

YouGov Survey Results

Sample Size: 2061 GB Adults

Fieldwork: 21st - 22nd January 2026

2020

	Vote in 2024 GE					EU Ref 2016		Gender		Age				Social Grade		Country			Region in England				
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	2061	371	530	190	223	125	723	736	998	1063	216	851	509	484	1173	883	1783	99	179	488	338	249	707
Unweighted Sample	2061	308	574	207	234	127	770	745	876	1185	182	833	519	527	1238	819	1773	123	165	527	320	206	720
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

David Beckham

Very favourable	10	15	7	8	13	7	9	11	10	10	4	12	8	9	10	9	10	9	5	9	9	13	11
Somewhat favourable	27	31	27	30	24	25	26	29	27	26	26	28	25	27	29	24	28	17	23	28	30	27	26
TOTAL FAVOURABLE	37	46	34	38	37	32	35	40	37	36	30	40	33	36	39	33	38	26	28	37	39	40	37
Neither favourable nor unfavourable	36	33	35	37	30	36	37	33	34	38	40	35	37	36	35	39	35	38	42	34	40	36	34
Somewhat unfavourable	13	12	14	12	14	19	15	12	13	13	13	12	14	12	12	12	12	15	13	14	9	12	13
Very unfavourable	8	7	8	8	13	6	8	11	10	6	1	6	11	12	6	11	8	13	8	10	8	6	7
TOTAL UNFAVOURABLE	21	19	22	20	27	25	23	23	23	19	14	18	25	24	18	23	20	28	21	24	17	18	20
Don't know	6	2	7	4	3	6	5	4	5	6	13	6	4	3	6	5	5	7	7	4	3	6	7
I have not heard of this person	1	0	0	0	2	2	1	1	1	1	2	1	1	1	1	1	1	1	1	1	1	0	1

Victoria Beckham

Very favourable	4	5	3	1	4	3	4	3	2	5	2	5	3	2	3	4	4	5	2	3	4	5	4
Somewhat favourable	14	17	14	12	15	13	14	16	10	17	9	17	11	13	15	12	14	12	13	14	16	14	13
TOTAL FAVOURABLE	18	22	17	13	19	16	18	19	12	22	11	22	14	15	18	16	18	17	15	17	20	19	17
Neither favourable nor unfavourable	41	41	39	41	37	46	41	39	43	40	39	42	43	39	40	43	42	40	41	41	44	44	40
Somewhat unfavourable	18	18	21	26	14	22	21	17	18	19	17	17	18	21	19	17	18	20	16	17	17	16	21
Very unfavourable	15	16	14	15	23	9	14	19	17	12	4	12	19	20	13	17	14	15	17	18	13	13	13
TOTAL UNFAVOURABLE	33	34	35	41	37	31	35	36	35	31	21	29	37	41	32	34	32	35	33	35	30	29	34
Don't know	6	3	7	5	3	5	6	4	6	6	14	6	5	4	7	5	6	7	8	5	4	6	7
I have not heard of this person	2	0	1	0	2	2	1	1	3	1	15	1	1	1	3	2	2	1	3	2	3	1	3

Brooklyn Peltz Beckham

Very favourable	1	0	2	1	1	0	1	0	1	1	1	2	1	0	1	1	1	1	1	1	2	1	1
Somewhat favourable	5	4	5	5	3	5	6	3	3	7	8	7	3	3	6	5	5	5	10	4	4	5	6
TOTAL FAVOURABLE	6	4	7	6	4	5	7	3	4	8	9	9	4	3	7	6	6	6	11	5	6	6	7
Neither favourable nor unfavourable	38	35	41	37	35	41	40	37	34	42	28	41	40	35	36	41	38	42	34	39	44	37	35
Somewhat unfavourable	15	18	17	19	13	18	16	17	14	17	13	15	16	17	16	14	15	16	14	15	14	17	16
Very unfavourable	16	24	13	12	23	8	14	23	16	16	3	12	18	26	14	18	16	15	17	19	17	13	14
TOTAL UNFAVOURABLE	31	42	30	31	36	26	30	40	30	33	16	27	34	43	30	32	31	31	31	34	31	30	30
Don't know	13	11	12	15	10	19	14	11	15	12	14	13	13	13	14	12	13	15	12	11	9	15	16
I have not heard of this person	12	6	9	11	15	8	9	9	18	6	33	10	10	6	13	10	12	7	13	11	10	11	13

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Nicola Peltz Beckham

Very favourable	1	1	2	1	1	1	1	1	1	1	3	1	1	1	1	2	1	2	2	1	2	2	1
Somewhat favourable	3	4	3	3	1	3	3	2	3	4	5	4	2	3	3	4	3	2	4	3	3	2	4
TOTAL FAVOURABLE	4	5	5	4	2	4	4	3	4	5	8	5	3	4	4	6	4	4	6	4	5	4	5
Neither favourable nor unfavourable	33	29	35	33	36	39	35	33	28	38	23	35	37	31	33	34	33	37	28	34	34	34	32
Somewhat unfavourable	10	13	13	11	6	10	12	10	8	13	8	11	9	12	11	10	10	12	14	10	11	12	9
Very unfavourable	12	20	10	12	16	6	12	17	11	14	3	11	13	20	12	13	12	13	13	14	15	9	11
TOTAL UNFAVOURABLE	22	33	23	23	22	16	24	27	19	27	11	22	22	32	23	23	22	25	27	24	26	21	20
Don't know	15	16	15	17	10	19	17	15	16	15	13	14	16	18	16	15	15	17	14	15	10	20	17
I have not heard of this person	24	17	22	23	31	22	19	22	34	15	46	24	23	16	25	23	24	16	25	24	24	21	26

*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.