

YouGov Survey Results

Sample Size: 2066 GB Adults
Fieldwork: 25th - 26th 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	2066	281	613	197	303	245	676	500	176	728	769	1000	1066	217	853	510	486	1178	888	1783	103	180	498	343	250	692	
Unweighted Sample	2066	309	604	213	302	237	707	477	192	817	791	916	1150	147	818	532	569	1261	805	1764	115	187	514	363	176	711	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	20-21 Jun	25-26 Jun																										
Do you have a favourable or unfavourable opinion of the following?																												
Conservatives																												
Very favourable	5	4	26	0	0	1	1	9	1	0	3	6	3	5	1	3	4	8	4	4	4	4	2	4	5	4	4	
Somewhat favourable	15	15	60	2	7	18	12	34	1	9	8	25	16	13	8	10	17	23	15	14	15	12	11	12	20	11	16	
TOTAL FAVOURABLE	20	19	86	2	7	19	13	43	2	9	11	31	19	18	9	13	21	31	19	18	19	16	13	16	25	15	20	
Somewhat unfavourable	17	18	8	12	22	34	33	24	11	19	15	22	20	17	14	18	19	20	20	16	19	12	13	19	17	24	19	
Very unfavourable	57	57	3	84	71	46	36	29	84	69	70	41	57	56	69	61	55	45	56	57	55	65	68	60	50	56	53	
TOTAL UNFAVOURABLE	74	75	11	96	93	80	69	53	95	88	85	63	77	73	83	79	74	65	76	73	74	77	81	79	67	80	72	
Don't know	6	7	2	1	1	2	19	4	3	3	3	5	4	9	8	6	6	4	5	9	7	6	7	5	8	5	7	
NET FAVOURABILITY	-54	-56	75	-94	-86	-61	-56	-10	-93	-79	-74	-32	-58	-55	-74	-66	-53	-34	-57	-55	-55	-61	-68	-63	-42	65	-52	
Labour																												
Very favourable	12	10	0	30	10	0	0	3	23	13	16	5	10	10	11	11	10	9	10	10	10	16	9	11	12	10	8	
Somewhat favourable	30	30	4	61	43	6	23	11	52	46	45	15	31	29	37	35	27	22	33	27	30	26	36	34	25	30	29	
TOTAL FAVOURABLE	42	40	4	91	53	6	23	14	75	59	61	20	41	39	48	46	37	31	43	37	40	42	45	45	37	40	37	
Somewhat unfavourable	19	21	24	7	29	22	35	24	12	28	20	21	22	20	20	21	23	18	22	19	20	20	27	18	23	20	21	
Very unfavourable	31	31	68	1	15	71	20	58	9	9	15	53	32	31	20	23	34	47	29	34	32	28	23	29	33	33	33	
TOTAL UNFAVOURABLE	50	52	92	8	44	93	55	82	21	37	35	74	54	51	40	44	57	65	51	53	52	48	50	47	56	53	54	
Don't know	8	8	3	2	3	2	22	5	4	5	4	6	5	10	13	10	6	5	6	10	8	10	6	8	7	7	9	
NET FAVOURABILITY	-8	-12	-88	83	9	-87	-32	-68	54	22	26	-54	-13	-12	8	2	-20	-34	-8	-16	-12	-6	-5	-2	-19	-13	-17	
Rishi Sunak																												
Very favourable	4	3	17	1	1	1	1	7	1	0	2	5	3	3	0	2	3	6	3	3	3	3	2	1	3	4	4	
Somewhat favourable	14	16	55	5	13	14	17	31	4	13	12	25	16	16	5	12	18	25	16	15	16	13	11	15	21	16	16	
TOTAL FAVOURABLE	18	19	72	6	14	15	18	38	5	13	14	30	19	19	5	14	21	31	19	18	19	16	13	16	24	20	20	
Somewhat unfavourable	22	21	21	17	21	27	31	25	16	24	21	23	21	20	16	18	24	23	22	19	21	18	25	23	21	21	18	
Very unfavourable	53	54	5	76	64	57	33	33	76	59	62	43	56	52	72	59	50	42	54	54	53	58	59	56	48	55	53	
TOTAL UNFAVOURABLE	75	75	26	93	85	84	64	58	92	83	83	66	77	72	88	77	74	65	76	73	74	76	84	79	69	76	71	
Don't know	7	7	2	1	2	2	18	4	3	4	4	5	4	9	7	9	5	4	5	9	7	7	4	5	6	4	9	
NET FAVOURABILITY	-57	-56	46	-87	-71	-69	-46	-20	-87	-70	-69	-36	-58	-53	-83	-63	-53	-34	-57	-55	-55	-60	-71	-63	-45	-56	-51	
Keir Starmer																												
Very favourable	8	8	0	20	8	1	1	2	15	16	12	4	8	7	7	7	9	8	8	7	7	11	7	8	8	7	7	
Somewhat favourable	28	28	8	58	38	5	20	12	49	44	44	16	30	26	24	34	26	22	30	26	28	28	27	30	26	26	29	
TOTAL FAVOURABLE	36	36	8	78	46	6	21	14	64	60	56	20	38	33	31	41	35	30	38	33	35	39	34	38	34	33	36	
Somewhat unfavourable	21	22	24	15	31	17	33	22	18	23	22	20	23	21	27	21	24	18	24	19	21	21	31	22	20	23	20	
Very unfavourable	32	34	65	3	17	74	26	59	13	13	16	55	34	33	25	27	35	47	31	36	35	33	24	32	37	37	34	
TOTAL UNFAVOURABLE	53	56	89	18	48	91	59	81	31	36	38	75	57	54	52	48	59	65	55	55	56	54	55	54	57	60	54	
Don't know	10	9	2	3	6	3	21	5	5	4	5	5	5	13	18	11	6	5	8	11	9	8	11	7	9	7	11	
NET FAVOURABILITY	-17	-20	-81	60	-2	-85	-38	-67	33	24	18	-55	-19	-21	-21	-7	-24	-35	-17	-22	-21	-15	-21	-16	-23	-27	-18	

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 Fieldwork: 25th - 26th 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	2066	281	613	197	303	245	676	500	176	728	769	1000	1066	217	853	510	486	1178	888	1783	103	180	498	343	250	692	
Unweighted Sample	2066	309	604	213	302	237	707	477	192	817	791	916	1150	147	818	532	569	1261	805	1764	115	187	514	363	176	711	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Jeremy Hunt																											
Very favourable	2	2	8	0	2	0	4	0	2	1	3	3	1	2	1	2	3	2	2	2	2	1	1	1	3	3	
Somewhat favourable	12	14	43	7	10	13	26	4	10	12	19	15	12	5	9	17	22	13	14	14	10	13	13	14	10	15	
TOTAL FAVOURABLE	14	16	51	7	12	15	30	4	12	13	22	18	13	7	10	19	25	15	16	16	12	14	14	15	13	18	
Somewhat unfavourable	24	24	25	26	33	25	28	23	34	26	26	24	24	21	23	27	26	28	20	25	19	25	24	25	30	23	
Very unfavourable	42	40	8	53	43	47	28	59	40	49	35	44	36	39	44	40	34	40	40	39	50	45	42	37	43	37	
TOTAL UNFAVOURABLE	66	64	33	79	76	72	51	56	82	74	75	61	68	60	67	67	60	68	60	64	69	70	66	62	73	60	
Don't know	20	20	15	13	13	38	15	13	14	12	17	14	26	33	23	14	16	17	24	21	19	17	21	23	14	22	
NET FAVOURABILITY	-52	-48	18	-72	-64	-57	-26	-78	-62	-62	-39	-50	-47	-53	-57	-48	-35	-53	-44	-48	-57	-56	-52	-47	-60	-42	
Rachel Reeves																											
Very favourable	5	5	1	13	7	0	1	11	12	10	2	6	4	4	3	7	7	6	4	5	7	4	5	6	5	5	
Somewhat favourable	16	17	9	31	29	9	8	10	27	27	11	21	14	14	15	21	17	18	16	17	19	16	20	13	18	17	
TOTAL FAVOURABLE	21	22	10	44	36	9	9	11	38	41	37	13	27	18	18	28	24	24	20	22	26	20	25	19	23	22	
Somewhat unfavourable	14	13	23	8	15	17	17	19	8	10	13	16	15	8	12	15	18	14	12	13	13	18	14	15	9	13	
Very unfavourable	17	18	32	3	6	39	9	31	10	4	9	28	20	16	11	14	19	16	20	18	20	14	18	17	24	16	
TOTAL UNFAVOURABLE	31	31	55	11	21	56	26	50	18	14	22	44	35	28	19	26	34	44	30	32	31	33	32	32	33	29	
Don't know	48	47	35	45	43	35	65	38	43	44	41	42	39	54	63	55	39	33	46	47	47	41	48	43	49	44	50
NET FAVOURABILITY	-10	-9	-45	33	15	-47	-17	-39	20	27	15	-31	-8	-10	-1	-8	-6	-20	-6	-12	-9	-7	-12	-7	-13	-10	-7
Liberal Democrats																											
Very favourable	5	5	0	6	29	1	2	6	22	7	2	6	5	10	5	5	3	5	5	5	3	4	5	4	4	8	
Somewhat favourable	33	34	21	50	63	11	22	49	57	51	21	34	33	29	35	38	29	38	28	33	40	38	33	26	39	34	
TOTAL FAVOURABLE	38	39	21	56	92	12	24	55	79	58	23	40	38	39	40	43	32	43	33	38	43	42	38	30	43	42	
Somewhat unfavourable	22	24	38	23	5	29	22	28	22	14	21	28	24	23	25	23	21	24	23	24	22	20	25	30	22	21	
Very unfavourable	25	21	31	9	2	52	11	37	11	1	10	35	25	17	14	17	22	19	24	21	21	19	20	20	23	22	
TOTAL UNFAVOURABLE	47	45	69	32	7	81	33	65	33	15	31	63	49	40	39	40	43	56	43	47	45	43	39	45	50	45	
Don't know	15	17	10	13	1	8	35	11	13	6	11	14	11	22	23	19	13	12	14	21	17	15	19	18	20	11	15
NET FAVOURABILITY	-9	-6	-48	24	85	-69	-1	-41	22	64	27	-40	-9	-2	0	0	-24	0	-14	-7	0	3	-7	-20	-2	-1	
Green Party																											
Very favourable	9	9	1	13	17	1	3	2	19	10	15	3	8	11	15	11	7	5	11	7	9	11	9	11	8	10	8
Somewhat favourable	31	32	16	48	52	13	26	19	46	49	44	21	32	33	44	33	35	24	35	29	32	40	31	32	29	34	33
TOTAL FAVOURABLE	40	41	17	61	69	14	29	21	65	59	59	24	40	44	59	44	42	29	46	36	41	51	40	43	37	44	41
Somewhat unfavourable	18	19	30	18	15	19	22	22	16	23	18	23	20	18	13	18	19	22	19	18	19	19	22	20	21	18	17
Very unfavourable	25	22	37	9	6	56	17	43	8	4	11	38	28	17	13	18	25	31	21	24	22	16	25	21	22	21	24
TOTAL UNFAVOURABLE	43	41	67	27	21	75	39	65	24	27	29	61	48	35	26	36	44	53	40	42	41	35	47	41	43	39	41
Don't know	17	17	16	12	9	11	32	14	11	13	12	15	13	21	15	20	13	18	14	21	18	15	13	16	20	17	18
NET FAVOURABILITY	-3	0	-50	34	48	-61	-10	-44	41	32	30	-37	-8	9	33	8	-2	-24	6	-6	0	16	-7	2	-6	5	0
Reform UK																											
Very favourable	12	12	10	1	0	67	2	25	3	1	3	25	17	8	9	10	15	15	10	16	13	12	4	14	13	13	
Somewhat favourable	15	15	27	5	8	29	19	25	4	8	6	25	14	15	7	11	17	21	13	16	15	8	10	14	20	9	17
TOTAL FAVOURABLE	27	27	37	6	8	96	21	50	7	9	9	50	31	23	16	21	32	36	23	32	28	20	14	28	33	22	30
Somewhat unfavourable	11	13	21	13	13	2	15	16	7	9	10	17	13	13	12	12	15	13	12	13	18	11	13	12	15	12	
Very unfavourable	48	48	34	72	73	1	37	25	79	76	75	24	50	47	57	51	49	38	53	41	47	54	61	47	42	54	46
TOTAL UNFAVOURABLE	59	61	55	85	86	3	52	41	86	85	85	41	63	60	69	63	61	53	66	53	60	72	72	60	54	69	58
Don't know	13	12	8	9	6	0	26	9	8	5	7	9	6	17	16	15	7	11	10	14	12	8	14	12	14	9	12
NET FAVOURABILITY	-32	-34	-18	-79	-78	93	-31	9	-79	-76	-76	9	-32	-37	-53	-42	-29										

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Unweighted Sample	2066	309	604	213	302	237	707	477	192	817	791	916	1150	147	818	532	569	1261	805	1764	115	187	514	363	176	711	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

		19-20 Jun	25-26 Jun																									
Nigel Farage	Very favourable	12	12	9	1	0	64	3	26	2	1	3	25	16	8	7	9	15	15	10	15	13	11	5	12	14	13	12
	Somewhat favourable	16	15	29	8	5	28	17	25	5	5	6	26	16	14	6	11	16	23	14	16	15	8	12	16	19	9	16
	TOTAL FAVOURABLE	28	27	38	9	5	92	20	51	7	6	9	51	32	22	13	20	31	38	24	31	28	19	17	28	33	22	28
	Somewhat unfavourable	13	13	21	12	16	4	18	15	8	11	10	14	12	13	15	13	13	12	12	13	12	16	13	12	12	13	13
	Very unfavourable	50	53	36	76	77	3	45	28	81	80	78	29	52	54	60	56	51	44	59	45	51	59	64	52	47	58	50
	TOTAL UNFAVOURABLE	63	66	57	88	93	7	63	43	89	91	88	43	64	67	75	69	64	56	71	58	63	75	77	64	59	71	63
	Don't know	9	8	5	3	3	1	17	5	3	3	3	4	12	12	10	5	6	6	11	6	11	8	7	7	8	9	7
NET FAVOURABILITY	-35	-39	-19	-79	-88	85	-43	8	-82	-85	-79	8	-32	-45	-62	-49	-33	-18	-47	-27	-35	-56	-60	-36	-26	-49	-35	

		20-21 Jun	25-26 Jun																									
Carla Denyer	Very favourable	3	3	0	3	7	1	0	1	6	6	5	2	2	4	1	2	4	2	3	3	3	2	1	2	2	4	3
	Somewhat favourable	7	8	4	13	13	2	4	3	13	10	12	4	9	7	12	8	8	6	8	7	8	13	4	7	8	9	8
	TOTAL FAVOURABLE	10	11	4	16	20	3	4	4	19	16	17	6	11	11	13	10	12	8	11	10	11	15	5	9	10	13	11
	Somewhat unfavourable	8	8	11	6	8	12	8	10	6	7	9	9	10	6	7	8	9	8	7	9	8	5	10	9	7	9	8
	Very unfavourable	11	11	12	6	3	22	7	17	5	3	6	15	12	9	8	9	11	13	9	12	10	13	12	11	12	9	9
	TOTAL UNFAVOURABLE	19	19	23	12	11	34	15	27	11	10	15	24	22	15	15	17	20	21	16	21	18	18	22	20	19	18	17
	Don't know	71	71	73	72	69	63	80	69	70	74	68	70	68	74	72	72	68	71	73	69	71	67	73	71	71	69	72
NET FAVOURABILITY	-9	-8	-19	4	9	-31	-11	-23	8	6	2	-18	-11	-4	-2	-7	-8	-13	-5	-11	-7	-3	-17	-11	-9	-5	-6	

		29-30 May	25-26 Jun																									
Adrian Ramsey	Very favourable	0	1	0	1	3	0	0	0	3	2	2	0	0	1	0	1	2	1	1	0	1	2	0	1	0	3	1
	Somewhat favourable	2	5	5	6	7	2	2	2	6	6	7	3	5	5	6	5	5	4	5	4	5	10	3	4	5	5	4
	TOTAL FAVOURABLE	2	6	5	7	10	2	2	9	8	9	3	5	6	6	6	6	7	5	6	4	6	12	3	5	5	8	5
	Somewhat unfavourable	5	7	11	6	4	11	8	10	5	6	6	10	8	6	4	6	7	10	7	8	7	9	8	7	10	6	6
	Very unfavourable	8	10	10	4	5	20	5	14	6	2	6	14	11	8	7	9	10	11	8	11	9	13	11	8	10	11	9
	TOTAL UNFAVOURABLE	13	17	21	10	9	31	13	24	11	8	12	24	19	14	11	15	17	21	15	19	16	22	19	15	20	17	15
	Don't know	84	78	74	83	81	67	84	74	80	84	79	73	75	80	83	79	76	74	79	76	78	66	78	79	76	75	80
NET FAVOURABILITY	-11	-11	-16	-3	1	-29	-11	-22	-2	0	-3	-21	-14	-8	-5	-9	-10	-16	-9	-15	-10	-10	-16	-10	-15	-9	-10	

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	20-21 Jun	25-26 Jun																									
Ed Davey																											
Very favourable	4	4	1	5	17	1	2	2	6	15	6	2	5	4	8	4	4	4	4	4	4	2	3	4	3	4	6
Somewhat favourable	21	22	12	35	44	9	15	13	32	42	34	14	25	18	18	20	26	21	25	17	22	25	21	21	19	28	21
TOTAL FAVOURABLE	25	26	13	40	61	10	17	15	38	57	40	16	30	22	26	24	30	25	29	21	26	27	24	25	22	32	27
Somewhat unfavourable	17	17	29	14	9	23	16	23	14	11	17	21	18	16	9	17	18	21	18	17	17	20	20	16	20	15	17
Very unfavourable	19	17	27	7	3	40	10	30	9	3	8	29	21	13	9	13	18	28	15	20	17	17	17	16	17	18	
TOTAL UNFAVOURABLE	36	34	56	21	12	63	26	53	23	14	25	50	39	29	18	30	36	49	33	37	34	37	37	32	37	32	35
Don't know	39	40	32	38	26	28	57	32	38	30	34	33	31	48	56	47	33	26	38	42	40	35	40	42	40	37	40
NET FAVOURABILITY	-11	-8	-43	19	49	-53	-9	-38	15	43	15	-34	-9	-7	8	-6	-6	-24	-4	-16	-8	-10	-13	-7	-15	0	-8

*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.