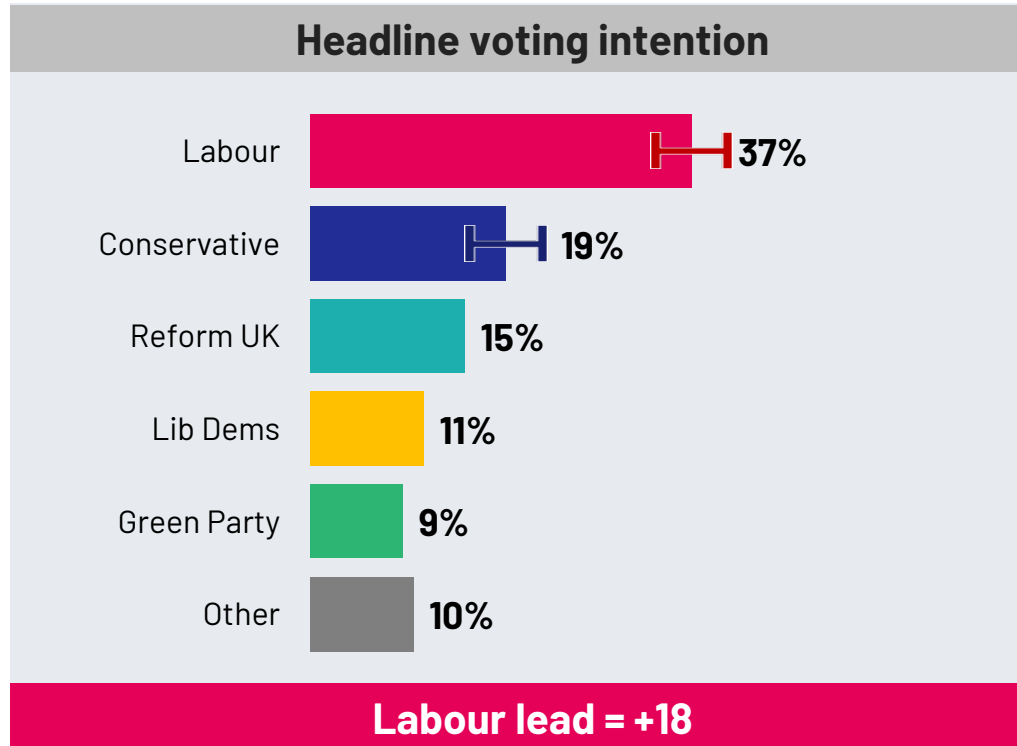


Ipsos 2024 General Election Final Poll

July 2024

Voting Intention: Ipsos' 2024 General Election Final Poll

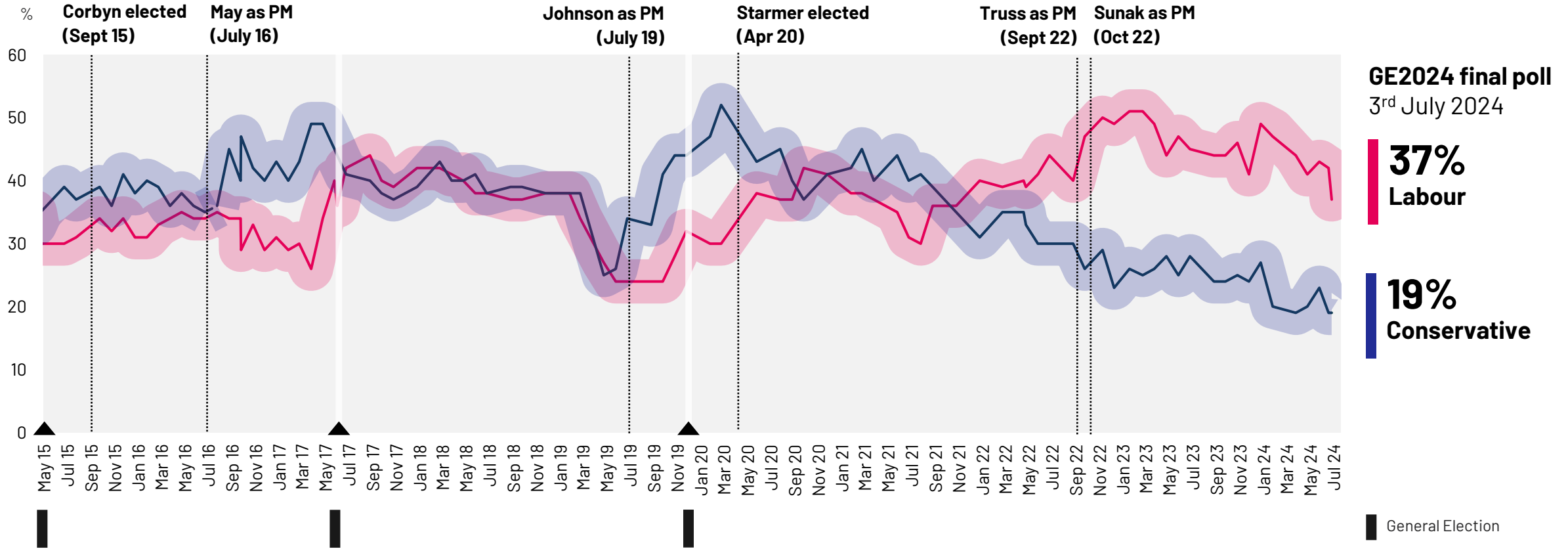
How do you intend to vote in the General Election? Will you vote...?



Base: 2,076 British adults 18+, 1-3 July 2024; Headline Voting Intention: all 9/10 certain to vote, always/usually/it depends vote in General Election who gave a voting intention =1217. 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.

Ipsos headline voting intention: Since the 2015 General Election

How would you vote if there were an election tomorrow?



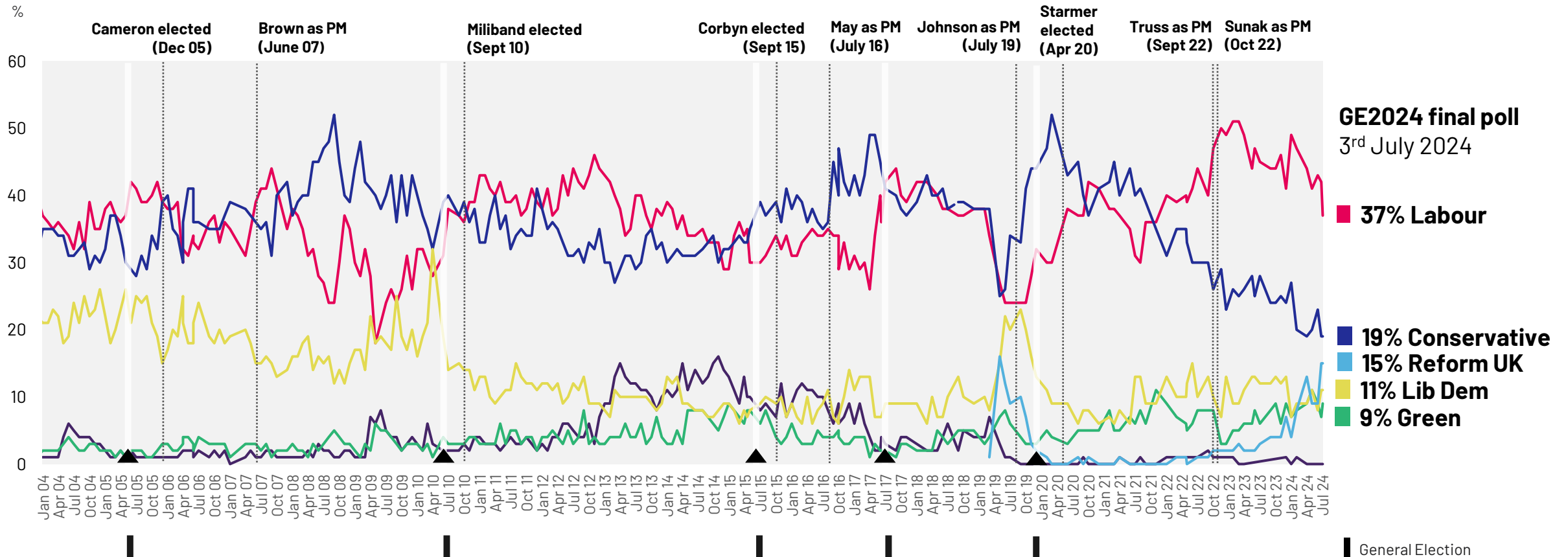
Base: c. :800 British adults 18; Prior to September 2015 the turnout filter is "All certain to vote"; From July 2015 turnout filter is "all 9/10 certain to vote and always/usually/it depends vote in General Elections. Note small change in methodology in approach to prompting Brexit Party in July 2019

Source: Ipsos Political Monitor



Ipsos headline voting intention: January '04 – July '24

How would you vote if there were an election tomorrow?

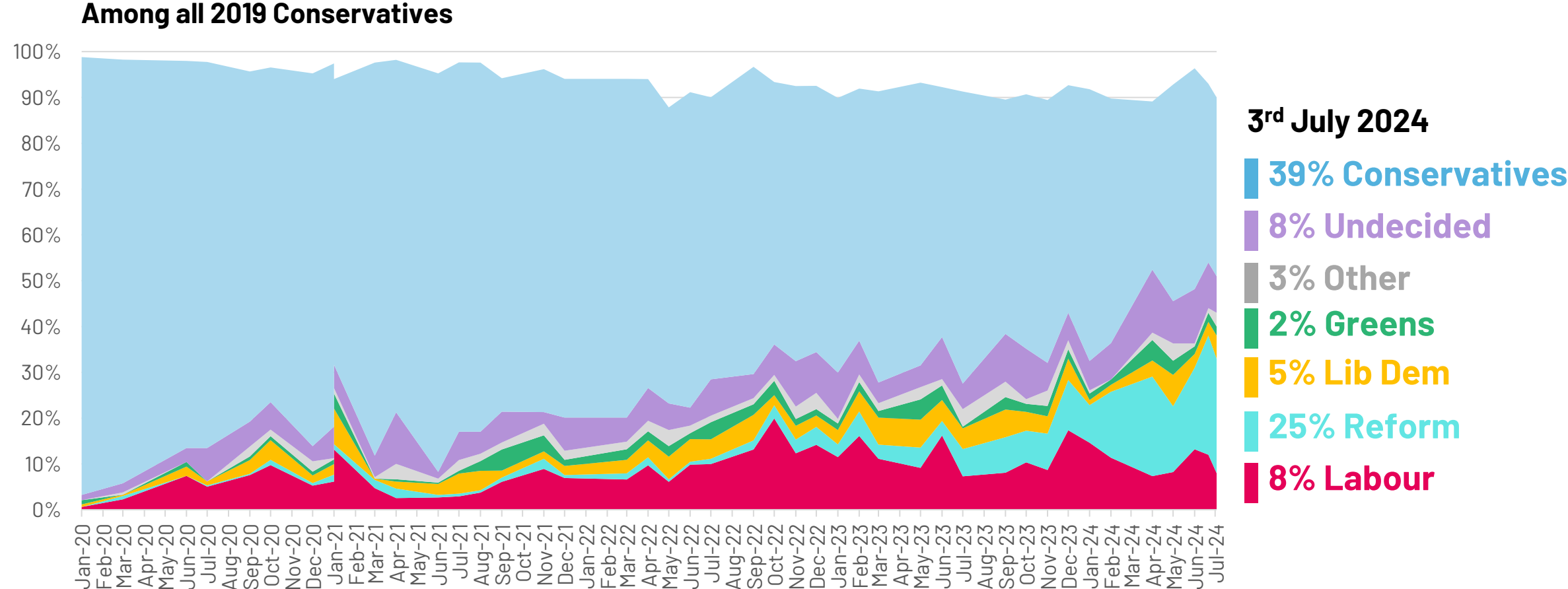


Base: c. 600 British adults; Prior to September 2015 the turnout filter is "All certain to vote"; From July 2015 turnout filter is "all 9/10 certain to vote and always/usually/it depends vote in General Elections."

Source: Ipsos Political Monitor

Only two in five 2019 Conservatives are currently saying they still support the party this election

How would you vote if there were an election tomorrow?

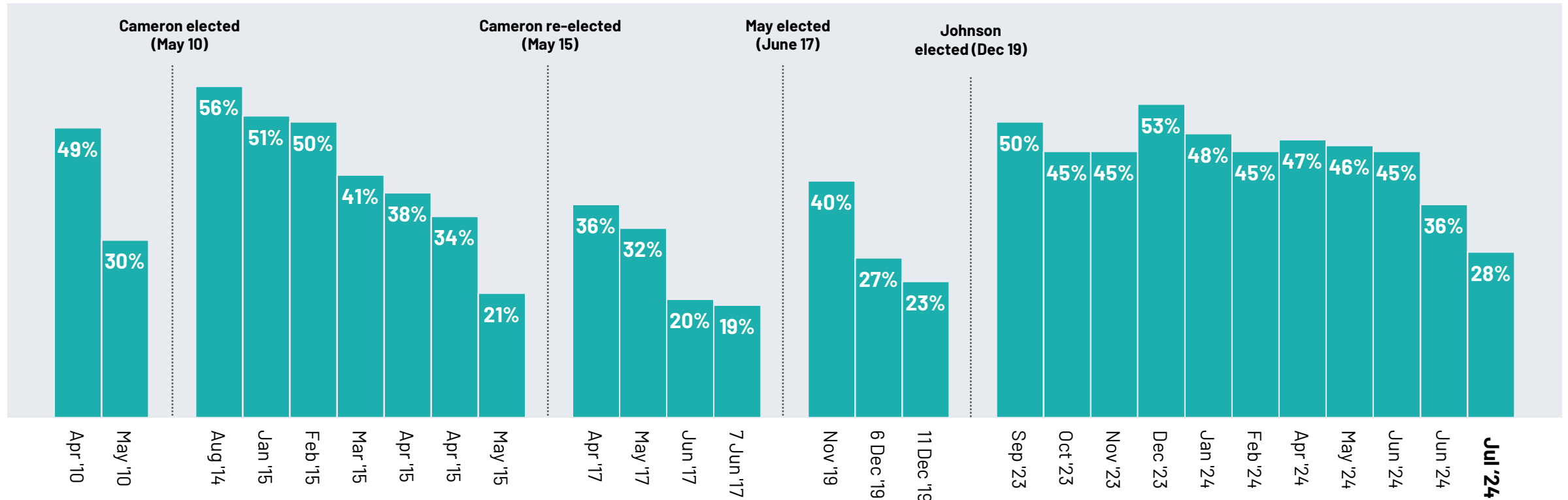


Base: c.300 British adults aged 18+ each month. Note this among all 2019 Conservatives so where results do not total 100% this is because refusals / would not votes are included.



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?



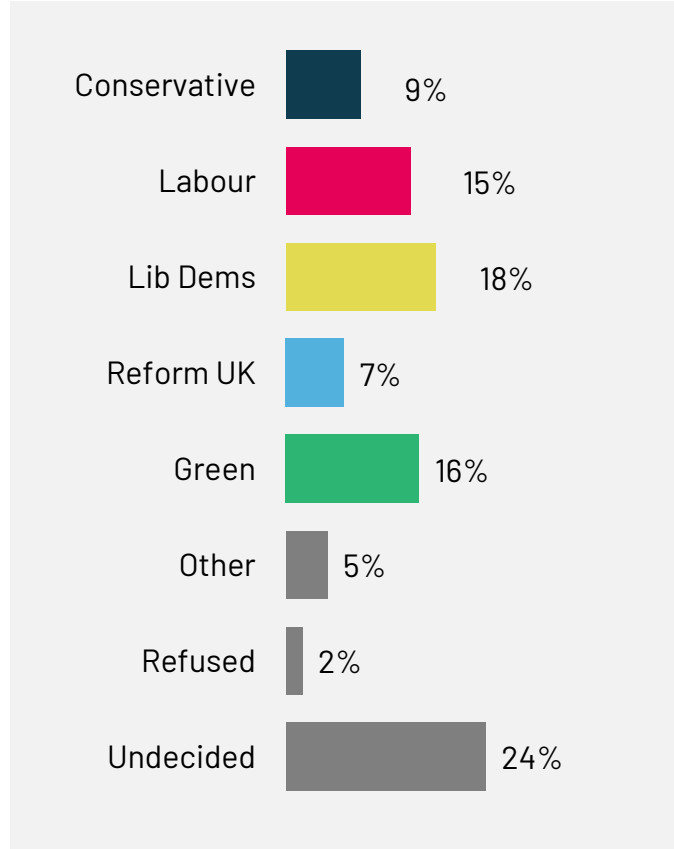
Base: All British adults 18+ giving a voting intention (1528)

Source: Ipsos Political Monitor

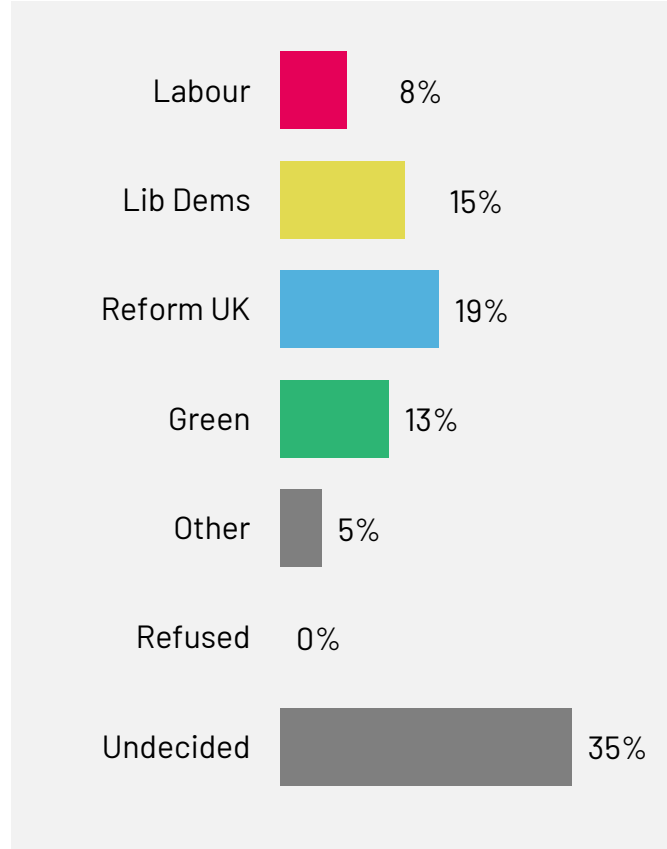
Who might you vote for instead?

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

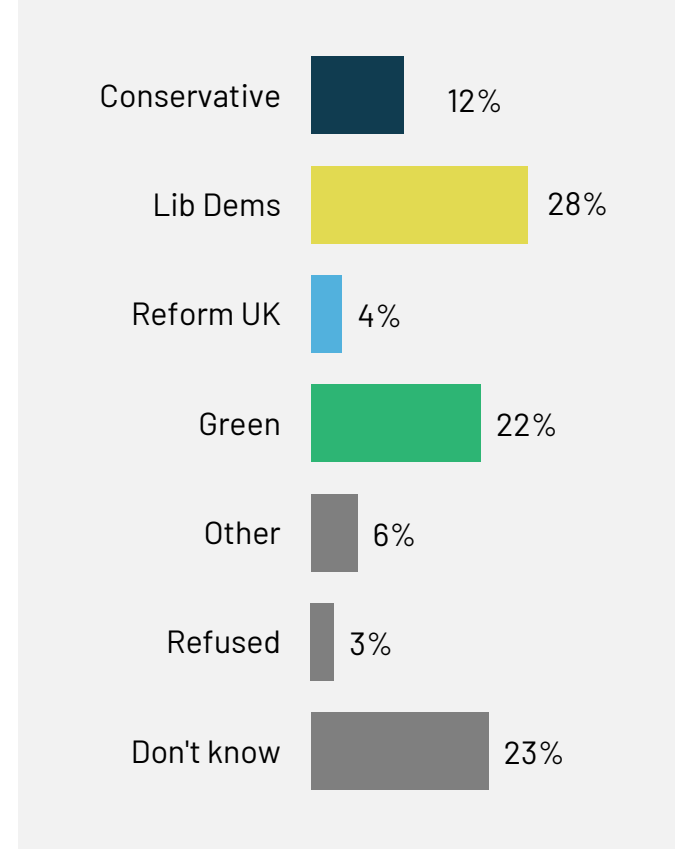
Among all who might change their mind



Among Conservative supporters who might change their mind



Among Labour party supporters who might change their mind



Base: 422 British adults 18+ giving a voting intention who might change their mind, 74 Conservative party supporters who might change their mind, 146 Labour supporters who might change their mind, 1-3 July 2024

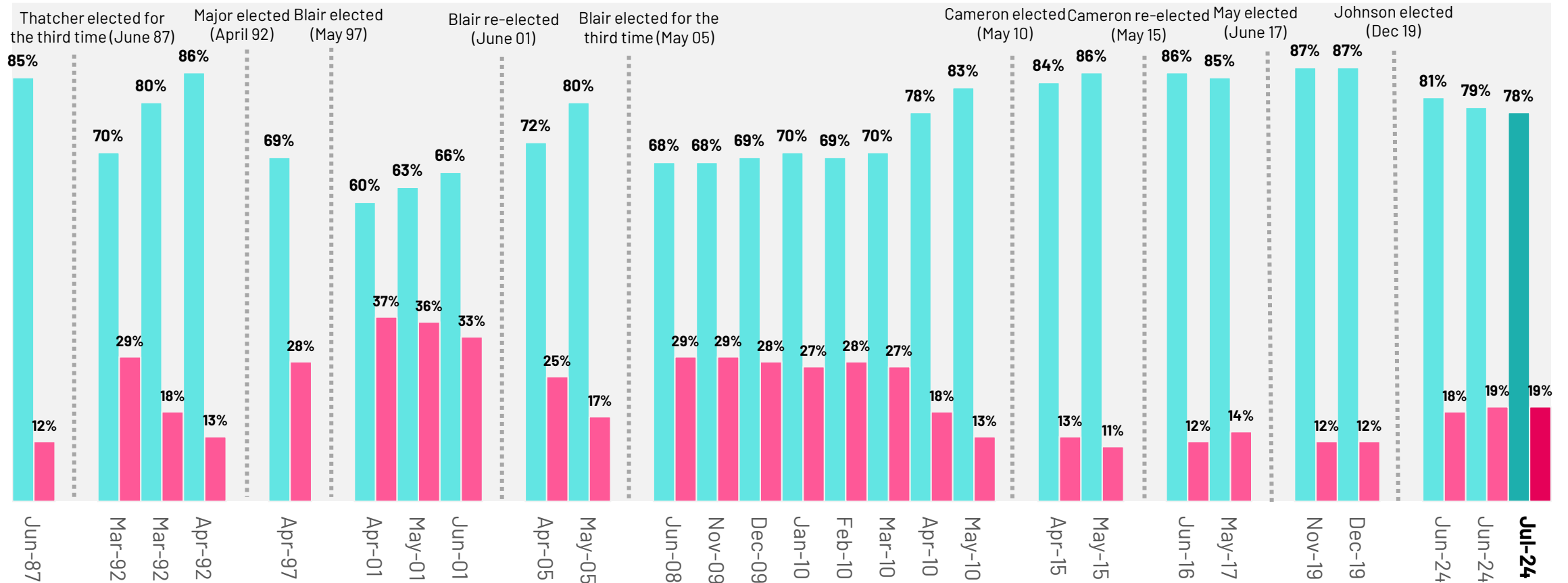
Source: Ipsos Political Monitor

*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

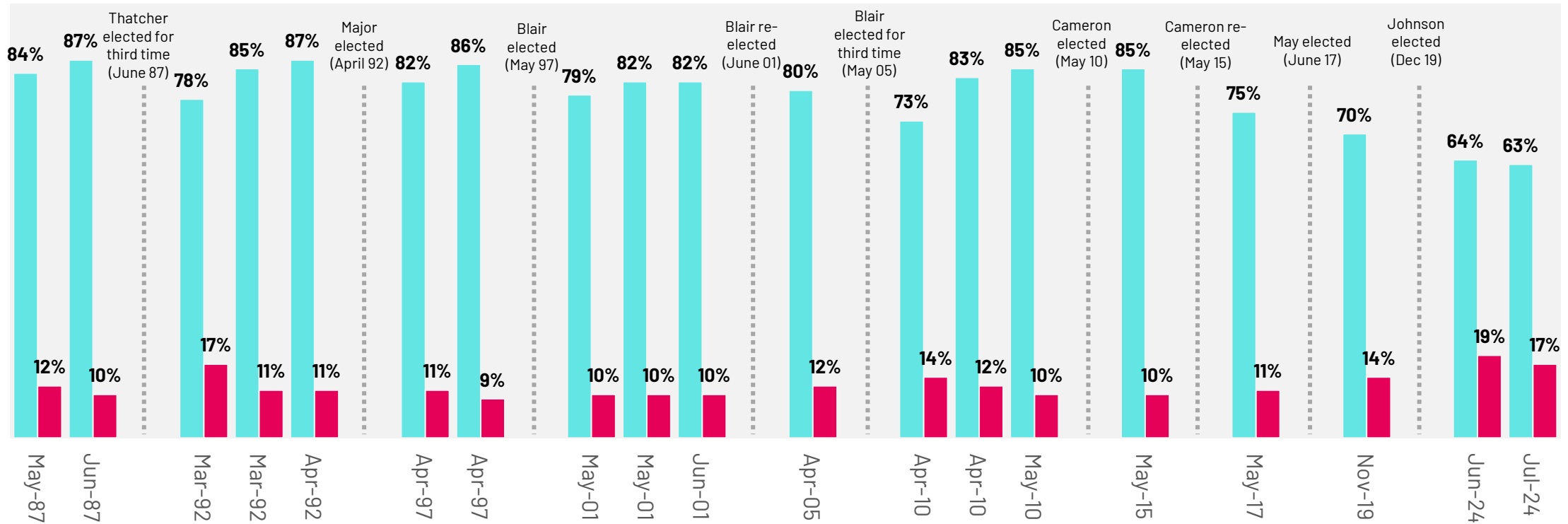


What's deciding your vote?

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

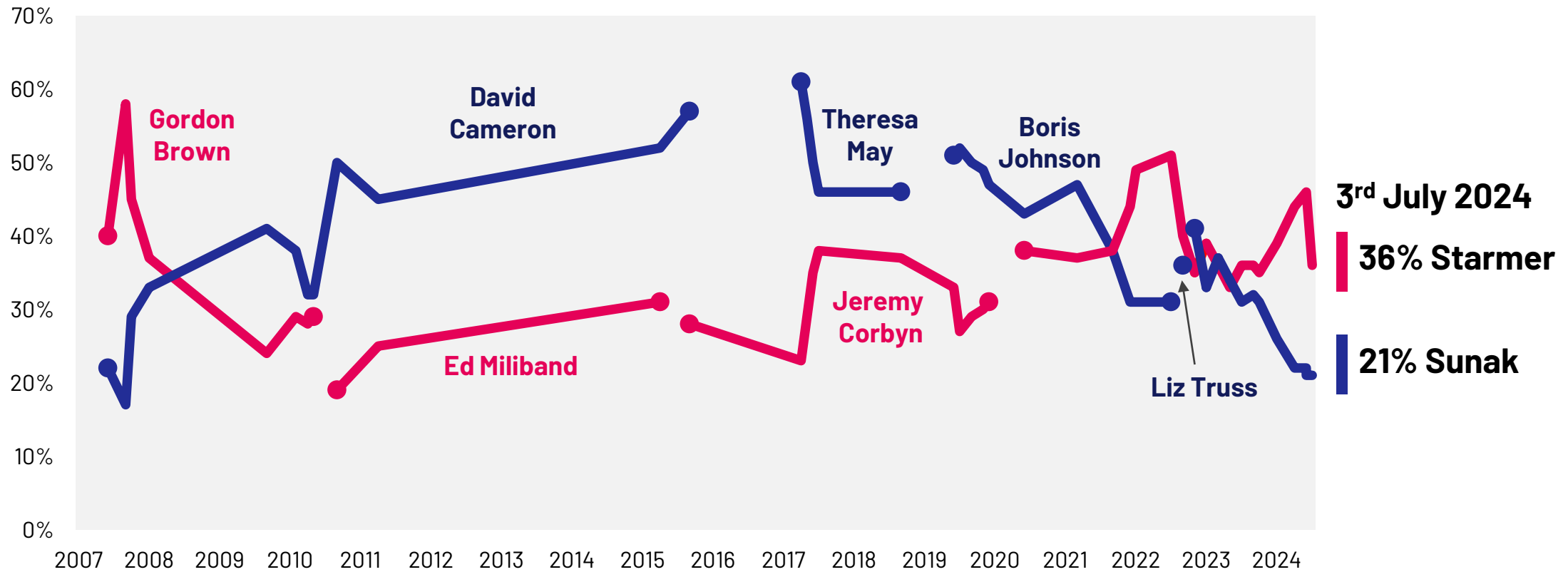
Source: Ipsos Political Monitor

Leaders and Parties



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: 2,076 British adults 18+, 1-3 July 2024. c.1,000 British adults each month

Source: Ipsos Political Monitor

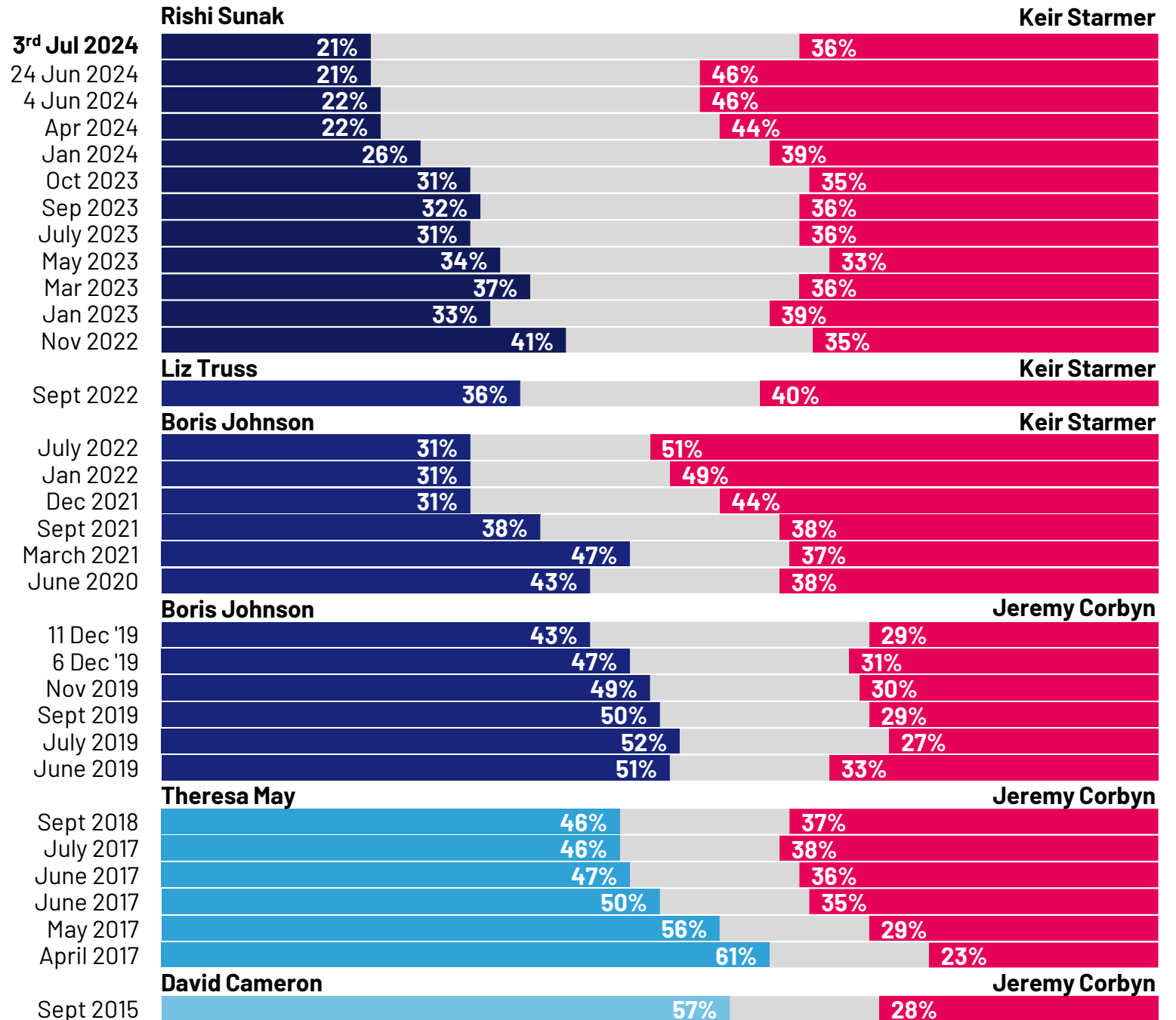
Who would make the most capable Prime Minister?

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Source: Ipsos Political Monitor

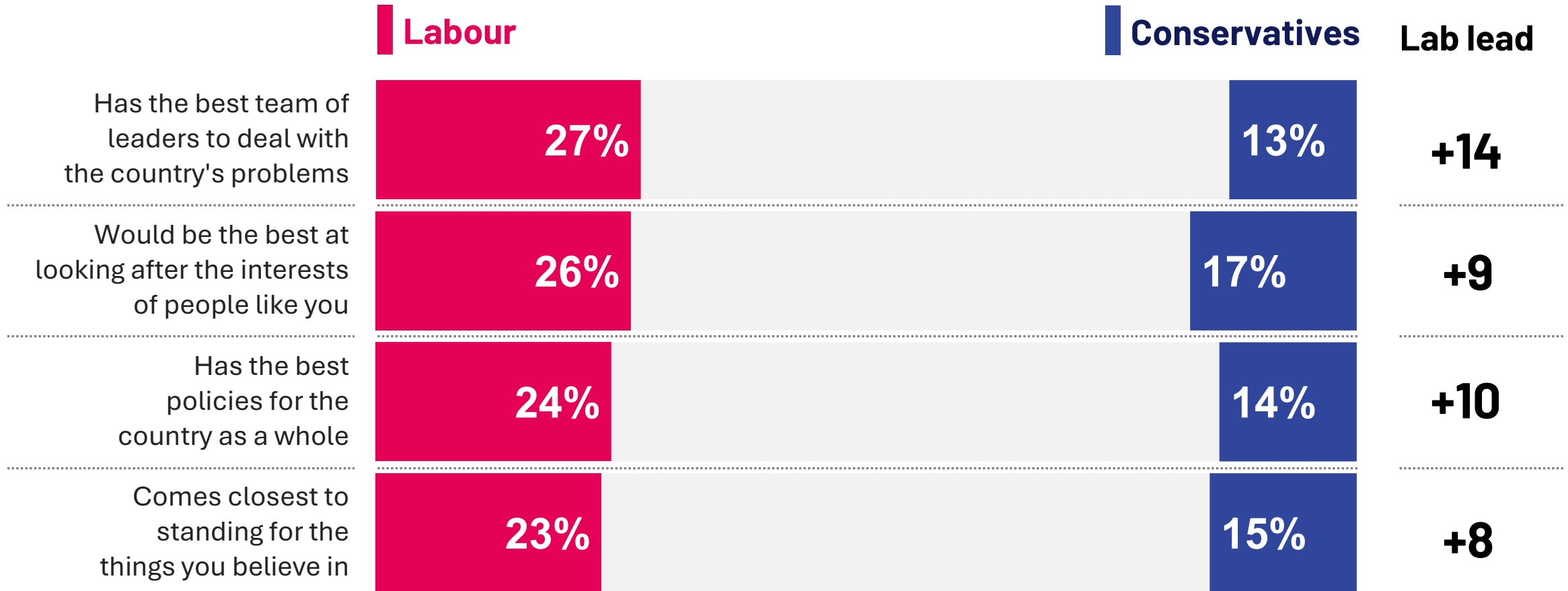
Base: 2,076 British adults 18+, 1-3 July 2024

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Which party would be best...?

Which political party, if any, do you think...?



Base: 2,076 British adults 18+, 1-3 July 2024

Source: Ipsos Political Monitor

Which party would be best...? Trend data

Which political party, if any, do you think...?

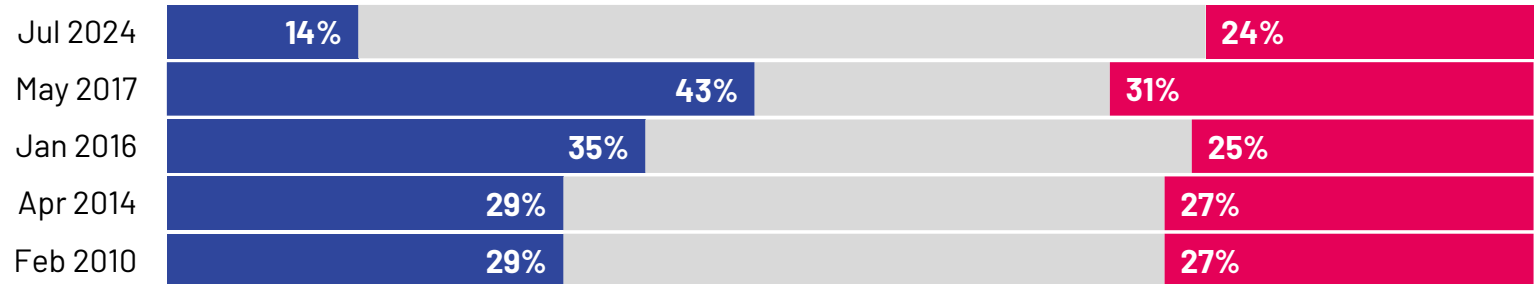
Source: Ipsos Political Monitor

Base: 2,076 British adults 18+, 1-3 July 2024

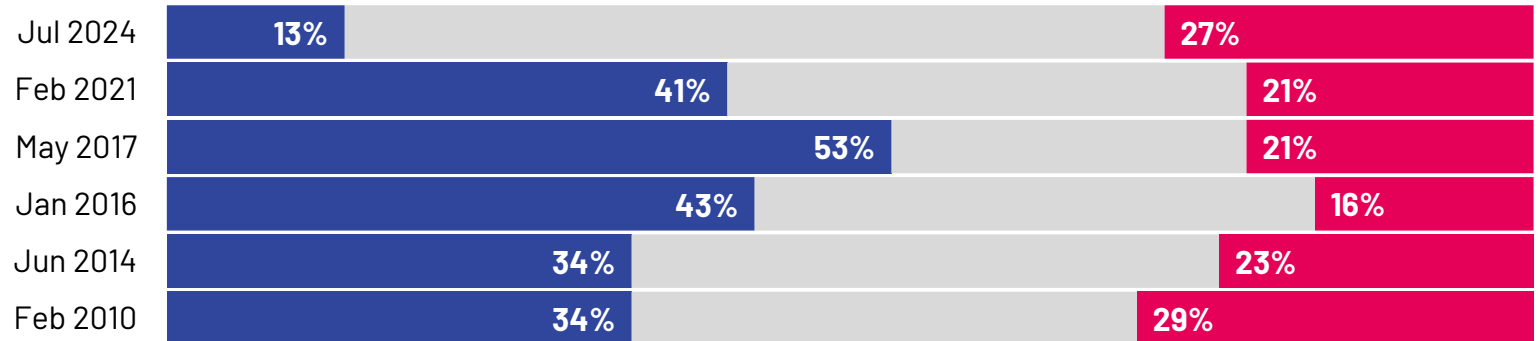
Conservatives

Labour

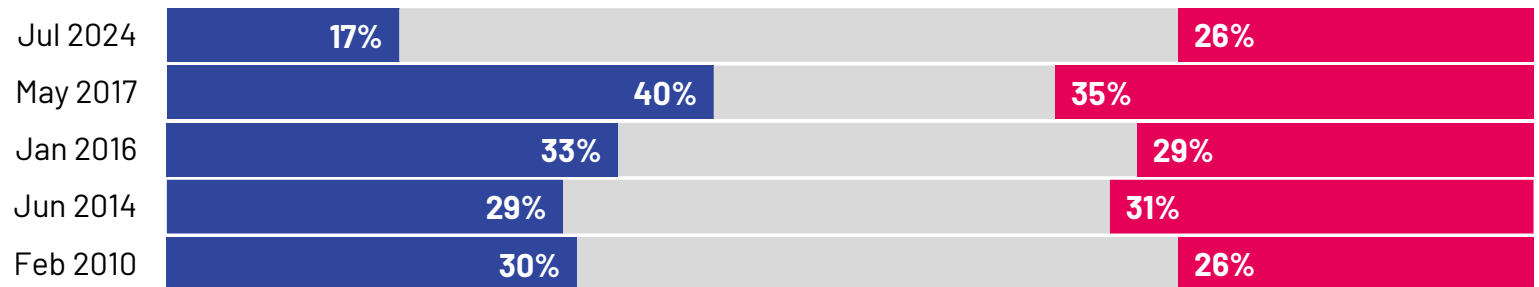
Has the best policies for the country as a whole



Has the best team of leaders to deal with the country's problems



Would be best at looking after the interests of people like you



Ipsos

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