

YouGov Survey Results

Sample Size: 2113 GB Adults
Fieldwork: 26th - 27th 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	2113	380	543	194	228	129	742	754	1023	1090	222	873	522	497	716	473	632	1828	101	184	501	347	256	725	
Unweighted Sample	2113	350	569	203	250	141	841	769	922	1191	186	730	579	618	822	492	492	1818	118	177	513	354	167	784	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

Kemi Badenoch

Very favourable	7	22	2	3	8	1	4	12	8	5	3	4	8	12	7	8	6	7	6	5	7	5	6	7
Somewhat favourable	25	50	9	18	49	12	19	37	27	24	17	19	29	37	25	30	27	26	25	18	24	29	24	27
TOTAL FAVOURABLE	32	72	11	21	57	13	23	49	35	29	20	23	37	49	32	38	33	33	31	23	31	34	30	34
Somewhat unfavourable	18	11	22	23	19	23	20	18	18	18	15	18	18	18	20	17	17	18	17	22	16	19	16	19
Very unfavourable	30	9	50	45	11	47	43	19	36	24	27	32	31	25	35	25	28	29	29	37	32	24	34	28
TOTAL UNFAVOURABLE	48	20	72	68	30	70	63	37	54	42	42	50	49	43	55	42	45	47	46	59	48	43	50	47
Don't know	20	8	16	11	13	17	13	14	11	29	37	27	13	8	14	19	23	20	23	18	21	23	20	18
NET FAVOURABILITY	-16	52	-61	-47	27	-57	-40	12	-19	-13	-22	-27	-12	6	-23	-4	-12	-14	-15	-36	-17	-9	-20	-13

Keir Starmer

Very favourable	3	1	8	6	0	0	6	3	4	3	3	3	4	4	4	2	4	4	1	2	5	4	3	3
Somewhat favourable	20	8	38	32	1	20	34	7	20	19	19	21	20	17	26	19	11	20	19	19	20	17	22	20
TOTAL FAVOURABLE	23	9	46	38	1	20	40	10	24	22	22	24	24	21	30	21	15	24	20	21	25	21	25	23
Somewhat unfavourable	23	19	30	28	5	37	28	16	21	25	30	27	19	17	27	23	19	23	23	27	21	24	22	23
Very unfavourable	46	70	19	27	90	37	28	70	50	43	31	39	54	59	38	49	59	47	48	45	48	48	42	47
TOTAL UNFAVOURABLE	69	89	49	55	95	74	56	86	71	68	61	66	73	76	65	72	78	70	71	72	69	72	64	70
Don't know	8	2	5	7	3	6	4	4	5	10	17	11	4	2	6	6	8	8	10	7	6	8	11	7
NET FAVOURABILITY	-46	-80	-3	-17	-94	-54	-16	-76	-47	-46	-39	-42	-49	-55	-35	-51	-63	-46	-51	-51	-44	-51	-39	-47

Ed Davey

Very favourable	4	2	6	14	0	4	7	2	5	3	5	4	4	5	6	2	3	4	3	2	6	1	5	4
Somewhat favourable	23	15	36	51	5	32	37	14	24	21	21	19	25	28	29	22	16	23	16	25	19	23	25	25
TOTAL FAVOURABLE	27	17	42	65	5	36	44	16	29	24	26	23	29	33	35	24	19	27	19	27	25	24	30	29
Somewhat unfavourable	20	29	20	10	28	20	21	25	23	18	12	19	21	26	21	20	23	20	21	20	20	18	19	22
Very unfavourable	17	29	7	7	45	8	9	31	24	11	8	14	21	25	14	18	23	18	19	16	19	18	18	16
TOTAL UNFAVOURABLE	37	58	27	17	73	28	30	56	47	29	20	33	42	51	35	38	46	38	40	36	39	36	37	38
Don't know	35	25	32	19	22	36	27	27	24	46	55	45	28	18	30	37	35	35	41	37	35	41	33	33
NET FAVOURABILITY	-10	-41	15	48	-68	8	14	-40	-18	-5	6	-10	-13	-18	0	-14	-27	-11	-21	-9	-14	-12	-7	-9

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	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	2113	380	543	194	228	129	742	754	1023	1090	222	873	522	497	716	473	632	1828	101	184	501	347	256	725
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Nigel Farage																								
Very favourable	11	15	3	2	44	1	3	24	14	8	3	8	13	16	8	12	16	11	15	6	13	11	7	11
Somewhat favourable	16	30	6	8	35	5	7	28	18	13	9	13	18	21	14	16	20	17	17	7	15	19	16	17
TOTAL FAVOURABLE	27	45	9	10	79	6	10	52	32	21	12	21	31	37	22	28	36	28	32	13	28	30	23	28
Somewhat unfavourable	13	21	8	9	12	12	10	16	12	15	13	13	12	16	14	15	12	13	9	14	15	15	8	13
Very unfavourable	52	30	80	80	5	78	77	27	52	53	61	56	51	44	60	49	43	52	47	62	50	46	61	53
TOTAL UNFAVOURABLE	65	51	88	89	17	90	87	43	64	68	74	69	63	60	74	64	55	65	56	76	65	61	69	66
Don't know	8	4	3	1	4	4	3	5	4	11	13	10	6	4	4	9	9	7	13	10	7	9	8	7
NET FAVOURABILITY	-38	-6	-79	-79	62	-84	-77	9	-32	-47	-62	-48	-32	-23	-52	-36	-19	-37	-24	-63	-37	-31	-46	-38
Zack Polanski																								
Very favourable	9	1	15	10	0	25	12	3	8	9	18	9	7	4	10	7	7	9	8	7	10	7	10	9
Somewhat favourable	15	5	23	21	1	31	24	5	16	15	17	18	14	10	20	11	11	15	11	19	14	14	22	14
TOTAL FAVOURABLE	24	6	38	31	1	56	36	8	24	24	35	27	21	14	30	18	18	24	19	26	24	21	32	23
Somewhat unfavourable	11	10	14	20	9	10	13	11	14	8	7	10	12	13	12	13	10	11	7	11	11	10	12	12
Very unfavourable	28	50	12	19	61	9	16	47	35	20	16	20	32	41	27	29	31	28	30	23	29	26	23	30
TOTAL UNFAVOURABLE	39	60	26	39	70	19	29	58	49	28	23	30	44	54	39	42	41	39	37	34	40	36	35	42
Don't know	38	33	37	30	29	26	35	35	26	49	41	42	36	32	31	40	41	37	44	39	37	44	33	36
NET FAVOURABILITY	-15	-54	12	-8	-69	37	7	-50	-25	-4	12	-3	-23	-40	-9	-24	-23	-15	-18	-8	-16	-15	-3	-19
Jeremy Corbyn																								
Very favourable	6	0	12	4	0	21	10	3	7	6	5	9	5	4	7	6	7	6	7	7	8	4	10	4
Somewhat favourable	15	2	22	20	5	30	20	6	14	16	25	19	11	8	16	14	12	15	11	18	16	13	20	13
TOTAL FAVOURABLE	21	2	34	24	5	51	30	9	21	22	30	28	16	12	23	20	19	21	18	25	24	17	30	17
Somewhat unfavourable	21	13	29	25	10	18	25	15	20	21	22	23	21	16	23	22	17	20	22	23	18	21	21	22
Very unfavourable	45	80	27	46	78	24	38	68	50	41	21	33	56	67	47	47	50	46	40	39	46	46	37	50
TOTAL UNFAVOURABLE	66	93	56	71	88	42	63	83	70	62	43	56	77	83	70	69	67	66	62	62	64	67	58	72
Don't know	13	5	9	5	7	7	7	8	8	17	28	16	8	5	8	12	14	12	20	13	11	15	12	11
NET FAVOURABILITY	-45	-91	-22	-47	-83	9	-33	-74	-49	-40	-13	-28	-61	-71	-47	-49	-48	-45	-44	-37	-40	-50	-28	-55
Rupert Lowe																								
Very favourable	9	9	2	3	35	0	2	16	12	6	6	8	11	10	7	10	11	9	8	6	11	8	5	10
Somewhat favourable	7	11	3	5	20	3	5	12	10	5	3	6	8	11	5	9	9	7	8	4	7	6	10	7
TOTAL FAVOURABLE	16	20	5	8	55	3	7	28	22	11	9	14	19	21	12	19	20	16	16	10	18	14	15	17
Somewhat unfavourable	8	12	7	7	8	6	7	10	10	6	6	7	7	11	8	6	11	8	5	9	9	6	8	9
Very unfavourable	18	8	31	28	4	24	28	9	25	11	21	18	19	14	23	13	14	17	14	21	17	12	20	19
TOTAL UNFAVOURABLE	26	20	38	35	12	30	35	19	35	17	27	25	26	25	31	19	25	25	19	30	26	18	28	28
Don't know	59	58	57	57	32	67	58	52	44	72	64	61	56	54	57	62	55	58	65	60	56	67	57	55
NET FAVOURABILITY	-10	0	-33	-27	43	-27	-28	9	-13	-6	-18	-11	-7	-4	-19	0	-5	-9	-3	-20	-8	-4	-13	-11

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Andy Burnham																								
Very favourable	11	6	24	13	3	10	16	8	11	10	5	9	13	13	13	9	11	11	8	8	18	12	6	8
Somewhat favourable	25	22	35	34	17	35	35	20	29	21	23	20	27	32	33	24	19	26	20	19	31	21	27	24
TOTAL FAVOURABLE	36	28	59	47	20	45	51	28	40	31	28	29	40	45	46	33	30	37	28	27	49	33	33	32
Somewhat unfavourable	14	26	8	12	22	8	12	20	17	11	7	10	16	21	13	15	15	13	12	16	12	14	13	14
Very unfavourable	14	23	5	9	31	8	8	25	18	10	3	13	18	17	13	14	18	14	10	17	14	14	15	13
TOTAL UNFAVOURABLE	28	49	13	21	53	16	20	45	35	21	10	23	34	38	26	29	33	27	22	33	26	28	28	27
Don't know	37	23	29	32	26	38	28	27	26	47	63	48	26	18	29	37	38	36	51	41	24	40	39	40
NET FAVOURABILITY	8	-21	46	26	-33	29	31	-17	5	10	18	6	6	7	20	4	-3	10	6	-6	23	5	5	5
Angela Rayner																								
Very favourable	4	0	10	6	1	3	8	1	5	3	3	3	5	5	6	3	3	4	2	3	6	2	5	4
Somewhat favourable	17	6	36	26	1	25	30	7	20	15	17	20	17	12	23	16	11	17	17	17	20	16	20	14
TOTAL FAVOURABLE	21	6	46	32	2	28	38	8	25	18	20	23	22	17	29	19	14	21	19	20	26	18	25	18
Somewhat unfavourable	19	16	21	29	15	22	23	17	20	18	15	19	18	21	22	20	16	19	13	18	19	18	17	21
Very unfavourable	36	66	14	23	72	21	24	58	42	31	16	26	46	53	32	39	44	37	36	32	35	36	31	40
TOTAL UNFAVOURABLE	55	82	35	52	87	43	47	75	62	49	31	45	64	74	54	59	60	56	49	50	54	54	48	61
Don't know	24	11	20	16	11	28	16	16	14	33	48	32	14	9	17	23	25	23	31	30	20	28	26	22
NET FAVOURABILITY	-34	-76	11	-20	-85	-15	-9	-67	-37	-31	-11	-22	-42	-57	-25	-40	-46	-35	-30	-30	-28	-36	-23	-43
Wes Streeting																								
Very favourable	2	1	5	4	1	0	3	2	2	3	3	0	3	5	2	2	3	3	3	2	4	2	2	2
Somewhat favourable	16	18	25	25	11	13	24	14	19	13	10	12	19	23	23	16	11	17	11	9	14	16	20	19
TOTAL FAVOURABLE	18	19	30	29	12	13	27	16	21	16	13	12	22	28	25	18	14	20	14	11	18	18	22	21
Somewhat unfavourable	21	28	25	23	25	22	26	24	23	19	14	19	22	27	24	20	20	21	17	21	22	19	17	23
Very unfavourable	19	25	10	15	33	22	14	27	25	13	12	17	25	19	17	19	23	19	14	23	22	17	19	17
TOTAL UNFAVOURABLE	40	53	35	38	58	44	40	51	48	32	26	36	47	46	41	39	43	40	31	44	44	36	36	40
Don't know	41	29	35	33	31	43	32	32	30	52	61	51	31	25	34	43	42	40	55	46	38	45	41	39
NET FAVOURABILITY	-22	-34	-5	-9	-46	-31	-13	-35	-27	-16	-13	-24	-25	-18	-16	-21	-29	-20	-17	-33	-26	-18	-14	-19
Shabana Mahmood																								
Very favourable	1	1	2	3	1	0	2	1	2	1	1	1	1	3	2	0	2	1	1	1	1	2	2	1
Somewhat favourable	12	16	16	14	12	5	16	12	14	9	5	8	13	19	17	11	8	12	11	9	12	8	13	13
TOTAL FAVOURABLE	13	17	18	17	13	5	18	13	16	10	6	9	14	22	19	11	10	13	12	10	13	10	15	14
Somewhat unfavourable	18	23	21	22	20	19	20	21	20	16	11	16	18	26	21	19	16	18	14	19	17	16	16	20
Very unfavourable	20	22	12	14	39	20	15	28	26	15	15	18	25	20	16	19	26	20	17	20	23	19	23	18
TOTAL UNFAVOURABLE	38	45	33	36	59	39	35	49	46	31	26	34	43	46	37	38	42	38	31	39	40	35	39	38
Don't know	49	38	49	47	29	56	47	38	39	59	68	57	43	32	44	50	48	48	57	50	46	54	46	48
NET FAVOURABILITY	-25	-28	-15	-19	-46	-34	-17	-36	-30	-21	-20	-25	-29	-24	-18	-27	-32	-25	-19	-29	-27	-25	-24	-24

*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.