

YouGov Survey Results

Sample Size: 2055 adults in GB
Fieldwork: 28th - 29th May 2025

		Westminster VI					Vote in 2024 GE					EU Ref 2016		Gender		Age				Social Grade		Country			Region in England				
	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	England	Wales	Scotland	North	Midlands	London	Rest of South	
Weighted Sample	2055	240	351	172	430	172	370	528	189	222	126	721	734	995	1060	216	849	508	483	1171	884	1778	99	179	487	337	249	705	
Unweighted Sample	2055	242	376	189	438	181	364	580	204	235	138	861	762	945	1110	99	800	555	601	1270	785	1775	98	182	496	351	209	719	
%																													
Which of the following do you think would make the best Prime Minister?																													
Keir Starmer	34	7	86	53	7	54	9	68	49	5	48	51	15	40	27	43	42	31	18	39	26	33	37	39	36	27	42	31	
Boris Johnson	27	65	2	13	61	6	62	6	18	60	7	12	49	29	25	11	20	31	42	24	30	28	19	15	26	35	17	31	
Not sure	31	21	7	28	25	35	22	20	30	27	37	30	27	24	38	37	30	32	28	28	35	30	36	35	29	29	32	31	
Refused	9	7	5	6	6	5	7	6	3	8	7	8	8	7	10	10	8	6	12	9	9	8	8	11	9	9	9	8	
Which of the following do you think would make the best Prime Minister?																													
Boris Johnson	24	57	26	30	15	24	45	23	27	11	23	24	27	25	23	20	27	21	25	26	22	25	20	19	24	25	22	27	
Nigel Farage	21	15	9	6	70	3	21	12	13	71	5	8	36	28	15	17	16	24	29	19	24	22	18	19	24	21	18	22	
Not sure	45	21	59	59	9	63	24	56	56	11	62	60	27	40	50	50	48	48	33	46	43	43	50	56	43	43	50	42	
Refused	10	8	6	5	7	10	10	9	5	6	11	8	9	7	12	13	9	7	13	8	11	10	12	7	10	11	9	9	
Which of the following do you think would make the best Prime Minister?																													
Keir Starmer	28	5	81	44	6	35	5	58	39	5	34	41	12	35	21	41	33	25	15	34	20	27	29	32	30	23	40	23	
James Cleverly	15	36	3	12	33	5	37	6	11	28	6	9	29	17	14	4	11	19	25	16	15	16	12	9	17	14	9	20	
Not sure	49	51	12	40	55	54	48	30	46	61	53	45	51	44	54	45	50	51	48	43	56	48	50	54	45	53	45	50	
Refused	8	7	3	4	6	5	9	6	4	6	7	6	8	5	11	10	7	5	11	7	9	8	9	5	9	10	7	8	
Which of the following do you think would make the best Prime Minister?																													
James Cleverly	21	29	42	36	3	27	24	33	32	3	29	31	15	23	19	15	26	18	18	26	14	21	18	18	21	17	23	23	
Nigel Farage	24	21	5	4	82	1	34	10	11	78	6	8	43	30	18	20	16	28	35	21	28	24	25	18	25	26	19	25	
Not sure	47	44	46	55	11	64	35	50	51	14	55	53	35	41	52	58	50	48	36	45	49	46	49	57	47	47	50	43	
Refused	8	6	6	5	5	8	7	7	5	5	11	8	7	7	10	7	8	7	11	8	9	8	8	7	8	10	8	8	
Which of the following do you think would make the best Prime Minister?																													
Keir Starmer	26	4	79	43	5	38	6	56	36	4	37	40	12	34	20	36	33	23	15	32	19	26	29	31	29	22	38	21	
Robert Jenrick	15	34	2	7	39	3	34	6	7	40	6	8	29	18	13	3	10	22	22	16	15	16	10	10	14	16	11	19	
Not sure	51	55	14	46	48	53	51	32	53	49	49	44	52	44	58	54	50	49	52	45	59	50	54	53	49	52	46	52	
Refused	8	7	5	4	8	6	9	7	4	7	7	7	7	5	10	7	7	6	11	8	7	8	7	6	8	10	6	8	

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

Robert Jenrick	16	27	27	24	7	18	22	24	23	7	17	24	14	18	15	8	19	16	16	21	10	16	19	15	16	16	18	16
Nigel Farage	23	19	7	4	77	1	32	10	11	74	7	8	41	29	18	20	16	25	35	20	27	24	22	17	24	25	17	25
Not sure	53	47	60	67	11	75	38	58	63	14	72	61	39	47	58	64	57	52	40	51	54	51	54	65	51	47	60	51
Refused	8	8	6	5	5	6	8	8	2	5	3	7	6	6	9	7	8	7	9	8	8	8	6	3	9	12	6	8

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

Kemi Badenoch	24	61	9	19	42	7	58	10	26	39	8	17	41	27	21	11	17	27	40	27	20	24	24	20	22	23	21	28
Jeremy Corbyn	25	1	53	33	9	62	3	46	29	8	54	38	10	28	23	37	32	23	10	27	23	25	23	31	27	22	33	22
Not sure	43	30	32	45	43	27	32	37	42	46	31	39	42	38	47	41	44	46	39	38	48	43	46	42	44	46	36	42
Refused	8	7	7	3	6	4	7	7	2	7	7	6	7	7	9	11	7	5	11	8	8	8	7	7	6	9	11	8

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

Angela Rayner	28	11	63	51	2	57	8	54	46	1	51	47	12	31	26	30	36	27	14	33	22	28	27	31	30	23	32	27
Nigel Farage	28	34	6	7	86	2	48	10	15	84	7	10	51	34	22	21	18	33	42	26	30	28	23	24	31	29	19	30
Not sure	36	47	26	37	6	35	35	30	35	10	33	38	30	28	43	33	39	33	34	34	38	35	37	42	32	38	39	34
Refused	8	8	6	5	6	6	8	6	3	5	9	5	8	7	9	15	7	7	10	8	9	8	13	3	7	10	11	8

**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.*