

## YouGov Survey Results

Sample Size: 2212 Adults in GB  
Fieldwork: 18th - 19th May 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   | 2212           | 248 | 327 | 276     | 466       | 188   | 398             | 568 | 204     | 239       | 117   | 776         | 790   | 1071   | 1141   | 232   | 914   | 546   | 520 | 1261         | 951  |
| Unweighted Sample | 2212           | 252 | 359 | 308     | 499       | 191   | 374             | 621 | 232     | 264       | 126   | 893         | 835   | 974    | 1238   | 154   | 789   | 609   | 660 | 1387         | 825  |
|                   | %              | %   | %   | %       | %         | %     | %               | %   | %       | %         | %     | %           | %     | %      | %      | %     | %     | %     | %   | %            | %    |

Which of the following do you think would make the best prime minister?

A) Kemi Badenoch / B) Keir Starmer

|                  |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| A) Kemi Badenoch | 25 | 68 | 6  | 10 | 53 | 5  | 60 | 11 | 10 | 48 | 6  | 16 | 45 | 26 | 25 | 7  | 16 | 29 | 44 | 24 | 27 |
| B) Keir Starmer  | 36 | 11 | 80 | 64 | 9  | 54 | 11 | 65 | 59 | 11 | 51 | 55 | 15 | 42 | 30 | 57 | 39 | 32 | 24 | 43 | 26 |
| Not sure         | 35 | 20 | 11 | 25 | 36 | 37 | 28 | 21 | 28 | 37 | 40 | 27 | 37 | 29 | 40 | 28 | 38 | 37 | 29 | 30 | 41 |
| Refused          | 4  | 1  | 2  | 1  | 2  | 5  | 2  | 3  | 2  | 3  | 3  | 2  | 3  | 3  | 5  | 7  | 6  | 2  | 3  | 3  | 6  |

A) Kemi Badenoch / B) Nigel Farage

|                  |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| A) Kemi Badenoch | 29 | 60 | 39 | 49 | 8  | 37 | 38 | 33 | 47 | 7  | 37 | 40 | 22 | 28 | 31 | 39 | 28 | 28 | 28 | 34 | 22 |
| B) Nigel Farage  | 25 | 15 | 9  | 8  | 82 | 5  | 33 | 12 | 11 | 80 | 5  | 11 | 48 | 31 | 20 | 9  | 21 | 31 | 34 | 20 | 32 |
| Not sure         | 41 | 24 | 50 | 43 | 9  | 53 | 28 | 52 | 39 | 10 | 55 | 47 | 27 | 38 | 44 | 44 | 45 | 40 | 35 | 42 | 40 |
| Refused          | 4  | 1  | 2  | 1  | 1  | 5  | 2  | 3  | 2  | 3  | 3  | 2  | 3  | 3  | 5  | 8  | 6  | 1  | 3  | 3  | 6  |

A) Kemi Badenoch / B) Ed Davey

|                  |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| A) Kemi Badenoch | 21 | 57 | 6  | 7  | 44 | 5  | 51 | 7  | 10 | 44 | 5  | 13 | 36 | 23 | 19 | 10 | 14 | 22 | 37 | 22 | 20 |
| B) Ed Davey      | 33 | 10 | 64 | 69 | 12 | 57 | 12 | 59 | 61 | 7  | 58 | 52 | 16 | 37 | 29 | 46 | 33 | 35 | 26 | 39 | 26 |
| Not sure         | 41 | 32 | 28 | 23 | 42 | 32 | 35 | 30 | 26 | 44 | 33 | 32 | 44 | 36 | 46 | 38 | 47 | 41 | 33 | 36 | 48 |
| Refused          | 4  | 1  | 1  | 1  | 1  | 5  | 2  | 3  | 2  | 4  | 4  | 2  | 3  | 4  | 5  | 7  | 6  | 2  | 4  | 3  | 6  |

A) Keir Starmer / B) Nigel Farage

|                 |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|-----------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| A) Keir Starmer | 44 | 28 | 89 | 81 | 4  | 69 | 19 | 73 | 73 | 3  | 66 | 67 | 19 | 49 | 39 | 62 | 48 | 40 | 32 | 52 | 32 |
| B) Nigel Farage | 29 | 39 | 4  | 6  | 90 | 5  | 51 | 10 | 9  | 87 | 5  | 12 | 57 | 33 | 25 | 8  | 23 | 36 | 42 | 24 | 36 |
| Not sure        | 23 | 32 | 5  | 13 | 4  | 22 | 27 | 14 | 15 | 6  | 26 | 19 | 20 | 15 | 31 | 23 | 24 | 22 | 20 | 26 | 26 |
| Refused         | 4  | 1  | 1  | 0  | 2  | 5  | 2  | 3  | 2  | 4  | 3  | 2  | 4  | 3  | 5  | 7  | 6  | 1  | 4  | 3  | 6  |

A) Keir Starmer / B) Ed Davey

|                 |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|-----------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| A) Keir Starmer | 27 | 18 | 73 | 27 | 11 | 23 | 16 | 50 | 27 | 11 | 22 | 38 | 16 | 33 | 20 | 33 | 28 | 28 | 19 | 32 | 20 |
| B) Ed Davey     | 25 | 36 | 11 | 44 | 32 | 33 | 34 | 22 | 37 | 25 | 31 | 26 | 28 | 25 | 26 | 25 | 20 | 29 | 31 | 25 | 25 |
| Not sure        | 44 | 44 | 15 | 28 | 55 | 40 | 48 | 25 | 35 | 60 | 45 | 34 | 52 | 38 | 49 | 34 | 46 | 42 | 46 | 40 | 49 |
| Refused         | 5  | 1  | 2  | 1  | 2  | 4  | 2  | 3  | 2  | 4  | 2  | 2  | 4  | 4  | 5  | 7  | 6  | 1  | 5  | 3  | 6  |

A) Nigel Farage / B) Ed Davey

|                 |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|-----------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| A) Nigel Farage | 27 | 35 | 8  | 4  | 86 | 3  | 46 | 10 | 6  | 85 | 3  | 12 | 54 | 34 | 22 | 9  | 22 | 34 | 40 | 22 | 34 |
| B) Ed Davey     | 41 | 32 | 72 | 83 | 4  | 69 | 22 | 67 | 74 | 2  | 68 | 64 | 20 | 43 | 39 | 53 | 41 | 42 | 33 | 49 | 30 |
| Not sure        | 27 | 31 | 19 | 12 | 8  | 24 | 30 | 20 | 17 | 9  | 26 | 22 | 23 | 20 | 34 | 30 | 31 | 23 | 24 | 25 | 30 |
| Refused         | 4  | 2  | 1  | 1  | 2  | 4  | 2  | 3  | 2  | 4  | 3  | 2  | 3  | 4  | 5  | 8  | 6  | 1  | 4  | 3  | 6  |

\*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.

# YouGov Survey Results

Sample Size: 2212 Adults in GB  
Fieldwork: 18th - 19th May 2025

|                   |       | Country |       |          | Region in England |          |        |               |
|-------------------|-------|---------|-------|----------|-------------------|----------|--------|---------------|
|                   | Total | England | Wales | Scotland | North             | Midlands | London | Rest of South |
| Weighted Sample   | 2212  | 1913    | 106   | 192      | 524               | 363      | 268    | 759           |
| Unweighted Sample | 2212  | 1902    | 111   | 199      | 527               | 367      | 205    | 803           |
|                   | %     | %       | %     | %        | %                 | %        | %      | %             |

Which of the following do you think would make the best prime minister?

A) Kemi Badenoch / B) Keir Starmer

|                  |    |    |    |    |    |    |    |    |
|------------------|----|----|----|----|----|----|----|----|
| A) Kemi Badenoch | 25 | 27 | 17 | 14 | 26 | 27 | 19 | 30 |
| B) Keir Starmer  | 36 | 34 | 44 | 46 | 31 | 32 | 45 | 33 |
| Not sure         | 35 | 35 | 35 | 37 | 39 | 36 | 29 | 33 |
| Refused          | 4  | 5  | 3  | 3  | 4  | 5  | 7  | 4  |

A) Kemi Badenoch / B) Nigel Farage

|                  |    |    |    |    |    |    |    |    |
|------------------|----|----|----|----|----|----|----|----|
| A) Kemi Badenoch | 29 | 30 | 27 | 28 | 26 | 28 | 35 | 31 |
| B) Nigel Farage  | 25 | 26 | 29 | 20 | 26 | 27 | 19 | 27 |
| Not sure         | 41 | 40 | 42 | 49 | 44 | 41 | 40 | 38 |
| Refused          | 4  | 5  | 2  | 3  | 4  | 5  | 6  | 5  |

A) Kemi Badenoch / B) Ed Davey

|                  |    |    |    |    |    |    |    |    |
|------------------|----|----|----|----|----|----|----|----|
| A) Kemi Badenoch | 21 | 22 | 11 | 12 | 20 | 21 | 21 | 25 |
| B) Ed Davey      | 33 | 32 | 44 | 41 | 29 | 29 | 40 | 32 |
| Not sure         | 41 | 41 | 42 | 44 | 46 | 44 | 33 | 39 |
| Refused          | 4  | 5  | 3  | 3  | 4  | 6  | 6  | 4  |

A) Keir Starmer / B) Nigel Farage

|                 |    |    |    |    |    |    |    |    |
|-----------------|----|----|----|----|----|----|----|----|
| A) Keir Starmer | 44 | 43 | 48 | 51 | 40 | 40 | 53 | 42 |
| B) Nigel Farage | 29 | 30 | 30 | 22 | 31 | 31 | 21 | 32 |
| Not sure        | 23 | 23 | 18 | 23 | 25 | 25 | 19 | 22 |
| Refused         | 4  | 5  | 4  | 4  | 4  | 5  | 6  | 4  |

A) Keir Starmer / B) Ed Davey

|                 |    |    |    |    |    |    |    |    |
|-----------------|----|----|----|----|----|----|----|----|
| A) Keir Starmer | 27 | 26 | 22 | 33 | 26 | 26 | 33 | 24 |
| B) Ed Davey     | 25 | 25 | 36 | 20 | 23 | 25 | 26 | 26 |
| Not sure        | 44 | 44 | 39 | 44 | 47 | 44 | 35 | 45 |
| Refused         | 5  | 5  | 3  | 3  | 4  | 5  | 6  | 5  |

A) Nigel Farage / B) Ed Davey

|                 |    |    |    |    |    |    |    |    |
|-----------------|----|----|----|----|----|----|----|----|
| A) Nigel Farage | 27 | 28 | 27 | 21 | 27 | 31 | 20 | 30 |
| B) Ed Davey     | 41 | 40 | 44 | 47 | 38 | 36 | 51 | 40 |
| Not sure        | 27 | 27 | 27 | 28 | 30 | 29 | 23 | 26 |
| Refused         | 4  | 5  | 2  | 4  | 4  | 4  | 6  | 5  |

\*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.