

YouGov Survey Results

Sample Size: 2089 adults in GB
Fieldwork: 10th - 11th July 2024

	Vote in 2024 GE				EU Ref 2016		Gender		Age				Social Grade		Country			Region in England					
	Total	Con	Lab	Lib Dem	Reform UK	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South	
Weighted Sample	2089	376	537	192	226	736	778	1011	1078	219	863	516	491	1191	898	1807	100	182	495	343	253	717	
Unweighted Sample	2089	348	492	290	294	866	798	973	1116	139	838	554	558	1255	834	1776	117	196	532	344	178	722	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you have a favourable or unfavourable opinion of the following?			5-8 Jul '24		10-11 Jul '24																		
Keir Starmer																							
Very favourable	11	12	3	31	14	5	16	10	15	9	11	12	12	11	13	11	12	15	9	11	14	15	10
Somewhat favourable	33	31	15	55	47	9	44	19	32	30	40	35	30	22	35	26	30	32	40	30	23	36	31
TOTAL FAVOURABLE	44	43	18	86	61	14	60	29	47	39	51	47	42	33	48	37	42	47	49	41	37	51	41
Somewhat unfavourable	21	20	32	5	21	22	18	22	16	23	17	18	22	21	19	20	20	18	16	20	20	15	22
Very unfavourable	26	25	46	2	11	57	12	41	27	24	18	17	29	38	23	28	25	25	24	24	26	24	26
TOTAL UNFAVOURABLE	47	45	78	7	32	79	30	63	43	47	35	35	51	59	42	48	45	43	40	44	46	39	48
Don't know	9	12	4	7	6	7	10	8	10	15	14	17	6	8	9	16	12	10	12	15	17	10	9
NET FAVOURABILITY	-3	-2	-60	79	29	-65	30	-34	4	-8	16	12	-9	-26	6	-11	-3	4	9	-3	-9	12	-7
Angela Rayner																							
Very favourable	11	13	1	32	22	3	22	7	17	10	17	14	16	7	16	10	13	19	11	12	14	20	12
Somewhat favourable	19	19	13	34	30	6	27	12	23	16	23	23	14	17	22	16	19	20	26	18	17	17	20
TOTAL FAVOURABLE	30	32	14	66	52	9	49	19	40	26	40	37	30	24	38	26	32	39	37	30	31	37	32
Somewhat unfavourable	14	13	19	8	14	14	13	15	12	13	6	10	18	16	14	11	13	10	13	15	12	13	12
Very unfavourable	24	25	51	3	10	56	14	42	26	23	10	15	29	43	25	24	26	19	17	22	25	23	29
TOTAL UNFAVOURABLE	38	38	70	11	24	70	27	57	38	36	16	25	47	59	39	35	39	29	30	37	37	36	41
Don't know	32	30	15	22	24	22	24	24	22	37	44	38	22	17	23	39	30	32	33	32	32	27	28
NET FAVOURABILITY	-8	-6	-56	55	28	-61	22	-38	2	-10	24	12	-17	-35	-1	-9	-7	10	7	-7	-6	1	-9
Rachel Reeves																							
Very favourable	7	8	2	21	16	2	14	5	11	5	7	6	10	9	9	7	8	5	10	7	7	11	8
Somewhat favourable	17	21	17	37	35	10	31	16	26	16	21	22	20	20	26	15	21	23	18	20	18	26	22
TOTAL FAVOURABLE	24	29	19	58	51	12	45	21	37	21	28	28	30	29	35	22	29	28	28	27	25	37	30
Somewhat unfavourable	14	12	20	7	6	21	10	16	13	11	7	10	16	14	13	11	12	11	12	12	10	15	13
Very unfavourable	13	13	23	1	4	29	5	22	15	11	8	8	14	21	13	13	13	11	13	13	14	11	13
TOTAL UNFAVOURABLE	27	25	43	8	10	50	15	38	28	22	15	18	30	35	26	24	25	22	25	25	24	26	26
Don't know	50	46	38	35	39	38	41	41	36	56	57	53	40	35	40	54	46	49	47	48	51	38	45
NET FAVOURABILITY	-3	4	-24	50	41	-38	30	-17	9	-1	13	10	0	-6	9	-2	4	6	3	2	1	11	4

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Fieldwork: 10th - 11th July 2024

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	Total	Con	Lab	Lib Dem	Reform UK	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South	
Weighted Sample	2089	376	537	192	226	736	778	1011	1078	219	863	516	491	1191	898	1807	100	182	495	343	253	717	
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	

	19-20 Jun '24	10-11 Jul '24																					
Yvette Cooper																							
Very favourable	5	7	1	19	16	2	13	5	9	6	3	5	11	10	9	5	7	7	8	7	7	12	7
Somewhat favourable	16	18	16	30	28	6	27	13	21	15	17	15	20	20	21	13	18	16	22	17	16	21	18
TOTAL FAVOURABLE	21	25	17	49	44	8	40	18	30	21	20	20	31	30	30	18	25	23	30	24	23	33	25
Somewhat unfavourable	14	12	21	7	13	18	11	16	14	11	7	10	14	15	14	10	12	11	12	11	12	14	13
Very unfavourable	13	14	22	1	4	35	5	24	16	11	9	8	16	23	13	15	14	14	10	14	13	10	16
TOTAL UNFAVOURABLE	27	26	43	8	17	53	16	40	30	22	16	18	30	38	27	25	26	25	22	25	25	24	29
Don't know	51	49	40	43	39	39	43	42	40	57	63	61	39	32	43	57	49	52	48	52	52	42	48
NET FAVOURABILITY	-6	-1	-26	41	27	-45	24	-22	0	-1	4	2	1	-8	3	-7	-1	-2	8	-1	-2	9	-4

	1-2 Feb '23	10-11 Jul '24																					
Ed Miliband																							
Very favourable	6	6	1	15	7	1	10	3	8	4	7	7	4	7	8	4	6	9	4	5	6	9	5
Somewhat favourable	23	24	14	43	41	9	37	16	27	21	23	26	27	18	28	19	23	22	31	24	20	31	21
TOTAL FAVOURABLE	29	30	15	58	48	10	47	19	35	25	30	33	31	25	36	23	29	31	35	29	26	40	26
Somewhat unfavourable	22	19	24	13	21	21	22	20	18	20	12	17	23	22	19	20	19	24	14	19	18	13	22
Very unfavourable	28	23	40	8	13	50	11	39	27	20	12	18	25	36	23	23	24	19	20	21	24	23	25
TOTAL UNFAVOURABLE	50	42	64	21	34	71	33	59	45	40	24	35	48	58	42	43	43	43	34	40	42	36	47
Don't know	22	28	22	21	18	19	20	21	20	36	46	34	21	17	23	35	28	26	31	30	32	23	26
NET FAVOURABILITY	-21	-12	-49	37	14	-61	14	-40	-10	-15	6	-2	-17	-33	-6	-20	-14	-12	1	-11	-16	4	-21

	12-13 Jun '24	10-11 Jul '24																					
David Lammy																							
Very favourable	2	4	0	11	6	1	9	2	5	3	3	4	5	4	6	3	4	5	4	4	4	10	3
Somewhat favourable	12	15	8	30	25	7	24	9	18	13	16	16	14	14	18	11	15	15	14	13	14	23	14
TOTAL FAVOURABLE	14	19	8	41	31	8	33	11	23	16	19	20	19	18	24	14	19	20	18	17	18	33	17
Somewhat unfavourable	14	11	14	10	12	11	10	12	13	9	9	8	14	12	12	9	10	12	12	10	8	16	10
Very unfavourable	20	16	26	3	6	40	7	29	20	12	9	11	20	24	17	15	16	13	12	15	17	17	17
TOTAL UNFAVOURABLE	34	27	40	13	18	51	17	41	33	21	18	19	34	36	29	24	26	25	24	25	25	33	27
Don't know	52	54	52	46	50	41	49	49	44	63	64	61	47	45	48	62	54	55	57	58	58	33	56
NET FAVOURABILITY	-20	-8	-32	28	13	-43	16	-30	-10	-5	1	1	-15	-18	-5	-10	-7	-5	-6	-8	-7	0	-10

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Unweighted Sample	2089	348	492	290	294	866	798	973	1116	139	838	554	558	1255	834	1776	117	196	532	344	178	722
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Pat McFadden

Very favourable	2	0	6	3	0	4	2	3	1	1	1	3	4	3	1	2	3	3	2	2	4	1
Somewhat favourable	7	6	13	11	2	11	4	9	5	8	5	7	10	8	6	7	7	8	6	7	10	6
TOTAL FAVOURABLE	9	6	19	14	2	15	6	12	6	9	6	10	14	11	7	9	10	11	8	9	14	7
Somewhat unfavourable	6	8	3	6	9	6	6	7	4	4	5	7	6	6	5	6	7	4	5	6	5	6
Very unfavourable	7	13	1	1	14	3	13	9	6	4	5	9	12	7	8	7	5	9	7	8	8	7
TOTAL UNFAVOURABLE	13	21	4	7	23	9	19	16	10	8	10	16	18	13	13	13	12	13	12	14	13	13
Don't know	78	72	77	79	74	77	75	72	83	82	85	74	69	77	80	78	79	75	79	76	73	80
NET FAVOURABILITY	-4	-15	15	7	-21	6	-13	-4	-4	1	-4	-6	-4	-2	-6	-4	-2	-2	-4	-5	1	-6

Shabana Mahmood

Very favourable	2	0	4	2	1	2	1	2	1	1	1	3	2	2	2	2	2	1	1	2	3	1
Somewhat favourable	8	5	16	14	1	12	4	10	6	12	8	7	7	10	5	8	10	11	8	7	16	5
TOTAL FAVOURABLE	10	5	20	16	2	14	5	12	7	13	9	10	9	12	7	10	12	12	9	9	19	6
Somewhat unfavourable	6	8	5	2	8	5	7	7	4	5	6	6	6	6	6	6	7	7	4	8	6	5
Very unfavourable	10	14	1	3	27	4	17	13	8	6	7	12	14	9	12	10	8	10	11	8	12	10
TOTAL UNFAVOURABLE	16	22	6	5	35	9	24	20	12	11	13	18	20	15	18	16	15	17	15	16	18	15
Don't know	74	73	75	79	62	77	71	68	80	75	78	71	72	73	76	75	73	72	76	75	62	79
NET FAVOURABILITY	-6	-17	14	11	-33	5	-19	-8	-5	2	-4	-8	-11	-3	-11	-6	-3	-5	-6	-7	1	-9

Jonathan Reynolds

Very favourable	1	0	3	0	1	1	1	2	0	1	1	2	1	1	1	1	0	1	1	1	4	0
Somewhat favourable	6	5	13	10	2	10	4	8	4	6	6	5	8	8	4	6	7	7	6	6	7	5
TOTAL FAVOURABLE	7	5	16	10	3	11	5	10	4	7	7	7	9	9	5	7	7	8	7	7	11	5
Somewhat unfavourable	5	8	2	3	8	4	5	5	4	5	4	7	4	5	5	5	5	5	5	4	5	5
Very unfavourable	6	9	1	1	13	2	11	8	5	4	5	7	9	5	8	6	4	8	7	6	9	5
TOTAL UNFAVOURABLE	11	17	3	4	21	6	16	13	9	9	9	14	13	10	13	11	9	13	12	10	14	10
Don't know	82	78	82	86	76	83	78	77	86	84	85	79	78	81	82	82	84	79	82	82	75	84
NET FAVOURABILITY	-4	-12	13	6	-18	5	-11	-3	-5	-2	-2	-7	-4	-1	-8	-4	-2	-5	-5	-3	-3	-5

Liz Kendall

Very favourable	2	1	4	3	0	3	2	2	1	1	1	2	2	2	1	2	1	1	1	2	3	1
Somewhat favourable	7	5	15	12	4	12	5	9	6	8	6	8	9	9	5	7	6	10	8	7	10	6
TOTAL FAVOURABLE	9	6	19	15	4	15	7	11	7	9	7	10	11	11	6	9	7	11	9	9	13	7
Somewhat unfavourable	7	10	3	4	12	6	9	8	5	3	6	8	8	7	6	7	5	7	6	8	7	6
Very unfavourable	8	10	2	5	13	3	13	10	6	6	6	9	11	7	9	8	6	6	7	8	11	8
TOTAL UNFAVOURABLE	15	20	5	9	25	9	22	18	11	9	12	17	19	14	15	15	11	13	13	16	18	14
Don't know	77	74	76	76	71	77	72	71	81	83	82	73	69	75	78	76	81	76	79	76	69	78
NET FAVOURABILITY	-6	-14	14	6	-21	6	-15	-7	-4	0	-5	-7	-8	-3	-9	-6	-4	-2	-4	-7	-5	-7

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

John Healey

Very favourable	1	1	3	1	1	2	1	1	1	0	1	1	1	1	1	1	1	1	2	0	3	0
Somewhat favourable	7	6	13	13	3	11	5	10	5	9	5	7	9	9	5	7	4	9	7	5	13	6
TOTAL FAVOURABLE	8	7	16	14	4	13	6	11	6	9	6	8	10	10	6	8	5	10	9	5	16	6
Somewhat unfavourable	6	8	3	3	7	4	7	6	5	5	5	8	5	6	6	6	6	7	5	5	5	6
Very unfavourable	6	9	1	2	13	1	12	7	5	4	4	8	9	5	8	6	3	7	7	5	10	6
TOTAL UNFAVOURABLE	12	17	4	5	20	5	19	13	10	9	9	16	14	11	14	12	9	14	12	10	15	12
Don't know	80	77	80	82	76	81	76	75	84	82	84	76	75	80	80	80	86	77	79	84	70	82
NET FAVOURABILITY	-4	-10	12	9	-16	8	-13	-2	-4	0	-3	-8	-4	-1	-8	-4	-4	-4	-3	-5	1	-6

Bridget Phillipson

Very favourable	2	1	6	4	0	4	2	3	2	2	1	3	3	3	1	2	1	4	2	3	3	1
Somewhat favourable	8	5	17	16	3	13	4	10	6	11	8	7	7	10	5	8	5	7	7	7	15	7
TOTAL FAVOURABLE	10	6	23	20	3	17	6	13	8	13	9	10	10	13	6	10	6	11	9	10	18	8
Somewhat unfavourable	5	8	3	2	7	4	7	6	4	2	5	7	4	5	4	5	4	8	4	6	6	4
Very unfavourable	7	11	1	2	15	2	12	8	6	6	5	7	11	6	8	7	4	6	8	7	9	7
TOTAL UNFAVOURABLE	12	19	4	4	22	6	19	14	10	8	10	14	15	11	12	12	8	14	12	13	15	11
Don't know	78	76	73	76	75	76	76	73	82	79	80	76	74	75	81	78	86	76	79	78	67	80
NET FAVOURABILITY	-2	-13	19	16	-19	11	-13	-1	-2	5	-1	-4	-5	2	-6	-2	-2	-3	-3	-3	3	-3

Lisa Nandy

		4-5 Oct '23	10-11 Jul '24																				
Very favourable	3	4	1	8	8	1	6	3	5	2	1	2	6	5	4	2	4	5	3	3	4	4	3
Somewhat favourable	12	12	7	24	16	5	19	8	14	10	12	12	12	12	14	9	12	14	11	14	10	20	9
TOTAL FAVOURABLE	15	16	8	32	24	6	25	11	19	12	13	14	18	17	18	11	16	19	14	17	14	24	12
Somewhat unfavourable	9	9	14	5	5	15	7	13	11	8	7	8	11	11	10	9	9	10	11	10	9	11	8
Very unfavourable	12	11	18	2	2	25	5	19	13	9	5	8	12	17	11	11	11	8	10	11	12	10	11
TOTAL UNFAVOURABLE	21	20	32	7	7	40	12	32	24	17	12	16	23	28	21	20	20	18	21	21	21	19	
Don't know	63	64	60	60	69	54	63	57	57	71	75	70	59	55	61	69	64	63	65	63	65	55	69
NET FAVOURABILITY	-6	-4	-24	25	17	-34	13	-21	-5	-5	1	-2	-5	-11	-3	-9	-4	1	-7	-4	-7	3	-7

James Timpson

Very favourable	8	2	17	14	2	14	4	9	6	7	8	8	7	10	5	8	7	8	7	7	11	7
Somewhat favourable	12	10	21	19	7	18	9	15	9	13	14	10	11	16	8	12	12	13	12	10	16	12
TOTAL FAVOURABLE	20	12	38	33	9	32	13	24	15	20	22	18	18	26	13	20	19	21	19	17	27	19
Somewhat unfavourable	5	7	2	3	9	4	5	5	4	3	3	8	5	5	5	5	6	4	4	4	5	6
Very unfavourable	6	8	1	1	11	2	10	7	5	4	5	7	8	5	8	6	5	7	6	6	7	5
TOTAL UNFAVOURABLE	11	15	3	4	20	6	15	12	9	7	8	15	13	10	13	11	11	11	10	10	12	11
Don't know	69	73	59	63	72	62	71	63	75	73	70	67	69	65	75	69	70	68	70	73	61	70
NET FAVOURABILITY	9	-3	35	29	-11	26	-2	12	6	13	14	3	5	16	0	9	8	10	9	7	15	8

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

	21-22 Oct '20	10-11 Jul '24																					
Patrick Vallance																							
Very favourable	8	8	5	15	17	2	14	5	9	7	5	7	9	9	11	4	8	8	5	7	6	11	9
Somewhat favourable	22	14	19	21	20	8	19	13	17	12	11	13	17	15	17	10	14	13	14	14	12	21	13
TOTAL FAVOURABLE	30	22	24	36	37	10	33	18	26	19	16	20	26	24	28	14	22	21	19	21	18	32	22
Somewhat unfavourable	10	6	11	3	4	12	5	9	8	5	4	5	9	7	7	6	6	3	7	5	8	6	6
Very unfavourable	7	8	9	1	1	20	3	13	10	7	6	7	8	11	7	9	8	5	9	9	8	9	8
TOTAL UNFAVOURABLE	17	14	20	4	5	32	8	22	18	12	10	12	17	18	14	15	14	8	16	14	16	15	14
Don't know	53	63	57	59	57	57	59	60	57	70	74	67	57	59	58	71	63	71	64	64	65	53	64
NET FAVOURABILITY	13	8	4	32	32	-22	25	-4	8	7	6	8	9	6	14	-1	8	13	3	7	2	17	8

	19-20 Jun '24	10-11 Jul '24																					
Wes Streeting																							
Very favourable	4	4	1	12	7	1	7	4	5	3	3	4	5	5	5	4	4	5	2	3	5	8	4
Somewhat favourable	11	15	15	26	20	9	20	12	19	11	15	14	16	15	19	9	15	12	15	14	11	18	16
TOTAL FAVOURABLE	15	19	16	38	27	10	27	16	24	14	18	18	21	20	24	13	19	17	17	17	16	26	20
Somewhat unfavourable	12	10	13	7	12	14	10	11	11	9	9	8	11	11	11	8	10	8	10	9	9	13	9
Very unfavourable	11	11	16	1	3	21	5	18	14	8	13	8	11	15	11	11	11	13	11	11	11	14	10
TOTAL UNFAVOURABLE	23	21	29	8	15	35	15	29	25	17	22	16	22	26	22	19	21	21	21	20	20	27	19
Don't know	62	60	56	54	57	55	58	56	51	69	61	66	57	53	55	68	60	62	61	63	64	47	61
NET FAVOURABILITY	-8	-2	-13	30	12	-25	12	-13	-1	-3	-4	2	-1	-6	2	-6	-2	-4	-4	-3	-4	-1	1

*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.