

YouGov Survey Results

Sample Size: 2151 GB Adults
Fieldwork: 14th - 15th April 2026

	Vote in 2024 GE					EU Ref 2016		Gender		Age				Socio-economic classification (NS-SEC)			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	2151	387	553	198	232	115	755	768	1041	1110	226	888	531	506	729	482	643	1861	103	187	510	353	260	738
Unweighted Sample	2151	401	558	211	250	117	867	789	924	1227	167	777	590	617	837	504	491	1848	134	169	501	365	176	806
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you have a favourable or unfavourable opinion of the following?

Kemi Badenoch

Very favourable	4	14	1	4	5	2	2	7	4	4	1	3	4	8	5	3	5	4	5	2	3	4	4	5
Somewhat favourable	22	52	7	14	41	8	16	36	24	21	9	16	26	37	23	26	24	24	19	12	19	25	23	26
TOTAL FAVOURABLE	26	66	8	18	46	10	18	43	28	25	10	19	30	45	28	29	29	28	24	14	22	29	27	31
Somewhat unfavourable	22	15	27	28	24	24	21	24	24	20	24	22	22	22	22	22	22	21	18	29	22	21	14	23
Very unfavourable	29	8	49	33	16	40	41	19	35	24	30	30	33	23	33	24	24	28	32	37	33	25	37	23
TOTAL UNFAVOURABLE	51	23	76	61	40	64	62	43	59	44	54	52	55	45	55	46	46	49	50	66	55	46	51	46
Don't know	22	11	16	22	14	25	20	14	13	31	37	29	16	11	17	25	25	23	25	20	22	24	22	22
NET FAVOURABILITY	-25	43	-68	-43	6	-54	-44	0	-31	-19	-44	-33	-25	0	-27	-17	-17	-21	-26	-52	-33	-17	-24	-15

Ed Davey

Very favourable	4	2	6	15	0	3	6	2	4	4	5	3	4	6	6	4	2	4	6	5	3	3	2	5
Somewhat favourable	21	16	33	45	8	27	36	12	25	18	21	19	25	21	26	19	17	21	19	22	22	20	20	22
TOTAL FAVOURABLE	25	18	39	60	8	30	42	14	29	22	26	22	29	27	32	23	19	25	25	27	25	23	22	27
Somewhat unfavourable	17	23	16	8	19	21	15	22	19	15	16	12	19	23	18	16	17	17	15	17	16	14	16	20
Very unfavourable	20	30	10	6	50	8	9	35	25	14	11	16	22	27	17	19	26	20	23	19	20	20	22	19
TOTAL UNFAVOURABLE	37	53	26	14	69	29	24	57	44	29	27	28	41	50	35	35	43	37	38	36	36	34	38	39
Don't know	38	30	34	26	22	41	35	29	27	49	47	50	30	23	33	42	39	38	37	37	40	43	40	35
NET FAVOURABILITY	-12	-35	13	46	-61	1	18	-43	-15	-7	-1	-6	-12	-23	-3	-12	-24	-12	-13	-9	-11	-11	-16	-12

Nigel Farage

Very favourable	10	13	3	2	40	1	2	20	12	7	3	6	12	15	6	10	16	10	11	6	11	9	6	11
Somewhat favourable	16	27	8	8	38	7	7	29	19	14	8	13	18	24	14	17	21	17	15	10	16	21	20	16
TOTAL FAVOURABLE	26	40	11	10	78	8	9	49	31	21	11	19	30	39	20	27	37	27	26	16	27	30	26	27
Somewhat unfavourable	13	22	7	9	13	8	10	16	12	13	12	12	12	13	11	15	13	12	11	15	12	12	10	14
Very unfavourable	54	33	78	75	7	80	77	29	52	55	67	59	49	43	63	51	42	53	56	62	54	47	60	52
TOTAL UNFAVOURABLE	67	55	85	84	20	88	87	45	64	68	79	71	61	56	74	66	55	65	67	77	66	59	70	66
Don't know	8	6	4	5	3	3	5	6	5	10	10	9	8	5	5	8	9	8	7	7	7	11	5	8
NET FAVOURABILITY	-41	-15	-74	-74	58	-80	-78	4	-33	-47	-68	-52	-31	-17	-54	-39	-18	-38	-41	-61	-39	-29	-44	-39

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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		
Weighted Sample	2151	387	553	198	232	115	755	768	1041	1110	226	888	531	506	729	482	643	1861	103	187	510	353	260	738		
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%		
Zack Polanski																										
Very favourable	8	1	13	8	0	35	13	2	8	8	20	9	6	3	8	8	4	8	9	6	8	8	9	8		
Somewhat favourable	13	5	23	22	1	20	21	6	14	12	16	14	14	9	19	11	8	14	14	9	15	12	15	13		
TOTAL FAVOURABLE	21	6	36	30	1	55	34	8	22	20	36	23	20	12	27	19	12	22	23	15	23	20	24	21		
Somewhat unfavourable	10	11	11	13	9	11	13	11	12	9	3	10	13	12	11	10	11	10	11	10	11	8	12	10		
Very unfavourable	29	47	15	18	67	11	16	47	38	19	23	22	29	42	26	27	35	29	25	30	26	30	26	30		
TOTAL UNFAVOURABLE	39	58	26	31	76	22	29	58	50	28	26	32	42	54	37	37	46	39	36	40	37	38	38	40		
Don't know	40	36	38	39	23	23	39	34	27	52	38	44	39	34	36	44	41	40	40	45	39	42	37	39		
NET FAVOURABILITY	-18	-52	10	-1	-75	33	5	-50	-28	-8	10	-9	-22	-42	-10	-18	-34	-17	-13	-25	-14	-18	-14	-19		
Jeremy Corbyn																										
Very favourable	6	1	10	5	0	19	10	2	6	6	7	7	6	3	7	6	4	6	8	4	7	6	8	5		
Somewhat favourable	14	5	24	16	4	27	20	8	14	14	22	17	11	7	14	13	11	14	14	18	14	16	14	12		
TOTAL FAVOURABLE	20	6	34	21	4	46	30	10	20	20	29	24	17	10	21	19	15	20	22	22	21	22	22	17		
Somewhat unfavourable	20	13	25	28	17	17	24	17	21	20	21	22	21	17	23	22	18	20	17	22	24	16	22	19		
Very unfavourable	46	75	32	41	75	22	35	67	51	41	27	36	52	65	46	46	52	46	49	44	43	48	39	50		
TOTAL UNFAVOURABLE	66	88	57	69	92	39	59	84	72	61	48	58	73	82	69	68	70	66	66	66	67	64	61	69		
Don't know	14	6	9	11	4	15	11	6	8	18	23	17	10	7	10	14	14	14	12	13	13	15	16	13		
NET FAVOURABILITY	-46	-82	-23	-48	-88	7	-29	-74	-52	-41	-19	-34	-56	-72	-48	-49	-55	-46	-44	-44	-46	-42	-39	-52		
Rupert Lowe																										
Very favourable	8	7	2	2	34	4	2	15	12	5	10	8	8	8	5	8	12	8	11	7	9	8	5	8		
Somewhat favourable	8	14	3	3	20	2	3	15	11	5	1	6	11	11	8	8	10	8	7	6	6	9	6	10		
TOTAL FAVOURABLE	16	21	5	5	54	6	5	30	23	10	11	14	19	19	13	16	22	16	18	13	15	17	11	18		
Somewhat unfavourable	7	8	6	8	8	8	6	9	8	5	3	7	6	9	8	6	7	7	9	7	7	7	6	7		
Very unfavourable	18	10	29	23	8	24	27	12	25	11	23	18	17	18	22	15	16	18	23	20	19	15	21	17		
TOTAL UNFAVOURABLE	25	18	35	31	16	32	33	21	33	16	26	25	23	27	30	21	23	25	32	27	26	22	27	24		
Don't know	59	60	61	64	29	62	63	49	44	73	63	61	58	55	58	63	54	59	50	60	59	60	62	58		
NET FAVOURABILITY	-9	3	-30	-26	38	-26	-28	9	-10	-6	-15	-11	-4	-8	-17	-5	-1	-9	-14	-14	-11	-5	-16	-6		
Andy Burnham																										
Very favourable	8	4	16	10	5	4	12	5	8	7	5	6	8	10	10	8	5	8	8	5	15	4	8	4		
Somewhat favourable	24	21	36	29	19	31	34	21	27	21	11	23	26	28	31	21	20	24	20	26	29	24	22	20		
TOTAL FAVOURABLE	32	25	52	39	24	35	46	26	35	28	16	29	34	38	41	29	25	32	28	31	44	28	30	24		
Somewhat unfavourable	15	23	9	14	27	15	12	23	20	11	9	12	18	20	16	14	15	15	13	16	14	13	16	17		
Very unfavourable	13	22	5	8	23	7	6	21	15	10	7	9	15	18	10	13	16	13	14	10	14	13	9	13		
TOTAL UNFAVOURABLE	28	45	14	22	50	22	18	44	35	21	16	21	33	38	26	27	31	28	27	26	28	26	25	30		
Don't know	41	30	34	40	26	43	35	30	30	51	68	49	33	23	32	44	44	41	45	43	28	46	45	45		
NET FAVOURABILITY	4	-20	38	17	-26	13	28	-18	0	7	0	8	1	0	15	2	-6	4	1	5	16	2	5	-6		
Angela Rayner																										
Very favourable	4	1	10	1	0	4	7	2	4	4	1	4	4	4	5	3	3	4	7	1	5	4	5	2		
Somewhat favourable	16	4	32	25	2	25	28	8	18	14	11	19	17	12	21	13	12	16	14	18	17	15	12	17		
TOTAL FAVOURABLE	20	5	42	26	2	29	35	10	22	18	12	23	21	16	26	16	15	20	21	19	22	19	17	19		
Somewhat unfavourable	21	23	22	28	18	23	22	20	22	20	20	21	21	20	22	21	19	21	18	23	19	22	22	21		
Very unfavourable	35	60	14	25	72	20	21	56	40	31	21	24	42	55	31	37	42	36	38	29	39	34	29	37		
TOTAL UNFAVOURABLE	56	83	36	53	90	43	43	76	62	51	41	45	63	75	53	58	61	57	56	52	58	56	51	58		
Don't know	24	12	22	21	8	29	23	14	17	32	47	33	16	10	20	26	24	24	24	29	20	26	33	23		
NET FAVOURABILITY	-36	-78	6	-27	-88	-14	-8	-66	-40	-33	-29	-22	-42	-59	-27	-42	-46	-37	-35	-33	-36	-37	-34	-39		

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Wes Streeting																									
Very favourable	2	2	3	2	0	0	3	0	2	1	1	1	2	2	2	2	1	2	1	1	2	1	2	2	2
Somewhat favourable	15	14	27	27	9	11	25	11	17	13	7	14	18	17	22	14	11	15	13	13	13	17	18	15	15
TOTAL FAVOURABLE	17	16	30	29	9	11	28	11	19	14	8	15	20	19	24	16	12	17	14	14	15	18	20	17	17
Somewhat unfavourable	20	26	19	20	24	22	22	24	23	18	14	17	21	27	25	18	19	20	22	21	20	18	17	22	22
Very unfavourable	19	24	11	14	37	21	12	29	24	14	13	16	22	24	15	18	23	19	22	20	20	17	17	19	19
TOTAL UNFAVOURABLE	39	50	30	34	61	43	34	53	47	32	27	33	43	51	40	36	42	39	44	41	40	35	34	41	41
Don't know	44	34	39	36	30	47	39	35	33	54	66	51	36	31	36	48	45	44	42	46	45	48	46	42	42
NET FAVOURABILITY	-22	-34	0	-5	-52	-32	-6	-42	-28	-18	-19	-18	-23	-32	-16	-20	-30	-22	-30	-27	-25	-17	-14	-24	-24
Shabana Mahmood																									
Very favourable	1	1	1	2	0	2	1	1	2	0	2	1	1	1	1	0	1	1	1	0	0	1	3	1	1
Somewhat favourable	9	12	14	9	11	6	13	9	12	7	3	8	10	14	13	9	7	10	10	6	10	9	11	9	9
TOTAL FAVOURABLE	10	13	15	11	11	8	14	10	14	7	5	9	11	15	14	9	8	11	11	6	10	10	14	10	10
Somewhat unfavourable	17	22	17	16	21	19	19	19	20	15	10	15	20	22	20	16	17	17	12	21	17	17	16	18	18
Very unfavourable	20	22	12	12	37	19	13	29	26	15	21	17	23	22	18	18	24	20	27	21	21	22	18	18	18
TOTAL UNFAVOURABLE	37	44	29	28	58	38	32	48	46	30	31	32	43	44	38	34	41	37	39	42	38	39	34	36	36
Don't know	52	43	56	60	31	54	54	42	41	63	65	58	47	41	48	56	50	52	50	51	51	51	53	53	53
NET FAVOURABILITY	-27	-31	-14	-17	-47	-30	-18	-38	-32	-23	-26	-23	-32	-29	-24	-25	-33	-26	-28	-36	-28	-29	-20	-26	-26

*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.