



Sample Size: 1713 GB Adults  
Fieldwork: 5th - 6th December 2018

		Vote in 2017			EU Ref 2016		Gender		Age				Social Grade		Region						
		Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
<b>Weighted Sample</b>		<b>1713</b>	565	529	96	660	706	829	884	188	721	408	396	976	737	206	572	370	418	147	
<b>Unweighted Sample</b>		<b>1713</b>	599	541	105	727	716	765	948	155	710	404	444	1050	663	166	609	371	417	150	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
	4-5 Dec	5-6 Dec																			
<b>Theresa May</b>																					
	Very favourable	7	7	16	2	5	6	10	7	8	7	4	6	15	6	9	6	10	5	7	3
	Somewhat favourable	27	25	45	13	23	24	31	23	28	17	19	30	35	26	24	22	28	27	25	16
	<b>TOTAL FAVOURABLE</b>	<b>34</b>	<b>32</b>	<b>61</b>	<b>15</b>	<b>28</b>	<b>30</b>	<b>41</b>	<b>30</b>	<b>36</b>	<b>24</b>	<b>23</b>	<b>36</b>	<b>50</b>	<b>32</b>	<b>33</b>	<b>28</b>	<b>38</b>	<b>32</b>	<b>32</b>	<b>19</b>
	Somewhat unfavourable	21	24	21	29	35	26	23	24	25	24	26	25	20	27	21	23	25	23	23	31
	Very unfavourable	37	33	13	51	34	38	29	38	27	35	36	32	26	33	32	39	26	30	37	42
	<b>TOTAL UNFAVOURABLE</b>	<b>58</b>	<b>57</b>	<b>34</b>	<b>80</b>	<b>69</b>	<b>64</b>	<b>52</b>	<b>62</b>	<b>52</b>	<b>59</b>	<b>62</b>	<b>57</b>	<b>46</b>	<b>60</b>	<b>53</b>	<b>62</b>	<b>51</b>	<b>53</b>	<b>60</b>	<b>73</b>
	Don't know	9	10	5	5	3	5	8	8	13	17	14	7	4	8	14	10	10	15	8	8
	<b>NET</b>	<b>-24</b>	<b>-25</b>	<b>27</b>	<b>-65</b>	<b>-41</b>	<b>-34</b>	<b>-11</b>	<b>-32</b>	<b>-16</b>	<b>-35</b>	<b>-39</b>	<b>-21</b>	<b>4</b>	<b>-28</b>	<b>-20</b>	<b>-34</b>	<b>-13</b>	<b>-21</b>	<b>-28</b>	<b>-54</b>
<b>Jeremy Corbyn</b>																					
	Very favourable	9	7	1	17	1	11	3	7	7	10	9	5	4	7	8	11	5	7	9	3
	Somewhat favourable	19	19	3	39	22	27	12	20	18	25	21	21	11	19	19	24	16	18	23	17
	<b>TOTAL FAVOURABLE</b>	<b>28</b>	<b>26</b>	<b>4</b>	<b>56</b>	<b>23</b>	<b>38</b>	<b>15</b>	<b>27</b>	<b>25</b>	<b>35</b>	<b>30</b>	<b>26</b>	<b>15</b>	<b>26</b>	<b>27</b>	<b>35</b>	<b>21</b>	<b>25</b>	<b>32</b>	<b>20</b>
	Somewhat unfavourable	18	18	13	20	31	23	14	18	18	22	21	17	13	21	14	17	18	16	18	26
	Very unfavourable	44	43	78	15	44	32	62	45	41	18	33	49	66	44	42	38	48	43	39	43
	<b>TOTAL UNFAVOURABLE</b>	<b>62</b>	<b>61</b>	<b>91</b>	<b>35</b>	<b>75</b>	<b>55</b>	<b>76</b>	<b>63</b>	<b>59</b>	<b>40</b>	<b>54</b>	<b>66</b>	<b>79</b>	<b>65</b>	<b>56</b>	<b>55</b>	<b>66</b>	<b>59</b>	<b>57</b>	<b>69</b>
	Don't know	11	13	6	8	2	7	8	9	16	23	16	8	6	9	17	10	13	16	11	12
	<b>NET</b>	<b>-34</b>	<b>-35</b>	<b>-87</b>	<b>21</b>	<b>-52</b>	<b>-17</b>	<b>-61</b>	<b>-36</b>	<b>-34</b>	<b>-5</b>	<b>-24</b>	<b>-40</b>	<b>-64</b>	<b>-39</b>	<b>-29</b>	<b>-20</b>	<b>-45</b>	<b>-34</b>	<b>-25</b>	<b>-49</b>
<b>Vince Cable</b>																					
	Very favourable	2	3	2	5	13	7	1	3	4	3	4	4	2	4	2	9	3	4	1	2
	Somewhat favourable	17	15	13	18	34	25	9	18	13	12	13	19	17	18	11	13	16	14	15	20
	<b>TOTAL FAVOURABLE</b>	<b>19</b>	<b>18</b>	<b>15</b>	<b>23</b>	<b>47</b>	<b>32</b>	<b>10</b>	<b>21</b>	<b>17</b>	<b>15</b>	<b>17</b>	<b>23</b>	<b>19</b>	<b>22</b>	<b>13</b>	<b>22</b>	<b>19</b>	<b>18</b>	<b>16</b>	<b>22</b>
	Somewhat unfavourable	23	21	27	19	26	23	23	24	18	18	19	21	26	23	18	25	21	19	19	24
	Very unfavourable	26	27	36	24	9	18	41	33	21	13	20	33	39	24	30	24	26	26	30	28
	<b>TOTAL UNFAVOURABLE</b>	<b>49</b>	<b>48</b>	<b>63</b>	<b>43</b>	<b>35</b>	<b>41</b>	<b>64</b>	<b>57</b>	<b>39</b>	<b>31</b>	<b>39</b>	<b>54</b>	<b>65</b>	<b>47</b>	<b>48</b>	<b>49</b>	<b>47</b>	<b>45</b>	<b>49</b>	<b>52</b>
	Don't know	32	33	21	34	18	28	25	23	44	54	44	24	15	30	38	30	34	37	35	26
	<b>NET</b>	<b>-30</b>	<b>-30</b>	<b>-48</b>	<b>-20</b>	<b>12</b>	<b>-9</b>	<b>-54</b>	<b>-36</b>	<b>-22</b>	<b>-16</b>	<b>-22</b>	<b>-31</b>	<b>-46</b>	<b>-25</b>	<b>-35</b>	<b>-27</b>	<b>-28</b>	<b>-27</b>	<b>-33</b>	<b>-30</b>

Sample Size: 1713 GB Adults  
Fieldwork: 5th - 6th December 2018

	Total	Vote in 2017			EU Ref 2016		Gender		Age				Social Grade		Region					
		Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
<b>Weighted Sample</b>	<b>1713</b>	565	529	96	660	706	829	884	188	721	408	396	976	737	206	572	370	418	147	
<b>Unweighted Sample</b>	<b>1713</b>	599	541	105	727	716	765	948	155	710	404	444	1050	663	166	609	371	417	150	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
<b>Boris Johnson</b>																				
		4-5 Dec	5-6 Dec																	
Very favourable	7	7	12	3	4	2	13	9	6	2	7	9	8	5	10	7	8	7	8	3
Somewhat favourable	21	18	29	9	10	7	30	20	17	16	14	21	24	16	21	15	19	19	20	15
<b>TOTAL FAVOURABLE</b>	<b>28</b>	<b>25</b>	<b>41</b>	<b>12</b>	<b>14</b>	<b>9</b>	<b>43</b>	<b>29</b>	<b>23</b>	<b>18</b>	<b>21</b>	<b>30</b>	<b>32</b>	<b>21</b>	<b>31</b>	<b>22</b>	<b>27</b>	<b>26</b>	<b>28</b>	<b>18</b>
Somewhat unfavourable	19	21	26	17	14	20	23	17	24	22	20	21	22	22	19	24	22	19	20	19
Very unfavourable	43	41	26	62	68	64	24	45	37	39	41	41	41	47	32	45	39	39	38	54
<b>TOTAL UNFAVOURABLE</b>	<b>62</b>	<b>62</b>	<b>52</b>	<b>79</b>	<b>82</b>	<b>84</b>	<b>47</b>	<b>62</b>	<b>61</b>	<b>61</b>	<b>61</b>	<b>62</b>	<b>63</b>	<b>69</b>	<b>51</b>	<b>69</b>	<b>61</b>	<b>58</b>	<b>58</b>	<b>73</b>
Don't know	11	13	6	9	3	7	9	10	16	21	18	9	5	10	18	9	13	16	15	9
<b>NET</b>	<b>-34</b>	<b>-37</b>	<b>-11</b>	<b>-67</b>	<b>-68</b>	<b>-75</b>	<b>-4</b>	<b>-33</b>	<b>-38</b>	<b>-43</b>	<b>-40</b>	<b>-32</b>	<b>-31</b>	<b>-48</b>	<b>-20</b>	<b>-47</b>	<b>-34</b>	<b>-32</b>	<b>-30</b>	<b>-55</b>