

YouGov Conjoint Results

Sample Size: 3035 GB adults either intending to vote for Reform UK, or considering voting Reform UK (6+/10)

Fieldwork: 18th - 26th August 2025

Anti-Reform Message	Picked Overall (%)	Reform Segment				
		Disgusted Disrupters	Left Behind Collectivists	Traditional Conservatives	Melancholy Middle	Civic Pragmatists
ECONOMY: Nigel Farage has made billions of pounds worth of spending commitments without any idea of how to pay for it. That risks putting up mortgage rates, food and energy bills even more. When prices are already high, we can't let that happen again.	57	53	54	66	58	59
EMPLOYMENT RIGHTS: Parliament tried to pass a law to ban exploitative zero-hours contracts, protect sick pay, and guarantee fair hours. Reform UK voted against it. They want to scrap employment protections and cut health and safety rules. Farage talks about standing up for working people - but he's voting to take their rights away.	56	57	54	60	59	52
SOCIAL SECURITY: Reform UK wants to slash public spending by £140 billion - targeting the support that working families, pensioners, and disabled people depend on. Most benefit claimants are in work or unable to work. Cutting their support to fund tax breaks for the richest isn't standing with ordinary people - it's punishing them.	55	60	57	54	50	50
NHS ACCESS: Farage has openly suggested moving the NHS to a US-style insurance system. That would end care based on need, not money. He's since tried to backtrack, but the record's clear. Now he wants cuts to public services - risking the very services people rely on. Our NHS is at risk if he wins the next election.	54	54	52	55	59	50
TRUMP: Nigel Farage is Britain's Trump: palling around with him, skipping work to attend rallies, and copying Trump's approach to politics. Like Trump, he stokes division. Now he wants to be Prime Minister. A vote for Farage is a vote for Trump and chaos.	48	51	52	47	40	47
CORPORATE INTEREST: Farage says he's anti-elite but his party has taken over £2 million from fossil fuel lobbyists. He wants tax cuts for the rich, and has voted for fewer rights for workers. He's not smashing the system - he is the system. He and his rich mates win, the rest of us lose.	47	51	49	53	45	40
BREXIT: Nigel Farage was the chief architect of Brexit which has badly damaged the UK economy. He claimed it would be great for our country, but in reality it pushed up prices, slowed growth and made us all poorer. But he doesn't regret it, proving he doesn't do what is best for ordinary people.	43	41	42	34	44	52
IMMIGRATION: When we were in the EU, immigration and small boat crossings were lower. No one pushed for Brexit harder than Nigel Farage, and so no one else is more to blame for the high levels of people now trying to come to the UK than him.	40	33	40	32	43	50