

YouGov Survey Results

Sample Size: 2207 GB Adults
Fieldwork: 28th - 29th June 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	2207	397	567	203	238	137	775	788	1066	1141	232	909	545	521	748	494	660	1909	106	192	523	362	267	757	
Unweighted Sample	2207	341	623	220	261	137	879	801	987	1220	186	729	640	652	889	498	483	1877	126	204	545	381	178	773	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
	1 - 2 Jun	28 - 29 Jun																							
Do you have a favourable or unfavourable opinion of the following?																									
Conservative Party																									
Very favourable	5	6	23	2	3	3	1	5	9	6	6	3	3	8	11	6	7	5	6	1	4	6	8	5	7
Somewhat favourable	22	23	56	7	14	38	5	16	36	21	24	6	18	24	36	24	28	21	23	19	19	21	25	20	25
TOTAL FAVOURABLE	27	29	79	9	17	41	6	21	45	27	30	9	21	32	47	30	35	26	29	20	23	27	33	25	32
Somewhat unfavourable	25	23	12	25	34	31	19	26	22	23	23	28	25	23	18	26	23	20	23	33	19	21	25	21	24
Very unfavourable	39	39	4	63	45	24	70	48	29	44	35	51	42	38	30	38	33	41	38	37	51	43	33	43	36
TOTAL UNFAVOURABLE	64	62	16	88	79	55	89	74	51	67	58	79	67	61	48	64	56	61	61	70	70	64	58	64	60
Don't know	8	9	5	4	4	3	4	4	5	6	12	12	12	6	5	6	9	13	9	10	7	9	10	11	8
NET FAVOURABILITY	-37	-33	63	-79	-62	-14	-83	-53	-6	-40	-28	-70	-46	-29	-1	-34	-21	-35	-32	-50	-47	-37	-25	-39	-28
Labour Party																									
Very favourable	5	5	0	15	5	0	4	9	2	7	4	4	5	6	6	7	5	3	6	4	2	7	4	10	4
Somewhat favourable	23	23	4	47	36	2	33	37	9	23	23	32	24	23	19	28	23	18	23	27	24	24	21	28	22
TOTAL FAVOURABLE	28	28	4	62	41	2	37	46	11	30	27	36	29	25	35	28	21	29	31	26	31	25	38	26	
Somewhat unfavourable	22	22	22	20	31	8	42	26	16	22	22	33	25	18	17	23	19	18	22	20	27	20	24	22	22
Very unfavourable	43	41	73	13	24	87	18	23	69	42	39	19	34	47	56	36	45	49	41	39	41	40	43	30	45
TOTAL UNFAVOURABLE	65	63	95	33	55	95	60	49	85	64	61	52	59	65	73	59	64	67	63	59	68	60	67	52	67
Don't know	8	8	1	5	5	3	2	5	4	5	11	11	12	6	2	6	7	12	8	10	7	9	8	10	7
NET FAVOURABILITY	-37	-35	-91	29	-14	-93	-23	-3	-74	-34	-34	-16	-30	-36	-48	-24	-36	-46	-34	-28	-42	-29	-42	-14	-41
Liberal Democrats																									
Very favourable	6	5	1	4	31	0	2	9	1	7	3	12	4	4	4	7	5	2	6	2	2	3	4	6	8
Somewhat favourable	32	29	15	47	55	7	49	44	17	29	30	37	29	29	27	34	31	21	30	24	30	29	25	31	32
TOTAL FAVOURABLE	38	34	16	51	86	7	51	53	18	36	33	49	33	33	31	41	36	23	36	26	32	32	29	37	40
Somewhat unfavourable	25	24	37	25	8	25	25	24	29	25	23	20	23	24	27	27	21	24	24	23	28	23	24	26	23
Very unfavourable	21	24	34	11	1	60	13	11	41	30	19	13	21	29	30	21	24	32	24	35	24	27	25	14	25
TOTAL UNFAVOURABLE	46	48	71	36	9	85	38	35	70	55	42	33	44	53	57	48	45	56	48	58	52	50	49	40	48
Don't know	16	17	13	13	5	8	12	12	12	10	24	19	22	14	11	12	20	21	17	15	16	19	22	23	13
NET FAVOURABILITY	-8	-14	-55	15	77	-78	13	18	-52	-19	-9	16	-11	-20	-26	-7	-9	-33	-12	-32	-20	-18	-20	-3	-8
Reform UK																									
Very favourable	12	13	15	4	2	56	1	3	28	16	10	3	11	16	18	9	15	18	13	15	10	13	16	10	13
Somewhat favourable	16	16	32	6	5	32	1	8	27	16	15	4	14	17	23	13	15	21	16	16	16	15	17	12	17
TOTAL FAVOURABLE	28	29	47	10	7	88	2	11	55	32	25	7	25	33	41	22	30	39	29	31	26	28	33	22	30
Somewhat unfavourable	9	10	19	6	9	7	3	8	14	9	10	8	7	12	12	9	12	9	10	5	7	10	10	11	10
Very unfavourable	54	53	30	80	81	2	91	77	26	54	53	77	57	48	41	63	49	41	52	55	60	53	47	57	53
TOTAL UNFAVOURABLE	63	63	49	86	90	9	94	85	40	63	63	85	64	60	53	72	61	50	62	60	67	63	57	68	63
Don't know	9	9	4	4	2	2	3	4	5	5	12	8	12	6	5	5	9	11	9	9	8	9	11	10	7
NET FAVOURABILITY	-35	-34	-2	-76	-83	79	-92	-74	15	-31	-38	-78	-39	-27	-12	-50	-31	-11	-33	-29	-41	-35	-24	-46	-33

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Unweighted Sample	2207	341	623	220	261	137	879	801	987	1220	186	729	640	652	889	498	483	1877	126	204	545	381	178	773	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Green Party																									
Very favourable	13	11	0	14	11	1	51	16	2	12	10	31	14	6	3	13	8	7	12	8	8	12	8	19	10
Somewhat favourable	23	25	9	41	39	3	34	38	12	23	26	28	27	26	17	28	24	21	24	27	32	24	26	25	22
TOTAL FAVOURABLE	36	36	9	55	50	4	85	54	14	35	36	59	41	32	20	41	32	28	36	35	40	36	34	44	32
Somewhat unfavourable	17	18	20	20	25	13	4	19	17	17	18	15	16	18	21	20	17	18	18	11	16	16	17	20	19
Very unfavourable	34	34	58	15	19	78	6	18	57	41	26	15	27	40	47	31	33	38	33	39	32	33	34	24	37
TOTAL UNFAVOURABLE	51	52	78	35	44	91	10	37	74	58	44	30	43	58	68	51	50	56	51	50	48	49	51	44	56
Don't know	13	13	13	9	7	6	4	9	11	7	19	11	16	10	12	8	18	15	13	15	12	16	15	11	12
NET FAVOURABILITY	-15	-16	-69	20	6	-87	75	17	-60	-23	-8	29	-2	-26	-48	-10	-18	-28	-15	-15	-8	-13	-17	0	-24
Restore Britain																									
Very favourable	8	9	9	3	2	29	1	3	16	10	8	4	10	11	7	6	8	14	9	7	9	8	12	8	8
Somewhat favourable	10	10	13	4	3	29	2	4	16	12	8	5	8	11	13	7	11	13	10	13	9	10	10	6	10
TOTAL FAVOURABLE	18	19	22	7	5	58	3	7	32	22	16	9	18	22	20	13	19	27	19	20	18	18	22	14	18
Somewhat unfavourable	9	10	18	7	9	12	3	8	14	11	9	5	8	11	15	11	9	11	10	7	11	9	11	8	11
Very unfavourable	39	45	34	65	70	12	69	62	28	51	40	64	43	42	43	55	38	37	45	48	42	48	39	52	44
TOTAL UNFAVOURABLE	48	55	52	72	79	24	72	70	42	62	49	69	51	53	58	66	47	48	55	55	53	57	50	60	55
Don't know	35	26	27	22	15	18	25	23	26	17	35	21	30	26	22	21	33	25	26	25	29	24	28	27	26
NET FAVOURABILITY	-30	-36	-30	-65	-74	34	-69	-63	-10	-40	-33	-60	-33	-31	-38	-53	-28	-21	-36	-35	-35	-39	-28	-46	-37

*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.