



PUBLIC
The US Election
24TH - 25TH JULY 2024
IPSOS

Table 19

Q8 - How much, if anything, do you know about each of the following US politicians? - Summary table

BASE: ALL ADULTS AGED 18-75 IN GREAT BRITAIN

	President Joe Biden	Former President and Republican presidential nominee Donald Trump	Vice President and expected presidential Democrat nominee Kamala Harris
UNWEIGHTED BASE	1052	1052	1052
WEIGHTED BASE	1052	1052	1052
A great deal	212 20%	294 28%	91 9%
A fair amount	483 46%	501 48%	286 27%
Not very much	249 24%	184 17%	367 35%
Heard of, but know nothing about them	77 7%	39 4%	174 17%
Never heard of them	7 1%	9 1%	100 9%
Know great deal/ fair amount (NET)	695 66%	794 76%	377 36%
Know about (NET)	943 90%	978 93%	744 71%
Heard of (NET)	1020 97%	1017 97%	918 87%
Don't know	25 2%	26 2%	34 3%



Table 20
CB 1 - How much, if anything, do you know about each of the following US politicians? - President Joe Biden

BASE: ALL ADULTS AGED 18-75 IN GREAT BRITAIN

	Gender		Age					Aggregated age breaks					Region					Employment Status		Social Grade		Education		Ethnicity		GE 2024 Vote						EU Ref Vote		Social media users							
		Male	Female	18-24	25-34	35-44	45-54	55-75	18-34	35-44	55-75	North	Midland s	South	Greater London	Wales	Scotland	Working	Not working	ABC1	C2DE	Graduate	Non-Graduate	White	Minority ethnic	Cons	Lab	Lib Dem	Reform UK	Other party	Remain	Leave	X	T&Tuk	Instagram	Facebook	LinkedIn	Snapchat	YouTube	Pinterest	
	TOTAL	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)
UNWEIGHTED BASE	1092	415	677	37	173	222	232	388	210	454	318	219	281	213	113	46	100	719	373	762	330	640	452	871	228	173	371	118	93	110	512	328	359	292	523	769	391	188	646	200	
WEIGHTED BASE	1092	519	573	119**	188*	189	193	353	317*	382	353	251	273	236*	151*	51**	90*	714	378	596	496	389	682	846	162*	336	106*	120*	131*	430	351	343	320	513	775	233	245*	662	205*		
	100%	49%	51%	116**	18%	18%	18%	30**	36%	34%	34%	24%	26%	22*	16**	66*	68%	57%	57%	43%	43%	35%	65%	82%	15%	35%	37%	105*	115*	134*	49%	31%	31%	30%	51%	74%	24%	21%	63%	20%	
A great deal	212	129	83	17	52	38	46	80	68	83	60	47	51	41	39	11	22	153	58	135	77	110	102	155	34	29	94	20	22	30	93	77	111	82	124	165	82	63	162	53	
	20%	25%	16%	44%	26%	20%	24%	17%	22%	22%	17%	19%	19%	17%	26%	22%	25%	21%	17%	33%	17%	30%	15%	18%	33%	18%	28%	19%	18%	22%	22%	22%	32%	26%	23%	21%	23%	26%	24%	26%	
A fair amount	483	261	222	45	77	102	87	172	122	189	172	107	115	126	76	24	34	333	150	290	193	153	330	411	60	80	162	52	62	65	210	185	172	142	243	332	115	109	295	96	
	46%	50%	42%	38%	39%	34%	45%	49%	39%	49%	49%	43%	42%	53%	51%	47%	38%	47%	44%	49%	43%	41%	48%	48%	37%	50%	48%	49%	52%	49%	50%	52%	50%	44%	46%	43%	45%	44%	45%	47%	
Not very much	249	91	158	40	44	30	45	89	65	75	89	67	79	40	25	12	26	154	95	120	128	84	165	212	29	37	67	20	24	32	90	62	53	58	115	189	44	49	128	45	
	24%	17%	30%	34%	22%	16%	23%	25%	27%	20%	25%	27%	29%	17%	16%	25%	29%	21%	28%	20%	28%	23%	24%	24%	18%	23%	20%	19%	20%	24%	21%	18%	15%	18%	22%	24%	17%	20%	21%	22%	
Heard of, but know nothing about them	77	26	51	15	12	13	13	23	22	21	23	22	21	24	4	1	5	52	24	38	30	15	61	72	5	11	11	14	8	4	21	21	6	31	42	64	10	20	45	11	
	7%	5%	10%	12%	6%	7%	7%	7%	9%	7%	7%	9%	8%	10%	2%	2%	6%	7%	7%	6%	9%	4%	9%	8%	3%	7%	3%	14%	7%	3%	5%	6%	2%	10%	8%	8%	4%	8%	7%	6%	
Never heard of them	7	2	5	-	4	1	-	2	4	1	2	2	3	2	*	-	-	5	2	3	5	1	6	4	3	-	1	-	1	*	1	-	1	3	1	6	-	2	6	*	
	1%	1%	1%	-	2%	1%	-	1%	1%	1%	1%	1%	1%	1%	*	-	-	1%	1%	*	1%	*	1%	2%	-	*	-	*	*	*	*	-	*	1%	*	1%	1%	1%	1%	1%	
Know great deal/ fair amount (NET)	695	390	304	62	129	139	133	232	191	272	232	155	166	167	115	35	57	486	209	424	270	262	432	566	114	110	256	72	84	95	303	261	283	224	367	497	197	171	457	149	
	66%	75%	57%	52%	65%	74%	69%	66%	60%	71%	66%	62%	61%	71%	76%	70%	63%	68%	62%	71%	59%	71%	63%	65%	71%	68%	76%	68%	70%	71%	72%	75%	82%	70%	69%	64%	78%	78%	70%	69%	72%
Know about (NET)	943	481	462	102	173	169	178	321	275	347	321	222	244	207	140	48	82	640	304	545	399	346	597	778	143	146	143	92	108	127	393	324	336	281	482	686	241	221	595	193	
	90%	93%	87%	86%	87%	89%	92%	91%	87%	91%	91%	89%	89%	88%	92%	94%	92%	90%	90%	91%	87%	94%	87%	90%	89%	91%	91%	96%	86%	90%	95%	94%	92%	98%	88%	90%	88%	95%	90%	90%	94%
Heard of (NET)	1030	506	514	118	186	182	190	344	303	373	344	244	265	231	143	49	88	692	328	582	438	363	658	850	149	157	133	106	115	131	414	345	342	313	524	750	250	241	641	205	
	97%	98%	96%	99%	94%	96%	99%	98%	96%	98%	98%	97%	97%	98%	95%	96%	97%	97%	97%	98%	96%	98%	96%	98%	92%	98%	99%	100%	96%	98%	98%	98%	98%	98%	98%	97%	99%	98%	97%	100%	
Don't know	25	11	14	2	8	6	3	7	10	8	7	5	5	3	7	2	2	17	7	11	14	6	18	12	10	3	2	-	4	2	5	6	*	4	8	20	3	2	16	-	
	2%	2%	3%	1%	4%	3%	1%	2%	3%	2%	2%	2%	2%	1%	5%	4%	3%	2%	2%	3%	2%	3%	1%	6%	1%	3%	1%	-	3%	1%	1%	2%	*	1%	2%	3%	1%	1%	2%	-	

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j - k/l/m/n/o/p - q/r - s/t - u/v - w/x - y/z/A/B/C - D/E - F/G/H/I/J/K/L/M
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Table 21
CB 2 - How much, if anything, do you know about each of the following US politicians? - Former President and Republican presidential nominee Donald Trump

BASE: ALL ADULTS AGED 18-75 IN GREAT BRITAIN

	Gender			Age					Aggregated age breaks					Region					Employment Status		Social Grade		Education		Ethnicity		GE 2024 Vote						EU Ref Vote		Social media users							
	TOTAL	Male	Female	18-24	25-34	35-44	45-54	55-75	18-34	35-44	45-54	55-75	North	Midland s	South	Greater London	Wales	Scotland	Working	Not working	ABC1	C2DE	Graduat es	NonGraduat	White	Minority ethnic	Cons	Lab	Lib Dems	Reform UK	Other party	Remain	Leave	X	TikTok	Instagram	Facebook	LinkedIn	Snapchat	YouTube	Pinterest	
UNWEIGHTED BASE	1002	415	617	37	173	222	212	188	210	414	318	219	381	213	113	46	100	719	313	762	280	640	412	871	118	371	118	93	110	512	128	959	292	523	769	791	188	640	200			
WEIGHTED BASE	1002	519	533	119**	188*	189	193	153	177*	182	153	251	273	216*	151*	111**	90*	714	318	596	456	169	682	846	161*	160*	316	105*	120*	131*	430	151	143	120	513	775	213	245*	662	205*		
100%	49%	51%	11%	15%	18%	18%	18%	16%	30%	36%	31%	24%	28%	22%	16%	9%	68%	37%	68%	37%	48%	37%	37%	48%	82%	15%	35%	37%	10%	11%	40%	11%	31%	30%	51%	74%	24%	21%	61%	20%		
A great deal	284	174	119	31	54	54	58	96	85	112	96	57	69	56	60	21	31	216	77	189	104	127	166	239	49	42	115	31	37	44	131	114	145	111	163	238	107	85	214	78		
	28%	34%	22%	26%	27%	29%	30%	37%	27%	29%	30%	27%	23%	25%	24%	39%	41%	34%	30%	23%	32%	23%	32%	34%	24%	28%	30%	26%	34%	29%	31%	33%	31%	32%	42%	35%	31%	42%	35%	32%	38%	
A fair amount	501	255	246	46	86	98	89	182	132	187	182	128	122	124	71	19	36	339	162	287	214	174	326	420	70	88	162	49	65	60	205	178	156	131	246	330	169	104	291	75		
	48%	49%	46%	39%	43%	52%	46%	52%	42%	49%	52%	51%	45%	53%	47%	38%	40%	47%	47%	48%	48%	47%	47%	48%	48%	48%	43%	55%	48%	46%	54%	45%	49%	51%	46%	43%	43%	43%	44%	37%		
Not very much	184	64	119	29	43	23	34	54	51	65	33	10	7	17	107	77	79	105	53	130	155	23	27	43	16	11	25	68	45	37	54	95	149	28	40	113	42					
	17%	12%	22%	25%	22%	12%	18%	15%	23%	15%	15%	20%	24%	14%	7%	13%	19%	15%	23%	15%	23%	13%	23%	14%	19%	18%	14%	17%	13%	15%	9%	19%	16%	13%	11%	17%	18%	19%	11%	17%	17%	21%
Heard of, but know nothing about them	39	10	29	11	2	5	6	15	13	11	15	5	10	15	2	2	5	30	10	24	16	6	34	34	5	3	10	9	4	1	10	10	4	21	16	35	3	14	26	6		
	4%	2%	5%	10%	1%	3%	3%	4%	4%	3%	4%	2%	4%	6%	1%	4%	5%	4%	3%	4%	3%	4%	3%	2%	5%	4%	3%	2%	3%	9%	3%	1%	2%	3%	1%	7%	3%	4%	1%	6%	4%	3%
Never heard of them	9	3	5	-	5	*	1	2	5	1	2	1	3	4	*	-	-	7	2	5	4	2	7	7	5	4	-	1	1	-	1	2	1	-	3	3	5	1	*	6	2	
	1%	1%	1%	-	3%	*	1%	1%	2%	*	1%	1%	1%	2%	*	-	-	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	-	*	1%	-	*	*	-	1%	*	*	1%	1%	1%		
Know great deal/ fair amount (NET)	794	429	365	77	140	152	147	279	217	299	279	185	191	181	111	40	67	555	239	416	318	302	492	659	119	131	278	80	102	104	336	292	302	342	409	568	216	189	505	154		
	76%	83%	68%	64%	71%	80%	76%	79%	68%	78%	79%	74%	70%	76%	86%	78%	74%	78%	71%	80%	70%	71	82%	72%	76%	74%	81%	83%	75%	85%	78%	80%	83%	88%	76%	77%	73%	86%	77%	76%	75%	
Know about (NET)	978	494	484	106	183	176	181	332	289	357	332	236	256	214	141	47	84	662	316	555	422	355	623	814	142	157	320	96	114	130	404	337	339	295	504	717	245	230	617	196		
	93%	95%	91%	89%	92%	93%	94%	94%	91%	93%	94%	94%	94%	90%	93%	92%	94%	93%	93%	93%	93%	93%	93%	93%	96%	91%	94%	88%	98%	95%	90%	95%	97%	96%	96%	99%	92%	95%	92%	97%	94%	93%
Heard of (NET)	1017	504	513	118	185	181	187	347	302	368	347	241	266	229	143	49	89	692	326	579	438	361	657	847	148	160	331	105	117	131	414	347	343	316	520	752	248	244	643	202		
	97%	97%	96%	99%	93%	94%	97%	98%	95%	96%	98%	96%	97%	97%	95%	96%	99%	97%	96%	97%	96%	97%	96%	98%	96%	98%	91%	100%	98%	99%	98%	98%	98%	100%	99%	98%	97%	98%	100%	97%	98%	
Don't know	26	12	15	2	8	8	5	4	10	13	4	8	4	4	7	2	1	16	10	13	14	7	20	14	10	-	4	-	3	2	5	3	*	*	10	18	3	-	14	2		
	2%	2%	3%	1%	4%	4%	2%	1%	3%	3%	1%	3%	2%	1%	3%	4%	3%	2%	3%	2%	3%	2%	3%	2%	6%	6%	-	1%	-	2%	1%	1%	1%	*	2%	2%	1%	-	2%	1%		

Proportions/Mean: Columns Tested [5% risk level]: a/b - $\chi^2/(N \times \sqrt{b})$ - $N(a) - N(b) / m/n/d/p - q/r - u/v - w/x - y/z/A/B/C - D/E - F/G/H/I/J/K/L/M$
Overlap formulae used: * small base, ** very small base (under 30) ineligible for sig testing



Table 22
CB 3 - How much, if anything, do you know about each of the following US politicians? - Vice President and expected presidential Democrat nominee Kamala Harris

BASE: ALL ADULTS AGED 18-75 IN GREAT BRITAIN

	Gender			Age					Aggregated age breaks					Region					Employment status		Social grade		Education		Ethnicity		GE 2024 Vote					EU Ref Vote		Social media users							
	TOTAL	Male	Female	18-24	25-34	35-44	45-54	55-75	18-34	35-44	55-75	North	Midland s	South	Greater London	Wales	Scotland d	Working	Not working	ABC1	C2DE	Graduate es	NonGraduate	White ethnic	Minority ethnic	Cons	Lab	Lib Dem	Reform UK	Other party	Remain	Leave	X	TikTok	Instagram	Facebook	LinkedIn	Snapchat	YouTube	Pinterest d	
UNWEIGHTED BASE	1092	415	677	37	173	222	232	388	230	454	388	230	281	233	153	46	100	719	313	762	330	640	412	871	158	173	371	118	93	130	512	328	359	292	523	769	391	188	646	200	
WEIGHTED BASE	1052	519	533	119**	188*	189	193	353	317*	382	353	251	273	238*	151*	51**	90*	714	318	596	456	369	682	846	162*	336	105*	120*	131*	430	351	343	320	513	775	233	245*	662	205*		
100%	49%	51%	115**	18%	18%	18%	18%	30**	36%	34%	34%	24%	26%	22*	14**	16**	86*	68%	37%	37%	43%	35%	65%	82%	15%*	35%*	37%	105**	115**	131**	40%	31%	31%	30%	51%	74%	24%	235*	63%	205**	
A great deal	91	51	40	6	28	22	20	16	34	42	16	19	21	14	20	3	14	73	19	59	33	58	33	63	27	17	42	12	6	11	43	33	17	48	59	79	38	35	68	30	
9%	10%	8%	5%	14%	12%	10%	5%	11%	11%	5%	8%	8%	6%	13%	6%	16%	10%	6%	10%	7%	16%	5%	7%	17%	11%	13%	11%	5%	8%	10%	9%	17%	15%	11%	10%	15%	14%	10%	15%		
A fair amount	286	175	110	40	65	41	51	88	105	92	88	65	59	73	48	15	26	203	83	195	91	125	160	227	50	43	119	28	19	53	140	77	129	104	171	207	89	74	201	63	
27%	34%	24%	21%	33%	33%	22%	26%	25%	33%	24%	25%	26%	22%	31%	23%	20%	29%	28%	25%	33%	20%	34%	23%	26%	31%	27%	35%	26%	16%	40%	33%	22%	34%	33%	32%	27%	35%	30%	30%	31%	
Not very much	367	167	200	27	49	68	70	153	76	138	153	79	107	77	55	22	28	237	130	205	162	101	267	317	44	62	112	36	51	34	151	143	108	96	163	249	73	63	209	63	
35%	32%	38%	23%	25%	36%	36%	43%	24%	36%	38%	43%	31%	39%	33%	36%	43%	31%	33%	38%	34%	36%	27%	39%	37%	27%	39%	33%	34%	43%	26%	36%	41%	31%	30%	31%	32%	29%	26%	32%	31%	
Heard of, but know nothing about them	174	79	94	18	32	35	29	60	50	64	60	35	57	39	17	9	17	111	63	84	90	49	125	144	25	22	42	17	19	20	60	65	29	27	72	131	34	28	101	31	
17%	15%	18%	15%	16%	18%	15%	17%	16%	17%	17%	17%	14%	21%	17%	11%	17%	13%	15%	19%	14%	20%	13%	18%	17%	16%	14%	12%	16%	16%	15%	14%	18%	9%	9%	14%	17%	14%	12%	15%	15%	
Never heard of them	100	33	67	27	14	12	16	31	41	28	31	41	21	29	4	1	5	68	32	39	61	28	71	93	5	16	17	13	21	11	20	30	18	41	51	81	16	43	61	15	
9%	6%	13%	22%	7%	6%	8%	9%	13%	7%	9%	9%	17%	8%	12%	2%	2%	5%	10%	9%	7%	13%	8%	11%	10%	11%	10%	5%	12%	17%	9%	5%	9%	15%	13%	10%	10%	6%	18%	9%	8%	
Know great deal/ fair amount (NET)	377	226	150	46	93	63	71	104	139	134	104	84	80	87	68	18	40	275	101	253	124	184	193	290	77	61	161	40	25	64	183	110	186	152	230	287	127	169	269	93	
36%	44%	28%	38%	47%	33%	37%	30%	44%	35%	30%	34%	29%	37%	45%	35%	44%	39%	30%	43%	27%	50%	28%	33%	48%	38%	48%	37%	21%	48%	43%	31%	54%	48%	43%	37%	50%	44%	41%	45%		
Know about (NET)	744	393	351	73	142	131	140	238	215	272	258	163	187	165	123	40	68	513	231	459	286	284	460	606	121	123	274	75	77	98	333	253	294	248	393	536	200	172	478	155	
71%	76%	66%	61%	72%	69%	73%	73%	68%	71%	73%	65%	68%	70%	61%	63%	78%	76%	72%	68%	77%	63%	77%	67%	70%	73%	77%	61%	71%	64%	73%	79%	73%	86%	78%	74%	69%	79%	70%	72%	76%	
Heard of (NET)	918	473	445	91	174	166	169	317	265	335	317	108	243	204	140	48	85	623	295	542	376	333	585	751	147	145	315	92	95	118	393	318	324	275	465	667	234	200	579	186	
87%	91%	83%	76%	88%	88%	88%	90%	84%	88%	90%	79%	89%	86%	89%	93%	95%	94%	87%	87%	91%	82%	90%	86%	87%	91%	90%	94%	87%	79%	89%	94%	91%	94%	86%	87%	86%	93%	82%	87%	91%	
Don't know	34	13	21	2	10	11	8	4	11	19	4	11	9	4	7	2	*	23	11	15	19	8	26	22	10	-	4	2	4	4	7	3	1	3	17	28	3	1	23	3	
3%	3%	4%	1%	5%	6%	4%	1%	4%	5%	1%	5%	5%	3%	2%	5%	4%	*	3%	3%	2%	5%	4%	2%	4%	3%	6%	-	1%	1%	3%	3%	4%	2%	1%	1%	3%	4%	1%	1%	3%	2%

Proportions/Mean: Columns Tested (5% risk level) a/b - c/d/e/f/g/h - i/j - k/l/m/n/o/p - q/r - s/t - u/v - w/x - y/z/A/B/C - D/E - F/G/H/I/J/K/L/M
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



PUBLIC
The US Election
24TH - 25TH JULY 2024
IPSOS

Table 23

Q9 - Do you have a favourable or unfavourable opinion of the following US politicians? - Summary table

BASE: ALL ADULTS AGED 18-75 IN GREAT BRITAIN

	President Joe Biden	Former President Donald Trump	Vice President Kamala Harris
UNWEIGHTED BASE	1052	1052	1052
WEIGHTED BASE	1052	1052	1052
(2) Very favourable	70 7%	106 10%	135 13%
(1) Fairly favourable	207 20%	149 14%	218 21%
(0) Neither favourable nor unfavourable	318 30%	122 12%	331 31%
(-1) Fairly unfavourable	200 19%	130 12%	115 11%
(-2) Very unfavourable	198 19%	502 48%	85 8%
Mean	-0.25	-0.77	0.23
Favourable (NET)	277 26%	255 24%	353 34%
Unfavourable (NET)	398 38%	633 60%	201 19%
Don't know	59 6%	43 4%	168 16%



Table 34
Q9 - Do you have a favourable or unfavourable opinion of the following US politicians? - President Joe Biden

BASE: ALL ADULTS AGED 18-75 IN GREAT BRITAIN

	Gender			Age					Aggregated age breaks					Region					Employment Status		Social grade		Education		Ethnicity		GE 2024 Vote						EU Ref Vote		Social media users							
	TOTAL	Male	Female	18-24	25-34	35-44	45-54	55-75	18-34	35-44	55-75	North	Midland s	South	Greater London	Wales	Scotland	Working	Not working	ABC1	C2DE	Graduate	Non-graduate	White	Minority ethnic	Cons	Lab	Lib Dems	Reform UK	Other party	Remain	Leave	X	TikTok	Instagram	Facebook	LinkedIn	Snapchat	YouTube	Pinterest		
UNWEIGHTED BASE	1092	415	677	97	173	222	232	388	238	454	388	239	381	233	113	46	160	719	313	762	390	640	412	871	158	173	371	118	93	130	512	328	359	292	523	769	791	188	646	200		
WEIGHTED BASE	1052	519	533	119**	188*	189	199	353	377*	382	353	251	273	238*	151*	111**	90*	734	338	596	456	369	682	846	161*	336	105*	120*	131*	430	351	343	320	518	775	233	245*	662	205*			
100%	49%	51%	115**	180*	185	183	348	350*	365	345	345	245	265	228*	148*	104**	86*	685	375	575	435	355	675	825	161*	336	105*	120*	131*	429	351	343	320	518	775	233	245*	662	205*			
(2) Very Favourable	79	39	30	7	20	8	12	23	27	20	23	15	10	7	16	7	14	52	18	41	28	34	36	50	20	11	43	8	-	7	33	25	32	29	43	55	28	21	58	20		
	7%	8%	6%	6%	10%	4%	6%	7%	8%	5%	7%	6%	4%	3%	11%	14%	10%	7%	5%	7%	6%	6%	9%	5%	6%	12%	7%	13%	7%	-	6%	8%	7%	9%	9%	8%	7%	11%	9%	9%	10%	
(1) Fairly Favourable	207	118	89	15	37	48	40	67	52	88	67	48	54	55	25	11	34	151	56	128	79	77	130	173	33	37	95	29	8	21	109	53	89	74	109	165	52	50	134	32		
	20%	23%	17%	13%	19%	25%	21%	19%	16%	23%	19%	19%	20%	23%	16%	22%	16%	21%	17%	22%	17%	22%	17%	21%	19%	20%	23%	28%	27%	7%	16%	26%	15%	28%	23%	21%	21%	21%	21%	20%	16%	
(0) Neither Favourable nor unfavourable	318	140	178	32	66	45	65	110	98	110	110	65	80	66	57	22	29	220	97	180	137	106	212	267	42	40	108	31	31	32	132	101	87	111	156	250	86	85	197	93		
	30%	27%	33%	27%	33%	24%	34%	31%	31%	29%	31%	26%	29%	28%	38%	43%	32%	31%	29%	30%	30%	29%	31%	31%	26%	25%	32%	29%	26%	24%	31%	29%	26%	35%	29%	32%	34%	35%	30%	45%		
(-1) Fairly unfavourable	290	90	110	12	41	36	35	76	53	71	76	49	50	52	21	6	21	137	63	140	60	71	128	175	21	44	53	18	19	30	82	72	64	52	100	141	44	40	110	26		
	19%	17%	21%	10%	21%	19%	18%	22%	17%	19%	22%	20%	18%	22%	14%	12%	23%	19%	19%	23%	13%	19%	19%	20%	13%	28%	16%	17%	16%	23%	19%	21%	19%	16%	19%	18%	17%	17%	17%	13%		
(-2) Very unfavourable	198	118	80	40	22	40	31	65	62	71	65	61	60	39	23	3	10	118	80	77	121	67	131	160	30	25	27	10	53	41	54	88	66	36	94	121	38	35	124	27		
	18%	23%	15%	14%	11%	21%	16%	18%	20%	19%	18%	23%	22%	17%	13%	6%	12%	17%	24%	13%	27%	13%	12%	13%	19%	15%	8%	10%	44%	31%	13%	25%	19%	11%	18%	16%	15%	14%	19%	13%		
Mean	-0.25	-0.25	-0.25	-0.59	-0.04	-0.29	-0.19	-0.27	-0.24	-0.24	-0.27	-0.99	-0.18	-0.28	-0.07	0.27	0.02	-0.18	-0.41	-0.15	-0.39	-0.17	-0.1	-0.27	-0.06	-0.21	0.23	0.06	-1.05	-0.57	-0.03	-0.43	-0.13	0.03	-0.18	-0.15	-0.04	-0.08	-0.17	-0.05		
Favourable (NET)	277	157	119	22	57	56	52	90	79	108	90	63	64	62	41	18	39	203	74	170	107	111	166	223	53	48	138	37	8	29	142	77	121	104	152	220	81	71	192	52		
	26%	30%	22%	19%	29%	30%	27%	21%	25%	28%	25%	25%	23%	26%	27%	36%	32%	28%	22%	28%	23%	30%	24%	26%	33%	30%	41%	35%	7%	22%	34%	22%	35%	32%	29%	28%	32%	29%	29%	26%		
Unfavourable (NET)	398	208	190	52	63	76	66	141	115	142	141	111	111	92	44	9	31	256	142	217	181	118	260	335	52	69	80	29	72	71	138	159	129	88	194	262	82	75	234	54		
	38%	40%	36%	44%	32%	40%	34%	40%	36%	37%	40%	44%	41%	39%	29%	18%	35%	36%	42%	36%	40%	37%	38%	39%	32%	43%	24%	27%	60%	53%	32%	45%	38%	28%	36%	34%	32%	31%	35%	26%		
Don't know	59	14	46	12	13	12	10	12	25	22	12	12	19	17	9	1	2	35	24	29	30	14	45	42	14	3	10	10	9	1	11	13	5	17	30	43	5	14	39	6		
	6%	3%	9%	10%	7%	6%	5%	4%	8%	6%	4%	5%	7%	7%	6%	3%	2%	5%	7%	4%	7%	5%	9%	2%	3%	9%	8%	1%	3%	4%	2%	5%	6%	5%	6%	6%	6%	6%	3%			

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j - k/l/m/n/o/p - q/r - s/t - u/v - w/x - y/z/A/B/C - D/E - F/G/H/I/J/K/L/M
Overlap formulae used. * small base - ** very small base (under 30) ineligible for six testing



Table 25
Q9 - Do you have a favourable or unfavourable opinion of the following US politicians? - Former President Donald Trump

BASE: ALL ADULTS AGED 18-75 IN GREAT BRITAIN

	Gender			Age								Aggregated age breaks								Region								Employment Status		Social Grade		Education		Ethnicity		GE 2024 Vote						EU Ref Vote		Social media users							
	Male		Female	18-24	25-34	35-44	45-54	55-75	18-34	35-54	55-75	North	Midland s	South	Greater London	Wales	Scotland	Working	Not working	ABC1	C2DE	Graduate	Non-Graduate	White ethnic	Minority ethnic	Cons	Lab	Lib Dems	Reform UK	Other party	Remain	Leave	X	TikTok	Instagram	Facebook	LinkedIn	Snapchat	YouTube	Pinterest											
	TOTAL	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101							
UNWEIGHTED BASE	1092	415	677	37	173	222	232	388	238	454	388	239	281	233	153	46	100	719	313	762	390	640	412	871	158	179	371	118	93	130	512	128	359	292	523	769	791	188	646	200	189										
WEIGHTED BASE	1052	519	533	119**	188*	189	199	353	251	273	238*	251	273	238*	151*	11**	90*	734	318	596	456	389	682	846	161*	160*	336	106*	120*	131*	430	351	343	320	518	775	233	245*	662	205*	191										
100%	49%	51%	115**	18%	18%	18%	18%	30**	26%	27%	23%	26%	27%	23%	15**	9%	40%	31%	31%	53%	43%	35%	67%	82%	15%	15%	33%	10%	10%	40%	31%	31%	30%	51%	74%	24%	23%	63%	20%	19%	19%										
(2) Very Favourable	106	80	26	14	26	18	19	29	40	38	29	28	20	15	28	7	8	79	28	58	48	52	54	69	37	15	33	9	30	10	33	52	13	51	59	79	39	39	83	26	13%										
	106	15%	5%	12%	13%	10%	10%	8%	13%	10%	8%	11%	7%	6%	18%	13%	9%	11%	8%	10%	11%	14%	8%	8%	23%	9%	10%	8%	25%	8%	8%	15%	16%	16%	11%	10%	16%	16%	13%	13%											
(1) Fairly Favourable	148	77	72	11	36	36	20	46	47	56	46	43	41	27	21	2	14	118	31	73	76	62	87	115	31	28	42	7	37	10	42	65	55	52	85	113	41	52	97	31	19%										
	14%	15%	13%	9%	18%	19%	10%	13%	15%	15%	13%	17%	15%	12%	14%	4%	15%	16%	9%	12%	17%	17%	13%	13%	19%	18%	13%	7%	30%	8%	10%	18%	16%	16%	15%	15%	23%	15%	15%	15%											
(0) Neither Favourable nor unfavourable	122	40	82	14	36	16	26	30	50	42	30	30	36	21	18	6	11	76	45	51	70	34	88	91	30	22	29	8	13	10	31	44	41	49	78	101	23	36	81	27	12%										
	12%	8%	15%	12%	18%	8%	13%	8%	16%	11%	8%	12%	13%	9%	12%	11%	12%	11%	13%	9%	15%	9%	13%	11%	19%	13%	9%	8%	11%	7%	7%	13%	12%	15%	15%	13%	9%	15%	12%	13%	13%										
(-1) Fairly unfavourable	130	60	70	9	15	38	21	47	23	59	47	35	34	24	18	7	11	101	30	79	51	35	95	109	54	32	35	9	11	15	49	49	29	32	48	94	27	15	85	19	19%										
	12%	12%	13%	7%	6%	20%	11%	13%	7%	18%	13%	14%	13%	10%	12%	13%	12%	14%	9%	13%	11%	10%	14%	13%	9%	20%	10%	9%	9%	11%	12%	14%	9%	10%	9%	12%	11%	6%	13%	9%	13%										
(-2) Very unfavourable	582	251	251	59	76	72	102	194	135	173	194	106	129	135	60	25	47	314	189	311	192	177	325	454	37	62	194	64	27	86	262	135	160	124	241	361	119	93	285	88	48%										
	48%	48%	47%	50%	38%	38%	53%	55%	43%	45%	55%	42%	47%	57%	40%	20%	52%	44%	50%	52%	42%	40%	48%	52%	23%	38%	58%	60%	22%	64%	62%	39%	47%	39%	45%	47%	47%	38%	43%	48%	48%										
Mean	-0.77	-0.64	-0.9	-0.81	-0.42	-0.61	-0.88	-0.96	-0.57	-0.75	-0.96	-0.61	-0.81	-1.06	-0.43	-0.85	-0.83	-0.66	-0.99	-0.9	-0.8	-0.62	-0.85	-0.91	0.12	-0.61	-0.94	-1.15	0.28	-1.2	-1.12	-0.44	-0.56	-0.41	-0.64	-0.73	-0.58	-0.3	-0.62	-0.66											
Favourable (NET)	235	157	98	25	61	54	39	75	87	93	75	71	61	43	49	10	22	196	59	131	124	114	141	184	68	43	76	16	67	20	74	117	108	103	144	192	80	91	180	57	24%										
	24%	30%	18%	21%	31%	29%	20%	21%	27%	24%	21%	28%	22%	18%	32%	19%	24%	27%	17%	22%	27%	31%	21%	21%	42%	27%	23%	15%	55%	15%	18%	33%	32%	32%	27%	25%	32%	37%	27%	28%	28%										
Unfavourable (NET)	633	311	322	68	91	110	123	241	159	233	241	141	164	159	79	32	58	414	218	390	243	213	420	563	51	93	229	74	37	100	311	184	190	155	289	455	146	308	369	117	4%										
	60%	60%	60%	57%	46%	58%	64%	68%	50%	61%	68%	56%	60%	67%	52%	64%	64%	58%	65%	65%	53%	58%	62%	65%	32%	58%	68%	69%	31%	4%	7%	75%	74%	53%	4%	6%	6%	4%	5%	5%	5%	5%									
Don't know	43	11	32	12	10	9	5	7	22	14	7	8	13	13	6	3	-	27	16	25	18	9	33	27	12	2	3	9	3	4	5	4	12	22	28	4	10	32	4	4%											
	4%	2%	6%	10%	5%	5%	2%	2%	7%	4%	2%	3%	5%	5%	4%	6%	-	4%	5%	4%	4%	3%	5%	3%	8%	1%	1%	8%	3%	2%	1%	1%	1%	4%	4%	1%	4%	4%	5%	2%	2%										

Proportions/Mean: Columns Tested (5% risk level): a/b - c/d/e/f/g - h/i/j - k/l/m/n/o/p - q/r - s/t - u/v - w/x - y/z/A/B/C - D/E - F/G/H/I/J/K/L/M
Overlap formulae used. * small base; ** very small base (under 30) ineligible for six testing



Table 24
Q9 3 - Do you have a favourable or unfavourable opinion of the following US politicians? - Vice President Kamala Harris

BASE: ALL ADULTS AGED 18-75 IN GREAT BRITAIN

	Gender			Age								Aggregated age breaks								Region						Employment Status		Social Grade		Education		Ethnicity		GE 2024 Vote						EU Ref Vote		Social media users							
	TOTAL	Male	Female	18-24	25-34	35-44	45-54	55-75	18-34	35-44	55-75	North	Midland s	South	Greater London	Wales	Scotland	Working	Not working	ABC1	C2DE	Graduate	Non-graduate	White	Minority ethnic	Cons	Lab	Lib Dems	Reform UK	Other party	Remain	Leave	X	TikTok	Instagram	Facebook	LinkedIn	Snapchat	YouTube	Pinterest									
UNWEIGHTED BASE	1092	415	677	97	173	222	212	388	210	454	318	219	281	213	113	46	100	719	373	762	330	640	452	871	228	173	371	118	93	130	512	578	359	292	523	709	791	188	648	200									
WEIGHTED BASE	1052	519	533	119**	188*	189	199	353	251	273	238*	251	273	238*	151*	90*	714	338	596	456	869	682	846	207*	160*	336	105*	120*	131*	430	351	343	320	518	775	213	240*	662	205*										
100%	49%	49%	51%	11%	15%	18%	18%	34%	24%	26%	27%	24%	26%	27%	14%	9%	68%	37%	37%	43%	35%	45%	47%	15%	13%	13%	37%	10%	11%	40%	33%	31%	30%	51%	74%	24%	21%	63%	20%										
(2) Very favourable	135	83	52	17	24	25	26	43	42	50	43	36	25	31	20	7	16	95	41	77	58	59	76	113	22	17	76	18	6	15	66	46	82	54	80	111	39	43	106	33									
	13%	16%	10%	5%	12%	13%	13%	12%	13%	13%	12%	14%	9%	13%	13%	13%	18%	13%	12%	13%	13%	16%	11%	13%	14%	11%	27%	17%	5%	11%	16%	13%	14%	15%	18%	16%	15%	18%	16%										
(1) Fairly favourable	218	107	111	54	51	44	44	65	65	88	65	48	61	49	26	18	16	167	51	149	69	109	108	174	36	25	107	23	10	23	110	54	96	84	119	157	66	43	134	48									
	21%	21%	21%	12%	10%	23%	23%	18%	21%	23%	18%	19%	22%	21%	17%	10%	18%	23%	15%	23%	15%	23%	16%	20%	22%	16%	32%	22%	9%	17%	26%	15%	28%	25%	22%	20%	26%	18%	20%	23%									
(0) Neither favourable nor unfavourable	331	160	171	32	73	60	60	106	105	120	106	87	79	70	45	18	32	226	105	195	136	115	216	280	49	63	89	35	38	38	138	112	93	108	170	250	82	99	198	69									
	31%	31%	32%	27%	37%	32%	31%	30%	33%	31%	30%	35%	29%	29%	30%	35%	36%	32%	31%	33%	30%	31%	32%	32%	30%	39%	27%	33%	32%	29%	33%	32%	27%	34%	32%	32%	32%	32%	32%	33%									
(-1) Fairly unfavourable	115	64	51	24	24	13	12	42	48	25	42	20	33	28	27	-	7	83	32	70	45	26	89	83	23	19	29	10	11	20	47	36	47	32	64	72	33	29	79	31									
	11%	12%	10%	20%	12%	7%	6%	12%	15%	6%	12%	8%	12%	12%	18%	-	8%	12%	10%	12%	10%	7%	13%	10%	15%	12%	8%	9%	9%	15%	11%	10%	14%	10%	12%	9%	13%	12%	12%	15%									
(-2) Very unfavourable	85	56	29	17	8	9	16	36	25	25	36	23	21	14	16	2	8	43	42	35	51	42	58	75	9	15	5	1	31	23	17	41	30	14	34	61	14	8	62	7									
	8%	11%	5%	14%	4%	5%	8%	10%	8%	7%	10%	9%	8%	6%	11%	4%	9%	6%	13%	6%	11%	6%	11%	9%	6%	10%	2%	1%	26%	17%	4%	12%	9%	4%	6%	8%	15%	3%	9%	3%									
Mean	0.23	0.2	0.26	-0.09	0.33	0.41	0.33	0.13	0.18	0.37	0.13	0.25	0.16	0.28	0.05	0.6	0.33	0.31	0.05	0.31	0.11	0.44	0.1	0.23	0.27	0.08	0.72	0.53	-0.52	-0.11	0.43	0.1	0.35	0.45	0.31	0.28	0.36	0.38	0.25	0.38									
Favourable (NET)	353	189	164	31	75	69	69	108	107	138	108	84	86	80	46	24	32	262	91	226	127	169	184	287	58	43	183	41	17	37	176	100	158	117	198	268	105	86	240	81									
	34%	36%	31%	26%	38%	36%	36%	31%	34%	36%	31%	34%	31%	34%	30%	48%	36%	37%	27%	38%	28%	46%	27%	33%	36%	27%	54%	39%	14%	28%	42%	29%	46%	43%	37%	35%	41%	35%	36%	40%									
Unfavourable (NET)	201	121	80	41	32	22	28	78	73	50	78	44	54	43	43	2	15	126	75	100	96	53	147	158	33	34	34	11	42	43	83	77	79	45	98	134	46	37	142	37									
	19%	23%	15%	34%	16%	12%	14%	22%	23%	13%	22%	18%	20%	18%	28%	4%	16%	18%	22%	18%	21%	14%	22%	18%	20%	21%	10%	11%	35%	32%	15%	22%	22%	14%	18%	17%	18%	15%	21%	18%									
Don't know	168	49	118	15	18	38	36	61	33	74	61	35	54	44	18	6	11	101	67	70	97	33	135	141	22	21	30	19	23	15	43	61	16	29	66	123	20	22	82	18									
	16%	10%	22%	13%	9%	20%	18%	17%	10%	19%	17%	14%	20%	19%	12%	13%	12%	14%	20%	12%	21%	9%	20%	16%	14%	13%	9%	18%	19%	11%	10%	17%	5%	9%	12%	16%	8%	9%	12%	9%									

Proportions/Means: Columns Tested (5% risk level): a/b - c/d/e/f/g - h/i - j/k/l/m/n/o/p - q/r - s/t - u/v - w/x - y/z/A/B/C - D/E - F/G/H/I/J/K/L/M
Overlap formulae used: * small base; ** very small base (under 30) ineligible for sig testing



PUBLIC
The US Election
24TH - 25TH JULY 2024
IPSOS

Table 27

Q10 - Do you think the following outcomes of the US presidential election would have a positive or negative impact on the UK's relationship with the US, or would they make no difference? Summary table

BASE: ALL ADULTS AGED 18-75 IN GREAT BRITAIN

	Donald Trump is elected president	Kamala Harris is elected president
UNWEIGHTED BASE	1052	1052
WEIGHTED BASE	1052	1052
(2) Very positive	95 9%	185 18%
(1) Fairly positive	149 14%	295 28%
(0) Would make no difference	168 16%	279 26%
(-1) Fairly negative	191 18%	78 7%
(-2) Very negative	360 34%	54 5%
Mean	-0.59	0.54
Positive (NET)	245 23%	481 46%
Negative (NET)	551 52%	132 13%
Don't know	89 8%	161 15%



Table 24
Q10 1 - Do you think the following outcomes of the US presidential election would have a positive or negative impact on the UK's relationship with the US, or would they make no difference? Donald Trump is elected president

BASE: ALL ADULTS AGED 18-75 IN GREAT BRITAIN

	Gender			Age								Aggregated age breaks								Region						Employment Status		Social Grade		Education		Ethnicity		GE 2024 Vote					EU Ref Vote			Social media users						
	TOTAL	Male	Female	18-24	25-34	35-44	45-54	55-75	18-34	35-54	55-75	North	Midland s	South	Greater London	Wales	Scotland d	Working	Not working	ABC1	C2DE	Graduat es	NonGraduat es	White ethnic	Minorit y	Cons	Lab	Lib Dem s	Reform UK	Other party	Remain	Leave	X	TikTok	Instagr am	Faceboo k	Linkedi n	Snapcha t	Youtu be	Pintere st								
UNWEIGHTED BASE	1092	415	677	37	173	222	232	388	210	454	318	219	281	213	113	46	100	719	373	762	330	640	452	871	221	173	371	118	93	130	512	578	359	292	523	769	391	188	646	200								
WEIGHTED BASE	1052	519	533	119**	189*	189	199	353	251	273	238*	251	273	238*	151*	90*	734	318	596	456	369	682	846	202*	160*	336	106*	120*	131*	430	351	343	320	513	775	233	245*	662	205*									
100%	49%	51%	115**	18%	18%	18%	18%	30**	36%	34%	30**	24%	26%	22%*	14%*	8%*	68%	37%	37%	43%	35%	65%	82%	15%*	15%*	37%	10%*	11%*	13%*	40%	31%	31%	30%	51%	74%	24%	21%*	63%	20%*									
(2) Very positive	95	67	28	10	29	17	16	23	39	33	23	28	21	17	14	6	9	72	23	58	37	51	44	70	25	12	34	7	23	8	31	46	51	48	54	80	37	34	75	29								
	9%	13%	5%	9%	14%	9%	9%	6%	12%	9%	6%	11%	8%	7%	10%	13%	10%	10%	7%	10%	8%	14%	6%	8%	15%	7%	10%	6%	19%	6%	7%	13%	15%	15%	10%	10%	14%	14%	11%	14%								
(1) Fairly positive	149	88	61	15	41	31	17	46	56	48	46	46	43	23	21	3	12	118	31	77	72	65	84	115	32	36	44	12	36	7	47	66	63	69	93	117	44	71	105	28								
	14%	17%	11%	12%	21%	15%	9%	13%	18%	13%	13%	18%	16%	10%	14%	7%	14%	17%	9%	77	72	18%	12%	13%	20%	22%	13%	11%	30%	5%	11%	19%	18%	21%	17%	15%	18%	29%	16%	13%								
(0) Would make no difference	168	85	83	22	39	21	35	52	61	55	52	46	42	40	26	1	14	117	51	77	91	56	112	126	35	24	45	10	25	27	50	61	60	55	81	121	43	36	110	34								
	16%	16%	16%	18%	20%	11%	18%	15%	19%	14%	15%	18%	15%	17%	17%	2%	15%	16%	15%	13%	20%	15%	16%	15%	22%	15%	13%	9%	21%	20%	12%	17%	18%	17%	15%	16%	17%	15%	17%	17%								
(-1) Fairly negative	191	79	112	21	22	41	24	83	43	65	83	38	46	44	35	11	16	113	78	118	73	64	128	156	26	36	51	27	9	31	73	57	54	43	81	125	44	25	110	28								
	18%	15%	21%	17%	11%	22%	13%	24%	14%	17%	24%	15%	17%	18%	23%	22%	18%	16%	23%	20%	16%	17%	19%	18%	16%	22%	15%	25%	8%	23%	17%	16%	16%	14%	15%	16%	17%	10%	17%	14%								
(-2) Very negative	340	182	178	33	52	66	84	126	85	150	126	76	87	93	44	24	36	245	114	228	132	121	239	334	23	47	154	40	18	54	205	100	100	84	175	264	80	61	201	77								
	34%	35%	33%	28%	26%	35%	44%	36%	27%	39%	36%	30%	32%	39%	29%	48%	39%	34%	34%	18%	29%	33%	35%	39%	14%	29%	46%	17%	15%	41%	49%	29%	29%	26%	33%	34%	32%	25%	30%	38%								
Mean	-0.59	-0.44	-0.76	-0.51	-0.15	-0.62	-0.8	-0.74	-0.28	-0.71	-0.74	-0.38	-0.56	-0.8	-0.52	-0.93	-0.67	-0.51	-0.77	-0.68	-0.47	-0.39	-0.71	-0.71	0.67	-0.46	-0.75	-0.85	0.32	-0.9	-0.92	-0.3	-0.27	-0.16	-0.47	-0.53	-0.35	-0.34	-0.41	-0.49								
	9	6	16	6	18	10	16	11	11	10	11	11	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10							
Positive (NET)	245	155	89	25	69	48	34	68	95	82	68	74	64	40	36	10	21	190	54	135	110	116	129	185	57	48	78	19	59	16	79	112	115	116	147	197	81	105	180	57								
	23%	30%	17%	21%	35%	25%	18%	19%	30%	21%	19%	29%	24%	17%	24%	19%	23%	27%	16%	23%	24%	31%	19%	21%	35%	30%	23%	18%	49%	12%	19%	32%	33%	36%	28%	25%	32%	43%	27%	28%								
Negative (NET)	551	260	291	54	74	107	108	209	128	215	209	115	133	136	80	35	52	358	192	346	205	184	367	400	49	83	205	67	28	86	278	157	154	128	256	389	124	86	310	105								
	52%	50%	54%	45%	37%	56%	56%	59%	40%	56%	59%	40%	49%	58%	53%	69%	58%	50%	57%	58%	45%	53%	54%	57%	30%	51%	61%	63%	23%	64%	66%	40%	45%	40%	48%	50%	49%	46%	35%	47%	51%							
Don't know	89	18	70	18	16	15	16	24	34	31	24	17	33	21	10	4	3	49	40	38	51	13	75	65	21	6	8	11	9	5	13	20	14	21	48	68	5	18	62	9								
	8%	4%	13%	15%	8%	8%	8%	7%	11%	8%	7%	7%	12%	9%	7%	9%	4%	7%	12%	6%	11%	4%	11%	8%	13%	4%	2%	11%	8%	4%	3%	6%	4%	7%	9%	9%	2%	7%	9%	4%								

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j - k/l/m/n/o/p - q/r - s/t - u/v - w/x - y/z/A/B/C - D/E - F/G/H/I/J/K/L/M
Overlap formulae used. * small base; ** very small base (under 50) ineligible for sig testing



Table 20
Q10 2 - Do you think the following outcomes of the US presidential election would have a positive or negative impact on the UK's relationship with the US, or would they make no difference? Kamala Harris is elected president

BASE: ALL ADULTS AGED 18-75 IN GREAT BRITAIN

	Gender			Age					Aggregated age breaks					Region					Employment Status		Social Grade		Education		Ethnicity		GE 2024 Vote					EU Ref Vote		Social media users								
	Male		Female	18-24	25-34	35-44	45-54	55-75	18-34	35-44	55-75	North	Midland s	South	Greater London	Wales	Scotland	Working	Not working	ABC1	C2DE	Graduate	es	White	Minority ethnic	Cons	Lab	Lib Dems	Reform UK	Other party	Remain	Leave	X	TikTok	Instagram	Facebook	LinkedIn	Snapchat	YouTube	Pinterest		
	TOTAL	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101
UNWEIGHTED BASE	1092	415	677	37	173	222	232	388	230	458	388	230	381	233	153	46	100	719	313	762	330	640	412	871	158	173	371	118	93	130	512	128	359	292	523	769	791	188	646	200		
WEIGHTED BASE	1052	519	533	119**	189*	189	189	353	357*	382	353	251	273	238*	151*	11**	90*	734	338	596	456	369	683	846	161*	336	105*	120*	131*	430	351	343	320	533	775	233	245*	662	205*			
100%	49%	49%	51%	11%	19%	18%	18%	33%	33%	36%	34%	24%	26%	22%	16%	10%	8%	48%	47%	57%	43%	35%	67%	82%	15%	15%	13%	40%	40%	41%	40%	41%	41%	40%	41%	40%	41%	40%	41%	40%	41%	
(21) Very positive	185	109	76	21	37	36	38	53	59	74	53	39	45	30	37	10	24	134	52	123	63	87	98	153	32	18	105	21	6	24	103	95	77	73	105	151	67	61	132	57		
	18%	21%	14%	18%	19%	19%	20%	15%	18%	19%	15%	16%	16%	13%	25%	20%	19%	19%	15%	21%	14%	24%	14%	18%	20%	10%	31%	19%	5%	18%	27%	16%	23%	23%	20%	20%	26%	25%	20%	28%		
(11) Fairly positive	295	152	143	32	63	61	58	82	95	119	82	70	72	67	41	18	26	217	78	198	97	121	174	245	46	43	126	36	14	32	141	74	126	115	167	226	78	80	186	59		
	28%	29%	27%	27%	32%	32%	30%	23%	30%	31%	23%	28%	27%	28%	27%	26%	29%	30%	23%	33%	23%	33%	26%	28%	29%	27%	38%	34%	12%	24%	34%	21%	37%	36%	31%	29%	31%	33%	28%	29%		
(0) Would make no difference	279	127	152	20	52	37	55	115	71	92	115	60	78	72	37	10	22	186	93	137	142	75	204	235	33	56	61	16	48	44	95	119	71	58	121	177	54	44	157	39		
	26%	24%	28%	16%	26%	19%	29%	33%	23%	24%	33%	24%	28%	30%	25%	20%	25%	26%	28%	23%	31%	20%	30%	27%	21%	35%	18%	15%	40%	33%	22%	34%	21%	18%	23%	23%	21%	18%	24%	19%		
(-1) Fairly negative	78	52	26	16	19	9	7	27	34	16	27	18	17	27	12	-	4	45	33	48	30	36	42	60	16	15	12	12	12	23	38	29	22	41	59	30	18	57	15			
	7%	10%	5%	13%	9%	5%	4%	8%	11%	4%	8%	7%	6%	11%	8%	-	4%	6%	10%	8%	7%	10%	6%	7%	10%	10%	4%	12%	10%	10%	6%	8%	8%	7%	8%	8%	8%	8%	9%	7%		
(-2) Very negative	54	37	17	7	3	6	9	29	10	15	29	22	13	5	9	2	2	34	20	25	29	18	36	40	11	11	7	2	24	5	16	31	19	13	20	36	14	10	36	7		
	5%	7%	3%	6%	1%	3%	5%	8%	3%	4%	8%	9%	5%	2%	6%	4%	2%	5%	6%	4%	6%	5%	5%	7%	7%	2%	2%	20%	4%	4%	9%	6%	4%	4%	4%	5%	6%	4%	5%	4%		
Mean	0.54	0.51	0.57	0.46	0.66	0.76	0.64	0.33	0.59	0.7	0.33	0.41	0.53	0.45	0.61	0.85	0.84	0.6	0.4	0.65	0.37	0.66	0.47	0.56	0.52	0.26	0.99	0.68	-0.33	0.46	0.77	0.3	0.87	0.76	0.65	0.61	0.7	0.77	0.56	0.81		
Positive (NET)	481	261	220	53	100	97	95	135	153	193	135	109	117	98	78	29	50	351	130	321	160	208	273	399	78	59	232	56	20	56	244	129	203	188	272	377	144	141	319	115		
	46%	50%	41%	41%	50%	51%	49%	38%	48%	50%	38%	44%	43%	41%	51%	17%	56%	49%	38%	54%	35%	56%	40%	40%	48%	37%	69%	51%	17%	42%	58%	37%	59%	59%	51%	49%	57%	58%	48%	56%		
Negative (NET)	132	89	43	23	21	15	17	44	44	30	31	40	30	32	22	2	6	79	53	73	59	35	77	99	27	27	19	15	16	39	40	59	48	35	61	95	15	28	93	22		
	13%	17%	8%	19%	11%	8%	9%	16%	14%	8%	16%	16%	11%	14%	14%	4%	7%	11%	16%	12%	13%	15%	11%	11%	17%	17%	6%	14%	30%	15%	9%	17%	14%	11%	11%	12%	14%	12%	14%	11%		
Don't know	151	42	109	23	25	41	26	46	48	67	46	41	49	35	14	10	12	99	62	66	95	31	129	133	23	19	24	19	16	13	42	45	21	38	79	126	20	31	93	29		
	15%	8%	22%	19%	13%	22%	13%	13%	15%	17%	13%	17%	18%	15%	10%	19%	13%	14%	18%	11%	21%	9%	19%	15%	15%	12%	7%	18%	13%	10%	10%	13%	6%	12%	15%	16%	8%	13%	14%	14%		

Proportions/Means: Columns Tested (5% risk level): a/b - c/d/e/f/g - h/i/j - k/l/m/n/o/p - q/r - s/t - u/v - w/x - y/z/A/B/C - D/E - F/G/H/I/J/K/L/M
Overlaid formulae used: * small base ** very small base (under 301) reliable for six decimal



Table 30
Q11 - Which of the following outcomes of the US presidential election do you think would be most in the UK's national interest?

BASE: ALL ADULTS AGED 18-75 IN GREAT BRITAIN

	Gender		Age								Aggregated age breaks								Region					Employment status		Social grade		Education		Ethnicity		GE 2024 Vote					EU Ref Vote		Social media users							
			Male	Female	18-24	25-34	35-44	45-54	55-75	18-34	35-54	55-75	North	Midland s	South	Greater London	Wales	Scotland d	Working	Not working	ABC1	C2DE	Graduat es	NonGraduat es	White	Minority ethnic	Cons	Lab	Lib Dem s	Reform UK	Other party	Remain	Leave	X	TikTok	Instagram	Facebook k	LinkedIn	Snapchat	YouTube	Pinterest					
	TOTAL	(M)	(F)	(M)	(F)	(M)	(F)	(M)	(F)	(M)	(F)	(M)	(F)	(M)	(F)	(M)	(F)	(M)	(F)	(M)	(F)	(M)	(F)	(M)	(F)	(M)	(F)	(M)	(F)	(M)	(F)	(M)	(F)	(M)	(F)	(M)	(F)	(M)	(F)	(M)	(F)	(M)	(F)			
	UNWEIGHTED BASE	1092	519	573	119**	188*	189	193	153	177*	182	153	251	273	236*	151*	11**	90*	714	338	596	456	369	683	866	161*	160*	336	106*	120*	131*	430	351	143	320	513	775	213	245*	662	205*					
		100%	49%	51%	115**	150*	18%	18%	14%	30**	36%	34%	26%	27%	146*	150**	95*	48%	37%	37%	43%	35%	65%	67%	15%	15%	15%	37%	105*	115*	119*	40%	13%	11%	30%	51%	74%	24%	21%	63%	20%					
If Donald Trump is elected president	210	133	77	21	47	36	32	74	59	68	67	74	59	53	40	31	4	21	157	52	107	103	85	125	164	42	45	48	14	65	17	59	109	86	85	111	158	56	82	143	47					
	20%	26%	14%	18%	24%	19%	16%	21%	21%	18%	21%	24%	20%	17%	21%	9%	23%	22%	16%	18%	22%	23%	18%	19%	26%	28%	14%	13%	54%	13%	14%	31%	25%	27%	21%	20%	22%	33%	22%	23%						
	0																																													
If Kamala Harris is elected president	436	249	248	40	90	90	101	176	130	191	176	109	119	117	77	32	41	342	154	329	168	196	301	422	68	67	229	59	23	72	271	137	174	146	247	363	136	96	290	102						
	47%	48%	46%	22%	42%	47%	53%	50%	41%	50%	50%	44%	44%	50%	51%	63%	45%	48%	46%	55%	37%	53%	44%	48%	42%	42%	68%	50%	19%	14%	14%	44%	44%	39%	51%	46%	46%	47%	54%	39%	44%	50%				
Neither	181	99	82	32	32	38	32	46	64	70	46	36	56	45	22	3	19	118	63	91	90	57	124	144	28	27	40	13	17	28	56	58	51	47	91	143	46	32	123	35						
	17%	19%	15%	17%	16%	20%	17%	13%	20%	18%	13%	14%	20%	19%	15%	7%	21%	17%	19%	15%	20%	15%	18%	17%	17%	12%	12%	14%	21%	13%	16%	15%	15%	17%	18%	18%	13%	19%	17%							
Don't know	165	39	126	26	29	26	28	56	55	54	56	46	45	34	20	11	9	97	68	69	96	32	133	135	24	21	20	20	15	17	35	47	32	42	84	112	15	35	106	22						
	16%	7%	24%	22%	15%	14%	14%	16%	17%	14%	16%	18%	16%	14%	13%	21%	10%	14%	20%	12%	21%	9%	20%	16%	15%	13%	6%	19%	13%	15%	8%	13%	9%	13%	16%	14%	6%	14%	16%	11%	11%					
	0																																													

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j - k/l/m/n/o/p - q/r - s/t - u/v - w/x - y/z/A/B/C - D/E - F/G/H/I/J/K/L/M
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Table 31
Q12 - And who do you think is most likely to win the US Presidential election in November?

BASE: ALL ADULTS AGED 18-75 IN GREAT BRITAIN

	Gender		Age					Aggregated age breaks					Region					Employment Status		Social Grade		Education		Ethnicity		GE 2024 Vote						EU Ref Vote		Social media users									
	TOTAL	Male	Female	18-24	25-34	35-44	45-54	55-75	18-34	35-54	55-75	North	Midland s	South	Greater London	Wales	Scotland	Working	Not working	ABC1	C2DE	Graduate	Nongraduate	White	Minority ethnic	Cons	Lab	Lib Dems	Reform UK	Other party	Remain	Leave	X	TikTok	Instagram	Facebook	LinkedIn	Snapchat	YouTube	Pinterest			
UNWEIGHTED BASE	1092	415	677	97	173	222	232	388	210	454	318	219	281	213	113	46	100	719	373	762	330	640	452	871	228	173	371	118	93	110	512	578	359	292	523	769	791	188	640	200			
WEIGHTED BASE	1052	519	533	119**	188*	189	199	353	217*	382	353	251	273	236*	151*	51**	90*	714	338	596	456	369	682	846	161*	160*	336	106*	120*	131*	430	351	343	320	513	775	233	240*	662	205*			
100%	49%	51%	11%	15%	18%	18%	18%	30%	30%	36%	34%	24%	26%	22%	16%	6%	48%	37%	37%	43%	43%	35%	65%	87%	15%	35%	37%	10%	11%	40%	13%	31%	30%	51%	74%	24%	21%	63%	20%				
Donald Trump	513	297	216	73	101	93	85	161	174	178	161	127	136	115	73	15	46	364	149	305	208	203	310	437	68	88	142	58	91	70	204	186	189	182	276	389	140	148	341	113			
	49%	57%	40%	61%	53%	49%	44%	46%	55%	46%	46%	51%	50%	49%	48%	30%	51%	51%	44%	51%	46%	51%	49%	50%	43%	54%	42%	54%	76%	52%	49%	53%	55%	57%	52%	50%	56%	61%	51%	55%			
Kamala Harris	231	121	110	27	50	40	42	73	77	82	73	54	52	58	33	14	20	167	64	129	102	82	149	183	45	32	117	15	9	24	109	64	92	81	136	174	59	62	160	41			
	22%	23%	21%	23%	25%	21%	22%	21%	24%	21%	21%	22%	19%	24%	22%	27%	23%	23%	19%	22%	22%	22%	21%	23%	20%	35%	14%	8%	18%	26%	18%	27%	25%	26%	22%	23%	25%	24%	20%				
Neither/know one else	63	28	35	4	13	19	8	20	17	26	20	10	17	20	10	-	6	46	18	26	37	17	46	42	20	16	5	5	8	4	16	27	9	18	25	50	20	10	29	16			
	6%	5%	7%	3%	7%	10%	4%	6%	5%	7%	6%	4%	6%	9%	7%	-	7%	6%	5%	4%	8%	5%	7%	5%	12%	10%	1%	4%	6%	3%	4%	8%	3%	6%	5%	6%	8%	4%	4%	8%			
Don't know	245	72	173	15	34	38	58	98	50	97	98	60	68	43	35	22	17	138	107	136	109	67	178	204	29	76	72	29	12	36	91	74	52	39	96	143	13	25	132	36			
	23%	14%	32%	13%	17%	20%	30%	28%	16%	25%	28%	24%	25%	18%	23%	43%	19%	19%	32%	23%	24%	18%	26%	24%	18%	16%	22%	27%	10%	27%	22%	21%	15%	12%	18%	21%	13%	10%	20%	17%			

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j - k/l/m/n/o/p - q/r - s/t - u/v - w/x - y/z/A/B/C - D/E - F/G/H/I/J/K/L/M
Overlaid formulae used. * small base; ** very small base (under 30) ineligible for size testing



Table 32
Q13 - And who would you prefer to win the US Presidential election in November?
BASE: ALL ADULTS AGED 18-75 IN GREAT BRITAIN

	Gender		Age					Aggregated age breaks					Region					Employment Status		Social Grade		Education		Ethnicity		GE 2024 Vote					EU Ref Vote		Social media users							
	TOTAL	Male	Female	18-24	25-34	35-44	45-54	55-75	18-34	35-44	55-75	18	19	20	21	22	23	Working	Not working	ABC1	C2DE	Graduate	es	White	Minority ethnic	Cons	Lab	Lib Dems	Reform UK	Other party	Remain	Leave	X	TikTok	Instagram	Facebook	LinkedIn	Snapchat	YouTube	Pinterest
UNWEIGHTED BASE	1092	415	677	97	173	222	232	388	210	454	318	219	281	213	113	46	500	719	373	762	330	640	412	871	228	173	371	118	93	110	512	328	359	292	523	769	791	188	646	200
WEIGHTED BASE	1052	519	533	119**	188*	189	199	353	317*	382	353	251	273	236*	151*	51**	90*	714	338	596	456	369	682	846	161*	160*	336	106*	120*	131*	430	351	343	320	533	775	233	245*	662	205*
100%	49%	51%	11%	15%	18%	18%	18%	30%	30%	36%	34%	24%	26%	22%	16%	6%	68%	37%	37%	43%	43%	35%	65%	87%	13%	35%	37%	10%	11%	13%	40%	31%	31%	30%	51%	74%	24%	23%	63%	20%
Donald Trump	218	141	76	25	49	46	32	65	74	78	65	61	58	39	42	5	14	161	57	106	112	89	129	173	42	38	51	13	65	19	63	107	78	81	118	155	65	74	159	48
Joe Biden	27%	14%	21%	25%	24%	17%	18%	23%	20%	18%	23%	24%	21%	16%	28%	10%	15%	23%	17%	18%	24%	24%	19%	20%	26%	23%	13%	13%	54%	14%	13%	30%	23%	25%	22%	20%	26%	30%	24%	23%
Kamala Harris	521	266	255	50	94	89	108	179	144	197	179	123	127	121	71	35	45	363	158	337	184	195	326	445	68	61	241	59	22	79	270	143	194	157	265	395	136	104	312	111
100%	51%	48%	42%	48%	47%	50%	51%	46%	52%	51%	49%	46%	51%	47%	68%	50%	51%	51%	47%	57%	40%	53%	48%	51%	42%	38%	72%	55%	18%	59%	64%	41%	50%	49%	50%	51%	54%	42%	47%	54%
Neither/know one else	159	82	77	19	18	31	24	66	38	55	66	34	46	38	20	4	16	95	64	61	78	56	103	123	32	39	21	12	23	29	54	57	41	31	64	116	32	23	92	15
100%	15%	16%	14%	16%	9%	16%	12%	19%	12%	14%	19%	14%	17%	16%	14%	7%	18%	13%	19%	14%	17%	15%	15%	14%	20%	24%	6%	11%	19%	22%	13%	16%	12%	10%	12%	15%	13%	9%	14%	7%
Don't know	154	29	125	35	36	22	29	42	61	51	42	33	43	39	18	7	15	95	59	72	82	29	125	125	30	75	23	22	10	6	33	44	31	51	86	108	19	44	99	32
100%	15%	6%	23%	21%	18%	12%	15%	12%	19%	13%	12%	13%	16%	16%	12%	15%	16%	13%	18%	12%	18%	8%	18%	14%	12%	16%	7%	21%	9%	5%	8%	13%	9%	16%	16%	14%	8%	18%	15%	15%

Proportions/Mean: Columns Tested (5% risk level) - u/b - c/d/a/f/g - h/i/j - k/l/m/n/o/p - q/r - s/t - u/v - w/x - y/z/A/B/C - D/E - F/G/H/I/J/K/L/M
Overlaid formulae used. * small base; ** very small base (under 30) ineligible for size testing