

YouGov Survey Results

Sample Size: 2167 GB Adults
Fieldwork: 5th - 6th May 2026

	Vote in 2024 GE					EU Ref 2016		Gender		Age				Socio-economic classification (NS-SEC)			Country			Region in England					
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	Higher	Intermediate	Routine	England	Wales	Scotland	North	Midlands	London	Rest of South	
Weighted Sample	2167	390	557	199	234	138	761	774	1049	1118	227	895	535	509	735	485	648	1874	104	189	514	355	262	743	
Unweighted Sample	2167	350	578	203	243	136	829	762	964	1203	187	853	565	562	797	518	550	1830	133	204	519	357	214	740	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you have a favourable or unfavourable opinion of David Attenborough?

Very favourable	63	64	69	73	51	64	70	61	62	63	59	63	63	64	66	62	61	63	58	66	62	60	63	65
Somewhat favourable	24	27	20	21	30	28	22	27	23	24	17	22	28	26	22	26	24	23	27	24	24	24	20	24
TOTAL FAVOURABLE	87	91	89	94	81	92	92	88	85	87	76	85	91	90	88	88	85	86	85	90	86	84	83	89
Somewhat unfavourable	3	5	3	1	7	1	2	5	5	2	2	3	3	5	3	3	5	4	6	1	3	4	3	4
Very unfavourable	3	2	5	3	6	3	3	3	4	3	7	4	3	2	3	3	3	4	4	3	4	3	3	4
TOTAL UNFAVOURABLE	6	7	8	4	13	4	5	8	9	5	9	7	6	7	6	6	8	8	10	4	7	7	6	8
Don't know	7	3	4	2	6	4	3	4	6	7	15	8	3	3	6	6	7	7	5	6	7	9	11	4
NET FAVOURABILITY	81	84	81	90	68	88	87	80	76	82	67	78	85	83	82	82	77	78	75	86	79	77	77	81

*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.