

YouGov Survey Results

Sample Size: 1001 GB adults who have heard of each of Johnson, Sunak, and Mordaunt
Fieldwork: 14th - 16th October 2022

	Current VI			2019 GE vote			EU Ref vote		Age				Social Grade		Region					
	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Remain	Leave	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted sample	1001	143	383	61	339	248	90	371	396	109	417	241	233	571	430	120	336	217	241	86
Unweighted Sample	1001	160	394	79	368	255	110	427	396	80	334	260	327	652	349	100	338	221	251	91
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you have a favourable or unfavourable opinion of the following?

Rishi Sunak

Very favourable	10	18	7	9	16	4	8	7	13	11	6	9	17	12	7	15	10	11	6	9
Somewhat favourable	26	44	25	27	38	17	22	29	29	15	27	23	33	29	23	21	32	30	19	22
TOTAL FAVOURABLE	36	62	32	36	54	21	30	36	42	26	33	32	50	41	30	36	42	41	25	31
Somewhat unfavourable	27	23	29	41	19	32	43	33	22	32	24	33	25	29	26	44	23	23	27	35
Very unfavourable	37	15	38	23	27	47	27	31	37	43	43	35	24	31	44	19	35	36	49	34
TOTAL UNFAVOURABLE	64	38	67	64	46	79	70	64	59	75	67	68	49	60	70	63	58	59	76	69
Don't know	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
NET FAVOURABILITY	-28	24	-35	-28	8	-58	-40	-28	-17	-49	-34	-36	1	-19	-40	-27	-16	-18	-51	-38

Keir Starmer

Very favourable	11	0	25	12	2	25	20	18	5	7	13	12	8	12	9	14	12	13	8	4
Somewhat favourable	32	10	53	45	21	47	48	46	21	33	34	35	25	35	29	40	30	31	30	39
TOTAL FAVOURABLE	43	10	78	57	23	72	68	64	26	40	47	47	33	47	38	54	42	44	38	43
Somewhat unfavourable	22	23	15	30	22	18	19	23	19	40	18	19	26	23	21	26	21	14	28	29
Very unfavourable	33	65	5	12	53	8	13	11	54	19	32	32	41	28	39	17	35	41	32	26
TOTAL UNFAVOURABLE	55	88	20	42	75	26	32	34	73	59	50	51	67	51	60	43	56	55	60	55
Don't know	2	1	2	1	1	2	0	3	1	1	3	2	1	2	2	3	2	1	2	2
NET FAVOURABILITY	-12	-78	58	15	-52	46	36	30	-47	-19	-3	-4	-34	-4	-22	11	-14	-11	-22	-12

The Conservative Party

Very favourable	5	30	0	0	11	1	3	1	8	4	2	4	12	6	4	11	5	6	3	3
Somewhat favourable	15	58	2	7	32	2	5	6	26	17	9	13	26	14	16	15	17	20	10	8
TOTAL FAVOURABLE	20	88	2	7	43	3	8	7	34	21	11	17	38	20	20	26	22	26	13	11
Somewhat unfavourable	17	11	12	26	24	8	13	11	23	23	13	18	20	18	15	17	17	14	19	18
Very unfavourable	61	0	86	66	30	89	79	81	40	56	74	62	39	59	64	55	59	57	66	71
TOTAL UNFAVOURABLE	78	11	98	92	54	97	92	92	63	79	87	80	59	77	79	72	76	71	85	89
Don't know	2	1	0	1	4	0	1	1	3	0	1	2	3	2	2	2	2	2	1	1
NET FAVOURABILITY	-58	77	-96	-85	-11	-94	-84	-85	-29	-58	-76	-63	-21	-57	-59	-46	-54	-45	-72	-78

Boris Johnson

Very favourable	14	49	4	6	31	3	3	4	26	6	9	14	25	14	13	13	13	22	10	6
Somewhat favourable	16	30	9	11	28	6	5	10	24	9	14	16	21	14	18	13	15	20	16	10
TOTAL FAVOURABLE	30	79	13	17	59	9	8	14	50	15	23	30	46	28	31	26	28	42	26	16
Somewhat unfavourable	17	17	13	20	20	10	18	13	17	23	15	20	16	16	19	22	18	12	19	17
Very unfavourable	53	4	74	63	20	82	73	73	32	62	61	50	39	55	51	52	54	46	55	67
TOTAL UNFAVOURABLE	70	21	87	83	40	92	91	86	49	85	76	70	55	71	70	74	72	58	74	84
Don't know	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
NET FAVOURABILITY	-40	58	-74	-66	19	-83	-83	-72	1	-70	-53	-40	-9	-43	-39	-48	-44	-16	-48	-68

Penny Mordaunt

Very favourable	5	17	3	2	9	3	2	3	8	8	4	4	6	5	5	6	4	10	3	4
Somewhat favourable	29	58	23	26	45	18	26	24	40	16	25	27	43	31	26	30	32	33	21	28
TOTAL FAVOURABLE	34	75	26	28	54	21	28	27	48	24	29	31	49	36	31	36	36	43	24	32
Somewhat unfavourable	31	16	36	46	24	35	38	36	24	38	30	31	28	33	27	30	31	28	36	24
Very unfavourable	36	8	38	25	22	44	35	38	28	38	41	37	23	31	42	35	34	30	41	44
TOTAL UNFAVOURABLE	67	24	74	71	46	79	73	74	52	76	71	68	51	64	69	65	65	58	77	68
Don't know	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
NET FAVOURABILITY	-33	51	-48	-43	8	-58	-45	-47	-4	-52	-42	-37	-2	-28	-38	-29	-29	-15	-53	-36