

YouGov Survey Results

Sample size: 2071 adults in GB

Fieldwork: 15th - 16th October 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	
Weighted Sample	2071	373	532	191	224	111	727	739	1000	1071	217	853	512	488	702	464	619	1791	99	180	491	340	251	710		
Unweighted Sample	2071	334	561	206	249	107	820	720	926	1145	162	735	593	580	814	476	496	1756	126	189	479	381	183	713		
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%		
Do you have a favourable or unfavourable opinion of the following? Kemi Badenoch	9 - 10 Sep	15 - 16 Oct																								
	Very favourable	8	10	30	3	5	12	2	7	17	11	9	6	4	11	19	12	9	10	11	4	5	9	10	6	13
	Somewhat favourable	24	23	44	14	28	38	8	18	35	24	22	11	17	26	35	22	30	23	24	18	17	20	26	23	25
	TOTAL FAVOURABLE	32	33	74	17	33	50	10	25	52	35	31	17	21	37	54	34	39	33	35	22	22	29	36	29	38
	Somewhat unfavourable	22	21	10	28	28	18	30	26	17	21	20	24	21	21	18	22	22	18	21	23	19	21	22	21	20
	Very unfavourable	25	27	4	42	28	18	40	35	17	33	21	30	28	30	20	30	20	25	26	29	38	30	19	31	24
	TOTAL UNFAVOURABLE	47	48	14	70	56	36	70	61	34	54	41	54	49	51	38	52	42	43	47	52	57	51	41	52	44
	Don't know	21	20	12	13	12	14	20	15	14	11	28	29	29	12	8	14	19	25	19	27	22	19	22	19	18
	NET FAVOURABILITY	-15	-15	60	-53	-23	14	-60	-36	18	-19	-10	-37	-28	-14	16	-18	-3	-10	-12	-30	-35	-22	-5	-23	-6
Andy Burnham	Very favourable	12	13	2	33	19	1	15	22	6	14	12	15	11	17	12	19	11	9	14	11	8	17	9	15	13
	Somewhat favourable	34	33	24	41	45	9	55	41	21	31	34	46	35	28	27	36	32	27	32	34	37	33	33	32	31
	TOTAL FAVOURABLE	46	46	26	74	64	10	70	63	27	45	46	61	46	45	39	55	43	36	46	45	45	50	42	47	44
	Somewhat unfavourable	19	18	24	11	22	20	19	15	21	19	18	25	17	16	20	17	23	16	19	15	20	15	19	20	20
	Very unfavourable	20	24	44	6	6	62	4	11	42	30	18	4	19	29	35	18	24	33	24	17	19	25	27	20	25
	TOTAL UNFAVOURABLE	39	42	68	17	28	82	23	26	63	49	36	29	36	45	55	35	47	49	43	32	39	40	46	40	45
	Don't know	15	12	7	9	7	8	7	10	10	6	17	10	17	10	6	10	11	15	11	23	15	10	12	13	11
	NET FAVOURABILITY	7	4	-42	57	36	-72	47	37	-36	-4	10	32	10	0	-16	20	-4	-13	3	13	6	10	-4	7	-1
	Ed Davey	Very favourable	3	3	0	5	10	0	1	4	1	2	3	4	2	3	2	4	3	1	3	4	1	3	1	3
Somewhat favourable		25	21	14	35	42	6	21	31	15	22	19	21	18	24	23	27	19	17	21	21	19	18	22	20	23
TOTAL FAVOURABLE		28	24	14	40	52	6	22	35	16	24	22	25	20	27	25	31	22	18	24	25	20	21	23	23	26
Somewhat unfavourable		19	21	26	22	20	24	30	22	23	24	19	17	19	23	24	23	22	20	21	19	21	24	17	21	22
Very unfavourable		17	19	33	5	6	47	4	9	34	26	12	6	13	23	29	15	20	24	19	12	17	18	21	18	20
TOTAL UNFAVOURABLE		36	40	59	27	26	71	34	31	57	50	31	23	32	46	53	38	42	44	40	31	38	42	38	39	42
Don't know		36	37	27	34	21	24	44	34	27	26	47	52	48	27	21	31	37	38	36	45	42	38	39	39	32
NET FAVOURABILITY		-8	-16	-45	13	26	-65	-12	4	-41	-26	-9	2	-12	-19	-28	-7	-20	-26	-16	-6	-18	-21	-15	-16	-16
Nigel Farage		Very favourable	9	10	12	3	3	40	0	3	19	14	6	2	8	13	12	6	10	16	10	10	6	10	9	7
	Somewhat favourable	15	15	30	7	6	37	1	6	28	18	13	6	14	16	22	12	18	19	16	12	10	17	20	14	15
	TOTAL FAVOURABLE	24	25	42	10	9	77	1	9	47	32	19	8	22	29	34	18	28	35	26	22	16	27	29	21	26
	Somewhat unfavourable	12	12	23	5	13	9	7	9	16	11	13	8	11	13	16	11	15	13	12	15	10	11	14	11	13
	Very unfavourable	57	55	32	80	75	7	90	78	29	53	57	75	57	52	46	65	50	44	54	51	68	55	50	59	54
	TOTAL UNFAVOURABLE	69	67	55	85	88	16	97	87	45	64	70	83	68	65	62	76	65	57	66	66	78	66	64	70	67
	Don't know	7	8	4	4	2	7	2	4	7	3	12	8	11	5	4	6	8	8	7	12	7	8	7	9	7
	NET FAVOURABILITY	-45	-42	-13	-75	-79	61	-96	-78	2	-32	-51	-75	-46	-36	-28	-58	-37	-22	-40	-44	-62	-39	-35	-49	-41

Sample size: 2071 adults in GB

Fieldwork: 15th - 16th October 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	
		Weighted Sample	2071	373	532	191	224	111	727	739	1000	1071	217	853	512	488	702	464	619	1791	99	180	491	340	251	710
Unweighted Sample		2071	334	561	206	249	107	820	720	926	1145	162	735	593	580	814	476	496	1756	126	189	479	381	183	713	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Zack Polanski																										
	Very favourable	6	5	0	7	4	2	24	7	1	5	5	10	7	4	2	5	5	4	6	2	2	7	5	6	6
	Somewhat favourable	15	14	2	20	20	2	36	18	5	13	14	29	15	12	7	16	12	11	14	11	14	13	10	19	14
	TOTAL FAVOURABLE	21	19	2	27	24	4	60	25	6	18	19	39	22	16	9	21	17	15	20	13	16	20	15	25	20
	Somewhat unfavourable	15	15	9	23	18	6	18	19	10	16	13	16	15	15	13	18	14	11	14	15	19	13	13	17	15
	Very unfavourable	35	41	71	28	35	73	9	32	63	51	32	20	30	49	61	40	44	47	42	37	36	45	46	34	41
	TOTAL UNFAVOURABLE	50	56	80	51	53	79	27	51	73	67	45	36	45	64	74	58	58	58	56	52	55	58	59	51	56
	Don't know	29	25	18	21	23	18	13	23	20	15	35	25	33	20	17	22	26	27	24	35	29	23	26	24	24
	NET FAVOURABILITY	-29	-37	-78	-24	-29	-75	33	-26	-67	-49	-26	3	-23	-48	-65	-37	-41	-43	-36	-39	-39	-38	-44	-26	-36
John Healey																										
	Very favourable	2	2	0	4	3	1	2	3	1	2	1	1	1	2	2	3	1	0	2	1	1	3	1	1	2
	Somewhat favourable	14	14	13	24	19	4	11	21	10	17	11	13	10	16	18	19	13	11	14	12	13	14	11	12	16
	TOTAL FAVOURABLE	16	16	13	28	22	5	13	24	11	19	12	14	11	18	20	22	14	11	16	13	14	17	12	13	18
	Somewhat unfavourable	13	13	21	9	13	19	10	10	21	17	10	9	10	14	20	15	13	13	14	9	11	14	16	13	12
	Very unfavourable	11	13	21	4	8	34	5	7	23	19	7	3	9	16	21	10	14	17	13	10	12	12	16	13	12
	TOTAL UNFAVOURABLE	24	26	42	13	21	53	15	17	44	36	17	12	19	30	41	25	27	30	27	19	23	26	32	26	24
	Don't know	60	58	44	59	57	42	72	58	46	46	70	75	70	52	39	53	58	58	57	68	63	57	56	61	57
	NET FAVOURABILITY	-8	-10	-29	15	1	-48	-2	7	-33	-17	-5	2	-8	-12	-21	-3	-13	-19	-11	-6	-9	-9	-20	-13	-6
Andrew Griffith																										
	Very favourable	0	1	3	1	1	0	0	1	1	1	1	0	1	0	1	1	1	0	1	0	0	1	0	1	1
	Somewhat favourable	3	3	7	2	1	7	3	2	5	4	3	1	3	3	5	4	3	3	3	2	2	2	4	4	4
	TOTAL FAVOURABLE	3	4	10	3	2	7	3	3	6	5	4	1	4	3	6	5	4	3	4	2	2	3	4	5	5
	Somewhat unfavourable	7	8	6	8	11	10	4	7	9	10	6	6	7	10	8	9	9	7	8	6	10	9	7	8	7
	Very unfavourable	6	9	6	10	8	13	7	10	10	13	5	4	9	10	10	10	6	11	9	9	12	9	8	8	9
	TOTAL UNFAVOURABLE	13	17	12	18	19	23	11	17	19	23	11	10	16	20	18	19	15	18	17	15	22	18	15	16	16
	Don't know	83	79	79	78	80	70	85	80	75	73	85	88	81	76	75	76	81	79	79	82	77	79	81	79	79
	NET FAVOURABILITY	-10	-13	-2	-15	-17	-16	-8	-14	-13	-18	-7	-9	-12	-17	-12	-14	-11	-15	-13	-13	-20	-15	-11	-11	-11
Daisy Cooper																										
	Very favourable	x	2	0	3	5	1	5	4	1	1	2	0	2	2	1	2	3	1	2	4	1	1	1	2	3
	Somewhat favourable	x	10	5	18	17	3	16	16	6	11	9	10	9	12	10	14	10	8	10	12	7	11	9	10	11
	TOTAL FAVOURABLE	x	12	5	21	22	4	21	20	7	12	11	10	11	14	11	16	13	9	12	16	8	12	10	12	14
	Somewhat unfavourable	x	7	8	8	5	10	3	6	10	9	6	4	5	9	11	9	7	7	7	6	7	9	6	7	7
	Very unfavourable	x	9	12	4	5	26	4	6	16	14	5	1	8	12	13	8	11	11	9	6	10	10	9	7	10
	TOTAL UNFAVOURABLE	x	16	20	12	10	36	7	12	26	23	11	5	13	21	24	17	18	18	16	12	17	19	15	14	17
	Don't know	x	72	74	67	67	61	71	69	66	65	78	84	76	65	66	67	70	73	71	73	75	70	74	75	70
	NET FAVOURABILITY	x	-4	-15	9	12	-32	14	8	-19	-11	0	5	-2	-7	-13	-1	-5	-9	-4	4	-9	-7	-5	-2	-3
Ed Miliband																										
	Very favourable	6	4	0	9	6	0	5	7	1	4	4	4	4	4	3	6	2	2	4	1	1	5	2	5	4
	Somewhat favourable	21	23	9	44	33	3	32	39	10	25	20	23	26	21	19	30	22	16	22	29	25	22	17	26	23
	TOTAL FAVOURABLE	27	27	9	53	39	3	37	46	11	29	24	27	30	25	22	36	24	18	26	30	26	27	19	31	27
	Somewhat unfavourable	21	21	25	20	25	15	27	21	22	18	23	14	20	24	21	20	24	21	21	17	19	17	23	21	22
	Very unfavourable	31	30	54	10	18	68	13	20	50	38	22	9	23	35	46	27	31	38	30	27	31	31	31	26	30
	TOTAL UNFAVOURABLE	52	51	79	30	43	83	40	41	72	56	45	23	43	59	67	47	55	59	51	44	50	48	54	47	52
	Don't know	21	23	11	17	18	14	23	13	17	15	31	50	28	16	10	17	21	24	23	25	24	25	26	21	21
	NET FAVOURABILITY	-25	-24	-70	23	-4	-80	-3	5	-61	-27	-21	4	-13	-34	-45	-11	-31	-41	-25	-14	-24	-21	-35	-16	-25

Sample size: 2071 adults in GB

Fieldwork: 15th - 16th October 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	
Weighted Sample		2071	373	532	191	224	111	727	739	1000	1071	217	853	512	488	702	464	619	1791	99	180	491	340	251	710	
	Unweighted Sample	2071	334	561	206	249	107	820	720	926	1145	162	735	593	580	814	476	496	1756	126	189	479	381	183	713	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Robert Jenrick	12 - 13 Jul	15 - 16 Oct																								
	Very favourable	3	3	4	1	0	10	1	0	6	3	2	0	2	3	3	2	2	4	3	1	1	3	1	3	3
	Somewhat favourable	9	9	20	3	7	25	1	4	18	13	6	2	6	12	16	9	11	11	10	10	4	9	12	7	10
	TOTAL FAVOURABLE	12	12	24	4	7	35	2	4	24	16	8	2	8	15	19	11	13	15	13	11	5	12	13	10	13
	Somewhat unfavourable	13	13	21	11	12	15	13	12	19	14	12	8	11	13	18	13	15	12	14	8	9	14	13	16	13
	Very unfavourable	27	28	15	44	37	12	48	42	18	36	20	25	24	34	29	36	25	22	28	23	31	27	26	30	28
	TOTAL UNFAVOURABLE	40	41	36	55	49	27	61	54	37	50	32	33	35	47	47	49	40	34	42	31	40	41	39	46	41
	Don't know	48	47	41	41	44	38	38	42	39	34	60	66	57	37	34	39	47	51	46	58	54	46	47	45	46
	NET FAVOURABILITY	-28	-29	-12	-51	-42	8	-59	-50	-13	-34	-24	-31	-27	-32	-28	-38	-27	-19	-29	-20	-35	-29	-26	-36	-28
	Rupert Lowe	5 - 6 Aug	15 - 16 Oct																							
Very favourable		8	7	8	2	2	28	1	1	13	10	5	6	7	9	6	4	9	10	8	6	4	9	9	2	8
Somewhat favourable		9	8	18	3	4	19	6	4	14	10	6	3	7	10	11	8	8	10	9	8	4	9	10	10	8
TOTAL FAVOURABLE		17	15	26	5	6	47	7	5	27	20	11	9	14	19	17	12	17	20	17	14	8	18	19	12	16
Somewhat unfavourable		10	9	11	8	7	13	3	8	11	10	7	4	8	9	11	9	10	9	9	6	8	11	10	9	7
Very unfavourable		27	26	17	38	35	12	37	37	17	34	18	35	24	28	23	32	21	22	25	20	34	25	21	26	27
TOTAL UNFAVOURABLE		37	35	28	46	42	25	40	45	28	44	25	39	32	37	34	41	31	31	34	26	42	36	31	35	34
Don't know		45	50	47	49	52	28	54	49	45	35	64	52	53	45	49	47	53	50	49	60	51	46	51	53	50
NET FAVOURABILITY		-20	-20	-2	-41	-36	22	-33	-40	-1	-24	-14	-30	-18	-18	-17	-29	-14	-11	-17	-12	-34	-18	-12	-23	-18
Wes Streeting		21 - 22 Jul	15 - 16 Oct																							
	Very favourable	2	1	2	2	4	1	2	2	1	1	2	0	0	2	3	2	1	1	1	1	1	2	2	1	1
	Somewhat favourable	15	15	15	24	23	8	13	22	13	15	15	7	12	17	20	20	14	13	16	13	9	14	16	15	17
	TOTAL FAVOURABLE	17	16	17	26	27	9	15	24	14	16	17	7	12	19	23	22	15	14	17	14	10	16	18	16	18
	Somewhat unfavourable	23	25	28	26	28	24	25	29	27	23	23	25	22	25	31	27	25	23	26	17	20	24	27	26	26
	Very unfavourable	21	22	29	14	15	38	21	16	29	29	14	17	20	25	24	20	22	25	21	19	26	25	20	23	20
	TOTAL UNFAVOURABLE	44	47	57	42	41	66	45	41	58	56	37	42	42	50	55	47	47	48	47	36	46	49	47	49	46
	Don't know	39	37	27	33	33	25	40	35	27	28	46	51	46	32	22	32	38	38	36	51	45	36	35	35	36
	NET FAVOURABILITY	-27	-31	-40	-16	-14	-57	-30	-17	-44	-40	-20	-35	-30	-31	-32	-25	-32	-34	-30	-22	-36	-33	-29	-33	-28

*This survey was carried out online. The figures have been weighted and are representative of all adults in GB (aged 18+).

*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.