

YouGov Survey Results

Sample size: 2087 adults in GB

Fieldwork: 20th - 21st August 2026

	Vote in 2024 GE					EU Ref 2016			Gender		Age				Socio-economic classification			Country			Region in England			
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	Higher	Intermediate	Routine	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	2087	376	536	192	225	120	733	745	1008	1079	219	860	515	493	707	467	624	1805	100	182	495	342	253	716
Unweighted Sample	2087	357	557	216	234	112	856	746	907	1180	154	701	620	612	812	476	493	1763	128	196	514	339	183	727
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

What three words would you use to describe Nigel Farage?

Respondents answered in their own words. In cases where small numbers of respondents used similar but not identical words, these have been grouped together to make overall themes clearer.

Racist	15	4	25	23	1	28	22	5	13	17	28	17	13	7	17	15	11	15	16	17	13	11	20	16
Liar	12	6	17	19	3	21	19	6	14	10	7	14	13	8	14	11	11	11	20	11	12	10	14	11
Insults	10	5	13	12	1	14	12	5	11	8	15	12	9	4	10	8	10	10	11	10	8	9	10	10
Corrupt/Crook/Criminal	8	4	13	11	1	16	12	4	9	6	11	8	9	5	11	8	3	8	8	7	7	5	10	10
Dishonest/False/Deceitful	8	7	11	10	2	6	11	5	9	6	5	8	7	9	10	6	7	8	7	8	10	7	7	6
Evil/Cruel/Mean/Nasty/Vile/Disgusting	7	0	9	10	1	19	9	3	5	8	11	8	5	4	8	6	4	7	9	6	5	4	13	7
Untrustworthy/Unreliable	7	7	9	10	3	5	10	6	8	6	4	6	8	9	9	6	6	7	9	5	9	7	6	6
Arrogant/Pompous	6	6	7	11	2	4	8	4	4	8	5	5	7	7	7	6	4	6	4	9	6	7	1	7
Dangerous/Mad	6	4	8	9	1	10	8	3	5	6	6	6	6	5	8	3	5	6	3	8	5	6	6	6
Self-serving/Greedy	6	3	10	9	0	7	9	2	6	5	9	6	5	5	7	5	3	6	6	5	8	5	4	5
Fraud/Fake/Charlatan	5	3	6	7	1	1	7	3	6	3	4	6	4	3	6	3	4	5	3	4	5	4	9	3
Idiot/Buffoon/Clown	5	3	8	7	1	8	7	3	5	6	9	6	6	3	4	6	6	5	10	5	7	5	6	4
Sleazy/Dodgy/Slimy/Creepy	5	7	6	7	3	3	6	5	7	4	9	5	5	5	6	5	4	6	3	4	6	4	11	5
Conman/Grifter	4	3	7	9	0	7	8	2	6	3	2	4	5	5	7	5	3	4	4	7	4	5	3	5
Divisive/Controversial	4	4	3	6	0	2	4	3	4	3	8	3	4	2	4	3	3	4	5	4	3	2	3	5
Fascist/Extremist/Nazi	4	2	8	7	0	4	6	1	4	4	7	3	3	3	5	2	3	4	2	4	4	4	5	3
Bigot/Bigoted	3	1	5	8	0	9	6	1	2	4	3	4	2	3	3	5	2	3	3	4	2	3	5	3
Elite/Establishment/Posh/Rich	3	2	5	2	1	8	4	2	3	3	6	3	3	2	4	1	3	3	4	6	3	4	4	2
Manipulative/Sly/Cunning	3	2	4	2	1	5	3	2	3	2	1	3	3	2	4	2	2	3	1	1	3	2	3	3
Narcissist/Narcissistic/Self-centred/Egotistical	3	3	4	3	2	5	5	2	3	3	1	3	3	5	5	2	2	3	2	4	2	4	4	2
Rude/Brash/Loud/Unpleasant	3	6	3	5	1	2	4	4	2	4	2	2	3	6	4	4	3	3	7	5	1	4	0	4
Unlikeable/Hateful	3	4	3	1	1	11	3	3	2	4	2	3	3	4	2	4	4	3	6	1	3	3	4	3
Opportunist/Chancer	2	3	2	2	0	3	3	1	3	1	3	2	2	2	3	1	1	2	3	4	1	1	3	2
Sexist/Misogynist	2	0	3	4	0	2	2	1	0	3	2	2	1	0	2	2	1	2	2	2	1	1	1	2
Smug/Smarmy	2	2	1	2	0	2	2	2	1	2	0	1	3	2	2	3	1	2	2	2	2	2	1	1
Stupid/Ignorant	2	1	3	3	1	5	3	0	3	2	6	3	2	1	2	3	2	3	3	2	2	2	4	3
Useless/Incompetent/Incapable	2	3	1	2	0	0	2	1	2	2	5	1	2	1	2	1	2	2	2	0	2	1	2	2
Populist	2	1	2	4	0	2	2	1	2	1	4	1	1	1	2	0	0	2	1	2	2	1	1	2
Angry/Thin-skinned	1	1	1	1	0	1	1	0	1	1	2	0	1	1	1	0	0	1	0	1	1	1	1	0
Annoying/Irritating	1	2	1	1	0	0	1	1	0	2	2	1	1	1	0	3	1	1	2	3	1	1	1	1
Attention seeker	1	1	1	1	1	0	1	1	1	1	0	1	1	1	1	1	1	1	1	2	1	1	0	1
Deluded/Unrealistic	1	2	1	1	0	0	2	1	1	2	1	1	2	1	1	2	1	1	1	1	2	1	0	1
Embarrassing	1	0	1	0	0	1	1	0	0	1	1	1	1	1	1	0	1	1	0	0	1	0	0	1
Hypocrite	1	1	3	2	2	0	2	1	2	1	2	2	1	1	2	1	1	1	2	2	1	0	2	2
Like the rest	1	1	0	0	1	2	0	1	1	0	2	1	1	1	0	1	1	1	0	1	2	2	0	0
Odd/Weird/Strange	1	3	0	0	0	0	1	2	1	1	1	1	1	0	1	1	2	1	2	1	1	0	1	1
Other form of discriminator	1	0	1	0	0	6	1	0	0	2	3	1	1	0	1	1	1	1	1	0	1	1	0	1
Out of touch/Outdated	1	0	2	0	0	0	2	0	1	1	1	2	0	0	1	0	1	1	0	0	1	1	2	1
Sad/Pathetic/Loser/Coward	1	0	1	0	0	1	1	0	0	1	1	1	1	0	1	0	0	1	1	1	1	0	1	0
Traitor/Puppet	1	0	2	1	0	0	2	0	2	0	1	1	0	1	1	1	1	1	3	1	0	0	2	1
Waste of space/time	1	1	1	2	0	0	1	2	1	1	0	1	1	2	1	1	2	1	2	1	1	1	0	1
Other Negative	5	7	4	7	3	5	5	5	5	5	5	4	5	8	5	6	5	5	4	6	5	4	6	6
TOTAL: AT LEAST ONE NEGATIVE	71	63	89	91	22	93	89	51	71	71	87	72	69	65	79	66	65	71	75	75	70	65	79	71

Patriotic	5	7	2	1	16	1	1	9	6	4	2	4	6	5	3	5	6	5	3	4	4	6	5	5
Honest	4	5	2	2	13	0	1	9	4	4	1	4	5	5	3	5	5	4	6	3	5	4	3	4
Determined/Ambitious	3	6	2	1	8	1	1	6	3	3	2	2	4	4	3	4	2	3	4	1	4	4	1	4
Smart/Intelligent/Savvy	3	5	1	2	10	1	2	5	3	3	1	3	3	4	3	1	5	3	4	2	2	5	1	3
A leader	2	2	1	1	5	0	1	3	2	1	1	1	2	2	1	2	2	2	0	2	2	1	2	2
Best option/Hope	2	2	0	0	7	0	0	4	2	1	1	1	2	2	1	3	2	2	1	1	1	2	0	2
Brave/Bold	2	3	0	2	7	0	1	4	1	2	0	2	3	2	2	3	1	2	2	1	2	2	2	2
Different/Fresh/Change	2	3	0	0	5	1	1	4	2	2	2	2	3	2	2	3	2	2	1	2	3	2	2	2
Direct/Straightforward	2	2	1	1	3	0	1	4	2	2	0	1	2	2	1	2	2	2	2	1	3	1	2	2
Down to Earth/Authentic	2	4	1	0	6	0	1	3	2	1	0	1	3	3	1	4	1	2	1	1	2	1	2	3
Gets things done/Capable/Fighter	2	2	0	1	7	0	1	4	2	2	0	2	1	3	2	1	3	2	1	3	1	3	1	2
Likeable/Affable/Funny	2	5	0	1	6	1	2	3	2	2	0	2	2	3	1	3	2	2	1	1	2	3	4	2
Caring/Understanding	1	1	0	1	1	0	0	1	1	0	0	0	1	0	0	1	1	0	0	0	1	1	0	0
Charismatic/Charming	1	2	1	1	1	0	0	2	1	1	2	1	1	1	1	1	1	1	1	0	1	2	1	1
Confident	1	2	0	0	2	1	1	1	0	1	0	0	1	2	1	1	1	1	0	2	1	1	2	1
Eloquent/Engaging	1	4	0	1	2	1	1	3	1	1	0	1	1	4	1	1	2	1	2	0	1	2	1	1
Future PM	1	1	0	0	5	0	0	2	1	0	0	1	1	2	1	0	2	1	0	0	1	1	1	1
Good ideas	1	4	0	0	2	0	0	2	1	2	2	1	1	2	2	1	2	2	0	1	2	1	2	1
Good/Fine/Okay	1	1	0	0	4	0	0	2	1	1	0	0	2	1	1	1	1	1	1	0	1	2	0	1
Hero/Inspiration/Brilliant	1	1	1	0	6	0	0	3	2	1	0	1	1	1	1	2	1	1	0	0	2	0	1	2
Passionate	1	2	0	1	1	0	0	2	1	1	1	1	1	1	1	2	0	1	0	0	0	1	0	2
Realistic/Reasonable	1	3	0	0	4	0	0	2	1	1	0	1	1	2	1	2	0	1	0	1	2	1	1	2
Reliable/Principled/Consistent	1	1	1	1	4	0	0	2	2	0	0	1	2	2	1	1	2	1	3	1	1	2	1	1
Strong/Powerful	1	2	0	1	6	1	1	3	1	2	1	1	2	2	1	1	2	2	0	0	2	2	2	1
Boring/Dull	0	0	1	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	1	0	0	0
Better than Rest	0	0	0	0	1	0	0	1	0	1	0	1	0	0	0	0	1	0	0	0	1	1	0	1
Misrepresented	0	1	0	0	3	0	0	1	1	0	0	1	1	0	0	0	1	1	0	0	1	0	1	0
Popular	0	1	0	0	1	0	0	1	0	0	0	0	1	0	0	0	1	0	0	0	1	0	1	0
Other Positive	2	3	1	1	5	2	2	4	2	2	1	2	2	3	2	3	3	2	0	1	2	3	2	2
TOTAL: AT LEAST ONE POSITIVE	27	44	10	11	75	6	12	49	30	25	12	24	31	37	23	33	32	28	21	20	27	32	23	30
Outspoken/Opinionated	3	5	1	3	2	4	2	3	2	3	3	2	3	3	2	4	2	3	2	2	2	3	1	3
British/English	2	3	0	0	7	1	1	4	3	1	0	2	2	2	1	2	3	2	2	2	1	3	2	2
Old	1	0	1	0	0	0	1	0	1	1	2	2	0	0	1	1	1	1	0	1	2	0	1	1
Other Personal Description	1	1	0	0	0	0	0	0	1	0	3	0	1	0	0	0	1	1	0	1	1	1	1	1
Other Political Label	1	2	1	1	1	0	1	1	1	1	3	1	1	1	1	1	1	1	3	0	2	1	0	1
Politician	1	0	1	0	1	0	0	1	0	1	2	1	0	0	0	1	1	1	1	0	1	1	0	0
Reform UK	1	0	0	0	0	0	0	1	0	1	1	0	1	0	0	1	1	1	0	1	0	1	0	1
Right-wing	1	2	1	0	0	1	1	1	1	1	1	1	0	1	1	1	0	1	1	3	1	1	0	1
Showman/Celebrity	1	2	0	1	1	1	1	1	0	1	0	0	1	1	1	1	1	1	0	1	1	1	1	1
Traditional/Old-fashioned	1	0	0	0	1	1	0	1	0	1	1	1	0	0	0	1	0	1	0	1	1	1	0	1
Drinking/Smoking	0	0	0	0	1	1	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0
Like Trump	0	1	0	0	0	0	0	0	0	0	1	0	0	0	0	1	0	0	0	1	0	1	0	0
Policy Reference	0	1	0	0	1	1	0	1	0	1	1	0	0	1	0	0	0	0	1	1	0	0	0	1
Other Neutral	2	2	1	2	2	1	1	2	2	2	1	2	1	2	1	1	3	2	3	3	2	3	0	1
TOTAL: AT LEAST ONE NEUTRAL / AMBIGUOUS	13	19	9	8	16	12	11	15	13	13	17	13	12	13	11	15	13	13	14	14	13	16	8	13
Don't know	7	3	5	3	10	4	4	5	4	9	10	9	6	3	4	5	10	7	9	8	6	10	4	6

*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.