

# YouGov Survey Results

Sample Size: 2121 Adults in GB  
Fieldwork: 4th - 6th October 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
<b>Weighted Sample</b>	<b>2121</b>	<b>382</b>	<b>545</b>	<b>195</b>	<b>229</b>	<b>747</b>	<b>790</b>	<b>1027</b>	<b>1094</b>	<b>223</b>	<b>876</b>	<b>524</b>	<b>498</b>	<b>1209</b>	<b>912</b>	<b>1835</b>	<b>102</b>	<b>185</b>	<b>503</b>	<b>348</b>	<b>257</b>	<b>727</b>
<b>Unweighted Sample</b>	<b>2121</b>	<b>319</b>	<b>637</b>	<b>227</b>	<b>289</b>	<b>856</b>	<b>803</b>	<b>984</b>	<b>1137</b>	<b>139</b>	<b>834</b>	<b>551</b>	<b>597</b>	<b>1313</b>	<b>808</b>	<b>1827</b>	<b>111</b>	<b>183</b>	<b>524</b>	<b>365</b>	<b>194</b>	<b>744</b>
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

		20 - 22 Sep	4 - 6 Oct																					
<b>Do you have a favourable or unfavourable opinion of the following?</b>																								
<b>Conservative Party</b>																								
	Very favourable	4	5	21	0	2	2	3	8	6	5	3	4	4	10	4	7	5	5	4	3	5	7	7
	Somewhat favourable	20	20	60	4	9	27	14	33	19	21	4	15	23	33	21	19	21	17	13	19	21	16	24
	<b>TOTAL FAVOURABLE</b>	<b>24</b>	<b>25</b>	<b>81</b>	<b>4</b>	<b>11</b>	<b>29</b>	<b>17</b>	<b>41</b>	<b>25</b>	<b>26</b>	<b>7</b>	<b>19</b>	<b>27</b>	<b>43</b>	<b>25</b>	<b>26</b>	<b>26</b>	<b>22</b>	<b>17</b>	<b>22</b>	<b>26</b>	<b>23</b>	<b>31</b>
	Somewhat unfavourable	21	21	13	17	33	37	18	22	21	21	28	19	20	23	22	20	21	23	23	19	21	19	23
	Very unfavourable	46	44	1	75	54	29	61	29	48	41	48	51	47	27	47	40	43	51	52	49	41	50	37
	<b>TOTAL UNFAVOURABLE</b>	<b>67</b>	<b>65</b>	<b>14</b>	<b>92</b>	<b>87</b>	<b>66</b>	<b>79</b>	<b>51</b>	<b>69</b>	<b>62</b>	<b>76</b>	<b>70</b>	<b>67</b>	<b>50</b>	<b>69</b>	<b>60</b>	<b>64</b>	<b>74</b>	<b>75</b>	<b>68</b>	<b>62</b>	<b>69</b>	<b>60</b>
	Don't know	8	9	5	4	3	4	4	7	6	12	17	11	6	7	6	14	10	4	8	9	13	8	9
	<b>NET FAVOURABILITY</b>	<b>-43</b>	<b>-40</b>	<b>67</b>	<b>-88</b>	<b>-76</b>	<b>-37</b>	<b>-62</b>	<b>-10</b>	<b>-44</b>	<b>-36</b>	<b>-69</b>	<b>-51</b>	<b>-40</b>	<b>-7</b>	<b>-44</b>	<b>-34</b>	<b>-38</b>	<b>-52</b>	<b>-58</b>	<b>-46</b>	<b>-36</b>	<b>-46</b>	<b>-29</b>
<b>Labour Party</b>																								
	Very favourable	6	6	0	18	4	0	8	3	6	6	9	5	7	3	7	4	6	10	2	6	6	9	5
	Somewhat favourable	26	25	2	50	45	4	41	9	26	24	34	31	23	13	29	19	25	30	27	25	20	33	23
	<b>TOTAL FAVOURABLE</b>	<b>32</b>	<b>31</b>	<b>2</b>	<b>68</b>	<b>49</b>	<b>4</b>	<b>49</b>	<b>12</b>	<b>32</b>	<b>30</b>	<b>43</b>	<b>36</b>	<b>30</b>	<b>16</b>	<b>36</b>	<b>23</b>	<b>31</b>	<b>40</b>	<b>29</b>	<b>31</b>	<b>26</b>	<b>42</b>	<b>28</b>
	Somewhat unfavourable	20	22	25	21	22	11	26	18	22	23	23	25	22	18	24	20	21	25	30	19	23	26	21
	Very unfavourable	39	38	70	7	22	81	19	64	40	35	20	27	42	59	33	43	39	32	29	41	39	26	41
	<b>TOTAL UNFAVOURABLE</b>	<b>59</b>	<b>60</b>	<b>95</b>	<b>28</b>	<b>44</b>	<b>92</b>	<b>45</b>	<b>82</b>	<b>62</b>	<b>58</b>	<b>43</b>	<b>52</b>	<b>64</b>	<b>77</b>	<b>57</b>	<b>63</b>	<b>60</b>	<b>57</b>	<b>59</b>	<b>60</b>	<b>62</b>	<b>52</b>	<b>62</b>
	Don't know	9	9	2	4	7	3	6	6	6	13	15	12	6	7	6	14	10	4	11	8	12	7	10
	<b>NET FAVOURABILITY</b>	<b>-27</b>	<b>-29</b>	<b>-93</b>	<b>40</b>	<b>5</b>	<b>-88</b>	<b>4</b>	<b>-70</b>	<b>-30</b>	<b>-28</b>	<b>0</b>	<b>-16</b>	<b>-34</b>	<b>-61</b>	<b>-21</b>	<b>-40</b>	<b>-29</b>	<b>-17</b>	<b>-30</b>	<b>-29</b>	<b>-36</b>	<b>-10</b>	<b>-34</b>
<b>Rishi Sunak</b>																								
	Very favourable	3	4	12	1	1	3	3	5	5	3	1	4	4	5	3	4	4	0	4	4	2	2	5
	Somewhat favourable	21	20	56	7	15	19	17	29	18	23	13	15	21	33	22	18	21	21	16	16	21	16	25
	<b>TOTAL FAVOURABLE</b>	<b>24</b>	<b>24</b>	<b>68</b>	<b>8</b>	<b>16</b>	<b>22</b>	<b>20</b>	<b>34</b>	<b>23</b>	<b>26</b>	<b>14</b>	<b>19</b>	<b>25</b>	<b>38</b>	<b>25</b>	<b>22</b>	<b>25</b>	<b>21</b>	<b>20</b>	<b>20</b>	<b>23</b>	<b>18</b>	<b>30</b>
	Somewhat unfavourable	26	27	22	29	39	38	30	27	28	26	22	26	27	31	29	25	28	25	21	27	28	31	28
	Very unfavourable	42	39	4	59	41	35	45	30	42	37	52	43	43	24	40	39	38	48	50	43	37	44	33
	<b>TOTAL UNFAVOURABLE</b>	<b>68</b>	<b>66</b>	<b>26</b>	<b>88</b>	<b>80</b>	<b>73</b>	<b>75</b>	<b>57</b>	<b>70</b>	<b>63</b>	<b>74</b>	<b>69</b>	<b>70</b>	<b>55</b>	<b>69</b>	<b>64</b>	<b>66</b>	<b>73</b>	<b>71</b>	<b>70</b>	<b>65</b>	<b>75</b>	<b>61</b>
	Don't know	8	9	6	4	5	5	5	8	7	12	12	12	5	6	6	13	9	6	9	9	12	7	9
	<b>NET FAVOURABILITY</b>	<b>-44</b>	<b>-42</b>	<b>42</b>	<b>-80</b>	<b>-64</b>	<b>-51</b>	<b>-55</b>	<b>-23</b>	<b>-47</b>	<b>-37</b>	<b>-60</b>	<b>-50</b>	<b>-45</b>	<b>-17</b>	<b>-44</b>	<b>-42</b>	<b>-41</b>	<b>-52</b>	<b>-51</b>	<b>-50</b>	<b>-42</b>	<b>-57</b>	<b>-31</b>
<b>Keir Starmer</b>																								
	Very favourable	5	4	1	12	4	0	7	2	5	4	5	3	6	3	5	4	4	7	3	4	3	7	3
	Somewhat favourable	25	23	4	49	42	4	38	9	24	23	29	29	22	12	29	16	23	28	27	22	20	27	23
	<b>TOTAL FAVOURABLE</b>	<b>30</b>	<b>27</b>	<b>5</b>	<b>61</b>	<b>46</b>	<b>4</b>	<b>45</b>	<b>11</b>	<b>29</b>	<b>27</b>	<b>34</b>	<b>32</b>	<b>28</b>	<b>15</b>	<b>34</b>	<b>20</b>	<b>27</b>	<b>35</b>	<b>30</b>	<b>26</b>	<b>23</b>	<b>34</b>	<b>26</b>
	Somewhat unfavourable	19	22	22	21	25	12	25	16	22	21	27	22	22	18	23	20	21	19	26	20	23	24	21
	Very unfavourable	41	41	72	13	24	80	25	67	43	40	24	32	45	62	37	47	42	42	36	46	42	32	42
	<b>TOTAL UNFAVOURABLE</b>	<b>60</b>	<b>63</b>	<b>94</b>	<b>34</b>	<b>49</b>	<b>92</b>	<b>50</b>	<b>83</b>	<b>65</b>	<b>61</b>	<b>51</b>	<b>54</b>	<b>67</b>	<b>80</b>	<b>60</b>	<b>67</b>	<b>63</b>	<b>61</b>	<b>62</b>	<b>66</b>	<b>65</b>	<b>56</b>	<b>63</b>
	Don't know	10	9	1	4	6	4	6	6	7	12	16	13	4	5	6	13	10	4	8	8	12	10	10
	<b>NET FAVOURABILITY</b>	<b>-30</b>	<b>-36</b>	<b>-89</b>	<b>27</b>	<b>-3</b>	<b>-88</b>	<b>-5</b>	<b>-72</b>	<b>-36</b>	<b>-34</b>	<b>-17</b>	<b>-22</b>	<b>-39</b>	<b>-65</b>	<b>-26</b>	<b>-47</b>	<b>-36</b>	<b>-26</b>	<b>-32</b>	<b>-40</b>	<b>-42</b>	<b>-22</b>	<b>-37</b>

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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	
<b>Weighted Sample</b>	<b>2121</b>	<b>382</b>	<b>545</b>	<b>195</b>	<b>229</b>	<b>747</b>	<b>790</b>	<b>1027</b>	<b>1094</b>	<b>223</b>	<b>876</b>	<b>524</b>	<b>498</b>	<b>1209</b>	<b>912</b>	<b>1835</b>	<b>102</b>	<b>185</b>	<b>503</b>	<b>348</b>	<b>257</b>	<b>727</b>	
<b>Unweighted Sample</b>	<b>2121</b>	<b>319</b>	<b>637</b>	<b>227</b>	<b>289</b>	<b>856</b>	<b>803</b>	<b>984</b>	<b>1137</b>	<b>139</b>	<b>834</b>	<b>551</b>	<b>597</b>	<b>1313</b>	<b>808</b>	<b>1827</b>	<b>111</b>	<b>183</b>	<b>524</b>	<b>365</b>	<b>194</b>	<b>744</b>	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
<b>The Liberal Democrats</b>																							
Very favourable	6	5	2	6	20	0	8	2	6	4	8	5	4	4	6	4	5	2	3	3	5	8	5
Somewhat favourable	31	33	24	49	67	12	50	21	30	36	32	34	33	32	39	25	33	32	34	30	27	39	35
<b>TOTAL FAVOURABLE</b>	<b>37</b>	<b>38</b>	<b>26</b>	<b>55</b>	<b>87</b>	<b>12</b>	<b>58</b>	<b>23</b>	<b>36</b>	<b>40</b>	<b>40</b>	<b>39</b>	<b>37</b>	<b>36</b>	<b>45</b>	<b>29</b>	<b>38</b>	<b>34</b>	<b>37</b>	<b>33</b>	<b>32</b>	<b>47</b>	<b>40</b>
Somewhat unfavourable	24	23	32	20	6	30	21	28	23	22	23	20	24	25	22	23	22	27	24	24	22	20	22
Very unfavourable	21	19	29	7	2	48	9	32	26	14	10	15	24	25	18	22	19	25	17	20	21	14	20
<b>TOTAL UNFAVOURABLE</b>	<b>45</b>	<b>42</b>	<b>61</b>	<b>27</b>	<b>8</b>	<b>78</b>	<b>30</b>	<b>60</b>	<b>49</b>	<b>36</b>	<b>33</b>	<b>35</b>	<b>48</b>	<b>50</b>	<b>40</b>	<b>45</b>	<b>41</b>	<b>52</b>	<b>41</b>	<b>44</b>	<b>43</b>	<b>34</b>	<b>42</b>
Don't know	18	20	14	18	5	10	13	18	15	25	27	25	15	15	16	26	20	14	22	22	25	19	18
<b>NET FAVOURABILITY</b>	<b>-8</b>	<b>-4</b>	<b>-35</b>	<b>28</b>	<b>79</b>	<b>-66</b>	<b>28</b>	<b>-37</b>	<b>-13</b>	<b>4</b>	<b>7</b>	<b>4</b>	<b>-11</b>	<b>-14</b>	<b>5</b>	<b>-16</b>	<b>-3</b>	<b>-18</b>	<b>-4</b>	<b>-11</b>	<b>-11</b>	<b>13</b>	<b>-2</b>
<b>The Green Party</b>																							
Very favourable	9	8	2	12	10	0	13	3	7	9	13	10	7	4	10	6	8	12	5	7	8	10	9
Somewhat favourable	31	33	18	52	50	16	48	21	31	35	31	36	31	30	36	29	33	25	31	32	29	43	33
<b>TOTAL FAVOURABLE</b>	<b>40</b>	<b>41</b>	<b>20</b>	<b>64</b>	<b>60</b>	<b>16</b>	<b>61</b>	<b>24</b>	<b>38</b>	<b>44</b>	<b>44</b>	<b>46</b>	<b>38</b>	<b>34</b>	<b>46</b>	<b>35</b>	<b>41</b>	<b>37</b>	<b>36</b>	<b>39</b>	<b>37</b>	<b>53</b>	<b>42</b>
Somewhat unfavourable	19	19	29	16	17	26	18	24	20	18	20	15	22	22	20	18	19	19	15	20	19	18	20
Very unfavourable	23	20	35	6	8	50	10	33	28	12	14	17	21	26	19	21	19	28	27	20	21	11	19
<b>TOTAL UNFAVOURABLE</b>	<b>42</b>	<b>39</b>	<b>64</b>	<b>22</b>	<b>25</b>	<b>76</b>	<b>28</b>	<b>57</b>	<b>48</b>	<b>30</b>	<b>34</b>	<b>32</b>	<b>43</b>	<b>48</b>	<b>39</b>	<b>39</b>	<b>38</b>	<b>47</b>	<b>42</b>	<b>40</b>	<b>40</b>	<b>29</b>	<b>39</b>
Don't know	19	20	17	14	14	9	12	20	14	25	22	21	19	18	15	26	20	16	22	21	24	18	18
<b>NET FAVOURABILITY</b>	<b>-2</b>	<b>2</b>	<b>-44</b>	<b>42</b>	<b>35</b>	<b>-60</b>	<b>33</b>	<b>-33</b>	<b>-10</b>	<b>14</b>	<b>10</b>	<b>14</b>	<b>-5</b>	<b>-14</b>	<b>7</b>	<b>-4</b>	<b>3</b>	<b>-10</b>	<b>-6</b>	<b>-1</b>	<b>-3</b>	<b>24</b>	<b>3</b>
<b>Reform UK</b>																							
Very favourable	11	11	8	2	1	58	2	22	13	8	9	7	14	15	9	13	11	12	6	11	10	8	13
Somewhat favourable	15	15	26	7	6	35	4	29	17	13	9	12	18	19	14	16	15	15	14	18	18	9	14
<b>TOTAL FAVOURABLE</b>	<b>26</b>	<b>26</b>	<b>34</b>	<b>9</b>	<b>7</b>	<b>93</b>	<b>6</b>	<b>51</b>	<b>30</b>	<b>21</b>	<b>18</b>	<b>19</b>	<b>32</b>	<b>34</b>	<b>23</b>	<b>29</b>	<b>26</b>	<b>27</b>	<b>20</b>	<b>29</b>	<b>28</b>	<b>17</b>	<b>27</b>
Somewhat unfavourable	14	12	22	10	14	3	12	14	12	13	14	12	11	15	12	13	12	11	13	11	11	10	15
Very unfavourable	48	47	32	73	71	0	75	21	48	46	47	53	45	38	55	36	46	50	51	45	41	60	44
<b>TOTAL UNFAVOURABLE</b>	<b>62</b>	<b>59</b>	<b>54</b>	<b>83</b>	<b>85</b>	<b>3</b>	<b>87</b>	<b>35</b>	<b>60</b>	<b>59</b>	<b>61</b>	<b>65</b>	<b>56</b>	<b>53</b>	<b>67</b>	<b>49</b>	<b>58</b>	<b>61</b>	<b>64</b>	<b>56</b>	<b>52</b>	<b>70</b>	<b>59</b>
Don't know	12	15	12	9	7	3	8	14	10	20	22	16	11	14	10	22	15	12	16	15	20	13	14
<b>NET FAVOURABILITY</b>	<b>-36</b>	<b>-33</b>	<b>-20</b>	<b>-74</b>	<b>-78</b>	<b>90</b>	<b>-81</b>	<b>16</b>	<b>-30</b>	<b>-38</b>	<b>-43</b>	<b>-46</b>	<b>-24</b>	<b>-19</b>	<b>-44</b>	<b>-20</b>	<b>-32</b>	<b>-34</b>	<b>-44</b>	<b>-27</b>	<b>-24</b>	<b>-53</b>	<b>-32</b>
<b>Ed Davey</b>																							
Very favourable	4	4	2	5	14	0	5	1	4	3	7	3	4	3	4	3	4	1	3	2	3	6	5
Somewhat favourable	23	21	16	34	44	6	34	13	22	20	23	18	23	24	25	15	21	25	19	21	22	24	20
<b>TOTAL FAVOURABLE</b>	<b>27</b>	<b>25</b>	<b>18</b>	<b>39</b>	<b>58</b>	<b>6</b>	<b>39</b>	<b>14</b>	<b>26</b>	<b>23</b>	<b>30</b>	<b>21</b>	<b>27</b>	<b>27</b>	<b>29</b>	<b>18</b>	<b>25</b>	<b>26</b>	<b>22</b>	<b>23</b>	<b>25</b>	<b>30</b>	<b>25</b>
Somewhat unfavourable	18	16	23	15	8	22	16	21	19	13	11	13	20	21	17	15	16	16	21	15	19	12	16
Very unfavourable	18	16	28	4	2	38	8	26	21	10	6	12	19	22	14	18	16	19	13	18	17	12	15
<b>TOTAL UNFAVOURABLE</b>	<b>36</b>	<b>32</b>	<b>51</b>	<b>19</b>	<b>10</b>	<b>60</b>	<b>24</b>	<b>47</b>	<b>40</b>	<b>23</b>	<b>17</b>	<b>25</b>	<b>39</b>	<b>43</b>	<b>31</b>	<b>33</b>	<b>32</b>	<b>35</b>	<b>34</b>	<b>33</b>	<b>36</b>	<b>24</b>	<b>31</b>
Don't know	37	43	31	43	32	33	37	38	33	53	52	54	34	30	39	49	44	39	44	45	40	46	44
<b>NET FAVOURABILITY</b>	<b>-9</b>	<b>-7</b>	<b>-33</b>	<b>20</b>	<b>48</b>	<b>-54</b>	<b>15</b>	<b>-33</b>	<b>-14</b>	<b>0</b>	<b>13</b>	<b>-4</b>	<b>-12</b>	<b>-16</b>	<b>-2</b>	<b>-15</b>	<b>-7</b>	<b>-9</b>	<b>-12</b>	<b>-10</b>	<b>-11</b>	<b>6</b>	<b>-6</b>

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Fieldwork: 4th - 6th October 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	
<b>Weighted Sample</b>	<b>2121</b>	<b>382</b>	<b>545</b>	<b>195</b>	<b>229</b>	<b>747</b>	<b>790</b>	<b>1027</b>	<b>1094</b>	<b>223</b>	<b>876</b>	<b>524</b>	<b>498</b>	<b>1209</b>	<b>912</b>	<b>1835</b>	<b>102</b>	<b>185</b>	<b>503</b>	<b>348</b>	<b>257</b>	<b>727</b>	
<b>Unweighted Sample</b>	<b>2121</b>	<b>319</b>	<b>637</b>	<b>227</b>	<b>289</b>	<b>856</b>	<b>803</b>	<b>984</b>	<b>1137</b>	<b>139</b>	<b>834</b>	<b>551</b>	<b>597</b>	<b>1313</b>	<b>808</b>	<b>1827</b>	<b>111</b>	<b>183</b>	<b>524</b>	<b>365</b>	<b>194</b>	<b>744</b>	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
<b>Nigel Farage</b>																							
Very favourable	11	10	10	2	1	51	2	21	13	7	7	7	13	14	9	11	10	15	8	10	10	6	11
Somewhat favourable	17	18	32	8	6	38	7	33	21	15	14	15	20	24	16	21	19	13	16	19	21	11	20
<b>TOTAL FAVOURABLE</b>	<b>28</b>	<b>28</b>	<b>42</b>	<b>10</b>	<b>7</b>	<b>89</b>	<b>9</b>	<b>54</b>	<b>34</b>	<b>22</b>	<b>21</b>	<b>22</b>	<b>33</b>	<b>38</b>	<b>25</b>	<b>32</b>	<b>29</b>	<b>28</b>	<b>24</b>	<b>29</b>	<b>31</b>	<b>17</b>	<b>31</b>
Somewhat unfavourable	13	14	20	10	14	6	11	15	11	17	17	14	13	14	13	15	14	17	16	13	15	9	15
Very unfavourable	50	49	31	77	76	1	76	23	50	48	50	54	48	39	56	39	49	50	50	48	41	66	46
<b>TOTAL UNFAVOURABLE</b>	<b>63</b>	<b>63</b>	<b>51</b>	<b>87</b>	<b>90</b>	<b>7</b>	<b>87</b>	<b>38</b>	<b>61</b>	<b>65</b>	<b>67</b>	<b>68</b>	<b>61</b>	<b>53</b>	<b>69</b>	<b>54</b>	<b>63</b>	<b>67</b>	<b>66</b>	<b>61</b>	<b>56</b>	<b>75</b>	<b>61</b>
Don't know	10	9	7	4	3	4	4	8	6	13	13	11	6	8	6	14	9	5	10	10	13	8	8
<b>NET FAVOURABILITY</b>	<b>-35</b>	<b>-35</b>	<b>-9</b>	<b>-77</b>	<b>-83</b>	<b>82</b>	<b>-78</b>	<b>16</b>	<b>-27</b>	<b>-43</b>	<b>-46</b>	<b>-46</b>	<b>-28</b>	<b>-15</b>	<b>-44</b>	<b>-22</b>	<b>-34</b>	<b>-39</b>	<b>-42</b>	<b>-32</b>	<b>-25</b>	<b>-58</b>	<b>-30</b>
<b>Angela Rayner</b>																							
		12 - 13 Sep																					
			4 - 6 Oct																				
Very favourable	8	6	0	18	5	0	12	3	7	6	4	7	9	4	8	5	7	9	1	7	6	10	5
Somewhat favourable	19	16	2	32	33	5	29	8	18	15	17	20	17	11	21	10	16	18	21	17	13	23	14
<b>TOTAL FAVOURABLE</b>	<b>27</b>	<b>22</b>	<b>2</b>	<b>50</b>	<b>38</b>	<b>5</b>	<b>41</b>	<b>11</b>	<b>25</b>	<b>21</b>	<b>21</b>	<b>27</b>	<b>26</b>	<b>15</b>	<b>29</b>	<b>15</b>	<b>23</b>	<b>27</b>	<b>22</b>	<b>24</b>	<b>19</b>	<b>33</b>	<b>19</b>
Somewhat unfavourable	16	16	17	16	21	11	16	17	19	14	16	17	16	15	17	16	16	12	21	16	16	16	16
Very unfavourable	31	31	64	8	16	70	19	53	34	28	11	19	37	55	29	33	32	29	23	31	34	22	35
<b>TOTAL UNFAVOURABLE</b>	<b>47</b>	<b>47</b>	<b>81</b>	<b>24</b>	<b>37</b>	<b>81</b>	<b>35</b>	<b>70</b>	<b>53</b>	<b>42</b>	<b>27</b>	<b>36</b>	<b>53</b>	<b>70</b>	<b>46</b>	<b>49</b>	<b>48</b>	<b>41</b>	<b>44</b>	<b>47</b>	<b>50</b>	<b>38</b>	<b>51</b>
Don't know	26	30	17	27	25	14	25	20	22	37	52	37	22	15	25	36	29	33	34	28	31	28	30
<b>NET FAVOURABILITY</b>	<b>-20</b>	<b>-25</b>	<b>-79</b>	<b>26</b>	<b>1</b>	<b>-76</b>	<b>6</b>	<b>-59</b>	<b>-28</b>	<b>-21</b>	<b>-6</b>	<b>-9</b>	<b>-27</b>	<b>-55</b>	<b>-17</b>	<b>-34</b>	<b>-25</b>	<b>-14</b>	<b>-22</b>	<b>-23</b>	<b>-31</b>	<b>-5</b>	<b>-32</b>
<b>Yvette Cooper</b>																							
Very favourable	4	4	0	11	5	0	8	1	4	4	2	2	6	4	5	3	4	2	2	5	3	4	4
Somewhat favourable	16	14	7	25	27	2	25	9	17	12	7	14	17	14	19	8	14	18	13	13	13	21	13
<b>TOTAL FAVOURABLE</b>	<b>20</b>	<b>18</b>	<b>7</b>	<b>36</b>	<b>32</b>	<b>2</b>	<b>33</b>	<b>10</b>	<b>21</b>	<b>16</b>	<b>9</b>	<b>16</b>	<b>23</b>	<b>18</b>	<b>24</b>	<b>11</b>	<b>18</b>	<b>20</b>	<b>15</b>	<b>18</b>	<b>16</b>	<b>25</b>	<b>17</b>
Somewhat unfavourable	17	15	22	13	15	15	17	17	16	13	10	10	19	20	14	15	14	13	20	14	17	9	15
Very unfavourable	20	19	33	4	8	52	9	32	25	13	10	15	22	27	18	20	19	21	16	24	20	14	17
<b>TOTAL UNFAVOURABLE</b>	<b>37</b>	<b>34</b>	<b>55</b>	<b>17</b>	<b>23</b>	<b>67</b>	<b>26</b>	<b>49</b>	<b>41</b>	<b>26</b>	<b>20</b>	<b>25</b>	<b>41</b>	<b>47</b>	<b>32</b>	<b>35</b>	<b>33</b>	<b>34</b>	<b>36</b>	<b>38</b>	<b>37</b>	<b>23</b>	<b>32</b>
Don't know	44	49	38	47	45	32	41	41	38	59	71	59	36	35	45	54	49	46	49	45	47	51	52
<b>NET FAVOURABILITY</b>	<b>-17</b>	<b>-16</b>	<b>-48</b>	<b>19</b>	<b>9</b>	<b>-65</b>	<b>7</b>	<b>-39</b>	<b>-20</b>	<b>-10</b>	<b>-11</b>	<b>-9</b>	<b>-18</b>	<b>-29</b>	<b>-8</b>	<b>-24</b>	<b>-15</b>	<b>-14</b>	<b>-21</b>	<b>-20</b>	<b>-21</b>	<b>2</b>	<b>-15</b>
<b>Rachel Reeves</b>																							
Very favourable	3	2	0	6	4	0	4	1	3	2	2	2	3	2	3	2	2	5	1	3	2	3	2
Somewhat favourable	18	15	5	32	30	1	26	6	17	12	12	17	18	8	19	9	15	14	10	14	12	23	15
<b>TOTAL FAVOURABLE</b>	<b>21</b>	<b>17</b>	<b>5</b>	<b>38</b>	<b>34</b>	<b>1</b>	<b>30</b>	<b>7</b>	<b>20</b>	<b>14</b>	<b>14</b>	<b>19</b>	<b>21</b>	<b>10</b>	<b>22</b>	<b>11</b>	<b>17</b>	<b>19</b>	<b>11</b>	<b>17</b>	<b>14</b>	<b>26</b>	<b>17</b>
Somewhat unfavourable	16	16	16	16	20	13	18	16	17	15	18	16	17	16	17	16	16	14	25	16	21	13	14
Very unfavourable	30	30	58	9	15	67	18	51	34	27	12	19	34	55	28	33	31	28	23	33	34	24	32
<b>TOTAL UNFAVOURABLE</b>	<b>46</b>	<b>46</b>	<b>74</b>	<b>25</b>	<b>35</b>	<b>80</b>	<b>36</b>	<b>67</b>	<b>51</b>	<b>42</b>	<b>30</b>	<b>35</b>	<b>51</b>	<b>71</b>	<b>45</b>	<b>49</b>	<b>47</b>	<b>42</b>	<b>48</b>	<b>49</b>	<b>55</b>	<b>37</b>	<b>46</b>
Don't know	33	36	21	36	30	19	34	26	28	44	56	47	28	18	33	41	36	40	42	34	32	37	38
<b>NET FAVOURABILITY</b>	<b>-25</b>	<b>-29</b>	<b>-69</b>	<b>13</b>	<b>-1</b>	<b>-79</b>	<b>-6</b>	<b>-60</b>	<b>-31</b>	<b>-28</b>	<b>-16</b>	<b>-16</b>	<b>-30</b>	<b>-61</b>	<b>-23</b>	<b>-38</b>	<b>-30</b>	<b>-23</b>	<b>-37</b>	<b>-32</b>	<b>-41</b>	<b>-11</b>	<b>-29</b>

Sample Size: 2121 Adults in GB  
Fieldwork: 4th - 6th October 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	
<b>Weighted Sample</b>	<b>2121</b>	<b>382</b>	<b>545</b>	<b>195</b>	<b>229</b>	<b>747</b>	<b>790</b>	<b>1027</b>	<b>1094</b>	<b>223</b>	<b>876</b>	<b>524</b>	<b>498</b>	<b>1209</b>	<b>912</b>	<b>1835</b>	<b>102</b>	<b>185</b>	<b>503</b>	<b>348</b>	<b>257</b>	<b>727</b>	
<b>Unweighted Sample</b>	<b>2121</b>	<b>319</b>	<b>637</b>	<b>227</b>	<b>289</b>	<b>856</b>	<b>803</b>	<b>984</b>	<b>1137</b>	<b>139</b>	<b>834</b>	<b>551</b>	<b>597</b>	<b>1313</b>	<b>808</b>	<b>1827</b>	<b>111</b>	<b>183</b>	<b>524</b>	<b>365</b>	<b>194</b>	<b>744</b>	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
<b>David Lammy</b>																							
Very favourable	2	2	0	5	2	0	3	1	3	1	2	2	3	1	2	2	2	4	1	2	2	4	1
Somewhat favourable	12	13	7	23	24	2	24	6	15	11	8	12	16	12	16	8	13	13	11	11	8	26	11
<b>TOTAL FAVOURABLE</b>	<b>14</b>	<b>15</b>	<b>7</b>	<b>28</b>	<b>26</b>	<b>2</b>	<b>27</b>	<b>7</b>	<b>18</b>	<b>12</b>	<b>10</b>	<b>14</b>	<b>19</b>	<b>13</b>	<b>18</b>	<b>10</b>	<b>15</b>	<b>17</b>	<b>12</b>	<b>13</b>	<b>10</b>	<b>30</b>	<b>12</b>
Somewhat unfavourable	13	13	21	12	17	11	15	15	14	12	9	10	16	17	13	13	13	11	13	13	13	12	14
Very unfavourable	19	21	30	7	8	57	13	33	29	15	16	16	26	29	22	20	21	23	22	23	24	18	19
<b>TOTAL UNFAVOURABLE</b>	<b>32</b>	<b>34</b>	<b>51</b>	<b>19</b>	<b>25</b>	<b>68</b>	<b>28</b>	<b>48</b>	<b>43</b>	<b>27</b>	<b>25</b>	<b>26</b>	<b>42</b>	<b>46</b>	<b>35</b>	<b>33</b>	<b>34</b>	<b>34</b>	<b>35</b>	<b>36</b>	<b>37</b>	<b>30</b>	<b>33</b>
Don't know	53	51	42	52	49	30	44	44	40	61	64	60	40	41	46	58	51	49	53	51	53	40	54
<b>NET FAVOURABILITY</b>	<b>-18</b>	<b>-19</b>	<b>-44</b>	<b>9</b>	<b>1</b>	<b>-66</b>	<b>-1</b>	<b>-41</b>	<b>-25</b>	<b>-15</b>	<b>-15</b>	<b>-12</b>	<b>-23</b>	<b>-33</b>	<b>-17</b>	<b>-23</b>	<b>-19</b>	<b>-17</b>	<b>-23</b>	<b>-23</b>	<b>-27</b>	<b>0</b>	<b>-21</b>
<b>Sue Gray</b>																							
Very favourable	x	1	0	3	2	1	2	1	2	1	1	1	2	2	1	1	1	4	0	2	1	2	1
Somewhat favourable	x	10	2	20	19	1	18	4	11	9	7	10	12	7	13	6	10	4	9	11	8	15	9
<b>TOTAL FAVOURABLE</b>	<b>x</b>	<b>11</b>	<b>2</b>	<b>23</b>	<b>21</b>	<b>2</b>	<b>20</b>	<b>5</b>	<b>13</b>	<b>10</b>	<b>8</b>	<b>11</b>	<b>14</b>	<b>9</b>	<b>14</b>	<b>7</b>	<b>11</b>	<b>8</b>	<b>9</b>	<b>13</b>	<b>9</b>	<b>17</b>	<b>10</b>
Somewhat unfavourable	x	13	18	12	18	11	15	12	14	11	11	13	13	13	14	11	12	13	16	10	13	11	14
Very unfavourable	x	20	37	6	13	46	12	34	26	15	10	12	25	33	20	21	20	28	15	22	24	18	18
<b>TOTAL UNFAVOURABLE</b>	<b>x</b>	<b>33</b>	<b>55</b>	<b>18</b>	<b>31</b>	<b>57</b>	<b>27</b>	<b>46</b>	<b>40</b>	<b>26</b>	<b>21</b>	<b>25</b>	<b>38</b>	<b>46</b>	<b>34</b>	<b>32</b>	<b>32</b>	<b>41</b>	<b>31</b>	<b>32</b>	<b>37</b>	<b>29</b>	<b>32</b>
Don't know	x	56	42	58	48	42	52	49	47	65	70	64	48	45	52	62	56	51	60	55	54	54	58
<b>NET FAVOURABILITY</b>	<b>x</b>	<b>-22</b>	<b>-53</b>	<b>5</b>	<b>-10</b>	<b>-55</b>	<b>-7</b>	<b>-41</b>	<b>-27</b>	<b>-16</b>	<b>-13</b>	<b>-14</b>	<b>-24</b>	<b>-37</b>	<b>-20</b>	<b>-25</b>	<b>-21</b>	<b>-33</b>	<b>-22</b>	<b>-19</b>	<b>-28</b>	<b>-12</b>	<b>-22</b>
<b>Liz Kendall</b>																							
Very favourable	x	0	0	1	0	0	1	0	1	0	0	0	0	1	0	0	0	2	0	0	0	0	0
Somewhat favourable	x	5	2	8	9	1	8	3	6	3	4	5	5	4	6	3	5	5	2	5	4	8	4
<b>TOTAL FAVOURABLE</b>	<b>x</b>	<b>5</b>	<b>2</b>	<b>9</b>	<b>9</b>	<b>1</b>	<b>9</b>	<b>3</b>	<b>7</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>5</b>	<b>5</b>	<b>6</b>	<b>3</b>	<b>5</b>	<b>7</b>	<b>2</b>	<b>5</b>	<b>4</b>	<b>8</b>	<b>4</b>
Somewhat unfavourable	x	9	13	8	8	13	9	12	11	7	7	8	9	13	9	10	9	6	14	9	10	6	10
Very unfavourable	x	10	11	5	4	21	8	14	12	8	4	9	13	12	8	12	10	14	9	14	12	8	7
<b>TOTAL UNFAVOURABLE</b>	<b>x</b>	<b>19</b>	<b>24</b>	<b>13</b>	<b>12</b>	<b>34</b>	<b>17</b>	<b>26</b>	<b>23</b>	<b>15</b>	<b>11</b>	<b>17</b>	<b>22</b>	<b>25</b>	<b>17</b>	<b>22</b>	<b>19</b>	<b>20</b>	<b>23</b>	<b>23</b>	<b>22</b>	<b>14</b>	<b>17</b>
Don't know	x	76	74	78	80	65	74	72	70	81	84	78	73	71	76	75	76	72	75	73	74	78	79
<b>NET FAVOURABILITY</b>	<b>x</b>	<b>-14</b>	<b>-22</b>	<b>-4</b>	<b>-3</b>	<b>-33</b>	<b>-8</b>	<b>-23</b>	<b>-16</b>	<b>-12</b>	<b>-7</b>	<b>-12</b>	<b>-17</b>	<b>-20</b>	<b>-11</b>	<b>-19</b>	<b>-14</b>	<b>-13</b>	<b>-21</b>	<b>-18</b>	<b>-18</b>	<b>-6</b>	<b>-13</b>
<b>Louise Haigh</b>																							
Very favourable	x	1	0	3	1	0	2	0	1	1	2	1	1	1	1	1	1	4	1	2	1	1	0
Somewhat favourable	x	4	2	6	6	0	6	2	5	3	5	4	4	4	5	3	4	2	4	5	2	5	4
<b>TOTAL FAVOURABLE</b>	<b>x</b>	<b>5</b>	<b>2</b>	<b>9</b>	<b>7</b>	<b>0</b>	<b>8</b>	<b>2</b>	<b>6</b>	<b>4</b>	<b>7</b>	<b>5</b>	<b>5</b>	<b>5</b>	<b>6</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>5</b>	<b>7</b>	<b>3</b>	<b>6</b>	<b>4</b>
Somewhat unfavourable	x	6	8	6	5	8	6	8	8	4	4	5	7	7	6	6	6	5	8	6	7	7	5
Very unfavourable	x	7	8	2	3	11	5	9	9	5	4	6	9	7	5	8	7	10	7	8	6	7	5
<b>TOTAL UNFAVOURABLE</b>	<b>x</b>	<b>13</b>	<b>16</b>	<b>8</b>	<b>8</b>	<b>19</b>	<b>11</b>	<b>17</b>	<b>17</b>	<b>9</b>	<b>8</b>	<b>11</b>	<b>16</b>	<b>14</b>	<b>11</b>	<b>14</b>	<b>13</b>	<b>15</b>	<b>15</b>	<b>14</b>	<b>13</b>	<b>14</b>	<b>10</b>
Don't know	x	82	82	83	86	80	81	81	78	87	85	84	80	81	83	82	83	80	81	80	84	80	85
<b>NET FAVOURABILITY</b>	<b>x</b>	<b>-8</b>	<b>-14</b>	<b>1</b>	<b>-1</b>	<b>-19</b>	<b>-3</b>	<b>-15</b>	<b>-11</b>	<b>-5</b>	<b>-1</b>	<b>-6</b>	<b>-11</b>	<b>-9</b>	<b>-5</b>	<b>-10</b>	<b>-8</b>	<b>-9</b>	<b>-10</b>	<b>-7</b>	<b>-10</b>	<b>-8</b>	<b>-6</b>

Sample Size: 2121 Adults in GB  
Fieldwork: 4th - 6th October 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
<b>Weighted Sample</b>	<b>2121</b>	<b>382</b>	<b>545</b>	<b>195</b>	<b>229</b>	<b>747</b>	<b>790</b>	<b>1027</b>	<b>1094</b>	<b>223</b>	<b>876</b>	<b>524</b>	<b>498</b>	<b>1209</b>	<b>912</b>	<b>1835</b>	<b>102</b>	<b>185</b>	<b>503</b>	<b>348</b>	<b>257</b>	<b>727</b>
<b>Unweighted Sample</b>	<b>2121</b>	<b>319</b>	<b>637</b>	<b>227</b>	<b>289</b>	<b>856</b>	<b>803</b>	<b>984</b>	<b>1137</b>	<b>139</b>	<b>834</b>	<b>551</b>	<b>597</b>	<b>1313</b>	<b>808</b>	<b>1827</b>	<b>111</b>	<b>183</b>	<b>524</b>	<b>365</b>	<b>194</b>	<b>744</b>
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
<b>Kemi Badenoch</b>																						
Very favourable	3	2	6	0	1	8	1	5	4	1	0	2	3	4	3	2	2	4	2	2	3	3
Somewhat favourable	11	11	25	4	7	24	6	19	12	9	6	6	12	19	11	10	11	14	8	10	11	11
<b>TOTAL FAVOURABLE</b>	<b>14</b>	<b>13</b>	<b>31</b>	<b>4</b>	<b>8</b>	<b>32</b>	<b>7</b>	<b>24</b>	<b>16</b>	<b>10</b>	<b>6</b>	<b>8</b>	<b>15</b>	<b>23</b>	<b>14</b>	<b>12</b>	<b>13</b>	<b>18</b>	<b>10</b>	<b>12</b>	<b>14</b>	<b>14</b>
Somewhat unfavourable	13	15	22	14	15	19	15	16	16	13	12	13	15	18	16	13	15	8	18	13	16	15
Very unfavourable	23	25	8	39	39	14	39	17	31	20	19	28	29	20	29	21	25	30	25	26	23	23
<b>TOTAL UNFAVOURABLE</b>	<b>36</b>	<b>40</b>	<b>30</b>	<b>53</b>	<b>54</b>	<b>33</b>	<b>54</b>	<b>33</b>	<b>47</b>	<b>33</b>	<b>31</b>	<b>41</b>	<b>44</b>	<b>38</b>	<b>45</b>	<b>34</b>	<b>40</b>	<b>38</b>	<b>43</b>	<b>39</b>	<b>39</b>	<b>38</b>
Don't know	51	47	38	43	38	35	38	43	37	56	63	51	40	40	41	54	47	44	48	50	47	40
<b>NET FAVOURABILITY</b>	<b>-22</b>	<b>-27</b>	<b>1</b>	<b>-49</b>	<b>-46</b>	<b>-1</b>	<b>-47</b>	<b>-9</b>	<b>-31</b>	<b>-23</b>	<b>-25</b>	<b>-33</b>	<b>-29</b>	<b>-15</b>	<b>-31</b>	<b>-22</b>	<b>-27</b>	<b>-20</b>	<b>-33</b>	<b>-27</b>	<b>-25</b>	<b>-37</b>
<b>Robert Jenrick</b>																						
Very favourable	1	1	3	0	0	3	0	2	2	1	2	0	1	3	1	1	1	3	1	0	2	0
Somewhat favourable	9	10	29	3	8	19	9	16	11	9	5	5	11	20	10	10	10	9	6	10	8	11
<b>TOTAL FAVOURABLE</b>	<b>10</b>	<b>11</b>	<b>32</b>	<b>3</b>	<b>8</b>	<b>22</b>	<b>9</b>	<b>18</b>	<b>13</b>	<b>10</b>	<b>7</b>	<b>5</b>	<b>12</b>	<b>23</b>	<b>11</b>	<b>11</b>	<b>11</b>	<b>12</b>	<b>7</b>	<b>10</b>	<b>10</b>	<b>13</b>
Somewhat unfavourable	12	12	15	13	16	16	14	13	15	10	10	10	16	14	15	10	13	9	14	12	13	10
Very unfavourable	18	18	5	26	24	15	26	13	24	12	14	17	23	16	20	15	18	20	19	20	22	16
<b>TOTAL UNFAVOURABLE</b>	<b>30</b>	<b>30</b>	<b>20</b>	<b>39</b>	<b>40</b>	<b>31</b>	<b>40</b>	<b>26</b>	<b>39</b>	<b>22</b>	<b>24</b>	<b>27</b>	<b>39</b>	<b>30</b>	<b>35</b>	<b>25</b>	<b>31</b>	<b>29</b>	<b>33</b>	<b>32</b>	<b>35</b>	<b>26</b>
Don't know	60	59	48	58	52	48	51	55	49	68	70	68	48	48	54	65	58	58	61	58	55	62
<b>NET FAVOURABILITY</b>	<b>-20</b>	<b>-19</b>	<b>12</b>	<b>-36</b>	<b>-32</b>	<b>-9</b>	<b>-31</b>	<b>-8</b>	<b>-26</b>	<b>-12</b>	<b>-17</b>	<b>-22</b>	<b>-27</b>	<b>-7</b>	<b>-24</b>	<b>-14</b>	<b>-20</b>	<b>-17</b>	<b>-26</b>	<b>-22</b>	<b>-25</b>	<b>-15</b>
<b>Tom Tugendhat</b>																						
Very favourable	1	1	4	0	1	2	0	2	2	0	4	1	1	1	2	1	2	1	0	1	1	3
Somewhat favourable	12	12	31	6	16	17	11	18	13	10	3	7	13	21	13	9	12	13	8	9	13	10
<b>TOTAL FAVOURABLE</b>	<b>13</b>	<b>13</b>	<b>35</b>	<b>6</b>	<b>17</b>	<b>19</b>	<b>11</b>	<b>20</b>	<b>15</b>	<b>10</b>	<b>7</b>	<b>8</b>	<b>14</b>	<b>22</b>	<b>15</b>	<b>10</b>	<b>14</b>	<b>14</b>	<b>8</b>	<b>10</b>	<b>14</b>	<b>16</b>
Somewhat unfavourable	12	13	11	17	17	16	17	13	17	9	12	12	15	14	16	9	13	18	14	15	10	12
Very unfavourable	12	13	3	16	10	11	17	10	17	9	11	12	16	10	13	12	12	15	15	15	15	10
<b>TOTAL UNFAVOURABLE</b>	<b>24</b>	<b>26</b>	<b>14</b>	<b>33</b>	<b>27</b>	<b>27</b>	<b>34</b>	<b>23</b>	<b>34</b>	<b>18</b>	<b>23</b>	<b>24</b>	<b>31</b>	<b>24</b>	<b>29</b>	<b>21</b>	<b>25</b>	<b>33</b>	<b>29</b>	<b>30</b>	<b>25</b>	<b>22</b>
Don't know	63	61	51	60	57	54	55	57	50	71	70	68	54	53	56	69	61	53	63	60	61	62
<b>NET FAVOURABILITY</b>	<b>-11</b>	<b>-13</b>	<b>21</b>	<b>-27</b>	<b>-10</b>	<b>-8</b>	<b>-23</b>	<b>-3</b>	<b>-19</b>	<b>-8</b>	<b>-16</b>	<b>-16</b>	<b>-17</b>	<b>-2</b>	<b>-14</b>	<b>-11</b>	<b>-11</b>	<b>-19</b>	<b>-21</b>	<b>-20</b>	<b>-11</b>	<b>-6</b>
<b>James Cleverly</b>																						
Very favourable	1	3	10	1	1	2	1	5	4	2	2	2	3	3	3	3	3	5	1	3	2	3
Somewhat favourable	15	15	36	8	15	23	13	22	17	12	9	9	13	28	16	13	15	17	9	14	15	15
<b>TOTAL FAVOURABLE</b>	<b>16</b>	<b>18</b>	<b>46</b>	<b>9</b>	<b>16</b>	<b>25</b>	<b>14</b>	<b>27</b>	<b>21</b>	<b>14</b>	<b>11</b>	<b>11</b>	<b>16</b>	<b>31</b>	<b>19</b>	<b>16</b>	<b>18</b>	<b>22</b>	<b>10</b>	<b>17</b>	<b>17</b>	<b>18</b>
Somewhat unfavourable	17	18	15	23	24	21	23	16	20	15	12	16	22	18	20	14	18	14	16	19	15	17
Very unfavourable	19	19	5	25	21	21	25	15	25	14	16	18	25	17	20	19	19	22	21	21	19	22
<b>TOTAL UNFAVOURABLE</b>	<b>36</b>	<b>37</b>	<b>20</b>	<b>48</b>	<b>45</b>	<b>42</b>	<b>48</b>	<b>31</b>	<b>45</b>	<b>29</b>	<b>28</b>	<b>34</b>	<b>47</b>	<b>35</b>	<b>40</b>	<b>33</b>	<b>37</b>	<b>36</b>	<b>37</b>	<b>40</b>	<b>34</b>	<b>36</b>
Don't know	47	46	35	43	39	33	38	42	34	57	61	54	36	34	42	51	45	41	54	42	49	46
<b>NET FAVOURABILITY</b>	<b>-20</b>	<b>-19</b>	<b>26</b>	<b>-39</b>	<b>-29</b>	<b>-17</b>	<b>-34</b>	<b>-4</b>	<b>-24</b>	<b>-15</b>	<b>-17</b>	<b>-23</b>	<b>-31</b>	<b>-4</b>	<b>-21</b>	<b>-17</b>	<b>-19</b>	<b>-14</b>	<b>-27</b>	<b>-23</b>	<b>-17</b>	<b>-18</b>

Sample Size: 2121 Adults in GB  
Fieldwork: 4th - 6th October 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
<b>Weighted Sample</b>	<b>2121</b>	<b>382</b>	<b>545</b>	<b>195</b>	<b>229</b>	<b>747</b>	<b>790</b>	<b>1027</b>	<b>1094</b>	<b>223</b>	<b>876</b>	<b>524</b>	<b>498</b>	<b>1209</b>	<b>912</b>	<b>1835</b>	<b>102</b>	<b>185</b>	<b>503</b>	<b>348</b>	<b>257</b>	<b>727</b>
<b>Unweighted Sample</b>	<b>2121</b>	<b>319</b>	<b>637</b>	<b>227</b>	<b>289</b>	<b>856</b>	<b>803</b>	<b>984</b>	<b>1137</b>	<b>139</b>	<b>834</b>	<b>551</b>	<b>597</b>	<b>1313</b>	<b>808</b>	<b>1827</b>	<b>111</b>	<b>183</b>	<b>524</b>	<b>365</b>	<b>194</b>	<b>744</b>
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
<b>Andrew Farmer</b>																						
Very favourable	x	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	4	0	0	0	0	0
Somewhat favourable	x	2	2	2	1	1	2	3	1	2	3	1	1	1	2	2	2	1	2	2	4	1
<b>TOTAL FAVOURABLE</b>	<b>x</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>1</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>2</b>	<b>2</b>	<b>6</b>	<b>1</b>	<b>2</b>	<b>2</b>	<b>4</b>	<b>1</b>
Somewhat unfavourable	x	4	5	5	2	7	4	5	5	3	2	3	5	6	4	5	4	3	6	5	4	2
Very unfavourable	x	5	3	3	4	8	3	7	8	3	4	5	7	4	4	8	5	5	6	8	6	5
<b>TOTAL UNFAVOURABLE</b>	<b>x</b>	<b>9</b>	<b>8</b>	<b>8</b>	<b>6</b>	<b>15</b>	<b>7</b>	<b>12</b>	<b>13</b>	<b>6</b>	<b>6</b>	<b>8</b>	<b>12</b>	<b>10</b>	<b>8</b>	<b>13</b>	<b>9</b>	<b>8</b>	<b>12</b>	<b>13</b>	<b>10</b>	<b>7</b>
Don't know	x	88	91	90	93	84	91	85	84	92	92	88	87	88	91	84	88	87	87	85	88	89
<b>NET FAVOURABILITY</b>	<b>x</b>	<b>-7</b>	<b>-6</b>	<b>-6</b>	<b>-5</b>	<b>-14</b>	<b>-6</b>	<b>-10</b>	<b>-10</b>	<b>-5</b>	<b>-4</b>	<b>-5</b>	<b>-11</b>	<b>-9</b>	<b>-7</b>	<b>-11</b>	<b>-7</b>	<b>-2</b>	<b>-11</b>	<b>-11</b>	<b>-8</b>	<b>-3</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.