

YouGov / Best for Britain Survey Results

Sample Size: 4368 adults in GB (18+)
Fieldwork: 5th - 10th September 2025

	Westminster VI					Vote in 2024 GE					Con 2019 to Lab 2024	Labour 2024 to Reform UK 2025	Labour 2024 to Reform UK 2025 (including curious 6+)	2016 EU Ref		Gender		Age				Social		
	Total	Con	Lab	Lib Dem	Reform UK	Green	Con	Lab	Lib Dem	Reform UK				Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE
Weighted Sample	4368	450	605	339	972	390	786	1123	402	472	258	112	88	126	1533	1559	2114	2254	459	1804	1079	1026	2490	1878
Unweighted Sample	4368	430	637	368	1002	395	731	1150	425	491	264	125	94	133	1688	1565	1970	2398	356	1570	1104	1338	2631	1737
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

When it comes to Britain's relationship with the European Union, to what extent would you support or oppose each of the following?

Britain rejoining the European Union

Strongly support	37	21	65	63	9	69	15	61	53	6	61	32	30	32	64	12	38	36	46	43	35	26	43	30
Somewhat support	16	18	18	21	9	13	14	18	19	4	17	19	13	16	18	11	16	17	23	19	13	13	17	16
TOTAL SUPPORT	53	39	83	84	18	82	29	79	72	10	78	51	43	48	82	23	54	53	69	62	48	39	60	46
Somewhat oppose	8	13	4	4	10	6	12	6	7	7	3	11	17	17	5	11	9	7	6	7	9	10	7	9
Strongly oppose	24	38	5	4	63	4	50	6	11	73	6	26	26	23	6	54	28	21	6	14	31	43	22	27
TOTAL OPPOSE	32	51	9	8	73	10	62	12	18	80	9	37	43	40	11	65	37	28	12	21	40	53	29	36
Don't know	14	9	8	7	9	8	9	9	11	9	13	11	14	12	7	13	9	19	19	18	11	7	11	18

Britain rejoining the Single Market

Strongly support	25	14	46	49	7	47	10	42	40	4	39	23	21	23	47	8	31	19	19	26	28	21	30	18
Somewhat support	21	25	28	28	16	18	23	25	26	10	19	26	23	27	24	19	23	19	22	21	21	21	22	20
TOTAL SUPPORT	46	39	74	77	23	65	33	67	66	14	58	49	44	50	71	27	54	38	41	47	49	42	52	38
Somewhat oppose	9	13	5	3	15	3	14	6	7	15	4	12	16	13	6	13	10	8	8	7	9	13	8	10
Strongly oppose	14	21	2	3	35	4	25	4	5	43	6	16	11	10	3	31	16	11	4	7	19	24	13	14
TOTAL OPPOSE	23	34	7	6	50	7	39	10	12	58	10	28	27	23	9	44	26	19	12	14	28	37	21	24
Don't know	32	27	19	17	27	28	27	24	22	28	32	23	29	28	21	29	20	42	47	38	23	21	27	38

Britain rejoining the Customs Union

Strongly support	27	14	50	52	6	52	10	46	43	4	45	24	24	26	50	8	30	23	25	29	29	21	32	19
Somewhat support	22	27	24	24	18	18	23	23	24	16	20	33	28	31	23	20	24	20	19	23	22	21	22	21
TOTAL SUPPORT	49	41	74	76	24	70	33	69	67	20	65	57	52	57	73	28	54	43	44	52	51	42	54	40
Somewhat oppose	8	12	5	5	14	1	13	5	5	14	2	7	9	11	4	13	9	7	7	5	9	12	7	9
Strongly oppose	11	16	1	1	31	3	20	2	4	39	2	11	7	7	2	25	14	8	4	6	14	21	11	11
TOTAL OPPOSE	19	28	6	6	45	4	33	7	9	53	4	18	16	18	6	38	23	15	11	11	23	33	18	20
Don't know	33	30	20	18	30	26	34	24	24	27	31	24	32	25	21	33	23	42	46	37	26	26	28	39

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	Country			Region in England				
	Total	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	4368	3778	210	380	1035	716	528	1498
Unweighted Sample	4368	3762	230	376	1070	748	385	1559
	%	%	%	%	%	%	%	%

When it comes to Britain's relationship with the European Union, to what extent would you support or oppose each of the following?

Britain rejoining the European Union

Strongly support	37	36	44	45	37	32	42	36
Somewhat support	16	16	13	19	16	17	19	15
TOTAL SUPPORT	53	52	57	64	53	49	61	51
Somewhat oppose	8	8	6	7	8	10	7	8
Strongly oppose	24	25	24	18	25	26	19	27
TOTAL OPPOSE	32	33	30	25	33	36	26	35
Don't know	14	14	12	11	15	14	13	15

Britain rejoining the Single Market

Strongly support	25	23	29	34	23	21	29	23
Somewhat support	21	21	18	21	20	22	24	21
TOTAL SUPPORT	46	44	47	55	43	43	53	44
Somewhat oppose	9	9	6	8	9	10	8	9
Strongly oppose	14	14	12	8	13	15	13	15
TOTAL OPPOSE	23	23	18	16	22	25	21	24
Don't know	32	32	35	28	34	32	26	32

Britain rejoining the Customs Union

Strongly support	27	25	29	36	25	21	31	25
Somewhat support	22	22	22	22	21	23	21	22
TOTAL SUPPORT	49	47	51	58	46	44	52	47
Somewhat oppose	8	8	9	6	9	8	7	8
Strongly oppose	11	12	9	7	12	13	10	11
TOTAL OPPOSE	19	20	18	13	21	21	17	19
Don't know	33	33	31	29	33	35	30	33

Britain having a closer relationship with the European Union, without rejoining the European Union, the Single Market, or the Customs Union

Strongly support	19	17	31	28	12	19	16	27	27	9	21	25	22	25	26	15	21	17	18	17	21	19	21	16
Somewhat support	42	53	45	45	43	49	52	44	45	40	44	49	49	46	44	46	45	40	37	39	43	50	44	40
TOTAL SUPPORT	61	70	76	73	55	68	68	71	72	49	65	74	71	71	70	61	66	57	55	56	64	69	65	56
Somewhat oppose	11	11	8	11	16	12	11	10	7	18	12	13	13	11	12	11	12	10	10	11	11	11	11	11
Strongly oppose	7	5	3	3	13	6	8	4	5	17	5	3	4	5	4	10	8	5	7	5	8	8	6	8
TOTAL OPPOSE	18	16	11	14	29	18	19	14	12	35	17	16	17	16	16	21	20	15	17	16	19	19	17	19
Don't know	21	13	13	13	16	14	13	15	15	17	18	11	12	12	14	18	14	28	28	27	17	12	17	27

Britain's current relationship with the European Union remaining as it is

Strongly support	5	7	6	5	6	5	6	6	4	5	5	7	8	9	4	7	5	4	3	5	5	6	5	5
Somewhat support	24	37	21	20	31	14	38	20	20	31	13	33	29	35	19	33	24	23	19	19	25	34	23	24
TOTAL SUPPORT	29	44	27	25	37	19	44	26	24	36	18	40	37	44	23	40	29	27	22	24	30	40	28	29
Somewhat oppose	30	27	39	40	27	37	26	37	35	23	35	24	35	30	39	23	32	27	26	31	30	29	33	26
Strongly oppose	16	8	17	23	14	26	9	19	18	17	23	14	16	15	21	12	18	13	21	15	17	13	17	14
TOTAL OPPOSE	46	35	56	63	41	63	35	56	53	40	58	38	51	45	60	35	50	40	47	46	47	42	50	40
Don't know	26	22	16	13	22	18	20	18	23	25	24	23	11	10	18	26	20	32	31	31	22	19	23	31

Britain further loosening ties with the European Union

Strongly support	9	9	4	2	26	2	14	4	3	32	3	9	9	10	3	19	11	7	2	6	11	16	8	10
Somewhat support	14	22	7	3	29	4	26	7	8	30	3	15	20	20	6	26	16	12	6	10	15	22	13	15
TOTAL SUPPORT	23	31	11	5	55	6	40	11	11	62	6	24	29	30	9	45	27	19	8	16	26	38	21	25
Somewhat oppose	21	28	17	24	18	16	25	19	23	13	24	31	27	23	20	21	21	20	19	21	20	21	21	21
Strongly oppose	37	21	64	62	10	69	16	59	53	7	57	32	28	30	60	13	38	36	49	41	34	27	43	29
TOTAL OPPOSE	58	49	81	86	28	85	41	78	76	20	81	63	55	53	80	34	59	56	68	62	54	48	64	50
Don't know	20	20	9	8	18	10	19	12	14	18	14	13	16	17	10	22	14	25	23	22	20	15	15	26

**Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures should not be used.*

Britain having a closer relationship with the European Union, without rejoining the European Union, the Single Market, or the Customs Union

Strongly support	19	19	17	20	18	18	21	19
Somewhat support	42	42	41	43	42	40	43	43
TOTAL SUPPORT	61	61	58	63	60	58	64	62
Somewhat oppose	11	11	11	11	11	13	8	11
Strongly oppose	7	7	6	6	8	6	7	6
TOTAL OPPOSE	18	18	17	17	19	19	15	17
Don't know	21	21	25	20	21	22	20	21

Britain's current relationship with the European Union remaining as it is

Strongly support	5	5	5	5	5	4	7	4
Somewhat support	24	24	22	22	24	27	20	24
TOTAL SUPPORT	29	29	27	27	29	31	27	28
Somewhat oppose	30	30	32	28	31	26	31	30
Strongly oppose	16	15	17	22	15	15	16	15
TOTAL OPPOSE	46	45	49	50	46	41	47	45
Don't know	26	26	24	23	25	28	26	27

Britain further loosening ties with the European Union

Strongly support	9	9	10	7	10	10	6	9
Somewhat support	14	14	14	11	13	17	13	14
TOTAL SUPPORT	23	23	24	18	23	27	19	23
Somewhat oppose	21	21	17	24	21	19	20	21
Strongly oppose	37	36	38	43	36	31	42	36
TOTAL OPPOSE	58	57	55	67	57	50	62	57
Don't know	20	20	21	15	20	22	19	20

**Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures should not be used.*