

# YouGov Survey Results

Sample Size: 1727 adults in GB  
Fieldwork: 26th - 27th October 2022

	Vote in 2019 GE			EU Ref 2016		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	
<b>Weighted Sample</b>	<b>1727</b>	565	418	147	609	643	836	891	181	713	427	406	984	743	209	579	373	416	150
<b>Unweighted Sample</b>	<b>1727</b>	597	426	167	723	672	743	984	131	687	444	465	1055	672	190	601	390	397	149
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	24-25 Oct	26-27 Oct																		
<b>Which of the following do you think would make the best Prime Minister?</b>																				
Rishi Sunak	30	30	61	5	19	19	47	31	29	13	22	31	51	31	29	28	32	31	29	24
Keir Starmer	34	34	8	72	51	56	17	36	31	40	40	36	18	40	25	43	31	33	34	33
Not sure	33	34	29	21	29	23	34	31	36	41	35	32	31	27	43	28	34	33	35	42
Refused	3	3	2	2	2	2	1	2	3	6	3	2	1	2	3	2	3	3	2	1

	24-25 Oct	26-27 Oct																	
<b>How much, if at all, would you trust Keir Starmer to make the right decisions for the country on the following issues, if he was prime minister...</b>																			
<b>Britain leaving the EU</b>																			
Trust a lot	8	3	18	11	15	3	9	7	8	7	11	6	10	6	11	8	7	10	4
Trust a little	20	10	37	29	28	15	18	21	21	23	18	16	23	15	19	19	20	21	16
<b>TOTAL TRUST</b>	<b>28</b>	<b>13</b>	<b>55</b>	<b>40</b>	<b>43</b>	<b>18</b>	<b>27</b>	<b>28</b>	<b>29</b>	<b>30</b>	<b>29</b>	<b>22</b>	<b>33</b>	<b>21</b>	<b>30</b>	<b>27</b>	<b>27</b>	<b>31</b>	<b>20</b>
Do not trust very much	19	20	16	20	20	17	20	19	22	19	17	21	18	21	21	21	17	17	23
Do not trust at all	29	54	9	15	15	49	33	25	16	23	33	41	28	29	26	31	30	27	26
<b>TOTAL DO NOT TRUST</b>	<b>48</b>	<b>74</b>	<b>25</b>	<b>35</b>	<b>35</b>	<b>66</b>	<b>53</b>	<b>44</b>	<b>38</b>	<b>42</b>	<b>50</b>	<b>62</b>	<b>46</b>	<b>50</b>	<b>47</b>	<b>52</b>	<b>47</b>	<b>44</b>	<b>49</b>
Don't know	24	13	20	24	22	17	19	29	32	28	22	16	20	29	23	22	26	24	31
<b>Managing the economy</b>																			
Trust a lot	15	4	35	23	29	7	16	15	13	15	19	12	18	11	20	16	12	16	10
Trust a little	24	11	40	38	33	17	25	23	24	29	24	16	27	20	24	21	25	27	23
<b>TOTAL TRUST</b>	<b>39</b>	<b>15</b>	<b>75</b>	<b>61</b>	<b>62</b>	<b>24</b>	<b>41</b>	<b>38</b>	<b>37</b>	<b>44</b>	<b>43</b>	<b>28</b>	<b>45</b>	<b>31</b>	<b>44</b>	<b>37</b>	<b>37</b>	<b>43</b>	<b>33</b>
Do not trust very much	19	26	13	16	15	24	21	18	18	18	18	25	19	19	19	19	21	20	18
Do not trust at all	24	49	4	9	12	39	25	23	15	18	27	35	22	26	21	27	23	23	21
<b>TOTAL DO NOT TRUST</b>	<b>43</b>	<b>75</b>	<b>17</b>	<b>25</b>	<b>27</b>	<b>63</b>	<b>46</b>	<b>41</b>	<b>33</b>	<b>36</b>	<b>45</b>	<b>60</b>	<b>41</b>	<b>45</b>	<b>40</b>	<b>46</b>	<b>44</b>	<b>43</b>	<b>39</b>
Don't know	17	10	9	14	11	13	14	21	30	20	13	13	13	23	16	17	19	14	28

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Fieldwork: 26th - 27th 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>1727</b>	565	418	147	609	643	836	891	181	713	427	406	984	743	209	579	373	416	150
<b>Unweighted Sample</b>	<b>1727</b>	597	426	167	723	672	743	984	131	687	444	465	1055	672	190	601	390	397	149
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
<b>Immigration</b>																			
Trust a lot	12	2	27	22	23	4	14	11	14	12	14	9	15	9	20	13	9	12	8
Trust a little	22	11	39	35	34	13	21	22	18	27	22	15	25	17	23	19	22	26	20
<b>TOTAL TRUST</b>	<b>34</b>	<b>13</b>	<b>66</b>	<b>57</b>	<b>57</b>	<b>17</b>	<b>35</b>	<b>33</b>	<b>32</b>	<b>39</b>	<b>36</b>	<b>24</b>	<b>40</b>	<b>26</b>	<b>43</b>	<b>32</b>	<b>31</b>	<b>38</b>	<b>28</b>
Do not trust very much	18	21	15	14	16	19	19	16	18	18	16	20	18	17	20	18	19	15	18
Do not trust at all	28	55	6	13	13	49	31	26	18	19	34	42	26	31	22	32	29	29	22
<b>TOTAL DO NOT TRUST</b>	<b>46</b>	<b>76</b>	<b>21</b>	<b>27</b>	<b>29</b>	<b>68</b>	<b>50</b>	<b>42</b>	<b>36</b>	<b>37</b>	<b>50</b>	<b>62</b>	<b>44</b>	<b>48</b>	<b>42</b>	<b>50</b>	<b>48</b>	<b>44</b>	<b>40</b>
Don't know	20	11	13	16	15	14	15	24	32	24	14	13	16	25	15	19	20	18	32
<b>The rise in the cost of living</b>																			
Trust a lot	18	7	38	26	30	11	19	17	15	20	20	13	20	14	19	18	16	22	8
Trust a little	26	16	39	39	35	20	27	25	25	29	28	19	29	22	30	25	26	26	26
<b>TOTAL TRUST</b>	<b>44</b>	<b>23</b>	<b>77</b>	<b>65</b>	<b>65</b>	<b>31</b>	<b>46</b>	<b>42</b>	<b>40</b>	<b>49</b>	<b>48</b>	<b>32</b>	<b>49</b>	<b>36</b>	<b>49</b>	<b>43</b>	<b>42</b>	<b>48</b>	<b>34</b>
Do not trust very much	18	24	9	13	14	22	19	17	20	16	16	23	19	17	20	18	21	17	14
Do not trust at all	23	44	5	11	11	35	24	22	16	19	24	32	20	27	19	25	22	21	30
<b>TOTAL DO NOT TRUST</b>	<b>41</b>	<b>68</b>	<b>14</b>	<b>24</b>	<b>25</b>	<b>57</b>	<b>43</b>	<b>39</b>	<b>36</b>	<b>35</b>	<b>40</b>	<b>55</b>	<b>39</b>	<b>44</b>	<b>39</b>	<b>43</b>	<b>43</b>	<b>38</b>	<b>44</b>
Don't know	15	9	8	12	10	12	12	19	24	16	12	13	12	20	12	15	16	14	22
<b>The rise in the cost of energy</b>																			
Trust a lot	18	7	38	29	31	11	19	16	14	18	23	14	22	12	23	17	16	20	12
Trust a little	25	17	38	31	33	20	25	26	27	28	26	19	28	22	26	24	26	28	22
<b>TOTAL TRUST</b>	<b>43</b>	<b>24</b>	<b>76</b>	<b>60</b>	<b>64</b>	<b>31</b>	<b>44</b>	<b>42</b>	<b>41</b>	<b>46</b>	<b>49</b>	<b>33</b>	<b>50</b>	<b>34</b>	<b>49</b>	<b>41</b>	<b>42</b>	<b>48</b>	<b>34</b>
Do not trust very much	20	28	10	16	15	25	21	18	19	19	16	24	19	20	21	22	20	16	17
Do not trust at all	21	39	5	10	10	33	23	20	15	17	23	31	18	26	16	22	22	21	27
<b>TOTAL DO NOT TRUST</b>	<b>41</b>	<b>67</b>	<b>15</b>	<b>26</b>	<b>25</b>	<b>58</b>	<b>44</b>	<b>38</b>	<b>34</b>	<b>36</b>	<b>39</b>	<b>55</b>	<b>37</b>	<b>46</b>	<b>37</b>	<b>44</b>	<b>42</b>	<b>37</b>	<b>44</b>
Don't know	16	9	9	14	11	12	12	19	25	18	11	12	12	20	14	16	16	14	22
<b>Dealing with the Russia-Ukraine conflict</b>																			
Trust a lot	14	4	30	24	26	7	15	12	8	14	17	12	16	10	20	14	9	15	10
Trust a little	25	16	38	36	32	20	26	23	21	27	26	21	29	19	25	24	23	28	22
<b>TOTAL TRUST</b>	<b>39</b>	<b>20</b>	<b>68</b>	<b>60</b>	<b>58</b>	<b>27</b>	<b>41</b>	<b>35</b>	<b>29</b>	<b>41</b>	<b>43</b>	<b>33</b>	<b>45</b>	<b>29</b>	<b>45</b>	<b>38</b>	<b>32</b>	<b>43</b>	<b>32</b>
Do not trust very much	20	25	12	13	15	23	21	19	25	20	17	20	20	20	20	20	23	16	22
Do not trust at all	21	41	4	7	10	35	21	20	12	14	24	32	18	24	17	23	20	21	17
<b>TOTAL DO NOT TRUST</b>	<b>41</b>	<b>66</b>	<b>16</b>	<b>20</b>	<b>25</b>	<b>58</b>	<b>42</b>	<b>39</b>	<b>37</b>	<b>34</b>	<b>41</b>	<b>52</b>	<b>38</b>	<b>44</b>	<b>37</b>	<b>43</b>	<b>43</b>	<b>37</b>	<b>39</b>
Don't know	21	13	15	21	16	15	16	26	33	25	16	15	17	27	18	19	24	20	28

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
<b>The NHS</b>																			
Trust a lot	23	8	46	38	38	15	24	21	21	24	26	18	27	17	31	23	18	26	12
Trust a little	28	24	34	34	32	24	28	27	28	29	29	24	29	25	25	26	28	30	31
<b>TOTAL TRUST</b>	<b>51</b>	<b>32</b>	<b>80</b>	<b>72</b>	<b>70</b>	<b>39</b>	<b>52</b>	<b>48</b>	<b>49</b>	<b>53</b>	<b>55</b>	<b>42</b>	<b>56</b>	<b>42</b>	<b>56</b>	<b>49</b>	<b>46</b>	<b>56</b>	<b>43</b>
Do not trust very much	16	25	7	8	12	21	18	15	12	15	15	22	16	17	15	16	21	14	14
Do not trust at all	18	33	5	9	9	28	18	18	14	14	20	25	16	20	16	20	17	16	20
<b>TOTAL DO NOT TRUST</b>	<b>34</b>	<b>58</b>	<b>12</b>	<b>17</b>	<b>21</b>	<b>49</b>	<b>36</b>	<b>33</b>	<b>26</b>	<b>29</b>	<b>35</b>	<b>47</b>	<b>32</b>	<b>37</b>	<b>31</b>	<b>36</b>	<b>38</b>	<b>30</b>	<b>34</b>
Don't know	15	9	8	11	9	12	12	19	24	18	11	11	11	21	13	15	16	14	23
<b>Education</b>																			
Trust a lot	17	5	38	27	32	9	19	16	13	19	19	14	21	13	26	16	15	18	14
Trust a little	30	25	39	44	35	26	29	30	27	34	30	24	32	26	29	29	26	34	27
<b>TOTAL TRUST</b>	<b>47</b>	<b>30</b>	<b>77</b>	<b>71</b>	<b>67</b>	<b>35</b>	<b>48</b>	<b>46</b>	<b>40</b>	<b>53</b>	<b>49</b>	<b>38</b>	<b>53</b>	<b>39</b>	<b>55</b>	<b>45</b>	<b>41</b>	<b>52</b>	<b>41</b>
Do not trust very much	17	24	8	10	11	23	18	15	18	13	15	26	16	17	18	17	19	14	13
Do not trust at all	17	32	3	7	7	26	17	16	12	13	20	23	14	20	12	18	17	15	22
<b>TOTAL DO NOT TRUST</b>	<b>34</b>	<b>56</b>	<b>11</b>	<b>17</b>	<b>18</b>	<b>49</b>	<b>35</b>	<b>31</b>	<b>30</b>	<b>26</b>	<b>35</b>	<b>49</b>	<b>30</b>	<b>37</b>	<b>30</b>	<b>35</b>	<b>36</b>	<b>29</b>	<b>35</b>
Don't know	20	14	11	13	14	16	16	23	30	22	17	14	16	24	15	19	23	19	24
<b>Defence</b>																			
Trust a lot	12	3	27	17	20	7	14	10	13	11	14	10	13	11	17	12	9	14	8
Trust a little	24	14	40	38	36	18	24	24	16	28	25	20	29	18	24	23	24	27	20
<b>TOTAL TRUST</b>	<b>36</b>	<b>17</b>	<b>67</b>	<b>55</b>	<b>56</b>	<b>25</b>	<b>38</b>	<b>34</b>	<b>29</b>	<b>39</b>	<b>39</b>	<b>30</b>	<b>42</b>	<b>29</b>	<b>41</b>	<b>35</b>	<b>33</b>	<b>41</b>	<b>28</b>
Do not trust very much	19	24	11	17	16	23	22	17	26	18	17	22	20	19	20	20	21	16	21
Do not trust at all	22	45	5	8	10	37	23	21	11	16	27	32	20	24	17	25	23	21	20
<b>TOTAL DO NOT TRUST</b>	<b>41</b>	<b>69</b>	<b>16</b>	<b>25</b>	<b>26</b>	<b>60</b>	<b>45</b>	<b>38</b>	<b>37</b>	<b>34</b>	<b>44</b>	<b>54</b>	<b>40</b>	<b>43</b>	<b>37</b>	<b>45</b>	<b>44</b>	<b>37</b>	<b>41</b>
Don't know	22	14	17	20	18	16	17	28	33	26	18	16	18	28	23	20	22	23	32
<b>Law and order</b>																			
Trust a lot	17	6	38	26	32	9	19	15	14	17	21	14	20	13	26	16	14	17	13
Trust a little	24	16	36	37	32	21	23	26	19	28	26	19	28	20	25	23	24	28	20
<b>TOTAL TRUST</b>	<b>41</b>	<b>22</b>	<b>74</b>	<b>63</b>	<b>64</b>	<b>30</b>	<b>42</b>	<b>41</b>	<b>33</b>	<b>45</b>	<b>47</b>	<b>33</b>	<b>48</b>	<b>33</b>	<b>51</b>	<b>39</b>	<b>38</b>	<b>45</b>	<b>33</b>
Do not trust very much	20	27	12	14	15	24	21	18	21	17	18	26	18	22	18	21	21	18	20
Do not trust at all	20	37	3	8	9	32	22	18	15	14	22	28	19	21	16	21	18	20	21
<b>TOTAL DO NOT TRUST</b>	<b>40</b>	<b>64</b>	<b>15</b>	<b>22</b>	<b>24</b>	<b>56</b>	<b>43</b>	<b>36</b>	<b>36</b>	<b>31</b>	<b>40</b>	<b>54</b>	<b>37</b>	<b>43</b>	<b>34</b>	<b>42</b>	<b>39</b>	<b>38</b>	<b>41</b>
Don't know	19	13	11	16	12	15	15	23	32	23	14	12	15	25	16	19	22	17	25

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

**Housing**

Trust a lot	15	6	32	29	28	8	16	15	11	16	18	12	18	12	19	15	13	18	10
Trust a little	29	23	42	31	35	26	31	27	29	30	32	24	32	25	30	29	26	32	24
<b>TOTAL TRUST</b>	<b>44</b>	<b>29</b>	<b>74</b>	<b>60</b>	<b>63</b>	<b>34</b>	<b>47</b>	<b>42</b>	<b>40</b>	<b>46</b>	<b>50</b>	<b>36</b>	<b>50</b>	<b>37</b>	<b>49</b>	<b>44</b>	<b>39</b>	<b>50</b>	<b>34</b>
Do not trust very much	19	25	13	15	15	24	19	19	18	17	16	26	19	19	21	18	21	17	21
Do not trust at all	17	33	4	7	8	28	18	16	11	14	20	23	15	20	13	19	19	17	16
<b>TOTAL DO NOT TRUST</b>	<b>36</b>	<b>58</b>	<b>17</b>	<b>22</b>	<b>23</b>	<b>52</b>	<b>37</b>	<b>35</b>	<b>29</b>	<b>31</b>	<b>36</b>	<b>49</b>	<b>34</b>	<b>39</b>	<b>34</b>	<b>37</b>	<b>40</b>	<b>34</b>	<b>37</b>
Don't know	19	13	10	18	14	15	16	23	30	23	14	14	16	24	17	19	22	16	28

**Climate change**

Trust a lot	13	4	28	20	24	6	16	10	14	13	15	10	16	9	23	12	9	15	7
Trust a little	29	23	42	42	37	26	29	30	24	31	32	26	33	25	24	28	27	36	28
<b>TOTAL TRUST</b>	<b>42</b>	<b>27</b>	<b>70</b>	<b>62</b>	<b>61</b>	<b>32</b>	<b>45</b>	<b>40</b>	<b>38</b>	<b>44</b>	<b>47</b>	<b>36</b>	<b>49</b>	<b>34</b>	<b>47</b>	<b>40</b>	<b>36</b>	<b>51</b>	<b>35</b>
Do not trust very much	18	23	14	10	16	21	19	18	19	17	17	22	18	19	21	18	20	15	20
Do not trust at all	17	32	4	8	9	28	18	17	12	13	19	26	15	20	13	20	18	15	20
<b>TOTAL DO NOT TRUST</b>	<b>35</b>	<b>55</b>	<b>18</b>	<b>18</b>	<b>25</b>	<b>49</b>	<b>37</b>	<b>35</b>	<b>31</b>	<b>30</b>	<b>36</b>	<b>48</b>	<b>33</b>	<b>39</b>	<b>34</b>	<b>38</b>	<b>38</b>	<b>30</b>	<b>40</b>
Don't know	22	18	11	19	14	18	18	25	30	25	17	17	18	27	19	21	26	20	25

	8-10 Oct	26-27 Oct																		
<b>Thinking about Keir Starmer, do you think he...</b>																				
<b>Is competent or incompetent?</b>																				
Competent	41	45	25	80	68	69	31	47	43	39	50	50	33	53	34	53	44	40	47	42
Incompetent	32	25	49	6	9	12	42	27	23	16	20	27	36	22	29	21	26	27	24	25
Don't know	27	30	27	15	23	19	28	25	35	45	30	23	31	25	37	26	30	33	29	34
<b>Decisive or indecisive?</b>																				
Decisive	32	34	18	61	53	50	24	36	33	30	39	35	27	40	26	39	33	33	36	30
Indecisive	39	36	61	19	21	27	52	40	32	24	30	41	47	34	38	33	37	35	37	35
Don't know	30	30	21	20	26	23	24	24	35	46	31	24	26	26	35	28	30	32	26	35
<b>Is trustworthy or untrustworthy?</b>																				
Trustworthy	35	38	19	70	61	59	26	41	35	36	40	39	32	45	28	47	37	34	41	27
Untrustworthy	34	30	52	10	12	16	44	34	26	24	27	33	35	27	34	24	30	34	28	34
Don't know	31	32	29	20	27	24	30	25	39	40	33	27	33	28	39	29	33	31	32	39
<b>Is charismatic or uncharismatic?</b>																				
Charismatic	x	20	9	35	27	28	13	21	18	24	24	19	11	23	14	26	19	18	20	14
Uncharismatic	x	54	77	44	49	50	70	57	51	29	46	62	71	54	54	48	57	50	59	47
Don't know	x	27	14	21	24	22	18	22	31	47	30	19	19	23	31	26	24	32	21	39

Sample Size: 1727 adults in GB  
Fieldwork: 26th - 27th 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>1727</b>	565	418	147	609	643	836	891	181	713	427	406	984	743	209	579	373	416	150	
<b>Unweighted Sample</b>		<b>1727</b>	597	426	167	723	672	743	984	131	687	444	465	1055	672	190	601	390	397	149	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
<b>Is strong or weak?</b>																					
	Strong	29	<b>34</b>	13	64	54	53	21	36	31	31	39	36	23	39	26	44	33	29	34	30
	Weak	39	<b>35</b>	63	14	20	23	54	37	33	20	27	41	50	34	37	30	37	37	36	29
	Don't know	32	<b>31</b>	24	23	27	24	25	27	36	49	34	23	26	27	37	26	30	34	30	41
<b>Is honest or dishonest?</b>																					
	Honest	x	<b>45</b>	31	73	71	66	36	49	42	35	47	48	45	54	34	55	43	44	49	36
	Dishonest	x	<b>21</b>	36	8	8	12	31	22	21	24	20	25	19	19	25	12	23	24	21	24
	Don't know	x	<b>33</b>	33	19	21	21	32	29	37	42	33	26	36	27	41	33	34	32	30	40
<b>Is likeable or dislikeable?</b>																					
	Likeable	35	<b>39</b>	20	64	64	56	28	41	37	34	39	42	35	44	31	42	38	36	41	36
	Dislikeable	37	<b>33</b>	59	14	13	22	50	34	32	22	29	35	42	31	36	28	35	36	32	28
	Don't know	28	<b>28</b>	21	21	23	22	23	25	32	44	32	22	22	25	33	30	27	29	27	36
<b>Is authentic or putting on an act?</b>																					
	Authentic	x	<b>37</b>	20	66	51	56	25	40	34	36	40	36	31	44	27	47	34	33	41	30
	Putting on an act	x	<b>34</b>	57	16	18	21	52	36	32	22	29	36	45	30	39	24	36	35	35	32
	Don't know	x	<b>30</b>	23	19	31	23	24	25	34	42	31	28	23	26	34	28	31	32	24	37