

YouGov Survey Results

Sample Size: 2238 GB Adults
Fieldwork: 14th - 17th June 2024

	Westminster VI						Vote in 2019 GE			EU Ref 2016		Gender		Age				Social Grade		Country			Region in England				
	Total	Con	Lab	Lib Dem	Reform UK	Don't know	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South	
Weighted Sample	2238	268	621	187	335	273	732	542	190	789	833	1083	1155	235	924	553	526	1276	962	1931	112	195	539	372	271	750	
Unweighted Sample	2238	267	691	197	316	273	673	603	186	941	781	985	1253	202	892	622	522	1407	831	1929	122	187	557	388	227	757	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which of the following do you think would make the best prime minister?

A) Rishi Sunak or B) Keir Starmer

A	21	79	4	11	35	16	45	3	13	15	34	19	23	8	15	25	33	21	21	22	22	13	21	23	18	24
B	41	4	87	63	11	18	16	77	62	62	22	44	39	53	49	37	27	47	34	41	38	51	40	38	48	40
Not sure	33	15	8	24	50	62	37	17	21	20	42	32	34	25	32	35	35	28	39	33	33	29	34	35	29	33
Refused	5	2	1	2	4	3	2	3	4	3	2	5	5	14	4	2	4	4	6	4	6	7	5	5	5	4

A) Rishi Sunak or B) Nigel Farage

A	38	67	46	61	4	38	38	47	63	57	28	36	39	29	40	38	38	46	26	38	32	40	30	38	45	41
B	25	17	12	7	83	18	40	10	3	8	43	29	21	18	23	26	30	20	30	25	29	17	29	26	16	25
Not sure	32	12	40	30	9	39	18	40	29	31	26	29	35	40	33	33	27	29	37	32	37	36	34	31	34	30
Refused	5	3	2	2	4	5	3	3	4	4	3	5	5	13	4	3	6	4	6	5	2	8	6	6	5	4

A) Rishi Sunak or B) Ed Davey

A	26	85	10	10	40	28	55	8	14	19	42	26	26	12	19	32	38	28	23	27	22	17	23	27	22	33
B	32	4	56	62	13	17	12	58	58	48	17	37	27	40	37	30	21	35	27	32	30	34	32	30	40	29
Not sure	37	8	32	26	43	50	30	31	26	29	38	33	42	35	40	35	36	33	43	36	47	41	40	39	33	34
Refused	5	3	2	2	4	5	3	3	3	4	3	5	5	13	4	3	6	4	6	5	1	9	6	5	5	4

A) Keir Starmer or B) Nigel Farage

A	50	30	91	76	3	39	26	83	79	76	28	52	49	55	59	47	37	57	41	49	48	61	48	46	58	49
B	25	43	2	7	89	19	52	4	5	8	48	28	23	13	19	30	35	23	28	27	24	13	25	28	20	29
Not sure	20	25	5	15	5	39	18	10	12	12	22	15	24	19	18	20	23	16	25	20	27	19	21	21	18	18
Refused	5	2	2	2	4	4	3	3	4	3	2	5	5	13	4	3	4	3	6	5	1	8	5	5	4	4

A) Keir Starmer or B) Ed Davey

A	40	27	77	39	21	25	28	62	49	55	31	43	37	34	44	42	33	45	33	40	32	45	39	39	42	40
B	14	25	7	35	15	11	18	12	24	15	15	15	14	16	14	14	16	12	14	16	13	13	14	14	16	15
Not sure	41	46	13	24	60	61	50	23	23	26	51	38	44	37	38	42	48	35	48	41	51	34	42	42	37	41
Refused	5	3	3	2	4	3	4	3	3	4	3	5	5	13	4	3	6	4	7	5	1	8	6	5	5	4

A) Nigel Farage or B) Ed Davey

A	28	44	9	6	88	23	54	7	6	10	53	33	24	16	22	34	38	24	33	29	28	18	30	29	20	32
B	37	24	60	80	3	26	20	62	72	62	17	40	34	42	42	34	29	45	26	36	29	47	33	35	46	36
Not sure	30	30	29	12	5	48	23	28	18	25	27	22	38	29	32	29	29	27	35	30	42	28	32	32	30	28
Refused	5	3	2	3	4	4	3	2	4	3	3	5	5	13	4	3	5	4	6	5	1	8	5	5	4	4

*Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures should not be used.