

YouGov Survey Results

Sample Size: 2016 GB Adults
Fieldwork: 14th - 15th August 2025

		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	2016	363	518	185	218	119	708	720	976	1040	212	833	498	474	1149	867	1744	97	175	478	331	244	691		
Unweighted Sample	2016	383	558	220	229	121	816	769	885	1131	128	730	580	578	1238	778	1755	93	168	493	343	184	735		
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%		
Do you have a favourable or unfavourable opinion of the following?	13 - 14 Jul																								
	14 - 15 Aug																								
Labour Party	Very favourable	4	5	1	13	2	1	1	7	3	6	4	4	6	5	5	6	4	5	7	6	4	8	5	
	Somewhat favourable	22	22	4	46	30	2	15	34	9	24	21	26	28	20	13	28	15	22	33	19	19	20	32	21
	TOTAL FAVOURABLE	26	27	5	59	32	3	16	41	12	30	25	30	34	25	18	34	19	27	40	25	23	24	40	26
	Somewhat unfavourable	22	21	14	22	40	10	45	27	14	21	22	30	23	21	16	24	18	21	17	25	19	25	22	21
	Very unfavourable	43	43	77	13	26	87	33	27	70	45	41	25	33	50	64	36	54	44	42	38	47	45	34	45
	TOTAL UNFAVOURABLE	65	64	91	35	66	97	78	54	84	66	63	55	56	71	80	60	72	65	59	63	66	70	56	66
	Don't know	9	8	5	5	2	1	7	4	5	4	12	14	11	5	3	7	10	8	2	12	11	6	5	8
	NET FAVOURABILITY	-39	-37	-86	24	-34	-94	-62	-13	-72	-36	-38	-25	-22	-46	-62	-26	-53	-38	-19	-38	-43	-46	-16	-40
Conservative Party	Very favourable	3	4	14	2	2	1	3	6	5	4	4	2	5	8	4	4	4	3	2	4	5	7	4	8
	Somewhat favourable	18	22	63	6	14	29	8	16	35	23	22	11	17	24	36	23	21	24	17	10	22	22	18	28
	TOTAL FAVOURABLE	21	26	77	8	16	31	9	19	41	28	26	15	19	29	44	27	25	28	20	12	26	27	25	32
	Somewhat unfavourable	23	23	17	23	30	38	15	20	28	25	22	23	22	28	21	22	25	23	21	25	21	28	24	22
	Very unfavourable	46	42	3	66	52	27	72	56	26	43	40	49	48	38	31	44	40	41	51	47	46	38	47	37
	TOTAL UNFAVOURABLE	69	65	20	89	82	65	87	76	54	68	62	72	70	66	52	66	65	64	72	72	67	66	71	59
	Don't know	9	8	4	4	2	4	3	4	5	4	13	14	12	5	4	6	11	8	9	16	7	7	4	10
	NET FAVOURABILITY	-48	-39	57	-81	-66	-34	-78	-57	-13	-40	-36	-57	-51	-37	-8	-39	-40	-36	-52	-60	-41	-39	-46	-27
Reform UK	Very favourable	14	14	19	6	6	52	0	4	30	16	12	5	9	19	21	10	19	14	13	14	14	14	8	15
	Somewhat favourable	18	20	39	10	8	42	7	9	35	21	19	14	14	24	29	18	23	21	19	11	19	26	21	20
	TOTAL FAVOURABLE	32	34	58	16	14	94	7	13	65	37	31	19	23	43	50	28	42	35	32	25	33	40	29	35
	Somewhat unfavourable	10	10	15	8	8	2	9	9	11	11	10	11	10	10	10	10	10	10	8	16	9	10	8	11
	Very unfavourable	47	48	20	73	77	3	80	74	19	49	46	62	56	41	35	55	38	47	56	47	49	42	58	45
	TOTAL UNFAVOURABLE	57	58	35	81	85	5	89	83	30	60	56	73	66	51	45	65	48	57	64	63	58	52	66	56
	Don't know	11	8	6	4	2	2	5	5	6	3	13	9	12	6	5	7	10	8	4	12	9	8	5	9
	NET FAVOURABILITY	-25	-24	23	-65	-71	89	-82	-70	35	-23	-25	-54	-43	-8	5	-37	-6	-22	-32	-38	-25	-12	-37	-21
Liberal Democrats	Very favourable	5	6	1	7	29	0	2	10	2	7	5	8	7	6	4	7	4	6	2	2	4	5	11	7
	Somewhat favourable	32	34	23	51	59	12	42	50	20	33	34	33	35	32	33	39	27	34	29	33	35	33	34	34
	TOTAL FAVOURABLE	37	40	24	58	88	12	44	60	22	40	39	41	42	38	37	46	31	40	31	35	39	38	45	41
	Somewhat unfavourable	24	25	36	19	7	34	35	22	29	27	23	28	22	28	26	26	24	25	24	26	22	30	26	24
	Very unfavourable	20	19	29	9	1	44	8	8	36	22	15	6	15	21	29	14	25	19	20	17	20	16	14	21
	TOTAL UNFAVOURABLE	44	44	65	28	8	78	43	30	65	49	38	34	37	49	55	40	49	44	44	43	42	46	40	45
	Don't know	19	17	11	13	2	10	13	10	13	10	23	25	22	13	8	15	20	16	24	22	19	16	14	14
	NET FAVOURABILITY	-7	-4	-41	30	80	-66	1	30	-43	-9	1	7	5	-11	-18	6	-18	-4	-13	-8	-3	-8	5	-4

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Fieldwork: 14th - 15th August 2025

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Weighted Sample		2016	363	518	185	218	119	708	720	976	1040	212	833	498	474	1149	867	1744	97	175	478	331	244	691	
Unweighted Sample		2016	383	558	220	229	121	816	769	885	1131	128	730	580	578	1238	778	1755	93	168	493	343	184	735	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Green Party																									
	Very favourable	9	9	2	12	13	0	46	13	3	9	9	23	11	5	4	11	7	10	5	4	9	9	18	9
	Somewhat favourable	31	35	17	51	53	17	45	49	21	34	36	45	37	35	27	39	29	35	36	30	33	36	39	35
	TOTAL FAVOURABLE	40	44	19	63	66	17	91	62	24	43	45	68	48	40	31	50	36	45	41	34	42	45	57	44
	Somewhat unfavourable	19	18	31	14	19	19	5	16	24	20	16	12	13	21	26	18	18	18	12	23	15	19	15	20
	Very unfavourable	21	21	39	10	7	51	0	12	38	26	16	7	16	24	33	18	24	21	18	23	22	18	15	23
	TOTAL UNFAVOURABLE	40	39	70	24	26	70	5	28	62	46	32	19	29	45	59	36	42	39	30	46	37	37	30	43
	Don't know	20	17	11	13	8	12	4	10	14	11	22	14	23	14	10	13	22	16	29	20	20	18	14	13
	NET FAVOURABILITY	0	5	-51	39	40	-53	86	34	-38	-3	13	49	19	-5	-28	14	-6	6	11	-12	5	8	27	1
Keir Starmer																									
	Very favourable	3	4	0	10	5	0	1	6	2	6	3	2	5	4	4	5	4	4	2	5	2	6	3	5
	Somewhat favourable	20	20	8	39	31	3	17	30	11	23	18	20	24	21	14	26	13	20	31	19	18	16	28	21
	TOTAL FAVOURABLE	23	24	8	49	36	3	18	36	13	29	21	22	29	25	18	31	17	24	33	24	20	22	31	26
	Somewhat unfavourable	21	22	17	26	34	9	33	28	15	21	23	29	25	19	17	25	19	22	25	26	22	23	26	19
	Very unfavourable	46	46	71	19	26	86	43	29	69	48	44	39	36	50	62	38	56	47	40	38	51	47	37	48
	TOTAL UNFAVOURABLE	67	68	88	45	60	95	76	57	84	69	67	68	61	69	79	63	75	69	65	64	73	70	63	67
	Don't know	9	7	4	5	4	2	7	6	3	2	12	10	10	5	3	6	9	7	3	12	7	8	6	7
	NET FAVOURABILITY	-44	-44	-80	4	-24	-92	-58	-21	-71	-40	-46	-46	-32	-44	-61	-32	-58	-45	-32	-40	-53	-48	-32	-41
Kemi Badenoch																									
	Very favourable	2	3	9	2	0	3	1	2	4	4	2	2	2	4	5	3	2	3	2	1	3	3	4	3
	Somewhat favourable	17	18	43	7	13	33	7	12	31	18	18	9	13	19	31	17	19	19	11	10	15	21	16	23
	TOTAL FAVOURABLE	19	21	52	9	13	36	8	14	35	22	20	11	15	23	36	20	21	22	13	11	18	24	20	26
	Somewhat unfavourable	20	19	25	18	24	26	6	18	23	23	16	17	17	21	22	20	19	19	17	25	21	19	15	19
	Very unfavourable	34	33	6	50	51	18	59	46	20	38	28	38	35	32	27	36	28	33	25	36	32	26	45	32
	TOTAL UNFAVOURABLE	54	52	31	68	75	44	65	64	43	61	44	55	52	53	49	56	47	52	42	61	53	45	60	51
	Don't know	26	27	16	23	12	20	26	21	22	17	36	34	34	23	15	24	31	26	45	28	28	32	20	23
	NET FAVOURABILITY	-35	-31	21	-59	-62	-8	-57	-50	-8	-39	-24	-44	-37	-30	-13	-36	-26	-30	-29	-50	-35	-21	-40	-25
Nigel Farage																									
	Very favourable	12	11	16	4	5	44	1	2	23	13	9	5	6	15	18	8	14	11	14	7	10	10	8	13
	Somewhat favourable	18	21	38	10	7	45	6	8	38	23	19	13	16	24	28	18	24	21	18	15	21	26	21	19
	TOTAL FAVOURABLE	30	32	54	14	12	89	7	10	61	36	28	18	22	39	46	26	38	32	32	22	31	36	29	32
	Somewhat unfavourable	11	13	18	10	10	6	9	11	14	13	14	17	13	14	12	13	14	13	6	18	11	15	9	15
	Very unfavourable	50	48	21	73	76	3	79	75	20	50	47	60	55	43	36	55	39	48	59	49	50	43	58	45
	TOTAL UNFAVOURABLE	61	61	39	83	86	9	88	86	34	63	61	77	68	57	48	68	53	61	65	67	61	58	67	60
	Don't know	9	7	6	3	2	1	4	4	5	2	11	6	10	5	5	6	9	7	3	11	8	6	5	7
	NET FAVOURABILITY	-31	-29	15	-69	-74	80	-81	-76	27	-27	-33	-59	-46	-18	-2	-42	-15	-29	-33	-45	-30	-22	-38	-28
Ed Davey																									
	Very favourable	4	5	2	7	21	0	5	8	3	5	4	5	4	5	5	6	4	5	3	2	3	7	5	6
	Somewhat favourable	23	25	15	39	48	12	26	37	16	26	23	25	24	24	26	30	17	24	28	25	22	21	29	26
	TOTAL FAVOURABLE	27	30	17	46	69	12	31	45	19	31	27	30	28	29	31	36	21	29	31	27	25	28	34	32
	Somewhat unfavourable	17	17	28	15	7	18	22	13	23	22	12	15	12	20	22	18	16	17	13	21	16	16	19	17
	Very unfavourable	16	16	23	5	4	39	10	8	28	20	12	6	11	19	24	11	22	16	11	13	18	14	10	18
	TOTAL UNFAVOURABLE	33	33	51	20	11	57	32	21	51	42	24	21	23	39	46	29	38	33	24	34	34	30	29	35
	Don't know	40	38	32	34	19	31	37	34	29	27	49	50	48	32	23	36	42	38	44	40	41	42	36	33
	NET FAVOURABILITY	-6	-3	-34	26	58	-45	-1	24	-32	-11	3	9	5	-10	-15	7	-17	-4	7	-7	-9	-2	5	-3

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	Weighted Sample	2016	363	518	185	218	119	708	720	976	1040	212	833	498	474	1149	867	1744	97	175	478	331	244	691	
	Unweighted Sample	2016	383	558	220	229	121	816	769	885	1131	128	730	580	578	1238	778	1755	93	168	493	343	184	735	
			%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Carla Denyer	Very favourable	2	2	0	2	4	0	20	3	0	3	2	7	3	1	1	3	2	3	0	2	3	2	2	3
	Somewhat favourable	6	7	2	11	15	1	13	10	2	9	5	14	7	6	4	10	3	7	6	4	7	5	13	6
	TOTAL FAVOURABLE	8	9	2	13	19	1	33	13	2	12	7	21	10	7	5	13	5	10	6	6	10	7	15	9
	Somewhat unfavourable	6	6	7	7	2	7	3	5	6	8	3	6	6	4	7	6	5	5	6	13	4	5	4	6
	Very unfavourable	9	8	11	3	6	15	2	6	13	10	6	1	6	11	10	6	10	8	8	10	7	7	6	9
	TOTAL UNFAVOURABLE	15	14	18	10	8	22	5	11	19	18	9	7	12	15	17	12	15	13	14	23	11	12	10	15
	Don't know	77	77	80	77	73	77	61	76	78	70	84	72	79	77	78	76	79	78	80	70	78	82	75	76
NET FAVOURABILITY		-7	-5	-16	3	11	-21	28	2	-17	-6	-2	14	-2	-8	-12	1	-10	-3	-8	-17	-1	-5	5	-6
Adrian Ramsay	Very favourable	1	1	0	1	1	0	3	1	1	1	1	1	0	0	1	1	1	1	1	1	0	1	1	
	Somewhat favourable	3	4	1	7	7	1	12	6	2	5	4	7	4	4	2	5	2	4	7	3	4	3	6	4
	TOTAL FAVOURABLE	4	5	1	8	8	1	15	7	3	6	5	8	5	4	2	6	3	5	8	4	5	3	7	5
	Somewhat unfavourable	6	6	9	4	5	8	7	5	7	9	4	9	5	6	7	7	5	6	3	11	5	7	8	6
	Very unfavourable	8	7	7	5	6	9	2	6	8	8	6	6	5	8	8	6	8	7	6	8	5	6	7	8
	TOTAL UNFAVOURABLE	14	13	16	9	11	17	9	11	15	17	10	15	10	14	15	13	13	13	9	19	10	13	15	14
	Don't know	82	82	82	83	81	82	76	82	82	77	86	77	84	81	82	81	83	82	84	77	85	84	77	82
NET FAVOURABILITY		-10	-8	-15	-1	-3	-16	6	-4	-12	-11	-5	-7	-5	-10	-13	-7	-10	-8	-1	-15	-5	-10	-8	-9
Jeremy Corbyn	Very favourable	9	10	2	15	13	2	41	15	2	10	10	20	14	6	2	11	8	10	6	11	13	11	11	7
	Somewhat favourable	16	16	2	27	22	3	18	22	7	16	16	25	20	11	10	19	11	16	18	15	15	13	21	16
	TOTAL FAVOURABLE	25	26	4	42	35	5	59	37	9	26	26	45	34	17	12	30	19	26	24	26	28	24	32	23
	Somewhat unfavourable	17	19	13	24	26	18	15	23	14	21	18	23	20	20	16	21	17	19	24	23	19	21	22	16
	Very unfavourable	45	42	74	26	30	69	19	32	69	46	38	12	30	51	67	38	47	43	33	36	41	44	31	48
	TOTAL UNFAVOURABLE	62	61	87	50	56	87	34	55	83	67	56	35	50	71	83	59	64	62	57	59	60	65	53	64
	Don't know	14	13	9	8	9	8	8	8	8	18	20	17	12	5	10	17	12	18	16	13	11	15	12	
NET FAVOURABILITY		-37	-35	-83	-8	-21	-82	25	-18	-74	-41	-30	10	-16	-54	-71	-29	-45	-36	-33	-33	-32	-41	-21	-41
Zarah Sultana	Very favourable	X	6	0	8	8	0	29	8	1	4	7	15	8	3	1	7	4	6	4	7	8	6	7	4
	Somewhat favourable	X	8	1	15	14	2	10	12	3	9	7	16	11	5	4	11	5	8	6	8	9	4	14	8
	TOTAL FAVOURABLE	X	14	1	23	22	2	39	20	4	13	14	31	19	8	5	18	9	14	10	15	17	10	21	12
	Somewhat unfavourable	X	9	10	12	10	8	9	9	10	11	7	15	8	9	9	11	7	9	8	13	8	7	17	8
	Very unfavourable	X	17	26	9	14	34	6	13	26	22	11	8	13	19	24	15	19	17	14	15	18	18	16	16
	TOTAL UNFAVOURABLE	X	26	36	21	24	42	15	22	36	33	18	23	21	28	33	26	26	26	22	28	26	25	33	24
	Don't know	X	60	62	56	55	55	46	57	61	52	67	46	61	63	62	57	65	60	68	57	57	66	47	64
NET FAVOURABILITY		X	-12	-35	2	-2	-40	24	-2	-32	-20	-4	8	-2	-20	-28	-8	-17	-12	-12	-13	-9	-15	-12	-12
Angela Rayner	Very favourable	4	4	1	9	7	0	2	7	1	5	3	2	4	4	2	5	2	4	3	2	4	2	6	5
	Somewhat favourable	17	17	4	35	30	3	21	30	6	19	15	15	20	16	13	21	10	16	20	18	14	14	24	16
	TOTAL FAVOURABLE	21	21	5	44	37	3	23	37	7	24	18	17	24	20	15	26	12	20	23	20	18	16	30	21
	Somewhat unfavourable	19	19	17	23	28	9	27	20	19	20	19	20	19	20	18	21	16	18	20	29	18	21	17	18
	Very unfavourable	34	34	65	11	19	72	25	22	58	39	30	16	23	43	54	28	42	36	28	24	38	34	27	38
	TOTAL UNFAVOURABLE	53	53	82	34	47	81	52	42	77	59	49	36	42	63	72	49	58	54	48	53	56	55	44	56
	Don't know	26	26	13	22	18	15	25	21	16	18	33	46	34	17	12	24	29	26	29	26	26	30	27	23
NET FAVOURABILITY		-32	-32	-77	10	-10	-78	-29	-5	-70	-35	-31	-19	-18	-43	-57	-23	-46	-34	-25	-33	-38	-39	-14	-35

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		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Rachel Reeves																									
	Very favourable	2	2	1	4	2	0	1	3	1	2	1	0	1	2	3	2	2	2	0	1	2	1	2	2
	Somewhat favourable	14	14	4	30	24	2	13	23	6	18	11	14	18	14	9	20	8	14	19	14	14	10	20	15
	TOTAL FAVOURABLE	16	16	5	34	26	2	14	26	7	20	12	14	19	16	12	22	10	16	19	15	16	11	22	17
	Somewhat unfavourable	20	21	17	26	35	8	29	28	15	22	21	25	23	22	17	25	17	21	25	22	19	21	31	19
	Very unfavourable	41	42	72	19	23	80	34	28	66	45	39	24	30	49	63	35	50	43	30	38	44	49	30	44
	TOTAL UNFAVOURABLE	61	63	89	45	58	88	63	56	81	67	60	49	53	71	80	60	67	64	55	60	63	70	61	63
	Don't know	23	20	7	20	15	10	23	18	12	13	28	37	27	13	9	18	23	20	26	25	21	19	17	20
	NET FAVOURABILITY	-45	-47	-84	-11	-32	-86	-49	-30	-74	-47	-48	-35	-34	-55	-68	-38	-57	-48	-36	-45	-47	-59	-39	-46
Mel Stride																									
	Very favourable	1	1	3	1	0	1	0	2	1	1	0	1	1	2	1	1	1	1	0	1	1	0	2	
	Somewhat favourable	5	6	13	4	5	7	6	4	10	8	5	12	3	8	9	7	5	7	3	3	7	6	9	7
	TOTAL FAVOURABLE	6	7	16	5	5	8	6	4	12	9	6	12	4	9	11	8	6	8	4	3	8	7	9	9
	Somewhat unfavourable	11	10	11	12	15	10	7	11	10	12	7	6	8	11	13	10	9	9	9	14	7	9	9	10
	Very unfavourable	13	10	7	11	8	11	11	11	10	12	7	4	8	12	12	9	11	10	6	11	10	8	9	11
	TOTAL UNFAVOURABLE	24	20	18	23	23	21	18	22	20	24	14	10	16	23	25	19	20	19	15	25	17	17	18	21
	Don't know	70	73	66	72	71	71	76	74	68	66	80	78	81	69	63	73	74	73	81	72	75	77	73	70
	NET FAVOURABILITY	-18	-13	-2	-18	-18	-13	-12	-18	-8	-15	-8	2	-12	-14	-14	-11	-14	-11	-11	-22	-9	-10	-9	-12
		15 - 16 Jun	14 - 15 Aug																						
David Lammy																									
	Very favourable	2	1	1	3	2	0	0	2	1	2	1	0	1	1	3	2	1	1	2	1	1	1	3	2
	Somewhat favourable	14	13	10	23	21	3	10	20	7	16	10	13	13	13	12	17	7	13	18	9	12	9	19	13
	TOTAL FAVOURABLE	16	14	11	26	23	3	10	22	8	18	11	13	14	14	15	19	8	14	20	10	13	10	22	15
	Somewhat unfavourable	15	19	22	20	29	11	19	22	17	21	17	17	17	21	21	21	16	19	15	24	16	21	18	19
	Very unfavourable	24	25	37	12	14	57	30	18	43	32	19	13	19	32	35	21	32	26	19	22	28	25	24	26
	TOTAL UNFAVOURABLE	39	44	59	32	43	68	49	40	60	53	36	30	36	53	56	42	48	45	34	46	44	46	42	45
	Don't know	45	42	31	42	34	28	41	38	32	29	54	57	50	32	29	39	45	41	47	44	43	45	36	40
	NET FAVOURABILITY	-23	-30	-48	-6	-20	-65	-39	-18	-52	-35	-25	-17	-22	-39	-41	-23	-40	-31	-14	-36	-31	-36	-20	-30
Ellie Chowns																									
	Very favourable	x	1	0	1	1	0	3	0	0	1	0	1	1	0	0	1	1	1	0	1	1	1	1	1
	Somewhat favourable	x	2	1	3	6	1	5	3	1	2	2	5	2	2	1	3	1	2	3	1	2	2	2	3
	TOTAL FAVOURABLE	x	3	1	4	7	1	8	3	1	3	2	6	3	2	1	4	2	3	3	2	3	3	3	4
	Somewhat unfavourable	x	5	8	4	5	5	3	4	6	7	3	5	5	4	7	4	5	4	6	9	3	5	3	5
	Very unfavourable	x	6	7	2	4	10	4	5	8	9	4	6	5	8	7	5	8	6	5	7	5	6	6	7
	TOTAL UNFAVOURABLE	x	11	15	6	9	15	7	9	14	16	7	11	10	12	14	9	13	10	11	16	8	11	9	12
	Don't know	x	86	85	90	85	84	85	88	84	82	90	84	87	86	85	87	85	86	85	83	88	86	89	84
	NET FAVOURABILITY	x	-8	-14	-2	-2	-14	1	-6	-13	-13	-5	-5	-7	-10	-13	-5	-11	-7	-8	-14	-5	-8	-6	-8

Sample Size: 2016 GB Adults
Fieldwork: 14th - 15th August 2025

		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	2016	363	518	185	218	119	708	720	976	1040	212	833	498	474	1149	867	1744	97	175	478	331	244	691		
	2016	383	558	220	229	121	816	769	885	1131	128	730	580	578	1238	778	1755	93	168	493	343	184	735		
Unweighted Sample		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Zack Polanski	Very favourable	x	2	0	3	3	0	11	3	0	2	2	3	3	1	1	2	2	2	1	1	1	4	2	
	Somewhat favourable	x	4	2	6	5	1	12	5	2	4	4	9	4	3	2	5	3	4	3	6	4	3	2	4
	TOTAL FAVOURABLE	x	6	2	9	8	1	23	8	2	6	6	12	7	4	3	7	5	6	4	7	5	4	6	6
	Somewhat unfavourable	x	5	5	4	8	7	1	4	5	7	3	8	5	3	6	5	5	5	3	9	4	6	7	4
	Very unfavourable	x	7	9	5	4	11	2	6	11	9	6	1	7	10	9	6	9	7	6	10	8	8	4	8
	TOTAL UNFAVOURABLE	x	12	14	9	12	18	3	10	16	16	9	9	12	13	15	11	14	12	9	19	12	14	11	12
	Don't know	x	82	84	83	80	82	74	82	81	78	85	79	82	83	82	82	81	82	87	74	82	81	83	82
	NET FAVOURABILITY	x	-6	-12	0	-4	-17	20	-2	-14	-10	-3	3	-5	-9	-12	-4	-9	-6	-5	-12	-7	-10	-5	-6
	Andrew Farmer	Very favourable	x	0	0	1	0	1	0	0	0	1	0	0	0	0	0	0	0	0	0	0	1	0	0
Somewhat favourable		x	2	1	2	2	2	3	1	1	2	1	3	2	1	1	2	1	2	2	1	2	0	4	1
TOTAL FAVOURABLE		x	2	1	3	2	3	3	1	1	3	1	3	2	1	1	2	1	2	2	1	2	1	4	1
Somewhat unfavourable		x	5	6	5	3	3	2	4	5	6	4	10	4	4	5	6	4	4	13	3	4	5	5	
Very unfavourable		x	5	4	4	5	6	2	5	6	6	5	0	5	7	6	4	7	5	7	6	5	5	4	6
TOTAL UNFAVOURABLE		x	10	10	9	8	9	4	9	11	12	9	10	9	11	11	10	11	9	11	19	8	9	9	11
Don't know		x	88	89	90	90	88	93	90	88	85	90	87	88	89	87	88	88	89	87	81	90	90	88	88
NET FAVOURABILITY		x	-8	-9	-6	-6	-6	-1	-8	-10	-9	-8	-7	-7	-10	-10	-8	-10	-7	-9	-18	-6	-8	-5	-10
		16 - 17 Mar	14 - 15 Aug																						
Donald Trump	Very favourable	7	6	6	2	1	28	0	2	13	9	4	4	7	8	6	5	9	7	6	3	8	5	8	6
	Somewhat favourable	9	11	21	6	4	24	3	6	18	15	8	9	11	13	11	10	13	11	12	14	11	14	12	9
	TOTAL FAVOURABLE	16	17	27	8	5	52	3	8	31	24	12	13	18	21	17	15	22	18	18	17	19	19	20	15
	Somewhat unfavourable	12	16	23	12	11	18	7	11	20	17	15	13	15	14	20	16	15	15	17	17	13	17	16	16
	Very unfavourable	66	62	46	77	83	23	86	79	46	58	66	70	63	61	58	66	57	62	60	63	62	59	62	63
	TOTAL UNFAVOURABLE	78	78	69	89	94	41	93	90	66	75	81	83	78	75	78	82	72	77	77	80	75	76	78	79
	Don't know	5	4	4	2	1	7	4	3	4	2	7	4	5	3	4	3	6	5	4	2	5	4	2	5
	NET FAVOURABILITY	-62	-61	-42	-81	-89	11	-90	-82	-35	-51	-69	-70	-60	-54	-61	-67	-50	-59	-59	-63	-56	-57	-58	-64
	Vladimir Putin	Very favourable	x	1	0	1	1	0	1	1	2	1	0	2	1	2	1	2	1	1	4	2	1	1	1
Somewhat favourable		x	3	2	2	1	7	1	3	3	4	2	3	4	3	1	2	4	3	3	4	2	3	7	2
TOTAL FAVOURABLE		x	4	2	3	2	8	1	4	4	6	3	3	6	4	3	3	6	4	4	8	4	4	8	3
Somewhat unfavourable		x	8	8	5	2	21	6	4	11	10	7	14	9	8	6	7	10	9	5	6	11	8	13	6
Very unfavourable		x	82	86	89	92	67	90	89	81	80	83	73	79	82	88	86	76	81	83	82	80	83	73	85
TOTAL UNFAVOURABLE		x	90	94	94	94	88	96	93	92	90	90	87	88	90	94	93	86	90	88	88	91	91	86	91
Don't know		x	6	4	2	3	5	4	4	4	3	8	9	6	5	4	4	8	6	9	4	5	5	6	6
NET FAVOURABILITY		x	-86	-92	-91	-92	-80	-95	-89	-88	-84	-87	-84	-82	-86	-91	-90	-80	-86	-84	-80	-87	-87	-78	-88

Sample Size: 2016 GB Adults
Fieldwork: 14th - 15th August 2025

		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	2016	363	518	185	218	119	708	720	976	1040	212	833	498	474	1149	867	1744	97	175	478	331	244	691	
	Unweighted Sample	2016	383	558	220	229	121	816	769	885	1131	128	730	580	578	1238	778	1755	93	168	493	343	184	735	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Volodymyr Zelenskyy																									
	Very favourable	x	30	35	37	46	21	24	38	30	31	29	17	24	33	42	35	23	30	29	29	28	23	29	35
	Somewhat favourable	x	36	43	37	38	31	43	39	34	38	33	33	36	38	33	38	32	35	33	39	35	39	30	36
	TOTAL FAVOURABLE	x	66	78	74	84	52	67	77	64	69	62	50	60	71	75	73	55	65	62	68	63	62	59	71
	Somewhat unfavourable	x	10	7	7	3	16	10	5	11	11	8	18	10	8	6	8	11	10	9	10	9	12	15	7
	Very unfavourable	x	7	4	5	3	17	4	4	11	9	6	4	8	8	8	4	12	7	7	8	8	7	9	6
	TOTAL UNFAVOURABLE	x	17	11	12	6	33	14	9	22	20	14	22	18	16	14	12	23	17	16	18	17	19	24	13
	Don't know	x	18	11	14	10	15	18	14	14	11	24	28	22	13	11	15	21	18	22	14	19	19	17	17
	NET FAVOURABILITY	x	49	67	62	78	19	53	68	42	49	48	28	42	55	61	61	32	48	46	50	46	43	35	58
JD Vance																									
	Very favourable	x	4	3	1	1	14	0	1	7	5	2	1	4	3	4	3	5	4	4	4	5	3	2	4
	Somewhat favourable	x	6	9	4	2	21	1	3	11	9	4	6	6	7	7	5	8	6	5	6	7	5	8	6
	TOTAL FAVOURABLE	x	10	12	5	3	35	1	4	18	14	6	7	10	10	11	8	13	10	9	10	12	8	10	10
	Somewhat unfavourable	x	13	25	9	10	12	11	13	16	16	11	3	12	16	17	14	12	13	9	17	9	16	16	14
	Very unfavourable	x	52	43	66	76	28	71	65	42	55	50	63	51	51	51	58	44	52	50	54	53	49	52	53
	TOTAL UNFAVOURABLE	x	65	68	75	86	40	82	78	58	71	61	66	63	67	68	72	56	65	59	71	62	65	68	67
	Don't know	x	25	21	20	12	24	17	18	25	16	33	27	27	23	21	20	31	25	33	18	26	27	21	24
	NET FAVOURABILITY	x	-55	-56	-70	-83	-5	-81	-74	-40	-57	-55	-59	-53	-57	-57	-64	-43	-55	-50	-61	-50	-57	-58	-57

*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.