

YouGov Survey Results

Sample Size: 1094 ethnic minority adults in Britain
Fieldwork: 3rd - 16th October 2025

	Gender		Age				Social Grade		Country			Region in England				Country of birth		Ethnicity					
	Total	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South	UK	Outside of the UK	Mixed ethnicity	Indian	Pakistani/Bangladeshi	Black	Other
Weighted Sample	1094	524	570	177	607	213	97	757	337	1038	18	38	189	197	412	240	389	705	129	207	214	246	297
Unweighted Sample	1094	491	603	122	594	248	130	807	287	1029	20	45	191	166	388	284	463	631	163	258	140	244	289
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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	59	56	61	60	61	55	49	58	60	59	71	55	58	63	58	57	62	57	67	59	50	67	55
The economy in general	43	48	38	42	41	47	49	46	35	43	56	39	38	47	39	49	43	43	51	43	32	40	49
Immigration & asylum	33	33	33	20	31	44	43	31	38	33	41	23	36	35	32	33	28	36	28	40	22	38	34
Health	21	18	24	20	22	20	27	20	25	22	9	20	29	24	18	21	22	21	18	21	24	24	19
Housing	18	19	17	19	19	17	13	18	18	18	20	20	15	14	23	15	18	18	26	11	21	22	14
Crime	17	19	16	13	16	24	17	18	16	18	22	11	15	19	22	11	13	20	15	23	12	12	22
Tax	14	15	13	8	18	9	11	14	14	14	14	14	19	12	13	15	14	14	7	21	13	16	13
The conflict in Gaza	13	12	15	23	12	12	8	13	15	14	0	3	13	12	14	15	15	12	7	9	35	7	9
The environment and climate change	10	9	12	11	9	12	13	12	7	10	2	27	7	6	11	15	9	11	13	11	12	5	12
Britain's future relationship with the EU	9	11	7	9	8	9	12	9	10	9	6	9	7	5	10	13	8	9	11	9	8	10	8
Welfare benefits	7	6	9	3	7	9	11	8	7	7	11	6	5	6	8	9	8	7	6	9	7	8	6
Defence and security	7	8	6	7	5	10	13	8	6	7	0	3	8	9	7	7	6	8	9	5	3	7	11
Education	4	3	5	5	5	3	2	5	2	4	2	4	4	5	4	3	6	3	4	5	4	1	6
Family life & childcare	4	2	5	2	5	3	4	4	3	4	0	4	7	4	4	2	5	4	6	3	5	5	2
Pensions	3	3	3	3	1	4	10	2	4	3	0	3	2	3	3	3	3	3	5	4	3	0	2
Transport	2	2	2	5	2	1	1	2	2	2	0	2	2	3	2	2	3	2	1	1	3	4	2
None of these	1	1	0	1	1	0	0	1	1	1	0	0	1	0	1	1	1	1	1	1	2	0	1
Don't know	3	3	2	7	3	0	0	2	3	2	11	5	3	3	2	2	4	2	0	3	2	4	3

And which of the following are the most important issues facing **YOU AND YOUR FAMILY** at this time? Please tick up to three.

The cost of living	63	59	66	59	65	63	58	62	64	63	57	57	56	69	65	61	62	63	63	66	57	68	61
The economy in general	36	40	33	29	35	42	42	37	33	35	58	47	28	38	33	42	36	36	47	36	20	41	39
Health	25	23	27	22	23	28	39	23	30	25	46	18	22	29	23	28	26	25	32	26	25	20	26
Tax	21	25	18	19	23	19	22	24	16	22	20	14	26	19	21	22	20	22	17	29	19	18	22
Housing	18	17	19	20	21	11	3	15	24	18	5	19	17	12	22	17	18	18	23	11	20	21	16
Immigration & asylum	11	12	10	12	11	13	8	11	11	11	17	21	12	9	11	10	8	13	11	15	9	10	11
Crime	11	12	9	11	8	16	13	11	9	11	14	3	9	12	15	4	9	12	6	15	11	4	14
The conflict in Gaza	10	8	12	10	10	9	10	10	11	11	0	2	10	6	12	12	12	9	8	7	27	1	8
Family life & childcare	9	6	11	5	13	2	4	9	8	9	0	7	11	9	8	8	9	8	10	7	10	13	6
The environment and climate change	8	8	8	7	7	8	13	9	5	8	2	12	6	5	8	11	9	8	11	6	10	6	8
Pensions	7	6	7	2	2	14	27	7	7	7	2	9	4	8	7	7	6	7	5	11	5	5	7
Welfare benefits	6	5	7	9	4	8	5	5	8	6	18	4	4	9	7	4	8	5	2	9	8	8	3
Education	5	4	5	3	6	5	0	5	3	5	2	0	6	4	5	4	5	4	5	4	5	6	3
Britain's future relationship with the EU	5	7	4	3	4	9	8	6	4	5	5	2	3	5	5	7	6	5	5	8	4	2	6
Transport	5	6	4	12	4	3	3	5	5	5	2	7	6	2	5	7	6	4	6	4	2	6	7
Defence and security, including the war in Ukraine	3	4	3	3	1	7	4	3	3	3	0	0	5	3	1	5	3	3	5	3	3	2	3
None of these	3	2	3	3	2	3	2	3	2	3	0	2	4	1	3	2	3	2	2	1	4	4	1
Don't know	3	3	3	7	3	1	1	3	4	3	11	5	6	3	2	2	3	3	0	2	4	4	3

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

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

Labour party

Very favourable	9	9	10	10	8	10	11	9	10	10	5	2	13	14	6	9	8	10	2	7	6	22	6
Somewhat favourable	27	30	24	26	28	27	22	29	21	27	10	19	30	20	25	34	28	26	34	23	25	29	26
TOTAL FAVOURABLE	36	39	34	36	36	37	33	38	31	37	15	21	43	34	31	43	36	36	36	30	31	51	32
Somewhat unfavourable	26	25	27	29	26	24	24	25	28	26	17	26	21	23	31	24	25	27	27	31	26	20	26
Very unfavourable	29	28	29	19	27	36	40	28	30	28	51	34	25	34	29	23	31	27	31	32	33	17	31
TOTAL NOT FAVOURABLE	55	53	56	48	53	60	64	53	58	54	68	60	46	57	60	47	56	54	58	63	59	37	57
Don't know	10	8	11	16	11	4	2	9	11	9	17	19	11	8	8	9	9	10	6	7	10	12	11

Conservative party

Very favourable	4	6	3	4	4	4	8	5	3	5	0	2	2	6	5	4	4	5	1	10	2	6	2
Somewhat favourable	19	22	16	14	17	25	27	19	20	19	4	11	15	19	20	22	13	22	15	27	11	21	19
TOTAL FAVOURABLE	23	28	19	18	21	29	35	24	23	24	4	13	17	25	25	26	17	27	16	37	13	27	21
Somewhat unfavourable	19	18	19	18	19	18	24	20	17	19	29	20	22	12	18	22	17	20	20	17	13	16	26
Very unfavourable	48	45	50	51	48	49	38	48	48	47	49	58	51	51	46	44	57	43	60	39	61	42	44
TOTAL NOT FAVOURABLE	67	63	69	69	67	67	62	68	65	66	78	78	73	63	64	66	74	63	80	56	74	58	70
Don't know	10	8	12	14	12	5	4	9	12	10	17	9	10	11	10	9	9	11	4	8	12	16	9

Reform UK

Very favourable	6	6	5	4	5	8	8	6	5	6	4	2	5	4	6	8	6	5	5	6	4	8	5
Somewhat favourable	8	9	8	4	9	11	10	8	8	8	10	7	6	13	6	10	9	8	9	8	3	13	8
TOTAL FAVOURABLE	14	15	13	8	14	19	18	14	13	14	14	9	11	17	12	18	15	13	14	14	7	21	13
Somewhat unfavourable	9	11	7	7	10	8	10	8	11	9	19	4	10	7	11	7	7	10	8	13	6	7	11
Very unfavourable	67	66	67	72	66	66	64	68	63	67	55	72	69	64	66	68	67	66	72	64	73	59	68
TOTAL NOT FAVOURABLE	76	77	74	79	76	74	74	76	74	76	74	76	79	71	77	75	74	76	80	77	79	66	79
Don't know	10	8	12	13	11	7	9	9	13	10	11	16	10	12	10	7	10	10	6	9	14	13	7

Liberal Democrats

Very favourable	7	8	6	11	4	10	9	6	8	7	0	6	2	5	9	9	7	7	11	6	7	5	7
Somewhat favourable	32	33	31	29	32	36	34	35	27	33	29	23	31	25	33	40	31	33	33	37	25	30	36
TOTAL FAVOURABLE	39	41	37	40	36	46	43	41	35	40	29	29	33	30	42	49	38	40	44	43	32	35	43
Somewhat unfavourable	21	22	21	20	20	22	26	22	19	21	37	22	19	27	20	19	21	22	27	18	24	22	19
Very unfavourable	17	17	17	10	19	17	17	16	20	17	0	20	24	21	14	14	20	16	17	17	26	10	17
TOTAL NOT FAVOURABLE	38	39	38	30	39	39	43	38	39	38	37	42	43	48	34	33	41	38	44	35	50	32	36
Don't know	22	19	25	30	24	15	13	21	26	22	34	28	24	22	23	18	22	23	12	22	18	32	22

Green party

Very favourable	15	13	18	29	14	11	9	17	12	15	5	18	13	18	16	13	18	14	18	16	23	11	11
Somewhat favourable	32	32	33	22	34	35	37	34	29	32	40	33	33	29	30	38	34	31	32	31	35	32	32
TOTAL FAVOURABLE	47	45	51	51	48	46	46	51	41	47	45	51	46	47	46	51	52	45	50	47	58	43	43
Somewhat unfavourable	14	16	12	12	13	16	18	14	15	14	22	8	15	10	16	13	14	14	24	13	12	15	11
Very unfavourable	16	21	12	11	15	21	23	15	19	16	12	13	13	19	17	16	16	16	18	19	11	12	21
TOTAL NOT FAVOURABLE	30	37	24	23	28	37	41	29	34	30	34	21	28	29	33	29	30	30	42	32	23	27	32
Don't know	22	18	26	27	25	16	13	21	25	22	21	28	26	25	21	19	18	25	9	22	19	30	25

Keir Starmer

Very favourable	7	8	6	0	8	8	8	6	8	7	5	3	9	8	5	7	5	8	4	3	3	15	6
Somewhat favourable	24	25	23	21	26	24	21	27	18	24	7	24	22	25	23	27	23	24	29	26	19	28	21
TOTAL FAVOURABLE	31	33	29	21	34	32	29	33	26	31	12	27	31	33	28	34	28	32	33	29	22	43	27
Somewhat unfavourable	25	26	23	33	22	26	21	25	24	25	4	24	30	16	25	28	24	25	24	25	24	21	28
Very unfavourable	36	34	37	30	34	40	47	34	39	35	67	36	30	38	38	32	39	34	38	39	44	23	36
TOTAL NOT FAVOURABLE	61	60	60	63	56	66	68	59	63	60	71	60	60	54	63	60	63	59	62	64	68	44	64
Don't know	9	6	12	15	11	3	3	8	11	9	17	13	9	12	9	6	9	9	5	7	10	13	9

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Unweighted Sample		1094	491	603	122	594	248	130	807	287	1029	20	45	191	166	388	284	463	631	163	258	140	244	289	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Kemi Badenoch	Very favourable	3	4	3	4	3	3	6	4	3	3	0	4	1	3	4	4	5	3	2	5	1	8	0	
	Somewhat favourable	15	18	13	11	13	23	23	15	16	16	17	8	12	20	14	18	11	18	14	18	10	13	20	
	TOTAL FAVOURABLE	18	22	16	15	16	26	29	19	19	19	17	12	13	23	18	22	16	21	16	23	11	21	20	
	Somewhat unfavourable	17	19	15	19	14	18	25	17	16	17	19	9	24	15	14	18	15	18	20	21	12	16	16	
	Very unfavourable	44	44	45	43	46	46	37	46	40	45	40	43	40	45	48	43	50	41	47	35	52	47	42	
	TOTAL NOT FAVOURABLE	61	63	60	62	60	64	62	63	56	62	59	52	64	60	62	61	65	59	67	56	64	63	58	
	Don't know	20	15	25	22	25	10	10	18	24	19	25	35	24	17	20	17	19	20	16	21	25	16	21	
Nigel Farage	Very favourable	4	5	3	0	4	7	5	4	4	4	4	8	3	2	4	5	5	3	5	4	2	4	5	
	Somewhat favourable	9	10	9	7	9	11	9	9	10	10	10	2	8	13	8	11	8	10	9	11	5	13	9	
	TOTAL FAVOURABLE	13	15	12	7	13	18	14	13	14	14	14	10	11	15	12	16	13	13	14	15	7	17	14	
	Somewhat unfavourable	10	12	8	9	11	8	10	9	11	10	29	5	12	8	11	8	9	10	9	8	9	13	9	
	Very unfavourable	69	67	69	66	69	69	69	69	66	69	45	70	67	70	69	69	69	68	73	69	73	59	71	
	TOTAL NOT FAVOURABLE	79	79	77	75	80	77	79	78	77	79	74	75	79	78	80	77	78	78	82	77	82	72	80	
	Don't know	8	5	11	17	7	4	7	8	9	8	11	15	9	7	9	7	9	8	5	7	11	12	6	
Ed Davey	Very favourable	6	7	4	8	4	8	8	5	7	6	2	6	4	5	6	6	6	5	7	5	7	4	5	
	Somewhat favourable	22	24	21	23	18	27	37	24	19	23	9	8	21	16	25	27	22	23	24	21	15	26	25	
	TOTAL FAVOURABLE	28	31	25	31	22	35	45	29	26	29	11	14	25	21	31	33	28	28	31	26	22	30	30	
	Somewhat unfavourable	14	14	13	12	13	14	18	14	13	13	34	13	15	10	13	15	15	13	18	13	12	14	13	
	Very unfavourable	17	18	15	9	18	20	19	16	18	17	2	11	17	28	15	12	20	15	18	18	21	10	18	
	TOTAL NOT FAVOURABLE	31	32	28	21	31	34	37	30	31	30	36	24	32	38	28	27	35	28	36	31	33	24	31	
	Don't know	42	37	46	49	47	31	19	41	44	41	53	62	43	40	41	40	37	44	34	42	45	46	39	
Zack Polanski	Very favourable	9	8	9	12	8	10	5	9	8	9	5	9	7	8	11	8	12	7	14	9	13	4	7	
	Somewhat favourable	14	17	12	17	13	15	16	16	12	15	28	4	19	11	13	17	13	15	9	16	18	16	12	
	TOTAL FAVOURABLE	23	25	21	29	21	25	21	25	20	24	33	13	26	19	24	25	25	22	23	25	31	20	19	
	Somewhat unfavourable	10	11	9	15	9	8	15	10	9	10	2	10	10	9	10	13	12	9	16	7	11	9	9	
	Very unfavourable	15	17	14	10	15	20	20	13	20	16	12	7	14	18	17	13	16	15	15	17	16	10	18	
	TOTAL NOT FAVOURABLE	25	28	23	25	24	28	35	23	29	26	14	17	24	27	27	26	28	24	31	24	27	19	27	
	Don't know	51	47	55	47	55	47	44	51	50	50	53	71	49	54	49	50	47	53	45	51	42	60	53	
Jeremy Corbyn	Very favourable	17	17	16	18	17	15	15	17	17	17	5	23	20	21	15	13	20	15	15	13	30	12	14	
	Somewhat favourable	22	20	24	23	24	21	14	23	20	22	23	19	23	19	25	20	24	21	26	22	27	26	14	
	TOTAL FAVOURABLE	39	37	40	41	41	36	29	40	37	39	28	42	43	40	40	33	44	36	41	35	57	38	28	
	Somewhat unfavourable	16	18	14	16	17	15	14	17	14	16	29	16	19	17	15	13	17	15	15	17	14	19	15	
	Very unfavourable	26	29	23	14	21	38	50	25	28	26	16	22	15	24	28	33	25	27	35	31	10	16	38	
	TOTAL NOT FAVOURABLE	42	47	37	30	38	53	64	42	42	42	45	38	34	41	43	46	42	42	50	48	24	35	53	
	Don't know	19	16	22	29	21	11	7	19	21	19	27	19	22	19	17	21	13	22	10	17	18	27	20	
Zarah Sultana	Very favourable	8	8	9	5	10	9	4	9	7	8	5	10	9	14	6	7	10	7	9	9	18	2	6	
	Somewhat favourable	16	14	17	25	14	11	15	17	11	16	20	3	19	10	18	15	17	15	11	17	23	16	11	
	TOTAL FAVOURABLE	24	22	26	30	24	20	19	26	18	24	25	13	28	24	24	22	27	22	20	26	41	18	17	
	Somewhat unfavourable	12	10	13	11	11	12	13	11	14	12	11	11	10	9	13	13	14	10	14	11	14	12	9	
	Very unfavourable	21	27	15	14	20	24	33	20	22	21	12	11	18	28	20	21	20	21	26	29	11	14	25	
	TOTAL UNFAVOURABLE	33	37	28	25	31	36	46	31	36	33	23	22	28	37	33	34	34	31	40	40	25	26	34	
	Don't know	44	41	46	44	45	43	35	43	45	43	51	64	44	44	39	43	44	39	46	40	34	34	56	48

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

Do you think that Keir Starmer is doing well or badly as Prime Minister?

Very well	4	5	3	0	6	4	2	4	5	4	2	1	5	7	4	2	3	5	2	1	3	10	4
Fairly well	22	23	22	20	23	23	22	24	19	23	7	21	22	22	20	28	21	23	23	18	16	32	22
TOTAL WELL	26	28	25	20	29	27	24	28	24	27	9	22	27	29	24	30	24	28	25	19	19	42	26
Fairly badly	33	34	32	43	32	29	31	35	28	33	20	35	32	30	36	31	32	33	33	38	32	27	36
Very badly	31	30	33	27	29	36	42	29	35	31	53	29	30	34	30	30	35	29	35	35	40	20	30
TOTAL BADLY	64	64	65	70	61	65	73	64	63	64	73	64	62	64	66	61	67	62	68	73	72	47	66
Don't know	9	8	10	9	11	7	3	8	12	9	17	13	11	7	9	9	9	10	7	8	9	11	9

Do you think Kemi Badenoch is doing well or badly as leader of the Conservative party?

Very well	2	3	2	5	2	2	3	3	2	2	0	2	2	3	2	3	2	2	0	3	0	4	3
Fairly well	15	16	14	6	14	22	20	15	14	15	4	10	12	17	15	17	12	17	14	16	9	19	15
TOTAL WELL	17	19	16	11	16	24	23	18	16	17	4	12	14	20	17	20	15	19	14	19	9	23	18
Fairly badly	20	23	18	18	18	27	25	21	18	20	40	15	23	15	20	21	18	21	23	28	13	16	23
Very badly	41	40	41	43	41	36	42	42	38	41	31	41	39	40	44	38	45	38	40	37	51	40	36
TOTAL BADLY	61	63	59	61	59	63	67	63	56	61	71	56	62	55	64	59	63	59	63	65	64	56	59
Don't know	22	17	26	28	24	14	9	19	28	21	25	32	24	25	18	21	21	22	23	17	26	21	23

Do you think Ed Davey is doing well or badly as leader of the Liberal Democrats?

Very well	5	7	3	5	3	8	7	4	6	5	0	6	2	4	7	5	5	5	6	7	3	5	5
Fairly well	28	30	26	30	25	30	40	29	26	29	23	17	29	21	28	36	30	27	28	26	23	34	29
TOTAL WELL	33	37	29	35	28	38	47	33	32	34	23	23	31	25	35	41	35	32	34	33	26	39	34
Fairly badly	14	15	12	16	10	18	18	15	11	13	34	9	19	12	12	13	13	14	9	16	18	7	16
Very badly	12	11	13	10	12	11	14	12	13	12	0	10	11	18	12	9	13	12	12	13	18	5	13
TOTAL BADLY	26	26	25	26	22	29	32	27	24	25	34	19	30	30	24	22	26	26	21	29	36	12	29
Don't know	41	37	46	38	49	32	21	41	44	41	43	59	39	44	42	38	40	42	45	39	39	49	38

Do you think Nigel Farage is doing well or badly as leader of Reform UK?

Very well	9	10	7	5	8	14	9	9	8	9	7	2	10	5	9	12	9	9	12	8	7	9	9
Fairly well	22	26	17	22	20	25	24	23	18	22	36	14	18	24	23	21	21	22	25	24	12	24	24
TOTAL WELL	31	36	24	27	28	39	33	32	26	31	43	16	28	29	32	33	30	31	37	32	19	33	33
Fairly badly	12	12	12	12	11	9	18	12	12	11	22	11	11	9	14	10	11	12	9	14	12	9	14
Very badly	44	40	47	42	46	39	39	43	45	44	16	56	47	45	41	44	45	43	44	42	56	37	42
TOTAL BADLY	56	52	59	54	57	48	57	55	57	55	38	67	58	54	55	54	56	55	53	56	68	46	56
Don't know	14	11	17	20	14	12	11	12	18	14	20	17	14	17	13	13	14	15	9	13	13	21	13

Sample Size: 1094 ethnic minority adults in
Britain
Fieldwork: 3rd - 16th October 2025

	Gender		Age				Social Grade		Country			Region in England				Country of birth		Ethnicity					
	Total	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South	UK	Outside of the UK	Mixed ethnicity	Indian	Pakistani/Bangladeshi	Black	Other
Weighted Sample	1094	524	570	177	607	213	97	757	337	1038	18	38	189	197	412	240	389	705	129	207	214	246	297
Unweighted Sample	1094	491	603	122	594	248	130	807	287	1029	20	45	191	166	388	284	463	631	163	258	140	244	289
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you personally think the following are or are not racist?

Reform UK policies

Are generally racist	68	68	69	70	70	62	70	71	62	68	57	78	73	61	72	65	69	68	68	66	79	66	64
Are generally not racist	18	22	14	14	17	23	19	17	20	18	24	9	17	22	15	21	20	17	27	17	10	14	24
Don't know	14	10	17	16	13	15	11	12	18	14	19	13	10	18	13	14	11	15	5	17	11	20	12

Reform UK party

Are generally racist	69	67	72	77	70	62	69	72	64	69	57	78	73	61	71	69	70	69	73	68	82	61	66
Are generally not racist	16	21	12	8	16	22	20	17	15	17	24	9	12	23	15	19	18	15	20	14	7	19	21
Don't know	14	12	16	15	14	16	11	11	21	14	19	13	15	16	14	13	11	16	7	18	11	19	13

Reform UK voters

Are generally racist	63	61	65	67	66	54	57	65	60	63	61	65	67	62	65	59	65	63	67	61	77	56	60
Are generally not racist	19	22	16	14	18	23	25	19	19	19	25	14	15	18	20	22	20	18	24	17	12	20	23
Don't know	18	16	19	19	15	23	18	16	21	18	14	20	18	20	16	19	15	19	9	22	11	25	17

*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.