

YouGov Survey Results

Sample Size: 2024 adults in GB
Fieldwork: 17th - 18th January 2023

	Vote in 2019 GE			EU Ref 2016		Gender		Age				Social Grade		Country			Region in England					
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	South	
Weighted Sample	2024	662	490	172	713	754	980	1044	212	836	500	476	1154	870	1747	101	176	488	336	245	678	
Unweighted Sample	2024	706	492	182	834	771	842	1182	168	760	529	567	1251	773	1767	107	150	490	334	199	744	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

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	Total	Vote in 2019 GE			EU Ref 2016		Gender		Age				Social Grade		Country			Region in England				
		Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	South	
Weighted Sample	2024	662	490	172	713	754	980	1044	212	836	500	476	1154	870	1747	101	176	488	336	245	678	
Unweighted Sample	2024	706	492	182	834	771	842	1182	168	760	529	567	1251	773	1767	107	150	490	334	199	744	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
The Conservative Party																						
Very favourable	4	4	9	1	1	2	6	5	3	5	1	4	7	4	4	4	2	4	4	3	4	
Somewhat favourable	16	18	40	3	11	12	31	19	18	7	12	23	30	17	20	19	17	12	16	18	17	
TOTAL FAVOURABLE	20	22	49	4	12	14	37	24	21	12	13	27	37	21	24	23	19	16	20	22	26	
Somewhat unfavourable	20	20	29	11	22	20	23	20	21	22	18	20	23	21	19	21	11	18	20	26	18	
Very unfavourable	50	47	15	81	60	61	31	50	44	52	53	47	33	51	42	45	59	60	49	37	52	
TOTAL UNFAVOURABLE	70	67	44	92	82	81	54	70	65	74	71	67	56	72	61	66	70	78	69	63	70	
Don't know	10	11	7	3	6	5	9	7	15	14	16	7	6	8	16	12	11	7	11	15	10	
NET FAVOURABILITY	-50	-45	5	-88	-70	-67	-17	-46	-44	-62	-58	-40	-19	-51	-37	-43	-51	-62	-49	-41	-50	
Suella Braverman																						
Very favourable	2	2	5	0	1	1	4	3	2	3	1	3	4	2	3	2	6	2	3	2	2	
Somewhat favourable	11	11	24	5	4	7	19	14	8	7	5	14	20	11	12	12	9	5	12	11	13	
TOTAL FAVOURABLE	13	13	29	5	5	8	23	17	10	6	17	24	13	15	14	15	7	15	13	15	14	
Somewhat unfavourable	16	14	21	9	15	14	18	13	15	8	12	15	20	14	14	14	11	13	13	16	11	
Very unfavourable	38	34	14	62	51	53	20	39	30	31	38	35	27	41	25	34	40	36	33	33	40	
TOTAL UNFAVOURABLE	54	48	35	71	66	67	38	52	45	39	50	50	47	55	39	48	51	49	46	49	51	
Don't know	33	38	36	24	29	26	39	31	45	52	43	33	29	32	47	38	34	44	40	38	33	
NET FAVOURABILITY	-41	-35	-6	-66	-61	-59	-15	-35	-35	-29	-44	-33	-23	-42	-24	-34	-36	-42	-31	-36	-34	
Steve Barclay																						
		8-9 Dec '22	17-18 Jan '23																			
Very favourable	1	1	1	1	0	0	1	1	0	1	0	1	1	1	0	1	1	0	1	0	1	
Somewhat favourable	6	8	15	4	4	6	12	9	6	9	4	7	14	8	7	8	6	4	7	6	9	
TOTAL FAVOURABLE	7	9	16	5	4	6	13	10	6	10	4	8	15	9	7	9	7	4	8	6	10	
Somewhat unfavourable	12	12	16	12	17	14	12	13	11	9	10	14	16	14	10	13	9	10	13	14	12	
Very unfavourable	16	20	10	33	27	27	15	25	15	18	20	24	16	22	17	19	29	21	20	20	24	
TOTAL UNFAVOURABLE	28	32	26	45	44	41	27	38	26	27	30	38	32	36	27	32	38	31	33	34	36	
Don't know	65	60	58	51	53	53	60	51	68	63	66	54	53	55	66	60	55	65	59	59	55	
NET FAVOURABILITY	-21	-23	-10	-40	-40	-35	-14	-28	-20	-17	-26	-30	-17	-27	-20	-23	-31	-27	-25	-28	-18	
Wes Streeting																						
Very favourable	2	2	1	7	4	4	2	3	2	3	1	3	3	3	1	2	6	3	2	3	2	
Somewhat favourable	7	9	6	14	21	14	6	12	7	8	8	10	10	11	6	9	8	5	9	9	11	
TOTAL FAVOURABLE	9	11	7	21	25	18	8	15	9	11	9	13	13	14	7	11	14	8	11	12	14	
Somewhat unfavourable	8	9	11	10	7	10	9	12	7	13	8	7	11	9	9	9	7	11	10	9	11	
Very unfavourable	9	9	9	9	5	6	12	13	5	9	10	10	8	9	9	9	9	11	10	10	10	
TOTAL UNFAVOURABLE	17	18	20	19	12	16	21	25	12	22	18	17	19	18	18	18	16	22	20	19	21	
Don't know	74	70	73	60	63	66	72	60	80	68	72	70	69	67	75	70	70	70	69	69	66	
NET FAVOURABILITY	-8	-7	-13	2	13	2	-13	-10	-3	-11	-9	-4	-6	-4	-11	-7	-2	-14	-9	-7	-4	

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Unweighted Sample	2024	706	492	182	834	771	842	1182	168	760	529	567	1251	773	1767	107	150	490	334	199	744	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

		11-14 Nov '22	17-18 Jan '23																				
James Cleverly	Very favourable	1	1	1	1	0	1	1	1	0	2	0	1	1	1	1	1	2	0	1	0	0	1
	Somewhat favourable	10	9	19	4	6	8	14	11	7	7	5	9	18	11	7	9	10	5	9	8	10	10
	TOTAL FAVOURABLE	11	10	20	5	6	9	15	12	7	9	5	10	19	12	8	10	12	5	10	8	10	11
	Somewhat unfavourable	14	14	16	16	20	16	16	17	11	11	14	13	18	16	12	14	10	16	13	16	15	14
	Very unfavourable	16	18	9	31	23	25	13	24	12	16	17	22	16	19	16	18	25	18	19	17	20	15
	TOTAL UNFAVOURABLE	30	32	25	47	43	41	29	41	23	27	31	35	34	35	28	32	35	34	32	33	35	29
	Don't know	59	58	54	49	51	51	57	46	69	64	64	55	48	53	65	58	54	61	57	58	54	60
NET FAVOURABILITY	-19	-22	-5	-42	-37	-32	-14	-29	-16	-18	-26	-25	-15	-23	-20	-22	-23	-29	-22	-25	-25	-18	

		16-17 Aug '22	17-18 Jan '23																				
Nicola Sturgeon	Very favourable	6	5	1	7	8	8	1	5	5	7	5	6	4	6	4	4	4	18	4	2	7	3
	Somewhat favourable	23	21	6	41	28	36	10	18	25	25	24	20	16	25	17	20	28	33	20	17	26	19
	TOTAL FAVOURABLE	29	26	7	48	36	44	11	23	30	32	29	26	20	31	21	24	32	51	24	19	33	22
	Somewhat unfavourable	17	20	17	22	33	22	17	20	20	22	22	19	16	21	19	21	18	8	21	20	23	22
	Very unfavourable	39	38	70	18	23	24	60	47	30	19	29	46	54	38	39	39	36	34	38	43	25	42
	TOTAL UNFAVOURABLE	56	58	87	40	56	46	77	67	50	41	51	65	70	59	58	60	54	42	59	63	48	64
	Don't know	15	16	6	12	9	10	11	10	21	28	20	8	10	11	22	17	14	7	18	18	19	14
NET FAVOURABILITY	-27	-32	-80	8	-20	-2	-66	-44	-20	-9	-22	-39	-50	-28	-37	-36	-22	9	-35	-44	-15	-42	

		17-18 Jan '23																					
Gillian Keegan	Very favourable	0	1	0	0	0	1	1	0	2	0	0	0	0	1	0	1	0	1	0	0	0	
	Somewhat favourable	4	6	2	3	4	4	5	2	3	2	4	6	3	4	3	7	3	4	3	4	3	
	TOTAL FAVOURABLE	4	7	2	3	4	5	6	2	5	2	4	6	3	5	3	8	3	5	3	4	3	
	Somewhat unfavourable	11	11	13	17	13	11	13	10	12	11	11	12	12	10	11	8	12	10	12	14	11	
	Very unfavourable	11	8	16	13	10	11	15	8	9	11	13	10	12	11	11	14	10	10	16	11	9	
	TOTAL UNFAVOURABLE	22	19	29	30	23	22	28	18	21	22	24	22	24	21	22	22	22	22	20	28	25	20
	Don't know	74	74	68	67	73	73	66	80	75	76	71	71	73	75	74	71	75	75	75	70	70	76
NET FAVOURABILITY	-18	-12	-27	-27	-19	-17	-22	-16	-16	-20	-20	-16	-21	-16	-19	-14	-19	-15	-25	-21	-17		

*Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures should not be used.