YouGov Survey Results

Sample Size: 2110 GB Adults
Fieldwork: 23rd - 27th August 2024

	Total	Vote in 2024 GE Con	Lab	Lib Dem	Reform UK	EU Ref 2016 Remain	Leave	Gender Male	Female	Age 18-24	25-49	50-64	65+	Social Grade ABC1	C2DE	Country England	Wales	Scotland	Region in England North	Midlands	London	Rest of South
Weighted Sample	2110	380	542	194	228	743	786	1021	1089	222	871	521	496	1203	907	1825	101	184	500	346	255	724
Unweighted Sample	2110	331	591	244	303	845	815	952	1158	142	838	541	589	1285	825	1816	111	183	513	358	208	737
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How likely do you think it would be that you won an episode if you competed in the following quiz shows? If you have never seen a given quiz show please select the N/A option

The Chase

	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
Very likely to win	2	2	2	2	1	2	2	2	2	1	2	2	2	2	2	2	4	3	2	1	2	1
Would probably win	17	17	21	20	23	17	20	21	15	15	18	18	16	18	16	17	27	20	19	16	19	15
TOTAL WOULD VERY LIKELY / PROBABLY WIN	**19**	**19**	**23**	**22**	**24**	**19**	**22**	**23**	**17**	**16**	**20**	**20**	**18**	**20**	**18**	**19**	**31**	**23**	**21**	**17**	**21**	**16**
Would probably not win	32	36	34	34	30	31	36	31	34	32	33	34	31	33	32	33	25	30	34	31	27	36
Very unlikely to win	28	28	24	25	30	26	28	23	32	32	28	26	27	26	30	28	25	26	27	32	26	28
TOTAL PROBABLY NOT / VERY UNLIKELY TO WIN	**60**	**64**	**58**	**59**	**60**	**57**	**64**	**54**	**66**	**64**	**61**	**60**	**58**	**59**	**62**	**61**	**50**	**56**	**61**	**63**	**53**	**64**
Don't know	5	5	4	4	5	6	4	7	4	5	4	5	7	4	6	5	3	7	5	4	6	5
N/A - have never seen this quiz show	15	13	14	15	12	18	11	16	14	15	14	15	17	16	14	15	16	14	13	16	19	15

Pointless

	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
Very likely to win	2	1	2	1	1	2	1	2	1	1	2	3	1	2	2	2	1	4	2	2	2	1
Would probably win	15	17	16	16	16	18	16	17	13	12	15	15	15	17	12	14	13	20	14	12	16	14
TOTAL WOULD VERY LIKELY / PROBABLY WIN	**17**	**18**	**18**	**17**	**17**	**20**	**17**	**19**	**14**	**13**	**17**	**18**	**16**	**19**	**14**	**16**	**14**	**24**	**16**	**14**	**18**	**15**
Would probably not win	31	29	39	34	29	34	31	32	30	37	30	33	28	33	28	31	40	29	32	32	31	29
Very unlikely to win	29	34	26	32	28	28	32	25	33	20	29	28	36	26	33	30	20	27	28	31	25	32
TOTAL PROBABLY NOT / VERY UNLIKELY TO WIN	**60**	**63**	**65**	**66**	**57**	**62**	**63**	**57**	**63**	**57**	**59**	**61**	**64**	**59**	**61**	**61**	**60**	**56**	**60**	**63**	**56**	**61**
Don't know	6	7	5	5	7	7	6	7	6	6	5	9	7	6	8	7	5	6	9	4	4	7
N/A - have never seen this quiz show	17	12	12	12	20	12	14	17	17	25	19	13	13	16	18	17	19	15	14	18	21	17

Who Wants to be a Millionaire?

	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
Very likely to win	2	1	2	2	1	2	2	2	2	5	2	2	1	2	2	2	1	2	3	1	4	1
Would probably win	19	21	21	20	21	21	21	21	18	8	20	22	19	20	17	18	25	23	22	17	17	17
TOTAL WOULD VERY LIKELY / PROBABLY WIN	**21**	**22**	**23**	**22**	**22**	**23**	**23**	**23**	**20**	**13**	**22**	**24**	**20**	**22**	**19**	**20**	**26**	**25**	**25**	**18**	**21**	**18**
Would probably not win	35	35	38	27	35	38	34	34	35	37	34	37	33	37	32	35	29	37	34	37	38	34
Very unlikely to win	34	34	32	40	33	31	35	30	38	35	35	31	35	32	36	34	36	32	31	35	31	36
TOTAL PROBABLY NOT / VERY UNLIKELY TO WIN	**69**	**69**	**70**	**67**	**68**	**69**	**69**	**64**	**73**	**72**	**69**	**68**	**68**	**69**	**68**	**69**	**65**	**69**	**65**	**72**	**69**	**70**
Don't know	5	4	4	7	4	5	5	7	4	7	5	5	6	4	7	6	5	3	6	5	4	6
N/A - have never seen this quiz show	5	4	3	5	6	4	3	6	4	10	3	4	6	4	6	5	4	3	4	5	5	6

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	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
Weighted Sample	2110	380	542	194	228	743	786	1021	1089	222	871	521	496	1203	907	1825	101	184	500	346	255	724
Unweighted Sample	2110	331	591	244	303	845	815	952	1158	142	838	541	589	1285	825	1816	111	183	513	358	208	737
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Catchphrase																						
Very likely to win	6	4	9	6	4	9	4	7	6	8	8	6	2	8	4	6	7	11	6	5	8	5
Would probably win	25	23	27	24	30	25	28	24	25	15	32	25	16	24	25	25	28	24	26	29	22	22
TOTAL WOULD VERY LIKELY / PROBABLY WIN	**31**	**27**	**36**	**30**	**34**	**34**	**32**	**31**	**31**	**23**	**40**	**31**	**18**	**32**	**29**	**31**	**35**	**35**	**32**	**34**	**30**	**27**
Would probably not win	29	34	31	24	27	28	33	28	30	27	27	32	32	29	30	30	31	23	32	28	24	32
Very unlikely to win	19	22	17	24	15	19	20	17	21	18	15	19	26	19	19	19	14	22	17	18	19	21
TOTAL PROBABLY NOT / VERY UNLIKELY TO WIN	**48**	**56**	**48**	**48**	**42**	**47**	**53**	**45**	**51**	**45**	**42**	**51**	**58**	**48**	**49**	**49**	**45**	**45**	**49**	**46**	**43**	**53**
Don't know	6	6	5	6	7	6	7	8	5	7	5	7	8	5	9	7	4	4	8	6	7	6
N/A - have never seen this quiz show	14	10	11	16	16	13	9	16	13	26	13	11	15	15	13	14	15	16	11	13	20	14
Mastermind																						
Very likely to win	1	1	1	0	0	1	0	1	1	0	1	0	1	1	1	1	0	1	0	1	2	0
Would probably win	5	5	5	4	4	6	4	5	4	1	5	5	6	6	2	4	5	7	6	4	3	4
TOTAL WOULD VERY LIKELY / PROBABLY WIN	**6**	**6**	**6**	**4**	**4**	**7**	**4**	**6**	**5**	**1**	**6**	**5**	**6**	**7**	**3**	**5**	**5**	**8**	**6**	**5**	**5**	**4**
Would probably not win	23	22	29	28	21	28	22	25	22	27	22	28	20	26	20	23	23	32	24	19	24	23
Very unlikely to win	56	63	55	59	61	54	66	53	59	28	54	60	66	54	58	57	55	47	54	61	49	59
TOTAL PROBABLY NOT / VERY UNLIKELY TO WIN	**79**	**85**	**84**	**87**	**82**	**82**	**88**	**78**	**81**	**55**	**76**	**88**	**86**	**80**	**78**	**80**	**78**	**79**	**78**	**80**	**73**	**82**
Don't know	4	5	4	2	4	5	3	5	4	6	4	5	4	4	5	4	2	5	6	3	4	4
N/A - have never seen this quiz show	11	4	6	7	10	5	5	12	11	38	13	2	4	9	14	11	15	8	10	12	19	10
University Challenge																						
Very likely to win	1	2	1	0	0	1	1	1	0	0	1	0	1	1	1	1	1	1	1	0	2	1
Would probably win	3	3	2	2	3	4	2	4	2	5	2	3	4	3	2	3	3	3	2	3	5	3
TOTAL WOULD VERY LIKELY / PROBABLY WIN	**4**	**5**	**3**	**2**	**3**	**5**	**3**	**5**	**2**	**5**	**3**	**3**	**5**	**4**	**3**	**4**	**4**	**4**	**3**	**3**	**7**	**4**
Would probably not win	14	14	18	19	10	17	13	15	12	14	10	16	16	16	11	13	15	15	13	12	16	13
Very unlikely to win	66	72	67	71	72	67	73	61	71	43	67	73	68	68	64	66	66	62	68	68	57	68
TOTAL PROBABLY NOT / VERY UNLIKELY TO WIN	**80**	**86**	**85**	**90**	**82**	**84**	**86**	**76**	**83**	**57**	**77**	**89**	**84**	**84**	**75**	**79**	**81**	**77**	**81**	**80**	**73**	**81**
Don't know	4	3	5	1	3	4	4	5	3	7	3	4	5	3	5	4	2	4	6	2	4	4
N/A - have never seen this quiz show	13	5	7	7	12	7	7	13	12	31	17	4	6	9	17	12	14	15	10	15	16	11

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						Vote in 2024 GE		EU Ref 2016		Gender		Age				Social Grade		Country			Region in England		
Weighted Sample	2110	380	542	194	228	743	786	1021	1089	222	871	521	496	1203	907	1825	101	184	500	346	255	724
Unweighted Sample	2110	331	591	244	303	845	815	952	1158	142	838	541	589	1285	825	1816	111	183	513	358	208	737
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Countdown																						
Very likely to win	1	2	1	2	1	1	1	1	1	1	1	1	2	1	1	1	0	0	2	0	3	1
Would probably win	7	6	7	7	6	7	7	8	6	5	7	6	6	8	5	6	9	10	6	8	8	4
TOTAL WOULD VERY LIKELY / PROBABLY WIN	**8**	**8**	**8**	**9**	**7**	**8**	**8**	**9**	**7**	**6**	**8**	**7**	**8**	**9**	**6**	**7**	**9**	**10**	**8**	**8**	**11**	**5**
Would probably not win	31	34	34	37	28	33	30	33	29	38	28	34	28	33	28	30	37	36	29	33	31	29
Very unlikely to win	47	47	47	45	50	46	51	43	51	36	50	47	47	46	49	48	41	43	50	48	35	50
TOTAL PROBABLY NOT / VERY UNLIKELY TO WIN	**78**	**81**	**81**	**82**	**78**	**79**	**81**	**76**	**80**	**74**	**78**	**81**	**75**	**79**	**77**	**78**	**78**	**79**	**79**	**81**	**66**	**79**
Don't know	5	4	5	3	6	6	4	5	5	6	4	6	6	4	7	5	3	4	7	3	6	5
N/A - have never seen this quiz show	9	7	6	6	11	7	7	10	8	13	10	6	10	9	10	10	9	7	6	8	17	10
Tipping Point																						
Very likely to win	5	3	6	7	5	6	4	6	4	7	5	6	3	6	5	5	5	8	5	5	5	5
Would probably win	24	28	25	24	28	22	28	26	23	14	25	25	25	24	24	24	32	24	28	22	21	22
TOTAL WOULD VERY LIKELY / PROBABLY WIN	**29**	**31**	**31**	**31**	**33**	**28**	**32**	**32**	**27**	**21**	**30**	**31**	**28**	**30**	**29**	**29**	**37**	**32**	**33**	**27**	**26**	**27**
Would probably not win	23	26	23	20	20	23	23	19	26	28	18	24	27	22	23	23	21	23	23	24	21	23
Very unlikely to win	15	11	13	17	13	12	15	12	17	17	15	13	14	13	17	15	8	12	12	18	12	17
TOTAL PROBABLY NOT / VERY UNLIKELY TO WIN	**38**	**37**	**36**	**37**	**33**	**35**	**38**	**31**	**43**	**45**	**33**	**37**	**41**	**35**	**40**	**38**	**29**	**35**	**35**	**42**	**33**	**40**
Don't know	7	7	7	6	7	7	8	8	7	7	6	9	7	6	9	7	5	8	9	6	8	7
N/A - have never seen this quiz show	26	25	27	27	26	30	22	29	24	27	30	23	24	29	22	26	29	24	23	26	33	27
Eggheads																						
Very likely to win	0	1	0	0	1	1	1	1	0	0	0	0	1	1	0	1	0	0	1	0	0	1
Would probably win	4	7	3	4	2	4	4	4	3	2	3	3	6	4	3	4	6	2	4	3	6	3
TOTAL WOULD VERY LIKELY / PROBABLY WIN	**4**	**8**	**3**	**4**	**3**	**5**	**5**	**5**	**3**	**2**	**3**	**3**	**7**	**5**	**3**	**5**	**6**	**2**	**5**	**3**	**6**	**4**
Would probably not win	18	19	22	19	19	21	19	20	16	14	17	21	19	21	14	18	20	20	18	17	16	18
Very unlikely to win	43	49	43	40	42	45	48	39	47	28	41	47	49	41	45	43	44	43	45	46	34	43
TOTAL PROBABLY NOT / VERY UNLIKELY TO WIN	**61**	**68**	**65**	**59**	**61**	**66**	**67**	**59**	**63**	**42**	**58**	**68**	**68**	**62**	**59**	**61**	**64**	**63**	**63**	**63**	**50**	**61**
Don't know	6	5	6	7	5	5	5	7	4	8	6	6	5	5	7	6	5	5	6	4	5	7
N/A - have never seen this quiz show	29	19	25	29	31	24	24	28	30	48	33	23	19	28	31	29	26	29	26	29	39	28
The 1% Club																						
Very likely to win	1	2	1	1	2	1	2	1	1	0	1	1	2	1	1	1	1	1	2	1	2	1
Would probably win	8	8	9	11	5	8	9	8	9	9	10	7	7	10	7	8	4	11	11	6	8	8
TOTAL WOULD VERY LIKELY / PROBABLY WIN	**9**	**10**	**10**	**12**	**7**	**9**	**11**	**9**	**10**	**9**	**11**	**8**	**9**	**11**	**8**	**9**	**5**	**12**	**13**	**7**	**10**	**9**
Would probably not win	22	22	24	23	19	23	22	22	22	18	22	23	22	23	21	21	26	26	22	22	17	22
Very unlikely to win	21	26	19	20	22	21	21	19	23	19	19	19	26	20	22	21	23	17	22	21	16	23
TOTAL PROBABLY NOT / VERY UNLIKELY TO WIN	**43**	**48**	**43**	**43**	**41**	**44**	**43**	**41**	**45**	**37**	**41**	**42**	**48**	**43**	**43**	**42**	**49**	**43**	**44**	**43**	**33**	**45**
Don't know	4	7	4	5	3	4	5	6	3	4	4	6	3	4	5	5	3	2	4	4	5	5
N/A - have never seen this quiz show	43	34	43	40	49	43	41	44	42	50	43	43	39	42	44	43	43	43	39	46	53	41

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Unweighted Sample	2110	331	591	244	303	845	815	952	1158	142	838	541	589	1285	825	1816	111	183	513	358	208	737
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Only Connect																						
Very likely to win	0	1	0	0	0	0	1	0	0	0	1	0	0	0	0	0	0	1	1	0	0	0
Would probably win	2	3	3	2	1	3	2	3	1	1	2	3	2	3	1	2	4	1	2	1	4	1
TOTAL WOULD VERY LIKELY / PROBABLY WIN	**2**	**4**	**3**	**2**	**1**	**3**	**3**	**3**	**1**	**1**	**3**	**3**	**2**	**3**	**1**	**2**	**4**	**2**	**3**	**1**	**4**	**1**
Would probably not win	10	12	11	13	8	12	10	13	8	15	7	11	13	12	9	10	14	10	10	9	14	10
Very unlikely to win	26	29	29	35	22	33	25	25	27	15	25	28	32	29	23	27	25	25	24	31	23	27
TOTAL PROBABLY NOT / VERY UNLIKELY TO WIN	**36**	**41**	**40**	**48**	**30**	**45**	**35**	**38**	**35**	**30**	**32**	**39**	**45**	**41**	**32**	**37**	**39**	**35**	**34**	**40**	**37**	**37**
Don't know	6	6	5	6	6	6	6	8	5	9	6	6	5	5	8	6	5	6	8	4	4	6
N/A - have never seen this quiz show	55	49	51	44	63	46	57	51	58	60	59	52	47	51	59	55	53	56	55	55	54	55

*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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