

# YouGov Favourability Results



Sample Size: 1682 GB Adults  
Fieldwork: 18th - 20th June 2021

	Vote In 2019 GE			2016 EU Ref		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>1682</b>	570	417	151	624	666	817	865	183	701	405	392	959	723	202	565	365	405	145
<b>Unweighted Sample</b>	<b>1682</b>	609	422	155	701	703	724	958	109	652	445	476	994	688	142	585	387	415	153
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

		7 - 8 Apr	18-20 Jun '21																		
<b>Do you have a favourable or unfavourable opinion of the following?</b>																					
<b>The Labour Party</b>																					
	Very favourable	6	6	1	15	6	9	3	6	6	8	5	6	5	6	5	10	3	8	6	4
	Somewhat favourable	26	25	5	55	33	38	12	22	27	35	26	28	14	27	22	39	19	25	25	24
	<b>TOTAL FAVOURABLE</b>	<b>32</b>	<b>31</b>	<b>6</b>	<b>70</b>	<b>39</b>	<b>47</b>	<b>15</b>	<b>28</b>	<b>33</b>	<b>43</b>	<b>31</b>	<b>34</b>	<b>19</b>	<b>33</b>	<b>27</b>	<b>49</b>	<b>22</b>	<b>33</b>	<b>31</b>	<b>28</b>
	Somewhat unfavourable	24	25	29	17	42	27	27	26	24	21	28	20	28	27	24	20	29	23	22	33
	Very unfavourable	28	32	60	4	13	19	51	36	28	16	23	40	48	31	33	18	37	33	32	27
	<b>TOTAL UNFAVOURABLE</b>	<b>52</b>	<b>57</b>	<b>89</b>	<b>21</b>	<b>55</b>	<b>46</b>	<b>78</b>	<b>62</b>	<b>52</b>	<b>37</b>	<b>51</b>	<b>60</b>	<b>76</b>	<b>58</b>	<b>57</b>	<b>38</b>	<b>66</b>	<b>56</b>	<b>54</b>	<b>60</b>
	Don't know	16	12	4	8	6	8	7	9	15	20	18	6	6	9	17	14	11	12	15	11
	<b>NET FAVOURABILITY</b>	<b>-20</b>	<b>-26</b>	<b>-83</b>	<b>49</b>	<b>-16</b>	<b>1</b>	<b>-63</b>	<b>-34</b>	<b>-19</b>	<b>6</b>	<b>-20</b>	<b>-26</b>	<b>-57</b>	<b>-25</b>	<b>-30</b>	<b>11</b>	<b>-44</b>	<b>-23</b>	<b>-23</b>	<b>-32</b>
<b>The Conservative Party</b>																					
	Very favourable	10	9	25	1	0	5	16	9	9	8	5	10	18	8	11	7	10	11	9	5
	Somewhat favourable	25	24	49	5	15	14	37	24	24	13	19	29	33	25	23	14	31	27	22	13
	<b>TOTAL FAVOURABLE</b>	<b>35</b>	<b>33</b>	<b>74</b>	<b>6</b>	<b>15</b>	<b>19</b>	<b>53</b>	<b>33</b>	<b>33</b>	<b>21</b>	<b>24</b>	<b>39</b>	<b>51</b>	<b>33</b>	<b>34</b>	<b>21</b>	<b>41</b>	<b>38</b>	<b>31</b>	<b>18</b>
	Somewhat unfavourable	17	19	17	20	31	19	21	21	17	23	20	17	18	20	18	28	21	17	17	12
	Very unfavourable	35	36	5	70	51	55	19	36	36	40	40	39	25	39	32	41	28	35	38	58
	<b>TOTAL UNFAVOURABLE</b>	<b>52</b>	<b>55</b>	<b>22</b>	<b>90</b>	<b>82</b>	<b>74</b>	<b>40</b>	<b>57</b>	<b>53</b>	<b>63</b>	<b>60</b>	<b>56</b>	<b>43</b>	<b>59</b>	<b>50</b>	<b>69</b>	<b>49</b>	<b>52</b>	<b>55</b>	<b>70</b>
	Don't know	12	11	4	5	2	6	8	9	14	16	17	5	7	8	16	11	10	10	15	12
	<b>NET FAVOURABILITY</b>	<b>-17</b>	<b>-22</b>	<b>52</b>	<b>-84</b>	<b>-67</b>	<b>-55</b>	<b>13</b>	<b>-24</b>	<b>-20</b>	<b>-42</b>	<b>-36</b>	<b>-17</b>	<b>8</b>	<b>-26</b>	<b>-16</b>	<b>-48</b>	<b>-8</b>	<b>-14</b>	<b>-24</b>	<b>-52</b>
<b>Boris Johnson</b>																					
	Very favourable	14	12	29	1	2	6	21	13	11	5	6	14	23	10	13	7	13	14	11	6
	Somewhat favourable	28	26	46	9	14	15	39	23	29	17	23	30	31	24	28	14	29	32	26	15
	<b>TOTAL FAVOURABLE</b>	<b>42</b>	<b>38</b>	<b>75</b>	<b>10</b>	<b>16</b>	<b>21</b>	<b>60</b>	<b>36</b>	<b>40</b>	<b>22</b>	<b>29</b>	<b>44</b>	<b>54</b>	<b>34</b>	<b>41</b>	<b>21</b>	<b>42</b>	<b>46</b>	<b>37</b>	<b>21</b>
	Somewhat unfavourable	17	17	15	16	25	18	16	19	16	25	19	12	16	19	16	16	19	15	18	17
	Very unfavourable	33	38	8	71	57	59	19	40	37	44	41	41	27	42	33	53	32	33	37	56
	<b>TOTAL UNFAVOURABLE</b>	<b>50</b>	<b>55</b>	<b>23</b>	<b>87</b>	<b>82</b>	<b>77</b>	<b>35</b>	<b>59</b>	<b>53</b>	<b>69</b>	<b>60</b>	<b>53</b>	<b>43</b>	<b>61</b>	<b>49</b>	<b>69</b>	<b>51</b>	<b>48</b>	<b>55</b>	<b>73</b>
	Don't know	9	7	2	3	1	3	4	6	8	9	11	3	3	4	10	10	6	5	8	6
	<b>NET FAVOURABILITY</b>	<b>-8</b>	<b>-17</b>	<b>52</b>	<b>-77</b>	<b>-66</b>	<b>-56</b>	<b>25</b>	<b>-23</b>	<b>-13</b>	<b>-47</b>	<b>-31</b>	<b>-9</b>	<b>11</b>	<b>-27</b>	<b>-8</b>	<b>-48</b>	<b>-9</b>	<b>-2</b>	<b>-18</b>	<b>-52</b>

	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	1682	570	417	151	624	666	817	865	183	701	405	392	959	723	202	565	365	405	145	
Unweighted Sample	1682	609	422	155	701	703	724	958	109	652	445	476	994	688	142	585	387	415	153	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
<b>Keir Starmer</b>																				
Very favourable	4	5	1	10	11	8	3	5	5	5	3	7	5	5	4	5	4	7	5	0
Somewhat favourable	24	21	11	38	40	33	15	21	22	21	21	25	20	24	18	32	20	20	21	16
<b>TOTAL FAVOURABLE</b>	<b>28</b>	<b>26</b>	<b>12</b>	<b>48</b>	<b>51</b>	<b>41</b>	<b>18</b>	<b>26</b>	<b>27</b>	<b>26</b>	<b>24</b>	<b>32</b>	<b>25</b>	<b>29</b>	<b>22</b>	<b>37</b>	<b>24</b>	<b>27</b>	<b>26</b>	<b>16</b>
Somewhat unfavourable	25	27	31	28	33	32	26	29	26	24	28	28	28	31	23	26	28	28	26	29
Very unfavourable	25	28	46	10	8	15	42	31	25	15	24	29	40	25	32	14	30	27	31	31
<b>TOTAL UNFAVOURABLE</b>	<b>50</b>	<b>55</b>	<b>77</b>	<b>38</b>	<b>41</b>	<b>47</b>	<b>68</b>	<b>60</b>	<b>51</b>	<b>39</b>	<b>52</b>	<b>57</b>	<b>68</b>	<b>56</b>	<b>55</b>	<b>40</b>	<b>58</b>	<b>55</b>	<b>57</b>	<b>60</b>
Don't know	23	19	10	14	9	12	14	15	22	35	25	11	8	15	23	23	18	17	17	24
<b>NET FAVOURABILITY</b>	<b>-22</b>	<b>-29</b>	<b>-65</b>	<b>10</b>	<b>10</b>	<b>-6</b>	<b>-50</b>	<b>-34</b>	<b>-24</b>	<b>-13</b>	<b>-28</b>	<b>-25</b>	<b>-43</b>	<b>-27</b>	<b>-33</b>	<b>-3</b>	<b>-34</b>	<b>-28</b>	<b>-31</b>	<b>-44</b>
<b>Matt Hancock</b>																				
Very favourable	6	4	10	1	5	4	7	5	4	1	2	5	8	4	4	1	6	4	4	3
Somewhat favourable	22	20	37	9	12	15	29	19	21	9	14	25	31	20	21	13	24	21	22	10
<b>TOTAL FAVOURABLE</b>	<b>28</b>	<b>24</b>	<b>47</b>	<b>10</b>	<b>17</b>	<b>19</b>	<b>36</b>	<b>24</b>	<b>25</b>	<b>10</b>	<b>16</b>	<b>30</b>	<b>39</b>	<b>24</b>	<b>25</b>	<b>14</b>	<b>30</b>	<b>25</b>	<b>26</b>	<b>13</b>
Somewhat unfavourable	20	22	24	18	31	22	23	22	23	28	21	23	23	23	22	27	23	22	21	19
Very unfavourable	34	37	17	62	42	50	28	42	33	35	43	38	28	40	33	40	33	37	37	51
<b>TOTAL UNFAVOURABLE</b>	<b>54</b>	<b>59</b>	<b>41</b>	<b>80</b>	<b>73</b>	<b>72</b>	<b>51</b>	<b>64</b>	<b>56</b>	<b>63</b>	<b>64</b>	<b>61</b>	<b>51</b>	<b>63</b>	<b>55</b>	<b>67</b>	<b>56</b>	<b>59</b>	<b>58</b>	<b>70</b>
Don't know	18	16	12	9	9	9	13	13	19	28	20	9	10	13	20	19	14	17	15	18
<b>NET FAVOURABILITY</b>	<b>-26</b>	<b>-35</b>	<b>6</b>	<b>-70</b>	<b>-56</b>	<b>-53</b>	<b>-15</b>	<b>-40</b>	<b>-31</b>	<b>-53</b>	<b>-48</b>	<b>-31</b>	<b>-12</b>	<b>-39</b>	<b>-30</b>	<b>-53</b>	<b>-26</b>	<b>-34</b>	<b>-32</b>	<b>-57</b>
<b>Rishi Sunak</b>																				
Very favourable	15	13	26	4	10	9	18	13	13	1	9	16	21	13	12	12	16	13	11	5
Somewhat favourable	34	32	47	23	36	30	38	30	33	29	25	35	42	33	31	23	36	33	32	27
<b>TOTAL FAVOURABLE</b>	<b>49</b>	<b>45</b>	<b>73</b>	<b>27</b>	<b>46</b>	<b>39</b>	<b>56</b>	<b>43</b>	<b>46</b>	<b>30</b>	<b>34</b>	<b>51</b>	<b>63</b>	<b>46</b>	<b>43</b>	<b>35</b>	<b>52</b>	<b>46</b>	<b>43</b>	<b>32</b>
Somewhat unfavourable	18	20	13	27	27	26	16	22	19	19	24	18	17	23	16	28	20	19	19	17
Very unfavourable	12	16	3	30	14	21	10	19	13	19	18	17	11	15	17	18	11	15	18	30
<b>TOTAL UNFAVOURABLE</b>	<b>30</b>	<b>36</b>	<b>16</b>	<b>57</b>	<b>41</b>	<b>47</b>	<b>26</b>	<b>41</b>	<b>32</b>	<b>38</b>	<b>42</b>	<b>35</b>	<b>28</b>	<b>38</b>	<b>33</b>	<b>46</b>	<b>31</b>	<b>34</b>	<b>37</b>	<b>47</b>
Don't know	21	19	12	16	12	14	17	16	22	32	24	14	10	15	24	19	18	20	19	22
<b>NET FAVOURABILITY</b>	<b>19</b>	<b>9</b>	<b>57</b>	<b>-30</b>	<b>5</b>	<b>-8</b>	<b>30</b>	<b>2</b>	<b>14</b>	<b>-8</b>	<b>-8</b>	<b>16</b>	<b>35</b>	<b>8</b>	<b>10</b>	<b>-11</b>	<b>21</b>	<b>12</b>	<b>6</b>	<b>-15</b>
<b>Priti Patel</b>																				
Very favourable	6	5	11	1	1	3	8	7	2	1	4	6	6	4	5	3	6	5	4	5
Somewhat favourable	17	15	32	5	4	8	23	15	15	11	9	19	24	15	15	10	17	18	15	7
<b>TOTAL FAVOURABLE</b>	<b>23</b>	<b>20</b>	<b>43</b>	<b>6</b>	<b>5</b>	<b>11</b>	<b>31</b>	<b>22</b>	<b>17</b>	<b>12</b>	<b>13</b>	<b>25</b>	<b>30</b>	<b>19</b>	<b>20</b>	<b>13</b>	<b>23</b>	<b>23</b>	<b>19</b>	<b>12</b>
Somewhat unfavourable	19	20	27	12	18	17	26	19	21	19	17	20	24	21	18	20	19	20	22	17
Very unfavourable	40	44	18	72	69	62	29	45	42	45	46	45	36	48	38	52	42	42	39	55
<b>TOTAL UNFAVOURABLE</b>	<b>59</b>	<b>64</b>	<b>45</b>	<b>84</b>	<b>87</b>	<b>79</b>	<b>55</b>	<b>64</b>	<b>63</b>	<b>64</b>	<b>63</b>	<b>65</b>	<b>60</b>	<b>69</b>	<b>56</b>	<b>72</b>	<b>61</b>	<b>62</b>	<b>61</b>	<b>72</b>
Don't know	18	17	12	9	7	10	14	14	20	24	23	10	9	12	24	16	17	15	20	15
<b>NET FAVOURABILITY</b>	<b>-36</b>	<b>-44</b>	<b>-2</b>	<b>-78</b>	<b>-82</b>	<b>-68</b>	<b>-24</b>	<b>-42</b>	<b>-46</b>	<b>-52</b>	<b>-50</b>	<b>-40</b>	<b>-30</b>	<b>-50</b>	<b>-36</b>	<b>-59</b>	<b>-38</b>	<b>-39</b>	<b>-42</b>	<b>-60</b>

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	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>1682</b>	570	417	151	624	666	817	865	183	701	405	392	959	723	202	565	365	405	145
<b>Unweighted Sample</b>	<b>1682</b>	609	422	155	701	703	724	958	109	652	445	476	994	688	142	585	387	415	153
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**Dominic Cummings**

Very favourable	1	1	1	1	0	0	1	1	1	1	0	1	1	1	1	1	1	1	0	
Somewhat favourable	6	6	6	5	5	5	6	7	4	12	5	4	5	6	5	12	5	4	6	4
<b>TOTAL FAVOURABLE</b>	<b>7</b>	<b>7</b>	<b>7</b>	<b>6</b>	<b>5</b>	<b>5</b>	<b>7</b>	<b>8</b>	<b>5</b>	<b>12</b>	<b>6</b>	<b>5</b>	<b>5</b>	<b>7</b>	<b>6</b>	<b>13</b>	<b>6</b>	<b>5</b>	<b>7</b>	<b>4</b>
Somewhat unfavourable	20	16	17	14	18	14	16	17	16	26	17	13	13	15	17	13	16	16	18	13
Very unfavourable	56	63	68	70	72	73	66	62	65	32	58	75	76	67	58	60	66	64	60	67
<b>TOTAL UNFAVOURABLE</b>	<b>76</b>	<b>79</b>	<b>85</b>	<b>84</b>	<b>90</b>	<b>87</b>	<b>82</b>	<b>79</b>	<b>81</b>	<b>58</b>	<b>75</b>	<b>88</b>	<b>89</b>	<b>82</b>	<b>75</b>	<b>73</b>	<b>82</b>	<b>80</b>	<b>78</b>	<b>80</b>
Don't know	17	14	8	10	4	7	11	13	15	31	19	7	6	10	19	15	12	15	15	16
<b>NET FAVOURABILITY</b>	<b>-69</b>	<b>-72</b>	<b>-78</b>	<b>-78</b>	<b>-85</b>	<b>-82</b>	<b>-75</b>	<b>-71</b>	<b>-76</b>	<b>-46</b>	<b>-69</b>	<b>-83</b>	<b>-84</b>	<b>-75</b>	<b>-69</b>	<b>-60</b>	<b>-76</b>	<b>-75</b>	<b>-71</b>	<b>-76</b>

**Ed Davey**

		3 - 4 Nov '20	18-20 Jun '21																		
Very favourable	1	1	1	1	6	2	0	1	1	1	2	1	1	1	1	1	2	2	1	0	0
Somewhat favourable	8	11	7	15	26	18	7	13	10	7	8	14	16	14	8	17	14	8	9	5	
<b>TOTAL FAVOURABLE</b>	<b>9</b>	<b>12</b>	<b>8</b>	<b>16</b>	<b>32</b>	<b>20</b>	<b>7</b>	<b>14</b>	<b>11</b>	<b>8</b>	<b>10</b>	<b>15</b>	<b>17</b>	<b>15</b>	<b>9</b>	<b>19</b>	<b>16</b>	<b>9</b>	<b>9</b>	<b>5</b>	
Somewhat unfavourable	14	16	19	15	14	16	17	19	12	15	15	13	21	17	14	14	16	16	17	13	
Very unfavourable	14	13	19	8	0	6	20	16	9	9	9	17	16	10	16	8	10	14	13	25	
<b>TOTAL UNFAVOURABLE</b>	<b>28</b>	<b>29</b>	<b>38</b>	<b>23</b>	<b>14</b>	<b>22</b>	<b>37</b>	<b>35</b>	<b>21</b>	<b>24</b>	<b>24</b>	<b>30</b>	<b>37</b>	<b>27</b>	<b>30</b>	<b>22</b>	<b>26</b>	<b>30</b>	<b>30</b>	<b>38</b>	
Don't know	64	59	53	61	53	58	56	50	68	68	66	56	47	58	61	58	59	61	60	57	
<b>NET FAVOURABILITY</b>	<b>-19</b>	<b>-17</b>	<b>-30</b>	<b>-7</b>	<b>18</b>	<b>-2</b>	<b>-30</b>	<b>-21</b>	<b>-10</b>	<b>-16</b>	<b>-14</b>	<b>-15</b>	<b>-20</b>	<b>-12</b>	<b>-21</b>	<b>-3</b>	<b>-10</b>	<b>-21</b>	<b>-21</b>	<b>-33</b>	

**The Liberal Democrats**

Very favourable	3	3	1	3	16	6	1	3	2	1	2	3	4	3	1	4	4	2	1	2
Somewhat favourable	21	26	16	34	65	39	15	24	27	26	23	28	27	30	20	30	28	23	22	27
<b>TOTAL FAVOURABLE</b>	<b>24</b>	<b>29</b>	<b>17</b>	<b>37</b>	<b>81</b>	<b>45</b>	<b>16</b>	<b>27</b>	<b>29</b>	<b>27</b>	<b>25</b>	<b>31</b>	<b>31</b>	<b>33</b>	<b>21</b>	<b>34</b>	<b>32</b>	<b>25</b>	<b>23</b>	<b>29</b>
Somewhat unfavourable	24	27	32	31	10	27	30	28	26	30	27	27	27	29	25	27	27	29	26	26
Very unfavourable	28	23	37	12	1	11	37	28	18	14	20	26	29	21	27	14	21	25	27	28
<b>TOTAL UNFAVOURABLE</b>	<b>52</b>	<b>50</b>	<b>69</b>	<b>43</b>	<b>11</b>	<b>38</b>	<b>67</b>	<b>56</b>	<b>44</b>	<b>44</b>	<b>47</b>	<b>53</b>	<b>56</b>	<b>50</b>	<b>52</b>	<b>41</b>	<b>48</b>	<b>54</b>	<b>53</b>	<b>54</b>
Don't know	24	21	14	21	7	17	17	17	26	29	27	15	14	17	27	24	20	21	24	16
<b>NET FAVOURABILITY</b>	<b>-28</b>	<b>-21</b>	<b>-52</b>	<b>-6</b>	<b>70</b>	<b>7</b>	<b>-51</b>	<b>-29</b>	<b>-15</b>	<b>-17</b>	<b>-22</b>	<b>-22</b>	<b>-25</b>	<b>-17</b>	<b>-31</b>	<b>-7</b>	<b>-16</b>	<b>-29</b>	<b>-30</b>	<b>-25</b>

**Rachel Reeves**

Very favourable	x	1	0	1	2	1	0	1	1	1	1	1	1	1	1	0	1	1	0	0
Somewhat favourable	x	6	4	11	9	9	5	8	4	6	5	7	6	7	5	7	5	7	7	2
<b>TOTAL FAVOURABLE</b>	<b>x</b>	<b>7</b>	<b>4</b>	<b>12</b>	<b>11</b>	<b>10</b>	<b>5</b>	<b>9</b>	<b>5</b>	<b>7</b>	<b>6</b>	<b>8</b>	<b>7</b>	<b>8</b>	<b>6</b>	<b>7</b>	<b>6</b>	<b>8</b>	<b>7</b>	<b>2</b>
Somewhat unfavourable	x	10	13	8	9	9	11	13	8	13	8	8	15	10	10	12	10	9	11	9
Very unfavourable	x	8	10	5	4	4	12	11	7	3	8	12	9	7	10	9	7	7	9	16
<b>TOTAL UNFAVOURABLE</b>	<b>x</b>	<b>18</b>	<b>23</b>	<b>13</b>	<b>13</b>	<b>13</b>	<b>23</b>	<b>24</b>	<b>15</b>	<b>16</b>	<b>16</b>	<b>20</b>	<b>24</b>	<b>17</b>	<b>20</b>	<b>21</b>	<b>17</b>	<b>16</b>	<b>20</b>	<b>25</b>
Don't know	x	75	73	75	77	76	72	68	80	77	78	72	69	75	74	72	77	77	72	74
<b>NET FAVOURABILITY</b>	<b>x</b>	<b>-11</b>	<b>-19</b>	<b>-1</b>	<b>-2</b>	<b>-3</b>	<b>-18</b>	<b>-15</b>	<b>-10</b>	<b>-9</b>	<b>-10</b>	<b>-12</b>	<b>-17</b>	<b>-9</b>	<b>-14</b>	<b>-14</b>	<b>-11</b>	<b>-8</b>	<b>-13</b>	<b>-23</b>

