

YouGov Survey Results

Sample Size: 2104 GB Adults
Fieldwork: 12th - 13th July 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	2104	379	541	194	227	128	739	751	1016	1088	221	867	520	497	713	471	629	1820	101	183	499	345	255	722
Unweighted Sample	2104	343	550	186	239	121	804	752	927	1177	182	733	608	581	818	470	498	1802	121	181	489	378	157	778
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you think Keir Starmer has been...

A great prime minister	2	0	4	2	0	2	4	0	2	1	1	2	1	1	3	1	1	2	2	1	2	1	2	1
A good prime minister	14	3	31	23	2	13	23	7	15	14	12	16	15	11	20	12	9	15	16	12	13	13	16	16
TOTAL GOOD / GREAT	16	3	35	25	2	15	27	7	17	15	13	18	16	12	23	13	10	17	18	13	15	14	18	17
An average prime minister	29	19	40	43	8	35	38	15	27	30	46	31	23	23	32	30	23	29	27	30	26	26	34	30
A poor prime minister	21	27	15	18	16	32	16	25	19	22	21	20	18	23	19	19	22	21	19	20	21	23	17	21
A terrible prime minister	30	50	8	11	73	15	15	51	35	26	13	23	40	40	21	34	39	30	33	29	32	33	25	29
TOTAL POOR / TERRIBLE	51	77	23	29	89	47	31	76	54	48	34	43	58	63	40	53	61	51	52	49	53	56	42	50
Don't know	5	2	2	2	1	4	3	2	3	7	7	7	2	1	3	4	6	4	4	7	6	4	6	3

And do you think Andy Burnham will be...

A great prime minister	2	1	5	4	0	2	4	1	3	2	1	2	4	2	3	2	3	2	3	2	3	2	3	2
A good prime minister	19	5	39	30	3	23	30	9	21	18	27	20	18	16	26	19	13	19	17	20	24	20	20	16
TOTAL GOOD / GREAT	21	6	44	34	3	25	34	10	24	20	28	22	22	18	29	21	16	21	20	22	27	22	23	18
An average prime minister	20	18	25	23	11	27	21	16	18	22	30	22	17	16	21	18	19	20	19	22	18	19	21	21
A poor prime minister	14	21	7	14	23	12	12	19	16	12	8	14	16	16	15	14	15	14	15	15	13	15	14	15
A terrible prime minister	19	39	4	6	51	4	8	36	24	16	8	13	28	28	16	22	24	20	20	16	20	18	16	22
TOTAL POOR / TERRIBLE	33	60	11	20	74	16	20	55	40	28	16	27	44	44	31	36	39	34	35	31	33	33	30	37
Don't know	24	16	20	23	13	32	25	18	18	30	25	30	18	22	20	24	26	24	26	25	23	25	26	24

What do you think was the BEST thing that Keir Starmer did as prime minister?

Resigned / stepped down as PM	15	27	4	7	39	9	7	30	21	10	3	8	22	26	11	18	20	15	15	13	18	18	6	15
Avoided / refused to join Iran war	6	6	10	10	4	5	9	6	7	6	3	5	8	9	8	7	5	7	2	6	6	6	9	7
Foreign policy, diplomacy & international relations (general)	5	3	8	11	0	5	8	1	5	4	6	4	5	5	7	3	2	5	2	6	3	4	9	5
Handling of / standing up to Trump (general)	2	3	4	4	1	0	4	2	2	3	2	2	3	3	4	2	1	2	5	2	2	3	3	2
NHS (waiting lists / funding)	2	1	4	1	1	1	2	1	2	2	3	2	1	2	3	1	2	2	1	2	2	2	1	2
Workers' rights	2	0	3	4	0	4	3	0	2	2	2	2	1	1	2	2	2	1	8	1	1	1	2	2
Renters' rights	2	0	4	3	1	2	3	0	2	1	5	2	2	0	2	1	1	2	2	0	2	0	2	2
Support for Ukraine	1	2	3	2	1	0	2	1	2	1	2	1	1	3	3	1	1	1	1	1	1	1	1	2
Economy / cost of living	1	0	2	2	0	0	1	0	1	1	1	1	1	1	1	1	0	1	1	2	0	0	1	1
Honesty, integrity & decency	1	0	2	3	0	0	2	0	1	0	0	1	1	1	1	1	1	1	1	1	0	1	1	1
Immigration	1	0	1	0	0	0	1	0	1	1	1	1	1	0	1	0	0	1	0	1	1	1	0	0
2 child benefit cap and child poverty	1	0	3	1	0	3	2	1	2	1	2	1	1	2	2	2	1	1	3	2	2	1	1	1
Rail nationalisation	1	0	2	2	0	0	1	0	1	0	3	1	0	0	1	0	1	1	0	0	0	0	3	1
Social media ban	1	1	1	1	0	1	1	0	0	1	1	2	0	0	1	1	1	1	1	1	1	1	1	1
Nothing positive / cannot think of anything	10	18	3	4	20	6	4	17	10	11	4	6	15	15	8	13	12	10	15	13	10	9	9	10
Other	11	3	19	15	6	11	16	6	13	8	10	13	9	9	16	10	7	11	8	12	9	9	12	12
Don't know	43	36	38	43	28	53	41	35	33	53	60	53	33	29	35	42	46	44	42	42	45	46	43	42

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2020																									
		Vote in 2024 GE					EU Ref 2016		Gender		Age				Socio-economic classification (NS-SEC)			Country			Region in England				
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	Unweighted Sample	2104	343	550	186	239	121	804	752	927	1177	182	733	608	581	818	470	498	1802	121	181	489	378	157	778
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

What do you think was the WORST thing that Keir Starmer did as prime minister?

Cut/scrapped the winter fuel payment for pensioners	6	5	8	7	6	5	8	6	7	5	3	4	5	11	6	4	8	6	5	7	7	4	6	7
Indecisiveness, U-turns & flip-flopping	6	9	8	13	3	7	9	5	7	6	4	5	7	9	9	7	4	6	6	10	6	7	4	7
Everything / no specifics given (general negativity)	6	8	1	3	14	5	2	10	5	7	4	5	9	5	3	7	9	6	5	4	5	9	5	6
Immigration / failure to control small boats	5	7	1	1	12	6	3	9	6	5	3	5	7	6	4	8	6	5	8	7	6	7	7	3
Tax rises (income tax, NI, business)	5	9	3	3	7	2	4	6	7	3	3	5	6	5	5	6	5	5	7	3	4	3	9	5
Gaza, Israel & Palestine policy (including Palestine protests)	4	1	8	6	0	7	7	2	5	3	7	4	4	4	4	5	3	4	6	6	4	3	3	5
Becoming PM / winning the election (sarcastic)	4	8	1	0	13	0	2	9	6	3	1	1	9	7	2	6	7	5	2	2	6	7	1	4
Failed to cut welfare	2	4	2	2	1	1	2	3	2	2	0	2	2	3	3	2	1	2	0	1	3	1	3	2
Removing the 2 child benefit cap	2	4	1	0	3	2	1	3	1	2	0	1	2	2	2	1	1	2	3	1	2	1	1	1
Appointing Peter Mandelson	2	2	4	3	1	2	4	2	3	2	1	2	3	3	4	2	2	2	2	3	2	2	2	3
Rachel Reeves / handling of the Chancellor	2	5	1	2	2	1	2	3	2	2	0	1	2	5	2	3	2	2	4	1	2	1	4	2
Broken promises & dishonesty	2	3	2	2	4	3	1	3	2	2	2	3	2	2	2	2	2	2	2	3	2	2	4	2
Economy / cost of living	2	3	3	1	2	1	2	2	3	2	2	4	1	1	3	2	2	2	1	2	2	2	7	2
Poor communication	2	0	5	6	0	2	4	1	3	2	4	2	2	1	4	1	1	2	2	3	2	2	1	2
Resigned	1	0	1	0	1	3	2	0	0	1	1	1	1	1	1	0	1	1	1	1	2	0	0	1
Didn't support transgender people	1	0	1	1	0	7	2	0	1	0	0	2	0	0	2	1	0	1	0	1	1	0	2	1
Inheritance tax on farmers (applying)	1	1	2	1	2	0	1	2	1	1	2	1	1	1	1	1	1	1	2	0	1	1	1	1
Chagos Islands deal	1	2	0	0	6	0	1	3	2	0	0	1	1	2	1	2	1	1	4	1	1	1	0	2
Weak on Trump / weak on the world stage	1	1	1	3	1	2	1	1	1	1	1	1	2	1	1	2	1	1	2	3	0	1	0	2
Digital ID / online safety act	1	0	2	3	0	1	1	0	2	0	7	1	0	0	2	0	1	1	3	1	1	0	3	1
Didn't resign soon enough	1	1	0	2	1	0	0	2	1	0	0	0	1	2	0	0	1	1	1	1	2	1	0	0
Two tier policing	1	1	0	0	3	0	0	2	1	0	1	1	1	0	1	1	1	1	1	1	1	1	1	1
Other	19	21	21	18	28	17	20	20	22	16	16	19	18	22	21	22	17	19	14	19	18	16	25	20
Don't know	31	21	31	28	13	30	30	22	22	40	46	39	22	20	26	29	32	30	36	36	31	34	29	29

*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.