

YouGov Survey Results

Sample Size: 2046 GB Adults
Fieldwork: 15th - 16th January 2026

	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	2046	368	526	188	221	117	718	730	990	1056	215	845	505	481	1164	868	1770	98	178	485	336	248	702	
Unweighted Sample	2046	365	548	200	242	106	825	711	895	1151	163	809	537	537	1246	792	1779	111	156	525	367	168	719	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	

	14 - 15 Dec '25	15 - 16 Jan '26																						
Do you have a favourable or unfavourable opinion of the following?																								
Kemi Badenoch																								
Very favourable	4	5	17	1	1	7	4	3	9	6	4	5	3	6	9	6	5	5	6	1	4	5	6	6
Somewhat favourable	22	20	47	7	15	35	4	14	34	22	18	7	13	22	36	20	19	20	18	15	18	22	20	22
TOTAL FAVOURABLE	26	25	64	8	16	42	8	17	43	28	22	12	16	28	45	26	24	25	24	16	22	27	26	28
Somewhat unfavourable	19	20	16	23	23	26	19	22	20	22	19	17	19	24	20	20	21	21	16	17	21	19	20	22
Very unfavourable	33	31	6	50	46	14	42	42	17	37	25	36	35	30	22	34	26	29	33	46	30	26	36	28
TOTAL UNFAVOURABLE	52	51	22	73	69	40	61	64	37	59	44	53	54	54	42	54	47	50	49	63	51	45	56	50
Don't know	22	24	14	20	15	18	31	20	20	14	33	34	31	18	14	20	29	24	26	22	27	29	18	22
NET FAVOURABILITY	-26	-26	42	-65	-53	2	-53	-47	6	-31	-22	-41	-38	-26	3	-28	-23	-25	-25	-47	-29	-18	-30	-22
Keir Starmer																								
Very favourable	2	3	1	9	4	0	1	6	2	4	3	2	4	4	4	4	3	4	1	4	4	2	8	2
Somewhat favourable	16	15	5	30	29	2	12	25	7	16	15	11	18	17	11	20	10	15	17	21	14	12	16	17
TOTAL FAVOURABLE	18	18	6	39	33	2	13	31	9	20	18	13	22	21	15	24	13	19	18	25	18	14	24	19
Somewhat unfavourable	24	27	17	35	29	7	44	33	15	25	28	47	29	20	20	29	23	26	23	34	25	26	28	27
Very unfavourable	48	48	75	20	35	86	38	31	74	50	46	28	40	56	62	41	58	49	52	39	48	54	42	48
TOTAL UNFAVOURABLE	72	75	92	55	64	93	82	64	89	75	74	75	69	76	82	70	81	75	75	73	73	80	70	75
Don't know	9	6	2	5	3	5	6	6	2	4	8	12	8	4	3	6	7	7	8	2	8	7	6	6
NET FAVOURABILITY	-54	-57	-86	-16	-31	-91	-69	-33	-80	-55	-56	-62	-47	-55	-67	-46	-68	-56	-57	-48	-55	-66	-46	-56
Ed Davey																								
Very favourable	4	4	1	7	14	0	2	7	2	4	3	3	3	5	4	5	3	4	3	2	5	2	7	4
Somewhat favourable	22	22	15	33	45	7	31	33	13	24	20	20	20	24	25	24	18	21	23	29	22	19	22	22
TOTAL FAVOURABLE	26	26	16	40	59	7	33	40	15	28	23	23	23	29	29	29	21	25	26	31	27	21	29	26
Somewhat unfavourable	17	17	28	14	10	17	21	16	21	20	15	16	15	20	20	17	17	18	17	15	14	18	24	18
Very unfavourable	19	18	27	8	7	45	8	9	31	23	13	8	13	22	27	16	20	18	17	19	17	21	15	18
TOTAL UNFAVOURABLE	36	35	55	22	17	62	29	25	52	43	28	24	28	42	47	33	37	36	34	34	31	39	39	36
Don't know	38	39	29	37	25	31	39	34	34	28	49	52	49	30	24	37	41	39	40	36	43	41	31	39
NET FAVOURABILITY	-10	-9	-39	18	42	-55	4	15	-37	-15	-5	-1	-5	-13	-18	-4	-16	-11	-8	-3	-4	-18	-10	-10
Nigel Farage																								
Very favourable	12	11	17	3	3	38	3	2	23	13	8	1	7	13	19	8	14	11	8	5	11	13	7	12
Somewhat favourable	17	17	34	5	8	40	0	8	31	19	16	5	16	22	21	15	22	18	22	14	17	17	18	18
TOTAL FAVOURABLE	29	28	51	8	11	78	3	10	54	32	24	6	23	35	40	23	36	29	30	19	28	30	25	30
Somewhat unfavourable	11	14	20	10	10	11	12	11	16	13	14	10	13	14	15	12	15	14	10	11	13	15	14	14
Very unfavourable	53	51	23	80	75	4	84	74	23	50	52	71	55	46	40	59	40	50	53	63	51	46	56	48
TOTAL UNFAVOURABLE	64	65	43	90	85	15	96	85	39	63	66	81	68	60	55	71	55	64	63	74	64	61	70	62
Don't know	8	7	6	3	4	6	2	4	7	5	10	13	9	5	5	6	9	7	7	7	8	8	4	8
NET FAVOURABILITY	-35	-37	8	-82	-74	63	-93	-75	15	-31	-42	-75	-45	-25	-15	-48	-19	-35	-33	-55	-36	-31	-45	-32

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Fieldwork: 15th - 16th January 2026

		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		2046	368	526	188	221	117	718	730	990	1056	215	845	505	481	1164	868	1770	98	178	485	336	248	702	
Unweighted Sample		2046	365	548	200	242	106	825	711	895	1151	163	809	537	537	1246	792	1779	111	156	525	367	168	719	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Zack Polanski																									
	Very favourable	11	9	0	13	15	0	35	12	2	9	9	20	12	5	3	11	6	9	10	11	8	8	12	9
	Somewhat favourable	12	11	3	18	21	4	15	18	4	13	10	20	11	10	9	14	8	12	7	10	10	10	16	12
	TOTAL FAVOURABLE	23	20	3	31	36	4	50	30	6	22	19	40	23	15	12	25	14	21	17	21	18	18	28	21
	Somewhat unfavourable	8	8	8	8	10	7	0	8	7	10	6	8	7	9	7	8	8	8	5	7	8	6	11	7
	Very unfavourable	21	19	30	11	10	47	7	13	32	27	12	9	17	23	25	19	20	20	17	15	18	20	18	22
	TOTAL UNFAVOURABLE	29	27	38	19	20	54	7	21	39	37	18	17	24	32	32	27	28	28	22	22	26	26	29	29
	Don't know	49	52	58	50	44	41	43	49	54	41	63	43	54	51	55	49	58	52	60	56	55	55	43	50
	NET FAVOURABILITY	-6	-7	-35	12	16	-50	43	9	-33	-15	1	23	-1	-17	-20	-2	-14	-7	-5	-1	-8	-8	-1	-8
Rachel Reeves																									
	Very favourable	1	2	0	5	2	0	0	4	1	2	2	2	2	3	2	2	2	2	1	4	4	1	2	1
	Somewhat favourable	11	11	5	22	16	1	13	18	5	13	10	8	13	12	9	14	8	11	14	18	10	9	18	9
	TOTAL FAVOURABLE	12	13	5	27	18	1	13	22	6	15	12	10	15	15	11	16	10	13	15	22	14	10	20	10
	Somewhat unfavourable	23	23	14	28	33	8	40	30	14	24	22	31	26	21	18	26	20	23	22	24	22	21	27	24
	Very unfavourable	48	46	75	28	36	79	28	33	70	49	44	24	37	54	64	41	53	47	49	39	46	50	39	49
	TOTAL UNFAVOURABLE	71	69	89	56	69	87	68	63	84	73	66	55	63	75	82	67	73	70	71	63	68	71	66	73
	Don't know	17	17	6	17	12	11	20	15	11	11	22	35	23	10	6	17	17	17	14	15	18	19	14	17
	NET FAVOURABILITY	-59	-56	-84	-29	-51	-86	-55	-41	-78	-58	-54	-45	-48	-60	-71	-51	-63	-57	-56	-41	-54	-61	-46	-63
Mel Stride																									
	Very favourable	1	1	1	1	1	0	0	1	1	1	0	0	1	0	1	1	1	1	0	0	1	1	1	1
	Somewhat favourable	6	5	12	3	2	9	4	4	8	6	4	2	3	6	9	7	3	5	5	3	4	5	8	5
	TOTAL FAVOURABLE	7	6	13	4	3	9	4	5	9	7	4	2	4	6	10	8	4	6	5	3	5	6	9	6
	Somewhat unfavourable	9	11	15	9	15	13	9	12	12	14	8	5	9	13	15	11	10	11	8	7	10	13	12	11
	Very unfavourable	12	10	6	11	10	10	13	11	10	13	7	7	8	13	10	9	11	10	8	8	11	9	11	9
	TOTAL UNFAVOURABLE	21	21	21	20	25	23	22	23	22	27	15	12	17	26	25	20	21	21	16	15	21	22	23	20
	Don't know	72	74	65	76	73	68	73	73	69	66	82	86	80	68	64	73	76	73	79	82	75	73	68	74
	NET FAVOURABILITY	-14	-15	-8	-16	-22	-14	-18	-18	-13	-20	-11	-10	-13	-20	-15	-12	-17	-15	-11	-12	-16	-16	-14	-14
Wes Streeting																									
	Very favourable	2	3	1	6	5	1	0	5	1	3	3	2	2	4	4	3	2	3	2	3	3	2	3	2
	Somewhat favourable	13	13	14	21	21	7	12	20	11	15	12	6	10	16	20	16	10	14	9	16	13	11	18	14
	TOTAL FAVOURABLE	15	16	15	27	26	8	12	25	12	18	15	8	12	20	24	19	12	17	11	19	16	13	21	16
	Somewhat unfavourable	20	20	27	20	28	23	17	21	24	22	18	13	17	23	26	21	19	21	20	16	20	18	22	22
	Very unfavourable	20	19	23	11	16	30	26	14	25	24	13	15	16	22	21	18	19	18	22	17	18	21	17	18
	TOTAL UNFAVOURABLE	40	39	50	31	44	53	43	35	49	46	31	28	33	45	47	39	38	39	42	33	38	39	39	40
	Don't know	44	45	35	42	31	40	46	40	39	36	54	64	55	36	30	42	50	45	46	49	47	47	39	45
	NET FAVOURABILITY	-25	-23	-35	-4	-18	-45	-31	-10	-37	-28	-16	-20	-21	-25	-23	-20	-26	-22	-31	-14	-22	-26	-18	-24

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Weighted Sample	2046	368	526	188	221	117	718	730	990	1056	215	845	505	481	1164	868	1770	98	178	485	336	248	702
Unweighted Sample	2046	365	548	200	242	106	825	711	895	1151	163	809	537	537	1246	792	1779	111	156	525	367	168	719
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	16 - 17 Nov '25	15 - 16 Jan '26																								
Shabana Mahmood																										
Very favourable	2	1	1	3	0	0	0	2	0	1	1	1	1	1	2	2	1	1	0	2	1	1	3	1		
Somewhat favourable	12	10	16	12	9	7	5	12	10	11	8	4	6	11	17	11	7	10	6	6	9	9	11	11		
TOTAL FAVOURABLE	14	11	17	15	9	7	5	14	10	12	9	5	7	12	19	13	8	11	6	8	10	10	14	12		
Somewhat unfavourable	16	16	23	14	20	17	20	17	18	20	13	11	13	20	21	17	16	17	13	12	15	14	25	17		
Very unfavourable	18	19	21	11	20	38	15	13	27	24	14	12	18	22	20	18	20	19	21	18	19	19	21	17		
TOTAL UNFAVOURABLE	34	35	44	25	40	55	35	30	45	44	27	23	31	42	41	35	36	36	34	30	34	33	46	34		
Don't know	52	54	39	60	51	38	60	56	44	43	64	72	63	46	40	53	56	53	60	63	55	58	40	54		
NET FAVOURABILITY	-20	-24	-27	-10	-31	-48	-30	-16	-35	-32	-18	-18	-24	-30	-22	-22	-28	-25	-28	-22	-24	-23	-32	-22		

		13 - 14 Oct '25	15 - 16 Jan '26																							
Robert Jenrick																										
	Very favourable	2	3	6	1	1	10	0	1	5	4	1	3	2	3	4	2	3	3	1	2	2	2	3		
	Somewhat favourable	11	8	17	3	1	22	4	4	16	10	6	1	6	10	13	8	9	9	9	3	9	10	8	8	
	TOTAL FAVOURABLE	13	11	23	4	2	32	4	5	21	14	7	4	8	13	17	10	12	12	10	5	11	12	10	11	
	Somewhat unfavourable	12	13	21	11	16	14	5	13	16	15	11	5	13	15	15	14	12	13	8	11	13	13	14	14	
	Very unfavourable	20	28	18	39	50	8	40	40	20	36	21	26	24	33	32	32	23	27	32	34	27	24	38	25	
	TOTAL UNFAVOURABLE	32	41	39	50	66	22	45	53	36	51	32	31	37	48	47	46	35	40	40	45	40	37	52	39	
	Don't know	54	48	38	46	32	45	52	42	44	35	60	65	55	40	35	44	53	48	50	50	48	51	38	49	
	NET FAVOURABILITY	-19	-30	-16	-46	-64	10	-41	-48	-15	-37	-25	-27	-29	-35	-30	-36	-23	-28	-30	-40	-29	-25	-42	-28	

*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.