

YouGov Survey Results

Sample Size: 2040 GB Adults
Fieldwork: 29th - 30th May 2024

	Westminster VI			Vote in 2019 GE			EU Ref 2016		Gender		Age				Social Grade		
	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	
Weighted Sample	2040	291	659	120	667	494	173	719	760	987	1053	214	843	504	479	1163	877
Unweighted Sample	2040	327	663	124	716	465	187	817	791	939	1101	142	798	547	553	1218	822
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	10-12 May	23-24 May	29-30 May																
Do you have a favourable or unfavourable opinion of the following?																			
Conservatives																			
Very favourable	5	6	5	29	0	2	11	1	1	3	9	5	4	3	2	5	11	4	6
Somewhat favourable	15	18	17	60	2	6	39	1	8	9	28	16	18	8	8	18	34	17	16
TOTAL FAVOURABLE	20	24	22	89	2	8	50	2	9	12	37	21	22	11	10	23	45	21	22
Somewhat unfavourable	18	15	15	7	12	22	22	8	16	11	20	17	14	13	14	16	17	17	13
Very unfavourable	51	53	53	0	83	70	21	86	73	72	35	56	50	63	62	52	33	54	51
TOTAL UNFAVOURABLE	69	68	68	7	95	92	43	94	89	83	55	73	64	76	76	68	50	71	64
Don't know	11	8	11	3	2	1	6	4	2	5	9	7	14	12	15	9	4	8	14
NET FAVOURABILITY	-49	-44	-46	82	-93	-84	7	-92	-80	-71	-18	-52	-42	-65	-66	-45	-5	-50	-42
Labour																			
Very favourable	11	11	12	0	34	4	3	29	15	20	7	11	12	9	12	16	7	13	10
Somewhat favourable	31	31	31	7	59	49	15	49	48	47	18	30	32	36	39	26	22	35	26
TOTAL FAVOURABLE	42	42	43	7	93	53	18	78	63	67	25	41	44	45	51	42	29	48	36
Somewhat unfavourable	19	19	18	27	4	29	25	10	22	15	21	20	17	22	17	17	21	18	19
Very unfavourable	28	29	28	60	2	16	51	9	11	14	46	32	23	16	18	32	45	25	31
TOTAL UNFAVOURABLE	47	48	46	87	6	45	76	19	33	29	67	52	40	38	35	49	66	43	50
Don't know	12	9	11	6	1	2	6	4	4	5	9	6	15	17	14	9	5	9	14
NET FAVOURABILITY	-5	-6	-3	-80	87	8	-58	59	30	38	-42	-11	4	7	16	-7	-37	5	-14
Rishi Sunak																			
Very favourable	4	4	4	21	1	1	8	1	2	2	7	4	4	0	2	4	9	3	4
Somewhat favourable	16	21	18	58	4	13	37	3	12	13	27	17	19	13	9	20	35	19	17
TOTAL FAVOURABLE	20	25	22	79	5	14	45	4	14	15	34	21	23	13	11	24	44	22	21
Somewhat unfavourable	23	20	21	16	21	32	25	17	28	20	25	20	22	13	22	20	25	22	20
Very unfavourable	48	47	49	2	72	53	24	77	56	60	35	54	44	62	57	47	28	48	49
TOTAL UNFAVOURABLE	71	67	70	18	93	85	49	94	84	80	60	74	66	75	79	67	53	70	69
Don't know	9	8	8	3	2	2	5	2	2	4	6	5	11	11	11	8	3	7	10
NET FAVOURABILITY	-51	-42	-48	61	-88	-71	-4	-90	-70	-65	-26	-53	-43	-62	-68	-43	-9	-48	-48

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	Total	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	2040	1761	102	177	492	339	247	683
Unweighted Sample	2040	1745	112	183	505	333	181	726
	%	%	%	%	%	%	%	%

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

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	Westminster VI			Vote in 2019 GE			EU Ref 2016		Gender		Age				Social Grade		
Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	
Weighted Sample	2040	291	659	120	667	494	173	719	760	987	1053	214	843	504	479	1163	877
Unweighted Sample	2040	327	663	124	716	465	187	817	791	939	1101	142	798	547	553	1218	822
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Keir Starmer

Very favourable	6	6	8	1	23	8	2	18	18	15	5	9	8	5	9	13	5	9	7
Somewhat favourable	28	28	29	10	58	44	16	46	44	44	18	29	29	27	33	29	22	34	22
TOTAL FAVOURABLE	34	34	37	11	81	52	18	64	62	59	23	38	37	32	42	42	27	43	29
Somewhat unfavourable	22	22	21	30	11	31	28	15	22	19	24	23	20	28	20	18	25	22	20
Very unfavourable	29	31	29	55	3	10	47	15	12	15	45	31	26	17	22	32	43	24	35
TOTAL UNFAVOURABLE	51	53	50	85	14	41	75	30	34	34	69	54	46	45	42	50	68	46	55
Don't know	14	13	12	5	5	6	7	7	4	7	8	8	17	22	17	8	5	10	15
NET FAVOURABILITY	-17	-19	-13	-74	67	11	-57	34	28	25	-46	-16	-9	-13	0	-8	-41	-3	-26

Jeremy Hunt

Very favourable	2	2	2	8	1	1	4	1	1	3	2	1	2	0	1	2	4	2	2
Somewhat favourable	14	15	15	50	7	10	31	4	10	10	24	16	14	6	9	14	30	17	12
TOTAL FAVOURABLE	16	17	17	58	8	11	35	5	11	13	26	17	16	6	10	16	34	19	14
Somewhat unfavourable	23	22	21	21	22	41	26	19	30	22	23	23	20	19	20	22	24	23	20
Very unfavourable	39	41	39	7	55	44	24	62	49	51	32	45	35	34	44	44	30	40	39
TOTAL UNFAVOURABLE	62	63	60	28	77	85	50	81	79	73	55	68	55	53	64	66	54	63	59
Don't know	22	20	23	14	15	5	15	14	9	14	19	15	30	41	26	19	13	19	27
NET FAVOURABILITY	-46	-46	-43	30	-69	-74	-15	-76	-68	-60	-29	-51	-39	-47	-54	-50	-20	-44	-45

Rachel Reeves

Very favourable	4	4	5	0	14	5	1	11	15	11	2	7	4	4	4	8	5	7	4
Somewhat favourable	13	15	14	8	24	17	10	22	23	21	11	15	12	3	14	16	16	15	11
TOTAL FAVOURABLE	17	19	19	8	38	22	11	33	38	32	13	22	16	7	18	24	21	22	15
Somewhat unfavourable	12	12	12	19	6	19	17	8	15	10	14	15	9	15	8	12	17	12	12
Very unfavourable	15	20	15	31	4	7	25	8	5	7	25	19	11	7	11	17	24	13	18
TOTAL UNFAVOURABLE	27	32	27	50	10	26	42	16	20	17	39	34	20	22	19	29	41	25	30
Don't know	56	49	54	42	52	53	46	51	42	52	47	43	64	70	63	47	38	53	56
NET FAVOURABILITY	-10	-13	-8	-42	28	-4	-31	17	18	15	-26	-12	-4	-15	-1	-5	-20	-3	-15

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Weighted Sample	2040	1761	102	177	492	339	247	683
Unweighted Sample	2040	1745	112	183	505	333	181	726
	%	%	%	%	%	%	%	%

Keir Starmer

Very favourable	6	6	8	8	7	10	9	7	7	9
Somewhat favourable	28	28	29	28	32	37	27	27	36	26
TOTAL FAVOURABLE	34	34	37	36	39	47	36	34	43	35
Somewhat unfavourable	22	22	21	21	21	24	20	20	24	21
Very unfavourable	29	31	29	30	23	19	30	32	23	32
TOTAL UNFAVOURABLE	51	53	50	51	44	43	50	52	47	53
Don't know	14	13	12	12	17	10	14	14	10	12
NET FAVOURABILITY	-17	-19	-13	-15	-5	4	-14	-18	-4	-18

Jeremy Hunt

Very favourable	2	2	2	2	4	2	1	2	1	2
Somewhat favourable	14	15	15	15	14	11	12	17	12	18
TOTAL FAVOURABLE	16	17	17	17	18	13	13	19	13	20
Somewhat unfavourable	23	22	21	22	18	19	19	23	22	23
Very unfavourable	39	41	39	39	37	44	44	35	43	36
TOTAL UNFAVOURABLE	62	63	60	61	55	63	63	58	65	59
Don't know	22	20	23	22	27	23	23	24	22	21
NET FAVOURABILITY	-46	-46	-43	-44	-37	-50	-50	-39	-52	-39

Rachel Reeves

Very favourable	4	4	5	6	5	1	6	5	5	7
Somewhat favourable	13	15	14	14	12	14	15	11	22	11
TOTAL FAVOURABLE	17	19	19	20	17	15	21	16	27	18
Somewhat unfavourable	12	12	12	12	11	8	11	13	11	13
Very unfavourable	15	20	15	15	12	15	15	16	13	16
TOTAL UNFAVOURABLE	27	32	27	27	23	23	26	29	24	29
Don't know	56	49	54	53	60	62	54	55	48	53
NET FAVOURABILITY	-10	-13	-8	-7	-6	-8	-5	-13	3	-11

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	%	%	%	%	%	%	%	%

	12-13 Oct '23	12-14 Apr	29-30 May								
Angela Rayner											
Very favourable	7	7	9	9	10	4	11	9	7	9	
Somewhat favourable	19	17	17	17	16	25	18	15	21	15	
TOTAL FAVOURABLE	26	24	26	26	26	29	29	24	28	24	
Somewhat unfavourable	13	16	14	14	14	14	12	16	18	14	
Very unfavourable	20	27	26	27	21	20	26	27	21	30	
TOTAL UNFAVOURABLE	33	43	40	41	35	34	38	43	39	44	
Don't know	40	34	34	33	38	38	34	34	33	32	
NET FAVOURABILITY	-7	-19	-14	-15	-9	-5	-9	-19	-11	-20	

	18-19 Jan	29-30 May								
Wes Streeting										
Very favourable	3	3	3	4	1	3	2	3	4	
Somewhat favourable	8	8	8	6	7	8	7	11	7	
TOTAL FAVOURABLE	11	11	11	10	8	11	9	14	11	
Somewhat unfavourable	8	10	10	6	6	10	8	14	10	
Very unfavourable	9	12	12	13	14	13	10	13	12	
TOTAL UNFAVOURABLE	17	22	22	19	20	23	18	27	22	
Don't know	73	67	67	71	72	66	72	59	67	
NET FAVOURABILITY	-6	-11	-11	-9	-12	-12	-9	-13	-11	

Richard Tice									
Very favourable	3	3	3	2	4	5	2	2	
Somewhat favourable	7	7	6	3	6	6	9	8	
TOTAL FAVOURABLE	10	10	9	5	10	11	11	10	
Somewhat unfavourable	6	6	4	7	6	5	7	7	
Very unfavourable	18	17	15	24	18	14	22	16	
TOTAL UNFAVOURABLE	24	23	19	31	24	19	29	23	
Don't know	66	66	71	64	66	70	61	67	
NET FAVOURABILITY	-14	-13	-10	-26	-14	-8	-18	-13	

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

	12-13 Oct '23	29-30 May '24																		
Ed Davey																				
Very favourable	2	1	0	1	14	0	0	8	2	1	2	1	3	0	2	2	2	2	1	
Somewhat favourable	13	14	9	23	32	9	22	33	23	10	15	14	12	12	19	15	16	12		
TOTAL FAVOURABLE	15	15	9	24	46	9	22	41	25	11	17	15	15	12	21	17	18	13		
Somewhat unfavourable	13	17	24	18	12	20	20	19	19	19	19	16	18	13	18	23	20	14		
Very unfavourable	14	18	29	7	5	31	9	8	10	30	25	12	4	14	22	29	16	21		
TOTAL UNFAVOURABLE	27	35	53	25	17	51	29	27	29	49	44	28	22	27	40	52	36	35		
Don't know	58	49	37	50	37	40	48	32	47	40	39	58	63	61	39	31	46	52		
NET FAVOURABILITY	-12	-20	-44	-1	29	-42	-7	14	-4	-38	-27	-13	-7	-15	-19	-35	-18	-22		

Carla Denyer																				
Very favourable	1	1	1	4	0	2	2	2	0	1	1	2	1	2	1	1	1	1		
Somewhat favourable	3	2	4	4	1	6	3	4	2	3	3	4	3	3	2	3	3			
TOTAL FAVOURABLE	4	3	5	8	1	8	5	6	2	4	4	6	4	5	3	4	4			
Somewhat unfavourable	6	9	5	2	6	5	5	4	6	7	5	7	4	6	7	5	6			
Very unfavourable	8	8	3	2	10	6	4	4	11	11	5	5	8	8	8	6	10			
TOTAL UNFAVOURABLE	14	17	8	4	16	11	9	8	17	18	10	12	12	14	15	11	16			
Don't know	82	80	87	87	83	82	85	86	81	79	86	82	84	81	82	85	80			
NET FAVOURABILITY	-10	-14	-3	4	-15	-3	-4	-2	-15	-14	-6	-6	-8	-9	-12	-7	-12			

Adrian Ramsay																				
Very favourable	0	0	0	1	0	1	1	1	0	0	1	1	0	1	0	1	0			
Somewhat favourable	2	2	3	4	1	4	3	4	1	2	2	2	2	3	2	3	2			
TOTAL FAVOURABLE	2	2	3	5	1	5	4	5	1	2	3	3	2	4	2	4	2			
Somewhat unfavourable	5	6	5	3	5	5	6	3	5	5	4	5	5	5	5	4	6			
Very unfavourable	8	10	5	2	10	6	3	5	10	12	5	5	9	8	8	6	11			
TOTAL UNFAVOURABLE	13	16	10	5	15	11	9	8	15	17	9	10	14	13	13	10	17			
Don't know	84	83	87	90	84	84	86	87	83	80	88	86	84	83	84	86	81			
NET FAVOURABILITY	-11	-14	-7	0	-14	-6	-5	-3	-14	-15	-6	-7	-12	-9	-11	-6	-15			

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	%	%	%	%	%	%	%	%

	12-13 Oct '23	29-30 May '24						
Ed Davey								
Very favourable	2	1	1	4	1	1	1	2
Somewhat favourable	13	14	15	9	15	12	14	18
TOTAL FAVOURABLE	15	15	16	13	16	13	15	20
Somewhat unfavourable	13	17	18	16	16	19	17	18
Very unfavourable	14	18	18	14	18	19	19	18
TOTAL UNFAVOURABLE	27	35	36	30	34	38	36	35
Don't know	58	49	48	57	51	50	49	44
NET FAVOURABILITY	-12	-20	-20	-17	-18	-25	-21	-16

Carla Denyer								
Very favourable	1	1	0	0	1	1	2	1
Somewhat favourable	3	3	1	5	2	2	6	2
TOTAL FAVOURABLE	4	4	1	5	3	3	8	3
Somewhat unfavourable	6	6	4	5	7	5	5	5
Very unfavourable	8	8	6	10	7	8	8	8
TOTAL UNFAVOURABLE	14	14	10	15	14	13	13	13
Don't know	82	82	88	80	82	83	79	83
NET FAVOURABILITY	-10	-10	-9	-10	-11	-10	-5	-10

Adrian Ramsay								
Very favourable	0	1	0	0	1	0	1	1
Somewhat favourable	2	2	1	4	1	2	4	2
TOTAL FAVOURABLE	2	3	1	4	2	2	5	3
Somewhat unfavourable	5	5	4	5	6	4	7	4
Very unfavourable	8	8	7	6	9	8	8	8
TOTAL UNFAVOURABLE	13	13	11	11	15	12	15	12
Don't know	84	84	87	85	83	86	81	85
NET FAVOURABILITY	-11	-10	-10	-7	-13	-10	-10	-9

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