

YouGov Survey Results

Sample Size: 2085 adults in GB
Fieldwork: 22nd - 23rd 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	2085	682	505	177	735	776	1009	1076	219	861	515	490	1188	897	1799	104	181	502	346	252	698	
Unweighted Sample	2085	700	494	184	827	824	961	1124	184	846	515	540	1202	883	1788	109	188	505	351	218	714	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	14-15 May	22-23 May																				
Do you have a favourable or unfavourable opinion of the following?																						
Rishi Sunak																						
Very favourable	6	5	10	3	7	5	8	6	5	4	5	5	8	6	5	6	3	3	7	4	11	5
Somewhat favourable	25	25	44	9	23	21	34	23	27	18	20	25	38	27	23	26	25	19	22	28	22	29
TOTAL FAVOURABLE	31	30	54	12	30	26	42	29	32	22	25	30	46	33	28	32	28	22	29	32	33	34
Somewhat unfavourable	25	25	24	28	35	29	24	25	25	25	26	27	22	27	23	25	17	28	22	24	29	27
Very unfavourable	34	34	16	55	28	39	27	38	29	34	37	36	24	32	35	33	41	39	38	34	29	30
TOTAL UNFAVOURABLE	59	59	40	83	63	68	51	63	54	59	63	63	46	59	58	58	58	67	60	58	58	57
Don't know	11	11	6	5	6	6	8	7	14	18	12	8	8	8	14	10	14	11	11	11	10	10
NET FAVOURABILITY	-28	-29	14	-71	-33	-42	-9	-34	-22	-37	-38	-33	0	-26	-30	-26	-30	-45	-31	-26	-25	-23
Jeremy Hunt																						
Very favourable	3	2	3	1	5	3	3	3	2	1	3	2	2	2	2	2	0	1	2	2	5	2
Somewhat favourable	15	16	29	7	17	14	20	17	15	17	11	15	24	17	14	17	15	7	16	14	19	18
TOTAL FAVOURABLE	18	18	32	8	22	17	23	20	17	18	14	17	26	19	16	19	15	8	18	16	24	20
Somewhat unfavourable	27	24	25	28	30	26	24	25	23	21	21	27	26	26	20	24	23	21	21	24	28	25
Very unfavourable	34	36	25	54	36	45	34	40	32	22	41	40	30	36	36	35	40	47	40	34	31	32
TOTAL UNFAVOURABLE	61	60	50	82	66	71	58	65	55	43	62	67	56	62	56	59	63	68	61	58	59	57
Don't know	22	22	18	9	12	11	19	16	29	39	24	16	19	18	28	22	23	23	21	26	18	23
NET FAVOURABILITY	-43	-42	-18	-74	-44	-54	-35	-45	-38	-25	-48	-50	-30	-43	-40	-40	-48	-60	-43	-42	-35	-37
Keir Starmer																						
Very favourable	7	6	2	14	14	11	4	7	6	6	6	8	6	7	6	6	10	5	8	5	6	6
Somewhat favourable	28	29	14	49	47	44	20	29	28	27	30	31	24	34	22	29	24	31	31	25	38	25
TOTAL FAVOURABLE	35	35	16	63	61	55	24	36	34	33	36	39	30	41	28	35	34	36	39	30	44	31
Somewhat unfavourable	24	22	29	20	19	22	23	21	23	20	23	22	22	23	21	22	19	27	18	24	17	25
Very unfavourable	27	28	48	9	13	14	44	32	24	18	23	30	39	24	32	28	32	23	28	30	22	29
TOTAL UNFAVOURABLE	51	50	77	29	32	36	67	53	47	38	46	52	61	47	53	50	51	50	46	54	39	54
Don't know	15	15	7	8	6	9	10	10	20	29	18	9	9	12	19	15	15	15	14	17	16	14
NET FAVOURABILITY	-16	-15	-61	34	29	19	-43	-17	-13	-5	-10	-13	-31	-6	-25	-15	-17	-14	-7	-24	5	-23

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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	Rest of South	
Weighted Sample	2085	682	505	177	735	776	1009	1076	219	861	515	490	1188	897	1799	104	181	502	346	252	698	
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Rachel Reeves

Very favourable	4	4	0	8	11	8	2	5	3	4	3	6	3	5	3	4	6	0	5	3	6	4
Somewhat favourable	12	12	10	20	18	19	9	16	9	9	12	14	12	14	9	12	13	12	13	11	17	10
TOTAL FAVOURABLE	16	16	10	28	29	27	11	21	12	13	15	20	15	19	12	16	19	12	18	14	23	14
Somewhat unfavourable	11	10	12	9	9	9	11	11	8	10	9	8	12	10	9	10	9	9	8	9	14	10
Very unfavourable	10	12	18	6	4	7	18	18	7	10	11	12	16	11	14	12	13	13	13	11	13	12
TOTAL UNFAVOURABLE	21	22	30	15	13	16	29	29	15	20	20	20	28	21	23	22	22	22	21	20	27	22
Don't know	64	62	60	57	57	58	61	51	73	66	65	59	58	60	65	62	58	67	62	66	49	65
NET FAVOURABILITY	-5	-6	-20	13	16	11	-18	-8	-3	-7	-5	0	-13	-2	-11	-6	-3	-10	-3	-6	-4	-8

Rachel Hopkins

Very favourable	1	1	2	4	2	1	2	1	3	1	1	1	2	1	1	2	0	1	1	3	1
Somewhat favourable	6	4	9	11	9	3	7	4	3	7	4	6	6	5	6	8	4	5	4	12	5
TOTAL FAVOURABLE	7	5	11	15	11	4	9	5	6	8	5	7	8	6	7	10	4	6	5	15	6
Somewhat unfavourable	8	11	5	6	6	9	10	5	12	7	7	7	7	8	8	2	10	7	9	8	8
Very unfavourable	9	8	8	7	6	10	13	5	9	9	8	9	8	10	9	13	10	8	8	11	8
TOTAL UNFAVOURABLE	17	19	13	13	12	19	23	10	21	16	15	16	15	18	17	15	20	15	17	19	16
Don't know	77	76	77	72	77	77	69	84	73	75	80	78	77	76	77	76	76	79	79	65	79
NET FAVOURABILITY	-10	-14	-2	2	-1	-15	-14	-5	-15	-8	-10	-9	-7	-12	-10	-5	-16	-9	-12	-4	-10

Steve Barclay

	14-15 May	22-23 May																				
Very favourable	2	1	2	1	4	1	2	2	1	3	1	1	1	1	1	2	0	0	1	1	4	1
Somewhat favourable	8	7	13	3	8	6	9	9	5	7	6	7	9	9	5	8	7	4	7	6	12	7
TOTAL FAVOURABLE	10	8	15	4	12	7	11	11	6	10	7	8	10	10	6	10	7	4	8	7	16	8
Somewhat unfavourable	12	11	13	13	12	12	12	13	9	13	10	11	12	12	10	11	17	10	10	10	12	10
Very unfavourable	18	19	10	33	24	27	14	25	13	12	18	23	18	19	18	19	22	19	19	17	24	17
TOTAL UNFAVOURABLE	30	30	23	46	36	39	26	38	22	25	28	34	30	31	28	30	39	29	29	27	36	27
Don't know	60	62	63	51	53	54	63	50	72	65	64	57	60	58	66	62	55	66	62	66	47	64
NET FAVOURABILITY	-20	-22	-8	-42	-24	-32	-15	-27	-16	-15	-21	-26	-20	-21	-22	-20	-32	-25	-21	-20	-20	-19

The Labour Party

Very favourable	9	8	1	20	11	14	4	7	8	7	7	10	6	8	7	7	11	7	10	5	7	6
Somewhat favourable	32	33	12	62	50	50	20	33	34	44	38	32	22	38	27	33	30	36	36	32	43	28
TOTAL FAVOURABLE	41	41	13	82	61	64	24	40	42	51	45	42	28	46	34	40	41	43	46	37	50	34
Somewhat unfavourable	23	20	29	11	23	19	22	20	21	15	21	19	22	21	19	20	15	26	16	18	18	25
Very unfavourable	25	27	51	3	12	12	44	32	22	13	20	31	41	23	32	27	29	21	27	30	23	28
TOTAL UNFAVOURABLE	48	47	80	14	35	31	66	52	43	28	41	50	63	44	51	47	44	47	43	48	41	53
Don't know	12	12	7	4	4	6	10	8	15	20	14	9	9	10	15	12	14	10	11	14	9	13
NET FAVOURABILITY	-7	-6	-67	68	26	33	-42	-12	-1	23	4	-8	-35	2	-17	-7	-3	-4	3	-11	9	-19

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

The Conservative Party

Very favourable	5	5	10	0	4	3	7	5	4	5	4	3	8	4	6	5	4	2	4	7	7	4
Somewhat favourable	17	19	42	4	12	12	29	20	18	11	14	20	30	20	18	19	20	12	17	17	16	23
TOTAL FAVOURABLE	22	24	52	4	16	15	36	25	22	16	18	23	38	24	24	24	24	14	21	24	23	27
Somewhat unfavourable	20	20	28	11	23	17	25	20	20	19	18	21	24	20	20	21	14	14	18	20	27	21
Very unfavourable	46	46	14	81	59	64	30	48	44	44	51	49	33	48	43	44	48	62	51	42	42	40
TOTAL UNFAVOURABLE	66	66	42	92	82	81	55	68	64	63	69	70	57	68	63	65	62	76	69	62	69	61
Don't know	12	11	6	3	2	4	8	7	14	21	13	7	6	8	14	11	13	9	10	13	7	11
NET FAVOURABILITY	-44	-42	10	-88	-66	-66	-19	-43	-42	-47	-51	-47	-19	-44	-39	-41	-38	-62	-48	-38	-46	-34

Johnny Mercer

Very favourable	2	4	1	4	2	4	3	1	3	2	2	3	3	1	2	3	1	2	1	4	3
Somewhat favourable	7	10	6	11	9	8	10	6	7	7	8	8	9	6	8	7	7	5	9	11	8
TOTAL FAVOURABLE	9	14	7	15	11	12	13	7	10	9	10	11	12	7	10	10	8	7	10	15	11
Somewhat unfavourable	9	8	14	12	11	10	12	7	8	10	11	7	10	8	10	10	7	10	6	13	10
Very unfavourable	10	6	12	8	11	9	13	7	10	10	10	9	8	13	10	15	13	9	10	13	9
TOTAL UNFAVOURABLE	19	14	26	20	22	19	25	14	18	20	21	16	18	21	20	25	20	19	16	26	19
Don't know	71	72	67	66	68	70	62	79	70	71	68	72	70	71	71	65	73	74	75	59	71
NET FAVOURABILITY	-10	0	-19	-5	-11	-7	-12	-7	-8	-11	-11	-5	-6	-14	-10	-15	-12	-12	-6	-11	-8

Suella Braverman

	14-15 May	22-23 May																				
Very favourable	3	4	9	1	5	2	8	6	3	3	3	4	7	5	4	5	4	2	4	2	9	5
Somewhat favourable	11	11	24	2	6	6	19	13	9	9	8	10	18	12	10	12	8	5	10	14	12	12
TOTAL FAVOURABLE	14	15	33	3	11	8	27	19	12	12	11	14	25	17	14	17	12	7	14	16	21	17
Somewhat unfavourable	17	15	22	10	19	15	19	15	15	14	13	15	20	16	15	15	13	16	13	14	15	17
Very unfavourable	35	42	20	71	57	62	28	45	39	34	43	48	36	45	38	41	42	50	45	37	43	38
TOTAL UNFAVOURABLE	52	57	42	81	76	77	47	60	54	48	56	63	56	61	53	56	55	66	58	51	58	55
Don't know	33	28	24	15	13	16	26	21	34	40	32	22	20	23	34	28	32	26	28	32	21	27
NET FAVOURABILITY	-38	-42	-9	-78	-65	-69	-20	-41	-42	-36	-45	-49	-31	-44	-39	-39	-43	-59	-44	-35	-37	-38

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Unweighted Sample	2085	700	494	184	827	824	961	1124	184	846	515	540	1202	883	1788	109	188	505	351	218	714	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Yvette Cooper		4-5	22-23																				
		Apr	May																				
	Very favourable	7	7	2	14	19	15	3	8	5	3	6	11	5	9	4	7	8	3	8	5	9	6
	Somewhat favourable	15	17	13	30	22	28	13	18	16	11	14	22	20	21	13	17	20	20	18	15	21	14
	TOTAL FAVOURABLE	22	24	15	44	41	43	16	26	21	14	20	33	25	30	17	24	28	23	26	20	30	20
	Somewhat unfavourable	14	14	22	8	11	13	17	15	12	12	10	14	19	15	12	14	10	15	13	14	16	13
	Very unfavourable	17	14	22	5	9	7	22	20	9	9	12	15	19	12	17	14	17	10	15	13	15	15
	TOTAL UNFAVOURABLE	31	28	44	13	20	20	39	35	21	21	22	29	38	27	29	28	27	25	28	27	31	28
	Don't know	48	49	42	41	39	38	46	39	58	65	58	38	37	44	55	49	45	51	46	53	39	52
	NET FAVOURABILITY	-9	-4	-29	31	21	23	-23	-9	0	-7	-2	4	-13	3	-12	-4	1	-2	-2	-7	-1	-8

*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.