

YouGov Survey Results

Sample Size: 2213 Adults in GB

Fieldwork: 31st March - 1st April 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	2213	398	569	204	239	777	790	1071	1142	232	914	547	520	1261	952	1914	106	193	524	363	268	759	
Unweighted Sample	2213	395	604	220	258	910	841	990	1223	132	831	612	638	1366	847	1887	126	200	532	376	201	778	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

29 - 30 Mar '23
31 Mar - 1 Apr '25

Keir Starmer has been leader of the Labour Party for five years. Over that time, do you think he has been...

A great leader	2	1	1	2	1	0	1	1	1	1	1	2	1	0	1	1	1	1	1	1	1	1	1
A good leader	20	15	5	29	25	5	23	7	16	13	16	18	15	8	18	10	15	15	11	15	11	22	14
TOTAL GREAT / GOOD LEADER	22	16	6	31	26	5	24	8	17	14	17	20	16	8	19	11	16	16	12	16	12	23	15
An average leader	34	30	28	39	37	16	39	22	29	30	31	32	30	25	32	27	29	30	36	25	27	29	33
A poor leader	15	17	24	14	13	16	16	19	17	16	16	15	15	23	16	18	17	15	17	18	19	17	14
A terrible leader	13	28	39	9	15	59	14	47	30	27	13	23	35	37	24	34	29	29	25	31	34	21	27
TOTAL POOR / TERRIBLE LEADER	28	45	63	23	28	75	30	66	47	43	29	38	50	60	40	52	46	44	42	49	53	38	41
Don't know	17	10	2	7	9	4	7	5	7	12	23	11	5	6	9	11	10	10	11	9	8	10	10

And again, over his last five years as leader, how well or badly do you think Keir Starmer has done at...

Setting out a clear vision for Labour?

Very well	4	2	2	4	3	3	3	3	3	2	1	3	3	1	2	3	3	2	2	2	2	1	3
Fairly well	27	22	11	39	31	6	29	13	22	21	29	25	20	14	24	19	21	23	23	19	17	32	21
TOTAL WELL	31	24	13	43	34	9	32	16	25	23	30	28	23	15	26	22	24	25	25	21	19	33	24
Fairly badly	27	27	32	30	29	20	32	23	28	26	27	27	24	31	29	25	28	22	27	30	27	26	28
Very badly	20	35	52	16	23	65	23	55	37	34	15	29	45	46	31	41	35	40	35	39	43	27	32
TOTAL BADLY	47	62	84	46	52	85	55	78	65	60	42	56	69	77	60	66	63	62	62	69	70	53	60
Don't know	21	13	4	11	15	6	13	6	10	16	27	16	8	7	13	13	13	13	13	10	11	14	16

Convincing people that Labour can be trusted with the economy?

Very well	6	2	2	4	2	2	2	2	3	2	0	3	3	1	2	2	2	2	3	3	2	3	1
Fairly well	28	20	9	35	29	5	29	10	21	19	30	22	20	11	24	15	20	23	20	17	17	28	21
TOTAL WELL	34	22	11	39	31	7	31	12	24	21	30	25	23	12	26	17	22	25	23	20	19	31	22
Fairly badly	24	24	24	30	30	15	32	19	24	24	23	26	21	26	26	23	24	21	28	25	24	24	24
Very badly	20	41	62	19	27	72	26	63	43	40	19	35	48	55	36	48	42	41	37	45	46	34	40
TOTAL BADLY	44	65	86	49	57	87	58	82	67	64	42	61	69	81	62	71	66	62	65	70	70	58	64
Don't know	22	12	3	12	12	6	12	6	9	15	28	14	8	7	12	12	12	14	12	11	11	11	14

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Weighted Sample	2213	398	569	204	239	777	790	1071	1142	232	914	547	520	1261	952	1914	106	193	524	363	268	759	
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

27 - 28 Jun '24 31 Mar - 1 Apr '25

Whether or not you agree with his views, to what extent do you feel you know what Keir Starmer stands for these days?

A lot - I am very clear what he stands for	9	7	6	7	3	12	5	8	7	6	8	5	9	6	6	7	6	7	7	7	7	5	7
A little - I have a broad idea of what he stands for	33	26	19	43	36	16	35	17	28	25	36	28	27	17	31	20	26	31	25	26	22	33	26
TOTAL A LOT / A LITTLE	42	33	25	50	39	28	40	25	35	31	44	33	36	23	37	27	32	38	32	33	29	38	33
Not a lot - I am uncertain exactly what he stands for	27	29	29	31	30	23	34	25	27	30	22	32	23	30	29	28	29	22	28	26	31	26	31
Not at all - I am very uncertain what he stands for	22	31	42	14	26	46	22	46	31	31	14	26	37	43	27	36	31	31	31	35	33	27	29
TOTAL NOT A LOT / NOT AT ALL	49	60	71	45	56	69	56	71	58	61	36	58	60	73	56	64	60	53	59	61	64	53	60
Don't know	9	8	3	6	6	4	5	4	6	9	19	9	4	3	7	8	7	9	9	6	8	9	7

29 - 30 Mar '23 31 Mar - 1 Apr '25

How clear or unclear do you think the Labour Party's policies are on...
The environment and climate change

Very clear	6	4	5	4	5	7	4	6	6	3	1	4	6	3	3	5	4	6	5	3	3	3	5
Fairly clear	25	26	20	37	34	22	31	21	30	22	39	23	26	24	28	23	26	25	23	27	18	35	26
TOTAL CLEAR	31	30	25	41	39	29	35	27	36	25	40	27	32	27	31	28	30	31	28	30	21	38	31
Fairly unclear	26	30	35	31	30	25	33	29	29	30	28	30	28	32	31	27	29	35	34	25	32	29	31
Very unclear	13	22	32	10	13	33	15	31	22	21	10	19	25	28	19	25	22	16	23	25	26	16	19
TOTAL UNCLEAR	39	52	67	41	43	58	48	60	51	51	38	49	53	60	50	52	51	51	57	50	58	45	50
Don't know	30	19	9	18	18	13	18	13	14	24	22	24	15	13	18	20	19	18	15	19	21	16	19

Education

Very clear	7	4	2	7	3	3	3	4	4	3	6	3	4	3	4	4	4	4	3	5	3	1	4
Fairly clear	23	23	20	36	31	13	31	16	27	20	27	24	25	19	25	22	24	21	21	22	23	30	23
TOTAL CLEAR	30	27	22	43	34	16	34	20	31	23	33	27	29	22	29	26	28	25	24	27	26	31	27
Fairly unclear	25	31	35	30	33	25	34	28	30	31	37	28	30	33	33	28	30	37	33	29	26	35	31
Very unclear	14	23	35	10	12	40	13	36	22	23	8	20	26	30	20	26	22	19	26	24	25	16	22
TOTAL UNCLEAR	39	54	70	40	45	65	47	64	52	54	45	48	56	63	53	54	52	56	59	53	51	51	53
Don't know	31	20	9	17	20	18	19	16	16	23	22	25	15	15	19	21	20	19	17	20	23	17	19

Healthcare and the NHS

Very clear	11	8	3	16	10	3	10	7	9	7	10	8	10	5	9	7	8	7	6	9	6	12	7
Fairly clear	25	30	24	42	39	18	37	21	32	27	43	31	27	25	34	25	30	34	28	26	26	34	32
TOTAL CLEAR	36	38	27	58	49	21	47	28	41	34	53	39	37	30	43	32	38	41	34	35	32	46	39
Fairly unclear	23	27	39	21	26	28	26	31	26	27	19	26	26	32	26	27	27	28	25	25	31	26	26
Very unclear	15	22	29	10	16	41	15	34	23	22	8	19	28	30	19	27	22	20	27	26	26	17	19
TOTAL UNCLEAR	38	49	68	31	42	69	41	65	49	49	27	45	54	62	45	54	49	48	52	51	57	43	45
Don't know	26	13	4	11	9	11	12	8	10	16	20	17	9	8	12	15	13	11	14	14	12	10	14

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	Total	Vote in 2024 GE					EU Ref 2016		Gender		Age				Social Grade		Country			Region in England			
		Con	Lab	Lib Dem	Reform UK	239	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	2213	398	569	204	239	777	790	1071	1142	232	914	547	520	1261	952	1914	106	193	524	363	268	759	
Unweighted Sample	2213	395	604	220	258	910	841	990	1223	132	831	612	638	1366	847	1887	126	200	532	376	201	778	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Brexit																							
Very clear	4	4	2	4	5	5	3	4	4	3	2	4	4	4	3	4	3	4	5	4	3	3	4
Fairly clear	18	16	13	26	17	11	20	12	16	16	20	18	17	10	18	13	16	25	15	14	13	22	16
TOTAL CLEAR	22	20	15	30	22	16	23	16	20	19	22	22	21	14	21	17	19	29	20	18	16	25	20
Fairly unclear	27	26	28	31	29	15	30	22	28	25	34	26	22	28	28	24	27	26	24	28	23	30	26
Very unclear	22	31	44	18	24	54	26	44	37	26	16	27	39	38	30	33	31	30	36	31	35	25	31
TOTAL UNCLEAR	49	57	72	49	53	69	56	66	65	51	50	53	61	66	58	57	58	56	60	59	58	55	57
Don't know	30	23	13	22	25	15	20	18	15	30	28	26	18	20	20	26	23	16	21	23	25	20	24
Immigration																							
Very clear	5	7	5	7	5	10	6	8	8	6	11	6	9	6	6	8	7	7	7	5	8	7	7
Fairly clear	22	22	10	40	31	7	32	13	24	20	27	25	22	15	25	19	22	21	20	22	16	29	23
TOTAL CLEAR	27	29	15	47	36	17	38	21	32	26	38	31	31	21	31	27	29	28	27	22	24	36	30
Fairly unclear	23	23	24	24	25	12	25	19	23	22	30	24	19	22	27	17	22	28	22	20	23	26	23
Very unclear	20	33	55	15	24	62	21	53	35	32	10	25	39	52	28	40	33	32	34	37	38	22	32
TOTAL UNCLEAR	43	56	79	39	49	74	46	72	58	54	40	49	58	74	55	57	55	60	56	57	61	48	55
Don't know	29	15	6	14	15	9	16	8	10	20	22	20	12	6	14	16	15	12	16	16	14	16	15
Housing																							
Very clear	4	7	5	11	8	6	8	7	8	6	8	6	8	7	8	5	7	5	5	7	5	5	9
Fairly clear	21	27	27	37	38	20	34	23	31	24	37	25	28	26	30	24	27	33	27	24	24	36	28
TOTAL CLEAR	25	34	32	48	46	26	42	30	39	30	45	31	36	33	38	29	34	38	32	31	29	41	37
Fairly unclear	25	26	33	24	24	24	26	26	27	25	21	26	23	30	27	24	26	25	24	25	26	26	26
Very unclear	16	22	28	11	17	35	16	32	23	22	8	21	26	27	19	27	22	22	27	25	24	19	20
TOTAL UNCLEAR	41	48	61	35	41	59	42	58	50	47	29	47	49	57	46	51	48	47	51	50	50	45	46
Don't know	34	18	7	17	13	15	16	11	12	23	25	22	15	11	16	20	18	15	17	19	20	14	17
The economy																							
Very clear	6	6	3	10	4	5	6	5	6	6	10	7	6	3	6	6	6	6	5	6	5	7	6
Fairly clear	22	21	13	36	29	8	30	15	21	22	24	23	24	14	24	18	21	25	26	19	19	27	21
TOTAL CLEAR	28	27	16	46	33	13	36	20	27	28	34	30	30	17	30	24	27	31	31	25	24	34	27
Fairly unclear	23	24	25	26	30	18	27	20	24	24	30	24	19	25	26	21	23	28	24	22	22	26	24
Very unclear	19	35	52	17	28	58	22	53	39	30	14	29	39	49	31	40	35	28	32	37	41	26	35
TOTAL UNCLEAR	42	59	77	43	58	76	49	73	63	54	44	53	58	74	57	61	58	56	56	59	63	52	59
Don't know	30	14	6	12	10	10	13	7	10	19	23	17	11	9	14	15	15	12	13	14	13	14	15
Crime																							
Very clear	5	3	2	7	2	2	4	3	3	3	6	2	4	2	3	3	3	4	3	3	3	5	3
Fairly clear	19	19	11	31	25	8	25	12	22	16	30	19	19	13	20	17	19	24	17	20	15	21	19
TOTAL CLEAR	24	22	13	38	27	10	29	15	25	19	36	21	23	15	23	20	22	28	20	23	18	26	22
Fairly unclear	25	28	35	29	31	23	32	27	28	28	26	28	25	31	32	23	27	27	36	22	28	29	30
Very unclear	19	30	42	14	20	52	18	45	32	28	11	25	36	39	25	36	30	28	25	35	33	24	27
TOTAL UNCLEAR	44	58	77	43	51	75	50	72	60	56	37	53	61	70	57	59	57	55	61	57	61	53	57
Don't know	33	21	12	19	22	14	20	14	16	25	27	25	16	15	20	21	21	17	20	20	21	20	22

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Defence and security																							
Very clear	3	9	4	17	11	5	12	6	11	7	12	10	10	7	11	7	9	14	14	8	8	12	8
Fairly clear	18	30	28	39	37	22	37	25	34	26	35	30	32	26	33	26	30	31	31	29	26	35	31
TOTAL CLEAR	21	39	32	56	48	27	49	31	45	33	47	40	42	33	44	33	39	45	45	37	34	47	39
Fairly unclear	25	22	30	19	22	24	21	26	22	23	21	19	23	27	22	22	23	19	21	22	20	22	25
Very unclear	20	21	31	9	13	37	12	32	21	20	8	18	22	29	18	25	21	22	18	24	28	13	18
TOTAL UNCLEAR	45	43	61	28	35	61	33	58	43	43	29	37	45	56	40	47	44	41	39	46	48	35	43
Don't know	35	18	7	17	17	12	18	12	12	24	25	23	13	11	16	20	18	14	15	18	18	18	19

*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.