

YouGov Survey Results

Sample Size: 1708 adults in GB
Fieldwork: 24th - 25th August 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	1708	579	424	154	634	676	830	878	186	712	412	398	974	734	205	574	371	412	147	
Unweighted Sample	1708	568	417	160	684	673	767	941	152	704	426	426	991	717	187	588	369	408	156	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you have a favourable or unfavourable opinion of the following?		16-17 Aug		24-25 Aug																	
Liz Truss	Very favourable	4	4	7	2	0	2	6	5	2	4	3	3	6	4	3	3	4	4	3	4
	Somewhat favourable	17	16	32	5	6	8	28	18	15	15	11	17	25	15	18	12	22	14	16	7
	TOTAL FAVOURABLE	21	20	39	7	6	10	34	23	17	19	14	20	31	19	21	15	26	18	19	11
	Somewhat unfavourable	20	21	28	15	23	20	23	19	22	20	17	24	23	21	20	16	19	25	21	19
	Very unfavourable	41	41	20	66	62	61	26	44	38	31	48	41	33	45	36	49	37	36	43	52
	TOTAL UNFAVOURABLE	61	62	48	81	85	81	49	63	60	51	65	65	56	66	56	65	56	61	64	71
Don't know	18	19	13	12	9	9	18	14	23	31	21	14	13	15	23	20	18	21	16	19	
NET FAVOURABILITY	-40	-42	-9	-74	-79	-71	-15	-40	-43	-32	-51	-45	-25	-47	-35	-50	-30	-43	-45	-60	
Rishi Sunak	Very favourable	4	5	7	2	3	5	6	5	4	8	3	4	7	5	4	5	6	5	4	0
	Somewhat favourable	21	21	34	11	22	21	26	20	22	12	16	25	31	21	21	14	24	23	19	19
	TOTAL FAVOURABLE	25	26	41	13	25	26	32	25	26	20	19	29	38	26	25	19	30	28	23	19
	Somewhat unfavourable	25	26	27	31	34	30	24	27	26	22	27	28	26	30	21	25	27	25	27	28
	Very unfavourable	39	35	25	46	35	38	33	37	33	31	39	33	30	33	37	41	31	32	39	36
	TOTAL UNFAVOURABLE	64	61	52	77	69	68	57	64	59	53	66	61	56	63	58	66	58	57	66	64
Don't know	11	13	7	10	5	6	11	11	16	27	15	10	6	11	16	16	12	15	11	17	
NET FAVOURABILITY	-39	-35	-11	-64	-44	-42	-25	-39	-33	-33	-47	-32	-18	-37	-33	-47	-28	-29	-43	-45	
Keir Starmer	Very favourable	6	6	2	11	9	9	4	8	5	4	8	6	5	7	6	10	6	5	7	4
	Somewhat favourable	25	26	12	44	54	42	14	26	25	22	28	28	20	30	20	30	26	20	27	29
	TOTAL FAVOURABLE	31	32	14	55	63	51	18	34	30	26	36	34	25	37	26	40	32	25	34	33
	Somewhat unfavourable	24	26	30	24	25	27	27	26	26	23	26	25	27	28	23	21	29	25	23	30
	Very unfavourable	31	28	50	10	6	14	45	31	25	17	21	31	41	24	33	20	27	34	31	17
	TOTAL UNFAVOURABLE	55	54	80	34	31	41	72	57	51	40	47	56	68	52	56	41	56	59	54	47
Don't know	15	15	6	11	6	8	10	10	20	34	16	10	8	11	19	18	13	15	13	20	
NET FAVOURABILITY	-24	-22	-66	21	32	10	-54	-23	-21	-14	-11	-22	-43	-15	-30	-1	-24	-34	-20	-14	

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		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Kemi Badenoch																					
	Very favourable	x	4	9	1	2	2	7	5	3	6	4	6	4	5	3	4	5	4	4	2
	Somewhat favourable	x	7	12	3	5	6	11	8	6	4	5	8	11	8	6	5	9	7	7	6
	TOTAL FAVOURABLE	x	11	21	4	7	8	18	13	9	10	9	14	15	13	9	14	11	11	8	
	Somewhat unfavourable	x	10	10	12	10	13	9	11	9	5	9	12	12	11	8	11	9	10	8	14
	Very unfavourable	x	17	8	26	27	24	13	21	14	14	19	17	16	17	18	22	15	19	17	17
	TOTAL UNFAVOURABLE	x	27	18	38	37	37	22	32	23	19	28	29	28	28	26	33	24	29	25	31
	Don't know	x	62	60	58	56	55	61	55	68	71	63	58	58	59	65	57	62	61	64	61
	NET FAVOURABILITY	x	-16	3	-34	-30	-29	-4	-19	-14	-9	-19	-15	-13	-15	-17	-24	-10	-18	-14	-23
James Cleverly																					
	Very favourable	x	1	1	1	1	1	0	1	1	3	1	0	1	1	1	0	0	2	1	0
	Somewhat favourable	x	7	13	2	6	5	10	8	6	5	5	8	10	7	7	4	8	7	7	4
	TOTAL FAVOURABLE	x	8	14	3	7	6	10	9	7	8	6	8	11	8	8	4	8	9	8	4
	Somewhat unfavourable	x	11	11	11	14	14	10	12	10	6	8	14	13	12	9	12	11	9	11	10
	Very unfavourable	x	15	6	25	23	23	11	18	12	8	17	15	15	15	16	19	14	14	15	16
	TOTAL UNFAVOURABLE	x	26	17	36	37	37	21	30	22	14	25	29	28	27	25	31	25	23	26	26
	Don't know	x	66	68	61	56	57	69	61	71	78	69	63	61	66	67	65	66	68	66	69
	NET FAVOURABILITY	x	-18	-3	-33	-30	-31	-11	-21	-15	-6	-19	-21	-17	-19	-17	-27	-17	-14	-18	-22
Iain Duncan Smith																					
	Very favourable	x	2	3	1	1	2	3	3	1	5	2	2	2	3	2	2	2	4	1	1
	Somewhat favourable	x	17	33	7	18	13	26	19	14	3	11	20	28	18	15	13	21	17	14	13
	TOTAL FAVOURABLE	x	19	36	8	19	15	29	22	15	8	13	22	30	21	17	15	23	21	15	14
	Somewhat unfavourable	x	20	23	18	31	26	20	21	20	10	19	22	25	22	18	19	20	20	21	21
	Very unfavourable	x	24	12	41	30	34	19	30	19	10	27	27	21	23	25	26	22	23	26	23
	TOTAL UNFAVOURABLE	x	44	35	59	61	60	39	51	39	20	46	49	46	45	43	45	42	43	47	44
	Don't know	x	37	28	33	20	26	33	27	46	72	40	28	23	35	40	39	35	35	37	42
	NET FAVOURABILITY	x	-25	1	-51	-42	-45	-10	-29	-24	-12	-33	-27	-16	-24	-26	-30	-19	-22	-32	-30
Kwasi Kwarteng																					
	Very favourable	x	1	2	1	0	1	1	2	1	3	1	1	1	1	1	1	2	2	1	0
	Somewhat favourable	x	9	19	3	7	7	15	10	8	4	5	12	16	9	9	6	11	11	9	6
	TOTAL FAVOURABLE	x	10	21	4	7	8	16	12	9	7	6	13	17	10	10	7	13	13	10	6
	Somewhat unfavourable	x	13	12	14	18	17	11	16	11	7	11	16	16	15	11	17	14	11	11	16
	Very unfavourable	x	19	9	30	26	26	15	23	14	10	20	20	18	18	19	20	16	19	20	20
	TOTAL UNFAVOURABLE	x	32	21	44	44	43	26	39	25	17	31	36	34	33	30	37	30	30	31	36
	Don't know	x	58	58	51	49	49	58	49	66	76	62	51	50	56	60	57	57	57	60	58
	NET FAVOURABILITY	x	-22	0	-40	-37	-35	-10	-27	-16	-10	-25	-23	-17	-23	-20	-30	-17	-17	-21	-30

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		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
The Labour Party																				
Very favourable	8	7	2	14	8	10	4	8	5	9	8	5	5	6	8	9	6	6	9	2
Somewhat favourable	30	31	12	60	51	46	16	29	33	45	37	29	18	37	25	42	29	26	32	38
TOTAL FAVOURABLE	38	38	14	74	59	56	20	37	38	54	45	34	23	43	33	51	35	32	41	40
Somewhat unfavourable	22	23	29	17	23	25	24	25	20	16	21	23	28	26	19	20	25	21	21	28
Very unfavourable	29	27	52	3	11	12	46	28	25	8	18	33	44	23	31	20	29	33	26	15
TOTAL UNFAVOURABLE	51	50	81	20	34	37	70	53	45	24	39	56	72	49	50	40	54	54	47	43
Don't know	10	12	5	6	7	6	10	9	16	22	15	10	5	9	17	10	12	14	11	16
NET FAVOURABILITY	-13	-12	-67	54	25	19	-50	-16	-7	30	6	-22	-49	-6	-17	11	-19	-22	-6	-3
The Conservative Party																				
Very favourable	6	6	13	1	1	3	10	8	4	6	3	6	10	6	6	6	7	7	3	3
Somewhat favourable	18	18	42	2	8	9	32	19	17	6	12	20	32	17	19	11	22	21	16	10
TOTAL FAVOURABLE	24	24	55	3	9	12	42	27	21	12	15	26	42	23	25	17	29	28	19	13
Somewhat unfavourable	18	18	23	10	19	16	20	17	18	17	15	21	19	20	15	18	19	18	18	10
Very unfavourable	49	47	16	81	69	67	29	47	47	48	57	43	34	50	43	53	41	41	52	65
TOTAL UNFAVOURABLE	67	65	39	91	88	83	49	64	65	65	72	64	53	70	58	71	60	59	70	75
Don't know	9	11	6	6	3	5	9	9	14	23	13	10	4	7	17	12	11	13	11	12
NET FAVOURABILITY	-43	-41	16	-88	-79	-71	-7	-37	-44	-53	-57	-38	-11	-47	-33	-54	-31	-31	-51	-62
Thérèse Coffey																				
Very favourable	x	1	0	1	1	1	0	1	0	6	0	0	0	1	1	1	0	2	1	0
Somewhat favourable	x	3	6	2	6	3	5	3	4	1	3	4	5	4	3	3	5	2	4	3
TOTAL FAVOURABLE	x	4	6	3	7	4	5	4	4	7	3	4	5	5	4	4	5	4	5	3
Somewhat unfavourable	x	10	11	8	12	11	10	11	9	6	8	11	13	11	9	12	10	11	8	10
Very unfavourable	x	17	10	26	24	23	14	20	14	10	17	18	18	16	18	18	16	16	19	17
TOTAL UNFAVOURABLE	x	27	21	34	36	34	24	31	23	16	25	29	31	27	27	30	26	27	27	27
Don't know	x	69	73	63	57	62	70	64	74	77	71	66	64	69	70	66	70	69	69	70
NET FAVOURABILITY	x	-23	-15	-31	-29	-30	-19	-27	-19	-9	-22	-25	-26	-22	-23	-26	-21	-23	-22	-24