

YouGov Survey Results

Sample Size: 10035 Adults in GB
Fieldwork: 8th - 17th June 2025

Weighted Sample
Unweighted Sample

Westminster VI											Vote in 2024 GE								Vote in 2024 GE - Current VI		
Total	Con	Lab	Lib Dem	SNP	Plaid Cymru	Reform UK	Green	Some other party	Would not vote	Don't know	Con	Lab	Lib Dem	Reform UK	Green	Other	Don't know / Didn't vote	Con - Con	Con - Ref	Con - Don't know	
10035	1247	1699	1062	208	90	1961	874	122	1177	1347	1806	2579	923	1084	587	439	2617	955	457	234	
10035	1283	1802	1173	226	93	2036	920	126	875	1308	1831	2788	1020	1128	639	493	2136	967	473	230	
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	

On a scale of 0 to 10, where 0 means you would never consider voting for them, and 10 means you would definitely consider voting for them, how likely are you to consider voting for the following parties at the next election?

Conservatives

0 - Would never consider voting for them	38	0	54	44	82	57	23	66	53	59	26	1	56	38	24	62	60	44	0	2	1
1	6	0	9	9	4	13	5	8	5	8	5	1	9	9	7	7	6	7	0	1	2
2	7	0	12	10	5	8	8	9	8	6	7	1	10	10	9	10	7	7	0	2	2
3	6	1	9	9	3	11	8	5	4	3	6	2	8	9	8	6	4	6	0	5	3
4	4	1	4	6	2	5	6	3	4	3	5	2	3	6	7	3	2	5	0	4	2
5	10	4	5	9	2	2	15	4	8	8	20	11	6	10	16	5	6	11	3	17	29
6	4	4	2	3	1	1	10	1	11	2	6	8	2	5	8	1	5	3	3	15	10
7	6	11	2	3	0	3	12	1	3	2	7	13	2	4	10	2	4	3	8	21	16
8	5	15	1	4	0	0	7	1	2	0	5	15	1	4	6	1	2	2	15	14	16
9	2	11	0	0	0	0	2	0	1	1	1	8	0	1	1	0	1	1	11	4	3
10 - Would definitely consider voting for them	8	53	1	2	1	1	4	1	0	1	4	37	1	3	3	1	2	3	58	13	13
Prefer not to answer	3	0	0	0	0	1	0	0	0	7	9	1	1	1	1	2	1	8	0	0	1

Labour

0 - Would never consider voting for them	35	57	0	15	22	25	72	15	45	53	20	60	6	17	73	17	31	41	60	79	36
1	6	9	0	4	8	4	8	5	4	8	5	8	2	5	8	7	9	6	9	8	7
2	6	7	0	6	17	6	7	8	7	7	6	7	3	7	5	7	12	7	7	7	10
3	5	8	1	7	8	4	4	9	8	5	7	6	3	7	4	8	9	5	7	2	9
4	5	6	1	9	10	4	3	9	8	4	7	4	4	8	2	9	9	5	5	2	7
5	10	6	4	15	15	18	3	15	8	10	21	6	10	15	3	16	11	11	6	1	15
6	6	4	7	12	7	12	1	12	9	2	8	3	9	11	2	11	5	5	3	0	6
7	6	2	12	12	5	15	1	11	4	2	7	2	12	11	1	9	5	4	2	0	6
8	5	1	17	7	3	5	0	6	2	0	4	2	12	6	0	5	3	3	1	0	2
9	2	0	10	2	2	1	0	2	1	0	1	0	7	2	0	1	1	1	0	0	0
10 - Would definitely consider voting for them	11	1	47	9	2	7	0	6	4	2	3	1	31	10	0	7	4	3	0	0	0
Prefer not to answer	3	0	0	0	0	1	0	0	0	7	10	0	1	1	1	2	1	8	0	0	1

Liberal Democrats

0 - Would never consider voting for them	28	33	10	0	30	19	56	12	29	53	15	38	11	2	57	12	30	37	35	59	19
1	6	8	3	0	7	6	9	5	6	8	6	8	3	1	8	7	9	7	9	10	7
2	7	10	5	1	9	6	8	7	10	8	6	9	5	1	9	6	8	8	10	7	8
3	7	10	6	1	8	13	6	9	12	5	8	9	6	3	6	8	10	6	10	6	9
4	6	9	8	1	12	10	6	9	10	3	7	9	7	3	4	9	11	5	8	7	9
5	13	14	17	4	16	8	7	18	17	9	24	13	17	8	8	17	12	13	14	6	27
6	8	7	15	7	6	8	3	12	8	2	10	6	13	10	3	12	8	4	7	2	10
7	7	6	15	14	6	23	2	11	2	1	7	4	13	13	2	10	6	4	5	1	6
8	6	2	10	21	1	3	1	9	1	1	3	2	11	16	1	7	3	3	2	0	2
9	2	0	3	12	1	1	0	3	2	0	1	0	4	9	0	3	1	1	0	0	1
10 - Would definitely consider voting for them	7	1	9	38	4	2	0	4	3	1	2	1	9	32	0	5	3	3	0	0	2
Prefer not to answer	3	0	1	0	0	2	0	1	2	8	10	0	2	1	1	3	1	9	0	0	1

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Sample Size: 10035 Adults in GB
Fieldwork: 8th - 17th June 2025

Weighted Sample Unweighted Sample		EU Ref 2016		Gender		Age				Social Grade		Country			Region in England			
	Total	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
	10035	3522	3582	4857	5178	1054	4145	2478	2358	5720	4315	8680	482	873	2378	1646	1214	3442
	10035	4084	3745	4531	5504	661	3831	2674	2869	6101	3934	8653	510	872	2343	1716	1033	3561
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

On a scale of 0 to 10, where 0 means you would never consider voting for them, and 10 means you would definitely consider voting for them, how likely are you to consider voting for the following parties at the next election?

Conservatives

0 - Would never consider voting for them	38	48	24	38	39	45	46	37	25	37	40	37	44	54	41	36	40	33
1	6	7	5	7	6	7	7	7	5	7	6	6	8	6	6	6	7	7
2	7	8	6	9	6	9	9	7	5	8	7	8	7	6	9	7	8	7
3	6	6	5	7	5	9	6	6	5	6	6	6	7	5	6	6	6	6
4	4	3	5	5	4	6	4	4	4	4	4	4	4	3	4	4	5	4
5	10	7	13	9	10	8	8	10	12	10	10	10	8	7	10	11	8	10
6	4	3	6	4	4	3	3	5	7	5	4	5	4	2	4	5	5	5
7	6	4	9	6	5	3	4	7	8	6	6	6	5	4	6	5	4	7
8	5	3	8	5	4	1	3	5	8	5	4	5	4	4	4	5	5	5
9	2	2	4	2	2	0	1	2	4	2	2	2	0	1	2	3	2	3
10 - Would definitely consider voting for them	8	7	15	7	9	2	4	9	18	9	7	9	8	5	7	10	8	10
Prefer not to answer	3	1	1	1	4	7	3	1	1	2	4	3	2	2	2	3	3	3

Labour

0 - Would never consider voting for them	35	17	58	33	36	17	26	39	54	29	43	35	37	29	34	41	24	38
1	6	4	7	7	5	4	5	6	7	5	7	5	8	7	6	6	4	5
2	6	5	6	6	5	5	6	6	5	5	6	6	5	9	6	5	6	6
3	5	6	5	6	5	6	6	5	5	5	5	5	4	7	5	6	5	5
4	5	6	4	5	5	6	6	5	4	6	4	5	3	7	5	4	4	6
5	10	12	6	9	11	9	12	9	6	10	9	10	11	11	10	9	10	9
6	6	8	3	7	6	12	7	5	3	7	5	6	5	7	7	5	8	6
7	6	9	3	6	6	9	8	5	3	8	4	6	6	6	6	6	9	5
8	5	8	2	6	5	7	7	5	2	7	3	5	5	6	6	4	7	5
9	2	4	1	3	2	6	2	2	2	3	2	2	2	2	3	2	5	2
10 - Would definitely consider voting for them	11	20	3	11	10	10	12	11	8	13	7	11	11	8	12	10	14	10
Prefer not to answer	3	1	1	1	4	8	3	2	1	2	4	3	2	2	3	3	3	3

Liberal Democrats

0 - Would never consider voting for them	28	13	43	29	26	17	24	31	36	24	33	28	31	27	29	33	22	26
1	6	4	8	7	5	5	5	6	7	5	6	6	8	6	6	6	4	6
2	7	5	8	7	6	4	7	6	8	6	7	7	7	8	7	6	6	6
3	7	7	7	6	7	6	7	6	7	7	6	6	8	7	7	6	7	6
4	6	6	6	7	6	7	7	6	7	7	6	6	6	8	7	7	8	5
5	13	15	11	12	15	14	13	15	11	13	13	13	11	17	13	13	13	13
6	8	11	5	8	8	11	9	7	6	9	6	8	8	6	8	6	12	7
7	7	11	4	8	7	9	8	7	6	8	6	7	9	7	8	7	7	7
8	6	10	3	5	7	7	7	5	4	8	4	6	4	5	5	5	6	7
9	2	4	1	2	2	4	2	2	2	3	2	3	1	1	2	3	2	3
10 - Would definitely consider voting for them	7	12	3	7	7	6	7	7	6	8	5	7	4	7	5	5	8	9
Prefer not to answer	3	1	1	2	4	10	4	2	1	2	4	3	2	2	3	3	4	3

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		Westminster VI										Vote in 2024 GE								Vote in 2024 GE - Current VI		
		Total	Con	Lab	Lib Dem	SNP	Plaid Cymru	Reform UK	Green	Some other party	Would not vote	Don't know	Con	Lab	Lib Dem	Reform UK	Green	Other	Don't know / Didnt vote	Con - Con	Con - Ref	Con - Don't know
Weighted Sample		10035	1247	1699	1062	208	90	1961	874	122	1177	1347	1806	2579	923	1084	587	439	2617	955	457	234
	Unweighted Sample	10035	1283	1802	1173	226	93	2036	920	126	875	1308	1831	2788	1020	1128	639	493	2136	967	473	230
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Reform UK																						
0 - Would never consider voting for them		48	31	77	72	83	80	0	84	55	60	38	23	71	68	2	80	65	46	30	0	27
1	4	6	4	6	3	2	0	4	5	8	7	5	4	6	1	4	4	6	5	0	9	
2	4	6	4	4	1	2	0	2	9	4	6	5	3	4	1	3	2	5	6	0	5	
3	3	6	2	2	2	2	0	1	6	6	6	4	2	3	2	3	3	4	6	0	7	
4	3	7	2	3	4	0	0	2	3	2	5	5	2	2	1	2	3	3	7	0	8	
5	6	13	4	4	3	3	2	3	6	5	15	11	5	4	4	2	4	8	14	1	19	
6	3	8	1	3	1	3	3	0	4	1	5	6	2	3	2	0	3	3	9	3	5	
7	4	9	2	2	1	3	7	0	5	2	5	8	3	2	7	0	3	3	9	7	8	
8	5	7	1	2	1	2	13	1	3	2	4	9	2	3	10	1	2	4	7	18	6	
9	3	3	0	1	1	0	10	0	1	0	1	5	1	1	7	0	3	2	3	11	1	
10 - Would definitely consider voting for them		14	4	1	1	2	3	64	1	2	2	2	18	4	3	62	2	7	10	4	60	2
Prefer not to answer		3	0	1	0	0	2	1	1	1	7	9	1	1	1	1	2	1	8	0	1	1
Green Party																						
0 - Would never consider voting for them		32	50	12	14	11	13	61	0	27	54	22	52	16	16	60	2	22	38	53	67	35
1	6	9	4	4	3	4	7	0	7	9	7	8	4	4	7	0	5	7	9	7	7	
2	7	9	8	6	6	5	7	0	3	7	8	8	5	6	8	0	8	8	9	4	13	
3	6	8	8	8	6	6	6	0	9	5	7	8	7	6	5	2	8	5	8	5	11	
4	6	7	8	8	15	2	4	1	11	4	8	6	7	8	5	3	8	5	7	3	8	
5	12	8	17	17	16	19	8	2	19	8	17	8	16	16	8	4	12	12	8	6	15	
6	6	4	12	12	7	9	3	4	9	3	8	3	11	10	2	4	7	5	3	4	5	
7	6	3	12	11	14	14	2	9	5	1	5	2	11	11	2	8	10	3	2	2	1	
8	5	1	8	8	11	10	1	14	4	1	3	1	8	7	1	12	7	3	0	1	1	
9	2	0	2	4	4	3	1	11	2	0	1	0	3	4	1	9	3	1	0	0	0	
10 - Would definitely consider voting for them		9	1	8	8	9	12	1	58	4	1	3	1	10	12	1	55	10	4	0	0	1
Prefer not to answer		3	1	1	0	0	3	0	1	1	8	10	1	1	1	1	2	1	9	0	0	1
Which of the following do you think are the most important issues facing the country at this time?																						
Please tick up to three.																						
The cost of living		47	37	48	45	57	64	39	53	46	58	50	35	50	43	41	51	52	54	35	27	39
NHS		44	39	50	53	55	60	29	53	35	41	48	37	53	51	27	50	46	42	37	30	40
Immigration and asylum		43	62	20	22	16	21	88	12	44	41	38	68	24	26	88	13	30	42	64	88	56
The economy in general		34	41	38	36	34	26	31	26	34	30	34	40	36	36	32	28	35	29	42	36	41
Defence and security, including the war in Ukraine		21	32	22	26	15	14	23	12	18	11	21	35	20	27	20	13	17	13	36	37	34
The environment and climate change		17	10	22	26	20	21	4	45	17	11	13	9	23	25	3	43	18	12	10	5	8
Crime		16	17	11	10	7	5	27	6	15	19	17	18	11	11	29	7	12	19	16	22	17
Housing		13	6	19	15	16	12	7	18	18	14	13	5	17	14	7	20	18	14	5	4	8
Britain's relationship with the EU		10	6	16	18	24	18	5	13	9	7	7	5	15	14	4	13	15	8	5	7	4
Tax		8	10	6	6	7	4	11	4	9	9	8	10	5	7	12	4	6	9	10	10	11
Welfare benefits		8	9	5	7	7	3	11	8	11	7	9	9	7	7	11	6	9	8	8	10	9
Education		7	5	10	9	7	11	3	8	7	5	7	4	10	9	2	7	7	6	5	3	4
The conflict in Gaza		7	4	8	8	14	10	1	22	16	5	6	3	8	8	1	21	13	7	3	1	2
Pensions		5	7	3	4	5	4	7	2	3	5	4	7	3	4	5	2	5	5	7	9	5
Family life and childcare		3	2	4	3	2	3	2	3	6	4	4	1	3	5	3	3	3	4	1	1	3
Transport		2	1	2	2	0	2	1	3	2	2	1	0	2	2	1	3	2	1	0	0	0
None of these		0	0	0	0	1	0	0	0	0	1	0	0	0	0	0	1	0	0	0	0	0
Don't know		1	1	1	0	0	5	0	0	1	4	3	1	1	1	1	1	0	3	1	0	1

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Fieldwork: 8th - 17th June 2025

		EU Ref 2016			Gender		Age				Social Grade		Country			Region in England			
		Total	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample		10035	3522	3582	4857	5178	1054	4145	2478	2358	5720	4315	8680	482	873	2378	1646	1214	3442
Unweighted Sample		10035	4084	3745	4531	5504	661	3831	2674	2869	6101	3934	8653	510	872	2343	1716	1033	3561
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Reform UK																			
0 - Would never consider voting for them		48	71	22	46	50	58	55	45	37	53	42	47	54	57	47	45	55	46
1		4	5	3	5	4	5	5	4	4	4	5	5	4	4	5	4	4	5
2		4	3	3	3	4	3	4	3	3	3	4	4	1	3	3	3	4	4
3		3	2	3	3	4	3	3	4	3	3	3	3	2	3	4	3	4	3
4		3	2	3	2	3	2	3	3	3	3	3	3	3	3	3	2	4	3
5		6	4	8	6	7	7	6	7	7	6	7	7	4	5	6	7	7	7
6		3	2	5	3	3	2	2	3	4	3	3	3	3	3	3	3	2	3
7		4	2	7	5	3	3	4	4	4	4	4	4	5	3	4	5	3	4
8		5	3	8	5	5	1	4	6	7	4	5	5	5	3	5	5	3	5
9		3	1	5	3	2	1	2	3	4	2	3	3	3	2	2	3	1	3
10 - Would definitely consider voting for them		14	4	30	17	12	6	9	18	22	11	18	14	14	11	15	17	10	15
Prefer not to answer		3	2	1	2	4	8	3	1	1	2	4	3	2	2	3	2	4	3
Green Party																			
0 - Would never consider voting for them		32	18	50	36	29	17	26	38	44	29	37	32	35	36	31	34	24	34
1		6	4	7	6	5	4	5	6	7	5	6	6	6	6	6	5	5	6
2		7	6	7	7	6	5	6	7	8	7	6	7	6	6	7	6	6	7
3		6	7	6	6	6	3	7	6	6	6	6	6	7	6	6	6	5	6
4		6	7	5	6	6	6	7	6	5	6	6	6	6	8	6	6	8	5
5		12	13	10	10	13	12	12	12	11	12	11	12	11	11	12	13	12	11
6		6	9	4	6	7	9	7	7	4	7	6	7	6	5	6	6	9	6
7		6	10	3	6	6	9	7	5	4	7	5	6	6	7	6	6	7	6
8		5	7	2	4	5	8	6	4	3	6	4	5	5	5	5	4	5	5
9		2	3	1	2	2	4	3	2	1	3	2	2	1	3	2	2	3	2
10 - Would definitely consider voting for them		9	14	3	7	10	14	11	7	5	10	7	9	7	7	9	9	11	8
Prefer not to answer		3	2	2	2	4	9	4	2	1	2	4	3	3	2	3	3	5	3
Which of the following do you think are the most important issues facing the country at this time?																			
Please tick up to three.																			
The cost of living		47	47	41	43	51	55	58	42	29	45	50	46	50	51	48	46	48	45
NHS		44	50	39	36	51	42	44	42	46	44	43	43	56	47	44	42	36	44
Immigration and asylum		43	26	70	45	41	23	33	51	63	39	50	44	38	39	46	49	31	45
The economy in general		34	37	33	38	30	32	33	36	33	37	29	34	33	34	33	33	38	33
Defence and security, including the war in Ukraine		21	23	26	23	19	10	14	23	35	22	19	21	22	18	21	20	15	24
The environment and climate change		17	24	8	16	17	22	18	15	13	19	13	17	16	16	15	16	19	18
Crime		16	10	21	17	15	16	15	16	17	15	18	17	12	11	16	18	22	15
Housing		13	14	8	13	13	21	15	11	8	12	13	13	9	13	11	10	21	13
Britain's relationship with the EU		10	16	5	13	7	11	9	11	11	11	8	10	10	13	9	9	12	10
Tax		8	6	8	10	6	7	10	7	6	9	7	8	6	8	8	7	10	8
Welfare benefits		8	7	10	7	9	3	7	11	9	7	10	8	7	8	9	8	5	8
Education		7	10	4	5	8	8	8	6	4	8	5	7	8	7	7	7	5	7
The conflict in Gaza		7	8	3	5	8	17	7	5	5	7	6	7	8	10	6	5	11	6
Pensions		5	3	7	4	5	1	2	5	11	4	6	4	3	6	5	4	3	5
Family life and childcare		3	4	2	2	4	4	5	1	1	3	3	3	3	1	3	4	3	4
Transport		2	2	1	2	1	4	1	1	1	2	1	2	2	1	2	1	2	1
None of these		0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	1	0
Don't know		1	1	1	1	2	4	2	1	1	1	2	1	2	2	1	2	1	1

Sample Size: 10035 Adults in GB
Fieldwork: 8th - 17th June 2025

	Westminster VI										Vote in 2024 GE								Vote in 2024 GE - Current VI		
	Total	Con	Lab	Lib Dem	SNP	Plaid Cymru	Reform UK	Green	Some other party	Would not vote	Don't know	Con	Lab	Lib Dem	Reform UK	Green	Other	Dont know / Didnt vote	Con - Con	Con - Ref	Con - Don't know
Weighted Sample	10035	1247	1699	1062	208	90	1961	874	122	1177	1347	1806	2579	923	1084	587	439	2617	955	457	234
Unweighted Sample	10035	1283	1802	1173	226	93	2036	920	126	875	1308	1831	2788	1020	1128	639	493	2136	967	473	230
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Do you have a favourable or unfavourable opinion of the following?																					
Keir Starmer																					
Very favourable	4	1	20	4	2	1	1	1	1	1	1	1	13	4	0	1	1	2	0	0	0
Somewhat favourable	23	9	58	41	22	26	3	23	14	9	19	8	45	39	3	21	16	15	9	2	14
TOTAL FAVOURABLE	27	10	78	45	24	27	4	24	15	10	20	9	58	43	3	22	17	17	9	2	14
Somewhat unfavourable	23	27	16	31	36	28	11	39	22	20	31	22	24	29	11	36	31	23	25	8	29
Very unfavourable	41	60	3	21	35	39	84	31	62	42	30	66	13	23	83	34	46	39	63	89	47
TOTAL UNFAVOURABLE	64	87	19	52	71	67	95	70	84	62	61	88	37	52	94	70	77	62	88	97	76
Don't know	9	3	3	3	6	6	2	6	1	27	20	3	5	5	2	8	6	21	3	1	10
NET FAVOURABILITY	-37	-77	59	-7	-47	-40	-91	-46	-69	-52	-41	-79	21	-9	-91	-48	-60	-45	-79	-95	-62
Kemi Badenoch																					
Very favourable	2	10	1	1	1	0	2	1	0	0	0	8	1	1	2	0	1	1	12	5	0
Somewhat favourable	17	48	6	9	2	7	33	4	8	4	12	46	5	11	31	5	12	10	51	49	29
TOTAL FAVOURABLE	19	58	7	10	3	7	35	5	8	4	12	54	6	12	33	5	13	11	63	54	29
Somewhat unfavourable	21	19	21	28	15	16	28	18	26	12	22	24	21	28	28	18	20	16	19	28	32
Very unfavourable	32	6	54	45	61	52	20	52	48	31	20	7	51	41	21	52	49	26	5	6	12
TOTAL UNFAVOURABLE	53	25	75	73	76	68	48	70	74	43	42	31	72	69	49	70	69	42	24	34	44
Don't know	27	16	19	18	21	25	17	25	18	52	45	16	22	20	18	25	19	48	13	12	27
NET FAVOURABILITY	-34	33	-68	-63	-73	-61	-13	-65	-66	-39	-30	23	-66	-57	-16	-65	-56	-31	39	20	-15
Nigel Farage																					
Very favourable	11	4	1	1	1	3	48	1	3	3	1	15	3	2	48	1	5	7	5	46	2
Somewhat favourable	19	35	6	7	3	4	42	3	15	11	16	36	8	10	37	4	11	17	36	46	27
TOTAL FAVOURABLE	30	39	7	8	4	7	90	4	18	14	17	51	11	12	85	5	16	24	41	92	29
Somewhat unfavourable	13	26	10	11	8	9	6	6	16	14	20	20	10	12	8	8	12	14	27	5	27
Very unfavourable	49	31	80	77	85	79	2	86	64	43	44	24	75	71	3	83	68	40	28	0	33
TOTAL UNFAVOURABLE	62	57	90	88	93	88	8	92	80	57	64	44	85	83	11	91	80	54	55	5	60
Don't know	9	5	3	3	3	5	2	3	2	29	18	5	4	4	4	4	4	22	5	2	10
NET FAVOURABILITY	-32	-18	-83	-80	-89	-81	82	-88	-62	-43	-47	7	-74	-71	74	-86	-64	-30	-14	87	-31
Ed Davey																					
Very favourable	4	1	5	19	4	4	0	3	2	1	1	1	6	15	0	3	2	2	1	1	0
Somewhat favourable	23	20	41	47	25	33	10	30	16	6	17	18	36	44	11	28	23	10	20	9	23
TOTAL FAVOURABLE	27	21	46	66	29	37	10	33	18	7	18	19	42	59	11	31	25	12	21	10	23
Somewhat unfavourable	18	29	18	10	23	22	24	16	22	10	15	28	17	13	24	16	21	12	30	30	21
Very unfavourable	16	19	4	2	11	11	37	7	27	20	10	23	6	3	39	8	20	17	20	37	15
TOTAL UNFAVOURABLE	34	48	22	12	34	33	61	23	49	30	25	51	23	16	63	24	41	29	50	67	36
Don't know	39	31	32	22	37	30	28	44	32	63	57	29	35	24	26	45	34	59	29	24	41
NET FAVOURABILITY	-7	-27	24	54	-5	4	-51	10	-31	-23	-7	-32	19	43	-52	7	-16	-17	-29	-57	-13
Boris Johnson																					
Very favourable	7	23	1	2	1	2	14	2	4	3	3	22	1	1	12	2	4	4	25	26	10
Somewhat favourable	21	45	7	12	3	5	40	7	8	15	20	46	7	16	36	7	12	20	46	49	42
TOTAL FAVOURABLE	28	68	8	14	4	7	54	9	12	18	23	68	8	17	48	9	16	24	71	75	52
Somewhat unfavourable	20	18	17	20	11	17	22	18	25	19	25	18	18	22	26	17	15	22	17	15	24
Very unfavourable	44	11	72	63	84	71	20	71	60	40	37	10	70	58	22	71	66	36	9	7	15
TOTAL UNFAVOURABLE	64	29	89	83	95	88	42	89	85	59	62	28	88	80	48	88	81	58	26	22	39
Don't know	7	3	2	3	1	6	3	2	3	23	14	3	4	3	4	4	2	18	2	3	8
NET FAVOURABILITY	-36	39	-81	-69	-91	-81	12	-80	-73	-41	-39	40	-80	-63	0	-79	-65	-34	45	53	13

Sample Size: 10035 Adults in GB
Fieldwork: 8th - 17th June 2025

	EU Ref 2016			Gender		Age				Social Grade		Country			Region in England			
	Total	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	10035	3522	3582	4857	5178	1054	4145	2478	2358	5720	4315	8680	482	873	2378	1646	1214	3442
Unweighted Sample	10035	4084	3745	4531	5504	661	3831	2674	2869	6101	3934	8653	510	872	2343	1716	1033	3561
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you have a favourable or unfavourable opinion of the following?

Keir Starmer

Very favourable	4	7	2	6	3	7	5	4	3	5	3	5	6	3	4	4	10	4
Somewhat favourable	23	37	10	25	21	22	27	23	15	28	16	23	21	22	22	19	30	24
TOTAL FAVOURABLE	27	44	12	31	24	29	32	27	18	33	19	28	27	25	26	23	40	28
Somewhat unfavourable	23	27	18	22	24	28	25	21	20	25	21	23	21	25	24	24	23	22
Very unfavourable	41	23	65	42	40	26	31	46	58	35	48	41	44	41	42	44	29	42
TOTAL UNFAVOURABLE	64	50	83	64	64	54	56	67	78	60	69	64	65	66	66	68	52	64
Don't know	9	6	5	6	12	16	12	6	3	7	11	9	8	9	9	10	8	9
NET FAVOURABILITY	-37	-6	-71	-33	-40	-25	-24	-40	-60	-27	-50	-36	-38	-41	-40	-45	-12	-36

Kemi Badenoch

Very favourable	2	1	3	2	2	2	1	2	4	2	2	2	2	1	2	3	2	2
Somewhat favourable	17	11	30	18	16	6	11	20	31	17	17	18	18	12	16	19	15	19
TOTAL FAVOURABLE	19	12	33	20	18	8	12	22	35	19	19	20	20	13	18	22	17	21
Somewhat unfavourable	21	22	24	24	19	17	19	24	25	23	19	22	16	19	21	21	20	23
Very unfavourable	32	44	21	39	26	37	35	33	25	35	29	31	36	41	35	28	39	28
TOTAL UNFAVOURABLE	53	66	45	63	45	54	54	57	50	58	48	53	52	60	56	49	59	51
Don't know	27	21	23	17	36	37	34	21	15	23	32	27	28	26	27	29	23	28
NET FAVOURABILITY	-34	-54	-12	-43	-27	-46	-42	-35	-15	-39	-29	-33	-32	-47	-38	-27	-42	-30

Nigel Farage

Very favourable	11	3	23	14	8	3	7	14	18	9	14	11	11	9	11	13	7	12
Somewhat favourable	19	8	33	21	17	12	14	20	27	17	20	19	17	14	18	21	15	20
TOTAL FAVOURABLE	30	11	56	35	25	15	21	34	45	26	34	30	28	23	29	34	22	32
Somewhat unfavourable	13	10	15	12	14	12	12	13	14	13	12	13	13	13	12	12	14	13
Very unfavourable	49	74	22	48	49	58	55	46	37	55	41	48	51	58	49	44	55	46
TOTAL UNFAVOURABLE	62	84	37	60	63	70	67	59	51	68	53	61	64	71	61	56	69	59
Don't know	9	4	6	6	12	15	11	6	5	6	12	9	9	7	8	10	9	9
NET FAVOURABILITY	-32	-73	19	-25	-38	-55	-46	-25	-6	-42	-19	-31	-36	-48	-32	-22	-47	-27

Ed Davey

Very favourable	4	6	2	4	3	6	3	4	4	4	3	4	3	3	4	3	5	4
Somewhat favourable	23	34	16	26	20	22	21	25	25	26	19	23	22	24	21	22	26	24
TOTAL FAVOURABLE	27	40	18	30	23	28	24	29	29	30	22	27	25	27	25	25	31	28
Somewhat unfavourable	18	18	23	21	16	13	15	20	25	19	17	18	19	17	19	17	17	18
Very unfavourable	16	8	27	20	12	9	12	20	23	14	19	16	19	15	16	17	13	16
TOTAL UNFAVOURABLE	34	26	50	41	28	22	27	40	48	33	36	34	38	32	35	34	30	34
Don't know	39	33	33	28	49	50	49	31	23	36	43	39	37	41	39	40	39	38
NET FAVOURABILITY	-7	14	-32	-11	-5	6	-3	-11	-19	-3	-14	-7	-13	-5	-10	-9	1	-6

Boris Johnson

Very favourable	7	3	14	7	7	2	5	8	13	6	8	8	6	3	6	9	5	9
Somewhat favourable	21	11	36	20	22	14	17	23	31	20	24	23	18	12	20	24	17	26
TOTAL FAVOURABLE	28	14	50	27	29	16	22	31	44	26	32	31	24	15	26	33	22	35
Somewhat unfavourable	20	18	21	19	21	27	20	19	17	21	18	20	20	18	19	20	21	21
Very unfavourable	44	65	24	48	41	47	49	44	35	48	40	42	49	61	47	39	50	38
TOTAL UNFAVOURABLE	64	83	45	67	62	74	69	63	52	69	58	62	69	79	66	59	71	59
Don't know	7	4	5	5	10	11	9	6	3	5	10	7	7	6	8	8	7	7
NET FAVOURABILITY	-36	-69	5	-40	-33	-58	-47	-32	-8	-43	-26	-31	-45	-64	-40	-26	-49	-24

Sample Size: 10035 Adults in GB
Fieldwork: 8th - 17th June 2025

		Westminster VI										Vote in 2024 GE							Vote in 2024 GE - Current VI			
		Total	Con	Lab	Lib Dem	SNP	Plaid Cymru	Reform UK	Green	Some other party	Would not vote	Don't know	Con	Lab	Lib Dem	Reform UK	Green	Other	Dont know / Didnt vote	Con - Con	Con - Ref	Con - Don't know
Weighted Sample		10035	1247	1699	1062	208	90	1961	874	122	1177	1347	1806	2579	923	1084	587	439	2617	955	457	234
	Unweighted Sample	10035	1283	1802	1173	226	93	2036	920	126	875	1308	1831	2788	1020	1128	639	493	2136	967	473	230
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Jeremy Corbyn																						
	Very favourable	9	1	14	11	19	32	1	37	25	4	5	1	15	10	1	36	19	6	1	0	0
	Somewhat favourable	16	4	33	21	33	25	6	26	17	8	11	4	30	18	6	22	22	11	3	3	2
	TOTAL FAVOURABLE	25	5	47	32	52	57	7	63	42	12	16	5	45	28	7	58	41	17	4	3	2
	Somewhat unfavourable	18	16	26	25	22	18	13	14	16	17	18	13	23	24	14	15	18	18	14	8	16
	Very unfavourable	43	74	20	34	18	14	74	15	37	35	40	78	24	38	73	17	33	35	78	86	71
	TOTAL UNFAVOURABLE	61	90	46	59	40	32	87	29	53	52	58	91	47	62	87	32	51	53	92	94	87
	Don't know	13	4	8	9	9	10	6	8	6	35	25	5	8	9	6	10	8	31	4	3	11
	NET FAVOURABILITY	-36	-85	1	-27	12	25	-80	34	-11	-40	-42	-86	-2	-34	-80	26	-10	-36	-88	-91	-85

REBASED
Unweighted Sample

956	956	0	0	0	0	0	0	0	0	0	0	955	0	0	0	0	0	1	955	0	0
968	968	0	0	0	0	0	0	0	0	0	0	967	0	0	0	0	0	1	967	0	0
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Based on answers you have previously given us, you voted Conservative at the last general election and intend to do so at the next election. Which of the following reasons best describe why you continue to support the Conservatives? Please select up to three.

[Asked only to those who voted Conservative at the last general election and intend to do so at the next election; n=968]

They are the party closest to my values	44	44	0	0	0	0	0	0	0	0	0	44	0	0	0	0	0	0	44	0	0
While I don't love the Conservatives, all the other parties are worse	43	43	0	0	0	0	0	0	0	0	0	43	0	0	0	0	0	100	43	0	0
They are the most economically responsible	33	33	0	0	0	0	0	0	0	0	0	33	0	0	0	0	0	100	33	0	0
I have always voted Conservative and can't imagine voting for anybody else	20	20	0	0	0	0	0	0	0	0	0	20	0	0	0	0	0	0	20	0	0
I think the last Conservative government did a good job	19	19	0	0	0	0	0	0	0	0	0	19	0	0	0	0	0	0	19	0	0
I like my local Conservative MP/candidate	18	18	0	0	0	0	0	0	0	0	0	18	0	0	0	0	0	0	18	0	0
I have a negative opinion of Reform UK	17	17	0	0	0	0	0	0	0	0	0	17	0	0	0	0	0	0	17	0	0
I think Kemi Badenoch would be a good prime minister	14	14	0	0	0	0	0	0	0	0	0	14	0	0	0	0	0	0	14	0	0
I think the Conservatives are best placed to beat Labour at the next election	14	14	0	0	0	0	0	0	0	0	0	14	0	0	0	0	0	0	14	0	0
I prefer another party, but do not believe they could win	5	5	0	0	0	0	0	0	0	0	0	4	0	0	0	0	0	100	4	0	0
Something else [See Tab 4]	2	2	0	0	0	0	0	0	0	0	0	2	0	0	0	0	0	0	2	0	0
Don't know	2	2	0	0	0	0	0	0	0	0	0	2	0	0	0	0	0	0	2	0	0

Sample Size: 10035 Adults in GB
Fieldwork: 8th - 17th June 2025

	EU Ref 2016			Gender		Age				Social Grade		Country			Region in England			
	Total	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	10035	3522	3582	4857	5178	1054	4145	2478	2358	5720	4315	8680	482	873	2378	1646	1214	3442
Unweighted Sample	10035	4084	3745	4531	5504	661	3831	2674	2869	6101	3934	8653	510	872	2343	1716	1033	3561
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Jeremy Corbyn																		
Very favourable	9	14	3	10	9	20	12	6	3	11	7	9	14	10	9	8	15	7
Somewhat favourable	16	23	7	17	14	22	20	12	8	17	13	15	18	20	17	12	20	13
TOTAL FAVOURABLE	25	37	10	27	23	42	32	18	11	28	20	24	32	30	26	20	35	20
Somewhat unfavourable	18	22	15	18	19	20	20	18	15	20	17	19	17	18	19	20	19	17
Very unfavourable	43	33	67	47	40	15	30	55	67	42	45	44	39	38	42	46	32	49
TOTAL UNFAVOURABLE	61	55	82	65	59	35	50	73	82	62	62	63	56	56	61	66	51	66
Don't know	13	9	8	8	18	24	17	9	6	10	17	13	13	13	13	14	14	13
NET FAVOURABILITY	-36	-18	-72	-38	-36	7	-18	-55	-71	-34	-42	-39	-24	-26	-35	-46	-16	-46

REBASED
Unweighted Sample

956	268	585	423	533	28	210	242	477	591	365	890	27	39	185	178	104	423
968	292	598	417	551	15	189	240	524	617	351	899	29	40	184	187	96	432
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Based on answers you have previously given us,
you voted Conservative at the last general election
and intend to do so at the next election. Which of
the following reasons best describe why you
continue to support the Conservatives? Please
select up to three.

[Asked only to those who voted Conservative at the last
general election and intend to do so at the next election;
n=968]

They are the party closest to my values	44	44	46	47	41	25	42	41	47	44	43	44	39	51	38	46	44	45
While I don't love the Conservatives, all the other parties are worse	43	51	42	37	47	27	38	49	43	46	37	42	36	54	35	38	51	45
They are the most economically responsible	33	32	34	41	26	23	30	30	36	34	31	32	49	32	29	32	38	33
I have always voted Conservative and can't imagine voting for anybody else	20	15	22	21	19	44	8	20	24	19	22	21	3	12	25	14	18	23
I think the last Conservative government did a good job	19	17	19	17	20	11	21	19	18	17	22	18	31	17	22	20	21	15
I like my local Conservative MP/candidate	18	16	20	17	20	26	15	15	21	18	19	18	29	17	17	26	10	17
I have a negative opinion of Reform UK	17	24	14	15	19	29	10	20	18	16	19	18	9	15	16	19	15	19
I think Kemi Badenoch would be a good prime minister	14	11	16	15	13	6	13	11	16	14	14	14	19	11	12	14	16	14
I think the Conservatives are best placed to beat Labour at the next election	14	11	15	17	12	18	15	13	13	14	13	14	8	10	17	16	16	12
I prefer another party, but do not believe they could win	5	4	5	4	5	11	6	3	4	4	6	5	0	5	6	4	4	4
Something else [See Tab 4]	2	3	2	2	2	0	4	3	1	2	3	2	10	6	4	1	0	2
Don't know	2	2	2	2	2	0	7	0	1	3	1	2	0	0	2	2	2	3

Sample Size: 10035 Adults in GB
Fieldwork: 8th - 17th June 2025

Weighted Sample Unweighted Sample		Westminster VI										Vote in 2024 GE							Vote in 2024 GE - Current VI		
	Total	Con	Lab	Lib Dem	SNP	Plaid Cymru	Reform UK	Green	Some other party	Would not vote	Don't know	Con	Lab	Lib Dem	Reform UK	Green	Other	Dont know / Didnt vote	Con - Con	Con - Ref	Con - Don't know
	10035	1247	1699	1062	208	90	1961	874	122	1177	1347	1806	2579	923	1084	587	439	2617	955	457	234
	10035	1283	1802	1173	226	93	2036	920	126	875	1308	1831	2788	1020	1128	639	493	2136	967	473	230
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

REBASED
Unweighted Sample

457	0	0	0	0	0	457	0	0	0	0	457	0	0	0	0	0	0	0	0	457	0
473	0	0	0	0	0	473	0	0	0	0	473	0	0	0	0	0	0	0	0	473	0
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Based on answers you have previously given us, you voted Conservative at the last general election but intend to vote Reform UK at the next general election. Which of the following reasons best describe why you now intend to vote for Reform UK? Please select up to three.

[Asked only to those who voted Conservative at the last general election but intend to vote Reform UK at the next general election; n=473]

I trust Reform UK more than the Conservatives on immigration	56	0	0	0	0	56	0	0	0	0	56	0	0	0	0	0	0	0	56	0
While I don't love Reform UK, all the other parties are worse	41	0	0	0	0	41	0	0	0	0	41	0	0	0	0	0	0	0	41	0
Reform UK are better at standing up for people like me than the Conservatives	36	0	0	0	0	36	0	0	0	0	36	0	0	0	0	0	0	0	36	0
They are the party closer to my values	25	0	0	0	0	25	0	0	0	0	25	0	0	0	0	0	0	0	25	0
I think Reform UK are better placed to win the next election	24	0	0	0	0	24	0	0	0	0	24	0	0	0	0	0	0	0	24	0
I think Nigel Farage would be a good prime minister	21	0	0	0	0	21	0	0	0	0	21	0	0	0	0	0	0	0	21	0
Reform UK have proven themselves a better opposition to the government	20	0	0	0	0	20	0	0	0	0	20	0	0	0	0	0	0	0	20	0
The Conservatives are too left-wing/liberal	11	0	0	0	0	11	0	0	0	0	11	0	0	0	0	0	0	0	11	0
I do not like Kemi Badenoch's leadership of the Conservatives	10	0	0	0	0	10	0	0	0	0	10	0	0	0	0	0	0	0	10	0
Something else [See Tab 5]	3	0	0	0	0	3	0	0	0	0	3	0	0	0	0	0	0	0	3	0
Don't know	2	0	0	0	0	2	0	0	0	0	2	0	0	0	0	0	0	0	2	0

*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.

Sample Size: 10035 Adults in GB
Fieldwork: 8th - 17th June 2025

	EU Ref 2016			Gender		Age				Social Grade		Country			Region in England			
	Total	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	10035	3522	3582	4857	5178	1054	4145	2478	2358	5720	4315	8680	482	873	2378	1646	1214	3442
Unweighted Sample	10035	4084	3745	4531	5504	661	3831	2674	2869	6101	3934	8653	510	872	2343	1716	1033	3561
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

REBASED
Unweighted Sample

457	53	365	263	193	6	72	127	252	263	194	412	25	20	87	97	36	192
473	61	380	268	205	4	62	128	279	292	181	427	26	20	95	103	31	198
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Based on answers you have previously given us, you voted Conservative at the last general election but intend to vote Reform UK at the next general election. Which of the following reasons best describe why you now intend to vote for Reform UK? Please select up to three.

[Asked only to those who voted Conservative at the last general election but intend to vote Reform UK at the next general election; n=473]

I trust Reform UK more than the Conservatives on immigration	56	48	59	57	55	78	44	54	61	58	54	56	57	59	63	51	51	57
While I don't love Reform UK, all the other parties are worse	41	51	41	41	40	0	36	42	42	42	39	39	68	37	34	42	34	41
Reform UK are better at standing up for people like me than the Conservatives	36	42	35	37	36	51	18	37	41	34	40	36	40	43	33	43	43	32
They are the party closer to my values	25	22	26	25	25	56	17	26	26	23	27	25	6	46	25	22	23	26
I think Reform UK are better placed to win the next election	24	23	22	27	19	49	35	20	22	22	26	24	19	17	23	20	44	23
I think Nigel Farage would be a good prime minister	21	14	24	22	20	0	30	21	20	21	22	22	14	22	17	15	20	28
Reform UK have proven themselves a better opposition to the government	20	22	20	19	21	23	18	18	21	21	17	20	16	12	27	18	20	19
The Conservatives are too left-wing/liberal	11	6	12	13	8	0	15	11	10	14	7	11	6	12	18	9	8	9
I do not like Kemi Badenoch's leadership of the Conservatives	10	12	11	11	10	0	10	9	11	13	7	11	10	5	9	8	3	14
Something else [See Tab 5]	3	2	2	3	1	0	6	1	2	3	2	2	16	0	5	0	2	1
Don't know	2	0	2	1	2	0	4	1	1	2	1	2	0	0	0	2	7	1

*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.