

# YouGov Survey Results

Sample Size: 1657 ITV debate viewers  
Fieldwork: 4th June 2024

	Vote in 2019 GE			EU Ref 2016		Gender		Age				Age (2)		Leaving aside your own party preference, who do you think performed best overall in tonight's debate?			
	Total	Con	Lab	Lib Dem	Remian	Leave	Male	Female	18-24	25-49	50-64	65+	under 50	50+	Rishi Sunak	Keir Starmer	Don't know
<b>Weighted Sample</b>	<b>1657</b>	630	464	166	850	636	748	909	60	551	572	473	611	1046	763	746	148
<b>Unweighted Sample</b>	<b>1657</b>	617	510	189	879	620	746	911	54	557	574	472	611	1046	742	767	148
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

Rishi Sunak	<b>46</b>	81	14	23	31	68	46	46	26	36	46	59	35	52	100	0	0
Keir Starmer	<b>45</b>	15	75	66	58	25	47	44	64	54	45	33	55	39	0	100	0
Don't know	<b>9</b>	5	12	11	11	6	8	10	10	10	9	8	10	8	0	0	100

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

[Excluding don't knows]

Rishi Sunak	<b>51</b>	85	15	26	35	73	49	51	29	40	51	65	39	57	100	0	0
Keir Starmer	<b>49</b>	15	85	74	65	27	51	49	71	60	49	35	61	43	0	100	0

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

Rishi Sunak

Very well	<b>19</b>	36	4	6	13	28	18	20	8	14	20	26	14	22	41	1	1
Fairly well	<b>36</b>	47	24	30	30	44	36	36	31	32	36	42	32	39	55	16	42
<b>TOTAL WELL</b>	<b>55</b>	<b>83</b>	<b>28</b>	<b>36</b>	<b>43</b>	<b>72</b>	<b>54</b>	<b>56</b>	<b>39</b>	<b>46</b>	<b>56</b>	<b>68</b>	<b>46</b>	<b>61</b>	<b>96</b>	<b>17</b>	<b>43</b>
Fairly badly	<b>29</b>	13	45	41	37	19	30	29	38	36	28	22	36	25	4	52	42
Very badly	<b>15</b>	3	27	24	20	8	16	14	23	18	16	9	19	13	0	31	12
<b>TOTAL BADLY</b>	<b>44</b>	<b>16</b>	<b>72</b>	<b>65</b>	<b>57</b>	<b>27</b>	<b>46</b>	<b>43</b>	<b>61</b>	<b>54</b>	<b>44</b>	<b>31</b>	<b>55</b>	<b>38</b>	<b>4</b>	<b>83</b>	<b>54</b>
Don't know	<b>0</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3

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

**Keir Starmer**

Very well	<b>12</b>	4	22	17	15	8	12	13	17	11	14	11	12	13	1	26	1
Fairly well	<b>48</b>	32	62	63	57	35	46	49	48	54	49	38	53	44	29	66	52
<b>TOTAL WELL</b>	<b>60</b>	<b>36</b>	<b>84</b>	<b>80</b>	<b>72</b>	<b>43</b>	<b>58</b>	<b>62</b>	<b>65</b>	<b>65</b>	<b>63</b>	<b>49</b>	<b>65</b>	<b>57</b>	<b>30</b>	<b>92</b>	<b>53</b>
Fairly badly	<b>32</b>	50	14	17	23	44	34	31	26	27	30	42	27	35	55	7	40
Very badly	<b>8</b>	14	1	3	5	12	9	7	9	7	7	9	8	8	15	0	5
<b>TOTAL BADLY</b>	<b>40</b>	<b>64</b>	<b>15</b>	<b>20</b>	<b>28</b>	<b>56</b>	<b>43</b>	<b>38</b>	<b>35</b>	<b>34</b>	<b>37</b>	<b>51</b>	<b>35</b>	<b>43</b>	<b>70</b>	<b>7</b>	<b>45</b>
Don't know	<b>0</b>	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	3

**Who do you think came across as more...**

**... trustworthy?**

Rishi Sunak	<b>39</b>	73	6	16	23	60	40	38	23	31	39	51	30	45	79	2	19
Keir Starmer	<b>49</b>	14	84	73	64	27	49	48	66	57	50	35	58	43	7	92	44
Don't know	<b>12</b>	13	11	11	13	13	10	14	11	12	11	14	12	13	14	6	37

**... likeable?**

Rishi Sunak	<b>34</b>	62	8	14	22	51	35	33	15	27	33	47	26	40	69	3	12
Keir Starmer	<b>50</b>	19	82	70	63	31	50	50	74	58	51	35	60	44	13	89	45
Don't know	<b>16</b>	19	11	16	15	17	15	17	11	15	15	18	15	16	18	8	43

**... in touch with ordinary people?**

Rishi Sunak	<b>17</b>	33	2	3	10	27	17	17	8	12	17	24	12	20	36	1	2
Keir Starmer	<b>66</b>	37	94	89	79	47	65	67	81	76	66	51	77	59	35	96	73
Don't know	<b>17</b>	30	4	8	11	26	18	16	12	12	17	25	12	20	29	3	25

**... Prime Ministerial?**

Rishi Sunak	<b>43</b>	77	11	19	30	63	43	44	25	37	41	56	36	48	85	5	18
Keir Starmer	<b>40</b>	11	69	62	52	23	43	37	48	47	41	28	47	35	4	79	26
Don't know	<b>17</b>	12	19	20	19	14	13	20	27	16	17	16	17	17	11	15	56

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Who do you think performed best during the section of the debate on ...

... the cost of living?

Rishi Sunak	<b>38</b>	72	7	17	24	59	39	37	18	27	40	53	26	45	76	4	16
Keir Starmer	<b>51</b>	17	85	72	66	29	50	52	75	60	50	36	62	44	13	90	44
Don't know	<b>11</b>	11	9	10	10	12	11	11	8	12	10	11	12	11	11	6	40

... the NHS?

Rishi Sunak	<b>28</b>	54	4	7	17	45	27	30	10	22	28	40	21	33	59	2	6
Keir Starmer	<b>61</b>	30	90	84	75	40	62	60	79	71	61	46	71	54	26	95	67
Don't know	<b>11</b>	16	6	9	8	15	11	11	11	7	11	15	8	13	15	3	27

... education?

Rishi Sunak	<b>31</b>	56	6	13	20	46	30	32	20	24	28	44	24	35	62	3	11
Keir Starmer	<b>52</b>	24	82	72	64	33	51	53	72	61	53	35	62	45	18	87	44
Don't know	<b>17</b>	20	12	15	16	21	19	16	8	15	18	21	14	20	20	9	45

... tax?

Rishi Sunak	<b>53</b>	87	22	30	39	74	54	53	40	46	52	66	46	58	93	16	38
Keir Starmer	<b>32</b>	7	56	47	43	16	34	31	47	38	33	22	39	28	2	65	15
Don't know	<b>15</b>	6	22	24	18	9	12	16	13	16	15	12	15	14	5	18	47

... immigration?

Rishi Sunak	<b>45</b>	78	13	21	31	65	46	44	33	42	43	54	41	48	83	11	25
Keir Starmer	<b>42</b>	12	73	65	55	23	41	42	49	46	44	32	47	39	8	76	38
Don't know	<b>13</b>	11	14	14	14	12	13	14	18	12	14	14	13	14	9	13	37

... climate change?

Rishi Sunak	<b>24</b>	45	5	7	16	38	23	25	7	21	23	33	20	27	47	4	8
Keir Starmer	<b>48</b>	22	74	69	59	31	50	46	73	55	49	35	56	43	19	78	44
Don't know	<b>28</b>	33	21	24	25	31	27	29	20	25	28	32	24	30	34	18	48

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Which of the following words, if any, would you use to describe the debate?  
Please pick up to three.

Frustrating	<b>62</b>	48	75	80	72	51	62	62	60	68	61	54	67	58	48	72	79
Interesting	<b>42</b>	49	36	30	37	47	39	44	49	37	42	46	38	44	51	37	21
Vague	<b>32</b>	29	32	36	33	31	30	33	22	36	32	27	34	30	28	32	49
Engaging	<b>28</b>	35	21	22	23	34	28	28	35	25	29	30	26	29	37	23	9
Helpful	<b>17</b>	25	13	11	13	22	16	18	19	15	18	20	15	19	23	14	4
Confusing	<b>15</b>	13	14	14	15	14	13	16	20	15	13	16	16	14	13	14	31
Fake	<b>11</b>	9	14	8	11	11	11	11	16	14	10	8	14	9	8	13	22
Detailed	<b>8</b>	10	7	3	7	9	8	8	15	7	8	8	7	8	11	6	2
Boring	<b>7</b>	4	6	11	8	5	8	6	9	8	4	8	8	6	5	8	8
Authentic	<b>4</b>	7	3	2	3	6	5	4	4	5	4	4	4	4	7	3	1
None of the above	<b>1</b>	1	0	1	1	1	1	1	0	0	1	3	0	2	1	1	1
Don't know	<b>0</b>	0	1	0	0	0	0	0	2	0	0	0	0	0	0	1	1