

YouGov Survey Results

Sample Size: 2127 GB Adults
Fieldwork: 28th - 29th August 2024

	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	2127	383	547	196	230	127	749	792	1029	1098	223	878	525	498	1212	915	1840	102	185	504	349	257	730	
Unweighted Sample	2127	335	612	235	316	137	817	828	977	1150	133	846	538	609	1293	834	1833	112	182	517	369	215	732	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

Liberalism

Very favourable	6	1	12	12	3	9	10	2	6	6	9	7	6	3	8	4	6	7	5	5	4	11	7
Somewhat favourable	35	28	44	52	21	38	45	27	34	35	35	35	32	35	38	29	34	35	36	35	29	37	36
TOTAL FAVOURABLE	41	29	56	64	24	47	55	29	40	41	44	42	38	38	46	33	40	42	41	40	33	48	43
Somewhat unfavourable	17	30	11	11	25	19	12	24	21	13	15	10	21	25	18	16	17	21	16	16	19	17	16
Very unfavourable	9	13	4	1	26	4	4	16	13	6	5	8	12	12	8	11	9	9	12	9	10	7	10
TOTAL UNFAVOURABLE	26	43	15	12	51	23	16	40	34	19	20	18	33	37	26	27	26	30	28	25	29	24	26
Don't know	33	28	29	24	26	30	28	31	26	40	36	40	29	25	28	40	34	27	30	36	38	27	33
NET FAVOURABILITY	15	-14	41	52	-27	24	39	-11	6	22	24	24	5	1	20	6	14	12	13	15	4	24	17

Conservatism

Very favourable	7	20	1	3	12	1	4	11	9	5	7	4	7	11	7	7	7	6	5	7	6	8	8
Somewhat favourable	25	59	12	19	43	7	15	41	28	23	13	18	30	40	26	25	26	25	19	20	31	19	31
TOTAL FAVOURABLE	32	79	13	22	55	8	19	52	37	28	20	22	37	51	33	32	33	31	24	27	37	27	39
Somewhat unfavourable	22	5	33	31	14	24	32	15	23	21	18	25	20	20	25	18	21	31	24	20	17	31	21
Very unfavourable	21	2	36	24	9	44	31	12	21	22	32	22	23	14	23	20	20	25	33	26	18	17	18
TOTAL UNFAVOURABLE	43	7	69	55	23	68	63	27	44	43	50	47	43	34	48	38	41	56	57	46	35	48	39
Don't know	24	14	18	24	22	23	19	21	18	30	31	31	21	14	20	30	25	13	20	27	28	26	23
NET FAVOURABILITY	-11	72	-56	-33	32	-60	-44	25	-7	-15	-30	-25	-6	17	-15	-6	-8	-25	-33	-19	2	-21	0

Socialism

Very favourable	10	2	18	7	1	28	18	3	10	10	19	11	8	6	11	9	9	10	18	9	7	16	8
Somewhat favourable	28	12	45	42	14	34	37	19	29	27	32	30	26	26	30	26	28	26	27	29	22	34	29
TOTAL FAVOURABLE	38	14	63	49	15	62	55	22	39	37	51	41	34	32	41	35	37	36	45	38	29	50	37
Somewhat unfavourable	19	33	12	16	23	9	15	25	19	18	9	14	23	26	19	19	17	28	25	15	18	11	21
Very unfavourable	17	36	5	9	39	7	9	30	22	13	11	11	21	28	18	17	18	16	14	18	20	15	18
TOTAL UNFAVOURABLE	36	69	17	25	62	16	24	55	41	31	20	25	44	54	37	36	35	44	39	33	38	26	39
Don't know	26	18	19	25	23	22	22	23	19	32	30	33	21	14	22	30	27	19	16	29	33	25	23
NET FAVOURABILITY	2	-55	46	24	-47	46	31	-33	-2	6	31	16	-10	-22	4	-1	2	-8	6	5	-9	24	-2

Communism

Very favourable	1	1	1	0	0	5	2	1	2	1	3	3	0	0	2	1	1	2	3	1	1	3	1
Somewhat favourable	9	4	13	9	3	26	13	4	9	10	17	12	7	5	9	9	9	12	11	10	7	10	10
TOTAL FAVOURABLE	10	5	14	9	3	31	15	5	11	11	20	15	7	5	11	10	10	14	14	11	8	13	11
Somewhat unfavourable	21	14	28	30	13	25	27	17	21	22	26	22	22	18	23	19	20	25	29	22	14	24	21
Very unfavourable	48	71	41	46	67	26	42	63	54	42	27	36	57	67	49	46	48	46	43	45	51	43	51
TOTAL UNFAVOURABLE	69	85	69	76	80	51	69	80	75	64	53	58	79	85	72	65	68	71	72	67	65	67	72
Don't know	20	10	17	15	16	17	17	16	14	26	27	28	14	10	17	24	21	15	15	23	27	20	17
NET FAVOURABILITY	-59	-80	-55	-67	-77	-20	-54	-75	-64	-53	-33	-43	-72	-80	-61	-55	-58	-57	-58	-56	-57	-54	-61

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	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	2127	383	547	196	230	127	749	792	1029	1098	223	878	525	498	1212	915	1840	102	185	504	349	257	730
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Fascism																							
Very favourable	1	1	0	1	1	0	1	0	1	0	1	0	1	0	1	1	0	2	1	0	1	0	1
Somewhat favourable	1	2	1	0	3	2	1	2	2	1	1	1	2	1	1	2	1	3	1	1	1	1	2
TOTAL FAVOURABLE	2	3	1	1	4	2	2	3	1	2	1	3	1	2	3	1	5	2	1	2	1	3	
Somewhat unfavourable	8	11	4	5	15	3	4	12	8	7	5	9	6	9	6	9	8	7	10	9	5	7	8
Very unfavourable	74	75	85	78	64	90	84	72	78	70	67	68	80	80	79	67	73	77	77	71	71	78	75
TOTAL UNFAVOURABLE	82	86	89	83	79	93	88	84	86	77	72	77	86	89	85	76	81	84	87	80	76	85	83
Don't know	17	11	10	15	17	5	10	15	11	22	25	22	11	10	13	21	17	11	12	19	22	14	15
NET FAVOURABILITY	-80	-83	-88	-82	-75	-91	-86	-82	-83	-76	-70	-76	-83	-88	-83	-73	-80	-79	-85	-79	-74	-84	-80
Nationalism																							
Very favourable	7	9	2	2	21	2	3	11	9	5	6	5	9	8	6	7	7	6	5	7	5	6	8
Somewhat favourable	22	34	15	18	38	13	15	33	25	19	15	17	24	30	22	22	22	15	20	23	26	16	22
TOTAL FAVOURABLE	29	43	17	20	59	15	18	44	34	24	21	22	33	38	28	29	29	21	25	30	31	22	30
Somewhat unfavourable	23	23	28	35	13	18	28	20	26	21	22	25	23	22	25	22	22	31	31	19	21	26	23
Very unfavourable	21	14	32	23	6	37	32	13	22	19	22	20	21	21	24	16	21	26	18	21	19	26	19
TOTAL UNFAVOURABLE	44	37	60	58	19	55	60	33	48	40	44	45	44	43	49	38	43	57	49	40	40	52	42
Don't know	28	20	23	22	21	30	21	24	18	37	36	33	23	19	24	33	28	22	25	29	30	26	28
NET FAVOURABILITY	-15	6	-43	-38	40	-40	-42	11	-14	-16	-23	-23	-11	-5	-21	-9	-14	-36	-24	-10	-9	-30	-12
Feminism																							
Very favourable	21	10	32	26	6	50	33	8	15	27	38	25	19	11	27	14	21	19	26	19	13	33	22
Somewhat favourable	35	40	36	44	24	30	38	35	30	39	23	33	36	41	33	36	34	37	36	36	33	28	37
TOTAL FAVOURABLE	56	50	68	70	30	80	71	43	45	66	61	58	55	52	60	50	55	56	62	55	46	61	59
Somewhat unfavourable	18	27	13	16	28	8	12	26	23	13	16	15	20	23	17	20	19	15	16	20	18	14	19
Very unfavourable	10	9	6	3	24	4	6	15	14	5	6	9	10	10	9	10	10	11	8	10	15	6	8
TOTAL UNFAVOURABLE	28	36	19	19	52	12	18	41	37	18	22	24	30	33	26	30	29	26	24	30	33	20	27
Don't know	16	14	12	10	18	8	11	17	17	16	17	18	14	15	13	20	16	18	14	15	21	19	14
NET FAVOURABILITY	28	14	49	51	-22	68	53	2	8	48	39	34	25	19	34	20	26	30	38	25	13	41	32
Capitalism																							
Very favourable	5	10	1	4	13	2	5	7	9	2	7	5	5	5	6	4	6	3	2	5	6	4	6
Somewhat favourable	25	41	22	27	31	11	24	30	33	17	18	21	29	31	28	21	25	24	23	20	26	29	27
TOTAL FAVOURABLE	30	51	23	31	44	13	29	37	42	19	25	26	34	36	34	25	31	27	25	25	32	33	33
Somewhat unfavourable	27	20	38	37	21	27	34	23	27	28	26	27	28	27	28	26	27	38	27	30	21	28	27
Very unfavourable	18	10	22	14	13	42	19	16	15	22	23	18	16	19	17	20	18	17	27	20	18	15	17
TOTAL UNFAVOURABLE	45	30	60	51	34	69	53	39	42	50	49	45	44	46	45	46	45	55	54	50	39	43	44
Don't know	24	19	16	18	22	18	18	24	17	31	26	29	21	19	20	29	25	19	21	25	29	23	23
NET FAVOURABILITY	-15	21	-37	-20	10	-56	-24	-2	0	-31	-24	-19	-10	-10	-11	-21	-14	-28	-29	-25	-7	-10	-11

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Populism																							
Very favourable	2	2	1	0	8	1	1	3	3	1	2	2	2	1	2	2	2	4	1	1	1	2	3
Somewhat favourable	11	13	12	6	16	10	10	14	13	8	7	10	11	13	10	11	10	20	8	9	10	11	11
TOTAL FAVOURABLE	13	15	13	6	24	11	11	17	16	9	9	12	13	14	12	13	12	24	9	10	11	13	14
Somewhat unfavourable	21	29	18	25	19	15	20	25	25	16	15	19	21	26	21	21	21	19	23	23	17	20	21
Very unfavourable	18	12	27	22	12	21	26	13	23	14	14	16	23	18	21	14	18	14	21	17	16	25	17
TOTAL UNFAVOURABLE	39	41	45	47	31	36	46	38	48	30	29	35	44	44	42	35	39	33	44	40	33	45	38
Don't know	49	44	42	46	44	54	42	46	36	60	62	52	43	41	46	52	49	43	47	50	55	41	48
NET FAVOURABILITY	-26	-26	-32	-41	-7	-25	-35	-21	-32	-21	-20	-23	-31	-30	-30	-22	-27	-9	-35	-30	-22	-32	-24
Anarchism																							
Very favourable	1	1	1	1	1	7	1	1	2	1	4	1	0	1	1	1	1	2	2	0	1	2	1
Somewhat favourable	7	2	7	6	6	18	8	4	7	6	11	9	5	2	6	7	6	10	10	6	5	9	6
TOTAL FAVOURABLE	8	3	8	7	7	25	9	5	9	7	15	10	5	3	7	8	7	12	12	6	6	11	7
Somewhat unfavourable	18	12	20	16	18	25	22	14	17	19	19	18	19	15	18	17	17	20	20	19	21	13	16
Very unfavourable	49	69	49	57	51	30	48	60	55	43	24	37	59	68	53	43	49	42	49	45	44	54	52
TOTAL UNFAVOURABLE	67	81	69	73	69	55	70	74	72	62	43	55	78	83	71	60	66	62	69	64	65	67	68
Don't know	26	16	23	21	24	20	21	21	20	32	42	34	16	14	22	31	27	26	18	29	30	23	25
NET FAVOURABILITY	-59	-78	-61	-66	-62	-30	-61	-69	-63	-55	-28	-45	-73	-80	-64	-52	-59	-50	-57	-58	-59	-56	-61
Environmentalism																							
Very favourable	20	8	30	25	6	50	30	10	17	23	28	21	20	14	22	16	19	18	24	16	16	28	20
Somewhat favourable	44	55	46	49	29	33	48	43	44	44	35	41	49	49	46	41	44	42	42	45	41	39	47
TOTAL FAVOURABLE	64	63	76	74	35	83	78	53	61	67	63	62	69	63	68	57	63	60	66	61	57	67	67
Somewhat unfavourable	12	15	8	12	25	5	7	19	15	9	9	11	12	16	12	13	12	15	16	14	13	12	10
Very unfavourable	6	7	2	1	23	1	3	11	9	4	5	5	7	10	5	8	6	7	5	7	10	6	5
TOTAL UNFAVOURABLE	18	22	10	13	48	6	10	30	24	13	14	16	19	26	17	21	18	22	21	21	23	18	15
Don't know	18	15	13	13	17	11	12	17	15	20	23	23	13	12	15	22	18	17	13	19	21	15	18
NET FAVOURABILITY	46	41	66	61	-13	77	68	23	37	54	49	46	50	37	51	36	45	38	45	40	34	49	52
Libertarianism																							
Very favourable	4	5	3	2	6	5	4	3	6	2	9	4	4	2	5	2	4	5	2	5	3	4	4
Somewhat favourable	20	18	24	26	16	22	23	19	22	18	17	19	21	21	23	16	20	19	22	18	16	23	21
TOTAL FAVOURABLE	24	23	27	28	22	27	27	22	28	20	26	23	25	23	28	18	24	24	24	23	19	27	25
Somewhat unfavourable	18	23	18	18	20	17	19	20	22	14	14	16	19	22	18	18	18	19	16	18	18	20	18
Very unfavourable	11	12	10	11	18	7	10	13	14	8	6	8	15	14	11	11	11	10	13	11	12	12	10
TOTAL UNFAVOURABLE	29	35	28	29	38	24	29	33	36	22	20	24	34	36	29	29	29	29	29	29	30	32	28
Don't know	47	42	45	42	39	49	44	44	37	57	54	52	41	41	43	53	47	46	47	49	51	40	47
NET FAVOURABILITY	-5	-12	-1	-1	-16	3	-2	-11	-8	-2	6	-1	-9	-13	-1	-11	-5	-5	-5	-6	-11	-5	-3

*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.