

YouGov Survey Results

Sample size: 2082 adults in GB

Fieldwork: 29th - 30th September 2026

	Vote in 2024 GE					EU Ref 2016			Gender		Age				Socio-economic			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	2082	375	535	192	225	121	731	743	1006	1076	219	858	514	491	706	466	623	1801	100	181	493	341	252	714
Unweighted Sample	2082	334	548	213	233	116	838	735	905	1177	161	765	603	553	823	457	509	1757	140	185	479	358	204	716
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Have you heard each of the following terms used?

Cozzy livs (to refer to the 'cost of living')

I use this myself	4	1	7	4	1	8	4	2	3	4	7	7	0	0	4	4	2	4	3	1	4	3	5	4
I have heard this used, but I don't use it myself	14	7	19	15	6	17	14	6	13	15	36	20	5	3	18	9	10	14	15	18	13	13	17	14
I have not heard this used at all	82	91	74	81	93	75	82	92	84	80	57	73	94	97	78	87	87	82	82	81	83	84	78	82

Holibobs (to refer to 'holidays')

I use this myself	17	14	16	17	22	16	15	19	12	22	22	23	14	9	19	17	17	17	18	14	15	20	11	20
I have heard this used, but I don't use it myself	56	56	63	59	51	62	63	51	54	58	52	58	60	50	59	56	55	55	57	64	57	54	44	58
I have not heard this used at all	27	30	21	24	27	23	21	30	34	20	27	19	26	42	22	27	28	27	25	22	27	26	45	22

Picky bits (to refer to a meal made up of small, snackable finger foods)

I use this myself	38	31	40	43	35	39	38	35	26	49	43	48	31	25	39	40	39	38	43	28	38	37	32	42
I have heard this used, but I don't use it myself	39	38	41	39	39	42	44	34	40	38	43	36	43	40	42	35	36	39	33	47	39	39	34	40
I have not heard this used at all	23	31	19	18	26	19	18	31	34	13	13	17	26	36	20	25	25	23	25	25	22	24	34	19

Platty joobs (to refer to Queen Elizabeth II's 'Platinum Jubilee' in 2022)

I use this myself	4	1	7	5	3	6	6	2	3	5	4	8	1	0	5	4	3	4	4	3	4	4	5	4
I have heard this used, but I don't use it myself	20	13	29	21	12	32	27	11	16	23	31	28	15	5	24	20	15	20	20	22	23	19	17	19
I have not heard this used at all	76	85	64	74	85	62	68	87	81	71	65	64	84	95	71	76	82	76	76	75	73	77	78	78

Statey funes (to refer Queen Elizabeth II's 'state funeral' in 2022)

I use this myself	1	1	2	2	0	2	1	1	2	1	5	2	0	0	2	0	1	1	1	2	0	1	2	2
I have heard this used, but I don't use it myself	7	4	10	9	7	8	9	4	6	8	12	11	4	2	9	6	7	7	9	8	9	6	5	7
I have not heard this used at all	92	95	87	89	93	90	90	95	92	91	84	87	96	98	89	94	92	92	90	91	91	93	93	91

The rona (to refer to 'coronavirus')

I use this myself	8	2	10	8	8	9	9	6	7	8	12	14	3	1	10	7	8	7	8	11	9	6	5	8
I have heard this used, but I don't use it myself	37	29	38	40	27	42	38	27	36	37	45	54	31	9	37	35	34	37	36	39	35	39	35	37
I have not heard this used at all	55	68	52	52	65	48	53	67	57	54	43	33	65	90	53	58	58	56	56	50	57	55	60	55

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Fieldwork: 29th - 30th September 2026

Weighted Sample Unweighted Sample		Cozyz livs		Holibobs		Picky bits		Platty joobs		Stately funes		The rona		Menty B		Maccy Ds		Tommy K		Jackie P	
	Total	Have heard of	Have not heard of	Have heard of	Have not heard of	Have heard of	Have not heard of	Have heard of	Have not heard of	Have heard of	Have not heard of	Have heard of	Have not heard of	Have heard of	Have not heard of	Have heard of	Have not heard of	Have heard of	Have not heard of	Have heard of	Have not heard of
	2082	371	1711	1523	559	1600	482	499	1583	174	1908	928	1154	527	1555	1826	256	636	1446	292	1790
	2082	330	1752	1519	563	1606	476	482	1600	168	1914	866	1216	485	1597	1818	264	625	1457	270	1812
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Have you heard each of the following terms used?

Cozyzy livs (to refer to the 'cost of living')

I use this myself	4	20	0	5	1	4	1	13	1	20	2	7	1	12	1	4	2	6	3	13	2
I have heard this used, but I don't use it myself	14	80	0	17	6	17	5	37	7	43	12	22	8	39	6	15	8	22	11	32	11
I have not heard this used at all	82	0	100	78	93	79	94	50	92	37	86	71	91	49	93	81	90	73	86	55	87

Holibobs (to refer to 'holidays')

I use this myself	17	27	15	24	0	21	5	23	15	24	17	24	12	30	13	19	2	28	12	34	15
I have heard this used, but I don't use it myself	56	62	55	76	0	63	32	72	51	66	55	66	48	63	54	61	23	62	53	53	56
I have not heard this used at all	27	10	30	0	100	16	63	6	34	10	28	11	40	7	34	20	75	9	35	13	29

Picky bits (to refer to a meal made up of small, snackable finger foods)

I use this myself	38	54	34	46	16	49	0	56	32	55	36	51	27	61	30	42	9	54	31	56	35
I have heard this used, but I don't use it myself	39	37	40	43	29	51	0	41	39	41	39	39	39	34	41	41	27	39	39	34	40
I have not heard this used at all	23	8	26	12	55	0	100	3	29	4	25	10	34	5	29	18	63	7	30	10	25

Platty joobs (to refer to Queen Elizabeth II's 'Platinum Jubilee' in 2022)

I use this myself	4	15	2	5	1	5	1	17	0	20	3	8	1	13	1	5	0	8	3	14	2
I have heard this used, but I don't use it myself	20	52	13	26	4	25	3	83	0	70	15	33	9	47	11	22	4	34	14	39	17
I have not heard this used at all	76	32	86	69	95	70	96	0	100	11	82	59	90	40	88	73	96	59	84	47	81

Statey funes (to refer Queen Elizabeth II's 'state funeral' in 2022)

I use this myself	1	6	0	1	1	1	0	5	0	15	0	2	1	4	0	1	1	2	1	6	0
I have heard this used, but I don't use it myself	7	24	4	9	3	9	1	26	1	85	0	13	3	20	3	8	1	14	4	25	4
I have not heard this used at all	92	71	96	90	97	90	99	69	99	0	100	85	97	77	97	91	98	84	95	69	95

The rona (to refer to 'coronavirus')

I use this myself	8	20	5	10	2	10	1	19	4	28	6	18	0	19	4	9	1	14	5	23	5
I have heard this used, but I don't use it myself	37	51	34	44	16	42	18	57	30	51	35	82	0	59	29	41	10	51	30	49	35
I have not heard this used at all	55	29	61	45	83	48	81	24	65	21	59	0	100	22	67	51	89	35	64	28	60

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Menty B (to refer to a 'mental breakdown')

I use this myself	10	2	14	11	4	14	9	4	5	14	28	15	1	0	10	10	8	9	8	13	11	8	10	9
I have heard this used, but I don't use it myself	16	9	20	19	7	18	18	7	11	20	27	26	7	2	18	13	12	15	15	19	16	14	15	16
I have not heard this used at all	75	88	66	71	89	68	73	89	84	66	46	59	92	98	71	77	80	75	77	68	73	78	75	76
Maccy Ds (to refer to McDonalds)																								
I use this myself	43	31	44	47	48	48	43	40	39	46	47	59	38	18	44	39	45	44	43	32	47	42	38	44
I have heard this used, but I don't use it myself	45	50	47	42	42	45	47	46	45	45	46	34	55	54	44	46	43	44	41	55	41	46	43	46
I have not heard this used at all	12	19	9	11	11	7	10	14	16	9	7	7	8	28	12	16	12	12	16	14	11	12	20	10
Tommy K (to refer to tomato ketchup)																								
I use this myself	6	5	5	11	6	6	6	6	6	6	4	9	5	2	7	7	4	6	3	3	7	6	5	7
I have heard this used, but I don't use it myself	25	22	28	27	23	21	29	21	20	29	24	32	25	12	26	24	27	25	29	18	23	25	21	28
I have not heard this used at all	69	73	67	62	71	73	65	73	73	66	72	59	70	86	67	69	69	69	67	79	70	68	74	66
Jackie P (to refer to a jacket potato)																								
I use this myself	2	2	2	2	1	2	2	1	2	2	6	3	0	1	3	3	1	2	0	1	1	2	1	4
I have heard this used, but I don't use it myself	12	7	15	13	10	12	12	7	11	13	25	17	6	3	14	8	11	12	14	11	14	9	13	12
I have not heard this used at all	86	91	83	85	89	86	86	91	88	85	69	80	94	96	83	89	88	86	86	89	85	89	87	84

And do you like or dislike each of the following terms?

Cozyzy livs (to refer to the 'cost of living')

Love it	3	1	5	3	1	8	4	2	2	4	7	5	0	0	4	2	3	3	3	2	3	1	4	3
Like it	6	3	9	8	2	4	5	3	5	7	14	9	2	1	6	4	6	6	3	5	4	7	11	5
TOTAL LIKE/ LOVE IT	9	4	14	11	3	12	9	5	7	11	21	14	2	1	10	6	9	9	6	7	7	8	15	8
Neither like not dislike it	13	11	12	10	12	9	12	12	12	14	15	13	13	14	11	12	15	12	22	16	14	9	11	14
Dislike it	33	36	32	34	30	38	35	33	27	38	31	26	37	39	32	38	30	33	27	34	29	41	34	31
Hate it	41	45	39	42	50	39	42	47	49	34	28	43	44	42	43	39	43	41	39	39	47	37	35	42
TOTAL DISLIKE/ HATE IT	74	81	71	76	80	77	77	80	76	72	59	69	81	81	75	77	73	74	66	73	76	78	69	73
Don't know	4	4	3	3	5	1	3	4	5	4	5	4	4	5	4	4	4	4	5	4	4	5	5	4

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Weighted Sample		Cozzy livs		Holibobs		Picky bits		Platty joobs		Staley funes		The rona		Menty B		Maccy Ds		Tommy K		Jackie P	
	Total	Have heard of	Have not heard of	Have heard of	Have not heard of	Have heard of	Have not heard of	Have heard of	Have not heard of	Have heard of	Have not heard of	Have heard of	Have not heard of	Have heard of	Have not heard of	Have heard of	Have not heard of	Have heard of	Have not heard of	Have heard of	Have not heard of
	2082	371	1711	1523	559	1600	482	499	1583	174	1908	928	1154	527	1555	1826	256	636	1446	292	1790
	2082	330	1752	1519	563	1606	476	482	1600	168	1914	866	1216	485	1597	1818	264	625	1457	270	1812
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Unweighted Sample		Cozzy livs		Holibobs		Picky bits		Platty joobs		Staley funes		The rona		Menty B		Maccy Ds		Tommy K		Jackie P	
	Total	Have heard of	Have not heard of	Have heard of	Have not heard of	Have heard of	Have not heard of	Have heard of	Have not heard of	Have heard of	Have not heard of	Have heard of	Have not heard of	Have heard of	Have not heard of	Have heard of	Have not heard of	Have heard of	Have not heard of	Have heard of	Have not heard of
	2082	371	1711	1523	559	1600	482	499	1583	174	1908	928	1154	527	1555	1826	256	636	1446	292	1790
	2082	330	1752	1519	563	1606	476	482	1600	168	1914	866	1216	485	1597	1818	264	625	1457	270	1812
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Menty B (to refer to a 'mental breakdown')

I use this myself	10	31	5	12	2	12	1	28	4	35	7	18	3	38	0	11	0	15	7	26	7
I have heard this used, but I don't use it myself	16	41	10	20	4	19	5	36	9	36	14	26	7	62	0	17	4	25	11	34	13
I have not heard this used at all	75	28	85	68	93	69	94	36	87	29	79	56	90	0	100	72	96	59	81	40	80
Maccy Ds (to refer to McDonalds)																					
I use this myself	43	53	41	51	21	50	20	57	38	56	42	60	29	62	36	49	0	60	35	64	39
I have heard this used, but I don't use it myself	45	40	46	45	44	45	46	41	46	41	45	37	51	36	48	51	0	38	48	34	47
I have not heard this used at all	12	7	13	4	34	6	34	2	15	3	13	3	20	2	16	0	100	2	17	2	14
Tommy K (to refer to tomato ketchup)																					
I use this myself	6	11	5	7	2	7	2	8	5	10	6	10	3	11	4	7	1	19	0	15	5
I have heard this used, but I don't use it myself	25	36	22	30	9	30	8	44	18	50	22	35	16	38	20	27	5	81	0	53	20
I have not heard this used at all	69	53	73	62	89	63	90	47	76	40	72	56	81	51	76	66	95	0	100	32	75
Jackie P (to refer to a jacket potato)																					
I use this myself	2	6	1	3	0	2	1	4	1	8	1	3	1	5	1	2	0	5	1	14	0
I have heard this used, but I don't use it myself	12	29	8	14	7	14	5	27	7	44	9	19	6	29	6	13	3	27	6	86	0
I have not heard this used at all	86	65	91	83	93	84	94	69	91	48	89	77	93	67	93	84	97	69	93	0	100

And do you like or dislike each of the following terms?

Cozzy livs (to refer to the 'cost of living')

Love it	3	16	0	4	1	4	1	10	1	15	2	5	1	10	0	3	0	5	2	10	2
Like it	6	24	2	6	4	7	4	15	3	25	4	9	4	16	3	6	5	10	4	20	4
TOTAL LIKE/ LOVE IT	9	40	2	10	5	11	5	25	4	40	6	14	5	26	3	9	5	15	6	30	6
Neither like not dislike it	13	20	12	12	15	13	12	16	12	20	13	14	12	16	12	13	16	15	13	19	12
Dislike it	33	24	34	34	30	33	31	28	34	21	34	31	34	29	34	33	30	33	33	27	34
Hate it	41	15	47	41	41	41	43	31	44	16	44	40	43	27	46	42	37	36	43	22	44
TOTAL DISLIKE/ HATE IT	74	39	81	75	71	74	74	59	78	37	78	71	77	56	80	75	67	69	76	49	78
Don't know	4	2	5	2	9	3	9	1	5	3	4	1	7	1	5	3	12	2	5	2	5

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Unweighted Sample	2082	334	548	213	233	116	838	735	905	1177	161	765	603	553	823	457	509	1757	140	185	479	358	204	716
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Holibobs (to refer to 'holidays')

Love it	7	5	8	5	13	11	5	8	5	10	16	9	6	3	7	7	8	8	7	5	8	7	6	8
Like it	18	18	17	17	16	15	17	16	14	21	16	23	16	11	19	16	18	17	26	16	15	20	15	19
TOTAL LIKE/ LOVE IT	25	23	25	22	29	26	22	24	19	31	32	32	22	14	26	23	26	25	33	21	23	27	21	27
Neither like not dislike it	25	23	25	27	24	17	26	25	22	27	21	20	29	30	24	25	27	24	24	32	26	27	18	23
Dislike it	24	23	25	23	23	29	26	23	27	21	22	23	24	25	23	25	23	24	24	22	25	24	26	23
Hate it	24	29	24	24	23	27	25	25	29	19	22	22	24	28	25	25	21	25	15	23	23	19	33	25
Don't know	2	3	2	3	1	0	1	2	3	2	3	2	1	3	2	2	3	2	5	2	2	2	2	2

Picky bits (to refer to a meal made up of small, snackable finger foods)

Love it	15	10	17	13	13	19	13	12	9	21	23	24	6	4	17	14	14	15	19	9	14	15	14	17
Like it	28	22	29	34	29	20	28	25	21	33	34	28	28	23	26	29	29	27	32	30	29	29	28	25
TOTAL LIKE/ LOVE IT	43	32	46	47	42	39	41	37	30	54	57	52	34	27	43	43	43	42	51	39	43	44	42	42
Neither like not dislike it	31	35	29	29	33	30	31	33	34	28	23	26	36	37	31	31	31	31	24	28	34	30	26	32
Dislike it	13	15	11	12	11	20	15	14	18	8	8	11	14	17	14	13	12	12	12	19	11	15	14	11
Hate it	12	16	12	11	14	11	11	15	15	9	8	9	14	16	11	12	12	12	9	12	10	9	16	13
TOTAL DISLIKE/ HATE IT	25	31	23	23	25	31	26	29	33	17	16	20	28	33	25	25	24	24	21	31	21	24	30	24
Don't know	2	2	3	1	1	1	1	2	3	2	3	2	1	3	2	2	2	2	5	2	2	3	3	1

Platty joobs (to refer to Queen Elizabeth II's 'Platinum Jubilee' in 2022)

Love it	3	1	5	4	2	5	5	2	3	4	4	6	0	0	4	2	3	3	3	5	3	4	3	3
Like it	5	2	8	5	3	8	7	2	4	7	9	9	3	0	7	5	4	5	8	3	7	3	7	5
TOTAL LIKE/ LOVE IT	8	3	13	9	5	13	12	4	7	11	13	15	3	0	11	7	7	8	11	8	10	7	10	8
Neither like not dislike it	13	9	14	11	9	12	12	12	12	15	20	13	13	10	12	13	14	13	13	15	13	12	14	13
Dislike it	28	33	27	36	28	21	30	30	25	32	26	24	31	36	29	29	29	29	26	26	25	32	29	30
Hate it	45	52	43	43	55	52	44	52	52	39	32	44	49	50	44	46	47	45	44	46	48	44	43	45
TOTAL DISLIKE/ HATE IT	73	85	70	79	83	73	74	82	77	71	58	68	80	86	73	75	76	74	70	72	73	76	72	75
Don't know	4	4	3	1	3	3	2	3	5	4	8	4	3	3	3	4	4	4	6	4	4	5	4	3

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	Total	Have heard of	Have not heard of	Have heard of	Have not heard of	Have heard of	Have not heard of	Have heard of	Have not heard of	Have heard of	Have not heard of	Have heard of	Have not heard of	Have heard of	Have not heard of	Have heard of	Have not heard of	Have heard of	Have not heard of	Have heard of	Have not heard of
Weighted Sample	2082	371	1711	1523	559	1600	482	499	1583	174	1908	928	1154	527	1555	1826	256	636	1446	292	1790
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Holibobs (to refer to 'holidays')																					
Love it	7	14	6	10	1	9	2	10	7	15	7	10	5	14	5	8	1	11	6	14	6
Like it	18	20	17	22	6	20	9	22	16	26	17	22	14	23	16	19	9	23	16	32	15
TOTAL LIKE/ LOVE IT	25	34	23	32	7	29	11	32	23	41	24	32	19	37	21	27	10	34	22	46	21
Neither like not dislike it	25	19	26	27	17	26	21	20	26	17	25	23	26	21	26	26	18	23	25	20	25
Dislike it	24	22	24	22	30	23	27	25	24	24	24	23	25	20	25	24	26	22	25	20	25
Hate it	24	23	24	18	39	21	35	23	24	17	24	21	26	21	25	22	36	19	26	13	26
Don't know	2	2	2	1	6	1	7	1	3	1	2	1	4	1	3	1	10	2	2	0	3
Picky bits (to refer to a meal made up of small, snackable finger foods)																					
Love it	15	30	12	19	5	19	0	26	12	29	14	23	8	32	9	16	4	22	12	33	12
Like it	28	26	28	30	21	33	8	32	26	34	27	32	24	32	26	29	17	33	25	32	27
TOTAL LIKE/ LOVE IT	43	56	40	49	26	52	8	58	38	63	41	55	32	64	35	45	21	55	37	65	39
Neither like not dislike it	31	24	32	31	29	32	27	25	32	23	31	27	33	23	33	32	24	29	32	23	32
Dislike it	13	9	14	10	20	8	30	8	14	11	13	9	16	9	14	12	21	8	15	9	14
Hate it	12	8	13	9	19	7	27	7	13	3	13	8	15	4	14	10	23	7	14	2	13
TOTAL DISLIKE/ HATE IT	25	17	27	19	39	15	57	15	27	14	26	17	31	13	28	22	44	15	29	11	27
Don't know	2	3	2	1	6	0	8	1	2	0	2	0	4	1	3	1	10	1	3	1	2
Platty joobs (to refer to Queen Elizabeth II's 'Platinum Jubilee' in 2022)																					
Love it	3	14	1	4	1	4	1	13	0	18	2	6	1	9	1	4	1	5	2	12	2
Like it	5	16	3	6	3	6	2	17	2	18	4	9	2	14	3	6	3	10	3	13	4
TOTAL LIKE/ LOVE IT	8	30	4	10	4	10	3	30	2	36	6	15	3	23	4	10	4	15	5	25	6
Neither like not dislike it	13	21	12	13	14	14	12	19	11	22	13	16	11	19	11	14	10	17	12	21	12
Dislike it	28	22	30	29	27	29	26	23	30	21	29	25	31	24	30	28	29	28	29	24	29
Hate it	45	23	50	45	47	44	51	26	52	20	48	42	49	30	51	45	46	36	50	25	49
TOTAL DISLIKE/ HATE IT	73	45	80	74	74	73	77	49	82	41	77	67	80	54	81	73	75	64	79	49	78
Don't know	4	5	4	3	8	3	9	2	5	1	4	2	6	3	4	3	11	4	4	5	4

YouGov Survey Results

Sample size: 2082 adults in GB

Fieldwork: 29th - 30th September 2026

	Vote in 2024 GE					EU Ref 2016			Gender		Age				Socio-economic			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	2082	375	535	192	225	121	731	743	1006	1076	219	858	514	491	706	466	623	1801	100	181	493	341	252	714
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Statey funes (to refer Queen Elizabeth II's 'state funeral' in 2022)

Love it	1	0	2	3	0	2	2	0	1	1	2	2	0	0	2	0	1	1	0	1	1	1	2	2
Like it	3	2	3	3	2	3	2	1	2	3	5	5	1	0	3	2	2	3	5	1	2	1	3	3
TOTAL LIKE/ LOVE IT	4	2	5	6	2	5	4	1	3	4	7	7	1	0	5	2	3	4	5	2	3	2	5	5
Neither like not dislike it	10	6	12	5	9	9	8	10	10	11	14	11	10	8	9	9	12	10	12	12	12	8	13	9
Dislike it	27	26	27	31	24	25	30	25	21	32	28	24	28	31	26	31	26	27	22	28	22	34	29	27
Hate it	55	63	54	57	62	57	55	61	61	49	42	54	59	57	56	54	56	55	56	55	59	51	49	55
TOTAL DISLIKE/ HATE IT	82	89	81	88	86	82	85	86	82	81	70	78	87	88	82	85	82	82	78	83	81	85	78	82
Don't know	4	3	3	2	3	3	2	3	4	4	8	4	3	3	3	4	3	4	6	3	5	5	4	4

The rona (to refer to 'coronavirus')

Love it	3	3	4	2	3	2	3	2	3	3	2	7	0	0	3	2	4	3	2	4	3	2	3	3
Like it	8	6	7	10	8	8	6	7	8	9	14	12	5	2	9	8	8	8	10	9	9	8	10	7
TOTAL LIKE/ LOVE IT	11	9	11	12	11	10	9	9	11	12	16	19	5	2	12	10	12	11	12	13	12	10	13	10
Neither like not dislike it	30	25	34	27	25	31	34	27	29	32	33	35	30	21	29	31	31	30	30	30	31	29	26	32
Dislike it	30	32	30	35	26	35	30	30	27	32	31	24	30	39	29	28	31	30	29	30	27	31	33	30
Hate it	25	31	24	23	35	20	25	31	29	22	17	19	32	33	27	27	23	26	26	23	27	27	25	24
TOTAL DISLIKE/ HATE IT	55	63	54	58	61	55	55	61	56	54	48	43	62	72	56	55	54	56	55	53	54	58	58	54
Don't know	3	4	2	2	3	4	1	3	4	2	4	3	2	4	2	4	3	3	4	3	3	3	3	3

Menty B (to refer to a 'mental breakdown')

Love it	6	1	7	6	4	10	6	4	4	8	13	10	1	0	8	5	4	6	5	9	6	4	8	5
Like it	8	4	11	9	1	6	9	3	4	11	17	13	2	1	8	8	7	8	7	9	8	6	8	8
TOTAL LIKE/ LOVE IT	14	5	18	15	5	16	15	7	8	19	30	23	3	1	16	13	11	14	12	18	14	10	16	13
Neither like not dislike it	12	8	13	12	12	12	11	10	12	12	20	13	10	9	12	10	12	12	11	13	10	11	13	13
Dislike it	26	32	26	28	23	25	28	28	25	27	19	21	29	34	24	31	27	26	26	24	23	28	28	26
Hate it	45	51	41	44	58	46	45	53	51	40	27	39	55	53	47	43	46	46	46	40	49	48	40	44
TOTAL DISLIKE/ HATE IT	71	83	67	72	81	71	73	81	76	67	46	60	84	87	71	74	73	72	72	64	72	76	68	70
Don't know	3	4	3	1	3	1	2	3	4	2	3	3	2	4	2	3	4	3	5	4	4	3	2	3

YouGov Survey Results

Sample size: 2082 adults in GB

Fieldwork: 29th - 30th September 2026

Weighted Sample Unweighted Sample		Cozyz livs		Holibobs		Picky bits		Platty joobs		Stately funes		The rona		Menty B		Maccy Ds		Tommy K		Jackie P	
	Total	Have heard of	Have not heard of	Have heard of	Have not heard of	Have heard of	Have not heard of	Have heard of	Have not heard of	Have heard of	Have not heard of	Have heard of	Have not heard of	Have heard of	Have not heard of	Have heard of	Have not heard of	Have heard of	Have not heard of	Have heard of	Have not heard of
	2082	371	1711	1523	559	1600	482	499	1583	174	1908	928	1154	527	1555	1826	256	636	1446	292	1790
	2082	330	1752	1519	563	1606	476	482	1600	168	1914	866	1216	485	1597	1818	264	625	1457	270	1812
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Stately funes (to refer Queen Elizabeth II's 'state funeral' in 2022)

Love it	1	5	0	1	0	1	1	4	0	10	0	2	1	4	0	1	1	1	1	4	1
Like it	3	9	1	3	3	3	2	6	2	14	2	4	2	6	1	2	3	4	2	8	2
TOTAL LIKE/ LOVE IT	4	14	1	4	3	4	3	10	2	24	2	6	3	10	1	3	4	5	3	12	3
Neither like not dislike it	10	17	9	9	14	10	10	14	9	24	9	12	9	15	9	10	11	13	9	23	8
Dislike it	27	27	27	28	25	28	24	28	27	22	27	27	27	28	27	27	25	30	26	26	27
Hate it	55	36	59	56	50	54	55	45	58	29	57	53	56	43	59	56	48	49	57	36	58
TOTAL DISLIKE/ HATE IT	82	63	86	84	75	82	79	73	85	51	84	80	83	71	86	83	73	79	83	62	85
Don't know	4	6	4	3	8	3	8	2	5	1	4	3	5	4	4	3	11	3	5	4	4

The rona (to refer to 'coronavirus')

Love it	3	7	2	4	1	4	1	7	2	9	2	6	0	7	2	3	1	4	2	6	2
Like it	8	16	7	9	7	9	5	14	7	14	8	16	2	15	6	9	7	13	6	20	6
TOTAL LIKE/ LOVE IT	11	23	9	13	8	13	6	21	9	23	10	22	2	22	8	12	8	17	8	26	8
Neither like not dislike it	30	33	30	33	23	33	21	36	29	36	30	45	18	39	27	32	16	38	27	37	29
Dislike it	30	28	30	30	30	29	31	26	31	20	31	21	37	24	32	30	31	26	32	23	31
Hate it	25	13	28	22	33	23	34	17	28	19	26	10	37	13	30	24	34	17	29	13	27
TOTAL DISLIKE/ HATE IT	55	41	58	52	63	52	65	43	59	39	57	31	74	37	62	54	65	43	61	36	58
Don't know	3	3	3	2	7	2	8	1	4	2	3	1	5	1	4	2	12	1	4	1	4

Menty B (to refer to a 'mental breakdown')

Love it	6	19	3	7	2	7	1	16	3	22	4	10	2	21	1	7	1	8	5	13	5
Like it	8	18	6	9	5	9	5	17	5	17	7	12	4	25	2	8	7	12	6	19	6
TOTAL LIKE/ LOVE IT	14	37	9	16	7	16	6	33	8	39	11	22	6	46	3	15	8	20	11	32	11
Neither like not dislike it	12	20	10	12	13	12	11	18	10	21	11	14	10	22	9	12	10	15	11	23	10
Dislike it	26	19	27	26	26	26	26	19	28	16	27	23	28	16	29	26	29	25	26	18	27
Hate it	45	20	51	44	47	44	49	29	50	22	47	39	50	15	55	46	42	39	48	23	49
TOTAL DISLIKE/ HATE IT	71	39	78	70	73	70	75	48	78	38	74	62	78	31	84	72	71	64	74	41	76
Don't know	3	4	3	2	6	2	8	1	4	2	3	1	5	1	4	2	11	2	4	3	3

YouGov Survey Results

Sample size: 2082 adults in GB

Fieldwork: 29th - 30th September 2026

	Vote in 2024 GE					EU Ref 2016			Gender		Age				Socio-economic			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	2082	375	535	192	225	121	731	743	1006	1076	219	858	514	491	706	466	623	1801	100	181	493	341	252	714
Unweighted Sample	2082	334	548	213	233	116	838	735	905	1177	161	765	603	553	823	457	509	1757	140	185	479	358	204	716
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Maccy Ds (to refer to McDonalds)

Love it	13	7	14	9	17	11	11	12	12	15	21	20	8	3	12	10	15	14	15	8	15	12	15	13
Like it	25	22	24	31	27	29	28	23	24	26	30	29	25	17	27	23	25	25	22	26	23	26	27	26
TOTAL LIKE/ LOVE IT	38	29	38	40	44	40	39	35	36	41	51	49	33	20	39	33	40	39	37	34	38	38	42	39
Neither like not dislike it	36	38	39	39	30	41	38	37	34	39	24	33	42	41	36	37	36	36	34	35	36	39	32	37
Dislike it	13	17	13	12	15	9	12	14	15	11	12	9	13	20	13	14	11	12	15	17	12	14	12	12
Hate it	10	14	8	9	11	8	9	12	13	8	10	7	11	17	10	12	11	10	11	13	11	7	14	10
TOTAL DISLIKE/ HATE IT	23	31	21	21	26	17	21	26	28	19	22	16	24	37	23	26	22	22	26	30	23	21	26	22
Don't know	2	2	2	1	0	1	1	2	3	1	2	2	1	3	1	2	1	2	2	1	3	2	1	1

Tommy K (to refer to tomato ketchup)

Love it	3	1	3	3	2	6	3	3	2	3	4	5	1	0	3	3	3	3	2	0	3	3	4	4
Like it	10	8	9	13	10	11	9	9	10	9	12	11	8	6	11	9	9	10	12	8	7	8	12	11
TOTAL LIKE/ LOVE IT	13	9	12	16	12	17	12	12	12	12	16	16	9	6	14	12	12	13	14	8	10	11	16	15
Neither like not dislike it	27	25	30	32	25	24	30	28	24	30	16	28	32	24	28	27	28	27	24	23	26	28	24	28
Dislike it	30	36	26	28	31	33	30	29	29	32	31	27	30	37	28	30	32	30	28	36	31	33	31	28
Hate it	27	27	28	23	29	25	27	28	32	23	31	25	27	29	26	27	26	27	30	30	30	24	26	26
TOTAL DISLIKE/ HATE IT	57	63	54	51	60	58	57	57	61	55	62	52	57	66	54	57	58	57	58	66	61	57	57	54
Don't know	3	3	4	2	4	1	2	3	3	3	5	4	2	3	3	4	2	3	3	3	3	4	3	3

Jackie P (to refer to a jacket potato)

Love it	2	1	3	1	2	5	2	2	2	3	7	3	0	0	3	2	2	3	0	1	1	3	4	3
Like it	8	5	9	9	6	8	7	5	8	8	19	10	5	3	9	5	7	8	6	8	6	7	9	9
TOTAL LIKE/ LOVE IT	10	6	12	10	8	13	9	7	10	11	26	13	5	3	12	7	9	11	6	9	7	10	13	12
Neither like not dislike it	24	20	25	28	24	24	25	25	21	27	19	25	25	23	25	25	24	24	26	22	21	22	26	26
Dislike it	32	39	28	33	32	33	33	33	31	33	23	28	34	40	31	32	33	32	28	30	35	37	32	28
Hate it	31	32	31	27	32	30	32	32	35	27	29	30	33	31	29	31	31	30	36	38	32	27	27	30
TOTAL DISLIKE/ HATE IT	63	71	59	60	64	63	65	65	66	60	52	58	67	71	60	63	64	62	64	68	67	64	59	58
Don't know	3	3	3	2	4	1	2	3	4	3	3	4	2	3	3	4	3	3	4	3	4	4	2	3

YouGov Survey Results

Sample size: 2082 adults in GB

Fieldwork: 29th - 30th September 2026

		Cozyz livs		Holibobs		Picky bits		Platty joobs		Staley funes		The rona		Menty B		Maccy Ds		Tommy K		Jackie P	
		Total	Have heard of	Have not heard of	Have heard of	Have not heard of	Have heard of	Have not heard of	Have heard of	Have not heard of	Have heard of	Have not heard of	Have heard of	Have not heard of	Have heard of	Have not heard of	Have heard of	Have not heard of	Have heard of	Have not heard of	
Weighted Sample	2082	371	1711	1523	559	1600	482	499	1583	174	1908	928	1154	527	1555	1826	256	636	1446	292	1790
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		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Maccy Ds (to refer to McDonalds)																					
Love it	13	19	12	15	9	16	4	17	12	20	13	19	9	22	10	15	1	18	12	27	11
Like it	25	25	25	28	19	27	19	29	24	32	25	31	21	32	23	28	8	33	22	34	24
TOTAL LIKE/ LOVE IT	38	44	37	43	28	43	23	46	36	52	38	50	30	54	33	43	9	51	34	61	35
Neither like not dislike it	36	37	36	38	30	37	32	40	35	31	37	35	37	31	38	38	25	36	36	29	37
Dislike it	13	12	13	11	19	10	21	9	14	9	13	9	16	10	14	11	27	8	15	6	14
Hate it	10	5	12	8	18	8	17	4	12	7	11	6	14	5	12	8	28	5	13	3	12
TOTAL DISLIKE/ HATE IT	23	17	25	19	37	18	38	13	26	16	24	15	30	15	26	19	55	13	28	9	26
Don't know	2	2	2	1	5	1	6	1	2	1	2	0	3	1	2	1	10	0	2	0	2
Tommy K (to refer to tomato ketchup)																					
Love it	3	7	2	3	2	3	1	4	2	9	2	4	2	6	2	3	1	7	1	9	2
Like it	10	13	9	10	8	10	7	13	9	12	9	12	8	12	9	10	4	23	4	23	7
TOTAL LIKE/ LOVE IT	13	20	11	13	10	13	8	17	11	21	11	16	10	18	11	13	5	30	5	32	9
Neither like not dislike it	27	23	27	29	20	29	19	29	26	24	27	28	26	25	27	28	18	38	21	28	26
Dislike it	30	28	31	31	30	30	33	30	31	26	31	30	31	29	31	30	34	20	35	24	31
Hate it	27	24	28	25	34	25	34	23	28	26	27	25	29	24	28	26	34	10	35	14	29
TOTAL DISLIKE/ HATE IT	57	52	59	56	64	55	67	53	59	52	58	55	60	53	59	56	68	30	70	38	60
Don't know	3	5	3	2	6	2	6	2	4	3	3	2	5	4	3	2	10	1	4	2	4
Jackie P (to refer to a jacket potato)																					
Love it	2	8	1	3	1	3	1	6	1	13	1	4	1	7	1	3	1	5	1	12	1
Like it	8	13	7	8	8	8	7	10	7	13	8	11	6	12	7	8	6	11	7	28	5
TOTAL LIKE/ LOVE IT	10	21	8	11	9	11	8	16	8	26	9	15	7	19	8	11	7	16	8	40	6
Neither like not dislike it	24	23	24	25	21	26	17	26	23	21	24	25	23	26	23	24	19	29	21	29	23
Dislike it	32	23	34	33	29	32	32	29	33	23	33	30	33	24	34	32	31	32	32	16	34
Hate it	31	27	31	29	35	29	36	28	32	30	31	28	33	29	31	31	32	21	35	14	33
TOTAL DISLIKE/ HATE IT	63	50	65	62	64	61	68	57	65	53	64	58	66	53	65	63	63	53	67	30	67
Don't know	3	5	3	2	6	2	7	2	4	1	3	2	4	3	3	2	10	2	4	1	4

YouGov Survey Results

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Unweighted Sample	2082	334	548	213	233	116	838	735	905	1177	161	765	603	553	823	457	509	1757	140	185	479	358	204	716
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**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.*

YouGov Survey Results

Sample size: 2082 adults in GB

Fieldwork: 29th - 30th September 2026

	Cozy livs		Holibobs		Picky bits		Platty joobs		Staley funes		The rona		Menty B		Maccy Ds		Tommy K		Jackie P	
Total	Have heard of	Have not heard of	Have heard of	Have not heard of	Have heard of	Have not heard of	Have heard of	Have not heard of	Have heard of	Have not heard of	Have heard of	Have not heard of	Have heard of	Have not heard of	Have heard of	Have not heard of	Have heard of	Have not heard of	Have heard of	Have not heard of
Weighted Sample 2082	371	1711	1523	559	1600	482	499	1583	174	1908	928	1154	527	1555	1826	256	636	1446	292	1790
Unweighted Sample 2082	330	1752	1519	563	1606	476	482	1600	168	1914	866	1216	485	1597	1818	264	625	1457	270	1812
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**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.*