YouGov / Persuasion Survey Results

Sample Size: 965 adults who voted Labour in 2024, and are now Reform UK curious (5+ on 0-10 consideration scale)
Fieldwork: 13th - 27th March 2025

	Total	Westminster VI				Vote in 2019		Vote in 2017		Lab19 + Lab24 (Labour Loyalist)	NotLab19 - Lab24 (Labour Joiner)	Seats where Labour won, Reform came	Red Wall	Blue Wall	Past vote 2016	
		Con	Lab	Lib Dem	Ref UK	Con	Lab	Con	Lab						Remain	Leave
Weighted Sample	**965**	68	219	43	382	257	384	200	380	384	377	183	71	59	266	477
Unweighted Sample	**965**	69	200	49	403	297	399	243	403	399	418	180	74	62	283	526
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Through which of these media outlets and platforms, if any, have you seen or heard politics-related content in the last few days? This can be content of any nature. Please tick all that apply.

	Total	Con	Lab	Lib Dem	Ref UK	Con	Lab	Con	Lab	Loyalist	Joiner	Reform seats	Red Wall	Blue Wall	Remain	Leave
BBC (online or television)	50	58	58	*55*	51	61	47	59	48	47	58	48	48	53	50	54
ITV news (online or television)	35	42	22	*37*	42	44	32	39	37	32	42	36	45	18	34	40
Facebook	35	45	47	*32*	35	28	44	23	37	44	26	38	37	42	31	33
Radio	26	43	27	*32*	24	30	26	32	26	26	30	28	23	23	34	25
Sky News (online or television)	26	26	36	*31*	28	28	28	26	25	28	25	27	26	41	25	26
YouTube	25	24	43	*16*	22	18	30	19	23	30	17	26	13	34	24	20
TikTok	16	7	30	*8*	15	8	22	6	16	22	7	17	11	32	17	12
Podcasts	6	14	6	*3*	7	6	6	4	5	6	5	6	3	1	10	3
The Daily Mail (print or online)	15	22	21	*10*	17	17	15	18	12	15	17	11	17	33	13	15
Instagram	15	19	27	*5*	12	10	18	7	12	18	8	15	9	20	18	7
GB News (online or television)	14	20	8	*11*	21	19	14	18	14	14	16	10	15	6	14	16
The Sun (print or online)	12	12	11	*16*	14	16	9	10	14	9	16	12	10	8	10	13
WhatsApp	11	11	19	*10*	10	8	15	6	12	15	7	13	7	9	13	9
The Guardian (print or online)	10	12	13	*14*	9	9	11	9	10	11	10	6	6	8	13	8
The Daily Mirror (print or online)	8	8	10	*5*	9	6	9	5	9	9	8	7	9	8	7	8
The Daily Telegraph (print or online)	7	16	8	*8*	6	8	7	8	6	7	7	4	5	5	7	8
The Financial Times (print or online)	6	5	12	*2*	5	4	6	3	6	6	4	3	5	4	5	4
Telegram	4	7	9	*2*	1	1	5	1	3	5	1	3	2	10	4	2
Signal	1	0	2	*0*	0	0	1	0	1	1	0	1	2	0	1	0
None of these	5	1	1	*7*	5	4	4	5	6	4	5	5	6	1	3	5
Not applicable - I never read, see or hear politics related content	9	6	6	*7*	7	4	8	4	7	8	8	5	3	9	10	8

On a scale of 0 to 10, where 0 means you would never consider voting for them, and 10 means you would definitely consider voting for them, how likely are you to consider voting for the following parties at the next election?
Conservatives

	Total	Con	Lab	Lib Dem	Ref UK	Con	Lab	Con	Lab	Loyalist	Joiner	Reform seats	Red Wall	Blue Wall	Remain	Leave
0 - Would never consider voting for them	36	0	26	*59*	44	18	41	20	44	41	26	40	41	24	32	40
1	8	0	10	*7*	8	5	9	4	9	9	5	11	11	3	9	6
2	7	0	4	*7*	10	9	7	8	9	7	8	8	7	8	8	8
3	9	0	13	*2*	11	9	10	6	9	10	9	12	7	27	6	8
4	6	0	13	*5*	6	7	6	5	5	6	7	3	4	5	5	6
5	13	11	11	*9*	8	18	12	18	10	12	16	8	8	17	14	12
6	6	7	10	*2*	4	8	5	8	6	5	7	7	10	8	7	5
7	6	15	6	*5*	5	10	4	10	5	4	9	4	4	4	7	6
8	4	26	2	*4*	2	8	2	10	1	2	6	2	4	1	4	5
9	2	15	1	*0*	1	2	1	2	1	1	2	2	1	0	4	1
10 - Would definitely consider voting for them	3	27	4	*0*	1	6	3	8	2	3	5	3	3	3	4	4
TOTAL CURIOUS	**34**	**101**	**34**	**20**	**21**	**52**	**27**	**56**	**25**	**27**	**45**	**26**	**30**	**33**	**40**	**33**
Prefer not to answer	0	0	0	*0*	0	0	0	0	0	0	0	0	0	0	0	0

www.yougov.com

YouGov / Persuasion Survey Results

Sample Size: 965 adults who voted Labour in 2024, and are now Reform U
Fieldwork: 13th - 27th March 2025

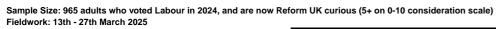|	Total	Political Attention			Gender		Age				Social Grade		Region in England				Country			Education		
		Low (0-2)	Medium (3-7)	High (8-10)	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	North	Midlands	London	Rest of South	England	Wales	Scotland	Low	Med	High
Weighted Sample	965	175	584	205	500	465	77	420	257	211	456	509	290	132	110	233	765	42	157	383	366	216
Unweighted Sample	965	72	648	245	478	487	25	352	326	262	479	486	300	148	88	257	793	37	135	399	328	238
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Through which of these media outlets and platforms, if any, have you seen or heard politics-related content in the last few days? This can be content of any nature. Please tick all that apply.

	Total	Low (0-2)	Medium (3-7)	High (8-10)	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	North	Midlands	London	Rest of South	England	Wales	Scotland	Low	Med	High
BBC (online or television)	**50**	30	52	62	59	41	*41*	44	57	57	52	48	50	47	57	51	51	*38*	50	49	50	53
ITV news (online or television)	**35**	35	38	25	32	38	*9*	25	44	52	27	42	40	32	21	38	35	*24*	35	44	30	26
Facebook	**35**	29	33	48	37	33	*54*	39	30	28	38	32	33	28	71	31	37	*44*	24	31	38	38
Radio	**26**	23	27	27	31	21	*11*	23	34	27	27	25	24	22	26	27	25	*34*	30	28	22	29
Sky News (online or television)	**26**	15	23	44	34	18	*38*	25	26	23	28	24	27	17	50	25	28	*16*	21	22	34	21
YouTube	**25**	9	21	49	35	14	*53*	28	20	13	27	22	22	16	57	18	25	*35*	21	15	32	29
TikTok	**16**	5	14	31	18	14	*40*	22	9	4	20	12	14	7	41	16	17	*10*	13	11	21	16
Podcasts	**6**	2	5	13	9	4	*10*	9	5	3	8	5	3	4	14	5	6	*13*	9	4	7	10
The Daily Mail (print or online)	**15**	6	13	30	19	11	*28*	14	14	16	18	14	14	12	30	13	16	*12*	15	11	20	16
Instagram	**15**	4	12	34	20	10	*47*	19	9	4	24	8	11	14	41	13	16	*6*	14	9	18	23
GB News (online or television)	**14**	6	14	22	18	10	*8*	14	15	16	14	15	11	11	9	17	13	*12*	23	13	16	15
The Sun (print or online)	**12**	10	11	16	13	11	*11*	12	11	12	10	14	13	8	9	10	11	*15*	17	13	10	12
WhatsApp	**11**	5	10	19	12	10	*11*	16	7	6	13	9	11	10	22	9	12	*6*	7	9	10	16
The Guardian (print or online)	**10**	3	8	22	13	7	*18*	11	9	7	13	8	10	9	14	10	10	*8*	11	4	11	19
The Daily Mirror (print or online)	**8**	4	8	10	8	7	*7*	8	9	7	8	8	10	7	8	7	8	*13*	4	8	7	9
The Daily Telegraph (print or online)	**7**	2	6	12	8	5	*0*	8	7	6	9	5	5	5	13	6	7	*8*	6	4	6	13
The Financial Times (print or online)	**6**	3	4	13	8	4	*14*	8	5	1	9	3	5	4	17	6	7	*4*	3	3	5	13
Telegram	**4**	0	3	9	5	2	*6*	5	2	1	6	2	2	2	11	5	4	*0*	2	2	3	6
Signal	**1**	0	1	1	1	0	*0*	1	0	0	0	1	1	0	0	1	1	*0*	0	0	1	1
None of these	**5**	9	5	1	4	6	*0*	6	5	4	5	4	4	13	2	2	5	*4*	4	6	4	2
Not applicable - I never read, see or hear politics related content	**9**	22	7	4	6	13	*16*	12	6	6	8	10	7	4	4	14	8	*8*	14	9	10	9

On a scale of 0 to 10, where 0 means you would never consider voting for them, and 10 means you would definitely consider voting for them, how likely are you to consider voting for the following parties at the next election?
Conservatives

	Total	Low (0-2)	Medium (3-7)	High (8-10)	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	North	Midlands	London	Rest of South	England	Wales	Scotland	Low	Med	High
0 - Would never consider voting for them	**36**	44	37	25	32	39	*13*	36	42	36	27	43	42	35	17	33	34	*58*	36	44	30	29
1	**8**	12	8	4	6	9	*12*	6	10	6	9	7	9	6	9	9	8	*8*	4	9	8	6
2	**7**	7	8	5	7	7	*5*	8	7	9	8	7	8	10	4	8	8	*9*	5	8	7	8
3	**9**	7	8	14	13	5	*31*	7	8	8	10	9	6	13	15	12	11	*3*	5	5	15	6
4	**6**	2	5	15	7	5	*18*	6	5	4	7	5	7	8	13	5	8	*2*	1	5	8	5
5	**13**	13	14	9	11	15	*16*	14	10	12	16	10	9	12	18	16	13	*4*	14	10	13	17
6	**6**	6	5	9	6	6	*2*	8	4	7	6	7	6	4	7	6	6	*5*	8	4	6	10
7	**6**	2	7	5	6	5	*3*	6	6	6	6	6	5	6	3	5	5	*2*	12	5	6	7
8	**4**	2	3	6	5	3	*0*	3	3	7	4	3	2	3	6	2	3	*8*	7	5	2	4
9	**2**	2	2	2	2	1	*0*	2	2	2	2	1	2	2	5	1	2	*0*	2	2	1	2
10 - Would definitely consider voting for them	**3**	3	2	7	4	3	*0*	4	3	4	5	2	3	3	4	3	3	*2*	6	2	4	5
TOTAL CURIOUS	**34**	**28**	**33**	**38**	**34**	**33**	*21*	**37**	**28**	**38**	**39**	**29**	**27**	**30**	**43**	**33**	**32**	*21*	**49**	**28**	**31**	**46**
Prefer not to answer	**0**	0	0	0	0	0	*0*	0	0	0	0	0	0	0	0	0	0	*0*	0	0	0	0

YouGov / Persuasion Survey Results

Sample Size: 965 adults who voted Labour in 2024, and are now Reform U
Fieldwork: 13th - 27th March 2025

	Total	Ethnicity		House Tenure				Savings Amount					Religion			House Tenure		
		White	Minority Ethnic	Under 20,000	20,000 - 39,999	40,000 - 69,999	70,000+	Less than £5,000	£5,000 - £19,999	£20,000 - £49,999	£50,000 - £99,999	£100,000 and above	None	Christian	Other	Own	Rent	Other
Weighted Sample	965	884	66	203	280	230	104	383	109	71	38	67	509	378	35	534	340	74
Unweighted Sample	965	884	62	220	270	204	111	367	109	78	42	63	473	413	35	560	335	54
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Through which of these media outlets and platforms, if any, have you seen or heard politics-related content in the last few days?
This can be content of any nature. Please tick all that apply.

	Total	White	Minority Ethnic	Under 20,000	20,000 - 39,999	40,000 - 69,999	70,000+	Less than £5,000	£5,000 - £19,999	£20,000 - £49,999	£50,000 - £99,999	£100,000 and above	None	Christian	Other	Own	Rent	Other
BBC (online or television)	50	50	49	48	48	53	62	45	49	71	*72*	58	46	56	*50*	54	43	49
ITV news (online or television)	35	36	26	42	40	27	25	34	30	37	*51*	29	31	41	*30*	36	34	26
Facebook	35	34	46	32	32	47	38	34	37	29	*28*	64	32	35	*57*	36	33	33
Radio	26	26	24	26	23	25	37	26	31	29	*40*	22	24	31	*25*	29	23	16
Sky News (online or television)	26	26	34	24	21	36	29	25	16	23	*24*	58	27	24	*41*	28	24	17
YouTube	25	22	52	22	19	34	31	22	19	18	*38*	61	22	25	*46*	25	21	31
TikTok	16	16	18	14	11	25	25	17	12	11	*22*	43	17	13	*21*	15	16	18
Podcasts	6	5	21	7	3	7	15	6	6	13	*13*	6	5	8	*15*	6	7	10
The Daily Mail (print or online)	15	15	24	13	13	20	21	14	10	14	*14*	43	13	18	*24*	17	11	19
Instagram	15	14	37	11	9	23	33	15	12	25	*23*	36	15	13	*33*	15	14	19
GB News (online or television)	14	14	23	19	13	9	15	16	12	13	*15*	12	12	16	*18*	15	14	15
The Sun (print or online)	12	11	22	15	13	7	13	15	5	6	*13*	12	9	16	*25*	10	14	18
WhatsApp	11	10	28	12	12	10	17	14	4	11	*28*	13	7	13	*33*	10	13	6
The Guardian (print or online)	10	8	33	8	9	11	24	13	7	11	*6*	16	9	11	*27*	10	9	15
The Daily Mirror (print or online)	8	7	11	7	12	5	6	11	4	3	*5*	9	5	12	*14*	8	8	9
The Daily Telegraph (print or online)	7	6	16	6	8	5	10	8	6	3	*10*	8	4	10	*17*	7	5	9
The Financial Times (print or online)	6	5	22	3	6	5	14	8	2	3	*8*	17	4	8	*12*	6	5	9
Telegram	4	3	12	3	1	5	11	3	1	6	*10*	12	2	5	*8*	4	3	2
Signal	1	1	0	1	1	0	2	1	1	0	*0*	0	0	1	*0*	1	0	0
None of these	5	4	7	7	6	3	2	4	5	1	*5*	7	6	4	*0*	3	8	0
Not applicable - I never read, see or hear politics related content	9	10	2	8	14	4	7	12	10	4	*0*	0	12	6	*3*	8	10	17

On a scale of 0 to 10, where 0 means you would never consider voting for them, and 10 means you would definitely consider voting for them, how likely are you to consider voting for the following parties at the next election?
Conservatives

	Total	White	Minority Ethnic	Under 20,000	20,000 - 39,999	40,000 - 69,999	70,000+	Less than £5,000	£5,000 - £19,999	£20,000 - £49,999	£50,000 - £99,999	£100,000 and above	None	Christian	Other	Own	Rent	Other
0 - Would never consider voting for them	36	37	21	47	41	21	24	41	32	34	*18*	16	43	27	*29*	30	44	42
1	8	8	4	9	7	10	10	9	4	6	*14*	7	8	8	*8*	6	9	12
2	7	8	4	5	8	7	8	7	11	4	*11*	3	7	9	*5*	8	6	5
3	9	9	14	7	9	12	8	6	16	13	*5*	24	9	9	*13*	10	8	10
4	6	6	2	5	6	10	9	6	9	6	*5*	14	6	6	*3*	7	5	7
5	13	12	16	8	13	17	7	11	14	10	*14*	13	11	14	*12*	14	10	11
6	6	5	17	5	6	5	15	6	2	7	*12*	11	5	8	*5*	7	6	4
7	6	6	7	4	4	7	4	6	6	4	*10*	2	5	8	*2*	6	7	2
8	4	3	6	6	3	3	5	2	3	10	*6*	2	2	5	*6*	5	2	4
9	2	2	5	1	3	2	2	2	2	5	*0*	4	2	2	*5*	2	3	1
10 - Would definitely consider voting for them	3	3	5	2	2	5	9	3	2	3	*6*	4	2	5	*13*	5	1	1
TOTAL CURIOUS	**34**	**31**	**56**	**26**	**31**	**39**	**42**	**30**	**29**	**39**	**48**	**36**	**27**	**42**	**43**	**39**	**29**	**23**
Prefer not to answer	0	0	0	0	0	0	0	0	0	0	*0*	0	0	0	*0*	0	0	0

www.yougov.com

Sample Size: 965 adults who voted Labour in 2024, and are now Reform UK curious (5+ on 0-10 consideration scale)
Fieldwork: 13th - 27th March 2025

YouGov®

	Total	Westminster VI				Vote in 2019		Vote in 2017		Lab19 - Lab24 (Labour Loyalist)	NotLab19 - Lab24 (Labour Joiner)	Seats where Labour won, Reform came	Red Wall	Blue Wall	Past vote 2016	
		Con	Lab	Lib Dem	Ref UK	Con	Lab	Con	Lab						Remain	Leave
Weighted Sample	965	68	219	43	382	257	384	200	380	384	377	183	71	59	266	477
Unweighted Sample	965	69	200	49	403	297	399	243	403	399	418	180	74	62	283	526
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Labour																
0 - Would never consider voting for them	24	27	1	34	41	33	20	31	23	20	32	24	21	14	21	30
1	6	5	0	3	11	5	5	6	6	5	7	9	7	4	6	7
2	6	6	0	8	10	9	5	9	6	5	7	5	2	4	4	7
3	7	10	0	17	8	10	5	8	8	5	10	4	10	5	6	9
4	5	9	1	8	5	5	5	5	5	5	6	4	4	5	6	5
5	13	21	6	16	7	14	14	17	12	14	13	13	25	13	20	10
6	7	7	4	10	7	7	7	7	8	7	8	9	9	3	8	8
7	9	0	15	1	6	8	9	7	8	9	8	8	9	10	8	9
8	7	12	19	1	2	6	7	5	7	7	6	6	6	7	5	7
9	6	1	21	0	1	2	8	2	4	8	2	4	2	22	5	4
10 - Would definitely consider voting for them	10	1	33	2	2	2	15	3	12	15	2	13	5	13	9	6
TOTAL CURIOUS	**52**	**42**	**98**	**30**	**25**	**39**	**60**	**41**	**51**	**60**	**39**	**53**	**56**	**68**	**55**	**44**
Prefer not to answer	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Liberal Democrats																
0 - Would never consider voting for them	18	9	8	2	28	24	18	25	21	18	22	19	16	14	13	24
1	6	7	2	0	12	6	5	8	6	5	7	5	5	4	7	7
2	6	6	3	0	8	8	5	7	5	5	7	6	5	3	5	7
3	7	7	3	0	10	10	6	9	7	6	9	12	12	4	6	10
4	7	11	6	0	10	10	9	9	9	9	8	9	8	5	8	8
5	26	26	35	5	17	21	25	19	24	25	22	21	29	24	28	19
6	10	14	15	4	5	7	12	8	10	12	8	8	4	14	11	9
7	9	5	18	34	4	7	10	7	8	10	9	8	8	18	11	7
8	4	9	5	11	3	3	5	3	5	5	2	3	7	6	5	4
9	2	1	4	12	1	2	2	2	2	2	2	2	0	4	3	1
10 - Would definitely consider voting for them	3	6	1	32	1	2	3	2	3	3	3	4	5	4	3	3
TOTAL CURIOUS	**54**	**61**	**78**	**98**	**31**	**42**	**57**	**41**	**52**	**57**	**46**	**46**	**53**	**70**	**61**	**43**
Prefer not to answer	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Reform UK																
0 - Would never consider voting for them	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
4	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
5	28	43	36	38	3	21	27	25	26	27	25	28	28	32	32	21
6	14	15	19	10	6	15	13	15	13	13	14	10	9	23	15	14
7	16	24	24	27	12	13	21	13	16	21	13	17	21	15	20	15
8	14	12	11	19	21	17	12	16	12	12	16	16	11	10	13	15
9	7	2	4	2	13	8	7	6	10	7	9	9	8	6	5	9
10 - Would definitely consider voting for them	21	4	7	4	44	25	20	25	23	20	24	20	23	14	15	26
TOTAL CURIOUS	**100**	**100**	**101**	**100**	**99**	**99**	**100**	**100**	**100**	**100**	**101**	**100**	**100**	**100**	**100**	**100**
Prefer not to answer	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

www.yougov.com

Sample Size: 965 adults who voted Labour in 2024, and are now Reform U
Fieldwork: 13th - 27th March 2025

	Total	Political Attention			Gender		Age				Social Grade		Region in England				Country			Education		
		Low (0-2)	Medium (3-7)	High (8-10)	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	North	Midlands	London	Rest of South	England	Wales	Scotland	Low	Med	High
Weighted Sample	965	175	584	205	500	465	77	420	257	211	456	509	290	132	110	233	765	42	157	383	366	216
Unweighted Sample	965	72	648	245	478	487	25	352	326	262	479	486	300	148	88	257	793	37	135	399	328	238
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Labour																						
0 - Would never consider voting for them	24	25	26	17	20	28	5	16	27	43	17	30	26	20	11	21	22	24	35	34	20	13
1	6	4	7	6	8	5	5	6	6	9	6	6	6	8	3	4	5	20	8	8	7	3
2	6	4	7	5	6	6	7	6	6	5	6	6	6	8	4	5	6	0	6	5	7	5
3	7	7	7	6	9	5	5	5	9	9	6	8	6	10	1	7	7	8	9	8	6	7
4	5	3	5	5	5	5	5	4	6	5	4	6	4	6	3	6	5	9	5	5	5	5
5	13	15	15	5	11	16	5	16	13	11	16	11	17	11	10	15	14	8	9	12	13	16
6	7	6	9	5	7	8	0	9	9	5	9	6	7	10	4	8	7	7	8	7	6	10
7	9	16	8	6	9	9	16	9	10	5	8	10	7	7	6	14	9	7	11	9	9	10
8	7	7	6	9	8	6	9	10	5	3	7	7	6	6	11	10	8	12	1	5	7	10
9	6	2	3	17	10	2	18	8	2	1	8	3	2	5	28	3	7	2	2	1	10	7
10 - Would definitely consider voting for them	10	13	6	17	8	11	26	11	7	4	13	6	12	9	18	6	11	5	6	7	11	13
TOTAL CURIOUS	52	59	47	59	53	52	74	63	46	29	61	43	51	48	77	56	56	41	37	41	56	66
Prefer not to answer	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Liberal Democrats																						
0 - Would never consider voting for them	18	15	20	16	21	15	2	14	24	25	16	20	19	14	11	23	18	7	20	23	16	13
1	6	2	8	6	8	4	0	7	7	7	6	7	6	7	2	7	6	7	10	7	6	6
2	6	5	7	4	7	5	4	5	8	6	6	6	9	4	1	6	6	4	7	7	5	5
3	7	6	9	5	7	8	0	8	6	9	7	7	10	7	5	3	7	19	7	7	7	8
4	7	9	7	7	7	7	3	6	9	9	7	8	6	12	6	4	7	9	11	9	5	7
5	26	32	25	25	24	28	59	27	21	18	26	26	24	28	31	27	27	31	22	22	28	30
6	10	12	9	13	11	10	12	11	12	6	12	9	9	12	16	12	11	6	8	9	11	11
7	9	5	9	13	10	8	15	11	7	7	10	8	7	7	21	10	10	10	7	6	12	11
8	4	4	4	5	2	6	3	5	3	4	4	4	5	3	4	5	5	3	1	3	4	5
9	2	1	2	3	1	3	3	1	2	3	3	1	2	3	2	1	2	2	2	2	2	2
10 - Would definitely consider voting for them	3	10	2	4	2	5	0	4	2	5	2	4	4	4	1	3	3	3	5	4	3	2
TOTAL CURIOUS	54	64	51	63	50	60	92	59	47	43	57	52	51	57	75	58	58	55	45	46	60	61
Prefer not to answer	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Reform UK																						
0 - Would never consider voting for them	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
4	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
5	28	36	28	20	22	34	37	31	24	23	30	26	30	30	30	29	29	27	19	27	23	37
6	14	12	14	18	17	11	20	13	16	12	16	13	9	19	17	12	13	13	21	11	19	12
7	16	11	17	17	18	14	20	20	13	11	18	14	12	13	30	17	16	24	13	12	21	15
8	14	9	15	15	16	11	14	12	15	16	14	14	16	12	8	14	13	21	14	15	12	13
9	7	7	6	10	8	7	5	7	7	10	5	9	10	6	4	8	8	7	4	8	6	6
10 - Would definitely consider voting for them	21	25	20	21	19	23	5	18	24	28	17	24	23	21	12	20	20	8	28	26	18	16
TOTAL CURIOUS	100	100	100	101	100	100	101	101	99	100	100	100	100	101	101	100	99	100	99	99	99	99
Prefer not to answer	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

www.yougov.com

YouGov®

	Total	Ethnicity		House Tenure				Savings Amount					Religion			House Tenure		
		White	Minority Ethnic	Under 20,000	20,000 - 39,999	40,000 - 69,999	70,000+	Less than £5,000	£5,000 - £19,999	£20,000 - £49,999	£50,000 - £99,999	£100,000 and above	None	Christian	Other	Own	Rent	Other
Weighted Sample	965	884	66	203	280	230	104	383	109	71	38	67	509	378	35	534	340	74
Unweighted Sample	965	884	62	220	270	204	111	367	109	78	42	63	473	413	35	560	335	54
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Labour																		
0 - Would never consider voting for them	24	24	21	31	25	14	11	24	13	25	16	14	22	25	34	24	27	12
1	6	7	2	9	5	5	4	3	10	2	9	4	7	6	0	6	6	8
2	6	6	3	3	4	5	8	4	7	8	3	2	5	7	6	5	6	5
3	7	7	2	10	4	8	7	7	11	8	12	4	8	7	4	7	7	3
4	5	5	1	4	5	6	5	6	5	4	6	1	5	6	0	5	4	10
5	13	14	9	8	16	13	14	15	8	24	16	1	16	10	11	14	11	13
6	7	7	13	5	10	8	11	8	16	9	7	2	6	9	4	7	8	8
7	9	9	5	7	14	8	10	10	12	9	2	13	11	8	7	9	9	13
8	7	7	10	10	4	11	5	8	6	3	9	8	7	6	2	6	8	13
9	6	6	7	4	3	13	9	4	3	2	9	36	6	4	7	7	3	3
10 - Would definitely consider voting for them	10	8	28	10	10	11	16	12	9	8	11	14	7	11	24	9	10	12
TOTAL CURIOUS	52	51	72	44	57	64	65	57	54	55	54	74	53	48	55	52	49	62
Prefer not to answer	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0
Liberal Democrats																		
0 - Would never consider voting for them	18	19	9	23	17	13	14	17	19	18	14	6	20	16	13	16	22	20
1	6	6	6	9	4	6	5	6	4	8	10	3	6	6	4	6	8	1
2	6	6	2	4	8	4	5	5	7	3	9	8	6	6	3	7	4	9
3	7	7	5	6	8	8	6	7	12	11	6	5	7	9	2	8	6	5
4	7	7	8	6	6	11	8	8	7	6	16	2	7	9	2	8	7	2
5	26	26	34	22	26	28	32	25	28	20	20	26	26	26	38	25	25	44
6	10	10	15	9	12	11	14	10	11	13	16	18	11	10	12	10	10	10
7	9	9	12	8	7	14	8	10	3	15	6	21	9	10	7	11	7	6
8	4	4	3	6	5	2	4	4	6	3	0	3	3	4	9	4	4	4
9	2	2	0	3	2	1	2	2	2	0	2	4	2	3	0	2	2	0
10 - Would definitely consider voting for them	3	3	5	4	4	3	1	4	1	4	0	1	4	2	11	2	6	0
TOTAL CURIOUS	54	54	69	52	56	59	61	55	51	55	44	73	55	55	77	54	54	64
Prefer not to answer	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0
Reform UK																		
0 - Would never consider voting for them	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
4	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
5	28	27	42	27	28	32	25	26	27	31	17	21	28	27	32	26	29	38
6	14	14	13	11	14	16	19	12	16	10	19	23	14	16	6	16	12	10
7	16	16	16	14	14	22	19	18	20	21	19	27	17	15	10	18	14	13
8	14	14	9	17	12	14	8	14	9	11	16	13	14	13	14	13	13	22
9	7	7	11	9	8	5	7	7	9	9	12	9	6	9	18	7	8	4
10 - Would definitely consider voting for them	21	22	10	23	25	11	23	23	19	19	17	7	21	20	20	20	24	14
TOTAL CURIOUS	100	100	101	101	101	100	101	100	100	101	100	100	100	100	100	100	100	101
Prefer not to answer	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

www.yougov.com

YouGov®

Sample Size: 965 adults who voted Labour in 2024, and are now Reform UK curious (5+ on 0-10 consideration scale)
Fieldwork: 13th - 27th March 2025

	Total	Westminster VI				Vote in 2019		Vote in 2017		Lab19 - Lab24 (Labour Loyalist)	NotLab19 - Lab24 (Labour Joiner)	Seats where Labour won, Reform came	Red Wall	Blue Wall	Past vote 2016	
		Con	Lab	Lib Dem	Ref UK	Con	Lab	Con	Lab						Remain	Leave
Weighted Sample	965	68	219	43	382	257	384	200	380	384	377	183	71	59	266	477
Unweighted Sample	965	69	200	49	403	297	399	243	403	399	418	180	74	62	283	526
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Green Party																
0 - Would never consider voting for them	27	32	12	25	41	40	22	41	22	22	36	20	17	22	21	33
1	6	11	5	0	7	8	6	8	7	6	7	5	8	3	8	6
2	5	5	2	8	6	5	5	6	5	5	5	4	6	4	6	5
3	7	3	3	7	10	8	8	6	11	8	7	14	14	1	9	7
4	6	10	3	2	9	6	4	4	7	4	7	4	6	5	6	6
5	19	14	30	18	8	15	19	15	17	19	13	22	25	22	18	16
6	11	7	19	12	6	7	11	6	8	11	9	8	5	25	9	8
7	6	7	12	7	4	2	9	2	8	9	3	9	2	2	7	5
8	3	1	3	6	2	2	4	1	4	4	3	2	6	3	4	3
9	1	0	2	7	1	0	2	0	2	2	0	2	3	2	2	1
10 - Would definitely consider voting for them	4	6	4	3	2	2	5	2	4	5	3	7	2	1	5	3
TOTAL CURIOUS	**44**	**35**	**70**	**53**	**23**	**28**	**50**	**26**	**43**	**50**	**31**	**50**	**43**	**55**	**45**	**36**
Prefer not to answer	5	5	6	6	4	6	5	7	4	5	6	3	6	10	6	5

Now imagine that at the next UK general election the only parties that could realistically win in your constituency were the Conservatives or Labour, although other candidates and parties would still be on the ballot. How do you think you would vote in this situation?
[Shown to a random third of respondents; N=292]

	Total	Con	Lab	Lib Dem	Ref UK	Con	Lab	Con	Lab						Remain	Leave
Labour	36	5	95	40	11	16	50	22	42	50	22	45	20	51	49	28
Reform UK	27	0	1	13	61	33	24	21	26	24	32	32	29	16	17	33
Conservative	16	95	2	15	14	31	7	41	11	7	25	9	15	13	20	20
Liberal Democrat	2	0	2	24	0	0	2	0	3	2	0	0	0	0	2	2
Scottish National Party (SNP)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Plaid Cymru	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Green	0	0	0	0	0	0	1	0	1	1	0	0	6	0	0	1
Some other party	1	0	0	0	0	1	0	0	0	0	1	0	0	0	0	1
Would not vote	6	0	0	8	11	9	5	6	4	5	9	2	4	15	2	7
Don't know	11	0	0	0	2	10	11	11	12	11	11	11	26	5	10	8
Refused	1	0	0	0	0	0	1	0	1	1	0	2	0	0	0	0

Now imagine that at the next UK general election the only parties that could realistically win in your area were Reform UK or Labour, although other candidates and parties would still be on the ballot. How do you think you would vote in this situation?
[Shown to a random third of respondents; N=332]

	Total	Con	Lab	Lib Dem	Ref UK	Con	Lab	Con	Lab						Remain	Leave
Reform UK	56	52	13	49	95	70	55	68	63	55	70	59	55	39	60	65
Labour	23	0	79	9	1	15	30	17	19	30	12	23	26	56	19	16
Conservative	4	48	0	12	0	5	2	5	0	2	5	7	10	2	5	3
Liberal Democrat	1	0	0	30	1	2	0	1	2	0	3	0	0	0	2	1
Scottish National Party (SNP)	0	0	0	0	0	0	0	0	0	0	1	0	0	0	1	0
Plaid Cymru	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Green	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0
Some other party	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Would not vote	2	0	0	0	0	1	0	1	2	0	1	5	0	0	0	2
Don't know	13	0	6	0	2	7	11	7	12	11	8	5	8	0	11	13
Refused	1	0	2	0	0	0	1	0	1	1	0	1	0	3	2	0

www.yougov.com

Sample Size: 965 adults who voted Labour in 2024, and are now Reform U
Fieldwork: 13th - 27th March 2025

		Political Attention			Gender		Age				Social Grade		Region in England				Country			Education		
	Total	Low (0-2)	Medium (3-7)	High (8-10)	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	North	Midlands	London	Rest of South	England	Wales	Scotland	Low	Med	High
Weighted Sample	965	175	584	205	500	465	77	420	257	211	456	509	290	132	110	233	765	42	157	383	366	216
Unweighted Sample	965	72	648	245	478	487	25	352	326	262	479	486	300	148	88	257	793	37	135	399	328	238
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Green Party

0 - Would never consider voting for them	27	18	29	27	33	20	15	20	33	38	24	29	23	19	14	27	22	25	49	30	29	18
1	6	1	8	4	7	5	0	8	5	6	5	7	6	5	4	4	5	4	11	6	5	8
2	5	3	6	4	5	5	0	5	7	5	5	5	7	3	3	5	5	9	3	5	5	5
3	7	13	6	4	6	7	3	7	9	6	7	7	10	7	1	7	7	14	4	8	6	5
4	6	9	5	5	6	6	5	6	6	7	5	6	5	13	7	6	7	2	2	7	5	5
5	19	25	18	18	16	23	23	23	16	14	20	19	19	22	27	18	20	16	14	18	20	20
6	11	12	9	15	10	11	35	10	8	7	13	9	8	11	23	12	12	6	5	8	13	12
7	6	4	6	9	5	7	10	8	5	3	6	6	8	6	8	7	7	4	2	4	7	8
8	3	2	4	3	3	4	0	4	1	4	3	3	3	4	3	3	3	3	3	3	2	4
9	1	0	1	4	1	1	0	2	1	0	2	1	2	1	3	0	1	0	1	1	1	3
10 - Would definitely consider voting for them	4	8	3	5	3	5	5	5	3	4	4	4	5	3	3	5	5	3	2	3	3	6
TOTAL CURIOUS	**44**	**51**	**41**	**54**	**38**	**51**	**73**	**52**	**34**	**32**	**48**	**42**	**45**	**47**	**67**	**45**	**48**	**32**	**27**	**37**	**46**	**53**
Prefer not to answer	5	6	6	2	5	5	4	4	7	7	6	4	5	6	4	6	5	13	3	6	4	6

Now imagine that at the next UK general election the only parties that could realistically win in your constituency were the Conservatives or Labour, although other candidates and parties would still be on the ballot. How do you think you would vote in this situation?
[Shown to a random third of respondents; N=292]

Labour	36	31	31	54	40	31	71	44	29	16	45	28	37	21	58	30	37	36	31	23	47	38
Reform UK	27	21	31	19	27	26	13	22	33	33	20	32	34	32	13	27	27	26	24	35	21	22
Conservative	16	14	17	16	17	15	0	13	13	32	16	17	10	28	17	13	14	17	24	20	11	19
Liberal Democrat	2	0	3	0	2	1	0	2	3	0	2	1	0	0	0	0	0	16	5	2	1	2
Scottish National Party (SNP)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Plaid Cymru	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Green	0	0	1	0	1	0	0	1	0	0	0	1	1	0	0	0	1	0	0	1	0	0
Some other party	1	0	1	0	0	1	0	1	1	0	0	1	1	0	0	1	1	0	0	0	1	1
Would not vote	6	7	5	9	7	5	16	1	8	9	5	7	3	6	5	12	6	0	6	7	7	3
Don't know	11	21	12	2	4	20	0	13	13	10	11	11	13	13	6	13	12	5	11	10	10	15
Refused	1	6	1	0	2	1	0	3	0	0	0	3	1	0	0	4	2	0	0	1	2	0

Now imagine that at the next UK general election the only parties that could realistically win in your area were Reform UK or Labour, although other candidates and parties would still be on the ballot. How do you think you would vote in this situation?
[Shown to a random third of respondents; N=332]

Reform UK	56	50	61	47	61	51	12	51	66	71	48	63	56	57	27	59	54	52	65	67	49	47
Labour	23	18	19	43	26	21	59	28	14	11	33	14	24	17	65	18	25	18	13	15	31	24
Conservative	4	0	5	4	5	3	6	3	5	3	4	3	5	4	5	4	4	0	2	4	1	7
Liberal Democrat	1	0	2	1	1	2	0	1	2	3	1	2	1	6	0	1	2	0	0	2	1	1
Scottish National Party (SNP)	0	0	1	0	1	0	0	0	0	2	1	0	0	0	0	0	0	0	2	0	1	0
Plaid Cymru	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Green	0	0	0	0	0	0	0	0	0	1	0	0	1	0	0	0	0	0	0	0	1	0
Some other party	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Would not vote	2	3	2	0	2	3	0	3	2	1	1	3	1	5	0	3	3	0	0	4	1	0
Don't know	13	29	9	2	5	20	23	13	11	9	11	14	12	10	0	14	11	30	18	7	16	17
Refused	1	0	0	2	0	1	0	2	0	0	1	0	1	0	3	1	1	0	0	0	0	3

www.yougov.com

Sample Size: 965 adults who voted Labour in 2024, and are now Reform U
Fieldwork: 13th - 27th March 2025

	Total	Ethnicity		House Tenure				Savings Amount					Religion			House Tenure		
		White	Minority Ethnic	Under 20,000	20,000 - 39,999	40,000 - 69,999	70,000+	Less than £5,000	£5,000 - £19,999	£20,000 - £49,999	£50,000 - £99,999	£100,000 and above	None	Christian	Other	Own	Rent	Other
Weighted Sample	**965**	884	66	203	280	230	104	383	109	71	38	67	509	378	35	534	340	74
Unweighted Sample	**965**	884	62	220	270	204	111	367	109	78	42	63	473	413	35	560	335	54
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Green Party																		
0 - Would never consider voting for them	**27**	28	11	24	27	20	33	25	22	40	32	11	30	25	20	27	28	27
1	**6**	6	6	4	6	8	5	5	7	6	9	7	5	7	3	6	5	9
2	**5**	5	4	3	5	4	7	6	6	3	9	3	4	6	0	6	4	4
3	**7**	7	4	6	9	5	3	7	11	0	4	9	7	7	0	7	7	3
4	**6**	5	12	7	5	6	6	8	6	10	4	1	4	7	18	5	8	1
5	**19**	18	31	22	18	22	21	19	17	16	13	24	19	19	22	19	18	27
6	**11**	11	7	8	12	16	5	9	11	8	13	20	10	12	2	11	10	15
7	**6**	6	8	10	4	8	5	8	5	0	4	9	7	5	6	7	5	4
8	**3**	3	2	5	3	3	0	3	4	4	4	4	3	3	2	2	4	0
9	**1**	1	3	2	1	0	5	1	1	2	2	1	1	1	2	1	1	1
10 - Would definitely consider voting for them	**4**	4	8	5	4	3	7	5	6	2	0	2	3	5	15	4	5	3
TOTAL CURIOUS	**44**	43	59	52	42	52	43	45	44	32	36	60	43	45	49	44	43	50
Prefer not to answer	**5**	5	4	6	5	5	3	3	4	10	7	8	7	3	10	5	5	5

Now imagine that at the next UK general election the only parties that could realistically win in your constituency were the Conservatives or Labour, although other candidates and parties would still be on the ballot. How do you think you would vote in this situation?
[Shown to a random third of respondents; N=292]

	Total	White	Minority Ethnic	Under 20,000	20,000 - 39,999	40,000 - 69,999	70,000+	Less than £5,000	£5,000 - £19,999	£20,000 - £49,999	£50,000 - £99,999	£100,000 and above	None	Christian	Other	Own	Rent	Other
Labour	**36**	36	36	38	28	53	48	40	44	22	49	64	41	28	34	45	24	20
Reform UK	**27**	28	5	29	31	18	22	31	29	21	0	11	23	34	9	24	27	36
Conservative	**16**	16	16	11	16	19	17	11	8	35	46	11	16	18	12	18	17	7
Liberal Democrat	**2**	2	0	3	2	2	0	1	6	0	0	0	2	2	0	0	4	0
Scottish National Party (SNP)	**0**	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Plaid Cymru	**0**	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Green	**0**	0	0	2	0	0	0	1	0	0	0	0	1	0	0	0	1	0
Some other party	**1**	1	0	0	1	0	0	0	3	0	0	0	1	1	0	1	1	0
Would not vote	**6**	4	25	8	6	4	3	7	6	10	0	3	4	5	31	4	10	4
Don't know	**11**	11	18	9	15	4	10	9	5	13	5	11	12	11	14	8	16	20
Refused	**1**	1	0	0	1	0	0	0	0	0	0	0	2	1	0	0	1	13

Now imagine that at the next UK general election the only parties that could realistically win in your area were Reform UK or Labour, although other candidates and parties would still be on the ballot. How do you think you would vote in this situation?
[Shown to a random third of respondents; N=332]

	Total	White	Minority Ethnic	Under 20,000	20,000 - 39,999	40,000 - 69,999	70,000+	Less than £5,000	£5,000 - £19,999	£20,000 - £49,999	£50,000 - £99,999	£100,000 and above	None	Christian	Other	Own	Rent	Other
Reform UK	**56**	56	33	61	46	51	57	56	55	56	51	36	58	54	58	59	54	42
Labour	**23**	22	52	13	20	40	31	23	18	15	30	55	19	23	35	20	22	50
Conservative	**4**	3	13	2	5	3	4	2	9	8	4	3	1	7	7	5	1	0
Liberal Democrat	**1**	2	0	2	3	1	0	2	0	0	0	0	1	2	0	1	2	0
Scottish National Party (SNP)	**0**	0	0	2	0	0	0	0	3	0	0	0	0	1	0	0	1	0
Plaid Cymru	**0**	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Green	**0**	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Some other party	**0**	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Would not vote	**2**	2	2	7	2	0	0	0	0	1	5	0	4	0	0	1	5	0
Don't know	**13**	13	0	14	23	2	8	17	14	20	4	5	16	11	0	12	15	6
Refused	**1**	1	0	0	0	2	1	0	0	0	4	2	0	1	0	0	0	3

Sample Size: 965 adults who voted Labour in 2024, and are now Reform UK curious (5+ on 0-10 consideration scale)
Fieldwork: 13th - 27th March 2025

	Total	Westminster VI				Vote in 2019		Vote in 2017		Lab19 - Lab24 (Labour Loyalist)	NotLab19 - Lab24 (Labour Joiner)	Seats where Labour won, Reform came	Red Wall	Blue Wall	Past vote 2016	
		Con	Lab	Lib Dem	Ref UK	Con	Lab	Con	Lab						Remain	Leave
Weighted Sample	965	68	219	43	382	257	384	200	380	384	377	183	71	59	266	477
Unweighted Sample	965	69	200	49	403	297	399	243	403	399	418	180	74	62	283	526
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Now imagine that at the next UK general election the only parties that could realistically win in your area were the Green Party or Labour, although other candidates and parties would still be on the ballot. How do you think you would vote in this situation?

[Shown to a random third of respondents; N=341]

	Total	Con	Lab	Lib Dem	Ref UK	Con	Lab	Con	Lab				Red Wall	Blue Wall	Remain	Leave
Labour	36	7	97	19	20	30	41	22	39	41	29	38	49	56	36	31
Reform UK	21	0	0	3	51	19	19	25	19	19	21	22	17	15	19	20
Green	18	34	1	35	19	24	17	18	19	17	23	23	15	14	15	22
Conservative	4	40	0	0	1	8	2	10	2	2	6	0	0	0	8	3
Liberal Democrat	2	0	0	23	1	0	2	3	2	2	0	2	3	0	5	2
Scottish National Party (SNP)	1	0	0	0	0	0	0	1	0	0	1	0	0	0	0	1
Plaid Cymru	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Some other party	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Would not vote	6	2	0	15	7	9	4	10	8	4	6	5	12	9	5	8
Don't know	11	17	1	4	1	9	13	10	10	13	11	10	3	6	13	12
Refused	1	0	1	0	1	1	2	1	1	2	1	1	0	0	0	1

Do you have a positive or negative opinion of the following people and politicians?
Keir Starmer

	Total	Con	Lab	Lib Dem	Ref UK	Con	Lab	Con	Lab				Red Wall	Blue Wall	Remain	Leave
Very negative	30	34	6	34	51	35	27	33	29	27	36	31	24	16	29	33
Fairly negative	26	39	8	40	28	28	23	25	30	23	26	29	40	18	25	30
TOTAL NEGATIVE	**56**	**73**	**14**	**74**	**79**	**63**	**50**	**58**	**59**	**50**	**62**	**60**	**64**	**34**	**54**	**63**
Neither positive nor negative	21	14	22	18	14	19	25	22	23	25	20	20	19	14	27	19
Fairly positive	13	13	27	7	7	16	10	17	10	10	14	13	15	17	11	13
Very positive	9	0	37	1	1	2	15	2	7	15	2	6	3	35	8	5
TOTAL POSITIVE	**22**	**13**	**64**	**8**	**8**	**18**	**25**	**19**	**17**	**25**	**16**	**19**	**18**	**52**	**19**	**18**
I don't know this person	1	0	0	0	0	0	0	0	0	0	1	0	0	0	0	1

Volodymyr Zelenskyy

	Total	Con	Lab	Lib Dem	Ref UK	Con	Lab	Con	Lab				Red Wall	Blue Wall	Remain	Leave
Very negative	7	5	4	8	8	5	7	5	7	7	7	5	2	6	7	6
Fairly negative	8	5	7	5	10	9	7	7	7	7	8	11	9	15	6	8
TOTAL NEGATIVE	**15**	**10**	**11**	**13**	**18**	**14**	**14**	**12**	**14**	**14**	**15**	**16**	**11**	**21**	**13**	**14**
Neither positive nor negative	27	25	34	23	24	26	25	29	23	25	26	22	30	30	28	26
Fairly positive	31	24	30	37	33	29	34	29	32	34	28	23	32	24	33	30
Very positive	22	33	17	27	22	28	22	28	25	22	27	27	22	21	19	27
TOTAL POSITIVE	**53**	**57**	**47**	**64**	**55**	**57**	**56**	**57**	**57**	**56**	**55**	**50**	**54**	**45**	**52**	**57**
I don't know this person	6	7	6	0	3	3	5	2	6	5	5	11	5	3	7	4

Vladimir Putin

	Total	Con	Lab	Lib Dem	Ref UK	Con	Lab	Con	Lab				Red Wall	Blue Wall	Remain	Leave
Very negative	70	67	45	93	79	79	68	77	75	68	78	76	73	53	71	78
Fairly negative	13	13	13	6	13	12	13	11	13	13	13	10	19	14	15	12
TOTAL NEGATIVE	**83**	**80**	**58**	**99**	**92**	**91**	**81**	**88**	**88**	**81**	**91**	**86**	**92**	**67**	**86**	**90**
Neither positive nor negative	11	8	29	1	6	6	14	10	9	14	6	10	8	14	9	8
Fairly positive	4	6	12	0	2	2	5	1	2	5	2	2	1	15	3	1
Very positive	1	0	2	0	0	1	1	1	0	1	1	1	0	4	1	1
TOTAL POSITIVE	**5**	**6**	**14**	**0**	**2**	**3**	**6**	**2**	**2**	**6**	**3**	**3**	**1**	**19**	**4**	**2**
I don't know this person	1	7	0	0	1	0	0	0	0	0	1	1	0	0	1	0

www.yougov.com

Sample Size: 965 adults who voted Labour in 2024, and are now Reform U
Fieldwork: 13th - 27th March 2025

	Total	Political Attention			Gender		Age				Social Grade		Region in England				Country			Education		
		Low (0-2)	Medium (3-7)	High (8-10)	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	North	Midlands	London	Rest of South	England	Wales	Scotland	Low	Med	High
Weighted Sample	965	175	584	205	500	465	77	420	257	211	456	509	290	132	110	233	765	42	157	383	366	216
Unweighted Sample	965	72	648	245	478	487	25	352	326	262	479	486	300	148	88	257	793	37	135	399	328	238
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Now imagine that at the next UK general election the only parties that could realistically win in your area were the Green Party or Labour, although other candidates and parties would still be on the ballot. How do you think you would vote in this situation?
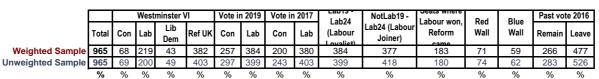*[Shown to a random third of respondents; N=341]*

	Total	Low (0-2)	Medium (3-7)	High (8-10)	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	North	Midlands	London	Rest of South	England	Wales	Scotland	Low	Med	High
Labour	36	26	32	53	41	31	55	43	30	23	41	31	34	42	64	31	39	29	24	23	40	52
Reform UK	21	5	23	26	28	13	26	19	20	24	18	23	15	24	10	18	17	47	30	29	18	11
Green	18	21	19	13	14	22	7	14	29	18	17	19	27	14	15	15	19	19	12	20	15	21
Conservative	4	0	6	3	6	2	11	4	4	3	5	3	0	8	3	5	3	0	11	3	4	7
Liberal Democrat	2	3	3	1	2	2	0	1	4	4	3	2	1	2	0	5	2	0	4	3	3	0
Scottish National Party (SNP)	1	0	1	0	1	0	0	0	1	1	1	0	0	0	3	0	0	0	1	1	1	0
Plaid Cymru	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Some other party	0	0	0	1	0	0	0	0	1	0	0	0	0	0	0	0	0	0	1	0	0	0
Would not vote	6	13	7	0	4	8	0	3	6	14	6	6	12	3	2	5	7	0	6	5	9	3
Don't know	11	31	9	3	2	19	0	15	6	11	7	14	8	6	2	22	11	6	11	16	8	6
Refused	1	0	1	1	0	1	0	2	0	1	1	1	2	2	0	0	1	0	0	1	2	0

Do you have a positive or negative opinion of the following people and politicians?
Keir Starmer

	Total	Low (0-2)	Medium (3-7)	High (8-10)	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	North	Midlands	London	Rest of South	England	Wales	Scotland	Low	Med	High
Very negative	30	27	33	26	30	31	22	24	31	45	23	37	33	26	13	25	26	38	48	39	27	21
Fairly negative	26	39	26	14	22	30	15	24	30	28	24	27	27	30	14	28	26	27	25	28	22	29
TOTAL NEGATIVE	**56**	**66**	**59**	**40**	**52**	**61**	**37**	**48**	**61**	**73**	**47**	**64**	**60**	**56**	**27**	**53**	**52**	**65**	**73**	**67**	**49**	**50**
Neither positive nor negative	21	23	23	13	21	21	10	24	24	16	23	19	25	23	12	24	22	16	15	21	21	19
Fairly positive	13	7	13	18	13	13	16	15	12	9	14	12	11	13	16	17	14	19	6	10	13	18
Very positive	9	2	5	28	14	4	36	12	3	2	15	4	5	7	44	6	11	0	2	2	16	11
TOTAL POSITIVE	**22**	**9**	**18**	**46**	**27**	**17**	**52**	**27**	**15**	**11**	**29**	**16**	**16**	**20**	**60**	**23**	**25**	**19**	**8**	**12**	**29**	**29**
I don't know this person	1	2	0	0	0	1	0	1	0	0	1	0	0	1	0	0	0	0	3	0	1	0

Volodymyr Zelenskyy

	Total	Low (0-2)	Medium (3-7)	High (8-10)	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	North	Midlands	London	Rest of South	England	Wales	Scotland	Low	Med	High
Very negative	7	10	6	6	6	7	0	9	5	6	7	7	5	5	9	8	6	8	9	8	5	7
Fairly negative	8	3	9	9	9	7	7	9	9	4	7	8	9	9	5	6	8	20	5	6	8	10
TOTAL NEGATIVE	**15**	**13**	**15**	**15**	**15**	**14**	**7**	**18**	**14**	**10**	**14**	**15**	**14**	**14**	**14**	**14**	**14**	**28**	**14**	**14**	**13**	**17**
Neither positive nor negative	27	21	27	32	31	24	35	28	24	28	29	26	24	16	37	31	27	21	31	29	27	26
Fairly positive	31	24	32	32	32	29	40	29	29	32	29	32	27	40	27	31	31	25	32	30	31	31
Very positive	22	23	23	20	20	24	9	17	30	27	22	22	27	25	13	22	23	20	18	22	23	21
TOTAL POSITIVE	**53**	**47**	**55**	**52**	**52**	**53**	**49**	**46**	**59**	**59**	**51**	**54**	**54**	**65**	**40**	**53**	**54**	**45**	**50**	**52**	**54**	**52**
I don't know this person	6	18	4	1	2	9	8	8	3	3	6	5	8	5	8	2	6	6	5	6	7	5

Vladimir Putin

	Total	Low (0-2)	Medium (3-7)	High (8-10)	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	North	Midlands	London	Rest of South	England	Wales	Scotland	Low	Med	High
Very negative	70	83	73	52	63	78	38	60	82	88	64	76	77	79	31	72	69	67	76	81	66	61
Fairly negative	13	9	14	15	15	11	19	17	10	6	14	12	11	8	9	15	12	24	17	9	15	17
TOTAL NEGATIVE	**83**	**92**	**87**	**67**	**78**	**89**	**57**	**77**	**92**	**94**	**78**	**88**	**88**	**87**	**40**	**87**	**81**	**91**	**93**	**90**	**81**	**78**
Neither positive nor negative	11	5	9	22	13	8	32	14	6	3	14	8	8	11	36	8	12	6	4	7	13	13
Fairly positive	4	1	3	9	6	2	11	6	1	2	5	3	3	1	18	3	4	3	2	1	5	7
Very positive	1	0	1	1	1	1	0	2	0	0	1	0	1	0	3	1	1	0	1	0	1	1
TOTAL POSITIVE	**5**	**1**	**4**	**10**	**7**	**3**	**11**	**8**	**1**	**2**	**6**	**3**	**4**	**1**	**21**	**4**	**5**	**3**	**3**	**1**	**6**	**8**
I don't know this person	1	2	1	0	1	0	0	2	1	0	1	1	0	1	4	0	1	0	1	1	0	1

www.yougov.com

YouGov®

	Total	Ethnicity		House Tenure				Savings Amount					Religion			House Tenure		
		White	Minority Ethnic	Under 20,000	20,000 - 39,999	40,000 - 69,999	70,000+	Less than £5,000	£5,000 - £19,999	£20,000 - £49,999	£50,000 - £99,999	£100,000 and above	None	Christian	Other	Own	Rent	Other
Weighted Sample	965	884	66	203	280	230	104	383	109	71	38	67	509	378	35	534	340	74
Unweighted Sample	965	884	62	220	270	204	111	367	109	78	42	63	473	413	35	560	335	54
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Now imagine that at the next UK general election the only parties that could realistically win in your area were the Green Party or Labour, although other candidates and parties would still be on the ballot. How do you think you would vote in this situation?
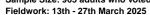
[Shown to a random third of respondents; N=341]

	Total	White	Minority Ethnic	Under 20,000	20,000 - 39,999	40,000 - 69,999	70,000+	Less than £5,000	£5,000 - £19,999	£20,000 - £49,999	£50,000 - £99,999	£100,000 and above	None	Christian	Other	Own	Rent	Other
Labour	36	32	76	25	32	50	55	32	48	38	48	68	39	31	49	39	31	33
Reform UK	21	22	6	19	24	17	18	22	24	16	8	7	21	22	11	13	29	31
Green	18	19	15	22	12	18	18	18	21	16	7	10	15	23	29	21	12	35
Conservative	4	5	0	1	2	8	3	4	0	2	26	0	5	4	0	6	2	0
Liberal Democrat	2	3	0	4	3	2	0	1	1	6	0	0	3	2	0	3	2	0
Scottish National Party (SNP)	1	0	4	0	2	0	0	1	0	3	0	0	0	1	0	1	0	0
Plaid Cymru	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Some other party	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Would not vote	6	7	0	10	9	1	2	7	0	6	11	12	7	6	0	6	8	0
Don't know	11	12	0	17	14	5	3	13	4	13	0	4	9	11	11	11	14	0
Refused	1	1	0	2	2	0	0	1	2	0	0	0	1	1	0	0	2	0

Do you have a positive or negative opinion of the following people and politicians?
Keir Starmer

	Total	White	Minority Ethnic	Under 20,000	20,000 - 39,999	40,000 - 69,999	70,000+	Less than £5,000	£5,000 - £19,999	£20,000 - £49,999	£50,000 - £99,999	£100,000 and above	None	Christian	Other	Own	Rent	Other
Very negative	30	31	18	35	30	23	17	31	19	22	31	12	30	32	33	28	33	39
Fairly negative	26	27	16	31	26	23	24	28	30	32	24	17	28	25	18	26	29	10
TOTAL NEGATIVE	**56**	**58**	**34**	**66**	**56**	**46**	**41**	**59**	**49**	**54**	**55**	**29**	**58**	**57**	**51**	**54**	**62**	**49**
Neither positive nor negative	21	21	19	20	24	20	19	20	23	26	26	9	21	21	11	21	20	25
Fairly positive	13	12	20	11	12	12	27	15	18	15	3	11	13	14	9	13	12	21
Very positive	9	8	27	2	6	21	13	6	10	4	16	51	8	7	29	11	5	5
TOTAL POSITIVE	**22**	**20**	**47**	**13**	**18**	**33**	**40**	**21**	**28**	**19**	**19**	**62**	**21**	**21**	**38**	**24**	**17**	**26**
I don't know this person	1	1	0	0	1	0	0	0	0	0	0	0	0	1	0	1	0	0

Volodymyr Zelenskyy

	Total	White	Minority Ethnic	Under 20,000	20,000 - 39,999	40,000 - 69,999	70,000+	Less than £5,000	£5,000 - £19,999	£20,000 - £49,999	£50,000 - £99,999	£100,000 and above	None	Christian	Other	Own	Rent	Other
Very negative	7	7	9	6	7	6	8	8	3	9	5	1	6	7	10	5	9	9
Fairly negative	8	8	10	9	8	5	10	8	9	14	11	4	7	8	10	8	6	13
TOTAL NEGATIVE	**15**	**15**	**19**	**15**	**15**	**11**	**18**	**16**	**12**	**23**	**16**	**5**	**13**	**15**	**20**	**13**	**15**	**22**
Neither positive nor negative	27	27	30	25	24	35	19	25	26	18	24	46	27	28	29	28	26	24
Fairly positive	31	30	33	32	30	31	35	34	31	28	39	33	33	29	9	33	29	26
Very positive	22	22	13	21	24	16	27	20	28	23	21	16	21	23	42	25	20	18
TOTAL POSITIVE	**53**	**52**	**46**	**53**	**54**	**47**	**62**	**54**	**59**	**51**	**60**	**49**	**54**	**52**	**51**	**58**	**49**	**44**
I don't know this person	6	6	5	7	6	7	2	6	2	7	0	0	6	6	0	3	10	10

Vladimir Putin

	Total	White	Minority Ethnic	Under 20,000	20,000 - 39,999	40,000 - 69,999	70,000+	Less than £5,000	£5,000 - £19,999	£20,000 - £49,999	£50,000 - £99,999	£100,000 and above	None	Christian	Other	Own	Rent	Other
Very negative	70	74	25	74	75	59	64	69	80	73	67	39	74	71	49	73	67	76
Fairly negative	13	13	20	13	17	9	18	17	11	14	16	10	12	13	18	12	14	12
TOTAL NEGATIVE	**83**	**87**	**45**	**87**	**92**	**68**	**82**	**86**	**91**	**87**	**83**	**49**	**86**	**84**	**67**	**85**	**81**	**88**
Neither positive nor negative	11	9	27	9	5	20	12	10	5	3	8	33	11	9	24	11	12	6
Fairly positive	4	3	20	3	2	8	6	3	4	4	9	16	2	6	0	4	4	3
Very positive	1	0	5	1	0	1	1	1	0	2	0	1	0	0	9	1	1	3
TOTAL POSITIVE	**5**	**3**	**25**	**4**	**2**	**9**	**7**	**4**	**4**	**6**	**9**	**17**	**2**	**6**	**9**	**5**	**5**	**6**
I don't know this person	1	1	2	0	1	2	0	1	0	5	0	1	1	1	0	0	2	0

www.yougov.com

Sample Size: 965 adults who voted Labour in 2024, and are now Reform UK curious (5+ on 0-10 consideration scale)
Fieldwork: 13th - 27th March 2025

	Total	Westminster VI				Vote in 2019		Vote in 2017		Lab19 - Lab24 (Labour Loyalist)	NotLab19 - Lab24 (Labour Joiner)	Seats where Labour won, Reform came	Red Wall	Blue Wall	Past vote 2016	
		Con	Lab	Lib Dem	Ref UK	Con	Lab	Con	Lab						Remain	Leave
Weighted Sample	965	68	219	43	382	257	384	200	380	384	377	183	71	59	266	477
Unweighted Sample	965	69	200	49	403	297	399	243	403	399	418	180	74	62	283	526
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Elon Musk																
Very negative	44	43	24	*76*	48	50	42	44	47	42	51	48	48	32	42	49
Fairly negative	21	22	21	*18*	17	23	18	24	20	18	21	24	30	13	21	21
TOTAL NEGATIVE	**65**	**65**	**45**	**94**	**65**	**73**	**60**	**68**	**67**	**60**	**72**	**72**	**78**	**45**	**63**	**70**
Neither positive nor negative	15	13	13	*3*	16	15	16	16	18	16	14	11	15	18	20	13
Fairly positive	14	20	27	*2*	14	9	17	11	12	17	8	13	5	20	13	12
Very positive	5	2	12	*0*	4	4	5	4	2	5	3	3	3	17	3	3
TOTAL POSITIVE	**19**	**22**	**39**	**2**	**18**	**13**	**22**	**15**	**14**	**22**	**11**	**16**	**8**	**37**	**16**	**15**
I don't know this person	2	0	2	*1*	1	0	2	0	2	2	2	0	0	0	1	2
Donald Trump																
Very negative	46	37	31	*88*	43	47	43	44	49	43	48	55	51	40	48	47
Fairly negative	17	16	13	*0*	21	19	15	18	17	15	22	14	20	12	14	20
TOTAL NEGATIVE	**63**	**53**	**44**	**88**	**64**	**66**	**58**	**62**	**66**	**58**	**70**	**69**	**71**	**52**	**62**	**67**
Neither positive nor negative	14	24	14	*4*	13	15	16	19	15	16	13	13	21	3	16	14
Fairly positive	13	18	17	*8*	14	13	14	13	13	14	12	15	7	13	14	12
Very positive	10	5	25	*0*	9	6	12	6	6	12	6	3	1	32	7	7
TOTAL POSITIVE	**23**	**23**	**42**	**8**	**23**	**19**	**26**	**19**	**19**	**26**	**18**	**18**	**8**	**45**	**21**	**19**
I don't know this person	0	0	0	*0*	0	0	0	0	0	0	0	0	0	0	0	0
Nigel Farage																
Very negative	7	9	8	*8*	2	3	8	3	8	8	4	10	11	4	10	5
Fairly negative	13	19	16	*22*	7	11	14	14	14	14	12	10	7	12	19	10
TOTAL NEGATIVE	**20**	**28**	**24**	**30**	**9**	**14**	**22**	**17**	**22**	**22**	**16**	**20**	**18**	**16**	**29**	**15**
Neither positive nor negative	37	44	46	*44*	24	31	37	37	31	37	34	35	32	52	39	33
Fairly positive	30	18	25	*26*	44	37	30	35	32	30	34	30	35	25	24	36
Very positive	11	5	3	*0*	24	18	9	13	11	9	15	11	7	7	5	15
TOTAL POSITIVE	**41**	**23**	**28**	**26**	**68**	**55**	**39**	**48**	**43**	**39**	**49**	**41**	**42**	**32**	**29**	**51**
I don't know this person	2	5	2	*0*	0	0	2	0	4	2	2	4	8	0	2	1

Which of these do you think are the most important issues facing the UK at this time? Please tick up to three.

	Total	Con	Lab	Lib Dem	Ref UK	Con	Lab	Con	Lab	Lab19-Lab24	NotLab19-Lab24	Seats Lab/Reform	Red Wall	Blue Wall	Remain	Leave
Immigration & Asylum	59	59	35	*49*	77	73	55	71	59	55	70	59	64	52	59	69
The economy	48	58	45	*41*	47	47	43	45	45	43	50	43	57	45	45	47
Health	34	31	37	*40*	31	35	40	37	39	40	34	38	31	28	38	35
Crime	24	20	26	*13*	24	23	25	26	23	25	22	22	27	25	22	24
Welfare benefits	22	10	17	*42*	25	22	23	20	23	23	23	32	29	13	20	25
Defence and security	22	29	19	*24*	23	32	19	35	20	19	30	17	11	22	21	25
Housing	19	9	24	*23*	17	13	18	10	18	18	14	21	16	13	17	16
Tax	13	24	20	*12*	10	7	14	9	11	14	9	13	15	27	13	9
Pensions	11	11	5	*20*	14	16	12	13	15	12	13	10	15	9	15	12
The environment & climate change	9	11	11	*7*	6	7	8	6	7	8	9	6	2	10	7	10
Education	8	2	18	*9*	3	3	9	3	6	9	3	8	8	21	8	4
Britain leaving the EU	7	13	9	*3*	5	3	8	4	6	8	5	5	1	12	11	4
Family life & childcare	6	7	10	*3*	3	3	9	3	6	9	3	12	4	3	8	4
Transport	2	2	2	*5*	1	2	2	2	1	2	2	1	1	9	1	2
None of these	0	0	0	*0*	0	0	0	0	0	0	0	0	0	0	0	0
Don't know	1	0	1	*0*	1	1	0	2	0	0	1	0	0	0	0	1

www.yougov.com

Sample Size: 965 adults who voted Labour in 2024, and are now Reform U
Fieldwork: 13th - 27th March 2025

	Total	Political Attention			Gender		Age				Social Grade		Region in England				Country			Education		
		Low (0-2)	Medium (3-7)	High (8-10)	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	North	Midlands	London	Rest of South	England	Wales	Scotland	Low	Med	High
Weighted Sample	965	175	584	205	500	465	77	420	257	211	456	509	290	132	110	233	765	42	157	383	366	216
Unweighted Sample	965	72	648	245	478	487	25	352	326	262	479	486	300	148	88	257	793	37	135	399	328	238
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Elon Musk																						
Very negative	44	48	45	36	36	51	26	32	55	60	39	48	49	46	20	44	43	60	42	51	40	37
Fairly negative	21	26	22	10	21	20	16	22	21	18	21	20	21	22	8	24	20	17	22	20	19	23
TOTAL NEGATIVE	**65**	**74**	**67**	**46**	**57**	**71**	**42**	**54**	**76**	**78**	**60**	**68**	**70**	**68**	**28**	**68**	**63**	**77**	**64**	**71**	**59**	**60**
Neither positive nor negative	15	15	17	10	14	16	9	18	14	13	14	16	15	18	11	18	16	10	12	18	10	17
Fairly positive	14	6	12	29	21	7	35	18	7	7	18	11	9	7	45	10	14	12	17	7	22	14
Very positive	5	1	3	15	8	2	13	7	2	2	8	3	3	6	15	3	5	1	5	2	7	7
TOTAL POSITIVE	**19**	**7**	**15**	**44**	**29**	**9**	**48**	**25**	**9**	**9**	**26**	**14**	**12**	**13**	**60**	**13**	**19**	**13**	**22**	**9**	**29**	**21**
I don't know this person	2	5	1	1	0	3	0	3	0	0	2	1	3	1	1	0	1	0	3	2	2	1
Donald Trump																						
Very negative	46	57	47	34	36	57	41	40	51	55	39	52	53	49	15	48	46	56	47	49	45	43
Fairly negative	17	18	18	11	17	17	13	15	19	20	19	15	18	14	12	19	17	11	20	18	14	20
TOTAL NEGATIVE	**63**	**75**	**65**	**45**	**53**	**74**	**54**	**55**	**70**	**75**	**58**	**67**	**71**	**63**	**27**	**67**	**63**	**67**	**67**	**67**	**59**	**63**
Neither positive nor negative	14	14	15	12	15	13	3	15	14	16	13	15	13	20	7	13	14	18	15	17	12	13
Fairly positive	13	8	13	16	16	10	14	18	11	5	14	12	11	10	21	14	14	12	10	12	13	15
Very positive	10	2	6	27	15	4	29	12	5	4	14	6	4	6	43	6	11	3	8	4	17	8
TOTAL POSITIVE	**23**	**10**	**19**	**43**	**31**	**14**	**43**	**30**	**16**	**9**	**28**	**18**	**15**	**16**	**64**	**20**	**25**	**15**	**18**	**16**	**30**	**23**
I don't know this person	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0
Nigel Farage																						
Very negative	7	13	6	4	5	9	8	8	6	6	7	7	11	6	2	8	8	5	5	8	6	6
Fairly negative	13	13	13	14	11	15	13	15	12	11	15	11	12	13	8	13	12	17	19	9	14	20
TOTAL NEGATIVE	**20**	**26**	**19**	**18**	**16**	**24**	**21**	**23**	**18**	**17**	**22**	**18**	**23**	**19**	**10**	**21**	**20**	**22**	**24**	**17**	**20**	**26**
Neither positive nor negative	37	41	36	39	40	34	59	38	34	31	37	37	33	38	53	39	39	34	30	35	40	37
Fairly positive	30	18	33	30	30	29	13	27	33	37	31	28	31	32	21	26	28	34	34	31	28	30
Very positive	11	8	11	13	13	8	7	8	14	14	7	14	9	11	14	13	11	10	8	16	9	5
TOTAL POSITIVE	**41**	**26**	**44**	**43**	**43**	**37**	**20**	**35**	**47**	**51**	**38**	**42**	**40**	**43**	**35**	**39**	**39**	**44**	**42**	**47**	**37**	**35**
I don't know this person	2	8	1	0	0	4	0	4	1	1	2	2	4	1	2	0	2	0	4	2	3	2

Which of these do you think are the most important issues facing the UK at this time? Please tick up to three.

	Total	Low (0-2)	Medium (3-7)	High (8-10)	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	North	Midlands	London	Rest of South	England	Wales	Scotland	Low	Med	High
Immigration & Asylum	59	54	64	52	64	54	26	53	73	68	54	64	63	65	36	60	58	47	68	69	54	51
The economy	48	51	47	46	51	44	47	52	49	38	49	46	47	53	42	48	48	62	44	45	43	59
Health	34	35	36	30	30	39	30	29	37	44	36	33	32	27	34	30	31	58	45	36	35	31
Crime	24	16	27	20	23	24	24	23	22	27	21	26	25	32	31	21	26	15	17	23	24	24
Welfare benefits	22	19	23	19	20	24	8	19	28	24	18	25	24	20	12	19	20	34	25	25	21	17
Defence and security	22	19	21	29	25	19	22	15	31	26	22	22	21	19	23	23	21	16	27	23	25	15
Housing	19	25	16	21	16	22	40	21	13	12	17	20	22	11	21	20	19	26	14	16	18	25
Tax	13	5	12	22	17	9	17	18	9	7	16	11	13	13	28	9	14	4	11	10	15	14
Pensions	11	13	12	7	11	12	4	6	9	26	10	12	11	12	10	13	11	7	11	16	10	5
The environment & climate change	9	16	8	6	7	10	16	8	11	6	11	7	7	8	12	12	9	6	7	8	7	13
Education	8	10	5	12	7	8	30	10	1	3	11	5	7	4	15	9	8	9	6	2	12	9
Britain leaving the EU	7	6	6	9	7	6	14	7	4	7	7	7	5	4	14	6	6	3	9	6	6	6
Family life & childcare	6	9	5	6	4	8	14	9	2	2	9	3	9	7	6	5	7	3	2	3	6	9
Transport	2	0	1	4	2	1	0	2	1	2	2	1	1	2	4	2	2	0	1	1	2	2
None of these	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0
Don't know	1	4	1	1	1	1	0	3	0	0	1	2	0	0	1	3	1	0	2	1	2	0

www.yougov.com

Sample Size: 965 adults who voted Labour in 2024, and are now Reform U
Fieldwork: 13th - 27th March 2025

	Total	Ethnicity		House Tenure				Savings Amount					Religion			House Tenure		
		White	Minority Ethnic	Under 20,000	20,000 - 39,999	40,000 - 69,999	70,000+	Less than £5,000	£5,000 - £19,999	£20,000 - £49,999	£50,000 - £99,999	£100,000 and above	None	Christian	Other	Own	Rent	Other
Weighted Sample	965	884	66	203	280	230	104	383	109	71	38	67	509	378	35	534	340	74
Unweighted Sample	965	884	62	220	270	204	111	367	109	78	42	63	473	413	35	560	335	54
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Elon Musk																		
Very negative	44	46	21	45	46	35	36	42	42	38	*31*	32	48	42	*41*	46	43	41
Fairly negative	21	21	11	22	19	21	23	19	29	27	*26*	8	22	19	*13*	21	18	35
TOTAL NEGATIVE	**65**	**67**	**32**	**67**	**65**	**56**	**59**	**61**	**71**	**65**	**57**	**40**	**70**	**61**	**54**	**67**	**61**	**76**
Neither positive nor negative	15	15	15	12	18	12	17	17	13	10	*26*	6	14	15	*19*	14	17	6
Fairly positive	14	13	31	15	11	23	13	15	12	21	*9*	41	13	15	*20*	13	17	11
Very positive	5	4	20	3	3	8	11	6	4	3	*8*	13	3	5	*8*	5	4	7
TOTAL POSITIVE	**19**	**17**	**51**	**18**	**14**	**31**	**24**	**21**	**16**	**24**	**17**	**54**	**16**	**20**	**28**	**18**	**21**	**18**
I don't know this person	2	2	2	3	3	1	0	2	0	1	*0*	0	0	3	*0*	2	1	0
Donald Trump																		
Very negative	46	49	17	47	48	38	43	46	49	51	*31*	22	52	42	*39*	45	46	65
Fairly negative	17	17	14	16	21	13	18	16	21	14	*23*	14	17	19	*7*	18	17	12
TOTAL NEGATIVE	**63**	**66**	**31**	**63**	**69**	**51**	**61**	**62**	**70**	**65**	**54**	**36**	**69**	**61**	**46**	**63**	**63**	**77**
Neither positive nor negative	14	14	10	15	16	12	12	14	9	13	*23*	7	13	14	*15*	16	12	10
Fairly positive	13	11	34	16	9	16	17	16	13	16	*9*	6	9	17	*29*	10	19	3
Very positive	10	9	25	7	5	21	10	7	8	6	*14*	52	8	8	*10*	11	7	11
TOTAL POSITIVE	**23**	**20**	**59**	**23**	**14**	**37**	**27**	**23**	**21**	**22**	**23**	**58**	**17**	**25**	**39**	**21**	**26**	**14**
I don't know this person	0	0	0	0	0	0	0	0	0	0	*0*	0	0	0	*0*	0	0	0
Nigel Farage																		
Very negative	7	7	4	6	6	11	4	8	7	4	*6*	3	9	4	*14*	6	7	17
Fairly negative	13	14	10	9	16	11	17	14	12	16	*14*	6	15	12	*11*	15	9	24
TOTAL NEGATIVE	**20**	**21**	**14**	**15**	**22**	**22**	**21**	**22**	**19**	**20**	**20**	**9**	**24**	**16**	**25**	**21**	**16**	**41**
Neither positive nor negative	37	37	41	37	29	47	34	32	40	32	*28*	65	39	35	*21*	38	35	36
Fairly positive	30	30	28	27	35	21	36	30	33	31	*44*	20	24	36	*34*	31	29	18
Very positive	11	11	14	18	9	8	8	12	9	15	*8*	6	10	10	*20*	8	17	6
TOTAL POSITIVE	**41**	**41**	**42**	**45**	**44**	**29**	**44**	**42**	**42**	**46**	**52**	**26**	**34**	**46**	**54**	**39**	**46**	**24**
I don't know this person	2	2	4	3	4	2	0	3	0	2	*0*	0	2	3	*0*	2	2	0

Which of these do you think are the most important issues facing the UK at this time? Please tick up to three.

	Total	White	Minority Ethnic	Under 20,000	20,000 - 39,999	40,000 - 69,999	70,000+	Less than £5,000	£5,000 - £19,999	£20,000 - £49,999	£50,000 - £99,999	£100,000 and above	None	Christian	Other	Own	Rent	Other
Immigration & Asylum	59	61	46	62	63	47	60	56	60	70	*58*	49	61	57	*62*	62	59	44
The economy	48	47	63	43	52	44	58	47	51	56	*58*	38	49	47	*49*	49	45	51
Health	34	36	22	32	34	38	31	30	37	31	*32*	39	32	39	*33*	36	32	30
Crime	24	24	15	21	24	24	18	26	23	11	*27*	23	21	28	*18*	24	22	29
Welfare benefits	22	22	22	29	23	18	12	22	20	19	*19*	14	21	22	*27*	17	31	17
Defence and security	22	23	9	25	18	22	23	21	24	21	*17*	29	19	26	*6*	25	17	26
Housing	19	18	34	24	22	17	11	23	13	16	*17*	9	22	14	*26*	10	28	38
Tax	13	12	22	8	8	23	22	12	16	19	*13*	27	13	11	*15*	15	10	10
Pensions	11	12	1	12	10	8	6	8	15	10	*14*	11	8	16	*8*	13	10	4
The environment & climate change	9	9	12	11	12	7	6	10	6	8	*5*	10	8	10	*6*	10	8	3
Education	8	8	5	6	5	14	10	8	7	8	*4*	19	9	6	*6*	9	3	18
Britain leaving the EU	7	7	2	3	4	11	10	5	9	7	*4*	19	8	6	*10*	8	5	1
Family life & childcare	6	5	13	5	6	7	10	8	2	2	*10*	4	6	5	*12*	6	5	9
Transport	2	1	2	1	1	2	2	1	1	2	*2*	5	1	2	*4*	2	1	0
None of these	0	0	0	0	0	0	0	0	0	0	*0*	0	0	0	*0*	0	1	0
Don't know	1	1	2	0	1	1	1	1	0	1	*3*	0	2	1	*0*	0	2	4

Sample Size: 965 adults who voted Labour in 2024, and are now Reform UK curious (5+ on 0-10 consideration scale)
Fieldwork: 13th - 27th March 2025

	Total	Westminster VI				Vote in 2019		Vote in 2017		Lab19 - Lab24 (Labour Loyalist)	NotLab19 - Lab24 (Labour Joiner)	Seats where Labour won, Reform came	Red Wall	Blue Wall	Past vote 2016	
		Con	Lab	Lib Dem	Ref UK	Con	Lab	Con	Lab						Remain	Leave
Weighted Sample	965	68	219	43	382	257	384	200	380	384	377	183	71	59	266	477
Unweighted Sample	965	69	200	49	403	297	399	243	403	399	418	180	74	62	283	526
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

When it comes to the economy, which of these are the most important issues facing the UK? Please tick up to two.
[Shown to those who chose 'the economy' as one of their top three issues; N=444]

	Total	Con	Lab	Lib Dem	Ref UK	Con	Lab	Con	Lab	Lab Loy	NotLab Join	Seats	Red Wall	Blue Wall	Remain	Leave
Cost of living	71	64	66	70	72	61	66	57	70	66	68	74	79	50	67	69
Energy costs	35	31	32	53	35	38	34	34	41	34	36	29	37	13	27	46
Inflation	24	49	27	17	20	27	23	23	20	23	22	30	15	37	25	22
Economic growth	22	32	19	9	24	33	21	34	19	21	30	17	21	35	25	22
Inequality/poverty	10	3	10	25	13	7	10	8	10	10	7	9	13	5	10	8
Wages	8	1	12	3	7	5	10	10	9	10	8	6	10	7	11	9
Unemployment	6	3	9	15	6	4	8	6	5	8	4	6	5	9	6	3
Run-down local high streets	6	8	4	6	6	10	4	8	6	4	9	4	2	4	5	7
Interest rates	5	2	6	0	6	4	8	4	9	8	5	11	2	19	6	4
Local job availability/security	3	2	4	0	2	2	4	3	3	4	2	1	4	0	3	2
Opportunities for young people	3	0	8	0	2	3	4	3	4	4	2	3	0	11	3	3
Other *[See Tab 1]*	1	0	1	0	2	2	1	1	1	1	1	2	0	4	0	2
Don't know	1	0	0	0	0	0	2	3	0	2	0	0	0	0	2	0

When it comes to health, which of these are the most important issues facing the UK? Please tick up to two.
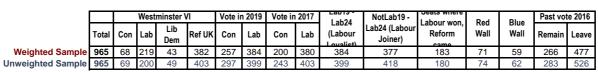*[Shown to those who chose 'health' as one of their top three issues; N=340]*

	Total	Con	Lab	Lib Dem	Ref UK	Con	Lab	Con	Lab	Lab Loy	NotLab Join	Seats	Red Wall	Blue Wall	Remain	Leave
Hospital waiting lists	42	74	29	35	38	41	40	43	39	40	41	42	46	50	43	41
GP waiting times	33	28	33	25	36	37	28	45	30	28	37	35	33	41	43	28
A&E waiting times	28	20	33	24	28	26	31	25	29	31	28	22	30	8	27	28
Shortages of healthcare professionals	27	27	32	36	15	29	29	24	25	29	27	31	45	5	27	27
Access to dentistry	18	5	17	14	24	14	20	14	23	20	12	17	18	35	16	20
Quality of care	13	27	15	24	10	11	12	7	11	12	12	18	7	17	11	11
Ambulance waiting times	12	15	12	15	15	10	9	14	10	9	13	13	14	3	13	12
Hospital closures / lack of local hospital	8	0	9	0	8	9	7	11	7	7	11	5	0	17	3	13
Social care costs	7	0	9	26	8	10	7	10	7	7	10	5	2	3	8	9
Free prescriptions	3	0	5	0	2	0	6	0	5	6	0	1	0	0	5	2
Other *[See Tab 2]*	1	0	0	0	4	0	3	0	3	3	0	1	0	0	1	1
Don't know	1	0	0	0	3	4	1	1	1	1	3	4	0	6	0	1

When it comes to immigration, which of these are the most important issues facing the UK? Please tick up to two.
[Shown to those who chose 'immigration' as one of their top three issues; N=604]

	Total	Con	Lab	Lib Dem	Ref UK	Con	Lab	Con	Lab	Lab Loy	NotLab Join	Seats	Red Wall	Blue Wall	Remain	Leave
People arriving illegally in the UK on 'small boats'	77	77	66	75	80	76	77	79	79	77	77	77	74	64	78	78
Asylum seekers in hotels	44	58	28	46	49	46	43	44	43	43	46	49	44	30	45	46
The overall amount of legal migration being too high	42	40	45	56	42	49	36	42	44	36	51	45	50	40	41	43
Lack of integration among existing migrants	18	6	31	9	18	16	20	19	16	20	13	9	15	44	20	13
The overall amount of legal migration being too low	1	0	3	0	0	0	2	0	1	2	0	0	0	3	1	1
Barriers to asylum seekers and refugees being too strict	1	0	6	0	1	1	2	0	0	2	1	1	2	9	0	1
Other *[See Tab 3]*	3	2	0	14	2	2	2	3	2	2	2	1	0	6	2	4
Don't know	2	0	2	0	0	1	3	3	2	3	1	2	2	0	2	1

www.yougov.com

YouGov®

	Total	Political Attention			Gender		Age				Social Grade		Region in England				Country			Education		
		Low (0-2)	Medium (3-7)	High (8-10)	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	North	Midlands	London	Rest of South	England	Wales	Scotland	Low	Med	High
Weighted Sample	965	175	584	205	500	465	77	420	257	211	456	509	290	132	110	233	765	42	157	383	366	216
Unweighted Sample	965	72	648	245	478	487	25	352	326	262	479	486	300	148	88	257	793	37	135	399	328	238
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

When it comes to the economy, which of these are the most important issues facing the UK? Please tick up to two.
[Shown to those who chose 'the economy' as one of their top three issues; N=444]

	Total	Low (0-2)	Medium (3-7)	High (8-10)	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	North	Midlands	London	Rest of South	England	Wales	Scotland	Low	Med	High
Cost of living	71	73	74	58	69	73	75	73	66	70	71	70	70	71	60	66	68	73	86	69	67	76
Energy costs	35	45	34	28	29	43	6	31	38	56	29	41	37	40	19	31	33	24	50	45	32	25
Inflation	24	30	22	25	25	24	38	27	21	16	26	23	27	20	51	25	28	11	9	25	17	32
Economic growth	22	10	23	29	28	13	22	17	29	22	23	20	21	22	23	28	24	3	18	19	27	19
Inequality/poverty	10	9	10	12	10	11	24	9	8	12	9	11	7	4	12	15	10	33	6	10	15	5
Wages	8	3	11	4	8	9	7	12	6	1	10	7	7	11	7	8	8	14	5	6	7	12
Unemployment	6	5	5	11	7	5	6	6	7	4	4	8	7	5	8	3	6	13	6	5	7	7
Run-down local high streets	6	3	5	8	6	5	10	4	8	5	5	6	7	7	0	6	6	5	5	6	6	5
Interest rates	5	6	5	6	6	5	0	8	5	3	8	3	8	5	6	4	6	4	3	3	6	7
Local job availability/security	3	0	3	6	3	2	0	4	2	2	2	3	2	4	8	1	3	0	4	3	3	3
Opportunities for young people	3	5	2	5	3	3	6	3	4	3	3	3	3	6	5	2	3	0	4	2	5	4
Other *[See Tab 1]*	1	2	1	1	1	1	0	0	0	4	1	1	0	1	0	1	1	6	0	1	1	1
Don't know	1	3	0	0	1	0	0	1	0	0	1	0	0	0	0	3	1	0	0	0	2	0

When it comes to health, which of these are the most important issues facing the UK? Please tick up to two.
[Shown to those who chose 'health' as one of their top three issues; N=340]

	Total	Low (0-2)	Medium (3-7)	High (8-10)	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	North	Midlands	London	Rest of South	England	Wales	Scotland	Low	Med	High
Hospital waiting lists	42	34	48	31	41	43	32	40	45	44	41	44	41	29	24	52	40	50	49	43	44	38
GP waiting times	33	31	33	32	35	30	45	26	32	39	28	37	34	35	17	39	33	30	33	32	30	38
A&E waiting times	28	28	25	39	32	25	43	30	26	24	34	23	29	41	35	16	28	26	30	26	28	32
Shortages of healthcare professionals	27	33	24	28	26	28	25	33	24	23	34	20	26	28	31	27	27	26	26	20	28	37
Access to dentistry	18	13	21	17	16	20	31	16	19	17	16	20	25	12	12	24	21	28	7	21	20	10
Quality of care	13	8	13	17	14	12	25	13	11	11	13	12	17	7	18	10	14	0	14	10	17	11
Ambulance waiting times	12	9	14	6	11	12	0	12	15	12	14	10	10	25	2	8	10	21	14	15	10	8
Hospital closures / lack of local hospital	8	12	6	11	8	8	0	11	6	8	9	7	6	6	11	6	7	11	12	7	10	6
Social care costs	7	0	9	9	5	9	0	7	8	8	8	6	5	2	8	13	8	9	5	7	6	10
Free prescriptions	3	8	2	2	2	3	0	4	1	3	1	5	2	0	12	3	4	0	1	5	2	1
Other *[See Tab 2]*	1	4	1	1	1	2	0	1	1	3	1	2	0	0	3	1	1	0	4	2	1	1
Don't know	1	4	1	2	3	0	0	1	4	0	0	3	1	3	7	0	2	0	0	3	1	0

When it comes to immigration, which of these are the most important issues facing the UK? Please tick up to two.
[Shown to those who chose 'immigration' as one of their top three issues; N=604]

	Total	Low (0-2)	Medium (3-7)	High (8-10)	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	North	Midlands	London	Rest of South	England	Wales	Scotland	Low	Med	High
People arriving illegally in the UK on 'small boats'	77	72	80	70	77	76	71	74	78	80	77	76	76	79	64	77	76	87	78	81	73	73
Asylum seekers in hotels	44	46	47	34	39	51	10	40	45	53	43	45	49	49	47	35	45	67	38	47	42	42
The overall amount of legal migration being too high	42	52	41	39	44	40	32	38	50	40	36	47	43	46	34	44	43	36	39	48	35	40
Lack of integration among existing migrants	18	2	16	36	24	10	62	20	15	11	25	12	15	11	22	23	17	6	21	7	26	27
The overall amount of legal migration being too low	1	0	1	1	1	0	0	1	0	1	1	0	0	1	2	1	1	0	1	0	1	1
Barriers to asylum seekers and refugees being too strict	1	0	1	4	2	0	14	2	0	0	2	1	1	0	7	1	2	0	0	0	3	1
Other *[See Tab 3]*	3	8	3	1	3	4	0	4	2	5	3	4	2	0	4	3	2	0	9	2	6	2
Don't know	2	4	1	0	2	2	0	2	1	2	2	1	2	1	3	3	2	0	0	1	3	0

www.yougov.com

YouGov®

	Total	Ethnicity		House Tenure				Savings Amount					Religion			House Tenure		
		White	Minority Ethnic	Under 20,000	20,000 - 39,999	40,000 - 69,999	70,000+	Less than £5,000	£5,000 - £19,999	£20,000 - £49,999	£50,000 - £99,999	£100,000 and above	None	Christian	Other	Own	Rent	Other
Weighted Sample	965	884	66	203	280	230	104	383	109	71	38	67	509	378	35	534	340	74
Unweighted Sample	965	884	62	220	270	204	111	367	109	78	42	63	473	413	35	560	335	54
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

When it comes to the economy, which of these are the most important issues facing the UK? Please tick up to two.
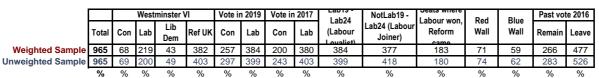
[Shown to those who chose 'the economy' as one of their top three issues; N=444]

	Total	White	Minority Ethnic	Under 20,000	20,000 - 39,999	40,000 - 69,999	70,000+	Less than £5,000	£5,000 - £19,999	£20,000 - £49,999	£50,000 - £99,999	£100,000 and above	None	Christian	Other	Own	Rent	Other
Cost of living	71	70	78	69	71	77	70	70	72	70	58	62	73	70	67	71	70	78
Energy costs	35	37	18	57	39	26	13	39	17	27	36	24	35	35	29	39	34	11
Inflation	24	23	38	16	25	35	23	25	32	37	36	38	20	33	10	21	31	18
Economic growth	22	21	28	26	17	15	38	21	21	22	36	32	19	21	41	23	23	15
Inequality/poverty	10	10	11	9	8	6	10	12	8	5	0	0	12	9	0	7	9	39
Wages	8	8	11	5	9	11	9	8	12	4	4	2	9	6	11	7	10	7
Unemployment	6	6	3	0	8	3	10	7	4	1	9	11	4	8	11	4	8	8
Run-down local high streets	6	6	2	3	7	5	5	5	4	1	11	2	6	5	11	6	4	10
Interest rates	5	5	8	5	4	8	11	3	18	9	0	1	5	6	6	9	0	0
Local job availability/security	3	3	2	2	2	3	2	2	2	2	8	10	4	1	5	3	2	3
Opportunities for young people	3	4	0	3	3	4	6	2	5	10	0	10	5	2	5	3	4	3
Other *[See Tab 1]*	1	1	0	3	1	1	0	1	0	5	3	2	1	1	0	0	1	3
Don't know	1	1	0	0	0	0	0	0	0	0	0	0	1	0	0	1	0	0

When it comes to health, which of these are the most important issues facing the UK? Please tick up to two.

[Shown to those who chose 'health' as one of their top three issues; N=340]

	Total	White	Minority Ethnic	Under 20,000	20,000 - 39,999	40,000 - 69,999	70,000+	Less than £5,000	£5,000 - £19,999	£20,000 - £49,999	£50,000 - £99,999	£100,000 and above	None	Christian	Other	Own	Rent	Other
Hospital waiting lists	42	42	52	31	52	41	49	49	54	37	41	25	45	39	58	47	37	42
GP waiting times	33	33	29	35	26	30	43	29	44	44	41	24	30	36	25	30	34	55
A&E waiting times	28	29	15	26	24	33	33	26	19	45	34	53	30	25	19	30	26	23
Shortages of healthcare professionals	27	26	41	25	26	35	13	21	32	25	47	24	25	30	12	33	21	8
Access to dentistry	18	19	7	25	19	14	19	22	8	13	4	26	23	14	13	14	23	24
Quality of care	13	12	22	8	12	18	11	14	12	7	0	28	11	13	29	12	11	16
Ambulance waiting times	12	12	6	15	16	9	8	15	11	15	12	14	12	11	26	12	12	10
Hospital closures / lack of local hospital	8	8	10	10	10	5	8	8	8	3	7	0	8	9	0	7	10	0
Social care costs	7	7	17	7	6	3	18	7	1	9	14	3	7	8	7	8	7	8
Free prescriptions	3	3	0	1	1	5	0	0	4	0	0	4	2	4	0	2	5	0
Other *[See Tab 2]*	1	1	0	1	2	0	0	1	0	0	0	0	0	2	6	2	1	4
Don't know	1	1	0	6	1	0	0	4	0	0	0	0	3	0	0	0	4	0

When it comes to immigration, which of these are the most important issues facing the UK? Please tick up to two.

[Shown to those who chose 'immigration' as one of their top three issues; N=604]

	Total	White	Minority Ethnic	Under 20,000	20,000 - 39,999	40,000 - 69,999	70,000+	Less than £5,000	£5,000 - £19,999	£20,000 - £49,999	£50,000 - £99,999	£100,000 and above	None	Christian	Other	Own	Rent	Other
People arriving illegally in the UK on 'small boats'	77	77	64	78	78	76	76	75	79	83	63	68	77	80	67	77	78	63
Asylum seekers in hotels	44	45	32	43	47	46	28	42	39	44	54	34	42	48	59	43	46	45
The overall amount of legal migration being too high	42	41	65	47	40	42	42	38	56	39	38	39	42	41	56	42	44	34
Lack of integration among existing migrants	18	18	8	10	15	22	28	17	20	11	26	32	20	12	11	19	13	35
The overall amount of legal migration being too low	1	1	0	1	0	1	2	1	0	0	4	3	1	0	0	1	0	0
Barriers to asylum seekers and refugees being too strict	1	1	6	0	1	4	2	2	0	0	4	9	0	1	0	2	1	0
Other *[See Tab 3]*	3	4	0	1	7	2	1	6	0	4	0	8	4	3	0	4	2	6
Don't know	2	1	6	2	2	0	1	1	1	2	0	0	1	2	0	1	2	0

www.yougov.com

Sample Size: 965 adults who voted Labour in 2024, and are now Reform UK curious (5+ on 0-10 consideration scale)
Fieldwork: 13th - 27th March 2025

	Total	Westminster VI				Vote in 2019		Vote in 2017		Lab19 - Lab24 (Labour Loyalist)	NotLab19 - Lab24 (Labour Joiner)	Seats where Labour won, Reform came	Red Wall	Blue Wall	Past vote 2016	
		Con	Lab	Lib Dem	Ref UK	Con	Lab	Con	Lab						Remain	Leave
Weighted Sample	965	68	219	43	382	257	384	200	380	384	377	183	71	59	266	477
Unweighted Sample	965	69	200	49	403	297	399	243	403	399	418	180	74	62	283	526
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

When it comes to housing, which of these are the most important issues facing the UK? Please tick up to two.
[Shown to those who chose 'housing' as one of their top three issues; N=156]

	Total	Con	Lab	Lib Dem	Ref UK	Con	Lab	Con	Lab	Lab19-Lab24	NotLab19-Lab24	Seats	Red Wall	Blue Wall	Remain	Leave
The availability of social housing/council housing	59	36	39	82	72	80	60	82	69	60	77	44	89	55	66	75
The affordability of home ownership	41	54	37	34	42	41	35	31	32	35	38	42	20	56	47	31
Homelessness	39	25	38	34	30	26	36	36	43	36	28	45	36	6	36	43
High private sector rents	31	18	37	20	34	25	35	24	33	35	26	29	28	45	21	33
The quality of housing	17	34	29	25	11	14	15	8	11	15	14	35	26	19	17	9
Over-development / too much housebuilding	2	0	7	0	0	0	5	0	0	5	0	0	0	0	0	0
Other *[See Tab 4]*	1	0	0	0	2	0	0	0	0	0	0	0	0	12	0	0
Don't know	1	12	0	0	0	4	0	6	0	0	2	0	0	0	1	1

Below are some reasons that other people have put forward in favour of voting for Labour at the next general election. Which do you personally find most convincing? Please choose up to five.

	Total	Con	Lab	Lib Dem	Ref UK	Con	Lab	Con	Lab	Lab19-Lab24	NotLab19-Lab24	Seats	Red Wall	Blue Wall	Remain	Leave
Labour deserve a longer period of time to fix the mess created by the last government	22	11	37	20	16	22	24	23	24	24	20	28	27	17	21	22
Labour are the party of investing in the NHS	19	11	33	9	14	16	20	17	19	20	17	21	19	22	23	17
Labour winning would stop the Conservatives winning and Kemi Badenoch becoming Prime Minister	17	12	23	18	14	14	17	15	16	17	14	20	22	12	18	15
Keir Starmer has done a good job on the issue of Ukraine	16	24	20	16	12	23	14	25	15	14	17	12	19	20	17	17
Labour are the party of ordinary workers and working people	13	10	23	3	6	8	13	9	10	13	10	12	12	11	13	10
I have always voted Labour	12	8	21	20	7	3	18	2	16	18	4	15	13	15	14	10
I think Keir Starmer is doing a good job as a Prime Minister and want to see him continue in that role	9	3	24	4	2	10	11	9	9	11	8	7	4	12	10	9
I trust Labour to competently manage the economy	7	8	24	0	1	4	10	3	8	10	3	6	2	18	9	5
Labour will invest in new schools	6	2	15	2	5	3	5	2	4	5	3	5	2	19	6	4
Labour will invest in new public transport	6	5	9	4	6	4	7	5	5	7	4	8	8	12	5	5
Labour winning would stop Reform winning and Nigel Farage becoming Prime Minister	6	4	14	13	3	4	7	5	6	7	4	12	7	7	8	5
Labour are making progress on the issue of illegal immigration	5	8	13	3	2	4	7	5	4	7	3	4	2	9	5	5
Labour are the party of action on climate change/clean energy	5	3	12	3	1	2	5	1	4	5	2	3	1	17	3	3
I am happy with their work so far to bring down immigration	3	4	9	0	2	3	5	2	2	5	3	1	3	6	3	2
None of these	14	13	5	10	16	18	12	14	14	12	16	14	19	10	12	14
Not applicable – there is no good reason to consider voting Labour	30	42	1	38	45	39	23	40	28	23	40	27	23	19	27	35

   www.yougov.com

Sample Size: 965 adults who voted Labour in 2024, and are now Reform U
Fieldwork: 13th - 27th March 2025

	Total	Political Attention			Gender		Age				Social Grade		Region in England				Country			Education		
		Low (0-2)	Medium (3-7)	High (8-10)	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	North	Midlands	London	Rest of South	England	Wales	Scotland	Low	Med	High
Weighted Sample	965	175	584	205	500	465	77	420	257	211	456	509	290	132	110	233	765	42	157	383	366	216
Unweighted Sample	965	72	648	245	478	487	25	352	326	262	479	486	300	148	88	257	793	37	135	399	328	238
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

When it comes to housing, which of these are the most important issues facing the UK? Please tick up to two.
[Shown to those who chose 'housing' as one of their top three issues; N=156]

	Total	Low (0-2)	Medium (3-7)	High (8-10)	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	North	Midlands	London	Rest of South	England	Wales	Scotland	Low	Med	High
The availability of social housing/council housing	59	60	67	39	57	60	12	55	84	96	40	73	59	62	45	55	56	50	82	82	52	41
The affordability of home ownership	41	16	49	48	53	31	58	51	19	13	57	28	26	51	38	56	40	60	37	13	40	72
Homelessness	39	73	27	29	25	50	53	32	32	54	36	41	49	5	36	41	40	21	39	51	38	25
High private sector rents	31	18	36	35	37	27	22	36	37	20	33	31	20	28	42	39	30	70	21	24	36	34
The quality of housing	17	24	11	22	16	18	33	14	13	12	25	11	27	50	8	2	18	0	18	15	16	20
Over-development / too much housebuilding	2	0	0	9	5	0	9	1	0	0	5	0	0	0	17	0	3	0	0	0	6	0
Other *[See Tab 4]*	1	0	1	0	1	0	0	1	0	0	0	1	0	0	0	2	1	0	0	0	0	2
Don't know	1	0	1	0	0	1	0	0	4	0	1	1	0	0	3	1	1	0	0	0	2	0

Below are some reasons that other people have put forward in favour of voting for Labour at the next general election. Which do you personally find most convincing? Please choose up to five.

	Total	Low (0-2)	Medium (3-7)	High (8-10)	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	North	Midlands	London	Rest of South	England	Wales	Scotland	Low	Med	High
Labour deserve a longer period of time to fix the mess created by the last government	22	16	23	25	22	22	25	22	19	23	25	19	25	23	21	23	23	18	15	16	26	26
Labour are the party of investing in the NHS	19	17	19	18	24	13	23	21	19	12	24	14	19	17	21	21	20	11	16	16	19	23
Labour winning would stop the Conservatives winning and Kemi Badenoch becoming Prime Minister	17	9	19	17	18	15	27	19	13	12	18	15	17	16	10	21	17	13	15	15	17	19
Keir Starmer has done a good job on the issue of Ukraine	16	6	16	22	18	13	17	14	18	17	17	15	12	18	23	19	17	15	12	14	17	17
Labour are the party of ordinary workers and working people	13	13	11	17	15	10	22	17	7	7	17	9	9	13	24	14	14	6	10	9	13	19
I have always voted Labour	12	15	11	13	11	13	28	13	11	7	14	11	13	15	15	10	13	17	7	11	12	15
I think Keir Starmer is doing a good job as a Prime Minister and want to see him continue in that role	9	7	9	8	9	8	4	12	7	6	11	6	9	8	18	9	10	4	3	4	11	12
I trust Labour to competently manage the economy	7	5	6	13	8	6	11	11	4	2	9	6	5	4	30	4	8	5	2	5	8	10
Labour will invest in new schools	6	5	4	13	7	5	24	6	3	3	10	3	7	3	13	5	7	0	4	1	9	10
Labour will invest in new public transport	6	2	6	9	9	3	18	6	6	3	8	4	7	6	8	6	7	1	5	3	7	9
Labour winning would stop Reform winning and Nigel Farage becoming Prime Minister	6	5	6	8	6	6	11	8	5	4	7	5	9	4	8	7	7	2	3	4	8	8
Labour are making progress on the issue of illegal immigration	5	4	4	11	6	5	7	7	4	4	8	3	3	5	11	7	5	7	5	4	6	8
Labour are the party of action on climate change/clean energy	5	2	3	11	6	3	19	6	2	1	7	3	3	4	12	6	5	2	4	2	7	7
I am happy with their work so far to bring down immigration	3	1	2	8	4	3	13	4	1	2	6	1	1	5	9	4	4	2	1	2	6	3
None of these	14	17	14	11	11	17	8	15	16	13	12	16	16	15	9	13	14	17	15	15	12	17
Not applicable – there is no good reason to consider voting Labour	30	35	31	22	28	31	5	19	36	52	24	35	27	28	14	28	25	45	47	41	28	14

Sample Size: 965 adults who voted Labour in 2024, and are now Reform U
Fieldwork: 13th - 27th March 2025

	Total	Ethnicity		House Tenure				Savings Amount					Religion			House Tenure		
		White	Minority Ethnic	Under 20,000	20,000 - 39,999	40,000 - 69,999	70,000+	Less than £5,000	£5,000 - £19,999	£20,000 - £49,999	£50,000 - £99,999	£100,000 and above	None	Christian	Other	Own	Rent	Other
Weighted Sample	965	884	66	203	280	230	104	383	109	71	38	67	509	378	35	534	340	74
Unweighted Sample	965	884	62	220	270	204	111	367	109	78	42	63	473	413	35	560	335	54
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

When it comes to housing, which of these are the most important issues facing the UK? Please tick up to two.
[Shown to those who chose 'housing' as one of their top three issues; N=156]

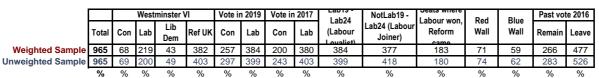|																		
The availability of social housing/council housing	59	59	55	76	57	43	43	61	44	50	63	26	56	60	80	56	68	37
The affordability of home ownership	41	39	49	9	52	42	84	42	66	56	83	10	41	41	23	35	39	51
Homelessness	39	42	20	53	42	36	5	42	34	29	0	74	42	33	49	49	38	30
High private sector rents	31	32	32	26	27	37	23	36	18	3	44	0	32	29	39	21	38	30
The quality of housing	17	15	36	20	11	21	45	9	27	47	10	26	14	25	0	14	12	33
Over-development / too much housebuilding	2	2	0	0	0	10	0	0	0	0	0	65	3	0	0	5	0	0
Other *[See Tab 4]*	1	1	0	0	2	0	0	0	0	9	0	0	1	0	0	0	0	3
Don't know	1	1	0	2	1	0	0	0	0	0	0	0	1	1	0	2	0	0

Below are some reasons that other people have put forward in favour of voting for Labour at the next general election. Which do you personally find most convincing? Please choose up to five.

Labour deserve a longer period of time to fix the mess created by the last government	22	21	29	18	25	24	30	24	22	12	32	18	23	21	29	23	19	31
Labour are the party of investing in the NHS	19	19	20	11	22	21	25	15	33	22	31	22	19	18	23	19	15	29
Labour winning would stop the Conservatives winning and Kemi Badenoch becoming Prime Minister	17	17	14	17	16	20	23	19	24	13	25	13	21	12	5	15	18	25
Keir Starmer has done a good job on the issue of Ukraine	16	16	13	13	15	19	21	14	22	17	25	16	17	16	10	18	12	22
Labour are the party of ordinary workers and working people	13	12	20	9	14	14	21	13	18	11	20	18	12	14	5	13	12	11
I have always voted Labour	12	12	17	11	13	16	11	13	9	13	22	13	12	11	7	9	16	15
I think Keir Starmer is doing a good job as a Prime Minister and want to see him continue in that role	9	8	19	7	9	8	14	9	6	6	11	18	7	9	21	11	6	3
I trust Labour to competently manage the economy	7	6	20	7	4	12	12	6	9	10	6	13	6	8	12	7	7	3
Labour will invest in new schools	6	6	12	2	5	11	9	4	7	5	8	24	6	5	3	6	3	17
Labour will invest in new public transport	6	5	18	3	6	6	12	8	7	3	7	10	5	7	13	4	7	10
Labour winning would stop Reform winning and Nigel Farage becoming Prime Minister	6	6	8	5	4	10	8	7	5	6	5	5	7	6	0	6	6	16
Labour are making progress on the issue of illegal immigration	5	5	14	5	5	7	9	5	7	4	11	12	4	5	13	6	6	1
Labour are the party of action on climate change/clean energy	5	4	16	5	2	6	11	6	1	5	7	15	5	4	8	5	4	8
I am happy with their work so far to bring down immigration	3	3	8	4	2	5	5	4	3	0	2	16	3	4	6	5	2	3
None of these	14	14	14	14	13	13	9	15	9	16	8	9	15	12	24	12	18	12
Not applicable – there is no good reason to consider voting Labour	30	31	14	37	30	18	21	26	19	36	30	12	26	36	27	31	30	20

www.yougov.com

Sample Size: 965 adults who voted Labour in 2024, and are now Reform UK curious (5+ on 0-10 consideration scale)
Fieldwork: 13th - 27th March 2025

	Total	Con	Lab	Lib Dem	Ref UK	Con	Lab	Con	Lab	Lab19-Lab24 (Labour Loyalist)	NotLab19-Lab24 (Labour Joiner)	Seats where Labour won, Reform came	Red Wall	Blue Wall	Remain	Leave
		Westminster VI				**Vote in 2019**		**Vote in 2017**							**Past vote 2016**	
Weighted Sample	965	68	219	43	382	257	384	200	380	384	377	183	71	59	266	477
Unweighted Sample	965	69	200	49	403	297	399	243	403	399	418	180	74	62	283	526
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Below are some reasons that other people have put forward in favour of voting against Labour at the next general election. Which do you personally find most convincing? Please choose up to five.

	Total	Con	Lab	Lib Dem	Ref UK	Con	Lab	Con	Lab	Lab19-Lab24	NotLab19-Lab24	Seats Labour won, Reform came	Red Wall	Blue Wall	Remain	Leave
Labour have failed to control immigration	46	54	20	65	64	58	49	57	47	49	53	45	42	36	46	53
Labour removed the winter fuel allowance from most pensioners	41	41	19	65	51	49	39	50	43	39	51	36	43	27	38	50
Labour have not done enough to reduce the cost of living	38	25	23	51	48	39	36	40	40	36	42	45	57	21	38	42
Labour have not improved public services (e.g. the NHS)	26	22	20	37	29	26	27	20	30	27	28	33	19	26	27	26
Labour have put up too many taxes	26	35	15	31	34	35	23	34	27	23	30	22	33	32	26	27
Labour have just generally been incompetent/chaotic	23	29	8	28	34	25	20	26	23	20	27	18	20	29	26	25
Labour have not sufficiently addressed income/wealth inequality	22	15	17	24	25	18	22	19	25	22	23	21	23	11	23	25
Labour have spent too much money wastefully	14	15	4	19	20	18	11	16	11	11	20	10	10	9	13	16
Too many Labour ministers/MPs have behaved in dishonest ways	13	20	9	23	17	16	14	17	14	14	16	14	15	3	18	14
I just do not like Keir Starmer as a person	12	13	12	5	13	10	12	8	14	12	9	18	19	9	9	12
Labour are bad for businesses	12	19	5	23	16	17	11	18	10	11	16	8	14	20	15	12
Labour have not improved the state of my local area	11	26	9	14	11	13	12	14	9	12	13	11	11	17	12	11
Labour are too close to the Trade Unions	8	13	9	8	9	12	6	13	5	6	10	7	8	17	8	8
Labour's climate change/environment policies have gone too far	8	7	7	9	12	11	8	14	5	8	9	8	9	7	9	9
Labour have not stood up to Israel sufficiently	5	5	5	7	4	3	4	4	4	4	4	5	4	7	6	4
Labour's climate change/environment policies have not gone far enough	4	9	11	3	2	3	5	2	4	5	3	7	3	7	7	3
I just have a very positive view of a different party	4	5	3	8	5	6	3	2	4	3	5	3	2	4	3	4
None of these	7	2	9	2	1	4	7	3	5	7	4	9	10	1	6	5
Not applicable – there is no good reason against voting Labour	8	7	19	2	4	5	9	9	7	9	4	6	1	21	5	8

Below are some reasons that other people have put forward in favour of voting for Reform UK at the next general election. Which do you personally find most convincing? Please choose up to five.

	Total	Con	Lab	Lib Dem	Ref UK	Con	Lab	Con	Lab	Lab19-Lab24	NotLab19-Lab24	Seats Labour won, Reform came	Red Wall	Blue Wall	Remain	Leave
Reform UK stand for allowing fewer immigrants into the country	45	43	24	42	65	57	42	55	44	42	55	47	52	35	45	52
Reform UK would oppose 'wokeness' in all its forms	25	33	14	28	35	30	25	35	22	25	29	24	22	27	26	29
Reform UK will stand up for working people	24	19	14	18	35	26	22	26	22	22	29	18	27	33	19	28
Reform UK will stand up for the UK on the national stage	21	17	13	18	32	27	23	27	23	23	25	20	22	24	25	24
Reform UK would fight to reinstate the winter fuel allowance	21	20	11	35	25	22	22	22	21	22	22	22	19	13	19	24
We might as well roll the dice and try something new, and that might as well be Reform UK	19	23	11	19	25	18	19	21	20	19	21	18	24	24	23	20
Reform UK would cut wasteful government spending	19	10	13	18	27	25	18	21	18	18	22	14	12	14	15	22
Reform UK would cut taxes for people like me	16	25	14	7	19	14	16	13	15	16	14	14	10	19	16	16
Reform UK would stand up for biological women against the demands of the trans lobby	16	20	13	18	21	22	15	22	14	15	20	11	17	18	16	19
Voting Reform UK would be the best way to get Labour out	14	10	9	23	22	14	14	11	15	14	15	14	7	12	10	17
Nigel Farage has a good relationship with President Trump and that could be good for the country	12	11	9	8	17	12	13	14	11	13	13	13	12	11	15	12
Reform UK would stand up for the interests of white people over non-white people	12	5	11	19	17	15	9	13	11	9	13	15	13	7	8	15
I think Reform UK would serve well and competently	11	8	7	6	17	12	9	11	11	9	11	8	6	23	8	12
Reform UK stand for scrapping Net Zero and rolling back environmental policies	10	13	5	7	16	14	8	15	8	8	12	10	10	5	9	11
Reform UK's economic policies would create more good jobs	7	16	5	11	9	7	8	7	6	8	7	5	7	6	9	7
I just really like Nigel Farage as leader of the Reform UK party	6	3	7	3	8	8	7	6	5	7	6	7	4	10	4	7
None of these	11	4	13	9	1	7	11	9	12	11	8	13	17	4	10	9
Not applicable – there is no good reason to consider voting for Reform UK	11	12	22	17	1	7	11	8	10	11	7	11	6	15	14	6

www.yougov.com

Sample Size: 965 adults who voted Labour in 2024, and are now Reform U
Fieldwork: 13th - 27th March 2025

YouGov®

	Total	Political Attention			Gender		Age				Social Grade		Region in England				Country			Education		
		Low (0-2)	Medium (3-7)	High (8-10)	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	North	Midlands	London	Rest of South	England	Wales	Scotland	Low	Med	High
Weighted Sample	**965**	175	584	205	500	465	77	420	257	211	456	509	290	132	110	233	765	42	157	383	366	216
Unweighted Sample	**965**	72	648	245	478	487	25	352	326	262	479	486	300	148	88	257	793	37	135	399	328	238
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Below are some reasons that other people have put forward in favour of voting against Labour at the next general election. Which do you personally find most convincing? Please choose up to five.

	Total	Low (0-2)	Medium (3-7)	High (8-10)	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	North	Midlands	London	Rest of South	England	Wales	Scotland	Low	Med	High
Labour have failed to control immigration	**46**	37	51	40	48	43	20	35	59	60	44	47	46	49	31	45	44	48	53	53	44	38
Labour removed the winter fuel allowance from most pensioners	**41**	40	46	31	36	47	14	29	48	69	32	50	40	42	21	41	38	49	56	51	40	27
Labour have not done enough to reduce the cost of living	**38**	40	43	24	33	44	18	37	45	41	36	41	46	40	21	33	37	48	40	40	37	37
Labour have not improved public services (e.g. the NHS)	**26**	33	27	17	21	32	27	25	27	28	27	26	27	21	21	22	24	43	33	27	25	28
Labour have put up too many taxes	**26**	16	30	25	28	24	23	25	29	27	28	25	27	24	21	31	27	19	25	24	26	29
Labour have just generally been incompetent/chaotic	**23**	16	26	23	25	22	17	16	28	34	21	25	22	11	14	22	19	39	42	26	24	18
Labour have not sufficiently addressed income/wealth inequality	**22**	23	23	21	20	25	15	23	25	21	23	22	19	29	16	26	22	29	21	21	23	24
Labour have spent too much money wastefully	**14**	13	15	10	16	12	8	10	14	24	10	17	10	16	15	15	13	8	19	19	9	14
Too many Labour ministers/MPs have behaved in dishonest ways	**13**	12	14	10	11	15	0	12	14	20	12	14	14	15	9	10	12	12	17	15	13	9
I just do not like Keir Starmer as a person	**12**	9	13	9	12	11	14	10	14	11	11	12	17	14	10	7	12	7	10	15	9	11
Labour are bad for businesses	**12**	6	14	13	14	10	7	12	14	14	13	12	13	9	11	14	12	4	15	11	12	15
Labour have not improved the state of my local area	**11**	6	13	7	11	10	6	11	12	10	11	11	10	15	11	9	11	18	9	13	8	11
Labour are too close to the Trade Unions	**8**	0	8	13	10	5	13	7	5	10	10	5	7	5	11	9	8	0	10	6	9	8
Labour's climate change/environment policies have gone too far	**8**	1	8	15	11	5	9	5	8	15	10	7	8	9	9	7	8	8	11	6	10	9
Labour have not stood up to Israel sufficiently	**5**	1	6	5	7	3	9	5	4	5	5	5	4	4	7	4	5	12	4	4	5	5
Labour's climate change/environment policies have not gone far enough	**4**	7	3	6	5	4	12	4	4	4	7	2	5	4	10	4	5	0	3	4	5	4
I just have a very positive view of a different party	**4**	5	3	6	5	3	8	4	4	2	5	3	2	5	3	5	4	2	7	4	5	3
None of these	**7**	18	5	5	5	10	9	12	5	1	7	7	7	7	4	10	8	13	4	5	7	10
Not applicable – there is no good reason against voting Labour	**8**	8	6	15	10	7	20	9	6	5	10	7	7	8	25	7	10	1	4	6	10	9

Below are some reasons that other people have put forward in favour of voting for Reform UK at the next general election. Which do you personally find most convincing? Please choose up to five.

	Total	Low (0-2)	Medium (3-7)	High (8-10)	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	North	Midlands	London	Rest of South	England	Wales	Scotland	Low	Med	High
Reform UK stand for allowing fewer immigrants into the country	**45**	32	50	42	46	45	22	38	51	60	43	47	46	42	28	48	43	41	55	50	42	42
Reform UK would oppose 'wokeness' in all its forms	**25**	12	29	27	31	20	16	23	30	28	28	23	23	19	21	26	23	30	36	23	29	24
Reform UK will stand up for working people	**24**	24	25	22	24	25	19	24	28	23	23	25	24	21	24	23	23	18	32	26	25	20
Reform UK will stand up for the UK on the national stage	**21**	9	24	25	21	22	16	18	27	23	21	21	23	21	15	22	21	8	24	22	21	20
Reform UK would fight to reinstate the winter fuel allowance	**21**	23	22	14	16	26	4	16	21	35	17	24	21	15	19	20	19	28	25	24	21	13
We might as well roll the dice and try something new, and that might as well be Reform UK	**19**	18	21	16	20	18	9	18	20	24	17	21	21	17	11	15	17	34	26	19	21	17
Reform UK would cut wasteful government spending	**19**	16	19	21	20	17	11	16	20	25	18	19	16	13	21	19	17	14	26	20	19	14
Reform UK would cut taxes for people like me	**16**	15	15	21	19	13	24	22	11	9	17	16	14	11	30	17	17	5	16	13	18	19
Reform UK would stand up for biological women against the demands of the trans lobby	**16**	6	18	21	16	16	13	16	20	13	16	17	14	8	16	17	14	21	25	9	22	20
Voting Reform UK would be the best way to get Labour out	**14**	13	14	16	13	14	13	10	16	21	11	17	16	11	16	13	14	25	11	17	12	11
Nigel Farage has a good relationship with President Trump and that could be good for the country	**12**	3	13	17	15	8	16	11	12	12	12	12	11	15	17	9	12	12	14	12	13	10
Reform UK would stand up for the interests of white people over non-white people	**12**	11	13	10	13	11	10	12	12	13	13	12	14	11	9	14	13	11	8	12	12	11
I think Reform UK would serve well and competently	**11**	9	11	11	12	10	16	8	10	14	11	11	9	11	18	12	11	6	8	13	11	7
Reform UK stand for scrapping Net Zero and rolling back environmental policies	**10**	3	11	14	12	7	4	7	12	15	11	9	9	6	11	9	9	6	17	9	11	9
Reform UK's economic policies would create more good jobs	**7**	6	7	7	9	5	3	8	7	6	8	6	6	4	9	9	7	0	9	7	6	9
I just really like Nigel Farage as leader of the Reform UK party	**6**	1	7	9	7	5	5	6	8	5	5	7	6	4	11	6	6	10	5	9	5	4
None of these	**11**	25	9	5	8	14	3	16	8	7	9	12	12	13	5	11	11	15	8	11	9	13
Not applicable – there is no good reason to consider voting for Reform UK	**11**	16	10	8	10	11	25	9	10	9	12	10	11	12	9	14	12	8	6	11	9	13

www.yougov.com

YouGov®

	Total	Ethnicity		House Tenure				Savings Amount					Religion			House Tenure		
		White	Minority Ethnic	Under 20,000	20,000 - 39,999	40,000 - 69,999	70,000+	Less than £5,000	£5,000 - £19,999	£20,000 - £49,999	£50,000 - £99,999	£100,000 and above	None	Christian	Other	Own	Rent	Other
Weighted Sample	**965**	884	66	203	280	230	104	383	109	71	38	67	509	378	35	534	340	74
Unweighted Sample	**965**	884	62	220	270	204	111	367	109	78	42	63	473	413	35	560	335	54
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Below are some reasons that other people have put forward in favour of voting against Labour at the next general election. Which do you personally find most convincing? Please choose up to five.

	Total	White	Minority Ethnic	Under 20,000	20,000 - 39,999	40,000 - 69,999	70,000+	Less than £5,000	£5,000 - £19,999	£20,000 - £49,999	£50,000 - £99,999	£100,000 and above	None	Christian	Other	Own	Rent	Other
Labour have failed to control immigration	**46**	47	31	50	47	38	44	45	53	44	*48*	38	43	50	*39*	49	43	33
Labour removed the winter fuel allowance from most pensioners	**41**	43	15	53	46	26	24	42	34	43	*33*	22	39	47	*27*	42	45	25
Labour have not done enough to reduce the cost of living	**38**	39	27	42	42	34	30	39	42	43	*28*	15	38	41	*24*	38	39	40
Labour have not improved public services (e.g. the NHS)	**26**	27	22	26	30	19	27	26	25	33	*26*	10	24	32	*21*	23	29	37
Labour have put up too many taxes	**26**	26	33	25	25	24	27	23	33	30	*38*	22	27	25	*31*	26	26	27
Labour have just generally been incompetent/chaotic	**23**	25	5	25	24	18	25	23	21	26	*33*	22	24	25	*16*	25	21	24
Labour have not sufficiently addressed income/wealth inequality	**22**	23	18	26	23	18	16	26	21	27	*15*	5	23	23	*11*	21	25	22
Labour have spent too much money wastefully	**14**	13	18	19	11	7	15	14	11	10	*12*	13	12	14	*20*	13	14	15
Too many Labour ministers/MPs have behaved in dishonest ways	**13**	13	15	19	11	9	15	13	11	16	*19*	15	9	18	*19*	14	14	4
I just do not like Keir Starmer as a person	**12**	12	3	10	12	13	9	12	11	19	*3*	5	14	10	*2*	10	14	17
Labour are bad for businesses	**12**	12	17	10	11	12	19	11	8	14	*12*	20	11	13	*6*	13	11	12
Labour have not improved the state of my local area	**11**	11	3	12	9	11	11	10	11	13	*10*	10	10	12	*4*	12	10	7
Labour are too close to the Trade Unions	**8**	7	10	5	9	9	6	4	6	7	*11*	23	7	8	*4*	8	6	4
Labour's climate change/environment policies have gone too far	**8**	8	5	6	10	8	8	7	9	9	*10*	15	7	9	*9*	10	6	9
Labour have not stood up to Israel sufficiently	**5**	5	3	4	4	6	2	5	4	3	*8*	2	4	5	*4*	4	5	11
Labour's climate change/environment policies have not gone far enough	**4**	4	6	5	2	9	5	4	4	9	*11*	6	5	4	*3*	4	4	9
I just have a very positive view of a different party	**4**	4	7	3	3	5	8	3	6	1	*7*	5	3	5	*3*	5	3	2
None of these	**7**	7	7	8	9	7	7	8	2	9	*8*	9	9	5	*3*	5	10	7
Not applicable – there is no good reason against voting Labour	**8**	7	24	5	7	14	11	9	6	3	*2*	17	8	7	*30*	8	9	6

Below are some reasons that other people have put forward in favour of voting for Reform UK at the next general election. Which do you personally find most convincing? Please choose up to five.

	Total	White	Minority Ethnic	Under 20,000	20,000 - 39,999	40,000 - 69,999	70,000+	Less than £5,000	£5,000 - £19,999	£20,000 - £49,999	£50,000 - £99,999	£100,000 and above	None	Christian	Other	Own	Rent	Other
Reform UK stand for allowing fewer immigrants into the country	**45**	46	31	47	47	33	52	45	51	42	*48*	36	44	49	*32*	49	42	38
Reform UK would oppose 'wokeness' in all its forms	**25**	26	17	18	25	27	31	25	27	36	*28*	27	25	26	*21*	28	21	24
Reform UK will stand up for working people	**24**	25	16	20	27	19	31	24	31	25	*20*	24	25	22	*22*	24	26	15
Reform UK will stand up for the UK on the national stage	**21**	22	8	22	22	22	21	20	26	20	*23*	20	23	21	*4*	23	18	21
Reform UK would fight to reinstate the winter fuel allowance	**21**	21	12	26	22	15	12	22	17	17	*9*	16	16	26	*25*	20	24	11
We might as well roll the dice and try something new, and that might as well be Reform UK	**19**	20	9	19	17	19	25	19	18	23	*24*	13	19	21	*6*	23	14	16
Reform UK would cut wasteful government spending	**19**	19	16	19	23	18	13	19	19	19	*24*	22	17	21	*21*	20	17	12
Reform UK would cut taxes for people like me	**16**	16	22	16	14	22	16	14	27	20	*9*	25	17	13	*21*	17	15	12
Reform UK would stand up for biological women against the demands of the trans lobby	**16**	17	14	12	17	18	15	16	13	23	*21*	24	17	17	*9*	18	14	19
Voting Reform UK would be the best way to get Labour out	**14**	15	6	19	10	11	16	14	11	10	*16*	18	14	15	*5*	15	13	12
Nigel Farage has a good relationship with President Trump and that could be good for the country	**12**	12	11	14	10	15	11	14	6	10	*13*	18	12	12	*14*	12	12	7
Reform UK would stand up for the interests of white people over non-white people	**12**	12	13	13	11	10	10	14	6	4	*19*	12	11	13	*7*	11	13	12
I think Reform UK would serve well and competently	**11**	11	13	12	12	12	7	10	11	15	*15*	21	10	11	*10*	9	11	15
Reform UK stand for scrapping Net Zero and rolling back environmental policies	**10**	10	7	9	10	9	14	9	9	10	*14*	21	9	11	*9*	12	6	9
Reform UK's economic policies would create more good jobs	**7**	7	8	5	9	6	11	7	8	7	*13*	9	7	7	*8*	7	7	6
I just really like Nigel Farage as leader of the Reform UK party	**6**	6	6	7	6	7	8	7	5	9	*12*	3	6	6	*6*	6	7	5
None of these	**11**	11	15	16	8	9	9	10	7	10	*9*	2	11	10	*11*	8	15	10
Not applicable – there is no good reason to consider voting for Reform UK	**11**	10	20	9	13	11	11	11	11	9	*7*	3	12	9	*19*	9	12	18

www.yougov.com

Sample Size: 965 adults who voted Labour in 2024, and are now Reform UK curious (5+ on 0-10 consideration scale)
Fieldwork: 13th - 27th March 2025

	Total	Westminster VI				Vote in 2019		Vote in 2017		Lab19 - Lab24 (Labour Loyalist)	NotLab19 - Lab24 (Labour Joiner)	Seats where Labour won, Reform came	Red Wall	Blue Wall	Past vote 2016	
		Con	Lab	Lib Dem	Ref UK	Con	Lab	Con	Lab						Remain	Leave
Weighted Sample	965	68	219	43	382	257	384	200	380	384	377	183	71	59	266	477
Unweighted Sample	965	69	200	49	403	297	399	243	403	399	418	180	74	62	283	526
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Below are some reasons that other people have put forward in favour of voting against Reform UK at the next general election. Which do you personally find most convincing? Please choose up to five.

	Total	Con	Lab	Lib Dem	Ref UK	Con	Lab	Con	Lab						Remain	Leave
Nigel Farage is too sympathetic to Donald Trump	20	29	23	30	14	17	23	16	21	23	17	22	21	18	25	18
I worry that Reform are racist/extreme	17	23	20	22	13	15	20	16	20	20	15	19	14	23	21	16
Nigel Farage is too sympathetic to Vladimir Putin	15	13	11	21	13	15	16	13	16	16	15	16	14	11	19	14
Reform UK might just be the same as the other major parties and politicians we have	14	17	12	20	14	17	13	19	13	13	19	9	17	19	21	13
I would not trust Reform UK to competently serve in government	12	15	22	23	6	8	17	10	14	17	8	14	12	11	18	9
I worry that Reform UK are a new party and so might not win, wasting my vote	12	8	9	8	18	16	12	11	10	12	14	11	11	10	12	12
Reform UK are divisive and polarising generally	11	11	17	18	7	10	11	10	10	11	12	7	9	11	13	8
Reform UK's denial of climate change - and opposition to reducing greenhouse gasses - is dangerous	10	11	14	5	6	9	11	12	10	11	10	11	9	18	10	10
Reform UK and their candidates are just too unprofessional	9	9	13	17	8	9	11	12	9	11	9	8	11	5	15	9
I don't like Reform UK's leader, Nigel Farage	9	15	8	5	7	6	9	6	10	9	6	6	9	13	12	7
Reform UK would threaten support for free bus travel, free prescriptions and free school meals	9	9	9	14	8	5	11	6	9	11	4	6	9	14	11	7
Reform UK and Nigel Farage have undermined Ukraine	7	8	13	8	4	5	7	5	7	7	4	10	11	19	5	6
I worry that Reform UK might use any power they get to harm people	7	11	11	5	5	5	7	5	7	7	6	9	7	15	9	6
Reform UK would damage the NHS and public services generally	7	10	8	17	4	6	9	5	9	9	6	8	5	4	11	6
Reform UK's economic policies would only favour the richest in society	7	13	11	5	4	3	6	4	5	6	5	9	2	6	7	7
Reform UK would cut public services that people rely on	5	3	8	6	3	3	8	3	5	8	4	6	6	6	5	5
None of these	15	9	8	13	15	18	14	18	15	14	16	18	22	5	12	16
Not applicable – there is no good reason against voting Reform UK	24	17	16	18	35	28	17	28	22	17	28	21	17	17	19	27

Sometimes people talk about governments being tough on groups within society. If you had to prioritise, which of the below groups would you most like to see the Labour government be tough on? Please select up to three.

	Total	Con	Lab	Lib Dem	Ref UK	Con	Lab	Con	Lab						Remain	Leave
Asylum seekers crossing the channel illegally on small boats	52	56	30	56	64	60	50	62	53	50	61	56	55	43	52	58
People who claim benefits when they don't need to	33	38	21	35	35	45	28	41	31	28	42	33	38	31	36	36
Migrants who do not integrate into British society	30	24	20	31	40	33	31	34	33	31	30	35	39	25	32	30
Oil and gas companies making large profits	29	15	22	38	29	28	30	24	36	30	28	37	42	18	28	32
Water companies who pollute rivers	26	24	29	37	23	28	26	27	27	26	28	25	22	40	23	27
Publicly funded bodies who spend money wastefully	19	13	21	15	22	19	19	21	15	19	20	19	13	17	16	20
People committing anti-social behaviour	16	17	22	21	15	18	16	19	15	16	17	13	24	15	14	18
Businesses who don't pay the minimum wage	13	21	17	6	9	5	12	5	11	12	8	13	18	20	10	11
Businesses who rip off consumers through hidden charges/making it hard to cancel services	12	3	19	8	11	10	15	7	12	15	8	16	7	14	12	10
Businesses who treat their employees badly	10	11	15	18	5	4	12	4	11	12	5	12	3	13	13	6
Campaign groups who organise disruptive protests	8	4	12	10	8	8	7	9	7	7	9	3	7	19	7	9
Pensioners who receive benefits when they don't need them	5	14	10	2	3	3	6	2	5	6	3	5	4	3	6	5
Trade Unions seeking to organise strike action	4	7	3	6	4	6	4	7	3	4	5	1	4	5	3	5
Residents and organisations who consistently oppose development ('NIMBYs')	3	2	7	2	1	1	3	4	2	3	1	3	0	12	3	1
None of these	4	10	2	2	3	5	3	6	3	3	5	4	5	0	5	3
Don't know	4	2	6	3	2	3	5	3	5	5	3	1	0	1	6	3

www.yougov.com

Sample Size: 965 adults who voted Labour in 2024, and are now Reform U
Fieldwork: 13th - 27th March 2025

	Total	Political Attention			Gender		Age				Social Grade		Region in England				Country			Education		
		Low (0-2)	Medium (3-7)	High (8-10)	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	North	Midlands	London	Rest of South	England	Wales	Scotland	Low	Med	High
Weighted Sample	965	175	584	205	500	465	77	420	257	211	456	509	290	132	110	233	765	42	157	383	366	216
Unweighted Sample	965	72	648	245	478	487	25	352	326	262	479	486	300	148	88	257	793	37	135	399	328	238
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Below are some reasons that other people have put forward in favour of voting against Reform UK at the next general election. Which do you personally find most convincing? Please choose up to five.

	Total	Low (0-2)	Medium (3-7)	High (8-10)	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	North	Midlands	London	Rest of South	England	Wales	Scotland	Low	Med	High
Nigel Farage is too sympathetic to Donald Trump	20	18	21	19	18	22	25	20	17	20	23	17	22	14	24	18	20	25	20	17	20	24
I worry that Reform are racist/extreme	17	12	19	16	15	19	23	19	15	13	19	15	18	20	14	15	17	19	16	13	19	19
Nigel Farage is too sympathetic to Vladimir Putin	15	12	16	13	15	14	7	17	13	15	16	13	12	14	14	16	14	17	17	12	16	17
Reform UK might just be the same as the other major parties and politicians we have	14	16	14	12	14	15	5	16	12	17	17	12	10	19	12	18	14	5	16	12	14	17
I would not trust Reform UK to competently serve in government	12	10	12	15	14	11	20	14	10	8	16	9	14	14	16	9	13	20	9	10	15	13
I worry that Reform UK are a new party and so might not win, wasting my vote	12	6	13	15	13	10	13	12	11	13	13	11	13	11	8	11	11	8	15	9	15	13
Reform UK are divisive and polarising generally	11	5	10	18	13	9	22	12	7	9	14	8	10	10	13	10	10	17	11	5	14	15
Reform UK's denial of climate change - and opposition to reducing greenhouse gasses - is dangerous	10	8	10	10	10	10	10	12	9	7	14	6	9	9	14	10	10	7	9	6	10	15
Reform UK and their candidates are just too unprofessional	9	3	10	12	10	8	3	11	10	6	12	7	8	11	6	10	9	9	11	6	9	15
I don't like Reform UK's leader, Nigel Farage	9	5	8	12	8	9	10	12	8	3	10	7	6	7	9	9	8	19	11	7	9	11
Reform UK would threaten support for free bus travel, free prescriptions and free school meals	9	10	7	12	9	9	14	10	8	6	11	7	9	10	9	5	8	15	11	6	11	9
Reform UK and Nigel Farage have undermined Ukraine	7	4	6	12	9	5	18	6	6	6	9	5	7	5	12	10	8	3	3	4	10	7
I worry that Reform UK might use any power they get to harm people	7	8	5	10	7	7	10	8	5	5	8	5	6	5	12	7	7	3	6	7	5	10
Reform UK would damage the NHS and public services generally	7	9	8	6	8	7	3	8	9	5	8	7	7	7	8	6	7	14	8	6	8	9
Reform UK's economic policies would only favour the richest in society	7	14	7	5	7	8	15	10	4	4	11	4	7	4	12	7	7	5	10	4	10	9
Reform UK would cut public services that people rely on	5	2	5	8	6	4	9	5	5	5	7	4	6	3	9	4	5	0	7	4	5	7
None of these	15	23	15	9	12	18	3	17	19	12	12	18	16	19	9	19	16	18	11	18	13	14
Not applicable – there is no good reason against voting Reform UK	24	33	21	22	24	23	26	16	24	38	17	29	23	16	20	26	23	25	28	33	19	15

Sometimes people talk about governments being tough on groups within society. If you had to prioritise, which of the below groups would you most like to see the Labour government be tough on? Please select up to three.

	Total	Low (0-2)	Medium (3-7)	High (8-10)	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	North	Midlands	London	Rest of South	England	Wales	Scotland	Low	Med	High
Asylum seekers crossing the channel illegally on small boats	52	43	56	48	52	52	31	44	60	66	51	54	57	59	32	44	50	53	65	58	52	42
People who claim benefits when they don't need to	33	37	33	29	32	34	14	31	37	38	38	28	32	31	23	37	32	28	38	32	36	30
Migrants who do not integrate into British society	30	18	33	32	32	28	23	28	32	34	33	28	30	32	24	28	29	32	36	28	32	31
Oil and gas companies making large profits	29	41	28	22	23	36	25	28	29	33	25	32	33	27	22	31	30	42	23	30	28	29
Water companies who pollute rivers	26	25	26	27	24	28	47	18	29	29	28	24	29	25	19	33	28	20	16	22	25	34
Publicly funded bodies who spend money wastefully	19	19	18	21	20	18	23	18	19	18	19	19	17	19	19	19	18	12	27	16	21	21
People committing anti-social behaviour	16	6	19	17	18	14	8	17	17	18	15	18	18	20	19	13	17	13	16	18	14	18
Businesses who don't pay the minimum wage	13	17	12	12	12	13	21	15	11	7	13	12	11	14	17	11	12	23	11	13	12	13
Businesses who rip off consumers through hidden charges/making it hard to cancel services	12	14	11	14	13	11	25	12	11	9	13	11	14	13	21	8	13	20	5	10	14	11
Businesses who treat their employees badly	10	13	9	8	12	7	11	12	9	6	9	10	8	6	23	9	10	8	9	9	10	9
Campaign groups who organise disruptive protests	8	3	9	12	12	4	15	8	8	6	10	7	4	8	18	9	8	7	10	5	12	8
Pensioners who receive benefits when they don't need them	5	5	4	7	7	3	11	6	4	3	6	4	4	4	12	6	6	4	2	6	5	4
Trade Unions seeking to organise strike action	4	2	4	5	5	3	3	4	4	4	5	3	3	3	2	4	3	0	8	4	3	5
Residents and organisations who consistently oppose development ('NIMBYs')	3	1	2	7	4	2	10	4	1	2	5	1	1	2	12	4	4	3	0	1	5	3
None of these	4	7	4	3	4	5	0	5	3	4	2	6	4	3	2	5	4	0	7	5	3	4
Don't know	4	8	3	3	2	5	2	5	3	3	4	4	3	6	2	5	4	7	3	4	3	5

www.yougov.com

Sample Size: 965 adults who voted Labour in 2024, and are now Reform U
Fieldwork: 13th - 27th March 2025

	Total	Ethnicity		House Tenure				Savings Amount					Religion			House Tenure		
		White	Minority Ethnic	Under 20,000	20,000 - 39,999	40,000 - 69,999	70,000+	Less than £5,000	£5,000 - £19,999	£20,000 - £49,999	£50,000 - £99,999	£100,000 and above	None	Christian	Other	Own	Rent	Other
Weighted Sample	965	884	66	203	280	230	104	383	109	71	38	67	509	378	35	534	340	74
Unweighted Sample	965	884	62	220	270	204	111	367	109	78	42	63	473	413	35	560	335	54
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Below are some reasons that other people have put forward in favour of voting against Reform UK at the next general election. Which do you personally find most convincing? Please choose up to five.

	Total	White	Minority Ethnic	Under 20,000	20,000 - 39,999	40,000 - 69,999	70,000+	Less than £5,000	£5,000 - £19,999	£20,000 - £49,999	£50,000 - £99,999	£100,000 and above	None	Christian	Other	Own	Rent	Other
Nigel Farage is too sympathetic to Donald Trump	20	20	11	23	14	21	25	20	26	24	23	14	20	21	12	22	15	34
I worry that Reform are racist/extreme	17	16	26	15	16	21	21	14	26	22	20	15	19	15	5	18	14	28
Nigel Farage is too sympathetic to Vladimir Putin	15	15	5	17	17	14	10	15	18	15	16	12	15	14	6	16	12	19
Reform UK might just be the same as the other major parties and politicians we have	14	13	28	16	12	16	8	14	12	20	11	13	13	15	26	14	15	8
I would not trust Reform UK to competently serve in government	12	12	20	8	11	18	20	11	20	10	9	12	15	10	7	13	9	25
I worry that Reform UK are a new party and so might not win, wasting my vote	12	11	21	13	13	12	12	12	12	14	18	10	10	13	15	11	11	17
Reform UK are divisive and polarising generally	11	10	18	10	9	13	16	12	8	8	14	14	10	11	22	13	7	15
Reform UK's denial of climate change - and opposition to reducing greenhouse gasses - is dangerous	10	10	10	7	11	10	14	9	8	9	15	11	10	10	9	12	6	14
Reform UK and their candidates are just too unprofessional	9	9	11	8	9	14	9	10	6	17	9	17	13	6	4	11	8	3
I don't like Reform UK's leader, Nigel Farage	9	9	9	6	9	10	11	9	11	12	11	6	12	5	0	8	7	21
Reform UK would threaten support for free bus travel, free prescriptions and free school meals	9	8	18	9	9	8	9	11	5	9	4	12	11	7	9	10	8	6
Reform UK and Nigel Farage have undermined Ukraine	7	7	10	7	6	9	12	7	11	6	5	13	7	6	7	6	7	15
I worry that Reform UK might use any power they get to harm people	7	7	7	6	6	8	9	6	8	18	5	9	6	8	11	7	7	9
Reform UK would damage the NHS and public services generally	7	7	13	8	8	4	11	8	8	9	7	6	9	7	0	8	6	6
Reform UK's economic policies would only favour the richest in society	7	7	10	4	11	7	8	7	8	13	3	8	7	7	11	7	7	16
Reform UK would cut public services that people rely on	5	5	9	6	5	3	11	6	5	6	3	7	5	7	6	6	5	5
None of these	15	16	10	16	14	11	18	13	9	16	14	9	15	17	12	14	18	11
Not applicable – there is no good reason against voting Reform UK	24	24	21	29	26	20	15	26	12	16	32	23	22	26	31	23	30	10

Sometimes people talk about governments being tough on groups within society. If you had to prioritise, which of the below groups would you most like to see the Labour government be tough on? Please select up to three.

	Total	White	Minority Ethnic	Under 20,000	20,000 - 39,999	40,000 - 69,999	70,000+	Less than £5,000	£5,000 - £19,999	£20,000 - £49,999	£50,000 - £99,999	£100,000 and above	None	Christian	Other	Own	Rent	Other
Asylum seekers crossing the channel illegally on small boats	52	53	34	57	56	46	46	51	56	51	46	52	52	54	48	57	46	45
People who claim benefits when they don't need to	33	32	37	24	34	33	39	28	42	50	33	28	32	34	46	39	25	27
Migrants who do not integrate into British society	30	30	30	30	29	26	36	31	29	26	47	14	29	31	33	29	31	30
Oil and gas companies making large profits	29	31	11	33	33	22	24	30	30	30	19	24	30	28	31	31	29	18
Water companies who pollute rivers	26	26	24	19	27	25	28	26	30	21	16	19	26	27	21	27	21	38
Publicly funded bodies who spend money wastefully	19	18	29	13	20	21	26	21	14	20	7	17	19	20	18	20	16	24
People committing anti-social behaviour	16	16	15	19	14	17	17	15	18	11	11	19	16	17	17	17	16	13
Businesses who don't pay the minimum wage	13	12	26	13	17	14	9	15	15	12	18	15	13	12	6	11	15	13
Businesses who rip off consumers through hidden charges/making it hard to cancel services	12	12	18	12	8	18	10	9	8	3	17	28	12	10	18	10	13	18
Businesses who treat their employees badly	10	9	18	13	8	12	6	9	20	13	6	14	8	11	11	7	12	15
Campaign groups who organise disruptive protests	8	8	10	4	9	12	9	9	8	8	8	27	8	9	5	9	6	9
Pensioners who receive benefits when they don't need them	5	5	1	5	3	9	5	6	4	8	2	12	6	4	0	5	6	3
Trade Unions seeking to organise strike action	4	4	0	2	5	3	6	3	2	5	2	10	4	4	2	4	3	2
Residents and organisations who consistently oppose development ('NIMBYs')	3	3	3	2	1	6	2	3	1	1	4	11	4	2	1	4	2	1
None of these	4	4	1	7	3	4	3	3	0	6	13	0	5	3	0	3	6	6
Don't know	4	4	5	7	3	2	4	3	2	5	6	0	3	4	10	3	6	3

www.yougov.com

Sample Size: 965 adults who voted Labour in 2024, and are now Reform UK curious (5+ on 0-10 consideration scale)
Fieldwork: 13th - 27th March 2025

| | Total | Westminster VI | | | | Vote in 2019 | | Vote in 2017 | | Lab19 - Lab24 (Labour Loyalist) | NotLab19 - Lab24 (Labour Joiner) | Seats where Labour won, Reform came | Red Wall | Blue Wall | Past vote 2016 | |
		Con	Lab	Lib Dem	Ref UK	Con	Lab	Con	Lab						Remain	Leave
Weighted Sample	**965**	68	219	43	382	257	384	200	380	384	377	183	71	59	266	477
Unweighted Sample	**965**	69	200	49	403	297	399	243	403	399	418	180	74	62	283	526
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

And based on what you've seen in the news or elsewhere, is the government being too tough, not tough enough, or getting about the right balance on the below groups or not?
[Respondents were randomly shown 6 groups to answer the question on]

Businesses who rip off consumers through hidden charges/making it hard to cancel services
[N=368]

	Total	Con	Lab	Lib Dem	Ref UK	Con	Lab	Con	Lab	Lab19-Lab24	NotLab19-Lab24	Seats	Red Wall	Blue Wall	Remain	Leave
They are being too tough on this group	3	14	9	0	1	2	4	1	3	4	1	3	0	5	2	3
They are getting the balance about right with this group	9	4	21	4	8	8	9	5	6	9	8	10	9	22	5	9
They are not being tough enough on this group	70	70	50	81	77	77	68	82	73	68	77	78	78	66	75	72
Don't know	19	11	20	15	14	13	20	12	17	20	14	9	13	8	18	17

Businesses who treat their employees badly
[N=407]

	Total	Con	Lab	Lib Dem	Ref UK	Con	Lab	Con	Lab	Lab19-Lab24	NotLab19-Lab24	Seats	Red Wall	Blue Wall	Remain	Leave
They are being too tough on this group	4	3	11	0	2	2	6	5	2	6	1	4	2	13	3	2
They are getting the balance about right with this group	21	24	27	15	27	25	20	26	19	20	24	23	25	30	22	20
They are not being tough enough on this group	57	56	52	64	59	56	53	50	62	53	57	55	60	44	64	54
Don't know	19	16	10	22	12	17	21	19	18	21	18	18	13	13	12	24

Businesses who don't pay the minimum wage
[N=390]

	Total	Con	Lab	Lib Dem	Ref UK	Con	Lab	Con	Lab	Lab19-Lab24	NotLab19-Lab24	Seats	Red Wall	Blue Wall	Remain	Leave
They are being too tough on this group	4	0	15	0	1	1	9	3	2	9	1	4	6	12	3	3
They are getting the balance about right with this group	19	21	30	22	19	17	20	20	14	20	19	14	19	31	15	20
They are not being tough enough on this group	53	65	36	77	61	63	49	53	60	49	60	56	46	49	60	57
Don't know	24	14	19	2	18	19	23	24	24	23	21	26	28	9	22	20

People committing anti-social behaviour
[N=427]

	Total	Con	Lab	Lib Dem	Ref UK	Con	Lab	Con	Lab	Lab19-Lab24	NotLab19-Lab24	Seats	Red Wall	Blue Wall	Remain	Leave
They are being too tough on this group	5	2	15	0	0	2	5	2	3	5	1	2	0	18	2	3
They are getting the balance about right with this group	16	6	31	16	12	16	21	10	8	21	14	12	9	12	18	11
They are not being tough enough on this group	69	86	46	79	80	76	65	80	81	65	74	74	81	68	70	74
Don't know	10	5	8	5	8	7	10	8	8	10	11	12	11	3	9	12

Water companies who pollute rivers
[N=432]

	Total	Con	Lab	Lib Dem	Ref UK	Con	Lab	Con	Lab	Lab19-Lab24	NotLab19-Lab24	Seats	Red Wall	Blue Wall	Remain	Leave
They are being too tough on this group	4	0	15	0	1	1	7	1	3	7	1	0	0	18	4	2
They are getting the balance about right with this group	14	43	28	11	9	6	16	6	11	16	8	12	0	25	15	9
They are not being tough enough on this group	67	50	46	86	79	86	61	81	69	61	79	72	68	57	62	74
Don't know	15	7	10	2	11	7	17	11	17	17	12	16	32	0	18	14

Oil and gas companies making large profits
[N=409]

	Total	Con	Lab	Lib Dem	Ref UK	Con	Lab	Con	Lab	Lab19-Lab24	NotLab19-Lab24	Seats	Red Wall	Blue Wall	Remain	Leave
They are being too tough on this group	4	6	5	0	5	2	5	3	3	5	2	3	5	14	5	2
They are getting the balance about right with this group	17	18	35	5	12	15	19	15	11	19	13	14	18	46	19	13
They are not being tough enough on this group	69	52	45	95	80	77	62	70	78	62	77	81	72	34	67	74
Don't know	10	23	16	0	3	6	14	12	8	14	8	2	6	7	9	12

Residents and organisations who consistently oppose development ('NIMBYs')
[N=424]

	Total	Con	Lab	Lib Dem	Ref UK	Con	Lab	Con	Lab	Lab19-Lab24	NotLab19-Lab24	Seats	Red Wall	Blue Wall	Remain	Leave
They are being too tough on this group	10	9	11	11	13	10	10	11	9	10	9	10	10	26	6	11
They are getting the balance about right with this group	23	24	41	27	18	14	30	14	25	30	15	32	21	26	28	18
They are not being tough enough on this group	23	24	20	15	26	31	19	36	19	19	29	14	27	24	21	25
Don't know	44	42	29	48	43	46	41	39	47	41	47	45	42	23	44	46

www.yougov.com

Sample Size: 965 adults who voted Labour in 2024, and are now Reform U
Fieldwork: 13th - 27th March 2025

	Total	Political Attention			Gender		Age				Social Grade		Region in England				Country			Education		
		Low (0-2)	Medium (3-7)	High (8-10)	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	North	Midlands	London	Rest of South	England	Wales	Scotland	Low	Med	High
Weighted Sample	965	175	584	205	500	465	77	420	257	211	456	509	290	132	110	233	765	42	157	383	366	216
Unweighted Sample	965	72	648	245	478	487	25	352	326	262	479	486	300	148	88	257	793	37	135	399	328	238
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

And based on what you've seen in the news or elsewhere, is the government being too tough, not tough enough, or getting about the right balance on the below groups or not?
[Respondents were randomly shown 6 groups to answer the question on]

Businesses who rip off consumers through hidden charges/making it hard to cancel services
[N=368]

	Total	Low (0-2)	Medium (3-7)	High (8-10)	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	North	Midlands	London	Rest of South	England	Wales	Scotland	Low	Med	High
They are being too tough on this group	3	0	1	10	4	2	14	4	1	1	5	1	2	1	23	1	4	0	2	2	6	2
They are getting the balance about right with this group	9	0	7	19	11	6	14	14	6	1	13	5	7	9	32	6	10	5	4	5	7	17
They are not being tough enough on this group	70	68	73	61	70	69	35	60	81	82	61	77	79	76	33	62	68	76	75	75	72	56
Don't know	19	32	18	11	15	24	36	22	12	16	21	17	12	14	12	30	18	19	20	18	15	25

Businesses who treat their employees badly
[N=407]

	Total	Low (0-2)	Medium (3-7)	High (8-10)	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	North	Midlands	London	Rest of South	England	Wales	Scotland	Low	Med	High
They are being too tough on this group	4	0	2	11	5	2	9	5	2	1	4	3	2	3	19	2	4	8	0	1	6	4
They are getting the balance about right with this group	21	12	19	36	29	13	38	18	18	23	23	19	22	18	44	18	23	15	15	20	22	21
They are not being tough enough on this group	57	60	60	42	54	59	53	53	61	60	57	56	55	61	29	55	53	66	71	55	56	61
Don't know	19	28	18	12	12	26	0	25	18	16	15	22	21	18	8	26	21	11	14	24	16	14

Businesses who don't pay the minimum wage
[N=390]

	Total	Low (0-2)	Medium (3-7)	High (8-10)	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	North	Midlands	London	Rest of South	England	Wales	Scotland	Low	Med	High
They are being too tough on this group	4	0	2	12	5	2	13	5	1	1	7	1	3	3	14	2	4	0	1	1	8	3
They are getting the balance about right with this group	19	6	17	36	24	13	30	19	20	15	24	15	19	12	38	13	19	10	21	12	26	20
They are not being tough enough on this group	53	60	59	32	54	53	7	46	64	66	44	61	53	54	30	58	51	73	59	65	42	50
Don't know	24	33	22	20	17	31	51	29	15	18	25	22	24	31	18	26	25	18	19	22	24	26

People committing anti-social behaviour
[N=427]

	Total	Low (0-2)	Medium (3-7)	High (8-10)	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	North	Midlands	London	Rest of South	England	Wales	Scotland	Low	Med	High
They are being too tough on this group	5	4	3	11	7	2	16	7	1	0	7	2	3	7	22	2	6	0	0	0	6	10
They are getting the balance about right with this group	16	9	14	29	21	11	30	19	14	8	19	14	14	14	34	17	18	19	8	13	20	17
They are not being tough enough on this group	69	70	74	56	65	74	54	59	78	86	65	73	74	70	34	74	67	71	80	79	63	64
Don't know	10	17	10	4	7	13	0	15	7	7	9	10	10	10	10	7	9	10	12	8	11	10

Water companies who pollute rivers
[N=432]

	Total	Low (0-2)	Medium (3-7)	High (8-10)	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	North	Midlands	London	Rest of South	England	Wales	Scotland	Low	Med	High
They are being too tough on this group	4	4	2	9	4	4	14	5	1	0	4	4	4	4	15	2	5	0	0	3	5	4
They are getting the balance about right with this group	14	8	14	23	21	9	23	20	8	6	17	12	13	5	43	14	16	16	6	8	15	23
They are not being tough enough on this group	67	64	69	63	66	67	58	53	79	89	63	70	68	72	39	72	66	78	68	76	62	60
Don't know	15	23	16	5	9	21	5	22	12	6	16	14	15	20	4	12	13	7	26	13	18	13

Oil and gas companies making large profits
[N=409]

	Total	Low (0-2)	Medium (3-7)	High (8-10)	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	North	Midlands	London	Rest of South	England	Wales	Scotland	Low	Med	High
They are being too tough on this group	4	0	3	8	6	1	0	6	3	2	6	1	2	6	6	4	4	0	5	1	6	4
They are getting the balance about right with this group	17	10	12	36	25	8	34	20	10	14	23	12	13	8	53	10	18	6	18	13	20	20
They are not being tough enough on this group	69	72	75	51	63	76	66	57	81	79	59	78	76	83	29	74	69	92	61	77	63	65
Don't know	10	18	10	6	6	14	0	17	6	5	12	9	9	3	12	11	9	2	17	8	12	11

Residents and organisations who consistently oppose development ('NIMBYs')
[N=424]

	Total	Low (0-2)	Medium (3-7)	High (8-10)	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	North	Midlands	London	Rest of South	England	Wales	Scotland	Low	Med	High
They are being too tough on this group	10	2	11	16	13	7	24	9	8	9	13	7	7	2	20	13	10	12	10	6	14	10
They are getting the balance about right with this group	23	17	19	40	26	19	39	25	20	16	29	16	27	18	54	14	26	30	9	15	27	30
They are not being tough enough on this group	23	16	24	24	25	20	12	19	22	35	20	26	19	26	8	23	20	30	34	23	25	19
Don't know	44	65	46	20	35	53	25	48	49	40	38	51	48	54	18	50	45	28	47	57	34	41

www.yougov.com

Sample Size: 965 adults who voted Labour in 2024, and are now Reform U
Fieldwork: 13th - 27th March 2025

	Total	Ethnicity		House Tenure				Savings Amount					Religion			House Tenure		
		White	Minority Ethnic	Under 20,000	20,000 - 39,999	40,000 - 69,999	70,000+	Less than £5,000	£5,000 - £19,999	£20,000 - £49,999	£50,000 - £99,999	£100,000 and above	None	Christian	Other	Own	Rent	Other
Weighted Sample	965	884	66	203	280	230	104	383	109	71	38	67	509	378	35	534	340	74
Unweighted Sample	965	884	62	220	270	204	111	367	109	78	42	63	473	413	35	560	335	54
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

And based on what you've seen in the news or elsewhere, is the government being too tough, not tough enough, or getting about the right balance on the below groups or not?
[Respondents were randomly shown 6 groups to answer the question on]

Businesses who rip off consumers through hidden charges/making it hard to cancel services
[N=368]

	Total	White	Minority Ethnic	Under 20,000	20,000-39,999	40,000-69,999	70,000+	Less than £5,000	£5,000-£19,999	£20,000-£49,999	£50,000-£99,999	£100,000 and above	None	Christian	Other	Own	Rent	Other
They are being too tough on this group	3	3	3	6	0	6	4	2	3	4	0	17	3	3	0	4	2	0
They are getting the balance about right with this group	9	7	31	2	7	15	23	7	5	14	32	23	8	6	16	7	8	6
They are not being tough enough on this group	70	71	53	71	72	63	62	75	77	53	53	51	71	72	63	74	66	70
Don't know	19	19	13	22	21	16	12	16	15	28	15	10	18	19	21	16	24	24

Businesses who treat their employees badly
[N=407]

	Total	White	Minority Ethnic	Under 20,000	20,000-39,999	40,000-69,999	70,000+	Less than £5,000	£5,000-£19,999	£20,000-£49,999	£50,000-£99,999	£100,000 and above	None	Christian	Other	Own	Rent	Other
They are being too tough on this group	4	3	4	3	2	7	4	3	1	0	10	19	4	2	4	5	1	6
They are getting the balance about right with this group	21	21	22	23	11	31	36	17	26	50	24	46	22	20	17	19	22	21
They are not being tough enough on this group	57	57	57	54	62	54	53	66	49	37	56	32	57	56	69	58	55	57
Don't know	19	19	16	20	26	8	6	14	24	13	10	2	17	21	10	19	21	16

Businesses who don't pay the minimum wage
[N=390]

	Total	White	Minority Ethnic	Under 20,000	20,000-39,999	40,000-69,999	70,000+	Less than £5,000	£5,000-£19,999	£20,000-£49,999	£50,000-£99,999	£100,000 and above	None	Christian	Other	Own	Rent	Other
They are being too tough on this group	4	4	3	4	2	7	3	2	5	0	0	23	4	3	8	5	2	2
They are getting the balance about right with this group	19	18	34	11	22	22	27	18	16	14	38	39	18	17	29	19	17	24
They are not being tough enough on this group	53	54	42	70	41	49	47	54	56	51	55	34	49	61	49	57	49	54
Don't know	24	24	21	16	34	22	23	25	23	35	7	4	28	20	13	20	33	20

People committing anti-social behaviour
[N=427]

	Total	White	Minority Ethnic	Under 20,000	20,000-39,999	40,000-69,999	70,000+	Less than £5,000	£5,000-£19,999	£20,000-£49,999	£50,000-£99,999	£100,000 and above	None	Christian	Other	Own	Rent	Other
They are being too tough on this group	5	4	17	0	1	12	4	4	0	8	0	20	5	4	7	4	4	0
They are getting the balance about right with this group	16	15	24	16	15	22	25	22	8	19	26	30	17	13	14	15	19	7
They are not being tough enough on this group	69	71	47	77	71	58	60	66	83	50	74	49	68	74	44	73	61	91
Don't know	10	10	12	7	12	8	10	8	10	23	0	1	10	9	35	8	16	2

Water companies who pollute rivers
[N=432]

	Total	White	Minority Ethnic	Under 20,000	20,000-39,999	40,000-69,999	70,000+	Less than £5,000	£5,000-£19,999	£20,000-£49,999	£50,000-£99,999	£100,000 and above	None	Christian	Other	Own	Rent	Other
They are being too tough on this group	4	3	5	5	1	8	5	4	0	5	4	27	2	3	0	6	0	4
They are getting the balance about right with this group	14	12	39	10	13	24	22	15	21	14	27	33	9	19	18	12	16	18
They are not being tough enough on this group	67	68	49	73	68	55	51	67	64	68	52	41	70	66	73	68	66	66
Don't know	15	16	7	11	18	13	21	14	15	13	17	0	19	11	9	14	18	11

Oil and gas companies making large profits
[N=409]

	Total	White	Minority Ethnic	Under 20,000	20,000-39,999	40,000-69,999	70,000+	Less than £5,000	£5,000-£19,999	£20,000-£49,999	£50,000-£99,999	£100,000 and above	None	Christian	Other	Own	Rent	Other
They are being too tough on this group	4	3	13	1	2	7	8	6	5	7	3	2	2	3	7	3	4	8
They are getting the balance about right with this group	17	17	21	10	8	35	27	10	8	27	32	64	19	14	11	20	11	18
They are not being tough enough on this group	69	70	58	77	74	52	57	75	78	62	64	30	71	72	70	68	71	66
Don't know	10	10	7	12	16	6	9	9	10	3	0	3	8	11	12	9	14	8

Residents and organisations who consistently oppose development ('NIMBYs')
[N=424]

	Total	White	Minority Ethnic	Under 20,000	20,000-39,999	40,000-69,999	70,000+	Less than £5,000	£5,000-£19,999	£20,000-£49,999	£50,000-£99,999	£100,000 and above	None	Christian	Other	Own	Rent	Other
They are being too tough on this group	10	11	4	8	7	10	17	4	11	20	8	32	11	7	13	13	4	14
They are getting the balance about right with this group	23	21	47	18	19	38	19	24	26	22	20	32	21	24	27	23	24	6
They are not being tough enough on this group	23	23	18	25	22	14	32	24	18	20	35	11	21	26	21	22	23	29
Don't know	44	46	31	48	52	37	32	48	45	38	37	25	47	43	39	41	49	51

www.yougov.com

Sample Size: 965 adults who voted Labour in 2024, and are now Reform UK curious (5+ on 0-10 consideration scale)
Fieldwork: 13th - 27th March 2025

	Total	Westminster VI				Vote in 2019		Vote in 2017		Lab19 - Lab24 (Labour Loyalist)	NotLab19 - Lab24 (Labour Joiner)	Seats where Labour won, Reform came	Red Wall	Blue Wall	Past vote 2016	
		Con	Lab	Lib Dem	Ref UK	Con	Lab	Con	Lab						Remain	Leave
Weighted Sample	965	68	219	43	382	257	384	200	380	384	377	183	71	59	266	477
Unweighted Sample	965	69	200	49	403	297	399	243	403	399	418	180	74	62	283	526
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Trade Unions seeking to organise strike action
[N=427]

	Total	Con	Lab	Lib Dem	Ref UK	Con	Lab	Con	Lab	LabLoy	LabJoin	Reform	Red Wall	Blue Wall	Remain	Leave
They are being too tough on this group	10	4	26	0	5	2	11	2	8	11	3	8	4	19	11	5
They are getting the balance about right with this group	33	24	38	45	31	27	39	25	36	39	30	41	45	37	33	32
They are not being tough enough on this group	28	46	18	38	35	45	21	49	21	21	38	20	10	36	29	31
Don't know	29	27	18	17	28	25	28	24	34	28	29	32	41	7	28	32

Campaign groups who organise disruptive protests
[N=452]

	Total	Con	Lab	Lib Dem	Ref UK	Con	Lab	Con	Lab	LabLoy	LabJoin	Reform	Red Wall	Blue Wall	Remain	Leave
They are being too tough on this group	7	3	16	0	7	4	9	5	5	9	3	5	9	11	5	6
They are getting the balance about right with this group	22	18	36	31	16	20	28	20	23	28	20	16	10	36	27	19
They are not being tough enough on this group	53	74	36	56	63	66	47	67	50	47	60	49	49	45	60	54
Don't know	17	6	12	12	14	10	17	8	22	17	18	29	31	7	9	20

People who claim benefits when they don't need to
[N=416]

	Total	Con	Lab	Lib Dem	Ref UK	Con	Lab	Con	Lab	LabLoy	LabJoin	Reform	Red Wall	Blue Wall	Remain	Leave
They are being too tough on this group	10	3	22	5	7	3	13	3	12	13	5	10	2	24	8	8
They are getting the balance about right with this group	19	20	25	37	20	21	21	20	16	21	16	18	15	22	24	15
They are not being tough enough on this group	57	73	36	53	61	64	53	68	57	53	67	60	75	51	58	63
Don't know	14	4	17	5	13	12	13	9	15	13	12	13	9	3	11	14

Publicly funded bodies who spend money wastefully
[N=409]

	Total	Con	Lab	Lib Dem	Ref UK	Con	Lab	Con	Lab	LabLoy	LabJoin	Reform	Red Wall	Blue Wall	Remain	Leave
They are being too tough on this group	5	4	15	0	2	1	6	3	3	6	1	2	0	3	4	2
They are getting the balance about right with this group	15	8	26	23	11	6	20	6	14	20	7	9	22	35	19	12
They are not being tough enough on this group	63	72	47	74	76	82	53	82	62	53	81	65	58	60	58	70
Don't know	17	16	12	4	12	10	21	8	21	21	11	24	21	2	18	15

Asylum seekers crossing the channel illegally on small boats
[N=399]

	Total	Con	Lab	Lib Dem	Ref UK	Con	Lab	Con	Lab	LabLoy	LabJoin	Reform	Red Wall	Blue Wall	Remain	Leave
They are being too tough on this group	7	0	16	0	4	1	8	2	6	8	1	10	0	10	6	4
They are getting the balance about right with this group	11	0	29	0	4	1	16	2	7	16	2	13	7	24	11	3
They are not being tough enough on this group	73	96	42	90	89	95	66	89	80	66	93	73	89	64	73	88
Don't know	9	4	13	10	3	3	10	7	8	10	4	4	4	2	10	5

Migrants who do not integrate into British society
[N=409]

	Total	Con	Lab	Lib Dem	Ref UK	Con	Lab	Con	Lab	LabLoy	LabJoin	Reform	Red Wall	Blue Wall	Remain	Leave
They are being too tough on this group	7	0	26	0	1	1	9	1	6	9	1	2	2	21	5	3
They are getting the balance about right with this group	10	8	25	0	6	4	14	5	9	14	6	9	11	15	11	5
They are not being tough enough on this group	71	80	35	94	86	81	68	81	74	68	79	83	81	48	73	81
Don't know	12	12	14	6	6	14	9	12	11	9	14	6	6	16	11	11

Pensioners who receive benefits when they don't need them
[N=421]

	Total	Con	Lab	Lib Dem	Ref UK	Con	Lab	Con	Lab	LabLoy	LabJoin	Reform	Red Wall	Blue Wall	Remain	Leave
They are being too tough on this group	22	25	15	44	23	25	24	25	29	24	25	24	27	26	22	25
They are getting the balance about right with this group	29	13	41	19	34	34	28	33	31	28	34	31	36	43	37	27
They are not being tough enough on this group	23	26	25	14	23	20	23	14	20	23	18	21	21	23	17	22
Don't know	25	36	19	24	20	21	24	28	20	24	23	24	17	8	24	26

Sample Size: 965 adults who voted Labour in 2024, and are now Reform U
Fieldwork: 13th - 27th March 2025

	Total	Low (0-2)	Medium (3-7)	High (8-10)	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	North	Midlands	London	Rest of South	England	Wales	Scotland	Low	Med	High
		Political Attention			**Gender**		**Age**				**Social Grade**		**Region in England**				**Country**			**Education**		
Weighted Sample	965	175	584	205	500	465	77	420	257	211	456	509	290	132	110	233	765	42	157	383	366	216
Unweighted Sample	965	72	648	245	478	487	25	352	326	262	479	486	300	148	88	257	793	37	135	399	328	238
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Trade Unions seeking to organise strike action
[N=427]

	Total	Low (0-2)	Medium (3-7)	High (8-10)	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	North	Midlands	London	Rest of South	England	Wales	Scotland	Low	Med	High
They are being too tough on this group	10	5	5	23	13	6	34	9	5	3	9	10	2	5	34	7	9	36	5	6	15	6
They are getting the balance about right with this group	33	20	35	36	41	24	39	38	32	23	34	33	40	44	27	27	34	35	28	24	38	43
They are not being tough enough on this group	28	25	28	29	26	31	23	18	35	40	31	26	23	26	9	37	26	5	43	30	28	26
Don't know	29	49	31	12	20	40	4	35	28	34	27	31	35	26	29	29	30	25	24	40	20	25

Campaign groups who organise disruptive protests
[N=452]

	Total	Low (0-2)	Medium (3-7)	High (8-10)	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	North	Midlands	London	Rest of South	England	Wales	Scotland	Low	Med	High
They are being too tough on this group	7	0	5	20	10	4	30	7	5	3	7	8	4	3	25	8	8	24	0	2	14	6
They are getting the balance about right with this group	22	17	19	35	24	20	35	23	21	18	28	17	23	23	28	26	25	29	10	18	24	25
They are not being tough enough on this group	53	60	57	35	54	52	27	45	60	70	50	56	54	54	35	54	51	32	67	64	47	45
Don't know	17	23	18	9	12	23	7	25	14	9	15	19	20	19	13	12	16	16	23	16	15	23

People who claim benefits when they don't need to
[N=416]

	Total	Low (0-2)	Medium (3-7)	High (8-10)	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	North	Midlands	London	Rest of South	England	Wales	Scotland	Low	Med	High
They are being too tough on this group	10	10	8	16	11	9	26	12	6	4	10	10	10	1	29	12	12	5	3	9	14	4
They are getting the balance about right with this group	19	5	19	31	24	14	35	22	13	15	22	17	19	24	39	15	22	22	7	16	21	22
They are not being tough enough on this group	57	58	62	40	52	62	11	55	63	70	57	57	59	59	18	53	52	57	79	59	58	50
Don't know	14	27	11	13	13	16	28	11	18	11	11	17	12	16	14	19	15	17	11	17	7	23

Publicly funded bodies who spend money wastefully
[N=409]

	Total	Low (0-2)	Medium (3-7)	High (8-10)	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	North	Midlands	London	Rest of South	England	Wales	Scotland	Low	Med	High
They are being too tough on this group	5	0	2	18	7	3	26	6	1	0	9	2	1	9	28	2	6	0	0	1	10	6
They are getting the balance about right with this group	15	6	14	26	17	12	19	24	6	6	20	10	15	8	32	14	16	10	11	7	19	23
They are not being tough enough on this group	63	56	71	47	61	65	49	46	77	85	56	69	63	70	28	64	60	50	81	71	58	53
Don't know	17	38	13	10	15	20	5	24	16	9	15	19	21	13	12	19	18	41	8	21	13	18

Asylum seekers crossing the channel illegally on small boats
[N=399]

	Total	Low (0-2)	Medium (3-7)	High (8-10)	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	North	Midlands	London	Rest of South	England	Wales	Scotland	Low	Med	High
They are being too tough on this group	7	10	3	18	8	6	22	9	3	2	11	4	7	1	22	2	7	17	5	1	13	8
They are getting the balance about right with this group	11	10	6	26	14	7	30	15	1	1	14	7	7	12	42	3	12	6	1	5	15	12
They are not being tough enough on this group	73	56	85	51	73	72	23	65	89	96	63	82	82	77	35	75	72	67	82	85	68	60
Don't know	9	24	6	5	5	15	24	11	7	1	11	8	5	10	1	20	9	10	11	9	4	20

Migrants who do not integrate into British society
[N=409]

	Total	Low (0-2)	Medium (3-7)	High (8-10)	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	North	Midlands	London	Rest of South	England	Wales	Scotland	Low	Med	High
They are being too tough on this group	7	7	2	19	9	5	37	10	0	0	14	2	5	2	35	3	8	0	2	3	11	10
They are getting the balance about right with this group	10	8	6	21	12	7	32	12	5	4	11	9	11	8	30	6	11	11	0	7	12	11
They are not being tough enough on this group	71	65	80	54	69	74	31	64	82	83	66	75	74	76	30	71	68	83	88	78	67	64
Don't know	12	20	12	6	10	15	0	13	13	13	9	14	10	14	5	19	13	6	11	12	11	15

Pensioners who receive benefits when they don't need them
[N=421]

	Total	Low (0-2)	Medium (3-7)	High (8-10)	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	North	Midlands	London	Rest of South	England	Wales	Scotland	Low	Med	High
They are being too tough on this group	22	18	25	20	19	26	0	20	28	29	24	21	27	19	29	18	23	21	20	20	27	20
They are getting the balance about right with this group	29	14	31	38	38	20	26	29	28	32	30	28	30	39	32	26	30	24	25	30	28	29
They are not being tough enough on this group	23	29	19	29	22	25	45	21	25	18	26	21	20	25	20	27	23	31	22	24	23	22
Don't know	25	38	24	14	21	29	29	30	20	20	20	30	24	17	20	29	24	24	33	26	23	28

www.yougov.com

Sample Size: 965 adults who voted Labour in 2024, and are now Reform U
Fieldwork: 13th - 27th March 2025

	Total	Ethnicity		House Tenure				Savings Amount					Religion			House Tenure		
		White	Minority Ethnic	Under 20,000	20,000 - 39,999	40,000 - 69,999	70,000+	Less than £5,000	£5,000 - £19,999	£20,000 - £49,999	£50,000 - £99,999	£100,000 and above	None	Christian	Other	Own	Rent	Other
Weighted Sample	965	884	66	203	280	230	104	383	109	71	38	67	509	378	35	534	340	74
Unweighted Sample	965	884	62	220	270	204	111	367	109	78	42	63	473	413	35	560	335	54
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Trade Unions seeking to organise strike action
[N=427]

They are being too tough on this group	10	10	10	2	7	20	7	6	5	6	0	35	12	6	15	11	6	15
They are getting the balance about right with this group	33	33	34	28	32	41	38	36	42	14	46	37	32	36	40	35	31	36
They are not being tough enough on this group	28	27	42	32	29	21	31	28	36	47	46	18	25	32	41	29	30	19
Don't know	29	31	13	38	32	18	24	31	17	33	7	10	31	26	4	26	34	30

Campaign groups who organise disruptive protests
[N=452]

They are being too tough on this group	7	8	0	4	6	13	5	3	4	6	19	32	10	3	10	8	3	20
They are getting the balance about right with this group	22	22	25	22	19	31	21	25	22	26	13	33	21	22	8	22	22	24
They are not being tough enough on this group	53	52	57	57	57	41	61	55	52	57	60	35	54	52	69	55	54	36
Don't know	17	18	18	17	17	16	13	17	22	12	8	0	15	22	13	15	21	20

People who claim benefits when they don't need to
[N=416]

They are being too tough on this group	10	9	19	20	6	15	3	9	5	7	5	43	11	8	10	11	7	12
They are getting the balance about right with this group	19	19	21	10	16	25	31	20	20	22	25	24	22	16	0	15	24	28
They are not being tough enough on this group	57	57	46	45	61	54	57	56	69	61	56	28	53	60	59	66	43	47
Don't know	14	15	15	26	18	6	9	15	6	11	14	6	14	16	31	8	27	13

Publicly funded bodies who spend money wastefully
[N=409]

They are being too tough on this group	5	5	7	4	1	12	6	5	5	5	4	26	6	2	5	6	4	0
They are getting the balance about right with this group	15	15	20	6	17	23	20	20	10	8	29	13	13	15	15	13	16	18
They are not being tough enough on this group	63	62	66	66	63	57	63	61	60	78	52	59	60	69	74	67	59	55
Don't know	17	18	7	24	19	9	11	15	25	9	15	3	21	13	6	14	21	28

Asylum seekers crossing the channel illegally on small boats
[N=399]

They are being too tough on this group	7	7	14	3	5	13	6	5	4	5	0	27	9	3	5	4	5	29
They are getting the balance about right with this group	11	9	30	8	5	22	13	8	5	9	22	39	10	10	9	10	13	6
They are not being tough enough on this group	73	75	41	79	73	61	67	73	87	80	70	34	72	77	70	82	65	51
Don't know	9	9	14	10	17	4	14	14	4	6	8	0	9	10	16	4	17	14

Migrants who do not integrate into British society
[N=409]

They are being too tough on this group	7	6	24	8	3	15	13	9	0	11	0	35	5	7	4	8	5	5
They are getting the balance about right with this group	10	9	16	8	7	24	8	9	3	9	18	21	9	10	19	8	11	15
They are not being tough enough on this group	71	73	47	74	74	54	70	74	88	67	82	40	74	70	61	74	69	62
Don't know	12	12	12	10	17	6	9	8	9	13	0	4	12	13	16	10	15	19

Pensioners who receive benefits when they don't need them
[N=421]

They are being too tough on this group	22	24	10	25	27	18	14	20	23	21	29	37	23	23	11	26	21	14
They are getting the balance about right with this group	29	29	20	26	26	35	40	27	34	35	55	45	29	28	40	34	21	17
They are not being tough enough on this group	23	23	25	22	20	29	34	26	19	32	10	13	26	21	25	22	24	34
Don't know	25	24	45	27	28	18	11	27	23	13	6	5	22	29	24	18	34	35

www.yougov.com

Sample Size: 965 adults who voted Labour in 2024, and are now Reform UK curious (5+ on 0-10 consideration scale)
Fieldwork: 13th - 27th March 2025

	Total	Westminster VI				Vote in 2019		Vote in 2017		Lab19 - Lab24 (Labour Loyalist)	NotLab19 - Lab24 (Labour Joiner)	Seats where Labour won, Reform came	Red Wall	Blue Wall	Past vote 2016	
		Con	Lab	Lib Dem	Ref UK	Con	Lab	Con	Lab						Remain	Leave
Weighted Sample	965	68	219	43	382	257	384	200	380	384	377	183	71	59	266	477
Unweighted Sample	965	69	200	49	403	297	399	243	403	399	418	180	74	62	283	526
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Where would you place your view and the views of these parties on this spectrum?

Yourself

In general, it is usually in the interests of ordinary people that there is MORE regulation placed on businesses	35	29	47	*29*	34	34	36	31	35	36	34	42	38	36	32	34
In general, it is usually in the interests of ordinary people that there is LESS regulation placed on businesses	17	31	21	*13*	19	20	18	24	15	18	18	12	17	27	19	16
Neither	14	11	13	*21*	16	17	14	16	14	14	17	15	15	13	13	16
Don't know	34	29	19	*36*	31	28	33	30	36	33	30	31	29	24	36	35

Labour party

In general, it is usually in the interests of ordinary people that there is MORE regulation placed on businesses	35	34	46	*26*	39	38	37	38	33	37	36	27	41	52	38	32
In general, it is usually in the interests of ordinary people that there is LESS regulation placed on businesses	17	19	20	*17*	17	18	16	17	15	16	18	17	15	23	15	16
Neither	9	7	8	*7*	10	11	9	12	10	9	11	11	6	6	9	10
Don't know	39	40	25	*50*	33	32	38	34	41	38	36	45	38	19	37	42

Reform UK party

In general, it is usually in the interests of ordinary people that there is MORE regulation placed on businesses	16	15	18	*22*	18	18	16	16	15	16	18	15	10	10	13	16
In general, it is usually in the interests of ordinary people that there is LESS regulation placed on businesses	26	32	26	*14*	30	30	25	33	23	25	28	17	37	36	31	24
Neither	12	9	16	*9*	13	12	13	11	13	13	11	14	7	12	14	11
Don't know	47	44	40	*55*	39	40	47	40	49	47	43	54	47	42	42	48

Where would you place your view and the views of these parties on this spectrum?

Yourself

The NHS should remain publicly funded and free at the point of use	69	70	64	*79*	74	73	67	67	72	67	73	76	76	63	66	73
The NHS should move to an insurance-based model, like that in other countries	10	13	16	*6*	11	8	10	11	8	10	9	8	8	17	9	9
Neither	6	6	5	*6*	7	9	6	8	6	6	8	5	5	6	6	7
Don't know	15	11	15	*10*	8	10	17	14	14	17	11	12	11	14	19	11

Labour party

The NHS should remain publicly funded and free at the point of use	50	49	66	*41*	47	51	53	55	46	53	49	53	61	72	49	49
The NHS should move to an insurance-based model, like that in other countries	16	18	13	*20*	21	17	16	13	16	16	17	12	8	10	15	15
Neither	9	7	6	*19*	11	12	8	11	12	8	12	9	5	3	9	12
Don't know	25	26	15	*20*	22	19	23	20	27	23	22	25	26	16	28	24

Reform UK party

The NHS should remain publicly funded and free at the point of use	28	33	22	*30*	36	34	28	33	27	28	29	31	28	26	23	30
The NHS should move to an insurance-based model, like that in other countries	29	23	32	*27*	30	28	29	28	30	29	30	27	36	44	30	28
Neither	10	14	12	*9*	8	11	9	11	9	9	11	12	11	7	8	10
Don't know	34	30	33	*34*	26	27	33	28	34	33	30	30	25	23	38	32

www.yougov.com

Sample Size: 965 adults who voted Labour in 2024, and are now Reform U
Fieldwork: 13th - 27th March 2025

	Total	Political Attention			Gender		Age				Social Grade		Region in England				Country			Education		
		Low (0-2)	Medium (3-7)	High (8-10)	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	North	Midlands	London	Rest of South	England	Wales	Scotland	Low	Med	High
Weighted Sample	965	175	584	205	500	465	77	420	257	211	456	509	290	132	110	233	765	42	157	383	366	216
Unweighted Sample	965	72	648	245	478	487	25	352	326	262	479	486	300	148	88	257	793	37	135	399	328	238
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Where would you place your view and the views of these parties on this spectrum?

Yourself

	Total	Low (0-2)	Medium (3-7)	High (8-10)	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	North	Midlands	London	Rest of South	England	Wales	Scotland	Low	Med	High
In general, it is usually in the interests of ordinary people that there is MORE regulation placed on businesses	35	27	34	47	37	33	55	38	29	30	39	32	33	32	51	37	36	43	27	32	37	38
In general, it is usually in the interests of ordinary people that there is LESS regulation placed on businesses	17	11	16	26	20	14	18	18	18	12	20	15	16	15	24	15	17	11	21	15	17	21
Neither	14	14	15	12	15	13	11	12	16	18	12	16	16	16	11	13	14	12	15	15	14	12
Don't know	34	47	36	16	28	40	16	32	36	39	29	38	35	37	15	35	33	34	37	38	32	30

Labour party

	Total	Low (0-2)	Medium (3-7)	High (8-10)	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	North	Midlands	London	Rest of South	England	Wales	Scotland	Low	Med	High
In general, it is usually in the interests of ordinary people that there is MORE regulation placed on businesses	35	15	35	54	46	25	45	38	34	28	42	29	34	28	48	37	36	12	40	27	40	42
In general, it is usually in the interests of ordinary people that there is LESS regulation placed on businesses	17	16	16	19	18	15	19	17	15	17	18	16	13	16	26	15	16	29	16	16	18	15
Neither	9	6	10	8	8	10	4	7	12	11	7	11	9	9	9	10	9	13	6	12	6	9
Don't know	39	63	39	19	29	50	32	37	40	45	33	44	44	47	17	38	39	45	38	44	36	34

Reform UK party

	Total	Low (0-2)	Medium (3-7)	High (8-10)	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	North	Midlands	London	Rest of South	England	Wales	Scotland	Low	Med	High
In general, it is usually in the interests of ordinary people that there is MORE regulation placed on businesses	16	9	17	19	19	13	16	15	15	18	15	16	14	13	20	18	16	14	16	15	14	21
In general, it is usually in the interests of ordinary people that there is LESS regulation placed on businesses	26	12	26	37	33	18	29	29	25	20	32	20	22	24	27	30	26	17	29	20	30	29
Neither	12	9	12	14	10	13	7	11	10	15	12	12	11	14	14	11	12	21	7	14	10	10
Don't know	47	70	45	31	38	56	48	44	50	47	41	52	52	49	39	41	46	47	48	51	46	40

Where would you place your view and the views of these parties on this spectrum?

Yourself

	Total	Low (0-2)	Medium (3-7)	High (8-10)	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	North	Midlands	London	Rest of South	England	Wales	Scotland	Low	Med	High
The NHS should remain publicly funded and free at the point of use	69	65	73	64	70	69	80	64	72	73	70	69	69	67	56	73	68	84	74	70	69	70
The NHS should move to an insurance-based model, like that in other countries	10	9	8	17	11	8	9	15	7	5	12	8	9	12	23	7	11	2	8	8	11	13
Neither	6	3	6	8	6	6	0	5	7	9	6	6	4	7	10	6	6	5	5	6	6	7
Don't know	15	23	13	11	13	16	11	16	15	12	13	16	18	14	11	14	15	9	13	17	14	10

Labour party

	Total	Low (0-2)	Medium (3-7)	High (8-10)	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	North	Midlands	London	Rest of South	England	Wales	Scotland	Low	Med	High
The NHS should remain publicly funded and free at the point of use	50	20	52	69	60	38	62	49	52	42	58	42	48	45	61	48	50	49	49	38	59	55
The NHS should move to an insurance-based model, like that in other countries	16	16	15	18	14	17	16	18	16	12	15	17	16	19	21	13	16	12	14	17	13	17
Neither	9	11	10	7	8	11	0	9	8	15	8	11	9	8	11	10	10	9	9	14	6	6
Don't know	25	52	24	7	17	34	22	23	25	30	19	31	26	28	7	29	25	30	27	30	22	22

Reform UK party

	Total	Low (0-2)	Medium (3-7)	High (8-10)	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	North	Midlands	London	Rest of South	England	Wales	Scotland	Low	Med	High
The NHS should remain publicly funded and free at the point of use	28	18	30	27	28	27	26	25	29	32	27	28	26	39	30	26	29	27	21	32	24	25
The NHS should move to an insurance-based model, like that in other countries	29	19	27	41	36	22	39	30	29	23	32	26	31	20	37	29	29	30	27	22	33	34
Neither	10	6	11	10	9	11	3	10	8	13	9	10	12	7	11	9	10	10	8	12	7	10
Don't know	34	57	32	21	28	40	33	35	34	32	32	36	31	34	22	37	32	33	44	34	35	32

www.yougov.com

Sample Size: 965 adults who voted Labour in 2024, and are now Reform U
Fieldwork: 13th - 27th March 2025

	Total	Ethnicity		House Tenure				Savings Amount					Religion			House Tenure		
		White	Minority Ethnic	Under 20,000	20,000 - 39,999	40,000 - 69,999	70,000+	Less than £5,000	£5,000 - £19,999	£20,000 - £49,999	£50,000 - £99,999	£100,000 and above	None	Christian	Other	Own	Rent	Other
Weighted Sample	965	884	66	203	280	230	104	383	109	71	38	67	509	378	35	534	340	74
Unweighted Sample	965	884	62	220	270	204	111	367	109	78	42	63	473	413	35	560	335	54
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Where would you place your view and the views of these parties on this spectrum?
Yourself

	Total	White	Minority Ethnic	Under 20,000	20,000 - 39,999	40,000 - 69,999	70,000+	Less than £5,000	£5,000 - £19,999	£20,000 - £49,999	£50,000 - £99,999	£100,000 and above	None	Christian	Other	Own	Rent	Other
In general, it is usually in the interests of ordinary people that there is MORE regulation placed on businesses	35	36	27	35	29	47	39	36	35	36	39	45	39	30	35	34	35	43
In general, it is usually in the interests of ordinary people that there is LESS regulation placed on businesses	17	16	32	15	17	17	25	17	23	23	21	26	14	21	15	19	12	19
Neither	14	14	12	17	15	12	14	13	15	17	21	13	12	18	6	13	15	19
Don't know	34	34	28	33	39	24	21	34	26	24	19	16	35	31	44	34	37	19

Labour party

	Total	White	Minority Ethnic	Under 20,000	20,000 - 39,999	40,000 - 69,999	70,000+	Less than £5,000	£5,000 - £19,999	£20,000 - £49,999	£50,000 - £99,999	£100,000 and above	None	Christian	Other	Own	Rent	Other
In general, it is usually in the interests of ordinary people that there is MORE regulation placed on businesses	35	35	35	30	30	45	48	31	46	32	46	74	36	35	23	41	27	29
In general, it is usually in the interests of ordinary people that there is LESS regulation placed on businesses	17	16	19	22	15	17	18	21	10	30	18	4	15	18	18	13	21	15
Neither	9	9	12	11	10	7	8	9	13	15	12	2	7	12	17	8	10	15
Don't know	39	40	33	38	45	31	25	39	31	23	24	20	42	35	43	38	41	40

Reform UK party

	Total	White	Minority Ethnic	Under 20,000	20,000 - 39,999	40,000 - 69,999	70,000+	Less than £5,000	£5,000 - £19,999	£20,000 - £49,999	£50,000 - £99,999	£100,000 and above	None	Christian	Other	Own	Rent	Other
In general, it is usually in the interests of ordinary people that there is MORE regulation placed on businesses	16	15	23	22	16	13	17	18	18	18	10	18	13	17	22	14	20	12
In general, it is usually in the interests of ordinary people that there is LESS regulation placed on businesses	26	27	19	20	22	32	38	24	25	42	42	34	27	25	14	27	22	36
Neither	12	11	19	16	11	10	12	15	15	15	16	5	8	16	14	11	13	10
Don't know	47	47	39	42	51	45	32	44	42	25	32	43	52	42	50	48	46	42

Where would you place your view and the views of these parties on this spectrum?
Yourself

	Total	White	Minority Ethnic	Under 20,000	20,000 - 39,999	40,000 - 69,999	70,000+	Less than £5,000	£5,000 - £19,999	£20,000 - £49,999	£50,000 - £99,999	£100,000 and above	None	Christian	Other	Own	Rent	Other
The NHS should remain publicly funded and free at the point of use	69	71	63	72	70	69	69	69	74	60	66	75	71	69	66	70	69	74
The NHS should move to an insurance-based model, like that in other countries	10	9	18	4	10	14	20	11	11	23	19	5	8	12	14	9	11	9
Neither	6	5	14	8	6	5	2	7	2	9	1	3	5	6	16	5	7	7
Don't know	15	15	5	16	14	12	9	13	12	7	14	17	16	12	3	16	14	11

Labour party

	Total	White	Minority Ethnic	Under 20,000	20,000 - 39,999	40,000 - 69,999	70,000+	Less than £5,000	£5,000 - £19,999	£20,000 - £49,999	£50,000 - £99,999	£100,000 and above	None	Christian	Other	Own	Rent	Other
The NHS should remain publicly funded and free at the point of use	50	50	43	37	48	55	71	46	54	61	55	76	52	48	33	55	40	49
The NHS should move to an insurance-based model, like that in other countries	16	15	27	21	12	20	15	19	17	18	15	6	14	16	28	12	20	14
Neither	9	9	20	13	10	6	2	9	4	6	13	2	7	13	20	8	13	4
Don't know	25	27	10	30	31	18	11	26	25	16	17	16	27	24	19	24	27	32

Reform UK party

	Total	White	Minority Ethnic	Under 20,000	20,000 - 39,999	40,000 - 69,999	70,000+	Less than £5,000	£5,000 - £19,999	£20,000 - £49,999	£50,000 - £99,999	£100,000 and above	None	Christian	Other	Own	Rent	Other
The NHS should remain publicly funded and free at the point of use	28	28	28	32	28	21	38	31	24	31	38	23	25	30	25	28	30	11
The NHS should move to an insurance-based model, like that in other countries	29	29	36	25	27	34	30	27	28	44	30	40	29	29	29	27	27	47
Neither	10	9	16	12	8	12	8	12	7	3	7	5	8	11	22	8	12	6
Don't know	34	35	20	32	37	33	24	31	41	21	25	32	38	30	24	36	30	36

www.yougov.com

Sample Size: 965 adults who voted Labour in 2024, and are now Reform UK curious (5+ on 0-10 consideration scale)
Fieldwork: 13th - 27th March 2025

	Total	Westminster VI Con	Westminster VI Lab	Westminster VI Lib Dem	Westminster VI Ref UK	Vote in 2019 Con	Vote in 2019 Lab	Vote in 2017 Con	Vote in 2017 Lab	Lab19-Lab24 (Labour Loyalist)	NotLab19-Lab24 (Labour Joiner)	Seats where Labour won, Reform came	Red Wall	Blue Wall	Past vote 2016 Remain	Past vote 2016 Leave
Weighted Sample	965	68	219	43	382	257	384	200	380	384	377	183	71	59	266	477
Unweighted Sample	965	69	200	49	403	297	399	243	403	399	418	180	74	62	283	526
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Where would you place your view and the views of these parties on this spectrum?

Yourself

	Total	Con	Lab	Lib Dem	Ref UK	Con	Lab	Con	Lab	Lab Loy	NotLab Join	Seats	Red Wall	Blue Wall	Remain	Leave
Right now, the priority should be investing in front-line public services – even if that means raising taxes on ordinary people	28	23	40	26	28	28	30	27	30	30	27	35	43	25	25	29
Right now, the priority should be cutting taxes on ordinary people – even if that means cutting spending on front-line	28	36	27	33	31	32	27	30	24	27	29	22	19	34	30	27
Neither	16	19	13	16	17	17	15	16	16	15	18	13	15	9	15	17
Don't know	29	22	21	25	24	23	29	27	30	29	26	31	24	32	30	27

Labour party

	Total	Con	Lab	Lib Dem	Ref UK	Con	Lab	Con	Lab	Lab Loy	NotLab Join	Seats	Red Wall	Blue Wall	Remain	Leave
Right now, the priority should be investing in front-line public services – even if that means raising taxes on ordinary people	46	47	52	41	52	50	46	50	43	46	47	41	56	57	47	44
Right now, the priority should be cutting taxes on ordinary people – even if that means cutting spending on front-line	15	14	20	19	16	13	18	15	16	18	15	20	8	18	18	14
Neither	7	13	5	3	8	10	7	10	8	7	9	5	8	4	6	10
Don't know	32	26	23	37	24	27	29	26	33	29	29	34	28	21	29	32

Reform UK party

	Total	Con	Lab	Lib Dem	Ref UK	Con	Lab	Con	Lab	Lab Loy	NotLab Join	Seats	Red Wall	Blue Wall	Remain	Leave
Right now, the priority should be investing in front-line public services – even if that means raising taxes on ordinary people	14	9	22	6	16	13	17	13	15	17	13	16	20	14	12	15
Right now, the priority should be cutting taxes on ordinary people – even if that means cutting spending on front-line	32	35	29	41	40	35	29	38	27	29	34	31	30	47	33	30
Neither	11	17	10	14	11	13	12	12	12	12	13	5	10	8	13	11
Don't know	43	39	39	39	33	38	42	36	45	42	40	47	40	31	42	44

Where would you place your view and the views of these parties on this spectrum?

Yourself

	Total	Con	Lab	Lib Dem	Ref UK	Con	Lab	Con	Lab	Lab Loy	NotLab Join	Seats	Red Wall	Blue Wall	Remain	Leave
Overall, Britain having more millionaires and billionaires would be a bad sign for everyone else – they are probably getting rich at other people's expense	42	40	46	46	38	32	43	31	45	43	35	44	36	52	37	40
Overall, Britain having more millionaires and billionaires would be a good sign for everyone else – they are probably getting rich creating something of value that benefits the wider economy	19	24	23	9	24	24	19	24	17	19	22	13	25	27	23	19
Neither	12	15	12	16	15	16	11	15	12	11	14	12	15	11	14	13
Don't know	26	20	19	29	24	28	27	30	27	27	29	30	23	10	26	28

Labour party

	Total	Con	Lab	Lib Dem	Ref UK	Con	Lab	Con	Lab	Lab Loy	NotLab Join	Seats	Red Wall	Blue Wall	Remain	Leave
Overall, Britain having more millionaires and billionaires would be a bad sign for everyone else – they are probably getting rich at other people's expense	29	24	43	21	30	28	31	30	26	31	27	26	33	49	31	26
Overall, Britain having more millionaires and billionaires would be a good sign for everyone else – they are probably getting rich creating something of value that benefits the wider economy	26	28	28	31	30	25	29	24	28	29	25	26	20	23	26	27
Neither	11	19	11	9	11	13	9	11	11	9	12	12	15	10	10	10
Don't know	33	29	18	39	29	34	32	35	35	32	36	36	33	19	32	37

Reform UK party

	Total	Con	Lab	Lib Dem	Ref UK	Con	Lab	Con	Lab	Lab Loy	NotLab Join	Seats	Red Wall	Blue Wall	Remain	Leave
Overall, Britain having more millionaires and billionaires would be a bad sign for everyone else – they are probably getting rich at other people's expense	17	12	20	23	18	15	17	17	18	17	15	13	13	12	14	18
Overall, Britain having more millionaires and billionaires would be a good sign for everyone else – they are probably getting rich creating something of value that benefits the wider economy	33	40	35	20	38	37	33	35	28	33	34	30	35	27	37	30
Neither	12	17	16	14	11	12	11	11	13	11	12	16	21	21	14	12
Don't know	38	30	30	42	33	36	38	37	41	38	38	41	32	40	35	40

www.yougov.com

	Total	Political Attention			Gender		Age				Social Grade		Region in England				Country			Education		
		Low (0-2)	Medium (3-7)	High (8-10)	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	North	Midlands	London	Rest of South	England	Wales	Scotland	Low	Med	High
Weighted Sample	965	175	584	205	500	465	77	420	257	211	456	509	290	132	110	233	765	42	157	383	366	216
Unweighted Sample	965	72	648	245	478	487	25	352	326	262	479	486	300	148	88	257	793	37	135	399	328	238
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Where would you place your view and the views of these parties on this spectrum?

Yourself

	Total	Low (0-2)	Medium (3-7)	High (8-10)	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	North	Midlands	London	Rest of South	England	Wales	Scotland	Low	Med	High
Right now, the priority should be investing in front-line public services – even if that means raising taxes on ordinary people	28	19	27	38	30	25	38	26	27	29	28	28	29	25	37	26	28	40	22	27	32	23
Right now, the priority should be cutting taxes on ordinary people – even if that means cutting spending on front-line	28	26	26	34	31	24	32	29	26	25	32	24	20	28	33	33	27	22	33	24	27	35
Neither	16	12	17	17	15	17	13	17	15	16	17	15	15	21	11	13	15	15	21	16	16	16
Don't know	29	44	30	11	24	33	17	28	32	30	23	33	36	26	19	29	30	23	24	34	25	26

Labour party

	Total	Low (0-2)	Medium (3-7)	High (8-10)	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	North	Midlands	London	Rest of South	England	Wales	Scotland	Low	Med	High
Right now, the priority should be investing in front-line public services – even if that means raising taxes on ordinary people	46	24	46	63	53	37	60	47	47	36	50	42	44	41	57	42	45	49	50	38	51	51
Right now, the priority should be cutting taxes on ordinary people – even if that means cutting spending on front-line	15	10	15	20	17	13	13	15	14	18	16	15	13	16	22	14	15	18	14	17	14	15
Neither	7	3	9	5	5	9	0	6	7	11	7	7	7	10	4	8	7	8	5	7	8	6
Don't know	32	62	30	12	24	41	27	32	31	36	27	36	36	33	17	35	33	25	31	39	28	28

Reform UK party

	Total	Low (0-2)	Medium (3-7)	High (8-10)	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	North	Midlands	London	Rest of South	England	Wales	Scotland	Low	Med	High
Right now, the priority should be investing in front-line public services – even if that means raising taxes on ordinary people	14	9	14	20	15	13	6	16	15	14	14	14	16	16	19	14	16	5	10	14	13	17
Right now, the priority should be cutting taxes on ordinary people – even if that means cutting spending on front-line	32	19	31	46	38	25	45	32	32	27	35	29	31	30	26	32	30	43	36	26	35	36
Neither	11	2	13	11	10	12	6	12	10	13	11	11	8	13	12	11	11	17	11	10	11	12
Don't know	43	70	42	23	37	49	42	41	43	47	40	46	45	40	43	43	43	35	44	50	40	35

Where would you place your view and the views of these parties on this spectrum?

Yourself

	Total	Low (0-2)	Medium (3-7)	High (8-10)	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	North	Midlands	London	Rest of South	England	Wales	Scotland	Low	Med	High
Overall, Britain having more millionaires and billionaires would be a bad sign for everyone else – they are probably getting rich at other people's expense	42	37	42	44	38	46	64	46	38	30	46	38	39	41	51	39	41	64	39	32	45	53
Overall, Britain having more millionaires and billionaires would be a good sign for everyone else – they are probably getting rich creating something of value that benefits the wider economy	19	5	19	31	25	13	17	19	20	19	23	16	16	21	25	19	19	0	27	15	24	19
Neither	12	11	14	9	14	10	8	11	12	17	11	14	11	15	8	14	12	12	12	16	9	11
Don't know	26	46	24	15	22	31	11	24	30	34	21	32	33	23	16	28	28	24	22	36	21	17

Labour party

	Total	Low (0-2)	Medium (3-7)	High (8-10)	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	North	Midlands	London	Rest of South	England	Wales	Scotland	Low	Med	High
Overall, Britain having more millionaires and billionaires would be a bad sign for everyone else – they are probably getting rich at other people's expense	29	17	25	49	36	21	56	28	28	22	34	24	29	25	51	24	30	15	28	23	36	28
Overall, Britain having more millionaires and billionaires would be a good sign for everyone else – they are probably getting rich creating something of value that benefits the wider economy	26	13	30	27	28	25	17	30	27	20	27	25	25	26	26	25	25	31	29	24	26	31
Neither	11	11	12	11	12	10	15	11	9	15	11	12	11	13	7	17	13	12	6	12	12	10
Don't know	33	59	33	13	24	44	11	31	36	42	28	38	35	36	16	34	32	41	37	42	26	31

Reform UK party

	Total	Low (0-2)	Medium (3-7)	High (8-10)	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	North	Midlands	London	Rest of South	England	Wales	Scotland	Low	Med	High
Overall, Britain having more millionaires and billionaires would be a bad sign for everyone else – they are probably getting rich at other people's expense	17	11	17	21	16	17	17	18	14	16	17	16	16	15	23	17	17	14	15	15	18	17
Overall, Britain having more millionaires and billionaires would be a good sign for everyone else – they are probably getting rich creating something of value that benefits the wider economy	33	17	33	45	39	26	43	34	31	28	39	27	28	33	35	32	31	24	43	24	39	38
Neither	12	11	13	12	14	10	12	12	12	12	13	12	13	13	13	11	12	20	9	14	12	10
Don't know	38	61	37	22	30	47	28	35	43	43	31	45	43	39	29	40	39	42	33	47	32	34

Sample Size: 965 adults who voted Labour in 2024, and are now Reform U
Fieldwork: 13th - 27th March 2025

	Total	Ethnicity		House Tenure				Savings Amount					Religion			House Tenure		
		White	Minority Ethnic	Under 20,000	20,000 - 39,999	40,000 - 69,999	70,000+	Less than £5,000	£5,000 - £19,999	£20,000 - £49,999	£50,000 - £99,999	£100,000 and above	None	Christian	Other	Own	Rent	Other
Weighted Sample	965	884	66	203	280	230	104	383	109	71	38	67	509	378	35	534	340	74
Unweighted Sample	965	884	62	220	270	204	111	367	109	78	42	63	473	413	35	560	335	54
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Where would you place your view and the views of these parties on this spectrum?

Yourself

	Total	White	Minority Ethnic	Under 20,000	20,000 - 39,999	40,000 - 69,999	70,000+	Less than £5,000	£5,000 - £19,999	£20,000 - £49,999	£50,000 - £99,999	£100,000 and above	None	Christian	Other	Own	Rent	Other
Right now, the priority should be investing in front-line public services – even if that means raising taxes on ordinary people	28	28	23	27	26	37	26	28	30	19	25	45	28	29	22	30	25	24
Right now, the priority should be cutting taxes on ordinary people – even if that means cutting spending on front-line	28	27	42	23	29	30	34	29	30	38	33	27	27	28	28	28	28	23
Neither	16	16	16	19	15	14	20	15	18	17	24	9	17	15	15	15	17	18
Don't know	29	29	19	32	30	19	20	28	22	26	19	18	28	28	35	27	30	34

Labour party

	Total	White	Minority Ethnic	Under 20,000	20,000 - 39,999	40,000 - 69,999	70,000+	Less than £5,000	£5,000 - £19,999	£20,000 - £49,999	£50,000 - £99,999	£100,000 and above	None	Christian	Other	Own	Rent	Other
Right now, the priority should be investing in front-line public services – even if that means raising taxes on ordinary people	46	46	47	37	45	54	54	45	52	45	51	74	49	41	63	47	42	51
Right now, the priority should be cutting taxes on ordinary people – even if that means cutting spending on front-line	15	14	25	19	11	19	19	17	14	21	15	11	12	21	2	14	19	4
Neither	7	7	5	8	7	5	4	7	7	9	7	3	6	9	8	8	6	4
Don't know	32	33	23	36	36	23	23	30	27	26	27	13	34	29	27	31	33	41

Reform UK party

	Total	White	Minority Ethnic	Under 20,000	20,000 - 39,999	40,000 - 69,999	70,000+	Less than £5,000	£5,000 - £19,999	£20,000 - £49,999	£50,000 - £99,999	£100,000 and above	None	Christian	Other	Own	Rent	Other
Right now, the priority should be investing in front-line public services – even if that means raising taxes on ordinary people	14	13	21	18	11	15	21	16	12	14	16	18	12	17	18	15	15	10
Right now, the priority should be cutting taxes on ordinary people – even if that means cutting spending on front-line	32	32	38	26	32	36	39	33	37	42	34	34	34	29	29	31	30	39
Neither	11	11	14	10	12	11	6	13	11	7	12	11	8	14	11	11	12	6
Don't know	43	44	27	46	45	39	33	38	40	37	38	37	46	40	42	43	43	45

Where would you place your view and the views of these parties on this spectrum?

Yourself

	Total	White	Minority Ethnic	Under 20,000	20,000 - 39,999	40,000 - 69,999	70,000+	Less than £5,000	£5,000 - £19,999	£20,000 - £49,999	£50,000 - £99,999	£100,000 and above	None	Christian	Other	Own	Rent	Other
Overall, Britain having more millionaires and billionaires would be a bad sign for everyone else – they are probably getting rich at other people's expense	42	42	43	36	43	50	41	48	43	37	26	41	43	40	49	40	42	53
Overall, Britain having more millionaires and billionaires would be a good sign for everyone else – they are probably getting rich creating something of value that benefits the wider economy	19	19	27	18	19	18	34	18	25	22	33	32	17	22	9	22	17	8
Neither	12	12	11	17	10	11	11	9	14	15	19	13	14	11	25	10	14	17
Don't know	26	27	19	29	28	20	14	25	18	27	22	14	27	27	17	27	27	22

Labour party

	Total	White	Minority Ethnic	Under 20,000	20,000 - 39,999	40,000 - 69,999	70,000+	Less than £5,000	£5,000 - £19,999	£20,000 - £49,999	£50,000 - £99,999	£100,000 and above	None	Christian	Other	Own	Rent	Other
Overall, Britain having more millionaires and billionaires would be a bad sign for everyone else – they are probably getting rich at other people's expense	29	29	27	22	24	42	40	26	30	23	32	65	31	27	14	31	23	38
Overall, Britain having more millionaires and billionaires would be a good sign for everyone else – they are probably getting rich creating something of value that benefits the wider economy	26	25	34	30	23	30	28	30	37	30	26	16	25	28	22	25	29	22
Neither	11	11	22	14	12	9	10	12	8	9	20	5	11	11	32	10	13	15
Don't know	33	35	16	35	41	20	22	32	26	38	22	14	34	35	31	35	35	25

Reform UK party

	Total	White	Minority Ethnic	Under 20,000	20,000 - 39,999	40,000 - 69,999	70,000+	Less than £5,000	£5,000 - £19,999	£20,000 - £49,999	£50,000 - £99,999	£100,000 and above	None	Christian	Other	Own	Rent	Other
Overall, Britain having more millionaires and billionaires would be a bad sign for everyone else – they are probably getting rich at other people's expense	17	17	17	20	14	18	16	20	20	9	10	26	16	18	10	16	19	11
Overall, Britain having more millionaires and billionaires would be a good sign for everyone else – they are probably getting rich creating something of value that benefits the wider economy	33	32	41	28	29	41	44	32	32	41	46	31	31	34	43	31	31	49
Neither	12	12	20	13	12	15	9	11	14	11	23	18	12	11	22	11	14	7
Don't know	38	39	21	40	44	27	31	37	33	39	21	25	41	38	25	41	36	33

www.yougov.com

Sample Size: 965 adults who voted Labour in 2024, and are now Reform UK curious (5+ on 0-10 consideration scale)
Fieldwork: 13th - 27th March 2025

	Total	Westminster VI				Vote in 2019		Vote in 2017		Lab19 - Lab24 (Labour Loyalist)	NotLab19 - Lab24 (Labour Joiner)	Seats where Labour won, Reform came	Red Wall	Blue Wall	Past vote 2016	
		Con	Lab	Lib Dem	Ref UK	Con	Lab	Con	Lab						Remain	Leave
Weighted Sample	965	68	219	43	382	257	384	200	380	384	377	183	71	59	266	477
Unweighted Sample	965	69	200	49	403	297	399	243	403	399	418	180	74	62	283	526
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Where would you place your view and the views of these parties on this spectrum?

Yourself

	Total	Con	Lab	Lib Dem	Ref UK	Con	Lab	Con	Lab						Remain	Leave
Britain should not leave the European Convention on Human Rights, and should keep human rights legislation in place, even if it restricts what government can do to reduce immigration	26	42	40	33	20	21	28	19	24	28	21	27	16	33	31	20
Britain should leave the European Convention on Human Rights and repeal relevant human rights legislation if it helps to increase what government can do to reduce immigration	36	32	25	36	50	51	32	53	34	32	47	36	34	35	29	47
Neither	10	12	11	3	10	10	10	8	11	10	10	10	16	12	10	10
Don't know	27	14	23	28	20	18	30	20	32	30	22	27	34	20	30	23

Labour party

	Total	Con	Lab	Lib Dem	Ref UK	Con	Lab	Con	Lab						Remain	Leave
Britain should not leave the European Convention on Human Rights, and should keep human rights legislation in place, even if it restricts what government can do to reduce immigration	44	44	53	34	51	46	45	48	40	45	44	39	52	66	46	44
Britain should leave the European Convention on Human Rights and repeal relevant human rights legislation if it helps to increase what government can do to reduce immigration	15	16	16	25	14	14	16	12	17	16	15	21	14	8	15	17
Neither	8	16	7	3	11	11	9	9	9	9	10	8	7	4	8	9
Don't know	33	24	24	38	23	28	29	31	34	29	31	32	27	22	31	31

Reform UK party

	Total	Con	Lab	Lib Dem	Ref UK	Con	Lab	Con	Lab						Remain	Leave
Britain should not leave the European Convention on Human Rights, and should keep human rights legislation in place, even if it restricts what government can do to reduce immigration	12	9	21	2	11	8	16	8	13	16	9	10	11	13	12	9
Britain should leave the European Convention on Human Rights and repeal relevant human rights legislation if it helps to increase what government can do to reduce immigration	48	46	37	65	62	56	47	58	46	47	56	47	51	57	46	55
Neither	8	22	8	3	7	9	8	7	8	8	8	8	8	9	11	7
Don't know	32	23	34	30	19	26	30	27	32	30	28	34	29	21	31	29

Where would you place your view and the views of these parties on this spectrum?

Yourself

	Total	Con	Lab	Lib Dem	Ref UK	Con	Lab	Con	Lab						Remain	Leave
Government should take greater action to reduce the UK's greenhouse gas emissions, even if that causes some inconvenience or cost to ordinary people in the short-term	30	19	48	30	25	28	29	23	28	29	30	27	18	51	27	27
Government should NOT take action to reduce the UK's greenhouse gas emissions if it is going to mean cost or inconvenience for ordinary people – even if that means missing climate change targets	29	38	24	28	38	34	27	36	25	27	32	26	20	26	25	33
Neither	15	26	9	13	17	19	14	19	17	14	17	21	29	9	16	16
Don't know	26	17	19	29	20	19	30	23	30	30	21	27	33	14	33	24

Labour party

	Total	Con	Lab	Lib Dem	Ref UK	Con	Lab	Con	Lab						Remain	Leave
Government should take greater action to reduce the UK's greenhouse gas emissions, even if that causes some inconvenience or cost to ordinary people in the short-term	47	43	57	55	51	48	46	48	41	46	47	41	52	56	48	44
Government should NOT take action to reduce the UK's greenhouse gas emissions if it is going to mean cost or inconvenience for ordinary people – even if that means missing climate change targets	11	14	14	8	11	13	14	13	12	14	13	12	9	10	14	11
Neither	11	16	9	8	12	14	10	13	12	10	14	14	10	7	10	12
Don't know	31	27	20	29	26	25	31	26	35	31	26	32	29	26	27	32

www.yougov.com

Sample Size: 965 adults who voted Labour in 2024, and are now Reform U
Fieldwork: 13th - 27th March 2025

	Total	Political Attention			Gender		Age				Social Grade		Region in England				Country			Education		
		Low (0-2)	Medium (3-7)	High (8-10)	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	North	Midlands	London	Rest of South	England	Wales	Scotland	Low	Med	High
Weighted Sample	965	175	584	205	500	465	77	420	257	211	456	509	290	132	110	233	765	42	157	383	366	216
Unweighted Sample	965	72	648	245	478	487	25	352	326	262	479	486	300	148	88	257	793	37	135	399	328	238
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Where would you place your view and the views of these parties on this spectrum?

Yourself

	Total	Low (0-2)	Medium (3-7)	High (8-10)	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	North	Midlands	London	Rest of South	England	Wales	Scotland	Low	Med	High
Britain should not leave the European Convention on Human Rights, and should keep human rights legislation in place, even if it restricts what government can do to reduce immigration	26	18	22	44	33	19	50	29	21	19	32	21	21	30	42	21	26	31	28	21	27	35
Britain should leave the European Convention on Human Rights and repeal relevant human rights legislation if it helps to increase what government can do to reduce immigration	36	24	41	34	39	33	16	31	43	45	36	36	34	25	31	45	35	32	41	38	35	34
Neither	10	14	9	10	9	11	7	12	9	10	7	13	10	10	12	7	10	7	14	11	12	6
Don't know	27	43	28	12	19	36	27	28	27	26	24	30	34	36	15	26	29	30	17	31	25	25

Labour party

	Total	Low (0-2)	Medium (3-7)	High (8-10)	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	North	Midlands	London	Rest of South	England	Wales	Scotland	Low	Med	High
Britain should not leave the European Convention on Human Rights, and should keep human rights legislation in place, even if it restricts what government can do to reduce immigration	44	22	43	67	54	33	62	44	47	34	50	38	43	36	55	44	44	40	46	35	50	51
Britain should leave the European Convention on Human Rights and repeal relevant human rights legislation if it helps to increase what government can do to reduce immigration	15	12	16	14	16	14	3	16	18	15	16	14	15	19	20	12	15	14	14	17	15	13
Neither	8	7	10	5	7	10	3	9	5	13	6	10	7	11	9	8	8	11	9	10	6	9
Don't know	33	60	31	14	23	43	32	31	30	38	28	37	36	34	16	36	33	36	31	38	30	27

Reform UK party

	Total	Low (0-2)	Medium (3-7)	High (8-10)	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	North	Midlands	London	Rest of South	England	Wales	Scotland	Low	Med	High
Britain should not leave the European Convention on Human Rights, and should keep human rights legislation in place, even if it restricts what government can do to reduce immigration	12	10	10	20	14	10	21	13	12	8	14	10	9	22	22	10	13	1	10	12	12	13
Britain should leave the European Convention on Human Rights and repeal relevant human rights legislation if it helps to increase what government can do to reduce immigration	48	27	51	57	55	41	40	47	52	48	50	47	46	38	42	51	46	62	56	42	52	52
Neither	8	6	8	7	8	8	0	10	6	9	7	8	8	8	11	6	8	10	7	9	5	9
Don't know	32	57	31	15	24	41	39	30	31	35	29	35	37	32	26	33	33	27	27	37	31	26

Where would you place your view and the views of these parties on this spectrum?

Yourself

	Total	Low (0-2)	Medium (3-7)	High (8-10)	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	North	Midlands	London	Rest of South	England	Wales	Scotland	Low	Med	High
Government should take greater action to reduce the UK's greenhouse gas emissions, even if that causes some inconvenience or cost to ordinary people in the short-term	30	28	26	45	32	29	70	31	26	20	34	27	28	34	44	31	32	23	23	25	33	33
Government should NOT take action to reduce the UK's greenhouse gas emissions if it is going to mean cost or inconvenience for ordinary people – even if that means missing climate change targets	29	11	32	34	33	24	27	25	32	32	30	27	24	22	26	30	26	28	41	26	31	30
Neither	15	22	14	11	17	13	0	17	13	17	13	17	17	17	11	14	15	19	12	18	10	17
Don't know	26	39	28	11	19	35	4	27	28	31	23	29	31	27	20	25	27	29	24	31	26	19

Labour party

	Total	Low (0-2)	Medium (3-7)	High (8-10)	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	North	Midlands	London	Rest of South	England	Wales	Scotland	Low	Med	High
Government should take greater action to reduce the UK's greenhouse gas emissions, even if that causes some inconvenience or cost to ordinary people in the short-term	47	26	48	63	56	37	65	49	48	34	55	40	42	45	55	44	45	53	55	38	55	50
Government should NOT take action to reduce the UK's greenhouse gas emissions if it is going to mean cost or inconvenience for ordinary people – even if that means missing climate change targets	11	8	11	14	11	11	7	10	13	14	10	13	12	13	13	11	12	7	10	14	8	11
Neither	11	14	11	10	11	11	8	10	10	16	10	12	15	11	5	11	11	7	10	14	8	12
Don't know	31	53	30	14	22	40	21	31	29	36	26	35	31	31	27	35	32	33	26	35	29	27

www.yougov.com

Sample Size: 965 adults who voted Labour in 2024, and are now Reform U
Fieldwork: 13th - 27th March 2025

	Total	Ethnicity		House Tenure				Savings Amount					Religion			House Tenure		
		White	Minority Ethnic	Under 20,000	20,000 - 39,999	40,000 - 69,999	70,000+	Less than £5,000	£5,000 - £19,999	£20,000 - £49,999	£50,000 - £99,999	£100,000 and above	None	Christian	Other	Own	Rent	Other
Weighted Sample	**965**	884	66	203	280	230	104	383	109	71	38	67	509	378	35	534	340	74
Unweighted Sample	**965**	884	62	220	270	204	111	367	109	78	42	63	473	413	35	560	335	54
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Where would you place your view and the views of these parties on this spectrum?

Yourself

	Total	White	Minority Ethnic	Under 20,000	20,000 - 39,999	40,000 - 69,999	70,000+	Less than £5,000	£5,000 - £19,999	£20,000 - £49,999	£50,000 - £99,999	£100,000 and above	None	Christian	Other	Own	Rent	Other
Britain should not leave the European Convention on Human Rights, and should keep human rights legislation in place, even if it restricts what government can do to reduce immigration	26	25	43	21	26	34	37	28	33	30	*30*	36	24	26	*51*	25	27	27
Britain should leave the European Convention on Human Rights and repeal relevant human rights legislation if it helps to increase what government can do to reduce immigration	36	37	33	38	35	33	43	35	33	38	*46*	35	36	38	*26*	39	35	22
Neither	10	10	12	11	13	10	4	12	8	4	*13*	16	10	9	*12*	10	12	8
Don't know	27	29	11	31	27	22	17	25	25	28	*11*	13	30	27	*11*	26	26	42

Labour party

	Total	White	Minority Ethnic	Under 20,000	20,000 - 39,999	40,000 - 69,999	70,000+	Less than £5,000	£5,000 - £19,999	£20,000 - £49,999	£50,000 - £99,999	£100,000 and above	None	Christian	Other	Own	Rent	Other
Britain should not leave the European Convention on Human Rights, and should keep human rights legislation in place, even if it restricts what government can do to reduce immigration	44	44	44	37	40	50	68	43	43	46	*48*	84	45	41	*53*	47	38	45
Britain should leave the European Convention on Human Rights and repeal relevant human rights legislation if it helps to increase what government can do to reduce immigration	15	14	29	23	12	17	11	18	16	22	*11*	4	15	16	*15*	13	20	5
Neither	8	8	10	8	11	8	2	10	5	3	*16*	3	6	11	*14*	7	11	7
Don't know	33	34	17	32	38	25	19	30	36	28	*26*	9	34	32	*18*	33	31	43

Reform UK party

	Total	White	Minority Ethnic	Under 20,000	20,000 - 39,999	40,000 - 69,999	70,000+	Less than £5,000	£5,000 - £19,999	£20,000 - £49,999	£50,000 - £99,999	£100,000 and above	None	Christian	Other	Own	Rent	Other
Britain should not leave the European Convention on Human Rights, and should keep human rights legislation in place, even if it restricts what government can do to reduce immigration	12	11	26	13	12	13	16	14	14	10	*6*	20	9	14	*25*	11	16	3
Britain should leave the European Convention on Human Rights and repeal relevant human rights legislation if it helps to increase what government can do to reduce immigration	48	48	48	47	47	49	57	49	47	48	*66*	61	50	47	*34*	50	44	56
Neither	8	7	12	5	7	11	6	9	4	10	*7*	2	6	9	*18*	7	10	3
Don't know	32	33	14	34	34	27	20	28	35	32	*20*	18	34	30	*23*	32	31	38

Where would you place your view and the views of these parties on this spectrum?

Yourself

	Total	White	Minority Ethnic	Under 20,000	20,000 - 39,999	40,000 - 69,999	70,000+	Less than £5,000	£5,000 - £19,999	£20,000 - £49,999	£50,000 - £99,999	£100,000 and above	None	Christian	Other	Own	Rent	Other
Government should take greater action to reduce the UK's greenhouse gas emissions, even if that causes some inconvenience or cost to ordinary people in the short-term	30	30	35	28	26	37	43	31	29	22	*19*	50	29	29	*44*	29	29	41
Government should NOT take action to reduce the UK's greenhouse gas emissions if it is going to mean cost or inconvenience for ordinary people – even if that means missing climate change targets	29	29	27	26	29	29	31	29	27	36	*40*	26	27	31	*20*	31	22	39
Neither	15	14	28	19	15	14	10	13	23	17	*27*	13	17	13	*20*	13	20	7
Don't know	26	28	10	26	30	20	16	27	21	25	*15*	11	27	27	*16*	27	29	14

Labour party

	Total	White	Minority Ethnic	Under 20,000	20,000 - 39,999	40,000 - 69,999	70,000+	Less than £5,000	£5,000 - £19,999	£20,000 - £49,999	£50,000 - £99,999	£100,000 and above	None	Christian	Other	Own	Rent	Other
Government should take greater action to reduce the UK's greenhouse gas emissions, even if that causes some inconvenience or cost to ordinary people in the short-term	47	47	52	40	43	57	60	48	53	41	*61*	57	50	43	*38*	48	40	65
Government should NOT take action to reduce the UK's greenhouse gas emissions if it is going to mean cost or inconvenience for ordinary people – even if that means missing climate change targets	11	10	18	20	8	9	12	12	8	18	*13*	9	7	16	*22*	10	15	2
Neither	11	11	17	10	11	11	10	10	9	13	*11*	9	10	10	*24*	10	13	13
Don't know	31	32	13	30	38	23	18	29	30	28	*15*	25	32	30	*16*	32	32	19

Sample Size: 965 adults who voted Labour in 2024, and are now Reform UK curious (5+ on 0-10 consideration scale)
Fieldwork: 13th - 27th March 2025

	Total	Westminster VI Con	Lab	Lib Dem	Ref UK	Vote in 2019 Con	Lab	Vote in 2017 Con	Lab	Lab19-Lab24 (Labour Loyalist)	NotLab19-Lab24 (Labour Joiner)	Seats where Labour won, Reform came	Red Wall	Blue Wall	Past vote 2016 Remain	Leave
Weighted Sample	965	68	219	43	382	257	384	200	380	384	377	183	71	59	266	477
Unweighted Sample	965	69	200	49	403	297	399	243	403	399	418	180	74	62	283	526
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Reform UK party

Government should take greater action to reduce the UK's greenhouse gas emissions, even if that causes some inconvenience or cost to ordinary people in the short-term

	Total	Con	Lab	Lib Dem	Ref UK	Con	Lab	Con	Lab	Loyalist	Joiner	Reform	Red Wall	Blue Wall	Remain	Leave
	16	21	17	22	17	14	19	12	16	19	14	18	9	16	15	15
Government should NOT take action to reduce the UK's greenhouse gas emissions if it is going to mean cost or inconvenience for ordinary people – even if that means missing climate change targets	39	41	39	34	46	45	35	47	33	35	43	35	52	40	40	38
Neither	13	14	15	9	14	15	14	14	17	14	15	16	12	15	13	14
Don't know	33	24	29	35	23	26	32	28	35	32	28	31	28	29	32	33

Where would you place your view and the views of these parties on this spectrum?
Yourself

	Total	Con	Lab	Lib Dem	Ref UK	Con	Lab	Con	Lab	Loyalist	Joiner	Reform	Red Wall	Blue Wall	Remain	Leave
We should not reintroduce the death penalty, even for people convicted of the most serious crimes	26	24	38	34	22	27	25	29	22	25	24	22	16	43	28	22
We should reintroduce the death penalty for people convicted of the most serious crimes	47	44	39	42	56	52	43	48	48	43	52	49	54	39	42	53
Neither	8	11	9	4	10	10	9	7	10	9	9	10	10	13	8	9
Don't know	19	21	14	20	12	11	22	16	20	22	15	19	20	6	22	15

Labour party

	Total	Con	Lab	Lib Dem	Ref UK	Con	Lab	Con	Lab	Loyalist	Joiner	Reform	Red Wall	Blue Wall	Remain	Leave
We should not reintroduce the death penalty, even for people convicted of the most serious crimes	44	40	44	39	53	47	44	49	41	44	46	42	47	55	45	43
We should reintroduce the death penalty for people convicted of the most serious crimes	14	20	27	6	11	12	16	9	14	16	13	19	15	23	12	13
Neither	8	11	8	9	9	9	8	10	9	8	8	10	12	4	7	10
Don't know	34	29	21	46	27	32	32	33	36	32	33	30	26	17	35	33

Reform UK party

	Total	Con	Lab	Lib Dem	Ref UK	Con	Lab	Con	Lab	Loyalist	Joiner	Reform	Red Wall	Blue Wall	Remain	Leave
We should not reintroduce the death penalty, even for people convicted of the most serious crimes	14	24	16	8	14	14	15	13	11	15	14	14	20	15	12	13
We should reintroduce the death penalty for people convicted of the most serious crimes	37	39	36	40	46	42	34	44	37	34	43	42	38	46	38	41
Neither	8	7	11	11	8	8	10	7	10	10	8	6	6	11	6	10
Don't know	41	30	37	41	33	36	41	36	42	41	35	39	36	28	44	36

Where would you place your view and the views of these parties on this spectrum?
Yourself

	Total	Con	Lab	Lib Dem	Ref UK	Con	Lab	Con	Lab	Loyalist	Joiner	Reform	Red Wall	Blue Wall	Remain	Leave
The UK should have closer economic ties with the European Union to help boost economic growth, even if that means giving up ultimate authority on rules and regulations in some areas	36	51	48	39	30	30	38	29	32	38	33	34	37	49	46	26
The UK should NOT have closer economic ties with the European Union if it involves giving up ultimate authority on rules and regulations in some areas, even if that involves some economic cost to the UK	26	21	25	22	36	37	24	35	27	24	32	26	20	28	13	38
Neither	11	8	10	12	14	15	12	17	10	12	13	12	16	8	10	13
Don't know	27	20	17	27	19	18	27	19	31	27	22	28	27	15	31	23

www.yougov.com

	Total	Political Attention			Gender		Age				Social Grade		Region in England				Country			Education		
		Low (0-2)	Medium (3-7)	High (8-10)	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	North	Midlands	London	Rest of South	England	Wales	Scotland	Low	Med	High
Weighted Sample	965	175	584	205	500	465	77	420	257	211	456	509	290	132	110	233	765	42	157	383	366	216
Unweighted Sample	965	72	648	245	478	487	25	352	326	262	479	486	300	148	88	257	793	37	135	399	328	238
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Reform UK party

	Total	Low (0-2)	Medium (3-7)	High (8-10)	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	North	Midlands	London	Rest of South	England	Wales	Scotland	Low	Med	High
Government should take greater action to reduce the UK's greenhouse gas emissions, even if that causes some inconvenience or cost to ordinary people in the short-term	16	10	17	17	17	13	11	17	16	14	15	16	15	20	25	12	16	18	11	16	15	15
Government should NOT take action to reduce the UK's greenhouse gas emissions if it is going to mean cost or inconvenience for ordinary people – even if that means missing climate change targets	39	20	39	56	47	31	61	39	40	31	48	32	36	36	34	40	37	34	50	30	47	43
Neither	13	18	11	13	13	12	9	12	12	15	10	15	17	11	14	10	13	7	11	16	9	14
Don't know	33	53	33	15	22	44	19	32	31	39	27	37	32	33	27	37	33	41	27	38	30	27

Where would you place your view and the views of these parties on this spectrum?
Yourself

	Total	Low (0-2)	Medium (3-7)	High (8-10)	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	North	Midlands	London	Rest of South	England	Wales	Scotland	Low	Med	High
We should not reintroduce the death penalty, even for people convicted of the most serious crimes	26	18	23	42	26	27	62	25	22	21	33	20	22	26	39	26	26	36	23	17	31	34
We should reintroduce the death penalty for people convicted of the most serious crimes	47	48	49	40	51	42	31	46	52	49	44	49	46	46	43	46	45	41	56	51	45	42
Neither	8	8	8	10	7	9	0	7	8	13	6	10	10	8	8	6	8	2	8	10	7	6
Don't know	19	26	20	8	16	22	7	22	18	17	16	21	22	21	10	22	20	21	13	22	16	18

Labour party

	Total	Low (0-2)	Medium (3-7)	High (8-10)	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	North	Midlands	London	Rest of South	England	Wales	Scotland	Low	Med	High
We should not reintroduce the death penalty, even for people convicted of the most serious crimes	44	19	45	60	54	33	60	44	46	34	50	39	43	35	50	43	43	41	50	36	48	50
We should reintroduce the death penalty for people convicted of the most serious crimes	14	15	12	19	14	14	16	14	13	16	15	14	15	16	30	9	15	7	12	17	11	15
Neither	8	6	9	9	8	9	0	9	8	10	7	10	10	10	6	9	9	12	4	9	9	6
Don't know	34	59	33	12	24	44	24	33	33	40	29	38	32	40	14	40	33	40	35	37	33	29

Reform UK party

	Total	Low (0-2)	Medium (3-7)	High (8-10)	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	North	Midlands	London	Rest of South	England	Wales	Scotland	Low	Med	High
We should not reintroduce the death penalty, even for people convicted of the most serious crimes	14	11	14	18	15	13	20	15	11	14	14	14	14	14	17	15	15	8	12	15	12	15
We should reintroduce the death penalty for people convicted of the most serious crimes	37	26	38	45	42	32	27	38	43	32	39	36	41	36	32	31	36	40	42	35	39	39
Neither	8	3	9	11	8	8	4	8	9	9	9	8	9	10	7	6	8	11	7	7	8	11
Don't know	41	60	40	26	35	47	49	39	38	44	39	42	36	39	44	47	41	40	39	43	41	35

Where would you place your view and the views of these parties on this spectrum?
Yourself

	Total	Low (0-2)	Medium (3-7)	High (8-10)	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	North	Midlands	London	Rest of South	England	Wales	Scotland	Low	Med	High
The UK should have closer economic ties with the European Union to help boost economic growth, even if that means giving up ultimate authority on rules and regulations in some areas	36	24	33	57	43	30	72	37	31	30	46	28	32	38	49	31	35	32	44	29	41	41
The UK should NOT have closer economic ties with the European Union if it involves giving up ultimate authority on rules and regulations in some areas, even if that involves some economic cost to the UK	26	20	28	24	29	23	10	24	30	30	23	28	22	24	29	27	25	31	29	28	25	23
Neither	11	9	12	11	11	11	2	12	12	13	9	13	14	12	8	11	12	9	8	13	11	9
Don't know	27	47	27	8	18	36	16	28	28	27	22	31	32	26	14	32	28	28	18	30	22	27

www.yougov.com

Sample Size: 965 adults who voted Labour in 2024, and are now Reform U
Fieldwork: 13th - 27th March 2025

	Total	Ethnicity		House Tenure				Savings Amount					Religion			House Tenure		
		White	Minority Ethnic	Under 20,000	20,000 - 39,999	40,000 - 69,999	70,000+	Less than £5,000	£5,000 - £19,999	£20,000 - £49,999	£50,000 - £99,999	£100,000 and above	None	Christian	Other	Own	Rent	Other
Weighted Sample	965	884	66	203	280	230	104	383	109	71	38	67	509	378	35	534	340	74
Unweighted Sample	965	884	62	220	270	204	111	367	109	78	42	63	473	413	35	560	335	54
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Reform UK party

Government should take greater action to reduce the UK's greenhouse gas emissions, even if that causes some inconvenience or cost to ordinary people in the short-term

	Total	White	Minority Ethnic	Under 20,000	20,000 - 39,999	40,000 - 69,999	70,000+	Less than £5,000	£5,000 - £19,999	£20,000 - £49,999	£50,000 - £99,999	£100,000 and above	None	Christian	Other	Own	Rent	Other
	16	15	19	15	14	17	18	18	15	15	10	13	12	19	18	13	19	13
Government should NOT take action to reduce the UK's greenhouse gas emissions if it is going to mean cost or inconvenience for ordinary people – even if that means missing climate change targets	39	39	39	36	36	44	50	38	43	46	57	55	42	35	31	42	32	51
Neither	13	12	22	16	10	13	10	13	11	12	12	12	12	13	29	12	14	14
Don't know	33	34	20	33	40	25	22	31	31	27	20	20	34	33	22	33	35	22

Where would you place your view and the views of these parties on this spectrum?
Yourself

	Total	White	Minority Ethnic	Under 20,000	20,000 - 39,999	40,000 - 69,999	70,000+	Less than £5,000	£5,000 - £19,999	£20,000 - £49,999	£50,000 - £99,999	£100,000 and above	None	Christian	Other	Own	Rent	Other
We should not reintroduce the death penalty, even for people convicted of the most serious crimes	26	26	28	21	22	35	37	26	21	26	29	49	30	21	23	27	25	25
We should reintroduce the death penalty for people convicted of the most serious crimes	47	48	38	44	50	47	47	46	57	54	56	39	47	48	44	50	43	45
Neither	8	8	9	11	9	6	4	9	4	7	6	4	6	10	17	7	12	3
Don't know	19	19	25	24	19	12	12	19	18	13	10	8	17	20	16	17	21	27

Labour party

	Total	White	Minority Ethnic	Under 20,000	20,000 - 39,999	40,000 - 69,999	70,000+	Less than £5,000	£5,000 - £19,999	£20,000 - £49,999	£50,000 - £99,999	£100,000 and above	None	Christian	Other	Own	Rent	Other
We should not reintroduce the death penalty, even for people convicted of the most serious crimes	44	44	42	35	39	54	59	43	52	53	42	64	46	40	42	47	36	52
We should reintroduce the death penalty for people convicted of the most serious crimes	14	13	30	20	11	15	15	16	8	10	18	21	11	17	20	13	18	4
Neither	8	9	4	9	8	8	4	8	8	9	13	2	8	9	6	8	10	6
Don't know	34	35	24	35	43	23	23	33	32	28	27	13	34	33	32	32	36	38

Reform UK party

	Total	White	Minority Ethnic	Under 20,000	20,000 - 39,999	40,000 - 69,999	70,000+	Less than £5,000	£5,000 - £19,999	£20,000 - £49,999	£50,000 - £99,999	£100,000 and above	None	Christian	Other	Own	Rent	Other
We should not reintroduce the death penalty, even for people convicted of the most serious crimes	14	14	12	19	11	14	23	18	13	19	14	13	12	17	11	12	17	12
We should reintroduce the death penalty for people convicted of the most serious crimes	37	36	47	34	38	39	41	36	36	43	53	36	38	35	53	38	34	46
Neither	8	7	18	10	8	7	5	8	12	7	6	6	6	10	13	8	9	5
Don't know	41	42	23	37	43	40	31	38	39	30	26	45	44	38	24	42	39	36

Where would you place your view and the views of these parties on this spectrum?
Yourself

	Total	White	Minority Ethnic	Under 20,000	20,000 - 39,999	40,000 - 69,999	70,000+	Less than £5,000	£5,000 - £19,999	£20,000 - £49,999	£50,000 - £99,999	£100,000 and above	None	Christian	Other	Own	Rent	Other
The UK should have closer economic ties with the European Union to help boost economic growth, even if that means giving up ultimate authority on rules and regulations in some areas	36	36	45	27	30	49	54	32	41	42	39	50	37	33	45	40	29	43
The UK should NOT have closer economic ties with the European Union if it involves giving up ultimate authority on rules and regulations in some areas, even if that involves some economic cost to the UK	26	26	20	30	27	23	23	29	21	24	33	31	26	27	25	25	27	25
Neither	11	11	16	11	12	10	12	8	16	16	14	5	9	13	13	12	10	10
Don't know	27	27	19	32	32	17	12	31	22	18	13	15	28	26	17	23	34	22

www.yougov.com

YouGov

	Total	Westminster VI Con	Lab	Lib Dem	Ref UK	Vote in 2019 Con	Lab	Vote in 2017 Con	Lab	Lab19 - Lab24 (Labour Loyalist)	NotLab19 - Lab24 (Labour Joiner)	Seats where Labour won, Reform came	Red Wall	Blue Wall	Past vote 2016 Remain	Leave
Weighted Sample	965	68	219	43	382	257	384	200	380	384	377	183	71	59	266	477
Unweighted Sample	965	69	200	49	403	297	399	243	403	399	418	180	74	62	283	526
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Labour party

	Total	Con	Lab	Lib Dem	Ref UK	Con	Lab	Con	Lab				Red Wall	Blue Wall	Remain	Leave
The UK should have closer economic ties with the European Union to help boost economic growth, even if that means giving up ultimate authority on rules and regulations in some areas	47	48	53	*48*	54	54	47	58	43	47	50	39	51	62	45	49
The UK should NOT have closer economic ties with the European Union if it involves giving up ultimate authority on rules and regulations in some areas, even if that involves some economic cost to the UK	13	17	14	*9*	13	11	14	9	14	14	12	15	7	7	18	8
Neither	8	8	9	*8*	8	8	10	8	8	10	7	11	12	12	8	8
Don't know	33	26	23	*36*	25	27	29	25	36	29	30	35	29	19	29	35

Reform UK party

	Total	Con	Lab	Lib Dem	Ref UK	Con	Lab	Con	Lab				Red Wall	Blue Wall	Remain	Leave
The UK should have closer economic ties with the European Union to help boost economic growth, even if that means giving up ultimate authority on rules and regulations in some areas	14	13	22	*17*	14	13	17	10	13	17	14	16	11	21	17	11
The UK should NOT have closer economic ties with the European Union if it involves giving up ultimate authority on rules and regulations in some areas, even if that involves some economic cost to the UK	44	45	40	*45*	56	53	42	56	42	42	50	39	48	54	43	47
Neither	6	8	8	*2*	6	6	8	7	7	8	5	7	5	6	6	7
Don't know	35	34	30	*36*	24	28	33	27	37	33	31	38	36	19	34	34

Where would you place your view and the views of these parties on this spectrum?

Yourself

	Total	Con	Lab	Lib Dem	Ref UK	Con	Lab	Con	Lab				Red Wall	Blue Wall	Remain	Leave
The fight for feminism and women's equality in Britain has not gone far enough – there are still many battles to be won	30	21	41	*30*	28	28	31	26	28	31	26	31	27	45	25	27
In general, feminism has gone too far in this country and has had negative effects on Britain	25	27	23	*22*	33	31	23	30	23	23	30	25	24	23	24	30
Neither	19	23	12	*21*	22	23	17	21	20	17	22	20	26	14	18	22
Don't know	25	29	24	*27*	16	19	29	24	29	29	21	23	23	18	33	21

Labour party

	Total	Con	Lab	Lib Dem	Ref UK	Con	Lab	Con	Lab				Red Wall	Blue Wall	Remain	Leave
The fight for feminism and women's equality in Britain has not gone far enough – there are still many battles to be won	35	38	49	*31*	35	33	37	36	33	37	31	40	46	52	38	31
In general, feminism has gone too far in this country and has had negative effects on Britain	14	11	19	*18*	15	12	15	13	13	15	12	14	14	17	14	12
Neither	15	19	9	*12*	18	22	12	19	14	12	20	12	12	6	12	18
Don't know	37	32	23	*39*	32	33	36	32	40	36	37	35	27	25	36	38

Reform UK party

	Total	Con	Lab	Lib Dem	Ref UK	Con	Lab	Con	Lab				Red Wall	Blue Wall	Remain	Leave
The fight for feminism and women's equality in Britain has not gone far enough – there are still many battles to be won	11	8	13	*6*	14	12	13	11	11	13	11	12	12	11	7	12
In general, feminism has gone too far in this country and has had negative effects on Britain	34	37	40	*36*	36	33	31	37	28	31	34	34	33	55	35	32
Neither	16	15	18	*17*	17	20	16	18	17	16	17	14	20	11	15	17
Don't know	39	39	29	*41*	33	35	40	34	43	40	39	41	35	23	43	39

www.yougov.com

	Total	Political Attention			Gender		Age				Social Grade		Region in England				Country			Education		
		Low (0-2)	Medium (3-7)	High (8-10)	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	North	Midlands	London	Rest of South	England	Wales	Scotland	Low	Med	High
Weighted Sample	965	175	584	205	500	465	77	420	257	211	456	509	290	132	110	233	765	42	157	383	366	216
Unweighted Sample	965	72	648	245	478	487	25	352	326	262	479	486	300	148	88	257	793	37	135	399	328	238
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Labour party																						
The UK should have closer economic ties with the European Union to help boost economic growth, even if that means giving up ultimate authority on rules and regulations in some areas	47	26	46	67	58	34	*54*	48	46	42	52	42	45	42	48	46	45	*55*	52	40	51	51
The UK should NOT have closer economic ties with the European Union if it involves giving up ultimate authority on rules and regulations in some areas, even if that involves some economic cost to the UK	13	14	12	14	11	15	*15*	13	13	11	14	12	12	17	19	11	13	*7*	11	12	12	14
Neither	8	3	10	7	7	9	*6*	7	8	11	7	8	8	10	9	9	9	*3*	6	10	7	7
Don't know	33	58	32	12	24	42	*26*	32	34	36	27	38	36	32	24	34	33	*35*	32	38	30	27
Reform UK party																						
The UK should have closer economic ties with the European Union to help boost economic growth, even if that means giving up ultimate authority on rules and regulations in some areas	14	12	13	20	16	13	*21*	16	11	14	16	14	14	15	20	11	14	*14*	16	17	11	16
The UK should NOT have closer economic ties with the European Union if it involves giving up ultimate authority on rules and regulations in some areas, even if that involves some economic cost to the UK	44	25	47	52	53	34	*43*	42	50	41	50	39	41	45	33	47	43	*44*	50	37	48	50
Neither	6	4	6	8	5	8	*3*	7	4	9	5	7	5	11	5	8	7	*7*	2	8	5	6
Don't know	35	59	34	19	27	45	*33*	36	34	36	30	40	39	28	42	34	36	*35*	32	39	36	28
Where would you place your view and the views of these parties on this spectrum?																						
Yourself																						
The fight for feminism and women's equality in Britain has not gone far enough – there are still many battles to be won	30	29	26	44	23	38	*64*	30	27	23	33	28	28	31	46	32	32	*25*	22	22	34	38
In general, feminism has gone too far in this country and has had negative effects on Britain	25	15	27	29	34	15	*17*	26	24	28	26	25	23	24	21	30	25	*13*	30	28	23	23
Neither	19	19	21	14	20	18	*9*	19	19	23	17	21	23	17	10	17	18	*32*	20	19	20	18
Don't know	25	37	26	14	23	28	*11*	25	30	27	24	26	26	27	24	21	25	*30*	28	31	23	20
Labour party																						
The fight for feminism and women's equality in Britain has not gone far enough – there are still many battles to be won	35	25	32	53	45	25	*62*	39	31	24	43	28	35	28	51	32	35	*32*	34	27	42	37
In general, feminism has gone too far in this country and has had negative effects on Britain	14	11	13	19	15	13	*12*	15	10	16	15	13	13	17	17	13	14	*7*	14	14	13	14
Neither	15	8	17	12	14	16	*4*	12	19	19	11	17	16	15	8	15	15	*17*	14	16	13	14
Don't know	37	56	38	17	27	47	*22*	35	40	42	30	42	36	40	24	40	36	*44*	37	43	32	34
Reform UK party																						
The fight for feminism and women's equality in Britain has not gone far enough – there are still many battles to be won	11	5	13	13	12	10	*6*	11	13	12	11	11	11	14	15	10	12	*10*	8	11	12	10
In general, feminism has gone too far in this country and has had negative effects on Britain	34	23	31	51	43	24	*65*	36	30	24	43	26	30	32	45	33	33	*25*	40	26	39	39
Neither	16	16	16	13	14	18	*7*	17	14	18	14	17	17	17	15	17	17	*19*	10	17	14	16
Don't know	39	56	40	23	31	48	*22*	37	43	47	33	45	42	38	25	40	38	*46*	43	46	35	35

www.yougov.com

YouGov®

	Total	Ethnicity		House Tenure				Savings Amount					Religion			House Tenure		
		White	Minority Ethnic	Under 20,000	20,000 - 39,999	40,000 - 69,999	70,000+	Less than £5,000	£5,000 - £19,999	£20,000 - £49,999	£50,000 - £99,999	£100,000 and above	None	Christian	Other	Own	Rent	Other
Weighted Sample	965	884	66	203	280	230	104	383	109	71	38	67	509	378	35	534	340	74
Unweighted Sample	965	884	62	220	270	204	111	367	109	78	42	63	473	413	35	560	335	54
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Labour party

	Total	White	Minority Ethnic	Under 20,000	20,000 - 39,999	40,000 - 69,999	70,000+	Less than £5,000	£5,000 - £19,999	£20,000 - £49,999	£50,000 - £99,999	£100,000 and above	None	Christian	Other	Own	Rent	Other
The UK should have closer economic ties with the European Union to help boost economic growth, even if that means giving up ultimate authority on rules and regulations in some areas	47	48	37	36	46	51	62	48	52	43	*59*	63	47	47	*41*	51	40	48
The UK should NOT have closer economic ties with the European Union if it involves giving up ultimate authority on rules and regulations in some areas, even if that involves some economic cost to the UK	13	11	32	18	9	15	10	12	9	21	*10*	13	11	13	*22*	11	17	4
Neither	8	8	8	9	10	6	6	8	7	14	*11*	5	7	9	*11*	7	9	10
Don't know	33	34	23	37	35	27	22	32	32	21	*19*	19	35	31	*26*	31	34	38

Reform UK party

	Total	White	Minority Ethnic	Under 20,000	20,000 - 39,999	40,000 - 69,999	70,000+	Less than £5,000	£5,000 - £19,999	£20,000 - £49,999	£50,000 - £99,999	£100,000 and above	None	Christian	Other	Own	Rent	Other
The UK should have closer economic ties with the European Union to help boost economic growth, even if that means giving up ultimate authority on rules and regulations in some areas	14	13	33	17	12	18	17	15	12	12	*19*	19	12	15	*31*	13	16	10
The UK should NOT have closer economic ties with the European Union if it involves giving up ultimate authority on rules and regulations in some areas, even if that involves some economic cost to the UK	44	45	24	36	42	46	59	43	51	50	*56*	49	44	47	*20*	47	38	54
Neither	6	5	15	10	7	4	4	8	5	9	*0*	4	6	7	*10*	6	7	2
Don't know	35	36	29	38	39	32	20	35	33	29	*25*	27	38	32	*39*	34	39	35

Where would you place your view and the views of these parties on this spectrum?

Yourself

	Total	White	Minority Ethnic	Under 20,000	20,000 - 39,999	40,000 - 69,999	70,000+	Less than £5,000	£5,000 - £19,999	£20,000 - £49,999	£50,000 - £99,999	£100,000 and above	None	Christian	Other	Own	Rent	Other
The fight for feminism and women's equality in Britain has not gone far enough – there are still many battles to be won	30	30	30	26	31	38	35	34	26	31	*16*	44	33	29	*13*	30	30	33
In general, feminism has gone too far in this country and has had negative effects on Britain	25	24	41	26	22	25	35	23	31	28	*43*	25	21	30	*44*	26	24	21
Neither	19	19	17	20	22	16	14	20	26	16	*26*	12	19	21	*23*	18	19	27
Don't know	25	27	11	28	25	22	16	23	17	25	*15*	18	28	21	*21*	26	27	18

Labour party

	Total	White	Minority Ethnic	Under 20,000	20,000 - 39,999	40,000 - 69,999	70,000+	Less than £5,000	£5,000 - £19,999	£20,000 - £49,999	£50,000 - £99,999	£100,000 and above	None	Christian	Other	Own	Rent	Other
The fight for feminism and women's equality in Britain has not gone far enough – there are still many battles to be won	35	35	35	30	30	46	44	36	33	30	*40*	58	36	32	*43*	36	32	38
In general, feminism has gone too far in this country and has had negative effects on Britain	14	12	34	20	11	14	16	15	17	24	*16*	9	12	16	*6*	12	18	13
Neither	15	15	12	14	17	12	14	15	15	19	*19*	6	14	15	*22*	15	15	10
Don't know	37	38	19	37	42	29	26	34	35	27	*25*	26	37	37	*29*	37	35	39

Reform UK party

	Total	White	Minority Ethnic	Under 20,000	20,000 - 39,999	40,000 - 69,999	70,000+	Less than £5,000	£5,000 - £19,999	£20,000 - £49,999	£50,000 - £99,999	£100,000 and above	None	Christian	Other	Own	Rent	Other
The fight for feminism and women's equality in Britain has not gone far enough – there are still many battles to be won	11	11	9	15	14	9	10	14	9	9	*6*	7	10	11	*13*	10	15	1
In general, feminism has gone too far in this country and has had negative effects on Britain	34	33	42	22	30	44	53	32	36	47	*50*	49	33	34	*29*	33	30	50
Neither	16	15	29	21	14	17	9	17	15	16	*12*	11	16	16	*20*	15	18	9
Don't know	39	41	20	42	43	30	28	38	40	28	*32*	32	41	38	*38*	42	37	40

www.yougov.com

Sample Size: 965 adults who voted Labour in 2024, and are now Reform UK curious (5+ on 0-10 consideration scale)
Fieldwork: 13th - 27th March 2025

		Westminster VI				Vote in 2019		Vote in 2017		Lab19 - Lab24 (Labour Loyalist)	NotLab19 - Lab24 (Labour Joiner)	Seats where Labour won, Reform came	Red Wall	Blue Wall	Past vote 2016	
	Total	Con	Lab	Lib Dem	Ref UK	Con	Lab	Con	Lab						Remain	Leave
Weighted Sample	965	68	219	43	382	257	384	200	380	384	377	183	71	59	266	477
Unweighted Sample	965	69	200	49	403	297	399	243	403	399	418	180	74	62	283	526
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Where would you place your view and the views of these parties on this spectrum?

Yourself

We should increase military aid and support to Ukraine in their fight against Russia	34	35	42	29	34	42	34	41	35	34	37	32	33	40	31	36
We should decrease military aid and support to Ukraine in their fight against Russia	23	21	19	13	29	24	20	22	20	20	25	23	31	31	25	23
Neither	16	19	14	29	16	14	16	16	15	16	16	17	18	8	16	16
Don't know	27	25	25	29	20	20	30	20	30	30	22	29	17	21	29	25

Labour party

We should increase military aid and support to Ukraine in their fight against Russia	51	63	51	43	58	54	53	53	51	53	53	49	62	61	51	51
We should decrease military aid and support to Ukraine in their fight against Russia	13	11	19	11	13	14	13	13	13	13	13	16	10	17	14	12
Neither	7	6	5	14	8	7	9	9	8	9	8	5	3	4	9	7
Don't know	29	20	25	32	21	25	25	25	29	25	27	30	25	18	26	29

Reform UK party

We should increase military aid and support to Ukraine in their fight against Russia	18	22	18	13	20	21	16	19	17	16	19	20	25	15	14	19
We should decrease military aid and support to Ukraine in their fight against Russia	34	42	34	29	40	35	36	33	34	36	33	34	39	52	35	34
Neither	9	11	10	5	10	10	12	11	10	12	10	8	8	10	12	9
Don't know	39	24	38	53	30	34	36	37	38	36	38	37	28	24	39	39

On the issue of immigration and asylum, which of the following policy outcomes would you personally most like to see achieved?

Reducing the number of people illegally entering the UK (e.g. on 'small boats')	48	49	37	60	53	51	48	47	53	48	51	51	51	33	47	54
Processing and - where needed - deporting asylum seekers more quickly	16	18	9	12	18	21	16	25	16	16	20	15	14	16	18	19
Reducing the total number of all kinds of legal migration to the UK	14	18	16	13	14	15	13	13	12	13	16	15	16	17	10	14
Reducing low-skill migration, while increasing high-skill migration	11	6	22	9	7	8	14	8	11	14	7	8	10	25	12	7
Improving the integration of existing migrants into UK society	5	3	9	6	4	2	4	3	3	4	3	6	2	1	5	2
Increasing migration to the UK generally	1	0	4	0	0	0	2	0	1	2	0	0	0	3	1	1
Increasing the number of asylum seekers and refugees we take into the UK	1	0	1	0	1	0	0	1	1	0	1	0	1	3	1	0
None of these	1	1	0	0	2	0	1	0	0	1	0	2	3	0	1	1
Don't know	4	4	3	0	1	3	3	4	3	3	3	3	3	1	4	2

www.yougov.com

Sample Size: 965 adults who voted Labour in 2024, and are now Reform U
Fieldwork: 13th - 27th March 2025

	Total	Political Attention Low (0-2)	Medium (3-7)	High (8-10)	Gender Male	Female	Age 18-24	25-49	50-64	65+	Social Grade ABC1	C2DE	Region in England North	Midlands	London	Rest of South	Country England	Wales	Scotland	Education Low	Med	High
Weighted Sample	965	175	584	205	500	465	77	420	257	211	456	509	290	132	110	233	765	42	157	383	366	216
Unweighted Sample	965	72	648	245	478	487	25	352	326	262	479	486	300	148	88	257	793	37	135	399	328	238
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Where would you place your view and the views of these parties on this spectrum?

Yourself

	Total	Low (0-2)	Medium (3-7)	High (8-10)	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	North	Midlands	London	Rest of South	England	Wales	Scotland	Low	Med	High
We should increase military aid and support to Ukraine in their fight against Russia	34	27	31	49	43	25	47	25	38	44	37	31	29	40	40	37	35	29	32	33	39	26
We should decrease military aid and support to Ukraine in their fight against Russia	23	9	26	24	24	21	19	28	22	15	24	22	21	19	19	24	22	37	25	21	20	30
Neither	16	22	16	10	12	20	8	19	13	18	15	17	16	17	14	12	15	16	22	15	17	16
Don't know	27	42	26	17	21	34	26	29	28	24	24	30	34	24	27	27	29	18	21	30	24	27

Labour party

	Total	Low (0-2)	Medium (3-7)	High (8-10)	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	North	Midlands	London	Rest of South	England	Wales	Scotland	Low	Med	High
We should increase military aid and support to Ukraine in their fight against Russia	51	25	54	66	62	39	64	51	54	43	59	44	53	47	58	48	51	59	50	44	57	54
We should decrease military aid and support to Ukraine in their fight against Russia	13	12	12	16	12	14	14	15	11	11	13	13	10	17	18	15	14	5	10	14	12	12
Neither	7	6	8	6	6	8	0	6	7	12	5	9	4	10	5	7	6	7	12	9	6	5
Don't know	29	56	26	12	19	39	22	28	28	33	23	34	32	26	20	30	29	29	28	33	24	28

Reform UK party

	Total	Low (0-2)	Medium (3-7)	High (8-10)	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	North	Midlands	London	Rest of South	England	Wales	Scotland	Low	Med	High
We should increase military aid and support to Ukraine in their fight against Russia	18	15	16	24	22	13	25	17	18	17	18	17	18	25	14	19	19	8	13	16	19	18
We should decrease military aid and support to Ukraine in their fight against Russia	34	18	37	39	38	29	33	39	34	24	37	31	33	29	40	34	34	41	33	30	35	39
Neither	9	5	10	11	9	9	0	10	8	14	9	10	9	11	6	8	9	13	11	12	8	7
Don't know	39	62	37	27	30	49	42	35	41	45	37	41	40	35	39	39	38	38	43	42	38	36

On the issue of immigration and asylum, which of the following policy outcomes would you personally most like to see achieved?

	Total	Low (0-2)	Medium (3-7)	High (8-10)	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	North	Midlands	London	Rest of South	England	Wales	Scotland	Low	Med	High
Reducing the number of people illegally entering the UK (e.g. on 'small boats')	48	51	50	39	46	49	25	46	51	56	42	53	51	53	32	42	46	52	55	55	41	46
Processing and - where needed - deporting asylum seekers more quickly	16	9	19	13	15	17	3	12	19	23	17	15	18	18	8	15	15	14	19	17	16	14
Reducing the total number of all kinds of legal migration to the UK	14	13	15	13	16	12	11	14	16	12	13	14	10	13	18	18	14	13	13	15	15	10
Reducing low-skill migration, while increasing high-skill migration	11	9	8	20	13	8	26	13	7	5	15	7	9	11	29	8	12	5	6	6	14	13
Improving the integration of existing migrants into UK society	5	6	3	8	4	5	18	5	3	1	6	4	7	2	8	4	5	10	2	2	8	4
Increasing migration to the UK generally	1	0	1	4	2	1	3	2	0	0	2	1	1	1	3	1	1	0	1	0	1	4
Increasing the number of asylum seekers and refugees we take into the UK	1	0	1	1	1	0	3	0	1	1	1	0	0	1	0	2	1	0	0	1	1	0
None of these	1	0	1	2	1	1	2	2	0	1	1	1	1	0	1	2	1	0	2	1	1	1
Don't know	4	12	3	1	2	6	9	5	2	1	3	5	2	1	1	9	4	6	3	3	2	8

www.yougov.com

Sample Size: 965 adults who voted Labour in 2024, and are now Reform U
Fieldwork: 13th - 27th March 2025

	Total	Ethnicity		House Tenure				Savings Amount					Religion			House Tenure		
		White	Minority Ethnic	Under 20,000	20,000 - 39,999	40,000 - 69,999	70,000+	Less than £5,000	£5,000 - £19,999	£20,000 - £49,999	£50,000 - £99,999	£100,000 and above	None	Christian	Other	Own	Rent	Other
Weighted Sample	965	884	66	203	280	230	104	383	109	71	38	67	509	378	35	534	340	74
Unweighted Sample	965	884	62	220	270	204	111	367	109	78	42	63	473	413	35	560	335	54
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Where would you place your view and the views of these parties on this spectrum?

Yourself

	Total	White	Minority Ethnic	Under 20,000	20,000 - 39,999	40,000 - 69,999	70,000+	Less than £5,000	£5,000 - £19,999	£20,000 - £49,999	£50,000 - £99,999	£100,000 and above	None	Christian	Other	Own	Rent	Other
We should increase military aid and support to Ukraine in their fight against Russia	34	34	30	34	35	35	42	33	37	30	*41*	54	33	35	*44*	39	29	23
We should decrease military aid and support to Ukraine in their fight against Russia	23	22	29	20	21	23	30	23	31	29	*21*	15	23	22	*29*	20	24	28
Neither	16	15	25	18	17	20	9	16	12	19	*22*	8	16	17	*15*	14	17	25
Don't know	27	28	16	29	27	22	19	29	20	22	*16*	23	28	26	*11*	26	30	24

Labour party

	Total	White	Minority Ethnic	Under 20,000	20,000 - 39,999	40,000 - 69,999	70,000+	Less than £5,000	£5,000 - £19,999	£20,000 - £49,999	£50,000 - £99,999	£100,000 and above	None	Christian	Other	Own	Rent	Other
We should increase military aid and support to Ukraine in their fight against Russia	51	51	49	45	46	61	65	50	58	50	*46*	79	53	48	*57*	54	46	53
We should decrease military aid and support to Ukraine in their fight against Russia	13	12	22	18	11	15	9	15	8	16	*16*	9	12	15	*8*	12	15	10
Neither	7	7	7	8	9	7	4	7	7	9	*9*	2	6	8	*15*	6	9	3
Don't know	29	29	21	29	34	18	22	29	27	25	*30*	10	29	29	*20*	28	30	34

Reform UK party

	Total	White	Minority Ethnic	Under 20,000	20,000 - 39,999	40,000 - 69,999	70,000+	Less than £5,000	£5,000 - £19,999	£20,000 - £49,999	£50,000 - £99,999	£100,000 and above	None	Christian	Other	Own	Rent	Other
We should increase military aid and support to Ukraine in their fight against Russia	18	16	31	21	17	15	26	20	17	19	*20*	17	15	21	*27*	17	19	17
We should decrease military aid and support to Ukraine in their fight against Russia	34	34	30	29	30	43	37	33	38	47	*31*	36	34	33	*27*	31	36	42
Neither	9	9	14	9	10	9	9	10	12	4	*11*	5	7	11	*24*	10	10	3
Don't know	39	41	24	41	43	33	28	36	33	31	*37*	42	44	36	*22*	42	36	38

On the issue of immigration and asylum, which of the following policy outcomes would you personally most like to see achieved?

	Total	White	Minority Ethnic	Under 20,000	20,000 - 39,999	40,000 - 69,999	70,000+	Less than £5,000	£5,000 - £19,999	£20,000 - £49,999	£50,000 - £99,999	£100,000 and above	None	Christian	Other	Own	Rent	Other
Reducing the number of people illegally entering the UK (e.g. on 'small boats')	48	48	47	54	52	38	50	53	49	50	*44*	23	44	55	*59*	48	50	34
Processing and - where needed - deporting asylum seekers more quickly	16	17	7	13	17	14	9	15	14	18	*19*	15	16	17	*12*	18	15	6
Reducing the total number of all kinds of legal migration to the UK	14	14	11	16	12	15	16	13	15	11	*15*	21	16	9	*16*	15	11	20
Reducing low-skill migration, while increasing high-skill migration	11	10	14	9	6	20	14	8	15	9	*11*	35	11	9	*5*	12	9	9
Improving the integration of existing migrants into UK society	5	4	11	4	2	9	5	4	1	7	*8*	3	5	4	*2*	3	4	21
Increasing migration to the UK generally	1	1	5	1	1	2	2	2	2	1	*0*	3	1	1	*0*	1	1	0
Increasing the number of asylum seekers and refugees we take into the UK	1	1	0	0	2	1	0	1	2	2	*0*	0	1	0	*0*	1	1	3
None of these	1	1	3	1	2	0	2	1	2	1	*0*	0	1	0	*3*	1	1	2
Don't know	4	4	3	4	5	2	2	5	1	1	*2*	1	5	3	*4*	2	7	6