

YouGov Survey Results

Sample size: 2070 adults in GB

Fieldwork: 24th - 25th August 2026

	Vote in 2024 GE						EU Ref 2016		Gender		Age				Socio-economic classification (NS-SEC)			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	2070	373	532	190	224	125	727	739	1000	1070	217	853	511	489	702	464	619	1791	99	180	491	339	250	710
Unweighted Sample	2070	335	560	200	259	114	828	756	917	1153	169	773	584	544	796	465	522	1750	132	188	488	348	179	735
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

What three words would you use to describe Zack Polanski?

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.

Idiot	5	8	3	1	17	2	2	10	6	4	2	2	8	8	4	7	6	5	7	4	5	6	5	5
Dangerous, scary	4	7	2	1	13	1	3	7	5	4	2	3	5	6	5	4	5	5	4	3	5	3	5	5
Insults	4	5	1	2	9	2	2	6	6	2	6	3	4	5	2	5	6	4	4	2	5	5	2	4
Mad, lunatic, crazy, nutter	4	6	2	2	11	0	3	7	5	3	1	2	6	6	4	4	5	3	8	4	4	4	3	3
Stupid, ignorant, thick	4	6	2	1	8	3	3	5	5	3	2	3	4	6	4	3	3	4	4	4	4	4	3	4
Untrustworthy	4	7	3	3	5	2	3	5	3	4	1	2	5	6	4	3	5	4	6	2	4	4	1	4
Useless, incompetent	4	4	3	1	8	0	3	5	5	3	5	3	4	6	4	5	4	4	3	3	4	5	3	4
Deluded	3	7	1	0	8	1	2	5	4	3	3	3	3	4	3	3	4	4	1	2	4	4	3	3
Odd, strange, weird	3	3	4	3	5	3	3	3	4	2	5	2	3	3	2	3	3	3	5	2	3	3	4	3
Careless, unprofessional, unserious, loose cannon	2	2	3	4	1	0	3	2	1	2	1	1	2	3	3	2	2	2	1	3	1	2	3	2
Chancer, conman, grifter, opportunist	2	3	1	2	2	1	2	2	3	1	0	1	3	1	2	2	1	2	2	1	1	1	1	2
Dishonest, false, deceitful	2	5	2	1	3	0	3	2	2	2	0	1	3	3	3	2	2	2	1	1	3	2	1	2
Fake, charlatan, fantasist	2	5	2	1	4	0	2	3	2	2	1	1	3	3	2	3	2	2	3	1	1	2	3	2
Fool	2	2	1	2	3	0	1	2	2	2	3	1	2	2	2	1	2	2	1	0	2	1	1	2
Fraud, dodgy, cheat, corrupt	2	4	2	0	4	1	2	2	2	2	1	2	3	2	3	2	1	2	1	1	1	1	2	3
Inexperienced	2	1	3	5	0	2	3	1	2	2	1	1	2	2	3	2	0	2	1	1	2	1	2	2
Liar	2	2	2	2	3	1	2	3	3	1	1	2	2	2	2	3	2	2	4	1	2	2	2	2
Naive, misguided	2	1	3	6	2	1	3	2	3	2	1	2	2	3	3	2	1	2	2	3	2	3	2	2
Nasty, awful, unpleasant, rude, unlikeable	2	5	1	1	4	3	1	3	2	2	1	2	3	3	2	1	3	2	2	0	3	3	1	2
Self-centred, egotistical	2	4	2	1	1	0	2	2	2	2	0	1	1	4	2	2	1	2	0	0	2	2	1	2
Unrealistic	2	2	3	2	0	4	2	2	2	2	1	2	2	2	3	2	1	2	2	2	2	3	1	1
Weak, soft, pathetic	2	1	1	2	4	2	1	3	2	1	0	2	2	1	1	2	1	2	1	1	3	1	2	1
Woke, lefty	2	2	1	2	3	2	1	2	2	1	4	1	2	1	1	1	2	2	3	2	2	2	1	1
Annoying	1	1	1	0	0	1	1	1	1	1	0	1	1	0	1	1	1	1	0	1	1	1	1	1
Anonymous, forgettable	1	1	2	1	1	1	2	1	1	1	0	1	2	1	1	0	1	1	1	1	2	0	1	1
Arrogant	1	2	2	3	0	1	1	2	1	1	1	1	1	2	2	1	1	1	1	2	1	1	3	1
Boring, dull	1	2	1	1	0	0	1	1	1	1	1	1	2	1	1	1	2	1	1	1	1	1	1	1
Childish, immature, embarrassing	1	2	1	0	1	1	1	1	1	1	1	1	1	1	1	0	2	1	1	0	1	1	0	1
Clueless	1	2	1	0	4	0	1	2	1	1	0	1	2	1	1	1	1	1	2	1	1	1	1	1
Creepy, slimy	1	2	0	1	1	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Disappointing, poor leader, ungreen	1	0	1	1	1	3	1	1	1	1	1	1	1	1	1	0	1	1	1	1	1	0	1	1
Divisive, controversial	1	2	1	1	1	1	1	1	1	1	2	1	2	0	1	1	1	1	1	1	1	1	1	1
Evil, bad, immoral	1	2	0	0	2	0	1	2	1	1	0	1	1	2	1	1	1	1	1	1	1	1	2	1
Extremist, communist, far-left	1	2	1	3	1	0	1	2	2	1	1	1	2	2	1	2	2	2	1	1	1	2	1	2
Hypocrite	1	2	1	1	2	3	1	2	1	1	1	1	2	1	1	1	1	1	1	0	1	1	0	2
Not for me	1	0	1	0	0	1	1	1	1	1	1	1	1	1	0	1	0	1	1	0	1	1	1	1
Out of touch	1	1	1	0	0	1	1	1	1	0	0	1	0	1	1	1	1	1	1	0	0	1	0	1
Racist, anti-Semitic	1	2	1	1	2	1	1	1	1	1	0	0	2	1	1	1	1	1	1	1	1	1	0	1
Sneaky, manipulator	1	1	0	1	1	1	1	1	1	0	0	0	0	1	1	0	0	0	0	1	0	0	0	1
Traitor, puppet	1	1	0	0	3	0	1	1	1	0	0	1	1	1	1	1	1	1	1	1	1	0	2	0
Unreliable, confusing, inconsistent	1	1	2	3	1	2	2	1	1	2	1	1	1	2	1	1	2	2	2	1	1	3	2	1
Unsuitable	1	1	1	4	1	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	2	0	1
Vague, empty, unprincipled	1	1	0	1	0	3	1	1	1	1	0	1	1	1	1	2	0	1	0	0	1	1	2	0
Waste of space, irrelevant	1	3	0	0	2	0	1	2	2	0	1	1	1	2	1	2	1	1	1	3	1	1	0	2
Attention seeker	0	1	0	1	0	0	1	0	0	0	0	0	0	1	0	1	0	0	0	0	0	0	0	1
Boob hypnotist	0	0	0	1	1	0	0	0	1	0	0	0	0	0	1	0	0	0	1	1	0	0	1	0
Like the rest	0	0	0	0	1	0	0	1	0	1	1	1	0	0	0	0	0	0	1	0	0	1	1	0
Scruffy	0	1	0	0	0	0	0	0	0	0	0	0	0	1	1	0	0	0	0	0	0	0	0	0
Sexist	0	1	1	0	0	0	1	0	0	1	0	0	0	0	0	1	0	0	0	0	0	1	1	0
Other negative	2	1	2	3	5	1	2	2	3	2	4	2	2	3	3	2	1	2	1	3	2	3	1	2
TOTAL: AT LEAST ONE NEGATIVE	47	65	39	46	74	30	43	61	56	38	31	37	55	61	48	46	48	48	44	39	51	49	39	48

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Green (leader)	6	4	10	6	2	9	8	4	6	6	8	7	6	4	7	4	6	6	9	5	7	3	5	6
Left-wing, socialist	2	1	2	4	1	2	3	1	2	2	4	2	2	1	2	2	2	2	0	1	1	2	4	2
Other personal description	2	1	2	0	1	0	1	1	2	1	3	2	1	1	1	1	3	2	0	1	1	2	4	1
Populist	2	0	3	3	1	0	2	0	2	1	5	2	1	1	1	1	1	2	1	1	1	3	1	2
Progressive, liberal	2	0	4	1	1	7	3	1	2	2	7	2	1	1	3	2	1	2	2	2	3	1	4	2
Environment	1	0	2	0	0	5	1	1	1	1	1	2	0	1	1	1	1	1	3	1	2	1	0	1
Idealist, dreamer	1	0	2	2	1	2	2	0	2	1	0	2	1	1	1	0	1	1	0	0	2	2	0	1
Man	1	1	0	1	1	0	1	1	1	1	2	1	0	1	1	1	1	1	1	1	0	1	2	1
Outspoken, opinionated	1	1	2	2	0	1	2	0	1	1	2	1	1	2	2	1	0	1	0	0	2	1	2	1
Politician	1	2	1	1	0	2	1	1	2	1	0	2	1	1	2	1	1	1	2	2	2	1	2	1
Radical	1	0	1	2	1	1	1	0	1	0	2	0	1	0	1	0	1	1	1	0	1	0	2	0
Young	1	0	1	4	0	4	2	0	1	1	0	2	1	1	2	1	0	1	0	1	2	0	3	1
Gay	0	1	0	1	1	0	0	1	0	0	1	0	0	1	0	1	0	0	0	0	0	1	0	0
Jewish	0	1	0	1	0	0	1	0	1	0	1	0	1	1	0	1	0	0	0	0	1	0	0	1
Other political label	0	0	1	1	1	0	0	0	0	0	1	0	1	0	1	0	0	0	1	1	0	0	1	0
Policy reference	0	0	0	1	0	1	1	1	0	0	0	1	0	0	1	1	0	0	0	0	1	1	0	0
Other neutral	2	1	2	4	1	4	2	1	2	2	2	2	1	1	1	1	2	2	1	1	1	3	3	2
TOTAL: AT LEAST ONE NEUTRAL	18	10	26	25	10	28	24	11	20	15	29	19	15	14	20	14	16	18	16	12	19	17	21	17
Ambitious, determined, committed	2	1	3	5	0	12	3	1	2	3	3	3	1	2	3	3	1	2	2	1	1	3	5	3
Caring, kind	2	0	3	2	1	10	3	1	2	2	6	3	1	1	2	2	1	2	3	3	2	3	3	2
Decent, good, well meaning	2	0	3	3	0	7	3	1	3	2	6	2	1	1	2	2	1	2	1	3	2	3	5	1
Different, new, fresh	2	0	3	4	0	3	3	0	2	2	2	2	2	1	3	1	1	2	1	3	1	2	2	2
Good communicator, engaging, interesting	2	0	2	2	0	2	3	0	2	1	3	1	1	2	2	2	1	1	0	3	2	1	3	1
Honest, trustworthy	2	0	4	5	0	6	3	1	2	2	5	2	1	1	2	1	1	2	4	1	2	2	3	2
Hope, optimism, positive, inspirational	2	0	3	2	1	11	3	1	3	2	7	2	1	2	3	1	2	3	1	0	3	2	3	3
Passionate, energetic, enthusiastic	2	0	3	3	1	4	3	0	2	2	3	2	1	2	2	1	2	2	2	1	3	2	2	1
Smart, clever, thoughtful	2	0	3	1	0	6	2	1	2	2	7	2	1	1	1	2	2	2	2	1	2	2	0	2
Aware, understanding	1	0	1	1	0	4	1	0	1	1	2	1	0	0	1	0	0	1	1	0	0	1	2	1
Brave, bold, strong	1	1	2	0	1	6	2	0	2	1	4	2	1	1	2	1	1	1	2	0	2	1	2	1
Charismatic, confident	1	0	2	1	1	3	1	0	1	1	5	1	1	0	2	0	1	1	2	0	1	2	2	1
Fair, reasonable	1	0	1	1	0	3	1	0	1	1	4	1	0	0	1	1	0	1	0	1	1	1	1	1
Genuine	1	0	1	1	0	1	1	0	1	0	1	1	1	1	0	1	1	0	2	0	1	0	0	1
Inclusive, tolerant	1	0	1	0	0	2	1	0	1	0	1	1	0	0	1	1	0	0	0	2	0	1	1	0
Innovative, modern, savvy	1	0	3	0	1	5	3	0	1	2	2	2	1	1	2	1	2	1	3	1	1	2	1	2
Likeable, nice, friendly	1	0	3	2	0	2	3	1	1	2	1	2	0	2	1	2	1	1	2	1	2	1	0	2
Principled, moral	1	0	2	1	0	1	2	0	1	1	1	1	0	1	2	0	0	1	2	0	1	1	0	1
Relatable, down to Earth	1	1	1	1	0	2	1	0	1	1	2	1	1	1	1	0	1	1	0	0	1	1	2	1
Sensible, realistic	1	0	2	1	0	4	1	0	1	1	7	1	1	0	1	1	1	1	1	0	2	1	2	1
Competent, capable	0	0	0	0	0	2	0	0	0	1	2	0	0	0	1	0	0	0	0	1	0	0	1	0
Okay	0	0	1	1	0	1	0	0	1	0	2	1	0	0	1	0	0	0	0	1	0	0	1	0
Reliable	0	0	1	0	0	1	1	0	0	0	1	1	0	0	1	0	0	0	1	1	0	0	1	0
Other positive	1	1	1	2	0	5	1	1	1	2	4	1	1	1	2	1	1	1	1	1	1	1	3	2
TOTAL: AT LEAST ONE POSITIVE	18	3	28	25	3	48	24	6	18	17	42	21	10	9	21	13	11	18	15	15	17	17	25	16
Don't know	25	19	22	21	15	22	23	21	17	33	20	32	25	18	22	26	29	25	25	31	23	25	27	24
Who?	9	9	10	9	5	1	8	10	6	12	4	11	8	9	8	10	10	9	12	13	7	8	8	10
TOTAL: AT LEAST ONE DON'T KNOW	34	28	32	30	20	23	31	31	23	45	24	42	33	27	30	36	38	33	37	44	30	33	35	35

*This survey was carried out online. The figures have been weighted and are representative of all adults in GB (aged 18+).

*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.