

YouGov Survey Results

Sample Size: 2083 GB Adults
Fieldwork: 7th - 8th July 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	2083	375	535	192	225	122	731	744	1006	1077	219	858	515	492	706	467	623	1802	100	181	494	342	252	714
Unweighted Sample	2083	341	560	197	254	128	842	743	940	1143	168	711	634	570	813	477	498	1770	123	190	515	344	160	751
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	3 - 4 Oct '24	7 - 8 Jul '26																								
Comparing the current Labour government to the previous Conservative government, do you think they are more or less sleazy than the last Conservative government, or about the same?																										
More sleazy than the last Conservative government	25	23	49	6	12	59	3	12	41	26	21	13	17	28	34	23	28	22	24	20	18	24	25	16	26	
Less sleazy than the last Conservative government	33	32	5	66	40	8	48	49	15	35	29	43	38	28	21	39	26	27	31	42	38	28	30	40	30	
About the same as the last Conservative government	28	32	37	21	40	28	39	29	38	31	32	23	27	35	39	26	36	36	32	18	33	33	34	27	32	
Don't know	14	13	9	7	8	5	10	9	7	9	18	22	18	8	6	12	10	15	13	19	11	14	11	17	12	
How sleazy, if at all, would you describe the following...?																										
British governments in general																										
Very sleazy	23	26	21	14	24	46	24	17	35	27	26	20	28	30	22	20	29	29	26	27	32	27	30	23	23	
Fairly sleazy	54	51	53	59	58	45	53	56	50	52	49	53	48	49	54	55	50	49	51	40	50	53	46	49	53	
TOTAL SLEAZY	77	77	74	73	82	91	77	73	85	79	75	73	76	79	76	75	79	78	77	67	82	80	76	72	76	
Not very sleazy	12	13	18	16	12	6	16	16	11	13	12	11	11	14	15	16	12	9	13	15	8	10	13	15	14	
Not sleazy at all	1	1	1	2	2	0	0	2	0	1	1	1	1	1	2	2	1	1	1	1	1	1	1	2	1	
TOTAL NOT SLEAZY	13	14	19	18	14	6	16	18	11	14	13	12	12	15	17	18	13	10	14	16	9	11	14	17	15	
Don't know	10	9	6	8	4	3	7	9	4	7	12	16	11	6	8	7	8	12	9	16	8	8	9	12	9	
The Conservative governments that were in power from 2019 to 2024																										
Very sleazy	45	44	8	69	57	32	61	56	35	50	39	45	49	45	34	45	38	43	43	45	57	48	40	46	39	
Fairly sleazy	32	31	47	21	30	44	22	27	40	30	32	24	26	33	42	31	36	30	31	35	26	30	36	21	34	
TOTAL SLEAZY	77	75	55	90	87	76	83	83	75	80	71	69	75	78	76	76	74	73	74	80	83	78	76	67	73	
Not very sleazy	12	11	28	3	7	16	8	8	15	11	10	11	8	11	15	11	13	10	11	7	4	10	11	12	13	
Not sleazy at all	1	2	3	0	1	3	3	1	2	2	2	3	2	1	3	2	3	2	2	2	2	2	1	3	2	
TOTAL NOT SLEAZY	13	13	31	3	8	19	11	9	17	13	12	14	10	12	18	13	16	12	13	9	6	12	12	15	15	
Don't know	9	12	13	6	5	6	6	8	8	7	17	17	16	10	7	11	10	14	12	11	11	11	12	18	12	
The Labour government that took power in 2024																										
Very sleazy	31	31	44	12	23	69	19	17	50	35	27	18	26	35	41	27	34	34	31	29	31	35	33	23	30	
Fairly sleazy	28	30	35	30	37	22	41	32	30	28	32	32	28	31	32	31	34	28	31	17	30	31	32	27	32	
TOTAL SLEAZY	59	61	79	42	60	91	60	49	80	63	59	50	54	66	73	58	68	62	62	46	61	66	65	50	62	
Not very sleazy	23	22	10	40	28	4	24	34	10	25	19	27	24	22	17	26	17	20	21	33	24	18	17	26	23	
Not sleazy at all	5	5	1	10	5	1	7	8	2	5	4	3	6	4	4	5	5	5	5	7	3	4	5	7	4	
TOTAL NOT SLEAZY	28	27	11	50	33	5	31	42	12	30	23	30	30	26	21	31	22	25	26	40	27	22	22	33	27	
Don't know	13	13	10	9	7	4	9	9	7	8	17	21	17	8	7	11	11	13	13	14	12	11	13	16	12	

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Weighted Sample	2083	375	535	192	225	122	731	744	1006	1077	219	858	515	492	706	467	623	1802	100	181	494	342	252	714	
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		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
The Liberal Democrats																									
Very sleazy	9	12	13	6	2	31	2	5	19	15	9	7	11	14	13	9	13	13	12	9	11	15	13	9	10
Fairly sleazy	15	19	25	15	8	27	18	14	25	20	19	16	18	20	22	19	21	18	20	12	18	22	21	20	18
TOTAL SLEAZY	24	31	38	21	10	58	20	19	44	35	28	23	29	34	35	28	34	31	32	21	29	37	34	29	28
Not very sleazy	28	33	28	42	56	19	52	46	26	35	31	36	31	32	36	37	30	31	32	39	36	29	30	25	38
Not sleazy at all	11	9	5	15	20	5	9	15	6	10	9	10	9	11	9	12	10	7	9	11	11	7	9	16	9
TOTAL NOT SLEAZY	39	42	33	57	76	24	61	61	32	45	40	46	40	43	45	49	40	38	41	50	47	36	39	41	47
Don't know	38	27	30	22	13	18	18	20	24	20	33	31	30	24	21	23	25	31	27	29	24	28	27	30	25
Reform UK																									
Very sleazy	36	52	30	77	75	8	80	74	30	52	51	65	58	47	40	59	46	44	51	54	62	51	49	55	50
Fairly sleazy	15	17	31	8	10	23	10	13	24	17	17	11	12	22	23	18	19	17	18	17	8	17	20	13	19
TOTAL SLEAZY	51	69	61	85	85	31	90	87	54	69	68	76	70	69	63	77	65	61	69	71	70	68	69	68	69
Not very sleazy	12	11	15	5	5	33	1	3	21	12	10	4	9	12	16	9	13	13	11	7	10	11	11	8	13
Not sleazy at all	9	6	10	2	2	20	5	2	11	9	4	3	5	7	8	4	7	9	6	7	6	7	6	6	6
TOTAL NOT SLEAZY	21	17	25	7	7	53	6	5	32	21	14	7	14	19	24	13	20	22	17	14	16	18	17	14	19
Don't know	28	14	15	8	7	15	4	8	14	10	18	16	16	12	12	10	15	18	14	15	14	14	14	18	13
The Green Party																									
Very sleazy	8	20	29	6	14	50	3	11	32	24	15	13	16	21	28	17	25	19	20	19	20	22	19	18	19
Fairly sleazy	10	15	21	13	19	19	8	14	20	18	12	9	13	17	20	16	17	16	15	15	17	15	17	11	15
TOTAL SLEAZY	18	35	50	19	33	69	11	25	52	42	27	22	29	38	48	33	42	35	35	34	37	37	36	29	34
Not very sleazy	25	22	14	34	30	7	29	31	15	23	22	34	21	23	20	25	20	20	22	24	23	19	20	27	24
Not sleazy at all	21	15	3	23	14	3	50	22	7	14	16	25	19	11	7	18	9	13	15	16	15	16	16	13	14
TOTAL NOT SLEAZY	46	37	17	57	44	10	79	53	22	37	38	59	40	34	27	43	29	33	37	40	38	35	36	40	38
Don't know	37	28	33	23	23	20	10	23	27	21	34	19	31	28	25	25	29	32	28	26	25	28	27	31	28
The Conservative party since the 2024 election																									
Very sleazy	27	5	41	25	18	44	33	21	30	25	26	33	27	19	26	25	27	26	32	41	31	25	28	22	22
Fairly sleazy	30	24	32	38	34	28	30	31	30	29	32	28	31	31	29	31	33	30	29	24	28	32	22	34	34
TOTAL SLEAZY	57	29	73	63	52	72	63	52	60	54	58	61	58	50	55	56	60	56	61	65	59	57	50	56	56
Not very sleazy	20	40	14	25	27	11	20	27	22	19	15	16	21	29	23	21	17	21	13	16	18	22	20	23	23
Not sleazy at all	6	17	1	3	10	1	4	10	6	6	4	3	8	11	6	8	6	6	8	3	6	6	6	6	7
TOTAL NOT SLEAZY	26	57	15	28	37	12	24	37	28	25	19	19	29	40	29	29	23	27	21	19	24	28	26	30	
Don't know	16	15	12	9	11	15	13	11	11	22	24	21	13	10	16	15	17	17	17	15	17	15	23	15	
The Scottish National Party (SNP)																									
Very sleazy	28	40	21	29	50	12	22	41	36	20	14	22	32	40	28	33	26	27	19	39	29	26	24	28	28
Fairly sleazy	23	27	28	30	20	26	29	24	26	21	20	21	25	25	27	20	22	24	17	19	20	29	25	24	24
TOTAL SLEAZY	51	67	49	59	70	38	51	65	62	41	34	43	57	65	55	53	48	51	36	58	49	55	49	52	
Not very sleazy	11	7	13	13	6	20	15	7	11	12	19	12	9	9	9	11	13	10	22	24	11	9	5	10	
Not sleazy at all	3	0	3	4	1	7	4	1	3	3	5	4	2	2	3	2	4	3	7	7	2	3	5	2	
TOTAL NOT SLEAZY	14	7	16	17	7	27	19	8	14	15	24	16	11	11	12	13	17	13	29	31	13	12	10	12	
Don't know	34	27	35	26	24	35	30	27	24	44	42	40	31	23	32	35	34	36	35	11	39	33	41	35	

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How sleazy, if at all, would you describe the following...?

Kemi Badenoch

Very sleazy	15	2	25	15	5	27	19	9	17	13	19	18	14	9	16	12	13	14	21	19	15	16	19	11
Fairly sleazy	19	13	23	21	17	21	22	16	24	14	18	20	20	18	19	20	20	19	22	22	19	19	15	20
TOTAL SLEAZY	34	15	48	36	22	48	41	25	41	27	37	38	34	27	35	32	33	33	43	41	34	35	34	31
Not very sleazy	24	35	20	33	37	15	25	30	24	24	18	21	26	30	25	25	23	25	19	15	23	24	26	27
Not sleazy at all	15	35	7	12	26	10	12	25	15	15	9	7	18	28	17	18	14	15	13	13	15	13	15	17
TOTAL NOT SLEAZY	39	70	27	45	63	25	37	55	39	39	27	28	44	58	42	43	37	40	32	28	38	37	41	44
Don't know	27	15	25	19	15	27	22	20	20	33	36	33	23	15	23	25	30	27	25	30	28	28	25	25

Andy Burnham

Very sleazy	18	30	6	11	44	3	7	30	21	15	12	15	20	23	15	21	19	18	17	13	16	18	16	21
Fairly sleazy	18	26	10	19	24	18	17	21	19	16	13	17	20	19	18	18	18	18	17	21	19	23	13	16
TOTAL SLEAZY	36	56	16	30	68	21	24	51	40	31	25	32	40	42	33	39	37	36	34	34	35	41	29	37
Not very sleazy	22	15	30	30	11	38	31	16	23	21	25	22	22	20	24	24	18	22	20	27	21	18	25	22
Not sleazy at all	13	4	25	15	3	16	19	7	14	11	14	12	13	13	16	11	11	13	17	11	17	8	17	10
TOTAL NOT SLEAZY	35	19	55	45	14	54	50	23	37	32	39	34	35	33	40	35	29	35	37	38	38	26	42	32
Don't know	30	25	29	24	18	24	26	26	22	37	36	34	25	25	28	26	33	30	29	28	27	33	29	31

Ed Davey

Very sleazy	12	13	5	4	26	9	6	17	15	9	7	12	13	12	10	14	13	12	14	14	11	13	14	11
Fairly sleazy	14	23	8	9	22	9	10	19	15	12	13	11	14	18	13	15	16	15	6	10	16	16	14	13
TOTAL SLEAZY	26	36	13	13	48	18	16	36	30	21	20	23	27	30	23	29	29	27	20	24	27	29	28	24
Not very sleazy	22	22	29	34	17	33	30	20	26	19	19	20	23	27	26	21	21	23	24	16	21	20	23	25
Not sleazy at all	13	9	19	31	6	13	19	9	15	11	12	9	16	16	16	11	11	13	17	13	12	10	15	13
TOTAL NOT SLEAZY	35	31	48	65	23	46	49	29	41	30	31	29	39	43	42	32	32	36	41	29	33	30	38	38
Don't know	39	32	39	21	29	37	35	34	28	49	50	47	33	26	36	39	40	38	39	46	40	41	34	38

Nigel Farage

Very sleazy	56	36	81	78	14	85	77	37	55	56	63	60	53	50	64	52	47	55	61	63	55	50	61	56
Fairly sleazy	17	30	7	11	26	9	11	25	18	16	11	14	21	21	14	21	21	18	18	11	17	23	14	17
TOTAL SLEAZY	73	66	88	89	40	94	88	62	73	72	74	74	74	71	78	73	68	73	79	74	72	73	75	73
Not very sleazy	9	15	3	4	28	2	2	18	10	8	5	6	11	13	8	11	10	9	4	9	10	8	6	10
Not sleazy at all	6	10	1	1	21	3	2	12	8	4	3	6	6	8	4	7	8	6	7	7	6	4	5	6
TOTAL NOT SLEAZY	15	25	4	5	49	5	4	30	18	12	8	12	17	21	12	18	18	15	11	16	16	12	11	16
Don't know	12	9	7	5	11	2	8	9	8	15	19	15	9	8	10	10	14	12	10	10	12	14	15	11

Zack Polanski

Very sleazy	26	41	11	22	57	6	16	40	32	20	16	18	30	38	23	32	25	26	23	26	28	27	20	25
Fairly sleazy	16	19	16	16	13	13	16	17	18	14	12	14	17	19	16	16	16	16	13	14	15	15	15	17
TOTAL SLEAZY	42	60	27	38	70	19	32	57	50	34	28	32	47	57	39	48	41	42	36	40	43	42	35	42
Not very sleazy	14	5	23	22	4	27	22	7	15	13	24	15	12	9	17	12	11	14	17	16	11	12	18	14
Not sleazy at all	10	1	17	10	2	40	16	3	11	10	20	13	8	4	12	6	9	10	12	9	11	11	13	8
TOTAL NOT SLEAZY	24	6	40	32	6	67	38	10	26	23	44	28	20	13	29	18	20	24	29	25	22	23	31	22
Don't know	35	34	32	29	25	14	29	33	25	44	29	39	34	30	32	34	39	35	35	34	35	35	34	35

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Keir Starmer																								
Very sleazy	31	42	14	21	71	18	18	48	34	28	17	28	36	38	26	35	34	31	30	29	35	35	22	30
Fairly sleazy	23	29	18	25	14	39	21	23	22	24	30	22	19	25	23	25	23	23	14	22	26	23	23	22
TOTAL SLEAZY	54	71	32	46	85	57	39	71	56	52	47	50	55	63	49	60	57	54	44	51	61	58	45	52
Not very sleazy	22	16	35	30	7	25	31	14	23	21	25	22	23	18	27	19	18	21	27	26	18	17	25	25
Not sleazy at all	11	5	21	16	2	9	20	5	11	10	6	11	12	12	13	11	10	10	15	13	10	10	14	9
TOTAL NOT SLEAZY	33	21	56	46	9	34	51	19	34	31	31	33	35	30	40	30	28	31	42	39	28	27	39	34
Don't know	13	8	12	8	6	9	10	10	9	18	21	17	10	7	12	11	15	14	14	10	12	15	16	14

**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.*