

YouGov Survey Results

Sample Size: 2269 GB Adults
Fieldwork: 26th - 27th August 2025

	Vote in 2024 GE					EU Ref 2016			Gender		Age				Social Grade		Country			Region in England			
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	2269	408	583	209	245	130	796	810	1098	1171	238	937	560	533	1293	976	1963	109	197	538	372	275	778
Unweighted Sample	2269	356	629	225	268	135	911	810	1015	1254	173	891	581	624	1371	898	1944	126	199	512	374	253	805
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How much, if at all, would you trust Reform UK on the following...?

Cost of living

A great deal	7	9	4	3	28	1	2	13	8	6	2	5	8	10	6	9	7	10	8	5	7	4	8
A fair amount	21	35	8	14	53	6	9	36	24	18	12	16	25	27	20	22	21	23	14	21	21	20	22
TOTAL A GREAT DEAL / FAIR AMOUNT	28	44	12	17	81	7	11	49	32	24	14	21	33	37	26	31	28	33	22	26	28	24	30
Not very much	16	24	13	19	9	12	15	19	16	16	10	13	18	22	17	15	16	12	16	16	19	17	15
Not at all	42	21	68	53	1	73	64	17	41	43	60	51	34	26	46	37	42	41	47	43	37	48	41
TOTAL NOT VERY MUCH / AT ALL	58	45	81	72	10	85	79	36	57	59	70	64	52	48	63	52	58	53	63	59	56	65	56
Don't know	14	12	7	11	9	7	10	15	11	18	15	14	14	14	12	18	14	13	15	16	16	9	14

Crime

A great deal	12	18	5	4	50	3	4	25	16	10	7	8	16	18	12	14	13	13	11	12	12	12	13
A fair amount	22	36	10	18	37	6	12	35	24	20	13	16	27	30	21	23	22	26	16	20	24	16	25
TOTAL A GREAT DEAL / FAIR AMOUNT	34	54	15	22	87	9	16	60	40	30	20	24	43	48	33	37	35	39	27	32	36	28	38
Not very much	14	19	14	21	5	16	16	15	14	14	11	14	14	17	15	14	14	13	18	14	16	19	12
Not at all	38	17	63	47	1	69	58	15	37	39	50	47	31	24	42	33	38	35	42	38	35	42	37
TOTAL NOT VERY MUCH / AT ALL	52	36	77	68	6	85	74	30	51	53	61	61	45	41	57	47	52	48	60	52	51	61	49
Don't know	13	10	9	10	7	7	10	11	9	17	19	15	11	11	11	16	13	13	14	15	14	10	13

Defence (including Ukraine)

A great deal	9	14	4	4	32	3	3	18	11	7	5	6	10	14	8	10	9	12	9	7	11	7	10
A fair amount	19	32	8	14	42	5	11	32	22	17	8	15	24	28	18	21	20	23	15	20	16	19	21
TOTAL A GREAT DEAL / FAIR AMOUNT	28	46	12	18	74	8	14	50	33	24	13	21	34	42	26	31	29	35	24	27	27	26	31
Not very much	15	19	13	19	10	13	14	15	15	15	16	12	15	18	16	14	15	11	16	13	17	21	13
Not at all	40	21	65	52	1	70	62	17	40	41	53	50	33	26	44	35	40	39	44	41	37	43	40
TOTAL NOT VERY MUCH / AT ALL	55	40	78	71	11	83	76	32	55	56	69	62	48	44	60	49	55	50	60	54	54	64	53
Don't know	16	13	9	11	14	9	11	18	12	20	18	17	17	14	14	20	17	15	16	19	19	10	16

Environment and climate change

A great deal	6	7	3	0	28	1	1	13	8	4	3	5	7	8	5	7	6	8	4	6	8	5	7
A fair amount	15	25	6	11	34	3	6	26	15	14	8	11	18	21	13	18	15	16	15	13	16	14	15
TOTAL A GREAT DEAL / FAIR AMOUNT	21	32	9	11	62	4	7	39	23	18	11	16	25	29	18	25	21	24	19	19	24	19	22
Not very much	17	29	10	17	18	9	14	23	18	17	11	14	20	24	18	17	18	17	15	15	20	18	18
Not at all	46	25	73	63	3	81	69	22	47	46	61	56	38	30	52	39	46	42	53	47	41	53	45
TOTAL NOT VERY MUCH / AT ALL	63	54	83	80	21	90	83	45	65	63	72	70	58	54	70	56	64	59	68	62	61	71	63
Don't know	15	15	7	9	16	7	10	16	12	18	17	14	16	16	12	19	15	16	13	19	15	10	15

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Fieldwork: 26th - 27th August 2025

ST 2025

	Vote in 2024 GE						EU Ref 2016		Gender		Age				Social Grade		Country			Region in England			
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	2269	408	583	209	245	130	796	810	1098	1171	238	937	560	533	1293	976	1963	109	197	538	372	275	778
Unweighted Sample	2269	356	629	225	268	135	911	810	1015	1254	173	891	581	624	1371	898	1944	126	199	512	374	253	805
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Forming an effective government

A great deal	9	12	3	4	40	0	3	20	11	8	4	6	12	15	8	11	9	13	9	8	12	7	10
A fair amount	18	31	8	12	43	6	8	32	21	16	6	14	23	26	16	21	19	18	13	19	19	15	20
TOTAL A GREAT DEAL / FAIR AMOUNT	27	43	11	16	83	6	11	52	32	24	10	20	35	41	24	32	28	31	22	27	31	22	30
Not very much	15	23	12	17	9	10	14	17	14	16	15	14	17	17	16	14	16	15	13	13	17	19	15
Not at all	45	23	71	58	2	79	67	19	45	44	61	52	37	32	49	38	44	42	53	46	39	50	43
TOTAL NOT VERY MUCH / AT ALL	60	46	83	75	11	89	81	36	59	60	76	66	54	49	65	52	60	57	66	59	56	69	58
Don't know	12	11	6	9	6	6	8	12	9	16	14	14	11	10	10	16	12	12	13	15	13	8	12

Housing

A great deal	6	8	3	1	25	0	2	12	6	6	3	5	8	8	5	7	6	7	3	5	7	4	7
A fair amount	20	30	8	13	52	6	9	34	24	16	10	16	24	27	18	22	20	28	19	18	19	19	21
TOTAL A GREAT DEAL / FAIR AMOUNT	26	38	11	14	77	6	11	46	30	22	13	21	32	35	23	29	26	35	22	23	26	23	28
Not very much	17	24	14	20	9	13	16	19	18	17	11	15	18	22	18	16	17	17	19	16	21	19	15
Not at all	41	20	67	54	1	76	62	17	40	42	59	49	33	26	45	35	41	38	45	41	36	49	40
TOTAL NOT VERY MUCH / AT ALL	58	44	81	74	10	89	78	36	58	59	70	64	51	48	63	51	58	55	64	57	57	68	55
Don't know	16	19	8	10	13	5	11	18	13	20	17	15	17	17	14	20	17	11	14	20	17	10	17

Immigration

A great deal	25	42	10	14	73	7	11	46	29	21	11	18	32	37	23	28	25	29	23	24	26	19	28
A fair amount	16	22	10	14	21	6	11	22	18	14	10	14	18	19	15	17	16	17	14	15	17	19	15
TOTAL A GREAT DEAL / FAIR AMOUNT	41	64	20	28	94	13	22	68	47	35	21	32	50	56	38	45	41	46	37	39	43	38	43
Not very much	10	12	10	12	4	12	10	10	10	9	10	9	10	11	11	9	10	8	8	10	10	14	9
Not at all	39	17	64	51	1	70	60	14	36	42	56	47	31	25	44	32	39	36	46	40	36	42	37
TOTAL NOT VERY MUCH / AT ALL	49	29	74	63	5	82	70	24	46	51	66	56	41	36	55	41	49	44	54	50	46	56	46
Don't know	10	6	6	9	2	4	8	7	6	14	12	12	8	8	8	13	10	10	10	12	10	6	10

Keeping its promises

A great deal	9	12	3	4	38	1	3	18	11	7	4	6	13	13	8	11	9	13	7	8	11	6	10
A fair amount	18	32	8	13	43	5	7	34	20	17	7	15	22	26	17	21	19	17	14	17	21	16	20
TOTAL A GREAT DEAL / FAIR AMOUNT	27	44	11	17	81	6	10	52	31	24	11	21	35	39	25	32	28	30	21	25	32	22	30
Not very much	14	20	11	15	10	11	13	15	15	14	13	13	14	18	16	13	14	17	16	13	13	19	14
Not at all	44	23	70	57	2	77	67	19	43	44	59	51	37	31	49	38	44	39	48	45	41	46	43
TOTAL NOT VERY MUCH / AT ALL	58	43	81	72	12	88	80	34	58	58	72	64	51	49	65	51	58	56	64	58	54	65	57
Don't know	14	13	8	12	8	6	10	14	11	18	17	15	14	13	11	18	14	14	15	17	14	12	13

Managing the economy

A great deal	7	10	3	3	31	2	2	16	8	7	2	5	10	11	6	9	7	9	7	6	9	5	8
A fair amount	20	32	9	12	49	5	9	33	23	16	11	15	24	27	18	21	20	24	15	19	17	19	22
TOTAL A GREAT DEAL / FAIR AMOUNT	27	42	12	15	80	7	11	49	31	23	13	20	34	38	24	30	27	33	22	25	26	24	30
Not very much	16	25	12	17	9	11	13	19	16	16	13	15	16	19	17	14	16	13	15	16	20	20	13
Not at all	42	20	68	57	2	76	65	18	42	43	57	50	36	29	47	36	42	40	47	42	37	47	42
TOTAL NOT VERY MUCH / AT ALL	58	45	80	74	11	87	78	37	58	59	70	65	52	48	64	50	58	53	62	58	57	67	55
Don't know	15	13	8	11	9	6	11	15	12	18	17	15	15	15	12	19	15	13	15	17	17	9	15

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

NHS

A great deal	8	9	4	3	32	0	2	16	9	7	2	6	10	12	7	10	8	8	7	7	9	7	8
A fair amount	19	35	7	13	45	4	9	34	22	17	10	14	23	28	18	21	20	23	12	18	21	16	22
TOTAL A GREAT DEAL / FAIR AMOUNT	27	44	11	16	77	4	11	50	31	24	12	20	33	40	25	31	28	31	19	25	30	23	30
Not very much	15	20	13	14	11	11	13	17	16	14	10	14	18	17	15	15	15	16	15	14	19	17	13
Not at all	43	20	69	59	3	80	65	18	42	44	61	52	35	28	47	37	42	40	50	43	36	49	43
TOTAL NOT VERY MUCH / AT ALL	58	40	82	73	14	91	78	35	58	58	71	66	53	45	62	52	57	56	65	57	55	66	56
Don't know	15	16	8	11	9	5	10	15	11	18	16	15	14	15	13	18	15	12	16	17	15	11	15

Poverty

A great deal	6	8	3	2	25	0	1	12	6	6	2	4	9	8	5	8	6	7	6	5	8	4	7
A fair amount	19	32	7	12	46	6	9	31	20	17	10	15	21	27	18	20	19	25	16	18	18	17	19
TOTAL A GREAT DEAL / FAIR AMOUNT	25	40	10	14	71	6	10	43	26	23	12	19	30	35	23	28	25	32	22	23	26	21	26
Not very much	17	24	14	15	13	12	14	21	18	16	11	16	19	19	17	17	17	12	16	15	20	19	16
Not at all	42	20	68	60	2	76	65	18	41	43	56	50	36	29	48	35	42	42	48	43	38	48	40
TOTAL NOT VERY MUCH / AT ALL	59	44	82	75	15	88	79	39	59	59	67	66	55	48	65	52	59	54	64	58	58	67	56
Don't know	16	17	8	11	14	6	11	18	14	18	21	15	15	17	13	20	17	13	14	19	16	12	17

Protecting minority groups in the UK

A great deal	6	5	4	1	20	0	2	10	7	5	6	5	7	6	5	6	6	9	5	5	6	4	7
A fair amount	14	26	4	11	37	3	6	26	16	13	4	11	18	20	12	16	15	16	8	12	15	14	17
TOTAL A GREAT DEAL / FAIR AMOUNT	20	31	8	12	57	3	8	36	23	18	10	16	25	26	17	22	21	25	13	17	21	18	24
Not very much	17	27	10	12	18	6	11	22	19	14	12	13	20	21	16	17	17	16	15	17	20	18	15
Not at all	47	24	74	66	6	84	71	22	47	48	62	57	39	34	53	40	47	42	56	47	43	54	46
TOTAL NOT VERY MUCH / AT ALL	64	51	84	78	24	90	82	44	66	62	74	70	59	55	69	57	64	58	71	64	63	72	61
Don't know	16	19	8	10	19	7	10	20	12	20	15	14	16	20	13	20	16	16	16	20	16	11	16

Representing people like you

A great deal	13	19	4	5	53	1	4	28	16	11	4	8	18	21	12	15	13	15	13	13	15	9	14
A fair amount	18	32	9	12	35	5	9	30	20	16	10	15	22	24	16	21	19	22	11	17	17	20	20
TOTAL A GREAT DEAL / FAIR AMOUNT	31	51	13	17	88	6	13	58	36	27	14	23	40	45	28	36	32	37	24	30	32	29	34
Not very much	12	16	8	12	6	10	10	13	13	11	9	10	14	14	13	11	12	9	13	12	13	14	10
Not at all	45	23	72	61	2	80	68	20	44	47	62	55	36	31	50	39	45	42	52	45	43	49	44
TOTAL NOT VERY MUCH / AT ALL	57	39	80	73	8	90	78	33	57	58	71	65	50	45	63	50	57	51	65	57	56	63	54
Don't know	12	10	6	10	5	3	8	10	8	15	15	13	10	10	10	14	12	13	11	13	12	8	12

Representing the UK abroad

A great deal	13	18	5	5	52	1	4	26	16	10	7	8	19	18	12	14	13	16	11	12	13	11	14
A fair amount	17	31	7	12	32	6	9	28	19	16	7	15	19	23	15	20	17	20	16	17	18	14	17
TOTAL A GREAT DEAL / FAIR AMOUNT	30	49	12	17	84	7	13	54	35	26	14	23	38	41	27	34	30	36	27	29	31	25	31
Not very much	14	20	12	12	7	12	12	15	14	13	13	12	14	16	14	13	14	15	12	12	14	18	13
Not at all	43	21	70	60	1	74	66	18	42	44	58	52	35	30	48	36	43	37	49	43	40	48	42
TOTAL NOT VERY MUCH / AT ALL	57	41	82	72	8	86	78	33	56	57	71	64	49	46	62	49	57	52	61	55	54	66	55
Don't know	13	10	6	11	8	6	9	13	9	17	15	14	12	12	11	16	14	13	12	16	14	9	13

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

Running local councils

A great deal	9	13	2	3	41	1	2	20	11	8	2	5	14	15	8	11	9	12	8	9	9	7	10
A fair amount	20	33	8	12	45	5	10	33	23	18	12	16	23	27	19	22	20	22	16	19	23	16	21
TOTAL A GREAT DEAL / FAIR AMOUNT	29	46	10	15	86	6	12	53	34	26	14	21	37	42	27	33	29	34	24	28	32	23	31
Not very much	15	21	13	18	5	13	15	16	15	15	8	13	16	19	15	14	15	11	16	14	15	21	13
Not at all	42	20	70	56	1	78	64	17	42	42	58	51	34	27	47	36	42	41	47	41	39	45	42
TOTAL NOT VERY MUCH / AT ALL	57	41	83	74	6	91	79	33	57	57	66	64	50	46	62	50	57	52	63	55	54	66	55
Don't know	14	13	7	11	8	4	9	14	10	18	20	15	13	11	11	18	14	14	14	16	14	12	14

Running public services

A great deal	8	11	3	4	30	0	2	16	8	7	2	5	10	12	6	9	7	11	7	6	8	5	9
A fair amount	20	32	8	12	49	5	9	34	23	17	12	16	25	26	18	23	20	22	14	19	22	16	22
TOTAL A GREAT DEAL / FAIR AMOUNT	28	43	11	16	79	5	11	50	31	24	14	21	35	38	24	32	27	33	21	25	30	21	31
Not very much	16	24	12	17	10	13	15	18	15	16	10	13	16	22	17	14	16	16	15	15	17	18	14
Not at all	42	20	70	55	1	74	64	17	41	43	58	51	34	27	47	36	42	39	49	42	38	47	41
TOTAL NOT VERY MUCH / AT ALL	58	44	82	72	11	87	79	35	56	59	68	64	50	49	64	50	58	55	64	57	55	65	55
Don't know	15	14	7	12	10	8	9	16	12	18	17	15	15	13	12	18	15	12	14	18	15	13	13

Supporting businesses

A great deal	10	13	3	2	40	2	3	19	11	8	5	6	13	15	9	10	9	16	8	9	10	6	11
A fair amount	21	36	11	18	42	11	12	35	24	19	10	17	26	29	19	24	22	19	14	19	23	20	25
TOTAL A GREAT DEAL / FAIR AMOUNT	31	49	14	20	82	13	15	54	35	27	15	23	39	44	28	34	31	35	22	28	33	26	36
Not very much	16	19	15	20	4	12	15	15	16	15	14	16	15	17	17	13	16	14	17	16	17	19	13
Not at all	37	17	62	46	1	67	58	14	36	38	51	45	31	23	41	32	37	35	44	37	34	41	36
TOTAL NOT VERY MUCH / AT ALL	53	36	77	66	5	79	73	29	52	53	65	61	46	40	58	45	53	49	61	53	51	60	49
Don't know	16	14	9	13	13	8	11	17	13	20	19	16	16	16	14	20	16	16	16	19	17	15	15

Taxation

A great deal	7	11	2	3	29	1	1	15	8	6	4	5	9	10	7	8	7	10	5	5	8	6	9
A fair amount	19	34	8	12	48	3	10	34	23	16	7	16	26	25	17	23	20	20	17	19	19	16	21
TOTAL A GREAT DEAL / FAIR AMOUNT	26	45	10	15	77	4	11	49	31	22	11	21	35	35	24	31	27	30	22	24	27	22	30
Not very much	16	21	15	21	6	13	16	17	17	15	13	14	17	20	17	14	16	15	16	17	19	19	13
Not at all	41	20	66	53	1	75	62	17	40	42	57	49	33	27	45	35	41	36	45	39	37	47	41
TOTAL NOT VERY MUCH / AT ALL	57	41	81	74	7	88	78	34	57	57	70	63	50	47	62	49	57	51	61	56	56	66	54
Don't know	16	15	8	10	16	7	11	18	12	21	19	16	15	18	13	21	16	19	17	19	17	11	16

*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.