

YouGov Survey Results

Sample Size: 2115 Adults in GB
Fieldwork: 15th - 16th October 2024

	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	2115	381	544	195	228	745	788	1024	1091	222	874	522	497	1206	909	1829	102	184	501	347	256	725	
Unweighted Sample	2115	391	605	230	272	889	801	932	1183	133	815	569	598	1325	790	1829	106	180	529	365	172	763	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How much attention are you paying, if any at all, to the US presidential election in 2024?

A lot of attention	8	6	12	10	8	10	6	11	5	12	6	9	7	9	6	8	5	7	7	5	11	8
A fair amount of attention	34	35	38	38	36	41	32	39	29	30	33	38	32	39	27	33	34	40	30	29	44	34
TOTAL A LOT / FAIR AMOUNT OF ATTENTION	42	41	50	48	44	51	38	50	34	42	39	47	39	48	33	41	39	47	37	34	55	42
Not much attention	43	50	39	42	44	41	46	38	48	40	42	40	49	41	46	43	42	40	43	49	36	44
No attention at all	15	9	11	10	12	9	15	12	18	18	18	13	12	11	21	15	19	13	20	16	9	14
TOTAL NOT MUCH / NO ATTENTION	58	59	50	52	56	50	61	50	66	58	60	53	61	52	67	58	61	53	63	65	45	58

Who do you want to win the US presidential election in 2024 and become the next president of the United States?

Kamala Harris	64	57	83	86	26	82	48	60	68	70	61	66	65	70	56	64	70	64	61	61	69	65
Donald Trump	18	25	5	4	54	7	29	24	12	11	20	18	16	16	19	17	14	21	15	18	18	18
Don't know	18	18	12	10	20	11	22	16	21	19	19	16	19	13	25	19	16	15	23	21	13	17

How much would you say that it matters to the UK who wins the US presidential election in 2024?

Matters a lot	29	28	35	36	30	35	27	29	29	24	25	33	34	33	24	29	22	31	26	27	29	32
Matters a fair amount	47	50	48	51	45	49	47	47	46	48	48	46	45	50	43	47	50	45	46	47	53	45
TOTAL A LOT / A FAIR AMOUNT	76	78	83	87	75	84	74	76	75	72	73	79	79	83	67	76	72	76	72	74	82	77
Doesn't matter very much	13	15	9	6	18	9	15	14	12	13	15	12	12	11	17	13	16	14	14	13	11	13
Doesn't matter at all	4	1	3	1	2	2	6	5	3	5	4	4	4	2	6	4	7	4	5	6	1	3
TOTAL NOT VERY MUCH / AT ALL	17	16	12	7	20	11	21	19	15	18	19	16	16	13	23	17	23	18	19	19	12	16
Don't know	7	6	5	5	5	5	5	4	9	9	8	5	5	4	10	7	5	6	8	7	5	7

And how much would you say that it matters to you who wins the US presidential election in 2024?

Matters a lot	19	14	24	22	20	24	14	17	21	25	17	21	18	22	14	19	12	21	18	16	22	21
Matters a fair amount	30	31	36	36	27	34	29	31	29	25	33	30	28	35	25	30	28	34	26	28	37	31
TOTAL A LOT / A FAIR AMOUNT	49	45	60	58	47	58	43	48	50	50	50	51	46	57	39	49	40	55	44	44	59	52
Doesn't matter very much	27	35	21	27	31	26	30	29	26	26	27	28	28	26	30	27	34	24	30	30	22	27
Doesn't matter at all	17	15	15	12	16	10	23	19	16	12	16	18	21	14	22	17	20	17	19	19	14	16
TOTAL NOT VERY MUCH / AT ALL	44	50	36	39	47	36	53	48	42	38	43	46	49	40	52	44	54	41	49	49	36	43
Don't know	6	5	5	3	5	5	4	4	8	11	7	3	5	4	9	6	7	3	7	8	6	5

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Sample Size: 2115 Adults in GB
Fieldwork: 15th - 16th October 2024

	Preferred candidate to win US Presidential Election 2024			
	Total	Kamala Harris	Donald Trump	Don't know
Weighted Sample	2115	1356	372	387
Unweighted Sample	2115	1411	357	347
	%	%	%	%

How much attention are you paying, if any at all, to the US presidential election in 2024?

A lot of attention	8	9	11	2
A fair amount of attention	34	36	43	17
TOTAL A LOT / FAIR AMOUNT OF ATTENTION	42	45	54	19
Not much attention	43	45	40	40
No attention at all	15	11	7	41
TOTAL NOT MUCH / NO ATTENTION	58	56	47	81

Who do you want to win the US presidential election in 2024 and become the next president of the United States?

Kamala Harris	64	100	0	0
Donald Trump	18	0	100	0
Don't know	18	0	0	100

How much would you say that it matters to the UK who wins the US presidential election in 2024?

Matters a lot	29	35	29	9
Matters a fair amount	47	51	48	31
TOTAL A LOT / A FAIR AMOUNT	76	86	77	40
Doesn't matter very much	13	9	18	23
Doesn't matter at all	4	2	3	11
TOTAL NOT VERY MUCH / AT ALL	17	11	21	34
Don't know	7	3	2	26

And how much would you say that it matters to you who wins the US presidential election in 2024?

Matters a lot	19	23	18	5
Matters a fair amount	30	35	31	14
TOTAL A LOT / A FAIR AMOUNT	49	58	49	19
Doesn't matter very much	27	26	33	26
Doesn't matter at all	17	13	14	35
TOTAL NOT VERY MUCH / AT ALL	44	39	47	61
Don't know	6	3	3	21

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	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	2115	381	544	195	228	745	788	1024	1091	222	874	522	497	1206	909	1829	102	184	501	347	256	725
Unweighted Sample	2115	391	605	230	272	889	801	932	1183	133	815	569	598	1325	790	1829	106	180	529	365	172	763
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

Kamala Harris

Very favourable	21	17	35	35	7	32	14	20	23	19	18	24	25	25	16	22	22	19	19	22	23	23
Somewhat favourable	39	40	46	49	19	48	32	38	40	42	40	36	40	42	35	39	38	42	38	35	42	40
TOTAL FAVOURABLE	60	57	81	84	26	80	46	58	63	61	58	60	65	67	51	61	60	61	57	57	65	63
Somewhat unfavourable	11	12	4	7	21	5	15	12	9	14	9	13	11	9	12	11	13	11	11	10	11	11
Very unfavourable	12	13	4	1	35	5	20	16	8	11	13	13	9	11	13	12	9	15	10	17	10	12
TOTAL UNFAVOURABLE	23	25	8	8	56	10	35	28	17	25	22	26	20	20	25	23	22	26	21	27	21	23
Don't know	17	17	11	9	18	10	19	13	20	14	20	14	15	12	23	17	19	13	21	17	14	15
NET FAVOURABILITY	37	32	73	76	-30	70	11	30	46	36	36	34	45	47	26	38	38	35	36	30	44	40

Donald Trump

Very favourable	6	9	2	1	20	2	12	9	4	4	7	6	7	5	8	6	5	8	6	7	8	6
Somewhat favourable	12	17	3	2	33	5	19	16	7	8	14	11	10	10	14	12	10	13	12	10	7	13
TOTAL FAVOURABLE	18	26	5	3	53	7	31	25	11	12	21	17	17	15	22	18	15	21	18	17	15	19
Somewhat unfavourable	11	15	7	6	17	8	15	12	10	8	12	12	11	10	12	11	14	9	10	16	8	11
Very unfavourable	66	55	86	89	22	83	49	59	72	76	61	67	68	72	57	66	67	67	64	62	73	66
TOTAL UNFAVOURABLE	77	70	93	95	39	91	64	71	82	84	73	79	79	82	69	77	81	76	74	78	81	77
Don't know	5	4	2	2	8	2	6	4	6	4	6	4	4	3	8	5	4	3	8	5	4	4
NET FAVOURABILITY	-59	-44	-88	-92	14	-84	-33	-46	-71	-72	-52	-62	-62	-67	-47	-59	-66	-55	-56	-61	-66	-58

Joe Biden

Very favourable	3	2	7	7	1	6	2	4	3	3	3	5	4	4	3	3	2	4	4	4	6	2
Somewhat favourable	32	26	47	42	14	45	22	32	31	31	32	31	34	36	26	31	40	33	26	31	42	31
TOTAL FAVOURABLE	35	28	54	49	15	51	24	36	34	34	35	36	38	40	29	34	42	37	30	35	48	33
Somewhat unfavourable	30	31	29	32	27	29	29	31	30	32	30	31	29	32	28	30	29	32	29	30	22	34
Very unfavourable	23	30	9	12	49	12	35	25	22	22	22	23	25	21	26	23	15	24	26	26	21	21
TOTAL UNFAVOURABLE	53	61	38	44	76	41	64	56	52	54	52	54	54	53	54	53	44	56	55	56	43	55
Don't know	11	11	7	7	9	7	12	8	14	13	13	9	9	7	17	11	14	7	15	10	8	11
NET FAVOURABILITY	-18	-33	16	5	-61	10	-40	-20	-18	-20	-17	-18	-16	-13	-25	-19	-2	-19	-25	-21	5	-22

The US Democratic Party

Very favourable	5	3	11	7	0	8	3	6	5	6	4	6	5	7	3	5	5	6	4	4	9	5
Somewhat favourable	29	25	48	46	11	43	19	32	27	31	29	28	30	35	21	29	31	34	26	24	36	30
TOTAL FAVOURABLE	34	28	59	53	11	51	22	38	32	37	33	34	35	42	24	34	36	40	30	28	45	35
Somewhat unfavourable	14	15	7	15	19	10	16	17	10	17	14	16	8	14	14	13	16	19	12	11	13	15
Very unfavourable	12	10	5	3	28	6	17	16	9	13	12	12	12	10	14	12	6	16	12	12	14	11
TOTAL UNFAVOURABLE	26	25	12	18	47	16	33	33	19	30	26	28	20	24	28	25	22	35	24	23	27	26
Don't know	40	47	29	29	42	32	46	30	49	33	40	37	45	34	48	41	43	25	46	48	29	39
NET FAVOURABILITY	8	3	47	35	-36	35	-11	5	13	7	7	6	15	18	-4	9	14	5	6	5	18	9

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	%	%	%	%

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

Kamala Harris

Very favourable	21	32	1	2
Somewhat favourable	39	55	9	14
TOTAL FAVOURABLE	60	87	10	16
Somewhat unfavourable	11	4	28	17
Very unfavourable	12	1	51	14
TOTAL UNFAVOURABLE	23	5	79	31
Don't know	17	8	11	53
NET FAVOURABILITY	37	82	-69	-15

Donald Trump

Very favourable	6	0	35	2
Somewhat favourable	12	1	49	12
TOTAL FAVOURABLE	18	1	84	14
Somewhat unfavourable	11	8	8	27
Very unfavourable	66	90	6	38
TOTAL UNFAVOURABLE	77	98	14	65
Don't know	5	1	3	22
NET FAVOURABILITY	-59	-97	70	-51

Joe Biden

Very favourable	3	5	1	1
Somewhat favourable	32	46	6	8
TOTAL FAVOURABLE	35	51	7	9
Somewhat unfavourable	30	32	26	30
Very unfavourable	23	10	63	31
TOTAL UNFAVOURABLE	53	42	89	61
Don't know	11	8	4	29
NET FAVOURABILITY	-18	9	-82	-52

The US Democratic Party

Very favourable	5	8	0	1
Somewhat favourable	29	41	9	7
TOTAL FAVOURABLE	34	49	9	8
Somewhat unfavourable	14	11	25	14
Very unfavourable	12	4	35	17
TOTAL UNFAVOURABLE	26	15	60	31
Don't know	40	36	31	60
NET FAVOURABILITY	8	34	-51	-23

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

The US Republican Party

Very favourable	2	3	0	1	9	0	4	3	1	3	2	2	3	2	3	2	3	1	3	1	4	3
Somewhat favourable	9	18	4	3	21	6	14	13	5	6	9	10	9	8	10	9	6	9	8	9	6	11
TOTAL FAVOURABLE	11	21	4	4	30	6	18	16	6	9	11	12	12	10	13	11	9	10	11	10	10	14
Somewhat unfavourable	20	19	22	26	19	21	19	23	16	18	20	20	19	23	16	19	21	23	16	18	26	19
Very unfavourable	30	13	46	44	7	43	17	32	29	42	31	30	24	35	23	29	27	41	28	23	37	30
TOTAL UNFAVOURABLE	50	32	68	70	26	64	36	55	45	60	51	50	43	58	39	48	48	64	44	41	63	49
Don't know	39	47	27	26	45	30	46	29	49	32	38	37	45	32	48	40	43	26	45	48	27	37
NET FAVOURABILITY	-39	-11	-64	-66	4	-58	-18	-39	-39	-51	-40	-38	-31	-48	-26	-37	-39	-54	-33	-31	-53	-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.

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Unweighted Sample	2115	1411	357	347
	%	%	%	%

The US Republican Party

Very favourable	2	0	12	1
Somewhat favourable	9	3	31	7
TOTAL FAVOURABLE	11	3	43	8
Somewhat unfavourable	20	22	17	15
Very unfavourable	30	40	7	17
TOTAL UNFAVOURABLE	50	62	24	32
Don't know	39	34	33	61
NET FAVOURABILITY	-39	-59	19	-24

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