

YouGov Survey Results

Sample Size: 2063 GB Adults
Fieldwork: 28th - 29th 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	2063	371	530	190	223	124	724	736	998	1065	217	852	510	485	699	462	617	1784	99	179	489	338	250	708	
Unweighted Sample	2063	336	538	209	230	130	807	732	900	1163	185	807	545	526	775	469	519	1752	123	188	485	345	150	772	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

Kemi Badenoch

Very favourable	6	18	3	3	7	0	3	10	5	7	3	3	7	10	5	7	6	6	5	3	6	7	6	6
Somewhat favourable	24	52	10	14	48	10	17	38	27	21	9	18	27	39	24	31	22	25	19	17	22	29	14	29
TOTAL FAVOURABLE	30	70	13	17	55	10	20	48	32	28	12	21	34	49	29	38	28	31	24	20	28	36	20	35
Somewhat unfavourable	21	13	26	27	17	27	23	18	23	19	23	20	23	19	22	18	23	21	17	23	21	19	22	21
Very unfavourable	29	7	48	43	11	46	42	17	33	25	38	31	30	21	35	23	25	29	27	34	30	28	35	26
TOTAL UNFAVOURABLE	50	20	74	70	28	73	65	35	56	44	61	51	53	40	57	41	48	50	44	57	51	47	57	47
Don't know	20	9	13	13	17	17	15	16	12	28	27	29	13	11	14	20	24	20	32	22	21	18	23	19
NET FAVOURABILITY	-20	50	-61	-53	27	-63	-45	13	-24	-16	-49	-30	-19	9	-28	-3	-20	-19	-20	-37	-23	-11	-37	-12

Keir Starmer

Very favourable	4	1	9	3	2	1	5	2	5	3	4	3	5	4	4	4	4	4	2	3	5	2	8	3
Somewhat favourable	18	5	35	28	3	18	29	7	19	17	25	18	17	14	25	13	13	18	22	19	15	17	19	19
TOTAL FAVOURABLE	22	6	44	31	5	19	34	9	24	20	29	21	22	18	29	17	17	22	24	22	20	19	27	22
Somewhat unfavourable	23	18	30	30	6	39	28	14	23	23	36	26	23	12	28	20	18	22	31	25	24	19	22	23
Very unfavourable	46	73	21	31	85	33	30	72	49	44	24	39	50	65	37	54	54	47	34	43	47	55	37	47
TOTAL UNFAVOURABLE	69	91	51	61	91	72	58	86	72	67	60	65	73	77	65	74	72	69	65	68	71	74	59	70
Don't know	9	3	5	7	4	8	7	5	5	13	11	13	5	4	6	8	11	9	12	10	9	7	14	7
NET FAVOURABILITY	-47	-85	-7	-30	-86	-53	-24	-77	-48	-47	-31	-44	-51	-59	-36	-57	-55	-47	-41	-46	-51	-55	-32	-48

Ed Davey

Very favourable	4	2	5	14	1	3	6	2	5	4	8	2	5	5	5	2	4	4	3	4	4	4	3	5
Somewhat favourable	24	20	40	45	10	24	35	17	28	21	26	21	28	26	30	23	20	24	23	26	21	24	31	25
TOTAL FAVOURABLE	28	22	45	59	11	27	41	19	33	25	34	23	33	31	35	25	24	28	26	30	25	28	34	30
Somewhat unfavourable	18	24	17	14	20	25	18	22	20	16	13	17	20	20	22	19	15	18	22	14	20	19	11	19
Very unfavourable	17	28	8	4	43	5	9	28	21	13	10	10	20	27	12	19	21	17	16	13	18	18	17	17
TOTAL UNFAVOURABLE	35	52	25	18	63	30	27	50	41	29	23	27	40	47	34	38	36	35	38	27	38	37	28	36
Don't know	37	26	30	23	26	43	33	30	27	46	43	49	27	22	31	38	40	36	36	43	38	36	38	35
NET FAVOURABILITY	-7	-30	20	41	-52	-3	14	-31	-8	-4	11	-4	-7	-16	1	-13	-12	-7	-12	3	-13	-9	6	-6

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Nigel Farage																									
Very favourable	10	18	3	3	36	0	3	21	12	7	2	5	11	20	7	13	12	10	8	5	10	10	4	12	
Somewhat favourable	17	27	7	8	45	2	8	29	21	14	9	12	22	25	14	19	21	18	15	14	18	21	17	16	
TOTAL FAVOURABLE	27	45	10	11	81	2	11	50	33	21	11	17	33	45	21	32	33	28	23	19	28	31	21	28	
Somewhat unfavourable	12	22	7	8	10	6	9	15	10	13	7	12	11	15	11	14	12	12	15	11	11	15	8	12	
Very unfavourable	52	27	78	77	5	86	75	28	52	52	72	58	51	35	62	45	41	51	50	60	51	46	59	51	
TOTAL UNFAVOURABLE	64	49	85	85	15	92	84	43	62	65	79	70	62	50	73	59	53	63	65	71	62	61	67	63	
Don't know	9	6	5	4	4	7	5	6	5	13	11	13	5	5	6	8	14	9	12	9	10	7	12	8	
NET FAVOURABILITY	-37	-4	-75	-74	66	-90	-73	7	-29	-44	-68	-53	-29	-5	-52	-27	-20	-35	-42	-52	-34	-30	-46	-35	
Zack Polanski																									
Very favourable	9	1	12	13	1	41	13	2	8	9	21	11	5	3	10	6	7	9	8	8	8	7	14	8	
Somewhat favourable	15	5	27	20	3	26	21	6	16	13	26	17	12	7	16	11	13	15	16	14	15	13	16	14	
TOTAL FAVOURABLE	24	6	39	33	4	67	34	8	24	22	47	28	17	10	26	17	20	24	24	22	23	20	30	22	
Somewhat unfavourable	11	11	14	16	6	10	13	10	13	10	16	9	12	13	14	10	10	12	11	9	11	11	15	11	
Very unfavourable	28	47	17	14	61	6	16	46	35	21	13	20	32	43	24	35	28	28	25	25	28	32	20	29	
TOTAL UNFAVOURABLE	39	58	31	30	67	16	29	56	48	31	29	29	44	56	38	45	38	40	36	34	39	43	35	40	
Don't know	38	36	30	38	28	18	36	36	27	47	24	43	39	33	35	38	42	37	40	44	38	37	35	37	
NET FAVOURABILITY	-15	-52	8	3	-63	51	5	-48	-24	-9	18	-1	-27	-46	-12	-28	-18	-16	-12	-12	-16	-23	-5	-18	
Jeremy Corbyn																									
Very favourable	7	0	10	5	1	26	8	2	7	6	15	8	4	3	7	4	7	7	7	5	7	6	14	5	
Somewhat favourable	15	3	24	21	6	29	21	7	16	14	25	18	12	8	17	13	12	14	21	18	17	15	12	13	
TOTAL FAVOURABLE	22	3	34	26	7	55	29	9	23	20	40	26	16	11	24	17	19	21	28	23	24	21	26	18	
Somewhat unfavourable	19	10	27	28	11	14	23	15	19	19	24	19	20	15	21	17	17	19	21	20	17	17	23	19	
Very unfavourable	46	82	30	37	77	22	38	69	51	42	19	36	55	69	46	56	47	48	35	39	45	53	35	52	
TOTAL UNFAVOURABLE	65	92	57	65	88	36	61	84	70	61	43	55	75	84	67	73	64	67	56	59	62	70	58	71	
Don't know	13	4	9	9	5	8	10	7	7	19	17	19	9	6	9	11	17	13	16	18	14	10	15	12	
NET FAVOURABILITY	-43	-89	-23	-39	-81	19	-32	-75	-47	-41	-3	-29	-59	-73	-43	-56	-45	-46	-28	-36	-38	-49	-32	-53	
Rupert Lowe																									
Very favourable	8	9	3	2	33	1	3	15	11	6	6	7	10	9	6	10	10	9	4	6	12	9	4	8	
Somewhat favourable	7	11	3	4	20	1	4	13	10	5	4	5	9	11	6	8	9	8	4	5	7	8	9	7	
TOTAL FAVOURABLE	15	20	6	6	53	2	7	28	21	11	10	12	19	20	12	18	19	17	8	11	19	17	13	15	
Somewhat unfavourable	8	10	7	5	9	4	6	10	9	7	7	8	7	9	10	7	7	7	9	10	6	9	7	8	
Very unfavourable	19	10	28	28	6	27	25	12	25	12	30	18	17	16	21	13	16	18	25	19	16	20	22	18	
TOTAL UNFAVOURABLE	27	20	35	33	15	31	31	22	34	19	37	26	24	25	31	20	23	25	34	29	22	29	29	26	
Don't know	58	58	58	61	31	67	62	50	45	70	54	61	57	56	57	62	57	58	58	60	59	53	58	59	
NET FAVOURABILITY	-12	0	-29	-27	38	-29	-24	6	-13	-8	-27	-14	-5	-5	-19	-2	-4	-8	-26	-18	-3	-12	-16	-11	

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Andy Burnham																								
Very favourable	10	4	22	11	3	12	16	6	11	9	8	8	14	11	14	8	8	10	6	10	17	7	9	8
Somewhat favourable	24	21	35	37	14	36	34	19	28	19	22	22	25	26	30	24	18	23	25	27	24	25	25	21
TOTAL FAVOURABLE	34	25	57	48	17	48	50	25	39	28	30	30	39	37	44	32	26	33	31	37	41	32	34	29
Somewhat unfavourable	15	22	12	15	23	8	14	22	17	14	8	13	20	18	19	17	12	16	12	12	15	16	17	16
Very unfavourable	15	26	7	8	28	5	8	23	18	12	7	11	17	23	11	16	18	15	10	11	14	17	15	15
TOTAL UNFAVOURABLE	30	48	19	23	51	13	22	45	35	26	15	24	37	41	30	33	30	31	22	23	29	33	32	31
Don't know	37	27	24	29	33	38	28	30	27	46	55	47	24	23	26	36	44	36	46	41	30	35	33	40
NET FAVOURABILITY	4	-23	38	25	-34	35	28	-20	4	2	15	6	2	-4	14	-1	-4	2	9	14	12	-1	2	-2
Angela Rayner																								
Very favourable	5	1	12	4	2	6	9	3	6	4	3	4	6	4	8	2	4	5	6	5	6	3	6	4
Somewhat favourable	18	8	35	24	4	27	28	8	21	15	26	18	20	11	24	15	12	18	20	15	18	17	20	17
TOTAL FAVOURABLE	23	9	47	28	6	33	37	11	27	19	29	22	26	15	32	17	16	23	26	20	24	20	26	21
Somewhat unfavourable	18	16	20	26	10	28	21	16	19	18	22	19	18	18	20	17	18	18	18	19	18	21	19	17
Very unfavourable	36	65	17	28	71	13	23	59	39	32	13	25	42	57	30	43	40	37	32	27	36	39	28	39
TOTAL UNFAVOURABLE	54	81	37	54	81	41	44	75	58	50	35	44	60	75	50	60	58	55	50	46	54	60	47	56
Don't know	24	10	15	18	14	27	21	14	16	31	36	33	15	10	18	23	27	23	23	34	22	19	28	23
NET FAVOURABILITY	-31	-72	10	-26	-75	-8	-7	-64	-31	-31	-6	-22	-34	-60	-18	-43	-42	-32	-24	-26	-30	-40	-21	-35
Wes Streeting																								
Very favourable	3	2	5	4	1	1	3	2	3	2	3	2	3	3	3	2	2	3	1	1	3	2	5	3
Somewhat favourable	14	16	22	17	8	15	19	11	15	12	12	10	17	18	18	13	11	14	14	10	12	14	14	16
TOTAL FAVOURABLE	17	18	27	21	9	16	22	13	18	14	15	12	20	21	21	15	13	17	15	11	15	16	19	19
Somewhat unfavourable	22	31	24	30	18	23	26	23	26	20	21	19	26	25	27	23	18	23	18	24	20	23	24	24
Very unfavourable	19	22	14	13	33	24	15	26	22	15	15	16	19	24	17	19	19	19	18	19	20	22	16	17
TOTAL UNFAVOURABLE	41	53	38	43	51	47	41	49	48	35	36	35	45	49	44	42	37	42	36	43	40	45	40	41
Don't know	43	29	35	37	39	37	37	37	34	51	49	52	35	30	34	43	50	42	49	46	46	40	41	41
NET FAVOURABILITY	-24	-35	-11	-22	-42	-31	-19	-36	-30	-21	-21	-23	-25	-28	-23	-27	-24	-25	-21	-32	-25	-29	-21	-22
Shabana Mahmood																								
Very favourable	1	1	2	2	0	1	1	1	2	0	2	0	1	2	0	1	2	1	2	1	1	0	1	1
Somewhat favourable	9	15	14	9	8	5	11	9	11	8	8	7	10	14	13	10	6	10	4	5	8	10	11	11
TOTAL FAVOURABLE	10	16	16	11	8	6	12	10	13	8	10	7	11	16	13	11	8	11	6	6	9	10	12	12
Somewhat unfavourable	18	23	20	22	19	18	18	19	21	15	19	13	20	23	22	18	11	18	19	15	20	17	18	18
Very unfavourable	20	22	14	15	39	16	17	27	25	15	14	19	21	23	16	21	25	20	16	23	18	21	24	19
TOTAL UNFAVOURABLE	38	45	34	37	58	34	35	46	46	30	33	32	41	46	38	39	36	38	35	38	38	38	42	37
Don't know	52	39	51	51	34	60	53	43	41	61	57	60	47	38	48	50	57	51	59	57	53	51	46	51
NET FAVOURABILITY	-28	-29	-18	-26	-50	-28	-23	-36	-33	-22	-23	-25	-30	-30	-25	-28	-28	-27	-29	-32	-29	-28	-30	-25

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Ed Miliband																								
Very favourable	4	1	8	7	2	6	7	1	6	2	7	4	3	3	5	3	2	4	3	3	4	3	6	4
Somewhat favourable	19	7	39	29	3	26	31	10	21	18	17	21	20	15	25	14	17	19	24	19	19	19	21	17
TOTAL FAVOURABLE	23	8	47	36	5	32	38	11	27	20	24	25	23	18	30	17	19	23	27	22	23	22	27	21
Somewhat unfavourable	21	23	21	28	14	28	23	20	20	23	23	23	21	18	23	21	20	21	28	20	21	22	20	22
Very unfavourable	32	56	17	17	66	12	21	55	37	27	11	23	38	51	29	38	35	32	22	35	31	36	24	34
TOTAL UNFAVOURABLE	53	79	38	45	80	40	44	75	57	50	34	46	59	69	52	59	55	53	50	55	52	58	44	56
Don't know	24	13	16	19	15	28	18	15	16	31	41	29	17	13	17	23	27	24	24	23	25	20	29	22
NET FAVOURABILITY	-30	-71	9	-9	-75	-8	-6	-64	-30	-30	-10	-21	-36	-51	-22	-42	-36	-30	-23	-33	-29	-36	-17	-35
Yvette Cooper																								
Very favourable	3	1	6	3	2	1	5	1	2	3	1	1	3	4	3	2	2	3	3	3	4	1	2	2
Somewhat favourable	14	12	28	21	3	13	24	8	16	12	8	11	19	15	21	11	10	14	13	10	12	14	14	17
TOTAL FAVOURABLE	17	13	34	24	5	14	29	9	18	15	9	12	22	19	24	13	12	17	16	13	16	15	16	19
Somewhat unfavourable	19	26	20	22	18	19	20	22	22	16	19	16	20	23	24	21	15	19	17	20	20	19	19	18
Very unfavourable	20	34	9	10	43	14	11	34	24	16	11	15	22	30	15	21	24	21	17	16	22	22	18	20
TOTAL UNFAVOURABLE	39	60	29	32	61	33	31	56	46	32	30	31	42	53	39	42	39	40	34	36	42	41	37	38
Don't know	44	28	38	44	34	53	40	34	35	53	60	56	35	28	37	44	50	43	50	51	42	43	46	43
NET FAVOURABILITY	-22	-47	5	-8	-56	-19	-2	-47	-28	-17	-21	-19	-20	-34	-15	-29	-27	-23	-18	-23	-26	-26	-21	-19
David Lammy																								
Very favourable	1	0	2	1	1	1	2	1	1	1	0	1	1	1	2	0	1	1	0	0	1	0	2	1
Somewhat favourable	11	6	24	19	3	7	18	5	14	9	13	10	13	10	15	9	8	12	9	9	9	10	18	12
TOTAL FAVOURABLE	12	6	26	20	4	8	20	6	15	10	13	11	14	11	17	9	9	13	9	9	10	10	20	13
Somewhat unfavourable	20	28	23	27	15	29	24	20	22	19	19	17	22	25	24	23	16	21	19	17	20	23	17	21
Very unfavourable	27	38	16	16	59	24	16	45	33	21	16	19	32	40	25	28	29	27	25	23	27	31	29	26
TOTAL UNFAVOURABLE	47	66	39	43	74	53	40	65	55	40	35	36	54	65	49	51	45	48	44	40	47	54	46	47
Don't know	41	28	36	38	22	39	40	28	30	50	52	53	32	24	35	39	46	39	47	51	43	35	35	40
NET FAVOURABILITY	-35	-60	-13	-23	-70	-45	-20	-59	-40	-30	-22	-25	-40	-54	-32	-42	-36	-35	-35	-31	-37	-44	-26	-34
Morgan McSweeney																								
Very favourable	1	1	1	0	1	0	0	0	1	0	3	0	0	0	0	0	1	1	1	0	1	0	2	0
Somewhat favourable	2	1	4	3	2	1	3	1	3	1	3	2	3	2	3	1	2	2	1	2	2	1	4	3
TOTAL FAVOURABLE	3	2	5	3	3	1	3	1	4	1	6	2	3	2	3	1	3	3	2	2	3	1	6	3
Somewhat unfavourable	12	11	18	16	12	12	14	13	16	9	9	11	15	14	15	13	9	12	17	14	10	13	16	12
Very unfavourable	21	31	16	17	37	17	16	31	26	16	13	15	23	32	22	22	19	21	17	18	21	21	20	22
TOTAL UNFAVOURABLE	33	42	34	33	49	29	30	44	42	25	22	26	38	46	37	35	28	33	34	32	31	34	36	34
Don't know	64	56	62	65	49	70	66	54	55	74	72	73	59	52	61	64	68	64	65	66	67	64	59	64
NET FAVOURABILITY	-30	-40	-29	-30	-46	-28	-27	-43	-38	-24	-16	-24	-35	-44	-34	-34	-25	-30	-32	-30	-28	-33	-30	-31

*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.