

YouGov Survey Results

Sample Size: 6007 GB adults

Fieldwork: 28th September - 20th October 2023

	Voting intention					2019 Past Vote			Past vote 2016 EU		Gender		Age				Social Grade		
	Total	Con	Lab	Lib Dem	Reform UK	Green	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE
Weighted Sample	6007	966	1821	425	301	257	1964	1453	510	2117	2237	2907	3100	631	2481	1484	1412	3424	2583
Unweighted Sample	6007	1041	1808	428	313	273	2074	1433	521	2427	2311	2705	3302	435	2456	1528	1588	3627	2380
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you have a favourable or unfavourable opinion of the following?
The Conservative Party

Very favourable	5	23	1	3	1	1	11	1	2	3	8	5	5	2	3	5	9	4	5
Somewhat favourable	17	65	3	9	20	4	39	4	6	11	28	18	17	11	10	20	30	17	18
TOTAL FAVOURABLE	22	88	4	12	21	5	50	5	8	14	36	23	22	13	13	25	39	21	23
Somewhat unfavourable	20	9	16	23	40	16	25	13	24	17	24	20	20	19	20	20	21	21	19
Very unfavourable	48	1	79	62	36	76	19	79	63	66	33	50	46	51	55	48	35	51	45
TOTAL UNFAVOURABLE	68	10	95	85	76	92	44	92	87	83	57	70	66	70	75	68	56	72	64
Don't know	10	2	2	3	2	4	7	3	4	4	7	7	13	17	12	7	5	7	13

The Labour Party

Very favourable	8	1	24	3	0	2	2	20	8	12	5	9	8	12	8	9	7	8	9
Somewhat favourable	31	4	66	42	3	39	12	58	48	47	18	31	32	39	37	30	19	36	25
TOTAL FAVOURABLE	39	5	90	45	3	41	14	78	56	59	23	40	40	51	45	39	26	44	34
Somewhat unfavourable	22	27	7	36	12	38	27	13	27	22	24	23	21	20	22	22	24	23	21
Very unfavourable	27	66	1	14	85	14	53	5	11	13	47	30	25	9	19	33	45	24	31
TOTAL UNFAVOURABLE	49	93	8	50	97	52	80	18	38	35	71	53	46	29	41	55	69	47	52
Don't know	11	2	2	5	1	7	5	5	6	6	6	7	14	20	14	6	5	9	13

Rishi Sunak

Very favourable	4	20	1	2	1	1	10	1	3	3	7	5	4	3	2	5	8	4	5
Somewhat favourable	21	60	7	17	20	8	40	7	16	17	31	21	22	12	15	25	33	22	21
TOTAL FAVOURABLE	25	80	8	19	21	9	50	8	19	20	38	26	26	15	17	30	41	26	26
Somewhat unfavourable	26	12	27	36	36	26	26	24	34	26	27	25	26	23	27	24	24	27	24
Very unfavourable	40	4	61	42	41	62	19	63	43	49	30	44	36	49	45	39	29	40	40
TOTAL UNFAVOURABLE	66	16	88	78	77	88	45	87	77	75	57	69	62	72	72	63	53	67	64
Don't know	9	4	4	3	2	3	6	5	5	5	6	6	11	13	11	6	6	7	11

Keir Starmer

Very favourable	6	1	17	5	1	2	2	13	11	9	4	6	6	6	5	7	6	6	6
Somewhat favourable	27	6	56	38	4	26	13	47	44	41	17	28	26	26	30	29	20	31	21
TOTAL FAVOURABLE	33	7	73	43	5	28	15	60	55	50	21	34	32	32	35	36	26	37	27
Somewhat unfavourable	24	27	17	34	12	35	25	21	26	25	23	24	24	27	25	23	23	26	21
Very unfavourable	29	62	3	16	81	27	52	9	12	16	49	32	27	14	22	33	45	25	34
TOTAL UNFAVOURABLE	53	89	20	50	93	62	77	30	38	41	72	56	51	41	47	56	68	51	55
Don't know	14	5	8	7	2	10	7	10	7	9	8	9	19	27	18	9	6	12	17