

YouGov Survey Results

Sample Size: 2292 GB adults
Fieldwork: 13th - 14th June 2024

Total	Current VI					Vote in 2019 GE			EU Ref 2016		Gender		Age				Social Grade		Country			Region in England				
	Con	Lab	Lib Dem	Reform	Green	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South	
2292	310	636	175	347	140	749	555	195	808	853	1109	1183	241	947	566	539	1306	986	1978	115	199	552	380	277	768	
Unweighted Sample	2292	342	664	192	347	141	800	580	200	957	864	1035	1257	191	932	601	568	1426	866	1975	118	199	547	392	205	831
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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".

Who is this person?

Picture seen: Rishi Sunak

Correct answer given	93	95	95	96	90	94	94	95	94	95	91	91	95	96	93	91	93	94	92	93	84	94	94	93	92	94
Didn't provide name but identified party and role	2	4	1	2	4	0	4	1	3	1	3	3	2	0	1	3	4	2	3	2	4	2	2	1	3	3
Incorrect answer	3	0	4	2	5	5	2	4	3	3	4	5	2	0	4	4	2	3	3	3	7	2	3	5	3	2
Don't know	2	1	1	0	1	1	1	1	1	1	1	2	2	3	2	1	2	1	2	2	6	1	1	2	2	2

Picture seen: Keir Starmer

Correct answer given	87	90	92	92	91	89	91	92	91	91	90	89	86	87	85	91	89	90	83	88	83	86	87	91	83	89
Didn't provide name but identified party and role	1	2	0	1	1	1	1	0	4	1	1	1	1	0	0	1	2	1	1	1	1	1	2	0	3	1
Incorrect answer	2	2	1	0	6	1	3	1	1	1	4	3	1	0	1	2	4	1	3	2	4	1	3	3	1	1
Don't know	9	5	7	7	2	9	4	7	5	7	5	7	12	13	14	5	5	7	12	9	12	12	9	6	13	9

Picture seen: Nigel Farage

Correct answer given	88	92	88	92	97	89	95	89	89	91	93	88	88	87	84	90	92	90	85	89	84	82	88	90	86	90
Didn't provide name but identified party and role	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0
Incorrect answer	4	3	6	4	2	8	2	6	7	6	3	6	3	3	6	4	3	4	4	4	7	6	4	5	2	4
Don't know	7	5	5	4	0	3	3	5	4	3	4	5	9	9	10	6	4	5	10	7	9	11	8	5	11	5

Picture seen: Ed Davey

Correct answer given	34	38	42	59	35	37	37	38	50	43	36	41	28	33	26	41	43	40	27	35	25	32	34	35	30	38
Didn't provide name but identified party and role	5	6	4	5	9	4	7	6	8	6	7	4	6	1	5	4	8	5	5	5	5	4	6	5	5	5
Incorrect answer	2	3	1	0	4	2	3	2	0	2	3	3	2	2	2	3	4	2	4	2	3	3	2	3	2	2
Don't know	58	53	53	35	52	57	53	55	41	50	54	51	65	64	67	52	45	53	64	57	67	61	57	57	63	55

Picture seen: Carla Denyer

Correct answer given	8	3	10	15	6	25	5	13	12	10	5	8	7	15	8	6	6	10	5	8	5	5	9	9	6	8
Didn't provide name but identified party and role	15	15	17	22	21	18	16	17	21	18	15	17	14	21	14	15	16	19	11	16	14	12	15	17	16	16
Incorrect answer	2	2	3	1	3	4	2	4	2	3	2	3	2	1	3	2	2	3	1	3	3	2	2	2	4	3
Don't know	75	80	69	62	70	53	77	66	66	69	77	72	77	63	75	77	77	68	83	74	78	82	74	73	74	74

Picture seen: Adrian Ramsey

Correct answer given	2	2	2	4	1	11	1	4	4	3	1	2	3	4	2	1	2	3	1	2	1	1	3	2	1	3
Didn't provide name but identified party and role	2	2	3	3	3	4	2	3	2	3	2	2	2	3	2	3	3	3	2	2	2	0	3	3	3	2
Incorrect answer	1	1	2	1	1	2	1	1	2	1	1	2	1	3	1	1	1	2	1	1	1	2	1	1	2	1
Don't know	94	96	93	91	95	84	96	91	92	92	96	94	94	91	95	95	94	93	97	94	96	97	94	94	94	94