

YouGov Survey Results

Sample Size: 2136 Adults in GB
Fieldwork: 19th - 20th February 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	2136	384	549	197	231	750	763	1034	1102	224	882	528	502	1218	918	1848	103	186	506	350	258	733	
Unweighted Sample	2136	363	576	219	261	847	826	967	1169	119	818	576	623	1286	850	1840	117	179	510	358	196	776	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you have a favourable or unfavourable opinion of Kanye West?

Very favourable	1	0	1	2	1	1	1	2	1	3	1	2	0	1	1	1	0	0	1	2	1	2
Somewhat favourable	4	4	3	2	5	2	3	5	3	7	5	2	2	3	5	4	5	2	4	3	7	3
TOTAL FAVOURABLE	5	4	4	4	6	3	4	7	4	10	6	4	2	4	6	5	5	2	5	5	8	5
Somewhat unfavourable	20	20	22	22	18	20	18	19	21	28	23	17	16	22	19	20	22	22	18	20	27	20
Very unfavourable	49	47	56	54	44	56	47	47	51	44	54	52	40	52	45	49	52	49	54	49	51	45
TOTAL UNFAVOURABLE	69	67	78	76	62	76	65	66	72	72	77	69	56	74	64	69	74	71	72	69	78	65
Don't know	17	15	14	14	20	15	18	17	16	15	14	17	22	15	19	17	13	20	15	18	7	21
N/A - have never heard of Kanye West	9	13	5	6	12	6	13	9	8	3	3	10	20	7	11	9	8	6	8	9	7	10

How much, if anything, have you seen or heard about Kanye West's relationship with Bianca Censori?

[Asked only to those who have heard of Kanye West; n=1939]

A great deal	6	8	6	4	3	5	5	4	8	14	7	4	3	6	7	6	4	5	6	8	9	5
A fair amount	20	26	25	12	18	18	21	16	24	27	21	20	15	22	18	20	23	21	19	20	27	18
TOTAL A GREAT DEAL / FAIR AMOUNT	26	34	31	16	21	23	26	20	32	41	28	24	18	28	25	26	27	26	25	28	36	23
A little bit	39	37	37	40	43	42	38	39	38	25	41	41	37	41	35	39	38	37	38	38	40	39
Nothing at all	35	29	32	44	35	35	36	41	29	34	30	35	45	32	40	35	36	37	37	34	24	38
TOTAL A LITTLE BIT / NOTHING AT ALL	74	66	69	84	78	77	74	80	67	59	71	76	82	73	75	74	74	74	75	72	64	77

Do you think Kanye West and Bianca Censori have a healthy or unhealthy relationship?

[Asked only to those who have heard something about Kanye West's relationship with Bianca Censori; n=1460]

Have a healthy relationship	2	3	2	0	2	1	3	5	0	3	4	2	1	2	3	3	2	1	3	1	6	2
Have an unhealthy relationship	70	69	79	77	65	76	65	63	76	75	76	71	56	75	63	70	67	75	71	70	70	69
Don't know	27	28	18	23	33	23	32	32	24	22	20	27	43	23	34	27	31	24	26	29	24	29

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

Thinking about public appearances of Kanye West and Bianca Censori that have caused controversy, e.g. the wearing of a see-through dress on the red carpet at the Grammys recently, does it seem to you like these are things that both have wanted to do equally, or things that one has wanted to do more than the other?

[Asked only to those who have heard something about Kanye West's relationship with Bianca Censori; n=1460]

Something they both equally want to do	12	15	10	5	14	10	13	14	10	10	13	12	10	12	12	12	12	8	11	10	16	13
Something Kanye West wants to do more than Bianca Censori	53	50	64	60	48	59	49	46	60	66	56	55	42	57	49	53	51	56	57	53	55	50
Something Bianca Censori wants to do more than Kanye West	3	4	2	1	3	1	5	5	2	3	4	2	2	2	4	3	3	0	3	7	1	2
Don't know	32	30	24	34	35	30	33	36	28	20	28	32	46	29	35	31	34	36	29	30	28	35

*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.