

YouGov Survey Results

Sample Size: 2057 GB Adults
Fieldwork: 6th - 7th May 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	2057	370	529	189	222	119	722	734	996	1061	216	850	508	483	697	461	615	1779	99	179	488	337	249	706	
Unweighted Sample	2057	292	571	179	258	128	797	723	914	1143	171	827	535	524	779	489	490	1735	126	196	511	353	184	687	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

Kemi Badenoch

Very favourable	6	23	2	3	6	2	4	12	6	7	2	3	4	16	6	9	6	6	12	4	5	6	5	8
Somewhat favourable	23	47	10	17	44	13	15	36	24	23	13	17	29	33	21	31	24	24	18	16	22	23	21	27
TOTAL FAVOURABLE	29	70	12	20	50	15	19	48	30	30	15	20	33	49	27	40	30	30	30	20	27	29	26	35
Somewhat unfavourable	22	14	27	30	25	22	24	20	25	18	23	22	22	20	25	16	23	22	21	19	23	22	22	21
Very unfavourable	29	6	46	37	14	49	42	18	35	25	30	33	30	22	35	28	24	28	28	45	30	25	35	25
TOTAL UNFAVOURABLE	51	20	73	67	39	71	66	38	60	43	53	55	52	42	60	44	47	50	49	64	53	47	57	46
Don't know	19	11	16	12	11	14	14	15	11	27	32	24	15	10	13	16	24	19	20	17	19	23	18	19
NET FAVOURABILITY	-22	50	-61	-47	11	-56	-47	10	-30	-13	-38	-35	-19	7	-33	-4	-17	-20	-19	-44	-26	-18	-31	-11

Keir Starmer

Very favourable	4	2	8	5	1	1	6	2	5	3	1	4	3	5	5	5	2	4	3	1	3	2	8	3
Somewhat favourable	19	7	37	28	5	17	30	6	21	18	27	23	19	11	26	14	14	20	17	16	19	20	27	18
TOTAL FAVOURABLE	23	9	45	33	6	18	36	8	26	21	28	27	22	16	31	19	16	24	20	17	22	22	35	21
Somewhat unfavourable	24	19	29	32	4	43	30	15	21	26	32	26	23	17	29	22	20	24	27	22	25	20	26	24
Very unfavourable	46	70	20	29	87	33	26	74	49	43	31	37	50	63	35	53	55	45	44	53	46	49	32	48
TOTAL UNFAVOURABLE	70	89	49	61	91	76	56	89	70	69	63	63	73	80	64	75	75	69	71	75	71	69	58	72
Don't know	7	2	6	6	3	6	8	3	4	10	9	10	5	4	6	6	9	7	8	8	7	8	8	7
NET FAVOURABILITY	-47	-80	-4	-28	-85	-58	-20	-81	-44	-48	-35	-36	-51	-64	-33	-56	-59	-45	-51	-58	-49	-47	-23	-51

Ed Davey

Very favourable	4	1	6	17	1	2	7	3	4	3	3	3	3	5	4	5	3	4	3	4	3	3	5	4
Somewhat favourable	22	12	38	40	8	24	35	13	26	19	22	22	24	22	30	19	17	22	23	27	19	23	24	23
TOTAL FAVOURABLE	26	13	44	57	9	26	42	16	30	22	25	25	27	27	34	24	20	26	26	31	22	26	29	27
Somewhat unfavourable	21	33	18	21	24	28	18	27	25	18	15	17	23	29	23	20	23	21	21	18	22	22	14	23
Very unfavourable	16	28	6	3	40	8	8	29	21	12	9	12	18	25	12	19	20	16	17	19	17	15	11	17
TOTAL UNFAVOURABLE	37	61	24	24	64	36	26	56	46	30	24	29	41	54	35	39	43	37	38	37	39	37	25	40
Don't know	36	27	32	19	26	38	32	29	25	47	50	46	31	19	30	37	37	37	36	32	39	37	45	32
NET FAVOURABILITY	-11	-48	20	33	-55	-10	16	-40	-16	-8	1	-4	-14	-27	-1	-15	-23	-11	-12	-6	-17	-11	4	-13

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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	1	41	1	2	22	13	7	2	7	11	18	7	14	13	10	8	6	12	12	4	11
Somewhat favourable	16	32	6	6	39	5	8	29	19	14	9	13	21	22	13	20	21	17	19	13	16	19	16	16
TOTAL FAVOURABLE	26	48	8	7	80	6	10	51	32	21	11	20	32	40	20	34	34	27	27	19	28	31	20	27
Somewhat unfavourable	13	16	10	9	13	8	8	16	11	14	10	12	14	13	11	14	14	12	15	12	13	12	8	14
Very unfavourable	54	31	78	81	5	83	79	28	54	55	71	59	49	43	64	48	43	54	53	61	52	49	64	54
TOTAL UNFAVOURABLE	67	47	88	90	18	91	87	44	65	69	81	71	63	56	75	62	57	66	68	73	65	61	72	68
Don't know	7	5	4	4	2	3	4	5	4	10	8	9	4	4	4	4	10	7	6	7	7	8	8	5
NET FAVOURABILITY	-41	1	-80	-83	62	-85	-77	7	-33	-48	-70	-51	-31	-16	-55	-28	-23	-39	-41	-54	-37	-30	-52	-41
Zack Polanski																								
Very favourable	8	1	13	11	0	33	14	2	9	8	18	11	5	4	10	6	7	8	10	10	9	8	11	7
Somewhat favourable	13	6	24	17	1	21	22	4	15	12	22	14	14	7	17	14	6	14	13	8	13	13	20	13
TOTAL FAVOURABLE	21	7	37	28	1	54	36	6	24	20	40	25	19	11	27	20	13	22	23	18	22	21	31	20
Somewhat unfavourable	12	10	17	21	6	11	15	9	14	10	14	12	13	11	13	14	10	12	13	13	12	12	11	12
Very unfavourable	34	60	20	23	70	8	21	56	41	28	14	26	39	53	33	39	37	34	36	35	34	37	26	36
TOTAL UNFAVOURABLE	46	70	37	44	76	19	36	65	55	38	28	38	52	64	46	53	47	46	49	48	46	49	37	48
Don't know	32	23	27	28	23	27	29	28	21	42	32	38	29	25	27	27	41	32	28	34	33	30	32	33
NET FAVOURABILITY	-25	-63	0	-16	-75	35	0	-59	-31	-18	12	-13	-33	-53	-19	-33	-34	-24	-26	-30	-24	-28	-6	-28
Jeremy Corbyn																								
Very favourable	6	1	11	5	1	11	10	3	6	6	8	7	5	5	7	5	6	6	8	6	7	6	11	4
Somewhat favourable	16	2	29	15	7	36	23	6	17	14	28	19	13	8	19	14	10	15	17	18	17	12	24	13
TOTAL FAVOURABLE	22	3	40	20	8	47	33	9	23	20	36	26	18	13	26	19	16	21	25	24	24	18	35	17
Somewhat unfavourable	21	15	27	30	11	22	25	15	21	21	26	24	21	14	22	20	19	21	25	19	21	22	20	21
Very unfavourable	46	78	26	39	76	21	33	70	49	42	18	36	53	68	45	51	52	46	36	45	43	50	34	51
TOTAL UNFAVOURABLE	67	93	53	69	87	43	58	85	70	63	44	60	74	82	67	71	71	67	61	64	64	72	54	72
Don't know	11	4	7	11	5	10	9	6	6	16	21	14	8	5	7	9	14	11	15	12	11	11	11	11
NET FAVOURABILITY	-45	-90	-13	-49	-79	4	-25	-76	-47	-43	-8	-34	-56	-69	-41	-52	-55	-46	-36	-40	-40	-54	-19	-55
Rupert Lowe																								
Very favourable	8	9	2	3	33	1	3	15	11	6	6	7	10	10	6	11	11	8	8	6	10	10	4	8
Somewhat favourable	8	12	4	5	19	3	3	13	10	6	4	6	10	10	8	9	8	8	8	3	10	9	6	8
TOTAL FAVOURABLE	16	21	6	8	52	4	6	28	21	12	10	13	20	20	14	20	19	16	16	9	20	19	10	16
Somewhat unfavourable	9	13	8	7	9	8	7	10	11	7	8	8	8	10	9	8	10	9	9	8	9	8	7	10
Very unfavourable	19	7	31	28	7	24	29	10	27	11	24	20	17	15	24	16	13	18	19	27	19	16	19	17
TOTAL UNFAVOURABLE	28	20	39	35	16	32	36	20	38	18	32	28	25	25	33	24	23	27	28	35	28	24	26	27
Don't know	57	59	54	57	32	65	58	52	42	71	57	59	54	56	55	56	58	57	55	55	53	56	64	58
NET FAVOURABILITY	-12	1	-33	-27	36	-28	-30	8	-17	-6	-22	-15	-5	-5	-19	-4	-4	-11	-12	-26	-8	-5	-16	-11

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Andy Burnham																								
Very favourable	9	3	20	11	4	12	14	7	10	8	6	8	10	11	12	8	8	9	14	5	14	7	9	7
Somewhat favourable	25	23	36	34	15	24	35	18	27	22	22	22	27	28	32	20	21	24	24	27	29	25	24	21
TOTAL FAVOURABLE	34	26	56	45	19	36	49	25	37	30	28	30	37	39	44	28	29	33	38	32	43	32	33	28
Somewhat unfavourable	17	26	11	17	28	16	15	25	21	14	10	15	19	23	18	20	16	17	19	17	16	15	19	19
Very unfavourable	13	26	4	5	29	3	6	23	16	9	4	9	16	20	10	18	13	13	11	11	13	13	6	15
TOTAL UNFAVOURABLE	30	52	15	22	57	19	21	48	37	23	14	24	35	43	28	38	29	30	30	28	29	28	25	34
Don't know	36	22	29	33	24	45	30	27	25	47	57	47	28	18	28	33	41	36	32	40	28	39	42	39
NET FAVOURABILITY	4	-26	41	23	-38	17	28	-23	0	7	14	6	2	-4	16	-10	0	3	8	4	14	4	8	-6
Angela Rayner																								
Very favourable	3	1	7	3	1	1	5	2	4	2	3	3	3	3	4	3	2	3	5	1	3	3	6	2
Somewhat favourable	18	4	40	22	3	29	31	7	20	17	20	20	21	13	25	16	13	19	17	17	22	17	21	17
TOTAL FAVOURABLE	21	5	47	25	4	30	36	9	24	19	23	23	24	16	29	19	15	22	22	18	25	20	27	19
Somewhat unfavourable	20	17	21	24	16	26	22	16	23	17	20	22	19	17	22	19	18	20	21	22	19	17	27	19
Very unfavourable	36	68	12	30	69	18	21	61	37	35	14	25	42	58	31	41	41	36	34	32	36	41	20	39
TOTAL UNFAVOURABLE	56	85	33	54	85	44	43	77	60	52	34	47	61	75	53	60	59	56	55	54	55	58	47	58
Don't know	23	10	19	22	12	26	21	14	16	30	43	30	15	10	18	20	25	23	23	28	21	23	26	23
NET FAVOURABILITY	-35	-80	14	-29	-81	-14	-7	-68	-36	-33	-11	-24	-37	-59	-24	-41	-44	-34	-33	-36	-30	-38	-20	-39
Wes Streeting																								
Very favourable	1	1	4	1	0	0	3	1	1	1	0	1	2	2	2	1	1	1	1	0	2	1	2	1
Somewhat favourable	14	13	22	23	8	10	20	11	15	13	9	11	15	18	18	13	12	14	15	7	12	13	17	15
TOTAL FAVOURABLE	15	14	26	24	8	10	23	12	16	14	9	12	17	20	20	14	13	15	16	7	14	14	19	16
Somewhat unfavourable	23	34	24	25	25	24	25	26	25	22	17	22	22	29	27	25	20	23	29	19	21	25	26	23
Very unfavourable	19	23	11	15	36	22	14	28	25	13	12	16	20	25	18	20	20	18	17	28	20	17	12	19
TOTAL UNFAVOURABLE	42	57	35	40	61	46	39	54	50	35	29	38	42	54	45	45	40	41	46	47	41	42	38	42
Don't know	43	30	39	36	30	43	39	34	34	51	61	49	41	25	34	41	48	43	38	46	45	43	42	41
NET FAVOURABILITY	-27	-43	-9	-16	-53	-36	-16	-42	-34	-21	-20	-26	-25	-34	-25	-31	-27	-26	-30	-40	-27	-28	-19	-26
Shabana Mahmood																								
Very favourable	1	2	3	1	0	0	2	1	1	1	1	1	1	1	2	1	1	1	1	0	1	0	3	1
Somewhat favourable	11	16	15	12	10	6	15	11	13	9	5	8	13	17	14	12	9	11	13	9	12	13	11	10
TOTAL FAVOURABLE	12	18	18	13	10	6	17	12	14	10	6	9	14	18	16	13	10	12	14	9	13	13	14	11
Somewhat unfavourable	18	20	19	21	20	11	19	19	21	15	16	14	18	24	19	20	15	17	19	20	14	18	16	20
Very unfavourable	21	24	12	19	40	24	16	29	29	15	14	21	24	24	20	24	23	21	25	25	23	21	17	21
TOTAL UNFAVOURABLE	39	44	31	40	60	35	35	48	50	30	30	35	42	48	39	44	38	38	44	45	37	39	33	41
Don't know	49	38	51	48	30	58	49	40	37	60	64	57	44	33	44	43	52	50	43	45	49	48	53	49
NET FAVOURABILITY	-27	-26	-13	-27	-50	-29	-18	-36	-36	-20	-24	-26	-28	-30	-23	-31	-28	-26	-30	-36	-24	-26	-19	-30

*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.