YouGov Survey Results

Sample Size: 2268 GB Adults
Fieldwork: 31st August - 1st September 2025

	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
		Vote in 2024 GE					EU Ref 2016		Gender		Age				Social Grade		Country			Region in England			
Weighted Sample	2268	408	583	209	245	124	796	810	1098	1170	238	937	560	533	1293	975	1962	109	197	538	372	274	778
Unweighted Sample	2268	395	618	234	258	128	861	865	955	1313	182	831	594	661	1384	884	1953	116	199	552	350	205	846
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you think Nigel Farage is doing well or badly as leader of Reform UK?

	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
Very well	**15**	18	9	9	46	5	7	26	17	12	5	12	18	20	14	16	15	13	9	19	13	10	16
Fairly well	**33**	51	27	32	45	24	30	45	36	30	16	30	36	43	33	32	33	35	36	31	34	36	32
TOTAL WELL	**48**	**69**	**36**	**41**	**91**	**29**	**37**	**71**	**53**	**42**	**21**	**42**	**54**	**63**	**47**	**48**	**48**	**48**	**45**	**50**	**47**	**46**	**48**
Fairly badly	**10**	8	11	13	3	9	12	7	10	10	14	10	10	9	10	10	10	8	10	11	7	12	10
Very badly	**20**	10	29	24	2	40	31	7	21	20	33	22	20	13	22	18	20	22	22	21	17	21	20
TOTAL BADLY	**30**	**18**	**40**	**37**	**5**	**49**	**43**	**14**	**31**	**30**	**47**	**32**	**30**	**22**	**32**	**28**	**30**	**30**	**32**	**32**	**24**	**33**	**30**
Don't know	**22**	14	24	22	5	22	20	15	16	27	32	26	16	15	20	24	22	23	23	18	29	21	21

If you had to choose, which of the following would you prefer to be the outcome of the next general election?

	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
A Reform UK government led by Nigel Farage	37	63	13	14	94	13	14	71	40	35	13	31	44	53	32	44	38	33	30	38	41	27	41
A Labour government led by Keir Starmer	43	17	73	72	1	67	71	13	44	41	66	46	41	28	52	31	42	42	49	41	37	57	40
Don't know	20	19	14	13	5	20	14	17	16	23	22	23	15	19	16	26	20	24	21	21	22	16	19

And if the result of the next general election was a Reform UK government led by Nigel Farage, do you think the running of the country would get better or worse, or would it remain about the same?

	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
Would get much better	**10**	11	3	1	36	0	3	19	12	8	3	7	13	13	8	12	10	8	9	12	9	7	9
Would get somewhat better	**22**	38	8	9	51	3	8	41	22	21	9	18	23	32	20	24	22	18	18	22	24	16	23
TOTAL WOULD GET BETTER	**32**	**49**	**11**	**10**	**87**	**3**	**11**	**60**	**34**	**29**	**12**	**25**	**36**	**45**	**28**	**36**	**32**	**26**	**27**	**34**	**33**	**23**	**32**
Would be about the same	**11**	18	8	6	5	14	7	14	11	11	13	12	12	10	10	14	12	11	11	10	15	10	11
Would get somewhat worse	**9**	9	9	17	2	6	11	6	9	9	11	9	7	10	9	9	9	8	7	8	10	10	9
Would get much worse	**39**	15	65	62	0	68	65	12	39	38	52	40	40	27	47	28	38	43	47	38	31	46	37
TOTAL WOULD GET WORSE	**48**	**24**	**74**	**79**	**2**	**74**	**76**	**18**	**48**	**47**	**63**	**49**	**47**	**37**	**56**	**37**	**47**	**51**	**54**	**46**	**41**	**56**	**46**
Don't know	**10**	8	7	5	6	9	5	9	7	13	11	13	5	8	7	13	10	13	8	9	11	11	10

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

And if the result of the next general election was a Reform UK government led by Nigel Farage, do you think they would do a good, bad, or average job of running of the country?

	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
Very good job	7	5	2	0	28	2	1	13	8	6	3	6	9	8	6	9	7	6	6	10	4	7	6
Fairly good job	17	32	6	4	47	1	6	34	19	15	4	13	21	25	15	19	17	15	12	16	22	11	19
TOTAL GOOD JOB	**24**	**37**	**8**	**4**	**75**	**3**	**7**	**47**	**27**	**21**	**7**	**19**	**30**	**33**	**21**	**28**	**24**	**21**	**18**	**26**	**26**	**18**	**25**
Average job	16	26	10	17	16	11	10	22	16	16	15	15	14	19	14	18	16	13	13	16	16	18	16
Fairly bad job	11	12	12	17	3	8	14	8	9	13	11	10	11	12	11	10	11	14	12	11	15	5	11
Very bad job	38	14	63	56	0	70	63	12	39	36	52	41	38	27	45	28	37	37	46	38	31	48	36
TOTAL BAD JOB	**49**	**26**	**75**	**73**	**3**	**78**	**77**	**20**	**48**	**49**	**63**	**51**	**49**	**39**	**56**	**38**	**48**	**51**	**58**	**49**	**46**	**53**	**47**
Don't know	12	10	7	6	6	8	6	11	9	14	15	15	6	9	8	16	11	16	11	9	13	11	12

*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.*

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