

YouGov Survey Results

Sample Size: 2353 GB Adults
Fieldwork: 28th - 29th September 2025

	Vote in 2024 GE						EU Ref 2016		Gender		Age				Social Grade		Country			Region in England			
	Total	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	2353	424	605	216	254	137	826	840	1139	1214	247	972	581	553	1339	999	2035	113	205	558	386	285	807
Unweighted Sample	2353	367	670	257	284	149	977	836	1021	1332	206	802	643	702	1413	929	2014	128	211	575	383	204	852
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

Keir Starmer	30	8	58	50	3	38	46	13	34	26	44	31	30	20	35	23	29	32	32	28	24	40	29
Kemi Badenoch	21	51	6	11	42	7	13	36	25	18	10	17	24	31	20	23	22	22	15	21	22	15	24
Not sure	39	31	28	31	48	51	31	42	34	45	36	44	38	35	34	46	39	39	40	42	41	38	37
Refused	10	10	8	8	8	4	11	9	7	12	9	9	8	14	10	9	10	8	12	9	12	7	9

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

Keir Starmer	36	15	62	57	2	63	55	15	40	33	53	39	35	25	42	28	36	38	37	38	31	46	34
Nigel Farage	28	48	10	11	77	4	10	54	33	23	10	23	34	37	23	34	28	26	23	27	32	19	31
Not sure	26	27	19	25	13	29	25	22	20	32	29	29	23	24	24	29	26	25	27	26	28	24	26
Refused	10	10	9	7	8	4	10	9	8	12	8	10	7	14	10	9	9	12	12	9	9	11	9

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

Keir Starmer	16	10	28	23	4	14	21	9	19	14	22	18	16	12	19	14	17	17	15	11	14	26	18
Andy Burnham	28	27	33	31	28	34	32	30	30	25	25	25	30	30	28	27	28	24	27	37	26	22	24
Not sure	45	49	32	36	59	47	37	50	43	47	43	49	42	43	43	49	45	51	48	42	48	44	46
Refused	11	14	7	10	9	4	10	11	8	13	10	8	11	15	11	10	11	8	10	10	12	9	12

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

Andy Burnham	35	18	58	56	5	56	56	18	38	32	42	35	35	32	41	27	35	40	37	41	30	40	31
Nigel Farage	25	43	9	10	76	6	9	48	32	19	13	20	31	34	22	30	26	27	21	24	26	18	29
Not sure	30	29	24	27	10	32	25	26	23	36	37	35	25	22	27	33	30	28	28	25	33	34	30
Refused	10	10	9	7	8	6	10	8	7	12	9	9	9	12	10	10	10	5	13	10	10	8	10

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

Andy Burnham	31	11	54	49	14	45	49	19	34	27	28	30	34	28	35	25	30	33	32	39	24	37	25
Kemi Badenoch	18	47	6	9	29	6	13	28	21	15	11	12	21	27	18	18	19	13	10	17	19	15	22
Not sure	43	35	35	33	46	44	31	43	38	47	53	49	38	32	39	48	42	43	48	37	45	41	45
Refused	9	7	5	9	10	6	7	9	7	11	8	8	7	13	9	9	9	11	10	7	13	7	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.