

YouGov Survey Results

Sample Size: 2240 Adults in GB
Fieldwork: 11th - 12th June 2025

	Vote in 2024 GE						EU Ref 2016		Gender		Age				Social Grade		Country			Region in England			
	Total	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	2240	403	576	206	242	136	786	800	1084	1156	235	925	553	526	1277	963	1938	108	195	531	367	271	768
Unweighted Sample	2240	414	640	229	243	144	960	825	994	1246	117	847	597	679	1395	845	1932	111	197	537	373	201	821
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

For each of the following questions, please answer according to your best recollection. If you do not know, please select 'don't know' rather than guess.

When did South African political figure Nelson Mandela die?

In prison in the 1980s	3	3	2	3	2	2	2	2	1	5	6	5	1	1	2	4	3	3	5	4	3	2	2
In 2013 after serving as President of South Africa	76	84	80	84	73	83	83	81	83	70	59	71	86	84	79	73	76	73	84	75	75	76	77
Something else	2	2	2	2	2	4	2	2	3	1	4	2	2	1	2	2	2	4	1	3	1	0	3
Don't know	19	12	16	12	23	10	13	16	14	23	31	23	11	14	17	20	19	20	10	19	20	22	18

In the Star Wars film 'The Empire Strikes Back', which of the following is a famous line that Darth Vader says to Luke Skywalker?

"Luke, I am your father"	48	52	43	46	44	54	48	49	47	48	35	51	56	39	48	48	47	49	55	45	44	45	50
"No, I am your father"	21	8	29	24	22	26	25	14	28	15	37	28	16	7	22	20	21	25	18	25	22	22	19
Something else	2	3	2	4	0	1	3	2	2	2	2	2	3	1	3	1	2	1	5	1	2	2	2
Don't know	29	37	25	26	34	19	24	35	23	35	26	19	25	52	27	31	30	25	21	29	33	31	29

In the 1995 BBC adaptation of Pride and Prejudice, is there a scene in which Mr Darcy, as played by Colin Firth, emerges from a lake wet-shirted?

There is	49	66	52	57	44	45	61	55	40	58	17	44	61	60	52	46	49	49	48	50	51	43	51
There is not	4	3	5	3	5	5	4	3	4	4	8	5	3	2	4	4	4	2	10	4	4	3	4
Something else	1	0	0	2	0	4	1	1	2	0	3	1	1	0	1	1	1	1	1	0	1	1	1
Don't know	46	31	42	38	51	46	35	41	54	38	73	50	35	37	43	49	46	48	40	45	45	53	45

Which of the following comes closest to your understanding of the colour of Walkers' Salt and Vinegar crisp packets?

They have always been green	39	27	45	35	40	40	41	36	38	40	48	46	41	20	41	37	39	37	36	40	49	29	38
They were once blue, but were changed to green	38	42	33	45	43	34	40	40	37	39	24	38	43	38	35	41	37	41	43	40	30	38	39
Something else	2	3	1	1	1	5	1	2	3	1	4	1	2	2	2	2	2	2	1	3	1	2	1
Don't know	21	28	21	18	16	21	17	23	23	20	24	15	14	40	22	20	21	20	21	17	20	32	21

Sample Size: 2240 Adults in GB
Fieldwork: 11th - 12th June 2025

	Vote in 2024 GE						EU Ref 2016		Gender		Age				Social Grade		Country			Region in England			
	Total	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	2240	403	576	206	242	136	786	800	1084	1156	235	925	553	526	1277	963	1938	108	195	531	367	271	768
Unweighted Sample	2240	414	640	229	243	144	960	825	994	1246	117	847	597	679	1395	845	1932	111	197	537	373	201	821
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which of the following comes closest to your understanding of how Kit-Kat/KitKat is styled on its wrapper?

Kit-Kat is hyphenated	16	10	17	21	17	23	17	13	16	16	19	21	12	10	16	17	16	17	19	15	17	14	16
KitKat has never been hyphenated	29	33	29	36	23	27	30	31	26	32	34	25	32	30	30	28	29	28	28	33	30	23	29
KitKat was once hyphenated, but is not any more	16	12	16	14	23	20	17	15	17	15	16	20	16	9	17	15	15	21	18	17	11	17	16
Something else	1	0	2	1	0	0	0	1	2	0	3	1	1	0	1	1	1	1	1	1	0	3	1
Don't know	38	44	36	29	37	30	36	40	39	37	26	33	38	51	36	40	38	34	34	34	42	42	38

In the books or television series, did Captain Pugwash's crewmates have names that were double entendres, such as Seaman Staines or Roger the Cabin Boy?

They did	29	34	27	30	32	24	30	38	28	31	4	26	40	34	27	32	29	27	31	35	27	16	31
They did not	20	25	21	21	24	20	27	21	28	13	8	13	37	21	21	19	19	23	28	18	21	16	20
Something else	0	0	0	1	0	0	0	1	1	0	0	0	1	1	0	0	1	0	0	0	0	0	1
Don't know	50	41	52	48	44	56	42	40	44	56	88	60	23	44	51	49	51	51	40	47	51	68	48

In the television series Scooby-Doo, does Shaggy have a visible Adam's apple?

He does	52	45	54	58	56	55	59	48	49	55	41	60	59	34	53	50	53	47	50	54	56	46	52
He does not	7	5	6	6	4	10	5	7	8	6	15	7	6	5	7	7	7	6	6	10	6	7	6
Something else	0	0	0	1	0	1	1	0	1	0	0	1	0	0	1	0	0	2	1	0	0	0	0
Don't know	40	50	40	36	39	35	36	45	42	39	43	32	35	61	39	43	40	45	43	35	37	47	42

Does Mr Monopoly, the mascot of the board game Monopoly, wear a monocle?

He does	59	67	57	65	66	53	64	65	56	62	36	56	71	63	60	59	60	58	55	59	63	54	61
He does not	20	9	24	18	13	35	18	13	26	15	42	27	14	3	21	18	20	17	24	24	20	20	17
Something else	0	1	0	0	0	0	0	0	0	0	0	1	1	0	1	0	0	0	0	0	0	0	1
Don't know	20	24	19	16	21	12	17	22	18	23	22	16	15	34	18	23	20	25	21	17	17	26	22

*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.