

YouGov / Internal Survey Results

Sample Size: 1680 adults in GB
Fieldwork: 11th - 14th November 2022

	Total	Vote in 2019			2016 EU Ref		Gender		Age				Social Grade		Region					
		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	1646	543	398	143	582	617	793	853	172	671	409	394	945	701	198	556	356	393	143	
Unweighted Sample	1654	572	393	152	653	678	736	918	133	650	411	460	969	685	151	601	376	390	136	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
	24-25 Oct	11-14 Nov																		
Do you have a favourable or unfavourable opinion of the following?																				
Rishi Sunak																				
Very favourable	9	6	13	2	4	6	9	8	5	4	4	7	12	6	7	6	7	7	5	5
Somewhat favourable	30	28	43	17	32	27	35	27	30	17	24	33	36	30	26	26	33	25	27	26
TOTAL FAVOURABLE	39	34	56	19	36	33	44	35	35	21	28	40	48	36	33	32	40	32	32	31
Somewhat unfavourable	24	28	23	38	35	33	28	27	27	28	28	29	25	30	25	28	27	27	29	26
Very unfavourable	24	25	14	35	24	28	20	27	22	29	25	27	20	25	25	22	22	27	25	35
TOTAL UNFAVOURABLE	48	53	37	73	59	61	48	55	49	57	53	56	45	55	50	50	49	54	54	61
Don't know	13	13	7	8	5	6	9	10	15	23	18	4	7	9	18	17	11	14	14	8
NET FAVOURABILITY	-9	-19	19	-54	-23	-28	-4	-20	-14	-36	-25	-16	3	-19	-17	-18	-9	-22	-22	-30
	14-16 Oct	11-14 Nov																		
Suella Braverman																				
Very favourable	3	4	10	1	1	1	9	7	2	3	2	7	6	4	4	2	6	5	3	4
Somewhat favourable	8	9	20	3	3	4	16	10	8	5	5	8	19	10	8	6	12	10	7	4
TOTAL FAVOURABLE	11	13	30	4	4	5	25	17	10	8	7	15	25	14	12	8	18	15	10	8
Somewhat unfavourable	10	15	22	9	18	15	17	15	16	16	14	15	18	15	16	15	17	13	15	18
Very unfavourable	28	39	19	62	64	58	26	43	35	31	39	46	35	44	32	46	35	37	41	43
TOTAL UNFAVOURABLE	38	54	41	71	82	73	43	58	51	47	53	61	53	59	48	61	52	50	56	61
Don't know	50	32	29	26	14	22	32	25	39	45	41	23	22	26	40	31	31	35	34	30
NET FAVOURABILITY	-27	-41	-11	-67	-78	-68	-18	-41	-41	-39	-46	-46	-28	-45	-36	-53	-34	-35	-46	-53
	24-25 Oct	11-14 Nov																		
Keir Starmer																				
Very favourable	11	8	2	17	13	13	5	9	7	4	9	9	9	9	8	10	7	9	8	10
Somewhat favourable	33	31	17	52	60	49	18	31	31	37	32	31	27	36	25	38	30	27	34	32
TOTAL FAVOURABLE	44	39	19	69	73	62	23	40	38	41	41	40	36	45	33	48	37	36	42	42
Somewhat unfavourable	19	21	28	15	18	19	24	20	21	19	20	20	23	23	18	20	21	22	20	21
Very unfavourable	22	24	46	5	6	10	42	28	20	11	15	32	36	23	25	12	27	28	24	16
TOTAL UNFAVOURABLE	41	45	74	20	24	29	66	48	41	30	35	52	59	46	43	32	48	50	44	37
Don't know	15	16	7	11	4	8	10	11	20	29	23	8	6	10	24	20	15	14	15	21
NET FAVOURABILITY	3	-6	-55	49	49	33	-43	-8	-3	11	6	-12	-23	-1	-10	16	-11	-14	-2	5

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Weighted Sample	1646	543	398	143	582	617	793	853	172	671	409	394	945	701	198	556	356	393	143	
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
	21-22 Sep	11-14 Nov																		
Kemi Badenoch																				
Very favourable	3	3	7	1	1	1	6	5	1	2	2	5	3	4	2	2	5	3	2	2
Somewhat favourable	9	9	17	4	8	6	13	11	7	7	6	10	13	10	7	8	10	8	7	7
TOTAL FAVOURABLE	12	12	24	5	9	7	19	16	8	9	8	15	16	14	9	10	15	11	9	9
Somewhat unfavourable	10	12	13	15	17	17	11	11	13	7	11	14	12	15	8	13	11	12	12	14
Very unfavourable	14	16	5	23	23	22	9	20	11	20	14	20	12	17	14	18	15	15	15	18
TOTAL UNFAVOURABLE	24	28	18	38	40	39	20	31	24	27	25	34	24	32	22	31	26	27	27	32
Don't know	63	61	59	58	52	54	61	53	68	63	67	50	60	55	68	59	59	60	65	59
NET FAVOURABILITY	-12	-16	6	-33	-31	-32	-1	-15	-16	-18	-17	-19	-8	-18	-13	-21	-11	-16	-18	-23
	10-11 Jul	11-14 Nov																		
Dominic Raab																				
Very favourable	2	1	3	0	0	0	3	2	1	2	1	2	2	1	1	2	3	1	0	1
Somewhat favourable	16	13	29	5	6	9	21	14	13	9	9	16	21	13	13	12	12	19	13	8
TOTAL FAVOURABLE	18	14	32	5	6	9	24	16	14	11	10	18	23	14	14	14	15	20	13	9
Somewhat unfavourable	23	25	31	23	26	26	28	24	25	21	23	26	29	27	23	24	29	23	23	21
Very unfavourable	36	33	17	50	53	47	24	38	28	28	33	38	30	36	28	30	31	30	36	40
TOTAL UNFAVOURABLE	59	58	48	73	79	73	52	62	53	49	56	64	59	63	51	54	60	53	59	61
Don't know	22	27	20	22	15	18	24	21	33	40	35	18	18	22	35	33	25	27	27	30
NET FAVOURABILITY	-41	-44	-16	-68	-73	-64	-28	-46	-39	-38	-46	-46	-36	-49	-37	-40	-45	-33	-46	-52
	24-25 Oct	11-14 Nov																		
Jeremy Hunt																				
Very favourable	3	2	4	0	3	2	3	4	1	5	1	1	4	3	2	2	2	2	2	3
Somewhat favourable	19	17	28	8	22	17	22	17	16	7	11	19	29	18	15	14	20	17	14	16
TOTAL FAVOURABLE	22	19	32	8	25	19	25	21	17	12	12	20	33	21	17	16	22	19	16	19
Somewhat unfavourable	23	27	29	32	33	30	29	26	27	16	27	31	26	29	24	31	25	27	27	23
Very unfavourable	35	31	21	46	35	38	29	35	28	34	32	37	23	34	29	27	31	32	35	32
TOTAL UNFAVOURABLE	58	58	50	78	68	68	58	61	55	50	59	68	49	63	53	58	56	59	62	55
Don't know	20	23	17	14	8	14	18	18	28	38	29	12	17	17	31	26	22	22	22	26
NET FAVOURABILITY	-36	-39	-18	-70	-43	-49	-33	-40	-38	-38	-47	-48	-16	-42	-36	-42	-34	-40	-46	-36

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Unweighted Sample	1654	572	393	152	653	678	736	918	133	650	411	460	969	685	151	601	376	390	136	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
The Labour Party																				
Very favourable	13	10	1	27	12	16	5	11	9	11	10	9	10	12	8	12	9	10	12	7
Somewhat favourable	32	32	14	54	60	49	19	31	34	34	37	33	23	34	29	36	32	28	34	36
TOTAL FAVOURABLE	45	42	15	81	72	65	24	42	43	45	47	42	33	46	37	48	41	38	46	43
Somewhat unfavourable	20	20	29	9	17	17	24	20	20	22	18	21	21	22	16	21	19	21	15	29
Very unfavourable	23	24	47	3	6	11	42	28	20	10	16	30	39	23	26	12	29	30	22	16
TOTAL UNFAVOURABLE	43	44	76	12	23	28	66	48	40	32	34	51	60	45	42	33	48	51	37	45
Don't know	11	14	9	7	5	6	10	10	17	22	20	8	6	9	21	19	12	12	16	12
NET FAVOURABILITY	2	-2	-61	69	49	37	-42	-6	3	13	13	-9	-27	1	-5	15	-7	-13	9	-2
The Conservative Party																				
Very favourable	5	4	9	1	0	1	7	5	3	2	2	3	8	4	4	3	4	5	4	5
Somewhat favourable	16	17	38	2	5	9	27	18	16	14	10	19	28	18	15	15	21	18	13	10
TOTAL FAVOURABLE	21	21	47	3	5	10	34	23	19	16	12	22	36	22	19	18	25	23	17	15
Somewhat unfavourable	19	21	29	12	20	18	26	22	19	18	19	21	23	22	19	16	23	21	21	16
Very unfavourable	49	48	18	81	72	67	33	47	48	48	52	52	37	50	44	51	42	46	50	61
TOTAL UNFAVOURABLE	68	69	47	93	92	85	59	69	67	66	71	73	60	72	63	67	65	67	71	77
Don't know	11	11	6	5	3	5	8	8	14	18	17	4	4	6	17	15	10	11	12	8
NET FAVOURABILITY	-47	-48	0	-90	-87	-75	-25	-46	-48	-50	-59	-51	-24	-50	-44	-49	-40	-44	-54	-62
	21-22	11-14																		
	Sep	Nov																		
James Cleverly																				
Very favourable	1	1	2	0	0	0	1	1	1	1	1	1	1	1	1	1	1	0	1	2
Somewhat favourable	9	10	21	3	4	6	16	12	7	6	6	10	17	13	6	9	11	11	7	9
TOTAL FAVOURABLE	10	11	23	3	4	6	17	13	8	7	7	11	18	14	7	10	12	11	8	11
Somewhat unfavourable	12	14	14	16	16	18	14	16	12	14	12	17	15	16	12	14	15	12	14	17
Very unfavourable	13	16	5	27	23	25	12	21	12	13	15	23	14	18	14	18	15	17	17	16
TOTAL UNFAVOURABLE	25	30	19	43	39	43	26	37	24	27	27	40	29	34	26	32	30	29	31	33
Don't know	66	59	58	54	56	50	57	50	67	66	66	49	53	53	67	58	58	59	61	56
NET FAVOURABILITY	-15	-19	4	-40	-35	-37	-9	-24	-16	-20	-20	-29	-11	-20	-19	-22	-18	-18	-23	-22
Mel Stride																				
Very favourable	0	0	0	1	0	0	0	0	0	1	0	0	0	0	0	1	0	0	0	1
Somewhat favourable	3	4	1	3	2	4	5	2	6	3	2	4	4	4	3	6	3	4	2	2
TOTAL FAVOURABLE	3	4	1	4	2	4	5	2	7	3	2	4	4	3	7	3	4	2	3	
Somewhat unfavourable	6	5	8	5	6	7	7	5	8	4	8	6	6	5	4	5	7	5	8	
Very unfavourable	8	5	8	5	8	8	11	6	11	8	8	7	7	9	7	7	9	10	8	
TOTAL UNFAVOURABLE	14	10	16	10	14	15	18	11	19	12	16	13	13	14	11	12	16	15	16	
Don't know	82	85	83	86	84	82	77	87	75	84	82	83	83	82	83	85	79	83	81	
NET FAVOURABILITY	-11	-6	-15	-6	-12	-11	-13	-9	-12	-9	-14	-9	-9	-11	-4	-9	-12	-13	-13	

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

Michael Gove		14-16																			
		Oct	11-14	Nov																	
	Very favourable	1	1	3	0	2	0	2	2	0	1	1	1	3	2	1	2	2	1	0	3
	Somewhat favourable	11	10	22	3	7	8	17	11	10	7	7	10	18	12	9	11	11	11	9	12
	TOTAL FAVOURABLE	12	11	25	3	9	8	19	13	10	8	8	11	21	14	10	13	13	12	9	15
	Somewhat unfavourable	22	25	30	25	26	25	28	24	25	20	22	26	31	26	23	24	25	29	23	19
	Very unfavourable	46	40	29	56	56	52	34	44	36	38	37	50	34	43	36	31	41	38	43	40
	TOTAL UNFAVOURABLE	68	65	59	81	82	77	62	68	61	58	59	76	65	69	59	55	66	67	66	59
	Don't know	20	24	17	15	9	14	19	19	29	34	33	13	14	18	32	33	22	21	24	26
	NET FAVOURABILITY	-56	-54	-34	-78	-73	-69	-43	-55	-51	-50	-51	-65	-44	-55	-49	-42	-53	-55	-57	-44