

YouGov Survey Results

Sample Size: 1724 adults in GB
Fieldwork: 14th - 16th 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	1724	584	428	155	640	683	838	886	188	719	415	402	983	741	207	579	374	415	148	
Unweighted Sample	1724	576	405	154	662	654	753	971	172	682	409	461	1033	691	169	592	382	425	156	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	11-12 Oct	14-16 Oct																		
Do you have a favourable or unfavourable opinion of the following?																				
Liz Truss																				
Very favourable	2	2	3	1	0	1	2	2	1	4	1	2	2	2	1	2	2	3	1	1
Somewhat favourable	13	8	17	3	6	5	13	9	8	4	5	10	15	9	8	9	7	11	7	7
TOTAL FAVOURABLE	15	10	20	4	6	6	15	11	9	8	6	12	17	11	9	11	9	14	8	8
Somewhat unfavourable	22	18	25	10	12	14	21	15	20	20	17	15	21	18	17	17	21	17	16	15
Very unfavourable	49	62	46	81	79	77	54	65	59	54	66	66	55	64	60	58	61	59	66	69
TOTAL UNFAVOURABLE	71	80	71	91	91	91	75	80	79	74	83	81	76	82	77	75	82	76	82	84
Don't know	14	10	9	5	4	3	9	8	12	19	11	8	6	8	13	14	9	10	9	8
NET FAVOURABILITY	-56	-70	-51	-87	-85	-85	-60	-69	-70	-66	-77	-69	-59	-71	-68	-64	-73	-62	-74	-76
Keir Starmer																				
Very favourable	11	9	2	19	17	14	5	9	8	4	10	9	8	10	7	11	9	9	8	2
Somewhat favourable	32	32	21	48	52	46	22	34	29	26	35	34	26	35	28	39	30	29	31	35
TOTAL FAVOURABLE	43	41	23	67	69	60	27	43	37	30	45	43	34	45	35	50	39	38	39	37
Somewhat unfavourable	21	20	22	17	20	21	19	17	22	24	18	19	21	21	18	17	19	14	25	24
Very unfavourable	20	26	49	8	7	11	45	28	25	15	20	30	40	24	29	16	29	32	25	21
TOTAL UNFAVOURABLE	41	46	71	25	27	32	64	45	47	39	38	49	61	45	47	33	48	46	50	45
Don't know	16	14	7	8	4	8	9	11	16	30	17	8	6	10	18	17	12	16	11	17
NET FAVOURABILITY	2	-5	-48	42	42	28	-37	-2	-10	-9	7	-6	-27	0	-12	17	-9	-8	-11	-8
The Labour Party																				
Very favourable	11	10	3	25	8	15	6	11	10	14	12	9	6	10	11	8	11	9	14	3
Somewhat favourable	34	35	17	58	54	50	22	35	34	35	38	36	27	38	30	44	32	33	33	38
TOTAL FAVOURABLE	45	45	20	83	62	65	28	46	44	49	50	45	33	48	41	52	43	42	47	41
Somewhat unfavourable	20	19	25	10	25	19	20	17	21	17	18	20	21	21	17	19	21	15	18	24
Very unfavourable	22	25	50	2	7	10	44	29	22	14	18	28	41	24	27	17	26	31	25	22
TOTAL UNFAVOURABLE	42	44	75	12	32	29	64	46	43	31	36	48	62	45	44	36	47	46	43	46
Don't know	14	11	6	5	5	6	8	8	14	20	14	7	5	8	15	13	10	12	10	12
NET FAVOURABILITY	3	1	-55	71	30	36	-36	0	1	18	14	-3	-29	3	-3	16	-4	-4	4	-5

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Weighted Sample	1724	584	428	155	640	683	838	886	188	719	415	402	983	741	207	579	374	415	148
Unweighted Sample	1724	576	405	154	662	654	753	971	172	682	409	461	1033	691	169	592	382	425	156
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

The Conservative Party

Very favourable	3	4	10	1	1	1	8	6	3	2	2	4	9	5	4	7	3	7	3	3
Somewhat favourable	19	14	33	2	6	7	25	15	14	9	9	16	26	14	15	12	17	18	11	9
TOTAL FAVOURABLE	22	18	43	3	7	8	33	21	17	11	11	20	35	19	19	19	20	25	14	12
Somewhat unfavourable	19	17	25	10	13	13	22	17	18	17	15	18	21	19	15	16	18	16	20	14
Very unfavourable	47	54	25	84	77	75	37	56	52	52	62	56	38	56	52	54	53	48	58	66
TOTAL UNFAVOURABLE	66	71	50	94	90	88	59	73	70	69	77	74	59	75	67	70	71	64	78	80
Don't know	12	10	7	3	3	4	8	7	12	19	12	6	5	7	13	12	9	11	8	9
NET FAVOURABILITY	-44	-53	-7	-91	-83	-80	-26	-52	-53	-58	-66	-54	-24	-56	-48	-51	-51	-39	-64	-68

Suella Braverman

Very favourable	3	3	7	1	1	1	6	5	2	4	2	5	4	4	3	3	4	4	2	2
Somewhat favourable	9	8	17	3	3	5	14	8	8	6	4	10	15	9	7	9	7	10	9	5
TOTAL FAVOURABLE	12	11	24	4	4	6	20	13	10	10	6	15	19	13	10	12	11	14	11	7
Somewhat unfavourable	12	10	13	6	15	11	10	10	10	11	7	10	15	11	9	13	9	11	10	7
Very unfavourable	23	28	15	46	46	41	20	35	22	22	30	33	24	30	26	29	28	26	30	29
TOTAL UNFAVOURABLE	35	38	28	52	61	52	30	45	32	33	37	43	39	41	35	42	37	37	40	36
Don't know	52	50	49	43	36	43	49	42	58	58	57	43	43	46	56	46	52	49	49	57
NET FAVOURABILITY	-23	-27	-4	-48	-57	-46	-10	-32	-22	-23	-31	-28	-20	-28	-25	-30	-26	-23	-29	-29

Rishi Sunak

		24-25 Aug	14-16 Oct																	
Very favourable	5	8	12	4	8	6	10	7	8	6	4	8	14	9	6	10	8	8	6	6
Somewhat favourable	21	26	39	16	27	29	29	25	26	11	24	27	33	27	23	22	30	28	20	21
TOTAL FAVOURABLE	26	34	51	20	35	35	39	32	34	17	28	35	47	36	29	32	38	36	26	27
Somewhat unfavourable	26	25	20	29	37	31	23	26	24	23	23	30	25	27	22	35	22	25	23	31
Very unfavourable	35	30	21	43	25	29	29	32	28	36	34	29	22	29	32	20	28	29	39	30
TOTAL UNFAVOURABLE	61	55	41	72	62	60	52	58	52	59	57	59	47	56	54	55	50	54	62	61
Don't know	13	12	8	7	3	5	9	9	14	23	15	7	6	8	17	13	12	11	12	12
NET FAVOURABILITY	-35	-21	10	-52	-27	-25	-13	-26	-18	-42	-29	-24	0	-20	-25	-23	-12	-18	-36	-34

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

	16-17 Aug	14-16 Oct																		
Michael Gove																				
Very favourable	1	1	3	1	1	1	2	2	1	3	1	1	2	1	1	1	2	2	1	1
Somewhat favourable	9	11	18	4	12	8	16	11	10	4	8	13	16	11	10	11	13	12	8	5
TOTAL FAVOURABLE	10	12	21	5	13	9	18	13	11	7	9	14	18	12	11	12	15	14	9	6
Somewhat unfavourable	22	22	30	21	20	23	25	22	22	19	19	21	30	22	22	23	24	21	22	18
Very unfavourable	48	46	34	63	58	57	41	50	42	36	50	50	40	50	41	38	42	46	52	54
TOTAL UNFAVOURABLE	70	68	64	84	78	80	66	72	64	55	69	71	70	72	63	61	66	67	74	72
Don't know	19	20	15	12	9	11	17	14	25	38	22	15	11	16	25	26	19	19	17	22
NET FAVOURABILITY	-60	-56	-43	-79	-65	-71	-48	-59	-53	-48	-60	-57	-52	-60	-52	-49	-51	-53	-65	-66

	8-9 Aug	14-16 Oct																		
Boris Johnson																				
Very favourable	10	12	29	2	2	3	26	13	12	5	8	14	23	12	13	11	13	18	10	6
Somewhat favourable	17	17	31	3	8	9	25	15	18	12	12	20	24	15	19	14	18	19	16	10
TOTAL FAVOURABLE	27	29	60	5	10	12	51	28	30	17	20	34	47	27	32	25	31	37	26	16
Somewhat unfavourable	15	17	18	12	16	15	17	15	18	20	17	16	14	17	16	16	17	14	19	13
Very unfavourable	52	48	18	79	73	71	28	52	45	50	56	46	35	52	43	53	45	43	50	63
TOTAL UNFAVOURABLE	67	65	36	91	89	86	45	67	63	70	73	62	49	69	59	69	62	57	69	76
Don't know	7	6	4	3	1	2	4	5	7	13	7	4	3	4	9	6	6	6	6	7
NET FAVOURABILITY	-40	-36	24	-86	-79	-74	6	-39	-33	-53	-53	-28	-2	-42	-27	-44	-31	-20	-43	-60

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

	23-26 Jul	14-16 Oct																			
Penny Mordaunt																					
Very favourable	3	3	6	2	2	2	5	4	2	5	2	3	5	3	3	4	3	5	1	3	
Somewhat favourable	17	18	29	11	19	15	25	18	17	6	12	20	30	20	15	17	18	20	16	15	
TOTAL FAVOURABLE	20	21	35	13	21	17	30	22	19	11	14	23	35	23	18	21	21	25	17	18	
Somewhat unfavourable	22	18	15	23	28	25	15	20	17	18	16	21	21	21	15	18	19	17	21	15	
Very unfavourable	19	20	13	28	21	24	15	25	15	19	20	22	16	20	19	20	18	16	23	25	
TOTAL UNFAVOURABLE	41	38	28	51	49	49	30	45	32	37	36	43	37	41	34	38	37	33	44	40	
Don't know	38	41	36	36	30	34	39	32	49	53	49	35	28	36	48	42	41	42	39	42	
NET FAVOURABILITY	-21	-17	7	-38	-28	-32	0	-23	-13	-26	-22	-20	-2	-18	-16	-17	-16	-8	-27	-22	

	13-14 Jul	14-16 Oct																			
Jeremy Hunt																					
Very favourable	1	1	2	1	3	1	1	2	1	3	1	2	2	2	1	1	1	2	2	1	
Somewhat favourable	13	16	26	9	19	16	20	19	14	10	10	14	32	19	13	16	20	14	14	12	
TOTAL FAVOURABLE	14	17	28	10	22	17	21	21	15	13	11	16	34	21	14	17	21	16	16	13	
Somewhat unfavourable	23	24	24	24	34	29	23	24	24	20	23	25	26	25	22	26	23	25	22	23	
Very unfavourable	39	34	25	48	34	39	33	37	32	26	39	40	22	34	35	26	31	34	41	41	
TOTAL UNFAVOURABLE	62	58	49	72	68	68	56	61	56	46	62	65	48	59	57	52	54	59	63	64	
Don't know	24	24	24	18	10	15	23	18	30	41	27	19	17	21	29	31	25	25	21	23	
NET FAVOURABILITY	-48	-41	-21	-62	-46	-51	-35	-40	-41	-33	-51	-49	-14	-38	-43	-35	-33	-43	-47	-51	

Alok Sharma																					
Very favourable	x	1	1	1	0	1	1	1	1	3	1	0	1	2	1	2	0	3	0	1	
Somewhat favourable	x	6	8	4	8	6	6	7	5	2	4	7	9	6	5	6	6	8	3	4	
TOTAL FAVOURABLE	x	7	9	5	8	7	7	8	6	5	5	7	10	8	6	8	6	11	3	5	
Somewhat unfavourable	x	11	13	10	11	13	11	14	9	15	8	14	14	13	9	12	12	10	12	11	
Very unfavourable	x	15	12	16	15	13	16	20	10	11	14	17	14	14	15	16	12	14	19	14	
TOTAL UNFAVOURABLE	x	26	25	26	26	26	27	34	19	26	22	31	28	27	24	28	24	24	31	25	
Don't know	x	67	66	68	66	67	66	58	76	69	74	61	62	65	70	65	70	66	65	71	
NET FAVOURABILITY	x	-19	-16	-21	-18	-19	-20	-26	-13	-21	-17	-24	-18	-19	-18	-20	-18	-13	-28	-20	

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		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Ed Miliband																					
Very favourable	x	7	1	17	9	12	2	8	5	9	9	5	4	8	4	10	6	7	7	3	
Somewhat favourable	x	25	12	44	42	40	15	27	23	20	25	29	23	26	22	29	24	21	27	24	
TOTAL FAVOURABLE	x	32	13	61	51	52	17	35	28	29	34	34	27	34	26	39	30	28	34	27	
Somewhat unfavourable	x	22	25	17	26	22	24	19	25	23	22	22	22	23	20	18	21	22	24	24	
Very unfavourable	x	28	47	11	16	15	44	33	24	16	23	31	40	27	29	22	31	29	26	29	
TOTAL UNFAVOURABLE	x	50	72	28	42	37	68	52	49	39	45	53	62	50	49	40	52	51	50	53	
Don't know	x	19	16	11	7	11	16	14	23	32	22	12	12	15	24	22	18	20	15	20	
NET FAVOURABILITY	x	-18	-59	33	9	15	-51	-17	-21	-10	-11	-19	-35	-16	-23	-1	-22	-23	-16	-26	