

YouGov Survey Results

Sample Size: 2357 GB Adults
Fieldwork: 28th - 29th October 2025

	Vote in 2024 GE						EU Ref 2016		Gender		Age				Social Grade		Ethnicity		Sexuality	
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	White	Minority Ethnic	Hetero-sexual	LGB+
Weighted Sample	2357	424	606	217	255	138	827	841	1141	1216	247	973	582	554	1341	1002	1937	349	1948	237
Unweighted Sample	2357	348	651	231	265	165	934	789	1037	1320	181	1000	617	559	1463	884	1946	348	1959	231
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Across all forms of advertising you see, in terms of how often you see people like yourself, to what extent do you feel that people like you are represented, when it comes to...

Your gender

Very well represented	28	18	40	33	15	33	35	19	31	24	38	32	23	20	31	22	26	38	27	31
Fairly well represented	44	52	42	47	44	36	47	44	38	50	39	43	47	45	45	43	45	41	46	36
TOTAL WELL REPRESENTED	72	70	82	80	59	69	82	63	69	74	77	75	70	65	76	65	71	79	73	67
Not very well represented	13	15	8	9	19	17	8	17	13	12	14	10	13	16	11	15	14	10	13	15
Not well represented at all	6	6	4	4	13	5	4	9	8	4	4	5	6	8	5	8	6	3	6	8
TOTAL NOT WELL REPRESENTED	19	21	12	13	32	22	12	26	21	16	18	15	19	24	16	23	20	13	19	23
Don't know	9	9	6	7	9	9	7	11	10	9	6	10	10	10	8	12	9	8	9	10

Your race

Very well represented	29	18	44	39	9	44	41	16	24	33	43	37	23	16	33	23	33	13	27	48
Fairly well represented	31	32	34	36	22	26	32	32	30	32	28	28	34	34	30	33	32	29	32	21
TOTAL WELL REPRESENTED	60	50	78	75	31	70	73	48	54	65	71	65	57	50	63	56	65	42	59	69
Not very well represented	19	28	11	12	29	15	13	25	20	18	15	15	20	27	19	19	17	29	20	9
Not well represented at all	12	13	7	8	34	10	9	18	16	9	7	12	14	15	12	14	10	22	13	13
TOTAL NOT WELL REPRESENTED	31	41	18	20	63	25	22	43	36	27	22	27	34	42	31	33	27	51	33	22
Don't know	9	10	5	6	7	5	5	10	9	8	8	8	9	9	7	11	8	8	8	9

Your sexuality

Very well represented	33	21	47	41	11	39	41	21	29	36	45	41	27	17	37	26	31	46	35	10
Fairly well represented	35	45	34	35	39	21	36	39	35	36	21	31	41	43	34	37	36	33	37	28
TOTAL WELL REPRESENTED	68	66	81	76	50	60	77	60	64	72	66	72	68	60	71	63	67	79	72	38
Not very well represented	13	19	8	12	23	14	9	18	16	11	14	11	14	16	13	14	15	7	11	32
Not well represented at all	7	5	3	2	17	13	4	10	8	5	10	5	6	7	6	8	7	4	5	15
TOTAL NOT WELL REPRESENTED	20	24	11	14	40	27	13	28	24	16	24	16	20	23	19	22	22	11	16	47
Don't know	12	11	8	10	9	13	10	13	12	13	9	11	12	16	10	15	12	10	11	15

Your social class

Very well represented	13	9	20	22	3	14	18	8	12	14	16	16	11	7	16	9	13	15	13	9
Fairly well represented	40	47	42	46	33	33	45	37	37	42	40	39	40	43	44	35	40	41	41	33
TOTAL WELL REPRESENTED	53	56	62	68	36	47	63	45	49	56	56	55	51	50	60	44	53	56	54	42
Not very well represented	23	23	22	13	32	29	20	28	24	22	24	21	25	27	22	25	24	23	23	28
Not well represented at all	10	7	8	7	18	10	7	13	13	7	11	9	10	10	8	13	10	10	10	12
TOTAL NOT WELL REPRESENTED	33	30	30	20	50	39	27	41	37	29	35	30	35	37	30	38	34	33	33	40
Don't know	14	13	7	12	14	14	10	15	13	14	10	15	14	14	11	18	14	10	13	17

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	Total	Vote in 2024 GE					EU Ref 2016		Gender		Age				Social Grade		Ethnicity		Sexuality	
		Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	White	Minority Ethnic	Hetero-sexual	LGB+
Weighted Sample	2357	424	606	217	255	138	827	841	1141	1216	247	973	582	554	1341	1002	1937	349	1948	237
Unweighted Sample	2357	348	651	231	265	165	934	789	1037	1320	181	1000	617	559	1463	884	1946	348	1959	231
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Your age

Very well represented	11	5	18	14	3	12	14	6	12	10	15	17	7	3	14	8	10	17	11	16
Fairly well represented	37	35	43	33	35	39	42	30	38	36	40	47	33	22	39	34	36	44	37	40
TOTAL WELL REPRESENTED	48	40	61	47	38	51	56	36	50	46	55	64	40	25	53	42	46	61	48	56
Not very well represented	28	32	25	34	31	22	26	33	25	30	31	18	34	36	28	28	29	23	28	24
Not well represented at all	13	17	8	12	21	14	11	20	13	13	6	4	14	29	11	16	14	7	14	10
TOTAL NOT WELL REPRESENTED	41	49	33	46	52	36	37	53	38	43	37	22	48	65	39	44	43	30	42	34
Don't know	11	11	6	7	9	14	8	11	11	11	9	12	12	9	9	14	11	9	11	10

Total number of demographics that people do NOT feel well represented in

0 out of 5	39	35	47	43	22	30	45	30	39	40	39	49	37	25	41	38	40	36	41	29
1 out of 5	21	20	25	26	13	23	24	20	19	22	17	21	20	22	22	18	20	22	20	19
2 out of 5	17	17	15	16	17	26	17	16	15	18	23	13	16	20	17	16	16	22	16	23
3 out of 5	10	9	7	9	18	12	7	14	9	11	14	7	12	12	10	12	10	11	10	16
4 out of 5	6	8	3	2	13	6	3	9	7	5	6	5	7	8	5	8	6	5	6	9
5 out of 5	7	10	3	4	17	3	4	12	10	4	1	4	8	12	5	9	7	4	7	3

When it comes to making sure that different social groups are represented in advertising, do you think that adverts have gone too far, have reached about the right balance, or still need to go further?

Have gone too far	41	60	23	32	78	25	31	61	45	37	24	32	47	58	37	47	46	18	44	24
Have reached about the right balance	29	19	42	40	9	32	37	17	28	29	37	35	26	17	34	21	27	42	28	27
Still need to go further	16	9	22	14	8	31	18	11	13	18	24	18	12	11	17	14	14	25	13	34
Don't know	15	12	13	14	5	13	13	11	13	16	15	15	14	14	12	17	14	16	14	15

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	Total	Country			Region in England				Gender representation		Race representation	
		England	Wales	Scotland	North	Midlands	London	Rest of South	Well represented	Not well represented	Well represented	Not well represented
Weighted Sample	2357	2039	113	205	559	387	285	808	1692	442	1418	736
Unweighted Sample	2357	2054	122	181	573	392	275	814	1721	429	1456	719
	%	%	%	%	%	%	%	%	%	%	%	%

Across all forms of advertising you see, in terms of how often you see people like yourself, to what extent do you feel that people like you are represented, when it comes to...
Your gender

Very well represented	28	28	27	26	25	29	31	29	39	0	38	14
Fairly well represented	44	44	38	47	45	41	43	46	61	0	51	40
TOTAL WELL REPRESENTED	72	72	65	73	70	70	74	75	100	0	89	54
Not very well represented	13	13	16	10	13	16	11	12	0	69	7	28
Not well represented at all	6	6	7	8	7	6	2	5	0	31	2	14
TOTAL NOT WELL REPRESENTED	19	19	23	18	20	22	13	17	0	100	9	42
Don't know	9	9	12	9	10	8	13	8	0	0	2	4

Your race

Very well represented	29	29	36	25	27	26	28	32	36	12	48	0
Fairly well represented	31	31	24	37	31	30	31	32	38	15	52	0
TOTAL WELL REPRESENTED	60	60	60	62	58	56	59	64	74	27	100	0
Not very well represented	19	19	14	18	19	25	18	17	17	34	0	60
Not well represented at all	12	12	12	13	15	12	13	11	7	36	0	40
TOTAL NOT WELL REPRESENTED	31	31	26	31	34	37	31	28	24	70	0	100
Don't know	9	8	14	7	8	8	10	9	2	3	0	0

Your sexuality

Very well represented	33	33	35	30	28	32	43	33	42	10	46	15
Fairly well represented	35	36	31	35	37	35	30	37	41	24	41	31
TOTAL WELL REPRESENTED	68	69	66	65	65	67	73	70	83	34	87	46
Not very well represented	13	13	13	15	17	15	7	12	10	31	7	28
Not well represented at all	7	7	8	6	7	8	6	6	2	25	2	17
TOTAL NOT WELL REPRESENTED	20	20	21	21	24	23	13	18	12	56	9	45
Don't know	12	12	13	14	12	10	15	12	4	9	4	9

Your social class

Very well represented	13	13	10	9	10	14	15	16	17	1	20	3
Fairly well represented	40	40	40	39	36	39	44	42	49	19	50	29
TOTAL WELL REPRESENTED	53	53	50	48	46	53	59	58	66	20	70	32
Not very well represented	23	23	23	26	29	24	16	21	22	40	19	37
Not well represented at all	10	10	10	11	11	12	9	8	6	29	4	22
TOTAL NOT WELL REPRESENTED	33	33	33	37	40	36	25	29	28	69	23	59
Don't know	14	14	17	15	14	12	17	13	6	11	7	9

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	Total	Country			Region in England				Gender representation		Race representation	
		England	Wales	Scotland	North	Midlands	London	Rest of South	Well represented	Not well represented	Well represented	Not well represented
Weighted Sample	2357	2039	113	205	559	387	285	808	1692	442	1418	736
Unweighted Sample	2357	2054	122	181	573	392	275	814	1721	429	1456	719
	%	%	%	%	%	%	%	%	%	%	%	%
Your age												
Very well represented	11	11	9	9	10	11	13	12	15	3	16	4
Fairly well represented	37	37	40	33	38	33	41	38	47	14	47	26
TOTAL WELL REPRESENTED	48	48	49	42	48	44	54	50	62	17	63	30
Not very well represented	28	28	24	29	29	33	23	27	27	40	26	38
Not well represented at all	13	12	11	19	13	13	10	12	8	34	7	26
TOTAL NOT WELL REPRESENTED	41	40	35	48	42	46	33	39	35	74	33	64
Don't know	11	11	16	10	11	10	13	11	3	8	3	7

Total number of demographics that people do NOT feel well represented in

0 out of 5	39	39	47	36	37	36	47	40	45	0	54	0
1 out of 5	21	20	16	23	17	19	21	23	26	4	25	14
2 out of 5	17	17	11	16	19	16	16	17	18	16	15	23
3 out of 5	10	11	11	7	12	13	7	10	8	23	5	23
4 out of 5	6	6	6	10	7	7	5	5	3	20	1	18
5 out of 5	7	7	9	8	9	9	4	5	0	37	0	22

When it comes to making sure that different social groups are represented in advertising, do you think that adverts have gone too far, have reached about the right balance, or still need to go further?

Have gone too far	41	41	41	43	42	49	29	40	38	60	29	68
Have reached about the right balance	29	29	23	24	26	28	35	31	36	10	41	10
Still need to go further	16	16	14	15	17	11	19	16	15	21	18	15
Don't know	15	14	22	18	14	12	17	13	11	9	12	7

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	Total	Sexuality representation		Class representation		Age representation	
		Well represented	Not well represented	Well represented	Not well represented	Well represented	Not well represented
Weighted Sample	2357	1602	470	1245	785	1138	957
Unweighted Sample	2357	1629	458	1279	774	1158	959
	%	%	%	%	%	%	%

Across all forms of advertising you see, in terms of how often you see people like yourself, to what extent do you feel that people like you are represented, when it comes to...

Your gender

Very well represented	28	36	12	39	18	42	17
Fairly well represented	44	52	33	52	40	50	46
TOTAL WELL REPRESENTED	72	88	45	91	58	92	63
Not very well represented	13	7	34	6	24	5	23
Not well represented at all	6	2	20	1	14	2	11
TOTAL NOT WELL REPRESENTED	19	9	54	7	38	7	34
Don't know	9	2	3	2	3	2	3

Your race

Very well represented	29	36	15	40	18	43	19
Fairly well represented	31	40	13	39	24	36	30
TOTAL WELL REPRESENTED	60	76	28	79	42	79	49
Not very well represented	19	14	38	12	31	13	27
Not well represented at all	12	7	33	6	24	6	21
TOTAL NOT WELL REPRESENTED	31	21	71	18	55	19	48
Don't know	9	2	2	2	3	2	2

Your sexuality

Very well represented	33	48	0	47	19	49	20
Fairly well represented	35	52	0	43	32	35	41
TOTAL WELL REPRESENTED	68	100	0	90	51	84	61
Not very well represented	13	0	67	6	28	9	20
Not well represented at all	7	0	33	2	16	3	12
TOTAL NOT WELL REPRESENTED	20	0	100	8	44	12	32
Don't know	12	0	0	3	5	3	6

Your social class

Very well represented	13	18	2	24	0	24	4
Fairly well represented	40	51	19	76	0	52	34
TOTAL WELL REPRESENTED	53	69	21	100	0	76	38
Not very well represented	23	19	46	0	70	15	38
Not well represented at all	10	6	27	0	30	4	18
TOTAL NOT WELL REPRESENTED	33	25	73	0	100	19	56
Don't know	14	6	6	0	0	5	6

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	Total	Sexuality representation		Class representation		Age representation	
		Well represented	Not well represented	Well represented	Not well represented	Well represented	Not well represented
Weighted Sample	2357	1602	470	1245	785	1138	957
Unweighted Sample	2357	1629	458	1279	774	1158	959
	%	%	%	%	%	%	%

Your age

Very well represented	11	15	4	18	3	23	0
Fairly well represented	37	45	26	51	25	77	0
TOTAL WELL REPRESENTED	48	60	30	69	28	100	0
Not very well represented	28	28	37	24	41	0	68
Not well represented at all	13	9	28	5	27	0	32
TOTAL NOT WELL REPRESENTED	41	37	65	29	68	0	100
Don't know	11	3	5	2	4	0	0

Total number of demographics that people do NOT feel well represented in

0 out of 5	39	47	0	57	0	65	0
1 out of 5	21	26	6	27	12	19	24
2 out of 5	17	17	17	11	27	10	26
3 out of 5	10	8	21	4	22	4	19
4 out of 5	6	2	22	0	17	1	13
5 out of 5	7	0	34	0	21	0	17

When it comes to making sure that different social groups are represented in advertising, do you think that adverts have gone too far, have reached about the right balance, or still need to go further?

Have gone too far	41	35	67	34	54	32	53
Have reached about the right balance	29	37	10	42	16	42	18
Still need to go further	16	16	19	14	21	15	18
Don't know	15	12	4	10	9	10	11

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