

YouGov Survey Results

Sample Size: 2092 GB Adults
Fieldwork: 15th - 16th 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	2092	377	538	192	226	113	734	747	1013	1079	220	864	517	492	709	469	626	1810	100	182	496	343	253	718	
Unweighted Sample	2092	342	578	198	239	105	762	780	895	1197	182	810	542	558	774	509	480	1798	117	177	499	346	185	768	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

Kemi Badenoch

Very favourable	6	19	2	2	6	0	4	10	7	5	4	3	5	13	6	8	6	6	5	6	3	7	8	7
Somewhat favourable	23	47	8	17	46	8	14	37	24	22	13	16	27	35	21	26	27	23	23	18	23	25	20	24
TOTAL FAVOURABLE	29	66	10	19	52	8	18	47	31	27	17	19	32	48	27	34	33	29	28	24	26	32	28	31
Somewhat unfavourable	22	13	27	31	28	15	23	20	24	19	27	21	20	22	24	18	20	21	20	23	22	23	18	22
Very unfavourable	29	6	46	32	14	58	42	18	34	25	28	32	33	20	32	26	26	28	29	38	30	25	37	26
TOTAL UNFAVOURABLE	51	19	73	63	42	73	65	38	58	44	55	53	53	42	56	44	46	49	49	61	52	48	55	48
Don't know	20	14	17	18	6	18	17	15	11	30	27	27	15	11	16	21	21	21	23	15	22	21	17	21
NET FAVOURABILITY	-22	47	-63	-44	10	-65	-47	9	-27	-17	-38	-34	-21	6	-29	-10	-13	-20	-21	-37	-26	-16	-27	-17

Keir Starmer

Very favourable	4	1	9	4	1	1	6	1	5	2	7	3	3	5	4	4	4	4	3	4	3	5	7	3
Somewhat favourable	20	7	42	31	2	23	33	8	22	18	22	23	20	14	27	18	14	20	20	19	21	20	21	19
TOTAL FAVOURABLE	24	8	51	35	3	24	39	9	27	20	29	26	23	19	31	22	18	24	23	23	24	25	28	22
Somewhat unfavourable	25	16	27	34	8	47	29	16	24	26	43	27	23	16	29	24	20	25	18	31	25	22	27	26
Very unfavourable	44	71	17	26	88	27	27	70	45	43	17	37	48	62	37	46	54	44	51	39	43	46	38	45
TOTAL UNFAVOURABLE	69	87	44	60	96	74	56	86	69	69	60	64	71	78	66	70	74	69	69	70	68	68	65	71
Don't know	8	4	5	4	2	2	5	4	3	12	12	10	6	3	4	9	8	8	8	7	9	8	6	7
NET FAVOURABILITY	-45	-79	7	-25	-93	-50	-17	-77	-42	-49	-31	-38	-48	-59	-35	-48	-56	-45	-46	-47	-44	-43	-37	-49

Ed Davey

Very favourable	3	1	5	12	0	5	6	2	4	3	4	3	5	3	4	4	3	4	1	3	2	2	6	4
Somewhat favourable	23	14	35	47	9	20	34	15	25	21	29	20	23	25	23	25	22	23	20	26	21	25	26	21
TOTAL FAVOURABLE	26	15	40	59	9	25	40	17	29	24	33	23	28	28	27	29	25	27	21	29	23	27	32	25
Somewhat unfavourable	18	23	18	16	22	20	18	21	22	15	14	16	19	23	20	18	17	18	23	18	17	16	19	19
Very unfavourable	18	30	7	6	47	9	9	33	23	14	3	13	25	27	18	18	20	18	19	16	19	18	14	20
TOTAL UNFAVOURABLE	36	53	25	22	69	29	27	54	45	29	17	29	44	50	38	36	37	36	42	34	36	34	33	39
Don't know	37	31	34	20	22	46	33	29	26	48	50	49	28	22	35	36	37	38	37	37	41	39	35	36
NET FAVOURABILITY	-10	-38	15	37	-60	-4	13	-37	-16	-5	16	-6	-16	-22	-11	-7	-12	-9	-21	-5	-13	-7	-1	-14

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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
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Nigel Farage																								
Very favourable	10	16	2	4	45	3	3	22	14	7	1	5	14	18	7	11	15	11	10	7	10	12	8	11
Somewhat favourable	15	27	6	6	37	0	8	26	17	13	9	11	17	22	14	16	18	15	17	13	14	19	10	16
TOTAL FAVOURABLE	25	43	8	10	82	3	11	48	31	20	10	16	31	40	21	27	33	26	27	20	24	31	18	27
Somewhat unfavourable	13	20	9	9	12	5	10	17	12	14	10	13	11	16	14	16	11	13	17	11	11	14	10	15
Very unfavourable	55	31	79	78	4	88	75	30	54	55	72	60	52	40	61	48	48	54	49	64	57	48	68	50
TOTAL UNFAVOURABLE	68	51	88	87	16	93	85	47	66	69	82	73	63	56	75	64	59	67	66	75	68	62	78	65
Don't know	7	6	4	3	2	4	4	5	3	11	7	10	5	4	4	9	8	7	7	4	8	7	4	8
NET FAVOURABILITY	-43	-8	-80	-77	66	-90	-74	1	-35	-49	-72	-57	-32	-16	-54	-37	-26	-41	-39	-55	-44	-31	-60	-38
Zack Polanski																								
Very favourable	10	1	16	10	0	39	14	1	10	10	28	12	6	2	11	8	6	10	9	4	11	9	15	9
Somewhat favourable	15	5	22	20	2	30	23	6	18	12	25	17	14	9	16	14	13	15	12	21	15	14	16	14
TOTAL FAVOURABLE	25	6	38	30	2	69	37	7	28	22	53	29	20	11	27	22	19	25	21	25	26	23	31	23
Somewhat unfavourable	10	9	13	13	8	6	12	9	11	8	7	10	11	9	10	10	9	10	16	8	7	10	16	9
Very unfavourable	28	51	15	20	66	4	18	47	36	21	9	21	35	43	28	30	30	28	26	27	27	29	23	31
TOTAL UNFAVOURABLE	38	60	28	33	74	10	30	56	47	29	16	31	46	52	38	40	39	38	42	35	34	39	39	40
Don't know	37	34	35	36	24	21	33	37	26	48	31	42	34	37	34	38	41	37	37	40	39	38	29	38
NET FAVOURABILITY	-13	-54	10	-3	-72	59	7	-49	-19	-7	37	-2	-26	-41	-11	-18	-20	-13	-21	-10	-8	-16	-8	-17
Jeremy Corbyn																								
Very favourable	7	0	12	7	1	21	11	2	8	7	15	9	5	4	8	7	6	8	7	5	7	7	15	6
Somewhat favourable	15	4	25	21	4	27	20	6	15	15	31	20	8	7	17	12	13	15	13	18	20	11	15	13
TOTAL FAVOURABLE	22	4	37	28	5	48	31	8	23	22	46	29	13	11	25	19	19	23	20	23	27	18	30	19
Somewhat unfavourable	18	9	23	21	12	25	23	15	19	18	22	19	20	14	21	17	16	17	27	25	18	18	14	18
Very unfavourable	47	81	30	42	78	17	38	72	52	42	14	35	58	70	47	51	53	48	37	45	42	49	47	51
TOTAL UNFAVOURABLE	65	90	53	63	90	42	61	87	71	60	36	54	78	84	68	68	69	65	64	70	60	67	61	69
Don't know	12	5	9	9	5	10	8	6	6	18	19	16	9	5	7	14	12	12	14	8	12	15	9	12
NET FAVOURABILITY	-43	-86	-16	-35	-85	6	-30	-79	-48	-38	10	-25	-65	-73	-43	-49	-50	-42	-44	-47	-33	-49	-31	-50
Rupert Lowe																								
Very favourable	8	10	4	3	29	0	3	15	11	5	4	7	10	8	7	10	8	8	11	6	10	8	4	8
Somewhat favourable	9	14	4	6	23	1	4	16	10	7	7	7	12	9	8	9	11	9	7	6	7	10	10	9
TOTAL FAVOURABLE	17	24	8	9	52	1	7	31	21	12	11	14	22	17	15	19	19	17	18	12	17	18	14	17
Somewhat unfavourable	8	7	8	7	10	5	8	8	10	6	5	8	7	9	8	5	11	7	12	9	8	7	6	8
Very unfavourable	18	10	27	20	6	29	26	9	25	11	26	17	19	13	20	17	13	17	18	25	16	17	19	17
TOTAL UNFAVOURABLE	26	17	35	27	16	34	34	17	35	17	31	25	26	22	28	22	24	24	30	34	24	24	25	25
Don't know	58	59	59	65	31	65	59	52	44	71	58	61	51	60	57	60	57	59	53	55	59	59	62	58
NET FAVOURABILITY	-9	7	-27	-18	36	-33	-27	14	-14	-5	-20	-11	-4	-5	-13	-3	-5	-7	-12	-22	-7	-6	-11	-8

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Andy Burnham																								
Very favourable	9	3	19	11	2	16	16	5	10	9	9	6	14	11	12	9	8	10	6	8	16	8	8	7
Somewhat favourable	24	22	34	36	20	22	34	20	28	21	23	22	25	28	30	22	22	24	27	26	29	23	26	20
TOTAL FAVOURABLE	33	25	53	47	22	38	50	25	38	30	32	28	39	39	42	31	30	34	33	34	45	31	34	27
Somewhat unfavourable	16	26	10	17	22	12	14	21	20	12	9	15	17	19	16	16	19	16	18	14	13	15	18	17
Very unfavourable	14	25	6	5	36	8	8	25	18	11	4	10	22	20	12	18	16	15	14	11	15	15	11	16
TOTAL UNFAVOURABLE	30	51	16	22	58	20	22	46	38	23	13	25	39	39	28	34	35	31	32	25	28	30	29	33
Don't know	36	25	31	32	21	42	28	29	24	47	56	47	22	22	31	36	35	36	35	40	27	38	37	40
NET FAVOURABILITY	3	-26	37	25	-36	18	28	-21	0	7	19	3	0	0	14	-3	-5	3	1	9	17	1	5	-6
Angela Rayner																								
Very favourable	3	0	9	2	1	2	6	1	4	2	3	2	4	4	4	2	3	3	3	2	4	1	7	3
Somewhat favourable	18	4	37	26	4	22	31	5	23	13	25	20	18	11	24	16	12	18	19	19	19	17	18	17
TOTAL FAVOURABLE	21	4	46	28	5	24	37	6	27	15	28	22	22	15	28	18	15	21	22	21	23	18	25	20
Somewhat unfavourable	21	15	22	28	13	31	22	18	20	21	30	21	19	18	19	20	20	20	18	26	21	20	23	18
Very unfavourable	36	70	13	24	77	16	23	63	39	34	8	26	44	59	34	40	42	37	36	31	37	38	28	40
TOTAL UNFAVOURABLE	57	85	35	52	90	47	45	81	59	55	38	47	63	77	53	60	62	57	54	57	58	58	51	58
Don't know	22	10	19	19	6	30	18	13	14	30	33	31	15	8	18	22	23	22	24	23	19	23	25	22
NET FAVOURABILITY	-36	-81	11	-24	-85	-23	-8	-75	-32	-40	-10	-25	-41	-62	-25	-42	-47	-36	-32	-36	-35	-40	-26	-38
Wes Streeting																								
Very favourable	2	2	5	3	0	3	4	1	2	2	1	1	4	4	3	3	2	3	0	1	3	3	2	2
Somewhat favourable	16	17	25	22	10	6	23	13	18	14	14	12	18	21	19	16	14	16	17	14	14	16	20	17
TOTAL FAVOURABLE	18	19	30	25	10	9	27	14	20	16	15	13	22	25	22	19	16	19	17	15	17	19	22	19
Somewhat unfavourable	21	27	22	19	28	18	21	25	26	17	18	20	20	25	23	21	20	22	22	16	21	22	24	21
Very unfavourable	20	24	10	17	37	32	17	29	23	17	11	18	24	23	18	22	21	19	22	24	19	18	19	20
TOTAL UNFAVOURABLE	41	51	32	36	65	50	38	54	49	34	29	38	44	48	41	43	41	41	44	40	40	40	43	41
Don't know	41	31	38	39	24	41	35	32	31	50	56	49	34	26	37	38	42	40	39	46	43	41	35	40
NET FAVOURABILITY	-23	-32	-2	-11	-55	-41	-11	-40	-29	-18	-14	-25	-22	-23	-19	-24	-25	-22	-27	-25	-23	-21	-21	-22
Shabana Mahmood																								
Very favourable	1	1	2	1	1	0	1	1	1	1	0	1	1	2	1	1	1	1	0	0	1	0	4	1
Somewhat favourable	11	15	16	14	11	4	14	12	14	8	10	8	11	18	15	11	10	12	7	10	10	13	13	11
TOTAL FAVOURABLE	12	16	18	15	12	4	15	13	15	9	10	9	12	20	16	12	11	13	7	10	11	13	17	12
Somewhat unfavourable	18	17	19	19	27	14	19	21	22	14	15	15	21	22	20	18	18	18	14	20	19	15	19	18
Very unfavourable	22	25	15	14	42	29	19	29	26	19	16	21	29	20	20	22	27	22	28	23	21	24	19	22
TOTAL UNFAVOURABLE	40	42	34	33	69	43	38	50	48	33	31	36	50	42	40	40	45	40	42	43	40	39	38	40
Don't know	47	42	48	51	20	54	47	37	36	58	58	55	38	39	45	48	45	47	50	48	49	47	46	47
NET FAVOURABILITY	-28	-26	-16	-18	-57	-39	-23	-37	-33	-24	-21	-27	-38	-22	-24	-28	-34	-27	-35	-33	-29	-26	-21	-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.