# Reform UK Surpasses Conservatives in Voter Intention Amid Election Campaign Shift



**Reform UK Edges Out Conservatives Amid Election Campaign Absence**

In a recent YouGov poll commissioned by The Times, Reform UK has surpassed the Conservative Party in voter intention, attaining 19% compared to the Conservatives' 18%. This poll signifies a notable shift in political dynamics as the UK approaches a General Election. The poll was conducted with a sample of 2,211 British adults between June 12 and 13, 2024.

Prime Minister Rishi Sunak has been off the campaign trail, attending the G7 summit in Puglia, Italy, with other world leaders. Despite being away, Sunak expressed optimism about his political prospects, indicating he would resume campaigning immediately upon his return.

Nigel Farage, leader of Reform UK, welcomed the poll results, labeling his party as the "opposition to Labour." Meanwhile, the Labour Party, led by Sir Keir Starmer, remains ahead in the polls with 37% voter intention.

During an ITV seven-way election debate, Farage targeted the Conservatives on issues such as net migration. Conservative frontbencher Penny Mordaunt defended the party, though faced audience skepticism.

Labour continues to promote its election manifesto, focusing on public health and economic issues. Shadow Health Secretary Wes Streeting highlighted Labour's plans for mental health services, while Liberal Democrat Deputy Leader Daisy Cooper advocated for a national food strategy during her campaign tour in eastern England.

Prime Minister Sunak's G7 agenda included a significant $50 billion loan initiative for Ukraine, secured against frozen Russian central bank assets. He met voluntarily with Ukrainian President Volodymyr Zelensky and other leaders on the margins of the summit.

Sunak refuted claims of being sidelined at the G7, citing informal discussions with leaders such as Emmanuel Macron and Olaf Scholz. Despite electoral challenges, Sunak underscored his commitment to both the summit and his domestic campaign.

The ongoing political campaigns reflect significant shifts in the UK political landscape as parties vie for voter support ahead of the general election.