

# YouGov Survey Results

Sample Size: 1086 Reform UK Voters  
Fieldwork: 5th - 11th June 2024

	Vote in 2019 GE				EU Ref 2016		Gender		Age				Social Grade		Country			Region in England				
Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South		
<b>Weighted Sample</b>	<b>1055</b>	713	50	19	77	818	660	395	46	308	320	380	489	566	979	50	27	275	227	115	361	
<b>Unweighted Sample</b>	<b>1086</b>	739	52	21	96	878	643	443	28	308	351	399	541	545	1000	57	29	287	233	92	388	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Please imagine that Reform UK were not standing in your constituency at the next election. In this scenario, which party would you vote for?

Conservative	<b>36</b>	44	9	25	33	37	35	37	25	32	33	43	39	33	36	26	26	36	35	41	36
Labour	<b>6</b>	4	28	15	3	5	6	5	12	7	5	5	6	6	6	2	10	6	8	5	5
Liberal Democrat	<b>6</b>	5	13	28	12	5	5	7	4	5	5	7	6	5	6	3	7	5	7	1	8
Scottish National Party (SNP)	<b>0</b>	0	0	0	1	0	0	0	3	0	0	0	0	0	0	0	0	0	1	0	0
Plaid Cymru	<b>0</b>	0	0	0	1	0	1	0	4	0	0	0	0	1	0	8	0	0	0	0	0
Reform UK	<b>0</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Green	<b>4</b>	3	8	10	8	4	3	5	2	4	6	2	3	4	4	0	0	5	3	2	4
Some other party	<b>12</b>	11	7	12	11	11	13	10	8	15	11	10	13	11	12	13	9	13	7	18	11
Would not vote	<b>26</b>	22	21	5	20	26	29	21	37	26	26	24	22	29	25	36	24	27	26	18	25
Don't know	<b>11</b>	11	12	4	12	11	9	14	5	11	13	9	10	11	11	11	24	8	13	14	10
Refused	<b>0</b>	0	3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

How likely or unlikely do you think it is that the candidate representing Reform UK in your constituency at the next election will win?

Very likely	<b>5</b>	6	0	0	6	5	5	6	8	6	5	5	4	6	6	1	0	6	6	4	6
Fairly likely	<b>16</b>	16	15	17	17	15	15	19	23	14	15	18	18	15	16	16	18	14	20	15	16
<b>TOTAL LIKELY</b>	<b>21</b>	<b>22</b>	<b>15</b>	<b>17</b>	<b>23</b>	<b>20</b>	<b>20</b>	<b>25</b>	<b>31</b>	<b>20</b>	<b>20</b>	<b>23</b>	<b>22</b>	<b>21</b>	<b>22</b>	<b>17</b>	<b>18</b>	<b>20</b>	<b>26</b>	<b>19</b>	<b>22</b>
Fairly unlikely	<b>38</b>	37	39	52	40	38	40	36	25	36	44	38	36	40	39	39	31	33	38	40	43
Very unlikely	<b>23</b>	24	20	26	23	23	26	17	38	23	22	21	26	20	23	25	17	26	19	30	20
<b>TOTAL UNLIKELY</b>	<b>61</b>	<b>61</b>	<b>59</b>	<b>78</b>	<b>63</b>	<b>61</b>	<b>66</b>	<b>53</b>	<b>63</b>	<b>59</b>	<b>66</b>	<b>59</b>	<b>62</b>	<b>60</b>	<b>62</b>	<b>64</b>	<b>48</b>	<b>59</b>	<b>57</b>	<b>70</b>	<b>63</b>
Don't know	<b>17</b>	17	26	5	14	19	14	23	7	20	14	19	16	19	17	19	34	20	17	12	15

Sample Size: 1086 Reform UK Voters  
Fieldwork: 5th - 11th June 2024

	Vote in 2019 GE			EU Ref 2016		Gender		Age				Social Grade		Country			Region in England					
Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South		
<b>Weighted Sample</b>	<b>1055</b>	713	50	19	77	818	660	395	46	308	320	380	489	566	979	50	27	275	227	115	361	
<b>Unweighted Sample</b>	<b>1086</b>	739	52	21	96	878	643	443	28	308	351	399	541	545	1000	57	29	287	233	92	388	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which of the following would you prefer after the next election?

A Conservative government	<b>19</b>	23	5	13	18	19	18	22	22	18	17	21	22	16	20	10	9	19	18	17	22
A Labour government	<b>4</b>	3	12	7	2	3	4	4	10	6	3	2	5	3	4	4	0	2	7	2	3
Neither – both would be as bad as the other	<b>75</b>	72	77	79	77	76	77	71	68	72	78	75	71	78	74	87	91	76	73	77	72
Don't know	<b>2</b>	3	6	0	3	2	2	3	0	4	1	3	2	3	3	0	0	3	2	4	2

Do you have a favourable or unfavourable opinion of the following?

Conservatives

Very favourable	<b>2</b>	2	0	0	0	2	2	3	4	2	2	2	2	2	2	0	0	4	2	0	2
Somewhat favourable	<b>23</b>	27	3	21	23	23	21	26	21	19	20	28	26	20	23	18	15	22	21	30	24
<b>TOTAL FAVOURABLE</b>	<b>25</b>	<b>29</b>	<b>3</b>	<b>21</b>	<b>23</b>	<b>25</b>	<b>23</b>	<b>29</b>	<b>25</b>	<b>21</b>	<b>22</b>	<b>30</b>	<b>28</b>	<b>22</b>	<b>25</b>	<b>18</b>	<b>15</b>	<b>26</b>	<b>23</b>	<b>30</b>	<b>26</b>
Somewhat unfavourable	<b>33</b>	35	35	35	37	32	32	34	33	30	34	34	35	31	34	14	40	31	39	30	34
Very unfavourable	<b>41</b>	34	61	43	38	41	45	36	42	47	44	35	37	46	40	65	45	43	39	39	39
<b>TOTAL UNFAVOURABLE</b>	<b>74</b>	<b>69</b>	<b>96</b>	<b>78</b>	<b>75</b>	<b>73</b>	<b>77</b>	<b>70</b>	<b>75</b>	<b>77</b>	<b>78</b>	<b>69</b>	<b>72</b>	<b>77</b>	<b>74</b>	<b>79</b>	<b>85</b>	<b>74</b>	<b>78</b>	<b>69</b>	<b>73</b>
Don't know	<b>1</b>	1	2	0	2	1	1	1	0	1	0	1	0	1	1	3	0	0	0	1	1
<b>NET FAVOURABILITY</b>	<b>-49</b>	<b>-40</b>	<b>-93</b>	<b>-57</b>	<b>-52</b>	<b>-48</b>	<b>-54</b>	<b>-41</b>	<b>-50</b>	<b>-56</b>	<b>-56</b>	<b>-39</b>	<b>-44</b>	<b>-55</b>	<b>-49</b>	<b>-61</b>	<b>-70</b>	<b>-48</b>	<b>-55</b>	<b>-39</b>	<b>-47</b>

Labour

Very favourable	<b>0</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	2	0	0	0	0	0	0
Somewhat favourable	<b>7</b>	5	24	17	7	6	7	7	20	7	6	6	6	7	7	8	3	7	9	2	7
<b>TOTAL FAVOURABLE</b>	<b>7</b>	<b>5</b>	<b>24</b>	<b>17</b>	<b>7</b>	<b>6</b>	<b>7</b>	<b>7</b>	<b>20</b>	<b>7</b>	<b>6</b>	<b>6</b>	<b>6</b>	<b>7</b>	<b>7</b>	<b>10</b>	<b>3</b>	<b>7</b>	<b>9</b>	<b>2</b>	<b>7</b>
Somewhat unfavourable	<b>17</b>	16	38	36	27	17	17	18	11	21	18	15	17	18	17	17	32	16	20	16	17
Very unfavourable	<b>74</b>	77	36	48	66	76	75	74	69	70	76	78	75	74	75	74	57	76	70	82	75
<b>TOTAL UNFAVOURABLE</b>	<b>91</b>	<b>93</b>	<b>74</b>	<b>84</b>	<b>93</b>	<b>93</b>	<b>92</b>	<b>92</b>	<b>80</b>	<b>91</b>	<b>94</b>	<b>93</b>	<b>92</b>	<b>92</b>	<b>92</b>	<b>91</b>	<b>89</b>	<b>92</b>	<b>90</b>	<b>98</b>	<b>92</b>
Don't know	<b>1</b>	1	2	0	0	1	1	1	0	2	1	1	2	1	1	0	7	1	1	0	1
<b>NET FAVOURABILITY</b>	<b>-84</b>	<b>-88</b>	<b>-50</b>	<b>-67</b>	<b>-86</b>	<b>-87</b>	<b>-85</b>	<b>-85</b>	<b>-60</b>	<b>-84</b>	<b>-88</b>	<b>-87</b>	<b>-86</b>	<b>-85</b>	<b>-85</b>	<b>-81</b>	<b>-86</b>	<b>-85</b>	<b>-81</b>	<b>-96</b>	<b>-85</b>

Sample Size: 1086 Reform UK Voters  
 Fieldwork: 5th - 11th June 2024

	Vote in 2019 GE			EU Ref 2016		Gender		Age				Social Grade		Country			Region in England					
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South	
Weighted Sample	1055	713	50	19	77	818	660	395	46	308	320	380	489	566	979	50	27	275	227	115	361	
Unweighted Sample	1086	739	52	21	96	878	643	443	28	308	351	399	541	545	1000	57	29	287	233	92	388	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**Rishi Sunak**

Very favourable	2	2	0	4	3	2	2	3	4	1	2	3	2	2	2	1	0	3	2	3	2
Somewhat favourable	20	23	17	12	21	20	18	24	28	19	17	24	21	20	21	17	9	22	17	28	20
<b>TOTAL FAVOURABLE</b>	<b>22</b>	<b>25</b>	<b>17</b>	<b>16</b>	<b>24</b>	<b>22</b>	<b>20</b>	<b>27</b>	<b>32</b>	<b>20</b>	<b>19</b>	<b>27</b>	<b>23</b>	<b>22</b>	<b>23</b>	<b>18</b>	<b>9</b>	<b>25</b>	<b>19</b>	<b>31</b>	<b>22</b>
Somewhat unfavourable	30	32	23	37	34	30	31	29	21	28	30	33	32	28	30	33	36	23	36	25	33
Very unfavourable	46	42	58	47	41	47	48	42	47	51	50	39	43	49	46	47	52	50	46	43	44
<b>TOTAL UNFAVOURABLE</b>	<b>76</b>	<b>74</b>	<b>81</b>	<b>84</b>	<b>75</b>	<b>77</b>	<b>79</b>	<b>71</b>	<b>68</b>	<b>79</b>	<b>80</b>	<b>72</b>	<b>75</b>	<b>77</b>	<b>76</b>	<b>80</b>	<b>88</b>	<b>73</b>	<b>82</b>	<b>68</b>	<b>77</b>
Don't know	1	1	2	0	1	1	1	2	0	2	0	2	1	1	1	2	3	2	1	1	1
<b>NET FAVOURABILITY</b>	<b>-54</b>	<b>-49</b>	<b>-64</b>	<b>-68</b>	<b>-51</b>	<b>-55</b>	<b>-59</b>	<b>-44</b>	<b>-36</b>	<b>-59</b>	<b>-61</b>	<b>-45</b>	<b>-52</b>	<b>-55</b>	<b>-53</b>	<b>-62</b>	<b>-79</b>	<b>-48</b>	<b>-63</b>	<b>-37</b>	<b>-55</b>

**Keir Starmer**

Very favourable	0	0	0	0	1	0	0	0	0	0	1	0	0	0	0	0	0	0	0	1	1
Somewhat favourable	6	5	16	29	10	5	6	7	21	8	5	5	8	5	6	9	10	5	6	5	7
<b>TOTAL FAVOURABLE</b>	<b>6</b>	<b>5</b>	<b>16</b>	<b>29</b>	<b>11</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>21</b>	<b>8</b>	<b>6</b>	<b>5</b>	<b>8</b>	<b>5</b>	<b>6</b>	<b>9</b>	<b>10</b>	<b>5</b>	<b>6</b>	<b>6</b>	<b>8</b>
Somewhat unfavourable	21	20	43	25	28	19	22	18	26	21	23	18	20	21	21	11	24	21	22	22	20
Very unfavourable	71	74	42	46	62	74	70	73	53	67	71	77	70	72	71	81	66	72	69	72	71
<b>TOTAL UNFAVOURABLE</b>	<b>92</b>	<b>94</b>	<b>85</b>	<b>71</b>	<b>90</b>	<b>93</b>	<b>92</b>	<b>91</b>	<b>79</b>	<b>88</b>	<b>94</b>	<b>95</b>	<b>90</b>	<b>93</b>	<b>92</b>	<b>92</b>	<b>90</b>	<b>93</b>	<b>91</b>	<b>94</b>	<b>91</b>
Don't know	2	1	0	0	0	1	1	2	0	4	1	1	2	1	2	0	0	2	3	0	1
<b>NET FAVOURABILITY</b>	<b>-86</b>	<b>-89</b>	<b>-69</b>	<b>-42</b>	<b>-79</b>	<b>-88</b>	<b>-86</b>	<b>-84</b>	<b>-58</b>	<b>-80</b>	<b>-88</b>	<b>-90</b>	<b>-82</b>	<b>-88</b>	<b>-86</b>	<b>-83</b>	<b>-80</b>	<b>-88</b>	<b>-85</b>	<b>-88</b>	<b>-83</b>

**Reform UK**

Very favourable	60	61	46	35	48	62	60	59	72	58	57	62	57	62	60	63	43	59	61	59	59
Somewhat favourable	37	37	52	65	45	35	37	38	28	38	39	37	40	35	37	34	57	37	35	37	38
<b>TOTAL FAVOURABLE</b>	<b>97</b>	<b>98</b>	<b>98</b>	<b>100</b>	<b>93</b>	<b>97</b>	<b>97</b>	<b>97</b>	<b>100</b>	<b>96</b>	<b>96</b>	<b>99</b>	<b>97</b>	<b>97</b>	<b>97</b>	<b>97</b>	<b>100</b>	<b>96</b>	<b>96</b>	<b>96</b>	<b>97</b>
Somewhat unfavourable	2	2	0	0	6	1	2	1	0	3	2	1	2	2	2	1	0	1	2	3	1
Very unfavourable	1	1	0	0	1	1	1	1	0	1	1	0	1	0	1	0	0	1	0	0	1
<b>TOTAL UNFAVOURABLE</b>	<b>3</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>7</b>	<b>2</b>	<b>3</b>	<b>2</b>	<b>0</b>	<b>4</b>	<b>3</b>	<b>1</b>	<b>3</b>	<b>2</b>	<b>3</b>	<b>1</b>	<b>0</b>	<b>2</b>	<b>2</b>	<b>3</b>	<b>2</b>
Don't know	1	1	1	0	1	1	0	1	0	1	1	1	1	1	1	1	0	1	1	1	0
<b>NET FAVOURABILITY</b>	<b>94</b>	<b>95</b>	<b>98</b>	<b>100</b>	<b>86</b>	<b>95</b>	<b>94</b>	<b>95</b>	<b>100</b>	<b>92</b>	<b>93</b>	<b>98</b>	<b>94</b>	<b>95</b>	<b>94</b>	<b>96</b>	<b>100</b>	<b>94</b>	<b>94</b>	<b>93</b>	<b>95</b>

Sample Size: 1086 Reform UK Voters  
Fieldwork: 5th - 11th June 2024

	Vote in 2019 GE			EU Ref 2016		Gender		Age				Social Grade		Country			Region in England					
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South	
<b>Weighted Sample</b>	<b>1055</b>	713	50	19	77	818	660	395	46	308	320	380	489	566	979	50	27	275	227	115	361	
<b>Unweighted Sample</b>	<b>1086</b>	739	52	21	96	878	643	443	28	308	351	399	541	545	1000	57	29	287	233	92	388	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**Nigel Farage**

Very favourable	57	58	38	30	38	59	59	53	77	54	56	57	57	56	57	64	28	57	58	66	53
Somewhat favourable	35	35	39	65	42	34	34	37	20	35	34	38	33	37	35	32	58	31	36	27	39
<b>TOTAL FAVOURABLE</b>	<b>92</b>	<b>93</b>	<b>77</b>	<b>95</b>	<b>80</b>	<b>93</b>	<b>93</b>	<b>90</b>	<b>97</b>	<b>89</b>	<b>90</b>	<b>95</b>	<b>90</b>	<b>93</b>	<b>92</b>	<b>96</b>	<b>86</b>	<b>88</b>	<b>94</b>	<b>93</b>	<b>92</b>
Somewhat unfavourable	5	4	21	5	13	4	5	6	4	7	7	3	7	4	5	4	13	6	4	4	6
Very unfavourable	2	1	2	0	6	1	2	1	0	2	2	1	2	1	2	0	0	3	1	1	1
<b>TOTAL UNFAVOURABLE</b>	<b>7</b>	<b>5</b>	<b>23</b>	<b>5</b>	<b>19</b>	<b>5</b>	<b>7</b>	<b>7</b>	<b>4</b>	<b>9</b>	<b>9</b>	<b>4</b>	<b>9</b>	<b>5</b>	<b>7</b>	<b>4</b>	<b>13</b>	<b>9</b>	<b>5</b>	<b>5</b>	<b>7</b>
Don't know	1	1	0	0	0	2	1	3	0	2	2	1	1	2	1	0	0	3	1	2	1
<b>NET FAVOURABILITY</b>	<b>85</b>	<b>88</b>	<b>54</b>	<b>90</b>	<b>61</b>	<b>88</b>	<b>86</b>	<b>83</b>	<b>93</b>	<b>80</b>	<b>81</b>	<b>91</b>	<b>81</b>	<b>88</b>	<b>85</b>	<b>92</b>	<b>73</b>	<b>79</b>	<b>89</b>	<b>88</b>	<b>85</b>

*\*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.*