# Conservative Party Support Hits Record Low as Snap Election Looms



Prime Minister Rishi Sunak’s call for a snap general election set for July 4, 2024, has resulted in the Conservative Party experiencing its lowest support in a Techne UK weekly tracker poll. The Conservatives currently stand at 19%, 26 points behind Labour. This marks the first time the Tories have fallen below 20% in this poll.

Labour leader Sir Keir Starmer has positioned the election as an opportunity for change, criticizing Sunak's Rwanda deportation plan as unfeasible. Sunak, meanwhile, urged voters to support his government’s flagship immigration initiative, though he admitted deportation flights would not commence before the election.

The election campaign started on May 23, with Sunak appealing for backing amid skepticism from within his party. Despite speculation of a potential Tory revolt to remove Sunak, the consensus among critics was that it was too late for such a move. As the election races on, prominent Conservative MPs like Johnny Mercer and Jacob Rees-Mogg are facing the risk of losing their seats.

Nigel Farage announced he would not stand as a Reform UK candidate but pledged to support the party’s campaign. The Tory campaign also includes pledges to make switching energy suppliers easier and regulating energy brokers and price comparison websites.

The announcement of the snap election has been contentious, with media outlets depicting Sunak's first campaign day as faltering and laden with admissions of failure on flagship policies.