

YouGov Survey Results

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

	Westminster VI						Vote in 2024 GE					Vote in 2024 GE x Westminster VI					EU Ref 2016	
	Total	Con	Lab	Lib Dem	Reform UK	Green	Con	Lab	Lib Dem	Reform UK	Green	Lab x Lab	Lab x LD	Lab x Ref	Lab x Grm	Lab - Don't know	Remain	Leave
Weighted Sample	10035	1247	1699	1062	1961	874	1806	2579	923	1084	587	1342	265	143	225	351	3522	3582
Unweighted Sample	10035	1283	1802	1173	2036	920	1831	2788	1020	1128	639	1473	293	152	256	370	4084	3745
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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	23	66	1	56	38	24	62	57	58	49	76	43	48	24
1	6	0	9	9	5	8	1	9	9	7	7	10	7	7	9	8	7	5
2	7	0	12	10	8	9	1	10	10	9	10	11	13	8	7	7	8	6
3	6	1	9	9	8	5	2	8	9	8	6	8	7	10	3	8	6	5
4	4	1	4	6	6	3	2	3	6	7	3	3	5	6	3	5	3	5
5	10	4	5	9	15	4	11	6	10	16	5	5	6	8	1	14	7	13
6	4	4	2	3	10	1	8	2	5	8	1	2	2	2	1	5	3	6
7	6	11	2	3	12	1	13	2	4	10	2	2	1	7	0	4	4	9
8	5	15	1	4	7	1	15	1	4	6	1	1	1	1	0	1	3	8
9	2	11	0	0	2	0	8	0	1	1	0	0	0	0	0	0	2	4
10 - Would definitely consider voting for them	8	53	1	2	4	1	37	1	3	3	1	1	0	0	0	2	7	15
Prefer not to answer	3	0	0	0	0	0	1	1	1	1	2	0	0	1	0	3	1	1

Labour

0 - Would never consider voting for them	35	57	0	15	72	15	60	6	17	73	17	0	7	37	7	8	17	58
1	6	9	0	4	8	5	8	2	5	8	7	0	1	8	2	2	4	7
2	6	7	0	6	7	8	7	3	7	5	7	0	4	12	4	3	5	6
3	5	8	1	7	4	9	6	3	7	4	8	0	6	4	6	8	6	5
4	5	6	1	9	3	9	4	4	8	2	9	1	8	10	8	6	6	4
5	10	6	4	15	3	15	6	10	15	3	16	3	16	16	13	26	12	6
6	6	4	7	12	1	12	3	9	11	2	11	5	16	6	15	13	8	3
7	6	2	12	12	1	11	2	12	11	1	9	11	16	3	17	13	9	3
8	5	1	17	7	0	6	2	12	6	0	5	16	11	2	11	7	8	2
9	2	0	10	2	0	2	0	7	2	0	1	11	2	0	6	2	4	1
10 - Would definitely consider voting for them	11	1	47	9	0	6	1	31	10	0	7	51	13	2	11	7	20	3
Prefer not to answer	3	0	0	0	0	0	0	1	1	1	2	0	0	0	0	4	1	1

Liberal Democrats

0 - Would never consider voting for them	28	33	10	0	56	12	38	11	2	57	12	9	1	39	7	10	13	43
1	6	8	3	0	9	5	8	3	1	8	7	3	0	8	3	4	4	8
2	7	10	5	1	8	7	9	5	1	9	6	4	1	10	6	5	5	8
3	7	10	6	1	6	9	9	6	3	6	8	5	1	3	6	9	7	7
4	6	9	8	1	6	9	9	7	3	4	9	7	1	9	10	7	6	6
5	13	14	17	4	7	18	13	17	8	8	17	18	2	14	22	27	15	11
6	8	7	15	7	3	12	6	13	10	3	12	15	7	6	14	14	11	5
7	7	6	15	14	2	11	4	13	13	2	10	16	15	4	10	10	11	4
8	6	2	10	21	1	9	2	11	16	1	7	10	28	3	12	5	10	3
9	2	0	3	12	0	3	0	4	9	0	3	3	14	1	7	1	4	1
10 - Would definitely consider voting for them	7	1	9	38	0	4	1	9	32	0	5	9	31	1	3	4	12	3
Prefer not to answer	3	0	1	0	0	1	0	2	1	1	3	1	0	1	1	5	1	1

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

	Gender			Age				Social Grade		Country			Region in England			
	Total	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	10035	4857	5178	1054	4145	2478	2358	5720	4315	8680	482	873	2378	1646	1214	3442
Unweighted Sample	10035	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	38	39	45	46	37	25	37	40	37	44	54	41	36	40	33
1	6	7	6	7	7	7	5	7	6	6	8	6	6	6	7	7
2	7	9	6	9	9	7	5	8	7	8	7	6	9	7	8	7
3	6	7	5	9	6	6	5	6	6	6	7	5	6	6	6	6
4	4	5	4	6	4	4	4	4	4	4	4	3	4	4	5	4
5	10	9	10	8	8	10	12	10	10	10	8	7	10	11	8	10
6	4	4	4	3	3	5	7	5	4	5	4	2	4	5	5	5
7	6	6	5	3	4	7	8	6	6	6	5	4	6	5	4	7
8	5	5	4	1	3	5	8	5	4	5	4	4	4	5	5	5
9	2	2	2	0	1	2	4	2	2	2	0	1	2	3	2	3
10 - Would definitely consider voting for them	8	7	9	2	4	9	18	9	7	9	8	5	7	10	8	10
Prefer not to answer	3	1	4	7	3	1	1	2	4	3	2	2	2	3	3	3
Labour																
0 - Would never consider voting for them	35	33	36	17	26	39	54	29	43	35	37	29	34	41	24	38
1	6	7	5	4	5	6	7	5	7	5	8	7	6	6	4	5
2	6	6	5	5	6	6	5	5	6	6	5	9	6	5	6	6
3	5	6	5	6	6	5	5	5	5	5	4	7	5	6	5	5
4	5	5	5	6	6	5	4	6	4	5	3	7	5	4	4	6
5	10	9	11	9	12	9	6	10	9	10	11	11	10	9	10	9
6	6	7	6	12	7	5	3	7	5	6	5	7	7	5	8	6
7	6	6	6	9	8	5	3	8	4	6	6	6	6	6	9	5
8	5	6	5	7	7	5	2	7	3	5	5	6	6	4	7	5
9	2	3	2	6	2	2	2	3	2	2	2	2	3	2	5	2
10 - Would definitely consider voting for them	11	11	10	10	12	11	8	13	7	11	11	8	12	10	14	10
Prefer not to answer	3	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	29	26	17	24	31	36	24	33	28	31	27	29	33	22	26
1	6	7	5	5	5	6	7	5	6	6	8	6	6	6	4	6
2	7	7	6	4	7	6	8	6	7	7	7	8	7	6	6	6
3	7	6	7	6	7	6	7	7	6	6	8	7	7	6	7	6
4	6	7	6	7	7	6	7	7	6	6	6	8	7	7	8	5
5	13	12	15	14	13	15	11	13	13	13	11	17	13	13	13	13
6	8	8	8	11	9	7	6	9	6	8	8	6	8	6	12	7
7	7	8	7	9	8	7	6	8	6	7	9	7	8	7	7	7
8	6	5	7	7	7	5	4	8	4	6	4	5	5	5	6	7
9	2	2	2	4	2	2	2	3	2	3	1	1	2	3	2	3
10 - Would definitely consider voting for them	7	7	7	6	7	7	6	8	5	7	4	7	5	5	8	9
Prefer not to answer	3	2	4	10	4	2	1	2	4	3	2	2	3	3	4	3

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

		Westminster VI					Vote in 2024 GE					Vote in 2024 GE x Westminster VI						EU Ref 2016	
		Total	Con	Lab	Lib Dem	Reform UK	Green	Con	Lab	Lib Dem	Reform UK	Green	Lab x Lab	Lab x LD	Lab x Ref	Lab x Grn	Lab - Don't know	Remain	Leave
Weighted Sample	10035	1247	1699	1062	1961	874	1806	2579	923	1084	587	1342	265	143	225	351	3522	3582	
Unweighted Sample	10035	1283	1802	1173	2036	920	1831	2788	1020	1128	639	1473	293	152	256	370	4084	3745	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Reform UK	0 - Would never consider voting for them	48	31	77	72	0	84	23	71	68	2	80	79	81	1	91	54	71	22
	1	4	6	4	6	0	4	5	4	6	1	4	4	5	0	3	5	5	3
	2	4	6	4	4	0	2	5	3	4	1	3	3	1	0	2	5	3	3
	3	3	6	2	2	0	1	4	2	3	2	3	2	1	0	0	4	2	3
	4	3	7	2	3	0	2	5	2	2	1	2	2	3	0	0	3	2	3
	5	6	13	4	4	2	3	11	5	4	4	2	4	2	1	1	11	4	8
	6	3	8	1	3	3	0	6	2	3	2	0	1	2	4	0	6	2	5
	7	4	9	2	2	7	0	8	3	2	7	0	2	1	7	0	4	2	7
	8	5	7	1	2	13	1	9	2	3	10	1	1	1	14	0	3	3	8
	9	3	3	0	1	10	0	5	1	1	7	0	0	1	14	0	0	1	5
10 - Would definitely consider voting for them	14	4	1	1	64	1	18	4	3	62	2	1	0	58	0	2	4	30	
Prefer not to answer	3	0	1	0	1	1	1	1	1	1	2	1	1	0	0	4	2	1	
Green Party	0 - Would never consider voting for them	32	50	12	14	61	0	52	16	16	60	2	12	13	51	0	20	18	50
	1	6	9	4	4	7	0	8	4	4	7	0	4	5	6	0	5	4	7
	2	7	9	8	6	7	0	8	5	6	8	0	6	5	4	0	6	6	7
	3	6	8	8	8	6	0	8	7	6	5	2	7	9	9	0	8	7	6
	4	6	7	8	8	4	1	6	7	8	5	3	8	7	4	1	8	7	5
	5	12	8	17	17	8	2	8	16	16	8	4	17	16	17	2	19	13	10
	6	6	4	12	12	3	4	3	11	10	2	4	13	12	4	6	11	9	4
	7	6	3	12	11	2	9	2	11	11	2	8	13	11	2	12	10	10	3
	8	5	1	8	8	1	14	1	8	7	1	12	9	10	2	16	3	7	2
	9	2	0	2	4	1	11	0	3	4	1	9	2	4	1	12	1	3	1
10 - Would definitely consider voting for them	9	1	8	8	1	58	1	10	12	1	55	8	7	1	50	5	14	3	
Prefer not to answer	3	1	1	0	0	1	1	1	1	1	2	1	1	1	0	4	2	2	
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	39	53	35	50	43	41	51	48	50	43	55	56	47	41
	NHS	44	39	50	53	29	53	37	53	51	27	50	52	58	36	63	55	50	39
	Immigration and asylum	43	62	20	22	88	12	68	24	26	88	13	20	15	80	9	30	26	70
	The economy in general	34	41	38	36	31	26	40	36	36	32	28	38	34	28	28	34	37	33
Defence and security, including the war in Ukraine	21	32	22	26	23	12	35	20	27	20	13	22	22	18	9	19	23	26	
	The environment and climate change	17	10	22	26	4	45	9	23	25	3	43	24	29	5	44	17	24	8
	Crime	16	17	11	10	27	6	18	11	11	29	7	10	7	24	3	13	10	21
	Housing	13	6	19	15	7	18	5	17	14	7	20	18	15	12	16	15	14	8
	Britain's relationship with the EU	10	6	16	18	5	13	5	15	14	4	13	16	25	5	11	10	16	5
	Tax	8	10	6	6	11	4	10	5	7	12	4	5	5	8	5	5	6	8
	Welfare benefits	8	9	5	7	11	8	9	7	7	11	6	5	7	11	10	8	7	10
	Education	7	5	10	9	3	8	4	10	9	2	7	11	10	7	11	8	10	4
	The conflict in Gaza	7	4	8	8	1	22	3	8	8	1	21	8	8	0	20	6	8	3
	Pensions	5	7	3	4	7	2	7	3	4	5	2	2	4	9	1	3	3	7
	Family life and childcare	3	2	4	3	2	3	1	3	5	3	3	4	3	2	4	1	4	2
	Transport	2	1	2	2	1	3	0	2	2	1	3	2	3	1	2	2	2	1
	None of these	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0
	Don't know	1	1	1	0	0	0	1	1	1	1	1	1	0	0	0	2	1	1

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

	Gender			Age				Social Grade		Country			Region in England			
	Total	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	10035	4857	5178	1054	4145	2478	2358	5720	4315	8680	482	873	2378	1646	1214	3442
Unweighted Sample	10035	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	46	50	58	55	45	37	53	42	47	54	57	47	45	55	46
1	4	5	4	5	5	4	4	4	5	5	4	4	5	4	4	5
2	4	3	4	3	4	3	3	3	4	4	1	3	3	3	4	4
3	3	3	4	3	3	4	3	3	3	3	2	3	4	3	4	3
4	3	2	3	2	3	3	3	3	3	3	3	3	3	2	4	3
5	6	6	7	7	6	7	7	6	7	7	4	5	6	7	7	7
6	3	3	3	2	2	3	4	3	3	3	3	3	3	3	2	3
7	4	5	3	3	4	4	4	4	4	4	5	3	4	5	3	4
8	5	5	5	1	4	6	7	4	5	5	5	3	5	5	3	5
9	3	3	2	1	2	3	4	2	3	3	3	2	2	3	1	3
10 - Would definitely consider voting for them	14	17	12	6	9	18	22	11	18	14	14	11	15	17	10	15
Prefer not to answer	3	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	36	29	17	26	38	44	29	37	32	35	36	31	34	24	34
1	6	6	5	4	5	6	7	5	6	6	6	6	6	5	5	6
2	7	7	6	5	6	7	8	7	6	7	6	6	7	6	6	7
3	6	6	6	3	7	6	6	6	6	6	7	6	6	6	5	6
4	6	6	6	6	7	6	5	6	6	6	6	8	6	6	8	5
5	12	10	13	12	12	12	11	12	11	12	11	11	12	13	12	11
6	6	6	7	9	7	7	4	7	6	7	6	5	6	6	9	6
7	6	6	6	9	7	5	4	7	5	6	6	7	6	6	7	6
8	5	4	5	8	6	4	3	6	4	5	5	5	5	4	5	5
9	2	2	2	4	3	2	1	3	2	2	1	3	2	2	3	2
10 - Would definitely consider voting for them	9	7	10	14	11	7	5	10	7	9	7	7	9	9	11	8
Prefer not to answer	3	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	43	51	55	58	42	29	45	50	46	50	51	48	46	48	45
NHS	44	36	51	42	44	42	46	44	43	43	56	47	44	42	36	44
Immigration and asylum	43	45	41	23	33	51	63	39	50	44	38	39	46	49	31	45
The economy in general	34	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	19	10	14	23	35	22	19	21	22	18	21	20	15	24
The environment and climate change	17	16	17	22	18	15	13	19	13	17	16	16	15	16	19	18
Crime	16	17	15	16	15	16	17	15	18	17	12	11	16	18	22	15
Housing	13	13	13	21	15	11	8	12	13	13	9	13	11	10	21	13
Britain's relationship with the EU	10	13	7	11	9	11	11	11	8	10	10	13	9	9	12	10
Tax	8	10	6	7	10	7	6	9	7	8	6	8	8	7	10	8
Welfare benefits	8	7	9	3	7	11	9	7	10	8	7	8	9	8	5	8
Education	7	5	8	8	8	6	4	8	5	7	8	7	7	7	5	7
The conflict in Gaza	7	5	8	17	7	5	5	7	6	7	8	10	6	5	11	6
Pensions	5	4	5	1	2	5	11	4	6	4	3	6	5	4	3	5
Family life and childcare	3	2	4	4	5	1	1	3	3	3	3	1	3	4	3	4
Transport	2	2	1	4	1	1	1	2	1	2	2	1	2	1	2	1
None of these	0	0	0	0	0	1	0	0	0	0	0	0	0	0	1	0
Don't know	1	1	2	4	2	1	1	1	2	1	2	2	1	2	1	1

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	Westminster VI						Vote in 2024 GE					Vote in 2024 GE x Westminster VI					EU Ref 2016	
	Total	Con	Lab	Lib Dem	Reform UK	Green	Con	Lab	Lib Dem	Reform UK	Green	Lab x Lab	Lab x LD	Lab x Ref	Lab x Grn	Lab - Don't know	Remain	Leave
Weighted Sample	10035	1247	1699	1062	1961	874	1806	2579	923	1084	587	1342	265	143	225	351	3522	3582
Unweighted Sample	10035	1283	1802	1173	2036	920	1831	2788	1020	1128	639	1473	293	152	256	370	4084	3745
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

Very favourable	4	1	20	4	1	1	1	13	4	0	1	23	4	1	1	2	7	2
Somewhat favourable	23	9	58	41	3	23	8	45	39	3	21	58	48	12	32	29	37	10
TOTAL FAVOURABLE	27	10	78	45	4	24	9	58	43	3	22	81	52	13	33	31	44	12
Somewhat unfavourable	23	27	16	31	11	39	22	24	29	11	36	15	35	22	42	35	27	18
Very unfavourable	41	60	3	21	84	31	66	13	23	83	34	2	12	64	20	21	23	65
TOTAL UNFAVOURABLE	64	87	19	52	95	70	88	37	52	94	70	17	47	86	62	56	50	83
Don't know	9	3	3	3	2	6	3	5	5	2	8	3	1	1	4	13	6	5
NET FAVOURABILITY	-37	-77	59	-7	-91	-46	-79	21	-9	-91	-48	64	5	-73	-29	-25	-6	-71

Kemi Badenoch

Very favourable	2	10	1	1	2	1	8	1	1	2	0	1	0	0	1	1	1	3
Somewhat favourable	17	48	6	9	33	4	46	5	11	31	5	4	5	18	1	6	11	30
TOTAL FAVOURABLE	19	58	7	10	35	5	54	6	12	33	5	5	5	18	2	7	12	33
Somewhat unfavourable	21	19	21	28	28	18	24	21	28	28	18	20	24	27	15	22	22	24
Very unfavourable	32	6	54	45	20	52	7	51	41	21	52	58	58	35	63	32	44	21
TOTAL UNFAVOURABLE	53	25	75	73	48	70	31	72	69	49	70	78	82	62	78	54	66	45
Don't know	27	16	19	18	17	25	16	22	20	18	25	17	13	20	21	40	21	23
NET FAVOURABILITY	-34	33	-68	-63	-13	-65	23	-66	-57	-16	-65	-73	-77	-44	-76	-47	-54	-12

Nigel Farage

Very favourable	11	4	1	1	48	1	15	3	2	48	1	1	1	38	2	2	3	23
Somewhat favourable	19	35	6	7	42	3	36	8	10	37	4	5	4	48	1	12	8	33
TOTAL FAVOURABLE	30	39	7	8	90	4	51	11	12	85	5	6	5	86	3	14	11	56
Somewhat unfavourable	13	26	10	11	6	6	20	10	12	8	8	9	6	8	4	17	10	15
Very unfavourable	49	31	80	77	2	86	24	75	71	3	83	83	87	5	92	62	74	22
TOTAL UNFAVOURABLE	62	57	90	88	8	92	44	85	83	11	91	92	93	13	96	79	84	37
Don't know	9	5	3	3	2	3	5	4	4	4	4	2	2	2	1	8	4	6
NET FAVOURABILITY	-32	-18	-83	-80	82	-88	7	-74	-71	74	-86	-86	-88	73	-93	-65	-73	19

Ed Davey

Very favourable	4	1	5	19	0	3	1	6	15	0	3	5	21	0	3	2	6	2
Somewhat favourable	23	20	41	47	10	30	18	36	44	11	28	42	52	12	35	23	34	16
TOTAL FAVOURABLE	27	21	46	66	10	33	19	42	59	11	31	47	73	12	38	25	40	18
Somewhat unfavourable	18	29	18	10	24	16	28	17	13	24	16	18	8	30	20	13	18	23
Very unfavourable	16	19	4	2	37	7	23	6	3	39	8	5	1	19	5	8	8	27
TOTAL UNFAVOURABLE	34	48	22	12	61	23	51	23	16	63	24	23	9	49	25	21	26	50
Don't know	39	31	32	22	28	44	29	35	24	26	45	30	19	38	36	54	33	33
NET FAVOURABILITY	-7	-27	24	54	-51	10	-32	19	43	-52	7	24	64	-37	13	4	14	-32

Boris Johnson

Very favourable	7	23	1	2	14	2	22	1	1	12	2	1	1	2	1	2	3	14
Somewhat favourable	21	45	7	12	40	7	46	7	16	36	7	5	5	29	3	9	11	36
TOTAL FAVOURABLE	28	68	8	14	54	9	68	8	17	48	9	6	6	31	4	11	14	50
Somewhat unfavourable	20	18	17	20	22	18	18	18	22	26	17	16	15	26	11	26	18	21
Very unfavourable	44	11	72	63	20	71	10	70	58	22	71	76	77	39	85	56	65	24
TOTAL UNFAVOURABLE	64	29	89	83	42	89	28	88	80	48	88	92	92	65	96	82	83	45
Don't know	7	3	2	3	3	2	3	4	3	4	4	2	2	3	0	7	4	5
NET FAVOURABILITY	-36	39	-81	-69	12	-80	40	-80	-63	0	-79	-86	-86	-34	-92	-71	-69	5

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

	Gender			Age				Social Grade		Country			Region in England			
	Total	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	10035	4857	5178	1054	4145	2478	2358	5720	4315	8680	482	873	2378	1646	1214	3442
Unweighted Sample	10035	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	6	3	7	5	4	3	5	3	5	6	3	4	4	10	4
Somewhat favourable	23	25	21	22	27	23	15	28	16	23	21	22	22	19	30	24
TOTAL FAVOURABLE	27	31	24	29	32	27	18	33	19	28	27	25	26	23	40	28
Somewhat unfavourable	23	22	24	28	25	21	20	25	21	23	21	25	24	24	23	22
Very unfavourable	41	42	40	26	31	46	58	35	48	41	44	41	42	44	29	42
TOTAL UNFAVOURABLE	64	64	64	54	56	67	78	60	69	64	65	66	66	68	52	64
Don't know	9	6	12	16	12	6	3	7	11	9	8	9	9	10	8	9
NET FAVOURABILITY	-37	-33	-40	-25	-24	-40	-60	-27	-50	-36	-38	-41	-40	-45	-12	-36

Kemi Badenoch

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

Nigel Farage

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

Ed Davey

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

Boris Johnson

Very favourable	7	7	7	2	5	8	13	6	8	8	6	3	6	9	5	9
Somewhat favourable	21	20	22	14	17	23	31	20	24	23	18	12	20	24	17	26
TOTAL FAVOURABLE	28	27	29	16	22	31	44	26	32	31	24	15	26	33	22	35
Somewhat unfavourable	20	19	21	27	20	19	17	21	18	20	20	18	19	20	21	21
Very unfavourable	44	48	41	47	49	44	35	48	40	42	49	61	47	39	50	38
TOTAL UNFAVOURABLE	64	67	62	74	69	63	52	69	58	62	69	79	66	59	71	59
Don't know	7	5	10	11	9	6	3	5	10	7	7	6	8	8	7	7
NET FAVOURABILITY	-36	-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 x Westminster VI					EU Ref 2016		
		Total	Con	Lab	Lib Dem	Reform UK	Green	Con	Lab	Lib Dem	Reform UK	Green	Lab x Lab	Lab x LD	Lab x Ref	Lab x Grn	Lab - Don't know	Remain	Leave
Weighted Sample		10035	1247	1699	1062	1961	874	1806	2579	923	1084	587	1342	265	143	225	351	3522	3582
	Unweighted Sample	10035	1283	1802	1173	2036	920	1831	2788	1020	1128	639	1473	293	152	256	370	4084	3745
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Jeremy Corbyn																			
	Very favourable	9	1	14	11	1	37	1	15	10	1	36	14	15	3	39	7	14	3
	Somewhat favourable	16	4	33	21	6	26	4	30	18	6	22	34	27	22	37	23	23	7
	TOTAL FAVOURABLE	25	5	47	32	7	63	5	45	28	7	58	48	42	25	76	30	37	10
	Somewhat unfavourable	18	16	26	25	13	14	13	23	24	14	15	26	28	16	11	20	22	15
	Very unfavourable	43	74	20	34	74	15	78	24	38	73	17	20	25	54	9	33	33	67
	TOTAL UNFAVOURABLE	61	90	46	59	87	29	91	47	62	87	32	46	53	70	20	53	55	82
	Don't know	13	4	8	9	6	8	5	8	9	6	10	7	4	4	4	17	9	8
	NET FAVOURABILITY	-36	-85	1	-27	-80	34	-86	-2	-34	-80	26	2	-11	-45	56	-23	-18	-72

REBASED	1191	60	0	265	143	225	0	1189	0	0	0	0	265	143	225	351	594	292
Unweighted Sample	1274	66	0	293	152	256	0	1272	0	0	0	0	293	152	256	370	705	321
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Based on answers you have previously given us, you voted Labour at the last general election but do not intend to do so at the next election. Which of the following reasons best describe why you no longer intend to vote for the Labour Party? Please select up to three.

[Asked only to those who voted for Labour at the last general election but do not intend to do so at the next election; n=1274]

Labour have broken or not delivered on their promises	29	38	0	23	44	21	0	29	0	0	0	0	23	44	21	29	27	38
Cost of living has not improved enough	24	22	0	20	22	20	0	24	0	0	0	0	20	22	20	29	23	29
Labour have been too right-wing/conservative	22	6	0	25	2	48	0	22	0	0	0	0	25	2	48	17	26	12
They have made no difference/too like the last government	21	20	0	21	22	14	0	21	0	0	0	0	21	22	14	25	20	23
Immigration is still too high	20	33	0	11	62	2	0	20	0	0	0	0	11	62	2	20	12	36
Public services, such as the NHS, have not improved enough	19	18	0	20	15	12	0	19	0	0	0	0	20	15	12	22	19	21
[VI PARTY] are closer to my values	18	14	0	27	28	36	0	18	0	0	0	0	27	28	36	0	18	14
The changes to disability benefits	14	5	0	17	11	20	0	14	0	0	0	0	17	11	20	12	15	17
The changes to the winter fuel payment	12	20	0	11	17	5	0	12	0	0	0	0	11	17	5	12	10	20
I only voted Labour at the last election because the party I preferred could not win in my constituency	12	20	0	17	11	15	0	12	0	0	0	0	17	11	15	7	14	9
Labour's policies have made me worse off	11	17	0	6	18	6	0	10	0	0	0	0	6	18	6	13	10	15
Labour's stance on the conflict in Gaza	10	2	0	11	1	25	0	10	0	0	0	0	11	1	25	7	12	6
Labour's stance on transgender rights	8	5	0	10	3	19	0	8	0	0	0	0	10	3	19	5	7	2
I do not like the party's leaders	7	9	0	5	7	7	0	7	0	0	0	0	5	7	7	6	6	7
Labour have been too left-wing/liberal	2	3	0	1	4	0	0	2	0	0	0	0	1	4	0	1	1	2
Something else [See Tab 1]	8	9	0	11	4	5	0	8	0	0	0	0	11	4	5	8	9	6
Don't know	5	1	0	3	1	1	0	5	0	0	0	0	3	1	1	11	4	2

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

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

REBASED
Unweighted Sample

1191	504	687	138	551	302	199	701	489	996	63	131	315	221	114	346
1274	488	786	102	555	356	261	787	487	1076	65	131	347	245	105	381
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Based on answers you have previously given us, you voted Labour at the last general election but do not intend to do so at the next election. Which of the following reasons best describe why you no longer intend to vote for the Labour Party? Please select up to three.

[Asked only to those who voted for Labour at the last general election but do not intend to do so at the next election; n=1274]

Labour have broken or not delivered on their promises	29	27	30	17	26	31	42	23	37	27	27	41	31	33	20	22
Cost of living has not improved enough	24	23	25	19	31	23	14	23	26	24	29	27	25	25	23	22
Labour have been too right-wing/conservative	22	21	22	34	22	20	16	24	19	23	21	13	21	22	37	21
They have made no difference/too like the last government	21	26	18	21	21	24	17	20	23	21	19	23	21	23	16	22
Immigration is still too high	20	22	18	11	14	26	31	16	25	18	22	31	19	17	12	19
Public services, such as the NHS, have not improved enough	19	15	22	13	20	17	23	18	20	18	25	20	19	20	16	17
[VI PARTY] are closer to my values	18	21	15	24	17	17	14	20	14	19	9	15	15	18	17	23
The changes to disability benefits	14	12	16	10	15	17	13	12	19	15	17	5	16	17	13	14
The changes to the winter fuel payment	12	12	12	1	7	12	35	8	17	11	19	15	12	15	6	10
I only voted Labour at the last election because the party I preferred could not win in my constituency	12	11	13	17	12	12	12	15	8	12	16	16	10	11	7	15
Labour's policies have made me worse off	11	12	10	5	10	11	16	10	12	11	11	9	15	7	10	9
Labour's stance on the conflict in Gaza	10	12	10	21	9	9	8	12	8	11	14	4	11	10	16	11
Labour's stance on transgender rights	8	8	8	23	9	4	1	10	6	8	7	5	9	7	14	7
I do not like the party's leaders	7	6	7	2	6	7	11	5	10	6	5	10	10	3	6	5
Labour have been too left-wing/liberal	2	2	1	3	1	2	2	1	2	1	7	1	2	0	1	2
Something else [See Tab 1]	8	8	7	7	7	9	6	10	4	8	2	7	7	7	10	9
Don't know	5	4	6	12	5	4	2	6	4	5	4	5	4	4	7	6

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

	Westminster VI					Vote in 2024 GE					Vote in 2024 GE x Westminster VI					EU Ref 2016		
	Total	Con	Lab	Lib Dem	Reform UK	Green	Con	Lab	Lib Dem	Reform UK	Green	Lab x Lab	Lab x LD	Lab x Ref	Lab x Grn	Lab - Don't know	Remain	Leave
Weighted Sample	10035	1247	1699	1062	1961	874	1806	2579	923	1084	587	1342	265	143	225	351	3522	3582
Unweighted Sample	10035	1283	1802	1173	2036	920	1831	2788	1020	1128	639	1473	293	152	256	370	4084	3745
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
REBASED	1342	0	1342	0	0	0	0	1342	0	0	0	1342	0	0	0	0	883	169
Unweighted Sample	1473	0	1473	0	0	0	0	1473	0	0	0	1473	0	0	0	0	1058	185
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Based on answers you have previously given us, you voted Labour 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 Labour? Please select up to three.

[Asked only to those who voted Labour at the last general election and intend to do so at the next election; n=1473]

I think Labour are best placed to stop a Conservative or Reform UK government	42	0	42	0	0	0	0	42	0	0	0	42	0	0	0	0	46	33
They are the party closest to my values	38	0	38	0	0	0	0	38	0	0	0	38	0	0	0	0	41	34
While I expected more, I'm giving them the benefit of the doubt	37	0	37	0	0	0	0	37	0	0	0	37	0	0	0	0	41	38
While I don't love Labour, all the other parties are worse	31	0	31	0	0	0	0	31	0	0	0	31	0	0	0	0	30	29
I think Keir Starmer has been a good prime minister	23	0	23	0	0	0	0	23	0	0	0	23	0	0	0	0	21	20
I like my local Labour MP/candidate	16	0	16	0	0	0	0	16	0	0	0	16	0	0	0	0	16	15
I am pleased with Labour's performance in government	15	0	15	0	0	0	0	15	0	0	0	15	0	0	0	0	13	17
I prefer another party, but do not believe they could win	13	0	13	0	0	0	0	13	0	0	0	13	0	0	0	0	13	8
I have always voted Labour and can't imagine voting for anybody else	10	0	10	0	0	0	0	10	0	0	0	10	0	0	0	0	10	13
Something else [See Tab 2]	2	0	2	0	0	0	0	2	0	0	0	2	0	0	0	0	2	2
Don't know	1	0	1	0	0	0	0	1	0	0	0	1	0	0	0	0	1	2

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

	Gender			Age				Social Grade		Country			Region in England			
	Total	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	10035	4857	5178	1054	4145	2478	2358	5720	4315	8680	482	873	2378	1646	1214	3442
Unweighted Sample	10035	4531	5504	661	3831	2674	2869	6101	3934	8653	510	872	2343	1716	1033	3561
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
REBASED	1342	786	556	164	670	303	205	960	382	1181	66	95	403	189	262	325
Unweighted Sample	1473	785	688	106	706	363	298	1080	393	1287	76	110	462	224	234	367
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Based on answers you have previously given us, you voted Labour 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 Labour? Please select up to three.

[Asked only to those who voted Labour at the last general election and intend to do so at the next election; n=1473]

I think Labour are best placed to stop a Conservative or Reform UK government	42	45	38	37	43	41	44	42	43	42	44	39	45	41	33	46
They are the party closest to my values	38	35	41	27	35	43	48	38	38	37	38	42	36	45	41	33
While I expected more, I'm giving them the benefit of the doubt	37	38	37	24	37	39	47	37	38	38	29	40	39	36	35	38
While I don't love Labour, all the other parties are worse	31	30	32	32	35	25	25	31	30	30	30	40	31	24	28	35
I think Keir Starmer has been a good prime minister	23	26	19	34	20	25	20	25	18	23	32	15	18	26	29	23
I like my local Labour MP/candidate	16	16	16	17	16	16	17	17	14	16	20	11	17	8	21	15
I am pleased with Labour's performance in government	15	18	11	23	14	13	14	15	15	16	17	6	12	26	16	15
I prefer another party, but do not believe they could win	13	14	12	24	12	11	9	14	11	13	9	14	13	9	17	13
I have always voted Labour and can't imagine voting for anybody else	10	10	12	13	9	11	14	10	12	11	9	7	12	9	15	7
Something else [See Tab 2]	2	2	2	2	2	2	3	2	3	2	1	3	2	2	1	3
Don't know	1	1	2	1	2	0	2	1	2	1	4	0	1	3	1	2

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

Weighted Sample Unweighted Sample "REBASED" Unweighted Sample	Westminster VI					Vote in 2024 GE					Vote in 2024 GE x Westminster VI					EU Ref 2016		
	Total	Con	Lab	Lib Dem	Reform UK	Green	Con	Lab	Lib Dem	Reform UK	Green	Lab x Lab	Lab x LD	Lab x Ref	Lab x Grn	Lab - Don't know	Remain	Leave
	10035	1247	1699	1062	1961	874	1806	2579	923	1084	587	1342	265	143	225	351	3522	3582
	10035	1283	1802	1173	2036	920	1831	2788	1020	1128	639	1473	293	152	256	370	4084	3745
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
	147	0	147	0	0	0	35	0	55	10	32	0	0	0	0	0	76	34
	156	0	156	0	0	0	32	0	56	10	39	0	0	0	0	0	89	36
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Based on answers you have previously given us, you did not vote Labour at the last general election but intend to do so at the next election. Which of the following reasons best describe why you now intend to vote for the Labour Party? Please select up to three.

[Asked only to those who did not vote Labour at the last general election but intend to do so at the next election; n=156]

I want to stop a Conservative or Reform UK government getting in	38	0	38	0	0	0	23	0	37	19	55	0	0	0	0	0	44	25
I think Keir Starmer has been a good prime minister	27	0	27	0	0	0	39	0	24	26	18	0	0	0	0	0	23	27
I am pleased with Labour's performance in government	26	0	26	0	0	0	36	0	26	33	12	0	0	0	0	0	19	28
I don't think there are any credible alternatives	26	0	26	0	0	0	27	0	22	15	30	0	0	0	0	0	28	36
They are the party closest to my values	18	0	18	0	0	0	19	0	18	25	19	0	0	0	0	0	20	19
I only did not vote Labour at the last election because they could not win in my constituency	14	0	14	0	0	0	0	0	30	10	6	0	0	0	0	0	23	2
I prefer another party, but do not believe they could win	14	0	14	0	0	0	8	0	13	7	25	0	0	0	0	0	15	9
I am not happy with the direction of \$partyvotedfor.raw since the election	12	0	12	0	0	0	28	0	3	36	3	0	0	0	0	0	7	24
Something else [See Tab 3]	10	0	10	0	0	0	8	0	8	15	15	0	0	0	0	0	13	9
Don't know	5	0	5	0	0	0	7	0	7	8	0	0	0	0	0	0	2	9

*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

	Gender			Age				Social Grade		Country			Region in England			
	Total	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	10035	4857	5178	1054	4145	2478	2358	5720	4315	8680	482	873	2378	1646	1214	3442
Unweighted Sample	10035	4531	5504	661	3831	2674	2869	6101	3934	8653	510	872	2343	1716	1033	3561
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
REBASED	147	67	81	18	62	35	32	103	44	131	4	12	35	27	25	44
Unweighted Sample	156	70	86	13	66	37	40	115	41	138	5	13	40	29	21	48
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Based on answers you have previously given us, you did not vote Labour at the last general election but intend to do so at the next election. Which of the following reasons best describe why you now intend to vote for the Labour Party? Please select up to three.

[Asked only to those who did not vote Labour at the last general election but intend to do so at the next election; n=156]

I want to stop a Conservative or Reform UK government getting in	38	46	30	31	50	28	29	39	34	37	56	40	40	37	32	37
I think Keir Starmer has been a good prime minister	27	30	24	14	31	28	23	27	25	28	23	9	25	27	31	30
I am pleased with Labour's performance in government	26	31	22	46	21	26	24	29	18	27	32	16	33	21	41	17
I don't think there are any credible alternatives	26	26	26	12	20	40	31	28	21	26	32	31	26	24	20	29
They are the party closest to my values	18	13	22	16	18	18	18	20	13	18	0	15	15	24	5	26
I only did not vote Labour at the last election because they could not win in my constituency	14	13	15	7	16	9	19	13	17	14	23	5	3	8	5	33
I prefer another party, but do not believe they could win	14	15	14	21	14	20	4	17	8	15	0	8	25	19	10	8
I am not happy with the direction of \$partyvotedfor.raw since the election	12	19	7	14	6	15	18	11	14	11	0	26	14	3	18	10
Something else [See Tab 3]	10	14	7	9	13	3	14	11	9	10	44	0	17	8	15	4
Don't know	5	3	7	16	2	5	7	2	14	6	0	0	0	9	7	8

*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.