

YouGov Survey Results

Sample Size: 2087 GB Adults
Fieldwork: 20th - 21st 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	2087	376	536	192	225	120	733	745	1008	1079	219	860	515	493	707	467	624	1805	100	182	495	342	253	716
Unweighted Sample	2087	357	557	216	234	112	856	746	907	1180	154	701	620	612	812	476	493	1763	128	196	514	339	183	727
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you think Reform UK is in touch or out of touch?

In touch	28	44	11	15	80	11	14	52	33	23	13	22	35	37	24	33	30	29	20	24	30	31	20	30
Out of touch	46	27	67	64	4	67	64	22	47	45	72	50	39	36	52	41	39	46	51	47	44	40	61	44
Neither	15	21	15	16	9	15	17	16	14	17	5	16	16	18	18	16	15	15	18	16	16	17	12	15
Don't know	11	8	7	5	7	7	6	10	6	15	10	13	10	9	6	9	16	11	11	13	9	12	8	12

Do you think Reform UK cares about ordinary people, or care about only a select few?

Cares about ordinary people	24	41	7	8	73	4	10	46	28	20	10	18	29	34	20	29	27	25	17	19	25	24	21	26
Cares about only a select few	56	38	76	79	14	85	75	33	56	56	79	59	50	47	62	51	50	56	54	61	56	53	62	55
Neither	10	10	11	9	5	6	11	10	11	10	6	11	12	10	11	10	11	10	20	10	10	11	12	8
Don't know	10	11	6	5	8	5	5	11	5	14	5	12	9	9	7	10	12	10	10	10	9	12	5	11

Do you think Reform UK is trustworthy or untrustworthy?

Trustworthy	16	24	4	5	64	2	5	35	20	13	5	13	20	23	13	18	20	17	14	9	19	18	14	17
Untrustworthy	62	46	85	86	9	87	83	37	64	61	83	66	57	53	71	59	52	62	66	69	62	57	73	59
Neither	9	15	5	6	16	1	6	14	8	10	4	8	11	12	7	11	12	10	10	8	10	9	5	11
Don't know	12	15	5	3	11	10	6	14	8	15	8	13	12	12	9	12	16	12	11	14	8	16	8	13

Do you think Reform UK is trying to do the right thing, or serving their own interests?

Trying to do the right thing	24	40	8	7	76	2	10	48	28	21	10	19	30	35	20	29	29	26	16	18	27	27	21	26
Serving their own interests	62	45	84	88	11	91	83	39	62	62	74	67	58	53	71	58	53	61	69	67	62	59	68	60
Neither	4	5	4	2	3	1	3	4	3	5	3	3	4	5	3	4	5	4	2	5	5	3	3	4
Don't know	10	9	5	3	10	7	4	9	6	12	12	11	8	7	7	9	13	9	13	10	6	12	8	11

Do you think Reform UK is strong or weak?

Strong	29	38	13	22	76	21	15	49	33	25	27	25	31	33	24	31	33	29	21	29	29	30	27	30
Weak	35	22	50	52	5	43	49	19	37	33	46	38	32	28	39	31	31	35	35	33	37	33	39	33
Neither	22	28	25	21	13	16	24	22	21	23	15	20	24	27	26	23	18	22	22	23	22	19	19	24
Don't know	14	12	13	6	6	19	12	11	9	20	12	17	13	12	11	15	18	14	22	15	12	17	15	13

Do you think Reform UK is moderate or extreme?

Moderate	21	27	11	12	60	1	10	35	25	16	15	21	23	21	18	22	23	22	11	15	22	23	19	22
Extreme	59	49	79	79	9	83	81	36	59	59	70	59	56	57	67	58	49	58	63	67	58	53	68	56
Neither	10	16	5	5	25	4	5	19	11	10	3	7	13	17	9	11	13	10	17	7	11	9	5	13
Don't know	10	8	5	5	7	12	5	10	5	15	11	13	8	6	6	9	15	10	9	11	9	14	9	9

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

Do you think Reform UK is competent or incompetent?

Competent	21	28	7	8	71	4	8	41	25	17	11	19	25	26	16	23	26	22	17	15	24	22	17	22
Incompetent	56	39	79	78	6	77	77	32	58	54	75	58	53	48	67	49	48	56	58	62	58	50	65	53
Neither	10	19	6	6	11	5	7	14	8	11	3	8	11	13	9	12	10	10	9	7	8	10	9	11
Don't know	13	15	7	7	12	14	8	13	8	18	11	15	11	12	8	16	16	13	16	16	10	18	9	13

Do you think Reform UK has a clear sense of purpose, or are unclear about what they stand for?

Have a clear sense of purpose	44	55	35	39	75	36	38	57	46	41	40	45	42	46	41	47	44	44	32	44	44	45	40	46
Are unclear what they stand for	37	30	46	48	12	47	47	25	40	35	45	35	37	37	42	34	34	36	50	38	37	38	41	33
Neither	8	9	9	7	7	10	9	9	8	8	5	6	11	10	9	6	9	9	6	7	10	6	8	9
Don't know	11	6	10	5	6	7	7	9	6	16	9	13	11	7	8	12	12	11	12	12	9	11	11	12

Do you think Reform UK is tolerant or prejudiced?

Tolerant	15	22	6	6	56	2	5	31	19	12	6	13	17	22	12	18	18	16	8	12	18	14	15	17
Prejudiced	61	48	84	84	9	87	84	36	61	61	77	62	57	56	71	60	51	60	67	64	60	56	70	59
Neither	13	19	5	7	27	2	7	22	13	12	7	12	16	14	12	12	16	13	11	10	14	17	9	13
Don't know	11	11	6	3	8	9	4	11	7	14	11	13	10	7	6	10	15	10	14	14	9	14	6	11

*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.