

# YouGov Survey Results

Sample Size: 2186 adults in GB  
Fieldwork: 15th - 16th 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
<b>Weighted Sample</b>	<b>2186</b>	313	644	146	37	10	178	103	30	662	715	529	186	770	814
<b>Unweighted Sample</b>	<b>2186</b>	329	654	143	43	12	179	105	30	635	734	528	187	859	851
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

If you had to choose, which of the following would you prefer to be the outcome of the next general election?

A Conservative government led by Rishi Sunak	<b>22</b>	87	1	10	0	16	38	6	17	15	51	1	10	15	38
A Labour government led by Keir Starmer	<b>44</b>	3	95	58	66	67	10	59	26	15	14	81	62	64	26
Don't know	<b>34</b>	11	5	31	34	17	51	35	57	15	35	18	28	21	36

And if the result of the next general election was a Labour government led by Keir Starmer, do you think the running of the country would get better or worse, or would it remain about the same?

Would get much better	<b>7</b>	1	20	8	4	5	0	6	0	1	1	18	14	12	3
Would get somewhat better	<b>27</b>	4	59	34	46	37	6	33	16	9	8	49	37	39	16
<b>TOTAL BETTER</b>	<b>34</b>	<b>5</b>	<b>79</b>	<b>42</b>	<b>50</b>	<b>42</b>	<b>6</b>	<b>39</b>	<b>16</b>	<b>10</b>	<b>9</b>	<b>67</b>	<b>51</b>	<b>51</b>	<b>19</b>
Would be about the same	<b>21</b>	12	13	29	29	15	16	34	50	30	20	18	22	23	20
Would get somewhat worse	<b>14</b>	35	1	15	2	37	21	15	11	16	25	3	11	10	19
Would get much worse	<b>16</b>	42	0	8	10	7	53	3	23	14	36	2	7	6	31
<b>TOTAL WORSE</b>	<b>30</b>	<b>77</b>	<b>1</b>	<b>23</b>	<b>12</b>	<b>44</b>	<b>74</b>	<b>18</b>	<b>34</b>	<b>30</b>	<b>61</b>	<b>5</b>	<b>18</b>	<b>16</b>	<b>50</b>
Don't know	<b>15</b>	6	6	7	8	0	4	10	0	31	9	10	10	10	10

And if the result of the next general election was a Labour government led by Keir Starmer, do you think they would do a good, bad, or average job of running of the country?

Very good job	<b>5</b>	1	13	4	2	0	0	1	0	0	1	11	9	7	3
Fairly good job	<b>21</b>	4	50	27	26	27	3	18	0	5	5	43	29	32	10
<b>TOTAL GOOD</b>	<b>26</b>	<b>5</b>	<b>63</b>	<b>31</b>	<b>28</b>	<b>27</b>	<b>3</b>	<b>19</b>	<b>0</b>	<b>5</b>	<b>6</b>	<b>54</b>	<b>38</b>	<b>39</b>	<b>13</b>
Average job	<b>27</b>	21	28	36	36	8	13	43	39	29	25	28	41	32	24
Fairly bad job	<b>17</b>	32	3	18	13	44	30	21	33	19	28	6	7	12	24
Very bad job	<b>17</b>	36	1	8	16	7	51	10	23	17	32	5	6	7	29
<b>TOTAL BAD</b>	<b>34</b>	<b>68</b>	<b>4</b>	<b>26</b>	<b>29</b>	<b>51</b>	<b>81</b>	<b>31</b>	<b>56</b>	<b>36</b>	<b>60</b>	<b>11</b>	<b>13</b>	<b>19</b>	<b>53</b>
Don't know	<b>14</b>	6	5	6	6	14	3	7	6	29	10	8	8	10	10

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Sample Size: 2186 adults in GB  
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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	South	
<b>Weighted Sample</b>	<b>2186</b>	1058	1128	229	903	540	514	1246	940	1887	109	190	527	363	265	732
<b>Unweighted Sample</b>	<b>2186</b>	1005	1181	151	951	569	515	1310	876	1871	117	198	525	380	226	740
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

If you had to choose, which of the following would you prefer to be the outcome of the next general election?

A Conservative government led by Rishi Sunak	<b>22</b>	25	19	6	15	27	36	21	23	23	17	11	20	25	16	27
A Labour government led by Keir Starmer	<b>44</b>	46	42	51	54	39	28	50	35	42	51	59	47	36	54	37
Don't know	<b>34</b>	30	39	43	30	35	37	28	42	35	32	30	33	39	29	36

And if the result of the next general election was a Labour government led by Keir Starmer, do you think the running of the country would get better or worse, or would it remain about the same?

Would get much better	<b>7</b>	9	6	7	9	7	4	9	5	7	7	5	7	8	12	6
Would get somewhat better	<b>27</b>	27	26	31	32	23	19	30	22	25	31	38	27	20	31	24
<b>TOTAL BETTER</b>	<b>34</b>	<b>36</b>	<b>32</b>	<b>38</b>	<b>41</b>	<b>30</b>	<b>23</b>	<b>39</b>	<b>27</b>	<b>32</b>	<b>38</b>	<b>43</b>	<b>34</b>	<b>28</b>	<b>43</b>	<b>30</b>
Would be about the same	<b>21</b>	21	22	19	23	22	18	21	21	21	14	28	22	17	22	21
Would get somewhat worse	<b>14</b>	14	14	8	10	16	22	14	14	15	14	8	10	17	11	18
Would get much worse	<b>16</b>	19	14	9	9	22	27	14	19	17	15	8	17	20	9	18
<b>TOTAL WORSE</b>	<b>30</b>	<b>33</b>	<b>28</b>	<b>17</b>	<b>19</b>	<b>38</b>	<b>49</b>	<b>28</b>	<b>33</b>	<b>32</b>	<b>29</b>	<b>16</b>	<b>27</b>	<b>37</b>	<b>20</b>	<b>36</b>
Don't know	<b>15</b>	11	18	26	17	11	10	12	18	15	19	12	16	17	15	12

And if the result of the next general election was a Labour government led by Keir Starmer, do you think they would do a good, bad, or average job of running of the country?

Very good job	<b>5</b>	6	3	2	6	5	3	5	4	5	7	3	5	4	8	4
Fairly good job	<b>21</b>	21	20	24	23	19	16	24	16	20	17	25	22	18	28	18
<b>TOTAL GOOD</b>	<b>26</b>	<b>27</b>	<b>23</b>	<b>26</b>	<b>29</b>	<b>24</b>	<b>19</b>	<b>29</b>	<b>20</b>	<b>25</b>	<b>24</b>	<b>28</b>	<b>27</b>	<b>22</b>	<b>36</b>	<b>22</b>
Average job	<b>27</b>	26	28	25	30	26	24	30	23	26	29	35	26	24	23	29
Fairly bad job	<b>17</b>	17	17	13	13	19	24	16	19	17	18	16	14	16	14	20
Very bad job	<b>17</b>	20	14	11	12	21	24	15	20	18	15	10	17	22	13	17
<b>TOTAL BAD</b>	<b>34</b>	<b>37</b>	<b>31</b>	<b>24</b>	<b>25</b>	<b>40</b>	<b>48</b>	<b>31</b>	<b>39</b>	<b>35</b>	<b>33</b>	<b>26</b>	<b>31</b>	<b>38</b>	<b>27</b>	<b>37</b>
Don't know	<b>14</b>	10	17	26	16	10	9	11	18	14	16	11	16	16	13	12