

YouGov Survey Results

Sample Size: 2208 GB Adults
Fieldwork: 21st - 22nd August 2025

August 2025																												
		Westminster VI					Vote in 2024 GE					EU Ref 2016		Gender		Age				Social Grade		Country			Region in England			
Total	Con	Lab	Lib Dem	Reform UK	Green	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South	
Weighted Sample	2208	279	334	217	447	175	397	567	203	238	132	775	788	1069	1139	232	912	545	519	1259	949	1910	106	192	523	362	267	757
Unweighted Sample	2208	282	344	237	472	181	397	604	220	241	139	875	833	986	1222	150	834	577	647	1350	858	1902	115	191	526	359	210	807
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

On the following pages we will show you some pictures of politicians, in each case please can you say who you think that person is. If you don't know who the person is, please select "Don't know".

Keir Starmer

[Respondents were shown a photo of Keir Starmer]

Correct answer	87	90	89	95	87	96	88	92	95	87	96	93	87	87	87	81	87	88	88	90	84	87	86	89	86	87	86	88
Correct party and / or role	1	2	1	2	2	0	3	1	1	1	0	1	2	2	1	1	1	1	3	1	2	1	3	1	1	2	1	1
Targeted abuse without name, party or role	2	1	1	0	9	1	4	0	1	8	0	1	5	4	1	0	2	4	3	1	4	2	3	3	3	3	1	2
Wholly incorrect answer	1	0	1	0	1	0	1	1	0	2	0	0	0	1	1	0	1	0	0	1	1	1	0	1	0	1	1	1
Don't know	8	6	8	4	1	3	5	6	4	2	4	5	6	7	10	18	9	6	6	7	10	9	8	7	10	6	10	8

Kemi Badenoch

[Respondents were shown a photo of Kemi Badenoch]

Correct answer	62	72	67	73	69	74	73	68	74	67	75	72	66	65	59	52	58	67	70	69	53	62	53	62	62	62	69	61
Correct party and / or role	4	6	3	4	6	3	8	2	6	3	1	3	5	5	3	4	2	4	7	4	4	4	4	5	4	2	2	5
Targeted abuse without name, party or role	0	0	1	0	0	0	0	1	0	0	0	0	0	1	0	0	0	1	0	0	1	0	0	1	1	0	0	0
Wholly incorrect answer	1	1	1	2	0	0	1	1	1	0	1	1	1	1	1	1	1	1	1	1	1	1	1	3	0	1	1	1
Don't know	33	21	28	20	24	23	18	28	20	29	24	24	27	28	37	43	40	27	22	26	42	33	41	29	33	35	29	33

Ed Davey

[Respondents were shown a photo of Ed Davey]

Correct answer	37	42	45	59	38	44	42	42	60	38	46	46	38	43	32	29	31	42	45	42	30	38	34	30	38	34	42	38
Correct party and / or role	6	8	7	4	8	6	10	7	3	7	7	7	8	6	7	5	4	8	10	7	6	6	6	11	6	9	4	5
Targeted abuse without name, party or role	0	0	1	0	1	0	1	0	0	1	0	0	1	1	0	0	0	1	1	0	0	0	0	0	0	0	1	0
Wholly incorrect answer	2	2	2	2	5	2	2	2	2	6	2	2	3	2	2	0	3	3	2	2	2	2	3	0	2	3	2	2
Don't know	54	47	46	35	48	48	46	49	35	49	45	45	51	49	59	66	62	47	43	49	61	54	56	58	53	55	52	54

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

Nigel Farage

[Respondents were shown a photo of Nigel Farage]

Correct answer	89	90	88	87	97	95	91	92	89	98	94	92	92	88	90	86	87	89	92	91	86	88	95	90	89	89	85	89
Correct party and / or role	1	2	1	1	1	1	3	0	0	1	1	1	1	1	1	0	0	1	3	1	1	1	1	1	1	1	1	1
Targeted abuse without name, party or role	2	0	4	4	1	3	1	3	5	1	4	3	2	4	1	0	3	3	1	2	2	3	0	2	2	3	2	3
Wholly incorrect answer	0	1	0	0	0	0	1	0	0	0	0	0	0	0	1	0	0	1	0	0	1	0	0	1	0	1	0	0
Don't know	7	6	8	8	1	1	5	4	6	0	2	3	5	7	8	13	9	5	4	5	10	8	5	5	8	6	12	6

Adrian Ramsay

[Respondents were shown a photo of Adrian Ramsay]

Correct answer	2	0	4	3	1	7	0	4	4	2	9	4	1	3	2	4	3	2	0	3	2	2	2	2	2	3	5	2
Correct party and / or role	1	1	0	1	0	0	0	1	0	0	0	1	0	1	0	1	1	0	0	1	0	1	0	0	1	1	1	0
Targeted abuse without name, party or role	0	0	1	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Wholly incorrect answer	1	1	1	3	0	4	1	1	1	0	4	1	1	2	0	3	1	1	1	1	1	1	0	1	1	3	0	1
Don't know	96	98	93	94	98	88	99	93	95	97	87	95	98	95	97	92	95	96	98	95	98	96	98	98	96	94	94	97

Carla Denyer

[Respondents were shown a photo of Carla Denyer]

Correct answer	9	6	11	10	7	30	5	12	12	7	36	13	5	10	8	16	11	7	5	12	5	10	5	5	11	12	11	8
Correct party and / or role	9	10	12	13	8	14	9	12	13	7	11	11	8	8	9	10	8	9	9	10	7	9	4	7	9	8	11	9
Targeted abuse without name, party or role	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Wholly incorrect answer	1	2	1	3	1	2	2	1	1	1	3	1	1	2	1	2	1	1	2	2	1	2	0	1	2	2	1	2
Don't know	80	83	75	74	83	54	84	74	73	84	50	74	85	79	81	73	79	83	84	76	86	79	91	86	78	79	77	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.