

YouGov / Best for Britain Topic Quantifier Results

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

	Westminster VI						Vote in 2024 GE					Con 2019	Labour 2024	Labour 2024 to Reform
	Total	Con	Lab	Lib Dem	Reform UK	Green	Con	Lab	Lib Dem	Reform UK	Green	to Lab 2024	to Reform UK 2025	UK 2025 (including curious 6+)
Weighted Sample	4368	450	605	339	972	390	786	1123	402	472	258	112	88	126
Unweighted Sample	4368	430	637	368	1002	395	731	1150	425	491	264	125	94	133
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

What three words would you use to describe how Brexit makes you feel?

Respondents answered in their own words, which YouGov's AI language model has categorised into the below thematic categories

Angry / Frustrated	28	16	46	51	11	50	15	44	42	9	47	26	19	22
Sad	16	11	29	31	5	28	9	24	30	3	25	13	10	10
Disappointed / Let down	15	12	19	25	8	25	10	22	22	8	17	20	12	12
Betrayed / Lied to	10	6	16	14	8	11	6	15	11	7	9	11	8	11
Happy	9	13	1	1	25	1	19	2	4	28	2	12	10	10
Independent / Free	7	12	1	1	20	1	16	2	4	21	2	8	7	5
Stupid	6	3	11	10	1	9	1	10	9	1	10	6	4	5
Poorer / Worse off	6	5	9	10	4	9	4	8	10	2	8	9	6	6
Nothing / Neutral	6	7	4	3	8	2	7	3	2	8	3	5	4	3
Confused	6	5	8	8	4	6	4	7	6	3	7	6	8	10
Worried / Anxious	6	5	8	8	3	9	4	8	7	1	8	8	8	8
Isolated / Alone	6	7	9	9	3	11	6	9	9	2	9	6	9	9
Regretful	5	6	7	7	4	5	4	6	7	2	5	8	9	9
Proud / Patriotic	5	6	1	1	13	0	8	1	3	17	1	4	1	1
Hopeful	4	6	2	1	10	1	7	2	2	12	2	6	8	7
Tired	4	2	4	5	2	6	3	4	3	2	6	6	1	1
Relaxed / Satisfied	3	6	1	1	6	1	6	1	2	6	1	2	2	3
Unsure	3	3	4	2	2	2	2	3	3	1	3	4	6	6
Excluded / ignored	3	2	4	4	2	5	2	4	3	2	6	4	3	3
Pointless / A waste	3	3	4	3	3	3	4	3	2	1	4	3	2	2
Unsettled / Insecure / Weak	3	4	3	3	2	3	3	4	3	1	3	5	9	8
Pessimistic	2	1	2	3	1	6	1	3	3	1	6	1	0	0
Relief	2	5	1	1	5	0	7	1	1	6	0	2	1	1
Helpless	2	1	1	2	1	3	1	2	2	1	2	1	2	1
Empowered	2	4	0	0	5	0	5	1	1	4	0	2	3	3
Bad	2	2	4	2	1	2	1	3	3	0	3	1	1	1
Confident / Excited	2	3	0	0	5	0	3	1	1	5	0	2	2	1
Mismanaged / Ineffective	2	1	1	2	2	0	2	1	2	4	1	0	1	1
Disgusted	2	1	3	4	0	2	1	2	3	0	3	0	0	0
Let down / dejected	1	1	3	2	1	1	1	2	2	0	1	2	3	2
Unfinished	1	0	0	0	2	0	1	0	0	3	0	0	1	1
Shocked	1	0	1	2	1	2	1	1	1	0	3	1	1	1
Restricted	1	1	1	0	1	2	1	1	1	1	1	1	1	1
Other	13	12	12	14	16	11	14	14	12	16	13	20	29	26
Don't know	23	25	10	9	20	13	21	14	13	21	16	17	21	19

*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.

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

	EU Ref Vote Intention		2016 EU Ref		Gender		Age				Social Grade		Country			Region in England				
	Total	Against joining the EU	In favour of joining the EU	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	4368	1221	2239	1533	1559	2114	2254	459	1804	1079	1026	2490	1878	3778	210	380	1035	716	528	1498
Unweighted Sample	4368	1255	2272	1688	1565	1970	2398	356	1570	1104	1338	2631	1737	3762	230	376	1070	748	385	1559
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

What three words would you use to describe how Brexit makes you feel?

Respondents answered in their own words, which YouGov's AI language model has categorised into the below thematic categories

Angry / Frustrated	28	8	46	48	12	27	30	35	29	29	24	33	22	28	33	34	26	27	32	28
Sad	16	3	26	30	6	15	16	9	16	19	15	19	12	15	15	21	14	12	19	16
Disappointed / Let down	15	6	23	23	8	15	15	14	16	14	13	17	11	15	13	15	14	13	17	15
Betrayed / Lied to	10	6	13	13	9	11	8	8	9	11	10	11	8	9	13	11	10	11	7	9
Happy	9	29	0	1	21	10	7	0	4	10	19	8	9	9	9	7	9	10	4	10
Independent / Free	7	23	0	1	17	8	7	1	2	10	16	7	7	8	5	4	8	8	4	8
Stupid	6	0	10	11	1	7	5	6	8	5	3	7	4	6	5	7	6	4	7	6
Poorer / Worse off	6	2	10	9	4	7	6	4	7	7	6	7	6	6	7	7	6	6	5	7
Nothing / Neutral	6	8	2	3	8	7	5	5	6	6	5	5	7	6	5	6	6	6	4	6
Confused	6	3	7	6	4	5	7	7	7	4	5	6	6	6	5	4	5	7	7	6
Worried / Anxious	6	2	8	7	3	4	7	7	6	4	5	6	5	6	7	6	6	5	6	5
Isolated / Alone	6	1	11	11	3	6	7	3	7	8	6	8	5	6	5	8	6	5	10	6
Regretful	5	2	7	6	4	5	4	4	6	4	3	5	4	5	3	2	5	6	6	5
Proud / Patriotic	5	15	0	1	11	6	4	1	3	6	7	4	5	5	4	3	6	5	3	5
Hopeful	4	11	0	1	8	4	3	1	2	5	6	4	3	4	3	3	4	3	2	5
Tired	4	3	4	4	3	4	3	3	5	4	3	4	4	4	6	6	4	3	3	4
Relaxed / Satisfied	3	8	0	1	6	4	2	0	1	3	5	3	2	3	1	3	3	3	0	3
Unsure	3	1	3	2	2	2	3	4	4	2	1	3	3	3	2	2	2	3	4	3
Excluded / ignored	3	2	5	5	2	3	4	1	3	3	3	4	2	3	3	4	3	2	3	3
Pointless / A waste	3	1	4	4	2	3	3	3	4	2	2	3	3	3	3	4	3	4	2	3
Unsettled / Insecure / Weak	3	1	4	4	2	2	3	1	3	3	3	3	3	3	5	3	3	1	3	3
Pessimistic	2	0	3	3	1	2	2	3	3	1	1	2	1	2	2	3	1	2	4	2
Relief	2	7	0	1	5	2	2	0	0	4	5	2	2	2	2	2	2	2	1	3
Helpless	2	1	2	2	1	1	2	2	1	2	2	2	1	1	3	2	2	1	1	1
Empowered	2	6	0	1	4	2	2	0	1	3	3	2	1	2	2	2	2	2	1	2
Bad	2	0	3	3	1	2	2	2	3	2	1	2	2	2	2	1	2	1	4	2
Confident / Excited	2	5	0	0	4	2	1	1	1	2	3	2	2	2	3	1	2	2	1	2
Mismanaged / Ineffective	2	2	1	1	3	2	1	1	1	2	2	2	1	2	1	2	1	2	2	2
Disgusted	2	0	3	3	0	2	1	1	1	2	2	2	1	1	0	4	2	1	1	1
Let down / dejected	1	1	2	2	1	1	1	1	1	1	2	1	1	1	2	2	2	1	1	1
Unfinished	1	2	0	0	1	1	0	0	0	1	1	1	1	1	1	0	1	1	0	0
Shocked	1	0	1	1	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Restricted	1	0	2	1	0	1	1	2	1	1	1	1	1	1	1	3	1	1	0	1
Other	13	17	12	13	14	14	12	10	12	15	14	14	12	13	13	14	13	15	12	12
Don't know	23	22	13	10	24	20	26	37	25	17	19	17	31	23	20	22	24	24	26	21

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