

YouGov Survey Results

Sample Size: 1751 adults in GB
Fieldwork: 1st - 2nd October 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	1751	594	434	158	650	693	851	900	191	730	422	408	998	753	210	588	380	422	151	
Unweighted Sample	1751	576	427	158	682	686	768	983	171	682	416	482	1033	718	196	604	375	418	158	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	21-22 Sept	1-2 Oct																		
Do you have a favourable or unfavourable opinion of the following?																				
Liz Truss																				
Very favourable	4	3	7	1	0	1	6	4	2	2	2	3	5	3	2	5	2	3	3	3
Somewhat favourable	22	11	23	3	4	5	20	12	10	5	8	15	16	12	11	9	13	13	10	6
TOTAL FAVOURABLE	26	14	30	4	4	6	26	16	12	7	10	18	21	15	13	14	15	16	13	9
Somewhat unfavourable	24	18	25	13	16	15	22	17	20	19	17	19	21	19	18	17	20	22	16	12
Very unfavourable	33	55	35	77	77	71	42	56	54	54	56	56	52	57	53	57	53	51	56	70
TOTAL UNFAVOURABLE	57	73	60	90	93	86	64	73	74	73	73	75	73	76	71	74	73	73	72	82
Don't know	17	12	10	6	3	7	10	11	14	20	17	7	6	9	17	13	12	10	16	9
NET FAVOURABILITY	-31	-59	-30	-86	-89	-80	-38	-57	-62	-66	-63	-57	-52	-61	-58	-60	-58	-57	-59	-73
Keir Starmer																				
Very favourable	5	10	3	22	17	15	6	10	9	8	9	12	9	11	8	15	12	7	8	7
Somewhat favourable	29	30	19	44	51	42	21	30	30	24	32	27	30	32	27	36	28	28	29	34
TOTAL FAVOURABLE	34	40	22	66	68	57	27	40	39	32	41	39	39	43	35	51	40	35	37	41
Somewhat unfavourable	27	22	30	16	17	22	24	24	21	24	21	24	23	24	20	24	22	24	20	22
Very unfavourable	24	25	43	8	7	13	40	29	22	16	20	30	33	22	29	11	25	31	29	21
TOTAL UNFAVOURABLE	51	47	73	24	24	35	64	53	43	40	41	54	56	46	49	35	47	55	49	43
Don't know	15	13	5	9	7	8	8	8	18	28	18	7	5	11	16	14	13	10	15	16
NET FAVOURABILITY	-17	-7	-51	42	44	22	-37	-13	-4	-8	0	-15	-17	-3	-14	16	-7	-20	-12	-2
Kwasi Kwarteng																				
Very favourable	2	2	3	1	0	1	3	2	1	2	1	2	2	2	2	2	1	2	2	1
Somewhat favourable	12	9	20	1	5	5	16	10	8	2	5	11	16	10	7	7	11	10	7	5
TOTAL FAVOURABLE	14	11	23	2	5	6	19	12	9	4	6	13	18	12	9	9	12	12	9	6
Somewhat unfavourable	15	18	25	13	18	17	22	18	18	12	16	19	23	18	17	19	17	23	15	13
Very unfavourable	19	47	33	66	68	62	39	53	42	37	48	51	47	50	43	50	47	42	49	55
TOTAL UNFAVOURABLE	34	65	58	79	86	79	61	71	60	49	64	70	70	68	60	69	64	65	64	68
Don't know	52	24	19	19	9	15	21	18	31	47	30	17	12	20	30	22	24	22	29	25
NET FAVOURABILITY	-20	-54	-35	-77	-81	-73	-42	-59	-51	-45	-58	-57	-52	-56	-51	-60	-52	-53	-55	-62

Sample Size: 1751 adults in GB
Fieldwork: 1st - 2nd October 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	1751	594	434	158	650	693	851	900	191	730	422	408	998	753	210	588	380	422	151	
Unweighted Sample	1751	576	427	158	682	686	768	983	171	682	416	482	1033	718	196	604	375	418	158	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
The Labour Party																				
Very favourable	7	12	2	32	16	18	7	13	12	15	14	11	9	13	12	14	13	11	15	8
Somewhat favourable	30	32	16	50	54	45	19	30	33	39	34	29	26	36	26	42	27	31	30	39
TOTAL FAVOURABLE	37	44	18	82	70	63	26	43	45	54	48	40	35	49	38	56	40	42	45	47
Somewhat unfavourable	23	22	32	9	16	19	27	22	21	16	19	24	26	22	22	19	20	24	21	29
Very unfavourable	26	24	47	3	11	11	40	28	20	14	16	30	36	22	25	16	28	25	23	15
TOTAL UNFAVOURABLE	49	46	79	12	27	30	67	50	41	30	35	54	62	44	47	35	48	49	44	44
Don't know	14	11	3	5	3	6	7	8	13	16	16	6	3	7	15	10	12	9	11	9
NET FAVOURABILITY	-12	-2	-61	70	43	33	-41	-7	4	24	13	-14	-27	5	-9	21	-8	-7	1	3
The Conservative Party																				
Very favourable	6	4	11	0	0	1	9	5	3	5	2	5	8	5	3	5	4	4	4	3
Somewhat favourable	22	16	36	2	2	8	26	18	14	14	10	19	25	17	15	13	21	18	11	9
TOTAL FAVOURABLE	28	20	47	2	2	9	35	23	17	19	12	24	33	22	18	18	25	22	15	12
Somewhat unfavourable	20	17	23	11	17	14	23	17	17	13	16	18	22	18	17	17	15	21	20	12
Very unfavourable	41	53	26	83	78	72	36	53	53	54	59	55	41	54	52	57	50	48	54	70
TOTAL UNFAVOURABLE	61	70	49	94	95	86	59	70	70	67	75	73	63	72	69	74	65	69	74	82
Don't know	11	9	5	3	2	4	6	6	12	14	14	3	4	6	13	8	10	8	11	6
NET FAVOURABILITY	-33	-50	-2	-92	-93	-77	-24	-47	-53	-48	-63	-49	-30	-50	-51	-56	-40	-47	-59	-70
Chloe Smith																				
Very favourable	x	1	1	1	1	0	1	2	0	3	1	0	1	1	0	2	0	2	0	0
Somewhat favourable	x	4	5	4	2	4	3	4	4	5	3	5	4	3	5	3	4	4	4	3
TOTAL FAVOURABLE	x	5	6	5	3	4	4	6	4	8	4	5	5	4	5	5	4	6	4	3
Somewhat unfavourable	x	6	6	6	6	6	7	6	5	2	6	5	8	6	6	7	6	5	4	6
Very unfavourable	x	9	9	10	6	8	10	13	6	10	9	11	7	8	11	8	7	11	11	8
TOTAL UNFAVOURABLE	x	15	15	16	12	14	17	19	11	12	15	16	15	14	17	15	13	16	15	14
Don't know	x	80	80	80	85	81	78	75	85	81	82	79	80	82	79	80	82	78	80	82
NET FAVOURABILITY	x	-10	-9	-11	-9	-10	-13	-13	-7	-4	-11	-11	-10	-10	-12	-10	-9	-10	-11	-11
Suella Braverman																				
Very favourable	2	3	7	0	0	1	6	4	2	0	1	3	6	3	2	1	4	4	2	1
Somewhat favourable	8	9	16	4	6	6	13	9	8	5	5	10	15	9	7	8	11	8	6	7
TOTAL FAVOURABLE	10	12	23	4	6	7	19	13	10	5	6	13	21	12	9	9	15	12	8	8
Somewhat unfavourable	9	11	12	12	10	10	13	12	9	10	8	12	14	12	9	10	12	13	8	7
Very unfavourable	19	21	11	32	33	31	14	27	16	20	22	25	17	23	18	29	20	20	19	27
TOTAL UNFAVOURABLE	28	32	23	44	43	41	27	39	25	30	30	37	31	35	27	39	32	33	27	34
Don't know	62	57	53	51	51	51	54	48	65	64	64	51	48	52	63	52	53	56	65	59
NET FAVOURABILITY	-18	-20	0	-40	-37	-34	-8	-26	-15	-25	-24	-24	-10	-23	-18	-30	-17	-21	-19	-26