

YouGov Survey Results

Sample Size: 2084 GB Adults
Fieldwork: 14th - 15th December 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	2084	375	536	192	225	115	731	744	1009	1075	219	861	515	490	1182	891	1803	100	181	494	342	252	715
Unweighted Sample	2084	347	571	215	260	115	839	761	888	1196	150	804	547	583	1261	816	1796	124	164	537	362	164	733
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

		16 - 17 Nov	14 - 15 Dec																								
Do you have a favourable or unfavourable opinion of the following?																											
Kemi Badenoch																											
	Very favourable	2	4	14	1	2	4	0	2	7	4	3	1	2	4	8	4	3	4	1	0	3	3	5	5		
	Somewhat favourable	19	22	48	8	13	46	6	15	38	24	20	7	14	27	37	21	23	22	23	18	21	21	19	24		
	TOTAL FAVOURABLE	21	26	62	9	15	50	6	17	45	28	23	8	16	31	45	25	26	26	24	18	24	24	24	29		
	Somewhat unfavourable	22	19	15	21	28	24	17	18	19	20	19	22	18	18	21	19	19	19	17	18	18	21	15	21		
	Very unfavourable	31	33	7	55	38	15	59	47	20	39	28	41	35	36	24	35	31	32	34	42	34	30	43	29		
	TOTAL UNFAVOURABLE	53	52	22	76	66	39	76	65	39	59	47	63	53	54	45	54	50	51	51	60	52	51	58	50		
	Don't know	26	22	16	16	19	12	19	17	16	14	30	29	31	16	10	20	25	22	24	22	24	25	18	21		
	NET FAVOURABILITY	-32	-26	40	-67	-51	11	-70	-48	6	-31	-24	-55	-37	-23	0	-29	-24	-25	-27	-42	-28	-27	-34	-21		
Keir Starmer																											
	Very favourable	3	2	0	6	2	0	1	4	1	3	2	3	3	2	2	3	1	2	1	2	3	2	4	1		
	Somewhat favourable	16	16	6	33	29	2	11	28	5	16	16	17	18	17	12	19	12	17	12	12	15	14	21	18		
	TOTAL FAVOURABLE	19	18	6	39	31	2	12	32	6	19	18	20	21	19	14	22	13	19	13	14	18	16	25	19		
	Somewhat unfavourable	25	24	20	30	32	9	33	29	16	25	24	39	26	22	18	26	22	24	25	29	24	24	22	25		
	Very unfavourable	48	48	69	23	32	87	49	31	74	50	45	28	39	55	65	43	55	48	50	47	48	47	45	49		
	TOTAL UNFAVOURABLE	73	72	89	53	64	96	82	60	90	75	69	67	65	77	83	69	77	72	75	76	72	71	67	74		
	Don't know	8	9	5	8	5	2	7	8	5	6	13	13	14	5	3	9	9	9	12	9	9	13	8	7		
	NET FAVOURABILITY	-54	-54	-83	-14	-33	-94	-70	-28	-84	-56	-51	-47	-44	-58	-69	-47	-64	-53	-62	-62	-54	-55	-42	-55		
Ed Davey																											
	Very favourable	4	4	1	5	13	0	4	6	1	5	2	5	3	4	4	4	3	4	4	3	4	4	2	4		
	Somewhat favourable	21	22	17	36	40	6	34	35	13	26	19	25	20	24	24	25	19	23	20	20	22	19	27	24		
	TOTAL FAVOURABLE	25	26	18	41	53	6	38	41	14	31	21	30	23	28	28	29	22	27	24	23	26	23	29	28		
	Somewhat unfavourable	17	17	25	15	16	19	10	15	22	19	15	14	13	18	24	17	17	17	15	17	18	18	16	16		
	Very unfavourable	17	19	25	9	7	51	13	11	33	24	14	7	15	24	26	16	23	19	24	21	19	18	13	20		
	TOTAL UNFAVOURABLE	34	36	50	24	23	70	23	26	55	43	29	21	28	42	50	33	40	36	39	38	37	36	29	36		
	Don't know	40	38	32	36	24	23	40	32	31	26	49	49	48	31	22	37	39	38	37	39	37	41	42	36		
	NET FAVOURABILITY	-9	-10	-32	17	30	-64	15	15	-41	-12	-8	9	-5	-14	-22	-4	-18	-9	-15	-15	-11	-13	0	-8		
Nigel Farage																											
	Very favourable	12	12	16	5	2	48	1	3	25	15	9	2	8	15	19	9	15	11	15	12	13	12	7	11		
	Somewhat favourable	18	17	32	5	11	38	2	7	31	19	15	7	12	22	25	16	18	17	14	12	15	18	17	19		
	TOTAL FAVOURABLE	30	29	48	10	13	86	3	10	56	34	24	9	20	37	44	25	33	28	29	24	28	30	24	30		
	Somewhat unfavourable	12	11	17	6	11	7	7	8	15	9	13	6	12	10	13	9	14	12	10	8	13	11	9	12		
	Very unfavourable	50	53	29	79	72	4	90	77	23	53	52	71	59	47	39	59	44	52	50	61	52	47	59	51		
	TOTAL UNFAVOURABLE	62	64	46	85	83	11	97	85	38	62	65	77	71	57	52	68	58	64	60	69	65	58	68	63		
	Don't know	8	8	6	5	4	4	0	5	6	4	11	14	10	5	4	7	9	8	11	7	7	12	8	6		
	NET FAVOURABILITY	-32	-35	2	-75	-70	75	-94	-75	18	-28	-41	-68	-51	-20	-8	-43	-25	-36	-31	-45	-37	-28	-44	-33		

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Fieldwork: 14th - 15th December 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		2084	375	536	192	225	115	731	744	1009	1075	219	861	515	490	1182	891	1803	100	181	494	342	252	715	
Unweighted Sample		2084	347	571	215	260	115	839	761	888	1196	150	804	547	583	1261	816	1796	124	164	537	362	164	733	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Zack Polanski																									
	Very favourable	11	11	1	13	13	1	50	15	2	12	9	28	12	7	4	13	7	10	14	12	10	10	14	9
	Somewhat favourable	9	12	5	20	19	2	13	17	5	13	10	19	13	10	8	14	9	12	6	9	11	13	16	11
	TOTAL FAVOURABLE	20	23	6	33	32	3	63	32	7	25	19	47	25	17	12	27	16	22	20	21	21	23	30	20
	Somewhat unfavourable	6	8	11	9	9	9	3	9	9	9	7	8	6	8	11	8	8	8	11	6	7	8	7	9
	Very unfavourable	16	21	31	12	12	49	7	12	34	28	14	12	15	25	30	18	23	20	26	18	19	20	21	22
	TOTAL UNFAVOURABLE	22	29	42	21	21	58	10	21	43	37	21	20	21	33	41	26	31	28	37	24	26	28	28	31
	Don't know	58	49	52	46	47	39	27	47	50	38	60	33	53	50	48	46	53	49	43	56	52	50	42	48
	NET FAVOURABILITY	-2	-6	-36	12	11	-55	53	11	-36	-12	-2	27	4	-16	-29	1	-15	-6	-17	-3	-5	-5	2	-11
Jeremy Corbyn																									
	Very favourable	7	5	1	7	5	2	20	9	2	6	5	8	7	4	3	6	5	5	3	8	7	4	8	4
	Somewhat favourable	16	16	3	24	18	3	36	19	7	17	14	34	17	12	9	18	12	16	20	16	16	16	19	14
	TOTAL FAVOURABLE	23	21	4	31	23	5	56	28	9	23	19	42	24	16	12	24	17	21	23	24	23	20	27	18
	Somewhat unfavourable	19	19	10	24	25	11	21	22	13	17	20	23	19	19	15	20	17	18	17	21	19	17	19	19
	Very unfavourable	44	46	78	32	44	75	15	40	68	51	41	18	35	56	67	44	49	47	46	41	45	45	40	51
	TOTAL UNFAVOURABLE	63	65	88	56	69	86	36	62	81	68	61	41	54	75	82	64	66	65	63	62	64	62	59	70
	Don't know	13	14	7	12	8	9	7	10	10	8	20	17	21	9	6	12	17	14	13	14	13	18	14	13
	NET FAVOURABILITY	-40	-44	-84	-25	-46	-81	20	-34	-72	-45	-42	1	-30	-59	-70	-40	-49	-44	-40	-38	-41	-42	-32	-52
Zarah Sultana																									
	Very favourable	3	3	0	3	2	1	11	4	1	3	3	10	3	2	1	3	2	3	2	5	1	3	5	2
	Somewhat favourable	8	8	2	11	11	1	29	11	3	8	8	14	9	6	5	9	6	8	10	5	9	8	10	6
	TOTAL FAVOURABLE	11	11	2	14	13	2	40	15	4	11	11	24	12	8	6	12	8	11	12	10	10	11	15	8
	Somewhat unfavourable	11	11	8	15	14	7	9	14	9	14	9	13	10	11	13	13	10	11	12	11	11	11	10	12
	Very unfavourable	19	24	33	20	19	48	12	19	36	31	17	12	17	30	35	24	24	24	27	19	24	25	26	23
	TOTAL UNFAVOURABLE	30	35	41	35	33	55	21	33	45	45	26	25	27	41	48	37	34	35	39	30	35	36	36	35
	Don't know	58	54	57	53	53	43	39	52	51	45	63	52	61	51	47	52	58	54	49	61	55	53	49	56
	NET FAVOURABILITY	-19	-24	-39	-21	-20	-53	19	-18	-41	-34	-15	-1	-15	-33	-42	-25	-26	-24	-27	-20	-25	-25	-21	-27
Rachel Reeves																									
	Very favourable	2	1	1	2	2	0	0	2	1	1	1	1	1	2	2	1	1	1	1	2	1	1	1	1
	Somewhat favourable	10	11	3	25	17	2	9	20	3	13	9	11	11	13	8	13	8	11	9	9	11	12	11	11
	TOTAL FAVOURABLE	12	12	4	27	19	2	9	22	4	14	10	12	12	15	10	14	9	12	10	11	12	13	12	12
	Somewhat unfavourable	25	23	19	29	31	8	32	29	13	24	23	38	25	20	18	26	20	23	21	26	23	23	25	23
	Very unfavourable	44	48	71	27	37	85	43	34	74	49	46	21	38	56	67	43	54	48	49	45	48	47	44	49
	TOTAL UNFAVOURABLE	69	71	90	56	68	93	75	63	87	73	69	59	63	76	85	69	74	71	70	71	71	70	69	72
	Don't know	19	17	6	17	13	5	16	15	9	12	22	29	25	10	6	16	18	17	21	19	17	17	19	16
	NET FAVOURABILITY	-57	-59	-86	-29	-49	-91	-66	-41	-83	-59	-59	-47	-51	-61	-75	-55	-65	-59	-60	-60	-59	-57	-57	-60

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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		2084	375	536	192	225	115	731	744	1009	1075	219	861	515	490	1182	891	1803	100	181	494	342	252	715	
Unweighted Sample		2084	347	571	215	260	115	839	761	888	1196	150	804	547	583	1261	816	1796	124	164	537	362	164	733	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Mel Stride																									
	Very favourable	0	1	2	0	0	0	0	1	1	0	0	0	0	1	1	1	1	1	0	0	1	0	1	
	Somewhat favourable	7	6	14	3	3	10	2	4	9	7	4	3	3	5	11	6	4	6	8	2	5	5	5	7
	TOTAL FAVOURABLE	7	7	16	3	3	10	2	4	10	8	4	3	3	5	12	7	5	7	9	2	5	6	5	8
	Somewhat unfavourable	10	9	9	9	13	15	6	10	11	11	8	7	7	10	15	9	9	9	13	6	10	11	8	9
	Very unfavourable	11	12	7	14	11	15	20	13	14	15	10	9	11	17	11	11	14	12	11	13	14	12	16	10
	TOTAL UNFAVOURABLE	21	21	16	23	24	30	26	23	25	26	18	16	18	27	26	20	23	21	24	19	24	23	24	19
	Don't know	73	72	68	74	73	59	72	73	64	66	78	82	78	68	62	72	72	72	67	79	71	71	71	73
	NET FAVOURABILITY	-14	-14	0	-20	-21	-20	-24	-19	-15	-18	-14	-13	-15	-22	-14	-13	-18	-14	-15	-17	-19	-17	-19	-11
Angela Rayner		10 - 11 Sep	14 - 15 Dec																						
	Very favourable	5	4	0	11	5	0	3	8	1	5	3	3	3	5	5	4	3	4	6	3	5	3	5	3
	Somewhat favourable	14	15	4	29	25	2	24	26	5	16	13	16	15	17	12	18	10	15	15	16	15	13	19	14
	TOTAL FAVOURABLE	19	19	4	40	30	2	27	34	6	21	16	19	18	22	17	22	13	19	21	19	20	16	24	17
	Somewhat unfavourable	20	18	17	21	25	9	17	21	13	18	18	26	18	17	17	19	17	18	20	17	16	18	19	20
	Very unfavourable	39	39	66	17	30	80	26	24	67	44	35	16	31	47	56	35	45	40	39	39	41	41	36	39
	TOTAL UNFAVOURABLE	59	57	83	38	55	89	43	45	80	62	53	42	49	64	73	54	62	58	59	56	57	59	55	59
	Don't know	22	24	13	21	15	9	29	21	14	16	30	39	33	14	10	23	24	24	21	25	23	25	22	24
	NET FAVOURABILITY	-40	-38	-79	2	-25	-87	-16	-11	-74	-41	-37	-23	-31	-42	-56	-32	-49	-39	-38	-37	-37	-43	-31	-42
Wes Streeting		16 - 17 Nov	14 - 15 Dec																						
	Very favourable	3	2	1	5	4	0	0	4	1	3	2	2	2	3	3	3	2	2	4	1	3	2	3	2
	Somewhat favourable	14	13	16	21	18	9	9	21	12	14	13	12	7	17	22	16	11	14	15	10	13	13	16	14
	TOTAL FAVOURABLE	17	15	17	26	22	9	9	25	13	17	15	14	9	20	25	19	13	16	19	11	16	15	19	16
	Somewhat unfavourable	19	20	28	18	23	25	17	21	23	23	17	10	17	21	28	20	20	20	18	20	19	16	27	21
	Very unfavourable	19	20	18	13	17	38	29	15	30	25	17	21	17	24	22	19	23	20	23	20	22	22	17	20
	TOTAL UNFAVOURABLE	38	40	46	31	40	63	46	36	53	48	34	31	34	45	50	39	43	40	41	40	41	38	44	41
	Don't know	45	44	37	43	38	27	45	39	34	35	52	55	56	34	26	43	44	43	40	49	43	48	37	44
	NET FAVOURABILITY	-21	-25	-29	-5	-18	-54	-37	-11	-40	-31	-19	-17	-25	-25	-25	-20	-30	-24	-22	-29	-25	-23	-25	-25

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

		13 - 14 Oct	14 - 15 Dec																						
Andy Burnham	Very favourable	8	9	2	20	10	4	9	16	5	8	9	5	7	11	11	9	8	9	9	4	16	6	13	5
	Somewhat favourable	22	20	17	27	26	14	33	29	16	23	18	14	17	26	24	23	18	20	22	20	28	21	17	16
	TOTAL FAVOURABLE	30	29	19	47	36	18	42	45	21	31	27	19	24	37	35	32	26	29	31	24	44	27	30	21
	Somewhat unfavourable	14	15	28	9	16	23	7	13	22	20	11	6	11	16	25	15	16	15	13	17	13	14	18	16
	Very unfavourable	14	14	20	6	7	33	10	9	24	17	10	3	11	16	20	12	16	14	17	10	11	14	10	16
	TOTAL UNFAVOURABLE	28	29	48	15	23	56	17	22	46	37	21	9	22	32	45	27	32	29	30	27	24	28	28	32
	Don't know	41	42	32	38	40	27	41	34	32	32	51	71	53	31	20	41	42	41	39	48	32	45	42	46
	NET FAVOURABILITY	2	0	-29	32	13	-38	25	23	-25	-6	6	10	2	5	-10	5	-6	0	1	-3	20	-1	2	-11

*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.