

# YouGov Survey Results

Sample Size: 2069 GB Adults  
Fieldwork: 10th - 12th May 2024

	Vote in 2019 GE			EU Ref 2016		Gender		Age				Social Grade		Country			Region in England					
	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>2069</b>	677	501	176	729	770	1001	1068	217	854	511	486	1179	890	1786	103	180	499	343	250	693	
<b>Unweighted Sample</b>	<b>2069</b>	697	473	194	805	781	960	1109	163	849	519	538	1224	845	1778	110	181	514	344	207	713	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	12-14 Apr	10-12 May																				
<b>Do you have a favourable or unfavourable opinion of the following?</b>																						
<b>The Conservative Party</b>																						
Very favourable	4	5	12	1	4	3	9	5	5	1	4	6	8	4	6	5	4	4	4	6	5	6
Somewhat favourable	16	15	33	3	9	9	24	15	14	8	9	16	27	15	15	15	9	15	14	17	9	17
<b>TOTAL FAVOURABLE</b>	<b>20</b>	<b>20</b>	<b>45</b>	<b>4</b>	<b>13</b>	<b>12</b>	<b>33</b>	<b>20</b>	<b>19</b>	<b>9</b>	<b>13</b>	<b>22</b>	<b>35</b>	<b>19</b>	<b>21</b>	<b>20</b>	<b>13</b>	<b>19</b>	<b>18</b>	<b>23</b>	<b>14</b>	<b>23</b>
Somewhat unfavourable	20	18	28	8	19	15	23	18	19	17	17	19	20	20	17	19	15	14	18	17	23	19
Very unfavourable	50	51	19	84	64	67	38	54	48	56	57	51	39	54	47	50	53	60	53	47	50	49
<b>TOTAL UNFAVOURABLE</b>	<b>70</b>	<b>69</b>	<b>47</b>	<b>92</b>	<b>83</b>	<b>82</b>	<b>61</b>	<b>72</b>	<b>67</b>	<b>73</b>	<b>74</b>	<b>70</b>	<b>59</b>	<b>74</b>	<b>64</b>	<b>69</b>	<b>68</b>	<b>74</b>	<b>71</b>	<b>64</b>	<b>73</b>	<b>68</b>
Don't know	10	11	7	5	4	6	6	7	14	18	14	8	6	8	15	11	19	8	11	12	13	9
<b>NET FAVOURABILITY</b>	<b>-50</b>	<b>-49</b>	<b>-2</b>	<b>-88</b>	<b>-70</b>	<b>-70</b>	<b>-28</b>	<b>-52</b>	<b>-48</b>	<b>-64</b>	<b>-61</b>	<b>-48</b>	<b>-24</b>	<b>-55</b>	<b>-43</b>	<b>-49</b>	<b>-55</b>	<b>-55</b>	<b>-53</b>	<b>-41</b>	<b>-59</b>	<b>-45</b>
<b>The Labour Party</b>																						
Very favourable	7	11	2	27	12	16	6	11	10	12	11	12	9	11	10	11	11	6	12	12	13	10
Somewhat favourable	33	31	14	51	45	46	19	33	30	34	36	29	24	35	26	31	24	40	33	28	36	28
<b>TOTAL FAVOURABLE</b>	<b>40</b>	<b>42</b>	<b>16</b>	<b>78</b>	<b>57</b>	<b>62</b>	<b>25</b>	<b>44</b>	<b>40</b>	<b>46</b>	<b>47</b>	<b>41</b>	<b>33</b>	<b>46</b>	<b>36</b>	<b>42</b>	<b>35</b>	<b>46</b>	<b>45</b>	<b>40</b>	<b>49</b>	<b>38</b>
Somewhat unfavourable	22	19	25	11	22	18	21	19	19	21	20	19	17	21	16	19	13	24	19	17	19	20
Very unfavourable	27	28	52	8	12	14	47	29	26	13	20	30	45	23	33	28	35	23	26	28	20	31
<b>TOTAL UNFAVOURABLE</b>	<b>49</b>	<b>47</b>	<b>77</b>	<b>19</b>	<b>34</b>	<b>32</b>	<b>68</b>	<b>48</b>	<b>45</b>	<b>34</b>	<b>40</b>	<b>49</b>	<b>62</b>	<b>44</b>	<b>49</b>	<b>47</b>	<b>48</b>	<b>47</b>	<b>45</b>	<b>45</b>	<b>39</b>	<b>51</b>
Don't know	11	12	7	3	8	6	6	8	15	22	13	9	6	9	15	12	18	7	11	14	12	11
<b>NET FAVOURABILITY</b>	<b>-9</b>	<b>-5</b>	<b>-61</b>	<b>59</b>	<b>23</b>	<b>30</b>	<b>-43</b>	<b>-4</b>	<b>-5</b>	<b>12</b>	<b>7</b>	<b>-8</b>	<b>-29</b>	<b>2</b>	<b>-13</b>	<b>-5</b>	<b>-13</b>	<b>-1</b>	<b>0</b>	<b>-5</b>	<b>10</b>	<b>-13</b>
<b>Rishi Sunak</b>																						
Very favourable	4	4	8	1	3	2	6	4	3	2	3	4	5	3	5	4	4	3	2	5	5	4
Somewhat favourable	18	16	32	7	12	12	23	17	15	8	12	16	27	17	15	17	9	15	14	17	16	18
<b>TOTAL FAVOURABLE</b>	<b>22</b>	<b>20</b>	<b>40</b>	<b>8</b>	<b>15</b>	<b>14</b>	<b>29</b>	<b>21</b>	<b>18</b>	<b>10</b>	<b>15</b>	<b>20</b>	<b>32</b>	<b>20</b>	<b>20</b>	<b>21</b>	<b>13</b>	<b>18</b>	<b>16</b>	<b>22</b>	<b>21</b>	<b>22</b>
Somewhat unfavourable	24	23	29	18	30	22	28	23	24	20	23	25	24	25	21	24	16	21	24	25	21	25
Very unfavourable	45	48	25	70	50	57	39	50	46	57	51	49	36	49	47	47	52	55	49	44	50	45
<b>TOTAL UNFAVOURABLE</b>	<b>69</b>	<b>71</b>	<b>54</b>	<b>88</b>	<b>80</b>	<b>79</b>	<b>67</b>	<b>73</b>	<b>70</b>	<b>77</b>	<b>74</b>	<b>74</b>	<b>60</b>	<b>74</b>	<b>68</b>	<b>71</b>	<b>68</b>	<b>76</b>	<b>73</b>	<b>69</b>	<b>71</b>	<b>70</b>
Don't know	9	9	6	5	5	6	5	6	11	13	11	6	7	6	12	9	20	6	11	8	9	7
<b>NET FAVOURABILITY</b>	<b>-47</b>	<b>-51</b>	<b>-14</b>	<b>-80</b>	<b>-65</b>	<b>-65</b>	<b>-38</b>	<b>-52</b>	<b>-52</b>	<b>-67</b>	<b>-59</b>	<b>-54</b>	<b>-28</b>	<b>-54</b>	<b>-48</b>	<b>-50</b>	<b>-55</b>	<b>-58</b>	<b>-57</b>	<b>-47</b>	<b>-50</b>	<b>-48</b>

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Fieldwork: 10th - 12th May 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	
<b>Weighted Sample</b>	<b>2069</b>	<b>677</b>	<b>501</b>	<b>176</b>	<b>729</b>	<b>770</b>	<b>1001</b>	<b>1068</b>	<b>217</b>	<b>854</b>	<b>511</b>	<b>486</b>	<b>1179</b>	<b>890</b>	<b>1786</b>	<b>103</b>	<b>180</b>	<b>499</b>	<b>343</b>	<b>250</b>	<b>693</b>	
<b>Unweighted Sample</b>	<b>2069</b>	<b>697</b>	<b>473</b>	<b>194</b>	<b>805</b>	<b>781</b>	<b>960</b>	<b>1109</b>	<b>163</b>	<b>849</b>	<b>519</b>	<b>538</b>	<b>1224</b>	<b>845</b>	<b>1778</b>	<b>110</b>	<b>181</b>	<b>514</b>	<b>344</b>	<b>207</b>	<b>713</b>	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
<b>Keir Starmer</b>																						
	6	6	2	12	10	9	5	7	5	4	6	8	6	7	6	6	5	5	7	8	7	5
Very favourable	6	6	2	12	10	9	5	7	5	4	6	8	6	7	6	6	5	5	7	8	7	5
Somewhat favourable	27	28	15	47	47	43	17	31	26	27	31	30	23	32	23	29	18	28	30	28	32	27
<b>TOTAL FAVOURABLE</b>	<b>33</b>	<b>34</b>	<b>17</b>	<b>59</b>	<b>57</b>	<b>52</b>	<b>22</b>	<b>38</b>	<b>31</b>	<b>31</b>	<b>37</b>	<b>38</b>	<b>29</b>	<b>39</b>	<b>29</b>	<b>35</b>	<b>23</b>	<b>33</b>	<b>37</b>	<b>36</b>	<b>39</b>	<b>32</b>
Somewhat unfavourable	25	22	25	19	22	23	23	22	23	25	24	21	19	24	20	22	28	26	21	22	22	22
Very unfavourable	28	29	52	13	12	16	49	31	28	19	22	32	45	27	33	29	30	30	30	28	21	33
<b>TOTAL UNFAVOURABLE</b>	<b>53</b>	<b>51</b>	<b>77</b>	<b>32</b>	<b>34</b>	<b>39</b>	<b>72</b>	<b>53</b>	<b>51</b>	<b>44</b>	<b>46</b>	<b>53</b>	<b>64</b>	<b>51</b>	<b>53</b>	<b>51</b>	<b>58</b>	<b>56</b>	<b>51</b>	<b>50</b>	<b>43</b>	<b>55</b>
Don't know	14	14	6	8	10	8	7	10	18	26	17	9	8	11	18	14	20	10	12	14	18	13
<b>NET FAVOURABILITY</b>	<b>-20</b>	<b>-17</b>	<b>-60</b>	<b>27</b>	<b>23</b>	<b>13</b>	<b>-50</b>	<b>-15</b>	<b>-20</b>	<b>-13</b>	<b>-9</b>	<b>-15</b>	<b>-35</b>	<b>-12</b>	<b>-24</b>	<b>-16</b>	<b>-35</b>	<b>-23</b>	<b>-14</b>	<b>-14</b>	<b>-4</b>	<b>-23</b>
<b>Jeremy Hunt</b>																						
	2	2	5	1	3	2	3	3	2	0	2	2	3	2	3	2	3	2	2	3	2	3
Very favourable	2	2	5	1	3	2	3	3	2	0	2	2	3	2	3	2	3	2	2	3	2	3
Somewhat favourable	15	14	26	6	10	11	19	17	11	6	11	13	23	15	13	14	8	14	12	17	14	15
<b>TOTAL FAVOURABLE</b>	<b>17</b>	<b>16</b>	<b>31</b>	<b>7</b>	<b>13</b>	<b>13</b>	<b>22</b>	<b>20</b>	<b>13</b>	<b>6</b>	<b>13</b>	<b>15</b>	<b>26</b>	<b>17</b>	<b>16</b>	<b>16</b>	<b>11</b>	<b>16</b>	<b>14</b>	<b>20</b>	<b>16</b>	<b>18</b>
Somewhat unfavourable	24	23	25	20	34	24	25	24	22	26	21	24	24	25	20	23	19	22	22	23	25	23
Very unfavourable	39	39	25	60	39	49	36	42	37	32	43	41	33	40	38	38	43	45	44	35	35	37
<b>TOTAL UNFAVOURABLE</b>	<b>63</b>	<b>62</b>	<b>50</b>	<b>80</b>	<b>73</b>	<b>73</b>	<b>61</b>	<b>66</b>	<b>59</b>	<b>58</b>	<b>64</b>	<b>65</b>	<b>57</b>	<b>65</b>	<b>58</b>	<b>61</b>	<b>62</b>	<b>67</b>	<b>66</b>	<b>58</b>	<b>60</b>	<b>60</b>
Don't know	21	22	19	13	13	15	17	15	28	36	23	20	16	18	27	22	26	16	20	22	24	23
<b>NET FAVOURABILITY</b>	<b>-46</b>	<b>-46</b>	<b>-19</b>	<b>-73</b>	<b>-60</b>	<b>-60</b>	<b>-39</b>	<b>-46</b>	<b>-46</b>	<b>-52</b>	<b>-51</b>	<b>-50</b>	<b>-31</b>	<b>-48</b>	<b>-42</b>	<b>-45</b>	<b>-51</b>	<b>-51</b>	<b>-52</b>	<b>-38</b>	<b>-44</b>	<b>-42</b>
<b>Rachel Reeves</b>																						
	5	4	1	7	7	7	2	4	3	0	2	5	5	4	3	4	2	2	4	4	3	4
Very favourable	5	4	1	7	7	7	2	4	3	0	2	5	5	4	3	4	2	2	4	4	3	4
Somewhat favourable	14	13	6	26	22	20	8	16	10	10	11	15	15	15	10	13	13	14	13	13	16	12
<b>TOTAL FAVOURABLE</b>	<b>19</b>	<b>17</b>	<b>7</b>	<b>33</b>	<b>29</b>	<b>27</b>	<b>10</b>	<b>20</b>	<b>13</b>	<b>10</b>	<b>13</b>	<b>20</b>	<b>20</b>	<b>19</b>	<b>13</b>	<b>17</b>	<b>15</b>	<b>16</b>	<b>17</b>	<b>17</b>	<b>19</b>	<b>16</b>
Somewhat unfavourable	13	12	16	9	12	12	14	15	9	12	12	12	14	14	10	12	13	15	15	11	12	10
Very unfavourable	15	15	25	8	6	8	24	19	11	12	10	15	24	13	17	15	16	12	17	13	12	15
<b>TOTAL UNFAVOURABLE</b>	<b>28</b>	<b>27</b>	<b>41</b>	<b>17</b>	<b>18</b>	<b>20</b>	<b>38</b>	<b>34</b>	<b>20</b>	<b>24</b>	<b>22</b>	<b>27</b>	<b>38</b>	<b>27</b>	<b>27</b>	<b>27</b>	<b>29</b>	<b>27</b>	<b>32</b>	<b>24</b>	<b>24</b>	<b>25</b>
Don't know	53	56	52	49	53	53	52	46	66	66	64	53	42	53	60	56	57	57	52	58	56	58
<b>NET FAVOURABILITY</b>	<b>-9</b>	<b>-10</b>	<b>-34</b>	<b>16</b>	<b>11</b>	<b>7</b>	<b>-28</b>	<b>-14</b>	<b>-7</b>	<b>-14</b>	<b>-9</b>	<b>-7</b>	<b>-18</b>	<b>-8</b>	<b>-14</b>	<b>-10</b>	<b>-14</b>	<b>-11</b>	<b>-15</b>	<b>-7</b>	<b>-5</b>	<b>-9</b>
<b>David Cameron</b>																						
		28-29 Feb				10-12 May																
		3				3																
Very favourable	3	3	6	1	4	3	3	3	3	1	3	3	3	2	4	3	0	3	2	5	3	4
Somewhat favourable	19	18	32	8	20	19	22	20	17	13	16	21	22	21	16	19	11	18	19	17	16	21
<b>TOTAL FAVOURABLE</b>	<b>22</b>	<b>21</b>	<b>38</b>	<b>9</b>	<b>24</b>	<b>22</b>	<b>25</b>	<b>23</b>	<b>20</b>	<b>14</b>	<b>19</b>	<b>24</b>	<b>25</b>	<b>23</b>	<b>20</b>	<b>22</b>	<b>11</b>	<b>21</b>	<b>21</b>	<b>22</b>	<b>19</b>	<b>25</b>
Somewhat unfavourable	26	26	25	27	34	28	24	25	27	30	28	22	25	28	23	26	27	24	24	28	31	24
Very unfavourable	39	40	27	57	33	43	42	43	36	36	40	41	39	39	40	38	46	48	41	38	34	38
<b>TOTAL UNFAVOURABLE</b>	<b>65</b>	<b>66</b>	<b>52</b>	<b>84</b>	<b>67</b>	<b>71</b>	<b>66</b>	<b>68</b>	<b>63</b>	<b>66</b>	<b>68</b>	<b>63</b>	<b>64</b>	<b>67</b>	<b>63</b>	<b>64</b>	<b>73</b>	<b>72</b>	<b>65</b>	<b>66</b>	<b>65</b>	<b>62</b>
Don't know	14	13	10	7	9	8	9	9	17	20	13	13	10	10	17	13	16	6	14	13	16	12
<b>NET FAVOURABILITY</b>	<b>-43</b>	<b>-45</b>	<b>-14</b>	<b>-75</b>	<b>-43</b>	<b>-49</b>	<b>-41</b>	<b>-45</b>	<b>-43</b>	<b>-52</b>	<b>-49</b>	<b>-39</b>	<b>-39</b>	<b>-44</b>	<b>-43</b>	<b>-42</b>	<b>-62</b>	<b>-51</b>	<b>-44</b>	<b>-44</b>	<b>-46</b>	<b>-37</b>

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Weighted Sample	2069	677	501	176	729	770	1001	1068	217	854	511	486	1179	890	1786	103	180	499	343	250	693	
Unweighted Sample	2069	697	473	194	805	781	960	1109	163	849	519	538	1224	845	1778	110	181	514	344	207	713	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

		18-19 Jan	10-12 May																				
David Lammy	Very favourable	3	2	1	6	2	5	1	2	2	2	2	4	2	3	1	2	2	1	1	3	2	3
	Somewhat favourable	10	9	5	17	18	17	4	11	8	6	11	7	9	11	7	9	9	11	7	8	13	9
	<b>TOTAL FAVOURABLE</b>	<b>13</b>	<b>11</b>	<b>6</b>	<b>23</b>	<b>20</b>	<b>22</b>	<b>5</b>	<b>13</b>	<b>10</b>	<b>8</b>	<b>13</b>	<b>11</b>	<b>11</b>	<b>14</b>	<b>8</b>	<b>11</b>	<b>11</b>	<b>12</b>	<b>8</b>	<b>11</b>	<b>15</b>	<b>12</b>
	Somewhat unfavourable	12	12	13	13	15	13	13	15	10	11	10	15	15	13	11	12	12	13	14	12	15	11
	Very unfavourable	15	17	25	13	11	10	27	23	12	10	14	18	25	16	18	17	23	17	19	14	22	16
	<b>TOTAL UNFAVOURABLE</b>	<b>27</b>	<b>29</b>	<b>38</b>	<b>26</b>	<b>26</b>	<b>23</b>	<b>40</b>	<b>38</b>	<b>22</b>	<b>21</b>	<b>24</b>	<b>33</b>	<b>40</b>	<b>29</b>	<b>29</b>	<b>29</b>	<b>35</b>	<b>30</b>	<b>33</b>	<b>26</b>	<b>37</b>	<b>27</b>
	Don't know	60	59	56	52	53	55	55	49	68	72	64	56	49	56	63	59	54	58	60	63	48	62
<b>NET FAVOURABILITY</b>	<b>-14</b>	<b>-18</b>	<b>-32</b>	<b>-3</b>	<b>-6</b>	<b>-1</b>	<b>-35</b>	<b>-25</b>	<b>-12</b>	<b>-13</b>	<b>-11</b>	<b>-22</b>	<b>-29</b>	<b>-15</b>	<b>-21</b>	<b>-18</b>	<b>-24</b>	<b>-18</b>	<b>-25</b>	<b>-15</b>	<b>-22</b>	<b>-15</b>	

		19-20 Oct '23	10-12 May '24																				
Penny Mordaunt	Very favourable	5	5	12	1	4	3	9	5	4	0	3	6	9	4	6	5	6	6	4	5	2	6
	Somewhat favourable	19	18	31	11	18	16	25	21	16	10	16	17	28	19	17	19	18	14	19	20	19	18
	<b>TOTAL FAVOURABLE</b>	<b>24</b>	<b>23</b>	<b>43</b>	<b>12</b>	<b>22</b>	<b>19</b>	<b>34</b>	<b>26</b>	<b>20</b>	<b>10</b>	<b>19</b>	<b>23</b>	<b>37</b>	<b>23</b>	<b>23</b>	<b>24</b>	<b>24</b>	<b>20</b>	<b>23</b>	<b>25</b>	<b>21</b>	<b>24</b>
	Somewhat unfavourable	17	18	15	23	25	23	15	20	16	15	17	18	20	20	14	18	13	19	16	18	19	18
	Very unfavourable	17	20	10	30	24	25	17	23	17	15	19	23	19	21	18	19	23	27	22	15	19	18
	<b>TOTAL UNFAVOURABLE</b>	<b>34</b>	<b>38</b>	<b>25</b>	<b>53</b>	<b>49</b>	<b>48</b>	<b>32</b>	<b>43</b>	<b>33</b>	<b>30</b>	<b>36</b>	<b>41</b>	<b>39</b>	<b>41</b>	<b>32</b>	<b>37</b>	<b>36</b>	<b>46</b>	<b>38</b>	<b>33</b>	<b>38</b>	<b>36</b>
	Don't know	41	40	33	36	28	33	33	31	47	60	45	36	24	35	46	40	40	34	39	42	41	39
<b>NET FAVOURABILITY</b>	<b>-10</b>	<b>-15</b>	<b>18</b>	<b>-41</b>	<b>-27</b>	<b>-29</b>	<b>2</b>	<b>-17</b>	<b>-13</b>	<b>-20</b>	<b>-17</b>	<b>-18</b>	<b>-2</b>	<b>-18</b>	<b>-9</b>	<b>-13</b>	<b>-12</b>	<b>-26</b>	<b>-15</b>	<b>-8</b>	<b>-17</b>	<b>-12</b>	

		12-13 Oct '23	10-12 May '24																				
Kemi Badenoch	Very favourable	2	3	4	1	3	2	4	3	2	1	3	3	3	2	3	2	5	4	2	2	3	2
	Somewhat favourable	10	8	16	4	5	6	13	11	6	7	7	7	14	9	8	8	6	10	7	7	11	9
	<b>TOTAL FAVOURABLE</b>	<b>12</b>	<b>11</b>	<b>20</b>	<b>5</b>	<b>8</b>	<b>8</b>	<b>17</b>	<b>14</b>	<b>8</b>	<b>8</b>	<b>10</b>	<b>10</b>	<b>17</b>	<b>11</b>	<b>11</b>	<b>10</b>	<b>11</b>	<b>14</b>	<b>9</b>	<b>9</b>	<b>14</b>	<b>11</b>
	Somewhat unfavourable	10	12	13	11	13	12	12	12	11	12	9	13	15	12	12	12	10	11	12	12	10	13
	Very unfavourable	18	22	12	33	34	31	18	27	17	16	20	25	23	25	17	21	24	28	23	18	24	19
	<b>TOTAL UNFAVOURABLE</b>	<b>28</b>	<b>34</b>	<b>25</b>	<b>44</b>	<b>47</b>	<b>43</b>	<b>30</b>	<b>39</b>	<b>28</b>	<b>28</b>	<b>29</b>	<b>38</b>	<b>38</b>	<b>37</b>	<b>29</b>	<b>33</b>	<b>34</b>	<b>39</b>	<b>35</b>	<b>30</b>	<b>34</b>	<b>32</b>
	Don't know	60	56	54	50	45	50	53	47	64	65	62	52	45	52	61	57	55	47	56	61	53	57
<b>NET FAVOURABILITY</b>	<b>-8</b>	<b>-23</b>	<b>-5</b>	<b>-39</b>	<b>-39</b>	<b>-35</b>	<b>-13</b>	<b>-25</b>	<b>-20</b>	<b>-20</b>	<b>-19</b>	<b>-28</b>	<b>-21</b>	<b>-26</b>	<b>-18</b>	<b>-23</b>	<b>-23</b>	<b>-25</b>	<b>-26</b>	<b>-21</b>	<b>-20</b>	<b>-21</b>	

Sample Size: 2069 GB Adults  
Fieldwork: 10th - 12th May 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	2069	677	501	176	729	770	1001	1068	217	854	511	486	1179	890	1786	103	180	499	343	250	693	
Unweighted Sample	2069	697	473	194	805	781	960	1109	163	849	519	538	1224	845	1778	110	181	514	344	207	713	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	11-12 Dec '23	10-12 May '24																				
<b>Suella Braverman</b>																						
Very favourable	6	5	11	1	1	1	9	5	4	1	3	5	8	4	6	5	6	3	5	6	2	5
Somewhat favourable	11	10	20	3	6	5	17	13	7	4	7	8	19	10	10	10	7	11	8	12	11	10
<b>TOTAL FAVOURABLE</b>	<b>17</b>	<b>15</b>	<b>31</b>	<b>4</b>	<b>7</b>	<b>6</b>	<b>26</b>	<b>18</b>	<b>11</b>	<b>5</b>	<b>10</b>	<b>13</b>	<b>27</b>	<b>14</b>	<b>16</b>	<b>15</b>	<b>13</b>	<b>14</b>	<b>13</b>	<b>18</b>	<b>13</b>	<b>15</b>
Somewhat unfavourable	13	14	21	8	13	12	18	15	14	9	13	14	19	13	16	14	13	15	16	15	12	14
Very unfavourable	50	44	25	69	63	62	32	48	41	48	45	48	37	51	35	44	44	50	43	39	53	44
<b>TOTAL UNFAVOURABLE</b>	<b>63</b>	<b>58</b>	<b>46</b>	<b>77</b>	<b>76</b>	<b>74</b>	<b>50</b>	<b>63</b>	<b>55</b>	<b>57</b>	<b>58</b>	<b>62</b>	<b>56</b>	<b>64</b>	<b>51</b>	<b>58</b>	<b>57</b>	<b>65</b>	<b>59</b>	<b>54</b>	<b>65</b>	<b>58</b>
Don't know	20	27	24	19	17	19	23	19	34	38	31	24	17	22	33	27	31	22	29	27	22	27
<b>NET FAVOURABILITY</b>	<b>-46</b>	<b>-43</b>	<b>-15</b>	<b>-73</b>	<b>-69</b>	<b>-68</b>	<b>-24</b>	<b>-45</b>	<b>-44</b>	<b>-52</b>	<b>-48</b>	<b>-49</b>	<b>-29</b>	<b>-50</b>	<b>-35</b>	<b>-43</b>	<b>-44</b>	<b>-51</b>	<b>-46</b>	<b>-36</b>	<b>-52</b>	<b>-43</b>

	16-17 Aug '22	10-12 May '24																				
<b>Liberal Democrats</b>																						
Very favourable	3	4	2	4	21	7	1	4	3	5	5	3	3	4	3	4	4	4	4	3	4	5
Somewhat favourable	28	29	16	43	54	40	19	28	29	35	31	28	22	33	23	29	16	30	26	28	34	30
<b>TOTAL FAVOURABLE</b>	<b>31</b>	<b>33</b>	<b>18</b>	<b>47</b>	<b>75</b>	<b>47</b>	<b>20</b>	<b>32</b>	<b>32</b>	<b>40</b>	<b>36</b>	<b>31</b>	<b>25</b>	<b>37</b>	<b>26</b>	<b>33</b>	<b>20</b>	<b>34</b>	<b>30</b>	<b>31</b>	<b>38</b>	<b>35</b>
Somewhat unfavourable	26	26	35	24	11	27	29	26	26	19	24	27	31	28	23	26	24	29	27	25	25	26
Very unfavourable	22	21	32	14	5	11	36	27	16	8	17	24	30	17	26	21	30	20	24	19	19	20
<b>TOTAL UNFAVOURABLE</b>	<b>48</b>	<b>47</b>	<b>67</b>	<b>38</b>	<b>16</b>	<b>38</b>	<b>65</b>	<b>53</b>	<b>42</b>	<b>27</b>	<b>41</b>	<b>51</b>	<b>61</b>	<b>45</b>	<b>49</b>	<b>47</b>	<b>54</b>	<b>49</b>	<b>51</b>	<b>44</b>	<b>44</b>	<b>46</b>
Don't know	21	21	15	15	9	15	15	14	26	33	23	18	14	17	26	20	26	18	20	25	18	20
<b>NET FAVOURABILITY</b>	<b>-17</b>	<b>-14</b>	<b>-49</b>	<b>9</b>	<b>59</b>	<b>9</b>	<b>-45</b>	<b>-21</b>	<b>-10</b>	<b>13</b>	<b>-5</b>	<b>-20</b>	<b>-36</b>	<b>-8</b>	<b>-23</b>	<b>-14</b>	<b>-34</b>	<b>-15</b>	<b>-21</b>	<b>-13</b>	<b>-6</b>	<b>-11</b>

<b>The Green Party</b>																					
Very favourable	10	2	18	17	16	3	9	10	15	13	8	4	12	7	10	6	13	9	8	13	10
Somewhat favourable	32	19	45	47	43	21	30	34	40	35	32	23	36	26	32	30	27	32	32	32	33
<b>TOTAL FAVOURABLE</b>	<b>42</b>	<b>21</b>	<b>63</b>	<b>64</b>	<b>59</b>	<b>24</b>	<b>39</b>	<b>44</b>	<b>55</b>	<b>48</b>	<b>40</b>	<b>27</b>	<b>48</b>	<b>33</b>	<b>42</b>	<b>36</b>	<b>40</b>	<b>41</b>	<b>40</b>	<b>45</b>	<b>43</b>
Somewhat unfavourable	18	25	14	18	15	24	19	17	10	16	18	25	19	16	19	12	13	20	17	18	19
Very unfavourable	19	36	9	4	11	34	25	14	8	12	23	33	16	23	18	23	34	18	16	15	19
<b>TOTAL UNFAVOURABLE</b>	<b>37</b>	<b>61</b>	<b>23</b>	<b>22</b>	<b>26</b>	<b>58</b>	<b>44</b>	<b>31</b>	<b>18</b>	<b>28</b>	<b>41</b>	<b>58</b>	<b>35</b>	<b>39</b>	<b>37</b>	<b>35</b>	<b>47</b>	<b>38</b>	<b>33</b>	<b>33</b>	<b>38</b>
Don't know	21	18	14	14	15	19	18	24	27	24	20	15	16	28	21	29	13	21	26	22	19
<b>NET FAVOURABILITY</b>	<b>5</b>	<b>-40</b>	<b>40</b>	<b>42</b>	<b>33</b>	<b>-34</b>	<b>-5</b>	<b>13</b>	<b>37</b>	<b>20</b>	<b>-1</b>	<b>-31</b>	<b>13</b>	<b>-6</b>	<b>5</b>	<b>1</b>	<b>-7</b>	<b>3</b>	<b>7</b>	<b>12</b>	<b>5</b>

Sample Size: 2069 GB Adults  
Fieldwork: 10th - 12th May 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	
<b>Weighted Sample</b>	<b>2069</b>	677	501	176	729	770	1001	1068	217	854	511	486	1179	890	1786	103	180	499	343	250	693	
<b>Unweighted Sample</b>	<b>2069</b>	697	473	194	805	781	960	1109	163	849	519	538	1224	845	1778	110	181	514	344	207	713	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
<b>Reform UK</b>																						
Very favourable	7	13	4	3	2	14	9	5	4	5	6	13	5	9	7	10	5	8	7	9	6	
Somewhat favourable	13	23	4	6	7	21	15	11	8	12	12	18	12	14	13	10	12	12	14	11	14	
<b>TOTAL FAVOURABLE</b>	<b>20</b>	<b>36</b>	<b>8</b>	<b>9</b>	<b>9</b>	<b>35</b>	<b>24</b>	<b>16</b>	<b>12</b>	<b>17</b>	<b>18</b>	<b>31</b>	<b>17</b>	<b>23</b>	<b>20</b>	<b>20</b>	<b>17</b>	<b>20</b>	<b>21</b>	<b>20</b>	<b>20</b>	
Somewhat unfavourable	11	15	11	9	10	14	13	10	6	10	13	14	11	12	11	14	8	13	13	10	10	
Very unfavourable	37	22	56	58	57	24	41	33	35	37	40	35	43	29	37	32	46	35	29	46	38	
<b>TOTAL UNFAVOURABLE</b>	<b>48</b>	<b>37</b>	<b>67</b>	<b>67</b>	<b>67</b>	<b>38</b>	<b>54</b>	<b>43</b>	<b>41</b>	<b>47</b>	<b>53</b>	<b>49</b>	<b>54</b>	<b>41</b>	<b>48</b>	<b>46</b>	<b>54</b>	<b>48</b>	<b>42</b>	<b>56</b>	<b>48</b>	
Don't know	32	26	25	24	25	27	23	41	47	36	29	20	29	36	32	34	30	33	36	24	32	
<b>NET FAVOURABILITY</b>	<b>-28</b>	<b>-1</b>	<b>-59</b>	<b>-58</b>	<b>-58</b>	<b>-3</b>	<b>-30</b>	<b>-27</b>	<b>-29</b>	<b>-30</b>	<b>-35</b>	<b>-18</b>	<b>-37</b>	<b>-18</b>	<b>-28</b>	<b>-26</b>	<b>-37</b>	<b>-28</b>	<b>-21</b>	<b>-36</b>	<b>-28</b>	
<b>George Galloway</b>																						
Very favourable	2	1	2	2	2	1	3	1	3	2	2	0	2	1	2	2	3	2	2	3	1	
Somewhat favourable	5	5	8	4	6	5	7	4	4	6	5	5	4	7	5	8	8	6	5	8	4	
<b>TOTAL FAVOURABLE</b>	<b>7</b>	<b>6</b>	<b>10</b>	<b>6</b>	<b>8</b>	<b>6</b>	<b>10</b>	<b>5</b>	<b>7</b>	<b>8</b>	<b>7</b>	<b>5</b>	<b>6</b>	<b>8</b>	<b>7</b>	<b>10</b>	<b>11</b>	<b>8</b>	<b>7</b>	<b>11</b>	<b>5</b>	
Somewhat unfavourable	15	14	16	20	18	15	15	14	11	15	16	14	15	14	14	14	22	13	15	15	13	
Very unfavourable	45	59	45	51	49	56	50	40	18	35	56	62	48	40	45	40	47	46	44	38	47	
<b>TOTAL UNFAVOURABLE</b>	<b>60</b>	<b>73</b>	<b>61</b>	<b>71</b>	<b>67</b>	<b>71</b>	<b>65</b>	<b>54</b>	<b>29</b>	<b>50</b>	<b>72</b>	<b>76</b>	<b>63</b>	<b>54</b>	<b>59</b>	<b>54</b>	<b>69</b>	<b>59</b>	<b>59</b>	<b>53</b>	<b>60</b>	
Don't know	34	22	29	24	25	24	25	42	63	42	22	19	30	38	35	36	21	33	35	35	35	
<b>NET FAVOURABILITY</b>	<b>-53</b>	<b>-67</b>	<b>-51</b>	<b>-65</b>	<b>-59</b>	<b>-65</b>	<b>-55</b>	<b>-49</b>	<b>-22</b>	<b>-42</b>	<b>-65</b>	<b>-71</b>	<b>-57</b>	<b>-46</b>	<b>-52</b>	<b>-44</b>	<b>-58</b>	<b>-51</b>	<b>-52</b>	<b>-42</b>	<b>-55</b>	
<b>John Swinney</b>																						
Very favourable	1	1	1	0	1	1	1	1	0	1	1	2	1	1	1	1	7	0	0	2	1	
Somewhat favourable	8	5	9	13	15	4	10	6	5	7	8	10	9	7	6	7	28	4	7	6	7	
<b>TOTAL FAVOURABLE</b>	<b>9</b>	<b>6</b>	<b>10</b>	<b>13</b>	<b>16</b>	<b>5</b>	<b>11</b>	<b>7</b>	<b>5</b>	<b>8</b>	<b>9</b>	<b>12</b>	<b>10</b>	<b>8</b>	<b>7</b>	<b>8</b>	<b>35</b>	<b>4</b>	<b>7</b>	<b>8</b>	<b>8</b>	
Somewhat unfavourable	11	14	12	12	12	12	13	9	9	9	13	14	13	10	11	15	16	13	12	12	8	
Very unfavourable	13	18	9	7	7	21	17	9	6	9	15	19	11	14	11	13	26	12	9	11	12	
<b>TOTAL UNFAVOURABLE</b>	<b>24</b>	<b>32</b>	<b>21</b>	<b>19</b>	<b>19</b>	<b>33</b>	<b>30</b>	<b>18</b>	<b>15</b>	<b>18</b>	<b>28</b>	<b>33</b>	<b>24</b>	<b>24</b>	<b>22</b>	<b>28</b>	<b>42</b>	<b>25</b>	<b>21</b>	<b>23</b>	<b>20</b>	
Don't know	67	62	70	67	64	62	59	74	79	74	62	55	66	68	72	65	22	71	73	70	72	
<b>NET FAVOURABILITY</b>	<b>-15</b>	<b>-26</b>	<b>-11</b>	<b>-6</b>	<b>-3</b>	<b>-28</b>	<b>-19</b>	<b>-11</b>	<b>-10</b>	<b>-10</b>	<b>-19</b>	<b>-21</b>	<b>-14</b>	<b>-16</b>	<b>-15</b>	<b>-20</b>	<b>-7</b>	<b>-21</b>	<b>-14</b>	<b>-15</b>	<b>-12</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.