

YouGov Survey Results

Sample Size: 2171 Adults in GB
Fieldwork: 13th - 14th May 2025

			Vote in 2024 GE					EU Ref 2016		Gender		Age				Social Grade		Country			Region in England				
			Total	Con	Lab	Lib Dem	Reform UK	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South	
Weighted Sample			2171	391	558	200	234	762	775	1051	1120	228	897	536	510	1237	934	1878	104	189	515	356	263	745	
Unweighted Sample			2171	378	628	221	261	911	830	963	1208	114	813	594	650	1294	877	1861	122	188	492	339	241	789	
			%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
		28 - 29 Apr '25	13 - 14 May '25																						
Do you have a favourable or unfavourable opinion of the following?																									
Labour party																									
	Very favourable	5	4	1	11	2	2	6	3	4	4	3	5	5	3	4	4	5	4	1	6	3	6	4	
	Somewhat favourable	25	22	5	48	37	2	34	9	22	21	32	25	21	11	25	17	22	21	23	20	18	28	22	
	TOTAL FAVOURABLE	30	26	6	59	39	4	40	12	26	25	35	30	26	14	29	21	27	25	24	26	21	34	26	
	Somewhat unfavourable	22	22	18	23	27	8	27	17	21	23	22	24	23	18	24	20	21	25	28	22	21	22	21	
	Very unfavourable	40	43	74	14	24	87	26	67	46	39	24	33	46	65	39	48	43	44	42	44	47	31	44	
	TOTAL UNFAVOURABLE	62	65	92	37	51	95	53	84	67	62	46	57	69	83	63	68	64	69	70	66	68	53	65	
	Don't know	8	9	2	4	8	2	6	4	6	13	18	12	6	3	7	11	10	6	5	8	11	14	9	
	NET FAVOURABILITY	-32	-39	-86	22	-12	-91	-13	-72	-41	-37	-11	-27	-43	-69	-34	-47	-37	-44	-46	-40	-47	-19	-39	
Conservative party																									
	Very favourable	5	3	13	1	0	1	3	4	3	3	2	3	2	6	3	3	3	4	2	2	3	5	4	
	Somewhat favourable	19	18	58	5	10	19	12	29	18	18	11	11	23	29	18	17	19	17	11	17	22	19	19	
	TOTAL FAVOURABLE	24	21	71	6	10	20	15	33	21	21	13	14	25	35	21	20	22	21	13	19	25	24	23	
	Somewhat unfavourable	21	23	21	19	28	35	21	27	24	22	14	21	26	27	23	22	23	29	17	23	27	19	23	
	Very unfavourable	46	46	5	73	56	40	58	34	49	44	56	53	44	33	47	45	45	46	64	51	38	46	44	
	TOTAL UNFAVOURABLE	67	69	26	92	84	75	79	61	73	66	70	74	70	60	70	67	68	75	81	74	65	65	67	
	Don't know	8	9	2	3	7	5	6	6	6	13	17	13	5	5	7	12	10	5	6	7	11	12	11	
	NET FAVOURABILITY	-43	-48	45	-86	-74	-55	-64	-28	-52	-45	-57	-60	-45	-25	-49	-47	-46	-54	-68	-55	-40	-41	-44	
Reform UK																									
	Very favourable	12	15	17	4	4	62	5	29	18	12	7	11	16	25	13	18	15	20	11	19	18	8	14	
	Somewhat favourable	17	20	36	14	10	32	10	34	23	18	16	16	25	25	18	24	20	23	18	19	23	21	20	
	TOTAL FAVOURABLE	29	35	53	18	14	94	15	63	41	30	23	27	41	50	31	42	35	43	29	38	41	29	34	
	Somewhat unfavourable	10	11	18	8	10	4	9	12	10	12	10	11	11	12	13	9	11	7	19	11	9	10	11	
	Very unfavourable	49	43	23	69	67	2	69	17	42	44	57	49	41	29	49	36	43	43	46	41	40	45	45	
	TOTAL UNFAVOURABLE	59	54	41	77	77	6	78	29	52	56	67	60	52	41	62	45	54	50	65	52	49	55	56	
	Don't know	12	10	6	4	8	1	6	8	6	15	10	14	7	8	8	13	11	7	7	10	9	15	11	
	NET FAVOURABILITY	-30	-19	12	-59	-63	88	-63	34	-11	-26	-44	-33	-11	9	-31	-3	-19	-7	-36	-14	-8	-26	-22	
Liberal Democrats																									
	Very favourable	4	5	3	5	26	0	8	2	6	4	9	5	4	3	5	4	5	5	1	4	3	5	8	
	Somewhat favourable	30	33	27	49	58	14	47	22	31	35	40	32	36	30	38	28	34	30	31	30	30	38	36	
	TOTAL FAVOURABLE	34	38	30	54	84	14	55	24	37	39	49	37	40	33	43	32	39	35	32	34	33	43	44	
	Somewhat unfavourable	25	24	33	24	7	34	22	30	26	23	14	21	30	29	24	24	23	24	32	28	24	18	23	
	Very unfavourable	22	19	27	9	1	42	10	33	25	14	10	19	16	28	17	22	19	18	20	19	25	15	18	
	TOTAL UNFAVOURABLE	47	43	60	33	8	76	32	63	51	37	24	40	46	57	41	46	42	42	52	47	49	33	41	
	Don't know	18	18	10	13	7	9	13	13	12	24	27	23	14	10	16	21	18	23	16	19	19	24	16	
	NET FAVOURABILITY	-13	-5	-30	21	76	-62	23	-39	-14	2	25	-3	-6	-24	2	-14	-3	-7	-20	-13	-16	10	3	

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Fieldwork: 13th - 14th May 2025

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Weighted Sample		2171	391	558	200	234	762	775	1051	1120	228	897	536	510	1237	934	1878	104	189	515	356	263	745	
Unweighted Sample		2171	378	628	221	261	911	830	963	1208	114	813	594	650	1294	877	1861	122	188	492	339	241	789	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Green party																								
	Very favourable	9	8	1	12	12	1	14	2	8	9	14	11	7	2	10	6	9	8	3	9	8	7	10
	Somewhat favourable	31	32	21	49	47	15	48	21	30	35	37	33	36	26	35	30	33	35	27	28	31	43	34
	TOTAL FAVOURABLE	40	40	22	61	59	16	62	23	38	44	51	44	43	28	45	36	42	43	30	37	39	50	44
	Somewhat unfavourable	20	19	30	15	21	28	15	25	20	19	16	16	21	26	19	20	19	22	22	22	18	14	19
	Very unfavourable	23	22	35	12	8	46	13	36	30	15	12	19	23	32	22	22	21	21	38	20	23	17	21
	TOTAL UNFAVOURABLE	43	41	65	27	29	74	28	61	50	34	28	35	44	58	41	42	40	43	60	42	41	31	40
	Don't know	17	18	13	12	12	10	10	16	13	22	21	22	13	14	14	22	19	14	10	21	20	19	16
	NET FAVOURABILITY	-3	-1	-43	34	30	-58	34	-38	-12	10	23	9	-1	-30	4	-6	2	0	-30	-5	-2	19	4
Keir Starmer																								
	Very favourable	5	4	1	9	5	1	6	1	4	3	3	4	4	2	4	3	4	3	1	4	2	6	4
	Somewhat favourable	22	19	10	36	34	1	27	10	21	17	29	21	19	11	22	15	19	19	19	18	17	23	20
	TOTAL FAVOURABLE	27	23	11	45	39	2	33	11	25	20	32	25	23	13	26	18	23	22	20	22	19	29	24
	Somewhat unfavourable	23	23	20	29	29	7	30	14	22	23	28	26	21	17	26	18	23	18	25	20	23	27	23
	Very unfavourable	41	46	67	21	23	89	29	70	47	45	31	36	50	66	40	54	46	49	47	51	50	33	44
	TOTAL UNFAVOURABLE	64	69	87	50	52	96	59	84	69	68	59	62	71	83	66	72	69	67	72	71	73	60	67
	Don't know	9	9	2	5	9	1	9	4	5	12	9	13	6	4	8	9	9	10	8	8	8	10	9
	NET FAVOURABILITY	-37	-46	-76	-5	-13	-94	-26	-73	-44	-48	-27	-37	-48	-70	-40	-54	-46	-45	-52	-49	-54	-31	-43
Kemi Badenoch																								
	Very favourable	2	2	8	1	0	2	1	4	3	2	1	2	3	3	3	2	2	3	3	1	2	3	3
	Somewhat favourable	17	14	40	6	9	21	11	22	16	13	10	8	16	25	14	15	15	13	9	14	15	15	16
	TOTAL FAVOURABLE	19	16	48	7	9	23	12	26	19	15	11	10	19	28	17	17	17	16	12	15	17	18	19
	Somewhat unfavourable	17	23	26	21	21	34	20	27	26	19	19	20	25	26	24	20	23	21	23	23	24	20	22
	Very unfavourable	35	32	10	51	44	24	45	24	38	27	33	35	37	24	34	30	32	22	39	35	30	32	32
	TOTAL UNFAVOURABLE	52	55	36	72	65	58	65	51	64	46	52	55	62	50	58	50	55	43	62	58	54	52	54
	Don't know	29	28	17	22	26	18	23	23	17	39	36	35	19	22	24	34	28	40	27	27	29	31	27
	NET FAVOURABILITY	-33	-39	12	-65	-56	-35	-53	-25	-45	-31	-41	-45	-43	-22	-41	-33	-38	-27	-50	-43	-37	-34	-35
Nigel Farage																								
	Very favourable	10	12	11	5	2	51	3	24	16	9	6	8	13	20	10	14	12	13	9	15	14	7	12
	Somewhat favourable	18	20	39	11	9	36	11	34	23	17	11	14	26	27	17	23	20	20	17	19	24	21	19
	TOTAL FAVOURABLE	28	32	50	16	11	87	14	58	39	26	17	22	39	47	27	37	32	33	26	34	38	28	31
	Somewhat unfavourable	11	14	20	10	17	9	11	16	13	16	14	14	14	16	15	13	14	12	21	14	12	16	14
	Very unfavourable	51	45	25	70	64	2	70	19	43	46	54	52	42	31	51	37	44	44	49	44	41	43	47
	TOTAL UNFAVOURABLE	62	59	45	80	81	11	81	35	56	62	68	66	56	47	66	50	58	56	70	58	53	59	61
	Don't know	10	9	5	3	8	1	5	7	6	12	15	12	5	6	6	12	9	11	5	8	9	13	9
	NET FAVOURABILITY	-34	-27	5	-64	-70	76	-67	23	-17	-36	-51	-44	-17	0	-39	-13	-26	-23	-44	-24	-15	-31	-30
Ed Davey																								
	Very favourable	4	4	2	6	19	1	6	2	6	3	12	4	4	3	5	4	5	6	2	4	4	4	6
	Somewhat favourable	21	22	24	33	34	8	32	16	23	20	21	20	26	21	24	18	22	17	22	21	21	23	22
	TOTAL FAVOURABLE	25	26	26	39	53	9	38	18	29	23	33	24	30	24	29	22	27	23	24	25	25	27	28
	Somewhat unfavourable	17	18	24	16	9	26	15	23	21	14	11	13	23	24	17	18	18	16	17	18	20	16	17
	Very unfavourable	18	16	24	6	5	34	9	27	21	10	5	13	16	24	15	16	15	10	20	15	17	12	16
	TOTAL UNFAVOURABLE	35	34	48	22	14	60	24	50	42	24	16	26	39	48	32	34	33	26	37	33	37	28	33
	Don't know	41	41	26	39	33	31	38	32	29	52	52	51	31	28	39	44	40	51	39	42	38	44	39
	NET FAVOURABILITY	-10	-8	-22	17	39	-51	14	-32	-13	-1	17	-2	-9	-24	-3	-12	-6	-3	-13	-8	-12	-1	-5

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Weighted Sample		2171	391	558	200	234	762	775	1051	1120	228	897	536	510	1237	934	1878	104	189	515	356	263	745		
	Unweighted Sample	2171	378	628	221	261	911	830	963	1208	114	813	594	650	1294	877	1861	122	188	492	339	241	789		
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%		
		13 - 14 Apr '25	13 - 14 May '25																						
Carla Denyer																									
		Very favourable	2	3	2	4	3	0	4	1	3	3	7	3	2	1	3	2	3	2	0	3	3	2	3
		Somewhat favourable	6	7	3	12	11	4	10	3	8	6	19	6	8	4	7	7	7	8	3	8	6	12	6
		TOTAL FAVOURABLE	8	10	5	16	14	4	14	4	11	9	26	9	10	5	10	9	10	10	3	11	9	14	9
		Somewhat unfavourable	7	6	7	5	7	7	4	7	7	4	6	5	6	7	6	6	6	7	6	5	5	8	6
		Very unfavourable	9	9	12	7	2	17	4	14	12	7	6	9	10	11	8	11	10	5	10	9	9	7	11
		TOTAL UNFAVOURABLE	16	15	19	12	9	24	8	21	19	11	12	14	16	18	14	17	16	12	16	14	14	15	17
		Don't know	77	75	77	72	76	73	78	75	69	80	63	77	74	77	75	75	74	77	81	75	76	72	74
		NET FAVOURABILITY	-8	-5	-14	4	5	-20	6	-17	-8	-2	14	-5	-6	-13	-4	-8	-6	-2	-13	-3	-5	-1	-8
Adrian Ramsay																									
		Very favourable	1	1	0	1	1	0	2	0	1	1	1	2	1	0	1	1	1	3	0	1	0	1	1
		Somewhat favourable	3	3	1	6	4	2	5	2	4	3	4	3	4	2	4	3	3	4	2	3	3	7	2
		TOTAL FAVOURABLE	4	4	1	7	5	2	7	2	5	4	5	5	5	2	5	4	4	7	2	4	3	8	3
		Somewhat unfavourable	5	6	7	5	5	6	3	7	7	4	10	4	6	7	6	5	6	6	5	7	3	6	6
		Very unfavourable	8	8	9	5	2	13	5	11	10	5	3	8	7	10	7	9	8	3	9	8	9	6	8
		TOTAL UNFAVOURABLE	13	14	16	10	7	19	8	18	17	9	13	12	13	17	13	14	14	9	14	15	12	12	14
		Don't know	83	82	82	83	88	79	84	79	78	87	82	84	82	81	82	82	82	83	84	80	85	80	83
		NET FAVOURABILITY	-9	-10	-15	-3	-2	-17	-1	-16	-12	-5	-8	-7	-8	-15	-8	-10	-10	-2	-12	-11	-9	-4	-11
Angela Rayner																									
		Very favourable	6	4	0	10	9	1	7	2	5	4	4	4	5	3	4	4	4	5	2	5	2	5	4
		Somewhat favourable	17	16	2	36	24	3	27	7	20	13	23	20	16	8	20	11	17	17	12	17	15	20	17
		TOTAL FAVOURABLE	23	20	2	46	33	4	34	9	25	17	27	24	21	11	24	15	21	22	14	22	17	25	21
		Somewhat unfavourable	15	17	20	16	21	11	18	17	18	17	14	16	19	18	17	17	17	12	23	18	18	15	16
		Very unfavourable	33	34	62	11	18	72	22	55	39	29	17	22	41	55	32	37	34	30	33	35	39	23	35
		TOTAL UNFAVOURABLE	48	51	82	27	39	83	40	72	57	46	31	38	60	73	49	54	51	42	56	53	57	38	51
		Don't know	28	28	15	26	27	13	27	18	19	38	41	38	18	16	26	31	28	36	30	25	27	37	27
		NET FAVOURABILITY	-25	-31	-80	19	-6	-79	-6	-63	-32	-29	-4	-14	-39	-62	-25	-39	-30	-20	-42	-31	-40	-13	-30
Rachel Reeves																									
		Very favourable	2	1	0	3	1	0	1	1	1	1	1	1	2	1	1	1	1	0	1	1	2	1	
		Somewhat favourable	14	13	5	29	21	1	22	5	17	9	18	14	14	7	15	10	14	6	9	13	12	17	13
		TOTAL FAVOURABLE	16	14	5	32	22	1	23	6	18	10	19	15	16	8	16	11	15	7	9	14	13	19	14
		Somewhat unfavourable	21	20	19	24	30	11	24	16	21	19	21	20	21	18	24	15	20	18	22	18	21	21	21
		Very unfavourable	39	42	67	22	25	78	29	65	46	38	21	30	46	67	38	46	42	39	44	45	46	32	40
		TOTAL UNFAVOURABLE	60	62	86	46	55	89	53	81	67	57	42	50	67	85	62	61	62	57	66	63	67	53	61
		Don't know	24	24	9	22	23	9	25	13	15	33	38	35	17	7	22	27	24	35	25	23	21	28	25
		NET FAVOURABILITY	-44	-48	-81	-14	-33	-88	-30	-75	-49	-47	-23	-35	-51	-77	-46	-50	-47	-50	-57	-49	-54	-34	-47

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Unweighted Sample		2171	378	628	221	261	911	830	963	1208	114	813	594	650	1294	877	1861	122	188	492	339	241	789
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Mel Stride	Very favourable	1	1	2	1	0	0	1	1	1	1	1	0	1	1	1	1	1	1	0	1	1	1
	Somewhat favourable	5	6	10	5	6	7	4	6	8	3	9	4	5	6	7	4	6	3	3	6	5	6
	TOTAL FAVOURABLE	6	7	12	6	6	7	5	7	9	4	10	5	5	7	8	5	7	4	4	6	6	7
	Somewhat unfavourable	9	9	12	7	7	12	7	10	10	7	10	6	10	10	8	9	8	10	8	9	8	10
	Very unfavourable	14	11	8	11	7	17	11	13	14	8	7	8	15	15	11	12	11	6	11	12	10	8
	TOTAL UNFAVOURABLE	23	20	20	18	14	29	18	23	24	15	17	14	25	25	19	21	19	16	19	21	18	18
	Don't know	72	74	68	76	79	64	77	71	67	81	73	81	70	68	74	75	74	80	76	73	75	75
NET FAVOURABILITY		-17	-13	-8	-12	-8	-22	-13	-16	-15	-11	-7	-9	-20	-18	-11	-16	-12	-12	-15	-15	-12	-11
Yvette Cooper	Very favourable	3	2	0	5	5	0	4	1	2	2	1	1	4	2	3	2	2	4	2	3	1	2
	Somewhat favourable	15	14	10	24	21	4	24	8	15	12	7	12	18	15	15	12	14	10	14	13	15	16
	TOTAL FAVOURABLE	18	16	10	29	26	4	28	9	17	14	8	13	22	17	18	14	16	14	16	16	16	15
	Somewhat unfavourable	17	18	27	17	20	20	17	20	22	15	21	15	21	21	20	16	18	15	19	18	18	13
	Very unfavourable	21	23	37	9	11	51	13	40	28	19	12	17	26	37	21	26	23	18	25	26	26	17
	TOTAL UNFAVOURABLE	38	41	64	26	31	71	30	60	50	34	33	32	47	58	41	42	41	33	44	44	44	30
	Don't know	43	42	26	44	44	25	42	31	33	51	58	55	31	25	41	44	42	52	40	39	40	52
NET FAVOURABILITY		-20	-25	-54	3	-5	-67	-2	-51	-33	-20	-25	-19	-25	-41	-23	-28	-25	-19	-28	-28	-28	-12
		8 - 9 Jan '25	13 - 14 May '25																				
Chris Philp	Very favourable	0	0	2	0	0	1	0	1	0	0	1	0	1	0	1	0	0	1	1	0	0	1
	Somewhat favourable	3	3	6	2	4	4	2	4	5	2	6	3	3	3	4	3	3	4	1	3	3	6
	TOTAL FAVOURABLE	3	3	8	2	4	5	2	5	5	2	7	3	4	3	5	3	3	5	2	3	3	7
	Somewhat unfavourable	6	7	7	7	4	9	6	7	8	6	5	5	8	8	7	6	6	3	9	8	6	5
	Very unfavourable	8	10	6	12	5	11	11	10	13	7	5	9	12	11	10	10	10	6	10	11	11	9
	TOTAL UNFAVOURABLE	14	17	13	19	9	20	17	17	21	13	10	14	20	19	17	16	16	9	19	19	17	14
	Don't know	82	80	80	79	87	76	81	78	74	85	84	83	76	78	79	81	80	85	79	78	80	78
NET FAVOURABILITY		-11	-14	-5	-17	-5	-15	-15	-12	-16	-11	-3	-11	-16	-16	-12	-13	-13	-4	-17	-16	-14	-7
		10 - 11 Jul '24	13 - 14 May '25																				
Bridget Phillipson	Very favourable	2	1	0	2	1	0	1	0	1	1	0	1	1	0	1	1	1	2	0	1	0	1
	Somewhat favourable	8	5	1	10	9	1	7	2	6	4	8	4	7	3	6	4	5	8	4	5	3	7
	TOTAL FAVOURABLE	10	6	1	12	10	1	8	2	7	5	8	5	8	3	7	5	6	10	4	6	3	8
	Somewhat unfavourable	5	8	13	9	7	6	8	9	10	7	9	7	11	8	9	8	9	5	6	11	8	9
	Very unfavourable	7	12	21	5	4	24	7	20	16	9	7	10	12	20	12	13	13	7	11	13	13	9
	TOTAL UNFAVOURABLE	12	20	34	14	11	30	15	29	26	16	16	17	23	28	21	21	22	12	17	24	21	18
	Don't know	78	74	65	75	79	69	77	69	67	80	77	78	70	69	73	76	73	77	79	70	75	74
NET FAVOURABILITY		-2	-14	-33	-2	-1	-29	-7	-27	-19	-11	-8	-12	-15	-25	-14	-16	-16	-2	-13	-18	-18	-10

Sample Size: 2171 Adults in GB
Fieldwork: 13th - 14th May 2025

	Vote in 2024 GE					EU Ref 2016		Gender		Age				Social Grade		Country			Region in England			
	Total	Con	Lab	Lib Dem	Reform UK	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	2171	391	558	200	234	762	775	1051	1120	228	897	536	510	1237	934	1878	104	189	515	356	263	745
Unweighted Sample	2171	378	628	221	261	911	830	963	1208	114	813	594	650	1294	877	1861	122	188	492	339	241	789
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

		28 - 29 <i>Apr '25</i>		13 - 14 <i>May '25</i>																				
Lisa Nandy																								
	Very favourable	2	2	0	5	2	0	3	1	2	1	2	2	2	1	2	1	2	3	1	2	1	4	2
	Somewhat favourable	9	8	5	14	15	3	13	4	10	6	9	6	11	8	9	6	8	5	8	10	8	9	6
	TOTAL FAVOURABLE	11	10	5	19	17	3	16	5	12	7	11	8	13	9	11	7	10	8	9	12	9	13	8
	Somewhat unfavourable	10	10	15	9	8	12	10	12	11	9	10	7	16	11	11	8	10	13	10	11	10	8	10
	Very unfavourable	15	15	25	7	4	29	9	25	18	11	4	11	16	24	14	15	15	5	14	16	16	13	15
	TOTAL UNFAVOURABLE	25	25	40	16	12	41	19	37	29	20	14	18	32	35	25	23	25	18	24	27	26	21	25
	Don't know	63	66	55	65	71	56	66	58	59	73	75	76	55	56	63	69	65	73	68	61	66	65	68
	NET FAVOURABILITY	-14	-15	-35	3	5	-38	-3	-32	-17	-13	-3	-10	-19	-26	-14	-16	-15	-10	-15	-15	-17	-8	-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.