

YouGov Survey Results

Sample Size: 2092 GB Adults
Fieldwork: 12th - 13th February 2024

	Westminster VI										Vote in 2019 GE			EU Ref 2016	
	Total	Con	Lab	Lib Dem	SNP	Plaid Cymru	Reform UK	Green	Other	Don't know / Would not vote	Con	Lab	Lib Dem	Remain	Leave
Weighted Sample	2092	328	618	143	42	11	185	101	21	596	684	506	178	737	779
Unweighted Sample	2092	342	636	144	44	11	187	106	21	556	711	514	178	843	783
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

HEADLINE VOTING INTENTION

Westminster Voting Intention

[Weighted by likelihood to vote, excluding those who would not vote, don't know or refused]

7-8 Feb
12-13 Feb

	7-8 Feb	12-13 Feb														
Con	21	23	100	0	0	0	0	0	0	0	0	54	2	3	12	38
Lab	46	43	0	100	0	0	0	0	0	0	0	16	80	35	56	24
Lib Dem	9	10	0	0	100	0	0	0	0	0	0	3	6	51	14	5
SNP	3	3	0	0	0	100	0	0	0	0	0	0	0	0	5	0
Plaid Cymru	0	1	0	0	0	0	100	0	0	0	0	0	1	0	1	1
Reform UK	12	13	0	0	0	0	0	100	0	0	0	24	2	3	2	26
Green	7	7	0	0	0	0	0	0	100	0	0	1	8	5	9	3
Other	1	1	0	0	0	0	0	0	0	100	0	1	1	2	0	3

If there were a general election held tomorrow, which party would you vote for?

Conservative	14	16	100	0	0	0	0	0	0	0	0	39	2	3	10	27
Labour	31	30	0	100	0	0	0	0	0	0	0	12	69	28	45	17
Liberal Democrat	6	7	0	0	100	0	0	0	0	0	0	2	5	40	12	3
Scottish National Party (SNP)	2	2	0	0	0	100	0	0	0	0	0	0	0	0	4	0
Plaid Cymru	0	1	0	0	0	0	100	0	0	0	0	0	1	0	1	0
Reform UK	8	9	0	0	0	0	0	100	0	0	0	17	2	3	2	18
Green	5	5	0	0	0	0	0	0	100	0	0	1	7	4	7	2
Some other party	1	1	0	0	0	0	0	0	0	100	0	1	1	2	0	3
Would not vote	12	12	0	0	0	0	0	0	0	0	41	6	2	1	4	9
Don't know	16	17	0	0	0	0	0	0	0	0	59	21	8	18	12	20
Refused	4	2	0	0	0	0	0	0	0	0	0	1	2	1	2	1

And which of these parties would you vote for?

[Asked only to those who answered 'some other party'; n=23]

UK Independence Party (UKIP)	7	29	0	0	0	0	0	0	31	0	0	64	0	0	0	33
Women's Equality Party	3	3	0	0	0	0	0	0	4	0	0	0	0	0	27	0
Some other party	77	60	0	0	0	0	0	0	65	0	0	17	100	100	73	58
Don't know	13	7	0	0	0	0	0	0	0	100	0	18	0	0	0	8
Refused	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

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	Gender		Age				Social Grade		Country			Region in England				
	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South	
Weighted Sample	2092	1013	1079	220	864	517	492	1192	900	1805	105	182	504	347	253	701
Unweighted Sample	2092	1000	1092	160	855	533	544	1289	803	1796	114	182	519	361	214	702
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

7-8 Feb
12-13 Feb

HEADLINE VOTING INTENTION

Westminster Voting Intention

[Weighted by likelihood to vote, excluding those who would not vote, don't know or refused]

Con	21	23	22	23	9	13	24	40	22	23	24	15	18	19	26	17	29
Lab	46	43	40	45	54	56	37	24	43	42	44	44	30	52	41	51	36
Lib Dem	9	10	11	9	14	9	9	12	12	7	11	3	7	5	9	12	15
SNP	3	3	3	2	2	4	3	1	3	3	0	0	30	1	0	0	0
Plaid Cymru	0	1	1	1	1	1	1	0	1	0	0	13	0	0	0	0	0
Reform UK	12	13	15	10	9	7	19	17	11	15	13	19	6	14	17	8	12
Green	7	7	5	9	12	9	4	4	7	6	7	4	6	8	7	11	6
Other	1	1	2	1	0	1	3	1	1	2	1	2	2	2	0	2	1

If there were a general election held tomorrow, which party would you vote for?

Conservative	14	16	16	15	5	10	17	30	17	14	16	12	12	13	17	13	19
Labour	31	30	30	29	32	38	26	17	32	27	30	35	20	37	26	36	25
Liberal Democrat	6	7	8	6	8	6	6	9	9	5	7	3	5	3	6	9	10
Scottish National Party (SNP)	2	2	2	2	1	3	2	1	2	2	0	0	20	1	0	0	0
Plaid Cymru	0	1	1	0	1	0	1	0	1	0	0	10	0	0	0	0	0
Reform UK	8	9	12	6	6	5	13	12	8	10	9	15	4	10	11	5	8
Green	5	5	4	5	7	6	3	3	5	4	5	3	5	5	4	7	4
Some other party	1	1	1	1	0	1	2	1	1	1	1	1	1	2	1	1	1
Would not vote	12	12	10	13	13	15	13	5	10	14	12	7	11	12	17	7	11
Don't know	16	17	13	20	21	13	17	22	14	20	17	13	18	15	16	16	19
Refused	4	2	2	2	6	4	1	0	3	2	2	0	3	2	3	5	2

And which of these parties would you vote for?

[Asked only to those who answered 'some other party';

n=23]

UK Independence Party (UKIP)	7	29	30	28	0	20	28	47	7	53	31	59	0	63	0	0	16
Women's Equality Party	3	3	0	9	0	0	7	0	7	0	0	0	28	0	0	0	0
Some other party	77	60	64	54	0	68	57	53	72	47	60	41	72	37	30	100	84
Don't know	13	7	6	9	0	11	7	0	14	0	9	0	0	0	70	0	0
Refused	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

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	Westminster VI										Vote in 2019 GE			EU Ref 2016	
	Total	Con	Lab	Lib Dem	SNP	Plaid Cymru	Reform UK	Green	Other	Don't know / Would not vote	Con	Lab	Lib Dem	Remain	Leave
Weighted Sample	2092	328	618	143	42	11	185	101	21	596	684	506	178	737	779
Unweighted Sample	2092	342	636	144	44	11	187	106	21	556	711	514	178	843	783

On a scale of 0 (certain NOT to vote) to 10 (absolutely certain to vote), how likely would you be to vote in a general election tomorrow?

Scale	Total	Con	Lab	Lib Dem	SNP	Plaid Cymru	Reform UK	Green	Other	Don't know / Would not vote	Con	Lab	Lib Dem	Remain	Leave	
0 - Certain NOT to vote	9	10	0	2	0	0	0	3	1	0	30	3	1	1	2	6
1	2	2	1	0	0	0	0	0	0	5	6	1	1	1	1	2
2	2	2	1	1	0	6	0	1	0	0	5	2	1	0	0	2
3	2	2	1	1	0	3	0	1	3	0	4	2	1	1	1	1
4	2	2	1	1	1	0	0	4	2	0	4	2	1	1	1	2
5	6	6	5	3	3	0	0	3	1	0	12	5	4	4	3	6
6	3	3	3	2	4	2	9	2	3	4	3	3	2	3	2	3
7	7	5	7	5	5	2	0	3	4	0	5	5	5	4	4	5
8	6	7	11	8	8	5	0	4	5	8	5	8	7	4	6	8
9	8	9	12	10	13	13	6	10	10	7	5	11	10	11	11	10
10 - Absolutely certain to vote	53	53	60	68	66	69	85	69	70	76	21	60	68	71	69	56

And which of the following comes closest to describing why you intend to vote for the party you chose?

I actively support them	14	17	18	20	41	29	20	21	9	1	10	21	15	17	13
I am not completely sure about them, but I do think they would do a better job than the main alternative	47	73	65	38	42	44	61	55	41	12	58	51	45	51	51
I am voting tactically for this party because the party I would most want to vote for probably won't win in my constituency specifically	10	4	12	33	8	7	11	7	26	4	6	13	20	14	7
Something else	11	4	3	8	3	20	7	16	23	23	10	8	9	7	11
Don't know	19	2	2	1	6	0	1	1	0	60	17	7	11	11	19

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

	18-19 Jan	12-13 Feb	Con	Lab	Lib Dem	SNP	Plaid Cymru	Reform UK	Green	Other	Don't know / Would not vote	Con	Lab	Lib Dem	Remain	Leave
Very favourable	3	4	17	1	4	3	6	0	0	0	2	7	1	4	3	5
Somewhat favourable	17	19	59	7	16	4	0	11	5	6	16	35	7	12	15	25
TOTAL FAVOURABLE	20	23	76	8	20	7	6	11	5	6	18	42	8	16	18	30
Somewhat unfavourable	26	22	16	24	25	17	13	27	11	33	24	26	19	34	25	24
Very unfavourable	45	47	3	65	53	76	81	58	81	61	38	27	71	44	54	40
TOTAL UNFAVOURABLE	71	69	19	89	78	93	94	85	92	94	62	53	90	78	79	64
Don't know	8	8	4	2	3	0	0	3	2	0	20	4	3	6	4	6
NET FAVOURABILITY	-51	-46	57	-81	-58	-86	-88	-74	-87	-88	-44	-11	-82	-62	-61	-34

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	Gender		Age				Social Grade		Country			Region in England			
Total	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample 2092	1013	1079	220	864	517	492	1192	900	1805	105	182	504	347	253	701
Unweighted Sample 2092	1000	1092	160	855	533	544	1289	803	1796	114	182	519	361	214	702

On a scale of 0 (certain NOT to vote) to 10 (absolutely certain to vote), how likely would you be to vote in a general election tomorrow?

Response	Total	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South	
0 - Certain NOT to vote	9	10	8	11	15	12	9	5	7	13	10	6	9	11	12	6	10
1	2	2	2	2	0	3	2	1	2	2	2	0	2	1	3	2	2
2	2	2	3	1	2	3	2	1	1	3	2	1	1	3	2	1	3
3	2	2	2	2	4	2	2	1	2	1	2	0	1	1	4	3	2
4	2	2	2	2	7	2	2	1	2	3	2	1	1	3	2	1	2
5	6	6	4	8	9	5	8	5	5	7	6	2	7	5	5	7	7
6	3	3	3	2	7	2	2	2	2	3	3	3	4	2	3	4	2
7	7	5	5	5	7	7	4	3	6	4	5	7	1	5	7	6	5
8	6	7	7	7	9	7	6	7	7	7	7	10	4	6	6	6	8
9	8	9	10	8	6	9	10	10	10	9	9	10	8	8	9	12	9
10 - Absolutely certain to vote	53	53	53	52	33	50	54	65	55	49	51	59	64	55	46	52	50

And which of the following comes closest to describing why you intend to vote for the party you chose?

I actively support them	14	17	11	10	14	13	15	15	12	13	17	17	14	10	18	13
I am not completely sure about them, but I do think they would do a better job than the main alternative	47	48	46	46	45	49	48	49	44	47	53	41	48	49	44	46
I am voting tactically for this party because the party I would most want to vote for probably won't win in my constituency specifically	10	8	11	10	10	8	11	10	8	9	8	13	9	9	11	9
Something else	11	13	8	7	12	12	9	10	11	11	9	10	10	11	11	11
Don't know	19	14	24	27	19	18	18	16	24	20	13	19	19	21	16	21

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

	18-19 Jan	12-13 Feb	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
Very favourable	3	4	5	3	2	3	2	8	4	4	4	5	3	3	4	5	5
Somewhat favourable	17	19	17	20	10	15	18	29	20	16	19	12	14	17	20	13	23
TOTAL FAVOURABLE	20	23	22	23	12	18	20	37	24	20	23	17	17	20	24	18	28
Somewhat unfavourable	26	22	22	23	18	20	27	23	23	21	23	17	17	20	26	23	24
Very unfavourable	45	47	51	43	55	53	46	35	46	49	45	60	59	52	40	52	40
TOTAL UNFAVOURABLE	71	69	73	66	73	73	73	58	69	70	68	77	76	72	66	75	64
Don't know	8	8	4	12	15	8	7	6	7	9	8	6	8	8	10	7	8
NET FAVOURABILITY	-51	-46	-51	-43	-61	-55	-53	-21	-45	-50	-45	-60	-59	-52	-42	-57	-36

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Unweighted Sample	2092	342	636	144	44	11	187	106	21	556	711	514	178	843	783

Jeremy Hunt																
Very favourable	1	2	6	2	4	3	0	0	1	0	1	3	2	4	2	2
Somewhat favourable	15	14	43	9	17	5	6	13	3	21	7	27	6	15	13	19
TOTAL FAVOURABLE	16	16	49	11	21	8	6	13	4	21	8	30	8	19	15	21
Somewhat unfavourable	25	25	23	26	32	22	7	29	15	14	25	29	22	30	26	26
Very unfavourable	38	39	11	51	39	54	81	49	63	59	32	27	60	39	48	36
TOTAL UNFAVOURABLE	63	64	34	77	71	76	88	78	78	73	57	56	82	69	74	62
Don't know	21	20	16	13	8	16	6	9	18	6	36	15	11	13	12	16
NET FAVOURABILITY	-47	-48	15	-66	-50	-68	-82	-65	-74	-52	-49	-26	-74	-50	-59	-41
Keir Starmer																
Very favourable	7	4	1	9	6	3	0	3	3	0	1	1	9	6	6	2
Somewhat favourable	26	27	9	61	38	23	18	4	15	4	11	14	49	45	44	16
TOTAL FAVOURABLE	33	31	10	70	44	26	18	7	18	4	12	15	58	51	50	18
Somewhat unfavourable	25	23	23	18	33	38	36	19	39	18	25	22	23	23	27	20
Very unfavourable	30	33	60	5	18	29	23	74	38	74	37	58	13	17	16	54
TOTAL UNFAVOURABLE	55	56	83	23	51	67	59	93	77	92	62	80	36	40	43	74
Don't know	13	12	7	7	5	6	24	1	5	4	26	5	6	9	6	8
NET FAVOURABILITY	-22	-25	-73	47	-7	-41	-41	-86	-59	-88	-50	-65	22	11	7	-56
Rachel Reeves																
Very favourable	4	3	1	7	2	5	0	1	2	0	1	0	7	6	6	1
Somewhat favourable	12	15	9	28	32	14	9	5	12	0	5	10	26	26	23	10
TOTAL FAVOURABLE	16	18	10	35	34	19	9	6	14	0	6	10	33	32	29	11
Somewhat unfavourable	11	14	18	9	16	11	25	19	19	12	13	18	10	11	15	15
Very unfavourable	12	16	24	5	5	10	9	38	16	44	19	26	10	9	8	27
TOTAL UNFAVOURABLE	23	30	42	14	21	21	34	57	35	56	32	44	20	20	23	42
Don't know	61	52	49	51	45	59	56	37	51	44	62	46	47	48	47	47
NET FAVOURABILITY	-7	-12	-32	21	13	-2	-25	-51	-21	-56	-26	-34	13	12	6	-31
The Labour Party																
Very favourable	8	7	1	18	6	3	0	0	3	4	1	2	16	8	9	4
Somewhat favourable	29	32	7	69	45	27	41	5	35	0	15	14	59	49	49	18
TOTAL FAVOURABLE	37	39	8	87	51	30	41	5	38	4	16	16	75	57	58	22
Somewhat unfavourable	23	22	29	10	32	37	40	19	41	23	26	27	17	23	25	22
Very unfavourable	29	29	60	1	15	26	19	74	18	73	31	54	6	15	13	50
TOTAL UNFAVOURABLE	52	51	89	11	47	63	59	93	59	96	57	81	23	38	38	72
Don't know	11	10	3	2	2	8	0	1	3	0	27	4	3	5	4	6
NET FAVOURABILITY	-15	-12	-81	76	4	-33	-18	-88	-21	-92	-41	-65	52	19	20	-50

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Unweighted Sample	2092	1000	1092	160	855	533	544	1289	803	1796	114	182	519	361	214	702
Jeremy Hunt																
Very favourable	1	2	2	2	1	2	4	2	2	2	2	1	2	3	3	2
Somewhat favourable	15	14	17	12	7	10	15	24	15	13	15	17	10	12	16	11
TOTAL FAVOURABLE	16	16	19	14	9	11	17	28	17	15	17	19	11	14	19	14
Somewhat unfavourable	25	25	27	23	26	23	27	26	26	22	25	28	19	21	24	29
Very unfavourable	38	39	43	36	29	44	39	35	39	39	38	41	49	46	33	36
TOTAL UNFAVOURABLE	63	64	70	59	55	67	66	61	65	61	63	69	68	67	57	65
Don't know	21	20	12	27	36	21	18	12	17	23	20	12	21	18	24	20
NET FAVOURABILITY	-47	-48	-51	-45	-46	-56	-49	-33	-48	-46	-46	-50	-57	-53	-38	-51
Keir Starmer																
Very favourable	7	4	6	2	3	6	3	2	4	4	4	4	3	5	6	5
Somewhat favourable	26	27	28	26	23	32	27	21	31	23	27	28	29	29	21	37
TOTAL FAVOURABLE	33	31	34	28	26	38	30	23	35	27	31	32	32	34	27	42
Somewhat unfavourable	25	23	24	23	28	23	25	20	25	22	23	24	31	23	24	20
Very unfavourable	30	33	35	32	23	24	37	50	30	37	34	32	27	31	35	27
TOTAL UNFAVOURABLE	55	56	59	55	51	47	62	70	55	59	57	56	58	54	59	47
Don't know	13	12	7	17	23	15	8	6	10	15	12	13	10	12	14	10
NET FAVOURABILITY	-22	-25	-25	-27	-25	-9	-32	-47	-20	-32	-26	-24	-26	-20	-32	-5
Rachel Reeves																
Very favourable	4	3	4	2	0	3	3	3	3	2	3	6	3	4	2	3
Somewhat favourable	12	15	18	12	12	15	16	15	17	12	16	11	9	17	12	26
TOTAL FAVOURABLE	16	18	22	14	12	18	19	18	20	14	19	17	12	21	14	29
Somewhat unfavourable	11	14	17	10	9	12	15	17	14	13	13	13	17	14	12	11
Very unfavourable	12	16	20	13	10	11	17	28	15	19	16	19	15	16	18	13
TOTAL UNFAVOURABLE	23	30	37	23	19	23	32	45	29	32	29	32	32	30	30	24
Don't know	61	52	40	63	69	59	49	37	51	54	52	52	56	49	56	47
NET FAVOURABILITY	-7	-12	-15	-9	-7	-5	-13	-27	-9	-18	-10	-15	-20	-9	-16	5
The Labour Party																
Very favourable	8	7	8	6	5	9	5	5	7	7	7	5	5	9	6	8
Somewhat favourable	29	32	32	32	40	39	28	20	35	28	32	32	34	35	29	38
TOTAL FAVOURABLE	37	39	40	38	45	48	33	25	42	35	39	37	39	44	35	46
Somewhat unfavourable	23	22	22	23	22	21	24	24	22	23	22	24	25	20	21	24
Very unfavourable	29	29	32	26	13	18	35	47	27	31	29	30	24	27	31	21
TOTAL UNFAVOURABLE	52	51	54	49	35	39	59	71	49	54	51	54	49	47	52	45
Don't know	11	10	6	14	20	12	7	4	8	12	10	8	12	10	13	9
NET FAVOURABILITY	-15	-12	-14	-11	10	9	-26	-46	-7	-19	-12	-17	-10	-3	-17	1

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	Westminster VI										Vote in 2019 GE			EU Ref 2016	
	Total	Con	Lab	Lib Dem	SNP	Plaid Cymru	Reform UK	Green	Other	Don't know / Would not vote	Con	Lab	Lib Dem	Remain	Leave
Weighted Sample	2092	328	618	143	42	11	185	101	21	596	684	506	178	737	779
Unweighted Sample	2092	342	636	144	44	11	187	106	21	556	711	514	178	843	783

The Conservative Party

Very favourable	3	3	15	1	0	3	0	1	0	0	0	6	1	1	1	5
Somewhat favourable	16	19	73	3	9	3	0	20	3	10	13	42	4	11	12	30
TOTAL FAVOURABLE	19	22	88	4	9	6	0	21	3	10	13	48	5	12	13	35
Somewhat unfavourable	22	17	10	15	24	4	12	27	3	28	22	24	11	23	16	19
Very unfavourable	51	53	1	79	66	84	88	51	93	62	40	25	82	64	68	39
TOTAL UNFAVOURABLE	73	70	11	94	90	88	100	78	96	90	62	49	93	87	84	58
Don't know	8	9	1	2	2	6	0	1	1	0	24	4	2	2	3	6
NET FAVOURABILITY	-54	-48	77	-90	-81	-82	-100	-57	-93	-80	-49	-1	-88	-75	-71	-23

	4-5		12-13													
	Jan	Feb														
Which of the following do you think would make the best Prime Minister?																
Rishi Sunak	18	23	79	3	15	9	0	36	4	16	18	51	4	11	15	37
Keir Starmer	33	34	4	78	44	49	34	7	46	10	10	11	69	49	55	16
Not sure	44	40	17	18	40	40	66	55	50	74	70	38	23	38	28	46
Refused	5	3	1	1	1	2	0	2	0	0	3	0	4	3	3	1

In the previous question you said that you thought Rishi Sunak would make a better Prime Minister... Do you think this is more because of Rishi Sunak's strengths or Keir Starmer's weaknesses?

[Asked only to those who think Rishi Sunak would make the best Prime Minister; n=487]

Rishi Sunak's strengths	30	38	19	39	34	0	8	0	0	26	28	35	46	36	23
Keir Starmer's weaknesses	58	54	68	45	66	0	80	100	100	53	61	52	42	53	65
Neither	10	7	12	9	0	0	10	0	0	18	10	13	12	8	11
Don't know	2	1	0	6	0	0	2	0	0	4	2	0	0	2	1

In the previous question you said that you thought Keir Starmer would make a better Prime Minister... Do you think this is more because of Keir Starmer's strengths or Rishi Sunak's weaknesses?

[Asked only to those who think Keir Starmer would make the best Prime Minister; n=730]

Keir Starmer's strengths	30	33	33	37	21	0	13	14	0	19	26	34	32	33	29
Rishi Sunak's weaknesses	58	38	57	55	55	67	58	69	55	62	57	56	56	56	51
Neither	10	9	7	7	24	33	8	16	45	18	16	7	11	9	18
Don't know	3	19	3	2	0	0	21	1	0	1	2	3	0	2	2

YouGov Survey Results

Sample Size: 2092 GB Adults
Fieldwork: 12th - 13th February 2024

	Gender		Age				Social Grade		Country			Region in England				
Total	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South	
Weighted Sample	2092	1013	1079	220	864	517	492	1192	900	1805	105	182	504	347	253	701
Unweighted Sample	2092	1000	1092	160	855	533	544	1289	803	1796	114	182	519	361	214	702

The Conservative Party

Very favourable	3	3	3	3	0	2	3	5	3	3	3	3	3	2	3	2	3
Somewhat favourable	16	19	20	18	9	14	21	32	21	17	20	11	14	16	21	17	24
TOTAL FAVOURABLE	19	22	23	21	9	16	24	37	24	20	23	14	17	18	24	19	27
Somewhat unfavourable	22	17	17	17	18	16	16	20	17	17	17	18	11	15	18	18	19
Very unfavourable	51	53	56	49	58	57	54	40	53	52	51	61	63	58	47	58	45
TOTAL UNFAVOURABLE	73	70	73	66	76	73	70	60	70	69	68	79	74	73	65	76	64
Don't know	8	9	4	13	15	11	7	3	7	11	9	6	8	8	12	6	9
NET FAVOURABILITY	-54	-48	-50	-45	-67	-57	-46	-23	-46	-49	-45	-65	-57	-55	-41	-57	-37

Which of the following do you think would make the best Prime Minister?

	4-5 Jan	12-13 Feb																
Rishi Sunak	18	23	24	22	9	17	23	40	24	22	24	18	15	19	26	21	28	
Keir Starmer	33	34	37	31	42	41	32	20	37	29	33	35	41	37	30	41	29	
Not sure	44	40	36	44	44	37	43	40	36	46	40	44	40	41	40	32	42	
Refused	5	3	3	4	6	5	2	0	3	3	3	3	4	3	4	6	2	

In the previous question you said that you thought Rishi Sunak would make a better Prime Minister... Do you think this is more because of Rishi Sunak's strengths or Keir Starmer's weaknesses?

[Asked only to those who think Rishi Sunak would make the best Prime Minister; n=487]

Rishi Sunak's strengths	30	32	28	47	38	29	23	31	29	30	39	30	27	29	36	30
Keir Starmer's weaknesses	58	59	58	49	50	61	64	58	59	59	45	59	66	55	61	56
Neither	10	9	11	5	10	8	11	10	10	9	16	11	6	13	3	11
Don't know	2	1	3	0	3	2	1	2	2	2	0	0	1	3	0	3

In the previous question you said that you thought Keir Starmer would make a better Prime Minister... Do you think this is more because of Keir Starmer's strengths or Rishi Sunak's weaknesses?

[Asked only to those who think Keir Starmer would make the best Prime Minister; n=730]

Keir Starmer's strengths	30	32	28	16	31	32	38	32	27	31	29	25	31	33	30	29
Rishi Sunak's weaknesses	58	55	60	81	56	53	50	57	58	59	55	49	56	58	61	62
Neither	10	10	10	0	10	13	12	9	11	8	6	27	9	9	6	7
Don't know	3	3	2	4	3	2	1	2	4	3	10	0	4	0	3	3

YouGov Survey Results

Sample Size: 2092 GB Adults
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	Westminster VI										Vote in 2019 GE			EU Ref 2016	
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Unweighted Sample 2092	342	636	144	44	11	187	106	21	556	711	514	178	843	783	

Looking forward, if Labour win the next general election and Keir Starmer becomes Prime Minister, do you think he will be...

A great Prime Minister	2	0	6	3	3	0	0	1	4	0	1	6	3	4	1
A good Prime Minister	19	7	44	26	19	0	3	10	0	5	8	37	27	30	9
TOTAL GOOD / GREAT PRIME MINISTER	21	7	50	29	22	0	3	11	4	5	9	43	30	34	10
An average Prime Minister	31	20	41	47	47	70	10	45	10	27	23	39	42	39	25
A poor Prime Minister	17	33	3	14	14	17	25	24	20	20	27	8	12	13	22
A terrible Prime Minister	19	36	1	8	12	13	57	13	65	21	36	6	7	7	35
TOTAL POOR / TERRIBLE PRIME MINISTER	36	69	4	22	26	30	82	37	85	41	63	14	19	20	57
Don't know	12	4	6	3	5	0	5	8	0	26	5	5	8	7	8

And so far, do you think Rishi Sunak has been...

A great Prime Minister	2	5	1	3	3	0	1	0	0	1	2	0	2	1	2
A good Prime Minister	9	37	2	8	3	6	4	2	6	6	18	3	6	6	13
TOTAL GOOD / GREAT PRIME MINISTER	11	42	3	11	6	6	5	2	6	7	20	3	8	7	15
An average Prime Minister	28	48	18	21	13	29	27	17	27	33	44	19	27	27	36
A poor Prime Minister	25	8	34	39	33	29	30	18	30	19	22	29	35	30	23
A terrible Prime Minister	31	1	44	29	48	36	37	62	37	25	13	48	27	34	23
TOTAL POOR / TERRIBLE PRIME MINISTER	56	9	78	68	81	65	67	80	67	44	35	77	62	64	46
Don't know	6	2	1	0	0	0	1	1	0	16	1	1	2	2	3

Thinking about the outcome of the next general election, which of the following, if any, comes closest to your view?

The Conservatives have done a good job and there is no need for change at the next election	8	45	0	3	6	0	2	0	6	3	19	1	3	5	14
The Conservatives have done a good job, but it is time for a change at the next election	5	7	4	6	0	0	4	4	0	4	6	3	3	3	5
The Conservatives have done a bad job, but the next election is not the time for change	13	35	3	5	3	6	21	2	16	13	28	3	7	9	22
The Conservatives have done a bad job and it is time for a change at the next election	55	3	89	76	83	73	53	88	64	36	29	90	74	75	39
None of these	10	7	1	8	2	13	14	3	14	19	11	1	8	4	12
Don't know	9	3	2	1	6	7	6	4	0	24	7	3	4	4	9

*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.

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Sample Size: 2092 GB Adults
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Unweighted Sample 2092	1000	1092	160	855	533	544	1289	803	1796	114	182	519	361	214	702

Looking forward, if Labour win the next general election and Keir Starmer becomes Prime Minister, do you think he will be...

A great Prime Minister	2	3	1	1	3	2	1	2	3	2	1	3	2	3	3	1
A good Prime Minister	19	22	16	18	24	16	12	22	15	19	21	19	22	15	24	16
TOTAL GOOD / GREAT PRIME MINISTER	21	25	17	19	27	18	13	24	18	21	22	22	24	18	27	17
An average Prime Minister	31	29	33	36	34	30	25	33	29	30	33	37	30	31	32	30
A poor Prime Minister	17	19	14	13	12	18	25	17	16	17	17	14	16	16	14	20
A terrible Prime Minister	19	20	19	8	12	26	31	17	23	20	21	17	18	21	16	22
TOTAL POOR / TERRIBLE PRIME MINISTER	36	39	33	21	24	44	56	34	39	37	38	31	34	37	30	42
Don't know	12	7	16	23	14	8	6	10	14	12	7	11	12	14	10	11

And so far, do you think Rishi Sunak has been...

A great Prime Minister	2	2	1	1	2	1	1	1	2	2	0	1	0	2	3	2
A good Prime Minister	9	9	9	4	7	9	15	10	8	9	10	7	10	8	7	11
TOTAL GOOD / GREAT PRIME MINISTER	11	11	10	5	9	10	16	11	10	11	10	8	10	10	10	13
An average Prime Minister	28	26	30	19	23	30	38	30	26	29	25	21	23	34	23	33
A poor Prime Minister	25	25	25	23	25	25	25	24	26	25	26	24	26	28	28	22
A terrible Prime Minister	31	35	27	38	35	31	18	29	32	29	33	42	34	23	35	27
TOTAL POOR / TERRIBLE PRIME MINISTER	56	60	52	61	60	56	43	53	58	54	59	66	60	51	63	49
Don't know	6	3	8	15	7	3	2	5	6	6	5	5	7	6	5	6

Thinking about the outcome of the next general election, which of the following, if any, comes closest to your view?

The Conservatives have done a good job and there is no need for change at the next election	8	9	8	4	6	9	15	8	9	9	8	7	7	9	5	11
The Conservatives have done a good job, but it is time for a change at the next election	5	5	4	6	6	4	3	5	4	5	3	5	4	5	6	4
The Conservatives have done a bad job, but the next election is not the time for change	13	14	12	4	8	14	25	14	12	14	9	8	11	17	11	15
The Conservatives have done a bad job and it is time for a change at the next election	55	57	53	63	61	56	39	56	54	53	66	65	60	48	63	48
None of these	10	9	10	9	9	10	11	9	10	10	5	6	10	8	8	12
Don't know	9	6	12	15	11	8	7	7	12	9	10	9	7	12	7	11

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