

YouGov Survey 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

| | Reform Segment | | | | | | Westminster VI | | | | | | |
|--------------------------|----------------|----------------------|---------------------------|---------------------------|-------------------|-------------------|----------------|-----|-----|---------|-------|---------------------------|----------------------------|
| | Total | Disgusted Disrupters | Left Behind Collectivists | Traditional Conservatives | Melancholy Middle | Civic Pragmatists | Reform UK | Con | Lab | Lib Dem | Green | TOTAL Non-Reform UK Party | Don't know/ Would not vote |
| Weighted Sample | 3035 | 729 | 780 | 391 | 511 | 624 | 2276 | 257 | 88 | 47 | 13 | 438 | 320 |
| Unweighted Sample | 3035 | 754 | 783 | 436 | 491 | 571 | 2388 | 259 | 55 | 41 | 12 | 391 | 256 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |

Thinking about the current state of the country, do you think each of the following has had a positive or negative impact on the UK as a whole?

Large business in general

| | | | | | | | | | | | | | |
|-------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very positive | 6 | 3 | 3 | 10 | 6 | 11 | 5 | 10 | 32 | 6 | 23 | 16 | 5 |
| Fairly positive | 29 | 23 | 20 | 43 | 34 | 35 | 28 | 40 | 26 | 28 | 20 | 33 | 27 |
| TOTAL POSITIVE | 35 | 26 | 23 | 53 | 40 | 46 | 33 | 50 | 58 | 34 | 43 | 49 | 32 |
| Neither positive nor negative | 35 | 36 | 37 | 32 | 34 | 32 | 35 | 31 | 28 | 40 | 24 | 31 | 32 |
| Fairly negative | 18 | 22 | 23 | 9 | 15 | 12 | 19 | 12 | 10 | 17 | 26 | 14 | 14 |
| Very negative | 7 | 12 | 11 | 1 | 3 | 3 | 8 | 2 | 1 | 3 | 7 | 2 | 9 |
| TOTAL NEGATIVE | 25 | 34 | 34 | 10 | 18 | 15 | 27 | 14 | 11 | 20 | 33 | 16 | 23 |
| Don't know | 5 | 4 | 6 | 4 | 8 | 6 | 5 | 5 | 2 | 6 | 0 | 4 | 12 |

Energy companies

| | | | | | | | | | | | | | |
|-------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very positive | 3 | 1 | 1 | 3 | 1 | 9 | 2 | 3 | 28 | 4 | 0 | 8 | 1 |
| Fairly positive | 11 | 4 | 7 | 16 | 17 | 18 | 10 | 14 | 22 | 16 | 25 | 16 | 12 |
| TOTAL POSITIVE | 14 | 5 | 8 | 19 | 18 | 27 | 12 | 17 | 50 | 20 | 25 | 24 | 13 |
| Neither positive nor negative | 23 | 16 | 17 | 28 | 33 | 26 | 22 | 27 | 28 | 22 | 32 | 26 | 26 |
| Fairly negative | 31 | 33 | 31 | 36 | 28 | 31 | 32 | 33 | 12 | 27 | 23 | 29 | 28 |
| Very negative | 28 | 45 | 41 | 16 | 15 | 12 | 31 | 20 | 7 | 31 | 20 | 19 | 26 |
| TOTAL NEGATIVE | 59 | 78 | 72 | 52 | 43 | 43 | 63 | 53 | 19 | 58 | 43 | 48 | 54 |
| Don't know | 3 | 1 | 3 | 2 | 6 | 4 | 3 | 3 | 4 | 2 | 0 | 2 | 7 |

Big banks

| | | | | | | | | | | | | | |
|-------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very positive | 4 | 2 | 1 | 5 | 3 | 9 | 3 | 6 | 23 | 4 | 0 | 8 | 1 |
| Fairly positive | 19 | 11 | 12 | 27 | 26 | 27 | 17 | 30 | 36 | 22 | 29 | 29 | 19 |
| TOTAL POSITIVE | 23 | 13 | 13 | 32 | 29 | 36 | 20 | 36 | 59 | 26 | 29 | 37 | 20 |
| Neither positive nor negative | 33 | 30 | 31 | 37 | 36 | 32 | 33 | 38 | 24 | 32 | 25 | 32 | 33 |
| Fairly negative | 26 | 30 | 29 | 24 | 23 | 19 | 27 | 18 | 8 | 26 | 39 | 21 | 23 |
| Very negative | 14 | 24 | 21 | 5 | 6 | 6 | 16 | 4 | 8 | 8 | 7 | 5 | 11 |
| TOTAL NEGATIVE | 40 | 54 | 50 | 29 | 29 | 25 | 43 | 22 | 16 | 34 | 46 | 26 | 34 |
| Don't know | 5 | 3 | 7 | 2 | 6 | 8 | 5 | 5 | 2 | 9 | 0 | 4 | 13 |

Large supermarkets

| | | | | | | | | | | | | | |
|-------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very positive | 7 | 4 | 6 | 7 | 4 | 14 | 6 | 11 | 26 | 12 | 23 | 14 | 4 |
| Fairly positive | 35 | 23 | 29 | 42 | 44 | 47 | 34 | 50 | 40 | 27 | 34 | 42 | 38 |
| TOTAL POSITIVE | 42 | 27 | 35 | 49 | 48 | 61 | 40 | 61 | 66 | 39 | 57 | 56 | 42 |
| Neither positive nor negative | 30 | 37 | 32 | 29 | 27 | 22 | 31 | 22 | 24 | 36 | 18 | 25 | 30 |
| Fairly negative | 19 | 23 | 22 | 18 | 18 | 12 | 21 | 14 | 7 | 22 | 25 | 15 | 13 |
| Very negative | 6 | 11 | 9 | 3 | 3 | 2 | 7 | 2 | 1 | 2 | 0 | 2 | 7 |
| TOTAL NEGATIVE | 25 | 34 | 31 | 21 | 21 | 14 | 28 | 16 | 8 | 24 | 25 | 17 | 20 |
| Don't know | 2 | 2 | 3 | 2 | 5 | 2 | 2 | 2 | 2 | 2 | 0 | 1 | 7 |

YouGov Survey 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

| | Vote in 2024 GE | | | | | | | | Considering (6+/10) but not voting Reform UK | Vote in 2016 EU | | Gender | | Age (1) | | | | Age (2) | | | | |
|--------------------------|-----------------|-----------|-----|-----|---------|-------|---------------------------|------------------------------|--|-----------------|-------|--------|--------|---------|-------|-------|------|---------|-------|-------|------|---|
| | Total | Reform UK | Con | Lab | Lib Dem | Green | TOTAL Non-Reform UK Party | Can't remember / Didn't vote | | Remain | Leave | Male | Female | 18-24 | 25-49 | 50-64 | 65+ | 18-34 | 35-49 | 50-64 | 65+ | |
| Weighted Sample | 3035 | 1123 | 708 | 366 | 112 | 39 | 1305 | 607 | 759 | 468 | 2074 | 1700 | 1335 | 119 | 1004 | 911 | 1002 | 425 | 698 | 911 | 1002 | |
| Unweighted Sample | 3035 | 1182 | 801 | 338 | 112 | 35 | 1374 | 479 | 647 | 463 | 2223 | 1561 | 1474 | 61 | 724 | 1052 | 1198 | 238 | 547 | 1052 | 1198 | |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

Thinking about the current state of the country, do you think each of the following has had a positive or negative impact on the UK as a whole?

Large business in general

| | | | | | | | | | | | | | | | | | | | | | |
|-------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very positive | 6 | 3 | 8 | 10 | 7 | 8 | 8 | 8 | 11 | 7 | 5 | 8 | 5 | 15 | 9 | 5 | 4 | 15 | 6 | 5 | 4 |
| Fairly positive | 29 | 28 | 36 | 27 | 31 | 24 | 32 | 25 | 30 | 33 | 28 | 30 | 28 | 36 | 28 | 29 | 29 | 30 | 28 | 29 | 29 |
| TOTAL POSITIVE | 35 | 31 | 44 | 37 | 38 | 32 | 40 | 33 | 41 | 40 | 33 | 38 | 33 | 51 | 37 | 34 | 33 | 45 | 34 | 34 | 33 |
| Neither positive nor negative | 35 | 34 | 34 | 33 | 30 | 32 | 34 | 38 | 32 | 33 | 37 | 33 | 37 | 25 | 32 | 34 | 38 | 27 | 34 | 34 | 38 |
| Fairly negative | 18 | 19 | 14 | 21 | 21 | 19 | 17 | 15 | 14 | 18 | 18 | 18 | 17 | 5 | 19 | 18 | 17 | 15 | 20 | 18 | 17 |
| Very negative | 7 | 10 | 4 | 4 | 6 | 17 | 5 | 6 | 5 | 5 | 7 | 8 | 6 | 13 | 5 | 8 | 8 | 6 | 5 | 8 | 8 |
| TOTAL NEGATIVE | 25 | 29 | 18 | 25 | 27 | 36 | 22 | 21 | 19 | 23 | 25 | 26 | 23 | 18 | 24 | 26 | 25 | 21 | 25 | 26 | 25 |
| Don't know | 5 | 5 | 3 | 5 | 4 | 0 | 4 | 8 | 7 | 4 | 6 | 4 | 8 | 5 | 7 | 5 | 4 | 7 | 7 | 5 | 4 |

Energy companies

| | | | | | | | | | | | | | | | | | | | | | |
|-------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very positive | 3 | 2 | 2 | 10 | 1 | 0 | 4 | 3 | 5 | 3 | 2 | 3 | 2 | 4 | 5 | 1 | 2 | 10 | 2 | 1 | 2 |
| Fairly positive | 11 | 9 | 15 | 11 | 13 | 8 | 13 | 13 | 14 | 12 | 11 | 12 | 11 | 24 | 11 | 10 | 11 | 17 | 10 | 10 | 11 |
| TOTAL POSITIVE | 14 | 11 | 17 | 21 | 14 | 8 | 17 | 16 | 19 | 15 | 13 | 15 | 13 | 28 | 16 | 11 | 13 | 27 | 12 | 11 | 13 |
| Neither positive nor negative | 23 | 19 | 27 | 24 | 22 | 19 | 25 | 23 | 26 | 28 | 23 | 22 | 24 | 14 | 21 | 22 | 26 | 16 | 23 | 22 | 26 |
| Fairly negative | 31 | 32 | 35 | 27 | 34 | 41 | 32 | 29 | 29 | 33 | 31 | 32 | 31 | 34 | 29 | 35 | 31 | 31 | 28 | 35 | 31 |
| Very negative | 28 | 34 | 20 | 25 | 29 | 32 | 24 | 27 | 22 | 21 | 30 | 30 | 26 | 21 | 30 | 29 | 28 | 23 | 32 | 29 | 28 |
| TOTAL NEGATIVE | 59 | 66 | 55 | 52 | 63 | 73 | 56 | 56 | 51 | 54 | 61 | 62 | 57 | 55 | 59 | 64 | 59 | 54 | 60 | 64 | 59 |
| Don't know | 3 | 3 | 2 | 3 | 2 | 0 | 2 | 5 | 4 | 3 | 3 | 2 | 5 | 2 | 4 | 3 | 3 | 4 | 4 | 3 | 3 |

Big banks

| | | | | | | | | | | | | | | | | | | | | | |
|-------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very positive | 4 | 2 | 5 | 8 | 4 | 2 | 5 | 4 | 5 | 6 | 3 | 4 | 4 | 2 | 5 | 3 | 3 | 8 | 3 | 3 | 3 |
| Fairly positive | 19 | 16 | 26 | 18 | 19 | 12 | 22 | 17 | 25 | 23 | 17 | 19 | 18 | 35 | 18 | 18 | 18 | 25 | 17 | 18 | 18 |
| TOTAL POSITIVE | 23 | 18 | 31 | 26 | 23 | 14 | 27 | 21 | 30 | 29 | 20 | 23 | 22 | 37 | 23 | 21 | 21 | 33 | 20 | 21 | 21 |
| Neither positive nor negative | 33 | 32 | 35 | 31 | 30 | 23 | 33 | 34 | 33 | 32 | 34 | 31 | 34 | 21 | 31 | 33 | 35 | 26 | 32 | 33 | 35 |
| Fairly negative | 26 | 27 | 23 | 25 | 21 | 56 | 25 | 23 | 22 | 25 | 26 | 27 | 24 | 28 | 24 | 26 | 26 | 25 | 25 | 26 | 26 |
| Very negative | 14 | 19 | 8 | 14 | 18 | 8 | 11 | 11 | 7 | 9 | 15 | 16 | 10 | 12 | 13 | 15 | 13 | 11 | 15 | 15 | 13 |
| TOTAL NEGATIVE | 40 | 46 | 31 | 39 | 39 | 64 | 36 | 34 | 29 | 34 | 41 | 43 | 34 | 40 | 37 | 41 | 39 | 36 | 40 | 41 | 39 |
| Don't know | 5 | 5 | 3 | 4 | 6 | 0 | 4 | 10 | 8 | 5 | 5 | 3 | 9 | 2 | 8 | 5 | 4 | 5 | 8 | 5 | 4 |

Large supermarkets

| | | | | | | | | | | | | | | | | | | | | | |
|-------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very positive | 7 | 5 | 8 | 13 | 10 | 8 | 9 | 7 | 10 | 7 | 6 | 8 | 6 | 9 | 10 | 5 | 5 | 16 | 6 | 5 | 5 |
| Fairly positive | 35 | 30 | 44 | 34 | 38 | 43 | 40 | 35 | 41 | 38 | 34 | 35 | 36 | 51 | 34 | 35 | 35 | 44 | 31 | 35 | 35 |
| TOTAL POSITIVE | 42 | 35 | 52 | 47 | 48 | 51 | 49 | 42 | 51 | 45 | 40 | 43 | 42 | 60 | 44 | 40 | 40 | 60 | 37 | 40 | 40 |
| Neither positive nor negative | 30 | 34 | 28 | 26 | 24 | 18 | 26 | 31 | 27 | 31 | 31 | 30 | 30 | 21 | 27 | 32 | 32 | 18 | 32 | 32 | 32 |
| Fairly negative | 19 | 21 | 15 | 19 | 21 | 29 | 18 | 18 | 14 | 17 | 20 | 20 | 18 | 10 | 19 | 20 | 19 | 14 | 21 | 20 | 19 |
| Very negative | 6 | 9 | 5 | 4 | 4 | 2 | 4 | 5 | 4 | 3 | 7 | 6 | 6 | 8 | 5 | 6 | 7 | 3 | 6 | 6 | 7 |
| TOTAL NEGATIVE | 25 | 30 | 20 | 23 | 25 | 31 | 22 | 23 | 18 | 20 | 27 | 26 | 24 | 18 | 24 | 26 | 26 | 17 | 27 | 26 | 26 |
| Don't know | 2 | 2 | 1 | 4 | 4 | 0 | 2 | 3 | 4 | 3 | 2 | 2 | 4 | 1 | 4 | 1 | 2 | 6 | 3 | 1 | 2 |

YouGov Survey 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

| | Age and Gender | | | | | | | | Social Grade | | Ethnicity | | Country | | | |
|--------------------------|----------------|------------|------------|------------|----------|--------------|--------------|--------------|--------------|------|-----------|-------|-----------|---------|-------|----------|
| | Total | Male 18-34 | Male 35-49 | Male 50-64 | Male 65+ | Female 18-34 | Female 35-49 | Female 50-64 | Female 65+ | ABC1 | C2DE | White | Non-White | England | Wales | Scotland |
| Weighted Sample | 3035 | 273 | 425 | 486 | 516 | 152 | 273 | 425 | 486 | 1487 | 1548 | 2732 | 243 | 2701 | 152 | 182 |
| Unweighted Sample | 3035 | 117 | 275 | 546 | 623 | 121 | 272 | 506 | 575 | 1614 | 1421 | 2879 | 92 | 2666 | 161 | 208 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

Thinking about the current state of the country, do you think each of the following has had a positive or negative impact on the UK as a whole?

Large business in general

| | | | | | | | | | | | | | | | | |
|-------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very positive | 6 | 18 | 5 | 7 | 5 | 9 | 6 | 4 | 3 | 8 | 5 | 5 | 20 | 7 | 3 | 2 |
| Fairly positive | 29 | 30 | 30 | 30 | 29 | 29 | 27 | 28 | 28 | 33 | 25 | 29 | 34 | 29 | 29 | 26 |
| TOTAL POSITIVE | 35 | 48 | 35 | 37 | 34 | 38 | 33 | 32 | 31 | 41 | 30 | 34 | 54 | 36 | 32 | 28 |
| Neither positive nor negative | 35 | 23 | 34 | 33 | 37 | 33 | 35 | 37 | 39 | 33 | 36 | 36 | 23 | 34 | 36 | 38 |
| Fairly negative | 18 | 15 | 22 | 17 | 18 | 14 | 16 | 20 | 15 | 16 | 19 | 18 | 8 | 17 | 22 | 18 |
| Very negative | 7 | 6 | 5 | 10 | 9 | 6 | 5 | 5 | 8 | 6 | 8 | 7 | 11 | 7 | 6 | 8 |
| TOTAL NEGATIVE | 25 | 21 | 27 | 27 | 27 | 20 | 21 | 25 | 23 | 22 | 27 | 25 | 19 | 24 | 28 | 26 |
| Don't know | 5 | 7 | 3 | 4 | 2 | 8 | 12 | 6 | 7 | 4 | 7 | 5 | 5 | 5 | 5 | 8 |

Energy companies

| | | | | | | | | | | | | | | | | |
|-------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very positive | 3 | 8 | 3 | 2 | 3 | 12 | 2 | 1 | 1 | 3 | 3 | 3 | 9 | 3 | 3 | 2 |
| Fairly positive | 11 | 16 | 11 | 9 | 11 | 19 | 7 | 12 | 11 | 15 | 8 | 11 | 18 | 12 | 10 | 11 |
| TOTAL POSITIVE | 14 | 24 | 14 | 11 | 14 | 31 | 9 | 13 | 12 | 18 | 11 | 14 | 27 | 15 | 13 | 13 |
| Neither positive nor negative | 23 | 16 | 23 | 21 | 23 | 16 | 24 | 22 | 28 | 22 | 23 | 23 | 16 | 23 | 21 | 21 |
| Fairly negative | 31 | 31 | 27 | 36 | 31 | 30 | 31 | 33 | 30 | 32 | 31 | 32 | 23 | 32 | 31 | 28 |
| Very negative | 28 | 27 | 35 | 28 | 30 | 16 | 28 | 30 | 25 | 25 | 32 | 28 | 31 | 28 | 31 | 34 |
| TOTAL NEGATIVE | 59 | 58 | 62 | 64 | 61 | 46 | 59 | 63 | 55 | 57 | 63 | 60 | 54 | 60 | 62 | 62 |
| Don't know | 3 | 2 | 1 | 2 | 1 | 6 | 9 | 3 | 5 | 3 | 4 | 3 | 2 | 3 | 4 | 4 |

Big banks

| | | | | | | | | | | | | | | | | |
|-------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very positive | 4 | 6 | 3 | 3 | 4 | 12 | 4 | 3 | 2 | 5 | 3 | 3 | 7 | 4 | 3 | 1 |
| Fairly positive | 19 | 22 | 19 | 19 | 19 | 29 | 15 | 17 | 18 | 22 | 15 | 18 | 31 | 19 | 14 | 17 |
| TOTAL POSITIVE | 23 | 28 | 22 | 22 | 23 | 41 | 19 | 20 | 20 | 27 | 18 | 21 | 38 | 23 | 17 | 18 |
| Neither positive nor negative | 33 | 27 | 31 | 32 | 34 | 24 | 34 | 35 | 37 | 32 | 33 | 34 | 19 | 32 | 35 | 37 |
| Fairly negative | 26 | 30 | 26 | 25 | 26 | 16 | 22 | 26 | 27 | 24 | 27 | 26 | 21 | 26 | 31 | 20 |
| Very negative | 14 | 14 | 17 | 18 | 16 | 6 | 11 | 11 | 11 | 13 | 15 | 14 | 13 | 14 | 12 | 18 |
| TOTAL NEGATIVE | 40 | 44 | 43 | 43 | 42 | 22 | 33 | 37 | 38 | 37 | 42 | 40 | 34 | 40 | 43 | 38 |
| Don't know | 5 | 1 | 4 | 3 | 2 | 12 | 14 | 8 | 6 | 4 | 7 | 5 | 9 | 5 | 4 | 8 |

Large supermarkets

| | | | | | | | | | | | | | | | | |
|-------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very positive | 7 | 15 | 6 | 7 | 6 | 16 | 7 | 4 | 5 | 8 | 6 | 7 | 13 | 7 | 10 | 4 |
| Fairly positive | 35 | 44 | 29 | 33 | 36 | 43 | 35 | 37 | 34 | 40 | 31 | 35 | 46 | 36 | 30 | 35 |
| TOTAL POSITIVE | 42 | 59 | 35 | 40 | 42 | 59 | 42 | 41 | 39 | 48 | 37 | 42 | 59 | 43 | 40 | 39 |
| Neither positive nor negative | 30 | 17 | 34 | 31 | 32 | 20 | 29 | 34 | 32 | 27 | 33 | 31 | 16 | 31 | 28 | 23 |
| Fairly negative | 19 | 14 | 24 | 21 | 18 | 13 | 17 | 18 | 20 | 18 | 20 | 19 | 17 | 18 | 23 | 28 |
| Very negative | 6 | 4 | 6 | 7 | 8 | 3 | 7 | 5 | 6 | 5 | 7 | 6 | 8 | 6 | 6 | 7 |
| TOTAL NEGATIVE | 25 | 18 | 30 | 28 | 26 | 16 | 24 | 23 | 26 | 23 | 27 | 25 | 25 | 24 | 29 | 35 |
| Don't know | 2 | 6 | 1 | 1 | 1 | 5 | 5 | 2 | 3 | 3 | 2 | 3 | 0 | 2 | 4 | 3 |

YouGov Survey 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

| | Region in England (1) | | | | | Region in England (2) | | | | | | | | |
|--------------------------|-----------------------|-------|----------|--------|---------------|-----------------------|------------|--------------------------|---------------|---------------|-----------------|--------|------------|------------|
| | Total | North | Midlands | London | Rest of South | North East | North West | Yorkshire and the Humber | East Midlands | West Midlands | East of England | London | South East | South West |
| Weighted Sample | 3035 | 759 | 577 | 273 | 1093 | 142 | 339 | 277 | 303 | 273 | 339 | 273 | 470 | 283 |
| Unweighted Sample | 3035 | 768 | 611 | 189 | 1098 | 144 | 350 | 274 | 304 | 307 | 339 | 189 | 463 | 296 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

Thinking about the current state of the country, do you think each of the following has had a positive or negative impact on the UK as a whole?

Large business in general

| | | | | | | | | | | | | | | |
|-------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very positive | 6 | 9 | 5 | 9 | 6 | 9 | 8 | 9 | 5 | 6 | 6 | 9 | 8 | 3 |
| Fairly positive | 29 | 26 | 31 | 35 | 29 | 30 | 22 | 27 | 28 | 34 | 30 | 35 | 30 | 27 |
| TOTAL POSITIVE | 35 | 35 | 36 | 44 | 35 | 39 | 30 | 36 | 33 | 40 | 36 | 44 | 38 | 30 |
| Neither positive nor negative | 35 | 35 | 36 | 29 | 34 | 31 | 38 | 35 | 41 | 31 | 34 | 29 | 34 | 33 |
| Fairly negative | 18 | 18 | 17 | 14 | 18 | 22 | 20 | 14 | 13 | 21 | 18 | 14 | 17 | 22 |
| Very negative | 7 | 7 | 5 | 9 | 8 | 5 | 7 | 8 | 5 | 6 | 9 | 9 | 6 | 8 |
| TOTAL NEGATIVE | 25 | 25 | 22 | 23 | 26 | 27 | 27 | 22 | 18 | 27 | 27 | 23 | 23 | 30 |
| Don't know | 5 | 6 | 6 | 5 | 5 | 3 | 5 | 8 | 8 | 3 | 4 | 5 | 5 | 7 |

Energy companies

| | | | | | | | | | | | | | | |
|-------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very positive | 3 | 5 | 2 | 4 | 2 | 1 | 4 | 8 | 1 | 3 | 2 | 4 | 3 | 2 |
| Fairly positive | 11 | 10 | 12 | 19 | 10 | 15 | 7 | 12 | 9 | 14 | 11 | 19 | 10 | 10 |
| TOTAL POSITIVE | 14 | 15 | 14 | 23 | 12 | 16 | 11 | 20 | 10 | 17 | 13 | 23 | 13 | 12 |
| Neither positive nor negative | 23 | 19 | 23 | 23 | 25 | 21 | 18 | 20 | 24 | 23 | 25 | 23 | 25 | 24 |
| Fairly negative | 31 | 32 | 33 | 29 | 31 | 31 | 38 | 24 | 34 | 33 | 28 | 29 | 32 | 35 |
| Very negative | 28 | 32 | 27 | 22 | 27 | 31 | 31 | 33 | 28 | 26 | 32 | 22 | 25 | 25 |
| TOTAL NEGATIVE | 59 | 64 | 60 | 51 | 58 | 62 | 69 | 57 | 62 | 59 | 60 | 51 | 57 | 60 |
| Don't know | 3 | 3 | 3 | 2 | 4 | 1 | 2 | 4 | 4 | 2 | 2 | 2 | 4 | 4 |

Big banks

| | | | | | | | | | | | | | | |
|-------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very positive | 4 | 5 | 3 | 4 | 4 | 2 | 4 | 7 | 3 | 3 | 4 | 4 | 5 | 1 |
| Fairly positive | 19 | 18 | 20 | 28 | 18 | 24 | 15 | 18 | 17 | 24 | 18 | 28 | 20 | 14 |
| TOTAL POSITIVE | 23 | 23 | 23 | 32 | 22 | 26 | 19 | 25 | 20 | 27 | 22 | 32 | 25 | 15 |
| Neither positive nor negative | 33 | 29 | 34 | 32 | 34 | 22 | 28 | 33 | 35 | 32 | 33 | 32 | 34 | 34 |
| Fairly negative | 26 | 30 | 25 | 21 | 24 | 35 | 33 | 24 | 25 | 25 | 24 | 21 | 25 | 24 |
| Very negative | 14 | 14 | 13 | 11 | 14 | 14 | 15 | 14 | 12 | 13 | 17 | 11 | 10 | 18 |
| TOTAL NEGATIVE | 40 | 44 | 38 | 32 | 38 | 49 | 48 | 38 | 37 | 38 | 41 | 32 | 35 | 42 |
| Don't know | 5 | 4 | 6 | 5 | 6 | 4 | 5 | 4 | 7 | 4 | 5 | 5 | 6 | 8 |

Large supermarkets

| | | | | | | | | | | | | | | |
|-------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very positive | 7 | 7 | 5 | 9 | 8 | 7 | 6 | 8 | 5 | 5 | 7 | 9 | 10 | 5 |
| Fairly positive | 35 | 33 | 37 | 42 | 35 | 37 | 33 | 31 | 34 | 39 | 34 | 42 | 37 | 35 |
| TOTAL POSITIVE | 42 | 40 | 42 | 51 | 43 | 44 | 39 | 39 | 39 | 44 | 41 | 51 | 47 | 40 |
| Neither positive nor negative | 30 | 31 | 30 | 31 | 31 | 29 | 32 | 30 | 36 | 24 | 30 | 31 | 30 | 32 |
| Fairly negative | 19 | 20 | 20 | 13 | 18 | 20 | 19 | 21 | 18 | 22 | 19 | 13 | 16 | 19 |
| Very negative | 6 | 7 | 6 | 4 | 6 | 5 | 7 | 7 | 4 | 8 | 8 | 4 | 4 | 7 |
| TOTAL NEGATIVE | 25 | 27 | 26 | 17 | 24 | 25 | 26 | 28 | 22 | 30 | 27 | 17 | 20 | 26 |
| Don't know | 2 | 3 | 2 | 1 | 2 | 3 | 3 | 4 | 3 | 1 | 1 | 1 | 3 | 3 |

Sample Size: 3035 GB adults either intending to vote for Reform UK, or considering voting Reform UK (6+/10)
Fieldwork: 18th - 26th August 2025

| | Reform Segment | | | | | | Westminster VI | | | | | | |
|--------------------------|----------------|----------------------|---------------------------|---------------------------|-------------------|-------------------|----------------|-----|-----|---------|-------|---------------------------|----------------------------|
| | Total | Disgusted Disrupters | Left Behind Collectivists | Traditional Conservatives | Melancholy Middle | Civic Pragmatists | Reform UK | Con | Lab | Lib Dem | Green | TOTAL Non-Reform UK Party | Don't know/ Would not vote |
| Weighted Sample | 3035 | 729 | 780 | 391 | 511 | 624 | 2276 | 257 | 88 | 47 | 13 | 438 | 320 |
| Unweighted Sample | 3035 | 754 | 783 | 436 | 491 | 571 | 2388 | 259 | 55 | 41 | 12 | 391 | 256 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |

Large business in general

[Shown to those who said large businesses in general have had a negative impact; N=756]

| | | | | | | | | | | | | | |
|---|----|----|----|----|----|----|----|----|----|----|-----|----|----|
| Rewarding bosses with bonuses even when the companies are failing | 36 | 38 | 38 | 33 | 32 | 34 | 38 | 36 | 23 | 29 | 62 | 32 | 25 |
| Avoiding paying their fair share of tax | 35 | 38 | 36 | 34 | 27 | 32 | 35 | 42 | 0 | 31 | 0 | 31 | 35 |
| Moving jobs overseas instead of investing in Britain | 28 | 31 | 25 | 32 | 17 | 36 | 27 | 42 | 28 | 16 | 20 | 32 | 27 |
| Increasing their prices too much | 27 | 27 | 29 | 27 | 21 | 24 | 27 | 31 | 23 | 38 | 56 | 30 | 24 |
| Influencing politicians for their own interests | 26 | 32 | 24 | 17 | 24 | 24 | 27 | 11 | 23 | 8 | 24 | 14 | 29 |
| Taking customers away from small and medium businesses | 24 | 25 | 21 | 28 | 29 | 23 | 22 | 39 | 16 | 36 | 100 | 33 | 28 |
| Paying workers unfairly for the work they do | 14 | 11 | 16 | 12 | 13 | 15 | 14 | 12 | 12 | 29 | 0 | 15 | 7 |
| Not providing job security to workers (e.g. zero-hours contracts) | 14 | 10 | 20 | 10 | 8 | 15 | 14 | 20 | 9 | 8 | 38 | 16 | 10 |
| Negatively impacting the environment | 9 | 6 | 8 | 8 | 22 | 7 | 8 | 13 | 24 | 42 | 0 | 15 | 5 |
| Negatively impacting people's physical or mental health | 6 | 5 | 5 | 0 | 5 | 12 | 5 | 2 | 14 | 8 | 0 | 4 | 9 |
| Other | 2 | 5 | 1 | 2 | 1 | 0 | 2 | 0 | 0 | 0 | 0 | 1 | 0 |
| Don't know | 15 | 13 | 15 | 16 | 23 | 14 | 15 | 12 | 18 | 11 | 0 | 17 | 18 |

Energy companies

[Shown to those who said energy companies have had a negative impact; N=1852]

| | | | | | | | | | | | | | |
|---|----|----|----|----|----|----|----|----|----|----|-----|----|----|
| Increasing their prices too much | 69 | 67 | 71 | 76 | 67 | 66 | 69 | 78 | 39 | 77 | 71 | 74 | 61 |
| Rewarding bosses with bonuses even when the companies are failing | 58 | 60 | 58 | 60 | 54 | 55 | 59 | 64 | 41 | 51 | 100 | 57 | 46 |
| Influencing politicians for their own interests | 26 | 29 | 29 | 26 | 22 | 21 | 27 | 18 | 30 | 46 | 13 | 22 | 25 |
| Avoiding paying their fair share of tax | 22 | 25 | 20 | 17 | 22 | 22 | 22 | 22 | 17 | 18 | 31 | 22 | 23 |
| Moving jobs overseas instead of investing in Britain | 15 | 15 | 13 | 18 | 13 | 16 | 15 | 14 | 0 | 22 | 0 | 13 | 18 |
| Negatively impacting the environment | 14 | 12 | 13 | 16 | 17 | 15 | 13 | 22 | 16 | 21 | 32 | 21 | 13 |
| Negatively impacting people's physical or mental health | 14 | 13 | 17 | 7 | 12 | 13 | 14 | 12 | 17 | 30 | 0 | 14 | 11 |
| Taking customers away from small and medium businesses | 5 | 6 | 3 | 2 | 8 | 7 | 4 | 4 | 19 | 5 | 0 | 5 | 9 |
| Paying workers unfairly for the work they do | 5 | 4 | 6 | 2 | 3 | 7 | 5 | 4 | 0 | 0 | 15 | 5 | 4 |
| Not providing job security to workers (e.g. zero-hours contracts) | 3 | 2 | 4 | 2 | 3 | 5 | 4 | 4 | 0 | 0 | 0 | 2 | 3 |
| Other | 2 | 3 | 1 | 2 | 1 | 3 | 2 | 1 | 0 | 0 | 0 | 1 | 2 |
| Don't know | 8 | 8 | 10 | 4 | 9 | 6 | 8 | 3 | 14 | 4 | 0 | 4 | 12 |

Big banks

[Shown to those who said big banks have had a negative impact; N=1218]

| | | | | | | | | | | | | | |
|---|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Rewarding bosses with bonuses even when the companies are failing | 57 | 64 | 54 | 52 | 57 | 54 | 58 | 72 | 54 | 56 | 46 | 57 | 50 |
| Influencing politicians for their own interests | 42 | 47 | 43 | 44 | 40 | 32 | 44 | 34 | 22 | 35 | 44 | 36 | 39 |
| Moving jobs overseas instead of investing in Britain | 28 | 29 | 31 | 32 | 20 | 25 | 28 | 35 | 6 | 35 | 0 | 27 | 34 |
| Avoiding paying their fair share of tax | 26 | 30 | 28 | 24 | 22 | 21 | 27 | 25 | 16 | 16 | 46 | 24 | 23 |
| Increasing their prices too much | 16 | 18 | 16 | 19 | 10 | 15 | 17 | 15 | 0 | 5 | 0 | 12 | 14 |
| Negatively impacting people's physical or mental health | 15 | 13 | 16 | 15 | 17 | 18 | 14 | 14 | 24 | 53 | 0 | 23 | 13 |
| Taking customers away from small and medium businesses | 7 | 6 | 7 | 5 | 9 | 5 | 6 | 5 | 21 | 5 | 13 | 6 | 13 |
| Paying workers unfairly for the work they do | 5 | 4 | 7 | 1 | 4 | 9 | 6 | 4 | 0 | 0 | 55 | 7 | 2 |
| Not providing job security to workers (e.g. zero-hours contracts) | 5 | 3 | 6 | 4 | 4 | 5 | 4 | 5 | 0 | 8 | 0 | 4 | 7 |
| Negatively impacting the environment | 3 | 1 | 4 | 0 | 4 | 5 | 3 | 2 | 0 | 18 | 0 | 3 | 2 |
| Other | 5 | 5 | 3 | 7 | 9 | 7 | 5 | 8 | 23 | 5 | 0 | 8 | 3 |
| Don't know | 11 | 10 | 12 | 9 | 15 | 11 | 11 | 3 | 13 | 7 | 13 | 10 | 14 |

Sample Size: 3035 GB adults either intending to vote for Reform UK, or considering voting Reform UK (6+/10)
Fieldwork: 18th - 26th August 2025

| | Vote in 2024 GE | | | | | | | | Considering (6+/10) but not voting Reform UK | Vote in 2016 EU | | Gender | | Age (1) | | | | Age (2) | | | | |
|--------------------------|-----------------|-----------|-----|-----|---------|-------|---------------------------|------------------------------|--|-----------------|-------|--------|--------|---------|-------|-------|------|---------|-------|-------|------|---|
| | Total | Reform UK | Con | Lab | Lib Dem | Green | TOTAL Non-Reform UK Party | Can't remember / Didn't vote | | Remain | Leave | Male | Female | 18-24 | 25-49 | 50-64 | 65+ | 18-34 | 35-49 | 50-64 | 65+ | |
| Weighted Sample | 3035 | 1123 | 708 | 366 | 112 | 39 | 1305 | 607 | 759 | 468 | 2074 | 1700 | 1335 | 119 | 1004 | 911 | 1002 | 425 | 698 | 911 | 1002 | |
| Unweighted Sample | 3035 | 1182 | 801 | 338 | 112 | 35 | 1374 | 479 | 647 | 463 | 2223 | 1561 | 1474 | 61 | 724 | 1052 | 1198 | 238 | 547 | 1052 | 1198 | |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

Large business in general

[Shown to those who said large businesses in general have had a negative impact; N=756]

| | | | | | | | | | | | | | | | | | | | | | |
|---|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Rewarding bosses with bonuses even when the companies are failing | 36 | 36 | 45 | 31 | 31 | 28 | 38 | 34 | 28 | 27 | 39 | 37 | 36 | 10 | 25 | 41 | 45 | 17 | 27 | 41 | 45 |
| Avoiding paying their fair share of tax | 35 | 37 | 37 | 41 | 20 | 24 | 34 | 30 | 33 | 30 | 36 | 35 | 36 | 52 | 30 | 39 | 34 | 30 | 33 | 39 | 34 |
| Moving jobs overseas instead of investing in Britain | 28 | 30 | 37 | 25 | 15 | 25 | 29 | 21 | 29 | 29 | 27 | 29 | 26 | 67 | 21 | 25 | 33 | 38 | 18 | 25 | 33 |
| Increasing their prices too much | 27 | 25 | 27 | 31 | 23 | 36 | 28 | 26 | 27 | 25 | 27 | 26 | 27 | 0 | 31 | 29 | 22 | 30 | 28 | 29 | 22 |
| Influencing politicians for their own interests | 26 | 31 | 24 | 14 | 22 | 19 | 21 | 27 | 22 | 18 | 27 | 29 | 23 | 65 | 21 | 25 | 29 | 25 | 24 | 25 | 29 |
| Taking customers away from small and medium businesses | 24 | 26 | 23 | 19 | 17 | 37 | 21 | 24 | 31 | 35 | 21 | 23 | 25 | 36 | 29 | 22 | 18 | 35 | 27 | 22 | 18 |
| Paying workers unfairly for the work they do | 14 | 12 | 9 | 19 | 18 | 0 | 14 | 18 | 11 | 16 | 13 | 15 | 11 | 6 | 14 | 16 | 12 | 10 | 14 | 16 | 12 |
| Not providing job security to workers (e.g. zero-hours contracts) | 14 | 13 | 15 | 19 | 2 | 11 | 15 | 15 | 13 | 17 | 13 | 16 | 11 | 13 | 14 | 20 | 9 | 16 | 13 | 20 | 9 |
| Negatively impacting the environment | 9 | 7 | 7 | 15 | 7 | 30 | 11 | 8 | 10 | 10 | 8 | 9 | 9 | 6 | 11 | 10 | 6 | 15 | 9 | 10 | 6 |
| Negatively impacting people's physical or mental health | 6 | 6 | 4 | 8 | 2 | 5 | 5 | 5 | 6 | 9 | 5 | 6 | 4 | 0 | 8 | 7 | 2 | 7 | 8 | 7 | 2 |
| Other | 2 | 3 | 0 | 0 | 0 | 0 | 0 | 2 | 0 | 0 | 2 | 2 | 2 | 0 | 3 | 1 | 3 | 0 | 4 | 1 | 3 |
| Don't know | 15 | 14 | 12 | 12 | 41 | 17 | 16 | 18 | 18 | 11 | 17 | 15 | 15 | 12 | 20 | 10 | 17 | 16 | 20 | 10 | 17 |

Energy companies

[Shown to those who said energy companies have had a negative impact; N=1852]

| | | | | | | | | | | | | | | | | | | | | | |
|---|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Increasing their prices too much | 69 | 69 | 74 | 67 | 66 | 55 | 70 | 65 | 68 | 67 | 70 | 69 | 70 | 67 | 69 | 73 | 65 | 72 | 67 | 73 | 65 |
| Rewarding bosses with bonuses even when the companies are failing | 58 | 59 | 62 | 52 | 53 | 66 | 59 | 53 | 52 | 49 | 61 | 56 | 60 | 34 | 48 | 64 | 64 | 40 | 50 | 64 | 64 |
| Influencing politicians for their own interests | 26 | 27 | 26 | 23 | 28 | 22 | 24 | 31 | 23 | 22 | 26 | 31 | 20 | 62 | 25 | 23 | 28 | 34 | 26 | 23 | 28 |
| Avoiding paying their fair share of tax | 22 | 21 | 22 | 27 | 15 | 17 | 22 | 23 | 22 | 18 | 23 | 23 | 20 | 28 | 22 | 23 | 21 | 25 | 21 | 23 | 21 |
| Moving jobs overseas instead of investing in Britain | 15 | 17 | 16 | 15 | 13 | 0 | 14 | 11 | 15 | 17 | 15 | 14 | 16 | 27 | 10 | 16 | 16 | 19 | 8 | 16 | 16 |
| Negatively impacting the environment | 14 | 13 | 15 | 12 | 15 | 43 | 15 | 13 | 17 | 13 | 13 | 13 | 14 | 12 | 15 | 13 | 14 | 17 | 13 | 13 | 14 |
| Negatively impacting people's physical or mental health | 14 | 15 | 10 | 15 | 19 | 21 | 13 | 11 | 13 | 15 | 13 | 13 | 15 | 7 | 17 | 11 | 13 | 17 | 16 | 11 | 13 |
| Taking customers away from small and medium businesses | 5 | 5 | 4 | 4 | 4 | 0 | 4 | 7 | 7 | 9 | 4 | 5 | 4 | 8 | 6 | 3 | 5 | 6 | 7 | 3 | 5 |
| Paying workers unfairly for the work they do | 5 | 4 | 5 | 5 | 1 | 7 | 5 | 7 | 4 | 4 | 4 | 6 | 3 | 14 | 6 | 4 | 4 | 9 | 5 | 4 | 4 |
| Not providing job security to workers (e.g. zero-hours contracts) | 3 | 3 | 3 | 2 | 1 | 0 | 2 | 5 | 3 | 4 | 3 | 3 | 4 | 6 | 3 | 4 | 4 | 4 | 2 | 4 | 4 |
| Other | 2 | 3 | 1 | 1 | 1 | 3 | 1 | 1 | 1 | 3 | 2 | 2 | 2 | 0 | 2 | 2 | 2 | 3 | 2 | 2 | 2 |
| Don't know | 8 | 7 | 7 | 7 | 18 | 9 | 8 | 9 | 7 | 7 | 8 | 7 | 9 | 1 | 10 | 6 | 8 | 5 | 11 | 6 | 8 |

Big banks

[Shown to those who said big banks have had a negative impact; N=1218]

| | | | | | | | | | | | | | | | | | | | | | |
|---|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Rewarding bosses with bonuses even when the companies are failing | 57 | 56 | 59 | 58 | 51 | 53 | 59 | 58 | 53 | 52 | 60 | 57 | 58 | 25 | 51 | 65 | 60 | 43 | 52 | 65 | 60 |
| Influencing politicians for their own interests | 42 | 47 | 38 | 36 | 40 | 28 | 36 | 44 | 37 | 37 | 40 | 45 | 38 | 84 | 37 | 42 | 42 | 53 | 37 | 42 | 42 |
| Moving jobs overseas instead of investing in Britain | 28 | 31 | 32 | 18 | 31 | 21 | 27 | 25 | 30 | 24 | 29 | 28 | 30 | 41 | 21 | 34 | 29 | 31 | 19 | 34 | 29 |
| Avoiding paying their fair share of tax | 26 | 28 | 25 | 29 | 21 | 33 | 26 | 25 | 24 | 22 | 27 | 29 | 23 | 43 | 27 | 28 | 23 | 37 | 24 | 28 | 23 |
| Increasing their prices too much | 16 | 14 | 20 | 13 | 16 | 8 | 16 | 22 | 13 | 14 | 17 | 17 | 15 | 7 | 20 | 14 | 15 | 17 | 19 | 14 | 15 |
| Negatively impacting people's physical or mental health | 15 | 16 | 11 | 17 | 7 | 18 | 13 | 18 | 19 | 18 | 14 | 15 | 16 | 27 | 18 | 13 | 13 | 27 | 14 | 13 | 13 |
| Taking customers away from small and medium businesses | 7 | 8 | 7 | 6 | 4 | 6 | 6 | 6 | 9 | 8 | 6 | 7 | 7 | 12 | 6 | 5 | 8 | 6 | 8 | 5 | 8 |
| Paying workers unfairly for the work they do | 5 | 5 | 5 | 8 | 2 | 16 | 6 | 5 | 5 | 6 | 5 | 5 | 6 | 7 | 6 | 5 | 5 | 6 | 6 | 5 | 5 |
| Not providing job security to workers (e.g. zero-hours contracts) | 5 | 4 | 3 | 6 | 6 | 0 | 4 | 7 | 6 | 5 | 5 | 5 | 4 | 3 | 4 | 6 | 4 | 2 | 4 | 6 | 4 |
| Negatively impacting the environment | 3 | 3 | 2 | 2 | 2 | 14 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 5 | 2 | 4 | 3 | 3 | 2 | 4 | 3 |
| Other | 5 | 6 | 4 | 9 | 9 | 5 | 6 | 2 | 5 | 7 | 5 | 5 | 6 | 0 | 7 | 5 | 5 | 5 | 7 | 5 | 5 |
| Don't know | 11 | 11 | 10 | 7 | 24 | 10 | 10 | 15 | 12 | 12 | 11 | 11 | 13 | 3 | 13 | 9 | 13 | 7 | 15 | 9 | 13 |

Sample Size: 3035 GB adults either intending to vote for Reform UK, or considering voting Reform UK (6+/10)
Fieldwork: 18th - 26th August 2025

| | Age and Gender | | | | | | | | Social Grade | | Ethnicity | | Country | | | |
|--------------------------|----------------|------------|------------|------------|----------|--------------|--------------|--------------|--------------|------|-----------|-------|-----------|---------|-------|----------|
| | Total | Male 18-34 | Male 35-49 | Male 50-64 | Male 65+ | Female 18-34 | Female 35-49 | Female 50-64 | Female 65+ | ABC1 | C2DE | White | Non-White | England | Wales | Scotland |
| Weighted Sample | 3035 | 273 | 425 | 486 | 516 | 152 | 273 | 425 | 486 | 1487 | 1548 | 2732 | 243 | 2701 | 152 | 182 |
| Unweighted Sample | 3035 | 117 | 275 | 546 | 623 | 121 | 272 | 506 | 575 | 1614 | 1421 | 2879 | 92 | 2666 | 161 | 208 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

Large business in general

[Shown to those who said large businesses in general have had a negative impact; N=756]

| | | | | | | | | | | | | | | | | |
|---|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Rewarding bosses with bonuses even when the companies are failing | 36 | 14 | 25 | 46 | 48 | 23 | 30 | 36 | 42 | 35 | 38 | 38 | 10 | 37 | 29 | 35 |
| Avoiding paying their fair share of tax | 35 | 31 | 30 | 44 | 31 | 26 | 39 | 33 | 39 | 39 | 32 | 35 | 42 | 35 | 22 | 40 |
| Moving jobs overseas instead of investing in Britain | 28 | 51 | 13 | 28 | 35 | 15 | 28 | 21 | 31 | 30 | 26 | 26 | 46 | 28 | 30 | 19 |
| Increasing their prices too much | 27 | 22 | 27 | 28 | 25 | 45 | 30 | 30 | 18 | 30 | 24 | 27 | 19 | 26 | 24 | 34 |
| Influencing politicians for their own interests | 26 | 29 | 26 | 27 | 33 | 17 | 21 | 24 | 25 | 29 | 24 | 26 | 36 | 27 | 28 | 11 |
| Taking customers away from small and medium businesses | 24 | 39 | 25 | 19 | 17 | 26 | 33 | 27 | 20 | 30 | 19 | 23 | 30 | 24 | 35 | 12 |
| Paying workers unfairly for the work they do | 14 | 11 | 13 | 18 | 17 | 10 | 17 | 13 | 6 | 13 | 14 | 14 | 10 | 13 | 7 | 24 |
| Not providing job security to workers (e.g. zero-hours contracts) | 14 | 22 | 14 | 21 | 11 | 6 | 11 | 18 | 7 | 16 | 13 | 15 | 10 | 14 | 12 | 14 |
| Negatively impacting the environment | 9 | 3 | 11 | 9 | 8 | 37 | 3 | 11 | 3 | 10 | 8 | 8 | 24 | 8 | 8 | 14 |
| Negatively impacting people's physical or mental health | 6 | 8 | 10 | 7 | 3 | 5 | 3 | 7 | 2 | 5 | 6 | 6 | 0 | 6 | 2 | 1 |
| Other | 2 | 0 | 2 | 1 | 3 | 0 | 7 | 1 | 3 | 2 | 2 | 2 | 0 | 2 | 5 | 0 |
| Don't know | 15 | 18 | 26 | 6 | 14 | 14 | 10 | 14 | 20 | 11 | 19 | 15 | 14 | 15 | 20 | 20 |

Energy companies

[Shown to those who said energy companies have had a negative impact; N=1852]

| | | | | | | | | | | | | | | | | |
|---|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Increasing their prices too much | 69 | 71 | 60 | 76 | 68 | 73 | 78 | 71 | 63 | 72 | 66 | 71 | 56 | 69 | 60 | 70 |
| Rewarding bosses with bonuses even when the companies are failing | 58 | 38 | 48 | 64 | 63 | 45 | 53 | 63 | 65 | 60 | 56 | 58 | 48 | 59 | 47 | 51 |
| Influencing politicians for their own interests | 26 | 39 | 30 | 28 | 31 | 22 | 19 | 16 | 24 | 29 | 24 | 25 | 37 | 27 | 17 | 21 |
| Avoiding paying their fair share of tax | 22 | 24 | 21 | 26 | 22 | 26 | 21 | 19 | 20 | 23 | 21 | 22 | 27 | 22 | 15 | 23 |
| Moving jobs overseas instead of investing in Britain | 15 | 25 | 6 | 13 | 16 | 7 | 11 | 20 | 17 | 15 | 14 | 15 | 16 | 15 | 17 | 14 |
| Negatively impacting the environment | 14 | 11 | 12 | 14 | 16 | 30 | 16 | 11 | 13 | 16 | 12 | 14 | 12 | 14 | 10 | 15 |
| Negatively impacting people's physical or mental health | 14 | 17 | 14 | 10 | 12 | 17 | 18 | 13 | 14 | 12 | 15 | 14 | 8 | 14 | 14 | 14 |
| Taking customers away from small and medium businesses | 5 | 5 | 8 | 4 | 4 | 7 | 5 | 3 | 5 | 6 | 4 | 5 | 6 | 5 | 7 | 3 |
| Paying workers unfairly for the work they do | 5 | 12 | 6 | 5 | 5 | 2 | 5 | 2 | 3 | 4 | 5 | 4 | 13 | 5 | 6 | 3 |
| Not providing job security to workers (e.g. zero-hours contracts) | 3 | 5 | 2 | 2 | 3 | 1 | 3 | 5 | 4 | 3 | 4 | 4 | 0 | 3 | 9 | 7 |
| Other | 2 | 4 | 1 | 1 | 1 | 0 | 2 | 3 | 2 | 2 | 2 | 2 | 3 | 2 | 5 | 2 |
| Don't know | 8 | 4 | 14 | 3 | 7 | 7 | 6 | 8 | 11 | 5 | 10 | 8 | 5 | 7 | 15 | 8 |

Big banks

[Shown to those who said big banks have had a negative impact; N=1218]

| | | | | | | | | | | | | | | | | |
|---|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Rewarding bosses with bonuses even when the companies are failing | 57 | 44 | 47 | 68 | 62 | 36 | 62 | 60 | 58 | 63 | 52 | 58 | 53 | 57 | 50 | 64 |
| Influencing politicians for their own interests | 42 | 58 | 38 | 43 | 46 | 34 | 35 | 40 | 39 | 46 | 39 | 42 | 49 | 43 | 31 | 40 |
| Moving jobs overseas instead of investing in Britain | 28 | 33 | 16 | 33 | 29 | 22 | 25 | 34 | 30 | 30 | 27 | 28 | 35 | 28 | 35 | 25 |
| Avoiding paying their fair share of tax | 26 | 38 | 22 | 33 | 26 | 34 | 29 | 21 | 19 | 26 | 27 | 26 | 27 | 27 | 19 | 22 |
| Increasing their prices too much | 16 | 13 | 21 | 17 | 15 | 32 | 15 | 11 | 16 | 20 | 13 | 17 | 4 | 16 | 8 | 21 |
| Negatively impacting people's physical or mental health | 15 | 29 | 12 | 13 | 12 | 20 | 19 | 15 | 14 | 14 | 16 | 16 | 8 | 15 | 16 | 12 |
| Taking customers away from small and medium businesses | 7 | 7 | 11 | 5 | 6 | 2 | 2 | 6 | 10 | 7 | 6 | 6 | 11 | 7 | 7 | 2 |
| Paying workers unfairly for the work they do | 5 | 6 | 5 | 5 | 6 | 9 | 8 | 4 | 5 | 5 | 6 | 6 | 2 | 5 | 9 | 5 |
| Not providing job security to workers (e.g. zero-hours contracts) | 5 | 3 | 6 | 6 | 4 | 0 | 1 | 6 | 4 | 4 | 5 | 4 | 11 | 4 | 6 | 14 |
| Negatively impacting the environment | 3 | 2 | 2 | 5 | 3 | 8 | 2 | 2 | 3 | 2 | 4 | 3 | 0 | 3 | 1 | 4 |
| Other | 5 | 5 | 6 | 4 | 6 | 3 | 7 | 6 | 5 | 6 | 4 | 5 | 10 | 5 | 12 | 10 |
| Don't know | 11 | 7 | 18 | 5 | 11 | 9 | 8 | 13 | 15 | 6 | 16 | 12 | 3 | 11 | 18 | 9 |

Sample Size: 3035 GB adults either intending to vote for Reform UK, or considering voting Reform UK (6+/10)
Fieldwork: 18th - 26th August 2025

| | Region in England (1) | | | | | Region in England (2) | | | | | | | | |
|--------------------------|-----------------------|-------|----------|--------|---------------|-----------------------|------------|--------------------------|---------------|---------------|-----------------|--------|------------|------------|
| | Total | North | Midlands | London | Rest of South | North East | North West | Yorkshire and the Humber | East Midlands | West Midlands | East of England | London | South East | South West |
| Weighted Sample | 3035 | 759 | 577 | 273 | 1093 | 142 | 339 | 277 | 303 | 273 | 339 | 273 | 470 | 283 |
| Unweighted Sample | 3035 | 768 | 611 | 189 | 1098 | 144 | 350 | 274 | 304 | 307 | 339 | 189 | 463 | 296 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

Large business in general

[Shown to those who said large businesses in general have had a negative impact; N=756]

| | | | | | | | | | | | | | | |
|---|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Rewarding bosses with bonuses even when the companies are failing | 36 | 38 | 40 | 21 | 38 | 49 | 40 | 29 | 34 | 44 | 37 | 21 | 44 | 32 |
| Avoiding paying their fair share of tax | 35 | 37 | 27 | 50 | 35 | 36 | 31 | 48 | 22 | 31 | 31 | 50 | 39 | 34 |
| Moving jobs overseas instead of investing in Britain | 28 | 28 | 23 | 19 | 33 | 18 | 29 | 33 | 21 | 25 | 28 | 19 | 35 | 34 |
| Increasing their prices too much | 27 | 22 | 31 | 29 | 26 | 8 | 20 | 33 | 32 | 31 | 26 | 29 | 23 | 30 |
| Influencing politicians for their own interests | 26 | 27 | 19 | 31 | 30 | 38 | 21 | 31 | 17 | 21 | 31 | 31 | 29 | 31 |
| Taking customers away from small and medium businesses | 24 | 17 | 25 | 20 | 28 | 12 | 18 | 19 | 28 | 24 | 26 | 20 | 21 | 40 |
| Paying workers unfairly for the work they do | 14 | 12 | 12 | 12 | 15 | 11 | 16 | 6 | 16 | 9 | 9 | 12 | 18 | 18 |
| Not providing job security to workers (e.g. zero-hours contracts) | 14 | 13 | 14 | 16 | 15 | 9 | 16 | 12 | 18 | 10 | 10 | 16 | 13 | 22 |
| Negatively impacting the environment | 9 | 7 | 6 | 21 | 7 | 7 | 8 | 6 | 2 | 9 | 12 | 21 | 6 | 3 |
| Negatively impacting people's physical or mental health | 6 | 6 | 7 | 6 | 6 | 15 | 2 | 5 | 8 | 7 | 5 | 6 | 9 | 3 |
| Other | 2 | 2 | 2 | 0 | 2 | 0 | 4 | 0 | 1 | 3 | 1 | 0 | 2 | 3 |
| Don't know | 15 | 21 | 13 | 16 | 11 | 24 | 19 | 21 | 19 | 9 | 21 | 16 | 7 | 6 |

Energy companies

[Shown to those who said energy companies have had a negative impact; N=1852]

| | | | | | | | | | | | | | | |
|---|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Increasing their prices too much | 69 | 69 | 72 | 74 | 67 | 64 | 68 | 73 | 71 | 73 | 63 | 74 | 69 | 70 |
| Rewarding bosses with bonuses even when the companies are failing | 58 | 59 | 57 | 64 | 58 | 58 | 55 | 64 | 57 | 58 | 57 | 64 | 61 | 54 |
| Influencing politicians for their own interests | 26 | 28 | 25 | 27 | 28 | 32 | 24 | 31 | 25 | 26 | 28 | 27 | 25 | 34 |
| Avoiding paying their fair share of tax | 22 | 21 | 23 | 30 | 21 | 19 | 22 | 20 | 22 | 24 | 21 | 30 | 23 | 19 |
| Moving jobs overseas instead of investing in Britain | 15 | 18 | 15 | 10 | 13 | 18 | 12 | 26 | 13 | 19 | 12 | 10 | 14 | 13 |
| Negatively impacting the environment | 14 | 12 | 15 | 14 | 15 | 9 | 17 | 6 | 13 | 17 | 17 | 14 | 13 | 16 |
| Negatively impacting people's physical or mental health | 14 | 15 | 11 | 12 | 14 | 15 | 13 | 16 | 11 | 11 | 15 | 12 | 16 | 12 |
| Taking customers away from small and medium businesses | 5 | 6 | 3 | 1 | 6 | 4 | 5 | 8 | 3 | 4 | 6 | 1 | 5 | 9 |
| Paying workers unfairly for the work they do | 5 | 7 | 3 | 2 | 5 | 4 | 9 | 6 | 3 | 4 | 4 | 2 | 5 | 6 |
| Not providing job security to workers (e.g. zero-hours contracts) | 3 | 2 | 4 | 1 | 3 | 0 | 1 | 3 | 5 | 2 | 4 | 1 | 3 | 3 |
| Other | 2 | 2 | 2 | 2 | 1 | 4 | 2 | 1 | 0 | 3 | 2 | 2 | 1 | 2 |
| Don't know | 8 | 7 | 6 | 9 | 8 | 7 | 8 | 4 | 7 | 5 | 12 | 9 | 7 | 5 |

Big banks

[Shown to those who said big banks have had a negative impact; N=1218]

| | | | | | | | | | | | | | | |
|---|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Rewarding bosses with bonuses even when the companies are failing | 57 | 61 | 54 | 49 | 58 | 58 | 63 | 61 | 54 | 54 | 60 | 49 | 56 | 58 |
| Influencing politicians for their own interests | 42 | 46 | 39 | 41 | 44 | 47 | 39 | 56 | 37 | 42 | 40 | 41 | 45 | 46 |
| Moving jobs overseas instead of investing in Britain | 28 | 29 | 31 | 23 | 27 | 22 | 31 | 32 | 27 | 36 | 26 | 23 | 28 | 28 |
| Avoiding paying their fair share of tax | 26 | 28 | 23 | 28 | 28 | 26 | 24 | 36 | 21 | 26 | 25 | 28 | 30 | 30 |
| Increasing their prices too much | 16 | 18 | 11 | 17 | 18 | 10 | 13 | 30 | 11 | 12 | 17 | 17 | 15 | 22 |
| Negatively impacting people's physical or mental health | 15 | 18 | 8 | 9 | 18 | 17 | 16 | 20 | 7 | 10 | 14 | 9 | 22 | 18 |
| Taking customers away from small and medium businesses | 7 | 6 | 8 | 6 | 7 | 5 | 7 | 7 | 10 | 6 | 7 | 6 | 6 | 9 |
| Paying workers unfairly for the work they do | 5 | 5 | 5 | 1 | 6 | 6 | 4 | 6 | 2 | 8 | 6 | 1 | 7 | 6 |
| Not providing job security to workers (e.g. zero-hours contracts) | 5 | 5 | 3 | 3 | 4 | 5 | 6 | 2 | 3 | 4 | 3 | 3 | 3 | 4 |
| Negatively impacting the environment | 3 | 2 | 5 | 0 | 3 | 0 | 2 | 4 | 8 | 2 | 6 | 0 | 1 | 2 |
| Other | 5 | 4 | 5 | 10 | 4 | 5 | 4 | 3 | 2 | 8 | 2 | 10 | 4 | 6 |
| Don't know | 11 | 11 | 12 | 16 | 10 | 14 | 14 | 5 | 16 | 7 | 16 | 16 | 6 | 9 |

Sample Size: 3035 GB adults either intending to vote for Reform UK, or considering voting Reform UK (6+/10)
Fieldwork: 18th - 26th August 2025

| | Reform Segment | | | | | Westminster VI | | | | | | | |
|--------------------------|----------------|----------------------|---------------------------|---------------------------|-------------------|-------------------|-----------|-----|-----|---------|-------|---------------------------|----------------------------|
| | Total | Disgusted Disrupters | Left Behind Collectivists | Traditional Conservatives | Melancholy Middle | Civic Pragmatists | Reform UK | Con | Lab | Lib Dem | Green | TOTAL Non-Reform UK Party | Don't know/ Would not vote |
| Weighted Sample | 3035 | 729 | 780 | 391 | 511 | 624 | 2276 | 257 | 88 | 47 | 13 | 438 | 320 |
| Unweighted Sample | 3035 | 754 | 783 | 436 | 491 | 571 | 2388 | 259 | 55 | 41 | 12 | 391 | 256 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |

Large supermarkets

[Shown to those who said large supermarkets have had a negative impact; N=795]

| | | | | | | | | | | | | | |
|---|-----------|----|----|----|----|----|----|----|----|----|----|----|----|
| Increasing their prices too much | 55 | 57 | 58 | 49 | 53 | 46 | 56 | 53 | 31 | 83 | 75 | 55 | 39 |
| Taking customers away from small and medium businesses | 43 | 45 | 36 | 56 | 45 | 45 | 44 | 43 | 30 | 35 | 74 | 40 | 38 |
| Not providing job security to workers (e.g. zero-hours contracts) | 22 | 19 | 27 | 16 | 17 | 27 | 22 | 20 | 18 | 34 | 49 | 20 | 24 |
| Rewarding bosses with bonuses even when the companies are failing | 21 | 25 | 18 | 13 | 21 | 21 | 21 | 21 | 30 | 16 | 0 | 20 | 18 |
| Paying workers unfairly for the work they do | 20 | 17 | 23 | 19 | 21 | 18 | 20 | 23 | 11 | 30 | 0 | 21 | 20 |
| Avoiding paying their fair share of tax | 11 | 12 | 15 | 8 | 8 | 8 | 11 | 13 | 0 | 0 | 26 | 9 | 19 |
| Influencing politicians for their own interests | 11 | 10 | 10 | 18 | 7 | 13 | 11 | 8 | 10 | 12 | 0 | 8 | 13 |
| Negatively impacting the environment | 10 | 6 | 8 | 11 | 18 | 19 | 10 | 17 | 18 | 25 | 26 | 17 | 4 |
| Negatively impacting people's physical or mental health | 9 | 9 | 8 | 6 | 13 | 10 | 9 | 8 | 11 | 25 | 0 | 10 | 6 |
| Moving jobs overseas instead of investing in Britain | 4 | 6 | 3 | 3 | 5 | 2 | 4 | 7 | 31 | 0 | 0 | 7 | 8 |
| Other | 3 | 5 | 2 | 5 | 1 | 5 | 3 | 7 | 0 | 0 | 0 | 5 | 5 |
| Don't know | 11 | 12 | 12 | 7 | 10 | 9 | 11 | 7 | 9 | 0 | 0 | 12 | 9 |

Generally speaking, do you think taxes in the UK are too high, too low, or about right on each of these groups?

Big business

| | | | | | | | | | | | | | |
|-----------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Much too high | 11 | 15 | 9 | 18 | 7 | 9 | 11 | 13 | 18 | 4 | 0 | 14 | 8 |
| A little too high | 14 | 12 | 11 | 27 | 13 | 15 | 15 | 15 | 14 | 11 | 0 | 14 | 10 |
| TOTAL TOO HIGH | 25 | 27 | 20 | 45 | 20 | 24 | 26 | 28 | 32 | 15 | 0 | 28 | 18 |
| About right | 20 | 18 | 17 | 21 | 25 | 22 | 20 | 23 | 40 | 10 | 22 | 25 | 15 |
| A little too low | 24 | 23 | 23 | 18 | 28 | 28 | 24 | 27 | 15 | 42 | 17 | 26 | 22 |
| Much too low | 20 | 25 | 30 | 6 | 13 | 14 | 20 | 16 | 10 | 19 | 60 | 16 | 24 |
| TOTAL TOO LOW | 44 | 48 | 53 | 24 | 41 | 42 | 44 | 43 | 25 | 61 | 77 | 42 | 46 |
| Don't know | 10 | 7 | 10 | 9 | 13 | 13 | 10 | 7 | 2 | 14 | 0 | 6 | 21 |

Small and medium sized business

| | | | | | | | | | | | | | |
|-----------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Much too high | 29 | 39 | 29 | 42 | 18 | 19 | 31 | 27 | 13 | 25 | 27 | 25 | 23 |
| A little too high | 37 | 33 | 36 | 35 | 37 | 42 | 38 | 37 | 29 | 25 | 39 | 34 | 28 |
| TOTAL TOO HIGH | 66 | 72 | 65 | 77 | 55 | 61 | 69 | 64 | 42 | 50 | 66 | 59 | 51 |
| About right | 20 | 17 | 19 | 14 | 26 | 23 | 18 | 22 | 43 | 24 | 21 | 26 | 24 |
| A little too low | 3 | 2 | 3 | 0 | 6 | 4 | 2 | 6 | 10 | 2 | 0 | 7 | 3 |
| Much too low | 1 | 1 | 1 | 1 | 1 | 1 | 0 | 1 | 1 | 0 | 13 | 1 | 2 |
| TOTAL TOO LOW | 4 | 3 | 4 | 1 | 7 | 5 | 2 | 7 | 11 | 2 | 13 | 8 | 5 |
| Don't know | 11 | 8 | 13 | 7 | 13 | 11 | 10 | 6 | 4 | 24 | 0 | 7 | 21 |

Millionaires

| | | | | | | | | | | | | | |
|-----------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Much too high | 8 | 10 | 6 | 14 | 6 | 7 | 9 | 8 | 7 | 8 | 0 | 9 | 8 |
| A little too high | 11 | 11 | 8 | 23 | 10 | 9 | 12 | 14 | 10 | 11 | 10 | 12 | 7 |
| TOTAL TOO HIGH | 19 | 21 | 14 | 37 | 16 | 16 | 21 | 22 | 17 | 19 | 10 | 21 | 15 |
| About right | 25 | 24 | 20 | 37 | 29 | 20 | 25 | 33 | 41 | 18 | 6 | 31 | 16 |
| A little too low | 20 | 20 | 18 | 14 | 23 | 24 | 20 | 20 | 15 | 9 | 14 | 18 | 19 |
| Much too low | 27 | 27 | 38 | 5 | 21 | 31 | 26 | 18 | 25 | 47 | 70 | 25 | 33 |
| TOTAL TOO LOW | 47 | 47 | 56 | 19 | 44 | 55 | 46 | 38 | 40 | 56 | 84 | 43 | 52 |
| Don't know | 9 | 7 | 9 | 7 | 10 | 10 | 8 | 6 | 2 | 8 | 0 | 5 | 17 |

People like me

| | | | | | | | | | | | | | |
|-----------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Much too high | 41 | 59 | 47 | 41 | 21 | 29 | 44 | 33 | 23 | 33 | 27 | 32 | 35 |
| A little too high | 38 | 31 | 37 | 38 | 42 | 46 | 37 | 43 | 39 | 54 | 31 | 42 | 43 |
| TOTAL TOO HIGH | 79 | 90 | 84 | 79 | 63 | 75 | 81 | 76 | 62 | 87 | 58 | 74 | 78 |
| About right | 16 | 7 | 12 | 19 | 26 | 20 | 15 | 21 | 18 | 11 | 29 | 20 | 15 |
| A little too low | 2 | 1 | 0 | 1 | 5 | 1 | 1 | 1 | 19 | 0 | 13 | 4 | 1 |
| Much too low | 0 | 0 | 0 | 0 | 1 | 1 | 0 | 0 | 2 | 0 | 0 | 0 | 1 |
| TOTAL TOO LOW | 2 | 1 | 0 | 1 | 6 | 2 | 1 | 1 | 21 | 0 | 13 | 4 | 2 |
| Don't know | 3 | 1 | 4 | 2 | 5 | 3 | 3 | 2 | 0 | 2 | 0 | 1 | 5 |

Sample Size: 3035 GB adults either intending to vote for Reform UK, or considering voting Reform UK (6+/10)
Fieldwork: 18th - 26th August 2025

| | Age and Gender | | | | | | | | Social Grade | | Ethnicity | | Country | | | |
|--------------------------|----------------|------------|------------|------------|----------|--------------|--------------|--------------|--------------|------|-----------|-------|-----------|---------|-------|----------|
| | Total | Male 18-34 | Male 35-49 | Male 50-64 | Male 65+ | Female 18-34 | Female 35-49 | Female 50-64 | Female 65+ | ABC1 | C2DE | White | Non-White | England | Wales | Scotland |
| Weighted Sample | 3035 | 273 | 425 | 486 | 516 | 152 | 273 | 425 | 486 | 1487 | 1548 | 2732 | 243 | 2701 | 152 | 182 |
| Unweighted Sample | 3035 | 117 | 275 | 546 | 623 | 121 | 272 | 506 | 575 | 1614 | 1421 | 2879 | 92 | 2666 | 161 | 208 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

Large supermarkets

[Shown to those who said large supermarkets have had a negative impact:
N=795]

| | | | | | | | | | | | | | | | | |
|---|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Increasing their prices too much | 55 | 52 | 47 | 57 | 56 | 71 | 61 | 58 | 51 | 55 | 54 | 56 | 38 | 56 | 41 | 51 |
| Taking customers away from small and medium businesses | 43 | 32 | 43 | 49 | 45 | 42 | 41 | 42 | 42 | 49 | 39 | 44 | 40 | 45 | 41 | 31 |
| Not providing job security to workers (e.g. zero-hours contracts) | 22 | 23 | 13 | 23 | 20 | 16 | 24 | 27 | 28 | 24 | 20 | 24 | 5 | 21 | 27 | 28 |
| Rewarding bosses with bonuses even when the companies are failing | 21 | 16 | 19 | 22 | 27 | 18 | 18 | 14 | 24 | 22 | 20 | 22 | 11 | 21 | 9 | 29 |
| Paying workers unfairly for the work they do | 20 | 21 | 17 | 23 | 25 | 8 | 15 | 21 | 17 | 20 | 19 | 20 | 23 | 20 | 20 | 16 |
| Avoiding paying their fair share of tax | 11 | 22 | 13 | 15 | 11 | 12 | 8 | 5 | 10 | 11 | 12 | 11 | 17 | 12 | 6 | 12 |
| Influencing politicians for their own interests | 11 | 29 | 10 | 14 | 10 | 9 | 4 | 8 | 9 | 13 | 9 | 10 | 14 | 10 | 22 | 8 |
| Negatively impacting the environment | 10 | 9 | 5 | 9 | 8 | 27 | 17 | 15 | 9 | 9 | 12 | 10 | 15 | 11 | 3 | 13 |
| Negatively impacting people's physical or mental health | 9 | 22 | 5 | 7 | 10 | 15 | 10 | 9 | 7 | 8 | 10 | 9 | 11 | 8 | 20 | 8 |
| Moving jobs overseas instead of investing in Britain | 4 | 9 | 2 | 2 | 2 | 11 | 3 | 7 | 7 | 5 | 4 | 4 | 11 | 5 | 2 | 0 |
| Other | 3 | 9 | 1 | 2 | 4 | 0 | 5 | 4 | 4 | 4 | 3 | 3 | 7 | 3 | 10 | 4 |
| Don't know | 11 | 0 | 22 | 7 | 11 | 10 | 5 | 9 | 11 | 8 | 13 | 11 | 2 | 10 | 16 | 13 |

Generally speaking, do you think taxes in the UK are too high, too low, or about right on each of these groups?

Big business

| | | | | | | | | | | | | | | | | |
|-----------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Much too high | 11 | 12 | 9 | 15 | 16 | 3 | 13 | 8 | 9 | 11 | 12 | 11 | 18 | 11 | 10 | 10 |
| A little too high | 14 | 14 | 13 | 15 | 19 | 15 | 10 | 13 | 14 | 17 | 12 | 14 | 18 | 14 | 16 | 16 |
| TOTAL TOO HIGH | 25 | 26 | 22 | 30 | 35 | 18 | 23 | 21 | 23 | 28 | 24 | 25 | 36 | 25 | 26 | 26 |
| About right | 20 | 23 | 19 | 19 | 22 | 19 | 10 | 22 | 23 | 21 | 19 | 20 | 21 | 21 | 16 | 17 |
| A little too low | 24 | 22 | 22 | 25 | 23 | 27 | 27 | 24 | 26 | 25 | 23 | 25 | 21 | 24 | 24 | 25 |
| Much too low | 20 | 17 | 27 | 21 | 14 | 22 | 24 | 21 | 15 | 18 | 22 | 20 | 19 | 20 | 23 | 20 |
| TOTAL TOO LOW | 44 | 39 | 49 | 46 | 37 | 49 | 51 | 45 | 41 | 43 | 45 | 45 | 40 | 44 | 47 | 45 |
| Don't know | 10 | 14 | 9 | 5 | 6 | 15 | 16 | 12 | 14 | 8 | 12 | 11 | 4 | 10 | 11 | 12 |

Small and medium sized business

| | | | | | | | | | | | | | | | | |
|-----------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Much too high | 29 | 23 | 33 | 32 | 36 | 18 | 26 | 26 | 26 | 30 | 28 | 29 | 31 | 29 | 35 | 26 |
| A little too high | 37 | 38 | 32 | 35 | 38 | 30 | 36 | 38 | 42 | 39 | 35 | 37 | 32 | 37 | 31 | 34 |
| TOTAL TOO HIGH | 66 | 61 | 65 | 67 | 74 | 48 | 62 | 64 | 68 | 69 | 63 | 66 | 63 | 66 | 66 | 60 |
| About right | 20 | 23 | 20 | 22 | 19 | 31 | 14 | 21 | 16 | 20 | 20 | 20 | 23 | 20 | 18 | 21 |
| A little too low | 3 | 2 | 5 | 4 | 2 | 2 | 1 | 4 | 3 | 3 | 3 | 3 | 4 | 3 | 4 | 5 |
| Much too low | 1 | 1 | 2 | 1 | 0 | 2 | 1 | 1 | 0 | 1 | 1 | 1 | 2 | 1 | 1 | 0 |
| TOTAL TOO LOW | 4 | 3 | 7 | 5 | 2 | 4 | 2 | 5 | 3 | 4 | 4 | 4 | 6 | 4 | 5 | 5 |
| Don't know | 11 | 13 | 9 | 6 | 6 | 16 | 21 | 11 | 12 | 8 | 13 | 11 | 9 | 10 | 11 | 14 |

Millionaires

| | | | | | | | | | | | | | | | | |
|-----------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Much too high | 8 | 11 | 9 | 10 | 11 | 6 | 8 | 8 | 4 | 9 | 8 | 8 | 14 | 8 | 8 | 11 |
| A little too high | 11 | 15 | 12 | 11 | 14 | 7 | 8 | 9 | 11 | 14 | 9 | 11 | 14 | 12 | 9 | 6 |
| TOTAL TOO HIGH | 19 | 26 | 21 | 21 | 25 | 13 | 16 | 17 | 15 | 23 | 17 | 19 | 28 | 20 | 17 | 17 |
| About right | 25 | 24 | 24 | 29 | 28 | 20 | 12 | 23 | 29 | 27 | 23 | 24 | 33 | 25 | 21 | 24 |
| A little too low | 20 | 19 | 21 | 18 | 23 | 18 | 20 | 18 | 20 | 20 | 19 | 21 | 10 | 20 | 16 | 23 |
| Much too low | 27 | 21 | 26 | 23 | 22 | 38 | 37 | 33 | 26 | 23 | 30 | 27 | 24 | 26 | 37 | 26 |
| TOTAL TOO LOW | 47 | 40 | 47 | 41 | 45 | 56 | 57 | 51 | 46 | 43 | 49 | 48 | 34 | 46 | 53 | 49 |
| Don't know | 9 | 10 | 8 | 8 | 3 | 11 | 14 | 9 | 10 | 6 | 11 | 9 | 4 | 8 | 10 | 12 |

People like me

| | | | | | | | | | | | | | | | | |
|-----------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Much too high | 41 | 42 | 45 | 45 | 44 | 37 | 45 | 37 | 32 | 40 | 42 | 40 | 52 | 41 | 45 | 42 |
| A little too high | 38 | 31 | 32 | 35 | 40 | 43 | 42 | 40 | 45 | 41 | 36 | 40 | 25 | 39 | 35 | 36 |
| TOTAL TOO HIGH | 79 | 73 | 77 | 80 | 84 | 80 | 87 | 77 | 77 | 81 | 78 | 80 | 77 | 80 | 80 | 78 |
| About right | 16 | 15 | 17 | 16 | 15 | 17 | 8 | 17 | 18 | 14 | 17 | 16 | 13 | 16 | 15 | 17 |
| A little too low | 2 | 5 | 3 | 1 | 1 | 0 | 0 | 1 | 1 | 2 | 1 | 1 | 7 | 2 | 0 | 0 |
| Much too low | 0 | 2 | 1 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 0 |
| TOTAL TOO LOW | 2 | 7 | 4 | 2 | 1 | 0 | 0 | 1 | 1 | 2 | 2 | 1 | 8 | 2 | 0 | 0 |
| Don't know | 3 | 5 | 2 | 2 | 0 | 3 | 4 | 4 | 4 | 2 | 4 | 3 | 1 | 3 | 6 | 5 |

Sample Size: 3035 GB adults either intending to vote for Reform UK, or considering voting Reform UK (6+/10)
Fieldwork: 18th - 26th August 2025

| | Region in England (1) | | | | | Region in England (2) | | | | | | | | |
|--------------------------|-----------------------|-------|----------|--------|---------------|-----------------------|------------|--------------------------|---------------|---------------|-----------------|--------|------------|------------|
| | Total | North | Midlands | London | Rest of South | North East | North West | Yorkshire and the Humber | East Midlands | West Midlands | East of England | London | South East | South West |
| Weighted Sample | 3035 | 759 | 577 | 273 | 1093 | 142 | 339 | 277 | 303 | 273 | 339 | 273 | 470 | 283 |
| Unweighted Sample | 3035 | 768 | 611 | 189 | 1098 | 144 | 350 | 274 | 304 | 307 | 339 | 189 | 463 | 296 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

Large supermarkets

[Shown to those who said large supermarkets have had a negative impact:
N=795]

| | | | | | | | | | | | | | | |
|---|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Increasing their prices too much | 55 | 50 | 61 | 67 | 55 | 40 | 52 | 52 | 61 | 61 | 63 | 67 | 54 | 48 |
| Taking customers away from small and medium businesses | 43 | 45 | 49 | 39 | 43 | 35 | 45 | 51 | 52 | 47 | 41 | 39 | 41 | 47 |
| Not providing job security to workers (e.g. zero-hours contracts) | 22 | 19 | 17 | 20 | 25 | 23 | 17 | 18 | 10 | 23 | 22 | 20 | 22 | 34 |
| Rewarding bosses with bonuses even when the companies are failing | 21 | 23 | 19 | 22 | 19 | 28 | 20 | 23 | 22 | 16 | 24 | 22 | 22 | 10 |
| Paying workers unfairly for the work they do | 20 | 16 | 19 | 22 | 24 | 19 | 16 | 14 | 14 | 24 | 23 | 22 | 25 | 23 |
| Avoiding paying their fair share of tax | 11 | 14 | 7 | 17 | 12 | 11 | 11 | 18 | 5 | 8 | 12 | 17 | 11 | 14 |
| Influencing politicians for their own interests | 11 | 8 | 8 | 8 | 14 | 4 | 11 | 6 | 8 | 8 | 13 | 8 | 10 | 21 |
| Negatively impacting the environment | 10 | 11 | 6 | 12 | 12 | 7 | 10 | 15 | 3 | 9 | 15 | 12 | 10 | 12 |
| Negatively impacting people's physical or mental health | 9 | 12 | 6 | 11 | 6 | 8 | 10 | 16 | 6 | 6 | 6 | 11 | 5 | 8 |
| Moving jobs overseas instead of investing in Britain | 4 | 3 | 6 | 5 | 5 | 2 | 3 | 5 | 4 | 6 | 3 | 5 | 5 | 9 |
| Other | 3 | 4 | 2 | 0 | 3 | 2 | 4 | 4 | 2 | 3 | 1 | 0 | 5 | 3 |
| Don't know | 11 | 11 | 9 | 11 | 10 | 23 | 10 | 6 | 10 | 8 | 15 | 11 | 8 | 6 |

Generally speaking, do you think taxes in the UK are too high, too low, or about right on each of these groups?

Big business

| | | | | | | | | | | | | | | |
|-----------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Much too high | 11 | 11 | 10 | 16 | 11 | 16 | 12 | 8 | 10 | 9 | 11 | 16 | 12 | 10 |
| A little too high | 14 | 14 | 16 | 16 | 12 | 14 | 11 | 18 | 14 | 17 | 12 | 16 | 13 | 12 |
| TOTAL TOO HIGH | 25 | 25 | 26 | 32 | 23 | 30 | 23 | 26 | 24 | 26 | 23 | 32 | 25 | 22 |
| About right | 20 | 21 | 18 | 22 | 21 | 20 | 20 | 23 | 18 | 19 | 20 | 22 | 20 | 25 |
| A little too low | 24 | 21 | 28 | 24 | 24 | 22 | 24 | 18 | 25 | 30 | 28 | 24 | 23 | 23 |
| Much too low | 20 | 21 | 18 | 14 | 20 | 18 | 21 | 23 | 20 | 17 | 19 | 14 | 20 | 22 |
| TOTAL TOO LOW | 44 | 42 | 46 | 38 | 44 | 40 | 45 | 41 | 45 | 47 | 47 | 38 | 43 | 45 |
| Don't know | 10 | 11 | 10 | 7 | 11 | 10 | 12 | 10 | 12 | 7 | 11 | 7 | 13 | 8 |

Small and medium sized business

| | | | | | | | | | | | | | | |
|-----------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Much too high | 29 | 27 | 29 | 28 | 31 | 25 | 29 | 26 | 26 | 32 | 29 | 28 | 31 | 33 |
| A little too high | 37 | 39 | 39 | 36 | 36 | 42 | 38 | 39 | 38 | 39 | 38 | 36 | 34 | 35 |
| TOTAL TOO HIGH | 66 | 66 | 68 | 64 | 67 | 67 | 67 | 65 | 64 | 71 | 67 | 64 | 65 | 68 |
| About right | 20 | 20 | 19 | 22 | 20 | 21 | 17 | 22 | 19 | 19 | 21 | 22 | 19 | 20 |
| A little too low | 3 | 4 | 1 | 4 | 2 | 6 | 3 | 4 | 0 | 3 | 2 | 4 | 2 | 3 |
| Much too low | 1 | 1 | 1 | 0 | 1 | 0 | 1 | 1 | 2 | 0 | 0 | 0 | 1 | 1 |
| TOTAL TOO LOW | 4 | 5 | 2 | 4 | 3 | 6 | 4 | 5 | 2 | 3 | 2 | 4 | 3 | 4 |
| Don't know | 11 | 10 | 12 | 10 | 11 | 6 | 12 | 8 | 15 | 8 | 10 | 10 | 13 | 8 |

Millionaires

| | | | | | | | | | | | | | | |
|-----------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Much too high | 8 | 9 | 7 | 8 | 9 | 8 | 9 | 8 | 7 | 8 | 8 | 8 | 9 | 9 |
| A little too high | 11 | 12 | 9 | 15 | 12 | 9 | 14 | 11 | 10 | 9 | 16 | 15 | 10 | 13 |
| TOTAL TOO HIGH | 19 | 21 | 16 | 23 | 21 | 17 | 23 | 19 | 17 | 17 | 24 | 23 | 19 | 22 |
| About right | 25 | 21 | 27 | 31 | 26 | 26 | 17 | 22 | 25 | 29 | 24 | 31 | 27 | 26 |
| A little too low | 20 | 22 | 18 | 20 | 19 | 23 | 23 | 20 | 16 | 20 | 17 | 20 | 21 | 19 |
| Much too low | 27 | 28 | 27 | 21 | 26 | 25 | 27 | 30 | 27 | 27 | 29 | 21 | 24 | 27 |
| TOTAL TOO LOW | 47 | 50 | 45 | 41 | 45 | 48 | 50 | 50 | 43 | 47 | 46 | 41 | 45 | 46 |
| Don't know | 9 | 9 | 11 | 5 | 8 | 8 | 9 | 8 | 14 | 7 | 6 | 5 | 9 | 7 |

People like me

| | | | | | | | | | | | | | | |
|-----------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Much too high | 41 | 40 | 43 | 37 | 41 | 43 | 37 | 41 | 45 | 41 | 41 | 37 | 38 | 44 |
| A little too high | 38 | 41 | 37 | 38 | 38 | 41 | 39 | 42 | 33 | 42 | 39 | 38 | 39 | 37 |
| TOTAL TOO HIGH | 79 | 81 | 80 | 75 | 79 | 84 | 76 | 83 | 78 | 83 | 80 | 75 | 77 | 81 |
| About right | 16 | 15 | 16 | 15 | 16 | 11 | 18 | 14 | 16 | 15 | 15 | 15 | 18 | 15 |
| A little too low | 2 | 1 | 1 | 7 | 1 | 2 | 1 | 1 | 2 | 0 | 2 | 7 | 1 | 1 |
| Much too low | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 2 | 0 |
| TOTAL TOO LOW | 2 | 1 | 1 | 7 | 2 | 2 | 1 | 1 | 2 | 1 | 2 | 7 | 3 | 1 |
| Don't know | 3 | 3 | 2 | 3 | 3 | 4 | 5 | 1 | 3 | 1 | 2 | 3 | 3 | 3 |

Sample Size: 3035 GB adults either intending to vote for Reform UK, or considering voting Reform UK (6+/10)
Fieldwork: 18th - 26th August 2025

| | Reform Segment | | | | | Westminster VI | | | | | | | |
|--------------------------|----------------|----------------------|---------------------------|---------------------------|-------------------|-------------------|-----------|-----|-----|---------|-------|---------------------------|----------------------------|
| | Total | Disgusted Disrupters | Left Behind Collectivists | Traditional Conservatives | Melancholy Middle | Civic Pragmatists | Reform UK | Con | Lab | Lib Dem | Green | TOTAL Non-Reform UK Party | Don't know/ Would not vote |
| Weighted Sample | 3035 | 729 | 780 | 391 | 511 | 624 | 2276 | 257 | 88 | 47 | 13 | 438 | 320 |
| Unweighted Sample | 3035 | 754 | 783 | 436 | 491 | 571 | 2388 | 259 | 55 | 41 | 12 | 391 | 256 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |

Please say whether you support or oppose this change, and whether you think it would or would not hurt economic growth.

Charging more tax on the rent income landlords receive

| | | | | | | | | | | | | | |
|--|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| I support this tax and I don't think it would hurt economic growth | 23 | 27 | 27 | 11 | 16 | 26 | 23 | 21 | 13 | 24 | 31 | 20 | 23 |
| I support this tax but think it would hurt economic growth | 15 | 14 | 15 | 12 | 16 | 18 | 15 | 15 | 25 | 20 | 12 | 18 | 14 |
| TOTAL SUPPORT | 38 | 41 | 42 | 23 | 32 | 44 | 38 | 36 | 38 | 44 | 43 | 38 | 37 |
| I oppose this tax but I don't think it would hurt economic growth | 14 | 12 | 13 | 14 | 16 | 17 | 14 | 11 | 26 | 17 | 0 | 17 | 13 |
| I oppose this tax and think it would hurt economic growth | 32 | 34 | 27 | 52 | 33 | 22 | 32 | 42 | 30 | 27 | 24 | 36 | 25 |
| TOTAL OPPOSE | 46 | 46 | 40 | 66 | 49 | 39 | 46 | 53 | 56 | 44 | 24 | 53 | 38 |
| Don't know | 16 | 13 | 17 | 11 | 18 | 17 | 15 | 10 | 7 | 11 | 33 | 10 | 25 |

Charging more tax on the sale of shares and investments

| | | | | | | | | | | | | | |
|--|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| I support this tax and I don't think it would hurt economic growth | 16 | 18 | 20 | 6 | 11 | 18 | 16 | 11 | 28 | 22 | 19 | 16 | 16 |
| I support this tax but think it would hurt economic growth | 15 | 15 | 17 | 10 | 15 | 16 | 16 | 18 | 17 | 25 | 10 | 18 | 10 |
| TOTAL SUPPORT | 31 | 33 | 37 | 16 | 26 | 34 | 32 | 29 | 45 | 47 | 29 | 34 | 26 |
| I oppose this tax but I don't think it would hurt economic growth | 15 | 13 | 14 | 13 | 18 | 16 | 15 | 14 | 30 | 15 | 14 | 18 | 10 |
| I oppose this tax and think it would hurt economic growth | 33 | 37 | 24 | 55 | 34 | 25 | 34 | 45 | 13 | 20 | 11 | 33 | 30 |
| TOTAL OPPOSE | 48 | 50 | 38 | 68 | 52 | 41 | 49 | 59 | 43 | 35 | 25 | 51 | 40 |
| Don't know | 21 | 17 | 25 | 17 | 22 | 24 | 20 | 12 | 13 | 18 | 46 | 15 | 35 |

Introducing a one-off 1% wealth tax on the 22,000 richest families in the UK (those with a net wealth over £10 million)

| | | | | | | | | | | | | | |
|--|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| I support this tax and I don't think it would hurt economic growth | 48 | 48 | 58 | 18 | 43 | 59 | 48 | 37 | 51 | 70 | 53 | 43 | 54 |
| I support this tax but think it would hurt economic growth | 13 | 14 | 12 | 11 | 15 | 14 | 14 | 17 | 12 | 4 | 14 | 14 | 9 |
| TOTAL SUPPORT | 61 | 62 | 70 | 29 | 58 | 73 | 62 | 54 | 63 | 74 | 67 | 57 | 63 |
| I oppose this tax but I don't think it would hurt economic growth | 8 | 7 | 8 | 12 | 11 | 6 | 8 | 8 | 21 | 3 | 13 | 13 | 7 |
| I oppose this tax and think it would hurt economic growth | 18 | 21 | 10 | 49 | 17 | 8 | 18 | 29 | 8 | 9 | 6 | 21 | 15 |
| TOTAL OPPOSE | 26 | 28 | 18 | 61 | 28 | 14 | 26 | 37 | 29 | 12 | 19 | 34 | 22 |
| Don't know | 12 | 10 | 13 | 11 | 14 | 12 | 12 | 10 | 8 | 15 | 14 | 10 | 15 |

Introducing a tax on people leaving the UK with over £1 million in investment gains

| | | | | | | | | | | | | | |
|--|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| I support this tax and I don't think it would hurt economic growth | 45 | 47 | 52 | 23 | 39 | 54 | 45 | 41 | 38 | 68 | 53 | 44 | 49 |
| I support this tax but think it would hurt economic growth | 13 | 12 | 12 | 14 | 17 | 13 | 13 | 15 | 30 | 11 | 6 | 16 | 10 |
| TOTAL SUPPORT | 58 | 59 | 64 | 37 | 56 | 67 | 58 | 56 | 68 | 79 | 59 | 60 | 59 |
| I oppose this tax but I don't think it would hurt economic growth | 9 | 9 | 7 | 14 | 10 | 8 | 9 | 8 | 17 | 11 | 6 | 11 | 4 |
| I oppose this tax and think it would hurt economic growth | 16 | 19 | 10 | 37 | 14 | 8 | 16 | 25 | 10 | 1 | 8 | 19 | 11 |
| TOTAL OPPOSE | 25 | 28 | 17 | 51 | 24 | 16 | 25 | 33 | 27 | 12 | 14 | 30 | 15 |
| Don't know | 16 | 13 | 18 | 13 | 20 | 16 | 16 | 11 | 5 | 8 | 27 | 10 | 25 |

Sample Size: 3035 GB adults either intending to vote for Reform UK, or considering voting Reform UK (6+/10)
Fieldwork: 18th - 26th August 2025

| | Vote in 2024 GE | | | | | | | | Considering (6+/10) but not voting Reform UK | Vote in 2016 EU | | Gender | | Age (1) | | | | Age (2) | | | | |
|--------------------------|-----------------|-----------|-----|-----|---------|-------|---------------------------|------------------------------|--|-----------------|-------|--------|--------|---------|-------|-------|------|---------|-------|-------|------|---|
| | Total | Reform UK | Con | Lab | Lib Dem | Green | TOTAL Non-Reform UK Party | Can't remember / Didn't vote | | Remain | Leave | Male | Female | 18-24 | 25-49 | 50-64 | 65+ | 18-34 | 35-49 | 50-64 | 65+ | |
| Weighted Sample | 3035 | 1123 | 708 | 366 | 112 | 39 | 1305 | 607 | 759 | 468 | 2074 | 1700 | 1335 | 119 | 1004 | 911 | 1002 | 425 | 698 | 911 | 1002 | |
| Unweighted Sample | 3035 | 1182 | 801 | 338 | 112 | 35 | 1374 | 479 | 647 | 463 | 2223 | 1561 | 1474 | 61 | 724 | 1052 | 1198 | 238 | 547 | 1052 | 1198 | |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

Please say whether you support or oppose this change, and whether you think it would or would not hurt economic growth.

Charging more tax on the rent income landlords receive

| | | | | | | | | | | | | | | | | | | | | | |
|--|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| I support this tax and I don't think it would hurt economic growth | 23 | 21 | 21 | 29 | 31 | 36 | 25 | 20 | 21 | 22 | 24 | 23 | 22 | 16 | 20 | 22 | 26 | 18 | 21 | 22 | 26 |
| I support this tax but think it would hurt economic growth | 15 | 15 | 15 | 17 | 14 | 23 | 16 | 13 | 16 | 18 | 14 | 15 | 16 | 11 | 16 | 16 | 14 | 14 | 16 | 16 | 14 |
| TOTAL SUPPORT | 38 | 36 | 36 | 46 | 45 | 59 | 41 | 33 | 37 | 40 | 38 | 38 | 38 | 27 | 36 | 38 | 40 | 32 | 37 | 38 | 40 |
| I oppose this tax but I don't think it would hurt economic growth | 14 | 14 | 14 | 16 | 22 | 4 | 15 | 13 | 15 | 12 | 15 | 16 | 12 | 14 | 14 | 12 | 17 | 16 | 14 | 12 | 17 |
| I oppose this tax and think it would hurt economic growth | 32 | 35 | 38 | 23 | 25 | 15 | 32 | 28 | 32 | 32 | 32 | 34 | 30 | 48 | 31 | 34 | 30 | 37 | 30 | 34 | 30 |
| TOTAL OPPOSE | 46 | 49 | 52 | 39 | 47 | 19 | 47 | 41 | 47 | 44 | 47 | 50 | 42 | 62 | 45 | 46 | 47 | 53 | 44 | 46 | 47 |
| Don't know | 16 | 15 | 11 | 15 | 9 | 22 | 12 | 25 | 16 | 15 | 15 | 12 | 20 | 11 | 18 | 16 | 14 | 15 | 19 | 16 | 14 |

Charging more tax on the sale of shares and investments

| | | | | | | | | | | | | | | | | | | | | | |
|--|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| I support this tax and I don't think it would hurt economic growth | 16 | 16 | 12 | 25 | 14 | 28 | 17 | 14 | 16 | 15 | 16 | 16 | 15 | 13 | 16 | 17 | 15 | 13 | 18 | 17 | 15 |
| I support this tax but think it would hurt economic growth | 15 | 15 | 16 | 17 | 17 | 27 | 17 | 13 | 14 | 11 | 16 | 16 | 15 | 14 | 16 | 14 | 16 | 16 | 16 | 14 | 16 |
| TOTAL SUPPORT | 31 | 31 | 28 | 42 | 31 | 55 | 34 | 27 | 30 | 26 | 32 | 32 | 30 | 27 | 32 | 31 | 31 | 29 | 34 | 31 | 31 |
| I oppose this tax but I don't think it would hurt economic growth | 15 | 15 | 15 | 17 | 19 | 10 | 16 | 11 | 15 | 15 | 15 | 15 | 15 | 11 | 14 | 13 | 18 | 14 | 13 | 13 | 18 |
| I oppose this tax and think it would hurt economic growth | 33 | 33 | 44 | 20 | 31 | 20 | 34 | 29 | 32 | 36 | 33 | 37 | 27 | 40 | 29 | 36 | 33 | 33 | 29 | 36 | 33 |
| TOTAL OPPOSE | 48 | 48 | 59 | 37 | 50 | 30 | 50 | 40 | 47 | 51 | 48 | 52 | 42 | 51 | 43 | 49 | 51 | 47 | 42 | 49 | 51 |
| Don't know | 21 | 21 | 13 | 21 | 18 | 15 | 16 | 32 | 24 | 23 | 20 | 16 | 28 | 23 | 25 | 21 | 18 | 24 | 25 | 21 | 18 |

Introducing a one-off 1% wealth tax on the 22,000 richest families in the UK (those with a net wealth over £10 million)

| | | | | | | | | | | | | | | | | | | | | | |
|--|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| I support this tax and I don't think it would hurt economic growth | 48 | 46 | 39 | 63 | 57 | 66 | 50 | 49 | 48 | 49 | 49 | 42 | 56 | 32 | 45 | 51 | 50 | 38 | 47 | 51 | 50 |
| I support this tax but think it would hurt economic growth | 13 | 13 | 16 | 11 | 16 | 9 | 14 | 12 | 11 | 12 | 14 | 14 | 12 | 11 | 14 | 14 | 13 | 16 | 12 | 14 | 13 |
| TOTAL SUPPORT | 61 | 59 | 55 | 74 | 73 | 75 | 64 | 61 | 59 | 61 | 63 | 56 | 68 | 43 | 59 | 65 | 63 | 54 | 59 | 65 | 63 |
| I oppose this tax but I don't think it would hurt economic growth | 8 | 9 | 9 | 8 | 6 | 15 | 8 | 6 | 10 | 10 | 8 | 10 | 6 | 19 | 9 | 8 | 8 | 10 | 10 | 8 | 8 |
| I oppose this tax and think it would hurt economic growth | 18 | 20 | 27 | 8 | 10 | 3 | 18 | 15 | 19 | 16 | 19 | 23 | 12 | 27 | 17 | 16 | 21 | 21 | 16 | 16 | 21 |
| TOTAL OPPOSE | 26 | 29 | 36 | 16 | 16 | 18 | 26 | 21 | 29 | 26 | 27 | 33 | 18 | 46 | 26 | 24 | 29 | 31 | 26 | 24 | 29 |
| Don't know | 12 | 11 | 10 | 11 | 12 | 7 | 10 | 18 | 12 | 13 | 11 | 10 | 14 | 12 | 15 | 11 | 9 | 15 | 15 | 11 | 9 |

Introducing a tax on people leaving the UK with over £1 million in investment gains

| | | | | | | | | | | | | | | | | | | | | | |
|--|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| I support this tax and I don't think it would hurt economic growth | 45 | 42 | 42 | 55 | 52 | 61 | 48 | 46 | 46 | 45 | 46 | 42 | 50 | 40 | 45 | 46 | 46 | 40 | 47 | 46 | 46 |
| I support this tax but think it would hurt economic growth | 13 | 13 | 16 | 14 | 19 | 7 | 15 | 11 | 14 | 14 | 13 | 14 | 13 | 13 | 11 | 14 | 15 | 13 | 11 | 14 | 15 |
| TOTAL SUPPORT | 58 | 55 | 58 | 69 | 71 | 68 | 63 | 57 | 60 | 59 | 59 | 56 | 63 | 53 | 56 | 60 | 61 | 53 | 58 | 60 | 61 |
| I oppose this tax but I don't think it would hurt economic growth | 9 | 11 | 9 | 9 | 6 | 8 | 9 | 7 | 8 | 9 | 9 | 11 | 7 | 8 | 10 | 8 | 9 | 9 | 10 | 8 | 9 |
| I oppose this tax and think it would hurt economic growth | 16 | 18 | 21 | 8 | 9 | 5 | 16 | 13 | 16 | 13 | 17 | 20 | 11 | 25 | 16 | 16 | 15 | 19 | 16 | 16 | 15 |
| TOTAL OPPOSE | 25 | 29 | 30 | 17 | 15 | 13 | 25 | 20 | 24 | 22 | 26 | 31 | 18 | 33 | 26 | 24 | 24 | 28 | 26 | 24 | 24 |
| Don't know | 16 | 16 | 12 | 14 | 13 | 18 | 13 | 22 | 16 | 18 | 15 | 13 | 20 | 13 | 18 | 15 | 15 | 19 | 17 | 15 | 15 |

Sample Size: 3035 GB adults either intending to vote for Reform UK, or considering voting Reform UK (6+/10)
Fieldwork: 18th - 26th August 2025

| | Age and Gender | | | | | | | | Social Grade | | Ethnicity | | Country | | | |
|--------------------------|----------------|------------|------------|------------|----------|--------------|--------------|--------------|--------------|------|-----------|-------|-----------|---------|-------|----------|
| | Total | Male 18-34 | Male 35-49 | Male 50-64 | Male 65+ | Female 18-34 | Female 35-49 | Female 50-64 | Female 65+ | ABC1 | C2DE | White | Non-White | England | Wales | Scotland |
| Weighted Sample | 3035 | 273 | 425 | 486 | 516 | 152 | 273 | 425 | 486 | 1487 | 1548 | 2732 | 243 | 2701 | 152 | 182 |
| Unweighted Sample | 3035 | 117 | 275 | 546 | 623 | 121 | 272 | 506 | 575 | 1614 | 1421 | 2879 | 92 | 2666 | 161 | 208 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

Please say whether you support or oppose this change, and whether you think it would or would not hurt economic growth.

Charging more tax on the rent income landlords receive

| | | | | | | | | | | | | | | | | |
|--|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| I support this tax and I don't think it would hurt economic growth | 23 | 19 | 23 | 22 | 27 | 16 | 19 | 23 | 25 | 23 | 23 | 23 | 23 | 23 | 17 | 24 |
| I support this tax but think it would hurt economic growth | 15 | 13 | 18 | 15 | 13 | 17 | 14 | 17 | 14 | 14 | 16 | 15 | 13 | 15 | 15 | 16 |
| TOTAL SUPPORT | 38 | 32 | 41 | 37 | 40 | 33 | 33 | 40 | 39 | 37 | 39 | 38 | 36 | 38 | 32 | 40 |
| I oppose this tax but I don't think it would hurt economic growth | 14 | 18 | 15 | 12 | 19 | 13 | 11 | 11 | 14 | 15 | 13 | 14 | 18 | 14 | 19 | 12 |
| I oppose this tax and think it would hurt economic growth | 32 | 39 | 29 | 39 | 31 | 34 | 32 | 29 | 29 | 37 | 28 | 31 | 39 | 33 | 25 | 31 |
| TOTAL OPPOSE | 46 | 57 | 44 | 51 | 50 | 47 | 43 | 40 | 43 | 52 | 41 | 45 | 57 | 47 | 44 | 43 |
| Don't know | 16 | 12 | 15 | 12 | 10 | 20 | 24 | 20 | 18 | 11 | 20 | 16 | 7 | 15 | 23 | 17 |

Charging more tax on the sale of shares and investments

| | | | | | | | | | | | | | | | | |
|--|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| I support this tax and I don't think it would hurt economic growth | 16 | 15 | 17 | 17 | 16 | 10 | 19 | 16 | 13 | 14 | 17 | 16 | 14 | 16 | 15 | 17 |
| I support this tax but think it would hurt economic growth | 15 | 18 | 17 | 14 | 15 | 13 | 14 | 14 | 17 | 15 | 16 | 15 | 17 | 16 | 14 | 13 |
| TOTAL SUPPORT | 31 | 33 | 34 | 31 | 31 | 23 | 33 | 30 | 30 | 29 | 33 | 31 | 31 | 32 | 29 | 30 |
| I oppose this tax but I don't think it would hurt economic growth | 15 | 12 | 14 | 13 | 18 | 18 | 11 | 12 | 18 | 16 | 13 | 15 | 16 | 14 | 19 | 14 |
| I oppose this tax and think it would hurt economic growth | 33 | 35 | 34 | 41 | 38 | 29 | 22 | 30 | 28 | 40 | 26 | 32 | 42 | 33 | 26 | 32 |
| TOTAL OPPOSE | 48 | 47 | 48 | 54 | 56 | 47 | 33 | 42 | 46 | 56 | 39 | 47 | 58 | 47 | 45 | 46 |
| Don't know | 21 | 21 | 19 | 14 | 13 | 30 | 34 | 28 | 24 | 15 | 28 | 22 | 10 | 21 | 25 | 24 |

Introducing a one-off 1% wealth tax on the 22,000 richest families in the UK (those with a net wealth over £10 million)

| | | | | | | | | | | | | | | | | |
|--|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| I support this tax and I don't think it would hurt economic growth | 48 | 29 | 45 | 46 | 44 | 54 | 51 | 58 | 57 | 44 | 52 | 49 | 42 | 48 | 51 | 51 |
| I support this tax but think it would hurt economic growth | 13 | 17 | 12 | 18 | 11 | 14 | 11 | 9 | 14 | 14 | 12 | 13 | 11 | 14 | 12 | 10 |
| TOTAL SUPPORT | 61 | 46 | 57 | 64 | 55 | 68 | 62 | 67 | 71 | 58 | 64 | 62 | 53 | 62 | 63 | 61 |
| I oppose this tax but I don't think it would hurt economic growth | 8 | 14 | 10 | 9 | 9 | 4 | 10 | 5 | 6 | 10 | 7 | 8 | 14 | 9 | 5 | 7 |
| I oppose this tax and think it would hurt economic growth | 18 | 25 | 21 | 20 | 27 | 13 | 9 | 13 | 14 | 23 | 14 | 17 | 25 | 18 | 19 | 21 |
| TOTAL OPPOSE | 26 | 39 | 31 | 29 | 36 | 17 | 19 | 18 | 20 | 33 | 21 | 25 | 39 | 27 | 24 | 28 |
| Don't know | 12 | 15 | 12 | 8 | 9 | 15 | 19 | 15 | 9 | 9 | 15 | 12 | 8 | 12 | 13 | 12 |

Introducing a tax on people leaving the UK with over £1 million in investment gains

| | | | | | | | | | | | | | | | | |
|--|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| I support this tax and I don't think it would hurt economic growth | 45 | 37 | 43 | 42 | 43 | 45 | 54 | 50 | 50 | 43 | 48 | 46 | 38 | 45 | 49 | 48 |
| I support this tax but think it would hurt economic growth | 13 | 16 | 11 | 14 | 16 | 9 | 10 | 14 | 14 | 15 | 12 | 13 | 14 | 14 | 11 | 12 |
| TOTAL SUPPORT | 58 | 53 | 54 | 56 | 59 | 54 | 64 | 64 | 64 | 58 | 60 | 59 | 52 | 59 | 60 | 60 |
| I oppose this tax but I don't think it would hurt economic growth | 9 | 10 | 12 | 11 | 10 | 8 | 5 | 6 | 8 | 10 | 8 | 9 | 9 | 9 | 5 | 8 |
| I oppose this tax and think it would hurt economic growth | 16 | 23 | 19 | 21 | 20 | 12 | 11 | 11 | 10 | 19 | 13 | 15 | 28 | 16 | 15 | 18 |
| TOTAL OPPOSE | 25 | 33 | 31 | 32 | 30 | 20 | 16 | 17 | 18 | 29 | 21 | 24 | 37 | 25 | 20 | 26 |
| Don't know | 16 | 15 | 15 | 12 | 12 | 26 | 21 | 19 | 17 | 13 | 19 | 17 | 10 | 16 | 20 | 15 |

Sample Size: 3035 GB adults either intending to vote for Reform UK, or considering voting Reform UK (6+/10)
Fieldwork: 18th - 26th August 2025

| | Region in England (1) | | | | | Region in England (2) | | | | | | | | |
|--------------------------|-----------------------|-------|----------|--------|---------------|-----------------------|------------|--------------------------|---------------|---------------|-----------------|--------|------------|------------|
| | Total | North | Midlands | London | Rest of South | North East | North West | Yorkshire and the Humber | East Midlands | West Midlands | East of England | London | South East | South West |
| Weighted Sample | 3035 | 759 | 577 | 273 | 1093 | 142 | 339 | 277 | 303 | 273 | 339 | 273 | 470 | 283 |
| Unweighted Sample | 3035 | 768 | 611 | 189 | 1098 | 144 | 350 | 274 | 304 | 307 | 339 | 189 | 463 | 296 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

Please say whether you support or oppose this change, and whether you think it would or would not hurt economic growth.

Charging more tax on the rent income landlords receive

| | | | | | | | | | | | | | | |
|--|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| I support this tax and I don't think it would hurt economic growth | 23 | 26 | 23 | 17 | 22 | 35 | 23 | 27 | 20 | 25 | 24 | 17 | 22 | 20 |
| I support this tax but think it would hurt economic growth | 15 | 16 | 15 | 16 | 14 | 16 | 15 | 16 | 16 | 13 | 15 | 16 | 13 | 15 |
| TOTAL SUPPORT | 38 | 42 | 38 | 33 | 36 | 51 | 38 | 43 | 36 | 38 | 39 | 33 | 35 | 35 |
| I oppose this tax but I don't think it would hurt economic growth | 14 | 14 | 16 | 18 | 13 | 11 | 16 | 12 | 15 | 17 | 12 | 18 | 12 | 14 |
| I oppose this tax and think it would hurt economic growth | 32 | 27 | 32 | 31 | 37 | 25 | 29 | 27 | 32 | 33 | 36 | 31 | 36 | 38 |
| TOTAL OPPOSE | 46 | 41 | 48 | 49 | 50 | 36 | 45 | 39 | 47 | 50 | 48 | 49 | 48 | 52 |
| Don't know | 16 | 17 | 14 | 17 | 14 | 13 | 17 | 18 | 17 | 11 | 13 | 17 | 16 | 13 |

Charging more tax on the sale of shares and investments

| | | | | | | | | | | | | | | |
|--|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| I support this tax and I don't think it would hurt economic growth | 16 | 18 | 17 | 13 | 14 | 23 | 16 | 19 | 14 | 20 | 15 | 13 | 13 | 16 |
| I support this tax but think it would hurt economic growth | 15 | 17 | 18 | 14 | 13 | 18 | 18 | 16 | 18 | 18 | 12 | 14 | 14 | 14 |
| TOTAL SUPPORT | 31 | 35 | 35 | 27 | 27 | 41 | 34 | 35 | 32 | 38 | 27 | 27 | 27 | 30 |
| I oppose this tax but I don't think it would hurt economic growth | 15 | 14 | 12 | 21 | 14 | 13 | 16 | 13 | 11 | 12 | 16 | 21 | 15 | 11 |
| I oppose this tax and think it would hurt economic growth | 33 | 29 | 32 | 33 | 37 | 22 | 33 | 28 | 32 | 32 | 39 | 33 | 35 | 39 |
| TOTAL OPPOSE | 48 | 43 | 44 | 54 | 51 | 35 | 49 | 41 | 43 | 44 | 55 | 54 | 50 | 50 |
| Don't know | 21 | 21 | 21 | 18 | 21 | 25 | 18 | 24 | 25 | 18 | 19 | 18 | 23 | 19 |

Introducing a one-off 1% wealth tax on the 22,000 richest families in the UK (those with a net wealth over £10 million)

| | | | | | | | | | | | | | | |
|--|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| I support this tax and I don't think it would hurt economic growth | 48 | 51 | 49 | 41 | 46 | 43 | 51 | 55 | 46 | 53 | 50 | 41 | 43 | 48 |
| I support this tax but think it would hurt economic growth | 13 | 15 | 13 | 11 | 14 | 21 | 13 | 14 | 13 | 14 | 13 | 11 | 14 | 14 |
| TOTAL SUPPORT | 61 | 66 | 62 | 52 | 60 | 64 | 64 | 69 | 59 | 67 | 63 | 52 | 57 | 62 |
| I oppose this tax but I don't think it would hurt economic growth | 8 | 8 | 7 | 15 | 8 | 12 | 6 | 9 | 9 | 6 | 8 | 15 | 10 | 7 |
| I oppose this tax and think it would hurt economic growth | 18 | 15 | 16 | 20 | 20 | 12 | 17 | 15 | 16 | 17 | 18 | 20 | 22 | 21 |
| TOTAL OPPOSE | 26 | 23 | 23 | 35 | 28 | 24 | 23 | 24 | 25 | 23 | 26 | 35 | 32 | 28 |
| Don't know | 12 | 11 | 14 | 12 | 11 | 13 | 13 | 8 | 17 | 10 | 10 | 12 | 12 | 10 |

Introducing a tax on people leaving the UK with over £1 million in investment gains

| | | | | | | | | | | | | | | |
|--|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| I support this tax and I don't think it would hurt economic growth | 45 | 47 | 49 | 40 | 43 | 44 | 47 | 48 | 46 | 52 | 45 | 40 | 41 | 46 |
| I support this tax but think it would hurt economic growth | 13 | 15 | 11 | 16 | 14 | 11 | 15 | 16 | 10 | 12 | 14 | 16 | 15 | 12 |
| TOTAL SUPPORT | 58 | 62 | 60 | 56 | 57 | 55 | 62 | 64 | 56 | 64 | 59 | 56 | 56 | 58 |
| I oppose this tax but I don't think it would hurt economic growth | 9 | 10 | 8 | 13 | 9 | 14 | 10 | 7 | 8 | 7 | 11 | 13 | 8 | 9 |
| I oppose this tax and think it would hurt economic growth | 16 | 14 | 16 | 16 | 17 | 15 | 15 | 12 | 17 | 14 | 15 | 16 | 20 | 17 |
| TOTAL OPPOSE | 25 | 24 | 24 | 29 | 26 | 29 | 25 | 19 | 25 | 21 | 26 | 29 | 28 | 26 |
| Don't know | 16 | 15 | 17 | 14 | 16 | 17 | 13 | 16 | 19 | 15 | 15 | 14 | 16 | 16 |

Sample Size: 3035 GB adults either intending to vote for Reform UK, or considering voting Reform UK (6+/10)
Fieldwork: 18th - 26th August 2025

| | Reform Segment | | | | | | Westminster VI | | | | | | |
|--------------------------|----------------|----------------------|---------------------------|---------------------------|-------------------|-------------------|----------------|-----|-----|---------|-------|---------------------------|----------------------------|
| | Total | Disgusted Disrupters | Left Behind Collectivists | Traditional Conservatives | Melancholy Middle | Civic Pragmatists | Reform UK | Con | Lab | Lib Dem | Green | TOTAL Non-Reform UK Party | Don't know/ Would not vote |
| Weighted Sample | 3035 | 729 | 780 | 391 | 511 | 624 | 2276 | 257 | 88 | 47 | 13 | 438 | 320 |
| Unweighted Sample | 3035 | 754 | 783 | 436 | 491 | 571 | 2388 | 259 | 55 | 41 | 12 | 391 | 256 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |

Raising council tax for the most expensive homes in a local area

| | | | | | | | | | | | | | |
|--|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| I support this tax and I don't think it would hurt economic growth | 29 | 29 | 34 | 15 | 25 | 38 | 30 | 26 | 22 | 25 | 37 | 25 | 30 |
| I support this tax but think it would hurt economic growth | 14 | 12 | 14 | 11 | 14 | 16 | 13 | 15 | 29 | 13 | 18 | 18 | 13 |
| TOTAL SUPPORT | 43 | 41 | 48 | 26 | 39 | 54 | 43 | 41 | 51 | 38 | 55 | 43 | 43 |
| I oppose this tax but I don't think it would hurt economic growth | 19 | 18 | 18 | 24 | 24 | 15 | 19 | 23 | 20 | 27 | 0 | 22 | 14 |
| I oppose this tax and think it would hurt economic growth | 25 | 33 | 18 | 42 | 22 | 19 | 26 | 30 | 25 | 16 | 13 | 26 | 20 |
| TOTAL OPPOSE | 44 | 51 | 36 | 66 | 46 | 34 | 45 | 53 | 45 | 43 | 13 | 48 | 34 |
| Don't know | 12 | 9 | 16 | 8 | 15 | 12 | 12 | 6 | 4 | 19 | 33 | 9 | 22 |

Imposing a windfall tax on banks that made larger than expected profits

| | | | | | | | | | | | | | |
|--|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| I support this tax and I don't think it would hurt economic growth | 55 | 64 | 61 | 34 | 45 | 59 | 58 | 49 | 46 | 56 | 50 | 48 | 47 |
| I support this tax but think it would hurt economic growth | 18 | 17 | 15 | 21 | 22 | 17 | 17 | 20 | 20 | 24 | 28 | 21 | 19 |
| TOTAL SUPPORT | 73 | 81 | 76 | 55 | 67 | 76 | 75 | 69 | 66 | 80 | 78 | 69 | 66 |
| I oppose this tax but I don't think it would hurt economic growth | 5 | 3 | 4 | 6 | 9 | 5 | 5 | 6 | 15 | 4 | 0 | 8 | 3 |
| I oppose this tax and think it would hurt economic growth | 10 | 8 | 5 | 29 | 11 | 7 | 10 | 18 | 8 | 8 | 8 | 14 | 9 |
| TOTAL OPPOSE | 15 | 11 | 9 | 35 | 20 | 12 | 15 | 24 | 23 | 12 | 8 | 22 | 12 |
| Don't know | 12 | 9 | 15 | 10 | 13 | 13 | 11 | 7 | 11 | 8 | 14 | 10 | 22 |

Imposing a windfall tax on energy companies that made larger than expected profits

| | | | | | | | | | | | | | |
|--|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| I support this tax and I don't think it would hurt economic growth | 62 | 71 | 69 | 41 | 52 | 62 | 64 | 54 | 46 | 44 | 44 | 51 | 58 |
| I support this tax but think it would hurt economic growth | 15 | 15 | 10 | 21 | 20 | 15 | 15 | 19 | 25 | 32 | 19 | 21 | 10 |
| TOTAL SUPPORT | 77 | 86 | 79 | 62 | 72 | 77 | 79 | 73 | 71 | 76 | 63 | 72 | 68 |
| I oppose this tax but I don't think it would hurt economic growth | 4 | 3 | 5 | 3 | 6 | 5 | 4 | 3 | 15 | 11 | 0 | 7 | 6 |
| I oppose this tax and think it would hurt economic growth | 9 | 5 | 5 | 26 | 10 | 7 | 8 | 17 | 7 | 9 | 23 | 13 | 8 |
| TOTAL OPPOSE | 13 | 8 | 10 | 29 | 16 | 12 | 12 | 20 | 22 | 20 | 23 | 20 | 14 |
| Don't know | 10 | 5 | 11 | 8 | 13 | 12 | 9 | 7 | 7 | 5 | 14 | 8 | 18 |

Limiting the ability of businesses and wealthy people using offshore tax havens

| | | | | | | | | | | | | | |
|--|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| I support this tax and I don't think it would hurt economic growth | 53 | 61 | 60 | 28 | 45 | 56 | 54 | 46 | 38 | 61 | 37 | 45 | 53 |
| I support this tax but think it would hurt economic growth | 20 | 19 | 19 | 25 | 23 | 17 | 20 | 21 | 19 | 17 | 14 | 20 | 19 |
| TOTAL SUPPORT | 73 | 80 | 79 | 53 | 68 | 73 | 74 | 67 | 57 | 78 | 51 | 65 | 72 |
| I oppose this tax but I don't think it would hurt economic growth | 5 | 3 | 4 | 8 | 8 | 6 | 5 | 7 | 19 | 3 | 10 | 9 | 4 |
| I oppose this tax and think it would hurt economic growth | 9 | 7 | 5 | 24 | 8 | 5 | 8 | 15 | 11 | 5 | 13 | 14 | 6 |
| TOTAL OPPOSE | 14 | 10 | 9 | 32 | 16 | 11 | 13 | 22 | 30 | 8 | 23 | 23 | 10 |
| Don't know | 13 | 10 | 12 | 15 | 16 | 16 | 13 | 11 | 13 | 14 | 26 | 12 | 17 |

*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.

Sample Size: 3035 GB adults either intending to vote for Reform UK, or considering voting Reform UK (6+/10)
Fieldwork: 18th - 26th August 2025

| | Vote in 2024 GE | | | | | | | | Considering (6+/10) but not voting Reform UK | Vote in 2016 EU | | Gender | | Age (1) | | | | Age (2) | | | |
|---|-----------------|-----------|-----------|-----------|-----------|-----------|---------------------------|------------------------------|--|-----------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| | Total | Reform UK | Con | Lab | Lib Dem | Green | TOTAL Non-Reform UK Party | Can't remember / Didn't vote | | Remain | Leave | Male | Female | 18-24 | 25-49 | 50-64 | 65+ | 18-34 | 35-49 | 50-64 | 65+ |
| Weighted Sample | 3035 | 1123 | 708 | 366 | 112 | 39 | 1305 | 607 | 759 | 468 | 2074 | 1700 | 1335 | 119 | 1004 | 911 | 1002 | 425 | 698 | 911 | 1002 |
| Unweighted Sample | 3035 | 1182 | 801 | 338 | 112 | 35 | 1374 | 479 | 647 | 463 | 2223 | 1561 | 1474 | 61 | 724 | 1052 | 1198 | 238 | 547 | 1052 | 1198 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Raising council tax for the most expensive homes in a local area | | | | | | | | | | | | | | | | | | | | | |
| I support this tax and I don't think it would hurt economic growth | 29 | 28 | 26 | 33 | 37 | 34 | 30 | 31 | 27 | 29 | 30 | 29 | 30 | 12 | 27 | 31 | 32 | 19 | 30 | 31 | 32 |
| I support this tax but think it would hurt economic growth | 14 | 13 | 13 | 17 | 5 | 20 | 14 | 13 | 16 | 15 | 13 | 14 | 13 | 24 | 14 | 14 | 12 | 20 | 11 | 14 | 12 |
| TOTAL SUPPORT | 43 | 41 | 39 | 50 | 42 | 54 | 44 | 44 | 43 | 44 | 43 | 43 | 43 | 36 | 41 | 45 | 44 | 39 | 41 | 45 | 44 |
| I oppose this tax but I don't think it would hurt economic growth | 19 | 19 | 22 | 18 | 33 | 8 | 21 | 16 | 19 | 19 | 20 | 19 | 19 | 10 | 16 | 20 | 23 | 16 | 15 | 20 | 23 |
| I oppose this tax and think it would hurt economic growth | 25 | 28 | 31 | 20 | 19 | 17 | 26 | 21 | 24 | 25 | 26 | 27 | 24 | 34 | 27 | 24 | 24 | 26 | 29 | 24 | 24 |
| TOTAL OPPOSE | 44 | 47 | 53 | 38 | 52 | 25 | 47 | 37 | 43 | 44 | 46 | 46 | 43 | 44 | 43 | 44 | 47 | 42 | 44 | 44 | 47 |
| Don't know | 12 | 12 | 8 | 12 | 6 | 21 | 10 | 19 | 15 | 13 | 12 | 11 | 14 | 20 | 16 | 11 | 9 | 19 | 15 | 11 | 9 |
| Imposing a windfall tax on banks that made larger than expected profits | | | | | | | | | | | | | | | | | | | | | |
| I support this tax and I don't think it would hurt economic growth | 55 | 55 | 53 | 62 | 65 | 74 | 58 | 48 | 47 | 54 | 57 | 54 | 56 | 25 | 52 | 59 | 58 | 36 | 57 | 59 | 58 |
| I support this tax but think it would hurt economic growth | 18 | 19 | 19 | 17 | 16 | 16 | 18 | 17 | 20 | 17 | 18 | 18 | 18 | 25 | 15 | 19 | 19 | 21 | 14 | 19 | 19 |
| TOTAL SUPPORT | 73 | 74 | 72 | 79 | 81 | 90 | 76 | 65 | 67 | 71 | 75 | 72 | 74 | 50 | 67 | 78 | 77 | 57 | 71 | 78 | 77 |
| I oppose this tax but I don't think it would hurt economic growth | 5 | 4 | 6 | 7 | 6 | 0 | 6 | 4 | 6 | 5 | 5 | 6 | 4 | 0 | 7 | 3 | 6 | 5 | 6 | 3 | 6 |
| I oppose this tax and think it would hurt economic growth | 10 | 10 | 15 | 6 | 7 | 2 | 11 | 10 | 12 | 11 | 9 | 13 | 6 | 22 | 10 | 9 | 9 | 16 | 8 | 9 | 9 |
| TOTAL OPPOSE | 15 | 14 | 21 | 13 | 13 | 2 | 17 | 14 | 18 | 16 | 14 | 19 | 10 | 22 | 17 | 12 | 15 | 21 | 14 | 12 | 15 |
| Don't know | 12 | 12 | 8 | 8 | 7 | 8 | 8 | 21 | 15 | 12 | 10 | 9 | 15 | 28 | 16 | 10 | 7 | 22 | 15 | 10 | 7 |
| Imposing a windfall tax on energy companies that made larger than expected profits | | | | | | | | | | | | | | | | | | | | | |
| I support this tax and I don't think it would hurt economic growth | 62 | 63 | 59 | 69 | 68 | 63 | 63 | 56 | 54 | 57 | 64 | 59 | 65 | 27 | 57 | 66 | 67 | 41 | 61 | 66 | 67 |
| I support this tax but think it would hurt economic growth | 15 | 14 | 20 | 13 | 13 | 21 | 17 | 13 | 16 | 18 | 15 | 17 | 13 | 26 | 13 | 15 | 16 | 20 | 12 | 15 | 16 |
| TOTAL SUPPORT | 77 | 77 | 79 | 82 | 81 | 84 | 80 | 69 | 70 | 75 | 79 | 76 | 78 | 53 | 70 | 81 | 83 | 61 | 73 | 81 | 83 |
| I oppose this tax but I don't think it would hurt economic growth | 4 | 4 | 3 | 9 | 5 | 0 | 5 | 4 | 6 | 3 | 5 | 5 | 4 | 3 | 7 | 2 | 4 | 7 | 6 | 2 | 4 |
| I oppose this tax and think it would hurt economic growth | 9 | 10 | 12 | 2 | 8 | 9 | 9 | 8 | 11 | 10 | 9 | 12 | 5 | 15 | 9 | 9 | 9 | 12 | 8 | 9 | 9 |
| TOTAL OPPOSE | 13 | 14 | 15 | 11 | 13 | 9 | 14 | 12 | 17 | 13 | 14 | 17 | 9 | 18 | 16 | 11 | 13 | 19 | 14 | 11 | 13 |
| Don't know | 10 | 9 | 6 | 7 | 5 | 6 | 6 | 19 | 12 | 12 | 8 | 8 | 12 | 29 | 15 | 8 | 4 | 20 | 14 | 8 | 4 |
| Limiting the ability of businesses and wealthy people using offshore tax havens | | | | | | | | | | | | | | | | | | | | | |
| I support this tax and I don't think it would hurt economic growth | 53 | 52 | 47 | 60 | 64 | 54 | 54 | 53 | 49 | 47 | 55 | 52 | 54 | 41 | 51 | 54 | 55 | 41 | 56 | 54 | 55 |
| I support this tax but think it would hurt economic growth | 20 | 21 | 24 | 20 | 21 | 14 | 22 | 14 | 20 | 23 | 20 | 20 | 19 | 13 | 20 | 20 | 21 | 20 | 19 | 20 | 21 |
| TOTAL SUPPORT | 73 | 73 | 71 | 80 | 85 | 68 | 76 | 67 | 69 | 70 | 75 | 72 | 73 | 54 | 71 | 74 | 76 | 61 | 75 | 74 | 76 |
| I oppose this tax but I don't think it would hurt economic growth | 5 | 5 | 5 | 6 | 3 | 8 | 5 | 7 | 7 | 5 | 5 | 6 | 4 | 11 | 6 | 3 | 6 | 9 | 5 | 3 | 6 |
| I oppose this tax and think it would hurt economic growth | 9 | 9 | 11 | 5 | 5 | 8 | 9 | 7 | 11 | 9 | 9 | 10 | 6 | 14 | 7 | 9 | 9 | 10 | 7 | 9 | 9 |
| TOTAL OPPOSE | 14 | 14 | 16 | 11 | 8 | 16 | 14 | 14 | 18 | 14 | 14 | 16 | 10 | 25 | 13 | 12 | 15 | 19 | 12 | 12 | 15 |
| Don't know | 13 | 13 | 12 | 9 | 7 | 16 | 11 | 20 | 14 | 15 | 12 | 11 | 16 | 22 | 16 | 14 | 10 | 21 | 13 | 14 | 10 |

*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.

Sample Size: 3035 GB adults either intending to vote for Reform UK, or considering voting Reform UK (6+/10)
Fieldwork: 18th - 26th August 2025

| | Age and Gender | | | | | | | | Social Grade | | Ethnicity | | Country | | | |
|--------------------------|----------------|------------|------------|------------|----------|--------------|--------------|--------------|--------------|------|-----------|-------|-----------|---------|-------|----------|
| | Total | Male 18-34 | Male 35-49 | Male 50-64 | Male 65+ | Female 18-34 | Female 35-49 | Female 50-64 | Female 65+ | ABC1 | C2DE | White | Non-White | England | Wales | Scotland |
| Weighted Sample | 3035 | 273 | 425 | 486 | 516 | 152 | 273 | 425 | 486 | 1487 | 1548 | 2732 | 243 | 2701 | 152 | 182 |
| Unweighted Sample | 3035 | 117 | 275 | 546 | 623 | 121 | 272 | 506 | 575 | 1614 | 1421 | 2879 | 92 | 2666 | 161 | 208 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

Raising council tax for the most expensive homes in a local area

| | | | | | | | | | | | | | | | | |
|--|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| I support this tax and I don't think it would hurt economic growth | 29 | 19 | 27 | 31 | 32 | 18 | 34 | 30 | 32 | 27 | 32 | 30 | 20 | 29 | 26 | 31 |
| I support this tax but think it would hurt economic growth | 14 | 21 | 10 | 14 | 13 | 19 | 13 | 13 | 12 | 14 | 13 | 13 | 20 | 14 | 20 | 8 |
| TOTAL SUPPORT | 43 | 40 | 37 | 45 | 45 | 37 | 47 | 43 | 44 | 41 | 45 | 43 | 40 | 43 | 46 | 39 |
| I oppose this tax but I don't think it would hurt economic growth | 19 | 15 | 16 | 20 | 24 | 19 | 15 | 19 | 21 | 21 | 17 | 19 | 19 | 19 | 13 | 23 |
| I oppose this tax and think it would hurt economic growth | 25 | 25 | 32 | 27 | 24 | 28 | 23 | 22 | 24 | 29 | 22 | 25 | 31 | 25 | 23 | 29 |
| TOTAL OPPOSE | 44 | 40 | 48 | 47 | 48 | 47 | 38 | 41 | 45 | 50 | 39 | 44 | 50 | 44 | 36 | 52 |
| Don't know | 12 | 20 | 15 | 7 | 7 | 16 | 14 | 16 | 12 | 9 | 16 | 13 | 11 | 12 | 18 | 8 |

Imposing a windfall tax on banks that made larger than expected profits

| | | | | | | | | | | | | | | | | |
|--|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| I support this tax and I don't think it would hurt economic growth | 55 | 34 | 57 | 60 | 56 | 38 | 57 | 57 | 61 | 53 | 57 | 56 | 41 | 55 | 46 | 59 |
| I support this tax but think it would hurt economic growth | 18 | 21 | 15 | 17 | 19 | 21 | 12 | 20 | 20 | 20 | 17 | 18 | 19 | 18 | 27 | 16 |
| TOTAL SUPPORT | 73 | 55 | 72 | 77 | 75 | 59 | 69 | 77 | 81 | 73 | 74 | 74 | 60 | 73 | 73 | 75 |
| I oppose this tax but I don't think it would hurt economic growth | 5 | 5 | 7 | 4 | 7 | 6 | 4 | 2 | 5 | 6 | 4 | 5 | 6 | 5 | 5 | 5 |
| I oppose this tax and think it would hurt economic growth | 10 | 20 | 10 | 12 | 14 | 9 | 6 | 6 | 5 | 13 | 8 | 9 | 20 | 10 | 10 | 10 |
| TOTAL OPPOSE | 15 | 25 | 17 | 16 | 21 | 15 | 10 | 8 | 10 | 19 | 12 | 14 | 26 | 15 | 15 | 15 |
| Don't know | 12 | 20 | 11 | 6 | 5 | 25 | 21 | 15 | 10 | 9 | 15 | 12 | 15 | 12 | 13 | 10 |

Imposing a windfall tax on energy companies that made larger than expected profits

| | | | | | | | | | | | | | | | | |
|--|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| I support this tax and I don't think it would hurt economic growth | 62 | 39 | 58 | 64 | 64 | 45 | 65 | 68 | 70 | 58 | 65 | 63 | 47 | 62 | 54 | 61 |
| I support this tax but think it would hurt economic growth | 15 | 21 | 14 | 16 | 17 | 17 | 7 | 14 | 16 | 17 | 14 | 15 | 16 | 15 | 18 | 16 |
| TOTAL SUPPORT | 77 | 60 | 72 | 80 | 81 | 62 | 72 | 82 | 86 | 75 | 79 | 78 | 63 | 77 | 72 | 77 |
| I oppose this tax but I don't think it would hurt economic growth | 4 | 7 | 6 | 2 | 5 | 6 | 5 | 2 | 4 | 5 | 3 | 4 | 6 | 4 | 4 | 4 |
| I oppose this tax and think it would hurt economic growth | 9 | 14 | 11 | 12 | 12 | 9 | 5 | 5 | 5 | 12 | 6 | 8 | 18 | 9 | 9 | 11 |
| TOTAL OPPOSE | 13 | 21 | 17 | 14 | 17 | 15 | 10 | 7 | 9 | 17 | 9 | 12 | 24 | 13 | 13 | 15 |
| Don't know | 10 | 19 | 10 | 5 | 3 | 22 | 19 | 12 | 6 | 8 | 12 | 10 | 12 | 10 | 15 | 8 |

Limiting the ability of businesses and wealthy people using offshore tax havens

| | | | | | | | | | | | | | | | | |
|--|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| I support this tax and I don't think it would hurt economic growth | 53 | 40 | 54 | 54 | 55 | 43 | 59 | 53 | 55 | 50 | 55 | 54 | 44 | 53 | 54 | 54 |
| I support this tax but think it would hurt economic growth | 20 | 18 | 21 | 20 | 22 | 24 | 15 | 20 | 19 | 22 | 17 | 20 | 18 | 20 | 20 | 18 |
| TOTAL SUPPORT | 73 | 58 | 75 | 74 | 77 | 67 | 74 | 73 | 74 | 72 | 72 | 74 | 62 | 73 | 74 | 72 |
| I oppose this tax but I don't think it would hurt economic growth | 5 | 10 | 6 | 4 | 7 | 6 | 5 | 3 | 4 | 6 | 5 | 5 | 9 | 5 | 5 | 5 |
| I oppose this tax and think it would hurt economic growth | 9 | 11 | 9 | 11 | 10 | 7 | 3 | 7 | 8 | 11 | 6 | 7 | 20 | 9 | 6 | 8 |
| TOTAL OPPOSE | 14 | 21 | 15 | 15 | 17 | 13 | 8 | 10 | 12 | 17 | 11 | 12 | 29 | 14 | 11 | 13 |
| Don't know | 13 | 21 | 11 | 11 | 6 | 20 | 18 | 17 | 14 | 11 | 16 | 14 | 8 | 13 | 14 | 15 |

*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.

Sample Size: 3035 GB adults either intending to vote for Reform UK, or considering voting Reform UK (6+/10)
Fieldwork: 18th - 26th August 2025

| | Region in England (1) | | | | | Region in England (2) | | | | | | | | |
|--------------------------|-----------------------|-------|----------|--------|---------------|-----------------------|------------|--------------------------|---------------|---------------|-----------------|--------|------------|------------|
| | Total | North | Midlands | London | Rest of South | North East | North West | Yorkshire and the Humber | East Midlands | West Midlands | East of England | London | South East | South West |
| Weighted Sample | 3035 | 759 | 577 | 273 | 1093 | 142 | 339 | 277 | 303 | 273 | 339 | 273 | 470 | 283 |
| Unweighted Sample | 3035 | 768 | 611 | 189 | 1098 | 144 | 350 | 274 | 304 | 307 | 339 | 189 | 463 | 296 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

Raising council tax for the most expensive homes in a local area

| | | | | | | | | | | | | | | |
|--|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| I support this tax and I don't think it would hurt economic growth | 29 | 31 | 30 | 26 | 29 | 27 | 30 | 33 | 31 | 28 | 28 | 26 | 29 | 31 |
| I support this tax but think it would hurt economic growth | 14 | 14 | 14 | 14 | 13 | 17 | 14 | 11 | 11 | 18 | 11 | 14 | 14 | 15 |
| TOTAL SUPPORT | 43 | 45 | 44 | 40 | 42 | 44 | 44 | 44 | 42 | 46 | 39 | 40 | 43 | 46 |
| I oppose this tax but I don't think it would hurt economic growth | 19 | 21 | 21 | 19 | 17 | 24 | 19 | 21 | 20 | 23 | 19 | 19 | 16 | 17 |
| I oppose this tax and think it would hurt economic growth | 25 | 21 | 25 | 32 | 27 | 18 | 21 | 22 | 26 | 24 | 28 | 32 | 26 | 26 |
| TOTAL OPPOSE | 44 | 42 | 46 | 51 | 44 | 42 | 40 | 43 | 46 | 47 | 47 | 51 | 42 | 43 |
| Don't know | 12 | 14 | 10 | 10 | 13 | 14 | 16 | 13 | 12 | 7 | 14 | 10 | 14 | 11 |

Imposing a windfall tax on banks that made larger than expected profits

| | | | | | | | | | | | | | | |
|--|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| I support this tax and I don't think it would hurt economic growth | 55 | 59 | 59 | 44 | 54 | 56 | 61 | 57 | 58 | 60 | 58 | 44 | 51 | 53 |
| I support this tax but think it would hurt economic growth | 18 | 18 | 17 | 18 | 18 | 23 | 14 | 20 | 17 | 17 | 19 | 18 | 17 | 18 |
| TOTAL SUPPORT | 73 | 77 | 76 | 62 | 72 | 79 | 75 | 77 | 75 | 77 | 77 | 62 | 68 | 71 |
| I oppose this tax but I don't think it would hurt economic growth | 5 | 4 | 3 | 12 | 5 | 7 | 4 | 3 | 3 | 3 | 5 | 12 | 4 | 6 |
| I oppose this tax and think it would hurt economic growth | 10 | 8 | 9 | 13 | 12 | 3 | 9 | 8 | 9 | 9 | 12 | 13 | 12 | 11 |
| TOTAL OPPOSE | 15 | 12 | 12 | 25 | 17 | 10 | 13 | 11 | 12 | 12 | 17 | 25 | 16 | 17 |
| Don't know | 12 | 12 | 12 | 12 | 12 | 10 | 13 | 12 | 13 | 12 | 6 | 12 | 16 | 11 |

Imposing a windfall tax on energy companies that made larger than expected profits

| | | | | | | | | | | | | | | |
|--|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| I support this tax and I don't think it would hurt economic growth | 62 | 60 | 67 | 54 | 62 | 52 | 61 | 64 | 67 | 68 | 64 | 54 | 61 | 63 |
| I support this tax but think it would hurt economic growth | 15 | 16 | 14 | 17 | 15 | 24 | 18 | 10 | 13 | 14 | 17 | 17 | 13 | 16 |
| TOTAL SUPPORT | 77 | 76 | 81 | 71 | 77 | 76 | 79 | 74 | 80 | 82 | 81 | 71 | 74 | 79 |
| I oppose this tax but I don't think it would hurt economic growth | 4 | 5 | 3 | 7 | 3 | 10 | 4 | 4 | 3 | 4 | 2 | 7 | 4 | 4 |
| I oppose this tax and think it would hurt economic growth | 9 | 8 | 8 | 10 | 10 | 4 | 7 | 10 | 8 | 7 | 10 | 10 | 10 | 10 |
| TOTAL OPPOSE | 13 | 13 | 11 | 17 | 13 | 14 | 11 | 14 | 11 | 11 | 12 | 17 | 14 | 14 |
| Don't know | 10 | 11 | 8 | 11 | 9 | 9 | 11 | 12 | 9 | 7 | 6 | 11 | 13 | 8 |

Limiting the ability of businesses and wealthy people using offshore tax havens

| | | | | | | | | | | | | | | |
|--|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| I support this tax and I don't think it would hurt economic growth | 53 | 56 | 55 | 45 | 51 | 56 | 52 | 61 | 53 | 57 | 54 | 45 | 49 | 51 |
| I support this tax but think it would hurt economic growth | 20 | 20 | 18 | 23 | 20 | 23 | 23 | 15 | 16 | 19 | 22 | 23 | 20 | 19 |
| TOTAL SUPPORT | 73 | 76 | 73 | 68 | 71 | 79 | 75 | 76 | 69 | 76 | 76 | 68 | 69 | 70 |
| I oppose this tax but I don't think it would hurt economic growth | 5 | 5 | 5 | 11 | 5 | 6 | 5 | 5 | 4 | 6 | 5 | 11 | 5 | 4 |
| I oppose this tax and think it would hurt economic growth | 9 | 6 | 9 | 10 | 10 | 7 | 8 | 4 | 9 | 8 | 8 | 10 | 9 | 14 |
| TOTAL OPPOSE | 14 | 11 | 14 | 21 | 15 | 13 | 13 | 9 | 13 | 14 | 13 | 21 | 14 | 18 |
| Don't know | 13 | 13 | 14 | 11 | 14 | 8 | 12 | 15 | 17 | 10 | 11 | 11 | 18 | 12 |

*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.