

YouGov Survey Results

Sample Size: 2076 Adults in GB
Fieldwork: 10th - 11th March 2025

	Vote in 2024 GE				EU Ref 2016		Gender		Age				Social Grade		Country			Region in England					
	Total	Con	Lab	Lib Dem	Reform UK	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South	
Weighted Sample	2076	374	534	191	224	729	741	1005	1071	218	857	513	488	1183	893	1796	100	181	492	340	251	712	
Unweighted Sample	2076	368	566	210	252	874	778	934	1142	125	770	562	619	1276	800	1778	111	187	507	351	191	729	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	4 - 5 Mar '25	10 - 11 Mar '25																					
Do you have a favourable or unfavourable opinion of the following?																							
Labour party																							
Very favourable	6	6	2	14	2	0	9	3	6	5	6	7	5	3	6	5	6	6	3	6	4	12	4
Somewhat favourable	26	25	3	50	35	1	38	10	26	24	33	31	23	12	29	20	25	21	27	29	21	26	23
TOTAL FAVOURABLE	32	31	5	64	37	1	47	13	32	29	39	38	28	15	35	25	31	27	30	35	25	38	27
Somewhat unfavourable	23	22	19	20	37	13	25	17	19	25	27	24	19	19	24	20	21	22	29	21	20	21	22
Very unfavourable	37	39	70	12	23	83	22	65	44	35	18	28	47	62	34	46	40	38	37	37	42	35	42
TOTAL UNFAVOURABLE	60	61	89	32	60	96	47	82	63	60	45	52	66	81	58	66	61	60	66	58	62	56	64
Don't know	9	8	6	4	3	3	6	5	5	11	16	10	6	4	7	10	8	13	4	7	12	6	8
NET FAVOURABILITY	-28	-30	-84	32	-23	-95	0	-69	-31	-31	-6	-14	-38	-66	-23	-41	-30	-33	-36	-23	-37	-18	-37
Conservative party																							
Very favourable	5	4	19	1	3	1	4	8	4	5	3	3	5	7	4	4	5	3	1	4	3	5	6
Somewhat favourable	19	21	59	7	13	24	14	33	20	21	13	14	22	34	19	22	21	14	16	17	26	18	23
TOTAL FAVOURABLE	24	25	78	8	16	25	18	41	24	26	16	17	27	41	23	26	26	17	17	21	29	23	29
Somewhat unfavourable	23	24	15	23	35	37	27	24	24	24	20	24	24	25	27	20	25	17	17	27	23	25	25
Very unfavourable	45	43	3	66	43	33	51	30	45	40	48	50	42	29	42	43	40	58	61	45	35	46	36
TOTAL UNFAVOURABLE	68	67	18	89	78	70	78	54	69	64	68	74	66	54	69	63	65	75	78	72	58	71	61
Don't know	8	8	5	4	5	5	4	6	7	10	16	9	7	5	8	10	9	8	4	7	12	6	10
NET FAVOURABILITY	-44	-42	60	-81	-62	-45	-60	-13	-45	-38	-52	-57	-39	-13	-46	-37	-39	-58	-61	-51	-29	-48	-32
Reform UK																							
Very favourable	11	11	12	4	4	49	4	21	14	7	5	8	11	18	9	13	11	17	8	12	12	7	11
Somewhat favourable	17	17	32	8	5	39	8	31	19	16	10	13	22	23	15	21	18	16	10	19	19	20	17
TOTAL FAVOURABLE	28	28	44	12	9	88	12	52	33	23	15	21	33	41	24	34	29	33	18	31	31	27	28
Somewhat unfavourable	13	12	21	9	20	5	12	16	12	13	11	12	11	15	13	11	13	11	12	13	11	12	14
Very unfavourable	48	47	25	74	68	5	69	24	47	48	57	53	44	35	52	40	47	42	57	47	41	51	48
TOTAL UNFAVOURABLE	61	59	46	83	88	10	81	40	59	61	68	65	55	50	65	51	60	53	69	60	52	63	62
Don't know	12	12	10	6	4	2	8	8	9	16	17	14	11	9	11	14	12	14	12	10	18	11	11
NET FAVOURABILITY	-33	-31	-2	-71	-79	78	-69	12	-26	-38	-53	-44	-22	-9	-41	-17	-31	-20	-51	-29	-21	-36	-34
Liberal Democrats																							
Very favourable	4	5	0	6	25	0	8	2	7	4	8	6	4	4	5	5	6	3	5	3	4	7	8
Somewhat favourable	33	33	29	48	62	9	47	24	32	35	37	35	33	30	37	29	33	27	38	32	27	37	36
TOTAL FAVOURABLE	37	38	29	54	87	9	55	26	39	39	45	41	37	34	42	34	39	30	43	35	31	44	44
Somewhat unfavourable	24	23	34	22	7	30	24	27	24	22	23	21	25	25	23	24	23	30	18	27	27	19	21
Very unfavourable	21	20	25	10	3	53	10	33	27	14	8	16	23	30	18	24	20	20	22	21	21	19	19
TOTAL UNFAVOURABLE	45	43	59	32	10	83	34	60	51	36	31	37	48	55	41	48	43	50	40	48	48	38	40
Don't know	18	18	12	14	3	9	12	13	10	25	24	22	15	11	17	18	18	19	17	18	21	18	16
NET FAVOURABILITY	-8	-5	-30	22	77	-74	21	-34	-12	3	14	4	-11	-21	1	-14	-4	-20	3	-13	-17	6	4

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Weighted Sample	2076	374	534	191	224		729	741	1005	1071	218	857	513	488	1183	893	1796	100	181	492	340	251	712
Unweighted Sample	2076	368	566	210	252		874	778	934	1142	125	770	562	619	1276	800	1778	111	187	507	351	191	729
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Green party																							
Very favourable	9	8	1	10	9	0	12	3	7	10	14	10	7	3	8	8	8	9	5	9	9	8	8
Somewhat favourable	31	31	20	45	48	12	43	21	27	35	35	37	29	22	33	29	32	15	32	32	26	36	34
TOTAL FAVOURABLE	40	39	21	55	57	12	55	24	34	45	49	47	36	25	41	37	40	24	37	41	35	44	42
Somewhat unfavourable	20	19	27	17	20	20	18	21	21	16	17	16	17	26	20	17	18	27	20	18	18	22	17
Very unfavourable	21	22	37	11	9	55	12	37	29	15	13	16	26	32	20	24	21	25	30	19	24	17	22
TOTAL UNFAVOURABLE	41	41	64	28	29	75	30	58	50	31	30	32	43	58	40	41	39	52	50	37	42	39	39
Don't know	19	20	15	16	14	13	14	18	15	24	21	21	21	16	19	22	20	24	12	23	24	16	19
NET FAVOURABILITY	-1	-2	-43	27	28	-63	25	-34	-16	14	19	15	-7	-33	1	-4	1	-28	-13	4	-7	5	3
Scottish National Party (SNP)																							
		16 - 17 Feb '25	10 - 11 Mar '25																				
Very favourable	1	2	1	1	1	0	3	1	2	2	1	3	1	1	2	2	1	2	9	0	0	2	2
Somewhat favourable	12	13	2	17	14	4	19	5	14	11	21	15	10	9	15	10	11	16	29	11	10	17	10
TOTAL FAVOURABLE	13	15	3	18	15	4	22	6	16	13	22	18	11	10	17	12	12	18	38	11	10	19	12
Somewhat unfavourable	21	20	23	26	27	18	25	19	20	19	18	19	21	20	22	17	20	22	19	22	18	17	20
Very unfavourable	30	30	45	20	18	60	20	45	41	19	17	23	35	41	30	30	29	26	38	29	31	25	29
TOTAL UNFAVOURABLE	51	50	68	46	45	78	45	64	61	38	35	42	56	61	52	47	49	48	57	51	49	42	49
Don't know	36	36	28	37	40	18	33	30	22	49	43	40	33	29	32	41	39	33	4	39	41	39	39
NET FAVOURABILITY	-38	-35	-65	-28	-30	-74	-23	-58	-45	-25	-13	-24	-45	-51	-35	-35	-37	-30	-19	-40	-39	-23	-37
Keir Starmer		4 - 5 Mar '25	10 - 11 Mar '25																				
Very favourable	6	6	2	14	5	0	10	3	6	5	2	7	7	3	6	5	5	4	7	5	6	9	5
Somewhat favourable	25	24	9	46	39	5	36	12	26	23	32	30	22	15	29	19	25	19	18	28	24	25	25
TOTAL FAVOURABLE	31	30	11	60	44	5	46	15	32	28	34	37	29	18	35	24	30	23	25	33	30	34	30
Somewhat unfavourable	23	23	23	21	31	16	24	19	21	25	29	24	19	22	25	20	22	25	28	19	21	25	24
Very unfavourable	36	39	62	14	21	77	24	62	42	36	18	30	46	57	33	46	39	41	40	42	38	35	38
TOTAL UNFAVOURABLE	59	62	85	35	52	93	48	81	63	61	47	54	65	79	58	66	61	66	68	61	59	60	62
Don't know	9	8	4	5	4	2	6	4	5	11	20	9	6	3	7	10	8	11	7	7	12	6	8
NET FAVOURABILITY	-28	-32	-74	25	-8	-88	-2	-66	-31	-33	-13	-17	-36	-61	-23	-42	-31	-43	-43	-28	-29	-26	-32
Kemi Badenoch																							
Very favourable	2	2	8	1	1	1	2	4	3	2	1	3	2	3	2	2	3	2	1	2	2	2	3
Somewhat favourable	17	14	40	5	12	23	11	24	15	14	11	8	16	26	14	16	15	10	11	12	17	14	17
TOTAL FAVOURABLE	19	16	48	6	13	24	13	28	18	16	12	11	18	29	16	18	18	12	12	14	19	16	20
Somewhat unfavourable	19	19	21	20	29	26	21	21	21	18	17	16	20	27	20	19	20	14	18	18	21	19	21
Very unfavourable	30	31	7	49	31	26	39	23	38	25	34	35	31	24	34	29	31	36	38	34	27	36	28
TOTAL UNFAVOURABLE	49	50	28	69	60	52	60	44	59	43	51	51	51	51	54	48	51	50	56	52	48	55	49
Don't know	32	32	24	25	28	24	26	28	23	41	38	38	31	21	30	35	32	39	32	34	33	29	31
NET FAVOURABILITY	-30	-34	20	-63	-47	-28	-47	-16	-41	-27	-39	-40	-33	-22	-38	-30	-33	-38	-44	-38	-29	-39	-29

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Unweighted Sample	2076	368	566	210	252		874	778	934	1142	125	770	562	619	1276	800	1778	111	187	507	351	191	729
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Nigel Farage																							
Very favourable	10	9	13	3	4	36	3	18	12	6	3	6	10	16	8	10	9	16	5	9	9	9	9
Somewhat favourable	16	16	29	8	5	37	7	29	19	14	8	12	21	22	13	21	17	13	11	19	19	18	15
TOTAL FAVOURABLE	26	25	42	11	9	73	10	47	31	20	11	18	31	38	21	31	26	29	16	28	28	27	24
Somewhat unfavourable	16	15	22	9	15	13	12	18	14	16	16	13	14	18	15	15	15	13	14	18	13	12	15
Very unfavourable	49	52	30	76	73	10	73	29	50	53	57	60	48	39	57	44	50	51	65	47	46	56	53
TOTAL UNFAVOURABLE	65	67	52	85	88	23	85	47	64	69	73	73	62	57	72	59	65	64	79	65	59	68	68
Don't know	9	8	6	4	3	4	4	6	5	11	16	9	7	5	7	10	9	7	6	7	14	5	9
NET FAVOURABILITY	-39	-42	-10	-74	-79	50	-75	0	-33	-49	-62	-55	-31	-19	-51	-28	-39	-35	-63	-37	-31	-41	-44
Ed Davey																							
Very favourable	3	5	1	7	16	0	7	3	6	4	8	5	5	4	5	4	5	3	4	3	4	9	6
Somewhat favourable	22	21	21	32	41	10	32	16	25	17	19	20	20	25	23	18	21	19	24	20	20	22	22
TOTAL FAVOURABLE	25	26	22	39	57	10	39	19	31	21	27	25	25	29	28	22	26	22	28	23	24	31	28
Somewhat unfavourable	15	16	26	14	12	19	15	20	18	14	13	13	18	21	16	16	17	12	13	17	19	14	16
Very unfavourable	16	15	21	7	6	38	7	27	22	9	4	12	17	24	14	17	15	15	17	16	15	12	16
TOTAL UNFAVOURABLE	31	31	47	21	18	57	22	47	40	23	17	25	35	45	30	33	32	27	30	33	34	26	32
Don't know	43	43	32	39	25	33	39	34	29	56	57	50	40	26	41	44	42	51	42	44	42	43	40
NET FAVOURABILITY	-6	-5	-25	18	39	-47	17	-28	-9	-2	10	0	-10	-16	-2	-11	-6	-5	-2	-10	-10	5	-4
Angela Rayner																							
Very favourable	5	5	1	13	5	0	9	2	5	4	2	6	6	3	5	4	5	4	3	6	5	7	3
Somewhat favourable	17	19	5	37	30	1	30	8	22	17	22	23	18	12	21	17	19	10	22	21	14	24	19
TOTAL FAVOURABLE	22	24	6	50	35	1	39	10	27	21	24	29	24	15	26	21	24	14	25	27	19	31	22
Somewhat unfavourable	17	16	21	14	22	12	18	16	17	16	19	16	17	16	17	16	17	15	14	17	18	16	16
Very unfavourable	33	32	57	10	23	71	18	54	37	27	12	20	38	54	30	35	32	31	27	31	35	28	34
TOTAL UNFAVOURABLE	50	48	78	24	45	83	36	70	54	43	31	36	55	70	47	51	49	46	41	48	53	44	50
Don't know	29	28	17	26	20	16	24	20	19	36	44	35	22	15	28	28	27	39	34	25	29	25	28
NET FAVOURABILITY	-28	-24	-72	26	-10	-82	3	-60	-27	-22	-7	-7	-31	-55	-21	-30	-25	-32	-16	-21	-34	-13	-28
Rachel Reeves																							
Very favourable	2	2	2	4	2	0	4	1	3	1	0	2	2	2	2	2	2	1	1	2	1	2	2
Somewhat favourable	15	14	3	29	22	1	22	7	17	11	17	17	13	8	16	12	15	7	13	18	12	16	13
TOTAL FAVOURABLE	17	16	5	33	24	1	26	8	20	12	17	19	15	10	18	14	17	8	14	20	13	18	15
Somewhat unfavourable	19	20	18	23	32	11	25	16	20	19	18	23	18	15	21	17	19	21	23	19	19	19	20
Very unfavourable	37	39	63	21	28	77	26	59	44	34	20	26	46	64	35	44	39	42	38	38	41	35	40
TOTAL UNFAVOURABLE	56	59	81	44	60	88	51	75	64	53	38	49	64	79	56	61	58	63	61	57	60	54	60
Don't know	27	25	13	24	17	11	23	17	16	34	45	32	20	11	26	25	25	29	25	22	27	28	26
NET FAVOURABILITY	-39	-43	-76	-11	-36	-87	-25	-67	-44	-41	-21	-30	-49	-69	-38	-47	-41	-55	-47	-37	-47	-36	-45

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Unweighted Sample	2076	368	566	210	252	874	778	934	1142	125	770	562	619	1276	800	1778	111	187	507	351	191	729	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Mel Stride	8 - 9		10 - 11																			
	Jan '25	Mar '25																				
Very favourable	1	1	2	0	0	0	1	0	1	0	1	1	0	0	0	1	0	0	0	1	1	1
Somewhat favourable	5	4	6	3	6	8	4	5	6	3	5	3	4	6	4	4	5	0	2	5	4	5
TOTAL FAVOURABLE	6	5	8	3	6	8	5	5	7	3	6	4	4	6	4	5	5	0	2	5	5	6
Somewhat unfavourable	8	8	10	9	8	9	10	8	10	6	6	7	6	12	9	7	8	5	9	7	7	11
Very unfavourable	9	12	9	11	10	19	11	17	16	8	6	11	15	15	11	15	12	14	16	12	10	10
TOTAL UNFAVOURABLE	17	20	19	20	18	28	21	25	26	14	12	18	21	27	20	22	20	19	25	19	17	21
Don't know	77	75	72	77	76	63	75	70	66	83	82	78	74	68	76	73	75	81	73	75	78	72
NET FAVOURABILITY	-11	-15	-11	-17	-12	-20	-16	-20	-19	-11	-6	-14	-17	-21	-16	-17	-14	-19	-23	-14	-12	-15

Robert Jenrick	8 - 10		10 - 11																			
	Nov '24	Mar '25																				
Very favourable	2	3	5	1	0	6	2	4	4	2	3	3	2	3	3	2	3	2	0	2	3	5
Somewhat favourable	12	9	22	2	5	26	5	16	11	7	9	5	8	19	9	10	10	10	6	9	11	10
TOTAL FAVOURABLE	14	12	27	3	5	32	7	20	15	9	12	8	10	22	12	12	13	12	6	11	14	12
Somewhat unfavourable	14	12	15	14	16	13	15	13	13	11	8	11	13	15	13	11	12	11	12	10	14	15
Very unfavourable	19	20	9	30	25	11	26	17	27	13	17	19	26	17	20	19	19	18	27	20	17	20
TOTAL UNFAVOURABLE	33	32	24	44	41	24	41	30	40	24	25	30	39	32	33	30	31	29	39	30	31	31
Don't know	54	56	49	54	54	44	52	50	45	67	64	63	52	47	55	58	56	59	55	59	56	50
NET FAVOURABILITY	-19	-20	3	-41	-36	8	-34	-10	-25	-15	-13	-22	-29	-10	-21	-18	-18	-17	-33	-19	-17	-20

Richard Tice	19-20		10 - 11																			
	Jun '24	Mar '25																				
Very favourable	4	3	4	0	1	18	1	7	5	2	3	1	4	6	3	4	3	3	2	3	4	3
Somewhat favourable	7	7	12	3	1	26	3	13	11	3	5	6	6	11	6	8	8	5	4	8	8	8
TOTAL FAVOURABLE	11	10	16	3	2	44	4	20	16	5	8	7	10	17	9	12	11	8	6	11	12	11
Somewhat unfavourable	6	7	11	7	6	7	7	9	8	5	5	6	6	9	7	6	7	6	5	5	8	13
Very unfavourable	19	20	11	27	29	9	26	14	27	13	20	20	20	18	20	19	19	14	29	18	16	19
TOTAL UNFAVOURABLE	25	27	22	34	35	16	33	23	35	18	25	26	26	27	27	25	26	20	34	23	24	32
Don't know	64	63	63	63	62	40	62	58	49	76	67	66	64	56	63	63	63	72	60	66	64	57
NET FAVOURABILITY	-14	-17	-6	-31	-33	28	-29	-3	-19	-13	-17	-19	-16	-10	-18	-13	-15	-12	-28	-12	-12	-21

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	Total	Con	Lab	Lib Dem	Reform UK	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South	
Weighted Sample	2076	374	534	191	224	729	741	1005	1071	218	857	513	488	1183	893	1796	100	181	492	340	251	712	
Unweighted Sample	2076	368	566	210	252	874	778	934	1142	125	770	562	619	1276	800	1778	111	187	507	351	191	729	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	28 - 29 Feb '24	10 - 11 Mar '25																						
Lee Anderson																								
Very favourable	5	4	6	0	2	18	2	7	6	2	2	2	4	7	3	5	4	5	2	3	5	3	4	
Somewhat favourable	8	6	10	2	1	22	3	11	9	4	5	5	5	9	5	7	7	4	3	8	8	7	5	
TOTAL FAVOURABLE	13	10	16	2	3	40	5	18	15	6	7	7	9	16	8	12	11	9	5	11	13	10	9	
Somewhat unfavourable	9	6	9	6	6	8	6	8	8	5	4	6	6	9	6	7	6	6	9	6	5	9	6	
Very unfavourable	27	24	13	35	37	11	33	17	32	16	28	25	25	18	26	20	23	23	28	22	24	23	24	
TOTAL UNFAVOURABLE	36	30	22	41	43	19	39	25	40	21	32	31	31	27	32	27	29	29	37	28	29	32	30	
Don't know	51	60	62	57	54	40	57	56	46	73	61	61	60	57	59	61	60	62	58	61	58	58	61	
NET FAVOURABILITY	-23	-20	-6	-39	-40	21	-34	-7	-25	-15	-25	-24	-22	-11	-24	-15	-18	-20	-32	-17	-16	-22	-21	
Rupert Lowe																								
Very favourable	x	4	3	1	1	20	2	7	5	3	4	3	4	5	4	4	4	1	2	2	6	6	4	
Somewhat favourable	x	5	6	1	1	15	3	7	8	2	6	6	3	5	5	4	5	6	2	6	4	6	5	
TOTAL FAVOURABLE	x	9	9	2	2	35	5	14	13	5	10	9	7	10	9	8	9	7	4	8	10	12	9	
Somewhat unfavourable	x	8	12	7	6	7	6	10	8	7	5	7	7	10	8	7	7	9	11	8	5	9	7	
Very unfavourable	x	16	11	22	23	9	23	13	21	11	11	15	18	17	17	15	16	15	19	14	15	14	17	
TOTAL UNFAVOURABLE	x	24	23	29	29	16	29	23	29	18	16	22	25	27	25	22	23	24	30	22	20	23	24	
Don't know	x	68	69	68	69	48	67	63	58	78	73	70	67	63	66	70	68	70	65	70	70	65	67	
NET FAVOURABILITY	x	-15	-14	-27	-27	19	-24	-9	-16	-13	-6	-13	-18	-17	-16	-14	-14	-17	-26	-14	-10	-11	-15	
James McMurdock																								
Very favourable	x	1	0	0	0	4	0	1	1	1	0	0	1	1	1	1	1	0	0	1	0	1	1	
Somewhat favourable	x	3	3	1	3	5	2	3	4	1	3	3	1	2	3	2	3	2	1	2	2	4	3	
TOTAL FAVOURABLE	x	4	3	1	3	9	2	4	5	2	3	3	2	3	4	3	4	3	1	2	3	4	4	
Somewhat unfavourable	x	7	9	6	8	9	6	7	6	7	9	6	6	8	6	7	7	4	7	7	8	9	6	
Very unfavourable	x	12	7	12	11	12	11	13	16	8	12	11	14	11	11	12	11	17	13	12	7	10	13	
TOTAL UNFAVOURABLE	x	19	16	18	19	21	17	20	22	15	21	17	20	19	17	19	18	21	20	19	15	19	19	
Don't know	x	78	80	81	78	71	81	75	73	83	76	80	78	77	79	78	78	76	79	78	81	76	77	
NET FAVOURABILITY	x	-15	-13	-17	-16	-12	-15	-16	-17	-13	-18	-14	-18	-16	-13	-16	-14	-18	-19	-17	-12	-15	-15	

*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.