

YouGov Survey Results

Sample Size: 2122 GB Adults
Fieldwork: 17th - 18th 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	2122	382	545	195	229	121	745	758	1027	1095	223	876	524	499	719	475	634	1836	102	185	503	348	257	728	
Unweighted Sample	2122	351	573	205	250	111	857	750	887	1235	179	770	576	597	810	484	502	1813	131	178	515	387	174	737	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

Kemi Badenoch

Very favourable	8	26	2	4	9	3	6	12	7	8	6	3	9	15	8	8	7	7	6	10	6	5	5	11
Somewhat favourable	22	48	9	16	41	10	15	36	26	18	14	15	30	31	23	22	24	23	19	13	21	27	17	25
TOTAL FAVOURABLE	30	74	11	20	50	13	21	48	33	26	20	18	39	46	31	30	31	30	25	23	27	32	22	36
Somewhat unfavourable	22	15	22	34	20	22	26	19	24	21	28	23	20	22	25	22	20	22	18	26	23	20	28	21
Very unfavourable	29	4	50	33	18	49	39	19	33	25	33	33	24	25	31	26	26	29	35	28	32	26	33	27
TOTAL UNFAVOURABLE	51	19	72	67	38	71	65	38	57	46	61	56	44	47	56	48	46	51	53	54	55	46	61	48
Don't know	19	6	17	12	12	15	14	14	10	27	19	27	17	7	13	22	23	18	20	24	19	23	16	17
NET FAVOURABILITY	-21	55	-61	-47	12	-58	-44	10	-24	-20	-41	-38	-5	-1	-25	-18	-15	-21	-28	-31	-28	-14	-39	-12

Keir Starmer

Very favourable	4	1	11	5	1	2	8	2	5	4	2	4	4	7	7	4	3	4	3	4	4	3	6	5
Somewhat favourable	20	9	38	37	2	21	35	8	19	21	23	23	18	17	28	21	13	20	20	19	18	19	25	21
TOTAL FAVOURABLE	24	10	49	42	3	23	43	10	24	25	25	27	22	24	35	25	16	24	23	23	22	22	31	26
Somewhat unfavourable	21	18	25	26	6	35	27	13	19	24	40	21	19	16	22	22	18	21	20	24	23	21	22	20
Very unfavourable	46	71	20	27	89	36	26	73	53	40	28	39	54	59	37	44	58	46	48	44	47	48	38	48
TOTAL UNFAVOURABLE	67	89	45	53	95	71	53	86	72	64	68	60	73	75	59	66	76	67	68	68	70	69	60	68
Don't know	8	2	6	5	2	7	4	4	4	11	8	12	5	2	6	10	7	8	8	9	8	9	10	6
NET FAVOURABILITY	-43	-79	4	-11	-92	-48	-10	-76	-48	-39	-43	-33	-51	-51	-24	-41	-60	-43	-45	-45	-48	-47	-29	-42

Ed Davey

Very favourable	5	1	8	18	1	0	8	2	5	4	7	4	4	6	6	6	3	5	5	5	4	2	6	6
Somewhat favourable	24	17	39	48	8	31	38	14	24	24	28	20	26	28	29	28	18	24	24	25	24	21	25	25
TOTAL FAVOURABLE	29	18	47	66	9	31	46	16	29	28	35	24	30	34	35	34	21	29	29	30	28	23	31	31
Somewhat unfavourable	20	32	17	9	25	26	19	24	24	17	16	19	23	22	22	16	21	20	23	20	19	19	23	21
Very unfavourable	17	27	7	7	47	7	6	34	24	12	9	12	21	27	15	16	22	18	22	14	18	19	11	18
TOTAL UNFAVOURABLE	37	59	24	16	72	33	25	58	48	29	25	31	44	49	37	32	43	38	45	34	37	38	34	39
Don't know	33	23	29	19	19	35	28	26	23	43	39	45	27	17	28	34	36	34	26	36	34	38	35	30
NET FAVOURABILITY	-8	-41	23	50	-63	-2	21	-42	-19	-1	10	-7	-14	-15	-2	2	-22	-9	-16	-4	-9	-15	-3	-8

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Nigel Farage																								
Very favourable	11	19	2	3	46	3	2	25	15	8	4	7	14	19	8	9	18	12	13	5	13	14	5	12
Somewhat favourable	16	32	6	5	34	3	7	28	20	12	12	11	21	21	12	15	21	16	13	16	14	13	18	19
TOTAL FAVOURABLE	27	51	8	8	80	6	9	53	35	20	16	18	35	40	20	24	39	28	26	21	27	27	23	31
Somewhat unfavourable	11	18	5	8	11	8	7	15	9	12	5	12	11	10	11	12	11	11	8	10	12	12	6	11
Very unfavourable	54	29	82	81	6	81	79	27	51	57	71	58	48	46	63	53	43	54	56	57	55	51	60	52
TOTAL UNFAVOURABLE	65	47	87	89	17	89	86	42	60	69	76	70	59	56	74	65	54	65	64	67	67	63	66	63
Don't know	8	2	5	4	2	5	4	5	5	11	8	12	6	4	6	10	7	8	10	11	7	9	11	6
NET FAVOURABILITY	-38	4	-79	-81	63	-83	-77	11	-25	-49	-60	-52	-24	-16	-54	-41	-15	-37	-38	-46	-40	-36	-43	-32
Zack Polanski																								
Very favourable	8	1	14	10	1	29	12	2	7	9	23	9	5	4	9	9	5	8	11	8	8	8	13	7
Somewhat favourable	15	3	25	20	3	37	22	6	15	15	27	18	12	8	17	14	12	15	22	11	19	14	14	14
TOTAL FAVOURABLE	23	4	39	30	4	66	34	8	22	24	50	27	17	12	26	23	17	23	33	19	27	22	27	21
Somewhat unfavourable	13	13	20	16	7	5	18	10	14	12	12	13	13	14	16	13	12	13	12	16	11	13	17	14
Very unfavourable	36	62	19	31	72	18	24	58	45	27	18	25	44	54	36	35	41	37	33	30	35	33	32	41
TOTAL UNFAVOURABLE	49	75	39	47	79	23	42	68	59	39	30	38	57	68	52	48	53	50	45	46	46	46	49	55
Don't know	27	22	23	23	17	11	24	23	18	36	20	34	25	20	23	30	31	27	22	36	27	33	25	24
NET FAVOURABILITY	-26	-71	0	-17	-75	43	-8	-60	-37	-15	20	-11	-40	-56	-26	-25	-36	-27	-12	-27	-19	-24	-22	-34
Jeremy Corbyn																								
Very favourable	8	0	14	9	1	25	12	3	8	8	15	9	5	6	8	8	6	8	13	7	8	6	10	7
Somewhat favourable	15	3	28	17	4	31	22	6	14	16	26	19	11	9	16	16	12	15	20	16	18	13	20	12
TOTAL FAVOURABLE	23	3	42	26	5	56	34	9	22	24	41	28	16	15	24	24	18	23	33	23	26	19	30	19
Somewhat unfavourable	17	9	20	23	16	17	20	14	17	17	21	19	15	13	17	16	15	16	17	21	15	18	18	17
Very unfavourable	47	86	29	41	73	18	38	70	53	42	22	33	60	69	50	46	52	48	38	38	47	48	37	53
TOTAL UNFAVOURABLE	64	95	49	64	89	35	58	84	70	59	43	52	75	82	67	62	67	64	55	59	62	66	55	70
Don't know	13	3	8	10	6	8	9	7	8	18	17	20	10	4	9	15	15	13	12	18	12	15	15	11
NET FAVOURABILITY	-41	-92	-7	-38	-84	21	-24	-75	-48	-35	-2	-24	-59	-67	-43	-38	-49	-41	-22	-36	-36	-47	-25	-51
Rupert Lowe																								
Very favourable	8	10	2	3	36	0	3	15	12	4	11	6	11	9	5	7	12	9	8	4	7	9	7	10
Somewhat favourable	7	15	3	2	18	4	4	13	10	5	5	5	10	9	6	7	10	7	6	7	6	7	5	10
TOTAL FAVOURABLE	15	25	5	5	54	4	7	28	22	9	16	11	21	18	11	14	22	16	14	11	13	16	12	20
Somewhat unfavourable	8	8	7	11	10	10	7	9	10	5	7	8	7	9	8	6	9	8	8	7	7	7	7	9
Very unfavourable	19	10	29	27	6	29	24	12	23	14	26	19	16	17	21	17	16	18	24	19	20	18	25	15
TOTAL UNFAVOURABLE	27	18	36	38	16	39	31	21	33	19	33	27	23	26	29	23	25	26	32	26	27	25	32	24
Don't know	58	58	59	57	29	56	62	52	44	71	52	62	57	56	60	63	54	58	55	63	59	59	56	57
NET FAVOURABILITY	-12	7	-31	-33	38	-35	-24	7	-11	-10	-17	-16	-2	-8	-18	-9	-3	-10	-18	-15	-14	-9	-20	-4

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Andy Burnham																									
Very favourable	11	4	26	14	2	12	18	7	11	12	12	10	12	12	14	12	8	11	14	10	19	7	11	8	
Somewhat favourable	23	16	35	31	13	34	34	17	25	22	22	20	26	26	27	23	20	23	29	24	26	21	23	21	
TOTAL FAVOURABLE	34	20	61	45	15	46	52	24	36	34	34	30	38	38	41	35	28	34	43	34	45	28	34	29	
Somewhat unfavourable	17	26	11	15	21	23	16	22	21	14	14	16	18	22	18	17	18	18	11	18	14	18	19	20	
Very unfavourable	18	37	5	11	43	3	9	32	23	13	9	12	23	27	18	17	22	18	20	14	16	19	13	21	
TOTAL UNFAVOURABLE	35	63	16	26	64	26	25	54	44	27	23	28	41	49	36	34	40	36	31	32	30	37	32	41	
Don't know	30	18	22	30	21	27	23	23	21	38	42	42	20	13	22	31	33	30	27	33	24	34	33	30	
NET FAVOURABILITY	-1	-43	45	19	-49	20	27	-30	-8	7	11	2	-3	-11	5	1	-12	-2	12	2	15	-9	2	-12	
Angela Rayner																									
Very favourable	4	0	10	4	0	2	7	1	4	4	3	3	4	4	5	3	2	4	4	4	5	2	6	3	
Somewhat favourable	19	5	38	27	5	30	30	9	21	17	25	20	16	18	23	17	17	19	22	19	19	15	23	20	
TOTAL FAVOURABLE	23	5	48	31	5	32	37	10	25	21	28	23	20	22	28	20	19	23	26	23	24	17	29	23	
Somewhat unfavourable	20	17	21	29	15	27	23	18	20	20	21	20	21	17	21	20	17	19	23	23	19	22	24	17	
Very unfavourable	37	71	14	27	71	16	25	60	43	31	17	27	44	54	36	37	43	38	29	32	36	38	26	43	
TOTAL UNFAVOURABLE	57	88	35	56	86	43	48	78	63	51	38	47	65	71	57	57	60	57	52	55	55	60	50	60	
Don't know	21	6	17	13	8	25	15	12	13	28	34	29	14	6	15	23	21	20	22	23	22	23	21	18	
NET FAVOURABILITY	-34	-83	13	-25	-81	-11	-11	-68	-38	-30	-10	-24	-45	-49	-29	-37	-41	-34	-26	-32	-31	-43	-21	-37	
Wes Streeting																									
Very favourable	2	1	4	2	0	0	2	2	2	2	2	1	2	3	2	1	2	2	1	2	2	1	3	2	
Somewhat favourable	14	13	24	24	9	12	22	10	13	16	12	9	16	22	19	15	11	15	13	12	14	11	16	16	
TOTAL FAVOURABLE	16	14	28	26	9	12	24	12	15	18	14	10	18	25	21	16	13	17	14	14	16	12	19	18	
Somewhat unfavourable	25	31	26	31	23	24	29	26	28	23	24	23	27	28	28	25	23	25	26	29	24	23	21	27	
Very unfavourable	27	36	18	19	49	40	20	38	36	19	21	24	29	33	26	25	29	28	27	20	27	32	26	27	
TOTAL UNFAVOURABLE	52	67	44	50	72	64	49	64	64	42	45	47	56	61	54	50	52	53	53	49	51	55	47	54	
Don't know	32	19	28	24	19	24	26	24	21	41	42	42	27	14	23	34	35	31	32	37	32	33	34	28	
NET FAVOURABILITY	-36	-53	-16	-24	-63	-52	-25	-52	-49	-24	-31	-37	-38	-36	-33	-34	-39	-36	-39	-35	-35	-43	-28	-36	
Shabana Mahmood																									
Very favourable	1	0	2	2	1	0	1	1	1	1	0	1	0	2	1	0	0	1	1	1	1	1	1	1	
Somewhat favourable	11	14	15	12	7	10	14	10	13	9	8	6	11	19	15	10	9	11	9	8	9	11	15	11	
TOTAL FAVOURABLE	12	14	17	14	8	10	15	11	14	10	8	7	11	21	16	10	9	12	10	9	10	12	16	12	
Somewhat unfavourable	18	21	19	21	23	17	22	21	21	16	15	17	17	24	21	15	18	17	25	25	17	17	14	19	
Very unfavourable	21	27	12	19	42	24	14	31	28	16	16	19	25	25	18	22	24	22	23	16	20	22	25	22	
TOTAL UNFAVOURABLE	39	48	31	40	65	41	36	52	49	32	31	36	42	49	39	37	42	39	48	41	37	39	39	41	
Don't know	49	38	52	46	27	49	49	37	38	59	60	57	46	30	44	52	48	49	43	50	52	50	44	47	
NET FAVOURABILITY	-27	-34	-14	-26	-57	-31	-21	-41	-35	-22	-23	-29	-31	-28	-23	-27	-33	-27	-38	-32	-27	-27	-23	-29	

*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.