YouGov Survey Results

Sample size: 2216 adults in GB

Fieldwork: 27th - 28th October 2026

		Vote in 2024 GE					EU Ref 2016		Gender		Age				Socio-economic classification (NS-SEC)		
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	Higher	Intermediate	Routine
Weighted Sample	2216	396	586	195	243	122	774	790	1070	1146	233	913	547	523	751	496	663
Unweighted Sample	2216	368	627	223	270	107	911	813	956	1260	132	755	674	655	920	514	488
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

[Photo of Nigel Farage] Who is this person?
Please type their name if you know it.

Respondents answered in their own words, which were coded by YouGov Recogniser, an AI-assisted tool

[Asked of all respondents; n = 2216]

Any recognition (total)	**89**	90	88	93	94	86	90	91	88	89	87	86	91	91	91	92	84
Full recognition (total)	**75**	76	74	79	83	73	75	77	72	78	79	74	76	73	78	79	70
Full name	**67**	67	65	75	75	69	66	70	65	69	71	66	68	64	72	66	62
Full name, misspelt	**8**	10	9	5	7	4	9	8	8	9	8	8	8	9	6	14	7
Partial recognition (total)	**14**	14	14	14	12	13	15	13	16	12	8	12	15	18	13	13	14
Surname only	**8**	10	9	11	6	6	10	8	10	7	5	6	10	13	8	8	9
Surname only, misspelt	**1**	0	1	0	1	1	1	1	1	1	0	1	1	1	1	1	2
First name only	**2**	2	1	0	2	1	1	2	2	2	1	3	2	2	2	2	2
First name only, misspelt	**0**	0	0	0	1	1	0	0	1	0	0	0	0	0	0	0	0
First name + misspelt surname	**1**	1	2	1	1	4	2	1	1	2	3	2	1	1	2	1	1
Initials	**0**	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Title + part of name	**0**	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0
Nickname or pun	**0**	1	0	1	0	0	0	0	1	0	0	0	1	0	0	0	1
Other partial	**0**	0	1	0	0	0	1	0	1	0	0	1	0	0	1	0	0
Not recognised (total)	**11**	10	12	7	6	14	10	9	12	11	13	14	9	9	9	8	16
Job title or role only	**1**	0	1	1	1	2	1	1	1	0	0	1	0	2	1	1	1
Named someone else	**0**	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0
Don't know	**6**	5	5	2	2	2	4	6	5	7	8	7	5	5	4	4	9
Other answer (not a name)	**4**	4	6	3	2	11	5	2	6	3	5	6	4	3	4	3	6

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		Country			Region in England				Education		
	Total	England	Wales	Scotland	North	Midlands	London	Rest of South	Low	Medium	High
Weighted Sample	2216	1917	106	193	525	363	268	760	597	791	828
Unweighted Sample	2216	1904	134	178	539	381	200	784	583	745	888
	%	%	%	%	%	%	%	%	%	%	%

[Photo of Nigel Farage] Who is this person?
Please type their name if you know it.

Respondents answered in their own words, which were coded by YouGov Recogniser, an AI-assisted tool

[Asked of all respondents; n = 2216]

Any recognition (total)	**89**	89	92	88	89	89	85	89	88	89	89
Full recognition (total)	**75**	74	79	80	75	75	71	74	74	76	74
Full name	**67**	66	67	71	66	68	64	66	64	67	68
Full name, misspelt	**8**	8	12	8	9	8	7	8	10	9	6
Partial recognition (total)	**14**	14	14	8	14	14	14	15	13	13	15
Surname only	**8**	8	10	5	8	8	11	9	7	8	9
Surname only, misspelt	**1**	1	1	0	1	1	1	1	1	0	1
First name only	**2**	2	3	1	2	3	1	2	2	2	2
First name only, misspelt	**0**	0	0	0	0	1	0	0	0	0	0
First name + misspelt surname	**1**	2	0	0	3	1	1	2	2	1	1
Initials	**0**	0	0	0	0	0	0	0	0	0	0
Title + part of name	**0**	0	0	0	0	0	0	0	0	0	0
Nickname or pun	**0**	0	0	1	0	0	0	0	0	0	0
Other partial	**0**	0	0	0	0	0	0	1	0	0	1
Not recognised (total)	**11**	11	8	12	11	11	15	11	12	11	11
Job title or role only	**1**	1	0	1	0	0	2	1	1	1	1
Named someone else	**0**	0	0	0	0	0	0	0	0	0	0
Don't know	**6**	6	4	9	5	6	8	6	8	5	6
Other answer (not a name)	**4**	5	4	3	5	4	5	5	3	5	4

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		Vote in 2024 GE					EU Ref 2016		Gender		Age				Socio-economic classification (NS-SEC)		
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	Higher	Intermediate	Routine
Weighted Sample	2216	396	586	195	243	122	774	790	1070	1146	233	913	547	523	751	496	663
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

[Photo of Andy Burnham] Who is this person? Please type their name if you know it.

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[Asked of all respondents; n = 2216]

Any recognition (total)	**83**	85	88	88	85	85	88	84	85	81	86	79	86	86	87	83	80
Full recognition (total)	**73**	72	80	82	67	73	79	69	71	74	77	72	74	71	80	71	67
Full name	**67**	67	75	77	60	69	73	65	65	69	70	67	69	65	75	66	62
Full name, misspelt	**5**	5	5	5	7	3	5	5	6	4	7	4	5	6	5	4	6
Partial recognition (total)	**10**	13	9	7	19	13	9	14	14	8	9	7	12	16	7	12	13
Surname only	**6**	10	4	5	14	10	6	10	9	4	3	3	8	13	5	9	8
Surname only, misspelt	**1**	1	0	0	1	1	1	1	1	0	0	1	1	1	1	1	1
First name only	**2**	1	2	1	2	2	1	2	2	2	4	2	1	1	1	1	3
First name only, misspelt	**0**	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
First name + misspelt surname	**1**	1	2	0	1	0	1	2	1	2	2	1	2	2	1	1	2
Initials	**0**	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Title + part of name	**0**	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Nickname or pun	**0**	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other partial	**0**	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0
Not recognised (total)	**17**	15	12	12	15	15	12	16	15	19	14	21	14	14	13	17	20
Job title or role only	**3**	3	2	3	2	3	3	3	2	3	0	3	2	2	2	3	3
Named someone else	**1**	0	0	0	0	0	0	1	1	0	1	1	0	0	0	1	0
Don't know	**10**	7	6	4	6	6	7	7	6	13	12	13	7	6	7	9	11
Other answer (not a name)	**4**	4	3	4	6	5	2	6	5	3	1	4	4	5	3	4	5

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Unweighted Sample	2216	1904	134	178	539	381	200	784	583	745	888
	%	%	%	%	%	%	%	%	%	%	%

[Photo of Andy Burnham] Who is this person? Please type their name if you know it.

Respondents answered in their own words, which were coded by YouGov Recogniser, an AI-assisted tool

[Asked of all respondents; n = 2216]

Any recognition (total)	**83**	83	85	81	85	82	84	82	80	83	85
Full recognition (total)	**73**	72	78	74	74	71	75	70	69	72	76
Full name	**67**	67	73	64	68	65	71	67	61	67	72
Full name, misspelt	**5**	5	5	10	7	6	4	3	7	5	4
Partial recognition (total)	**10**	11	6	7	11	12	9	12	11	11	9
Surname only	**6**	7	1	4	8	6	5	7	7	7	5
Surname only, misspelt	**1**	1	0	0	0	0	1	1	1	1	1
First name only	**2**	2	1	1	1	2	2	2	1	2	2
First name only, misspelt	**0**	0	0	0	0	0	0	0	0	0	0
First name + misspelt surname	**1**	1	3	2	1	2	1	1	3	1	1
Initials	**0**	0	0	0	0	0	0	0	0	0	0
Title + part of name	**0**	0	0	0	0	0	0	0	0	0	0
Nickname or pun	**0**	0	0	0	0	0	0	0	0	0	0
Other partial	**0**	0	0	0	0	0	0	0	0	0	0
Not recognised (total)	**17**	17	15	19	15	18	16	18	20	17	15
Job title or role only	**3**	3	0	4	2	2	4	3	3	3	2
Named someone else	**1**	0	0	1	0	0	0	1	1	1	0
Don't know	**10**	10	11	12	8	12	9	10	13	9	9
Other answer (not a name)	**4**	4	4	2	4	3	3	5	3	5	4

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		Vote in 2024 GE					EU Ref 2016		Gender		Age				Socio-economic classification (NS-SEC)		
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	Higher	Intermediate	Routine
Weighted Sample	2216	396	586	195	243	122	774	790	1070	1146	233	913	547	523	751	496	663
Unweighted Sample	2216	368	627	223	270	107	911	813	956	1260	132	755	674	655	920	514	488
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

[Photo of Kemi Badenoch] Who is this person? Please type their name if you know it.

Respondents answered in their own words, which were coded by YouGov Recogniser, an AI-assisted tool

[Asked of all respondents; n = 2216]

Any recognition (total)	**66**	77	70	72	71	67	72	69	73	59	66	61	69	70	76	66	57
Full recognition (total)	**48**	56	53	53	50	52	54	49	53	44	55	43	53	50	57	48	39
Full name	**37**	42	40	41	38	43	42	36	40	33	41	34	38	37	45	37	28
Full name, misspelt	**12**	14	13	13	12	9	11	13	12	11	14	8	14	13	12	11	11
Partial recognition (total)	**18**	21	17	19	21	15	18	20	21	15	11	18	17	20	18	18	17
Surname only	**4**	4	4	5	6	3	4	4	5	2	2	3	4	6	5	4	2
Surname only, misspelt	**1**	1	1	1	2	1	1	1	1	0	0	0	1	2	1	1	1
First name only	**7**	6	6	7	8	2	5	8	6	8	4	9	5	6	7	6	7
First name only, misspelt	**1**	2	0	0	2	4	1	2	2	0	3	1	1	1	1	0	2
First name + misspelt surname	**5**	7	5	5	3	5	6	4	6	4	2	5	6	5	5	6	5
Initials	**0**	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Title + part of name	**0**	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Nickname or pun	**0**	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other partial	**1**	1	0	1	0	0	0	1	1	1	0	0	1	1	0	1	1
Not recognised (total)	**34**	23	30	28	29	33	28	31	27	41	34	39	31	30	24	34	43
Job title or role only	**3**	5	2	5	4	2	3	5	4	2	2	2	3	6	2	5	4
Named someone else	**0**	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Don't know	**24**	12	20	17	13	24	19	19	16	32	28	32	20	14	18	21	32
Other answer (not a name)	**7**	7	8	6	12	7	6	8	7	7	3	5	8	10	5	8	8

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Unweighted Sample	2216	1904	134	178	539	381	200	784	583	745	888
	%	%	%	%	%	%	%	%	%	%	%

[Photo of Kemi Badenoch] Who is this person? Please type their name if you know it.

Respondents answered in their own words, which were coded by YouGov Recogniser, an AI-assisted tool

[Asked of all respondents; n = 2216]

Any recognition (total)	**66**	66	56	66	62	67	71	67	59	64	72
Full recognition (total)	**48**	48	40	53	45	47	49	50	41	46	55
Full name	**37**	36	30	46	35	31	40	37	30	34	44
Full name, misspelt	**12**	12	10	6	10	16	10	13	11	13	11
Partial recognition (total)	**18**	18	16	13	17	19	22	17	18	18	17
Surname only	**4**	4	3	3	4	4	5	3	2	4	5
Surname only, misspelt	**1**	1	1	0	0	2	0	1	1	1	1
First name only	**7**	7	5	3	7	7	10	7	8	7	6
First name only, misspelt	**1**	1	1	1	1	2	0	1	2	1	1
First name + misspelt surname	**5**	5	5	5	5	4	6	4	5	5	4
Initials	**0**	0	0	0	0	0	0	0	0	0	0
Title + part of name	**0**	0	0	1	0	0	0	0	0	0	0
Nickname or pun	**0**	0	0	0	0	0	0	0	0	0	0
Other partial	**1**	1	0	0	0	1	1	1	1	0	0
Not recognised (total)	**34**	34	44	34	38	33	29	33	41	36	28
Job title or role only	**3**	3	2	4	3	5	3	3	4	5	2
Named someone else	**0**	0	0	0	0	0	0	0	0	0	0
Don't know	**24**	24	32	26	27	23	20	24	29	24	21
Other answer (not a name)	**7**	7	10	5	8	6	5	6	8	6	6

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Weighted Sample	2216	396	586	195	243	122	774	790	1070	1146	233	913	547	523	751	496	663
Unweighted Sample	2216	368	627	223	270	107	911	813	956	1260	132	755	674	655	920	514	488
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

[Photo of Zack Polanski] Who is this person?
Please type their name if you know it.

Respondents answered in their own words, which were coded by YouGov Recogniser, an AI-assisted tool

[Asked of all respondents; n = 2216]

Any recognition (total)	**46**	47	51	49	54	68	52	43	52	40	64	43	45	44	54	43	37
Full recognition (total)	**37**	35	44	39	37	56	42	30	41	33	62	35	36	31	44	33	29
Full name	**18**	14	24	17	16	26	20	12	21	15	40	18	15	10	21	13	15
Full name, misspelt	**19**	21	21	22	21	31	22	19	20	18	22	16	20	21	23	19	14
Partial recognition (total)	**9**	13	7	9	17	12	10	12	11	7	2	8	9	13	10	10	7
Surname only	**4**	6	2	2	8	8	4	4	5	3	1	3	3	6	4	5	3
Surname only, misspelt	**1**	1	0	1	2	0	0	1	1	0	0	1	0	1	0	0	1
First name only	**1**	0	1	1	0	2	1	1	1	1	0	1	1	1	1	1	0
First name only, misspelt	**2**	2	2	1	2	2	2	2	1	2	0	2	1	2	2	2	1
First name + misspelt surname	**1**	1	1	2	2	1	1	1	1	1	0	1	2	0	1	1	1
Initials	**0**	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Title + part of name	**0**	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Nickname or pun	**0**	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other partial	**1**	2	1	2	3	0	1	3	2	1	0	1	2	2	2	2	1
Not recognised (total)	**54**	53	49	51	46	32	48	57	48	60	36	57	55	56	46	57	63
Job title or role only	**7**	8	7	12	7	3	7	9	8	5	0	5	8	11	6	8	7
Named someone else	**1**	0	1	1	0	1	1	1	1	1	0	1	1	1	0	1	2
Don't know	**42**	37	38	37	29	28	37	40	32	51	31	48	40	38	36	43	49
Other answer (not a name)	**5**	8	4	1	10	0	3	7	7	3	5	4	5	7	4	6	6

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	%	%	%	%	%	%	%	%	%	%	%

[Photo of Zack Polanski] Who is this person?
Please type their name if you know it.

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[Asked of all respondents; n = 2216]

Any recognition (total)	**46**	46	40	47	43	46	56	45	35	44	55
Full recognition (total)	**37**	37	28	43	34	36	47	35	26	36	46
Full name	**18**	17	18	23	17	17	22	16	12	17	23
Full name, misspelt	**19**	19	10	20	17	19	24	19	14	19	23
Partial recognition (total)	**9**	9	12	4	8	10	9	9	9	8	9
Surname only	**4**	4	3	1	4	3	4	4	3	4	4
Surname only, misspelt	**1**	1	2	0	0	1	1	0	1	0	0
First name only	**1**	1	1	0	1	1	1	0	1	0	1
First name only, misspelt	**2**	1	5	1	2	1	1	1	1	1	2
First name + misspelt surname	**1**	1	0	0	0	2	0	1	1	1	1
Initials	**0**	0	0	0	0	0	0	0	0	0	0
Title + part of name	**0**	0	0	0	0	0	0	0	0	0	0
Nickname or pun	**0**	0	0	0	0	0	0	0	0	0	0
Other partial	**1**	2	0	1	1	2	1	2	2	1	1
Not recognised (total)	**54**	54	60	53	57	54	44	55	65	56	45
Job title or role only	**7**	7	4	4	7	6	6	8	6	8	6
Named someone else	**1**	1	1	3	0	0	1	1	1	1	0
Don't know	**42**	41	48	44	45	44	28	42	51	42	35
Other answer (not a name)	**5**	5	7	3	5	4	9	4	7	5	4

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

[Photo of Ed Davey] Who is this person?
Please type their name if you know it.

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[Asked of all respondents; n = 2216]

Any recognition (total)	**37**	43	42	49	43	34	43	39	45	30	49	28	42	44	43	40	29
Full recognition (total)	**31**	35	35	41	34	31	36	32	37	25	39	23	34	37	36	35	22
Full name	**28**	31	32	38	31	28	33	29	35	22	38	22	30	33	34	31	19
Full name, misspelt	**3**	4	3	3	3	3	3	3	2	3	1	1	4	4	2	4	2
Partial recognition (total)	**7**	8	7	9	8	3	7	7	8	5	10	4	8	7	7	5	8
Surname only	**1**	2	1	0	2	0	1	1	1	0	0	0	1	1	1	0	0
Surname only, misspelt	**0**	1	0	1	0	1	1	0	1	0	1	0	0	0	0	0	1
First name only	**1**	1	1	1	1	1	1	1	1	1	0	0	2	2	1	1	1
First name only, misspelt	**0**	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
First name + misspelt surname	**4**	4	5	6	5	1	5	3	5	3	10	3	4	4	4	4	5
Initials	**0**	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Title + part of name	**0**	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Nickname or pun	**0**	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other partial	**0**	0	0	0	1	0	0	0	0	0	0	0	1	0	0	0	1
Not recognised (total)	**63**	57	58	51	57	66	57	61	55	70	51	72	58	56	57	60	71
Job title or role only	**5**	6	6	11	6	5	6	7	5	5	0	3	7	11	5	6	5
Named someone else	**0**	0	1	0	0	0	1	0	0	0	0	0	1	0	0	1	0
Don't know	**54**	47	48	37	47	58	47	50	45	62	47	66	48	41	48	50	62
Other answer (not a name)	**3**	4	3	3	4	3	3	4	4	2	4	3	3	4	3	3	3

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YouGov Survey Results

Sample size: 2216 adults in GB

Fieldwork: 27th - 28th October 2026

		Country			Region in England				Education		
	Total	England	Wales	Scotland	North	Midlands	London	Rest of South	Low	Medium	High
Weighted Sample	2216	1917	106	193	525	363	268	760	597	791	828
Unweighted Sample	2216	1904	134	178	539	381	200	784	583	745	888
	%	%	%	%	%	%	%	%	%	%	%

[Photo of Ed Davey] Who is this person?
Please type their name if you know it.

Respondents answered in their own words, which were coded by YouGov Recogniser, an AI-assisted tool

[Asked of all respondents; n = 2216]

Any recognition (total)	**37**	37	34	38	37	35	39	39	32	38	41
Full recognition (total)	**31**	31	32	30	29	28	32	32	26	30	35
Full name	**28**	28	31	27	25	26	31	30	24	28	32
Full name, misspelt	**3**	3	1	3	4	2	1	2	2	3	2
Partial recognition (total)	**7**	7	2	8	7	6	7	6	6	8	6
Surname only	**1**	1	1	0	1	0	0	1	1	1	1
Surname only, misspelt	**0**	0	0	0	1	1	0	0	1	0	1
First name only	**1**	1	1	0	1	1	1	1	1	1	1
First name only, misspelt	**0**	0	0	0	0	0	0	0	0	0	0
First name + misspelt surname	**4**	4	0	6	5	4	5	3	4	6	3
Initials	**0**	0	0	0	0	0	0	0	0	0	0
Title + part of name	**0**	0	0	0	0	0	0	0	0	0	0
Nickname or pun	**0**	0	0	0	0	0	0	0	0	0	0
Other partial	**0**	0	0	2	0	0	0	0	0	0	0
Not recognised (total)	**63**	63	66	62	63	65	61	61	68	62	59
Job title or role only	**5**	5	10	4	4	6	5	5	4	6	6
Named someone else	**0**	0	0	0	0	1	1	0	0	0	0
Don't know	**54**	54	52	53	56	56	50	53	61	52	50
Other answer (not a name)	**3**	3	3	6	3	2	5	3	2	4	3

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YouGov Survey Results

Sample size: 2216 adults in GB

Fieldwork: 27th - 28th October 2026

		Vote in 2024 GE					EU Ref 2016		Gender		Age				Socio-economic classification (NS-SEC)		
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	Higher	Intermediate	Routine
Weighted Sample	2216	396	586	195	243	122	774	790	1070	1146	233	913	547	523	751	496	663
Unweighted Sample	2216	368	627	223	270	107	911	813	956	1260	132	755	674	655	920	514	488
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

[Photo of John Healey] Who is this person? Please type their name if you know it.

Respondents answered in their own words, which were coded by YouGov Recogniser, an AI-assisted tool

[Asked of all respondents; n = 2216]

Any recognition (total)	**28**	40	30	30	36	27	31	33	37	20	27	20	32	40	35	28	24
Full recognition (total)	**22**	31	26	25	26	24	26	25	29	16	23	17	25	30	29	22	18
Full name	**17**	25	20	22	17	21	19	19	23	12	19	13	18	23	21	17	14
Full name, misspelt	**5**	6	6	3	9	4	6	6	6	5	4	4	7	7	8	4	4
Partial recognition (total)	**6**	9	4	5	11	2	5	9	8	4	4	3	7	10	6	6	6
Surname only	**3**	5	3	4	4	2	3	5	4	2	3	1	4	5	3	4	2
Surname only, misspelt	**2**	3	1	1	5	1	1	3	2	1	0	1	2	3	2	1	3
First name only	**1**	1	0	0	0	0	1	1	1	1	0	0	1	1	1	0	1
First name only, misspelt	**0**	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
First name + misspelt surname	**0**	0	0	0	0	0	0	0	1	0	1	0	0	1	0	0	0
Initials	**0**	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Title + part of name	**0**	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0
Nickname or pun	**0**	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other partial	**0**	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0
Not recognised (total)	**72**	60	70	70	64	73	69	67	63	80	73	80	68	60	65	72	76
Job title or role only	**5**	7	5	8	8	3	6	8	6	5	2	4	6	9	5	8	4
Named someone else	**1**	1	2	1	1	0	1	1	1	1	1	1	1	1	1	1	1
Don't know	**62**	48	60	57	51	68	60	54	52	72	69	73	57	46	55	60	69
Other answer (not a name)	**3**	4	3	3	4	2	3	3	4	2	2	3	3	3	4	3	2

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YouGov Survey Results

Sample size: 2216 adults in GB

Fieldwork: 27th - 28th October 2026

		Country			Region in England				Education		
	Total	England	Wales	Scotland	North	Midlands	London	Rest of South	Low	Medium	High
Weighted Sample	2216	1917	106	193	525	363	268	760	597	791	828
Unweighted Sample	2216	1904	134	178	539	381	200	784	583	745	888
	%	%	%	%	%	%	%	%	%	%	%

[Photo of John Healey] Who is this person? Please type their name if you know it.

Respondents answered in their own words, which were coded by YouGov Recogniser, an AI-assisted tool

[Asked of all respondents; n = 2216]

Any recognition (total)	**28**	29	22	25	28	27	35	28	24	30	30
Full recognition (total)	**22**	23	17	22	23	22	27	22	17	24	24
Full name	**17**	17	12	18	16	14	22	18	12	19	20
Full name, misspelt	**5**	5	5	4	6	8	5	4	5	6	5
Partial recognition (total)	**6**	6	5	3	5	5	8	7	7	5	6
Surname only	**3**	3	1	1	2	3	5	4	2	3	4
Surname only, misspelt	**2**	2	1	1	2	1	2	2	2	2	1
First name only	**1**	1	0	0	0	1	0	1	1	0	0
First name only, misspelt	**0**	0	0	0	0	0	0	0	0	0	0
First name + misspelt surname	**0**	0	2	0	0	0	0	0	1	0	0
Initials	**0**	0	0	0	0	0	0	0	0	0	0
Title + part of name	**0**	0	0	0	0	0	0	0	0	0	0
Nickname or pun	**0**	0	0	0	0	0	0	0	0	0	0
Other partial	**0**	0	0	0	0	0	0	0	0	0	0
Not recognised (total)	**72**	71	78	75	72	73	65	72	76	70	70
Job title or role only	**5**	5	5	6	5	7	4	6	6	6	5
Named someone else	**1**	1	3	1	1	1	1	1	2	0	1
Don't know	**62**	62	67	66	62	63	57	62	65	62	60
Other answer (not a name)	**3**	3	4	2	4	2	4	3	3	2	4

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YouGov Survey Results

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		Vote in 2024 GE					EU Ref 2016		Gender		Age				Socio-economic classification (NS-SEC)		
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	Higher	Intermediate	Routine
Weighted Sample	2216	396	586	195	243	122	774	790	1070	1146	233	913	547	523	751	496	663
Unweighted Sample	2216	368	627	223	270	107	911	813	956	1260	132	755	674	655	920	514	488
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

[Photo of Andrew Griffith] Who is this person? Please type their name if you know it.

Respondents answered in their own words, which were coded by YouGov Recogniser, an AI-assisted tool

[Asked of all respondents; n = 2216]

Any recognition (total)	**4**	8	2	1	6	3	3	5	5	2	5	4	2	4	3	4	3
Full recognition (total)	**3**	7	2	1	5	3	3	4	5	2	5	4	1	4	3	4	2
Full name	**2**	4	1	1	3	1	2	2	3	1	4	3	1	2	2	2	1
Full name, misspelt	**1**	3	1	0	2	3	1	2	1	1	1	1	1	2	1	2	1
Partial recognition (total)	**0**	1	0	0	1	0	0	1	1	0	0	0	1	1	0	0	1
Surname only	**0**	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Surname only, misspelt	**0**	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
First name only	**0**	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0
First name only, misspelt	**0**	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
First name + misspelt surname	**0**	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Initials	**0**	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Title + part of name	**0**	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Nickname or pun	**0**	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other partial	**0**	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Not recognised (total)	**96**	92	98	99	94	97	97	95	95	98	95	96	98	96	97	96	97
Job title or role only	**1**	1	1	3	2	0	1	1	1	1	0	1	1	1	1	1	0
Named someone else	**1**	0	1	0	1	0	0	0	1	0	3	0	1	0	0	1	1
Don't know	**92**	88	91	95	88	94	92	91	89	95	90	92	94	92	92	90	94
Other answer (not a name)	**3**	3	4	1	4	3	3	3	4	2	2	3	3	3	3	4	2

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Unweighted Sample	2216	1904	134	178	539	381	200	784	583	745	888
	%	%	%	%	%	%	%	%	%	%	%

[Photo of Andrew Griffith] Who is this person? Please type their name if you know it.

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[Asked of all respondents; n = 2216]

Any recognition (total)	**4**	4	2	1	4	3	6	4	4	4	4
Full recognition (total)	**3**	4	1	1	3	2	5	4	3	3	3
Full name	**2**	2	0	1	3	1	4	1	2	2	2
Full name, misspelt	**1**	1	1	0	0	1	2	2	1	1	1
Partial recognition (total)	**0**	0	1	0	1	0	1	0	0	1	0
Surname only	**0**	0	0	0	0	0	0	0	0	0	0
Surname only, misspelt	**0**	0	0	0	1	0	0	0	0	0	0
First name only	**0**	0	1	0	0	0	0	0	0	0	0
First name only, misspelt	**0**	0	0	0	0	0	0	0	0	0	0
First name + misspelt surname	**0**	0	0	0	0	0	0	0	0	0	0
Initials	**0**	0	0	0	0	0	0	0	0	0	0
Title + part of name	**0**	0	0	0	0	0	0	0	0	0	0
Nickname or pun	**0**	0	0	0	0	0	0	0	0	0	0
Other partial	**0**	0	0	0	0	0	0	0	0	0	0
Not recognised (total)	**96**	96	98	99	96	97	94	96	96	96	96
Job title or role only	**1**	1	0	2	1	1	2	1	1	1	1
Named someone else	**1**	1	0	0	1	0	0	1	0	1	1
Don't know	**92**	92	95	95	91	94	89	92	94	91	92
Other answer (not a name)	**3**	3	3	2	4	2	4	2	2	3	2

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Unweighted Sample	2216	368	627	223	270	107	911	813	956	1260	132	755	674	655	920	514	488
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**This survey was carried out online. The figures have been weighted and are representative of all adults in GB (aged 18+).*

**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.*

**Nets (rows marked 'net') are calculated before rounding, so they may not equal the sum of the rows shown.*

**0 = less than 0.5%, including no respondents.*

**Vote in 2024 GE shows the five largest GB parties; voters for other parties (including SNP and Plaid Cymru), Don't know and Skipped are not shown.*

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	%	%	%	%	%	%	%	%	%	%	%

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