

# YouGov Survey Results

Sample Size: 2099 Adults in GB  
Fieldwork: 8th - 10th November 2024

	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	2099	378	539	193	227	740	782	1016	1083	220	867	518	493	1196	903	1816	101	183	497	344	254	720	
Unweighted Sample	2099	375	600	236	263	847	794	949	1150	143	817	544	595	1230	869	1808	118	173	530	364	182	732	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

		30 - 31 Oct		8 - 10 Nov																							
Do you have a favourable or unfavourable opinion of the following?																											
Keir Starmer																											
	Very favourable	4	4	0	12	4	2	7	3	4	5	4	5	4	5	4	4	5	5	5	5	4	4				
	Somewhat favourable	25	24	4	49	38	3	42	9	25	23	24	29	23	16	29	18	24	19	31	24	20	29	23			
	<b>TOTAL FAVOURABLE</b>	<b>29</b>	<b>28</b>	<b>4</b>	<b>61</b>	<b>42</b>	<b>5</b>	<b>49</b>	<b>12</b>	<b>29</b>	<b>28</b>	<b>28</b>	<b>34</b>	<b>28</b>	<b>20</b>	<b>34</b>	<b>22</b>	<b>28</b>	<b>24</b>	<b>36</b>	<b>29</b>	<b>24</b>	<b>34</b>	<b>27</b>			
	Somewhat unfavourable	22	21	20	19	33	12	21	17	23	20	35	21	20	17	25	16	21	20	20	18	21	19	25			
	Very unfavourable	41	40	71	12	20	81	22	66	43	38	18	31	46	59	34	48	41	37	34	39	45	38	41			
	<b>TOTAL UNFAVOURABLE</b>	<b>63</b>	<b>61</b>	<b>91</b>	<b>31</b>	<b>53</b>	<b>93</b>	<b>43</b>	<b>83</b>	<b>66</b>	<b>58</b>	<b>53</b>	<b>52</b>	<b>66</b>	<b>76</b>	<b>59</b>	<b>64</b>	<b>62</b>	<b>57</b>	<b>54</b>	<b>57</b>	<b>66</b>	<b>57</b>	<b>66</b>			
	Don't know	9	10	5	8	6	2	8	5	6	15	18	14	6	5	8	14	10	20	11	14	11	9	7			
	<b>NET FAVOURABILITY</b>	<b>-34</b>	<b>-33</b>	<b>-87</b>	<b>30</b>	<b>-11</b>	<b>-88</b>	<b>6</b>	<b>-71</b>	<b>-37</b>	<b>-30</b>	<b>-25</b>	<b>-18</b>	<b>-38</b>	<b>-56</b>	<b>-25</b>	<b>-42</b>	<b>-34</b>	<b>-33</b>	<b>-18</b>	<b>-28</b>	<b>-42</b>	<b>-23</b>	<b>-39</b>			
Nigel Farage																											
	Very favourable	11	13	15	4	1	56	2	27	16	9	5	10	16	16	10	16	13	12	5	15	15	11	13			
	Somewhat favourable	15	17	30	7	5	34	7	29	19	14	9	13	19	23	14	20	17	16	15	18	16	13	17			
	<b>TOTAL FAVOURABLE</b>	<b>26</b>	<b>30</b>	<b>45</b>	<b>11</b>	<b>6</b>	<b>90</b>	<b>9</b>	<b>56</b>	<b>35</b>	<b>23</b>	<b>14</b>	<b>23</b>	<b>35</b>	<b>39</b>	<b>24</b>	<b>36</b>	<b>30</b>	<b>28</b>	<b>20</b>	<b>33</b>	<b>31</b>	<b>24</b>	<b>30</b>			
	Somewhat unfavourable	14	13	21	10	17	4	12	15	14	12	12	11	12	17	13	13	13	11	14	12	11	12	15			
	Very unfavourable	52	48	24	74	74	3	74	22	46	49	58	52	45	38	56	37	47	44	59	44	45	51	47			
	<b>TOTAL UNFAVOURABLE</b>	<b>66</b>	<b>61</b>	<b>45</b>	<b>84</b>	<b>91</b>	<b>7</b>	<b>86</b>	<b>37</b>	<b>60</b>	<b>61</b>	<b>70</b>	<b>63</b>	<b>57</b>	<b>55</b>	<b>69</b>	<b>50</b>	<b>60</b>	<b>55</b>	<b>73</b>	<b>56</b>	<b>56</b>	<b>63</b>	<b>62</b>			
	Don't know	8	10	10	5	4	3	5	8	6	15	17	13	7	6	8	14	10	17	7	11	13	13	8			
	<b>NET FAVOURABILITY</b>	<b>-40</b>	<b>-31</b>	<b>0</b>	<b>-73</b>	<b>-85</b>	<b>83</b>	<b>-77</b>	<b>19</b>	<b>-25</b>	<b>-38</b>	<b>-56</b>	<b>-40</b>	<b>-22</b>	<b>-16</b>	<b>-45</b>	<b>-14</b>	<b>-30</b>	<b>-27</b>	<b>-53</b>	<b>-23</b>	<b>-25</b>	<b>-39</b>	<b>-32</b>			
Kemi Badenoch																											
	Very favourable	2	5	13	2	1	8	2	8	6	4	1	3	6	9	4	5	5	3	2	5	5	4	5			
	Somewhat favourable	10	16	38	7	12	29	12	25	18	15	10	11	18	27	17	15	16	17	14	13	16	19	18			
	<b>TOTAL FAVOURABLE</b>	<b>12</b>	<b>21</b>	<b>51</b>	<b>9</b>	<b>13</b>	<b>37</b>	<b>14</b>	<b>33</b>	<b>24</b>	<b>19</b>	<b>11</b>	<b>14</b>	<b>24</b>	<b>36</b>	<b>21</b>	<b>20</b>	<b>21</b>	<b>20</b>	<b>16</b>	<b>18</b>	<b>21</b>	<b>23</b>	<b>23</b>			
	Somewhat unfavourable	16	15	16	13	25	18	18	15	17	13	11	12	17	18	16	13	14	12	17	14	15	11	16			
	Very unfavourable	29	26	5	44	34	15	37	17	29	23	31	30	24	19	29	22	26	23	31	24	26	33	24			
	<b>TOTAL UNFAVOURABLE</b>	<b>45</b>	<b>41</b>	<b>21</b>	<b>57</b>	<b>59</b>	<b>33</b>	<b>55</b>	<b>32</b>	<b>46</b>	<b>36</b>	<b>42</b>	<b>42</b>	<b>41</b>	<b>37</b>	<b>45</b>	<b>35</b>	<b>40</b>	<b>35</b>	<b>48</b>	<b>38</b>	<b>41</b>	<b>44</b>	<b>40</b>			
	Don't know	43	39	28	34	29	30	30	35	31	46	47	45	35	27	33	45	39	45	35	45	39	33	36			
	<b>NET FAVOURABILITY</b>	<b>-33</b>	<b>-20</b>	<b>30</b>	<b>-48</b>	<b>-46</b>	<b>4</b>	<b>-41</b>	<b>1</b>	<b>-22</b>	<b>-17</b>	<b>-31</b>	<b>-28</b>	<b>-17</b>	<b>-1</b>	<b>-24</b>	<b>-15</b>	<b>-19</b>	<b>-15</b>	<b>-32</b>	<b>-20</b>	<b>-20</b>	<b>-21</b>	<b>-17</b>			
Ed Davey																											
	Very favourable	3	4	1	7	15	0	7	3	5	4	8	4	5	3	6	3	5	4	3	6	4	5	4			
	Somewhat favourable	21	20	14	32	39	7	30	14	23	18	21	19	21	22	24	16	20	14	21	18	16	26	22			
	<b>TOTAL FAVOURABLE</b>	<b>24</b>	<b>24</b>	<b>15</b>	<b>39</b>	<b>54</b>	<b>7</b>	<b>37</b>	<b>17</b>	<b>28</b>	<b>22</b>	<b>29</b>	<b>23</b>	<b>26</b>	<b>25</b>	<b>30</b>	<b>19</b>	<b>25</b>	<b>18</b>	<b>24</b>	<b>24</b>	<b>20</b>	<b>31</b>	<b>26</b>			
	Somewhat unfavourable	17	14	20	14	11	18	15	15	18	11	12	11	16	19	15	14	14	15	13	13	14	15	15			
	Very unfavourable	21	17	26	7	3	43	8	30	22	12	4	14	19	25	15	19	17	12	16	18	18	15	16			
	<b>TOTAL UNFAVOURABLE</b>	<b>38</b>	<b>31</b>	<b>46</b>	<b>21</b>	<b>14</b>	<b>61</b>	<b>23</b>	<b>45</b>	<b>40</b>	<b>23</b>	<b>16</b>	<b>25</b>	<b>35</b>	<b>44</b>	<b>30</b>	<b>33</b>	<b>31</b>	<b>27</b>	<b>29</b>	<b>31</b>	<b>32</b>	<b>30</b>	<b>31</b>			
	Don't know	38	44	39	39	32	31	40	38	33	55	55	53	39	30	41	49	44	55	46	45	47	39	43			
	<b>NET FAVOURABILITY</b>	<b>-14</b>	<b>-7</b>	<b>-31</b>	<b>18</b>	<b>40</b>	<b>-54</b>	<b>14</b>	<b>-28</b>	<b>-12</b>	<b>-1</b>	<b>13</b>	<b>-2</b>	<b>-9</b>	<b>-19</b>	<b>0</b>	<b>-14</b>	<b>-6</b>	<b>-9</b>	<b>-5</b>	<b>-7</b>	<b>-12</b>	<b>1</b>	<b>-5</b>			

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	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	2099	378	539	193	227	740	782	1016	1083	220	867	518	493	1196	903	1816	101	183	497	344	254	720	
Unweighted Sample	2099	375	600	236	263	847	794	949	1150	143	817	544	595	1230	869	1808	118	173	530	364	182	732	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	12 - 13 Sep	8 - 10 Nov																						
<b>Carla Denyer</b>																								
Very favourable	2	2	1	2	3	0	2	1	3	2	7	2	1	1	3	1	2	0	2	3	1	2	2	
Somewhat favourable	5	5	3	9	9	1	7	3	6	4	9	5	4	4	6	4	5	7	3	5	4	9	5	
<b>TOTAL FAVOURABLE</b>	<b>7</b>	<b>7</b>	<b>4</b>	<b>11</b>	<b>12</b>	<b>1</b>	<b>9</b>	<b>4</b>	<b>9</b>	<b>6</b>	<b>16</b>	<b>7</b>	<b>5</b>	<b>5</b>	<b>9</b>	<b>5</b>	<b>7</b>	<b>7</b>	<b>5</b>	<b>8</b>	<b>5</b>	<b>11</b>	<b>7</b>	
Somewhat unfavourable	6	6	6	6	5	7	7	5	8	4	8	5	6	7	6	6	6	6	5	6	5	8	6	
Very unfavourable	7	8	9	4	3	17	5	12	11	5	5	8	8	8	6	11	8	9	7	9	9	10	6	
<b>TOTAL UNFAVOURABLE</b>	<b>13</b>	<b>14</b>	<b>15</b>	<b>10</b>	<b>8</b>	<b>24</b>	<b>12</b>	<b>17</b>	<b>19</b>	<b>9</b>	<b>13</b>	<b>13</b>	<b>14</b>	<b>15</b>	<b>12</b>	<b>17</b>	<b>14</b>	<b>15</b>	<b>12</b>	<b>15</b>	<b>14</b>	<b>18</b>	<b>12</b>	
Don't know	80	79	81	78	80	75	78	79	72	85	71	79	81	79	79	78	78	79	84	77	81	71	81	
<b>NET FAVOURABILITY</b>	<b>-6</b>	<b>-7</b>	<b>-11</b>	<b>1</b>	<b>4</b>	<b>-23</b>	<b>-3</b>	<b>-13</b>	<b>-10</b>	<b>-3</b>	<b>3</b>	<b>-6</b>	<b>-9</b>	<b>-10</b>	<b>-3</b>	<b>-12</b>	<b>-7</b>	<b>-8</b>	<b>-7</b>	<b>-7</b>	<b>-9</b>	<b>-7</b>	<b>-5</b>	

	12 - 13 Sep	8 - 10 Nov																						
<b>Adrian Ramsay</b>																								
Very favourable	1	1	0	1	3	0	1	1	2	0	3	1	0	1	1	1	1	0	0	1	1	1	1	
Somewhat favourable	3	3	1	4	7	1	4	2	3	3	7	4	1	2	3	3	3	4	2	3	3	6	3	
<b>TOTAL FAVOURABLE</b>	<b>4</b>	<b>4</b>	<b>1</b>	<b>5</b>	<b>10</b>	<b>1</b>	<b>5</b>	<b>3</b>	<b>5</b>	<b>3</b>	<b>10</b>	<b>5</b>	<b>1</b>	<b>3</b>	<b>4</b>	<b>4</b>	<b>4</b>	<b>4</b>	<b>2</b>	<b>4</b>	<b>4</b>	<b>7</b>	<b>4</b>	
Somewhat unfavourable	5	5	9	5	4	7	6	6	8	3	4	4	6	7	5	5	5	3	6	5	3	7	6	
Very unfavourable	6	7	6	5	2	10	4	10	10	5	9	7	8	7	6	9	7	9	6	7	9	12	5	
<b>TOTAL UNFAVOURABLE</b>	<b>11</b>	<b>12</b>	<b>15</b>	<b>10</b>	<b>6</b>	<b>17</b>	<b>10</b>	<b>16</b>	<b>18</b>	<b>8</b>	<b>13</b>	<b>11</b>	<b>14</b>	<b>14</b>	<b>11</b>	<b>14</b>	<b>12</b>	<b>12</b>	<b>12</b>	<b>12</b>	<b>12</b>	<b>19</b>	<b>11</b>	
Don't know	85	83	83	85	85	82	86	81	77	89	78	84	84	84	84	82	83	83	87	83	84	74	85	
<b>NET FAVOURABILITY</b>	<b>-7</b>	<b>-8</b>	<b>-14</b>	<b>-5</b>	<b>4</b>	<b>-16</b>	<b>-5</b>	<b>-13</b>	<b>-13</b>	<b>-5</b>	<b>-3</b>	<b>-6</b>	<b>-13</b>	<b>-11</b>	<b>-7</b>	<b>-10</b>	<b>-8</b>	<b>-8</b>	<b>-10</b>	<b>-8</b>	<b>-8</b>	<b>-12</b>	<b>-7</b>	

	4 - 6 Oct	8 - 10 Nov																						
<b>Angela Rayner</b>																								
Very favourable	6	6	1	13	9	0	10	3	5	6	5	6	6	4	7	3	6	6	4	8	3	5	6	
Somewhat favourable	16	18	4	37	27	3	29	8	20	16	20	22	16	12	22	12	18	13	24	16	17	20	18	
<b>TOTAL FAVOURABLE</b>	<b>22</b>	<b>24</b>	<b>5</b>	<b>50</b>	<b>36</b>	<b>3</b>	<b>39</b>	<b>11</b>	<b>25</b>	<b>22</b>	<b>25</b>	<b>28</b>	<b>22</b>	<b>16</b>	<b>29</b>	<b>15</b>	<b>24</b>	<b>19</b>	<b>28</b>	<b>24</b>	<b>20</b>	<b>25</b>	<b>24</b>	
Somewhat unfavourable	16	17	16	17	26	11	20	15	18	16	21	15	15	21	18	16	17	10	21	16	16	20	17	
Very unfavourable	31	30	59	8	13	68	17	52	34	26	11	20	38	48	28	33	31	30	24	33	31	27	30	
<b>TOTAL UNFAVOURABLE</b>	<b>47</b>	<b>47</b>	<b>75</b>	<b>25</b>	<b>39</b>	<b>79</b>	<b>37</b>	<b>67</b>	<b>52</b>	<b>42</b>	<b>32</b>	<b>35</b>	<b>53</b>	<b>69</b>	<b>46</b>	<b>49</b>	<b>48</b>	<b>40</b>	<b>45</b>	<b>49</b>	<b>47</b>	<b>47</b>	<b>47</b>	
Don't know	30	30	21	26	24	17	24	21	22	37	44	37	25	15	25	36	29	40	26	28	32	28	30	
<b>NET FAVOURABILITY</b>	<b>-25</b>	<b>-23</b>	<b>-70</b>	<b>25</b>	<b>-3</b>	<b>-76</b>	<b>2</b>	<b>-56</b>	<b>-27</b>	<b>-20</b>	<b>-7</b>	<b>-7</b>	<b>-31</b>	<b>-53</b>	<b>-17</b>	<b>-34</b>	<b>-24</b>	<b>-21</b>	<b>-17</b>	<b>-25</b>	<b>-27</b>	<b>-22</b>	<b>-23</b>	

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Unweighted Sample	2099	375	600	236	263	847	794	949	1150	143	817	544	595	1230	869	1808	118	173	530	364	182	732	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	30 - 31 Oct	8 - 10 Nov																					
<b>Rachel Reeves</b>																							
Very favourable	4	3	0	7	4	1	6	1	3	3	2	3	3	2	3	2	3	4	1	4	3	1	3
Somewhat favourable	22	18	5	39	30	4	30	8	21	16	22	22	17	12	23	12	18	15	20	17	13	28	18
<b>TOTAL FAVOURABLE</b>	<b>26</b>	<b>21</b>	<b>5</b>	<b>46</b>	<b>34</b>	<b>5</b>	<b>36</b>	<b>9</b>	<b>24</b>	<b>19</b>	<b>24</b>	<b>25</b>	<b>20</b>	<b>14</b>	<b>26</b>	<b>14</b>	<b>21</b>	<b>19</b>	<b>21</b>	<b>21</b>	<b>16</b>	<b>29</b>	<b>21</b>
Somewhat unfavourable	18	16	22	16	26	8	20	14	18	14	11	15	18	18	16	16	16	12	18	14	16	15	17
Very unfavourable	35	32	58	9	18	70	18	55	35	29	8	21	38	54	29	34	32	30	25	32	35	27	33
<b>TOTAL UNFAVOURABLE</b>	<b>53</b>	<b>48</b>	<b>80</b>	<b>25</b>	<b>44</b>	<b>78</b>	<b>38</b>	<b>69</b>	<b>53</b>	<b>43</b>	<b>19</b>	<b>36</b>	<b>56</b>	<b>72</b>	<b>45</b>	<b>50</b>	<b>48</b>	<b>42</b>	<b>43</b>	<b>46</b>	<b>51</b>	<b>42</b>	<b>50</b>
Don't know	21	31	15	30	23	17	26	22	24	38	56	40	25	14	28	36	31	39	35	33	33	28	29
<b>NET FAVOURABILITY</b>	<b>-27</b>	<b>-27</b>	<b>-75</b>	<b>21</b>	<b>-10</b>	<b>-73</b>	<b>-2</b>	<b>-60</b>	<b>-29</b>	<b>-24</b>	<b>5</b>	<b>-11</b>	<b>-36</b>	<b>-58</b>	<b>-19</b>	<b>-36</b>	<b>-27</b>	<b>-23</b>	<b>-22</b>	<b>-25</b>	<b>-35</b>	<b>-13</b>	<b>-29</b>

	4 - 6 Oct	8 - 10 Nov																					
<b>David Lammy</b>																							
Very favourable	2	2	0	3	3	1	4	1	2	2	0	2	2	2	2	1	2	1	1	3	0	3	2
Somewhat favourable	13	12	4	23	22	1	20	5	13	10	15	12	10	11	14	8	12	14	11	10	11	13	13
<b>TOTAL FAVOURABLE</b>	<b>15</b>	<b>14</b>	<b>4</b>	<b>26</b>	<b>25</b>	<b>2</b>	<b>24</b>	<b>6</b>	<b>15</b>	<b>12</b>	<b>15</b>	<b>14</b>	<b>12</b>	<b>13</b>	<b>16</b>	<b>9</b>	<b>14</b>	<b>15</b>	<b>12</b>	<b>13</b>	<b>11</b>	<b>16</b>	<b>15</b>
Somewhat unfavourable	13	15	15	17	23	8	17	14	18	11	15	13	14	17	16	13	15	8	15	15	14	15	15
Very unfavourable	21	26	44	11	9	59	16	42	31	20	12	18	31	38	23	29	26	19	21	25	30	30	25
<b>TOTAL UNFAVOURABLE</b>	<b>34</b>	<b>41</b>	<b>59</b>	<b>28</b>	<b>32</b>	<b>67</b>	<b>33</b>	<b>56</b>	<b>49</b>	<b>31</b>	<b>27</b>	<b>31</b>	<b>45</b>	<b>55</b>	<b>39</b>	<b>42</b>	<b>41</b>	<b>27</b>	<b>36</b>	<b>40</b>	<b>44</b>	<b>45</b>	<b>40</b>
Don't know	51	46	36	46	44	31	44	38	36	57	58	54	42	32	45	49	45	58	53	48	45	40	45
<b>NET FAVOURABILITY</b>	<b>-19</b>	<b>-27</b>	<b>-55</b>	<b>-2</b>	<b>-7</b>	<b>-65</b>	<b>-9</b>	<b>-50</b>	<b>-34</b>	<b>-19</b>	<b>-12</b>	<b>-17</b>	<b>-33</b>	<b>-42</b>	<b>-23</b>	<b>-33</b>	<b>-27</b>	<b>-12</b>	<b>-24</b>	<b>-27</b>	<b>-33</b>	<b>-29</b>	<b>-25</b>
<b>Yvette Cooper</b>																							
Very favourable	4	4	1	7	6	1	8	2	3	4	0	4	3	5	4	3	4	4	2	5	2	3	4
Somewhat favourable	14	15	9	29	23	2	24	9	17	14	14	15	16	17	19	10	15	15	19	15	12	17	16
<b>TOTAL FAVOURABLE</b>	<b>18</b>	<b>19</b>	<b>10</b>	<b>36</b>	<b>29</b>	<b>3</b>	<b>32</b>	<b>11</b>	<b>20</b>	<b>18</b>	<b>14</b>	<b>19</b>	<b>19</b>	<b>22</b>	<b>23</b>	<b>13</b>	<b>19</b>	<b>19</b>	<b>21</b>	<b>20</b>	<b>14</b>	<b>20</b>	<b>20</b>
Somewhat unfavourable	15	14	20	9	22	14	15	16	16	11	6	10	17	19	14	13	14	10	11	12	16	14	15
Very unfavourable	19	19	32	6	3	50	9	34	23	14	4	13	23	31	16	22	19	15	17	20	21	17	19
<b>TOTAL UNFAVOURABLE</b>	<b>34</b>	<b>33</b>	<b>52</b>	<b>15</b>	<b>25</b>	<b>64</b>	<b>24</b>	<b>50</b>	<b>39</b>	<b>25</b>	<b>10</b>	<b>23</b>	<b>40</b>	<b>50</b>	<b>30</b>	<b>35</b>	<b>33</b>	<b>25</b>	<b>28</b>	<b>32</b>	<b>37</b>	<b>31</b>	<b>34</b>
Don't know	49	49	39	49	46	33	44	39	40	57	75	58	41	28	46	52	48	56	51	49	49	48	47
<b>NET FAVOURABILITY</b>	<b>-16</b>	<b>-14</b>	<b>-42</b>	<b>21</b>	<b>4</b>	<b>-61</b>	<b>8</b>	<b>-39</b>	<b>-19</b>	<b>-7</b>	<b>4</b>	<b>-4</b>	<b>-21</b>	<b>-28</b>	<b>-7</b>	<b>-22</b>	<b>-14</b>	<b>-6</b>	<b>-7</b>	<b>-12</b>	<b>-23</b>	<b>-11</b>	<b>-14</b>

Sample Size: 2099 Adults in GB  
Fieldwork: 8th - 10th November 2024

	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>2099</b>	378	539	193	227	740	782	1016	1083	220	867	518	493	1196	903	1816	101	183	497	344	254	720
<b>Unweighted Sample</b>	<b>2099</b>	375	600	236	263	847	794	949	1150	143	817	544	595	1230	869	1808	118	173	530	364	182	732
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	10 - 11 Jul	8 - 10 Nov																					
<b>Shabana Mahmood</b>																							
Very favourable	2	1	0	2	1	0	1	0	1	1	1	0	0	1	0	1	1	1	1	1	1	1	0
Somewhat favourable	8	4	1	6	8	0	6	2	5	4	8	5	3	5	3	4	7	3	4	3	10	3	3
<b>TOTAL FAVOURABLE</b>	<b>10</b>	<b>5</b>	<b>1</b>	<b>8</b>	<b>9</b>	<b>0</b>	<b>7</b>	<b>2</b>	<b>6</b>	<b>5</b>	<b>9</b>	<b>6</b>	<b>3</b>	<b>6</b>	<b>3</b>	<b>5</b>	<b>8</b>	<b>4</b>	<b>5</b>	<b>4</b>	<b>11</b>	<b>3</b>	<b>3</b>
Somewhat unfavourable	6	7	7	8	7	8	8	7	9	5	5	5	7	7	6	7	2	7	6	8	9	6	6
Very unfavourable	10	11	15	6	2	26	6	19	15	7	5	10	14	13	9	14	11	12	8	9	14	14	11
<b>TOTAL UNFAVOURABLE</b>	<b>16</b>	<b>18</b>	<b>22</b>	<b>14</b>	<b>9</b>	<b>34</b>	<b>14</b>	<b>26</b>	<b>24</b>	<b>12</b>	<b>10</b>	<b>15</b>	<b>21</b>	<b>22</b>	<b>16</b>	<b>20</b>	<b>18</b>	<b>14</b>	<b>15</b>	<b>22</b>	<b>23</b>	<b>17</b>	<b>17</b>
Don't know	74	77	76	79	82	66	80	72	71	84	81	80	75	74	78	77	77	78	81	80	74	66	81
<b>NET FAVOURABILITY</b>	<b>-6</b>	<b>-13</b>	<b>-21</b>	<b>-6</b>	<b>0</b>	<b>-34</b>	<b>-7</b>	<b>-24</b>	<b>-18</b>	<b>-7</b>	<b>-1</b>	<b>-9</b>	<b>-18</b>	<b>-19</b>	<b>-10</b>	<b>-17</b>	<b>-13</b>	<b>-6</b>	<b>-11</b>	<b>-10</b>	<b>-18</b>	<b>-12</b>	<b>-14</b>

	27 - 28 Aug	8 - 10 Nov																					
<b>Mel Stride</b>																							
Very favourable	0	1	2	0	0	0	0	1	1	0	0	1	0	1	0	1	0	0	1	1	0	1	1
Somewhat favourable	4	5	10	4	5	6	5	6	6	4	5	3	6	7	6	4	5	4	2	3	3	6	7
<b>TOTAL FAVOURABLE</b>	<b>4</b>	<b>6</b>	<b>12</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>5</b>	<b>7</b>	<b>7</b>	<b>4</b>	<b>5</b>	<b>4</b>	<b>6</b>	<b>8</b>	<b>7</b>	<b>4</b>	<b>6</b>	<b>4</b>	<b>2</b>	<b>4</b>	<b>4</b>	<b>6</b>	<b>8</b>
Somewhat unfavourable	7	9	9	9	10	12	10	10	12	6	9	7	9	13	9	9	9	8	7	10	6	10	10
Very unfavourable	10	9	7	10	6	11	10	10	12	7	4	10	10	10	8	11	9	9	11	9	9	14	8
<b>TOTAL UNFAVOURABLE</b>	<b>17</b>	<b>18</b>	<b>16</b>	<b>19</b>	<b>16</b>	<b>23</b>	<b>20</b>	<b>20</b>	<b>24</b>	<b>13</b>	<b>13</b>	<b>17</b>	<b>19</b>	<b>23</b>	<b>17</b>	<b>20</b>	<b>18</b>	<b>17</b>	<b>18</b>	<b>19</b>	<b>15</b>	<b>24</b>	<b>18</b>
Don't know	79	76	72	77	79	71	75	73	70	82	83	80	75	68	76	76	76	79	80	77	80	70	74
<b>NET FAVOURABILITY</b>	<b>-13</b>	<b>-12</b>	<b>-4</b>	<b>-15</b>	<b>-11</b>	<b>-17</b>	<b>-15</b>	<b>-13</b>	<b>-17</b>	<b>-9</b>	<b>-8</b>	<b>-13</b>	<b>-13</b>	<b>-15</b>	<b>-10</b>	<b>-16</b>	<b>-12</b>	<b>-13</b>	<b>-16</b>	<b>-15</b>	<b>-11</b>	<b>-18</b>	<b>-10</b>

<b>Priti Patel</b>																							
Very favourable	3	3	7	1	0	9	1	6	4	2	1	0	4	5	2	4	3	3	0	2	4	3	3
Somewhat favourable	13	12	32	3	3	29	5	25	13	12	1	9	13	22	13	12	13	5	8	11	16	12	14
<b>TOTAL FAVOURABLE</b>	<b>16</b>	<b>15</b>	<b>39</b>	<b>4</b>	<b>3</b>	<b>38</b>	<b>6</b>	<b>31</b>	<b>17</b>	<b>14</b>	<b>2</b>	<b>9</b>	<b>17</b>	<b>27</b>	<b>15</b>	<b>16</b>	<b>16</b>	<b>8</b>	<b>8</b>	<b>13</b>	<b>20</b>	<b>15</b>	<b>17</b>
Somewhat unfavourable	19	20	29	16	20	24	18	22	23	18	27	16	20	24	21	20	20	20	19	19	17	24	22
Very unfavourable	46	44	15	67	65	21	64	28	47	42	38	49	46	36	47	40	43	46	56	46	39	45	42
<b>TOTAL UNFAVOURABLE</b>	<b>65</b>	<b>64</b>	<b>44</b>	<b>83</b>	<b>85</b>	<b>45</b>	<b>82</b>	<b>50</b>	<b>70</b>	<b>60</b>	<b>65</b>	<b>65</b>	<b>66</b>	<b>60</b>	<b>68</b>	<b>60</b>	<b>63</b>	<b>66</b>	<b>75</b>	<b>65</b>	<b>56</b>	<b>69</b>	<b>64</b>
Don't know	18	21	17	13	12	18	12	19	14	27	32	25	16	13	17	25	21	25	18	22	24	17	20
<b>NET FAVOURABILITY</b>	<b>-49</b>	<b>-49</b>	<b>-5</b>	<b>-79</b>	<b>-82</b>	<b>-7</b>	<b>-76</b>	<b>-19</b>	<b>-53</b>	<b>-46</b>	<b>-63</b>	<b>-56</b>	<b>-49</b>	<b>-33</b>	<b>-53</b>	<b>-44</b>	<b>-47</b>	<b>-58</b>	<b>-67</b>	<b>-52</b>	<b>-36</b>	<b>-54</b>	<b>-47</b>

<b>Chris Philp</b>																							
Very favourable	x	0	1	0	0	0	0	1	0	0	0	0	1	1	0	0	0	0	1	0	0	0	0
Somewhat favourable	x	3	6	2	1	4	2	4	4	2	4	2	3	4	3	3	3	4	1	2	4	5	3
<b>TOTAL FAVOURABLE</b>	<b>x</b>	<b>3</b>	<b>7</b>	<b>2</b>	<b>1</b>	<b>4</b>	<b>2</b>	<b>5</b>	<b>4</b>	<b>2</b>	<b>4</b>	<b>2</b>	<b>4</b>	<b>5</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>4</b>	<b>2</b>	<b>2</b>	<b>4</b>	<b>5</b>	<b>3</b>
Somewhat unfavourable	x	6	4	6	9	8	7	5	8	4	6	4	6	8	6	6	6	4	6	6	5	6	7
Very unfavourable	x	9	6	10	4	7	9	10	12	6	7	10	9	8	7	11	9	9	11	7	10	13	7
<b>TOTAL UNFAVOURABLE</b>	<b>x</b>	<b>15</b>	<b>10</b>	<b>16</b>	<b>13</b>	<b>15</b>	<b>16</b>	<b>15</b>	<b>20</b>	<b>10</b>	<b>13</b>	<b>14</b>	<b>15</b>	<b>16</b>	<b>13</b>	<b>17</b>	<b>15</b>	<b>13</b>	<b>17</b>	<b>13</b>	<b>15</b>	<b>19</b>	<b>14</b>
Don't know	x	82	83	82	85	80	81	81	76	87	82	84	82	78	83	80	82	83	81	84	81	76	82
<b>NET FAVOURABILITY</b>	<b>x</b>	<b>-12</b>	<b>-3</b>	<b>-14</b>	<b>-12</b>	<b>-11</b>	<b>-14</b>	<b>-10</b>	<b>-16</b>	<b>-8</b>	<b>-9</b>	<b>-12</b>	<b>-11</b>	<b>-11</b>	<b>-10</b>	<b>-14</b>	<b>-12</b>	<b>-9</b>	<b>-15</b>	<b>-11</b>	<b>-11</b>	<b>-14</b>	<b>-11</b>

Sample Size: 2099 Adults in GB  
Fieldwork: 8th - 10th November 2024

	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	2099	378	539	193	227	740	782	1016	1083	220	867	518	493	1196	903	1816	101	183	497	344	254	720	
Unweighted Sample	2099	375	600	236	263	847	794	949	1150	143	817	544	595	1230	869	1808	118	173	530	364	182	732	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	30 - 31 Oct	8 - 10 Nov																					
<b>Robert Jenrick</b>																							
Very favourable	2	2	5	0	1	5	1	4	2	2	0	0	3	4	2	2	2	1	1	2	3	1	2
Somewhat favourable	11	12	28	4	6	24	7	20	14	10	6	8	13	20	12	12	13	8	6	10	16	12	13
<b>TOTAL FAVOURABLE</b>	<b>13</b>	<b>14</b>	<b>33</b>	<b>4</b>	<b>7</b>	<b>29</b>	<b>8</b>	<b>24</b>	<b>16</b>	<b>12</b>	<b>6</b>	<b>8</b>	<b>16</b>	<b>24</b>	<b>14</b>	<b>14</b>	<b>15</b>	<b>9</b>	<b>7</b>	<b>12</b>	<b>19</b>	<b>13</b>	<b>15</b>
Somewhat unfavourable	15	14	17	14	23	18	15	14	16	11	13	10	14	20	15	12	14	5	13	15	12	15	15
Very unfavourable	25	19	5	30	26	10	29	13	23	15	14	20	20	18	21	16	18	19	24	16	16	25	18
<b>TOTAL UNFAVOURABLE</b>	<b>40</b>	<b>33</b>	<b>22</b>	<b>44</b>	<b>49</b>	<b>28</b>	<b>44</b>	<b>27</b>	<b>39</b>	<b>26</b>	<b>27</b>	<b>30</b>	<b>34</b>	<b>38</b>	<b>36</b>	<b>28</b>	<b>32</b>	<b>24</b>	<b>37</b>	<b>31</b>	<b>28</b>	<b>40</b>	<b>33</b>
Don't know	47	54	45	52	44	43	48	49	45	62	67	62	50	38	50	59	53	67	56	58	54	47	51
<b>NET FAVOURABILITY</b>	<b>-27</b>	<b>-19</b>	<b>11</b>	<b>-40</b>	<b>-42</b>	<b>1</b>	<b>-36</b>	<b>-3</b>	<b>-23</b>	<b>-14</b>	<b>-21</b>	<b>-22</b>	<b>-18</b>	<b>-14</b>	<b>-22</b>	<b>-14</b>	<b>-17</b>	<b>-15</b>	<b>-30</b>	<b>-19</b>	<b>-9</b>	<b>-27</b>	<b>-18</b>
<b>Conservative Party</b>																							
Very favourable	6	5	20	1	1	2	4	7	5	5	2	4	5	8	5	5	6	2	0	3	5	7	8
Somewhat favourable	19	19	56	3	17	24	12	30	18	19	11	12	23	30	19	19	20	16	11	18	21	18	21
<b>TOTAL FAVOURABLE</b>	<b>25</b>	<b>24</b>	<b>76</b>	<b>4</b>	<b>18</b>	<b>26</b>	<b>16</b>	<b>37</b>	<b>23</b>	<b>24</b>	<b>13</b>	<b>16</b>	<b>28</b>	<b>38</b>	<b>24</b>	<b>24</b>	<b>26</b>	<b>18</b>	<b>11</b>	<b>21</b>	<b>26</b>	<b>25</b>	<b>29</b>
Somewhat unfavourable	21	22	15	22	25	39	22	25	23	21	19	21	24	23	23	21	22	19	22	21	20	22	24
Very unfavourable	46	44	3	71	53	31	57	31	47	42	53	50	43	32	46	42	42	50	60	44	41	47	40
<b>TOTAL UNFAVOURABLE</b>	<b>67</b>	<b>66</b>	<b>18</b>	<b>93</b>	<b>78</b>	<b>70</b>	<b>79</b>	<b>56</b>	<b>70</b>	<b>63</b>	<b>72</b>	<b>71</b>	<b>67</b>	<b>55</b>	<b>69</b>	<b>63</b>	<b>64</b>	<b>69</b>	<b>82</b>	<b>65</b>	<b>61</b>	<b>69</b>	<b>64</b>
Don't know	8	10	6	4	4	5	5	7	7	13	15	13	6	6	7	14	10	12	7	14	12	6	8
<b>NET FAVOURABILITY</b>	<b>-42</b>	<b>-42</b>	<b>58</b>	<b>-89</b>	<b>-60</b>	<b>-44</b>	<b>-63</b>	<b>-19</b>	<b>-47</b>	<b>-39</b>	<b>-59</b>	<b>-55</b>	<b>-39</b>	<b>-17</b>	<b>-45</b>	<b>-39</b>	<b>-38</b>	<b>-51</b>	<b>-71</b>	<b>-44</b>	<b>-35</b>	<b>-44</b>	<b>-35</b>
<b>Labour Party</b>																							
Very favourable	5	6	0	16	5	2	8	5	6	5	5	6	7	4	6	5	6	5	3	8	5	5	6
Somewhat favourable	25	27	2	56	42	4	45	9	27	26	39	31	25	15	32	20	26	23	36	25	23	31	26
<b>TOTAL FAVOURABLE</b>	<b>30</b>	<b>33</b>	<b>2</b>	<b>72</b>	<b>47</b>	<b>6</b>	<b>53</b>	<b>14</b>	<b>33</b>	<b>31</b>	<b>44</b>	<b>37</b>	<b>32</b>	<b>19</b>	<b>38</b>	<b>25</b>	<b>32</b>	<b>28</b>	<b>39</b>	<b>33</b>	<b>28</b>	<b>36</b>	<b>32</b>
Somewhat unfavourable	21	20	16	13	31	16	19	16	21	19	30	21	16	16	22	17	19	23	24	17	20	18	20
Very unfavourable	40	38	78	8	17	74	21	64	40	36	11	28	45	60	33	45	39	33	27	37	42	33	42
<b>TOTAL UNFAVOURABLE</b>	<b>61</b>	<b>58</b>	<b>94</b>	<b>21</b>	<b>48</b>	<b>90</b>	<b>40</b>	<b>80</b>	<b>61</b>	<b>55</b>	<b>41</b>	<b>49</b>	<b>61</b>	<b>76</b>	<b>55</b>	<b>62</b>	<b>58</b>	<b>56</b>	<b>51</b>	<b>54</b>	<b>62</b>	<b>51</b>	<b>62</b>
Don't know	9	10	4	6	4	4	7	6	6	14	16	13	7	5	7	14	10	15	10	12	10	13	7
<b>NET FAVOURABILITY</b>	<b>-31</b>	<b>-25</b>	<b>-78</b>	<b>8</b>	<b>-12</b>	<b>-72</b>	<b>-13</b>	<b>-59</b>	<b>-34</b>	<b>-31</b>	<b>-6</b>	<b>-22</b>	<b>-38</b>	<b>-56</b>	<b>-27</b>	<b>-40</b>	<b>-33</b>	<b>-28</b>	<b>-24</b>	<b>-29</b>	<b>-37</b>	<b>-28</b>	<b>-36</b>

Sample Size: 2099 Adults in GB  
Fieldwork: 8th - 10th November 2024

	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>2099</b>	378	539	193	227	740	782	1016	1083	220	867	518	493	1196	903	1816	101	183	497	344	254	720	
<b>Unweighted Sample</b>	<b>2099</b>	375	600	236	263	847	794	949	1150	143	817	544	595	1230	869	1808	118	173	530	364	182	732	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	4 - 6 Oct	8 - 10 Nov																					
<b>Liberal Democrats</b>																							
Very favourable	5	5	1	5	22	0	6	1	6	4	14	4	3	4	5	4	5	4	3	4	5	7	5
Somewhat favourable	33	33	21	49	66	12	47	22	32	33	38	31	36	30	38	26	33	25	37	29	27	39	36
<b>TOTAL FAVOURABLE</b>	<b>38</b>	<b>38</b>	<b>22</b>	<b>54</b>	<b>88</b>	<b>12</b>	<b>53</b>	<b>23</b>	<b>38</b>	<b>37</b>	<b>52</b>	<b>35</b>	<b>39</b>	<b>34</b>	<b>43</b>	<b>30</b>	<b>38</b>	<b>29</b>	<b>40</b>	<b>33</b>	<b>32</b>	<b>46</b>	<b>41</b>
Somewhat unfavourable	23	22	29	22	4	24	21	25	21	22	18	20	24	23	22	21	21	20	26	20	27	16	21
Very unfavourable	19	20	32	9	2	50	9	36	26	16	4	19	22	29	18	24	21	21	17	23	21	21	19
<b>TOTAL UNFAVOURABLE</b>	<b>42</b>	<b>42</b>	<b>61</b>	<b>31</b>	<b>6</b>	<b>74</b>	<b>30</b>	<b>61</b>	<b>47</b>	<b>38</b>	<b>22</b>	<b>39</b>	<b>46</b>	<b>52</b>	<b>40</b>	<b>45</b>	<b>42</b>	<b>41</b>	<b>43</b>	<b>43</b>	<b>48</b>	<b>37</b>	<b>40</b>
Don't know	20	20	17	14	7	14	17	16	15	26	27	26	16	13	17	26	20	31	17	25	20	17	19
<b>NET FAVOURABILITY</b>	<b>-4</b>	<b>-4</b>	<b>-39</b>	<b>23</b>	<b>82</b>	<b>-62</b>	<b>23</b>	<b>-38</b>	<b>-9</b>	<b>-1</b>	<b>30</b>	<b>-4</b>	<b>-7</b>	<b>-18</b>	<b>3</b>	<b>-15</b>	<b>-4</b>	<b>-12</b>	<b>-3</b>	<b>-10</b>	<b>-16</b>	<b>9</b>	<b>1</b>
<b>Reform UK</b>																							
Very favourable	11	13	13	4	1	59	3	26	16	10	3	11	17	16	9	17	13	12	5	14	14	10	14
Somewhat favourable	15	16	30	6	5	35	7	27	16	15	10	12	19	21	14	17	16	13	10	17	16	15	16
<b>TOTAL FAVOURABLE</b>	<b>26</b>	<b>29</b>	<b>43</b>	<b>10</b>	<b>6</b>	<b>94</b>	<b>10</b>	<b>53</b>	<b>32</b>	<b>25</b>	<b>13</b>	<b>23</b>	<b>36</b>	<b>37</b>	<b>23</b>	<b>34</b>	<b>29</b>	<b>25</b>	<b>15</b>	<b>31</b>	<b>30</b>	<b>25</b>	<b>30</b>
Somewhat unfavourable	12	12	20	11	17	2	11	14	12	12	13	9	14	16	12	13	12	12	14	12	11	11	13
Very unfavourable	47	46	23	71	72	0	71	21	46	45	60	51	40	35	54	35	45	41	55	43	43	51	45
<b>TOTAL UNFAVOURABLE</b>	<b>59</b>	<b>58</b>	<b>43</b>	<b>82</b>	<b>89</b>	<b>2</b>	<b>82</b>	<b>35</b>	<b>58</b>	<b>57</b>	<b>73</b>	<b>60</b>	<b>54</b>	<b>51</b>	<b>66</b>	<b>48</b>	<b>57</b>	<b>53</b>	<b>69</b>	<b>55</b>	<b>54</b>	<b>62</b>	<b>58</b>
Don't know	15	14	14	9	6	3	8	11	9	18	15	18	10	12	11	19	14	21	15	14	16	12	12
<b>NET FAVOURABILITY</b>	<b>-33</b>	<b>-29</b>	<b>0</b>	<b>-72</b>	<b>-83</b>	<b>92</b>	<b>-72</b>	<b>18</b>	<b>-26</b>	<b>-32</b>	<b>-60</b>	<b>-37</b>	<b>-18</b>	<b>-14</b>	<b>-43</b>	<b>-14</b>	<b>-28</b>	<b>-28</b>	<b>-54</b>	<b>-24</b>	<b>-24</b>	<b>-37</b>	<b>-28</b>
<b>Green Party</b>																							
Very favourable	8	8	0	10	12	1	11	2	8	8	20	9	6	4	10	6	8	5	6	10	9	8	8
Somewhat favourable	33	31	21	48	50	9	45	22	30	33	33	33	31	28	35	27	31	35	30	30	29	33	33
<b>TOTAL FAVOURABLE</b>	<b>41</b>	<b>39</b>	<b>21</b>	<b>58</b>	<b>62</b>	<b>10</b>	<b>56</b>	<b>24</b>	<b>38</b>	<b>41</b>	<b>53</b>	<b>42</b>	<b>37</b>	<b>32</b>	<b>45</b>	<b>33</b>	<b>39</b>	<b>40</b>	<b>36</b>	<b>40</b>	<b>38</b>	<b>41</b>	<b>41</b>
Somewhat unfavourable	19	19	27	17	17	23	17	24	20	17	20	14	24	22	19	19	19	17	21	17	20	17	20
Very unfavourable	20	21	35	9	6	51	11	35	28	14	6	18	25	28	19	23	20	15	29	21	21	20	20
<b>TOTAL UNFAVOURABLE</b>	<b>39</b>	<b>40</b>	<b>62</b>	<b>26</b>	<b>23</b>	<b>74</b>	<b>28</b>	<b>59</b>	<b>48</b>	<b>31</b>	<b>26</b>	<b>32</b>	<b>49</b>	<b>50</b>	<b>38</b>	<b>42</b>	<b>39</b>	<b>32</b>	<b>50</b>	<b>38</b>	<b>41</b>	<b>37</b>	<b>40</b>
Don't know	20	21	17	16	14	16	16	16	15	27	21	27	15	16	17	26	21	26	15	23	22	22	20
<b>NET FAVOURABILITY</b>	<b>2</b>	<b>-1</b>	<b>-41</b>	<b>32</b>	<b>39</b>	<b>-64</b>	<b>28</b>	<b>-35</b>	<b>-10</b>	<b>10</b>	<b>27</b>	<b>10</b>	<b>-12</b>	<b>-18</b>	<b>7</b>	<b>-9</b>	<b>0</b>	<b>8</b>	<b>-14</b>	<b>2</b>	<b>-3</b>	<b>4</b>	<b>1</b>

\*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.