

YouGov Survey Results

Sample Size: 2100 adults in GB
Fieldwork: 28th - 29th February 2024

	Westminster VI					Vote in 2019 GE			EU Ref 2016		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	2100	292	663	102	205	108	687	508	178	740	782	1016	1084	220	867	519	494	1197	903
Unweighted Sample	2100	306	683	108	204	117	714	498	188	854	769	1012	1088	178	916	541	465	1244	856
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

Very favourable	4	20	0	1	2	0	7	1	3	2	6	4	4	2	3	4	6	3	4
Somewhat favourable	18	61	8	18	18	5	36	6	15	15	26	17	20	7	12	20	33	20	17
TOTAL FAVOURABLE	22	81	8	19	20	5	43	7	18	17	32	21	24	9	15	24	39	23	21
Somewhat unfavourable	24	12	25	30	32	27	28	21	34	23	26	24	24	24	23	27	23	26	21
Very unfavourable	45	3	65	49	47	65	24	69	42	53	37	49	41	51	51	42	33	44	46
TOTAL UNFAVOURABLE	69	15	90	79	79	92	52	90	76	76	63	73	65	75	74	69	56	70	67
Don't know	9	4	2	3	1	3	5	4	7	6	6	6	12	17	11	7	5	7	11

Jeremy Hunt

Very favourable	2	6	1	0	2	0	3	1	2	2	3	2	1	1	1	2	3	1	2
Somewhat favourable	14	44	8	15	14	12	26	5	17	13	18	15	13	6	9	15	26	15	13
TOTAL FAVOURABLE	16	50	9	15	16	12	29	6	19	15	21	17	14	7	10	17	29	16	15
Somewhat unfavourable	25	26	26	34	30	14	30	23	29	24	29	27	22	21	21	27	30	25	23
Very unfavourable	37	7	50	36	44	60	23	57	34	45	32	41	33	31	44	37	26	38	35
TOTAL UNFAVOURABLE	62	33	76	70	74	74	53	80	63	69	61	68	55	52	65	64	56	63	58
Don't know	23	17	15	15	9	14	18	14	17	16	18	16	29	41	25	19	15	20	27

Keir Starmer

Very favourable	5	1	13	5	1	2	2	12	9	6	5	6	4	5	5	6	6	5	6
Somewhat favourable	27	6	57	32	8	24	15	49	41	42	18	29	26	21	31	28	21	31	23
TOTAL FAVOURABLE	32	7	70	37	9	26	17	61	50	48	23	35	30	26	36	34	27	36	29
Somewhat unfavourable	22	27	19	27	17	39	24	21	23	24	20	22	23	25	23	24	18	25	19
Very unfavourable	31	60	4	24	71	30	53	11	16	17	49	33	28	16	24	32	47	28	35
TOTAL UNFAVOURABLE	53	87	23	51	88	69	77	32	39	41	69	55	51	41	47	56	65	53	54
Don't know	14	6	7	12	2	6	6	7	11	11	7	10	18	33	17	10	7	11	18

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Weighted Sample	2100	1812	105	183	506	349	254	703
Unweighted Sample	2100	1795	115	190	509	349	203	734
	%	%	%	%	%	%	%	%

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

Rishi Sunak

Very favourable	4	4	6	1	4	4	5	3
Somewhat favourable	18	19	18	16	16	21	15	21
TOTAL FAVOURABLE	22	23	24	17	20	25	20	24
Somewhat unfavourable	24	25	18	21	25	27	20	25
Very unfavourable	45	44	45	56	48	39	49	41
TOTAL UNFAVOURABLE	69	69	63	77	73	66	69	66
Don't know	9	9	12	6	7	9	11	10

Jeremy Hunt

Very favourable	2	2	0	1	2	3	2	2
Somewhat favourable	14	14	14	15	11	15	14	16
TOTAL FAVOURABLE	16	16	14	16	13	18	16	18
Somewhat unfavourable	25	25	24	22	25	22	28	25
Very unfavourable	37	36	41	44	41	31	32	36
TOTAL UNFAVOURABLE	62	61	65	66	66	53	60	61
Don't know	23	23	21	18	21	30	24	21

Keir Starmer

Very favourable	5	5	2	9	6	5	8	4
Somewhat favourable	27	27	32	30	29	22	36	24
TOTAL FAVOURABLE	32	32	34	39	35	27	44	28
Somewhat unfavourable	22	23	20	22	22	23	19	24
Very unfavourable	31	31	37	27	32	33	18	33
TOTAL UNFAVOURABLE	53	54	57	49	54	56	37	57
Don't know	14	15	10	12	11	17	18	15

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Weighted Sample	2100	292	663	102	205	108	687	508	178	740	782	1016	1084	220	867	519	494	1197	903
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Rachel Reeves

Very favourable	4	1	8	6	0	2	1	7	8	7	2	5	3	2	3	5	4	5	2
Somewhat favourable	12	8	23	18	4	12	8	20	21	19	9	15	9	7	10	15	13	15	8
TOTAL FAVOURABLE	16	9	31	24	4	14	9	27	29	26	11	20	12	9	13	20	17	20	10
Somewhat unfavourable	12	17	9	14	17	13	16	10	10	10	14	16	8	14	10	11	16	12	12
Very unfavourable	16	25	4	16	44	14	27	8	8	10	24	19	13	10	11	17	26	14	18
TOTAL UNFAVOURABLE	28	42	13	30	61	27	43	18	18	20	38	35	21	24	21	28	42	26	30
Don't know	56	48	56	46	35	58	48	54	53	54	51	46	66	67	65	51	41	54	59

The Labour Party

Very favourable	8	0	22	3	1	1	1	20	9	10	6	8	7	10	8	9	6	7	9
Somewhat favourable	31	5	65	37	6	30	12	55	42	44	18	32	30	39	37	29	19	35	26
TOTAL FAVOURABLE	39	5	87	40	7	31	13	75	51	54	24	40	37	49	45	38	25	42	35
Somewhat unfavourable	23	31	11	33	17	48	27	14	29	23	23	21	24	20	22	25	23	25	20
Very unfavourable	27	61	1	18	75	20	54	6	10	16	46	32	23	9	20	29	47	26	29
TOTAL UNFAVOURABLE	50	92	12	51	92	68	81	20	39	39	69	53	47	29	42	54	70	51	49
Don't know	11	3	1	8	0	1	5	5	10	7	7	7	15	22	13	9	6	8	16

The Conservative Party

Very favourable	4	23	0	1	1	0	8	0	2	2	6	4	3	2	2	4	7	3	5
Somewhat favourable	16	66	2	4	19	3	36	2	6	11	25	16	16	7	10	20	26	17	15
TOTAL FAVOURABLE	20	89	2	5	20	3	44	2	8	13	31	20	19	9	12	24	33	20	20
Somewhat unfavourable	20	8	16	28	35	21	30	12	25	18	23	20	20	18	18	21	25	22	19
Very unfavourable	50	1	81	67	44	75	23	83	63	64	40	53	47	52	58	49	37	52	48
TOTAL UNFAVOURABLE	70	9	97	95	79	96	53	95	88	82	63	73	67	70	76	70	62	74	67
Don't know	10	1	1	0	1	1	4	2	4	5	6	6	13	21	12	6	5	7	14

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	%	%	%	%	%	%	%	%

Rachel Reeves

Very favourable	4	4	2	2	4	4	5	4
Somewhat favourable	12	12	10	12	12	11	16	11
TOTAL FAVOURABLE	16	16	12	14	16	15	21	15
Somewhat unfavourable	12	12	10	11	12	11	10	13
Very unfavourable	16	16	22	14	15	14	12	19
TOTAL UNFAVOURABLE	28	28	32	25	27	25	22	32
Don't know	56	56	56	62	57	60	57	53

The Labour Party

Very favourable	8	8	9	6	10	8	10	6
Somewhat favourable	31	30	32	37	33	26	41	26
TOTAL FAVOURABLE	39	38	41	43	43	34	51	32
Somewhat unfavourable	23	23	19	24	21	21	21	26
Very unfavourable	27	28	30	23	26	32	18	30
TOTAL UNFAVOURABLE	50	51	49	47	47	53	39	56
Don't know	11	12	10	9	11	13	11	12

The Conservative Party

Very favourable	4	4	5	3	4	6	3	3
Somewhat favourable	16	17	18	8	14	19	13	19
TOTAL FAVOURABLE	20	21	23	11	18	25	16	22
Somewhat unfavourable	20	21	18	13	22	23	20	21
Very unfavourable	50	48	50	69	52	40	55	47
TOTAL UNFAVOURABLE	70	69	68	82	74	63	75	68
Don't know	10	10	9	7	9	12	9	10

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

Lee Anderson

Very favourable	5	7	0	0	29	0	10	1	2	2	9	7	3	1	3	6	8	5	4
Somewhat favourable	8	12	4	1	27	4	15	5	2	4	15	9	7	5	5	10	13	8	9
TOTAL FAVOURABLE	13	19	4	1	56	4	25	6	4	6	24	16	10	6	8	16	21	13	13
Somewhat unfavourable	9	19	6	9	9	7	14	6	6	7	11	11	8	9	6	10	14	10	8
Very unfavourable	27	12	43	44	9	43	14	46	42	43	17	34	22	20	29	30	25	32	22
TOTAL UNFAVOURABLE	36	31	49	53	18	50	28	52	48	50	28	45	30	29	35	40	39	42	30
Don't know	51	49	47	47	25	46	47	43	48	44	47	40	61	65	57	44	40	46	57

James Cleverly

Very favourable	1	2	1	0	2	0	2	1	0	0	2	2	0	1	0	1	2	1	1
Somewhat favourable	11	32	5	8	16	3	23	3	8	9	16	13	9	5	5	13	20	11	10
TOTAL FAVOURABLE	12	34	6	8	18	3	25	4	8	9	18	15	9	6	5	14	22	12	11
Somewhat unfavourable	18	16	21	27	32	15	21	17	27	19	20	22	15	15	16	19	23	19	18
Very unfavourable	21	5	30	26	21	33	11	35	24	30	18	27	16	16	22	25	19	23	19
TOTAL UNFAVOURABLE	39	21	51	53	53	48	32	52	51	49	38	49	31	31	38	44	42	42	37
Don't know	49	45	44	39	29	49	43	44	42	42	44	37	60	64	56	42	36	46	52

David Cameron

Very favourable	3	9	1	2	2	1	5	0	4	3	3	3	2	2	2	3	3	2	3
Somewhat favourable	19	48	13	30	16	12	32	9	25	18	24	22	17	17	14	23	25	20	18
TOTAL FAVOURABLE	22	57	14	32	18	13	37	9	29	21	27	25	19	19	16	26	28	22	21
Somewhat unfavourable	26	26	29	32	25	28	27	28	28	28	24	23	28	25	27	22	28	28	22
Very unfavourable	39	9	50	30	52	53	27	56	35	42	40	43	35	31	41	41	36	38	39
TOTAL UNFAVOURABLE	65	35	79	62	77	81	54	84	63	70	64	66	63	56	68	63	64	66	61
Don't know	14	8	6	6	5	6	8	7	8	9	10	9	18	26	16	12	7	11	17

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Unweighted Sample	2100	1795	115	190	509	349	203	734
	%	%	%	%	%	%	%	%

Lee Anderson

Very favourable	5	5	5	4	5	6	3	4
Somewhat favourable	8	8	11	6	7	10	8	8
TOTAL FAVOURABLE	13	13	16	10	12	16	11	12
Somewhat unfavourable	9	10	7	7	9	10	6	11
Very unfavourable	27	27	25	31	30	23	33	25
TOTAL UNFAVOURABLE	36	37	32	38	39	33	39	36
Don't know	51	50	53	53	49	51	50	52

James Cleverly

Very favourable	1	1	1	1	1	1	1	1
Somewhat favourable	11	11	9	5	10	12	9	13
TOTAL FAVOURABLE	12	12	10	6	11	13	10	14
Somewhat unfavourable	18	19	18	16	18	15	22	20
Very unfavourable	21	21	22	27	23	18	22	20
TOTAL UNFAVOURABLE	39	40	40	43	41	33	44	40
Don't know	49	48	49	50	49	54	47	46

David Cameron

Very favourable	3	3	1	2	2	4	3	2
Somewhat favourable	19	20	17	15	16	24	14	23
TOTAL FAVOURABLE	22	23	18	17	18	28	17	25
Somewhat unfavourable	26	26	20	24	25	24	27	27
Very unfavourable	39	37	45	48	43	33	37	35
TOTAL UNFAVOURABLE	65	63	65	72	68	57	64	62
Don't know	14	14	16	10	13	15	19	12