

YouGov Survey Results

Sample Size: 2077 GB Adults
Fieldwork: 1st - 2nd July 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	Green	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	2077	277	624	232	278	113	202	679	503	177	732	773	1005	1072	218	858	513	488	1184	893	1792	104	181	501	345	251	696	
Unweighted Sample	2077	309	635	219	300	110	207	730	531	177	856	814	930	1147	116	820	533	608	1210	867	1778	114	185	485	340	243	710	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Regardless of how you feel about them politically, do you have a favourable or unfavourable view of the way Conservative party leader Rishi Sunak has campaigned during the election?

Very favourable	2	11	1	3	1	0	1	5	0	2	2	4	2	3	0	2	2	6	2	3	3	1	1	2	4	3	2
Somewhat favourable	12	44	3	9	12	5	14	24	3	5	9	16	11	14	11	8	12	21	12	12	12	13	9	11	10	15	14
TOTAL FAVOURABLE	14	55	4	12	13	5	15	29	3	7	11	20	13	17	11	10	14	27	14	15	15	14	10	13	14	18	16
Neither favourable nor unfavourable	24	26	17	23	31	21	35	31	15	27	19	31	23	25	16	22	27	27	24	24	24	20	23	25	24	20	25
Somewhat unfavourable	22	11	29	27	23	22	15	19	27	27	25	20	23	21	31	23	20	19	24	20	22	19	29	23	24	17	21
Very unfavourable	31	3	48	34	28	41	21	15	50	34	40	23	36	27	34	34	34	22	31	32	31	39	30	33	28	38	28
TOTAL UNFAVOURABLE	53	14	77	61	51	63	36	34	77	61	65	43	59	48	65	57	54	41	55	52	53	58	59	56	52	55	49
Don't know	8	5	3	4	5	11	14	6	4	4	5	6	5	11	8	11	5	6	7	9	8	8	8	6	9	6	10

And regardless of how you feel about them politically, do you have a favourable or unfavourable view of the way Labour party leader Keir Starmer has campaigned during the election?

Very favourable	4	0	11	2	1	1	1	1	11	5	7	2	4	4	1	3	5	6	3	5	4	3	6	4	3	6	3
Somewhat favourable	21	9	43	25	5	8	11	11	36	31	30	15	23	19	17	22	23	18	21	21	21	21	17	21	19	23	22
TOTAL FAVOURABLE	25	9	54	27	6	9	12	12	47	36	37	17	27	23	18	25	28	24	24	26	25	24	23	25	22	29	25
Neither favourable nor unfavourable	32	32	32	38	27	29	39	34	32	35	32	32	32	32	33	32	32	32	34	29	32	32	31	31	32	32	34
Somewhat unfavourable	18	26	9	23	21	28	20	23	10	19	16	20	17	19	24	17	16	19	18	17	18	11	24	17	20	17	17
Very unfavourable	16	27	2	7	40	22	12	26	7	4	9	24	19	13	14	13	18	19	14	17	15	24	12	17	16	14	
TOTAL UNFAVOURABLE	34	53	11	30	61	50	32	49	17	23	25	44	36	32	38	30	34	38	32	34	33	35	36	34	36	33	31
Don't know	9	5	3	5	5	13	16	5	5	6	5	6	6	12	11	13	5	6	9	10	9	9	11	10	10	6	10

And regardless of how you feel about them politically, do you have a favourable or unfavourable view of the way Liberal Democrat party leader Ed Davey has campaigned during the election?

Very favourable	7	3	11	12	2	7	3	2	10	13	10	3	8	5	11	7	6	4	7	6	7	5	5	9	4	8	6
Somewhat favourable	19	13	26	40	6	26	12	11	30	33	25	16	21	17	20	18	20	19	19	19	19	24	17	17	23	22	17
TOTAL FAVOURABLE	26	16	37	52	8	33	15	13	40	46	35	19	29	22	31	25	26	23	26	25	26	29	22	26	27	30	23
Neither favourable nor unfavourable	31	31	32	29	27	27	36	34	29	28	33	32	29	33	23	32	34	28	31	30	31	25	31	29	32	28	33
Somewhat unfavourable	10	17	7	8	16	8	9	14	8	11	10	12	10	11	8	8	12	15	10	10	10	6	13	9	9	11	11
Very unfavourable	13	20	5	1	33	7	10	21	5	4	7	21	16	9	8	8	15	20	12	13	12	21	13	15	11	12	10
TOTAL UNFAVOURABLE	23	37	12	9	49	15	19	35	13	15	17	33	26	20	16	16	27	35	22	23	22	27	26	24	20	23	21
Don't know	21	16	18	10	17	24	29	17	18	10	15	17	16	26	30	27	14	14	20	21	21	19	19	21	22	19	22

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Labour party																												
Focussed more on the positives of their own party and policies	18	6	34	18	12	9	10	13	31	25	26	15	21	15	13	18	21	18	18	19	18	18	18	17	19	18	19	
Focussed more on the negatives of their opponents' parties and policies	45	70	24	53	65	54	49	61	29	43	38	55	47	44	48	40	47	52	48	42	46	46	38	48	50	44	43	
Focussed on both equally	18	11	32	20	8	18	15	12	30	23	24	14	17	19	16	20	20	15	19	18	18	16	20	16	15	25	19	
Focussed on neither	3	2	2	3	8	1	2	4	2	1	2	4	3	3	1	2	4	4	3	3	3	4	2	4	3	3	2	
Don't know	15	11	8	6	7	18	24	10	8	8	10	12	12	19	22	20	9	11	13	18	15	17	22	16	12	10	17	
Liberal Democrats																												
Focussed more on the positives of their own party and policies	26	14	35	47	16	35	16	17	37	42	36	18	31	21	29	26	25	23	28	22	26	26	25	24	27	31	24	
Focussed more on the negatives of their opponents' parties and policies	13	21	10	11	22	5	11	20	9	8	10	18	14	13	11	9	17	18	13	14	14	13	11	11	18	12	14	
Focussed on both equally	15	16	17	20	13	16	11	15	19	22	17	16	14	16	14	12	18	18	15	15	15	16	15	15	13	18	15	
Focussed on neither	9	13	6	10	18	11	9	12	6	12	7	12	11	8	7	8	8	13	9	9	9	13	8	10	10	7	9	
Don't know	37	35	31	12	31	33	53	36	28	16	29	36	31	42	39	44	31	28	34	40	37	32	40	40	32	31	38	

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Reform UK																												
Focussed more on the positives of their own party and policies	21	23	12	17	57	17	21	32	15	14	13	33	23	19	19	19	23	25	22	20	21	27	19	22	21	20	20	
Focussed more on the negatives of their opponents' parties and policies	35	34	47	47	11	43	26	29	47	48	45	29	37	32	32	33	38	35	37	32	35	37	28	31	34	42	36	
Focussed on both equally	10	11	7	10	23	8	10	14	7	9	8	14	11	9	10	10	10	11	9	11	11	5	5	13	11	9	11	
Focussed on neither	8	10	11	8	2	12	5	6	11	8	12	5	9	7	4	8	9	8	7	8	7	9	14	6	10	9	6	
Don't know	26	23	22	18	7	20	38	19	20	20	22	19	20	32	35	30	20	22	24	29	26	21	34	28	25	20	27	
Green party																												
Focussed more on the positives of their own party and policies	25	16	32	35	15	56	20	18	40	30	34	20	28	23	30	25	28	21	28	21	26	30	19	24	26	28	26	
Focussed more on the negatives of their opponents' parties and policies	9	15	8	6	15	1	7	13	6	5	7	12	11	7	9	6	11	13	9	10	9	6	11	7	13	10	8	
Focussed on both equally	10	7	12	11	12	14	8	9	13	12	11	10	11	10	11	9	12	11	11	10	10	15	10	11	9	13	10	
Focussed on neither	7	12	6	8	13	7	5	11	4	7	6	9	9	6	6	7	6	10	7	8	7	9	11	7	5	7	8	
Don't know	48	49	42	39	46	22	60	48	37	46	42	48	41	54	44	53	43	45	45	51	48	40	49	51	47	42	49	

**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.*