

YouGov Survey Results

Sample Size: 2015 adults in GB
Fieldwork: 11th - 12th June 2024

	Westminster VI					Vote in 2019 GE			EU Ref 2016		Gender		Age				Social Grade		
	Total	Con	Lab	Lib Dem	Reform UK	Don't know	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE
Weighted Sample	2015	258	635	176	293	232	659	488	171	710	750	975	1040	212	832	498	474	1149	866
Unweighted Sample	2015	278	611	187	288	253	693	464	187	820	755	894	1121	137	860	540	478	1244	771
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	4-5 Jun	11-12 Jun																		
Do you have a favourable or unfavourable opinion of the following?																				
Conservatives																				
Very favourable	4	5	30	0	0	1	2	10	1	2	4	6	4	5	4	3	6	8	4	6
Somewhat favourable	17	16	59	2	9	22	24	35	1	7	8	27	16	16	12	10	18	26	17	14
TOTAL FAVOURABLE	21	21	89	2	9	23	26	45	2	9	12	33	20	21	16	13	24	34	21	20
Somewhat unfavourable	19	17	6	12	24	31	26	24	8	21	14	23	19	16	11	17	19	19	18	17
Very unfavourable	52	53	2	84	65	42	23	24	88	67	69	37	56	50	61	60	50	39	54	51
TOTAL UNFAVOURABLE	71	70	8	96	89	73	49	48	96	88	83	60	75	66	72	77	69	58	72	68
Don't know	7	9	3	2	2	4	24	6	3	4	5	7	6	12	11	11	6	8	7	12
NET FAVOURABILITY	-50	-49	81	-94	-80	-50	-23	-3	-94	-79	-71	-27	-55	-45	-56	-64	-45	-24	-51	-48
Labour																				
Very favourable	11	13	1	35	11	1	0	3	31	17	20	6	13	12	11	11	16	12	13	12
Somewhat favourable	31	31	5	57	47	9	22	13	49	51	43	16	30	31	37	39	25	18	34	25
TOTAL FAVOURABLE	42	44	6	92	58	10	22	16	80	68	63	22	43	43	48	50	41	30	47	37
Somewhat unfavourable	22	17	22	6	18	17	27	22	11	15	16	17	17	16	21	15	19	17	18	16
Very unfavourable	28	30	69	1	18	70	27	56	6	11	15	54	32	28	17	22	35	44	27	34
TOTAL UNFAVOURABLE	50	47	91	7	36	87	54	78	17	26	31	71	49	44	38	37	54	61	45	50
Don't know	8	10	4	2	6	3	24	6	3	6	6	6	7	12	14	12	6	8	8	13
NET FAVOURABILITY	-8	-3	-85	85	22	-77	-32	-62	63	42	32	-49	-6	-1	10	13	-13	-31	2	-13
Rishi Sunak																				
Very favourable	4	4	23	1	0	1	1	8	1	1	3	6	3	4	3	2	4	7	3	5
Somewhat favourable	20	17	53	5	17	16	28	33	4	13	12	24	16	18	10	11	21	26	18	15
TOTAL FAVOURABLE	24	21	76	6	17	17	29	41	5	14	15	30	19	22	13	13	25	33	21	20
Somewhat unfavourable	21	22	16	19	29	34	29	27	16	29	21	26	22	22	14	22	24	22	23	20
Very unfavourable	49	50	6	75	52	47	22	28	78	54	59	40	53	47	64	56	45	39	50	50
TOTAL UNFAVOURABLE	70	72	22	94	81	81	51	55	94	83	80	66	75	69	78	78	69	61	73	70
Don't know	7	7	2	1	2	2	20	4	1	4	4	5	5	9	9	8	6	5	6	9
NET FAVOURABILITY	-46	-51	54	-88	-64	-64	-22	-14	-89	-69	-65	-36	-56	-47	-65	-65	-44	-28	-52	-50

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	Country			Region in England				
	Total	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	2015	1739	101	175	486	334	244	675
Unweighted Sample	2015	1749	107	159	485	343	189	732
	%	%	%	%	%	%	%	%

	4-5 Jun	11-12 Jun							
Do you have a favourable or unfavourable opinion of the following?									
Conservatives									
Very favourable	4	5	5	1	7	3	6	4	6
Somewhat favourable	17	16	16	17	14	15	15	15	18
TOTAL FAVOURABLE	21	21	21	18	21	18	21	19	24
Somewhat unfavourable	19	17	17	17	16	16	17	14	20
Very unfavourable	52	53	52	56	57	56	51	59	47
TOTAL UNFAVOURABLE	71	70	69	73	73	72	68	73	67
Don't know	7	9	9	8	6	10	11	8	9
NET FAVOURABILITY	-50	-49	-48	-55	-52	-54	-47	-54	-43
Labour									
Very favourable	11	13	13	17	10	14	12	17	11
Somewhat favourable	31	31	31	31	28	31	26	37	31
TOTAL FAVOURABLE	42	44	44	48	38	45	38	54	42
Somewhat unfavourable	22	17	16	15	24	15	15	16	18
Very unfavourable	28	30	30	28	30	29	36	21	31
TOTAL UNFAVOURABLE	50	47	46	43	54	44	51	37	49
Don't know	8	10	10	8	8	11	11	8	10
NET FAVOURABILITY	-8	-3	-2	5	-16	1	-13	17	-7
Rishi Sunak									
Very favourable	4	4	4	1	4	2	4	5	5
Somewhat favourable	20	17	17	15	15	16	17	18	19
TOTAL FAVOURABLE	24	21	21	16	19	18	21	23	24
Somewhat unfavourable	21	22	22	24	16	20	23	20	24
Very unfavourable	49	50	49	52	60	55	48	51	45
TOTAL UNFAVOURABLE	70	72	71	76	76	75	71	71	69
Don't know	7	7	7	7	6	7	9	5	7
NET FAVOURABILITY	-46	-51	-50	-60	-57	-57	-50	-48	-45

Sample Size: 2015 adults in GB
Fieldwork: 11th - 12th June 2024

	Westminster VI					Vote in 2019 GE			EU Ref 2016		Gender		Age				Social Grade		
	Total	Con	Lab	Lib Dem	Reform UK	Don't know	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE
Weighted Sample	2015	258	635	176	293	232	659	488	171	710	750	975	1040	212	832	498	474	1149	866
Unweighted Sample	2015	278	611	187	288	253	693	464	187	820	755	894	1121	137	860	540	478	1244	771
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Keir Starmer

Very favourable	7	9	1	22	13	0	0	2	19	16	15	4	10	7	7	8	10	9	9	8
Somewhat favourable	29	30	10	61	45	8	15	15	49	52	42	17	32	29	33	36	29	19	35	24
TOTAL FAVOURABLE	36	39	11	83	58	8	15	17	68	68	57	21	42	36	40	44	39	28	44	32
Somewhat unfavourable	23	21	27	12	19	25	35	26	18	15	19	23	20	22	25	19	20	23	21	22
Very unfavourable	30	30	59	2	18	64	27	52	9	10	16	50	32	28	21	23	34	42	27	34
TOTAL UNFAVOURABLE	53	51	86	14	37	89	62	78	27	25	35	73	52	50	46	42	54	65	48	56
Don't know	10	10	5	3	5	2	23	5	5	7	7	6	6	13	14	13	6	7	9	12
NET FAVOURABILITY	-17	-12	-75	69	21	-81	-47	-61	41	43	22	-52	-10	-14	-6	2	-15	-37	-4	-24

Jeremy Hunt

	29-30 May	11-12 Jun																		
Very favourable	2	3	12	1	1	2	2	5	2	2	3	3	3	2	3	1	3	4	3	2
Somewhat favourable	15	12	39	4	13	11	15	23	2	10	11	17	13	11	7	7	15	21	13	11
TOTAL FAVOURABLE	17	15	51	5	14	13	17	28	4	12	14	20	16	13	10	8	18	25	16	13
Somewhat unfavourable	21	23	19	24	34	26	29	27	21	32	23	25	24	22	18	23	24	25	24	22
Very unfavourable	39	41	11	54	46	48	18	28	62	44	52	37	46	37	33	47	40	35	43	39
TOTAL UNFAVOURABLE	60	64	30	78	80	74	47	55	83	76	75	62	70	59	51	70	64	60	67	61
Don't know	23	21	19	18	7	13	36	17	13	12	12	18	13	28	40	22	17	14	17	26
NET FAVOURABILITY	-43	-49	21	-73	-66	-61	-30	-27	-79	-64	-61	-42	-54	-46	-41	-62	-46	-35	-51	-48

Rachel Reeves

Very favourable	5	5	0	13	7	1	1	1	13	13	11	2	6	4	1	4	8	7	7	3
Somewhat favourable	14	16	9	28	29	6	12	10	27	27	26	11	18	14	14	16	19	15	18	14
TOTAL FAVOURABLE	19	21	9	41	36	7	13	11	40	40	37	13	24	18	15	20	27	22	25	17
Somewhat unfavourable	12	12	17	6	13	22	11	17	8	8	9	16	16	8	7	9	14	17	13	11
Very unfavourable	15	15	29	3	4	38	11	26	6	4	9	26	18	13	12	11	17	23	14	18
TOTAL UNFAVOURABLE	27	27	46	9	17	60	22	43	14	12	18	42	34	21	19	20	31	40	27	29
Don't know	54	51	44	50	47	34	65	45	45	48	45	45	42	60	66	60	43	38	49	54
NET FAVOURABILITY	-8	-6	-37	32	19	-53	-9	-32	26	28	19	-29	-10	-3	-4	0	-4	-18	-2	-12

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Weighted Sample	2015	1739	101	175	486	334	244	675
Unweighted Sample	2015	1749	107	159	485	343	189	732
	%	%	%	%	%	%	%	%

Keir Starmer

Very favourable	7	9	9	13	6	9	9	11	7
Somewhat favourable	29	30	30	27	30	29	26	40	30
TOTAL FAVOURABLE	36	39	39	40	36	38	35	51	37
Somewhat unfavourable	23	21	21	20	22	21	19	20	22
Very unfavourable	30	30	30	29	33	30	36	21	30
TOTAL UNFAVOURABLE	53	51	51	49	55	51	55	41	52
Don't know	10	10	10	12	9	10	11	7	10
NET FAVOURABILITY	-17	-12	-12	-9	-19	-13	-20	10	-15

Jeremy Hunt

	29-30 May	11-12 Jun	Country		Region in England				
			England	Wales	Scotland	North	Midlands	London	Rest of South
Very favourable	2	3	3	0	2	3	2	3	3
Somewhat favourable	15	12	12	14	12	10	9	11	15
TOTAL FAVOURABLE	17	15	15	14	14	13	11	14	18
Somewhat unfavourable	21	23	23	24	22	24	21	22	24
Very unfavourable	39	41	40	37	48	41	45	41	37
TOTAL UNFAVOURABLE	60	64	63	61	70	65	66	63	61
Don't know	23	21	21	25	16	22	22	22	20
NET FAVOURABILITY	-43	-49	-48	-47	-56	-52	-55	-49	-43

Rachel Reeves

Very favourable	5	5	5	6	4	6	3	7	5
Somewhat favourable	14	16	16	15	16	15	17	21	16
TOTAL FAVOURABLE	19	21	21	21	20	21	20	28	21
Somewhat unfavourable	12	12	12	9	14	11	11	13	13
Very unfavourable	15	15	16	10	17	20	19	11	13
TOTAL UNFAVOURABLE	27	27	28	19	31	31	30	24	26
Don't know	54	51	51	61	49	48	50	49	54
NET FAVOURABILITY	-8	-6	-7	2	-11	-10	-10	4	-5

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	Westminster VI					Vote in 2019 GE			EU Ref 2016		Gender		Age				Social Grade		
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Weighted Sample	2015	258	635	176	293	232	659	488	171	710	750	975	1040	212	832	498	474	1149	866
Unweighted Sample	2015	278	611	187	288	253	693	464	187	820	755	894	1121	137	860	540	478	1244	771
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	12-14 Apr	11-12 Jun																		
James Cleverly																				
Very favourable	1	1	3	1	0	1	1	2	1	0	1	2	2	0	1	1	1	2	1	1
Somewhat favourable	11	10	31	5	8	14	10	21	3	7	10	16	13	8	4	6	14	17	11	10
TOTAL FAVOURABLE	12	11	34	6	8	15	11	23	4	7	11	18	15	8	5	7	15	19	12	11
Somewhat unfavourable	17	17	17	20	19	25	14	20	17	25	19	19	20	15	13	14	18	24	18	17
Very unfavourable	23	25	9	34	32	21	12	14	41	31	35	18	29	21	25	26	27	22	25	24
TOTAL UNFAVOURABLE	40	42	26	54	51	46	26	34	58	56	54	37	49	36	38	40	45	46	43	41
Don't know	48	47	41	41	41	39	62	43	39	36	37	45	36	57	58	54	41	36	46	48
NET FAVOURABILITY	-28	-31	8	-48	-43	-31	-15	-11	-54	-49	-43	-19	-34	-28	-33	-33	-30	-27	-31	-30
Yvette Cooper																				
Very favourable	5	6	0	15	9	1	1	1	15	14	13	2	6	6	2	4	10	6	8	4
Somewhat favourable	15	14	9	23	26	4	15	10	24	23	23	10	16	12	8	13	15	18	17	11
TOTAL FAVOURABLE	20	20	9	38	35	5	16	11	39	37	36	12	22	18	10	17	25	24	25	15
Somewhat unfavourable	14	13	23	9	11	19	13	21	8	9	12	19	16	11	10	9	17	18	13	14
Very unfavourable	16	15	28	3	5	39	7	26	5	3	8	26	18	13	9	11	18	22	13	18
TOTAL UNFAVOURABLE	30	28	51	12	16	58	20	47	13	12	20	45	34	24	19	20	35	40	26	32
Don't know	50	51	39	50	49	37	65	42	47	50	43	44	44	58	72	62	40	35	50	54
NET FAVOURABILITY	-10	-8	-42	26	19	-53	-4	-36	26	25	16	-33	-12	-6	-9	-3	-10	-16	-1	-17

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	%	%	%	%	%	%	%	%

	12-14 Apr	11-12 Jun							
James Cleverly									
Very favourable	1	1	1	0	2	0	2	1	1
Somewhat favourable	11	10	10	8	10	7	9	12	13
TOTAL FAVOURABLE	12	11	11	8	12	7	11	13	14
Somewhat unfavourable	17	17	18	15	11	19	20	21	15
Very unfavourable	23	25	25	18	32	29	26	24	21
TOTAL UNFAVOURABLE	40	42	43	33	43	48	46	45	36
Don't know	48	47	46	60	45	45	43	42	50
NET FAVOURABILITY	-28	-31	-32	-25	-31	-41	-35	-32	-22
Yvette Cooper									
Very favourable	5	6	6	11	3	6	4	9	6
Somewhat favourable	15	14	15	10	14	15	13	13	15
TOTAL FAVOURABLE	20	20	21	21	17	21	17	22	21
Somewhat unfavourable	14	13	13	13	16	12	17	11	13
Very unfavourable	16	15	15	11	19	18	18	12	12
TOTAL UNFAVOURABLE	30	28	28	24	35	30	35	23	25
Don't know	50	51	51	55	49	48	48	55	54
NET FAVOURABILITY	-10	-8	-7	-3	-18	-9	-18	-1	-4

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Weighted Sample	2015	258	635	176	293	232	659	488	171	710	750	975	1040	212	832	498	474	1149	866
Unweighted Sample	2015	278	611	187	288	253	693	464	187	820	755	894	1121	137	860	540	478	1244	771
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

		29-30 May	11-12 Jun																		
Angela Rayner																					
	Very favourable	9	11	0	25	18	2	2	3	28	17	20	5	12	10	7	13	12	9	14	7
	Somewhat favourable	17	19	5	33	33	6	11	9	33	32	28	11	21	17	19	20	20	15	21	16
	TOTAL FAVOURABLE	26	30	5	58	51	8	13	12	61	49	48	16	33	27	26	33	32	24	35	23
	Somewhat unfavourable	14	14	14	10	16	15	21	16	12	15	14	16	15	13	11	13	17	15	13	15
	Very unfavourable	26	25	59	3	11	58	22	49	4	9	14	43	28	22	15	17	29	39	24	26
	TOTAL UNFAVOURABLE	40	39	73	13	27	73	43	65	16	24	28	59	43	35	26	30	46	54	37	41
	Don't know	34	31	22	28	22	18	45	23	23	27	23	25	24	38	49	38	22	21	28	36
	NET FAVOURABILITY	-14	-9	-68	45	24	-65	-30	-53	45	25	20	-43	-10	-8	0	3	-14	-30	-2	-18

		4-5 Jun	11-12 Jun																		
Nigel Farage																					
	Very favourable	10	13	13	2	3	63	2	26	1	3	2	27	15	10	11	8	14	19	10	16
	Somewhat favourable	16	16	37	8	6	29	19	30	6	4	7	29	19	14	8	12	19	25	13	20
	TOTAL FAVOURABLE	26	29	50	10	9	92	21	56	7	7	9	56	34	24	19	20	33	44	23	36
	Somewhat unfavourable	14	13	20	11	11	4	20	15	8	11	9	15	10	16	18	10	17	12	12	14
	Very unfavourable	50	48	25	75	74	2	36	22	80	78	77	23	50	47	50	58	44	36	57	37
	TOTAL UNFAVOURABLE	64	61	45	86	85	6	56	37	88	89	86	38	60	63	68	68	61	48	69	51
	Don't know	10	10	5	4	6	1	22	7	4	4	5	7	7	13	14	12	6	8	8	12
	NET FAVOURABILITY	-38	-32	5	-76	-76	86	-35	19	-81	-82	-77	18	-26	-39	-49	-48	-28	-4	-46	-15

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	%	%	%	%	%	%	%	%

	29-30 May	11-12 Jun							
Angela Rayner									
Very favourable	9	11	12	7	9	13	8	14	11
Somewhat favourable	17	19	19	19	22	18	18	21	19
TOTAL FAVOURABLE	26	30	31	26	31	31	26	35	30
Somewhat unfavourable	14	14	14	15	16	13	14	18	13
Very unfavourable	26	25	25	21	21	26	28	19	25
TOTAL UNFAVOURABLE	40	39	39	36	37	39	42	37	38
Don't know	34	31	31	38	33	31	31	29	31
NET FAVOURABILITY	-14	-9	-8	-10	-6	-8	-16	-2	-8

	4-5 Jun	11-12 Jun							
Nigel Farage									
Very favourable	10	13	13	11	12	12	16	12	12
Somewhat favourable	16	16	16	19	12	16	19	14	16
TOTAL FAVOURABLE	26	29	29	30	24	28	35	26	28
Somewhat unfavourable	14	13	13	17	12	15	9	11	14
Very unfavourable	50	48	48	45	53	48	47	56	46
TOTAL UNFAVOURABLE	64	61	61	62	65	63	56	67	60
Don't know	10	10	10	7	12	9	10	7	12
NET FAVOURABILITY	-38	-32	-32	-32	-41	-35	-21	-41	-32

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	Total	Con	Lab	Lib Dem	Reform UK	Don't know	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE
Weighted Sample	2015	258	635	176	293	232	659	488	171	710	750	975	1040	212	832	498	474	1149	866
Unweighted Sample	2015	278	611	187	288	253	693	464	187	820	755	894	1121	137	860	540	478	1244	771
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

		10-12 May	11-12 Jun																		
Penny Mordaunt	Very favourable	5	5	22	1	4	8	4	12	1	3	4	9	6	5	4	3	6	10	5	6
	Somewhat favourable	18	18	40	11	17	32	20	35	8	14	15	27	20	17	7	12	21	31	19	17
	TOTAL FAVOURABLE	23	23	62	12	21	40	24	47	9	17	19	36	26	22	11	15	27	41	24	23
	Somewhat unfavourable	18	18	11	22	27	19	16	16	21	28	24	17	21	16	16	18	21	16	20	15
	Very unfavourable	20	24	6	34	28	20	10	11	42	24	33	18	27	20	19	26	25	20	25	21
	TOTAL UNFAVOURABLE	38	42	17	56	55	39	26	27	63	52	57	35	48	36	35	44	46	36	45	36
	Don't know	40	35	22	33	25	20	51	25	28	31	24	29	26	43	54	40	28	23	30	41
	NET FAVOURABILITY	-15	-19	45	-44	-34	1	-2	20	-54	-35	-38	1	-22	-14	-24	-29	-19	5	-21	-13
Kemi Badenoch	Very favourable	3	2	5	1	1	6	1	5	0	1	1	4	3	2	2	2	3	3	3	2
	Somewhat favourable	8	9	17	2	7	24	8	17	2	6	6	15	10	7	4	6	10	15	9	8
	TOTAL FAVOURABLE	11	11	22	3	8	30	9	22	2	7	7	19	13	9	6	8	13	18	12	10
	Somewhat unfavourable	12	10	15	10	16	10	8	13	9	16	11	12	12	9	7	7	12	15	10	10
	Very unfavourable	22	24	9	36	31	15	9	12	43	34	35	16	29	18	18	27	25	19	26	20
	TOTAL UNFAVOURABLE	34	34	24	46	47	25	17	25	52	50	46	28	41	27	25	34	37	34	36	30
	Don't know	56	56	54	51	44	45	74	53	46	44	46	53	47	64	71	59	51	48	52	61
	NET FAVOURABILITY	-23	-23	-2	-43	-39	5	-8	-3	-50	-43	-39	-9	-28	-18	-19	-26	-24	-16	-24	-20
Suella Braverman	Very favourable	5	5	11	1	2	16	0	10	1	0	2	9	5	4	3	3	6	7	4	6
	Somewhat favourable	10	11	24	2	2	34	9	24	1	2	4	22	14	8	4	7	11	21	10	12
	TOTAL FAVOURABLE	15	16	35	3	4	50	9	34	2	2	6	31	19	12	7	10	17	28	14	18
	Somewhat unfavourable	14	13	23	9	15	12	22	21	7	12	11	18	14	13	7	10	17	19	14	13
	Very unfavourable	44	45	18	68	64	19	27	22	75	68	65	27	49	41	49	52	43	32	50	38
	TOTAL UNFAVOURABLE	58	58	41	77	79	31	49	43	82	80	76	45	63	54	56	62	60	51	64	51
	Don't know	27	27	25	20	17	19	42	23	16	17	17	24	18	35	38	29	23	21	22	32
	NET FAVOURABILITY	-43	-42	-6	-74	-75	19	-40	-9	-80	-78	-70	-14	-44	-42	-49	-52	-43	-23	-50	-33

Sample Size: 2015 adults in GB
Fieldwork: 11th - 12th June 2024

	Country			Region in England				
	Total	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	2015	1739	101	175	486	334	244	675
Unweighted Sample	2015	1749	107	159	485	343	189	732
	%	%	%	%	%	%	%	%

	10-12 May	11-12 Jun							
Penny Mordaunt									
Very favourable	5	5	5	5	8	5	4	4	6
Somewhat favourable	18	18	19	17	12	17	19	16	21
TOTAL FAVOURABLE	23	23	24	22	20	22	23	20	27
Somewhat unfavourable	18	18	18	17	17	18	17	19	18
Very unfavourable	20	24	23	20	30	26	24	27	19
TOTAL UNFAVOURABLE	38	42	41	37	47	44	41	46	37
Don't know	40	35	34	41	33	34	35	33	35
NET FAVOURABILITY	-15	-19	-17	-15	-27	-22	-18	-26	-10
Kemi Badenoch									
Very favourable	3	2	2	0	1	2	3	2	3
Somewhat favourable	8	9	9	8	7	9	9	11	8
TOTAL FAVOURABLE	11	11	11	8	8	11	12	13	11
Somewhat unfavourable	12	10	10	9	9	10	11	11	10
Very unfavourable	22	24	23	20	34	25	22	25	21
TOTAL UNFAVOURABLE	34	34	33	29	43	35	33	36	31
Don't know	56	56	56	64	49	55	55	50	59
NET FAVOURABILITY	-23	-23	-22	-21	-35	-24	-21	-23	-20
Suella Braverman									
Very favourable	5	5	4	5	5	3	5	6	5
Somewhat favourable	10	11	11	3	11	12	13	8	11
TOTAL FAVOURABLE	15	16	15	8	16	15	18	14	16
Somewhat unfavourable	14	13	13	18	11	15	12	13	13
Very unfavourable	44	45	44	43	51	41	42	55	43
TOTAL UNFAVOURABLE	58	58	57	61	62	56	54	68	56
Don't know	27	27	27	32	21	29	28	19	28
NET FAVOURABILITY	-43	-42	-42	-53	-46	-41	-36	-54	-40

Sample Size: 2015 adults in GB
Fieldwork: 11th - 12th June 2024

	Westminster VI					Vote in 2019 GE			EU Ref 2016		Gender		Age				Social Grade		
	Total	Con	Lab	Lib Dem	Reform UK	Don't know	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE
Weighted Sample	2015	258	635	176	293	232	659	488	171	710	750	975	1040	212	832	498	474	1149	866
Unweighted Sample	2015	278	611	187	288	253	693	464	187	820	755	894	1121	137	860	540	478	1244	771
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

		23-24 May	11-12 Jun																		
Liberal Democrats	Very favourable	3	5	1	5	36	1	1	2	5	27	9	2	4	6	4	6	5	5	6	4
	Somewhat favourable	28	32	20	46	58	9	29	21	46	51	45	20	32	32	35	34	29	29	37	25
	TOTAL FAVOURABLE	31	37	21	51	94	10	30	23	51	78	54	22	36	38	39	40	34	34	43	29
	Somewhat unfavourable	26	25	32	27	3	30	27	29	27	9	23	29	27	23	21	22	29	25	24	26
	Very unfavourable	24	22	37	11	1	52	10	36	11	3	12	37	26	17	15	17	24	30	19	25
	TOTAL UNFAVOURABLE	50	47	69	38	4	82	37	65	38	12	35	66	53	40	36	39	53	55	43	51
	Don't know	18	17	10	11	1	9	33	12	10	9	11	11	11	22	26	20	13	10	14	21
	NET FAVOURABILITY	-19	-10	-48	13	90	-72	-7	-42	13	66	19	-44	-17	-2	3	1	-19	-21	0	-22
Green party	Very favourable	9	9	1	15	13	1	2	2	18	14	15	4	7	12	13	12	7	6	12	6
	Somewhat favourable	31	32	18	49	57	12	23	18	51	53	47	18	33	31	35	36	31	24	36	26
	TOTAL FAVOURABLE	40	41	19	64	70	13	25	20	69	67	62	22	40	43	48	48	38	30	48	32
	Somewhat unfavourable	17	18	26	15	13	22	25	25	13	12	14	24	19	17	13	15	19	25	18	19
	Very unfavourable	24	22	42	7	8	57	15	41	6	8	11	38	29	16	16	17	26	30	19	26
	TOTAL UNFAVOURABLE	41	40	68	22	21	79	40	66	19	20	25	62	48	33	29	32	45	55	37	45
	Don't know	20	18	13	14	9	9	35	15	11	13	12	15	13	24	23	20	17	15	15	22
	NET FAVOURABILITY	-1	1	-49	42	49	-66	-15	-46	50	47	37	-40	-8	10	19	16	-7	-25	11	-13

		4-5 Jun	11-12 Jun																		
Reform UK	Very favourable	8	12	9	1	0	67	1	24	1	3	3	25	14	10	9	8	15	16	10	15
	Somewhat favourable	15	15	32	8	8	31	14	26	5	6	6	26	17	13	11	11	17	21	13	18
	TOTAL FAVOURABLE	23	27	41	9	8	98	15	50	6	9	9	51	31	23	20	19	32	37	23	33
	Somewhat unfavourable	14	11	20	9	12	2	15	15	6	6	9	14	10	12	9	8	13	15	10	11
	Very unfavourable	44	45	23	70	70	0	31	20	77	74	71	21	48	42	51	52	43	32	53	34
	TOTAL UNFAVOURABLE	58	56	43	79	82	2	46	35	83	80	80	35	58	54	60	60	56	47	63	45
	Don't know	19	18	15	12	9	0	38	14	11	11	12	14	12	23	21	21	13	16	15	22
	NET FAVOURABILITY	-35	-29	-2	-70	-74	96	-31	15	-77	-71	-71	16	-27	-31	-40	-41	-24	-10	-40	-12

Sample Size: 2015 adults in GB
Fieldwork: 11th - 12th June 2024

	Country			Region in England				
	Total	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	2015	1739	101	175	486	334	244	675
Unweighted Sample	2015	1749	107	159	485	343	189	732
	%	%	%	%	%	%	%	%

	23-24 May	11-12 Jun							
Liberal Democrats									
Very favourable	3	5	6	2	3	4	4	5	7
Somewhat favourable	28	32	31	32	35	26	27	38	35
TOTAL FAVOURABLE	31	37	37	34	38	30	31	43	42
Somewhat unfavourable	26	25	24	33	25	25	25	26	22
Very unfavourable	24	22	22	18	23	27	25	16	19
TOTAL UNFAVOURABLE	50	47	46	51	48	52	50	42	41
Don't know	18	17	17	15	14	18	19	15	16
NET FAVOURABILITY	-19	-10	-9	-17	-10	-22	-19	1	1
Green party									
Very favourable	9	9	10	6	10	11	7	7	11
Somewhat favourable	31	32	32	31	31	30	29	43	31
TOTAL FAVOURABLE	40	41	42	37	41	41	36	50	42
Somewhat unfavourable	17	18	18	22	16	20	20	14	18
Very unfavourable	24	22	21	20	32	23	23	19	20
TOTAL UNFAVOURABLE	41	40	39	42	48	43	43	33	38
Don't know	20	18	19	22	11	16	21	18	20
NET FAVOURABILITY	-1	1	3	-5	-7	-2	-7	17	4
Reform UK									
Very favourable	8	12	12	11	9	14	15	8	11
Somewhat favourable	15	15	15	11	15	14	17	14	16
TOTAL FAVOURABLE	23	27	27	22	24	28	32	22	27
Somewhat unfavourable	14	11	10	15	12	10	11	6	12
Very unfavourable	44	45	45	37	51	45	40	53	44
TOTAL UNFAVOURABLE	58	56	55	52	63	55	51	59	56
Don't know	19	18	18	26	14	17	17	19	18
NET FAVOURABILITY	-35	-29	-28	-30	-39	-27	-19	-37	-29

Sample Size: 2015 adults in GB
Fieldwork: 11th - 12th June 2024

	Westminster VI					Vote in 2019 GE			EU Ref 2016		Gender		Age				Social Grade		
	Total	Con	Lab	Lib Dem	Reform UK	Don't know	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE
Weighted Sample	2015	258	635	176	293	232	659	488	171	710	750	975	1040	212	832	498	474	1149	866
Unweighted Sample	2015	278	611	187	288	253	693	464	187	820	755	894	1121	137	860	540	478	1244	771
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

		29-30 May	11-12 Jun																			
Wes Streeting																						
	Very favourable	3	3	1	8	2	1	0	1	9	3	6	2	4	3	1	2	5	4	4	2	
	Somewhat favourable	8	10	7	18	18	4	7	7	19	21	18	5	13	8	7	10	11	11	12	7	
	TOTAL FAVOURABLE	11	13	8	26	20	5	7	8	28	24	24	7	17	11	8	12	16	15	16	9	
	Somewhat unfavourable	10	11	16	8	10	19	10	14	8	8	9	14	13	9	8	8	12	16	10	11	
	Very unfavourable	12	12	14	5	6	23	6	15	9	4	9	16	14	10	15	11	12	13	11	13	
	TOTAL UNFAVOURABLE	22	23	30	13	16	42	16	29	17	12	18	30	27	19	23	19	24	29	21	24	
	Don't know	67	64	63	62	63	53	77	63	55	64	57	63	57	71	69	69	60	57	62	66	
	NET FAVOURABILITY	-11	-10	-22	13	4	-37	-9	-21	11	12	6	-23	-10	-8	-15	-7	-8	-14	-5	-15	

		19-20 Mar	11-12 Jun																			
Vaughan Gething																						
	Very favourable	1	1	1	1	0	1	0	0	1	1	1	0	1	0	0	0	1	1	1	1	
	Somewhat favourable	7	5	3	10	9	1	1	2	9	12	9	2	6	4	2	5	5	6	5	5	
	TOTAL FAVOURABLE	8	6	4	11	9	2	1	2	10	13	10	2	7	4	2	5	6	7	6	6	
	Somewhat unfavourable	7	11	11	13	12	14	9	11	14	10	13	12	15	8	8	9	12	16	13	10	
	Very unfavourable	10	13	19	5	3	30	10	21	5	5	7	21	17	9	9	9	17	15	11	16	
	TOTAL UNFAVOURABLE	17	24	30	18	15	44	19	32	19	15	20	33	32	17	17	18	29	31	24	26	
	Don't know	75	70	66	71	75	55	80	66	71	73	70	65	62	78	81	76	64	61	71	70	
	NET FAVOURABILITY	-9	-18	-26	-7	-6	-42	-18	-30	-9	-2	-10	-31	-25	-13	-15	-13	-23	-24	-18	-20	

Sample Size: 2015 adults in GB
Fieldwork: 11th - 12th June 2024

	Country			Region in England				
	Total	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	2015	1739	101	175	486	334	244	675
Unweighted Sample	2015	1749	107	159	485	343	189	732
	%	%	%	%	%	%	%	%

		29-30 May	11-12 Jun							
Wes Streeting										
	Very favourable	3	3	3	1	4	3	1	5	3
	Somewhat favourable	8	10	11	7	4	9	10	17	11
	TOTAL FAVOURABLE	11	13	14	8	8	12	11	22	14
	Somewhat unfavourable	10	11	10	13	14	11	11	11	9
	Very unfavourable	12	12	12	6	15	15	12	11	10
	TOTAL UNFAVOURABLE	22	23	22	19	29	26	23	22	19
	Don't know	67	64	63	73	64	61	65	56	67
	NET FAVOURABILITY	-11	-10	-8	-11	-21	-14	-12	0	-5

		19-20 Mar	11-12 Jun							
Vaughan Gething										
	Very favourable	1	1	1	4	0	0	1	1	1
	Somewhat favourable	7	5	4	19	5	5	3	6	4
	TOTAL FAVOURABLE	8	6	5	23	5	5	4	7	5
	Somewhat unfavourable	7	11	11	16	13	10	12	13	11
	Very unfavourable	10	13	11	35	14	14	12	9	10
	TOTAL UNFAVOURABLE	17	24	22	51	27	24	24	22	21
	Don't know	75	70	73	26	68	71	72	71	75
	NET FAVOURABILITY	-9	-18	-17	-28	-22	-19	-20	-15	-16

Sample Size: 2015 adults in GB
Fieldwork: 11th - 12th June 2024

	Westminster VI					Vote in 2019 GE			EU Ref 2016		Gender		Age				Social Grade		
	Total	Con	Lab	Lib Dem	Reform UK	Don't know	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE
Weighted Sample	2015	258	635	176	293	232	659	488	171	710	750	975	1040	212	832	498	474	1149	866
Unweighted Sample	2015	278	611	187	288	253	693	464	187	820	755	894	1121	137	860	540	478	1244	771
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

		29-30 May	11-12 Jun																		
Carla Denyer	Very favourable	1	3	2	3	5	1	0	1	4	5	3	2	2	3	4	3	3	1	3	2
	Somewhat favourable	3	7	4	10	11	3	2	4	13	7	11	3	8	5	9	7	5	6	8	4
	TOTAL FAVOURABLE	4	10	6	13	16	4	2	5	17	12	14	5	10	8	13	10	8	7	11	6
	Somewhat unfavourable	6	5	7	7	6	6	4	7	7	2	6	6	7	4	7	4	6	7	5	6
	Very unfavourable	8	7	10	2	2	16	5	11	2	3	4	12	10	5	6	6	8	9	6	9
	TOTAL UNFAVOURABLE	14	12	17	9	8	22	9	18	9	5	10	18	17	9	13	10	14	16	11	15
Don't know	82	78	78	79	77	74	89	77	74	84	77	78	74	82	74	80	78	77	78	78	
NET FAVOURABILITY	-10	-2	-11	4	8	-18	-7	-13	8	7	4	-13	-7	-1	0	0	-6	-9	0	-9	
Richard Tice	Very favourable	3	3	3	0	0	19	0	7	0	1	1	7	5	2	3	2	4	5	3	4
	Somewhat favourable	7	7	8	2	6	31	2	14	2	1	3	13	9	5	6	5	8	11	7	8
	TOTAL FAVOURABLE	10	10	11	2	6	50	2	21	2	2	4	20	14	7	9	7	12	16	10	12
	Somewhat unfavourable	6	7	11	5	4	9	6	9	4	5	5	9	8	5	7	4	7	10	6	7
	Very unfavourable	18	21	11	30	29	7	11	9	35	34	32	12	25	17	21	21	21	20	23	18
	TOTAL UNFAVOURABLE	24	28	22	35	33	16	17	18	39	39	37	21	33	22	28	25	28	30	29	25
Don't know	66	62	68	62	61	34	81	61	58	58	59	59	53	71	63	68	60	54	61	64	
NET FAVOURABILITY	-14	-18	-11	-33	-27	34	-15	3	-37	-37	-33	-1	-19	-15	-19	-18	-16	-14	-19	-13	

*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.

Sample Size: 2015 adults in GB
Fieldwork: 11th - 12th June 2024

	Country			Region in England				
	Total	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	2015	1739	101	175	486	334	244	675
Unweighted Sample	2015	1749	107	159	485	343	189	732
	%	%	%	%	%	%	%	%

	29-30 May	11-12 Jun							
Carla Denyer									
Very favourable	1	3	3	1	2	2	2	6	3
Somewhat favourable	3	7	7	3	7	7	8	7	6
TOTAL FAVOURABLE	4	10	10	4	9	9	10	13	9
Somewhat unfavourable	6	5	5	7	6	6	6	6	4
Very unfavourable	8	7	7	4	12	8	8	6	6
TOTAL UNFAVOURABLE	14	12	12	11	18	14	14	12	10
Don't know	82	78	78	85	74	77	77	75	80
NET FAVOURABILITY	-10	-2	-2	-7	-9	-5	-4	1	-1
Richard Tice									
Very favourable	3	3	3	3	6	4	5	2	2
Somewhat favourable	7	7	8	4	5	8	10	6	7
TOTAL FAVOURABLE	10	10	11	7	11	12	15	8	9
Somewhat unfavourable	6	7	7	5	3	7	8	7	6
Very unfavourable	18	21	20	15	30	20	20	28	17
TOTAL UNFAVOURABLE	24	28	27	20	33	27	28	35	23
Don't know	66	62	62	72	57	62	57	57	68
NET FAVOURABILITY	-14	-18	-16	-13	-22	-15	-13	-27	-14

*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.