

YouGov Survey Results



Sample Size: 4,301 GB adults
Fieldwork: 4th - 6th June 2024

Internal
All GB Adults
Unweighted Sample

Total	Westminster VI						Vote in 2019 GE			Voted Con in 2019, currently Reform UK	Voted Con in 2019, currently Don't Know	Voted Con in 2019, currently Con
	Con	Lab	Lib Dem	Reform UK	Green	Don't know	Con	Lab	Lib Dem			
4301	588	1285	327	526	206	612	1408	1041	366	354	235	500
4301	640	1317	343	540	215	600	1474	1054	379	366	250	540
%	%	%	%	%	%	%	%	%	%	%	%	%

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

Conservatives

Very favourable	4	26	1	1	1	1	0	10	1	1	1	1	26
Somewhat favourable	17	62	2	10	23	5	21	38	3	8	26	35	63
Somewhat unfavourable	20	10	16	26	31	16	27	26	14	28	33	34	9
Very unfavourable	51	1	80	61	44	77	30	21	82	60	39	13	1
Don't know	8	1	1	1	1	1	21	4	1	2	0	16	1

Labour

Very favourable	11	0	32	9	1	3	2	3	27	11	1	1	0
Somewhat favourable	30	4	57	48	7	32	25	13	52	48	8	16	2
Somewhat unfavourable	21	30	9	25	19	37	29	27	13	23	18	37	31
Very unfavourable	28	62	1	15	73	24	20	52	6	13	73	33	64
Don't know	9	3	2	4	0	5	24	4	3	5	0	12	2

Rishi Sunak

Very favourable	3	17	1	1	2	1	1	7	1	2	2	2	17
Somewhat favourable	20	64	5	18	22	8	26	39	7	16	22	36	64
Somewhat unfavourable	22	14	22	30	29	18	27	25	19	31	31	33	14
Very unfavourable	47	3	69	49	47	71	28	24	71	47	45	16	3
Don't know	8	2	2	2	1	1	18	5	2	4	1	13	2

Keir Starmer

Very favourable	7	0	21	8	0	1	1	2	17	12	1	1	0
Somewhat favourable	30	8	58	46	9	27	20	15	50	49	7	16	6
Somewhat unfavourable	23	30	14	27	22	32	30	28	17	21	22	36	31
Very unfavourable	30	59	3	14	68	36	23	50	11	10	69	33	61
Don't know	11	2	4	4	1	4	25	4	5	8	1	15	2

Reform UK

Very favourable	9	6	1	2	61	1	1	19	2	3	62	3	6
Somewhat favourable	15	28	6	6	36	4	16	28	5	5	35	25	30
Somewhat unfavourable	13	25	13	12	2	10	18	17	9	15	2	22	25
Very unfavourable	44	28	69	70	0	72	31	24	72	67	0	27	28
Don't know	19	13	12	11	2	12	34	12	12	9	1	23	12

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	EU Ref 2016		Gender		Age				Social Grade	
Total	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE
4301	1515	1602	2082	2219	452	1776	1062	1011	2452	1849
4301	1772	1632	1980	2321	318	1810	1147	1026	2654	1647
%	%	%	%	%	%	%	%	%	%	%

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

Conservatives

Very favourable	4	3	7	4	4	2	2	4	9	4	4
Somewhat favourable	17	12	27	17	17	8	11	19	29	18	16
Somewhat unfavourable	20	17	24	21	19	15	18	24	21	20	19
Very unfavourable	51	64	38	53	49	63	59	47	35	52	50
Don't know	8	4	5	4	11	13	9	5	6	6	10

Labour

Very favourable	11	16	7	12	11	13	12	11	8	12	11
Somewhat favourable	30	43	17	31	30	38	36	27	20	34	25
Somewhat unfavourable	21	21	22	20	22	20	21	22	21	22	20
Very unfavourable	28	14	48	32	25	13	20	32	45	24	33
Don't know	9	5	6	6	13	15	11	7	7	8	12

Rishi Sunak

Very favourable	3	3	5	3	4	3	2	3	7	4	3
Somewhat favourable	20	16	29	20	21	9	15	22	33	21	19
Somewhat unfavourable	22	22	24	22	22	17	20	26	24	24	19
Very unfavourable	47	54	37	50	44	62	54	43	31	46	48
Don't know	8	4	5	5	10	10	9	6	6	5	10

Keir Starmer

Very favourable	7	11	5	8	7	9	7	8	6	8	7
Somewhat favourable	30	44	17	32	28	29	35	29	22	34	24
Somewhat unfavourable	23	23	24	23	23	23	23	23	22	24	22
Very unfavourable	30	16	48	32	28	20	22	33	44	26	35
Don't know	11	6	6	6	15	19	13	7	7	9	13

Reform UK

Very favourable	9	2	20	11	7	4	6	11	15	7	12
Somewhat favourable	15	6	26	18	12	8	11	19	20	13	16
Somewhat unfavourable	13	11	16	13	13	12	13	13	15	13	14
Very unfavourable	44	69	23	46	43	50	48	43	36	51	35
Don't know	19	11	16	11	25	26	21	14	14	15	23

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	Country			Region in England			
Total	England	Wales	Scotland	North	Midlands	London	Rest of South
4301	3712	215	374	1037	714	520	1441
4301	3664	247	390	1043	714	404	1503
%	%	%	%	%	%	%	%

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

Conservatives

Very favourable	4	4	4	2	4	5	2	5
Somewhat favourable	17	18	15	10	16	19	16	20
Somewhat unfavourable	20	21	15	17	20	20	20	21
Very unfavourable	51	49	61	63	53	46	55	46
Don't know	8	8	5	8	7	10	7	8

Labour

Very favourable	11	11	10	10	13	11	13	10
Somewhat favourable	30	30	39	31	30	27	36	28
Somewhat unfavourable	21	21	18	27	19	22	19	22
Very unfavourable	28	29	27	20	30	30	22	31
Don't know	9	9	6	11	8	10	10	9

Rishi Sunak

Very favourable	3	3	3	3	3	4	3	4
Somewhat favourable	20	21	16	13	20	21	20	22
Somewhat unfavourable	22	22	23	21	20	23	21	23
Very unfavourable	47	46	53	55	49	43	50	43
Don't know	8	8	5	8	7	9	6	8

Keir Starmer

Very favourable	7	7	7	7	7	7	10	7
Somewhat favourable	30	29	39	30	30	28	32	28
Somewhat unfavourable	23	23	20	26	21	23	21	24
Very unfavourable	30	31	27	22	32	32	25	31
Don't know	11	10	7	14	10	10	12	10

Reform UK

Very favourable	9	10	9	4	11	10	7	10
Somewhat favourable	15	15	15	9	15	18	12	15
Somewhat unfavourable	13	14	11	11	13	14	13	14
Very unfavourable	44	43	46	53	44	40	50	43
Don't know	19	18	19	23	18	18	18	18

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Total	Westminster VI						Vote in 2019 GE			Voted Con in 2019, currently Reform UK	Voted Con in 2019, currently Don't Know	Voted Con in 2019, currently Con
	Con	Lab	Lib Dem	Reform UK	Green	Don't know	Con	Lab	Lib Dem			
4301	588	1285	327	526	206	612	1408	1041	366	354	235	500
4301	640	1317	343	540	215	600	1474	1054	379	366	250	540
%	%	%	%	%	%	%	%	%	%	%	%	%

Nigel Farage

Very favourable	10	12	1	2	60	1	1	21	1	3	62	2	12
Somewhat favourable	16	31	7	7	33	8	19	30	6	7	32	28	32
Somewhat unfavourable	13	22	11	13	4	7	19	17	10	13	3	25	22
Very unfavourable	50	30	76	74	2	81	40	27	80	73	2	30	29
Don't know	11	5	5	3	1	4	21	6	3	4	1	14	5

And thinking still about the coming general election, how likely are you to vote for each of the following parties on a scale of 0-10, where 0 is 'almost certain NOT to vote for them' and 10 is 'almost certain to vote for them'?

Conservative party

0 - almost certain not to	58	0	85	70	49	82	29	24	85	69	43	14	0
1	3	0	3	4	5	2	4	3	3	4	5	2	0
2	3	1	3	7	7	3	3	4	2	6	7	2	0
3	4	0	4	4	5	3	6	5	2	5	6	5	0
4	2	1	2	3	5	3	4	3	2	4	5	5	0
5	6	2	2	4	11	2	16	9	2	6	12	25	1
6	3	4	1	2	6	2	8	6	1	2	8	13	4
7	3	8	1	3	6	1	6	7	1	1	8	11	6
8	3	15	0	2	4	1	3	8	1	1	4	5	15
9	2	12	0	0	1	0	1	5	0	0	1	1	13
10 - almost certain to	8	56	0	1	1	0	0	22	0	1	2	1	59
Don't know	5	1	0	0	1	1	20	4	1	1	1	17	1

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Total	EU Ref 2016		Gender		Age				Social Grade	
	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE
4301	1515	1602	2082	2219	452	1776	1062	1011	2452	1849
4301	1772	1632	1980	2321	318	1810	1147	1026	2654	1647
%	%	%	%	%	%	%	%	%	%	%

Nigel Farage

Very favourable	10	2	22	13	7	4	7	12	17	8	13
Somewhat favourable	16	7	27	19	13	9	12	19	21	14	17
Somewhat unfavourable	13	10	16	12	14	14	12	14	14	13	14
Very unfavourable	50	77	27	49	51	56	57	47	39	57	41
Don't know	11	4	8	6	15	18	12	8	8	8	14

And thinking still about the coming general election, how likely are you to vote for each of the following parties on a scale of 0-10, where 0 is 'almost certain NOT to vote for them' and 10 is 'almost certain to vote for them'?

Conservative party

0 - almost certain not to	58	69	42	58	57	68	65	54	43	58	57
1	3	3	4	4	3	2	3	3	3	3	3
2	3	3	4	4	2	4	4	3	3	3	3
3	4	3	4	4	3	5	4	3	3	4	4
4	2	2	3	3	2	2	3	3	2	3	2
5	6	4	8	5	6	3	4	7	8	6	5
6	3	2	5	3	3	3	2	3	4	3	3
7	3	2	5	3	3	2	3	4	4	4	3
8	3	2	5	4	3	2	2	4	5	3	3
9	2	1	3	2	2	1	1	2	4	2	2
10 - almost certain to	8	6	15	8	8	2	4	9	18	9	7
Don't know	5	2	4	3	7	6	5	5	4	3	7

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	Country			Region in England			
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4301	3712	215	374	1037	714	520	1441
4301	3664	247	390	1043	714	404	1503
%	%	%	%	%	%	%	%

Nigel Farage

Very favourable	10	11	10	6	12	11	8	11
Somewhat favourable	16	16	18	9	16	20	12	16
Somewhat unfavourable	13	13	14	11	12	13	15	14
Very unfavourable	50	49	52	63	50	44	54	49
Don't know	11	11	6	11	11	12	11	10

And thinking still about the coming general election, how likely are you to vote for each of the following parties on a scale of 0-10, where 0 is 'almost certain NOT to vote for them' and 10 is 'almost certain to vote for them'?

Conservative party

0 - almost certain not to	58	56	66	70	60	55	58	52
1	3	3	2	2	4	3	5	2
2	3	3	1	4	3	3	2	4
3	4	4	3	3	4	3	3	4
4	2	3	1	2	3	2	2	3
5	6	6	5	4	5	7	6	6
6	3	3	4	1	2	3	3	4
7	3	4	3	1	3	4	4	4
8	3	3	3	2	3	2	2	4
9	2	2	1	2	1	2	2	2
10 - almost certain to	8	9	6	4	8	10	6	9
Don't know	5	5	4	4	4	5	6	5

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	Con	Lab	Lib Dem	Reform UK	Green	Don't know	Con	Lab	Lib Dem			
4301	588	1285	327	526	206	612	1408	1041	366	354	235	500
4301	640	1317	343	540	215	600	1474	1054	379	366	250	540
%	%	%	%	%	%	%	%	%	%	%	%	%

Labour party

0 - almost certain not to	34	67	0	24	75	33	18	54	7	17	75	28	70
1	4	7	0	2	7	8	3	6	2	1	7	3	7
2	3	5	0	4	3	10	5	4	2	5	2	6	5
3	4	5	0	12	3	5	5	4	1	8	3	6	4
4	3	5	0	5	3	4	7	4	2	6	3	6	4
5	7	6	2	17	4	10	20	8	5	12	5	19	5
6	4	2	3	8	2	9	8	3	4	6	1	5	2
7	5	2	7	9	2	10	8	3	7	9	2	5	1
8	6	1	13	7	1	4	4	3	9	5	1	2	0
9	4	1	9	3	0	3	2	1	7	6	0	2	1
10 - almost certain to	21	1	64	10	0	3	1	6	52	22	0	1	0
Don't know	6	1	1	0	0	1	22	4	1	4	0	18	1

Reform UK

0 - almost certain not to	58	49	79	81	0	83	42	36	82	77	1	34	48
1	3	6	1	3	0	3	4	4	2	4	0	4	6
2	3	5	3	3	1	0	5	4	2	3	0	5	6
3	2	3	2	2	0	2	2	2	2	1	0	3	3
4	3	5	2	1	0	1	4	3	2	1	0	5	5
5	5	10	4	3	3	3	11	9	3	3	3	13	11
6	3	6	2	2	3	0	4	4	2	0	2	6	5
7	2	4	1	1	6	1	3	5	0	1	6	6	5
8	3	4	1	1	12	0	2	5	1	2	12	4	3
9	2	2	0	0	11	0	1	4	0	1	11	1	2
10 - almost certain to	9	2	1	1	63	0	0	17	1	3	64	0	2
Don't know	8	3	4	3	1	5	22	6	4	3	1	19	3

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Total	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE
4301	1515	1602	2082	2219	452	1776	1062	1011	2452	1849
4301	1772	1632	1980	2321	318	1810	1147	1026	2654	1647
%	%	%	%	%	%	%	%	%	%	%

Labour party

0 - almost certain not to	34	19	51	36	33	20	26	37	52	31	38
1	4	2	5	4	3	3	3	4	5	3	5
2	3	3	4	3	3	4	3	3	3	3	3
3	4	4	4	4	3	4	4	4	3	4	4
4	3	4	3	3	3	3	4	3	2	4	2
5	7	8	7	7	7	7	8	7	7	7	7
6	4	5	2	4	4	6	6	3	2	4	4
7	5	6	3	5	6	10	6	5	3	6	4
8	6	6	4	6	6	10	7	4	3	6	5
9	4	5	2	3	4	5	4	3	2	4	3
10 - almost certain to	21	34	11	21	20	22	24	22	12	23	18
Don't know	6	3	4	3	8	6	6	5	5	4	8

Reform UK

0 - almost certain not to	58	80	36	57	59	60	63	57	50	63	52
1	3	2	3	3	3	2	2	2	4	3	3
2	3	2	4	4	3	5	4	3	3	3	4
3	2	1	3	2	2	4	2	2	2	2	2
4	3	2	3	3	2	3	3	3	2	3	2
5	5	3	8	5	5	3	5	5	7	5	5
6	3	1	5	3	3	2	2	3	3	3	3
7	2	1	5	3	2	3	2	3	3	2	3
8	3	1	5	3	2	2	2	4	3	2	3
9	2	0	4	2	1	1	1	3	3	2	2
10 - almost certain to	9	2	18	10	7	4	6	10	14	7	11
Don't know	8	4	7	4	11	10	9	6	6	6	10

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	Country			Region in England			
Total	England	Wales	Scotland	North	Midlands	London	Rest of South
4301	3712	215	374	1037	714	520	1441
4301	3664	247	390	1043	714	404	1503
%	%	%	%	%	%	%	%

Labour party

0 - almost certain not to	34	34	32	32	34	38	26	36
1	4	4	4	3	4	3	3	4
2	3	3	4	5	3	2	4	3
3	4	3	3	7	2	3	4	4
4	3	3	2	4	3	3	3	3
5	7	7	5	8	6	8	7	8
6	4	4	7	5	4	4	3	4
7	5	5	6	6	5	6	7	5
8	6	6	6	5	6	4	7	6
9	4	4	5	3	4	4	3	3
10 - almost certain to	21	21	22	16	24	20	26	18
Don't know	6	6	4	6	4	5	8	6

Reform UK

0 - almost certain not to	58	57	55	72	58	55	59	56
1	3	3	2	2	3	2	5	3
2	3	3	5	4	3	3	3	4
3	2	2	2	2	3	2	2	2
4	3	3	3	1	2	3	3	3
5	5	5	5	2	5	6	5	6
6	3	3	5	1	3	3	2	3
7	2	3	3	1	3	3	2	3
8	3	3	3	2	3	3	2	3
9	2	2	3	1	1	2	0	2
10 - almost certain to	9	9	7	4	10	10	7	9
Don't know	8	8	7	7	7	8	9	8