

# YouGov Survey Results

Sample Size: 2141 GB Adults  
Fieldwork: 20th - 22nd February 2026

	Vote in 2024 GE					EU Ref 2016		Gender		Age				Socio-economic classification			Country			Region in England				
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	Higher	Intermediate	Routine	England	Wales	Scotland	North	Midlands	London	Rest of South
<b>Weighted Sample</b>	<b>2141</b>	<b>385</b>	<b>550</b>	<b>197</b>	<b>231</b>	<b>128</b>	<b>751</b>	<b>764</b>	<b>1036</b>	<b>1105</b>	<b>225</b>	<b>884</b>	<b>529</b>	<b>503</b>	<b>726</b>	<b>480</b>	<b>640</b>	<b>1852</b>	<b>103</b>	<b>186</b>	<b>507</b>	<b>351</b>	<b>259</b>	<b>734</b>
<b>Unweighted Sample</b>	<b>2141</b>	<b>337</b>	<b>567</b>	<b>206</b>	<b>247</b>	<b>135</b>	<b>826</b>	<b>777</b>	<b>935</b>	<b>1206</b>	<b>199</b>	<b>822</b>	<b>537</b>	<b>583</b>	<b>802</b>	<b>458</b>	<b>561</b>	<b>1821</b>	<b>128</b>	<b>192</b>	<b>516</b>	<b>332</b>	<b>212</b>	<b>761</b>
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

From what you know or have heard, do you have a favourable or unfavourable opinion of each of the following people? If you have not heard of someone, please select the 'not applicable' option.

**Clara Zetkin**

Very favourable	1	0	1	0	0	1	1	0	1	0	0	1	0	0	1	0	0	0	1	1	0	0	0	1
Somewhat favourable	2	3	2	2	1	5	2	1	3	1	4	2	2	1	3	1	2	2	3	1	2	1	6	2
<b>TOTAL FAVOURABLE</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>2</b>	<b>1</b>	<b>6</b>	<b>3</b>	<b>1</b>	<b>4</b>	<b>1</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>	<b>4</b>	<b>1</b>	<b>2</b>	<b>2</b>	<b>4</b>	<b>2</b>	<b>2</b>	<b>1</b>	<b>6</b>	<b>3</b>
Somewhat unfavourable	1	1	0	0	1	1	0	1	1	0	1	1	1	1	1	1	1	1	0	1	0	0	1	1
Very unfavourable	1	0	0	1	1	0	0	1	1	1	1	1	0	1	0	1	0	1	0	2	0	1	0	1
<b>TOTAL UNFAVOURABLE</b>	<b>2</b>	<b>1</b>	<b>0</b>	<b>1</b>	<b>2</b>	<b>1</b>	<b>0</b>	<b>2</b>	<b>2</b>	<b>1</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>1</b>	<b>2</b>	<b>1</b>	<b>2</b>	<b>2</b>	<b>0</b>	<b>3</b>	<b>0</b>	<b>1</b>	<b>1</b>	<b>2</b>
Don't know	7	6	7	6	7	5	7	5	8	6	6	8	6	5	7	7	7	7	5	4	7	5	14	5
<b>NET FAVOURABILITY</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>1</b>	<b>-1</b>	<b>5</b>	<b>3</b>	<b>-1</b>	<b>2</b>	<b>0</b>	<b>2</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>2</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>4</b>	<b>-1</b>	<b>2</b>	<b>0</b>	<b>5</b>	<b>1</b>
N/A – I have never heard of this person	89	90	89	91	89	88	89	92	87	92	88	88	90	93	88	91	89	89	91	91	90	93	78	91

**Emmeline Pankhurst**

Very favourable	35	42	42	45	28	39	44	38	25	45	27	27	39	50	40	38	33	36	41	31	34	36	31	38
Somewhat favourable	30	34	29	32	28	31	32	32	34	26	25	25	36	35	29	31	30	29	26	36	30	30	30	29
<b>TOTAL FAVOURABLE</b>	<b>65</b>	<b>76</b>	<b>71</b>	<b>77</b>	<b>56</b>	<b>70</b>	<b>76</b>	<b>70</b>	<b>59</b>	<b>71</b>	<b>52</b>	<b>52</b>	<b>75</b>	<b>85</b>	<b>69</b>	<b>69</b>	<b>63</b>	<b>65</b>	<b>67</b>	<b>67</b>	<b>64</b>	<b>66</b>	<b>61</b>	<b>67</b>
Somewhat unfavourable	3	3	2	1	6	3	2	4	4	1	3	2	2	4	3	2	3	2	2	6	3	2	2	2
Very unfavourable	1	1	1	1	3	0	1	1	2	1	0	2	1	2	2	2	1	1	2	3	2	1	1	1
<b>TOTAL UNFAVOURABLE</b>	<b>4</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>9</b>	<b>3</b>	<b>3</b>	<b>5</b>	<b>6</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>3</b>	<b>6</b>	<b>5</b>	<b>4</b>	<b>4</b>	<b>3</b>	<b>4</b>	<b>9</b>	<b>5</b>	<b>3</b>	<b>3</b>	<b>3</b>
Don't know	8	7	6	10	10	10	7	8	10	6	7	11	7	5	8	6	9	8	6	8	8	8	9	8
<b>NET FAVOURABILITY</b>	<b>61</b>	<b>72</b>	<b>68</b>	<b>75</b>	<b>47</b>	<b>67</b>	<b>73</b>	<b>65</b>	<b>53</b>	<b>69</b>	<b>49</b>	<b>48</b>	<b>72</b>	<b>79</b>	<b>64</b>	<b>65</b>	<b>59</b>	<b>62</b>	<b>63</b>	<b>58</b>	<b>59</b>	<b>63</b>	<b>58</b>	<b>64</b>
N/A – I have never heard of this person	22	13	20	11	25	16	15	17	24	21	37	33	15	6	18	20	25	23	22	17	24	24	27	20

**Nancy Astor**

Very favourable	4	8	4	5	4	2	5	6	4	4	0	2	4	10	4	4	5	4	6	4	4	5	3	4
Somewhat favourable	16	27	16	22	15	9	19	19	15	16	6	6	19	34	17	15	17	16	9	15	16	15	16	17
<b>TOTAL FAVOURABLE</b>	<b>20</b>	<b>35</b>	<b>20</b>	<b>27</b>	<b>19</b>	<b>11</b>	<b>24</b>	<b>25</b>	<b>19</b>	<b>20</b>	<b>6</b>	<b>8</b>	<b>23</b>	<b>44</b>	<b>21</b>	<b>19</b>	<b>22</b>	<b>20</b>	<b>15</b>	<b>19</b>	<b>20</b>	<b>20</b>	<b>19</b>	<b>21</b>
Somewhat unfavourable	4	3	5	6	6	5	5	5	6	3	3	2	6	7	5	5	4	5	2	3	3	3	6	6
Very unfavourable	2	1	1	2	1	3	3	1	2	1	0	1	1	4	2	1	2	1	1	6	1	1	1	2
<b>TOTAL UNFAVOURABLE</b>	<b>6</b>	<b>4</b>	<b>6</b>	<b>8</b>	<b>7</b>	<b>8</b>	<b>8</b>	<b>6</b>	<b>8</b>	<b>4</b>	<b>3</b>	<b>3</b>	<b>7</b>	<b>11</b>	<b>7</b>	<b>6</b>	<b>6</b>	<b>6</b>	<b>3</b>	<b>9</b>	<b>4</b>	<b>4</b>	<b>7</b>	<b>8</b>
Don't know	16	20	17	19	17	12	16	20	16	17	7	13	21	21	14	19	18	16	18	17	18	14	19	15
<b>NET FAVOURABILITY</b>	<b>14</b>	<b>31</b>	<b>14</b>	<b>19</b>	<b>12</b>	<b>3</b>	<b>16</b>	<b>19</b>	<b>11</b>	<b>16</b>	<b>3</b>	<b>5</b>	<b>16</b>	<b>33</b>	<b>14</b>	<b>13</b>	<b>16</b>	<b>14</b>	<b>12</b>	<b>10</b>	<b>16</b>	<b>16</b>	<b>12</b>	<b>13</b>
N/A – I have never heard of this person	58	42	58	47	57	68	52	48	57	59	84	77	48	24	57	56	55	58	64	56	58	62	54	58

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Sample Size: 2141 GB Adults  
Fieldwork: 20th - 22nd February 2026

	Generation / Gender								Generation				
	Total	Male Gen Z	Male Millennials	Male Gen X	Male Boomers	Female Gen Z	Female Millennials	Female Gen X	Female Boomers	Gen Z	Millenials	Gen X	Boomers
<b>Weighted Sample</b>	<b>2141</b>	145	314	287	274	167	315	286	320	312	628	574	593
<b>Unweighted Sample</b>	<b>2141</b>	118	245	260	292	164	337	316	370	282	582	576	662
	%	%	%	%	%	%	%	%	%	%	%	%	%

From what you know or have heard, do you have a favourable or unfavourable opinion of each of the following people? If you have not heard of someone, please select the 'not applicable' option.

**Clara Zetkin**

Very favourable	1	1	1	0	0	0	0	1	0	1	1	1	0
Somewhat favourable	2	6	5	1	1	0	1	3	1	3	3	2	1
<b>TOTAL FAVOURABLE</b>	<b>3</b>	<b>7</b>	<b>6</b>	<b>1</b>	<b>1</b>	<b>0</b>	<b>1</b>	<b>4</b>	<b>1</b>	<b>4</b>	<b>4</b>	<b>3</b>	<b>1</b>
Somewhat unfavourable	1	1	1	0	1	0	0	0	0	1	1	0	1
Very unfavourable	1	1	1	1	0	1	0	1	1	1	1	1	0
<b>TOTAL UNFAVOURABLE</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>0</b>	<b>1</b>	<b>1</b>	<b>2</b>	<b>2</b>	<b>1</b>	<b>1</b>
Don't know	7	9	10	7	6	6	5	6	6	7	8	6	6
<b>NET FAVOURABILITY</b>	<b>1</b>	<b>5</b>	<b>4</b>	<b>0</b>	<b>0</b>	<b>-1</b>	<b>1</b>	<b>3</b>	<b>0</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>0</b>
N/A – I have never heard of this person	89	82	82	90	91	93	93	89	93	88	87	90	92

**Emmeline Pankhurst**

Very favourable	35	24	17	27	31	31	37	44	60	27	27	36	47
Somewhat favourable	30	24	26	38	43	25	22	27	32	24	24	32	37
<b>TOTAL FAVOURABLE</b>	<b>65</b>	<b>48</b>	<b>43</b>	<b>65</b>	<b>74</b>	<b>56</b>	<b>59</b>	<b>71</b>	<b>92</b>	<b>51</b>	<b>51</b>	<b>68</b>	<b>84</b>
Somewhat unfavourable	3	6	3	3	8	1	2	1	0	3	2	2	4
Very unfavourable	1	1	2	2	1	0	1	1	2	1	1	2	1
<b>TOTAL UNFAVOURABLE</b>	<b>4</b>	<b>7</b>	<b>5</b>	<b>5</b>	<b>9</b>	<b>1</b>	<b>3</b>	<b>2</b>	<b>2</b>	<b>4</b>	<b>3</b>	<b>4</b>	<b>5</b>
Don't know	8	9	15	8	9	6	7	9	2	8	11	8	5
<b>NET FAVOURABILITY</b>	<b>61</b>	<b>41</b>	<b>38</b>	<b>60</b>	<b>65</b>	<b>55</b>	<b>56</b>	<b>69</b>	<b>90</b>	<b>47</b>	<b>48</b>	<b>64</b>	<b>79</b>
N/A – I have never heard of this person	22	36	37	22	9	38	32	18	4	37	34	20	6

**Nancy Astor**

Very favourable	4	0	3	4	8	0	0	3	9	0	2	4	9
Somewhat favourable	16	7	8	13	28	3	3	14	37	5	5	13	33
<b>TOTAL FAVOURABLE</b>	<b>20</b>	<b>7</b>	<b>11</b>	<b>17</b>	<b>36</b>	<b>3</b>	<b>3</b>	<b>17</b>	<b>46</b>	<b>5</b>	<b>7</b>	<b>17</b>	<b>42</b>
Somewhat unfavourable	4	4	1	8	10	1	1	3	5	2	1	6	7
Very unfavourable	2	0	1	1	5	0	0	1	2	0	1	1	3
<b>TOTAL UNFAVOURABLE</b>	<b>6</b>	<b>4</b>	<b>2</b>	<b>9</b>	<b>15</b>	<b>1</b>	<b>1</b>	<b>4</b>	<b>7</b>	<b>2</b>	<b>2</b>	<b>7</b>	<b>10</b>
Don't know	16	12	12	15	22	7	12	22	22	9	12	18	22
<b>NET FAVOURABILITY</b>	<b>14</b>	<b>3</b>	<b>9</b>	<b>8</b>	<b>21</b>	<b>2</b>	<b>2</b>	<b>13</b>	<b>39</b>	<b>3</b>	<b>5</b>	<b>10</b>	<b>32</b>
N/A – I have never heard of this person	58	77	74	59	28	89	83	57	24	83	78	58	26

Sample Size: 2141 GB Adults  
Fieldwork: 20th - 22nd February 2026

	Vote in 2024 GE						EU Ref 2016		Gender		Age				Socio-economic classification			Country			Region in England			
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	Higher	Intermediate	Routine	England	Wales	Scotland	North	Midlands	London	Rest of South
<b>Weighted Sample</b>	<b>2141</b>	<b>385</b>	<b>550</b>	<b>197</b>	<b>231</b>	<b>128</b>	<b>751</b>	<b>764</b>	<b>1036</b>	<b>1105</b>	<b>225</b>	<b>884</b>	<b>529</b>	<b>503</b>	<b>726</b>	<b>480</b>	<b>640</b>	<b>1852</b>	<b>103</b>	<b>186</b>	<b>507</b>	<b>351</b>	<b>259</b>	<b>734</b>
<b>Unweighted Sample</b>	<b>2141</b>	<b>337</b>	<b>567</b>	<b>206</b>	<b>247</b>	<b>135</b>	<b>826</b>	<b>777</b>	<b>935</b>	<b>1206</b>	<b>199</b>	<b>822</b>	<b>537</b>	<b>583</b>	<b>802</b>	<b>458</b>	<b>561</b>	<b>1821</b>	<b>128</b>	<b>192</b>	<b>516</b>	<b>332</b>	<b>212</b>	<b>761</b>
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
<b>Malala Yousafzai</b>																								
Very favourable	17	12	27	24	4	34	24	7	12	22	42	17	14	10	21	18	8	17	20	14	13	17	20	20
Somewhat favourable	16	15	18	26	11	26	21	11	16	17	24	16	15	13	20	14	13	16	9	17	15	12	27	16
<b>TOTAL FAVOURABLE</b>	<b>33</b>	<b>27</b>	<b>45</b>	<b>50</b>	<b>15</b>	<b>60</b>	<b>45</b>	<b>18</b>	<b>28</b>	<b>39</b>	<b>66</b>	<b>33</b>	<b>29</b>	<b>23</b>	<b>41</b>	<b>32</b>	<b>21</b>	<b>33</b>	<b>29</b>	<b>31</b>	<b>28</b>	<b>29</b>	<b>47</b>	<b>36</b>
Somewhat unfavourable	3	3	2	2	5	3	2	3	3	3	7	2	3	3	3	2	4	3	2	3	2	3	4	3
Very unfavourable	2	1	1	0	4	4	1	3	1	1	3	2	1	2	2	2	2	2	4	4	1	2	3	1
<b>TOTAL UNFAVOURABLE</b>	<b>5</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>9</b>	<b>7</b>	<b>3</b>	<b>6</b>	<b>4</b>	<b>8</b>	<b>5</b>	<b>5</b>	<b>4</b>	<b>5</b>	<b>4</b>	<b>6</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>3</b>	<b>5</b>	<b>7</b>	<b>4</b>	<b>4</b>
Don't know	7	7	6	6	12	5	6	9	8	7	5	8	7	9	7	7	7	7	6	9	9	5	12	6
<b>NET FAVOURABILITY</b>	<b>28</b>	<b>23</b>	<b>42</b>	<b>48</b>	<b>6</b>	<b>53</b>	<b>42</b>	<b>12</b>	<b>22</b>	<b>35</b>	<b>58</b>	<b>28</b>	<b>24</b>	<b>19</b>	<b>36</b>	<b>28</b>	<b>15</b>	<b>28</b>	<b>23</b>	<b>24</b>	<b>25</b>	<b>24</b>	<b>40</b>	<b>32</b>
N/A – I have never heard of this person	54	63	46	41	64	28	45	66	58	50	21	54	58	65	47	57	65	54	59	53	60	60	35	54
<b>Ruth Bader Ginsburg</b>																								
Very favourable	10	6	16	19	2	22	18	4	8	12	12	12	9	7	16	9	5	10	11	9	8	9	19	9
Somewhat favourable	12	8	17	17	5	20	18	7	13	11	14	15	10	9	16	10	10	12	7	15	12	7	21	12
<b>TOTAL FAVOURABLE</b>	<b>22</b>	<b>14</b>	<b>33</b>	<b>36</b>	<b>7</b>	<b>42</b>	<b>36</b>	<b>11</b>	<b>21</b>	<b>23</b>	<b>26</b>	<b>27</b>	<b>19</b>	<b>16</b>	<b>32</b>	<b>19</b>	<b>15</b>	<b>22</b>	<b>18</b>	<b>24</b>	<b>20</b>	<b>16</b>	<b>40</b>	<b>21</b>
Somewhat unfavourable	2	2	3	0	3	2	2	2	4	1	3	2	2	2	2	2	3	2	2	4	3	3	2	2
Very unfavourable	1	1	1	0	4	1	1	2	2	1	0	2	1	1	1	1	1	1	1	3	1	0	2	1
<b>TOTAL UNFAVOURABLE</b>	<b>3</b>	<b>3</b>	<b>4</b>	<b>0</b>	<b>7</b>	<b>3</b>	<b>3</b>	<b>4</b>	<b>6</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>4</b>	<b>3</b>	<b>3</b>	<b>7</b>	<b>4</b>	<b>3</b>	<b>4</b>	<b>3</b>	<b>3</b>
Don't know	13	11	13	13	15	13	13	13	14	12	12	13	16	10	14	14	11	13	13	11	12	11	19	13
<b>NET FAVOURABILITY</b>	<b>19</b>	<b>11</b>	<b>29</b>	<b>36</b>	<b>0</b>	<b>39</b>	<b>33</b>	<b>7</b>	<b>15</b>	<b>21</b>	<b>23</b>	<b>23</b>	<b>16</b>	<b>13</b>	<b>29</b>	<b>16</b>	<b>11</b>	<b>19</b>	<b>15</b>	<b>17</b>	<b>16</b>	<b>13</b>	<b>36</b>	<b>18</b>
N/A – I have never heard of this person	61	72	50	51	71	42	48	72	58	63	58	55	61	72	52	62	69	61	66	58	64	71	39	62
<b>Gloria Steinem</b>																								
Very favourable	2	1	2	4	1	7	4	1	2	2	1	3	2	1	3	2	1	2	1	3	1	2	4	2
Somewhat favourable	7	4	10	8	3	14	11	3	6	8	9	9	6	4	10	6	4	7	6	7	5	5	14	7
<b>TOTAL FAVOURABLE</b>	<b>9</b>	<b>5</b>	<b>12</b>	<b>12</b>	<b>4</b>	<b>21</b>	<b>15</b>	<b>4</b>	<b>8</b>	<b>10</b>	<b>10</b>	<b>12</b>	<b>8</b>	<b>5</b>	<b>13</b>	<b>8</b>	<b>5</b>	<b>9</b>	<b>7</b>	<b>10</b>	<b>6</b>	<b>7</b>	<b>18</b>	<b>9</b>
Somewhat unfavourable	1	1	1	2	2	2	2	1	2	1	1	2	2	1	2	1	2	1	0	1	1	1	2	2
Very unfavourable	1	0	1	0	1	1	1	1	1	0	1	1	0	0	0	0	1	1	0	2	0	1	0	1
<b>TOTAL UNFAVOURABLE</b>	<b>2</b>	<b>1</b>	<b>2</b>	<b>2</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>2</b>	<b>3</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>2</b>	<b>1</b>	<b>2</b>	<b>1</b>	<b>3</b>	<b>2</b>	<b>0</b>	<b>3</b>	<b>1</b>	<b>2</b>	<b>2</b>	<b>3</b>
Don't know	12	11	15	13	11	17	14	12	12	13	11	13	12	12	13	15	10	12	10	14	12	8	22	11
<b>NET FAVOURABILITY</b>	<b>7</b>	<b>4</b>	<b>10</b>	<b>10</b>	<b>1</b>	<b>18</b>	<b>12</b>	<b>2</b>	<b>5</b>	<b>9</b>	<b>8</b>	<b>9</b>	<b>6</b>	<b>4</b>	<b>11</b>	<b>7</b>	<b>2</b>	<b>7</b>	<b>7</b>	<b>7</b>	<b>5</b>	<b>5</b>	<b>16</b>	<b>6</b>
N/A – I have never heard of this person	77	82	71	74	82	59	69	83	78	76	78	73	78	82	72	76	82	77	82	74	81	83	57	78
<b>Maya Angelou</b>																								
Very favourable	14	6	21	23	2	30	23	6	10	18	20	15	14	9	21	11	9	14	17	12	12	11	23	14
Somewhat favourable	15	11	21	20	9	21	22	9	12	17	20	17	14	10	19	17	9	15	15	17	14	11	22	14
<b>TOTAL FAVOURABLE</b>	<b>29</b>	<b>17</b>	<b>42</b>	<b>43</b>	<b>11</b>	<b>51</b>	<b>45</b>	<b>15</b>	<b>22</b>	<b>35</b>	<b>40</b>	<b>32</b>	<b>28</b>	<b>19</b>	<b>40</b>	<b>28</b>	<b>18</b>	<b>29</b>	<b>32</b>	<b>29</b>	<b>26</b>	<b>22</b>	<b>45</b>	<b>28</b>
Somewhat unfavourable	1	1	1	0	2	1	1	1	1	1	1	1	1	1	1	1	1	1	1	2	1	1	2	1
Very unfavourable	1	1	0	0	0	2	1	1	1	0	0	1	1	1	1	1	1	1	0	3	1	0	1	1
<b>TOTAL UNFAVOURABLE</b>	<b>2</b>	<b>2</b>	<b>1</b>	<b>0</b>	<b>2</b>	<b>3</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>1</b>	<b>1</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>1</b>	<b>5</b>	<b>2</b>	<b>1</b>	<b>3</b>	<b>2</b>
Don't know	11	10	11	9	13	10	10	11	13	9	14	11	11	10	11	12	11	11	9	11	11	8	20	11
<b>NET FAVOURABILITY</b>	<b>27</b>	<b>15</b>	<b>41</b>	<b>43</b>	<b>9</b>	<b>48</b>	<b>43</b>	<b>13</b>	<b>20</b>	<b>34</b>	<b>39</b>	<b>30</b>	<b>26</b>	<b>17</b>	<b>38</b>	<b>26</b>	<b>16</b>	<b>27</b>	<b>31</b>	<b>24</b>	<b>24</b>	<b>21</b>	<b>42</b>	<b>26</b>
N/A – I have never heard of this person	58	71	45	48	74	36	43	72	63	53	45	54	59	69	48	58	69	58	59	54	62	69	33	60

Sample Size: 2141 GB Adults  
Fieldwork: 20th - 22nd February 2026

	Generation / Gender									Generation			
	Total	Male Gen Z	Male Millennials	Male Gen X	Male Boomers	Female Gen Z	Female Millennials	Female Gen X	Female Boomers	Gen Z	Millenials	Gen X	Boomers
<b>Weighted Sample</b>	<b>2141</b>	145	314	287	274	167	315	286	320	312	628	574	593
<b>Unweighted Sample</b>	<b>2141</b>	118	245	260	292	164	337	316	370	282	582	576	662
	%	%	%	%	%	%	%	%	%	%	%	%	%
<b>Malala Yousafzai</b>													
Very favourable	17	35	10	9	5	39	22	21	15	37	16	15	11
Somewhat favourable	16	24	17	14	13	26	15	13	16	25	16	13	15
<b>TOTAL FAVOURABLE</b>	<b>33</b>	<b>59</b>	<b>27</b>	<b>23</b>	<b>18</b>	<b>65</b>	<b>37</b>	<b>34</b>	<b>31</b>	<b>62</b>	<b>32</b>	<b>28</b>	<b>26</b>
Somewhat unfavourable	3	6	1	3	2	4	3	4	2	5	2	3	2
Very unfavourable	2	1	7	4	0	1	1	1	1	1	4	2	1
<b>TOTAL UNFAVOURABLE</b>	<b>5</b>	<b>7</b>	<b>8</b>	<b>7</b>	<b>2</b>	<b>5</b>	<b>4</b>	<b>5</b>	<b>3</b>	<b>6</b>	<b>6</b>	<b>5</b>	<b>3</b>
Don't know	7	6	9	8	8	4	7	7	8	5	8	7	8
<b>NET FAVOURABILITY</b>	<b>28</b>	<b>52</b>	<b>19</b>	<b>16</b>	<b>16</b>	<b>60</b>	<b>33</b>	<b>29</b>	<b>28</b>	<b>56</b>	<b>26</b>	<b>23</b>	<b>23</b>
N/A – I have never heard of this person	54	28	57	63	71	27	52	55	57	27	55	59	64
<b>Ruth Bader Ginsburg</b>													
Very favourable	10	9	11	9	4	15	13	14	6	12	12	11	5
Somewhat favourable	12	15	19	11	9	16	14	9	8	15	17	10	9
<b>TOTAL FAVOURABLE</b>	<b>22</b>	<b>24</b>	<b>30</b>	<b>20</b>	<b>13</b>	<b>31</b>	<b>27</b>	<b>23</b>	<b>14</b>	<b>27</b>	<b>29</b>	<b>21</b>	<b>14</b>
Somewhat unfavourable	2	5	5	3	3	2	0	1	2	3	3	2	2
Very unfavourable	1	1	4	2	1	0	1	1	0	1	2	2	1
<b>TOTAL UNFAVOURABLE</b>	<b>3</b>	<b>6</b>	<b>9</b>	<b>5</b>	<b>4</b>	<b>2</b>	<b>1</b>	<b>2</b>	<b>2</b>	<b>4</b>	<b>5</b>	<b>4</b>	<b>3</b>
Don't know	13	17	15	13	13	10	12	13	13	13	14	13	13
<b>NET FAVOURABILITY</b>	<b>19</b>	<b>18</b>	<b>21</b>	<b>15</b>	<b>9</b>	<b>29</b>	<b>26</b>	<b>21</b>	<b>12</b>	<b>23</b>	<b>24</b>	<b>17</b>	<b>11</b>
N/A – I have never heard of this person	61	53	46	62	71	57	60	63	70	55	53	62	70
<b>Gloria Steinem</b>													
Very favourable	2	2	2	2	0	2	2	4	1	2	2	3	1
Somewhat favourable	7	9	10	4	1	6	9	10	6	7	10	7	4
<b>TOTAL FAVOURABLE</b>	<b>9</b>	<b>11</b>	<b>12</b>	<b>6</b>	<b>1</b>	<b>8</b>	<b>11</b>	<b>14</b>	<b>7</b>	<b>9</b>	<b>12</b>	<b>10</b>	<b>5</b>
Somewhat unfavourable	1	1	2	2	1	1	0	2	0	1	1	2	1
Very unfavourable	1	2	2	0	0	0	0	0	1	1	1	0	0
<b>TOTAL UNFAVOURABLE</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>2</b>	<b>1</b>	<b>1</b>	<b>0</b>	<b>2</b>	<b>1</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>1</b>
Don't know	12	14	13	12	9	12	14	11	14	13	13	11	12
<b>NET FAVOURABILITY</b>	<b>7</b>	<b>8</b>	<b>8</b>	<b>4</b>	<b>0</b>	<b>7</b>	<b>11</b>	<b>12</b>	<b>6</b>	<b>7</b>	<b>10</b>	<b>8</b>	<b>4</b>
N/A – I have never heard of this person	77	73	70	79	87	78	75	73	79	76	73	76	83
<b>Maya Angelou</b>													
Very favourable	14	15	10	10	5	19	20	21	15	17	15	15	10
Somewhat favourable	15	11	19	12	6	29	15	16	14	21	17	14	10
<b>TOTAL FAVOURABLE</b>	<b>29</b>	<b>26</b>	<b>29</b>	<b>22</b>	<b>11</b>	<b>48</b>	<b>35</b>	<b>37</b>	<b>29</b>	<b>38</b>	<b>32</b>	<b>29</b>	<b>20</b>
Somewhat unfavourable	1	2	1	1	0	1	1	1	2	1	1	1	1
Very unfavourable	1	0	3	1	1	0	0	1	1	0	1	1	1
<b>TOTAL UNFAVOURABLE</b>	<b>2</b>	<b>2</b>	<b>4</b>	<b>2</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>1</b>	<b>2</b>	<b>2</b>	<b>2</b>
Don't know	11	21	15	9	13	11	9	7	10	16	12	8	11
<b>NET FAVOURABILITY</b>	<b>27</b>	<b>24</b>	<b>25</b>	<b>20</b>	<b>10</b>	<b>47</b>	<b>34</b>	<b>35</b>	<b>26</b>	<b>37</b>	<b>30</b>	<b>27</b>	<b>18</b>
N/A – I have never heard of this person	58	51	53	67	75	40	54	54	59	45	53	61	67

Sample Size: 2141 GB Adults  
Fieldwork: 20th - 22nd February 2026

	Vote in 2024 GE						EU Ref 2016		Gender		Age				Socio-economic classification			Country			Region in England				
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	Higher	Intermediate	Routine	England	Wales	Scotland	North	Midlands	London	Rest of South	
<b>Weighted Sample</b>	<b>2141</b>	<b>385</b>	<b>550</b>	<b>197</b>	<b>231</b>	<b>128</b>	<b>751</b>	<b>764</b>	<b>1036</b>	<b>1105</b>	<b>225</b>	<b>884</b>	<b>529</b>	<b>503</b>	<b>726</b>	<b>480</b>	<b>640</b>	<b>1852</b>	<b>103</b>	<b>186</b>	<b>507</b>	<b>351</b>	<b>259</b>	<b>734</b>	
<b>Unweighted Sample</b>	<b>2141</b>	<b>337</b>	<b>567</b>	<b>206</b>	<b>247</b>	<b>135</b>	<b>826</b>	<b>777</b>	<b>935</b>	<b>1206</b>	<b>199</b>	<b>822</b>	<b>537</b>	<b>583</b>	<b>802</b>	<b>458</b>	<b>561</b>	<b>1821</b>	<b>128</b>	<b>192</b>	<b>516</b>	<b>332</b>	<b>212</b>	<b>761</b>	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
<b>Florence Nightingale</b>																									
Very favourable	54	67	53	60	62	45	54	65	49	58	44	43	60	70	55	59	51	54	58	46	53	55	49	57	
Somewhat favourable	33	27	35	31	30	46	38	26	37	30	34	38	34	24	34	30	34	32	32	40	33	33	31	32	
<b>TOTAL FAVOURABLE</b>	<b>87</b>	<b>94</b>	<b>88</b>	<b>91</b>	<b>92</b>	<b>91</b>	<b>92</b>	<b>91</b>	<b>86</b>	<b>88</b>	<b>78</b>	<b>81</b>	<b>94</b>	<b>94</b>	<b>89</b>	<b>89</b>	<b>85</b>	<b>86</b>	<b>90</b>	<b>86</b>	<b>86</b>	<b>88</b>	<b>80</b>	<b>89</b>	
Somewhat unfavourable	2	2	3	2	1	5	2	2	2	2	5	3	2	2	2	2	2	2	3	2	2	2	3	3	
Very unfavourable	1	1	1	0	1	0	1	1	1	1	1	1	1	1	1	0	2	1	1	2	1	1	0	1	
<b>TOTAL UNFAVOURABLE</b>	<b>3</b>	<b>3</b>	<b>4</b>	<b>2</b>	<b>2</b>	<b>5</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>6</b>	<b>4</b>	<b>3</b>	<b>3</b>	<b>2</b>	<b>4</b>	<b>3</b>	<b>4</b>	<b>4</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>4</b>	<b>4</b>	
Don't know	6	2	6	7	5	4	5	5	7	5	9	10	2	3	5	5	7	6	2	7	8	6	8	5	
<b>NET FAVOURABILITY</b>	<b>84</b>	<b>91</b>	<b>84</b>	<b>89</b>	<b>90</b>	<b>86</b>	<b>89</b>	<b>88</b>	<b>83</b>	<b>85</b>	<b>72</b>	<b>77</b>	<b>91</b>	<b>91</b>	<b>86</b>	<b>87</b>	<b>81</b>	<b>83</b>	<b>86</b>	<b>82</b>	<b>83</b>	<b>85</b>	<b>77</b>	<b>85</b>	
N/A – I have never heard of this person	4	1	2	0	1	1	0	1	4	4	7	6	1	0	3	3	5	4	4	2	3	4	8	2	
<b>Margaret Thatcher</b>																									
Very favourable	14	38	2	6	36	2	8	28	17	12	4	8	16	29	14	16	18	15	15	8	13	17	10	17	
Somewhat favourable	27	44	17	26	37	12	22	37	28	27	18	24	32	32	26	30	32	28	29	21	23	30	27	31	
<b>TOTAL FAVOURABLE</b>	<b>41</b>	<b>82</b>	<b>19</b>	<b>32</b>	<b>73</b>	<b>14</b>	<b>30</b>	<b>65</b>	<b>45</b>	<b>39</b>	<b>22</b>	<b>32</b>	<b>48</b>	<b>61</b>	<b>40</b>	<b>46</b>	<b>50</b>	<b>43</b>	<b>44</b>	<b>29</b>	<b>36</b>	<b>47</b>	<b>37</b>	<b>48</b>	
Somewhat unfavourable	18	9	20	26	17	18	21	13	16	20	15	22	16	14	20	18	15	18	17	20	17	18	17	17	
Very unfavourable	32	4	55	35	6	63	44	17	33	31	51	34	31	22	34	26	27	31	30	47	35	28	35	28	
<b>TOTAL UNFAVOURABLE</b>	<b>50</b>	<b>13</b>	<b>75</b>	<b>61</b>	<b>23</b>	<b>81</b>	<b>65</b>	<b>30</b>	<b>49</b>	<b>51</b>	<b>66</b>	<b>56</b>	<b>47</b>	<b>36</b>	<b>54</b>	<b>44</b>	<b>42</b>	<b>49</b>	<b>48</b>	<b>64</b>	<b>55</b>	<b>45</b>	<b>53</b>	<b>45</b>	
Don't know	7	4	5	6	3	4	5	4	6	8	10	11	4	3	7	9	6	7	6	6	8	9	9	6	
<b>NET FAVOURABILITY</b>	<b>-9</b>	<b>69</b>	<b>-56</b>	<b>-29</b>	<b>50</b>	<b>-67</b>	<b>-35</b>	<b>35</b>	<b>-4</b>	<b>-12</b>	<b>-44</b>	<b>-24</b>	<b>1</b>	<b>25</b>	<b>-14</b>	<b>2</b>	<b>8</b>	<b>-6</b>	<b>-4</b>	<b>-35</b>	<b>-19</b>	<b>2</b>	<b>-16</b>	<b>3</b>	
N/A – I have never heard of this person	1	0	1	0	0	0	0	1	1	1	2	1	1	0	0	1	1	1	2	1	1	1	2	1	
<b>Millicent Fawcett</b>																									
Very favourable	5	4	6	6	2	11	7	3	3	6	5	5	5	2	7	4	3	4	5	8	4	4	6	4	
Somewhat favourable	8	7	9	16	9	11	11	6	8	8	8	7	10	7	11	8	5	8	10	7	6	5	14	8	
<b>TOTAL FAVOURABLE</b>	<b>13</b>	<b>11</b>	<b>15</b>	<b>22</b>	<b>11</b>	<b>22</b>	<b>18</b>	<b>9</b>	<b>11</b>	<b>14</b>	<b>13</b>	<b>12</b>	<b>15</b>	<b>9</b>	<b>18</b>	<b>12</b>	<b>8</b>	<b>12</b>	<b>15</b>	<b>15</b>	<b>10</b>	<b>9</b>	<b>20</b>	<b>12</b>	
Somewhat unfavourable	1	1	2	0	1	1	1	1	1	1	2	1	1	1	1	0	1	1	0	2	2	1	0	1	
Very unfavourable	1	0	0	0	1	0	0	0	1	0	1	0	0	1	0	0	1	0	1	2	0	0	1	1	
<b>TOTAL UNFAVOURABLE</b>	<b>2</b>	<b>1</b>	<b>2</b>	<b>0</b>	<b>2</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>2</b>	<b>1</b>	<b>3</b>	<b>1</b>	<b>1</b>	<b>2</b>	<b>1</b>	<b>0</b>	<b>2</b>	<b>1</b>	<b>1</b>	<b>4</b>	<b>2</b>	<b>1</b>	<b>1</b>	<b>2</b>	
Don't know	12	13	12	15	12	15	13	12	13	11	12	13	12	11	12	15	11	12	11	11	10	9	23	12	
<b>NET FAVOURABILITY</b>	<b>11</b>	<b>10</b>	<b>13</b>	<b>22</b>	<b>9</b>	<b>21</b>	<b>17</b>	<b>8</b>	<b>9</b>	<b>13</b>	<b>10</b>	<b>11</b>	<b>14</b>	<b>7</b>	<b>17</b>	<b>12</b>	<b>6</b>	<b>11</b>	<b>14</b>	<b>11</b>	<b>8</b>	<b>8</b>	<b>19</b>	<b>10</b>	
N/A – I have never heard of this person	74	76	71	64	76	62	67	77	74	74	71	73	71	78	69	73	79	74	74	71	78	80	57	74	
<b>George Lansbury</b>																									
Very favourable	1	1	3	1	1	2	2	1	2	1	1	1	2	2	2	2	1	1	1	2	1	1	3	1	
Somewhat favourable	6	9	7	6	9	4	8	7	8	5	2	5	6	10	8	4	7	6	8	7	6	7	10	5	
<b>TOTAL FAVOURABLE</b>	<b>7</b>	<b>10</b>	<b>10</b>	<b>7</b>	<b>10</b>	<b>6</b>	<b>10</b>	<b>8</b>	<b>10</b>	<b>6</b>	<b>3</b>	<b>6</b>	<b>8</b>	<b>12</b>	<b>10</b>	<b>6</b>	<b>8</b>	<b>7</b>	<b>9</b>	<b>9</b>	<b>7</b>	<b>8</b>	<b>13</b>	<b>6</b>	
Somewhat unfavourable	2	2	2	2	2	2	3	2	3	2	1	2	3	2	2	2	2	2	1	3	2	3	2	2	
Very unfavourable	1	1	1	0	0	0	1	1	1	1	1	1	1	1	1	1	1	1	2	2	0	1	1	0	
<b>TOTAL UNFAVOURABLE</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>4</b>	<b>3</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>5</b>	<b>2</b>	<b>4</b>	<b>3</b>	<b>2</b>	
Don't know	15	16	17	19	14	18	17	16	15	15	10	12	19	16	14	17	15	15	13	15	13	12	22	15	
<b>NET FAVOURABILITY</b>	<b>4</b>	<b>7</b>	<b>7</b>	<b>5</b>	<b>8</b>	<b>4</b>	<b>6</b>	<b>5</b>	<b>6</b>	<b>3</b>	<b>1</b>	<b>3</b>	<b>4</b>	<b>9</b>	<b>7</b>	<b>3</b>	<b>5</b>	<b>4</b>	<b>6</b>	<b>4</b>	<b>5</b>	<b>4</b>	<b>10</b>	<b>4</b>	
N/A – I have never heard of this person	75	71	71	71	74	74	68	74	72	77	84	79	69	68	73	75	74	75	74	70	78	76	61	77	

Sample Size: 2141 GB Adults  
Fieldwork: 20th - 22nd February 2026

	Generation / Gender									Generation			
	Total	Male Gen Z	Male Millennials	Male Gen X	Male Boomers	Female Gen Z	Female Millennials	Female Gen X	Female Boomers	Gen Z	Millenials	Gen X	Boomers
<b>Weighted Sample</b>	<b>2141</b>	145	314	287	274	167	315	286	320	312	628	574	593
<b>Unweighted Sample</b>	<b>2141</b>	118	245	260	292	164	337	316	370	282	582	576	662
	%	%	%	%	%	%	%	%	%	%	%	%	%
<b>Florence Nightingale</b>													
Very favourable	54	43	34	52	64	43	47	65	70	43	41	58	67
Somewhat favourable	33	36	42	40	30	37	34	28	24	36	38	34	27
<b>TOTAL FAVOURABLE</b>	<b>87</b>	<b>79</b>	<b>76</b>	<b>92</b>	<b>94</b>	<b>80</b>	<b>81</b>	<b>93</b>	<b>94</b>	<b>79</b>	<b>79</b>	<b>92</b>	<b>94</b>
Somewhat unfavourable	2	5	2	2	3	5	3	1	2	5	2	2	2
Very unfavourable	1	2	1	1	1	0	1	1	2	1	1	1	1
<b>TOTAL UNFAVOURABLE</b>	<b>3</b>	<b>7</b>	<b>3</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>4</b>	<b>2</b>	<b>4</b>	<b>6</b>	<b>3</b>	<b>3</b>	<b>3</b>
Don't know	6	9	16	2	3	8	8	3	2	8	12	3	3
<b>NET FAVOURABILITY</b>	<b>84</b>	<b>72</b>	<b>73</b>	<b>89</b>	<b>90</b>	<b>75</b>	<b>77</b>	<b>91</b>	<b>90</b>	<b>73</b>	<b>76</b>	<b>89</b>	<b>91</b>
N/A – I have never heard of this person	4	6	6	3	0	6	7	2	0	6	7	2	0
<b>Margaret Thatcher</b>													
Very favourable	14	4	9	17	31	2	3	14	23	3	6	16	27
Somewhat favourable	27	22	23	31	31	12	24	33	32	17	24	32	32
<b>TOTAL FAVOURABLE</b>	<b>41</b>	<b>26</b>	<b>32</b>	<b>48</b>	<b>62</b>	<b>14</b>	<b>27</b>	<b>47</b>	<b>55</b>	<b>20</b>	<b>30</b>	<b>48</b>	<b>59</b>
Somewhat unfavourable	18	15	23	15	10	18	25	16	19	17	24	15	15
Very unfavourable	32	47	34	33	25	52	32	31	22	50	33	32	23
<b>TOTAL UNFAVOURABLE</b>	<b>50</b>	<b>62</b>	<b>57</b>	<b>48</b>	<b>35</b>	<b>70</b>	<b>57</b>	<b>47</b>	<b>41</b>	<b>67</b>	<b>57</b>	<b>47</b>	<b>38</b>
Don't know	7	9	10	3	2	13	14	5	4	11	12	4	3
<b>NET FAVOURABILITY</b>	<b>-9</b>	<b>-36</b>	<b>-25</b>	<b>0</b>	<b>27</b>	<b>-56</b>	<b>-30</b>	<b>0</b>	<b>14</b>	<b>-47</b>	<b>-27</b>	<b>1</b>	<b>21</b>
N/A – I have never heard of this person	1	2	1	1	0	3	2	1	0	2	2	1	0
<b>Millicent Fawcett</b>													
Very favourable	5	4	4	2	2	7	8	8	4	6	6	5	3
Somewhat favourable	8	7	10	7	8	9	6	7	9	8	8	7	9
<b>TOTAL FAVOURABLE</b>	<b>13</b>	<b>11</b>	<b>14</b>	<b>9</b>	<b>10</b>	<b>16</b>	<b>14</b>	<b>15</b>	<b>13</b>	<b>14</b>	<b>14</b>	<b>12</b>	<b>12</b>
Somewhat unfavourable	1	3	2	1	0	2	0	2	1	2	1	1	1
Very unfavourable	1	1	1	1	0	0	0	0	1	1	1	0	1
<b>TOTAL UNFAVOURABLE</b>	<b>2</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>0</b>	<b>2</b>	<b>0</b>	<b>2</b>	<b>2</b>	<b>3</b>	<b>2</b>	<b>1</b>	<b>2</b>
Don't know	12	19	13	12	13	8	10	13	11	13	12	13	12
<b>NET FAVOURABILITY</b>	<b>11</b>	<b>7</b>	<b>11</b>	<b>7</b>	<b>10</b>	<b>14</b>	<b>14</b>	<b>13</b>	<b>11</b>	<b>11</b>	<b>12</b>	<b>11</b>	<b>10</b>
N/A – I have never heard of this person	74	65	71	78	76	74	76	70	75	70	73	74	75
<b>George Lansbury</b>													
Very favourable	1	2	2	1	2	0	0	2	1	1	1	1	2
Somewhat favourable	6	4	9	5	11	0	3	6	8	2	6	6	9
<b>TOTAL FAVOURABLE</b>	<b>7</b>	<b>6</b>	<b>11</b>	<b>6</b>	<b>13</b>	<b>0</b>	<b>3</b>	<b>8</b>	<b>9</b>	<b>3</b>	<b>7</b>	<b>7</b>	<b>11</b>
Somewhat unfavourable	2	2	2	4	2	0	1	1	3	1	2	2	3
Very unfavourable	1	0	1	1	1	1	0	1	1	0	1	1	1
<b>TOTAL UNFAVOURABLE</b>	<b>3</b>	<b>2</b>	<b>3</b>	<b>5</b>	<b>3</b>	<b>1</b>	<b>1</b>	<b>2</b>	<b>4</b>	<b>1</b>	<b>3</b>	<b>3</b>	<b>4</b>
Don't know	15	14	14	16	16	8	10	19	19	10	12	18	17
<b>NET FAVOURABILITY</b>	<b>4</b>	<b>4</b>	<b>8</b>	<b>1</b>	<b>10</b>	<b>-1</b>	<b>2</b>	<b>6</b>	<b>5</b>	<b>2</b>	<b>4</b>	<b>4</b>	<b>7</b>
N/A – I have never heard of this person	75	78	72	73	67	91	85	70	68	85	79	72	68

Sample Size: 2141 GB Adults  
Fieldwork: 20th - 22nd February 2026

	Vote in 2024 GE						EU Ref 2016		Gender		Age				Socio-economic classification			Country			Region in England			
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	Higher	Intermediate	Routine	England	Wales	Scotland	North	Midlands	London	Rest of South
<b>Weighted Sample</b>	<b>2141</b>	<b>385</b>	<b>550</b>	<b>197</b>	<b>231</b>	<b>128</b>	<b>751</b>	<b>764</b>	<b>1036</b>	<b>1105</b>	<b>225</b>	<b>884</b>	<b>529</b>	<b>503</b>	<b>726</b>	<b>480</b>	<b>640</b>	<b>1852</b>	<b>103</b>	<b>186</b>	<b>507</b>	<b>351</b>	<b>259</b>	<b>734</b>
<b>Unweighted Sample</b>	<b>2141</b>	<b>337</b>	<b>567</b>	<b>206</b>	<b>247</b>	<b>135</b>	<b>826</b>	<b>777</b>	<b>935</b>	<b>1206</b>	<b>199</b>	<b>822</b>	<b>537</b>	<b>583</b>	<b>802</b>	<b>458</b>	<b>561</b>	<b>1821</b>	<b>128</b>	<b>192</b>	<b>516</b>	<b>332</b>	<b>212</b>	<b>761</b>
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**Frederick Peckwith-Lawrence**

Very favourable	1	1	2	1	0	2	2	1	1	1	1	1	1	1	1	1	1	1	1	2	1	1	1	1
Somewhat favourable	2	1	1	1	2	2	2	1	2	1	1	2	1	1	3	1	1	2	2	0	2	0	4	1
<b>TOTAL FAVOURABLE</b>	<b>3</b>	<b>2</b>	<b>3</b>	<b>2</b>	<b>2</b>	<b>4</b>	<b>4</b>	<b>2</b>	<b>3</b>	<b>2</b>	<b>2</b>	<b>3</b>	<b>2</b>	<b>2</b>	<b>4</b>	<b>2</b>	<b>2</b>	<b>3</b>	<b>3</b>	<b>2</b>	<b>3</b>	<b>1</b>	<b>5</b>	<b>2</b>
Somewhat unfavourable	0	1	0	1	0	0	0	0	1	0	2	0	0	0	0	0	1	1	0	0	1	1	0	1
Very unfavourable	1	0	0	0	0	0	0	1	1	0	0	1	0	1	0	0	1	0	0	2	0	0	1	0
<b>TOTAL UNFAVOURABLE</b>	<b>1</b>	<b>1</b>	<b>0</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>1</b>	<b>2</b>	<b>0</b>	<b>2</b>	<b>1</b>	<b>0</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>2</b>	<b>1</b>	<b>0</b>	<b>2</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>
Don't know	7	5	7	7	8	7	7	6	8	6	7	8	6	5	8	7	7	7	3	6	8	4	15	5
<b>NET FAVOURABILITY</b>	<b>2</b>	<b>1</b>	<b>3</b>	<b>1</b>	<b>2</b>	<b>4</b>	<b>4</b>	<b>1</b>	<b>1</b>	<b>2</b>	<b>0</b>	<b>2</b>	<b>2</b>	<b>1</b>	<b>4</b>	<b>2</b>	<b>0</b>	<b>2</b>	<b>3</b>	<b>0</b>	<b>2</b>	<b>0</b>	<b>4</b>	<b>1</b>
N/A – I have never heard of this person	90	93	89	90	89	90	89	92	87	92	88	88	92	92	88	91	89	89	94	91	89	93	78	92

**Andrea Farmer**

Very favourable	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	1	0	0	0	0
Somewhat favourable	1	2	2	1	3	0	1	1	2	1	2	2	1	1	2	1	1	1	1	1	1	1	3	1
<b>TOTAL FAVOURABLE</b>	<b>1</b>	<b>2</b>	<b>2</b>	<b>1</b>	<b>3</b>	<b>0</b>	<b>1</b>	<b>1</b>	<b>2</b>	<b>1</b>	<b>3</b>	<b>2</b>	<b>1</b>	<b>1</b>	<b>2</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>2</b>	<b>1</b>	<b>1</b>	<b>3</b>	<b>1</b>
Somewhat unfavourable	1	0	1	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	0	1	1	2	1	1
Very unfavourable	0	0	0	0	0	1	0	0	0	0	0	1	0	0	1	0	1	0	1	1	0	0	0	0
<b>TOTAL UNFAVOURABLE</b>	<b>1</b>	<b>0</b>	<b>1</b>	<b>0</b>	<b>1</b>	<b>2</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>2</b>	<b>1</b>	<b>1</b>	<b>2</b>	<b>1</b>	<b>2</b>	<b>1</b>	<b>1</b>	<b>2</b>	<b>1</b>	<b>2</b>	<b>1</b>	<b>1</b>
Don't know	8	7	9	10	11	8	10	8	9	8	7	9	10	7	10	8	8	9	5	6	10	7	15	7
<b>NET FAVOURABILITY</b>	<b>0</b>	<b>2</b>	<b>1</b>	<b>1</b>	<b>2</b>	<b>-2</b>	<b>0</b>	<b>0</b>	<b>1</b>	<b>0</b>	<b>2</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>-1</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>-1</b>	<b>2</b>	<b>0</b>
N/A – I have never heard of this person	88	90	88	89	86	90	88	90	86	90	90	87	89	91	86	91	88	88	93	89	88	90	80	90

\*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.

Sample Size: 2141 GB Adults  
Fieldwork: 20th - 22nd February 2026

	Generation / Gender									Generation			
	Total	Male Gen Z	Male Millennials	Male Gen X	Male Boomers	Female Gen Z	Female Millennials	Female Gen X	Female Boomers	Gen Z	Millenials	Gen X	Boomers
<b>Weighted Sample</b>	<b>2141</b>	145	314	287	274	167	315	286	320	312	628	574	593
<b>Unweighted Sample</b>	<b>2141</b>	118	245	260	292	164	337	316	370	282	582	576	662
	%	%	%	%	%	%	%	%	%	%	%	%	%
<b>Frederick Peckwith-Lawrence</b>													
Very favourable	1	3	2	1	0	0	0	1	1	1	1	1	1
Somewhat favourable	2	2	4	1	1	0	1	1	1	1	2	1	1
<b>TOTAL FAVOURABLE</b>	<b>3</b>	<b>5</b>	<b>6</b>	<b>2</b>	<b>1</b>	<b>0</b>	<b>1</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>3</b>	<b>2</b>	<b>2</b>
Somewhat unfavourable	0	2	1	0	0	1	0	0	0	2	1	0	0
Very unfavourable	1	1	2	0	0	0	0	0	1	0	1	0	1
<b>TOTAL UNFAVOURABLE</b>	<b>1</b>	<b>3</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>1</b>	<b>2</b>	<b>2</b>	<b>0</b>	<b>1</b>
Don't know	7	8	10	6	6	6	7	5	7	7	8	6	6
<b>NET FAVOURABILITY</b>	<b>2</b>	<b>2</b>	<b>3</b>	<b>2</b>	<b>1</b>	<b>-1</b>	<b>1</b>	<b>2</b>	<b>1</b>	<b>0</b>	<b>1</b>	<b>2</b>	<b>1</b>
N/A – I have never heard of this person	90	84	81	91	92	93	93	92	90	89	87	92	91
<b>Andrea Farmer</b>													
Very favourable	0	1	1	0	0	0	0	0	0	1	1	0	0
Somewhat favourable	1	2	4	1	2	1	0	1	0	1	2	1	1
<b>TOTAL FAVOURABLE</b>	<b>1</b>	<b>3</b>	<b>5</b>	<b>1</b>	<b>2</b>	<b>1</b>	<b>0</b>	<b>1</b>	<b>0</b>	<b>2</b>	<b>3</b>	<b>1</b>	<b>1</b>
Somewhat unfavourable	1	2	1	1	0	2	1	1	1	2	1	1	1
Very unfavourable	0	0	1	0	0	0	1	0	0	0	1	0	0
<b>TOTAL UNFAVOURABLE</b>	<b>1</b>	<b>2</b>	<b>2</b>	<b>1</b>	<b>0</b>	<b>2</b>	<b>2</b>	<b>1</b>	<b>1</b>	<b>2</b>	<b>2</b>	<b>1</b>	<b>1</b>
Don't know	8	10	11	8	9	7	6	11	7	8	8	9	8
<b>NET FAVOURABILITY</b>	<b>0</b>	<b>1</b>	<b>3</b>	<b>0</b>	<b>2</b>	<b>-1</b>	<b>-2</b>	<b>0</b>	<b>-1</b>	<b>0</b>	<b>1</b>	<b>0</b>	<b>0</b>
N/A – I have never heard of this person	88	84	82	90	89	90	92	87	91	88	87	89	90

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