

YouGov Survey Results

Sample Size: 2177 GB Adults
Fieldwork: 6th - 7th November 2024

Weighted Sample
Unweighted Sample

Total	Vote in 2024 GE				EU Ref 2016		Gender		Age				Social Grade		Country			Region in England				
	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	
2147	385	554	198	230	761	798	1038	1109	224	888	527	508	1230	916	1857	103	187	511	349	262	734	
2151	341	652	213	295	851	847	974	1177	132	843	545	631	1252	899	1854	112	185	525	367	205	757	
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Would you say that you are happy or unhappy about Donald Trump's victory in the 2024 US presidential election?

Very happy	9	12	2	0	33	2	14	12	5	11	8	9	9	8	10	9	6	7	12	9	10	7
Fairly happy	7	8	1	3	21	4	11	9	5	2	7	7	8	6	7	7	8	7	7	9	6	6
TOTAL HAPPY	16	20	3	3	54	6	25	21	10	13	15	16	17	14	17	16	14	14	19	18	16	13
Indifferent	21	23	13	11	22	12	27	23	18	14	21	22	22	19	23	21	25	18	21	20	21	21
Fairly unhappy	13	20	14	18	5	14	14	13	13	14	13	12	15	14	12	13	12	14	12	13	15	14
Very unhappy	47	35	68	66	16	66	32	40	53	54	45	48	44	50	42	47	44	48	46	44	46	49
TOTAL UNHAPPY	60	55	82	84	21	80	46	53	66	68	58	60	59	64	54	60	56	62	58	57	61	63
Don't know	4	1	2	1	2	2	3	2	6	5	5	2	2	3	5	4	5	5	3	5	2	4

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%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
333	80	16	7	126	45	201	221	112	30	136	84	83	176	158	293	15	26	94	61	40	97
333	65	20	7	160	41	221	206	127	17	122	89	105	181	152	289	19	25	91	62	32	104
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

You said in the previous question that you are happy about Donald Trump winning the 2024 US presidential election. What is the MAIN or BIGGEST reason that you feel happy about Donald Trump winning the election?

[Asked only to those who said that they are happy about Donald Trump winning the election]

Prefer to Harris / Biden / Democrats	18	24	18	0	22	15	19	21	13	17	15	23	18	23	12	17	23	19	14	20	12	22
Strong leader / gets things done / does what he says	16	14	15	25	19	11	22	14	19	0	12	23	21	17	15	17	11	8	24	9	9	18
Will end conflicts / prevent wars	14	14	18	12	16	11	14	15	11	9	16	15	11	14	14	15	8	3	15	19	17	12
Is not woke	7	8	7	0	8	15	7	7	7	0	8	6	10	9	5	6	14	14	6	6	6	7
Stance on immigration	7	12	0	0	8	0	10	7	8	0	4	10	12	6	9	8	11	0	5	11	4	11
Will be good for US / ordinary Americans	7	9	3	0	9	4	9	8	7	4	7	5	12	8	6	7	4	11	7	9	4	8
Makes the world more stable / secure	6	6	0	0	9	9	6	6	7	10	5	7	6	8	4	7	5	0	6	6	5	8
Other positive character attributes	6	4	0	0	4	3	3	6	5	7	8	6	2	3	9	5	9	8	12	1	4	3
Speaks his mind	4	3	6	0	4	2	7	4	5	0	6	8	1	4	5	5	0	0	5	12	3	2
It's funny / find Trump entertaining	3	5	12	0	2	3	2	3	2	0	5	2	1	2	3	3	0	3	5	2	0	3
Puts America first / stands up for country	3	1	0	0	4	0	5	4	3	0	2	7	4	2	6	4	0	0	7	4	0	2
Good for US-UK relations	3	6	0	11	4	5	3	2	4	2	2	2	6	5	1	3	0	0	3	3	3	4
Generic: "His views"	3	4	0	0	2	0	2	3	4	9	5	1	1	5	1	4	0	0	2	3	3	6
Will change/affect the UK in some way	3	4	0	0	3	3	5	3	4	0	5	2	3	2	5	3	7	2	5	7	0	1
Anti-left sentiment	3	2	0	0	5	0	5	3	3	0	2	6	4	4	2	4	0	2	3	6	0	4
Did a good job last time	2	1	3	0	3	0	2	2	3	3	2	1	2	2	2	2	4	0	2	3	2	1
Good for US economy	2	1	0	11	3	2	1	3	1	3	1	3	4	3	2	2	4	0	1	3	2	4
Good for global economy	2	0	0	0	5	2	1	2	1	6	1	2	2	2	2	2	4	0	2	3	0	2
Anti net zero / climate change sentiment	2	0	0	0	3	2	2	3	1	0	3	1	2	1	3	2	0	0	1	1	4	3
Generic: "His policies"	2	0	0	0	5	9	1	2	3	0	2	6	1	3	1	3	0	0	4	3	2	1
Talks sense / common sense	2	1	0	0	3	7	1	1	4	0	2	1	4	2	2	2	0	5	1	1	5	2
Generic: good for the world / West	2	4	0	0	1	0	2	2	2	0	1	5	2	1	3	2	0	5	4	0	0	2
Anti-globalisation	1	2	0	0	2	0	2	2	1	0	1	5	0	1	1	1	0	2	2	0	0	3
In touch	1	0	0	0	3	0	2	1	2	0	1	1	3	1	1	1	7	0	2	0	0	1
Deals with the real issues	1	0	7	0	1	2	1	1	0	0	2	0	1	1	0	1	0	4	1	0	0	1
Other	21	15	20	52	17	13	16	22	20	51	23	13	18	20	23	21	32	19	21	20	34	17
Don't know	1	0	0	0	0	6	0	1	1	0	3	0	0	1	2	0	7	10	0	0	0	0
Prefer not to say	1	0	0	0	1	0	1	1	1	5	0	1	0	1	1	1	0	0	1	0	3	0

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%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
1288	210	455	168	48	610	360	553	736	151	518	316	303	790	498	1114	58	116	296	200	160	458
1335	187	539	185	65	699	386	535	800	94	522	340	379	824	511	1151	66	118	319	222	124	486
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

You said in the previous question that you are unhappy about Donald Trump winning the 2024 US presidential election. What is the MAIN or BIGGEST reason that you feel unhappy about Donald Trump winning the election?
[Asked only to those who said that they are unhappy about Donald Trump winning the election]

He is a criminal	27	24	26	29	24	29	23	24	29	31	27	26	25	28	24	27	20	29	27	34	21	25
Misogynistic attitudes and danger to women's rights	17	9	22	19	11	18	11	9	23	27	22	16	6	19	13	17	14	17	19	16	23	14
Crazy / lunatic / psychopath / unstable / unpredictable	16	25	13	16	26	18	20	16	15	1	11	21	25	17	14	15	19	21	15	14	13	16
Liar / untrustworthy	11	12	10	8	12	12	12	11	10	3	8	12	17	10	11	11	8	11	12	13	7	10
Racist	10	8	11	10	2	10	6	8	11	14	12	10	3	11	8	10	5	8	9	10	19	8
Authoritarian / undemocratic / fascist, including inciting of 6 Jan riots	9	5	11	8	0	11	4	11	7	11	10	8	4	8	9	9	8	6	9	9	10	8
Dangerous	7	5	9	5	8	8	9	5	9	2	6	12	8	7	9	7	13	8	8	7	7	
His personality / other negative personality traits	7	9	7	6	3	8	8	7	8	4	5	9	12	8	7	7	9	7	9	6	4	8
Idiot	6	8	4	9	7	5	9	7	5	3	5	8	7	4	8	6	7	7	5	8	1	7
Ukraine conflict	5	4	5	9	3	7	4	6	4	3	6	5	4	6	3	4	9	8	5	4	3	4
Would start wars / cause wars	5	5	5	3	11	4	9	5	5	1	4	8	6	4	7	5	3	6	4	3	7	6
Makes the world less stable / secure	4	5	5	5	1	6	3	6	3	3	5	5	4	5	3	4	8	3	3	5	4	5
Generic: negative for the world	4	2	5	6	3	5	3	5	4	4	6	4	2	6	2	4	6	8	3	3	4	5
Bad for climate change	3	1	4	1	0	4	1	3	3	1	3	4	2	3	2	3	4	2	2	3	7	2
Bad for LGBTQ+ rights	3	1	4	3	2	3	1	3	3	8	4	1	0	3	2	3	1	3	3	3	7	2
Arrogant / narcissist	3	5	2	4	4	3	4	4	3	0	3	3	4	4	2	3	2	7	2	2	2	4
Generic: "he's a bad person"	3	2	4	4	4	4	3	2	4	1	5	3	3	3	4	3	4	4	5	2	3	3
Generic: "His views"	3	0	4	2	2	2	2	2	3	5	3	2	1	3	2	3	2	3	4	1	1	3
Generic: "not fit to be president"	3	2	3	2	6	4	3	3	3	3	3	5	2	3	4	3	4	4	3	4	3	3
Israel / Gaza conflict	2	0	1	3	0	3	1	2	2	1	4	2	0	2	2	2	1	6	3	2	1	1
Other global impact	2	2	2	3	0	3	2	3	2	3	3	2	2	2	3	2	3	2	3	2	6	1
Insults	2	1	1	0	4	1	1	2	1	5	1	2	1	1	2	2	1	1	2	1	1	2
Relationship with Putin / Russia / regimes	2	2	1	3	4	1	3	3	1	2	1	4	3	2	2	2	7	1	3	1	0	2
Divisive	2	4	2	1	1	3	2	2	2	2	3	2	1	2	2	2	1	2	1	3	5	1
Generic: "his policies"	2	0	2	4	0	2	2	1	2	4	2	0	1	2	2	2	4	1	1	1	2	2
Did a bad job last time	2	3	1	1	1	1	2	1	2	1	2	1	2	1	2	2	3	2	1	1	1	2
Lacks morals	2	2	1	1	3	2	2	2	1	0	2	3	1	1	2	1	1	2	1	2	1	1
Bigot	2	0	3	0	0	2	1	2	1	1	2	2	1	2	1	2	0	0	0	1	5	2
Impact on global economy / tariffs / trade war	2	2	2	3	1	3	1	4	0	1	3	2	1	2	1	1	0	7	2	0	1	1
Will have a negative effect on the USA	2	1	3	1	0	2	1	2	1	3	2	1	2	1	2	2	4	1	2	1	0	2
Immigration / asylum	1	0	1	3	0	2	0	1	2	3	2	1	0	1	2	1	0	3	1	1	5	0
Too old	1	1	2	1	1	2	2	1	1	0	1	1	3	1	1	1	3	4	1	0	1	1
Impact on (unspecified) minorities	1	0	2	0	0	2	0	1	1	3	2	1	0	1	1	1	1	3	1	2	2	1
Not competent	1	1	0	1	1	1	1	1	1	2	0	0	2	1	1	1	0	1	1	1	1	1
Isolationist / not interested in rest of the world	1	1	1	1	0	1	1	2	1	1	1	1	1	1	1	1	2	0	1	2	1	1
Will have a negative effect on UK specifically	1	2	1	0	3	2	1	2	1	2	2	1	1	2	1	2	0	0	3	1	1	2
Other	14	13	15	11	16	13	13	16	12	23	14	12	11	14	14	14	14	15	13	11	17	14
Don't know	0	0	1	0	1	0	0	0	1	0	0	1	1	0	0	0	1	1	1	0	0	0

*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.