

YouGov Survey Results

Sample Size: 2027 GB Adults
Fieldwork: 19th - 20th 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	2027	260	626	176	292	217	667	491	172	714	755	981	1046	213	837	501	476	1155	872	1749	101	176	489	336	245	679
Unweighted Sample	2027	264	655	180	291	216	683	505	157	802	789	900	1127	170	855	510	492	1199	828	1744	110	173	489	346	206	703
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	12-13 Jun	19-20 Jun																									
Do you have a favourable or unfavourable opinion of the following?																											
Conservatives																											
Very favourable	3	3	16	0	0	1	0	7	0	0	2	5	2	3	2	1	3	6	2	3	3	1	3	1	3	1	4
Somewhat favourable	16	17	69	3	8	23	19	38	2	13	10	29	17	17	7	12	19	29	17	17	17	22	14	14	18	17	19
TOTAL FAVOURABLE	19	20	85	3	8	24	19	45	2	13	12	34	19	20	9	13	22	35	19	20	20	23	17	15	21	18	23
Somewhat unfavourable	19	20	10	14	22	36	31	28	10	18	16	27	20	20	14	19	22	24	21	19	21	10	19	17	23	13	25
Very unfavourable	55	53	1	81	67	38	34	22	85	67	69	34	57	50	70	61	50	36	55	51	52	58	62	58	47	63	46
TOTAL UNFAVOURABLE	74	73	11	95	89	74	65	50	95	85	85	61	77	70	84	80	72	60	76	70	73	68	81	75	70	76	71
Don't know	7	7	4	2	3	3	17	5	3	2	4	6	4	10	8	8	7	5	5	10	7	8	2	9	9	5	6
NET FAVOURABILITY	-55	-53	74	-92	-81	-50	-46	-5	-93	-72	-73	-27	-58	-50	-75	-67	-50	-25	-57	-50	-53	-45	-64	-60	-49	-58	-48
Labour																											
Very favourable	10	12	0	32	12	1	0	3	27	13	20	5	11	12	11	11	15	8	13	9	12	10	10	15	10	12	10
Somewhat favourable	33	31	3	61	46	7	19	13	56	44	44	18	30	31	38	38	27	19	34	27	31	27	29	31	31	35	30
TOTAL FAVOURABLE	43	43	3	93	58	8	19	16	83	57	64	23	41	43	49	49	42	27	47	36	43	37	39	46	41	47	40
Somewhat unfavourable	20	22	32	5	29	24	36	26	9	32	20	24	24	21	25	23	19	23	23	22	22	17	27	19	26	23	22
Very unfavourable	29	27	60	1	11	66	23	52	6	8	11	47	29	25	14	18	29	44	23	31	26	34	26	25	23	24	29
TOTAL UNFAVOURABLE	49	49	92	6	40	90	59	78	15	40	31	71	53	46	39	41	48	67	46	53	48	51	53	44	49	47	51
Don't know	8	9	5	2	3	2	22	5	3	4	5	6	6	11	11	10	9	6	7	12	9	12	8	9	10	6	8
NET FAVOURABILITY	-6	-6	-89	87	18	-82	-40	-62	68	17	33	-48	-12	-3	10	8	-6	-40	1	-17	-5	-14	-14	2	-8	0	-11
Rishi Sunak																											
Very favourable	3	3	14	1	0	3	0	7	0	1	2	5	2	3	1	2	3	6	3	3	3	2	3	2	3	2	4
Somewhat favourable	16	16	59	5	11	15	22	32	4	16	12	25	16	17	7	10	18	28	17	16	16	20	16	11	19	16	18
TOTAL FAVOURABLE	19	19	73	6	11	18	22	39	4	17	14	30	18	20	8	12	21	34	20	19	19	22	19	13	22	18	22
Somewhat unfavourable	23	24	18	18	34	33	32	31	17	29	24	29	24	24	12	24	27	27	25	23	25	17	21	21	28	20	27
Very unfavourable	52	51	4	74	52	48	33	25	77	51	59	36	54	48	74	58	47	34	51	51	50	55	56	57	44	58	46
TOTAL UNFAVOURABLE	75	75	22	92	86	81	65	56	94	80	83	65	78	72	86	82	74	61	76	74	75	72	77	78	72	78	73
Don't know	6	6	5	2	3	2	13	5	2	3	3	6	4	8	6	7	6	5	5	8	6	7	4	8	7	4	5
NET FAVOURABILITY	-56	-56	51	-86	-75	-63	-43	-17	-90	-63	-69	-35	-60	-52	-78	-70	-53	-27	-56	-55	-56	-50	-58	-65	-50	-60	-51
Keir Starmer																											
Very favourable	7	9	0	24	11	0	0	3	18	9	14	4	10	8	11	8	11	7	10	7	9	5	9	9	8	11	8
Somewhat favourable	30	30	6	58	45	9	20	15	51	46	45	18	29	31	34	35	29	22	33	26	31	23	29	32	31	29	30
TOTAL FAVOURABLE	37	39	6	82	56	9	20	18	69	55	59	22	39	39	45	43	40	29	43	33	40	28	38	41	39	40	38
Somewhat unfavourable	23	23	29	12	24	25	34	26	17	29	21	26	23	23	23	24	22	22	24	22	23	23	24	21	25	24	23
Very unfavourable	29	29	59	3	16	65	27	52	10	11	15	47	30	28	21	22	31	44	26	34	29	36	27	28	27	31	29
TOTAL UNFAVOURABLE	52	52	88	15	40	90	61	78	27	40	36	73	53	51	44	46	53	66	50	56	52	59	51	49	52	55	52
Don't know	10	9	5	4	3	1	18	4	4	4	6	5	7	10	12	11	7	5	7	11	9	13	10	9	9	5	9
NET FAVOURABILITY	-15	-13	-82	67	16	-81	-41	-60	42	15	23	-51	-14	-12	1	-3	-13	-37	-7	-23	-12	-31	-13	-8	-13	-15	-14

*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.