

The new Trump global polarisation of the UK

Survey, June 225

YouGov

Sample methodology and new graphs

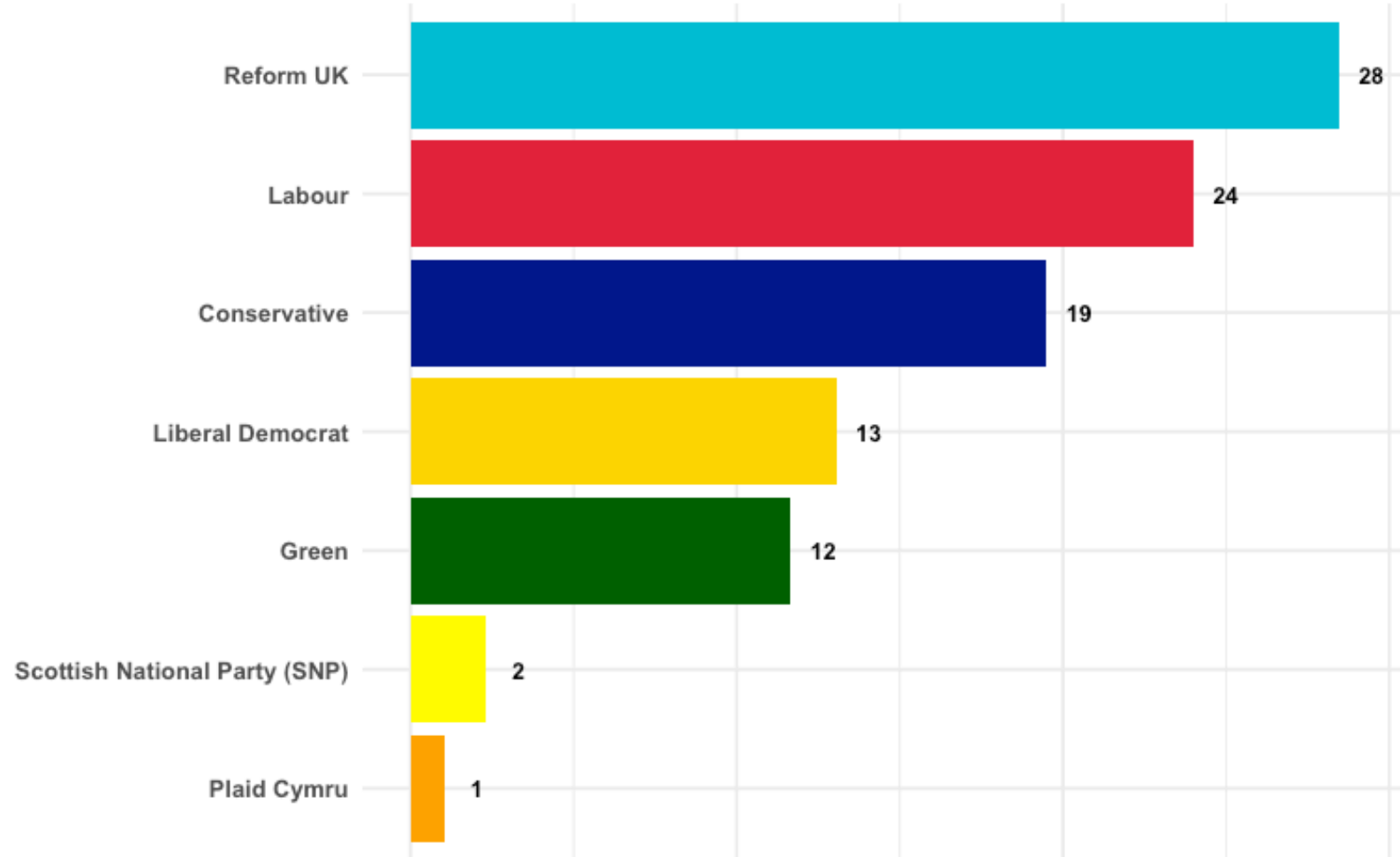
- On behalf of Climate Policy & Strategy Associates, YouGov Blue fielded the June 2025 wave of the UK Climate Tracker, including 2,048 UK adults
- The June 2025 wave fielded from June 10 to June 12
- The figures have been weighted and are representative of all UK adults (aged 18+)
- This new deck has mostly new slides on the globalization issues
- The survey allows readers to look at target voters —
 - 2017 or 2019 Labour voters who defected in 2024
 - those who defected since 2024
 - those who say they there is “fair chance” they would vote for Labour
 - the current undecided voters who would potentially break for Labour

Trump global polarisation executive summary

- Labour and Reform UK lead polarised blocs of the electorate that are only voting for parties that share their liberal and left and conservative and UK nationalist values.
- The historic Brexit disruption of traditional party support has been replaced by one centered on Trump, immigration, net zero and fossil fuels, and ending woke policies animating the conservative nationalists and one centered on opposition to Trump, aligning with Europe, mobilising to attack climate change and providing social supports animate liberals and the left.
- UK Reform will continue to grow versus Conservatives because more are considering them, and their voters hold the most intense view on the issues important to the bloc – immigration, net zero, & wokeness.
- Starmer has lost ground because he has a different theory of the change. Accordingly, he has not opposed Trump or aligned with Europe, escalated the battle on climate change or provided key social support during an acute cost of living crisis. That misalignment has led to massive defections in the election and afterwards, though the poll shows the power of a new narrative. The Red Wall is anti-Brexit and pro-Europe, but also anti-boats and woke.
- If Starmer does not join the main fight in the UK, he risks losing support massively like the Liberal Democrats who joined the Cameron austerity government and tried to become a centre party.

Reform UK and Labour lead blocs that equally divide the electorate – 49 to 47 percent

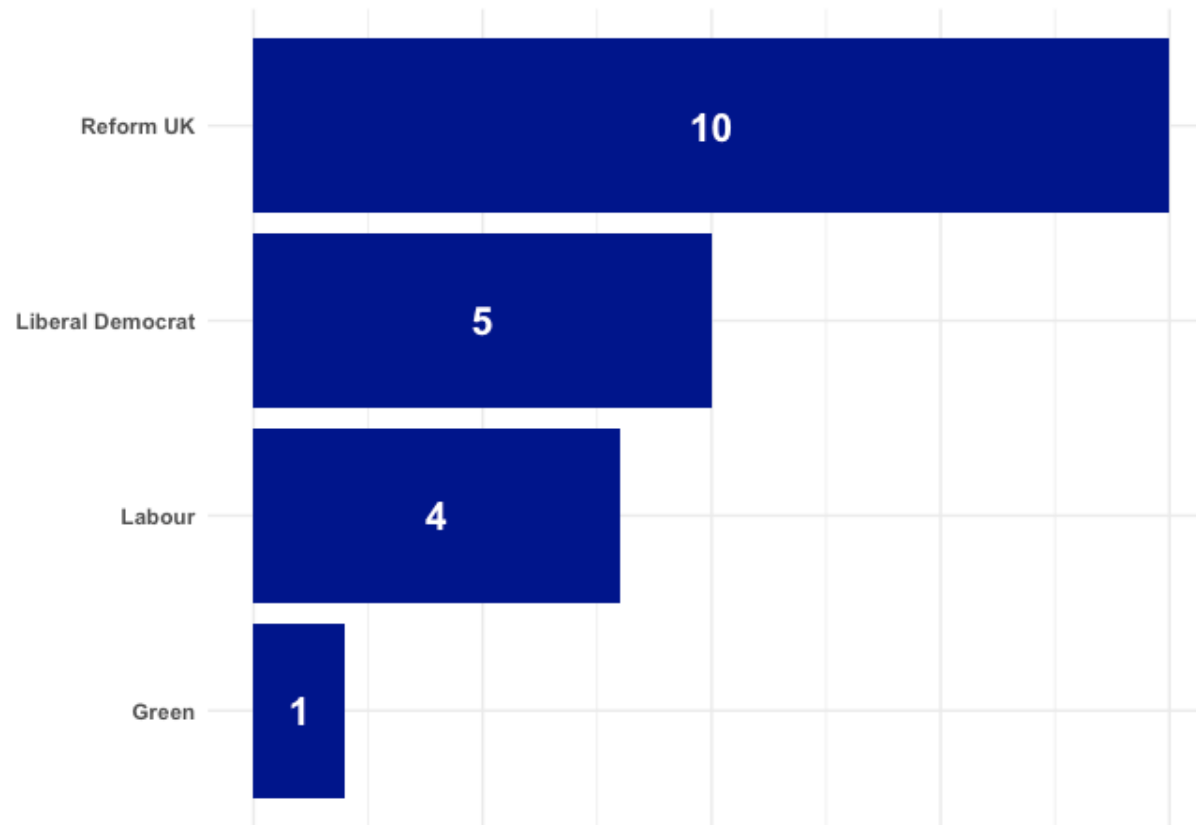
But other polls of constituencies give Reform UK a chance of forming the next government.



If there were a general election held tomorrow, which party would you vote for? -Full recode

Fully 10 percent of Conservative voters say, a “fair chance” they’d vote Reform UK. Only 4 percent consider Labour

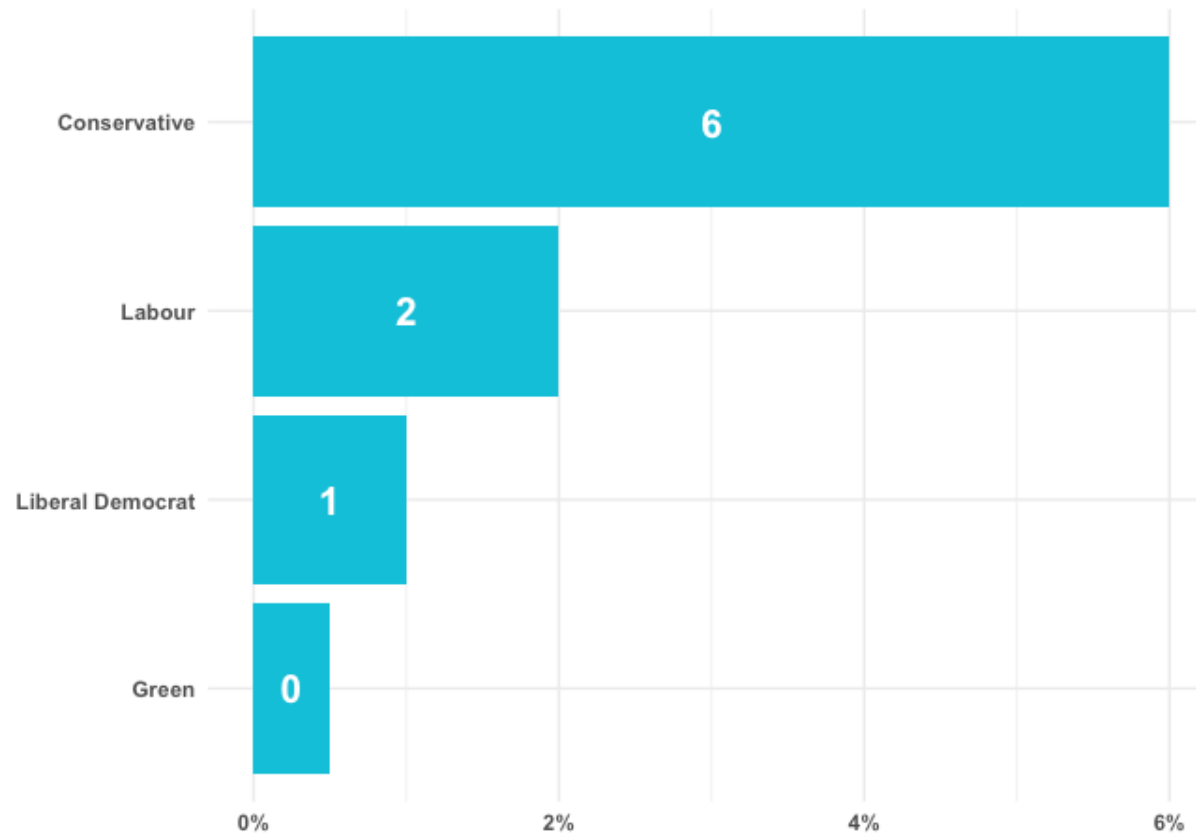
Almost no Green voters are open to the Conservatives.



Even though you are not supporting the Conservatives now, what are the chances that you might support the Conservatives at the next general election - [is there a fair chance, a small chance, just a very slight chance, or no chance at all] that you might support the Conservatives?

Many fewer Reform UK voters are looking at the Conservatives. That is why Reform is more likely to grow its lead

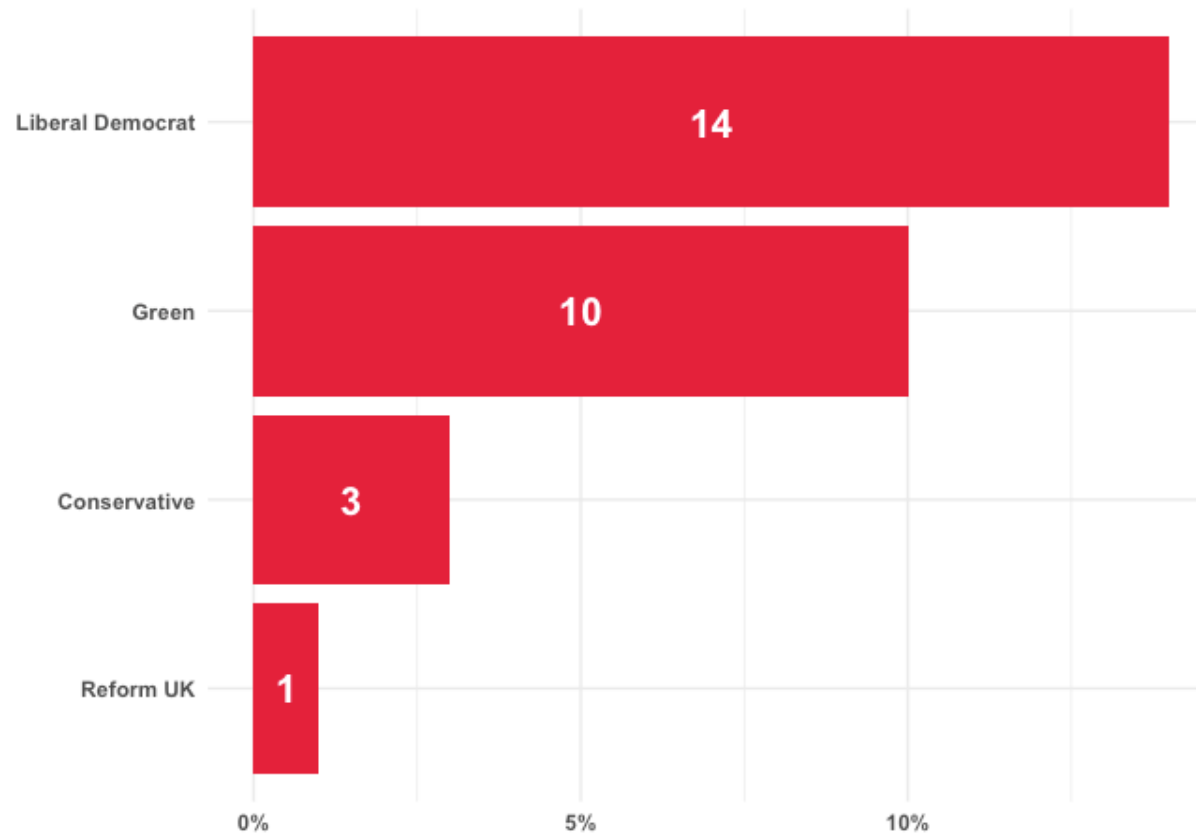
Only 2 percent of Reform UK voters are considering Labour.



Even though you are not supporting Reform UK now, what are the chances that you might support Reform UK at the next general election - [is there a fair chance, a small chance, just a very slight chance, or no chance at all] that you might support Reform UK?

But between 10 and 15 percent of liberal-left voters say there is a “fair chance” of supporting Labour

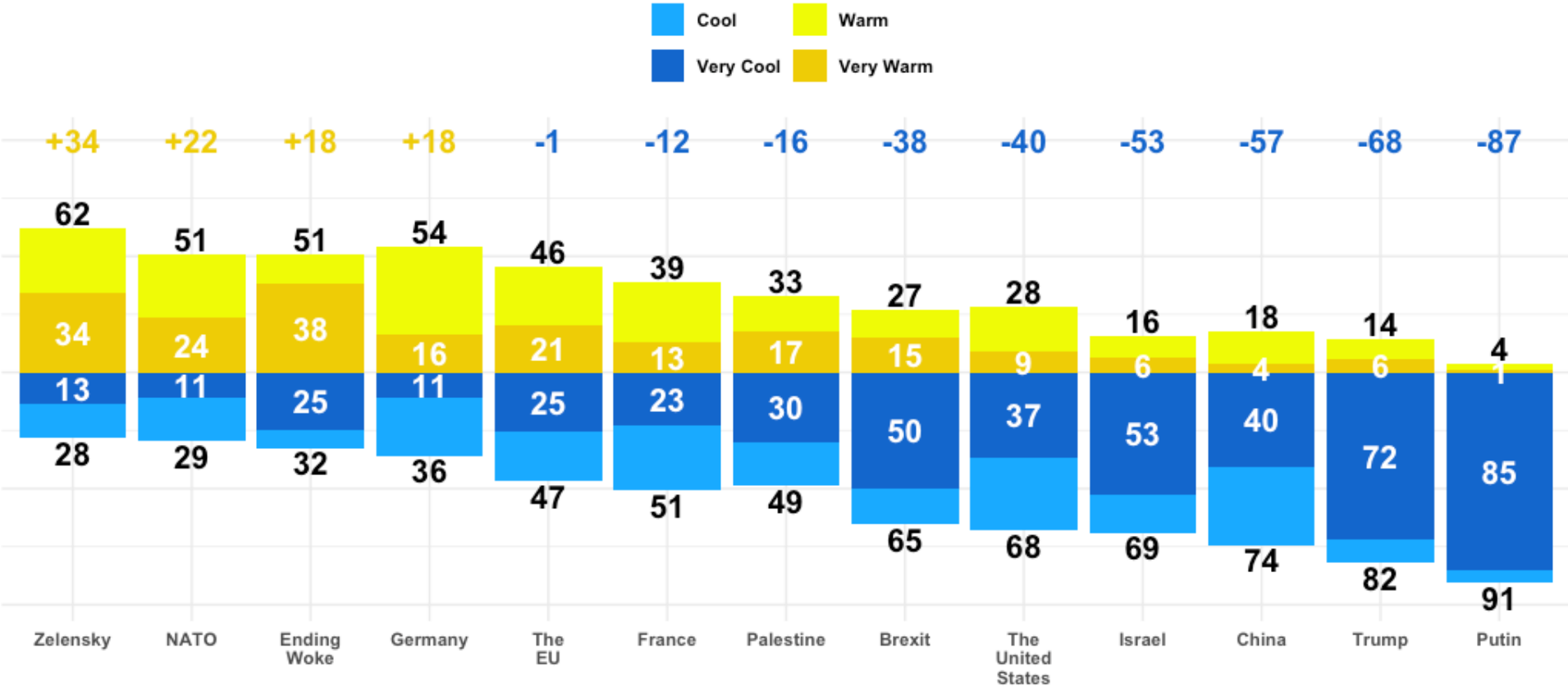
Almost no conservative and UK nationalist voters are looking at Labour.



Even though you are not supporting Labour now, what are the chances that you might support Labour at the next general election - [is there a fair chance, a small chance, just a very slight chance, or no chance at all] that you might support Labour?

Immigration and small boats, ending woke, Trump, Brexit and Israel are now intense contributors to UK's new polarisation

Even splits are produced by strong polarisation on the EU and Net Zero.

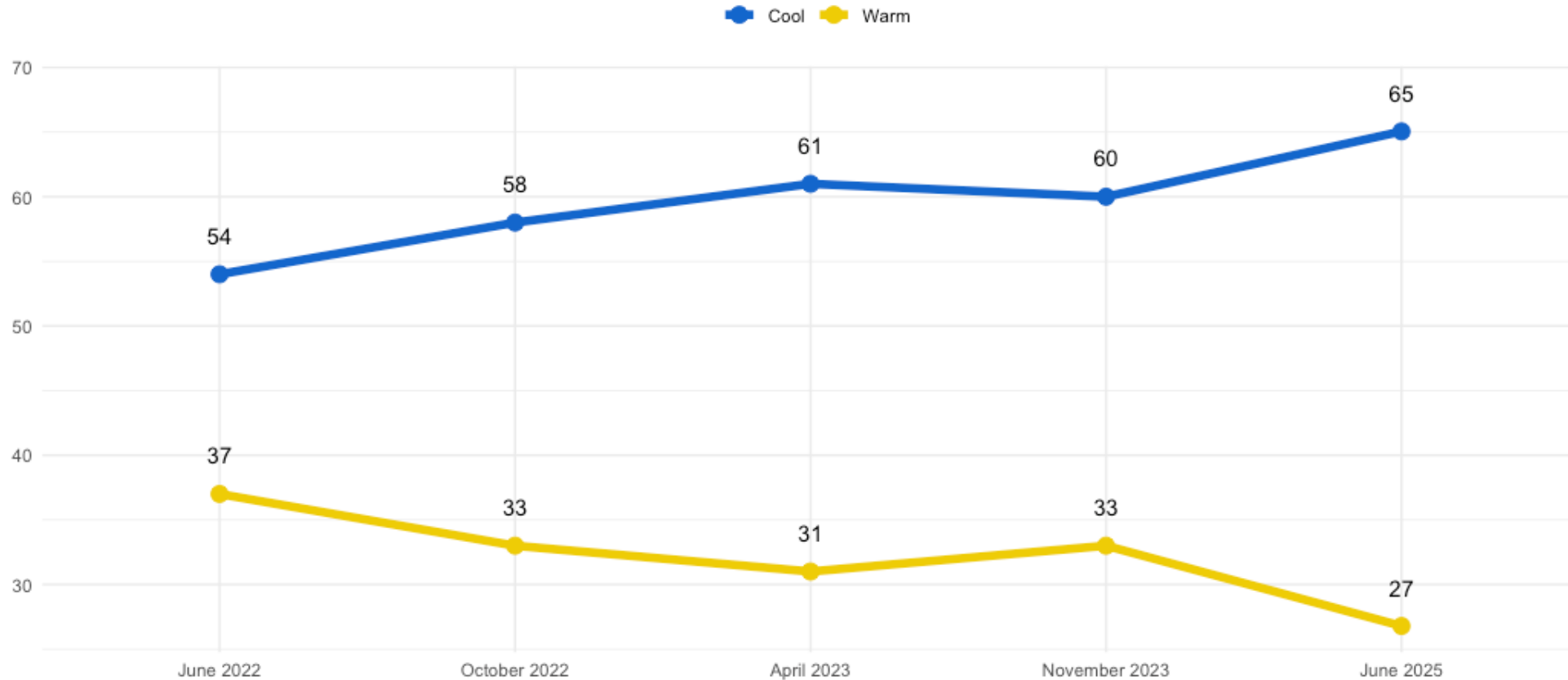


Please rate your feelings toward some people, organisations and activities, with one hundred meaning a VERY WARM, FAVORABLE feeling; zero meaning a VERY COLD, UNFAVORABLE feeling; and fifty meaning not particularly warm or cold.

Liberal & left polarisation

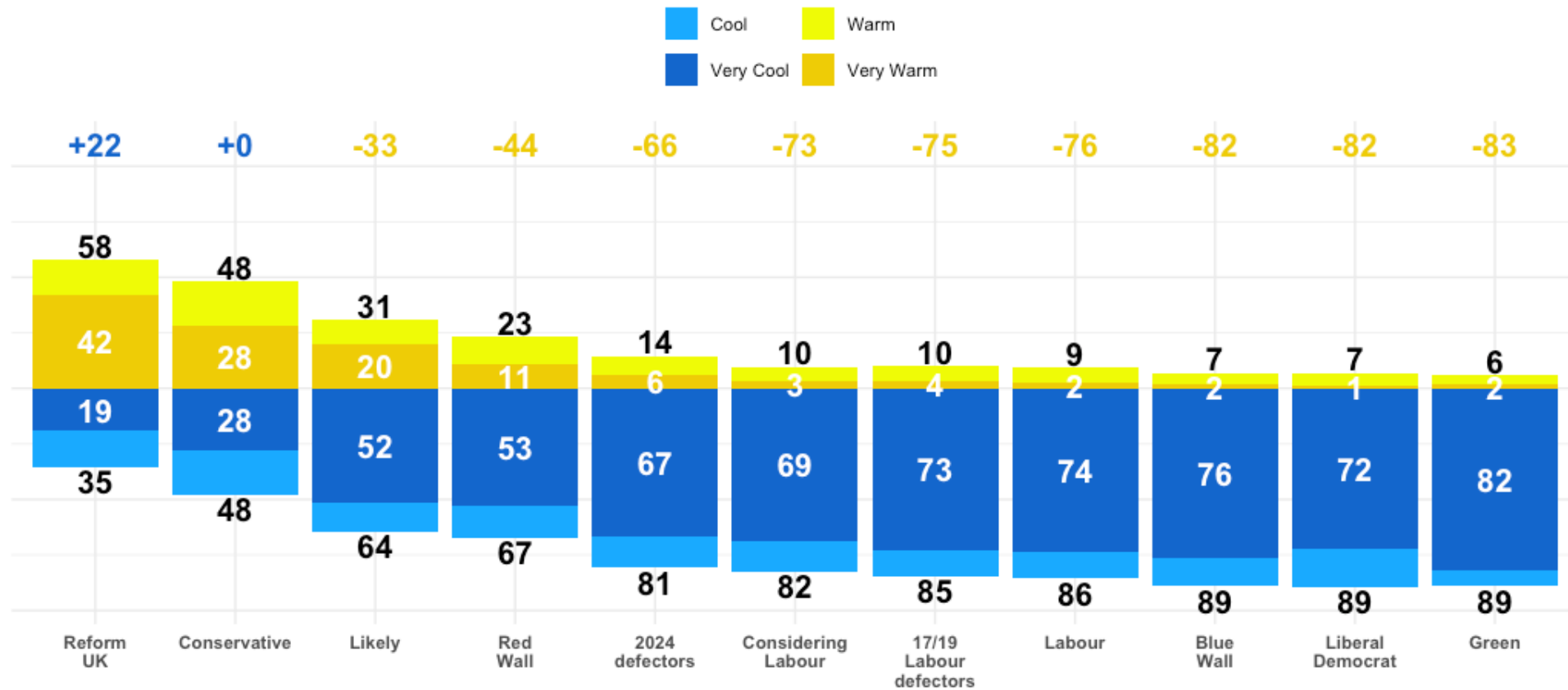
The UK has transcended Brexit, as voters came to view it as a huge mistake before the 2024 election

The Conservative government was weighted down by austerity and Brexit.



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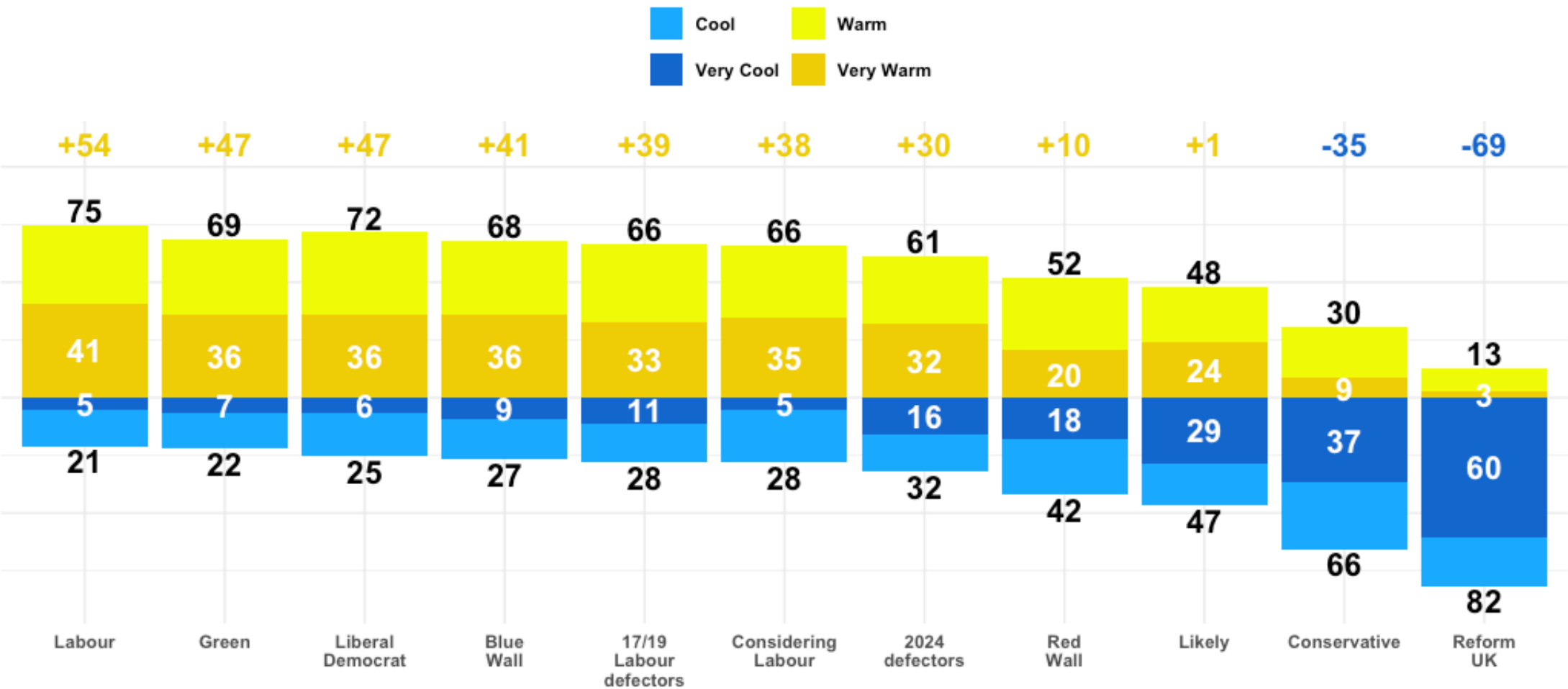
The intense negativity about Brexit hits 3/4 of Labour, Liberal Democrats and Green voters and those who defected in the election



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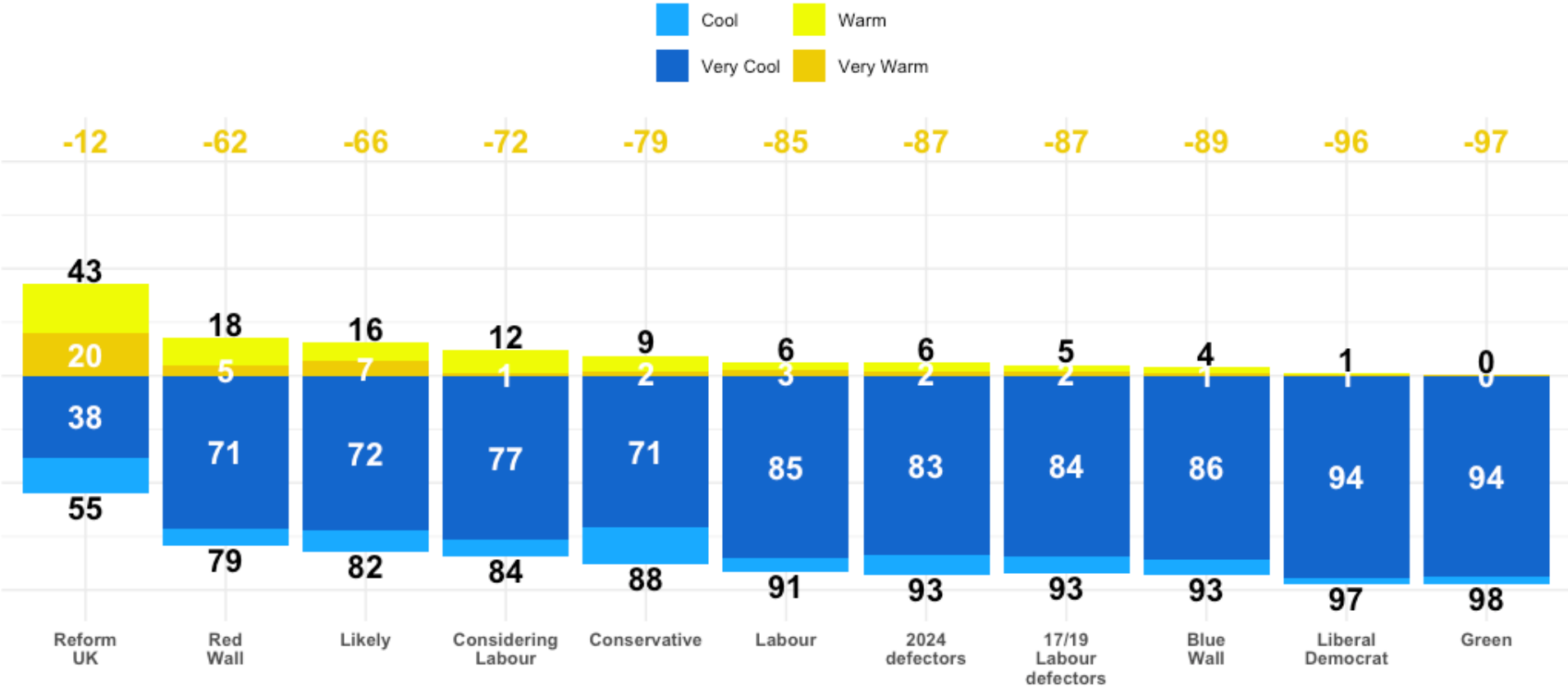
Labour voters lead the over 70 percent of the liberal-left bloc's positive views of the EU. Two-thirds of those considering Labour have warm feeling for the EU

The EU is viewed favorably by a 10-point margin in the Red Wall.



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Trump generates the most intense response – with 85 percent of Labour voters and 95 percent of Green and Liberal Democrats rating him as very cool. They define the Labour defectors

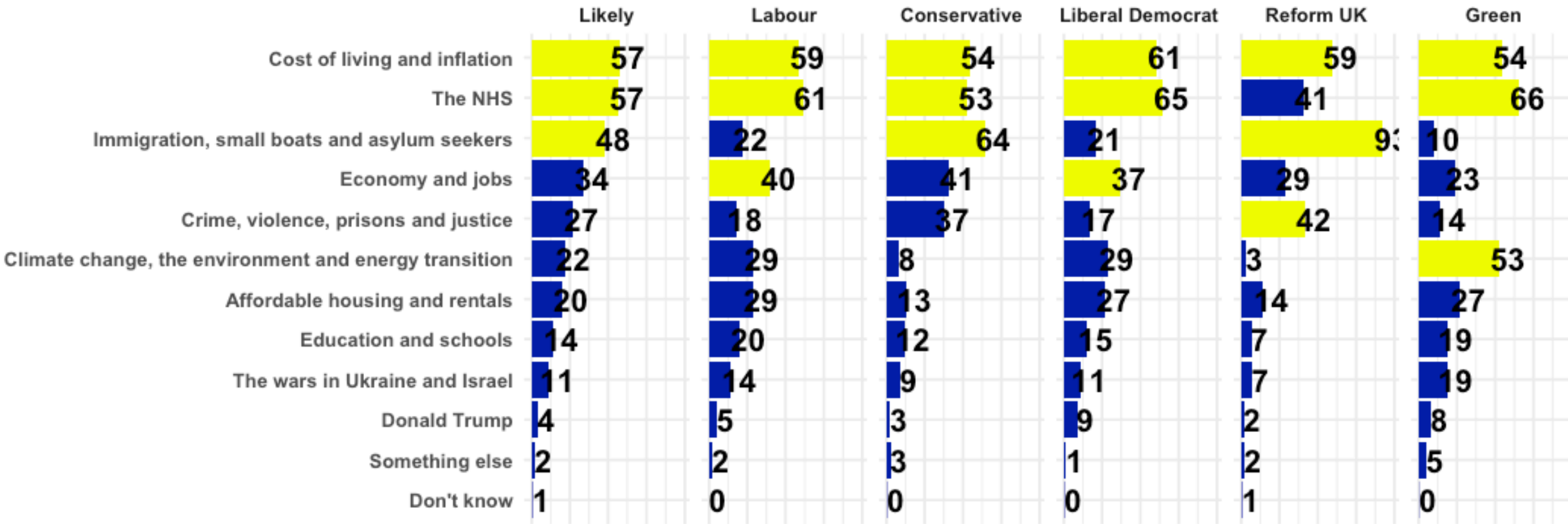


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Conservative & UK nationalist polarisation

Immigration, small boats and asylum seekers truly dominate for Reform UK voters, though still top for Conservatives

Climate change, environment and energy near top issue for Greens who are looking at Labour.

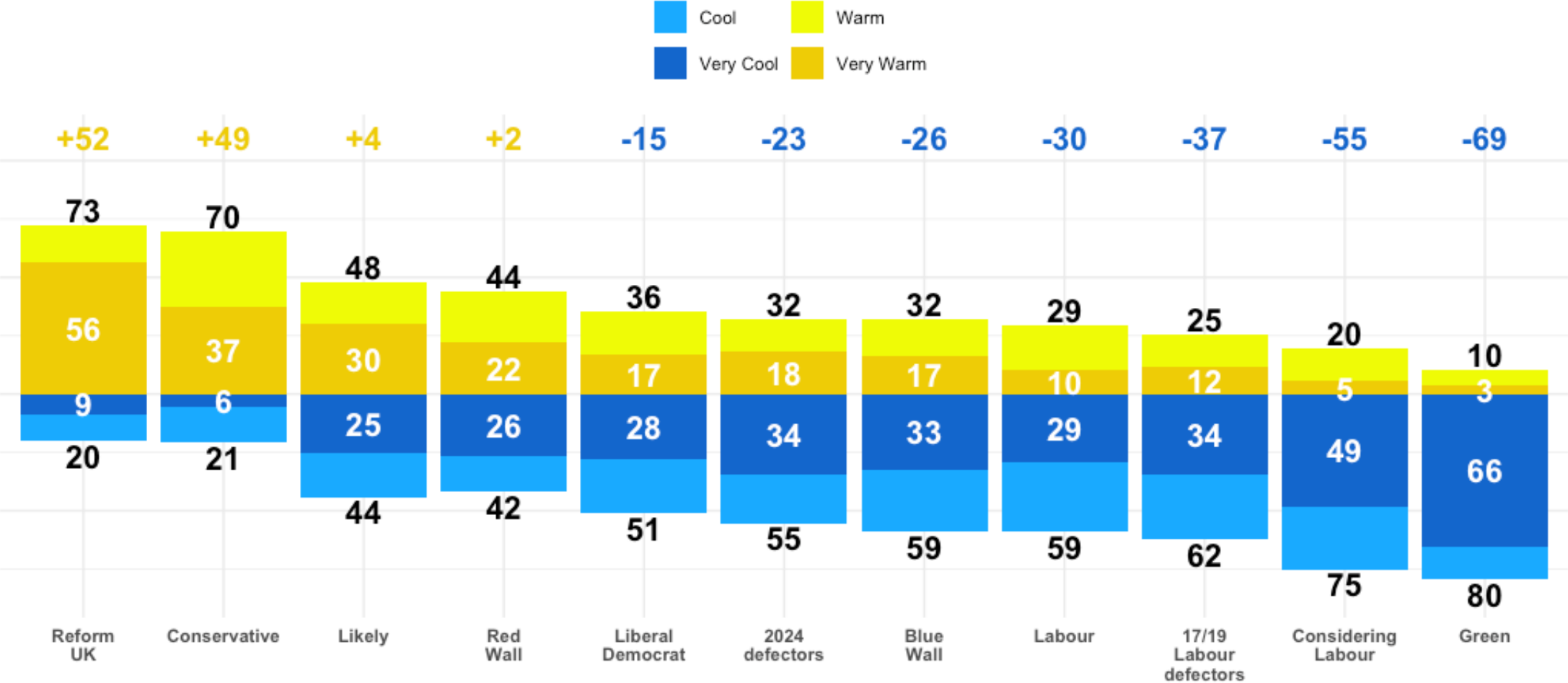


Top 3 Not top 3

Top 3 Issues - Vote Intent With Squeeze

Drilling in the North Sea for oil and gas has strong support among Reform UK and Conservatives

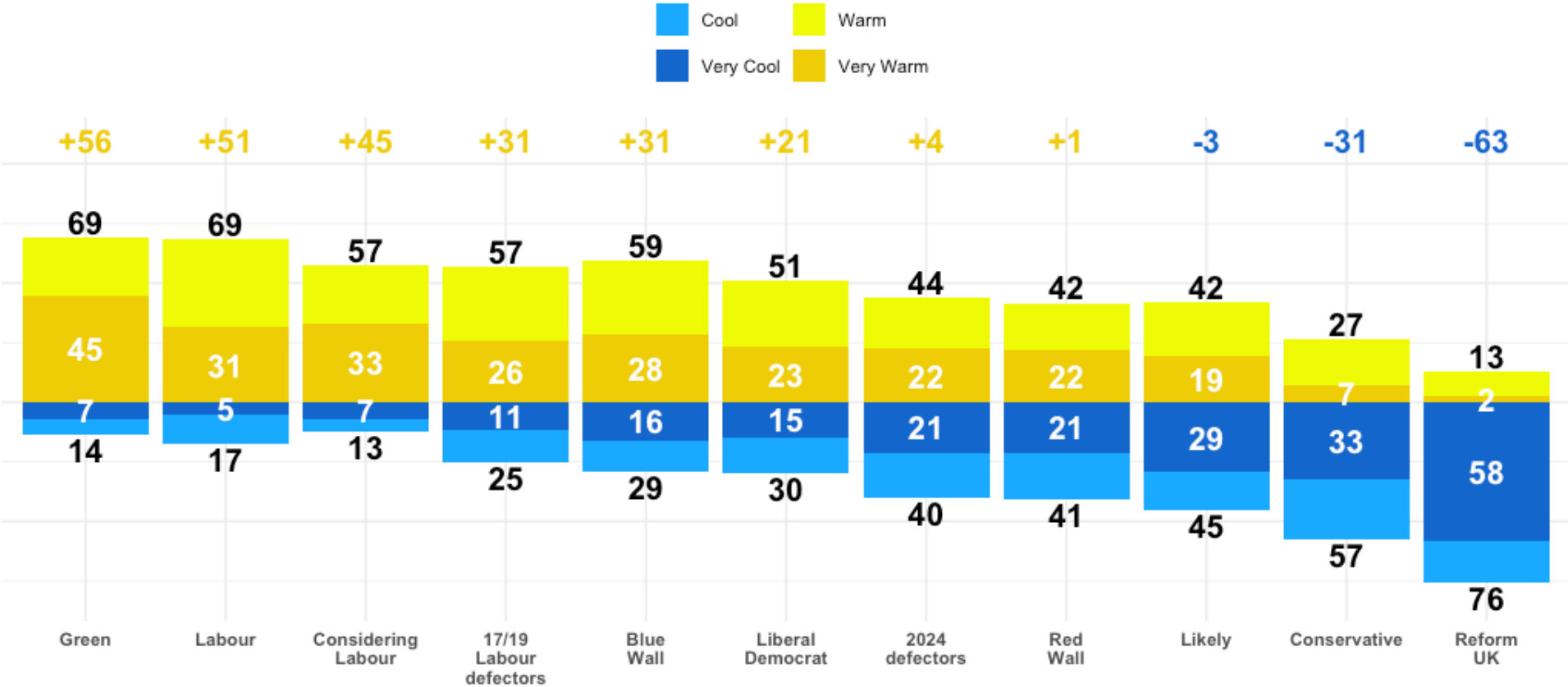
Tested: "Drilling in the North Sea for oil and gas to give us energy security and lower bills."



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Net Zero on carbon gets intense opposition and engagement with Reform UK voters

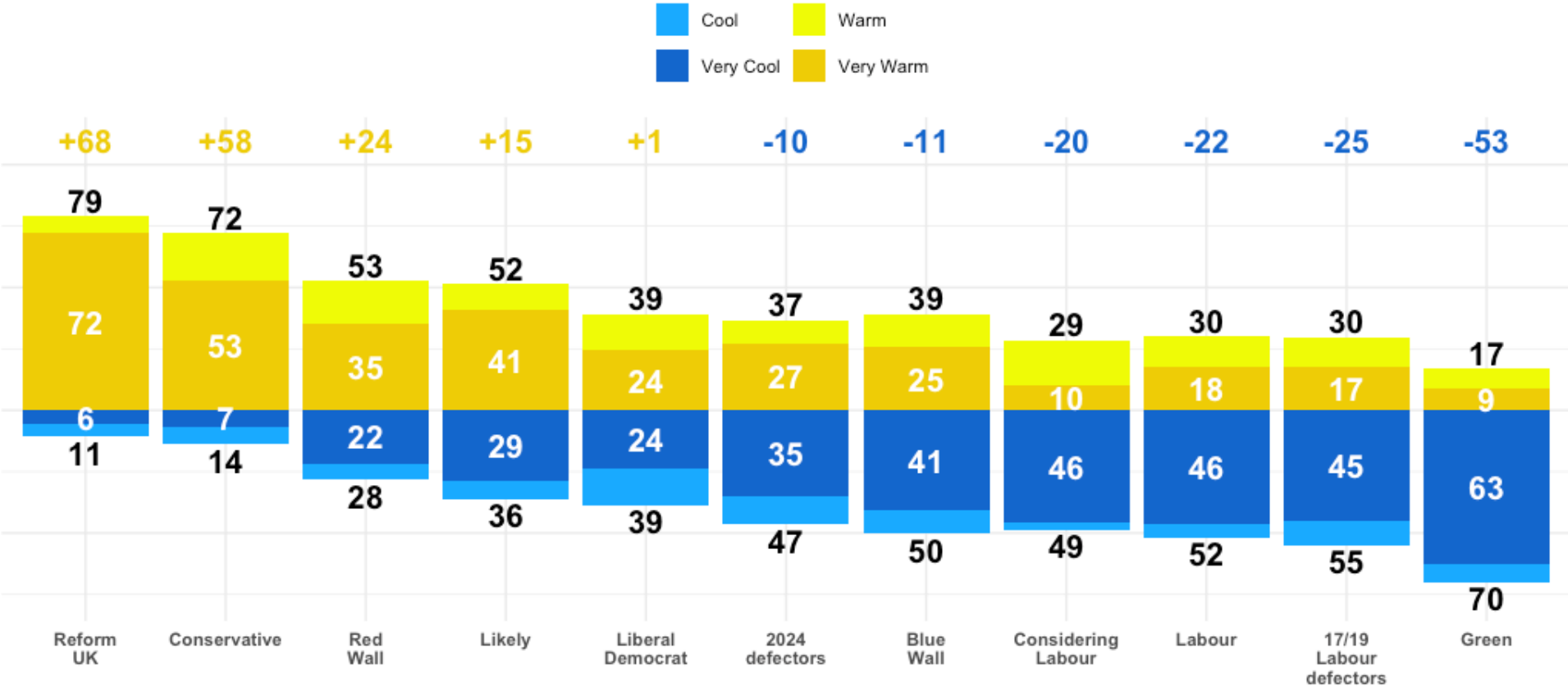
Only 2 percent of Reform UK are undecided on net zero, unlike many other voters.



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Ending woke policies on gender, climate change and history is a defining intense issue for Reform UK

Ending woke has strength in Red Wall seats.

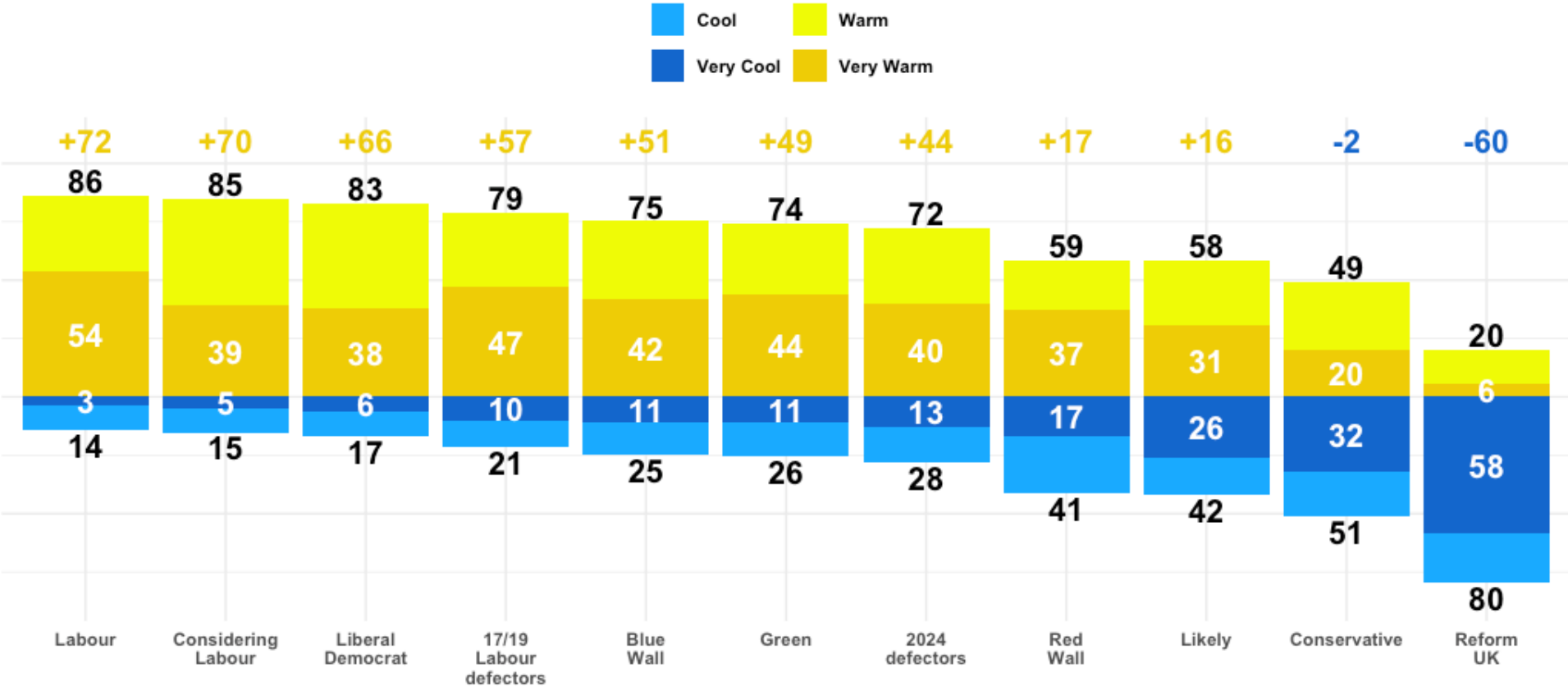


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New Labour narrative

Strongest narrative aligns UK with Europe on the economy and fight for democracy against Trump. The message is strongest with defectors, Red Wall and those open to Labour

Labour's manifesto accepted the current framework with Europe. But Trump's election, betraying Ukraine, and his trade war means the UK must establish the strongest possible ties with Europe. The defence of democracy and our security centres in Europe, not the United States. Brexit has brought us declining growth and incomes, and we need the closest possible economic ties with Europe. We must raise new revenue and raise our defence spending even more to lead in our shared defence. The UK must lead the battle against tyrants and for freedom.



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