

YouGov Survey Results

Sample Size: 2268 Adults in GB
Fieldwork: 16th - 17th January 2025

	Vote in 2024 GE				EU Ref 2016		Gender		Age				Social Grade		Country			Region in England				
	Total	Con	Lab	Lib Dem	Reform UK	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	2268	408	583	209	245	796	810	1098	1170	238	937	560	533	1293	975	1962	109	197	538	372	274	778
Unweighted Sample	2268	330	690	240	299	926	883	1057	1211	127	880	579	682	1397	871	1933	128	207	537	398	206	792
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which of the following parties would you consider voting for at a future general election? Please select all that apply.

Conservative	27	88	10	15	21	22	40	29	25	19	20	28	41	29	23	28	21	15	24	29	22	33
Labour	28	5	70	34	2	48	10	30	27	36	35	26	15	34	21	29	29	26	32	25	31	27
Liberal Democrats	23	9	35	78	3	39	10	25	22	28	28	18	18	28	17	24	16	21	22	21	23	26
Scottish National Party	3	0	2	1	0	6	1	3	3	3	3	3	2	3	3	0	0	33	0	0	0	0
Plaid Cymru	1	0	2	0	0	2	1	1	1	1	2	1	0	1	1	0	25	0	0	0	0	0
Reform UK	24	33	9	8	90	9	46	29	19	14	17	28	36	22	26	24	27	22	23	28	17	25
Green Party	18	3	27	29	2	30	7	18	18	25	24	14	9	22	13	18	21	16	18	17	21	17
None of the above	10	0	3	2	2	3	7	11	10	18	11	10	6	7	15	11	7	6	12	14	13	8
Don't know	11	4	11	10	5	9	10	7	15	12	13	11	8	11	12	11	9	13	13	11	11	10

You said previously that you would consider voting for Reform UK. What would you say most attracts you to Reform UK? Please be detailed in your answer.

[Asked only to those who said they would consider voting for Reform UK; n=579]

Respondents answered in their own words, which YouGov's AI language model has categorised into the below categories

It's not Labour or the Conservatives / Another party needs a go / Better than the rest	19	9	31	23	19	17	21	22	14	9	18	19	21	19	19	18	18	29	23	18	12	16
Their policies on immigration	18	23	16	5	19	16	16	16	21	16	17	21	18	19	18	19	15	9	21	24	14	17
Being different / new approach / change	11	16	11	29	8	18	12	12	10	0	15	8	14	11	12	10	24	20	11	6	11	11
General policies / values	11	12	9	16	11	11	10	10	13	40	10	11	9	13	9	12	0	13	7	7	13	18
Honest / Trustworthy / Common sense	8	9	1	4	10	3	10	8	8	7	5	11	9	6	11	9	6	4	7	10	23	6
Best for the country / Stand up for Britain	7	7	6	5	8	10	9	8	7	0	6	12	6	4	11	8	2	4	11	10	5	6
Represent average/working Britons	7	6	5	5	9	7	8	5	9	0	5	5	10	6	8	7	12	3	2	10	5	8
Not Labour / Not Left-wing	5	6	2	0	4	10	3	5	5	0	10	4	3	7	3	5	3	3	5	6	4	5
Not Conservatives / True Conservative Values	4	7	3	10	3	3	3	5	2	16	3	3	3	6	1	4	8	2	4	4	3	4
Nigel Farage / leadership	4	1	2	0	5	1	4	3	4	4	4	4	4	4	3	4	0	3	6	1	3	5
Other	5	4	14	3	3	5	3	5	5	9	8	4	3	5	5	4	13	11	3	4	5	4

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

You said previously that you would consider voting for Reform UK. What would you say is your biggest reservation, if any, about voting for Reform UK? Please be detailed in your answer.

[Asked only to those who said they would consider voting for Reform UK; n=579]
[See Tab 2]

I have no reservations	28	18	28	3	40	24	31	29	27	13	29	34	26	26	31	27	34	44	25	23	36	27
Lack of experience governing	11	14	11	26	10	15	11	11	10	5	4	15	14	12	9	11	11	7	8	12	14	12
A minority party might and wasted vote	9	15	7	2	8	4	11	8	10	6	6	10	11	11	7	9	7	11	6	13	8	9
I don't trust any politician to deliver on their promises	8	4	4	3	8	6	7	6	10	0	10	7	8	7	9	8	0	13	11	7	0	8
Too right-wing / extreme	7	15	8	20	2	9	6	7	7	0	9	6	8	6	9	7	7	7	6	9	13	6
I dislike Nigel Farage as leader	4	2	11	5	2	11	3	5	3	0	7	3	3	4	4	4	9	0	5	1	5	6
I dislike the party's politicians and its voters	4	10	1	0	3	6	4	4	3	6	1	5	5	6	2	4	3	0	6	3	2	5
Their lack of policy	4	3	3	3	2	1	4	5	3	15	3	5	2	5	3	4	5	2	3	6	1	4
They'll be sabotaged by media/deep state	3	0	0	0	4	1	2	4	1	7	5	2	2	1	5	3	3	0	7	1	5	2
The party's racists tendencies	3	4	4	6	1	4	3	2	4	4	4	2	2	4	2	2	3	10	2	0	7	2
Farage's association to Elon Musk and Donald Trump	2	6	0	5	2	3	3	2	2	0	1	3	3	3	2	3	0	0	3	2	1	3
Their immigration policy	2	1	0	5	2	1	1	1	3	15	2	1	2	1	3	2	0	0	1	2	0	4
Policies on NHS	2	0	1	0	1	1	1	2	1	11	2	1	1	2	1	2	0	0	4	1	0	2
Other policy complaint	2	1	3	18	1	4	1	2	1	5	1	1	2	2	1	2	2	1	2	1	0	2
I question their competence to run a country and economy	1	2	2	0	1	1	1	2	0	0	2	1	1	1	2	2	2	0	1	4	0	1
They're a divided party	1	1	1	0	1	1	1	1	1	0	1	1	2	2	1	1	2	2	2	1	0	1
They are not right wing enough	1	0	1	0	2	1	1	1	1	0	2	0	1	0	1	1	0	0	2	1	2	0
Other	4	2	14	3	5	1	5	5	4	9	5	1	5	4	4	4	9	3	4	7	2	3
Don't know	4	3	1	0	6	6	4	2	6	4	7	3	2	3	5	4	2	0	3	6	3	5

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

Which of the following do you consider to be the 'main parties' in Britain today?

Conservative Party	Are one of the 'main parties'	88	98	90	95	83	93	89	88	88	89	90	86	92	84	89	85	90	88	87	89	89	
	Are not one of the 'main parties'	6	1	8	3	14	6	7	7	5	0	5	6	10	5	8	6	6	7	6	6	6	
	Don't know	6	1	2	2	3	1	3	4	7	12	6	4	4	3	8	6	9	4	6	7	5	
Labour Party	Are one of the 'main parties'	90	94	96	99	86	97	89	90	91	87	92	93	87	93	86	90	90	94	90	88	92	91
	Are not one of the 'main parties'	5	4	2	1	13	2	8	5	4	2	3	5	9	3	6	5	2	2	6	5	3	5
	Don't know	5	1	1	1	2	1	3	5	5	11	5	3	4	3	7	5	7	4	4	7	5	4
Liberal Democrats	Are one of the 'main parties'	44	37	57	73	22	59	31	43	46	49	48	40	40	48	40	44	46	46	42	35	44	50
	Are not one of the 'main parties'	47	59	38	25	75	38	63	50	45	34	44	54	53	46	49	48	44	48	50	55	47	43
	Don't know	8	4	5	2	4	3	6	7	9	17	8	6	6	6	11	8	9	6	8	11	9	8
Reform UK	Are one of the 'main parties'	29	36	17	17	79	17	44	35	24	30	24	32	35	27	32	30	29	23	30	35	25	29
	Are not one of the 'main parties'	61	59	76	77	20	78	49	57	64	52	66	60	56	65	55	60	62	67	61	55	62	61
	Don't know	10	5	7	7	1	5	7	8	12	18	10	9	9	8	13	10	10	10	9	11	14	10
Green Party	Are one of the 'main parties'	9	3	12	14	4	12	5	8	11	17	11	8	5	10	9	9	8	12	9	8	10	9
	Are not one of the 'main parties'	82	94	83	82	92	85	88	86	79	70	81	85	87	85	79	83	81	80	83	83	81	84
	Don't know	8	4	5	4	4	3	6	6	10	13	8	7	8	5	13	8	11	8	8	8	9	7
Scottish National Party (SNP)	Are one of the 'main parties'	24	19	29	31	13	35	19	24	24	20	26	26	19	25	22	22	25	47	20	26	22	21
	Are not one of the 'main parties'	64	75	62	61	80	60	71	66	61	58	62	64	68	65	62	65	63	47	67	62	67	66
	Don't know	12	6	8	8	7	6	10	10	15	22	11	10	13	10	16	13	12	6	14	12	12	13

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

Would you support or oppose a merger of the Conservative Party and Reform UK into a single party?

Strongly support	3	6	2	2	7	1	6	4	2	3	3	4	5	3	4	3	7	2	2	3	2	5
Somewhat support	17	41	5	9	31	10	30	19	16	9	13	21	25	17	18	18	17	9	19	18	16	19
TOTAL SUPPORT	20	47	7	11	38	11	36	23	18	12	16	25	30	20	22	21	24	11	21	21	18	24
Somewhat oppose	15	18	12	18	22	14	18	16	14	17	15	15	15	16	14	15	10	20	15	17	13	14
Strongly oppose	37	24	56	48	29	54	26	37	37	36	42	34	32	41	32	37	38	38	37	33	41	37
TOTAL OPPOSE	52	42	68	66	51	68	44	53	51	53	57	49	47	57	46	52	48	58	52	50	54	51
Don't know	27	11	25	23	10	21	21	23	30	35	28	26	23	23	33	26	29	31	27	28	28	25

If the Conservative Party and Reform UK were to merge and create a single party, do you think that party would be more like the Conservatives today, more like Reform UK today, or equally like both parties?

More like the Conservatives	21	25	17	14	34	15	26	23	19	26	23	20	18	21	22	21	24	23	20	24	16	22
More like Reform UK	34	30	47	48	30	47	26	37	32	36	37	34	30	41	26	35	33	33	36	33	36	34
Equally like both parties	15	24	12	11	16	13	19	15	14	8	12	16	21	12	18	15	12	14	15	13	17	15
Don't know	30	22	25	28	21	25	29	24	35	31	28	30	32	27	34	30	30	30	30	30	31	29

Would you feel positive or negative about Reform UK replacing the Conservatives as the main right-wing party in the UK?

Very positive	10	7	3	1	61	3	22	13	7	6	7	14	13	9	12	10	13	6	11	11	7	10
Fairly positive	11	17	5	6	22	5	18	11	10	3	9	12	17	9	13	10	9	15	11	12	9	10
TOTAL POSITIVE	21	24	8	7	83	8	40	24	17	9	16	26	30	18	25	20	22	21	22	23	16	20
Neither positive nor negative	17	25	11	13	9	12	20	18	16	20	14	17	20	15	19	17	16	15	14	18	17	19
Fairly negative	12	21	11	17	3	12	12	12	12	12	13	10	14	14	10	12	12	12	13	11	10	13
Very negative	37	24	61	54	2	60	19	36	37	41	42	35	27	42	29	36	38	42	36	32	43	36
TOTAL NEGATIVE	49	45	72	71	5	72	31	48	49	53	55	45	41	56	39	48	50	54	49	43	53	49
Don't know	13	6	8	9	4	8	10	9	18	18	15	13	8	11	17	14	13	10	14	15	14	13

*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.