

YouGov / Sky Survey Results

Sample Size: 2178 Adults in GB
Fieldwork: 6th - 7th April 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	2178	392	560	200	235	764	778	1054	1124	229	900	538	512	1241	937	1884	105	189	516	357	264	747
Unweighted Sample	2178	381	594	217	251	884	790	937	1241	146	799	574	659	1342	836	1867	112	199	526	359	188	794
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you think that Keir Starmer is doing well or badly as Prime Minister?

Very well	2	0	5	2	0	3	1	2	1	1	2	1	2	3	1	2	1	3	2	1	1	2
Fairly well	25	15	48	36	5	40	13	27	24	32	25	27	21	30	18	25	31	22	24	21	34	25
TOTAL WELL	27	15	53	38	5	43	14	29	25	33	27	28	23	33	19	27	32	25	26	22	35	27
Fairly badly	27	36	22	31	18	28	27	26	27	26	27	26	27	30	22	27	25	24	26	28	29	26
Very badly	33	44	13	16	77	17	53	36	31	17	29	38	43	24	46	33	37	34	37	36	23	33
TOTAL BADLY	60	80	35	47	95	45	80	62	58	43	56	64	70	54	68	60	62	58	63	64	52	59
Don't know	13	5	13	14	1	11	7	10	17	24	17	9	6	13	13	13	7	18	12	14	13	14

Do you think Kemi Badenoch is doing well or badly as leader of the Conservative party?

Very well	1	3	0	0	1	1	1	1	1	0	1	1	1	1	0	1	1	1	0	1	1	1
Fairly well	13	34	6	6	19	10	20	14	12	8	9	11	24	12	14	13	13	13	12	14	7	15
TOTAL WELL	14	37	6	6	20	11	21	15	13	8	10	12	25	13	14	14	14	14	12	15	8	16
Fairly badly	25	30	28	26	35	25	31	28	23	22	20	29	33	27	23	25	30	26	23	25	24	27
Very badly	27	8	37	36	24	35	20	32	22	26	29	31	20	29	25	27	30	30	29	24	36	23
TOTAL BADLY	52	38	65	62	59	60	51	60	45	48	49	60	53	56	48	52	60	56	52	49	60	50
Don't know	34	24	29	32	22	29	28	25	43	44	42	28	22	30	39	35	26	30	36	36	32	35

Do you think Ed Davey is doing well or badly as leader of the Liberal Democrats?

Very well	4	2	7	7	0	5	2	4	4	6	3	4	4	4	3	4	7	4	3	3	4	3
Fairly well	23	22	35	38	14	35	17	27	19	25	18	24	29	28	16	23	16	22	23	17	30	24
TOTAL WELL	27	24	42	45	14	40	19	31	23	31	21	28	33	32	19	27	23	26	26	20	34	27
Fairly badly	14	20	12	15	17	15	17	15	13	9	12	18	16	14	13	13	13	19	13	16	10	14
Very badly	16	22	6	8	35	7	26	20	12	7	13	19	20	12	20	15	21	16	16	17	14	15
TOTAL BADLY	30	42	18	23	52	22	43	35	25	16	25	37	36	26	33	28	34	35	29	33	24	29
Don't know	44	34	40	33	34	38	38	34	53	54	54	35	30	41	47	44	44	38	45	47	42	44

Do you think Nigel Farage is doing well or badly as leader of Reform UK?

Very well	8	12	2	3	36	2	17	10	7	4	5	10	14	6	11	8	8	7	11	9	4	8
Fairly well	21	35	12	16	41	13	33	24	18	15	17	26	27	21	21	22	19	17	19	24	17	24
TOTAL WELL	29	47	14	19	77	15	50	34	25	19	22	36	41	27	32	30	27	24	30	33	21	32
Fairly badly	16	18	19	14	11	20	14	18	14	11	17	15	16	17	14	16	17	16	16	16	13	16
Very badly	31	17	45	48	6	44	18	32	30	38	32	30	25	34	26	30	37	35	31	29	41	26
TOTAL BADLY	47	35	64	62	17	64	32	50	44	49	49	45	41	51	40	46	54	51	47	45	54	42
Don't know	24	18	22	19	6	20	18	16	31	32	29	19	17	22	27	24	20	24	24	22	25	25

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	2178	381	594	217	251	884	790	937	1241	146	799	574	659	1342	836	1867	112	199	526	359	188	794	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which of the following do you think would make the best Prime Minister?

Keir Starmer	21	7	49	22	1	38	8	24	18	24	23	22	16	28	13	22	23	18	21	20	31	19
Kemi Badenoch	5	19	2	0	3	4	8	6	5	3	5	5	8	6	5	5	6	6	4	6	3	7
Nigel Farage	16	20	3	2	67	4	31	20	13	8	14	19	21	13	21	17	14	10	19	20	11	17
Ed Davey	7	4	8	25	0	10	4	7	7	13	6	7	6	8	6	7	12	5	8	5	7	7
None of them	37	40	29	41	25	36	38	34	39	30	35	38	41	34	39	36	36	43	36	32	35	38
Don't know	13	11	9	11	4	9	9	9	18	22	16	10	8	11	16	13	9	18	13	17	12	12

Which of the following do you think are doing the best job at holding the current Labour Government to account?

Nigel Farage and the Reform UK Party	19	26	6	8	59	8	33	23	15	10	14	23	25	16	23	19	19	13	22	23	13	18
Ed Davey and the Liberal Democrat Party	11	3	19	24	0	19	3	13	8	15	9	12	9	13	7	11	14	10	10	9	18	9
Kemi Badenoch and the Conservative Party	9	24	6	6	6	8	12	9	9	6	8	8	14	9	9	9	7	10	9	8	9	9
None of them	42	39	50	37	28	49	39	44	41	36	44	43	42	45	39	42	46	47	40	41	40	44
Don't know	19	8	18	26	7	16	13	11	27	32	25	14	10	17	22	20	14	21	19	19	19	20

And which of the following do you think are doing the best job at offering the choice of an alternative Government to the current Labour Government?

Nigel Farage and the Reform UK Party	22	28	6	9	77	8	40	26	18	14	17	26	29	17	28	23	20	13	24	25	16	23
Ed Davey and the Liberal Democrat Party	16	6	28	39	0	24	7	18	13	30	14	15	14	20	10	16	17	12	14	11	21	18
Kemi Badenoch and the Conservative Party	8	28	3	3	4	7	10	9	7	5	7	7	12	9	6	8	6	8	8	8	7	9
None of them	38	31	48	31	13	48	32	37	40	27	41	40	37	39	36	37	43	52	38	37	41	34
Don't know	17	8	15	17	6	13	12	10	23	24	22	12	9	15	20	17	15	16	17	19	15	17

*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.