

YouGov Survey Results

Sample Size: 2353 GB Adults
Fieldwork: 28th - 29th September 2025

	Vote in 2024 GE						EU Ref 2016		Gender		Age				Social Grade		Country			Region in England			
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	2353	424	605	216	254	137	826	840	1139	1214	247	972	581	553	1339	999	2035	113	205	558	386	285	807
Unweighted Sample	2353	367	670	257	284	149	977	836	1021	1332	206	802	643	702	1413	929	2014	128	211	575	383	204	852
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

		10 - 11 Sep	28 - 29 Sep																						
Do you have a favourable or unfavourable opinion of the following?																									
Keir Starmer																									
	Very favourable	3	4	1	9	4	0	1	4	2	5	2	9	3	3	3	4	3	4	2	3	3	3	8	3
	Somewhat favourable	18	19	6	36	27	2	22	31	8	20	18	14	21	21	15	22	15	18	19	23	18	17	23	18
	TOTAL FAVOURABLE	21	23	7	45	31	2	23	35	10	25	20	23	24	24	18	26	18	22	21	26	21	20	31	21
	Somewhat unfavourable	24	24	21	28	36	11	34	32	16	21	27	34	26	22	20	26	23	24	26	23	25	23	22	26
	Very unfavourable	47	46	70	21	29	85	41	27	70	49	43	33	40	48	60	42	51	46	44	44	46	50	42	47
	TOTAL UNFAVOURABLE	71	70	91	49	65	96	75	59	86	70	70	67	66	70	80	68	74	70	70	67	71	73	64	73
	Don't know	8	7	2	6	4	1	2	6	3	4	9	11	10	6	2	6	8	7	9	7	8	7	5	7
	NET FAVOURABILITY	-50	-47	-84	-4	-34	-94	-52	-24	-76	-45	-50	-44	-42	-46	-62	-42	-56	-48	-49	-41	-50	-53	-33	-52
Kemi Badenoch																									
	Very favourable	2	2	8	1	1	2	0	2	3	2	2	2	2	2	3	2	2	2	1	1	1	3	3	3
	Somewhat favourable	17	16	46	5	11	26	4	12	27	17	16	7	10	20	27	16	17	17	16	12	14	19	11	19
	TOTAL FAVOURABLE	19	18	54	6	12	28	4	14	30	19	18	9	12	22	30	18	19	19	17	13	15	22	14	22
	Somewhat unfavourable	21	23	27	20	24	32	21	22	27	27	19	18	20	25	27	24	21	23	17	22	25	22	25	22
	Very unfavourable	33	31	8	48	44	21	46	41	22	37	26	38	32	32	27	34	28	31	30	35	30	27	38	31
	TOTAL UNFAVOURABLE	54	54	35	68	68	53	67	63	49	64	45	56	52	57	54	58	49	54	47	57	55	49	63	53
	Don't know	27	27	11	26	20	19	29	23	20	16	37	36	36	20	15	24	32	27	36	29	29	30	23	25
	NET FAVOURABILITY	-35	-36	19	-62	-56	-25	-63	-49	-19	-45	-27	-47	-40	-35	-24	-40	-30	-35	-30	-44	-40	-27	-49	-31
Nigel Farage																									
	Very favourable	12	13	20	3	4	50	1	3	27	17	9	6	8	14	21	11	15	13	10	9	14	13	7	15
	Somewhat favourable	18	18	33	10	7	37	3	9	32	20	17	8	16	22	22	17	20	18	21	14	16	23	17	18
	TOTAL FAVOURABLE	30	31	53	13	11	87	4	12	59	37	26	14	24	36	43	28	35	31	31	23	30	36	24	33
	Somewhat unfavourable	12	13	19	9	11	8	14	12	14	11	15	9	15	12	14	11	15	12	13	19	12	14	8	14
	Very unfavourable	49	49	25	73	75	2	83	72	22	49	49	68	51	47	40	56	40	49	48	51	50	44	63	47
	TOTAL UNFAVOURABLE	61	62	44	82	86	10	97	84	36	60	64	77	66	59	54	67	55	61	61	70	62	58	71	61
	Don't know	9	7	4	4	3	2	0	4	5	3	10	10	10	5	3	6	9	7	7	7	8	6	5	7
	NET FAVOURABILITY	-31	-31	9	-69	-75	77	-93	-72	23	-23	-38	-63	-42	-23	-11	-39	-20	-30	-30	-47	-32	-22	-47	-28
Ed Davey																									
	Very favourable	4	5	1	8	20	0	2	9	1	6	4	6	4	5	6	6	3	5	1	4	4	5	8	6
	Somewhat favourable	23	24	18	36	40	7	36	36	14	25	22	28	21	27	24	27	19	24	26	20	24	25	26	23
	TOTAL FAVOURABLE	27	29	19	44	60	7	38	45	15	31	26	34	25	32	30	33	22	29	27	24	28	30	34	29
	Somewhat unfavourable	17	15	28	12	9	17	12	13	21	16	14	8	11	20	21	15	15	14	19	19	15	13	14	14
	Very unfavourable	16	18	31	7	4	50	5	7	34	25	12	8	14	20	29	16	22	18	18	19	18	18	15	20
	TOTAL UNFAVOURABLE	33	33	59	19	13	67	17	20	55	41	26	16	25	40	50	31	37	32	37	38	33	31	29	34
	Don't know	40	38	22	37	26	26	44	34	29	27	48	51	50	29	20	35	41	38	36	38	40	39	36	37
	NET FAVOURABILITY	-6	-4	-40	25	47	-60	21	25	-40	-10	0	18	0	-8	-20	2	-15	-3	-10	-14	-5	-1	5	-5

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Unweighted Sample	2353	367	670	257	284	149	977	836	1021	1332	206	802	643	702	1413	929	2014	128	211	575	383	204	852
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

		13 - 14 July																							
Andy Burnham	Very favourable	8	7	3	16	8	2	8	12	5	8	7	7	6	8	9	8	6	7	5	8	12	7	6	4
	Somewhat favourable	24	24	19	34	39	16	29	35	19	26	22	18	22	27	27	26	21	25	24	16	31	23	25	22
	TOTAL FAVOURABLE	32	31	22	50	47	18	37	47	24	34	29	25	28	35	36	34	27	32	29	24	43	30	31	26
	Somewhat unfavourable	12	16	26	12	14	22	12	14	21	19	13	7	12	20	22	16	15	15	16	19	14	15	15	16
	Very unfavourable	13	15	31	5	7	31	3	7	26	20	10	5	10	17	26	14	17	15	12	13	14	17	14	16
	TOTAL UNFAVOURABLE	25	31	57	17	21	53	15	21	47	39	23	12	22	37	48	30	32	30	28	32	28	32	29	32
	Don't know	42	38	20	33	32	30	48	31	29	27	48	64	50	29	16	36	41	37	43	44	30	39	40	41
	NET FAVOURABILITY	7	0	-35	33	26	-35	22	26	-23	-5	6	13	6	-2	-12	4	-5	2	1	-8	15	-2	2	-6

		10 - 11 Sep																							
Jeremy Corbyn																									
	Very favourable	11	6	1	10	7	1	16	10	1	5	7	11	7	5	3	7	5	6	3	5	8	6	8	5
	Somewhat favourable	17	16	3	26	19	5	39	24	7	17	16	24	21	12	8	18	13	16	16	15	19	15	20	13
	TOTAL FAVOURABLE	28	22	4	36	26	6	55	34	8	22	23	35	28	17	11	25	18	22	19	20	27	21	28	18
	Somewhat unfavourable	17	20	13	24	33	14	19	24	17	19	21	22	22	22	16	21	20	20	24	25	18	20	21	20
	Very unfavourable	42	44	79	27	36	72	20	32	66	51	37	23	31	53	68	43	46	44	45	42	41	44	38	49
	TOTAL UNFAVOURABLE	59	64	92	51	69	86	39	56	83	70	58	45	53	75	84	64	66	64	69	67	59	64	59	69
	Don't know	14	13	4	13	6	8	6	10	8	7	19	19	19	9	5	11	16	13	11	13	14	14	13	13
	NET FAVOURABILITY	-31	-42	-88	-15	-43	-80	16	-22	-75	-48	-35	-10	-25	-58	-73	-39	-48	-42	-50	-47	-32	-43	-31	-51

Zack Polanski																											
	Very favourable	4	4	1	6	7	0	18	6	0	5	3	11	4	3	2	5	3	4	3	6	4	4	3	4		
	Somewhat favourable	6	6	1	9	15	2	14	11	2	7	6	9	6	6	6	8	4	6	7	6	5	4	10	7		
	TOTAL FAVOURABLE	10	10	2	15	22	2	32	17	2	12	9	20	10	9	8	13	7	10	10	12	9	8	13	11		
	Somewhat unfavourable	7	7	9	8	9	6	5	7	9	9	6	8	7	8	8	7	8	7	7	7	5	10	10	7		
	Very unfavourable	13	13	20	8	8	27	3	7	20	17	9	6	9	14	21	12	14	13	14	11	11	13	13	13		
	TOTAL UNFAVOURABLE	20	20	29	16	17	33	8	14	29	26	15	14	16	22	29	19	22	20	21	18	16	23	23	20		
	Don't know	70	69	69	69	60	65	60	69	68	61	77	65	73	70	64	68	71	69	69	70	75	69	63	68		
	NET FAVOURABILITY	-10	-10	-27	-1	5	-31	24	3	-27	-14	-6	6	-6	-13	-21	-6	-15	-10	-11	-6	-7	-15	-10	-9		

Zarah Sultana																										
	Very favourable	6	4	0	6	4	0	12	5	1	4	4	10	5	2	1	5	2	4	4	4	4	3	5	3	
	Somewhat favourable	7	9	3	13	11	1	24	14	3	9	8	17	10	6	5	10	7	9	8	10	8	8	14	8	
	TOTAL FAVOURABLE	13	13	3	19	15	1	36	19	4	13	12	27	15	8	6	15	9	13	12	14	12	11	19	11	
	Somewhat unfavourable	9	10	9	13	14	8	8	13	9	14	7	10	10	11	11	10	11	11	12	8	9	13	9	11	
	Very unfavourable	17	22	38	14	18	48	9	15	34	29	16	12	15	26	36	22	23	23	18	19	21	24	25	22	
	TOTAL UNFAVOURABLE	26	32	47	27	32	56	17	28	43	43	23	22	25	37	47	32	34	34	30	27	30	37	34	33	
	Don't know	61	55	50	54	52	43	47	52	53	44	65	52	60	55	47	54	57	54	58	59	58	52	46	56	
	NET FAVOURABILITY	-13	-19	-44	-8	-17	-55	19	-9	-39	-30	-11	5	-10	-29	-41	-17	-25	-21	-18	-13	-18	-26	-15	-22	

*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.