

# YouGov Survey Results

Sample Size: 2523 Adults in GB  
Fieldwork: 1st - 2nd 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	
<b>Weighted Sample</b>	<b>2523</b>	454	648	232	273	886	901	1221	1302	265	1042	623	593	1438	1085	2182	121	220	598	414	305	865	
<b>Unweighted Sample</b>	<b>2523</b>	425	727	245	269	1018	947	1156	1367	132	1021	673	697	1615	908	2181	123	219	576	408	313	884	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	24-26 Sept '21	29-30 Mar '23	1 - 2 Apr '25																					
<b>Since becoming Labour leader, do you think Keir Starmer has changed the Labour Party for the better or the worse, or has he not made any real difference?</b>																								
Changed the Labour Party for the better	20	33	17	9	32	29	3	26	9	20	14	25	17	16	13	21	11	17	19	13	17	14	22	17
Changed the Labour Party for the worse	10	10	43	46	35	35	70	36	55	39	47	42	36	45	54	37	52	43	49	41	49	47	38	38
Has not made any real difference to the Labour Party	51	41	26	40	22	24	22	25	30	32	21	16	28	27	28	29	23	27	21	28	21	28	27	29
Don't know	19	17	14	5	11	11	5	13	7	9	17	18	19	11	5	13	14	13	11	17	13	11	14	15
<b>Some people talk about 'left', 'right' and 'centre' to describe parties and politicians. With that in mind, do you think Keir Starmer has moved the Labour Party to the right since taking over as Labour leader, moved the Labour Party to the left, or kept the party about where it was?</b>																								
Moved it to the right	x	30	35	23	51	47	19	45	24	39	32	54	35	33	31	40	30	35	34	40	37	32	43	32
Moved it to the left	x	8	13	20	5	6	35	7	22	14	11	8	10	15	18	11	15	13	14	12	13	12	12	13
Kept it about where it was	x	27	20	26	24	19	20	22	21	25	16	17	20	19	24	23	17	21	18	18	18	21	23	22
Don't know	x	35	31	30	19	28	26	26	33	22	40	20	35	33	27	26	38	31	34	29	32	35	23	32
<b>And since taking over as Labour leader, do you think Keir Starmer has moved the Labour Party closer or further away from the following groups, or has he kept the party about where it was?</b>																								
<b>Trade unions</b>																								
Moved it closer	x	x	17	35	11	8	30	11	28	20	14	12	11	15	32	17	17	18	16	10	16	18	16	19
Moved it further away	x	x	35	24	38	41	33	39	32	37	32	40	36	34	30	34	36	33	45	47	34	36	35	30
Kept it about where it was	x	x	20	22	27	23	21	24	20	23	18	16	18	25	23	23	17	21	16	17	19	23	21	21
Don't know	x	x	28	20	24	29	16	26	20	20	36	32	35	26	15	27	30	28	23	26	30	23	28	30
<b>Businesses</b>																								
Moved it closer	x	x	14	3	24	18	5	18	5	16	12	34	18	9	5	17	11	14	16	15	14	12	19	13
Moved it further away	x	x	54	82	37	46	82	44	75	59	48	30	41	58	80	50	58	54	57	44	52	60	47	56
Kept it about where it was	x	x	12	5	21	17	6	17	7	12	12	12	14	15	7	14	10	12	7	16	13	10	13	12
Don't know	x	x	20	10	18	18	8	20	12	12	27	23	27	18	8	19	21	20	19	25	20	18	21	20

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		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%		
<b>Working class</b>	Moved it closer	x	x	7	5	11	9	2	8	3	7	6	13	8	4	4	8	6	7	2	4	7	7	11	6
	Moved it further away	x	x	66	72	58	60	89	61	79	67	66	56	60	71	76	63	71	65	72	71	68	67	60	65
	Kept it about where it was	x	x	13	12	20	17	5	18	10	15	12	16	13	14	12	17	9	14	15	11	12	12	15	15
	Don't know	x	x	14	11	12	14	4	14	8	11	16	15	19	11	7	13	14	14	10	14	13	15	14	14
<b>Middle class</b>	Moved it closer	x	x	17	5	26	26	13	20	11	17	17	28	18	15	12	18	15	17	15	17	21	16	16	15
	Moved it further away	x	x	44	67	27	37	65	35	60	47	41	27	37	45	61	42	45	44	44	39	37	49	43	47
	Kept it about where it was	x	x	22	16	31	21	14	28	16	24	20	26	22	23	17	23	20	21	23	24	23	19	25	20
	Don't know	x	x	18	12	16	16	8	17	12	13	23	19	23	17	10	16	20	18	18	20	20	16	16	18
<b>Homeowners</b>	Moved it closer	x	x	6	1	12	10	1	8	2	7	5	14	7	5	2	7	5	6	5	5	5	5	7	7
	Moved it further away	x	x	52	73	35	42	84	41	73	54	51	34	43	56	72	48	57	53	54	46	51	55	46	55
	Kept it about where it was	x	x	20	13	33	26	7	29	12	23	17	21	21	22	17	23	17	20	22	22	21	20	23	17
	Don't know	x	x	22	12	20	22	8	22	12	16	27	31	30	17	9	22	22	22	18	27	22	19	24	21
<b>Benefit claimants</b>	Moved it closer	x	x	6	9	3	4	12	3	9	7	5	3	5	7	8	6	6	6	3	8	7	7	5	6
	Moved it further away	x	x	70	66	77	77	72	75	71	70	70	69	66	72	76	68	73	70	72	66	70	71	67	72
	Kept it about where it was	x	x	9	12	10	6	13	9	10	11	8	11	9	10	8	12	6	9	14	9	8	10	9	9
	Don't know	x	x	15	13	10	12	4	12	9	13	17	16	20	12	8	14	15	15	12	17	15	12	19	14
<b>Older people</b>	Moved it closer	x	x	4	1	7	5	0	5	1	4	3	7	5	2	2	5	3	4	6	4	3	3	7	3
	Moved it further away	x	x	70	86	61	64	94	65	88	70	70	47	62	75	90	67	75	70	70	68	69	72	64	73
	Kept it about where it was	x	x	12	5	19	17	3	16	4	14	9	22	12	12	4	14	8	12	9	11	11	11	17	11
	Don't know	x	x	14	8	13	13	3	15	7	11	17	24	20	11	4	14	15	14	15	17	17	14	12	13
<b>Younger people</b>	Moved it closer	x	x	9	9	14	7	7	10	8	10	8	13	9	8	9	10	7	10	3	4	12	10	9	9
	Moved it further away	x	x	47	44	43	46	59	44	52	50	45	49	51	45	43	45	51	47	56	51	46	50	46	45
	Kept it about where it was	x	x	21	28	25	26	20	25	22	23	20	17	17	22	30	24	18	21	21	21	20	20	22	23
	Don't know	x	x	22	20	18	21	14	21	18	17	27	20	23	25	19	21	24	22	21	23	22	20	23	23
<b>Ethnic minorities</b>	Moved it closer	x	x	24	28	14	16	64	14	39	28	19	14	20	28	31	19	30	24	27	22	26	28	17	22
	Moved it further away	x	x	25	21	26	25	11	26	17	23	26	42	26	19	20	26	22	25	21	27	25	23	32	22
	Kept it about where it was	x	x	26	29	36	31	14	32	24	30	22	24	24	29	27	29	21	26	23	23	24	25	28	28
	Don't know	x	x	26	22	24	28	11	28	20	19	33	20	31	25	22	26	27	26	30	28	25	24	23	28

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

Thinking about the policies and values that Labour stood for under Jeremy Corbyn, do you think the Labour Party under Keir Starmer has...

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Moved too far from the policies and values of Jeremy Corbyn	14	15	29	16	38	29	21	33	23	28	29	40	33	24	21	29	29	28	28	35	33	27	32	23
Not moved far enough from the policies and values of Jeremy Corbyn	34	26	18	37	11	13	35	13	29	22	14	8	12	19	34	18	19	19	15	15	16	19	20	21
Has got the balance about right	16	27	17	14	29	29	4	26	10	22	12	21	17	17	13	21	11	17	16	13	15	16	19	19
Don't know	36	32	36	33	22	29	39	27	38	27	45	31	38	39	32	33	41	36	40	37	36	38	29	37

\*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.