

YouGov Favourability Survey Results

Sample Size: 1718 GB Adults

Fieldwork: 13th - 16th November 2020

	Vote In 2019 GE			2016 EU Ref		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
Weighted Sample	1718	582	426	155	637	680	835	883	187	716	414	400	979	739	206	577	373	414	148
Unweighted Sample	1718	583	449	157	684	689	771	947	148	743	430	397	1014	704	213	577	376	405	147
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	3-4 Nov	13-16 Nov																		
Do you have a favourable or unfavourable opinion of the following?																				
The Conservative Party																				
Very favourable	9	7	19	0	1	4	14	8	6	1	4	10	14	7	8	4	10	9	6	4
Somewhat favourable	23	26	53	6	20	15	41	25	27	15	22	28	36	26	26	25	29	29	23	14
TOTAL FAVOURABLE	32	33	72	6	21	19	55	33	33	16	26	38	50	33	34	29	39	38	29	18
Somewhat unfavourable	18	20	17	17	29	20	19	21	18	21	18	21	20	21	18	19	20	18	22	14
Very unfavourable	38	36	6	74	48	57	19	38	35	45	43	34	23	38	34	43	31	33	37	53
TOTAL UNFAVOURABLE	56	56	23	91	77	77	38	59	53	66	61	55	43	59	52	62	51	51	59	67
Don't know	12	11	5	4	3	5	8	8	14	19	13	7	8	8	15	9	9	11	12	15
NET FAVOURABILITY	-24	-23	49	-85	-56	-58	17	-26	-20	-50	-35	-17	7	-26	-18	-33	-12	-13	-30	-49
The Labour Party																				
Very favourable	8	6	1	18	7	12	2	6	7	9	5	6	6	6	7	9	4	6	9	5
Somewhat favourable	26	29	9	61	44	46	14	27	31	36	36	24	18	34	22	40	28	25	31	23
TOTAL FAVOURABLE	34	35	10	79	51	58	16	33	38	45	41	30	24	40	29	49	32	31	40	28
Somewhat unfavourable	22	25	31	13	34	25	27	26	25	22	24	27	26	25	25	20	26	26	22	33
Very unfavourable	29	27	51	2	13	11	47	32	23	10	20	35	40	26	29	21	32	29	24	22
TOTAL UNFAVOURABLE	51	52	82	15	47	36	74	58	48	32	44	62	66	51	54	41	58	55	46	55
Don't know	14	12	7	6	2	7	9	10	15	22	14	7	10	9	17	11	11	13	13	16
NET FAVOURABILITY	-17	-17	-72	64	4	22	-58	-25	-10	13	-3	-32	-42	-11	-25	8	-26	-24	-6	-27
Boris Johnson																				
Very favourable	11	11	25	1	2	4	21	11	11	4	7	12	20	10	13	10	13	12	9	8
Somewhat favourable	25	25	46	8	10	15	38	23	27	10	22	26	37	23	27	17	29	29	22	15
TOTAL FAVOURABLE	36	36	71	9	12	19	59	34	38	14	29	38	57	33	40	27	42	41	31	23
Somewhat unfavourable	17	21	17	19	32	20	18	21	20	33	21	20	15	20	21	16	22	18	24	19
Very unfavourable	38	36	9	70	56	59	17	39	34	41	42	38	23	41	30	47	30	33	36	55
TOTAL UNFAVOURABLE	55	57	26	89	88	79	35	60	54	74	63	58	38	61	51	63	52	51	60	74
Don't know	8	7	4	3	1	3	5	6	8	12	8	4	6	5	9	9	6	8	8	4
NET FAVOURABILITY	-19	-21	45	-80	-76	-60	24	-26	-16	-60	-34	-20	19	-28	-11	-36	-10	-10	-29	-51

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Keir Starmer																				
Very favourable	10	10	2	23	20	19	4	10	9	7	9	10	11	12	7	17	8	7	10	10
Somewhat favourable	30	29	22	42	48	43	19	30	27	26	32	31	22	34	22	32	29	27	29	27
TOTAL FAVOURABLE	40	39	24	65	68	62	23	40	36	33	41	41	33	46	29	49	37	34	39	37
Somewhat unfavourable	17	22	33	12	18	17	29	22	21	16	19	22	29	22	21	17	23	25	17	25
Very unfavourable	22	18	30	5	4	8	30	21	15	9	14	23	23	16	21	13	19	19	18	19
TOTAL UNFAVOURABLE	39	40	63	17	22	25	59	43	36	25	33	45	52	38	42	30	42	44	35	44
Don't know	21	22	13	18	10	13	18	17	27	41	26	14	15	17	29	22	20	22	26	20
NET FAVOURABILITY	1	-1	-39	48	46	37	-36	-3	0	8	8	-4	-19	8	-13	19	-5	-10	4	-7
Priti Patel																				
Very favourable	6	5	11	0	0	1	10	6	3	0	3	5	10	4	6	5	7	4	3	5
Somewhat favourable	14	17	34	7	8	9	29	19	16	8	14	20	25	16	19	16	19	20	16	12
TOTAL FAVOURABLE	20	22	45	7	8	10	39	25	19	8	17	25	35	20	25	21	26	24	19	17
Somewhat unfavourable	16	19	25	14	23	18	22	17	20	13	18	21	20	19	18	17	19	24	16	18
Very unfavourable	41	37	16	61	58	59	21	39	34	30	40	41	29	43	28	43	35	30	39	46
TOTAL UNFAVOURABLE	57	56	41	75	81	77	43	56	54	43	58	62	49	62	46	60	54	54	55	64
Don't know	22	22	15	18	11	13	18	17	27	48	25	13	16	17	29	19	21	24	26	20
NET FAVOURABILITY	-37	-34	4	-68	-73	-67	-4	-31	-35	-35	-41	-37	-14	-42	-21	-39	-28	-30	-36	-47
Rishi Sunak																				
Very favourable	13	15	30	4	12	10	24	17	13	4	11	20	21	15	14	18	18	14	12	10
Somewhat favourable	32	35	48	26	39	36	39	34	35	22	34	38	39	37	32	32	36	37	33	34
TOTAL FAVOURABLE	45	50	78	30	51	46	63	51	48	26	45	58	60	52	46	50	54	51	45	44
Somewhat unfavourable	19	19	9	32	24	27	12	19	20	21	22	16	17	21	16	23	18	19	19	20
Very unfavourable	15	14	4	24	14	18	10	17	11	17	16	13	9	13	14	11	12	13	15	22
TOTAL UNFAVOURABLE	34	33	13	56	38	45	22	36	31	38	38	29	26	34	30	34	30	32	34	42
Don't know	21	18	9	15	10	10	15	14	21	37	17	14	14	13	23	16	17	17	22	14
NET FAVOURABILITY	11	17	65	-26	13	1	41	15	17	-12	7	29	34	18	16	16	24	19	11	2
Dominic Raab																				
Very favourable	4	3	8	1	1	2	6	4	3	2	2	5	5	3	4	4	4	2	4	3
Somewhat favourable	18	20	40	6	14	14	31	21	20	9	16	24	30	20	21	18	26	22	15	14
TOTAL FAVOURABLE	22	23	48	7	15	16	37	25	23	11	18	29	35	23	25	22	30	24	19	17
Somewhat unfavourable	19	24	24	24	31	28	22	25	22	23	23	24	25	27	20	22	24	24	24	21
Very unfavourable	31	26	9	47	39	40	17	29	23	20	32	25	19	29	22	29	22	22	29	37
TOTAL UNFAVOURABLE	50	50	33	71	70	68	39	54	45	43	55	49	44	56	42	51	46	46	53	58
Don't know	28	27	19	22	15	17	24	20	32	45	28	20	21	22	33	28	24	29	28	25
NET FAVOURABILITY	-28	-27	15	-64	-55	-52	-2	-29	-22	-32	-37	-20	-9	-33	-17	-29	-16	-22	-34	-41

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

Matt Hancock

Very favourable	4	4	8	1	3	3	6	4	3	3	1	5	7	3	4	1	5	3	4	3
Somewhat favourable	18	21	38	10	14	17	30	20	22	6	18	24	31	20	23	21	21	27	18	20
TOTAL FAVOURABLE	22	25	46	11	17	20	36	24	25	9	19	29	38	23	27	22	26	30	22	23
Somewhat unfavourable	21	23	21	24	31	27	23	24	23	19	22	26	25	26	20	22	25	23	22	22
Very unfavourable	35	30	16	49	42	41	22	34	26	33	35	29	20	33	26	34	27	27	32	37
TOTAL UNFAVOURABLE	56	53	37	73	73	68	45	58	49	52	57	55	45	59	46	56	52	50	54	59
Don't know	23	22	16	16	10	11	20	19	25	40	23	16	18	18	27	22	23	20	24	17
NET FAVOURABILITY	-34	-28	9	-62	-56	-48	-9	-34	-24	-43	-38	-26	-7	-36	-19	-34	-26	-20	-32	-36

Michael Gove

Very favourable	2	2	5	0	0	1	4	2	2	1	1	3	3	2	2	1	2	2	2	3
Somewhat favourable	12	15	30	3	4	7	24	16	13	5	9	17	27	13	17	18	15	16	12	11
TOTAL FAVOURABLE	14	17	35	3	4	8	28	18	15	6	10	20	30	15	19	19	17	18	14	14
Somewhat unfavourable	20	23	31	15	21	19	28	23	22	19	22	24	25	23	22	19	26	24	20	20
Very unfavourable	43	40	20	67	65	62	26	42	39	40	45	44	30	46	34	41	38	37	44	49
TOTAL UNFAVOURABLE	63	63	51	82	86	81	54	65	61	59	67	68	55	69	56	60	64	61	64	69
Don't know	22	20	14	14	10	11	17	16	25	35	24	13	15	16	26	21	19	22	22	18
NET FAVOURABILITY	-49	-46	-16	-79	-82	-73	-26	-47	-46	-53	-57	-48	-25	-54	-37	-41	-47	-43	-50	-55

Dominic Cummings

	12-13 Oct	13-16 Nov																		
Very favourable	3	2	3	1	0	0	3	2	1	1	1	3	1	1	2	1	2	1	3	1
Somewhat favourable	7	7	14	2	2	3	12	8	5	1	5	7	11	7	6	7	7	9	4	5
TOTAL FAVOURABLE	10	9	17	3	2	3	15	10	6	2	6	10	12	8	8	8	9	10	7	6
Somewhat unfavourable	16	15	24	8	10	10	20	15	15	12	15	16	17	16	15	14	16	18	13	10
Very unfavourable	58	60	46	79	82	80	49	61	59	54	63	61	58	63	57	62	58	57	61	74
TOTAL UNFAVOURABLE	74	75	70	87	92	90	69	76	74	66	78	77	75	79	72	76	74	75	74	84
Don't know	16	16	13	9	6	7	16	13	19	32	17	13	12	13	20	16	16	15	19	11
NET FAVOURABILITY	-64	-66	-53	-84	-90	-87	-54	-66	-68	-64	-72	-67	-63	-71	-64	-68	-65	-65	-67	-78