

YouGov Survey Results

Sample Size: 2039 adults in GB
Fieldwork: 1st - 2nd February 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	2039	667	493	173	718	759	987	1052	214	842	504	479	1162	877	1760	102	177	491	338	247	683	
Unweighted Sample	2039	717	479	179	821	813	926	1113	170	827	517	525	1226	813	1750	117	172	477	353	207	713	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you have a favourable or unfavourable opinion of the following?		17-18		1-2																			
		Jan	Feb	Jan	Feb																		
Rishi Sunak	Very favourable	5	4	7	2	4	3	6	5	3	5	3	4	6	4	5	5	1	2	6	3	3	5
	Somewhat favourable	26	24	40	11	25	21	30	23	25	9	20	25	36	25	23	24	15	25	19	25	25	27
	TOTAL FAVOURABLE	31	28	47	13	29	24	36	28	28	14	23	29	42	29	28	29	16	27	25	28	28	32
	Somewhat unfavourable	26	25	26	27	29	27	27	24	26	23	24	24	28	26	23	25	28	20	26	25	21	26
	Very unfavourable	34	37	21	55	37	43	31	42	32	43	40	40	25	38	36	36	43	41	38	37	40	33
	TOTAL UNFAVOURABLE	60	62	47	82	66	70	58	66	58	66	64	64	53	64	59	61	71	61	64	62	61	59
	Don't know	11	11	6	5	5	6	6	7	14	20	13	8	5	8	14	10	13	12	11	10	11	9
	NET FAVOURABILITY	-29	-34	0	-69	-37	-46	-22	-38	-30	-52	-41	-35	-11	-35	-31	-32	-55	-34	-39	-34	-33	-27
Keir Starmer	Very favourable	7	7	2	15	11	11	3	8	5	5	7	8	5	8	5	7	4	7	7	5	8	6
	Somewhat favourable	31	29	13	51	55	46	19	29	30	26	34	29	21	34	22	28	28	36	28	26	34	28
	TOTAL FAVOURABLE	38	36	15	66	66	57	22	37	35	31	41	37	26	42	27	35	32	43	35	31	42	34
	Somewhat unfavourable	23	23	28	19	19	22	26	24	23	27	23	18	28	22	25	24	23	18	28	19	22	24
	Very unfavourable	23	28	50	7	9	14	46	31	25	15	20	35	41	26	31	28	31	21	25	34	22	31
	TOTAL UNFAVOURABLE	46	51	78	26	28	36	72	55	48	42	43	53	69	48	56	52	54	39	53	53	44	55
	Don't know	15	13	7	8	5	7	7	9	17	27	16	9	5	10	16	12	14	18	12	16	15	10
	NET FAVOURABILITY	-8	-15	-63	40	38	21	-50	-18	-13	-11	-2	-16	-43	-6	-29	-17	-22	4	-18	-22	-2	-21
Steve Barclay	Very favourable	1	1	2	0	1	1	1	1	1	1	1	1	1	1	1	1	0	0	1	1	2	1
	Somewhat favourable	8	7	13	5	6	6	10	9	6	6	6	7	11	7	7	7	8	7	6	6	6	9
	TOTAL FAVOURABLE	9	8	15	5	7	7	11	10	7	7	7	8	12	8	8	8	8	7	7	7	8	10
	Somewhat unfavourable	12	13	16	12	15	13	15	14	12	15	11	14	14	13	13	13	10	13	12	14	13	14
	Very unfavourable	20	22	15	32	31	29	19	29	16	19	22	26	20	23	21	22	26	23	23	22	26	20
	TOTAL UNFAVOURABLE	32	35	31	44	46	42	34	43	28	34	33	40	34	36	34	35	36	36	35	36	39	34
	Don't know	60	57	54	52	48	52	54	47	66	58	60	52	55	56	58	56	56	58	57	57	53	57
	NET FAVOURABILITY	-23	-27	-16	-39	-39	-35	-23	-33	-21	-27	-26	-32	-22	-28	-26	-27	-28	-29	-28	-29	-31	-24

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		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	2039	667	493	173	718	759	987	1052	214	842	504	479	1162	877	1760	102	177	491	338	247	683	
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
The Labour Party																						
Very favourable	10	8	2	21	9	14	3	8	8	9	9	9	4	9	7	8	10	8	12	6	8	6
Somewhat favourable	30	30	9	57	51	45	16	30	30	43	35	26	20	36	23	30	31	30	30	25	40	29
TOTAL FAVOURABLE	40	38	11	78	60	59	19	38	38	52	44	35	24	45	30	38	41	38	42	31	48	35
Somewhat unfavourable	23	22	30	14	22	21	26	21	23	17	22	22	25	22	23	22	17	29	21	22	19	24
Very unfavourable	24	28	54	4	12	12	49	33	24	12	20	35	43	26	32	29	29	19	27	34	21	32
TOTAL UNFAVOURABLE	47	50	84	18	34	33	75	54	47	29	42	57	68	48	55	51	46	48	48	56	40	56
Don't know	13	11	6	5	7	7	7	7	15	19	13	8	7	8	15	11	13	14	11	13	12	9
NET FAVOURABILITY	-7	-12	-73	60	26	26	-56	-16	-9	23	2	-22	-44	-3	-25	-13	-5	-10	-6	-25	8	-21
The Conservative Party																						
Very favourable	4	4	7	2	1	2	6	5	3	6	3	3	5	4	4	4	1	3	4	4	3	4
Somewhat favourable	18	17	39	2	8	11	26	17	17	6	11	19	30	17	17	18	12	12	15	18	16	20
TOTAL FAVOURABLE	22	21	46	4	9	13	32	22	20	12	14	22	35	21	21	22	13	15	19	22	19	24
Somewhat unfavourable	20	20	26	11	28	17	25	18	22	17	19	20	23	19	20	20	20	16	22	21	16	20
Very unfavourable	47	50	23	80	62	64	37	54	46	55	54	51	38	53	45	49	56	57	50	46	54	47
TOTAL UNFAVOURABLE	67	70	49	91	90	81	62	72	68	72	73	71	61	72	65	69	76	73	72	67	70	67
Don't know	11	10	5	4	2	5	6	6	13	16	13	7	5	7	13	10	11	12	10	11	11	8
NET FAVOURABILITY	-45	-49	-3	-87	-81	-68	-30	-50	-48	-60	-59	-49	-26	-51	-44	-47	-63	-58	-53	-45	-51	-43
Suella Braverman																						
Very favourable	2	2	5	2	1	1	4	3	1	4	1	2	4	2	3	2	0	3	2	1	2	4
Somewhat favourable	11	10	21	3	6	5	19	11	8	4	5	11	18	10	9	10	11	6	9	10	9	10
TOTAL FAVOURABLE	13	12	26	5	7	6	23	14	9	8	6	13	22	12	12	12	11	9	11	11	11	14
Somewhat unfavourable	14	16	24	10	16	15	20	17	16	11	14	18	20	15	17	16	20	16	13	18	14	17
Very unfavourable	34	39	22	61	62	56	28	44	34	39	41	41	33	45	32	39	43	42	40	38	44	36
TOTAL UNFAVOURABLE	48	55	46	71	78	71	48	61	50	50	55	59	53	60	49	55	63	58	53	56	58	53
Don't know	38	33	29	25	15	23	30	25	40	43	38	28	26	28	39	33	26	33	36	33	31	33
NET FAVOURABILITY	-35	-43	-20	-66	-71	-65	-25	-47	-41	-42	-49	-46	-31	-48	-37	-43	-52	-49	-42	-45	-47	-39

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

	15-16 Dec '23	1-2 Feb																				
Jeremy Hunt																						
Very favourable	1	1	2	1	1	1	1	1	1	1	1	2	1	1	1	0	0	3	0	1	2	
Somewhat favourable	17	14	25	6	21	13	18	15	13	7	10	15	23	16	12	14	12	13	10	15	14	17
TOTAL FAVOURABLE	18	15	27	7	22	14	19	16	14	8	11	16	25	17	13	15	12	13	13	15	15	19
Somewhat unfavourable	25	26	30	24	31	25	29	26	26	29	24	24	31	26	25	26	19	28	25	24	28	27
Very unfavourable	35	39	29	58	35	47	38	43	35	30	42	44	31	40	38	38	47	39	40	39	37	37
TOTAL UNFAVOURABLE	60	65	59	82	66	72	67	69	61	59	66	68	62	66	63	64	66	67	65	63	65	64
Don't know	22	20	14	12	13	13	14	14	25	33	23	16	13	17	24	20	22	21	22	21	20	17
NET FAVOURABILITY	-42	-50	-32	-75	-44	-58	-48	-53	-47	-51	-55	-52	-37	-49	-50	-49	-54	-54	-52	-48	-50	-45
Dominic Raab																						
Very favourable	1	2	3	2	2	2	2	2	2	4	2	2	1	1	3	2	1	1	2	2	2	2
Somewhat favourable	13	9	18	3	5	6	15	9	9	6	6	10	15	10	8	9	7	8	8	10	10	9
TOTAL FAVOURABLE	14	11	21	5	7	8	17	11	11	10	8	12	16	11	11	11	8	9	10	12	12	11
Somewhat unfavourable	23	23	34	16	26	21	31	22	24	14	22	24	29	22	25	24	14	26	22	22	19	27
Very unfavourable	39	45	29	67	57	59	35	50	40	42	47	47	39	50	38	44	54	45	44	46	47	42
TOTAL UNFAVOURABLE	62	68	63	83	83	80	66	72	64	56	69	71	68	72	63	68	68	71	66	68	66	69
Don't know	24	21	16	13	10	13	16	16	26	33	23	17	17	18	26	21	25	20	24	20	22	19
NET FAVOURABILITY	-48	-57	-42	-78	-76	-72	-49	-61	-53	-46	-61	-59	-52	-61	-52	-57	-60	-62	-56	-56	-54	-58
Mark Harper																						
Very favourable	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0
Somewhat favourable	4	3	5	3	1	3	4	5	2	6	3	2	4	3	4	4	1	2	4	2	5	4
TOTAL FAVOURABLE	4	3	5	3	2	3	4	5	2	6	3	2	4	3	4	4	1	2	4	2	6	4
Somewhat unfavourable	8	10	10	10	7	8	11	11	8	14	9	9	10	8	11	9	15	16	9	9	9	9
Very unfavourable	10	14	12	15	17	16	14	20	8	11	14	17	11	12	16	14	17	14	15	15	16	11
TOTAL UNFAVOURABLE	18	24	22	25	24	24	25	31	16	25	23	26	21	20	27	23	32	30	24	24	25	20
Don't know	78	73	73	72	74	73	71	63	82	69	73	72	75	75	69	74	68	68	72	75	69	75
NET FAVOURABILITY	-14	-21	-17	-22	-22	-21	-21	-26	-14	-19	-20	-24	-17	-17	-23	-19	-31	-28	-20	-22	-19	-16

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Unweighted Sample	2039	717	479	179	821	813	926	1113	170	827	517	525	1226	813	1750	117	172	477	353	207	713	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

		8-9 Dec '22	1-2 Feb																				
Rachel Reeves																							
	Very favourable	4	4	1	11	10	8	1	6	3	7	4	4	4	5	3	4	3	7	4	3	5	4
	Somewhat favourable	12	12	7	17	22	21	6	15	9	9	12	14	11	14	8	12	9	9	14	10	16	10
	TOTAL FAVOURABLE	16	16	8	28	32	29	7	21	12	16	16	18	15	19	11	16	12	16	18	13	21	14
	Somewhat unfavourable	10	11	16	7	8	8	16	13	9	12	9	11	14	10	12	11	15	12	9	11	9	12
	Very unfavourable	12	14	22	6	5	7	22	19	10	13	12	15	17	12	17	14	15	13	15	18	13	13
	TOTAL UNFAVOURABLE	22	25	38	13	13	15	38	32	19	25	21	26	31	22	29	25	30	25	24	29	22	25
	Don't know	62	59	54	58	54	56	55	47	69	59	63	56	54	58	60	59	58	59	58	58	56	60
	NET FAVOURABILITY	-6	-9	-30	15	19	14	-31	-11	-7	-9	-5	-8	-16	-3	-18	-9	-18	-9	-6	-16	-1	-11

		14-16 Oct '22	1-2 Feb																				
Ed Miliband																							
	Very favourable	7	6	1	14	14	11	2	6	5	4	7	6	4	8	3	6	7	6	6	4	11	4
	Somewhat favourable	25	23	9	45	37	36	12	23	22	31	23	21	19	26	18	23	24	21	24	19	29	22
	TOTAL FAVOURABLE	32	29	10	59	51	47	14	29	27	35	30	27	23	34	21	29	31	27	30	23	40	26
	Somewhat unfavourable	22	22	26	20	25	23	24	22	22	20	23	21	22	21	22	22	20	23	23	23	18	21
	Very unfavourable	28	28	49	8	8	15	45	33	23	13	22	33	38	26	30	28	28	25	26	31	24	30
	TOTAL UNFAVOURABLE	50	50	75	28	33	38	69	55	45	33	45	54	60	47	52	50	48	48	49	54	42	51
	Don't know	19	22	16	13	16	14	17	15	28	31	25	19	17	19	26	22	20	24	22	23	18	23
	NET FAVOURABILITY	-18	-21	-65	31	18	9	-55	-26	-18	2	-15	-27	-37	-13	-31	-21	-17	-21	-19	-31	-2	-25

*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.