

YouGov / Sky Survey Results

Sample Size: 2237 GB Adults

Fieldwork: 7th - 8th 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	2237	403	575	206	242	130	785	799	1083	1154	235	924	553	526	1275	962	1935	107	195	530	367	271	767
Unweighted Sample	2237	390	621	234	265	134	895	845	944	1293	154	788	604	691	1359	878	1922	120	195	543	360	193	826
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

Keir Starmer

Very favourable	4	2	8	2	1	2	6	2	4	3	3	3	5	4	4	3	4	1	2	5	2	5	4
Somewhat favourable	19	6	40	31	2	16	30	7	19	18	18	19	20	17	23	14	19	14	20	19	15	25	18
TOTAL FAVOURABLE	23	8	48	33	3	18	36	9	23	21	21	22	25	21	27	17	23	15	22	24	17	30	22
Somewhat unfavourable	23	18	25	35	11	35	32	15	23	22	31	24	19	20	27	16	22	24	24	20	24	24	22
Very unfavourable	46	71	19	29	84	42	26	72	47	44	28	40	52	56	38	55	46	42	45	46	50	35	48
TOTAL UNFAVOURABLE	69	89	44	64	95	77	58	87	70	66	59	64	71	76	65	71	68	66	69	66	74	59	70
Don't know	9	3	7	4	1	5	5	5	6	12	21	14	4	2	8	12	9	19	9	10	9	10	8

Kemi Badenoch

Very favourable	2	6	1	0	1	2	2	3	2	2	1	1	3	3	2	2	2	1	2	2	3	3	2
Somewhat favourable	16	46	5	8	26	5	11	27	17	15	3	12	17	27	16	16	16	22	16	12	16	11	19
TOTAL FAVOURABLE	18	52	6	8	27	7	13	30	19	17	4	13	20	30	18	18	18	23	18	14	19	14	21
Somewhat unfavourable	20	25	15	21	35	17	18	26	23	17	18	14	23	27	19	21	20	14	19	22	20	19	20
Very unfavourable	37	10	61	53	21	53	53	23	41	32	36	37	40	33	42	30	36	33	40	38	30	42	36
TOTAL UNFAVOURABLE	57	35	76	74	56	70	71	49	64	49	54	51	63	60	61	51	56	47	59	60	50	61	56
Don't know	26	13	18	19	17	23	16	22	17	34	42	36	17	10	22	31	26	30	23	26	30	25	24

Nigel Farage

Very favourable	10	14	2	1	47	2	2	23	13	8	0	7	15	17	8	13	11	9	8	9	11	5	14
Somewhat favourable	18	37	7	7	38	6	7	33	20	15	8	14	22	24	15	22	18	23	11	18	21	17	17
TOTAL FAVOURABLE	28	51	9	8	85	8	9	56	33	23	8	21	37	41	23	35	29	32	19	27	32	22	31
Somewhat unfavourable	12	22	6	8	9	6	11	15	11	13	8	12	12	13	13	11	12	4	18	10	14	12	11
Very unfavourable	51	22	80	81	3	82	77	23	50	52	67	54	47	44	59	41	51	48	56	51	46	60	50
TOTAL UNFAVOURABLE	63	44	86	89	12	88	88	38	61	65	75	66	59	57	72	52	63	52	74	61	60	72	61
Don't know	9	5	5	3	2	5	3	7	6	13	17	13	5	3	6	14	9	16	7	13	8	7	8

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Ed Davey																							
Very favourable	4	2	8	14	0	2	8	1	4	4	3	3	4	7	5	3	5	2	1	4	4	3	6
Somewhat favourable	22	13	38	45	10	28	35	13	26	19	24	17	28	25	27	16	22	24	26	24	19	23	22
TOTAL FAVOURABLE	26	15	46	59	10	30	43	14	30	23	27	20	32	32	32	19	27	26	27	28	23	26	28
Somewhat unfavourable	16	27	12	12	20	19	17	21	19	14	9	13	17	24	17	14	16	14	21	14	15	13	18
Very unfavourable	18	29	8	2	44	8	8	31	23	13	8	16	22	23	15	22	18	19	18	20	20	14	17
TOTAL UNFAVOURABLE	34	56	20	14	64	27	25	52	42	27	17	29	39	47	32	36	34	33	39	34	35	27	35
Don't know	39	30	34	26	26	42	31	33	28	50	57	50	30	22	35	44	40	41	34	38	42	47	37
Zack Polanski																							
Very favourable	4	1	4	7	0	23	7	1	5	3	11	4	3	3	5	3	4	6	2	6	1	5	5
Somewhat favourable	8	2	16	15	2	17	14	3	9	7	12	7	9	7	10	5	8	6	8	8	6	13	8
TOTAL FAVOURABLE	12	3	20	22	2	40	21	4	14	10	23	11	12	10	15	8	12	12	10	14	7	18	13
Somewhat unfavourable	7	9	7	10	9	4	8	8	10	5	6	6	7	10	7	7	7	8	10	6	7	8	8
Very unfavourable	15	25	9	8	29	4	10	25	20	11	8	13	16	22	14	17	15	16	14	16	16	16	14
TOTAL UNFAVOURABLE	22	34	16	18	38	8	18	33	30	16	14	19	23	32	21	24	22	24	24	22	23	24	22
Don't know	65	63	65	61	60	52	61	63	56	74	63	70	65	58	63	68	65	64	66	65	70	59	65

*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.