

YouGov Survey Results

Sample Size: 2178 Adults in GB
Fieldwork: 6th - 7th February 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	2178	392	560	200	235	764	778	1054	1124	229	900	538	512	1241	937	1884	105	189	516	357	264	747	
Unweighted Sample	2178	313	594	212	232	916	787	971	1207	108	939	571	560	1337	841	1860	111	207	541	345	199	775	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which of the following do you think would make the best prime minister?

Kemi Badenoch or Keir Starmer

Kemi Badenoch	20	53	5	10	36	12	36	23	18	8	14	24	32	21	19	21	19	17	19	23	17	22
Keir Starmer	31	5	66	50	4	51	13	36	26	41	39	27	17	37	24	31	33	34	32	27	36	29
Don't know	39	34	20	31	53	30	42	33	44	31	39	40	42	34	46	39	38	37	39	41	36	40
Refused	10	8	8	9	7	8	9	8	12	20	8	8	9	8	11	9	9	12	10	9	11	9

Kemi Badenoch or Nigel Farage

Kemi Badenoch	22	35	27	31	6	26	19	21	23	28	20	20	23	26	17	22	22	21	23	21	23	22
Nigel Farage	22	26	9	9	73	9	42	28	16	8	20	24	29	19	25	22	23	15	23	26	14	23
Don't know	46	32	54	50	13	57	32	41	50	43	51	47	37	46	45	45	47	56	43	43	49	45
Refused	11	8	9	9	8	8	7	10	11	21	9	9	11	9	13	11	9	8	11	11	15	10

Kemi Badenoch or Ed Davey

Kemi Badenoch	17	43	7	9	30	12	29	20	15	3	14	22	26	18	17	18	13	15	18	19	13	19
Ed Davey	26	8	47	51	13	41	13	31	21	34	30	23	17	30	19	25	34	24	26	22	30	25
Don't know	46	38	35	33	49	39	47	40	52	42	48	47	44	43	50	46	46	47	45	51	45	44
Refused	11	10	11	7	8	8	11	9	13	20	9	8	13	9	14	11	7	14	12	8	12	12

Keir Starmer and Nigel Farage

Keir Starmer	36	16	69	59	3	59	15	39	34	50	44	33	20	45	25	36	41	42	36	32	41	36
Nigel Farage	26	48	7	8	78	10	52	30	23	8	21	32	39	23	31	27	26	17	29	32	20	27
Don't know	28	30	15	22	13	24	26	21	34	20	28	29	29	23	34	28	27	28	27	28	30	27
Refused	9	6	9	11	6	6	7	9	10	22	7	5	12	9	10	9	6	13	8	8	9	11

Keir Starmer and Ed Davey

Keir Starmer	24	10	50	29	7	37	13	27	21	27	29	23	15	28	19	24	26	22	24	20	26	26
Ed Davey	16	18	13	33	16	18	15	19	14	20	16	16	16	18	14	16	15	18	17	18	15	15
Don't know	49	64	28	28	67	36	63	45	53	32	46	53	58	45	55	49	51	50	47	52	44	50
Refused	11	8	8	11	11	9	9	9	12	21	9	8	11	10	12	11	9	10	12	11	14	9

Nigel Farage or Ed Davey

Nigel Farage	25	43	7	6	77	10	50	32	19	8	20	31	36	23	28	26	25	18	25	30	18	27
Ed Davey	30	16	54	62	1	52	13	34	27	35	35	28	22	36	22	30	33	33	31	24	35	29
Don't know	36	33	31	19	17	31	30	27	43	35	38	34	33	32	40	35	36	40	33	37	37	35
Refused	9	8	8	12	5	7	7	7	11	22	7	8	9	9	10	10	7	8	10	9	10	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.