

YouGov Survey Results

Sample Size: 2102 adults in GB
Fieldwork: 5th - 8th July 2024

	Vote in 2024 GE					EU Ref 2016		Gender		Age				Social Grade		Country			Region in England				
	Total	Con	Lab	Lib Dem	Reform UK	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South	
Weighted Sample	2102	378	540	193	227	741	783	1017	1085	221	868	519	494	1198	904	1818	101	183	498	345	254	721	
Unweighted Sample	2102	314	630	243	298	868	781	920	1182	177	869	543	513	1303	799	1811	107	184	513	368	193	737	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	1-2 Jul	5-8 Jul																					
Do you have a favourable or unfavourable opinion of the following?																							
Conservatives																							
Very favourable	4	4	17	1	2	1	2	7	5	4	3	2	4	9	4	5	4	5	1	4	5	3	5
Somewhat favourable	15	17	61	2	7	18	13	27	15	18	4	11	20	29	19	14	17	15	12	14	18	15	20
TOTAL FAVOURABLE	19	21	78	3	9	19	15	34	20	22	7	13	24	38	23	19	21	20	13	18	23	18	25
Somewhat unfavourable	17	23	17	18	33	39	19	27	23	23	21	22	22	27	24	22	24	19	19	20	23	23	27
Very unfavourable	56	49	3	77	55	39	61	36	52	46	60	57	47	34	49	50	48	52	64	55	45	52	42
TOTAL UNFAVOURABLE	73	72	20	95	88	78	80	63	75	69	81	79	69	61	73	72	72	71	83	75	68	75	69
Don't know	8	7	2	2	4	3	4	3	4	9	13	8	7	2	5	9	7	10	5	8	9	6	6
NET FAVOURABILITY	-54	-51	58	-92	-79	-59	-65	-29	-55	-47	-74	-66	-45	-23	-50	-53	-51	-51	-70	-57	-45	-57	-44
Labour																							
Very favourable	12	12	1	35	9	1	20	6	11	12	11	12	15	9	12	11	12	14	9	14	13	13	10
Somewhat favourable	30	35	8	59	57	8	45	18	36	34	49	43	29	22	40	28	34	31	49	34	27	40	35
TOTAL FAVOURABLE	42	47	9	94	66	9	65	24	47	46	60	55	44	31	52	39	46	45	58	48	40	53	45
Somewhat unfavourable	17	20	37	4	18	24	18	25	19	20	14	18	21	25	20	20	20	17	23	21	17	22	19
Very unfavourable	32	26	52	0	11	64	14	47	28	24	11	19	28	41	22	31	27	23	14	23	35	19	29
TOTAL UNFAVOURABLE	49	46	89	4	29	88	32	72	47	44	25	37	49	66	42	51	47	40	37	44	52	41	48
Don't know	9	8	2	2	5	4	4	4	5	10	15	8	7	3	6	10	7	15	6	8	9	6	6
NET FAVOURABILITY	-7	1	-80	90	37	-79	33	-48	0	2	35	18	-5	-35	10	-12	-1	5	21	4	-12	12	-3
Rishi Sunak																							
Very favourable	3	4	14	1	3	2	3	6	4	4	0	2	4	7	3	4	4	6	3	3	4	3	4
Somewhat favourable	17	19	52	10	15	16	18	27	18	21	8	14	21	32	22	16	20	11	14	16	21	24	22
TOTAL FAVOURABLE	20	23	66	11	18	18	21	33	22	25	8	16	25	39	25	20	24	17	17	19	25	27	26
Somewhat unfavourable	22	26	25	26	37	29	27	29	26	26	25	26	24	28	27	25	27	26	20	25	24	29	28
Very unfavourable	51	44	6	61	42	49	48	35	47	41	57	50	43	30	43	46	43	48	58	47	43	40	40
TOTAL UNFAVOURABLE	73	70	31	87	79	78	75	64	73	67	82	76	67	58	70	71	70	74	78	72	67	69	68
Don't know	6	7	3	3	3	3	4	4	5	8	9	8	8	2	5	9	7	8	6	8	8	4	6
NET FAVOURABILITY	-53	-47	35	-76	-61	-60	-54	-31	-51	-42	-74	-60	-42	-19	-45	-51	-46	-57	-61	-53	-42	-42	-42
Keir Starmer																							
Very favourable	8	11	1	31	15	0	18	5	12	10	7	11	14	9	12	9	11	8	10	11	10	13	11
Somewhat favourable	28	33	10	56	47	10	42	18	34	31	45	38	29	22	36	28	31	37	43	33	26	37	31
TOTAL FAVOURABLE	36	44	11	87	62	10	60	23	46	41	52	49	43	31	48	37	42	45	53	44	36	50	42
Somewhat unfavourable	22	21	38	9	21	27	21	26	20	23	18	20	21	25	23	20	21	20	23	19	20	24	23
Very unfavourable	32	26	48	1	10	60	14	45	28	24	15	19	28	40	22	32	27	23	15	26	35	19	28
TOTAL UNFAVOURABLE	54	47	86	10	31	87	35	71	48	47	33	39	49	65	45	52	48	43	38	45	55	43	51
Don't know	9	9	4	3	8	3	5	6	6	12	16	11	7	4	7	12	9	12	9	11	9	7	8
NET FAVOURABILITY	-18	-3	-75	77	31	-77	25	-48	-2	-6	19	10	-6	-34	3	-15	-6	2	15	-1	-19	7	-9

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

		19-20 Jun	5-8 Jul																					
Angela Rayner	Very favourable	10	11	1	28	17	1	20	4	12	10	9	12	14	8	12	10	12	7	10	12	9	14	12
	Somewhat favourable	20	19	6	36	25	8	31	11	22	17	18	24	17	15	22	15	18	22	29	21	16	18	18
	TOTAL FAVOURABLE	30	30	7	64	42	9	51	15	34	27	27	36	31	23	34	25	30	29	39	33	25	32	30
	Somewhat unfavourable	16	14	20	9	13	21	12	18	15	13	12	12	15	17	14	14	14	8	15	12	14	19	14
	Very unfavourable	23	24	54	3	11	51	13	43	27	21	7	16	26	41	23	24	25	25	13	21	30	18	26
	TOTAL UNFAVOURABLE	39	38	74	12	24	72	25	61	42	34	19	28	41	58	37	38	39	33	28	33	44	37	40
	Don't know	30	32	19	23	34	19	24	25	24	39	53	36	27	19	28	37	31	38	32	33	31	31	30
NET FAVOURABILITY	-9	-8	-67	52	18	-63	26	-46	-8	-7	8	8	-10	-35	-3	-13	-9	-4	11	0	-19	-5	-10	

		1-2 Jul	5-8 Jul																					
Rachel Reeves	Very favourable	6	7	0	17	12	0	14	2	7	6	2	6	9	6	8	4	7	5	4	6	6	8	8
	Somewhat favourable	16	17	8	29	30	7	26	11	22	12	12	18	18	16	20	13	16	17	21	16	13	18	17
	TOTAL FAVOURABLE	22	24	8	46	42	7	40	13	29	18	14	24	27	22	28	17	23	22	25	22	19	26	25
	Somewhat unfavourable	13	14	26	8	6	23	10	19	16	12	8	12	14	20	15	12	14	7	16	14	14	16	13
	Very unfavourable	19	13	23	2	4	30	6	21	15	10	10	9	14	20	11	16	13	16	6	12	17	9	14
	TOTAL UNFAVOURABLE	32	27	49	10	10	53	16	40	31	22	18	21	28	40	26	28	27	23	22	26	31	25	27
	Don't know	46	50	42	44	48	40	44	47	39	60	68	55	45	38	47	54	49	55	53	52	50	49	48
NET FAVOURABILITY	-10	-3	-41	36	32	-46	24	-27	-2	-4	-4	3	-1	-18	2	-11	-4	-1	3	-4	-12	1	-2	

Liberal Democrats	Very favourable	5	8	0	12	38	0	13	3	9	7	11	8	9	6	9	7	8	5	6	8	6	6	11
	Somewhat favourable	33	37	28	57	56	15	54	24	36	38	42	38	35	35	42	30	36	39	43	34	35	42	37
	TOTAL FAVOURABLE	38	45	28	69	94	15	67	27	45	45	53	46	44	41	51	37	44	44	49	42	41	48	48
	Somewhat unfavourable	23	21	33	16	4	30	16	31	24	19	16	20	22	25	20	23	22	15	20	21	23	22	23
	Very unfavourable	21	16	27	4	0	44	8	29	21	12	10	14	17	23	14	19	16	19	15	16	19	14	15
	TOTAL UNFAVOURABLE	44	37	60	20	4	74	24	60	45	31	26	34	39	48	34	42	38	34	35	37	42	36	38
	Don't know	17	17	12	11	2	11	10	14	10	23	22	19	17	11	14	21	17	23	16	22	18	16	14
NET FAVOURABILITY	-6	8	-32	49	90	-59	43	-33	0	14	27	12	5	-7	17	-5	6	10	14	5	-1	12	10	

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

Green Party																							
Very favourable	8	13	1	19	19	1	21	3	11	14	19	16	11	7	14	10	13	12	12	14	13	10	13
Somewhat favourable	32	33	22	49	44	16	45	22	31	35	42	34	32	29	36	30	33	39	32	32	29	39	33
TOTAL FAVOURABLE	40	46	23	68	63	17	66	25	42	49	61	50	43	36	50	40	46	51	44	46	42	49	46
Somewhat unfavourable	19	18	29	14	18	24	14	23	20	17	10	18	18	24	18	19	19	14	15	19	18	20	19
Very unfavourable	24	20	33	6	9	50	9	35	28	12	12	15	23	28	18	22	19	18	26	17	22	16	21
TOTAL UNFAVOURABLE	43	38	62	20	27	74	23	58	48	29	22	33	41	52	36	41	38	32	41	36	40	36	40
Don't know	16	16	15	11	10	10	11	16	10	22	17	18	15	13	14	19	16	18	14	19	18	15	14
NET FAVOURABILITY	-3	8	-39	48	36	-57	43	-33	-6	20	39	17	2	-16	14	-1	8	19	3	10	2	13	6
Reform UK																							
Very favourable	11	11	6	1	3	64	2	22	13	9	9	7	13	16	9	14	11	14	5	11	12	7	13
Somewhat favourable	15	17	31	8	7	33	8	29	21	13	9	16	18	21	14	21	17	12	16	18	19	13	18
TOTAL FAVOURABLE	26	28	37	9	10	97	10	51	34	22	18	23	31	37	23	35	28	26	21	29	31	20	31
Somewhat unfavourable	11	14	26	13	16	2	11	18	14	14	11	15	12	18	15	13	15	16	11	13	14	17	15
Very unfavourable	52	48	30	73	71	1	74	21	47	49	61	51	45	39	54	39	47	49	56	46	43	55	46
TOTAL UNFAVOURABLE	63	62	56	86	87	3	85	39	61	63	72	66	57	57	69	52	62	65	67	59	57	72	61
Don't know	11	10	7	5	4	0	5	9	5	15	11	11	12	7	9	12	10	9	12	12	12	8	9
NET FAVOURABILITY	-37	-34	-19	-77	-77	94	-75	12	-27	-41	-54	-43	-26	-20	-46	-17	-34	-39	-46	-30	-26	-52	-30
Nigel Farage																							
Very favourable	11	11	7	1	3	61	2	23	14	8	6	7	14	16	8	14	11	10	7	11	12	6	13
Somewhat favourable	16	16	28	8	5	32	7	27	20	12	11	13	18	20	14	18	16	17	12	15	19	14	17
TOTAL FAVOURABLE	27	27	35	9	8	93	9	50	34	20	17	20	32	36	22	32	27	27	19	26	31	20	30
Somewhat unfavourable	12	16	25	14	13	5	12	20	14	18	12	17	15	18	16	16	17	15	11	15	16	20	17
Very unfavourable	53	49	32	72	76	1	76	23	48	51	59	54	47	40	56	40	48	49	59	50	43	55	47
TOTAL UNFAVOURABLE	65	65	57	86	89	6	88	43	62	69	71	71	62	58	72	56	65	64	70	65	59	75	64
Don't know	8	8	7	4	3	1	3	8	5	11	13	9	7	7	6	12	8	10	11	10	11	6	6
NET FAVOURABILITY	-38	-38	-22	-77	-81	87	-79	7	-28	-49	-54	-51	-30	-22	-50	-24	-38	-37	-51	-39	-28	-55	-34
Carla Denyer																							
Very favourable	2	5	0	7	8	0	8	1	5	4	9	6	4	2	6	3	5	4	4	6	3	5	5
Somewhat favourable	8	8	5	13	14	1	12	5	9	7	7	9	7	7	9	6	8	6	8	5	8	7	10
TOTAL FAVOURABLE	10	13	5	20	22	1	20	6	14	11	16	15	11	9	15	9	13	10	12	11	11	12	15
Somewhat unfavourable	7	8	11	8	5	10	5	11	11	6	6	7	10	10	8	9	9	4	7	11	7	11	7
Very unfavourable	12	8	12	2	2	21	4	13	10	5	4	7	8	11	7	9	8	11	5	8	9	5	8
TOTAL UNFAVOURABLE	19	16	23	10	7	31	9	24	21	11	10	14	18	21	15	18	17	15	12	19	16	16	15
Don't know	71	72	72	69	71	67	71	70	65	77	74	71	71	71	71	72	71	76	76	71	73	72	70
NET FAVOURABILITY	-9	-3	-18	10	15	-30	11	-18	-7	0	6	1	-7	-12	0	-9	-4	-5	0	-8	-5	-4	0

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

Adrian Ramsay

Very favourable	1	2	0	3	1	0	3	1	2	2	3	2	2	1	2	1	2	1	2	2	2	0	2
Somewhat favourable	6	5	3	8	5	2	6	2	6	3	7	5	4	3	5	4	5	5	3	5	7	5	
TOTAL FAVOURABLE	7	7	3	11	6	2	9	3	8	5	10	7	6	4	7	5	7	6	7	5	7	7	7
Somewhat unfavourable	7	7	8	7	3	10	5	10	9	6	8	6	8	9	7	8	7	4	9	9	6	7	7
Very unfavourable	10	7	10	2	2	16	3	11	9	5	4	6	6	8	6	8	7	10	4	7	8	3	7
TOTAL UNFAVOURABLE	17	14	18	9	5	26	8	21	18	11	12	12	14	17	13	16	14	14	13	16	14	10	14
Don't know	76	80	79	81	89	72	83	77	74	85	77	80	81	78	80	79	80	79	81	79	80	82	79
NET FAVOURABILITY	-10	-7	-15	2	1	-24	1	-18	-10	-6	-2	-5	-8	-13	-6	-11	-7	-8	-6	-11	-7	-3	-7

Ed Davey

Very favourable	5	8	2	12	29	2	13	4	10	6	9	8	9	6	8	7	8	3	8	7	7	6	10
Somewhat favourable	25	26	23	41	38	15	38	17	27	25	26	25	26	27	30	21	26	28	30	24	23	33	25
TOTAL FAVOURABLE	30	34	25	53	67	17	51	21	37	31	35	33	35	33	38	28	34	31	38	31	30	39	35
Somewhat unfavourable	18	16	26	14	5	23	13	21	19	13	8	14	19	21	16	16	17	9	14	16	16	17	18
Very unfavourable	18	13	23	3	2	32	5	25	16	10	5	9	16	22	12	14	13	11	11	14	14	7	15
TOTAL UNFAVOURABLE	36	29	49	17	7	55	18	46	35	23	13	23	35	43	28	30	30	20	25	30	30	24	33
Don't know	35	37	27	30	26	28	30	33	28	45	51	44	32	24	33	43	36	48	37	40	40	38	32
NET FAVOURABILITY	-6	5	-24	36	60	-38	33	-25	2	8	22	10	0	-10	10	-2	4	11	13	1	0	15	2

*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.