

YouGov Survey Results

Sample size: 2008 adults in GB

Fieldwork: 31st August - 1st September 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	
2008	361	516	185	217	120	705	717	970	1038	211	827	496	474	681	450	600	1737	96	175	476	329	243	689	
Unweighted Sample	2008	330	531	205	239	111	790	732	883	1125	160	690	590	568	800	441	484	1684	135	189	466	326	139	753
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

What three words would you use to describe Kemi Badenoch?

Respondents answered in their own words. In cases where small numbers of respondents used similar but not identical words, these have been grouped together to make overall themes clearer.

Boring, forgettable, uninspiring	4	2	6	4	5	5	4	4	5	3	9	3	4	2	4	2	4	4	4	3	3	6	2	5
Horrible, unpleasant, bully, nasty, mean	4	0	6	5	2	7	5	2	4	3	1	4	4	3	5	3	3	4	6	3	5	3	3	3
Useless, ineffective	4	1	6	3	4	2	5	5	4	3	0	3	5	4	4	4	4	3	4	6	4	4	3	3
Not very good, rubbish, disappointing, unimpressive	3	1	4	5	3	2	3	5	4	2	4	3	3	3	3	3	3	3	2	2	2	3	5	3
Out of touch, clueless	3	2	4	5	1	4	3	3	3	2	2	3	3	2	4	2	1	3	1	3	2	3	4	2
Rude, loud, obnoxious, bossy	3	2	5	2	1	1	4	2	2	3	1	3	3	3	4	4	1	3	0	5	3	2	3	3
Aggressive, argumentative, confrontational	2	2	5	4	0	0	5	1	3	2	3	2	2	3	4	2	0	2	4	3	1	3	2	3
Annoying, irritating	2	0	3	2	1	4	2	1	1	2	3	2	1	1	1	2	1	1	3	2	1	1	1	2
Arrogant	2	0	4	2	1	4	4	1	2	2	1	2	2	3	3	2	1	2	3	3	2	2	2	2
Cold, uncaring	2	1	3	1	0	6	3	1	2	2	2	2	1	2	2	1	1	2	1	1	1	0	5	2
Evil, cruel, bad, awful	2	0	4	4	0	6	4	1	2	2	2	3	1	1	3	2	1	2	1	0	3	1	1	2
Incompetent, inept	2	1	3	3	0	0	2	1	3	1	1	2	1	2	3	2	1	2	0	0	2	3	3	2
Insults	2	0	3	1	2	5	2	1	2	1	1	2	1	2	1	2	3	2	0	1	3	1	4	1
Irrelevant, waste of space	2	0	3	3	1	5	3	1	3	1	2	2	1	2	3	0	2	2	2	2	3	3	2	1
Liar, dishonest	2	0	3	0	4	2	1	2	2	1	2	2	2	1	2	1	2	2	1	3	2	1	3	1
Negative, critical, petty	2	1	4	2	0	0	3	1	2	2	1	1	2	2	3	2	0	1	4	3	0	4	1	1
Stupid, ignorant	2	0	3	3	1	3	2	1	3	1	3	2	3	1	2	2	1	2	1	3	3	1	3	1
Unlikeable, unpopular	2	1	2	2	0	7	3	1	2	2	3	2	2	1	2	1	1	2	0	2	2	2	3	1
Untrustworthy	2	2	3	3	2	1	2	2	3	2	0	3	4	2	3	3	2	2	3	2	5	3	0	1
Weak	2	2	3	1	2	0	1	3	2	1	3	1	2	3	1	3	2	2	2	1	2	2	0	2
Anonymous, invisible	1	0	1	1	3	1	1	1	1	1	0	1	2	1	2	0	1	1	0	0	1	1	2	1
Childish, embarrassing, foolish	1	0	1	0	0	1	1	0	1	1	0	1	0	1	1	0	1	1	0	1	1	0	1	0
Condescending, patronising, snob, smarmy	1	0	2	2	2	1	2	1	1	2	1	1	2	1	2	1	1	1	3	3	1	2	1	1
Dangerous, mad	1	1	1	1	0	0	1	0	1	1	1	1	1	0	1	1	0	1	1	1	0	1	1	1
Delusional, unrealistic	1	0	2	1	1	1	2	1	1	1	1	1	1	1	2	1	0	1	1	1	1	2	0	1
Disingenuous, fake	1	0	1	1	2	1	2	1	2	1	0	1	2	1	2	1	1	1	0	1	1	2	2	1
Divisive, controversial	1	0	1	2	0	0	1	0	1	0	0	1	1	0	1	1	1	1	2	0	0	1	3	1
Egotist, self-centred	1	0	2	1	1	1	1	1	1	1	2	0	1	2	1	1	0	1	1	1	1	1	1	1
Extreme, fascist	1	0	1	2	0	1	1	0	1	1	2	1	0	1	1	0	0	1	1	1	1	0	0	1
Follower, copies Reform	1	0	1	1	1	1	1	0	1	1	1	1	1	0	1	0	1	1	0	0	1	2	0	1
Hypocrite	1	0	3	2	0	1	2	0	1	1	3	1	0	1	2	1	0	1	1	0	2	2	1	1
Inexperienced, unsuitable	1	0	2	1	2	2	2	1	2	1	2	2	1	1	1	2	1	2	1	1	1	2	2	1
Like the rest, just another politician	1	1	1	0	2	0	0	1	1	0	0	1	1	1	0	1	2	1	0	2	1	1	0	1
Losing, could do better	1	1	3	1	2	1	2	1	2	1	1	1	1	2	2	1	1	1	1	0	1	2	2	1
Misguided, naïve, wrong	1	0	3	0	0	1	2	1	1	1	3	0	1	1	1	1	0	1	1	2	1	1	2	1
Opportunist	1	0	2	3	0	0	2	0	1	0	2	0	1	1	1	0	0	1	4	0	0	0	2	1
Other discriminatory (e.g. transphobic)	1	0	1	3	0	4	1	0	0	1	2	1	0	1	1	1	0	1	1	0	0	0	2	1
Posh, privileged	1	0	2	0	1	2	2	1	0	2	1	1	1	0	1	1	0	1	0	2	1	1	0	1
Racist, bigoted	1	0	2	1	0	2	2	0	0	1	0	1	1	1	1	1	1	1	3	0	1	1	1	1
Reactionary	1	0	2	2	0	0	1	0	1	0	3	0	1	0	1	0	1	1	1	1	1	0	1	1
Self-serving, selfish, corrupt	1	1	1	1	1	2	2	1	1	1	0	1	2	1	1	2	1	1	3	2	2	1	0	1
Stubborn	1	1	1	2	0	2	1	0	1	0	2	1	0	0	1	1	1	1	0	2	1	1	0	1
Temporary, placeholder, bench warmer	1	0	1	1	1	0	0	1	1	0	2	0	1	0	1	0	0	0	2	1	1	0	0	1
Vague, indecisive	1	1	2	3	1	3	2	1	2	1	2	1	1	3	2	1	1	1	1	1	2	1	1	2
Weird, odd, strange	1	0	2	0	0	3	1	0	2	1	5	1	0	0	1	0	2	1	3	0	0	2	4	0
Puppet	0	0	1	0	0	1	1	0	0	0	1	0	0	0	1	0	0	0	0	0	0	0	1	1
Other negative	2	1	3	1	3	3	3	1	2	1	3	2	2	1	2	2	1	2	4	2	2	2	2	2
TOTAL: AT LEAST ONE NEGATIVE	40	20	61	47	34	55	50	33	48	33	47	39	42	39	47	36	35	40	39	46	42	39	47	36

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Intelligent, smart, clever, educated	7	18	2	5	13	5	6	11	6	8	3	3	9	13	9	8	5	7	8	6	6	8	6	7
Strong, decisive, powerful	7	12	4	8	13	2	5	10	5	8	8	7	9	6	7	7	7	7	9	2	6	10	8	7
Articulate, eloquent, well spoken	3	7	1	3	6	2	3	5	3	3	2	1	3	7	4	3	2	3	4	2	3	5	0	3
Confident	3	5	3	3	5	1	3	4	2	4	3	2	4	5	4	4	3	3	5	2	3	3	3	4
Determined, focussed	3	6	3	5	5	1	3	5	3	4	3	1	4	6	5	3	3	3	3	4	3	3	2	4
Ambitious, driven	2	2	3	2	2	0	2	2	1	2	1	1	2	2	2	3	1	2	1	2	1	2	1	2
Competent, capable	2	4	2	1	4	1	2	3	2	2	1	1	2	5	3	3	1	2	5	1	2	3	2	2
Forthright, direct, straight talking	2	5	1	3	3	3	2	2	2	2	2	2	2	2	2	3	2	2	0	1	2	3	1	3
Honest, trustworthy	2	7	1	1	5	1	1	5	3	2	0	1	3	6	2	2	3	2	4	2	2	3	1	3
Leadership	2	5	1	3	2	0	2	2	2	2	0	1	2	3	3	1	2	2	1	1	2	1	2	2
Likeable	2	5	1	1	1	0	2	3	1	2	0	0	3	4	2	2	2	2	1	1	1	2	0	2
Sensible, professional, responsible	2	6	1	1	1	0	2	2	1	2	1	1	2	2	2	1	1	2	3	1	2	2	2	1
Assertive	1	3	1	1	1	1	1	2	1	2	0	1	2	2	2	2	0	1	2	0	1	1	2	2
Attractive	1	1	0	0	3	0	0	1	1	0	0	0	1	1	1	1	1	1	1	1	0	0	1	1
Brave, bold	1	2	1	0	2	2	1	2	1	2	1	1	1	2	1	2	2	1	1	1	1	2	3	1
Calm	1	1	1	0	1	1	1	0	1	1	3	1	1	1	1	0	0	1	0	1	1	0	3	1
Caring, kind	1	1	1	1	1	0	1	1	0	1	0	0	1	2	1	1	1	1	2	2	0	0	0	1
Charismatic, engaging, inspiring	1	2	1	2	2	0	1	1	1	1	1	2	1	2	2	1	1	1	3	1	1	2	0	1
Clear	1	2	1	1	1	0	1	2	1	1	0	1	1	2	1	1	1	1	1	0	1	0	1	2
Different, fresh, modern	1	2	1	1	1	0	1	1	1	1	2	1	1	1	1	1	2	1	1	0	1	0	2	2
Fair, measured, pragmatic	1	3	1	1	3	0	2	1	1	1	0	1	2	1	1	1	2	1	1	0	0	2	1	2
Feisty	1	2	1	1	2	0	1	1	1	2	1	1	2	1	2	0	1	1	0	1	1	1	3	1
Good leader	1	2	1	1	2	0	1	2	2	0	1	1	0	3	2	0	1	1	0	2	1	0	2	1
Improving, potential	1	3	1	1	2	0	1	2	2	1	2	0	2	2	2	2	0	1	1	1	1	2	2	1
Logical, calculated, sharp	1	2	0	0	1	1	1	1	1	0	0	1	1	1	1	1	0	1	0	1	2	1	0	1
Okay	1	1	0	1	1	0	1	1	1	1	0	1	1	1	1	1	0	1	1	0	1	1	0	0
Passionate, enthusiastic	1	2	1	1	2	0	1	1	1	1	1	0	1	2	1	0	0	1	0	0	1	2	1	1
PM in waiting	1	3	0	0	0	0	0	1	1	0	0	0	0	3	1	1	0	1	0	0	0	0	2	1
Positive, optimistic, hopeful	1	2	1	1	1	0	1	2	1	1	0	1	1	2	1	1	1	1	1	1	1	1	1	1
Principled, reliable	1	1	0	1	1	0	0	1	1	1	0	0	1	1	1	1	0	1	1	0	0	0	0	1
Talented, impressive, brilliant	1	3	1	1	2	1	1	2	2	1	2	1	1	2	2	1	1	1	1	1	1	2	1	1
Tough, firm	1	2	1	1	1	0	1	1	1	1	3	1	2	1	1	2	1	1	0	1	1	1	3	1
Trier, active	1	3	0	0	1	0	1	2	1	1	0	0	1	2	0	1	2	1	0	0	1	2	0	1
Witty, funny	1	2	1	1	2	0	0	2	1	1	0	0	1	1	1	2	0	1	0	0	0	1	0	2
Better than...	0	1	0	0	2	0	0	1	1	0	0	0	1	0	0	1	1	0	0	0	1	0	0	1
Convincing	0	1	0	0	0	0	1	0	0	0	0	0	0	1	1	0	0	0	0	0	0	0	0	0
Genuine	0	0	0	0	1	0	0	1	1	0	0	0	0	1	1	0	0	0	1	0	1	0	0	0
In touch	0	1	0	0	0	0	0	1	0	0	0	0	1	0	0	0	1	0	0	1	0	1	0	0
Patriotic	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0
Right ideas, well intentioned	0	1	1	0	0	0	0	1	0	0	0	0	0	1	1	0	0	0	0	1	0	1	0	0
Other positive	1	3	1	1	1	0	1	1	1	1	0	1	1	1	1	1	1	1	2	1	0	2	1	1
TOTAL: AT LEAST ONE POSITIVE	31	62	21	29	48	14	27	44	29	32	21	20	36	48	35	35	26	31	28	24	27	33	29	34

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Conservative (leader)	9	8	10	12	10	11	10	8	11	7	11	8	11	8	8	8	10	9	13	9	9	6	13	8
Woman	4	8	4	5	5	1	5	5	5	4	0	4	6	5	4	6	5	5	2	3	5	4	6	5
Black	2	3	2	3	3	0	2	2	3	1	0	2	2	2	2	2	2	2	3	2	2	1	0	2
Outspoken, opinionated	2	1	2	3	3	0	2	2	1	2	1	2	1	3	2	4	1	2	3	3	1	1	2	2
Politician	2	4	2	4	1	0	2	2	2	3	1	2	4	2	2	2	3	2	5	3	1	3	3	2
Average	1	1	0	1	1	0	0	1	1	0	1	1	0	0	1	1	0	0	1	1	1	0	0	0
British	1	1	0	0	0	0	0	1	1	0	1	0	0	1	0	1	1	0	0	2	0	0	2	0
Leader (unspecified)	1	2	0	1	1	0	0	2	1	1	2	0	1	1	1	1	1	1	0	0	1	2	0	1
Opposition leader	1	0	1	0	0	0	1	1	1	0	0	1	0	1	1	0	0	1	0	1	1	0	1	0
Other political label	1	1	0	1	0	1	1	0	0	1	0	0	1	0	1	0	0	1	0	0	0	0	0	1
Right-wing	1	0	1	2	0	2	1	0	1	1	0	1	1	1	1	1	0	1	1	1	0	0	1	1
Nigerian, foreign	0	0	0	0	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0
Other personal description	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	1	0	0	0	0	1	0	0
Policy reference	0	0	1	0	0	2	1	0	0	1	1	0	1	0	1	0	0	0	1	1	1	0	1	0
Young	0	0	0	1	0	1	0	0	0	0	0	0	1	0	1	0	0	0	0	0	0	0	0	0
Other neutral or ambiguous	1	0	1	1	1	1	0	1	1	1	0	1	1	1	1	1	1	1	2	1	2	0	0	0
TOTAL: AT LEAST ONE NEUTRAL	18	19	17	24	20	17	19	17	20	16	18	15	21	20	17	20	18	17	24	22	18	15	19	17
Don't know	20	12	15	17	11	24	16	17	15	25	28	26	15	11	12	21	26	21	15	16	21	20	18	22
Who?, never heard of them	9	5	5	9	5	11	8	6	6	12	9	13	7	2	9	8	8	8	9	14	8	8	8	8
TOTAL: DON'T KNOW	29	17	20	25	16	35	24	23	20	37	37	40	22	13	21	29	35	29	24	30	29	29	27	30

*This survey was carried out online. The figures have been weighted and are representative of all adults in GB(aged 18+).

*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.