

YouGov / The Times Survey Results

Sample Size: 2266 Adults in GB
Fieldwork: 15th - 16th January 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 | 2266 | 408 | 582 | 208 | 245 | 795 | 809 | 1097 | 1169 | 238 | 936 | 560 | 533 | 1292 | 974 | 1960 | 109 | 197 | 537 | 372 | 274 | 777 | |
| Unweighted Sample | 2266 | 369 | 677 | 226 | 290 | 935 | 879 | 1023 | 1243 | 126 | 909 | 585 | 646 | 1380 | 886 | 1941 | 120 | 205 | 557 | 368 | 219 | 797 | |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

Which of the following do you think would make the best Prime Minister?

| | | | | | | | | | | | | | | | | | | | | | | |
|---------------|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Kemi Badenoch | 9 | 32 | 2 | 4 | 3 | 8 | 13 | 10 | 8 | 8 | 5 | 11 | 15 | 10 | 7 | 10 | 8 | 5 | 6 | 9 | 11 | 12 |
| Keir Starmer | 19 | 1 | 50 | 22 | 0 | 35 | 4 | 21 | 17 | 19 | 24 | 19 | 10 | 23 | 13 | 19 | 23 | 17 | 21 | 17 | 30 | 15 |
| Nigel Farage | 20 | 24 | 6 | 8 | 81 | 6 | 39 | 27 | 13 | 14 | 15 | 24 | 26 | 16 | 24 | 20 | 19 | 19 | 21 | 22 | 11 | 21 |
| Ed Davey | 8 | 2 | 8 | 30 | 1 | 13 | 4 | 9 | 7 | 14 | 8 | 7 | 7 | 9 | 6 | 8 | 5 | 10 | 5 | 9 | 12 | 8 |
| Don't know | 44 | 41 | 34 | 36 | 15 | 39 | 40 | 34 | 54 | 46 | 48 | 40 | 42 | 41 | 49 | 44 | 45 | 49 | 47 | 43 | 37 | 44 |

Would you support or oppose the Conservative Party and Reform UK merging to become a single political party?

| | | | | | | | | | | | | | | | | | | | | | | |
|----------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Strongly support | 4 | 13 | 1 | 4 | 10 | 2 | 10 | 6 | 3 | 0 | 3 | 6 | 7 | 5 | 4 | 5 | 4 | 1 | 5 | 5 | 2 | 5 |
| Tend to support | 17 | 37 | 7 | 9 | 36 | 11 | 29 | 19 | 16 | 13 | 13 | 17 | 27 | 16 | 19 | 19 | 6 | 10 | 15 | 22 | 17 | 20 |
| TOTAL SUPPORT | 21 | 50 | 8 | 13 | 46 | 13 | 39 | 25 | 19 | 13 | 16 | 23 | 34 | 21 | 23 | 24 | 10 | 11 | 20 | 27 | 19 | 25 |
| Tend to oppose | 19 | 18 | 17 | 21 | 26 | 17 | 22 | 20 | 18 | 19 | 17 | 21 | 19 | 20 | 18 | 19 | 19 | 19 | 18 | 21 | 16 | 20 |
| Strongly oppose | 36 | 17 | 59 | 50 | 18 | 54 | 20 | 37 | 36 | 39 | 42 | 36 | 26 | 40 | 31 | 36 | 35 | 40 | 39 | 35 | 44 | 32 |
| TOTAL OPPOSE | 55 | 35 | 76 | 71 | 44 | 71 | 42 | 57 | 54 | 58 | 59 | 57 | 45 | 60 | 49 | 55 | 54 | 59 | 57 | 56 | 60 | 52 |
| Don't know | 23 | 15 | 16 | 17 | 10 | 17 | 20 | 18 | 28 | 29 | 25 | 19 | 20 | 19 | 28 | 21 | 37 | 30 | 22 | 18 | 21 | 23 |

*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.