

IPSOS UK GENERAL ELECTION 2024 CAMPAIGN TRACKER

July 2024

Favourability with Sunak and Starmer

To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties?

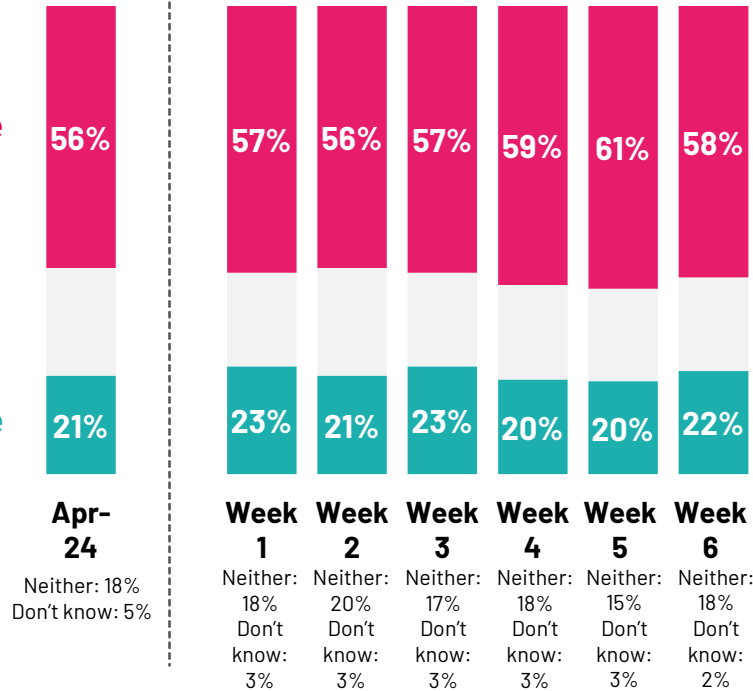


Rishi Sunak

← GE 2024 Election campaign begins

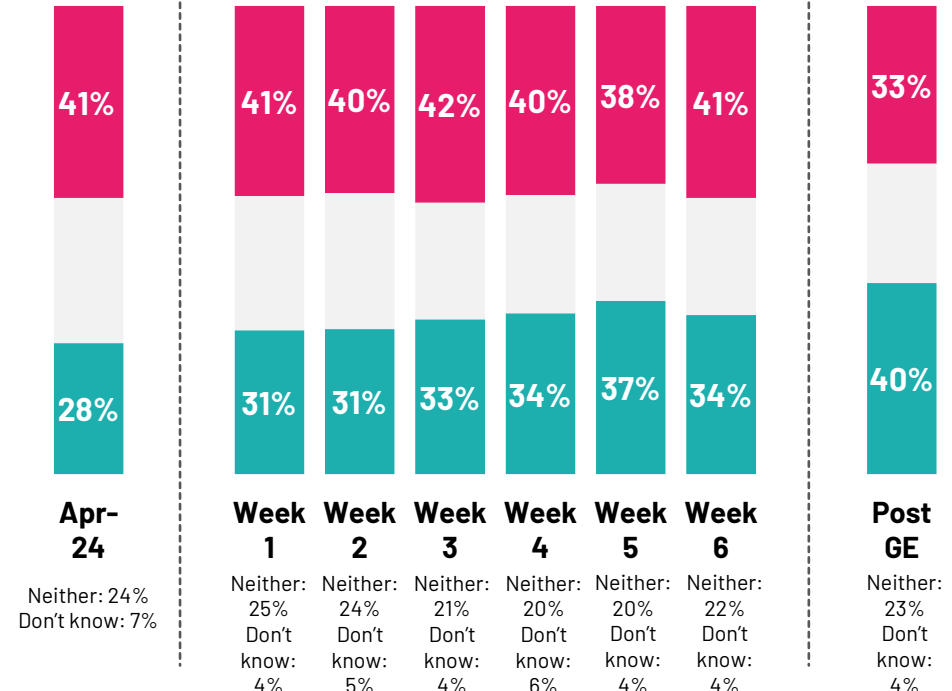
Unfavourable

Favourable



Keir Starmer

← GE 2024 Election campaign begins



Base: 1,141 Online British adults aged 18+, 5 - 6 July 2024

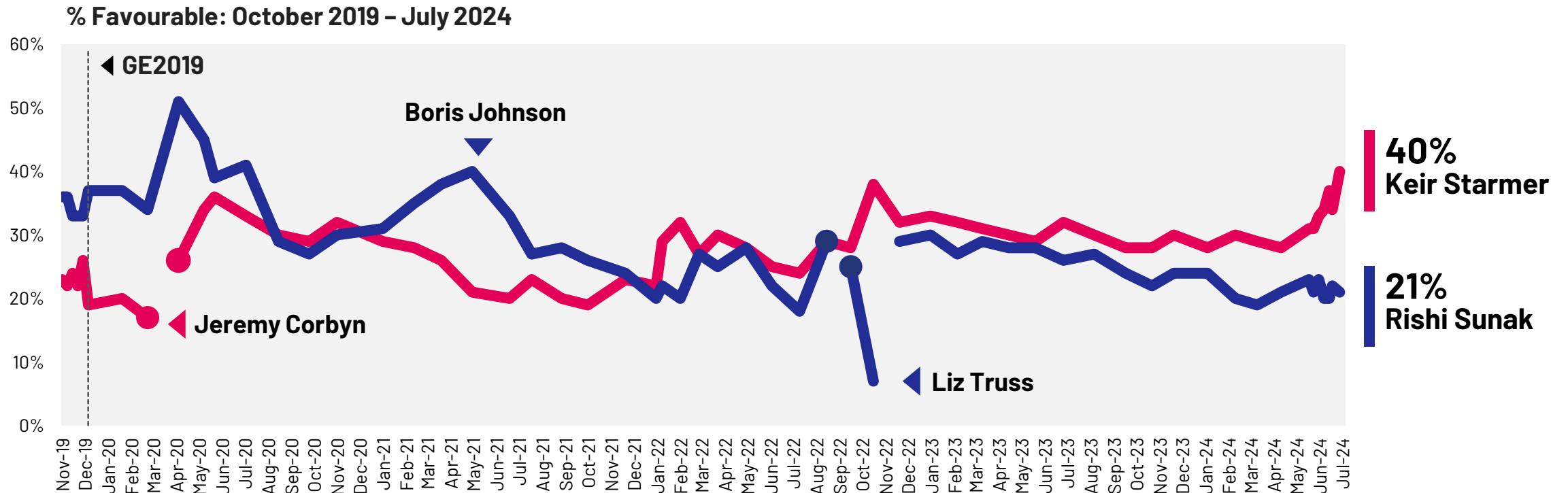
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Source: Ipsos General Election 2024 Campaign Tracker



Favourability: Conservative leader vs Labour leader

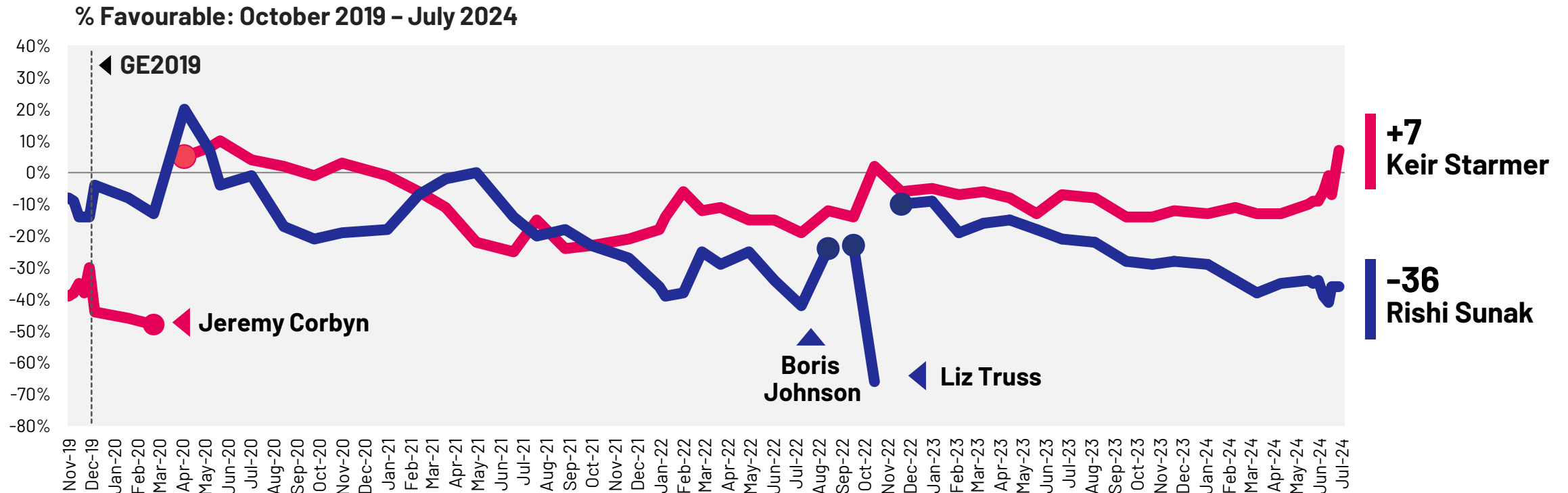
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties?



Base: 1,141 Online British adults aged 18+, 5 - 6 July 2024

Net favourability: Conservative leader vs Labour leader

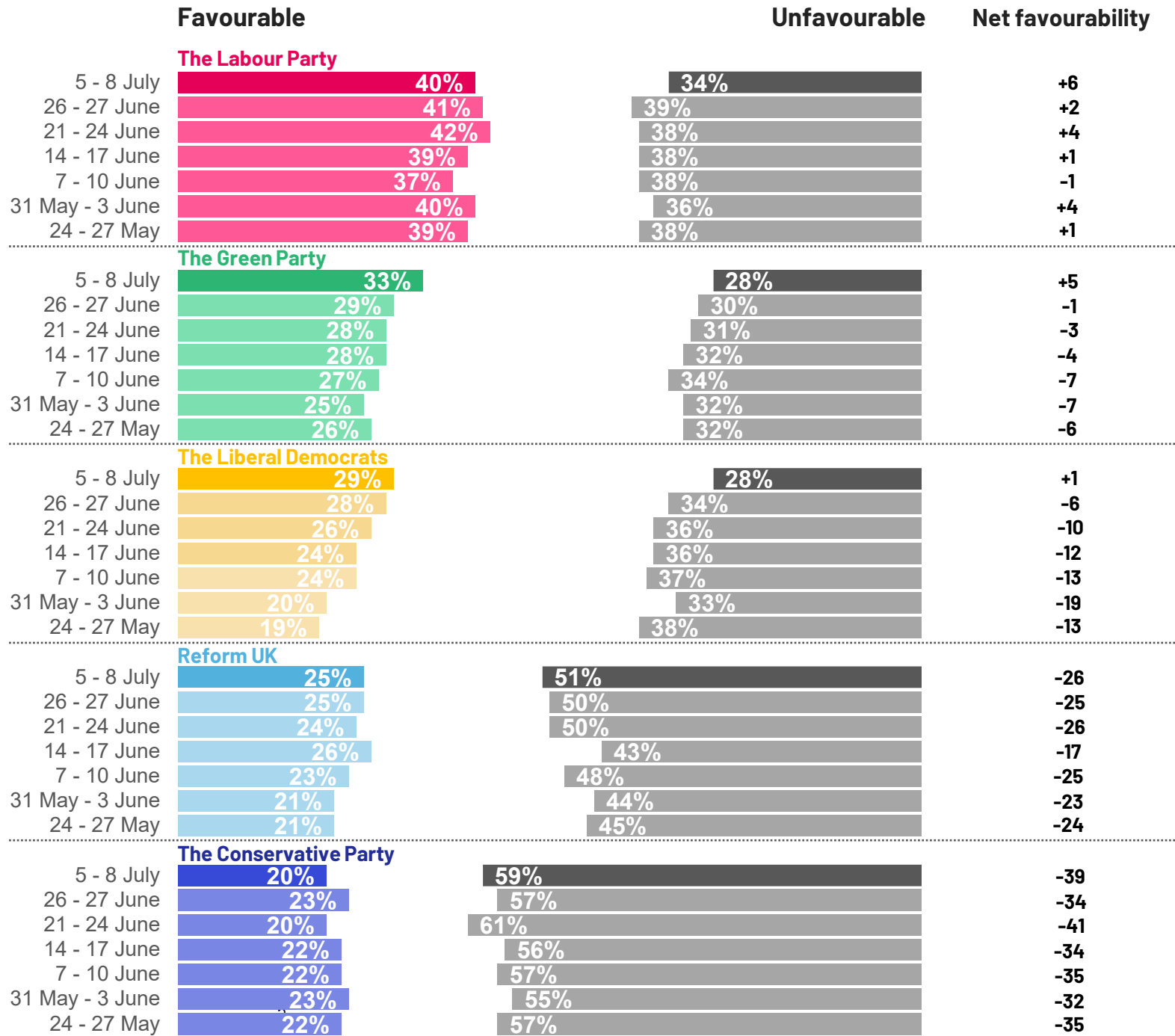
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties?



Base: 1,141 Online British adults aged 18+, 5 - 6 July 2024

Favourability towards political parties

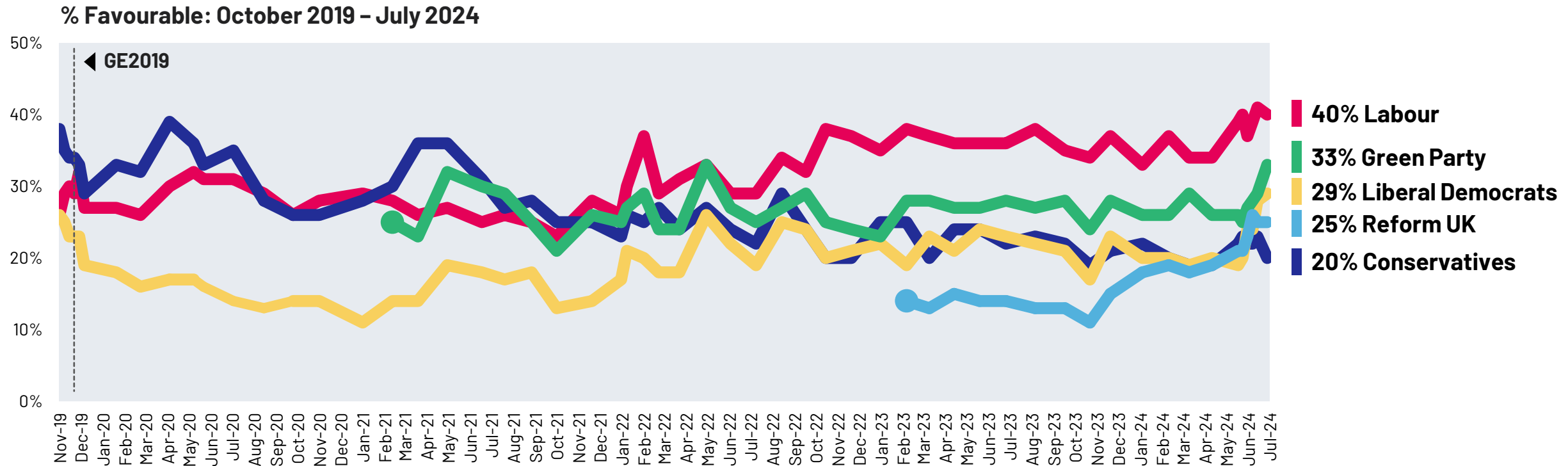
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties?



Base: 1,141 Online British adults aged 18+, 5 - 6 July 2024

Political parties: Favourability

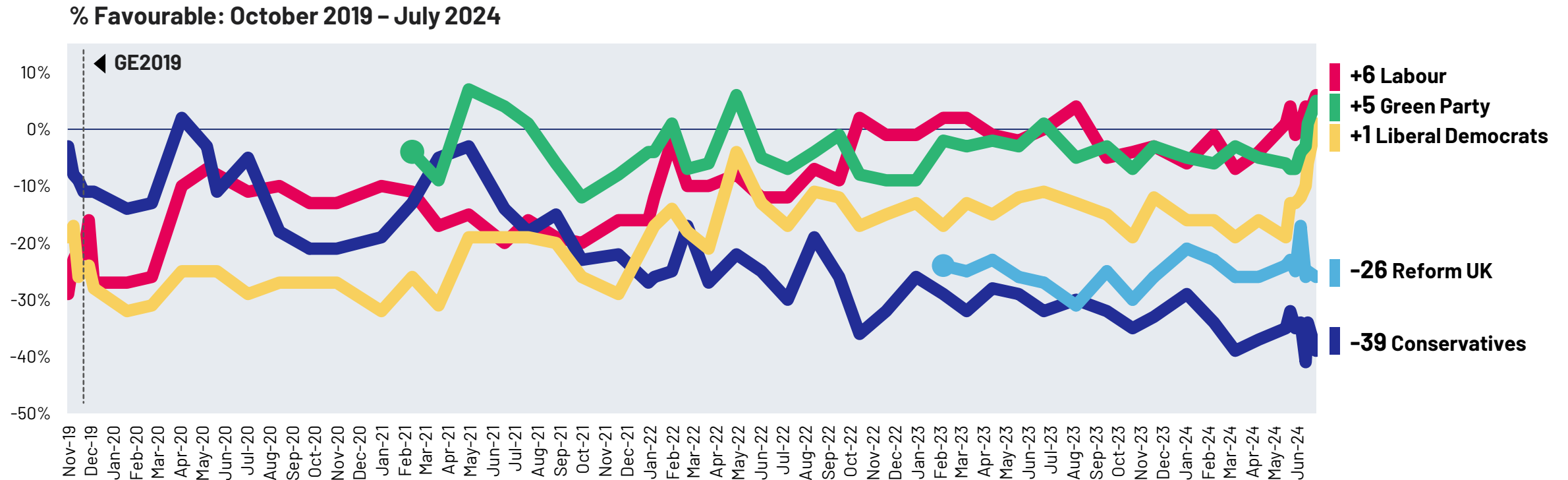
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties?



Base: 1,141 Online British adults aged 18+, 5 - 6 July 2024

Political parties: Net favourability

To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties?



Base: 1,141 Online British adults aged 18+, 5 - 6 July 2024

Good or bad campaign?

And regardless of which party you support, on balance do you think each of the following parties had a good or bad campaign since the General Election was announced in May?*

Base: 1,141 Online British adults aged 18+, 5 - 6 July 2024

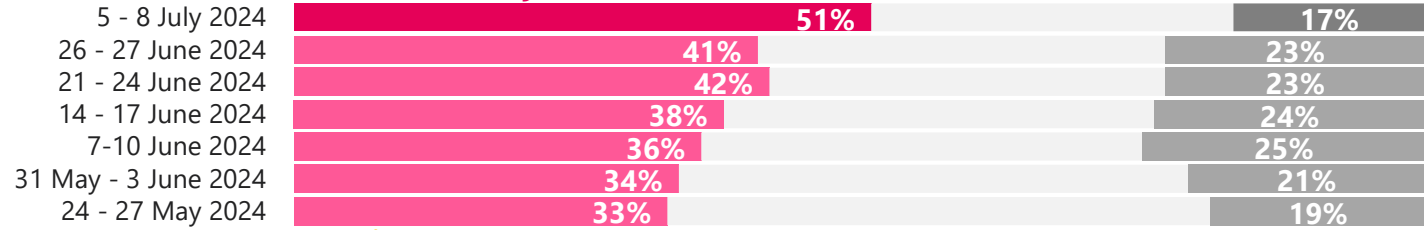
* For all waves during the election campaign, the question wording was - "And regardless of which party you support, on balance do you think each of the following parties have had a good or bad campaign since the General Election was announced in May?"

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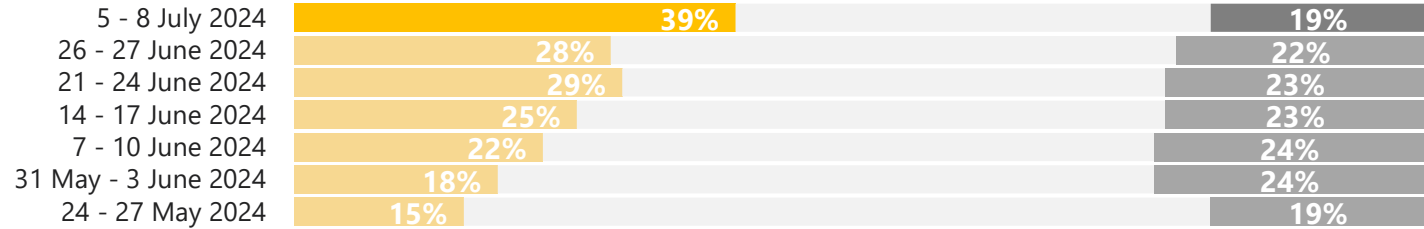
A good campaign

A bad campaign

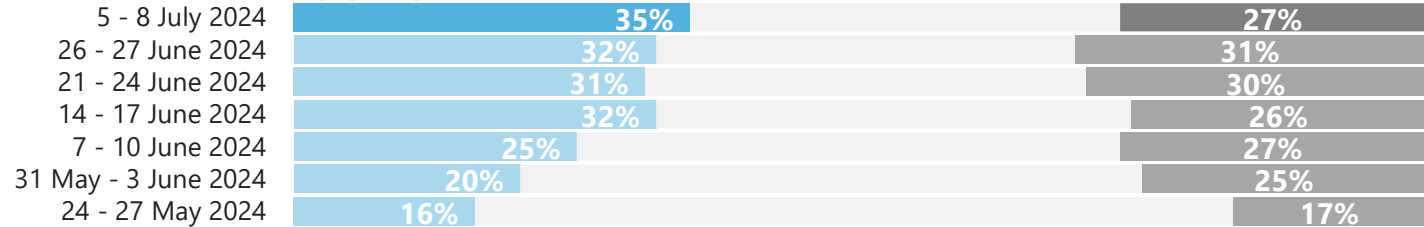
The Labour Party



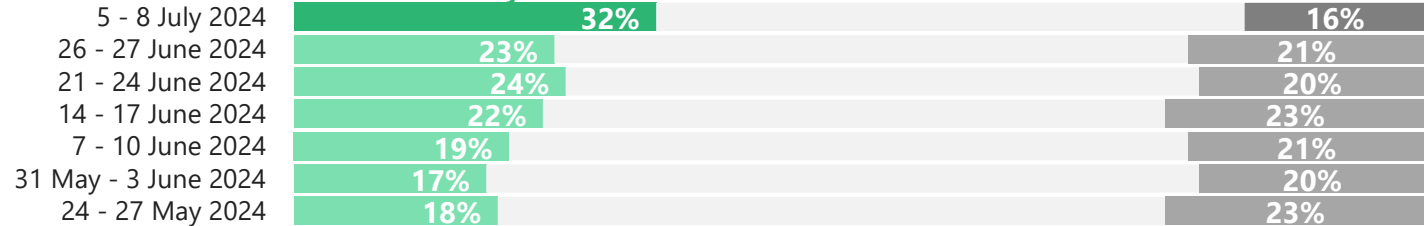
The Liberal Democrats



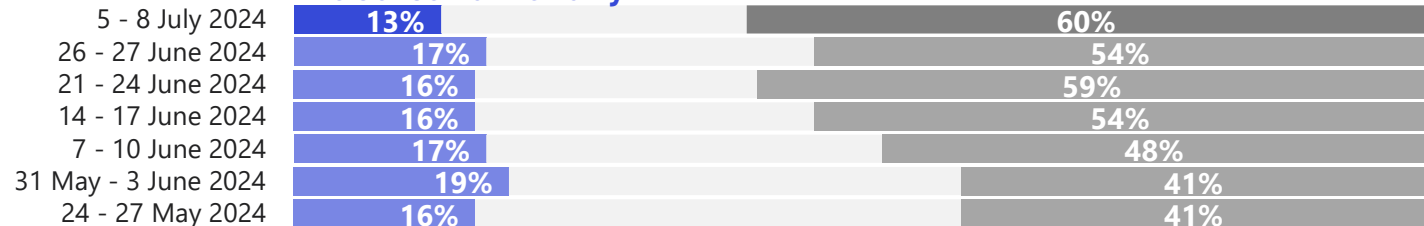
Reform UK



The Green Party

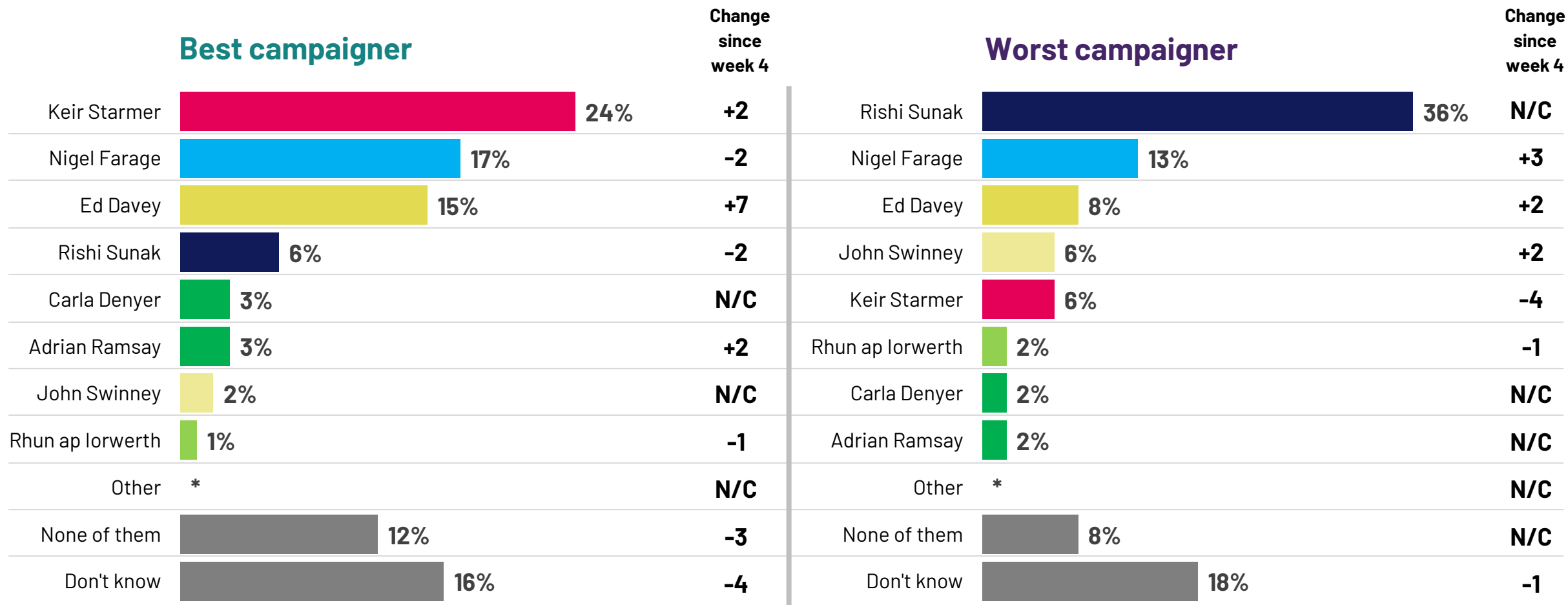


The Conservative Party



Who was the best campaigner?

From what you might have seen or heard during this General Election campaign, which party leader, if any, do you think was the best/ worst campaigner?*



Base: 1,141 Online British adults aged 18+, 5 - 6 July 2024

* During the election campaign, the question wording was "From what you might have seen or heard so far during this General Election campaign, which party leader, if any, do you think has been the best/ worst campaigner so far?"

ISSUES FOR THE NEXT GENERAL ELECTION



Which issues helped you to decide your vote?

As you may be aware, there was a General Election on Thursday July 4th.

Which, if any, issues were very important to you in helping you decide which party to vote for?*

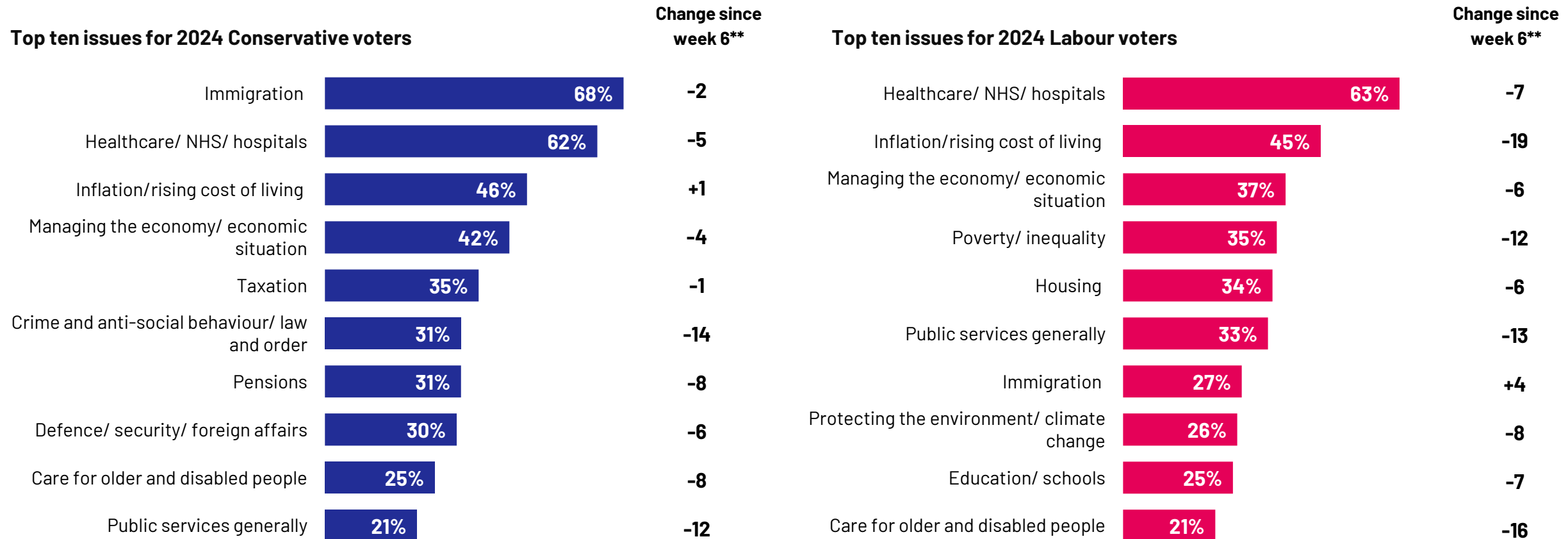
		% from week 6	% from week 5	% from week 4	% from week 3	% from week 2	% from week 1
Top ten issues							
Healthcare/ NHS/ hospitals	52%	65%	63%	63%	63%	63%	64%
Inflation/rising cost of living	39%	52%	53%	54%	53%	54%	55%
Immigration	36%	43%	39%	43%	44%	40%	42%
Managing the economy/ economic situation	30%	42%	40%	40%	41%	41%	43%
Public services generally	24%	34%	29%	32%	34%	31%	32%
Poverty/ inequality	23%	31%	30%	29%	28%	32%	29%
Housing	23%	31%	31%	31%	29%	32%	30%
Taxation	21%	33%	31%	34%	33%	35%	30%
Protecting the environment/ climate change	21%	29%	27%	27%	27%	27%	28%
Crime and anti-social behaviour/ law and order	21%	35%	29%	34%	33%	40%	32%

Base : 1,141 Online British adults aged 18+, 5 - 6 July 2024. *This chart the top 10 most mentioned issues. For the full list of issues, please see the full data tables.

** For all waves during the election campaign, the question wording was - "As you may be aware, Prime Minister Rishi Sunak has called a General Election for Thursday July 4th. Looking ahead to the General Election, which, if any, issues do you think will be very important to you in helping you decide which party to vote for?"

Which issues helped you to decide your vote? By party

Which, if any, issues were very important to you in helping you decide which party to vote for?*



Base: 1,141 Online British adults aged 18+, including (158) 2024 Conservative voters and (376) 2024 Labour voters, 5 – 6 July 2024

* For all waves during the election campaign, the question wording was – “Looking ahead to the General Election, which, if any, issues do you think will be very important to you in helping you decide which party to vote for?”

** Previous wave of data was among 2019 Conservative and Labour voters

Which issues helped you to decide your vote? By age

Which, if any, issues were very important to you in helping you decide which party to vote for?*

Top ten issues for those aged 18-34	Change since week 6	Top ten issues for those aged 35-54	Change since week 6	Top ten issues for those aged 55+	Change since week 6			
Healthcare/ NHS/ hospitals	39%	-15	Healthcare/ NHS/ hospitals	52%	-12	Healthcare/ NHS/ hospitals	62%	-10
Inflation/rising cost of living	33%	-20	Inflation/rising cost of living	40%	-16	Immigration	47%	-12
Housing	25%	-12	Immigration	33%	-2	Inflation/rising cost of living	41%	-6
Immigration	23%	-7	Managing the economy/ economic situation	32%	-8	Managing the economy/ economic situation	38%	-8
Poverty/ inequality	23%	-10	Poverty/ inequality	23%	-11	Public services generally	30%	-12
Taxation	21%	-9	Public services generally	23%	-10	Care for older and disabled people	30%	-10
Unemployment	21%	-9	Housing	22%	-9	Pensions	28%	-13
Education/ schools	20%	-16	Protecting the environment/ climate change	21%	-9	Lack of faith in politicians/ political parties/system...	24%	-8
Protecting the environment/ climate change	18%	-10	Taxation	20%	-14	Poverty/ inequality	23%	-5
Crime and anti-social behaviour/ law and order	18%	-5	Crime and anti-social behaviour/ law and order	20%	-13	Crime and anti-social behaviour/ law and order	22%	-23

Base: 1,141 Online British adults 18+, including 18-34-year-olds (368), 35-54s (379), 55+ (394), 5 - 6 July 2024

* For all waves during the election campaign, the question wording was - "Looking ahead to the General Election, which, if any, issues do you think will be very important to you in helping you decide which party to vote for?"

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DIRECTION OF THE COUNTRY

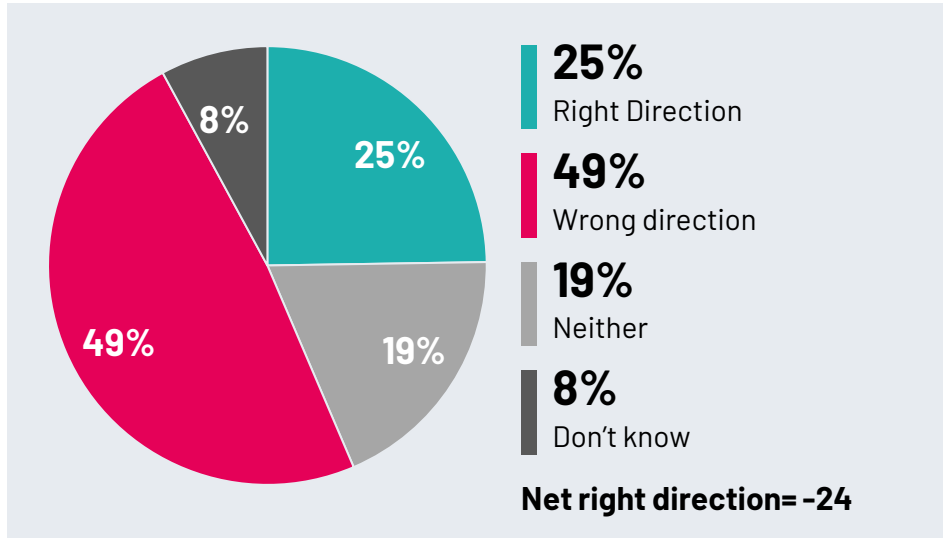
July 2024



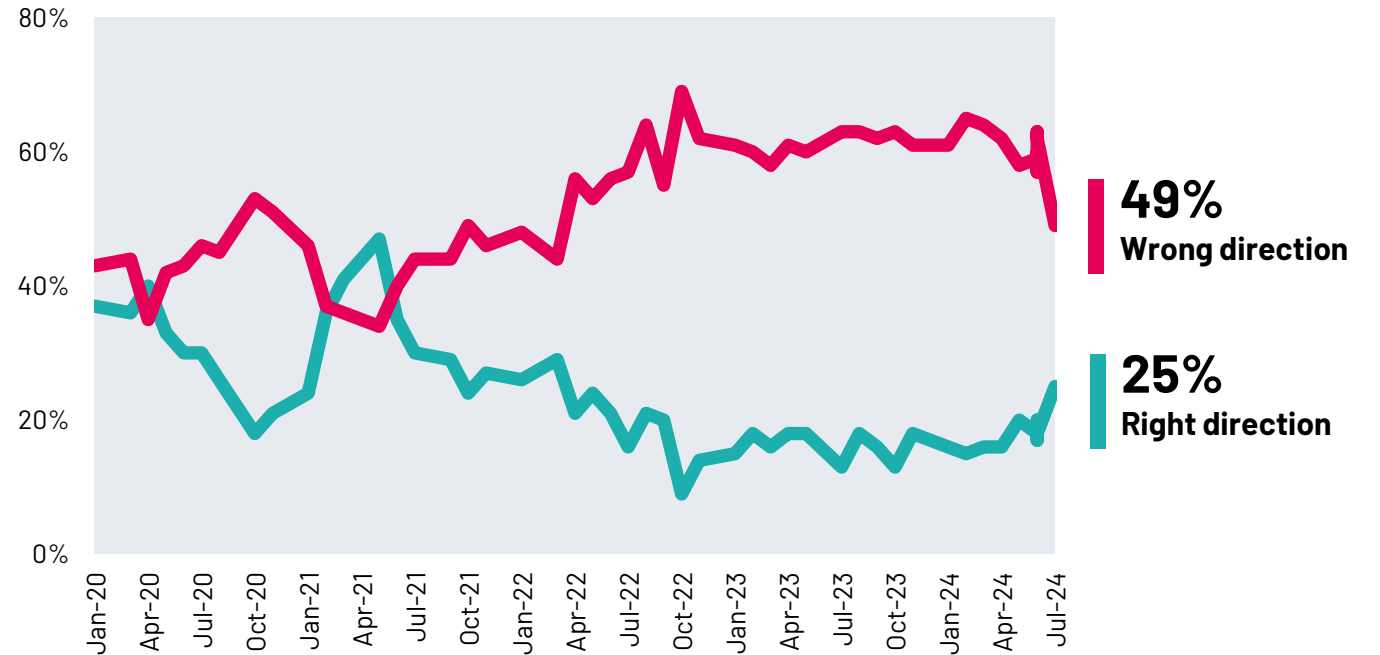
Direction of the country

Generally speaking, do you think things in Great Britain are heading in the right direction or wrong direction?

July 2024



January 2020 – July 2024

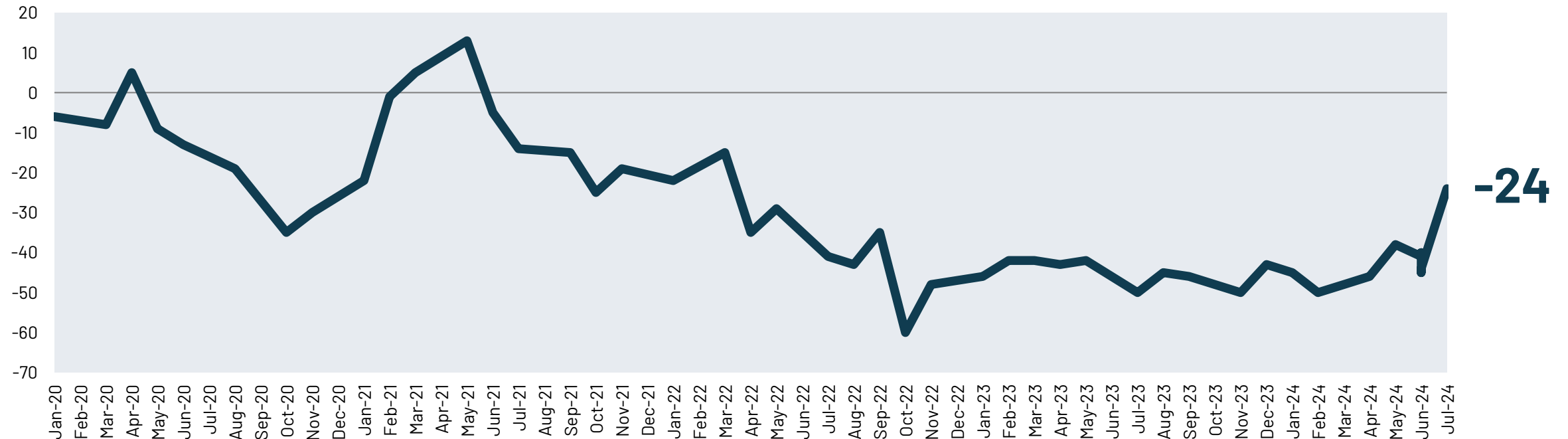


Base: 1,141 Online British adults aged 18+, 5 - 6 July 2024

Direction of the country: January 2020 - July 2024

Generally speaking, do you think things in Great Britain are heading in the right direction or wrong direction?

Net right direction



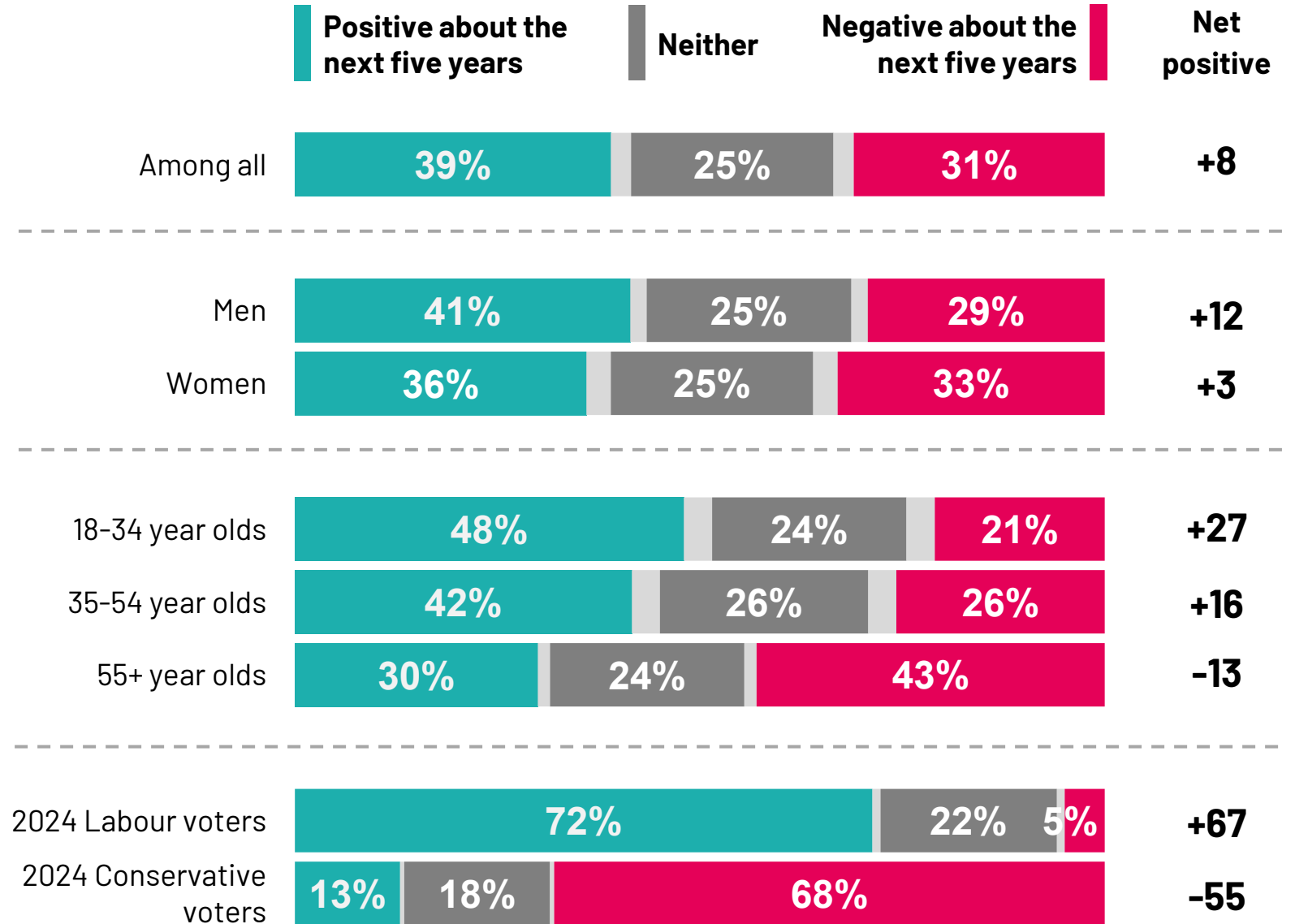
Base: 1,141 Online British adults aged 18+, 5 - 6 July 2024

THE ELECTION OUTCOME



How does the election make you feel about the next five years?

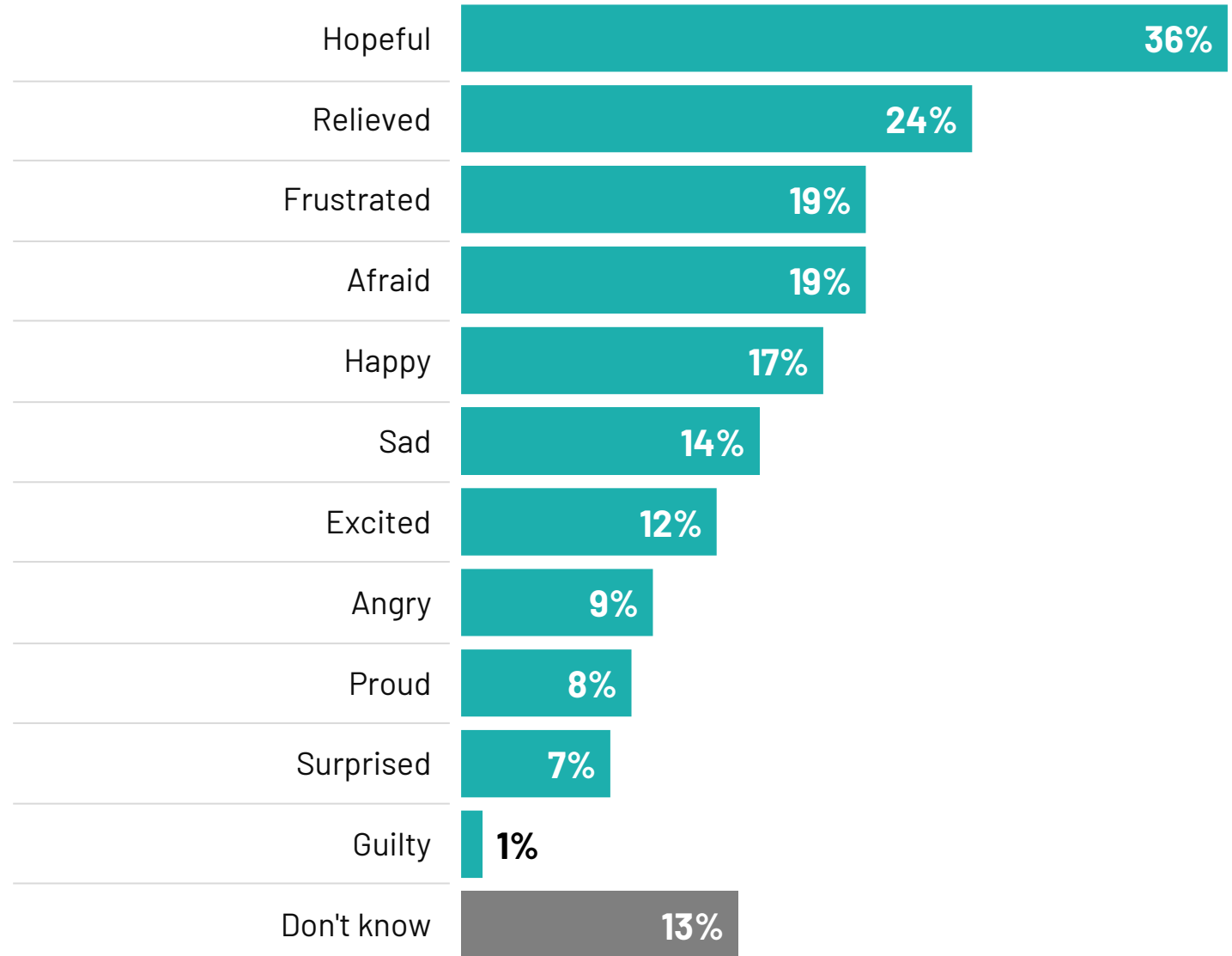
Does the result of the election make you feel...?



Base: 1,141 Online British adults aged 18+, including, (548) Men, (574) Women, (158) 2024 Conservative voters and (376) 2024 Labour voters, 18-34-year-olds (368), 35-54s (379), 55+ (394), 5-6 July 2024

Over a third say that election result makes them feel hopeful

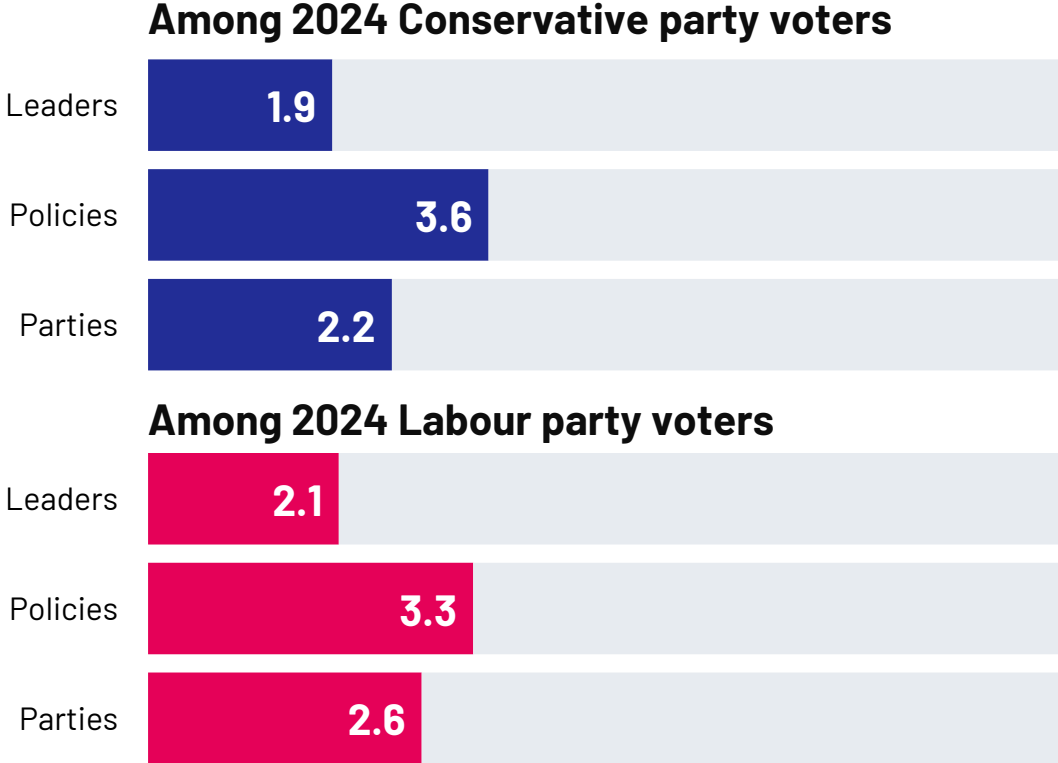
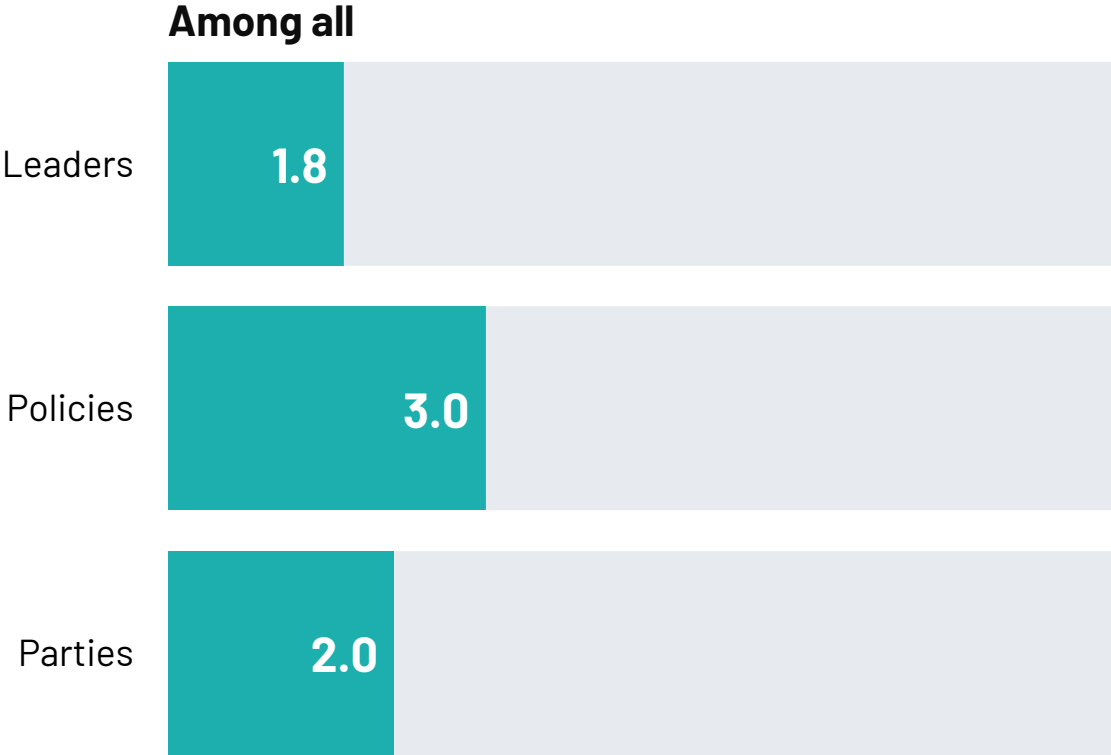
Thinking about the election result, which of these, if any, best describes how it makes you feel?



Base: 1,141 Online British adults aged 18+, 5-6 July 2024.

What matters to you when voting?

If you had a total of ten points to allocate according to how important each of these influenced how you voted. How many points would you allocate to the leader of the party determining how you voted, how many to its policies, and how many to the party as a whole?



Base: 1,141 Online British adults aged 18+, including (158) 2024 Conservative voters and (376) 2024 Labour voters, 5-6 July 2024

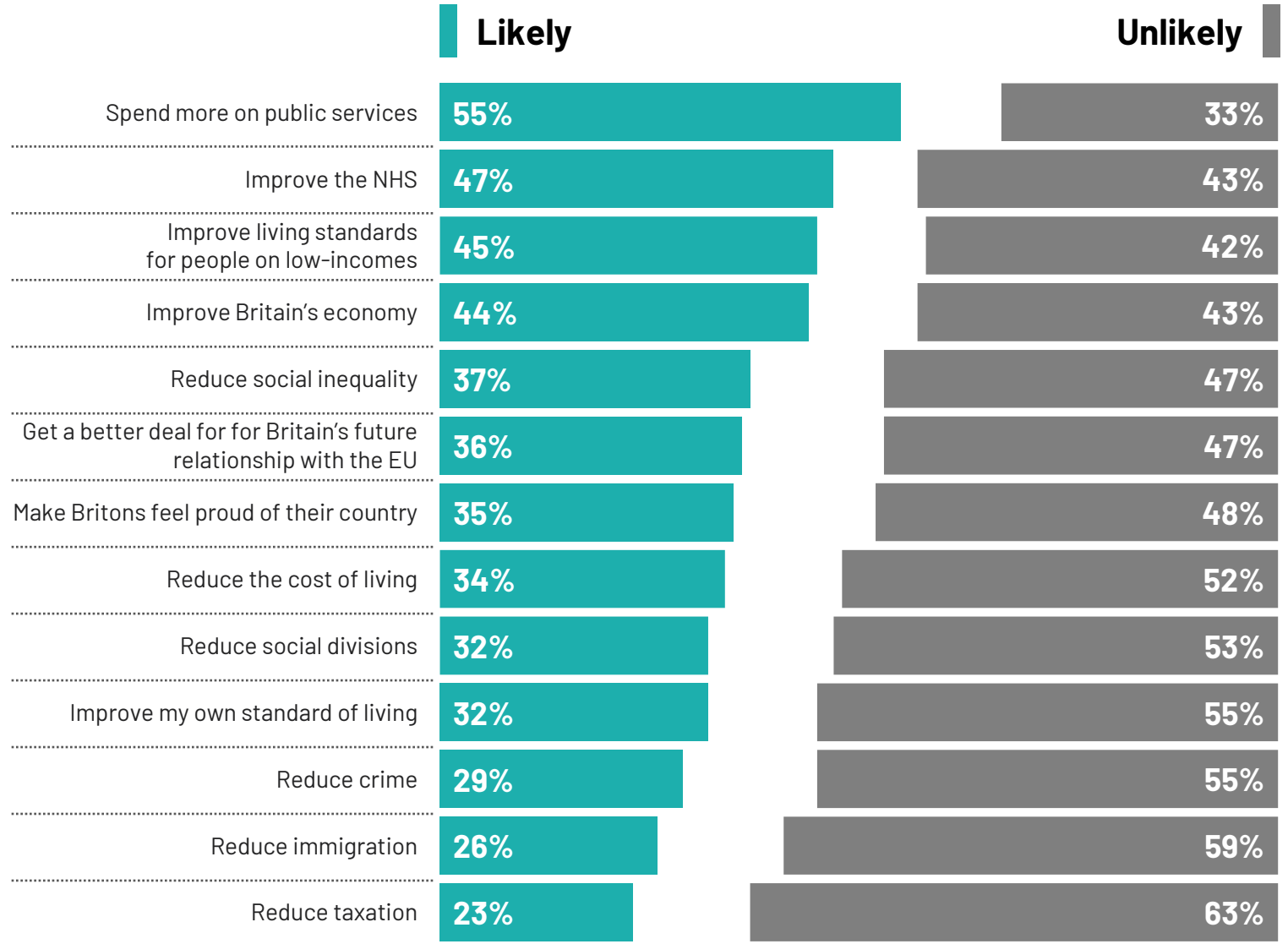


THE LABOUR GOVERNMENT



Over half think it is likely that Labour will spend more on public services in the next year

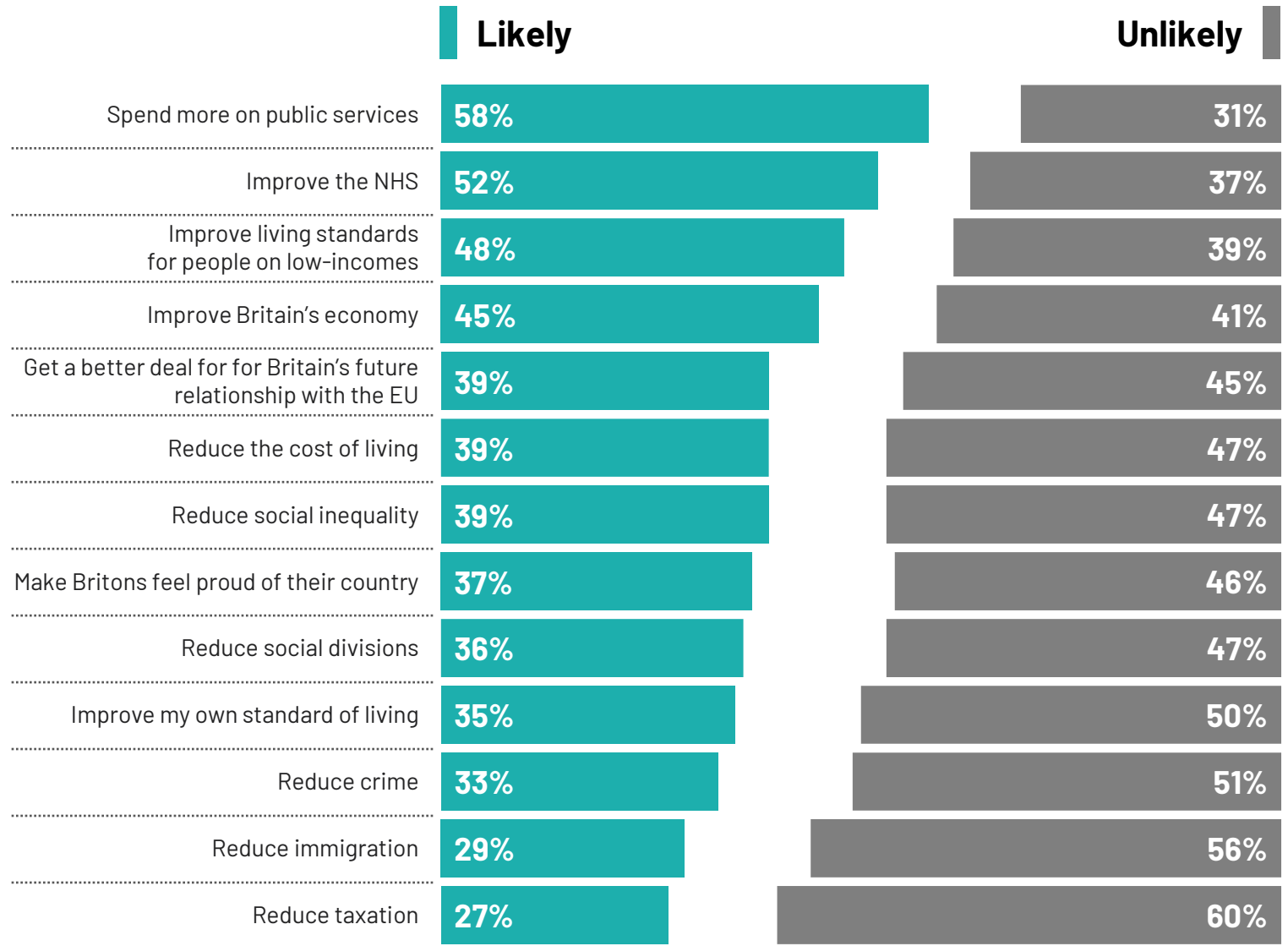
How likely or unlikely do you think it is that the new government will [...] in the next year?



Base: 1,141 Online British adults aged 18+, 5-6 July 2024.

Around half think that Labour will improve the NHS, and improve living standards for people on low-incomes, within the next five years

And how likely or unlikely do you think it is that the new government will [...] within the next five years?



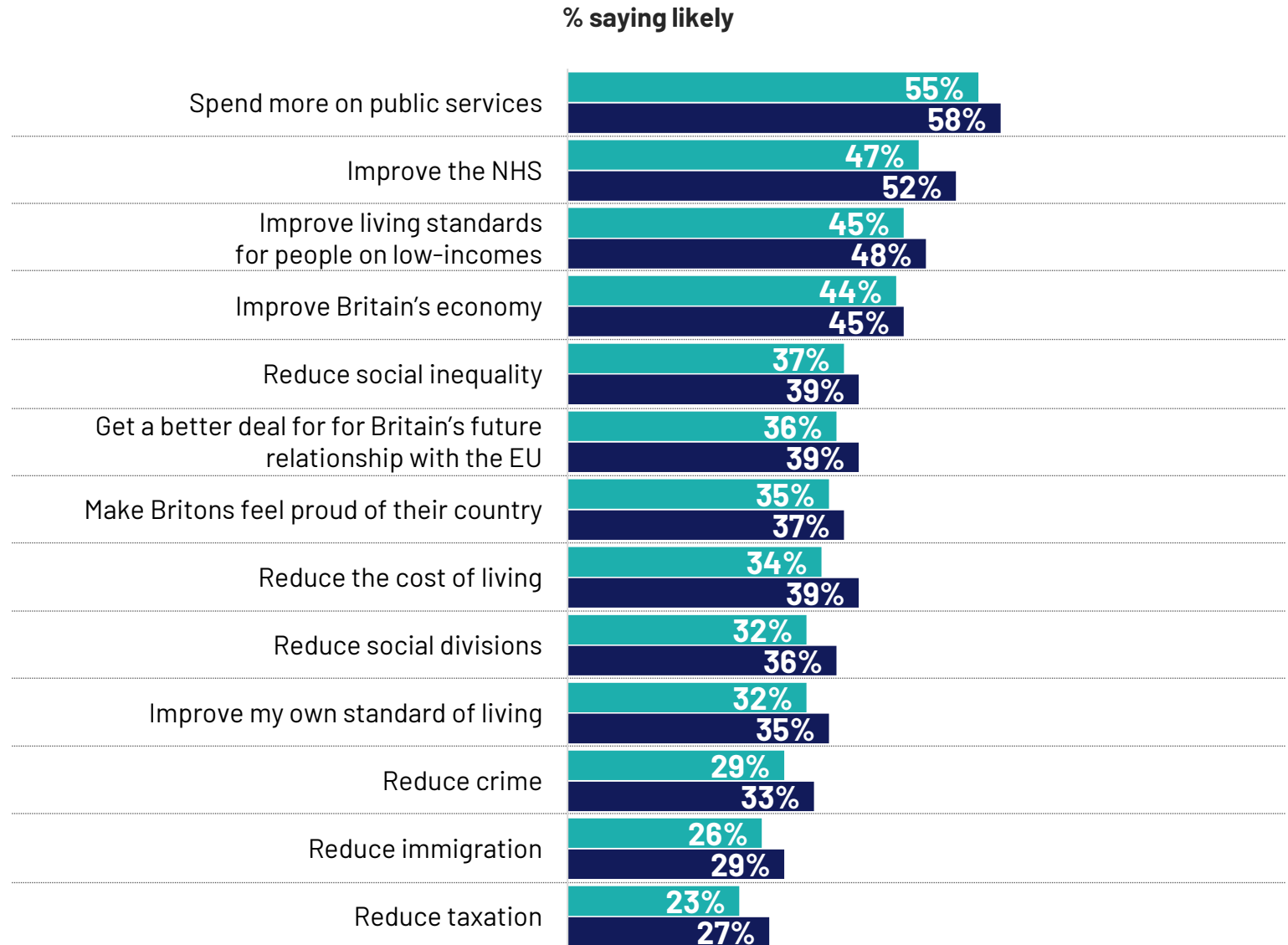
Base: 1,141 Online British adults aged 18+, 5-6 July 2024.

How will Labour perform on key issues: the next year vs the next five years

How likely or unlikely do you think it is that the new government will [...] in the next year?/ within the next five years?

In the next year

Within the next five years



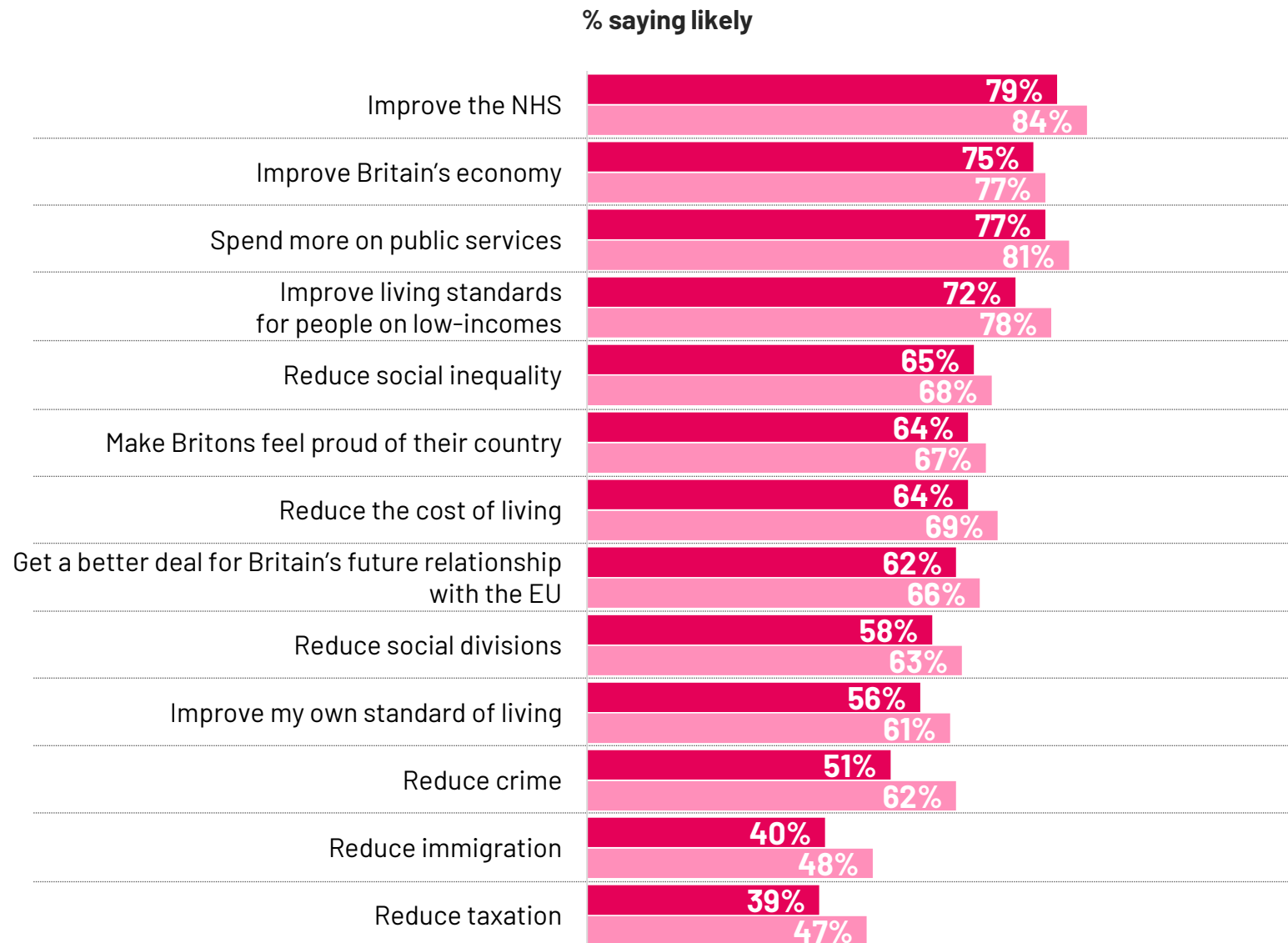
Base: 1,141 Online British adults aged 18+, 5-6 July 2024.

How will Labour perform on key issues: the next year vs the next five years: Among 2024 Labour voters

How likely or unlikely do you think it is that the new government will [...] in the next year?/ within the next five years?

In the next year

Within the next five years



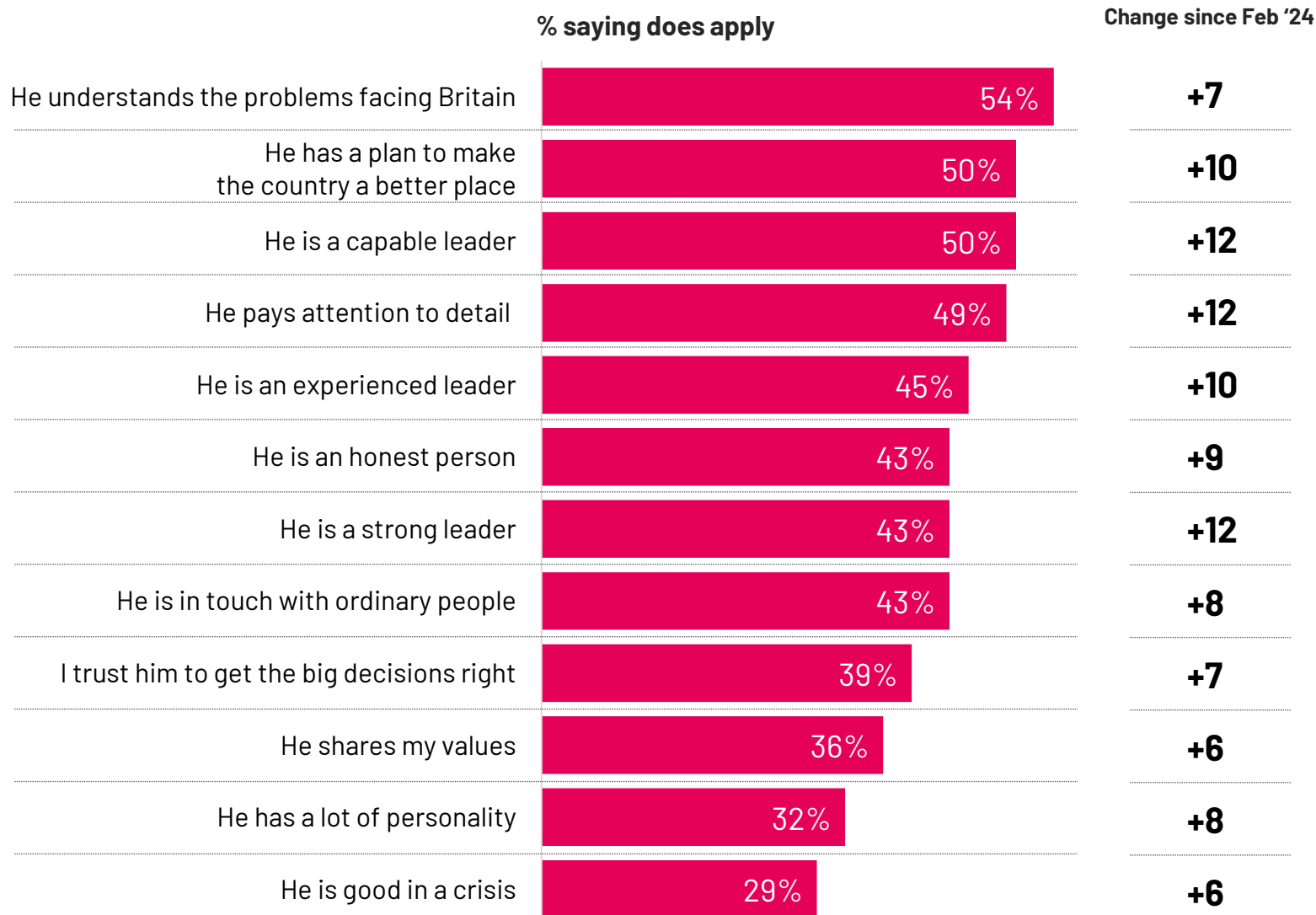
Base: 1,141 Online British adults aged 18+, 5-6 July 2024.

Image of party leader: Keir Starmer

Do you think each of the following statements does or does not apply to...?



Keir Starmer
The Prime Minister

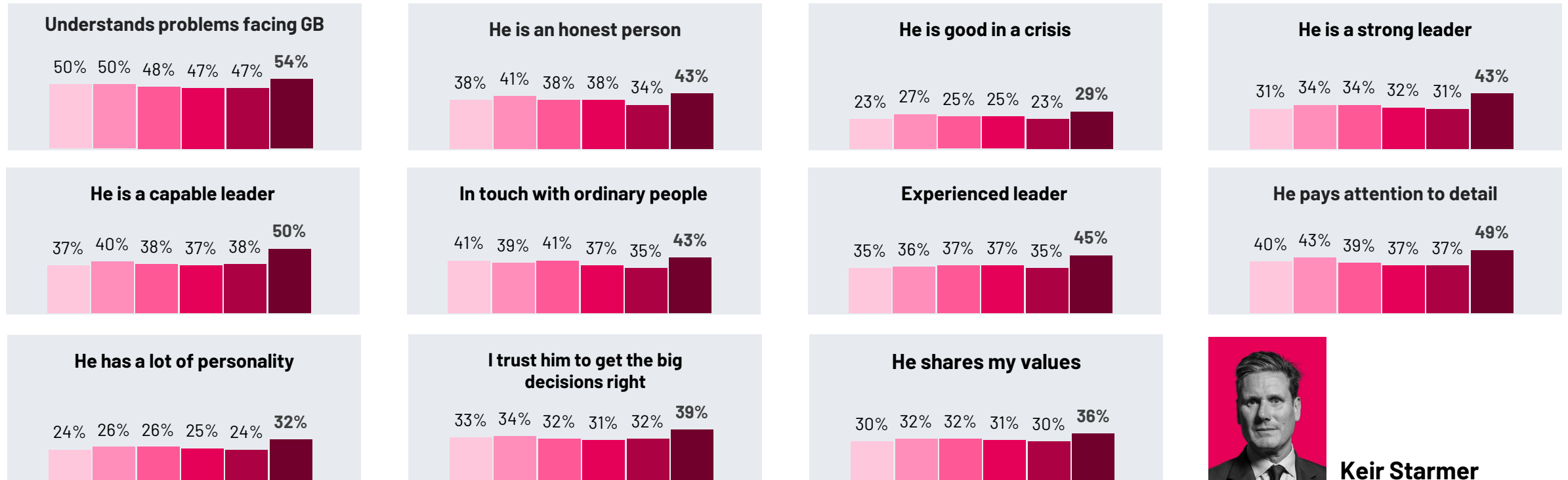


Base: 1,091 Online British adults aged 18+, 5-6 July 2024.

Image of Keir Starmer: Trend data

Do you think each of the following statements does or does not apply to...? Keir Starmer

Nov 2022 Feb 2023 Apr 2023 Aug 2023 Feb 2024 Jul 2024

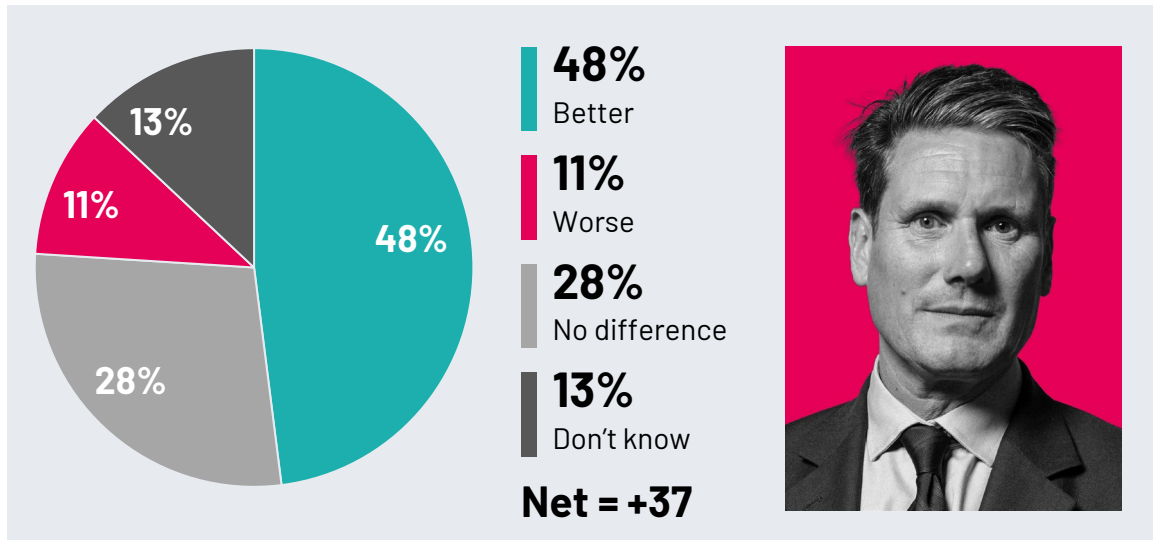


Base: 1,091 Online British adults aged 18+, 5-6 July 2024.

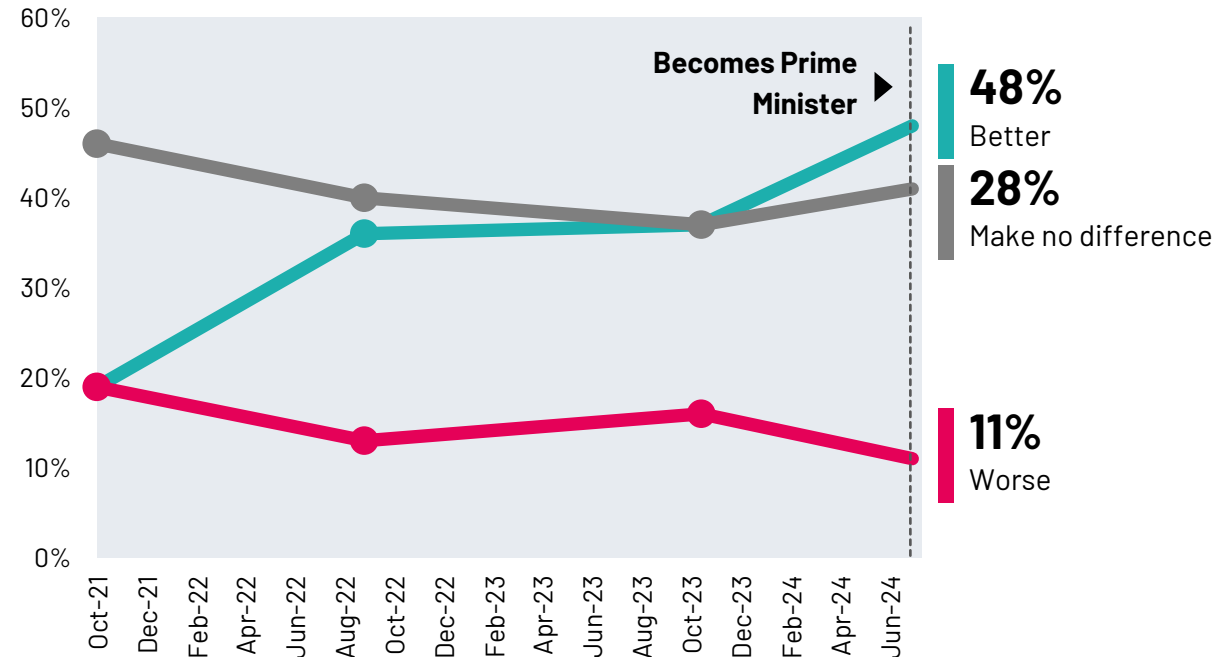
Keir Starmer: What impact has he had on the Labour party?

From what you've seen or heard about Keir Starmer, if anything, do you think he has changed the Labour party for the better, worse, or has he made no difference?

July 2024



October 2021 – July 2024



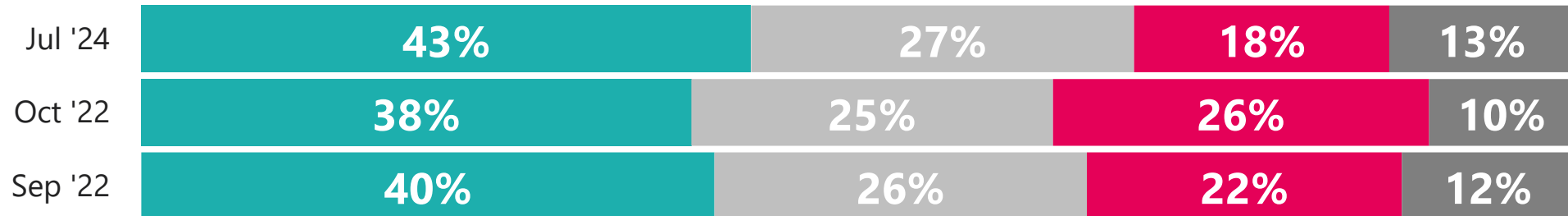
Base: 1,091 Online British adults aged 18+, 5-6 July 2024.

Over two in five think Starmer will change Britain for the better – which is higher than the three previous Conservative Prime Ministers

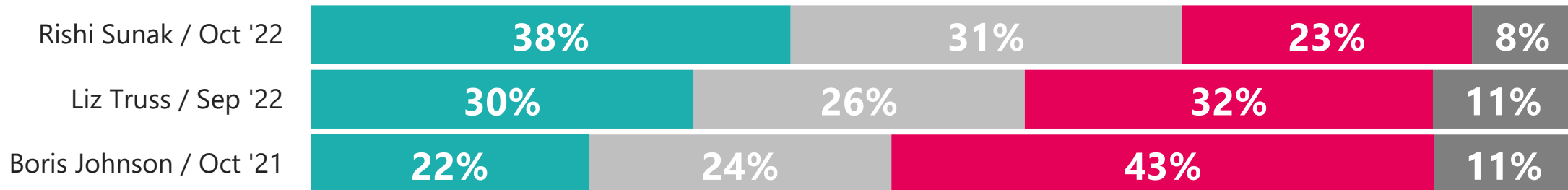
And from what you've seen or heard about Keir Starmer, if anything, do you think he will change the country for the better, worse, or make no difference?

Better **Make no difference** **Worse** **Don't know**

Keir Starmer



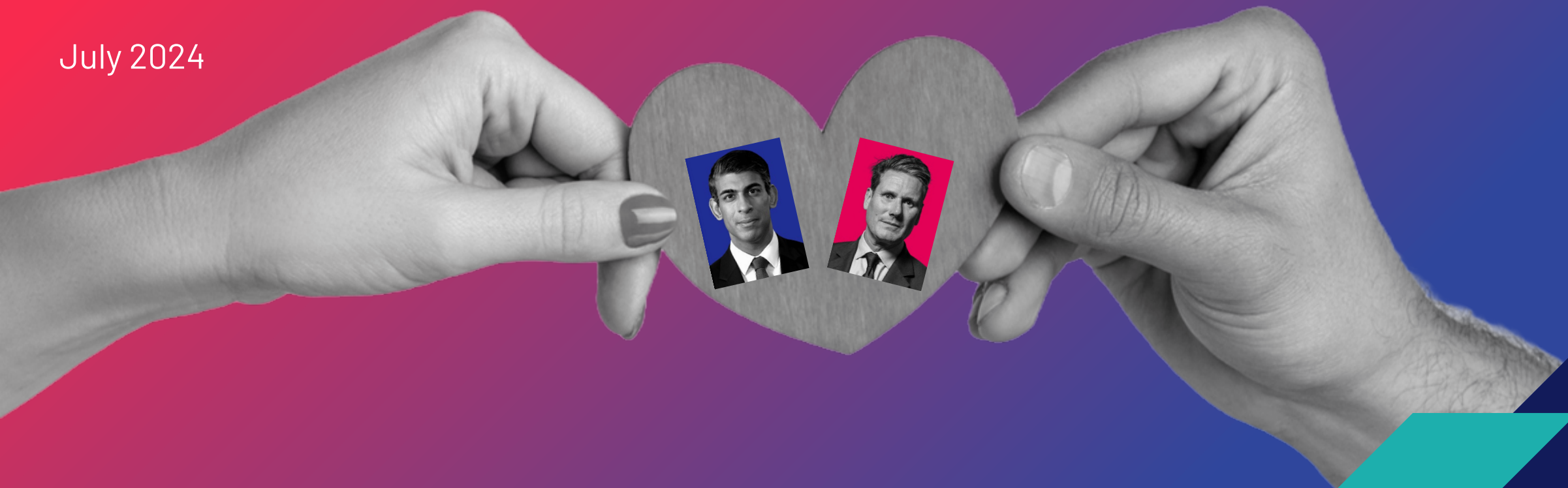
Previous Prime Ministers



Base: 1,091 Online British adults aged 18+, 5-6 July 2024.

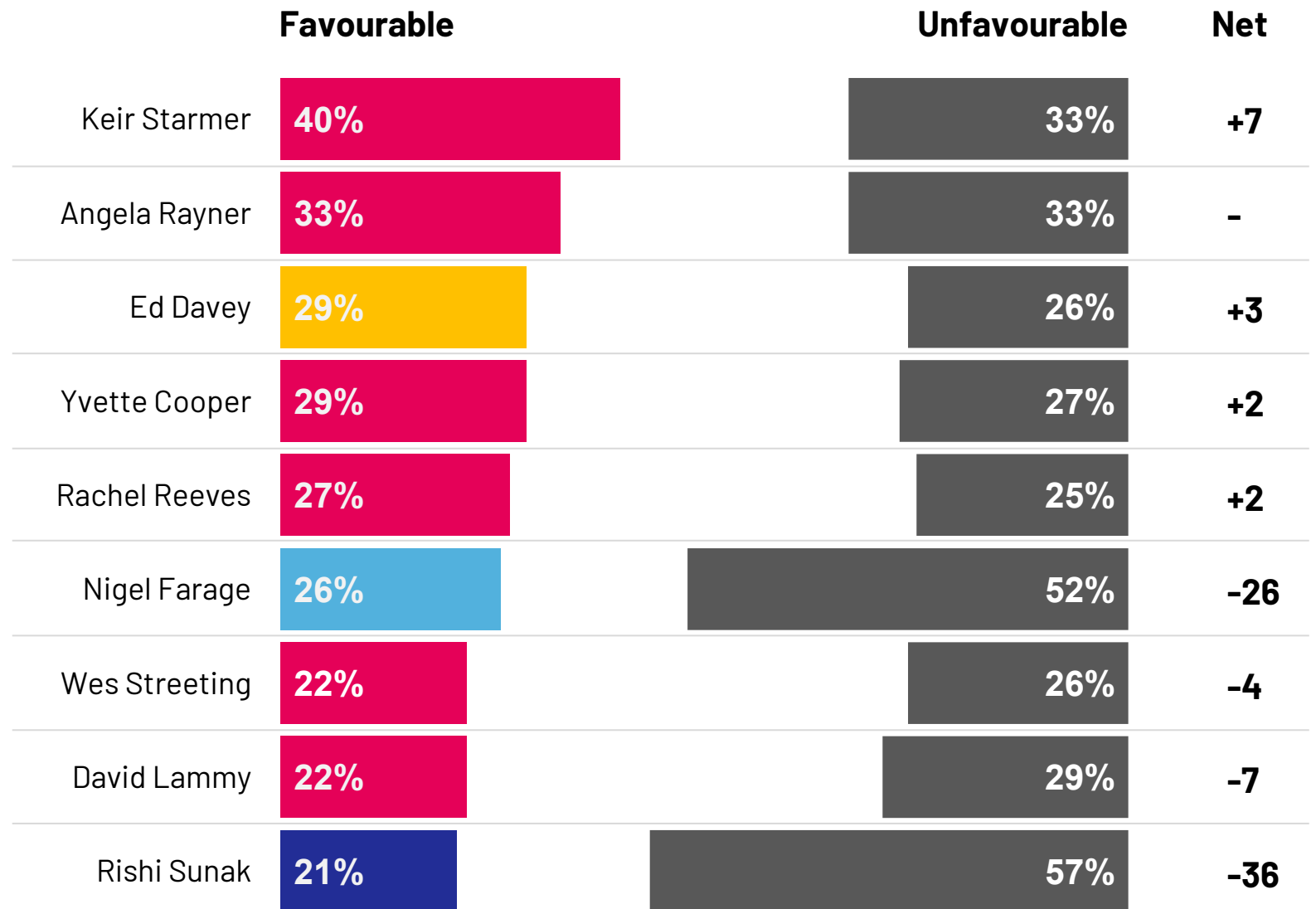
FAVOURABILITY TOWARDS POLITICIANS AND POLITICAL PARTIES

July 2024



Favourability towards politicians

To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties?

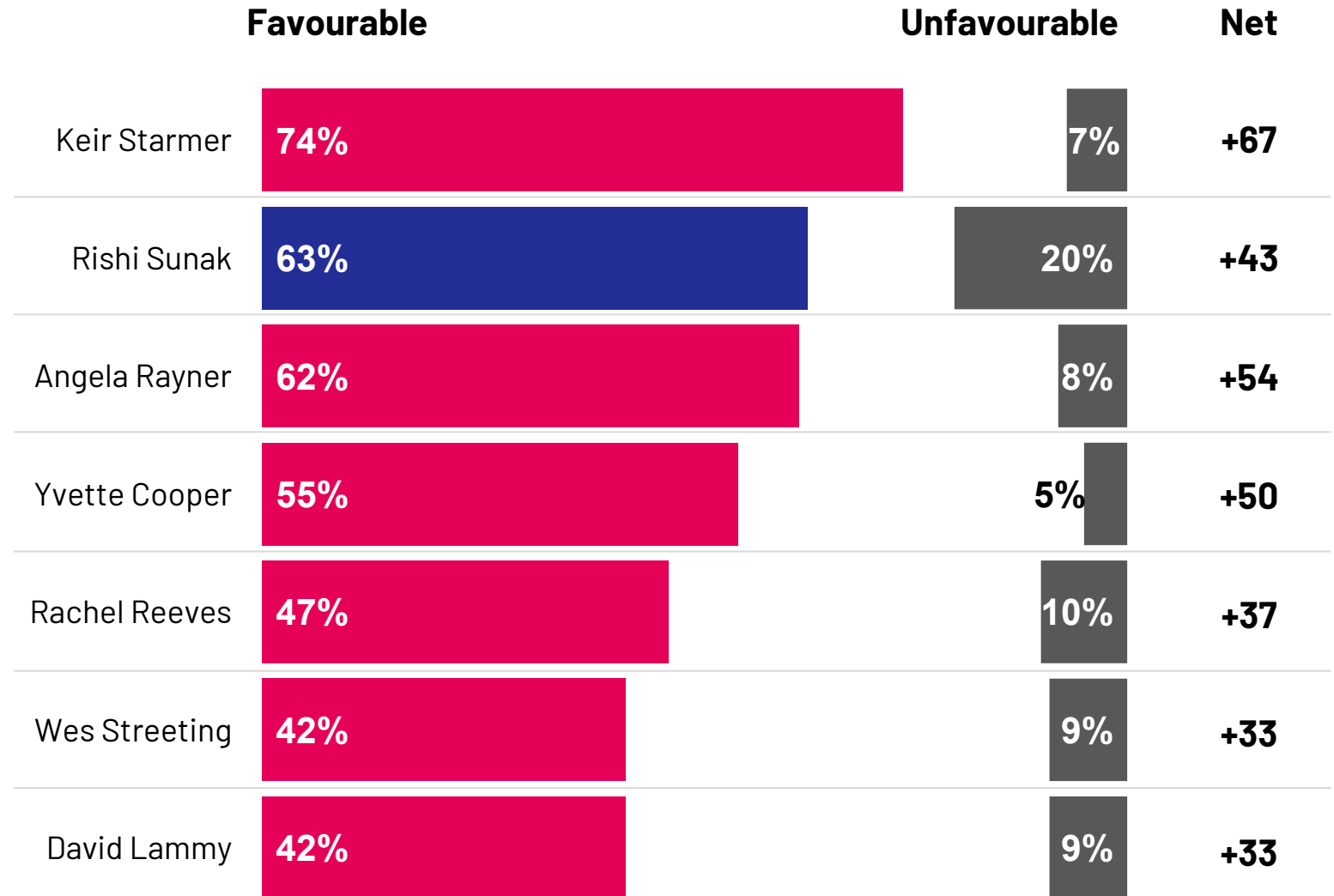


Base: 1,141 Online British adults aged 18+, 5-6 July 2024.

Favourability of politicians

Among those who voted for their party at GE2019

To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties?

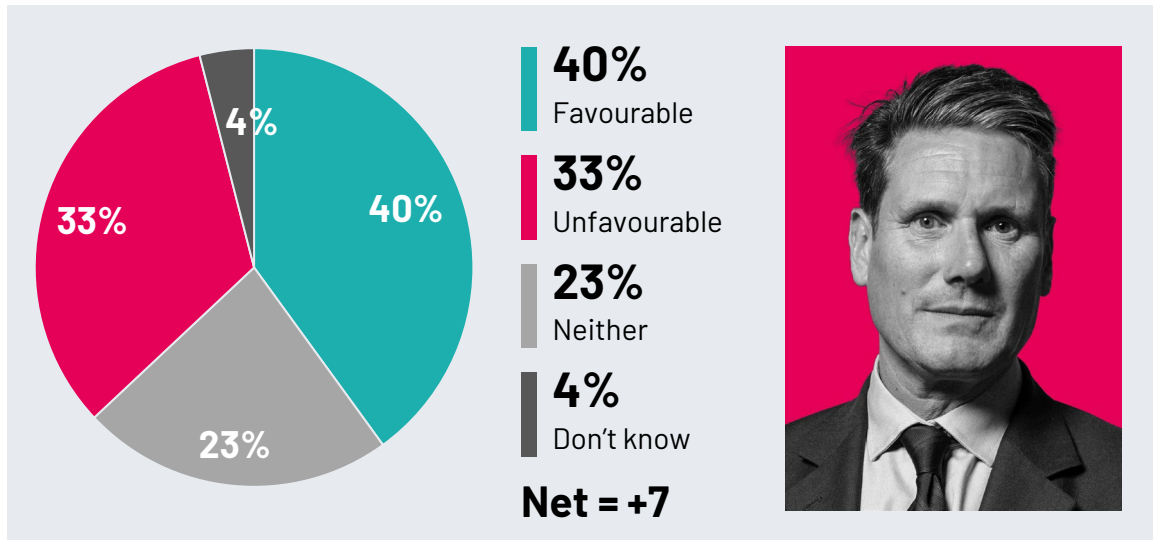


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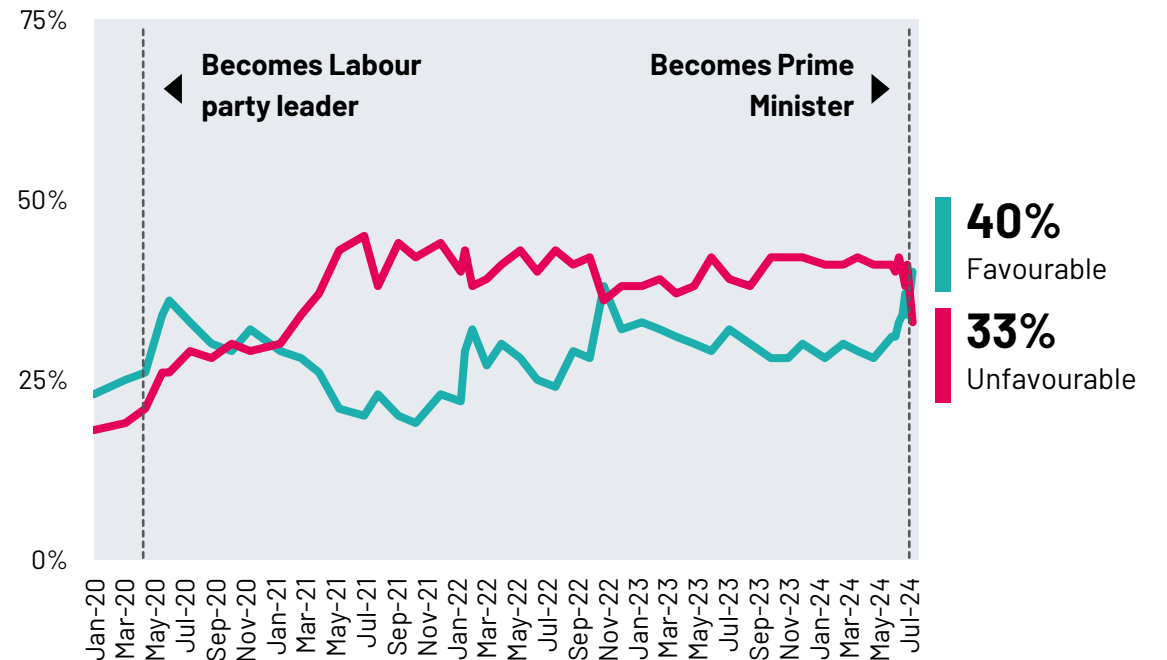
Keir Starmer: Favourability

To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Keir Starmer

July 2024



January 2020 – July 2024

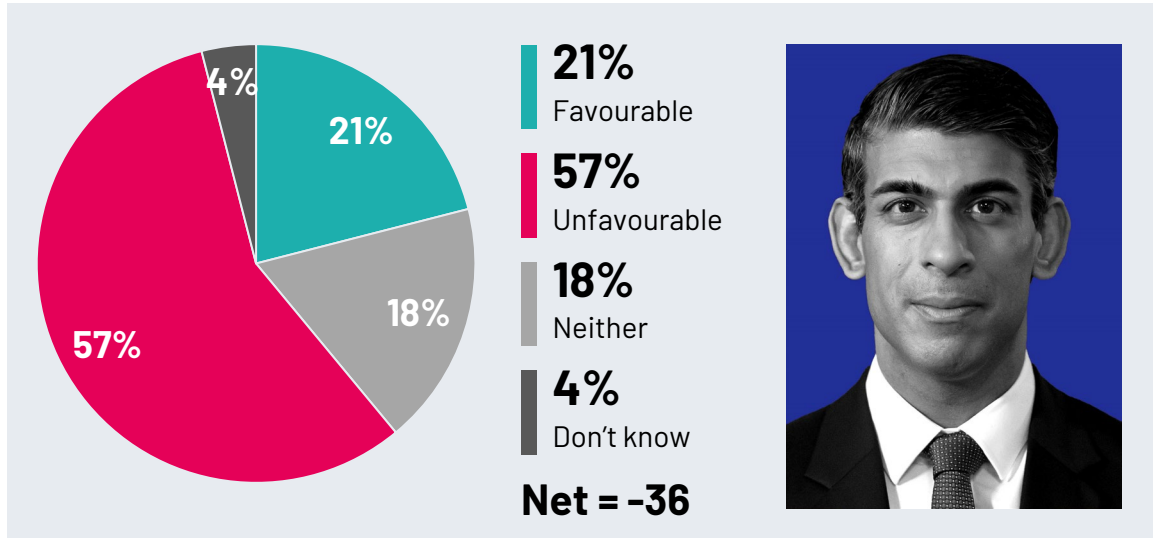


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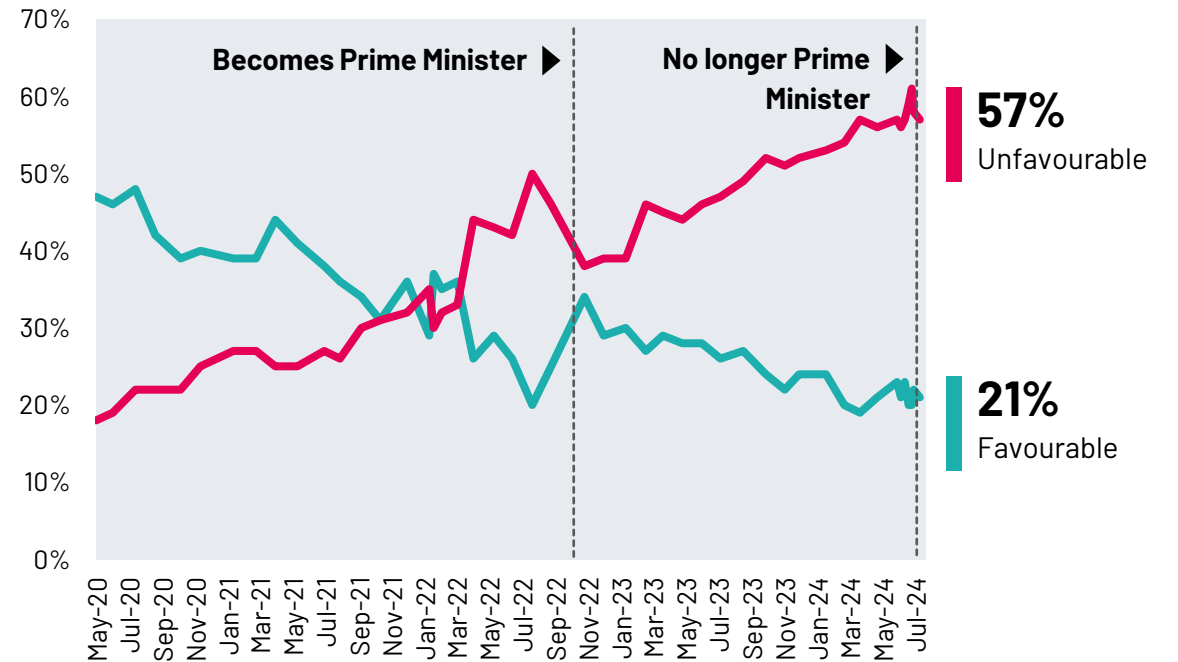
Rishi Sunak: Favourability

To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Rishi Sunak

July 2024



May 2020 – July 2024

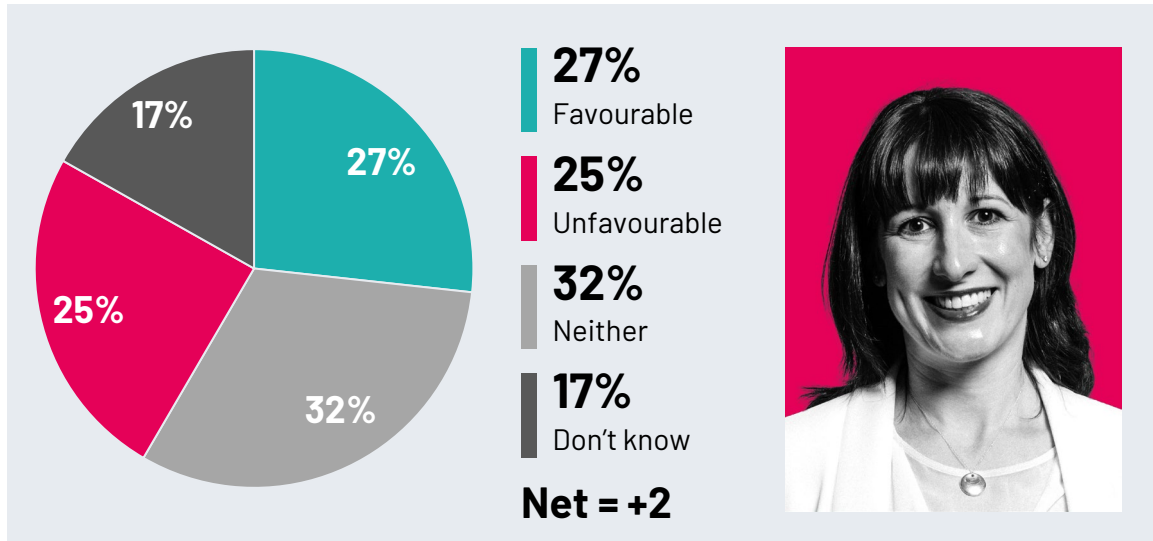


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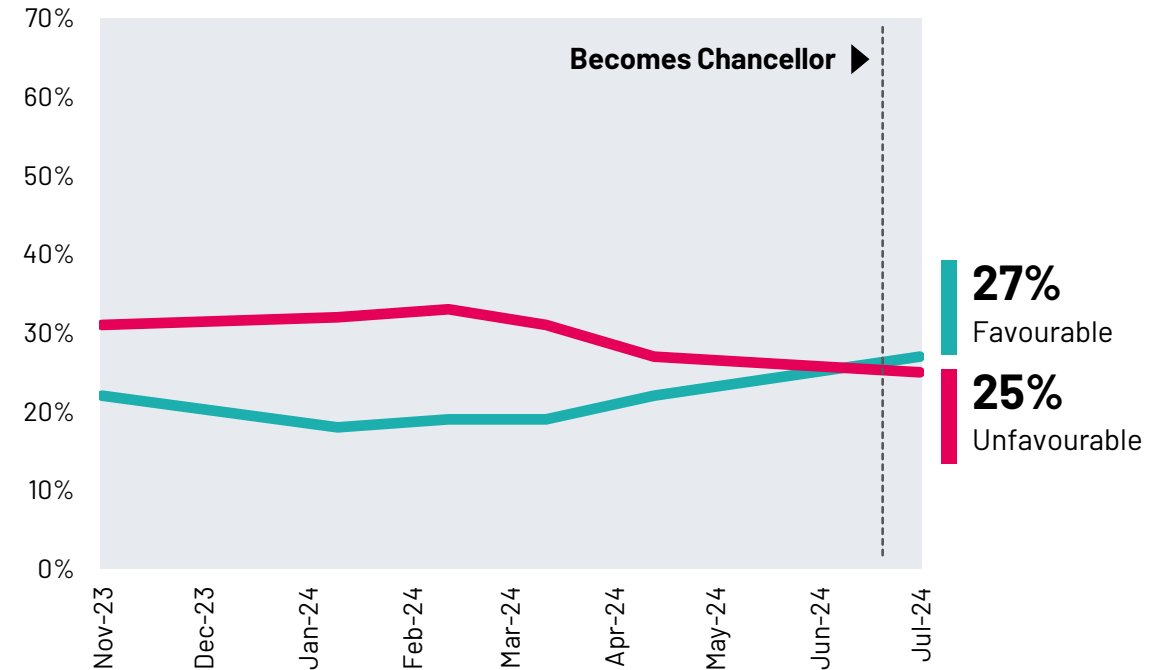
Rachel Reeves: Favourability

To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Rachel Reeves

July 2024



November 2023 – July 2024

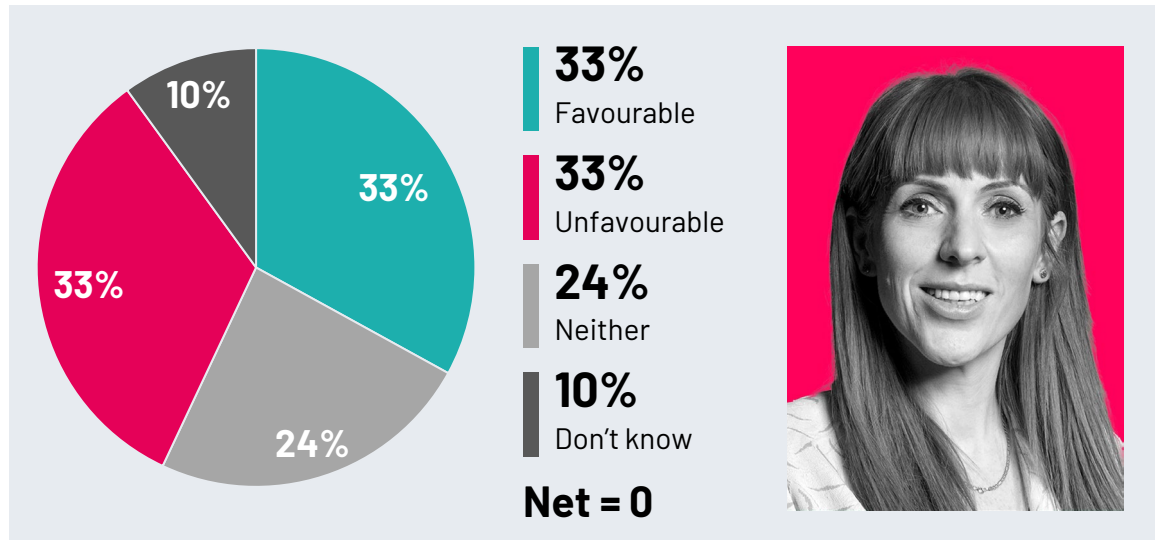


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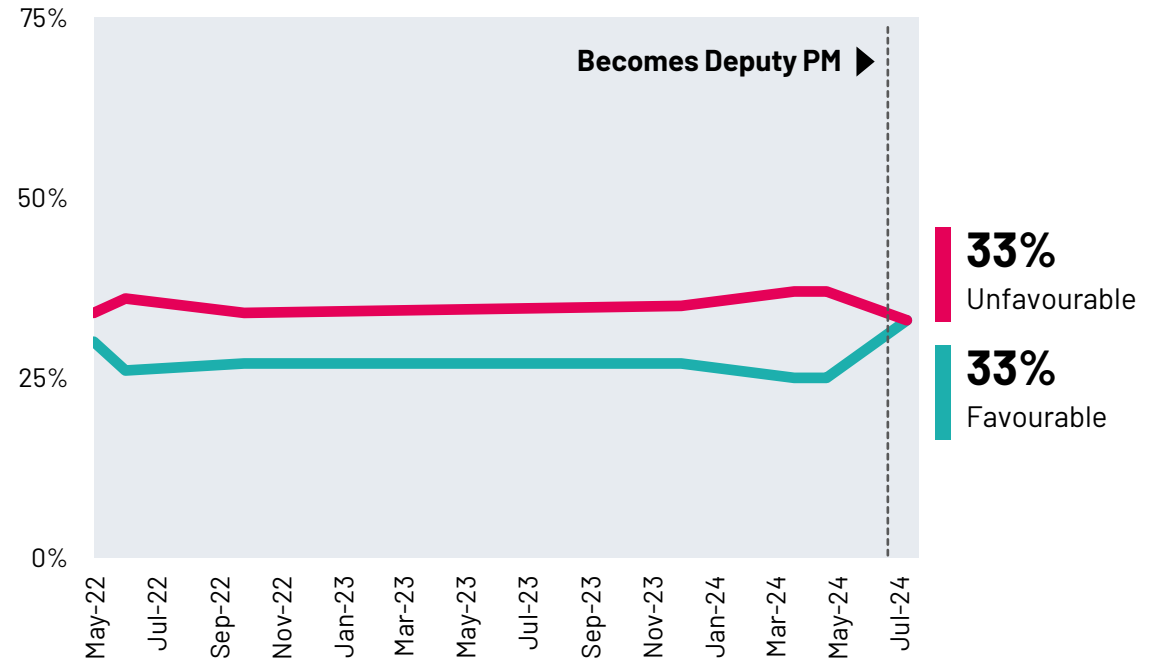
Angela Rayner: Favourability

To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Angela Rayner

July 2024



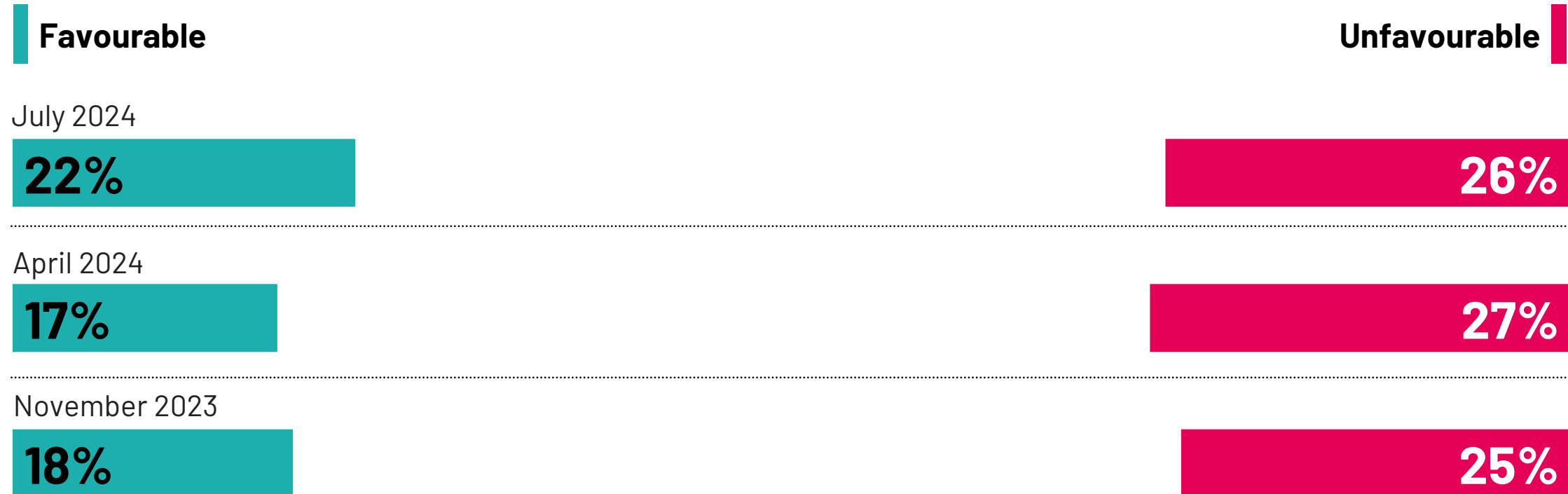
May 2022 – July 2024



Base: 1,141 Online British adults aged 18+, 5-6 July 2024.

Wes Streeting: Favourability

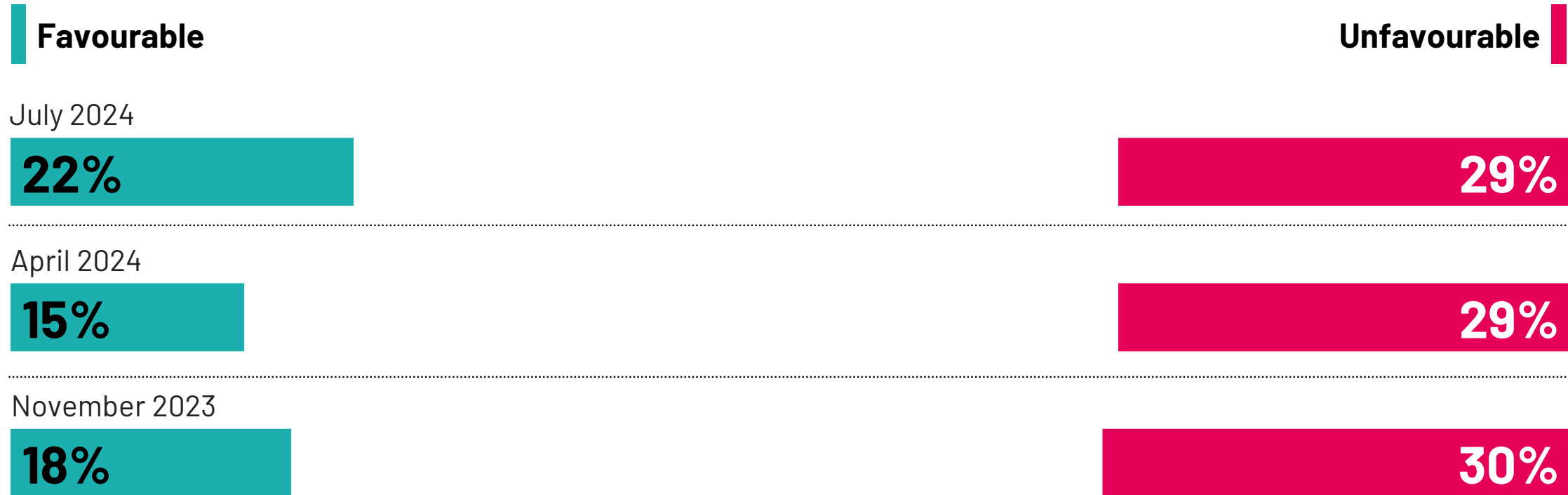
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Wes Streeting



Base: 1,141 Online British adults aged 18+, 5-6 July 2024.

David Lammy: Favourability

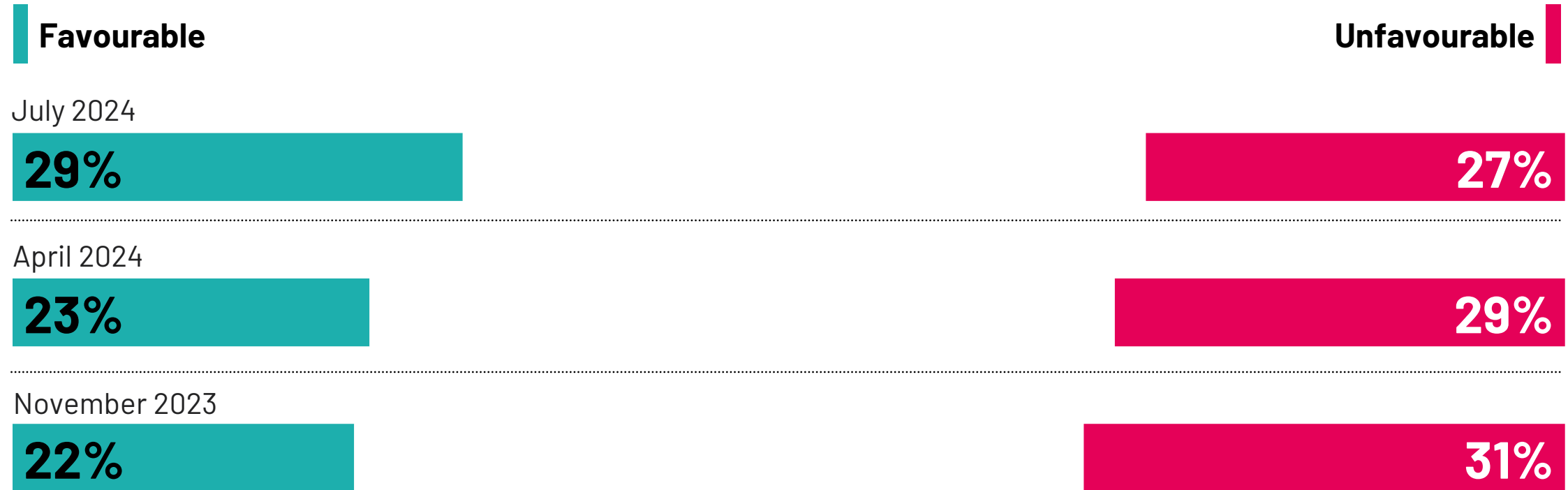
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? David Lammy



Base: 1,141 Online British adults aged 18+, 5-6 July 2024.

Yvette Cooper: Favourability

To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Yvette Cooper

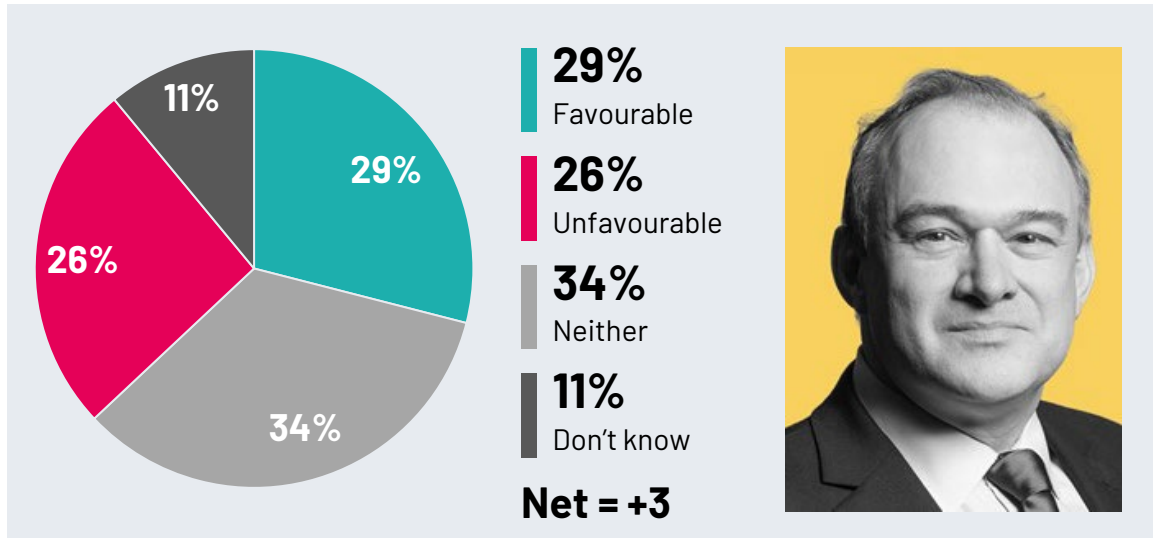


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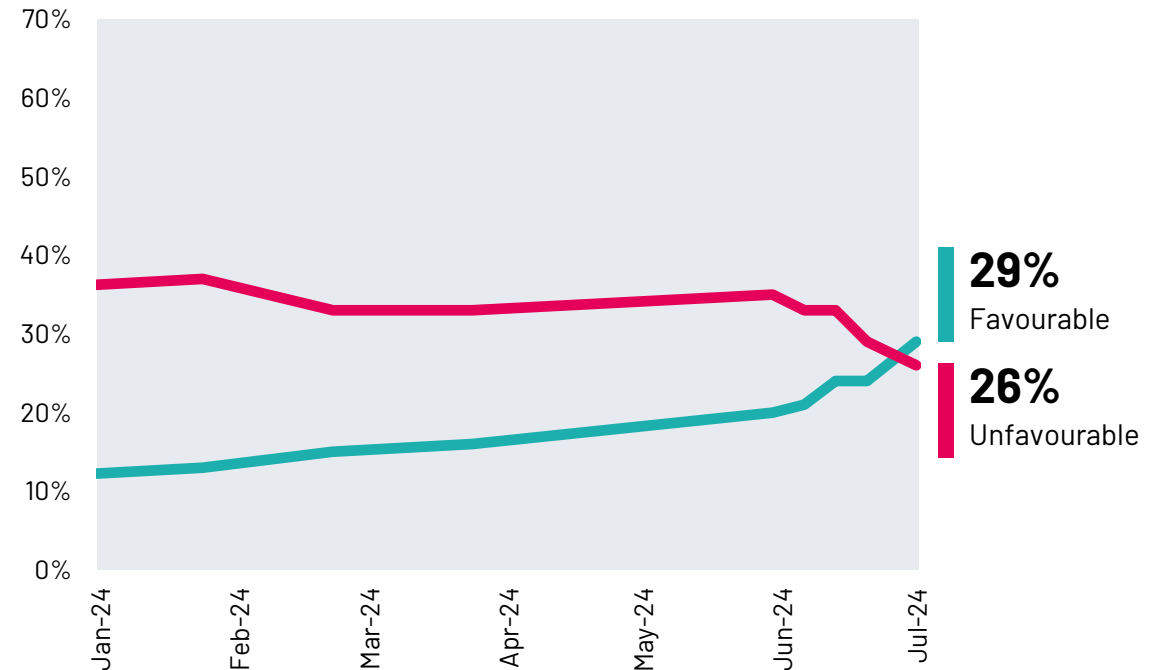
Ed Davey: Favourability

To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Ed Davey

July 2024



January 2024 - July 2024

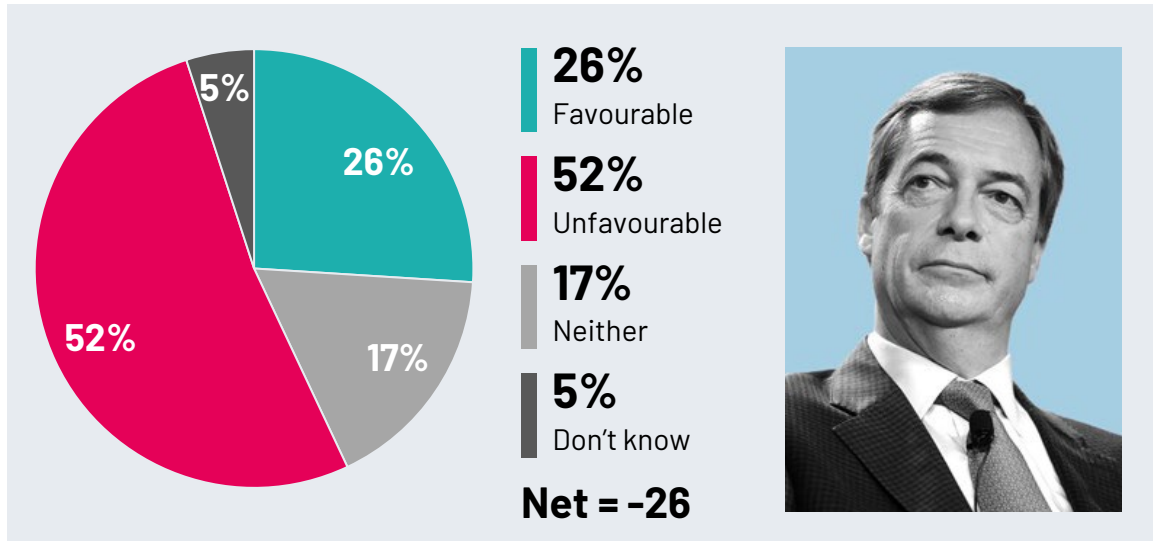


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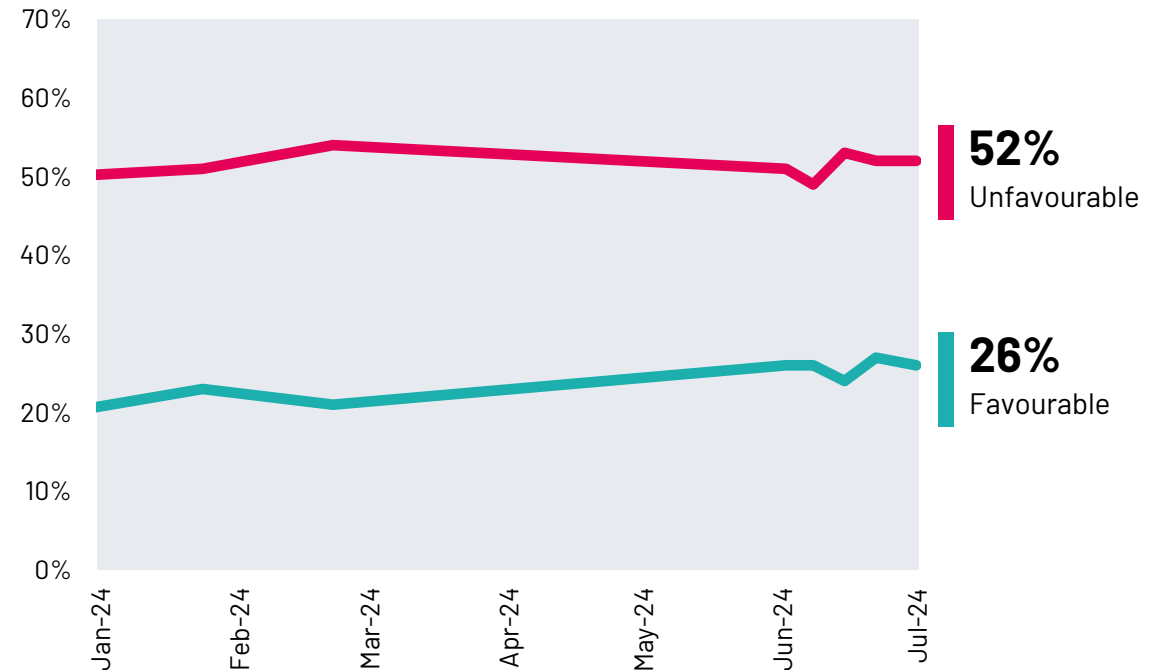
Nigel Farage: Favourability

To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Nigel Farage

July 2024



January 2024 - July 2024

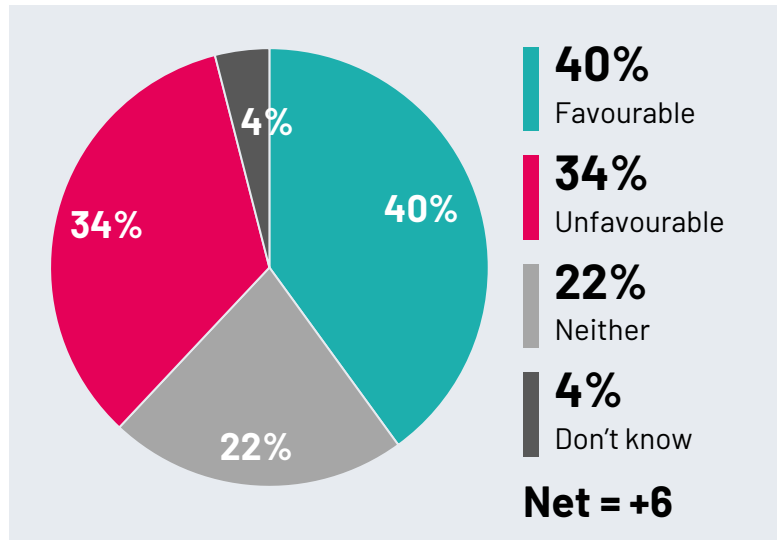


Base: 1,141 Online British adults aged 18+, 5-6 July 2024.

The Labour party: Favourability

To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? The Labour party

July 2024



October 2019 – July 2024

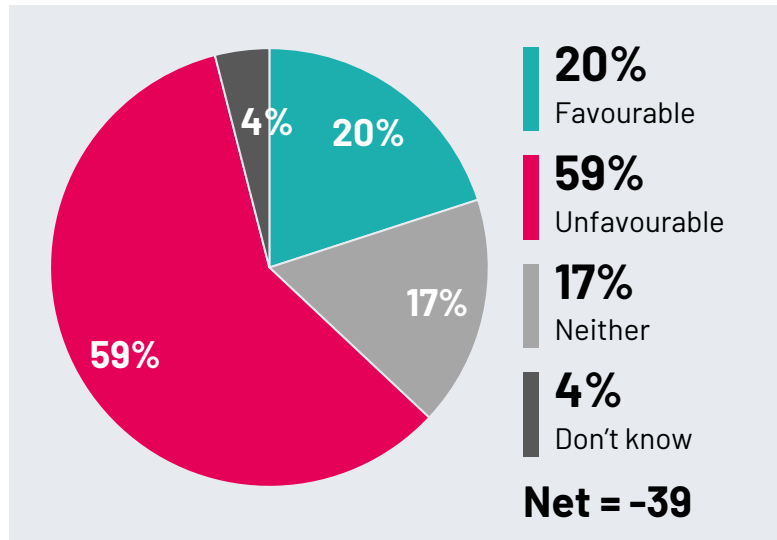


Base: 1,141 Online British adults aged 18+, 5-6 July 2024.

The Conservative party: Favourability

To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? The Conservative party

July 2024



October 2019 – July 2024

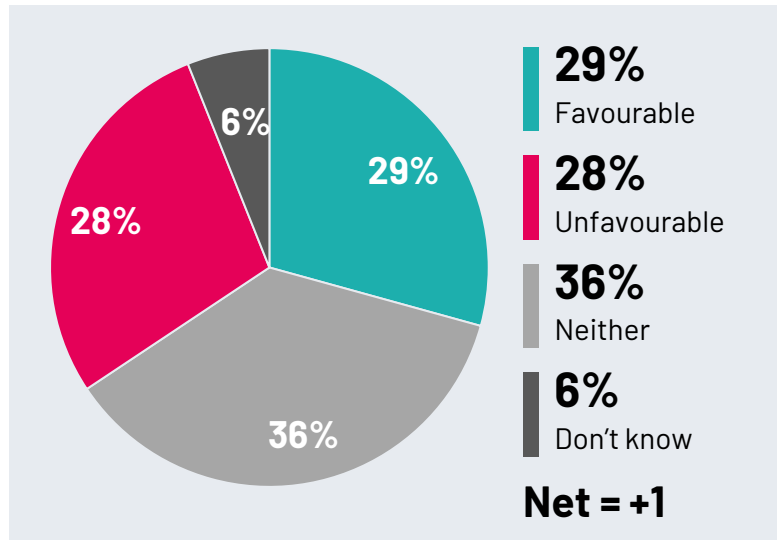


Base: 1,141 Online British adults aged 18+, 5-6 July 2024.

The Liberal Democrats: Favourability

To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? The Liberal Democrats

July 2024



October 2019 – July 2024

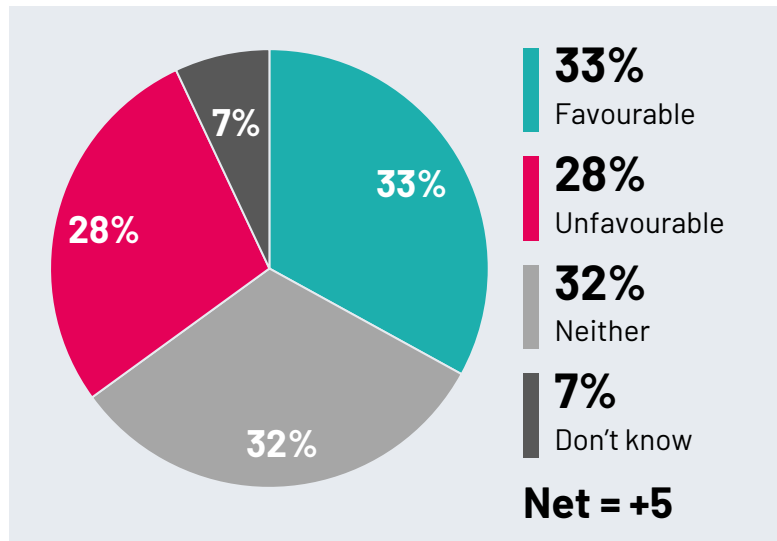


Base: 1,141 Online British adults aged 18+, 5-6 July 2024.

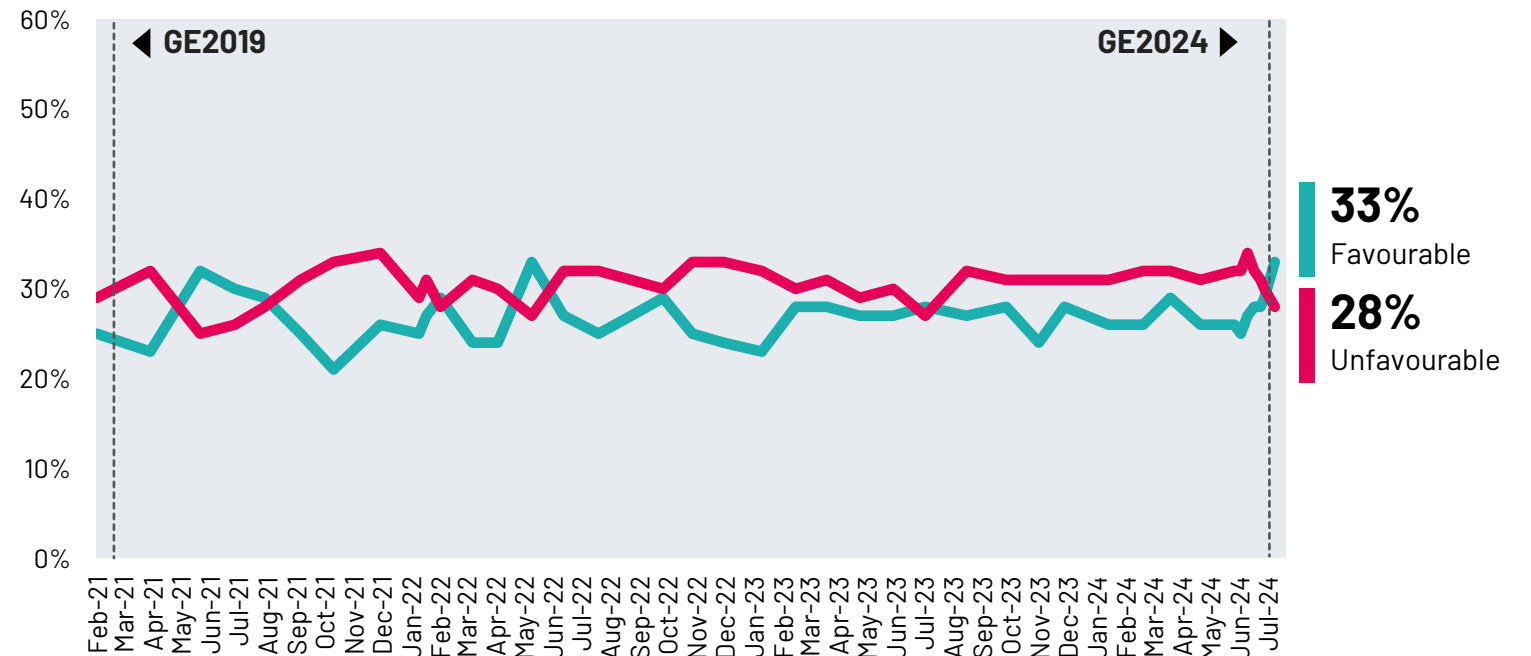
The Green Party: Favourability

To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? The Green Party

July 2024



February 2021 – July 2024

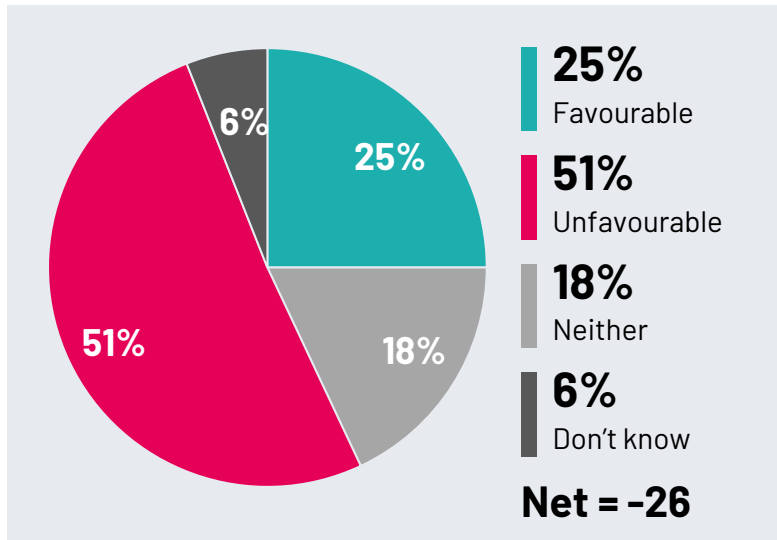


Base: 1,141 Online British adults aged 18+, 5-6 July 2024.

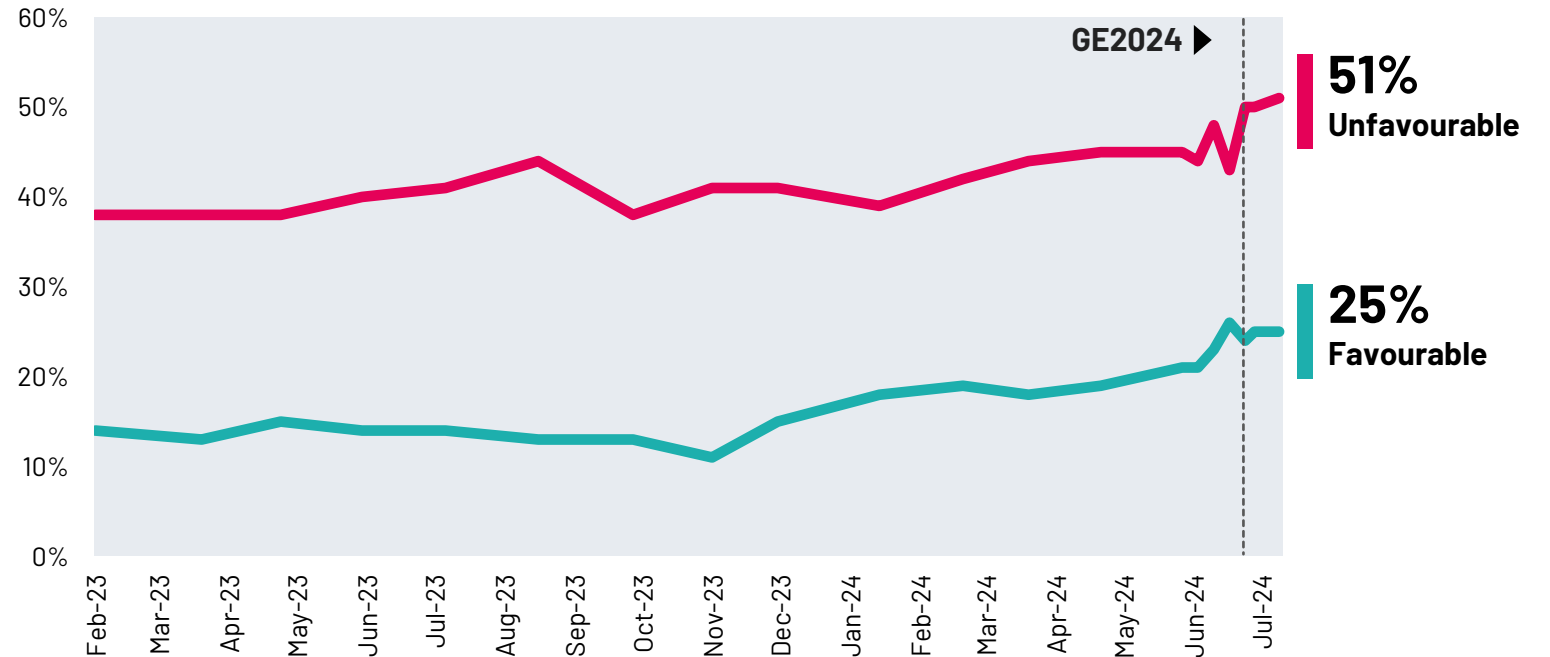
Reform UK: Favourability

To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Reform UK

July 2024



February 2023 – July 2024



Base: 1,141 Online British adults aged 18+, 5-6 July 2024.

Ipsos

July 2024

GENERAL ELECTION 2024
CAMPAIGN TRACKER

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