

YouGov / Sky Survey Results

Sample Size: 2183 GB Adults
Fieldwork: 25th - 26th January 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	2183	393	561	201	236	117	766	779	1057	1126	229	902	539	513	740	489	653	1888	105	190	517	358	264	749
Unweighted Sample	2183	375	607	229	249	126	906	761	964	1219	201	721	577	684	853	514	465	1874	114	195	522	341	221	790
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

		16 - 17 Jan '26		25 - 26 Jan '26																						
Do you have a favourable or unfavourable opinion of the following?																										
Keir Starmer																										
	Very favourable	3	2	0	5	3	0	3	4	1	3	1	2	2	2	3	3	2	2	2	3	1	1	3	4	2
	Somewhat favourable	15	18	6	37	31	1	11	29	9	20	16	19	17	20	17	22	17	13	18	21	19	16	13	27	17
	TOTAL FAVOURABLE	18	20	6	42	34	1	14	33	10	23	17	21	19	22	20	25	19	15	20	24	20	17	16	31	19
	Somewhat unfavourable	27	27	18	33	33	7	51	32	17	25	28	40	31	22	17	27	23	27	27	19	30	25	28	28	27
	Very unfavourable	48	44	71	18	29	89	32	29	68	46	43	28	37	49	60	42	46	49	45	45	43	45	49	34	46
	TOTAL UNFAVOURABLE	75	71	89	51	62	96	83	61	85	71	71	68	68	71	77	69	69	76	72	64	73	70	77	62	73
	Don't know	6	9	4	7	4	3	3	5	6	6	11	10	12	7	3	6	11	9	9	12	7	12	7	6	8
	NET FAVOURABILITY	-57	-51	-83	-9	-28	-95	-69	-28	-75	-48	-54	-47	-49	-49	-57	-44	-50	-61	-52	-40	-53	-53	-61	-31	-54
Rachel Reeves																										
	Very favourable	2	1	0	4	1	0	1	2	1	2	1	2	1	2	2	2	2	1	2	2	0	2	2	2	1
	Somewhat favourable	11	13	5	28	19	1	11	22	6	15	10	12	12	14	13	17	12	8	13	5	13	12	12	20	11
	TOTAL FAVOURABLE	13	14	5	32	20	1	12	24	7	17	11	14	13	16	15	19	14	9	15	7	13	14	14	22	12
	Somewhat unfavourable	23	22	17	27	30	11	35	28	16	24	21	27	24	20	19	25	21	22	23	21	20	22	21	26	23
	Very unfavourable	46	43	71	20	34	80	29	31	65	47	40	23	36	48	60	42	46	47	43	50	41	43	47	27	46
	TOTAL UNFAVOURABLE	69	65	88	47	64	91	64	59	81	71	61	50	60	68	79	67	67	69	66	71	61	65	68	53	69
	Don't know	17	21	6	22	15	8	24	17	13	13	28	37	27	16	7	14	20	23	20	21	25	21	18	25	19
	NET FAVOURABILITY	-56	-51	-83	-15	-44	-90	-52	-35	-74	-54	-50	-36	-47	-52	-64	-48	-53	-60	-51	-64	-48	-51	-54	-31	-57
Angela Rayner																										
	Very favourable	4	4	0	10	4	0	3	7	1	5	3	5	3	4	4	5	4	2	4	3	1	3	4	5	3
	Somewhat favourable	15	16	6	34	24	1	21	26	8	19	13	14	16	17	15	22	14	11	16	14	17	18	15	22	13
	TOTAL FAVOURABLE	19	20	6	44	28	1	24	33	9	24	16	19	19	21	19	27	18	13	20	17	18	21	19	27	16
	Somewhat unfavourable	18	20	15	21	25	15	27	22	17	20	20	22	20	18	19	20	18	21	20	16	22	19	19	21	20
	Very unfavourable	39	35	67	12	26	70	15	22	57	38	32	12	26	43	52	36	40	35	35	42	28	36	34	22	39
	TOTAL UNFAVOURABLE	57	55	82	33	51	85	42	44	74	58	52	34	46	61	71	56	58	56	55	58	50	55	53	43	59
	Don't know	24	26	12	22	21	13	34	22	17	19	33	47	36	18	10	18	24	31	26	26	33	24	28	29	25
	NET FAVOURABILITY	-38	-35	-76	11	-23	-84	-18	-11	-65	-34	-36	-15	-27	-40	-52	-29	-40	-43	-35	-41	-32	-34	-34	-16	-43

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	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	2183	393	561	201	236	117	766	779	1057	1126	229	902	539	513	740	489	653	1888	105	190	517	358	264	749
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

		16 - 17 Jan '26																									
Wes Streeting																											
	Very favourable	3	2	1	5	5	1	0	5	2	3	2	0	2	2	5	4	2	1	2	5	2	2	2	3	2	
	Somewhat favourable	13	13	13	25	17	7	7	20	11	16	11	9	8	17	21	18	15	9	14	8	10	15	13	20	12	
	TOTAL FAVOURABLE	16	15	14	30	22	8	7	25	13	19	13	9	10	19	26	22	17	10	16	13	12	17	15	23	14	
	Somewhat unfavourable	20	19	29	15	24	21	26	21	21	20	18	16	16	22	23	22	21	16	20	11	19	22	18	18	20	
	Very unfavourable	19	18	23	12	12	33	17	13	27	24	13	11	17	20	23	19	16	21	18	18	19	19	18	15	19	
	TOTAL UNFAVOURABLE	39	37	52	27	36	54	43	34	48	44	31	27	33	42	46	41	37	37	38	29	38	41	36	33	39	
	Don't know	45	47	34	42	43	38	51	42	38	38	55	65	57	40	28	37	46	53	46	58	50	43	49	45	47	
	NET FAVOURABILITY	-23	-22	-38	3	-14	-46	-36	-9	-35	-25	-18	-18	-23	-23	-20	-19	-20	-27	-22	-16	-26	-24	-21	-10	-25	

		14 - 15 Dec '25																											
Andy Burnham	Very favourable	9	9	3	19	12	5	12	16	6	10	8	6	7	12	11	13	7	6	9	7	6	15	8	12	5			
	Somewhat favourable	20	25	21	35	33	19	36	32	23	27	22	17	22	24	34	29	26	21	25	18	23	30	28	24	21			
	TOTAL FAVOURABLE	29	34	24	54	45	24	48	48	29	37	30	23	29	36	45	42	33	27	34	25	29	45	36	36	26			
	Somewhat unfavourable	15	12	20	9	12	17	12	12	16	14	11	8	11	15	14	15	13	11	12	13	13	11	10	12	14			
	Very unfavourable	14	14	25	4	8	29	2	7	25	18	10	4	11	18	18	13	16	15	14	16	11	14	12	8	17			
	TOTAL UNFAVOURABLE	29	26	45	13	20	46	14	19	41	32	21	12	22	33	32	28	29	26	26	29	24	25	22	20	31			
	Don't know	42	41	31	33	36	30	39	33	30	31	50	65	49	32	23	30	39	48	40	47	47	30	42	43	44			
	NET FAVOURABILITY	0	8	-21	41	25	-22	34	29	-12	5	9	11	7	3	13	14	4	1	8	-4	5	20	14	16	-5			

		16 - 17 Jan '26																									
Shabana Mahmood																											
	Very favourable	1	1	1	2	0	1	0	1	1	2	1	0	0	1	2	1	1	1	1	0	0	1	1	1	1	
	Somewhat favourable	10	11	16	16	17	6	9	17	11	14	9	5	6	13	23	16	12	8	12	8	9	10	13	18	10	
	TOTAL FAVOURABLE	11	12	17	18	17	7	9	18	12	16	10	5	6	14	25	17	13	9	13	8	9	11	14	19	11	
	Somewhat unfavourable	16	17	20	13	23	22	24	16	20	20	14	15	12	18	23	18	18	16	17	11	15	18	19	13	17	
	Very unfavourable	19	19	23	9	9	39	13	12	28	24	14	12	18	22	20	18	18	21	19	23	16	21	17	14	20	
	TOTAL UNFAVOURABLE	35	36	43	22	32	61	37	28	48	44	28	27	30	40	43	36	36	37	36	34	31	39	36	27	37	
	Don't know	54	52	41	59	52	32	53	54	40	41	62	67	64	45	32	47	50	55	51	58	60	50	50	53	52	
	NET FAVOURABILITY	-24	-24	-26	-4	-15	-54	-28	-10	-36	-28	-18	-22	-24	-26	-18	-19	-23	-28	-23	-26	-22	-28	-22	-8	-26	

Do you think Keir Starmer should remain in his role, or should he step down as Labour leader and let someone else replace him?

Should remain as Labour leader	26	20	44	38	10	28	39	17	30	22	27	26	27	26	34	28	18	26	26	27	20	22	39	28
Should step down and let someone else replace him	50	64	36	40	80	47	40	65	50	50	46	44	54	58	47	49	54	50	52	44	56	54	40	49
Don't know	24	16	20	21	10	25	20	18	20	28	27	30	20	16	19	24	28	23	22	28	24	25	21	23

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	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
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	2183	375	607	229	249	126	906	761	964	1219	201	721	577	684	853	514	465	1874	114	195	522	341	221	790
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

In general, do you think it would be a good thing or a bad thing for the country if Keir Starmer was replaced as Prime Minister and Labour leader at this time?

Very good	24	34	14	14	49	9	14	39	26	21	18	18	29	31	21	24	27	24	27	22	27	27	16	23
Fairly good	23	23	24	24	21	34	25	22	23	23	25	22	22	24	23	25	22	23	15	24	23	25	25	22
TOTAL GOOD	47	57	38	38	70	43	39	61	49	44	43	40	51	55	44	49	49	47	42	46	50	52	41	45
Fairly bad	17	11	23	27	6	22	25	11	19	15	21	19	14	16	21	15	12	17	15	15	12	14	27	19
Very bad	9	8	13	11	7	7	11	7	10	9	7	9	11	8	13	8	8	9	13	12	8	8	10	9
TOTAL BAD	26	19	36	38	13	29	36	18	29	24	28	28	25	24	34	23	20	26	28	27	20	22	37	28
Don't know	27	23	25	23	17	28	26	21	22	32	30	32	24	21	22	28	31	27	31	27	31	26	22	26

And how much difference, if any, do you think it would make if Keir Starmer was replaced as Prime Minister and Labour leader at this time?

A large positive difference	12	15	8	12	20	7	8	16	13	10	11	7	13	18	12	11	12	12	12	8	15	11	12	11
A small positive difference	24	24	26	20	25	34	24	25	25	23	30	22	24	23	24	23	23	24	19	25	25	25	24	23
TOTAL POSITIVE DIFFERENCE	36	39	34	32	45	41	32	41	38	33	41	29	37	41	36	34	35	36	31	33	40	36	36	34
A small negative difference	9	7	13	17	2	11	12	6	10	8	13	10	7	6	11	7	7	9	6	8	7	7	11	10
A large negative difference	7	3	14	9	2	8	12	4	8	7	3	6	9	9	10	8	5	7	10	8	5	6	10	7
TOTAL NEGATIVE DIFFERENCE	16	10	27	26	4	19	24	10	18	15	16	16	16	15	21	15	12	16	16	16	12	13	21	17
No difference – things are good now and would continue to be	3	1	6	1	3	1	3	2	4	1	6	3	3	2	2	2	3	3	7	0	3	3	4	2
No difference – things are bad now and would continue to be	30	41	16	26	41	29	25	38	28	32	19	31	32	32	26	33	34	30	31	35	30	31	20	32
TOTAL NO DIFFERENCE	33	42	22	27	44	30	28	40	32	33	25	34	35	34	28	35	37	33	38	35	33	34	24	34
Don't know	16	9	17	15	6	10	16	9	13	19	19	21	12	10	14	16	16	16	14	16	16	16	20	14

Do you think each of the following would do a better or worse job as Prime Minister than Keir Starmer?

Shabana Mahmood

Much better	1	2	1	0	1	1	1	2	1	1	2	0	1	3	2	1	1	1	0	0	1	2	2	1
A little better	7	12	5	6	9	3	5	10	8	5	4	5	6	11	8	6	6	7	5	7	7	9	5	6
TOTAL BETTER	8	14	6	6	10	4	6	12	9	6	6	5	7	14	10	7	7	8	5	7	8	11	7	7
No real difference	23	26	22	26	31	22	22	28	28	18	10	22	26	27	23	24	24	23	17	22	24	25	24	21
A little worse	10	11	12	14	8	11	12	8	12	8	12	7	11	11	11	11	8	10	10	9	8	9	13	10
Much worse	12	11	10	10	25	14	11	14	15	9	9	10	15	14	15	11	9	12	14	12	11	11	14	12
TOTAL WORSE	22	22	22	24	33	25	23	22	27	17	21	17	26	25	26	22	17	22	24	21	19	20	27	22
Don't know enough about this person to say	48	38	50	43	27	50	49	38	36	60	63	55	43	34	40	47	53	47	54	51	49	44	41	50

Andy Burnham

Much better	12	11	17	13	13	18	15	12	15	9	8	8	15	16	17	10	8	12	9	8	17	14	13	8
A little better	18	19	23	20	19	23	21	19	19	17	14	17	17	24	20	17	19	19	12	13	25	16	18	17
TOTAL BETTER	30	30	40	33	32	41	36	31	34	26	22	25	32	40	37	27	27	31	21	21	42	30	31	25
No real difference	21	23	19	21	27	19	20	24	24	17	9	22	21	22	20	24	22	20	24	24	20	24	17	20
A little worse	5	8	6	4	5	2	6	6	7	3	5	4	6	6	7	6	3	5	6	4	6	2	7	5
Much worse	7	14	4	7	9	3	7	11	8	6	2	4	11	10	8	7	6	7	6	5	5	5	8	9
TOTAL WORSE	12	22	10	11	14	5	13	17	15	9	7	8	17	16	15	13	9	12	12	9	11	7	15	14
Don't know enough about this person to say	38	26	31	35	27	35	31	28	27	48	62	45	30	21	29	37	42	37	43	45	27	39	37	42

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Angela Rayner																								
Much better	2	1	5	0	0	3	3	1	2	2	5	1	2	2	3	2	1	2	1	3	2	3	3	1
A little better	10	3	17	14	4	14	13	6	11	8	12	11	8	7	12	8	7	10	6	8	10	9	13	9
TOTAL BETTER	12	4	22	14	4	17	16	7	13	10	17	12	10	9	15	10	8	12	7	11	12	12	16	10
No real difference	24	18	28	23	29	32	23	25	27	20	18	25	26	22	21	23	28	23	20	28	23	30	23	21
A little worse	11	8	13	16	12	11	14	9	12	10	12	9	11	12	12	11	11	11	14	10	11	8	13	11
Much worse	26	54	14	24	40	11	21	40	29	23	12	17	32	42	32	29	21	27	27	18	27	20	23	31
TOTAL WORSE	37	62	27	40	52	22	35	49	41	33	24	26	43	54	44	40	32	38	41	28	38	28	36	42
Don't know enough about this person to say	28	16	25	22	15	30	26	19	19	37	41	36	22	15	21	28	32	27	32	33	27	29	26	27
Wes Streeting																								
Much better	2	3	2	4	2	1	2	2	2	2	1	1	2	4	3	2	1	2	1	2	1	3	2	2
A little better	10	15	10	12	12	5	10	12	12	8	7	7	9	17	10	12	8	10	8	7	9	11	10	11
TOTAL BETTER	12	18	12	16	14	6	12	14	14	10	8	8	11	21	13	14	9	12	9	9	10	14	12	13
No real difference	25	28	26	25	37	24	24	31	30	21	17	21	31	30	26	23	29	25	23	27	27	27	27	22
A little worse	8	7	10	12	7	13	10	8	10	7	8	8	8	10	11	8	5	8	10	5	9	8	8	8
Much worse	11	13	11	11	11	15	12	11	13	9	8	9	12	13	13	11	8	11	7	10	11	9	12	11
TOTAL WORSE	19	20	21	23	18	28	22	19	23	16	16	17	20	23	24	19	13	19	17	15	20	17	20	19
Don't know enough about this person to say	44	34	41	37	31	42	42	36	34	54	59	54	38	27	36	45	49	43	51	49	42	42	41	46

*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.