

YouGov Survey Results

Sample Size: 2287 GB Adults
Fieldwork: 10th - 11th September 2025

	Vote in 2024 GE						EU Ref 2016		Gender		Age				Social Grade		Country			Region in England			
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	2287	412	588	210	247	134	803	816	1107	1180	240	945	565	537	1304	983	1978	110	199	542	375	277	784
Unweighted Sample	2287	412	629	219	258	146	889	902	1004	1283	136	869	605	677	1412	875	1977	120	190	569	365	222	821
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

		14 - 15 Aug '25	10 - 11 Sep '25																						
Do you have a favourable or unfavourable opinion of the following?																									
Keir Starmer																									
	Very favourable	4	3	0	7	4	0	1	4	1	4	2	6	3	2	2	4	2	3	2	4	2	1	6	4
	Somewhat favourable	20	18	8	38	28	1	14	30	7	19	18	20	20	20	14	23	13	18	17	17	20	16	23	17
	TOTAL FAVOURABLE	24	21	8	45	32	1	15	34	8	23	20	26	23	22	16	27	15	21	19	21	22	17	29	21
	Somewhat unfavourable	22	24	17	29	34	8	36	30	14	23	24	33	27	19	17	25	21	23	29	25	23	22	21	24
	Very unfavourable	46	47	71	21	30	87	47	31	73	48	46	25	39	54	63	42	54	48	44	43	48	55	41	46
	TOTAL UNFAVOURABLE	68	71	88	50	64	95	83	61	87	71	70	58	66	73	80	67	75	71	73	68	71	77	62	70
	Don't know	7	8	3	5	5	4	2	6	4	6	10	15	11	5	4	6	11	8	8	11	7	6	8	9
	NET FAVOURABILITY	-44	-50	-80	-5	-32	-94	-68	-27	-79	-48	-50	-32	-43	-51	-64	-40	-60	-50	-54	-47	-49	-60	-33	-49
Kemi Badenoch																									
	Very favourable	3	2	8	0	1	3	0	1	3	3	1	2	1	2	4	2	2	2	1	3	2	2	2	2
	Somewhat favourable	18	17	47	6	7	27	4	11	30	18	16	7	9	18	34	16	18	18	13	12	14	22	15	19
	TOTAL FAVOURABLE	21	19	55	6	8	30	4	12	33	21	17	9	10	20	38	18	20	20	14	15	16	24	17	21
	Somewhat unfavourable	19	21	22	20	25	33	16	21	24	24	19	18	18	26	22	22	20	21	21	19	22	18	27	20
	Very unfavourable	33	33	7	54	46	21	62	49	21	39	28	35	37	34	24	38	27	33	38	37	36	32	34	30
	TOTAL UNFAVOURABLE	52	54	29	74	71	54	78	70	45	63	47	53	55	60	46	60	47	54	59	56	58	50	61	50
	Don't know	27	27	16	20	21	16	19	18	21	16	36	38	34	20	16	21	34	26	27	29	26	27	22	28
	NET FAVOURABILITY	-31	-35	26	-68	-63	-24	-74	-58	-12	-42	-30	-44	-45	-40	-8	-42	-27	-34	-45	-41	-42	-26	-44	-29
Nigel Farage																									
	Very favourable	11	12	19	3	3	48	0	3	26	15	10	4	7	19	20	11	14	13	15	8	13	13	9	13
	Somewhat favourable	21	18	34	7	11	39	3	9	31	20	17	8	14	21	26	16	21	18	16	18	17	20	13	20
	TOTAL FAVOURABLE	32	30	53	10	14	87	3	12	57	35	27	12	21	40	46	27	35	31	31	26	30	33	22	33
	Somewhat unfavourable	13	12	18	8	10	6	6	10	13	13	11	12	12	12	10	11	12	12	12	12	10	14	12	11
	Very unfavourable	48	49	25	77	70	3	90	74	23	48	51	61	56	43	38	56	40	49	48	47	51	47	59	47
	TOTAL UNFAVOURABLE	61	61	43	85	80	9	96	84	36	61	62	73	68	55	48	67	52	61	60	59	61	61	71	58
	Don't know	7	9	5	5	6	4	2	4	7	5	12	15	10	5	6	6	13	8	8	16	9	5	7	8
	NET FAVOURABILITY	-29	-31	10	-75	-66	78	-93	-72	21	-26	-35	-61	-47	-15	-2	-40	-17	-30	-29	-33	-31	-28	-49	-25
Ed Davey																									
	Very favourable	5	4	2	8	16	0	4	7	2	5	4	5	3	6	5	5	3	5	2	5	4	3	5	5
	Somewhat favourable	25	23	15	35	42	9	36	36	14	27	19	24	22	24	22	26	18	22	28	26	21	20	29	21
	TOTAL FAVOURABLE	30	27	17	43	58	9	40	43	16	32	23	29	25	30	27	31	21	27	30	31	25	23	34	26
	Somewhat unfavourable	17	17	27	12	13	20	20	15	21	20	14	13	14	16	24	16	18	17	17	12	18	16	14	19
	Very unfavourable	16	16	25	8	2	45	7	10	29	20	12	1	12	22	23	15	18	16	18	12	19	18	11	15
	TOTAL UNFAVOURABLE	33	33	52	20	15	65	27	25	50	40	26	14	26	38	47	31	36	33	35	24	37	34	25	34
	Don't know	38	40	32	38	26	26	34	32	33	28	51	56	48	32	27	38	43	40	35	46	38	42	41	39
	NET FAVOURABILITY	-3	-6	-35	23	43	-56	13	18	-34	-8	-3	15	-1	-8	-20	0	-15	-6	-5	7	-12	-11	9	-8

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		Vote in 2024 GE						EU Ref 2016		Gender		Age				Social Grade		Country			Region in England			
		Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	Unweighted Sample	2287	412	588	210	247	134	803	816	1107	1180	240	945	565	537	1304	983	1978	110	199	542	375	277	784
		2287	412	629	219	258	146	889	902	1004	1283	136	869	605	677	1412	875	1977	120	190	569	365	222	821
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Very favourable	2	4	0	5	3	0	28	6	1	5	3	11	5	3	2	5	3	4	2	2	5	3	8	3
Somewhat favourable	4	6	1	10	8	1	16	9	3	8	5	8	7	5	5	7	5	6	7	8	7	4	9	6
TOTAL FAVOURABLE	6	10	1	15	11	1	44	15	4	13	8	19	12	8	7	12	8	10	9	10	12	7	17	9
Somewhat unfavourable	5	7	8	8	7	10	5	7	8	9	5	7	6	7	9	6	7	7	4	6	6	8	9	7
Very unfavourable	7	13	19	8	7	29	4	9	21	17	8	5	9	17	18	13	12	13	19	7	13	14	13	12
TOTAL UNFAVOURABLE	12	20	27	16	14	39	9	16	29	26	13	12	15	24	27	19	19	20	23	13	19	22	22	19
Don't know	82	70	72	69	75	60	46	68	68	61	79	69	74	68	67	69	72	70	69	76	69	72	61	72
NET FAVOURABILITY	-6	-10	-26	-1	-3	-38	35	-1	-25	-13	-5	7	-3	-16	-20	-7	-11	-10	-14	-3	-7	-15	-5	-10
Very favourable	10	11	1	16	10	2	42	14	4	11	10	22	13	8	3	12	9	11	9	11	11	10	17	9
Somewhat favourable	16	17	4	33	17	4	24	24	8	16	17	28	21	11	8	19	13	16	20	18	21	15	20	13
TOTAL FAVOURABLE	26	28	5	49	27	6	66	38	12	27	27	50	34	19	11	31	22	27	29	29	32	25	37	22
Somewhat unfavourable	19	17	14	19	25	8	14	22	11	15	18	15	17	18	15	17	16	16	23	17	13	19	18	17
Very unfavourable	42	42	75	24	38	80	10	32	69	47	37	7	30	54	66	41	43	43	38	38	40	46	32	47
TOTAL UNFAVOURABLE	61	59	89	43	63	88	24	54	80	62	55	22	47	72	81	58	59	59	61	55	53	65	50	64
Don't know	13	14	6	8	10	6	10	8	8	11	17	27	17	9	7	10	19	14	10	16	15	10	14	15
NET FAVOURABILITY	-35	-31	-84	6	-36	-82	42	-16	-68	-35	-28	28	-13	-53	-70	-27	-37	-32	-32	-26	-21	-40	-13	-42
Very favourable	6	6	1	8	6	2	26	8	2	6	6	15	7	5	1	7	5	6	4	7	6	8	12	3
Somewhat favourable	8	7	3	12	9	2	20	11	2	8	7	16	8	5	4	9	6	7	5	8	8	5	10	7
TOTAL FAVOURABLE	14	13	4	20	15	4	46	19	4	14	13	31	15	10	5	16	11	13	9	15	14	13	22	10
Somewhat unfavourable	9	9	12	11	14	7	3	10	9	12	6	10	8	9	10	9	9	9	6	10	8	9	11	9
Very unfavourable	17	17	24	12	8	43	6	12	29	23	12	6	14	22	23	18	16	17	23	10	19	19	19	15
TOTAL UNFAVOURABLE	26	26	36	23	22	50	9	22	38	35	18	16	22	31	33	27	25	26	29	20	27	28	30	24
Don't know	60	61	61	57	64	46	44	59	58	52	69	53	63	60	62	57	65	60	62	65	59	60	49	65
NET FAVOURABILITY	-12	-13	-32	-3	-7	-46	37	-3	-34	-21	-5	15	-7	-21	-28	-11	-14	-13	-20	-5	-13	-15	-8	-14
Very favourable	4	5	0	13	6	1	7	9	2	6	4	6	4	8	5	6	4	5	3	6	7	3	4	5
Somewhat favourable	17	14	5	28	21	1	27	23	5	16	12	19	15	13	11	17	9	14	12	17	14	12	19	13
TOTAL FAVOURABLE	21	19	5	41	27	2	34	32	7	22	16	25	19	21	16	23	13	19	15	23	21	15	23	18
Somewhat unfavourable	19	20	17	23	26	10	32	24	15	20	20	24	22	18	18	21	19	20	20	20	19	23	20	19
Very unfavourable	34	39	67	18	29	82	19	28	65	41	37	9	31	47	58	38	41	40	41	32	42	43	30	40
TOTAL UNFAVOURABLE	53	59	84	41	55	92	51	52	80	61	57	33	53	65	76	59	60	60	61	52	61	66	50	59
Don't know	26	22	11	18	18	6	15	16	12	16	27	42	29	14	9	18	26	21	24	25	19	18	27	23
NET FAVOURABILITY	-32	-40	-79	0	-28	-90	-17	-20	-73	-39	-41	-8	-34	-44	-60	-36	-47	-41	-46	-29	-40	-51	-27	-41

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Weighted Sample
Unweighted Sample

	Vote in 2024 GE						EU Ref 2016		Gender		Age				Social Grade		Country			Region in England			
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	2287	412	588	210	247	134	803	816	1107	1180	240	945	565	537	1304	983	1978	110	199	542	375	277	784
Unweighted Sample	2287	412	629	219	258	146	889	902	1004	1283	136	869	605	677	1412	875	1977	120	190	569	365	222	821
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Rachel Reeves

Very favourable	2	1	1	2	3	1	0	2	1	1	1	2	1	2	2	1	1	1	0	2	0	1	1	3
Somewhat favourable	14	13	4	27	19	2	16	21	5	15	10	14	13	14	10	15	9	13	8	14	14	11	15	12
TOTAL FAVOURABLE	16	14	5	29	22	3	16	23	6	16	11	16	14	16	12	16	10	14	8	16	14	12	16	15
Somewhat unfavourable	21	20	20	25	28	8	25	26	15	21	20	23	22	21	16	23	17	20	25	21	20	20	22	20
Very unfavourable	42	43	67	21	28	80	39	31	67	46	39	17	35	50	61	40	47	43	43	40	43	48	37	43
TOTAL UNFAVOURABLE	63	63	87	46	56	88	64	57	82	67	59	40	57	71	77	63	64	63	68	61	63	68	59	63
Don't know	20	23	9	24	23	9	21	20	12	16	29	44	30	14	10	21	26	23	25	23	22	20	25	23
NET FAVOURABILITY	-47	-49	-82	-17	-34	-85	-48	-34	-76	-51	-48	-24	-43	-55	-65	-47	-54	-49	-60	-45	-49	-56	-43	-48

Mel Stride

Very favourable	1	0	2	0	0	1	0	0	1	1	0	0	0	0	2	1	0	1	0	0	1	0	0	1
Somewhat favourable	6	6	12	4	7	9	2	5	7	9	3	6	3	7	8	6	6	6	5	5	2	6	8	7
TOTAL FAVOURABLE	7	6	14	4	7	10	2	5	8	10	3	6	3	7	10	7	6	7	5	5	3	6	8	8
Somewhat unfavourable	10	8	11	10	9	13	8	11	10	11	6	4	8	8	11	9	8	9	7	7	8	10	10	8
Very unfavourable	10	11	9	12	10	18	10	11	15	16	8	5	9	15	14	11	12	11	9	14	14	10	11	10
TOTAL UNFAVOURABLE	20	19	20	22	19	31	18	22	25	27	14	9	17	23	25	20	20	20	16	21	22	20	21	18
Don't know	73	74	66	74	73	61	80	73	67	64	84	85	79	69	65	74	74	74	79	75	76	74	71	73
NET FAVOURABILITY	-13	-13	-6	-18	-12	-21	-16	-17	-17	-17	-11	-3	-14	-16	-15	-13	-14	-13	-11	-16	-19	-14	-13	-10

David Lammy

Very favourable	1	2	1	3	2	0	0	2	0	2	1	4	1	1	1	2	1	2	1	1	2	1	1	2
Somewhat favourable	13	12	6	21	28	2	12	21	5	14	10	11	11	13	12	14	9	12	10	11	10	10	16	13
TOTAL FAVOURABLE	14	14	7	24	30	2	12	23	5	16	11	15	12	14	13	16	10	14	11	12	12	11	17	15
Somewhat unfavourable	19	18	24	21	18	13	21	22	17	21	15	11	15	20	22	19	16	18	12	20	16	20	16	18
Very unfavourable	25	27	37	12	13	67	26	16	45	33	21	11	21	33	36	25	29	27	27	23	29	30	26	25
TOTAL UNFAVOURABLE	44	45	61	33	31	80	47	38	62	54	36	22	36	53	58	44	45	45	39	43	45	50	42	43
Don't know	42	43	31	43	39	19	41	38	31	31	54	62	52	32	28	40	46	42	49	44	44	38	41	43
NET FAVOURABILITY	-30	-31	-54	-9	-1	-78	-35	-15	-57	-38	-25	-7	-24	-39	-45	-28	-35	-31	-28	-31	-33	-39	-25	-28

13 - 14
Jul '25
10 - 11
Sep '25

Yvette Cooper

Very favourable	3	3	0	7	6	0	3	6	1	3	3	2	3	3	3	4	1	3	3	3	2	2	1	4
Somewhat favourable	14	13	11	24	24	4	10	22	8	16	11	8	11	16	16	15	11	13	13	15	12	12	18	13
TOTAL FAVOURABLE	17	16	11	31	30	4	13	28	9	19	14	10	14	19	19	19	12	16	16	18	14	14	19	17
Somewhat unfavourable	17	18	29	17	20	17	19	21	21	21	16	9	15	21	26	19	17	18	20	17	21	20	13	17
Very unfavourable	22	22	32	10	13	57	23	14	39	28	17	10	17	29	31	20	25	23	24	19	24	27	20	21
TOTAL UNFAVOURABLE	39	40	61	27	33	74	42	35	60	49	33	19	32	50	57	39	42	41	44	36	45	47	33	38
Don't know	45	43	27	41	38	21	45	37	31	32	53	70	54	31	24	41	46	43	39	45	41	40	48	45
NET FAVOURABILITY	-22	-24	-50	4	-3	-70	-29	-7	-51	-30	-19	-9	-18	-31	-38	-20	-30	-25	-28	-18	-31	-33	-14	-21

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Unweighted Sample	2287	412	629	219	258	146	889	902	1004	1283	136	869	605	677	1412	875	1977	120	190	569	365	222	821
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	16 - 17 Mar '25	10 - 11 Sep '25																						
Shabana Mahmood																								
Very favourable	1	1	0	3	2	0	1	2	1	1	1	5	1	1	1	2	1	1	3	0	2	1	2	1
Somewhat favourable	5	8	6	13	13	4	7	12	6	9	6	3	6	9	12	8	6	8	4	6	7	8	10	8
TOTAL FAVOURABLE	6	9	6	16	15	4	8	14	7	10	7	8	7	10	13	10	7	9	7	6	9	9	12	9
Somewhat unfavourable	8	11	19	9	12	13	14	12	13	14	8	12	9	11	14	12	10	12	5	8	12	14	13	11
Very unfavourable	15	18	21	7	9	48	13	11	30	23	12	4	16	24	20	16	20	18	24	15	22	17	16	16
TOTAL UNFAVOURABLE	23	29	40	16	21	61	27	23	43	37	20	16	25	35	34	28	30	30	29	23	34	31	29	27
Don't know	72	62	53	67	64	34	65	64	50	52	71	76	68	55	53	62	62	61	65	71	58	61	60	64
NET FAVOURABILITY	-17	-20	-34	0	-6	-57	-19	-9	-36	-27	-13	-8	-18	-25	-21	-18	-23	-21	-22	-17	-25	-22	-17	-18

		13 - 14 May '25	10 - 11 Sep '25																							
Bridget Phillipson																										
	Very favourable	1	1	1	3	1	1	0	2	1	2	1	2	1	1	2	2	1	1	0	1	1	1	2		
	Somewhat favourable	5	6	4	11	12	2	5	10	3	8	5	6	5	6	8	8	4	6	6	5	6	4	10	6	
	TOTAL FAVOURABLE	6	7	5	14	13	3	5	12	4	10	6	8	6	7	10	10	5	7	7	5	7	5	11	8	
	Somewhat unfavourable	8	9	16	9	13	9	11	12	11	12	7	5	9	9	13	10	9	10	6	9	11	11	8	9	
	Very unfavourable	12	13	18	6	6	32	10	9	21	16	10	6	10	16	17	12	14	13	14	8	14	14	12	12	
	TOTAL UNFAVOURABLE	20	22	34	15	19	41	21	21	32	28	17	11	19	25	30	22	23	23	20	17	25	25	20	21	
	Don't know	74	71	62	72	68	55	73	68	64	62	79	81	76	68	60	69	73	70	73	78	67	71	68	71	
	NET FAVOURABILITY	-14	-15	-29	-1	-6	-38	-16	-9	-28	-18	-11	-3	-13	-18	-20	-12	-18	-16	-13	-12	-18	-20	-9	-13	

NET FAVOURABILITY		10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	
Very favourable	x	1	0	1	1	2	0	1	1	1	0	2	0	1	1	1	1	0	0	1	0	1	1	
Somewhat favourable	x	4	4	8	8	2	5	7	4	5	3	1	3	5	7	5	4	4	2	5	4	3	5	5
TOTAL FAVOURABLE	x	5	4	9	9	4	5	8	5	6	3	3	3	6	8	6	5	5	2	5	5	3	6	6
Somewhat unfavourable	x	8	11	7	8	9	7	8	8	10	5	7	7	6	10	8	7	8	7	5	8	9	9	7
Very unfavourable	x	10	14	5	5	24	6	6	18	13	8	4	7	13	14	9	12	10	11	7	13	9	10	9
TOTAL UNFAVOURABLE	x	18	25	12	13	33	13	14	26	23	13	11	14	19	24	17	19	18	18	12	21	18	19	16
Don't know	x	77	71	79	79	64	82	78	70	71	84	86	83	74	68	78	77	77	80	81	74	78	75	78
NET FAVOURABILITY	x	-13	-21	-3	-4	-29	-8	-6	-21	-17	-10	-8	-11	-13	-16	-11	-14	-13	-16	-7	-16	-15	-13	-10

YouGov Survey Results

Sample Size: 2287 GB Adults

Fieldwork: 10th - 11th September 2025

	Vote in 2024 GE						EU Ref 2016		Gender		Age				Social Grade		Country			Region in England			
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	2287	412	588	210	247	134	803	816	1107	1180	240	945	565	537	1304	983	1978	110	199	542	375	277	784
Unweighted Sample	2287	412	629	219	258	146	889	902	1004	1283	136	869	605	677	1412	875	1977	120	190	569	365	222	821
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	13 - 14 Jul '25	10 - 11 Sep '25																							
Richard Tice																									
Very favourable	4	4	6	2	0	22	0	1	10	5	4	0	1	8	8	4	4	4	5	2	4	4	3	6	
Somewhat favourable	7	7	12	2	7	25	1	3	14	10	4	2	5	8	12	7	8	7	12	4	7	8	7	7	
TOTAL FAVOURABLE	11	11	18	4	7	47	1	4	24	15	8	2	6	16	20	11	12	11	17	6	11	12	10	13	
Somewhat unfavourable	7	6	9	6	6	6	5	6	8	8	5	7	5	8	8	6	6	7	3	7	6	7	7	7	
Very unfavourable	20	20	14	29	33	7	37	31	14	28	13	19	19	23	21	23	17	21	15	20	22	22	22	19	
TOTAL UNFAVOURABLE	27	26	23	35	39	13	42	37	22	36	18	26	24	31	29	29	23	28	18	27	28	29	29	26	
Don't know	63	62	59	61	54	40	56	58	55	48	74	72	70	54	51	60	64	61	66	67	62	59	61	61	
NET FAVOURABILITY	-16	-15	-5	-31	-32	34	-41	-33	2	-21	-10	-24	-18	-15	-9	-18	-11	-17	-1	-21	-17	-17	-19	-13	

*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.