YouGov Survey: The Beckhams
January 23 - 26, 2026 - 1,142 U.S. adult citizens

YouGov

1. Do you have a favorable or an unfavorable opinion of the following people?

	Net (Favorable - Unfavorable)	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know
David Beckham	**19%**	9%	26%	12%	4%	50%
Victoria Beckham	**6%**	7%	19%	14%	5%	56%
Brooklyn Peltz Beckham	**0%**	2%	11%	8%	5%	75%
Nicola Peltz Beckham	**-3%**	3%	7%	8%	5%	76%

2. How much have you heard about a recent feud that David and Victoria Beckham are having with their son and his wife, Brooklyn and Nicola Peltz Beckham?

A lot	6%
A little	34%
Nothing at all	60%

Interviewing Dates	January 23 - 26, 2026
Target population	U.S. citizens, aged 18 and over
Sampling method	Respondents were selected from YouGov's opt-in panel to be representative of adult U.S. citizens.
Weighting	The sample was weighted according to gender, age, race, education, U.S. region, 2024 presidential vote, 2020 election turnout and presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. 2024 presidential vote, at time of weighting was estimated to be 48% Harris and 50% Trump. Baseline party identification is the respondent's most recent answer given around November 8, 2024, and is weighted to the estimated distribution at that time (31% Democratic, 33% Republican). The weights range from 0.052 to 5.624, with a mean of one and a standard deviation of 0.936.
Number of respondents	1,142
Margin of error	± 4 points (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	83 questions not reported.

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1A. Favorability of Beckhams — David Beckham
Do you have a favorable or an unfavorable opinion of the following people?

		Gender		Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Net (Favorable - Unfavorable)	**19%**	**21%**	**18%**	**20%**	**21%**	**23%**	**12%**	**19%**	**23%**	**16%**	**16%**	**26%**
Very favorable	9%	9%	8%	9%	14%	7%	6%	7%	9%	13%	8%	10%
Somewhat favorable	26%	27%	24%	19%	26%	34%	19%	27%	27%	23%	22%	32%
Somewhat unfavorable	12%	13%	10%	4%	13%	16%	10%	12%	7%	15%	11%	13%
Very unfavorable	4%	3%	4%	4%	6%	2%	3%	3%	6%	5%	4%	3%
Don't know	50%	48%	53%	64%	41%	41%	62%	51%	51%	45%	55%	42%
Totals	101%	100%	99%	100%	100%	100%	100%	100%	100%	101%	100%	100%
Unweighted N	(1,140)	(543)	(597)	(274)	(320)	(327)	(219)	(739)	(148)	(174)	(732)	(408)

		Party ID			2024 Vote		Family income			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Net (Favorable - Unfavorable)	**19%**	**24%**	**18%**	**18%**	**18%**	**21%**	**15%**	**22%**	**28%**	**13%**	**3%**	**29%**	**24%**
Very favorable	9%	10%	7%	10%	9%	10%	9%	8%	10%	6%	8%	10%	10%
Somewhat favorable	26%	28%	23%	27%	26%	28%	23%	27%	34%	24%	18%	31%	27%
Somewhat unfavorable	12%	10%	12%	13%	12%	12%	12%	11%	12%	13%	20%	7%	10%
Very unfavorable	4%	4%	1%	6%	5%	4%	5%	2%	4%	4%	3%	4%	3%
Don't know	50%	48%	57%	45%	48%	46%	51%	53%	40%	53%	52%	48%	51%
Totals	101%	100%	100%	101%	100%	100%	100%	101%	100%	100%	101%	100%	101%
Unweighted N	(1,140)	(400)	(450)	(290)	(465)	(376)	(447)	(337)	(242)	(209)	(258)	(416)	(257)

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1B. Favorability of Beckhams — Victoria Beckham
Do you have a favorable or an unfavorable opinion of the following people?

		Gender		Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Net (Favorable - Unfavorable)	**6%**	**13%**	**0%**	**3%**	**10%**	**5%**	**6%**	**8%**	**9%**	**-1%**	**6%**	**6%**
Very favorable	7%	6%	7%	4%	9%	8%	3%	6%	6%	8%	6%	7%
Somewhat favorable	19%	22%	16%	14%	22%	20%	17%	20%	21%	15%	17%	22%
Somewhat unfavorable	14%	12%	17%	7%	16%	20%	10%	14%	12%	16%	12%	18%
Very unfavorable	5%	4%	6%	8%	5%	3%	4%	4%	5%	9%	5%	5%
Don't know	56%	56%	56%	68%	47%	48%	65%	55%	57%	52%	60%	49%
Totals	101%	100%	102%	101%	99%	99%	99%	99%	101%	100%	100%	101%
Unweighted N	(1,141)	(545)	(596)	(274)	(320)	(327)	(220)	(740)	(148)	(174)	(733)	(408)

		Party ID			2024 Vote		Family income			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Net (Favorable - Unfavorable)	**6%**	**11%**	**4%**	**4%**	**4%**	**7%**	**4%**	**8%**	**8%**	**11%**	**-4%**	**11%**	**4%**
Very favorable	7%	9%	5%	6%	5%	6%	8%	6%	5%	11%	4%	8%	4%
Somewhat favorable	19%	21%	16%	20%	21%	20%	15%	20%	27%	17%	18%	20%	18%
Somewhat unfavorable	14%	14%	14%	15%	16%	15%	13%	14%	18%	11%	21%	13%	12%
Very unfavorable	5%	6%	3%	6%	6%	4%	6%	3%	7%	7%	4%	4%	6%
Don't know	56%	50%	62%	53%	53%	54%	58%	58%	43%	54%	53%	55%	60%
Totals	101%	100%	100%	100%	101%	99%	100%	101%	100%	100%	100%	100%	100%
Unweighted N	(1,141)	(399)	(451)	(291)	(465)	(377)	(447)	(337)	(243)	(209)	(258)	(416)	(258)

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1C. Favorability of Beckhams — Brooklyn Peltz Beckham
Do you have a favorable or an unfavorable opinion of the following people?

	Total	Gender		Age				Race			Education	
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Net (Favorable - Unfavorable)	**0%**	**-1%**	**1%**	**6%**	**0%**	**-3%**	**-1%**	**1%**	**7%**	**-7%**	**-1%**	**2%**
Very favorable	2%	2%	2%	2%	3%	1%	1%	2%	3%	2%	2%	2%
Somewhat favorable	11%	10%	12%	11%	11%	11%	9%	11%	16%	8%	9%	14%
Somewhat unfavorable	8%	8%	7%	5%	8%	10%	7%	7%	8%	8%	7%	9%
Very unfavorable	5%	4%	6%	3%	6%	5%	4%	4%	4%	10%	5%	5%
Don't know	75%	77%	73%	79%	72%	73%	78%	76%	69%	72%	77%	71%
Totals	101%	101%	100%	100%	100%	100%	99%	100%	100%	100%	100%	101%
Unweighted N	(1,141)	(545)	(596)	(274)	(320)	(328)	(219)	(740)	(148)	(174)	(733)	(408)

	Total	Party ID			2024 Vote		Family income			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Net (Favorable - Unfavorable)	**0%**	**4%**	**3%**	**-7%**	**1%**	**-4%**	**-1%**	**5%**	**-1%**	**-1%**	**-2%**	**4%**	**-3%**
Very favorable	2%	3%	2%	1%	3%	2%	2%	1%	3%	1%	3%	2%	2%
Somewhat favorable	11%	11%	10%	11%	9%	11%	9%	13%	13%	10%	9%	13%	8%
Somewhat unfavorable	8%	7%	5%	11%	6%	11%	6%	7%	10%	6%	10%	7%	7%
Very unfavorable	5%	4%	4%	7%	4%	5%	6%	2%	8%	7%	4%	4%	6%
Don't know	75%	75%	79%	70%	77%	71%	76%	77%	65%	77%	75%	74%	76%
Totals	101%	100%	100%	100%	99%	100%	99%	100%	99%	101%	101%	100%	99%
Unweighted N	(1,141)	(400)	(450)	(291)	(466)	(377)	(447)	(337)	(243)	(209)	(257)	(417)	(258)

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1D. Favorability of Beckhams — Nicola Peltz Beckham
Do you have a favorable or an unfavorable opinion of the following people?

| | Total | Gender | | Age | | | | Race | | | Education | |
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Net (Favorable - Unfavorable)	**-3%**	**-2%**	**-3%**	**2%**	**-4%**	**-6%**	**0%**	**-1%**	**-1%**	**-8%**	**-3%**	**-3%**
Very favorable	3%	4%	2%	5%	3%	3%	3%	4%	2%	3%	4%	2%
Somewhat favorable	7%	6%	9%	6%	8%	8%	7%	7%	11%	7%	6%	10%
Somewhat unfavorable	8%	8%	7%	4%	10%	9%	6%	7%	8%	7%	7%	9%
Very unfavorable	5%	4%	7%	4%	5%	8%	4%	5%	6%	11%	5%	6%
Don't know	76%	78%	75%	80%	73%	73%	81%	77%	73%	71%	78%	74%
Totals	99%	100%	100%	99%	99%	101%	101%	100%	100%	99%	100%	101%
Unweighted N	(1,141)	(545)	(596)	(273)	(320)	(328)	(220)	(741)	(147)	(174)	(733)	(408)

| | Total | Party ID | | | 2024 Vote | | Family income | | | Region | | | |
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Net (Favorable - Unfavorable)	**-3%**	**4%**	**-2%**	**-9%**	**0%**	**-5%**	**-3%**	**-1%**	**-3%**	**-1%**	**-4%**	**-1%**	**-5%**
Very favorable	3%	4%	2%	4%	2%	3%	3%	2%	5%	6%	5%	2%	1%
Somewhat favorable	7%	10%	7%	6%	8%	8%	8%	7%	9%	7%	6%	9%	7%
Somewhat unfavorable	8%	6%	7%	11%	5%	11%	7%	6%	10%	6%	11%	7%	6%
Very unfavorable	5%	5%	4%	8%	5%	5%	6%	5%	7%	8%	3%	5%	7%
Don't know	76%	76%	80%	72%	79%	74%	76%	80%	68%	72%	75%	77%	79%
Totals	99%	101%	100%	101%	99%	101%	100%	100%	99%	99%	100%	100%	100%
Unweighted N	(1,141)	(399)	(451)	(291)	(466)	(377)	(447)	(337)	(243)	(209)	(258)	(416)	(258)

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2. Heard About Beckham Scandal
How much have you heard about a recent feud that David and Victoria Beckham are having with their son and his wife, Brooklyn and Nicola Peltz Beckham?

		Gender		Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
A lot	6%	4%	8%	5%	7%	7%	6%	4%	9%	15%	5%	9%
A little	34%	30%	38%	22%	37%	39%	35%	36%	26%	39%	30%	42%
Nothing at all	60%	66%	54%	73%	56%	54%	59%	60%	66%	45%	66%	49%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	101%	99%	101%	100%
Unweighted N	(1,142)	(545)	(597)	(274)	(320)	(328)	(220)	(741)	(148)	(174)	(734)	(408)

		Party ID			2024 Vote		Family income			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
A lot	6%	9%	4%	5%	10%	6%	5%	6%	10%	5%	5%	7%	7%
A little	34%	34%	34%	35%	34%	39%	27%	38%	43%	43%	36%	31%	32%
Nothing at all	60%	57%	62%	59%	56%	55%	68%	56%	47%	52%	59%	63%	61%
Totals	100%	100%	100%	99%	100%	100%	100%	100%	100%	100%	100%	101%	100%
Unweighted N	(1,142)	(400)	(451)	(291)	(466)	(377)	(448)	(337)	(243)	(209)	(258)	(417)	(258)

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