

# YouGov Survey Results

Sample Size: 2533 Adults in GB  
Fieldwork: 8th - 9th January 2025

	Vote in 2024 GE					EU Ref 2016		Gender		Age				Social Grade		Country			Region				
	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>2533</b>	456	651	233	274	893	943	1226	1307	266	1046	626	595	1444	1089	2191	122	220	600	415	306	869	
<b>Unweighted Sample</b>	<b>2533</b>	388	735	281	322	1030	923	1159	1374	166	1075	618	674	1577	956	2196	131	206	595	414	349	838	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	12 - 13 Dec '24	8 - 9 Jan '25																					
<b>Do you have a favourable or unfavourable opinion of the following?</b>																							
<b>Keir Starmer</b>																							
Very favourable	3	5	1	12	5	0	8	2	5	5	3	5	5	5	5	4	5	8	3	6	4	6	3
Somewhat favourable	22	22	4	45	32	1	32	10	23	21	31	24	23	11	25	17	22	15	21	23	17	32	21
<b>TOTAL FAVOURABLE</b>	<b>25</b>	<b>27</b>	<b>5</b>	<b>57</b>	<b>37</b>	<b>1</b>	<b>40</b>	<b>12</b>	<b>28</b>	<b>26</b>	<b>34</b>	<b>29</b>	<b>28</b>	<b>16</b>	<b>30</b>	<b>21</b>	<b>27</b>	<b>23</b>	<b>24</b>	<b>29</b>	<b>21</b>	<b>38</b>	<b>24</b>
Somewhat unfavourable	22	23	19	22	33	10	29	14	20	25	29	26	19	18	25	20	22	27	29	20	22	27	21
Very unfavourable	44	42	75	15	25	87	26	69	46	39	20	33	46	65	38	48	42	42	41	40	47	31	46
<b>TOTAL UNFAVOURABLE</b>	<b>66</b>	<b>65</b>	<b>94</b>	<b>37</b>	<b>58</b>	<b>97</b>	<b>55</b>	<b>83</b>	<b>66</b>	<b>64</b>	<b>49</b>	<b>59</b>	<b>65</b>	<b>83</b>	<b>63</b>	<b>68</b>	<b>64</b>	<b>69</b>	<b>70</b>	<b>60</b>	<b>69</b>	<b>58</b>	<b>67</b>
Don't know	9	9	1	6	5	2	6	5	7	11	18	12	7	2	7	11	9	7	6	11	9	5	9
<b>NET FAVOURABILITY</b>	<b>-41</b>	<b>-38</b>	<b>-89</b>	<b>20</b>	<b>-21</b>	<b>-96</b>	<b>-15</b>	<b>-71</b>	<b>-38</b>	<b>-38</b>	<b>-15</b>	<b>-30</b>	<b>-37</b>	<b>-67</b>	<b>-33</b>	<b>-47</b>	<b>-37</b>	<b>-46</b>	<b>-46</b>	<b>-31</b>	<b>-48</b>	<b>-20</b>	<b>-43</b>
<b>Kemi Badenoch</b>																							
Very favourable	3	3	10	0	0	2	2	4	3	2	1	1	4	4	3	3	3	2	1	2	4	2	3
Somewhat favourable	15	17	43	7	15	30	13	27	17	17	9	12	17	31	20	14	18	15	15	16	17	16	20
<b>TOTAL FAVOURABLE</b>	<b>18</b>	<b>20</b>	<b>53</b>	<b>7</b>	<b>15</b>	<b>32</b>	<b>15</b>	<b>31</b>	<b>20</b>	<b>19</b>	<b>10</b>	<b>13</b>	<b>21</b>	<b>35</b>	<b>23</b>	<b>17</b>	<b>21</b>	<b>17</b>	<b>16</b>	<b>18</b>	<b>21</b>	<b>18</b>	<b>23</b>
Somewhat unfavourable	18	19	16	20	24	28	21	20	22	17	17	17	20	22	19	19	19	20	22	20	20	17	18
Very unfavourable	31	26	6	42	32	17	37	18	31	21	31	27	28	20	28	24	26	29	32	28	20	34	23
<b>TOTAL UNFAVOURABLE</b>	<b>49</b>	<b>45</b>	<b>22</b>	<b>62</b>	<b>56</b>	<b>45</b>	<b>58</b>	<b>38</b>	<b>53</b>	<b>38</b>	<b>48</b>	<b>44</b>	<b>48</b>	<b>42</b>	<b>47</b>	<b>43</b>	<b>45</b>	<b>49</b>	<b>54</b>	<b>48</b>	<b>40</b>	<b>51</b>	<b>41</b>
Don't know	33	35	25	30	28	22	26	32	26	43	41	42	31	22	31	40	35	34	30	34	39	31	36
<b>NET FAVOURABILITY</b>	<b>-31</b>	<b>-25</b>	<b>31</b>	<b>-55</b>	<b>-41</b>	<b>-13</b>	<b>-43</b>	<b>-7</b>	<b>-33</b>	<b>-19</b>	<b>-38</b>	<b>-31</b>	<b>-27</b>	<b>-7</b>	<b>-24</b>	<b>-26</b>	<b>-24</b>	<b>-32</b>	<b>-38</b>	<b>-30</b>	<b>-19</b>	<b>-33</b>	<b>-18</b>
<b>Nigel Farage</b>																							
Very favourable	11	11	17	3	3	43	4	22	13	8	2	6	14	19	8	14	11	8	10	11	13	6	12
Somewhat favourable	17	19	29	9	12	48	7	34	21	18	11	17	21	24	18	21	20	26	10	23	19	16	20
<b>TOTAL FAVOURABLE</b>	<b>28</b>	<b>30</b>	<b>46</b>	<b>12</b>	<b>15</b>	<b>91</b>	<b>11</b>	<b>56</b>	<b>34</b>	<b>26</b>	<b>13</b>	<b>23</b>	<b>35</b>	<b>43</b>	<b>26</b>	<b>35</b>	<b>31</b>	<b>34</b>	<b>20</b>	<b>34</b>	<b>32</b>	<b>22</b>	<b>32</b>
Somewhat unfavourable	14	15	24	12	15	4	15	15	13	17	16	13	12	20	14	16	14	14	18	14	17	15	13
Very unfavourable	48	47	25	71	68	2	71	22	46	47	58	52	45	34	53	38	46	42	56	43	41	57	46
<b>TOTAL UNFAVOURABLE</b>	<b>62</b>	<b>62</b>	<b>49</b>	<b>83</b>	<b>83</b>	<b>6</b>	<b>86</b>	<b>37</b>	<b>59</b>	<b>64</b>	<b>74</b>	<b>65</b>	<b>57</b>	<b>54</b>	<b>67</b>	<b>54</b>	<b>60</b>	<b>56</b>	<b>74</b>	<b>57</b>	<b>58</b>	<b>72</b>	<b>59</b>
Don't know	9	9	4	5	3	4	3	7	7	10	13	11	8	3	7	11	9	9	6	10	9	6	9
<b>NET FAVOURABILITY</b>	<b>-34</b>	<b>-32</b>	<b>-3</b>	<b>-71</b>	<b>-68</b>	<b>85</b>	<b>-75</b>	<b>19</b>	<b>-25</b>	<b>-38</b>	<b>-61</b>	<b>-42</b>	<b>-22</b>	<b>-11</b>	<b>-41</b>	<b>-19</b>	<b>-29</b>	<b>-22</b>	<b>-54</b>	<b>-23</b>	<b>-26</b>	<b>-50</b>	<b>-27</b>

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	Vote in 2024 GE					EU Ref 2016		Gender		Age				Social Grade		Country			Region				
	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>2533</b>	456	651	233	274	893	943	1226	1307	266	1046	626	595	1444	1089	2191	122	220	600	415	306	869	
<b>Unweighted Sample</b>	<b>2533</b>	388	735	281	322	1030	923	1159	1374	166	1075	618	674	1577	956	2196	131	206	595	414	349	838	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	8 - 10 Nov '24	8 - 9 Jan '25																					
<b>Ed Davey</b>																							
Very favourable	4	4	1	7	12	2	7	2	4	4	6	4	5	3	5	3	4	7	3	4	5	5	4
Somewhat favourable	20	22	16	34	45	8	34	15	25	20	24	18	26	24	26	18	22	20	23	24	19	23	23
<b>TOTAL FAVOURABLE</b>	<b>24</b>	<b>26</b>	<b>17</b>	<b>41</b>	<b>57</b>	<b>10</b>	<b>41</b>	<b>17</b>	<b>29</b>	<b>24</b>	<b>30</b>	<b>22</b>	<b>31</b>	<b>27</b>	<b>31</b>	<b>21</b>	<b>26</b>	<b>27</b>	<b>26</b>	<b>28</b>	<b>24</b>	<b>28</b>	<b>27</b>
Somewhat unfavourable	14	16	29	12	9	21	16	21	18	15	9	13	17	24	16	17	17	15	12	17	13	18	18
Very unfavourable	17	14	23	6	3	38	6	25	18	11	9	9	18	21	12	17	14	17	17	14	16	10	14
<b>TOTAL UNFAVOURABLE</b>	<b>31</b>	<b>30</b>	<b>52</b>	<b>18</b>	<b>12</b>	<b>59</b>	<b>22</b>	<b>46</b>	<b>36</b>	<b>26</b>	<b>18</b>	<b>22</b>	<b>35</b>	<b>45</b>	<b>28</b>	<b>34</b>	<b>31</b>	<b>32</b>	<b>29</b>	<b>31</b>	<b>29</b>	<b>28</b>	<b>32</b>
Don't know	44	43	31	41	31	32	38	37	35	51	51	56	34	28	42	46	43	42	45	42	48	44	42
<b>NET FAVOURABILITY</b>	<b>-7</b>	<b>-4</b>	<b>-35</b>	<b>23</b>	<b>45</b>	<b>-49</b>	<b>19</b>	<b>-29</b>	<b>-7</b>	<b>-2</b>	<b>12</b>	<b>0</b>	<b>-4</b>	<b>-18</b>	<b>3</b>	<b>-13</b>	<b>-5</b>	<b>-5</b>	<b>-3</b>	<b>-3</b>	<b>-5</b>	<b>0</b>	<b>-5</b>
<b>Carla Denyer</b>																							
Very favourable	2	2	0	2	1	0	3	0	2	2	6	2	2	0	2	2	2	6	2	2	2	2	2
Somewhat favourable	5	5	3	9	8	1	8	2	6	5	12	5	5	3	6	4	6	3	5	6	4	9	5
<b>TOTAL FAVOURABLE</b>	<b>7</b>	<b>7</b>	<b>3</b>	<b>11</b>	<b>9</b>	<b>1</b>	<b>11</b>	<b>2</b>	<b>8</b>	<b>7</b>	<b>18</b>	<b>7</b>	<b>7</b>	<b>3</b>	<b>8</b>	<b>6</b>	<b>8</b>	<b>9</b>	<b>7</b>	<b>8</b>	<b>6</b>	<b>11</b>	<b>7</b>
Somewhat unfavourable	6	5	9	5	6	4	6	6	7	4	2	4	6	8	5	6	6	4	4	7	3	6	6
Very unfavourable	8	6	8	3	5	13	4	9	8	4	4	5	7	8	6	7	6	7	6	5	7	3	7
<b>TOTAL UNFAVOURABLE</b>	<b>14</b>	<b>11</b>	<b>17</b>	<b>8</b>	<b>11</b>	<b>17</b>	<b>10</b>	<b>15</b>	<b>15</b>	<b>8</b>	<b>6</b>	<b>9</b>	<b>13</b>	<b>16</b>	<b>11</b>	<b>13</b>	<b>12</b>	<b>11</b>	<b>10</b>	<b>12</b>	<b>10</b>	<b>9</b>	<b>13</b>
Don't know	79	81	81	81	81	81	80	83	77	85	75	83	80	81	81	82	81	81	83	80	83	80	81
<b>NET FAVOURABILITY</b>	<b>-7</b>	<b>-4</b>	<b>-14</b>	<b>3</b>	<b>-2</b>	<b>-16</b>	<b>1</b>	<b>-13</b>	<b>-7</b>	<b>-1</b>	<b>12</b>	<b>-2</b>	<b>-6</b>	<b>-13</b>	<b>-3</b>	<b>-7</b>	<b>-4</b>	<b>-2</b>	<b>-3</b>	<b>-4</b>	<b>-4</b>	<b>2</b>	<b>-6</b>
<b>Adrian Ramsay</b>																							
Very favourable	1	1	0	1	0	0	1	0	1	1	3	1	1	0	1	1	1	2	1	1	1	1	1
Somewhat favourable	3	4	2	4	5	1	4	1	4	3	9	4	4	1	4	3	3	5	3	3	3	6	3
<b>TOTAL FAVOURABLE</b>	<b>4</b>	<b>5</b>	<b>2</b>	<b>5</b>	<b>5</b>	<b>1</b>	<b>5</b>	<b>1</b>	<b>5</b>	<b>4</b>	<b>12</b>	<b>5</b>	<b>5</b>	<b>1</b>	<b>5</b>	<b>4</b>	<b>4</b>	<b>7</b>	<b>4</b>	<b>4</b>	<b>4</b>	<b>7</b>	<b>4</b>
Somewhat unfavourable	5	4	7	5	3	4	5	5	6	3	1	5	4	6	5	4	5	3	3	5	4	5	4
Very unfavourable	7	5	6	2	3	10	2	9	7	3	3	4	6	8	4	7	5	8	4	6	5	5	5
<b>TOTAL UNFAVOURABLE</b>	<b>12</b>	<b>9</b>	<b>13</b>	<b>7</b>	<b>6</b>	<b>14</b>	<b>7</b>	<b>14</b>	<b>13</b>	<b>6</b>	<b>4</b>	<b>9</b>	<b>10</b>	<b>14</b>	<b>9</b>	<b>11</b>	<b>10</b>	<b>11</b>	<b>7</b>	<b>11</b>	<b>9</b>	<b>10</b>	<b>9</b>
Don't know	83	86	85	88	88	85	87	85	82	90	84	87	86	85	87	85	86	82	89	85	88	83	87
<b>NET FAVOURABILITY</b>	<b>-8</b>	<b>-4</b>	<b>-11</b>	<b>-2</b>	<b>-1</b>	<b>-13</b>	<b>-2</b>	<b>-13</b>	<b>-8</b>	<b>-2</b>	<b>8</b>	<b>-4</b>	<b>-5</b>	<b>-13</b>	<b>-4</b>	<b>-7</b>	<b>-6</b>	<b>-4</b>	<b>-3</b>	<b>-7</b>	<b>-5</b>	<b>-3</b>	<b>-5</b>
<b>Angela Rayner</b>																							
Very favourable	6	6	0	17	5	0	12	2	7	5	7	5	9	4	7	4	6	5	3	9	6	7	5
Somewhat favourable	18	18	5	31	32	3	29	9	19	17	21	21	18	12	21	14	18	21	15	19	14	24	18
<b>TOTAL FAVOURABLE</b>	<b>24</b>	<b>24</b>	<b>5</b>	<b>48</b>	<b>37</b>	<b>3</b>	<b>41</b>	<b>11</b>	<b>26</b>	<b>22</b>	<b>28</b>	<b>26</b>	<b>27</b>	<b>16</b>	<b>28</b>	<b>18</b>	<b>24</b>	<b>26</b>	<b>18</b>	<b>28</b>	<b>20</b>	<b>31</b>	<b>23</b>
Somewhat unfavourable	17	16	19	15	21	12	18	16	17	15	11	16	16	18	16	15	15	15	22	14	13	18	16
Very unfavourable	30	30	60	9	20	71	18	52	33	26	11	18	34	53	29	31	30	33	23	30	37	18	32
<b>TOTAL UNFAVOURABLE</b>	<b>47</b>	<b>46</b>	<b>79</b>	<b>24</b>	<b>41</b>	<b>83</b>	<b>36</b>	<b>68</b>	<b>50</b>	<b>41</b>	<b>22</b>	<b>34</b>	<b>50</b>	<b>71</b>	<b>45</b>	<b>46</b>	<b>45</b>	<b>48</b>	<b>45</b>	<b>44</b>	<b>50</b>	<b>36</b>	<b>48</b>
Don't know	30	30	15	28	22	14	23	21	24	36	50	40	23	12	27	35	30	27	37	27	31	33	30
<b>NET FAVOURABILITY</b>	<b>-23</b>	<b>-22</b>	<b>-74</b>	<b>24</b>	<b>-4</b>	<b>-80</b>	<b>5</b>	<b>-57</b>	<b>-24</b>	<b>-19</b>	<b>6</b>	<b>-8</b>	<b>-23</b>	<b>-55</b>	<b>-17</b>	<b>-28</b>	<b>-21</b>	<b>-22</b>	<b>-27</b>	<b>-16</b>	<b>-30</b>	<b>-5</b>	<b>-25</b>

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	Vote in 2024 GE					EU Ref 2016		Gender		Age				Social Grade		Country			Region				
	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>2533</b>	<b>456</b>	<b>651</b>	<b>233</b>	<b>274</b>	<b>893</b>	<b>943</b>	<b>1226</b>	<b>1307</b>	<b>266</b>	<b>1046</b>	<b>626</b>	<b>595</b>	<b>1444</b>	<b>1089</b>	<b>2191</b>	<b>122</b>	<b>220</b>	<b>600</b>	<b>415</b>	<b>306</b>	<b>869</b>	
<b>Unweighted Sample</b>	<b>2533</b>	<b>388</b>	<b>735</b>	<b>281</b>	<b>322</b>	<b>1030</b>	<b>923</b>	<b>1159</b>	<b>1374</b>	<b>166</b>	<b>1075</b>	<b>618</b>	<b>674</b>	<b>1577</b>	<b>956</b>	<b>2196</b>	<b>131</b>	<b>206</b>	<b>595</b>	<b>414</b>	<b>349</b>	<b>838</b>	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
<b>Rachel Reeves</b>																							
Very favourable	3	3	0	7	2	0	5	1	2	3	1	2	4	2	3	3	3	2	2	3	3	3	2
Somewhat favourable	18	16	4	30	28	2	26	6	19	13	20	17	19	9	19	12	16	14	12	17	10	27	15
<b>TOTAL FAVOURABLE</b>	<b>21</b>	<b>19</b>	<b>4</b>	<b>37</b>	<b>30</b>	<b>2</b>	<b>31</b>	<b>7</b>	<b>21</b>	<b>16</b>	<b>21</b>	<b>19</b>	<b>23</b>	<b>11</b>	<b>22</b>	<b>15</b>	<b>19</b>	<b>16</b>	<b>14</b>	<b>20</b>	<b>13</b>	<b>30</b>	<b>17</b>
Somewhat unfavourable	16	16	16	19	24	10	21	14	17	16	14	18	14	17	19	14	16	19	22	16	15	16	16
Very unfavourable	32	35	68	15	21	72	23	59	39	32	15	22	40	61	33	38	36	37	29	35	42	23	37
<b>TOTAL UNFAVOURABLE</b>	<b>48</b>	<b>51</b>	<b>84</b>	<b>34</b>	<b>45</b>	<b>82</b>	<b>44</b>	<b>73</b>	<b>56</b>	<b>48</b>	<b>29</b>	<b>40</b>	<b>54</b>	<b>78</b>	<b>52</b>	<b>52</b>	<b>52</b>	<b>56</b>	<b>51</b>	<b>51</b>	<b>57</b>	<b>39</b>	<b>53</b>
Don't know	31	30	12	29	25	16	25	20	23	37	50	41	23	10	27	34	30	29	36	29	30	31	30
<b>NET FAVOURABILITY</b>	<b>-27</b>	<b>-32</b>	<b>-80</b>	<b>3</b>	<b>-15</b>	<b>-80</b>	<b>-13</b>	<b>-66</b>	<b>-35</b>	<b>-32</b>	<b>-8</b>	<b>-21</b>	<b>-31</b>	<b>-67</b>	<b>-30</b>	<b>-37</b>	<b>-33</b>	<b>-40</b>	<b>-37</b>	<b>-31</b>	<b>-44</b>	<b>-9</b>	<b>-36</b>
<b>Mel Stride</b>																							
Very favourable	1	1	2	0	1	1	1	1	1	1	1	1	1	1	1	0	1	1	0	0	1	1	1
Somewhat favourable	5	5	9	5	6	5	4	6	6	4	6	4	6	7	6	4	5	6	6	5	5	7	5
<b>TOTAL FAVOURABLE</b>	<b>6</b>	<b>6</b>	<b>11</b>	<b>5</b>	<b>7</b>	<b>6</b>	<b>5</b>	<b>7</b>	<b>7</b>	<b>5</b>	<b>7</b>	<b>5</b>	<b>7</b>	<b>8</b>	<b>7</b>	<b>4</b>	<b>6</b>	<b>7</b>	<b>6</b>	<b>5</b>	<b>6</b>	<b>8</b>	<b>6</b>
Somewhat unfavourable	9	8	10	9	9	6	9	8	11	5	4	6	7	12	8	8	8	7	8	9	5	6	9
Very unfavourable	9	9	8	8	7	14	8	12	12	6	8	7	12	10	9	9	9	12	8	8	12	10	8
<b>TOTAL UNFAVOURABLE</b>	<b>18</b>	<b>17</b>	<b>18</b>	<b>17</b>	<b>16</b>	<b>20</b>	<b>17</b>	<b>20</b>	<b>23</b>	<b>11</b>	<b>12</b>	<b>13</b>	<b>19</b>	<b>22</b>	<b>17</b>	<b>17</b>	<b>17</b>	<b>19</b>	<b>16</b>	<b>17</b>	<b>17</b>	<b>16</b>	<b>17</b>
Don't know	76	77	70	78	78	75	78	72	71	84	82	82	74	71	77	78	77	75	78	78	78	76	77
<b>NET FAVOURABILITY</b>	<b>-12</b>	<b>-11</b>	<b>-7</b>	<b>-12</b>	<b>-9</b>	<b>-14</b>	<b>-12</b>	<b>-13</b>	<b>-16</b>	<b>-6</b>	<b>-5</b>	<b>-8</b>	<b>-12</b>	<b>-14</b>	<b>-10</b>	<b>-13</b>	<b>-11</b>	<b>-12</b>	<b>-10</b>	<b>-12</b>	<b>-11</b>	<b>-8</b>	<b>-11</b>
<b>Yvette Cooper</b>																							
Very favourable	4	4	1	10	6	0	8	2	3	4	1	3	6	4	5	2	4	4	3	4	3	5	4
Somewhat favourable	15	15	9	28	25	3	24	10	16	14	13	13	18	16	17	12	15	14	14	17	12	19	14
<b>TOTAL FAVOURABLE</b>	<b>19</b>	<b>19</b>	<b>10</b>	<b>38</b>	<b>31</b>	<b>3</b>	<b>32</b>	<b>12</b>	<b>19</b>	<b>18</b>	<b>14</b>	<b>16</b>	<b>24</b>	<b>20</b>	<b>22</b>	<b>14</b>	<b>19</b>	<b>18</b>	<b>17</b>	<b>21</b>	<b>15</b>	<b>24</b>	<b>18</b>
Somewhat unfavourable	14	16	25	11	17	15	16	18	17	14	10	13	15	23	18	13	16	18	15	15	14	16	16
Very unfavourable	19	20	38	5	9	53	11	36	25	16	11	12	26	33	18	23	20	22	21	21	23	13	21
<b>TOTAL UNFAVOURABLE</b>	<b>33</b>	<b>36</b>	<b>63</b>	<b>16</b>	<b>26</b>	<b>68</b>	<b>27</b>	<b>54</b>	<b>42</b>	<b>30</b>	<b>21</b>	<b>25</b>	<b>41</b>	<b>56</b>	<b>36</b>	<b>36</b>	<b>36</b>	<b>40</b>	<b>36</b>	<b>36</b>	<b>37</b>	<b>29</b>	<b>37</b>
Don't know	49	45	27	45	42	28	41	35	38	52	65	59	35	23	42	50	45	42	48	43	48	47	45
<b>NET FAVOURABILITY</b>	<b>-14</b>	<b>-17</b>	<b>-53</b>	<b>22</b>	<b>5</b>	<b>-65</b>	<b>5</b>	<b>-42</b>	<b>-23</b>	<b>-12</b>	<b>-7</b>	<b>-9</b>	<b>-17</b>	<b>-36</b>	<b>-14</b>	<b>-22</b>	<b>-17</b>	<b>-22</b>	<b>-19</b>	<b>-15</b>	<b>-22</b>	<b>-5</b>	<b>-19</b>
<b>Chris Philp</b>																							
Very favourable	0	1	2	0	0	0	1	1	1	1	0	1	1	0	1	1	1	0	0	1	1	1	0
Somewhat favourable	3	4	6	3	3	5	3	4	4	3	7	3	2	5	4	3	4	4	3	4	2	4	4
<b>TOTAL FAVOURABLE</b>	<b>3</b>	<b>5</b>	<b>8</b>	<b>3</b>	<b>3</b>	<b>5</b>	<b>4</b>	<b>5</b>	<b>5</b>	<b>4</b>	<b>7</b>	<b>4</b>	<b>3</b>	<b>5</b>	<b>5</b>	<b>4</b>	<b>5</b>	<b>4</b>	<b>3</b>	<b>5</b>	<b>3</b>	<b>5</b>	<b>4</b>
Somewhat unfavourable	6	7	9	7	7	6	8	7	8	6	4	5	8	9	7	7	7	5	5	6	7	9	7
Very unfavourable	9	8	7	9	6	9	9	9	11	6	6	7	11	9	8	8	8	10	6	9	9	10	7
<b>TOTAL UNFAVOURABLE</b>	<b>15</b>	<b>15</b>	<b>16</b>	<b>16</b>	<b>13</b>	<b>15</b>	<b>17</b>	<b>16</b>	<b>19</b>	<b>12</b>	<b>10</b>	<b>12</b>	<b>19</b>	<b>18</b>	<b>15</b>	<b>15</b>	<b>15</b>	<b>15</b>	<b>11</b>	<b>15</b>	<b>16</b>	<b>19</b>	<b>14</b>
Don't know	82	80	76	81	84	80	80	79	76	85	83	84	78	76	80	82	80	80	86	80	82	76	81
<b>NET FAVOURABILITY</b>	<b>-12</b>	<b>-10</b>	<b>-8</b>	<b>-13</b>	<b>-10</b>	<b>-10</b>	<b>-13</b>	<b>-11</b>	<b>-14</b>	<b>-8</b>	<b>-3</b>	<b>-8</b>	<b>-16</b>	<b>-13</b>	<b>-10</b>	<b>-11</b>	<b>-10</b>	<b>-11</b>	<b>-8</b>	<b>-10</b>	<b>-13</b>	<b>-14</b>	<b>-10</b>

# YouGov Survey Results

Sample Size: 2533 Adults in GB  
Fieldwork: 8th - 9th January 2025

		Vote in 2024 GE					EU Ref 2016		Gender		Age				Social Grade		Country			Region					
		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		2533	456	651	233	274	893	943	1226	1307	266	1046	626	595	1444	1089	2191	122	220	600	415	306	869		
Unweighted Sample		2533	388	735	281	322	1030	923	1159	1374	166	1075	618	674	1577	956	2196	131	206	595	414	349	838		
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%		
<b>Jess Phillips</b>																									
	Very favourable	x	7	2	16	13	0	14	3	6	8	5	6	11	5	9	4	7	7	5	7	8	8	7	
	Somewhat favourable	x	15	10	25	25	4	24	10	16	14	11	15	17	14	17	13	15	16	11	16	12	19	15	
	<b>TOTAL FAVOURABLE</b>	x	22	12	41	38	4	38	13	22	22	16	21	28	19	26	17	22	23	16	23	20	27	22	
	Somewhat unfavourable	x	11	15	6	12	14	10	13	13	9	7	9	11	14	11	10	11	9	9	12	9	11	12	
	Very unfavourable	x	16	29	4	4	44	8	27	20	11	10	10	19	24	15	16	19	12	15	20	12	15		
	<b>TOTAL UNFAVOURABLE</b>	x	27	44	10	16	58	18	40	33	20	17	19	30	38	26	26	27	28	21	27	29	23	27	
	Don't know	x	52	44	48	47	38	44	47	45	58	67	60	42	42	48	57	51	49	63	51	51	50	51	
	<b>NET FAVOURABILITY</b>	x	-5	-32	31	22	-54	20	-27	-11	2	-1	2	-2	-19	0	-9	-5	-5	-5	-4	-9	4	-5	
<b>Tommy Robinson</b>																									
	Very favourable	x	4	5	1	1	16	2	7	5	3	2	4	6	4	4	5	4	3	4	5	4	3	4	
	Somewhat favourable	x	8	10	4	5	23	2	14	10	7	4	8	8	10	6	10	8	9	10	8	8	7	8	
	<b>TOTAL FAVOURABLE</b>	x	12	15	5	6	39	4	21	15	10	6	12	14	14	10	15	12	12	14	13	12	10	12	
	Somewhat unfavourable	x	9	12	5	3	20	5	14	11	7	6	9	10	9	8	10	9	10	6	7	13	7	10	
	Very unfavourable	x	52	46	69	71	23	72	41	55	49	48	50	54	53	57	44	51	48	55	54	48	57	50	
	<b>TOTAL UNFAVOURABLE</b>	x	61	58	74	74	43	77	55	66	56	54	59	64	62	65	54	60	58	61	61	61	64	60	
	Don't know	x	27	27	21	20	17	19	24	20	35	40	29	22	24	25	31	27	31	26	26	27	27	29	
	<b>NET FAVOURABILITY</b>	x	-49	-43	-69	-68	-4	-73	-34	-51	-46	-48	-47	-50	-48	-55	-39	-48	-46	-47	-48	-49	-54	-48	
<b>Elon Musk</b>																									
	Very favourable	x	6	9	2	1	16	2	10	8	4	4	5	8	6	5	7	6	5	6	6	7	5	6	
	Somewhat favourable	x	13	14	21	5	6	35	6	20	17	11	9	14	14	13	15	14	16	10	16	14	12	13	
	<b>TOTAL FAVOURABLE</b>	x	18	20	30	7	7	51	8	30	25	15	13	19	22	20	22	20	21	16	22	21	17	19	
	Somewhat unfavourable	x	23	16	20	11	15	19	14	18	17	16	17	18	17	16	17	16	18	15	16	18	16	16	
	Very unfavourable	x	41	55	44	74	73	22	74	41	52	58	58	55	58	60	48	54	49	65	54	50	62	54	
	<b>TOTAL UNFAVOURABLE</b>	x	64	71	64	85	88	41	88	59	69	74	75	70	69	75	76	65	70	67	80	70	68	78	70
	Don't know	x	18	9	6	7	4	7	3	11	6	12	13	10	9	6	13	10	11	4	9	12	5	11	
	<b>NET FAVOURABILITY</b>	x	-46	-51	-34	-78	-81	10	-80	-29	-44	-59	-62	-51	-47	-55	-58	-43	-50	-46	-64	-48	-47	-61	-51
<b>Mark Zuckerberg</b>																									
	Very favourable	x	2	3	2	2	1	1	2	2	2	3	2	1	2	2	2	2	1	1	3	2	3	1	
	Somewhat favourable	x	18	23	13	18	23	15	18	18	18	26	18	14	19	18	18	18	13	16	20	15	19	19	
	<b>TOTAL FAVOURABLE</b>	x	20	26	15	20	24	16	20	20	20	29	20	15	21	20	20	20	14	17	23	17	22	20	
	Somewhat unfavourable	x	31	34	32	32	36	36	30	31	30	26	32	32	30	33	28	31	34	33	31	31	29	30	
	Very unfavourable	x	28	18	36	32	20	32	25	33	22	26	29	30	24	29	26	27	29	35	24	26	33	27	
	<b>TOTAL UNFAVOURABLE</b>	x	59	52	68	64	56	68	55	64	52	52	61	62	54	62	54	58	63	68	55	57	62	57	
	Don't know	x	21	23	18	16	20	16	25	15	27	19	19	23	25	18	26	22	23	14	22	25	17	23	
	<b>NET FAVOURABILITY</b>	x	-39	-26	-53	-44	-32	-52	-35	-44	-32	-23	-41	-47	-33	-42	-34	-38	-49	-51	-32	-40	-40	-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.