

# YouGov Survey Results

Sample Size: 2042 GB Adults  
Fieldwork: 4th - 5th January 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>2042</b>	668	494	174	720	760	988	1054	214	843	504	480	1164	878	1762	102	178	492	339	247	684	
<b>Unweighted Sample</b>	<b>2042</b>	683	487	169	778	757	932	1110	172	864	495	511	1203	839	1762	108	172	497	350	206	709	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	26-27 Oct '22	4-5 Jan '24																				
<b>Which of the following do you think would make the best Prime Minister?</b>																						
Rishi Sunak	30	18	41	2	9	13	29	20	17	10	12	21	31	19	17	19	17	12	18	20	18	20
Keir Starmer	34	33	10	66	50	52	16	36	29	35	37	32	25	35	30	32	37	33	33	29	38	32
Not sure	34	44	47	26	40	32	51	38	49	39	45	45	42	40	48	43	43	52	45	45	33	44
Refused	3	5	3	6	0	3	3	5	5	15	7	2	2	6	5	6	3	4	4	6	12	4

	24-25 Oct '22	4-5 Jan '24																				
<b>Whether or not you agree with his views, to what extent do you feel you know what <b>**Rishi Sunak**</b> stands for these days?</b>																						
A lot - I am very clear what he stands for	6	10	8	15	10	13	7	12	8	11	9	10	10	12	7	9	14	11	9	8	12	9
A little - I have a broad idea of what he stands for	32	29	41	24	32	31	31	30	28	33	26	29	33	32	26	30	27	23	27	29	30	33
Not a lot - I am uncertain about what he stands for	24	27	29	28	31	28	27	27	27	25	27	27	28	26	28	27	28	24	26	30	25	28
Not at all - I am very uncertain what he stands for	20	26	19	28	26	24	28	25	27	17	27	30	24	23	29	25	23	32	31	23	22	23
Don't know	18	8	4	5	2	4	6	7	10	13	12	4	5	7	10	8	8	10	8	10	10	7

	24-25 Oct '22	4-5 Jan '24																				
<b>Whether or not you agree with his views, to what extent do you feel you know what <b>**Keir Starmer**</b> stands for these days?</b>																						
A lot - I am very clear what he stands for	8	5	14	8	11	6	10	6	7	7	7	10	9	7	8	8	7	7	5	12	9	
A little - I have a broad idea of what he stands for	28	16	46	42	40	19	30	26	28	30	30	23	30	25	28	30	27	30	26	32	26	
Not a lot - I am uncertain about what he stands for	25	26	24	30	28	23	23	28	34	27	23	22	26	24	25	25	27	21	27	25	27	
Not at all - I am very uncertain what he stands for	29	48	10	18	16	46	30	28	16	23	34	41	26	34	29	29	26	32	31	19	30	
Don't know	10	5	6	2	5	7	7	13	15	14	6	4	9	11	10	8	13	10	11	11	8	

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

		24-25 Oct '22	4-5 Jan '24																				
<b>Thinking about **Rishi Sunak**, do you think he...</b>																							
<b>Is competent or incompetent?</b>																							
	Competent	50	<b>29</b>	49	16	27	29	37	32	26	20	25	31	38	32	25	30	29	20	24	31	33	32
	Incompetent	22	<b>48</b>	32	67	54	54	43	51	46	56	51	46	42	47	50	47	47	58	53	46	46	44
	Don't know	28	<b>23</b>	19	17	19	17	20	17	29	24	24	23	20	21	25	23	25	22	23	23	21	23
<b>Decisive or indecisive?</b>																							
	Decisive	53	<b>24</b>	37	17	25	25	28	25	24	22	24	23	28	25	23	25	26	22	21	26	26	26
	Indecisive	17	<b>52</b>	46	65	59	58	51	57	48	50	49	58	53	52	52	52	51	55	55	52	50	51
	Don't know	30	<b>23</b>	17	18	16	17	21	18	28	28	27	19	19	23	24	23	24	23	24	23	24	23
<b>Is trustworthy or untrustworthy?</b>																							
	Trustworthy	30	<b>18</b>	34	7	17	15	25	19	17	14	12	18	31	21	15	19	15	14	15	21	19	20
	Untrustworthy	39	<b>58</b>	41	78	65	66	50	62	54	63	65	57	45	57	59	57	63	66	61	55	57	55
	Don't know	32	<b>24</b>	25	15	18	19	25	19	28	23	23	25	24	22	25	24	22	19	24	24	24	25
<b>Is charismatic or uncharismatic?</b>																							
	Charismatic	30	<b>20</b>	29	14	16	20	22	18	21	19	19	19	23	22	18	20	17	18	18	20	27	19
	Uncharismatic	40	<b>59</b>	54	71	66	65	58	65	53	52	58	64	57	61	56	58	58	66	58	56	56	60
	Don't know	29	<b>21</b>	17	15	18	15	20	17	26	28	23	17	19	18	26	22	25	17	24	25	17	20
<b>Is strong or weak?</b>																							
	Strong	39	<b>19</b>	32	8	16	17	24	20	18	16	16	18	26	19	18	20	14	15	16	20	27	19
	Weak	24	<b>56</b>	48	72	58	61	55	62	50	57	56	57	53	57	54	55	59	58	57	53	51	56
	Don't know	37	<b>26</b>	20	20	27	22	22	18	32	27	28	25	22	24	27	25	27	27	27	27	21	25
<b>Is honest or dishonest?</b>																							
	Honest	35	<b>23</b>	43	10	23	20	32	26	21	18	14	28	37	25	21	24	16	17	21	24	28	26
	Dishonest	36	<b>51</b>	32	72	59	61	40	55	48	60	62	47	34	52	51	50	55	61	53	47	51	49
	Don't know	29	<b>25</b>	26	18	17	19	27	19	31	22	24	25	30	23	29	25	29	22	26	29	20	25
<b>Is likeable or dislikeable?</b>																							
	Likeable	40	<b>28</b>	47	17	30	27	37	29	28	19	20	34	42	30	26	29	26	20	27	28	36	30
	Dislikeable	32	<b>51</b>	33	70	52	58	41	54	47	62	58	46	37	51	50	49	51	63	51	50	47	48
	Don't know	27	<b>21</b>	20	13	17	15	22	17	25	18	22	20	21	19	23	21	23	17	22	22	18	22
<b>Is authentic or putting on an act</b>																							
	Authentic	31	<b>20</b>	36	9	21	19	25	21	18	16	15	20	29	22	17	20	20	17	17	20	24	21
	Putting on an act	42	<b>58</b>	45	73	64	64	54	62	55	65	62	58	50	58	59	56	66	73	60	55	53	56
	Don't know	27	<b>22</b>	19	18	15	18	21	17	27	20	23	22	20	20	25	23	14	11	23	25	23	23

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

## Is in touch or out of touch with ordinary people?

In touch with ordinary people	13	<b>9</b>	17	3	6	6	12	9	9	8	7	8	14	10	7	9	10	8	7	10	13	9
Out of touch with ordinary people	67	<b>78</b>	70	91	89	87	76	80	76	75	80	81	73	77	78	78	77	82	77	76	75	80
Don't know	20	<b>13</b>	13	7	5	7	12	10	16	18	14	11	13	12	14	14	12	10	17	14	12	12

## Is kind or unkind?

Kind	33	<b>30</b>	52	15	24	25	40	30	29	23	23	33	40	32	26	30	32	23	25	30	32	33
Unkind	17	<b>33</b>	14	53	34	40	23	37	29	46	40	29	21	33	33	32	28	43	36	31	37	29
Don't know	50	<b>37</b>	33	32	43	35	37	33	42	31	37	38	39	35	40	37	39	33	39	39	31	38

## Is hardworking or lazy?

Hard working	60	<b>50</b>	68	40	56	55	56	52	48	34	45	54	60	55	43	51	51	41	49	47	54	53
Lazy	7	<b>16</b>	9	23	13	14	13	18	13	26	20	12	9	15	17	15	16	21	16	16	14	15
Don't know	33	<b>34</b>	23	37	31	31	31	30	39	40	35	34	31	31	39	34	34	38	35	38	32	32

26-27  
Oct '22

4-5 Jan  
'24

## Thinking about \*\*Keir Starmer\*\*, do you think he...

### Is competent or incompetent?

Competent	45	<b>37</b>	20	64	57	55	22	41	33	35	41	36	31	42	30	37	38	39	35	31	46	37
Incompetent	25	<b>31</b>	52	14	14	20	48	36	26	28	23	34	42	28	34	31	34	28	32	35	28	29
Don't know	30	<b>32</b>	28	22	29	25	30	23	41	37	35	31	27	30	36	32	27	33	33	34	26	34

### Decisive or indecisive?

Decisive	34	<b>26</b>	16	46	29	37	18	26	25	22	27	25	24	28	22	26	29	23	23	25	30	26
Indecisive	36	<b>42</b>	64	27	30	33	58	49	36	42	35	45	53	41	44	42	45	42	43	44	38	42
Don't know	30	<b>32</b>	19	27	41	30	24	25	39	36	38	30	23	31	34	32	26	35	34	31	32	32

### Is trustworthy or untrustworthy?

Trustworthy	38	<b>29</b>	15	51	52	43	18	31	26	25	30	28	28	32	24	29	29	24	26	27	39	29
Untrustworthy	30	<b>37</b>	56	22	20	26	51	43	31	37	32	41	42	36	38	36	37	43	37	37	34	36
Don't know	32	<b>34</b>	29	27	28	30	31	26	43	38	38	31	30	32	37	35	34	33	37	36	27	35

### Is charismatic or uncharismatic?

Charismatic	20	<b>18</b>	12	27	21	22	14	18	18	19	22	14	14	19	17	18	16	19	17	13	19	20
Uncharismatic	54	<b>54</b>	72	46	49	54	65	61	47	42	45	61	66	55	51	53	56	56	51	56	53	54
Don't know	27	<b>29</b>	16	28	29	25	21	21	36	39	33	25	20	26	32	29	28	25	32	31	28	26

### Is strong or weak?

Strong	34	<b>27</b>	14	50	37	41	17	29	26	22	31	26	26	29	25	28	26	26	26	26	37	26
Weak	35	<b>38</b>	61	24	25	29	55	45	31	34	31	41	49	38	38	38	36	40	40	38	31	39
Don't know	31	<b>35</b>	25	26	38	30	29	26	43	45	39	33	25	33	37	35	39	34	35	37	31	35

### Is honest or dishonest?

Honest	45	<b>34</b>	24	54	58	50	25	37	31	26	33	36	37	38	29	34	34	32	31	32	42	34
Dishonest	21	<b>31</b>	43	19	17	22	41	37	25	32	30	31	31	28	35	30	32	35	31	31	31	30

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		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
<b>Is likeable or dislikeable?</b>	Don't know	33	35	33	27	25	28	34	26	44	43	37	32	32	34	37	36	34	33	38	37	27	36
	Likeable	39	30	20	50	46	43	20	31	30	30	31	29	29	33	27	30	27	29	29	26	40	30
	Dislikeable	33	39	58	24	22	30	53	45	33	36	34	42	46	38	40	38	43	43	39	42	33	38
	Don't know	28	31	22	26	32	27	27	25	37	34	35	29	25	29	34	31	31	28	32	32	27	33
<b>Is authentic or putting on an act?</b>	Authentic	37	30	16	53	50	46	18	31	28	29	32	27	28	34	24	30	30	26	29	28	36	30
	Putting on an act	34	39	61	21	23	29	56	45	34	36	33	45	47	38	41	39	41	45	39	40	37	38
	Don't know	30	31	23	26	28	26	27	24	37	35	35	28	25	28	35	31	29	29	32	32	27	32
<b>Is in touch or out of touch with ordinary people?</b>	In touch with ordinary people	32	20	55	48	47	21	34	31	30	34	31	31	35	29	33	34	29	30	29	45	32	
	Out of touch with ordinary people	41	61	26	28	32	57	46	37	34	35	46	51	40	44	41	44	48	42	41	33	43	
	Don't know	26	20	19	24	21	22	21	31	36	31	23	18	26	27	27	22	23	29	30	22	26	
<b>Is kind or unkind?</b>	Kind	37	30	58	50	53	29	40	35	31	39	38	37	42	32	38	32	35	34	34	48	38	
	Unkind	17	22	11	9	11	22	21	13	20	16	16	16	15	19	16	16	19	17	16	22	14	
	Don't know	46	48	31	42	36	49	40	52	49	45	45	47	44	49	46	52	45	49	50	30	47	
<b>Is hardworking or lazy?</b>	Hard working	49	43	67	64	66	41	53	45	43	49	50	49	53	42	49	45	48	47	44	55	51	
	Lazy	12	18	7	5	6	18	16	9	16	12	12	13	10	15	13	15	10	13	13	16	11	
	Don't know	39	39	26	31	28	41	31	46	41	39	38	39	36	42	39	40	42	41	43	29	38	

\*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.