

YouGov / Sky Survey Results

Sample Size: 2086 GB Adults
Fieldwork: 12th - 13th October 2025

		Westminster VI					Vote in 2024 GE					EU Ref 2016		Gender		Age				Social Grade	
Total	Con	Lab	Lib Dem	Reform UK	Green	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	
Weighted Sample	2086	255	282	215	427	217	375	536	192	225	118	732	745	1010	1076	219	862	515	490	1187	884
Unweighted Sample	2086	239	314	238	433	220	328	600	211	242	122	831	751	904	1182	179	739	572	596	1270	806
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

Keir Starmer

Very favourable	3	0	13	3	1	0	1	7	1	2	1	3	2	3	2	2	2	3	4	2	3
Somewhat favourable	18	8	56	31	3	24	6	38	31	2	18	33	7	20	16	20	19	20	14	22	13
TOTAL FAVOURABLE	21	8	69	34	4	24	7	45	32	4	19	36	9	23	18	22	21	23	18	24	16
Somewhat unfavourable	23	18	22	40	7	36	15	29	36	7	36	27	16	21	25	30	25	23	17	26	20
Very unfavourable	48	71	5	24	88	36	74	23	26	87	39	32	71	50	46	40	42	48	63	44	54
TOTAL UNFAVOURABLE	71	89	27	64	95	72	89	52	62	94	75	59	87	71	71	70	67	71	80	70	74
Don't know	8	2	4	3	1	3	3	4	5	2	6	5	4	5	10	9	11	7	3	6	10
NET FAVOURABILITY	-50	-81	42	-30	-91	-48	-82	-7	-30	-90	-56	-23	-78	-48	-53	-48	-46	-48	-62	-46	-58

Nigel Farage

Very favourable	10	4	1	2	44	0	16	3	3	41	2	3	23	12	9	3	7	13	18	7	16
Somewhat favourable	18	28	3	5	45	2	32	9	9	42	3	7	34	20	17	8	18	19	23	17	21
TOTAL FAVOURABLE	28	32	4	7	89	2	48	12	12	83	5	10	57	32	26	11	25	32	41	24	37
Somewhat unfavourable	13	26	10	9	7	7	18	8	9	9	17	11	16	10	15	8	14	13	12	11	14
Very unfavourable	51	39	84	81	2	89	30	77	74	5	76	76	22	53	49	73	52	48	43	60	39
TOTAL UNFAVOURABLE	64	65	94	90	9	96	48	85	83	14	93	87	38	63	64	81	66	61	55	71	53
Don't know	8	2	1	3	2	2	4	4	5	3	3	4	6	5	10	8	10	7	4	5	11
NET FAVOURABILITY	-36	-33	-90	-83	80	-94	0	-73	-71	69	-88	-77	19	-31	-38	-70	-41	-29	-14	-47	-16

Ed Davey

Very favourable	4	2	5	24	1	4	2	5	16	1	4	7	2	6	2	8	3	4	5	6	2
Somewhat favourable	24	20	42	44	9	38	18	38	43	9	32	38	17	27	22	25	20	30	26	28	19
TOTAL FAVOURABLE	28	22	47	68	10	42	20	43	59	10	36	45	19	33	24	33	23	34	31	34	21
Somewhat unfavourable	16	20	15	10	23	13	21	16	11	21	15	16	20	17	15	10	14	17	21	16	16
Very unfavourable	19	26	6	2	42	7	31	7	5	42	12	10	32	23	15	7	15	20	29	17	20
TOTAL UNFAVOURABLE	35	46	21	12	65	20	52	23	16	63	27	26	52	40	30	17	29	37	50	33	36
Don't know	37	31	32	21	25	38	28	33	25	27	36	29	29	27	47	51	49	28	20	32	42
NET FAVOURABILITY	-7	-24	26	56	-55	22	-32	20	43	-53	9	19	-33	-7	-6	16	-6	-3	-19	1	-15

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	Total	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	2086	1804	100	181	494	342	252	715
Unweighted Sample	2086	1817	105	164	513	348	209	747
	%	%	%	%	%	%	%	%

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

Keir Starmer

Very favourable	3	3	0	3	3	2	2	3
Somewhat favourable	18	17	16	28	17	17	23	17
TOTAL FAVOURABLE	21	20	16	31	20	19	25	20
Somewhat unfavourable	23	23	29	20	25	18	21	25
Very unfavourable	48	49	49	44	48	55	46	46
TOTAL UNFAVOURABLE	71	72	78	64	73	73	67	71
Don't know	8	8	7	6	7	8	9	8
NET FAVOURABILITY	-50	-52	-62	-33	-53	-54	-42	-51

Nigel Farage

Very favourable	10	11	8	6	13	12	5	12
Somewhat favourable	18	19	14	18	16	22	15	20
TOTAL FAVOURABLE	28	30	22	24	29	34	20	32
Somewhat unfavourable	13	13	11	15	12	13	10	14
Very unfavourable	51	50	58	57	52	44	62	47
TOTAL UNFAVOURABLE	64	63	69	72	64	57	72	61
Don't know	8	8	9	5	7	9	9	8
NET FAVOURABILITY	-36	-33	-47	-48	-35	-23	-52	-29

Ed Davey

Very favourable	4	4	7	6	3	4	7	4
Somewhat favourable	24	24	20	30	24	23	28	23
TOTAL FAVOURABLE	28	28	27	36	27	27	35	27
Somewhat unfavourable	16	16	27	12	16	15	16	16
Very unfavourable	19	19	16	13	20	22	15	19
TOTAL UNFAVOURABLE	35	35	43	25	36	37	31	35
Don't know	37	37	32	39	38	36	33	38
NET FAVOURABILITY	-7	-7	-16	11	-9	-10	4	-8

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Weighted Sample	2086	255	282	215	427	217	375	536	192	225	118	732	745	1010	1076	219	862	515	490	1187	884
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Kemi Badenoch

Very favourable	2	15	1	1	1	0	9	0	1	1	1	2	3	3	2	1	2	1	6	2	3
Somewhat favourable	19	49	7	12	33	2	50	8	15	32	7	16	32	20	18	7	13	22	34	20	19
TOTAL FAVOURABLE	21	64	8	13	34	2	59	8	16	33	8	18	35	23	20	8	15	23	40	22	22
Somewhat unfavourable	21	18	20	23	31	16	20	18	24	33	22	20	27	23	20	17	18	25	25	21	22
Very unfavourable	33	3	60	50	18	64	6	55	44	19	56	47	19	38	28	40	35	32	26	38	25
TOTAL UNFAVOURABLE	54	21	80	73	49	80	26	73	68	52	78	67	46	61	48	57	53	57	51	59	47
Don't know	24	15	13	13	18	18	14	19	17	15	14	15	19	15	32	35	32	19	10	19	31
NET FAVOURABILITY	-33	43	-72	-60	-15	-78	33	-65	-52	-19	-70	-49	-11	-38	-28	-49	-38	-34	-11	-37	-25

Zack Polanski

Very favourable	7	1	6	9	1	38	1	10	10	1	29	11	2	9	5	15	7	6	4	9	4
Somewhat favourable	10	3	17	16	3	26	2	19	14	2	27	15	5	11	9	15	10	10	9	13	6
TOTAL FAVOURABLE	17	4	23	25	4	64	3	29	24	3	56	26	7	20	14	30	17	16	13	22	10
Somewhat unfavourable	9	14	11	15	11	3	11	9	14	9	5	9	11	10	8	11	7	10	11	9	9
Very unfavourable	17	23	6	8	38	1	26	6	9	42	4	9	29	22	12	5	14	18	25	16	18
TOTAL UNFAVOURABLE	26	37	17	23	49	4	37	15	23	51	9	18	40	32	20	16	21	28	36	25	27
Don't know	57	60	60	53	47	32	61	56	53	46	35	56	54	48	66	54	63	55	52	53	63
NET FAVOURABILITY	-9	-33	6	2	-45	60	-34	14	1	-48	47	8	-33	-12	-6	14	-4	-12	-23	-3	-17

The Labour Party

Very favourable	5	2	23	6	1	1	2	11	3	1	1	7	3	6	4	4	3	6	6	5	4
Somewhat favourable	21	5	60	37	2	29	4	44	37	2	22	35	8	22	20	30	23	20	16	25	16
TOTAL FAVOURABLE	26	7	83	43	3	30	6	55	40	3	23	42	11	28	24	34	26	26	22	30	20
Somewhat unfavourable	23	21	13	35	8	42	15	26	33	10	41	28	17	22	23	27	25	22	18	24	21
Very unfavourable	44	72	2	19	87	25	75	16	22	86	29	25	69	45	43	29	38	47	58	39	50
TOTAL UNFAVOURABLE	67	93	15	54	95	67	90	42	55	96	70	53	86	67	66	56	63	69	76	63	71
Don't know	8	1	1	3	1	3	3	4	5	2	6	5	4	5	10	10	11	5	3	6	10
NET FAVOURABILITY	-41	-86	68	-11	-92	-37	-84	13	-15	-93	-47	-11	-75	-39	-42	-22	-37	-43	-54	-33	-51

The Conservative Party

Very favourable	5	28	1	1	2	2	18	1	0	2	3	4	5	4	5	4	4	3	9	4	5
Somewhat favourable	22	64	5	14	36	2	60	7	14	35	6	15	36	21	23	14	16	23	34	22	23
TOTAL FAVOURABLE	27	92	6	15	38	4	78	8	14	37	9	19	41	25	28	18	20	26	43	26	28
Somewhat unfavourable	25	7	23	32	34	21	15	21	29	36	34	23	29	26	23	22	23	29	24	25	25
Very unfavourable	41	0	70	51	25	75	4	67	50	23	56	53	25	43	38	53	46	38	29	43	37
TOTAL UNFAVOURABLE	66	7	93	83	59	96	19	88	79	59	90	76	54	69	61	75	69	67	53	68	62
Don't know	8	1	1	2	3	1	3	5	6	4	1	5	5	6	11	8	12	7	4	6	11
NET FAVOURABILITY	-39	85	-87	-68	-21	-92	59	-80	-65	-22	-81	-57	-13	-44	-33	-57	-49	-41	-10	-42	-34

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		%	%	%	%	%	%	%

Kemi Badenoch

Very favourable	2	3	2	2	2	4	0	3
Somewhat favourable	19	20	16	12	16	22	21	22
TOTAL FAVOURABLE	21	23	18	14	18	26	21	25
Somewhat unfavourable	21	21	22	28	19	22	18	22
Very unfavourable	33	32	34	38	36	27	43	29
TOTAL UNFAVOURABLE	54	53	56	66	55	49	61	51
Don't know	24	24	26	21	27	25	17	24
NET FAVOURABILITY	-33	-30	-38	-52	-37	-23	-40	-26

Zack Polanski

Very favourable	7	7	4	5	9	4	11	6
Somewhat favourable	10	10	10	10	10	8	15	9
TOTAL FAVOURABLE	17	17	14	15	19	12	26	15
Somewhat unfavourable	9	9	12	7	10	7	8	10
Very unfavourable	17	17	13	14	16	18	17	17
TOTAL UNFAVOURABLE	26	26	25	21	26	25	25	27
Don't know	57	57	61	63	56	62	49	58
NET FAVOURABILITY	-9	-9	-11	-6	-7	-13	1	-12

The Labour Party

Very favourable	5	5	3	5	6	5	3	4
Somewhat favourable	21	20	22	31	21	13	26	21
TOTAL FAVOURABLE	26	25	25	36	27	18	29	25
Somewhat unfavourable	23	23	25	20	23	20	24	24
Very unfavourable	44	45	43	37	42	54	40	44
TOTAL UNFAVOURABLE	67	68	68	57	65	74	64	68
Don't know	8	8	7	7	8	8	7	7
NET FAVOURABILITY	-41	-43	-43	-21	-38	-56	-35	-43

The Conservative Party

Very favourable	5	5	2	1	4	8	4	5
Somewhat favourable	22	23	19	16	19	25	19	25
TOTAL FAVOURABLE	27	28	21	17	23	33	23	30
Somewhat unfavourable	25	25	26	23	25	24	23	25
Very unfavourable	41	39	47	55	44	35	47	34
TOTAL UNFAVOURABLE	66	64	73	78	69	59	70	59
Don't know	8	9	6	5	7	8	7	10
NET FAVOURABILITY	-39	-36	-52	-61	-46	-26	-47	-29

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2025

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

The Reform UK Party

Very favourable	13	5	0	1	56	1	21	4	3	50	1	3	28	14	11	3	9	16	20	9	19
Somewhat favourable	18	30	5	5	40	4	29	9	10	38	9	9	31	20	17	13	18	19	20	18	18
TOTAL FAVOURABLE	31	35	5	6	96	5	50	13	13	88	10	12	59	34	28	16	27	35	40	27	37
Somewhat unfavourable	11	26	7	10	2	3	19	7	10	4	7	10	12	10	12	5	12	8	14	10	12
Very unfavourable	49	32	86	79	1	90	26	76	72	3	80	73	22	50	47	69	48	48	40	57	37
TOTAL UNFAVOURABLE	60	58	93	89	3	93	45	83	82	7	87	83	34	60	59	74	60	56	54	67	49
Don't know	9	7	1	4	1	2	5	4	6	5	3	5	7	6	13	10	13	8	5	7	13
NET FAVOURABILITY	-29	-23	-88	-83	93	-88	5	-70	-69	81	-77	-71	25	-26	-31	-58	-33	-21	-14	-40	-12

The Liberal Democrat Party

Very favourable	5	1	3	30	1	3	1	5	22	1	5	7	2	7	2	7	4	4	5	7	2
Somewhat favourable	33	23	54	62	11	52	24	48	59	8	44	47	20	32	33	42	31	33	31	35	28
TOTAL FAVOURABLE	38	24	57	92	12	55	25	53	81	9	49	54	22	39	35	49	35	37	36	42	30
Somewhat unfavourable	24	34	26	6	29	25	30	24	8	26	33	24	29	25	24	15	25	26	24	25	23
Very unfavourable	21	27	7	1	48	5	32	9	3	52	6	10	36	25	17	9	17	22	30	18	24
TOTAL UNFAVOURABLE	45	61	33	7	77	30	62	33	11	78	39	34	65	50	41	24	42	48	54	43	47
Don't know	18	14	10	1	11	15	12	14	8	13	12	12	13	12	24	26	23	15	9	15	22
NET FAVOURABILITY	-7	-37	24	85	-65	25	-37	20	70	-69	10	20	-43	-11	-6	25	-7	-11	-18	-1	-17

The Green Party

Very favourable	11	1	10	14	2	59	2	15	17	2	50	17	3	12	10	23	11	11	7	14	7
Somewhat favourable	29	17	55	48	9	40	13	47	41	9	41	42	17	27	32	36	32	28	23	32	26
TOTAL FAVOURABLE	40	18	65	62	11	99	15	62	58	11	91	59	20	39	42	59	43	39	30	46	33
Somewhat unfavourable	17	30	20	19	18	1	26	15	16	17	5	17	18	19	15	15	15	17	21	17	16
Very unfavourable	25	39	7	11	57	0	43	11	14	60	1	13	44	31	19	8	20	28	37	23	27
TOTAL UNFAVOURABLE	42	69	27	30	75	1	69	26	30	77	6	30	62	50	34	23	35	45	58	40	43
Don't know	18	13	8	9	14	0	16	12	14	12	2	11	17	12	24	18	22	17	12	14	24
NET FAVOURABILITY	-2	-51	38	32	-64	98	-54	36	28	-66	85	29	-42	-11	8	36	8	-6	-28	6	-10

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		%	%	%	%	%	%	%

The Reform UK Party

Very favourable	13	14	9	7	16	15	7	14
Somewhat favourable	18	19	16	16	16	22	15	20
TOTAL FAVOURABLE	31	33	25	23	32	37	22	34
Somewhat unfavourable	11	11	9	12	11	11	11	11
Very unfavourable	49	48	55	53	49	44	58	46
TOTAL UNFAVOURABLE	60	59	64	65	60	55	69	57
Don't know	9	9	12	12	8	9	9	10
NET FAVOURABILITY	-29	-26	-39	-42	-28	-18	-47	-23

The Liberal Democrat Party

Very favourable	5	5	6	4	3	3	6	6
Somewhat favourable	33	32	22	40	30	33	37	32
TOTAL FAVOURABLE	38	37	28	44	33	36	43	38
Somewhat unfavourable	24	23	32	25	23	24	21	24
Very unfavourable	21	21	22	13	22	22	21	21
TOTAL UNFAVOURABLE	45	44	54	38	45	46	42	45
Don't know	18	18	18	18	22	18	14	17
NET FAVOURABILITY	-7	-7	-26	6	-12	-10	1	-7

The Green Party

Very favourable	11	11	11	11	11	10	16	10
Somewhat favourable	29	29	24	34	29	27	35	28
TOTAL FAVOURABLE	40	40	35	45	40	37	51	38
Somewhat unfavourable	17	16	28	15	17	14	16	17
Very unfavourable	25	25	16	27	22	29	20	26
TOTAL UNFAVOURABLE	42	41	44	42	39	43	36	43
Don't know	18	19	20	13	21	20	14	18
NET FAVOURABILITY	-2	-1	-9	3	1	-6	15	-5

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