

YouGov Survey Results

Sample size: 2371 adults in GB
Fieldwork: 6th - 7th September 2026

Weighted Sample
Unweighted Sample

	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
2371	427	609	218	256	139	806	854	1145	1226	249	977	586	560	804	531	709	2051	114	206	562	389	287	813
2371	341	671	213	257	137	976	778	1065	1306	196	872	676	627	948	515	538	2032	131	208	563	406	247	816
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

		7 - 8 Jul '26	6 - 7 Sep '26																						
How sleazy, if at all, would you describe the following...?																									
British governments in general																									
Very sleazy	26	25	22	16	18	46	29	17	34	28	22	18	26	26	24	20	27	27	25	25	24	25	31	25	21
Fairly sleazy	51	45	52	44	51	43	46	44	44	43	46	53	43	46	43	48	43	45	45	45	44	43	46	36	49
TOTAL SLEAZY	77	70	74	60	69	89	75	61	78	71	68	71	69	72	67	68	70	72	70	70	68	68	77	61	70
Not very sleazy	13	16	14	25	20	6	12	24	11	18	14	10	14	18	20	20	13	15	16	12	17	18	13	22	15
Not sleazy at all	1	3	3	5	3	0	1	4	2	3	3	1	3	3	4	4	4	3	3	3	1	3	3	5	3
TOTAL NOT SLEAZY	14	19	17	30	23	6	13	28	13	21	17	11	17	21	24	24	17	18	19	15	18	21	16	27	18
Don't know	9	11	9	10	8	5	11	10	9	7	15	18	13	8	9	8	13	11	11	16	14	11	8	12	12
The Conservative governments that were in power from 2019 to 2024																									
Very sleazy	44	40	11	58	46	33	56	49	30	45	35	46	43	40	31	40	36	41	39	44	46	45	40	39	34
Fairly sleazy	31	31	38	27	34	39	31	29	37	32	30	27	28	36	35	31	34	33	31	28	32	27	31	31	34
TOTAL SLEAZY	75	71	49	85	80	72	87	78	67	77	65	73	71	76	66	71	70	74	70	72	78	72	71	70	68
Not very sleazy	11	13	34	5	10	17	3	11	19	12	14	9	9	13	21	15	14	10	13	10	10	11	12	13	15
Not sleazy at all	2	3	8	1	0	3	0	3	3	3	3	3	3	3	3	3	2	3	3	3	1	3	3	3	3
TOTAL NOT SLEAZY	13	16	42	6	10	20	3	14	22	15	17	12	12	16	24	18	16	13	16	13	11	14	15	16	18
Don't know	12	13	9	8	10	9	10	8	11	7	18	16	17	9	10	10	13	14	13	14	11	13	14	13	13
The Labour government that took power in 2024																									
Very sleazy	31	28	45	10	14	62	20	15	46	32	24	14	25	32	35	23	33	33	29	23	24	30	35	23	26
Fairly sleazy	30	27	32	21	31	27	34	25	26	27	26	36	24	27	27	27	25	26	27	19	26	26	26	25	30
TOTAL SLEAZY	61	55	77	31	45	89	54	40	72	59	50	50	49	59	62	50	58	59	56	42	50	56	61	48	56
Not very sleazy	22	24	16	41	34	6	26	35	15	24	23	25	25	22	22	31	21	20	23	28	26	24	19	28	23
Not sleazy at all	5	7	1	16	9	0	6	12	4	9	6	5	7	9	7	8	7	7	7	8	8	7	6	8	7
TOTAL NOT SLEAZY	27	31	17	57	43	6	32	47	19	33	29	30	32	31	29	39	28	27	30	36	34	31	25	36	30
Don't know	13	14	6	12	11	6	15	12	10	8	21	21	19	10	8	11	14	13	14	23	15	13	14	16	14
The Liberal Democrats																									
Very sleazy	12	14	19	8	2	31	7	7	23	18	11	6	16	15	15	11	15	19	14	10	16	16	19	15	11
Fairly sleazy	19	18	26	11	13	29	18	13	24	18	18	13	17	20	20	19	18	19	18	21	15	19	21	10	19
TOTAL SLEAZY	31	32	45	19	15	60	25	20	47	36	29	19	33	35	35	30	33	38	32	31	31	35	40	25	30
Not very sleazy	33	31	29	41	43	17	32	39	26	32	30	34	28	33	33	35	29	28	31	29	30	30	27	35	32
Not sleazy at all	9	12	7	19	26	4	16	20	7	14	10	10	11	12	13	15	12	8	12	9	13	9	7	15	14
TOTAL NOT SLEAZY	42	43	36	60	69	21	48	59	33	46	40	44	39	45	46	50	41	36	43	38	43	39	34	50	46
Don't know	27	25	20	21	15	19	27	21	20	19	31	37	28	21	19	20	26	25	25	31	26	26	26	25	23
Reform UK																									
Very sleazy	52	52	32	76	67	7	83	71	32	52	51	62	54	51	44	58	51	45	51	45	57	52	47	59	51
Fairly sleazy	17	19	32	10	18	28	8	15	25	19	18	14	17	20	23	19	18	20	19	14	19	20	22	15	18
TOTAL SLEAZY	69	71	64	86	85	35	91	86	57	71	69	76	71	71	67	77	69	65	70	59	76	72	69	74	69
Not very sleazy	11	11	18	4	5	34	1	4	21	12	10	4	9	12	15	11	11	13	11	11	8	11	12	7	12
Not sleazy at all	6	6	10	2	1	20	1	2	10	7	5	4	5	8	7	5	5	8	6	9	3	4	7	6	7
TOTAL NOT SLEAZY	17	17	28	6	6	54	2	6	31	19	15	8	14	20	22	16	16	21	17	20	11	15	19	13	19
Don't know	14	13	9	9	8	11	7	8	12	9	17	16	16	9	11	8	14	14	13	21	13	12	12	13	12

Sample size: 2371 adults in GB

Fieldwork: 6th - 7th September 2026

Weighted Sample
Unweighted Sample

	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	
2371	427	609	218	256	139	806	854	1145	1226	249	977	586	560	804	531	709	2051	114	206	562	389	287	813	
2371	341	671	213	257	137	976	778	1065	1306	196	872	676	627	948	515	538	2032	131	208	563	406	247	816	
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
The Green Party																								
Very sleazy	23	42	10	11	57	7	12	41	29	18	11	20	26	33	23	23	28	24	19	22	25	28	20	22
Fairly sleazy	15	22	12	16	17	5	15	17	16	15	14	13	16	19	18	14	14	15	14	15	15	18	12	16
TOTAL SLEAZY	38	64	22	27	74	12	27	58	45	33	25	33	42	52	41	37	42	39	33	37	40	46	32	38
Not very sleazy	24	14	33	38	8	43	33	14	25	23	36	23	25	19	25	22	24	24	19	28	23	20	25	26
Not sleazy at all	15	3	23	17	4	30	20	8	13	16	15	18	13	8	16	15	11	14	15	12	13	12	20	15
TOTAL NOT SLEAZY	38	17	56	55	12	73	53	22	38	39	51	41	38	27	41	37	35	38	34	40	36	32	45	41
Don't know																								
23	18	22	17	15	16	19	21	18	28	24	26	20	21	18	26	24	23	33	23	24	23	22	21	
The Conservative party since the 2024 election																								
Very sleazy	25	6	34	23	17	41	26	20	26	23	27	29	24	17	21	24	27	24	22	30	28	25	24	21
Fairly sleazy	28	19	32	34	32	30	31	26	30	26	29	28	29	27	30	28	30	28	23	30	27	26	29	30
TOTAL SLEAZY	53	25	66	57	49	71	57	46	56	49	56	57	53	44	51	52	57	52	45	60	55	51	53	51
Not very sleazy	24	46	17	23	35	11	23	34	25	22	11	17	29	36	28	25	22	24	24	19	23	24	21	26
Not sleazy at all	6	18	3	4	5	2	6	8	7	6	6	5	7	8	8	6	5	7	5	5	5	7	6	7
TOTAL NOT SLEAZY	30	64	20	27	40	13	29	42	32	28	17	22	36	44	36	31	27	31	29	24	28	31	27	33
Don't know																								
17	11	13	15	12	16	14	12	11	22	26	21	12	12	14	17	17	17	26	15	16	17	19	19	16
How sleazy, if at all, would you describe the following...?																								
Kemi Badenoch																								
Very sleazy	15	6	18	12	9	25	15	12	19	11	15	17	16	10	13	13	16	14	13	18	17	16	15	12
Fairly sleazy	18	11	23	22	18	20	19	17	20	15	19	18	16	17	20	14	19	17	16	20	15	20	19	17
TOTAL SLEAZY	33	17	41	34	27	45	34	29	39	26	34	35	32	27	33	27	35	31	29	38	32	36	34	29
Not very sleazy	25	31	26	29	35	14	26	29	28	23	22	21	27	31	27	25	23	26	25	19	26	22	26	27
Not sleazy at all	18	43	12	14	20	11	19	25	17	19	9	12	23	28	22	21	14	18	19	16	17	17	19	19
TOTAL NOT SLEAZY	43	74	38	43	55	25	45	54	45	42	31	33	50	59	49	46	37	44	44	35	43	39	45	46
Don't know																								
25	10	21	22	17	29	21	17	16	32	36	32	17	15	18	27	26	24	27	27	25	26	22	24	
Andy Burnham																								
Very sleazy	17	26	5	6	41	14	8	29	20	15	7	15	20	22	13	19	22	18	13	13	18	22	15	16
Fairly sleazy	18	31	10	17	24	16	13	25	20	17	18	17	19	21	18	18	18	19	17	13	18	21	16	20
TOTAL SLEAZY	35	57	15	23	65	30	21	54	40	32	25	32	39	43	31	37	40	37	30	26	36	43	31	36
Not very sleazy	26	22	33	35	17	28	31	20	27	25	33	26	25	22	30	24	24	25	25	29	25	22	23	28
Not sleazy at all	19	10	37	25	5	17	31	11	20	18	13	18	21	22	23	19	16	19	19	20	23	14	23	17
TOTAL NOT SLEAZY	45	32	70	60	22	45	62	31	47	43	46	44	46	44	53	43	40	44	44	49	48	36	46	45
Don't know																								
20	11	15	17	13	24	16	15	13	26	29	25	14	13	16	19	20	19	26	25	16	21	23	19	
Ed Davey																								
Very sleazy	14	22	7	4	31	9	6	24	17	11	7	13	15	17	12	15	16	14	10	15	14	21	12	12
Fairly sleazy	14	20	10	13	24	9	10	20	17	11	11	13	19	13	16	12	16	14	17	11	17	13	10	14
TOTAL SLEAZY	28	42	17	17	55	18	16	44	34	22	18	26	34	30	28	27	32	28	27	26	31	34	22	26
Not very sleazy	22	23	27	24	18	27	26	18	24	19	25	17	23	27	21	22	23	22	24	22	20	19	22	24
Not sleazy at all	14	11	23	32	2	14	24	10	16	13	9	10	17	21	20	14	9	14	15	13	12	11	17	16
TOTAL NOT SLEAZY	36	34	50	56	20	41	50	28	40	32	34	27	40	48	41	36	32	36	39	35	32	30	39	40
Don't know																								
36	24	34	26	25	41	33	28	25	46	48	46	26	22	30	37	36	36	34	39	36	36	39	34	

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Fieldwork: 6th - 7th September 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	
		2371	427	609	218	256	139	806	854	1145	1226	249	977	586	560	804	531	709	2051	114	206	562	389	287	813	
Weighted Sample		2371	341	671	213	257	137	976	778	1065	1306	196	872	676	627	948	515	538	2032	131	208	563	406	247	816	
Unweighted Sample		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Nigel Farage																										
	Very sleazy	56	56	34	78	75	13	84	75	36	57	55	64	58	56	47	62	54	50	55	46	64	56	52	61	55
	Fairly sleazy	17	17	32	8	14	28	4	12	25	18	16	12	16	18	20	16	19	19	17	17	14	19	16	15	18
	TOTAL SLEAZY	73	73	66	86	89	41	88	87	61	75	71	76	74	74	67	78	73	69	72	63	78	75	68	76	73
	Not very sleazy	9	10	17	4	6	27	3	4	18	12	8	4	9	12	13	9	11	11	10	8	6	9	13	8	11
	Not sleazy at all	6	6	12	1	0	24	0	2	12	7	6	3	4	8	10	5	5	9	7	10	3	6	8	5	7
	TOTAL NOT SLEAZY	15	16	29	5	6	51	3	6	30	19	14	7	13	20	23	14	16	20	17	18	9	15	21	13	18
	Don't know	12	11	6	8	6	8	8	6	9	6	15	17	13	6	9	7	11	11	10	20	12	10	12	12	8
Zack Polanski																										
	Very sleazy	26	30	54	14	19	63	13	19	49	36	25	15	22	34	46	31	31	31	31	23	22	31	35	26	31
	Fairly sleazy	16	16	17	18	21	16	10	17	16	17	14	13	15	17	17	17	16	16	16	19	15	15	18	13	16
	TOTAL SLEAZY	42	46	71	32	40	79	23	36	65	53	39	28	37	51	63	48	47	47	47	42	37	46	53	39	47
	Not very sleazy	14	15	7	24	21	4	24	22	7	17	13	24	17	14	11	16	12	16	15	16	19	14	14	16	16
	Not sleazy at all	10	9	2	15	7	0	29	14	4	9	10	14	12	8	5	10	9	7	10	11	5	10	8	15	9
	TOTAL NOT SLEAZY	24	24	9	39	28	4	53	36	11	26	23	38	29	22	16	26	21	23	25	27	24	24	22	31	25
	Don't know	35	30	19	28	32	17	25	29	24	20	38	34	35	27	21	25	32	30	29	32	38	29	25	29	30
Keir Starmer																										
	Very sleazy	31	31	44	12	19	65	26	15	49	36	25	21	27	36	36	24	33	37	32	23	24	34	36	24	30
	Fairly sleazy	23	20	25	16	16	20	25	18	20	20	20	23	20	18	20	21	19	19	20	20	21	18	23	21	20
	TOTAL SLEAZY	54	51	69	28	35	85	51	33	69	56	45	44	47	54	56	45	52	56	52	43	45	52	59	45	50
	Not very sleazy	22	22	17	35	31	10	20	30	15	23	21	27	22	22	19	24	21	20	22	24	24	24	14	21	24
	Not sleazy at all	11	14	9	28	23	2	15	25	9	14	15	8	13	17	18	20	14	11	15	13	12	13	13	20	15
	TOTAL NOT SLEAZY	33	36	26	63	54	12	35	55	24	37	36	35	35	39	37	44	35	31	37	37	36	37	27	41	39
	Don't know	13	13	5	10	11	4	14	12	7	7	18	21	18	7	7	11	13	12	12	21	19	11	14	14	11

*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.