

YouGov Survey Results

Sample Size: 2144 adults in GB

Fieldwork: 21st - 22nd September 2023

	Vote in 2019 GE			2016 EU Ref		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	
Weighted Sample	2144	708	519	182	755	798	1038	1106	225	885	530	504	1222	922	1850	107	187	517	356	259	718
Unweighted Sample	2144	722	519	196	875	840	963	1181	140	861	551	592	1302	842	1821	117	206	499	338	221	763
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

Rishi Sunak																					
Very favourable	3	7	1	2	3	4	4	3	1	3	3	6	4	3	3	3	1	2	4	5	3
Somewhat favourable	20	41	5	10	14	31	22	19	14	12	26	32	20	21	21	18	13	21	20	14	24
TOTAL FAVOURABLE	23	48	6	12	17	35	26	22	15	15	29	38	24	24	24	21	14	23	24	19	27
Somewhat unfavourable	27	30	24	35	27	29	27	28	24	29	25	27	28	26	27	28	26	27	29	23	28
Very unfavourable	41	17	66	50	51	29	44	37	48	47	39	28	41	39	39	39	52	42	38	47	35
TOTAL UNFAVOURABLE	68	47	90	85	78	58	71	65	72	76	64	55	69	65	66	67	78	69	67	70	63
Don't know	9	5	4	3	5	6	4	13	14	10	7	6	7	11	9	12	7	7	9	10	9
Keir Starmer																					
Very favourable	4	2	9	5	6	3	6	3	2	5	5	3	5	3	4	5	1	4	3	7	4
Somewhat favourable	26	10	48	51	44	13	28	25	25	32	24	19	30	21	27	18	25	31	20	35	24
TOTAL FAVOURABLE	30	12	57	56	50	16	34	28	27	37	29	22	35	24	31	23	26	35	23	42	28
Somewhat unfavourable	25	28	24	24	25	26	25	25	31	26	26	22	27	23	25	28	31	25	25	20	26
Very unfavourable	30	53	8	13	15	51	32	28	15	19	34	49	25	36	29	33	30	28	37	21	30
TOTAL UNFAVOURABLE	55	81	32	37	40	77	57	53	46	45	60	71	52	59	54	61	61	53	62	41	56
Don't know	15	7	10	7	10	7	10	19	27	18	11	7	14	16	15	16	13	13	16	17	15
The Labour Party																					
Very favourable	7	2	18	6	12	3	8	6	7	9	6	5	8	6	7	10	5	7	7	9	6
Somewhat favourable	30	9	58	54	48	15	30	31	36	39	26	17	33	26	30	29	31	34	25	39	27
TOTAL FAVOURABLE	37	11	76	60	60	18	38	37	43	48	32	22	41	32	37	39	36	41	32	48	33
Somewhat unfavourable	24	30	17	23	21	28	24	25	26	22	27	24	25	23	24	17	26	23	22	23	27
Very unfavourable	28	55	3	10	14	49	32	24	14	19	32	48	24	34	28	36	30	27	35	17	29
TOTAL UNFAVOURABLE	52	85	20	33	35	77	56	49	40	41	59	72	49	57	52	53	56	50	57	40	56
Don't know	10	5	4	7	6	5	6	14	17	12	8	6	9	11	11	8	8	9	11	12	11
The Conservative Party																					
Very favourable	4	9	1	1	3	7	5	3	1	3	5	7	3	5	4	8	3	4	5	4	4
Somewhat favourable	18	42	2	7	11	31	18	18	11	9	23	32	17	19	19	18	9	16	20	12	23
TOTAL FAVOURABLE	22	51	3	8	14	38	23	21	12	12	28	39	20	24	23	26	12	20	25	16	27
Somewhat unfavourable	21	28	13	21	16	26	20	21	20	19	22	22	22	19	21	15	19	22	21	18	22
Very unfavourable	49	17	82	68	67	30	52	45	53	59	45	33	51	46	47	51	61	51	45	55	43
TOTAL UNFAVOURABLE	70	45	95	89	83	56	72	66	73	78	67	55	73	65	68	66	80	73	66	73	65
Don't know	9	4	2	2	4	6	5	12	14	10	6	6	7	11	9	8	7	7	9	11	8

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

**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.*