

YouGov Survey Results

Sample Size: 1744 adults in GB
Fieldwork: 6th - 7th January 2022

	Vote in 2019 GE			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	
Weighted Sample	1744	591	433	157	647	691	848	896	190	727	420	406	994	750	209	586	378	420	150	
Unweighted Sample	1744	606	435	158	693	697	772	972	158	728	426	432	1049	695	204	611	373	414	142	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	19-20 Dec	6-7 Jan																		
Do you have a favourable or unfavourable opinion of the following?																				
The Conservative Party																				
Very favourable	4	6	14	1	2	3	11	6	6	4	3	5	13	5	7	4	6	6	8	3
Somewhat favourable	20	22	46	4	12	14	34	23	22	10	17	30	30	23	22	21	26	20	22	18
TOTAL FAVOURABLE	24	28	60	5	14	17	45	29	28	14	20	35	43	28	29	25	32	26	30	21
Somewhat unfavourable	19	18	20	15	18	17	19	18	17	18	16	20	18	19	15	17	20	19	15	13
Very unfavourable	45	43	14	76	64	62	25	44	42	47	49	38	33	44	41	49	37	41	42	60
TOTAL UNFAVOURABLE	64	61	34	91	82	79	44	62	59	65	65	58	51	63	56	66	57	60	57	73
Don't know	12	11	6	4	4	4	10	10	13	20	15	7	6	9	15	9	11	14	13	5
NET FAVOURABILITY	-40	-33	26	-86	-68	-62	1	-33	-31	-51	-45	-23	-8	-35	-27	-41	-25	-34	-27	-52
The Labour Party																				
Very favourable	5	6	1	18	6	11	2	7	6	10	8	5	3	6	7	8	6	7	7	3
Somewhat favourable	28	26	9	54	44	41	13	23	29	32	29	23	22	32	19	36	23	22	28	29
TOTAL FAVOURABLE	33	32	10	72	50	52	15	30	35	42	37	28	25	38	26	44	29	29	35	32
Somewhat unfavourable	25	25	29	17	28	26	26	25	26	23	28	25	23	28	22	22	26	22	25	38
Very unfavourable	28	30	57	4	14	15	50	35	25	13	20	39	46	26	36	23	33	34	29	21
TOTAL UNFAVOURABLE	53	55	86	21	42	41	76	60	51	36	48	64	69	54	58	45	59	56	54	59
Don't know	13	12	5	6	7	7	10	10	15	21	16	8	7	9	17	11	12	15	12	9
NET FAVOURABILITY	-20	-23	-76	51	8	11	-61	-30	-16	6	-11	-36	-44	-16	-32	-1	-30	-27	-19	-27
Boris Johnson																				
Very favourable	5	6	13	1	1	2	10	6	6	4	5	5	10	5	7	5	7	5	6	4
Somewhat favourable	17	21	41	4	10	11	33	21	20	9	15	28	29	19	23	14	25	20	22	11
TOTAL FAVOURABLE	22	27	54	5	11	13	43	27	26	13	20	33	39	24	30	19	32	25	28	15
Somewhat unfavourable	18	18	26	11	18	16	22	17	20	18	16	21	19	20	16	17	21	19	16	14
Very unfavourable	50	48	18	79	69	68	30	49	46	52	56	41	38	51	43	56	41	46	47	66
TOTAL UNFAVOURABLE	68	66	44	90	87	84	52	66	66	70	72	62	57	71	59	73	62	65	63	80
Don't know	9	8	3	4	2	3	6	7	8	16	9	5	4	5	11	9	6	9	9	4
NET FAVOURABILITY	-46	-39	10	-85	-76	-71	-9	-39	-40	-57	-52	-29	-18	-47	-29	-54	-30	-40	-35	-65

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		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Keir Starmer																			
Very favourable	5	5	1	12	8	8	2	5	4	3	6	5	3	5	4	6	4	5	5
Somewhat favourable	28	25	14	41	51	42	15	25	25	19	27	26	25	29	20	31	27	20	24
TOTAL FAVOURABLE	33	30	15	53	59	50	17	30	29	22	33	31	28	34	24	37	31	26	29
Somewhat unfavourable	23	25	33	23	20	25	26	25	26	24	25	26	26	30	19	18	28	24	26
Very unfavourable	25	29	47	12	11	15	45	33	24	21	21	36	39	22	37	25	28	31	32
TOTAL UNFAVOURABLE	48	54	80	35	31	40	71	58	50	45	46	62	65	52	56	43	56	55	58
Don't know	18	16	5	13	9	10	12	12	20	34	21	8	7	13	20	19	14	20	14
NET FAVOURABILITY	-15	-24	-65	18	28	10	-54	-28	-21	-23	-13	-31	-37	-18	-32	-6	-25	-29	-29
Priti Patel																			
Very favourable	3	3	5	0	1	1	6	3	2	1	2	3	5	3	3	3	3	2	3
Somewhat favourable	12	14	30	4	6	9	21	16	11	6	10	17	21	13	15	14	13	14	16
TOTAL FAVOURABLE	15	17	35	4	7	10	27	19	13	7	12	20	26	16	18	17	16	16	19
Somewhat unfavourable	20	19	28	12	15	16	25	18	20	14	17	23	22	19	19	16	18	22	19
Very unfavourable	48	48	25	75	70	67	34	51	45	48	53	45	42	52	42	57	46	46	45
TOTAL UNFAVOURABLE	68	67	53	87	85	83	59	69	65	62	70	68	64	71	61	73	64	68	64
Don't know	18	16	11	9	8	8	15	11	21	30	18	12	11	12	22	10	19	16	17
NET FAVOURABILITY	-53	-50	-18	-83	-78	-73	-32	-50	-52	-55	-58	-48	-38	-55	-43	-56	-48	-52	-45
Rishi Sunak																			
Very favourable	8	9	18	2	5	5	13	10	8	8	6	10	12	10	7	7	11	8	8
Somewhat favourable	31	32	49	18	41	31	37	33	31	19	28	37	40	34	28	33	35	28	32
TOTAL FAVOURABLE	39	41	67	20	46	36	50	43	39	27	34	47	52	44	35	40	46	36	40
Somewhat unfavourable	22	20	14	28	30	25	17	21	20	19	22	20	18	20	20	21	19	20	22
Very unfavourable	22	22	10	39	15	28	18	25	20	24	25	22	19	22	23	27	18	22	22
TOTAL UNFAVOURABLE	44	42	24	67	45	53	35	46	40	43	47	42	37	42	43	48	37	42	44
Don't know	18	17	8	13	9	10	15	11	21	30	19	12	10	13	21	13	17	21	16
NET FAVOURABILITY	-5	-1	43	-47	1	-17	15	-3	-1	-16	-13	5	15	2	-8	-8	9	-6	-4
Liz Truss																			
Very favourable	4	3	7	1	0	2	5	4	2	1	2	4	5	3	3	4	3	3	4
Somewhat favourable	14	12	22	4	9	9	17	15	8	7	8	11	21	13	10	14	13	12	10
TOTAL FAVOURABLE	18	15	29	5	9	11	22	19	10	8	10	15	26	16	13	18	16	15	14
Somewhat unfavourable	14	16	18	13	26	19	16	18	14	17	15	15	20	18	13	15	16	17	14
Very unfavourable	24	24	11	39	31	34	17	29	19	22	24	25	22	26	21	31	21	20	25
TOTAL UNFAVOURABLE	38	40	29	52	57	53	33	47	33	39	39	40	42	44	34	46	37	37	39
Don't know	44	46	42	43	35	36	46	34	57	52	51	46	33	41	52	37	47	49	47
NET FAVOURABILITY	-20	-25	0	-47	-48	-42	-11	-28	-23	-31	-29	-25	-16	-28	-21	-28	-21	-22	-25