

YouGov Survey Results

Sample Size: 2036 adults in GB
Fieldwork: 4th - 5th April 2023

	Vote in 2019 GE			EU Ref 2016		Gender		Age				Social Grade		Country			Region in England					
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	South	
Weighted Sample	2036	666	493	173	717	758	985	1051	214	841	503	478	1161	875	1757	102	177	491	338	246	682	
Unweighted Sample	2036	712	502	182	825	815	869	1167	145	787	537	567	1232	804	1746	107	183	479	358	185	724	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	15-16 Mar	4-5 Apr																				
Do you have a favourable or unfavourable opinion of the following?																						
Rishi Sunak																						
Very favourable	7	6	13	2	4	5	9	7	4	3	5	5	11	7	4	6	8	3	4	5	8	7
Somewhat favourable	27	25	43	12	31	22	34	26	24	17	17	30	38	28	22	26	23	21	22	25	25	29
TOTAL FAVOURABLE	34	31	56	14	35	27	43	33	28	20	22	35	49	35	26	32	31	24	26	30	33	36
Somewhat unfavourable	23	25	23	30	37	32	22	23	27	15	27	26	24	28	21	25	25	26	24	26	23	25
Very unfavourable	31	31	15	48	26	35	26	36	27	38	35	32	22	29	35	31	23	40	34	33	33	27
TOTAL UNFAVOURABLE	54	56	38	78	63	67	48	59	54	53	62	58	46	57	56	56	48	66	58	59	56	52
Don't know	12	13	7	8	2	6	9	8	17	27	16	8	6	9	18	13	20	10	16	11	11	12
NET FAVOURABILITY	-20	-25	18	-64	-28	-40	-5	-26	-26	-33	-40	-23	3	-22	-30	-24	-17	-42	-32	-29	-23	-16
Jeremy Hunt																						
Very favourable	4	2	4	2	3	2	3	3	1	2	1	2	4	3	1	2	3	1	1	2	4	3
Somewhat favourable	21	14	24	7	18	14	18	16	12	10	9	15	24	16	11	14	11	14	13	14	14	15
TOTAL FAVOURABLE	25	16	28	9	21	16	21	19	13	12	10	17	28	19	12	16	14	15	14	16	18	18
Somewhat unfavourable	25	25	32	22	37	26	28	28	24	21	23	27	30	27	23	26	22	22	22	24	28	29
Very unfavourable	31	37	24	57	35	47	33	40	35	30	43	41	28	37	38	37	38	42	41	40	39	32
TOTAL UNFAVOURABLE	56	62	56	79	72	73	61	68	59	51	66	68	58	64	61	63	60	64	63	64	67	61
Don't know	20	21	16	14	7	11	17	13	28	37	24	14	15	17	26	21	26	20	23	20	16	21
NET FAVOURABILITY	-31	-46	-28	-70	-51	-57	-40	-49	-46	-39	-56	-51	-30	-45	-49	-47	-46	-49	-49	-48	-49	-43
Keir Starmer																						
Very favourable	7	7	2	15	11	10	4	7	7	6	7	9	6	7	6	7	3	5	8	7	8	7
Somewhat favourable	30	28	18	45	44	42	20	30	27	26	31	30	23	33	23	28	29	30	28	24	39	27
TOTAL FAVOURABLE	37	35	20	60	55	52	24	37	34	32	38	39	29	40	29	35	32	35	36	31	47	34
Somewhat unfavourable	20	21	26	19	29	24	21	22	21	23	18	23	24	23	19	21	22	26	18	22	18	23
Very unfavourable	28	26	47	10	10	16	44	30	22	9	21	29	39	23	30	27	24	22	26	33	18	27
TOTAL UNFAVOURABLE	48	47	73	29	39	40	65	52	43	32	39	52	63	46	49	48	46	48	44	55	36	50
Don't know	15	17	8	12	5	8	10	12	22	36	22	9	7	13	22	17	22	17	20	14	17	16
NET FAVOURABILITY	-11	-12	-53	31	16	12	-41	-15	-9	0	-1	-13	-34	-6	-20	-13	-14	-13	-8	-24	11	-16

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	Vote in 2019 GE			EU Ref 2016		Gender		Age				Social Grade		Country			Region in England					
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	South	
Weighted Sample	2036	666	493	173	717	758	985	1051	214	841	503	478	1161	875	1757	102	177	491	338	246	682	
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Rachel Reeves

Very favourable	5	4	1	9	4	6	3	5	3	3	3	4	5	4	3	4	3	2	5	2	7	3
Somewhat favourable	13	12	9	20	20	19	9	14	10	11	11	14	12	15	7	12	10	11	11	12	15	12
TOTAL FAVOURABLE	18	16	10	29	24	25	12	19	13	14	14	18	17	19	10	16	13	13	16	14	22	15
Somewhat unfavourable	11	11	17	7	16	10	14	13	9	7	9	11	15	12	10	11	9	12	11	12	10	10
Very unfavourable	12	13	16	10	3	10	19	18	9	10	11	15	17	11	16	14	9	12	14	18	12	12
TOTAL UNFAVOURABLE	23	24	33	17	19	20	33	31	18	17	20	26	32	23	26	25	18	24	25	30	22	22
Don't know	59	60	57	54	57	55	56	50	70	69	66	55	52	57	64	59	67	64	58	56	56	63
NET FAVOURABILITY	-5	-8	-23	12	5	5	-21	-12	-5	-3	-6	-8	-15	-4	-16	-9	-5	-11	-9	-16	0	-7

Dominic Raab

Very favourable	2	2	3	1	0	1	2	2	1	3	1	2	2	2	1	2	3	1	1	1	3	1
Somewhat favourable	11	11	27	2	5	10	19	13	9	4	8	11	20	12	10	12	7	8	10	13	12	12
TOTAL FAVOURABLE	13	13	30	3	5	11	21	15	10	7	9	13	22	14	11	14	10	9	11	14	15	13
Somewhat unfavourable	23	24	31	20	33	25	26	24	23	22	21	26	26	23	24	24	22	21	22	24	24	26
Very unfavourable	38	40	22	61	48	53	33	42	37	28	41	44	37	42	37	39	40	49	41	42	43	34
TOTAL UNFAVOURABLE	61	64	53	81	81	78	59	66	60	50	62	70	63	65	61	63	62	70	63	66	67	60
Don't know	25	24	18	17	13	11	21	19	29	44	29	16	15	22	27	24	28	21	26	21	18	27
NET FAVOURABILITY	-48	-51	-23	-78	-76	-67	-38	-51	-50	-43	-53	-57	-41	-51	-50	-49	-52	-61	-52	-52	-52	-47

The Labour Party

Very favourable	10	10	2	24	10	13	7	9	10	13	9	10	8	10	8	10	6	4	13	10	11	8
Somewhat favourable	31	30	16	52	40	43	18	28	31	35	36	29	17	33	25	29	29	34	30	25	40	27
TOTAL FAVOURABLE	41	40	18	76	50	56	25	37	41	48	45	39	25	43	33	39	35	38	43	35	51	35
Somewhat unfavourable	21	21	27	14	33	23	21	22	20	18	19	22	25	23	19	21	17	28	18	22	19	23
Very unfavourable	26	26	49	3	11	14	44	31	21	7	19	30	42	23	30	27	29	18	24	33	18	28
TOTAL UNFAVOURABLE	47	47	76	17	44	37	65	53	41	25	38	52	67	46	49	48	46	46	42	55	37	51
Don't know	12	14	6	7	6	7	10	9	18	27	17	9	8	11	18	13	18	15	15	11	12	14
NET FAVOURABILITY	-6	-7	-58	59	6	19	-40	-16	0	23	7	-13	-42	-3	-16	-9	-11	-8	1	-20	14	-16

The Conservative Party

Very favourable	5	5	11	2	0	3	8	6	3	8	3	4	7	5	4	5	8	4	4	5	4	5
Somewhat favourable	20	18	40	3	10	12	30	19	17	8	12	18	32	18	18	19	15	10	17	19	16	22
TOTAL FAVOURABLE	25	23	51	5	10	15	38	25	20	16	15	22	39	23	22	24	23	14	21	24	20	27
Somewhat unfavourable	17	18	22	12	30	18	20	19	18	15	17	21	19	20	16	18	15	18	13	22	16	21
Very unfavourable	48	47	19	77	55	63	34	48	46	42	55	48	35	48	47	46	48	57	52	44	52	41
TOTAL UNFAVOURABLE	65	65	41	89	85	81	54	67	64	57	72	69	54	68	63	64	63	75	65	66	68	62
Don't know	11	12	7	6	4	5	9	7	16	27	14	8	6	10	15	12	14	12	14	11	12	11
NET FAVOURABILITY	-40	-42	10	-84	-75	-66	-16	-42	-44	-41	-57	-47	-15	-45	-41	-40	-40	-61	-44	-42	-48	-35

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Unweighted Sample	2036	712	502	182	825	815	869	1167	145	787	537	567	1232	804	1746	107	183	479	358	185	724	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Suella Braverman

Very favourable	5	4	9	1	1	1	8	5	3	1	1	4	8	4	4	4	4	1	4	5	4	3
Somewhat favourable	12	12	24	4	7	7	21	14	9	7	8	13	19	12	11	12	10	8	8	13	10	15
TOTAL FAVOURABLE	17	16	33	5	8	8	29	19	12	8	9	17	27	16	15	16	14	9	12	18	14	18
Somewhat unfavourable	15	16	24	9	26	17	17	17	15	10	14	18	20	17	15	16	11	15	14	18	14	19
Very unfavourable	38	40	19	68	51	59	27	43	37	34	45	41	34	44	35	39	39	50	42	38	50	34
TOTAL UNFAVOURABLE	53	56	43	77	77	76	44	60	52	44	59	59	54	61	50	55	50	65	56	56	64	53
Don't know	31	28	24	18	15	16	27	21	36	47	33	23	18	24	35	28	35	26	32	26	22	29
NET FAVOURABILITY	-36	-40	-10	-72	-69	-68	-15	-41	-40	-36	-50	-42	-27	-45	-35	-39	-36	-56	-44	-38	-50	-35

Yvette Cooper

Very favourable	7	7	2	17	15	13	5	7	7	4	4	10	9	9	4	7	2	4	7	5	9	8
Somewhat favourable	16	15	11	25	18	24	11	17	12	9	13	18	17	18	10	14	18	16	15	14	18	12
TOTAL FAVOURABLE	23	22	13	42	33	37	16	24	19	13	17	28	26	27	14	21	20	20	22	19	27	20
Somewhat unfavourable	15	14	21	9	21	14	17	17	11	7	13	13	20	15	14	14	16	14	14	15	17	13
Very unfavourable	16	17	26	9	4	10	27	22	12	8	13	21	22	15	19	17	10	15	16	22	12	17
TOTAL UNFAVOURABLE	31	31	47	18	25	24	44	39	23	15	26	34	42	30	33	31	26	29	30	37	29	30
Don't know	47	48	40	41	41	39	40	37	58	72	56	37	32	43	54	47	54	52	47	45	44	49
NET FAVOURABILITY	-8	-9	-34	24	8	13	-28	-15	-4	-2	-9	-6	-16	-3	-19	-10	-6	-9	-8	-18	-2	-10

Steve Barclay

	28 Feb - 1 Mar	4-5 Apr																				
Very favourable	1	1	2	1	0	1	1	1	1	0	1	1	1	1	0	1	1	0	1	1	2	1
Somewhat favourable	8	7	12	3	8	5	10	10	5	6	5	8	11	8	7	8	3	3	7	5	10	9
TOTAL FAVOURABLE	9	8	14	4	8	6	11	11	6	6	6	9	12	9	7	9	4	3	8	6	12	10
Somewhat unfavourable	12	12	17	10	20	14	15	15	10	10	10	12	17	14	11	12	12	13	12	13	13	12
Very unfavourable	18	20	11	32	21	27	17	25	14	17	20	23	17	20	19	19	20	21	19	22	23	17
TOTAL UNFAVOURABLE	30	32	28	42	41	41	32	40	24	27	30	35	34	34	30	31	32	34	31	35	36	29
Don't know	61	60	58	53	51	52	57	49	70	67	63	57	54	57	63	59	64	62	61	59	52	61
NET FAVOURABILITY	-21	-24	-14	-38	-33	-35	-21	-29	-18	-21	-24	-26	-22	-25	-23	-22	-28	-31	-23	-29	-24	-19

*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.