

# YouGov Survey Results

Sample Size: 2001 adults in GB  
Fieldwork: 11th - 12th December 2023

	Vote in 2019 GE			EU Ref 2016		Gender		Age				Social Grade		Country			Region in England					
	Total	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	
<b>Weighted Sample</b>	<b>2001</b>	654	484	170	705	745	968	1033	210	826	494	470	1141	860	1727	100	174	482	332	242	670	
<b>Unweighted Sample</b>	<b>2001</b>	682	471	174	782	748	917	1084	169	838	503	491	1223	778	1723	100	178	474	349	189	711	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	28-29 Nov	11-12 Dec																				
<b>Do you have a favourable or unfavourable opinion of the following?</b>																						
<b>Rishi Sunak</b>																						
Very favourable	4	4	7	1	3	4	4	5	3	5	4	3	5	3	5	4	11	3	3	3	6	4
Somewhat favourable	22	17	33	6	12	14	23	17	17	11	13	16	30	18	17	18	17	13	15	19	17	19
<b>TOTAL FAVOURABLE</b>	<b>26</b>	<b>21</b>	<b>40</b>	<b>7</b>	<b>15</b>	<b>18</b>	<b>27</b>	<b>22</b>	<b>20</b>	<b>16</b>	<b>17</b>	<b>19</b>	<b>35</b>	<b>21</b>	<b>22</b>	<b>22</b>	<b>28</b>	<b>16</b>	<b>18</b>	<b>22</b>	<b>23</b>	<b>23</b>
Somewhat unfavourable	26	26	33	21	39	27	31	25	27	14	28	28	26	26	26	27	16	19	26	25	28	29
Very unfavourable	39	44	23	68	42	51	36	47	41	54	46	46	35	47	40	42	48	58	47	43	43	38
<b>TOTAL UNFAVOURABLE</b>	<b>65</b>	<b>70</b>	<b>56</b>	<b>89</b>	<b>81</b>	<b>78</b>	<b>67</b>	<b>72</b>	<b>68</b>	<b>68</b>	<b>74</b>	<b>74</b>	<b>61</b>	<b>73</b>	<b>66</b>	<b>69</b>	<b>64</b>	<b>77</b>	<b>73</b>	<b>68</b>	<b>71</b>	<b>67</b>
Don't know	9	9	3	3	4	4	5	6	12	17	10	7	5	6	12	9	8	8	8	10	6	10
<b>NET FAVOURABILITY</b>	<b>-39</b>	<b>-49</b>	<b>-16</b>	<b>-82</b>	<b>-66</b>	<b>-60</b>	<b>-40</b>	<b>-50</b>	<b>-48</b>	<b>-52</b>	<b>-57</b>	<b>-55</b>	<b>-26</b>	<b>-52</b>	<b>-44</b>	<b>-47</b>	<b>-36</b>	<b>-61</b>	<b>-55</b>	<b>-46</b>	<b>-48</b>	<b>-44</b>
<b>Jeremy Hunt</b>																						
Very favourable	2	2	4	1	2	2	3	2	2	4	2	2	3	2	3	2	4	2	1	3	3	2
Somewhat favourable	16	14	26	6	19	13	19	17	12	6	10	15	25	15	14	14	15	14	14	12	17	15
<b>TOTAL FAVOURABLE</b>	<b>18</b>	<b>16</b>	<b>30</b>	<b>7</b>	<b>21</b>	<b>15</b>	<b>22</b>	<b>19</b>	<b>14</b>	<b>10</b>	<b>12</b>	<b>17</b>	<b>28</b>	<b>17</b>	<b>17</b>	<b>16</b>	<b>19</b>	<b>16</b>	<b>15</b>	<b>15</b>	<b>20</b>	<b>17</b>
Somewhat unfavourable	27	25	30	26	29	27	28	27	23	18	25	24	28	27	22	26	18	19	21	27	26	28
Very unfavourable	36	38	25	56	36	47	34	41	36	33	41	43	32	39	38	37	47	49	42	36	37	33
<b>TOTAL UNFAVOURABLE</b>	<b>63</b>	<b>63</b>	<b>55</b>	<b>82</b>	<b>65</b>	<b>74</b>	<b>62</b>	<b>68</b>	<b>59</b>	<b>51</b>	<b>66</b>	<b>67</b>	<b>60</b>	<b>66</b>	<b>60</b>	<b>63</b>	<b>65</b>	<b>68</b>	<b>63</b>	<b>63</b>	<b>63</b>	<b>61</b>
Don't know	19	20	16	12	14	11	16	14	27	38	22	16	13	18	24	21	16	16	21	23	17	21
<b>NET FAVOURABILITY</b>	<b>-45</b>	<b>-47</b>	<b>-25</b>	<b>-75</b>	<b>-44</b>	<b>-59</b>	<b>-40</b>	<b>-49</b>	<b>-45</b>	<b>-41</b>	<b>-54</b>	<b>-50</b>	<b>-32</b>	<b>-49</b>	<b>-43</b>	<b>-47</b>	<b>-46</b>	<b>-52</b>	<b>-48</b>	<b>-48</b>	<b>-43</b>	<b>-44</b>
<b>Keir Starmer</b>																						
Very favourable	7	5	2	11	7	8	3	6	4	3	5	5	7	5	5	5	8	8	5	4	6	4
Somewhat favourable	30	27	16	43	51	43	19	28	26	18	32	26	23	31	22	27	35	23	31	23	28	27
<b>TOTAL FAVOURABLE</b>	<b>37</b>	<b>32</b>	<b>18</b>	<b>54</b>	<b>58</b>	<b>51</b>	<b>22</b>	<b>34</b>	<b>30</b>	<b>21</b>	<b>37</b>	<b>31</b>	<b>30</b>	<b>36</b>	<b>27</b>	<b>32</b>	<b>43</b>	<b>31</b>	<b>36</b>	<b>27</b>	<b>34</b>	<b>31</b>
Somewhat unfavourable	24	24	27	23	28	26	24	23	24	29	22	25	23	26	20	24	18	29	21	25	24	25
Very unfavourable	26	30	49	13	8	15	47	32	27	18	23	33	42	26	34	30	28	28	29	34	23	31
<b>TOTAL UNFAVOURABLE</b>	<b>50</b>	<b>54</b>	<b>76</b>	<b>36</b>	<b>36</b>	<b>41</b>	<b>71</b>	<b>55</b>	<b>51</b>	<b>47</b>	<b>45</b>	<b>58</b>	<b>65</b>	<b>52</b>	<b>54</b>	<b>54</b>	<b>46</b>	<b>57</b>	<b>50</b>	<b>59</b>	<b>47</b>	<b>56</b>
Don't know	14	14	6	10	7	9	7	11	18	31	18	10	5	12	18	15	11	12	14	15	18	14
<b>NET FAVOURABILITY</b>	<b>-13</b>	<b>-22</b>	<b>-58</b>	<b>18</b>	<b>22</b>	<b>10</b>	<b>-49</b>	<b>-21</b>	<b>-21</b>	<b>-26</b>	<b>-8</b>	<b>-27</b>	<b>-35</b>	<b>-16</b>	<b>-27</b>	<b>-22</b>	<b>-3</b>	<b>-26</b>	<b>-14</b>	<b>-32</b>	<b>-13</b>	<b>-25</b>

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Fieldwork: 11th - 12th December 2023

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	Total	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	
<b>Weighted Sample</b>	<b>2001</b>	654	484	170	705	745	968	1033	210	826	494	470	1141	860	1727	100	174	482	332	242	670	
<b>Unweighted Sample</b>	<b>2001</b>	682	471	174	782	748	917	1084	169	838	503	491	1223	778	1723	100	178	474	349	189	711	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	14-15 Nov	11-12 Dec																				
<b>Rachel Reeves</b>																						
Very favourable	5	5	1	11	11	10	2	5	4	2	4	7	5	6	4	5	6	4	5	4	7	4
Somewhat favourable	14	12	9	18	24	20	9	15	10	8	13	13	13	14	9	12	11	11	14	11	12	12
<b>TOTAL FAVOURABLE</b>	<b>19</b>	<b>17</b>	<b>10</b>	<b>29</b>	<b>35</b>	<b>30</b>	<b>11</b>	<b>20</b>	<b>14</b>	<b>10</b>	<b>17</b>	<b>20</b>	<b>18</b>	<b>20</b>	<b>13</b>	<b>17</b>	<b>17</b>	<b>15</b>	<b>19</b>	<b>15</b>	<b>19</b>	<b>16</b>
Somewhat unfavourable	12	13	17	11	15	12	16	15	11	7	11	16	16	13	13	13	9	14	10	13	16	14
Very unfavourable	13	14	20	9	4	7	21	16	11	10	10	14	21	12	16	13	18	23	13	14	13	12
<b>TOTAL UNFAVOURABLE</b>	<b>25</b>	<b>27</b>	<b>37</b>	<b>20</b>	<b>19</b>	<b>19</b>	<b>37</b>	<b>31</b>	<b>22</b>	<b>17</b>	<b>21</b>	<b>30</b>	<b>37</b>	<b>25</b>	<b>29</b>	<b>26</b>	<b>27</b>	<b>37</b>	<b>23</b>	<b>27</b>	<b>29</b>	<b>26</b>
Don't know	56	56	52	51	46	51	53	48	64	73	63	50	45	55	59	57	56	49	58	58	53	58
<b>NET FAVOURABILITY</b>	<b>-6</b>	<b>-10</b>	<b>-27</b>	<b>9</b>	<b>16</b>	<b>11</b>	<b>-26</b>	<b>-11</b>	<b>-8</b>	<b>-7</b>	<b>-4</b>	<b>-10</b>	<b>-19</b>	<b>-5</b>	<b>-16</b>	<b>-9</b>	<b>-10</b>	<b>-22</b>	<b>-4</b>	<b>-12</b>	<b>-10</b>	<b>-10</b>

	28-29 Nov	11-12 Dec																				
<b>James Cleverly</b>																						
Very favourable	1	2	4	1	2	2	3	2	2	2	2	1	3	1	3	2	4	1	1	1	3	2
Somewhat favourable	13	12	25	4	11	9	19	13	11	3	8	11	24	12	11	12	14	13	10	9	10	15
<b>TOTAL FAVOURABLE</b>	<b>14</b>	<b>14</b>	<b>29</b>	<b>5</b>	<b>13</b>	<b>11</b>	<b>22</b>	<b>15</b>	<b>13</b>	<b>5</b>	<b>10</b>	<b>12</b>	<b>27</b>	<b>13</b>	<b>14</b>	<b>14</b>	<b>18</b>	<b>14</b>	<b>11</b>	<b>10</b>	<b>13</b>	<b>17</b>
Somewhat unfavourable	19	20	23	20	30	22	23	23	17	13	19	22	24	22	18	20	18	19	20	21	23	20
Very unfavourable	22	23	12	38	29	33	17	28	19	15	22	30	22	25	21	22	24	36	24	19	27	20
<b>TOTAL UNFAVOURABLE</b>	<b>41</b>	<b>43</b>	<b>35</b>	<b>58</b>	<b>59</b>	<b>55</b>	<b>40</b>	<b>51</b>	<b>36</b>	<b>28</b>	<b>41</b>	<b>52</b>	<b>46</b>	<b>47</b>	<b>39</b>	<b>42</b>	<b>42</b>	<b>55</b>	<b>44</b>	<b>40</b>	<b>50</b>	<b>40</b>
Don't know	44	43	37	37	29	34	38	34	51	68	49	36	28	39	47	44	41	30	45	50	37	43
<b>NET FAVOURABILITY</b>	<b>-27</b>	<b>-29</b>	<b>-6</b>	<b>-53</b>	<b>-46</b>	<b>-44</b>	<b>-18</b>	<b>-36</b>	<b>-23</b>	<b>-23</b>	<b>-31</b>	<b>-40</b>	<b>-19</b>	<b>-34</b>	<b>-25</b>	<b>-28</b>	<b>-24</b>	<b>-41</b>	<b>-33</b>	<b>-30</b>	<b>-37</b>	<b>-23</b>

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Fieldwork: 11th - 12th December 2023

	Vote in 2019 GE			EU Ref 2016		Gender		Age				Social Grade		Country			Region in England					
	Total	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	
<b>Weighted Sample</b>	<b>2001</b>	654	484	170	705	745	968	1033	210	826	494	470	1141	860	1727	100	174	482	332	242	670	
<b>Unweighted Sample</b>	<b>2001</b>	682	471	174	782	748	917	1084	169	838	503	491	1223	778	1723	100	178	474	349	189	711	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	7-8 Nov	11-12 Dec																				
<b>The Labour Party</b>																						
Very favourable	8	7	2	15	9	10	4	7	6	5	8	6	7	6	8	7	10	8	9	6	7	5
Somewhat favourable	32	30	12	58	49	48	16	29	31	32	37	27	20	36	22	31	32	23	33	28	40	27
<b>TOTAL FAVOURABLE</b>	<b>40</b>	<b>37</b>	<b>14</b>	<b>73</b>	<b>58</b>	<b>58</b>	<b>20</b>	<b>36</b>	<b>37</b>	<b>37</b>	<b>45</b>	<b>33</b>	<b>27</b>	<b>42</b>	<b>30</b>	<b>38</b>	<b>42</b>	<b>31</b>	<b>42</b>	<b>34</b>	<b>47</b>	<b>32</b>
Somewhat unfavourable	23	24	30	16	28	23	27	26	22	24	22	27	25	25	23	23	21	32	23	21	25	25
Very unfavourable	26	27	51	6	9	12	46	29	25	14	19	32	42	24	31	27	24	27	25	32	17	30
<b>TOTAL UNFAVOURABLE</b>	<b>49</b>	<b>51</b>	<b>81</b>	<b>22</b>	<b>37</b>	<b>35</b>	<b>73</b>	<b>55</b>	<b>47</b>	<b>38</b>	<b>41</b>	<b>59</b>	<b>67</b>	<b>49</b>	<b>54</b>	<b>50</b>	<b>45</b>	<b>59</b>	<b>48</b>	<b>53</b>	<b>42</b>	<b>55</b>
Don't know	11	12	5	5	5	6	7	8	15	26	13	9	6	8	16	12	12	10	10	13	12	12
<b>NET FAVOURABILITY</b>	<b>-9</b>	<b>-14</b>	<b>-67</b>	<b>51</b>	<b>21</b>	<b>23</b>	<b>-53</b>	<b>-19</b>	<b>-10</b>	<b>-1</b>	<b>4</b>	<b>-26</b>	<b>-40</b>	<b>-7</b>	<b>-24</b>	<b>-12</b>	<b>-3</b>	<b>-28</b>	<b>-6</b>	<b>-19</b>	<b>5</b>	<b>-23</b>
<b>The Conservative Party</b>																						
Very favourable	4	4	8	2	1	3	6	4	4	3	4	4	5	3	6	4	7	4	3	5	2	5
Somewhat favourable	16	16	35	4	5	10	26	18	14	10	10	15	30	17	14	16	17	11	13	17	13	19
<b>TOTAL FAVOURABLE</b>	<b>20</b>	<b>20</b>	<b>43</b>	<b>6</b>	<b>6</b>	<b>13</b>	<b>32</b>	<b>22</b>	<b>18</b>	<b>13</b>	<b>14</b>	<b>19</b>	<b>35</b>	<b>20</b>	<b>20</b>	<b>20</b>	<b>24</b>	<b>15</b>	<b>16</b>	<b>22</b>	<b>15</b>	<b>24</b>
Somewhat unfavourable	20	19	32	10	28	17	26	19	20	10	18	22	23	18	21	21	8	11	20	23	20	21
Very unfavourable	49	50	20	82	64	67	36	52	48	51	55	52	39	55	44	48	57	66	54	42	54	45
<b>TOTAL UNFAVOURABLE</b>	<b>69</b>	<b>69</b>	<b>52</b>	<b>92</b>	<b>92</b>	<b>84</b>	<b>62</b>	<b>71</b>	<b>68</b>	<b>61</b>	<b>73</b>	<b>74</b>	<b>62</b>	<b>73</b>	<b>65</b>	<b>69</b>	<b>65</b>	<b>77</b>	<b>74</b>	<b>65</b>	<b>74</b>	<b>66</b>
Don't know	11	11	4	3	2	4	7	7	14	26	12	8	4	7	16	11	10	8	11	13	10	10
<b>NET FAVOURABILITY</b>	<b>-49</b>	<b>-49</b>	<b>-9</b>	<b>-86</b>	<b>-86</b>	<b>-71</b>	<b>-30</b>	<b>-49</b>	<b>-50</b>	<b>-48</b>	<b>-59</b>	<b>-55</b>	<b>-27</b>	<b>-53</b>	<b>-45</b>	<b>-49</b>	<b>-41</b>	<b>-62</b>	<b>-58</b>	<b>-43</b>	<b>-59</b>	<b>-42</b>
<b>Victoria Atkins</b>																						
Very favourable	0	0	1	1	1	0	0	1	2	0	0	0	0	0	1	0	1	0	1	0	1	0
Somewhat favourable	4	5	4	3	4	5	4	4	4	4	3	7	4	4	4	1	5	4	4	6	4	4
<b>TOTAL FAVOURABLE</b>	<b>4</b>	<b>5</b>	<b>5</b>	<b>4</b>	<b>5</b>	<b>5</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>4</b>	<b>3</b>	<b>7</b>	<b>4</b>	<b>5</b>	<b>4</b>	<b>2</b>	<b>5</b>	<b>5</b>	<b>4</b>	<b>7</b>	<b>4</b>	
Somewhat unfavourable	9	10	8	18	10	10	10	8	5	8	12	9	9	9	9	7	9	7	10	11	9	9
Very unfavourable	10	8	13	5	10	10	12	9	10	10	14	9	10	11	10	11	18	11	9	9	9	9
<b>TOTAL UNFAVOURABLE</b>	<b>19</b>	<b>18</b>	<b>21</b>	<b>23</b>	<b>20</b>	<b>20</b>	<b>22</b>	<b>17</b>	<b>15</b>	<b>18</b>	<b>26</b>	<b>18</b>	<b>19</b>	<b>20</b>	<b>19</b>	<b>18</b>	<b>27</b>	<b>18</b>	<b>19</b>	<b>20</b>	<b>18</b>	
Don't know	76	77	74	73	76	74	73	79	81	78	72	75	76	76	77	80	68	77	76	73	78	78
<b>NET FAVOURABILITY</b>	<b>-15</b>	<b>-13</b>	<b>-16</b>	<b>-19</b>	<b>-15</b>	<b>-15</b>	<b>-18</b>	<b>-12</b>	<b>-9</b>	<b>-14</b>	<b>-23</b>	<b>-11</b>	<b>-15</b>	<b>-15</b>	<b>-15</b>	<b>-16</b>	<b>-22</b>	<b>-13</b>	<b>-15</b>	<b>-13</b>	<b>-13</b>	<b>-14</b>

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

	28-29 Nov	11-12 Dec																				
<b>Suella Braverman</b>																						
Very favourable	7	6	14	2	2	2	13	7	5	2	2	8	12	4	8	6	6	4	6	8	4	7
Somewhat favourable	10	11	23	2	4	4	20	14	8	4	8	10	19	10	12	11	5	13	10	9	14	11
<b>TOTAL FAVOURABLE</b>	<b>17</b>	<b>17</b>	<b>37</b>	<b>4</b>	<b>6</b>	<b>6</b>	<b>33</b>	<b>21</b>	<b>13</b>	<b>6</b>	<b>10</b>	<b>18</b>	<b>31</b>	<b>14</b>	<b>20</b>	<b>17</b>	<b>11</b>	<b>17</b>	<b>16</b>	<b>17</b>	<b>18</b>	<b>18</b>
Somewhat unfavourable	14	13	21	9	12	11	19	14	13	8	12	14	18	14	13	13	18	12	11	15	14	14
Very unfavourable	51	50	30	75	74	72	33	51	49	49	54	53	39	56	42	49	54	55	52	44	54	47
<b>TOTAL UNFAVOURABLE</b>	<b>65</b>	<b>63</b>	<b>51</b>	<b>84</b>	<b>86</b>	<b>83</b>	<b>52</b>	<b>65</b>	<b>62</b>	<b>57</b>	<b>66</b>	<b>67</b>	<b>57</b>	<b>70</b>	<b>55</b>	<b>62</b>	<b>72</b>	<b>67</b>	<b>63</b>	<b>59</b>	<b>68</b>	<b>61</b>
Don't know	19	20	13	12	8	11	16	15	25	38	24	15	11	17	25	21	17	16	22	24	14	20
<b>NET FAVOURABILITY</b>	<b>-48</b>	<b>-46</b>	<b>-14</b>	<b>-80</b>	<b>-80</b>	<b>-77</b>	<b>-19</b>	<b>-44</b>	<b>-49</b>	<b>-51</b>	<b>-56</b>	<b>-49</b>	<b>-26</b>	<b>-56</b>	<b>-35</b>	<b>-45</b>	<b>-61</b>	<b>-50</b>	<b>-47</b>	<b>-42</b>	<b>-50</b>	<b>-43</b>

	7-8 Nov	11-12 Dec																				
<b>Wes Streeting</b>																						
Very favourable	2	3	1	5	6	5	1	3	2	1	1	4	3	2	3	2	4	2	2	2	4	2
Somewhat favourable	8	7	5	11	18	12	6	9	6	5	8	7	8	9	5	8	4	5	7	6	10	9
<b>TOTAL FAVOURABLE</b>	<b>10</b>	<b>10</b>	<b>6</b>	<b>16</b>	<b>24</b>	<b>17</b>	<b>7</b>	<b>12</b>	<b>8</b>	<b>6</b>	<b>9</b>	<b>11</b>	<b>11</b>	<b>11</b>	<b>8</b>	<b>10</b>	<b>8</b>	<b>7</b>	<b>9</b>	<b>8</b>	<b>14</b>	<b>11</b>
Somewhat unfavourable	10	10	10	13	12	11	11	13	8	5	10	12	11	11	9	10	12	11	9	8	17	9
Very unfavourable	10	11	12	12	4	10	13	14	9	10	12	13	11	10	13	11	14	18	13	9	11	10
<b>TOTAL UNFAVOURABLE</b>	<b>20</b>	<b>21</b>	<b>22</b>	<b>25</b>	<b>16</b>	<b>21</b>	<b>24</b>	<b>27</b>	<b>17</b>	<b>15</b>	<b>22</b>	<b>25</b>	<b>22</b>	<b>21</b>	<b>22</b>	<b>21</b>	<b>26</b>	<b>29</b>	<b>22</b>	<b>17</b>	<b>28</b>	<b>19</b>
Don't know	69	68	71	59	60	61	69	62	75	80	69	64	67	67	70	69	66	65	70	74	59	70
<b>NET FAVOURABILITY</b>	<b>-10</b>	<b>-11</b>	<b>-16</b>	<b>-9</b>	<b>8</b>	<b>-4</b>	<b>-17</b>	<b>-15</b>	<b>-9</b>	<b>-9</b>	<b>-13</b>	<b>-14</b>	<b>-11</b>	<b>-10</b>	<b>-14</b>	<b>-11</b>	<b>-18</b>	<b>-22</b>	<b>-13</b>	<b>-9</b>	<b>-14</b>	<b>-8</b>

\*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.