

YouGov Survey Results

Sample size: 2099 adults in GB

Fieldwork: 9th - 10th 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
2099	377	539	193	227	136	737	749	1014	1085	220	865	518	495	712	470	628	1816	101	183	497	344	254	720
2099	332	583	220	235	132	827	750	934	1165	176	747	601	575	816	458	492	1787	122	190	505	346	186	750
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

		13-14 Aug '26	9-10 Sep '26																												
Do you have a favourable or unfavourable opinion of the following?																															
Kemi Badenoch																															
Very favourable	7	8	25	3	3	9	4	6	13	9	6	3	4	8	16	9	8	8	8	9	6	7	9	4	9						
Somewhat favourable	24	24	47	12	19	43	11	18	36	26	23	8	20	30	34	23	27	29	25	21	20	23	27	20	27						
TOTAL FAVOURABLE	31	32	72	15	22	52	15	24	49	35	29	11	24	38	50	32	35	37	33	30	26	30	36	24	36						
Somewhat unfavourable	21	22	13	31	32	23	15	26	21	24	21	27	23	22	20	24	25	18	23	16	23	25	19	26	21						
Very unfavourable	26	25	4	40	31	13	42	33	16	30	21	30	26	25	20	28	20	22	25	20	29	25	23	33	23						
TOTAL UNFAVOURABLE	47	47	17	71	63	36	57	59	37	54	42	57	49	47	40	52	45	40	48	36	52	50	42	59	44						
Don't know	22	21	11	14	14	13	28	17	14	12	28	32	27	15	9	16	21	22	20	34	21	19	22	15	21						
NET FAVOURABILITY	-16	-15	55	-56	-41	16	-42	-35	12	-19	-13	-46	-25	-9	10	-20	-10	-3	-15	-6	-26	-20	-6	-35	-8						
Andy Burnham																															
Very favourable	12	12	4	26	17	2	8	20	6	14	11	16	10	13	14	14	12	10	12	13	12	16	13	12	10						
Somewhat favourable	34	34	22	49	45	13	39	42	23	33	34	42	37	30	28	39	30	30	34	25	31	36	33	40	32						
TOTAL FAVOURABLE	46	46	26	75	62	15	47	62	29	47	45	58	47	43	42	53	42	40	46	38	43	52	46	52	42						
Somewhat unfavourable	16	19	28	11	23	21	26	18	24	20	18	16	20	19	19	19	21	18	19	16	17	18	17	22	21						
Very unfavourable	17	20	35	6	6	56	9	9	38	23	17	7	14	27	30	16	21	25	20	20	21	19	24	16	20						
TOTAL UNFAVOURABLE	33	39	63	17	29	77	35	27	62	43	35	23	34	46	49	35	42	43	39	36	38	37	41	38	41						
Don't know	20	15	11	8	8	8	18	12	9	10	20	19	20	12	9	12	16	17	14	26	19	11	14	11	17						
NET FAVOURABILITY	13	7	-37	58	33	-62	12	35	-33	4	10	35	13	-3	-7	18	0	-3	7	2	5	15	5	14	1						
Ed Davey																															
Very favourable	4	3	1	6	11	1	3	5	2	3	3	4	2	3	5	3	4	2	3	3	4	3	3	5	3						
Somewhat favourable	21	25	15	41	45	4	27	37	13	29	21	32	23	26	25	29	22	20	25	20	28	24	21	30	25						
TOTAL FAVOURABLE	25	28	16	47	56	5	30	42	15	32	24	36	25	29	30	32	26	22	28	23	32	27	24	35	28						
Somewhat unfavourable	17	19	29	16	16	21	24	17	23	20	17	14	17	20	22	21	19	17	19	13	18	18	19	20	20						
Very unfavourable	16	17	30	7	5	47	5	6	33	23	11	5	11	23	25	15	17	21	17	14	17	18	18	12	17						
TOTAL UNFAVOURABLE	33	36	59	23	21	68	29	23	56	43	28	19	28	43	47	36	36	38	36	27	35	36	37	32	37						
Don't know	42	36	25	31	23	26	40	34	29	25	47	45	47	28	23	32	37	40	36	50	33	37	39	34	35						
NET FAVOURABILITY	-8	-8	-43	24	35	-63	1	19	-41	-11	-4	17	-3	-14	-17	-4	-10	-16	-8	-4	-3	-9	-13	3	-9						
Nigel Farage																															
Very favourable	9	9	14	4	2	32	0	2	19	12	6	2	6	9	15	6	10	11	9	5	6	9	10	8	9						
Somewhat favourable	14	15	29	6	7	43	3	7	26	17	14	4	10	24	20	13	18	20	16	12	12	15	20	8	17						
TOTAL FAVOURABLE	23	24	43	10	9	75	3	9	45	29	20	6	16	33	35	19	28	31	25	17	18	24	30	16	26						
Somewhat unfavourable	12	12	16	7	9	13	4	8	16	11	12	12	11	11	13	12	13	11	11	13	14	13	13	7	11						
Very unfavourable	55	57	36	80	80	8	90	80	32	56	58	74	62	51	48	65	50	48	57	55	63	56	50	73	54						
TOTAL UNFAVOURABLE	67	69	52	87	89	21	94	88	48	67	70	86	73	62	61	77	63	59	68	68	77	69	63	80	65						
Don't know	10	7	5	3	1	4	3	4	6	4	10	8	10	5	4	4	8	10	7	15	5	7	8	3	8						
NET FAVOURABILITY	-44	-45	-9	-77	-80	54	-91	-79	-3	-38	-50	-80	-57	-29	-26	-58	-35	-28	-43	-51	-59	-45	-33	-64	-39						

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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
2099	377	539	193	227	136	737	749	1014	1085	220	865	518	495	712	470	628	1816	101	183	497	344	254	720
2099	332	583	220	235	132	827	750	934	1165	176	747	601	575	816	458	492	1787	122	190	505	346	186	750
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Zack Polanski

Very favourable	6	6	1	10	4	0	26	7	3	5	7	14	8	3	2	6	5	5	6	5	6	6	10	5	
Somewhat favourable	13	15	4	23	21	1	33	22	5	17	14	28	17	11	10	17	13	13	15	10	18	15	14	24	13
TOTAL FAVOURABLE	19	21	5	33	25	1	59	29	8	22	21	42	25	14	12	23	18	18	21	15	24	21	20	34	18
Somewhat unfavourable	14	15	11	21	20	4	9	18	11	15	14	14	14	16	13	15	13	14	14	15	16	15	14	15	14
Very unfavourable	34	35	62	22	26	77	10	25	58	45	26	15	26	44	52	36	37	39	36	29	36	36	37	29	37
TOTAL UNFAVOURABLE	48	50	73	43	46	81	19	43	69	60	40	29	40	60	65	51	50	53	50	44	52	51	51	44	51
Don't know	33	29	22	24	28	18	22	27	23	17	40	28	35	25	22	26	32	30	29	41	24	27	30	22	31
NET FAVOURABILITY	-29	-29	-68	-10	-21	-80	40	-14	-61	-38	-19	13	-15	-46	-53	-28	-32	-35	-29	-29	-28	-30	-31	-10	-33

John Healey

Very favourable	2	2	2	3	3	0	2	2	2	2	1	3	1	2	3	2	2	2	2	0	2	2	1	4	1
Somewhat favourable	14	14	15	23	19	6	10	21	11	18	10	11	11	13	21	18	14	12	14	12	9	16	15	15	13
TOTAL FAVOURABLE	16	16	17	26	22	6	12	23	13	20	11	14	12	15	24	20	16	14	16	12	11	18	16	19	14
Somewhat unfavourable	12	13	24	9	14	16	8	12	18	17	10	8	9	16	19	16	16	10	13	10	14	15	11	12	13
Very unfavourable	7	11	17	6	4	29	6	4	21	14	8	4	8	14	16	10	11	13	11	13	12	11	10	10	11
TOTAL UNFAVOURABLE	19	24	41	15	18	45	14	16	39	31	18	12	17	30	35	26	27	23	24	23	26	26	21	22	24
Don't know	66	60	42	59	60	48	73	60	48	48	71	74	71	55	41	55	58	64	59	65	63	56	63	60	61
NET FAVOURABILITY	-3	-8	-24	11	4	-39	-2	7	-26	-11	-7	2	-5	-15	-11	-6	-11	-9	-8	-11	-15	-8	-5	-3	-10

Andrew Griffith

Very favourable	x	0	1	1	0	0	0	0	1	1	0	1	0	0	1	1	0	0	0	0	0	1	0	0	1	1
Somewhat favourable	x	3	9	2	2	5	0	3	5	5	2	3	3	3	5	5	4	3	4	2	3	2	2	6	4	
TOTAL FAVOURABLE	x	3	10	3	2	5	0	3	6	6	2	4	3	3	6	6	4	3	4	2	4	2	2	7	5	
Somewhat unfavourable	x	7	8	6	5	10	5	6	7	9	5	6	7	6	6	6	8	5	7	6	9	10	5	5	5	
Very unfavourable	x	6	4	6	7	8	12	6	8	8	5	3	6	7	7	6	6	6	6	7	11	6	6	7	5	
TOTAL UNFAVOURABLE	x	13	12	12	12	18	17	12	15	17	10	9	13	13	13	12	14	11	13	13	20	16	11	12	10	
Don't know	x	83	77	86	85	77	83	85	79	78	87	87	83	84	80	82	82	85	84	85	77	82	87	80	84	
NET FAVOURABILITY	x	-10	-2	-9	-10	-13	-17	-9	-9	-11	-8	-5	-10	-10	-7	-6	-10	-8	-9	-11	-16	-14	-9	-5	-5	

Claire Coutinho

Very favourable	x	1	2	0	0	2	0	1	1	1	1	0	0	1	1	1	1	1	1	0	0	0	1	1	1
Somewhat favourable	x	4	7	3	3	7	1	3	6	5	3	2	3	5	6	5	4	4	4	4	5	3	3	4	4
TOTAL FAVOURABLE	x	5	9	3	3	9	1	4	7	6	4	2	3	6	7	6	5	5	5	4	5	3	4	5	5
Somewhat unfavourable	x	7	8	7	12	6	4	8	8	9	5	6	8	6	6	7	8	6	7	6	8	6	4	8	7
Very unfavourable	x	7	6	7	5	6	8	6	8	9	4	7	6	7	8	7	5	6	6	6	10	7	7	8	5
TOTAL UNFAVOURABLE	x	14	14	14	17	12	12	14	16	18	9	13	14	13	14	14	13	12	13	12	18	13	11	16	12
Don't know	x	82	78	83	80	79	87	83	77	76	88	85	83	81	79	80	82	84	83	84	77	83	85	79	83
NET FAVOURABILITY	x	-9	-5	-11	-14	-3	-11	-10	-9	-12	-5	-11	-11	-7	-7	-8	-8	-7	-8	-8	-13	-10	-7	-11	-7

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

21-22
Jul
'26

Ed Miliband

Very favourable	4	6	2	12	7	0	9	10	3	7	4	6	6	5	6	9	5	3	6	5	4	6	6	10	5
Somewhat favourable	19	21	8	39	31	3	30	33	9	22	20	23	23	21	17	26	20	17	21	17	20	22	19	24	21
TOTAL FAVOURABLE	23	27	10	51	38	3	39	43	12	29	24	29	29	26	23	35	25	20	27	22	24	28	25	34	26
Somewhat unfavourable	20	21	25	18	29	12	32	25	20	20	22	17	22	22	20	21	22	22	21	17	24	22	20	24	20
Very unfavourable	30	31	54	13	15	76	10	16	55	37	25	10	23	38	47	27	33	36	31	27	34	30	35	22	32
TOTAL UNFAVOURABLE	50	52	79	31	44	88	42	41	75	57	47	27	45	60	67	48	55	58	52	44	58	52	55	46	52
Don't know	27	21	11	17	17	10	18	15	12	13	29	44	26	14	10	17	20	22	21	34	18	20	20	20	22
NET FAVOURABILITY	-27	-25	-69	20	-6	-85	-3	2	-63	-28	-23	2	-16	-34	-44	-13	-30	-38	-25	-22	-34	-24	-30	-12	-26

10-11
Jul
'24

Jonathan Reynolds

Very favourable	1	0	1	1	0	0	0	1	0	0	0	0	0	1	0	0	1	0	0	1	1	0	0	1	0
Somewhat favourable	6	5	6	10	4	2	4	7	4	7	3	6	6	3	6	7	6	3	5	6	3	6	4	8	4
TOTAL FAVOURABLE	7	5	7	11	4	2	4	8	4	7	3	6	6	4	6	7	7	3	5	7	4	6	4	9	4
Somewhat unfavourable	5	6	8	6	5	7	7	6	7	8	4	5	6	7	6	7	6	6	6	4	9	7	5	8	5
Very unfavourable	6	7	7	2	6	16	6	3	12	9	5	2	6	7	9	7	6	7	7	4	7	9	6	6	6
TOTAL UNFAVOURABLE	11	13	15	8	11	23	13	9	19	17	9	7	12	14	15	14	12	13	13	8	16	16	11	14	11
Don't know	82	82	78	81	85	75	83	83	77	75	88	87	82	82	78	79	81	84	82	86	80	77	85	77	84
NET FAVOURABILITY	-4	-8	-8	3	-7	-21	-9	-1	-15	-10	-6	-1	-6	-10	-9	-7	-5	-10	-8	-1	-12	-10	-7	-5	-7

12-13
Jul
'26

Richard Tice

Very favourable	4	4	4	2	0	20	0	1	8	5	2	3	2	3	7	2	6	4	4	2	4	4	5	2	4
Somewhat favourable	8	7	17	3	2	22	1	2	15	11	4	3	5	11	11	9	8	8	8	10	6	8	8	5	8
TOTAL FAVOURABLE	12	11	21	5	2	42	1	3	23	16	6	6	7	14	18	11	14	12	12	12	10	12	13	7	12
Somewhat unfavourable	7	8	13	6	7	9	4	6	11	10	6	6	6	8	11	8	9	7	8	5	8	8	7	7	9
Very unfavourable	23	23	15	37	34	6	29	37	16	32	15	22	21	25	25	29	20	18	23	28	22	21	24	29	22
TOTAL UNFAVOURABLE	30	31	28	43	41	15	33	43	27	42	21	28	27	33	36	37	29	25	31	33	30	29	31	36	31
Don't know	58	58	52	52	56	43	65	54	50	42	73	66	66	52	46	52	57	63	58	56	61	59	56	57	58
NET FAVOURABILITY	-18	-20	-7	-38	-39	27	-32	-40	-4	-26	-15	-22	-20	-19	-18	-26	-15	-13	-19	-21	-20	-17	-18	-29	-19

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2099	332	583	220	235	132	827	750	934	1165	176	747	601	575	816	458	492	1787	122	190	505	346	186	750
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

4-5
Oct
'24

Tom Tugendhat

Very favourable	1	1	4	0	1	1	0	1	2	1	1	0	0	1	3	2	1	1	1	0	0	1	1	2	1
Somewhat favourable	12	11	23	7	14	20	3	10	16	14	8	5	6	15	19	13	15	8	11	13	8	9	15	9	11
TOTAL FAVOURABLE	13	12	27	7	15	21	3	11	18	15	9	5	6	16	22	15	16	9	12	13	8	10	16	11	12
Somewhat unfavourable	13	13	9	19	15	11	14	18	11	16	9	8	12	14	14	16	13	9	12	15	15	14	11	15	12
Very unfavourable	13	9	4	10	9	10	13	10	10	12	6	6	8	11	9	10	6	9	8	9	14	10	8	7	7
TOTAL UNFAVOURABLE	26	22	13	29	24	21	27	28	21	28	15	14	20	25	23	26	19	18	20	24	29	24	19	22	19
Don't know	61	67	61	63	61	58	70	62	61	57	76	81	74	60	55	59	65	73	67	63	63	66	66	67	69
NET FAVOURABILITY	-13	-10	14	-22	-9	0	-24	-17	-3	-13	-6	-9	-14	-9	-1	-11	-3	-9	-8	-11	-21	-14	-3	-11	-7

*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.