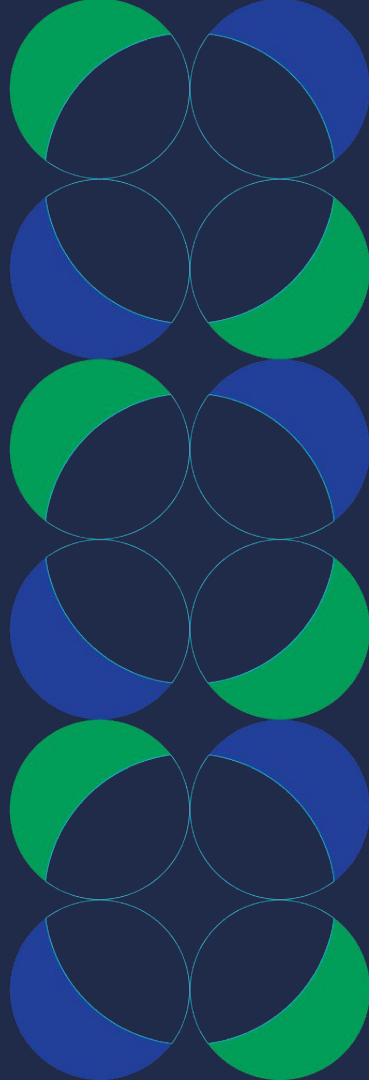




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Where next for Reform UK?

Reform Party Conference 2026



Introducing the seven segments

The background is a dark navy blue. On the right side, there are two large, overlapping circles. The top circle is mostly dark navy blue, with a small segment in the top right corner colored a medium blue. The bottom circle is also mostly dark navy blue, with a segment in the bottom right corner colored a vibrant green. The circles overlap in the center-right area.

Introducing the seven segments

The British Seven segments were developed to move beyond traditional left-right or party-based analysis by exploring the deeper psychological, cultural and value-driven foundations that shape public opinion. This approach helps explain why political loyalties have fractured and offers a more nuanced understanding of what drives attitudes on issues like immigration, climate, and the economy—enabling more effective engagement with the public across a fragmented political and social landscape.



Progressive Activists



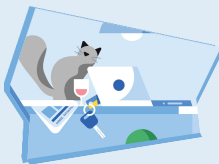
...an outspoken group that is politically engaged and globally minded, championing social justice but feeling alienated from mainstream politics

Incrementalist Left



...a group that leans left and trusts institutions, often stepping back from the news and avoiding politically fraught debates

Established Liberals



... a prosperous group that is confident in institutions, values expertise, and believes the system broadly works

Sceptical Scrollers



...a disengaged group that has lost trust in mainstream institutions and increasingly looks online for sources of truth

Rooted Patriots



...a patriotic group that feels overlooked by elites and wants leaders with common sense to protect local identity

Traditional Conservatives



... a nostalgic group that respects tradition, authority and personal responsibility, while remaining sceptical of rapid change

Dissenting Disruptors

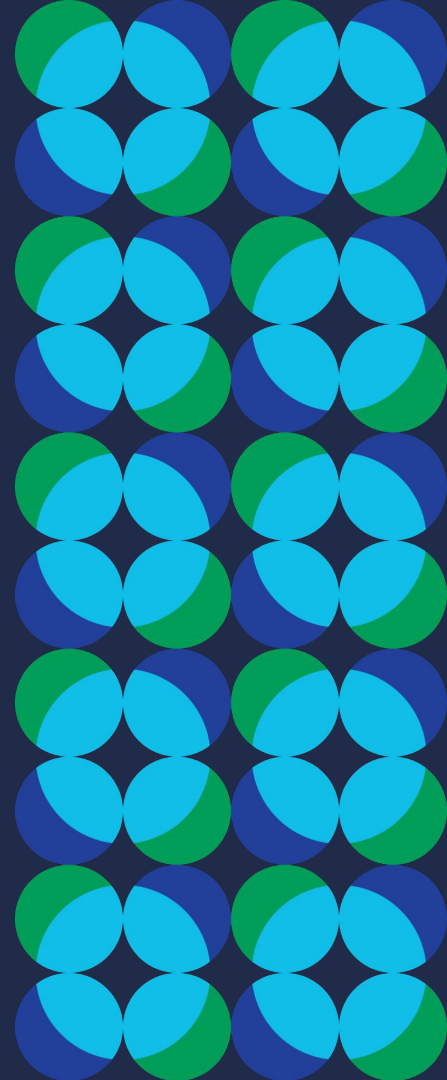


... a frustrated group that craves radical change and backs strong leaders who promise to shake up a broken system



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The state of the party



Reform's support has slipped

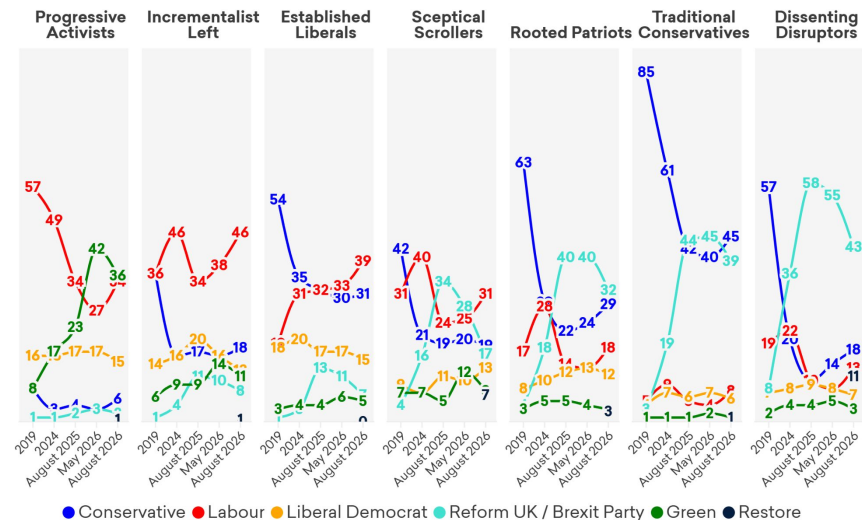
Support for Reform has declined since last year's conference, and since the local elections in May 2026, across each of the seven segments.

There are two main sources of decline.

- Sapping of enthusiasm among the base:** Reform support has declined by 15 points among Dissenting Disruptors since the last conference – 11 per cent are intending to vote for Restore Britain, while others now say they would not vote.
- Erosion of support in Reform's "wavering" segments:** while Reform retains its lead among Rooted Patriots, the Conservatives are only 3 points behind, and Labour has made gains since Burnham became Prime Minister.

Nevertheless, support for Reform still remains above 2024 levels.

Reform support is softening among persuadable segments, and among its base



Nigel Farage's popularity has declined, including with his core segments

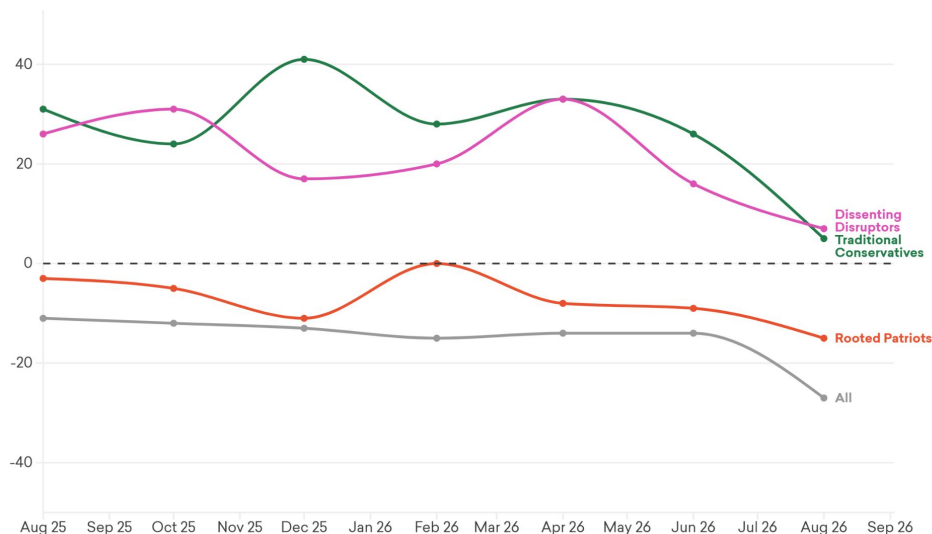
Until recently, Farage's opinion ratings were relatively stable, tending to hover around the -15 to -5 mark, (including upwards of +30 at points with Dissenting Disruptors and Traditional Conservatives).

Farage's approval ratings have slipped this summer, with around 40 per cent of the public now expressing *strong disapproval* and overall ratings of -27. This decline has also been acute among Farage's core segments of Dissenting Disruptors and Traditional Conservatives, where Farage is at +7 and +5, respectively. Among 'Red Wall' Rooted Patriots, he has now fallen to -15.

Farage's approval has been declining across his most winnable segments

Net approval rating

For each of the following, please indicate whether you think they are doing a good job or a bad job? [Nigel Farage]



Reform still has an entrenched and enthused – although shrinking – base

The turbulence of the past 12 months has affected Reform's support, but there still remains an unmoved core of supporters: **1 in 10 Britons say they would definitely vote Reform in an election held tomorrow – more than for any other party.**

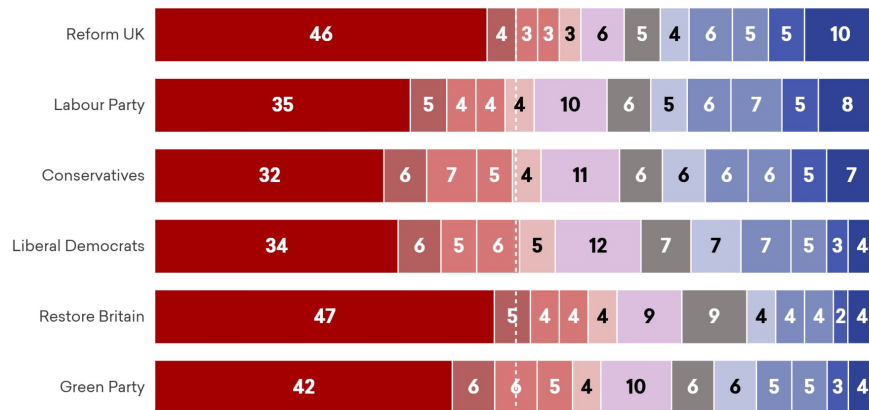
Beyond this base, Reform's ceiling may be more limited than other parties': nearly half of Britons (46 per cent) say they would definitely not vote for the party – tied only by Restore Britain (47 per cent). In contrast, only 32 per cent of Britons say they'd rule out voting Conservative.

Despite this, around 30 per cent score the likelihood of them voting Reform as over six out of ten.

Reform has more definite voters than any other party - but nearly half of Britons would rule them out

Please use the following scale to indicate how likely you are to vote for each of the following parties, where zero means you would never vote for this party and 10 means you would definitely vote for this party

● 0 - I definitely will not vote for this party ● 1 ● 2 ● 3 ● 4 ● 5 ● Don't know ● 6 ● 7 ● 8 ● 9 ● 10 - I will definitely vote for this party ● definite voters ● rule them out



Tactical consolidation against Reform is increasing

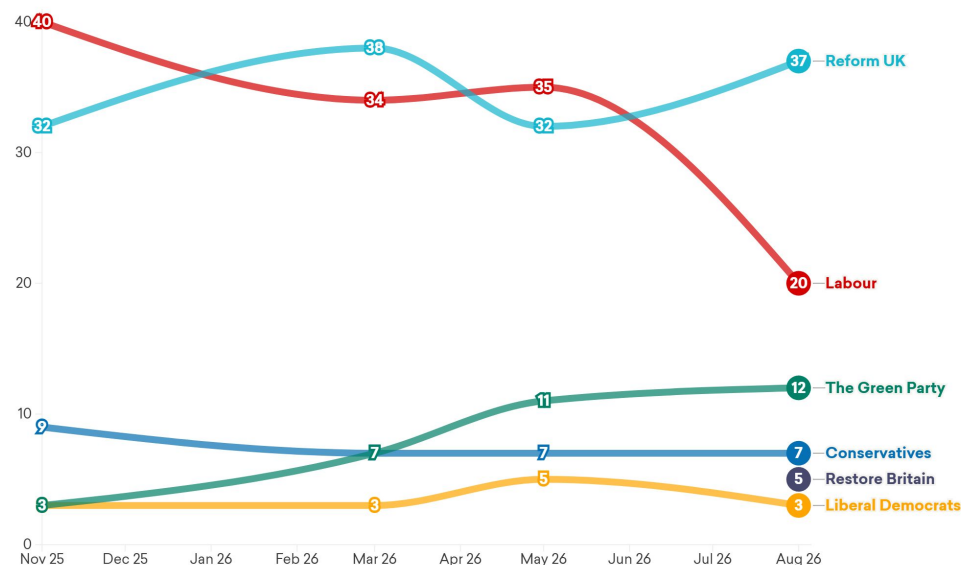
Opposition to Reform UK is a growing risk to the party, as nearly four in ten Britons say they would vote against them in a general election if they could. This does not directly translate into tactical voting against Reform, but it is indicative of the strength of anti-Reform sentiment.

There was some evidence of Reform benefitting from 'negative' voting against Labour due to the deep unpopularity of Starmer. This has declined substantially, as Burnham has improved the image of the party.

Currently willingness to vote against Reform (37 per cent) is higher than for any other party. This is a factor we have seen play out in by-elections, from Caerphilly to Clacton, and in both in Manchester, and it may prove to be one of Reform's greatest challenges in the coming years.

Willingness to vote against Labour has fallen, while for Reform UK it has stayed largely the same

If you could vote against one party in a General Election, who would you vote for?



Progressive voters are increasingly voting tactically due to fear of Reform



***It's just scary how high Reform is** and that's why, because you don't know if people from Denton and Gordon, if you split the vote between Labour and the Green Party, Reform could then get in and that's why I'm toying between the other two, not knowing which one to vote for just to stop Reform getting in.*

Joe, Car Service Advisor, Gorton and Denton



I think it might be the first time I vote negatively.

So rather than voting for the candidate, I would naturally choose. I'm going to vote. I might end up voting tactically because it's going to end up being close and that sits really uncomfortably with me.

Deborah, Self-Employed, Makerfield



***It looks like I'm voting for a man that wears a dustbin on his head.** Because as a woman I've got to vote — coming from the East End, I was brought up that women had to earn the right to vote. So I always vote. But as nobody else is really standing against him, there's no option, really.*

Denise, cybersecurity, Clacton

The Right looks increasingly divided, while the Left is uniting

A key dynamic across opinion polls was that Reform was more able to hold together right-leaning voters than Labour was able to keep together a coalition of left-leaning voters. This led to Reform winning scores of seats where the Greens split the left-wing vote. At its nadir, Labour was able to command just 44 per cent of the left-wing bloc.

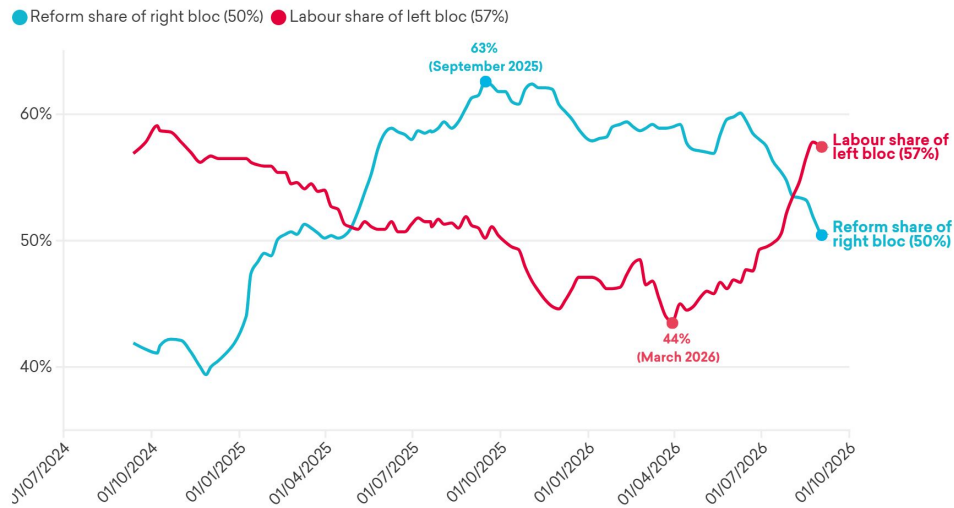
This has now reversed. The combination of the revival of Conservative fortunes and the rise of Restore has led to Reform's share of the right bloc dropping to 50 per cent on average last month, with Labour climbing to 57 per cent.

As seen recently in local elections in Dover, this risks an uptick in seats being handed to left-wing parties as a result of this fragmentation.

Labour have been re-uniting the left as Reform's grip on the right bloc has weakened

1-month rolling average, from September 2024

Right Bloc= Conservatives, Reform, Restore. Left Bloc= Liberal Democrats, Labour, Greens



Restore has emerged as a threat to Reform's base

Restore's support is extremely concentrated among Reform's base. The party stands to take 11 per cent of Dissenting Disruptors and 10 per cent of Reform's 2024 voters.

A broader portion of voters (up to 1 in 5) reported a willingness to vote Restore. This rises to 1 in 3 among Dissenting Disruptors; but this is still significantly lower than the 1 in 2 of that segment who are open to voting Reform.

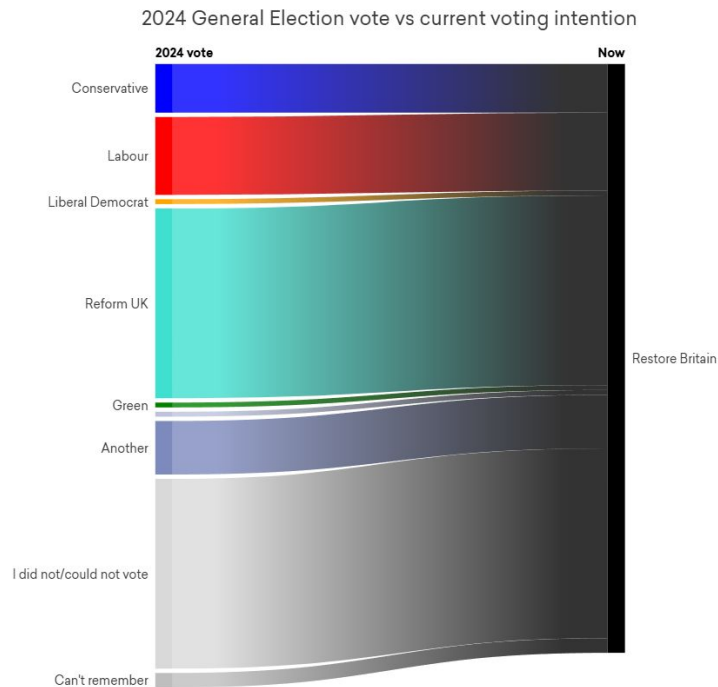
However, while openness to Restore is high, awareness is low – and most still feel that Reform is the more viable choice.



Yeah, I do really like (Lowe). I respect him a lot. I think he speaks so much sense, and I wish him well so much, but I think right now that his timing is so bad, which could actually divide the votes. (...) I would want to, in my heart, choose him over Nigel, but I don't want to waste a vote

Paula, Radiographer, Bury

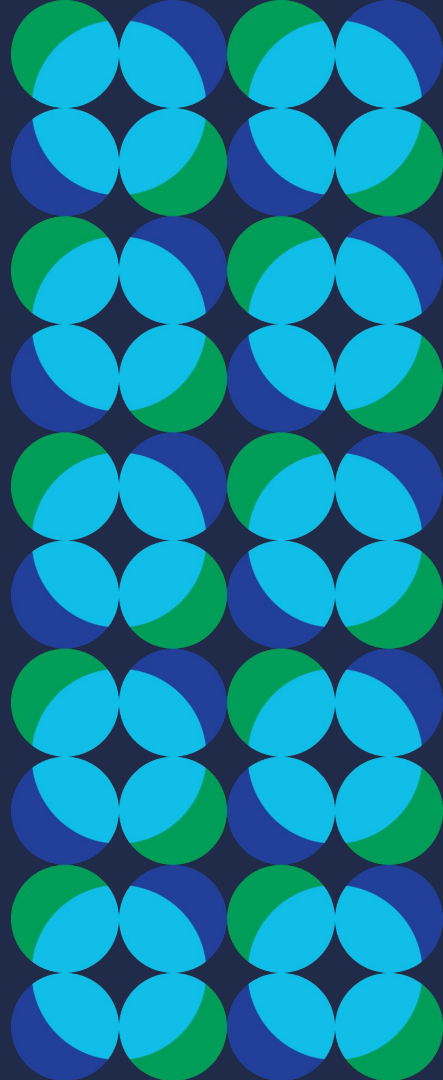
Restore's supporters are drawn from Reform 2024 and non-voters in 2024





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Reform's changing voter coalition



Reform's coalition has broadened and narrowed in the past two years

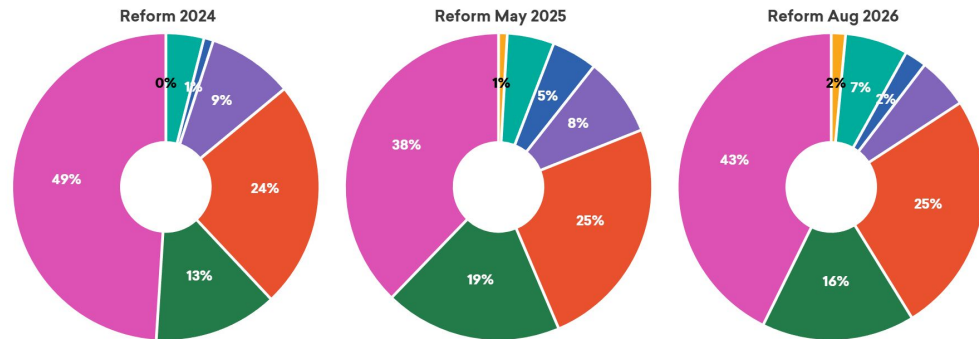
Between 2024 and 2025, Reform UK broadened its voter base considerably: half of its voters in the 2024 General Election were Dissenting Disruptors, a figure which dropped to just over a third in 2025.

But now, Reform's support has eroded among centre-right segments such as Rooted Patriots and Traditional Conservatives.

In 2026, Dissenting Disruptors make up 43 per cent of the party's support base. The core is becoming more important.

Reform is retreating back to its base

Segment ● Progressive Activists ● Incrementalist Left ● Established Liberals ● Sceptical Scrollers ● Rooted Patriots ● Traditional Conservatives ● Dissenting Disruptors



Dissenting Disruptors (20% of the population)

Key reasons for voting Reform: Its policies on immigration (75 per cent), a sense the country needs something new (36 per cent), and that the mainstream parties have shown themselves to be incompetent (27 per cent).

Dissenting Disruptors are Reform's largest bloc, making up 43 per cent of the party's coalition – a frustrated group craving radical change and strong leadership. **Yet they are also the most likely to be tempted by Rupert Lowe – roughly 1 in 10 say they'd vote Restore tomorrow.**

Remaining barriers to voting Reform: Farage seems sleazy or corrupt (29 per cent), I don't trust them (21 per cent), the party does not reflect my values (13 per cent).

44 per cent are currently intending to vote Reform — but that enthusiasm is ebbing away fast: support is down 14 points since last conference, and Farage's net approval among this core group has collapsed from upwards of +30 to just +7.



Traditional Conservatives (8% of the population)

Key reasons for voting Reform: Policies on immigration (73 per cent), a sense the country needs something new (29 per cent), and a view that Nigel Farage would make a good Prime Minister (28 per cent). Their doubts about Reform are about competence: they are nearly twice as likely as other core segments to worry Reform lacks experience in government.

Remaining barriers to voting Reform: They have no experience in government (21 per cent), Farage seems sleazy or corrupt (19 per cent), I don't trust them (18 per cent).

39 per cent are currently intending to vote for Reform — support here is up 20 points on 2024, even as Farage's own net approval among the segment has cooled from upwards of +30 to just +5.



Rooted Patriots and Reform (20% of the population)

Key reasons for voting Reform: Beyond valuing its policies on immigration (33 percent), Rooted Patriots are driven by a sense that the country needs something new (12 per cent), and that the mainstream parties have shown themselves to be incompetent (10 per cent). **Many of these voters formerly backed the Conservatives in 2019, some placed their trust in Labour in 2024, and turned to Reform as an anti-establishment choice.**

Remaining barriers to voting Reform: Farage seems sleazy or corrupt (35 per cent), I don't trust them (20 per cent), Farage's support for Trump (18 per cent).

Reform currently leads with 34 per cent of the vote with Rooted Patriots, but their vote share has dropped since last year – and Nigel Farage has a negative approval rating with this segment (-15).



Reform's coalition is united by immigration

No other party's voter base is as united on an issue as Reform UK's voters are on immigration.

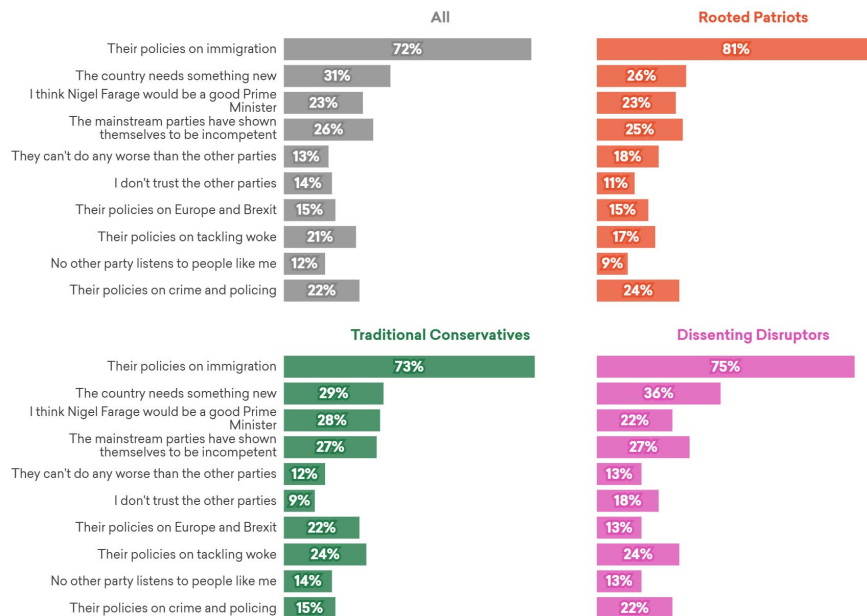
When asked why voters would consider voting for Reform UK, Reform's "core segments" were united by one answer – immigration. 73 per cent of Traditional Conservatives, 75 per cent of Dissenting Disruptors and 81 per cent of Rooted Patriots named "their policies on immigration" as the key driver.

Other factors showed greater differences. Only 5 per cent of Rooted Patriots, an important demographic for Reform, named the party's economic plans. Nearly 1 in 10 Dissenting Disruptors cited distrust of all other parties as a key reason for voting Reform, much higher than among other segments.

Immigration is the main driver of support for Reform

If you were to vote for Reform UK, why would that be? Select your top three reasons.

(Only showing Reform voters - top 10 reasons)



But pulls in different directions on the economy

While Reform's voter coalition is broadly aligned on topics like immigration, it diverges on economic issues.

Many Traditional Conservatives and Dissenting Disruptors prioritise fiscal conservatism, and want Reform to champion welfare reforms and tax cuts. For Rooted Patriots, however, action to improve public services and tackle the cost-of-living crisis takes priority. For this group, Andy Burnham's interventions on the cost of living could build back trust in the Labour Party.



Andy Burnham's done his spend though. He's not talked about where he's getting all this money from, spend, spend, spend. We've got the budget coming up soon, it'll be taxing the working man again

Robert, Retired, Lincolnshire



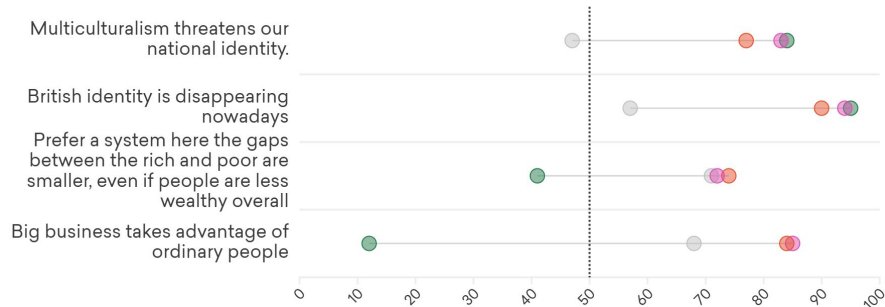
Considering Keir Starmer was in for two years and Andy Burnham, who I've got a little soft spot for, let's say, because he's Mancunian – he's made some more obvious changes in such a short time, which Keir Starmer didn't do. He's took off 20% VAT for businesses, pubs and bars (...) the bus fares is obviously good as well. (...) he seems to be more social media present. (...) I do think he's done more in that time than Starmer did because I can see it.

Jake, Teacher, Manchester

Britain's Right is broadly aligned on migration, but diverge in their views on the economy

(Proportion who agree with each statement)

● All Britons ● Rooted Patriots ● Traditional Conservatives ● Dissenting Disruptors



Reform's coalition has moved right on the economy

As Reform has moved to the right in much of its economic agenda, so too have its voters. In 2025, More in Common found that Reform's voter base was united on social issues but divided on the economy.

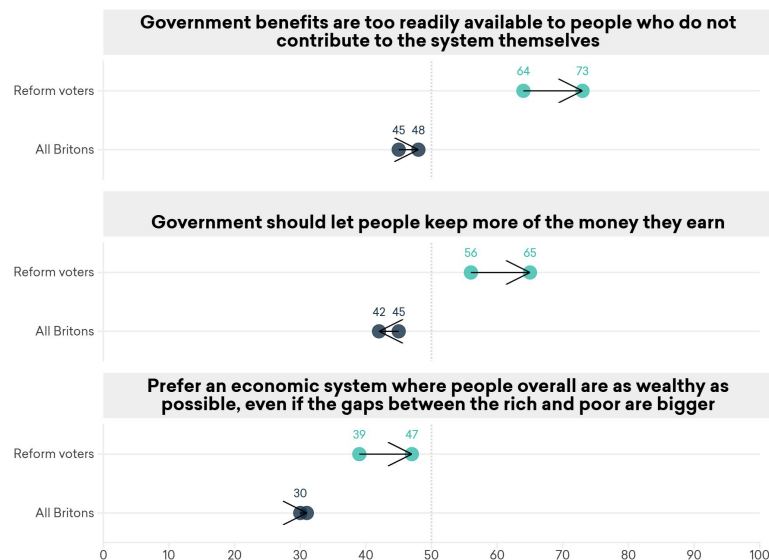
Compared to 2025, the average Reform voter is far more likely to say that benefits are too readily available, less likely to support redistributive policies, and is less concerned about closing the wealth gap. **On many of these metrics, Reform voters are now roughly in line with Conservative voters.**

With Burnham winning back some Labour-Reform switchers, the party has lost many of its more interventionist, economically left voters.

Since last year, Reform's voter base has become more right-leaning on the economy

(Proportion who agree with each statement)

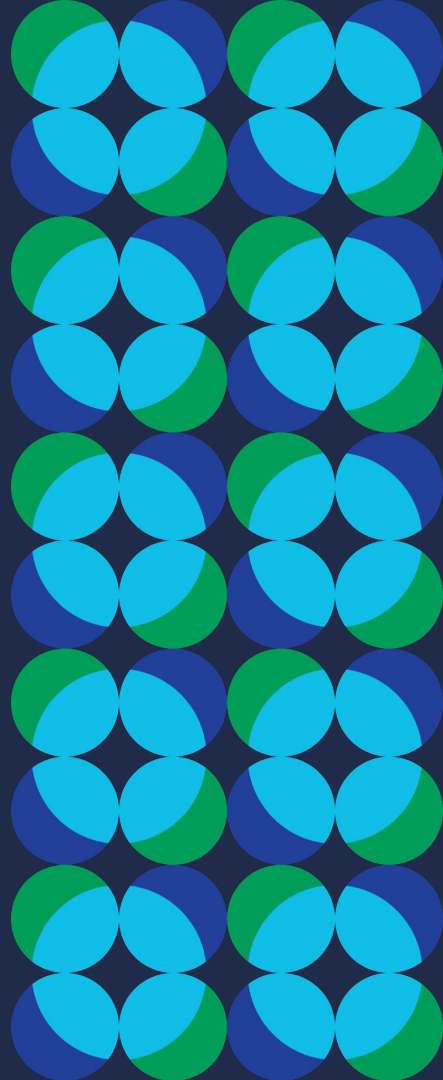
● Reform voters ● All Britons





More in
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Reform policies and issues



Reform's 'Welfare to Work' is popular across parties

Although there are concerns in some focus groups about the degree of cuts, **the public strongly believe in the principle of linking some benefits to contribution; the "welfare to work" proposal commands broad support – extending far beyond Reform's own voter base.**

62 per cent of Britons backed the idea, while only 15 percent oppose it. Even a slim majority of 2024 Green voters backed the idea.

In focus groups, many participants tell us that they feel that working for welfare is a fundamental matter of fairness, and might help solve crises of joblessness.



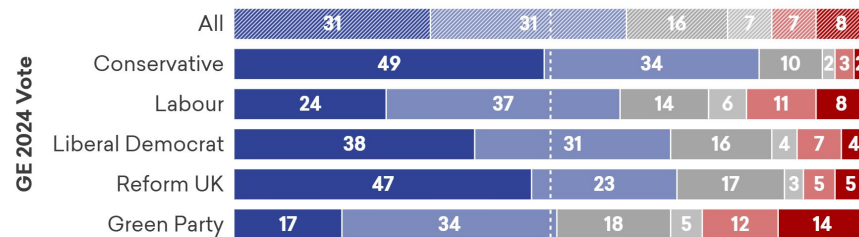
It's a great idea. It gives them confidence, it gives them the self-worth and self-respect of working... This community work is a great one. If you do it right, it'll benefit them and everybody else.

Matthew, Technology Worker, Erewash.

Reform's "welfare to work" proposals are broadly popular

Some people have proposed the idea of a "welfare to work" scheme which would require those who are able to take part in 20 hours a week work for their community. Those who fail to take part would see their benefits cut. To what extent do you support this proposal?

● Strongly support ● Somewhat support ● Neither support nor oppose
 ● Don't know ● Somewhat oppose ● Strongly oppose



Disability benefit policies are a more mixed picture

The public is less united when asking about levels of spending on disability-related benefits.

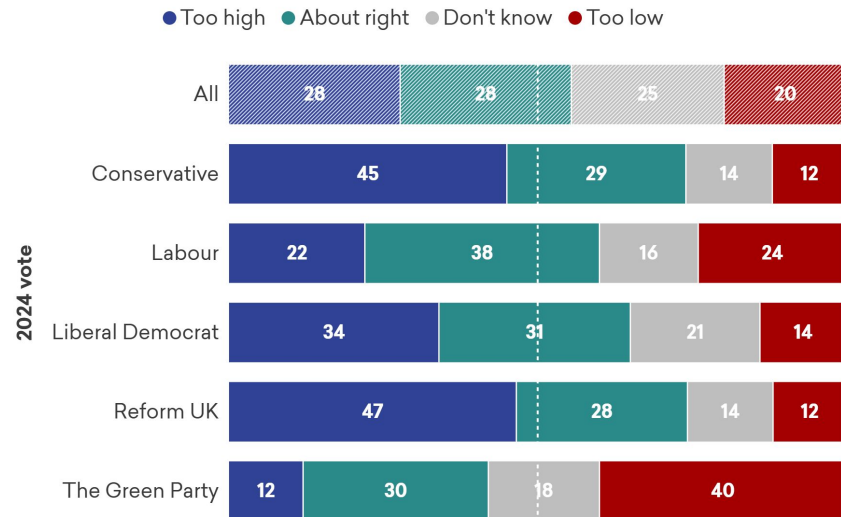
The public narrowly think it is too easy to claim benefits. 35 per cent say too easy, 23 per cent say too hard, and 21 per cent say about right. Reform voters, by contrast, think that it is too easy (53 per cent).

There is less agreement about the overall level of spending, with 28 per cent saying it is too high, 28 per cent saying it is about right, and 20 per cent saying too low. Lower income voters were especially split on these levels.

Any attempt to radically reduce the budget through abolishing PIP or slashing disability benefits may meet more public opposition than introducing a 'welfare to work' scheme.

The public is split on whether disability-related benefits are too high or too low

Do you think the amount of money people receive from disability-related benefits is...



A majority of Britons support stripping benefits from foreign nationals– but not for EU citizens

Nearly three in five Britons (59 per cent) support the principle of stripping benefits from foreign nationals.

When asked specifically about EU nationals, this falls to 40 per cent overall and just above 6 in 10 Reform voters (63 per cent). In focus groups, participants often cited principles of fairness, as well as personal familiarity with many who might lose out.

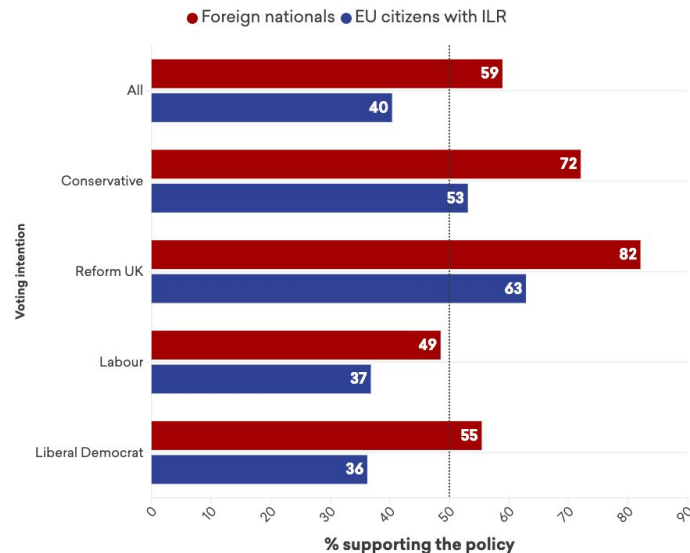


We've got a friend, she's Italian and she's lived here for years and years, and I don't think she has got British citizenship.... And she's put into this system for 10 plus years, so if anything happened to her and she got poorly today, why shouldn't she be entitled to it?

Dorothy, Small Business Owner, Erewash

Britons support the principle of cutting benefits for foreign nationals, but not when it comes to EU citizens with ILR

Support for making [foreign nationals/ EU citizens with ILR] ineligible to claim benefits in the UK.



Reform's tax headline pledges are popular

Many of Reform's headline tax policies are popular – and some overwhelmingly so.

No tax on overtime pay is viewed positively with voters across politics; raising the personal allowance is popular with 57 per cent of Britons. 52 per cent of Britons also back reintroducing the two child benefit cap.

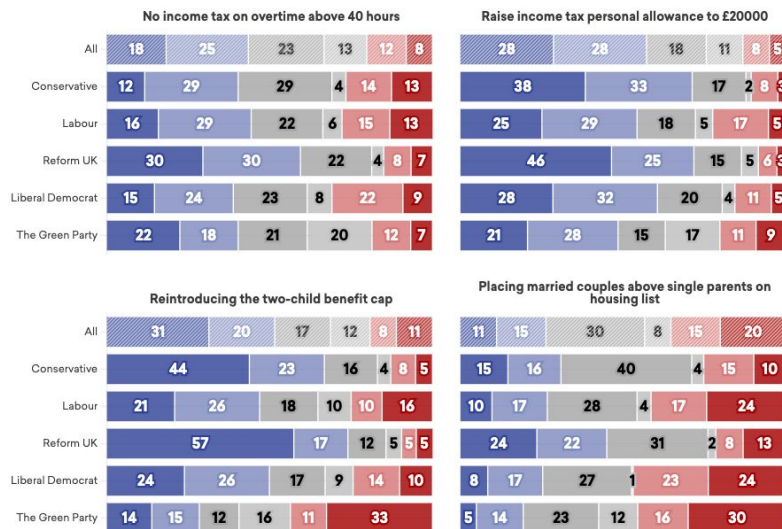
Placing married couples above single parents on the housing list is the least popular and most polarising policy. Just 26 per cent of the public, and 45 per cent of Reform voters, back the idea.

No tax on overtime and raising the personal allowance enjoys crossparty support

To what extent if at all would you support or oppose the following policies?

By current voting intention

● Strongly support
 ■ Somewhat support
 ■ Neither support nor oppose
 ■ Don't know
 ■ Somewhat oppose
 ■ Strongly oppose



Reform voters stand out on migration, but not on all social issues

A key difference between public opinion in Britain and the US is that many family and social issues that are fault lines in America do not split attitudes here.

On issues like migration and the death penalty, Reform voters stand out in the strength of their views. Yet on many social issues, they align with the median of public opinion: like other groups, most Reform voters support gay marriage, abortion access, and gender equality.

This has implications for Reform's policy agenda: only 26 per cent of Britons support putting married couples above single parents on the housing list.

Reform voters stand out in their strength of views on immigration and criminal justice; but on many family issues, they are in line with the median

Proportion who agree with each statement

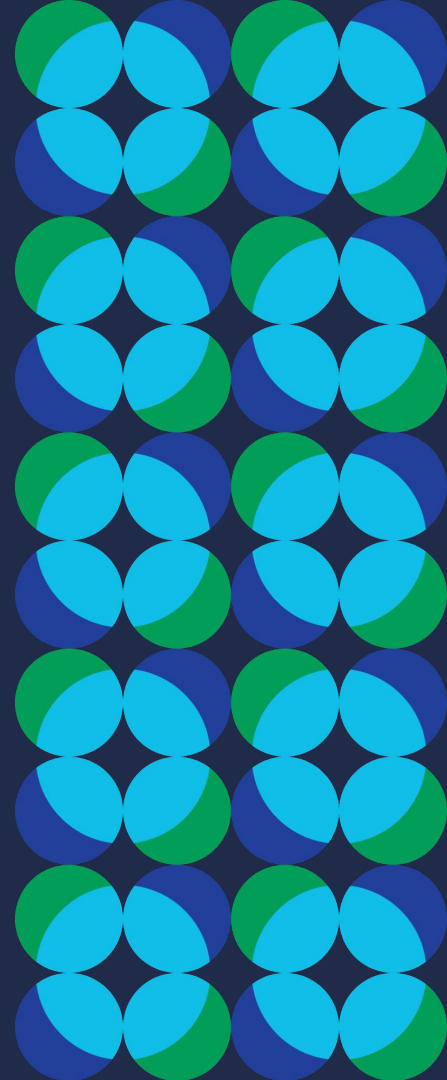
● All Britons ● Reform supporters





More in
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Paths to 2029



Reform's path to 326 seats is a complex one

Reform's target seat list is varied. Their top 326 seats in More in Common's latest MRP include 235 Labour seats, 70 Conservative seats, and 11 Liberal Democratic seats.

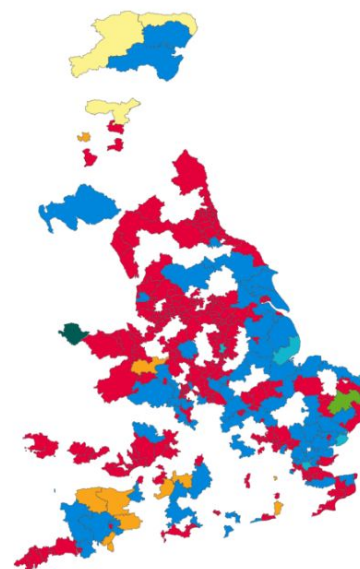
These run through a remarkable breadth of regions and political histories, ranging from formerly safe Conservative seats, such as Gainsborough (held since 1924 for the Conservatives) to red wall seats that have stayed loyal to Labour for decades, such as Easington (Labour since 1935).

Reform has a solid base in these seats, established by strong second and third finishes in 2024. On average, in 2024, their target seats voted 36 per cent for Labour, 27 per cent for Conservatives, 19 per cent for Reform and 8 per cent for the Liberal Democrats.

Reform's path to victory runs through the Red Wall, and Tory heartlands

Seat 1-326 on winnable seats to Reform, by July 2026 MRP

Winner:  Reform UK  Conservative  Labour  Liberal Democrat  The Green Party  Scottish National Party (SNP)  Plaid Cymru



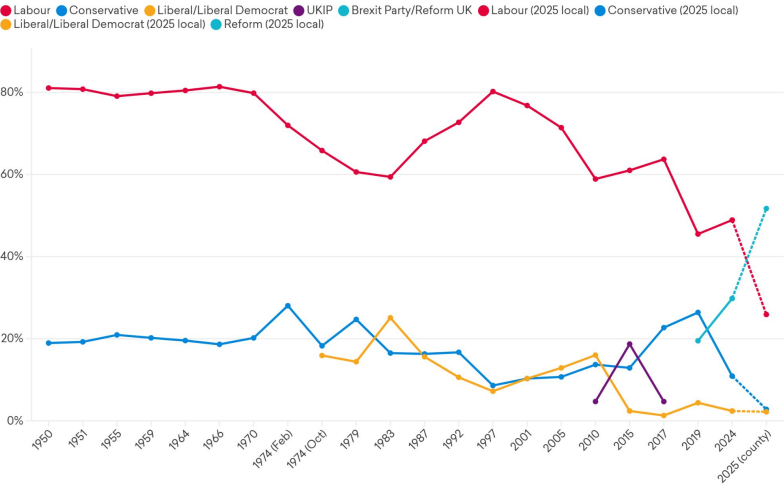
Reform's 2025 gains reached deep into Tory and Labour Heartlands

At their peak, Reform were looking set to overturn a century of political tradition. Their local election gains in Easington, Labour since 1935, and Gainsborough, Conservative since 1924, in 2025 showed the enormous breadth of Reform's reach. It continued with Reform's 2026 gains in Tameside and Essex, former heartlands for Labour and the Conservatives.

The downsides of this is that to win a majority, Reform must reconcile an often broad coalition with divergent economic, social and political views.

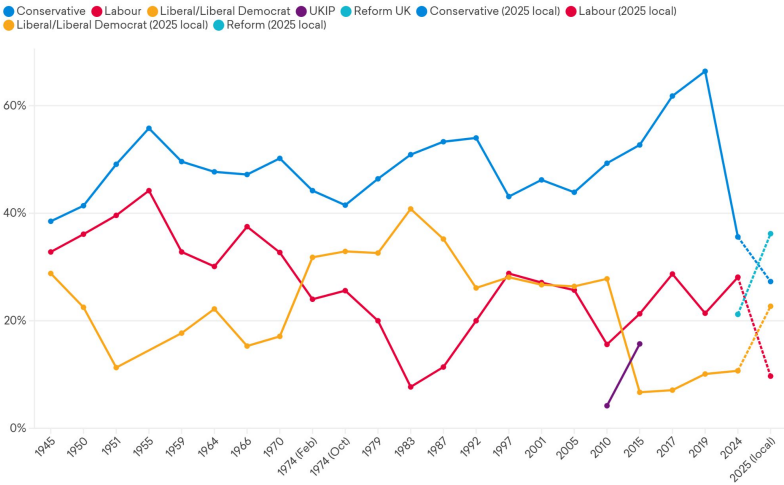
Easington

Vote share at general elections, 1950-2024



Gainsborough

Vote share at general elections, 1945-2024, and County Council Election 2025



Where is voting **Reform UK?**

Reform won more wards in the 2026 Local Elections than any other party, and was the only party that was competitive in every part of the country. Their strongest areas were post-industrial towns, coastal areas, and urban peripheries in the North and Midlands, such as Cannock Chase, Tamworth, Hartlepool, Wigan, Thurrock and Dudley: places that are strongly white, non-graduate, and skew older. They tend to have higher rates of deprivation, and higher rates of home ownership.

In Wales, they won 5 of 16 Senedd constituencies, concentrated in the north-east borderlands and the eastern Valleys.

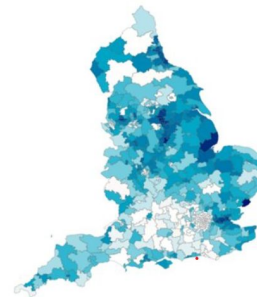
Reform's weakness came in areas that were more affluent or linked to the Greater London economy. The party's 13 per cent in London was a notable undershoot of expectations.

Reform UK performs best in post-industrial towns with high employment or education deprivation

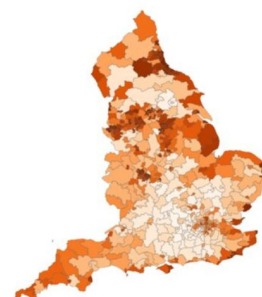
Education, skills and training deprivation



Reform UK vote share



Employment deprivation



As well as switchers, Reform mobilises non-voters

In Sunderland's local election results, the growth in Reform's vote share was three times as large as the decline in the Conservative vote share. Results like this are partly explained by turnout.

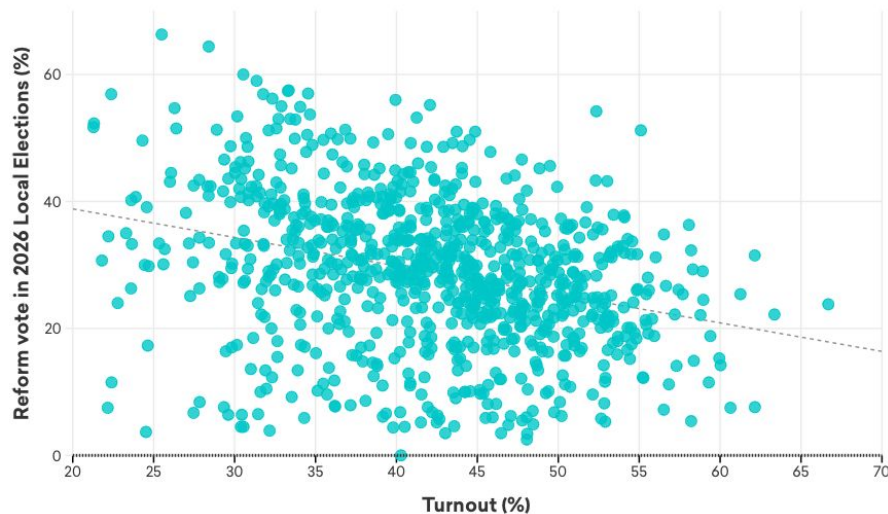
In areas where turnout is lower, Reform's vote share tends to be higher. This may illustrate **Reform's success at motivating voters who otherwise might not have turned out for the elections.**

Reform may also be helped by the disengagement of Labour voters. Ahead of the elections, only 58 per cent of those who intended to vote Labour said they were certain they would go out and vote. **Just 28% of those who voted Labour felt very enthusiastic about doing so, compared to 53 per cent of those who voted Reform.**

A path to victory in 2029 may well depend on mobilising previous non-voters if they are to fundamentally alter electoral geography.

Reform gets more of the vote in low-turnout wards

Local authorities with elections



I would say he's [Farage] this country's last hope in a way. In some way, I hope he will help to restore that part that we've lost.

Sam, Birmingham

Reform is riding a global wave

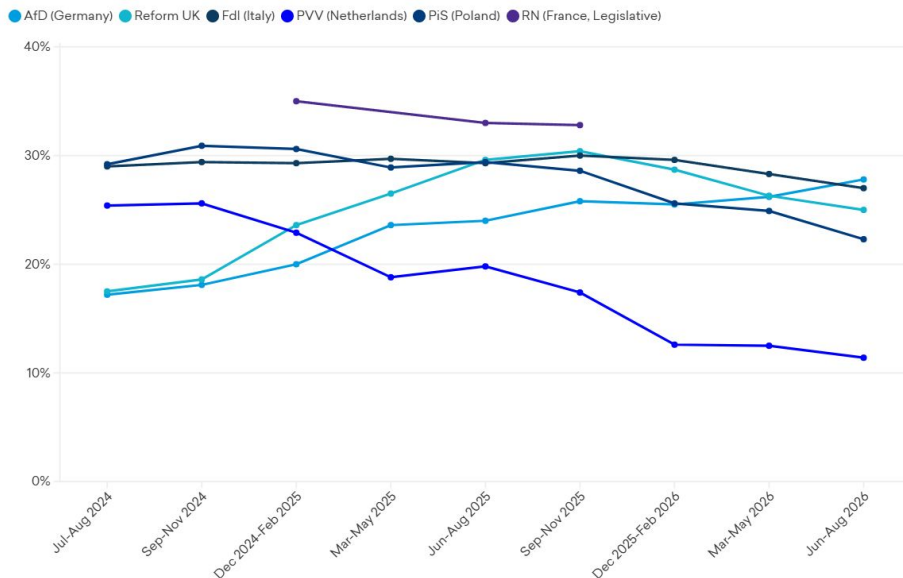
Reform is part of a global trend in which established centre-right parties are being displaced by radical-right counterparts. Variations of this story have emerged across Western Europe, Latin America and North America.

Reform led this surge across Europe in 2025, reaching above 30 per cent of the vote and making it one of the strongest parties on the populist right. Since then, however, Reform have slipped behind European counterparts, averaging around 25 per cent, comfortably behind Le Pen's projected vote share in France (34 per cent) and now behind the AfD (28 per cent).

The PVV's woes in the Netherlands, now having fallen to near single digits after a period of domination, are a reminder that these global forces, however powerful, are not destiny.

Reform's rise has closely followed their European counterparts

3-month average poll share, by party (Jul-Aug 2024 to Jun-Aug 2026)



Reform may be motivating higher turnout

Early indications suggest that Reform is both mobilising more non-voters from 2024 to vote, but is also motivating higher turnouts among others to cast a ballot against them.

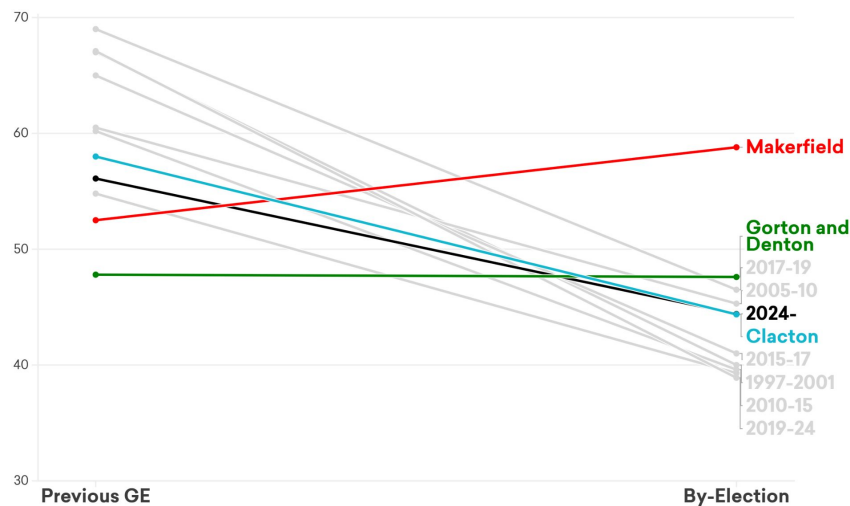
By-elections this parliament have seen unusually high turnout. Makerfield's turnout actually rose from 2024, while elsewhere the decline has been far less steep than is typical. Farage's over 22,000 votes in Clacton, despite having no major-party opposition, are a testament to this.

We may therefore be entering into an era of higher stakes – and higher turnout – politics, due to Reform's ability to mobilise voters for and against them.

Turnout is holding up far better in by elections this parliament than in recent parliaments



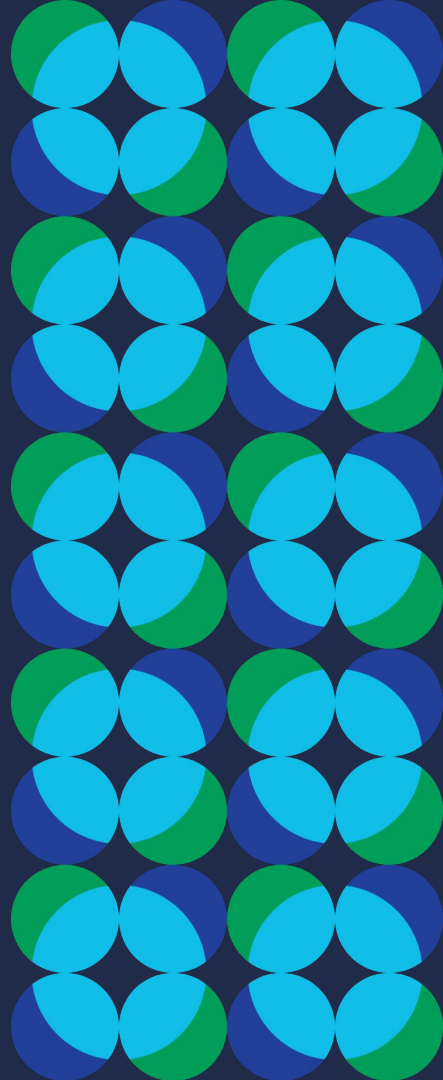
By-elections since 1997: turnout in previous general election and turnout in by election.





More in
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Barriers to Reform



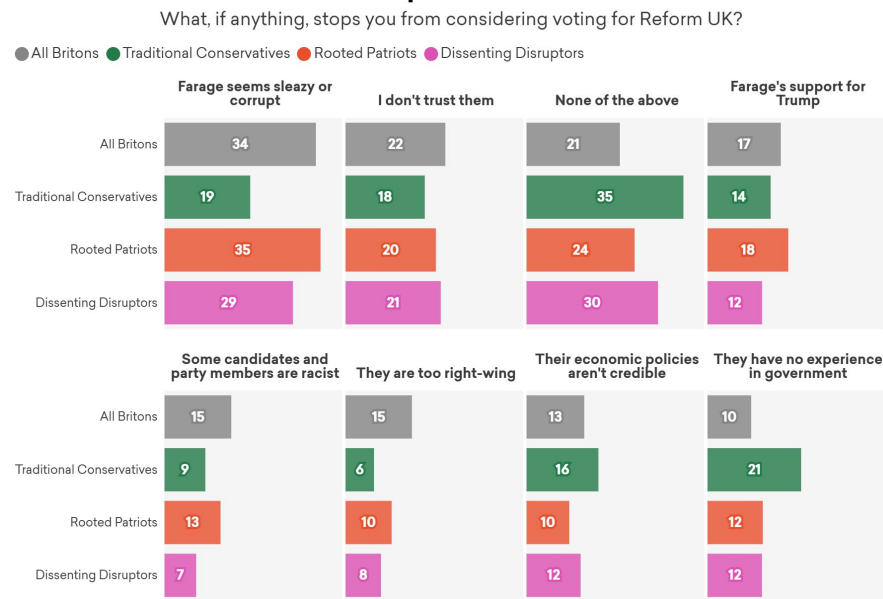
Reform's target segments have different anxieties about a Reform Government

Among **Rooted Patriots**, worries about **Farage's scandals** are highest at 35 per cent, even higher than the population average of 34 per cent. Rooted Patriots are also more likely than others to be worried about charges of racism (13 per cent), although this is lower than other factors.

Traditional Conservatives are nearly twice as likely as RPs and DDs to be worried about Reform's **lack of experience in Government**. Many are also deterred by a perceived lack of credible economic policies.

While **Dissenting Disruptors** are less likely to feel deterred from voting Reform than others, one in five (21 per cent) say they simply **don't trust the party**.

Rooted Patriots are most worried about Reform's scandals;
Traditional Conservatives are more worried about their lack of experience

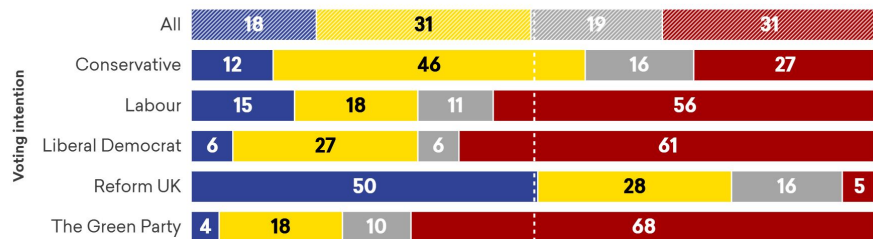


Reform voters are split on the finance row

Only 31 per cent of Britons say Farage is more corrupt than other politicians

Which of the following comes closest to your view?

- Nigel Farage is less corrupt than other politicians
- Nigel Farage is as corrupt as other politicians ● Don't know
- Nigel Farage is more corrupt than other politicians



Many of Reform's core voters are unmoved by the finance row: some see it as an establishment stitch-up, while others believe it is 'no worse than what other politicians do'.

However, for many of Reform's newer voters there's no doubt that the scandal has eroded their confidence in the party.

I think a lot of it is jealousy. Why shouldn't that man, if they gave me five million, I'd take it and run. Why are they picking him to pieces?
Brenda, retired, Clacton

I think all politicians have a little bit of a scrape off, to be fair. I don't think you can trust any of them.
Sally, university assistant, Clacton

Perceptions of sleaze are now Reform's biggest barrier

More than 1 in 3 voters now name Farage's 'sleaziness and corruption' as a barrier to them voting Reform.

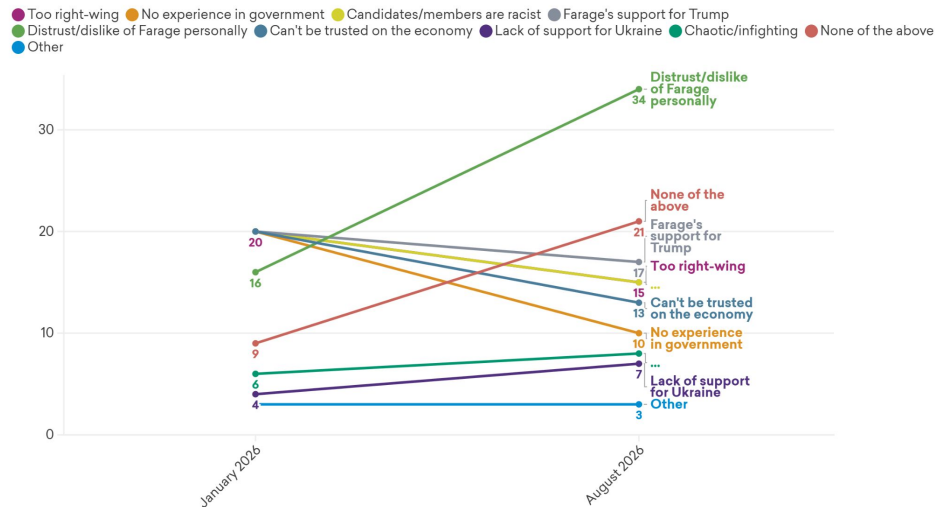
This marks a change from earlier in the year, when just 16 per cent of voters cited Farage personally as a barrier, with concerns about Trump far outweighing those about him.

Some of the barriers have, however, declined. Notably, the portion who say that Reform's lack of experience in government is a barrier has halved to 10 per cent on the back of defections.

Farage is still, however, overwhelmingly popular with his own voters. More than 3 in 4 of Reform's 2024 voters still view him favourably, despite activism against him by Lowe and Musk.

Distrust of Farage has grown substantially as a barrier to Reform since January

In your view which of the following, if any, are the main reasons NOT to vote for Reform UK?
Select up to three.



Embracing Restore would split Reform’s voter base

Embracing Restore would involve Farage breaking long standing guardrails that have seen him reject ethnonationalism and figures like Tommy Robinson.

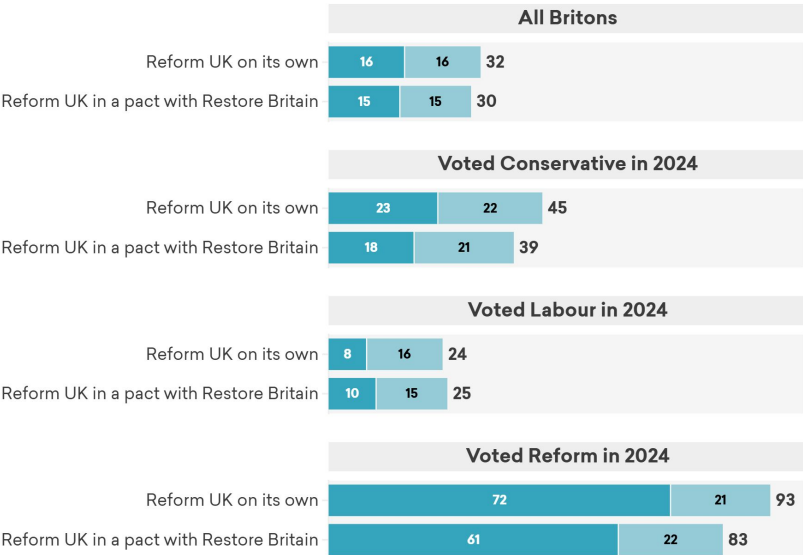
Many voters back Reform’s stance on immigration but they distinguish that entirely from flirtation with racism; a pact with Restore might be seen to break that barrier. That includes many traditional conservatives who back Reform because their former party failed to control the border, but who have no truck with ethnonationalism.

A hypothetical pact with Restore reduces the proportion of former conservative voters willing to back Reform by 6 points – and also deters many 2024 Reform voters.

A pact with Restore would put some voters off considering Reform

To what extent, if at all, would you consider voting for each of the following parties at the next General Election?

● Definitely would consider voting Reform ● Probably would consider voting Reform



A pact with the Conservatives could dull Reform's edge

A pact with the Conservatives would reduce the proportion of voters considering voting Reform from **32 per cent to 28 per cent**. Marginal gains among 2024 Conservative voters would be outweighed by an exodus of 2024 Reform voters.

In focus groups, some Reform considerers describe a worry that the party could become "Tories 2.0" – rather than challenging the establishment.

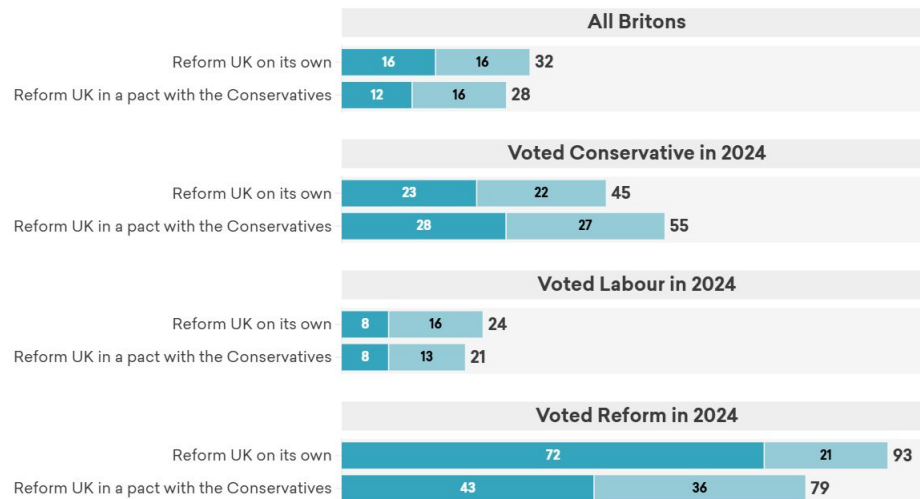
 *I think Farage is going to be another person who's got all these big ideas, but actually implementing them is a completely different story. (...) And I also think so many Conservatives have deserted to him now. I'm not so sure that he now stands for what his party originally stood for. (...) I think Rupert Lowe's party that he's bringing in is actually what Reform were when they first started.*

Nicola, Braintree

A pact with the Conservatives would put some voters off considering Reform

To what extent, if at all, would you consider voting for each of the following parties at the next General Election?

● Definitely would consider voting Reform ● Probably would consider voting Reform



The 'Trump problem' remains

Britain is broadly hostile to Donald Trump, and Nigel Farage's association with him remains a barrier for some voters.

Over two-thirds of Britons view Trump unfavourably, including 55 per cent who view him very unfavourably. Even Reform supporters are split evenly on him, while Conservatives are overwhelmingly unfavourable to Trump.

This year – the ICE raids in Minnesota, followed closely by the Iran War – have made some Britons cautious about Reform: a sense that the party could 'take Britain in the same direction as the US'.



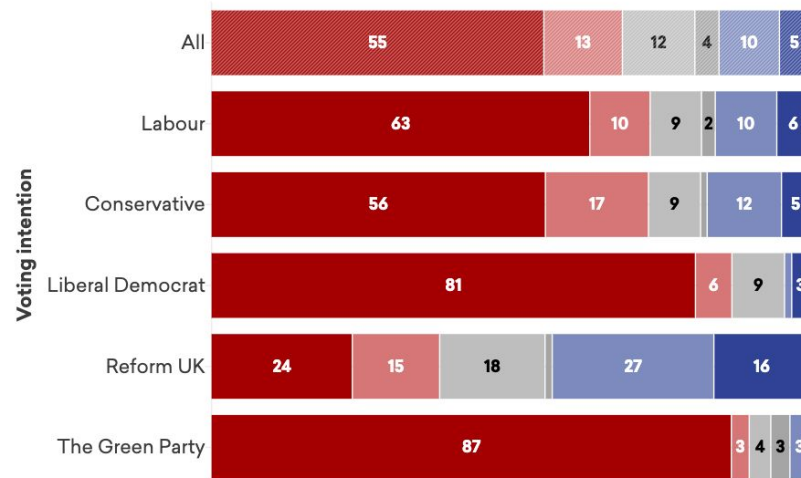
I think what's happening is if Reform do get in, Farage will kind of be Trump's brother in that sense and he'll show a lot of traits of Trump. (...) If Reform do get in, it will just create tension. And that's my concern with it, even though I voted for them.

Sally, university assistant, Clacton

Donald Trump is broadly unpopular in Britain

In general, do you have a positive or negative view of [Donald Trump]?

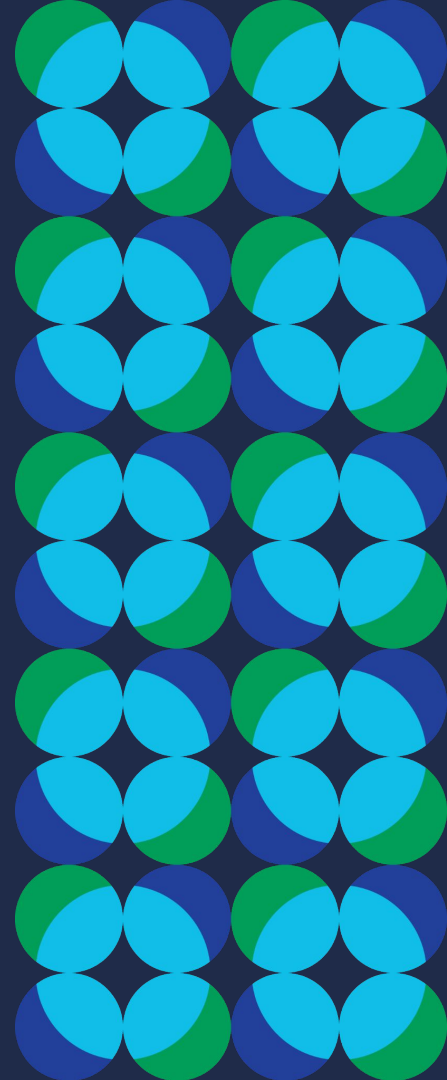
● Very negative ● Quite negative ● Neither positive nor negative ● Don't know
● Quite positive ● Very positive





More in
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Routes forward



Meet the Reform considerers

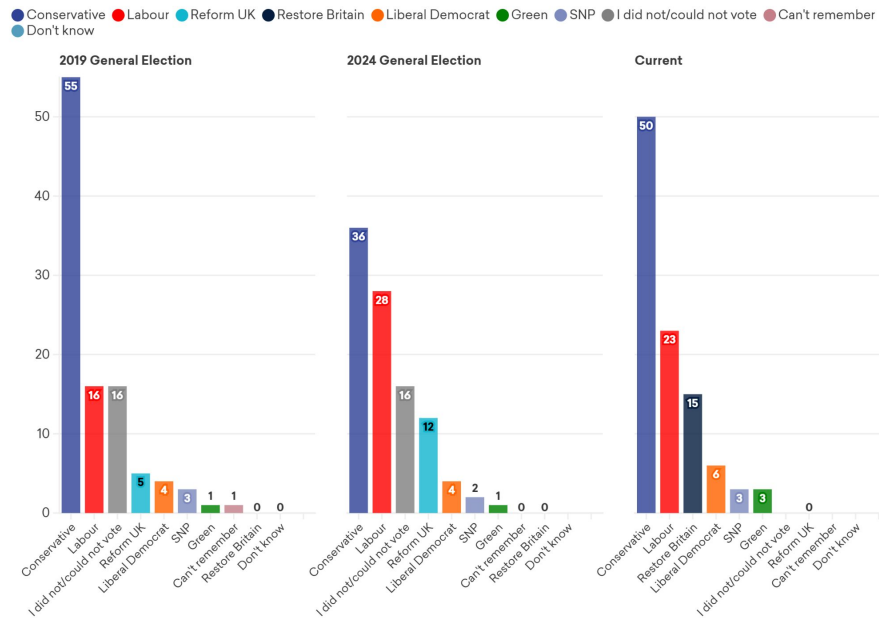
Fifteen per cent of Britons are open to Reform but don't yet support the party – enough to push Reform's vote share to 37–40 per cent.

Reform's path to recovery runs through the Conservatives: a majority of Reform considerers backed Boris Johnson in 2019, but the Conservatives now lead this group with a 50 per cent share. This group is also wealthier than Reform's current voters.

There is also a significant chunk of Labour voters open to Reform. Given some more Cameronite Conservatives are unlikely to come to Reform in the short term, reaching voters from the left is key to Reform's chance of a majority.

Reform's pool of potential voters is dominated by Conservatives

Vote history of people who would consider voting Reform UK: 2019, 2024, and now



In order to win over considerers, Reform must prove they are ready for government

Reform considerers have a different set of concerns about Reform to other voters. They are far less likely to feel that Reform does not share their values, or that they are too right-wing. For this group, much of the concern is about Reform's lack of experience of government (19 per cent), followed by a feeling their economic policies are not credible (18 per cent), followed by a feeling their economic policies are not credible (18 per cent).

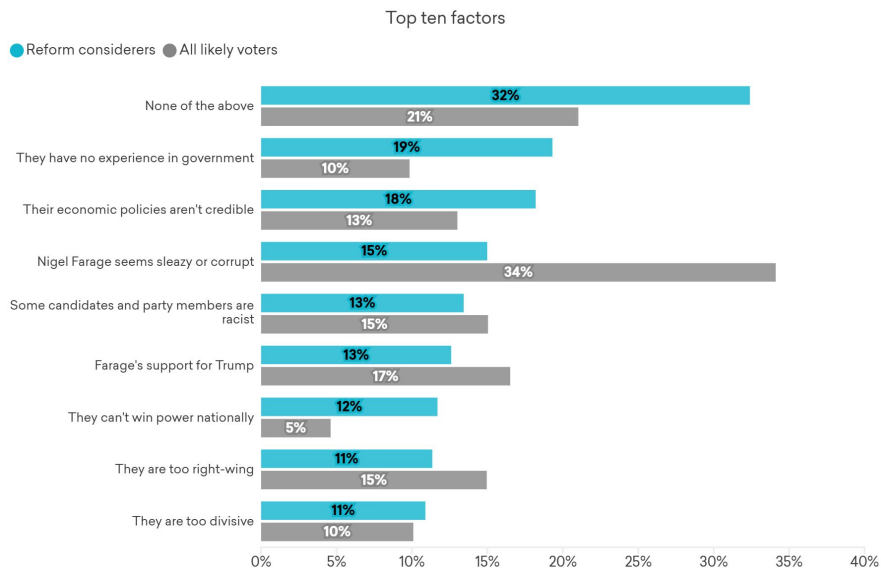
In focus groups, many describe being tempted by Reform out of a sense they would deliver a 'shake up' to the system, but remain concerned that a Reform government could be too chaotic or radical.

 (Farage) is different from any other politician we've had for a long time. Margaret Thatcher was maybe the last one that talked about doing stuff different. We need someone to come in and have a bit of bottle or shake the system up. But that don't necessarily mean that I want him to be Prime Minister.

Robert, retired, Lincolnshire

Reform considerers worry that Reform is not prepared for government, especially economically

In your view which of the following, if any, are the main reasons NOT to vote for Reform UK? Select up to three.



Burnham has made more progress winning back voters on the left than on the right

The jury is still out on whether Burnham will be able to win back Reform defectors. The majority of the 'Burnham bounce' came from voters on the left returning home, rather than substantial inroads being made with right-leaning voters.

Since the peak of the Green Party in March, the share of 2024 Labour voters going Green has dropped from 12 to 5 per cent. The share intending to vote Reform has also declined – from 13 per cent to 9 per cent – not as large a drop. **Burnham has not yet won over Labour-to-Reform defectors decisively.**

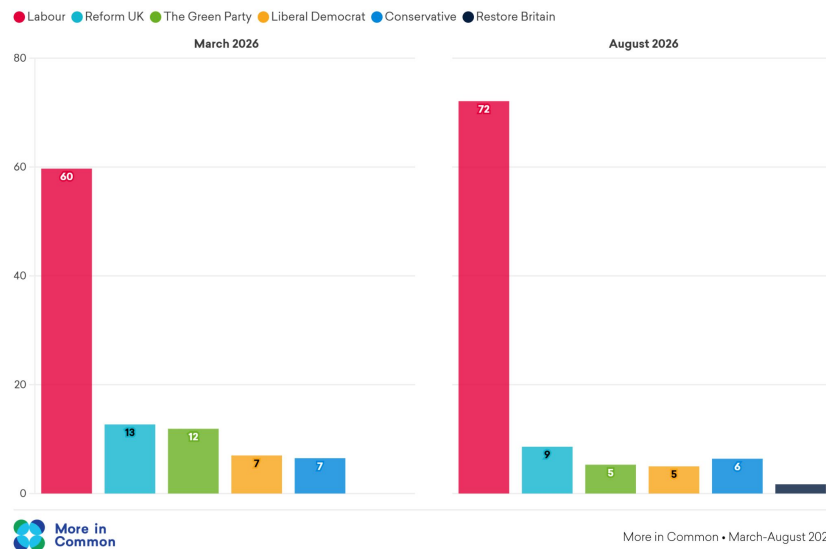
 *I'm a man of giving people a chance. And for now, I like the little things that Burnham's done in a short space of time. We're yet to see whether he can back it up financially and how he's going to do that. Only time will tell. Burnham's got, what, 18 months to try and figure it out and convince people it's right – because if not, there's only one man coming in and that's going to be Farage.*

Jake, teacher, Manchester

Labour has made more progress winning back left wing voters than right leaning voters

2024 Labour Voters Only

Excluding don't know/would not vote



Trust in mainstream parties remains very low, and many Britons still want an alternative

Reform's rise is still exceptional by historical standards.

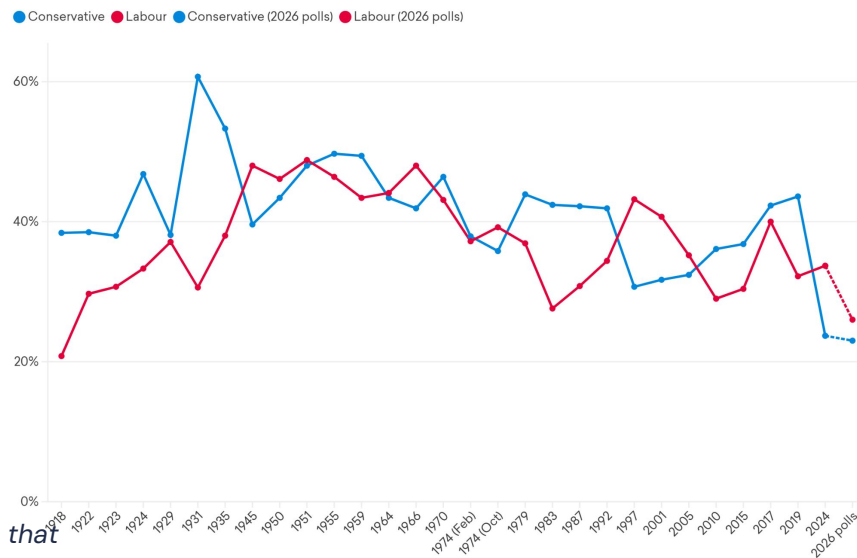
Reform's spell as one of the top two major parties, although under threat, is now the longest spell that a party other than the Conservatives or Labour has been in the top two in the history of modern polling.

Even on current and recovering levels, the vote shares anticipated for the Conservatives and Labour would be the worst for the Conservatives in their history, and the worst for Labour since 1935.



Conservatives and Labour are still currently headed for their worst result in generations

General Election results, percent of the vote, and 2026 polls



I'm a man of giving people a chance. And for now, I like the little things that Burnham's done in a short space of time. We're yet to see whether he can back it up financially and how he's going to do that. Only time will tell. Burnham's got, what, 18 months to try and figure it out and convince people it's right – because if not, there's only one man coming in and that's going to be Farage.

Is there a difference between Labour and the Tories? It's just a continuation of life being harder.

Matt, Sefton

The fundamental drivers of Reform remain

Reform has faced hurdles in recent months, but the *demand* for a populist party on the right of British politics is still there.

Since Reform UK hit its peak in the polls last summer, the proportion of Britons who believe that immigration is too high has not dropped; nor has the salience of channel crossings. And while the public mood has lifted slightly, most Britons (56 per cent) still believe that things are getting worse in the UK. **Seven in ten Britons still believe the system is rigged.**

So long as these drivers remain, there will still be a demand for insurgent parties challenging the status quo.

All it ever feels like is Labour and the Tories, and everyone else jumps on them about how shit they are. (...) We need something completely different with a new way of thinking – that might still be shit, but we need to shake it up because it ain't working.
Paula, radiographer, Bury

Most Britons still believe that immigration is too high, the system is rigged, and things are getting worse in the UK

Proportion of the British public who agree with each statement

● Summer 2025 ● August 2026

