

YouGov Survey Results

Sample Size: 2075 GB Adults
Fieldwork: 12th - 14th April 2024

	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	
Weighted Sample	2075	678	502	176	731	773	1004	1071	218	857	513	488	1183	892	1791	104	181	500	344	251	695	
Unweighted Sample	2075	690	494	179	832	764	944	1131	189	868	520	498	1230	845	1790	113	172	507	354	217	712	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	19-20 Mar	12-14 Apr																				
Do you have a favourable or unfavourable opinion of the following?																						
The Conservative Party																						
Very favourable	3	4	8	1	1	3	5	5	3	3	2	5	5	4	4	4	2	4	4	4	4	
Somewhat favourable	17	16	35	3	9	9	25	16	16	12	11	16	27	15	17	17	15	10	17	17	13	18
TOTAL FAVOURABLE	20	20	43	4	10	12	30	21	19	15	13	21	32	19	21	21	17	14	21	21	15	22
Somewhat unfavourable	20	20	27	13	24	16	26	21	20	13	19	22	22	20	20	21	13	15	19	19	23	23
Very unfavourable	52	50	24	79	60	66	36	51	48	56	54	50	39	53	46	49	53	59	51	47	52	47
TOTAL UNFAVOURABLE	72	70	51	92	84	82	62	72	68	69	73	72	61	73	66	70	66	74	70	66	75	70
Don't know	8	10	6	4	5	6	8	7	13	16	13	7	6	8	13	10	17	11	9	13	10	9
NET FAVOURABILITY	-52	-50	-8	-88	-74	-70	-32	-51	-49	-54	-60	-51	-29	-54	-45	-49	-49	-60	-49	-45	-60	-48
The Labour Party																						
Very favourable	8	7	1	19	6	12	3	8	6	6	7	9	5	8	6	7	7	6	8	7	11	5
Somewhat favourable	30	33	13	58	45	47	18	33	34	46	41	28	19	38	26	33	32	37	33	32	40	30
TOTAL FAVOURABLE	38	40	14	77	51	59	21	41	40	52	48	37	24	46	32	40	39	43	41	39	51	35
Somewhat unfavourable	24	22	26	14	31	22	23	22	23	22	22	22	24	22	22	23	19	21	27	20	22	21
Very unfavourable	29	27	53	5	10	12	48	30	23	9	18	31	45	23	31	27	26	23	23	27	16	34
TOTAL UNFAVOURABLE	53	49	79	19	41	34	71	52	46	31	40	53	69	45	53	50	45	44	50	47	38	55
Don't know	9	11	6	4	8	6	8	8	14	17	13	9	7	9	14	11	16	13	10	13	11	10
NET FAVOURABILITY	-15	-9	-65	58	10	25	-50	-11	-6	21	8	-16	-45	1	-21	-10	-6	-1	-9	-8	13	-20
Rishi Sunak																						
Very favourable	3	4	6	2	0	3	4	4	3	2	3	5	4	4	3	4	2	4	3	5	4	3
Somewhat favourable	18	18	35	6	17	15	23	17	19	11	14	19	27	18	17	18	15	13	20	18	12	20
TOTAL FAVOURABLE	21	22	41	8	17	18	27	21	22	13	17	24	31	22	20	22	17	17	23	23	16	23
Somewhat unfavourable	24	24	26	25	34	25	28	24	25	21	23	25	27	26	22	25	19	18	27	23	23	26
Very unfavourable	47	45	27	62	42	51	37	49	41	54	49	43	35	44	46	44	47	57	43	43	52	42
TOTAL UNFAVOURABLE	71	69	53	87	76	76	65	73	66	75	72	68	62	70	68	69	66	75	70	66	75	68
Don't know	7	9	6	5	8	6	8	7	12	11	11	7	7	8	11	9	17	9	7	12	9	9
NET FAVOURABILITY	-50	-47	-12	-79	-59	-58	-38	-52	-44	-62	-55	-44	-31	-48	-48	-47	-49	-58	-47	-43	-59	-45

Sample Size: 2075 GB Adults
Fieldwork: 12th - 14th April 2024

	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	
Weighted Sample	2075	678	502	176	731	773	1004	1071	218	857	513	488	1183	892	1791	104	181	500	344	251	695	
Unweighted Sample	2075	690	494	179	832	764	944	1131	189	868	520	498	1230	845	1790	113	172	507	354	217	712	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Yvette Cooper		14-15	12-14																				
		Nov '23	Apr '24																				
	Very favourable	6	5	1	14	10	12	2	6	4	1	4	8	6	7	3	5	9	4	5	6	6	5
	Somewhat favourable	16	15	11	22	24	24	12	17	13	12	12	17	18	16	13	15	8	15	14	18	16	14
	TOTAL FAVOURABLE	22	20	12	36	34	36	14	23	17	13	16	25	24	23	16	20	17	19	19	24	22	19
	Somewhat unfavourable	13	14	22	10	13	15	17	16	12	8	12	17	18	15	13	15	14	11	15	15	12	15
	Very unfavourable	15	16	26	8	9	9	25	21	11	5	13	17	25	14	19	16	17	17	17	12	15	17
	TOTAL UNFAVOURABLE	28	30	48	18	22	24	42	37	23	13	25	34	43	29	32	31	31	28	32	27	27	32
	Don't know	49	50	41	46	45	41	44	40	60	74	59	41	34	49	52	50	53	53	49	50	51	50
	NET FAVOURABILITY	-6	-10	-36	18	12	12	-28	-14	-6	0	-9	-9	-19	-6	-16	-11	-14	-9	-13	-3	-5	-13

Oliver Dowden		12-13	12-14																				
		Oct '23	Apr '24																				
	Very favourable	1	1	1	1	1	1	1	0	0	1	1	1	0	1	1	2	1	1	1	1	1	0
	Somewhat favourable	5	6	10	2	6	5	6	8	4	8	3	6	8	7	4	6	5	5	6	5	4	6
	TOTAL FAVOURABLE	6	7	11	3	7	6	7	9	4	8	4	7	9	7	5	7	7	6	7	6	5	6
	Somewhat unfavourable	12	14	16	15	15	16	14	17	11	8	14	14	15	14	13	14	12	12	15	18	13	12
	Very unfavourable	14	19	13	26	24	25	17	25	13	10	18	24	19	19	19	19	16	21	17	16	24	19
	TOTAL UNFAVOURABLE	26	33	29	41	39	41	31	42	24	18	32	38	34	33	32	33	28	33	32	34	37	31
	Don't know	69	61	60	57	53	53	62	50	72	74	64	55	57	60	63	61	64	61	61	60	57	62
	NET FAVOURABILITY	-20	-26	-18	-38	-32	-35	-24	-33	-20	-10	-28	-31	-25	-26	-27	-26	-21	-27	-25	-28	-32	-25

Angela Rayner		12-13	12-14																				
		Oct '23	Apr '24																				
	Very favourable	7	7	1	18	9	12	4	8	6	4	6	8	6	7	6	7	7	6	7	6	6	7
	Somewhat favourable	19	17	7	32	25	29	10	19	15	16	19	19	13	20	13	17	16	18	18	17	20	16
	TOTAL FAVOURABLE	26	24	8	50	34	41	14	27	21	20	25	27	19	27	19	24	23	24	25	23	26	23
	Somewhat unfavourable	13	16	16	15	22	17	16	17	14	15	16	15	16	16	15	15	14	18	17	15	15	15
	Very unfavourable	20	27	53	8	15	15	46	31	23	7	16	33	46	24	30	27	27	23	27	24	20	30
	TOTAL UNFAVOURABLE	33	43	69	23	37	32	62	48	37	22	32	48	62	40	45	42	41	41	44	39	35	45
	Don't know	40	34	23	28	29	27	26	25	42	58	43	24	18	33	36	34	36	35	32	38	38	32
	NET FAVOURABILITY	-7	-19	-61	27	-3	9	-48	-21	-16	-2	-7	-21	-43	-13	-26	-18	-18	-17	-19	-16	-9	-22

Sample Size: 2075 GB Adults
Fieldwork: 12th - 14th April 2024

	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	
Weighted Sample	2075	678	502	176	731	773	1004	1071	218	857	513	488	1183	892	1791	104	181	500	344	251	695	
Unweighted Sample	2075	690	494	179	832	764	944	1131	189	868	520	498	1230	845	1790	113	172	507	354	217	712	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	15-17 Apr '23	12-14 Apr '24																				
Michael Gove																						
Very favourable	2	1	2	1	0	1	2	2	1	1	1	2	2	1	1	1	2	2	1	1	0	1
Somewhat favourable	12	11	24	5	5	7	19	13	9	6	7	11	21	11	11	11	7	10	11	10	10	13
TOTAL FAVOURABLE	14	12	26	6	5	8	21	15	10	7	8	13	23	12	12	12	9	12	12	11	10	14
Somewhat unfavourable	26	23	30	22	26	23	27	23	23	15	23	24	28	23	24	24	21	19	22	26	21	26
Very unfavourable	39	41	28	59	53	55	33	44	37	35	41	49	34	43	37	40	40	46	42	38	40	40
TOTAL UNFAVOURABLE	65	64	58	81	79	78	60	67	60	50	64	73	62	66	61	64	61	65	64	64	61	66
Don't know	21	24	16	14	16	14	19	18	29	42	28	15	16	21	27	23	30	23	24	25	29	20
NET FAVOURABILITY	-51	-52	-32	-75	-74	-70	-39	-52	-50	-43	-56	-60	-39	-54	-49	-52	-52	-53	-52	-53	-51	-52

Grant Shapps																						
Very favourable	1	3	1	0	1	2	2	1	1	1	1	2	1	1	1	2	2	1	1	1	1	1
Somewhat favourable	10	19	5	9	8	13	12	8	7	7	12	14	12	8	10	8	8	9	10	7	12	12
TOTAL FAVOURABLE	11	22	6	9	9	15	14	9	8	8	13	16	13	9	11	10	10	10	11	8	13	13
Somewhat unfavourable	19	24	17	26	20	23	21	18	11	17	21	26	20	19	19	21	17	19	22	18	19	19
Very unfavourable	27	18	41	31	38	23	34	21	20	26	33	26	27	27	27	25	29	30	22	30	27	27
TOTAL UNFAVOURABLE	46	42	58	57	58	46	55	39	31	43	54	52	47	46	46	46	46	49	44	48	46	46
Don't know	42	36	36	34	33	39	31	53	62	49	32	32	40	45	42	44	43	41	45	44	40	40
NET FAVOURABILITY	-35	-20	-52	-48	-49	-31	-41	-30	-23	-35	-41	-36	-34	-37	-35	-36	-36	-39	-33	-40	-33	-33

	19-20 Mar	12-14 Apr																				
Nigel Farage																						
Very favourable	8	8	18	2	1	2	18	11	5	1	6	8	15	6	11	9	7	4	10	9	3	9
Somewhat favourable	16	17	32	6	6	7	31	20	15	13	12	20	24	15	19	17	19	14	19	17	12	19
TOTAL FAVOURABLE	24	25	50	8	7	9	49	31	20	14	18	28	39	21	30	26	26	18	29	26	15	28
Somewhat unfavourable	15	14	16	12	12	11	15	12	15	12	14	14	16	15	12	14	11	11	13	15	11	16
Very unfavourable	49	48	26	74	74	76	25	48	48	52	53	49	37	54	40	47	47	59	45	47	56	45
TOTAL UNFAVOURABLE	64	62	42	86	86	87	40	60	63	64	67	63	53	69	52	61	58	70	58	62	67	61
Don't know	11	13	8	6	7	5	11	9	17	22	15	9	8	9	17	13	15	13	12	13	18	11
NET FAVOURABILITY	-40	-37	8	-78	-79	-78	9	-29	-43	-50	-49	-35	-14	-48	-22	-35	-32	-52	-29	-36	-52	-33

*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.