

YouGov Survey Results

Sample Size: 2216 GB Adults
Fieldwork: 3rd - 4th August 2025

Weighted Sample		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	
	2216	256	319	240	458	196	399	570	204	239	129	778	791	1073	1143	233	915	547	521	1263	953	1917	106	193	525	363	268	760	
	Unweighted Sample	2216	261	346	261	470	192	397	620	229	261	125	866	827	950	1266	166	793	580	677	1385	831	1910	118	188	543	369	193	805
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

Keir Starmer	30	6	80	50	3	51	6	61	47	2	47	50	11	34	26	35	33	30	22	38	18	30	35	29	28	24	45	28
Kemi Badenoch	20	57	2	8	42	4	55	3	11	38	6	11	35	22	18	11	12	27	30	19	20	21	12	13	19	24	14	23
Not sure	42	32	11	35	48	38	32	28	36	52	43	31	45	37	48	51	46	37	38	34	53	41	44	50	44	46	33	40
Refused	8	6	6	6	8	7	7	8	6	8	4	8	9	8	9	3	10	6	10	8	8	8	9	7	8	7	8	9

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

Keir Starmer	35	19	81	58	1	65	15	65	51	0	57	59	13	38	32	42	37	35	27	43	24	34	39	41	32	30	46	33
Nigel Farage	28	40	3	6	86	3	51	8	13	81	6	10	54	33	24	14	22	36	37	25	32	29	30	17	30	35	20	30
Not sure	29	33	10	26	8	28	27	20	28	12	32	24	25	22	36	40	31	24	25	25	35	29	25	35	30	27	29	28
Refused	8	7	5	10	5	4	8	6	8	7	6	7	8	7	8	4	9	5	11	7	8	8	6	7	7	8	6	9

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

Keir Starmer	20	12	65	22	6	21	13	41	18	4	18	33	10	23	17	19	20	22	18	26	12	20	23	21	19	20	29	17
Ed Davey	20	24	9	40	20	28	20	16	40	22	29	22	18	23	16	28	16	21	20	20	20	20	17	17	19	21	16	22
Not sure	52	56	19	29	65	43	60	37	32	66	46	38	62	46	58	48	54	51	50	47	59	52	51	55	54	50	50	52
Refused	9	8	7	9	9	8	8	6	10	9	7	7	9	8	9	5	10	5	12	8	10	9	9	7	8	8	6	10

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

Kemi Badenoch	21	45	31	26	3	30	29	24	24	4	25	27	15	23	19	26	21	20	19	24	16	22	13	17	19	22	27	21
Nigel Farage	23	15	5	4	79	4	36	9	9	73	6	9	43	28	19	10	19	31	29	21	27	23	31	18	26	26	15	23
Not sure	49	34	58	60	12	60	30	60	59	17	62	57	36	43	54	59	52	44	43	48	49	48	50	56	50	44	50	47
Refused	7	6	5	9	6	6	5	7	8	6	7	7	6	7	8	5	8	4	10	7	8	7	7	8	5	7	8	9

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

Kemi Badenoch	18	52	3	7	38	4	49	4	9	36	7	13	31	20	16	7	11	25	28	20	16	19	14	13	18	22	11	20
Ed Davey	26	9	54	52	5	50	8	47	50	4	46	42	12	33	19	37	26	26	22	32	18	25	29	29	21	24	41	24
Not sure	48	35	36	31	50	42	37	42	29	52	41	38	49	40	56	50	55	44	38	41	57	48	50	52	54	47	40	46
Refused	8	4	7	10	8	5	7	7	11	9	7	8	8	7	9	7	8	5	12	8	9	8	7	6	7	8	8	10

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

Nigel Farage	27	36	4	5	83	3	49	8	9	77	6	10	51	31	23	11	21	34	35	24	30	27	28	19	27	33	17	28
Ed Davey	31	20	60	59	1	60	15	53	58	1	55	51	13	36	26	37	30	32	27	37	22	30	37	30	28	28	42	29
Not sure	35	36	29	30	11	30	30	31	27	17	33	32	28	27	42	44	41	28	27	32	38	34	29	43	39	29	33	34
Refused	8	8	7	6	5	7	6	8	6	5	6	6	8	7	9	8	8	6	10	7	9	8	6	7	6	10	9	9

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

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

Keir Starmer	27	29	59	40	14	19	28	40	40	12	20	40	21	31	22	16	25	33	28	33	18	27	25	24	25	26	32	27
Jeremy Corbyn	22	11	23	24	10	56	6	30	24	11	54	26	11	23	21	42	26	15	12	21	23	22	20	25	27	19	24	18
Not sure	44	55	12	31	66	23	59	24	32	67	24	29	59	39	49	36	42	48	48	40	50	44	48	42	42	48	34	48
Refused	7	5	5	5	10	2	7	6	4	9	2	5	9	7	7	6	7	4	12	6	9	7	7	8	6	7	10	7

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

Nigel Farage	30	44	6	9	86	3	58	9	16	83	12	13	56	34	26	14	24	38	40	28	33	31	34	19	31	34	25	32
Jeremy Corbyn	29	4	57	41	0	73	2	53	37	1	65	45	8	31	27	50	35	22	15	33	23	28	32	36	30	24	37	25
Not sure	34	46	30	41	10	19	34	31	41	13	18	35	30	28	39	31	33	34	36	32	36	34	26	40	32	34	32	35
Refused	7	6	7	9	4	5	6	7	6	4	5	7	7	7	8	4	8	6	8	6	8	7	8	6	7	8	7	8

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

Kemi Badenoch	24	63	10	15	44	3	63	8	17	41	11	18	40	28	21	11	16	34	36	26	22	26	18	17	24	28	18	28
Jeremy Corbyn	27	2	52	34	5	66	2	49	34	5	59	40	9	31	23	47	32	21	14	30	22	26	27	32	29	23	38	22
Not sure	42	31	30	49	44	28	31	36	45	47	27	36	45	36	48	37	44	41	41	38	48	41	51	44	40	42	36	44
Refused	7	3	8	2	7	4	5	7	4	7	3	6	6	6	8	5	7	5	9	6	8	7	4	8	7	8	8	7

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

Ed Davey	25	37	33	49	22	22	35	27	47	20	21	35	25	31	19	18	19	32	32	30	19	25	28	22	22	26	26	27
Jeremy Corbyn	20	5	35	16	7	48	2	33	16	7	50	25	7	21	18	40	23	13	10	21	18	19	20	23	23	17	23	16
Not sure	47	53	24	30	63	24	57	33	28	65	24	33	58	40	54	39	49	48	47	42	54	47	49	49	48	49	41	47
Refused	8	6	8	6	8	5	6	8	8	8	5	7	9	7	9	3	9	6	11	7	9	9	3	6	8	8	10	9

Do you think that Keir Starmer has been a good, bad or average prime minister so far?

A great Prime Minister	1	0	4	0	0	0	0	1	0	0	1	1	0	1	1	3	1	1	0	1	1	1	0	1	0	0	3	1
A good Prime Minister	8	2	29	16	1	5	3	17	15	0	7	14	3	9	8	8	9	9	6	11	4	8	10	8	7	7	14	8
TOTAL GREAT/ GOOD	9	2	33	16	1	5	3	18	15	0	8	15	3	10	9	11	10	10	6	12	5	9	10	9	7	7	17	9
An average Prime Minister	30	19	54	48	6	45	19	47	42	6	44	45	17	30	30	27	34	30	24	34	25	29	37	29	31	26	34	29
A poor Prime Minister	23	35	9	22	19	30	27	19	26	21	24	23	24	23	24	24	25	21	23	24	23	23	16	31	22	24	21	24
A terrible Prime Minister	32	42	2	8	75	18	50	12	13	72	22	15	53	34	30	24	24	37	44	26	41	32	36	26	35	35	23	33
TOTAL POOR/ TERRIBLE	55	77	11	30	94	48	77	31	39	93	46	38	77	57	54	48	49	58	67	50	64	55	52	57	57	59	44	57
Don't know	5	1	2	5	0	1	2	3	4	1	2	3	2	3	8	15	7	2	2	4	7	6	1	5	5	7	4	5

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

And for each of the following, do you think they would be a good, bad, or average prime minister?

Kemi Badenoch

A great Prime Minister	1	5	0	0	1	0	4	0	0	1	0	1	2	1	1	0	1	2	1	1	1	1	3	1	0	2	1	1
A good Prime Minister	7	26	2	4	13	2	23	1	4	13	3	5	12	7	8	4	4	9	13	8	6	8	5	6	7	10	6	7
TOTAL GREAT/ GOOD	8	31	2	4	14	2	27	1	4	14	3	6	14	8	9	4	5	11	14	9	7	9	8	7	7	12	7	8
An average Prime Minister	21	42	11	18	37	4	44	11	16	36	12	15	33	22	20	12	14	28	31	20	22	22	15	14	25	21	18	22
A poor Prime Minister	18	9	29	24	17	23	11	21	27	18	22	21	17	23	15	21	19	16	20	22	14	19	16	18	18	18	26	17
A terrible Prime Minister	25	4	39	31	15	48	5	43	28	16	47	36	16	31	19	24	27	28	18	27	22	24	32	34	23	23	30	22
TOTAL POOR/ TERRIBLE	43	13	68	55	32	71	16	64	55	34	69	57	33	54	34	45	46	44	38	49	36	43	48	52	41	41	56	39
Don't know	27	15	18	23	17	24	13	23	25	18	17	21	20	17	36	39	35	18	17	22	34	27	30	28	27	26	19	30

Ed Davey

A great Prime Minister	1	0	2	5	0	2	0	3	4	0	0	2	1	2	1	1	2	2	1	1	1	1	1	1	2	1	0	2
A good Prime Minister	12	7	18	35	1	23	4	18	33	2	23	20	6	14	10	17	11	12	12	15	8	12	14	10	10	12	17	12
TOTAL GREAT/ GOOD	13	7	20	40	1	25	4	21	37	2	23	22	7	16	11	18	13	14	13	16	9	13	15	11	12	13	17	14
An average Prime Minister	24	27	38	28	19	31	23	31	28	19	31	31	21	26	21	24	20	27	26	27	20	23	28	26	22	22	28	23
A poor Prime Minister	13	20	9	4	22	9	23	10	5	21	9	10	18	15	11	9	9	16	18	13	12	13	5	11	14	14	11	14
A terrible Prime Minister	12	18	3	2	29	3	22	5	3	32	4	7	23	16	8	3	8	16	19	12	12	12	14	12	10	15	11	12
TOTAL POOR/ TERRIBLE	25	38	12	6	51	12	45	15	8	53	13	17	41	31	19	12	17	32	37	25	24	25	19	23	24	29	22	26
Don't know	38	28	29	27	28	32	28	33	27	27	33	29	32	26	49	46	50	28	24	32	47	38	38	40	42	35	34	38

Nigel Farage

A great Prime Minister	10	1	0	2	42	0	12	2	2	41	0	1	19	12	7	8	7	13	12	7	13	10	11	7	12	9	6	10
A good Prime Minister	14	21	3	3	42	1	29	5	6	35	2	5	28	15	14	6	11	17	21	13	16	14	22	12	15	19	7	14
TOTAL GREAT/ GOOD	24	22	3	5	84	1	41	7	8	76	2	6	47	27	21	14	18	30	33	20	29	24	33	19	27	28	13	24
An average Prime Minister	9	23	3	5	11	4	18	6	7	14	2	6	14	10	9	5	9	9	12	10	9	10	4	11	10	11	9	9
A poor Prime Minister	10	20	9	11	1	7	15	8	10	2	12	10	10	10	9	9	11	9	8	10	10	10	7	8	11	10	13	9
A terrible Prime Minister	42	23	79	69	1	81	16	70	65	2	72	67	17	44	40	52	43	41	37	49	32	41	42	49	38	36	52	41
TOTAL POOR/ TERRIBLE	52	43	88	80	2	88	31	78	75	4	84	77	27	54	49	61	54	50	45	59	42	51	49	57	49	46	65	50
Don't know	15	11	6	10	3	7	10	9	10	7	12	10	11	9	20	20	18	11	10	12	19	15	14	13	14	15	12	17

Jeremy Corbyn

A great Prime Minister	8	0	11	5	0	32	0	14	7	0	33	11	1	8	8	18	11	4	2	9	7	8	10	5	9	7	12	7
A good Prime Minister	11	1	24	15	2	23	1	20	15	2	20	17	4	13	10	22	13	8	7	13	9	11	12	20	13	8	13	9
TOTAL GREAT/ GOOD	19	1	35	20	2	55	1	34	22	2	53	28	5	21	18	40	24	12	9	22	16	19	22	25	22	15	25	16
An average Prime Minister	11	6	17	17	6	13	2	16	11	7	14	14	8	11	11	9	13	12	7	11	11	11	13	14	13	10	14	9
A poor Prime Minister	15	13	19	19	13	14	13	15	25	14	14	16	14	15	15	9	16	16	15	17	13	15	15	13	14	14	18	16
A terrible Prime Minister	36	71	20	29	68	7	74	22	29	65	7	30	60	41	32	12	23	46	60	37	36	37	35	31	34	41	31	39
TOTAL POOR/ TERRIBLE	51	84	39	48	81	21	87	37	54	79	21	46	74	56	47	21	39	62	75	54	49	52	50	44	48	55	49	55
Don't know	18	8	9	15	10	10	9	13	12	12	13	12	13	12	24	28	23	13	9	14	24	18	16	16	17	20	13	20

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Angela Rayner																												
A great Prime Minister	2	1	6	1	0	3	0	4	2	0	1	3	0	2	2	3	2	2	1	2	1	2	3	2	3	2	1	1
A good Prime Minister	9	0	24	14	0	21	1	20	12	0	15	18	3	11	7	8	10	10	8	12	5	9	17	9	10	6	13	8
TOTAL GREAT/ GOOD	11	1	30	15	0	24	1	24	14	0	16	21	3	13	9	11	12	12	9	14	6	11	20	11	13	8	14	9
An average Prime Minister	14	9	29	21	4	25	5	22	19	4	31	21	7	15	13	22	13	13	12	14	13	14	11	16	12	14	21	12
A poor Prime Minister	15	18	13	19	15	15	17	12	17	19	13	14	16	18	12	12	16	15	16	16	14	15	18	16	15	13	19	15
A terrible Prime Minister	31	58	6	14	69	9	64	13	22	63	15	20	55	34	28	9	20	40	51	29	33	32	25	26	31	37	22	33
TOTAL POOR/ TERRIBLE	46	76	19	33	84	24	81	25	39	82	28	34	71	52	40	21	36	55	67	45	47	47	43	42	46	50	41	48
Don't know	29	14	22	31	11	28	14	28	28	14	25	25	19	20	38	46	39	20	13	26	33	29	26	30	29	29	24	31
Andy Burnham																												
A great Prime Minister	5	1	12	9	2	11	1	12	9	3	6	10	2	6	5	4	5	6	5	7	3	5	4	7	10	3	4	3
A good Prime Minister	15	10	30	19	8	22	9	25	19	9	25	24	11	17	12	8	13	19	17	18	10	15	22	9	18	14	18	13
TOTAL GREAT/ GOOD	20	11	42	28	10	33	10	37	28	12	31	34	13	23	17	12	18	25	22	25	13	20	26	16	28	17	22	16
An average Prime Minister	14	16	17	13	14	15	18	12	12	13	17	15	16	16	12	11	10	16	18	15	12	14	11	16	14	12	16	13
A poor Prime Minister	9	15	5	7	16	7	14	5	6	17	7	8	13	12	7	7	6	11	14	9	9	9	10	11	11	10	6	8
A terrible Prime Minister	11	19	3	4	24	2	20	5	8	24	3	8	20	15	8	2	10	15	14	11	12	11	10	10	8	15	10	13
TOTAL POOR/ TERRIBLE	20	34	8	11	40	9	34	10	14	41	10	16	33	27	15	9	16	26	28	20	21	20	20	21	19	25	16	21
Don't know	46	39	33	49	35	43	39	40	46	33	41	36	38	35	56	67	56	32	33	40	54	46	42	47	39	46	45	51

*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.