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YouGov Survey Results

Sample size: 2301 adults in GB

Fieldwork: 11th - 12th November 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	**2301**	414	591	212	249	136	808	821	1111	1190	242	948	568	543	780	515	688	1990	110	200	545	377	278	789
Unweighted Sample	**2301**	395	658	235	251	138	981	817	1027	1274	155	783	645	718	964	526	494	1982	142	177	571	383	211	817
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you have a favourable or unfavourable opinion of the following?	*15 - 16 Oct*	**11 - 12 Nov**																						
Kemi Badenoch																								
Very favourable	*10*	**10**	34	3	5	11	4	8	17	10	10	3	6	10	21	13	10	11	11	6	8	8	10	11	13
Somewhat favourable	*23*	**24**	48	13	26	43	6	17	37	25	23	16	18	28	33	24	26	25	25	22	18	21	27	20	28
TOTAL FAVOURABLE	***33***	**34**	**82**	**16**	**31**	**54**	**10**	**25**	**54**	**35**	**33**	**19**	**24**	**38**	**54**	**37**	**36**	**36**	**36**	**28**	**26**	**29**	**37**	**31**	**41**
Somewhat unfavourable	*21*	**19**	6	28	20	17	22	22	15	20	17	24	20	18	15	20	19	16	19	16	16	19	19	20	19
Very unfavourable	*27*	**28**	4	43	36	21	48	41	19	32	24	30	28	31	23	30	26	25	27	27	37	31	26	33	23
TOTAL UNFAVOURABLE	***48***	**47**	**10**	**71**	**56**	**38**	**70**	**63**	**34**	**52**	**41**	**54**	**48**	**49**	**38**	**50**	**45**	**41**	**46**	**43**	**53**	**50**	**45**	**53**	**42**
Don't know	*20*	**19**	9	13	13	8	20	12	12	12	26	26	28	13	7	13	19	23	18	29	21	21	18	16	18
NET FAVOURABILITY	***-15***	**-13**	**72**	**-55**	**-25**	**16**	**-60**	**-38**	**20**	**-17**	**-8**	**-35**	**-24**	**-11**	**16**	**-13**	**-9**	**-5**	**-10**	**-15**	**-27**	**-21**	**-8**	**-22**	**-1**
Andy Burnham																								
Very favourable	*13*	**15**	5	32	13	2	14	26	6	15	14	14	15	13	16	18	13	13	15	17	9	21	15	9	13
Somewhat favourable	*33*	**34**	18	44	51	13	45	42	22	33	34	52	34	31	27	37	30	28	33	36	37	34	29	42	31
TOTAL FAVOURABLE	***46***	**49**	**23**	**76**	**64**	**15**	**59**	**68**	**28**	**48**	**48**	**66**	**49**	**44**	**43**	**55**	**43**	**41**	**48**	**53**	**46**	**55**	**44**	**51**	**44**
Somewhat unfavourable	*18*	**17**	25	10	18	22	17	15	20	18	16	12	17	17	19	16	15	20	17	11	21	14	12	20	20
Very unfavourable	*24*	**24**	49	6	10	58	13	10	45	27	21	11	18	30	34	20	28	27	24	20	19	21	31	18	26
TOTAL UNFAVOURABLE	***42***	**41**	**74**	**16**	**28**	**80**	**30**	**25**	**65**	**45**	**37**	**23**	**35**	**47**	**53**	**36**	**43**	**47**	**41**	**31**	**40**	**35**	**43**	**38**	**46**
Don't know	*12*	**11**	4	7	8	5	11	7	7	8	15	11	17	9	4	10	13	12	11	16	14	11	13	10	10
NET FAVOURABILITY	***4***	**8**	**-51**	**60**	**36**	**-65**	**29**	**43**	**-37**	**3**	**11**	**43**	**14**	**-3**	**-10**	**19**	**0**	**-6**	**7**	**22**	**6**	**20**	**1**	**13**	**-2**
Ed Davey																								
Very favourable	*3*	**3**	1	4	8	0	1	4	1	2	3	5	2	2	3	4	1	2	3	2	3	2	2	4	3
Somewhat favourable	*21*	**23**	15	36	45	11	27	37	14	24	22	21	20	26	25	28	21	21	23	24	25	21	21	25	24
TOTAL FAVOURABLE	***24***	**26**	**16**	**40**	**53**	**11**	**28**	**41**	**15**	**26**	**25**	**26**	**22**	**28**	**28**	**32**	**22**	**23**	**26**	**26**	**28**	**23**	**23**	**29**	**27**
Somewhat unfavourable	*21*	**20**	29	20	18	16	21	21	23	23	16	17	17	21	23	22	22	18	21	12	14	20	21	27	19
Very unfavourable	*19*	**18**	30	7	6	50	10	9	33	25	13	4	13	23	29	18	21	20	19	16	18	16	22	11	21
TOTAL UNFAVOURABLE	***40***	**38**	**59**	**27**	**24**	**66**	**31**	**30**	**56**	**48**	**29**	**21**	**30**	**44**	**52**	**40**	**43**	**38**	**40**	**28**	**32**	**36**	**43**	**38**	**40**
Don't know	*37*	**36**	25	33	23	23	41	29	29	26	46	52	47	27	20	28	35	39	35	45	40	40	33	33	34
NET FAVOURABILITY	***-16***	**-12**	**-43**	**13**	**29**	**-55**	**-3**	**11**	**-41**	**-22**	**-4**	**5**	**-8**	**-16**	**-24**	**-8**	**-21**	**-15**	**-14**	**-2**	**-4**	**-13**	**-20**	**-9**	**-13**
Nigel Farage																								
Very favourable	*10*	**8**	10	4	3	30	2	2	16	10	5	3	6	9	11	6	8	11	8	3	5	8	9	8	9
Somewhat favourable	*15*	**15**	25	5	6	42	3	5	28	17	13	5	13	15	23	13	14	19	15	18	11	13	17	15	16
TOTAL FAVOURABLE	***25***	**23**	**35**	**9**	**9**	**72**	**5**	**7**	**44**	**27**	**18**	**8**	**19**	**24**	**34**	**19**	**22**	**30**	**23**	**21**	**16**	**21**	**26**	**23**	**25**
Somewhat unfavourable	*12*	**12**	21	7	8	11	5	6	16	13	10	10	10	13	12	10	12	13	12	9	8	10	15	7	14
Very unfavourable	*55*	**56**	39	79	79	15	80	83	33	55	58	70	56	56	50	65	54	45	55	58	66	59	50	60	53
TOTAL UNFAVOURABLE	***67***	**68**	**60**	**86**	**87**	**26**	**85**	**89**	**49**	**68**	**68**	**80**	**66**	**69**	**62**	**75**	**66**	**58**	**67**	**67**	**74**	**69**	**65**	**67**	**67**
Don't know	*8*	**10**	5	5	4	3	10	4	7	5	13	12	14	7	3	5	11	12	9	11	10	11	10	9	8
NET FAVOURABILITY	***-42***	**-45**	**-25**	**-77**	**-78**	**46**	**-80**	**-82**	**-5**	**-41**	**-50**	**-72**	**-47**	**-45**	**-28**	**-56**	**-44**	**-28**	**-44**	**-46**	**-58**	**-48**	**-39**	**-44**	**-42**

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Sample size: 2301 adults in GB

Fieldwork: 11th - 12th November 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
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Unweighted Sample		**2301**	395	658	235	251	138	981	817	1027	1274	155	783	645	718	964	526	494	1982	142	177	571	383	211	817
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Zack Polanski																									
Very favourable	*5*	**5**	0	5	5	0	14	6	1	4	5	14	5	3	2	4	4	4	4	7	6	5	3	5	5
Somewhat favourable	*14*	**13**	3	20	18	2	37	21	4	13	13	26	15	11	6	16	12	8	13	11	12	15	12	20	10
TOTAL FAVOURABLE	*19*	**18**	**3**	**25**	**23**	**2**	**51**	**27**	**5**	**17**	**18**	**40**	**20**	**14**	**8**	**20**	**16**	**12**	**17**	**18**	**18**	**20**	**15**	**25**	**15**
Somewhat unfavourable	*15*	**15**	8	26	17	8	13	22	10	16	15	16	15	18	13	16	14	15	15	19	13	14	14	18	16
Very unfavourable	*41*	**40**	71	27	36	73	13	30	62	48	33	18	28	48	62	44	41	40	41	31	37	39	41	36	43
TOTAL UNFAVOURABLE	*56*	**55**	**79**	**53**	**53**	**81**	**26**	**52**	**72**	**64**	**48**	**34**	**43**	**66**	**75**	**60**	**55**	**55**	**56**	**50**	**50**	**53**	**55**	**54**	**59**
Don't know	*25*	**27**	18	22	23	17	23	21	23	19	35	26	37	20	17	20	28	33	26	32	32	28	29	22	26
NET FAVOURABILITY	*-37*	**-37**	**-76**	**-28**	**-30**	**-79**	**25**	**-25**	**-67**	**-47**	**-30**	**6**	**-23**	**-52**	**-67**	**-40**	**-39**	**-43**	**-39**	**-32**	**-32**	**-33**	**-40**	**-29**	**-44**
John Healey																									
Very favourable	*2*	**2**	1	4	2	0	1	3	1	3	1	2	2	2	3	3	1	2	2	3	2	3	2	2	1
Somewhat favourable	*14*	**16**	12	29	23	6	15	27	11	19	13	15	12	18	22	23	15	12	16	13	20	16	16	21	14
TOTAL FAVOURABLE	*16*	**18**	**13**	**33**	**25**	**6**	**16**	**30**	**12**	**22**	**14**	**17**	**14**	**20**	**25**	**26**	**16**	**14**	**18**	**16**	**22**	**19**	**18**	**23**	**15**
Somewhat unfavourable	*13*	**16**	28	11	14	23	12	13	22	19	12	11	13	16	22	18	16	14	16	12	10	14	17	17	18
Very unfavourable	*13*	**14**	24	5	8	35	7	7	24	17	10	4	9	19	19	12	15	15	14	10	13	15	16	7	15
TOTAL UNFAVOURABLE	*26*	**30**	**52**	**16**	**22**	**58**	**19**	**20**	**46**	**36**	**22**	**15**	**22**	**35**	**41**	**30**	**31**	**29**	**30**	**22**	**23**	**29**	**33**	**24**	**33**
Don't know	*58*	**53**	34	52	53	36	64	50	42	42	63	68	65	44	35	44	54	56	52	63	54	53	49	53	53
NET FAVOURABILITY	*-10*	**-12**	**-39**	**17**	**3**	**-52**	**-3**	**10**	**-34**	**-14**	**-8**	**2**	**-8**	**-15**	**-16**	**-4**	**-15**	**-15**	**-12**	**-6**	**-1**	**-10**	**-15**	**-1**	**-18**
Andrew Griffith																									
Very favourable	*1*	**0**	1	0	0	0	0	0	0	1	0	3	0	0	0	1	0	0	1	0	0	0	0	1	1
Somewhat favourable	*3*	**3**	6	2	4	3	0	3	4	3	2	0	3	3	4	3	4	2	3	0	3	2	4	4	3
TOTAL FAVOURABLE	*4*	**3**	**7**	**2**	**4**	**3**	**0**	**3**	**4**	**4**	**2**	**3**	**3**	**3**	**4**	**4**	**4**	**2**	**4**	**0**	**3**	**2**	**4**	**5**	**4**
Somewhat unfavourable	*8*	**7**	7	7	4	8	2	6	7	9	5	10	5	6	8	7	6	8	6	7	9	6	8	5	6
Very unfavourable	*9*	**9**	8	8	5	18	9	8	11	12	6	4	8	11	10	9	6	11	9	6	11	11	8	6	8
TOTAL UNFAVOURABLE	*17*	**16**	**15**	**15**	**9**	**26**	**11**	**14**	**18**	**21**	**11**	**14**	**13**	**17**	**18**	**16**	**12**	**19**	**15**	**13**	**20**	**17**	**16**	**11**	**14**
Don't know	*79*	**81**	78	82	87	71	90	83	78	76	87	83	84	80	78	81	84	78	82	86	77	81	79	85	82
NET FAVOURABILITY	*-13*	**-13**	**-8**	**-13**	**-5**	**-23**	**-11**	**-11**	**-14**	**-17**	**-9**	**-11**	**-10**	**-14**	**-14**	**-12**	**-8**	**-17**	**-11**	**-13**	**-17**	**-15**	**-12**	**-6**	**-10**

		21 - 22 Jul	**11 - 12 Nov**
Angela Rayner			
Very favourable	*5*	**4**	1	10	2	0	4	7	2	4	3	3	3	4	5	5	4	2	4	3	2	5	5	4	2
Somewhat favourable	*18*	**18**	3	35	22	6	31	31	8	21	16	22	19	18	17	23	20	13	18	17	19	22	18	22	15
TOTAL FAVOURABLE	*23*	**22**	**4**	**45**	**24**	**6**	**35**	**38**	**10**	**25**	**19**	**25**	**22**	**22**	**22**	**28**	**24**	**15**	**22**	**20**	**21**	**27**	**23**	**26**	**17**
Somewhat unfavourable	*18*	**19**	16	23	29	13	18	22	16	20	19	21	20	17	19	19	18	22	19	14	22	16	17	23	21
Very unfavourable	*33*	**34**	70	11	24	72	16	20	59	38	30	13	23	44	52	34	35	37	35	24	30	32	39	25	39
TOTAL UNFAVOURABLE	*51*	**53**	**86**	**34**	**53**	**85**	**34**	**42**	**75**	**58**	**49**	**34**	**43**	**61**	**71**	**53**	**53**	**59**	**54**	**38**	**52**	**48**	**56**	**48**	**60**
Don't know	*26*	**25**	9	21	24	9	31	19	15	18	31	41	35	17	8	18	24	26	24	41	27	24	21	25	23
NET FAVOURABILITY	*-28*	**-31**	**-82**	**11**	**-29**	**-79**	**1**	**-4**	**-65**	**-33**	**-30**	**-9**	**-21**	**-39**	**-49**	**-25**	**-29**	**-44**	**-32**	**-18**	**-31**	**-21**	**-33**	**-22**	**-43**

		13 - 14 Aug	**11 - 12 Nov**
Chris Philp			
Very favourable	*1*	**1**	2	0	0	1	0	1	1	1	0	1	0	0	2	1	0	1	1	0	1	1	0	1	1
Somewhat favourable	*4*	**4**	8	3	3	7	2	3	6	4	3	2	3	4	6	5	3	5	4	2	2	5	4	5	3
TOTAL FAVOURABLE	*5*	**5**	**10**	**3**	**3**	**8**	**2**	**4**	**7**	**5**	**3**	**3**	**3**	**4**	**8**	**6**	**3**	**6**	**5**	**2**	**3**	**6**	**4**	**6**	**4**
Somewhat unfavourable	*8*	**7**	8	8	5	7	4	7	6	8	5	7	6	6	8	9	6	5	7	7	7	5	8	8	6
Very unfavourable	*9*	**10**	5	13	7	14	12	12	9	14	6	5	9	11	11	12	8	10	10	6	13	11	11	10	8
TOTAL UNFAVOURABLE	*17*	**17**	**13**	**21**	**12**	**21**	**16**	**19**	**15**	**22**	**11**	**12**	**15**	**17**	**19**	**21**	**14**	**15**	**17**	**13**	**20**	**16**	**19**	**18**	**14**
Don't know	*79*	**79**	77	75	85	71	82	78	77	73	85	85	82	78	73	73	83	80	79	84	76	78	77	76	82
NET FAVOURABILITY	*-12*	**-12**	**-3**	**-18**	**-9**	**-13**	**-14**	**-15**	**-8**	**-17**	**-8**	**-9**	**-12**	**-13**	**-11**	**-15**	**-11**	**-9**	**-12**	**-11**	**-17**	**-10**	**-15**	**-12**	**-10**

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		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
	15 - 16 Oct	**11 - 12 Nov**																							
Ed Miliband																									
Very favourable	*4*	**4**	1	9	5	0	5	7	1	5	3	4	4	3	4	6	3	3	4	1	2	4	3	4	4
Somewhat favourable	*23*	**20**	5	39	31	3	32	34	9	21	19	21	21	20	16	26	20	15	19	27	20	19	20	28	17
TOTAL FAVOURABLE	***27***	**24**	**6**	**48**	**36**	**3**	**37**	**41**	**10**	**26**	**22**	**25**	**25**	**23**	**20**	**32**	**23**	**18**	**23**	**28**	**22**	**23**	**23**	**32**	**21**
Somewhat unfavourable	*21*	**20**	18	23	23	17	18	23	19	19	22	20	20	21	20	21	20	20	21	19	20	21	17	21	22
Very unfavourable	*30*	**33**	65	12	19	71	13	19	58	40	27	12	24	40	50	31	37	37	33	26	34	30	38	28	35
TOTAL UNFAVOURABLE	***51***	**53**	**83**	**35**	**42**	**88**	**31**	**42**	**77**	**59**	**49**	**32**	**44**	**61**	**70**	**52**	**57**	**57**	**54**	**45**	**54**	**51**	**55**	**49**	**57**
Don't know	*23*	**23**	11	17	22	8	32	17	14	16	30	43	30	15	10	17	22	25	23	28	24	25	23	19	22
NET FAVOURABILITY	***-24***	**-29**	**-77**	**13**	**-6**	**-85**	**6**	**-1**	**-67**	**-33**	**-27**	**-7**	**-19**	**-38**	**-50**	**-20**	**-34**	**-39**	**-31**	**-17**	**-32**	**-28**	**-32**	**-17**	**-36**
	12 - 13 May	**11 - 12 Nov**																							
Lisa Nandy																									
Very favourable	*1*	**2**	1	4	2	1	1	3	1	2	2	1	1	2	4	3	1	1	2	1	3	3	1	2	2
Somewhat favourable	*9*	**10**	4	20	12	4	14	17	7	11	9	5	8	11	13	15	8	8	10	10	8	11	12	10	8
TOTAL FAVOURABLE	***10***	**12**	**5**	**24**	**14**	**5**	**15**	**20**	**8**	**13**	**11**	**6**	**9**	**13**	**17**	**18**	**9**	**9**	**12**	**11**	**11**	**14**	**13**	**12**	**10**
Somewhat unfavourable	*12*	**12**	19	12	9	13	9	15	14	14	10	6	10	13	18	16	12	8	13	8	9	11	13	19	11
Very unfavourable	*14*	**17**	28	7	9	43	12	11	29	22	12	5	11	21	28	16	19	19	17	13	18	18	16	12	18
TOTAL UNFAVOURABLE	***26***	**29**	**47**	**19**	**18**	**56**	**21**	**26**	**43**	**36**	**22**	**11**	**21**	**34**	**46**	**32**	**31**	**27**	**30**	**21**	**27**	**29**	**29**	**31**	**29**
Don't know	*65*	**59**	48	56	68	39	64	54	50	50	68	82	70	53	38	50	59	63	59	68	62	58	58	56	61
NET FAVOURABILITY	***-16***	**-17**	**-42**	**5**	**-4**	**-51**	**-6**	**-6**	**-35**	**-23**	**-11**	**-5**	**-12**	**-21**	**-29**	**-14**	**-22**	**-18**	**-18**	**-10**	**-16**	**-15**	**-16**	**-19**	**-19**
	13 - 14 Aug	**11 - 12 Nov**																							
Shabana Mahmood																									
Very favourable	*2*	**1**	1	3	1	1	0	2	1	1	1	1	1	2	2	2	1	1	1	0	2	1	2	2	1
Somewhat favourable	*14*	**13**	15	21	13	7	17	20	12	15	12	9	10	14	20	19	13	9	14	10	10	13	13	20	13
TOTAL FAVOURABLE	***16***	**14**	**16**	**24**	**14**	**8**	**17**	**22**	**13**	**16**	**13**	**10**	**11**	**16**	**22**	**21**	**14**	**10**	**15**	**10**	**12**	**14**	**15**	**22**	**14**
Somewhat unfavourable	*18*	**19**	21	21	22	21	16	21	20	22	16	19	15	18	25	22	16	18	19	19	17	18	18	25	18
Very unfavourable	*18*	**23**	32	13	15	50	16	14	36	27	19	17	20	27	27	20	26	25	24	18	20	21	28	21	24
TOTAL UNFAVOURABLE	***36***	**42**	**53**	**34**	**37**	**71**	**32**	**35**	**56**	**49**	**35**	**36**	**35**	**45**	**52**	**42**	**42**	**43**	**43**	**37**	**37**	**39**	**46**	**46**	**42**
Don't know	*48*	**43**	31	43	48	21	50	43	31	35	51	55	54	39	25	38	44	46	42	53	50	47	38	32	44
NET FAVOURABILITY	***-20***	**-28**	**-37**	**-10**	**-23**	**-63**	**-15**	**-13**	**-43**	**-33**	**-22**	**-26**	**-24**	**-29**	**-30**	**-21**	**-28**	**-33**	**-28**	**-27**	**-25**	**-25**	**-31**	**-24**	**-28**

**This survey was carried out online. The figures have been weighted and are representative of all adults in GB (aged 18+).*

**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.*

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