

YouGov Survey Results

Sample Size: 1864 Sky debate viewers
Fieldwork: 12th June 2024

| | Vote in 2019 GE | | | EU Ref 2016 | | Gender | | Age | | | | Who do you think performed best in tonight's event? | | | Who expected to perform best | | | |
|--------------------------|-----------------|-----|---------|-------------|-------|--------|--------|-------|-------|-------|-----|---|--------------|------------|------------------------------|--------------|------------|-----|
| | Con | Lab | Lib Dem | Remain | Leave | Male | Female | 18-24 | 25-49 | 50-64 | 65+ | Rishi Sunak | Keir Starmer | Don't know | Rishi Sunak | Keir Starmer | Don't know | |
| Weighted Sample | 1864 | 708 | 522 | 186 | 909 | 727 | 1012 | 852 | 91 | 722 | 575 | 476 | 637 | 1113 | 114 | 590 | 812 | 462 |
| Unweighted Sample | 1864 | 687 | 647 | 169 | 957 | 706 | 1007 | 857 | 78 | 731 | 578 | 477 | 610 | 1142 | 112 | 563 | 840 | 461 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

Leaving aside your own party preference, who do you think performed best overall in tonight's televised leaders' event?

| | | | | | | | | | | | | | | | | | | |
|--------------|-----------|----|----|----|----|----|----|----|----|----|----|----|-----|-----|-----|----|----|----|
| Rishi Sunak | 34 | 62 | 9 | 22 | 22 | 52 | 33 | 36 | 20 | 27 | 35 | 46 | 100 | 0 | 0 | 71 | 10 | 30 |
| Keir Starmer | 60 | 31 | 86 | 73 | 72 | 42 | 62 | 57 | 74 | 66 | 59 | 47 | 0 | 100 | 0 | 23 | 88 | 58 |
| Don't know | 6 | 7 | 5 | 5 | 6 | 6 | 5 | 7 | 6 | 6 | 6 | 7 | 0 | 0 | 100 | 6 | 2 | 12 |

Leaving aside your own party preference, who do you think performed best overall in tonight's debate?

[Excluding don't knows]

| | | | | | | | | | | | | | | | | | | |
|---------|-----------|----|----|----|----|----|----|----|----|----|----|----|-----|-----|---|----|----|----|
| Sunak | 36 | 67 | 9 | 23 | 23 | 55 | 34 | 39 | 21 | 29 | 37 | 49 | 100 | 0 | 0 | 76 | 10 | 34 |
| Starmer | 64 | 33 | 91 | 77 | 77 | 45 | 66 | 61 | 79 | 71 | 63 | 51 | 0 | 100 | 0 | 24 | 90 | 66 |

Leaving aside your own party preference, who do you think performed best overall in tonight's interview section where they answered questions from Beth Rigby?

| | | | | | | | | | | | | | | | | | | |
|--------------|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Rishi Sunak | 37 | 63 | 13 | 21 | 26 | 52 | 36 | 38 | 29 | 31 | 37 | 47 | 87 | 7 | 47 | 73 | 13 | 34 |
| Keir Starmer | 58 | 32 | 82 | 75 | 70 | 42 | 59 | 56 | 60 | 64 | 57 | 48 | 9 | 89 | 26 | 23 | 84 | 56 |
| Don't know | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 6 | 11 | 5 | 6 | 4 | 4 | 4 | 27 | 4 | 3 | 11 |

Leaving aside your own party preference, who do you think performed best overall in tonight's interview section where they answered questions from Beth Rigby?

[Excluding don't knows]

| | | | | | | | | | | | | | | | | | | |
|---------|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Sunak | 39 | 67 | 14 | 22 | 27 | 55 | 38 | 41 | 32 | 33 | 40 | 49 | 91 | 8 | 64 | 76 | 13 | 38 |
| Starmer | 61 | 33 | 86 | 78 | 73 | 45 | 62 | 59 | 68 | 67 | 60 | 51 | 9 | 92 | 36 | 24 | 87 | 62 |

Sample Size: 1864 Sky debate viewers
Fieldwork: 12th June 2024

| | Vote in 2019 GE | | | EU Ref 2016 | | Gender | | Age | | | | Who do you think performed best in tonight's event? | | | Who expected to perform best | | | |
|--------------------------|-----------------|-----|-----|-------------|--------|--------|------|--------|-------|-------|-------|---|-------------|--------------|------------------------------|-------------|--------------|------------|
| | Total | Con | Lab | Lib Dem | Remain | Leave | Male | Female | 18-24 | 25-49 | 50-64 | 65+ | Rishi Sunak | Keir Starmer | Don't know | Rishi Sunak | Keir Starmer | Don't know |
| Weighted Sample | 1864 | 708 | 522 | 186 | 909 | 727 | 1012 | 852 | 91 | 722 | 575 | 476 | 637 | 1113 | 114 | 590 | 812 | 462 |
| Unweighted Sample | 1864 | 687 | 647 | 169 | 957 | 706 | 1007 | 857 | 78 | 731 | 578 | 477 | 610 | 1142 | 112 | 563 | 840 | 461 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

Leaving aside your own party preference, who do you think performed best overall in tonight's Q&A section where they answered questions from the live audience?

| | | | | | | | | | | | | | | | | | | |
|--------------|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Rishi Sunak | 37 | 66 | 11 | 20 | 25 | 54 | 35 | 39 | 28 | 31 | 36 | 48 | 85 | 9 | 36 | 73 | 13 | 33 |
| Keir Starmer | 59 | 30 | 86 | 77 | 71 | 42 | 61 | 56 | 63 | 65 | 60 | 48 | 12 | 88 | 38 | 24 | 84 | 60 |
| Don't know | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 9 | 4 | 4 | 4 | 2 | 3 | 26 | 3 | 3 | 8 |

Leaving aside your own party preference, who do you think performed best overall in tonight's Q&A section where they answered questions from the live audience?

[Excluding don't knows]

| | | | | | | | | | | | | | | | | | | |
|---------|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Sunak | 38 | 69 | 11 | 20 | 26 | 56 | 36 | 41 | 31 | 32 | 38 | 50 | 87 | 9 | 49 | 75 | 13 | 35 |
| Starmer | 62 | 31 | 89 | 80 | 74 | 44 | 64 | 59 | 69 | 68 | 62 | 50 | 13 | 91 | 51 | 25 | 87 | 65 |

Overall, how well or badly do you think each of the leaders performed in tonight's televised leaders' event?

Rishi Sunak

| | | | | | | | | | | | | | | | | | | |
|--------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very well | 11 | 22 | 2 | 4 | 7 | 19 | 10 | 13 | 1 | 8 | 13 | 16 | 31 | 1 | 2 | 26 | 3 | 7 |
| Fairly well | 37 | 52 | 23 | 37 | 32 | 45 | 34 | 40 | 25 | 32 | 39 | 44 | 62 | 22 | 44 | 54 | 24 | 39 |
| TOTAL WELL | 48 | 74 | 25 | 41 | 39 | 64 | 44 | 53 | 26 | 40 | 52 | 60 | 93 | 23 | 46 | 80 | 27 | 46 |
| Fairly badly | 35 | 21 | 47 | 40 | 41 | 26 | 35 | 34 | 44 | 39 | 33 | 30 | 6 | 51 | 39 | 16 | 46 | 39 |
| Very badly | 16 | 6 | 27 | 19 | 20 | 10 | 20 | 13 | 30 | 20 | 15 | 10 | 1 | 26 | 15 | 4 | 27 | 14 |
| TOTAL BADLY | 51 | 27 | 74 | 59 | 61 | 36 | 55 | 47 | 74 | 59 | 48 | 40 | 7 | 77 | 54 | 20 | 73 | 53 |
| Don't know | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 |

Sample Size: 1864 Sky debate viewers
Fieldwork: 12th June 2024

| | Vote in 2019 GE | | | EU Ref 2016 | | Gender | | Age | | | | Who do you think performed best in tonight's event? | | | Who expected to perform best | | | |
|--------------------------|-----------------|-----|-----|-------------|--------|--------|------|--------|-------|-------|-------|---|-------------|--------------|------------------------------|-------------|--------------|------------|
| | Total | Con | Lab | Lib Dem | Remain | Leave | Male | Female | 18-24 | 25-49 | 50-64 | 65+ | Rishi Sunak | Keir Starmer | Don't know | Rishi Sunak | Keir Starmer | Don't know |
| Weighted Sample | 1864 | 708 | 522 | 186 | 909 | 727 | 1012 | 852 | 91 | 722 | 575 | 476 | 637 | 1113 | 114 | 590 | 812 | 462 |
| Unweighted Sample | 1864 | 687 | 647 | 169 | 957 | 706 | 1007 | 857 | 78 | 731 | 578 | 477 | 610 | 1142 | 112 | 563 | 840 | 461 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

Keir Starmer

| | | | | | | | | | | | | | | | | | | |
|--------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very well | 20 | 10 | 31 | 26 | 24 | 15 | 20 | 20 | 20 | 17 | 22 | 23 | 2 | 32 | 1 | 7 | 33 | 14 |
| Fairly well | 54 | 47 | 60 | 59 | 59 | 48 | 52 | 57 | 47 | 62 | 52 | 45 | 41 | 62 | 48 | 45 | 58 | 59 |
| TOTAL WELL | 74 | 57 | 91 | 85 | 83 | 63 | 72 | 77 | 67 | 79 | 74 | 68 | 43 | 94 | 49 | 52 | 91 | 73 |
| Fairly badly | 21 | 35 | 7 | 14 | 14 | 30 | 22 | 19 | 27 | 16 | 21 | 28 | 45 | 5 | 41 | 39 | 7 | 21 |
| Very badly | 5 | 8 | 1 | 1 | 3 | 7 | 5 | 4 | 6 | 5 | 5 | 5 | 11 | 1 | 9 | 9 | 2 | 5 |
| TOTAL BADLY | 26 | 43 | 8 | 15 | 17 | 37 | 27 | 23 | 33 | 21 | 26 | 33 | 56 | 6 | 50 | 48 | 9 | 26 |
| Don't know | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 1 |

Who do you think came across as more...

... trustworthy?

| | | | | | | | | | | | | | | | | | | |
|--------------|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Rishi Sunak | 28 | 54 | 4 | 17 | 16 | 44 | 27 | 28 | 13 | 20 | 29 | 40 | 71 | 3 | 24 | 62 | 5 | 22 |
| Keir Starmer | 58 | 27 | 88 | 73 | 73 | 38 | 59 | 57 | 65 | 67 | 58 | 45 | 12 | 88 | 35 | 21 | 87 | 57 |
| Don't know | 14 | 19 | 8 | 10 | 11 | 18 | 14 | 14 | 22 | 13 | 13 | 14 | 17 | 9 | 41 | 17 | 8 | 20 |

... likeable?

| | | | | | | | | | | | | | | | | | | |
|--------------|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Rishi Sunak | 29 | 53 | 9 | 16 | 19 | 45 | 27 | 31 | 13 | 21 | 31 | 43 | 70 | 6 | 31 | 61 | 8 | 25 |
| Keir Starmer | 56 | 29 | 80 | 70 | 67 | 39 | 59 | 52 | 67 | 65 | 55 | 42 | 15 | 83 | 27 | 23 | 84 | 50 |
| Don't know | 15 | 18 | 11 | 14 | 14 | 16 | 14 | 16 | 20 | 14 | 14 | 15 | 15 | 12 | 43 | 16 | 8 | 25 |

... in touch with ordinary people?

| | | | | | | | | | | | | | | | | | | |
|--------------|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Rishi Sunak | 13 | 26 | 1 | 6 | 7 | 22 | 11 | 14 | 1 | 8 | 13 | 21 | 34 | 1 | 5 | 30 | 2 | 9 |
| Keir Starmer | 71 | 46 | 93 | 83 | 82 | 54 | 73 | 69 | 84 | 79 | 69 | 59 | 35 | 94 | 50 | 41 | 93 | 70 |
| Don't know | 16 | 28 | 6 | 11 | 11 | 24 | 16 | 17 | 15 | 13 | 18 | 19 | 31 | 5 | 45 | 29 | 5 | 21 |

... Prime Ministerial?

| | | | | | | | | | | | | | | | | | | |
|--------------|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Rishi Sunak | 35 | 64 | 9 | 19 | 23 | 53 | 34 | 36 | 29 | 28 | 36 | 45 | 81 | 8 | 39 | 74 | 10 | 29 |
| Keir Starmer | 50 | 21 | 80 | 64 | 64 | 32 | 55 | 45 | 54 | 57 | 50 | 40 | 7 | 79 | 18 | 13 | 78 | 50 |
| Don't know | 15 | 14 | 11 | 16 | 14 | 15 | 12 | 18 | 17 | 15 | 13 | 15 | 12 | 13 | 43 | 13 | 12 | 21 |

Who do you think performed best on...

... the economy?

| | | | | | | | | | | | | | | | | | | |
|--------------|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Rishi Sunak | 42 | 74 | 11 | 29 | 28 | 61 | 39 | 44 | 24 | 34 | 42 | 55 | 87 | 14 | 57 | 80 | 15 | 39 |
| Keir Starmer | 49 | 18 | 78 | 64 | 62 | 32 | 52 | 46 | 62 | 56 | 49 | 37 | 9 | 76 | 18 | 14 | 77 | 47 |
| Don't know | 9 | 8 | 12 | 7 | 10 | 7 | 8 | 10 | 14 | 10 | 8 | 8 | 5 | 10 | 25 | 6 | 8 | 14 |

Sample Size: 1864 Sky debate viewers
Fieldwork: 12th June 2024

| | Vote in 2019 GE | | | EU Ref 2016 | | Gender | | Age | | | | Who do you think performed best in tonight's event? | | | Who expected to perform best | | | |
|--------------------------|-----------------|-----|-----|-------------|--------|--------|------|--------|-------|-------|-------|---|-------------|--------------|------------------------------|-------------|--------------|------------|
| | Total | Con | Lab | Lib Dem | Remain | Leave | Male | Female | 18-24 | 25-49 | 50-64 | 65+ | Rishi Sunak | Keir Starmer | Don't know | Rishi Sunak | Keir Starmer | Don't know |
| Weighted Sample | 1864 | 708 | 522 | 186 | 909 | 727 | 1012 | 852 | 91 | 722 | 575 | 476 | 637 | 1113 | 114 | 590 | 812 | 462 |
| Unweighted Sample | 1864 | 687 | 647 | 169 | 957 | 706 | 1007 | 857 | 78 | 731 | 578 | 477 | 610 | 1142 | 112 | 563 | 840 | 461 |

| | | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | |
|---------------------------------|--------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| ... the NHS? | Rishi Sunak | 20 | 40 | 3 | 8 | 13 | 32 | 19 | 21 | 5 | 15 | 21 | 29 | 49 | 3 | 17 | 45 | 4 | 15 |
| | Keir Starmer | 70 | 44 | 93 | 82 | 81 | 52 | 71 | 68 | 80 | 77 | 67 | 59 | 33 | 92 | 52 | 37 | 93 | 71 |
| | Don't know | 10 | 16 | 3 | 9 | 6 | 16 | 10 | 11 | 15 | 8 | 12 | 12 | 17 | 4 | 31 | 17 | 3 | 14 |
| ... issues facing young people? | Rishi Sunak | 27 | 53 | 6 | 14 | 16 | 45 | 25 | 30 | 10 | 19 | 30 | 42 | 64 | 7 | 24 | 57 | 7 | 25 |
| | Keir Starmer | 58 | 30 | 85 | 71 | 71 | 39 | 61 | 55 | 70 | 69 | 56 | 42 | 21 | 81 | 40 | 26 | 84 | 55 |
| | Don't know | 14 | 18 | 9 | 15 | 13 | 16 | 14 | 15 | 20 | 12 | 14 | 17 | 15 | 12 | 36 | 17 | 9 | 20 |
| ... tax? | Rishi Sunak | 41 | 70 | 13 | 23 | 28 | 58 | 39 | 42 | 28 | 36 | 39 | 51 | 82 | 15 | 54 | 77 | 16 | 37 |
| | Keir Starmer | 42 | 16 | 68 | 56 | 55 | 26 | 44 | 41 | 43 | 47 | 44 | 33 | 8 | 66 | 13 | 12 | 70 | 35 |
| | Don't know | 17 | 13 | 20 | 21 | 17 | 16 | 17 | 17 | 29 | 16 | 17 | 16 | 10 | 19 | 33 | 12 | 15 | 28 |

Which of the following words, if any, would you use to describe the televised leaders' event?
Please pick up to three.

| | | | | | | | | | | | | | | | | | | |
|-------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Interesting | 52 | 51 | 52 | 59 | 53 | 52 | 51 | 53 | 47 | 48 | 53 | 59 | 55 | 53 | 24 | 52 | 52 | 52 |
| Frustrating | 47 | 46 | 51 | 51 | 49 | 44 | 46 | 48 | 53 | 49 | 46 | 44 | 43 | 48 | 65 | 42 | 49 | 50 |
| Engaging | 37 | 36 | 37 | 43 | 37 | 37 | 38 | 37 | 38 | 37 | 38 | 37 | 38 | 40 | 10 | 39 | 40 | 30 |
| Helpful | 27 | 27 | 28 | 23 | 27 | 27 | 26 | 28 | 25 | 26 | 28 | 27 | 28 | 28 | 11 | 28 | 28 | 23 |
| Vague | 26 | 29 | 23 | 22 | 23 | 29 | 30 | 21 | 23 | 29 | 25 | 23 | 26 | 24 | 40 | 28 | 22 | 30 |
| Detailed | 15 | 15 | 15 | 14 | 16 | 14 | 15 | 16 | 20 | 15 | 13 | 18 | 16 | 15 | 3 | 15 | 16 | 13 |
| Fake | 12 | 11 | 10 | 7 | 9 | 13 | 12 | 11 | 18 | 12 | 13 | 9 | 9 | 12 | 23 | 10 | 12 | 14 |
| Confusing | 10 | 11 | 8 | 12 | 9 | 10 | 9 | 10 | 8 | 11 | 7 | 11 | 11 | 8 | 21 | 10 | 8 | 11 |
| Authentic | 9 | 9 | 10 | 12 | 10 | 9 | 10 | 8 | 8 | 8 | 9 | 11 | 10 | 9 | 4 | 11 | 9 | 8 |
| Boring | 6 | 7 | 5 | 7 | 5 | 8 | 7 | 6 | 8 | 7 | 6 | 6 | 6 | 6 | 18 | 8 | 5 | 7 |
| None of the above | 1 | 1 | 1 | 0 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 0 | 1 | 1 | 3 | 1 | 1 | 1 |
| Don't know | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |

Sample Size: 1864 Sky debate viewers
Fieldwork: 12th June 2024

| | Vote in 2019 GE | | | EU Ref 2016 | | Gender | | Age | | | | Who do you think performed best in tonight's event? | | | Who expected to perform best | | | |
|--------------------------|-----------------|-----|-----|-------------|--------|--------|------|--------|-------|-------|-------|---|-------------|--------------|------------------------------|-------------|--------------|------------|
| | Total | Con | Lab | Lib Dem | Remain | Leave | Male | Female | 18-24 | 25-49 | 50-64 | 65+ | Rishi Sunak | Keir Starmer | Don't know | Rishi Sunak | Keir Starmer | Don't know |
| Weighted Sample | 1864 | 708 | 522 | 186 | 909 | 727 | 1012 | 852 | 91 | 722 | 575 | 476 | 637 | 1113 | 114 | 590 | 812 | 462 |
| Unweighted Sample | 1864 | 687 | 647 | 169 | 957 | 706 | 1007 | 857 | 78 | 731 | 578 | 477 | 610 | 1142 | 112 | 563 | 840 | 461 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

Tonight's televised event took place in Grimsby with many of the live audience members coming from this area.

Which of the leaders do you think provided answers that were best for people living in Grimsby?

| | | | | | | | | | | | | | | | | | | |
|--------------|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Rishi Sunak | 17 | 33 | 2 | 10 | 9 | 28 | 18 | 16 | 9 | 13 | 17 | 25 | 44 | 2 | 11 | 39 | 3 | 13 |
| Keir Starmer | 65 | 45 | 86 | 72 | 74 | 53 | 65 | 65 | 70 | 71 | 64 | 57 | 31 | 86 | 50 | 41 | 85 | 62 |
| Don't know | 18 | 22 | 11 | 18 | 17 | 19 | 17 | 18 | 22 | 16 | 19 | 18 | 24 | 12 | 39 | 20 | 12 | 25 |

Tonight's televised event took place in Grimsby with many of the live audience members coming from this area.

Which of the leaders do you think provided answers that were best for people living in Grimsby?

[Excluding don't knows]

| | | | | | | | | | | | | | | | | | | |
|---------|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Sunak | 21 | 42 | 3 | 12 | 11 | 35 | 21 | 20 | 11 | 16 | 21 | 30 | 59 | 2 | 18 | 49 | 4 | 18 |
| Starmer | 79 | 58 | 97 | 88 | 89 | 65 | 79 | 80 | 89 | 84 | 79 | 70 | 41 | 98 | 82 | 51 | 96 | 82 |

Regardless of who you like the most, who do you expect to perform the best in the leaders' interview and Q&A programme on Wednesday 12th June?

| | | | | | | | | | | | | | | | | | | |
|--------------|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|-----|-----|-----|
| Rishi Sunak | 32 | 57 | 8 | 15 | 20 | 48 | 31 | 32 | 22 | 28 | 30 | 41 | 66 | 12 | 33 | 100 | 0 | 0 |
| Keir Starmer | 44 | 20 | 67 | 49 | 54 | 27 | 44 | 42 | 67 | 49 | 42 | 32 | 13 | 64 | 17 | 0 | 100 | 0 |
| Don't know | 25 | 23 | 24 | 36 | 26 | 25 | 25 | 25 | 11 | 23 | 27 | 27 | 21 | 24 | 51 | 0 | 0 | 100 |