

YouGov Survey Results

Sample Size: 2136 GB Adults

Fieldwork: 28th - 29th October 2025

Weighted Sample Unweighted Sample	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
	2136	385	549	197	231	128	750	763	1034	1102	224	882	528	502	1216	906	1848	103	186	506	350	258	733
	2136	319	573	213	255	140	829	756	937	1199	165	877	559	535	1285	841	1849	117	170	525	354	217	753
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	29 - 30 May	28 - 29 Oct																						
From what you have seen and heard, do you think that Kemi Badenoch has done a good or a bad job so far as leader of the Conservative Party?																								
Very good job	1	2	7	1	3	2	0	2	3	3	2	4	2	2	4	2	3	2	5	1	2	2	3	2
Fairly good job	15	21	47	10	11	34	7	15	33	21	20	11	14	25	33	21	21	21	15	21	21	25	16	21
TOTAL GOOD JOB	16	23	54	11	14	36	7	17	36	24	22	15	16	27	37	23	24	23	20	22	23	27	19	23
Fairly bad job	24	40	24	54	49	31	55	49	33	47	33	42	42	39	36	42	36	39	39	47	36	35	42	42
Very good job	27	2	0	2	3	2	5	2	1	2	2	2	2	3	1	2	2	2	1	3	2	2	2	2
TOTAL BAD JOB	51	42	24	56	52	33	60	51	34	49	35	44	44	42	37	44	38	41	40	50	38	37	44	44
Don't know	33	35	22	33	34	32	33	32	31	26	44	41	41	32	26	33	39	36	39	30	38	36	37	33
Do you believe that at the moment Kemi Badenoch does or does not look like a Prime Minister in waiting?																								
She does look like a Prime Minister in waiting	10	12	25	6	9	13	6	10	15	11	13	8	11	12	15	13	11	12	10	10	13	12	10	11
She does not look like a Prime Minister in waiting	65	62	53	71	73	67	73	68	61	71	53	61	57	67	65	63	60	61	65	69	58	63	63	62
Don't know	25	26	22	23	18	20	21	22	24	18	34	32	32	21	21	24	30	27	25	21	29	25	26	27
Do you personally think Kemi Badenoch should or should not lead the Conservative Party into the next general election?																								
She should	x	23	41	17	14	30	20	22	28	25	21	18	18	28	29	24	21	23	25	23	22	28	20	22
She should not	x	36	31	42	42	39	37	37	36	42	30	36	36	36	36	36	36	36	25	42	35	33	36	39
Don't know	x	41	29	41	44	31	43	40	36	33	49	46	46	36	35	40	43	41	51	35	43	39	44	40
Overall, would you say that the Conservative Party is in a strong or weak state at the moment?																								
Very strong state	0	1	3	1	1	0	1	0	1	1	1	3	1	0	1	1	1	1	2	1	1	1	2	1
Fairly strong state	5	8	18	4	5	7	2	6	11	6	10	3	7	8	10	8	8	8	5	7	7	8	8	8
TOTAL STRONG STATE	5	9	21	5	6	7	3	6	12	7	11	6	8	8	11	9	9	9	7	8	8	9	10	9
Fairly weak state	38	40	54	38	38	45	30	39	42	38	41	41	35	41	47	39	40	39	42	40	38	40	35	42
Very weak state	43	37	17	49	42	34	54	44	34	45	29	33	37	41	35	39	34	36	39	40	39	33	38	35
TOTAL WEAK STATE	81	77	71	87	80	79	84	83	76	83	70	74	72	82	82	78	74	75	81	80	77	73	73	77
Don't know	13	15	8	9	14	13	13	11	12	10	19	20	21	10	7	13	18	15	11	12	16	17	17	14

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

In your previous answer, you said the Conservative Party is in a weak state at the moment. Do you think they are in a better or worse state than they would be under another leader, or do you think they would be in this state no matter who their leader was?

[Asked only to those who said the Conservative Party is in a weak state at the moment; n=1659]

The Conservatives are in a better state than they would be under another leader	4	5	10	3	3	7	2	5	5	5	5	3	5	6	4	6	4	5	4	4	5	5	4	6
The Conservatives are in a worse state than they would be under another leader	23	19	20	21	18	14	19	16	20	21	16	18	22	15	18	19	18	19	13	16	18	20	23	19
The Conservatives would be in this state no matter who their leader was	62	67	61	68	73	75	70	71	68	66	68	67	63	70	71	66	69	67	64	73	66	68	61	69
Don't know	11	9	9	8	7	5	9	7	8	8	11	12	10	9	7	9	9	9	19	7	11	8	12	7

*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.