

YouGov - Favourability ratings

Sample Size: 1628 Adults in GB
Fieldwork: 13th - 14th December 2019

Weighted Sample
Unweighted Sample

Total	Vote in 2017			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
1628	537	503	91	627	671	788	840	179	685	387	376	928	700	195	544	352	397	140
1628	564	514	105	695	680	714	914	143	663	423	399	986	642	177	560	357	397	137
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you have a favourable or unfavourable opinion of the following political parties and politicians?

Party	Opinion	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
Conservatives	Very favourable	18	42	3	2	7	33	19	16	9	9	20	35	17	19	18	22	17	14	12
	Somewhat favourable	24	44	7	13	15	36	23	24	13	20	30	29	24	23	13	27	27	25	14
	TOTAL FAVOURABLE	42	86	10	15	22	69	42	40	22	29	50	64	41	42	31	49	44	39	26
	Somewhat unfavourable	14	9	16	27	15	13	14	14	13	15	14	11	14	14	15	12	14	14	18
	Very unfavourable	37	4	68	57	60	12	39	35	57	43	32	22	40	32	44	31	36	38	48
	TOTAL UNFAVOURABLE	51	13	84	84	75	25	53	49	70	58	46	33	54	46	59	43	50	52	66
Don't know	8	1	6	2	3	6	5	11	8	13	4	3	4	13	10	7	6	9	9	
NET	-9	73	-74	-69	-53	44	-11	-9	-48	-29	4	31	-13	-4	-28	6	-6	-13	-40	
Labour	Very favourable	13	0	31	9	21	4	11	15	33	15	9	6	15	12	20	10	15	16	8
	Somewhat favourable	22	6	38	30	32	10	23	20	32	26	17	14	23	20	19	21	24	21	27
	TOTAL FAVOURABLE	35	6	69	39	53	14	34	35	65	41	26	20	38	32	39	31	39	37	35
	Somewhat unfavourable	16	15	15	27	19	14	18	15	12	19	18	11	17	15	15	15	16	17	20
	Very unfavourable	41	78	11	34	25	66	42	40	14	28	52	66	41	40	37	47	39	36	37
	TOTAL UNFAVOURABLE	57	93	26	61	44	80	60	55	26	47	70	77	58	55	52	62	55	53	57
Don't know	8	1	5	1	3	5	6	10	10	12	4	3	4	13	10	7	6	10	8	
NET	-22	-87	43	-22	9	-66	-26	-20	39	-6	-44	-57	-20	-23	-13	-31	-16	-16	-22	
Liberal Democrats	Very favourable	6	2	7	29	10	1	6	5	10	6	7	2	7	3	6	7	5	6	2
	Somewhat favourable	25	18	28	55	40	10	24	26	32	26	22	21	28	20	30	26	20	24	26
	TOTAL FAVOURABLE	31	20	35	84	50	11	30	31	42	32	29	23	35	23	36	33	25	30	28
	Somewhat unfavourable	28	31	32	11	30	28	31	25	29	26	28	31	30	26	22	26	35	27	30
	Very unfavourable	30	44	23	5	13	53	33	27	15	24	36	41	27	34	26	30	30	30	32
	TOTAL UNFAVOURABLE	58	75	55	16	43	81	64	52	44	50	64	72	57	60	48	56	65	57	62
Don't know	12	6	9	0	8	8	6	17	14	18	7	5	8	17	16	11	10	13	10	
NET	-27	-55	-20	68	7	-70	-34	-21	-2	-18	-35	-49	-22	-37	-12	-23	-40	-27	-34	
Green Party	Very favourable	13	2	23	27	23	4	13	13	23	16	9	7	16	10	12	15	13	12	11
	Somewhat favourable	36	32	43	54	46	31	36	36	37	35	39	34	39	32	38	38	32	34	41
	TOTAL FAVOURABLE	49	34	66	81	69	35	49	49	60	51	48	41	55	42	50	53	45	46	52
	Somewhat unfavourable	18	27	12	11	11	25	19	17	20	11	21	28	18	18	15	17	18	21	15
	Very unfavourable	15	26	7	4	9	24	19	12	7	13	19	20	14	17	16	13	17	15	20
	TOTAL UNFAVOURABLE	33	53	19	15	20	49	38	29	27	24	40	48	32	35	31	30	35	36	35
Don't know	17	13	15	4	12	15	13	21	13	24	12	11	13	23	19	16	19	18	12	
NET	16	-19	47	66	49	-14	11	20	33	27	8	-7	23	7	19	23	10	10	17	

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Weighted Sample
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Brexit Party

	Vote in 2017			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	1628	537	503	91	627	671	788	840	179	685	387	376	928	700	195	544	352	397	140
Unweighted Sample	1628	564	514	105	695	680	714	914	143	663	423	399	986	642	177	560	357	397	137
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Very favourable	7	12	4	3	0	15	9	5	6	5	8	10	6	8	9	6	6	8	4
Somewhat favourable	20	40	6	10	4	40	20	20	8	13	24	34	19	21	14	26	21	16	13
TOTAL FAVOURABLE	27	52	10	13	4	55	29	25	14	18	32	44	25	29	23	32	27	24	17
Somewhat unfavourable	14	18	8	6	7	18	13	14	18	11	16	15	12	15	7	12	18	17	8
Very unfavourable	48	23	73	80	83	18	51	46	56	54	44	38	56	39	57	44	45	47	66
TOTAL UNFAVOURABLE	62	41	81	86	90	36	64	60	74	65	60	53	68	54	64	56	63	64	74
Don't know	11	7	8	1	6	9	7	15	12	18	8	3	7	17	13	11	10	13	10
NET	-35	11	-71	-73	-86	19	-35	-35	-60	-47	-28	-9	-43	-25	-41	-24	-36	-40	-57

Boris Johnson

	9-10 Dec	13-14 Dec																		
Very favourable	17	18	40	4	4	5	36	19	17	7	10	22	33	16	20	16	22	18	15	11
Somewhat favourable	23	23	41	8	9	13	37	23	23	11	21	25	30	23	22	16	28	24	22	14
TOTAL FAVOURABLE	40	41	81	12	13	18	73	42	40	18	31	47	63	39	42	32	50	42	37	25
Somewhat unfavourable	12	13	11	13	23	15	12	13	13	15	12	14	13	12	14	11	11	14	15	17
Very unfavourable	40	39	6	69	63	65	11	41	37	60	45	35	21	44	32	47	33	38	40	52
TOTAL UNFAVOURABLE	52	52	17	82	86	80	23	54	50	75	57	49	34	56	46	58	44	52	55	69
Don't know	8	7	2	5	1	3	5	4	10	6	11	4	3	4	11	9	6	6	9	6
NET	-12	-11	64	-70	-73	-62	50	-12	-10	-57	-26	-2	29	-17	-4	-26	6	-10	-18	-44

Jeremy Corbyn

Very favourable	13	8	1	19	6	13	2	7	10	23	10	4	2	9	7	13	7	9	8	5
Somewhat favourable	19	13	2	24	13	21	5	15	12	25	16	11	6	14	13	14	11	17	14	12
TOTAL FAVOURABLE	32	21	3	43	19	34	7	22	22	48	26	15	8	23	20	27	18	26	22	17
Somewhat unfavourable	14	16	5	25	24	23	9	17	15	20	19	15	10	17	15	14	14	15	18	27
Very unfavourable	45	55	92	27	56	40	80	58	53	24	43	68	79	56	54	50	63	54	51	48
TOTAL UNFAVOURABLE	59	71	97	52	80	63	89	75	68	44	62	83	89	73	69	64	77	69	69	75
Don't know	8	7	1	5	2	4	3	4	10	8	13	2	2	4	11	8	6	6	9	8
NET	-27	-50	-94	-9	-61	-29	-82	-53	-46	4	-36	-68	-81	-50	-49	-37	-59	-43	-47	-58

Jo Swinson

Very favourable	3	3	2	3	13	5	0	3	3	4	3	3	2	4	2	5	3	1	3	5
Somewhat favourable	21	16	11	19	41	28	6	17	15	18	17	15	14	19	11	16	18	16	14	13
TOTAL FAVOURABLE	24	19	13	22	54	33	6	20	18	22	20	18	16	23	13	21	21	17	17	18
Somewhat unfavourable	24	25	22	31	26	29	21	25	25	29	23	27	22	26	23	20	24	26	24	34
Very unfavourable	31	38	56	30	13	24	59	44	32	20	31	43	53	36	40	33	40	41	36	32
TOTAL UNFAVOURABLE	55	63	78	61	39	53	80	69	57	49	54	70	75	62	63	53	64	67	60	66
Don't know	20	19	10	17	7	14	14	12	26	27	27	12	9	14	25	27	16	16	23	16
NET	-31	-44	-65	-39	15	-20	-74	-49	-39	-27	-34	-52	-59	-39	-50	-32	-43	-50	-43	-48

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

		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	
Nigel Farage																					
	Very favourable	8	8	16	2	1	0	17	10	5	4	5	9	13	6	9	6	8	8	9	6
	Somewhat favourable	19	19	35	8	10	5	35	21	16	11	14	23	27	18	20	14	23	21	15	12
	TOTAL FAVOURABLE	27	27	51	10	11	5	52	31	21	15	19	32	40	24	29	20	31	29	24	18
	Somewhat unfavourable	15	14	20	11	6	9	19	12	16	14	12	15	18	13	16	12	13	14	18	11
	Very unfavourable	48	49	26	73	81	83	21	50	48	57	55	47	36	56	39	54	46	49	47	62
	TOTAL UNFAVOURABLE	63	63	46	84	87	92	40	62	64	71	67	62	54	69	55	66	59	63	65	73
	Don't know	10	10	4	6	1	3	8	6	14	14	15	6	5	7	15	13	10	8	11	10
	NET	-36	-36	5	-74	-76	-87	12	-31	-43	-56	-48	-30	-14	-45	-26	-46	-28	-34	-41	-55
Nicola Sturgeon																					
	Very favourable	8	9	1	14	20	17	2	10	7	12	9	8	6	11	5	11	8	4	6	28
	Somewhat favourable	20	20	8	33	36	34	8	20	20	25	22	19	14	22	16	20	18	19	22	21
	TOTAL FAVOURABLE	28	29	9	47	56	51	10	30	27	37	31	27	20	33	21	31	26	23	28	49
	Somewhat unfavourable	15	16	16	18	13	18	15	15	18	21	16	17	13	17	16	16	17	17	16	14
	Very unfavourable	39	38	70	21	22	20	65	44	33	14	30	45	59	38	39	29	41	44	37	30
	TOTAL UNFAVOURABLE	54	54	86	39	35	38	80	59	51	35	46	62	72	55	55	45	58	61	53	44
	Don't know	17	17	5	14	9	11	11	11	23	29	23	11	7	12	24	23	17	16	19	7
	NET	-26	-25	-77	8	21	13	-70	-29	-24	2	-15	-35	-52	-22	-34	-14	-32	-38	-25	5