

YouGov Survey Results

Sample Size: 13488 adults in GB
Fieldwork: 20th June - 11th 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	13488	4407	3262	1146	4753	5023	6528	6960	1417	5570	3331	3169	7690	5798	11640	674	1173	3251	2239	1633	4518	
Unweighted Sample	13488	4631	3338	1252	5584	5237	5889	7599	952	5251	3577	3708	8185	5303	11567	743	1178	3256	2309	1273	4729	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you have a favourable or unfavourable opinion of the following?

Rishi Sunak

Very favourable	4	8	1	3	3	5	4	4	3	3	4	7	4	4	4	3	2	4	5	4	4
Somewhat favourable	23	40	9	21	19	30	22	23	17	17	24	34	23	22	23	20	16	20	25	22	26
TOTAL FAVOURABLE	27	48	10	24	22	35	26	27	20	20	28	41	27	26	27	23	18	24	30	26	30
Somewhat unfavourable	28	26	30	37	31	27	28	28	23	30	27	27	30	25	28	27	27	28	27	28	28
Very unfavourable	36	20	56	34	41	31	40	33	42	39	37	27	35	37	35	39	44	39	32	37	33
TOTAL UNFAVOURABLE	64	46	86	71	72	58	68	61	65	69	64	54	65	62	63	66	71	67	59	65	61
Don't know	9	5	5	4	5	7	6	13	15	12	7	5	8	12	9	11	9	10	11	8	8
NET FAVOURABILITY	-37	2	-76	-47	-50	-23	-42	-34	-45	-49	-36	-13	-38	-36	-36	-43	-53	-43	-29	-39	-31

Keir Starmer

Very favourable	6	2	13	8	9	4	7	5	5	5	7	5	6	6	6	5	5	7	5	7	6
Somewhat favourable	29	14	49	50	43	17	30	27	27	33	28	22	32	23	28	31	30	29	25	36	27
TOTAL FAVOURABLE	35	16	62	58	52	21	37	32	32	38	35	27	38	29	34	36	35	36	30	43	33
Somewhat unfavourable	24	27	21	25	25	24	24	24	26	24	24	23	25	23	24	24	25	23	25	23	24
Very unfavourable	28	52	9	11	15	47	31	26	15	21	32	43	25	32	29	28	23	28	31	22	31
TOTAL UNFAVOURABLE	52	79	30	36	40	71	55	50	41	45	56	66	50	55	53	52	48	51	56	45	55
Don't know	13	6	8	7	8	8	9	17	27	17	8	6	11	16	13	12	16	14	15	13	12
NET FAVOURABILITY	-17	-63	32	22	12	-50	-18	-18	-9	-7	-21	-39	-12	-26	-19	-16	-13	-15	-26	-2	-22

Boris Johnson

Very favourable	7	16	1	1	2	14	8	6	4	4	8	13	6	9	7	6	3	7	9	4	8
Somewhat favourable	14	29	3	3	6	24	14	14	10	11	15	20	13	16	15	13	7	13	16	11	17
TOTAL FAVOURABLE	21	45	4	4	8	38	22	20	14	15	23	33	19	25	22	19	10	20	25	15	25
Somewhat unfavourable	16	23	8	10	11	20	15	17	19	16	15	17	16	16	17	15	11	16	20	14	17
Very unfavourable	56	27	86	83	79	37	59	54	58	61	57	46	60	51	54	60	73	57	48	63	52
TOTAL UNFAVOURABLE	72	50	94	93	90	57	74	71	77	77	72	63	76	67	71	75	84	73	68	77	69
Don't know	7	4	3	2	3	5	4	8	10	8	5	4	5	9	7	6	5	7	7	7	6
NET FAVOURABILITY	-51	-5	-90	-89	-82	-19	-52	-51	-63	-62	-49	-30	-57	-42	-49	-56	-74	-53	-43	-62	-44

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Sample Size: 13488 adults in GB
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	2019 Tories					
	2019 Tory, currently not Tory	2019 Tory, currently DK	2019 Tory, currently other party	2019 Tory, currently other left party	2019 Tory, currently other right party	
Weighted Sample	13488	2306	1043	1264	676	530
Unweighted Sample	13488	2414	1090	1324	693	574
	%	%	%	%	%	%

Do you have a favourable or unfavourable opinion of the following?

Rishi Sunak

Very favourable	4	2	2	2	2	2
Somewhat favourable	23	28	37	20	23	17
TOTAL FAVOURABLE	27	30	39	22	25	19
Somewhat unfavourable	28	34	35	34	35	33
Very unfavourable	36	29	16	40	34	46
TOTAL UNFAVOURABLE	64	63	51	74	69	79
Don't know	9	6	10	3	5	1
NET FAVOURABILITY	-37	-33	-12	-52	-44	-60

Keir Starmer

Very favourable	6	3	0	4	8	1
Somewhat favourable	29	20	14	25	44	2
TOTAL FAVOURABLE	35	23	14	29	52	3
Somewhat unfavourable	24	27	35	21	26	15
Very unfavourable	28	43	40	46	16	81
TOTAL UNFAVOURABLE	52	70	75	67	42	96
Don't know	13	7	11	4	6	2
NET FAVOURABILITY	-17	-47	-61	-38	10	-93

Boris Johnson

Very favourable	7	10	9	12	5	21
Somewhat favourable	14	23	26	22	11	34
TOTAL FAVOURABLE	21	33	35	34	16	55
Somewhat unfavourable	16	25	28	23	21	24
Very unfavourable	56	36	30	42	61	18
TOTAL UNFAVOURABLE	72	61	58	65	82	42
Don't know	7	5	9	2	1	2
NET FAVOURABILITY	-51	-28	-23	-31	-66	13

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

The Labour Party

Very favourable	8	2	20	7	11	5	8	8	10	8	8	6	8	8	8	7	6	10	7	11	7
Somewhat favourable	32	12	58	49	47	17	32	31	40	37	30	21	35	28	31	32	34	34	28	38	29
TOTAL FAVOURABLE	40	14	78	56	58	22	40	39	50	45	38	27	43	36	39	39	40	44	35	49	36
Somewhat unfavourable	23	29	13	28	23	24	23	23	21	22	23	24	24	21	22	24	26	20	24	21	23
Very unfavourable	27	53	5	10	13	47	30	24	11	19	31	44	24	30	28	25	21	26	28	21	31
TOTAL UNFAVOURABLE	50	82	18	38	36	71	53	47	32	41	54	68	48	51	50	49	47	46	52	42	54
Don't know	11	5	5	6	6	7	7	14	18	14	8	6	9	14	11	11	13	10	13	10	10
NET FAVOURABILITY	-10	-68	60	18	22	-49	-13	-8	18	4	-16	-41	-5	-15	-11	-10	-7	-2	-17	7	-18

The Conservative Party

Very favourable	3	8	0	1	2	5	4	3	3	2	3	6	3	4	3	3	2	3	4	3	3
Somewhat favourable	17	39	2	6	10	27	17	16	9	11	18	28	17	16	17	14	10	15	19	13	20
TOTAL FAVOURABLE	20	47	2	7	12	32	21	19	12	13	21	34	20	20	20	17	12	18	23	16	23
Somewhat unfavourable	20	28	12	23	17	26	20	20	15	19	22	24	21	20	21	20	15	19	23	19	22
Very unfavourable	50	20	82	66	66	35	53	48	56	57	50	37	52	48	49	54	64	53	43	55	46
TOTAL UNFAVOURABLE	70	48	94	89	83	61	73	68	71	76	72	61	73	68	70	74	79	72	66	74	68
Don't know	10	5	3	4	4	6	6	12	16	12	7	5	8	12	10	10	9	10	11	10	9
NET FAVOURABILITY	-50	-1	-92	-82	-71	-29	-52	-49	-59	-63	-51	-27	-53	-48	-50	-57	-67	-54	-43	-58	-45

*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.

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Weighted Sample	13488	2306	1043	1264	676	530
Unweighted Sample	13488	2414	1090	1324	693	574
	%	%	%	%	%	%

The Labour Party

Very favourable	8	3	0	5	8	1
Somewhat favourable	32	19	10	26	48	1
TOTAL FAVOURABLE	40	22	10	31	56	2
Somewhat unfavourable	23	29	39	20	25	14
Very unfavourable	27	43	38	47	15	84
TOTAL UNFAVOURABLE	50	72	77	67	40	98
Don't know	11	7	13	2	4	0
NET FAVOURABILITY	-10	-50	-67	-36	16	-96

The Conservative Party

Very favourable	3	1	1	1	1	1
Somewhat favourable	17	20	27	14	9	20
TOTAL FAVOURABLE	20	21	28	15	10	21
Somewhat unfavourable	20	41	43	39	34	46
Very unfavourable	50	31	15	44	52	32
TOTAL UNFAVOURABLE	70	72	58	83	86	78
Don't know	10	8	15	2	3	1
NET FAVOURABILITY	-50	-51	-30	-68	-76	-57

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