

YouGov Survey Results

Sample Size: 2162 Adults in GB
Fieldwork: 13th - 14th April 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	
		2162	389	556	199	233	136	759	772	1046	1116	227	893	534	508	1232	930	1870	104	188	512	355	262	742	
Weighted Sample		2162	364	630	231	242	164	906	809	930	1232	144	788	583	647	1334	828	1843	125	194	530	344	209	760	
Unweighted Sample		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
the	16 - 17 Mar	13 - 14 Apr																							
	Very favourable	6	5	1	14	4	1	0	8	2	6	4	7	5	6	4	5	5	5	3	7	3	9	4	
	Somewhat favourable	26	24	4	52	40	2	28	41	11	26	22	24	30	24	15	31	14	24	23	28	25	22	28	22
	TOTAL FAVOURABLE	32	29	5	66	44	3	28	49	13	32	26	31	35	30	19	36	19	29	28	31	32	25	37	26
	Somewhat unfavourable	21	24	21	20	33	18	43	27	22	23	25	28	25	22	21	25	22	24	23	26	24	17	20	28
	Very unfavourable	38	37	72	8	20	77	24	19	60	38	36	19	28	42	57	30	46	38	39	33	34	44	31	39
	TOTAL UNFAVOURABLE	59	61	93	28	53	95	67	46	82	61	61	47	53	64	78	55	68	62	62	59	58	61	51	67
	Don't know	9	10	2	6	3	2	5	6	5	7	13	21	13	6	4	8	13	10	10	10	11	13	12	7
	NET FAVOURABILITY	-27	-32	-88	38	-9	-92	-39	3	-69	-29	-35	-16	-18	-34	-59	-19	-49	-33	-34	-28	-26	-36	-14	-41
Very favourable	5	3	16	0	2	0	0	2	7	4	3	0	1	3	8	3	4	4	0	1	3	4	4	5	
Somewhat favourable	20	21	62	4	13	24	8	15	31	19	22	12	13	21	37	21	21	21	16	16	18	21	16	25	
TOTAL FAVOURABLE	25	24	78	4	15	24	8	17	38	23	25	12	14	24	45	24	25	25	16	17	21	25	20	30	
Somewhat unfavourable	23	23	17	24	30	40	15	20	27	23	23	29	22	23	22	25	21	23	26	21	23	24	22	24	
Very unfavourable	43	44	3	70	50	35	76	59	29	48	40	41	51	46	28	45	42	42	49	52	48	39	49	38	
TOTAL UNFAVOURABLE	66	67	20	94	80	75	91	79	56	71	63	70	73	69	50	70	63	65	75	73	71	63	71	62	
Don't know	10	9	3	3	6	1	1	4	6	6	12	17	11	7	4	6	13	9	9	10	9	12	9	8	
NET FAVOURABILITY	-41	-43	58	-90	-65	-51	-83	-62	-18	-48	-38	-58	-59	-45	-5	-46	-38	-40	-59	-56	-50	-38	-51	-32	
Very favourable	10	11	13	3	1	55	0	2	24	15	7	3	6	15	18	9	13	11	15	7	11	13	7	12	
Somewhat favourable	18	17	36	6	7	34	1	7	31	16	17	12	11	22	23	14	21	16	22	15	18	18	11	17	
TOTAL FAVOURABLE	28	28	49	9	8	89	1	9	55	31	24	15	17	37	41	23	34	27	37	22	29	31	18	29	
Somewhat unfavourable	12	13	20	8	14	6	9	10	14	13	13	13	13	13	14	12	15	13	11	10	13	16	14	13	
Very unfavourable	47	47	26	78	72	3	83	75	23	49	46	53	55	42	36	57	35	47	43	56	45	38	56	49	
TOTAL UNFAVOURABLE	59	60	46	86	86	9	92	85	37	62	59	66	68	55	50	69	50	60	54	66	58	54	70	62	
Don't know	12	12	6	5	5	2	5	6	8	8	16	18	14	8	9	8	17	12	9	12	13	15	13	10	
NET FAVOURABILITY	-31	-32	3	-77	-78	80	-91	-76	18	-31	-35	-51	-51	-18	-9	-46	-16	-33	-17	-44	-29	-23	-52	-33	
Very favourable	4	5	2	5	22	2	2	8	2	5	4	7	5	4	4	6	3	5	3	6	3	5	6	6	
Somewhat favourable	32	31	20	50	61	7	47	51	18	31	31	29	33	30	30	37	23	31	27	33	31	28	30	33	
TOTAL FAVOURABLE	36	36	22	55	83	9	49	59	20	36	35	36	38	34	34	43	26	36	30	39	34	33	36	39	
Somewhat unfavourable	25	26	38	21	10	33	30	23	33	26	26	22	24	28	30	25	27	26	24	26	28	24	27	25	
Very unfavourable	21	20	30	9	1	50	13	8	33	25	16	13	16	24	28	18	24	21	22	16	20	23	15	22	
TOTAL UNFAVOURABLE	46	46	68	30	11	83	43	31	66	51	42	35	40	52	58	43	51	47	46	42	48	47	42	47	
Don't know	18	18	10	14	6	9	7	11	13	12	23	29	22	14	9	13	24	18	24	18	19	20	23	14	
NET FAVOURABILITY	-10	-10	-46	25	72	-74	6	28	-46	-15	-7	1	-2	-18	-24	0	-25	-11	-16	-3	-14	-14	-6	-8	

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Fieldwork: 13th - 14th April 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		2162	389	556	199	233	136	759	772	1046	1116	227	893	534	508	1232	930	1870	104	188	512	355	262	742	
Unweighted Sample		2162	364	630	231	242	164	906	809	930	1232	144	788	583	647	1334	828	1843	125	194	530	344	209	760	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Green Party																									
	Very favourable	8	9	1	11	12	1	47	15	3	8	9	10	12	6	5	10	7	9	8	8	9	8	13	8
	Somewhat favourable	34	32	20	51	49	13	43	47	21	30	33	35	34	32	28	36	27	33	31	27	31	28	39	33
	TOTAL FAVOURABLE	42	41	21	62	61	14	90	62	24	38	42	45	46	38	33	46	34	42	39	35	40	36	52	41
	Somewhat unfavourable	19	21	31	17	21	28	3	17	26	24	18	22	18	22	24	19	23	21	13	24	22	22	13	22
	Very unfavourable	21	20	35	8	7	48	2	10	33	27	14	12	15	24	30	21	20	20	24	27	18	21	17	21
	TOTAL UNFAVOURABLE	40	41	66	25	28	76	5	27	59	51	32	34	33	46	54	40	43	41	37	51	40	43	30	43
	Don't know	18	18	14	12	11	10	4	11	16	11	25	20	21	16	14	14	23	18	24	14	20	20	18	16
	NET FAVOURABILITY	2	0	-45	37	33	-62	85	35	-35	-13	10	11	13	-8	-21	6	-9	1	2	-16	0	-7	22	-2
Keir Starmer																									
	Very favourable	6	4	1	11	7	0	1	7	2	5	3	4	4	4	5	5	3	4	4	5	5	1	7	3
	Somewhat favourable	26	24	10	51	40	4	22	40	12	27	22	26	28	24	17	31	15	25	19	24	24	23	29	24
	TOTAL FAVOURABLE	32	28	11	62	47	4	23	47	14	32	25	30	32	28	22	36	18	29	23	29	29	24	36	27
	Somewhat unfavourable	23	23	22	22	26	14	42	26	20	23	22	26	25	19	20	26	19	22	24	24	21	19	22	25
	Very unfavourable	37	39	66	11	22	79	30	20	60	39	40	27	30	47	54	31	50	39	42	38	38	45	32	40
	TOTAL UNFAVOURABLE	60	62	88	33	48	93	72	46	80	62	62	53	55	66	74	57	69	61	66	62	59	64	54	65
	Don't know	9	10	2	5	6	3	6	6	6	6	13	17	13	6	5	7	13	10	12	10	11	11	10	8
	NET FAVOURABILITY	-28	-34	-77	29	-1	-89	-49	1	-66	-30	-37	-23	-23	-38	-52	-21	-51	-32	-43	-33	-30	-40	-18	-38
Kemi Badenoch																									
	Very favourable	3	2	8	0	0	3	0	1	4	2	2	0	1	2	5	2	2	2	1	0	2	3	1	2
	Somewhat favourable	15	14	41	5	6	25	4	10	25	16	13	8	8	17	26	14	14	15	10	12	12	16	14	17
	TOTAL FAVOURABLE	18	16	49	5	6	28	4	11	29	18	15	8	9	19	31	16	16	17	11	12	14	19	15	19
	Somewhat unfavourable	21	21	24	18	21	27	20	20	24	25	17	18	18	22	25	21	20	21	22	18	21	21	18	22
	Very unfavourable	29	33	7	55	46	23	57	48	20	39	27	42	36	35	22	38	27	33	30	36	34	30	41	31
	TOTAL UNFAVOURABLE	50	54	31	73	67	50	77	68	44	64	44	60	54	57	47	59	47	54	52	54	55	51	59	53
	Don't know	32	30	20	22	26	23	19	22	26	18	41	33	38	23	22	24	37	29	37	34	31	30	26	28
	NET FAVOURABILITY	-32	-38	18	-68	-61	-22	-73	-57	-15	-46	-29	-52	-45	-38	-16	-43	-31	-37	-41	-42	-41	-32	-44	-34
Nigel Farage																									
	Very favourable	9	10	13	3	0	46	0	1	23	13	7	3	4	14	17	8	12	10	13	5	9	13	7	10
	Somewhat favourable	18	17	33	6	8	37	3	6	30	18	16	11	12	20	25	15	20	17	23	14	19	16	11	18
	TOTAL FAVOURABLE	27	27	46	9	8	83	3	7	53	31	23	14	16	34	42	23	32	27	36	19	28	29	18	28
	Somewhat unfavourable	15	15	22	9	15	10	10	12	16	14	15	17	14	16	14	13	17	15	12	11	15	17	14	16
	Very unfavourable	50	50	28	79	74	5	85	78	24	49	50	53	58	44	39	59	37	49	41	62	48	45	58	48
	TOTAL UNFAVOURABLE	65	65	50	88	89	15	95	90	40	63	65	70	72	60	53	72	54	64	53	73	63	62	72	64
	Don't know	9	9	3	3	4	2	3	3	7	6	13	16	11	6	6	5	15	9	12	9	9	11	10	8
	NET FAVOURABILITY	-38	-38	-4	-79	-81	68	-92	-83	13	-32	-42	-56	-56	-26	-11	-49	-22	-37	-17	-54	-35	-33	-54	-36
Ed Davey																									
	Very favourable	4	3	1	6	12	0	3	6	1	4	3	5	3	3	3	4	2	3	2	3	2	3	5	4
	Somewhat favourable	23	21	13	34	46	6	32	35	12	23	19	25	18	23	24	26	15	21	18	23	22	19	21	22
	TOTAL FAVOURABLE	27	24	14	40	58	6	35	41	13	27	22	30	21	26	27	30	17	24	20	26	24	22	26	26
	Somewhat unfavourable	18	18	30	14	13	20	18	18	22	20	17	15	15	21	22	20	16	18	20	20	18	16	19	18
	Very unfavourable	15	17	30	8	3	40	8	7	30	22	13	11	10	21	28	14	20	17	14	15	16	18	13	20
	TOTAL UNFAVOURABLE	33	35	60	22	16	60	26	25	52	42	30	26	25	42	50	34	36	35	34	35	34	34	32	38
	Don't know	40	40	25	39	27	33	39	34	35	32	48	45	53	32	24	35	47	40	46	39	41	44	42	37
	NET FAVOURABILITY	-6	-11	-46	18	42	-54	9	16	-39	-15	-8	4	-4	-16	-23	-4	-19	-11	-14	-9	-10	-12	-6	-12

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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	
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Unweighted Sample		2162	364	630	231	242	164	906	809	930	1232	144	788	583	647	1334	828	1843	125	194	530	344	209	760	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Carla Denyer																									
	Very favourable	2	2	0	3	2	0	10	4	0	2	2	3	2	1	1	3	1	2	1	1	2	2	3	2
	Somewhat favourable	6	6	1	10	10	1	18	10	2	7	5	10	7	5	3	7	5	6	1	3	6	3	6	9
	TOTAL FAVOURABLE	8	8	1	13	12	1	28	14	2	9	7	13	9	6	4	10	6	8	2	4	8	5	9	11
	Somewhat unfavourable	6	7	9	6	4	8	6	7	7	8	5	10	4	9	7	7	6	6	6	8	8	5	8	5
	Very unfavourable	9	9	12	5	3	17	5	6	11	12	5	10	7	9	9	8	10	9	7	7	9	10	8	9
	TOTAL UNFAVOURABLE	15	16	21	11	7	25	11	13	18	20	10	20	11	18	16	15	16	15	13	15	17	15	16	14
	Don't know	77	77	76	75	82	75	61	74	80	72	83	68	79	75	81	76	79	76	85	81	75	80	75	76
	NET FAVOURABILITY	-7	-8	-20	2	5	-24	17	1	-16	-11	-3	-7	-2	-12	-12	-5	-10	-7	-11	-11	-9	-10	-7	-3
Adrian Ramsay																									
	Very favourable	1	1	0	1	1	0	4	2	0	1	1	0	1	1	1	1	0	1	1	1	1	1	1	1
	Somewhat favourable	4	3	3	4	3	1	13	6	2	4	3	4	3	4	3	4	3	3	1	2	5	2	5	3
	TOTAL FAVOURABLE	5	4	3	5	4	1	17	8	2	5	4	4	4	5	4	5	3	4	2	3	6	3	6	4
	Somewhat unfavourable	5	5	8	4	4	5	5	5	6	5	5	5	4	7	5	5	5	5	3	4	5	6	5	6
	Very unfavourable	7	8	11	5	2	13	5	4	11	10	6	8	7	8	8	7	9	8	8	6	8	8	7	9
	TOTAL UNFAVOURABLE	12	13	19	9	6	18	10	9	17	15	11	13	11	15	13	12	14	13	11	10	13	14	12	15
	Don't know	82	83	78	86	90	81	73	83	81	80	86	83	84	79	84	83	83	82	87	87	81	83	83	82
	NET FAVOURABILITY	-7	-9	-16	-4	-2	-17	7	-1	-15	-10	-7	-9	-7	-10	-9	-7	-11	-9	-9	-7	-7	-11	-6	-11
Angela Rayner																									
	Very favourable	5	4	1	11	6	1	4	9	1	5	3	3	5	4	3	5	2	4	4	3	4	3	6	4
	Somewhat favourable	18	17	3	36	28	4	28	32	5	20	14	17	19	18	11	22	9	17	13	19	18	14	22	15
	TOTAL FAVOURABLE	23	21	4	47	34	5	32	41	6	25	17	20	24	22	14	27	11	21	17	22	22	17	28	19
	Somewhat unfavourable	16	19	18	16	24	12	27	21	17	20	18	23	17	20	18	21	16	19	16	22	15	16	18	22
	Very unfavourable	32	31	66	11	16	67	12	16	55	34	28	13	18	41	50	28	35	31	31	26	32	37	19	32
	TOTAL UNFAVOURABLE	48	50	84	27	40	79	39	37	72	54	46	36	35	61	68	49	51	50	47	48	47	53	37	54
	Don't know	29	30	13	26	26	16	29	23	21	22	37	44	41	17	17	24	38	29	36	30	30	30	35	27
	NET FAVOURABILITY	-25	-29	-80	20	-6	-74	-7	4	-66	-29	-29	-16	-11	-39	-54	-22	-40	-29	-30	-26	-25	-36	-9	-35
Rachel Reeves																									
	Very favourable	2	2	1	4	1	1	2	3	2	2	2	0	1	3	2	2	1	2	1	3	2	1	3	1
	Somewhat favourable	15	12	2	29	22	2	13	23	4	15	10	11	14	13	11	17	6	13	7	13	12	10	19	12
	TOTAL FAVOURABLE	17	14	3	33	23	3	15	26	6	17	12	11	15	16	13	19	7	15	8	16	14	11	22	13
	Somewhat unfavourable	19	21	16	25	31	10	35	29	15	22	20	27	22	21	18	25	17	21	16	24	19	16	22	25
	Very unfavourable	39	41	73	18	24	81	27	25	64	43	39	24	30	49	59	37	47	41	46	36	43	46	34	40
	TOTAL UNFAVOURABLE	58	62	89	43	55	91	62	54	79	65	59	51	52	70	77	62	64	62	62	60	62	62	56	65
	Don't know	25	23	8	24	21	6	23	20	15	17	29	37	33	14	10	20	28	23	29	24	23	26	23	21
	NET FAVOURABILITY	-41	-48	-86	-10	-32	-88	-47	-28	-73	-48	-47	-40	-37	-54	-64	-43	-57	-47	-54	-44	-48	-51	-34	-52

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

		10 - 11 Mar	13 - 14 Apr																							
Mel Stride	Very favourable	1	1	3	0	0	1	0	0	2	1	0	0	0	1	2	1	1	1	1	0	1	1	0	1	
	Somewhat favourable	4	6	15	4	4	8	3	6	9	8	5	6	3	9	9	8	4	7	2	4	6	6	8	7	
	TOTAL FAVOURABLE	5	7	18	4	4	9	3	6	11	9	5	6	3	10	11	9	5	8	3	4	7	7	8	8	
	Somewhat unfavourable	8	10	9	11	13	10	6	11	10	12	7	10	7	11	13	10	9	9	5	13	10	8	10	10	
	Very unfavourable	12	11	8	12	6	18	16	11	13	15	8	7	9	15	12	11	12	11	12	11	12	11	10	11	
	TOTAL UNFAVOURABLE	20	21	17	23	19	28	22	22	23	27	15	17	16	26	25	21	21	20	17	24	22	19	20	21	
	Don't know	75	72	65	73	77	63	75	72	66	64	80	76	81	64	63	71	74	72	80	71	71	73	72	72	
	NET FAVOURABILITY	-15	-14	1	-19	-15	-19	-19	-16	-12	-18	-10	-11	-13	-16	-14	-12	-16	-12	-14	-20	-15	-12	-12	-13	

		16 - 17 Jan	13 - 14 Apr																						
Ed Miliband	Very favourable	4	4	1	10	4	1	7	7	1	5	3	4	5	3	3	5	2	4	4	4	4	1	10	3
	Somewhat favourable	22	19	7	37	33	5	32	35	9	21	18	15	22	19	16	25	11	18	21	25	21	15	20	17
	TOTAL FAVOURABLE	26	23	8	47	37	6	39	42	10	26	21	19	27	22	19	30	13	22	25	29	25	16	30	20
	Somewhat unfavourable	20	22	26	23	25	16	25	27	21	23	22	21	24	24	19	25	19	22	21	26	20	18	21	26
	Very unfavourable	29	29	55	12	12	65	16	15	51	34	25	14	19	35	48	26	33	29	27	27	28	35	21	30
	TOTAL UNFAVOURABLE	49	51	81	35	37	81	41	42	72	57	47	35	43	59	67	51	52	51	48	53	48	53	42	56
	Don't know	26	26	11	19	25	12	21	16	19	18	33	46	31	19	15	19	34	26	26	18	27	31	27	24
	NET FAVOURABILITY	-23	-28	-73	12	0	-75	-2	0	-62	-31	-26	-16	-16	-37	-48	-21	-39	-29	-23	-24	-23	-37	-12	-36

*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.