

# YouGov Survey Results

Sample Size: 2275 Adults in GB  
Fieldwork: 4th - 5th February 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 |     |
| <b>Weighted Sample</b>   | <b>2275</b>     | 409 | 585     | 209       | 246         | 799   | 812    | 1101   | 1174  | 239   | 940   | 562 | 535          | 1297 | 978     | 1968  | 109      | 198               | 539      | 373    | 275           | 780 |
| <b>Unweighted Sample</b> | <b>2275</b>     | 370 | 631     | 263       | 301         | 888   | 864    | 1027   | 1248  | 155   | 875   | 588 | 657          | 1361 | 914     | 1943  | 123      | 209               | 531      | 400    | 234           | 778 |
|                          | %               | %   | %       | %         | %           | %     | %      | %      | %     | %     | %     | %   | %            | %    | %       | %     | %        | %                 | %        | %      | %             | %   |

From what you have seen and heard, do you think that Kemi Badenoch has done a good or a bad job so far as leader of the Conservative Party?

|                       |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |
|-----------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very good job         | 2         | 4         | 1         | 1         | 2         | 1         | 2         | 3         | 2         | 4         | 2         | 2         | 2         | 2         | 2         | 2         | 2         | 3         | 1         | 3         | 2         | 2         |
| Fairly good job       | 23        | 52        | 13        | 16        | 30        | 18        | 34        | 25        | 21        | 15        | 17        | 25        | 34        | 22        | 24        | 24        | 16        | 19        | 22        | 26        | 17        | 25        |
| <b>TOTAL GOOD JOB</b> | <b>25</b> | <b>56</b> | <b>14</b> | <b>17</b> | <b>32</b> | <b>19</b> | <b>36</b> | <b>28</b> | <b>23</b> | <b>19</b> | <b>19</b> | <b>27</b> | <b>36</b> | <b>24</b> | <b>26</b> | <b>26</b> | <b>18</b> | <b>22</b> | <b>23</b> | <b>29</b> | <b>19</b> | <b>27</b> |
| Fairly bad job        | 32        | 16        | 43        | 39        | 35        | 39        | 26        | 38        | 25        | 30        | 35        | 32        | 26        | 36        | 26        | 31        | 36        | 31        | 30        | 26        | 43        | 31        |
| Very good job         | 1         | 1         | 2         | 2         | 1         | 2         | 1         | 2         | 1         | 2         | 1         | 2         | 1         | 1         | 1         | 1         | 3         | 2         | 1         | 1         | 3         | 1         |
| <b>TOTAL BAD JOB</b>  | <b>33</b> | <b>17</b> | <b>45</b> | <b>41</b> | <b>36</b> | <b>41</b> | <b>27</b> | <b>40</b> | <b>26</b> | <b>32</b> | <b>36</b> | <b>34</b> | <b>27</b> | <b>37</b> | <b>27</b> | <b>32</b> | <b>39</b> | <b>33</b> | <b>31</b> | <b>27</b> | <b>46</b> | <b>32</b> |
| Don't know            | 42        | 28        | 41        | 42        | 32        | 40        | 37        | 32        | 52        | 49        | 45        | 40        | 37        | 39        | 46        | 42        | 44        | 45        | 45        | 44        | 35        | 41        |

Do you believe that at the moment Kemi Badenoch does or does not look like a prime minister in waiting?

|  |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|--|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| She does look like a prime minister in waiting     | 14 | 26 | 8  | 9  | 16 | 10 | 18 | 13 | 15 | 13 | 12 | 13 | 17 | 15 | 12 | 14 | 7  | 16 | 13 | 15 | 11 | 15 |
| She does not look like a prime minister in waiting | 55 | 48 | 68 | 65 | 66 | 64 | 56 | 66 | 45 | 47 | 52 | 61 | 58 | 59 | 50 | 55 | 61 | 51 | 53 | 52 | 65 | 55 |
| Don't know   | 31 | 26 | 24 | 26 | 17 | 26 | 26 | 22 | 40 | 40 | 35 | 26 | 25 | 27 | 37 | 31 | 32 | 33 | 34 | 33 | 24 | 30 |

Thinking about Kemi Badenoch, do you think she is competent or incompetent?

|             |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|-------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Competent   | 26 | 58 | 15 | 17 | 35 | 20 | 37 | 28 | 23 | 17 | 19 | 29 | 37 | 26 | 26 | 26 | 18 | 27 | 24 | 26 | 22 | 29 |
| Incompetent | 32 | 12 | 45 | 42 | 26 | 43 | 24 | 39 | 25 | 34 | 37 | 31 | 21 | 34 | 28 | 31 | 33 | 35 | 32 | 27 | 43 | 29 |
| Don't know  | 43 | 30 | 40 | 41 | 39 | 38 | 40 | 33 | 52 | 49 | 43 | 40 | 42 | 40 | 46 | 43 | 49 | 38 | 45 | 47 | 35 | 42 |

Thinking about Kemi Badenoch, do you think she is decisive or indecisive?

|            |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Decisive   | 28 | 49 | 25 | 22 | 30 | 28 | 34 | 28 | 28 | 26 | 22 | 31 | 36 | 30 | 25 | 29 | 21 | 24 | 26 | 30 | 30 | 30 |
| Indecisive | 24 | 13 | 32 | 31 | 29 | 28 | 23 | 31 | 17 | 22 | 25 | 25 | 22 | 25 | 23 | 24 | 20 | 28 | 25 | 21 | 33 | 21 |
| Don't know | 48 | 38 | 43 | 47 | 42 | 44 | 43 | 40 | 55 | 52 | 53 | 44 | 42 | 45 | 52 | 47 | 59 | 48 | 50 | 49 | 38 | 48 |

Thinking about Kemi Badenoch, do you think she is trustworthy or untrustworthy?

|               |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|---------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Trustworthy   | 19 | 52 | 9  | 11 | 26 | 15 | 29 | 20 | 18 | 12 | 12 | 21 | 33 | 19 | 19 | 19 | 14 | 17 | 17 | 21 | 15 | 21 |
| Untrustworthy | 39 | 12 | 58 | 54 | 34 | 51 | 29 | 47 | 31 | 39 | 46 | 40 | 26 | 43 | 34 | 38 | 44 | 43 | 38 | 33 | 51 | 37 |
| Don't know    | 42 | 37 | 33 | 35 | 40 | 34 | 42 | 32 | 51 | 48 | 43 | 39 | 42 | 38 | 47 | 42 | 41 | 40 | 45 | 46 | 34 | 42 |

Thinking about Kemi Badenoch, do you think she is strong or weak?

|            |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Strong     | 26 | 49 | 21 | 19 | 30 | 24 | 32 | 27 | 25 | 20 | 21 | 29 | 34 | 27 | 25 | 26 | 20 | 25 | 24 | 27 | 26 | 28 |
| Weak       | 30 | 17 | 38 | 39 | 35 | 35 | 27 | 37 | 23 | 31 | 31 | 30 | 26 | 31 | 29 | 30 | 26 | 32 | 31 | 26 | 38 | 28 |
| Don't know | 44 | 34 | 40 | 42 | 36 | 41 | 41 | 36 | 52 | 49 | 48 | 40 | 40 | 42 | 47 | 44 | 53 | 42 | 45 | 47 | 36 | 44 |

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|--------------------------|-----------------|-----|-----|---------|-------------|--------|--------|------|--------|-------|-------|-------|--------------|------|---------|---------|-------|-------------------|-------|----------|--------|---------------|---|
|                          | 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 |   |
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|                          | %               | %   | %   | %       | %           | %      | %      | %    | %      | %     | %     | %     | %            | %    | %       | %       | %     | %                 | %     | %        | %      | %             | % |

Thinking about Kemi Badenoch, do you think she is likeable or dislikeable?

|             |           |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|-------------|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Likeable    | <b>24</b> | 51 | 12 | 14 | 41 | 15 | 38 | 25 | 23 | 14 | 16 | 28 | 38 | 23 | 25 | 24 | 27 | 20 | 22 | 26 | 17 | 27 |
| Dislikeable | <b>39</b> | 16 | 59 | 52 | 26 | 53 | 28 | 45 | 33 | 42 | 44 | 39 | 27 | 43 | 33 | 38 | 37 | 44 | 37 | 33 | 53 | 37 |
| Don't know  | <b>37</b> | 32 | 29 | 34 | 34 | 32 | 34 | 30 | 45 | 44 | 40 | 32 | 35 | 35 | 41 | 38 | 36 | 37 | 41 | 41 | 30 | 36 |

Overall, would you say that the Conservative Party is in a strong or weak state at the moment?

|                           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |
|---------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very strong state         | <b>1</b>  | 1         | 1         | 0         | 0         | 0         | 1         | 1         | 1         | 2         | 1         | 1         | 1         | 0         | 1         | 1         | 2         | 1         | 1         | 1         | 1         | 0         |
| Fairly strong state       | <b>9</b>  | 21        | 4         | 4         | 9         | 5         | 12        | 8         | 10        | 10        | 7         | 8         | 13        | 8         | 10        | 9         | 4         | 6         | 10        | 12        | 7         | 9         |
| <b>TOTAL STRONG STATE</b> | <b>10</b> | <b>22</b> | <b>5</b>  | <b>4</b>  | <b>9</b>  | <b>5</b>  | <b>13</b> | <b>9</b>  | <b>11</b> | <b>12</b> | <b>8</b>  | <b>9</b>  | <b>14</b> | <b>8</b>  | <b>11</b> | <b>10</b> | <b>6</b>  | <b>7</b>  | <b>11</b> | <b>13</b> | <b>8</b>  | <b>9</b>  |
| Fairly weak state         | <b>41</b> | 53        | 40        | 50        | 49        | 42        | 47        | 40        | 41        | 34        | 37        | 44        | 47        | 43        | 37        | 41        | 40        | 35        | 38        | 45        | 42        | 42        |
| Very weak state           | <b>32</b> | 14        | 42        | 35        | 36        | 37        | 27        | 40        | 25        | 33        | 32        | 35        | 29        | 34        | 30        | 31        | 35        | 37        | 33        | 23        | 39        | 31        |
| <b>TOTAL WEAK STATE</b>   | <b>73</b> | <b>67</b> | <b>82</b> | <b>85</b> | <b>85</b> | <b>79</b> | <b>74</b> | <b>80</b> | <b>66</b> | <b>67</b> | <b>69</b> | <b>79</b> | <b>76</b> | <b>77</b> | <b>67</b> | <b>72</b> | <b>75</b> | <b>72</b> | <b>71</b> | <b>68</b> | <b>81</b> | <b>73</b> |
| Don't know                | <b>17</b> | 10        | 14        | 11        | 7         | 15        | 14        | 12        | 23        | 22        | 23        | 13        | 11        | 14        | 21        | 17        | 19        | 22        | 18        | 20        | 11        | 17        |

In your previous answer, you said the Conservative Party is in a weak state at the moment. Do you think they would be in a better or worse state under another leader, or do you think they would be in this state no matter who their leader was?

[Asked only to those who said the Conservative Party is in a weak state at the moment; n=1732]

|   |           |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|---|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| The Conservatives are in a better state than they would be under another leader | <b>8</b>  | 10 | 7  | 7  | 12 | 7  | 9  | 9  | 7  | 8  | 8  | 9  | 6  | 8  | 7  | 7  | 6  | 11 | 6  | 7  | 8  | 9  |
| The Conservatives are in a worse state than they would be under another leader  | <b>15</b> | 24 | 13 | 18 | 13 | 14 | 16 | 17 | 14 | 19 | 15 | 13 | 17 | 16 | 14 | 16 | 6  | 9  | 16 | 17 | 20 | 15 |
| The Conservatives would be in this state no matter who their leader was         | <b>66</b> | 59 | 71 | 68 | 68 | 71 | 67 | 65 | 68 | 56 | 65 | 69 | 70 | 66 | 67 | 66 | 76 | 68 | 67 | 68 | 54 | 68 |
| Don't know  | <b>11</b> | 7  | 8  | 7  | 6  | 8  | 8  | 10 | 12 | 18 | 12 | 9  | 8  | 10 | 12 | 11 | 11 | 12 | 11 | 8  | 18 | 9  |

\*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.