

YouGov Survey Results

Sample Size: 2060 GB Adults
Fieldwork: 30th April - 1st May 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	2060	371	529	190	222	122	723	735	997	1063	216	851	509	484	698	461	616	1782	99	179	488	338	249	707	
Unweighted Sample	2060	360	549	184	245	123	784	761	892	1168	180	763	547	570	780	470	507	1773	107	180	509	340	191	733	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

Kemi Badenoch

Very favourable	6	20	2	3	7	1	3	13	7	6	3	4	5	13	6	7	7	6	6	4	6	6	6	7
Somewhat favourable	25	53	10	21	50	9	16	41	27	23	15	15	27	44	23	28	28	25	27	16	24	25	26	27
TOTAL FAVOURABLE	31	73	12	24	57	10	19	54	34	29	18	19	32	57	29	35	35	31	33	20	30	31	32	34
Somewhat unfavourable	20	13	23	25	16	23	22	16	23	17	27	21	20	14	20	21	18	20	22	20	18	22	21	20
Very unfavourable	28	4	46	34	9	52	43	14	30	26	27	32	30	18	34	23	22	26	27	44	28	25	31	24
TOTAL UNFAVOURABLE	48	17	69	59	25	75	65	30	53	43	54	53	50	32	54	44	40	46	49	64	46	47	52	44
Don't know	21	11	19	17	17	15	16	17	13	29	27	28	18	11	17	21	25	22	19	17	25	22	15	22
NET FAVOURABILITY	-17	56	-57	-35	32	-65	-46	24	-19	-14	-36	-34	-18	25	-25	-9	-5	-15	-16	-44	-16	-16	-20	-10

Keir Starmer

Very favourable	3	1	7	2	0	2	5	1	3	2	2	3	3	3	4	2	2	3	4	2	3	1	7	2
Somewhat favourable	19	6	39	31	1	16	33	8	20	19	19	23	21	12	27	17	13	18	27	25	19	16	22	18
TOTAL FAVOURABLE	22	7	46	33	1	18	38	9	23	21	21	26	24	15	31	19	15	21	31	27	22	17	29	20
Somewhat unfavourable	24	20	26	37	11	38	29	16	24	24	40	25	21	19	26	24	23	24	19	26	23	19	29	27
Very unfavourable	45	71	22	22	84	37	27	69	48	42	28	38	48	62	35	48	53	45	45	41	46	55	34	44
TOTAL UNFAVOURABLE	69	91	48	59	95	75	56	85	72	66	68	63	69	81	61	72	76	69	64	67	69	74	63	71
Don't know	9	2	7	8	3	7	6	6	5	13	11	11	8	4	7	10	8	9	6	7	10	9	8	9
NET FAVOURABILITY	-47	-84	-2	-26	-94	-57	-18	-76	-49	-45	-47	-37	-45	-66	-30	-53	-61	-48	-33	-40	-47	-57	-34	-51

Ed Davey

Very favourable	5	1	5	23	0	2	7	3	5	4	3	4	6	5	6	5	3	4	3	6	3	3	4	6
Somewhat favourable	23	13	38	39	10	29	36	13	26	20	29	19	24	26	28	22	18	23	30	22	23	22	25	22
TOTAL FAVOURABLE	28	14	43	62	10	31	43	16	31	24	32	23	30	31	34	27	21	27	33	28	26	25	29	28
Somewhat unfavourable	20	36	16	12	21	22	15	27	23	17	15	17	20	27	17	20	25	20	18	20	18	23	20	20
Very unfavourable	17	26	7	4	37	10	9	29	21	13	6	13	20	24	15	17	20	17	19	14	17	19	15	16
TOTAL UNFAVOURABLE	37	62	23	16	58	32	24	56	44	30	21	30	40	51	32	37	45	37	37	34	35	42	35	36
Don't know	36	24	34	22	32	37	32	28	25	46	47	47	30	18	34	37	34	36	31	38	39	32	36	36
NET FAVOURABILITY	-9	-48	20	46	-48	-1	19	-40	-13	-6	11	-7	-10	-20	2	-10	-24	-10	-4	-6	-9	-17	-6	-8

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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	2060	371	529	190	222	122	723	735	997	1063	216	851	509	484	698	461	616	1782	99	179	488	338	249	707
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Nigel Farage																								
Very favourable	11	18	4	2	47	1	3	24	14	8	1	6	13	22	7	12	18	12	11	4	13	13	9	11
Somewhat favourable	16	33	6	7	34	3	7	30	18	14	7	12	18	25	13	15	23	16	16	16	16	18	12	17
TOTAL FAVOURABLE	27	51	10	9	81	4	10	54	32	22	8	18	31	47	20	27	41	28	27	20	29	31	21	28
Somewhat unfavourable	12	18	6	12	12	8	10	14	12	13	15	11	12	14	12	16	12	13	10	10	10	17	15	12
Very unfavourable	53	26	79	76	4	86	76	26	52	53	65	61	49	36	62	50	39	51	56	63	50	47	60	51
TOTAL UNFAVOURABLE	65	44	85	88	16	94	86	40	64	66	80	72	61	50	74	66	51	64	66	73	60	64	75	63
Don't know	8	6	4	3	3	3	4	6	4	12	11	9	8	3	6	7	8	8	7	7	10	6	5	8
NET FAVOURABILITY	-38	7	-75	-79	65	-90	-76	14	-32	-44	-72	-54	-30	-3	-54	-39	-10	-36	-39	-53	-31	-33	-54	-35
Zack Polanski																								
Very favourable	10	0	17	11	1	35	14	3	10	10	23	12	7	4	12	8	6	10	6	9	11	10	12	9
Somewhat favourable	14	5	20	22	3	35	22	4	15	12	27	13	15	8	15	14	9	13	18	20	11	11	18	13
TOTAL FAVOURABLE	24	5	37	33	4	70	36	7	25	22	50	25	22	12	27	22	15	23	24	29	22	21	30	22
Somewhat unfavourable	12	10	14	19	11	6	14	12	15	10	13	12	11	14	14	11	13	12	16	10	10	11	17	13
Very unfavourable	29	54	15	15	57	4	16	47	36	22	12	21	31	46	25	26	36	29	23	29	29	32	25	28
TOTAL UNFAVOURABLE	41	64	29	34	68	10	30	59	51	32	25	33	42	60	39	37	49	41	39	39	39	43	42	41
Don't know	35	31	34	33	28	18	34	34	24	46	26	41	36	28	33	41	36	36	37	32	38	36	29	36
NET FAVOURABILITY	-17	-59	8	-1	-64	60	6	-52	-26	-10	25	-8	-20	-48	-12	-15	-34	-18	-15	-10	-17	-22	-12	-19
Jeremy Corbyn																								
Very favourable	7	0	12	3	1	24	11	3	7	7	9	9	5	4	8	5	5	6	8	9	7	4	12	5
Somewhat favourable	17	2	29	17	4	30	23	6	18	16	34	21	13	6	19	12	16	16	20	23	14	19	23	14
TOTAL FAVOURABLE	24	2	41	20	5	54	34	9	25	23	43	30	18	10	27	17	21	22	28	32	21	23	35	19
Somewhat unfavourable	19	16	22	26	12	18	24	14	19	19	20	21	19	15	19	19	20	19	22	20	20	19	16	19
Very unfavourable	44	76	25	45	75	23	33	68	48	40	16	32	51	68	45	51	43	45	38	38	44	46	41	47
TOTAL UNFAVOURABLE	63	92	47	71	87	41	57	82	67	59	36	53	70	83	64	70	63	64	60	58	64	65	57	66
Don't know	13	5	11	9	8	5	9	9	8	18	20	17	11	7	10	12	16	14	12	10	15	12	8	15
NET FAVOURABILITY	-39	-90	-6	-51	-82	13	-23	-73	-42	-36	7	-23	-52	-73	-37	-53	-42	-42	-32	-26	-43	-42	-22	-47
Rupert Lowe																								
Very favourable	11	16	4	3	36	1	5	18	14	7	6	10	12	13	7	10	16	11	7	7	13	14	8	10
Somewhat favourable	7	12	3	3	20	1	3	12	9	5	5	6	7	10	7	7	8	7	7	7	9	5	7	7
TOTAL FAVOURABLE	18	28	7	6	56	2	8	30	23	12	11	16	19	23	14	17	24	18	14	14	22	19	15	17
Somewhat unfavourable	8	9	5	9	9	9	7	9	10	5	9	6	8	10	8	6	9	8	8	6	5	10	11	8
Very unfavourable	17	6	28	21	6	32	25	10	24	11	25	18	16	14	20	13	15	17	15	22	17	18	15	17
TOTAL UNFAVOURABLE	25	15	33	30	15	41	32	19	34	16	34	24	24	24	28	19	24	25	23	28	22	28	26	25
Don't know	58	58	60	64	29	56	61	50	43	71	54	61	57	53	58	63	52	57	64	59	57	53	59	59
NET FAVOURABILITY	-7	13	-26	-24	41	-39	-24	11	-11	-4	-23	-8	-5	-1	-14	-2	0	-7	-9	-14	0	-9	-11	-8

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Andy Burnham																								
Very favourable	11	3	22	15	3	15	17	8	13	9	7	10	14	14	7	10	11	6	8	18	9	11	7	
Somewhat favourable	25	21	35	30	17	33	33	21	29	21	22	23	25	26	24	25	24	34	24	28	27	24	20	
TOTAL FAVOURABLE	36	24	57	45	20	48	50	29	42	30	29	33	39	40	31	35	35	40	32	46	36	35	27	
Somewhat unfavourable	14	26	8	13	22	7	13	20	17	12	7	11	17	16	13	14	14	21	16	12	15	12	15	
Very unfavourable	15	26	4	11	31	5	8	25	19	11	8	11	17	13	17	16	15	12	10	15	16	17	15	
TOTAL UNFAVOURABLE	29	52	12	24	53	12	21	45	36	23	15	22	34	29	30	30	29	33	26	27	31	29	30	
Don't know	36	24	31	32	27	40	29	26	23	48	56	45	27	31	39	35	36	28	42	27	33	36	42	
NET FAVOURABILITY	7	-28	45	21	-33	36	29	-16	6	7	14	11	5	11	1	5	6	7	6	19	5	6	-3	
Angela Rayner																								
Very favourable	5	1	12	5	1	4	9	2	5	4	4	5	7	8	4	2	5	6	4	6	3	5	4	
Somewhat favourable	18	6	35	24	3	27	29	8	20	15	22	19	17	23	14	16	17	20	23	17	16	24	15	
TOTAL FAVOURABLE	23	7	47	29	4	31	38	10	25	19	26	24	24	31	18	18	22	26	27	23	19	29	19	
Somewhat unfavourable	19	14	18	29	14	23	20	17	19	19	21	20	18	20	16	18	18	22	21	17	18	20	18	
Very unfavourable	36	68	14	25	69	15	23	58	41	31	14	25	41	30	42	42	37	30	26	37	42	31	37	
TOTAL UNFAVOURABLE	55	82	32	54	83	38	43	75	60	50	35	45	59	50	58	60	55	52	47	54	60	51	55	
Don't know	23	10	21	17	13	30	19	15	14	32	39	31	17	20	24	23	23	23	27	23	20	20	25	
NET FAVOURABILITY	-32	-75	15	-25	-79	-7	-5	-65	-35	-31	-9	-21	-35	-19	-40	-42	-33	-26	-20	-31	-41	-22	-36	
Wes Streeting																								
Very favourable	2	1	4	4	2	1	3	2	2	2	2	1	2	2	2	2	2	0	0	2	2	3	3	
Somewhat favourable	16	17	23	25	9	10	23	13	18	13	14	13	16	19	15	14	16	17	13	13	13	21	17	
TOTAL FAVOURABLE	18	18	27	29	11	11	26	15	20	15	16	14	18	21	17	16	18	17	13	15	15	24	20	
Somewhat unfavourable	21	23	20	20	27	25	21	24	24	17	18	18	23	24	20	19	21	23	21	22	25	23	17	
Very unfavourable	19	28	11	14	32	25	15	27	23	15	12	17	21	17	18	21	19	14	22	19	21	16	19	
TOTAL UNFAVOURABLE	40	51	31	34	59	50	36	51	47	32	30	35	44	41	38	40	40	37	43	41	46	39	36	
Don't know	43	32	43	38	30	40	38	34	32	53	54	51	38	37	45	44	42	47	44	45	40	36	44	
NET FAVOURABILITY	-22	-33	-4	-5	-48	-39	-10	-36	-27	-17	-14	-21	-26	-24	-20	-21	-24	-22	-20	-30	-26	-31	-15	-16
Shabana Mahmood																								
Very favourable	2	1	2	2	1	0	2	1	2	1	3	1	2	2	1	2	2	3	0	2	1	3	1	
Somewhat favourable	13	17	18	15	15	7	16	15	16	10	5	9	14	16	12	12	14	9	8	13	10	18	14	
TOTAL FAVOURABLE	15	18	20	17	16	7	18	16	18	11	8	10	16	18	13	14	16	12	8	15	11	21	15	
Somewhat unfavourable	17	22	12	22	20	19	16	20	20	14	19	13	16	18	15	20	17	21	15	16	21	17	16	
Very unfavourable	20	21	14	15	37	26	16	25	26	15	12	20	23	18	20	22	21	13	18	22	24	19	19	
TOTAL UNFAVOURABLE	37	43	26	37	57	45	32	45	46	29	31	33	39	36	35	42	38	34	33	38	45	36	35	
Don't know	48	39	54	47	27	48	50	38	37	59	62	56	45	46	53	45	47	54	58	47	44	43	50	
NET FAVOURABILITY	-22	-25	-6	-20	-41	-38	-14	-29	-28	-18	-23	-23	-23	-21	-18	-22	-28	-22	-22	-25	-23	-34	-15	-20

*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.