

YouGov Survey Results

Sample Size: 2216 Adults in GB
Fieldwork: 16th - 17th 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	
Weighted Sample	2216	399	570	204	239	778	791	1073	1143	233	915	547	521	1263	953	1917	106	193	525	363	268	760	
Unweighted Sample	2216	362	594	225	261	872	840	948	1268	143	814	600	659	1327	889	1893	121	202	544	369	185	795	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which of the following do you think has been the better Prime Minister?

Keir Starmer	30	2	63	50	4	50	12	33	28	43	37	27	18	36	23	30	35	35	30	28	38	28
Rishi Sunak	33	79	10	19	60	21	55	37	30	18	24	39	52	31	37	35	24	26	32	38	25	38
Don't know	29	14	20	25	32	22	27	25	33	30	33	28	24	26	33	29	33	33	30	26	27	29
Refused	7	5	7	6	3	7	6	5	9	9	7	6	7	7	7	7	7	6	8	8	9	5

Which of the following do you think has been the better Prime Minister?

Keir Starmer	43	24	74	65	14	66	24	45	41	52	49	39	32	51	33	42	46	48	39	42	55	40
Liz Truss	13	24	3	4	41	5	24	17	9	6	9	19	16	11	15	13	8	10	12	13	8	16
Don't know	37	46	16	25	38	22	44	33	40	33	34	37	43	31	44	37	39	36	39	39	29	36
Refused	8	6	6	6	8	7	7	6	9	9	8	5	9	7	9	8	7	6	10	6	8	7

Which of the following do you think has been the better Prime Minister?

Keir Starmer	32	6	65	52	6	53	13	35	29	44	37	29	22	38	24	32	37	38	31	30	42	29
Boris Johnson	35	77	12	19	75	20	61	38	33	18	25	44	52	32	40	37	33	24	35	37	23	42
Don't know	27	12	18	23	16	21	20	23	31	33	32	24	18	24	30	26	27	32	27	26	31	25
Refused	5	5	5	6	3	5	5	4	7	4	6	3	8	5	6	5	2	7	8	7	3	4

Which of the following do you think has been the better Prime Minister?

Keir Starmer	28	6	55	43	5	48	11	30	26	35	33	27	16	34	20	28	29	31	26	27	35	26
Theresa May	32	63	16	26	55	24	48	35	29	22	26	36	44	31	34	33	27	28	28	33	29	38
Don't know	33	24	19	25	37	22	32	29	36	38	33	31	31	28	39	32	31	35	36	33	31	30
Refused	7	8	9	6	3	7	8	5	9	5	8	6	9	8	7	7	12	6	10	8	5	6

Which of the following do you think has been the better Prime Minister?

Keir Starmer	24	3	50	36	2	41	10	25	22	28	28	24	15	29	16	23	23	26	25	21	32	20
David Cameron	41	76	24	32	60	32	59	44	37	24	36	44	52	40	41	41	39	36	38	42	30	47
Don't know	29	17	20	27	33	20	27	25	33	39	30	26	27	26	34	29	33	32	29	30	32	27
Refused	6	4	6	6	5	7	5	6	7	10	6	6	7	5	8	7	5	6	8	7	7	6

Which of the following do you think has been the better Prime Minister?

Keir Starmer	12	8	23	19	3	18	6	14	10	15	12	12	11	14	9	12	13	8	13	10	14	12
Gordon Brown	42	52	42	42	50	46	50	47	38	25	41	48	47	42	43	43	34	47	39	44	45	43
Don't know	39	35	30	33	43	31	38	34	44	51	40	36	36	37	42	39	48	39	39	39	34	40
Refused	7	6	5	6	3	5	6	5	8	9	7	5	7	7	7	7	6	6	9	8	7	5

Which of the following do you think has been the better Prime Minister?

Keir Starmer	10	6	18	8	5	13	7	9	10	14	11	8	7	11	8	10	12	7	11	8	17	8
Tony Blair	45	52	51	53	46	53	48	53	38	29	45	51	47	48	42	46	38	45	45	48	42	47
Don't know	38	39	26	30	46	28	41	33	43	46	37	35	40	34	44	37	48	42	37	37	33	39
Refused	6	4	5	9	4	6	5	4	8	11	6	6	5	6	7	7	2	5	7	7	9	6

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which of the following do you think has been the better Prime Minister?

Keir Starmer	16	2	36	28	1	29	7	18	15	18	18	17	12	20	11	16	16	17	17	14	19	15
John Major	39	72	24	28	60	33	58	43	35	17	31	49	53	39	39	40	35	34	37	43	33	43
Don't know	39	21	34	41	34	32	30	35	43	61	45	30	28	35	44	38	45	45	39	35	42	37
Refused	6	4	7	3	5	5	6	4	7	5	6	4	7	5	6	6	4	4	7	7	5	5

Which of the following do you think has been the better Prime Minister?

Keir Starmer	25	2	48	41	4	41	9	25	24	36	28	22	16	29	19	24	25	30	27	22	29	22
Margaret Thatcher	44	84	21	31	80	31	68	50	38	23	35	52	60	43	45	45	39	33	37	47	36	53
Don't know	25	11	24	24	13	23	17	21	29	32	30	21	18	22	29	24	30	32	30	24	25	20
Refused	6	3	6	4	3	5	6	4	9	10	7	4	6	6	7	7	6	5	6	7	10	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.