

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

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

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
The Labour Party																				
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
TOTAL FAVOURABLE	45	45	17	84	62	64	26	44	47	64	51	42	30	49	40	57	40	42	48	50
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
TOTAL UNFAVOURABLE	44	43	75	11	35	30	64	48	40	24	35	49	62	43	45	35	51	45	41	32
Don't know	11	11	8	5	3	5	10	9	13	13	13	10	8	8	15	8	9	14	11	18
NET FAVOURABILITY	1	2	-58	73	27	34	-38	-4	7	40	16	-7	-32	6	-5	22	-11	-3	7	18
The Conservative Party																				
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
TOTAL FAVOURABLE	18	21	47	2	9	12	35	23	20	17	14	21	37	22	21	14	27	23	19	15
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
TOTAL UNFAVOURABLE	71	68	44	94	89	85	55	68	69	73	74	69	55	71	64	75	65	67	69	73
Don't know	10	11	9	4	1	3	10	9	12	10	12	11	8	8	14	11	9	10	12	12
NET FAVOURABILITY	-53	-47	3	-92	-80	-73	-20	-45	-49	-56	-60	-48	-18	-49	-43	-61	-38	-44	-50	-58