

YouGov / Sky & iNHouse Communications Survey Results

Sample size: 722 Labour members
Fieldwork: 9th - 15th September 2026

		Age				Gender		Country			Region in England			
Total		16-39	40-64	65+	Male	Female	England	Wales	Scotland	North	Midlands	London	Rest of South	
Weighted Sample	722	206	343	173	433	289	650	36	36	217	105	116	213	
Unweighted Sample	722	122	365	235	418	304	650	36	36	223	118	94	215	
		%	%	%	%	%	%	%	%	%	%	%	%	

Do you have a favourable or unfavourable
opinion of the following?

Andy Burnham

Very favourable	62	54	66	63	65	58	63	59	45	79	61	40	62
Somewhat favourable	33	40	31	29	29	39	32	37	40	17	34	56	35
TOTAL FAVOURABLE	95	94	97	92	94	97	95	96	85	96	95	96	97
Somewhat unfavourable	3	6	1	2	3	2	3	0	4	4	3	1	2
Very unfavourable	2	0	2	3	2	1	2	5	0	1	1	4	2
TOTAL UNFAVOURABLE	5	6	3	5	5	3	5	5	4	5	4	5	4
Don't know	1	0	0	3	1	0	0	0	12	0	1	0	0
NET FAVOURABILITY	90	88	94	87	89	94	90	91	81	91	91	91	93

Keir Starmer

Very favourable	23	25	19	30	23	24	24	16	19	18	38	18	26
Somewhat favourable	47	47	50	39	45	49	48	45	30	58	27	46	48
TOTAL FAVOURABLE	70	72	69	69	68	73	72	61	49	76	65	64	74
Somewhat unfavourable	16	15	16	18	16	18	15	27	36	12	20	18	13
Very unfavourable	12	11	12	12	13	9	11	11	14	8	12	17	12
TOTAL UNFAVOURABLE	28	26	28	30	29	27	26	38	50	20	32	35	25
Don't know	2	2	2	1	2	1	2	0	2	3	4	1	0
NET FAVOURABILITY	42	46	41	39	39	46	46	23	-1	56	33	29	49

Sample size: 722 Labour members
Fieldwork: 9th - 15th September 2026

		Age				Gender		Country			Region in England			
		Total	16-39	40-64	65+	Male	Female	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	722	206	343	173	433	289	650	36	36	217	105	116	213	
Unweighted Sample	722	122	365	235	418	304	650	36	36	223	118	94	215	
		%	%	%	%	%	%	%	%	%	%	%	%	%

Rachel Reeves

Very favourable	12	9	14	11	12	13	13	19	3	14	13	10	12
Somewhat favourable	52	52	51	56	55	48	53	43	52	53	52	50	55
TOTAL FAVOURABLE	64	61	65	67	67	61	66	62	55	67	65	60	67
Somewhat unfavourable	23	26	23	20	21	26	22	27	41	22	24	24	20
Very unfavourable	8	11	8	7	9	7	9	11	3	4	8	16	9
TOTAL UNFAVOURABLE	31	37	31	27	30	33	31	38	44	26	32	40	29
Don't know	4	2	4	5	3	5	4	1	1	6	4	0	4
NET FAVOURABILITY	33	24	34	40	37	28	35	24	11	41	33	20	38

Angela Rayner

Very favourable	38	32	40	40	38	37	39	22	33	40	39	31	42
Somewhat favourable	47	50	47	43	46	49	46	62	40	47	43	58	41
TOTAL FAVOURABLE	85	82	87	83	84	86	85	84	73	87	82	89	83
Somewhat unfavourable	12	13	10	13	13	10	11	15	24	10	13	6	13
Very unfavourable	2	1	2	2	2	1	2	0	0	1	2	4	2
TOTAL UNFAVOURABLE	14	14	12	15	15	11	13	15	24	11	15	10	15
Don't know	2	3	1	2	2	3	2	1	2	2	3	1	2
NET FAVOURABILITY	71	68	75	68	69	75	72	69	49	76	67	79	68

Wes Streeting

Very favourable	12	13	12	13	12	12	12	10	28	12	17	13	7
Somewhat favourable	36	32	37	39	39	32	36	37	28	34	32	33	43
TOTAL FAVOURABLE	48	45	49	52	51	44	48	47	56	46	49	46	50
Somewhat unfavourable	30	39	26	29	31	29	31	21	24	36	24	34	28
Very unfavourable	16	14	18	14	13	19	15	29	14	10	15	19	18
TOTAL UNFAVOURABLE	46	53	44	43	44	48	46	50	38	46	39	53	46
Don't know	6	3	8	5	4	8	6	3	7	7	12	1	4
NET FAVOURABILITY	2	-8	5	9	7	-4	2	-3	18	0	10	-7	4

Sample size: 722 Labour members
Fieldwork: 9th - 15th September 2026

		Age				Gender		Country			Region in England			
		Total	16-39	40-64	65+	Male	Female	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	722	206	343	173	433	289	650	36	36	217	105	116	213	
	722	122	365	235	418	304	650	36	36	223	118	94	215	
		%	%	%	%	%	%	%	%	%	%	%	%	%

Shabana Mahmood

Very favourable	14	14	15	13	16	11	15	14	6	14	11	17	15
Somewhat favourable	42	39	42	46	49	32	41	38	60	42	58	32	38
TOTAL FAVOURABLE	56	53	57	59	65	43	56	52	66	56	69	49	53
Somewhat unfavourable	22	25	20	23	18	28	21	31	23	24	14	22	22
Very unfavourable	11	15	10	8	10	12	11	12	5	7	11	22	10
TOTAL UNFAVOURABLE	33	40	30	31	28	40	32	43	28	31	25	44	32
Don't know	11	7	13	10	7	17	11	6	5	12	6	7	16
NET FAVOURABILITY	23	13	27	28	37	3	24	9	38	25	44	5	21

Ed Miliband

Very favourable	43	41	41	47	44	41	45	34	19	49	40	39	45
Somewhat favourable	44	48	42	43	42	47	44	41	54	42	44	46	44
TOTAL FAVOURABLE	87	89	83	90	86	88	89	75	73	91	84	85	89
Somewhat unfavourable	8	8	9	6	8	7	7	18	15	3	9	9	8
Very unfavourable	3	0	3	3	4	1	2	6	13	2	1	5	1
TOTAL UNFAVOURABLE	11	8	12	9	12	8	9	24	28	5	10	14	9
Don't know	3	3	4	1	3	4	3	1	0	4	6	1	2
NET FAVOURABILITY	76	81	71	81	74	80	80	51	45	86	74	71	80

Yvette Cooper

Very favourable	29	12	35	38	26	33	28	47	36	33	24	15	31
Somewhat favourable	44	48	42	42	44	43	45	28	40	40	49	47	46
TOTAL FAVOURABLE	73	60	77	80	70	76	73	75	76	73	73	62	77
Somewhat unfavourable	17	30	11	14	21	12	17	14	24	14	18	26	14
Very unfavourable	5	6	5	4	6	5	5	10	0	4	3	8	6
TOTAL UNFAVOURABLE	22	36	16	18	27	17	22	24	24	18	21	34	20
Don't know	5	5	7	2	4	7	6	2	0	8	6	4	3
NET FAVOURABILITY	51	24	61	62	43	59	51	51	52	55	52	28	57

Sample size: 722 Labour members
Fieldwork: 9th - 15th September 2026

		Age				Gender		Country			Region in England			
		Total	16-39	40-64	65+	Male	Female	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	722	206	343	173	433	289	650	36	36	217	105	116	213	
Unweighted Sample	722	122	365	235	418	304	650	36	36	223	118	94	215	
		%	%	%	%	%	%	%	%	%	%	%	%	

David Lammy

Very favourable	8	5	9	10	7	9	8	10	7	8	7	10	6
Somewhat favourable	47	48	49	44	50	43	48	54	28	48	43	45	52
TOTAL FAVOURABLE	55	53	58	54	57	52	56	64	35	56	50	55	58
Somewhat unfavourable	27	30	26	25	26	27	27	21	33	29	26	24	26
Very unfavourable	11	12	9	12	12	9	10	14	27	3	12	18	11
TOTAL UNFAVOURABLE	38	42	35	37	38	36	37	35	60	32	38	42	37
Don't know	7	5	8	9	5	11	8	1	5	11	11	3	5
NET FAVOURABILITY	17	11	23	17	19	16	19	29	-25	24	12	13	21

Darren Jones

Very favourable	13	13	14	13	14	12	13	15	12	14	18	12	11
Somewhat favourable	26	34	20	28	29	21	27	18	26	23	27	33	27
TOTAL FAVOURABLE	39	47	34	41	43	33	40	33	38	37	45	45	38
Somewhat unfavourable	15	22	12	11	17	12	15	5	11	13	14	18	17
Very unfavourable	5	8	5	3	5	6	5	10	1	5	7	8	2
TOTAL UNFAVOURABLE	20	30	17	14	22	18	20	15	12	18	21	26	19
Don't know	41	23	49	45	35	49	39	52	50	45	34	29	42
NET FAVOURABILITY	19	17	17	27	21	15	20	18	26	19	24	19	19

John Healey

Very favourable	19	18	17	23	22	14	19	35	10	21	17	12	21
Somewhat favourable	53	59	49	54	57	47	52	45	75	47	57	64	49
TOTAL FAVOURABLE	72	77	66	77	79	61	71	80	85	68	74	76	70
Somewhat unfavourable	11	14	9	11	11	12	11	15	7	10	10	12	12
Very unfavourable	1	0	1	3	1	2	1	4	1	0	1	3	2
TOTAL UNFAVOURABLE	12	14	10	14	12	14	12	19	8	10	11	15	14
Don't know	15	8	23	9	9	25	17	1	8	21	15	10	16
NET FAVOURABILITY	60	63	56	63	67	47	59	61	77	58	63	61	56

Sample size: 722 Labour members
Fieldwork: 9th - 15th September 2026

		Age				Gender		Country			Region in England			
Total		16-39	40-64	65+	Male	Female	England	Wales	Scotland	North	Midlands	London	Rest of South	
Weighted Sample	722	206	343	173	433	289	650	36	36	217	105	116	213	
Unweighted Sample	722	122	365	235	418	304	650	36	36	223	118	94	215	
%		%	%	%	%	%	%	%	%	%	%	%	%	

Louise Haigh

Very favourable	10	8	9	15	11	9	11	4	3	10	8	11	13
Somewhat favourable	43	53	40	36	46	39	44	30	40	48	44	48	36
TOTAL FAVOURABLE	53	61	49	51	57	48	55	34	43	58	52	59	49
Somewhat unfavourable	9	11	6	11	9	9	9	9	4	6	12	12	9
Very unfavourable	3	3	3	2	3	2	3	5	1	3	3	2	2
TOTAL UNFAVOURABLE	12	14	9	13	12	11	12	14	5	9	15	14	11
Don't know	36	25	42	36	32	42	34	52	51	32	33	27	39
NET FAVOURABILITY	41	47	40	38	45	37	43	20	38	49	37	45	38

*This survey was carried out online. The figures have been weighted and are representative of all Labour members (aged 16+).

*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.