

# YouGov Survey Results

Sample Size: 2147 Adults in GB  
Fieldwork: 4th - 5th March 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	
<b>Weighted Sample</b>	<b>2147</b>	<b>386</b>	<b>552</b>	<b>198</b>	<b>232</b>	<b>754</b>	<b>766</b>	<b>1039</b>	<b>1108</b>	<b>225</b>	<b>887</b>	<b>530</b>	<b>505</b>	<b>1224</b>	<b>923</b>	<b>1857</b>	<b>103</b>	<b>187</b>	<b>509</b>	<b>352</b>	<b>260</b>	<b>736</b>	
<b>Unweighted Sample</b>	<b>2147</b>	<b>400</b>	<b>615</b>	<b>224</b>	<b>257</b>	<b>882</b>	<b>823</b>	<b>970</b>	<b>1177</b>	<b>115</b>	<b>782</b>	<b>579</b>	<b>671</b>	<b>1336</b>	<b>811</b>	<b>1852</b>	<b>109</b>	<b>186</b>	<b>513</b>	<b>361</b>	<b>208</b>	<b>770</b>	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	16 - 17 Feb	4 - 5 Mar																					
<b>Do you have a favourable or unfavourable opinion of the following?</b>																							
<b>Labour Party</b>																							
Very favourable	4	6	1	17	4	1	10	2	7	5	10	6	8	3	8	4	6	10	3	7	7	4	6
Somewhat favourable	25	26	5	54	43	6	39	12	27	24	38	31	20	16	30	20	26	22	26	27	21	32	25
<b>TOTAL FAVOURABLE</b>	<b>29</b>	<b>32</b>	<b>6</b>	<b>71</b>	<b>47</b>	<b>7</b>	<b>49</b>	<b>14</b>	<b>34</b>	<b>29</b>	<b>48</b>	<b>37</b>	<b>28</b>	<b>19</b>	<b>38</b>	<b>24</b>	<b>32</b>	<b>32</b>	<b>29</b>	<b>34</b>	<b>28</b>	<b>36</b>	<b>31</b>
Somewhat unfavourable	22	23	27	16	30	15	23	21	21	24	22	24	23	19	23	22	22	20	28	24	21	24	20
Very unfavourable	42	37	63	10	19	75	23	59	40	34	13	27	43	58	32	43	37	36	35	36	42	28	39
<b>TOTAL UNFAVOURABLE</b>	<b>64</b>	<b>60</b>	<b>90</b>	<b>26</b>	<b>49</b>	<b>90</b>	<b>46</b>	<b>80</b>	<b>61</b>	<b>58</b>	<b>35</b>	<b>51</b>	<b>66</b>	<b>77</b>	<b>55</b>	<b>65</b>	<b>59</b>	<b>56</b>	<b>63</b>	<b>60</b>	<b>63</b>	<b>52</b>	<b>59</b>
Don't know	8	9	4	3	4	3	5	6	5	12	18	11	5	3	7	11	9	12	8	6	9	12	9
<b>NET FAVOURABILITY</b>	<b>-35</b>	<b>-28</b>	<b>-84</b>	<b>45</b>	<b>-2</b>	<b>-83</b>	<b>3</b>	<b>-66</b>	<b>-27</b>	<b>-29</b>	<b>13</b>	<b>-14</b>	<b>-38</b>	<b>-58</b>	<b>-17</b>	<b>-41</b>	<b>-27</b>	<b>-24</b>	<b>-34</b>	<b>-26</b>	<b>-35</b>	<b>-16</b>	<b>-28</b>
<b>Conservative Party</b>																							
Very favourable	4	5	23	0	2	2	5	8	6	5	6	2	3	12	4	6	5	6	2	5	6	2	6
Somewhat favourable	20	19	54	5	15	24	14	29	18	20	10	14	23	29	20	18	21	12	10	17	24	19	22
<b>TOTAL FAVOURABLE</b>	<b>24</b>	<b>24</b>	<b>77</b>	<b>5</b>	<b>17</b>	<b>26</b>	<b>19</b>	<b>37</b>	<b>24</b>	<b>25</b>	<b>16</b>	<b>16</b>	<b>26</b>	<b>41</b>	<b>24</b>	<b>24</b>	<b>26</b>	<b>18</b>	<b>12</b>	<b>22</b>	<b>30</b>	<b>21</b>	<b>28</b>
Somewhat unfavourable	23	23	16	26	26	35	24	25	25	21	14	25	23	24	24	21	23	16	23	20	22	30	24
Very unfavourable	45	45	3	67	53	35	54	32	47	43	54	50	44	31	45	44	43	52	58	52	38	40	40
<b>TOTAL UNFAVOURABLE</b>	<b>68</b>	<b>68</b>	<b>19</b>	<b>93</b>	<b>79</b>	<b>70</b>	<b>78</b>	<b>57</b>	<b>72</b>	<b>64</b>	<b>68</b>	<b>75</b>	<b>67</b>	<b>55</b>	<b>69</b>	<b>65</b>	<b>66</b>	<b>68</b>	<b>81</b>	<b>72</b>	<b>60</b>	<b>70</b>	<b>64</b>
Don't know	9	8	5	2	5	4	4	6	5	11	15	10	7	4	6	11	8	14	7	6	10	9	8
<b>NET FAVOURABILITY</b>	<b>-44</b>	<b>-44</b>	<b>58</b>	<b>-88</b>	<b>-62</b>	<b>-44</b>	<b>-59</b>	<b>-20</b>	<b>-48</b>	<b>-39</b>	<b>-52</b>	<b>-59</b>	<b>-41</b>	<b>-14</b>	<b>-45</b>	<b>-41</b>	<b>-40</b>	<b>-50</b>	<b>-69</b>	<b>-50</b>	<b>-30</b>	<b>-49</b>	<b>-36</b>
<b>Reform UK</b>																							
Very favourable	16	11	10	2	1	57	3	23	13	8	4	9	13	15	9	13	12	7	4	12	13	7	12
Somewhat favourable	16	17	32	8	8	36	6	30	18	16	9	13	20	25	14	21	17	20	17	16	20	13	17
<b>TOTAL FAVOURABLE</b>	<b>32</b>	<b>28</b>	<b>42</b>	<b>10</b>	<b>9</b>	<b>93</b>	<b>9</b>	<b>53</b>	<b>31</b>	<b>24</b>	<b>13</b>	<b>22</b>	<b>33</b>	<b>40</b>	<b>23</b>	<b>34</b>	<b>29</b>	<b>27</b>	<b>21</b>	<b>28</b>	<b>33</b>	<b>20</b>	<b>29</b>
Somewhat unfavourable	13	13	21	10	15	3	10	15	12	13	12	12	11	15	13	12	13	8	10	13	11	12	15
Very unfavourable	43	48	29	74	75	3	75	21	49	47	59	52	46	38	55	39	47	49	57	48	44	54	45
<b>TOTAL UNFAVOURABLE</b>	<b>56</b>	<b>61</b>	<b>50</b>	<b>84</b>	<b>90</b>	<b>6</b>	<b>85</b>	<b>36</b>	<b>61</b>	<b>60</b>	<b>71</b>	<b>64</b>	<b>57</b>	<b>53</b>	<b>68</b>	<b>51</b>	<b>60</b>	<b>57</b>	<b>67</b>	<b>61</b>	<b>55</b>	<b>66</b>	<b>60</b>
Don't know	13	12	8	6	2	1	7	11	7	16	16	14	10	8	9	15	11	16	13	11	12	13	11
<b>NET FAVOURABILITY</b>	<b>-24</b>	<b>-33</b>	<b>-8</b>	<b>-74</b>	<b>-81</b>	<b>87</b>	<b>-76</b>	<b>17</b>	<b>-30</b>	<b>-36</b>	<b>-58</b>	<b>-42</b>	<b>-24</b>	<b>-13</b>	<b>-45</b>	<b>-17</b>	<b>-31</b>	<b>-30</b>	<b>-46</b>	<b>-33</b>	<b>-22</b>	<b>-46</b>	<b>-31</b>
<b>Liberal Democrats</b>																							
Very favourable	4	4	1	5	20	1	5	2	5	4	10	4	4	3	5	3	4	1	4	3	4	2	6
Somewhat favourable	30	33	22	53	64	10	51	19	33	33	37	34	32	30	39	25	34	24	28	35	29	35	35
<b>TOTAL FAVOURABLE</b>	<b>34</b>	<b>37</b>	<b>23</b>	<b>58</b>	<b>84</b>	<b>11</b>	<b>56</b>	<b>21</b>	<b>38</b>	<b>37</b>	<b>47</b>	<b>38</b>	<b>36</b>	<b>33</b>	<b>44</b>	<b>28</b>	<b>38</b>	<b>25</b>	<b>32</b>	<b>38</b>	<b>33</b>	<b>37</b>	<b>41</b>
Somewhat unfavourable	25	24	35	19	8	26	20	31	24	23	13	23	25	30	23	24	23	24	29	24	28	18	22
Very unfavourable	20	21	30	8	2	49	11	33	25	17	10	17	25	28	18	25	20	23	23	19	22	20	20
<b>TOTAL UNFAVOURABLE</b>	<b>45</b>	<b>45</b>	<b>65</b>	<b>27</b>	<b>10</b>	<b>75</b>	<b>31</b>	<b>64</b>	<b>49</b>	<b>40</b>	<b>23</b>	<b>40</b>	<b>50</b>	<b>58</b>	<b>41</b>	<b>49</b>	<b>43</b>	<b>47</b>	<b>52</b>	<b>43</b>	<b>50</b>	<b>38</b>	<b>42</b>
Don't know	21	18	12	16	7	15	12	15	13	23	30	23	14	10	15	22	18	27	16	18	17	24	17
<b>NET FAVOURABILITY</b>	<b>-11</b>	<b>-8</b>	<b>-42</b>	<b>31</b>	<b>74</b>	<b>-64</b>	<b>25</b>	<b>-43</b>	<b>-11</b>	<b>-3</b>	<b>24</b>	<b>-2</b>	<b>-14</b>	<b>-25</b>	<b>3</b>	<b>-21</b>	<b>-5</b>	<b>-22</b>	<b>-20</b>	<b>-5</b>	<b>-17</b>	<b>-1</b>	<b>-1</b>

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<b>Weighted Sample</b>	<b>2147</b>	<b>386</b>	<b>552</b>	<b>198</b>	<b>232</b>	<b>754</b>	<b>766</b>	<b>1039</b>	<b>1108</b>	<b>225</b>	<b>887</b>	<b>530</b>	<b>505</b>	<b>1224</b>	<b>923</b>	<b>1857</b>	<b>103</b>	<b>187</b>	<b>509</b>	<b>352</b>	<b>260</b>	<b>736</b>	
<b>Unweighted Sample</b>	<b>2147</b>	<b>400</b>	<b>615</b>	<b>224</b>	<b>257</b>	<b>882</b>	<b>823</b>	<b>970</b>	<b>1177</b>	<b>115</b>	<b>782</b>	<b>579</b>	<b>671</b>	<b>1336</b>	<b>811</b>	<b>1852</b>	<b>109</b>	<b>186</b>	<b>513</b>	<b>361</b>	<b>208</b>	<b>770</b>	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
<b>Green Party</b>																							
Very favourable	8	9	2	11	14	0	13	2	9	9	19	9	8	4	12	5	9	8	6	9	8	9	10
Somewhat favourable	33	31	11	50	49	13	44	20	29	34	34	35	30	25	34	27	31	36	27	33	29	35	30
<b>TOTAL FAVOURABLE</b>	<b>41</b>	<b>40</b>	<b>13</b>	<b>61</b>	<b>63</b>	<b>13</b>	<b>57</b>	<b>22</b>	<b>38</b>	<b>43</b>	<b>53</b>	<b>44</b>	<b>38</b>	<b>29</b>	<b>46</b>	<b>32</b>	<b>40</b>	<b>44</b>	<b>33</b>	<b>42</b>	<b>37</b>	<b>44</b>	<b>40</b>
Somewhat unfavourable	19	20	32	18	16	25	17	25	21	19	15	18	21	26	20	20	20	14	23	21	23	16	19
Very unfavourable	19	21	37	9	7	49	13	34	27	15	10	16	25	31	19	24	20	19	28	18	23	17	22
<b>TOTAL UNFAVOURABLE</b>	<b>38</b>	<b>41</b>	<b>69</b>	<b>27</b>	<b>23</b>	<b>74</b>	<b>30</b>	<b>59</b>	<b>48</b>	<b>34</b>	<b>25</b>	<b>34</b>	<b>46</b>	<b>57</b>	<b>39</b>	<b>44</b>	<b>40</b>	<b>33</b>	<b>51</b>	<b>39</b>	<b>46</b>	<b>33</b>	<b>41</b>
Don't know	20	19	18	13	14	13	14	19	14	23	22	22	16	14	15	24	19	24	16	18	17	23	19
<b>NET FAVOURABILITY</b>	<b>3</b>	<b>-1</b>	<b>-56</b>	<b>34</b>	<b>40</b>	<b>-61</b>	<b>27</b>	<b>-37</b>	<b>-10</b>	<b>9</b>	<b>28</b>	<b>10</b>	<b>-8</b>	<b>-28</b>	<b>7</b>	<b>-12</b>	<b>0</b>	<b>11</b>	<b>-18</b>	<b>3</b>	<b>-9</b>	<b>11</b>	<b>-1</b>
<b>Keir Starmer</b>																							
Very favourable	4	6	2	15	7	1	10	3	8	5	8	7	8	4	8	4	6	8	6	5	9	5	6
Somewhat favourable	22	25	10	49	44	7	39	13	28	23	33	29	21	19	29	21	26	21	23	27	23	30	25
<b>TOTAL FAVOURABLE</b>	<b>26</b>	<b>31</b>	<b>12</b>	<b>64</b>	<b>51</b>	<b>8</b>	<b>49</b>	<b>16</b>	<b>36</b>	<b>28</b>	<b>41</b>	<b>36</b>	<b>29</b>	<b>23</b>	<b>37</b>	<b>25</b>	<b>32</b>	<b>29</b>	<b>29</b>	<b>32</b>	<b>32</b>	<b>35</b>	<b>31</b>
Somewhat unfavourable	22	23	31	17	28	14	23	22	22	25	22	24	24	23	25	22	24	18	24	23	22	25	24
Very unfavourable	44	36	52	14	17	76	23	57	38	35	16	29	43	52	31	44	36	38	40	36	39	30	36
<b>TOTAL UNFAVOURABLE</b>	<b>66</b>	<b>59</b>	<b>83</b>	<b>31</b>	<b>45</b>	<b>90</b>	<b>46</b>	<b>79</b>	<b>60</b>	<b>60</b>	<b>38</b>	<b>53</b>	<b>67</b>	<b>75</b>	<b>56</b>	<b>66</b>	<b>60</b>	<b>56</b>	<b>64</b>	<b>59</b>	<b>61</b>	<b>55</b>	<b>60</b>
Don't know	9	9	5	5	5	3	5	5	5	12	21	12	5	2	8	10	9	15	7	9	8	11	8
<b>NET FAVOURABILITY</b>	<b>-40</b>	<b>-28</b>	<b>-71</b>	<b>33</b>	<b>6</b>	<b>-82</b>	<b>3</b>	<b>-63</b>	<b>-24</b>	<b>-32</b>	<b>3</b>	<b>-17</b>	<b>-38</b>	<b>-52</b>	<b>-19</b>	<b>-41</b>	<b>-28</b>	<b>-27</b>	<b>-35</b>	<b>-27</b>	<b>-29</b>	<b>-20</b>	<b>-29</b>
<b>Kemi Badenoch</b>																							
Very favourable	2	2	9	0	2	3	2	3	2	2	2	1	3	4	2	3	2	3	1	2	4	1	2
Somewhat favourable	15	17	47	7	12	22	12	26	18	15	6	10	20	30	17	16	18	10	9	15	18	19	19
<b>TOTAL FAVOURABLE</b>	<b>17</b>	<b>19</b>	<b>56</b>	<b>7</b>	<b>14</b>	<b>25</b>	<b>14</b>	<b>29</b>	<b>20</b>	<b>17</b>	<b>8</b>	<b>11</b>	<b>23</b>	<b>34</b>	<b>19</b>	<b>19</b>	<b>20</b>	<b>13</b>	<b>10</b>	<b>17</b>	<b>22</b>	<b>20</b>	<b>21</b>
Somewhat unfavourable	19	19	17	18	21	30	19	22	21	18	20	16	18	26	21	17	19	15	21	17	19	17	21
Very unfavourable	32	30	8	49	37	18	41	20	37	23	34	32	34	22	33	27	29	30	41	31	28	35	26
<b>TOTAL UNFAVOURABLE</b>	<b>51</b>	<b>49</b>	<b>25</b>	<b>67</b>	<b>58</b>	<b>48</b>	<b>60</b>	<b>42</b>	<b>58</b>	<b>41</b>	<b>54</b>	<b>48</b>	<b>52</b>	<b>48</b>	<b>54</b>	<b>44</b>	<b>48</b>	<b>45</b>	<b>62</b>	<b>48</b>	<b>47</b>	<b>52</b>	<b>47</b>
Don't know	31	32	20	26	27	27	25	29	21	42	36	42	26	18	28	37	31	43	28	34	31	28	31
<b>NET FAVOURABILITY</b>	<b>-34</b>	<b>-30</b>	<b>31</b>	<b>-60</b>	<b>-44</b>	<b>-23</b>	<b>-46</b>	<b>-13</b>	<b>-38</b>	<b>-24</b>	<b>-46</b>	<b>-37</b>	<b>-29</b>	<b>-14</b>	<b>-35</b>	<b>-25</b>	<b>-28</b>	<b>-32</b>	<b>-52</b>	<b>-31</b>	<b>-25</b>	<b>-32</b>	<b>-26</b>
<b>Nigel Farage</b>																							
Very favourable	13	10	9	2	1	51	2	21	12	8	4	7	11	15	8	12	10	6	5	10	13	8	10
Somewhat favourable	17	16	30	7	6	35	6	29	18	15	7	12	19	26	15	18	17	13	14	17	16	13	18
<b>TOTAL FAVOURABLE</b>	<b>30</b>	<b>26</b>	<b>39</b>	<b>9</b>	<b>7</b>	<b>86</b>	<b>8</b>	<b>50</b>	<b>30</b>	<b>23</b>	<b>11</b>	<b>19</b>	<b>30</b>	<b>41</b>	<b>23</b>	<b>30</b>	<b>27</b>	<b>19</b>	<b>19</b>	<b>27</b>	<b>29</b>	<b>21</b>	<b>28</b>
Somewhat unfavourable	14	16	25	12	16	8	13	20	15	17	12	16	15	19	16	16	16	10	16	16	19	15	16
Very unfavourable	46	49	29	76	72	4	74	24	49	49	62	54	48	35	56	40	48	53	59	48	42	54	49
<b>TOTAL UNFAVOURABLE</b>	<b>60</b>	<b>65</b>	<b>54</b>	<b>88</b>	<b>88</b>	<b>12</b>	<b>87</b>	<b>44</b>	<b>64</b>	<b>66</b>	<b>74</b>	<b>70</b>	<b>63</b>	<b>54</b>	<b>72</b>	<b>56</b>	<b>64</b>	<b>63</b>	<b>75</b>	<b>64</b>	<b>61</b>	<b>69</b>	<b>65</b>
Don't know	10	9	7	3	5	3	5	6	6	12	15	11	7	5	6	13	9	17	6	9	10	11	8
<b>NET FAVOURABILITY</b>	<b>-30</b>	<b>-39</b>	<b>-15</b>	<b>-79</b>	<b>-81</b>	<b>74</b>	<b>-79</b>	<b>6</b>	<b>-34</b>	<b>-43</b>	<b>-63</b>	<b>-51</b>	<b>-33</b>	<b>-13</b>	<b>-49</b>	<b>-26</b>	<b>-37</b>	<b>-44</b>	<b>-56</b>	<b>-37</b>	<b>-32</b>	<b>-48</b>	<b>-37</b>

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Fieldwork: 4th - 5th March 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	
<b>Weighted Sample</b>	<b>2147</b>	<b>386</b>	<b>552</b>	<b>198</b>	<b>232</b>	<b>754</b>	<b>766</b>	<b>1039</b>	<b>1108</b>	<b>225</b>	<b>887</b>	<b>530</b>	<b>505</b>	<b>1224</b>	<b>923</b>	<b>1857</b>	<b>103</b>	<b>187</b>	<b>509</b>	<b>352</b>	<b>260</b>	<b>736</b>	
<b>Unweighted Sample</b>	<b>2147</b>	<b>400</b>	<b>615</b>	<b>224</b>	<b>257</b>	<b>882</b>	<b>823</b>	<b>970</b>	<b>1177</b>	<b>115</b>	<b>782</b>	<b>579</b>	<b>671</b>	<b>1336</b>	<b>811</b>	<b>1852</b>	<b>109</b>	<b>186</b>	<b>513</b>	<b>361</b>	<b>208</b>	<b>770</b>	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
<b>Ed Davey</b>																							
Very favourable	4	3	2	5	13	0	4	2	4	3	7	3	4	2	4	3	4	1	3	3	5	2	4
Somewhat favourable	23	22	18	39	41	10	34	14	24	21	22	19	24	27	26	18	22	22	25	22	22	22	23
<b>TOTAL FAVOURABLE</b>	<b>27</b>	<b>25</b>	<b>20</b>	<b>44</b>	<b>54</b>	<b>10</b>	<b>38</b>	<b>16</b>	<b>28</b>	<b>24</b>	<b>29</b>	<b>22</b>	<b>28</b>	<b>29</b>	<b>30</b>	<b>21</b>	<b>26</b>	<b>23</b>	<b>28</b>	<b>25</b>	<b>27</b>	<b>24</b>	<b>27</b>
Somewhat unfavourable	15	15	24	13	9	20	14	20	17	12	6	11	18	22	15	14	15	8	15	15	16	15	14
Very unfavourable	17	16	27	6	2	36	11	26	21	12	6	11	20	26	14	19	16	21	18	14	16	15	17
<b>TOTAL UNFAVOURABLE</b>	<b>32</b>	<b>31</b>	<b>51</b>	<b>19</b>	<b>11</b>	<b>56</b>	<b>25</b>	<b>46</b>	<b>38</b>	<b>24</b>	<b>12</b>	<b>22</b>	<b>38</b>	<b>48</b>	<b>29</b>	<b>33</b>	<b>31</b>	<b>29</b>	<b>33</b>	<b>29</b>	<b>32</b>	<b>30</b>	<b>31</b>
Don't know	41	43	30	37	35	34	37	38	33	53	58	56	34	24	41	46	43	49	39	46	41	45	42
<b>NET FAVOURABILITY</b>	<b>-5</b>	<b>-6</b>	<b>-31</b>	<b>25</b>	<b>43</b>	<b>-46</b>	<b>13</b>	<b>-30</b>	<b>-10</b>	<b>0</b>	<b>17</b>	<b>0</b>	<b>-10</b>	<b>-19</b>	<b>1</b>	<b>-12</b>	<b>-5</b>	<b>-6</b>	<b>-5</b>	<b>-4</b>	<b>-5</b>	<b>-6</b>	<b>-4</b>
<b>Carla Denyer</b>																							
Very favourable	1	1	0	2	2	1	2	1	2	1	4	1	2	1	2	1	2	0	0	2	2	3	1
Somewhat favourable	6	6	3	11	11	0	8	3	6	6	11	6	5	6	7	5	6	4	4	5	6	9	6
<b>TOTAL FAVOURABLE</b>	<b>7</b>	<b>7</b>	<b>3</b>	<b>13</b>	<b>13</b>	<b>1</b>	<b>10</b>	<b>4</b>	<b>8</b>	<b>7</b>	<b>15</b>	<b>7</b>	<b>7</b>	<b>7</b>	<b>9</b>	<b>6</b>	<b>8</b>	<b>4</b>	<b>4</b>	<b>7</b>	<b>8</b>	<b>12</b>	<b>7</b>
Somewhat unfavourable	5	7	7	7	5	12	6	7	8	5	9	5	7	8	6	7	6	6	10	5	8	7	6
Very unfavourable	8	8	9	4	4	14	6	11	10	7	3	6	11	12	7	11	8	12	12	8	9	6	8
<b>TOTAL UNFAVOURABLE</b>	<b>13</b>	<b>15</b>	<b>16</b>	<b>11</b>	<b>9</b>	<b>26</b>	<b>12</b>	<b>18</b>	<b>18</b>	<b>12</b>	<b>12</b>	<b>11</b>	<b>18</b>	<b>20</b>	<b>13</b>	<b>18</b>	<b>14</b>	<b>18</b>	<b>22</b>	<b>13</b>	<b>17</b>	<b>13</b>	<b>14</b>
Don't know	80	78	82	76	79	72	78	79	74	81	74	82	76	74	78	77	78	78	74	80	75	76	79
<b>NET FAVOURABILITY</b>	<b>-6</b>	<b>-8</b>	<b>-13</b>	<b>2</b>	<b>4</b>	<b>-25</b>	<b>-2</b>	<b>-14</b>	<b>-10</b>	<b>-5</b>	<b>3</b>	<b>-4</b>	<b>-11</b>	<b>-13</b>	<b>-4</b>	<b>-12</b>	<b>-6</b>	<b>-14</b>	<b>-18</b>	<b>-6</b>	<b>-9</b>	<b>-1</b>	<b>-7</b>
<b>Adrian Ramsay</b>																							
Very favourable	1	1	0	1	0	0	1	0	1	1	2	1	1	0	1	1	1	0	0	1	0	1	1
Somewhat favourable	3	4	2	6	4	2	4	2	4	3	7	3	3	3	4	3	4	2	4	2	4	7	3
<b>TOTAL FAVOURABLE</b>	<b>4</b>	<b>5</b>	<b>2</b>	<b>7</b>	<b>4</b>	<b>2</b>	<b>5</b>	<b>2</b>	<b>5</b>	<b>4</b>	<b>9</b>	<b>4</b>	<b>4</b>	<b>3</b>	<b>5</b>	<b>4</b>	<b>5</b>	<b>2</b>	<b>4</b>	<b>3</b>	<b>4</b>	<b>8</b>	<b>4</b>
Somewhat unfavourable	5	6	6	6	4	10	6	6	7	4	6	5	7	6	6	6	6	7	6	4	5	6	6
Very unfavourable	7	8	7	4	5	14	6	10	10	6	3	7	9	10	7	9	7	10	13	7	8	7	7
<b>TOTAL UNFAVOURABLE</b>	<b>12</b>	<b>14</b>	<b>13</b>	<b>10</b>	<b>9</b>	<b>24</b>	<b>12</b>	<b>16</b>	<b>17</b>	<b>10</b>	<b>9</b>	<b>12</b>	<b>16</b>	<b>16</b>	<b>13</b>	<b>15</b>	<b>13</b>	<b>17</b>	<b>19</b>	<b>11</b>	<b>13</b>	<b>13</b>	<b>13</b>
Don't know	84	82	85	84	87	74	83	82	78	86	81	84	80	81	83	81	83	81	77	85	83	79	83
<b>NET FAVOURABILITY</b>	<b>-8</b>	<b>-9</b>	<b>-11</b>	<b>-3</b>	<b>-5</b>	<b>-22</b>	<b>-7</b>	<b>-14</b>	<b>-12</b>	<b>-6</b>	<b>0</b>	<b>-8</b>	<b>-12</b>	<b>-13</b>	<b>-8</b>	<b>-11</b>	<b>-8</b>	<b>-15</b>	<b>-15</b>	<b>-8</b>	<b>-9</b>	<b>-5</b>	<b>-9</b>
<b>Angela Rayner</b>																							
Very favourable	5	5	1	12	8	1	9	2	6	4	5	5	6	4	6	4	5	4	4	5	5	5	6
Somewhat favourable	19	17	4	37	26	3	28	8	19	14	19	19	16	13	20	13	17	16	17	19	15	18	15
<b>TOTAL FAVOURABLE</b>	<b>24</b>	<b>22</b>	<b>5</b>	<b>49</b>	<b>34</b>	<b>4</b>	<b>37</b>	<b>10</b>	<b>25</b>	<b>18</b>	<b>24</b>	<b>24</b>	<b>22</b>	<b>17</b>	<b>26</b>	<b>17</b>	<b>22</b>	<b>20</b>	<b>21</b>	<b>24</b>	<b>20</b>	<b>23</b>	<b>21</b>
Somewhat unfavourable	16	17	17	16	24	15	19	16	17	16	12	17	19	17	17	17	16	13	24	20	14	15	16
Very unfavourable	34	33	61	11	18	66	23	52	36	29	11	22	39	55	30	36	33	31	28	31	38	26	35
<b>TOTAL UNFAVOURABLE</b>	<b>50</b>	<b>50</b>	<b>78</b>	<b>27</b>	<b>42</b>	<b>81</b>	<b>42</b>	<b>68</b>	<b>53</b>	<b>45</b>	<b>23</b>	<b>39</b>	<b>58</b>	<b>72</b>	<b>47</b>	<b>53</b>	<b>49</b>	<b>44</b>	<b>52</b>	<b>51</b>	<b>52</b>	<b>41</b>	<b>51</b>
Don't know	26	29	17	24	23	15	21	21	21	36	53	38	20	12	27	31	29	37	27	25	28	36	29
<b>NET FAVOURABILITY</b>	<b>-26</b>	<b>-28</b>	<b>-73</b>	<b>22</b>	<b>-8</b>	<b>-77</b>	<b>-5</b>	<b>-58</b>	<b>-28</b>	<b>-27</b>	<b>1</b>	<b>-15</b>	<b>-36</b>	<b>-55</b>	<b>-21</b>	<b>-36</b>	<b>-27</b>	<b>-24</b>	<b>-31</b>	<b>-27</b>	<b>-32</b>	<b>-18</b>	<b>-30</b>

Sample Size: 2147 Adults in GB  
Fieldwork: 4th - 5th March 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
<b>Weighted Sample</b>	<b>2147</b>	<b>386</b>	<b>552</b>	<b>198</b>	<b>232</b>	<b>754</b>	<b>766</b>	<b>1039</b>	<b>1108</b>	<b>225</b>	<b>887</b>	<b>530</b>	<b>505</b>	<b>1224</b>	<b>923</b>	<b>1857</b>	<b>103</b>	<b>187</b>	<b>509</b>	<b>352</b>	<b>260</b>	<b>736</b>
<b>Unweighted Sample</b>	<b>2147</b>	<b>400</b>	<b>615</b>	<b>224</b>	<b>257</b>	<b>882</b>	<b>823</b>	<b>970</b>	<b>1177</b>	<b>115</b>	<b>782</b>	<b>579</b>	<b>671</b>	<b>1336</b>	<b>811</b>	<b>1852</b>	<b>109</b>	<b>186</b>	<b>513</b>	<b>361</b>	<b>208</b>	<b>770</b>
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
<b>Rachel Reeves</b>																						
Very favourable	2	2	1	3	2	1	3	1	2	2	2	1	3	2	2	2	4	0	1	2	2	2
Somewhat favourable	13	15	5	34	25	3	25	8	18	13	16	18	15	10	17	12	15	15	16	16	14	18
<b>TOTAL FAVOURABLE</b>	<b>15</b>	<b>17</b>	<b>6</b>	<b>37</b>	<b>27</b>	<b>4</b>	<b>28</b>	<b>9</b>	<b>20</b>	<b>15</b>	<b>18</b>	<b>19</b>	<b>18</b>	<b>12</b>	<b>19</b>	<b>14</b>	<b>17</b>	<b>19</b>	<b>16</b>	<b>17</b>	<b>16</b>	<b>15</b>
Somewhat unfavourable	20	19	19	22	27	11	24	14	20	19	18	19	23	16	21	16	19	13	24	21	18	20
Very unfavourable	40	37	64	15	22	70	25	60	40	34	11	26	42	63	34	41	37	33	38	37	40	28
<b>TOTAL UNFAVOURABLE</b>	<b>60</b>	<b>56</b>	<b>83</b>	<b>37</b>	<b>49</b>	<b>81</b>	<b>49</b>	<b>74</b>	<b>60</b>	<b>53</b>	<b>29</b>	<b>45</b>	<b>65</b>	<b>79</b>	<b>55</b>	<b>57</b>	<b>56</b>	<b>46</b>	<b>62</b>	<b>58</b>	<b>58</b>	<b>48</b>
Don't know	25	27	11	26	24	15	22	18	21	33	53	36	17	10	26	29	27	34	22	24	25	33
<b>NET FAVOURABILITY</b>	<b>-45</b>	<b>-39</b>	<b>-77</b>	<b>0</b>	<b>-22</b>	<b>-77</b>	<b>-21</b>	<b>-65</b>	<b>-40</b>	<b>-38</b>	<b>-11</b>	<b>-26</b>	<b>-47</b>	<b>-67</b>	<b>-36</b>	<b>-43</b>	<b>-39</b>	<b>-27</b>	<b>-46</b>	<b>-41</b>	<b>-42</b>	<b>-28</b>
<b>Donald Trump</b>																						
Very favourable	9	5	5	3	0	15	3	7	6	4	4	6	4	5	5	6	5	2	4	6	5	5
Somewhat favourable	13	10	11	4	2	30	4	16	11	9	8	10	10	10	9	11	10	11	11	9	12	11
<b>TOTAL FAVOURABLE</b>	<b>22</b>	<b>15</b>	<b>16</b>	<b>7</b>	<b>2</b>	<b>45</b>	<b>7</b>	<b>23</b>	<b>17</b>	<b>13</b>	<b>12</b>	<b>16</b>	<b>14</b>	<b>15</b>	<b>14</b>	<b>17</b>	<b>15</b>	<b>13</b>	<b>15</b>	<b>15</b>	<b>17</b>	<b>13</b>
Somewhat unfavourable	13	10	16	7	6	18	6	13	10	9	11	9	10	10	9	11	10	8	11	8	10	11
Very unfavourable	60	70	65	86	89	35	85	60	69	71	66	69	72	73	74	65	70	71	71	71	69	67
<b>TOTAL UNFAVOURABLE</b>	<b>73</b>	<b>80</b>	<b>81</b>	<b>93</b>	<b>95</b>	<b>53</b>	<b>91</b>	<b>73</b>	<b>79</b>	<b>80</b>	<b>77</b>	<b>78</b>	<b>82</b>	<b>83</b>	<b>83</b>	<b>76</b>	<b>80</b>	<b>79</b>	<b>82</b>	<b>79</b>	<b>79</b>	<b>78</b>
Don't know	6	5	4	1	2	3	3	4	4	6	11	6	3	3	4	7	5	9	4	6	4	5
<b>NET FAVOURABILITY</b>	<b>-51</b>	<b>-65</b>	<b>-65</b>	<b>-86</b>	<b>-93</b>	<b>-8</b>	<b>-84</b>	<b>-50</b>	<b>-62</b>	<b>-67</b>	<b>-65</b>	<b>-62</b>	<b>-68</b>	<b>-68</b>	<b>-69</b>	<b>-59</b>	<b>-65</b>	<b>-66</b>	<b>-67</b>	<b>-64</b>	<b>-62</b>	<b>-69</b>
<b>Volodymyr Zelenskyy</b>																						
Very favourable	26	36	42	43	52	29	47	35	39	33	30	30	41	44	39	32	36	35	37	34	38	28
Somewhat favourable	38	35	39	40	37	33	36	37	35	35	28	36	34	36	37	33	36	29	29	39	31	37
<b>TOTAL FAVOURABLE</b>	<b>64</b>	<b>71</b>	<b>81</b>	<b>83</b>	<b>89</b>	<b>62</b>	<b>83</b>	<b>72</b>	<b>74</b>	<b>68</b>	<b>58</b>	<b>66</b>	<b>75</b>	<b>80</b>	<b>76</b>	<b>65</b>	<b>72</b>	<b>64</b>	<b>66</b>	<b>73</b>	<b>69</b>	<b>65</b>
Somewhat unfavourable	7	6	6	4	2	9	4	6	6	6	9	6	6	4	6	6	5	7	11	5	6	5
Very unfavourable	9	8	3	4	0	18	4	8	9	7	3	9	9	7	7	9	7	11	9	7	9	6
<b>TOTAL UNFAVOURABLE</b>	<b>16</b>	<b>14</b>	<b>9</b>	<b>8</b>	<b>2</b>	<b>27</b>	<b>8</b>	<b>14</b>	<b>15</b>	<b>13</b>	<b>12</b>	<b>15</b>	<b>15</b>	<b>11</b>	<b>13</b>	<b>15</b>	<b>12</b>	<b>18</b>	<b>20</b>	<b>12</b>	<b>15</b>	<b>11</b>
Don't know	20	15	11	9	8	11	9	14	11	20	31	19	10	8	12	20	15	18	14	14	16	20
<b>NET FAVOURABILITY</b>	<b>48</b>	<b>57</b>	<b>72</b>	<b>75</b>	<b>87</b>	<b>35</b>	<b>75</b>	<b>58</b>	<b>59</b>	<b>55</b>	<b>46</b>	<b>51</b>	<b>60</b>	<b>69</b>	<b>63</b>	<b>50</b>	<b>60</b>	<b>46</b>	<b>46</b>	<b>61</b>	<b>54</b>	<b>50</b>

\*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.