

YouGov Survey Results

Sample Size: 2151 adults in GB
Fieldwork: 13th - 14th July 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	2151	706	521	183	758	801	1041	1110	226	888	531	505	1226	925	1856	108	187	518	357	260	721	
Unweighted Sample	2151	739	525	184	862	867	945	1206	149	819	564	619	1288	863	1863	110	178	539	387	172	765	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	20-21 Jun		13-14 Jul																					
Do you have a favourable or unfavourable opinion of the following?																								
Rishi Sunak																								
Very favourable	4	3	6	0	4	2	4	3	3	4	1	4	5	3	3	3	3	4	3	3	3	3		
Somewhat favourable	23	22	41	7	20	18	31	23	22	16	17	21	36	23	21	23	21	13	20	22	25	26		
TOTAL FAVOURABLE	27	25	47	7	24	20	35	26	25	20	18	25	41	26	24	26	24	17	23	25	28	29		
Somewhat unfavourable	27	27	26	29	30	29	26	27	28	28	29	26	25	30	23	28	33	22	28	31	21	28		
Very unfavourable	34	38	19	59	40	42	33	41	35	37	40	42	29	35	41	36	38	52	39	32	42	34		
TOTAL UNFAVOURABLE	61	65	45	88	70	71	59	68	63	65	69	68	54	65	64	64	71	74	67	63	63	62		
Don't know	12	10	7	5	6	8	6	6	13	15	12	8	5	8	11	10	5	9	10	11	9	10		
NET FAVOURABILITY	-34	-40	2	-81	-46	-51	-24	-42	-38	-45	-51	-43	-13	-39	-40	-38	-47	-57	-44	-38	-35	-33		
Jeremy Hunt																								
Very favourable	1	1	2	0	0	1	1	1	1	1	0	1	2	1	1	1	0	1	1	1	1	1		
Somewhat favourable	13	13	23	7	15	14	17	16	11	13	9	14	22	15	12	14	11	11	9	13	16	17		
TOTAL FAVOURABLE	14	14	25	7	15	15	18	17	12	14	9	15	24	16	13	15	11	12	10	14	17	18		
Somewhat unfavourable	25	27	28	27	31	27	31	28	25	16	26	27	31	29	23	27	26	27	29	25	28	25		
Very unfavourable	38	35	28	53	38	42	34	39	32	21	38	41	30	33	38	34	43	41	38	34	30	34		
TOTAL UNFAVOURABLE	63	62	56	80	69	69	65	67	57	37	64	68	61	62	61	61	69	68	67	59	58	59		
Don't know	23	24	19	14	15	16	17	16	31	49	26	16	15	21	27	24	20	20	24	27	26	23		
NET FAVOURABILITY	-49	-48	-31	-73	-54	-54	-47	-50	-45	-23	-55	-53	-37	-46	-48	-46	-58	-56	-57	-45	-41	-41		
Keir Starmer																								
Very favourable	6	5	1	13	6	8	3	5	5	7	4	5	6	4	7	5	7	5	5	3	8	5		
Somewhat favourable	30	27	13	47	46	41	17	30	25	28	30	27	22	31	22	28	30	24	29	25	38	24		
TOTAL FAVOURABLE	36	32	14	60	52	49	20	35	30	35	34	32	28	35	29	33	37	29	34	28	46	29		
Somewhat unfavourable	24	25	31	19	28	25	28	25	25	26	25	26	25	29	20	26	21	23	29	26	19	25		
Very unfavourable	26	29	50	12	9	17	46	31	26	9	22	35	42	24	34	28	31	32	25	31	20	32		
TOTAL UNFAVOURABLE	50	54	81	31	37	42	74	56	51	35	47	61	67	53	54	54	52	55	54	57	39	57		
Don't know	14	14	5	9	12	10	6	9	18	29	19	8	5	12	16	14	10	15	12	15	15	14		
NET FAVOURABILITY	-14	-22	-67	29	15	7	-54	-21	-21	0	-13	-29	-39	-18	-25	-21	-15	-26	-20	-29	7	-28		

Sample Size: 2151 adults in GB
Fieldwork: 13th - 14th July 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	2151	706	521	183	758	801	1041	1110	226	888	531	505	1226	925	1856	108	187	518	357	260	721
Unweighted Sample	2151	739	525	184	862	867	945	1206	149	819	564	619	1288	863	1863	110	178	539	387	172	765
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Huw Edwards																					
Very favourable	4	4	6	4	7	3	4	4	2	3	5	5	4	3	3	15	3	3	2	5	3
Somewhat favourable	21	21	24	33	28	20	23	19	14	21	21	24	22	20	21	24	22	17	21	15	26
TOTAL FAVOURABLE	25	25	30	37	35	23	27	23	16	24	26	29	26	23	24	39	25	20	23	20	29
Somewhat unfavourable	23	26	23	21	21	25	24	22	22	21	25	23	26	19	24	20	18	24	24	28	22
Very unfavourable	22	28	18	15	15	29	23	21	16	21	23	25	20	25	22	21	22	26	22	16	21
TOTAL UNFAVOURABLE	45	54	41	36	36	54	47	43	38	42	48	48	46	44	46	41	40	50	46	44	43
Don't know	30	22	30	28	29	23	26	34	46	33	26	22	29	32	30	21	34	30	30	36	29
NET FAVOURABILITY	-20	-29	-11	1	-1	-31	-20	-20	-22	-18	-22	-19	-20	-21	-22	-2	-15	-30	-23	-24	-14
The Sun																					
Very favourable	1	2	0	2	1	2	2	1	4	1	1	2	1	2	1	1	2	2	0	2	1
Somewhat favourable	8	11	4	1	4	11	9	7	10	7	8	7	8	7	8	6	4	7	11	10	7
TOTAL FAVOURABLE	9	13	4	3	5	13	11	8	14	8	9	9	9	9	9	7	6	9	11	12	8
Somewhat unfavourable	24	37	12	15	16	32	23	25	19	23	23	29	22	26	25	18	13	20	28	24	28
Very unfavourable	58	44	80	77	73	48	59	57	49	61	61	54	61	55	56	65	73	62	52	56	55
TOTAL UNFAVOURABLE	82	81	92	92	89	80	82	82	68	84	84	83	83	81	81	83	86	82	80	80	83
Don't know	9	6	4	5	5	6	6	11	18	8	7	8	8	10	9	11	8	9	10	7	9
NET FAVOURABILITY	-73	-68	-88	-89	-84	-67	-71	-74	-54	-76	-75	-74	-74	-72	-72	-76	-80	-73	-69	-68	-75
The BBC																					
Very favourable	9	6	11	15	13	4	12	6	14	9	7	8	11	6	9	6	10	8	8	11	9
Somewhat favourable	35	30	40	55	46	28	36	35	40	35	36	34	39	30	36	33	33	34	33	42	36
TOTAL FAVOURABLE	44	36	51	70	59	32	48	41	54	44	43	42	50	36	45	39	43	42	41	53	45
Somewhat unfavourable	25	28	27	16	23	29	23	28	20	25	25	29	25	26	26	28	20	26	28	26	24
Very unfavourable	23	32	17	10	12	35	26	21	15	22	26	26	19	29	22	24	32	24	23	14	23
TOTAL UNFAVOURABLE	48	60	44	26	35	64	49	49	35	47	51	55	44	55	48	52	52	50	51	40	47
Don't know	7	4	5	3	6	4	4	10	10	9	6	4	6	9	7	8	5	7	8	6	8
NET FAVOURABILITY	-4	-24	7	44	24	-32	-1	-8	19	-3	-8	-13	6	-19	-3	-13	-9	-8	-10	13	-2
The Times																					
Very favourable	3	4	1	7	4	3	3	3	3	3	2	4	3	3	3	1	2	3	2	4	4
Somewhat favourable	32	41	28	37	36	32	31	33	30	29	30	38	37	25	33	32	21	30	34	39	32
TOTAL FAVOURABLE	35	45	29	44	40	35	34	36	33	32	32	42	40	28	36	33	23	33	36	43	36
Somewhat unfavourable	22	18	30	21	25	22	26	19	21	23	22	22	22	23	23	24	21	24	25	21	21
Very unfavourable	13	9	16	10	11	14	17	9	9	15	15	10	11	15	12	16	27	14	10	10	11
TOTAL UNFAVOURABLE	35	27	46	31	36	36	43	28	30	38	37	32	33	38	35	40	48	38	35	31	32
Don't know	30	27	25	25	25	30	23	36	37	30	30	26	26	35	30	27	28	30	29	27	32
NET FAVOURABILITY	0	18	-17	13	4	-1	-9	8	3	-6	-5	10	7	-10	1	-7	-25	-5	1	12	4

Sample Size: 2151 adults in GB
Fieldwork: 13th - 14th July 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	2151	706	521	183	758	801	1041	1110	226	888	531	505	1226	925	1856	108	187	518	357	260	721	
Unweighted Sample	2151	739	525	184	862	867	945	1206	149	819	564	619	1288	863	1863	110	178	539	387	172	765	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

ITV

Very favourable	4	3	4	3	3	4	4	4	13	2	4	4	3	5	4	3	4	4	3	4	5
Somewhat favourable	47	48	51	52	54	47	46	49	46	46	49	49	50	44	48	49	42	54	50	42	44
TOTAL FAVOURABLE	51	51	55	55	57	51	50	53	59	48	53	53	53	49	52	52	46	58	53	46	49
Somewhat unfavourable	25	30	24	28	24	29	29	22	14	26	26	29	26	25	25	31	26	20	27	28	27
Very unfavourable	8	9	8	6	5	10	10	7	4	10	9	7	7	10	8	4	12	8	7	10	9
TOTAL UNFAVOURABLE	33	39	32	34	29	39	39	29	18	36	35	36	33	35	33	35	38	28	34	38	36
Don't know	15	10	13	11	13	10	11	18	23	16	12	11	14	15	15	11	16	13	14	16	16
NET FAVOURABILITY	18	12	23	21	28	12	11	24	41	12	18	17	20	14	19	17	8	30	19	8	13

Laura Kuenssberg

Very favourable	5	5	5	13	7	5	5	5	4	3	6	10	6	4	6	4	3	5	5	6	6
Somewhat favourable	23	24	25	32	28	21	27	19	14	20	25	31	26	19	22	26	29	20	21	33	21
TOTAL FAVOURABLE	28	29	30	45	35	26	32	24	18	23	31	41	32	23	28	30	32	25	26	39	27
Somewhat unfavourable	16	20	18	16	19	20	19	14	8	14	23	18	17	15	17	12	14	17	16	13	18
Very unfavourable	16	18	18	14	14	20	19	13	11	14	17	21	17	16	16	17	22	17	17	11	15
TOTAL UNFAVOURABLE	32	38	36	30	33	40	38	27	19	28	40	39	34	31	33	29	36	34	33	24	33
Don't know	39	33	33	25	31	34	30	48	63	50	30	21	35	45	40	40	32	41	41	37	40
NET FAVOURABILITY	-4	-9	-6	15	2	-14	-6	-3	-1	-5	-9	2	-2	-8	-5	1	-4	-9	-7	15	-6

		20-21 Jun	13-14 Jul																				
Suella Braverman	Very favourable	4	3	7	0	1	1	6	3	2	1	1	4	5	3	2	3	3	2	2	3	3	2
	Somewhat favourable	9	10	24	2	3	5	20	12	9	8	6	11	19	10	11	11	12	6	10	12	10	11
	TOTAL FAVOURABLE	13	13	31	2	4	6	26	15	11	9	7	15	24	13	13	14	15	8	12	15	13	13
	Somewhat unfavourable	15	16	23	10	16	15	22	17	16	8	15	19	20	16	16	17	17	13	16	19	13	18
	Very unfavourable	42	40	18	69	63	58	24	44	36	31	43	41	37	43	35	39	40	50	41	33	47	36
	TOTAL UNFAVOURABLE	57	56	41	79	79	73	46	61	52	39	58	60	57	59	51	56	57	63	57	52	60	54
	Don't know	30	31	29	19	18	21	29	24	38	52	36	25	19	28	35	31	29	28	31	33	27	32
	NET FAVOURABILITY	-44	-43	-10	-77	-75	-67	-20	-46	-41	-30	-51	-45	-33	-46	-38	-42	-42	-55	-45	-37	-47	-41

Sample Size: 2151 adults in GB
Fieldwork: 13th - 14th July 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	2151	706	521	183	758	801	1041	1110	226	888	531	505	1226	925	1856	108	187	518	357	260	721	
Unweighted Sample	2151	739	525	184	862	867	945	1206	149	819	564	619	1288	863	1863	110	178	539	387	172	765	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	14-15 May	13-14 Jul																				
Wes Streeting																						
Very favourable	3	2	1	6	1	5	1	2	2	1	1	3	3	2	1	2	3	0	1	1	4	3
Somewhat favourable	9	8	7	15	15	13	6	11	6	7	7	7	12	10	6	9	4	6	8	8	14	8
TOTAL FAVOURABLE	12	10	8	21	16	18	7	13	8	8	8	10	15	12	7	11	7	6	9	9	18	11
Somewhat unfavourable	9	7	9	6	12	8	9	9	6	4	4	10	11	7	7	7	8	9	7	6	8	7
Very unfavourable	9	10	10	10	7	6	12	12	8	9	10	12	8	8	12	9	11	16	11	9	7	9
TOTAL UNFAVOURABLE	18	17	19	16	19	14	21	21	14	13	14	22	19	15	19	16	19	25	18	15	15	16
Don't know	70	73	74	64	65	68	72	67	79	80	78	68	66	72	74	73	74	69	72	76	68	74
NET FAVOURABILITY	-6	-7	-11	5	-3	4	-14	-8	-6	-5	-6	-12	-4	-3	-12	-5	-12	-19	-9	-6	3	-5

*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.