

YouGov Survey Results

Sample size: 2079 adults in GB
Fieldwork: 27th - 28th August 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	2079	374	534	191	225	118	730	742	1004	1075	218	857	514	491	705	466	622	1798	100	181	493	341	252	713
Unweighted Sample	2079	352	586	195	235	123	826	755	925	1154	159	755	598	567	810	457	525	1766	126	187	484	345	193	744
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

What three words would you use to describe Andy Burnham?

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.

Down to Earth, normal, relatable, grounded	6	4	9	9	3	8	9	4	5	7	6	7	6	5	8	5	5	6	10	6	8	5	6	5
Fresh, new, different	5	4	9	7	2	5	7	3	5	6	7	6	4	5	7	5	4	5	6	4	3	7	6	6
Personable, likeable	4	2	7	5	2	7	5	3	4	4	3	3	6	4	4	5	3	4	2	4	5	4	4	3
Caring, kind, compassionate	3	2	5	5	0	1	4	1	3	3	4	2	2	3	3	4	2	3	2	2	3	2	3	2
Determined, hardworking	3	1	6	3	0	3	5	1	3	3	4	3	2	2	4	3	1	3	2	3	2	3	3	3
Honest	3	1	7	6	1	3	6	2	4	2	2	3	4	4	5	2	3	3	2	3	3	3	3	4
Hopeful, optimistic	3	2	6	3	1	6	5	1	3	3	4	3	3	2	4	2	2	3	3	3	3	2	3	4
Proactive, doer, trier	3	1	4	6	1	3	4	2	2	4	2	3	2	3	3	5	1	3	1	1	3	1	3	4
Ambitious	2	1	4	3	1	3	4	2	2	2	2	2	3	2	3	3	1	2	1	5	3	2	3	2
Better than Starmer / rest	2	0	2	1	1	6	2	1	2	1	3	2	1	1	1	2	1	2	1	2	1	3	2	1
Charismatic	2	2	3	5	1	3	2	1	3	2	7	2	2	2	3	1	1	3	1	1	3	4	2	2
Competent, experienced, capable	2	0	5	1	0	3	3	0	3	1	5	2	2	2	3	2	1	2	1	3	3	2	5	1
Decent, good, well meaning	2	1	4	2	1	5	4	1	3	2	3	3	1	1	3	3	1	2	3	4	2	1	2	2
Friendly, approachable	2	2	4	4	1	1	3	2	2	3	5	2	2	3	3	3	1	2	1	5	2	3	3	2
Genuine, authentic	2	1	5	5	0	2	4	0	2	2	2	2	3	2	3	2	2	3	2	1	3	2	3	3
Good communicator, clear, straightforward	2	2	3	2	0	5	3	1	2	2	2	2	3	1	3	1	2	2	1	1	1	2	4	3
Interesting, dynamic	2	2	2	1	0	5	2	1	2	1	4	1	2	2	2	2	1	2	3	1	2	2	1	2
Listening, open, understanding	2	1	4	3	1	2	3	1	2	2	5	1	2	3	3	2	1	2	2	2	2	3	3	1
Positive, upbeat	2	1	3	1	1	0	2	2	1	2	0	1	2	2	1	2	2	1	3	2	2	1	1	1
Pragmatic, fair, practical	2	1	4	2	0	0	3	1	2	1	4	2	1	1	2	1	1	2	1	2	2	1	3	1
Sensible, realistic	2	1	3	2	1	2	2	1	2	2	5	2	2	1	2	2	2	2	2	2	1	2	2	3
Smart, intelligent, clever	2	1	3	6	0	0	2	1	2	2	3	1	3	2	2	2	1	2	2	2	2	2	4	1
Strong, decisive	2	2	2	1	0	3	2	1	2	2	3	2	3	1	2	3	1	2	1	2	2	2	3	1
Trustworthy	2	0	3	3	1	1	2	1	2	1	1	1	2	2	2	2	2	2	2	1	2	3	2	1
A leader	1	0	1	1	0	0	2	0	1	1	2	1	0	1	2	1	0	1	1	2	1	1	1	1
Bloke, lad, cool dude	1	2	0	1	1	1	0	1	1	0	4	0	1	0	1	0	1	1	0	0	1	1	0	1
Bold, brave	1	1	1	1	0	1	1	0	1	1	1	1	1	0	1	0	0	1	0	1	1	0	0	1
Calculated	1	0	2	1	0	2	1	0	1	1	1	1	1	0	1	1	0	1	1	1	1	1	2	0
Calm, level-headed	1	1	2	0	1	1	1	1	1	1	1	1	0	1	1	1	1	1	0	1	1	1	1	1
Casual	1	1	1	1	0	1	0	1	0	1	1	0	1	0	0	1	1	1	0	0	0	1	1	1
Change	1	1	2	1	0	1	1	0	1	1	2	1	1	1	1	0	1	1	0	1	0	0	2	1
Committed, dedicated, focussed	1	1	2	2	0	2	2	1	1	1	1	1	1	1	2	1	0	1	3	2	2	1	1	1
Confident	1	1	1	2	1	2	2	1	1	1	1	1	1	1	1	1	1	1	1	0	1	2	0	2
Enthusiastic, passionate	1	1	1	4	0	1	1	1	1	1	0	1	1	1	2	2	0	1	1	2	1	0	1	2
Great, brilliant	1	1	1	1	0	0	1	1	1	1	2	1	0	1	1	1	1	1	1	1	1	1	1	1
Keen, eager	1	1	1	3	0	0	1	1	1	1	0	0	1	2	1	2	0	1	1	0	1	1	1	0
Loyal	1	0	1	1	0	0	1	0	1	0	1	0	1	0	0	0	0	1	1	0	1	1	0	0
Modern, innovative	1	0	2	1	0	1	1	1	1	1	2	1	1	1	1	1	1	1	2	1	1	2	1	1
Nice, polite, thoughtful	1	1	1	1	0	0	1	1	1	1	2	0	1	1	1	1	1	1	2	0	1	0	1	1
Okay	1	0	2	1	0	0	1	1	1	1	0	1	1	1	1	2	1	1	2	0	1	1	1	1
Principled	1	0	1	0	0	1	1	0	1	1	1	0	1	0	1	0	0	1	0	0	0	1	1	1
Promising, good start	1	1	1	4	0	1	2	1	1	1	2	1	1	2	1	1	1	1	0	1	1	2	1	2
Quick, active, energetic	1	0	1	2	1	1	1	1	2	1	5	1	1	1	1	1	1	1	1	0	1	2	2	1
Reliable	1	1	2	1	0	4	2	1	2	1	3	2	1	1	1	1	1	1	0	1	1	1	3	1
Other positive	2	1	1	2	2	4	2	1	2	1	4	2	0	1	2	1	2	2	1	2	1	1	3	2
TOTAL: AT LEAST ONE POSITIVE	43	29	65	62	16	52	55	27	44	42	64	41	39	41	52	41	30	43	37	40	43	44	52	41

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Useless, ineffective, waste of space	6	9	2	2	15	1	2	11	6	5	2	5	7	7	4	7	6	5	7	5	6	5	5	5
Inexperienced, out of his depth, unqualified, not a PM	4	9	2	4	7	3	3	6	4	4	3	3	4	7	5	4	3	4	3	3	4	2	3	5
Just another politician	3	2	1	3	8	2	2	5	3	3	2	4	2	4	3	3	4	3	5	5	3	3	1	3
Untrustworthy, unreliable	3	5	2	1	4	4	2	4	3	3	3	2	4	5	2	3	4	3	1	3	3	2	4	4
Weak	3	4	1	2	5	7	1	4	2	3	3	2	3	3	3	3	2	3	2	2	2	3	4	3
Another Starmer	2	1	1	1	4	2	2	3	3	1	2	2	1	2	1	3	2	2	2	2	2	0	2	2
Arrogant	2	4	1	2	2	0	2	2	1	2	0	1	2	3	1	2	2	2	1	1	1	2	1	2
Boring, dull	2	2	2	3	4	1	2	2	3	2	3	4	2	1	2	3	2	2	1	4	3	2	0	3
Clueless, out of touch, doesn't listen	2	3	1	0	5	0	1	3	2	2	0	2	2	3	1	2	2	2	2	3	2	1	2	2
Deluded, dreamer, unrealistic	2	5	1	3	6	1	2	3	3	2	0	2	3	3	2	2	3	3	0	2	3	3	3	2
Indecisive, vague, no ideas	2	2	1	1	1	2	1	2	2	1	3	1	1	3	2	2	1	2	0	2	1	2	2	2
Liar	2	1	1	1	4	1	1	3	2	2	1	1	3	2	2	2	3	2	1	2	3	3	1	1
Not very good, disappointing, unimpressive	2	4	1	2	2	2	2	3	2	2	2	1	3	2	2	4	1	2	1	2	1	2	1	3
Puppet, Traitor, Fabian plant	2	1	1	0	7	3	0	4	3	1	1	2	3	2	1	2	3	2	1	1	2	2	2	2
Unelected	2	4	1	1	4	0	1	4	3	1	0	2	4	1	2	1	3	2	2	1	2	1	2	2
Absent, inactive, quiet, slow	1	2	1	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
All talk, overpromising	1	1	0	0	1	0	1	1	1	1	0	0	1	1	1	1	0	1	2	0	1	0	0	1
Brash, bossy, rude	1	2	0	1	0	0	1	1	0	1	0	0	0	2	0	1	0	1	0	0	0	0	1	1
Chancer, opportunist	1	3	1	0	1	0	0	2	1	1	1	1	1	2	1	1	2	1	1	1	0	1	2	1
Communist, lefty	1	2	0	0	5	1	0	3	1	1	0	1	2	1	1	1	1	1	0	1	1	1	1	2
Corrupt	1	1	0	1	1	2	1	1	1	1	0	1	1	1	1	1	1	1	2	1	1	1	0	1
Dangerous	1	2	1	1	4	0	1	1	1	1	0	1	1	2	1	2	0	1	2	1	1	1	1	2
Devious, sneaky	1	3	1	1	1	1	1	2	2	1	0	1	2	2	1	2	1	2	1	0	2	2	1	1
Dishonest	1	4	1	0	1	3	1	2	2	1	0	1	2	2	1	2	1	1	0	1	2	1	2	1
Egotistical, self-serving	1	2	2	0	1	1	1	3	2	1	0	1	3	2	1	1	2	1	0	2	3	1	0	1
Establishment, career politician, elitist	1	1	1	0	1	2	1	1	1	1	1	1	1	1	1	0	2	1	1	2	1	1	0	1
Fake, false	1	2	1	0	4	0	1	2	1	1	1	1	1	1	1	2	1	1	1	0	2	1	2	1
Idiot, fool	1	2	0	0	5	0	1	3	2	1	1	1	2	2	1	2	2	2	1	1	2	3	1	1
Incompetent, inept	1	1	1	0	2	0	0	2	1	1	2	1	1	2	1	1	1	1	0	1	2	2	2	1
Insults	1	3	0	1	4	0	1	3	2	1	0	1	2	1	2	1	1	1	2	0	1	1	2	2
Naive	1	2	1	1	1	0	1	2	1	1	0	1	1	1	2	2	0	1	2	0	1	1	0	1
People pleaser	1	2	1	1	1	2	1	1	1	1	2	1	1	2	1	1	1	1	2	2	1	1	0	1
Policy complaint	1	0	0	0	2	2	1	1	1	1	1	1	1	1	1	1	0	1	1	0	1	1	1	0
Shallow, superficial	1	2	0	0	1	2	0	1	1	0	0	0	0	1	1	1	0	1	1	0	1	1	1	0
Smarmy, smug	1	3	1	1	1	0	1	2	1	1	0	0	2	2	1	1	2	1	0	0	1	2	2	1
Stupid, ignorant	1	2	0	2	3	3	1	2	1	2	2	1	1	2	1	1	2	1	1	3	2	1	2	1
Tax raiser, economic risk	1	3	0	0	1	0	1	1	1	1	1	0	0	1	1	1	0	1	0	0	1	1	0	1
Uncaring, nasty, thoughtless	1	1	0	0	2	0	0	2	0	1	1	0	1	1	1	1	1	1	0	1	1	0	1	1
Unconvinced	1	1	0	1	0	4	1	1	1	1	2	1	1	1	1	1	0	1	1	1	1	1	1	1
Unlikeable, annoying	1	3	0	0	2	0	1	1	1	1	0	1	1	1	0	1	2	1	3	0	1	0	0	1
Unproven	1	1	1	3	1	1	2	1	1	1	0	1	1	1	2	0	1	1	3	1	1	2	1	1
Biased to North	0	0	1	0	1	0	1	0	0	1	0	0	0	0	1	0	0	0	0	0	0	0	1	1
Other negative	3	6	1	3	4	2	2	4	3	2	1	2	3	3	3	4	3	3	2	2	1	3	2	4
TOTAL: AT LEAST ONE NEGATIVE	42	65	23	29	77	38	33	61	46	38	30	36	47	53	41	46	43	42	40	39	41	40	38	45

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Northern	7	5	10	11	5	10	10	4	6	8	9	9	5	5	9	6	5	8	3	3	7	6	11	8
(New) PM	2	2	2	3	2	2	3	1	2	3	4	2	3	1	2	2	3	2	2	2	2	3	3	2
Labour (leader)	2	2	3	2	2	0	3	1	3	2	2	4	1	2	2	2	2	2	2	2	2	4	3	2
Left-wing, socialist	2	3	1	3	3	1	2	2	2	1	0	2	2	2	3	2	1	2	1	1	2	2	1	2
Manchester / Mayor	2	2	2	1	2	3	3	2	2	2	3	3	1	1	2	2	2	2	0	2	2	2	4	1
Unknown quantity	2	1	2	3	1	6	2	2	2	2	2	2	1	2	2	4	1	2	2	1	1	3	3	2
Average	1	0	1	1	2	2	1	0	2	0	3	1	1	0	1	0	1	1	2	1	1	0	1	1
Liberal, progressive	1	0	1	0	0	1	1	0	1	1	1	1	0	0	1	1	0	1	0	0	1	0	1	1
Man	1	0	1	1	0	0	1	0	1	1	2	1	0	0	1	1	1	1	2	1	1	2	1	0
Other neutral	1	2	1	2	2	1	1	1	2	1	4	1	1	1	1	2	1	1	1	2	1	1	3	1
Other political label	1	1	2	2	0	3	2	1	2	1	3	2	1	1	1	2	1	2	2	0	1	1	4	1
Policy reference	1	0	2	1	1	0	1	0	1	1	3	1	0	1	1	2	0	1	0	1	1	1	3	1
Politician	1	0	1	1	0	0	1	1	1	1	1	1	1	0	0	1	1	1	0	1	1	1	0	1
Populist	1	1	1	1	0	1	1	1	1	0	1	1	1	1	1	0	0	1	1	0	1	1	2	1
Wait and see	1	1	1	2	0	0	2	1	2	1	0	1	2	1	1	0	2	1	1	3	2	1	0	1
Young	1	0	1	0	0	3	1	0	1	1	1	1	1	0	0	1	0	1	0	0	0	1	2	1
Lucky	0	1	0	1	0	0	0	1	1	0	0	0	1	0	0	0	1	0	0	0	0	1	1	0
Showy	0	0	0	0	1	1	1	1	0	0	0	0	0	0	1	0	0	0	1	1	1	0	0	0
Talkative	0	0	1	0	1	1	0	0	0	0	0	1	0	0	0	0	0	0	1	0	0	1	0	0
Other personal description	2	1	2	1	1	2	1	2	1	2	2	2	2	1	1	1	2	2	3	1	1	1	1	2
TOTAL: AT LEAST ONE NEURAL/ AMBIGUOUS	23	18	25	27	19	26	29	17	24	22	28	26	20	18	25	24	20	24	18	18	22	24	31	22
Don't know	14	8	10	9	5	11	10	11	9	18	13	20	10	8	7	12	20	13	19	20	14	16	10	11
Don't know yet	2	2	2	2	1	2	2	3	2	2	0	2	2	2	2	3	1	2	3	1	2	1	1	2
TOTAL: AT LEAST ONE DON'T KNOW	15	9	13	10	6	13	12	14	11	20	13	22	12	10	9	14	22	15	22	21	16	17	10	14

*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.