

YouGov Survey Results

Sample Size: 2269 GB Adults

Fieldwork: 26th - 27th August 2025

	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
Weighted Sample	2269	408	583	209	245	130	796	810	1098	1171	238	937	560	533	1293	976	1963	109	197	538	372	275	778
Unweighted Sample	2269	356	629	225	268	135	911	810	1015	1254	173	891	581	624	1371	898	1944	126	199	512	374	253	805
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which government do you think would be better for...

Helping people get onto the housing ladder?

A Labour government led by Keir Starmer	25	9	50	40	0	26	39	8	26	24	41	30	20	13	31	17	26	16	22	27	21	32	25
A Reform UK government led by Nigel Farage	20	32	7	9	65	3	8	37	24	17	15	16	25	27	19	23	20	27	18	18	19	21	22
Neither	38	44	31	37	23	64	40	40	37	38	24	36	39	45	36	40	37	37	42	37	38	34	38
Don't know	17	16	12	14	11	7	13	15	13	21	21	18	16	15	15	21	17	20	18	18	21	14	15

Managing the economy?

A Labour government led by Keir Starmer	27	7	57	42	0	34	43	9	28	25	40	35	20	13	32	19	27	23	24	27	23	35	26
A Reform UK government led by Nigel Farage	25	41	7	9	80	5	9	46	28	21	12	18	30	35	22	28	25	35	18	22	25	22	27
Neither	35	41	26	36	14	55	37	33	34	36	30	32	36	41	33	37	34	26	43	35	36	31	35
Don't know	14	11	9	13	6	6	10	12	10	18	18	16	14	11	13	16	14	16	15	16	16	12	12

Providing more jobs?

A Labour government led by Keir Starmer	25	8	52	38	0	32	41	8	26	24	32	32	21	13	31	17	26	20	20	29	20	30	25
A Reform UK government led by Nigel Farage	25	41	9	12	75	8	10	46	30	21	20	19	29	34	22	29	26	30	20	22	29	27	26
Neither	34	38	29	35	18	55	37	34	33	36	29	32	35	40	33	37	34	31	43	33	35	30	35
Don't know	15	13	10	15	7	5	12	12	11	20	19	17	14	12	14	17	15	19	17	16	16	13	14

Keeping prices down?

A Labour government led by Keir Starmer	21	6	46	33	0	24	34	7	22	19	32	26	17	11	25	15	21	16	17	22	18	27	21
A Reform UK government led by Nigel Farage	22	36	7	9	68	3	8	40	25	18	14	16	26	31	20	24	22	29	17	18	22	21	24
Neither	42	45	37	43	23	67	46	40	41	43	37	40	43	47	41	44	41	36	51	43	42	41	41
Don't know	15	12	10	15	9	6	12	13	11	19	17	18	15	11	14	18	15	18	15	18	18	11	14

Improving standards of living for people like you?

A Labour government led by Keir Starmer	24	6	51	37	0	27	36	7	25	23	41	30	19	11	29	17	25	16	21	26	20	33	23
A Reform UK government led by Nigel Farage	26	41	8	11	81	5	10	47	30	21	15	19	33	34	23	29	26	29	19	24	28	25	27
Neither	37	41	32	39	14	63	43	35	35	38	28	36	37	44	36	39	36	35	45	34	38	32	38
Don't know	13	11	9	14	5	5	11	11	9	18	16	16	11	11	12	15	13	20	15	15	14	11	12

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Tackling the government's deficit?																							
A Labour government led by Keir Starmer	23	7	50	36	1	29	38	8	24	22	32	30	20	12	29	16	24	18	17	25	20	30	23
A Reform UK government led by Nigel Farage	24	39	8	9	76	4	10	44	29	20	12	18	29	35	21	27	24	33	19	20	26	23	26
Neither	36	40	29	39	16	58	38	34	35	37	33	34	36	42	34	39	36	32	45	35	38	30	37
Don't know	17	14	13	16	7	9	13	14	12	21	23	19	15	12	16	18	16	17	19	20	16	17	14
Reducing the number of people in poverty?																							
A Labour government led by Keir Starmer	27	10	53	45	3	28	43	10	29	25	39	33	21	15	33	18	27	22	23	26	23	38	26
A Reform UK government led by Nigel Farage	20	31	7	7	65	3	7	37	23	18	13	15	26	26	18	23	20	26	13	19	21	19	22
Neither	37	43	30	34	22	62	39	38	38	37	30	33	41	43	34	41	37	32	46	39	38	31	36
Don't know	16	17	10	14	9	7	11	14	11	21	18	18	12	16	14	18	16	20	18	16	18	12	16

**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.*