

YouGov Survey Results

Sample Size: 2081 Adults in GB
 Fieldwork: 16th - 17th 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	
Weighted Sample	2081	375	535	191	225	730	743	1007	1074	219	859	514	489	1186	895	1800	100	181	493	341	252	714	
Unweighted Sample	2081	350	598	202	250	861	821	877	1204	127	734	565	655	1322	759	1784	113	184	507	360	196	721	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	10 - 11 Mar '25	16 - 17 Mar '25																					
Do you have a favourable or unfavourable opinion of the following?																							
Labour Party																							
Very favourable	6	6	2	15	4	0	9	3	7	5	6	5	6	5	8	3	5	9	5	7	3	7	5
Somewhat favourable	25	26	3	51	37	2	43	9	28	25	41	31	22	15	30	21	25	31	31	26	20	35	24
TOTAL FAVOURABLE	31	32	5	66	41	2	52	12	35	30	47	36	28	20	38	24	30	40	36	33	23	42	29
Somewhat unfavourable	22	21	23	19	27	14	24	17	20	22	22	22	20	20	22	20	21	13	22	21	23	20	22
Very unfavourable	39	38	68	9	28	80	18	65	40	37	16	30	47	53	34	45	39	33	34	38	43	28	42
TOTAL UNFAVOURABLE	61	59	91	28	55	94	42	82	60	59	38	52	67	73	56	65	60	46	56	59	66	48	64
Don't know	8	9	4	6	5	4	5	5	6	12	15	11	6	6	7	12	9	14	8	8	11	10	7
NET FAVOURABILITY	-30	-27	-86	38	-14	-92	10	-70	-25	-29	9	-16	-39	-53	-18	-41	-30	-6	-20	-26	-43	-6	-35
Conservative Party																							
Very favourable	4	5	20	1	2	1	3	7	5	4	5	2	5	8	5	5	5	3	5	4	3	4	6
Somewhat favourable	21	20	58	3	17	22	12	32	19	20	12	12	23	32	21	18	21	16	12	18	24	17	22
TOTAL FAVOURABLE	25	25	78	4	19	23	15	39	24	24	17	14	28	40	26	23	26	19	17	22	27	21	28
Somewhat unfavourable	24	23	14	23	28	40	22	26	25	22	29	24	23	21	24	22	24	21	21	22	28	25	23
Very unfavourable	43	43	3	67	49	31	59	29	45	40	37	50	43	32	44	42	41	42	56	48	35	45	38
TOTAL UNFAVOURABLE	67	66	17	90	77	71	81	55	70	62	66	74	66	53	68	64	65	63	77	70	63	70	61
Don't know	8	10	4	5	4	5	4	6	6	13	16	11	6	7	6	14	10	18	6	8	9	10	11
NET FAVOURABILITY	-42	-41	61	-86	-58	-48	-66	-16	-46	-38	-49	-60	-38	-13	-42	-41	-39	-44	-60	-48	-36	-49	-33
Reform UK																							
Very favourable	11	10	9	2	3	48	3	20	13	7	1	7	14	15	7	14	10	11	8	11	12	7	9
Somewhat favourable	17	18	34	9	7	39	6	34	21	16	10	15	20	25	17	20	19	17	15	21	21	8	20
TOTAL FAVOURABLE	28	28	43	11	10	87	9	54	34	23	11	22	34	40	24	34	29	28	23	32	33	15	29
Somewhat unfavourable	12	12	21	8	14	9	9	16	11	14	16	11	14	12	13	12	13	10	9	11	16	12	13
Very unfavourable	47	47	27	74	69	3	76	21	47	47	55	52	44	38	54	37	46	44	56	47	40	57	46
TOTAL UNFAVOURABLE	59	59	48	82	83	12	85	37	58	61	71	63	58	50	67	49	59	54	65	58	56	69	59
Don't know	12	12	8	7	7	1	6	9	8	16	18	14	8	11	8	17	12	18	12	10	12	16	12
NET FAVOURABILITY	-31	-31	-5	-71	-73	75	-76	17	-24	-38	-60	-41	-24	-10	-43	-15	-30	-26	-42	-26	-23	-54	-30
Liberal Democrats																							
Very favourable	5	4	1	4	21	1	7	1	6	3	5	4	5	4	6	2	4	4	3	2	3	7	6
Somewhat favourable	33	32	21	51	61	7	50	19	30	33	41	33	30	28	38	24	31	32	35	30	28	35	33
TOTAL FAVOURABLE	38	36	22	55	82	8	57	20	36	36	46	37	35	32	44	26	35	36	38	32	31	42	39
Somewhat unfavourable	23	25	36	22	9	30	23	31	25	25	15	25	25	29	25	25	24	23	30	24	30	23	23
Very unfavourable	20	21	28	10	3	48	10	34	27	15	10	18	27	26	18	26	21	18	23	23	19	14	23
TOTAL UNFAVOURABLE	43	46	64	32	12	78	33	65	52	40	25	43	52	55	43	51	45	41	53	47	49	37	46
Don't know	18	18	14	13	6	14	10	15	12	24	30	21	14	12	14	23	19	23	8	22	21	21	15
NET FAVOURABILITY	-5	-10	-42	23	70	-70	24	-45	-16	-4	21	-6	-17	-23	1	-25	-10	-5	-15	-15	-18	5	-7

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	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
Weighted Sample	2081	375	535	191	225	730	743	1007	1074	219	859	514	489	1186	895	1800	100	181	493	341	252	714
Unweighted Sample	2081	350	598	202	250	861	821	877	1204	127	734	565	655	1322	759	1784	113	184	507	360	196	721
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Green Party

Very favourable	8	8	1	12	11	0	13	2	8	9	17	9	6	5	10	6	9	4	7	9	5	11	9
Somewhat favourable	31	34	19	51	49	12	50	22	33	34	33	38	31	29	38	28	34	35	31	33	32	38	34
TOTAL FAVOURABLE	39	42	20	63	60	12	63	24	41	43	50	47	37	34	48	34	43	39	38	42	37	49	43
Somewhat unfavourable	19	19	29	14	18	30	15	25	19	19	18	15	21	25	19	18	19	24	15	19	19	18	19
Very unfavourable	22	21	38	11	8	47	12	34	28	15	10	17	26	28	19	24	20	15	37	20	22	10	22
TOTAL UNFAVOURABLE	41	40	67	25	26	77	27	59	47	34	28	32	47	53	38	42	39	39	52	39	41	28	41
Don't know	20	18	13	12	13	11	10	17	12	24	22	22	15	13	14	24	19	21	11	18	21	23	16
NET FAVOURABILITY	-2	2	-47	38	34	-65	36	-35	-6	9	22	15	-10	-19	10	-8	4	0	-14	3	-4	21	2

Keir Starmer

	13 - 14 Mar '25		16 - 17 Mar '25																				
Very favourable	5	6	2	15	6	0	11	3	7	5	4	5	7	6	8	3	6	7	5	7	3	9	5
Somewhat favourable	27	26	9	48	42	3	40	11	28	24	38	29	23	18	31	19	25	30	29	23	23	32	25
TOTAL FAVOURABLE	32	32	11	63	48	3	51	14	35	29	42	34	30	24	39	22	31	37	34	30	26	41	30
Somewhat unfavourable	23	23	27	19	24	15	25	19	22	23	30	24	19	20	23	22	23	14	24	24	22	23	23
Very unfavourable	35	37	58	13	24	79	20	62	38	36	12	30	47	51	31	45	38	36	33	37	42	25	40
TOTAL UNFAVOURABLE	58	60	85	32	48	94	45	81	60	59	42	54	66	71	54	67	61	50	57	61	64	48	63
Don't know	10	9	4	5	3	2	5	5	5	12	15	12	4	5	6	12	8	14	8	8	10	11	8
NET FAVOURABILITY	-26	-28	-74	31	0	-91	6	-67	-25	-30	0	-20	-36	-47	-15	-45	-30	-13	-23	-31	-38	-7	-33

Kemi Badenoch

	10 - 11 Mar '25		16 - 17 Mar '25																				
Very favourable	2	3	8	1	0	2	2	3	3	2	3	2	3	3	3	2	3	2	2	3	2	5	2
Somewhat favourable	14	15	40	4	16	21	10	24	16	14	9	9	16	27	17	13	16	13	11	15	15	11	18
TOTAL FAVOURABLE	16	18	48	5	16	23	12	27	19	16	12	11	19	30	20	15	19	15	13	18	17	16	20
Somewhat unfavourable	19	21	23	22	26	34	22	26	26	17	18	19	24	25	22	20	22	18	20	24	24	22	19
Very unfavourable	31	29	7	45	38	21	45	18	33	24	27	31	31	23	33	22	28	25	40	28	23	33	28
TOTAL UNFAVOURABLE	50	50	30	67	64	55	67	44	59	41	45	50	55	48	55	42	50	43	60	52	47	55	47
Don't know	32	32	23	28	20	22	22	29	22	42	42	40	26	21	25	42	32	42	27	31	35	29	33
NET FAVOURABILITY	-34	-32	18	-62	-48	-32	-55	-17	-40	-25	-33	-39	-36	-18	-35	-27	-31	-28	-47	-34	-30	-39	-27

Nigel Farage

Very favourable	9	9	9	2	2	42	2	18	12	5	3	5	12	13	6	12	9	8	5	10	10	6	9
Somewhat favourable	16	18	33	9	8	38	7	32	19	16	9	13	22	24	17	18	18	12	14	19	17	15	19
TOTAL FAVOURABLE	25	27	42	11	10	80	9	50	31	21	12	18	34	37	23	30	27	20	19	29	27	21	28
Somewhat unfavourable	15	15	22	9	12	12	9	19	15	15	15	16	13	14	14	15	15	14	14	15	17	9	17
Very unfavourable	52	50	31	75	75	6	79	23	49	51	57	55	46	42	57	40	49	52	62	48	42	61	48
TOTAL UNFAVOURABLE	67	65	53	84	87	18	88	42	64	66	72	71	59	56	71	55	64	66	76	63	59	70	65
Don't know	8	9	6	5	3	2	3	7	6	12	15	10	7	7	5	14	9	14	5	9	14	10	7
NET FAVOURABILITY	-42	-38	-11	-73	-77	62	-79	8	-33	-45	-60	-53	-25	-19	-48	-25	-37	-46	-57	-34	-32	-49	-37

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

Ed Davey

Very favourable	5	4	1	6	14	0	7	1	5	3	6	4	4	3	5	2	4	5	4	3	2	6	4
Somewhat favourable	21	23	17	35	44	10	35	15	25	20	26	19	25	25	27	17	23	22	22	21	21	25	24
TOTAL FAVOURABLE	26	27	18	41	58	10	42	16	30	23	32	23	29	28	32	19	27	27	26	24	23	31	28
Somewhat unfavourable	16	18	28	15	11	21	19	22	21	14	10	14	20	25	18	17	17	17	23	16	18	16	18
Very unfavourable	15	15	24	6	6	39	7	28	19	12	5	11	20	22	14	17	16	14	14	16	15	8	18
TOTAL UNFAVOURABLE	31	33	52	21	17	60	26	50	40	26	15	25	40	47	32	34	33	31	37	32	33	24	36
Don't know	43	40	30	37	24	29	32	34	30	51	53	51	32	25	36	46	41	42	38	43	43	45	36
NET FAVOURABILITY	-5	-6	-34	20	41	-50	16	-34	-10	-3	17	-2	-11	-19	0	-15	-6	-4	-11	-8	-10	7	-8

Carla Denyer

	4 - 5 Mar '25	16 - 17 Mar '25																						
Very favourable	1	2	1	3	3	1	4	0	3	2	5	2	2	1	3	1	2	1	1	2	2	4	3	
Somewhat favourable	6	6	3	10	13	1	9	2	8	4	12	7	4	5	6	6	6	8	6	8	4	5	6	
TOTAL FAVOURABLE	7	8	4	13	16	2	13	2	11	6	17	9	6	6	9	7	8	9	7	10	6	9	9	
Somewhat unfavourable	7	6	10	4	6	6	5	6	8	4	8	6	4	6	6	6	6	4	5	5	4	10	6	
Very unfavourable	8	9	11	4	5	19	5	13	11	7	5	8	12	8	8	10	8	5	13	8	9	7	8	
TOTAL UNFAVOURABLE	15	15	21	8	11	25	10	19	19	11	13	14	16	14	14	16	14	9	18	13	13	17	14	
Don't know	78	77	76	79	74	74	77	78	71	83	69	77	78	80	77	77	77	82	75	77	81	74	77	
NET FAVOURABILITY	-8	-7	-17	5	5	-23	3	-17	-8	-5	4	-5	-10	-8	-5	-9	-6	0	-11	-3	-7	-8	-5	

Adrian Ramsay

Very favourable	1	1	1	1	2	0	2	0	2	1	3	1	1	1	1	1	1	3	1	1	0	1	1
Somewhat favourable	4	4	1	6	10	1	6	2	6	3	6	4	5	4	5	3	4	5	5	4	1	8	4
TOTAL FAVOURABLE	5	5	2	7	12	1	8	2	8	4	9	5	6	5	6	4	5	8	6	5	1	9	5
Somewhat unfavourable	6	5	11	4	3	8	6	7	6	4	2	5	5	6	6	4	5	5	6	6	5	5	4
Very unfavourable	8	7	9	5	3	14	5	11	10	5	6	7	10	7	6	9	7	4	10	8	9	2	8
TOTAL UNFAVOURABLE	14	12	20	9	6	22	11	18	16	9	8	12	15	13	12	13	12	9	16	14	14	7	12
Don't know	82	82	79	84	82	76	81	81	77	87	83	83	79	83	82	82	82	84	79	80	85	84	81
NET FAVOURABILITY	-9	-7	-18	-2	6	-21	-3	-16	-8	-5	1	-7	-9	-8	-6	-9	-7	-1	-10	-9	-13	2	-7

Angela Rayner

	10 - 11 Mar '25	16 - 17 Mar '25																						
Very favourable	5	5	2	13	7	1	11	2	6	4	2	5	7	5	7	3	5	5	3	8	3	6	4	
Somewhat favourable	19	18	3	36	28	2	32	7	19	18	23	20	18	13	21	15	18	20	20	17	15	26	17	
TOTAL FAVOURABLE	24	23	5	49	35	3	43	9	25	22	25	25	25	18	28	18	23	25	23	25	18	32	21	
Somewhat unfavourable	16	16	22	15	21	10	19	15	18	14	17	15	15	19	16	16	16	12	17	15	17	14	18	
Very unfavourable	32	32	59	9	26	72	17	58	37	27	6	23	42	48	30	34	32	28	30	35	36	21	33	
TOTAL UNFAVOURABLE	48	48	81	24	47	82	36	73	55	41	23	38	57	67	46	50	48	40	47	50	53	35	51	
Don't know	28	29	14	27	18	14	22	19	20	37	52	38	18	14	26	32	28	34	30	25	29	33	28	
NET FAVOURABILITY	-24	-25	-76	25	-12	-79	7	-64	-30	-19	2	-13	-32	-49	-18	-32	-25	-15	-24	-25	-35	-3	-30	

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Unweighted Sample	2081	350	598	202	250	861	821	877	1204	127	734	565	655	1322	759	1784	113	184	507	360	196	721	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Rachel Reeves	Very favourable	2	2	2	4	3	0	3	1	3	1	2	2	3	2	2	1	2	2	0	2	1	3	2
	Somewhat favourable	14	15	2	35	26	1	29	6	18	12	16	17	13	14	19	10	15	15	19	14	12	18	15
	TOTAL FAVOURABLE	16	17	4	39	29	1	32	7	21	13	18	19	16	16	21	11	17	17	19	16	13	21	17
	Somewhat unfavourable	20	19	16	23	25	10	23	15	20	19	25	20	20	14	20	18	19	19	22	19	20	20	18
	Very unfavourable	39	39	66	15	30	80	22	64	41	36	12	27	48	60	35	44	39	35	35	43	41	26	40
	TOTAL UNFAVOURABLE	59	58	82	38	55	90	45	79	61	55	37	47	68	74	55	62	58	54	57	62	61	46	58
	Don't know	25	25	14	23	16	9	23	15	18	32	45	34	17	10	24	27	25	29	23	21	25	33	25
	NET FAVOURABILITY	-43	-41	-78	1	-26	-89	-13	-72	-40	-42	-19	-28	-52	-58	-34	-51	-41	-37	-38	-46	-48	-25	-41

		16 - 17 Jan '25	16 - 17 Mar '25																					
David Lammy	Very favourable	2	2	1	5	3	0	5	0	2	1	0	3	1	2	3	1	2	0	3	2	1	4	1
	Somewhat favourable	12	12	5	24	21	3	23	5	15	9	10	12	11	14	15	8	12	15	12	12	9	15	12
	TOTAL FAVOURABLE	14	14	6	29	24	3	28	5	17	10	10	15	12	16	18	9	14	15	15	14	10	19	13
	Somewhat unfavourable	15	16	22	15	21	13	19	16	17	14	12	13	19	19	17	14	16	11	15	15	13	23	16
	Very unfavourable	24	24	37	9	16	59	12	41	30	18	11	18	30	33	22	26	24	20	27	23	25	19	25
	TOTAL UNFAVOURABLE	39	40	59	24	37	72	31	57	47	32	23	31	49	52	39	40	40	31	42	38	38	42	41
	Don't know	47	47	35	47	39	25	41	38	35	57	67	54	39	32	44	50	46	54	44	48	51	39	46
	NET FAVOURABILITY	-25	-26	-53	5	-13	-69	-3	-52	-30	-22	-13	-16	-37	-36	-21	-31	-26	-16	-27	-24	-28	-23	-28

Priti Patel	Very favourable	2	2	3	1	0	4	1	3	2	1	2	1	3	2	2	1	2	1	1	2	2	2	2
	Somewhat favourable	14	12	35	2	7	23	6	24	14	11	6	7	12	25	13	12	13	14	10	11	15	8	14
	TOTAL FAVOURABLE	16	14	38	3	7	27	7	27	16	12	8	8	15	27	15	13	15	15	11	13	17	10	16
	Somewhat unfavourable	20	19	25	13	21	28	16	24	20	18	16	18	21	19	20	17	19	17	17	18	21	15	20
	Very unfavourable	43	45	17	70	62	27	65	31	46	44	36	50	49	37	48	42	45	39	54	46	39	52	44
	TOTAL UNFAVOURABLE	63	64	42	83	83	55	81	55	66	62	52	68	70	56	68	59	64	56	71	64	60	67	64
	Don't know	21	22	21	13	9	18	12	19	18	26	40	25	15	17	18	27	22	29	18	23	23	22	21
	NET FAVOURABILITY	-47	-50	-4	-80	-76	-28	-74	-28	-50	-50	-44	-60	-55	-29	-53	-46	-49	-41	-60	-51	-43	-57	-48

Wes Streeting	Very favourable	3	3	2	7	5	1	7	1	4	2	0	2	4	5	4	2	3	3	2	3	2	3	3
	Somewhat favourable	15	13	11	24	22	6	21	11	16	11	6	11	15	20	17	9	13	17	17	13	12	13	13
	TOTAL FAVOURABLE	18	16	13	31	27	7	28	12	20	13	6	13	19	25	21	11	16	20	19	16	14	16	16
	Somewhat unfavourable	15	16	22	15	22	18	17	20	20	13	17	13	18	20	18	15	17	20	12	16	17	20	16
	Very unfavourable	15	17	27	9	10	33	13	25	20	15	10	14	21	22	16	19	17	12	20	19	16	15	17
	TOTAL UNFAVOURABLE	30	33	49	24	32	51	30	45	40	28	27	27	39	42	34	34	34	32	32	35	33	35	33
	Don't know	52	50	38	46	42	41	41	42	40	59	67	60	41	34	46	56	50	49	49	50	52	48	50
	NET FAVOURABILITY	-12	-17	-36	7	-5	-44	-2	-33	-20	-15	-21	-14	-20	-17	-13	-23	-18	-12	-13	-19	-19	-19	-17

Sample Size: 2081 Adults in GB
Fieldwork: 16th - 17th 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	
Weighted Sample	2081	375	535	191	225	730	743	1007	1074	219	859	514	489	1186	895	1800	100	181	493	341	252	714	
Unweighted Sample	2081	350	598	202	250	861	821	877	1204	127	734	565	655	1322	759	1784	113	184	507	360	196	721	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	10 - 11 Jul '24	16 - 17 Mar '25																					
Liz Kendall																							
Very favourable	2	1	1	2	1	1	1	1	1	1	1	1	1	1	1	1	1	0	1	1	0	1	
Somewhat favourable	7	7	5	14	10	1	12	3	9	5	6	6	9	8	9	4	7	9	8	5	6	13	6
TOTAL FAVOURABLE	9	8	6	16	11	2	13	4	10	6	8	7	10	9	10	5	8	10	8	6	7	13	7
Somewhat unfavourable	7	11	14	9	15	15	12	13	13	9	7	8	12	15	11	10	11	16	9	10	12	11	11
Very unfavourable	8	14	22	6	9	29	9	22	17	12	7	12	19	18	12	17	14	13	20	14	15	9	15
TOTAL UNFAVOURABLE	15	25	36	15	24	44	21	35	30	21	14	20	31	33	23	27	25	29	29	24	27	20	26
Don't know	77	67	57	69	65	54	65	61	59	74	78	74	59	58	66	68	68	60	63	70	66	67	67
NET FAVOURABILITY	-6	-17	-30	1	-13	-42	-8	-31	-20	-15	-6	-13	-21	-24	-13	-22	-17	-19	-21	-18	-20	-7	-19

	8 - 10 Nov '24	16 - 17 Mar '25																					
Shabana Mahmood																							
Very favourable	1	1	1	1	1	0	1	0	1	0	0	1	1	0	1	0	1	1	0	1	0	0	1
Somewhat favourable	4	5	2	9	8	1	8	3	5	4	7	3	5	6	6	3	4	10	6	4	2	8	5
TOTAL FAVOURABLE	5	6	3	10	9	1	9	3	6	4	7	4	6	6	7	3	5	11	6	5	2	8	6
Somewhat unfavourable	7	8	10	5	8	8	7	9	9	6	9	6	8	10	8	7	8	4	5	7	10	11	7
Very unfavourable	11	15	20	5	11	38	8	24	20	11	8	13	21	16	13	18	15	10	18	19	16	7	15
TOTAL UNFAVOURABLE	18	23	30	10	19	46	15	33	29	17	17	19	29	26	21	25	23	14	23	26	26	18	22
Don't know	77	72	66	80	73	52	76	64	65	79	75	78	66	68	72	72	72	76	71	70	73	73	73
NET FAVOURABILITY	-13	-17	-27	0	-10	-45	-6	-30	-23	-13	-10	-15	-23	-20	-14	-22	-18	-3	-17	-21	-24	-10	-16

	13 - 14 Mar '25	16 - 17 Mar '25																					
Donald Trump																							
Very favourable	6	7	6	2	2	25	2	11	11	4	5	7	10	6	6	9	7	4	11	9	6	8	6
Somewhat favourable	10	9	14	3	6	23	4	14	12	7	11	11	8	8	8	10	9	14	10	10	10	9	8
TOTAL FAVOURABLE	16	16	20	5	8	48	6	25	23	11	16	18	18	14	14	19	16	18	21	19	16	17	14
Somewhat unfavourable	12	12	17	8	4	16	7	15	13	12	14	12	11	12	11	14	12	11	9	13	10	13	13
Very unfavourable	68	66	57	85	86	31	86	55	61	71	63	64	68	68	71	59	66	66	68	62	66	63	68
TOTAL UNFAVOURABLE	80	78	74	93	90	47	93	70	74	83	77	76	79	80	82	73	78	77	77	75	76	76	81
Don't know	4	5	6	2	1	4	2	5	4	7	7	6	3	6	4	8	6	4	2	5	7	7	5
NET FAVOURABILITY	-64	-62	-54	-88	-82	1	-87	-45	-51	-72	-61	-58	-61	-66	-68	-54	-62	-59	-56	-56	-60	-59	-67

Sample Size: 2081 Adults in GB
Fieldwork: 16th - 17th 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	
Weighted Sample	2081	375	535	191	225	730	743	1007	1074	219	859	514	489	1186	895	1800	100	181	493	341	252	714	
Unweighted Sample	2081	350	598	202	250	861	821	877	1204	127	734	565	655	1322	759	1784	113	184	507	360	196	721	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Elon Musk	12 - 13 Jan '25		16 - 17 Mar '25																				
	Very favourable	6	5	4	1	2	17	2	7	7	3	2	6	6	3	4	5	5	3	4	7	5	4
Somewhat favourable	12	8	10	3	5	19	4	12	11	6	11	9	7	7	8	9	8	9	9	8	8	11	8
TOTAL FAVOURABLE	18	13	14	4	7	36	6	19	18	9	13	15	13	10	12	14	13	12	13	15	13	15	12
Somewhat unfavourable	19	14	16	9	11	22	10	17	14	14	10	15	14	12	13	14	14	10	10	15	15	9	16
Very unfavourable	52	66	65	84	81	36	82	57	63	69	65	62	69	71	70	61	65	68	73	63	65	66	67
TOTAL UNFAVOURABLE	71	80	81	93	92	58	92	74	77	83	75	77	83	83	83	75	79	78	83	78	80	75	83
Don't know	12	7	5	3	2	8	2	7	5	9	11	8	4	7	5	11	7	11	5	8	8	9	6
NET FAVOURABILITY	-53	-67	-67	-89	-85	-22	-86	-55	-59	-74	-62	-62	-70	-73	-71	-61	-66	-66	-70	-63	-67	-60	-71

*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.