

YouGov Survey Results

Sample Size: 2001 Adults in GB
Fieldwork: 9th - 10th 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
Weighted Sample	2001	360	514	184	216	702	714	968	1033	210	826	494	470	1141	860	1731	96	174	474	328	242	686
Unweighted Sample	2001	374	556	206	238	823	785	918	1083	103	768	543	587	1254	747	1735	99	167	485	338	192	720
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

Mark Zuckerberg

Very favourable	2	3	1	1	0	1	1	3	1	5	2	1	2	2	1	1	1	8	1	1	2	1
Somewhat favourable	15	23	11	9	25	12	19	16	15	10	15	15	19	16	15	16	13	5	16	18	13	17
TOTAL FAVOURABLE	17	26	12	10	25	13	20	19	16	15	17	16	21	18	16	17	14	13	17	19	15	18
Somewhat unfavourable	32	34	34	47	30	37	31	34	30	26	33	35	29	33	31	32	36	29	34	28	29	34
Very unfavourable	31	19	41	30	22	37	24	34	29	41	34	29	24	33	28	31	26	37	30	30	42	27
TOTAL UNFAVOURABLE	63	53	75	77	52	74	55	68	59	67	67	64	53	66	59	63	62	66	64	58	71	61
Don't know	20	22	14	13	24	14	24	13	26	18	16	20	27	16	26	20	23	22	18	23	14	21
NET FAVOURABILITY	-46	-27	-63	-67	-27	-61	-35	-49	-43	-52	-50	-48	-32	-48	-43	-46	-48	-53	-47	-39	-56	-43

Jeff Bezos

Very favourable	2	2	2	1	1	1	1	3	1	3	2	1	2	3	1	1	0	8	1	1	2	2
Somewhat favourable	15	27	10	15	20	13	19	20	10	14	14	17	16	16	13	16	16	7	14	16	15	17
TOTAL FAVOURABLE	17	29	12	16	21	14	20	23	11	17	16	18	18	19	14	17	16	15	15	17	17	19
Somewhat unfavourable	26	28	31	31	29	32	24	30	23	19	28	27	27	29	23	27	23	25	28	26	29	25
Very unfavourable	29	13	38	33	16	34	19	29	28	47	30	27	19	31	25	28	26	37	29	24	34	27
TOTAL UNFAVOURABLE	55	41	69	64	45	66	43	59	51	66	58	54	46	60	48	55	49	62	57	50	63	52
Don't know	28	29	20	21	34	20	37	19	37	17	26	29	37	22	37	28	34	23	28	33	20	29
NET FAVOURABILITY	-38	-12	-57	-48	-24	-52	-23	-36	-40	-49	-42	-36	-28	-41	-34	-38	-33	-47	-42	-33	-46	-33

Elon Musk

Very favourable	4	4	2	1	9	1	5	5	2	5	5	3	2	4	3	3	1	9	2	3	2	5
Somewhat favourable	9	10	3	5	24	4	14	12	6	7	10	8	8	8	9	9	14	6	9	8	11	8
TOTAL FAVOURABLE	13	14	5	6	33	5	19	17	8	12	15	11	10	12	12	12	15	15	11	11	13	13
Somewhat unfavourable	15	23	8	13	21	12	18	15	15	16	14	16	16	15	16	16	13	11	16	14	10	18
Very unfavourable	64	53	84	76	33	78	53	63	65	67	63	65	65	68	60	64	58	69	65	63	69	62
TOTAL UNFAVOURABLE	79	76	92	89	54	90	71	78	80	83	77	81	81	83	76	80	71	80	81	77	79	80
Don't know	8	11	3	5	12	4	11	5	11	5	9	8	9	5	12	8	13	5	8	11	7	8
NET FAVOURABILITY	-66	-62	-87	-83	-21	-85	-52	-61	-72	-71	-62	-70	-71	-71	-64	-68	-56	-65	-70	-66	-66	-67

*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.