

YouGov Survey Results

Sample Size: 2192 Adults in GB
Fieldwork: 25th - 26th March 2025

	Vote in 2024 GE					EU Ref 2016		Gender		Age				Age x Gender								
Total	Con	Lab	Lib Dem	Reform UK		Remain	Leave	Male	Female	18-24	25-49	50-64	65+	Male 18-34	Male 35-49	Male 50-64	Male 65+	Female 18-34	Female 35-49	Female 50-64	Female 65+	
Weighted Sample	2192	395	563	202	237	769	783	1061	1131	230	905	541	515	265	297	265	235	273	301	276	281	
Unweighted Sample	2192	383	590	233	271	931	811	971	1221	124	808	601	659	161	228	294	288	236	307	307	371	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you have a positive or negative view of the following options for surnames upon marriage?

A man taking their spouse's surname

Very positive	13	8	15	19	6	13	7	9	16	21	17	9	4	16	10	5	3	29	17	13	5
Somewhat positive	14	10	16	17	7	17	10	10	18	22	17	12	7	13	13	6	5	23	22	17	10
TOTAL POSITIVE	27	18	31	36	13	30	17	19	34	43	34	21	11	29	23	11	8	52	39	30	15
Neither positive nor negative	47	47	49	47	51	51	50	48	46	32	42	54	56	37	47	56	55	32	43	51	57
Somewhat negative	15	19	13	11	16	12	18	16	13	11	13	13	19	15	16	14	20	9	12	12	18
Very negative	10	14	4	4	20	6	13	15	5	12	8	10	11	17	11	15	15	4	3	5	7
TOTAL NEGATIVE	25	33	17	15	36	18	31	31	18	23	21	23	30	32	27	29	35	13	15	17	25
Don't know	2	1	3	1	1	2	2	2	2	3	2	2	2	2	3	3	2	3	1	2	2

A woman taking their spouse's surname

Very positive	26	31	22	26	30	19	30	29	22	33	28	23	21	36	30	25	24	28	22	22	18
Somewhat positive	27	27	27	27	28	28	26	24	29	27	26	27	28	24	26	24	22	25	31	29	32
TOTAL POSITIVE	53	58	49	53	58	47	56	53	51	60	54	50	49	60	56	49	46	53	53	51	50
Neither positive nor negative	41	39	44	42	41	44	41	42	40	28	38	44	48	34	37	49	51	32	40	41	46
Somewhat negative	4	3	4	4	0	5	2	2	5	7	4	3	3	2	4	1	2	8	5	6	3
Very negative	1	1	1	0	0	2	1	1	2	3	1	1	1	2	0	0	1	3	2	2	1
TOTAL NEGATIVE	5	4	5	4	0	7	3	3	7	10	5	4	4	4	4	1	3	11	7	8	4
Don't know	1	0	1	1	0	1	0	2	1	3	2	1	0	1	3	1	0	4	1	1	0

A couple both keeping their original surnames

Very positive	16	9	20	22	7	20	9	11	21	24	21	13	8	18	12	9	6	34	24	18	9
Somewhat positive	20	15	23	25	13	22	14	16	24	29	22	17	15	20	17	12	12	28	26	22	17
TOTAL POSITIVE	36	24	43	47	20	42	23	27	45	53	43	30	23	38	29	21	18	62	50	40	26
Neither positive nor negative	46	51	44	45	55	46	52	51	42	32	41	52	56	41	48	57	59	28	39	47	54
Somewhat negative	11	14	9	4	14	8	15	13	8	7	10	11	13	13	14	13	12	4	8	9	14
Very negative	5	9	3	2	9	2	8	7	3	6	3	5	6	6	6	7	9	2	1	3	4
TOTAL NEGATIVE	16	23	12	6	23	10	23	20	11	13	13	16	19	19	20	20	21	6	9	12	18
Don't know	2	1	2	1	1	2	2	2	2	3	2	2	2	1	3	3	1	4	1	1	2

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	%	%	%	%	%	%	%	%	%	%

Do you have a positive or negative view of the following options for surnames upon marriage?

A man taking their spouse's surname

Very positive	13	12	13	13	10	7	12	11	14	15
Somewhat positive	14	15	13	14	20	13	13	17	12	13
TOTAL POSITIVE	27	27	26	27	30	20	25	28	26	28
Neither positive nor negative	47	47	47	47	49	48	46	44	47	49
Somewhat negative	15	15	14	14	15	15	16	15	17	12
Very negative	10	10	10	9	6	13	10	12	8	9
TOTAL NEGATIVE	25	25	24	23	21	28	26	27	25	21
Don't know	2	2	3	2	0	4	3	1	2	2

A woman taking their spouse's surname

Very positive	26	24	27	26	26	24	25	26	25	26
Somewhat positive	27	28	25	26	32	33	30	26	20	25
TOTAL POSITIVE	53	52	52	52	58	57	55	52	45	51
Neither positive nor negative	41	41	41	41	40	36	40	42	41	42
Somewhat negative	4	4	4	4	2	2	3	2	10	4
Very negative	1	1	1	1	0	1	1	2	2	1
TOTAL NEGATIVE	5	5	5	5	2	3	4	4	12	5
Don't know	1	1	2	1	0	4	2	2	1	1

A couple both keeping their original surnames

Very positive	16	17	15	17	13	12	14	17	21	18
Somewhat positive	20	22	16	20	23	18	21	15	24	20
TOTAL POSITIVE	36	39	31	37	36	30	35	32	45	38
Neither positive nor negative	46	45	48	46	53	47	45	50	43	46
Somewhat negative	11	10	12	11	5	15	12	10	8	11
Very negative	5	4	6	5	4	4	6	6	4	3
TOTAL NEGATIVE	16	14	18	16	9	19	18	16	12	14
Don't know	2	2	3	2	2	3	3	2	2	2

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

A couple combining their surnames into a double-barrelled surname

Very positive	14	11	16	17	8	12	10	10	17	23	17	11	7	18	9	7	6	30	17	14	8
Somewhat positive	20	16	22	29	16	23	18	15	25	21	23	19	16	19	17	13	12	28	26	25	19
TOTAL POSITIVE	34	27	38	46	24	35	28	25	42	44	40	30	23	37	26	20	18	58	43	39	27
Neither positive nor negative	42	41	41	38	51	43	45	45	39	26	41	44	49	38	48	46	50	25	41	42	48
Somewhat negative	15	20	14	12	15	13	17	17	12	19	11	15	19	16	16	20	18	9	10	10	19
Very negative	7	10	6	4	11	6	9	10	5	7	5	10	8	7	7	13	12	3	5	8	5
TOTAL NEGATIVE	22	30	20	16	26	19	26	27	17	26	16	25	27	23	23	33	30	12	15	18	24
Don't know	2	1	2	1	0	2	1	2	2	4	3	1	2	2	3	2	2	5	1	1	1

A couple combining their surnames into a single new surname

Very positive	10	8	12	10	3	9	6	7	14	21	13	6	5	10	7	5	4	30	13	7	5
Somewhat positive	12	7	14	18	11	15	8	10	14	13	16	9	9	17	12	5	6	17	16	12	10
TOTAL POSITIVE	22	15	26	28	14	24	14	17	28	34	29	15	14	27	19	10	10	47	29	19	15
Neither positive nor negative	37	38	38	37	39	40	40	39	36	24	35	40	44	34	35	43	46	23	38	38	43
Somewhat negative	20	24	20	19	20	20	22	21	20	21	19	22	21	20	22	22	18	16	19	21	24
Very negative	16	21	13	13	22	11	21	19	13	17	12	20	18	16	19	20	22	7	11	20	15
TOTAL NEGATIVE	36	45	33	32	42	31	43	40	33	38	31	42	39	36	41	42	40	23	30	41	39
Don't know	4	2	3	1	5	3	3	4	3	4	5	3	3	5	5	4	4	7	2	2	3

A couple taking each other's surname as middle names, but keeping their original surnames

Very positive	10	5	14	12	2	10	6	7	13	20	13	7	3	10	8	5	2	26	14	9	3
Somewhat positive	14	10	18	18	9	16	10	12	16	16	18	10	10	13	16	7	9	22	18	14	12
TOTAL POSITIVE	24	15	32	30	11	26	16	19	29	36	31	17	13	23	24	12	11	48	32	23	15
Neither positive nor negative	45	43	44	46	47	48	48	46	44	28	42	51	52	39	41	52	51	31	44	49	53
Somewhat negative	16	21	13	13	17	15	19	18	14	17	14	17	18	16	18	18	19	10	14	16	17
Very negative	9	15	6	6	19	5	13	12	7	11	7	10	11	13	10	13	13	3	6	7	10
TOTAL NEGATIVE	25	36	19	19	36	20	32	30	21	28	21	27	29	29	28	31	32	13	20	23	27
Don't know	6	5	4	5	6	5	4	6	5	8	6	5	5	8	6	4	5	7	3	5	5

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Unweighted Sample	2192	1339	853	1881	119	192	525	381	180	795
	%	%	%	%	%	%	%	%	%	%

A couple combining their surnames into a double-barrelled surname

Very positive	14	13	15	15	12	5	13	14	17	15
Somewhat positive	20	22	18	20	27	21	17	22	19	21
TOTAL POSITIVE	34	35	33	35	39	26	30	36	36	36
Neither positive nor negative	42	41	44	43	43	35	43	44	39	43
Somewhat negative	15	15	14	14	14	26	14	13	13	14
Very negative	7	8	6	7	4	10	9	5	10	5
TOTAL NEGATIVE	22	23	20	21	18	36	23	18	23	19
Don't know	2	1	3	2	0	3	4	2	2	1

A couple combining their surnames into a single new surname

Very positive	10	10	11	11	7	4	10	12	13	11
Somewhat positive	12	14	10	12	17	7	11	11	15	13
TOTAL POSITIVE	22	24	21	23	24	11	21	23	28	24
Neither positive nor negative	37	37	38	37	45	35	34	38	37	39
Somewhat negative	20	20	22	20	17	25	21	22	20	19
Very negative	16	17	15	16	12	23	20	14	12	15
TOTAL NEGATIVE	36	37	37	36	29	48	41	36	32	34
Don't know	4	3	5	4	2	5	5	2	3	4

A couple taking each other's surname as middle names, but keeping their original surnames

Very positive	10	11	9	11	7	7	10	11	11	11
Somewhat positive	14	16	12	14	22	12	15	13	15	12
TOTAL POSITIVE	24	27	21	25	29	19	25	24	26	23
Neither positive nor negative	45	43	48	45	51	41	43	43	49	46
Somewhat negative	16	16	16	15	14	26	16	18	10	15
Very negative	9	9	9	10	3	8	10	10	11	9
TOTAL NEGATIVE	25	25	25	25	17	34	26	28	21	24
Don't know	6	5	6	6	3	6	6	5	4	6

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Unweighted Sample	2192	383	590	233	271	931	811	971	1221	124	808	601	659	161	228	294	288	236	307	307	371
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

What would be / is your preferred choice for your surname upon marriage? If you are already married, please think what your preference would be today.

My spouse to take my surname	28	36	24	25	42	23	34	56	2	29	29	28	28	55	55	55	60	5	1	2	2
To take my spouse's surname	27	32	24	25	26	25	31	1	51	14	26	28	34	4	1	0	1	35	54	55	61
My spouse and I to keep our original surnames	15	12	18	15	9	21	10	11	19	19	15	16	12	11	12	10	11	24	16	21	14
My spouse and I to combine our surnames into a double-barrelled surname	7	5	7	8	8	7	5	6	7	12	6	6	5	10	6	3	5	9	5	9	6
My spouse and I to combine our surnames into a single new surname	1	1	2	3	0	2	1	1	2	2	2	1	1	1	2	2	0	3	1	1	2
My spouse and I to take each other's surnames as middle names, but keep our original surnames	1	1	2	1	0	2	0	2	1	2	1	2	1	2	0	2	2	1	0	1	1
Something else	2	1	2	3	1	2	1	2	1	0	2	2	1	0	3	3	1	2	1	2	0
Don't know	11	9	12	13	8	12	8	13	9	16	11	8	11	11	13	12	14	13	11	5	8
N/A - I would never get married	8	4	9	7	6	7	9	8	8	7	8	9	7	5	9	13	6	8	10	5	7

Do you think that a married couple sharing the same surname is or is not a necessary way of showing commitment to each other?

Is necessary	23	32	17	12	32	15	30	26	19	20	22	24	24	27	25	27	26	15	19	21	22
Is not necessary	68	60	74	79	58	76	61	64	72	72	68	68	65	64	66	64	62	74	72	73	68
Don't know	9	8	9	9	10	9	8	10	9	8	10	8	11	9	9	9	13	11	8	6	10

If someone gets divorced, having changed their name upon marriage, do you think they should keep their married surname or return to their original surname?

Should keep their married surname	8	15	7	8	8	6	12	6	10	3	6	10	15	5	4	7	10	4	7	12	19
Should return to their original surname	55	54	53	49	52	51	56	61	49	65	58	54	46	61	67	58	56	58	52	49	37
Don't know	37	30	40	43	40	43	32	33	41	33	36	37	39	34	29	35	33	38	41	39	44

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	%	%	%	%	%	%	%	%	%

What would be / is your preferred choice for your surname upon marriage? If you are already married, please think what your preference would be today.

My spouse to take my surname	28	30	26	28	27	32	28	28	27	28
To take my spouse's surname	27	24	31	27	33	25	32	29	15	27
My spouse and I to keep our original surnames	15	16	13	15	13	17	12	14	23	14
My spouse and I to combine our surnames into a double-barrelled surname	7	8	6	7	9	4	6	9	8	6
My spouse and I to combine our surnames into a single new surname	1	2	1	1	1	2	1	1	1	2
My spouse and I to take each other's surnames as middle names, but keep our original surnames	1	1	1	1	0	0	1	1	3	1
Something else	2	2	1	1	1	3	1	2	2	1
Don't know	11	11	11	11	10	8	10	10	13	12
N/A - I would never get married	8	6	10	8	7	9	9	5	7	9

Do you think that a married couple sharing the same surname is or is not a necessary way of showing commitment to each other?

Is necessary	23	21	25	22	27	23	23	22	19	24
Is not necessary	68	71	63	68	62	70	65	67	75	69
Don't know	9	8	12	10	10	7	13	12	6	8

If someone gets divorced, having changed their name upon marriage, do you think they should keep their married surname or return to their original surname?

Should keep their married surname	8	8	10	8	14	8	10	7	8	7
Should return to their original surname	55	56	54	55	49	57	50	57	60	56
Don't know	37	37	37	37	37	35	39	36	32	37

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

If a heterosexual couple have different surnames and subsequently have children, which of the following options do you think they should use for the surname of any children?

Should take the father's surname	34	47	25	30	50	27	45	42	28	28	31	34	43	35	39	44	50	19	28	25	38
Should take the mother's surname	5	3	7	4	5	5	5	4	7	5	7	5	2	5	6	2	2	10	7	8	3
Should take both parents' surnames as a double-barrelled surname	22	21	26	22	18	23	19	14	30	30	23	20	20	22	14	9	12	32	29	31	27
Should combine both parents' surnames into a single new surname	2	2	2	4	1	2	1	2	2	3	3	2	1	3	3	1	1	3	2	2	1
Something else	6	4	7	9	3	9	4	7	5	4	6	8	5	4	6	10	7	4	6	6	3
Don't know	30	23	34	31	23	34	25	32	29	30	31	31	28	31	32	35	29	31	29	27	28

*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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	%	%	%	%	%	%	%	%	%

If a heterosexual couple have different surnames and subsequently have children, which of the following options do you think they should use for the surname of any children?

Should take the father's surname	34	32	37	34	31	37	34	29	34	37
Should take the mother's surname	5	5	6	5	3	10	4	8	4	5
Should take both parents' surnames as a double-barrelled surname	22	24	19	23	24	15	22	27	29	19
Should combine both parents' surnames into a single new surname	2	2	2	2	4	0	1	2	2	3
Something else	6	6	6	5	6	10	3	5	6	7
Don't know	30	31	30	30	32	28	36	29	24	30

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