

# YouGov Survey Results

Sample Size: 2104 GB Adults  
Fieldwork: 12th - 13th July 2026

|                   | Total | Vote in 2024 GE |     |         |           |       | EU Ref 2016 |       | Gender |        | Age   |       |       |     | Socio-economic classification (NS-SEC) |              |         | Country |       |          | Region in England |          |        |               |
|-------------------|-------|-----------------|-----|---------|-----------|-------|-------------|-------|--------|--------|-------|-------|-------|-----|----------------------------------------|--------------|---------|---------|-------|----------|-------------------|----------|--------|---------------|
|                   |       | Con             | Lab | Lib Dem | Reform UK | Green | Remain      | Leave | Male   | Female | 18-24 | 25-49 | 50-64 | 65+ | Higher                                 | Intermediate | Routine | England | Wales | Scotland | North             | Midlands | London | Rest of South |
| Weighted Sample   | 2104  | 379             | 541 | 194     | 227       | 128   | 739         | 751   | 1016   | 1088   | 221   | 867   | 520   | 497 | 713                                    | 471          | 629     | 1820    | 101   | 183      | 499               | 345      | 255    | 722           |
| Unweighted Sample | 2104  | 343             | 550 | 186     | 239       | 121   | 804         | 752   | 927    | 1177   | 182   | 733   | 608   | 581 | 818                                    | 470          | 498     | 1802    | 121   | 181      | 489               | 378      | 157    | 778           |
|                   | %     | %               | %   | %       | %         | %     | %           | %     | %      | %      | %     | %     | %     | %   | %                                      | %            | %       | %       | %     | %        | %                 | %        | %      | %             |

Do you have a favourable or unfavourable opinion of the following?

Kemi Badenoch

|                           |            |           |            |            |           |            |            |           |            |            |            |            |            |           |            |           |            |            |            |            |            |            |            |            |
|---------------------------|------------|-----------|------------|------------|-----------|------------|------------|-----------|------------|------------|------------|------------|------------|-----------|------------|-----------|------------|------------|------------|------------|------------|------------|------------|------------|
| Very favourable           | 7          | 29        | 1          | 4          | 5         | 1          | 5          | 14        | 8          | 7          | 2          | 4          | 7          | 17        | 9          | 9         | 7          | 8          | 3          | 4          | 5          | 9          | 8          | 9          |
| Somewhat favourable       | 23         | 45        | 11         | 18         | 47        | 13         | 17         | 36        | 26         | 20         | 13         | 18         | 26         | 34        | 24         | 29        | 23         | 24         | 23         | 19         | 25         | 24         | 19         | 24         |
| <b>TOTAL FAVOURABLE</b>   | <b>30</b>  | <b>74</b> | <b>12</b>  | <b>22</b>  | <b>52</b> | <b>14</b>  | <b>22</b>  | <b>50</b> | <b>34</b>  | <b>27</b>  | <b>15</b>  | <b>22</b>  | <b>33</b>  | <b>51</b> | <b>33</b>  | <b>38</b> | <b>30</b>  | <b>32</b>  | <b>26</b>  | <b>23</b>  | <b>30</b>  | <b>33</b>  | <b>27</b>  | <b>33</b>  |
| Somewhat unfavourable     | 22         | 11        | 31         | 29         | 25        | 23         | 24         | 18        | 22         | 22         | 31         | 23         | 23         | 17        | 25         | 19        | 20         | 23         | 17         | 20         | 23         | 22         | 29         | 21         |
| Very unfavourable         | 28         | 4         | 44         | 40         | 16        | 44         | 38         | 19        | 33         | 23         | 26         | 30         | 30         | 22        | 31         | 25        | 26         | 27         | 36         | 36         | 28         | 22         | 30         | 26         |
| <b>TOTAL UNFAVOURABLE</b> | <b>50</b>  | <b>15</b> | <b>75</b>  | <b>69</b>  | <b>41</b> | <b>67</b>  | <b>62</b>  | <b>37</b> | <b>55</b>  | <b>45</b>  | <b>57</b>  | <b>53</b>  | <b>53</b>  | <b>39</b> | <b>56</b>  | <b>44</b> | <b>46</b>  | <b>50</b>  | <b>53</b>  | <b>56</b>  | <b>51</b>  | <b>44</b>  | <b>59</b>  | <b>47</b>  |
| Don't know                | 19         | 11        | 12         | 9          | 7         | 19         | 16         | 13        | 10         | 28         | 28         | 26         | 14         | 9         | 12         | 18        | 24         | 19         | 21         | 21         | 19         | 22         | 15         | 19         |
| <b>NET FAVOURABILITY</b>  | <b>-20</b> | <b>59</b> | <b>-63</b> | <b>-47</b> | <b>11</b> | <b>-53</b> | <b>-40</b> | <b>13</b> | <b>-21</b> | <b>-18</b> | <b>-42</b> | <b>-31</b> | <b>-20</b> | <b>12</b> | <b>-23</b> | <b>-6</b> | <b>-16</b> | <b>-18</b> | <b>-27</b> | <b>-33</b> | <b>-21</b> | <b>-11</b> | <b>-32</b> | <b>-14</b> |

Keir Starmer

|                           |            |            |           |           |            |            |           |            |            |            |            |            |            |            |            |            |            |            |            |            |            |            |            |            |
|---------------------------|------------|------------|-----------|-----------|------------|------------|-----------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|
| Very favourable           | 4          | 1          | 9         | 6         | 0          | 6          | 7         | 2          | 5          | 3          | 1          | 3          | 5          | 5          | 7          | 2          | 2          | 4          | 3          | 4          | 4          | 3          | 4          | 4          |
| Somewhat favourable       | 24         | 6          | 46        | 43        | 5          | 17         | 38        | 9          | 25         | 23         | 32         | 25         | 22         | 19         | 32         | 20         | 18         | 23         | 26         | 25         | 21         | 21         | 30         | 23         |
| <b>TOTAL FAVOURABLE</b>   | <b>28</b>  | <b>7</b>   | <b>55</b> | <b>49</b> | <b>5</b>   | <b>23</b>  | <b>45</b> | <b>11</b>  | <b>30</b>  | <b>26</b>  | <b>33</b>  | <b>28</b>  | <b>27</b>  | <b>24</b>  | <b>39</b>  | <b>22</b>  | <b>20</b>  | <b>27</b>  | <b>29</b>  | <b>29</b>  | <b>25</b>  | <b>24</b>  | <b>34</b>  | <b>27</b>  |
| Somewhat unfavourable     | 23         | 21         | 26        | 29        | 7          | 32         | 25        | 18         | 22         | 24         | 38         | 24         | 17         | 20         | 24         | 24         | 19         | 23         | 19         | 24         | 22         | 19         | 21         | 27         |
| Very unfavourable         | 41         | 68         | 13        | 16        | 86         | 36         | 23        | 66         | 44         | 38         | 17         | 35         | 50         | 53         | 32         | 45         | 52         | 41         | 44         | 38         | 42         | 49         | 35         | 40         |
| <b>TOTAL UNFAVOURABLE</b> | <b>64</b>  | <b>89</b>  | <b>39</b> | <b>45</b> | <b>93</b>  | <b>68</b>  | <b>48</b> | <b>84</b>  | <b>66</b>  | <b>62</b>  | <b>55</b>  | <b>59</b>  | <b>67</b>  | <b>73</b>  | <b>56</b>  | <b>69</b>  | <b>71</b>  | <b>64</b>  | <b>63</b>  | <b>62</b>  | <b>64</b>  | <b>68</b>  | <b>56</b>  | <b>67</b>  |
| Don't know                | 9          | 3          | 6         | 6         | 1          | 9          | 6         | 5          | 5          | 12         | 12         | 13         | 5          | 3          | 6          | 8          | 9          | 9          | 8          | 9          | 10         | 9          | 11         | 6          |
| <b>NET FAVOURABILITY</b>  | <b>-36</b> | <b>-82</b> | <b>16</b> | <b>4</b>  | <b>-88</b> | <b>-45</b> | <b>-3</b> | <b>-73</b> | <b>-36</b> | <b>-36</b> | <b>-22</b> | <b>-31</b> | <b>-40</b> | <b>-49</b> | <b>-17</b> | <b>-47</b> | <b>-51</b> | <b>-37</b> | <b>-34</b> | <b>-33</b> | <b>-39</b> | <b>-44</b> | <b>-22</b> | <b>-40</b> |

Ed Davey

|                           |           |            |           |           |            |           |           |            |            |           |           |           |            |            |           |            |            |           |            |           |            |            |           |           |
|---------------------------|-----------|------------|-----------|-----------|------------|-----------|-----------|------------|------------|-----------|-----------|-----------|------------|------------|-----------|------------|------------|-----------|------------|-----------|------------|------------|-----------|-----------|
| Very favourable           | 4         | 1          | 4         | 16        | 0          | 7         | 6         | 2          | 6          | 2         | 7         | 3         | 4          | 4          | 6         | 3          | 3          | 4         | 3          | 4         | 3          | 2          | 5         | 5         |
| Somewhat favourable       | 24        | 13         | 42        | 45        | 8          | 27        | 35        | 15         | 27         | 22        | 30        | 21        | 24         | 26         | 29        | 21         | 20         | 24        | 23         | 24        | 21         | 21         | 35        | 25        |
| <b>TOTAL FAVOURABLE</b>   | <b>28</b> | <b>14</b>  | <b>46</b> | <b>61</b> | <b>8</b>   | <b>34</b> | <b>41</b> | <b>17</b>  | <b>33</b>  | <b>24</b> | <b>37</b> | <b>24</b> | <b>28</b>  | <b>30</b>  | <b>35</b> | <b>24</b>  | <b>23</b>  | <b>28</b> | <b>26</b>  | <b>28</b> | <b>24</b>  | <b>23</b>  | <b>40</b> | <b>30</b> |
| Somewhat unfavourable     | 17        | 25         | 17        | 15        | 17         | 14        | 17        | 20         | 17         | 16        | 11        | 15        | 19         | 21         | 20        | 17         | 15         | 17        | 18         | 15        | 16         | 20         | 14        | 17        |
| Very unfavourable         | 19        | 32         | 6         | 4         | 54         | 13        | 10        | 35         | 26         | 13        | 8         | 13        | 26         | 29         | 16        | 23         | 23         | 19        | 21         | 21        | 21         | 17         | 15        | 20        |
| <b>TOTAL UNFAVOURABLE</b> | <b>36</b> | <b>57</b>  | <b>23</b> | <b>19</b> | <b>71</b>  | <b>27</b> | <b>27</b> | <b>55</b>  | <b>43</b>  | <b>29</b> | <b>19</b> | <b>28</b> | <b>45</b>  | <b>50</b>  | <b>36</b> | <b>40</b>  | <b>38</b>  | <b>36</b> | <b>39</b>  | <b>36</b> | <b>37</b>  | <b>37</b>  | <b>29</b> | <b>37</b> |
| Don't know                | 36        | 29         | 31        | 20        | 21         | 40        | 33        | 28         | 23         | 47        | 44        | 48        | 27         | 20         | 29        | 36         | 40         | 36        | 36         | 36        | 38         | 40         | 31        | 34        |
| <b>NET FAVOURABILITY</b>  | <b>-8</b> | <b>-43</b> | <b>23</b> | <b>42</b> | <b>-63</b> | <b>7</b>  | <b>14</b> | <b>-38</b> | <b>-10</b> | <b>-5</b> | <b>18</b> | <b>-4</b> | <b>-17</b> | <b>-20</b> | <b>-1</b> | <b>-16</b> | <b>-15</b> | <b>-8</b> | <b>-13</b> | <b>-8</b> | <b>-13</b> | <b>-14</b> | <b>11</b> | <b>-7</b> |

# YouGov Survey Results

Sample Size: 2104 GB Adults  
Fieldwork: 12th - 13th July 2026

|                       | Total | Vote in 2024 GE |     |         |           |       | EU Ref 2016 |       | Gender |        | Age   |       |       |     | Socio-economic classification (NS-SEC) |              |         | Country |       |          | Region in England |          |        |               |  |
|-----------------------|-------|-----------------|-----|---------|-----------|-------|-------------|-------|--------|--------|-------|-------|-------|-----|----------------------------------------|--------------|---------|---------|-------|----------|-------------------|----------|--------|---------------|--|
|                       |       | Con             | Lab | Lib Dem | Reform UK | Green | Remain      | Leave | Male   | Female | 18-24 | 25-49 | 50-64 | 65+ | Higher                                 | Intermediate | Routine | England | Wales | Scotland | North             | Midlands | London | Rest of South |  |
| Weighted Sample       | 2104  | 379             | 541 | 194     | 227       | 128   | 739         | 751   | 1016   | 1088   | 221   | 867   | 520   | 497 | 713                                    | 471          | 629     | 1820    | 101   | 183      | 499               | 345      | 255    | 722           |  |
| Unweighted Sample     | 2104  | 343             | 550 | 186     | 239       | 121   | 804         | 752   | 927    | 1177   | 182   | 733   | 608   | 581 | 818                                    | 470          | 498     | 1802    | 121   | 181      | 489               | 378      | 157    | 778           |  |
|                       | %     | %               | %   | %       | %         | %     | %           | %     | %      | %      | %     | %     | %     | %   | %                                      | %            | %       | %       | %     | %        | %                 | %        | %      | %             |  |
| Nigel Farage          |       |                 |     |         |           |       |             |       |        |        |       |       |       |     |                                        |              |         |         |       |          |                   |          |        |               |  |
| Very favourable       | 10    | 17              | 2   | 1       | 38        | 1     | 3           | 21    | 13     | 7      | 2     | 5     | 12    | 19  | 8                                      | 11           | 13      | 10      | 13    | 8        | 12                | 8        | 8      | 9             |  |
| Somewhat favourable   | 15    | 27              | 7   | 6       | 32        | 6     | 5           | 28    | 18     | 12     | 8     | 11    | 18    | 21  | 11                                     | 19           | 20      | 16      | 11    | 12       | 15                | 20       | 11     | 15            |  |
| TOTAL FAVOURABLE      | 25    | 44              | 9   | 7       | 70        | 7     | 8           | 49    | 31     | 19     | 10    | 16    | 30    | 40  | 19                                     | 30           | 33      | 26      | 24    | 20       | 27                | 28       | 19     | 24            |  |
| Somewhat unfavourable | 13    | 19              | 7   | 11      | 18        | 5     | 9           | 17    | 11     | 14     | 10    | 12    | 13    | 14  | 12                                     | 11           | 16      | 13      | 7     | 9        | 11                | 14       | 9      | 16            |  |
| Very unfavourable     | 55    | 30              | 81  | 78      | 9         | 79    | 78          | 28    | 54     | 56     | 71    | 60    | 52    | 41  | 65                                     | 53           | 41      | 53      | 62    | 65       | 52                | 51       | 62     | 53            |  |
| TOTAL UNFAVOURABLE    | 68    | 49              | 88  | 89      | 27        | 84    | 87          | 45    | 65     | 70     | 81    | 72    | 65    | 55  | 77                                     | 64           | 57      | 66      | 69    | 74       | 63                | 65       | 71     | 69            |  |
| Don't know            | 8     | 6               | 3   | 4       | 4         | 10    | 4           | 6     | 4      | 12     | 9     | 11    | 6     | 4   | 5                                      | 7            | 10      | 8       | 7     | 6        | 10                | 7        | 10     | 7             |  |
| NET FAVOURABILITY     | -43   | -5              | -79 | -82     | 43        | -77   | -79         | 4     | -34    | -51    | -71   | -56   | -35   | -15 | -58                                    | -34          | -24     | -40     | -45   | -54      | -36               | -37      | -52    | -45           |  |
| Zack Polanski         |       |                 |     |         |           |       |             |       |        |        |       |       |       |     |                                        |              |         |         |       |          |                   |          |        |               |  |
| Very favourable       | 7     | 2               | 11  | 10      | 1         | 30    | 10          | 4     | 8      | 7      | 16    | 9     | 4     | 3   | 7                                      | 8            | 6       | 7       | 10    | 6        | 7                 | 6        | 5      | 9             |  |
| Somewhat favourable   | 15    | 3               | 26  | 22      | 1         | 36    | 24          | 6     | 15     | 15     | 24    | 18    | 13    | 9   | 17                                     | 14           | 12      | 15      | 15    | 18       | 13                | 14       | 21     | 14            |  |
| TOTAL FAVOURABLE      | 22    | 5               | 37  | 32      | 2         | 66    | 34          | 10    | 23     | 22     | 40    | 27    | 17    | 12  | 24                                     | 22           | 18      | 22      | 25    | 24       | 20                | 20       | 26     | 23            |  |
| Somewhat unfavourable | 14    | 11              | 20  | 15      | 10        | 12    | 17          | 11    | 16     | 12     | 14    | 14    | 13    | 13  | 16                                     | 13           | 12      | 14      | 12    | 14       | 13                | 12       | 18     | 14            |  |
| Very unfavourable     | 32    | 56              | 19  | 21      | 69        | 5     | 21          | 52    | 42     | 22     | 15    | 22    | 40    | 47  | 34                                     | 32           | 33      | 32      | 27    | 30       | 35                | 32       | 28     | 32            |  |
| TOTAL UNFAVOURABLE    | 46    | 67              | 39  | 36      | 79        | 17    | 38          | 63    | 58     | 34     | 29    | 36    | 53    | 60  | 50                                     | 45           | 45      | 46      | 39    | 44       | 48                | 44       | 46     | 46            |  |
| Don't know            | 32    | 28              | 25  | 33      | 19        | 17    | 28          | 27    | 20     | 44     | 31    | 36    | 30    | 28  | 26                                     | 32           | 37      | 32      | 36    | 33       | 32                | 36       | 28     | 31            |  |
| NET FAVOURABILITY     | -24   | -62             | -2  | -4      | -77       | 49    | -4          | -53   | -35    | -12    | 11    | -9    | -36   | -48 | -26                                    | -23          | -27     | -24     | -14   | -20      | -28               | -24      | -20    | -23           |  |
| Andy Burnham          |       |                 |     |         |           |       |             |       |        |        |       |       |       |     |                                        |              |         |         |       |          |                   |          |        |               |  |
| Very favourable       | 8     | 1               | 18  | 11      | 2         | 8     | 14          | 3     | 10     | 6      | 9     | 6     | 10    | 8   | 10                                     | 8            | 7       | 8       | 6     | 6        | 13                | 7        | 6      | 6             |  |
| Somewhat favourable   | 26    | 12              | 44  | 43      | 10        | 36    | 36          | 16    | 27     | 25     | 36    | 29    | 22    | 21  | 34                                     | 26           | 18      | 26      | 23    | 29       | 27                | 27       | 31     | 24            |  |
| TOTAL FAVOURABLE      | 34    | 13              | 62  | 54      | 12        | 44    | 50          | 19    | 37     | 31     | 45    | 35    | 32    | 29  | 44                                     | 34           | 25      | 34      | 29    | 35       | 40                | 34       | 37     | 30            |  |
| Somewhat unfavourable | 19    | 23              | 18  | 17      | 16        | 21    | 18          | 19    | 19     | 18     | 15    | 19    | 19    | 18  | 18                                     | 18           | 19      | 18      | 24    | 20       | 17                | 19       | 16     | 19            |  |
| Very unfavourable     | 24    | 48              | 4   | 10      | 61        | 4     | 11          | 43    | 29     | 19     | 9     | 15    | 31    | 37  | 20                                     | 26           | 27      | 24      | 23    | 20       | 22                | 23       | 21     | 27            |  |
| TOTAL UNFAVOURABLE    | 43    | 71              | 22  | 27      | 77        | 25    | 29          | 62    | 48     | 37     | 24    | 34    | 50    | 55  | 38                                     | 44           | 46      | 42      | 47    | 40       | 39                | 42       | 37     | 46            |  |
| Don't know            | 24    | 15              | 17  | 18      | 12        | 31    | 21          | 18    | 15     | 32     | 31    | 30    | 17    | 16  | 18                                     | 20           | 29      | 24      | 24    | 25       | 20                | 24       | 26     | 24            |  |
| NET FAVOURABILITY     | -9    | -58             | 40  | 27      | -65       | 19    | 21          | -43   | -11    | -6     | 21    | 1     | -18   | -26 | 6                                      | -10          | -21     | -8      | -18   | -5       | 1                 | -8       | 0      | -16           |  |

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|                       |  | Total | Vote in 2024 GE |     |         |           |       | EU Ref 2016 |       | Gender |        | Age   |       |       |     | Socio-economic classification (NS-SEC) |              |         | Country |       |          | Region in England |          |        |               |
|-----------------------|--|-------|-----------------|-----|---------|-----------|-------|-------------|-------|--------|--------|-------|-------|-------|-----|----------------------------------------|--------------|---------|---------|-------|----------|-------------------|----------|--------|---------------|
|                       |  |       | Con             | Lab | Lib Dem | Reform UK | Green | Remain      | Leave | Male   | Female | 18-24 | 25-49 | 50-64 | 65+ | Higher                                 | Intermediate | Routine | England | Wales | Scotland | North             | Midlands | London | Rest of South |
| Weighted Sample       |  | 2104  | 379             | 541 | 194     | 227       | 128   | 739         | 751   | 1016   | 1088   | 221   | 867   | 520   | 497 | 713                                    | 471          | 629     | 1820    | 101   | 183      | 499               | 345      | 255    | 722           |
| Unweighted Sample     |  | 2104  | 343             | 550 | 186     | 239       | 121   | 804         | 752   | 927    | 1177   | 182   | 733   | 608   | 581 | 818                                    | 470          | 498     | 1802    | 121   | 181      | 489               | 378      | 157    | 778           |
|                       |  | %     | %               | %   | %       | %         | %     | %           | %     | %      | %      | %     | %     | %     | %   | %                                      | %            | %       | %       | %     | %        | %                 | %        | %      | %             |
| Richard Tice          |  |       |                 |     |         |           |       |             |       |        |        |       |       |       |     |                                        |              |         |         |       |          |                   |          |        |               |
| Very favourable       |  | 4     | 5               | 1   | 0       | 20        | 1     | 1           | 9     | 5      | 2      | 1     | 2     | 5     | 7   | 2                                      | 3            | 6       | 4       | 9     | 3        | 5                 | 3        | 2      | 4             |
| Somewhat favourable   |  | 8     | 17              | 2   | 3       | 24        | 0     | 2           | 16    | 11     | 4      | 3     | 5     | 10    | 13  | 7                                      | 10           | 9       | 8       | 3     | 5        | 8                 | 8        | 7      | 9             |
| TOTAL FAVOURABLE      |  | 12    | 22              | 3   | 3       | 44        | 1     | 3           | 25    | 16     | 6      | 4     | 7     | 15    | 20  | 9                                      | 13           | 15      | 12      | 12    | 8        | 13                | 11       | 9      | 13            |
| Somewhat unfavourable |  | 7     | 9               | 6   | 5       | 17        | 3     | 6           | 9     | 8      | 5      | 9     | 5     | 7     | 8   | 8                                      | 7            | 7       | 7       | 3     | 5        | 8                 | 8        | 5      | 7             |
| Very unfavourable     |  | 23    | 9               | 38  | 34      | 9         | 35    | 35          | 13    | 32     | 14     | 21    | 21    | 27    | 23  | 31                                     | 20           | 17      | 22      | 24    | 35       | 21                | 17       | 30     | 22            |
| TOTAL UNFAVOURABLE    |  | 30    | 18              | 44  | 39      | 26        | 38    | 41          | 22    | 40     | 19     | 30    | 26    | 34    | 31  | 39                                     | 27           | 24      | 29      | 27    | 40       | 29                | 25       | 35     | 29            |
| Don't know            |  | 58    | 60              | 53  | 58      | 29        | 61    | 56          | 53    | 42     | 73     | 66    | 67    | 51    | 48  | 52                                     | 60           | 61      | 59      | 61    | 53       | 58                | 64       | 56     | 58            |
| NET FAVOURABILITY     |  | -18   | 4               | -41 | -36     | 18        | -37   | -38         | 3     | -24    | -13    | -26   | -19   | -19   | -11 | -30                                    | -14          | -9      | -17     | -15   | -32      | -16               | -14      | -26    | -16           |
| Robert Jenrick        |  |       |                 |     |         |           |       |             |       |        |        |       |       |       |     |                                        |              |         |         |       |          |                   |          |        |               |
| Very favourable       |  | 3     | 4               | 1   | 0       | 11        | 1     | 1           | 6     | 3      | 2      | 1     | 1     | 3     | 4   | 2                                      | 2            | 3       | 2       | 5     | 2        | 3                 | 3        | 3      | 2             |
| Somewhat favourable   |  | 9     | 20              | 3   | 2       | 25        | 1     | 3           | 19    | 13     | 6      | 3     | 6     | 13    | 15  | 8                                      | 10           | 13      | 10      | 6     | 8        | 10                | 10       | 5      | 12            |
| TOTAL FAVOURABLE      |  | 12    | 24              | 4   | 2       | 36        | 2     | 4           | 25    | 16     | 8      | 4     | 7     | 16    | 19  | 10                                     | 12           | 16      | 12      | 11    | 10       | 13                | 13       | 8      | 14            |
| Somewhat unfavourable |  | 13    | 17              | 12  | 18      | 19        | 10    | 13          | 17    | 15     | 11     | 9     | 11    | 14    | 17  | 16                                     | 14           | 11      | 13      | 11    | 13       | 15                | 12       | 14     | 12            |
| Very unfavourable     |  | 27    | 14              | 43  | 38      | 15        | 34    | 42          | 18    | 36     | 19     | 19    | 25    | 32    | 28  | 35                                     | 26           | 22      | 26      | 27    | 35       | 25                | 22       | 33     | 26            |
| TOTAL UNFAVOURABLE    |  | 40    | 31              | 55  | 56      | 34        | 44    | 55          | 35    | 51     | 30     | 28    | 36    | 46    | 45  | 51                                     | 40           | 33      | 39      | 38    | 48       | 40                | 34       | 47     | 38            |
| Don't know            |  | 48    | 45              | 42  | 42      | 30        | 54    | 42          | 41    | 34     | 62     | 68    | 57    | 37    | 35  | 40                                     | 48           | 51      | 49      | 51    | 42       | 48                | 54       | 45     | 48            |
| NET FAVOURABILITY     |  | -28   | -7              | -51 | -54     | 2         | -42   | -51         | -10   | -35    | -22    | -24   | -29   | -30   | -26 | -41                                    | -28          | -17     | -27     | -27   | -38      | -27               | -21      | -39    | -24           |

\*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.