

YouGov Survey Results

Sample Size: 2112 GB Adults

Fieldwork: 16th - 17th November 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	2112	380	543	194	228	124	741	754	1022	1090	222	872	522	496	1202	897	1827	101	184	501	346	256	724
Unweighted Sample	2112	340	593	215	258	135	851	746	912	1200	177	753	576	606	1290	814	1814	110	188	498	364	203	749
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

		13 - 14 Oct	16 - 17 Nov																						
Do you have a favourable or unfavourable opinion of the following?																									
Kemi Badenoch																									
	Very favourable	3	2	8	1	1	2	0	2	3	3	2	3	2	2	4	3	2	3	1	1	2	2	3	3
	Somewhat favourable	18	19	44	8	15	39	7	12	33	21	17	5	12	23	33	18	19	19	14	19	19	17	20	20
	TOTAL FAVOURABLE	21	21	52	9	16	41	7	14	36	24	19	8	14	25	37	21	21	22	15	20	21	19	23	23
	Somewhat unfavourable	23	22	24	20	24	27	20	22	25	22	21	14	19	25	26	21	22	21	35	20	24	22	15	21
	Very unfavourable	31	31	6	48	42	15	50	45	17	39	25	40	35	31	22	36	26	31	26	35	32	30	39	29
	TOTAL UNFAVOURABLE	54	53	30	68	66	42	70	67	42	61	46	54	54	56	48	57	48	52	61	55	56	52	54	50
	Don't know	25	26	18	22	17	16	23	19	21	15	36	39	33	20	14	22	31	26	24	25	23	30	24	27
	NET FAVOURABILITY	-33	-32	22	-59	-50	-1	-63	-53	-6	-37	-27	-46	-40	-31	-11	-36	-27	-30	-46	-35	-35	-33	-31	-27
Keir Starmer																									
	Very favourable	3	3	2	7	4	0	2	4	2	4	3	4	3	3	4	4	3	3	4	2	3	3	4	3
	Somewhat favourable	18	16	3	35	26	0	11	26	6	17	15	18	18	14	12	20	10	16	16	17	16	14	20	14
	TOTAL FAVOURABLE	21	19	5	42	30	0	13	30	8	21	18	22	21	17	16	24	13	19	20	19	19	17	24	17
	Somewhat unfavourable	26	25	19	29	37	9	33	30	14	24	26	37	29	21	18	29	20	25	23	25	26	24	25	25
	Very unfavourable	46	48	73	23	25	90	43	33	73	50	45	25	39	56	62	41	57	48	49	45	50	50	41	48
	TOTAL UNFAVOURABLE	72	73	92	52	62	99	76	63	87	74	71	62	68	77	80	70	77	73	72	70	76	74	66	73
	Don't know	7	8	3	6	8	1	11	7	5	5	12	15	11	6	4	7	10	8	8	10	6	8	9	10
	NET FAVOURABILITY	-51	-54	-87	-10	-32	-99	-63	-33	-79	-53	-53	-40	-47	-60	-64	-46	-64	-54	-52	-51	-57	-57	-42	-56
Ed Davey																									
	Very favourable	4	4	1	7	16	0	1	8	2	5	3	5	4	3	6	5	3	4	4	4	4	4	3	5
	Somewhat favourable	25	21	12	33	42	4	32	33	12	24	18	20	20	21	23	25	15	21	17	25	19	16	30	21
	TOTAL FAVOURABLE	29	25	13	40	58	4	33	41	14	29	21	25	24	24	29	30	18	25	21	29	23	20	33	26
	Somewhat unfavourable	17	17	28	16	12	18	12	17	22	20	15	11	15	21	20	17	18	17	18	17	19	17	15	17
	Very unfavourable	16	17	31	7	3	51	5	10	31	21	14	6	11	21	30	16	20	18	17	14	18	20	13	19
	TOTAL UNFAVOURABLE	33	34	59	23	15	69	17	27	53	41	29	17	26	42	50	33	38	35	35	31	37	37	28	36
	Don't know	38	40	29	38	28	27	49	33	33	30	50	59	50	35	20	37	44	40	43	40	41	43	39	38
	NET FAVOURABILITY	-4	-9	-46	17	43	-65	16	14	-39	-12	-8	8	-2	-18	-21	-3	-20	-10	-14	-2	-14	-17	5	-10

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		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		2112	380	543	194	228	124	741	754	1022	1090	222	872	522	496	1202	897	1827	101	184	501	346	256	724	
	Unweighted Sample	2112	340	593	215	258	135	851	746	912	1200	177	753	576	606	1290	814	1814	110	188	498	364	203	749	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Nigel Farage																									
	Very favourable	12	12	18	3	3	52	1	2	26	15	8	3	8	15	17	10	14	12	11	10	11	13	8	13
	Somewhat favourable	18	18	34	9	5	34	3	8	32	18	17	8	14	21	24	16	20	18	18	11	17	23	14	18
	TOTAL FAVOURABLE	30	30	52	12	8	86	4	10	58	33	25	11	22	36	41	26	34	30	29	21	28	36	22	31
	Somewhat unfavourable	12	12	18	9	11	9	7	11	14	12	13	9	13	13	13	12	13	12	15	14	12	10	12	13
	Very unfavourable	51	50	24	75	78	3	81	73	22	50	50	68	55	44	41	56	42	50	49	55	51	45	60	48
	TOTAL UNFAVOURABLE	63	62	42	84	89	12	88	84	36	62	63	77	68	57	54	68	55	62	64	69	63	55	72	61
	Don't know	8	8	6	4	3	2	8	6	6	5	11	13	10	7	5	6	11	8	6	10	8	10	6	8
	NET FAVOURABILITY	-33	-32	10	-72	-81	74	-84	-74	22	-29	-38	-66	-46	-21	-13	-42	-21	-32	-35	-48	-35	-19	-50	-30
Zack Polanski																									
	Very favourable	7	11	1	17	15	1	39	15	2	13	9	31	13	5	3	14	6	11	8	7	9	9	17	11
	Somewhat favourable	10	9	2	18	15	2	9	15	4	11	8	14	10	9	6	11	7	9	7	10	9	10	12	9
	TOTAL FAVOURABLE	17	20	3	35	30	3	48	30	6	24	17	45	23	14	9	25	13	20	15	17	18	19	29	20
	Somewhat unfavourable	6	6	9	5	6	5	2	5	7	7	5	4	5	6	9	6	6	6	5	5	6	7	6	6
	Very unfavourable	15	16	26	6	13	44	1	9	27	21	12	5	12	20	25	15	17	16	17	14	17	15	15	17
	TOTAL UNFAVOURABLE	21	22	35	11	19	49	3	14	34	28	17	9	17	26	34	21	23	22	22	19	23	22	21	23
	Don't know	62	58	62	54	51	48	49	56	59	48	68	47	60	61	57	54	65	57	63	63	59	59	51	58
	NET FAVOURABILITY	-4	-2	-32	24	11	-46	45	16	-28	-4	0	36	6	-12	-25	4	-10	-2	-7	-2	-5	-3	8	-3
Jeremy Corbyn																									
	Very favourable	8	7	2	12	6	1	22	12	3	7	7	9	10	5	3	8	6	7	6	7	8	4	11	7
	Somewhat favourable	17	16	2	26	23	5	32	22	7	16	16	34	20	11	8	19	13	16	17	18	15	16	17	16
	TOTAL FAVOURABLE	25	23	4	38	29	6	54	34	10	23	23	43	30	16	11	27	19	23	23	25	23	20	28	23
	Somewhat unfavourable	20	19	12	26	22	12	15	21	15	20	19	21	22	20	13	20	18	19	21	20	23	18	19	18
	Very unfavourable	43	44	79	27	39	78	17	37	66	49	39	12	32	54	69	42	47	45	43	40	42	47	38	47
	TOTAL UNFAVOURABLE	63	63	91	53	61	90	32	58	81	69	58	33	54	74	82	62	65	64	64	60	65	65	57	65
	Don't know	12	13	6	9	11	4	14	9	9	8	18	25	16	10	7	11	16	13	13	15	12	14	15	12
	NET FAVOURABILITY	-38	-40	-87	-15	-32	-84	22	-24	-71	-46	-35	10	-24	-58	-71	-35	-46	-41	-41	-35	-42	-45	-29	-42
Zarah Sultana																									
	Very favourable	4	3	0	5	2	0	14	5	1	3	3	7	5	1	1	3	3	3	2	4	4	3	4	2
	Somewhat favourable	8	8	3	15	11	1	21	12	3	10	7	19	10	5	4	11	5	8	8	10	8	7	13	7
	TOTAL FAVOURABLE	12	11	3	20	13	1	35	17	4	13	10	26	15	6	5	14	8	11	10	14	12	10	17	9
	Somewhat unfavourable	10	11	8	14	18	7	14	12	9	15	8	18	11	9	11	12	10	11	10	12	11	13	13	10
	Very unfavourable	19	19	29	12	14	42	6	16	29	25	14	6	14	23	29	19	20	19	20	19	18	22	17	19
	TOTAL UNFAVOURABLE	29	30	37	26	32	49	20	28	38	40	22	24	25	32	40	31	30	30	30	31	29	35	30	29
	Don't know	60	58	60	54	54	49	45	55	58	47	68	50	59	61	56	55	62	58	60	55	58	55	53	61
	NET FAVOURABILITY	-17	-19	-34	-6	-19	-48	15	-11	-34	-27	-12	2	-10	-26	-35	-17	-22	-19	-20	-17	-17	-25	-13	-20

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	Unweighted Sample	2112	340	593	215	258	135	851	746	912	1200	177	753	576	606	1290	814	1814	110	188	498	364	203	749	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Rachel Reeves	Very favourable	2	2	0	4	2	1	0	2	1	2	1	3	1	1	2	1	2	2	1	2	2	1	2	2
	Somewhat favourable	12	10	4	22	14	2	9	19	3	11	10	9	12	10	10	14	6	11	9	10	11	9	15	9
	TOTAL FAVOURABLE	14	12	4	26	16	3	9	21	4	13	11	12	13	11	12	15	8	13	10	12	13	10	17	11
	Somewhat unfavourable	23	25	17	33	35	9	33	31	17	27	23	30	29	23	16	27	22	24	31	24	23	27	23	25
	Very unfavourable	40	44	72	24	27	84	32	31	69	47	42	21	33	53	65	40	50	45	38	44	46	45	38	45
	TOTAL UNFAVOURABLE	63	69	89	57	62	93	65	62	86	74	65	51	62	76	81	67	72	69	69	68	69	72	61	70
	Don't know	22	19	6	18	21	5	25	17	11	13	25	38	26	12	6	18	20	19	22	20	18	18	22	19
NET FAVOURABILITY		-49	-57	-85	-31	-46	-90	-56	-41	-82	-61	-54	-39	-49	-65	-69	-52	-64	-56	-59	-56	-62	-44	-59	
Mel Stride	Very favourable	1	0	1	0	0	0	0	0	1	0	1	0	0	0	0	0	0	0	0	1	0	1	0	0
	Somewhat favourable	5	7	16	4	7	13	1	5	11	9	5	3	4	6	13	8	5	7	2	5	5	5	11	8
	TOTAL FAVOURABLE	6	7	17	4	7	13	1	5	11	10	5	4	4	6	13	8	5	7	2	5	6	5	12	8
	Somewhat unfavourable	10	10	11	10	11	9	6	10	11	12	7	7	7	11	14	10	9	10	9	9	11	10	11	8
	Very unfavourable	11	11	7	11	10	15	10	13	11	14	7	6	9	13	13	10	12	10	17	14	12	11	7	9
	TOTAL UNFAVOURABLE	21	21	18	21	21	24	16	23	22	26	14	13	16	24	27	20	21	20	26	23	23	21	18	17
	Don't know	73	73	65	75	72	62	83	71	67	65	81	84	80	69	59	72	74	73	71	72	71	73	71	75
NET FAVOURABILITY		-15	-14	-1	-17	-14	-11	-15	-18	-11	-16	-9	-9	-12	-18	-14	-12	-16	-13	-24	-18	-17	-16	-6	-9
		10 - 11 Sep																							
David Lammy	Very favourable	2	1	0	3	2	0	0	2	0	2	0	2	1	1	1	1	1	1	1	1	1	1	1	1
	Somewhat favourable	12	9	4	18	15	1	5	15	4	10	7	6	8	8	11	11	5	9	8	9	8	9	13	7
	TOTAL FAVOURABLE	14	10	4	21	17	1	5	17	4	12	7	8	9	9	12	12	6	10	9	10	9	10	14	8
	Somewhat unfavourable	18	19	21	22	20	11	22	22	17	22	16	22	16	23	17	21	16	18	20	22	19	17	19	18
	Very unfavourable	27	30	49	15	20	65	23	22	47	37	24	11	22	36	46	28	34	30	23	31	29	33	31	30
	TOTAL UNFAVOURABLE	45	49	70	37	40	76	45	44	64	59	40	33	38	59	63	49	50	48	43	53	48	50	50	48
	Don't know	43	42	25	42	44	23	49	39	32	30	53	59	52	33	24	39	45	42	48	38	42	41	36	43
NET FAVOURABILITY		-31	-39	-66	-16	-23	-75	-40	-27	-60	-47	-33	-25	-29	-50	-51	-37	-44	-38	-34	-43	-39	-40	-36	-40
		13 - 14 Jul																							
Wes Streeting	Very favourable	2	3	4	5	5	1	1	4	2	4	2	2	2	3	5	3	3	3	3	2	1	3	4	3
	Somewhat favourable	14	14	15	24	22	9	10	22	11	17	12	9	12	13	23	18	10	15	12	10	15	14	21	13
	TOTAL FAVOURABLE	16	17	19	29	27	10	11	26	13	21	14	11	14	16	28	21	13	18	15	12	16	17	25	16
	Somewhat unfavourable	17	19	26	19	21	21	11	19	25	22	17	11	18	22	23	19	20	19	24	21	19	19	20	18
	Very unfavourable	18	19	22	12	15	37	23	16	24	23	15	18	15	22	23	19	19	19	16	22	22	20	14	18
	TOTAL UNFAVOURABLE	35	38	48	31	36	58	34	35	49	45	32	29	33	44	46	38	39	38	40	43	41	39	34	36
	Don't know	49	45	34	40	37	32	56	38	38	34	54	60	54	39	27	41	49	45	45	45	42	44	41	48
NET FAVOURABILITY		-19	-21	-29	-2	-9	-48	-23	-9	-36	-24	-18	-18	-19	-28	-18	-17	-26	-20	-25	-31	-25	-22	-9	-20

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		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
		10 - 11 Sep																							
Shabana Mahmood																									
	Very favourable	1	2	2	3	3	1	0	2	1	2	1	1	2	1	1	2	2	2	1	1	1	1	3	2
	Somewhat favourable	8	12	18	18	15	7	7	17	12	14	10	6	8	13	22	15	9	13	9	9	12	15	14	11
	TOTAL FAVOURABLE	9	14	20	21	18	8	7	19	13	16	11	7	10	14	23	17	11	15	10	10	13	16	17	13
	Somewhat unfavourable	11	16	23	11	17	20	9	16	19	18	13	13	12	17	21	16	15	15	14	22	19	13	11	15
	Very unfavourable	18	18	17	13	12	37	20	15	25	24	12	8	16	25	20	15	22	18	16	22	18	20	19	16
	TOTAL UNFAVOURABLE	29	34	40	24	29	57	29	31	44	42	25	21	28	42	41	31	37	33	30	44	37	33	30	31
	Don't know	62	52	39	54	53	36	64	50	43	42	63	72	62	44	35	52	53	53	59	46	50	51	53	55
NET FAVOURABILITY	-20	-20	-20	-3	-11	-49	-22	-12	-31	-26	-14	-14	-18	-28	-18	-14	-26	-18	-20	-34	-24	-17	-13	-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.