

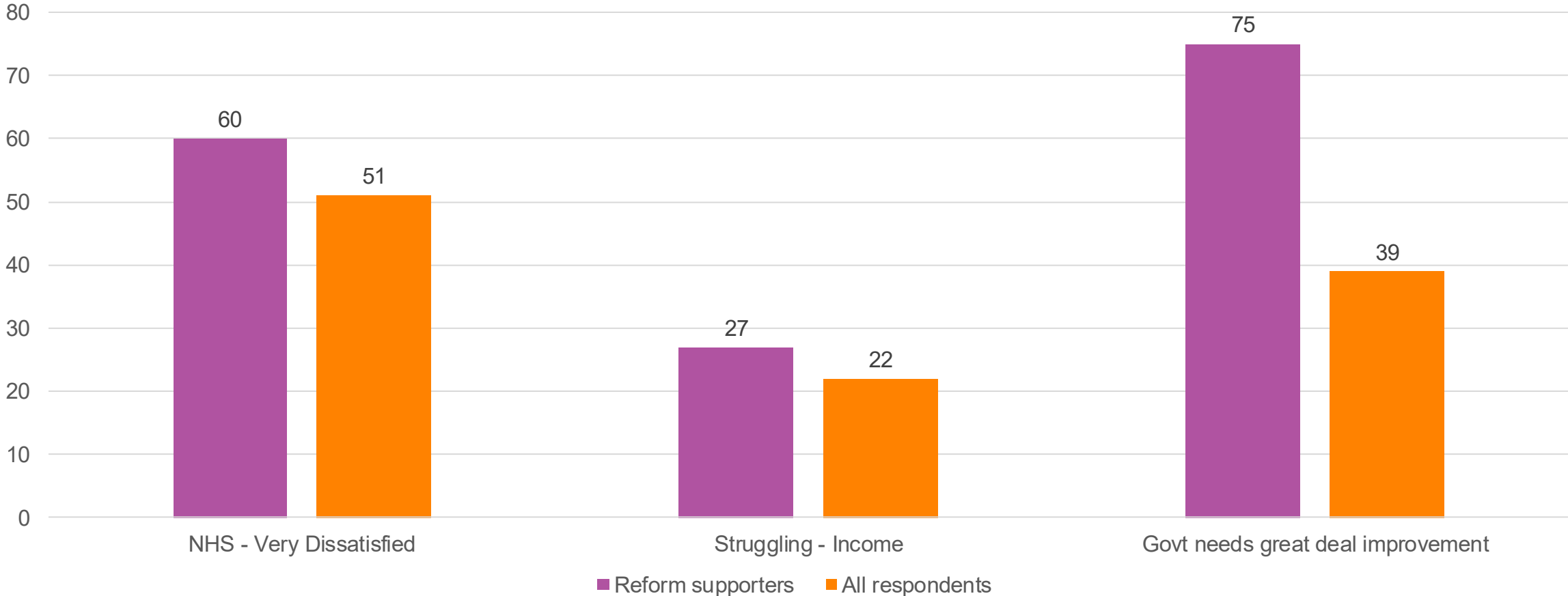
Who Supports Reform? Protest or Ideology?



British Social Attitudes Survey

- Run annually by the National Centre for Social Research since 1983.
- Uses robust, random-probability sampling to obtain an accurate reflection of what the public think across a range of social and political issues.
- Since 2020 'push-to-web' online survey, with a telephone option for those who require it. Extended in 2024 to NI and 16- & 17-year-olds.
- 2025 survey interviewed 4,727 people 29th August to 16th October 2025 (16.6% adjusted household response rate).

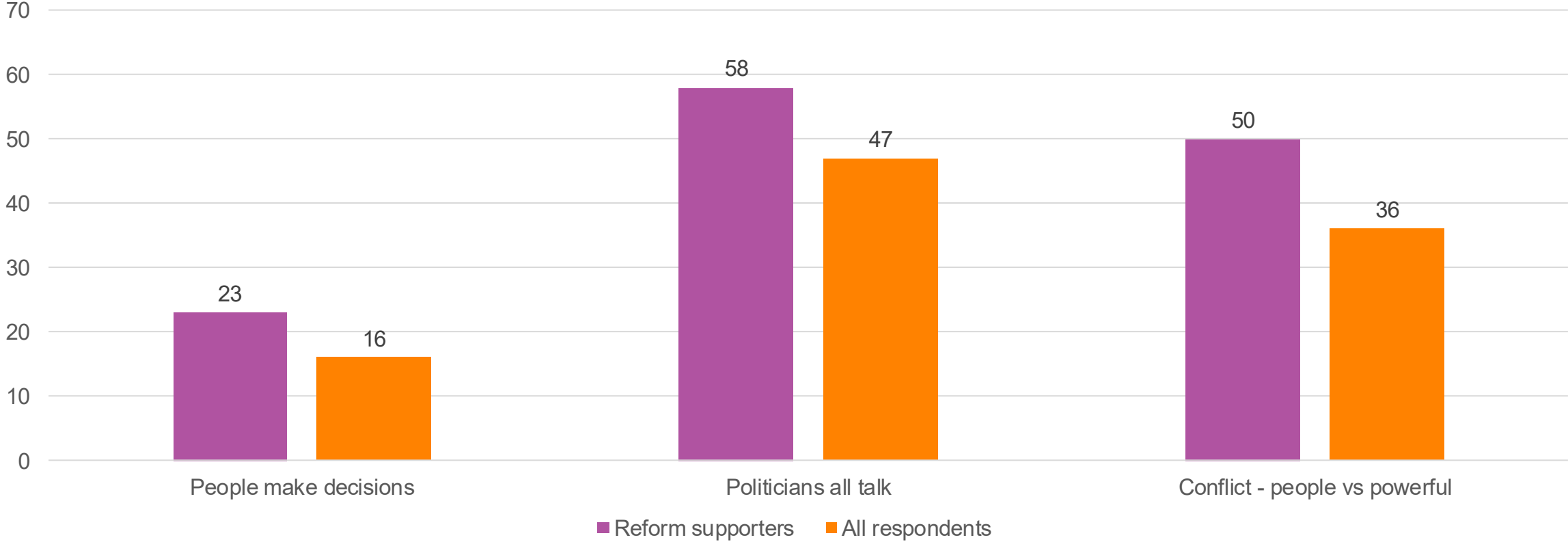
Protest?



Source: Those aged 18+ and living in GB in BSA 2025 except govt needs improvement, BSA 2024.

Populist?

% strongly agree



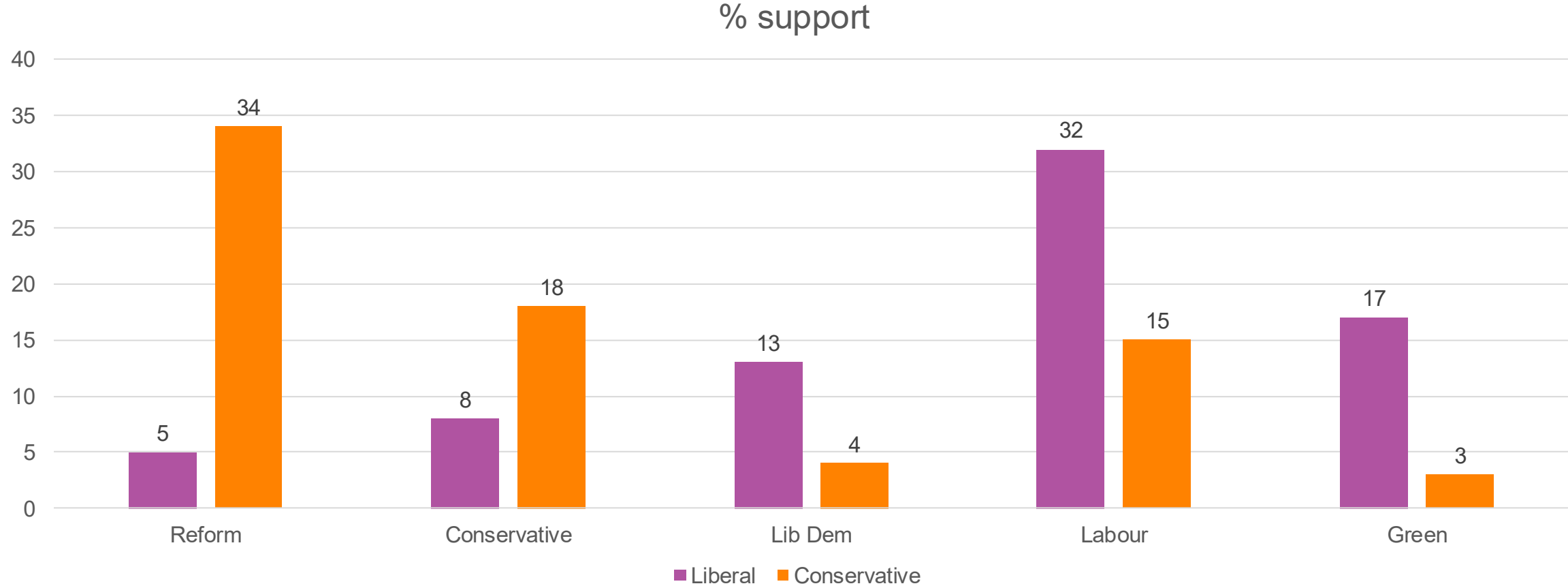
Source: Those aged 18+ and living in GB in BSA 2025

Ideology?



Source: Those aged 18+ and living in GB in BSA 2025 except equal opportunities transgender, NatCen Panel, July 2025. Climate change sceptic – don't think happening or mainly/entirely result of natural processes.

Social Conservatives not Liberals

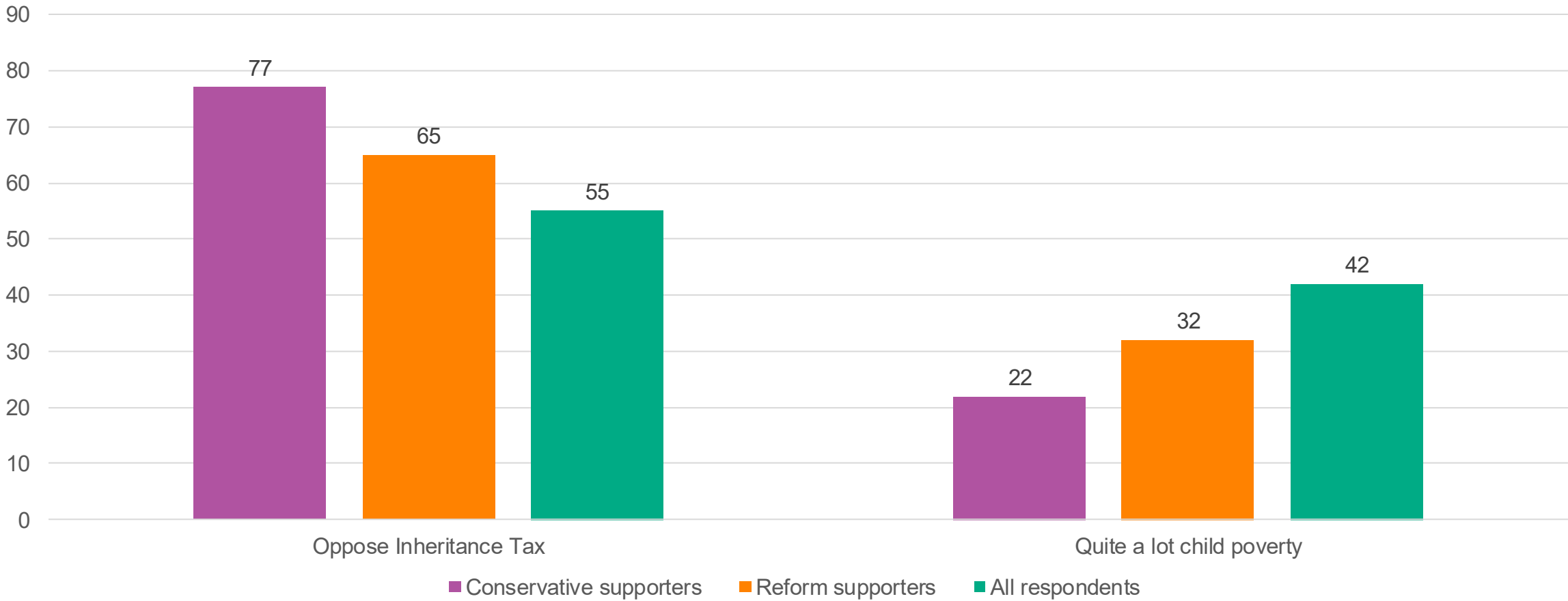


Source: Those aged 18+ living in GB in BSA 2025.

The Outside World

- 49% of those who would vote to stay out of the EU support Reform
- 9% of those who would vote to rejoin
- 29% of Reform supporters say that Britain's best interests better served by closer ties with the USA rather than the EU
- 11% of all respondents express that view

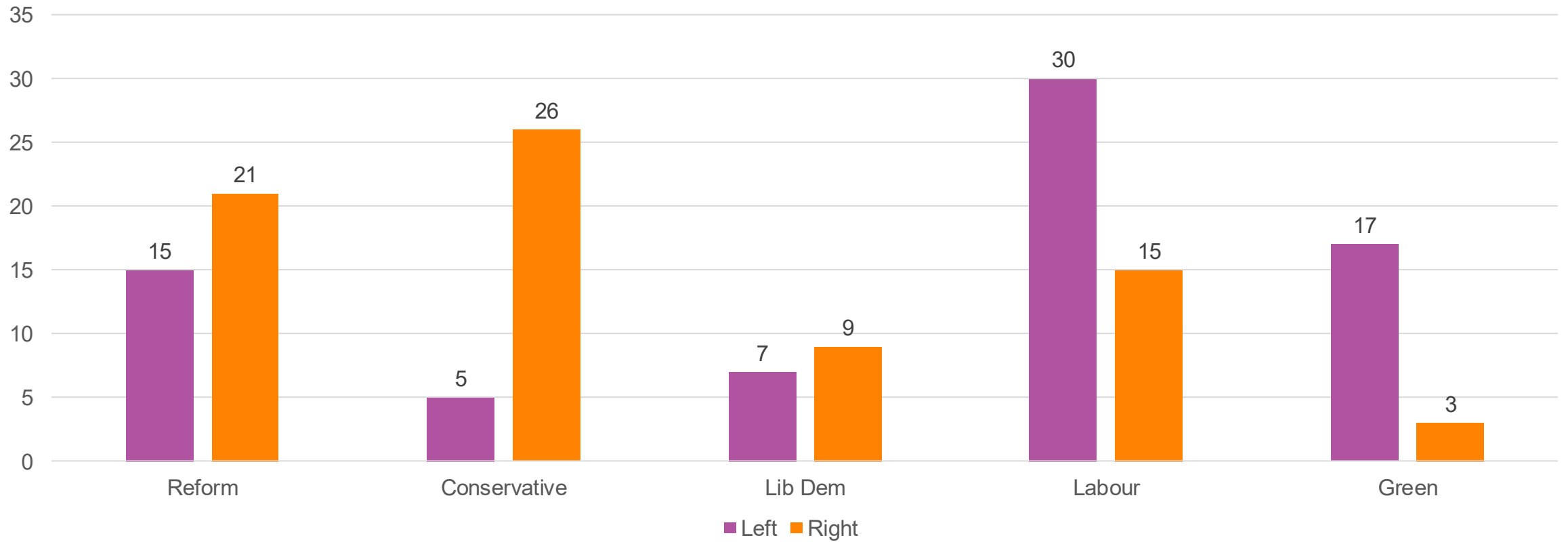
Only Somewhat Less Concerned About Inequality



Source: Those aged 18+ and living in GB in BSA 2025.

Just a Little to the Right

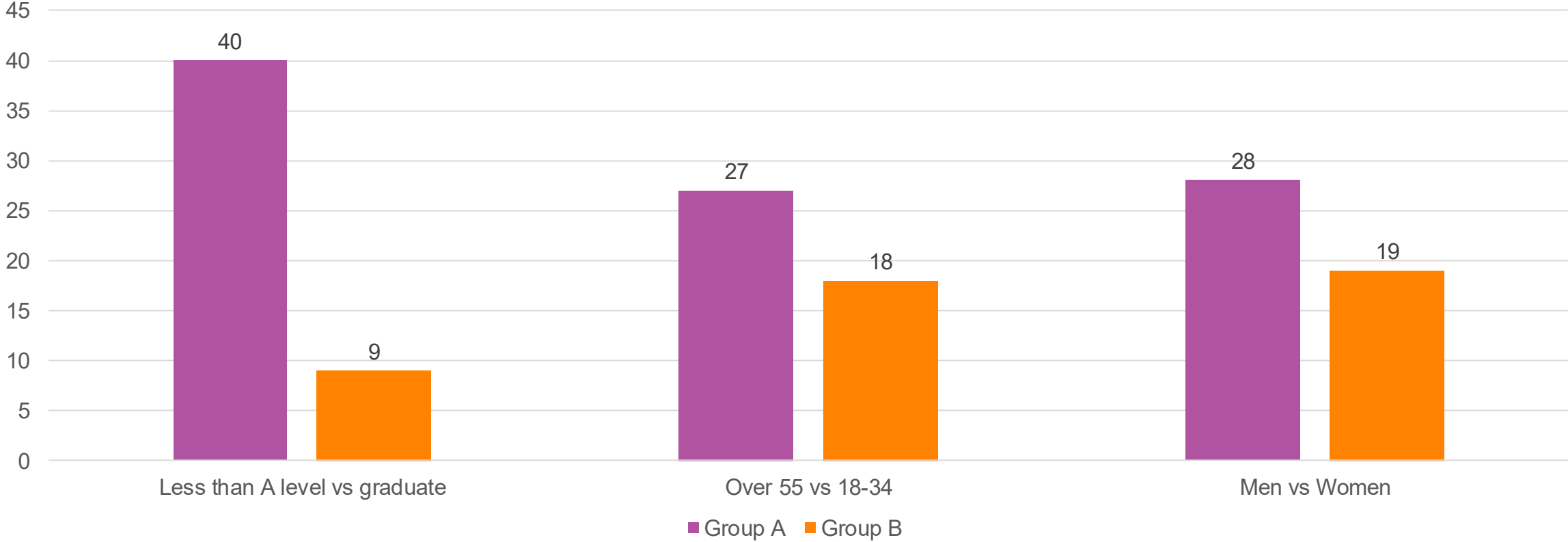
% support



Source: Those aged 18+ and living in GB in BSA 2025

Demography

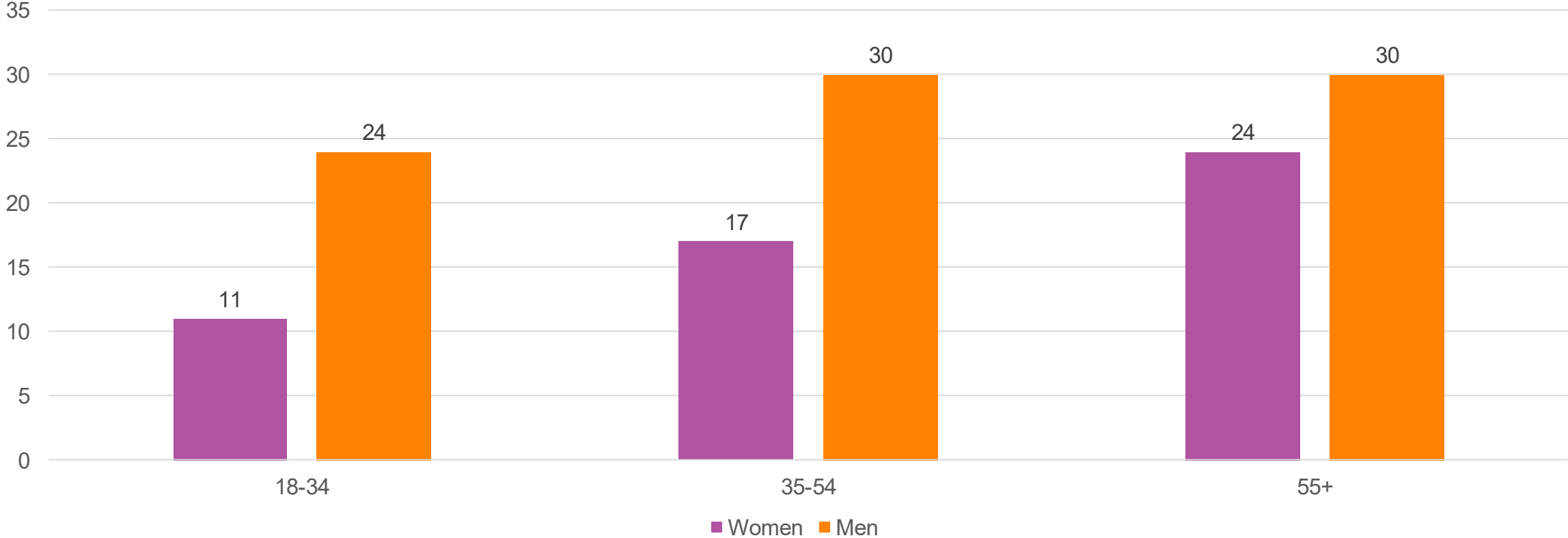
% support Reform



Source: Those aged 18+ living in GB in BSA 2025. Those not supporting any party excluded from the denominator on which these figures are calculated. Those in each Group A were more likely to vote Leave in 2016.

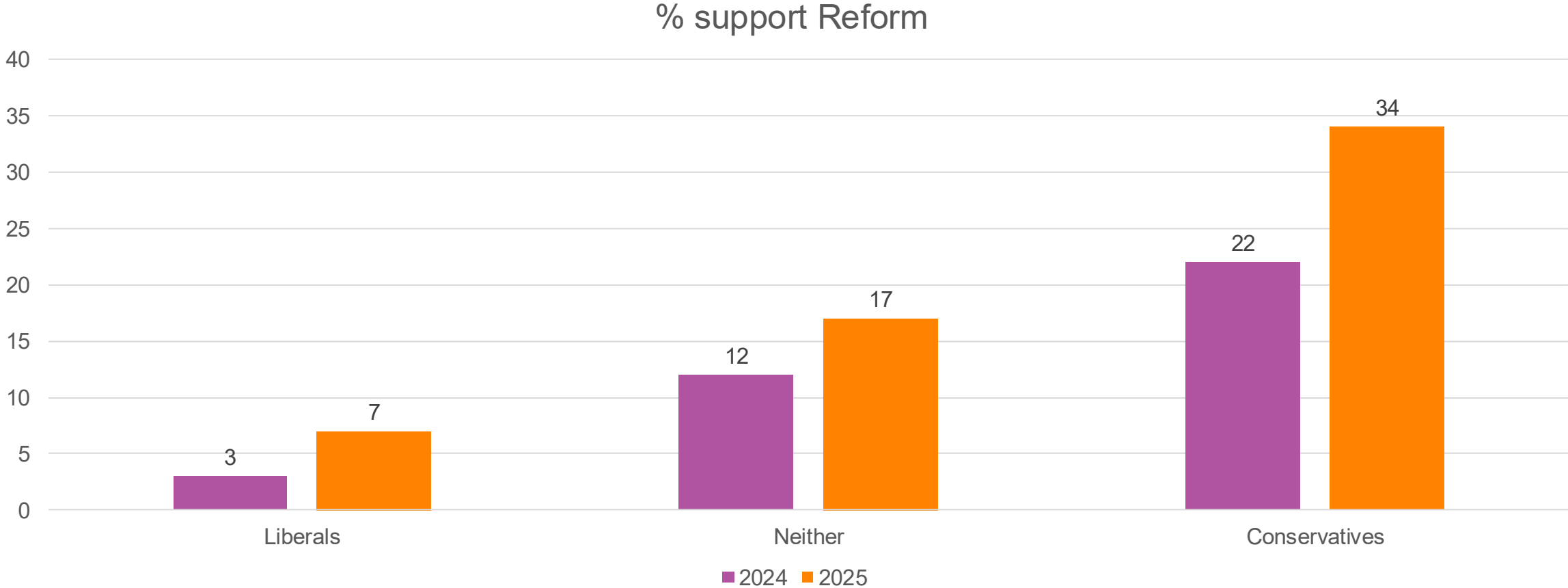
Young Men and Older Women

% support Reform



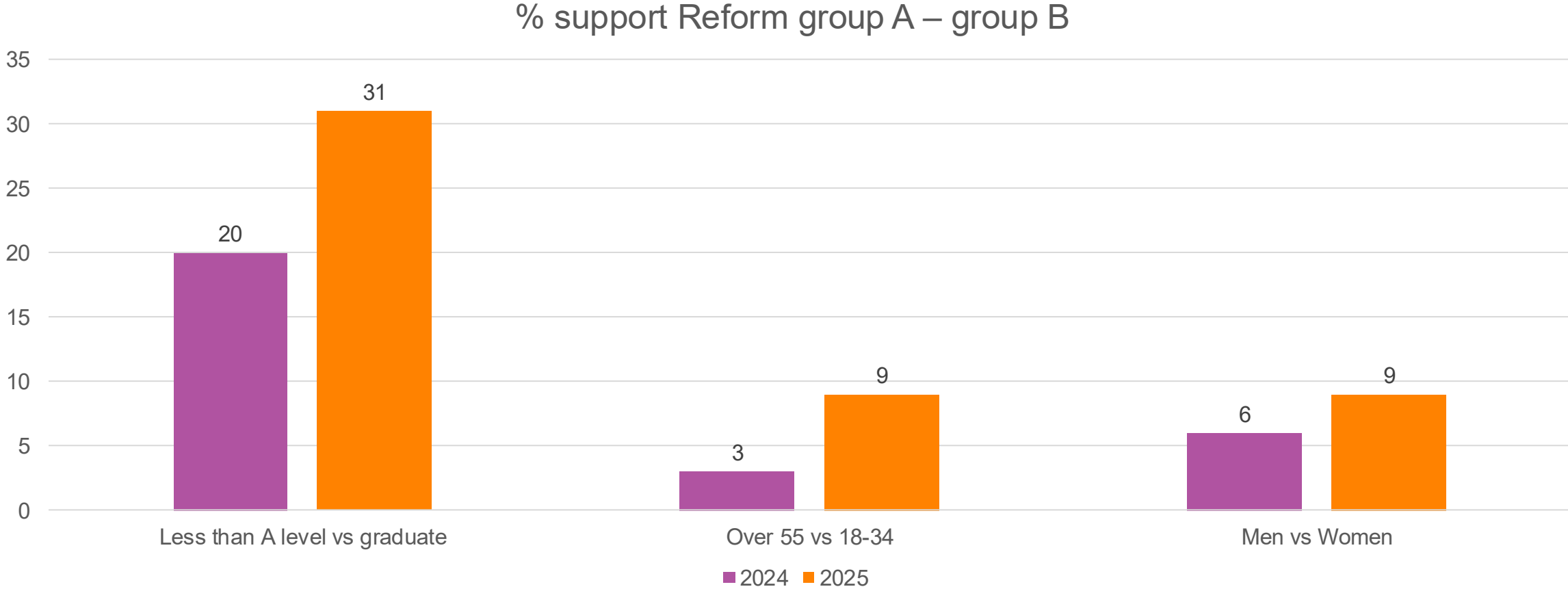
Source: Those aged 18+ living in GB in BSA 2025. Those not supporting any party excluded from the denominator on which these figures are calculated.

Growth Primarily Among Social Conservatives



Source: Those aged 18+ living in GB in BSA 2024 and 2025.

Widened Demographic Divide



Source: Those aged 18+ living in GB in BSA 2024 and BSA 2025. Those not supporting any party excluded from the denominator on which these figures are calculated.

Conclusion

- Reform support is not simply a ‘protest’
- Those who support the party are ideologically very distinct – heavily socially conservative views of which their support for Brexit is a signifier
- Demography mimics that of Leave support
- Largely the coalition that voted Conservative in 2019 to ‘get Brexit done’
- Only somewhat more ‘right wing’
- Turning around the economy & NHS unlikely to be sufficient to reverse (fully) the party’s rise
- Who can better Reform in appealing to these voters?

Thank you

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