

# YouGov Favourability Results

Fieldwork: 2nd - 3rd September 2021  
Sample Size: 1653 adults in GB

**Weighted Sample**  
Unweighted Sample

	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
<b>1653</b>	560	410	149	613	655	803	850	180	689	398	385	942	711	198	555	359	398	142
1653	574	405	146	681	668	720	933	105	672	423	453	994	659	152	585	369	405	142
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

		17-18 Aug	2-3 Sep																	
<b>Do you have a favourable or unfavourable opinion of the following?</b>																				
<b>Boris Johnson</b>																				
Very favourable	8	10	22	0	2	4	18	11	8	3	7	11	15	7	12	9	12	10	8	3
Somewhat favourable	26	26	47	7	10	16	40	25	26	9	23	30	35	24	28	19	29	29	27	15
<b>TOTAL FAVOURABLE</b>	<b>34</b>	<b>36</b>	<b>69</b>	<b>7</b>	<b>12</b>	<b>20</b>	<b>58</b>	<b>36</b>	<b>34</b>	<b>12</b>	<b>30</b>	<b>41</b>	<b>50</b>	<b>31</b>	<b>40</b>	<b>28</b>	<b>41</b>	<b>39</b>	<b>35</b>	<b>18</b>
Somewhat unfavourable	20	18	16	19	25	19	19	19	18	14	20	17	18	19	17	18	18	16	21	19
Very unfavourable	39	37	12	69	58	58	18	37	36	45	39	37	29	41	31	46	30	37	37	49
<b>TOTAL UNFAVOURABLE</b>	<b>59</b>	<b>55</b>	<b>28</b>	<b>88</b>	<b>83</b>	<b>77</b>	<b>37</b>	<b>56</b>	<b>54</b>	<b>59</b>	<b>59</b>	<b>54</b>	<b>47</b>	<b>60</b>	<b>48</b>	<b>64</b>	<b>48</b>	<b>53</b>	<b>58</b>	<b>68</b>
Don't know	7	9	3	5	5	4	6	7	12	28	11	5	3	8	12	9	10	9	8	13
<b>NET FAVOURABILITY</b>	<b>-25</b>	<b>-19</b>	<b>41</b>	<b>-81</b>	<b>-71</b>	<b>-57</b>	<b>21</b>	<b>-20</b>	<b>-20</b>	<b>-47</b>	<b>-29</b>	<b>-13</b>	<b>3</b>	<b>-29</b>	<b>-8</b>	<b>-36</b>	<b>-7</b>	<b>-14</b>	<b>-23</b>	<b>-50</b>
<b>Keir Starmer</b>																				
Very favourable	3	4	1	9	5	6	3	5	4	1	4	7	3	4	4	10	3	5	4	1
Somewhat favourable	23	25	13	43	49	41	15	26	24	16	27	27	23	28	21	30	24	22	28	19
<b>TOTAL FAVOURABLE</b>	<b>26</b>	<b>29</b>	<b>14</b>	<b>52</b>	<b>54</b>	<b>47</b>	<b>18</b>	<b>31</b>	<b>28</b>	<b>17</b>	<b>31</b>	<b>34</b>	<b>26</b>	<b>32</b>	<b>25</b>	<b>40</b>	<b>27</b>	<b>27</b>	<b>32</b>	<b>20</b>
Somewhat unfavourable	28	26	28	27	20	29	25	24	28	26	27	23	28	27	25	23	26	29	24	31
Very unfavourable	28	26	47	9	15	14	43	31	22	18	19	32	36	25	27	17	29	24	28	25
<b>TOTAL UNFAVOURABLE</b>	<b>56</b>	<b>52</b>	<b>75</b>	<b>36</b>	<b>35</b>	<b>43</b>	<b>68</b>	<b>55</b>	<b>50</b>	<b>44</b>	<b>46</b>	<b>55</b>	<b>64</b>	<b>52</b>	<b>52</b>	<b>40</b>	<b>55</b>	<b>53</b>	<b>52</b>	<b>56</b>
Don't know	17	19	11	12	11	11	13	15	23	39	23	12	9	16	23	20	19	21	15	23
<b>NET FAVOURABILITY</b>	<b>-30</b>	<b>-23</b>	<b>-61</b>	<b>16</b>	<b>19</b>	<b>4</b>	<b>-50</b>	<b>-24</b>	<b>-22</b>	<b>-27</b>	<b>-15</b>	<b>-21</b>	<b>-38</b>	<b>-20</b>	<b>-27</b>	<b>0</b>	<b>-28</b>	<b>-26</b>	<b>-20</b>	<b>-36</b>
<b>Priti Patel</b>																				
Very favourable	3	3	7	0	0	1	6	4	2	3	2	4	5	3	4	4	4	3	4	1
Somewhat favourable	13	15	31	4	7	8	25	17	12	5	11	16	23	15	14	13	16	13	15	13
<b>TOTAL FAVOURABLE</b>	<b>16</b>	<b>18</b>	<b>38</b>	<b>4</b>	<b>7</b>	<b>9</b>	<b>31</b>	<b>21</b>	<b>14</b>	<b>8</b>	<b>13</b>	<b>20</b>	<b>28</b>	<b>18</b>	<b>18</b>	<b>17</b>	<b>20</b>	<b>16</b>	<b>19</b>	<b>14</b>
Somewhat unfavourable	22	19	28	13	14	16	26	19	19	9	16	23	23	18	20	14	22	19	19	13
Very unfavourable	44	46	24	75	68	67	30	46	45	48	48	47	38	51	38	51	40	45	48	56
<b>TOTAL UNFAVOURABLE</b>	<b>66</b>	<b>65</b>	<b>52</b>	<b>88</b>	<b>82</b>	<b>83</b>	<b>56</b>	<b>65</b>	<b>64</b>	<b>57</b>	<b>64</b>	<b>70</b>	<b>61</b>	<b>69</b>	<b>58</b>	<b>65</b>	<b>62</b>	<b>64</b>	<b>67</b>	<b>69</b>
Don't know	18	18	11	8	11	8	14	13	22	34	22	10	10	12	24	19	18	20	15	18
<b>NET FAVOURABILITY</b>	<b>-50</b>	<b>-47</b>	<b>-14</b>	<b>-84</b>	<b>-75</b>	<b>-74</b>	<b>-25</b>	<b>-44</b>	<b>-50</b>	<b>-49</b>	<b>-51</b>	<b>-50</b>	<b>-33</b>	<b>-51</b>	<b>-40</b>	<b>-48</b>	<b>-42</b>	<b>-48</b>	<b>-48</b>	<b>-55</b>

Sample Size: 1653 adults in GB

Weighted Sample  
Unweighted Sample

Total	Vote in 2019 GE			EU Ref 2016		Gender		Age				Social Grade		Region				
	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
1653	560	410	149	613	655	803	850	180	689	398	385	942	711	198	555	359	398	142
1653	574	405	146	681	668	720	933	105	672	423	453	994	659	152	585	369	405	142
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Rishi Sunak

Very favourable	11	10	20	2	8	9	14	12	9	4	8	14	13	12	9	9	13	11	9	3
Somewhat favourable	30	34	49	27	29	31	42	36	32	18	31	38	43	35	32	35	35	32	33	35
<b>TOTAL FAVOURABLE</b>	<b>41</b>	<b>44</b>	<b>69</b>	<b>29</b>	<b>37</b>	<b>40</b>	<b>56</b>	<b>48</b>	<b>41</b>	<b>22</b>	<b>39</b>	<b>52</b>	<b>56</b>	<b>47</b>	<b>41</b>	<b>44</b>	<b>48</b>	<b>43</b>	<b>42</b>	<b>38</b>
Somewhat unfavourable	20	19	12	28	26	26	14	20	18	13	21	20	16	20	17	24	19	17	19	18
Very unfavourable	17	17	6	30	22	24	12	18	17	27	17	16	14	18	17	14	13	17	22	27
<b>TOTAL UNFAVOURABLE</b>	<b>37</b>	<b>36</b>	<b>18</b>	<b>58</b>	<b>48</b>	<b>50</b>	<b>26</b>	<b>38</b>	<b>35</b>	<b>40</b>	<b>38</b>	<b>36</b>	<b>30</b>	<b>38</b>	<b>34</b>	<b>38</b>	<b>32</b>	<b>34</b>	<b>41</b>	<b>45</b>
Don't know	21	20	13	12	14	11	17	14	25	37	22	12	14	15	25	17	20	23	17	18
<b>NET FAVOURABILITY</b>	<b>4</b>	<b>8</b>	<b>51</b>	<b>-29</b>	<b>-11</b>	<b>-10</b>	<b>30</b>	<b>10</b>	<b>6</b>	<b>-18</b>	<b>1</b>	<b>16</b>	<b>26</b>	<b>9</b>	<b>7</b>	<b>6</b>	<b>16</b>	<b>9</b>	<b>1</b>	<b>-7</b>

Dominic Raab

Very favourable	2	2	4	1	0	1	3	2	1	2	1	3	2	2	2	1	2	2	2	0
Somewhat favourable	20	17	33	7	10	11	26	19	14	11	13	20	23	17	16	16	18	14	18	15
<b>TOTAL FAVOURABLE</b>	<b>22</b>	<b>19</b>	<b>37</b>	<b>8</b>	<b>10</b>	<b>12</b>	<b>29</b>	<b>21</b>	<b>15</b>	<b>13</b>	<b>14</b>	<b>23</b>	<b>25</b>	<b>19</b>	<b>18</b>	<b>17</b>	<b>20</b>	<b>16</b>	<b>20</b>	<b>15</b>
Somewhat unfavourable	20	23	27	18	26	24	25	23	24	13	22	27	28	23	24	19	26	22	25	18
Very unfavourable	29	35	18	61	51	50	26	38	31	35	36	34	32	38	29	40	29	36	36	42
<b>TOTAL UNFAVOURABLE</b>	<b>49</b>	<b>58</b>	<b>45</b>	<b>79</b>	<b>77</b>	<b>74</b>	<b>51</b>	<b>61</b>	<b>55</b>	<b>48</b>	<b>58</b>	<b>61</b>	<b>60</b>	<b>61</b>	<b>53</b>	<b>59</b>	<b>55</b>	<b>58</b>	<b>61</b>	<b>60</b>
Don't know	29	24	18	14	13	13	21	17	30	39	29	17	14	19	29	25	25	25	19	25
<b>NET FAVOURABILITY</b>	<b>-27</b>	<b>-39</b>	<b>-8</b>	<b>-71</b>	<b>-67</b>	<b>-62</b>	<b>-22</b>	<b>-40</b>	<b>-40</b>	<b>-35</b>	<b>-44</b>	<b>-38</b>	<b>-35</b>	<b>-42</b>	<b>-35</b>	<b>-42</b>	<b>-35</b>	<b>-42</b>	<b>-41</b>	<b>-45</b>

Michael Gove

	23-24 Jun	2-3 Sep																		
Very favourable	3	2	3	1	1	1	2	2	1	1	1	1	3	2	1	2	1	2	2	1
Somewhat favourable	14	13	29	2	7	7	23	17	10	1	11	15	22	12	14	11	17	12	11	12
<b>TOTAL FAVOURABLE</b>	<b>17</b>	<b>15</b>	<b>32</b>	<b>3</b>	<b>8</b>	<b>8</b>	<b>25</b>	<b>19</b>	<b>11</b>	<b>2</b>	<b>12</b>	<b>16</b>	<b>25</b>	<b>14</b>	<b>15</b>	<b>13</b>	<b>18</b>	<b>14</b>	<b>13</b>	<b>13</b>
Somewhat unfavourable	22	24	30	19	26	24	27	23	24	16	20	28	29	23	24	23	25	24	23	18
Very unfavourable	41	39	19	67	58	57	27	41	37	43	41	41	33	46	30	39	33	39	44	49
<b>TOTAL UNFAVOURABLE</b>	<b>63</b>	<b>63</b>	<b>49</b>	<b>86</b>	<b>84</b>	<b>81</b>	<b>54</b>	<b>64</b>	<b>61</b>	<b>59</b>	<b>61</b>	<b>69</b>	<b>62</b>	<b>69</b>	<b>54</b>	<b>62</b>	<b>58</b>	<b>63</b>	<b>67</b>	<b>67</b>
Don't know	21	23	19	11	8	11	21	17	28	39	28	15	13	17	30	25	23	23	21	22
<b>NET FAVOURABILITY</b>	<b>-46</b>	<b>-48</b>	<b>-17</b>	<b>-83</b>	<b>-76</b>	<b>-73</b>	<b>-29</b>	<b>-45</b>	<b>-50</b>	<b>-57</b>	<b>-49</b>	<b>-53</b>	<b>-37</b>	<b>-55</b>	<b>-39</b>	<b>-49</b>	<b>-40</b>	<b>-49</b>	<b>-54</b>	<b>-54</b>

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1653	574	405	146	681	668	720	933	105	672	423	453	994	659	152	585	369	405	142
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Liz Truss

Very favourable	4	8	0	1	1	7	5	2	4	2	3	6	4	4	2	4	4	4	5
Somewhat favourable	8	13	5	8	6	11	12	4	7	6	9	12	8	8	8	10	5	9	7
<b>TOTAL FAVOURABLE</b>	<b>12</b>	<b>21</b>	<b>5</b>	<b>9</b>	<b>7</b>	<b>18</b>	<b>17</b>	<b>6</b>	<b>11</b>	<b>8</b>	<b>12</b>	<b>18</b>	<b>12</b>	<b>12</b>	<b>10</b>	<b>14</b>	<b>9</b>	<b>13</b>	<b>12</b>
Somewhat unfavourable	11	11	13	16	13	11	14	8	10	9	14	13	12	10	17	10	12	9	10
Very unfavourable	16	9	27	23	26	11	20	12	13	16	16	16	19	12	17	14	15	16	22
<b>TOTAL UNFAVOURABLE</b>	<b>27</b>	<b>20</b>	<b>40</b>	<b>39</b>	<b>39</b>	<b>22</b>	<b>34</b>	<b>20</b>	<b>23</b>	<b>25</b>	<b>30</b>	<b>29</b>	<b>31</b>	<b>22</b>	<b>34</b>	<b>24</b>	<b>27</b>	<b>25</b>	<b>32</b>
Don't know	61	59	55	52	54	60	49	73	66	67	57	53	58	66	56	62	64	62	56
<b>NET FAVOURABILITY</b>	<b>-15</b>	<b>1</b>	<b>-35</b>	<b>-30</b>	<b>-32</b>	<b>-4</b>	<b>-17</b>	<b>-14</b>	<b>-12</b>	<b>-17</b>	<b>-18</b>	<b>-11</b>	<b>-19</b>	<b>-10</b>	<b>-24</b>	<b>-10</b>	<b>-18</b>	<b>-12</b>	<b>-20</b>

Ben Wallace

	17-18 Aug	2-3 Sep																		
Very favourable	1	1	3	0	1	1	2	1	1	0	1	2	2	2	1	1	2	2	1	1
Somewhat favourable	7	9	15	6	6	8	12	11	6	6	7	9	13	9	8	9	10	7	9	7
<b>TOTAL FAVOURABLE</b>	<b>8</b>	<b>10</b>	<b>18</b>	<b>6</b>	<b>7</b>	<b>9</b>	<b>14</b>	<b>12</b>	<b>7</b>	<b>6</b>	<b>8</b>	<b>11</b>	<b>15</b>	<b>11</b>	<b>9</b>	<b>10</b>	<b>12</b>	<b>9</b>	<b>10</b>	<b>8</b>
Somewhat unfavourable	8	9	7	12	9	9	9	12	6	12	8	10	8	9	9	13	8	8	9	9
Very unfavourable	8	9	7	11	8	12	9	12	7	6	10	11	9	10	9	3	9	11	9	16
<b>TOTAL UNFAVOURABLE</b>	<b>16</b>	<b>18</b>	<b>14</b>	<b>23</b>	<b>17</b>	<b>21</b>	<b>18</b>	<b>24</b>	<b>13</b>	<b>18</b>	<b>18</b>	<b>21</b>	<b>17</b>	<b>19</b>	<b>18</b>	<b>16</b>	<b>17</b>	<b>19</b>	<b>18</b>	<b>25</b>
Don't know	76	72	68	71	75	70	68	64	79	76	75	68	67	71	73	73	72	72	72	68
<b>NET FAVOURABILITY</b>	<b>-8</b>	<b>-8</b>	<b>4</b>	<b>-17</b>	<b>-10</b>	<b>-12</b>	<b>-4</b>	<b>-12</b>	<b>-6</b>	<b>-12</b>	<b>-10</b>	<b>-10</b>	<b>-2</b>	<b>-8</b>	<b>-9</b>	<b>-6</b>	<b>-5</b>	<b>-10</b>	<b>-8</b>	<b>-17</b>