

YouGov Survey Results

Sample Size: 2060 GB adults
Fieldwork: 30th April - 1st May 2026

	Westminster VI					Vote in 2024 GE					2016 EU Ref		Gender		Age				Socio-economic classification (NS-SEC)				
	Total	Con	Lab	Lib Dem	Reform UK	Green	Con	Lab	Lib Dem	Reform UK	Green	I voted to Remain	I voted to Leave	Male	Female	18-24	25-49	50-64	65+	Higher	Intermediate	Routine	
Weighted Sample	2060	239	232	191	393	316	371	529	190	222	122	723	735	997	1063	216	851	509	484	698	461	616	
Unweighted Sample	2060	250	237	199	395	311	360	549	184	245	123	784	761	892	1168	180	763	547	570	780	470	507	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Have you heard of the term 'Boriswave' before?

Yes	21	17	21	18	34	17	23	19	19	41	19	17	25	29	13	18	20	19	24	23	19	19
No	79	83	79	82	66	83	77	81	81	59	81	83	75	71	87	82	80	81	76	77	81	81

To the best of your knowledge, what does the term 'Boriswave' mean?

[Asked only to those who said they have heard of the term 'Boriswave', N=425]

Respondents answered in their own words, and their responses were categorised

Immigration / Immigration under Boris Johnson	69	59	66	73	77	54	61	62	76	83	65	61	69	74	58	86	74	72	54	66	68	68
Boris Johnson [general / other]	19	32	22	22	10	37	25	26	16	7	28	24	18	14	29	9	16	20	27	23	20	18
Other	4	2	6	0	1	9	2	4	3	0	6	5	4	4	3	4	2	4	5	2	4	5
Don't know	8	7	6	4	12	0	11	8	5	11	0	10	9	8	10	2	8	5	15	9	9	9

NET: Know / don't know what the Boriswave is

Know what the term 'Boriswave' means	14	10	14	13	26	9	14	12	14	34	13	11	17	21	7	15	15	14	13	15	13	13
Heard of the term 'Boriswave', but unsure / wrong on what it means	7	6	7	5	7	7	9	8	5	7	7	7	7	7	5	3	5	6	10	8	7	6
Have not heard of the term 'Boriswave'	79	83	79	82	66	83	77	81	81	59	81	83	75	71	87	82	80	81	76	77	81	81

*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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	Country			Region in England				
	England	Wales	Scotland	North	Midlands	London	Rest of South	
Weighted Sample	2060	1782	99	179	488	338	249	707
Unweighted Sample	2060	1773	107	180	509	340	191	733
	%	%	%	%	%	%	%	%

Have you heard of the term 'Boriswave' before?

Yes	21	21	21	15	22	22	22	20
No	79	79	79	85	78	78	78	80

To the best of your knowledge, what does the term 'Boriswave' mean?

[Asked only to those who said they have heard of the term 'Boriswave', N=425]

Respondents answered in their own words, and their responses were categorised

Immigration / Immigration under Boris Johnson	69	70	62	62	70	67	64	74
Boris Johnson [general / other]	19	18	20	30	19	19	19	17
Other	4	4	5	0	6	5	4	1
Don't know	8	8	13	8	5	10	13	8

NET: Know / don't know what the Boriswave is

Know what the term 'Boriswave' means	14	15	13	9	16	15	14	14
Heard of the term 'Boriswave', but unsure / wrong on what it means	7	7	8	6	6	7	8	5
Have not heard of the term 'Boriswave'	79	79	79	85	78	78	78	80

*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.