

# YouGov Survey Results

Sample Size: 2080 GB Adults  
Fieldwork: 27th - 28th June 2024

	Westminster VI							Vote in 2019 GE			EU Ref 2016		Gender		Age				Social Grade	
Total	Con	Lab	Lib Dem	Reform UK	Green	Don't know	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	
<b>Weighted Sample</b>	<b>2080</b>	257	587	202	319	128	228	680	503	177	733	775	1007	1073	218	859	514	489	1186	894
<b>Unweighted Sample</b>	<b>2080</b>	280	601	206	317	128	225	694	517	180	832	795	958	1122	149	836	535	560	1205	875
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## Whether or not you agree with his views, to what extent do you feel you know what Keir Starmer stands for these days?

A lot - I am very clear what he stands for	<b>9</b>	4	18	11	5	4	3	4	16	10	11	8	9	8	8	8	10	8	9	8
A little - I have a broad idea of what he stands for	<b>33</b>	21	57	43	18	32	23	22	48	47	44	23	34	32	39	39	30	25	36	29
<b>TOTAL A LOT / A LITTLE</b>	<b>42</b>	<b>25</b>	<b>75</b>	<b>54</b>	<b>23</b>	<b>36</b>	<b>26</b>	<b>26</b>	<b>64</b>	<b>57</b>	<b>55</b>	<b>31</b>	<b>43</b>	<b>40</b>	<b>47</b>	<b>47</b>	<b>40</b>	<b>33</b>	<b>45</b>	<b>37</b>
Not a lot - I am uncertain exactly what he stands for	<b>27</b>	39	16	23	33	35	32	36	21	24	24	31	26	27	27	24	27	31	27	26
Not at all - I am very uncertain what he stands for	<b>22</b>	33	5	14	41	25	26	34	10	12	15	32	24	20	18	17	24	31	21	24
<b>TOTAL NOT A LOT / AT ALL</b>	<b>49</b>	<b>72</b>	<b>21</b>	<b>37</b>	<b>74</b>	<b>60</b>	<b>58</b>	<b>70</b>	<b>31</b>	<b>36</b>	<b>39</b>	<b>63</b>	<b>50</b>	<b>47</b>	<b>45</b>	<b>41</b>	<b>51</b>	<b>62</b>	<b>48</b>	<b>50</b>
Don't know	<b>9</b>	2	4	9	3	5	16	4	4	7	6	7	6	12	9	12	9	6	7	13

## Thinking about how you think Keir Starmer would carry out the role of Prime Minister, do you think he will do so in much the same way as previous Prime Ministers, or be a completely new type of Prime Minister?

Will be much like previous Prime Ministers	<b>57</b>	63	43	51	79	73	62	69	51	53	55	65	63	51	51	54	62	61	57	57
Will be a completely new type of Prime Minister	<b>22</b>	15	41	31	8	12	11	13	34	32	29	15	21	23	27	25	18	18	23	20
Don't know	<b>21</b>	23	16	18	12	15	27	18	15	15	17	20	16	26	23	21	20	21	20	23

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	Country			Region in England				
	England	Wales	Scotland	North	Midlands	London	Rest of South	
<b>Weighted Sample</b>	<b>2080</b>	1795	104	181	501	345	252	697
<b>Unweighted Sample</b>	<b>2080</b>	1786	108	186	500	358	236	692
	%	%	%	%	%	%	%	%

**Whether or not you agree with his views, to what extent do you feel you know what Keir Starmer stands for these days?**

A lot - I am very clear what he stands for	<b>9</b>	9	8	8	11	7	9	8
A little - I have a broad idea of what he stands for	<b>33</b>	34	31	30	31	36	36	33
<b>TOTAL A LOT / A LITTLE</b>	<b>42</b>	<b>43</b>	<b>39</b>	<b>38</b>	<b>42</b>	<b>43</b>	<b>45</b>	<b>41</b>
Not a lot - I am uncertain exactly what he stands for	<b>27</b>	26	33	27	24	23	29	28
Not at all - I am very uncertain what he stands for	<b>22</b>	22	22	22	25	21	19	23
<b>TOTAL NOT A LOT / AT ALL</b>	<b>49</b>	<b>48</b>	<b>55</b>	<b>49</b>	<b>49</b>	<b>44</b>	<b>48</b>	<b>51</b>
Don't know	<b>9</b>	9	6	13	9	13	7	8

**Thinking about how you think Keir Starmer would carry out the role of Prime Minister, do you think he will do so in much the same way as previous Prime Ministers, or be a completely new type of Prime Minister?**

Will be much like previous Prime Ministers	<b>57</b>	57	63	57	56	54	53	59
Will be a completely new type of Prime Minister	<b>22</b>	22	23	23	20	22	24	22
Don't know	<b>21</b>	21	15	21	23	24	22	19

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	Westminster VI							Vote in 2019 GE			EU Ref 2016		Gender		Age				Social Grade	
	Total	Con	Lab	Lib Dem	Reform UK	Green	Don't know	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE
<b>Weighted Sample</b>	<b>2080</b>	257	587	202	319	128	228	680	503	177	733	775	1007	1073	218	859	514	489	1186	894
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How much do you trust Keir Starmer to make the right decisions for the country on...

### Brexit?

Trust a lot	6	1	17	5	0	4	1	1	15	13	10	3	6	6	4	6	8	5	7	5
Trust a little	19	7	38	30	6	17	10	10	31	26	27	11	19	19	25	23	17	12	22	15
<b>TOTAL TRUST</b>	<b>25</b>	<b>8</b>	<b>55</b>	<b>35</b>	<b>6</b>	<b>21</b>	<b>11</b>	<b>11</b>	<b>46</b>	<b>39</b>	<b>37</b>	<b>14</b>	<b>25</b>	<b>25</b>	<b>29</b>	<b>29</b>	<b>25</b>	<b>17</b>	<b>29</b>	<b>20</b>
Do not trust very much	19	22	18	24	12	24	22	20	20	21	22	17	19	19	24	19	18	17	19	18
Do not trust at all	35	59	6	21	78	32	32	58	13	20	20	55	40	31	25	27	40	48	31	40
<b>TOTAL DO NOT TRUST</b>	<b>54</b>	<b>81</b>	<b>24</b>	<b>45</b>	<b>90</b>	<b>56</b>	<b>54</b>	<b>78</b>	<b>33</b>	<b>41</b>	<b>42</b>	<b>72</b>	<b>59</b>	<b>50</b>	<b>49</b>	<b>46</b>	<b>58</b>	<b>65</b>	<b>50</b>	<b>58</b>
Don't know	21	12	21	21	4	23	36	11	21	21	22	15	16	26	23	25	17	18	21	22

### The economy?

Trust a lot	12	1	33	12	0	5	1	2	26	15	18	6	12	11	12	12	12	10	14	8
Trust a little	27	11	46	35	7	43	19	13	44	37	38	15	28	25	36	34	21	15	29	24
<b>TOTAL TRUST</b>	<b>39</b>	<b>12</b>	<b>79</b>	<b>47</b>	<b>7</b>	<b>48</b>	<b>20</b>	<b>15</b>	<b>70</b>	<b>52</b>	<b>56</b>	<b>21</b>	<b>40</b>	<b>36</b>	<b>48</b>	<b>46</b>	<b>33</b>	<b>25</b>	<b>43</b>	<b>32</b>
Do not trust very much	19	27	8	25	23	17	27	28	13	15	18	22	17	20	17	16	20	23	19	18
Do not trust at all	30	54	4	15	65	24	28	50	8	20	15	48	33	27	20	23	36	40	26	35
<b>TOTAL DO NOT TRUST</b>	<b>49</b>	<b>81</b>	<b>12</b>	<b>40</b>	<b>88</b>	<b>41</b>	<b>55</b>	<b>78</b>	<b>21</b>	<b>35</b>	<b>33</b>	<b>70</b>	<b>50</b>	<b>47</b>	<b>37</b>	<b>39</b>	<b>56</b>	<b>63</b>	<b>45</b>	<b>53</b>
Don't know	13	8	8	13	4	11	25	7	8	13	12	9	9	18	15	15	11	12	12	15

### Immigration?

Trust a lot	8	1	20	12	0	6	1	1	17	16	13	3	8	8	8	8	10	5	10	5
Trust a little	22	8	44	31	5	24	15	10	40	31	33	12	22	22	26	26	20	16	25	19
<b>TOTAL TRUST</b>	<b>30</b>	<b>9</b>	<b>64</b>	<b>43</b>	<b>5</b>	<b>30</b>	<b>16</b>	<b>11</b>	<b>57</b>	<b>47</b>	<b>46</b>	<b>15</b>	<b>30</b>	<b>30</b>	<b>34</b>	<b>34</b>	<b>30</b>	<b>21</b>	<b>35</b>	<b>24</b>
Do not trust very much	16	19	14	26	9	25	20	16	16	16	19	15	16	17	21	16	14	17	17	16
Do not trust at all	39	65	8	19	84	30	39	66	14	24	20	62	43	35	28	31	45	51	35	44
<b>TOTAL DO NOT TRUST</b>	<b>55</b>	<b>84</b>	<b>22</b>	<b>45</b>	<b>93</b>	<b>55</b>	<b>59</b>	<b>82</b>	<b>30</b>	<b>40</b>	<b>39</b>	<b>77</b>	<b>59</b>	<b>52</b>	<b>49</b>	<b>47</b>	<b>59</b>	<b>68</b>	<b>52</b>	<b>60</b>
Don't know	15	6	13	12	2	14	25	6	13	13	15	8	10	19	17	18	11	11	14	16

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	%	%	%	%	%	%	%	%

How much do you trust Keir Starmer to make the right decisions for the country on...

### Brexit?

Trust a lot	<b>6</b>	6	7	3	7	5	10	6
Trust a little	<b>19</b>	19	14	21	19	18	26	17
<b>TOTAL TRUST</b>	<b>25</b>	<b>25</b>	<b>21</b>	<b>24</b>	<b>26</b>	<b>23</b>	<b>36</b>	<b>23</b>
Do not trust very much	<b>19</b>	18	29	21	15	19	19	20
Do not trust at all	<b>35</b>	35	32	34	36	35	24	39
<b>TOTAL DO NOT TRUST</b>	<b>54</b>	<b>53</b>	<b>61</b>	<b>55</b>	<b>51</b>	<b>54</b>	<b>43</b>	<b>59</b>
Don't know	<b>21</b>	21	18	21	23	23	21	19

### The economy?

Trust a lot	<b>12</b>	12	9	10	13	9	17	11
Trust a little	<b>27</b>	26	31	32	26	28	32	22
<b>TOTAL TRUST</b>	<b>39</b>	<b>38</b>	<b>40</b>	<b>42</b>	<b>39</b>	<b>37</b>	<b>49</b>	<b>33</b>
Do not trust very much	<b>19</b>	19	17	17	15	20	18	22
Do not trust at all	<b>30</b>	30	32	27	31	29	23	33
<b>TOTAL DO NOT TRUST</b>	<b>49</b>	<b>49</b>	<b>49</b>	<b>44</b>	<b>46</b>	<b>49</b>	<b>41</b>	<b>55</b>
Don't know	<b>13</b>	13	11	14	15	15	10	13

### Immigration?

Trust a lot	<b>8</b>	8	4	8	8	7	10	7
Trust a little	<b>22</b>	22	20	25	23	19	27	21
<b>TOTAL TRUST</b>	<b>30</b>	<b>30</b>	<b>24</b>	<b>33</b>	<b>31</b>	<b>26</b>	<b>37</b>	<b>28</b>
Do not trust very much	<b>16</b>	16	18	16	14	19	18	16
Do not trust at all	<b>39</b>	40	39	31	40	39	30	43
<b>TOTAL DO NOT TRUST</b>	<b>55</b>	<b>56</b>	<b>57</b>	<b>47</b>	<b>54</b>	<b>58</b>	<b>48</b>	<b>59</b>
Don't know	<b>15</b>	14	19	19	14	15	15	13

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	Westminster VI							Vote in 2019 GE			EU Ref 2016		Gender		Age				Social Grade	
	Total	Con	Lab	Lib Dem	Reform UK	Green	Don't know	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE
<b>Weighted Sample</b>	<b>2080</b>	<b>257</b>	<b>587</b>	<b>202</b>	<b>319</b>	<b>128</b>	<b>228</b>	<b>680</b>	<b>503</b>	<b>177</b>	<b>733</b>	<b>775</b>	<b>1007</b>	<b>1073</b>	<b>218</b>	<b>859</b>	<b>514</b>	<b>489</b>	<b>1186</b>	<b>894</b>
<b>Unweighted Sample</b>	<b>2080</b>	<b>280</b>	<b>601</b>	<b>206</b>	<b>317</b>	<b>128</b>	<b>225</b>	<b>694</b>	<b>517</b>	<b>180</b>	<b>832</b>	<b>795</b>	<b>958</b>	<b>1122</b>	<b>149</b>	<b>836</b>	<b>535</b>	<b>560</b>	<b>1205</b>	<b>875</b>
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## The NHS?

Trust a lot	17	3	43	27	2	7	4	5	36	25	28	8	18	17	18	19	17	14	20	14
Trust a little	30	29	41	34	21	39	23	28	37	37	35	24	35	26	39	34	28	21	32	28
<b>TOTAL TRUST</b>	<b>47</b>	<b>32</b>	<b>84</b>	<b>61</b>	<b>23</b>	<b>46</b>	<b>27</b>	<b>33</b>	<b>73</b>	<b>62</b>	<b>63</b>	<b>32</b>	<b>53</b>	<b>43</b>	<b>57</b>	<b>53</b>	<b>45</b>	<b>35</b>	<b>52</b>	<b>42</b>
Do not trust very much	19	27	5	20	31	23	25	28	12	16	16	25	18	19	14	16	18	25	18	19
Do not trust at all	22	32	4	10	43	22	24	32	8	13	12	34	23	22	16	18	26	28	20	26
<b>TOTAL DO NOT TRUST</b>	<b>41</b>	<b>59</b>	<b>9</b>	<b>30</b>	<b>74</b>	<b>45</b>	<b>49</b>	<b>60</b>	<b>20</b>	<b>29</b>	<b>28</b>	<b>59</b>	<b>41</b>	<b>41</b>	<b>30</b>	<b>34</b>	<b>44</b>	<b>53</b>	<b>38</b>	<b>45</b>
Don't know	12	9	6	7	4	8	24	7	6	9	9	9	8	16	12	13	10	12	10	14

## Education?

Trust a lot	13	2	34	15	0	8	2	3	28	19	21	6	13	12	12	14	13	10	15	10
Trust a little	31	25	45	42	18	37	22	25	42	37	39	24	34	28	36	35	30	22	34	27
<b>TOTAL TRUST</b>	<b>44</b>	<b>27</b>	<b>79</b>	<b>57</b>	<b>18</b>	<b>45</b>	<b>24</b>	<b>28</b>	<b>70</b>	<b>56</b>	<b>60</b>	<b>30</b>	<b>47</b>	<b>40</b>	<b>48</b>	<b>49</b>	<b>43</b>	<b>32</b>	<b>49</b>	<b>37</b>
Do not trust very much	18	29	7	18	26	23	25	29	13	12	15	23	18	18	17	14	19	24	17	20
Do not trust at all	23	35	4	11	49	19	21	34	7	18	12	34	23	22	18	19	25	29	20	27
<b>TOTAL DO NOT TRUST</b>	<b>41</b>	<b>64</b>	<b>11</b>	<b>29</b>	<b>75</b>	<b>42</b>	<b>46</b>	<b>63</b>	<b>20</b>	<b>30</b>	<b>27</b>	<b>57</b>	<b>41</b>	<b>40</b>	<b>35</b>	<b>33</b>	<b>44</b>	<b>53</b>	<b>37</b>	<b>47</b>
Don't know	16	10	11	14	7	13	31	9	10	14	13	13	11	20	17	17	13	16	14	18

## Defence?

Trust a lot	9	2	25	10	0	6	3	2	21	13	16	5	11	8	6	10	10	8	11	7
Trust a little	25	13	43	38	11	30	18	17	39	40	34	17	27	24	30	29	24	18	29	21
<b>TOTAL TRUST</b>	<b>34</b>	<b>15</b>	<b>68</b>	<b>48</b>	<b>11</b>	<b>36</b>	<b>21</b>	<b>19</b>	<b>60</b>	<b>53</b>	<b>50</b>	<b>22</b>	<b>38</b>	<b>32</b>	<b>36</b>	<b>39</b>	<b>34</b>	<b>26</b>	<b>40</b>	<b>28</b>
Do not trust very much	20	30	12	23	23	22	25	26	16	18	20	23	19	21	18	19	22	22	19	22
Do not trust at all	27	44	4	13	63	18	26	46	8	14	12	43	30	24	20	20	31	37	23	31
<b>TOTAL DO NOT TRUST</b>	<b>47</b>	<b>74</b>	<b>16</b>	<b>36</b>	<b>86</b>	<b>40</b>	<b>51</b>	<b>72</b>	<b>24</b>	<b>32</b>	<b>32</b>	<b>66</b>	<b>49</b>	<b>45</b>	<b>38</b>	<b>39</b>	<b>53</b>	<b>59</b>	<b>42</b>	<b>53</b>
Don't know	18	11	16	16	4	24	29	9	16	15	18	12	13	24	26	22	13	15	18	18

## Law and order?

Trust a lot	15	4	37	21	1	10	4	5	32	25	26	7	17	14	14	17	15	13	19	11
Trust a little	26	17	40	33	15	36	24	18	39	33	34	19	27	25	32	30	24	19	29	23
<b>TOTAL TRUST</b>	<b>41</b>	<b>21</b>	<b>77</b>	<b>54</b>	<b>16</b>	<b>46</b>	<b>28</b>	<b>23</b>	<b>71</b>	<b>58</b>	<b>60</b>	<b>26</b>	<b>44</b>	<b>39</b>	<b>46</b>	<b>47</b>	<b>39</b>	<b>32</b>	<b>48</b>	<b>34</b>
Do not trust very much	21	36	10	19	26	21	25	31	13	18	17	27	22	20	17	19	22	25	19	23
Do not trust at all	23	33	3	12	53	18	20	36	7	12	10	36	25	20	17	17	27	30	20	27
<b>TOTAL DO NOT TRUST</b>	<b>44</b>	<b>69</b>	<b>13</b>	<b>31</b>	<b>79</b>	<b>39</b>	<b>45</b>	<b>67</b>	<b>20</b>	<b>30</b>	<b>27</b>	<b>63</b>	<b>47</b>	<b>40</b>	<b>34</b>	<b>36</b>	<b>49</b>	<b>55</b>	<b>39</b>	<b>50</b>
Don't know	15	10	10	14	5	14	27	9	9	12	14	11	10	20	19	17	12	13	14	17

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	%	%	%	%	%	%	%	%
<b>The NHS?</b>								
Trust a lot	17	18	16	16	19	16	22	16
Trust a little	30	30	32	31	28	29	34	30
<b>TOTAL TRUST</b>	<b>47</b>	<b>48</b>	<b>48</b>	<b>47</b>	<b>47</b>	<b>45</b>	<b>56</b>	<b>46</b>
Do not trust very much	19	18	17	20	16	18	18	20
Do not trust at all	22	22	25	22	24	22	16	24
<b>TOTAL DO NOT TRUST</b>	<b>41</b>	<b>40</b>	<b>42</b>	<b>42</b>	<b>40</b>	<b>40</b>	<b>34</b>	<b>44</b>
Don't know	12	12	10	12	13	15	10	10
<b>Education?</b>								
Trust a lot	13	13	9	12	13	10	18	13
Trust a little	31	31	34	31	31	32	34	29
<b>TOTAL TRUST</b>	<b>44</b>	<b>44</b>	<b>43</b>	<b>43</b>	<b>44</b>	<b>42</b>	<b>52</b>	<b>42</b>
Do not trust very much	18	18	16	17	16	21	20	18
Do not trust at all	23	23	24	23	22	21	15	27
<b>TOTAL DO NOT TRUST</b>	<b>41</b>	<b>41</b>	<b>40</b>	<b>40</b>	<b>38</b>	<b>42</b>	<b>35</b>	<b>45</b>
Don't know	16	15	17	17	18	16	13	14
<b>Defence?</b>								
Trust a lot	9	9	11	10	10	7	13	8
Trust a little	25	26	22	22	25	26	30	25
<b>TOTAL TRUST</b>	<b>34</b>	<b>35</b>	<b>33</b>	<b>32</b>	<b>35</b>	<b>33</b>	<b>43</b>	<b>33</b>
Do not trust very much	20	20	17	20	20	21	20	20
Do not trust at all	27	27	29	25	26	27	20	30
<b>TOTAL DO NOT TRUST</b>	<b>47</b>	<b>47</b>	<b>46</b>	<b>45</b>	<b>46</b>	<b>48</b>	<b>40</b>	<b>50</b>
Don't know	18	18	20	22	20	19	17	16
<b>Law and order?</b>								
Trust a lot	15	16	15	12	17	12	22	14
Trust a little	26	26	30	30	27	24	28	25
<b>TOTAL TRUST</b>	<b>41</b>	<b>42</b>	<b>45</b>	<b>42</b>	<b>44</b>	<b>36</b>	<b>50</b>	<b>39</b>
Do not trust very much	21	21	21	19	18	23	26	20
Do not trust at all	23	23	22	22	21	24	15	26
<b>TOTAL DO NOT TRUST</b>	<b>44</b>	<b>44</b>	<b>43</b>	<b>41</b>	<b>39</b>	<b>47</b>	<b>41</b>	<b>46</b>
Don't know	15	15	13	17	17	18	10	14

# YouGov Survey Results

Sample Size: 2080 GB Adults  
Fieldwork: 27th - 28th June 2024

	Westminster VI							Vote in 2019 GE			EU Ref 2016		Gender		Age				Social Grade	
	Total	Con	Lab	Lib Dem	Reform UK	Green	Don't know	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE
<b>Weighted Sample</b>	<b>2080</b>	257	587	202	319	128	228	680	503	177	733	775	1007	1073	218	859	514	489	1186	894
<b>Unweighted Sample</b>	<b>2080</b>	280	601	206	317	128	225	694	517	180	832	795	958	1122	149	836	535	560	1205	875
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## Housing?

Trust a lot	11	1	30	12	0	5	2	2	23	19	16	5	12	10	13	11	12	8	13	9
Trust a little	30	22	48	38	15	26	26	21	43	38	39	22	32	28	35	33	27	23	33	26
<b>TOTAL TRUST</b>	<b>41</b>	<b>23</b>	<b>78</b>	<b>50</b>	<b>15</b>	<b>31</b>	<b>28</b>	<b>23</b>	<b>66</b>	<b>57</b>	<b>55</b>	<b>27</b>	<b>44</b>	<b>38</b>	<b>48</b>	<b>44</b>	<b>39</b>	<b>31</b>	<b>46</b>	<b>35</b>
Do not trust very much	21	31	8	24	29	34	24	31	15	16	19	25	21	21	22	18	21	26	20	22
Do not trust at all	24	35	4	13	51	25	22	37	9	15	13	37	26	22	17	21	27	30	21	28
<b>TOTAL DO NOT TRUST</b>	<b>45</b>	<b>66</b>	<b>12</b>	<b>37</b>	<b>80</b>	<b>59</b>	<b>46</b>	<b>68</b>	<b>24</b>	<b>31</b>	<b>32</b>	<b>62</b>	<b>47</b>	<b>43</b>	<b>39</b>	<b>39</b>	<b>48</b>	<b>56</b>	<b>41</b>	<b>50</b>
Don't know	14	11	9	13	4	11	26	9	10	12	13	11	10	19	13	17	12	13	14	15

## Do you think Keir Starmer will improve the UK's reputation abroad, will worsen the UK's reputation abroad, or will make no difference either way?

Will improve the UK's reputation abroad	26	4	61	34	3	30	7	7	55	38	42	10	31	21	34	31	24	16	31	19
Will worsen the UK's reputation abroad	22	51	2	16	48	13	23	44	4	14	10	38	21	22	15	16	25	33	20	24
Will make no difference either way	39	38	28	37	44	43	45	43	32	36	37	42	39	38	30	37	43	43	37	42
Don't know	13	7	9	13	6	14	25	6	10	11	10	9	8	18	20	16	9	9	12	15

## Do you think these previous Prime Ministers are similar or different to Keir Starmer?

### Winston Churchill

Very similar to Keir Starmer	0	1	1	1	0	0	0	0	1	1	1	1	1	0	0	0	1	0	0	1
Quite similar to Keir Starmer	3	1	4	3	1	4	2	1	4	3	4	1	2	4	4	3	2	1	2	3
<b>TOTAL SIMILAR</b>	<b>3</b>	<b>2</b>	<b>5</b>	<b>4</b>	<b>1</b>	<b>4</b>	<b>2</b>	<b>1</b>	<b>5</b>	<b>4</b>	<b>5</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>4</b>	<b>3</b>	<b>3</b>	<b>1</b>	<b>2</b>	<b>4</b>
Quite different to Keir Starmer	13	8	21	19	6	15	10	11	18	15	18	9	14	12	21	13	14	11	16	10
Very different to Keir Starmer	53	76	39	48	79	51	53	74	42	51	46	67	63	43	42	46	59	61	54	51
<b>TOTAL DIFFERENT</b>	<b>66</b>	<b>84</b>	<b>60</b>	<b>67</b>	<b>85</b>	<b>66</b>	<b>63</b>	<b>85</b>	<b>60</b>	<b>66</b>	<b>64</b>	<b>76</b>	<b>77</b>	<b>55</b>	<b>63</b>	<b>59</b>	<b>73</b>	<b>72</b>	<b>70</b>	<b>61</b>
Don't know	31	13	36	29	14	30	34	15	35	31	31	22	21	40	33	37	24	26	28	35

### Clement Attlee

Very similar to Keir Starmer	1	1	1	3	1	0	0	1	1	2	1	1	2	0	1	1	1	2	1	1
Quite similar to Keir Starmer	7	6	9	8	7	8	2	6	7	11	9	5	9	4	8	5	8	8	8	5
<b>TOTAL SIMILAR</b>	<b>8</b>	<b>7</b>	<b>10</b>	<b>11</b>	<b>8</b>	<b>8</b>	<b>2</b>	<b>7</b>	<b>8</b>	<b>13</b>	<b>10</b>	<b>6</b>	<b>11</b>	<b>4</b>	<b>9</b>	<b>6</b>	<b>9</b>	<b>10</b>	<b>9</b>	<b>6</b>
Quite different to Keir Starmer	8	13	8	6	8	9	7	9	8	8	8	9	9	6	5	5	9	12	8	7
Very different to Keir Starmer	15	27	9	10	24	16	13	22	11	9	13	22	19	11	11	11	17	23	14	16
<b>TOTAL DIFFERENT</b>	<b>23</b>	<b>40</b>	<b>17</b>	<b>16</b>	<b>32</b>	<b>25</b>	<b>20</b>	<b>31</b>	<b>19</b>	<b>17</b>	<b>21</b>	<b>31</b>	<b>28</b>	<b>17</b>	<b>16</b>	<b>16</b>	<b>26</b>	<b>35</b>	<b>22</b>	<b>23</b>
Don't know	70	53	73	73	60	67	77	61	72	69	69	63	61	78	75	79	65	55	69	71

# YouGov Survey Results

Sample Size: 2080 GB Adults  
Fieldwork: 27th - 28th June 2024

	Country			Region in England				
	Total	England	Wales	Scotland	North	Midlands	London	Rest of South
<b>Weighted Sample</b>	<b>2080</b>	1795	104	181	501	345	252	697
<b>Unweighted Sample</b>	<b>2080</b>	1786	108	186	500	358	236	692
	%	%	%	%	%	%	%	%

## Housing?

Trust a lot	11	11	12	9	11	10	15	11
Trust a little	30	29	30	33	33	27	32	27
<b>TOTAL TRUST</b>	<b>41</b>	<b>40</b>	<b>42</b>	<b>42</b>	<b>44</b>	<b>37</b>	<b>47</b>	<b>38</b>
Do not trust very much	21	21	20	20	18	25	20	22
Do not trust at all	24	24	25	21	24	21	21	27
<b>TOTAL DO NOT TRUST</b>	<b>45</b>	<b>45</b>	<b>45</b>	<b>41</b>	<b>42</b>	<b>46</b>	<b>41</b>	<b>49</b>
Don't know	14	14	13	17	15	17	11	13

## Do you think Keir Starmer will improve the UK's reputation abroad, will worsen the UK's reputation abroad, or will make no difference either way?

Will improve the UK's reputation abroad	26	26	24	26	27	22	34	24
Will worsen the UK's reputation abroad	22	22	25	14	20	24	14	26
Will make no difference either way	39	38	36	51	39	38	38	37
Don't know	13	14	16	10	14	15	14	12

## Do you think these previous Prime Ministers are similar or different to Keir Starmer?

### Winston Churchill

Very similar to Keir Starmer	0	1	0	0	1	0	0	1
Quite similar to Keir Starmer	3	3	1	3	3	2	4	2
<b>TOTAL SIMILAR</b>	<b>3</b>	<b>4</b>	<b>1</b>	<b>3</b>	<b>4</b>	<b>2</b>	<b>4</b>	<b>3</b>
Quite different to Keir Starmer	13	13	15	12	12	15	16	13
Very different to Keir Starmer	53	53	56	48	51	50	49	57
<b>TOTAL DIFFERENT</b>	<b>66</b>	<b>66</b>	<b>71</b>	<b>60</b>	<b>63</b>	<b>65</b>	<b>65</b>	<b>70</b>
Don't know	31	30	28	37	33	33	31	27

### Clement Attlee

Very similar to Keir Starmer	1	1	1	2	1	1	2	1
Quite similar to Keir Starmer	7	7	7	6	6	6	8	7
<b>TOTAL SIMILAR</b>	<b>8</b>	<b>8</b>	<b>8</b>	<b>8</b>	<b>7</b>	<b>7</b>	<b>10</b>	<b>8</b>
Quite different to Keir Starmer	8	7	11	7	6	5	9	9
Very different to Keir Starmer	15	15	19	14	15	14	14	16
<b>TOTAL DIFFERENT</b>	<b>23</b>	<b>22</b>	<b>30</b>	<b>21</b>	<b>21</b>	<b>19</b>	<b>23</b>	<b>25</b>
Don't know	70	70	62	71	72	74	68	67



# YouGov Survey Results

Sample Size: 2080 GB Adults  
Fieldwork: 27th - 28th June 2024

	Westminster VI							Vote in 2019 GE			EU Ref 2016		Gender		Age				Social Grade	
	Total	Con	Lab	Lib Dem	Reform UK	Green	Don't know	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE
<b>Weighted Sample</b>	<b>2080</b>	257	587	202	319	128	228	680	503	177	733	775	1007	1073	218	859	514	489	1186	894
<b>Unweighted Sample</b>	<b>2080</b>	280	601	206	317	128	225	694	517	180	832	795	958	1122	149	836	535	560	1205	875
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## Harold Wilson

Very similar to Keir Starmer	1	2	1	2	2	1	0	2	1	1	2	2	2	1	1	1	2	2	2	1
Quite similar to Keir Starmer	12	17	15	10	15	5	8	14	13	16	13	14	15	8	5	7	14	21	13	10
<b>TOTAL SIMILAR</b>	<b>13</b>	<b>19</b>	<b>16</b>	<b>12</b>	<b>17</b>	<b>6</b>	<b>8</b>	<b>16</b>	<b>14</b>	<b>17</b>	<b>15</b>	<b>16</b>	<b>17</b>	<b>9</b>	<b>6</b>	<b>8</b>	<b>16</b>	<b>23</b>	<b>15</b>	<b>11</b>
Quite different to Keir Starmer	12	18	12	13	15	13	11	17	11	16	13	16	13	11	4	5	19	21	12	12
Very different to Keir Starmer	17	29	9	10	29	15	17	26	11	14	14	27	19	15	7	11	21	29	16	18
<b>TOTAL DIFFERENT</b>	<b>29</b>	<b>47</b>	<b>21</b>	<b>23</b>	<b>44</b>	<b>28</b>	<b>28</b>	<b>43</b>	<b>22</b>	<b>30</b>	<b>27</b>	<b>43</b>	<b>32</b>	<b>26</b>	<b>11</b>	<b>16</b>	<b>40</b>	<b>50</b>	<b>28</b>	<b>30</b>
Don't know	57	34	63	65	40	65	64	41	63	54	59	41	50	65	83	77	43	27	57	58

## Margaret Thatcher

Very similar to Keir Starmer	2	1	1	1	3	2	2	1	1	1	1	2	2	2	1	2	3	1	1	3
Quite similar to Keir Starmer	3	0	4	2	2	15	3	1	6	4	5	2	4	3	4	4	3	2	3	4
<b>TOTAL SIMILAR</b>	<b>5</b>	<b>1</b>	<b>5</b>	<b>3</b>	<b>5</b>	<b>17</b>	<b>5</b>	<b>2</b>	<b>7</b>	<b>5</b>	<b>6</b>	<b>4</b>	<b>6</b>	<b>5</b>	<b>5</b>	<b>6</b>	<b>6</b>	<b>3</b>	<b>4</b>	<b>7</b>
Quite different to Keir Starmer	11	7	16	13	7	20	9	9	14	12	14	8	13	10	18	12	10	7	12	10
Very different to Keir Starmer	64	84	62	68	79	48	58	79	63	64	63	76	69	60	53	56	74	75	67	61
<b>TOTAL DIFFERENT</b>	<b>75</b>	<b>91</b>	<b>78</b>	<b>81</b>	<b>86</b>	<b>68</b>	<b>67</b>	<b>88</b>	<b>77</b>	<b>76</b>	<b>77</b>	<b>84</b>	<b>82</b>	<b>70</b>	<b>71</b>	<b>68</b>	<b>84</b>	<b>82</b>	<b>79</b>	<b>71</b>
Don't know	19	8	17	15	10	16	28	9	17	18	17	12	12	26	24	26	11	15	17	23

## John Major

Very similar to Keir Starmer	2	3	1	1	4	2	2	2	1	3	1	3	3	1	0	2	3	2	1	3
Quite similar to Keir Starmer	16	14	19	15	17	21	15	18	19	21	21	18	20	13	8	16	21	16	17	15
<b>TOTAL SIMILAR</b>	<b>18</b>	<b>17</b>	<b>20</b>	<b>16</b>	<b>21</b>	<b>23</b>	<b>17</b>	<b>20</b>	<b>20</b>	<b>24</b>	<b>22</b>	<b>21</b>	<b>23</b>	<b>14</b>	<b>8</b>	<b>18</b>	<b>24</b>	<b>18</b>	<b>18</b>	<b>18</b>
Quite different to Keir Starmer	19	23	20	22	21	12	19	22	19	23	24	20	20	18	11	15	23	24	19	18
Very different to Keir Starmer	28	44	26	24	35	21	23	38	27	24	25	36	31	24	13	23	33	36	29	26
<b>TOTAL DIFFERENT</b>	<b>47</b>	<b>67</b>	<b>46</b>	<b>46</b>	<b>56</b>	<b>33</b>	<b>42</b>	<b>60</b>	<b>46</b>	<b>47</b>	<b>49</b>	<b>56</b>	<b>51</b>	<b>42</b>	<b>24</b>	<b>38</b>	<b>56</b>	<b>60</b>	<b>48</b>	<b>44</b>
Don't know	35	16	34	37	23	44	41	20	34	29	29	23	26	44	69	44	19	22	33	38

## Tony Blair

Very similar to Keir Starmer	9	8	6	5	21	13	5	10	8	8	6	12	12	6	11	8	10	7	8	10
Quite similar to Keir Starmer	30	28	38	31	33	31	21	32	36	30	36	28	34	26	26	32	30	27	32	27
<b>TOTAL SIMILAR</b>	<b>39</b>	<b>36</b>	<b>44</b>	<b>36</b>	<b>54</b>	<b>44</b>	<b>26</b>	<b>42</b>	<b>44</b>	<b>38</b>	<b>42</b>	<b>40</b>	<b>46</b>	<b>32</b>	<b>37</b>	<b>40</b>	<b>40</b>	<b>34</b>	<b>40</b>	<b>37</b>
Quite different to Keir Starmer	21	27	23	25	17	23	23	22	26	24	26	20	21	21	18	19	26	22	23	19
Very different to Keir Starmer	15	26	11	14	18	13	16	22	11	17	13	22	16	15	6	12	18	23	16	15
<b>TOTAL DIFFERENT</b>	<b>36</b>	<b>53</b>	<b>34</b>	<b>39</b>	<b>35</b>	<b>36</b>	<b>39</b>	<b>44</b>	<b>37</b>	<b>41</b>	<b>39</b>	<b>42</b>	<b>37</b>	<b>36</b>	<b>24</b>	<b>31</b>	<b>44</b>	<b>45</b>	<b>39</b>	<b>34</b>
Don't know	25	11	22	24	12	21	35	14	19	20	19	17	17	32	40	28	16	20	21	29

# YouGov Survey Results

Sample Size: 2080 GB Adults  
Fieldwork: 27th - 28th June 2024

	Country			Region in England				
	Total	England	Wales	Scotland	North	Midlands	London	Rest of South
<b>Weighted Sample</b>	<b>2080</b>	1795	104	181	501	345	252	697
<b>Unweighted Sample</b>	<b>2080</b>	1786	108	186	500	358	236	692
	%	%	%	%	%	%	%	%

## Harold Wilson

Very similar to Keir Starmer	1	1	1	2	2	2	1	1
Quite similar to Keir Starmer	12	12	8	10	10	9	16	13
<b>TOTAL SIMILAR</b>	<b>13</b>	<b>13</b>	<b>9</b>	<b>12</b>	<b>12</b>	<b>11</b>	<b>17</b>	<b>14</b>
Quite different to Keir Starmer	12	12	18	11	10	14	12	12
Very different to Keir Starmer	17	17	20	16	17	15	15	20
<b>TOTAL DIFFERENT</b>	<b>29</b>	<b>29</b>	<b>38</b>	<b>27</b>	<b>27</b>	<b>29</b>	<b>27</b>	<b>32</b>
Don't know	57	57	53	61	61	61	55	54

## Margaret Thatcher

Very similar to Keir Starmer	2	1	0	7	1	1	1	2
Quite similar to Keir Starmer	3	3	3	3	4	3	3	3
<b>TOTAL SIMILAR</b>	<b>5</b>	<b>4</b>	<b>3</b>	<b>10</b>	<b>5</b>	<b>4</b>	<b>4</b>	<b>5</b>
Quite different to Keir Starmer	11	11	13	14	9	10	13	12
Very different to Keir Starmer	64	65	69	56	66	62	63	67
<b>TOTAL DIFFERENT</b>	<b>75</b>	<b>76</b>	<b>82</b>	<b>70</b>	<b>75</b>	<b>72</b>	<b>76</b>	<b>79</b>
Don't know	19	19	15	21	20	23	20	17

## John Major

Very similar to Keir Starmer	2	2	0	4	2	2	2	2
Quite similar to Keir Starmer	16	16	19	19	15	15	17	16
<b>TOTAL SIMILAR</b>	<b>18</b>	<b>18</b>	<b>19</b>	<b>23</b>	<b>17</b>	<b>17</b>	<b>19</b>	<b>18</b>
Quite different to Keir Starmer	19	19	20	16	18	18	18	21
Very different to Keir Starmer	28	28	27	28	26	30	25	28
<b>TOTAL DIFFERENT</b>	<b>47</b>	<b>47</b>	<b>47</b>	<b>44</b>	<b>44</b>	<b>48</b>	<b>43</b>	<b>49</b>
Don't know	35	36	34	33	38	35	38	33

## Tony Blair

Very similar to Keir Starmer	9	9	4	10	9	9	10	9
Quite similar to Keir Starmer	30	30	32	28	31	29	22	32
<b>TOTAL SIMILAR</b>	<b>39</b>	<b>39</b>	<b>36</b>	<b>38</b>	<b>40</b>	<b>38</b>	<b>32</b>	<b>41</b>
Quite different to Keir Starmer	21	22	26	16	18	20	30	22
Very different to Keir Starmer	15	15	11	18	15	14	16	17
<b>TOTAL DIFFERENT</b>	<b>36</b>	<b>37</b>	<b>37</b>	<b>34</b>	<b>33</b>	<b>34</b>	<b>46</b>	<b>39</b>
Don't know	25	24	28	28	27	29	22	21

# YouGov Survey Results

Sample Size: 2080 GB Adults  
Fieldwork: 27th - 28th June 2024

	Westminster VI							Vote in 2019 GE			EU Ref 2016		Gender		Age				Social Grade	
	Total	Con	Lab	Lib Dem	Reform UK	Green	Don't know	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE
<b>Weighted Sample</b>	<b>2080</b>	257	587	202	319	128	228	680	503	177	733	775	1007	1073	218	859	514	489	1186	894
<b>Unweighted Sample</b>	<b>2080</b>	280	601	206	317	128	225	694	517	180	832	795	958	1122	149	836	535	560	1205	875
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
<b>Gordon Brown</b>																				
Very similar to Keir Starmer	7	5	7	6	21	2	4	10	5	8	5	10	11	4	6	6	9	7	7	7
Quite similar to Keir Starmer	30	33	38	28	33	30	22	34	37	30	37	30	36	25	21	31	32	31	33	26
<b>TOTAL SIMILAR</b>	<b>37</b>	<b>38</b>	<b>45</b>	<b>34</b>	<b>54</b>	<b>32</b>	<b>26</b>	<b>44</b>	<b>42</b>	<b>38</b>	<b>42</b>	<b>40</b>	<b>47</b>	<b>29</b>	<b>27</b>	<b>37</b>	<b>41</b>	<b>38</b>	<b>40</b>	<b>33</b>
Quite different to Keir Starmer	17	24	15	20	15	26	20	20	21	22	21	18	18	17	13	16	19	19	18	17
Very different to Keir Starmer	15	23	13	11	13	13	15	18	12	15	13	19	14	15	8	13	17	19	14	15
<b>TOTAL DIFFERENT</b>	<b>32</b>	<b>47</b>	<b>28</b>	<b>31</b>	<b>28</b>	<b>39</b>	<b>35</b>	<b>38</b>	<b>33</b>	<b>37</b>	<b>34</b>	<b>37</b>	<b>32</b>	<b>32</b>	<b>21</b>	<b>29</b>	<b>36</b>	<b>38</b>	<b>32</b>	<b>32</b>
Don't know	30	15	27	36	18	29	39	18	24	25	24	22	21	38	52	33	22	25	27	34
<b>David Cameron</b>																				
Very similar to Keir Starmer	3	1	2	1	8	8	2	3	3	1	2	4	4	2	7	3	3	2	2	4
Quite similar to Keir Starmer	17	11	17	15	22	28	14	16	19	20	20	15	19	14	19	19	17	11	17	16
<b>TOTAL SIMILAR</b>	<b>20</b>	<b>12</b>	<b>19</b>	<b>16</b>	<b>30</b>	<b>36</b>	<b>16</b>	<b>19</b>	<b>22</b>	<b>21</b>	<b>22</b>	<b>19</b>	<b>23</b>	<b>16</b>	<b>26</b>	<b>22</b>	<b>20</b>	<b>13</b>	<b>19</b>	<b>20</b>
Quite different to Keir Starmer	24	26	27	32	24	21	26	27	30	21	28	24	26	23	28	23	25	25	27	21
Very different to Keir Starmer	32	50	34	33	34	25	23	40	30	37	31	39	35	30	20	26	38	43	33	31
<b>TOTAL DIFFERENT</b>	<b>56</b>	<b>76</b>	<b>61</b>	<b>65</b>	<b>58</b>	<b>46</b>	<b>49</b>	<b>67</b>	<b>60</b>	<b>58</b>	<b>59</b>	<b>63</b>	<b>61</b>	<b>53</b>	<b>48</b>	<b>49</b>	<b>63</b>	<b>68</b>	<b>60</b>	<b>52</b>
Don't know	24	12	20	19	13	19	35	15	19	20	20	18	16	31	25	29	17	20	20	28
<b>Theresa May</b>																				
Very similar to Keir Starmer	3	3	1	0	8	4	2	4	2	0	2	4	4	2	4	2	3	3	2	5
Quite similar to Keir Starmer	12	8	11	8	21	17	12	13	13	11	13	12	15	10	16	12	13	10	13	11
<b>TOTAL SIMILAR</b>	<b>15</b>	<b>11</b>	<b>12</b>	<b>8</b>	<b>29</b>	<b>21</b>	<b>14</b>	<b>17</b>	<b>15</b>	<b>11</b>	<b>15</b>	<b>16</b>	<b>19</b>	<b>12</b>	<b>20</b>	<b>14</b>	<b>16</b>	<b>13</b>	<b>15</b>	<b>16</b>
Quite different to Keir Starmer	21	25	22	32	21	26	21	24	24	26	25	21	23	20	25	20	24	20	25	17
Very different to Keir Starmer	39	51	47	38	36	34	30	43	44	43	42	42	42	37	30	36	42	46	41	37
<b>TOTAL DIFFERENT</b>	<b>60</b>	<b>76</b>	<b>69</b>	<b>70</b>	<b>57</b>	<b>60</b>	<b>51</b>	<b>67</b>	<b>68</b>	<b>69</b>	<b>67</b>	<b>63</b>	<b>65</b>	<b>57</b>	<b>55</b>	<b>56</b>	<b>66</b>	<b>66</b>	<b>66</b>	<b>54</b>
Don't know	24	13	19	21	14	19	34	16	18	20	19	20	16	31	26	29	19	21	20	30
<b>Boris Johnson</b>																				
Very similar to Keir Starmer	1	2	0	0	3	3	2	1	1	1	1	2	2	1	2	1	2	1	1	2
Quite similar to Keir Starmer	4	2	2	2	7	9	2	3	4	1	3	3	3	4	6	4	3	2	2	5
<b>TOTAL SIMILAR</b>	<b>5</b>	<b>4</b>	<b>2</b>	<b>2</b>	<b>10</b>	<b>12</b>	<b>4</b>	<b>4</b>	<b>5</b>	<b>2</b>	<b>4</b>	<b>5</b>	<b>5</b>	<b>5</b>	<b>8</b>	<b>5</b>	<b>5</b>	<b>3</b>	<b>3</b>	<b>7</b>
Quite different to Keir Starmer	11	10	7	10	15	19	13	11	9	8	9	10	12	10	18	11	8	9	10	11
Very different to Keir Starmer	67	79	79	75	65	56	57	76	73	77	72	71	72	62	58	61	75	72	72	60
<b>TOTAL DIFFERENT</b>	<b>78</b>	<b>89</b>	<b>86</b>	<b>85</b>	<b>80</b>	<b>75</b>	<b>70</b>	<b>87</b>	<b>82</b>	<b>85</b>	<b>81</b>	<b>81</b>	<b>84</b>	<b>72</b>	<b>76</b>	<b>72</b>	<b>83</b>	<b>81</b>	<b>82</b>	<b>71</b>
Don't know	17	7	12	13	9	13	26	9	13	14	14	13	11	23	16	22	12	16	15	21

# YouGov Survey Results

Sample Size: 2080 GB Adults  
Fieldwork: 27th - 28th June 2024

	Country			Region in England				
	Total	England	Wales	Scotland	North	Midlands	London	Rest of South
<b>Weighted Sample</b>	<b>2080</b>	1795	104	181	501	345	252	697
<b>Unweighted Sample</b>	<b>2080</b>	1786	108	186	500	358	236	692
	%	%	%	%	%	%	%	%

## Gordon Brown

Very similar to Keir Starmer	7	8	6	4	8	7	7	8
Quite similar to Keir Starmer	30	30	36	32	32	27	27	31
<b>TOTAL SIMILAR</b>	<b>37</b>	<b>38</b>	<b>42</b>	<b>36</b>	<b>40</b>	<b>34</b>	<b>34</b>	<b>39</b>
Quite different to Keir Starmer	17	18	17	16	15	17	19	19
Very different to Keir Starmer	15	15	13	16	14	14	16	15
<b>TOTAL DIFFERENT</b>	<b>32</b>	<b>33</b>	<b>30</b>	<b>32</b>	<b>29</b>	<b>31</b>	<b>35</b>	<b>34</b>
Don't know	30	30	29	32	31	35	32	26

## David Cameron

Very similar to Keir Starmer	3	3	2	6	3	2	2	3
Quite similar to Keir Starmer	17	16	16	22	17	15	16	16
<b>TOTAL SIMILAR</b>	<b>20</b>	<b>19</b>	<b>18</b>	<b>28</b>	<b>20</b>	<b>17</b>	<b>18</b>	<b>19</b>
Quite different to Keir Starmer	24	25	20	21	25	26	25	25
Very different to Keir Starmer	32	33	34	25	32	29	35	35
<b>TOTAL DIFFERENT</b>	<b>56</b>	<b>58</b>	<b>54</b>	<b>46</b>	<b>57</b>	<b>55</b>	<b>60</b>	<b>60</b>
Don't know	24	23	29	27	23	28	23	21

## Theresa May

Very similar to Keir Starmer	3	3	2	5	2	3	1	4
Quite similar to Keir Starmer	12	12	17	14	13	11	10	12
<b>TOTAL SIMILAR</b>	<b>15</b>	<b>15</b>	<b>19</b>	<b>19</b>	<b>15</b>	<b>14</b>	<b>11</b>	<b>16</b>
Quite different to Keir Starmer	21	22	12	22	20	23	28	21
Very different to Keir Starmer	39	39	45	33	39	35	40	42
<b>TOTAL DIFFERENT</b>	<b>60</b>	<b>61</b>	<b>57</b>	<b>55</b>	<b>59</b>	<b>58</b>	<b>68</b>	<b>63</b>
Don't know	24	24	23	26	25	29	22	22

## Boris Johnson

Very similar to Keir Starmer	1	1	0	4	2	1	0	2
Quite similar to Keir Starmer	4	3	5	5	3	4	3	4
<b>TOTAL SIMILAR</b>	<b>5</b>	<b>4</b>	<b>5</b>	<b>9</b>	<b>5</b>	<b>5</b>	<b>3</b>	<b>6</b>
Quite different to Keir Starmer	11	10	6	17	9	10	12	11
Very different to Keir Starmer	67	68	75	55	69	64	68	68
<b>TOTAL DIFFERENT</b>	<b>78</b>	<b>78</b>	<b>81</b>	<b>72</b>	<b>78</b>	<b>74</b>	<b>80</b>	<b>79</b>
Don't know	17	17	14	20	17	21	17	16

# YouGov Survey Results

Sample Size: 2080 GB Adults  
Fieldwork: 27th - 28th June 2024

	Westminster VI							Vote in 2019 GE			EU Ref 2016		Gender		Age				Social Grade	
	Total	Con	Lab	Lib Dem	Reform UK	Green	Don't know	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE
<b>Weighted Sample</b>	<b>2080</b>	257	587	202	319	128	228	680	503	177	733	775	1007	1073	218	859	514	489	1186	894
<b>Unweighted Sample</b>	<b>2080</b>	280	601	206	317	128	225	694	517	180	832	795	958	1122	149	836	535	560	1205	875
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## Liz Truss

Very similar to Keir Starmer	3	5	0	0	7	5	1	3	1	2	1	4	3	2	3	2	3	4	1	5
Quite similar to Keir Starmer	6	9	1	5	7	9	7	7	3	4	4	7	5	7	6	6	6	5	6	6
<b>TOTAL SIMILAR</b>	<b>9</b>	<b>14</b>	<b>1</b>	<b>5</b>	<b>14</b>	<b>14</b>	<b>8</b>	<b>10</b>	<b>4</b>	<b>6</b>	<b>5</b>	<b>11</b>	<b>8</b>	<b>9</b>	<b>9</b>	<b>8</b>	<b>9</b>	<b>9</b>	<b>7</b>	<b>11</b>
Quite different to Keir Starmer	9	10	5	8	14	10	9	12	8	4	7	11	9	8	11	8	8	9	9	8
Very different to Keir Starmer	58	58	78	67	54	59	41	57	73	71	68	54	65	52	60	56	61	57	63	52
<b>TOTAL DIFFERENT</b>	<b>67</b>	<b>68</b>	<b>83</b>	<b>75</b>	<b>68</b>	<b>69</b>	<b>50</b>	<b>69</b>	<b>81</b>	<b>75</b>	<b>75</b>	<b>65</b>	<b>74</b>	<b>60</b>	<b>71</b>	<b>64</b>	<b>69</b>	<b>66</b>	<b>72</b>	<b>60</b>
Don't know	25	18	16	19	17	17	41	21	16	18	20	24	17	32	20	28	22	25	22	29

## Rishi Sunak

Very similar to Keir Starmer	4	2	0	1	14	10	5	4	3	2	2	6	6	3	4	5	6	3	2	7
Quite similar to Keir Starmer	10	7	5	9	24	11	11	14	5	8	8	12	12	8	15	9	12	9	10	10
<b>TOTAL SIMILAR</b>	<b>14</b>	<b>9</b>	<b>5</b>	<b>10</b>	<b>38</b>	<b>21</b>	<b>16</b>	<b>18</b>	<b>8</b>	<b>10</b>	<b>10</b>	<b>18</b>	<b>18</b>	<b>11</b>	<b>19</b>	<b>14</b>	<b>18</b>	<b>12</b>	<b>12</b>	<b>17</b>
Quite different to Keir Starmer	20	25	20	19	19	17	24	23	18	22	21	19	21	19	24	21	18	19	22	16
Very different to Keir Starmer	48	57	65	57	36	45	30	49	60	56	55	49	49	47	41	45	52	54	51	45
<b>TOTAL DIFFERENT</b>	<b>68</b>	<b>82</b>	<b>85</b>	<b>76</b>	<b>55</b>	<b>62</b>	<b>54</b>	<b>72</b>	<b>78</b>	<b>78</b>	<b>76</b>	<b>68</b>	<b>70</b>	<b>66</b>	<b>65</b>	<b>66</b>	<b>70</b>	<b>73</b>	<b>73</b>	<b>61</b>
Don't know	17	8	11	13	6	16	30	10	13	12	14	13	12	23	16	21	13	16	15	21

## Thinking about Keir Starmer, which animal do you think he is most similar too?

Lion	2	0	5	2	0	1	1	0	4	2	3	1	2	2	2	2	2	2	2	2
Labrador	12	6	23	18	5	11	8	8	18	21	20	8	13	11	7	15	13	9	15	9
Bulldog	2	1	3	3	1	2	2	1	3	1	2	2	2	2	4	2	2	2	2	3
Poodle	5	6	2	5	7	5	3	7	3	4	4	6	6	4	4	4	5	7	5	5
Wolf	3	3	4	2	1	2	2	2	4	2	2	2	2	3	1	3	3	2	3	3
Frog	3	3	4	2	4	4	2	2	4	0	3	2	3	2	10	3	2	0	4	2
Lizard	5	6	3	4	8	5	7	9	3	1	4	6	6	4	7	4	5	6	5	6
Elephant	1	1	3	3	0	2	0	1	3	3	2	1	1	2	2	2	2	0	2	1
Bear	2	2	5	3	0	1	1	1	4	4	4	2	2	2	3	3	2	2	3	2
Snake	15	26	2	7	35	11	16	24	8	5	8	25	15	15	6	13	17	22	12	19
Parrot	3	3	2	3	5	6	5	4	3	2	3	3	4	3	7	3	3	2	3	3
Tortoise	5	5	6	3	4	10	2	4	5	5	4	4	5	4	8	5	5	2	5	4
Mouse	4	6	2	3	7	6	5	6	2	6	2	6	5	3	5	4	4	5	4	4
Sheep	10	16	3	12	15	10	12	15	6	8	7	13	10	9	15	7	10	12	10	10
Don't know	27	16	32	29	8	24	34	15	33	35	32	20	23	31	20	31	26	26	27	28

# YouGov Survey Results

Sample Size: 2080 GB Adults  
Fieldwork: 27th - 28th June 2024

	Country			Region in England				
	Total	England	Wales	Scotland	North	Midlands	London	Rest of South
<b>Weighted Sample</b>	<b>2080</b>	1795	104	181	501	345	252	697
<b>Unweighted Sample</b>	<b>2080</b>	1786	108	186	500	358	236	692
	%	%	%	%	%	%	%	%

## Liz Truss

Very similar to Keir Starmer	3	3	4	4	4	3	1	2
Quite similar to Keir Starmer	6	5	5	11	6	5	3	6
<b>TOTAL SIMILAR</b>	<b>9</b>	<b>8</b>	<b>9</b>	<b>15</b>	<b>10</b>	<b>8</b>	<b>4</b>	<b>8</b>
Quite different to Keir Starmer	9	9	9	6	8	10	9	9
Very different to Keir Starmer	58	58	61	53	56	54	66	59
<b>TOTAL DIFFERENT</b>	<b>67</b>	<b>67</b>	<b>70</b>	<b>59</b>	<b>64</b>	<b>64</b>	<b>75</b>	<b>68</b>
Don't know	25	25	22	26	26	29	21	24

## Rishi Sunak

Very similar to Keir Starmer	4	4	8	6	4	3	3	5
Quite similar to Keir Starmer	10	11	6	9	11	8	10	11
<b>TOTAL SIMILAR</b>	<b>14</b>	<b>15</b>	<b>14</b>	<b>15</b>	<b>15</b>	<b>11</b>	<b>13</b>	<b>16</b>
Quite different to Keir Starmer	20	19	30	19	16	20	20	21
Very different to Keir Starmer	48	49	42	47	50	48	48	49
<b>TOTAL DIFFERENT</b>	<b>68</b>	<b>68</b>	<b>72</b>	<b>66</b>	<b>66</b>	<b>68</b>	<b>68</b>	<b>70</b>
Don't know	17	17	14	20	18	21	19	15

## Thinking about Keir Starmer, which animal do you think he is most similar too?

Lion	2	2	0	4	3	1	3	1
Labrador	12	12	18	13	10	13	13	12
Bulldog	2	2	1	4	2	2	3	2
Poodle	5	5	3	3	5	4	6	6
Wolf	3	2	3	3	3	2	3	2
Frog	3	3	5	2	2	3	4	3
Lizard	5	5	4	6	7	3	4	5
Elephant	1	1	1	2	0	2	2	2
Bear	2	3	0	1	3	2	2	2
Snake	15	15	21	11	14	18	12	16
Parrot	3	3	5	2	4	4	3	3
Tortoise	5	5	0	2	5	5	7	5
Mouse	4	4	7	5	3	4	3	4
Sheep	10	10	6	9	10	8	9	11
Don't know	27	27	25	31	29	28	26	26

# YouGov Survey Results

Sample Size: 2080 GB Adults  
Fieldwork: 27th - 28th June 2024

	Westminster VI						Vote in 2019 GE			EU Ref 2016		Gender		Age				Social Grade		
	Total	Con	Lab	Lib Dem	Reform UK	Green	Don't know	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE
<b>Weighted Sample</b>	<b>2080</b>	257	587	202	319	128	228	680	503	177	733	775	1007	1073	218	859	514	489	1186	894
<b>Unweighted Sample</b>	<b>2080</b>	280	601	206	317	128	225	694	517	180	832	795	958	1122	149	836	535	560	1205	875
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## If Keir Starmer was at Hogwarts, which house do you think he would be placed in?

Gryffindor (which values courage, bravery, nerve, and chivalry)	<b>3</b>	1	5	6	0	3	1	1	5	4	4	2	2	3	2	4	2	1	3	2
Hufflepuff (which values hard work, patience, justice, and loyalty)	<b>25</b>	14	45	37	11	22	18	15	39	35	37	14	26	25	31	30	24	16	30	19
Ravenclaw (which values intelligence, creativity, learning, and wit)	<b>6</b>	4	8	9	4	5	4	4	7	7	7	4	5	6	11	8	3	2	6	4
Slytherin (which values ambition, cunning, leadership, and resourcefulness)	<b>20</b>	31	11	15	31	28	18	28	14	17	15	27	20	21	21	18	23	22	18	24
Don't know	<b>46</b>	51	30	33	55	43	58	52	35	37	37	53	47	44	36	39	49	59	42	50

*\*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.*

## YouGov Survey Results

Sample Size: 2080 GB Adults  
Fieldwork: 27th - 28th June 2024

	Country			Region in England				
	England	Wales	Scotland	North	Midlands	London	Rest of South	
<b>Weighted Sample</b>	<b>2080</b>	1795	104	181	501	345	252	697
<b>Unweighted Sample</b>	<b>2080</b>	1786	108	186	500	358	236	692
	%	%	%	%	%	%	%	%

### If Keir Starmer was at Hogwarts, which house do you think he would be placed in?

Gryffindor (which values courage, bravery, nerve, and chivalry)	<b>3</b>	3	0	2	4	3	2	3
Hufflepuff (which values hard work, patience, justice, and loyalty)	<b>25</b>	26	25	24	24	26	32	23
Ravenclaw (which values intelligence, creativity, learning, and wit)	<b>6</b>	6	4	6	6	3	8	6
Slytherin (which values ambition, cunning, leadership, and resourcefulness)	<b>20</b>	20	27	19	21	19	15	22
Don't know	<b>46</b>	46	44	48	45	48	42	46

*\*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.*