

YouGov Survey Results

Sample Size: 2150 GB Adults

Fieldwork: 13th - 14th October 2025

		Vote in 2024 GE						EU Ref 2016		Gender		Age				Social Grade		Country			Region in England				
		Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South	
Weighted Sample	2150	387	553	198	232	133	755	768	1041	1109	226	888	531	505	1225	918	1860	103	187	510	353	260	737		
Unweighted Sample	2150	335	602	214	251	139	836	766	939	1211	171	911	585	483	1303	843	1846	128	176	500	356	239	751		
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
	10 - 11 Sep	13 - 14 Oct																							
Do you have a favourable or unfavourable opinion of the following?																									
Kemi Badenoch																									
	Very favourable	2	3	10	1	1	1	0	2	5	4	3	1	2	4	5	4	3	3	4	2	2	3	3	5
	Somewhat favourable	17	18	41	7	11	33	5	12	30	18	17	11	12	18	31	18	18	19	18	12	16	24	13	20
	TOTAL FAVOURABLE	19	21	51	8	12	34	5	14	35	22	20	12	14	22	36	22	21	22	22	14	18	27	16	25
	Somewhat unfavourable	21	23	22	25	24	25	19	22	22	25	21	22	22	23	22	23	22	23	20	21	20	24	25	23
	Very unfavourable	33	31	8	47	44	18	57	44	21	37	26	29	33	33	28	34	28	31	27	40	33	25	43	27
	TOTAL UNFAVOURABLE	54	54	30	72	68	43	76	66	43	62	47	51	55	56	50	57	50	54	47	61	53	49	68	50
	Don't know	27	25	19	21	20	22	19	20	21	16	33	37	31	21	14	22	29	25	32	25	29	25	15	25
	NET FAVOURABILITY	-35	-33	21	-64	-56	-9	-71	-52	-8	-40	-27	-39	-41	-34	-14	-35	-29	-32	-25	-47	-35	-22	-52	-25
Keir Starmer																									
	Very favourable	3	3	1	6	4	1	1	4	1	4	2	3	3	3	2	3	2	3	3	0	3	3	6	2
	Somewhat favourable	18	18	5	37	30	3	14	29	7	20	17	25	21	17	12	22	13	19	21	15	19	17	22	18
	TOTAL FAVOURABLE	21	21	6	43	34	4	15	33	8	24	19	28	24	20	14	25	15	22	24	15	22	20	28	20
	Somewhat unfavourable	24	26	22	32	32	5	40	31	18	24	28	35	29	22	20	29	22	26	26	28	25	24	30	25
	Very unfavourable	47	46	69	18	30	89	38	31	71	48	44	24	37	54	63	40	54	46	44	50	45	49	39	47
	TOTAL UNFAVOURABLE	71	72	91	50	62	94	78	62	89	72	72	59	66	76	83	69	76	72	70	78	70	73	69	72
	Don't know	8	7	3	7	4	2	7	5	3	4	10	12	10	5	3	6	9	7	6	6	8	7	4	8
	NET FAVOURABILITY	-50	-51	-85	-7	-28	-90	-63	-29	-81	-48	-53	-31	-42	-56	-69	-44	-61	-50	-46	-63	-48	-53	-41	-52
Ed Davey																									
	Very favourable	4	4	2	6	15	0	3	7	2	4	4	4	5	3	4	5	3	5	4	1	3	4	7	5
	Somewhat favourable	23	25	18	39	45	5	33	37	15	28	21	26	22	26	26	27	21	25	22	26	23	25	34	23
	TOTAL FAVOURABLE	27	29	20	45	60	5	36	44	17	32	25	30	27	29	30	32	24	30	26	27	26	29	41	28
	Somewhat unfavourable	17	17	24	14	9	25	14	16	21	18	16	11	14	18	24	16	18	17	18	16	16	20	11	18
	Very unfavourable	16	16	27	4	6	42	7	8	30	22	11	4	11	22	25	14	19	16	18	14	18	13	13	18
	TOTAL UNFAVOURABLE	33	33	51	18	15	67	21	24	51	40	27	15	25	40	49	30	37	33	36	30	34	33	24	36
	Don't know	40	38	29	37	26	28	42	32	31	27	48	55	48	31	21	37	39	38	37	43	40	39	36	36
	NET FAVOURABILITY	-6	-4	-31	27	45	-62	15	20	-34	-8	-2	15	2	-11	-19	2	-13	-3	-10	-3	-8	-4	17	-8
Nigel Farage																									
	Very favourable	12	12	16	3	3	54	1	3	26	14	10	5	8	14	19	9	15	12	13	7	12	13	6	15
	Somewhat favourable	18	18	35	8	6	34	7	8	33	19	17	4	15	23	25	15	22	19	18	13	21	19	19	17
	TOTAL FAVOURABLE	30	30	51	11	9	88	8	11	59	33	27	9	23	37	44	24	37	31	31	20	33	32	25	32
	Somewhat unfavourable	12	12	17	12	7	7	8	10	13	11	12	12	11	11	13	12	11	12	14	11	11	14	6	12
	Very unfavourable	49	51	25	75	80	3	78	75	21	52	50	69	57	45	38	57	42	50	47	64	49	45	62	48
	TOTAL UNFAVOURABLE	61	63	42	87	87	10	86	85	34	63	62	81	68	56	51	69	53	62	61	75	60	59	68	60
	Don't know	9	8	8	3	4	3	7	4	7	5	10	10	9	6	6	6	10	8	9	5	7	9	7	8
	NET FAVOURABILITY	-31	-33	9	-76	-78	78	-78	-74	25	-30	-35	-72	-45	-19	-7	-45	-16	-31	-30	-55	-27	-27	-43	-28

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		Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South	
Weighted Sample		2150	387	553	198	232	133	755	768	1041	1109	226	888	531	505	1225	918	1860	103	187	510	353	260	737	
Unweighted Sample		2150	335	602	214	251	139	836	766	939	1211	171	911	585	483	1303	843	1846	128	176	500	356	239	751	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Zack Polanski																									
	Very favourable	4	7	1	11	9	1	28	11	3	7	7	11	9	5	4	9	5	7	7	4	9	5	10	7
	Somewhat favourable	6	10	3	16	17	2	23	15	5	13	8	17	11	8	7	13	6	10	6	9	7	10	18	10
	TOTAL FAVOURABLE	10	17	4	27	26	3	51	26	8	20	15	28	20	13	11	22	11	17	13	13	16	15	28	17
	Somewhat unfavourable	7	6	6	7	8	6	5	7	7	7	6	4	6	7	8	6	6	6	7	7	5	6	6	7
	Very unfavourable	13	15	25	8	11	32	4	9	24	21	9	8	10	19	22	14	16	15	16	15	17	11	12	16
	TOTAL UNFAVOURABLE	20	21	31	15	19	38	9	16	31	28	15	12	16	26	30	20	22	21	23	22	22	17	18	23
	Don't know	70	62	65	58	55	60	40	58	61	53	70	60	64	61	60	59	66	61	64	66	62	68	54	60
	NET FAVOURABILITY	-10	-4	-27	12	7	-35	42	10	-23	-8	0	16	4	-13	-19	2	-11	-4	-10	-9	-6	-2	10	-6
Jeremy Corbyn																									
	Very favourable	11	8	0	14	10	1	18	12	3	7	9	14	10	7	3	9	7	8	12	8	10	7	10	6
	Somewhat favourable	17	17	1	27	20	3	36	24	7	17	17	28	22	13	8	20	13	17	15	17	17	15	27	14
	TOTAL FAVOURABLE	28	25	1	41	30	4	54	36	10	24	26	42	32	20	11	29	20	25	27	25	27	22	37	20
	Somewhat unfavourable	17	20	15	24	30	15	22	24	16	20	20	22	22	19	18	22	17	20	17	19	20	21	23	20
	Very unfavourable	42	43	78	24	32	75	16	31	68	48	37	13	31	54	65	39	47	43	42	40	41	45	31	48
	TOTAL UNFAVOURABLE	59	63	93	48	62	90	38	55	84	68	57	35	53	73	83	61	64	63	59	59	61	66	54	68
	Don't know	14	12	5	11	8	6	8	9	6	7	17	22	15	8	6	9	16	12	14	17	12	11	9	13
	NET FAVOURABILITY	-31	-38	-92	-7	-32	-86	16	-19	-74	-44	-31	7	-21	-53	-72	-32	-44	-38	-32	-34	-34	-44	-17	-48
Zarah Sultana																									
	Very favourable	6	4	0	6	3	0	18	6	1	3	4	8	4	3	2	4	3	4	4	2	5	4	6	2
	Somewhat favourable	7	8	1	14	11	1	18	11	2	9	7	19	10	4	4	10	6	8	7	11	7	6	13	8
	TOTAL FAVOURABLE	13	12	1	20	14	1	36	17	3	12	11	27	14	7	6	14	9	12	11	13	12	10	19	10
	Somewhat unfavourable	9	10	9	13	12	10	9	13	9	10	9	8	9	12	9	11	8	10	7	10	10	10	11	9
	Very unfavourable	17	19	27	12	17	41	8	14	31	26	12	7	14	23	28	18	20	19	18	16	21	17	15	20
	TOTAL UNFAVOURABLE	26	29	36	25	29	51	17	27	40	36	21	15	23	35	37	29	28	29	25	26	31	27	26	29
	Don't know	61	60	62	55	57	48	47	56	58	52	67	58	62	58	58	58	63	59	64	61	58	62	55	60
	NET FAVOURABILITY	-13	-17	-35	-5	-15	-50	19	-10	-37	-24	-10	12	-9	-28	-31	-15	-19	-17	-14	-13	-19	-17	-7	-19
Rachel Reeves																									
	Very favourable	1	2	2	3	2	0	1	2	1	2	1	1	2	2	1	1	2	2	1	1	3	2	2	1
	Somewhat favourable	13	12	3	27	16	3	11	21	5	15	10	17	14	11	9	14	9	13	16	9	13	13	13	12
	TOTAL FAVOURABLE	14	14	5	30	18	3	12	23	6	17	11	18	16	13	10	15	11	15	17	10	16	15	15	13
	Somewhat unfavourable	20	23	18	30	32	11	31	30	17	25	22	24	26	23	20	26	20	23	20	25	20	23	28	24
	Very unfavourable	43	40	66	18	26	76	36	28	64	42	39	12	29	49	63	37	45	41	37	40	42	40	34	42
	TOTAL UNFAVOURABLE	63	63	84	48	58	87	67	58	81	67	61	36	55	72	83	63	65	64	57	65	62	63	62	66
	Don't know	23	22	11	22	24	10	21	19	13	16	28	45	29	15	7	21	24	22	26	24	22	22	22	21
	NET FAVOURABILITY	-49	-49	-79	-18	-40	-84	-55	-35	-75	-50	-50	-18	-39	-59	-73	-48	-54	-49	-40	-55	-46	-48	-47	-53

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Unweighted Sample		2150	335	602	214	251	139	836	766	939	1211	171	911	585	483	1303	843	1846	128	176	500	356	239	751
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Mel Stride																								
	Very favourable	0	1	3	0	0	0	1	1	1	1	0	1	1	1	1	1	1	2	0	1	1	1	1
	Somewhat favourable	6	5	12	4	4	7	0	4	9	6	5	3	4	5	10	6	4	6	2	4	4	5	7
	TOTAL FAVOURABLE	6	6	15	4	4	7	0	5	10	7	6	3	5	6	11	7	5	7	4	4	5	6	8
	Somewhat unfavourable	8	10	9	12	11	14	7	11	11	13	7	8	8	11	13	10	10	10	15	9	8	10	11
	Very unfavourable	11	11	7	11	12	16	20	13	12	14	7	4	9	13	15	10	12	11	10	11	13	10	9
	TOTAL UNFAVOURABLE	19	21	16	23	23	30	27	24	23	27	14	12	17	24	28	20	22	21	25	20	21	20	20
	Don't know	74	73	69	73	74	62	73	71	68	66	80	85	79	70	60	73	73	73	70	76	74	73	72
	NET FAVOURABILITY	-13	-15	-1	-19	-19	-23	-27	-19	-13	-20	-8	-9	-12	-18	-17	-13	-17	-14	-21	-16	-16	-14	-12
Tony Blair																								
	Very favourable	x	3	3	5	3	1	1	4	2	3	2	2	4	2	1	3	2	3	1	1	3	3	2
	Somewhat favourable	x	19	15	32	28	8	10	27	13	20	19	18	21	20	17	21	18	19	20	18	19	23	19
	TOTAL FAVOURABLE	x	22	18	37	31	9	11	31	15	23	21	20	25	22	18	24	20	22	21	19	22	26	20
	Somewhat unfavourable	x	27	26	28	30	16	40	32	21	26	27	28	29	25	23	30	23	27	24	24	24	26	34
	Very unfavourable	x	38	50	23	30	68	38	28	57	42	33	16	30	45	53	35	42	37	40	41	38	34	36
	TOTAL UNFAVOURABLE	x	65	76	51	60	84	78	60	78	68	60	44	59	70	76	65	65	64	64	65	62	60	70
	Don't know	x	14	6	13	9	7	11	9	7	9	19	37	16	7	6	12	17	14	15	15	16	14	8
	NET FAVOURABILITY	x	-43	-58	-14	-29	-75	-67	-29	-63	-45	-39	-24	-34	-48	-58	-41	-45	-42	-43	-46	-40	-34	-48
Robert Jenrick																								
	Very favourable	x	2	6	1	0	4	0	2	3	2	2	2	2	3	2	3	1	2	2	1	2	1	2
	Somewhat favourable	x	11	24	6	4	26	1	6	21	12	10	4	6	14	21	11	12	12	9	8	11	11	10
	TOTAL FAVOURABLE	x	13	30	7	4	30	1	8	24	14	12	6	8	17	23	14	13	14	11	9	13	12	13
	Somewhat unfavourable	x	12	14	14	11	17	8	13	13	14	11	7	12	13	15	13	12	13	11	9	12	15	14
	Very unfavourable	x	20	7	30	33	8	38	31	14	28	14	14	20	23	21	22	19	20	20	23	21	17	24
	TOTAL UNFAVOURABLE	x	32	21	44	44	25	46	44	27	42	25	21	32	36	36	35	31	33	31	32	33	32	38
	Don't know	x	54	49	49	52	44	53	48	49	43	64	72	60	48	42	52	57	53	58	59	54	56	49
	NET FAVOURABILITY	x	-19	9	-37	-40	5	-45	-36	-3	-28	-13	-15	-24	-19	-13	-21	-18	-19	-20	-23	-20	-20	-25
Andy Burnham																								
	Very favourable	x	8	2	17	8	2	12	13	5	8	8	4	8	8	9	8	7	8	5	5	15	5	10
	Somewhat favourable	x	22	16	33	32	15	27	32	19	25	20	13	21	24	28	24	20	23	20	17	26	22	29
	TOTAL FAVOURABLE	x	30	18	50	40	17	39	45	24	33	28	17	29	32	37	32	27	31	25	22	41	27	39
	Somewhat unfavourable	x	14	24	8	10	23	13	13	20	16	12	7	10	19	19	14	14	14	10	17	12	16	9
	Very unfavourable	x	14	29	3	8	32	7	8	25	18	11	3	10	17	24	13	16	15	17	11	15	14	10
	TOTAL UNFAVOURABLE	x	28	53	11	18	55	20	21	45	34	23	10	20	36	43	27	30	29	27	28	27	30	19
	Don't know	x	41	29	38	43	27	41	34	32	32	50	73	50	32	21	40	44	40	48	50	33	43	42
	NET FAVOURABILITY	x	2	-35	39	22	-38	19	24	-21	-1	5	7	9	-4	-6	5	-3	2	-2	-6	14	-3	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.