

YouGov Survey Results

Sample Size: 1675 adults in GB
Fieldwork: 11th - 12th 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	1675	568	415	151	621	663	814	861	183	698	404	390	955	720	201	563	363	404	144	
Unweighted Sample	1675	579	403	147	642	682	725	950	144	673	419	439	996	679	181	588	375	385	146	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	1-2 Oct	11-12 Oct																		
Do you have a favourable or unfavourable opinion of the following?																				
Liz Truss																				
Very favourable	3	2	3	2	0	1	3	2	2	2	1	1	3	2	1	3	2	2	1	2
Somewhat favourable	11	13	28	3	4	5	23	16	10	8	9	14	22	12	15	11	14	15	13	9
TOTAL FAVOURABLE	14	15	31	5	4	6	26	18	12	10	10	15	25	14	16	14	16	17	14	11
Somewhat unfavourable	18	22	32	16	15	20	24	19	25	21	23	22	22	23	21	22	24	22	22	15
Very unfavourable	55	49	24	75	72	69	36	52	46	45	52	51	43	53	43	49	44	49	50	65
TOTAL UNFAVOURABLE	73	71	56	91	87	89	60	71	71	66	75	73	65	76	64	71	68	71	72	80
Don't know	12	14	13	5	9	6	15	12	17	24	15	12	10	10	20	15	16	12	15	10
NET FAVOURABILITY	-59	-56	-25	-86	-83	-83	-34	-53	-59	-56	-65	-58	-40	-62	-48	-57	-52	-54	-58	-69
Suella Braverman																				
Very favourable	3	3	7	1	0	1	6	4	3	1	1	4	7	3	3	3	4	3	2	4
Somewhat favourable	9	9	17	4	2	4	14	9	8	9	6	8	15	9	8	11	9	8	10	5
TOTAL FAVOURABLE	12	12	24	5	2	5	20	13	11	10	7	12	22	12	11	14	13	11	12	9
Somewhat unfavourable	11	12	14	14	14	12	14	15	10	16	10	12	16	11	14	14	12	12	13	8
Very unfavourable	21	23	8	40	37	38	14	28	19	14	25	29	19	28	17	26	21	22	22	36
TOTAL UNFAVOURABLE	32	35	22	54	51	50	28	43	29	30	35	41	35	39	31	40	33	34	35	44
Don't know	57	52	53	42	48	45	51	45	60	60	59	47	43	48	59	47	54	54	54	47
NET FAVOURABILITY	-20	-23	2	-49	-49	-45	-8	-30	-18	-20	-28	-29	-13	-27	-20	-26	-20	-23	-23	-35
Keir Starmer																				
Very favourable	10	11	3	25	12	17	6	11	11	13	11	13	9	12	9	18	9	9	12	9
Somewhat favourable	30	32	18	52	59	47	22	34	31	33	36	33	25	37	26	35	31	31	31	40
TOTAL FAVOURABLE	40	43	21	77	71	64	28	45	42	46	47	46	34	49	35	53	40	40	43	49
Somewhat unfavourable	22	21	33	13	15	19	27	20	22	15	20	19	28	22	20	18	23	23	17	22
Very unfavourable	25	20	36	3	7	8	35	22	17	6	13	27	31	16	25	14	21	21	22	13
TOTAL UNFAVOURABLE	47	41	69	16	22	27	62	42	39	21	33	46	59	38	45	32	44	44	39	35
Don't know	13	16	9	7	7	8	11	13	19	33	20	8	8	12	20	15	15	16	17	15
NET FAVOURABILITY	-7	2	-48	61	49	37	-34	3	3	25	14	0	-25	11	-10	21	-4	-4	4	14

Sample Size: 1675 adults in GB
Fieldwork: 11th - 12th 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	1675	568	415	151	621	663	814	861	183	698	404	390	955	720	201	563	363	404	144
Unweighted Sample	1675	579	403	147	642	682	725	950	144	673	419	439	996	679	181	588	375	385	146
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

		21-22 Sept	11-12 Oct																		
James Cleverly	Very favourable	1	1	3	0	1	1	2	2	1	0	1	1	2	1	1	2	2	1	1	1
	Somewhat favourable	9	7	14	4	4	5	11	9	6	9	5	8	12	7	8	11	7	8	7	4
	TOTAL FAVOURABLE	10	8	17	4	5	6	13	11	7	9	6	9	14	8	9	13	9	9	8	5
	Somewhat unfavourable	12	14	13	18	18	16	14	18	9	14	12	16	14	14	13	16	11	12	16	16
	Very unfavourable	13	13	5	21	13	18	10	16	10	9	13	17	11	15	10	14	13	11	13	17
	TOTAL UNFAVOURABLE	25	27	18	39	31	34	24	34	19	23	25	33	25	29	23	30	24	23	29	33
	Don't know	65	65	65	57	64	61	63	55	74	68	70	58	61	63	67	58	67	68	63	62
	NET FAVOURABILITY	-15	-19	-1	-35	-26	-28	-11	-23	-12	-14	-19	-24	-11	-21	-14	-17	-15	-14	-21	-28

		1-2 Oct	11-12 Oct																		
Kwasi Kwarteng	Very favourable	2	1	2	1	0	0	2	2	1	4	1	1	1	1	2	3	2	1	1	2
	Somewhat favourable	9	7	15	2	2	3	12	9	6	8	3	6	14	7	7	9	7	7	6	6
	TOTAL FAVOURABLE	11	8	17	3	2	3	14	11	7	12	4	7	15	8	9	12	9	8	7	8
	Somewhat unfavourable	18	21	29	18	27	19	25	20	21	14	18	23	26	22	18	22	24	18	19	14
	Very unfavourable	47	43	28	60	56	59	36	48	38	31	43	50	41	47	38	42	37	44	44	59
	TOTAL UNFAVOURABLE	65	64	57	78	83	78	61	68	59	45	61	73	67	69	56	64	61	62	63	73
	Don't know	24	28	27	18	15	19	26	21	34	42	34	20	18	23	35	24	29	29	30	18
	NET FAVOURABILITY	-54	-56	-40	-75	-81	-75	-47	-57	-52	-33	-57	-66	-52	-61	-47	-52	-52	-54	-56	-65

		1-2 Oct	11-12 Oct																		
The Labour Party	Very favourable	12	11	2	30	9	19	5	9	12	14	11	13	7	12	10	17	8	9	14	10
	Somewhat favourable	32	34	17	58	54	48	21	36	32	38	41	32	22	40	27	38	33	33	34	37
	TOTAL FAVOURABLE	44	45	19	88	63	67	26	45	44	52	52	45	29	52	37	55	41	42	48	47
	Somewhat unfavourable	22	20	30	6	20	18	24	19	20	18	17	19	25	19	20	17	20	19	17	30
	Very unfavourable	24	22	42	2	7	9	39	24	19	4	15	28	36	19	25	15	24	25	23	10
	TOTAL UNFAVOURABLE	46	42	72	8	27	27	63	43	39	22	32	47	61	38	45	32	44	44	40	40
	Don't know	11	14	10	4	9	7	11	12	16	27	16	9	9	10	19	13	15	14	13	13
	NET FAVOURABILITY	-2	3	-53	80	36	40	-37	2	5	30	20	-2	-32	14	-8	23	-3	-2	8	7

Sample Size: 1675 adults in GB
Fieldwork: 11th - 12th 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	1675	568	415	151	621	663	814	861	183	698	404	390	955	720	201	563	363	404	144
Unweighted Sample	1675	579	403	147	642	682	725	950	144	673	419	439	996	679	181	588	375	385	146
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

The Conservative Party

Very favourable	4	3	8	1	0	1	6	5	2	1	2	4	5	4	3	3	4	4	2	2
Somewhat favourable	16	19	42	3	6	9	32	21	17	17	12	18	33	18	19	14	19	23	19	13
TOTAL FAVOURABLE	20	22	50	4	6	10	38	26	19	18	14	22	38	22	22	17	23	27	21	15
Somewhat unfavourable	17	19	26	12	20	16	23	17	20	16	18	20	21	19	18	18	20	16	22	12
Very unfavourable	53	47	15	81	66	68	30	48	45	44	53	49	35	50	42	51	43	44	46	66
TOTAL UNFAVOURABLE	70	66	41	93	86	84	53	65	65	60	71	69	56	69	60	69	63	60	68	78
Don't know	9	12	9	4	8	6	10	10	15	22	15	9	7	9	17	14	13	13	11	7
NET FAVOURABILITY	-50	-44	9	-89	-80	-74	-15	-39	-46	-42	-57	-47	-18	-47	-38	-52	-40	-33	-47	-63

Ben Wallace

		10-11 July	11-12 Oct																	
Very favourable	7	4	9	2	3	3	7	6	3	2	3	5	8	5	4	3	5	4	6	1
Somewhat favourable	17	14	18	13	16	14	16	16	12	13	10	13	21	15	12	11	13	12	16	18
TOTAL FAVOURABLE	24	18	27	15	19	17	23	22	15	15	13	18	29	20	16	14	18	16	22	19
Somewhat unfavourable	11	11	10	18	12	13	11	14	9	15	10	15	9	12	11	17	9	12	12	10
Very unfavourable	13	8	4	8	6	7	8	10	6	6	7	10	7	6	9	6	8	8	6	10
TOTAL UNFAVOURABLE	24	19	14	26	18	20	19	24	15	21	17	25	16	18	20	23	17	20	18	20
Don't know	51	63	59	60	63	63	57	54	71	64	70	57	55	62	64	62	64	64	61	60
NET FAVOURABILITY	0	-1	13	-11	1	-3	4	-2	0	-6	-4	-7	13	2	-4	-9	1	-4	4	-1

Angela Rayner

Very favourable	9	9	1	22	14	16	4	10	9	14	10	10	7	11	7	13	7	8	12	11
Somewhat favourable	18	19	9	34	31	32	11	23	16	16	17	26	18	22	15	18	18	18	19	31
TOTAL FAVOURABLE	27	28	10	56	45	48	15	33	25	30	27	36	25	33	22	31	25	26	31	42
Somewhat unfavourable	13	13	17	10	13	11	17	14	12	13	12	12	14	12	14	16	14	13	11	7
Very unfavourable	24	20	39	4	4	11	34	22	18	3	15	24	32	19	21	17	20	22	20	12
TOTAL UNFAVOURABLE	37	33	56	14	17	22	51	36	30	16	27	36	46	31	35	33	34	35	31	19
Don't know	36	39	34	29	38	31	34	32	45	54	46	29	29	36	43	36	41	39	37	39
NET FAVOURABILITY	-10	-5	-46	42	28	26	-36	-3	-5	14	0	0	-21	2	-13	-2	-9	-9	0	23