

YouGov Survey Results

Sample Size: 2163 GB Adults
Fieldwork: 5th - 6th August 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	2163	389	556	199	234	762	805	1047	1116	227	893	534	508	1233	930	1871	104	188	513	355	262	742	
Unweighted Sample	2163	327	618	246	325	817	873	995	1168	163	866	553	581	1300	863	1862	118	183	532	367	210	753	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	17-18 Jul	5-6 Aug																					
Do you have a favourable or unfavourable opinion of the following?																							
Conservatives																							
Very favourable	3	4	16	1	1	3	3	6	5	3	4	2	4	8	5	3	4	2	5	3	2	6	
Somewhat favourable	18	19	60	3	11	23	11	29	19	18	11	12	20	33	18	19	20	13	10	17	24	21	
TOTAL FAVOURABLE	21	23	76	4	12	26	14	35	24	21	15	14	24	41	23	22	24	15	15	20	26	19	27
Somewhat unfavourable	22	22	17	19	29	38	21	27	22	21	13	19	25	26	22	22	21	27	21	20	24	18	23
Very unfavourable	49	48	3	76	57	34	62	33	48	47	59	57	45	29	50	44	47	49	54	51	44	55	43
TOTAL UNFAVOURABLE	71	70	20	95	86	72	83	60	70	68	72	76	70	55	72	66	68	76	75	71	68	73	66
Don't know	8	8	3	2	2	2	3	5	6	10	13	11	6	3	5	11	8	9	10	9	6	9	7
NET FAVOURABILITY	-50	-47	56	-91	-74	-46	-69	-25	-46	-47	-57	-62	-46	-14	-49	-44	-44	-61	-60	-51	-42	-54	-39
Labour																							
Very favourable	10	8	0	23	7	0	13	4	7	9	11	8	9	5	9	6	8	8	4	8	9	10	7
Somewhat favourable	35	31	7	63	47	4	46	16	31	31	37	38	28	19	35	25	30	32	34	32	28	33	30
TOTAL FAVOURABLE	45	39	7	86	54	4	59	20	38	40	48	46	37	24	44	31	38	40	38	40	37	43	37
Somewhat unfavourable	21	22	29	9	33	18	20	22	21	22	26	21	17	25	22	21	22	13	26	22	20	22	22
Very unfavourable	23	31	61	3	10	75	17	53	34	29	11	23	39	48	28	36	32	33	26	29	34	26	34
TOTAL UNFAVOURABLE	44	53	90	12	43	93	37	75	55	51	37	44	56	73	50	57	54	46	52	51	54	48	56
Don't know	12	8	3	3	3	3	5	5	7	10	15	10	7	4	6	12	8	14	10	8	8	9	7
NET FAVOURABILITY	1	-14	-83	74	11	-89	22	-55	-17	-11	11	2	-19	-49	-6	-26	-16	-6	-14	-11	-17	-5	-19

	30-31 Jul	5-6 Aug																					
Keir Starmer																							
Very favourable	9	7	1	20	8	0	13	3	7	7	5	8	8	5	8	5	7	8	6	7	8	6	7
Somewhat favourable	31	30	13	56	51	4	43	17	30	30	40	33	30	22	35	23	30	34	33	31	28	34	29
TOTAL FAVOURABLE	40	37	14	76	59	4	56	20	37	37	45	41	38	27	43	28	37	42	39	38	36	40	36
Somewhat unfavourable	21	22	28	16	25	20	21	23	22	21	23	23	18	23	23	20	22	13	21	22	22	25	22
Very unfavourable	28	31	54	5	9	73	16	51	34	28	15	23	38	46	26	37	31	32	29	31	33	27	33
TOTAL UNFAVOURABLE	49	53	82	21	34	93	37	74	56	49	38	46	56	69	49	57	53	45	50	53	55	52	55
Don't know	11	10	4	4	7	3	7	6	7	13	18	13	7	4	7	14	10	14	11	10	10	9	10
NET FAVOURABILITY	-9	-16	-68	55	25	-89	19	-54	-19	-12	7	-5	-18	-42	-6	-29	-16	-3	-11	-15	-19	-12	-19

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Rishi Sunak																						
Very favourable	4	3	12	1	1	3	4	3	3	2	2	3	5	3	3	3	1	2	2	3	3	4
Somewhat favourable	19	20	58	8	17	16	29	21	19	11	13	24	33	21	19	21	18	16	19	22	16	22
TOTAL FAVOURABLE	23	23	70	9	18	19	33	24	22	13	15	27	38	24	22	24	19	18	21	25	19	26
Somewhat unfavourable	27	29	20	33	40	32	30	28	30	23	28	30	33	30	28	29	32	24	27	28	29	32
Very unfavourable	43	42	8	57	40	47	33	44	40	56	49	38	26	42	42	41	42	51	46	40	47	36
TOTAL UNFAVOURABLE	70	71	28	90	80	79	63	72	70	79	77	68	59	72	70	70	74	75	73	68	76	68
Don't know	7	6	2	2	2	4	4	4	8	9	8	5	4	5	9	6	7	8	7	6	5	6
NET FAVOURABILITY	-47	-48	42	-81	-62	-60	-30	-48	-48	-66	-62	-41	-21	-48	-48	-46	-55	-57	-52	-43	-57	-42
Yvette Cooper																						
Very favourable	5	4	0	11	8	8	2	3	5	1	3	6	4	5	2	4	3	3	4	4	3	5
Somewhat favourable	16	17	11	34	34	31	10	20	15	10	18	20	17	21	13	17	14	18	14	14	28	18
TOTAL FAVOURABLE	21	21	11	45	42	39	12	23	20	11	21	26	21	26	15	21	17	21	18	18	31	23
Somewhat unfavourable	15	14	25	9	18	14	19	16	13	8	11	14	23	15	14	14	16	18	15	13	13	14
Very unfavourable	17	22	35	6	6	11	38	27	18	11	16	29	32	20	25	23	22	20	22	23	19	23
TOTAL UNFAVOURABLE	32	36	60	15	24	25	57	43	31	19	27	43	55	35	39	37	38	38	37	36	32	37
Don't know	46	42	29	40	35	35	31	34	50	70	52	31	24	39	46	42	45	42	45	46	37	40
NET FAVOURABILITY	-11	-15	-49	30	18	-70	14	-45	-20	-11	-8	-6	-17	-9	-24	-16	-21	-17	-19	-18	-1	-14
Nigel Farage																						
Very favourable	11	9	8	1	2	2	18	12	6	4	6	13	11	7	10	9	8	6	10	11	4	9
Somewhat favourable	16	16	26	8	8	7	27	17	15	9	13	17	23	13	19	16	20	10	19	16	11	16
TOTAL FAVOURABLE	27	25	34	9	10	9	45	29	21	13	19	30	34	20	29	25	28	16	29	27	15	25
Somewhat unfavourable	12	15	27	12	11	10	21	14	17	10	13	15	21	13	18	15	14	20	13	17	12	16
Very unfavourable	50	52	34	76	76	78	28	51	53	65	57	49	41	60	41	52	47	56	49	48	65	51
TOTAL UNFAVOURABLE	62	67	61	88	87	88	49	65	70	75	70	64	62	73	59	67	61	76	62	65	77	67
Don't know	10	8	5	3	4	4	6	6	10	12	11	7	4	5	12	8	11	7	10	9	9	7
NET FAVOURABILITY	-35	-42	-27	-79	-77	78	-79	-4	-36	-49	-62	-51	-34	-28	-53	-30	-42	-33	-60	-33	-38	-42

*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.