

# YouGov Survey Results

Sample Size: 2072 GB Adults  
Fieldwork: 23rd - 24th May 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>2072</b>	<b>678</b>	<b>501</b>	<b>176</b>	<b>730</b>	<b>772</b>	<b>1003</b>	<b>1069</b>	<b>218</b>	<b>856</b>	<b>512</b>	<b>487</b>	<b>1181</b>	<b>891</b>	<b>1788</b>	<b>104</b>	<b>180</b>	<b>499</b>	<b>344</b>	<b>251</b>	<b>694</b>	
<b>Unweighted Sample</b>	<b>2072</b>	<b>699</b>	<b>477</b>	<b>182</b>	<b>834</b>	<b>765</b>	<b>943</b>	<b>1129</b>	<b>168</b>	<b>847</b>	<b>535</b>	<b>522</b>	<b>1281</b>	<b>791</b>	<b>1785</b>	<b>107</b>	<b>180</b>	<b>506</b>	<b>367</b>	<b>185</b>	<b>727</b>	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	10-12 May	23-24 May																				
<b>Do you have a favourable or unfavourable opinion of the following?</b>																						
<b>Conservatives</b>																						
Very favourable	5	6	16	0	1	3	12	7	6	2	3	7	14	6	7	7	5	4	6	7	5	8
Somewhat favourable	15	18	39	3	13	12	28	18	19	10	13	20	29	18	18	19	18	10	16	20	19	21
<b>TOTAL FAVOURABLE</b>	<b>20</b>	<b>24</b>	<b>55</b>	<b>3</b>	<b>14</b>	<b>15</b>	<b>40</b>	<b>25</b>	<b>25</b>	<b>12</b>	<b>16</b>	<b>27</b>	<b>43</b>	<b>24</b>	<b>25</b>	<b>26</b>	<b>23</b>	<b>14</b>	<b>22</b>	<b>27</b>	<b>24</b>	<b>29</b>
Somewhat unfavourable	18	15	20	10	13	12	18	15	15	16	14	17	15	15	15	16	9	13	13	21	17	15
Very unfavourable	51	53	20	84	71	68	37	56	50	61	60	52	37	54	50	51	55	64	59	42	53	49
<b>TOTAL UNFAVOURABLE</b>	<b>69</b>	<b>68</b>	<b>40</b>	<b>94</b>	<b>84</b>	<b>80</b>	<b>55</b>	<b>71</b>	<b>65</b>	<b>77</b>	<b>74</b>	<b>69</b>	<b>52</b>	<b>69</b>	<b>65</b>	<b>67</b>	<b>64</b>	<b>77</b>	<b>72</b>	<b>63</b>	<b>70</b>	<b>64</b>
Don't know	11	8	4	4	2	5	6	5	11	11	10	5	5	7	10	7	12	10	6	9	6	8
<b>NET FAVOURABILITY</b>	<b>-49</b>	<b>-44</b>	<b>15</b>	<b>-91</b>	<b>-70</b>	<b>-65</b>	<b>-15</b>	<b>-46</b>	<b>-40</b>	<b>-65</b>	<b>-58</b>	<b>-42</b>	<b>-9</b>	<b>-45</b>	<b>-40</b>	<b>-41</b>	<b>-41</b>	<b>-63</b>	<b>-50</b>	<b>-36</b>	<b>-46</b>	<b>-35</b>
<b>Labour</b>																						
Very favourable	11	11	4	26	13	16	6	13	10	15	13	10	9	12	11	12	8	7	14	13	13	10
Somewhat favourable	31	31	15	53	53	46	19	31	32	32	39	29	19	36	26	30	36	39	32	29	38	27
<b>TOTAL FAVOURABLE</b>	<b>42</b>	<b>42</b>	<b>19</b>	<b>79</b>	<b>66</b>	<b>62</b>	<b>25</b>	<b>44</b>	<b>42</b>	<b>47</b>	<b>52</b>	<b>39</b>	<b>28</b>	<b>48</b>	<b>37</b>	<b>42</b>	<b>44</b>	<b>46</b>	<b>46</b>	<b>42</b>	<b>51</b>	<b>37</b>
Somewhat unfavourable	19	19	23	9	22	19	20	21	18	23	18	21	19	20	19	19	12	24	17	20	23	20
Very unfavourable	28	29	54	6	9	14	49	30	28	13	20	33	47	26	33	30	30	21	29	28	20	34
<b>TOTAL UNFAVOURABLE</b>	<b>47</b>	<b>48</b>	<b>77</b>	<b>15</b>	<b>31</b>	<b>33</b>	<b>69</b>	<b>51</b>	<b>46</b>	<b>36</b>	<b>38</b>	<b>54</b>	<b>66</b>	<b>46</b>	<b>52</b>	<b>49</b>	<b>42</b>	<b>45</b>	<b>46</b>	<b>48</b>	<b>43</b>	<b>54</b>
Don't know	12	9	4	5	3	6	6	6	12	16	11	7	5	7	12	9	14	9	8	11	6	10
<b>NET FAVOURABILITY</b>	<b>-5</b>	<b>-6</b>	<b>-58</b>	<b>64</b>	<b>35</b>	<b>29</b>	<b>-44</b>	<b>-7</b>	<b>-4</b>	<b>11</b>	<b>14</b>	<b>-15</b>	<b>-38</b>	<b>2</b>	<b>-15</b>	<b>-7</b>	<b>2</b>	<b>1</b>	<b>0</b>	<b>-6</b>	<b>8</b>	<b>-17</b>
<b>Rishi Sunak</b>																						
Very favourable	4	4	10	0	0	3	6	4	4	0	2	5	8	4	4	4	3	3	4	3	3	5
Somewhat favourable	16	21	39	7	22	16	29	21	21	11	15	22	34	21	21	22	16	17	20	25	25	20
<b>TOTAL FAVOURABLE</b>	<b>20</b>	<b>25</b>	<b>49</b>	<b>7</b>	<b>22</b>	<b>19</b>	<b>35</b>	<b>25</b>	<b>25</b>	<b>11</b>	<b>17</b>	<b>27</b>	<b>42</b>	<b>25</b>	<b>25</b>	<b>26</b>	<b>19</b>	<b>20</b>	<b>24</b>	<b>28</b>	<b>28</b>	<b>25</b>
Somewhat unfavourable	23	20	25	19	23	20	23	22	19	16	19	22	22	21	19	20	21	18	15	24	19	23
Very unfavourable	48	47	22	70	51	56	35	49	46	64	53	45	33	47	48	46	52	57	55	41	46	43
<b>TOTAL UNFAVOURABLE</b>	<b>71</b>	<b>67</b>	<b>47</b>	<b>89</b>	<b>74</b>	<b>76</b>	<b>58</b>	<b>71</b>	<b>65</b>	<b>80</b>	<b>72</b>	<b>67</b>	<b>55</b>	<b>68</b>	<b>67</b>	<b>66</b>	<b>73</b>	<b>75</b>	<b>70</b>	<b>65</b>	<b>65</b>	<b>66</b>
Don't know	9	8	4	5	4	5	7	4	11	8	10	5	5	6	9	8	9	6	6	7	7	9
<b>NET FAVOURABILITY</b>	<b>-51</b>	<b>-42</b>	<b>2</b>	<b>-82</b>	<b>-52</b>	<b>-57</b>	<b>-23</b>	<b>-46</b>	<b>-40</b>	<b>-69</b>	<b>-55</b>	<b>-40</b>	<b>-13</b>	<b>-43</b>	<b>-42</b>	<b>-40</b>	<b>-54</b>	<b>-55</b>	<b>-46</b>	<b>-37</b>	<b>-37</b>	<b>-41</b>

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	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>2072</b>	<b>678</b>	<b>501</b>	<b>176</b>	<b>730</b>	<b>772</b>	<b>1003</b>	<b>1069</b>	<b>218</b>	<b>856</b>	<b>512</b>	<b>487</b>	<b>1181</b>	<b>891</b>	<b>1788</b>	<b>104</b>	<b>180</b>	<b>499</b>	<b>344</b>	<b>251</b>	<b>694</b>	
<b>Unweighted Sample</b>	<b>2072</b>	<b>699</b>	<b>477</b>	<b>182</b>	<b>834</b>	<b>765</b>	<b>943</b>	<b>1129</b>	<b>168</b>	<b>847</b>	<b>535</b>	<b>522</b>	<b>1281</b>	<b>791</b>	<b>1785</b>	<b>107</b>	<b>180</b>	<b>506</b>	<b>367</b>	<b>185</b>	<b>727</b>	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
<b>Keir Starmer</b>																						
Very favourable	6	6	3	12	12	10	3	7	5	4	6	7	6	7	6	6	8	4	8	7	5	5
Somewhat favourable	28	28	15	47	47	42	16	29	26	25	33	27	19	31	23	27	25	36	27	26	32	25
<b>TOTAL FAVOURABLE</b>	<b>34</b>	<b>34</b>	<b>18</b>	<b>59</b>	<b>59</b>	<b>52</b>	<b>19</b>	<b>36</b>	<b>31</b>	<b>29</b>	<b>39</b>	<b>34</b>	<b>25</b>	<b>38</b>	<b>29</b>	<b>33</b>	<b>33</b>	<b>40</b>	<b>35</b>	<b>33</b>	<b>37</b>	<b>30</b>
Somewhat unfavourable	22	22	23	20	23	22	23	23	22	26	21	24	21	22	23	22	23	21	23	21	28	21
Very unfavourable	29	31	54	11	13	18	50	32	30	23	22	33	48	29	34	32	26	24	33	31	24	35
<b>TOTAL UNFAVOURABLE</b>	<b>51</b>	<b>53</b>	<b>77</b>	<b>31</b>	<b>36</b>	<b>40</b>	<b>73</b>	<b>55</b>	<b>52</b>	<b>49</b>	<b>43</b>	<b>57</b>	<b>69</b>	<b>51</b>	<b>57</b>	<b>54</b>	<b>49</b>	<b>45</b>	<b>56</b>	<b>52</b>	<b>52</b>	<b>56</b>
Don't know	14	13	5	11	5	8	8	8	17	21	17	9	5	11	15	12	17	14	10	14	11	14
<b>NET FAVOURABILITY</b>	<b>-17</b>	<b>-19</b>	<b>-59</b>	<b>28</b>	<b>23</b>	<b>12</b>	<b>-54</b>	<b>-19</b>	<b>-21</b>	<b>-20</b>	<b>-4</b>	<b>-23</b>	<b>-44</b>	<b>-13</b>	<b>-28</b>	<b>-21</b>	<b>-16</b>	<b>-5</b>	<b>-21</b>	<b>-19</b>	<b>-15</b>	<b>-26</b>
<b>Jeremy Hunt</b>																						
Very favourable	2	2	4	1	2	2	2	2	2	3	1	3	3	3	2	2	1	1	2	1	2	4
Somewhat favourable	14	15	29	3	20	12	20	16	13	9	10	16	25	16	13	15	10	13	14	15	14	16
<b>TOTAL FAVOURABLE</b>	<b>16</b>	<b>17</b>	<b>33</b>	<b>4</b>	<b>22</b>	<b>14</b>	<b>22</b>	<b>18</b>	<b>15</b>	<b>12</b>	<b>11</b>	<b>19</b>	<b>28</b>	<b>19</b>	<b>15</b>	<b>17</b>	<b>11</b>	<b>14</b>	<b>16</b>	<b>16</b>	<b>16</b>	<b>20</b>
Somewhat unfavourable	23	22	25	20	29	23	24	23	21	19	22	23	23	23	21	22	18	24	19	24	23	23
Very unfavourable	39	41	26	62	39	52	36	46	37	35	45	43	35	42	40	40	52	41	48	40	39	36
<b>TOTAL UNFAVOURABLE</b>	<b>62</b>	<b>63</b>	<b>51</b>	<b>82</b>	<b>68</b>	<b>75</b>	<b>60</b>	<b>69</b>	<b>58</b>	<b>54</b>	<b>67</b>	<b>66</b>	<b>58</b>	<b>65</b>	<b>61</b>	<b>62</b>	<b>70</b>	<b>65</b>	<b>67</b>	<b>64</b>	<b>62</b>	<b>59</b>
Don't know	22	20	15	13	10	11	17	13	27	35	23	15	14	17	24	20	20	21	18	19	22	21
<b>NET FAVOURABILITY</b>	<b>-46</b>	<b>-46</b>	<b>-18</b>	<b>-78</b>	<b>-46</b>	<b>-61</b>	<b>-38</b>	<b>-51</b>	<b>-43</b>	<b>-42</b>	<b>-56</b>	<b>-47</b>	<b>-30</b>	<b>-46</b>	<b>-46</b>	<b>-45</b>	<b>-59</b>	<b>-51</b>	<b>-51</b>	<b>-48</b>	<b>-46</b>	<b>-39</b>
<b>Rachel Reeves</b>																						
Very favourable	4	4	2	10	8	7	2	6	3	4	3	5	5	5	3	4	5	3	4	5	6	4
Somewhat favourable	13	15	9	23	30	23	10	19	10	13	15	15	14	17	12	14	15	17	13	15	21	13
<b>TOTAL FAVOURABLE</b>	<b>17</b>	<b>19</b>	<b>11</b>	<b>33</b>	<b>38</b>	<b>30</b>	<b>12</b>	<b>25</b>	<b>13</b>	<b>17</b>	<b>18</b>	<b>20</b>	<b>19</b>	<b>22</b>	<b>15</b>	<b>18</b>	<b>20</b>	<b>20</b>	<b>17</b>	<b>20</b>	<b>27</b>	<b>17</b>
Somewhat unfavourable	12	12	15	9	13	11	14	15	9	14	9	12	16	12	12	12	14	8	11	12	15	12
Very unfavourable	15	20	33	11	8	14	29	23	17	12	13	25	30	18	23	20	21	17	21	19	16	22
<b>TOTAL UNFAVOURABLE</b>	<b>27</b>	<b>32</b>	<b>48</b>	<b>20</b>	<b>21</b>	<b>25</b>	<b>43</b>	<b>38</b>	<b>26</b>	<b>26</b>	<b>22</b>	<b>37</b>	<b>46</b>	<b>30</b>	<b>35</b>	<b>32</b>	<b>35</b>	<b>25</b>	<b>32</b>	<b>31</b>	<b>31</b>	<b>34</b>
Don't know	56	49	42	48	41	45	46	36	61	57	59	43	35	49	50	49	45	55	51	49	43	50
<b>NET FAVOURABILITY</b>	<b>-10</b>	<b>-13</b>	<b>-37</b>	<b>13</b>	<b>17</b>	<b>5</b>	<b>-31</b>	<b>-13</b>	<b>-13</b>	<b>-9</b>	<b>-4</b>	<b>-17</b>	<b>-27</b>	<b>-8</b>	<b>-20</b>	<b>-14</b>	<b>-15</b>	<b>-5</b>	<b>-15</b>	<b>-11</b>	<b>-4</b>	<b>-17</b>
<b>Liberal Democrats</b>																						
Very favourable	4	3	1	3	16	6	1	4	3	4	3	4	3	4	3	4	1	3	3	3	2	5
Somewhat favourable	29	28	19	40	55	42	17	28	29	34	31	27	23	31	25	29	19	31	26	27	33	29
<b>TOTAL FAVOURABLE</b>	<b>33</b>	<b>31</b>	<b>20</b>	<b>43</b>	<b>71</b>	<b>48</b>	<b>18</b>	<b>32</b>	<b>32</b>	<b>38</b>	<b>34</b>	<b>31</b>	<b>26</b>	<b>35</b>	<b>28</b>	<b>33</b>	<b>20</b>	<b>34</b>	<b>29</b>	<b>30</b>	<b>35</b>	<b>34</b>
Somewhat unfavourable	26	26	30	28	17	27	28	28	24	22	27	27	25	27	25	25	34	28	27	27	27	23
Very unfavourable	21	24	40	11	5	12	39	29	19	15	16	25	39	22	26	24	24	20	26	23	20	25
<b>TOTAL UNFAVOURABLE</b>	<b>47</b>	<b>50</b>	<b>70</b>	<b>39</b>	<b>22</b>	<b>39</b>	<b>67</b>	<b>57</b>	<b>43</b>	<b>37</b>	<b>43</b>	<b>52</b>	<b>64</b>	<b>49</b>	<b>51</b>	<b>49</b>	<b>58</b>	<b>48</b>	<b>53</b>	<b>50</b>	<b>47</b>	<b>48</b>
Don't know	21	18	11	17	7	13	15	11	26	25	22	17	11	16	21	18	22	18	18	20	18	18
<b>NET FAVOURABILITY</b>	<b>-14</b>	<b>-19</b>	<b>-50</b>	<b>4</b>	<b>49</b>	<b>9</b>	<b>-49</b>	<b>-25</b>	<b>-11</b>	<b>1</b>	<b>-9</b>	<b>-21</b>	<b>-38</b>	<b>-14</b>	<b>-23</b>	<b>-16</b>	<b>-38</b>	<b>-14</b>	<b>-24</b>	<b>-20</b>	<b>-12</b>	<b>-14</b>

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
<b>Green party</b>																						
Very favourable	10	9	2	19	11	15	2	9	9	14	12	7	5	12	6	9	8	9	10	7	11	9
Somewhat favourable	32	31	20	43	53	42	21	31	31	35	35	29	24	33	28	31	31	29	31	31	30	31
<b>TOTAL FAVOURABLE</b>	<b>42</b>	<b>40</b>	<b>22</b>	<b>62</b>	<b>64</b>	<b>57</b>	<b>23</b>	<b>40</b>	<b>40</b>	<b>49</b>	<b>47</b>	<b>36</b>	<b>29</b>	<b>45</b>	<b>34</b>	<b>40</b>	<b>39</b>	<b>38</b>	<b>41</b>	<b>38</b>	<b>41</b>	<b>40</b>
Somewhat unfavourable	18	17	23	15	15	17	20	18	16	14	13	20	21	18	15	17	14	14	16	17	21	17
Very unfavourable	19	24	41	9	11	12	39	30	18	11	17	27	37	21	28	23	25	30	23	22	20	25
<b>TOTAL UNFAVOURABLE</b>	<b>37</b>	<b>41</b>	<b>64</b>	<b>24</b>	<b>26</b>	<b>29</b>	<b>59</b>	<b>48</b>	<b>34</b>	<b>25</b>	<b>30</b>	<b>47</b>	<b>58</b>	<b>39</b>	<b>43</b>	<b>40</b>	<b>39</b>	<b>44</b>	<b>39</b>	<b>39</b>	<b>41</b>	<b>42</b>
Don't know	21	20	15	14	11	14	17	13	26	26	23	18	13	16	24	20	23	17	20	23	19	18
<b>NET FAVOURABILITY</b>	<b>5</b>	<b>-1</b>	<b>-42</b>	<b>38</b>	<b>38</b>	<b>28</b>	<b>-36</b>	<b>-8</b>	<b>6</b>	<b>24</b>	<b>17</b>	<b>-11</b>	<b>-29</b>	<b>6</b>	<b>-9</b>	<b>0</b>	<b>0</b>	<b>-6</b>	<b>2</b>	<b>-1</b>	<b>0</b>	<b>-2</b>
<b>Reform UK</b>																						
Very favourable	7	8	14	1	4	1	17	10	5	4	5	9	12	7	8	8	4	3	10	8	5	8
Somewhat favourable	13	15	29	6	3	5	28	17	14	12	12	17	22	14	18	16	16	10	17	18	11	16
<b>TOTAL FAVOURABLE</b>	<b>20</b>	<b>23</b>	<b>43</b>	<b>7</b>	<b>7</b>	<b>6</b>	<b>45</b>	<b>27</b>	<b>19</b>	<b>16</b>	<b>17</b>	<b>26</b>	<b>34</b>	<b>21</b>	<b>26</b>	<b>24</b>	<b>20</b>	<b>13</b>	<b>27</b>	<b>26</b>	<b>16</b>	<b>24</b>
Somewhat unfavourable	11	11	15	8	10	11	13	11	11	6	11	9	16	11	11	11	18	5	10	11	12	12
Very unfavourable	37	43	25	66	66	66	23	48	38	47	45	43	36	47	36	42	38	51	41	41	52	40
<b>TOTAL UNFAVOURABLE</b>	<b>48</b>	<b>54</b>	<b>40</b>	<b>74</b>	<b>76</b>	<b>77</b>	<b>36</b>	<b>59</b>	<b>49</b>	<b>53</b>	<b>56</b>	<b>52</b>	<b>52</b>	<b>58</b>	<b>47</b>	<b>53</b>	<b>56</b>	<b>56</b>	<b>51</b>	<b>52</b>	<b>64</b>	<b>52</b>
Don't know	32	23	17	19	16	17	19	14	32	31	27	22	14	21	26	22	24	32	21	23	20	23
<b>NET FAVOURABILITY</b>	<b>-28</b>	<b>-31</b>	<b>3</b>	<b>-67</b>	<b>-69</b>	<b>-71</b>	<b>9</b>	<b>-32</b>	<b>-30</b>	<b>-37</b>	<b>-39</b>	<b>-26</b>	<b>-18</b>	<b>-37</b>	<b>-21</b>	<b>-29</b>	<b>-36</b>	<b>-43</b>	<b>-24</b>	<b>-26</b>	<b>-48</b>	<b>-28</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.