



# 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?

## By 2019 General Election vote



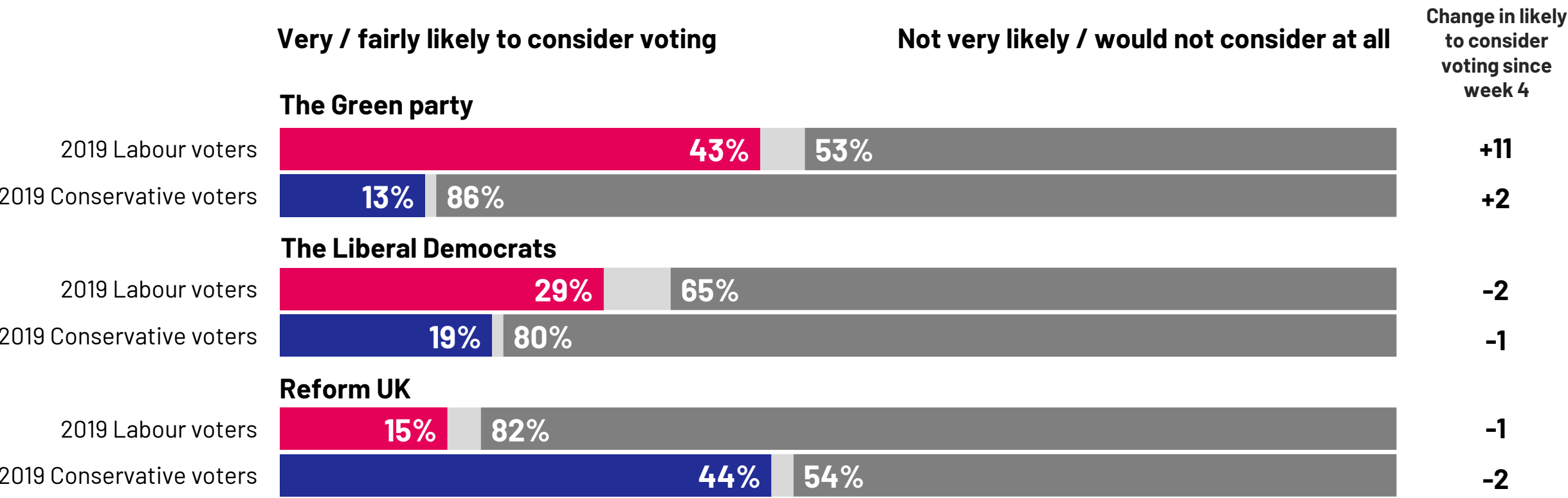
Base: 1,059 Online British adults aged 18+, including (315) 2019 Conservative voters and (274) 2019 Labour voters, 26 - 27 June 2024



# 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?

## By 2019 General Election vote

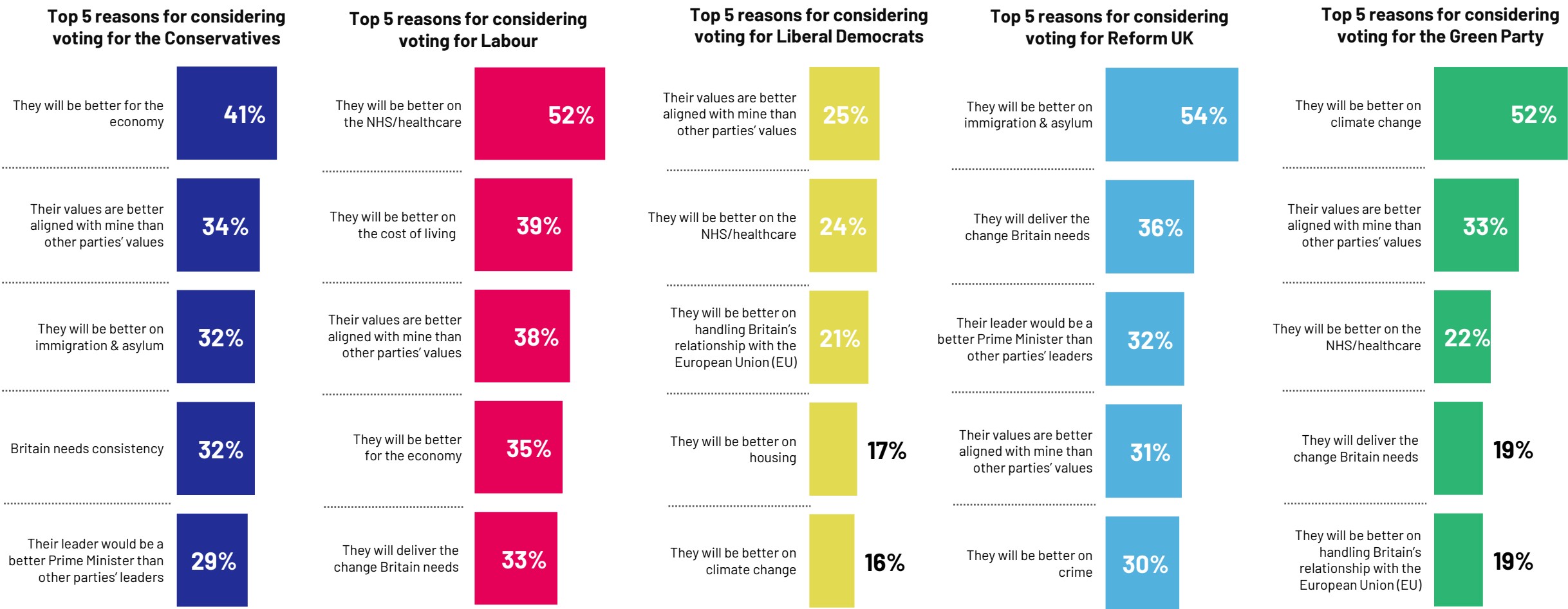


Base: 1,059 Online British adults aged 18+, including (315) 2019 Conservative voters and (274) 2019 Labour voters, 26 - 27 June 2024



# Reasons for considering to vote for a party

You mentioned you would consider voting for ... in the next General Election. Which of the following, if any, are the most important reasons you would consider voting for them? Please select all that apply.



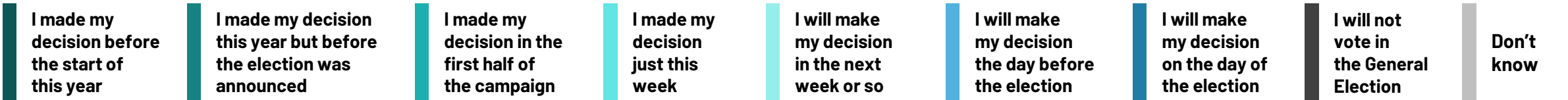
Base: 1,059 Online British adults aged 18+, including (541) who would consider voting for Labour, (307) who would consider voting for the Conservatives, (363) who would consider voting for the Liberal Democrats, (329) who would consider voting for the Green Party, and (305) who would consider voting for Reform UK, 26 – 27<sup>th</sup> June 2024

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# When did you decide how to vote in the General Election?

Which of the following best describes when you decided who you will vote for at this General Election, if you have made you decision yet?



## Among all



## Among 2019 Conservative voters



## Among 2019 Labour voters



Base: 1,059 Online British adults aged 18+, including (315) 2019 Conservative voters and (274) 2019 Labour voters, 26 - 27 June 2024

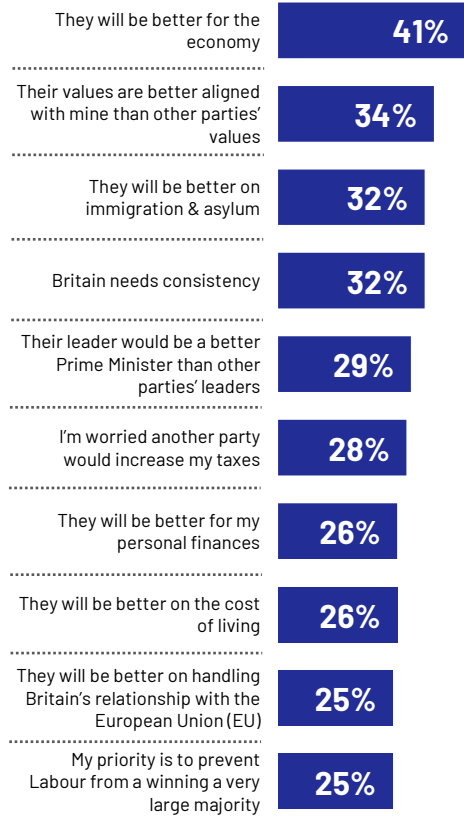


# Appendix

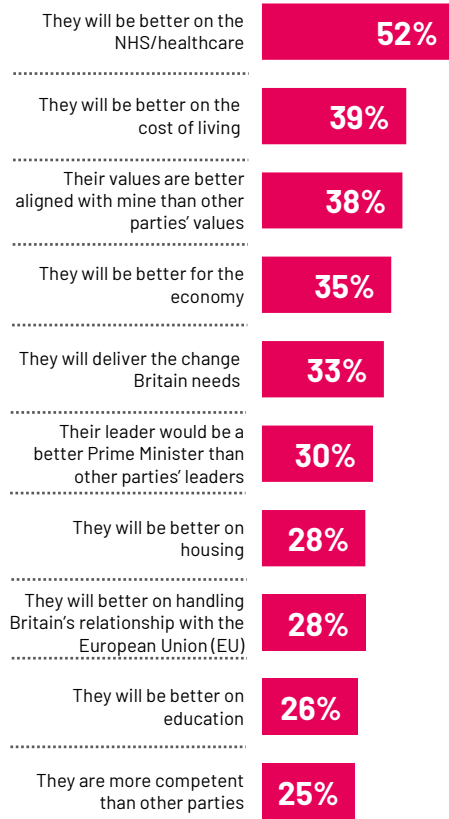
# Reasons for considering to vote for a party

You mentioned you would consider voting for ... in the next General Election. Which of the following, if any, are the most important reasons you would consider voting for them? Please select all that apply.

## Top 10 reasons for considering voting for the Conservatives



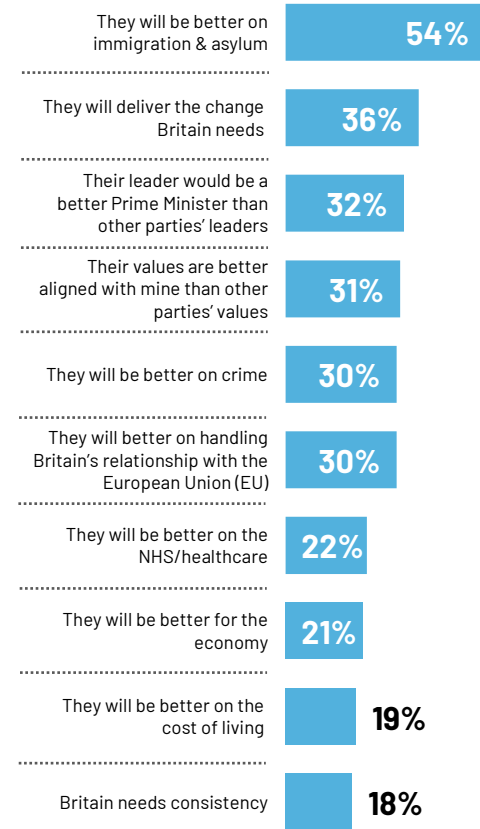
## Top 10 reasons for considering voting for Labour



## Top 10 reasons for considering voting for Liberal Democrats



## Top 10 reasons for considering voting for Reform UK



## Top 10 reasons for considering voting for the Green Party



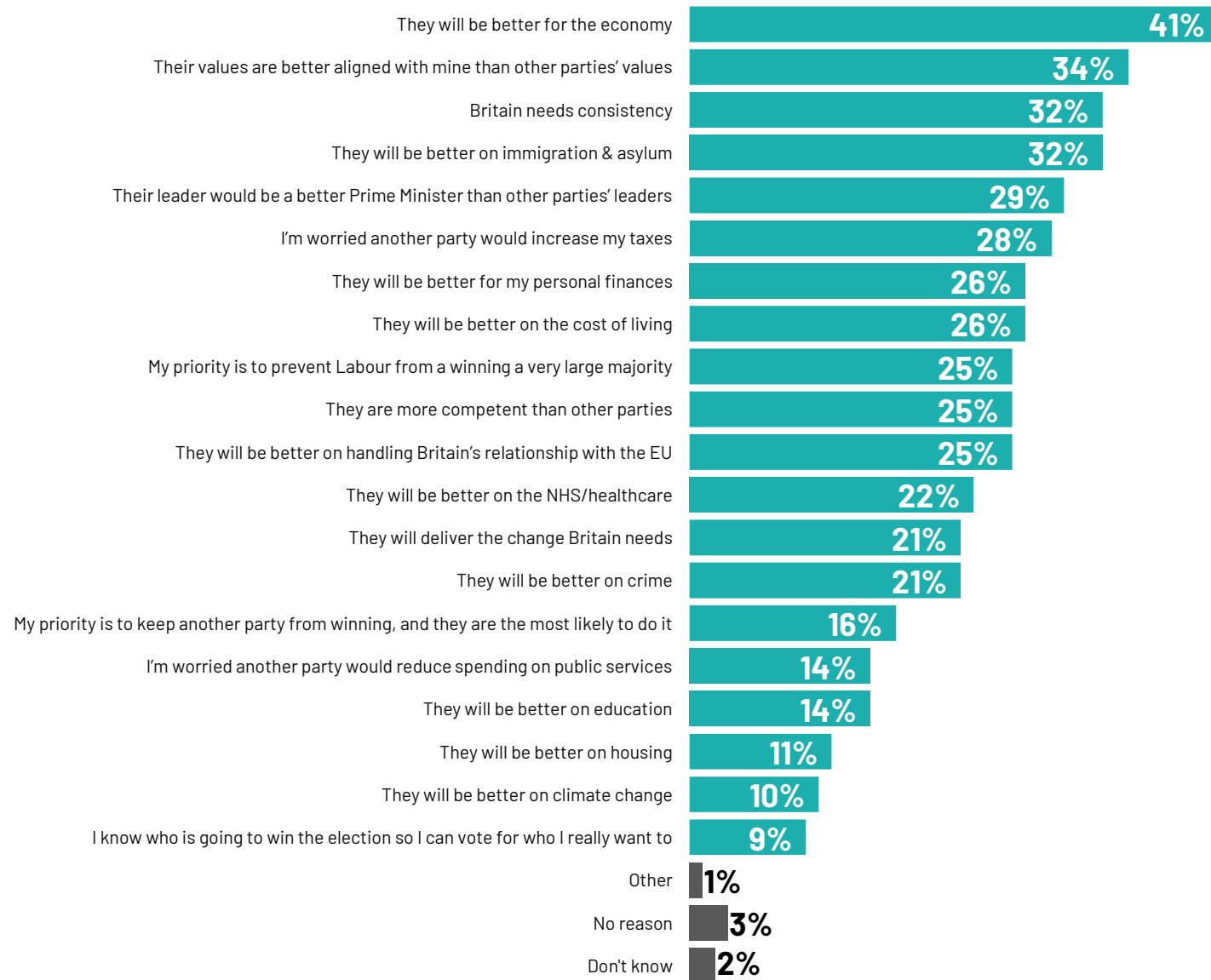
**Base: 1,059** Online British adults aged 18+, including (541) who would consider voting for Labour, (307) who would consider voting for the Conservatives, (363) who would consider voting for the Liberal Democrats, (329) who would consider voting for the Green Party, and (305) who would consider voting for Reform UK, 26 – 27<sup>th</sup> June 2024



# Of those that would consider voting for the Conservative Party, 4 in 10 say it's because they think they'll be better for the economy

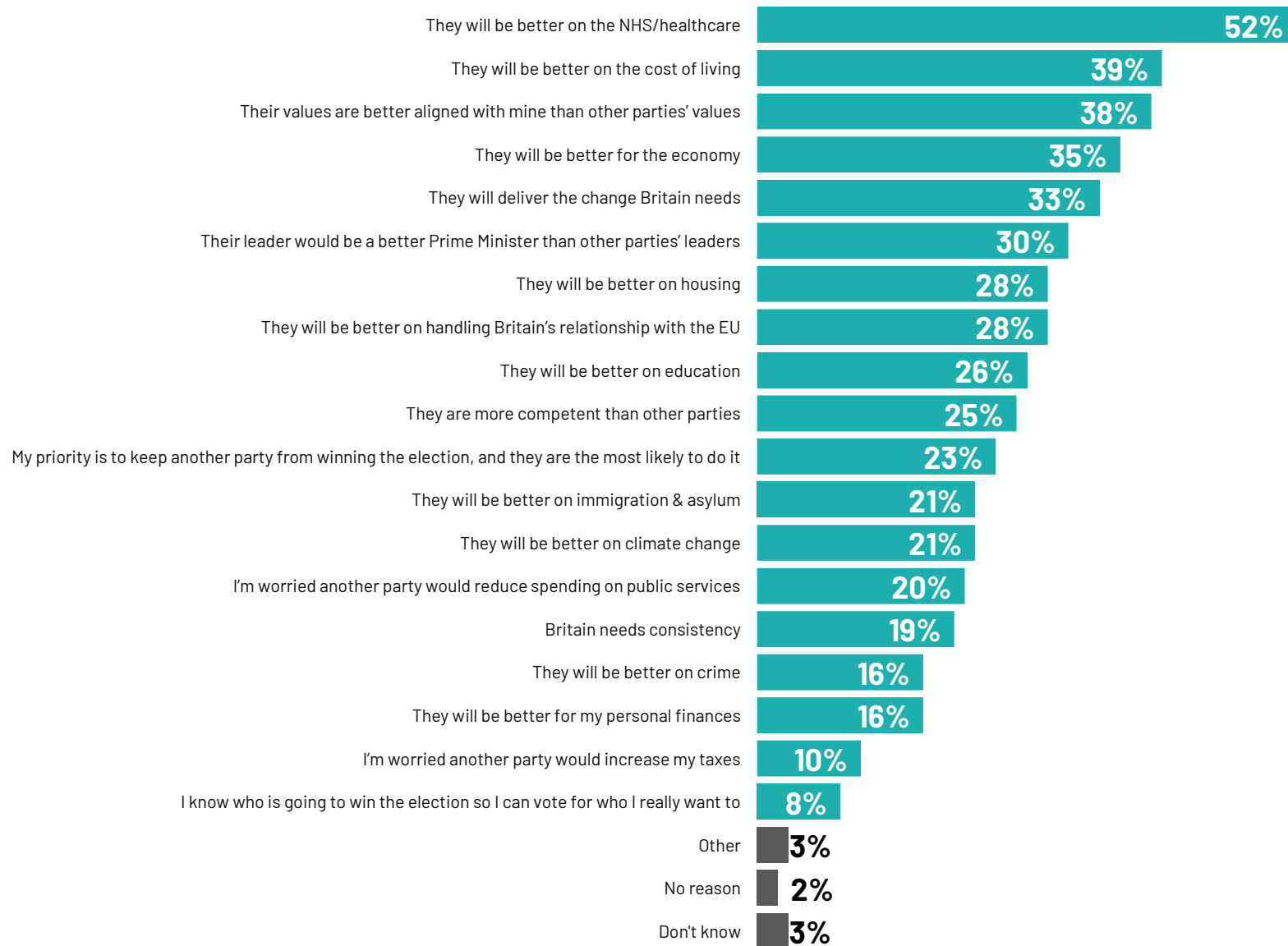
You mentioned you would consider voting for the following party/parties in the next General Election. Which of the following, if any, are the most important reasons you would consider voting for them? Please select all that apply. ***The Conservative Party***

**Base: 307** Online British adults aged 18+ who would consider voting for the Conservative Party in the next General Election, 26 – 27 June 2024



# Of those that would consider voting for the Labour Party, say it's because Labour will be better on the NHS

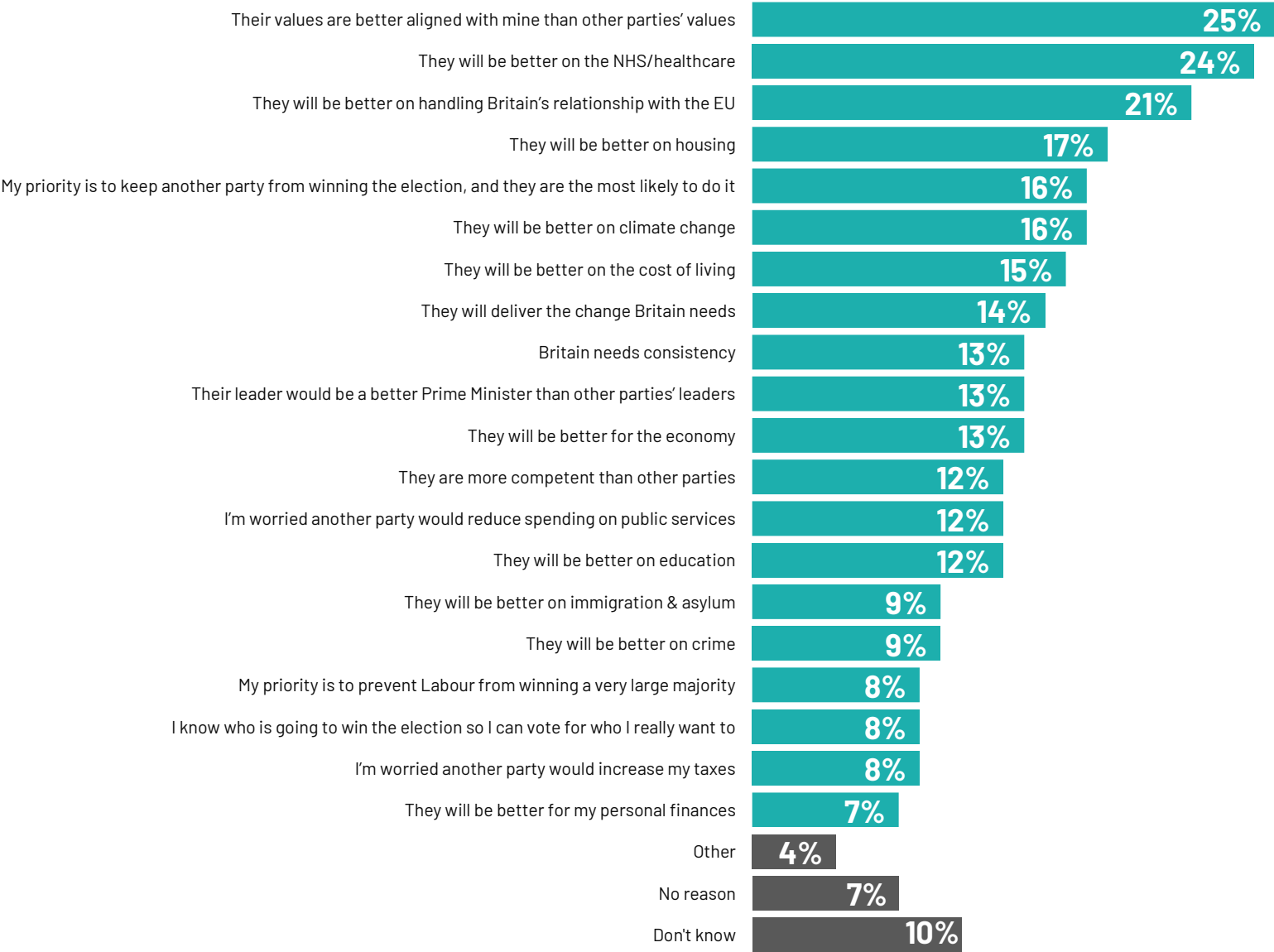
You mentioned you would consider voting for the following party/parties in the next General Election. Which of the following, if any, are the most important reasons you would consider voting for them? Please select all that apply. ***The Labour Party***



**Base:** 541 Online British adults aged 18+ who would consider voting for the Labour Party in the next General Election, 26 – 27 June 2024

Of those that would consider voting for the Liberal Democrats, the leading reasons are the appeal of their values, their approach toward the NHS / healthcare, and how they would handle Britain’s relationship with the EU.

You mentioned you would consider voting for the following party/parties in the next General Election. Which of the following, if any, are the most important reasons you would consider voting for them? Please select all that apply. *The Liberal Democrats*

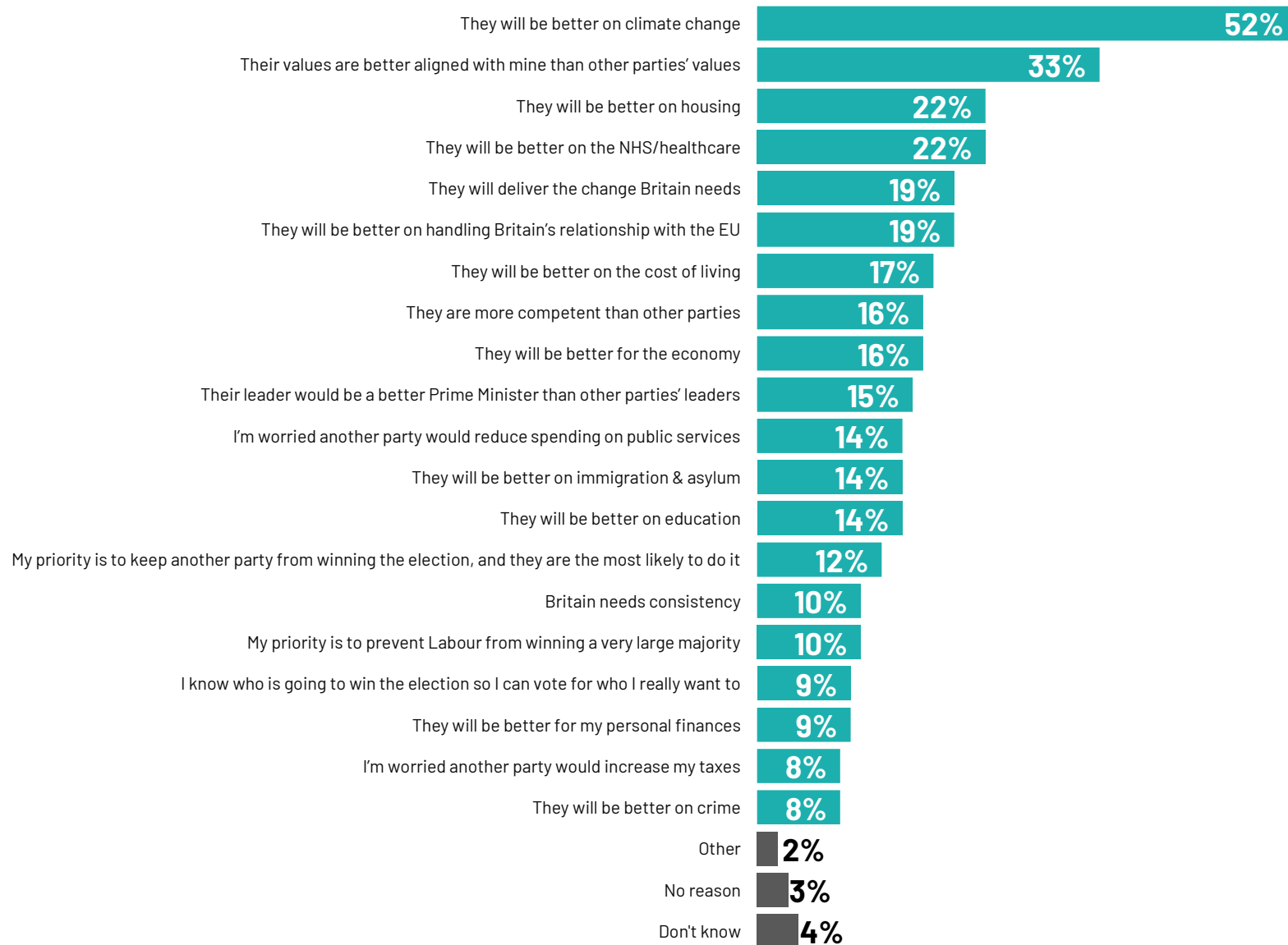


Base: 363 Online British adults aged 18+ who would consider voting for the Liberal Democrats in the next General Election, 26 – 27 June 2024



# Of those that would consider voting for the Green Party, half say it's because they'll be better on climate change than other parties.

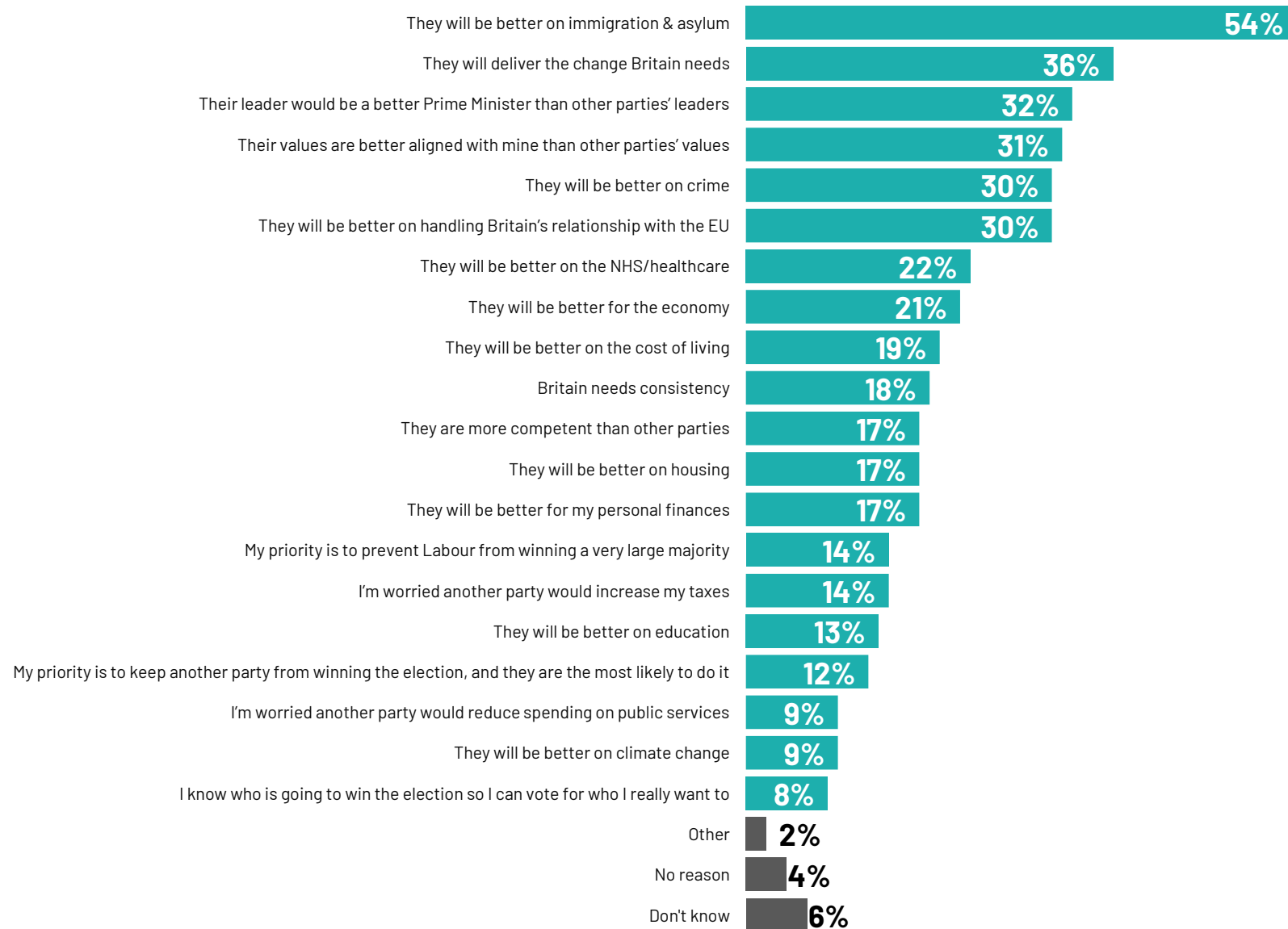
You mentioned you would consider voting for the following party/parties in the next General Election. Which of the following, if any, are the most important reasons you would consider voting for them? Please select all that apply. **The Green Party**



**Base: 329** Online British adults aged 18+ who would consider voting for the Green Party in the next General Election, 26 – 27 June 2024

# Of those that would consider voting for Reform UK, half say it's because they will be better on immigration and asylum.

You mentioned you would consider voting for the following party/parties in the next General Election. Which of the following, if any, are the most important reasons you would consider voting for them? Please select all that apply. **Reform UK**



**Base:** 305 Online British adults aged 18+ who would consider voting for Reform UK in the next General Election, 26 – 27 June 2024

# IPSOS

## July 2024 GENERAL ELECTION 2024 CAMPAIGN TRACKER

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