

# YouGov Survey Results

Sample Size: 1696 adults in GB  
Fieldwork: 16th - 17th August 2022

	Vote in 2019 GE							EU Ref 2016		Gender		Age				Social Grade		
	Total	Con	Lab	Lib Dem	Brexit	Green	Other	Don't know / Didn't vote	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE
<b>Weighted Sample</b>	<b>1696</b>	575	421	153	25	31	80	412	629	672	824	872	185	707	409	395	967	729
<b>Unweighted Sample</b>	<b>1696</b>	605	412	160	26	39	83	371	708	678	728	968	124	679	451	442	1027	669
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	8-9 Aug	16-17 Aug																	
<b>Do you have a favourable or unfavourable opinion of the following?</b>																			
<b>Liz Truss</b>																			
Very favourable	4	4	10	0	1	6	0	0	2	1	8	5	3	0	3	4	7	3	5
Somewhat favourable	19	17	33	5	9	15	7	9	12	11	25	17	17	15	13	21	22	17	16
<b>TOTAL FAVOURABLE</b>	<b>23</b>	<b>21</b>	<b>43</b>	<b>5</b>	<b>10</b>	<b>21</b>	<b>7</b>	<b>9</b>	<b>14</b>	<b>12</b>	<b>33</b>	<b>22</b>	<b>20</b>	<b>15</b>	<b>16</b>	<b>25</b>	<b>29</b>	<b>20</b>	<b>21</b>
Somewhat unfavourable	22	20	25	16	21	29	13	13	20	18	25	20	21	16	19	19	27	20	20
Very unfavourable	36	41	18	70	58	39	65	67	30	59	27	44	38	45	42	45	33	44	37
<b>TOTAL UNFAVOURABLE</b>	<b>58</b>	<b>61</b>	<b>43</b>	<b>86</b>	<b>79</b>	<b>68</b>	<b>78</b>	<b>80</b>	<b>50</b>	<b>77</b>	<b>52</b>	<b>64</b>	<b>59</b>	<b>61</b>	<b>61</b>	<b>64</b>	<b>60</b>	<b>64</b>	<b>57</b>
Don't know	20	18	15	9	11	11	14	11	36	11	16	14	22	23	24	12	11	15	22
<b>NET FAVOURABILITY</b>	<b>-35</b>	<b>-40</b>	<b>0</b>	<b>-81</b>	<b>-69</b>	<b>-47</b>	<b>-71</b>	<b>-71</b>	<b>-36</b>	<b>-65</b>	<b>-19</b>	<b>-42</b>	<b>-39</b>	<b>-46</b>	<b>-45</b>	<b>-39</b>	<b>-31</b>	<b>-44</b>	<b>-36</b>
<b>Rishi Sunak</b>																			
Very favourable	3	4	6	0	4	3	0	2	5	3	4	5	3	1	4	3	5	4	4
Somewhat favourable	19	21	32	14	22	25	23	10	15	19	25	23	20	19	15	23	32	22	20
<b>TOTAL FAVOURABLE</b>	<b>22</b>	<b>25</b>	<b>38</b>	<b>14</b>	<b>26</b>	<b>28</b>	<b>23</b>	<b>12</b>	<b>20</b>	<b>22</b>	<b>29</b>	<b>28</b>	<b>23</b>	<b>20</b>	<b>19</b>	<b>26</b>	<b>37</b>	<b>26</b>	<b>24</b>
Somewhat unfavourable	27	25	25	27	33	23	37	29	18	28	25	24	26	16	24	25	30	28	21
Very unfavourable	39	39	30	53	34	40	32	54	38	43	38	40	38	46	43	42	26	38	41
<b>TOTAL UNFAVOURABLE</b>	<b>66</b>	<b>64</b>	<b>55</b>	<b>80</b>	<b>67</b>	<b>63</b>	<b>69</b>	<b>83</b>	<b>56</b>	<b>71</b>	<b>63</b>	<b>64</b>	<b>64</b>	<b>62</b>	<b>67</b>	<b>67</b>	<b>56</b>	<b>66</b>	<b>62</b>
Don't know	13	11	8	6	7	9	7	5	25	6	8	9	14	18	15	6	7	9	15
<b>NET FAVOURABILITY</b>	<b>-44</b>	<b>-39</b>	<b>-17</b>	<b>-66</b>	<b>-41</b>	<b>-35</b>	<b>-46</b>	<b>-71</b>	<b>-36</b>	<b>-49</b>	<b>-34</b>	<b>-36</b>	<b>-41</b>	<b>-42</b>	<b>-48</b>	<b>-41</b>	<b>-19</b>	<b>-40</b>	<b>-38</b>
<b>Keir Starmer</b>																			
Very favourable	5	6	1	13	12	0	10	4	3	9	4	7	5	7	5	7	6	7	5
Somewhat favourable	23	25	12	46	47	10	45	28	13	38	15	25	25	25	27	27	19	30	19
<b>TOTAL FAVOURABLE</b>	<b>28</b>	<b>31</b>	<b>13</b>	<b>59</b>	<b>59</b>	<b>10</b>	<b>55</b>	<b>32</b>	<b>16</b>	<b>47</b>	<b>19</b>	<b>32</b>	<b>30</b>	<b>32</b>	<b>32</b>	<b>34</b>	<b>25</b>	<b>37</b>	<b>24</b>
Somewhat unfavourable	25	24	27	22	24	20	21	32	20	26	26	22	26	17	24	21	30	27	20
Very unfavourable	32	31	52	10	8	55	12	25	31	18	48	34	27	23	25	37	37	24	39
<b>TOTAL UNFAVOURABLE</b>	<b>57</b>	<b>55</b>	<b>79</b>	<b>32</b>	<b>32</b>	<b>75</b>	<b>33</b>	<b>57</b>	<b>51</b>	<b>44</b>	<b>74</b>	<b>56</b>	<b>53</b>	<b>40</b>	<b>49</b>	<b>58</b>	<b>67</b>	<b>51</b>	<b>59</b>
Don't know	15	15	8	9	9	16	11	10	34	9	8	13	17	29	19	8	8	12	18
<b>NET FAVOURABILITY</b>	<b>-29</b>	<b>-24</b>	<b>-66</b>	<b>27</b>	<b>27</b>	<b>-65</b>	<b>22</b>	<b>-25</b>	<b>-35</b>	<b>3</b>	<b>-55</b>	<b>-24</b>	<b>-23</b>	<b>-8</b>	<b>-17</b>	<b>-24</b>	<b>-42</b>	<b>-14</b>	<b>-35</b>

# YouGov Survey Results

Sample Size: 1696 adults in GB  
Fieldwork: 16th - 17th August 2022

	Region					
	Total	London	Rest of South	Midlands / Wales	North	Scotland
<b>Weighted Sample</b>	<b>1696</b>	204	570	368	409	146
<b>Unweighted Sample</b>	<b>1696</b>	152	608	381	403	152
	%	%	%	%	%	%

	8-9 Aug	16-17 Aug					
<b>Do you have a favourable or unfavourable opinion of the following?</b>							
<b>Liz Truss</b>							
Very favourable	4	4	2	4	5	4	3
Somewhat favourable	19	17	20	19	16	14	17
<b>TOTAL FAVOURABLE</b>	<b>23</b>	<b>21</b>	<b>22</b>	<b>23</b>	<b>21</b>	<b>18</b>	<b>20</b>
Somewhat unfavourable	22	20	23	22	19	20	16
Very unfavourable	36	41	41	38	41	41	52
<b>TOTAL UNFAVOURABLE</b>	<b>58</b>	<b>61</b>	<b>64</b>	<b>60</b>	<b>60</b>	<b>61</b>	<b>68</b>
Don't know	20	18	14	18	20	21	13
<b>NET FAVOURABILITY</b>	<b>-35</b>	<b>-40</b>	<b>-42</b>	<b>-37</b>	<b>-39</b>	<b>-43</b>	<b>-48</b>
<b>Rishi Sunak</b>							
Very favourable	3	4	6	5	2	3	2
Somewhat favourable	19	21	27	23	22	18	14
<b>TOTAL FAVOURABLE</b>	<b>22</b>	<b>25</b>	<b>33</b>	<b>28</b>	<b>24</b>	<b>21</b>	<b>16</b>
Somewhat unfavourable	27	25	25	23	25	24	34
Very unfavourable	39	39	34	38	41	40	42
<b>TOTAL UNFAVOURABLE</b>	<b>66</b>	<b>64</b>	<b>59</b>	<b>61</b>	<b>66</b>	<b>64</b>	<b>76</b>
Don't know	13	11	8	12	11	14	9
<b>NET FAVOURABILITY</b>	<b>-44</b>	<b>-39</b>	<b>-26</b>	<b>-33</b>	<b>-42</b>	<b>-43</b>	<b>-60</b>
<b>Keir Starmer</b>							
Very favourable	5	6	8	5	7	7	2
Somewhat favourable	23	25	36	24	21	23	32
<b>TOTAL FAVOURABLE</b>	<b>28</b>	<b>31</b>	<b>44</b>	<b>29</b>	<b>28</b>	<b>30</b>	<b>34</b>
Somewhat unfavourable	25	24	26	23	24	23	30
Very unfavourable	32	31	15	36	34	30	24
<b>TOTAL UNFAVOURABLE</b>	<b>57</b>	<b>55</b>	<b>41</b>	<b>59</b>	<b>58</b>	<b>53</b>	<b>54</b>
Don't know	15	15	14	14	15	17	11
<b>NET FAVOURABILITY</b>	<b>-29</b>	<b>-24</b>	<b>3</b>	<b>-30</b>	<b>-30</b>	<b>-23</b>	<b>-20</b>

Sample Size: 1696 adults in GB  
Fieldwork: 16th - 17th August 2022

	Vote in 2019 GE							EU Ref 2016		Gender		Age				Social Grade		
	Total	Con	Lab	Lib Dem	Brexit	Green	Other	Don't know / Didnt vote	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE
<b>Weighted Sample</b>	<b>1696</b>	575	421	153	25	31	80	412	629	672	824	872	185	707	409	395	967	729
<b>Unweighted Sample</b>	<b>1696</b>	605	412	160	26	39	83	371	708	678	728	968	124	679	451	442	1027	669
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

		8-9 March '21																		
<b>Nicola Sturgeon</b>	Very favourable	9	6	2	9	6	4	8	33	4	10	3	6	6	6	7	6	4	7	5
	Somewhat favourable	24	23	9	45	37	2	43	33	15	38	11	21	26	28	25	22	20	26	20
	<b>TOTAL FAVOURABLE</b>	<b>33</b>	<b>29</b>	<b>11</b>	<b>54</b>	<b>43</b>	<b>6</b>	<b>51</b>	<b>66</b>	<b>19</b>	<b>48</b>	<b>14</b>	<b>27</b>	<b>32</b>	<b>34</b>	<b>32</b>	<b>28</b>	<b>24</b>	<b>33</b>	<b>25</b>
	Somewhat unfavourable	19	17	15	17	30	25	23	9	14	19	16	15	19	16	15	18	19	18	15
	Very unfavourable	34	39	68	17	19	56	11	19	34	23	62	47	31	24	31	48	51	36	44
	<b>TOTAL UNFAVOURABLE</b>	<b>53</b>	<b>56</b>	<b>83</b>	<b>34</b>	<b>49</b>	<b>81</b>	<b>34</b>	<b>28</b>	<b>48</b>	<b>42</b>	<b>78</b>	<b>62</b>	<b>50</b>	<b>40</b>	<b>46</b>	<b>66</b>	<b>70</b>	<b>54</b>	<b>59</b>
	Don't know	14	15	7	11	8	12	15	5	33	10	8	11	18	26	22	6	6	13	17
<b>NET FAVOURABILITY</b>	<b>-20</b>	<b>-27</b>	<b>-72</b>	<b>20</b>	<b>-6</b>	<b>-75</b>	<b>17</b>	<b>38</b>	<b>-29</b>	<b>6</b>	<b>-64</b>	<b>-35</b>	<b>-18</b>	<b>-6</b>	<b>-14</b>	<b>-38</b>	<b>-46</b>	<b>-21</b>	<b>-34</b>	

		10-11 Jul																		
<b>Michael Gove</b>	Very favourable	2	1	2	0	1	0	0	1	1	1	2	2	1	0	1	1	3	1	1
	Somewhat favourable	10	9	18	3	7	6	10	7	5	7	14	11	8	7	7	11	13	10	9
	<b>TOTAL FAVOURABLE</b>	<b>12</b>	<b>10</b>	<b>20</b>	<b>3</b>	<b>8</b>	<b>6</b>	<b>10</b>	<b>8</b>	<b>6</b>	<b>8</b>	<b>16</b>	<b>13</b>	<b>9</b>	<b>7</b>	<b>8</b>	<b>12</b>	<b>16</b>	<b>11</b>	<b>10</b>
	Somewhat unfavourable	22	22	30	15	27	39	27	15	17	20	29	23	22	13	18	25	31	23	21
	Very unfavourable	47	48	35	71	55	49	53	64	36	62	40	51	45	50	48	55	41	51	44
	<b>TOTAL UNFAVOURABLE</b>	<b>69</b>	<b>70</b>	<b>65</b>	<b>86</b>	<b>82</b>	<b>88</b>	<b>80</b>	<b>79</b>	<b>53</b>	<b>82</b>	<b>69</b>	<b>74</b>	<b>67</b>	<b>63</b>	<b>66</b>	<b>80</b>	<b>72</b>	<b>74</b>	<b>65</b>
	Don't know	19	19	14	11	11	6	11	13	41	10	15	14	24	29	27	9	12	16	24
<b>NET FAVOURABILITY</b>	<b>-57</b>	<b>-60</b>	<b>-45</b>	<b>-83</b>	<b>-74</b>	<b>-82</b>	<b>-70</b>	<b>-71</b>	<b>-47</b>	<b>-74</b>	<b>-53</b>	<b>-61</b>	<b>-58</b>	<b>-56</b>	<b>-58</b>	<b>-68</b>	<b>-56</b>	<b>-63</b>	<b>-55</b>	

Sample Size: 1696 adults in GB  
Fieldwork: 16th - 17th August 2022

	Region					
	Total	London	Rest of South	Midlands / Wales	North	Scotland
<b>Weighted Sample</b>	<b>1696</b>	204	570	368	409	146
<b>Unweighted Sample</b>	<b>1696</b>	152	608	381	403	152
	%	%	%	%	%	%

		8-9 March '21						
<b>Nicola Sturgeon</b>	Very favourable	9	<b>6</b>	7	3	4	6	24
	Somewhat favourable	24	<b>23</b>	34	21	23	22	26
	<b>TOTAL FAVOURABLE</b>	<b>33</b>	<b>29</b>	<b>41</b>	<b>24</b>	<b>27</b>	<b>28</b>	<b>50</b>
	Somewhat unfavourable	19	<b>17</b>	15	19	14	19	8
	Very unfavourable	34	<b>39</b>	27	44	42	36	36
	<b>TOTAL UNFAVOURABLE</b>	<b>53</b>	<b>56</b>	<b>42</b>	<b>63</b>	<b>56</b>	<b>55</b>	<b>44</b>
	Don't know	14	<b>15</b>	18	13	17	16	6
<b>NET FAVOURABILITY</b>	<b>-20</b>	<b>-27</b>	<b>-1</b>	<b>-39</b>	<b>-29</b>	<b>-27</b>	<b>6</b>	

		10-11 Jul						
<b>Michael Gove</b>	Very favourable	2	<b>1</b>	2	1	1	1	2
	Somewhat favourable	10	<b>9</b>	11	11	8	8	6
	<b>TOTAL FAVOURABLE</b>	<b>12</b>	<b>10</b>	<b>13</b>	<b>12</b>	<b>9</b>	<b>9</b>	<b>8</b>
	Somewhat unfavourable	22	<b>22</b>	23	23	23	19	26
	Very unfavourable	47	<b>48</b>	45	47	49	49	50
	<b>TOTAL UNFAVOURABLE</b>	<b>69</b>	<b>70</b>	<b>68</b>	<b>70</b>	<b>72</b>	<b>68</b>	<b>76</b>
	Don't know	19	<b>19</b>	19	18	19	23	15
<b>NET FAVOURABILITY</b>	<b>-57</b>	<b>-60</b>	<b>-55</b>	<b>-58</b>	<b>-63</b>	<b>-59</b>	<b>-68</b>	

Sample Size: 1696 adults in GB  
Fieldwork: 16th - 17th August 2022

	Vote in 2019 GE							EU Ref 2016		Gender		Age				Social Grade		
	Total	Con	Lab	Lib Dem	Brexit	Green	Other	Don't know / Didnt vote	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE
<b>Weighted Sample</b>	<b>1696</b>	575	421	153	25	31	80	412	629	672	824	872	185	707	409	395	967	729
<b>Unweighted Sample</b>	<b>1696</b>	605	412	160	26	39	83	371	708	678	728	968	124	679	451	442	1027	669
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

		8-9 Aug																			
<b>Nadhim Zahawi</b>		Very favourable	1	1	3	2	0	3	0	0	0	1	3	2	1	3	1	2	2	2	1
		Somewhat favourable	10	11	22	5	9	8	10	3	4	8	16	12	10	10	7	13	17	12	9
		<b>TOTAL FAVOURABLE</b>	<b>11</b>	<b>12</b>	<b>25</b>	<b>7</b>	<b>9</b>	<b>11</b>	<b>10</b>	<b>3</b>	<b>4</b>	<b>9</b>	<b>19</b>	<b>14</b>	<b>11</b>	<b>13</b>	<b>8</b>	<b>15</b>	<b>19</b>	<b>14</b>	<b>10</b>
		Somewhat unfavourable	20	20	23	33	32	30	21	12	25	19	22	19	15	18	23	24	22	18	
		Very unfavourable	26	28	19	39	24	41	15	40	27	33	25	33	23	28	27	31	25	26	30
		<b>TOTAL UNFAVOURABLE</b>	<b>46</b>	<b>48</b>	<b>39</b>	<b>62</b>	<b>57</b>	<b>73</b>	<b>45</b>	<b>61</b>	<b>39</b>	<b>58</b>	<b>44</b>	<b>55</b>	<b>42</b>	<b>43</b>	<b>45</b>	<b>54</b>	<b>49</b>	<b>48</b>	<b>48</b>
		Don't know	43	40	36	32	34	17	45	36	57	34	37	32	48	45	48	31	32	38	43
		<b>NET FAVOURABILITY</b>	<b>-35</b>	<b>-36</b>	<b>-14</b>	<b>-55</b>	<b>-48</b>	<b>-62</b>	<b>-35</b>	<b>-58</b>	<b>-35</b>	<b>-49</b>	<b>-25</b>	<b>-41</b>	<b>-31</b>	<b>-30</b>	<b>-37</b>	<b>-39</b>	<b>-30</b>	<b>-34</b>	<b>-38</b>
<b>The Labour Party</b>		Very favourable	6	8	2	21	6	0	0	4	5	11	4	9	6	11	9	7	6	9	7
		Somewhat favourable	31	30	12	58	49	13	63	31	19	44	17	29	31	39	33	31	20	35	24
		<b>TOTAL FAVOURABLE</b>	<b>37</b>	<b>38</b>	<b>14</b>	<b>79</b>	<b>55</b>	<b>13</b>	<b>63</b>	<b>35</b>	<b>24</b>	<b>55</b>	<b>21</b>	<b>38</b>	<b>37</b>	<b>50</b>	<b>42</b>	<b>38</b>	<b>26</b>	<b>44</b>	<b>31</b>
		Somewhat unfavourable	23	22	25	13	26	26	28	33	22	25	21	20	24	18	24	19	24	24	19
		Very unfavourable	29	29	56	4	14	51	7	24	26	15	51	34	25	12	21	38	44	25	36
		<b>TOTAL UNFAVOURABLE</b>	<b>52</b>	<b>51</b>	<b>81</b>	<b>17</b>	<b>40</b>	<b>77</b>	<b>35</b>	<b>57</b>	<b>48</b>	<b>40</b>	<b>72</b>	<b>54</b>	<b>49</b>	<b>30</b>	<b>45</b>	<b>57</b>	<b>68</b>	<b>49</b>	<b>55</b>
		Don't know	11	10	6	3	4	10	3	8	27	5	7	7	13	19	13	6	6	8	14
		<b>NET FAVOURABILITY</b>	<b>-15</b>	<b>-13</b>	<b>-67</b>	<b>62</b>	<b>15</b>	<b>-64</b>	<b>28</b>	<b>-22</b>	<b>-24</b>	<b>15</b>	<b>-51</b>	<b>-16</b>	<b>-12</b>	<b>20</b>	<b>-3</b>	<b>-19</b>	<b>-42</b>	<b>-5</b>	<b>-24</b>
<b>The Conservative Party</b>		Very favourable	5	6	14	1	0	9	0	1	3	2	11	8	5	6	4	7	10	5	7
		Somewhat favourable	20	18	40	3	6	21	2	4	10	10	30	18	18	11	11	23	28	18	18
		<b>TOTAL FAVOURABLE</b>	<b>25</b>	<b>24</b>	<b>54</b>	<b>4</b>	<b>6</b>	<b>30</b>	<b>2</b>	<b>5</b>	<b>13</b>	<b>12</b>	<b>41</b>	<b>26</b>	<b>23</b>	<b>17</b>	<b>15</b>	<b>30</b>	<b>38</b>	<b>23</b>	<b>25</b>
		Somewhat unfavourable	18	18	23	10	26	22	30	13	17	16	22	17	19	7	18	18	24	18	19
		Very unfavourable	47	49	17	83	65	33	65	78	47	68	30	50	47	62	54	47	34	53	43
		<b>TOTAL UNFAVOURABLE</b>	<b>65</b>	<b>67</b>	<b>40</b>	<b>93</b>	<b>91</b>	<b>55</b>	<b>95</b>	<b>91</b>	<b>64</b>	<b>84</b>	<b>52</b>	<b>67</b>	<b>66</b>	<b>69</b>	<b>72</b>	<b>65</b>	<b>58</b>	<b>71</b>	<b>62</b>
		Don't know	10	9	6	3	4	16	2	5	22	4	6	7	11	14	13	5	3	6	13
		<b>NET FAVOURABILITY</b>	<b>-40</b>	<b>-43</b>	<b>14</b>	<b>-89</b>	<b>-85</b>	<b>-25</b>	<b>-93</b>	<b>-86</b>	<b>-51</b>	<b>-72</b>	<b>-11</b>	<b>-41</b>	<b>-43</b>	<b>-52</b>	<b>-57</b>	<b>-35</b>	<b>-20</b>	<b>-48</b>	<b>-37</b>

Sample Size: 1696 adults in GB  
Fieldwork: 16th - 17th August 2022

	Region					
	Total	London	Rest of South	Midlands / Wales	North	Scotland
<b>Weighted Sample</b>	<b>1696</b>	204	570	368	409	146
<b>Unweighted Sample</b>	<b>1696</b>	152	608	381	403	152
	%	%	%	%	%	%

		8-9 Aug						
<b>Nadhim Zahawi</b>								
	Very favourable	1	1	3	1	2	2	0
	Somewhat favourable	10	11	15	11	11	10	5
	<b>TOTAL FAVOURABLE</b>	<b>11</b>	<b>12</b>	<b>18</b>	<b>12</b>	<b>13</b>	<b>12</b>	<b>5</b>
	Somewhat unfavourable	20	20	21	21	20	17	26
	Very unfavourable	26	28	30	27	27	27	30
	<b>TOTAL UNFAVOURABLE</b>	<b>46</b>	<b>48</b>	<b>51</b>	<b>48</b>	<b>47</b>	<b>44</b>	<b>56</b>
	Don't know	43	40	30	40	39	45	39
	<b>NET FAVOURABILITY</b>	<b>-35</b>	<b>-36</b>	<b>-33</b>	<b>-36</b>	<b>-34</b>	<b>-32</b>	<b>-51</b>
<b>The Labour Party</b>								
	Very favourable	6	8	13	6	8	9	6
	Somewhat favourable	31	30	39	26	30	31	33
	<b>TOTAL FAVOURABLE</b>	<b>37</b>	<b>38</b>	<b>52</b>	<b>32</b>	<b>38</b>	<b>40</b>	<b>39</b>
	Somewhat unfavourable	23	22	26	21	21	20	29
	Very unfavourable	29	29	19	38	29	25	25
	<b>TOTAL UNFAVOURABLE</b>	<b>52</b>	<b>51</b>	<b>45</b>	<b>59</b>	<b>50</b>	<b>45</b>	<b>54</b>
	Don't know	11	10	4	9	12	15	6
	<b>NET FAVOURABILITY</b>	<b>-15</b>	<b>-13</b>	<b>7</b>	<b>-27</b>	<b>-12</b>	<b>-5</b>	<b>-15</b>
<b>The Conservative Party</b>								
	Very favourable	5	6	8	8	5	5	5
	Somewhat favourable	20	18	17	22	18	15	11
	<b>TOTAL FAVOURABLE</b>	<b>25</b>	<b>24</b>	<b>25</b>	<b>30</b>	<b>23</b>	<b>20</b>	<b>16</b>
	Somewhat unfavourable	18	18	21	18	15	20	17
	Very unfavourable	47	49	49	44	50	49	61
	<b>TOTAL UNFAVOURABLE</b>	<b>65</b>	<b>67</b>	<b>70</b>	<b>62</b>	<b>65</b>	<b>69</b>	<b>78</b>
	Don't know	10	9	5	7	11	11	7
	<b>NET FAVOURABILITY</b>	<b>-40</b>	<b>-43</b>	<b>-45</b>	<b>-32</b>	<b>-42</b>	<b>-49</b>	<b>-62</b>

Sample Size: 1696 adults in GB  
Fieldwork: 16th - 17th August 2022

	Vote in 2019 GE							EU Ref 2016		Gender		Age				Social Grade		
	Total	Con	Lab	Lib Dem	Brexit	Green	Other	Don't know / Didnt vote	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE
<b>Weighted Sample</b>	<b>1696</b>	575	421	153	25	31	80	412	629	672	824	872	185	707	409	395	967	729
<b>Unweighted Sample</b>	<b>1696</b>	605	412	160	26	39	83	371	708	678	728	968	124	679	451	442	1027	669
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	18-20 Jun '21		Con	Lab	Lib Dem	Brexit	Green	Other	Don't know / Didnt vote	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE
<b>The Liberal Democrat Party</b>																			
Very favourable	3	3	1	3	19	0	4	1	1	6	2	4	3	1	3	4	4	4	2
Somewhat favourable	26	28	18	41	57	4	52	28	17	43	15	27	29	30	30	27	23	35	18
<b>TOTAL FAVOURABLE</b>	<b>29</b>	<b>31</b>	<b>19</b>	<b>44</b>	<b>76</b>	<b>4</b>	<b>56</b>	<b>29</b>	<b>18</b>	<b>49</b>	<b>17</b>	<b>31</b>	<b>32</b>	<b>31</b>	<b>33</b>	<b>31</b>	<b>27</b>	<b>39</b>	<b>20</b>
Somewhat unfavourable	27	26	30	28	11	33	25	32	24	26	29	27	26	22	25	28	29	27	26
Very unfavourable	23	22	35	11	3	53	9	22	22	10	37	27	17	17	16	27	29	17	28
<b>TOTAL UNFAVOURABLE</b>	<b>50</b>	<b>48</b>	<b>65</b>	<b>39</b>	<b>14</b>	<b>86</b>	<b>34</b>	<b>54</b>	<b>46</b>	<b>36</b>	<b>66</b>	<b>54</b>	<b>43</b>	<b>39</b>	<b>41</b>	<b>55</b>	<b>58</b>	<b>44</b>	<b>54</b>
Don't know	21	21	16	17	10	10	10	18	36	16	17	15	26	30	26	13	14	16	26
<b>NET FAVOURABILITY</b>	<b>-21</b>	<b>-17</b>	<b>-46</b>	<b>5</b>	<b>62</b>	<b>-82</b>	<b>22</b>	<b>-25</b>	<b>-28</b>	<b>13</b>	<b>-49</b>	<b>-23</b>	<b>-11</b>	<b>-8</b>	<b>-8</b>	<b>-24</b>	<b>-31</b>	<b>-5</b>	<b>-34</b>
<b>Sadiq Khan</b>																			
Very favourable	X	5	1	10	6	3	11	3	3	8	2	5	5	5	6	5	2	6	3
Somewhat favourable	X	22	14	39	36	4	48	13	14	32	12	23	22	31	23	19	20	27	16
<b>TOTAL FAVOURABLE</b>	<b>X</b>	<b>27</b>	<b>15</b>	<b>49</b>	<b>42</b>	<b>7</b>	<b>59</b>	<b>16</b>	<b>17</b>	<b>40</b>	<b>14</b>	<b>28</b>	<b>27</b>	<b>36</b>	<b>29</b>	<b>24</b>	<b>22</b>	<b>33</b>	<b>19</b>
Somewhat unfavourable	X	20	23	17	26	39	9	26	15	23	21	20	20	13	18	22	26	22	18
Very unfavourable	X	31	47	15	13	49	10	40	29	18	49	37	24	18	27	39	34	24	39
<b>TOTAL UNFAVOURABLE</b>	<b>X</b>	<b>51</b>	<b>70</b>	<b>32</b>	<b>39</b>	<b>88</b>	<b>19</b>	<b>66</b>	<b>44</b>	<b>41</b>	<b>70</b>	<b>57</b>	<b>44</b>	<b>31</b>	<b>45</b>	<b>61</b>	<b>60</b>	<b>46</b>	<b>57</b>
Don't know	X	22	15	20	18	6	21	18	40	19	16	16	29	34	26	15	18	21	25
<b>NET FAVOURABILITY</b>	<b>X</b>	<b>-24</b>	<b>-55</b>	<b>17</b>	<b>3</b>	<b>-81</b>	<b>40</b>	<b>-50</b>	<b>-27</b>	<b>-1</b>	<b>-56</b>	<b>-29</b>	<b>-17</b>	<b>5</b>	<b>-16</b>	<b>-37</b>	<b>-38</b>	<b>-13</b>	<b>-38</b>

Sample Size: 1696 adults in GB  
Fieldwork: 16th - 17th August 2022

	Region					
	Total	London	Rest of South	Midlands / Wales	North	Scotland
<b>Weighted Sample</b>	<b>1696</b>	204	570	368	409	146
<b>Unweighted Sample</b>	<b>1696</b>	152	608	381	403	152
	%	%	%	%	%	%

		18-20 Jun '21					
<b>The Liberal Democrat Party</b>							
Very favourable	3	3	4	4	3	2	2
Somewhat favourable	26	28	34	28	26	25	29
<b>TOTAL FAVOURABLE</b>	<b>29</b>	<b>31</b>	<b>38</b>	<b>32</b>	<b>29</b>	<b>27</b>	<b>31</b>
Somewhat unfavourable	27	26	29	25	23	26	35
Very unfavourable	23	22	15	23	25	21	22
<b>TOTAL UNFAVOURABLE</b>	<b>50</b>	<b>48</b>	<b>44</b>	<b>48</b>	<b>48</b>	<b>47</b>	<b>57</b>
Don't know	21	21	17	19	22	25	12
<b>NET FAVOURABILITY</b>	<b>-21</b>	<b>-17</b>	<b>-6</b>	<b>-16</b>	<b>-19</b>	<b>-20</b>	<b>-26</b>
<b>Sadiq Khan</b>							
Very favourable	X	5	11	3	5	4	2
Somewhat favourable	X	22	38	20	21	20	18
<b>TOTAL FAVOURABLE</b>	<b>X</b>	<b>27</b>	<b>49</b>	<b>23</b>	<b>26</b>	<b>24</b>	<b>20</b>
Somewhat unfavourable	X	20	15	22	19	18	28
Very unfavourable	X	31	26	32	32	31	29
<b>TOTAL UNFAVOURABLE</b>	<b>X</b>	<b>51</b>	<b>41</b>	<b>54</b>	<b>51</b>	<b>49</b>	<b>57</b>
Don't know	X	22	11	23	23	26	23
<b>NET FAVOURABILITY</b>	<b>X</b>	<b>-24</b>	<b>8</b>	<b>-31</b>	<b>-25</b>	<b>-25</b>	<b>-37</b>