

YouGov Survey Results

Sample Size: 2111 GB Adults
Fieldwork: 6th - 7th January 2026

	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	2111	380	543	194	228	129	741	754	1022	1089	222	872	521	496	1200	896	1826	101	184	500	346	255	724
Unweighted Sample	2111	372	574	210	246	131	810	777	923	1188	163	836	539	573	1265	837	1831	120	160	483	347	191	810
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

Keir Starmer	28	2	56	48	2	46	44	9	32	23	47	33	23	13	34	18	27	30	27	25	27	37	26
Kemi Badenoch	28	68	9	11	57	8	17	49	32	24	14	21	35	40	27	30	29	26	17	29	31	23	31
Not sure	37	21	29	37	35	41	33	35	30	44	33	40	35	36	31	45	36	41	44	38	36	31	37
Refused	7	8	6	4	6	5	6	7	6	9	6	6	6	11	7	7	7	3	11	8	6	8	7

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

Keir Starmer	36	10	66	66	0	67	57	13	40	33	57	42	33	20	46	24	36	38	40	33	31	49	36
Nigel Farage	29	52	7	8	86	4	11	55	34	24	13	22	36	41	24	36	30	29	17	30	31	24	31
Not sure	28	31	21	24	10	25	26	26	20	35	24	30	25	30	24	33	28	27	33	32	30	20	26
Refused	7	7	5	3	4	3	6	6	6	7	5	6	6	10	6	7	7	5	10	5	8	8	6

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

Keir Starmer	19	10	40	17	7	17	29	10	23	15	16	24	19	11	23	14	18	26	22	17	18	25	17
Ed Davey	23	23	21	45	18	39	26	19	26	20	38	21	20	21	25	20	24	15	18	21	21	25	27
Not sure	51	58	34	32	66	42	39	62	44	57	40	48	53	56	45	58	51	54	49	53	53	43	50
Refused	8	9	6	5	9	3	7	9	7	9	6	6	8	12	7	9	8	5	12	9	8	7	7

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

Kemi Badenoch	31	47	31	40	12	35	35	27	31	30	46	29	29	28	36	24	31	26	28	26	29	35	34
Nigel Farage	21	27	8	8	69	4	8	40	27	17	9	18	26	27	17	28	22	29	11	23	22	22	21
Not sure	41	19	57	46	11	59	52	27	36	46	40	48	38	34	42	41	40	42	53	43	43	38	38
Refused	6	6	4	6	7	2	5	7	6	7	4	5	6	10	6	7	6	3	9	8	5	4	6

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

Kemi Badenoch	27	64	10	11	50	8	17	47	31	23	16	19	34	38	27	27	28	28	18	27	29	24	29
Ed Davey	25	3	43	53	4	51	40	8	29	21	40	28	23	15	30	17	24	22	29	21	22	32	25
Not sure	42	26	41	30	39	38	38	37	33	49	40	46	38	37	37	47	41	47	46	43	40	38	41
Refused	7	6	5	6	6	3	5	8	6	7	5	6	5	9	6	8	7	3	8	9	8	7	5

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Unweighted Sample	2111	372	574	210	246	131	810	777	923	1188	163	836	539	573	1265	837	1831	120	160	483	347	191	810
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

Nigel Farage	27	47	8	5	80	4	10	51	32	22	12	21	33	37	22	34	28	33	15	28	28	24	29
Ed Davey	33	16	54	68	2	60	54	13	37	30	53	36	31	23	41	23	33	33	36	28	30	39	36
Not sure	33	31	32	24	14	33	31	28	26	40	30	38	31	30	31	36	33	31	43	36	35	31	30
Refused	6	6	6	3	4	3	5	7	5	8	5	6	6	10	6	7	7	3	6	9	6	6	6

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

Keir Starmer	21	14	40	30	11	7	33	12	27	16	21	24	23	15	27	14	21	24	25	17	22	27	21
Zack Polanski	19	10	21	28	10	62	22	13	20	18	39	22	14	11	21	16	20	20	15	19	17	24	20
Not sure	51	65	32	37	68	27	40	64	45	56	32	48	56	60	45	59	51	50	49	55	53	41	51
Refused	9	10	6	5	11	3	5	11	8	9	8	6	7	14	7	11	8	6	11	9	9	8	8

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

Kemi Badenoch	28	66	12	13	52	8	19	47	32	24	16	21	36	39	28	28	29	28	17	27	30	26	32
Zack Polanski	22	2	36	43	2	61	33	8	26	18	45	26	16	9	27	15	22	22	25	21	19	26	22
Not sure	43	26	46	38	39	27	43	38	35	51	32	47	45	41	38	50	42	45	50	44	45	41	40
Refused	7	6	6	6	6	3	6	7	6	7	7	6	3	11	7	7	7	5	8	8	6	8	6

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

Ed Davey	20	18	28	38	17	12	28	16	25	16	20	19	23	18	24	15	19	22	24	13	19	21	23
Zack Polanski	15	5	21	20	3	56	20	7	17	14	36	18	10	6	17	12	15	15	16	15	14	17	15
Not sure	57	69	45	36	72	30	47	69	51	62	35	57	61	63	52	64	58	59	49	62	62	54	54
Refused	8	8	6	5	8	2	6	8	7	8	8	5	7	13	7	9	8	5	11	9	5	8	7

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

Nigel Farage	27	50	8	9	81	3	11	51	34	21	13	20	35	38	23	33	28	30	17	27	28	24	30
Zack Polanski	28	6	44	52	0	69	41	9	30	25	54	33	22	12	34	19	28	29	26	25	25	34	29
Not sure	38	37	42	33	14	25	42	33	30	46	26	41	36	40	37	40	38	35	48	41	39	36	35
Refused	7	7	6	6	5	3	6	6	6	8	7	5	7	10	6	8	7	5	9	7	8	6	6

*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.