## IPSOS UK GENERAL ELECTION 2024 CAMPAIGN TRACKER

June 2024



© Ipsos | General Election 2024 Campaign Tracker | June 2024 | Public

### **Count Binface**

As you may know, a political candidate called Count Binface has stood for parliament and has recently run for Mayor of London.

Before today, how much if anything, had you heard about Count Binface?

A great deal/ fair amount	Not very much/ nothing at all
22%	<b>72%</b>

To what extent, if at all, do you have a favourable or unfavourable opinion of Count Binface?

Favourable	Neither	Unfavourable
16%	28%	17%

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

### **Count Binface: Favourability versus other politicians**

To what extent, if at all, do you have a favourable or unfavourable opinion of ...?

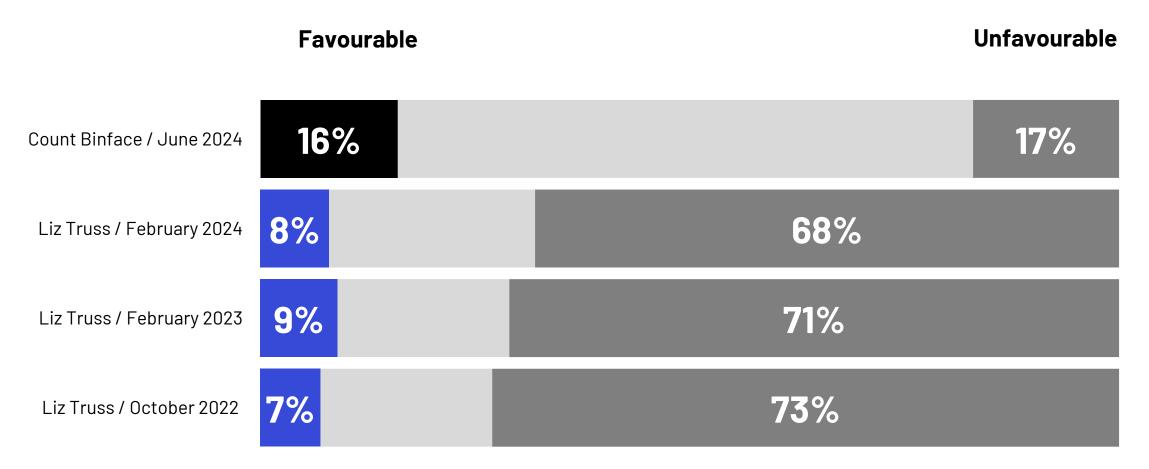
Favourable			Unfavourable		
Keir Starmer / June 2024	34%			40%	
Boris Johnson / Aug 2022*	<b>29%</b>			53%	
Rishi Sunak / June 2024	20%			59%	
Jeremy Corbyn / March 2020*	17%			65%	
Count Binface / June 2024	16%				17%
Liz Truss / October 2022*	<mark>7%</mark>		7	3%	

Base: C,1000 Online British adults each month. \* Favourability rating represents their rating as Prime Minister/ Leader of the Opposition around the time of their resignation.



### **Count Binface vs Liz Truss**

To what extent, if at all, do you have a favourable or unfavourable opinion of ...?



Base: C,1000 Online British adults each month.



# **IPSOS**

#### June 2024 **GENERAL ELECTION 2024** CAMPAIGN TRACKER

#### For more information

**Gideon Skinner Research Director** gideon.skinner@ipsos.com **Cameron Garrett Research Manager** cameron.garrett@ipsos.com

**Keiran Pedley Research** Director keiran.pedley@ipsos.com

Laura King **Research Executive** laura.king@ipsos.com

**Ben Roff Research Executive** ben.roff@ipsos.com

© Ipsos | General Election 2024 Campaign Tracker|June 2024|Public

