

8/27/2025

Table Names	Table Filters
<a href="#">0001</a> Q1. As you may know, the BBC has commissioned a celebrity version of “The Traitors” to air this autumn. Which of the following contestants are you aware of?	All Adults aged 16-75 in Great Britain
<a href="#">0002</a> Q2. From the following list contestants who will be on the celebrity version of “The Traitors”, who do you think is most likely to win?	All Adults aged 16-75 in Great Britain
<a href="#">0003</a> Q3. We are going to present you with a series of head-to-heads between politicians and a selection of contestants on the upcoming series of Celebrity Traitors. Which of the following, if either, do you think is most trustworthy? - BLOCK A	All Adults aged 16-75 in Great Britain
<a href="#">0004</a> Q3. We are going to present you with a series of head-to-heads between politicians and a selection of contestants on the upcoming series of Celebrity Traitors. Which of the following, if either, do you think is most trustworthy? - BLOCK B	All Adults aged 16-75 in Great Britain
<a href="#">0005</a> Q3. We are going to present you with a series of head-to-heads between politicians and a selection of contestants on the upcoming series of Celebrity Traitors. Which of the following, if either, do you think is most trustworthy? - BLOCK C	All Adults aged 16-75 in Great Britain
<a href="#">0006</a> Q3. We are going to present you with a series of head-to-heads between politicians and a selection of contestants on the upcoming series of Celebrity Traitors. Which of the following, if either, do you think is most trustworthy? - BLOCK D	All Adults aged 16-75 in Great Britain
<a href="#">0007</a> Q3. We are going to present you with a series of head-to-heads between politicians and a selection of contestants on the upcoming series of Celebrity Traitors. Which of the following, if either, do you think is most trustworthy? - BLOCK E	All Adults aged 16-75 in Great Britain
<a href="#">0008</a> Q3. We are going to present you with a series of head-to-heads between politicians and a selection of contestants on the upcoming series of Celebrity Traitors. Which of the following, if either, do you think is most trustworthy? - BLOCK F	All Adults aged 16-75 in Great Britain
<a href="#">0009</a> Q3. We are going to present you with a series of head-to-heads between politicians and a selection of contestants on the upcoming series of Celebrity Traitors. Which of the following, if either, do you think is most trustworthy? - BLOCK G	All Adults aged 16-75 in Great Britain

24-089497-34 - 22 - 25 August 2025

Public  
Celebrity Traitors  
Adults 16-75 GB

Q1. As you may know, the BBC has commissioned a celebrity version of "The Traitors" to air this autumn. Which of the following contestants are you aware of?  
All Adults aged 16-75 in Great Britain

		Gender		Aggregated Age breaks			Social grade			Region					Education				Employment status				Income				Ethnicity			General Election 2024 Vote							Referendum 2016 vote		
		Total (A0)	Male (M)	Female (C)	16-34 (D)	35-54 (E)	55-75 (F)	A0C1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduates (O)	Non-graduates (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000- £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)	Conservative (Y)	Labour (Z)	Liberal Democrats (a)	Reform UK (b)	Other (c)	Remain (d)	Leave (e)							
Unweighted base		1100	546	540	357	398	345	692	408	263	285	249	155	53	95	628	472	741	359	179	259	278	311	906	182	178	338	80	125	116	443	318							
Weighted base		1100	537	549	357	385	358	623	477	260	289	250	156	52	94	383	717	728	372	186	281	300	261	928	160	179	318	70	142	103	412	340							
Alan Carr – Comedian		528	237	283	130	202	195	300	228	130	127	150	54	23	43	168	360	352	176	85	147	138	120	479	48	94	147	38	65	65	218	175							
		48%	44%	51%	36%	53%	55%	48%	48%	50%	44%	60%	35%	45%	46%	44%	50%	48%	47%	46%	52%	46%	46%	52%	30%	52%	46%	54%	46%	63%	53%	51%							
Stephen Fry - Actor, Writer, Presenter		518	235	274	123	201	195	299	219	126	127	148	47	23	47	171	348	349	170	91	148	128	118	484	30	91	151	39	63	66	217	175							
		47%	44%	50%	34%	52%	55%	48%	46%	49%	44%	59%	30%	45%	50%	45%	48%	48%	46%	49%	53%	43%	45%	52%	19%	51%	47%	50%	44%	64%	53%	51%							
Jonathan Ross – Presenter		500	234	260	122	185	193	289	211	123	122	136	57	21	40	168	331	337	163	80	143	121	123	455	41	94	140	36	60	61	213	172							
		45%	44%	47%	34%	48%	54%	46%	44%	47%	42%	55%	37%	41%	43%	44%	46%	46%	46%	49%	51%	40%	47%	49%	23%	52%	44%	52%	42%	59%	52%	51%							
Charlotte Church – Singer/Activist		470	217	249	92	186	192	277	194	115	105	121	58	24	48	161	309	329	141	70	138	125	104	432	35	91	131	37	59	59	218	164							
		43%	40%	45%	26%	48%	54%	44%	41%	44%	36%	48%	37%	47%	51%	42%	43%	43%	38%	38%	49%	49%	42%	40%	47%	22%	51%	41%	52%	41%	57%	53%							
Tom Daley – Olympian, Author, Broadcaster and Entrepreneur		458	204	248	113	173	173	262	196	114	114	130	46	18	36	150	308	309	149	70	136	112	104	423	34	82	135	34	54	56	189	156							
		42%	38%	45%	32%	45%	48%	42%	41%	44%	39%	52%	30%	35%	38%	39%	43%	42%	40%	38%	48%	37%	40%	46%	21%	46%	42%	48%	38%	54%	46%	46%							
Paloma Faith - Singer/Songwriter and Actor		443	195	241	111	166	166	259	184	111	103	127	43	21	39	147	296	295	148	71	128	110	96	409	31	76	128	34	52	56	190	146							
		40%	36%	44%	31%	43%	46%	42%	39%	43%	36%	51%	27%	41%	41%	38%	41%	41%	40%	39%	46%	37%	37%	44%	19%	42%	40%	48%	36%	54%	46%	43%							
Kate Garraway – Broadcaster		436	195	239	94	165	177	259	177	102	103	128	45	18	40	150	287	307	129	71	123	108	107	407	29	93	131	32	53	51	188	160							
		40%	36%	43%	26%	43%	50%	42%	37%	39%	36%	51%	29%	34%	43%	39%	40%	42%	35%	38%	44%	36%	41%	44%	18%	52%	41%	45%	37%	49%	40%	47%							
Clare Balding - Broadcaster and Author		406	188	212	80	155	171	245	160	96	97	123	35	21	33	153	253	280	126	62	114	101	97	380	24	80	122	36	46	48	181	143							
		37%	35%	39%	22%	40%	49%	39%	34%	37%	34%	49%	23%	41%	36%	40%	35%	38%	34%	33%	41%	34%	37%	41%	15%	44%	38%	51%	32%	46%	44%	42%							
Joe Wilkinson – Comedian		283	148	129	94	116	73	188	95	69	65	74	27	16	33	125	158	212	71	42	67	73	78	252	29	35	106	24	25	39	136	76							
		26%	28%	24%	26%	30%	20%	30%	20%	26%	22%	30%	17%	17%	31%	35%	33%	22%	29%	19%	23%	24%	30%	27%	18%	20%	33%	34%	18%	37%	33%	22%							
Celia Innie – Actor		258	124	132	52	80	126	155	103	64	61	72	30	12	18	108	151	177	81	38	78	69	60	237	19	64	78	22	25	31	126	94							
		23%	23%	24%	15%	21%	35%	25%	22%	25%	21%	29%	20%	24%	19%	28%	21%	24%	22%	21%	28%	23%	23%	26%	12%	36%	24%	31%	18%	30%	31%	28%							
Lucy Beaumont – Comedian		237	106	128	62	97	77	144	93	68	61	56	23	12	16	100	137	164	73	34	62	69	53	208	27	39	77	21	27	27	107	78							
		22%	20%	23%	17%	23%	22%	23%	19%	26%	21%	22%	15%	24%	17%	16%	19%	23%	20%	18%	22%	23%	20%	22%	17%	23%	24%	30%	19%	26%	26%	23%							
Joe Marler – Former England Rugby Player and Podcaster		138	78	59	39	47	52	95	43	24	35	36	23	6	14	59	79	103	34	18	27	40	49	118	16	33	38	15	11	18	60	49							
		13%	15%	11%	11%	12%	15%	9%	9%	12%	14%	15%	11%	15%	15%	11%	14%	9%	10%	10%	10%	13%	19%	13%	10%	18%	12%	21%	7%	17%	14%	14%							
Nick Mohammed - Actor and Comedian		133	70	60	55	57	21	86	48	33	29	39	18	6	7	75	58	100	33	25	24	35	41	107	23	19	51	12	9	18	68	24							
		12%	13%	11%	15%	15%	6%	14%	10%	13%	10%	16%	12%	12%	8%	20%	8%	14%	9%	14%	8%	12%	16%	12%	14%	11%	16%	17%	6%	17%	17%	7%							
David Olusoga - Historian and Filmmaker		125	66	57	37	41	47	79	46	34	24	32	18	8	9	64	61	83	42	25	28	28	40	105	20	20	42	18	12	18	67	37							
		11%	12%	10%	10%	11%	13%	13%	10%	13%	8%	13%	12%	15%	10%	17%	9%	11%	11%	13%	13%	9%	15%	11%	12%	11%	13%	26%	8%	17%	16%	11%							
Mark Bonnar – Actor		121	56	64	34	47	40	87	34	31	29	26	15	8	12	56	65	94	27	23	40	25	30	101	18	19	45	7	15	20	60	37							
		11%	10%	12%	10%	12%	11%	14%	7%	12%	10%	10%	9%	16%	13%	15%	9%	13%	7%	12%	14%	8%	12%	11%	11%	14%	11%	10%	10%	20%	15%	11%							
Cat Burns – Singer/Songwriter		83	38	45	44	29	10	57	27	15	16	24	18	2	8	47	36	62	21	14	13	23	27	62	20	11	29	7	10	4	33	18							
		8%	7%	8%	12%	8%	3%	9%	6%	6%	6%	10%	12%	4%	8%	12%	5%	9%	6%	7%	5%	8%	10%	7%	13%	6%	9%	10%	7%	4%	8%	5%							
Tameka Empson – Actor and Comedian		78	32	46	26	28	24	47	31	18	13	20	16	5	5	39	39	54	24	14	15	15	29	61	17	12	27	8	8	12	39	18							
		7%	6%	8%	7%	7%	7%	8%	7%	7%	5%	8%	11%	9%	6%	10%	5%	7%	7%	8%	5%	5%	5%	11%	7%	10%	7%	9%	11%	5%	11%	9%							
Niko Omilana - Content Creator		71	47	22	57	13	1	49	22	11	28	14	13	1	4	34	37	45	26	4	15	16	25	33	36	7	24	4	4	7	18	13							
		6%	9%	4%	16%	3%	0%	8%	5%	4%	10%	5%	8%	2%	4%	9%	5%	6%	7%	2%	5%	5%	9%	4%	4%	8%	5%	3%	6%	4%	4%	4%							
Ruth Codd – Actor		34	23	10	22	9	3	25	9	7	7	7	9	3	1	28	6	31	3	4	4	9	17	22	12	6	14	1	6	1	17	5							
		3%	4%	2%	6%	2%	1%	4%	2%	3%	2%	3%	6%	5%	2%	7%	1%	4%	1%	2%	1%	3%	6%	2%	7%	3%	4%	2%	4%	1%	4%	1%							
None of these		403	199	199	126	136	141	213	189	99	119	81	52	22	29	119	284	244	159	76	103	119	76	337	61	55	102	22	63	25	126	125							
		37%	37%	36%	35%	35%	39%	34%	40%	38%	41%	32%	34%	41%	31%	31%	40%	33%	43%	41%	37%	40%	29%	36%	38%	31%	32%	31%	44%	24%	31%	37%							

24-089497-34 - 22 - 25 August 2025

Public  
Celebrity Traitors  
Adults 16-75 GB

Q2. From the following list contestants who will be on the celebrity version of "The Traitors", who do you think is most likely to win?  
All Adults aged 16-75 in Great Britain

	Gender			Aggregated Age breaks			Social grade			Region				Education				Employment status				Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote	
	Total	Male	Female	16-34	35-54	55-75	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduates	Non-graduates	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000-£54,999	£55,000+	White ethnic group (W)	Minority ethnic group (M)	Conservative	Labour	Liberal Democrats	Reform UK	Other	Remain	Leave				
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)			(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)			
Unweighted base	1100	546	540	357	398	345	692	408	263	285	249	155	53	95	628	472	741	359	179	259	278	311	906	182	178	338	80	125	116	443	318				
Weighted base	1100	537	549	357	385	358	623	477	260	289	250	156	52	94	383	717	728	372	186	281	300	261	928	160	179	318	70	142	103	412	340				
Stephen Fry - Actor, Writer, Presenter	137 12%	60 11%	75 14%	24 7%	53 14%	60 17%	79 13%	58 12%	38 14%	32 11%	35 14%	14 9%	3 5%	15 16%	42 11%	95 13%	90 12%	48 13%	19 10%	46 16%	32 11%	31 12%	134 14%	2 1%	28 14%	44 14%	11 16%	16 11%	15 14%	62 15%	50 15%				
Alan Carr – Comedian	60 5%	20 4%	40 7%	23 7%	22 6%	15 4%	30 5%	30 6%	18 7%	18 6%	8 3%	10 6%	6 11%	1 1%	14 4%	46 6%	43 6%	17 5%	12 8%	13 5%	25 8%	10 4%	53 8%	8 5%	9 8%	25 8%	- 8%	11 2%	2 5%	20 5%	22 7%				
Jonathan Ross – Presenter	47 4%	28 5%	19 3%	21 6%	14 4%	12 3%	25 4%	22 5%	16 4%	16 4%	8 3%	6 4%	1 2%	4 4%	14 4%	32 4%	27 4%	19 5%	5 3%	22 8%	10 3%	7 3%	39 4%	7 4%	4 6%	20 7%	5 5%	7 2%	2 2%	24 6%	12 4%				
Joe Wilkinson – Comedian	33 3%	22 4%	11 2%	13 4%	18 5%	2 1%	16 3%	17 4%	9 3%	11 4%	6 2%	5 3%	- -	3 3%	14 4%	19 3%	27 4%	6 2%	5 3%	4 1%	11 4%	12 5%	29 3%	5 3%	3 2%	10 3%	* 1%	5 4%	3 3%	14 3%	9 3%				
Clare Balding - Broadcaster and Author	33 3%	10 2%	22 4%	6 2%	13 3%	14 4%	27 4%	6 1%	5 2%	7 2%	15 3%	3 2%	2 1%	12 4%	21 3%	25 3%	8 2%	6 3%	6 2%	9 3%	10 4%	31 3%	1 1%	8 5%	11 4%	6 9%	3 2%	3 1%	1 5%	19 5%	8 2%				
Tom Daley – Olympian, Author, Broadcaster and Entrepreneur	32 3%	16 3%	16 3%	14 4%	10 3%	8 2%	19 3%	13 3%	8 3%	6 2%	9 3%	7 4%	- -	3 3%	14 4%	18 2%	22 3%	10 3%	8 4%	4 1%	11 4%	9 3%	28 3%	4 2%	5 3%	13 4%	4 4%	3 2%	6 6%	19 5%	1 0%				
Charlotte Church – Singer/Activist	29 3%	23 4%	5 1%	8 2%	13 3%	7 2%	18 3%	10 2%	7 3%	8 3%	- -	8 3%	1 5%	5 3%	10 3%	18 2%	23 3%	5 1%	5 2%	6 2%	7 2%	8 3%	19 2%	10 5%	8 5%	5 2%	- -	5 4%	4 4%	15 4%	12 3%				
Joe Marler – Former England Rugby Player and Podcaster	28 3%	17 3%	11 2%	11 3%	8 2%	9 3%	16 3%	12 2%	4 2%	7 2%	9 3%	5 3%	* 1%	3 3%	12 3%	16 2%	22 3%	5 1%	3 2%	5 2%	8 3%	13 5%	21 2%	5 3%	10 6%	7 2%	3 5%	1 0%	1 1%	12 3%	12 3%				
Kate Garraway – Broadcaster	26 2%	14 3%	12 2%	16 4%	4 1%	6 2%	24 4%	2 0%	2 1%	10 4%	4 3%	8 5%	1 1%	* 0%	12 3%	14 2%	17 2%	8 2%	1 1%	5 2%	9 3%	8 3%	19 4%	7 2%	2 1%	10 1%	3 1%	3 2%	3 3%	7 2%	6 2%				
Niko Omilana - Content Creator	22 2%	16 3%	5 1%	21 6%	1 0%	- -	13 2%	9 0%	* 2%	15 0%	5 5%	2 1%	- -	- -	4 1%	18 2%	14 2%	8 2%	2 1%	3 1%	7 2%	8 3%	11 7%	10 3%	- -	10 3%	- -	* 1%	3 2%	3 3%	3 3%	4 1%			
Nick Mohammed - Actor and Comedian	16 2%	9 2%	7 1%	7 2%	2 1%	13 1%	4 2%	4 1%	* 0%	6 2%	3 2%	- 2%	- 3%	3 3%	11 1%	6 2%	13 2%	4 1%	4 2%	4 1%	1 0%	7 3%	13 2%	3 1%	2 3%	9 1%	1 0%	* 4%	4 3%	11 3%	3 1%				
Celia Imrie – Actor	16 1%	8 1%	8 2%	10 3%	1 0%	6 2%	9 1%	7 2%	2 1%	4 1%	3 2%	4 1%	2 -	1 5%	10 3%	7 1%	7 2%	9 1%	1 0%	4 1%	4 1%	7 3%	11 1%	5 3%	3 1%	5 2%	2 3%	1 2%	3 1%	6 1%	5 1%				
David Olusoga - Historian and Filmmaker	16 1%	6 1%	10 2%	5 1%	5 1%	6 2%	12 1%	4 2%	5 1%	3 1%	3 1%	2 1%	* 1%	3 1%	8 2%	8 1%	11 1%	5 0%	2 1%	1 0%	6 2%	6 2%	13 1%	3 2%	6 2%	6 2%	2 -	- -	1 1%	6 1%	8 2%				
Mark Bonnar – Actor	14 1%	9 2%	5 1%	6 2%	5 1%	4 1%	7 1%	8 2%	1 1%	2 1%	1 0%	2 1%	1 -	8 2%	9 1%	5 2%	13 2%	2 0%	3 2%	1 0%	3 1%	7 3%	10 1%	3 2%	5 3%	2 1%	1 2%	1 1%	2 2%	7 2%	1 0%				
Paloma Faith - Singer/Songwriter and Actor	14 1%	3 0%	11 2%	7 2%	2 0%	5 2%	6 1%	8 2%	3 1%	2 1%	2 1%	4 2%	3 1%	- 2%	6 1%	8 2%	7 1%	7 2%	2 1%	3 1%	4 1%	3 1%	11 1%	3 2%	2 1%	3 1%	- 2%	3 1%	1 1%	2 1%	6 2%				
Lucy Beaumont – Comedian	11 1%	8 1%	3 1%	9 2%	1 0%	2 1%	8 1%	3 1%	1 0%	1 1%	3 2%	2 1%	1 -	- -	5 1%	6 1%	10 2%	1 0%	- -	2 1%	2 1%	7 3%	7 1%	2 1%	1 1%	2 1%	- -	4 3%	1 1%	5 1%	2 1%				
Cat Burns – Singer/Songwriter	8 1%	3 1%	5 1%	6 2%	2 1%	1 0%	7 1%	1 0%	2 1%	2 2%	2 1%	3 2%	- -	1 1%	6 2%	2 0%	7 1%	1 0%	1 1%	2 1%	1 0%	3 1%	6 1%	2 1%	2 1%	5 1%	- -	- -	- -	4 1%	3 1%				
Tameka Empson – Actor and Comedian	5 0%	3 0%	2 0%	3 1%	2 1%	- -	3 1%	2 -	- -	1 1%	3 1%	1 1%	1 -	- -	3 2%	2 0%	5 1%	* 1%	- 0%	2 0%	* 1%	2 0%	* 1%	4 2%	2 1%	2 1%	1 1%	- -	- -	- -	1 0%	0 1%			
Ruth Codd – Actor	3 0%	3 -	- -	1 1%	1 0%	1 0%	3 0%	- -	* 0%	- -	1 0%	2 1%	- -	- -	3 -	3 -	3 -	- -	- -	- -	* 0%	2 1%	2 1%	1 0%	1 -	2 1%	1 1%	- -	1 1%	- -	1 0%	1 0%			
Don't know	550 50%	259 48%	281 51%	147 41%	205 53%	198 55%	290 47%	260 55%	134 52%	145 50%	128 51%	67 43%	30 58%	46 49%	174 45%	376 52%	342 47%	208 56%	107 57%	148 53%	149 50%	101 39%	471 51%	75 47%	79 44%	127 40%	33 48%	75 53%	54 52%	175 43%	175 52%				

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Columns Properties (25): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,aa,ab,ac,ad,ae Minimum Base: 30 (\*\*) Small Base: 100 (\*)

Columns Means (25): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,aa,ab,ac,ad,ae Minimum Base: 300 (\*\*) Small Base: 100 (\*)

24-089497-34 - 22 - 25 August 2025

Public

Celebrity Traitors

Adults 16-75 GB

Q3. We are going to present you with a series of head-to-heads between politicians and a selection of contestants on the upcoming series of Celebrity Traitors. Which of the following, if either, do you think is most trustworthy? - BLOCK A

All Adults aged 16-75 in Great Britain

		Gender			Aggregated Age breaks			Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote					Referendum 2016 vote	
	Total	Male	Female	16-34	35-54	55-75	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduates	Non-graduates	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	White ethnic group	Minority ethnic group	Conservative	Labour	Liberal Democrats	Reform UK	Other	Remain	Leave	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	
Unweighted base	1100	546	540	357	398	345	692	408	263	285	249	155	53	95	628	472	741	359	179	259	278	311	906	182	178	338	80	125	116	443	318	
Weighted base	1100	537	549	357	385	358	623	477	260	289	250	156	52	94	383	717	728	372	186	281	300	261	928	160	179	318	70	142	103	412	340	
Claudia Winkleman	560 51%	262 49%	297 54%	144 40%	210 55% D	206 58% D	311 50%	249 52%	137 53% L	135 47%	142 57% JL	58 37% *	31 60% L*	56 60% L*	169 44%	391 54% O	365 50%	195 52%	101 54%	150 53%	152 51%	120 46%	508 55% X	49 30%	104 58% Z	146 46%	45 63% Z*	86 61% Z*	58 57% *	218 53%	198 58%	
Rachel Reeves	166 15%	102 19% C	62 11%	78 22% EF	46 12%	42 12%	114 18% H	52 11%	46 18%	37 13%	33 13%	35 23% JKN*	6 11% *	9 9% *	92 24% P	73 10%	129 18% R	36 10%	21 11%	38 13%	39 13%	66 25% STU	123 13%	40 25% W	24 13%	92 29% Yabc	6 8% *	11 8% *	9 9% *	82 20% e	31 9%	
Neither	374 34%	173 32%	190 35%	136 38%	129 33%	110 31%	199 32%	176 37%	77 30%	116 40% IK	75 30%	62 40% *	15 29% *	29 31% *	121 32%	253 35%	234 32%	141 38%	63 34%	94 33%	109 36%	75 29%	296 32%	71 45% W	51 28%	80 25%	20 28% *	45 31% *	35 34% *	111 27%	111 33%	

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ColumnProportions (5%): A,B/C,D/E/F,G/H,I/J/K/L/M/N,O/P,Q/R,S/T/U/V,W/X,Y/Z/a/b/c,d/e Minimum Base: 30(\*\*) Small Base: 100(\*)

ColumnMeans (5%): A,B/C,D/E/F,G/H,I/J/K/L/M/N,O/P,Q/R,S/T/U/V,W/X,Y/Z/a/b/c,d/e Minimum Base: 30(\*\*) Small Base: 100(\*)

24-089497-34 - 22 - 25 August 2025

Public

Celebrity Traitors

Adults 16-75 GB

Q3. We are going to present you with a series of head-to-heads between politicians and a selection of contestants on the upcoming series of Celebrity Traitors. Which of the following, if either, do you think is most trustworthy? - BLOCK B

All Adults aged 16-75 in Great Britain

		Gender			Aggregated Age breaks			Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote	
	Total	Male	Female	16-34	35-54	55-75	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduates	Non-graduates	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000-£54,999	£55,000+	White ethnic group	Minority ethnic group	Conservative	Labour	Liberal Democrats	Reform UK	Other	Remain	Leave		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)		
Unweighted base	1100	546	540	357	398	345	692	408	263	285	249	155	53	95	628	472	741	359	179	259	278	311	906	182	178	338	80	125	116	443	318		
Weighted base	1100	537	549	357	385	358	623	477	260	289	250	156	52	94	383	717	728	372	186	281	300	261	928	160	179	318	70	142	103	412	340		
Keir Starmer	251	138	111	107	68	76	189	61	51	61	54	45	14	25	141	109	188	63	39	55	55	94	189	60	38	126	22	10	17	136	48		
	23%	26%	20%	30% EF	18%	21%	30% H	13%	20%	21%	22%	29% *	26% *	27% *	37% P	15%	26% R	17%	21%	20%	18%	36% STU	20%	37% W	21% b	40% Ybc	31% bc*	7% *	16% b*	33% e	14%		
Jonathan Ross	448	228	218	126	177	145	226	222	109	114	113	58	18	36	129	319	293	156	62	123	132	102	398	45	86	116	26	82	36	154	174		
	41%	42%	40%	35% D	46%	41%	36%	47% G	42%	39%	45%	38% *	34% *	38% *	34% O	45% O	40%	42%	33%	44%	44%	39%	43% X	28%	48% Z	37%	37% *	58% Zac*	35% *	38%	51% d		
Neither	401	171	221	124	140	137	208	193	100	113	83	52	20	33	112	289	248	153	85	103	113	65	341	55	55	75	22	50	50	121	118		
	36%	32%	40% B	35%	36%	38%	33%	40% G	38%	39%	33%	33% *	39% *	35% *	29%	40% O	34%	41% Q	46% V	37% V	38% V	25%	37%	34%	31%	24%	32% *	50% Z*	48% YZa*	29%	35%		

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ColumnMeans (5%): A,B/C,D/E/F,G/H,I/J/K/L/M/N,O/P,Q/R,S/T/U/V,W/X,Y/Z/a/b/c,d/e Minimum Base: 30(\*\*) Small Base: 100(\*)

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Public  
Celebrity Traitors  
Adults 16-75 GB

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All Adults aged 16-75 in Great Britain

		Gender			Aggregated Age breaks			Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote	
	Total	Male	Female	16-34	35-54	55-75	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduates	Non-graduates	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	White ethnic group	Minority ethnic group	Conservative	Labour	Liberal Democrats	Reform UK	Other	Remain	Leave		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)		
Unweighted base	1100	546	540	357	398	345	692	408	263	285	249	155	53	95	628	472	741	359	179	259	278	311	906	182	178	338	80	125	116	443	318		
Weighted base	1100	537	549	357	385	358	623	477	260	289	250	156	52	94	383	717	728	372	186	281	300	261	928	160	179	318	70	142	103	412	340		
Charlotte Church	491	256	230	122	196	173	278	213	124	122	122	55	19	50	155	336	326	165	78	136	127	120	437	51	93	144	35	70	49	203	175		
	45%	48%	42%	34%	51% D	48% D	45%	45%	48% L	42%	49% L	35% *	36% *	53% L*	41%	47%	45%	44%	42%	48%	42%	46%	47% X	32%	52%	45%	50% *	49% *	48% *	49%	52%		
Angela Rayner	168	95	72	68	49	50	107	61	35	45	32	37	6	13	89	79	124	43	27	25	48	64	137	28	27	85	12	13	14	86	36		
	15%	18%	13%	19% E	13%	14%	17%	13%	13%	15%	13%	24% IK*	12% *	14% *	23% P	11%	17% R	12%	15%	9%	16%	25% T STU	15%	18%	15%	27% Ybc	17% *	9% *	14% *	21% e	10%		
Neither	441	185	247	167	140	134	238	203	101	122	97	64	27	30	139	302	277	163	80	120	125	77	354	80	59	90	23	59	40	122	129		
	40%	34%	45% B	47% EF	36%	37%	38%	43%	39%	42%	39%	41% *	52% N*	32% *	36%	42%	38%	44%	43% V	43% V	42% V	29%	38%	50% W	33%	28%	33% *	41% Z*	39% *	30%	38% d		

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ColumnMeans (5%): A,B/C,D/E/F,G/H,I/J/K/L/M/N,O/P,Q/R,S/T/U/V,W/X,Y/Z/a/b/c,d/e Minimum Base: 30(\*\*) Small Base: 100(\*)

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Public

Celebrity Traitors

Adults 16-75 GB

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All Adults aged 16-75 in Great Britain

		Gender			Aggregated Age breaks			Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote	
	Total	Male	Female	16-34	35-54	55-75	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduates	Non-graduates	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000-£54,999	£55,000+	White ethnic group	Minority ethnic group	Conservative	Labour	Liberal Democrats	Reform UK	Other	Remain	Leave		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)		
Unweighted base	1100	546	540	357	398	345	692	408	263	285	249	155	53	95	628	472	741	359	179	259	278	311	906	182	178	338	80	125	116	443	318		
Weighted base	1100	537	549	357	385	358	623	477	260	289	250	156	52	94	383	717	728	372	186	281	300	261	928	160	179	318	70	142	103	412	340		
Kate Garraway	505 46%	251 47%	252 46%	136 38%	189 49% D	180 50% D	286 46%	219 46%	126 48%	130 45%	118 47%	64 41% *	26 51% *	41 44% *	170 45%	334 47%	337 46%	168 45%	83 45%	124 44%	128 43%	138 53% U	451 49% X	50 31%	66 37%	185 58% Yb	50 71% Ybc*	60 42% *	48 46% *	230 56% e	151 44%		
Kemi Badenoch	172 16%	101 19% C	71 13%	60 17%	49 13%	63 18%	122 20% H	50 10%	30 12%	47 16%	36 14%	35 22% I*	9 17% *	16 17% *	77 20% P	95 13%	124 17%	48 13%	27 15%	34 12%	47 16%	58 22% T	134 14% W	36 23% Zac	60 33% Zac	32 10%	5 7% *	40 28% Zac*	9 9% *	54 13%	74 22% d		
Neither	423 38%	185 34%	226 41%	162 45% F	147 38%	115 32%	215 34%	208 44% G	104 40%	112 39%	96 39%	57 37% *	17 33% *	37 40% *	135 35%	288 40%	266 37%	157 42%	76 41% V	123 44% V	125 42% V	65 25%	343 37%	73 46% VZab*	53 30%	101 32%	16 22% *	42 30% *	47 45% YZab*	127 31%	115 34%		

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ColumnMeans (5%): A,B/C,D/E/F,G/H,I/J/K/L/M/N,O/P,Q/R,S/T/U/V,W/X,Y/Z/a/b/c,d/e Minimum Base: 30(\*\*) Small Base: 100(\*)

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Celebrity Traitors

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All Adults aged 16-75 in Great Britain

		Gender			Aggregated Age breaks			Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote	
	Total	Male	Female	16-34	35-54	55-75	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduates	Non-graduates	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000-£54,999	£55,000+	White ethnic group	Minority ethnic group	Conservative	Labour	Liberal Democrats	Reform UK	Other	Remain	Leave		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)		
Unweighted base	1100	546	540	357	398	345	692	408	263	285	249	155	53	95	628	472	741	359	179	259	278	311	906	182	178	338	80	125	116	443	318		
Weighted base	1100	537	549	357	385	358	623	477	260	289	250	156	52	94	383	717	728	372	186	281	300	261	928	160	179	318	70	142	103	412	340		
Clare Balding	522 47%	245 46%	274 50%	127 35%	201 52% D	194 54% D	291 47%	230 48%	118 45%	131 45%	131 52%	67 43% *	25 48% *	50 53% *	174 45%	348 49%	355 49%	167 45%	81 44%	140 50%	137 46%	129 50%	475 51% X	41 26% X	108 60% Za	156 49%	30 43% *	74 52% *	51 50% *	215 52%	189 56%		
Ed Davey	169 15%	106 20% C	62 11%	61 17%	50 13%	59 17%	109 17%	61 13%	53 20% J	31 11%	33 13%	31 20% J*	8 16% *	13 14% *	79 21% P	91 13%	112 15%	58 15%	32 17%	44 16%	32 11%	57 22% U	134 14%	34 22% W	19 11%	88 28% Ybc	15 21% b*	12 9% *	13 13% *	82 20% e	37 11%		
Neither	409 37%	186 35%	213 39%	170 48% EF	134 35%	105 29%	223 36%	186 39%	90 35%	127 44%	86 35%	57 36% *	19 36% *	31 33% *	130 34%	279 39%	261 36%	148 40%	72 39% V	98 35%	130 44% V	75 29%	319 34%	84 53% W	52 29%	74 23%	25 36% Z*	56 39% Z*	39 37% Z*	115 28%	114 33%		

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Adults 16-75 GB

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All Adults aged 16-75 in Great Britain

		Gender			Aggregated Age breaks			Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote	
	Total	Male	Female	16-34	35-54	55-75	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduates	Non-graduates	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	White ethnic group	Minority ethnic group	Conservative	Labour	Liberal Democrats	Reform UK	Other	Remain	Leave		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)		
Unweighted base	1100	546	540	357	398	345	692	408	263	285	249	155	53	95	628	472	741	359	179	259	278	311	906	182	178	338	80	125	116	443	318		
Weighted base	1100	537	549	357	385	358	623	477	260	289	250	156	52	94	383	717	728	372	186	281	300	261	928	160	179	318	70	142	103	412	340		
Stephen Fry	623 57%	316 59%	299 54%	147 41%	239 62% D	237 66% D	351 56%	273 57%	152 58%	156 54%	150 60% L	73 47% *	31 59% *	62 66% L*	211 55%	413 58%	409 56%	214 58%	112 60%	169 60%	168 56%	137 53%	577 62% X	44 28%	88 49%	223 70% Yb	54 76% Yb*	68 48% *	72 70% Yb*	290 70% e	182 54%		
Boris Johnson	175 16%	102 19% C	73 13%	83 23% EF	47 12%	45 13%	107 17%	68 14%	34 13%	48 17%	43 17%	34 22% IM*	3 7% *	13 14% *	79 21% P	96 13%	127 17%	49 13%	26 14%	34 12%	46 15%	59 23% ST	117 13%	56 35% W	49 28% Zac	44 14% c	6 9% *	37 26% Zac*	6 6% *	53 13%	69 20% d		
Neither	301 27%	119 22%	177 32% B	127 36% EF	98 26%	76 21%	165 27%	136 29%	74 29%	85 29%	58 23%	48 31% *	18 34% *	19 20% *	93 24%	208 29%	192 26%	109 29%	48 26%	78 28%	86 29%	65 25%	233 25%	60 38% W	42 23%	51 16%	10 15% *	38 26% Z*	25 24% *	68 17%	88 26% d		

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Adults 16-75 GB

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All Adults aged 16-75 in Great Britain

		Gender			Aggregated Age breaks			Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote	
	Total	Male	Female	16-34	35-54	55-75	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduates	Non-graduates	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	White ethnic group	Minority ethnic group	Conservative	Labour	Liberal Democrats	Reform UK	Other	Remain	Leave		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)		
Unweighted base	1100	546	540	357	398	345	692	408	263	285	249	155	53	95	628	472	741	359	179	259	278	311	906	182	178	338	80	125	116	443	318		
Weighted base	1100	537	549	357	385	358	623	477	260	289	250	156	52	94	383	717	728	372	186	281	300	261	928	160	179	318	70	142	103	412	340		
Alan Carr	550 50%	252 47%	292 53%	149 42%	227 59% DF	174 49%	320 51%	229 48%	121 47%	144 50%	136 54%	70 45% *	21 41% *	58 61% ILM*	194 51%	356 50%	359 49%	191 51%	85 46%	162 58% SUV	143 48%	125 48%	481 52% X	66 41%	80 45% b	206 65% Yb	53 75% Yb*	23 16% *	65 63% Yb*	275 67% e	126 37%		
Nigel Farage	243 22%	157 29% C	84 15%	94 26% E	57 15%	92 26% E	131 21%	113 24%	57 22%	56 19%	54 21%	44 28% *	15 28% *	18 20% *	91 24%	153 21%	167 23%	76 20%	46 25%	53 19%	66 22%	69 27%	199 21%	42 26%	47 27% Zac	56 17% a	4 6% *	89 62% YZac*	9 9% *	55 13% Z*	125 37% d		
Neither	307 28%	128 24%	173 32% B	115 32%	101 26%	92 26%	172 28%	135 28%	82 32% N	88 31%	61 24%	42 27% *	16 31% *	18 19% *	99 26%	208 29%	201 28%	106 28%	55 30%	66 23%	91 30%	67 26%	248 27%	52 33%	51 29% Z	56 18%	14 19% *	30 21% *	29 29% Z*	82 20%	89 26%		

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

ColumnProportions (5%): A,B/C,D/E/F,G/H,I/J/K/L/M/N,O/P,Q/R,S/T/U/V,W/X,Y/Z/a/b/c,d/e Minimum Base: 30(\*\*) Small Base: 100(\*)

ColumnMeans (5%): A,B/C,D/E/F,G/H,I/J/K/L/M/N,O/P,Q/R,S/T/U/V,W/X,Y/Z/a/b/c,d/e Minimum Base: 30(\*\*) Small Base: 100(\*)