

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
Weighted Sample	1659	542	401	141	585	618	803	856	174	685	410	390	946	713	201	556	358	400	144
Unweighted Sample	1659	574	419	158	676	658	724	935	132	660	430	437	972	687	162	580	381	391	145
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Some people talk about 'left', 'right' and 'centre' to describe parties and politicians. With this in mind, where would you place each of the following?

Rishi Sunak

Very left-wing	1	2	2	0	1	2	1	1	0	2	2	0	1	1	2	1	2	1	0
Fairly left-wing	2	4	1	0	1	3	2	2	3	2	2	2	2	2	1	2	1	4	0
Slightly left-of-centre	2	3	2	1	1	3	2	3	1	3	3	2	2	2	3	2	3	2	1
TOTAL LEFT	5	9	5	1	3	8	5	6	4	7	7	4	5	5	6	5	6	7	1
Centre	9	16	4	9	7	15	10	9	2	6	12	16	8	11	10	10	11	7	9
Slightly right-of-centre	18	21	17	27	21	18	23	12	14	18	16	19	20	15	20	18	16	15	20
Fairly right-wing	23	17	36	37	35	15	22	24	30	23	22	21	28	16	28	25	15	23	26
Very right-wing	11	4	21	9	15	7	12	10	16	10	12	9	10	11	11	9	12	11	13
TOTAL RIGHT	52	42	74	73	71	40	57	46	60	51	50	49	58	42	59	52	43	49	59
Don't know	34	34	19	16	20	36	28	40	34	36	33	31	29	41	25	32	40	37	31

Keir Starmer

Very left-wing	9	19	4	3	6	15	10	9	7	7	10	14	8	12	10	11	9	9	3
Fairly left-wing	17	24	15	19	18	20	17	16	16	11	18	24	18	14	12	19	17	16	16
Slightly left-of-centre	25	15	37	51	38	15	29	21	27	27	25	21	30	18	35	25	19	23	30
TOTAL LEFT	51	58	56	73	62	50	56	46	50	45	53	59	56	44	57	55	45	48	49
Centre	10	7	17	8	14	9	12	8	10	12	10	8	10	10	8	11	9	9	17
Slightly right-of-centre	3	2	6	2	5	3	4	3	2	4	3	3	4	3	4	3	2	4	6
Fairly right-wing	2	1	3	3	2	2	3	2	2	3	2	1	2	2	5	1	2	3	3
Very right-wing	2	2	1	1	2	2	2	2	4	2	2	1	1	3	1	2	4	1	1
TOTAL RIGHT	7	5	10	6	9	7	9	7	8	9	7	5	7	8	10	6	8	8	10
Don't know	31	30	18	13	16	33	25	38	32	34	30	27	26	38	25	29	38	34	24

Boris Johnson

Very left-wing	1	1	1	0	1	2	1	1	2	2	1	1	1	1	0	1	2	2	0
Fairly left-wing	1	3	1	0	1	2	1	2	1	2	1	1	2	1	3	2	1	1	1
Slightly left-of-centre	3	3	1	2	1	3	3	2	4	2	2	3	2	4	3	3	3	3	1
TOTAL LEFT	5	7	3	2	3	7	5	5	7	6	4	5	5	6	6	6	6	6	2
Centre	7	14	3	2	3	13	8	6	4	5	6	14	6	9	7	8	10	5	8
Slightly right-of-centre	11	17	9	11	10	16	13	9	6	11	14	11	11	12	13	13	10	10	10
Fairly right-wing	25	23	32	40	34	20	27	23	31	25	25	23	29	19	27	28	21	23	26
Very right-wing	20	10	35	27	31	12	20	20	22	19	22	17	22	17	24	18	17	20	29
TOTAL RIGHT	56	50	76	78	75	48	60	52	59	55	61	51	62	48	64	59	48	53	65
Don't know	31	28	19	17	19	33	25	37	29	35	29	29	27	37	24	28	37	36	26

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

Liz Truss

Very left-wing	1	1	1	0	1	2	1	1	1	1	1	1	1	1	1	1	2	1	0
Fairly left-wing	2	3	1	0	1	2	2	2	2	2	1	1	1	2	2	1	2	2	1
Slightly left-of-centre	2	4	0	2	1	3	2	2	1	3	2	3	2	2	4	3	1	2	1
TOTAL LEFT	5	8	2	2	3	7	5	5	4	6	4	5	4	5	7	5	5	5	2
Centre	6	10	2	4	3	10	7	5	2	4	5	10	4	7	4	7	6	4	6
Slightly right-of-centre	7	11	4	6	5	10	8	6	10	7	7	7	7	8	5	8	7	9	4
Fairly right-wing	16	17	18	23	21	14	17	14	23	15	14	14	18	12	20	17	13	13	16
Very right-wing	29	15	50	44	46	18	31	27	29	28	33	27	34	23	30	27	26	28	43
TOTAL RIGHT	52	43	72	73	72	42	56	47	62	50	54	48	59	43	55	52	46	50	63
Don't know	38	39	24	22	23	42	32	43	33	39	38	37	33	45	34	36	43	41	28

How well or badly do you think that Rishi Sunak understands the challenges of day to day life for people like you?

Very well	5	7	3	3	4	7	5	4	2	3	5	7	4	5	6	4	6	3	4
Fairly well	19	31	9	28	17	25	21	18	11	14	20	31	20	18	20	19	21	19	15
TOTAL WELL	24	38	12	31	21	32	26	22	13	17	25	38	24	23	26	23	27	22	19
Fairly badly	22	24	24	30	26	22	21	24	19	21	24	24	23	21	24	25	22	20	17
Very badly	39	26	56	34	46	32	39	40	41	46	39	27	41	37	36	39	36	40	51
TOTAL BADLY	61	50	80	64	72	54	60	64	60	67	63	51	64	58	60	64	58	60	68
Don't know	15	12	8	6	7	14	14	15	27	16	11	10	12	18	14	13	15	18	13

How well or badly do you think that Keir Starmer understands the challenges of day to day life for people like you?

Very well	8	5	16	11	13	6	9	7	6	9	9	7	10	6	10	7	10	7	8
Fairly well	34	25	49	58	45	24	33	35	38	35	32	32	38	29	38	35	31	34	32
TOTAL WELL	42	30	65	69	58	30	42	42	44	44	41	39	48	35	48	42	41	41	40
Fairly badly	21	25	16	14	20	24	21	21	19	19	21	24	21	20	16	21	22	21	24
Very badly	19	31	8	8	11	29	19	19	6	16	24	25	17	22	18	22	21	15	17
TOTAL BADLY	40	56	24	22	31	53	40	40	25	35	45	49	38	42	34	43	43	36	41
Don't know	18	13	10	8	11	17	18	19	30	21	14	12	14	24	18	16	17	23	20

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

Do you think that Rishi Sunak wanted to become Prime Minister for the right reasons or the wrong reasons?

Right reasons	32	44	23	48	34	34	33	31	20	28	33	43	35	28	34	34	29	32	25
Wrong reasons	34	26	45	24	35	33	37	32	39	38	31	29	35	34	35	33	36	32	40
Don't know	34	29	32	28	31	33	30	37	42	33	36	28	30	39	30	32	35	36	35

Is Rishi Sunak pro-Brexit or anti-Brexit?

Pro-Brexit	39	34	50	54	52	30	45	33	45	36	39	39	44	31	43	40	35	36	46
Anti-Brexit	10	12	8	7	8	15	11	8	5	10	12	9	10	10	14	10	9	10	5
Don't know	52	53	41	39	41	55	44	59	50	53	49	52	46	59	43	51	56	54	49

Do you think Rishi Sunak will be a better or worse Prime Minister than each of the following, or be about the same?

Boris Johnson

Better	41	30	57	73	60	28	43	40	38	41	42	40	46	34	49	40	36	40	49
Worse	15	28	5	6	7	24	16	15	17	11	20	18	15	16	13	19	17	12	12
About the same	30	31	31	19	27	33	30	30	27	32	28	30	28	33	26	29	33	32	29
Don't know	13	12	7	3	6	15	12	15	18	15	10	12	11	17	12	12	14	16	10

Theresa May

Better	34	50	26	35	33	42	37	32	26	29	38	44	36	32	37	32	41	33	28
Worse	16	10	21	18	17	12	19	14	33	17	15	8	17	14	15	16	13	17	23
About the same	33	28	44	38	40	31	32	35	18	36	34	35	33	34	29	37	30	33	36
Don't know	16	12	10	10	10	15	13	19	23	18	13	14	13	20	19	15	16	16	13

David Cameron

Better	25	31	21	27	22	30	25	24	17	20	24	37	24	25	24	24	28	23	21
Worse	20	16	25	20	21	15	22	19	43	23	19	8	23	17	23	21	18	20	20
About the same	38	40	42	45	45	40	39	38	18	38	43	42	39	38	35	39	37	37	46
Don't know	17	13	11	9	11	15	14	20	23	19	14	13	14	20	18	15	17	20	12

Gordon Brown

Better	26	48	10	23	20	39	30	22	12	19	29	41	27	25	21	27	27	28	18
Worse	28	10	55	38	45	15	30	26	37	33	28	15	32	22	35	24	26	28	39
About the same	23	27	19	20	20	25	22	24	11	23	27	26	21	27	22	25	22	21	27
Don't know	23	15	16	19	15	21	17	28	41	26	16	17	20	26	21	24	25	24	16

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Tony Blair																			
Better	25	44	10	15	16	38	26	24	9	17	28	42	23	27	20	27	29	21	19
Worse	31	14	56	53	48	19	35	28	34	38	33	17	36	25	35	29	28	32	39
About the same	24	26	23	18	24	25	22	25	15	24	25	27	23	25	26	23	24	22	28
Don't know	20	15	11	15	12	17	17	23	42	22	14	15	18	23	19	20	19	24	14
Margaret Thatcher																			
Better	24	16	37	29	30	18	25	24	33	27	19	21	25	23	29	20	26	25	28
Worse	30	44	20	26	23	40	33	27	21	25	39	32	29	30	30	33	32	26	22
About the same	24	23	24	26	27	22	25	23	16	23	23	30	24	23	20	25	20	25	32
Don't know	22	18	19	20	19	20	18	26	30	25	19	17	21	23	21	22	23	24	18
John Major																			
Better	21	36	11	20	16	32	22	20	7	15	23	34	21	20	13	23	24	21	13
Worse	20	12	29	32	28	15	24	17	23	22	22	13	23	16	21	19	20	20	22
About the same	31	34	33	30	34	33	32	30	12	28	39	36	29	34	33	31	26	31	39
Don't know	28	19	27	19	22	21	22	34	57	34	16	18	27	30	33	27	29	28	26
Liz Truss																			
Better	68	77	70	87	76	67	68	68	60	66	69	74	73	61	66	71	67	65	70
Worse	5	4	4	2	2	5	6	4	11	3	5	5	3	6	5	5	5	4	3
About the same	17	13	19	8	16	17	15	18	12	19	18	14	15	19	17	16	15	18	20
Don't know	11	5	7	3	5	10	11	10	17	12	9	7	8	14	12	9	13	12	7