YouGov Survey Results

Sample Size: 2023 GB Adults
Fieldwork: 10th - 11th February 2026

	Total	Gender		Generation				Socio-economic Classification (NS-SEC)			Country			Region in England			
		Male	Female	Gen Z	Millennials	Gen X	Boomer	Higher	Intermediate	Routine	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	**2023**	979	1044	314	580	537	554	686	453	605	1750	97	176	479	332	245	694
Unweighted Sample	**2023**	870	1153	289	553	534	607	752	450	512	1726	121	176	500	342	191	693
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

What is the name of this character?

[Respondents were shown a picture of Pikachu]

	Total	Male	Female	Gen Z	Millennials	Gen X	Boomer	Higher	Intermediate	Routine	England	Wales	Scotland	North	Midlands	London	Rest of South
Pikachu	**67**	66	68	92	90	66	33	71	62	59	66	70	69	66	66	75	64
Answered "Pokemon" or identified as a Pokemon	**9**	5	12	4	4	14	11	7	9	10	8	11	8	8	8	7	9
Incorrect answers	**2**	3	1	2	1	1	2	2	1	2	2	1	2	1	1	4	2
Don't know	**23**	26	20	2	5	19	54	20	28	29	24	17	21	25	25	14	25

How much do you like or dislike Pokémon?

	Total	Male	Female	Gen Z	Millennials	Gen X	Boomer	Higher	Intermediate	Routine	England	Wales	Scotland	North	Midlands	London	Rest of South
Love it	**5**	6	5	13	10	2	1	6	3	5	5	5	7	5	5	8	5
Like it	**12**	14	11	27	20	6	3	12	12	10	12	6	16	11	14	19	10
TOTAL LOVE / LIKE	**17**	**20**	**16**	**40**	**30**	**8**	**4**	**18**	**15**	**15**	**17**	**11**	**23**	**16**	**19**	**27**	**15**
Neither like nor dislike it	**59**	55	62	47	53	66	65	59	62	59	60	52	56	60	62	54	60
Dislike it	**9**	10	8	9	10	10	7	9	6	10	9	20	6	8	10	7	9
Hate it	**6**	7	6	2	5	8	8	5	6	9	6	6	7	7	4	4	8
TOTAL DISLIKE / HATE	**15**	**17**	**14**	**11**	**15**	**18**	**15**	**14**	**12**	**19**	**15**	**26**	**13**	**15**	**14**	**11**	**17**
Don't know	**8**	9	8	3	2	8	16	9	11	7	8	11	8	9	6	8	9

Which of the following Pokémon related activities have you EVER done?

	Total	Male	Female	Gen Z	Millennials	Gen X	Boomer	Higher	Intermediate	Routine	England	Wales	Scotland	North	Midlands	London	Rest of South
Watched the Pokémon cartoon / anime	**22**	24	20	39	42	11	3	24	21	18	22	15	27	18	25	30	20
Played Pokémon Go	**19**	22	17	52	30	8	1	22	15	13	19	14	22	19	20	25	17
Watched Pokémon movies	**15**	18	13	21	33	8	2	16	14	13	15	12	18	14	17	19	13
Played Pokémon video games (excluding Pokémon Go)	**16**	23	10	38	31	5	1	18	12	15	16	9	22	14	18	22	15
Bought / played / collected Pokémon trading cards	**16**	19	12	30	31	5	2	18	12	12	16	13	17	14	16	18	16
Owned Pokémon merchandise	**11**	12	10	20	24	3	1	12	11	9	11	8	16	9	9	16	11
Something else	**2**	2	2	1	2	2	1	2	3	1	2	2	3	1	1	2	2
None of these	**63**	60	66	28	42	77	90	60	69	70	64	69	52	67	60	54	67
Don't know / Can't recall	**2**	2	2	1	1	2	2	2	1	2	2	2	2	2	2	2	1

www.yougov.co.uk

YouGov Survey Results

Sample Size: 2023 GB Adults
Fieldwork: 10th - 11th February 2026

	Total	Gender		Generation				Socio-economic Classification (NS-SEC)			Country			Region in England			
		Male	Female	Gen Z	Millennials	Gen X	Boomer	Higher	Intermediate	Routine	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	2023	979	1044	314	580	537	554	686	453	605	1750	97	176	479	332	245	694
Unweighted Sample	2023	870	1153	289	553	534	607	752	450	512	1726	121	176	500	342	191	693
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

You said you had done the following. Please say whether you have done them as a child, as an adult, or both.

Played Pokémon video games (excluding Pokémon Go)

[Asked among those who said they played Pokémon video games (excluding Pokémon Go); n = 287]

	Total	Male	Female	Gen Z	Millennials	Gen X	Boomer	Higher	Intermediate	Routine	England	Wales	Scotland	North	Midlands	London	Rest of South
As a child only	**36**	37	34	34	44	0	0	41	45	29	37	19	36	26	39	39	41
As both a child and as an adult	**47**	48	44	55	50	0	0	48	39	50	49	64	31	48	49	52	47
As an adult only	**15**	11	22	8	5	88	100	11	14	16	13	17	24	21	11	9	12
Don't know / Can't recall	**2**	3	1	3	1	12	0	0	2	5	2	0	9	5	2	0	0

Played Pokémon Go

[Asked among those who said they played Pokémon Go; n = 372]

	Total	Male	Female	Gen Z	Millennials	Gen X	Boomer	Higher	Intermediate	Routine	England	Wales	Scotland	North	Midlands	London	Rest of South
As a child only	**21**	23	19	51	0	0	0	10	10	21	20	31	29	24	13	25	18
As both a child and as an adult	**10**	11	8	23	0	0	0	5	4	17	11	0	6	9	10	17	10
As an adult only	**67**	64	72	24	99	100	100	84	83	61	68	69	64	67	77	55	70
Don't know / Can't recall	**1**	2	1	2	1	0	0	1	3	1	1	0	2	0	0	3	2

Bought / played / collected Pokémon trading cards

[Asked among those who said they bought / played / collected Pokémon trading cards; n = 291]

	Total	Male	Female	Gen Z	Millennials	Gen X	Boomer	Higher	Intermediate	Routine	England	Wales	Scotland	North	Midlands	London	Rest of South
As a child only	**62**	65	58	66	74	0	0	72	50	57	62	59	65	52	54	71	69
As both a child and as an adult	**16**	17	15	19	19	0	0	11	23	18	16	24	15	24	21	14	10
As an adult only	**21**	17	27	14	7	98	100	17	25	26	21	17	20	22	24	15	22
Don't know / Can't recall	**1**	1	0	1	0	2	0	0	2	0	1	0	0	3	0	0	0

www.yougov.co.uk

YouGov Survey Results

	Total	Gender		Generation				Socio-economic Classification (NS-SEC)			Country			Region in England			
		Male	Female	Gen Z	Millennials	Gen X	Boomer	Higher	Intermediate	Routine	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	2023	979	1044	314	580	537	554	686	453	605	1750	97	176	479	332	245	694
Unweighted Sample	2023	870	1153	289	553	534	607	752	450	512	1726	121	176	500	342	191	693
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Watched the Pokémon cartoon / anime

[Asked among those who said they watched the Pokémon cartoon / anime; n = 420]

	Total	Male	Female	Gen Z	Millennials	Gen X	Boomer	Higher	Intermediate	Routine	England	Wales	Scotland	North	Midlands	London	Rest of South
As a child only	52	57	46	66	62	0	0	57	53	42	54	43	39	50	50	57	58
As both a child and as an adult	25	24	26	28	31	0	0	26	20	28	25	29	26	25	24	23	26
As an adult only	22	18	26	5	5	100	100	17	25	30	20	28	35	25	22	20	15
Don't know / Can't recall	1	0	2	2	1	0	0	1	3	1	1	0	0	1	3	0	1

Watched Pokémon movies

[Asked among those who said they watched Pokémon movies; n = 286]

	Total	Male	Female	Gen Z	Millennials	Gen X	Boomer	Higher	Intermediate	Routine	England	Wales	Scotland	North	Midlands	London	Rest of South
As a child only	45	53	34	52	55	0	0	51	49	37	46	32	42	43	34	67	44
As both a child and as an adult	27	23	31	37	31	0	0	24	23	32	26	38	26	23	35	11	31
As an adult only	28	23	34	9	14	100	100	25	27	29	27	30	32	34	31	22	23
Don't know / Can't recall	0	1	0	2	0	0	0	0	0	2	1	0	0	0	0	0	2

Owned Pokémon merchandise

[Asked among those who said they owned Pokémon merchandies; n = 203]

	Total	Male	Female	Gen Z	Millennials	Gen X	Boomer	Higher	Intermediate	Routine	England	Wales	Scotland	North	Midlands	London	Rest of South
As a child only	49	53	45	43	60	0	0	58	50	37	51	25	45	56	46	55	48
As both a child and as an adult	34	39	29	48	34	0	0	30	27	44	34	67	24	28	40	34	36
As an adult only	15	8	24	9	5	100	100	10	23	18	13	8	31	15	11	7	17
Don't know / Can't recall	1	1	2	0	2	0	0	2	0	2	1	0	0	0	3	4	0

www.yougov.co.uk

YouGov Survey Results

Sample Size: 2023 GB Adults
Fieldwork: 10th - 11th February 2026

	Total	Gender		Generation				Socio-economic Classification (NS-SEC)			Country			Region in England			
		Male	Female	Gen Z	Millennials	Gen X	Boomer	Higher	Intermediate	Routine	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	2023	979	1044	314	580	537	554	686	453	605	1750	97	176	479	332	245	694
Unweighted Sample	2023	870	1153	289	553	534	607	752	450	512	1726	121	176	500	342	191	693
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which of these do you think is the best starter Pokémon?

[Asked among those who said they played Pokémon video games (excluding Pokémon Go); n = 286]

	Total	Male	Female	Gen Z	Millennials	Gen X	Boomer	Higher	Intermediate	Routine	England	Wales	Scotland	North	Midlands	London	Rest of South
Bulbasaur	**15**	14	17	11	18	*15*	*0*	10	*23*	17	16	*25*	6	16	9	*23*	17
Squirtle	**21**	18	26	27	19	*6*	*0*	25	*16*	16	21	*26*	20	21	22	*23*	18
Charmander	**51**	56	40	53	51	*44*	*46*	54	*48*	52	52	*40*	47	51	55	*45*	55
Don't know	**13**	11	17	9	11	*35*	*54*	11	*13*	15	11	*10*	27	13	14	*9*	10

And if we gave this selection, which do you think is the best starter Pokémon?

[Asked among those who said they played Pokémon video games (excluding Pokémon Go); n = 286]

	Total	Male	Female	Gen Z	Millennials	Gen X	Boomer	Higher	Intermediate	Routine	England	Wales	Scotland	North	Midlands	London	Rest of South
Bulbasaur	**9**	8	13	11	10	*5*	*0*	7	*8*	10	10	*25*	0	16	4	*12*	9
Squirtle	**13**	12	15	17	11	*9*	*0*	15	*3*	15	12	*15*	22	12	8	*9*	15
Charmander	**35**	40	25	37	34	*29*	*46*	34	*28*	45	36	*40*	24	41	39	*32*	34
Pikachu	**33**	30	39	26	38	*35*	*0*	35	*46*	25	33	*11*	39	20	37	*42*	35
Don't know	**9**	10	9	9	7	*23*	*54*	9	*14*	5	9	*10*	16	12	12	*5*	7

*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.

www.yougov.co.uk