

# YouGov Survey Results

Sample Size: 1659 adults in GB  
Fieldwork: 24th - 25th 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	
<b>Weighted Sample</b>	<b>1659</b>	542	401	141	585	618	803	856	174	685	410	390	946	713	201	556	358	400	144	
<b>Unweighted Sample</b>	<b>1659</b>	574	419	158	676	658	724	935	132	660	430	437	972	687	162	580	381	391	145	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	14-16 Oct	24-25 Oct																		
<b>Do you have a favourable or unfavourable opinion of the following?</b>																				
<b>Rishi Sunak</b>																				
Very favourable	8	9	15	3	5	7	12	10	7	4	6	9	14	8	9	10	10	10	7	4
Somewhat favourable	26	30	44	19	45	31	35	28	33	22	23	32	46	30	31	30	34	32	28	22
<b>TOTAL FAVOURABLE</b>	<b>34</b>	<b>39</b>	<b>59</b>	<b>22</b>	<b>50</b>	<b>38</b>	<b>47</b>	<b>38</b>	<b>40</b>	<b>26</b>	<b>29</b>	<b>41</b>	<b>60</b>	<b>38</b>	<b>40</b>	<b>40</b>	<b>44</b>	<b>42</b>	<b>35</b>	<b>26</b>
Somewhat unfavourable	25	24	18	31	32	28	22	25	23	26	28	24	18	25	23	30	22	21	26	28
Very unfavourable	30	24	12	39	14	27	20	27	21	31	29	22	14	25	23	19	23	24	25	31
<b>TOTAL UNFAVOURABLE</b>	<b>55</b>	<b>48</b>	<b>30</b>	<b>70</b>	<b>46</b>	<b>55</b>	<b>42</b>	<b>52</b>	<b>44</b>	<b>57</b>	<b>57</b>	<b>46</b>	<b>32</b>	<b>50</b>	<b>46</b>	<b>49</b>	<b>45</b>	<b>45</b>	<b>51</b>	<b>59</b>
Don't know	12	13	10	8	4	8	11	10	15	17	14	13	9	11	15	11	12	13	13	16
<b>NET FAVOURABILITY</b>	<b>-21</b>	<b>-9</b>	<b>29</b>	<b>-48</b>	<b>4</b>	<b>-17</b>	<b>5</b>	<b>-14</b>	<b>-4</b>	<b>-31</b>	<b>-28</b>	<b>-5</b>	<b>28</b>	<b>-12</b>	<b>-6</b>	<b>-9</b>	<b>-1</b>	<b>-3</b>	<b>-16</b>	<b>-33</b>
<b>Jeremy Hunt</b>																				
Very favourable	1	3	5	1	5	3	4	4	2	1	1	3	5	3	3	1	4	3	3	1
Somewhat favourable	16	19	33	9	26	18	26	22	17	10	13	21	32	20	19	23	22	19	15	16
<b>TOTAL FAVOURABLE</b>	<b>17</b>	<b>22</b>	<b>38</b>	<b>10</b>	<b>31</b>	<b>21</b>	<b>30</b>	<b>26</b>	<b>19</b>	<b>11</b>	<b>14</b>	<b>24</b>	<b>37</b>	<b>23</b>	<b>22</b>	<b>24</b>	<b>26</b>	<b>22</b>	<b>18</b>	<b>17</b>
Somewhat unfavourable	24	23	22	24	33	28	22	22	24	19	22	24	25	25	20	25	22	23	24	22
Very unfavourable	34	35	24	55	25	41	31	37	33	41	43	31	24	36	34	33	33	36	38	41
<b>TOTAL UNFAVOURABLE</b>	<b>58</b>	<b>58</b>	<b>46</b>	<b>79</b>	<b>58</b>	<b>69</b>	<b>53</b>	<b>59</b>	<b>57</b>	<b>60</b>	<b>65</b>	<b>55</b>	<b>49</b>	<b>61</b>	<b>54</b>	<b>58</b>	<b>55</b>	<b>59</b>	<b>62</b>	<b>63</b>
Don't know	24	20	17	11	11	11	17	16	24	30	20	20	14	16	24	19	20	19	21	20
<b>NET FAVOURABILITY</b>	<b>-41</b>	<b>-36</b>	<b>-8</b>	<b>-69</b>	<b>-27</b>	<b>-48</b>	<b>-23</b>	<b>-33</b>	<b>-38</b>	<b>-49</b>	<b>-51</b>	<b>-31</b>	<b>-12</b>	<b>-38</b>	<b>-32</b>	<b>-34</b>	<b>-29</b>	<b>-37</b>	<b>-44</b>	<b>-46</b>
<b>Keir Starmer</b>																				
Very favourable	9	11	3	22	20	17	7	12	10	10	11	12	9	11	9	12	11	10	11	8
Somewhat favourable	32	33	19	51	53	47	20	33	34	43	36	33	24	38	27	39	30	34	32	40
<b>TOTAL FAVOURABLE</b>	<b>41</b>	<b>44</b>	<b>22</b>	<b>73</b>	<b>73</b>	<b>64</b>	<b>27</b>	<b>45</b>	<b>44</b>	<b>53</b>	<b>47</b>	<b>45</b>	<b>33</b>	<b>49</b>	<b>36</b>	<b>51</b>	<b>41</b>	<b>44</b>	<b>43</b>	<b>48</b>
Somewhat unfavourable	20	19	25	13	14	17	23	20	18	16	18	18	23	18	20	21	19	15	20	20
Very unfavourable	26	22	44	5	5	10	40	25	21	10	15	25	37	20	26	13	27	26	21	13
<b>TOTAL UNFAVOURABLE</b>	<b>46</b>	<b>41</b>	<b>69</b>	<b>18</b>	<b>19</b>	<b>27</b>	<b>63</b>	<b>45</b>	<b>39</b>	<b>26</b>	<b>33</b>	<b>43</b>	<b>60</b>	<b>38</b>	<b>46</b>	<b>34</b>	<b>46</b>	<b>41</b>	<b>41</b>	<b>33</b>
Don't know	14	15	9	8	6	10	10	11	18	21	20	12	6	12	18	15	13	15	16	19
<b>NET FAVOURABILITY</b>	<b>-5</b>	<b>3</b>	<b>-47</b>	<b>55</b>	<b>54</b>	<b>37</b>	<b>-36</b>	<b>0</b>	<b>5</b>	<b>27</b>	<b>14</b>	<b>2</b>	<b>-27</b>	<b>11</b>	<b>-10</b>	<b>17</b>	<b>-5</b>	<b>3</b>	<b>2</b>	<b>15</b>

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
<b>The Labour Party</b>																				
Very favourable	10	13	2	32	15	19	7	15	12	24	14	12	8	14	12	16	12	12	16	10
Somewhat favourable	35	32	15	52	47	45	19	29	35	40	37	30	22	35	28	41	28	30	32	40
<b>TOTAL FAVOURABLE</b>	<b>45</b>	<b>45</b>	<b>17</b>	<b>84</b>	<b>62</b>	<b>64</b>	<b>26</b>	<b>44</b>	<b>47</b>	<b>64</b>	<b>51</b>	<b>42</b>	<b>30</b>	<b>49</b>	<b>40</b>	<b>57</b>	<b>40</b>	<b>42</b>	<b>48</b>	<b>50</b>
Somewhat unfavourable	19	20	26	9	26	20	22	22	19	13	20	22	23	21	20	22	20	20	21	19
Very unfavourable	25	23	49	2	9	10	42	26	21	11	15	27	39	22	25	13	31	25	20	13
<b>TOTAL UNFAVOURABLE</b>	<b>44</b>	<b>43</b>	<b>75</b>	<b>11</b>	<b>35</b>	<b>30</b>	<b>64</b>	<b>48</b>	<b>40</b>	<b>24</b>	<b>35</b>	<b>49</b>	<b>62</b>	<b>43</b>	<b>45</b>	<b>35</b>	<b>51</b>	<b>45</b>	<b>41</b>	<b>32</b>
Don't know	11	11	8	5	3	5	10	9	13	13	13	10	8	8	15	8	9	14	11	18
<b>NET FAVOURABILITY</b>	<b>1</b>	<b>2</b>	<b>-58</b>	<b>73</b>	<b>27</b>	<b>34</b>	<b>-38</b>	<b>-4</b>	<b>7</b>	<b>40</b>	<b>16</b>	<b>-7</b>	<b>-32</b>	<b>6</b>	<b>-5</b>	<b>22</b>	<b>-11</b>	<b>-3</b>	<b>7</b>	<b>18</b>
<b>The Conservative Party</b>																				
Very favourable	4	5	11	1	1	2	9	6	4	5	3	5	9	5	5	5	6	7	3	4
Somewhat favourable	14	16	36	1	8	10	26	17	16	12	11	16	28	17	16	9	21	16	16	11
<b>TOTAL FAVOURABLE</b>	<b>18</b>	<b>21</b>	<b>47</b>	<b>2</b>	<b>9</b>	<b>12</b>	<b>35</b>	<b>23</b>	<b>20</b>	<b>17</b>	<b>14</b>	<b>21</b>	<b>37</b>	<b>22</b>	<b>21</b>	<b>14</b>	<b>27</b>	<b>23</b>	<b>19</b>	<b>15</b>
Somewhat unfavourable	17	19	26	11	26	18	22	18	20	17	17	22	21	18	20	22	19	21	18	14
Very unfavourable	54	49	18	83	63	67	33	50	49	56	57	47	34	53	44	53	46	46	51	59
<b>TOTAL UNFAVOURABLE</b>	<b>71</b>	<b>68</b>	<b>44</b>	<b>94</b>	<b>89</b>	<b>85</b>	<b>55</b>	<b>68</b>	<b>69</b>	<b>73</b>	<b>74</b>	<b>69</b>	<b>55</b>	<b>71</b>	<b>64</b>	<b>75</b>	<b>65</b>	<b>67</b>	<b>69</b>	<b>73</b>
Don't know	10	11	9	4	1	3	10	9	12	10	12	11	8	8	14	11	9	10	12	12
<b>NET FAVOURABILITY</b>	<b>-53</b>	<b>-47</b>	<b>3</b>	<b>-92</b>	<b>-80</b>	<b>-73</b>	<b>-20</b>	<b>-45</b>	<b>-49</b>	<b>-56</b>	<b>-60</b>	<b>-48</b>	<b>-18</b>	<b>-49</b>	<b>-43</b>	<b>-61</b>	<b>-38</b>	<b>-44</b>	<b>-50</b>	<b>-58</b>