

25-061766-37 - 11th - TBC September 2026
INTERNAL/CLIENT USE ONLY
Snog Marry Avoid
Adults aged 18-75 in Great Britain

Q6. If you had to choose, which of the following politicians would you MOST like to go for a pint with?
All adults aged 18-75 in Great Britain

		Gender			Age			Region						Employment status		Social grade		Education		Income				Ethnicity		Election 2024						Referendum 2016	
	Total	MAN	WOMAN	18-34	35-54	55-75	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABC1	C2DE	GRADUAT ES	NON GRADUAT ES	UP TO £19999	£20000 - £34999	£35000 - £54999	£55000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	LABOUR	CONSERVA TIVE	DEMOCRA TS	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	1089	535	550	340	390	359	256	287	247	152	53	94	718	371	719	370	623	466	130	209	221	435	146	924	365	146	84	114	112	492	279		
Weighted base	1089	536	549	327	396	365	257	284	246	156	52	93	739	350	616	473	390	699	146	231	219	397	126	940	328	152	73	137	115	432	332		
Andy Burnham	371 34%	169 32%	200 36%	101 31%	147 37%	123 34%	109 42% HI	84 30%	72 29%	53 34%	14 28% *	39 42% *	263 36%	107 31%	235 38% P	136 29%	163 42% R	207 30%	46 32% *	77 33%	70 32%	160 40%	29 23%	338 36% W	205 62% Zabc	33 21% b	25 35% b*	7 5% *	34 30% b*	210 49% e	73 22%		
Nigel Farage	203 19%	125 23% C	77 14%	62 19%	51 13%	90 25% E	56 22%	47 17%	52 21%	21 13%	11 22% *	16 17% *	144 20%	59 17%	80 13%	123 26% O	48 12%	155 22% Q	24 16% *	54 23%	40 18%	69 17%	10 8%	189 20% W	15 5%	36 24% Yac	2 2% *	98 71% YZac*	11 9% *	24 6%	131 39% d		
Kemi Badenoch	110 10%	59 11%	52 9%	18 6%	41 10% D	51 14% D	18 7%	41 15% G	28 11%	15 10%	2 3% *	6 7% *	66 9%	45 13%	79 13% P	31 7%	38 10%	72 10%	12 8% *	21 9%	23 11%	45 11%	14 11%	96 10%	11 3%	50 33% Yabc	2 3% *	13 9% Y*	5 5% *	30 7%	56 17% d		
Zack Polanski	90 8%	52 10%	38 7%	45 14% EF	32 8% F	13 3%	20 8%	15 5%	22 9%	22 14% H	5 9% *	6 7% *	63 9%	27 8%	49 8%	41 9%	37 10%	53 8%	12 8% *	14 6%	23 10%	36 9%	29 23% X	60 6%	29 9% Z	4 3%	7 10% Z*	4 3% *	37 32% YZab*	56 13% e	10 3%		
Ed Davey	70 6%	45 8% C	25 5%	14 4%	22 6%	34 9% D	11 4%	16 6%	24 10% G	15 10%	1 2% *	2 3% *	48 6%	22 6%	48 8%	22 5%	34 9% R	36 5%	7 5% *	15 7%	22 10% V	20 5%	8 7%	61 6%	29 9% Zb	3 2%	24 33% YZbc*	* 0% *	4 3% *	45 10% e	14 4%		
Don't know	245 22%	86 16%	157 29% B	87 27% F	103 26% F	55 15%	44 17%	81 28% G	49 20%	30 19%	18 35% GU**	23 25% *	155 21%	89 26%	125 20%	120 25%	69 18%	176 25% Q	45 31% UV**	51 22%	40 18%	68 17%	36 28%	197 21%	38 12%	26 17%	13 17% *	16 11% *	24 21% Y*	67 16%	48 15%		

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,I,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,I,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(*)