

YouGov Survey Results

Sample Size: 2011 adults in GB
Fieldwork: 5th - 9th May 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	Rest of South
Weighted Sample	2011	658	487	171	709	749	973	1038	211	831	497	473	1146	865	1735	101	175	485	334	243	674
Unweighted Sample	2011	681	482	179	794	780	901	1110	159	817	501	534	1204	807	1751	102	158	490	343	222	696
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

		1-2 May	5-9 May																				
Do you have a favourable or unfavourable opinion of the following?																							
Rishi Sunak																							
	Very favourable	6	6	13	1	7	6	8	7	4	3	3	6	12	6	5	6	8	3	5	7	4	6
	Somewhat favourable	25	25	43	11	25	20	33	25	24	16	21	25	35	26	23	26	18	19	25	27	22	27
	TOTAL FAVOURABLE	31	31	56	12	32	26	41	32	28	19	24	31	47	32	28	32	26	22	30	34	26	33
	Somewhat unfavourable	23	26	24	29	40	27	25	25	27	23	26	27	26	27	25	26	25	24	26	25	26	28
	Very unfavourable	34	34	15	54	27	42	27	36	32	37	38	34	24	34	34	32	42	43	34	28	40	30
	TOTAL UNFAVOURABLE	57	60	39	83	67	69	52	61	59	60	64	61	50	61	59	58	67	67	60	53	66	58
	Don't know	11	10	5	5	2	5	6	7	12	22	12	9	3	7	13	10	7	11	10	14	8	9
	NET FAVOURABILITY	-26	-29	17	-71	-35	-43	-11	-29	-31	-41	-40	-30	-3	-29	-31	-26	-41	-45	-30	-19	-40	-25
Jeremy Hunt																							
	Very favourable	2	2	2	1	3	2	2	2	1	1	1	2	3	2	1	2	3	1	2	3	2	1
	Somewhat favourable	15	15	27	6	17	14	19	18	12	11	10	14	26	16	13	15	13	13	14	17	13	17
	TOTAL FAVOURABLE	17	17	29	7	20	16	21	20	13	12	11	16	29	18	14	17	16	14	16	20	15	18
	Somewhat unfavourable	24	25	29	22	33	26	26	25	25	20	23	27	29	26	24	25	23	24	27	21	26	26
	Very unfavourable	38	38	26	60	34	47	36	37	38	27	42	40	32	39	35	36	44	45	38	33	40	36
	TOTAL UNFAVOURABLE	62	63	55	82	67	73	62	62	63	47	65	67	61	65	59	61	67	69	65	54	66	62
	Don't know	21	21	16	12	13	11	17	17	24	41	23	18	11	16	27	21	17	18	19	27	19	21
	NET FAVOURABILITY	-45	-46	-26	-75	-47	-57	-41	-42	-50	-35	-54	-51	-32	-47	-45	-44	-51	-55	-49	-34	-51	-44
Keir Starmer																							
	Very favourable	7	6	3	14	8	10	4	7	5	5	6	8	6	7	5	6	7	5	7	4	6	8
	Somewhat favourable	27	27	12	45	46	40	17	26	28	24	31	27	22	32	21	27	30	30	27	27	33	24
	TOTAL FAVOURABLE	34	33	15	59	54	50	21	33	33	29	37	35	28	39	26	33	37	35	34	31	39	32
	Somewhat unfavourable	26	23	28	19	30	27	22	22	25	16	26	20	25	25	21	24	22	21	23	21	25	25
	Very unfavourable	28	29	50	13	10	16	46	33	24	20	21	33	42	25	34	29	28	26	29	27	21	33
	TOTAL UNFAVOURABLE	54	52	78	32	40	43	68	55	49	36	47	53	67	50	55	53	50	47	52	48	46	58
	Don't know	13	15	6	9	7	7	10	11	18	35	17	12	5	11	20	15	13	17	14	21	15	12
	NET FAVOURABILITY	-20	-19	-63	27	14	7	-47	-22	-16	-7	-10	-18	-39	-11	-29	-20	-13	-12	-18	-17	-7	-26

Sample Size: 2011 adults in GB
Fieldwork: 5th - 9th May 2023

Weighted Sample Unweighted Sample		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	Rest of South
	2011	658	487	171	709	749	973	1038	211	831	497	473	1146	865	1735	101	175	485	334	243	674
	2011	681	482	179	794	780	901	1110	159	817	501	534	1204	807	1751	102	158	490	343	222	696
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Rachel Reeves

Very favourable	4	4	1	11	5	8	2	4	3	1	3	7	4	5	2	4	4	3	4	4	5	4
Somewhat favourable	12	11	7	15	18	14	8	13	8	9	9	14	10	14	6	11	12	9	10	11	14	10
TOTAL FAVOURABLE	16	15	8	26	23	22	10	17	11	10	12	21	14	19	8	15	16	12	14	15	19	14
Somewhat unfavourable	12	11	15	8	8	10	13	13	8	10	8	11	16	10	11	11	11	10	13	10	10	10
Very unfavourable	12	12	18	8	4	9	17	16	9	11	10	10	19	12	13	12	18	12	11	10	10	14
TOTAL UNFAVOURABLE	24	23	33	16	12	19	30	29	17	21	18	21	35	22	24	23	29	22	24	20	20	24
Don't know	60	63	59	58	64	59	60	53	72	70	70	59	51	59	67	63	55	66	62	65	60	63
NET FAVOURABILITY	-8	-8	-25	10	11	3	-20	-12	-6	-11	-6	0	-21	-3	-16	-8	-13	-10	-10	-5	-1	-10

Steve Barclay

Very favourable	2	1	2	1	2	1	2	2	1	1	1	0	3	1	1	1	4	1	2	1	1	1
Somewhat favourable	9	9	17	3	2	6	12	11	6	9	6	9	13	9	8	9	5	2	9	8	11	10
TOTAL FAVOURABLE	11	10	19	4	4	7	14	13	7	10	7	9	16	10	9	10	9	3	11	9	12	11
Somewhat unfavourable	13	13	15	12	20	14	15	15	11	12	11	13	17	15	11	13	16	14	11	12	15	14
Very unfavourable	19	20	10	36	22	30	15	25	16	14	18	27	19	23	17	20	29	16	19	18	23	21
TOTAL UNFAVOURABLE	32	33	25	48	42	44	30	40	27	26	29	40	36	38	28	33	45	30	30	30	38	35
Don't know	57	57	56	48	54	50	56	48	65	64	64	51	47	52	63	56	46	66	59	61	50	54
NET FAVOURABILITY	-21	-23	-6	-44	-38	-37	-16	-27	-20	-16	-22	-31	-20	-28	-19	-23	-36	-27	-19	-21	-26	-24

The Labour Party

Very favourable	8	9	2	23	8	14	5	9	9	8	10	10	5	10	8	9	11	8	10	8	8	8
Somewhat favourable	30	31	12	53	47	43	18	30	31	38	35	30	21	35	25	31	33	32	31	30	42	27
TOTAL FAVOURABLE	38	40	14	76	55	57	23	39	40	46	45	40	26	45	33	40	44	40	41	38	50	35
Somewhat unfavourable	24	23	31	13	27	25	24	22	24	19	23	21	27	25	21	23	23	26	21	20	24	25
Very unfavourable	26	26	50	6	13	14	46	30	23	11	19	30	42	23	30	27	24	21	27	26	18	30
TOTAL UNFAVOURABLE	50	49	81	19	40	39	70	52	47	30	42	51	69	48	51	50	47	47	48	46	42	55
Don't know	11	11	5	5	6	4	7	9	14	23	13	9	5	7	16	11	9	13	12	15	8	10
NET FAVOURABILITY	-12	-9	-67	57	15	18	-47	-13	-7	16	3	-11	-43	-3	-18	-10	-3	-7	-7	-8	8	-20

Sample Size: 2011 adults in GB
Fieldwork: 5th - 9th May 2023

Weighted Sample Unweighted Sample		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	Rest of South
	2011	658	487	171	709	749	973	1038	211	831	497	473	1146	865	1735	101	175	485	334	243	674
	2011	681	482	179	794	780	901	1110	159	817	501	534	1204	807	1751	102	158	490	343	222	696
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

The Conservative Party																						
Very favourable	5	4	10	2	3	4	7	5	4	3	1	6	9	4	4	4	5	2	5	6	4	3
Somewhat favourable	18	17	39	2	8	11	29	17	16	5	11	17	31	17	16	17	14	11	16	19	7	21
TOTAL FAVOURABLE	23	21	49	4	11	15	36	22	20	8	12	23	40	21	20	21	19	13	21	25	11	24
Somewhat unfavourable	17	21	31	10	24	18	26	21	21	21	19	21	26	22	21	22	21	16	22	21	23	22
Very unfavourable	48	48	16	83	61	65	33	48	48	48	57	48	33	51	45	47	53	61	47	40	58	45
TOTAL UNFAVOURABLE	65	69	47	93	85	83	59	69	69	69	76	69	59	73	66	69	74	77	69	61	81	67
Don't know	11	10	5	3	4	3	5	8	11	23	11	8	2	6	14	10	7	9	10	14	8	9
NET FAVOURABILITY	-42	-48	2	-89	-74	-68	-23	-47	-49	-61	-64	-46	-19	-52	-46	-48	-55	-64	-48	-36	-70	-43

		28 Feb - 1 Mar	5-9 May																				
Mark Harper	Very favourable	1	1	1	0	2	1	1	1	1	1	1	1	1	0	1	2	1	1	1	1		
	Somewhat favourable	4	5	7	3	3	3	6	7	3	10	3	4	6	5	5	5	6	3	4	7	5	4
	TOTAL FAVOURABLE	5	6	8	3	5	4	7	8	4	11	4	5	7	6	5	6	8	4	5	8	6	5
	Somewhat unfavourable	8	8	9	10	7	8	8	10	6	6	8	9	8	9	7	8	9	7	8	7	10	8
	Very unfavourable	11	10	7	15	7	11	9	13	8	11	9	13	9	10	11	10	11	10	9	8	12	11
	TOTAL UNFAVOURABLE	19	18	16	25	14	19	17	23	14	17	17	22	17	19	18	18	20	17	17	15	22	19
	Don't know	76	76	76	72	80	76	76	69	83	73	80	72	75	75	77	76	72	79	78	78	71	76
NET FAVOURABILITY		-14	-12	-8	-22	-9	-15	-10	-15	-10	-6	-13	-17	-10	-13	-13	-12	-12	-13	-12	-7	-16	-14

		15-17 Apr	5-9 May																			
Suella Braverman																						
Very favourable	4	5	11	1	3	2	9	6	3	1	2	5	10	5	4	5	10	2	5	6	4	4
Somewhat favourable	13	12	24	3	3	6	20	14	10	8	6	12	22	11	12	12	9	10	11	15	8	13
TOTAL FAVOURABLE	17	17	35	4	6	8	29	20	13	9	8	17	32	16	16	17	19	12	16	21	12	17
Somewhat unfavourable	15	15	23	10	21	14	19	15	16	13	15	14	20	16	15	16	12	13	16	16	13	17
Very unfavourable	37	37	17	65	56	58	23	41	34	34	40	41	30	43	29	37	39	39	36	30	50	36
TOTAL UNFAVOURABLE	52	52	40	75	77	72	42	56	50	47	55	55	50	59	44	53	51	52	52	46	63	53
Don't know	30	31	25	21	17	20	28	24	38	44	37	28	18	25	39	31	30	36	32	33	25	30
NET FAVOURABILITY	-35	-35	-5	-71	-71	-64	-13	-36	-37	-38	-47	-38	-18	-43	-28	-36	-32	-40	-36	-25	-51	-36

Sample Size: 2011 adults in GB
Fieldwork: 5th - 9th May 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	Rest of South
Weighted Sample	2011	658	487	171	709	749	973	1038	211	831	497	473	1146	865	1735	101	175	485	334	243	674
Unweighted Sample	2011	681	482	179	794	780	901	1110	159	817	501	534	1204	807	1751	102	158	490	343	222	696
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Wes Streeting																						
Very favourable	2	2	0	7	3	5	1	3	2	1	2	5	1	3	1	2	5	2	3	2	3	2
Somewhat favourable	7	8	6	14	10	10	6	11	5	11	6	10	9	11	5	9	3	5	7	8	12	9
TOTAL FAVOURABLE	9	10	6	21	13	15	7	14	7	12	8	15	10	14	6	11	8	7	10	10	15	11
Somewhat unfavourable	10	9	12	9	10	9	11	11	8	7	9	11	10	10	8	9	12	6	8	11	10	10
Very unfavourable	12	10	11	8	4	8	13	14	6	11	8	10	14	9	12	10	15	12	9	8	11	10
TOTAL UNFAVOURABLE	22	19	23	17	14	17	24	25	14	18	17	21	24	19	20	19	27	18	17	19	21	20
Don't know	69	70	69	62	73	67	70	61	79	69	76	65	66	67	74	70	65	75	73	72	63	69
NET FAVOURABILITY	-13	-9	-17	4	-1	-2	-17	-11	-7	-6	-9	-6	-14	-5	-14	-8	-19	-11	-7	-9	-6	-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.