

YouGov Survey Results

Sample Size: 1666 adults in GB
Fieldwork: 11th - 12th January 2022

	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
Weighted Sample	1666	565	413	150	618	660	810	856	182	695	402	388	950	716	200	560	362	402	143
Unweighted Sample	1666	566	404	152	664	642	697	969	134	651	427	454	1008	658	157	582	379	399	149
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

		6-7 Jan	11-12 Jan																	
Do you have a favourable or unfavourable opinion of the following?																				
The Conservative Party																				
Very favourable	6	6	13	1	0	3	9	6	5	6	4	6	8	5	6	5	6	6	6	3
Somewhat favourable	22	19	42	4	9	12	32	19	19	6	14	23	30	21	17	20	22	22	15	12
TOTAL FAVOURABLE	28	25	55	5	9	15	41	25	24	12	18	29	38	26	23	25	28	28	21	15
Somewhat unfavourable	18	20	24	12	28	17	24	19	21	11	17	20	27	20	19	14	22	19	21	15
Very unfavourable	43	46	15	81	59	64	26	49	43	59	50	46	32	47	44	51	41	40	48	64
TOTAL UNFAVOURABLE	61	66	39	93	87	81	50	68	64	70	67	66	59	67	63	65	63	59	69	79
Don't know	11	10	6	2	4	5	8	7	13	18	15	4	3	7	14	10	9	13	9	5
NET FAVOURABILITY	-33	-41	16	-88	-78	-66	-9	-43	-40	-58	-49	-37	-21	-41	-40	-40	-35	-31	-48	-64
The Labour Party																				
Very favourable	6	7	1	18	6	10	4	7	7	15	5	8	6	7	7	9	6	8	7	6
Somewhat favourable	26	29	7	63	41	45	14	27	31	36	33	26	22	34	23	44	26	26	29	30
TOTAL FAVOURABLE	32	36	8	81	47	55	18	34	38	51	38	34	28	41	30	53	32	34	36	36
Somewhat unfavourable	25	22	29	11	29	23	25	21	23	11	22	24	27	25	19	14	26	19	22	27
Very unfavourable	30	30	55	4	14	14	47	35	25	21	23	35	40	26	34	22	30	35	29	26
TOTAL UNFAVOURABLE	55	52	84	15	43	37	72	56	48	32	45	59	67	51	53	36	56	54	51	53
Don't know	12	12	8	4	10	8	10	10	15	17	18	8	6	9	16	11	13	12	12	12
NET FAVOURABILITY	-23	-16	-76	66	4	18	-54	-22	-10	19	-7	-25	-39	-10	-23	17	-24	-20	-15	-17
Boris Johnson																				
Very favourable	6	5	11	1	0	2	8	5	5	5	4	5	7	4	6	7	5	5	5	3
Somewhat favourable	21	15	30	4	8	9	24	15	16	7	13	16	23	14	17	12	18	19	13	6
TOTAL FAVOURABLE	27	20	41	5	8	11	32	20	21	12	17	21	30	18	23	19	23	24	18	9
Somewhat unfavourable	18	17	26	7	13	13	23	16	18	9	16	20	21	18	17	10	21	17	17	14
Very unfavourable	48	55	26	86	76	73	37	58	52	69	56	56	46	60	48	59	50	50	57	72
TOTAL UNFAVOURABLE	66	72	52	93	89	86	60	74	70	78	72	76	67	78	65	69	71	67	74	86
Don't know	8	8	6	2	4	3	8	6	9	10	12	4	3	5	11	12	7	9	7	4
NET FAVOURABILITY	-39	-52	-11	-88	-81	-75	-28	-54	-49	-66	-55	-55	-37	-60	-42	-50	-48	-43	-56	-77

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		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Keir Starmer																					
	Very favourable	5	5	1	12	9	9	2	4	6	4	5	7	4	6	4	6	5	6	4	3
	Somewhat favourable	25	28	13	51	49	45	15	30	27	22	32	27	26	33	22	39	27	26	25	30
	TOTAL FAVOURABLE	30	33	14	63	58	54	17	34	33	26	37	34	30	39	26	45	32	32	29	33
	Somewhat unfavourable	25	24	29	20	20	23	27	22	25	21	21	25	27	26	20	24	25	19	25	27
	Very unfavourable	29	28	48	7	13	13	44	32	23	23	22	31	35	23	33	15	27	32	32	24
	TOTAL UNFAVOURABLE	54	52	77	27	33	36	71	54	48	44	43	56	62	49	53	39	52	51	57	51
	Don't know	16	16	9	9	9	10	12	11	20	30	20	9	8	12	20	16	16	18	13	16
	NET FAVOURABILITY	-24	-19	-63	36	25	18	-54	-20	-15	-18	-6	-22	-32	-10	-27	6	-20	-19	-28	-18
Priti Patel																					
	Very favourable	3	3	6	1	1	2	4	4	2	1	2	4	5	3	3	6	3	3	2	3
	Somewhat favourable	14	11	24	3	6	5	19	13	10	5	10	11	16	11	12	10	11	13	12	5
	TOTAL FAVOURABLE	17	14	30	4	7	7	23	17	12	6	12	15	21	14	15	16	14	16	14	8
	Somewhat unfavourable	19	20	31	12	14	16	25	19	21	14	17	20	27	21	19	12	21	24	18	20
	Very unfavourable	48	49	28	75	69	67	36	54	45	52	49	54	42	54	43	56	48	40	51	61
	TOTAL UNFAVOURABLE	67	69	59	87	83	83	61	73	66	66	66	74	69	75	62	68	69	64	69	81
	Don't know	16	17	12	10	10	10	15	11	23	29	21	10	11	11	24	17	16	20	17	12
	NET FAVOURABILITY	-50	-55	-29	-83	-76	-76	-38	-56	-54	-60	-54	-59	-48	-61	-47	-52	-55	-48	-55	-73
Rishi Sunak																					
	Very favourable	9	10	19	2	5	6	15	10	9	6	7	10	15	11	8	11	9	11	8	6
	Somewhat favourable	32	30	44	23	37	31	36	30	31	16	26	35	40	32	27	29	33	28	32	22
	TOTAL FAVOURABLE	41	40	63	25	42	37	51	40	40	22	33	45	55	43	35	40	42	39	40	28
	Somewhat unfavourable	20	21	17	27	27	25	19	22	19	16	22	22	19	22	19	23	21	20	20	23
	Very unfavourable	22	23	10	37	19	27	17	28	19	31	24	24	17	22	25	19	21	20	27	36
	TOTAL UNFAVOURABLE	42	44	27	64	46	52	36	50	38	47	46	46	36	44	44	42	42	40	47	59
	Don't know	17	16	10	11	12	10	14	10	22	31	21	9	9	13	21	18	16	21	13	13
	NET FAVOURABILITY	-1	-4	36	-39	-4	-15	15	-10	2	-25	-13	-1	19	-1	-9	-2	0	-1	-7	-31
Liz Truss																					
	Very favourable	3	4	9	1	0	2	7	5	2	0	2	4	7	4	4	5	4	4	3	2
	Somewhat favourable	12	12	23	7	7	8	19	13	10	4	6	15	23	13	10	13	14	11	11	7
	TOTAL FAVOURABLE	15	16	32	8	7	10	26	18	12	4	8	19	30	17	14	18	18	15	14	9
	Somewhat unfavourable	16	14	15	14	21	18	14	15	14	10	12	18	17	15	13	13	16	13	14	13
	Very unfavourable	24	25	14	38	34	37	16	31	19	27	25	24	24	27	22	27	24	23	23	33
	TOTAL UNFAVOURABLE	40	39	29	52	55	55	30	46	33	37	37	42	41	42	35	40	40	36	37	46
	Don't know	46	45	39	40	38	36	44	35	55	60	55	38	29	41	51	42	42	49	49	45
	NET FAVOURABILITY	-25	-23	3	-44	-48	-45	-4	-28	-21	-33	-29	-23	-11	-25	-21	-22	-22	-21	-23	-37