

YouGov Survey Results

Sample Size: 1800 adults in GB
Fieldwork: 17th - 18th November 2021

	Vote in 2019 GE			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	
Weighted Sample	1800	610	446	162	668	713	875	925	196	751	434	419	1026	774	216	605	391	434	155
Unweighted Sample	1800	624	474	164	750	704	818	982	166	739	424	471	1110	690	198	616	402	422	162
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	10-11 Nov	17-18 Nov																		
Do you have a favourable or unfavourable opinion of the following?																				
The Conservative Party																				
Very favourable	6	5	13	0	0	2	10	6	5	1	3	7	10	4	6	4	6	7	4	5
Somewhat favourable	22	22	53	2	6	12	38	23	21	13	18	28	30	21	24	14	26	26	21	14
TOTAL FAVOURABLE	28	27	66	2	6	14	48	29	26	14	21	35	40	25	30	18	32	33	25	19
Somewhat unfavourable	20	20	19	17	25	19	20	22	18	20	20	20	21	22	17	19	21	20	18	21
Very unfavourable	39	40	9	75	67	61	22	42	39	44	43	39	35	44	36	49	36	34	44	49
TOTAL UNFAVOURABLE	59	60	28	92	92	80	42	64	57	64	63	59	56	66	53	68	57	54	62	70
Don't know	13	12	5	6	2	6	10	7	17	23	16	6	5	9	16	15	10	13	13	11
NET FAVOURABILITY	-31	-33	38	-90	-86	-66	6	-35	-31	-50	-42	-24	-16	-41	-23	-50	-25	-21	-37	-51
The Labour Party																				
Very favourable	4	5	1	15	7	7	4	5	5	9	4	7	5	5	6	7	5	6	4	2
Somewhat favourable	28	26	8	54	48	41	13	25	27	31	27	24	23	29	21	32	23	24	29	22
TOTAL FAVOURABLE	32	31	9	69	55	48	17	30	32	40	31	31	28	34	27	39	28	30	33	24
Somewhat unfavourable	26	26	28	20	25	28	24	29	23	22	29	26	23	30	21	24	25	27	25	32
Very unfavourable	27	30	58	2	10	14	50	33	26	17	22	33	45	26	35	22	35	29	27	25
TOTAL UNFAVOURABLE	53	56	86	22	35	42	74	62	49	39	51	59	68	56	56	46	60	56	52	57
Don't know	15	13	5	9	10	10	10	8	19	21	18	10	5	11	17	16	11	13	14	19
NET FAVOURABILITY	-21	-25	-77	47	20	6	-57	-32	-17	1	-20	-28	-40	-22	-29	-7	-32	-26	-19	-33
Boris Johnson																				
Very favourable	7	6	14	1	1	2	12	6	6	1	5	6	9	5	8	4	8	7	5	3
Somewhat favourable	23	24	46	5	7	13	38	24	23	13	21	29	27	22	26	18	26	28	23	12
TOTAL FAVOURABLE	30	30	60	6	8	15	50	30	29	14	26	35	36	27	34	22	34	35	28	15
Somewhat unfavourable	19	19	21	16	17	16	20	19	18	22	19	16	20	18	20	13	20	19	19	20
Very unfavourable	41	42	15	74	73	63	24	44	41	46	43	43	39	49	34	55	39	34	44	54
TOTAL UNFAVOURABLE	60	61	36	90	90	79	44	63	59	68	62	59	59	67	54	68	59	53	63	74
Don't know	9	9	5	5	1	6	7	7	12	17	12	5	4	7	12	11	7	11	9	11
NET FAVOURABILITY	-30	-31	24	-84	-82	-64	6	-33	-30	-54	-36	-24	-23	-40	-20	-46	-25	-18	-35	-59

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

Keir Starmer

Very favourable	4	4	1	10	11	8	2	5	3	2	3	5	6	5	3	6	5	3	4	1
Somewhat favourable	27	27	15	48	47	42	15	27	26	24	26	29	27	31	21	37	26	23	26	25
TOTAL FAVOURABLE	31	31	16	58	58	50	17	32	29	26	29	34	33	36	24	43	31	26	30	26
Somewhat unfavourable	27	27	35	24	26	27	32	30	25	23	27	30	27	31	23	23	29	28	26	30
Very unfavourable	23	24	41	4	7	11	38	26	21	16	21	24	32	20	29	13	24	26	26	23
TOTAL UNFAVOURABLE	50	51	76	28	33	38	70	56	46	39	48	54	59	51	52	36	53	54	52	53
Don't know	19	18	9	15	9	13	12	11	25	36	23	11	8	14	23	21	15	18	19	21
NET FAVOURABILITY	-19	-20	-60	30	25	12	-53	-24	-17	-13	-19	-20	-26	-15	-28	7	-22	-28	-22	-27

Priti Patel

Very favourable	3	2	5	0	0	1	3	3	1	1	1	2	3	2	2	2	2	2	2	2
Somewhat favourable	14	14	31	3	5	7	25	18	11	6	10	16	24	12	17	10	17	15	13	11
TOTAL FAVOURABLE	17	16	36	3	5	8	28	21	12	7	11	18	27	14	19	12	19	17	15	13
Somewhat unfavourable	19	20	30	12	15	17	26	21	20	20	19	23	21	21	19	20	22	22	17	19
Very unfavourable	45	45	22	72	73	64	30	47	44	39	48	47	42	51	38	54	43	42	47	48
TOTAL UNFAVOURABLE	64	65	52	84	88	81	56	68	64	59	67	70	63	72	57	74	65	64	64	67
Don't know	19	18	13	12	7	12	15	12	24	33	22	13	9	14	24	14	17	19	21	19
NET FAVOURABILITY	-47	-49	-16	-81	-83	-73	-28	-47	-52	-52	-56	-52	-36	-58	-38	-62	-46	-47	-49	-54

Rishi Sunak

Very favourable	9	7	18	2	3	5	12	8	7	2	4	8	16	8	6	9	8	8	7	4
Somewhat favourable	32	31	49	19	32	27	38	32	29	16	28	36	37	32	29	28	34	33	28	23
TOTAL FAVOURABLE	41	38	67	21	35	32	50	40	36	18	32	44	53	40	35	37	42	41	35	27
Somewhat unfavourable	21	21	11	32	33	28	16	23	19	25	21	21	18	25	16	19	21	24	19	23
Very unfavourable	18	20	8	31	22	25	16	23	17	20	22	18	16	20	20	22	18	16	24	22
TOTAL UNFAVOURABLE	39	41	19	63	55	53	32	46	36	45	43	39	34	45	36	41	39	40	43	45
Don't know	20	21	14	17	9	15	18	14	28	37	25	17	12	15	29	22	20	20	22	27
NET FAVOURABILITY	2	-3	48	-42	-20	-21	18	-6	0	-27	-11	5	19	-5	-1	-4	3	1	-8	-18

Liz Truss

Very favourable	4	3	8	1	0	1	7	5	2	4	1	4	7	3	3	3	4	4	3	3
Somewhat favourable	10	9	18	3	7	7	13	11	6	5	5	10	17	10	7	10	10	10	7	8
TOTAL FAVOURABLE	14	12	26	4	7	8	20	16	8	9	6	14	24	13	10	13	14	14	10	11
Somewhat unfavourable	13	14	16	13	22	17	14	17	12	14	12	15	18	16	13	11	16	14	15	15
Very unfavourable	19	21	10	35	31	32	13	25	17	13	23	21	21	25	16	26	22	18	19	24
TOTAL UNFAVOURABLE	32	35	26	48	53	49	27	42	29	27	35	36	39	41	29	37	38	32	34	39
Don't know	55	52	48	48	41	43	52	41	63	64	59	50	37	46	61	50	49	54	57	50
NET FAVOURABILITY	-18	-23	0	-44	-46	-41	-7	-26	-21	-18	-29	-22	-15	-28	-19	-24	-24	-18	-24	-28