

# YouGov Results Keir Starmer v Jeremy Corbyn

Fieldwork: 3rd - 5th July 2020  
Sample Size: 1647 Adults in GB



	Vote in 2019 GE			EU Ref 2016		Gender		Age				Social Grade		Region					
Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
<b>Weighted Sample</b>	<b>1647</b>	<b>558</b>	<b>408</b>	<b>148</b>	<b>611</b>	<b>652</b>	<b>800</b>	<b>847</b>	<b>180</b>	<b>687</b>	<b>397</b>	<b>384</b>	<b>939</b>	<b>708</b>	<b>198</b>	<b>553</b>	<b>357</b>	<b>397</b>	<b>142</b>
<b>Unweighted Sample</b>	<b>1647</b>	<b>594</b>	<b>452</b>	<b>155</b>	<b>721</b>	<b>666</b>	<b>709</b>	<b>938</b>	<b>111</b>	<b>672</b>	<b>413</b>	<b>451</b>	<b>993</b>	<b>654</b>	<b>162</b>	<b>568</b>	<b>371</b>	<b>407</b>	<b>139</b>
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about Keir Starmer and Jeremy Corbyn... who, if either, do you think best appeals to the largest amount of Labour voters?

Keir Starmer	<b>56</b>	60	65	72	65	59	57	55	37	48	65	68	62	48	50	59	55	57	52
Jeremy Corbyn	<b>8</b>	7	14	8	10	7	9	8	11	11	6	5	6	11	11	7	9	10	6
Neither	<b>16</b>	23	6	6	10	21	16	16	13	17	16	16	15	17	13	17	18	15	21
Don't know	<b>19</b>	10	15	14	15	13	18	21	39	24	12	10	16	24	26	18	19	18	21

Thinking about Keir Starmer and Jeremy Corbyn... who, if either, do you think best appeals to the largest amount of general voters?

Keir Starmer	<b>60</b>	64	73	83	74	62	62	59	36	54	73	71	68	51	54	63	57	61	66
Jeremy Corbyn	<b>5</b>	4	7	5	5	4	5	6	11	8	2	1	4	8	6	4	6	6	5
Neither	<b>16</b>	23	6	3	8	22	17	15	13	16	13	20	15	17	14	16	19	15	12
Don't know	<b>18</b>	8	14	10	13	12	17	19	40	23	12	7	13	25	26	17	17	18	17

Some people talk about 'left', 'right' and 'centre' to describe parties and politicians. With that in mind, do you think Keir Starmer has moved the Labour party to the right since taking over as Labour leader, moved the Labour party to the left, or kept the party about where it was?

Moved it to the right	<b>35</b>	40	40	51	44	34	43	27	21	28	42	46	42	26	31	37	35	33	37
Moved it to the left	<b>3</b>	3	5	1	2	4	3	3	3	3	4	2	3	3	3	2	3	4	4
Kept it about where it was	<b>19</b>	24	18	15	18	23	19	20	12	17	21	23	18	20	13	20	20	18	21
Don't know	<b>43</b>	33	38	34	36	38	35	50	64	51	32	29	37	51	53	40	42	44	38

And do you think Keir Starmer should move the Labour party to the right, move it to the left, or keep it about where it was?

Moved it to the right	<b>32</b>	45	26	44	35	38	41	24	15	25	41	43	38	24	23	35	31	34	33
Moved it to the left	<b>6</b>	4	10	3	6	4	5	7	8	7	4	5	6	5	4	4	6	7	9
Kept it about where it was	<b>20</b>	12	33	23	26	15	19	20	21	20	20	17	18	21	24	19	23	15	19
Don't know	<b>43</b>	39	30	30	34	43	36	49	56	47	36	35	37	50	49	41	41	44	39

Do you think these previous party leaders are similar or different to Keir Starmer?  
Tony Blair

Very similar to Keir Starmer	<b>7</b>	10	5	4	6	9	8	5	2	5	8	9	7	6	7	6	7	7	7
Quite similar to Keir Starmer	<b>26</b>	29	30	43	34	26	32	21	13	25	31	31	30	22	23	27	26	26	29
<b>TOTAL SIMILAR</b>	<b>33</b>	39	35	47	40	35	40	26	15	30	39	40	37	28	30	33	33	33	36
Quite different to Keir Starmer	<b>15</b>	19	18	15	18	17	14	17	9	11	19	22	17	13	14	16	15	16	12
Very different to Keir Starmer	<b>11</b>	14	9	6	7	16	11	11	1	8	16	15	10	12	11	9	13	10	11
<b>TOTAL DIFFERENT</b>	<b>26</b>	33	27	21	25	33	25	28	10	19	35	37	27	25	25	25	28	26	23

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<b>Weighted Sample</b>	<b>1647</b>	558	408	148	611	652	800	847	180	687	397	384	939	708	198	553	357	397	142
<b>Unweighted Sample</b>	1647	594	452	155	721	666	709	938	111	672	413	451	993	654	162	568	371	407	139
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Don't know	41	28	38	32	35	32	36	46	76	51	27	22	37	47	45	41	40	41	41
<b>Gordon Brown</b>																			
Very similar to Keir Starmer	2	3	1	1	1	3	2	2	2	1	3	3	2	1	2	1	2	2	2
Quite similar to Keir Starmer	17	20	22	25	25	15	21	14	8	13	20	27	19	15	15	18	18	17	21
<b>TOTAL SIMILAR</b>	<b>19</b>	<b>23</b>	<b>23</b>	<b>26</b>	<b>26</b>	<b>18</b>	<b>23</b>	<b>16</b>	<b>10</b>	<b>14</b>	<b>23</b>	<b>30</b>	<b>21</b>	<b>16</b>	<b>17</b>	<b>19</b>	<b>20</b>	<b>19</b>	<b>23</b>
Quite different to Keir Starmer	22	26	24	33	25	26	24	21	7	21	26	28	25	19	21	23	23	22	23
Very different to Keir Starmer	15	21	14	7	13	23	15	16	3	12	23	19	15	17	14	14	18	16	14
<b>TOTAL DIFFERENT</b>	<b>37</b>	<b>47</b>	<b>38</b>	<b>40</b>	<b>38</b>	<b>49</b>	<b>39</b>	<b>37</b>	<b>10</b>	<b>33</b>	<b>49</b>	<b>47</b>	<b>40</b>	<b>36</b>	<b>35</b>	<b>37</b>	<b>41</b>	<b>38</b>	<b>37</b>
Don't know	43	31	39	34	36	33	37	48	80	52	28	23	39	48	48	44	40	43	39

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

<b>Ed Miliband</b>		Very similar to Keir Starmer	3	5	2	2	2	5	3	3	0	2	4	5	3	2	4	2	2	3	3
		Quite similar to Keir Starmer	19	22	22	26	23	18	23	15	9	16	23	23	22	15	15	19	20	19	19
		<b>TOTAL SIMILAR</b>	<b>22</b>	27	24	28	25	23	26	18	9	18	27	28	25	17	19	21	22	22	22
		Quite different to Keir Starmer	21	24	26	25	26	22	24	18	12	18	23	26	22	20	19	22	22	20	17
		Very different to Keir Starmer	13	17	12	8	12	18	12	14	3	10	19	18	14	12	14	11	16	11	16
		<b>TOTAL DIFFERENT</b>	<b>34</b>	41	38	33	38	40	36	32	15	28	42	44	36	32	33	33	38	31	33
		Don't know	45	33	39	40	37	36	38	50	75	54	31	27	40	51	48	46	40	46	45
<b>Jeremy Corbyn</b>		Very similar to Keir Starmer	3	5	1	0	0	5	3	2	0	1	3	5	2	3	3	2	2	4	1
		Quite similar to Keir Starmer	5	8	5	2	4	6	5	4	7	5	5	4	4	6	2	6	7	4	3
		<b>TOTAL SIMILAR</b>	<b>8</b>	13	6	2	4	11	8	6	7	6	8	9	6	9	5	8	9	8	4
		Quite different to Keir Starmer	15	11	18	16	15	12	13	16	15	15	15	13	16	12	11	15	16	13	15
		Very different to Keir Starmer	46	55	51	62	54	53	49	42	18	36	58	63	49	41	44	46	46	47	46
		<b>TOTAL DIFFERENT</b>	<b>61</b>	66	69	78	69	65	62	58	33	51	73	76	65	53	55	61	62	60	61
		Don't know	32	21	26	20	27	24	29	35	60	43	18	14	28	38	40	31	30	31	35
<b>Theresa May</b>		Very similar to Keir Starmer	2	3	2	1	1	3	3	2	0	1	3	4	2	2	1	1	3	3	4
		Quite similar to Keir Starmer	10	16	7	10	10	14	12	9	4	8	13	15	11	9	8	10	11	11	11
		<b>TOTAL SIMILAR</b>	<b>12</b>	19	9	11	11	17	15	11	4	9	16	19	13	11	9	11	14	14	15
		Quite different to Keir Starmer	20	25	20	31	21	21	22	19	18	18	19	28	22	18	15	22	23	20	15
		Very different to Keir Starmer	33	32	42	36	39	33	33	32	16	29	44	35	35	30	31	33	30	32	39
		<b>TOTAL DIFFERENT</b>	<b>53</b>	57	62	67	60	54	55	51	34	47	63	63	57	48	46	55	53	52	54
		Don't know	35	25	29	22	28	29	31	38	63	44	21	18	30	41	44	33	33	35	32
<b>David Cameron</b>		Very similar to Keir Starmer	3	4	2	2	2	4	4	2	0	2	4	5	3	3	3	2	3	4	4
		Quite similar to Keir Starmer	16	22	15	15	16	20	18	14	8	18	16	16	16	15	14	15	15	19	16
		<b>TOTAL SIMILAR</b>	<b>19</b>	26	17	17	18	24	22	16	8	20	20	21	19	18	17	17	18	23	20
		Quite different to Keir Starmer	19	22	19	28	20	20	20	18	17	15	19	27	21	16	14	20	22	17	18
		Very different to Keir Starmer	28	28	34	33	33	29	28	27	11	22	39	34	31	24	27	28	26	26	31
		<b>TOTAL DIFFERENT</b>	<b>47</b>	50	53	61	53	49	48	45	28	37	58	61	52	40	41	48	48	43	49
		Don't know	35	24	29	23	29	27	30	39	64	44	21	18	29	41	42	34	33	34	31
<b>John Major</b>		Very similar to Keir Starmer	2	4	2	0	1	4	3	2	0	2	3	4	3	2	3	2	3	3	2
		Quite similar to Keir Starmer	13	17	11	16	14	14	16	10	5	9	16	18	13	12	9	12	13	15	13
		<b>TOTAL SIMILAR</b>	<b>15</b>	21	13	16	15	18	19	12	5	11	19	22	16	14	12	14	16	18	15
		Quite different to Keir Starmer	18	23	18	24	23	19	19	17	5	15	22	26	20	15	18	19	19	15	18
		Very different to Keir Starmer	24	26	27	20	24	30	23	24	6	17	38	28	25	21	23	22	23	24	30
		<b>TOTAL DIFFERENT</b>	<b>42</b>	49	45	44	47	49	42	41	11	32	60	54	45	36	41	41	42	39	48
		Don't know	43	30	42	40	37	33	39	48	84	57	22	23	38	50	47	45	43	43	37

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

**Margaret Thatcher**

Very similar to Keir Starmer	2	4	2	1	2	3	2	2	0	2	3	4	2	2	2	1	3	4	2
Quite similar to Keir Starmer	3	3	3	1	3	3	2	3	1	3	4	2	3	3	1	2	3	3	4
<b>TOTAL SIMILAR</b>	<b>5</b>	7	5	2	5	6	4	5	1	5	7	6	5	5	3	3	6	7	6
Quite different to Keir Starmer	8	8	8	12	9	8	7	8	5	6	9	10	7	8	6	7	9	7	10
Very different to Keir Starmer	53	64	54	57	57	60	58	48	24	44	66	69	58	46	49	55	53	49	54
<b>TOTAL DIFFERENT</b>	<b>61</b>	72	62	69	66	68	65	56	29	50	75	79	65	54	55	62	62	56	64
Don't know	35	22	34	29	30	26	31	39	70	46	19	15	30	41	42	34	32	38	31

**Winston Churchill**

Very similar to Keir Starmer	2	2	1	0	1	2	1	2	0	1	3	2	2	1	1	1	2	3	1
Quite similar to Keir Starmer	3	3	4	4	4	3	3	3	2	2	3	4	3	2	3	2	4	3	2
<b>TOTAL SIMILAR</b>	<b>5</b>	5	5	4	5	5	4	5	2	3	6	6	5	3	4	3	6	6	3
Quite different to Keir Starmer	10	9	11	15	12	9	10	9	9	8	10	12	10	9	4	11	11	8	16
Very different to Keir Starmer	43	60	35	42	41	55	47	38	15	35	53	59	47	37	46	46	41	40	35
<b>TOTAL DIFFERENT</b>	<b>53</b>	69	46	57	53	64	57	47	24	43	63	71	57	46	50	57	52	48	51
Don't know	43	25	49	37	42	32	38	47	74	53	31	23	38	50	47	39	42	46	46