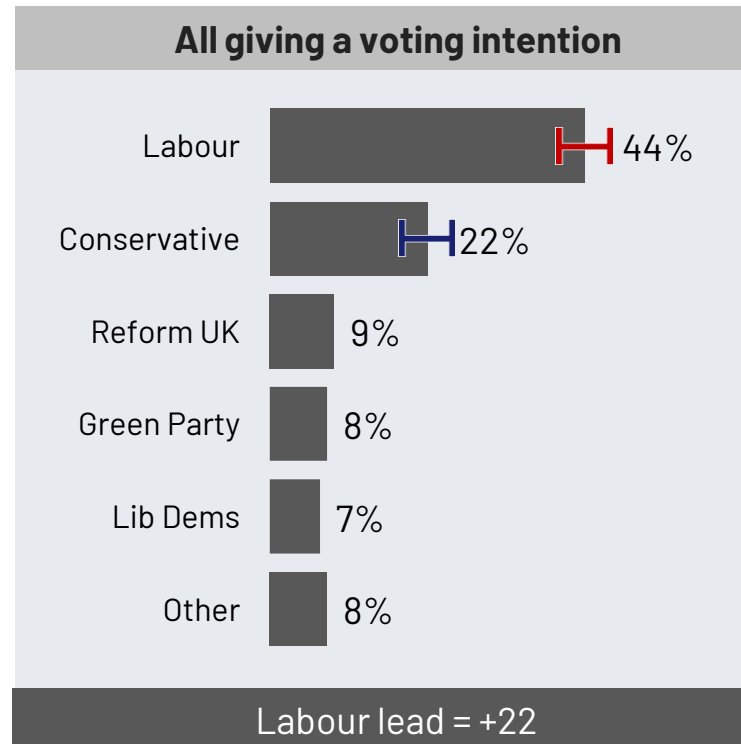
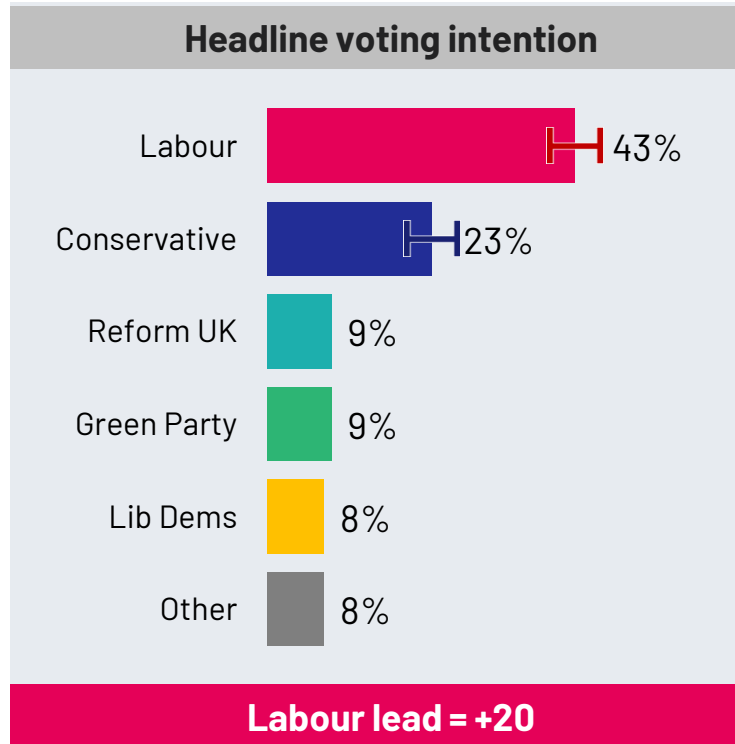


IPSOS POLITICAL MONITOR

June 2024

Voting Intention: June 2024

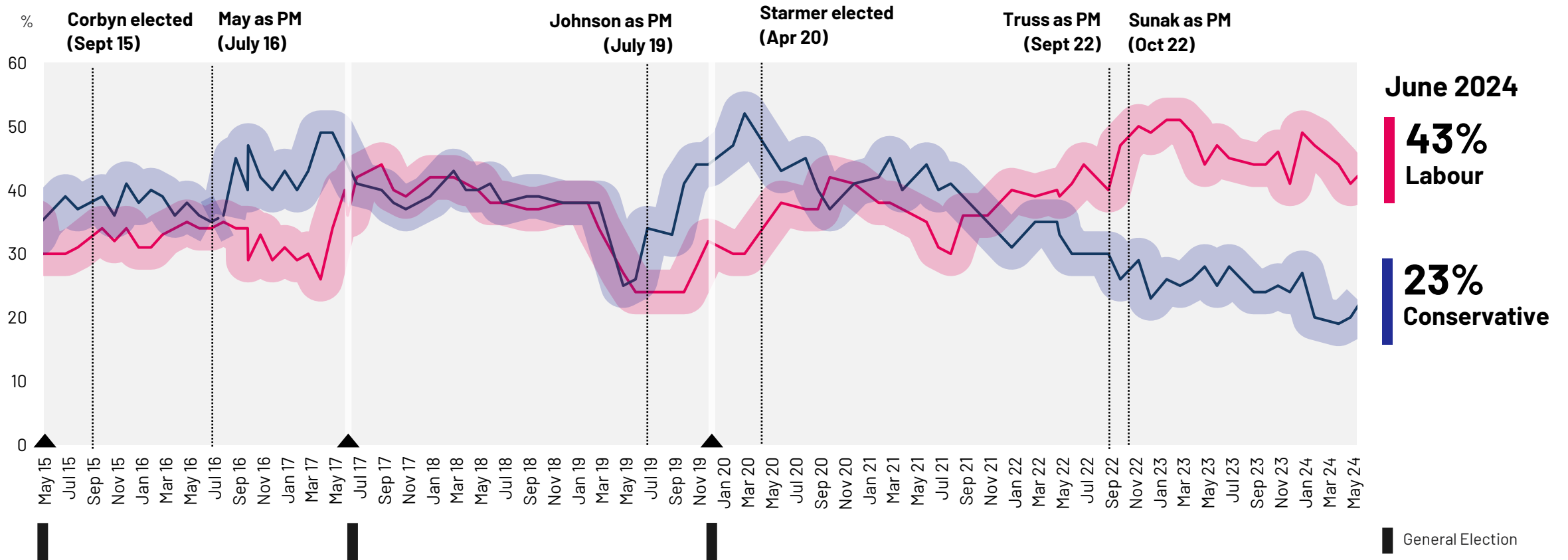
How do you intend to vote in the General Election? Will you vote...?



Base: 1,014 British adults 18+, 31 May – 4 June 2024; Headline Voting Intention: all 9/10 certain to vote, always/usually/it depends vote in General Elections = 566. Margin of error is displayed at +/- 4% All polls are subject to a wide range of potential sources of error. On the basis of the historical record of the polls at recent general elections, there is a 9 in 10 chance that the true value of a party's support lies within 4 points of the estimates provided by this poll, and a 2 in 3 chance that they lie within 2 points. This is especially important to keep in mind when calculating party lead figures.

Headline voting intention: Since the 2015 General Election

How would you vote if there were an election tomorrow?



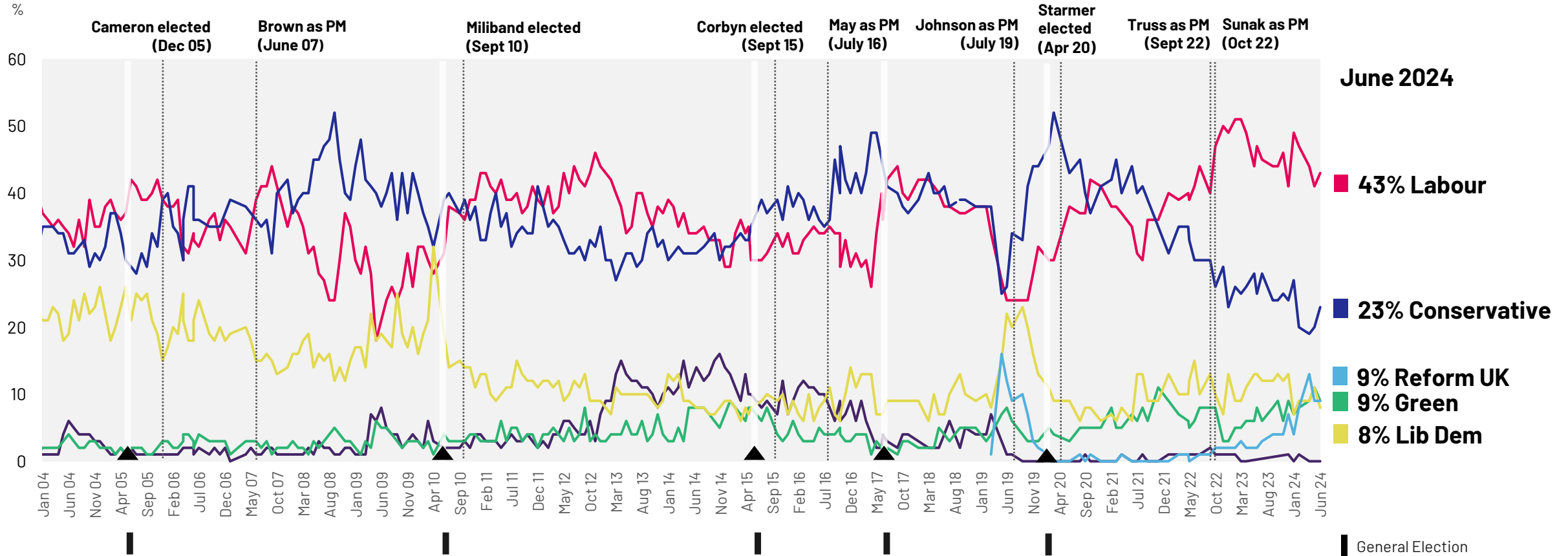
Base: c. :800 British adults 18; Prior to September 2015 the turnout filter is "All certain to vote"; From July 2015 turnout filter is "all 9/10 certain to vote and always/usually/it depends vote in General Elections. Note small change in methodology in approach to prompting Brexit Party in July 2019

Source: Ipsos Political Monitor



Headline voting intention: January '04 – June '24

How would you vote if there were an election tomorrow?

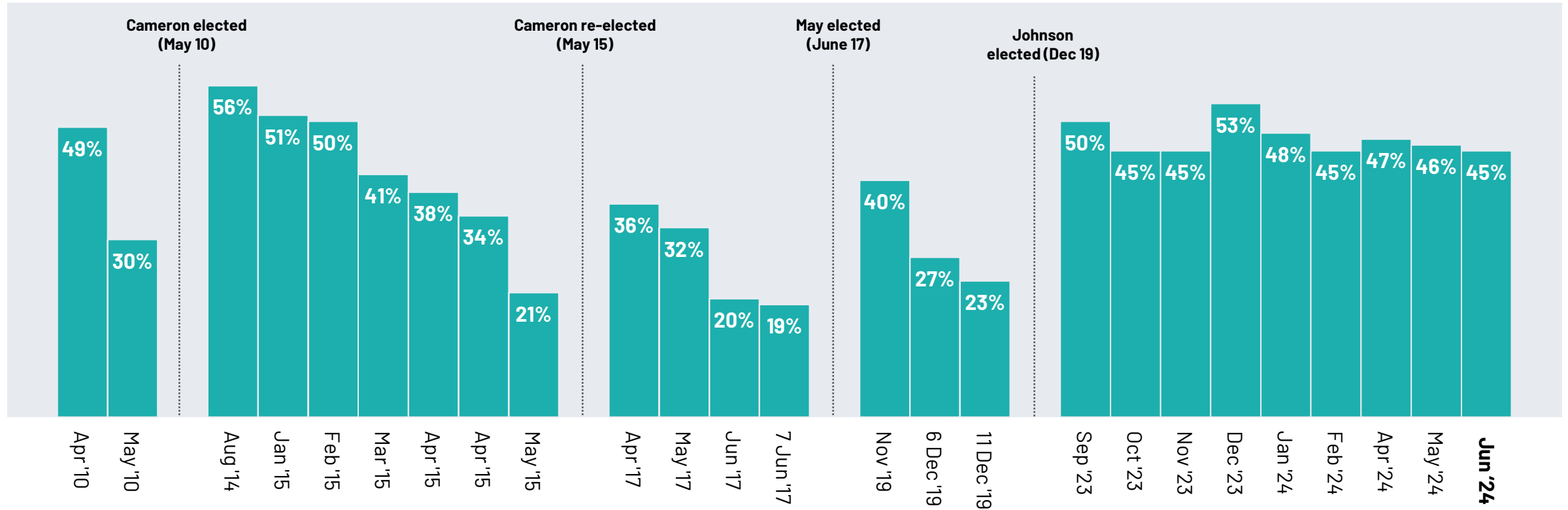


Base: c. 600 British adults; Prior to September 2015 the turnout filter is "All certain to vote"; From July 2015 turnout filter is "all 9/10 certain to vote and always/usually/it depends vote in General Elections."

Source: Ipsos Political Monitor

Which party to vote for? % May change mind

Have you definitely decided to vote for one party or is there a chance you may change your mind before you vote?



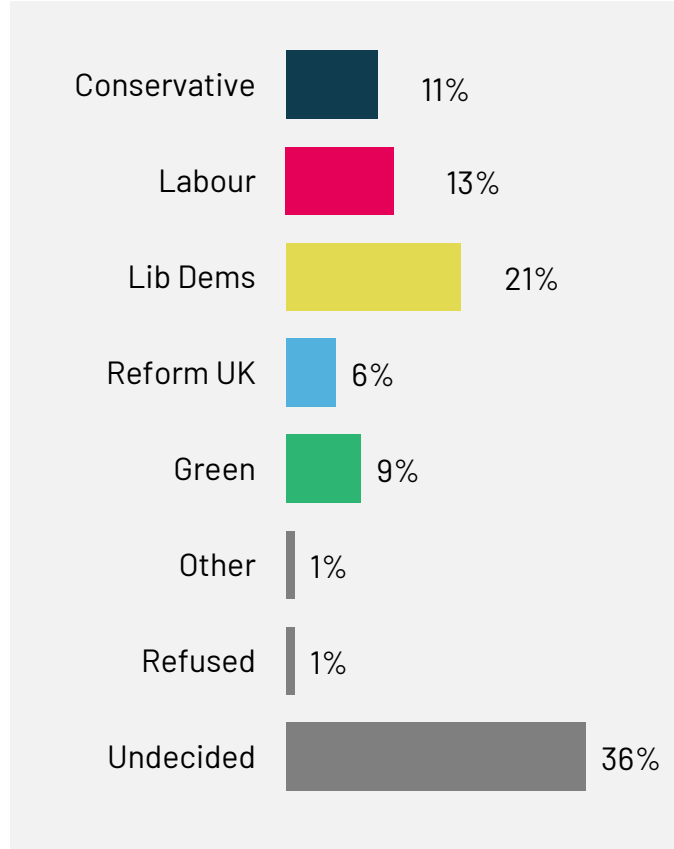
Base: All British adults 18+ giving a voting intention (778)

Source: Ipsos Political Monitor

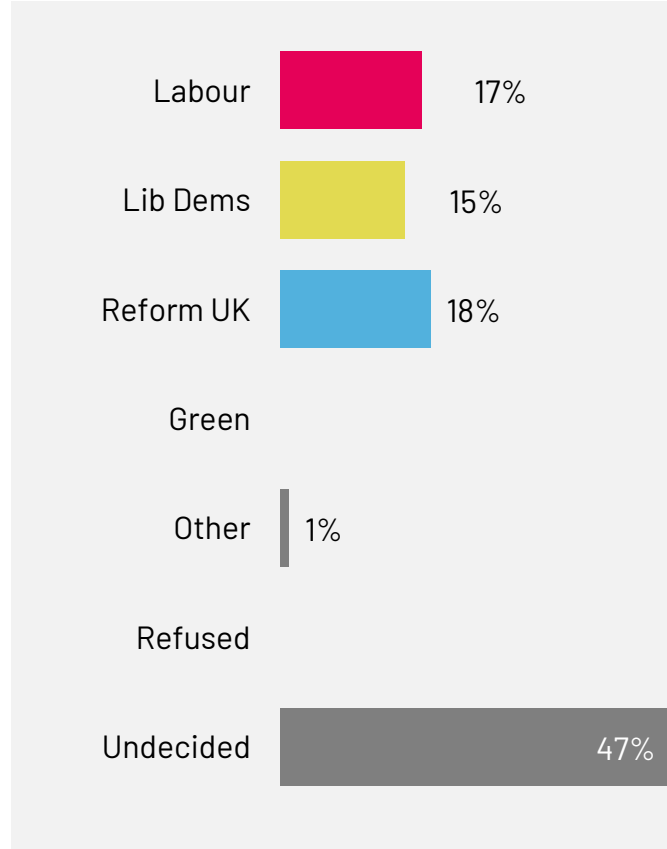
Who might you vote for instead?

If you do change your mind about voting for this party, which party would you vote for instead?

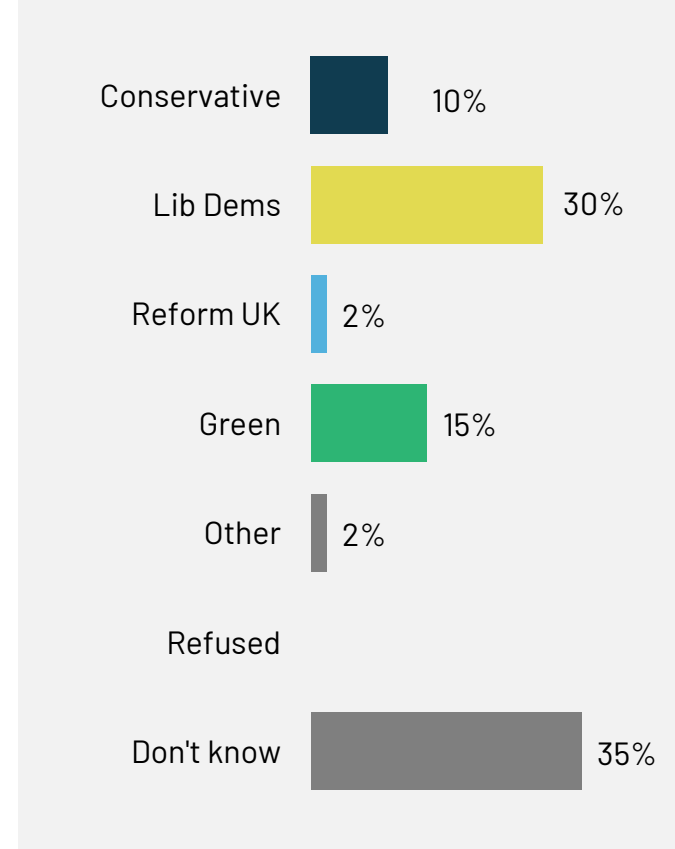
Among all who might change their mind



Among Conservative supporters who might change their mind



Among Labour party supporters who might change their mind



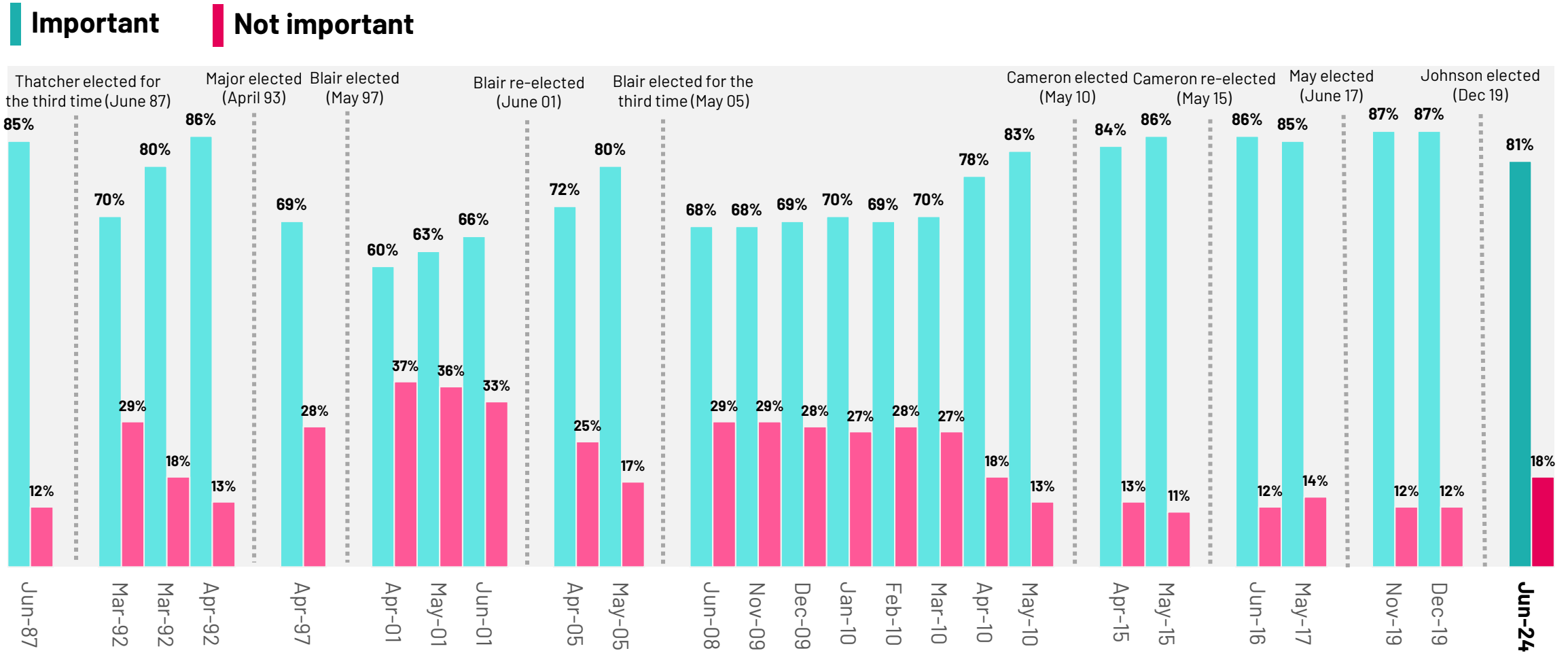
Base: 329 British adults 18+ giving a voting intention who might change their mind, 78 Conservative party supporters who might change their mind, 128 Labour supporters who might change their mind, 31 May - 4 June 2024

Source: Ipsos Political Monitor

*Small base size

Importance of the General Election

How important is it to you personally who wins the next general election?



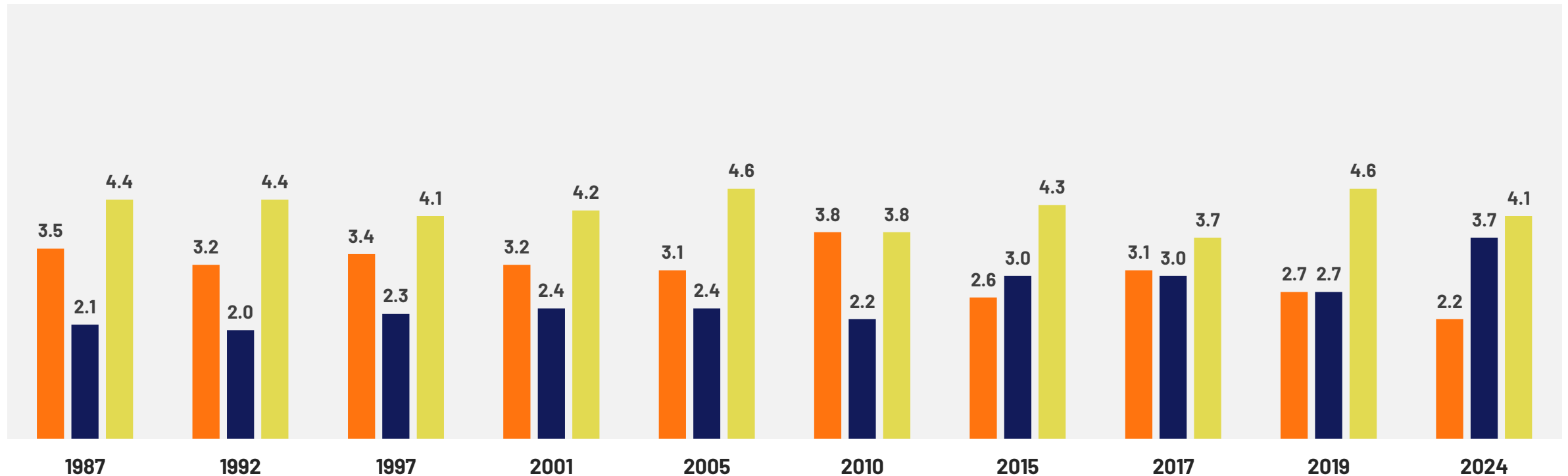
Base: c.1,000 British adults 18+ each month

Source: Ipsos Political Monitor



Ipsos Political Triangle: What matters to you when voting?

If you had a total of ten points to allocate according to how important each of these was to you, how many points would you allocate to the leaders of the party you intend voting for, how many to its policies, and how many to the party as a whole?



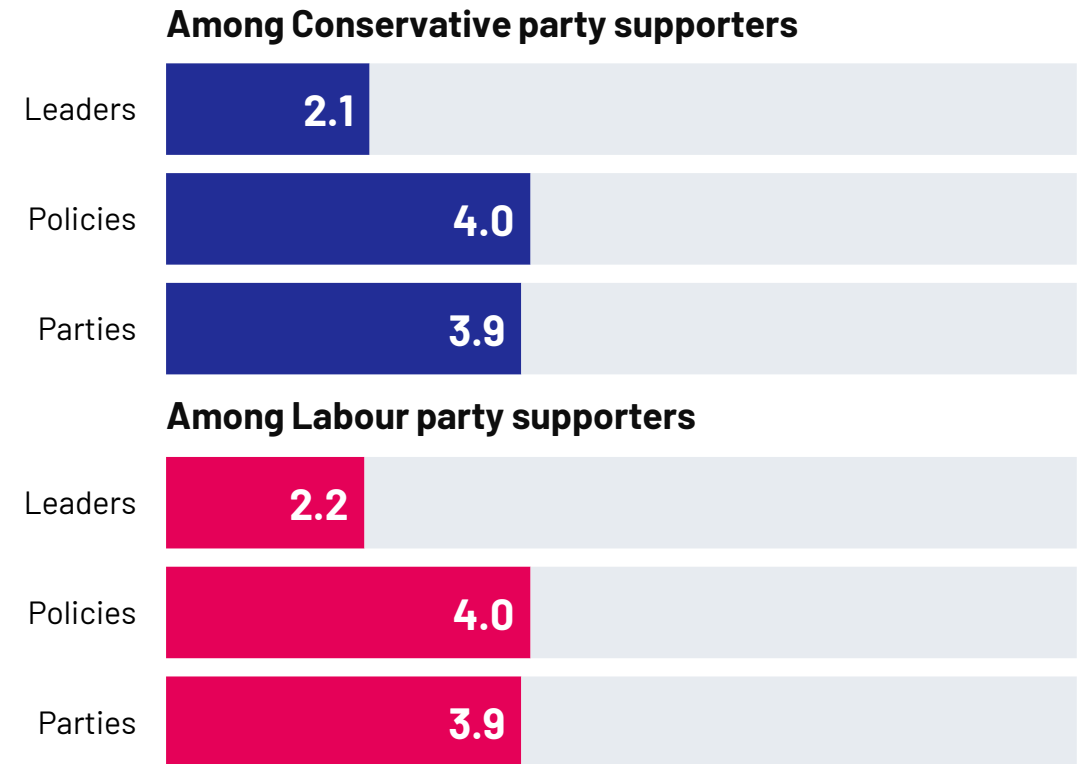
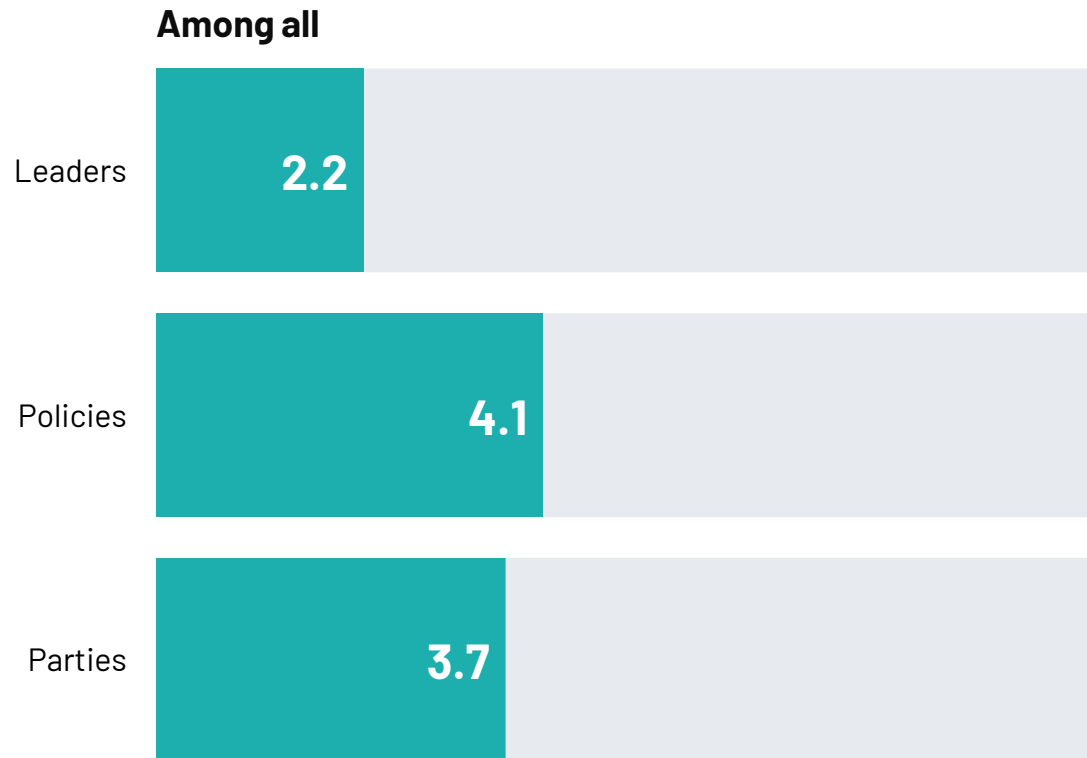
■ Leaders ■ Parties ■ Policies

Base: 1,014 British adults 18+, 31 May - 4 June 2024.

Source: Ipsos Political Monitor

What matters to you when voting?

If you had a total of ten points to allocate according to how important each of these was to you, how many points would you allocate to the leaders of the party you intend voting for, how many to its policies, and how many to the party as a whole?



Base: 1,014 British adults 18+, 31 May - 4 June 2024, including Conservative supporters (165), Labour supporters (331)

Source: Ipsos Political Monitor

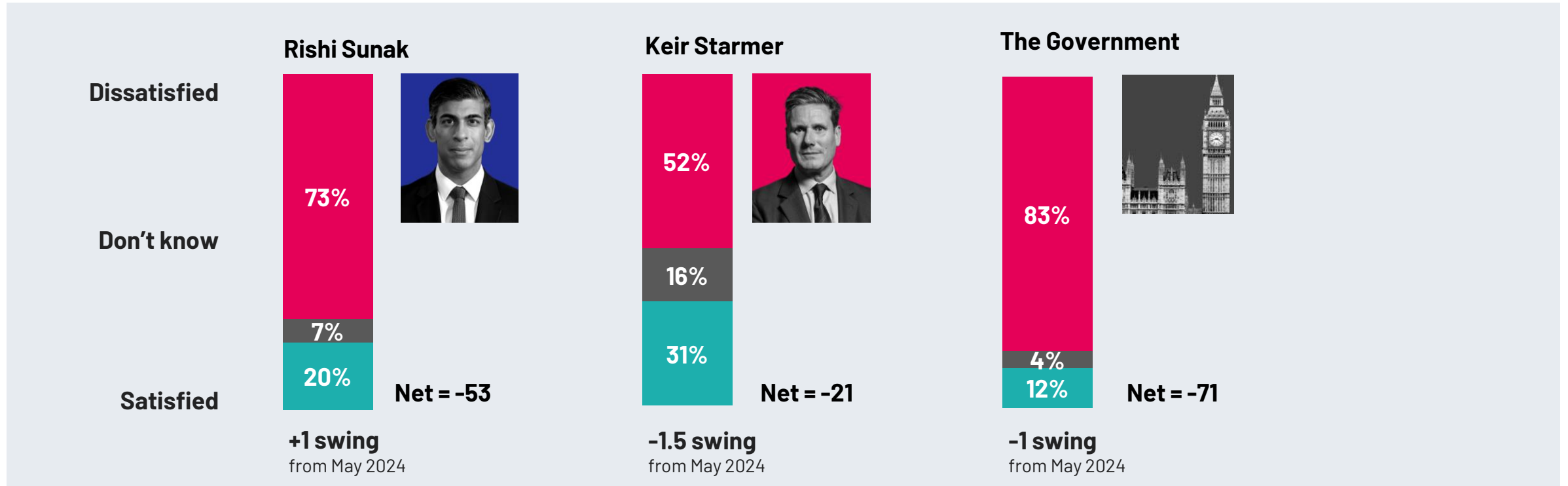
SATISFACTION

With government and party leaders



Satisfaction with leaders and the Government: June 2024

Are you satisfied or dissatisfied with the way.... is running the country / doing his job as Prime Minister /Leader of the Labour Party?



Base: 1,014 British adults 18+, 31 May - 4 June 2024. Swing is calculated as the average of change in % "satisfied" and % "dissatisfied"

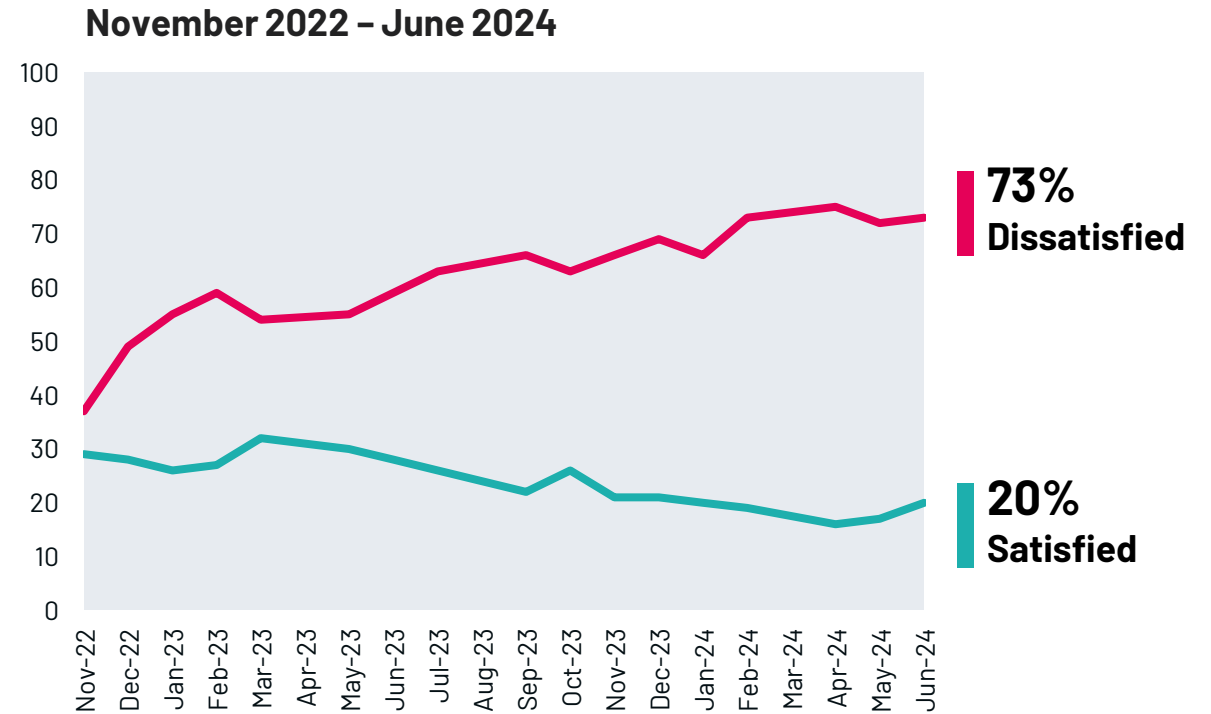
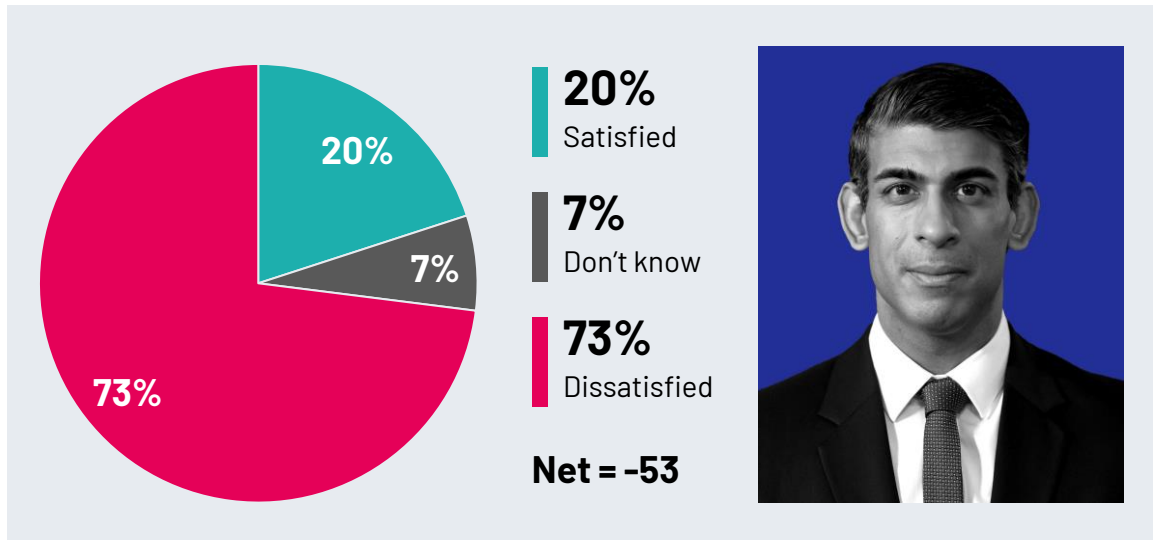
Source: Ipsos Political Monitor

Rishi Sunak: Satisfaction

Are you satisfied or dissatisfied with the way Rishi Sunak is doing his job as Prime Minister?

June 2024

Among all



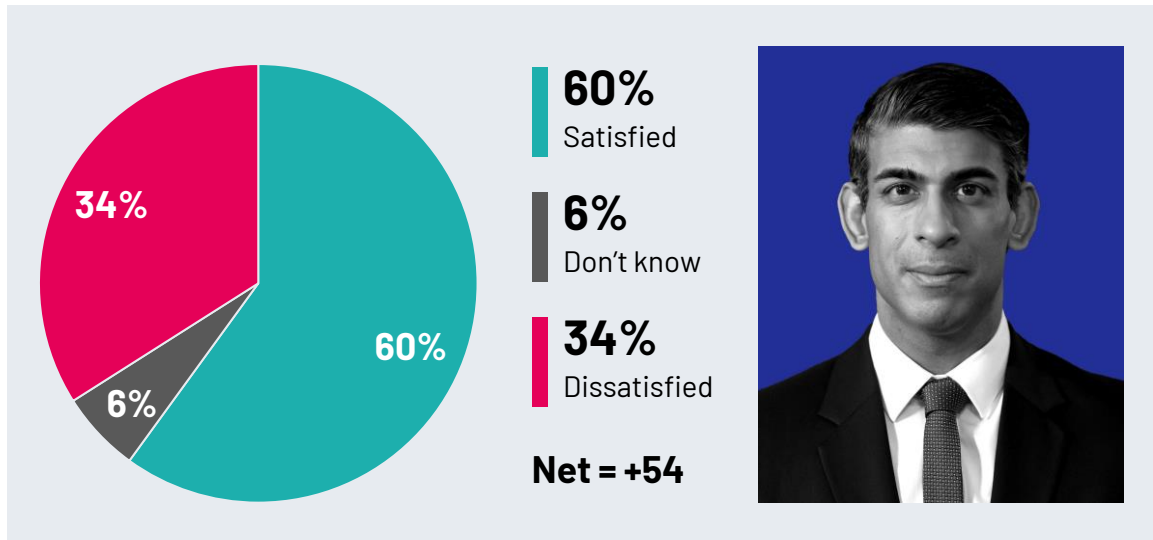
Base: 1,014 British adults 18+, 31 May – 4 June 2024.

Source: Ipsos Political Monitor

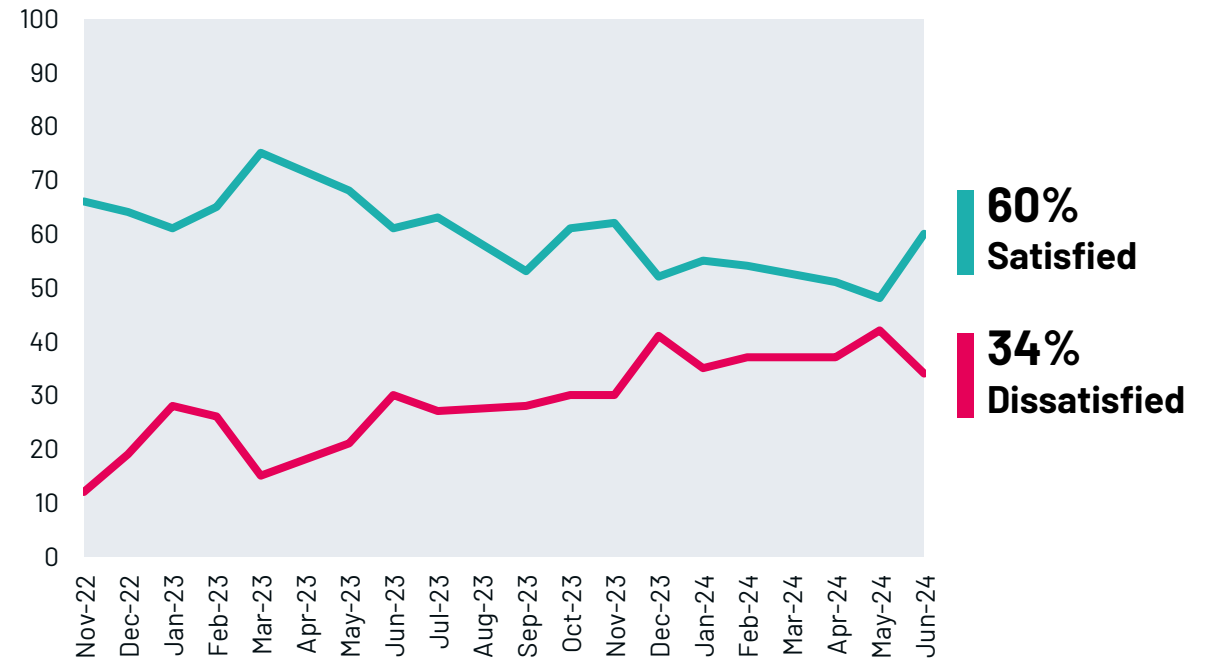
Rishi Sunak: Satisfaction amongst Conservative supporters

Are you satisfied or dissatisfied with the way Rishi Sunak is doing his job as Prime Minister?

June 2024



November 2022 – June 2024

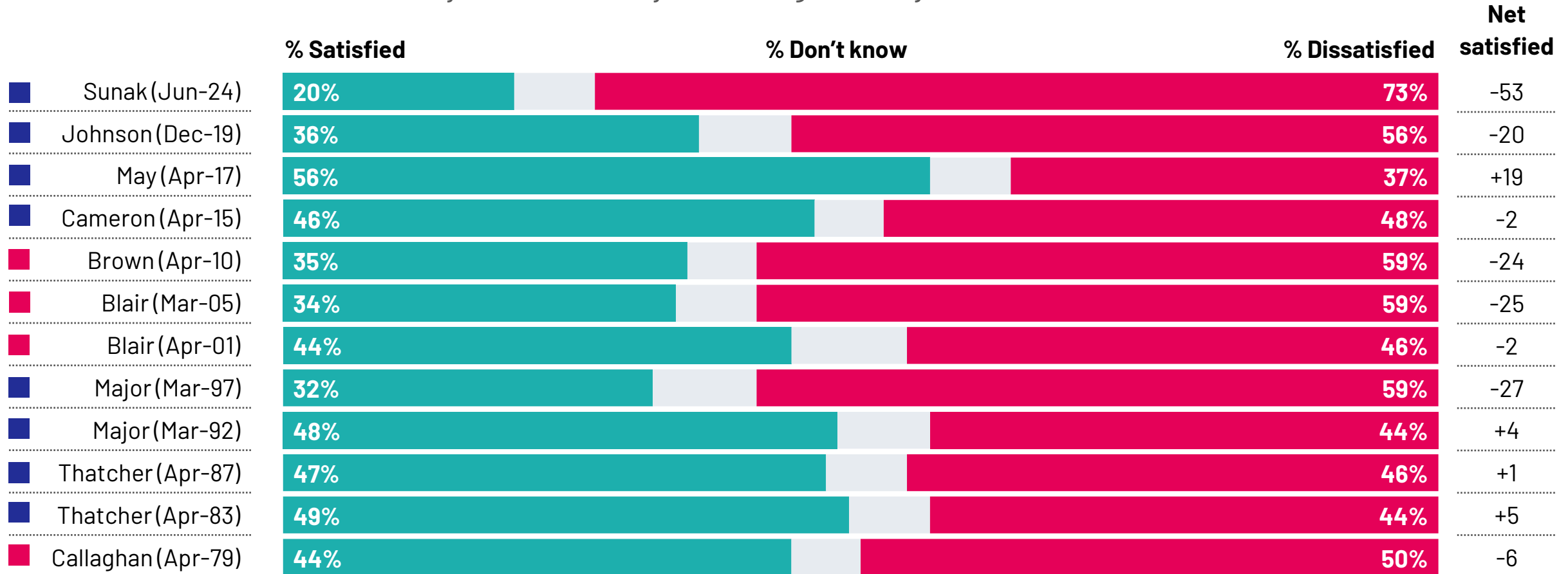


Base: 161 Conservative party supporters aged 18+, 31 May – 4 June 2024

Source: Ipsos Political Monitor

Satisfaction with Prime Minister: Ipsos rating one month to election*

How satisfied or dissatisfied are you with the way ... is doing his/her job as Prime Minister?



Note: Data collected prior to February 2008 was collected via face-to-face methodology; data collected from February 2008 was via telephone

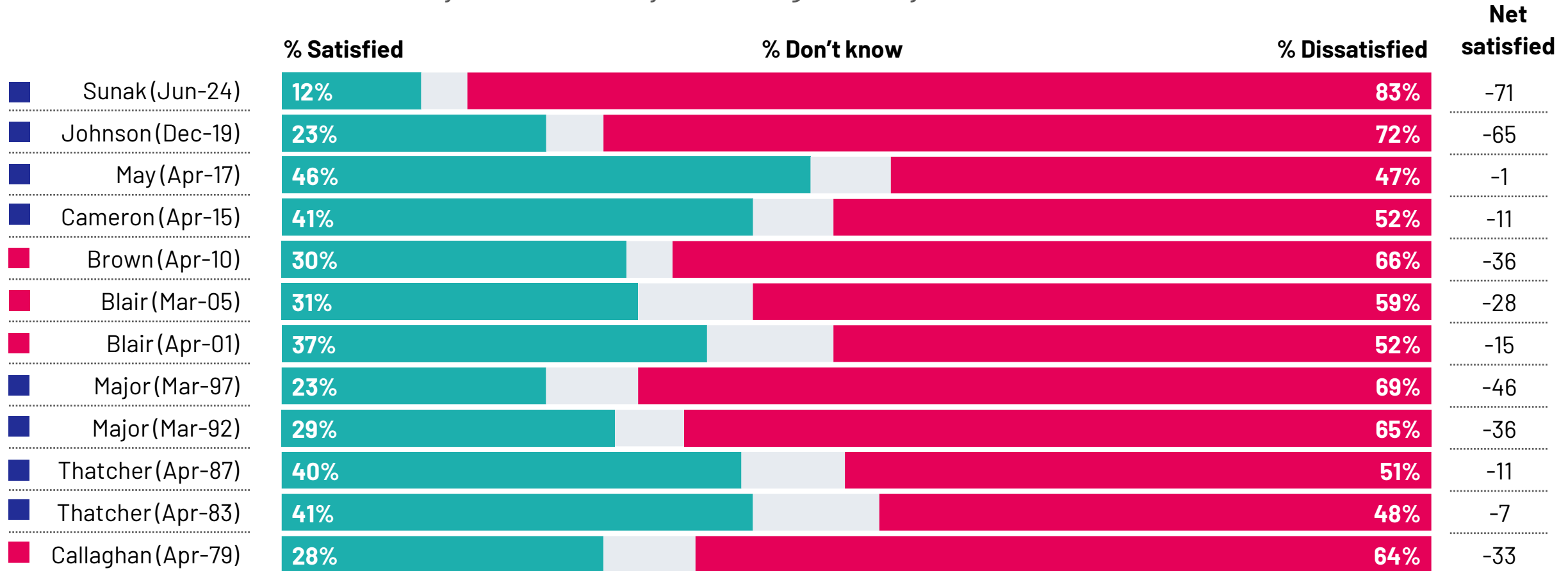
Base: c.1,000 British adults each month

* Data has been taken from the survey closest to one month to go ahead of the election date.

Source: Ipsos Political Monitor

Satisfaction with Government: Ipsos rating one month to election*

How satisfied or dissatisfied are you with the way ... is doing his/her job as Prime Minister?



Note: Data collected prior to February 2008 was collected via face-to-face methodology; data collected from February 2008 was via telephone

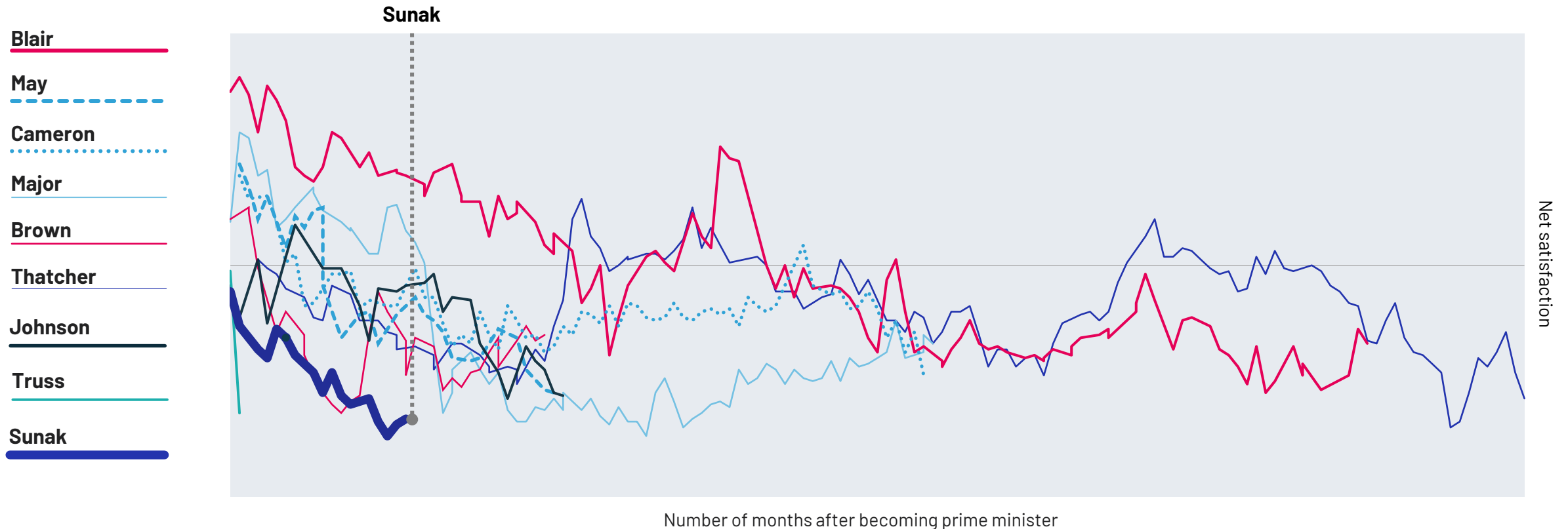
Base: c.1,000 British adults each month

* Data has been taken from the survey closest to one month to go ahead of the election date.

Source: Ipsos Political Monitor

Net satisfaction with Prime Ministers (1979-2024)

How satisfied or dissatisfied are you with the way ... is doing his/her job as Prime Minister?



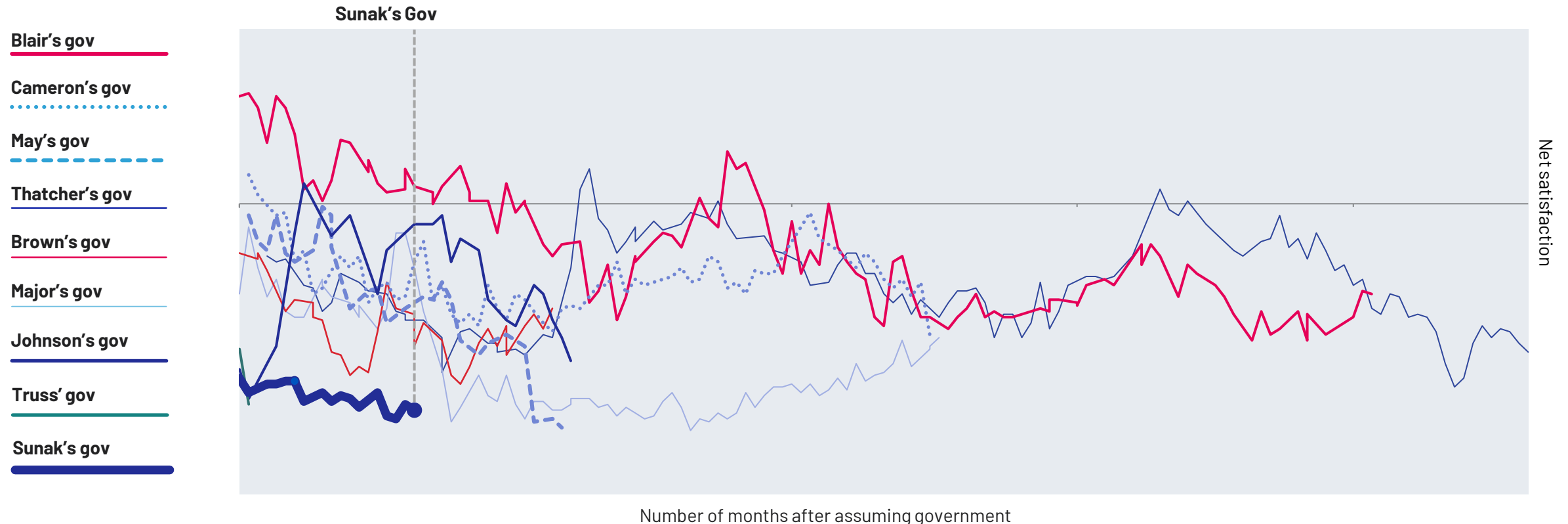
Note: Data collected prior to September 2008 was collected via face-to-face methodology; data collected from September 2008 was via telephone

Base: c.1,000 British adults each month

Source: Ipsos Political Monitor

Net satisfaction with the Government (1979 – 2024)

How satisfied or dissatisfied are you with the way the government is running the country?



Note: Data collected prior to September 2008 was collected via face-to-face methodology; data collected from September 2008 was via telephone

Base: c.1,000 British adults each month

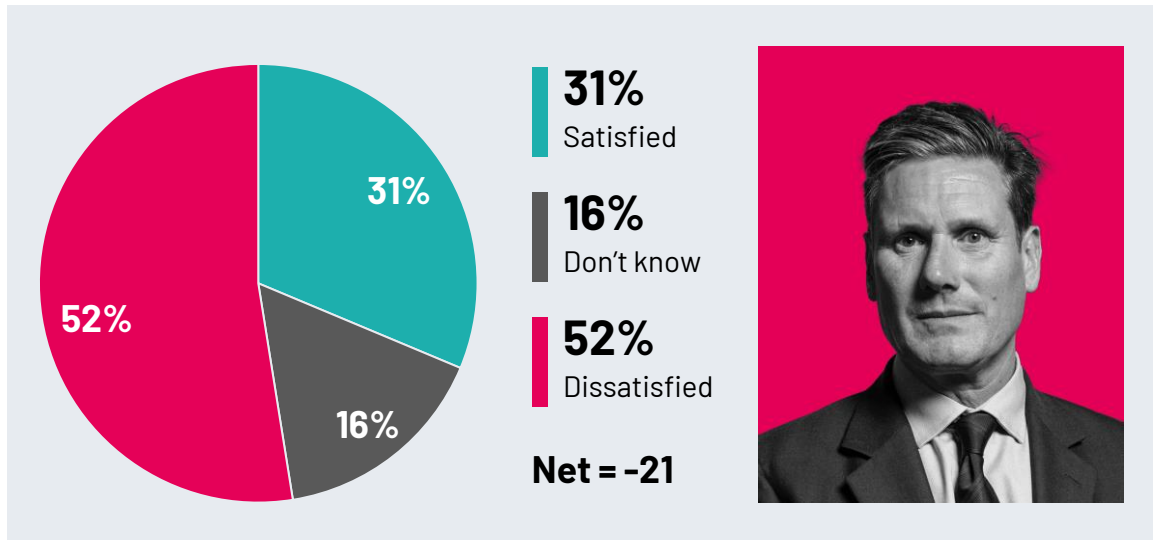
Source: Ipsos Political Monitor

Keir Starmer: Satisfaction

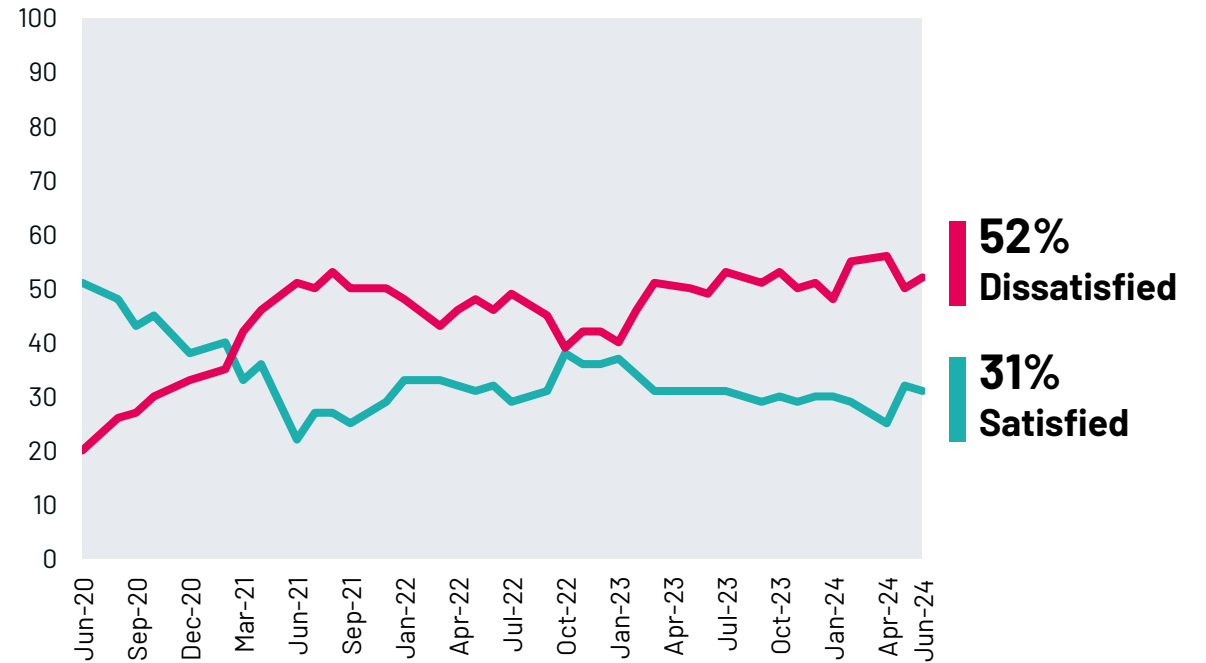
Are you satisfied or dissatisfied with the way Keir Starmer is doing his job as leader of the Labour Party?

June 2024

Among all



June 2020 – June 2024



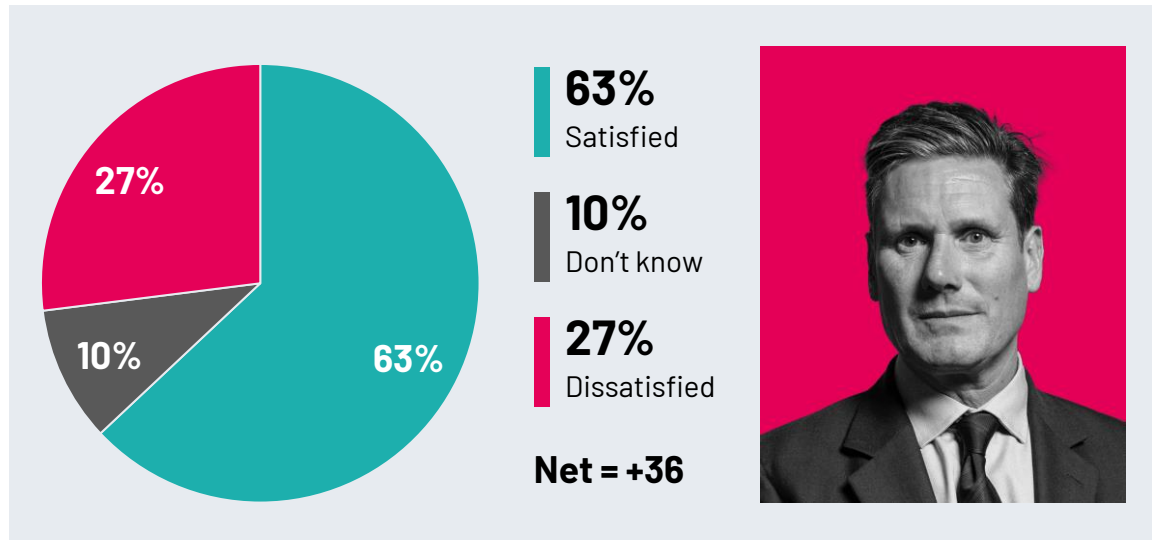
Base: 1,014 British adults 18+, 31 May – 4 June 2024.

Source: Ipsos Political Monitor

Keir Starmer: Satisfaction amongst Labour supporters

Are you satisfied or dissatisfied with the way Keir Starmer is doing his job as leader of the Labour Party?

June 2024



June 2020 – June 2024

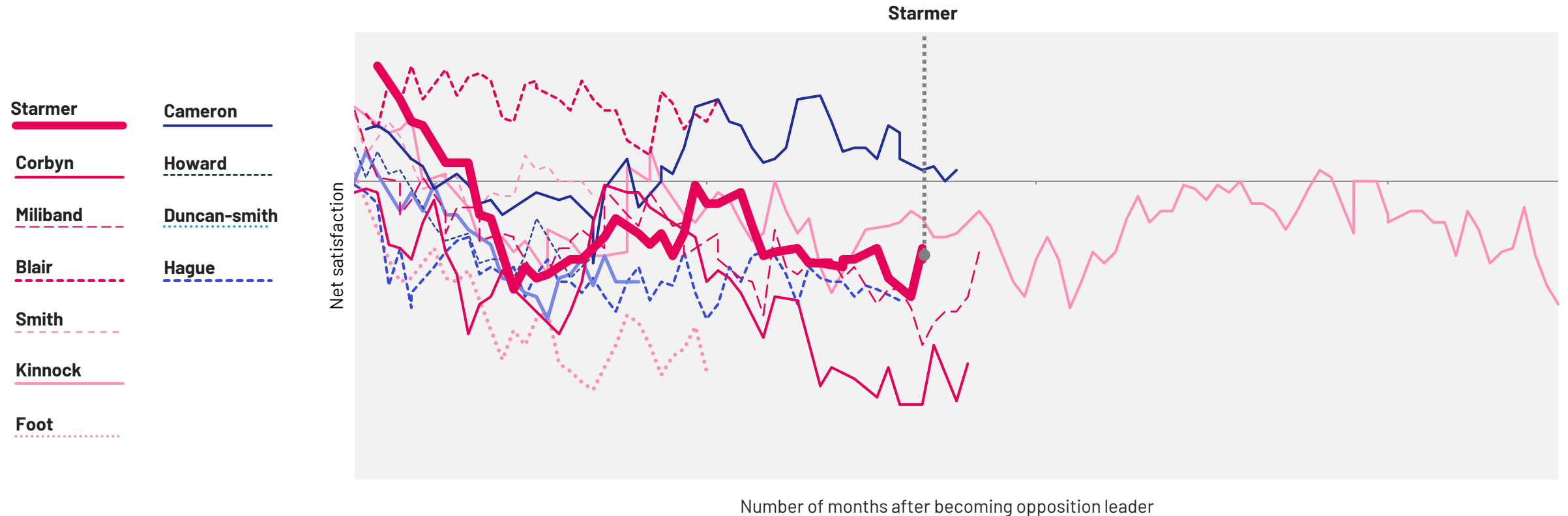


Base: 325 Labour Party supporters aged 18+, 31 May –4 June 2024

Source: Ipsos Political Monitor

Net satisfaction with Opposition Leaders (1980 – 2024)

How satisfied or dissatisfied are you with the way ... is doing his job as leader of the ... Party?



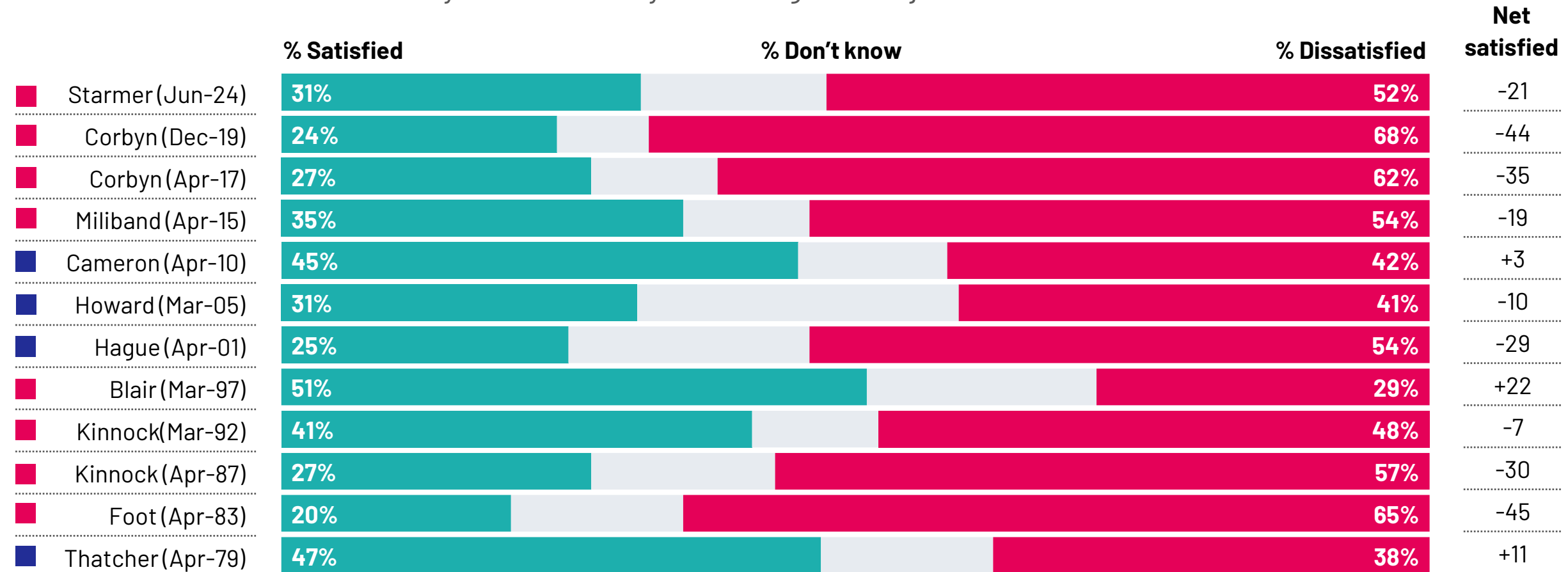
Note: Data collected prior to September 2008 was collected via face-to-face methodology; data collected from September 2008 was via telephone

Base: c.1,000 British adults each month

Source: Ipsos Political Monitor

Satisfaction with Leader of Opposition: Ipsos rating one month to election*

How satisfied or dissatisfied are you with the way ... is doing his/her job as Prime Minister?



Note: Data collected prior to February 2008 was collected via face-to-face methodology; data collected from February 2008 was via telephone

Base: c.1,000 British adults each month

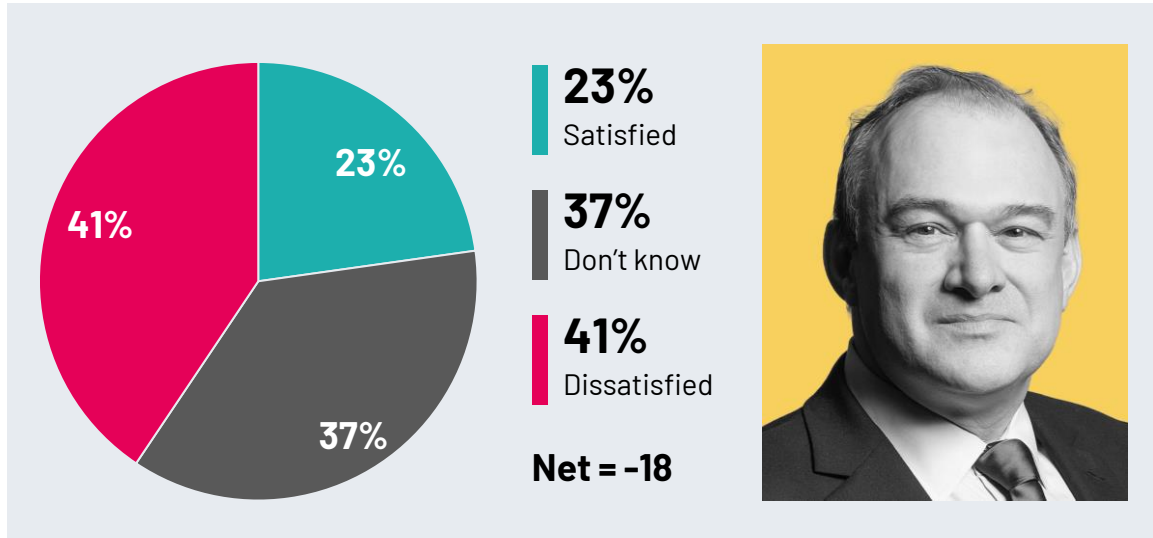
* Data has been taken from the survey closest to one month to go ahead of the election date.

Source: Ipsos Political Monitor

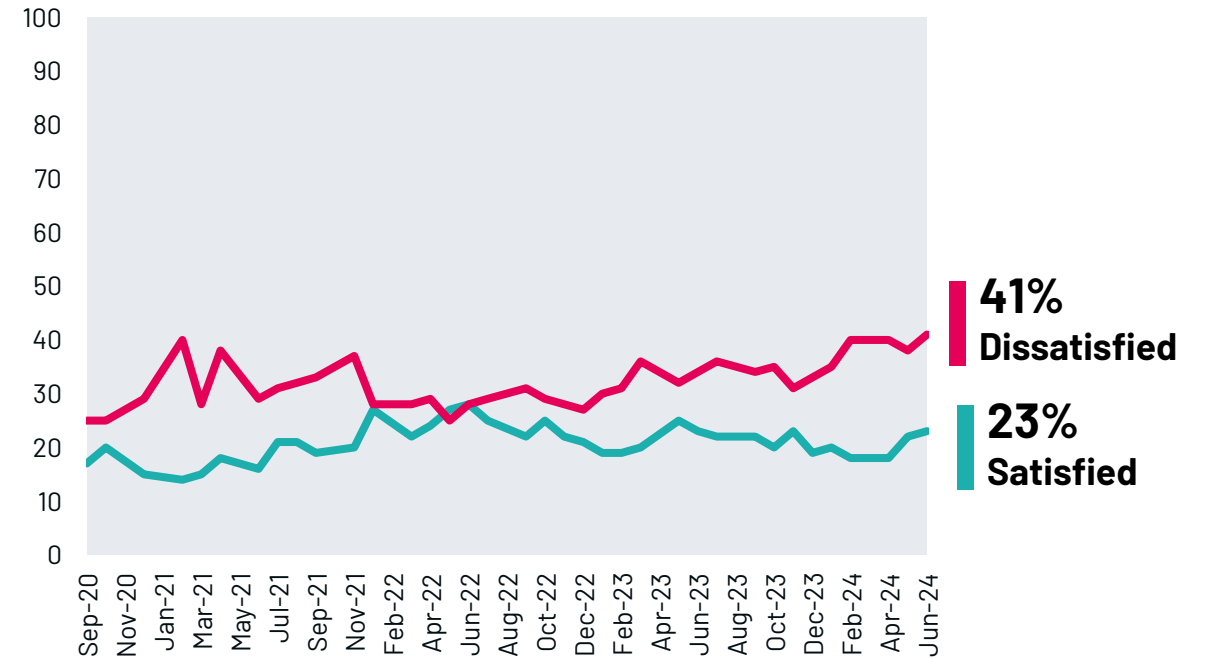
Ed Davey: Satisfaction

Are you satisfied or dissatisfied with the way Ed Davey is doing his job as leader of the Liberal Democrats?

June 2024



September 2020 – June 2024



Base: 1,014 British adults 18+, 31 May – 4 June 2024.

Source: Ipsos Political Monitor

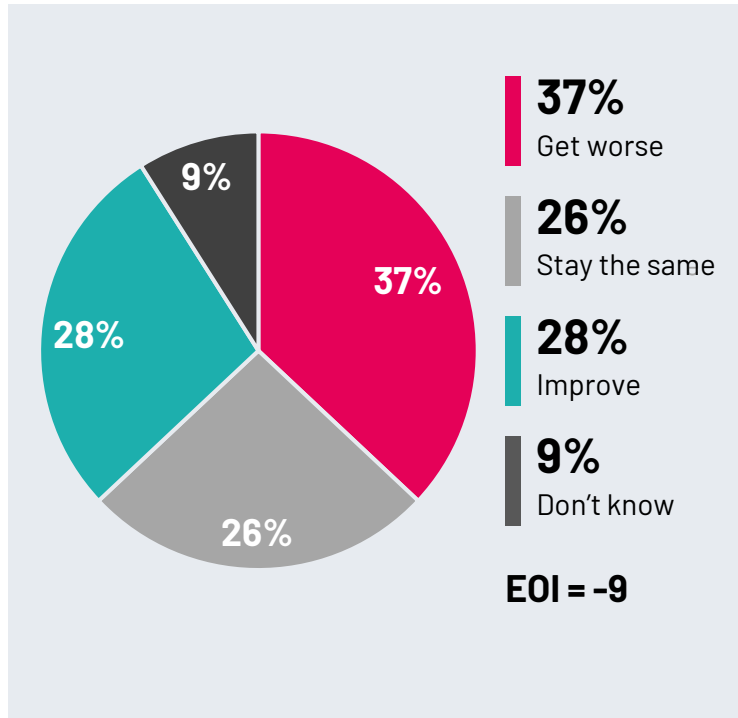
THE ECONOMY



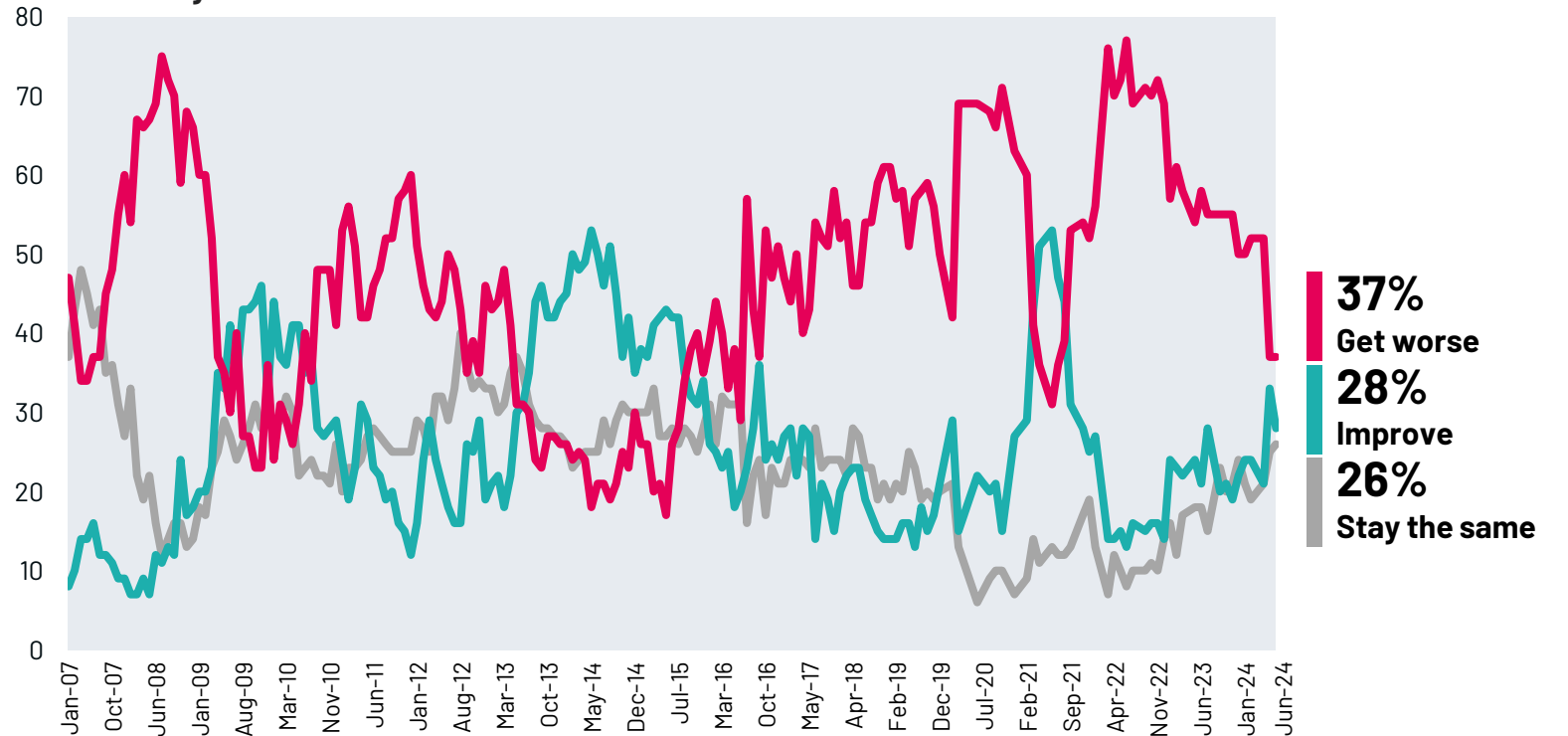
Economic Optimism Index

Do you think that the general economic condition of the country will improve, stay the same or get worse over the next 12 months?

June 2024



February 2007 – June 2024

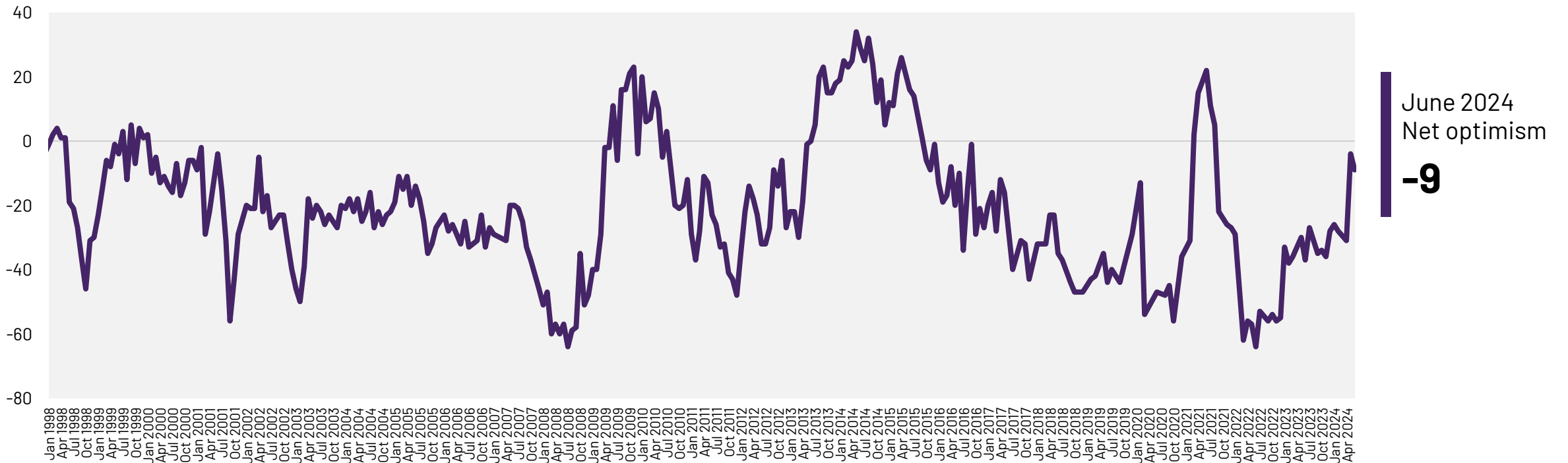


Base: 1,014 British adults 18+, 31 May – 4 June 2024.

Source: Ipsos Political Monitor

Economic Optimism Index (1998-2024)

Do you think that the general economic condition of the country will improve, stay the same or get worse over the next 12 months?



Base: c.1,000 British adults 18+ each month

Source: Ipsos Political Monitor

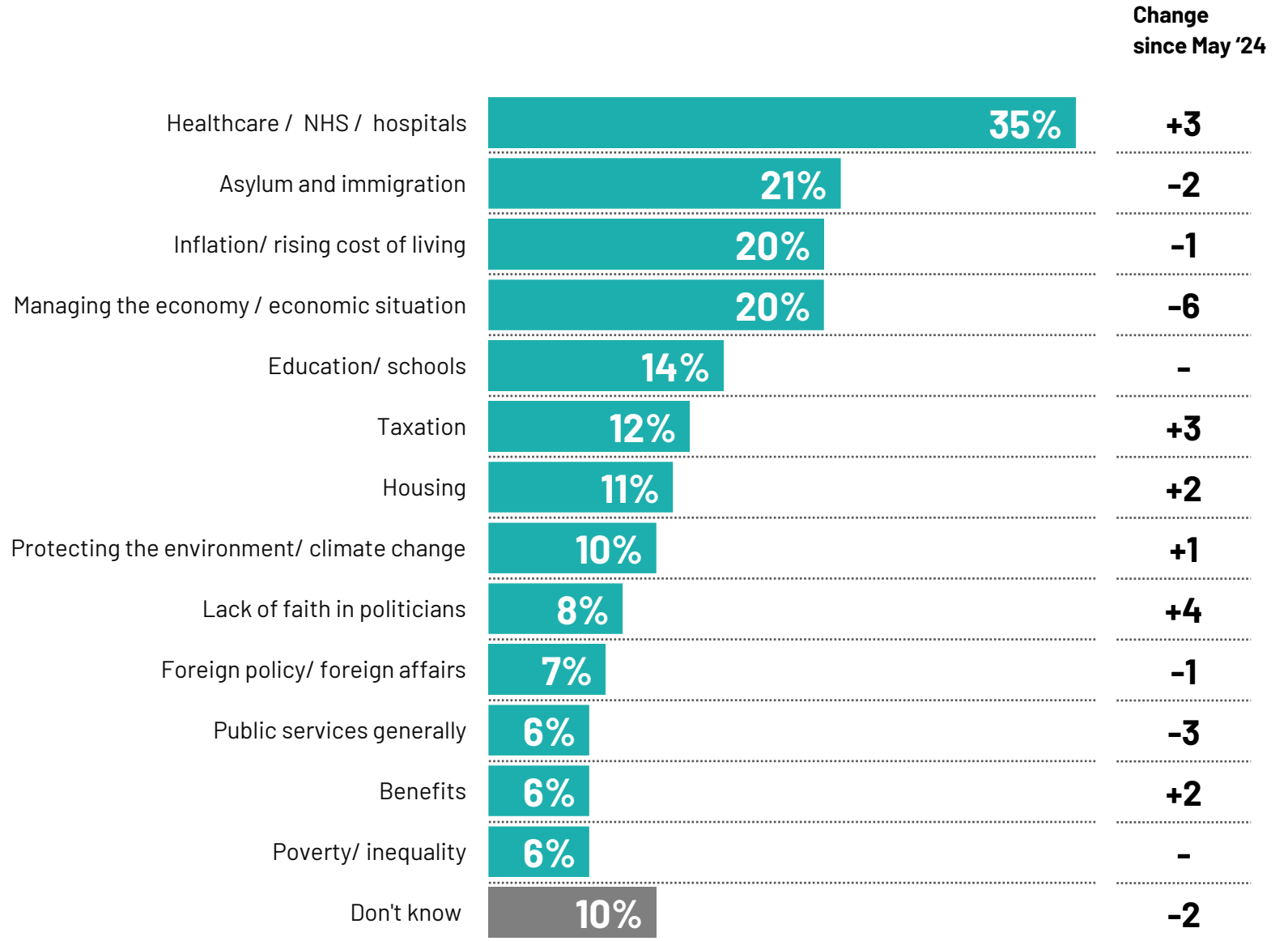


ISSUES FOR THE NEXT GENERAL ELECTION



Which issues will help decide your vote?

Looking ahead to the next General Election, which, if any, issues do you think will be very important to you in helping you decide which party to vote for?



Source: Ipsos Political Monitor

Base: 1,014 British adults 18+, 31 May – X4 June 2024. *This chart only shows issues which were mentioned by at least 5%. For the full list of issues, please see the full data tables.

Which issues will help decide your vote? *Trend*

Looking ahead to the next General Election, which, if any, issues do you think will be very important to you in helping you decide which party to vote for?

	June 2001	March 2010	Apr 2015	May 2017	Dec 2019	June 2024
1st	Healthcare / NHS / 50%	Managing the economy 32%	Healthcare / NHS 47%	Healthcare / NHS 43%	Europe / EU / Brexit 55%	Healthcare / NHS 35%
2nd	Education / schools 39%	Healthcare / NHS 26%	Managing the economy 35%	EU / Brexit 42%	Healthcare / NHS 52%	Asylum / immigration 21%
3rd	EU / Brexit 14%	Education / schools 23%	Education / schools 24%	Education / schools 22%	Education / schools 22%	Inflation / cost of living 20%
4th	Taxation 11%	Asylum / immigration 14%	Asylum / Immigration 19%	Managing the economy 16%	Climate change 11%	Managing the economy 20%
5th	Managing the economy 7%	Taxation 12%	Taxation 16%	Asylum / immigration 12%	Managing the economy 10%	Education / schools 14%

Base: 1,014 British adults 18+, 31 May – 4 June 2024. C 1,000 British Adults 18+ each wave.

LEADERSHIP



Leader image: Sunak v Starmer

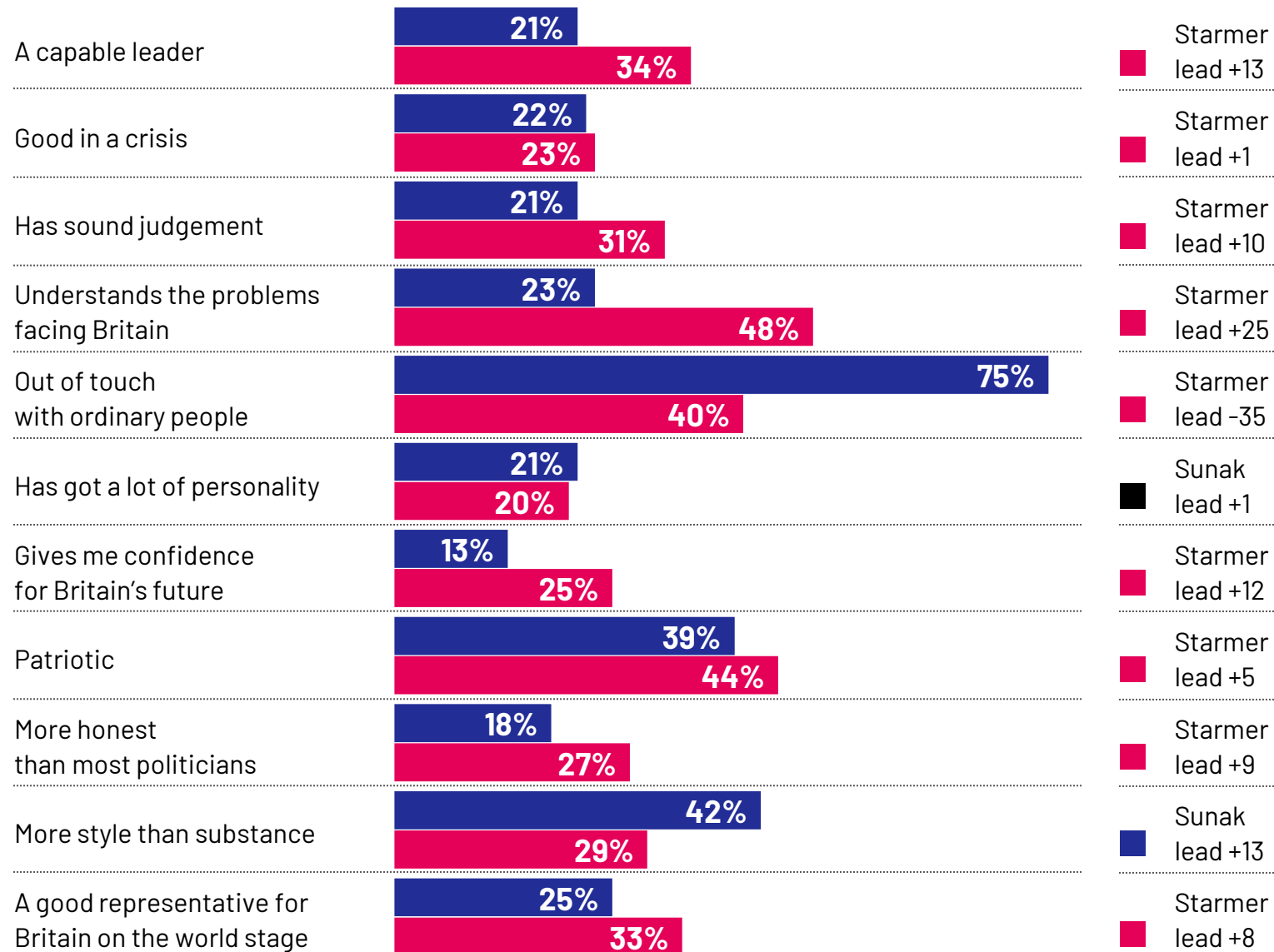
I am going to read out some things both favourable and unfavourable that have been said about various politicians. Which of these, if any, do you think apply to...



Rishi Sunak



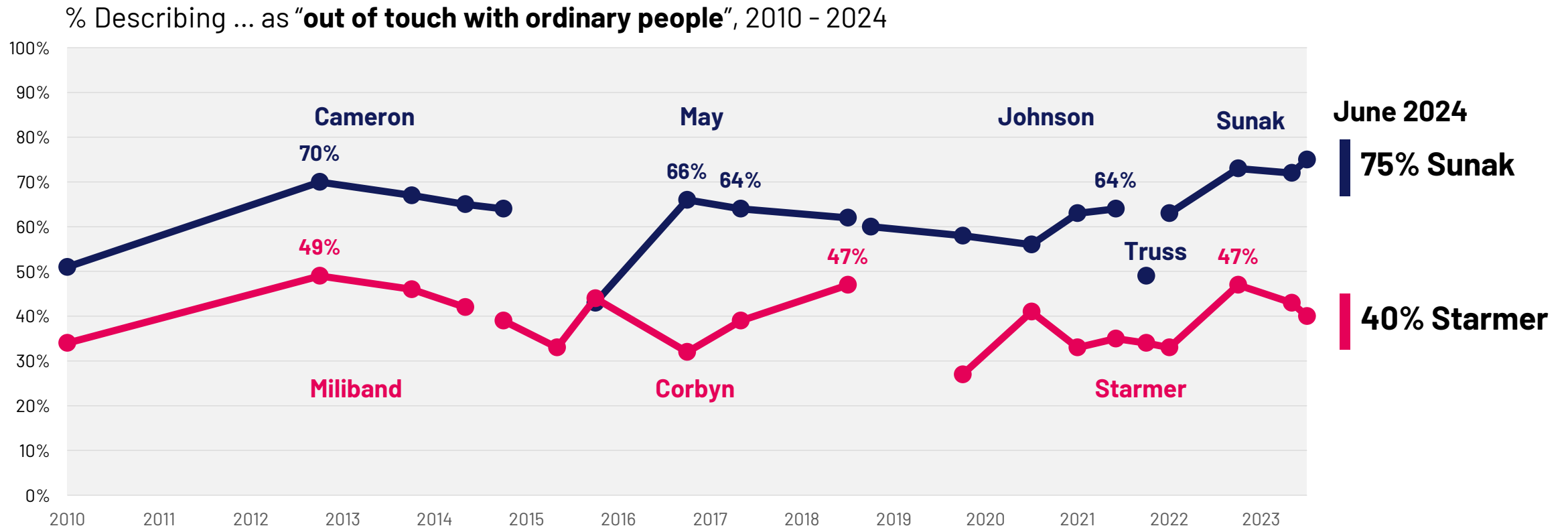
Keir Starmer



Base: 1,014 British adults 18+, 31 May - 4 June 2024

Leader image: Out of touch with ordinary people

I am going to read out some things both favourable and unfavourable that have been said about various politicians. Which of these, if any, do you think apply to...?

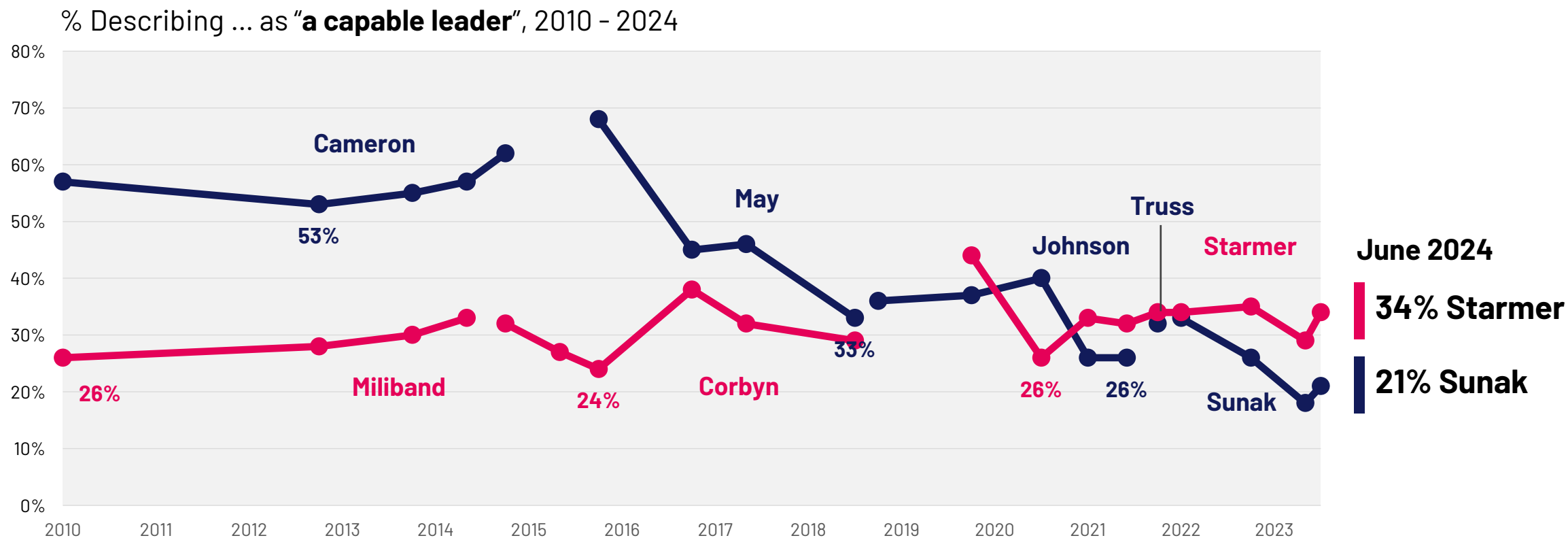


Latest wave base: 1,014 British adults 18+, 31 May - 4 June 2024. c.1000 people asked each wave.

Source: Ipsos Political Monitor

Leader image: A capable leader

I am going to read out some things both favourable and unfavourable that have been said about various politicians. Which of these, if any, do you think apply to...?

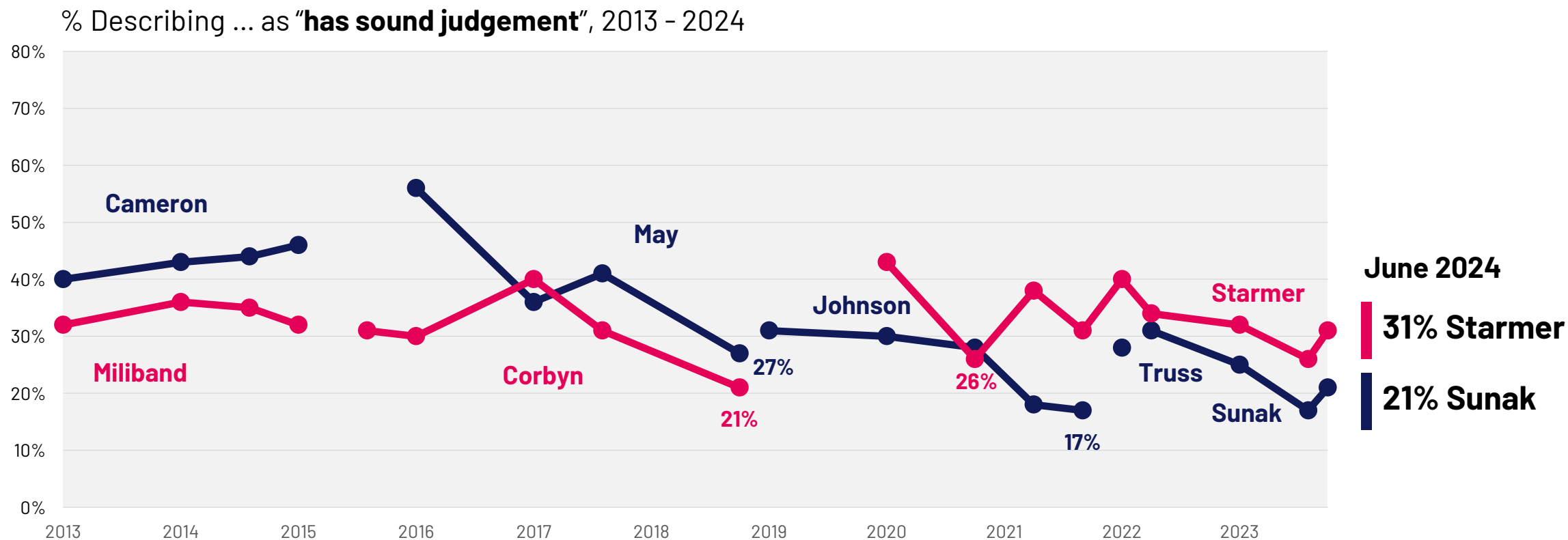


Latest wave base: 1,014 British adults 18+, 31 May - 4 June 2024. c.1000 people asked each wave.

Source: Ipsos Political Monitor

Leader image: Has sound judgement

I am going to read out some things both favourable and unfavourable that have been said about various politicians. Which of these, if any, do you think apply to...?

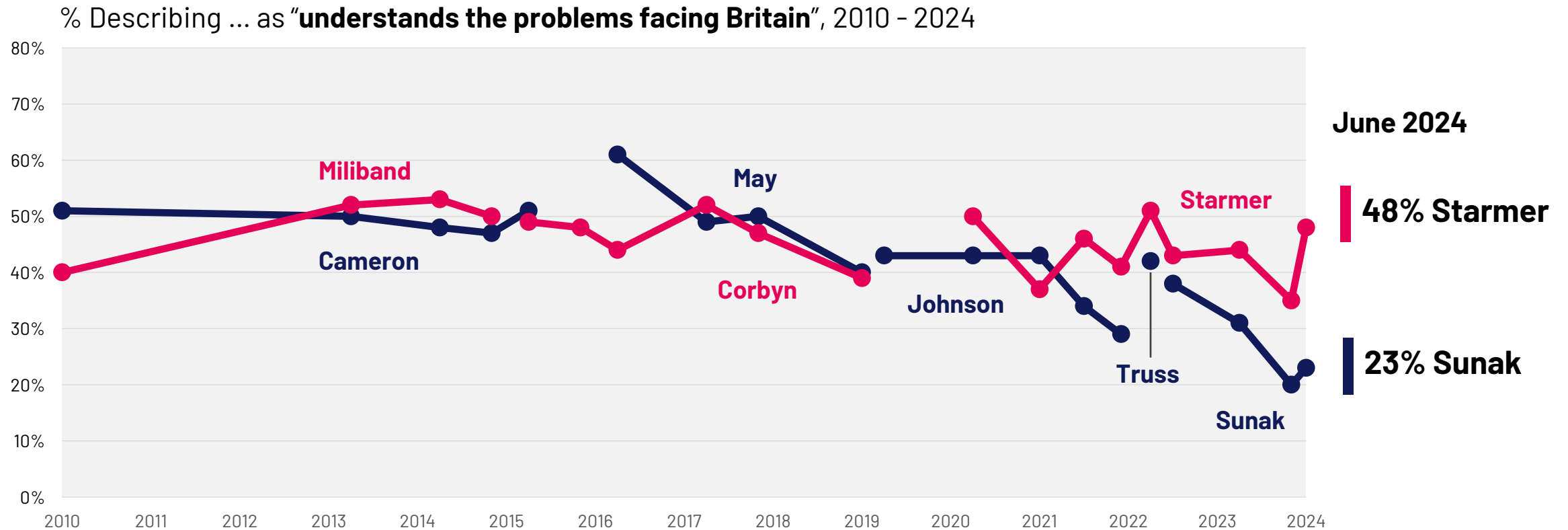


Latest wave base: 1,014 British adults 18+, 31 May - 4 June 2024. c.1000 people asked each wave.

Source: Ipsos Political Monitor

Leader image: Understands the problems facing Britain

I am going to read out some things both favourable and unfavourable that have been said about various politicians. Which of these, if any, do you think apply to...?

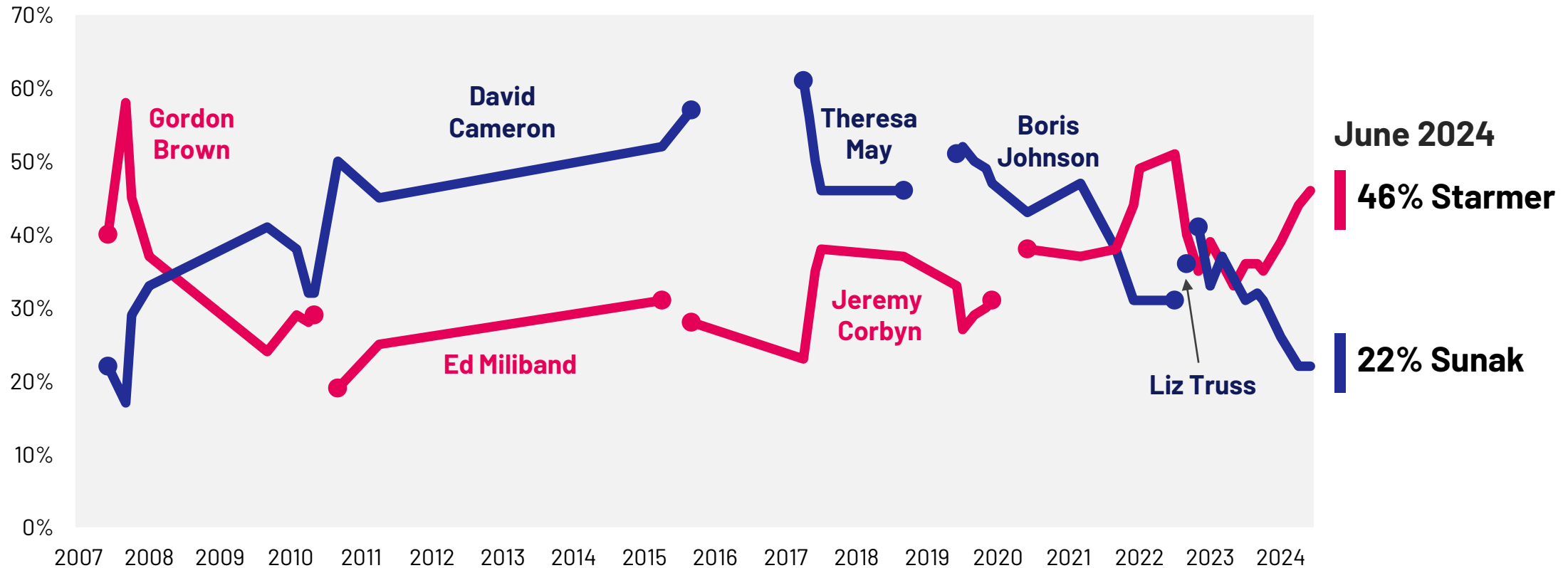


Latest wave base: 1,014 British adults 18+, 31 May - 4 June 2024. c.1000 people asked each wave.

Source: Ipsos Political Monitor

Who would make the most capable Prime Minister?

Who do you think would make the most capable Prime Minister, the Conservative's Rishi Sunak, or Labour's Keir Starmer?



Base: 1,014 British adults 18+, 31 May- 4 June 2024. c.1,000 British adults each month

Source: Ipsos Political Monitor

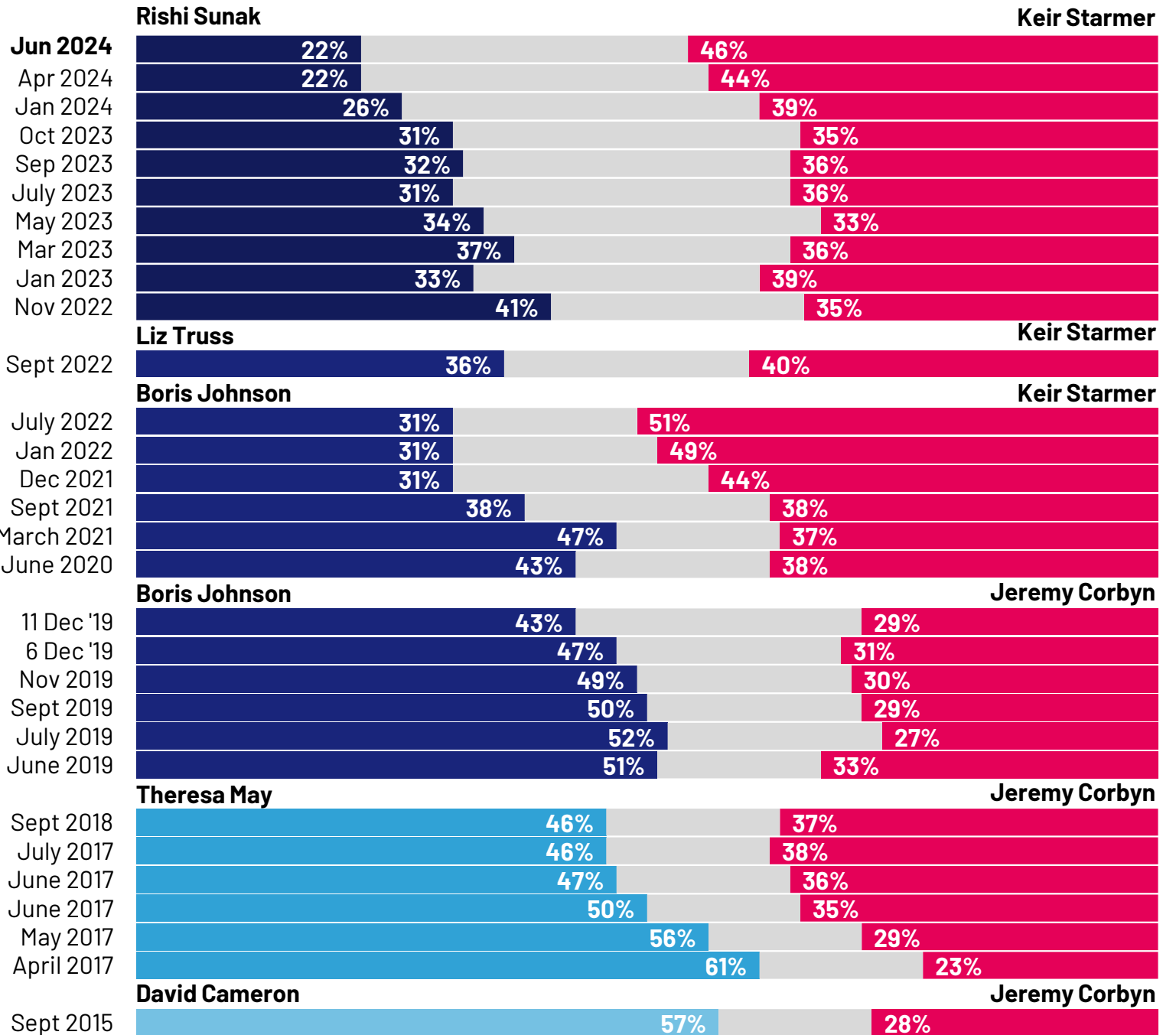
Who would make the most capable Prime Minister?

Who do you think would make the most capable Prime Minister, the Conservative's Rishi Sunak, or Labour's Keir Starmer?

Source: Ipsos Political Monitor

Base: 1,014 British adults 18+, 31 May- 4 June 2024

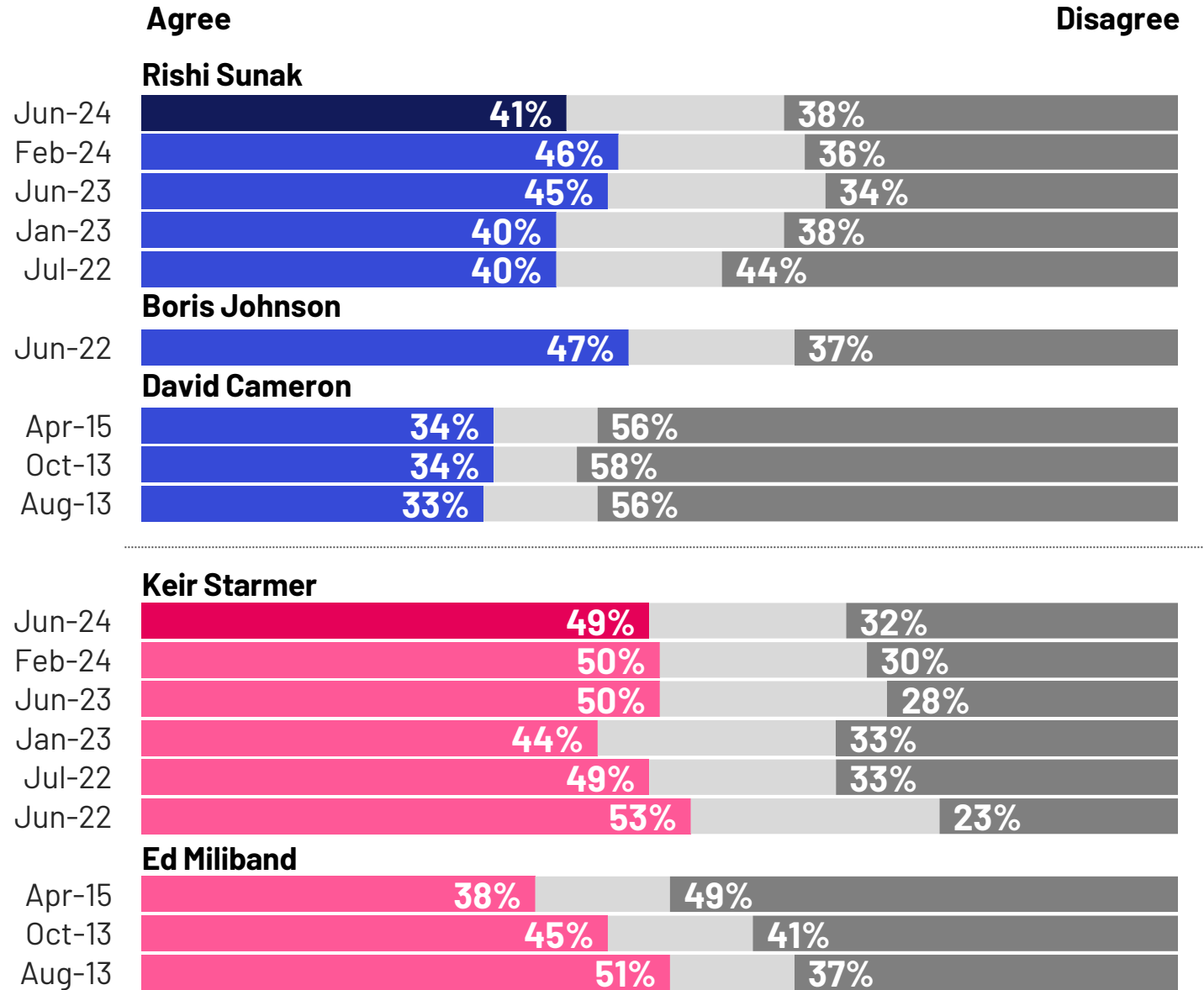
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What do the party leaders stand for? Trends

To what extent do you agree or disagree with the following statements?

I don't know what ... stands for



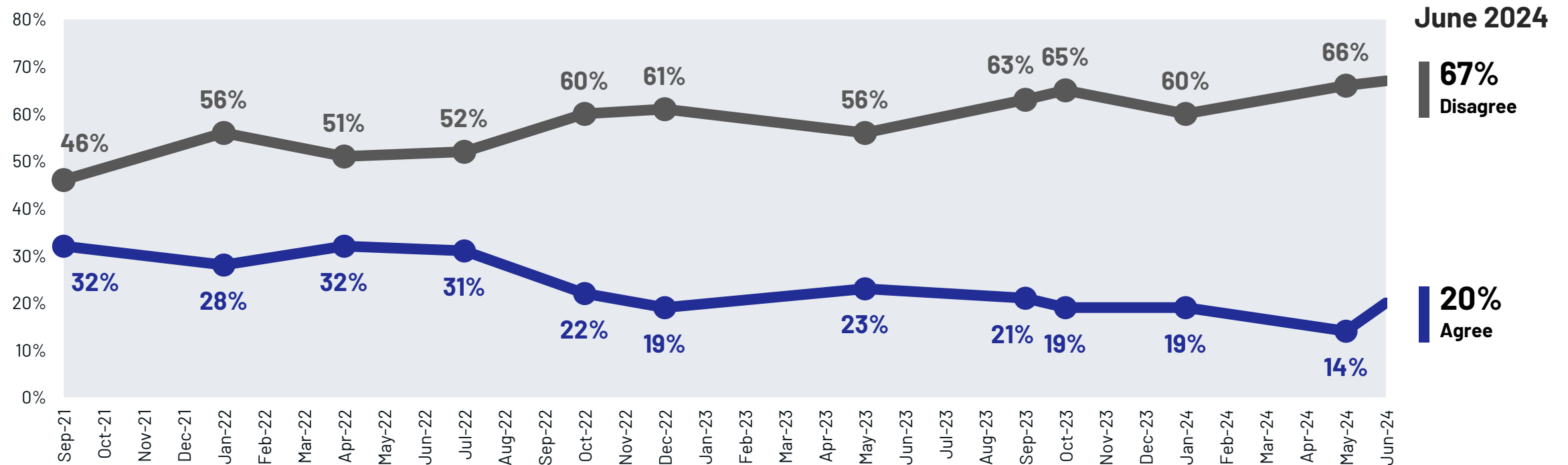
Base: 1,014 British adults 18+, 31 May- 4 June 2024

Source: Ipsos Political Monitor

Does the Conservative Government deserve to be re-elected?

To what extent, if at all, do you agree or disagree with the following?

The Conservative Government deserves to be re-elected



Base: 1,014 British adults 18+, 31 May- 4 June 2024. c.1,000 British adults each month

Source: Ipsos Political Monitor

Is Labour ready to form the next Government?

To what extent, if at all, do you agree or disagree with the following?

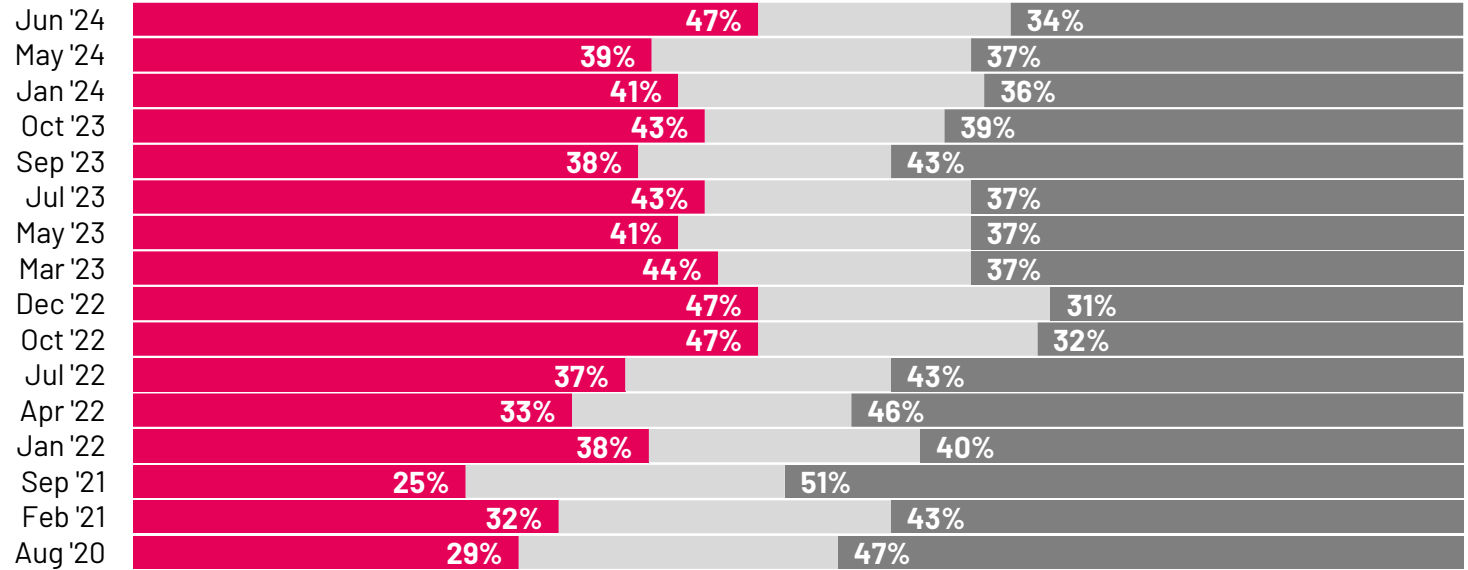
Labour is ready to form the next Government

Base: 1,014 British adults 18+, 31 May- 4 June 2024

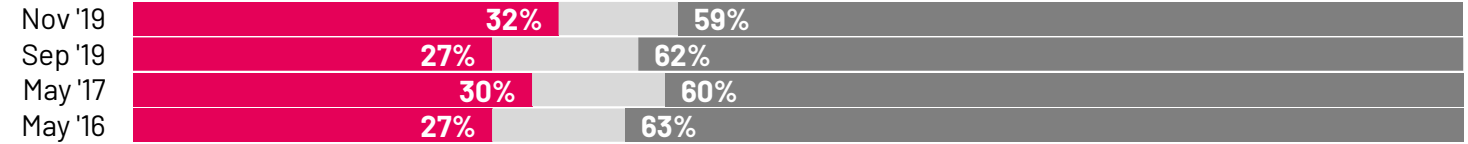
Agree

Disagree

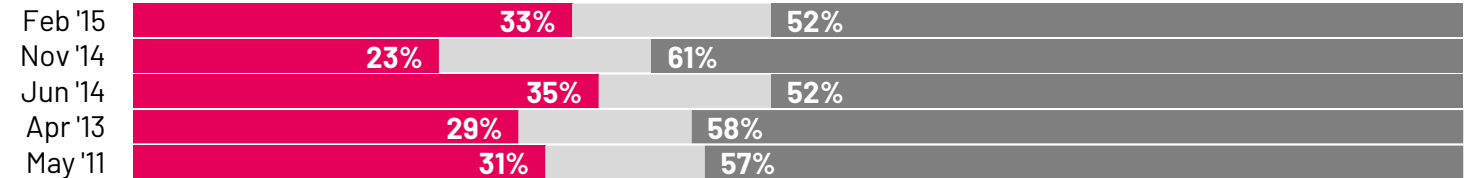
Under Keir Starmer



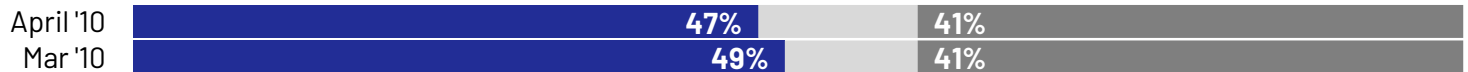
Under Jeremy Corbyn



Under Ed Miliband



The Conservatives under David Cameron



Under Tony Blair



IPSOS

June 2024 Political Monitor

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