

YouGov Survey Results

Sample Size: 2233 GB Adults
Fieldwork: 30th - 31st 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	2233	402	574	205	241	787	832	1081	1152	234	922	552	525	1273	960	1932	107	194	529	366	270	766	
Unweighted Sample	2233	340	653	228	317	898	851	1008	1225	155	881	611	586	1387	846	1899	118	216	555	385	201	758	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	17-18 Jul	30-31 Jul																					
Do you have a favourable or unfavourable opinion of the following?																							
Keir Starmer																							
Very favourable	11	9	1	24	11	0	17	4	11	7	8	10	11	7	11	7	9	8	8	10	8	13	8
Somewhat favourable	33	31	17	55	46	8	44	19	31	32	41	37	29	20	37	24	31	35	38	31	31	29	30
TOTAL FAVOURABLE	44	40	18	79	57	8	61	23	42	39	49	47	40	27	48	31	40	43	46	41	39	42	38
Somewhat unfavourable	21	21	25	10	27	23	20	22	19	22	25	19	17	25	20	21	20	27	25	19	18	18	22
Very unfavourable	23	28	53	5	12	64	15	47	31	25	13	20	33	43	24	34	29	21	23	30	29	26	29
TOTAL UNFAVOURABLE	44	49	78	15	39	87	35	69	50	47	38	39	50	68	44	55	49	48	48	49	47	44	51
Don't know	12	11	5	5	4	5	4	8	8	14	13	14	9	5	8	15	12	9	5	10	13	15	11
NET FAVOURABILITY	0	-9	-60	64	18	-79	26	-46	-8	-8	11	8	-10	-41	4	-24	-9	-5	-2	-8	-8	-2	-13
Rachel Reeves																							
Very favourable	6	6	0	16	12	0	12	2	7	5	6	6	8	6	8	4	6	4	8	6	4	9	7
Somewhat favourable	21	20	11	37	30	5	31	13	22	18	18	23	20	15	24	14	20	20	21	19	20	21	20
TOTAL FAVOURABLE	27	26	11	53	42	5	43	15	29	23	24	29	28	21	32	18	26	24	29	25	24	30	27
Somewhat unfavourable	12	14	20	8	15	19	13	18	15	13	11	11	15	19	14	15	13	16	19	14	14	12	14
Very unfavourable	13	23	48	5	9	48	12	41	26	20	7	14	27	40	21	25	24	15	19	23	24	20	25
TOTAL UNFAVOURABLE	25	37	68	13	24	67	25	59	41	33	18	25	42	59	35	40	37	31	38	37	38	32	39
Don't know	48	37	21	34	34	27	31	27	29	44	57	46	30	20	33	43	37	45	34	37	39	38	35
NET FAVOURABILITY	2	-11	-57	40	18	-62	18	-44	-12	-10	6	4	-14	-38	-3	-22	-11	-7	-9	-12	-14	-2	-12
Angela Rayner																							
Very favourable	11	9	1	23	15	1	17	3	9	9	14	10	11	6	11	7	9	10	10	10	7	11	9
Somewhat favourable	20	21	6	39	31	8	32	12	22	20	24	24	21	16	24	18	21	24	24	22	23	21	18
TOTAL FAVOURABLE	31	30	7	62	46	9	49	15	31	29	38	34	32	22	35	25	30	34	34	32	30	32	27
Somewhat unfavourable	15	15	21	9	18	15	15	18	16	14	12	12	16	20	16	13	14	17	21	13	13	17	15
Very unfavourable	22	25	52	6	13	57	15	44	29	21	5	17	30	41	23	27	26	17	17	26	28	19	27
TOTAL UNFAVOURABLE	37	40	73	15	31	72	30	62	45	35	17	29	46	61	39	40	40	34	38	39	41	36	42
Don't know	33	30	20	23	23	19	23	23	23	37	45	38	22	18	26	35	30	33	28	28	29	32	30
NET FAVOURABILITY	-6	-10	-66	47	15	-63	19	-47	-14	-6	21	5	-14	-39	-4	-15	-10	0	-4	-7	-11	-4	-15
Yvette Cooper																							
Very favourable	6	5	1	14	9	1	12	2	5	5	1	4	9	6	7	4	5	6	8	5	4	8	4
Somewhat favourable	16	16	10	29	28	6	24	12	17	16	14	16	18	16	20	12	17	13	17	19	14	15	17
TOTAL FAVOURABLE	22	21	11	43	37	7	36	14	22	21	15	20	27	22	27	16	22	19	25	24	18	23	21
Somewhat unfavourable	12	15	29	8	12	17	14	20	17	13	10	11	16	23	14	16	15	21	14	15	19	10	14
Very unfavourable	14	17	29	4	6	49	9	31	23	12	6	12	21	28	16	19	18	15	12	18	17	16	19
TOTAL UNFAVOURABLE	26	32	58	12	18	66	23	51	40	25	16	23	37	51	30	35	33	36	26	33	36	26	33
Don't know	52	46	30	44	45	28	41	35	37	54	68	57	37	27	43	49	46	45	49	43	47	52	45
NET FAVOURABILITY	-4	-11	-47	31	19	-59	13	-37	-18	-4	-1	-3	-10	-29	-3	-19	-11	-17	-1	-9	-18	-3	-12

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Weighted Sample	2233	402	574	205	241	787	832	1081	1152	234	922	552	525	1273	960	1932	107	194	529	366	270	766	
Unweighted Sample	2233	340	653	228	317	898	851	1008	1225	155	881	611	586	1387	846	1899	118	216	555	385	201	758	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
David Lammy																							
Very favourable	4	3	1	8	4	0	5	1	3	2	2	2	3	2	4	1	3	3	2	2	2	5	2
Somewhat favourable	14	12	7	22	17	3	20	7	12	11	7	13	12	11	15	8	12	12	11	11	8	17	12
TOTAL FAVOURABLE	18	15	8	30	21	3	25	8	15	13	9	15	15	13	19	9	15	15	13	13	10	22	14
Somewhat unfavourable	11	13	21	12	19	9	15	15	15	11	10	12	13	16	13	13	13	15	11	12	14	14	13
Very unfavourable	17	18	27	6	5	48	11	30	24	12	9	14	22	24	18	18	19	12	15	19	21	18	17
TOTAL UNFAVOURABLE	28	31	48	18	24	57	26	45	39	23	19	26	35	40	31	31	32	27	26	31	35	32	30
Don't know	55	55	45	53	54	40	50	48	46	63	71	58	50	46	51	60	54	58	60	56	55	46	55
NET FAVOURABILITY	-10	-16	-40	12	-3	-54	-1	-37	-24	-10	-10	-11	-20	-27	-12	-22	-17	-12	-13	-18	-25	-10	-16
Nigel Farage																							
		5-8 Jul																					
			30-31 Jul																				
Very favourable	11	11	14	1	2	58	2	24	16	7	6	8	13	18	10	13	12	9	7	12	15	9	12
Somewhat favourable	16	16	28	7	8	30	8	26	17	15	5	14	20	21	14	19	16	22	14	15	17	15	17
TOTAL FAVOURABLE	27	27	42	8	10	88	10	50	33	22	11	22	33	39	24	32	28	31	21	27	32	24	29
Somewhat unfavourable	16	12	22	9	10	7	10	17	11	13	8	11	14	15	11	14	12	8	13	14	13	8	12
Very unfavourable	49	50	30	77	77	2	76	26	51	50	67	54	46	40	58	40	49	50	62	48	45	57	49
TOTAL UNFAVOURABLE	65	62	52	86	87	9	86	43	62	63	75	65	60	55	69	54	61	58	75	62	58	65	61
Don't know	8	10	6	6	3	4	4	8	6	14	14	13	7	6	7	13	10	11	4	12	10	11	9
NET FAVOURABILITY	-38	-35	-10	-78	-77	79	-76	7	-29	-41	-64	-43	-27	-16	-45	-22	-33	-27	-54	-35	-26	-41	-32
Ed Davey																							
Very favourable	8	5	1	9	18	1	8	2	6	4	9	5	5	3	6	4	5	4	4	5	4	9	5
Somewhat favourable	26	22	17	34	42	9	31	15	23	21	27	20	23	21	24	18	22	23	23	20	22	18	24
TOTAL FAVOURABLE	34	27	18	43	60	10	39	17	29	25	36	25	28	24	30	22	27	27	27	25	26	27	29
Somewhat unfavourable	16	17	23	15	9	23	16	21	20	14	14	15	19	21	18	16	17	17	19	19	19	14	15
Very unfavourable	13	16	29	7	4	35	9	29	21	11	2	11	19	28	15	17	16	13	13	16	18	14	17
TOTAL UNFAVOURABLE	29	33	52	22	13	58	25	50	41	25	16	26	38	49	33	33	33	30	32	35	37	28	32
Don't know	37	40	30	36	27	32	35	33	29	50	47	50	34	26	37	44	40	43	40	40	37	45	38
NET FAVOURABILITY	5	-6	-34	21	47	-48	14	-33	-12	0	20	-1	-10	-25	-3	-11	-6	-3	-5	-10	-11	-1	-3
Carla Denyer																							
Very favourable	5	3	0	4	4	0	5	1	3	4	10	3	3	2	4	2	3	5	2	4	2	4	4
Somewhat favourable	8	6	2	10	13	2	8	3	6	6	9	7	6	3	6	5	6	11	6	5	3	8	6
TOTAL FAVOURABLE	13	9	2	14	17	2	13	4	9	10	19	10	9	5	10	7	9	16	8	9	5	12	10
Somewhat unfavourable	8	5	5	6	8	4	4	7	6	4	9	4	5	8	5	6	6	6	4	7	7	5	4
Very unfavourable	8	7	9	4	3	15	4	11	10	4	6	7	8	8	6	9	8	6	4	7	8	8	8
TOTAL UNFAVOURABLE	16	12	14	10	9	23	8	18	16	8	15	11	13	16	11	15	14	12	8	14	15	13	12
Don't know	72	78	84	75	75	76	79	79	74	82	67	80	79	79	78	77	78	72	84	77	80	75	78
NET FAVOURABILITY	-3	-3	-12	4	8	-21	5	-14	-7	2	4	-1	-4	-11	-1	-8	-5	4	0	-5	-10	-1	-2

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

Adrian Ramsay

Very favourable	2	1	0	1	2	0	1	0	1	1	3	1	1	0	1	1	1	0	2	1	0	2	1
Somewhat favourable	5	2	1	3	5	1	3	1	2	2	3	2	1	2	2	1	2	3	2	1	2	2	2
TOTAL FAVOURABLE	7	3	1	4	7	1	4	1	3	3	6	3	2	2	3	2	3	3	4	2	2	4	3
Somewhat unfavourable	7	4	7	4	2	7	3	6	5	3	5	3	4	6	3	5	4	6	3	6	5	2	4
Very unfavourable	7	6	6	3	2	12	3	8	8	4	3	6	5	7	4	7	6	2	5	5	8	7	5
TOTAL UNFAVOURABLE	14	10	13	7	4	19	6	14	13	7	8	9	9	13	7	12	10	8	8	11	13	9	9
Don't know	80	88	87	90	88	80	90	85	84	91	86	89	88	86	89	86	87	90	88	88	85	87	89
NET FAVOURABILITY	-7	-7	-12	-3	3	-18	-2	-13	-10	-4	-2	-6	-7	-11	-4	-10	-7	-5	-4	-9	-11	-5	-6

Priti Patel

	8-9 Aug '22	30-31 Jul '24																					
Very favourable	2	3	8	1	0	8	1	6	5	1	1	2	3	5	3	3	3	2	2	3	3	3	3
Somewhat favourable	12	13	30	3	3	32	7	22	16	10	6	9	14	21	12	13	13	10	9	14	15	8	14
TOTAL FAVOURABLE	14	16	38	4	3	40	8	28	21	11	7	11	17	26	15	16	16	12	11	17	18	11	17
Somewhat unfavourable	18	19	30	15	19	22	17	24	19	20	17	16	22	23	19	19	19	22	23	16	19	17	20
Very unfavourable	51	48	19	71	71	25	67	33	49	47	55	50	50	38	53	42	47	44	58	48	45	53	45
TOTAL UNFAVOURABLE	69	67	49	86	90	47	84	57	68	67	72	66	72	61	72	61	66	66	81	64	64	70	65
Don't know	17	17	13	10	6	13	9	15	12	23	21	23	11	12	13	23	18	23	8	19	18	18	17
NET FAVOURABILITY	-55	-51	-11	-82	-87	-7	-76	-29	-47	-56	-65	-55	-55	-35	-57	-45	-50	-54	-70	-47	-46	-59	-48

Kemi Badenoch

	19-20 Jun	30-31 Jul																					
Very favourable	3	2	7	0	0	7	1	5	4	1	0	2	3	4	3	2	2	2	3	2	3	2	3
Somewhat favourable	9	9	26	4	4	17	6	15	11	8	6	5	9	18	10	8	10	6	5	9	10	8	11
TOTAL FAVOURABLE	12	11	33	4	4	24	7	20	15	9	6	7	12	22	13	10	12	8	8	11	13	10	14
Somewhat unfavourable	12	13	19	12	16	14	14	15	15	12	11	11	14	18	14	13	13	12	13	13	16	12	13
Very unfavourable	23	24	10	35	32	19	34	17	29	19	24	24	27	20	28	19	23	21	32	22	24	30	21
TOTAL UNFAVOURABLE	35	37	29	47	48	33	48	32	44	31	35	35	41	38	42	32	36	33	45	35	40	42	34
Don't know	53	51	38	48	47	43	45	47	41	60	60	57	48	40	45	59	51	59	47	55	48	48	51
NET FAVOURABILITY	-23	-26	4	-43	-44	-9	-41	-12	-29	-22	-29	-28	-29	-16	-29	-22	-24	-25	-37	-24	-27	-32	-20

James Cleverly

Very favourable	1	1	4	0	1	2	1	2	2	1	1	1	0	3	1	1	1	0	1	1	2	1	2
Somewhat favourable	11	14	38	7	11	16	11	20	15	12	8	8	13	26	15	12	14	13	14	14	13	8	15
TOTAL FAVOURABLE	12	15	42	7	12	18	12	22	17	13	9	9	13	29	16	13	15	13	15	15	15	9	17
Somewhat unfavourable	18	19	18	21	27	23	21	18	21	16	15	16	21	22	21	15	19	19	18	18	18	18	20
Very unfavourable	23	22	8	30	21	20	29	19	27	17	18	23	27	16	23	20	21	19	27	22	21	25	20
TOTAL UNFAVOURABLE	41	41	26	51	48	43	50	37	48	33	33	39	48	38	44	35	40	38	45	40	39	43	40
Don't know	47	45	32	42	41	38	38	40	35	54	58	52	38	33	40	51	45	49	41	45	46	47	44
NET FAVOURABILITY	-29	-26	16	-44	-36	-25	-38	-15	-31	-20	-24	-30	-35	-9	-28	-22	-25	-25	-30	-25	-24	-34	-23

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Unweighted Sample	2233	340	653	228	317	898	851	1008	1225	155	881	611	586	1387	846	1899	118	216	555	385	201	758	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Robert Jenrick

Very favourable	1	5	0	0	2	0	3	2	1	0	1	1	3	1	1	1	1	0	0	2	2	2
Somewhat favourable	7	22	3	3	8	6	11	8	6	2	3	5	17	7	6	7	5	6	6	8	4	8
TOTAL FAVOURABLE	8	27	3	3	10	6	14	10	7	2	4	6	20	8	7	8	6	6	6	10	6	10
Somewhat unfavourable	11	14	11	14	17	12	13	14	9	12	8	14	14	13	10	11	20	7	12	10	11	12
Very unfavourable	16	5	24	19	13	24	13	21	11	6	17	20	14	17	14	16	15	18	16	17	22	13
TOTAL UNFAVOURABLE	27	19	35	33	30	36	26	35	20	18	25	34	28	30	24	27	35	25	28	27	33	25
Don't know	65	53	62	64	59	58	61	56	73	80	71	59	52	62	69	64	60	70	66	63	61	65
NET FAVOURABILITY	-19	8	-32	-30	-20	-30	-12	-25	-13	-16	-21	-28	-8	-22	-17	-19	-29	-19	-22	-17	-27	-15

Mel Stride

Very favourable	0	1	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	1	1
Somewhat favourable	4	8	3	4	6	4	5	4	4	2	3	4	6	5	3	4	2	2	4	4	4	5
TOTAL FAVOURABLE	4	9	3	4	6	4	5	4	4	2	3	4	7	5	3	4	2	2	4	4	5	6
Somewhat unfavourable	8	9	10	12	11	10	9	11	6	9	5	10	13	9	8	8	11	7	10	8	4	9
Very unfavourable	10	8	10	8	13	9	11	14	7	8	10	12	9	8	12	10	6	10	10	10	12	9
TOTAL UNFAVOURABLE	18	17	20	20	24	19	20	25	13	17	15	22	22	17	20	18	17	17	20	18	16	18
Don't know	77	74	77	76	70	76	74	71	83	82	82	74	71	78	77	77	81	81	76	78	79	76
NET FAVOURABILITY	-14	-8	-17	-16	-18	-15	-15	-21	-9	-15	-12	-18	-15	-12	-17	-14	-15	-15	-16	-14	-11	-12

Tom Tugendhat

Very favourable	2	5	1	0	1	2	2	2	1	0	1	2	4	2	1	2	1	0	1	0	1	3
Somewhat favourable	11	27	7	12	15	11	14	14	9	8	8	11	19	13	9	12	6	8	10	12	8	13
TOTAL FAVOURABLE	13	32	8	12	16	13	16	16	10	8	9	13	23	15	10	14	7	8	11	12	9	16
Somewhat unfavourable	13	11	17	14	17	17	12	16	10	11	12	15	14	15	10	13	18	13	13	12	16	12
Very unfavourable	11	6	14	11	10	13	11	14	8	6	11	13	9	11	11	10	8	15	10	13	12	9
TOTAL UNFAVOURABLE	24	17	31	25	27	30	23	30	18	17	23	28	23	26	21	23	26	28	23	25	28	21
Don't know	64	52	60	62	57	57	61	54	73	76	69	59	55	60	69	64	67	63	66	63	63	63
NET FAVOURABILITY	-11	15	-23	-13	-11	-17	-7	-14	-8	-9	-14	-15	0	-11	-11	-9	-19	-20	-12	-13	-19	-5

Rishi Sunak

	17-18 Jul	30-31 Jul																					
Very favourable	3	4	15	0	1	3	3	5	4	3	1	2	4	8	4	4	4	2	2	4	4	3	4
Somewhat favourable	22	19	52	9	14	18	17	26	19	19	9	16	20	29	21	18	20	15	13	17	19	22	22
TOTAL FAVOURABLE	25	23	67	9	15	21	20	31	23	22	10	18	24	37	25	22	24	17	15	21	23	25	26
Somewhat unfavourable	26	27	22	31	40	30	31	27	28	27	27	26	27	31	29	25	27	30	29	24	31	20	29
Very unfavourable	42	43	7	56	42	45	47	36	44	42	57	47	43	28	41	45	41	45	55	47	37	44	39
TOTAL UNFAVOURABLE	68	70	29	87	82	75	78	63	72	69	84	73	70	59	70	70	68	75	84	71	68	64	68
Don't know	7	7	5	4	2	4	3	6	5	8	6	9	6	5	5	9	7	7	1	8	9	10	5
NET FAVOURABILITY	-43	-47	38	-78	-67	-54	-58	-32	-49	-47	-74	-55	-46	-22	-45	-48	-44	-58	-69	-50	-45	-39	-42

YouGov Survey Results

Sample Size: 2233 GB Adults
Fieldwork: 30th - 31st 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	2233	402	574	205	241	787	832	1081	1152	234	922	552	525	1273	960	1932	107	194	529	366	270	766	
Unweighted Sample	2233	340	653	228	317	898	851	1008	1225	155	881	611	586	1387	846	1899	118	216	555	385	201	758	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	1-2 Jul	30-31 Jul																					
Jeremy Hunt																							
Very favourable	1	3	9	1	1	2	2	4	3	2	1	1	3	6	3	2	3	1	2	3	4	2	2
Somewhat favourable	13	16	40	8	14	17	15	21	18	13	10	11	14	28	17	14	16	8	13	13	18	12	19
TOTAL FAVOURABLE	14	19	49	9	15	19	17	25	21	15	11	12	17	34	20	16	19	9	15	16	22	14	21
Somewhat unfavourable	25	27	28	29	37	26	27	30	28	26	23	25	30	27	27	25	26	32	28	23	29	29	26
Very unfavourable	41	36	10	49	37	41	46	30	39	33	31	39	41	26	37	34	35	37	47	40	28	33	35
TOTAL UNFAVOURABLE	66	63	38	78	74	67	73	60	67	59	54	64	71	53	64	59	61	69	75	63	57	62	61
Don't know	20	19	13	13	11	14	11	15	13	26	35	24	12	13	16	24	20	22	10	22	22	25	17
NET FAVOURABILITY	-52	-44	11	-69	-59	-48	-56	-35	-46	-44	-43	-52	-54	-19	-44	-43	-42	-60	-60	-47	-35	-48	-40

	19-20 Jun	30-31 Jul																					
Suella Braverman																							
Very favourable	5	4	9	1	1	16	1	9	6	3	2	3	5	7	4	5	5	3	3	4	6	4	5
Somewhat favourable	10	11	25	3	3	28	5	20	13	8	4	6	11	21	10	11	11	7	10	12	10	8	11
TOTAL FAVOURABLE	15	15	34	4	4	44	6	29	19	11	6	9	16	28	14	16	16	10	13	16	16	12	16
Somewhat unfavourable	14	15	27	10	15	15	15	18	14	15	9	13	17	18	14	15	14	18	15	14	17	7	16
Very unfavourable	47	45	20	68	67	22	62	32	50	41	54	47	47	38	52	37	45	43	52	45	42	54	43
TOTAL UNFAVOURABLE	61	60	47	78	82	37	77	50	64	56	63	60	64	56	66	52	59	61	67	59	59	61	59
Don't know	24	25	19	17	14	20	17	22	17	33	30	31	21	16	20	32	25	29	21	25	25	26	25
NET FAVOURABILITY	-46	-45	-13	-74	-78	7	-71	-21	-45	-45	-57	-51	-48	-28	-52	-36	-43	-51	-54	-43	-43	-49	-43

*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.