

YouGov Survey Results

Sample Size: 4946 GB Adults
Fieldwork: 10th - 24th July 2022

	Westminster VI			Pastvote GE 2019			Con 19 - Lab 22	Lab 17 - Con 19	Con 19 - DK 22	EU Ref vote		Gender		Age				Social Grade		
	Total	Con	Lab	Lib Dem	Con	Lab				Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE
Weighted sample	4946	1014	1373	408	1678	1226	445	111	99	464	1835	1959	2404	2542	539	2063	1192	1151	2819	2127
Unweighted Sample	4946	1076	1372	432	1726	1202	459	105	101	457	2052	1988	2085	2861	333	1901	1322	1389	2999	1947
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you have a favourable or unfavourable opinion of the following?

Boris Johnson

Very favourable	9	30	1	1	21	1	1	2	15	12	3	18	10	8	3	4	10	19	8	10
Somewhat favourable	15	36	4	5	28	3	5	2	26	23	7	25	13	16	9	11	17	22	14	16
TOTAL FAVOURABLE	24	66	5	6	49	4	6	4	41	35	10	43	23	24	12	15	27	41	22	26
Somewhat unfavourable	15	20	9	13	23	8	10	22	13	23	11	19	15	16	15	16	17	14	14	17
Very unfavourable	54	11	85	77	24	83	83	72	42	34	76	34	56	53	58	62	52	42	60	47
TOTAL UNFAVOURABLE	69	31	94	90	47	91	93	94	55	57	87	53	71	69	73	78	69	56	74	64
Don't know	7	3	2	3	4	4	2	1	4	7	3	4	6	7	15	8	4	3	4	10
NET FAVOURABILITY	-45	35	-89	-84	2	-87	-87	-90	-14	-22	-77	-10	-48	-45	-61	-63	-42	-15	-52	-38

Keir Starmer

Very favourable	7	1	19	9	2	16	12	15	1	1	12	3	8	6	4	7	9	7	9	5
Somewhat favourable	27	6	53	43	12	47	47	61	26	14	41	16	26	27	25	30	26	21	31	20
TOTAL FAVOURABLE	34	7	72	52	14	63	59	76	27	15	53	19	34	33	29	37	35	28	40	25
Somewhat unfavourable	21	21	15	27	23	19	22	14	19	28	22	22	20	22	22	22	20	20	22	19
Very unfavourable	31	67	5	14	56	10	10	5	46	46	17	50	34	28	16	23	37	46	28	35
TOTAL UNFAVOURABLE	52	88	20	41	79	29	32	19	65	74	39	72	54	50	38	45	57	66	50	54
Don't know	15	5	9	7	7	8	9	6	8	12	8	9	12	17	34	18	8	6	10	21
NET FAVOURABILITY	-18	-81	52	11	-65	34	27	57	-38	-59	14	-53	-20	-17	-9	-8	-22	-38	-10	-29

Rishi Sunak

Very favourable	6	16	2	4	11	2	5	3	10	4	5	8	6	5	2	5	6	9	6	5
Somewhat favourable	23	41	15	25	35	14	26	32	33	33	22	28	21	24	12	19	25	31	24	21
TOTAL FAVOURABLE	29	57	17	29	46	16	31	35	43	37	27	36	27	29	14	24	31	40	30	26
Somewhat unfavourable	24	20	28	31	22	27	31	23	20	25	28	23	23	24	20	24	25	24	27	20
Very unfavourable	35	16	48	35	24	49	31	37	29	24	38	33	38	32	38	38	35	28	34	36
TOTAL UNFAVOURABLE	59	36	76	66	46	76	62	60	49	49	66	56	61	56	58	62	60	52	61	56
Don't know	13	7	8	5	8	8	7	6	8	14	7	10	11	15	28	15	8	8	9	18
NET FAVOURABILITY	-30	21	-59	-37	0	-60	-31	-25	-6	-12	-39	-20	-34	-27	-44	-38	-29	-12	-31	-30

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	Region					
	Total	London	Rest of South	Midlands / Wales	North	Scotland
Weighted sample	4946	594	1662	1073	1192	425
Unweighted Sample	4946	443	1719	1120	1208	456
	%	%	%	%	%	%

Do you have a favourable or unfavourable opinion of the following?

Boris Johnson

Very favourable	9	5	10	11	9	4
Somewhat favourable	15	15	16	16	13	10
TOTAL FAVOURABLE	24	20	26	27	22	14
Somewhat unfavourable	15	11	18	16	14	13
Very unfavourable	54	62	49	50	56	69
TOTAL UNFAVOURABLE	69	73	67	66	70	82
Don't know	7	7	6	8	7	4
NET FAVOURABILITY	-45	-53	-41	-39	-48	-68

Keir Starmer

Very favourable	7	9	6	7	7	6
Somewhat favourable	27	32	24	25	27	30
TOTAL FAVOURABLE	34	41	30	32	34	36
Somewhat unfavourable	21	21	21	21	19	25
Very unfavourable	31	22	34	31	33	23
TOTAL UNFAVOURABLE	52	43	55	52	52	48
Don't know	15	16	14	16	13	16
NET FAVOURABILITY	-18	-2	-25	-20	-18	-12

Rishi Sunak

Very favourable	6	6	7	5	6	3
Somewhat favourable	23	21	25	24	20	18
TOTAL FAVOURABLE	29	27	32	29	26	21
Somewhat unfavourable	24	23	25	23	24	25
Very unfavourable	35	34	31	33	38	44
TOTAL UNFAVOURABLE	59	57	56	56	62	69
Don't know	13	15	12	15	12	10
NET FAVOURABILITY	-30	-30	-24	-27	-36	-48

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

Liz Truss

Very favourable	3	11	1	1	8	1	0	1	2	3	1	6	4	3	0	1	4	7	3	3
Somewhat favourable	17	41	7	11	33	5	10	17	24	22	11	27	18	15	6	11	21	27	16	17
TOTAL FAVOURABLE	20	52	8	12	41	6	10	18	26	25	12	33	22	18	6	12	25	34	19	20
Somewhat unfavourable	19	20	18	24	23	16	22	35	21	25	20	20	19	18	14	19	18	21	20	17
Very unfavourable	33	9	52	47	15	55	50	28	24	16	49	22	37	29	29	34	37	28	39	25
TOTAL UNFAVOURABLE	52	29	70	71	38	71	72	63	45	41	69	42	56	47	43	53	55	49	59	42
Don't know	29	19	22	17	22	23	18	19	29	34	19	25	21	35	50	35	19	18	22	37
NET FAVOURABILITY	-32	23	-62	-59	3	-65	-62	-45	-19	-16	-57	-9	-34	-29	-37	-41	-30	-15	-40	-22

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Unweighted Sample	4946	443	1719	1120	1208	456
	%	%	%	%	%	%

Liz Truss

Very favourable	3	2	4	4	3	2
Somewhat favourable	17	14	18	19	15	12
TOTAL FAVOURABLE	20	16	22	23	18	14
Somewhat unfavourable	19	15	20	20	18	18
Very unfavourable	33	37	32	27	35	43
TOTAL UNFAVOURABLE	52	52	52	47	53	61
Don't know	29	34	26	31	29	25
NET FAVOURABILITY	-32	-36	-30	-24	-35	-47