# Labour Leader Sir Keir Starmer Holds Clear Advantage Over PM Rishi Sunak in Voter Trust and Likability Poll



A recent poll conducted by Redfield and Wilton for The Independent indicates that Labour leader Sir Keir Starmer holds a significant advantage over Prime Minister Rishi Sunak in terms of personal likability and trust among voters. The survey, which sampled 1,500 adults, suggests that Starmer is perceived as more practical, fun, blokey, trustworthy, and knowledgeable than Sunak.

The poll included various hypothetical scenarios, such as who voters would prefer to share a pub outing with or rely on for a DIY task, with Starmer consistently coming out ahead. The widest margin was observed regarding DIY tasks, where Starmer led by 39% to 17%. Additionally, Starmer's keynote speech in Lancing, West Sussex, focused on his personal background and economic hardships growing up, aiming to align himself with ordinary voters' concerns about the cost of living and the NHS.

In terms of character perceptions, Starmer was compared to animals like a tiger and a lion, while Sunak was likened to a skunk and a meerkat. Despite some positive notes for Sunak, voter dissatisfaction with his tenure and broader Conservative leadership remains high.

The poll highlights a broader trend of voter preference for Starmer over Sunak, compounded by the perceived shortcomings of recent Conservative Prime Ministers. The survey also reveals that immigration remains a significant voter concern post-Brexit, with many perceiving it as higher than before.

In their campaign efforts, both leaders have emphasized their personal histories and love for football to connect with the electorate. However, Starmer currently appears to have a stronger personal appeal among voters, as reflected in this recent poll.