

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

How much impact, if any, do you think which party runs the UK government has on your day to day life?

A great deal of impact	26	21	38	27	31	24	24	28	21	28	27	23	27	25	26	26	28	26	18	35	25
A fair amount of impact	43	44	44	49	48	41	45	40	37	45	43	41	45	40	43	42	41	45	42	44	41
TOTAL A GREAT DEAL / FAIR AMOUNT	69	65	82	76	79	65	69	68	58	73	70	64	72	65	69	68	69	71	60	79	66
Not very much impact	19	27	9	17	13	26	20	18	20	15	19	26	20	19	19	23	15	17	24	8	23
No impact at all	3	3	2	2	2	4	4	3	2	3	4	4	2	5	3	7	6	2	4	3	3
TOTAL NOT VERY MUCH / NONE AT ALL	22	30	11	19	15	30	24	21	22	18	23	30	22	24	22	30	21	19	28	11	26
Don't know	9	4	8	5	7	5	7	11	19	9	7	6	6	12	9	2	10	10	12	10	7

And how much of a difference do you think it would make to your day to day life whether or not the government is Conservative, led by Rishi Sunak, or Labour, led by Keir Starmer?

A great deal of impact	21	20	30	22	23	20	20	21	21	21	19	21	20	21	21	21	21	21	17	29	19
A fair amount of impact	34	36	38	38	39	32	35	33	36	33	34	34	36	31	35	32	24	36	34	37	34
TOTAL A GREAT DEAL / FAIR AMOUNT	55	56	68	60	62	52	55	54	57	54	55	53	57	51	56	53	45	57	51	66	53
Not very much impact	25	31	18	29	22	30	27	25	17	23	28	30	27	24	25	26	29	25	28	14	28
No impact at all	9	8	5	5	6	11	11	7	7	9	10	8	7	12	8	12	16	8	9	7	9
TOTAL NOT VERY MUCH IMPACT / NONE AT ALL	34	39	23	34	28	41	38	32	24	32	38	38	34	36	33	38	45	33	37	21	37
Don't know	11	5	10	6	9	8	8	15	18	14	7	8	9	14	11	9	11	11	12	13	11

*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.