

YouGov Survey Results

Sample Size: 2164 GB Adults
Fieldwork: 27th - 28th August 2024

	Vote in 2024 GE					EU Ref 2016		Gender		Age				Social Grade		Country			Region in England				
	Total	Con	Lab	Lib Dem	Reform UK	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South	
Weighted Sample	2164	389	556	199	234	762	806	1047	1117	227	894	534	509	1233	931	1872	104	188	513	355	262	742	
Unweighted Sample	2164	340	652	214	301	862	834	979	1185	152	866	538	608	1327	837	1854	123	187	535	375	216	728	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
	13 - 14 Aug	27 - 28 Aug																					
Do you have a favourable or unfavourable opinion of the following?																							
Keir Starmer																							
Very favourable	8	7	1	19	8	1	13	4	6	7	2	8	8	7	9	4	7	7	6	7	6	8	7
Somewhat favourable	30	28	8	52	49	3	43	13	30	27	39	35	26	15	33	22	28	28	29	24	25	36	30
TOTAL FAVOURABLE	38	35	9	71	57	4	56	17	36	34	41	43	34	22	42	26	35	35	35	31	31	44	37
Somewhat unfavourable	19	20	25	16	28	14	21	18	20	21	25	20	21	18	22	19	20	20	23	24	23	12	20
Very unfavourable	33	36	62	6	13	79	17	58	38	33	25	26	38	55	31	42	36	29	33	37	39	34	36
TOTAL UNFAVOURABLE	52	56	87	22	41	93	38	76	58	54	50	46	59	73	53	61	56	49	56	61	62	46	56
Don't know	10	9	4	6	2	3	6	7	6	11	10	11	8	5	6	12	8	15	9	8	8	10	8
NET FAVOURABILITY	-14	-21	-78	49	16	-89	18	-59	-22	-20	-9	-3	-25	-51	-11	-35	-21	-14	-21	-30	-31	-2	-19
Rachel Reeves																							
Very favourable	6	4	2	9	8	0	7	2	4	4	1	3	6	5	5	3	4	1	2	4	3	3	5
Somewhat favourable	16	17	6	35	27	2	27	10	20	14	14	19	19	13	21	12	17	19	16	16	13	24	17
TOTAL FAVOURABLE	22	21	8	44	35	2	34	12	24	18	15	22	25	18	26	15	21	20	18	20	16	27	22
Somewhat unfavourable	14	14	19	11	19	12	13	15	15	13	17	13	15	14	15	12	14	11	15	16	15	13	12
Very unfavourable	24	26	50	7	13	57	13	45	29	23	10	17	27	47	24	28	26	26	21	26	24	25	28
TOTAL UNFAVOURABLE	38	40	69	18	32	69	26	60	44	36	27	30	42	61	39	40	40	37	36	42	39	38	40
Don't know	41	40	24	38	34	29	41	27	31	47	58	49	34	21	35	46	39	43	47	38	44	35	38
NET FAVOURABILITY	-16	-19	-61	26	3	-67	8	-48	-20	-18	-12	-8	-17	-43	-13	-25	-19	-17	-18	-22	-23	-11	-18
Angela Rayner																							
Very favourable	9	8	1	20	12	1	15	4	9	8	7	9	9	7	10	5	8	5	9	11	5	11	7
Somewhat favourable	20	20	8	37	31	5	30	12	20	19	23	22	20	13	23	15	20	19	19	19	19	19	21
TOTAL FAVOURABLE	29	28	9	57	43	6	45	16	29	27	30	31	29	20	33	20	28	24	28	30	24	30	28
Somewhat unfavourable	14	15	17	12	18	14	15	15	17	13	11	14	16	16	14	15	15	15	14	17	16	14	12
Very unfavourable	28	28	58	5	13	64	13	49	31	25	15	16	31	50	27	28	28	29	24	26	27	25	31
TOTAL UNFAVOURABLE	42	43	75	17	31	78	28	64	48	38	26	30	47	66	41	43	43	44	38	43	43	39	43
Don't know	29	30	17	27	26	16	27	21	23	36	43	38	24	15	25	36	29	33	35	27	33	30	29
NET FAVOURABILITY	-13	-15	-66	40	12	-72	17	-48	-19	-11	4	1	-18	-46	-8	-23	-15	-20	-10	-13	-19	-9	-15
Yvette Cooper																							
Very favourable	5	4	1	10	9	0	9	2	5	4	0	3	7	6	5	3	4	2	4	6	4	4	4
Somewhat favourable	17	16	10	31	28	4	25	11	17	15	14	14	19	18	19	12	16	14	14	15	16	22	15
TOTAL FAVOURABLE	22	20	11	41	37	4	34	13	22	19	14	17	26	24	24	15	20	16	18	21	20	26	19
Somewhat unfavourable	14	13	20	10	18	12	14	15	16	10	14	11	14	16	14	12	13	13	16	13	13	12	14
Very unfavourable	20	21	35	6	6	52	9	37	25	18	13	14	24	34	20	23	21	28	16	21	19	21	22
TOTAL UNFAVOURABLE	34	34	55	16	24	64	23	52	41	28	27	25	38	50	34	35	34	41	32	34	32	33	36
Don't know	45	45	34	44	39	32	43	35	37	53	59	58	37	27	42	50	45	44	51	45	48	40	45
NET FAVOURABILITY	-12	-14	-44	25	13	-60	11	-39	-19	-9	-13	-8	-12	-26	-10	-20	-14	-25	-14	-13	-12	-7	-17

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
David Lammy																							
Very favourable	3	2	0	5	4	1	5	1	3	2	1	2	3	2	3	1	2	0	1	2	3	4	2
Somewhat favourable	12	13	6	24	22	2	21	7	15	10	13	13	15	10	16	8	13	10	12	11	11	20	12
TOTAL FAVOURABLE	15	15	6	29	26	3	26	8	18	12	14	15	18	12	19	9	15	10	13	13	14	24	14
Somewhat unfavourable	11	11	12	11	13	10	11	10	13	9	12	9	11	13	11	10	11	12	10	11	8	13	11
Very unfavourable	19	19	28	8	9	45	9	32	24	14	13	14	22	26	19	18	19	23	15	17	18	24	19
TOTAL UNFAVOURABLE	30	30	40	19	22	55	20	42	37	23	25	23	33	39	30	28	30	35	25	28	26	37	30
Don't know	55	56	54	53	52	42	54	49	45	66	62	62	50	49	50	63	55	56	62	58	61	39	56
NET FAVOURABILITY	-15	-15	-34	10	4	-52	6	-34	-19	-11	-11	-8	-15	-27	-11	-19	-15	-25	-12	-15	-12	-13	-16
Nigel Farage																							
Very favourable	11	11	11	2	1	55	2	21	14	8	8	9	12	14	10	12	11	12	9	10	12	8	12
Somewhat favourable	16	17	28	8	6	36	6	31	20	14	10	13	20	24	16	19	17	11	17	19	21	16	16
TOTAL FAVOURABLE	27	28	39	10	7	91	8	52	34	22	18	22	32	38	26	31	28	23	26	29	33	24	28
Somewhat unfavourable	13	13	23	9	9	4	10	16	11	14	13	10	14	17	12	14	13	13	11	11	14	12	14
Very unfavourable	51	51	34	77	81	2	79	28	49	54	58	59	48	40	59	42	51	50	54	54	45	58	50
TOTAL UNFAVOURABLE	64	64	57	86	90	6	89	44	60	68	71	69	62	57	71	56	64	63	65	65	59	70	64
Don't know	9	8	5	4	3	3	3	6	6	10	11	9	7	5	4	13	7	14	9	7	8	6	8
NET FAVOURABILITY	-37	-36	-18	-76	-83	85	-81	8	-26	-46	-53	-47	-30	-19	-45	-25	-36	-40	-39	-36	-26	-46	-36
Ed Davey																							
Very favourable	4	3	0	5	17	1	6	1	4	3	6	3	3	2	5	2	3	3	6	4	2	2	4
Somewhat favourable	20	22	14	35	43	10	31	16	26	18	26	19	23	24	24	19	22	29	16	20	20	27	23
TOTAL FAVOURABLE	24	25	14	40	60	11	37	17	30	21	32	22	26	26	29	21	25	32	22	24	22	29	27
Somewhat unfavourable	15	14	21	14	8	17	16	17	15	14	7	11	20	18	15	14	14	12	16	15	17	11	14
Very unfavourable	17	15	25	5	1	37	6	27	20	11	10	10	18	24	16	15	15	15	14	14	16	15	16
TOTAL UNFAVOURABLE	32	29	46	19	9	54	22	44	35	25	17	21	38	42	31	29	29	27	30	29	33	26	30
Don't know	44	45	40	41	30	35	41	39	34	55	52	56	37	32	41	50	45	41	48	47	45	45	43
NET FAVOURABILITY	-8	-4	-32	21	51	-43	15	-27	-5	-4	15	1	-12	-16	-2	-8	-4	5	-8	-5	-11	3	-3
Carla Denyer																							
Very favourable	3	2	0	2	3	0	3	1	3	1	8	2	2	1	3	2	2	2	2	4	2	4	2
Somewhat favourable	6	5	2	10	11	1	8	2	6	5	7	5	5	5	6	4	6	5	4	5	5	10	5
TOTAL FAVOURABLE	9	7	2	12	14	1	11	3	9	6	15	7	7	6	9	6	8	7	6	9	7	14	7
Somewhat unfavourable	6	4	6	3	5	6	4	5	6	3	7	4	4	5	4	4	4	3	6	4	5	4	4
Very unfavourable	8	7	8	4	2	12	3	10	10	4	7	6	7	9	6	8	7	10	4	8	5	7	7
TOTAL UNFAVOURABLE	14	11	14	7	7	18	7	15	16	7	14	10	11	14	10	12	11	13	10	12	10	11	11
Don't know	77	81	84	80	77	81	81	83	75	87	71	83	83	80	81	82	81	80	85	80	83	75	83
NET FAVOURABILITY	-5	-4	-12	5	7	-17	4	-12	-7	-1	1	-3	-4	-8	-1	-6	-3	-6	-4	-3	-3	3	-4
Adrian Ramsay																							
Very favourable	1	1	0	1	1	0	1	0	1	0	0	1	0	1	0	1	1	0	1	1	1	0	1
Somewhat favourable	3	3	1	4	5	1	4	1	4	2	8	2	2	3	3	2	3	3	3	2	3	6	3
TOTAL FAVOURABLE	4	4	1	5	6	1	5	1	5	2	8	3	2	4	3	3	4	3	4	3	4	6	4
Somewhat unfavourable	5	4	5	3	8	5	4	4	6	3	7	3	4	5	5	3	4	3	7	4	4	5	4
Very unfavourable	7	7	6	5	4	8	4	9	9	5	8	5	7	9	5	9	7	7	6	8	6	7	6
TOTAL UNFAVOURABLE	12	11	11	8	12	13	8	13	15	8	15	8	11	14	10	12	11	10	13	12	10	12	10
Don't know	84	86	87	87	82	86	88	85	81	90	78	89	87	82	86	85	86	87	84	85	87	82	87
NET FAVOURABILITY	-8	-7	-10	-3	-6	-12	-3	-12	-10	-6	-7	-5	-9	-10	-7	-9	-7	-7	-9	-9	-6	-6	-6

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Unweighted Sample	2164	340	652	214	301	862	834	979	1185	152	866	538	608	1327	837	1854	123	187	535	375	216	728	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Priti Patel																							
Very favourable	3	3	9	1	0	9	1	7	4	2	2	2	7	4	3	3	4	4	2	3	3	5	
Somewhat favourable	11	13	29	4	7	32	5	24	15	11	8	7	18	21	12	15	14	11	10	10	13	15	
TOTAL FAVOURABLE	14	16	38	5	7	41	6	31	19	13	10	9	20	28	16	18	17	15	14	12	16	19	20
Somewhat unfavourable	19	19	26	15	19	20	19	22	19	19	13	19	20	22	20	19	20	20	16	19	24	12	20
Very unfavourable	47	46	21	68	66	24	63	32	48	44	52	49	46	38	51	39	46	43	51	50	40	53	43
TOTAL UNFAVOURABLE	66	65	47	83	85	44	82	54	67	63	65	68	66	60	71	58	66	63	67	69	64	65	63
Don't know	20	18	15	12	8	15	12	15	13	23	25	23	14	12	14	24	18	22	20	20	20	16	16
NET FAVOURABILITY	-52	-49	-9	-78	-78	-3	-76	-23	-48	-50	-55	-59	-46	-32	-55	-40	-49	-48	-53	-57	-48	-46	-43
Kemi Badenoch																							
Very favourable	3	3	8	0	1	7	1	5	4	3	4	2	3	5	4	2	3	1	1	2	2	6	4
Somewhat favourable	10	10	26	3	4	18	6	17	9	10	3	5	11	19	10	9	10	9	6	8	9	12	11
TOTAL FAVOURABLE	13	13	34	3	5	25	7	22	13	13	7	7	14	24	14	11	13	10	7	10	11	18	15
Somewhat unfavourable	11	11	12	14	12	15	12	13	13	10	5	10	14	13	12	10	11	7	11	12	11	11	11
Very unfavourable	24	23	8	35	35	11	31	17	29	17	26	23	23	21	27	18	22	22	28	24	18	28	21
TOTAL UNFAVOURABLE	35	34	20	49	47	26	43	30	42	27	31	33	37	34	39	28	33	29	39	36	29	39	32
Don't know	52	53	45	48	48	49	50	49	45	61	62	60	49	42	48	61	53	61	54	55	60	43	52
NET FAVOURABILITY	-22	-21	14	-46	-42	-1	-36	-8	-29	-14	-24	-26	-23	-10	-25	-17	-20	-19	-32	-26	-18	-21	-17
James Cleverly																							
Very favourable	1	2	7	1	2	2	2	3	2	2	1	1	3	4	2	2	2	3	1	1	2	4	2
Somewhat favourable	13	14	33	7	11	18	10	21	16	12	7	9	17	20	15	12	14	12	11	11	15	15	15
TOTAL FAVOURABLE	14	16	40	8	13	20	12	24	18	14	8	10	20	24	17	14	16	15	12	12	17	19	17
Somewhat unfavourable	17	17	15	22	21	21	21	17	20	15	15	14	20	21	19	15	17	19	16	17	13	16	20
Very unfavourable	19	19	5	27	23	18	24	15	24	13	17	17	21	19	19	17	18	21	23	20	16	20	17
TOTAL UNFAVOURABLE	36	36	20	49	44	39	45	32	44	28	32	31	41	40	38	32	35	40	39	37	29	36	37
Don't know	49	48	40	44	43	40	43	44	38	58	60	58	40	36	44	54	49	44	49	50	54	45	46
NET FAVOURABILITY	-22	-20	20	-41	-31	-19	-33	-8	-26	-14	-24	-21	-21	-16	-21	-18	-19	-25	-27	-25	-12	-17	-20
Robert Jenrick																							
Very favourable	1	1	4	0	0	2	0	2	1	1	2	1	1	2	1	2	1	0	0	1	1	4	1
Somewhat favourable	7	7	18	2	4	12	3	13	7	6	3	4	8	13	8	6	7	6	4	6	9	6	8
TOTAL FAVOURABLE	8	8	22	2	4	14	3	15	8	7	5	5	9	15	9	8	8	6	4	7	10	10	9
Somewhat unfavourable	10	11	14	12	17	15	14	12	14	9	5	10	16	12	13	9	12	12	8	10	12	13	12
Very unfavourable	17	16	3	26	20	11	23	12	22	10	15	15	17	17	18	14	16	17	19	18	15	18	14
TOTAL UNFAVOURABLE	27	27	17	38	37	26	37	24	36	19	20	25	33	29	31	23	28	29	27	28	27	31	26
Don't know	64	64	60	59	58	60	60	60	55	73	75	71	57	56	60	70	64	65	70	64	63	59	65
NET FAVOURABILITY	-19	-19	5	-36	-33	-12	-34	-9	-28	-12	-15	-20	-24	-14	-22	-15	-20	-23	-23	-21	-17	-21	-17
Mel Stride																							
Very favourable	0	0	0	0	1	0	0	0	0	0	1	0	0	0	1	0	0	0	0	0	0	0	0
Somewhat favourable	4	4	7	3	2	5	2	6	4	3	3	2	5	5	4	4	4	5	5	3	2	6	4
TOTAL FAVOURABLE	4	4	7	3	3	5	2	6	4	3	4	2	5	5	5	4	4	5	5	3	2	6	4
Somewhat unfavourable	9	7	7	9	10	6	8	7	9	5	4	6	7	9	7	7	7	6	5	4	8	10	7
Very unfavourable	10	10	5	10	10	13	9	11	15	6	16	7	11	12	10	11	10	14	12	11	9	11	9
TOTAL UNFAVOURABLE	19	17	12	19	20	19	17	18	24	11	20	13	18	21	17	18	17	20	17	15	17	21	16
Don't know	77	79	80	78	76	76	81	76	72	86	76	84	76	73	79	79	79	75	78	81	81	73	79
NET FAVOURABILITY	-15	-13	-5	-16	-17	-14	-15	-12	-20	-8	-16	-11	-13	-16	-12	-14	-13	-15	-12	-12	-15	-15	-12

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Tom Tugendhat																							
Very favourable	2	1	3	1	1	1	2	1	1	0	1	2	2	1	1	1	1	0	1	0	1	2	
Somewhat favourable	11	11	26	7	14	12	9	16	12	10	6	8	13	17	13	9	11	12	8	8	12	10	14
TOTAL FAVOURABLE	13	12	29	8	15	13	10	18	13	11	6	9	15	19	14	10	12	13	8	9	12	11	16
Somewhat unfavourable	13	12	5	17	16	15	15	10	15	8	8	10	13	14	13	9	12	6	13	12	11	13	11
Very unfavourable	12	10	4	12	7	9	11	9	13	6	10	9	9	11	10	10	9	11	14	12	6	12	8
TOTAL UNFAVOURABLE	25	22	9	29	23	24	26	19	28	14	18	19	22	25	23	19	21	17	27	24	17	25	19
Don't know	63	67	62	63	62	62	64	63	58	75	76	73	63	56	63	72	67	71	65	67	71	64	66
NET FAVOURABILITY	-12	-10	20	-21	-8	-11	-16	-1	-15	-3	-12	-10	-7	-6	-9	-9	-9	-4	-19	-15	-5	-14	-3
Rishi Sunak																							
Very favourable	3	4	14	0	1	3	2	6	3	4	1	2	3	7	3	4	4	2	3	5	4	2	3
Somewhat favourable	20	20	54	8	13	21	16	28	19	21	9	14	23	32	22	18	21	18	12	19	23	22	21
TOTAL FAVOURABLE	23	24	68	8	14	24	18	34	22	25	10	16	26	39	25	22	25	20	15	24	27	24	24
Somewhat unfavourable	27	29	22	31	39	32	31	27	28	29	29	30	31	25	31	25	29	26	24	26	33	23	32
Very unfavourable	43	41	5	57	44	40	47	33	44	38	53	45	36	33	40	42	39	45	54	44	34	47	36
TOTAL UNFAVOURABLE	70	70	27	88	83	72	78	60	72	67	82	75	67	58	71	67	68	71	78	70	67	70	68
Don't know	7	7	5	3	3	4	4	6	5	8	8	8	7	4	4	10	7	9	7	7	7	6	7
NET FAVOURABILITY	-47	-46	41	-80	-69	-48	-60	-26	-50	-42	-72	-59	-41	-19	-46	-45	-43	-51	-63	-46	-40	-46	-44
Jeremy Hunt																							
Very favourable	2	2	9	0	1	2	2	3	2	3	0	1	3	5	3	2	2	2	2	2	3	4	2
Somewhat favourable	16	17	42	8	12	20	14	24	19	15	9	11	18	29	18	15	17	14	13	15	17	20	18
TOTAL FAVOURABLE	18	19	51	8	13	22	16	27	21	18	9	12	21	34	21	17	19	16	15	17	20	24	20
Somewhat unfavourable	25	27	24	29	32	27	30	25	28	25	27	27	28	25	28	25	27	23	25	24	32	20	29
Very unfavourable	34	34	9	48	43	37	41	31	38	31	32	38	35	28	36	32	34	37	41	40	30	34	31
TOTAL UNFAVOURABLE	59	61	33	77	75	64	71	56	66	56	59	65	63	53	64	57	61	60	66	64	62	54	60
Don't know	22	20	15	14	14	14	14	16	14	26	32	23	16	14	16	26	20	24	20	20	19	22	19
NET FAVOURABILITY	-41	-42	18	-69	-62	-42	-55	-29	-45	-38	-50	-53	-42	-19	-43	-40	-42	-44	-51	-47	-42	-30	-40
Suella Braverman																							
Very favourable	4	4	9	1	0	16	1	9	5	3	0	2	6	7	5	3	4	5	1	3	4	6	5
Somewhat favourable	11	11	26	3	5	29	5	21	12	11	4	7	13	20	10	12	11	10	8	8	12	12	14
TOTAL FAVOURABLE	15	15	35	4	5	45	6	30	17	14	4	9	19	27	15	15	15	15	9	11	16	18	19
Somewhat unfavourable	16	15	24	10	12	13	14	17	16	15	14	13	17	18	15	16	16	15	15	15	16	12	16
Very unfavourable	42	43	18	68	69	20	62	29	47	40	48	46	43	37	49	36	43	42	49	45	39	49	41
TOTAL UNFAVOURABLE	58	58	42	78	81	33	76	46	63	55	62	59	60	55	64	52	59	57	64	60	55	61	57
Don't know	26	26	23	18	15	22	18	24	20	32	34	32	21	18	21	33	26	28	27	28	28	22	25
NET FAVOURABILITY	-43	-43	-7	-74	-76	12	-70	-16	-46	-41	-58	-50	-41	-28	-49	-37	-44	-42	-55	-49	-39	-43	-38

*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.