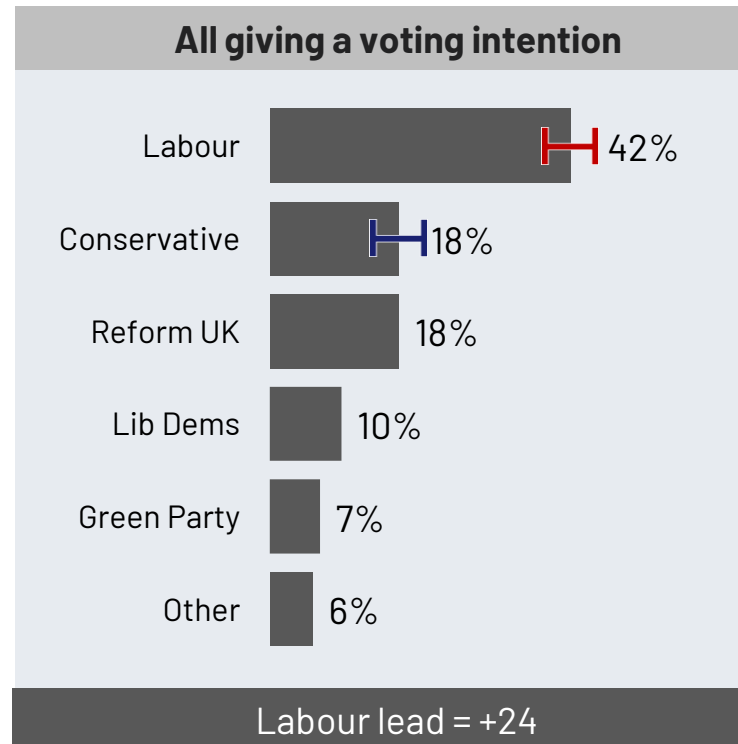
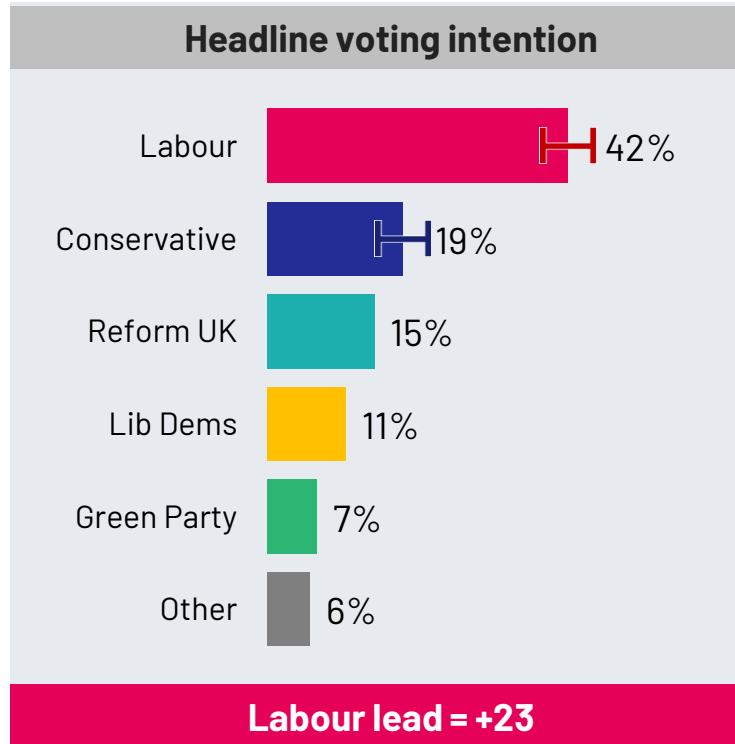


# IPSOS POLITICAL MONITOR

June 2024

# Voting Intention: June 2024

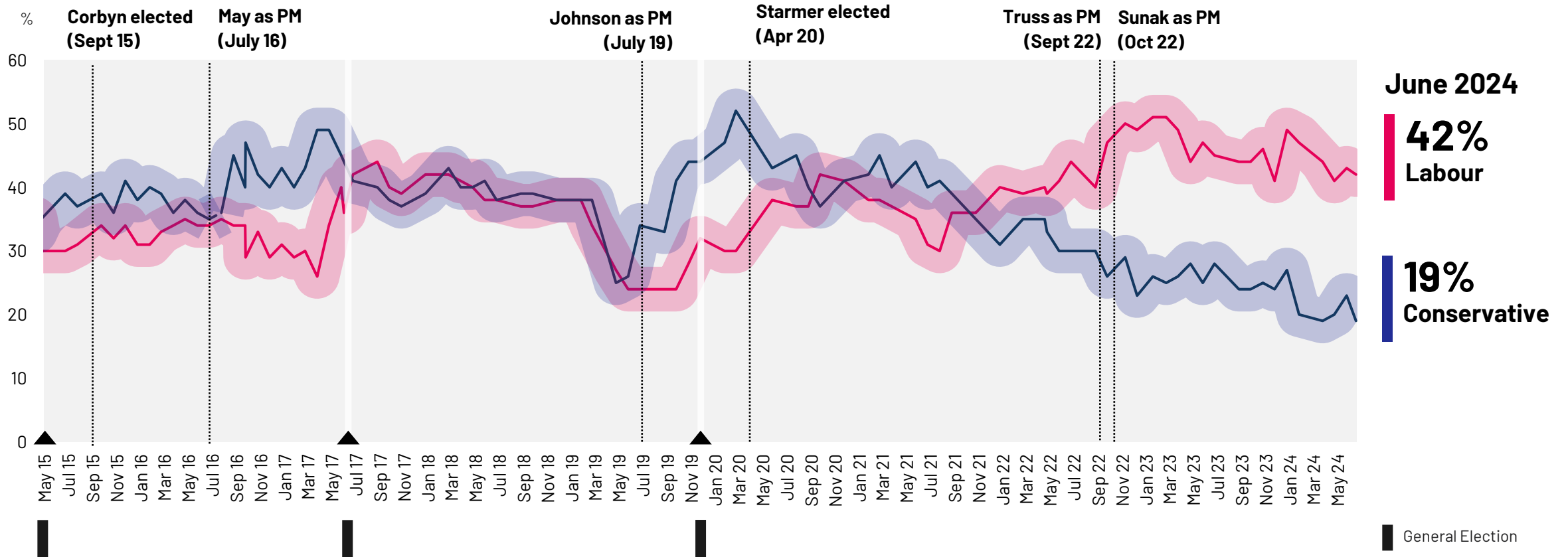
How do you intend to vote in the General Election? Will you vote...?



**Base: 1,402** British adults 18+, 21-25 June 2024; Headline Voting Intention: all 9/10 certain to vote, always/usually/it depends vote in General Election who gave a voting intention = **794**. 85% of these likely voters gave a voting intention. 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?

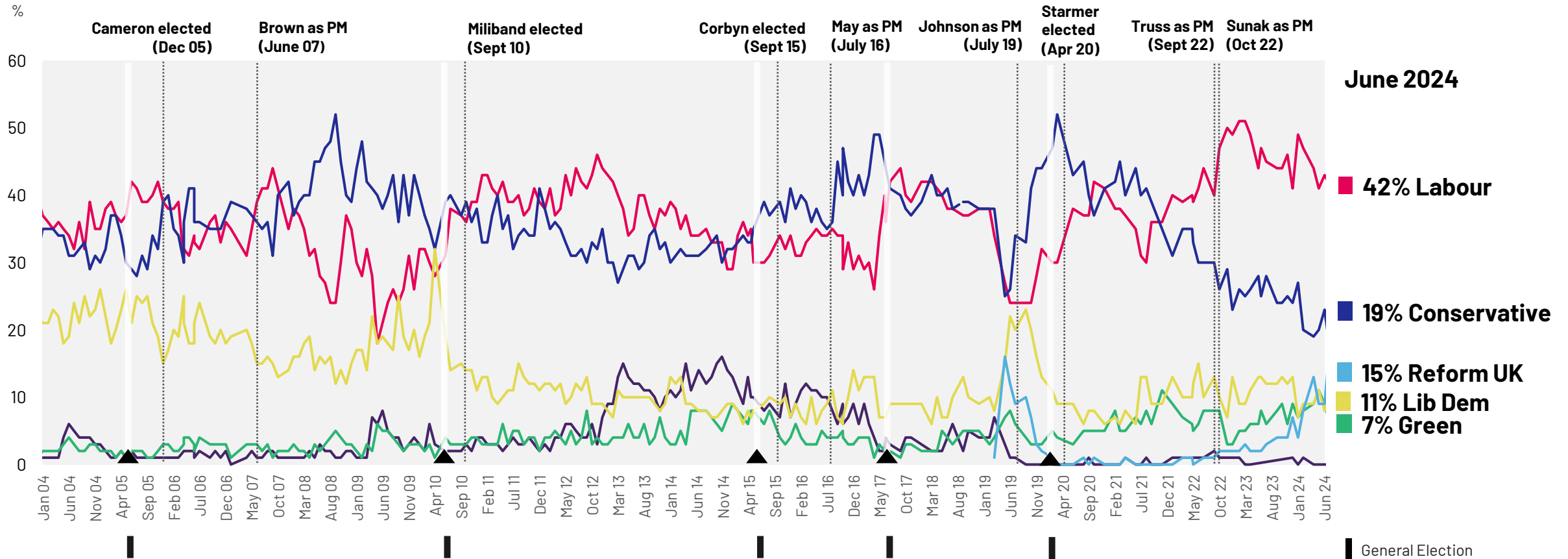


Base: c. 800 British adults 18; Prior to September 2015 the turnout filter is "All certain to vote"; From July 2015 turnout filter is "all 9/10 certain to vote and always/usually/it depends vote in General Elections. Note small change in methodology in approach to prompting Brexit Party in July 2019

Source: Ipsos Political Monitor

# Headline voting intention: January '04 – June '24

How would you vote if there were an election tomorrow?

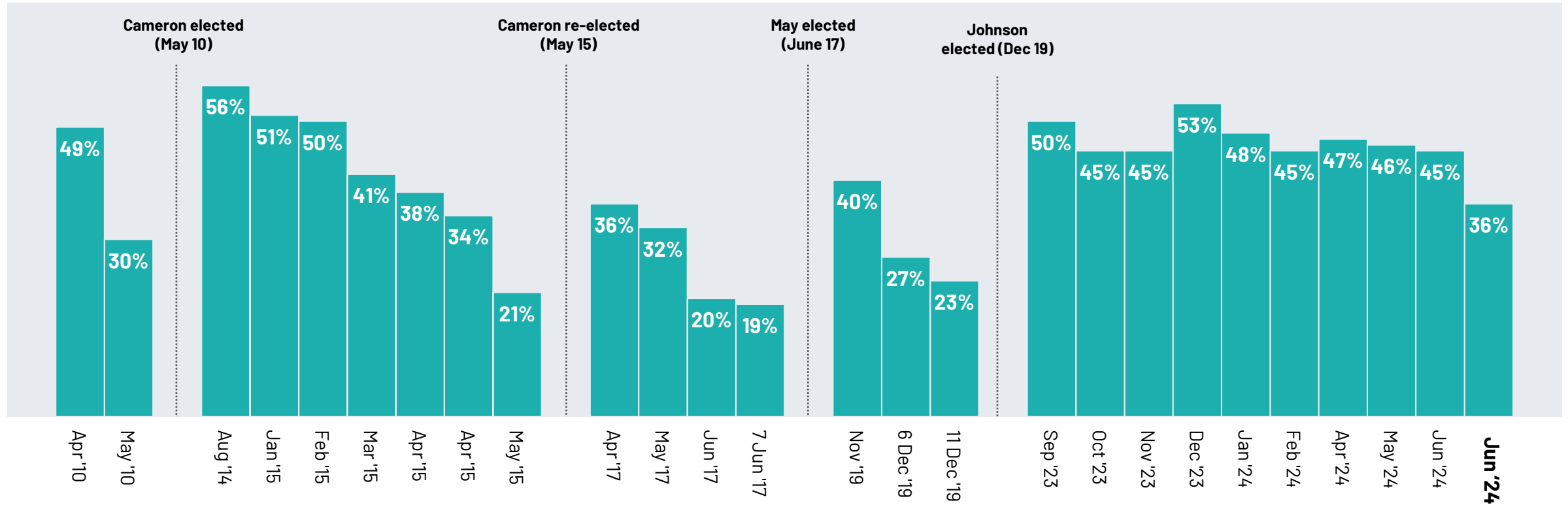


**Base:** c. 600 British adults; Prior to September 2015 the turnout filter is "All certain to vote"; From July 2015 turnout filter is "all 9/10 certain to vote and always/usually/it depends vote in General Elections."

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?



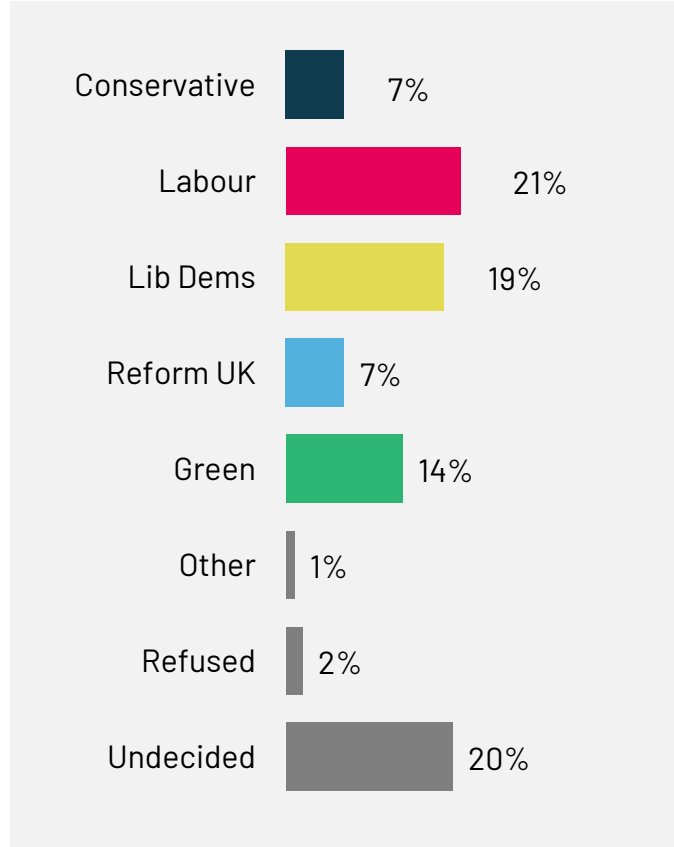
Base: All British adults 18+ giving a voting intention (798)

Source: Ipsos Political Monitor

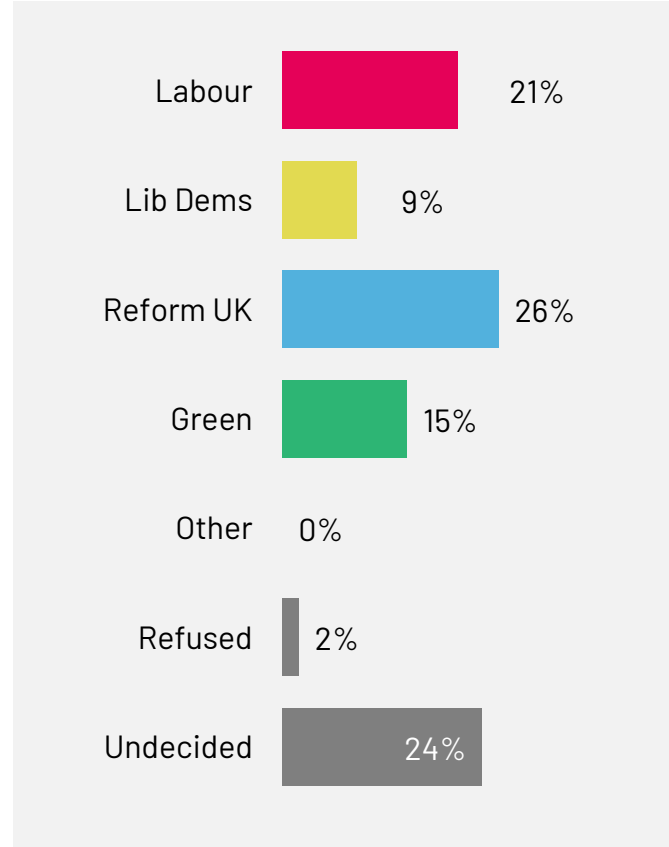
# Who might you vote for instead?

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

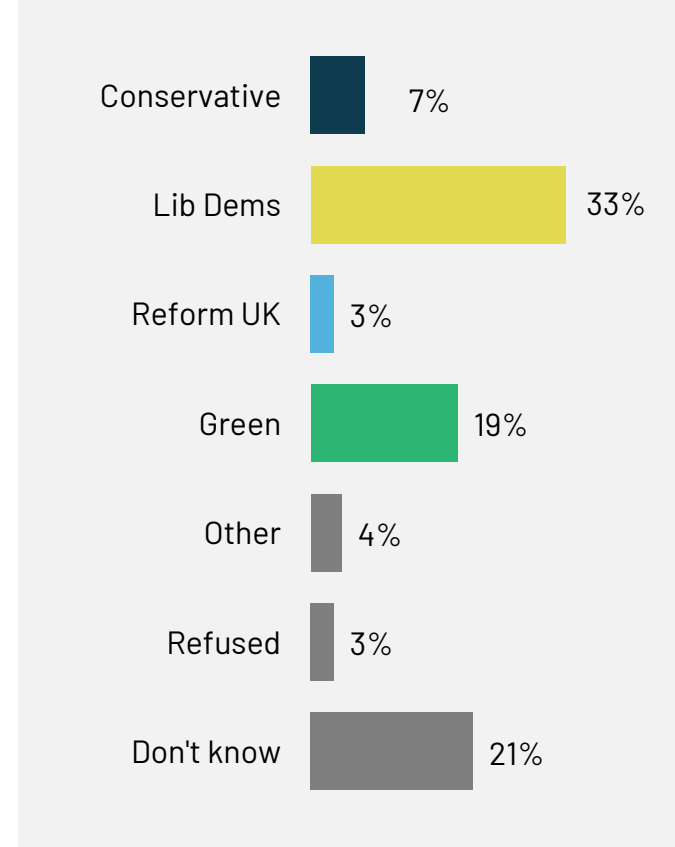
Among all who might change their mind



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, 86 Conservative party supporters who might change their mind, 131 Labour supporters who might change their mind, 31 May - 4 June 2024

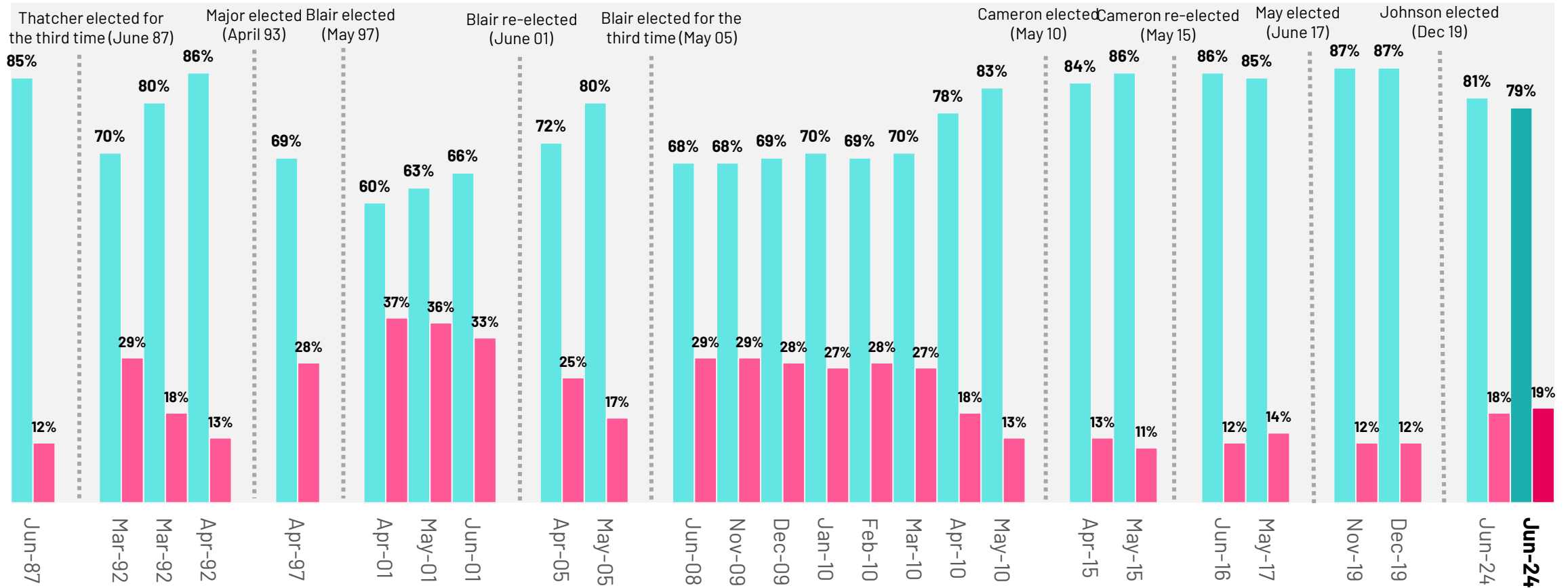
Source: Ipsos Political Monitor

\*Small base size

# Importance of the General Election

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

**Important** **Not important**



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

Source: Ipsos Political Monitor

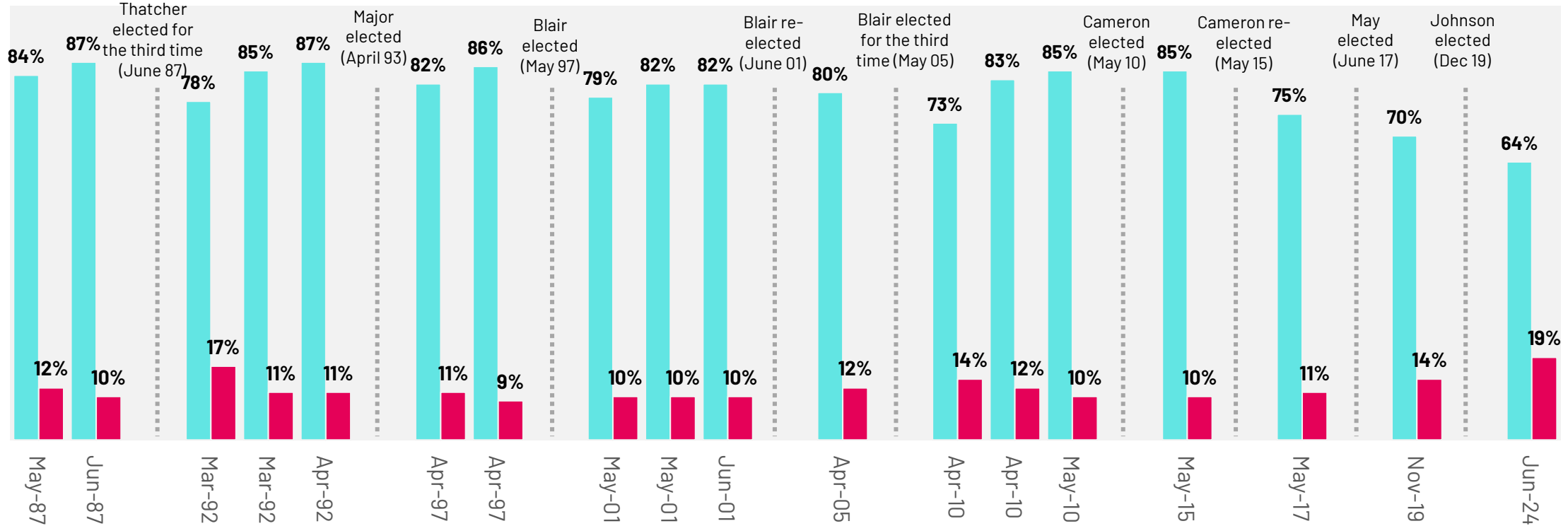


# What's deciding your vote?

You said you have voted... Which of the following statements comes closest to your reasons for voting for them? / You said you would vote ... / are inclined to support ... Which of the following statements comes closest to your reasons for intending to vote for them?

**It is the party the most represents your views**

**The party you support has little chance of winning in this constituency so you vote for the [party] to try and keep another party out**



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

Source: Ipsos Political Monitor



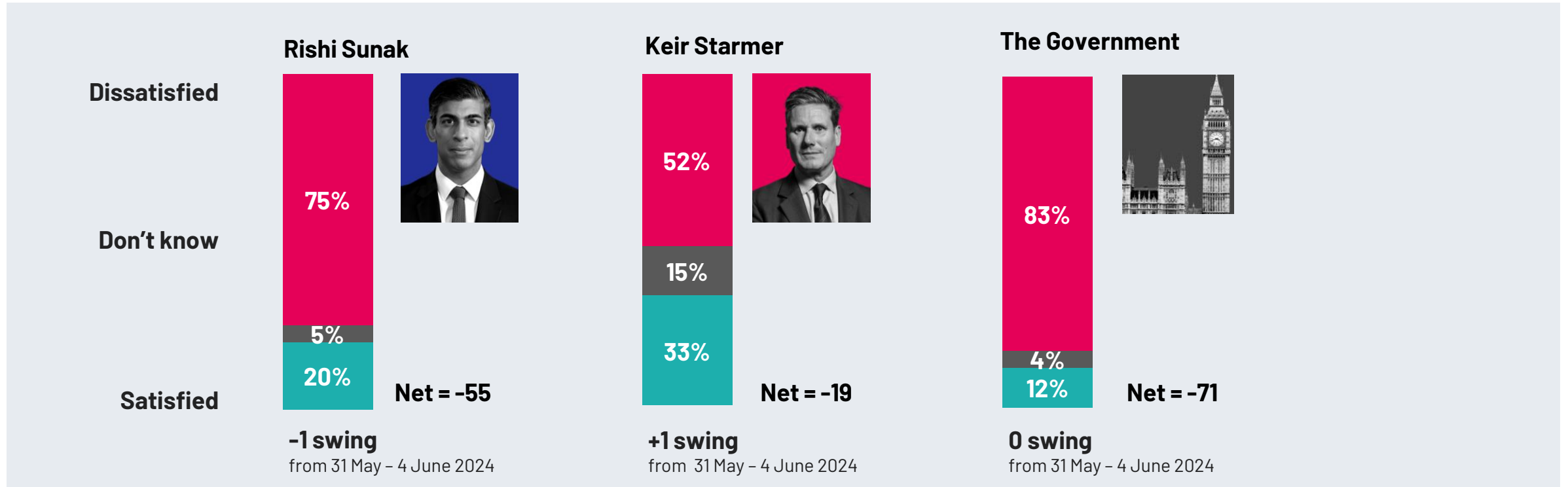
# SATISFACTION

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: 1,402 British adults 18+, 21-24 June 2024. Swing is calculated as the average of change in % "satisfied" and % "dissatisfied"

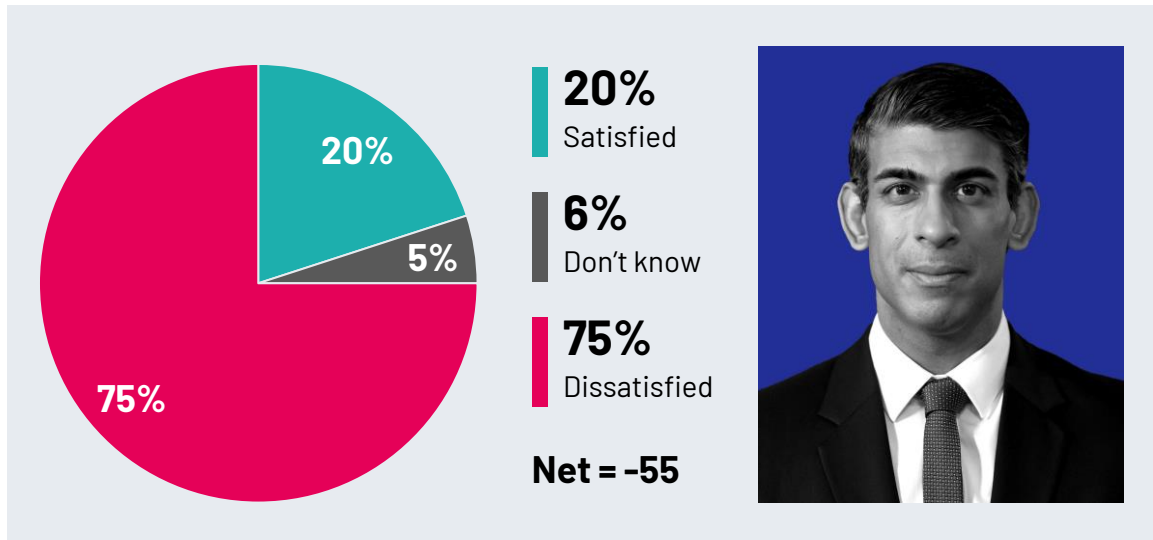
Source: Ipsos Political Monitor

# Rishi Sunak: Satisfaction

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

June 2024

Among all



November 2022 – June 2024



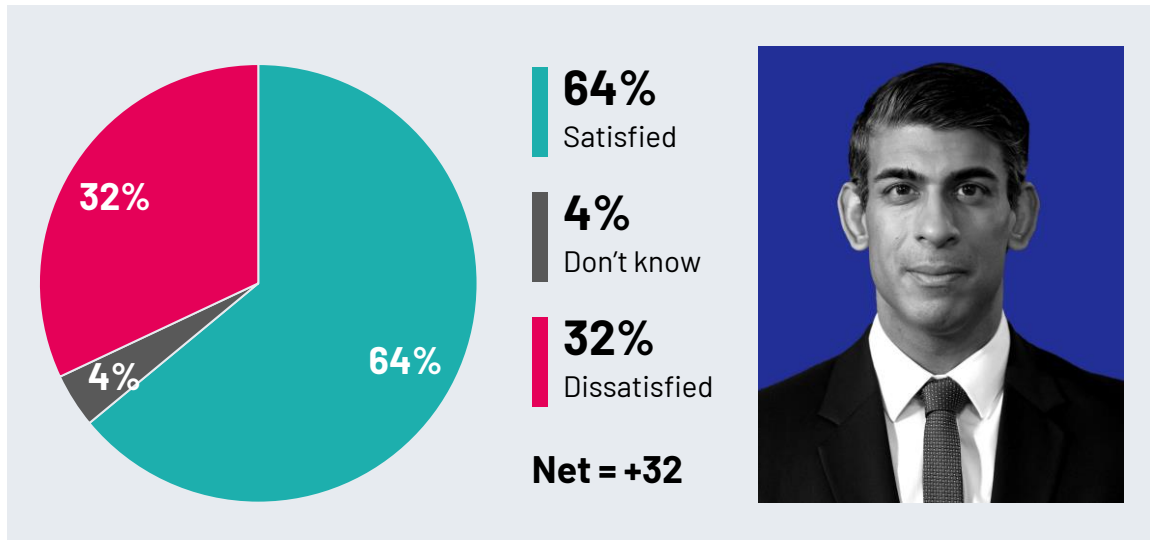
Base: 1,402 British adults 18+, 21-24 June 2024

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

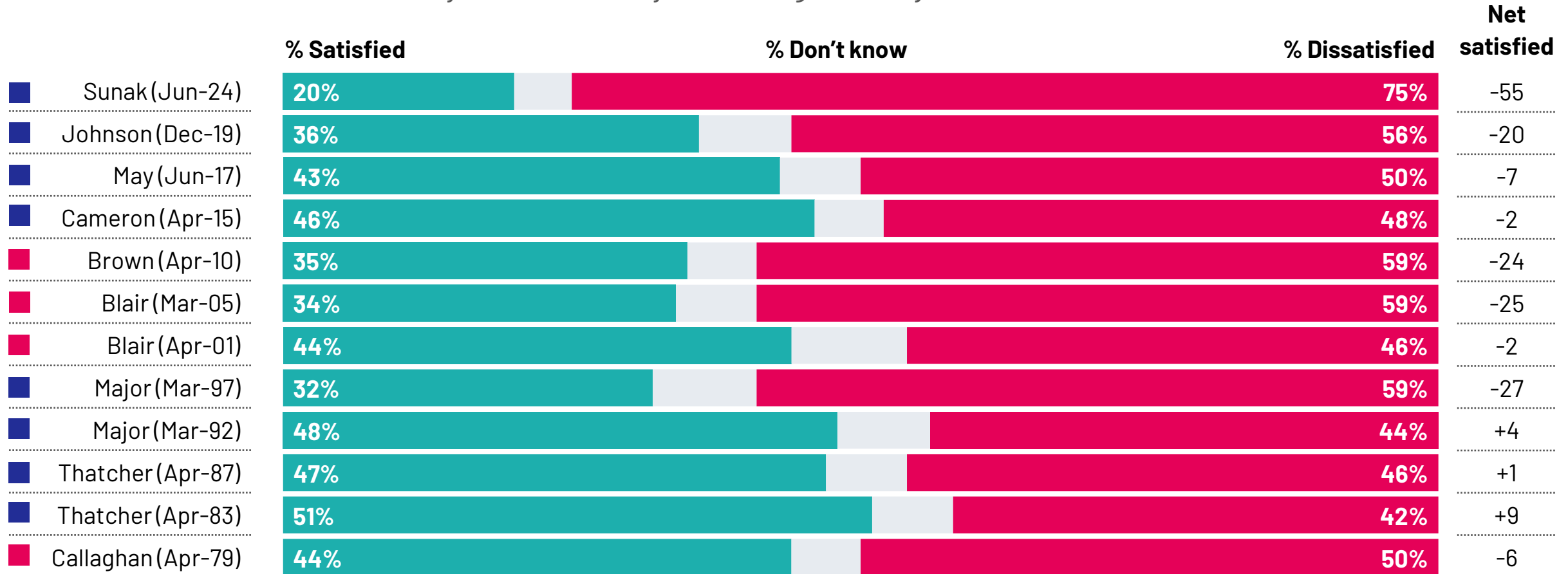


Base: 216 Conservative party supporters aged 18+, 21-24 June 2024

Source: Ipsos Political Monitor

# Satisfaction with Prime Minister: Ipsos rating closest 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

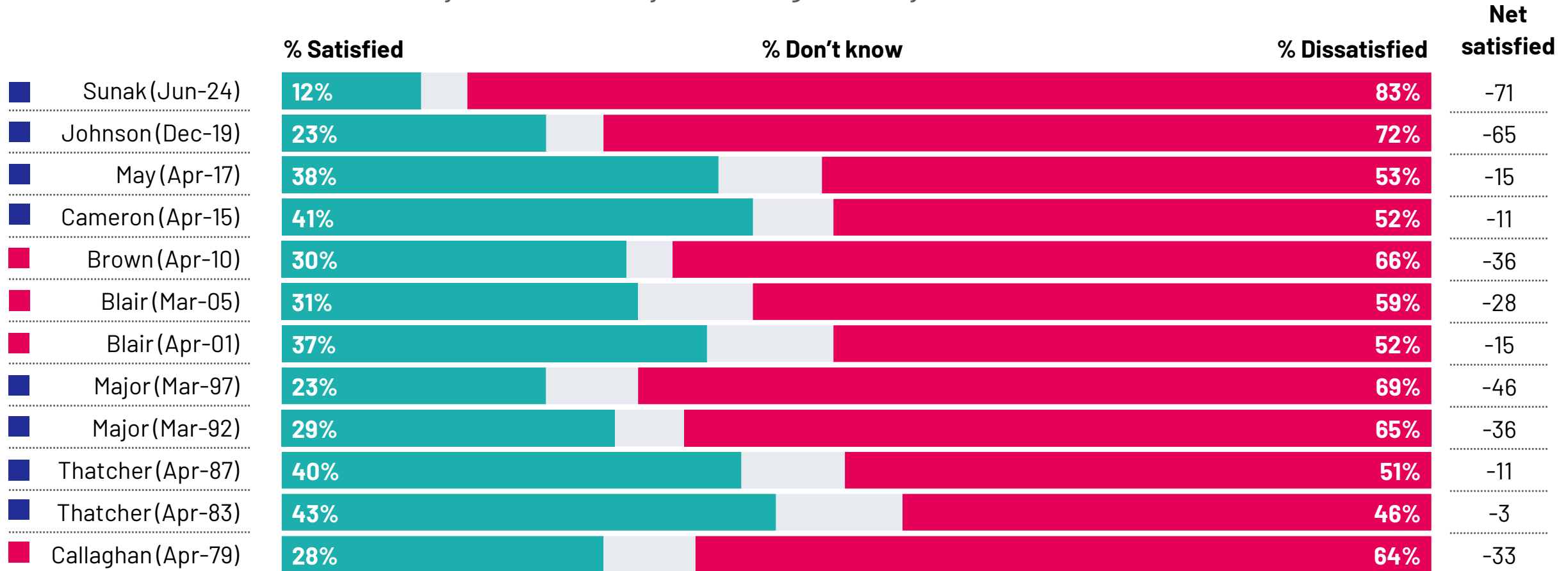
**Base:** c.1,000 British adults each month

\* Data has been taken from the survey closest to the election date

**Source:** Ipsos Political Monitor

# Satisfaction with Government: Ipsos rating closest 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

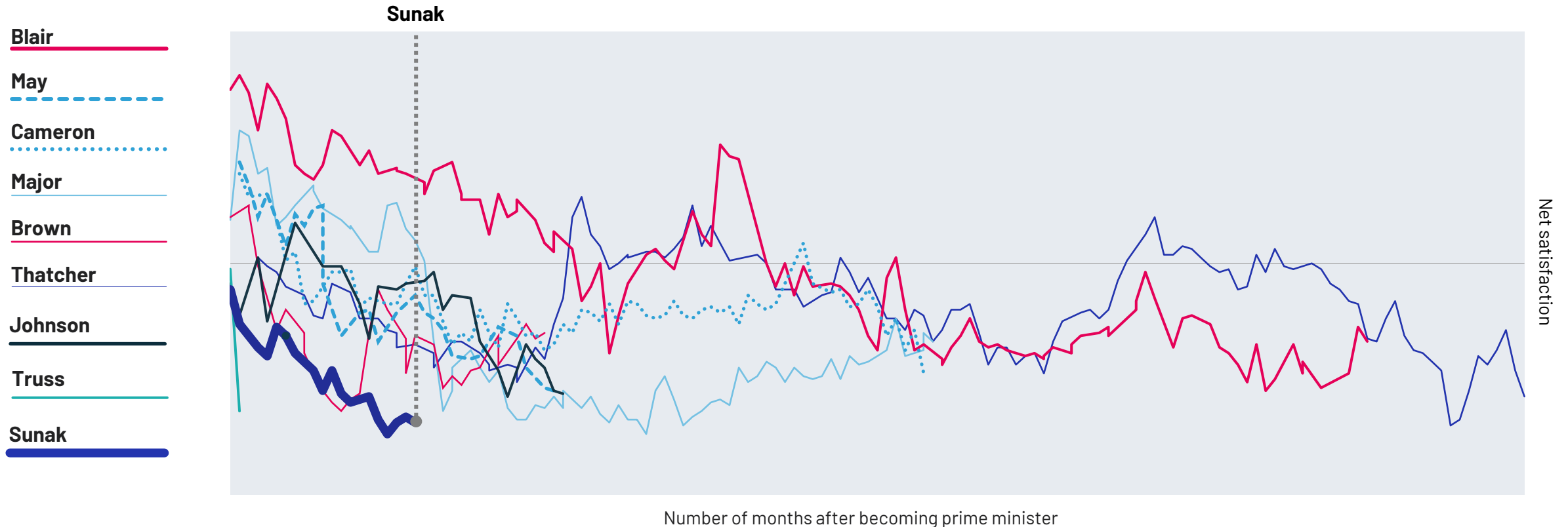
**Base:** c.1,000 British adults each month

\* Data has been taken from the survey closest to 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?



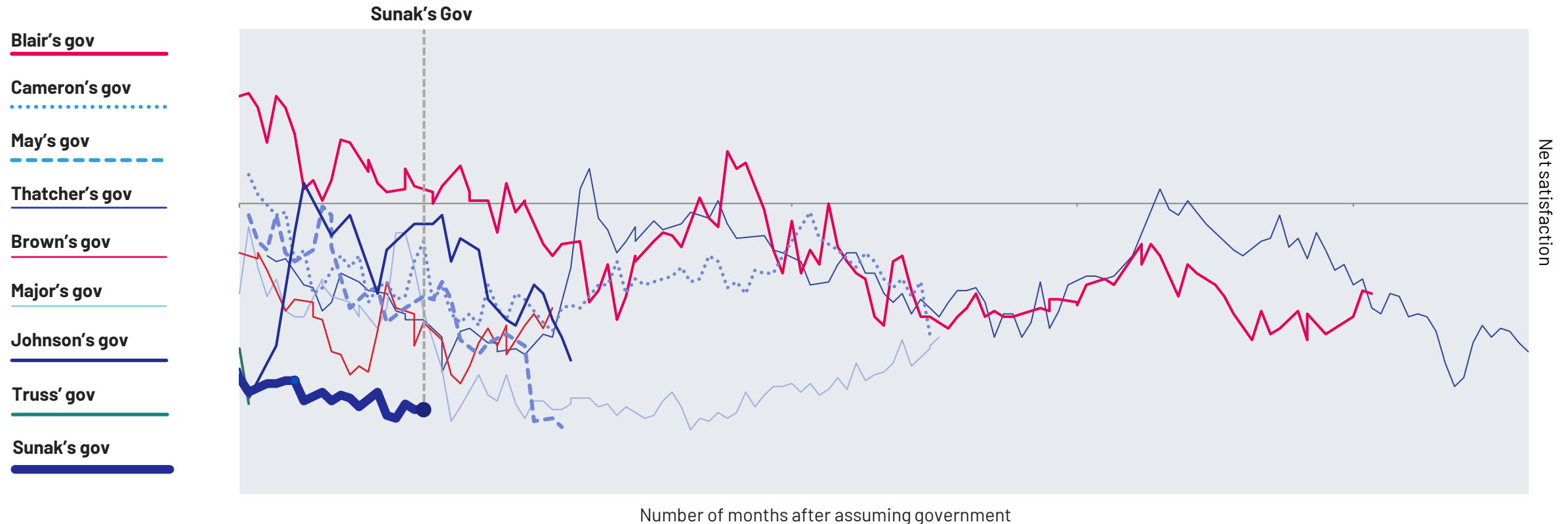
**Note:** Data collected prior to September 2008 was collected via face-to-face methodology; data collected from September 2008 was via telephone

**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

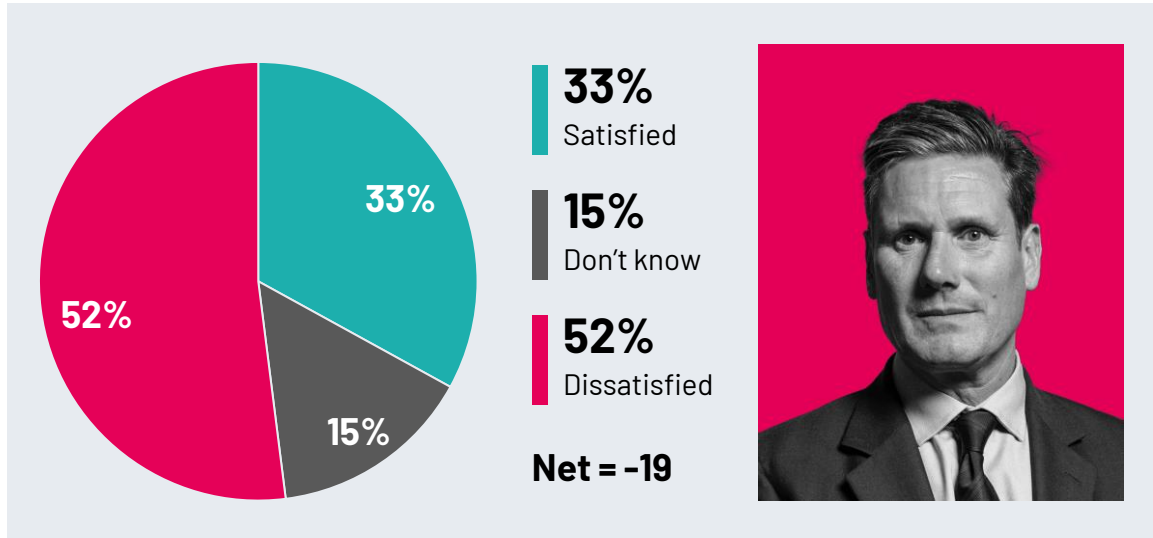


# Keir Starmer: Satisfaction

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



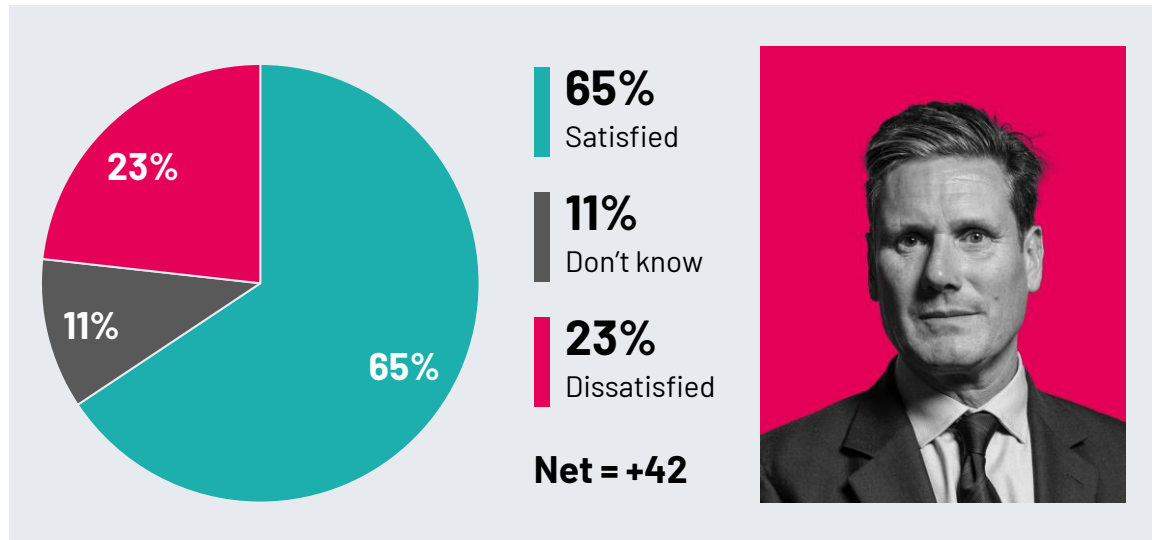
Base: 1,402 British adults 18+, 21-24 June 2024

Source: Ipsos Political Monitor

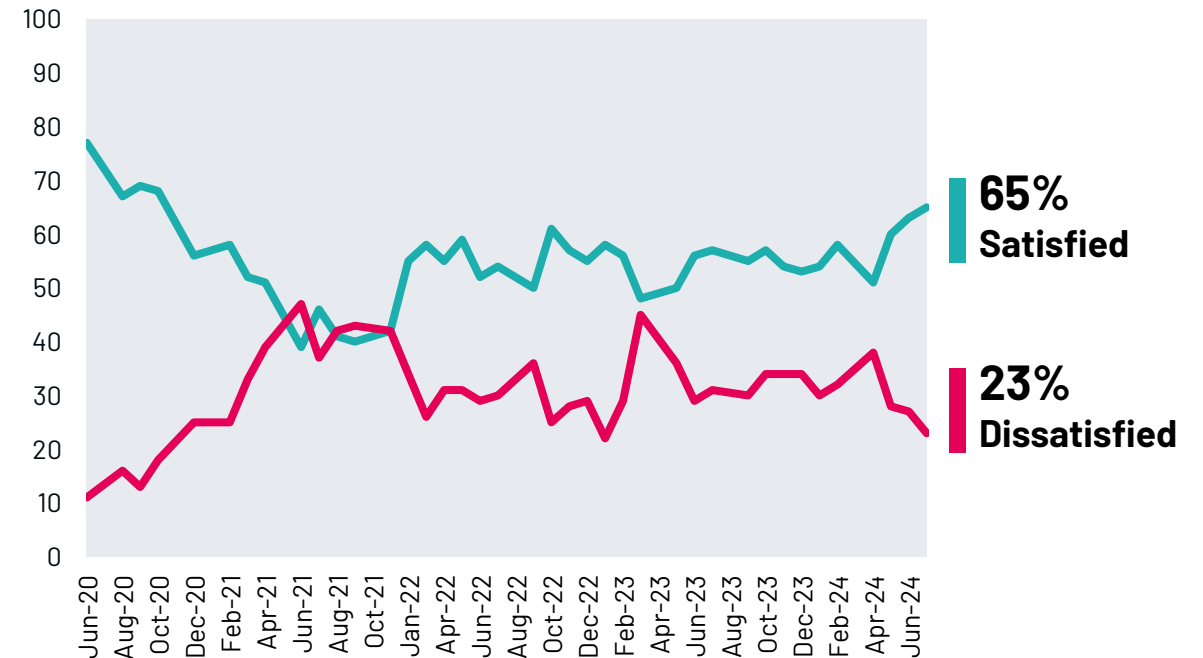
# Keir Starmer: Satisfaction amongst Labour supporters

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

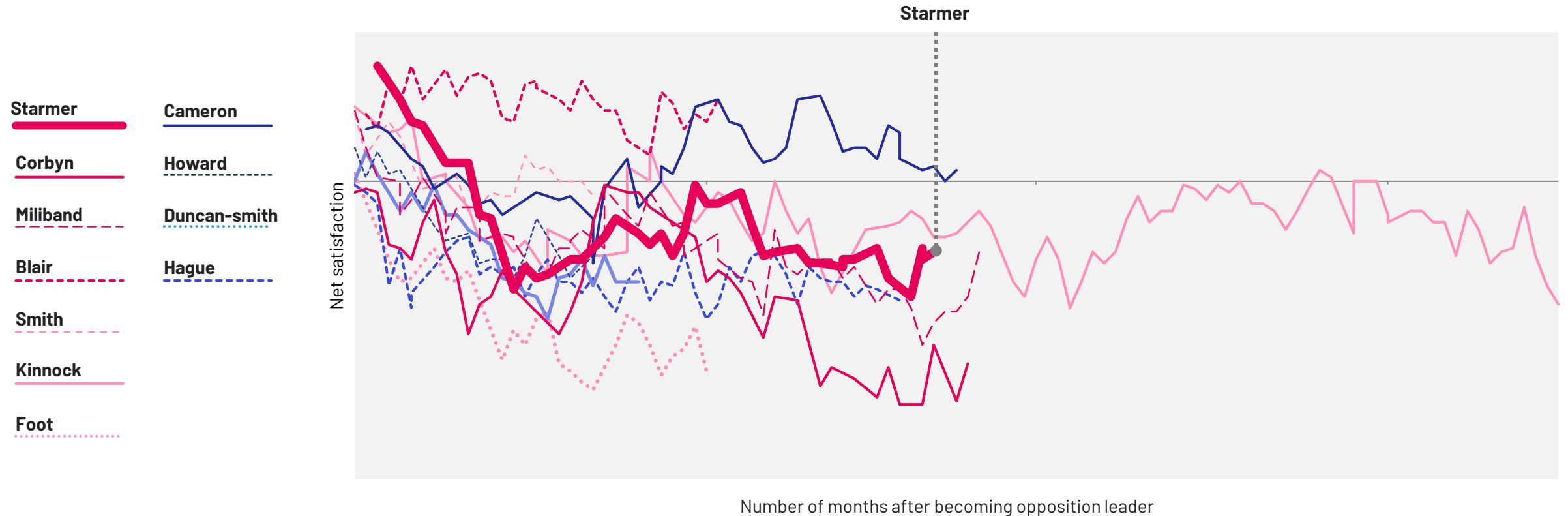


Base: 453 Labour Party supporters aged 18+, 21-24 June 2024

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?



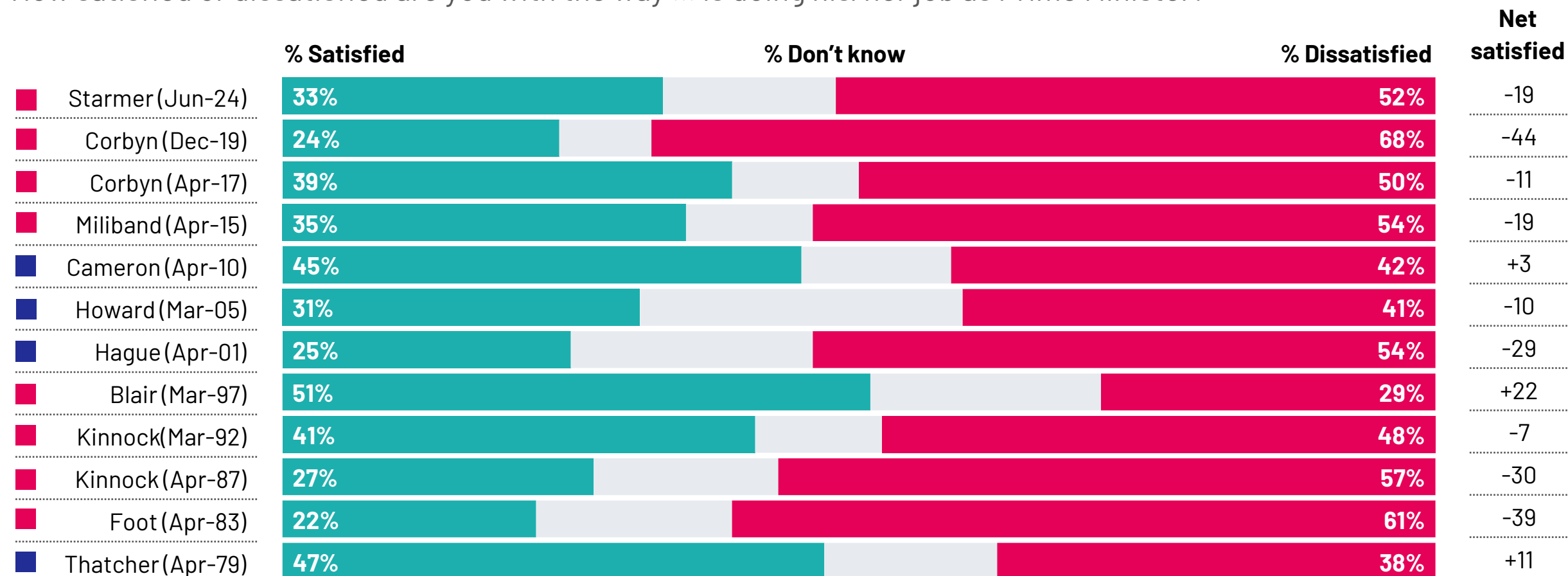
**Note:** Data collected prior to September 2008 was collected via face-to-face methodology; data collected from September 2008 was via telephone

**Base:** c.1,000 British adults each month

**Source:** Ipsos Political Monitor

# Satisfaction with Leader of Opposition: Ipsos rating closest 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 the election date

**Source:** Ipsos Political Monitor

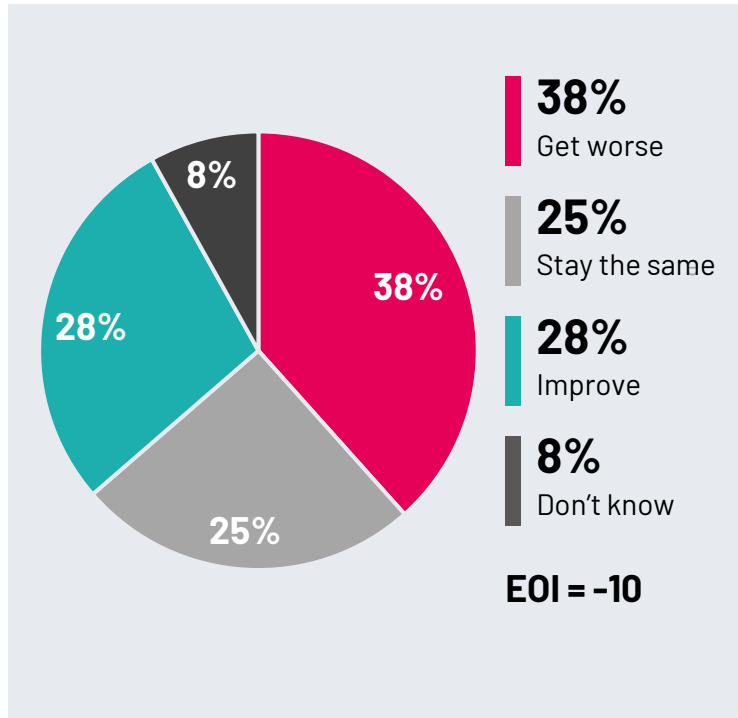
# THE ECONOMY



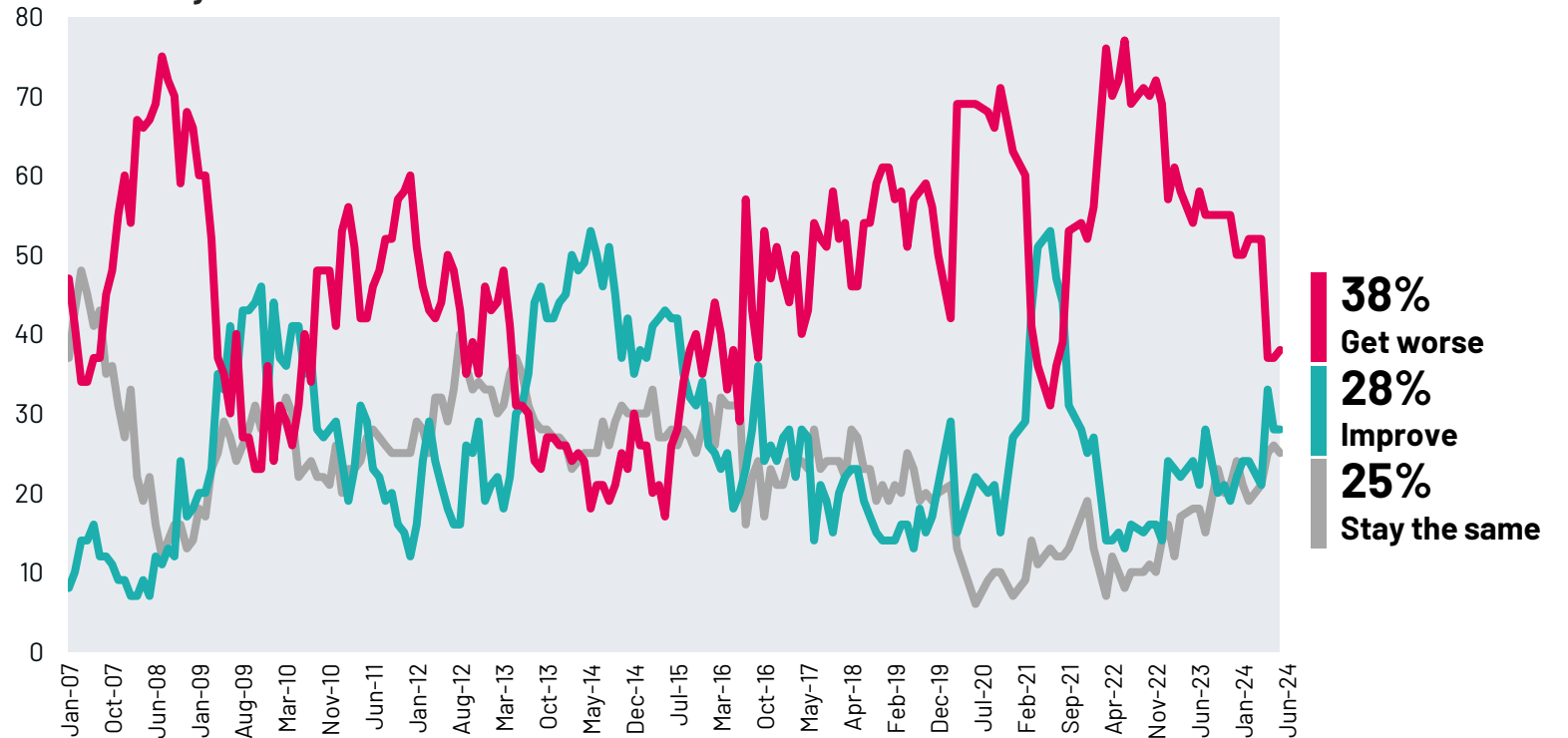
# Economic Optimism Index

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

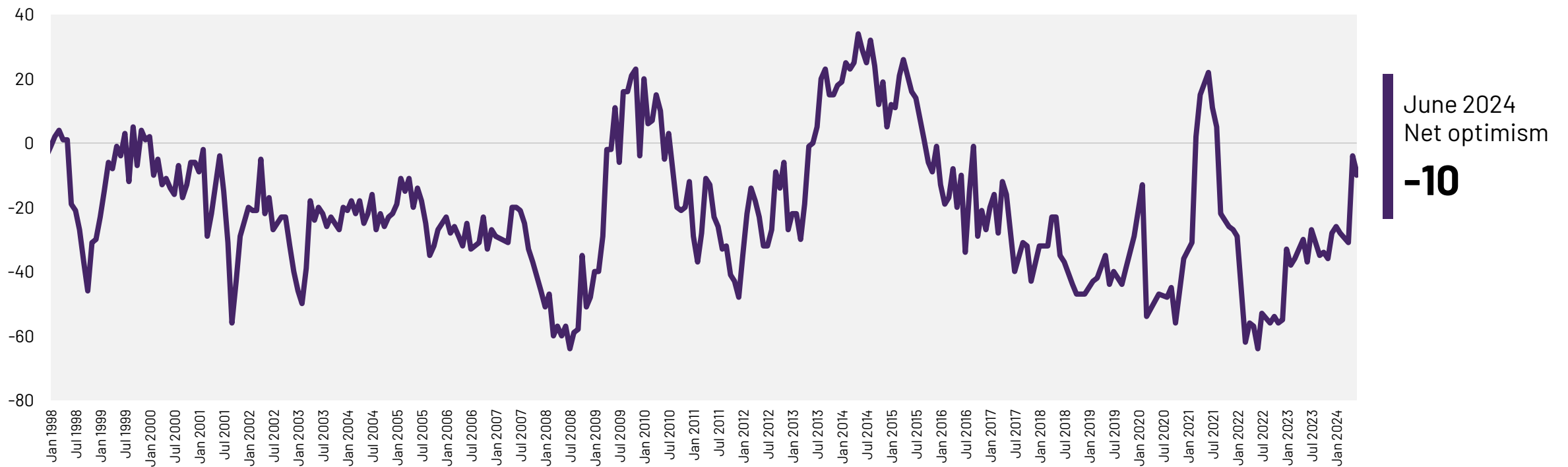


Base: 1,402 British adults 18+, 21-24 June 2024

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

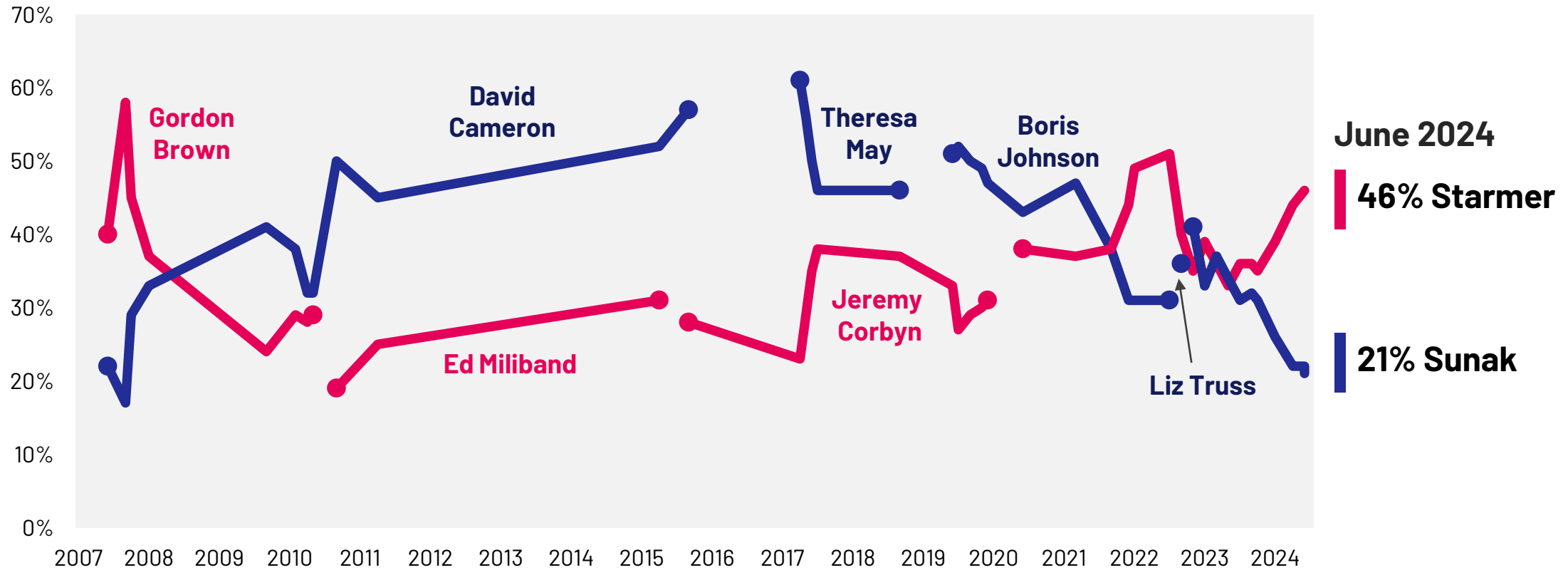
# LEADERSHIP





# 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: 1,402 British adults 18+, 21-24 June 2024. c.1,000 British adults each month

Source: Ipsos Political Monitor

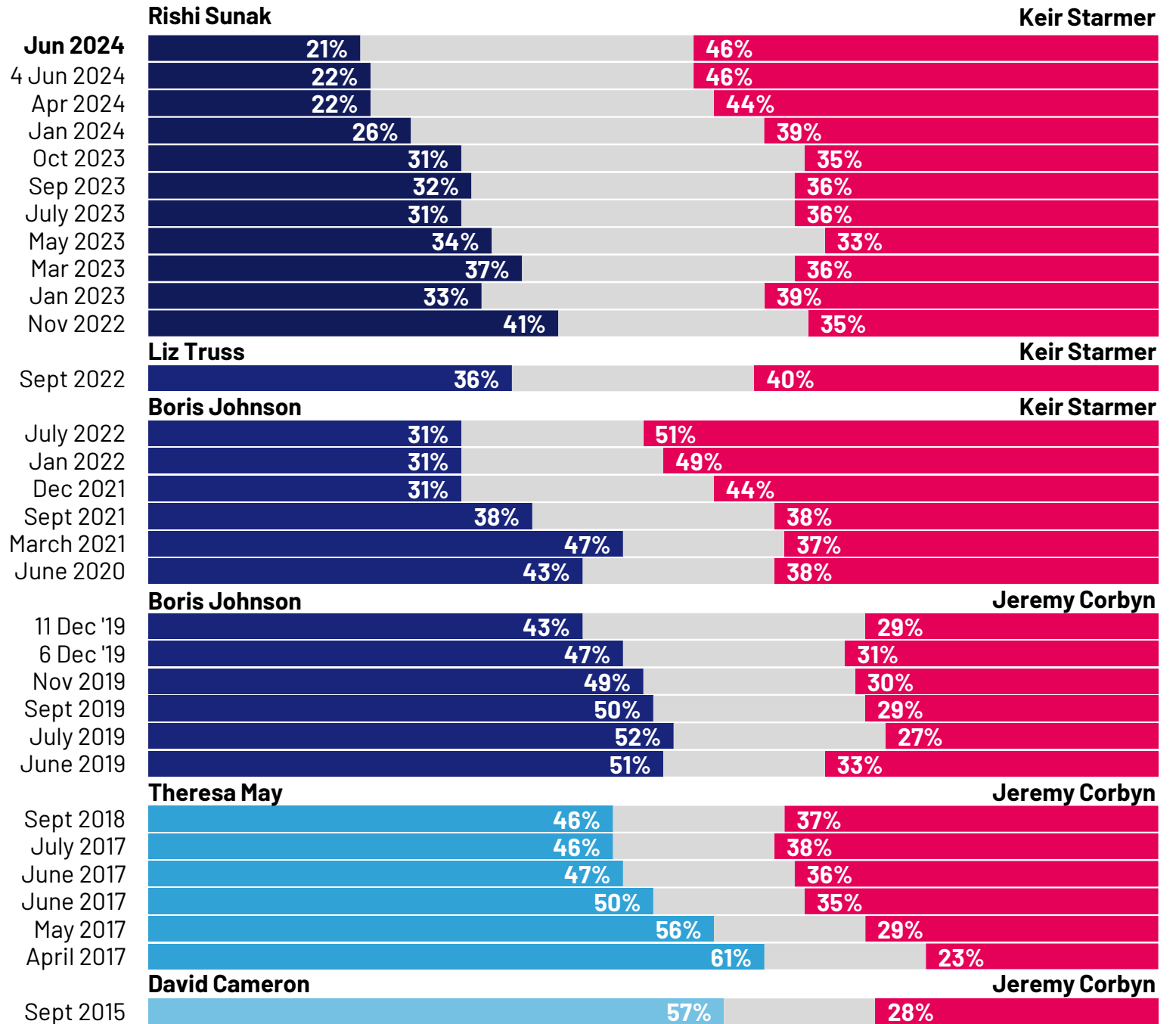
# Who would make the most capable Prime Minister?

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

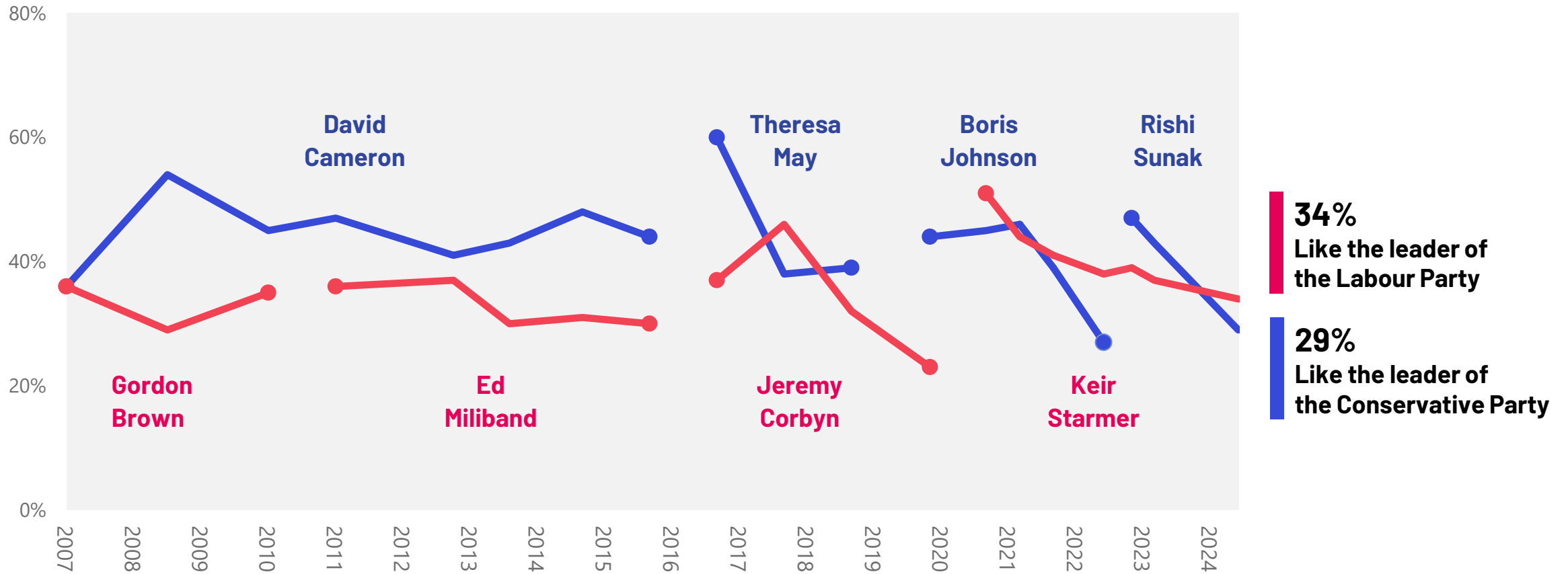
Base: 1,402 British adults 18+, 21-24 June 2024

© Ipsos | Political Monitor | June 2024 | Public



# Likeability of party leaders: 2007-2024

Which of these statements come closest to your views of ... and the ... party?



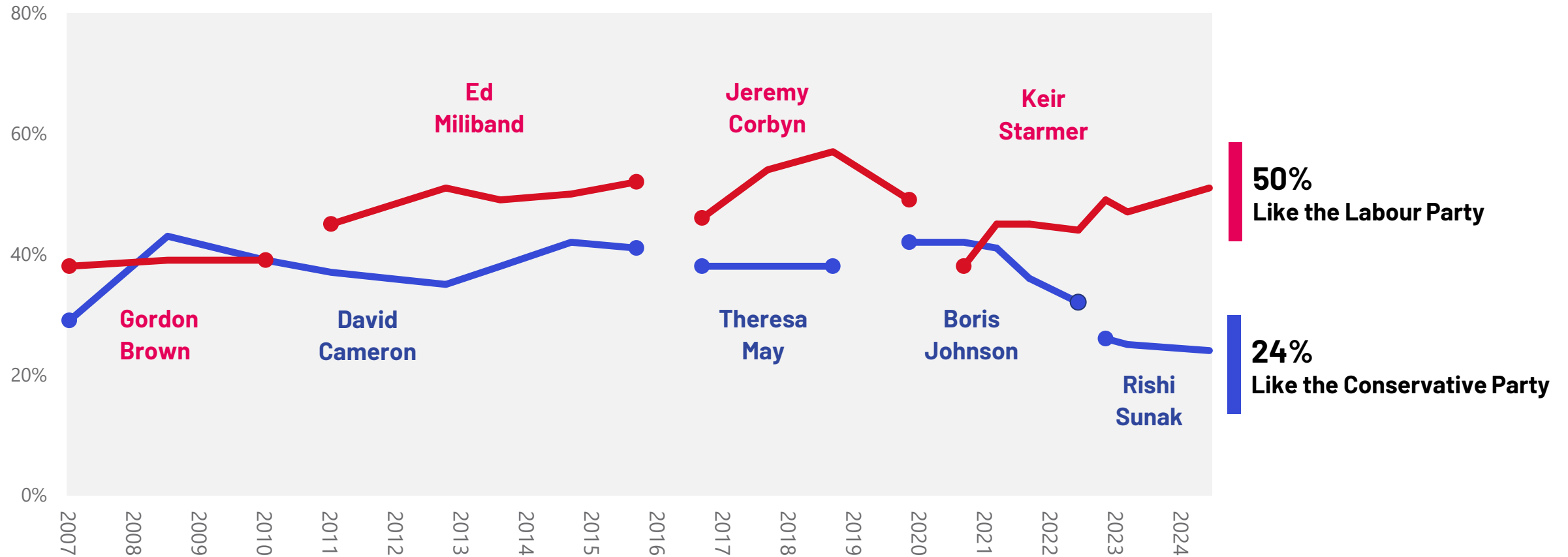
Base: c.1000 British adults 18+ each month

Source: Ipsos Political Monitor



# Likeability of the parties: 2007-2024

Which of these statements come closest to your views of ... and the ... party?

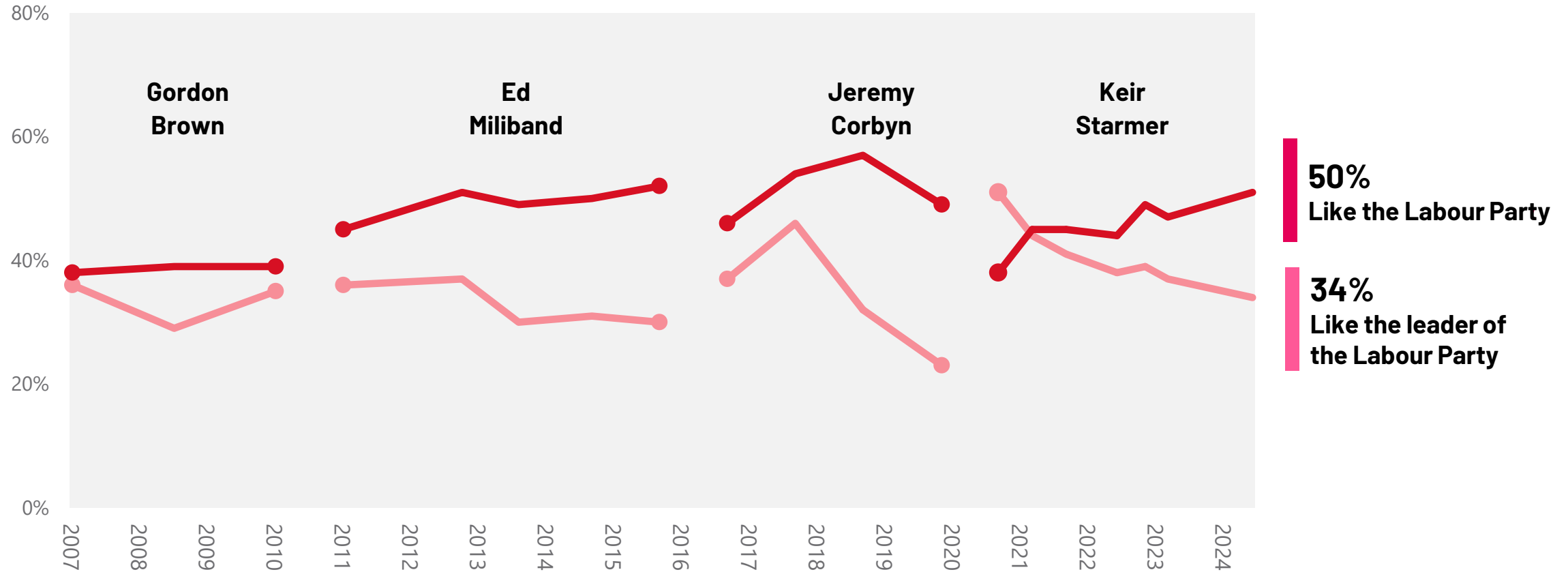


Base: c.1000 British adults 18+ each month

Source: Ipsos Political Monitor

# Likeability of the Labour party and its leaders: 2007-2024

Which of these statements come closest to your views of ... and the Labour party?

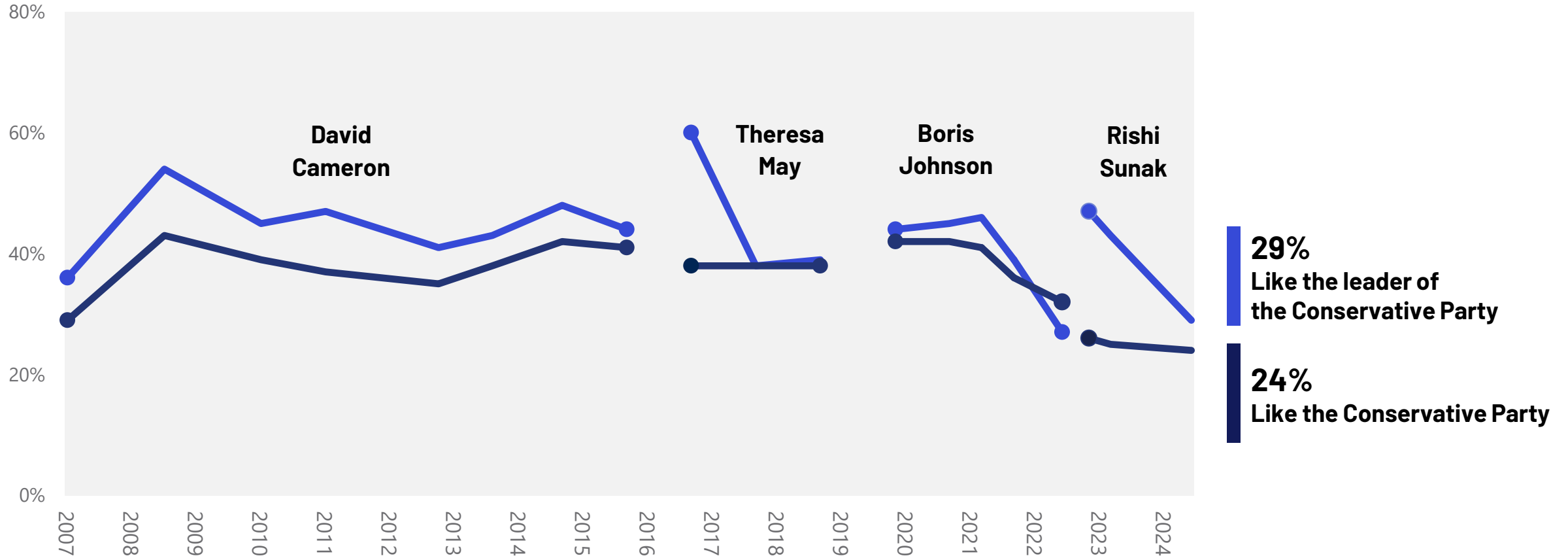


Base: c.1000 British adults 18+ each month

Source: Ipsos Political Monitor

# Likeability of the Conservative party and its leaders: 2007-2024

Which of these statements come closest to your views of ... and the Conservative party?

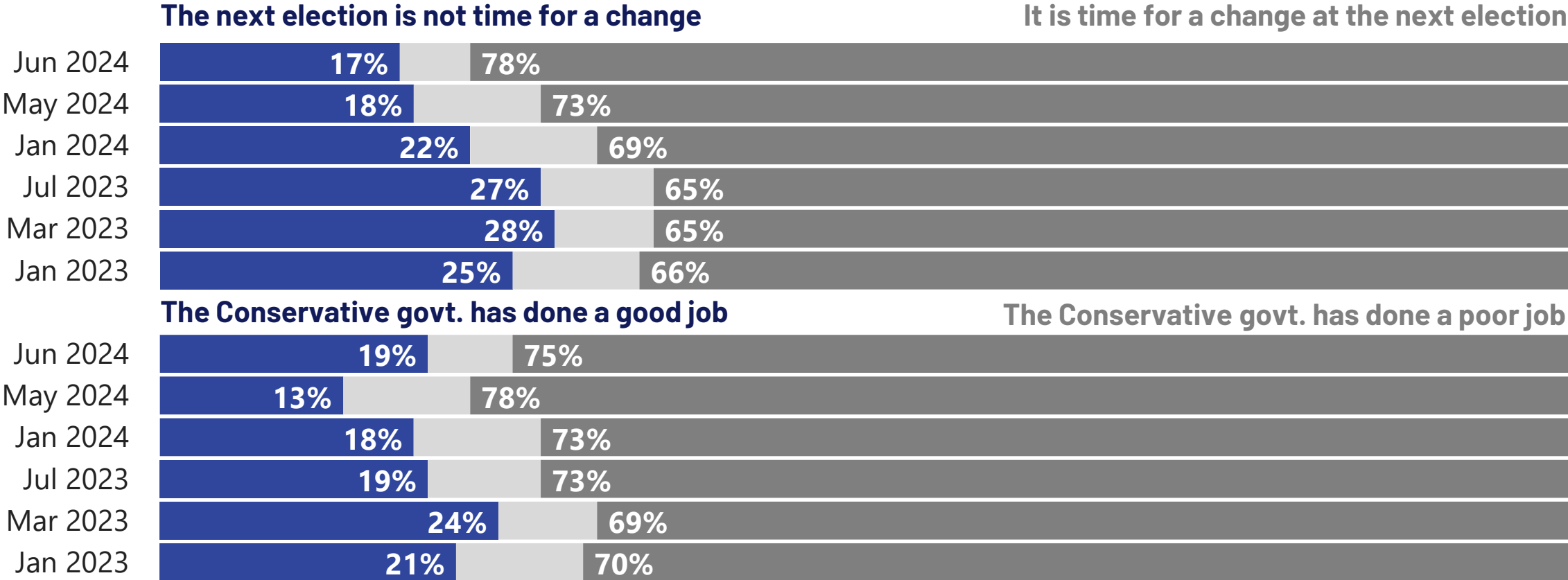


Base: c.1000 British adults 18+ each month

Source: Ipsos Political Monitor

# The Conservative government and the next General Election

Thinking about the outcome of the next General Election, which of the following, if any, comes closest to your view?



Base: 1,402 British adults 18+, 21-24 June 2024

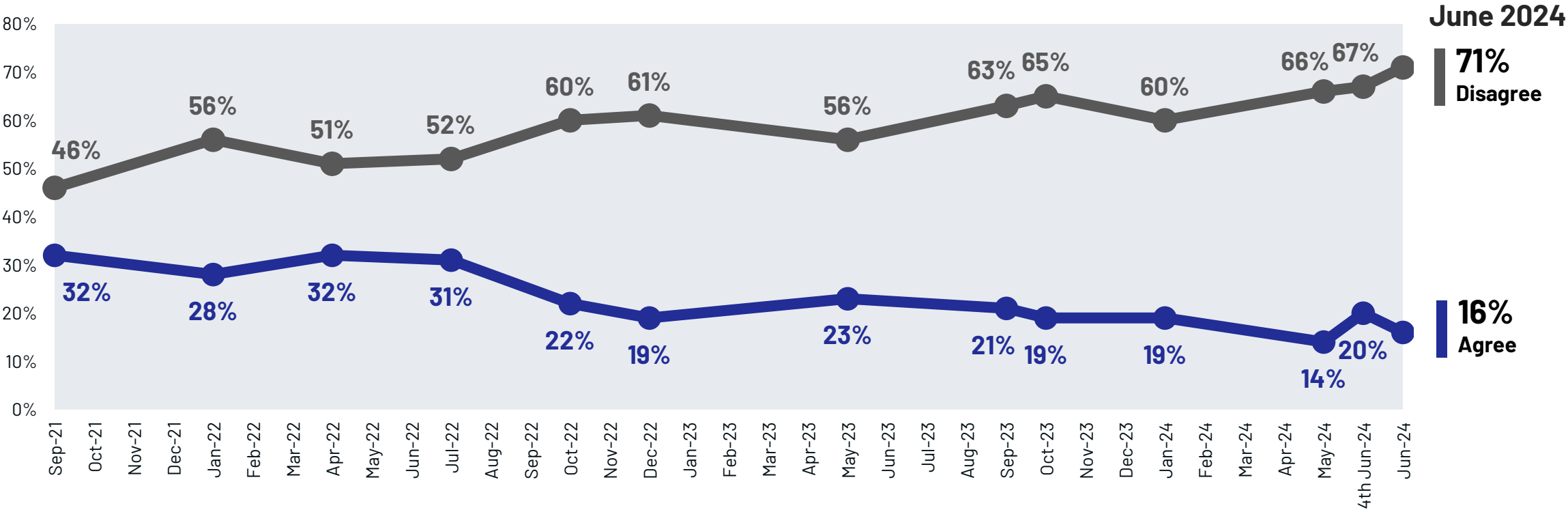
Source: Ipsos Political Monitor



# 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: 1,402 British adults 18+, 21-24 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?

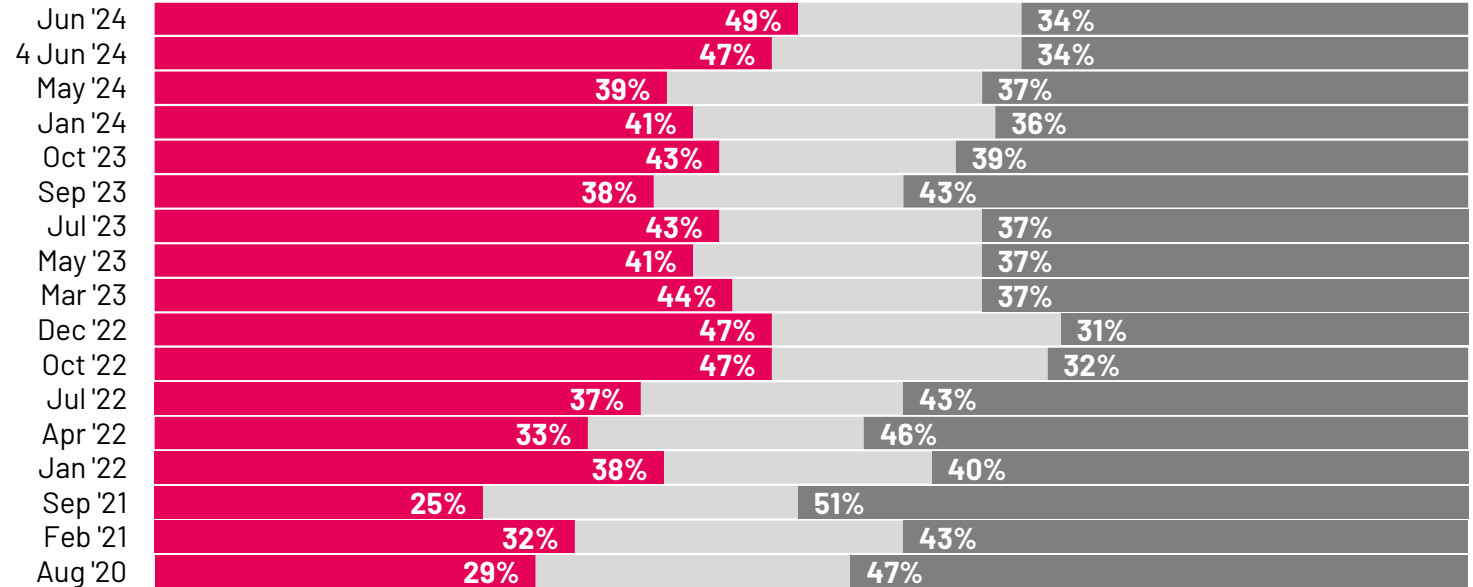
**Labour is ready to form the next Government**

Base: 1,402 British adults 18+, 21-24 June 2024

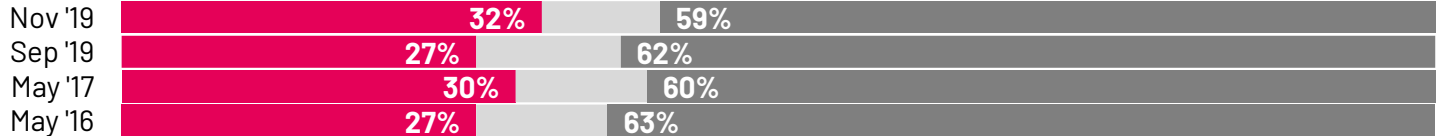
**Agree**

**Disagree**

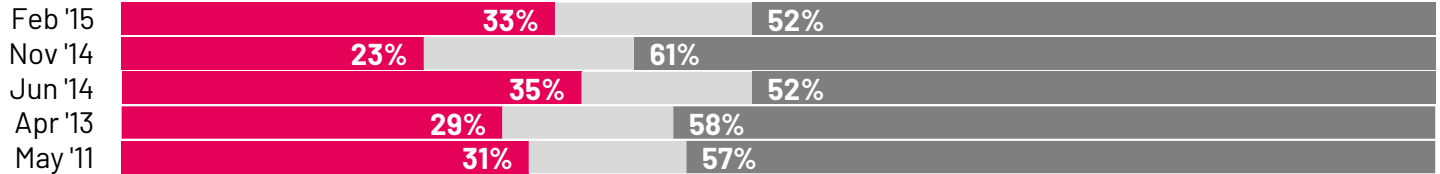
## Under Keir Starmer



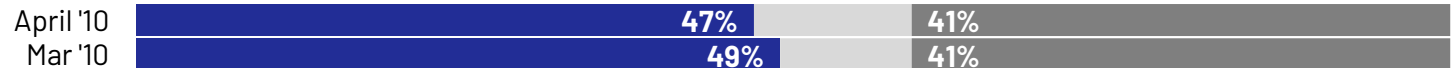
## Under Jeremy Corbyn



## Under Ed Miliband



## The Conservatives under David Cameron



## Under Tony Blair



# Is the leader of the opposition ready to be Prime Minister?

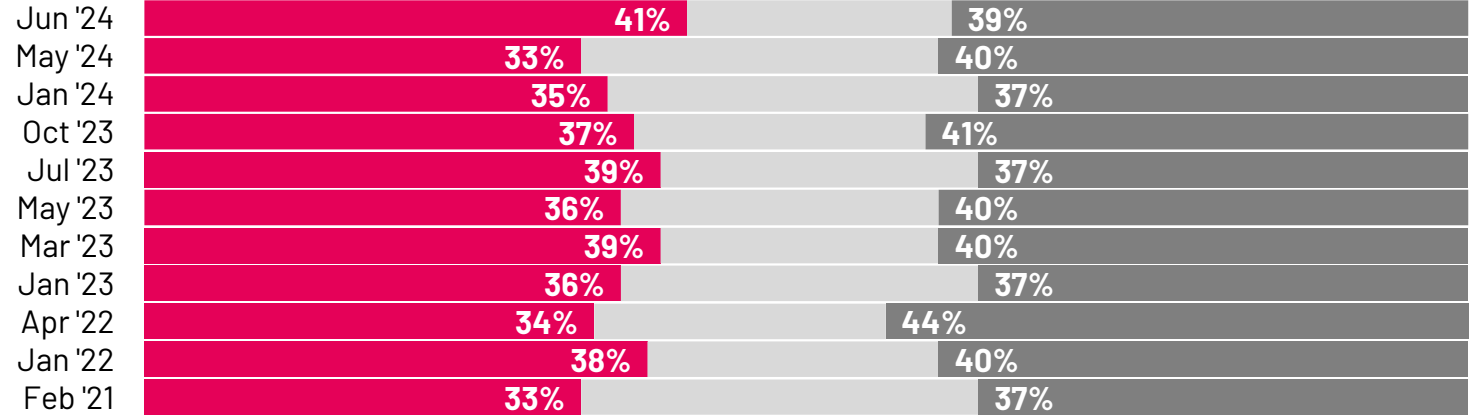
To what extent, if at all, do you agree or disagree with the following?

**Keir Starmer is ready to be Prime Minister**

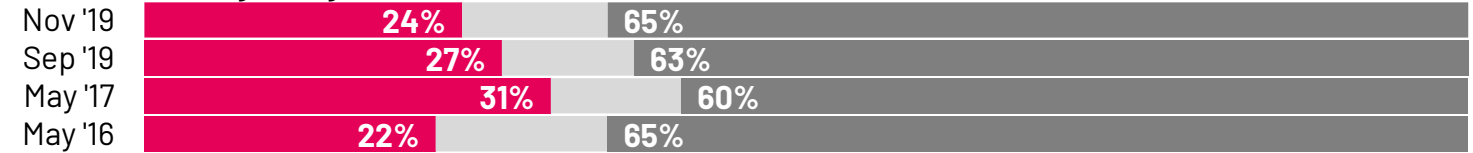
**Agree**

**Disagree**

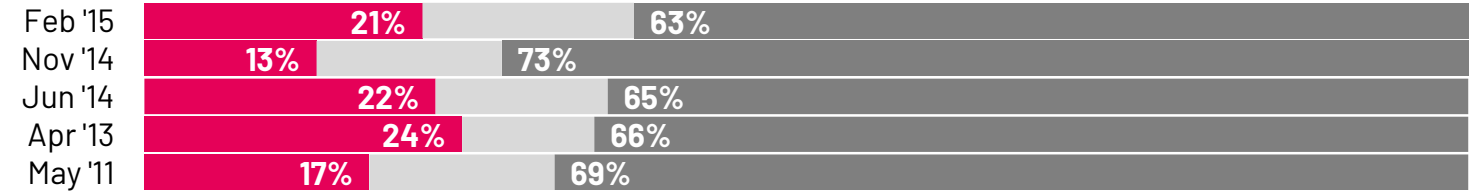
## Keir Starmer



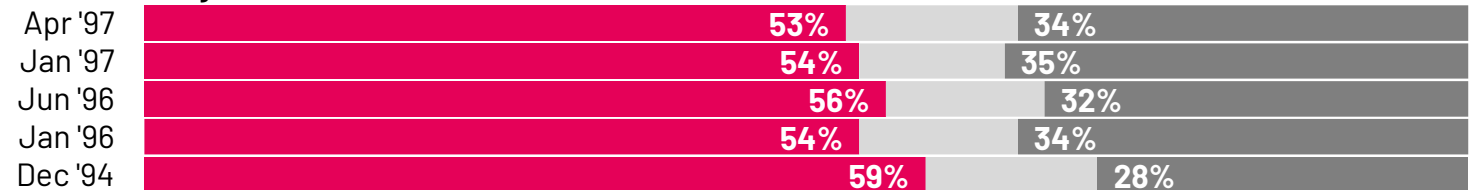
## Jeremy Corbyn



## Ed Miliband



## Tony Blair



Base: 1,402 British adults 18+, 21-24 June 2024

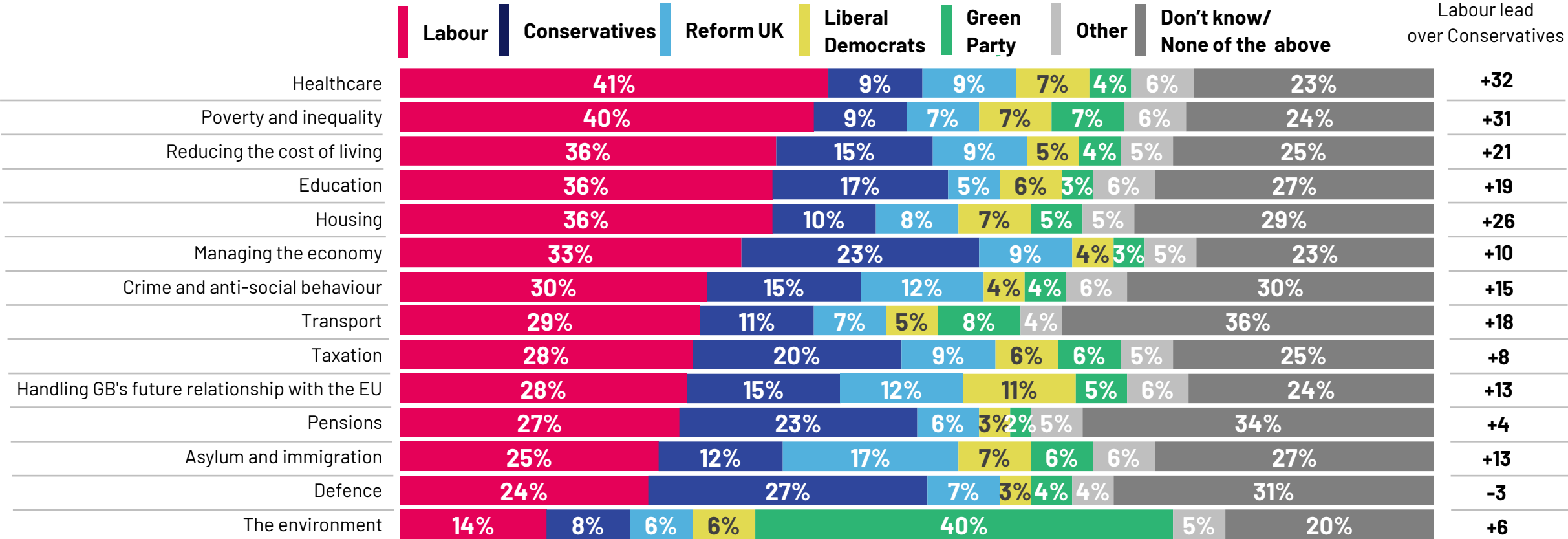
Source: Ipsos Political Monitor

# BEST PARTY ON KEY ISSUES



# Who is the best party on key issues?

Which party do you think has the best policies on ... the Conservatives, Labour, Liberal Democrats, or some other party?



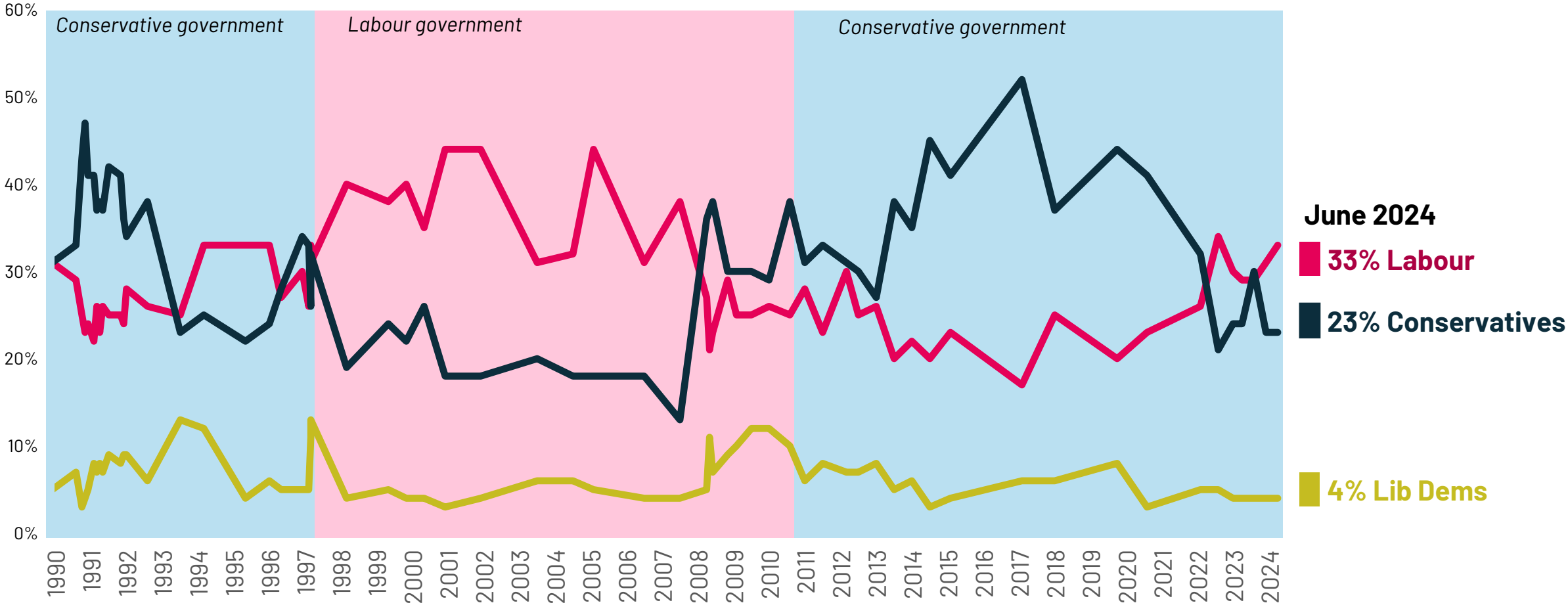
Base: 1,402 British adults 18+, 21-24 June 2024

Source: Ipsos Political Monitor



# Best party on managing the economy: 1990-2024

Which party do you think has the best policies on managing the economy, the Conservatives, Labour, Liberal Democrats or some other party?



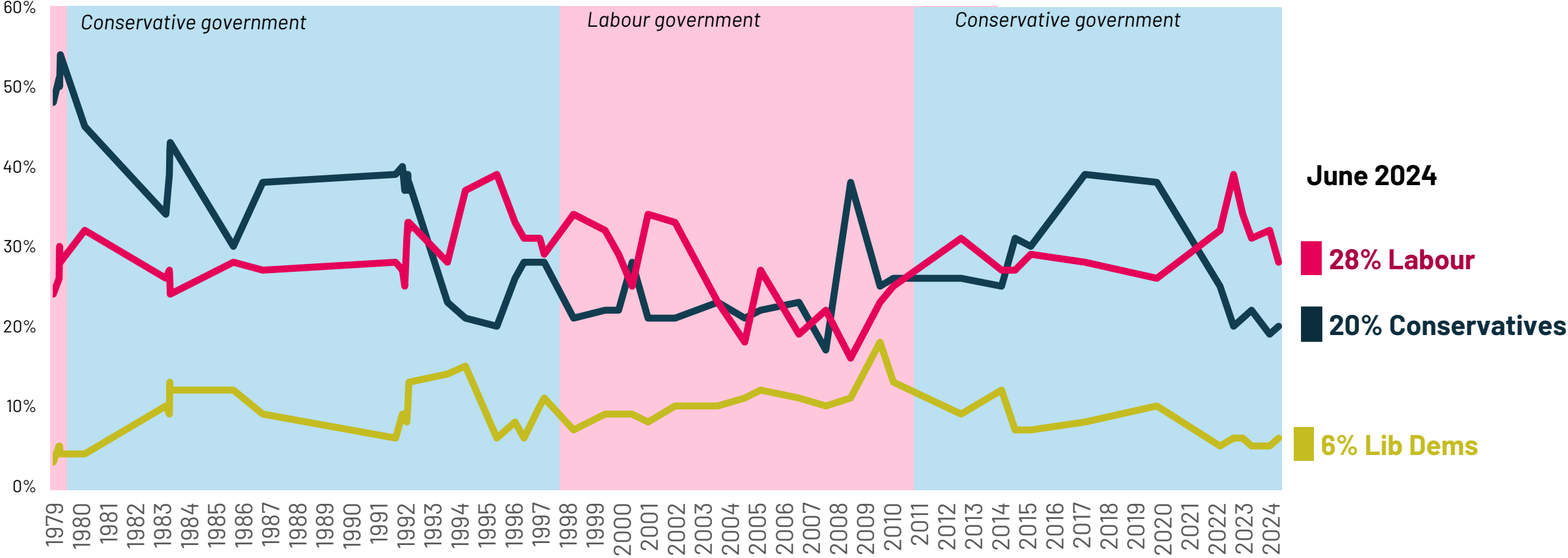
Latest wave base: 1,402 British adults 18+, 21-24 June 2024. c.1000 people asked each wave.  
 Data collected prior to June 2008 was collected via face-to-face methodology; data collected from June 2008 was via telephone

Source: Ipsos Political Monitor



# Best party on taxation: 1979-2024

Which party do you think has the best policies on the taxation, the Conservatives, Labour, Liberal Democrats or some other party?

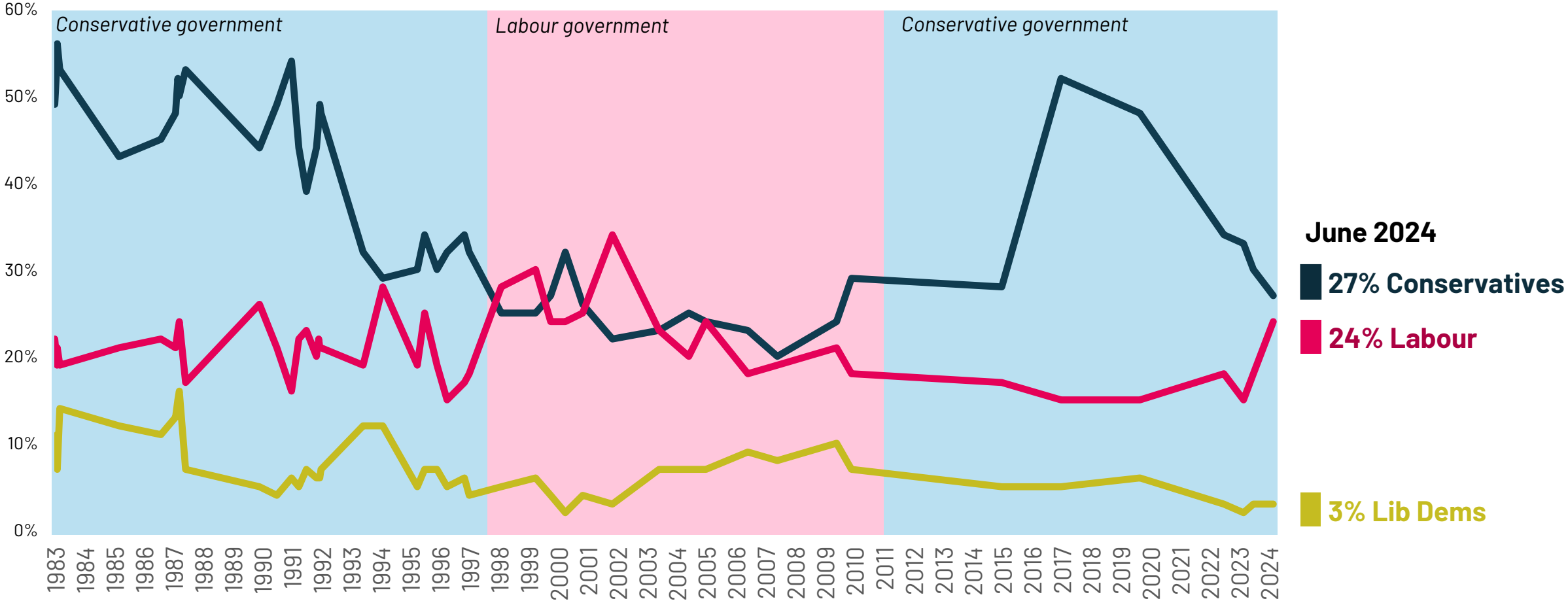


Latest wave base: 1,402 British adults 18+, 21-24 June 2024. c.1000 people asked each wave.  
 Data collected prior to June 2008 was collected via face-to-face methodology; data collected from June 2008 was via telephone



# Best party on defence: 1983-2024

Which party do you think has the best policies on defence, the Conservatives, Labour, Liberal Democrats or some other party?



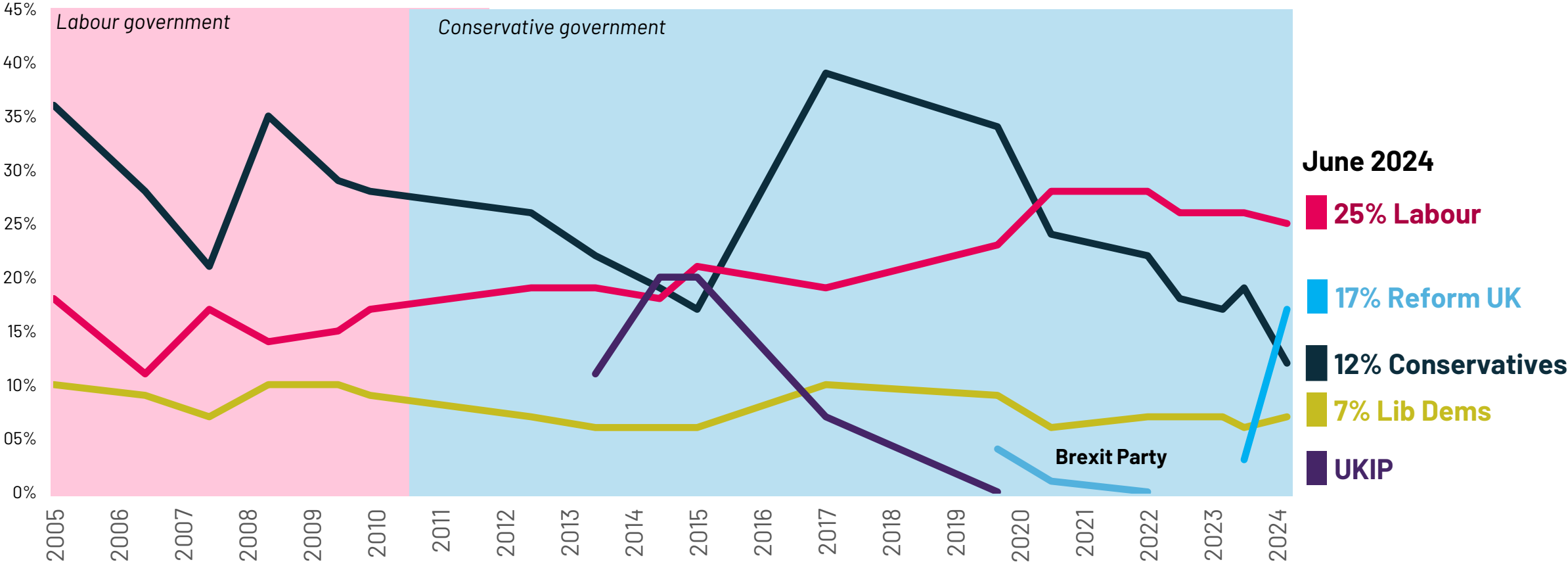
Latest wave base: 1,402 British adults 18+, 21-24 June 2024. c.1000 people asked each wave.  
 Data collected prior to June 2008 was collected via face-to-face methodology; data collected from June 2008 was via telephone

Source: Ipsos Political Monitor



# Best party on asylum and immigration: 2005-2024

Which party do you think has the best policies on asylum and immigration, the Conservatives, Labour, Liberal Democrats or some other party?



Latest wave base: 1,402 British adults 18+, 21-24 June 2024. c.1000 people asked each wave. Data collected prior to June 2008 was collected via face-to-face methodology; data collected from June 2008 was via telephone

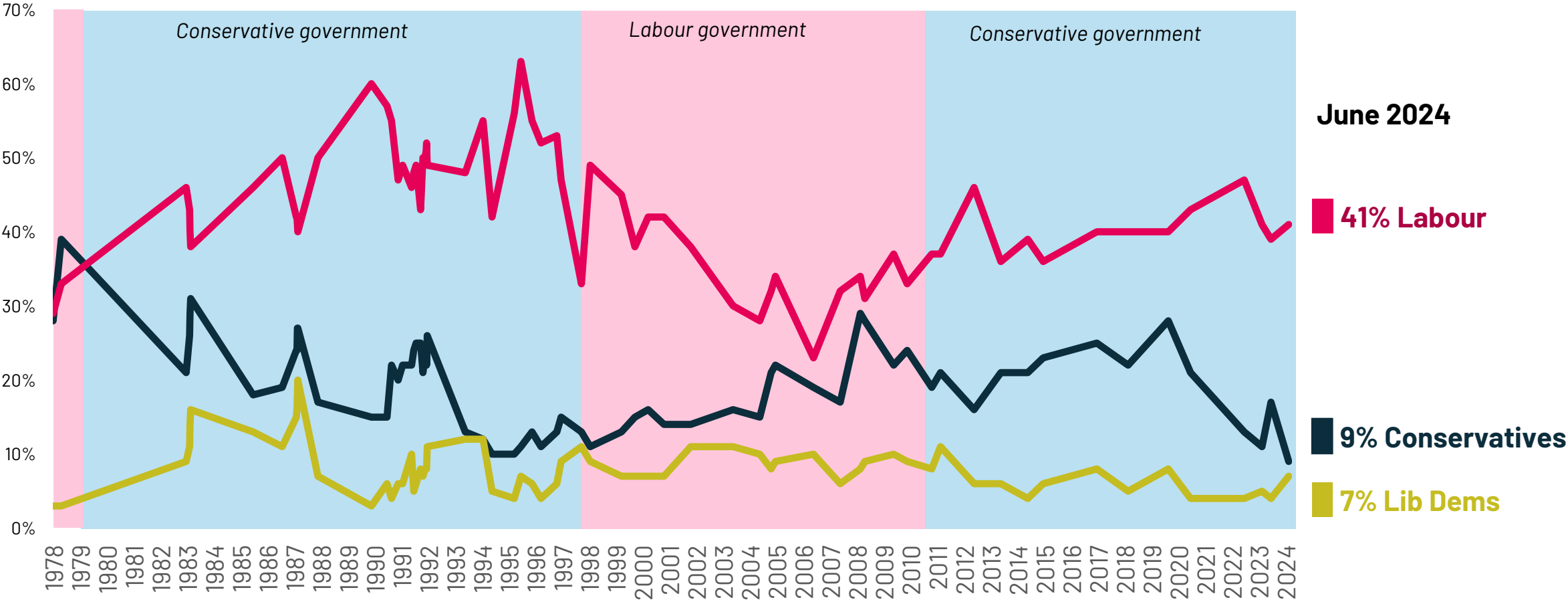
Source: Ipsos Political Monitor





# Best party on healthcare: 1978-2024

Which party do you think has the best policies on healthcare, the Conservatives, Labour, Liberal Democrats or some other party? (Note before 1988 this was asked as "NHS")

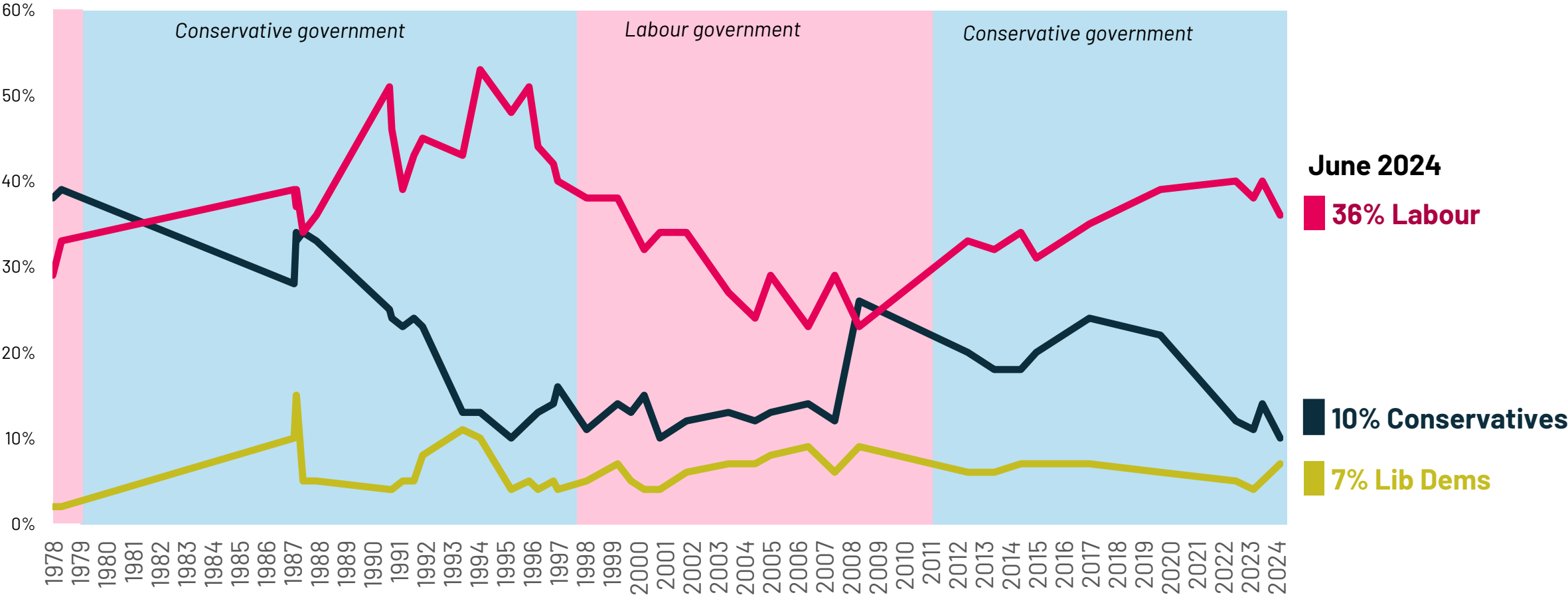


Latest wave base: 1,402 British adults 18+, 21-24 June 2024. c.1000 people asked each wave.  
 Data collected prior to June 2008 was collected via face-to-face methodology; data collected from June 2008 was via telephone



# Best party on housing: 1978-2024

Which party do you think has the best policies on housing, the Conservatives, Labour, Liberal Democrats or some other party? (Note before 1988 this was asked as "NHS")

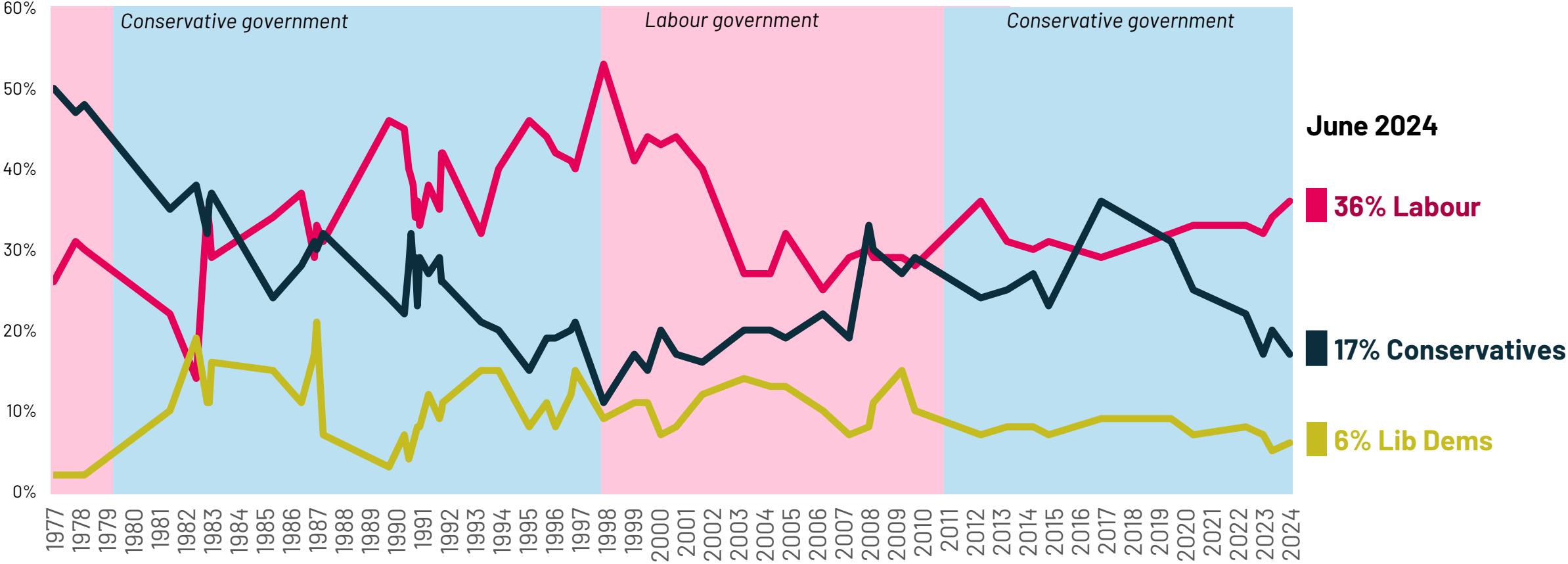


Latest wave base: 1,402 British adults 18+, 21-24 June 2024. c.1000 people asked each wave.  
 Data collected prior to June 2008 was collected via face-to-face methodology; data collected from June 2008 was via telephone



# Best party on education: 1977-2024

Which party do you think has the best policies on education, the Conservatives, Labour, Liberal Democrats or some other party?



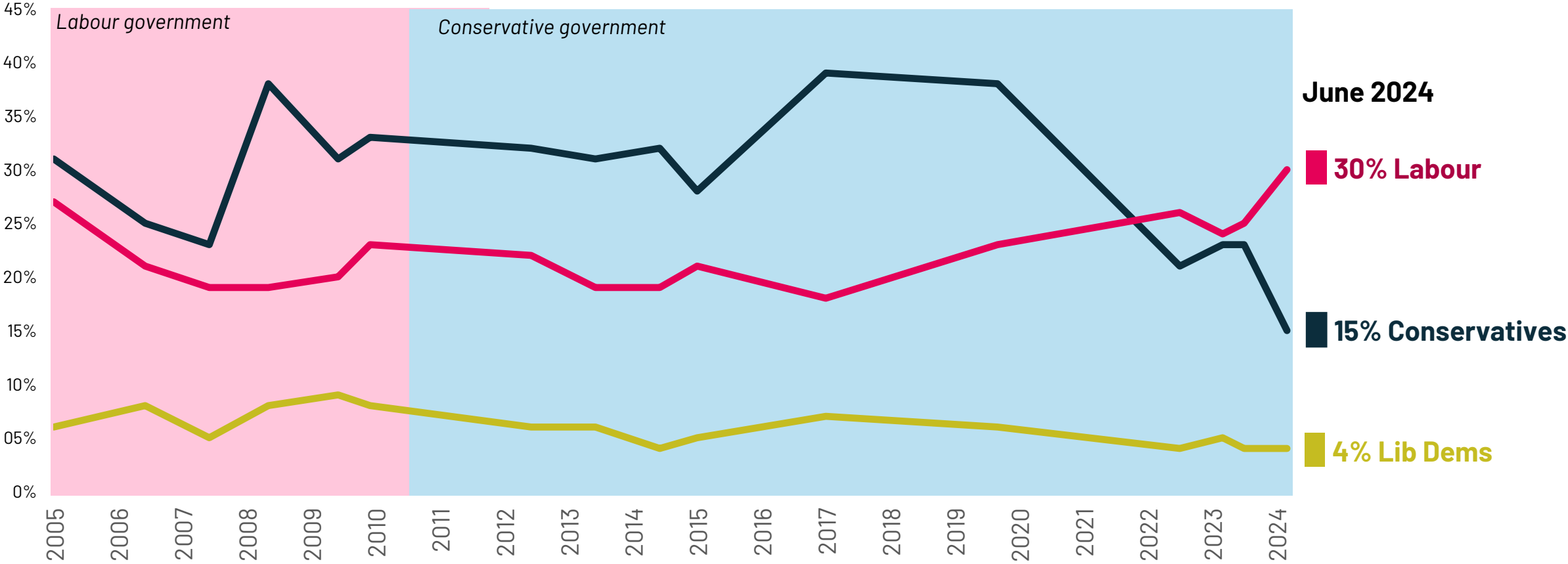
Latest wave base: 1,402 British adults 18+, 21-24 June 2024. c.1000 people asked each wave.  
 Data collected prior to June 2008 was collected via face-to-face methodology; data collected from June 2008 was via telephone

Source: Ipsos MORI Political Monitor



# Best party on crime and anti-social behaviour: 2005-2024

Which party do you think has the best policies on crime and anti-social behaviour, the Conservatives, Labour, Liberal Democrats or some other party?



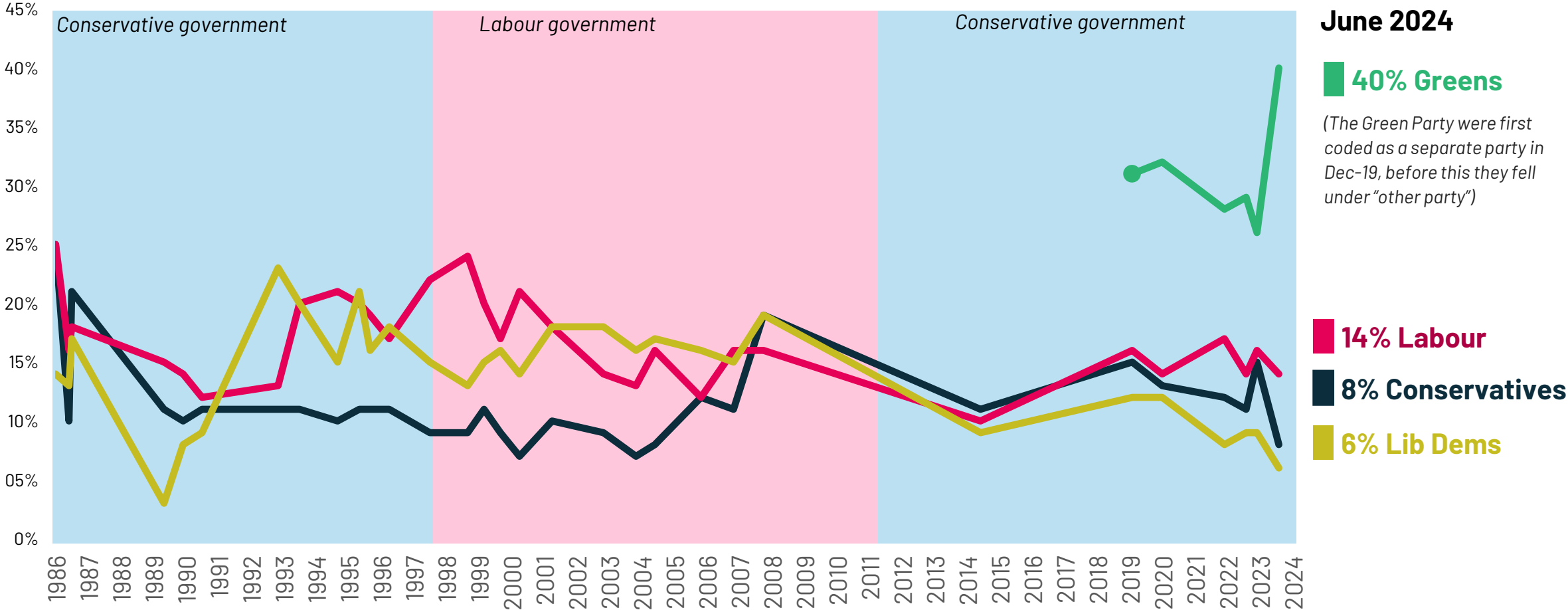
Latest wave base: 1,402 British adults 18+, 21-24 June 2024. c.1000 people asked each wave. Data collected prior to June 2008 was collected via face-to-face methodology; data collected from June 2008 was via telephone

Source: Ipsos Political Monitor



# Best party on the environment: 1986-2024

Which party do you think has the best policies on the environment, the Conservatives, Labour, Liberal Democrats or some other party?

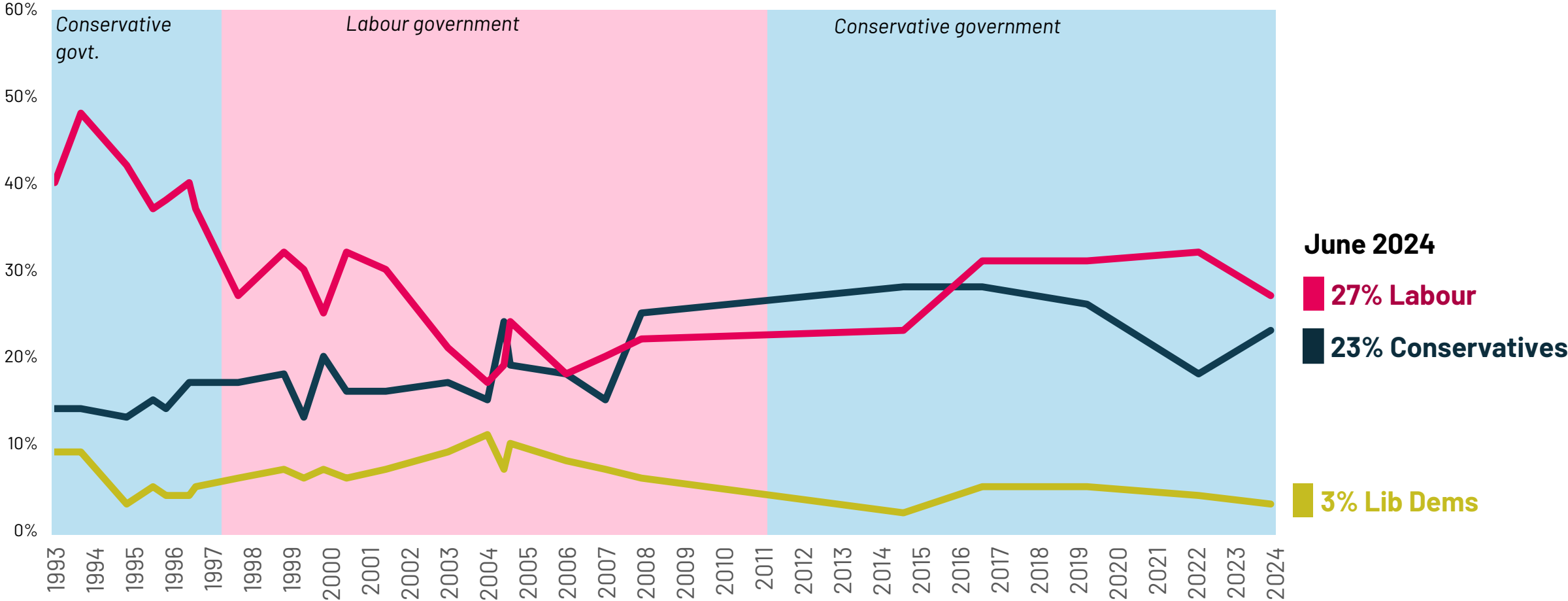


Latest wave base: 1,402 British adults 18+, 21-24 June 2024. c.1000 people asked each wave.. Terms used to collect this trend have varied from "the natural environment" in 1987 to "protecting the natural environment" from 1990-2007. Data collected prior to June 2008 was collected via face-to-face methodology; data collected from June 2008 was via telephone



# Best party on pensions: 1995-2024

Which party do you think has the best policies on pensions, the Conservatives, Labour, Liberal Democrats or some other party?



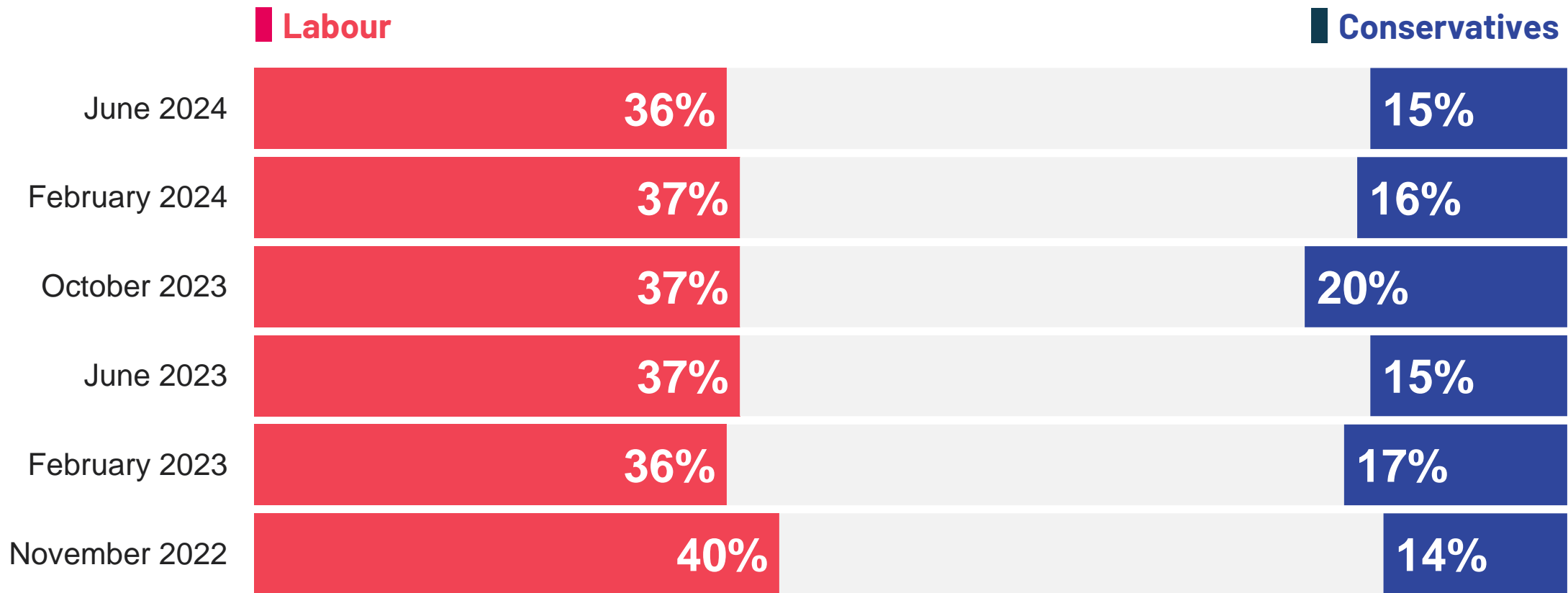
Latest wave base: 1,402 British adults 18+, 21-24 June 2024. c.1000 people asked each wave.  
Data collected prior to June 2008 was collected via face-to-face methodology; data collected from June 2008 was via telephone

Source: Ipsos Political Monitor



# Best party on reducing the cost of living: 2022-2024

Which party do you think has the best policies on reducing the cost of living, the Conservatives, Labour, Liberal Democrats or some other party?

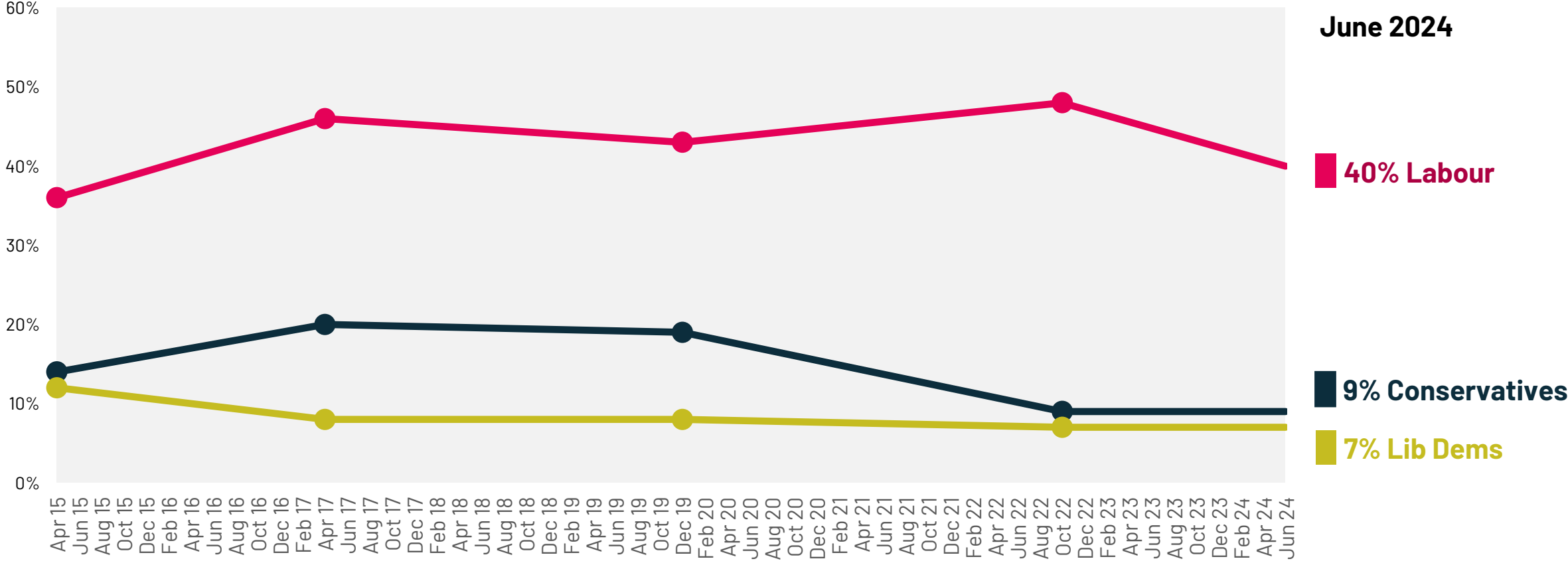


Base: 1,402 British adults 18+, 21-24 June 2024

Source: Ipsos Political Monitor

# Best party on poverty and inequality: 2015-2024

Which party do you think has the best policies on poverty and inequality, the Conservatives, Labour, Liberal Democrats or some other party?



Latest wave base: 1,402 British adults 18+ 21-24 June 2024, c.1000 people asked each wave.

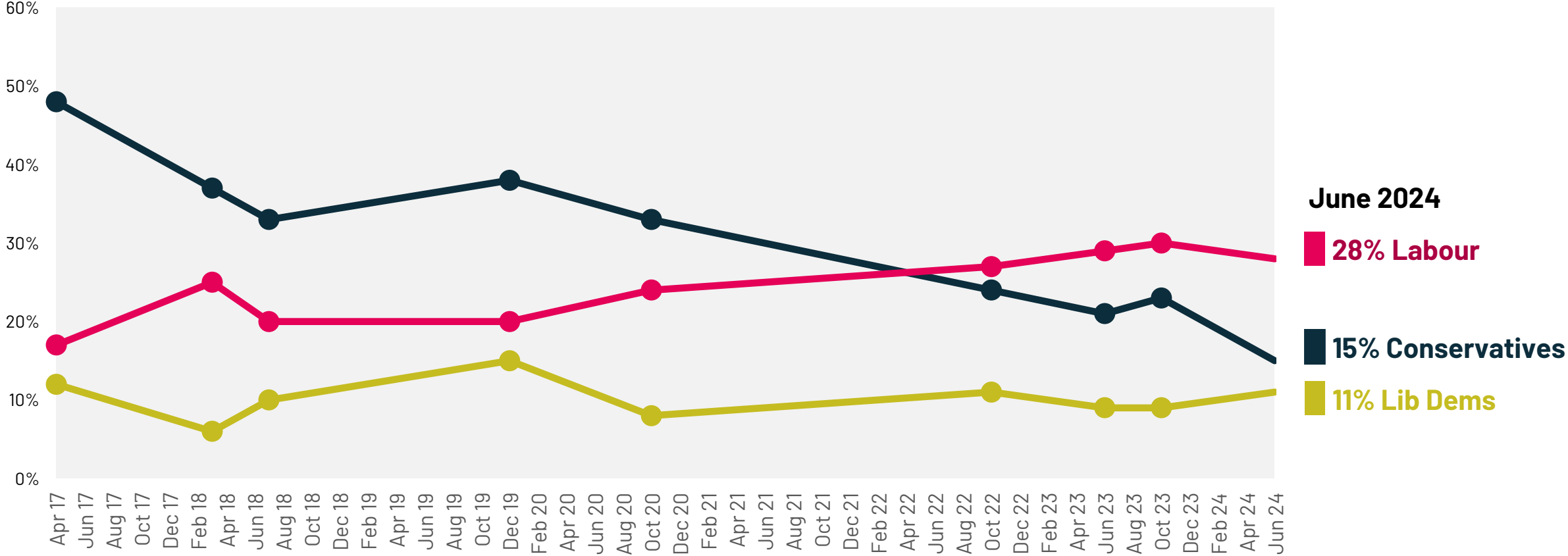
Source: Ipsos Political Monitor





# Best party on handling Britain's future with the EU: 2017-2024

Which party do you think has the best policies on handling Britain's future relationship with the European Union, the Conservatives, Labour, Liberal Democrats or some other party?



Latest wave base: 1,402 British adults 18+ 21-24 June 2024, c.1000 people asked each wave.

Source: Ipsos Political Monitor



# IPSOS

## June 2024 Political Monitor

### For more information

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