

# YouGov Survey Results

Sample Size: 2134 GB Adults  
Fieldwork: 18th - 19th March 2026

	Vote in 2024 GE						EU Ref 2016		Gender		Age				Socio-economic classification			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	2134	384	548	196	230	124	749	762	1033	1101	224	881	527	502	723	478	638	1846	102	186	506	350	258	732
Unweighted Sample	2134	360	561	197	246	123	833	757	956	1178	164	855	557	558	806	459	551	1806	124	204	512	351	177	766
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

		10 - 11 Feb	18 - 19 Mar																									
Do you have a favourable or unfavourable opinion of the following?																												
Kemi Badenoch																												
	Very favourable	5	5	16	2	2	7	2	5	8	5	5	1	3	6	10	5	6	5	5	5	3	5	4	6	6		
	Somewhat favourable	22	22	50	9	11	46	10	15	37	21	23	11	15	23	39	22	25	25	23	17	17	22	27	20	23		
	<b>TOTAL FAVOURABLE</b>	<b>27</b>	<b>27</b>	<b>66</b>	<b>11</b>	<b>13</b>	<b>53</b>	<b>12</b>	<b>20</b>	<b>45</b>	<b>26</b>	<b>28</b>	<b>12</b>	<b>18</b>	<b>29</b>	<b>49</b>	<b>27</b>	<b>31</b>	<b>30</b>	<b>28</b>	<b>22</b>	<b>20</b>	<b>27</b>	<b>31</b>	<b>26</b>	<b>29</b>		
	Somewhat unfavourable	18	19	15	21	25	23	11	19	20	22	16	18	19	20	18	20	16	20	19	16	18	21	17	16	20		
	Very unfavourable	32	33	10	52	43	15	57	46	21	40	27	31	37	36	23	36	31	28	32	34	44	29	29	45	30		
	<b>TOTAL UNFAVOURABLE</b>	<b>50</b>	<b>52</b>	<b>25</b>	<b>73</b>	<b>68</b>	<b>38</b>	<b>68</b>	<b>65</b>	<b>41</b>	<b>62</b>	<b>43</b>	<b>49</b>	<b>56</b>	<b>56</b>	<b>41</b>	<b>56</b>	<b>47</b>	<b>48</b>	<b>51</b>	<b>50</b>	<b>62</b>	<b>50</b>	<b>46</b>	<b>61</b>	<b>50</b>		
	Don't know	23	21	8	16	19	10	20	16	14	12	30	39	26	15	10	16	21	23	21	27	18	23	23	14	22		
	<b>NET FAVOURABILITY</b>	<b>-23</b>	<b>-25</b>	<b>41</b>	<b>-62</b>	<b>-55</b>	<b>15</b>	<b>-56</b>	<b>-45</b>	<b>4</b>	<b>-36</b>	<b>-15</b>	<b>-37</b>	<b>-38</b>	<b>-27</b>	<b>8</b>	<b>-29</b>	<b>-16</b>	<b>-18</b>	<b>-23</b>	<b>-28</b>	<b>-42</b>	<b>-23</b>	<b>-15</b>	<b>-35</b>	<b>-21</b>		
Keir Starmer																												
	Very favourable	4	4	3	8	5	0	0	6	1	4	4	6	3	3	4	4	3	3	4	3	4	2	4	5	4		
	Somewhat favourable	18	18	8	36	24	1	18	30	9	19	18	16	21	20	13	23	16	15	18	25	19	18	15	19	18		
	<b>TOTAL FAVOURABLE</b>	<b>22</b>	<b>22</b>	<b>11</b>	<b>44</b>	<b>29</b>	<b>1</b>	<b>18</b>	<b>36</b>	<b>10</b>	<b>23</b>	<b>22</b>	<b>22</b>	<b>24</b>	<b>23</b>	<b>17</b>	<b>27</b>	<b>19</b>	<b>18</b>	<b>22</b>	<b>28</b>	<b>23</b>	<b>20</b>	<b>19</b>	<b>24</b>	<b>22</b>		
	Somewhat unfavourable	22	22	16	28	29	7	41	27	14	22	23	35	25	21	14	26	20	17	22	22	25	22	22	23	22		
	Very unfavourable	47	48	69	22	33	89	36	31	71	51	45	30	41	50	66	40	52	58	48	40	48	48	51	45	48		
	<b>TOTAL UNFAVOURABLE</b>	<b>69</b>	<b>70</b>	<b>85</b>	<b>50</b>	<b>62</b>	<b>96</b>	<b>77</b>	<b>58</b>	<b>85</b>	<b>73</b>	<b>68</b>	<b>65</b>	<b>66</b>	<b>71</b>	<b>80</b>	<b>66</b>	<b>72</b>	<b>75</b>	<b>70</b>	<b>62</b>	<b>73</b>	<b>70</b>	<b>73</b>	<b>68</b>	<b>70</b>		
	Don't know	9	8	4	7	9	3	4	7	5	5	11	13	11	5	4	7	8	7	8	10	5	9	7	8	8		
	<b>NET FAVOURABILITY</b>	<b>-47</b>	<b>-48</b>	<b>-74</b>	<b>-6</b>	<b>-33</b>	<b>-95</b>	<b>-59</b>	<b>-22</b>	<b>-75</b>	<b>-50</b>	<b>-46</b>	<b>-43</b>	<b>-42</b>	<b>-48</b>	<b>-63</b>	<b>-39</b>	<b>-53</b>	<b>-57</b>	<b>-48</b>	<b>-34</b>	<b>-50</b>	<b>-50</b>	<b>-54</b>	<b>-44</b>	<b>-48</b>		
Ed Davey																												
	Very favourable	4	3	2	6	9	0	2	6	1	3	3	2	2	6	3	4	1	3	3	2	2	3	4	2	4		
	Somewhat favourable	23	21	16	33	45	5	27	33	13	24	18	21	19	23	21	25	20	16	20	20	24	22	23	21	18		
	<b>TOTAL FAVOURABLE</b>	<b>27</b>	<b>24</b>	<b>18</b>	<b>39</b>	<b>54</b>	<b>5</b>	<b>29</b>	<b>39</b>	<b>14</b>	<b>27</b>	<b>21</b>	<b>23</b>	<b>21</b>	<b>29</b>	<b>24</b>	<b>29</b>	<b>21</b>	<b>19</b>	<b>23</b>	<b>22</b>	<b>26</b>	<b>25</b>	<b>27</b>	<b>23</b>	<b>22</b>		
	Somewhat unfavourable	18	18	28	17	12	14	25	20	19	21	15	13	17	18	21	20	17	19	18	14	14	17	14	19	21		
	Very unfavourable	19	20	31	8	8	54	11	10	38	26	15	7	14	24	33	18	24	23	21	21	20	19	21	24	21		
	<b>TOTAL UNFAVOURABLE</b>	<b>37</b>	<b>38</b>	<b>59</b>	<b>25</b>	<b>20</b>	<b>68</b>	<b>36</b>	<b>30</b>	<b>57</b>	<b>47</b>	<b>30</b>	<b>20</b>	<b>31</b>	<b>42</b>	<b>54</b>	<b>38</b>	<b>41</b>	<b>42</b>	<b>39</b>	<b>35</b>	<b>34</b>	<b>36</b>	<b>35</b>	<b>43</b>	<b>42</b>		
	Don't know	36	38	23	36	26	27	36	32	28	26	49	57	47	29	22	33	38	40	37	43	41	39	38	35	36		
	<b>NET FAVOURABILITY</b>	<b>-10</b>	<b>-14</b>	<b>-41</b>	<b>14</b>	<b>34</b>	<b>-63</b>	<b>-7</b>	<b>9</b>	<b>-43</b>	<b>-20</b>	<b>-9</b>	<b>3</b>	<b>-10</b>	<b>-13</b>	<b>-30</b>	<b>-9</b>	<b>-20</b>	<b>-23</b>	<b>-16</b>	<b>-13</b>	<b>-8</b>	<b>-11</b>	<b>-8</b>	<b>-20</b>	<b>-20</b>		

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	Vote in 2024 GE						EU Ref 2016		Gender		Age				Socio-economic classification			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	
<b>Weighted Sample</b>	<b>2134</b>	<b>384</b>	<b>548</b>	<b>196</b>	<b>230</b>	<b>124</b>	<b>749</b>	<b>762</b>	<b>1033</b>	<b>1101</b>	<b>224</b>	<b>881</b>	<b>527</b>	<b>502</b>	<b>723</b>	<b>478</b>	<b>638</b>	<b>1846</b>	<b>102</b>	<b>186</b>	<b>506</b>	<b>350</b>	<b>258</b>	<b>732</b>	
<b>Unweighted Sample</b>	<b>2134</b>	<b>360</b>	<b>561</b>	<b>197</b>	<b>246</b>	<b>123</b>	<b>833</b>	<b>757</b>	<b>956</b>	<b>1178</b>	<b>164</b>	<b>855</b>	<b>557</b>	<b>558</b>	<b>806</b>	<b>459</b>	<b>551</b>	<b>1806</b>	<b>124</b>	<b>204</b>	<b>512</b>	<b>351</b>	<b>177</b>	<b>766</b>	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
<b>Nigel Farage</b>																									
Very favourable	11	10	14	2	1	39	1	2	21	13	6	3	7	11	15	6	12	12	10	8	10	10	9	8	10
Somewhat favourable	16	17	28	6	9	38	4	7	31	17	17	6	13	21	23	13	20	21	17	19	13	15	19	12	19
<b>TOTAL FAVOURABLE</b>	<b>27</b>	<b>27</b>	<b>42</b>	<b>8</b>	<b>10</b>	<b>77</b>	<b>5</b>	<b>9</b>	<b>52</b>	<b>30</b>	<b>23</b>	<b>9</b>	<b>20</b>	<b>32</b>	<b>38</b>	<b>19</b>	<b>32</b>	<b>33</b>	<b>27</b>	<b>27</b>	<b>23</b>	<b>25</b>	<b>28</b>	<b>20</b>	<b>29</b>
Somewhat unfavourable	12	12	20	6	12	11	7	9	14	13	10	12	10	12	14	13	11	12	12	9	9	12	12	11	13
Very unfavourable	52	54	33	80	74	10	85	77	29	52	56	62	61	50	42	61	50	46	53	53	62	55	51	63	49
<b>TOTAL UNFAVOURABLE</b>	<b>64</b>	<b>66</b>	<b>53</b>	<b>86</b>	<b>86</b>	<b>21</b>	<b>92</b>	<b>86</b>	<b>43</b>	<b>65</b>	<b>66</b>	<b>74</b>	<b>71</b>	<b>62</b>	<b>56</b>	<b>74</b>	<b>61</b>	<b>58</b>	<b>65</b>	<b>62</b>	<b>71</b>	<b>67</b>	<b>63</b>	<b>74</b>	<b>62</b>
Don't know	9	8	6	6	4	2	3	5	5	5	11	16	9	5	5	6	7	9	8	11	6	7	9	6	9
<b>NET FAVOURABILITY</b>	<b>-37</b>	<b>-39</b>	<b>-11</b>	<b>-78</b>	<b>-76</b>	<b>56</b>	<b>-87</b>	<b>-77</b>	<b>9</b>	<b>-35</b>	<b>-43</b>	<b>-65</b>	<b>-51</b>	<b>-30</b>	<b>-18</b>	<b>-55</b>	<b>-29</b>	<b>-25</b>	<b>-38</b>	<b>-35</b>	<b>-48</b>	<b>-42</b>	<b>-35</b>	<b>-54</b>	<b>-33</b>
<b>Zack Polanski</b>																									
Very favourable	9	9	0	16	9	0	35	16	2	9	9	14	13	5	3	11	7	6	9	7	11	9	8	12	8
Somewhat favourable	13	13	7	19	22	4	28	18	8	16	11	18	13	15	10	15	11	11	13	14	14	13	14	19	11
<b>TOTAL FAVOURABLE</b>	<b>22</b>	<b>22</b>	<b>7</b>	<b>35</b>	<b>31</b>	<b>4</b>	<b>63</b>	<b>34</b>	<b>10</b>	<b>25</b>	<b>20</b>	<b>32</b>	<b>26</b>	<b>20</b>	<b>13</b>	<b>26</b>	<b>18</b>	<b>17</b>	<b>22</b>	<b>21</b>	<b>25</b>	<b>22</b>	<b>22</b>	<b>31</b>	<b>19</b>
Somewhat unfavourable	9	10	10	14	13	6	5	12	8	10	9	10	9	9	12	12	7	9	10	8	6	10	13	13	9
Very unfavourable	21	26	43	13	16	64	4	16	43	35	18	15	20	31	37	25	29	28	26	24	24	26	24	25	29
<b>TOTAL UNFAVOURABLE</b>	<b>30</b>	<b>36</b>	<b>53</b>	<b>27</b>	<b>29</b>	<b>70</b>	<b>9</b>	<b>28</b>	<b>51</b>	<b>45</b>	<b>27</b>	<b>25</b>	<b>29</b>	<b>40</b>	<b>49</b>	<b>37</b>	<b>36</b>	<b>37</b>	<b>36</b>	<b>32</b>	<b>30</b>	<b>36</b>	<b>37</b>	<b>38</b>	<b>38</b>
Don't know	48	42	38	38	40	26	27	38	39	30	53	43	45	39	38	37	46	45	41	47	45	43	41	31	44
<b>NET FAVOURABILITY</b>	<b>-8</b>	<b>-14</b>	<b>-46</b>	<b>8</b>	<b>2</b>	<b>-66</b>	<b>54</b>	<b>6</b>	<b>-41</b>	<b>-20</b>	<b>-7</b>	<b>7</b>	<b>-3</b>	<b>-20</b>	<b>-36</b>	<b>-11</b>	<b>-18</b>	<b>-20</b>	<b>-14</b>	<b>-11</b>	<b>-5</b>	<b>-14</b>	<b>-15</b>	<b>-7</b>	<b>-19</b>
<b>Rachel Reeves</b>																									
Very favourable	2	2	0	4	2	0	1	2	1	2	1	2	1	2	2	2	2	1	2	3	1	2	2	1	2
Somewhat favourable	12	13	6	27	17	1	19	24	5	15	11	11	14	15	10	18	10	10	13	11	12	14	13	17	12
<b>TOTAL FAVOURABLE</b>	<b>14</b>	<b>15</b>	<b>6</b>	<b>31</b>	<b>19</b>	<b>1</b>	<b>20</b>	<b>26</b>	<b>6</b>	<b>17</b>	<b>12</b>	<b>13</b>	<b>15</b>	<b>17</b>	<b>12</b>	<b>20</b>	<b>12</b>	<b>11</b>	<b>15</b>	<b>14</b>	<b>13</b>	<b>16</b>	<b>15</b>	<b>18</b>	<b>14</b>
Somewhat unfavourable	23	22	20	27	28	10	32	27	15	24	21	24	26	21	16	25	23	19	22	20	25	20	22	29	21
Very unfavourable	45	44	68	25	32	83	29	30	69	48	40	22	35	50	63	39	48	51	44	40	41	45	47	37	45
<b>TOTAL UNFAVOURABLE</b>	<b>68</b>	<b>66</b>	<b>88</b>	<b>52</b>	<b>60</b>	<b>93</b>	<b>61</b>	<b>57</b>	<b>84</b>	<b>72</b>	<b>61</b>	<b>46</b>	<b>61</b>	<b>71</b>	<b>79</b>	<b>64</b>	<b>71</b>	<b>70</b>	<b>66</b>	<b>60</b>	<b>66</b>	<b>65</b>	<b>69</b>	<b>66</b>	<b>66</b>
Don't know	18	19	7	18	23	6	19	17	10	11	27	41	24	12	9	16	17	20	19	27	21	20	16	15	20
<b>NET FAVOURABILITY</b>	<b>-54</b>	<b>-51</b>	<b>-82</b>	<b>-21</b>	<b>-41</b>	<b>-92</b>	<b>-41</b>	<b>-31</b>	<b>-78</b>	<b>-55</b>	<b>-49</b>	<b>-33</b>	<b>-46</b>	<b>-54</b>	<b>-67</b>	<b>-44</b>	<b>-59</b>	<b>-59</b>	<b>-51</b>	<b>-46</b>	<b>-53</b>	<b>-49</b>	<b>-54</b>	<b>-48</b>	<b>-52</b>
<b>Mel Stride</b>																									
Very favourable	1	1	1	0	0	0	0	1	0	1	0	0	0	1	1	0	1	1	1	2	0	1	0	1	1
Somewhat favourable	6	6	12	5	3	10	2	5	9	7	5	3	3	8	9	8	8	3	6	7	4	5	5	6	6
<b>TOTAL FAVOURABLE</b>	<b>7</b>	<b>7</b>	<b>13</b>	<b>5</b>	<b>3</b>	<b>10</b>	<b>2</b>	<b>5</b>	<b>10</b>	<b>7</b>	<b>6</b>	<b>3</b>	<b>3</b>	<b>9</b>	<b>10</b>	<b>8</b>	<b>9</b>	<b>4</b>	<b>7</b>	<b>9</b>	<b>4</b>	<b>6</b>	<b>5</b>	<b>7</b>	<b>7</b>
Somewhat unfavourable	11	11	13	12	18	15	7	12	13	16	7	8	10	12	15	13	9	11	11	12	10	9	11	11	13
Very unfavourable	13	13	10	12	14	19	12	12	15	17	9	6	11	16	15	11	13	14	13	11	13	12	13	18	11
<b>TOTAL UNFAVOURABLE</b>	<b>24</b>	<b>24</b>	<b>23</b>	<b>24</b>	<b>32</b>	<b>34</b>	<b>19</b>	<b>24</b>	<b>28</b>	<b>33</b>	<b>16</b>	<b>14</b>	<b>21</b>	<b>28</b>	<b>30</b>	<b>24</b>	<b>22</b>	<b>25</b>	<b>24</b>	<b>23</b>	<b>23</b>	<b>21</b>	<b>24</b>	<b>29</b>	<b>24</b>
Don't know	69	70	63	71	65	56	79	70	62	60	79	84	76	63	61	68	70	70	70	68	72	73	70	64	69
<b>NET FAVOURABILITY</b>	<b>-17</b>	<b>-17</b>	<b>-10</b>	<b>-19</b>	<b>-29</b>	<b>-24</b>	<b>-17</b>	<b>-19</b>	<b>-18</b>	<b>-26</b>	<b>-10</b>	<b>-11</b>	<b>-18</b>	<b>-19</b>	<b>-20</b>	<b>-16</b>	<b>-13</b>	<b>-21</b>	<b>-17</b>	<b>-14</b>	<b>-19</b>	<b>-15</b>	<b>-19</b>	<b>-22</b>	<b>-17</b>

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	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								
	2134	384	548	196	230	124	749	762	1033	1101	224	881	527	502	723	478	638	1846	102	186	506	350	258	732								
Weighted Sample																																
Unweighted Sample																																
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%							
		14 - 15 Dec '25	18 - 19 Mar '26																													
<b>Jeremy Corbyn</b>																																
	Very favourable	5	7	0	13	5	2	22	10	3	6	7	8	10	4	4	8	6	4	6	8	8	7	6	9	5						
	Somewhat favourable	16	17	2	26	22	4	30	22	6	17	17	34	21	13	6	18	15	14	16	20	20	16	14	26	14						
	<b>TOTAL FAVOURABLE</b>	<b>21</b>	<b>24</b>	<b>2</b>	<b>39</b>	<b>27</b>	<b>6</b>	<b>52</b>	<b>32</b>	<b>9</b>	<b>23</b>	<b>24</b>	<b>42</b>	<b>31</b>	<b>17</b>	<b>10</b>	<b>26</b>	<b>21</b>	<b>18</b>	<b>22</b>	<b>28</b>	<b>28</b>	<b>23</b>	<b>20</b>	<b>35</b>	<b>19</b>						
	Somewhat unfavourable	19	17	13	21	20	9	20	22	11	17	18	18	20	19	11	19	15	17	17	16	18	18	19	18	15						
	Very unfavourable	46	47	78	30	45	77	22	38	72	52	42	16	35	55	73	47	52	51	48	40	45	43	50	40	52						
	<b>TOTAL UNFAVOURABLE</b>	<b>65</b>	<b>64</b>	<b>91</b>	<b>51</b>	<b>65</b>	<b>86</b>	<b>42</b>	<b>60</b>	<b>83</b>	<b>69</b>	<b>60</b>	<b>34</b>	<b>55</b>	<b>74</b>	<b>84</b>	<b>66</b>	<b>67</b>	<b>68</b>	<b>65</b>	<b>56</b>	<b>63</b>	<b>61</b>	<b>69</b>	<b>58</b>	<b>67</b>						
	Don't know	14	12	6	9	9	8	6	9	7	8	16	25	14	10	6	8	12	14	12	17	9	15	12	6	13						
	<b>NET FAVOURABILITY</b>	<b>-44</b>	<b>-40</b>	<b>-89</b>	<b>-12</b>	<b>-38</b>	<b>-80</b>	<b>10</b>	<b>-28</b>	<b>-74</b>	<b>-46</b>	<b>-36</b>	<b>8</b>	<b>-24</b>	<b>-57</b>	<b>-74</b>	<b>-40</b>	<b>-46</b>	<b>-50</b>	<b>-43</b>	<b>-28</b>	<b>-35</b>	<b>-38</b>	<b>-49</b>	<b>-23</b>	<b>-48</b>						
		10 - 11 Mar '25	18 - 19 Mar '26																													
<b>Rupert Lowe</b>																																
	Very favourable	4	7	7	1	2	33	1	2	14	8	6	2	7	8	9	5	7	10	7	7	8	7	8	5	7						
	Somewhat favourable	5	7	10	4	3	22	1	3	13	10	5	3	6	9	9	7	8	7	7	6	7	7	7	7	7						
	<b>TOTAL FAVOURABLE</b>	<b>9</b>	<b>14</b>	<b>17</b>	<b>5</b>	<b>5</b>	<b>55</b>	<b>2</b>	<b>5</b>	<b>27</b>	<b>18</b>	<b>11</b>	<b>5</b>	<b>13</b>	<b>17</b>	<b>18</b>	<b>12</b>	<b>15</b>	<b>17</b>	<b>14</b>	<b>14</b>	<b>14</b>	<b>14</b>	<b>15</b>	<b>12</b>	<b>14</b>						
	Somewhat unfavourable	8	8	13	8	9	5	3	6	9	9	6	12	6	7	10	8	8	7	8	7	4	8	9	8	8						
	Very unfavourable	16	19	10	28	26	8	25	28	12	26	11	16	20	21	15	21	14	19	18	20	20	15	19	28	17						
	<b>TOTAL UNFAVOURABLE</b>	<b>24</b>	<b>27</b>	<b>23</b>	<b>36</b>	<b>35</b>	<b>13</b>	<b>28</b>	<b>34</b>	<b>21</b>	<b>35</b>	<b>17</b>	<b>28</b>	<b>26</b>	<b>28</b>	<b>25</b>	<b>29</b>	<b>22</b>	<b>26</b>	<b>26</b>	<b>27</b>	<b>24</b>	<b>23</b>	<b>28</b>	<b>36</b>	<b>25</b>						
	Don't know	68	59	60	60	61	33	70	61	52	46	72	66	61	55	58	59	62	57	59	59	63	62	58	52	60						
	<b>NET FAVOURABILITY</b>	<b>-15</b>	<b>-13</b>	<b>-6</b>	<b>-31</b>	<b>-30</b>	<b>42</b>	<b>-26</b>	<b>-29</b>	<b>6</b>	<b>-17</b>	<b>-6</b>	<b>-23</b>	<b>-13</b>	<b>-11</b>	<b>-7</b>	<b>-17</b>	<b>-7</b>	<b>-9</b>	<b>-12</b>	<b>-13</b>	<b>-10</b>	<b>-9</b>	<b>-13</b>	<b>-24</b>	<b>-11</b>						
		10 - 11 Sep '25																														
<b>Yvette Cooper</b>																																
	Very favourable	3	2	0	6	4	0	0	5	1	2	2	1	2	3	3	5	1	1	2	2	1	2	2	3	3						
	Somewhat favourable	13	13	13	25	19	3	13	24	9	15	12	6	12	17	15	19	12	10	14	10	11	13	11	19	14						
	<b>TOTAL FAVOURABLE</b>	<b>16</b>	<b>15</b>	<b>13</b>	<b>31</b>	<b>23</b>	<b>3</b>	<b>13</b>	<b>29</b>	<b>10</b>	<b>17</b>	<b>14</b>	<b>7</b>	<b>14</b>	<b>20</b>	<b>18</b>	<b>24</b>	<b>13</b>	<b>11</b>	<b>16</b>	<b>12</b>	<b>12</b>	<b>15</b>	<b>13</b>	<b>22</b>	<b>17</b>						
	Somewhat unfavourable	18	19	30	16	22	20	25	20	21	22	17	16	17	20	24	22	17	19	19	20	20	18	19	22	18						
	Very unfavourable	22	22	31	9	15	50	13	12	37	28	16	8	16	26	34	17	26	25	22	20	22	21	24	19	21						
	<b>TOTAL UNFAVOURABLE</b>	<b>40</b>	<b>41</b>	<b>61</b>	<b>25</b>	<b>37</b>	<b>70</b>	<b>38</b>	<b>32</b>	<b>58</b>	<b>50</b>	<b>33</b>	<b>24</b>	<b>33</b>	<b>46</b>	<b>58</b>	<b>39</b>	<b>43</b>	<b>44</b>	<b>41</b>	<b>40</b>	<b>42</b>	<b>39</b>	<b>43</b>	<b>41</b>	<b>39</b>						
	Don't know	43	44	25	44	39	27	48	38	31	33	53	70	54	34	24	38	43	45	43	47	46	45	43	36	44						
	<b>NET FAVOURABILITY</b>	<b>-24</b>	<b>-26</b>	<b>-48</b>	<b>6</b>	<b>-14</b>	<b>-67</b>	<b>-25</b>	<b>-3</b>	<b>-48</b>	<b>-33</b>	<b>-19</b>	<b>-17</b>	<b>-19</b>	<b>-26</b>	<b>-40</b>	<b>-15</b>	<b>-30</b>	<b>-33</b>	<b>-25</b>	<b>-28</b>	<b>-30</b>	<b>-24</b>	<b>-30</b>	<b>-19</b>	<b>-22</b>						

Sample Size: 2134 GB Adults  
Fieldwork: 18th - 19th March 2026

	Vote in 2024 GE						EU Ref 2016		Gender		Age				Socio-economic classification			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
<b>Weighted Sample</b>	<b>2134</b>	384	548	196	230	124	749	762	1033	1101	224	881	527	502	723	478	638	1846	102	186	506	350	258	732
<b>Unweighted Sample</b>	<b>2134</b>	360	561	197	246	123	833	757	956	1178	164	855	557	558	806	459	551	1806	124	204	512	351	177	766
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

		10 - 11 Feb																							
<b>Shabana Mahmood</b>		2	1	1	1	0	1	1	1	1	2	0	1	1	1	2	1	1	1	1	2	0	1	1	1
	Very favourable	2	1	1	1	0	1	1	1	2	0	1	1	1	2	1	1	1	1	1	2	0	1	1	1
	Somewhat favourable	10	10	13	14	13	9	8	14	9	12	8	7	7	11	14	13	9	9	10	10	6	10	11	16
	<b>TOTAL FAVOURABLE</b>	<b>12</b>	<b>11</b>	<b>14</b>	<b>15</b>	<b>13</b>	<b>10</b>	<b>9</b>	<b>15</b>	<b>10</b>	<b>14</b>	<b>8</b>	<b>8</b>	<b>12</b>	<b>16</b>	<b>14</b>	<b>10</b>	<b>10</b>	<b>11</b>	<b>12</b>	<b>6</b>	<b>10</b>	<b>11</b>	<b>16</b>	
	Somewhat unfavourable	16	17	22	18	19	20	19	20	18	20	14	11	14	22	19	20	16	16	17	19	16	15	20	21
	Very unfavourable	20	24	26	16	19	44	17	18	34	30	17	13	23	26	25	21	27	24	23	20	29	23	24	24
	<b>TOTAL UNFAVOURABLE</b>	<b>36</b>	<b>41</b>	<b>48</b>	<b>34</b>	<b>38</b>	<b>64</b>	<b>36</b>	<b>38</b>	<b>52</b>	<b>50</b>	<b>31</b>	<b>24</b>	<b>37</b>	<b>48</b>	<b>44</b>	<b>41</b>	<b>43</b>	<b>40</b>	<b>39</b>	<b>45</b>	<b>38</b>	<b>42</b>	<b>45</b>	
	Don't know	52	49	37	51	49	27	56	48	37	36	60	67	54	40	40	44	48	51	49	48	49	53	47	38
	<b>NET FAVOURABILITY</b>	<b>-24</b>	<b>-30</b>	<b>-34</b>	<b>-19</b>	<b>-25</b>	<b>-54</b>	<b>-27</b>	<b>-23</b>	<b>-42</b>	<b>-36</b>	<b>-23</b>	<b>-16</b>	<b>-29</b>	<b>-36</b>	<b>-28</b>	<b>-27</b>	<b>-33</b>	<b>-30</b>	<b>-29</b>	<b>-27</b>	<b>-39</b>	<b>-28</b>	<b>-31</b>	<b>-29</b>

		16 - 17 Nov																							
<b>David Lammy</b>		1	1	0	3	1	0	0	2	0	2	1	3	1	1	1	2	2	1	1	1	0	1	2	1
	Very favourable	1	1	0	3	1	0	0	2	0	2	1	3	1	1	1	2	2	1	1	1	0	1	2	1
	Somewhat favourable	9	10	6	21	13	1	13	19	4	11	9	7	11	10	9	15	7	8	10	9	10	9	10	14
	<b>TOTAL FAVOURABLE</b>	<b>10</b>	<b>11</b>	<b>6</b>	<b>24</b>	<b>14</b>	<b>1</b>	<b>13</b>	<b>21</b>	<b>4</b>	<b>13</b>	<b>10</b>	<b>10</b>	<b>12</b>	<b>11</b>	<b>10</b>	<b>17</b>	<b>9</b>	<b>9</b>	<b>11</b>	<b>10</b>	<b>10</b>	<b>10</b>	<b>12</b>	
	Somewhat unfavourable	19	18	24	22	17	10	28	22	18	20	16	13	16	21	21	20	17	18	18	21	16	20	18	22
	Very unfavourable	30	31	45	15	27	68	18	21	50	40	23	11	25	37	44	29	35	33	31	28	32	29	31	33
	<b>TOTAL UNFAVOURABLE</b>	<b>49</b>	<b>49</b>	<b>69</b>	<b>37</b>	<b>44</b>	<b>78</b>	<b>46</b>	<b>43</b>	<b>68</b>	<b>60</b>	<b>39</b>	<b>24</b>	<b>41</b>	<b>58</b>	<b>65</b>	<b>49</b>	<b>52</b>	<b>51</b>	<b>49</b>	<b>49</b>	<b>48</b>	<b>49</b>	<b>49</b>	
	Don't know	42	40	24	38	41	21	40	36	28	27	51	65	46	31	25	35	39	41	39	40	40	41	39	29
	<b>NET FAVOURABILITY</b>	<b>-39</b>	<b>-38</b>	<b>-63</b>	<b>-13</b>	<b>-30</b>	<b>-77</b>	<b>-33</b>	<b>-22</b>	<b>-64</b>	<b>-47</b>	<b>-29</b>	<b>-14</b>	<b>-29</b>	<b>-47</b>	<b>-55</b>	<b>-32</b>	<b>-43</b>	<b>-42</b>	<b>-38</b>	<b>-39</b>	<b>-38</b>	<b>-39</b>	<b>-37</b>	

		10 - 11 Feb																							
<b>Wes Streeting</b>		2	2	2	5	3	0	1	4	1	2	2	1	2	2	4	4	2	2	2	3	0	2	3	2
	Very favourable	2	2	2	5	3	0	1	4	1	2	2	1	2	2	4	4	2	2	2	3	0	2	3	2
	Somewhat favourable	13	14	17	22	22	9	11	21	14	16	13	8	11	17	21	19	15	11	15	10	9	13	14	17
	<b>TOTAL FAVOURABLE</b>	<b>15</b>	<b>16</b>	<b>19</b>	<b>27</b>	<b>25</b>	<b>9</b>	<b>12</b>	<b>25</b>	<b>15</b>	<b>18</b>	<b>15</b>	<b>9</b>	<b>13</b>	<b>19</b>	<b>25</b>	<b>23</b>	<b>17</b>	<b>13</b>	<b>17</b>	<b>13</b>	<b>9</b>	<b>15</b>	<b>17</b>	
	Somewhat unfavourable	21	21	28	22	19	21	26	23	22	25	17	17	19	25	22	24	18	22	21	17	21	20	21	29
	Very unfavourable	22	20	21	13	17	40	23	17	29	25	16	11	19	23	23	19	21	20	20	21	21	18	22	21
	<b>TOTAL UNFAVOURABLE</b>	<b>43</b>	<b>41</b>	<b>49</b>	<b>35</b>	<b>36</b>	<b>61</b>	<b>49</b>	<b>40</b>	<b>51</b>	<b>50</b>	<b>33</b>	<b>28</b>	<b>38</b>	<b>48</b>	<b>45</b>	<b>43</b>	<b>39</b>	<b>42</b>	<b>41</b>	<b>38</b>	<b>42</b>	<b>38</b>	<b>43</b>	
	Don't know	41	42	33	38	39	30	39	36	34	32	52	63	50	33	30	35	44	46	42	50	48	47	41	30
	<b>NET FAVOURABILITY</b>	<b>-28</b>	<b>-25</b>	<b>-30</b>	<b>-8</b>	<b>-11</b>	<b>-52</b>	<b>-37</b>	<b>-15</b>	<b>-36</b>	<b>-32</b>	<b>-18</b>	<b>-19</b>	<b>-25</b>	<b>-29</b>	<b>-20</b>	<b>-20</b>	<b>-22</b>	<b>-29</b>	<b>-24</b>	<b>-25</b>	<b>-33</b>	<b>-23</b>	<b>-26</b>	

Sample Size: 2134 GB Adults  
Fieldwork: 18th - 19th March 2026

	Vote in 2024 GE						EU Ref 2016		Gender		Age				Socio-economic classification			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
<b>Weighted Sample</b>	<b>2134</b>	384	548	196	230	124	749	762	1033	1101	224	881	527	502	723	478	638	1846	102	186	506	350	258	732
<b>Unweighted Sample</b>	<b>2134</b>	360	561	197	246	123	833	757	956	1178	164	855	557	558	806	459	551	1806	124	204	512	351	177	766
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**Angela Rayner**

Very favourable	5	4	0	8	4	1	6	7	2	5	3	5	4	4	3	5	3	4	4	6	3	4	3	4	4
Somewhat favourable	18	17	4	34	26	1	34	29	9	18	16	13	18	20	14	22	14	13	17	11	18	19	16	22	15
<b>TOTAL FAVOURABLE</b>	<b>23</b>	<b>21</b>	<b>4</b>	<b>42</b>	<b>30</b>	<b>2</b>	<b>40</b>	<b>36</b>	<b>11</b>	<b>23</b>	<b>19</b>	<b>18</b>	<b>22</b>	<b>24</b>	<b>17</b>	<b>27</b>	<b>17</b>	<b>17</b>	<b>21</b>	<b>17</b>	<b>21</b>	<b>23</b>	<b>19</b>	<b>26</b>	<b>19</b>
Somewhat unfavourable	17	17	17	18	21	11	17	19	14	19	15	17	20	18	12	18	17	16	16	22	23	15	17	17	17
Very unfavourable	38	37	66	14	25	76	17	25	61	41	33	14	27	43	58	33	41	42	38	32	29	35	40	36	39
<b>TOTAL UNFAVOURABLE</b>	<b>55</b>	<b>54</b>	<b>83</b>	<b>32</b>	<b>46</b>	<b>87</b>	<b>34</b>	<b>44</b>	<b>75</b>	<b>60</b>	<b>48</b>	<b>31</b>	<b>47</b>	<b>61</b>	<b>70</b>	<b>51</b>	<b>58</b>	<b>58</b>	<b>54</b>	<b>54</b>	<b>52</b>	<b>50</b>	<b>57</b>	<b>53</b>	<b>56</b>
Don't know	22	25	13	25	24	11	26	22	14	17	33	52	32	15	12	21	25	25	31	27	27	24	21	25	
<b>NET FAVOURABILITY</b>	<b>-32</b>	<b>-33</b>	<b>-79</b>	<b>10</b>	<b>-16</b>	<b>-85</b>	<b>6</b>	<b>-8</b>	<b>-64</b>	<b>-37</b>	<b>-29</b>	<b>-13</b>	<b>-25</b>	<b>-37</b>	<b>-53</b>	<b>-24</b>	<b>-41</b>	<b>-41</b>	<b>-33</b>	<b>-37</b>	<b>-31</b>	<b>-27</b>	<b>-38</b>	<b>-27</b>	<b>-37</b>

16 - 17  
Jan '25

**John Healey**

Very favourable	0	1	0	1	2	0	0	2	0	1	1	1	1	1	1	1	0	1	1	1	1	0	1	1	1
Somewhat favourable	5	7	7	10	9	4	6	9	5	9	4	4	6	8	8	9	6	6	7	8	6	7	6	9	6
<b>TOTAL FAVOURABLE</b>	<b>5</b>	<b>8</b>	<b>7</b>	<b>11</b>	<b>11</b>	<b>4</b>	<b>6</b>	<b>11</b>	<b>5</b>	<b>10</b>	<b>5</b>	<b>5</b>	<b>7</b>	<b>9</b>	<b>9</b>	<b>10</b>	<b>7</b>	<b>6</b>	<b>8</b>	<b>7</b>	<b>8</b>	<b>6</b>	<b>10</b>	<b>7</b>	
Somewhat unfavourable	6	10	16	9	7	12	7	9	12	12	8	9	7	11	13	11	8	10	10	9	7	9	10	10	11
Very unfavourable	7	9	12	5	5	21	4	5	16	13	6	6	8	11	11	8	10	10	9	8	9	8	9	12	10
<b>TOTAL UNFAVOURABLE</b>	<b>13</b>	<b>19</b>	<b>28</b>	<b>14</b>	<b>12</b>	<b>33</b>	<b>11</b>	<b>14</b>	<b>28</b>	<b>25</b>	<b>14</b>	<b>15</b>	<b>15</b>	<b>22</b>	<b>24</b>	<b>19</b>	<b>18</b>	<b>20</b>	<b>19</b>	<b>17</b>	<b>16</b>	<b>17</b>	<b>19</b>	<b>22</b>	<b>21</b>
Don't know	81	74	65	75	77	62	83	75	67	65	82	81	79	69	67	71	75	74	73	74	77	76	75	68	73
<b>NET FAVOURABILITY</b>	<b>-8</b>	<b>-11</b>	<b>-21</b>	<b>-3</b>	<b>-1</b>	<b>-29</b>	<b>-5</b>	<b>-3</b>	<b>-23</b>	<b>-15</b>	<b>-9</b>	<b>-10</b>	<b>-8</b>	<b>-13</b>	<b>-15</b>	<b>-9</b>	<b>-11</b>	<b>-14</b>	<b>-11</b>	<b>-8</b>	<b>-9</b>	<b>-9</b>	<b>-13</b>	<b>-12</b>	<b>-14</b>

\*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.