

YouGov Survey Results

Sample Size: 3298 GB Adults
Fieldwork: 4th - 6th April 2018

	Vote in 2017				EU Ref 2016		Gender		Age				Social Grade		Region				Conservative Party		
	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	TOTAL FAVOURABLE	TOTAL UNFAVOURABLE
Weighted Sample	3298	1131	1082	201	1296	1408	1596	1702	369	1392	782	755	1880	1418	442	1069	706	795	287	1114	1718
Unweighted Sample	3298	1146	1050	213	1423	1391	1443	1855	300	1365	813	820	1981	1317	333	1137	737	793	298	1159	1738
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	18-19	4-6																				
	Mar	Apr																				
Do you have a favourable or unfavourable opinion of the following...																						
Conservative Party																						
Very favourable	10	8	20	1	1	5	12	9	7	4	4	8	16	8	8	6	11	7	6	6	23	0
Somewhat favourable	25	26	57	4	17	17	38	27	25	21	19	30	38	29	22	20	33	27	22	18	77	0
TOTAL FAVOURABLE	35	34	77	5	18	22	50	36	32	25	23	38	54	37	30	26	44	34	28	24	100	0
Somewhat unfavourable	19	20	12	25	34	22	19	21	19	20	22	20	16	19	21	20	19	23	19	16	0	38
Very unfavourable	33	32	3	63	38	49	20	34	31	34	36	34	23	34	30	43	24	28	36	44	0	62
TOTAL UNFAVOURABLE	52	52	15	88	72	71	39	55	50	54	58	54	39	53	51	63	43	51	55	60	0	100
Don't know	14	14	7	8	10	7	11	9	19	21	20	8	7	10	20	11	12	15	16	17	0	0
NET	-17	-18	62	-83	-54	-49	11	-19	-18	-29	-35	-16	15	-16	-21	-37	1	-17	-27	-36	100	-100
Labour Party																						
Very favourable	13	10	1	24	2	15	5	11	9	18	10	8	7	10	10	12	8	10	13	7	1	18
Somewhat favourable	24	24	5	50	32	36	15	23	26	32	29	24	14	27	21	31	21	23	26	25	8	40
TOTAL FAVOURABLE	37	34	6	74	34	51	20	34	35	50	39	32	21	37	31	43	29	33	39	32	9	58
Somewhat unfavourable	19	21	28	12	32	23	21	23	19	16	21	22	24	23	19	22	21	21	19	26	30	20
Very unfavourable	29	30	60	6	21	17	47	34	26	11	21	36	48	30	30	23	37	30	27	22	58	18
TOTAL UNFAVOURABLE	48	51	88	18	53	40	68	57	45	27	42	58	72	53	49	45	58	51	46	48	88	38
Don't know	14	14	7	9	12	9	10	9	19	22	19	10	7	11	19	11	14	15	15	19	3	3
NET	-11	-17	-82	56	-19	11	-48	-23	-10	23	-3	-26	-51	-16	-18	-2	-29	-18	-7	-16	-79	20
Liberal Democrats																						
Very favourable	3	3	1	3	22	6	1	4	2	3	3	3	3	4	2	3	4	3	2	2	3	4
Somewhat favourable	21	21	14	27	53	33	12	21	21	32	21	19	17	25	16	26	22	20	19	17	19	27
TOTAL FAVOURABLE	24	24	15	30	75	39	13	25	23	35	24	22	20	29	18	29	26	23	21	19	22	31
Somewhat unfavourable	29	27	34	31	9	30	29	28	27	18	27	30	30	28	26	26	26	28	28	30	35	29
Very unfavourable	26	27	37	21	6	16	40	33	21	16	21	32	38	25	28	26	26	26	29	26	34	28
TOTAL UNFAVOURABLE	55	54	71	52	15	46	69	61	48	34	48	62	68	53	54	52	52	54	57	56	69	57
Don't know	22	22	14	19	9	15	18	14	29	32	28	16	11	17	28	20	21	23	22	25	9	12
NET	-31	-30	-56	-22	60	-7	-56	-36	-25	1	-24	-40	-48	-24	-36	-23	-26	-31	-36	-37	-47	-26
Theresa May																						
Very favourable	10	8	22	0	2	4	14	8	9	2	3	9	20	8	8	5	11	9	7	6	24	1
Somewhat favourable	26	29	56	11	24	21	41	31	28	19	23	35	40	31	27	22	36	30	26	23	64	12
TOTAL FAVOURABLE	36	37	78	11	26	25	55	39	37	21	26	44	60	39	35	27	47	39	33	29	88	13
Somewhat unfavourable	19	22	12	28	35	26	20	23	20	30	23	20	18	23	20	25	21	23	20	20	9	34
Very unfavourable	32	28	4	52	30	41	17	31	26	32	34	28	16	28	28	38	21	24	33	37	1	51
TOTAL UNFAVOURABLE	51	50	16	80	65	67	37	54	46	62	57	48	34	51	48	63	42	47	53	57	10	85
Don't know	12	13	6	8	9	7	8	8	17	18	17	8	6	9	17	10	11	15	14	14	1	3
NET	-15	-13	62	-69	-39	-42	18	-15	-9	-41	-31	-4	26	-12	-13	-36	5	-8	-20	-28	78	-72

YouGov Survey Results

Sample Size: 3298 GB Adults
Fieldwork: 4th - 6th April 2018

		Labour Party		Liberal Democrats		Theresa May		Boris Johnson		Jeremy Corbyn			
Total		TOTAL FAVOURABLE	TOTAL UNFAVOURABLE	TOTAL FAVOURABLE	TOTAL UNFAVOURABLE	TOTAL FAVOURABLE	TOTAL UNFAVOURABLE	TOTAL FAVOURABLE	TOTAL UNFAVOURABLE	TOTAL FAVOURABLE	TOTAL UNFAVOURABLE		
Weighted Sample	3298	1137	1685	803	1781	1241	1638	976	1865	1028	1793		
Unweighted Sample	3298	1155	1737	839	1823	1292	1651	996	1914	1042	1847		
		%	%	%	%	%	%	%	%	%	%		
		18-19 Mar	4-6 Apr										
Do you have a favourable or unfavourable opinion of the following...													
Conservative Party													
	10	8	1	14	5	11	20	1	20	3	1	14	
	25	26	8	44	25	32	59	7	49	18	6	43	
TOTAL FAVOURABLE	35	34	9	58	30	43	79	8	69	21	7	57	
	19	20	25	20	28	19	14	28	16	25	22	21	
	33	32	63	19	39	36	3	61	8	51	67	18	
TOTAL UNFAVOURABLE	52	52	88	39	67	55	17	89	24	76	89	39	
	14	14	3	3	3	2	4	4	6	4	4	4	
NET	-17	-18	-79	19	-37	-12	62	-81	45	-55	-82	18	
Labour Party													
	13	10	29	0	14	11	3	18	4	15	30	1	
	24	24	71	0	39	21	11	39	14	34	57	10	
TOTAL FAVOURABLE	37	34	100	0	53	32	14	57	18	49	87	11	
	19	21	0	42	28	23	29	19	25	23	9	32	
	29	30	0	58	16	43	53	19	53	23	2	53	
TOTAL UNFAVOURABLE	48	51	0	100	44	66	82	38	78	46	11	85	
	14	14	0	0	3	2	4	5	5	5	3	3	
NET	-11	-17	100	-100	9	-34	-68	19	-60	3	76	-74	
Liberal Democrats													
	3	3	4	3	13	0	3	4	2	4	4	4	
	21	21	33	18	87	0	19	27	16	27	31	20	
TOTAL FAVOURABLE	24	24	37	21	100	0	22	31	18	31	35	24	
	29	27	30	32	0	51	34	29	32	31	31	31	
	26	27	20	38	0	49	32	28	38	26	21	36	
TOTAL UNFAVOURABLE	55	54	50	70	0	100	66	57	70	57	52	67	
	22	22	13	9	0	0	11	12	12	12	14	10	
NET	-31	-30	-13	-49	100	-100	-44	-26	-52	-26	-17	-43	
Theresa May													
	10	8	1	15	6	12	22	0	22	3	1	14	
	26	29	14	45	28	34	78	0	52	22	11	45	
TOTAL FAVOURABLE	36	37	15	60	34	46	100	0	74	25	12	59	
	19	22	30	20	31	20	0	44	17	28	28	22	
	32	28	52	18	32	32	0	56	7	43	59	16	
TOTAL UNFAVOURABLE	51	50	82	38	63	52	0	100	24	71	87	38	
	12	13	3	3	2	2	0	0	2	4	1	2	
NET	-15	-13	-67	22	-29	-6	100	-100	50	-46	-75	21	

YouGov Survey Results

Sample Size: 3298 GB Adults
Fieldwork: 4th - 6th April 2018

		Vince Cable		David Cameron		Ed Miliband		David Miliband		Nick Clegg			
Total		TOTAL FAVOURABLE	TOTAL UNFAVOURABLE	TOTAL FAVOURABLE	TOTAL UNFAVOURABLE	TOTAL FAVOURABLE	TOTAL UNFAVOURABLE	TOTAL FAVOURABLE	TOTAL UNFAVOURABLE	TOTAL FAVOURABLE	TOTAL UNFAVOURABLE		
Weighted Sample	3298	648	1421	791	2001	709	1831	810	1516	673	1885		
Unweighted Sample	3298	711	1463	806	2059	729	1873	855	1543	721	1913		
		%	%	%	%	%	%	%	%	%	%		
		18-19	4-6										
		Mar	Apr										
Do you have a favourable or unfavourable opinion of the following...													
Conservative Party													
	Very favourable	10	8	6	13	22	4	4	12	7	12	8	10
	Somewhat favourable	25	26	27	31	49	21	13	35	21	34	27	30
	TOTAL FAVOURABLE	35	34	33	44	71	25	17	47	28	46	35	40
	Somewhat unfavourable	19	20	23	20	18	24	22	22	23	20	27	20
	Very unfavourable	33	32	41	34	7	49	58	28	47	32	35	38
	TOTAL UNFAVOURABLE	52	52	64	54	25	73	80	50	70	52	62	58
	Don't know	14	14	3	2	4	3	3	3	2	2	2	3
	NET	-17	-18	-31	-10	46	-48	-63	-3	-42	-6	-27	-18
Labour Party													
	Very favourable	13	10	12	10	6	14	26	6	18	8	11	12
	Somewhat favourable	24	24	35	18	18	31	45	18	38	18	34	23
	TOTAL FAVOURABLE	37	34	47	28	24	45	71	24	56	26	45	35
	Somewhat unfavourable	19	21	29	23	29	22	17	27	23	25	29	23
	Very unfavourable	29	30	21	47	43	30	9	46	18	47	22	40
	TOTAL UNFAVOURABLE	48	51	50	70	72	52	26	73	41	72	51	63
	Don't know	14	14	3	2	5	4	3	3	3	2	4	3
	NET	-11	-17	-3	-42	-48	-7	45	-49	15	-46	-6	-28
Liberal Democrats													
	Very favourable	3	3	11	1	6	3	8	2	8	2	13	1
	Somewhat favourable	21	21	52	10	26	22	39	18	37	15	58	13
	TOTAL FAVOURABLE	24	24	63	11	32	25	47	20	45	17	71	14
	Somewhat unfavourable	29	27	24	37	33	31	28	34	30	34	19	37
	Very unfavourable	26	27	7	49	22	34	17	38	17	43	4	43
	TOTAL UNFAVOURABLE	55	54	31	86	55	65	45	72	47	77	23	80
	Don't know	22	22	5	3	12	10	8	8	7	6	6	7
	NET	-31	-30	32	-75	-23	-40	2	-52	-2	-60	48	-66
Theresa May													
	Very favourable	10	8	7	13	20	5	4	12	7	12	9	10
	Somewhat favourable	26	29	32	34	52	24	20	37	27	35	31	33
	TOTAL FAVOURABLE	36	37	39	47	72	29	24	49	34	47	40	43
	Somewhat unfavourable	19	22	26	22	17	27	27	23	27	22	27	22
	Very unfavourable	32	28	33	31	8	41	46	26	37	29	31	33
	TOTAL UNFAVOURABLE	51	50	59	53	25	68	73	49	64	51	58	55
	Don't know	12	13	2	1	3	2	2	2	1	2	2	2
	NET	-15	-13	-20	-6	47	-39	-49	0	-30	-4	-18	-12

YouGov Survey Results

Sample Size: 3298 GB Adults
Fieldwork: 4th - 6th April 2018

	Tony Blair		Gordon Brown	
Total	TOTAL FAVOURABLE	TOTAL UNFAVOURABLE	TOTAL FAVOURABLE	TOTAL UNFAVOURABLE
Weighted Sample 3298	551	2214	789	1836
Unweighted Sample 3298	579	2250	822	1871
	%	%	%	%

	18-19 Mar	4-6 Apr	Tony Blair		Gordon Brown	
Do you have a favourable or unfavourable opinion of the following...						
Conservative Party						
Very favourable	10	8	6	10	5	11
Somewhat favourable	25	26	21	31	22	33
TOTAL FAVOURABLE	35	34	27	41	27	44
Somewhat unfavourable	19	20	23	22	22	22
Very unfavourable	33	32	46	34	47	31
TOTAL UNFAVOURABLE	52	52	69	56	69	53
Don't know	14	14	5	4	3	3
NET	-17	-18	-42	-15	-42	-9
Labour Party						
Very favourable	13	10	18	9	20	7
Somewhat favourable	24	24	42	23	43	18
TOTAL FAVOURABLE	37	34	60	32	63	25
Somewhat unfavourable	19	21	23	24	20	26
Very unfavourable	29	30	12	40	12	45
TOTAL UNFAVOURABLE	48	51	35	64	32	71
Don't know	14	14	5	4	4	3
NET	-11	-17	25	-32	31	-46
Liberal Democrats						
Very favourable	3	3	10	2	7	2
Somewhat favourable	21	21	37	21	34	19
TOTAL FAVOURABLE	24	24	47	23	41	21
Somewhat unfavourable	29	27	25	33	30	33
Very unfavourable	26	27	17	34	19	37
TOTAL UNFAVOURABLE	55	54	42	67	49	70
Don't know	22	22	12	10	10	8
NET	-31	-30	5	-44	-8	-49
Theresa May						
Very favourable	10	8	6	11	7	11
Somewhat favourable	26	29	28	33	28	35
TOTAL FAVOURABLE	36	37	34	44	35	46
Somewhat unfavourable	19	22	26	23	26	23
Very unfavourable	32	28	36	30	37	29
TOTAL UNFAVOURABLE	51	50	62	53	63	52
Don't know	12	13	4	3	2	2
NET	-15	-13	-28	-9	-28	-6

Sample Size: 3298 GB Adults
Fieldwork: 4th - 6th April 2018

	Vote in 2017				EU Ref 2016		Gender		Age				Social Grade		Region				Conservative Party			
	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	TOTAL FAVOURABLE	TOTAL UNFAVOURABLE	
Weighted Sample	3298	1131	1082	201	1296	1408	1596	1702	369	1392	782	755	1880	1418	442	1069	706	795	287	1114	1718	
Unweighted Sample	3298	1146	1050	213	1423	1391	1443	1855	300	1365	813	820	1981	1317	333	1137	737	793	298	1159	1738	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
	18-19																					
	Mar																					
	4-6																					
	Apr																					
Boris Johnson																						
Very favourable	6	6	12	2	2	1	11	8	4	4	6	6	8	6	6	5	7	7	5	4	14	2
Somewhat favourable	25	24	44	9	12	10	39	25	23	16	19	26	34	23	24	16	28	25	23	17	47	11
TOTAL FAVOURABLE	31	30	56	11	14	11	50	33	27	20	25	32	42	29	30	21	35	32	28	21	61	13
Somewhat unfavourable	21	22	25	23	25	24	22	22	23	26	21	23	22	23	22	22	23	23	22	20	26	24
Very unfavourable	34	34	12	58	52	56	17	37	32	28	37	37	30	38	29	46	30	27	36	42	9	58
TOTAL UNFAVOURABLE	55	56	37	81	77	80	39	59	55	54	58	60	52	61	51	68	53	50	58	62	35	82
Don't know	14	14	7	9	10	8	10	9	19	25	18	8	7	10	18	10	12	17	14	17	4	5
NET	-24	-26	19	-70	-63	-69	11	-26	-28	-34	-33	-28	-10	-32	-21	-47	-18	-18	-30	-41	26	-69
Jeremy Corbyn																						
Very favourable	12	10	1	24	2	15	6	12	9	14	12	10	6	10	10	11	7	11	14	7	1	18
Somewhat favourable	22	21	4	42	22	32	13	20	22	34	24	19	12	24	18	31	18	19	20	23	5	35
TOTAL FAVOURABLE	34	31	5	66	24	47	19	32	31	48	36	29	18	34	28	42	25	30	34	30	6	53
Somewhat unfavourable	17	17	18	15	33	20	16	19	16	14	18	18	17	18	16	18	18	16	15	23	20	19
Very unfavourable	36	37	71	9	33	25	55	41	33	19	26	44	59	38	36	29	44	38	35	29	71	23
TOTAL UNFAVOURABLE	53	54	89	24	66	45	71	60	49	33	44	62	76	56	52	47	62	54	50	52	91	42
Don't know	13	14	7	10	11	9	10	9	19	19	20	10	7	10	20	11	13	16	16	18	3	5
NET	-19	-23	-84	42	-42	2	-52	-28	-18	15	-8	-33	-58	-22	-24	-5	-37	-24	-16	-22	-85	11
Vince Cable																						
Very favourable	3	3	1	3	13	5	1	3	2	2	3	2	3	4	1	4	3	3	2	1	2	4
Somewhat favourable	16	17	15	21	41	29	10	19	16	9	16	20	20	21	13	21	17	15	17	16	17	21
TOTAL FAVOURABLE	19	20	16	24	54	34	11	22	18	11	19	22	23	25	14	25	20	18	19	17	19	25
Somewhat unfavourable	20	21	25	22	16	22	23	24	18	11	19	23	26	22	19	21	22	20	20	19	27	21
Very unfavourable	22	22	34	16	7	13	36	28	17	10	17	30	31	22	23	17	24	24	23	22	29	23
TOTAL UNFAVOURABLE	42	43	59	38	23	35	59	52	35	21	36	53	57	44	42	38	46	44	43	41	56	44
Don't know	38	37	25	37	24	30	30	26	48	69	45	25	20	32	44	37	35	38	38	42	25	31
NET	-23	-23	-43	-14	31	-1	-48	-30	-17	-10	-17	-31	-34	-19	-28	-13	-26	-26	-24	-24	-37	-19
David Cameron																						
Very favourable	4	7	2	3	5	3	5	3	4	4	4	3	4	3	3	6	4	2	4	9	1	
Somewhat favourable	20	35	10	19	20	21	21	20	22	19	20	21	23	16	18	24	19	18	17	42	10	
TOTAL FAVOURABLE	24	42	12	22	25	24	26	23	26	23	24	24	27	19	21	30	23	20	21	51	11	
Somewhat unfavourable	26	30	26	27	25	31	28	25	27	25	25	30	27	26	26	25	29	25	28	30	29	
Very unfavourable	34	19	52	43	41	33	36	32	24	32	41	36	35	33	43	29	31	39	36	15	55	
TOTAL UNFAVOURABLE	60	49	78	70	66	64	64	57	51	57	66	66	62	59	69	54	60	64	64	45	84	
Don't know	15	9	10	8	10	11	10	20	23	20	10	9	11	21	11	15	17	15	16	5	5	
NET	-36	-7	-66	-48	-41	-40	-38	-34	-25	-34	-42	-42	-35	-40	-48	-24	-37	-44	-43	6	-73	
Ed Miliband																						
Very favourable	3	0	6	5	5	1	3	3	6	4	2	1	4	2	6	2	3	3	2	1	5	
Somewhat favourable	19	8	34	30	30	11	21	17	25	19	19	14	21	15	23	16	17	20	20	10	28	
TOTAL FAVOURABLE	22	8	40	35	35	12	24	20	31	23	21	15	25	17	29	18	20	23	22	11	33	
Somewhat unfavourable	28	33	27	34	33	29	31	25	24	26	30	32	30	25	28	29	29	26	30	35	30	
Very unfavourable	27	44	14	16	16	42	31	24	13	22	34	37	27	28	22	31	25	28	22	42	23	
TOTAL UNFAVOURABLE	55	77	41	50	49	71	62	49	37	48	64	69	57	53	50	60	54	54	52	77	53	
Don't know	23	14	19	15	16	18	14	32	31	29	15	15	18	29	22	21	26	22	26	12	14	
NET	-33	-69	-1	-15	-14	-59	-38	-29	-6	-25	-43	-54	-32	-36	-21	-42	-34	-31	-30	-66	-20	

Sample Size: 3298 GB Adults
Fieldwork: 4th - 6th April 2018

		Labour Party		Liberal Democrats		Theresa May		Boris Johnson		Jeremy Corbyn			
		TOTAL FAVOURABLE	TOTAL UNFAVOURABLE	TOTAL FAVOURABLE	TOTAL UNFAVOURABLE	TOTAL FAVOURABLE	TOTAL UNFAVOURABLE	TOTAL FAVOURABLE	TOTAL UNFAVOURABLE	TOTAL FAVOURABLE	TOTAL UNFAVOURABLE		
Total		3298	1137	1685	803	1781	1241	1638	976	1865	1028	1793	
Weighted Sample		3298	1137	1685	803	1781	1241	1638	976	1865	1028	1793	
Unweighted Sample		3298	1155	1737	839	1823	1292	1651	996	1914	1042	1847	
		%	%	%	%	%	%	%	%	%	%	%	
		18-19	4-6										
		Mar	Apr										
Boris Johnson													
	Very favourable	6	6	3	9	4	9	13	2	20	0	3	9
	Somewhat favourable	25	24	12	35	18	30	45	12	80	0	12	35
	TOTAL FAVOURABLE	31	30	15	44	22	39	58	14	100	0	15	44
	Somewhat unfavourable	21	22	23	26	26	24	26	23	0	40	22	26
	Very unfavourable	34	34	58	25	48	36	11	58	0	60	60	26
	TOTAL UNFAVOURABLE	55	56	81	51	74	60	37	81	0	100	82	52
	Don't know	14	14	5	4	4	2	5	4	0	0	4	4
	NET	-24	-26	-66	-7	-52	-21	21	-67	100	-100	-67	-8
Jeremy Corbyn													
	Very favourable	12	10	28	1	12	12	2	19	3	16	32	0
	Somewhat favourable	22	21	50	5	32	18	8	35	12	29	68	0
	TOTAL FAVOURABLE	34	31	78	6	44	30	10	54	15	45	100	0
	Somewhat unfavourable	17	17	13	23	26	16	20	19	17	20	0	32
	Very unfavourable	36	37	5	68	27	51	66	23	63	30	0	68
	TOTAL UNFAVOURABLE	53	54	18	91	53	67	86	42	80	50	0	100
	Don't know	13	14	4	3	4	2	3	4	5	5	0	0
	NET	-19	-23	60	-85	-9	-37	-76	12	-65	-5	100	-100
Vince Cable													
	Very favourable	3	3	4	2	9	1	2	4	2	4	4	3
	Somewhat favourable	16	17	23	17	42	11	19	20	13	23	21	18
	TOTAL FAVOURABLE	19	20	27	19	51	12	21	24	15	27	25	21
	Somewhat unfavourable	20	21	21	25	16	29	25	22	24	23	21	25
	Very unfavourable	22	22	14	34	3	39	28	24	32	22	16	32
	TOTAL UNFAVOURABLE	42	43	35	59	19	68	53	46	56	45	37	57
	Don't know	38	37	38	21	29	20	26	31	29	28	38	22
	NET	-23	-23	-8	-40	32	-56	-32	-22	-41	-18	-12	-36
David Cameron													
	Very favourable	4	3	5	5	4	8	2	8	3	3	5	5
	Somewhat favourable	20	14	28	26	21	38	10	34	16	10	29	29
	TOTAL FAVOURABLE	24	17	33	31	25	46	12	42	19	13	34	34
	Somewhat unfavourable	26	27	31	29	30	30	29	31	29	27	31	31
	Very unfavourable	34	51	31	34	43	18	54	22	48	55	30	30
	TOTAL UNFAVOURABLE	60	78	62	63	73	48	83	53	77	82	61	61
	Don't know	15	5	5	5	3	6	5	6	5	5	5	5
	NET	-36	-61	-29	-32	-48	-2	-71	-11	-58	-69	-27	-27
Ed Miliband													
	Very favourable	3	7	1	6	2	1	5	2	4	6	1	1
	Somewhat favourable	19	37	10	35	16	13	27	13	25	37	12	12
	TOTAL FAVOURABLE	22	44	11	41	18	14	32	15	29	43	13	13
	Somewhat unfavourable	28	27	35	32	34	34	30	30	33	26	36	36
	Very unfavourable	27	12	44	14	40	39	25	42	25	14	41	41
	TOTAL UNFAVOURABLE	55	39	79	46	74	73	55	72	58	40	77	77
	Don't know	23	17	10	13	8	13	14	13	13	16	10	10
	NET	-33	5	-68	-5	-56	-59	-23	-57	-29	3	-64	-64

Sample Size: 3298 GB Adults
Fieldwork: 4th - 6th April 2018

	Total	Vince Cable		David Cameron		Ed Miliband		David Miliband		Nick Clegg		
		TOTAL FAVOURABLE	TOTAL UNFAVOURABLE	TOTAL FAVOURABLE	TOTAL UNFAVOURABLE	TOTAL FAVOURABLE	TOTAL UNFAVOURABLE	TOTAL FAVOURABLE	TOTAL UNFAVOURABLE	TOTAL FAVOURABLE	TOTAL UNFAVOURABLE	
Weighted Sample	3298	648	1421	791	2001	709	1831	810	1516	673	1885	
Unweighted Sample	3298	711	1463	806	2059	729	1873	855	1543	721	1913	
	%	%	%	%	%	%	%	%	%	%	%	
	18-19 Mar	4-6 Apr										
Boris Johnson												
Very favourable	6	6	4	9	11	5	4	8	4	9	5	8
Somewhat favourable	25	24	18	30	40	20	16	30	20	29	23	27
TOTAL FAVOURABLE	31	30	22	39	51	25	20	38	24	38	28	35
Somewhat unfavourable	21	22	24	24	27	24	20	26	22	26	24	25
Very unfavourable	34	34	52	36	17	47	58	32	52	33	46	37
TOTAL UNFAVOURABLE	55	56	76	60	44	71	78	58	74	59	70	62
Don't know	14	14	2	2	6	3	2	3	2	3	2	3
NET	-24	-26	-54	-21	7	-46	-58	-20	-50	-21	-42	-27
Jeremy Corbyn												
Very favourable	12	10	13	10	4	15	25	7	17	8	10	12
Somewhat favourable	22	21	27	17	13	27	38	16	28	17	29	20
TOTAL FAVOURABLE	34	31	40	27	17	42	63	23	45	25	39	32
Somewhat unfavourable	17	17	26	17	23	18	18	21	20	20	26	18
Very unfavourable	36	37	32	55	55	36	15	55	31	52	32	47
TOTAL UNFAVOURABLE	53	54	58	72	78	54	33	76	51	72	58	65
Don't know	13	14	3	1	4	4	4	2	4	2	3	3
NET	-19	-23	-18	-45	-61	-12	30	-53	-6	-47	-19	-33
Vince Cable												
Very favourable	3	3	13	0	4	3	7	2	8	1	9	1
Somewhat favourable	16	17	87	0	21	19	31	17	36	14	43	13
TOTAL FAVOURABLE	19	20	100	0	25	22	38	19	44	15	52	14
Somewhat unfavourable	20	21	0	48	26	23	22	27	24	29	19	28
Very unfavourable	22	22	0	52	16	30	12	35	15	38	5	36
TOTAL UNFAVOURABLE	42	43	0	100	42	53	34	62	39	67	24	64
Don't know	38	37	0	0	34	25	27	20	18	19	24	21
NET	-23	-23	100	-100	-17	-31	4	-43	5	-52	28	-50
David Cameron												
Very favourable	4	6	4	4	16	0	5	5	6	4	9	3
Somewhat favourable	20	24	19	19	84	0	18	24	20	22	29	20
TOTAL FAVOURABLE	24	30	23	100	0	23	29	26	26	26	38	23
Somewhat unfavourable	26	28	31	0	43	27	31	28	31	31	28	31
Very unfavourable	34	38	44	0	57	47	38	43	40	40	31	44
TOTAL UNFAVOURABLE	60	66	75	0	100	74	69	71	71	71	59	75
Don't know	15	4	2	0	0	2	3	2	2	2	3	3
NET	-36	-36	-52	100	-100	-51	-40	-45	-45	-45	-21	-52
Ed Miliband												
Very favourable	3	5	2	2	4	14	0	9	1	7	2	
Somewhat favourable	19	36	15	18	23	86	0	48	9	38	16	
TOTAL FAVOURABLE	22	41	17	20	27	100	0	57	10	45	18	
Somewhat unfavourable	28	36	35	35	32	0	51	27	39	30	36	
Very unfavourable	27	17	44	31	31	0	49	13	47	16	39	
TOTAL UNFAVOURABLE	55	53	79	66	63	0	100	40	86	46	75	
Don't know	23	5	3	14	11	0	0	2	4	9	7	
NET	-33	-12	-62	-46	-36	100	-100	17	-76	-1	-57	

Sample Size: 3298 GB Adults
Fieldwork: 4th - 6th April 2018

		Tony Blair		Gordon Brown		
		TOTAL FAVOURABLE	TOTAL UNFAVOURABLE	TOTAL FAVOURABLE	TOTAL UNFAVOURABLE	
Weighted Sample	3298	551	2214	789	1836	
Unweighted Sample	3298	579	2250	822	1871	
	%	%	%	%	%	
	18-19 Mar	4-6 Apr				
Boris Johnson						
Very favourable	6	6	6	7	6	8
Somewhat favourable	25	24	20	28	19	30
TOTAL FAVOURABLE	31	30	26	35	25	38
Somewhat unfavourable	21	22	21	26	20	26
Very unfavourable	34	34	48	36	53	33
TOTAL UNFAVOURABLE	55	56	69	62	73	59
Don't know	14	14	4	3	3	3
NET	-24	-26	-43	-27	-48	-21
Jeremy Corbyn						
Very favourable	12	10	14	11	17	9
Somewhat favourable	22	21	31	21	34	17
TOTAL FAVOURABLE	34	31	45	32	51	26
Somewhat unfavourable	17	17	23	18	21	19
Very unfavourable	36	37	24	47	23	52
TOTAL UNFAVOURABLE	53	54	47	65	44	71
Don't know	13	14	7	3	5	3
NET	-19	-23	-2	-33	7	-45
Vince Cable						
Very favourable	3	3	8	2	6	2
Somewhat favourable	16	17	30	17	31	16
TOTAL FAVOURABLE	19	20	38	19	37	18
Somewhat unfavourable	20	21	19	25	24	25
Very unfavourable	22	22	12	30	13	34
TOTAL UNFAVOURABLE	42	43	31	55	37	59
Don't know	38	37	32	25	27	22
NET	-23	-23	7	-36	0	-41
David Cameron						
Very favourable	4	4	9	3	6	4
Somewhat favourable	20	20	26	21	22	23
TOTAL FAVOURABLE	24	24	35	24	28	27
Somewhat unfavourable	26	26	27	31	25	31
Very unfavourable	34	34	35	41	44	39
TOTAL UNFAVOURABLE	60	60	62	72	69	70
Don't know	15	15	4	4	4	3
NET	-36	-36	-27	-48	-41	-43
Ed Miliband						
Very favourable	3	3	9	2	7	2
Somewhat favourable	19	19	35	17	43	12
TOTAL FAVOURABLE	22	22	44	19	50	14
Somewhat unfavourable	28	28	29	33	28	36
Very unfavourable	27	27	14	36	12	42
TOTAL UNFAVOURABLE	55	55	43	69	40	78
Don't know	23	23	14	11	10	8
NET	-33	-33	1	-50	10	-64

Sample Size: 3298 GB Adults
Fieldwork: 4th - 6th April 2018

	Vote in 2017				EU Ref 2016		Gender		Age				Social Grade		Region				Conservative Party		
	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	TOTAL FAVOURABLE	TOTAL UNFAVOURABLE
Weighted Sample	3298	1131	1082	201	1296	1408	1596	1702	369	1392	782	755	1880	1418	442	1069	706	795	287	1114	1718
Unweighted Sample	3298	1146	1050	213	1423	1391	1443	1855	300	1365	813	820	1981	1317	333	1137	737	793	298	1159	1738
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
David Miliband																					
Very favourable	4	2	7	12	8	2	5	3	2	5	5	4	5	3	7	4	4	4	3	2	6
Somewhat favourable	20	16	30	37	30	15	23	18	15	20	22	22	24	15	22	21	18	22	19	18	27
TOTAL FAVOURABLE	24	18	37	49	38	17	28	21	17	25	27	26	29	18	29	25	22	26	22	20	33
Somewhat unfavourable	25	33	23	19	26	27	27	23	22	22	27	29	27	22	27	25	26	23	24	35	24
Very unfavourable	21	30	14	9	12	33	24	18	13	17	27	28	19	25	16	23	21	24	18	28	22
TOTAL UNFAVOURABLE	46	63	37	28	38	60	51	41	35	39	54	57	46	47	43	48	47	47	42	63	46
Don't know	29	20	27	22	24	24	21	38	48	36	20	18	26	35	27	28	32	28	35	18	21
NET	-22	-45	0	21	0	-43	-23	-20	-18	-14	-27	-31	-17	-29	-14	-23	-25	-21	-20	-43	-13
Nick Clegg																					
Very favourable	3	2	3	15	5	1	4	2	3	3	3	2	4	2	3	3	3	3	1	3	4
Somewhat favourable	18	16	20	42	26	12	17	18	15	18	19	16	21	13	21	19	15	17	16	19	21
TOTAL FAVOURABLE	21	18	23	57	31	13	21	20	18	21	22	18	25	15	24	22	18	20	17	22	25
Somewhat unfavourable	27	30	29	23	31	26	29	25	28	26	26	27	28	25	25	27	28	25	31	32	29
Very unfavourable	31	38	30	9	23	43	35	26	18	24	37	42	30	31	31	29	30	33	29	35	34
TOTAL UNFAVOURABLE	58	68	59	32	54	69	64	51	46	50	63	69	58	56	56	56	58	58	60	67	63
Don't know	22	14	18	11	15	17	15	29	36	28	15	13	18	29	21	21	25	22	24	11	12
NET	-37	-50	-36	25	-23	-56	-43	-31	-28	-29	-41	-51	-33	-41	-32	-34	-40	-38	-43	-45	-38
Tony Blair																					
Very favourable	3	2	4	8	5	2	4	2	4	3	3	2	3	3	3	3	4	3	1	2	4
Somewhat favourable	14	9	20	21	20	8	15	13	9	16	14	11	16	11	15	12	13	15	14	11	18
TOTAL FAVOURABLE	17	11	24	29	25	10	19	15	13	19	17	13	19	14	18	15	17	18	15	13	22
Somewhat unfavourable	23	20	32	26	32	16	24	22	27	25	21	19	25	20	27	22	21	24	23	21	29
Very unfavourable	44	62	33	33	32	62	49	40	29	36	51	60	43	46	43	47	44	43	41	60	43
TOTAL UNFAVOURABLE	67	82	65	59	64	78	73	62	56	61	72	79	68	66	70	69	65	67	64	81	72
Don't know	16	8	12	12	11	12	9	23	32	20	10	8	13	21	13	15	19	16	20	6	7
NET	-50	-71	-41	-30	-39	-68	-54	-47	-43	-42	-55	-66	-49	-52	-52	-54	-48	-49	-49	-68	-50
Gordon Brown																					
Very favourable	3	1	5	8	5	2	4	3	4	3	4	3	3	3	4	3	3	3	5	2	4
Somewhat favourable	21	14	33	31	31	14	21	21	16	22	21	21	24	17	25	19	18	21	29	17	28
TOTAL FAVOURABLE	24	15	38	39	36	16	25	24	20	25	25	24	27	20	29	22	21	24	34	19	32
Somewhat unfavourable	27	31	29	29	31	27	29	25	25	27	28	27	28	26	31	27	29	26	22	31	30
Very unfavourable	29	43	15	17	18	41	34	24	22	23	32	38	28	29	21	33	27	30	25	41	26
TOTAL UNFAVOURABLE	56	74	44	46	49	68	63	49	47	50	60	65	56	55	52	60	56	56	47	72	56
Don't know	20	12	18	15	15	15	13	28	33	26	14	11	16	26	20	19	23	20	20	9	12
NET	-32	-59	-6	-7	-13	-52	-38	-25	-27	-25	-35	-41	-29	-35	-23	-38	-35	-32	-13	-53	-24

Sample Size: 3298 GB Adults
Fieldwork: 4th - 6th April 2018

		Labour Party		Liberal Democrats		Theresa May		Boris Johnson		Jeremy Corbyn	
	Total	TOTAL FAVOURABLE	TOTAL UNFAVOURABLE	TOTAL FAVOURABLE	TOTAL UNFAVOURABLE	TOTAL FAVOURABLE	TOTAL UNFAVOURABLE	TOTAL FAVOURABLE	TOTAL UNFAVOURABLE	TOTAL FAVOURABLE	TOTAL UNFAVOURABLE
Weighted Sample	3298	1137	1685	803	1781	1241	1638	976	1865	1028	1793
Unweighted Sample	3298	1155	1737	839	1823	1292	1651	996	1914	1042	1847
	%	%	%	%	%	%	%	%	%	%	%
David Miliband											
Very favourable	4	8	3	10	3	3	6	2	6	6	4
Somewhat favourable	20	33	17	36	19	20	26	18	26	30	19
TOTAL FAVOURABLE	24	41	20	46	22	23	32	20	32	36	23
Somewhat unfavourable	25	23	32	25	32	32	25	31	27	24	31
Very unfavourable	21	12	33	7	33	26	22	28	21	14	30
TOTAL UNFAVOURABLE	46	35	65	32	65	58	47	59	48	38	61
Don't know	29	25	15	22	13	20	21	21	20	26	16
NET	-22	6	-45	14	-43	-35	-15	-39	-16	-2	-38
Nick Clegg											
Very favourable	3	4	3	10	0	3	3	3	3	3	3
Somewhat favourable	18	23	17	49	8	19	20	16	22	22	19
TOTAL FAVOURABLE	21	27	20	59	8	22	23	19	25	25	22
Somewhat unfavourable	27	31	29	25	34	31	29	28	31	31	30
Very unfavourable	31	27	41	6	51	35	34	39	32	28	39
TOTAL UNFAVOURABLE	58	58	70	31	85	66	63	67	63	59	69
Don't know	22	15	10	9	7	13	13	14	12	16	10
NET	-37	-31	-50	28	-77	-44	-40	-48	-38	-34	-47
Tony Blair											
Very favourable	3	6	1	6	2	3	4	3	4	5	2
Somewhat favourable	14	23	10	26	11	12	17	12	17	19	12
TOTAL FAVOURABLE	17	29	11	32	13	15	21	15	21	24	14
Somewhat unfavourable	23	31	22	34	23	21	29	19	29	32	22
Very unfavourable	44	31	63	29	61	57	44	60	44	36	59
TOTAL UNFAVOURABLE	67	62	85	63	84	78	73	79	73	68	81
Don't know	16	9	4	6	3	6	7	6	6	8	5
NET	-50	-33	-74	-31	-71	-63	-52	-64	-52	-44	-67
Gordon Brown											
Very favourable	3	7	1	6	2	3	4	2	4	6	2
Somewhat favourable	21	37	14	35	19	20	26	18	27	33	17
TOTAL FAVOURABLE	24	44	15	41	21	23	30	20	31	39	19
Somewhat unfavourable	27	28	33	32	32	31	30	31	30	30	31
Very unfavourable	29	14	45	17	41	37	28	40	28	16	42
TOTAL UNFAVOURABLE	56	42	78	49	73	68	58	71	58	46	73
Don't know	20	14	7	10	6	10	11	9	11	15	7
NET	-32	2	-63	-8	-52	-45	-28	-51	-27	-7	-54

Sample Size: 3298 GB Adults
Fieldwork: 4th - 6th April 2018

		Vince Cable		David Cameron		Ed Miliband		David Miliband		Nick Clegg	
	Total	TOTAL FAVOURABLE	TOTAL UNFAVOURABLE	TOTAL FAVOURABLE	TOTAL UNFAVOURABLE	TOTAL FAVOURABLE	TOTAL UNFAVOURABLE	TOTAL FAVOURABLE	TOTAL UNFAVOURABLE	TOTAL FAVOURABLE	TOTAL UNFAVOURABLE
Weighted Sample	3298	648	1421	791	2001	709	1831	810	1516	673	1885
Unweighted Sample	3298	711	1463	806	2059	729	1873	855	1543	721	1913
	%	%	%	%	%	%	%	%	%	%	%
David Miliband											
Very favourable	4	13	3	5	5	13	2	17	0	11	3
Somewhat favourable	20	43	19	23	24	52	16	83	0	40	19
TOTAL FAVOURABLE	24	56	22	28	29	65	18	100	0	51	22
Somewhat unfavourable	25	24	34	31	28	15	37	0	54	25	32
Very unfavourable	21	10	37	20	26	5	35	0	46	8	32
TOTAL UNFAVOURABLE	46	34	71	51	54	20	72	0	100	33	64
Don't know	29	11	7	22	17	15	11	0	0	17	13
NET	-22	22	-49	-23	-25	45	-54	100	-100	18	-42
Nick Clegg											
Very favourable	3	11	1	5	2	8	2	7	2	14	0
Somewhat favourable	18	43	11	27	17	34	15	35	13	86	0
TOTAL FAVOURABLE	21	54	12	32	19	42	17	42	15	100	0
Somewhat unfavourable	27	29	32	32	30	29	33	30	34	0	47
Very unfavourable	31	12	54	21	41	21	44	22	47	0	53
TOTAL UNFAVOURABLE	58	41	86	53	71	50	77	52	81	0	100
Don't know	22	6	3	14	9	8	6	6	5	0	0
NET	-37	13	-74	-21	-52	-8	-60	-10	-66	100	-100
Tony Blair											
Very favourable	3	6	2	5	3	8	2	8	1	8	2
Somewhat favourable	14	26	9	19	14	26	11	27	9	27	11
TOTAL FAVOURABLE	17	32	11	24	17	34	13	35	10	35	13
Somewhat unfavourable	23	31	21	28	25	32	23	32	23	31	24
Very unfavourable	44	34	66	41	54	28	61	29	65	31	60
TOTAL UNFAVOURABLE	67	65	87	69	79	60	84	61	88	62	84
Don't know	16	3	2	7	4	6	3	4	2	4	3
NET	-50	-33	-76	-45	-62	-26	-71	-26	-78	-27	-71
Gordon Brown											
Very favourable	3	7	3	4	4	10	1	8	2	7	3
Somewhat favourable	21	38	17	24	24	47	16	44	14	35	21
TOTAL FAVOURABLE	24	45	20	28	28	57	17	52	16	42	24
Somewhat unfavourable	27	33	31	31	31	26	34	28	33	30	32
Very unfavourable	29	18	45	32	33	10	44	15	47	20	40
TOTAL UNFAVOURABLE	56	51	76	63	64	36	78	43	80	50	72
Don't know	20	5	3	10	8	8	5	5	3	8	5
NET	-32	-6	-56	-35	-36	21	-61	9	-64	-8	-48

Sample Size: 3298 GB Adults
Fieldwork: 4th - 6th April 2018

	Total	Tony Blair		Gordon Brown	
		TOTAL FAVOURABLE	TOTAL UNFAVOURABLE	TOTAL FAVOURABLE	TOTAL UNFAVOURABLE
Weighted Sample	3298	551	2214	789	1836
Unweighted Sample	3298	579	2250	822	1871
	%	%	%	%	%
David Miliband					
Very favourable	4	15	2	12	2
Somewhat favourable	20	37	20	42	17
TOTAL FAVOURABLE	24	52	22	54	19
Somewhat unfavourable	25	20	31	23	32
Very unfavourable	21	8	29	7	34
TOTAL UNFAVOURABLE	46	28	60	30	66
Don't know	29	20	18	16	15
NET	-22	24	-38	24	-47
Nick Clegg					
Very favourable	3	9	2	5	2
Somewhat favourable	18	33	17	30	16
TOTAL FAVOURABLE	21	42	19	35	18
Somewhat unfavourable	27	25	32	31	32
Very unfavourable	31	19	40	25	42
TOTAL UNFAVOURABLE	58	44	72	56	74
Don't know	22	13	10	9	8
NET	-37	-2	-53	-21	-56
Tony Blair					
Very favourable	3	18	0	9	1
Somewhat favourable	14	82	0	29	10
TOTAL FAVOURABLE	17	100	0	38	11
Somewhat unfavourable	23	0	34	32	23
Very unfavourable	44	0	66	26	63
TOTAL UNFAVOURABLE	67	0	100	58	86
Don't know	16	0	0	4	3
NET	-50	100	-100	-20	-75
Gordon Brown					
Very favourable	3	10	2	13	0
Somewhat favourable	21	45	19	87	0
TOTAL FAVOURABLE	24	55	21	100	0
Somewhat unfavourable	27	26	33	0	49
Very unfavourable	29	10	39	0	51
TOTAL UNFAVOURABLE	56	36	72	0	100
Don't know	20	9	8	0	0
NET	-32	19	-51	100	-100