**Ipsos General Election 2024 Prediction poll
Topline Results**

July 2024

Fieldwork: 1–3 July 2024

Technical Details

Ipsos interviewed a representative sample of 2,076 adults aged 18+ across Great Britain. Interviews were conducted by telephone: 1–3 July 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

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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 <u>will</u> 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 (1217)*	Q3-6 2024 %	Q3-6 21-24 June 2024 %
Conservative	**19**	19
Labour	**37**	42
Liberal Democrats (Lib Dem)	**11**	11
Scottish National Party/Plaid Cymru	**7**	5
Green Party	**9**	7
Reform UK	**15**	15
Other	**3**	1
Conservative lead (+%)	**-18**	-23
Would not vote	*	4
Undecided	**5**	8
Refused	**11**	8

* 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.

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	**19**
Labour	**36**
Liberal Democrats (Lib Dem)	**11**
Scottish National Party/Plaid Cymru	**6**
Green Party	**9**
Reform UK	**15**
Other	**4**
Conservative lead (+%)	**-17**
Would not vote	**9**
Undecided	**7**
Refused	**10**

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	**70**
9	**5**
8	**4**
7	**2**
6	**1**
5	**3**
4	**1**
3	**1**
2	**1**
1 – absolutely certain not to vote	**11**
Don't know	*****

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 (1528)

1–3 July 2024 %	21–24 June 2024 %	31 May – 4 June 2024 %
71	*62*	*53*
28	*36*	*45*
1	*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 (433)

	1-3 Jul 2024 %	*21-24 Jun 2024 %*	*31 May – 4 Jun 24 %*	*11 Dec 2019 %*	*6 Dec 2019 %*	*Nov 2019 %*	*7th June 2017 %*	*1st June 2017 %*	*May 2017 %*	*May 2015 %*
Conservative	**9**	*7*	*11*	*11*	*8*	*7*	*16*	*22*	*24*	*14*
Labour	**15**	*21*	*13*	*18*	*17*	*5*	*20*	*23*	*12*	*20*
Lib Dem	**18**	*19*	*21*	*18*	*21*	*18*	*18*	*20*	*20*	*17*
Green	**16**	*14*	*9*	*13*	*6*	*10*	*5*	*6*	*10*	*10*
SNP/Plaid Cymru	**3**	*1*	*1*	*3*	*3*	*1*	*2*	*2*	*1*	*1*
Reform UK*	**7**	*7*	*6*	*5*	*7*	*8*	*-*	*-*	*-*	*-*
UKIP	**-**	*-*	*-*	*1*	*4*	*3*	*9*	*6*	*7*	*14*
Other	**2**	***	*-*	***	*4*	*17*	*7*	*2*	***	***
None/ would not vote	**5**	*10*	*3*	*2*	*4*	*5*	*3*	*5*	*1*	*3*
Don't know/refused	**26**	*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 (1528)

	1-3 July 2024 %	*June 2024 %*	*Nov 2019 %*	*May 2017 %*	*May 2015 %*	*2010 %*
It is the party that most represents your views	**63**	*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	**17**	*19*	*14*	*11*	*10*	*14*
Other	**12**	*11*	*12*	*11*	*4*	*10*
No opinion	**8**	*5*	*3*	*3*	*2*	*3*

Among party supporters

	Among Conservative supporters			Among Labour supporters			Among Liberal Democrat supporters			Among Reform supporters
	July 2024 %	**June 2024 %**	**Dec 2019 %**	**July 2024 %**	**June 2024 %**	**Dec 2019 %**	**July 2024 %**	**June 2024 %**	**Dec 2019 %**	**July 2024 %**
Base	291	216	459	587	453	270	169	120	203	**224**
It is the party that most represents your views	**67**	66	70	**63**	62	76	**49**	44	62	**72**
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	**15**	13	11	**23**	25	14	**37**	36	23	**7**
Other	**13**	15	15	**8**	7	9	**11**	18	10	**18**
No opinion	**5**	6	3	**6**	6	1	**3**	2	4	**3**

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

	July 2024 %	*June 2024 %*	*4th June 2024 %*	*11th Dec 2019 %*	*Nov 2019 %*	*May 2017 %*	*April 2015 %*	*April 2010 %*
Very important	**49**	50	50	65	64	53	44	39
Fairly important	**29**	29	31	22	23	32	40	39
Not very important	**11**	12	10	7	8	10	11	13
Not at all important	**8**	7	8	5	4	4	2	5
No opinion	**2**	2	1	2	1	1	3	3
Very/fairly important	**78**	79	81	87	87	85	84	78
Not very/at all	**19**	19	18	12	12	14	13	18

Parties and 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 %
1–3 Jul 2024	**21**	**36**	**28**	**1**	**2**	**12**
21-24 Jun 2024	21	46	21	*	1	10
31 May – 4 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*

Q. Which political party do you think…?

	Cons %	Lab %	Lib Dems %	Reform %	None of these %	Other %	Don't know %
Has the best policies for the country as a whole?							
June 2024	**14**	**24**	**6**	**12**	**13**	**4**	**20**
May 2017	*43*	*31*	*5*	*-*	*5*	*4*	*13*
Jan 2016	*35*	*25*	*4*	*-*	*10*	*10*	*15*
April 2014	*29*	*27*	*8*	*-*	*8*	*12*	*15*
February 2010	*29*	*27*	*16*	*-*	*9*	*6*	*13*
Has the best team of leaders to deal with the country's problems?							
June 2024	**13**	**27**	**3**	**9**	**21**	**3**	**21**
Feb 2021	41	21	1	-	11	7	20
May 2017	53	21	2	-	8	1	15
Jan 2016	43	16	2	-	16	7	16
June 2014	34	23	2	-	16	9	15
February 2010	34	29	9	-	11	4	13
Would be best at looking after the interests of people like you?							
June 2024	**17**	**26**	**6**	**12**	**13**	**5**	**14**
May 2017	40	35	5	-	4	6	9
Jan 2016	33	29	5	-	9	13	10
April 2014	29	31	8	-	9	12	12
September 2009	30	26	17	-	9	9	9

Comes closest to standing for the things you believe in							
June 2024	**15**	**23**	**7**	**13**	**11**	**7**	**13**