

# YouGov Survey Results

Sample Size: 1000 adults in London (18+)  
Fieldwork: 9th - 14th August 2023

	Vote in 2019 GE			EU Ref 2016		Gender		Age				Social Grade		Region		Ethnicity		
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	Inner London	Outer London	White	Minority ethnic
<b>Weighted Sample</b>	<b>1000</b>	234	352	110	425	278	489	511	114	519	216	151	590	410	395	605	560	425
<b>Unweighted Sample</b>	<b>1000</b>	224	346	101	482	239	429	571	111	515	237	137	662	338	401	599	703	278
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

Very favourable	4	10	1	1	4	7	4	4	3	4	5	3	4	5	4	5	5	4
Somewhat favourable	22	39	13	29	19	30	23	21	17	18	21	37	22	22	20	23	22	22
<b>TOTAL FAVOURABLE</b>	<b>26</b>	<b>49</b>	<b>14</b>	<b>30</b>	<b>23</b>	<b>37</b>	<b>27</b>	<b>25</b>	<b>20</b>	<b>22</b>	<b>26</b>	<b>40</b>	<b>26</b>	<b>27</b>	<b>24</b>	<b>28</b>	<b>27</b>	<b>26</b>
Somewhat unfavourable	24	26	20	25	19	32	26	23	27	21	27	27	26	21	22	26	25	22
Very unfavourable	40	20	58	41	52	25	40	39	42	42	42	26	39	40	42	38	39	40
<b>TOTAL UNFAVOURABLE</b>	<b>64</b>	<b>46</b>	<b>78</b>	<b>66</b>	<b>71</b>	<b>57</b>	<b>66</b>	<b>62</b>	<b>69</b>	<b>63</b>	<b>69</b>	<b>53</b>	<b>65</b>	<b>61</b>	<b>64</b>	<b>64</b>	<b>64</b>	<b>62</b>
Don't know	10	4	8	4	6	6	7	13	10	13	4	6	9	12	13	8	8	12
<b>NET FAVOURABILITY</b>	<b>-38</b>	<b>3</b>	<b>-64</b>	<b>-36</b>	<b>-48</b>	<b>-20</b>	<b>-39</b>	<b>-37</b>	<b>-49</b>	<b>-41</b>	<b>-43</b>	<b>-13</b>	<b>-39</b>	<b>-34</b>	<b>-40</b>	<b>-36</b>	<b>-37</b>	<b>-36</b>

Jeremy Hunt

Very favourable	2	4	1	1	2	3	3	2	2	2	3	1	2	2	2	3	1	4
Somewhat favourable	16	33	8	17	13	25	18	15	17	11	15	36	15	18	17	16	17	16
<b>TOTAL FAVOURABLE</b>	<b>18</b>	<b>37</b>	<b>9</b>	<b>18</b>	<b>15</b>	<b>28</b>	<b>21</b>	<b>17</b>	<b>19</b>	<b>13</b>	<b>18</b>	<b>37</b>	<b>17</b>	<b>20</b>	<b>19</b>	<b>19</b>	<b>18</b>	<b>20</b>
Somewhat unfavourable	26	26	24	34	30	24	27	24	24	27	22	28	29	21	26	26	26	25
Very unfavourable	35	25	50	36	42	31	38	33	29	37	42	24	36	34	35	36	39	29
<b>TOTAL UNFAVOURABLE</b>	<b>61</b>	<b>51</b>	<b>74</b>	<b>70</b>	<b>72</b>	<b>55</b>	<b>65</b>	<b>57</b>	<b>53</b>	<b>64</b>	<b>64</b>	<b>52</b>	<b>65</b>	<b>55</b>	<b>61</b>	<b>62</b>	<b>65</b>	<b>54</b>
Don't know	20	13	17	13	14	17	14	26	27	23	17	11	18	24	21	20	16	26
<b>NET FAVOURABILITY</b>	<b>-43</b>	<b>-14</b>	<b>-65</b>	<b>-52</b>	<b>-57</b>	<b>-27</b>	<b>-44</b>	<b>-40</b>	<b>-34</b>	<b>-51</b>	<b>-46</b>	<b>-15</b>	<b>-48</b>	<b>-35</b>	<b>-42</b>	<b>-43</b>	<b>-47</b>	<b>-34</b>

Keir Starmer

Very favourable	9	6	12	8	11	5	12	6	6	10	10	3	9	7	10	8	7	10
Somewhat favourable	31	18	40	50	43	22	30	33	29	33	29	29	36	24	36	28	32	31
<b>TOTAL FAVOURABLE</b>	<b>40</b>	<b>24</b>	<b>52</b>	<b>58</b>	<b>54</b>	<b>27</b>	<b>42</b>	<b>39</b>	<b>35</b>	<b>43</b>	<b>39</b>	<b>32</b>	<b>45</b>	<b>31</b>	<b>46</b>	<b>36</b>	<b>39</b>	<b>41</b>
Somewhat unfavourable	23	26	24	23	23	21	23	22	25	24	22	20	24	21	20	24	24	21
Very unfavourable	21	40	13	14	14	42	22	20	15	15	29	39	18	27	16	25	25	17
<b>TOTAL UNFAVOURABLE</b>	<b>44</b>	<b>66</b>	<b>37</b>	<b>37</b>	<b>37</b>	<b>63</b>	<b>45</b>	<b>42</b>	<b>40</b>	<b>39</b>	<b>51</b>	<b>59</b>	<b>42</b>	<b>48</b>	<b>36</b>	<b>49</b>	<b>49</b>	<b>38</b>
Don't know	16	10	11	5	9	10	13	19	26	18	11	9	13	21	18	15	12	21
<b>NET FAVOURABILITY</b>	<b>-4</b>	<b>-42</b>	<b>15</b>	<b>21</b>	<b>17</b>	<b>-36</b>	<b>-3</b>	<b>-3</b>	<b>-5</b>	<b>4</b>	<b>-12</b>	<b>-27</b>	<b>3</b>	<b>-17</b>	<b>10</b>	<b>-13</b>	<b>-10</b>	<b>3</b>

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

**Sadiq Khan**

Very favourable	10	4	16	10	14	4	11	9	10	14	6	3	10	9	12	8	10	10
Somewhat favourable	30	9	46	32	39	11	30	29	33	35	22	18	36	21	35	26	29	31
<b>TOTAL FAVOURABLE</b>	<b>40</b>	<b>13</b>	<b>62</b>	<b>42</b>	<b>53</b>	<b>15</b>	<b>41</b>	<b>38</b>	<b>43</b>	<b>49</b>	<b>28</b>	<b>21</b>	<b>46</b>	<b>30</b>	<b>47</b>	<b>34</b>	<b>39</b>	<b>41</b>
Somewhat unfavourable	20	16	18	29	19	19	20	19	31	18	18	18	18	21	20	19	17	22
Very unfavourable	32	67	15	25	21	61	34	31	14	22	47	59	28	38	22	39	36	28
<b>TOTAL UNFAVOURABLE</b>	<b>52</b>	<b>83</b>	<b>33</b>	<b>54</b>	<b>40</b>	<b>80</b>	<b>54</b>	<b>50</b>	<b>45</b>	<b>40</b>	<b>65</b>	<b>77</b>	<b>46</b>	<b>59</b>	<b>42</b>	<b>58</b>	<b>53</b>	<b>50</b>
Don't know	9	4	5	3	6	4	6	12	12	10	7	3	8	10	11	8	8	9
<b>NET FAVOURABILITY</b>	<b>-12</b>	<b>-70</b>	<b>29</b>	<b>-12</b>	<b>13</b>	<b>-65</b>	<b>-13</b>	<b>-12</b>	<b>-2</b>	<b>9</b>	<b>-37</b>	<b>-56</b>	<b>0</b>	<b>-29</b>	<b>5</b>	<b>-24</b>	<b>-14</b>	<b>-9</b>

**Susan Hall**

Very favourable	4	10	1	8	3	9	5	3	7	2	5	7	3	6	4	4	4	5
Somewhat favourable	18	39	8	12	11	31	19	16	21	11	17	38	16	20	15	19	18	17
<b>TOTAL FAVOURABLE</b>	<b>22</b>	<b>49</b>	<b>9</b>	<b>20</b>	<b>14</b>	<b>40</b>	<b>24</b>	<b>19</b>	<b>28</b>	<b>13</b>	<b>22</b>	<b>45</b>	<b>19</b>	<b>26</b>	<b>19</b>	<b>23</b>	<b>22</b>	<b>22</b>
Somewhat unfavourable	9	6	12	8	8	9	10	8	11	9	10	4	9	9	10	9	8	10
Very unfavourable	12	6	18	10	15	8	16	8	11	14	12	5	11	13	15	10	13	11
<b>TOTAL UNFAVOURABLE</b>	<b>21</b>	<b>12</b>	<b>30</b>	<b>18</b>	<b>23</b>	<b>17</b>	<b>26</b>	<b>16</b>	<b>22</b>	<b>23</b>	<b>22</b>	<b>9</b>	<b>20</b>	<b>22</b>	<b>25</b>	<b>19</b>	<b>21</b>	<b>21</b>
Don't know	57	39	62	63	63	43	49	65	50	63	55	46	61	51	56	58	57	57
<b>NET FAVOURABILITY</b>	<b>1</b>	<b>37</b>	<b>-21</b>	<b>2</b>	<b>-9</b>	<b>23</b>	<b>-2</b>	<b>3</b>	<b>6</b>	<b>-10</b>	<b>0</b>	<b>36</b>	<b>-1</b>	<b>4</b>	<b>-6</b>	<b>4</b>	<b>1</b>	<b>1</b>

**Jeremy Corbyn**

Very favourable	13	3	28	5	18	8	13	13	16	15	12	3	11	15	13	13	9	18
Somewhat favourable	20	13	28	10	23	17	25	16	33	23	17	6	21	19	22	19	17	24
<b>TOTAL FAVOURABLE</b>	<b>33</b>	<b>16</b>	<b>56</b>	<b>15</b>	<b>41</b>	<b>25</b>	<b>38</b>	<b>29</b>	<b>49</b>	<b>38</b>	<b>29</b>	<b>9</b>	<b>32</b>	<b>34</b>	<b>35</b>	<b>32</b>	<b>26</b>	<b>42</b>
Somewhat unfavourable	20	14	21	28	25	14	18	22	16	22	22	13	23	16	20	20	21	19
Very unfavourable	35	64	14	53	27	53	35	34	20	25	41	70	35	34	29	38	43	24
<b>TOTAL UNFAVOURABLE</b>	<b>55</b>	<b>78</b>	<b>35</b>	<b>81</b>	<b>52</b>	<b>67</b>	<b>53</b>	<b>56</b>	<b>36</b>	<b>47</b>	<b>63</b>	<b>83</b>	<b>58</b>	<b>50</b>	<b>49</b>	<b>58</b>	<b>64</b>	<b>43</b>
Don't know	12	6	10	4	7	7	9	15	16	14	8	8	10	15	16	10	9	16
<b>NET FAVOURABILITY</b>	<b>-22</b>	<b>-62</b>	<b>21</b>	<b>-66</b>	<b>-11</b>	<b>-42</b>	<b>-15</b>	<b>-27</b>	<b>13</b>	<b>-9</b>	<b>-34</b>	<b>-74</b>	<b>-26</b>	<b>-16</b>	<b>-14</b>	<b>-26</b>	<b>-38</b>	<b>-1</b>

\*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.