

YouGov Survey Results

Sample Size: 2101 GB Adults
Fieldwork: 13th - 14th August 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
2101	378	540	193	227	116	737	750	1015	1086	221	866	519	496	712	471	628	1817	101	183	498	345	254	721
2101	343	553	194	258	113	817	757	916	1185	177	735	618	571	797	484	513	1798	96	207	523	350	163	762
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

		5 - 6 Aug		13 - 14 Aug																						
Do you have a favourable or unfavourable opinion of the following?																										
Kemi Badenoch																										
	Very favourable	9	7	22	3	3	9	2	5	13	8	7	1	3	9	16	9	7	7	7	11	3	6	6	9	8
	Somewhat favourable	26	24	50	12	19	40	13	19	38	26	23	12	18	28	37	25	26	25	25	20	18	20	27	23	29
	TOTAL FAVOURABLE	35	31	72	15	22	49	15	24	51	34	30	13	21	37	53	34	33	32	32	31	21	26	33	32	37
	Somewhat unfavourable	22	21	11	26	28	22	26	22	18	22	19	26	21	21	18	22	20	17	21	14	22	23	19	20	20
	Very unfavourable	24	26	4	43	28	14	43	37	14	31	20	34	26	27	19	26	25	24	24	34	35	28	23	27	21
	TOTAL UNFAVOURABLE	46	47	15	69	56	36	69	59	32	53	39	60	47	48	37	48	45	41	45	48	57	51	42	47	41
	Don't know	19	22	13	17	22	14	16	18	17	13	31	27	32	16	10	18	22	26	22	21	22	24	24	20	21
	NET FAVOURABILITY	-11	-16	57	-54	-34	13	-54	-35	19	-19	-9	-47	-26	-11	16	-14	-12	-9	-13	-17	-36	-25	-9	-15	-4
Andy Burnham																										
	Very favourable	13	12	2	28	17	1	14	20	6	13	11	18	9	14	12	12	13	9	12	19	7	17	9	10	10
	Somewhat favourable	34	34	29	48	51	14	39	45	24	35	34	39	38	32	29	40	31	31	34	35	35	35	36	31	34
	TOTAL FAVOURABLE	47	46	31	76	68	15	53	65	30	48	45	57	47	46	41	52	44	40	46	54	42	52	45	41	44
	Somewhat unfavourable	18	16	26	9	10	19	17	14	21	16	16	14	14	18	19	17	16	17	16	15	16	14	15	14	19
	Very unfavourable	18	17	24	4	5	51	9	6	32	20	14	6	13	21	26	16	18	19	17	9	18	17	18	20	16
	TOTAL UNFAVOURABLE	36	33	50	13	15	70	26	20	53	36	30	20	27	39	45	33	34	36	33	24	34	31	33	34	35
	Don't know	17	20	18	11	17	15	21	15	18	15	25	22	26	16	14	15	23	25	20	22	24	17	21	24	20
	NET FAVOURABILITY	11	13	-19	63	53	-55	27	45	-23	12	15	37	20	7	-4	19	10	4	13	30	8	21	12	7	9
Ed Davey																										
	Very favourable	4	4	2	9	11	1	4	8	2	5	3	4	4	5	5	4	4	5	5	1	4	3	5	8	4
	Somewhat favourable	23	21	17	34	41	7	23	32	14	24	19	30	17	21	26	24	20	18	22	20	20	19	21	20	24
	TOTAL FAVOURABLE	27	25	19	43	52	8	27	40	16	29	22	34	21	26	31	28	24	23	27	21	24	22	26	28	28
	Somewhat unfavourable	19	17	24	17	14	22	16	15	22	17	16	15	13	19	22	20	18	13	17	21	14	18	14	15	18
	Very unfavourable	18	16	23	7	3	41	7	7	29	21	11	5	11	22	23	15	15	19	16	16	16	15	16	15	16
	TOTAL UNFAVOURABLE	37	33	47	24	17	63	23	22	51	38	27	20	24	41	45	35	33	32	33	37	30	33	30	30	34
	Don't know	35	42	33	34	31	29	50	37	34	32	50	46	55	33	24	37	42	45	41	42	46	44	44	41	37
	NET FAVOURABILITY	-10	-8	-28	19	35	-55	4	18	-35	-9	-5	14	-3	-15	-14	-7	-9	-9	-6	-16	-6	-11	-4	-2	-6
Nigel Farage																										
	Very favourable	10	9	12	1	4	44	1	2	21	12	7	2	6	12	16	8	11	11	9	11	8	9	10	7	10
	Somewhat favourable	17	14	31	3	6	33	2	6	27	16	13	4	11	19	19	14	15	15	15	10	11	15	14	10	16
	TOTAL FAVOURABLE	27	23	43	4	10	77	3	8	48	28	20	6	17	31	35	22	26	26	24	21	19	24	24	17	26
	Somewhat unfavourable	13	12	17	11	7	13	6	9	14	10	13	5	13	12	13	11	13	12	12	12	12	12	13	8	12
	Very unfavourable	53	55	33	82	75	6	88	78	30	56	54	75	58	51	46	60	52	48	55	58	60	54	51	67	52
	TOTAL UNFAVOURABLE	66	67	50	93	82	19	94	87	44	66	67	80	71	63	59	71	65	60	67	70	72	66	64	75	64
	Don't know	7	10	8	4	8	5	4	5	8	6	13	14	13	7	6	8	9	13	10	9	9	10	12	8	10
	NET FAVOURABILITY	-39	-44	-7	-89	-72	58	-91	-79	4	-38	-47	-74	-54	-32	-24	-49	-39	-34	-43	-49	-53	-42	-40	-58	-38
Zack Polanski																										
	Very favourable	6	6	1	9	4	0	29	10	1	7	5	15	8	4	2	6	6	4	6	11	5	7	6	8	5
	Somewhat favourable	13	13	4	24	18	2	24	22	4	15	11	25	13	13	8	13	12	11	13	14	13	12	11	17	13
	TOTAL FAVOURABLE	19	19	5	33	22	2	53	32	5	22	16	40	21	17	10	19	18	15	19	25	18	19	17	25	18
	Somewhat unfavourable	14	14	13	19	18	9	12	16	11	14	14	13	15	16	10	17	13	11	13	16	15	12	18	11	13
	Very unfavourable	36	34	58	19	26	72	12	21	55	42	27	15	24	37	55	34	37	35	35	22	28	33	30	36	39
	TOTAL UNFAVOURABLE	50	48	71	38	44	81	24	37	66	56	41	28	39	53	65	51	50	46	48	38	43	45	48	47	52
	Don't know	30	33	25	29	34	16	23	32	29	23	43	32	40	30	26	29	33	38	33	37	39	36	35	28	31
	NET FAVOURABILITY	-31	-29	-66	-5	-22	-79	29	-5	-61	-34	-25	12	-18	-36	-55	-32	-32	-31	-29	-13	-25	-26	-31	-22	-34

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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
2101	378	540	193	227	116	737	750	1015	1086	221	866	519	496	712	471	628	1817	101	183	498	345	254	721
2101	343	553	194	258	113	817	757	916	1185	177	735	618	571	797	484	513	1798	96	207	523	350	163	762
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

		21 - 22 Jul																													
John Healey	Very favourable	4	2	1	4	3	1	1	3	1	2	1	1	1	2	4	3	1	1	2	1	1	3	2	1	1					
	Somewhat favourable	18	14	16	20	18	11	7	18	14	18	9	11	8	16	22	15	16	11	14	13	10	11	12	18	15					
	TOTAL FAVOURABLE	22	16	17	24	21	12	8	21	15	20	10	12	9	18	26	18	17	12	16	14	11	14	14	19	16					
	Somewhat unfavourable	10	12	22	8	8	18	10	8	17	15	9	6	8	16	16	13	12	11	12	14	11	13	10	7	13					
	Very unfavourable	7	7	7	3	1	17	8	2	12	9	4	5	5	8	9	4	6	9	7	6	6	9	7	7	5					
	TOTAL UNFAVOURABLE	17	19	29	11	9	35	18	10	29	24	13	11	13	24	25	17	18	20	19	20	17	22	17	14	18					
	Don't know	62	66	54	64	70	54	74	68	55	56	76	77	79	58	49	64	65	67	66	66	72	64	70	67	65					
	NET FAVOURABILITY	5	-3	-12	13	12	-23	-10	11	-14	-4	-3	1	-4	-6	1	1	-1	-8	-3	-6	-6	-8	-3	5	-2					
Mel Stride	Very favourable	1	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	1	0	1	0						
	Somewhat favourable	6	6	11	5	6	13	4	6	9	9	3	3	4	8	10	7	7	6	7	3	1	4	5	10	8					
	TOTAL FAVOURABLE	7	6	11	5	6	13	4	6	9	9	3	4	4	8	10	7	7	6	7	3	1	5	5	11	8					
	Somewhat unfavourable	10	10	11	10	10	12	11	10	12	13	8	9	7	14	13	11	13	8	10	11	15	10	8	10	11					
	Very unfavourable	10	10	9	11	6	16	9	10	10	13	7	7	8	13	12	10	9	10	10	9	9	10	10	9	11					
	TOTAL UNFAVOURABLE	20	20	20	21	16	28	20	20	22	26	15	16	15	27	25	21	22	18	20	20	24	20	18	19	22					
	Don't know	74	73	68	73	78	60	76	73	69	65	82	80	81	66	66	72	72	75	73	78	76	76	77	70	70					
	NET FAVOURABILITY	-13	-14	-9	-16	-10	-15	-16	-14	-13	-17	-12	-12	-11	-19	-15	-14	-15	-12	-13	-17	-23	-15	-13	-8	-14					
		13 - 14 May '25																													
Chris Philp	Very favourable	0	1	1	0	1	0	0	0	1	0	1	1	0	1	1	1	0	0	0	1	0	0	0	3	0					
	Somewhat favourable	3	4	8	4	3	10	1	3	8	7	2	4	3	6	7	6	4	4	5	4	2	4	4	7	5					
	TOTAL FAVOURABLE	3	5	9	4	4	10	1	3	9	7	3	5	3	7	8	7	4	4	6	4	2	4	4	10	5					
	Somewhat unfavourable	7	8	9	6	9	11	9	7	10	10	6	4	7	8	10	9	9	7	8	6	9	6	5	5	10					
	Very unfavourable	10	9	5	12	7	9	9	11	8	12	5	6	6	12	9	9	9	7	9	9	8	7	9	12	8					
	TOTAL UNFAVOURABLE	17	17	14	18	16	20	18	18	18	22	11	10	13	20	19	18	18	14	17	15	17	13	14	17	18					
	Don't know	80	79	78	78	80	70	81	79	74	71	86	86	83	74	73	76	78	81	78	81	81	82	81	73	77					
	NET FAVOURABILITY	-14	-12	-5	-14	-12	-10	-17	-15	-9	-15	-8	-5	-10	-13	-11	-11	-14	-10	-11	-11	-15	-9	-10	-7	-13					
		13 - 14 Jul '25																													
Sadiq Khan	Very favourable	4	5	0	11	7	0	5	10	2	5	5	4	4	7	5	7	5	2	5	10	3	4	4	7	6					
	Somewhat favourable	18	20	8	35	27	3	34	30	6	23	16	38	21	16	12	23	15	14	19	25	19	17	20	28	18					
	TOTAL FAVOURABLE	22	25	8	46	34	3	39	40	8	28	21	42	25	23	17	30	20	16	24	35	22	21	24	35	24					
	Somewhat unfavourable	17	16	16	19	18	7	22	20	14	16	15	9	17	16	16	14	17	19	15	14	19	15	16	16	15					
	Very unfavourable	38	34	60	13	21	79	13	18	59	40	29	13	25	42	51	34	37	37	35	26	27	35	33	34	38					
	TOTAL UNFAVOURABLE	55	50	76	32	39	86	35	38	73	56	44	22	42	58	67	48	54	56	50	40	46	50	49	50	53					
	Don't know	23	25	15	21	27	10	26	22	19	16	34	36	32	19	16	21	26	28	25	26	32	29	27	15	24					
	NET FAVOURABILITY	-33	-25	-68	14	-5	-83	4	2	-65	-28	-23	20	-17	-35	-50	-18	-34	-40	-26	-5	-24	-29	-25	-15	-29					

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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	
2101	378	540	193	227	116	737	750	1015	1086	221	866	519	496	712	471	628	1817	101	183	498	345	254	721	
2101	343	553	194	258	113	817	757	916	1185	177	735	618	571	797	484	513	1798	96	207	523	350	163	762	
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	

21 - 22 Jul																								
Shabana Mahmood																								
Very favourable	2	2	1	3	1	1	0	2	1	2	1	1	1	2	2	2	2	0	0	2	2	1	2	2
Somewhat favourable	18	14	19	19	17	14	7	16	17	18	11	12	7	18	23	18	17	10	14	13	12	12	22	15
TOTAL FAVOURABLE	20	16	20	22	18	15	7	18	18	20	12	13	8	20	25	20	19	11	16	13	12	14	14	23
Somewhat unfavourable	17	18	26	18	20	17	23	19	20	20	17	15	14	21	24	20	17	17	19	16	14	16	18	14
Very unfavourable	17	18	18	10	6	42	14	12	25	22	13	14	15	22	18	16	17	19	17	19	21	18	20	17
TOTAL UNFAVOURABLE	34	36	44	28	26	59	37	31	45	42	30	29	29	43	42	36	34	36	36	35	35	34	38	31
Don't know	45	48	36	50	55	25	56	51	37	38	58	58	62	38	32	45	46	52	48	52	52	52	48	45
NET FAVOURABILITY	-14	-20	-24	-6	-8	-44	-30	-13	-27	-22	-18	-16	-21	-23	-17	-16	-15	-25	-20	-22	-23	-20	-24	-8

12 - 13 May																								
Yvette Cooper																								
Very favourable	2	2	1	5	6	0	0	5	1	2	3	1	1	4	4	4	3	1	2	3	2	2	2	4
Somewhat favourable	15	16	12	31	24	5	11	27	10	18	13	10	11	20	22	19	17	14	16	18	9	15	13	25
TOTAL FAVOURABLE	17	18	13	36	30	5	11	32	11	20	16	11	12	24	26	23	20	15	18	21	11	17	15	29
Somewhat unfavourable	18	19	30	17	17	17	14	18	24	20	18	13	15	22	25	20	19	18	18	23	22	20	17	12
Very unfavourable	20	17	27	6	6	48	14	8	31	23	12	9	12	22	24	17	18	19	18	15	15	18	19	14
TOTAL UNFAVOURABLE	38	36	57	23	23	65	28	26	55	43	30	22	27	44	49	37	37	37	36	38	37	38	36	26
Don't know	44	46	30	40	46	29	60	41	34	37	54	67	61	32	24	40	44	48	45	41	53	45	50	45
NET FAVOURABILITY	-21	-18	-44	13	7	-60	-17	6	-44	-23	-14	-11	-15	-20	-23	-14	-17	-22	-18	-17	-26	-21	-21	3

Zia Yusuf																								
Very favourable	5	7	2	1	22	0	1	10	7	3	1	3	6	9	5	6	5	5	3	2	5	5	6	5
Somewhat favourable	7	10	4	5	19	3	4	12	10	4	6	6	7	9	7	6	8	7	5	7	6	10	8	6
TOTAL FAVOURABLE	12	17	6	6	41	3	5	22	17	7	7	9	13	18	12	12	13	12	8	9	11	15	14	11
Somewhat unfavourable	8	11	8	5	8	6	7	9	9	6	5	7	10	7	7	7	8	8	7	7	6	5	6	11
Very unfavourable	21	20	30	23	13	24	27	18	27	16	24	17	24	25	23	22	17	21	26	20	21	17	29	21
TOTAL UNFAVOURABLE	29	31	38	28	21	30	34	27	36	22	29	24	34	32	30	29	25	29	33	27	27	22	35	32
Don't know	59	53	56	66	37	66	61	51	46	71	64	66	53	50	57	60	62	59	59	64	62	63	51	57
NET FAVOURABILITY	-17	-14	-32	-22	20	-27	-29	-5	-19	-15	-22	-15	-21	-14	-18	-17	-12	-17	-25	-18	-16	-7	-21	-21

*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.