

YouGov Survey Results

Sample Size: 2076 GB Adults
Fieldwork: 23rd - 24th April 2026

	Vote in 2024 GE					EU Ref 2016		Gender		Age				Socio-economic classification (NS-SEC)			Country			Region in England					
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	Higher	Intermediate	Routine	England	Wales	Scotland	North	Midlands	London	Rest of South	
Weighted Sample	2076	374	534	191	224	114	729	741	1005	1071	218	857	513	488	704	465	621	1796	100	181	492	340	251	712	
Unweighted Sample	2076	355	564	195	234	122	823	737	913	1163	181	785	551	559	780	459	525	1779	121	176	489	347	187	756	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

Kemi Badenoch

Very favourable	6	21	1	4	9	0	3	12	8	5	2	4	6	14	6	8	7	7	3	5	6	7	7	7
Somewhat favourable	24	53	11	16	41	11	18	37	24	24	14	18	25	38	26	26	24	25	19	20	23	26	19	27
TOTAL FAVOURABLE	30	74	12	20	50	11	21	49	32	29	16	22	31	52	32	34	31	32	22	25	29	33	26	34
Somewhat unfavourable	21	12	22	26	29	21	21	21	23	18	24	21	22	17	19	19	23	21	16	21	19	21	25	21
Very unfavourable	30	3	52	40	15	46	46	17	33	27	31	32	33	22	36	25	26	29	35	36	31	25	35	27
TOTAL UNFAVOURABLE	51	15	74	66	44	67	67	38	56	45	55	53	55	39	55	44	49	50	51	57	50	46	60	48
Don't know	19	11	15	14	6	21	12	13	12	26	30	25	15	9	14	22	20	19	27	18	21	21	13	19
NET FAVOURABILITY	-21	59	-62	-46	6	-56	-46	11	-24	-16	-39	-31	-24	13	-23	-10	-18	-18	-29	-32	-21	-13	-34	-14

Keir Starmer

Very favourable	3	1	7	3	1	2	5	2	2	3	1	2	4	4	3	4	2	3	5	6	2	2	3	3
Somewhat favourable	19	6	41	24	1	17	31	7	19	18	24	21	20	12	24	16	15	19	21	17	19	15	24	18
TOTAL FAVOURABLE	22	7	48	27	2	19	36	9	21	21	25	23	24	16	27	20	17	22	26	23	21	17	27	21
Somewhat unfavourable	25	23	31	31	3	40	31	15	23	26	39	27	22	16	30	21	21	24	22	29	24	24	30	22
Very unfavourable	46	67	16	34	92	38	27	73	51	42	25	39	49	65	38	51	52	47	39	44	45	51	40	48
TOTAL UNFAVOURABLE	71	90	47	65	95	78	58	88	74	68	64	66	71	81	68	72	73	71	61	73	69	75	70	70
Don't know	8	3	5	8	2	3	5	4	4	11	11	11	4	3	4	8	10	8	13	4	9	8	3	8
NET FAVOURABILITY	-49	-83	1	-38	-93	-59	-22	-79	-53	-47	-39	-43	-47	-65	-41	-52	-56	-49	-35	-50	-48	-58	-43	-49

Ed Davey

Very favourable	4	2	7	13	0	1	6	2	5	3	7	3	3	6	6	4	3	4	4	2	5	2	6	4
Somewhat favourable	23	21	35	42	10	20	34	16	24	22	23	19	28	25	28	21	18	23	19	28	21	24	23	23
TOTAL FAVOURABLE	27	23	42	55	10	21	40	18	29	25	30	22	31	31	34	25	21	27	23	30	26	26	29	27
Somewhat unfavourable	18	27	17	10	19	22	20	20	19	16	13	15	20	22	19	20	17	18	20	19	17	18	19	18
Very unfavourable	17	24	6	6	49	5	7	33	22	12	4	13	18	27	14	18	19	17	18	12	15	21	13	17
TOTAL UNFAVOURABLE	35	51	23	16	68	27	27	53	41	28	17	28	38	49	33	38	36	35	38	31	32	39	32	35
Don't know	39	26	36	28	21	51	32	29	30	47	53	50	31	20	33	37	43	39	39	39	42	35	39	38
NET FAVOURABILITY	-8	-28	19	39	-58	-6	13	-35	-12	-3	13	-6	-7	-18	1	-13	-15	-8	-15	-1	-6	-13	-3	-8

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Nigel Farage																									
Very favourable	10	15	3	5	43	0	3	22	14	7	4	6	12	20	8	10	13	11	9	3	12	11	5	13	
Somewhat favourable	16	29	5	7	39	9	6	30	18	14	3	13	19	23	13	18	20	16	16	17	15	19	13	15	
TOTAL FAVOURABLE	26	44	8	12	82	9	9	52	32	21	7	19	31	43	21	28	33	27	25	20	27	30	18	28	
Somewhat unfavourable	14	22	9	13	10	13	11	15	14	14	12	14	14	14	12	16	15	14	12	14	12	19	12	13	
Very unfavourable	52	29	80	69	6	77	76	27	50	54	70	56	49	39	62	48	42	51	50	62	49	44	67	50	
TOTAL UNFAVOURABLE	66	51	89	82	16	90	87	42	64	68	82	70	63	53	74	64	57	65	62	76	61	63	79	63	
Don't know	8	5	3	7	2	2	4	6	5	11	11	11	6	4	5	8	9	8	13	4	11	7	3	9	
NET FAVOURABILITY	-40	-7	-81	-70	66	-81	-78	10	-32	-47	-75	-51	-32	-10	-53	-36	-24	-38	-37	-56	-34	-33	-61	-35	
Zack Polanski																									
Very favourable	10	0	16	12	1	33	14	3	10	9	24	10	8	4	12	8	7	10	16	6	11	7	12	9	
Somewhat favourable	14	5	26	17	3	28	22	7	15	14	21	16	14	8	19	9	13	14	12	17	12	12	24	13	
TOTAL FAVOURABLE	24	5	42	29	4	61	36	10	25	23	45	26	22	12	31	17	20	24	28	23	23	19	36	22	
Somewhat unfavourable	11	11	14	18	9	7	14	11	13	9	9	11	10	14	12	11	12	11	11	11	12	10	12	11	
Very unfavourable	27	47	12	18	64	4	16	44	36	18	15	21	28	41	25	31	29	27	25	26	26	32	18	29	
TOTAL UNFAVOURABLE	38	58	26	36	73	11	30	55	49	27	24	32	38	55	37	42	41	38	36	37	38	42	30	40	
Don't know	38	36	32	36	23	28	34	35	26	49	32	41	40	33	32	42	41	38	36	40	39	40	34	38	
NET FAVOURABILITY	-14	-53	16	-7	-69	50	6	-45	-24	-4	21	-6	-16	-43	-6	-25	-21	-14	-8	-14	-15	-23	6	-18	
Jeremy Corbyn																									
Very favourable	7	1	14	4	2	18	9	3	6	7	10	8	5	4	8	5	5	7	11	4	8	6	12	4	
Somewhat favourable	16	3	26	16	4	34	22	8	16	16	29	18	13	8	17	17	14	16	14	13	17	14	16	17	
TOTAL FAVOURABLE	23	4	40	20	6	52	31	11	22	23	39	26	18	12	25	22	19	23	25	17	25	20	28	21	
Somewhat unfavourable	21	14	27	28	14	22	25	15	20	21	21	23	20	17	24	18	20	20	21	25	21	17	28	18	
Very unfavourable	45	77	26	42	76	19	35	68	50	40	22	34	53	66	45	47	48	45	36	45	42	51	33	50	
TOTAL UNFAVOURABLE	66	91	53	70	90	41	60	83	70	61	43	57	73	83	69	65	68	65	57	70	63	68	61	68	
Don't know	12	5	8	11	5	7	9	6	7	17	18	17	8	5	7	13	13	12	18	12	13	12	10	12	
NET FAVOURABILITY	-43	-87	-13	-50	-84	11	-29	-72	-48	-38	-4	-31	-55	-71	-44	-43	-49	-42	-32	-53	-38	-48	-33	-47	
Rupert Lowe																									
Very favourable	9	12	3	4	32	0	3	16	12	6	7	9	10	8	7	8	12	9	7	8	10	12	5	8	
Somewhat favourable	8	15	3	4	20	0	4	15	10	5	3	6	6	14	7	9	8	8	8	4	7	8	6	9	
TOTAL FAVOURABLE	17	27	6	8	52	0	7	31	22	11	10	15	16	22	14	17	20	17	15	12	17	20	11	17	
Somewhat unfavourable	7	9	6	8	10	8	6	9	9	5	7	8	8	6	7	6	9	7	6	7	8	9	6	8	
Very unfavourable	17	7	27	23	5	29	25	9	22	13	28	15	21	13	19	14	14	17	21	17	15	17	25	16	
TOTAL UNFAVOURABLE	24	16	33	31	15	37	31	18	31	18	35	23	29	19	26	20	23	24	27	24	23	26	31	24	
Don't know	59	57	60	61	32	63	63	52	47	70	55	62	55	59	59	62	57	58	58	65	60	54	59	59	
NET FAVOURABILITY	-7	11	-27	-23	37	-37	-24	13	-9	-7	-25	-8	-13	3	-12	-3	-3	-7	-12	-12	-6	-6	-20	-7	

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Andy Burnham																								
Very favourable	10	4	25	10	4	10	19	7	11	10	5	9	14	12	13	11	7	10	15	8	16	8	10	8
Somewhat favourable	24	22	35	36	17	25	35	20	28	21	20	21	29	27	29	21	23	24	21	26	27	25	30	20
TOTAL FAVOURABLE	34	26	60	46	21	35	54	27	39	31	25	30	43	39	42	32	30	34	36	34	43	33	40	28
Somewhat unfavourable	15	26	9	11	24	13	13	21	16	13	8	11	16	21	16	16	14	15	13	12	14	17	14	15
Very unfavourable	12	20	3	10	30	6	7	21	15	10	6	10	15	16	13	13	13	13	10	12	10	16	10	14
TOTAL UNFAVOURABLE	27	46	12	21	54	19	20	42	31	23	14	21	31	37	29	29	27	28	23	24	24	33	24	29
Don't know	38	28	28	34	25	46	27	31	29	47	61	49	25	23	29	39	43	38	40	42	33	34	36	43
NET FAVOURABILITY	7	-20	48	25	-33	16	34	-15	8	8	11	9	12	2	13	3	3	6	13	10	19	0	16	-1
Angela Rayner																								
Very favourable	4	1	11	3	1	2	8	2	4	4	3	3	6	4	6	4	3	4	10	3	5	4	4	2
Somewhat favourable	17	6	37	20	0	22	30	7	19	15	20	18	19	11	22	15	14	17	16	18	17	16	22	16
TOTAL FAVOURABLE	21	7	48	23	1	24	38	9	23	19	23	21	25	15	28	19	17	21	26	21	22	20	26	18
Somewhat unfavourable	19	19	20	27	12	29	23	16	19	19	20	20	18	18	21	17	18	19	14	24	18	18	24	18
Very unfavourable	37	63	14	28	79	18	22	61	42	33	18	28	42	57	34	41	40	38	33	29	36	43	30	41
TOTAL UNFAVOURABLE	56	82	34	55	91	47	45	77	61	52	38	48	60	75	55	58	58	57	47	53	54	61	54	59
Don't know	22	11	18	21	7	30	19	14	15	30	39	30	15	10	16	24	25	22	27	25	24	19	20	23
NET FAVOURABILITY	-35	-75	14	-32	-90	-23	-7	-68	-38	-33	-15	-27	-35	-60	-27	-39	-41	-36	-21	-32	-32	-41	-28	-41
Wes Streeting																								
Very favourable	2	1	5	3	0	2	3	2	2	2	1	2	3	2	2	3	1	2	1	1	3	2	3	2
Somewhat favourable	14	15	23	20	9	9	22	11	15	13	9	11	17	19	20	13	10	14	16	13	13	11	20	14
TOTAL FAVOURABLE	16	16	28	23	9	11	25	13	17	15	10	13	20	21	22	16	11	16	17	14	16	13	23	16
Somewhat unfavourable	22	29	24	29	21	26	26	24	26	19	21	19	24	27	25	19	24	22	22	23	21	23	21	24
Very unfavourable	19	21	11	19	40	18	14	28	23	15	11	17	22	23	19	20	18	19	19	22	19	19	20	18
TOTAL UNFAVOURABLE	41	50	35	48	61	44	40	52	49	34	32	36	46	50	44	39	42	41	41	45	40	42	41	42
Don't know	42	33	38	30	29	45	34	35	34	50	58	51	34	29	33	44	48	42	42	41	44	45	37	42
NET FAVOURABILITY	-25	-34	-7	-25	-52	-33	-15	-39	-32	-19	-22	-23	-26	-29	-22	-23	-31	-25	-24	-31	-24	-29	-18	-26
Shabana Mahmood																								
Very favourable	1	1	3	1	1	0	1	1	2	1	1	1	2	0	2	0	1	1	0	1	2	0	2	1
Somewhat favourable	12	18	15	10	14	8	15	14	13	10	4	8	14	18	15	12	9	12	12	10	13	10	14	11
TOTAL FAVOURABLE	13	19	18	11	15	8	16	15	15	11	5	9	16	18	17	12	10	13	12	11	15	10	16	12
Somewhat unfavourable	18	24	19	19	21	14	19	21	20	16	14	14	21	24	20	16	20	18	19	18	16	19	21	19
Very unfavourable	21	22	15	20	40	16	16	27	27	15	17	21	22	21	20	24	20	21	13	25	19	22	20	22
TOTAL UNFAVOURABLE	39	46	34	39	61	30	35	48	47	31	31	35	43	45	40	40	40	39	32	43	35	41	41	41
Don't know	48	36	48	50	24	61	48	37	37	58	63	55	41	36	43	48	49	48	56	46	49	49	43	47
NET FAVOURABILITY	-26	-27	-16	-28	-46	-22	-19	-33	-32	-20	-26	-26	-27	-27	-23	-28	-30	-26	-20	-32	-20	-31	-25	-29

*Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures should not be used.