

Ipsos June 2024 Political Monitor Topline Results

June 2024

Fieldwork: 21-24 June 2024

Technical Details

Ipsos interviewed a representative sample of 1,402 adults aged 18+ across Great Britain. Interviews were conducted by telephone: 21-24 June 2024. Data are weighted to match the profile of the population.

Where percentages do not sum to 100 this may be due to computer rounding, the exclusion of "don't know" categories, or multiple answers. An asterisk (*) denotes any value of less than half a per cent. Data are based on all adults unless otherwise stated

Voting Intention

Voting intention polls between elections are a measurement of how a representative sample of the public think they would vote at a given point in time. Voting intentions should be read in conjunction with other political indicators.

Voting intentions: headline indicator

Our headline indicator takes into account past voting behaviour (do people always or usually vote in general elections, or say it depends) as well as stated likelihood to vote in an upcoming election (those who say they are at least 9 out of 10 certain to vote). We continually review our methods, and may make further refinements to our methodology in the future.

As previously, please note that this measure is not based on the assumption that this is the group who will vote at the next general election, as this population is not accurately identifiable at this stage of a parliament. Rather, it includes only those voters whose past behaviour and frame of mind is nearest to those who actually vote at elections.

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.

Q1 **How would you vote if there were a General Election tomorrow?**

IF UNDECIDED OR REFUSED AT Q1a

Q1b **Which party are you most inclined to support?**

Base: All 9-10 certain to vote and always/usually/depends vote in General Elections and registered to vote (794)*

	Q3-6 2024 %	Q1A/B June 2024 %
Conservative	19	23
Labour	42	43
Liberal Democrats (Lib Dem)	11	8
Scottish National Party/Plaid Cymru	5	6
Green Party	7	9
Reform UK	15	9
Other	1	2
Conservative lead (+%)	-23	-20
<i>Would not vote</i>	4	1
<i>Undecided</i>	8	11
<i>Refused</i>	8	3

* After being asked the regular voting intention questions, participants who told us they would be voting for Reform UK or the Green Party were then asked: "And if there was no [INSERT PARTY NAME] candidate in your constituency, how you vote?" In the very small number of seats where the Greens or Reform are not standing, their answers have been reallocated to their second party preference. This had negligible impact on the voting intention figures making no difference to any parties apart from Labour (+1ppt).

Voting intentions: all naming a party

The voting intention figures based on all those giving a voting intention is the measure with the longest pedigree; our regular trends on this basis go back to the 1970s. When turnouts were much higher than is usual today, this offered a good approximation to actual voting behaviour; in more recent years however, there have been differing turnout levels among the supporters of the various parties.

Q1a **How would you vote if there were a General Election tomorrow?**Q1b **Which party are you most inclined to support?**

	%
Conservative	18
Labour	42
Liberal Democrats (Lib Dem)	10
Scottish National Party/Plaid Cymru	5
Green Party	7
Reform UK	18
Other	1
Conservative lead (+%)	-4
<i>Would not vote</i>	9
<i>Undecided</i>	7
<i>Refused</i>	7

Certainty of voting

Q2a **And how likely would you be to vote in the General Election, on a scale of 1 to 10, where 10 means you would be absolutely certain to vote, and 1 means that you would be absolutely certain not to vote?**

	%
10 - absolutely certain to vote	65
9	6
8	5
7	3
6	2
5	7
4	1
3	2
2	1
1 - absolutely certain not to vote	8
Don't know	1

Q2b **Have you definitely decided to vote for [party], or is there a chance you may change your mind before you vote?**

Base: All giving a voting intention (1,077)

	June 2024 %	June 2024 %
Definitely decided	62	53
May change mind	36	45
Don't know	2	3

Q2c **If you do change your mind about voting for this party, which party would you vote for instead?**

Base: All with a voting intention who may change their mind (380)

	June 2024 %	31 May - 4 Jun 24 %	11 Dec 2019 %	6 Dec 2019 %	Nov 2019 8%	7 th June 2017 %	1 st June 2017 %	May 2017 %	May 2015 %
Conservative	7	11	11	8	7	16	22	24	14
Labour	21	13	18	17	5	20	23	12	20
Lib Dem	19	21	18	21	18	18	20	20	17
Green	14	9	13	6	10	5	6	10	10
SNP/Plaid Cymru	1	1	3	3	1	2	2	1	1
Reform UK*	7	6	5	7	8	-	-	-	-
UKIP	-	-	1	4	3	9	6	7	14
Other	*	-	*	4	17	7	2	*	*
None/would not vote	10	3	2	4	5	3	5	1	3
Don't know/refused	20	37	28	29	26	22	14	23	22

*Note: Data for 2019 refers to the Brexit Party

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?

Base: All with a voting intention (1,077)

	June 2024 %	Nov 2019 %	May 2017 %	May 2015 %	2010 %
It is the party that most represents your views	64	70	75	85	73
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	19	14	11	10	14
Other	11	12	11	4	10
No opinion	5	3	3	2	3

Among party supporters

	Among Conservative supporters		Among Labour supporters		Among Lib Dem supporters	
	June 2024 %	Dec 2019 %	June 2024 %	Dec 2019 %	June 2024 %	Dec 2019 %
Base	216	459	453	270	120	203
It is the party that most represents your views	66	70	62	76	44	62
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	13	11	25	14	36	23
Other	15	15	7	9	18	10
No opinion	6	3	6	1	2	4

Q2d How important is it to you personally who wins the next general election?

	June 2024 %	4 th June 2024 %	11 th Dec 2019 %	Nov 2019 %	May 2017 %	April 2015 %	April 2010 %
Very important	50	50	65	64	53	44	39
Fairly important	29	31	22	23	32	40	39
Not very important	12	10	7	8	10	11	13
Not at all important	7	8	5	4	4	2	5
No opinion	2	1	2	1	1	3	3
Very/fairly important	79	81	87	87	85	84	78
Not very/at all important	19	18	12	12	14	13	18

Satisfaction Ratings

- Q3 **Are you satisfied or dissatisfied with the way the Government is running the country?**
 Q4 **Are you satisfied or dissatisfied with the way Rishi Sunak is doing his job as Prime Minister?**
 Q5 **Are you satisfied or dissatisfied with the way Keir Starmer is doing his job as leader of the Labour party?**

	Satisfied	Dissatisfied	Don't know	Net satisfaction
	%	%	%	±
Government (Q3) Jun '24	12	83	4	-71
31 May - 4 Jun '24	12	83	4	-71
Sunak (Q4) Jun '24	20	75	5	-55
31 May - 4 Jun '24	20	73	7	-53
Starmer (Q5) Jun '24	33	52	15	-19
31 May - 4 Jun '24	31	52	16	-21

Base: All party supporters (*Government is based on Conservative supporters)

	Base	Satisfied	Dissatisfied	Don't know	Net satisfaction
		%	%	%	±
Government (Q3) Jun '24	216	42	48	9	-6
31 May - 4 Jun '24	161	39	55	7	-16
Sunak (Q4) Jun '24	216	64	32	4	+32
31 May - 4 Jun '24	161	60	34	6	+26
Starmer (Q5) Jun '24	453	65	23	11	+42
31 May - 4 Jun '24	325	63	27	10	+36

Economic Optimism Index

- Q7 **Do you think that the general economic condition of the country will improve, stay the same, or get worse over the next 12 months?**

	Jun '24	Jun '24
	%	%
Improve	28	28
Stay the same	25	26
Get worse	38	37
Don't know	8	9
Ipsos Economic Optimism Index (EOI)	-10	-9

Leaders

- Q. Who do you think would make the most capable Prime Minister, Rishi Sunak or Keir Starmer?

	Rishi Sunak /PM %	Keir Starmer /LoTO %	Neither %	No difference %	Other %	Don't know %
Jun 2024	21	46	21	*	1	10
Jun 2024	22	46	21	1	1	10
Apr 2024	22	44	22	1	1	10
Jan 2024	26	39	18	*	1	17
Oct 2023	31	35	18	1	1	14
Sept 2023	32	36	20	1	*	11
July 2023	31	36	16	2	2	13
May 2023	34	33	17	1	1	13
March 2023	37	36	16	1	*	10
Jan 2023	33	39	10	1	2	15
Nov 2022	41	35	9	1	1	13
July 2022	39	39	8	1	1	13
March 2021	39	37	7	*	1	17
Liz Truss v Keir Starmer						
Sept 2022	36	40	10	*	1	13
July 2022	35	41	9	1	1	14
Boris Johnson v Keir Starmer						
July 2022	31	51	8	1	*	9
Jan 2022	31	49	10	1	1	9
Dec 2021	31	44	13	1	1	10
Sept 2021	38	38	13	*	1	9
March 2021	47	37	6	*	1	10
June 2020	43	38	5	1	1	12
Boris Johnson v Jeremy Corbyn						
11 Dec 2019	43	29	19	*	2	6
6 Dec 2019	47	31	13	1	*	6
Nov 2019	49	30	14	1	2	5
Sept 2019	50	29	16	*	1	3
July 2019	52	27	14	1	*	6
June 2019	51	33	11	1	*	4
Theresa May v Jeremy Corbyn						
Sep 2018	46	37	12	*	*	4
July 2017	46	38	8	1	2	5
7 June 2017	47	36	7	1	*	8
1 June 2017	50	35	6	*	*	8
May 2017	56	29	7	*	1	6
Apr 2017	61	23	6	1	1	7
David Cameron v Jeremy Corbyn						
Sept 2015	57	28	2	*	2	9
David Cameron v Ed Miliband						
Apr 2015	52	31	12	-	-	4
Apr 2011	45	25	-	-	7	23
Sep 2010	50	19	-	-	12	19
Gordon Brown v David Cameron						
May 2010	29	33	-	-	19	19
Apr 2010	28	32	-	-	17	23
Feb 2010	29	38	12	-	12	8
Sept 2009	24	41	14	-	16	5

Jan 2008	37	33	17	-	-	12
Oct 2007	45	29	16	-	-	9
Sept 2007	58	17	17	-	-	8
June 2007	40	22	14	-	5	19

9 Which of these statements comes closest to your views of Rishi Sunak, and the Conservative party?

	Sept 2015 (David Cameron) %	Sept 2016 (Theresa May) %	Sept 2017 (Theresa May) %	Sept 2018 (Theresa May) %	Nov 2019 (Boris Johnson) %	Sept 2020 (Boris Johnson) %	Mar 2021 (Boris Johnson) %	Sept 2021 (Boris Johnson) %	June 2022 (Boris Johnson) %	Nov 2022 (Rishi Sunak) %	Mar 2023 (Rishi Sunak) %	Jun 2024 (Rishi Sunak) %
I like Rishi Sunak and I like the Conservative Party	31	32	25	24	30	30	32	25	18	21	18	14
I like Rishi Sunak but I do not like the Conservative Party	13	28	13	15	14	15	14	14	9	26	25	15
I do not like Rishi Sunak but I like the Conservative Party	10	6	13	14	12	12	9	11	14	5	7	10
I do not like Rishi Sunak and I do not like the Conservative Party	42	27	43	43	42	39	40	42	53	36	42	57
Don't know	4	7	5	5	2	5	5	8	6	12	8	5
Like Rishi Sunak	44	60	38	39	44	45	46	39	27	47	43	29
Like the Conservative Party	41	38	38	38	42	42	41	36	32	26	25	24
Do not like Rishi Sunak	52	33	56	57	54	51	48	53	67	41	49	67
Do not like the Conservative party	55	55	56	58	56	54	54	56	62	62	67	72

Q10 Which of these statements comes closest to your views of Keir Starmer, leader of the Labour party, and the Labour party?

Sept 2015 (Jeremy Corbyn) %	Sept 2016 (Jeremy Corbyn) %	Sept 2017 (Jeremy Corbyn) %	Sept 2018 (Jeremy Corbyn) %	Nov 2019 (Jeremy Corbyn) %	Sept 2020 (Keir Starmer) %	Mar 2021 (Keir Starmer) %	Sept 2021 (Keir Starmer) %	June 2022 (Keir Starmer) %	Nov 2022 (Keir Starmer) %	Mar 2023 (Keir Starmer) %	Jun 2024 (Keir Starmer) %
---	---	---	---	--	--	---------------------------------------	--	--	---------------------------------------	---------------------------------------	--

I like Keir Starmer and I like the Labour Party	23	23	33	25	20	26	27	25	25	28	24	27
I like Keir Starmer but I do not like the Labour Party	14	14	13	7	3	25	17	16	13	11	13	7
I do not like Keir Starmer but I like the Labour Party	17	23	21	32	29	12	18	20	19	21	23	23
I do not like Keir Starmer and I do not like the Labour Party	38	31	27	32	44	23	23	25	31	28	29	34
Don't know	9	8	5	5	4	14	15	14	12	13	11	8
Like Keir Starmer	37	37	46	32	23	51	44	41	38	39	37	34
Like the Labour Party	40	46	54	57	49	38	45	45	44	49	47	50
Do not like Keir Starmer	55	54	48	64	73	35	42	45	50	49	52	57
Do not like the Labour Party	52	45	40	39	47	48	40	41	44	39	42	41

Q17 Which of these statements comes closest to your views of Nigel Farage, leader of the Reform UK, and Reform UK?

September 2014 (UKIP) %	March 2015 (UKIP) %	November 2019 (Brexit Party) %	June 2024 (Reform UK) %
----------------------------------	------------------------------	---	--

I like Nigel Farage and I like Reform UK	21	18	18	22
I like Nigel Farage but I do not like Reform UK	11	12	9	8
I do not like Nigel Farage but I like Reform UK	8	7	8	5
I do not like Nigel Farage and I do not like Reform UK	52	52	59	54
Don't know	9	10	6	10
Like Nigel Farage	32	30	27	30
Like Reform UK	29	25	26	27
Do not like Nigel Farage	60	59	67	59
Do not like Reform UK	63	64	68	62

Q16 Which of these statements comes closest to your views of the Carla Denyer and Adrian Ramsay, and the Green Party?

	%
I like the Carla Denyer and Adrian Ramsay and I like the Green Party	30
I like Carla Denyer and Adrian Ramsay but I do not like the Green Party	4
I do not like Carla Denyer and Adrian Ramsay but I like the Green Party	8
I do not like Carla Denyer and Adrian Ramsay and I do not like the Green Party	25
Don't know	32
Like the Green Party co-leaders	34
Like the Green Party	38
Do not like the Green Party co-leaders	33
Do not like the Green Party	29

Q11. Which party do you think has the best policies on The Conservatives, Labour, Liberal Democrats, or some other party?

		Lab	Con	Lib Dems	Reform UK	Other	None	Don't know	Conservative lead over Labour
		%	%	%	%	%	%	%	
Managing the economy	Jun '24	33	23	4	9	8	9	14	-10
	<i>Feb '24</i>	31	23	4	2	9	11	21	-8
	<i>Oct '23</i>	29	30	4	2	7	10	19	+1
	<i>Jun '23</i>	29	24	4	-	6	16	21	-5
	<i>Feb '23</i>	30	24	4	-	7	10	23	-6
	<i>Oct '22</i>	34	21	5	-	6	14	20	-13
	<i>Apr '22</i>	26	32	5	-	8	9	21	+6

	Oct '20	23	41	3	-	6	7	18	+18
	Dec '19	20	44	8	-	4	7	17	+24
	Mar '18	25	37	6	-	8	8	15	+12
	Apr '17	17	52	6	-	4	6	14	+35
	Apr '15	23	41	4	-	10	6	16	+18
	Jun '24	28	20	6	9	11	7	18	-8
Taxation	Feb '24	32	19	5	2	10	9	23	-13
	Jun '23	31	22	5	-	5	14	23	-9
	Feb '23	34	21	6	-	6	8	24	-13
	Oct '22	39	20	6	-	7	8	21	-19
	Apr '22	32	25	5	-	5	8	25	-7
	Dec '19	26	38	10	-	4	3	20	+12
	Apr '17	28	39	8	-	4	5	16	+11
	Apr '15	29	30	7	-	11	6	17	+1
	Jun '24	36	15	5	9	9	10	15	-21
Reducing the cost of living	Feb '24	37	16	4	2	8	13	20	-21
	Oct '23	37	20	4	2	9	11	17	-17
	Jun '23	37	15	4	-	5	18	21	-22
	Feb '23	36	17	5	-	7	12	24	-19
	Oct '22	40	14	4	-	7	14	21	-26
	Jun '24	25	12	7	17	12	10	17	-13
Asylum and immigration	Oct '23	26	19	6	3	12	13	21	-7
	Jun '23	26	17	7	-	7	18	26	-9
	Oct '22	26	18	7	-	10	13	24	-8
	Apr '22	28	22	7	-	8	10	25	-6
	Oct '20	28	24	6	-	8	19	24	-4
	Dec '19	23	34	9	-	8	5	21	+11
	Apr '17	19	39	10	-	13	4	16	+20
	Jun '24	36	17	6	5	9	7	20	-19
Education	Oct '23	34	20	5	2	9	8	22	-14
	Jun '23	32	17	7	-	5	11	28	-15
	Oct '22	33	22	8	-	7	8	23	-11
	Oct '20	33	25	7	-	7	8	20	-8
	Dec '19	31	32	9	-	4	4	20	+1
	April '17	29	36	9	-	5	3	18	+7
	April '15	31	23	7	-	11	6	20	-8
	Jun '24	41	9	7	9	10	10	13	-32
Healthcare	Oct '23	39	17	4	2	9	9	21	-22
	Jun '23	41	11	5	-	5	14	23	-30
	Oct '22	47	13	4	-	7	9	20	-34
	Oct '20	43	21	4	-	7	8	17	-22
	Dec '19	40	28	8	-	4	5	14	-12
	June '18	40	22	5	-	8	9	17	-18
	April '17	40	25	8	-	4	5	18	-15
	April '15	36	23	6	-	12	8	15	-13
	Jun '24	28	15	11	12	11	7	17	-13
Handling Britain's future relationship with the European Union	Oct '23	30	23	9	2	10	7	19	-7
	Jun '23	29	21	9	-	6	13	22	-8
	Oct '22	27	24	11	-	10	9	19	-3
	Oct '20	24	33	8	-	8	12	15	+9
	Dec '19	20	38	15	-	7	5	15	+18
	July '18	20	33	10	-	12	9	16	+13

	March '18	25	37	6	-	8	8	15	+12
	April '17	17	48	12	-	7	3	13	+31
The environment	Jun '24	14	8	6	6	45	5	15	-6
	Oct '23	16	15	9	1	35	7	17	-1
	Jun '23	14	11	9	-	35	10	20	-3
	Oct '22	17	12	8	-	36	8	19	-5
	Oct '20	14	13	12	-	39	6	18	-1
	Dec '19	16	15	12	-	34	5	17	-1
	April '15	10	11	9	-	45	4	22	+1
	Jun '24	24	27	3	7	8	8	23	+3
Defence	Oct '23	18	30	3	2	7	7	33	+12
	Jun '23	15	33	2	-	5	12	34	+18
	Oct '22	18	34	3	-	6	9	30	+16
	Dec '19	15	48	6	-	4	4	23	+33
	April '17	15	52	5	-	5	2	21	+37
	April '15	17	28	5	-	17	7	26	+11
	Jun '24	36	10	7	8	10	10	19	-26
Housing	Oct '23	40	14	5	1	8	9	22	-26
	Jun '23	38	11	4	-	6	15	26	-27
	Oct '22	40	12	5	-	8	10	24	-28
	Dec 2019	39	22	6	-	4	6	22	-17
	April 2017	35	24	7	-	7	5	22	-11
	April 2015	31	20	7	-	12	8	23	-11
	Jun '24	30	15	4	12	10	10	20	-15
Crime and anti-social behaviour	Oct '23	25	23	4	2	10	12	24	-2
	Jun '23	24	23	5	-	4	15	27	-1
	Oct '22	26	21	4	-	5	15	29	-5
	Dec '19	23	38	6	-	5	7	21	+15
	Apr '17	18	39	7	-	5	7	24	+21
	Apr '15	21	28	5	-	9	8	28	+7
	Jun '24	27	23	3	6	7	7	27	-4
Pensions	Oct '22	32	18	4	-	5	9	31	-14
	Dec '19	31	26	5	-	2	6	30	-5
	April '17	31	28	5	-	3	5	27	-3
	April '15	23	28	2	-	8	9	29	+5
	Jun '24	40	9	7	7	13	9	15	-31
Poverty and inequality	Oct '22	48	9	7	-	7	10	19	-39
	Dec 2019	43	19	8	-	5	6	19	-24
	April 2017	46	20	8	-	7	3	16	-26
	April 2015	36	14	12	-	16	6	17	-22
	Jun '24	29	11	5	7	12	8	28	-18
Transport	Oct '23	32	16	4	1	11	11	25	-16
	Apr '15	22	21	3	-	14	8	31	-1

Q10. Thinking about the outcome of the next General Election, which of the following, if any, comes closest to your view?

Jan '23	Mar '23	Jul '23	Jan '24	May '24	Jun '24
%	%	%	%	%	%

Jun '24	24	25	12	11	23	4	49	34
Jun '24	22	25	15	12	22	4	47	34
May '24	17	22	19	14	23	5	39	37
Jan '24	16	25	18	14	22	5	41	36
Oct '23	20	23	15	16	23	3	43	39
Sept '23	14	24	15	17	26	4	38	43
Jul '23	18	25	16	14	23	5	43	37
May '23	17	24	18	16	21	5	41	37
Mar '23	16	28	14	15	22	5	44	37
Dec '22	19	28	13	14	17	8	47	31
Oct '22	21	26	13	13	19	8	47	32
Jul '22	15	22	11	16	27	8	37	43
Apr '22	11	22	14	17	29	7	33	46
Jan '22	15	23	17	16	24	6	38	40
Sept '21	8	17	20	22	29	4	25	51
Feb '21	9	23	16	19	24	8	32	43
Aug '20	9	20	19	20	27	6	29	47
Nov '19	12	20	8	13	46	1	32	59
Sep '19	12	15	9	16	46	2	27	62
May '17	12	18	6	17	43	4	30	60
May '16	13	14	5	22	41	6	27	63
Feb '15	11	22	12	19	33	3	33	52
Nov '14	7	16	12	26	35	4	23	61
June '14	12	23	9	21	31	4	35	52
Apr '13	10	19	8	23	35	6	29	58
May '11	12	19	7	24	33	5	31	57
Apr '97							55	33
Jan '96							56	33
Dec '94							66	25

c) Keir Starmer is ready to be Prime Minister?

		Strongly agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Strongly disagree	Don't know	Agree	Disagree
		%	%	%	%	%	%	%	%
Keir Starmer	Jun '24	19	22	15	11	29	4	41	40
	May '24	15	18	20	15	25	7	33	40
	Jan '24	13	22	22	15	22	6	35	37
	Oct '23	17	20	17	15	26	4	37	41
	Jul '23	16	23	17	14	23	6	39	37
	May '23	13	23	19	14	26	6	36	40
	Mar '23	15	24	14	17	23	7	39	40
	Jan '23	15	21	17	14	23	11	36	37
	Apr '22	10	24	14	13	31	9	34	44
	Jan '22	13	25	15	15	25	8	38	40
	Feb '21	12	21	20	18	19	10	33	37
Jeremy Corbyn	Nov '19	11	13	8	12	53	2	24	65
	Sept '19	12	15	9	11	52	1	27	63
	May '17	14	17	4	14	46	5	31	60
	May '16	10	12	5	19	46	7	22	65

<i>Ed Miliband</i>	<i>Feb '15</i>	8	13	11	20	43	4	21	63
	<i>Jun '14</i>	7	15	9	22	43	4	22	65
	<i>Apr '13</i>	8	16	6	24	42	5	24	66
	<i>May '11</i>	3	14	7	32	37	7	17	69
<i>David Cameron</i>	<i>Apr '10</i>	22	29	7	15	24	2	51	39
	<i>Jul '08</i>	16	27	7	19	24	4	43	43
<i>Tony Blair</i>	<i>Apr '97</i>						13	53	34