

# YouGov / The Times Survey Results

Sample Size: 2075 GB Adults  
Fieldwork: 24th - 25th June 2026

	Vote in 2024 GE					EU Ref 2016		Gender		Age				Socio-economic classification (NS-SEC)			Country				
	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	
<b>Weighted Sample</b>	<b>2075</b>	374	533	191	224	127	728	741	1002	1073	218	855	513	490	703	465	620	1795	100	181	
<b>Unweighted Sample</b>	<b>2075</b>	350	548	212	234	133	831	740	915	1160	170	724	613	568	813	455	512	1777	117	181	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	21 - 22 Jun	24 - 25 Jun																			
<b>Do you have a favourable or unfavourable opinion of the following?</b>																					
<b>Kemi Badenoch</b>																					
Very favourable	8	7	26	2	1	10	1	4	15	8	7	0	3	10	16	7	9	8	8	8	4
Somewhat favourable	23	23	47	12	23	44	11	19	37	25	22	12	17	26	37	23	27	25	24	22	21
<b>TOTAL FAVOURABLE</b>	<b>31</b>	<b>30</b>	<b>73</b>	<b>14</b>	<b>24</b>	<b>54</b>	<b>12</b>	<b>23</b>	<b>52</b>	<b>33</b>	<b>29</b>	<b>12</b>	<b>20</b>	<b>36</b>	<b>53</b>	<b>30</b>	<b>36</b>	<b>33</b>	<b>32</b>	<b>30</b>	<b>25</b>
Somewhat unfavourable	17	22	15	25	33	22	28	26	18	22	21	27	22	22	19	24	20	22	22	22	22
Very unfavourable	29	29	3	50	27	16	43	40	18	34	25	34	33	29	21	32	28	24	28	26	39
<b>TOTAL UNFAVOURABLE</b>	<b>46</b>	<b>51</b>	<b>18</b>	<b>75</b>	<b>60</b>	<b>38</b>	<b>71</b>	<b>66</b>	<b>36</b>	<b>56</b>	<b>46</b>	<b>61</b>	<b>55</b>	<b>51</b>	<b>40</b>	<b>56</b>	<b>48</b>	<b>46</b>	<b>50</b>	<b>48</b>	<b>61</b>
Don't know	22	18	9	11	16	8	17	11	12	11	25	27	25	13	7	14	16	20	18	22	15
<b>NET FAVOURABILITY</b>	<b>-15</b>	<b>-21</b>	<b>55</b>	<b>-61</b>	<b>-36</b>	<b>16</b>	<b>-59</b>	<b>-43</b>	<b>16</b>	<b>-23</b>	<b>-17</b>	<b>-49</b>	<b>-35</b>	<b>-15</b>	<b>13</b>	<b>-26</b>	<b>-12</b>	<b>-13</b>	<b>-18</b>	<b>-18</b>	<b>-36</b>
<b>Keir Starmer</b>																					
Very favourable	3	4	2	9	8	1	1	8	2	4	3	2	3	5	4	5	5	3	4	8	2
Somewhat favourable	19	23	11	40	34	4	26	34	10	22	23	32	25	21	15	31	17	17	22	29	21
<b>TOTAL FAVOURABLE</b>	<b>22</b>	<b>27</b>	<b>13</b>	<b>49</b>	<b>42</b>	<b>5</b>	<b>27</b>	<b>42</b>	<b>12</b>	<b>26</b>	<b>26</b>	<b>34</b>	<b>28</b>	<b>26</b>	<b>19</b>	<b>36</b>	<b>22</b>	<b>20</b>	<b>26</b>	<b>37</b>	<b>23</b>
Somewhat unfavourable	22	24	20	28	33	6	34	28	16	22	25	32	27	20	18	25	23	19	24	16	24
Very unfavourable	45	42	65	17	18	89	36	23	69	47	38	22	33	50	60	33	47	53	42	38	44
<b>TOTAL UNFAVOURABLE</b>	<b>67</b>	<b>66</b>	<b>85</b>	<b>45</b>	<b>51</b>	<b>95</b>	<b>70</b>	<b>51</b>	<b>85</b>	<b>69</b>	<b>63</b>	<b>54</b>	<b>60</b>	<b>70</b>	<b>78</b>	<b>58</b>	<b>70</b>	<b>72</b>	<b>66</b>	<b>54</b>	<b>68</b>
Don't know	10	8	3	6	7	0	3	6	3	4	11	12	11	5	3	6	7	8	7	9	9
<b>NET FAVOURABILITY</b>	<b>-45</b>	<b>-39</b>	<b>-72</b>	<b>4</b>	<b>-9</b>	<b>-90</b>	<b>-43</b>	<b>-9</b>	<b>-73</b>	<b>-43</b>	<b>-37</b>	<b>-20</b>	<b>-32</b>	<b>-44</b>	<b>-59</b>	<b>-22</b>	<b>-48</b>	<b>-52</b>	<b>-40</b>	<b>-17</b>	<b>-45</b>
<b>Ed Davey</b>																					
Very favourable	4	3	2	4	11	0	1	4	2	3	3	7	3	4	3	4	2	3	3	5	3
Somewhat favourable	23	24	17	37	46	8	28	37	16	25	23	24	20	26	27	31	25	16	23	23	27
<b>TOTAL FAVOURABLE</b>	<b>27</b>	<b>27</b>	<b>19</b>	<b>41</b>	<b>57</b>	<b>8</b>	<b>29</b>	<b>41</b>	<b>18</b>	<b>28</b>	<b>26</b>	<b>31</b>	<b>23</b>	<b>30</b>	<b>30</b>	<b>35</b>	<b>27</b>	<b>19</b>	<b>26</b>	<b>28</b>	<b>30</b>
Somewhat unfavourable	18	20	25	20	15	29	21	21	24	25	16	17	17	23	23	19	20	20	20	16	18
Very unfavourable	18	19	29	8	6	45	11	8	33	25	13	10	16	19	27	15	21	24	19	17	19
<b>TOTAL UNFAVOURABLE</b>	<b>36</b>	<b>39</b>	<b>54</b>	<b>28</b>	<b>21</b>	<b>74</b>	<b>32</b>	<b>29</b>	<b>57</b>	<b>50</b>	<b>29</b>	<b>27</b>	<b>33</b>	<b>42</b>	<b>50</b>	<b>34</b>	<b>41</b>	<b>44</b>	<b>39</b>	<b>33</b>	<b>37</b>
Don't know	37	34	27	31	23	18	38	30	25	23	45	42	45	29	19	31	32	37	34	38	33
<b>NET FAVOURABILITY</b>	<b>-9</b>	<b>-12</b>	<b>-35</b>	<b>13</b>	<b>36</b>	<b>-66</b>	<b>-3</b>	<b>12</b>	<b>-39</b>	<b>-22</b>	<b>-3</b>	<b>4</b>	<b>-10</b>	<b>-12</b>	<b>-20</b>	<b>1</b>	<b>-14</b>	<b>-25</b>	<b>-13</b>	<b>-5</b>	<b>-7</b>

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Sample Size: 2075 GB Adults  
Fieldwork: 24th - 25th June 2026

	Region in England				
	Total	North	Midlands	London	Rest of South
<b>Weighted Sample</b>	<b>2075</b>	492	340	251	712
<b>Unweighted Sample</b>	<b>2075</b>	503	372	168	734
	%	%	%	%	%

	21 - 22 Jun	24 - 25 Jun				
<b>Do you have a favourable or unfavourable opinion of the following?</b>						
<b>Kemi Badenoch</b>						
Very favourable	8	7	8	10	8	7
Somewhat favourable	23	23	23	25	19	25
<b>TOTAL FAVOURABLE</b>	<b>31</b>	<b>30</b>	<b>31</b>	<b>35</b>	<b>27</b>	<b>32</b>
Somewhat unfavourable	17	22	20	18	25	24
Very unfavourable	29	29	30	30	37	24
<b>TOTAL UNFAVOURABLE</b>	<b>46</b>	<b>51</b>	<b>50</b>	<b>48</b>	<b>62</b>	<b>48</b>
Don't know	22	18	20	17	12	20
<b>NET FAVOURABILITY</b>	<b>-15</b>	<b>-21</b>	<b>-19</b>	<b>-13</b>	<b>-35</b>	<b>-16</b>
<b>Keir Starmer</b>						
Very favourable	3	4	4	3	6	4
Somewhat favourable	19	23	19	21	34	22
<b>TOTAL FAVOURABLE</b>	<b>22</b>	<b>27</b>	<b>23</b>	<b>24</b>	<b>40</b>	<b>26</b>
Somewhat unfavourable	22	24	26	23	20	24
Very unfavourable	45	42	46	46	34	42
<b>TOTAL UNFAVOURABLE</b>	<b>67</b>	<b>66</b>	<b>72</b>	<b>69</b>	<b>54</b>	<b>66</b>
Don't know	10	8	6	8	6	9
<b>NET FAVOURABILITY</b>	<b>-45</b>	<b>-39</b>	<b>-49</b>	<b>-45</b>	<b>-14</b>	<b>-40</b>
<b>Ed Davey</b>						
Very favourable	4	3	3	2	3	4
Somewhat favourable	23	24	21	24	29	22
<b>TOTAL FAVOURABLE</b>	<b>27</b>	<b>27</b>	<b>24</b>	<b>26</b>	<b>32</b>	<b>26</b>
Somewhat unfavourable	18	20	19	19	22	22
Very unfavourable	18	19	21	18	20	17
<b>TOTAL UNFAVOURABLE</b>	<b>36</b>	<b>39</b>	<b>40</b>	<b>37</b>	<b>42</b>	<b>39</b>
Don't know	37	34	35	37	26	35
<b>NET FAVOURABILITY</b>	<b>-9</b>	<b>-12</b>	<b>-16</b>	<b>-11</b>	<b>-10</b>	<b>-13</b>

Sample Size: 2075 GB Adults  
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	Vote in 2024 GE						EU Ref 2016		Gender		Age				Socio-economic classification (NS-SEC)			Country			
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<b>Weighted Sample</b>	<b>2075</b>	374	533	191	224	127	728	741	1002	1073	218	855	513	490	703	465	620	1795	100	181	
<b>Unweighted Sample</b>	<b>2075</b>	350	548	212	234	133	831	740	915	1160	170	724	613	568	813	455	512	1777	117	181	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
<b>Nigel Farage</b>																					
Very favourable	9	9	11	2	2	45	1	2	20	12	7	4	7	10	13	8	10	12	9	11	4
Somewhat favourable	16	17	34	7	7	37	3	7	32	17	17	6	11	21	29	12	20	24	18	15	12
<b>TOTAL FAVOURABLE</b>	<b>25</b>	<b>26</b>	<b>45</b>	<b>9</b>	<b>9</b>	<b>82</b>	<b>4</b>	<b>9</b>	<b>52</b>	<b>29</b>	<b>24</b>	<b>10</b>	<b>18</b>	<b>31</b>	<b>42</b>	<b>20</b>	<b>30</b>	<b>36</b>	<b>27</b>	<b>26</b>	<b>16</b>
Somewhat unfavourable	11	12	18	6	10	9	9	11	14	14	11	6	14	13	10	12	10	14	12	9	11
Very unfavourable	54	54	31	82	77	8	84	77	30	53	56	74	59	50	43	63	51	42	53	58	67
<b>TOTAL UNFAVOURABLE</b>	<b>65</b>	<b>66</b>	<b>49</b>	<b>88</b>	<b>87</b>	<b>17</b>	<b>93</b>	<b>88</b>	<b>44</b>	<b>67</b>	<b>67</b>	<b>80</b>	<b>73</b>	<b>63</b>	<b>53</b>	<b>75</b>	<b>61</b>	<b>56</b>	<b>65</b>	<b>67</b>	<b>78</b>
Don't know	10	7	6	3	4	1	4	4	4	5	10	10	10	6	5	6	9	8	8	7	5
<b>NET FAVOURABILITY</b>	<b>-40</b>	<b>-40</b>	<b>-4</b>	<b>-79</b>	<b>-78</b>	<b>65</b>	<b>-89</b>	<b>-79</b>	<b>8</b>	<b>-38</b>	<b>-43</b>	<b>-70</b>	<b>-55</b>	<b>-32</b>	<b>-11</b>	<b>-55</b>	<b>-31</b>	<b>-20</b>	<b>-38</b>	<b>-41</b>	<b>-62</b>
<b>Zack Polanski</b>																					
Very favourable	9	8	1	10	6	1	32	9	2	7	8	22	8	4	3	7	7	5	8	9	7
Somewhat favourable	12	15	2	27	22	1	32	25	6	16	15	25	18	14	8	19	12	12	15	20	14
<b>TOTAL FAVOURABLE</b>	<b>21</b>	<b>23</b>	<b>3</b>	<b>37</b>	<b>28</b>	<b>2</b>	<b>64</b>	<b>34</b>	<b>8</b>	<b>23</b>	<b>23</b>	<b>47</b>	<b>26</b>	<b>18</b>	<b>11</b>	<b>26</b>	<b>19</b>	<b>17</b>	<b>23</b>	<b>29</b>	<b>21</b>
Somewhat unfavourable	14	13	10	19	16	10	10	17	9	15	10	9	13	14	13	15	13	10	13	16	14
Very unfavourable	33	33	59	19	23	68	8	21	54	42	24	17	23	38	51	29	37	39	33	31	30
<b>TOTAL UNFAVOURABLE</b>	<b>47</b>	<b>46</b>	<b>69</b>	<b>38</b>	<b>39</b>	<b>78</b>	<b>18</b>	<b>38</b>	<b>63</b>	<b>57</b>	<b>34</b>	<b>26</b>	<b>36</b>	<b>52</b>	<b>64</b>	<b>44</b>	<b>50</b>	<b>49</b>	<b>46</b>	<b>47</b>	<b>44</b>
Don't know	32	32	28	25	33	21	18	27	29	21	42	26	38	30	25	29	31	34	32	24	36
<b>NET FAVOURABILITY</b>	<b>-26</b>	<b>-23</b>	<b>-66</b>	<b>-1</b>	<b>-11</b>	<b>-76</b>	<b>46</b>	<b>-4</b>	<b>-55</b>	<b>-34</b>	<b>-11</b>	<b>21</b>	<b>-10</b>	<b>-34</b>	<b>-53</b>	<b>-18</b>	<b>-31</b>	<b>-32</b>	<b>-23</b>	<b>-18</b>	<b>-23</b>
<b>Andy Burnham</b>																					
Very favourable	9	7	2	18	5	3	4	13	4	8	6	4	7	8	8	8	7	7	7	7	6
Somewhat favourable	25	25	14	41	35	6	41	37	14	28	23	36	24	23	24	30	24	20	25	29	29
<b>TOTAL FAVOURABLE</b>	<b>34</b>	<b>32</b>	<b>16</b>	<b>59</b>	<b>40</b>	<b>9</b>	<b>45</b>	<b>50</b>	<b>18</b>	<b>36</b>	<b>29</b>	<b>40</b>	<b>31</b>	<b>31</b>	<b>32</b>	<b>38</b>	<b>31</b>	<b>27</b>	<b>32</b>	<b>36</b>	<b>35</b>
Somewhat unfavourable	19	20	28	16	22	20	19	20	23	19	20	19	19	20	21	20	19	19	20	16	17
Very unfavourable	19	23	39	8	12	58	10	10	40	28	18	12	17	29	33	19	28	26	24	21	17
<b>TOTAL UNFAVOURABLE</b>	<b>38</b>	<b>43</b>	<b>67</b>	<b>24</b>	<b>34</b>	<b>78</b>	<b>29</b>	<b>30</b>	<b>63</b>	<b>47</b>	<b>38</b>	<b>31</b>	<b>36</b>	<b>49</b>	<b>54</b>	<b>39</b>	<b>47</b>	<b>45</b>	<b>44</b>	<b>37</b>	<b>34</b>
Don't know	29	25	18	18	26	13	25	21	19	17	32	29	33	20	14	21	22	28	24	26	30
<b>NET FAVOURABILITY</b>	<b>-4</b>	<b>-11</b>	<b>-51</b>	<b>35</b>	<b>6</b>	<b>-69</b>	<b>16</b>	<b>20</b>	<b>-45</b>	<b>-11</b>	<b>-9</b>	<b>9</b>	<b>-5</b>	<b>-18</b>	<b>-22</b>	<b>-1</b>	<b>-16</b>	<b>-18</b>	<b>-12</b>	<b>-1</b>	<b>1</b>

\*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.

Sample Size: 2075 GB Adults  
Fieldwork: 24th - 25th June 2026

		Region in England					
		Total	North	Midlands	London	Rest of South	
Weighted Sample		2075	492	340	251	712	
Unweighted Sample		2075	503	372	168	734	
		%	%	%	%	%	
<b>Nigel Farage</b>							
	Very favourable	9	9	9	12	6	10
	Somewhat favourable	16	17	17	17	17	18
	<b>TOTAL FAVOURABLE</b>	<b>25</b>	<b>26</b>	<b>26</b>	<b>29</b>	<b>23</b>	<b>28</b>
	Somewhat unfavourable	11	12	13	12	13	12
	Very unfavourable	54	54	52	50	61	52
	<b>TOTAL UNFAVOURABLE</b>	<b>65</b>	<b>66</b>	<b>65</b>	<b>62</b>	<b>74</b>	<b>64</b>
	Don't know	10	7	8	9	3	8
	<b>NET FAVOURABILITY</b>	<b>-40</b>	<b>-40</b>	<b>-39</b>	<b>-33</b>	<b>-51</b>	<b>-36</b>
<b>Zack Polanski</b>							
	Very favourable	9	8	7	7	8	8
	Somewhat favourable	12	15	15	15	22	13
	<b>TOTAL FAVOURABLE</b>	<b>21</b>	<b>23</b>	<b>22</b>	<b>22</b>	<b>30</b>	<b>21</b>
	Somewhat unfavourable	14	13	13	12	15	12
	Very unfavourable	33	33	35	33	34	32
	<b>TOTAL UNFAVOURABLE</b>	<b>47</b>	<b>46</b>	<b>48</b>	<b>45</b>	<b>49</b>	<b>44</b>
	Don't know	32	32	30	34	22	35
	<b>NET FAVOURABILITY</b>	<b>-26</b>	<b>-23</b>	<b>-26</b>	<b>-23</b>	<b>-19</b>	<b>-23</b>
<b>Andy Burnham</b>							
	Very favourable	9	7	13	7	6	4
	Somewhat favourable	25	25	25	21	31	24
	<b>TOTAL FAVOURABLE</b>	<b>34</b>	<b>32</b>	<b>38</b>	<b>28</b>	<b>37</b>	<b>28</b>
	Somewhat unfavourable	19	20	18	26	17	20
	Very unfavourable	19	23	26	22	18	25
	<b>TOTAL UNFAVOURABLE</b>	<b>38</b>	<b>43</b>	<b>44</b>	<b>48</b>	<b>35</b>	<b>45</b>
	Don't know	29	25	18	24	29	27
	<b>NET FAVOURABILITY</b>	<b>-4</b>	<b>-11</b>	<b>-6</b>	<b>-20</b>	<b>2</b>	<b>-17</b>

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