

YouGov Survey Results

Sample Size: 2072 adults in GB
Fieldwork: 15th - 16th June 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 2072	680	501	176	730	772	1003	1069	218	856	512	487	1181	891	1788	104	180	501	344	249	694	
Unweighted Sample 2072	711	493	175	858	799	972	1100	155	839	524	554	1261	811	1770	114	188	516	343	175	736	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	22-23 May '23	15-16 Jun '23																				
Do you have a favourable or unfavourable opinion of the following?																						
Rishi Sunak																						
Very favourable	5	5	9	1	4	2	7	4	5	6	3	3	8	5	4	5	2	1	5	4	6	5
Somewhat favourable	25	26	43	11	35	23	32	25	26	25	22	25	33	26	25	27	19	18	22	23	30	31
TOTAL FAVOURABLE	30	31	52	12	39	25	39	29	31	31	25	28	41	31	29	32	21	19	27	27	36	36
Somewhat unfavourable	25	27	22	36	28	32	24	25	28	16	30	27	25	30	22	27	22	25	26	29	27	27
Very unfavourable	34	32	20	47	27	36	30	37	28	29	34	35	27	32	33	30	44	45	33	35	26	27
TOTAL UNFAVOURABLE	59	59	42	83	55	68	54	62	56	45	64	62	52	62	55	57	66	70	59	64	53	54
Don't know	11	11	6	5	7	6	7	9	13	24	12	9	7	8	16	11	13	10	14	10	11	10
NET FAVOURABILITY	-29	-28	10	-71	-16	-43	-15	-33	-25	-14	-39	-34	-11	-31	-26	-25	-45	-51	-32	-37	-17	-18
Jeremy Hunt																						
Very favourable	2	1	2	1	2	1	2	1	1	2	1	1	3	1	2	2	1	0	1	1	3	2
Somewhat favourable	16	15	27	8	21	15	20	17	14	15	11	13	25	17	14	16	12	11	14	16	15	18
TOTAL FAVOURABLE	18	16	29	9	23	16	22	18	15	17	12	14	28	18	16	18	13	11	15	17	18	20
Somewhat unfavourable	24	25	27	27	32	29	25	26	24	15	26	27	26	28	21	25	33	22	22	24	23	28
Very unfavourable	36	37	28	53	30	43	37	40	35	30	40	42	30	38	36	36	34	50	35	40	38	35
TOTAL UNFAVOURABLE	60	62	55	80	62	72	62	66	59	45	66	69	56	66	57	61	67	72	57	64	61	63
Don't know	22	21	16	12	13	11	16	16	26	38	22	16	16	16	27	21	21	17	27	19	21	18
NET FAVOURABILITY	-42	-46	-26	-71	-39	-56	-40	-48	-44	-28	-54	-55	-28	-48	-41	-43	-54	-61	-42	-47	-43	-43
Keir Starmer																						
Very favourable	6	6	2	14	9	11	3	7	5	5	6	7	6	7	5	6	6	4	5	5	9	7
Somewhat favourable	29	25	12	46	43	39	14	26	25	26	30	25	17	30	19	25	27	31	24	23	35	22
TOTAL FAVOURABLE	35	31	14	60	52	50	17	33	30	31	36	32	23	37	24	31	33	35	29	28	44	29
Somewhat unfavourable	22	25	26	21	25	25	26	24	26	30	26	22	25	26	23	25	20	28	23	28	24	25
Very unfavourable	28	29	54	11	14	16	49	31	28	10	21	37	45	26	34	30	29	26	29	33	20	32
TOTAL UNFAVOURABLE	50	54	80	32	39	41	75	55	54	40	47	59	70	52	57	55	49	54	52	61	44	57
Don't know	15	14	6	8	9	9	7	12	16	29	17	10	7	10	19	14	17	11	18	10	12	13
NET FAVOURABILITY	-15	-23	-66	28	13	9	-58	-22	-24	-9	-11	-27	-47	-15	-33	-24	-16	-19	-23	-33	0	-28

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Weighted Sample	2072	680	501	176	730	772	1003	1069	218	856	512	487	1181	891	1788	104	180	501	344	249	694	
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Rachel Reeves

Very favourable	4	4	1	8	8	8	2	5	3	4	4	4	3	4	4	4	4	3	3	4	7	4
Somewhat favourable	12	11	7	18	17	17	6	15	8	13	11	12	11	13	8	11	17	13	10	8	18	10
TOTAL FAVOURABLE	16	15	8	26	25	25	8	20	11	17	15	16	14	17	12	15	21	16	13	12	25	14
Somewhat unfavourable	10	11	15	8	17	12	15	14	9	10	9	12	16	13	10	12	7	11	10	11	17	11
Very unfavourable	12	14	19	8	7	8	21	16	11	8	11	16	19	11	17	14	12	13	14	15	8	15
TOTAL UNFAVOURABLE	22	25	34	16	24	20	36	30	20	18	20	28	35	24	27	26	19	24	24	26	25	26
Don't know	62	60	57	58	51	56	56	50	69	65	66	55	52	59	61	60	60	60	63	63	51	59
NET FAVOURABILITY	-6	-10	-26	10	1	5	-28	-10	-9	-1	-5	-12	-21	-7	-15	-11	2	-8	-11	-14	0	-12

Boris Johnson

	14-16 Oct '22	15-16 Jun '23																				
Very favourable	12	9	20	2	3	2	18	9	8	4	3	11	16	7	10	9	4	3	9	12	6	10
Somewhat favourable	17	16	31	5	7	7	27	17	14	19	13	15	19	14	18	16	15	8	17	14	21	16
TOTAL FAVOURABLE	29	25	51	7	10	9	45	26	22	23	16	26	35	21	28	25	19	11	26	26	27	26
Somewhat unfavourable	17	15	21	9	9	12	17	12	17	13	15	15	13	14	16	15	14	10	14	18	11	16
Very unfavourable	48	54	24	83	77	76	34	55	52	43	61	53	47	60	45	51	59	74	50	48	55	52
TOTAL UNFAVOURABLE	65	69	45	92	86	88	51	67	69	56	76	68	60	74	61	66	73	84	64	66	66	68
Don't know	6	8	5	1	5	3	5	7	9	20	8	6	4	5	11	8	7	4	10	8	7	7
NET FAVOURABILITY	-36	-44	6	-85	-76	-79	-6	-41	-47	-33	-60	-42	-25	-53	-33	-41	-54	-73	-38	-40	-39	-42

Nadine Dorries

	8-10 April '22	15-16 Jun '23																				
Very favourable	2	2	4	0	0	0	4	2	2	2	1	2	4	2	2	2	1	0	2	3	3	2
Somewhat favourable	9	9	18	3	6	4	16	12	5	10	4	9	16	8	9	9	10	5	7	11	12	8
TOTAL FAVOURABLE	11	11	22	3	6	4	20	14	7	12	5	11	20	10	11	11	11	5	9	14	15	10
Somewhat unfavourable	14	14	19	10	14	14	17	11	16	8	12	15	16	13	14	14	11	12	14	14	10	15
Very unfavourable	28	38	26	57	57	57	29	45	32	23	42	44	34	45	29	37	39	51	33	35	42	39
TOTAL UNFAVOURABLE	42	52	45	67	71	71	46	56	48	31	54	59	50	58	43	51	50	63	47	49	52	54
Don't know	47	38	33	29	22	25	34	30	45	56	41	30	31	32	45	38	39	32	44	37	34	36
NET FAVOURABILITY	-31	-41	-23	-64	-65	-67	-26	-42	-41	-19	-49	-48	-30	-48	-32	-40	-39	-58	-38	-35	-37	-44

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Unweighted Sample	2072	711	493	175	858	799	972	1100	155	839	524	554	1261	811	1770	114	188	516	343	175	736	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	22-23 May '23	15-16 Jun '23																				
The Labour Party																						
Very favourable	8	8	2	18	4	11	5	8	8	11	8	8	5	8	8	8	6	7	8	7	11	7
Somewhat favourable	33	31	13	57	49	45	16	32	29	38	36	30	20	35	25	30	36	33	33	24	37	29
TOTAL FAVOURABLE	41	39	15	75	53	56	21	40	37	49	44	38	25	43	33	38	42	40	41	31	48	36
Somewhat unfavourable	20	23	26	13	33	26	23	23	23	19	25	21	23	23	22	23	19	29	20	26	22	23
Very unfavourable	27	28	55	6	10	13	51	31	27	13	19	34	46	26	32	29	26	21	27	34	21	32
TOTAL UNFAVOURABLE	47	51	81	19	43	39	74	54	50	32	44	55	69	49	54	52	45	50	47	60	43	55
Don't know	12	10	4	5	4	5	5	7	13	20	11	8	6	8	13	10	13	10	12	8	8	10
NET FAVOURABILITY	-6	-12	-66	56	10	17	-53	-14	-13	17	0	-17	-44	-6	-21	-14	-3	-10	-6	-29	5	-19
The Conservative Party																						
Very favourable	5	4	8	0	0	2	7	4	4	4	3	3	7	4	5	4	4	2	3	5	5	5
Somewhat favourable	19	19	42	4	11	11	31	19	18	18	13	19	28	18	19	20	13	11	18	18	22	21
TOTAL FAVOURABLE	24	23	50	4	11	13	38	23	22	22	16	22	35	22	24	24	17	13	21	23	27	26
Somewhat unfavourable	20	19	26	13	26	18	23	18	21	14	17	23	22	20	19	20	13	16	19	24	17	20
Very unfavourable	46	48	20	80	58	66	33	51	45	42	56	49	37	52	43	47	56	62	47	46	47	46
TOTAL UNFAVOURABLE	66	67	46	93	84	84	56	69	66	56	73	72	59	72	62	67	69	78	66	70	64	66
Don't know	11	10	4	3	4	4	5	7	12	22	11	6	6	6	14	9	15	9	13	7	8	8
NET FAVOURABILITY	-42	-44	4	-89	-73	-71	-18	-46	-44	-34	-57	-50	-24	-50	-38	-43	-52	-65	-45	-47	-37	-40
Suella Braverman																						
Very favourable	4	3	7	1	2	1	6	4	2	3	2	3	4	3	3	3	3	1	2	5	4	3
Somewhat favourable	11	12	25	3	3	5	22	13	10	12	5	11	23	11	12	12	11	6	11	14	13	12
TOTAL FAVOURABLE	15	15	32	4	5	6	28	17	12	15	7	14	27	14	15	15	14	7	13	19	17	15
Somewhat unfavourable	15	16	22	11	18	15	20	15	17	12	13	19	19	16	16	16	8	15	15	17	13	18
Very unfavourable	42	41	21	67	62	61	27	46	37	28	47	45	32	47	33	40	46	55	36	38	49	40
TOTAL UNFAVOURABLE	57	57	43	78	80	76	47	61	54	40	60	64	51	63	49	56	54	70	51	55	62	58
Don't know	28	29	25	18	14	19	25	23	33	45	32	21	22	23	35	29	32	23	36	26	21	28
NET FAVOURABILITY	-42	-42	-11	-74	-75	-70	-19	-44	-42	-25	-53	-50	-24	-49	-34	-41	-40	-63	-38	-36	-45	-43

*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.