

YouGov Survey Results

Sample Size: 2099 GB Adults
Fieldwork: 14th - 15th June 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	2099	378	539	193	227	119	737	749	1014	1085	220	865	518	495	712	470	628	1816	101	183	497	344	254	720	
Unweighted Sample	2099	359	549	201	246	120	824	765	926	1173	180	733	600	586	837	456	497	1792	127	180	505	354	195	738	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

Very favourable	8	31	1	3	10	3	6	15	10	7	5	4	8	18	11	10	6	9	8	5	9	9	7	9
Somewhat favourable	22	42	12	21	42	17	16	34	22	23	14	19	23	32	21	27	23	23	20	19	19	24	19	26
TOTAL FAVOURABLE	30	73	13	24	52	20	22	49	32	30	19	23	31	50	32	37	29	32	28	24	28	33	26	35
Somewhat unfavourable	21	14	25	30	20	19	23	19	24	18	23	21	23	16	22	19	21	21	18	21	22	20	22	20
Very unfavourable	29	4	48	31	16	47	41	18	33	25	28	29	31	26	34	25	23	27	31	40	31	25	34	24
TOTAL UNFAVOURABLE	50	18	73	61	36	66	64	37	57	43	51	50	54	42	56	44	44	48	49	61	53	45	56	44
Don't know	20	9	14	16	11	13	14	15	12	28	31	27	15	8	12	18	27	20	23	15	20	22	18	20
NET FAVOURABILITY	-20	55	-60	-37	16	-46	-42	12	-25	-13	-32	-27	-23	8	-24	-7	-15	-16	-21	-37	-25	-12	-30	-9

Keir Starmer

Very favourable	3	1	6	5	1	4	5	2	4	3	3	4	3	3	4	3	3	3	4	2	2	2	6	4
Somewhat favourable	21	8	41	35	2	25	35	7	19	22	23	21	19	20	28	18	15	21	14	23	20	15	32	20
TOTAL FAVOURABLE	24	9	47	40	3	29	40	9	23	25	26	25	22	23	32	21	18	24	18	25	22	17	38	24
Somewhat unfavourable	23	23	27	29	10	32	29	17	22	24	29	23	23	20	27	21	20	23	24	24	23	25	23	21
Very unfavourable	46	66	22	26	84	38	25	71	50	41	33	40	51	55	37	52	50	45	48	46	47	48	31	48
TOTAL UNFAVOURABLE	69	89	49	55	94	70	54	88	72	65	62	63	74	75	64	73	70	68	72	70	70	73	54	69
Don't know	8	2	5	5	3	2	6	3	5	10	12	12	5	2	5	6	12	8	11	4	7	10	7	7
NET FAVOURABILITY	-45	-80	-2	-15	-91	-41	-14	-79	-49	-40	-36	-38	-52	-52	-32	-52	-52	-44	-54	-45	-48	-56	-16	-45

Ed Davey

Very favourable	4	1	4	15	0	3	6	1	4	3	4	3	4	4	4	3	3	3	7	5	2	2	7	3
Somewhat favourable	22	12	38	40	8	38	37	13	23	21	18	19	22	28	30	21	15	22	21	21	21	22	26	21
TOTAL FAVOURABLE	26	13	42	55	8	41	43	14	27	24	22	22	26	32	34	24	18	25	28	26	23	24	33	24
Somewhat unfavourable	20	31	18	12	20	17	19	24	23	16	16	16	23	23	19	20	20	19	20	23	20	20	19	18
Very unfavourable	18	26	7	7	50	10	7	32	23	12	9	14	20	24	15	20	19	18	17	17	18	20	12	18
TOTAL UNFAVOURABLE	38	57	25	19	70	27	26	56	46	28	25	30	43	47	34	40	39	37	37	40	38	40	31	36
Don't know	38	30	33	27	23	32	31	28	27	47	52	48	30	21	31	36	43	38	34	34	40	36	36	39
NET FAVOURABILITY	-12	-44	17	36	-62	14	17	-42	-19	-4	-3	-8	-17	-15	0	-16	-21	-12	-9	-14	-15	-16	2	-12

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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	2099	378	539	193	227	119	737	749	1014	1085	220	865	518	495	712	470	628	1816	101	183	497	344	254	720
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Nigel Farage																								
Very favourable	10	13	2	4	41	1	3	20	12	7	5	7	11	15	6	12	13	10	12	7	12	12	4	10
Somewhat favourable	16	32	6	7	39	5	7	30	17	15	9	13	18	23	13	18	20	16	18	15	16	18	13	17
TOTAL FAVOURABLE	26	45	8	11	80	6	10	50	29	22	14	20	29	38	19	30	33	26	30	22	28	30	17	27
Somewhat unfavourable	13	23	6	8	12	14	9	17	13	13	12	13	16	12	12	15	14	14	11	9	11	16	10	16
Very unfavourable	54	28	81	78	6	79	77	28	52	55	63	57	49	48	66	48	43	53	52	63	55	46	67	50
TOTAL UNFAVOURABLE	67	51	87	86	18	93	86	45	65	68	75	70	65	60	78	63	57	67	63	72	66	62	77	66
Don't know	7	4	5	2	3	1	4	4	5	9	12	9	5	2	3	7	11	7	7	5	7	8	6	7
NET FAVOURABILITY	-41	-6	-79	-75	62	-87	-76	5	-36	-46	-61	-50	-36	-22	-59	-33	-24	-41	-33	-50	-38	-32	-60	-39
Zack Polanski																								
Very favourable	8	2	13	7	1	28	11	2	10	7	20	10	6	4	8	7	7	8	5	10	11	7	10	7
Somewhat favourable	14	2	24	22	1	38	22	6	15	14	23	15	13	12	18	11	11	14	19	18	13	14	21	12
TOTAL FAVOURABLE	22	4	37	29	2	66	33	8	25	21	43	25	19	16	26	18	18	22	24	28	24	21	31	19
Somewhat unfavourable	12	11	16	17	7	9	14	10	13	10	9	11	12	14	15	13	9	12	14	9	10	11	18	11
Very unfavourable	34	56	20	25	74	10	23	54	42	26	17	28	38	46	34	34	36	34	31	30	35	38	25	35
TOTAL UNFAVOURABLE	46	67	36	42	81	19	37	64	55	36	26	39	50	60	49	47	45	46	45	39	45	49	43	46
Don't know	32	29	28	30	17	15	29	28	20	43	31	36	32	25	25	36	37	32	31	33	31	30	27	35
NET FAVOURABILITY	-24	-63	1	-13	-79	47	-4	-56	-30	-15	17	-14	-31	-44	-23	-29	-27	-24	-21	-11	-21	-28	-12	-27
Jeremy Corbyn																								
Very favourable	7	1	12	5	1	13	10	3	8	6	9	7	6	5	6	5	8	6	8	8	9	7	6	5
Somewhat favourable	17	5	28	21	1	37	24	6	16	18	27	21	12	10	20	14	15	17	17	16	17	14	29	14
TOTAL FAVOURABLE	24	6	40	26	2	50	34	9	24	24	36	28	18	15	26	19	23	23	25	24	26	21	35	19
Somewhat unfavourable	19	10	27	26	10	24	23	15	18	20	18	20	18	17	19	24	14	19	19	22	18	14	21	20
Very unfavourable	45	79	25	40	81	22	34	69	51	39	22	34	55	63	47	47	45	45	42	42	44	51	32	48
TOTAL UNFAVOURABLE	64	89	52	66	91	46	57	84	69	59	40	54	73	80	66	71	59	64	61	64	62	65	53	68
Don't know	13	6	9	7	7	4	8	7	8	18	24	17	8	5	8	11	19	13	14	11	13	14	12	13
NET FAVOURABILITY	-40	-83	-12	-40	-89	4	-23	-75	-45	-35	-4	-26	-55	-65	-40	-52	-36	-41	-36	-40	-36	-44	-18	-49
Rupert Lowe																								
Very favourable	8	6	3	3	32	3	3	14	11	5	7	9	8	6	5	10	10	8	9	8	8	9	4	8
Somewhat favourable	8	14	4	5	22	1	4	15	11	6	3	8	10	9	5	7	13	8	11	8	7	13	5	8
TOTAL FAVOURABLE	16	20	7	8	54	4	7	29	22	11	10	17	18	15	10	17	23	16	20	16	15	22	9	16
Somewhat unfavourable	9	14	8	7	9	10	8	11	11	7	10	8	8	11	12	7	7	9	10	6	8	7	11	10
Very unfavourable	22	14	33	25	9	34	32	15	31	15	21	20	25	24	29	19	18	22	20	25	26	19	27	20
TOTAL UNFAVOURABLE	31	28	41	32	18	44	40	26	42	22	31	28	33	35	41	26	25	31	30	31	34	26	38	30
Don't know	53	52	52	60	28	51	54	45	36	68	60	55	48	50	49	57	52	53	51	53	50	52	53	55
NET FAVOURABILITY	-15	-8	-34	-24	36	-40	-33	3	-20	-11	-21	-11	-15	-20	-31	-9	-2	-15	-10	-15	-19	-4	-29	-14

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Andy Burnham																								
Very favourable	7	2	17	9	1	6	12	3	8	7	7	5	10	7	9	5	6	7	5	6	12	8	6	4
Somewhat favourable	23	14	37	34	9	34	34	16	26	20	16	25	24	22	30	22	18	23	22	20	25	22	31	20
TOTAL FAVOURABLE	30	16	54	43	10	40	46	19	34	27	23	30	34	29	39	27	24	30	27	26	37	30	37	24
Somewhat unfavourable	19	27	15	17	18	25	18	23	20	17	12	17	19	23	20	18	18	18	18	20	21	14	21	19
Very unfavourable	22	39	7	11	53	8	12	37	27	16	12	15	26	32	20	25	21	21	24	22	20	26	15	23
TOTAL UNFAVOURABLE	41	66	22	28	71	33	30	60	47	33	24	32	45	55	40	43	39	39	42	42	41	40	36	42
Don't know	30	18	24	29	19	27	24	21	19	40	52	38	21	16	21	30	37	30	32	33	22	31	28	35
NET FAVOURABILITY	-11	-50	32	15	-61	7	16	-41	-13	-6	-1	-2	-11	-26	-1	-16	-15	-9	-15	-16	-4	-10	1	-18
Angela Rayner																								
Very favourable	3	1	7	5	0	8	6	2	4	3	2	3	4	4	4	3	3	3	2	4	5	3	3	3
Somewhat favourable	19	6	42	25	3	25	33	9	20	18	16	21	18	18	28	14	15	19	16	19	20	16	29	16
TOTAL FAVOURABLE	22	7	49	30	3	33	39	11	24	21	18	24	22	22	32	17	18	22	18	23	25	19	32	19
Somewhat unfavourable	20	16	20	33	10	25	23	18	20	19	21	19	22	18	21	19	19	19	23	23	21	20	16	19
Very unfavourable	36	67	15	22	78	19	22	60	41	32	19	29	40	51	33	42	37	36	36	34	33	39	27	40
TOTAL UNFAVOURABLE	56	83	35	55	88	44	45	78	61	51	40	48	62	69	54	61	56	55	59	57	54	59	43	59
Don't know	22	10	17	16	9	22	16	12	15	28	41	28	16	9	15	22	26	22	23	20	21	22	24	22
NET FAVOURABILITY	-34	-76	14	-25	-85	-11	-6	-67	-37	-30	-22	-24	-40	-47	-22	-44	-38	-33	-41	-34	-29	-40	-11	-40
Wes Streeting																								
Very favourable	1	2	2	1	0	1	2	1	1	1	1	1	1	2	2	1	1	1	0	1	2	1	3	1
Somewhat favourable	11	12	18	19	7	13	17	9	12	11	9	8	14	16	16	11	7	12	8	7	9	13	15	13
TOTAL FAVOURABLE	12	14	20	20	7	14	19	10	13	12	10	9	15	18	18	12	8	13	8	8	11	14	18	14
Somewhat unfavourable	24	33	25	30	20	28	30	25	28	21	17	21	27	31	29	23	24	25	23	22	23	23	28	25
Very unfavourable	26	27	21	16	48	27	20	36	34	18	17	26	27	29	27	27	24	25	34	27	26	30	21	24
TOTAL UNFAVOURABLE	50	60	46	46	68	55	50	61	62	39	34	47	54	60	56	50	48	50	57	49	49	53	49	49
Don't know	37	26	34	33	25	31	30	29	25	48	57	44	31	22	27	39	44	36	36	44	39	32	34	37
NET FAVOURABILITY	-38	-46	-26	-26	-61	-41	-31	-51	-49	-27	-24	-38	-39	-42	-38	-38	-40	-37	-49	-41	-38	-39	-31	-35
Shabana Mahmood																								
Very favourable	2	1	2	2	0	3	2	2	2	1	0	1	2	2	2	1	2	2	1	1	2	1	3	1
Somewhat favourable	12	18	16	16	12	11	17	13	15	10	8	7	14	23	18	11	9	13	8	9	10	15	17	13
TOTAL FAVOURABLE	14	19	18	18	12	14	19	15	17	11	8	8	16	25	20	12	11	15	9	10	12	16	20	14
Somewhat unfavourable	17	23	20	14	14	17	19	20	20	15	12	15	19	21	19	18	18	17	23	16	20	14	16	16
Very unfavourable	22	20	16	13	50	23	17	30	29	16	14	22	27	20	20	24	22	22	19	22	22	27	18	21
TOTAL UNFAVOURABLE	39	43	36	27	64	40	36	50	49	31	26	37	46	41	39	42	40	39	42	38	42	41	34	37
Don't know	47	37	45	55	25	45	45	36	34	58	65	54	39	34	42	46	49	46	49	51	45	42	45	49
NET FAVOURABILITY	-25	-24	-18	-9	-52	-26	-17	-35	-32	-20	-18	-29	-30	-16	-19	-30	-29	-24	-33	-28	-30	-25	-14	-23

*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.