

# YouGov / Best for Britain MRP Survey Results

Sample Size: 14858 Adults in GB  
Fieldwork: 16th - 28th December 2024

	Vote in 2024 GE					EU Ref 2016		Gender		Age				Social Grade		Country			Region of England				Con 2019 - Lab 2024 Switchers
	Total	Con	Lab	Lib Dem	Reform UK	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South	
<b>Weighted Sample</b>	<b>14858</b>	2736	3566	1398	1641	5169	5572	7190	7668	1560	6138	3670	3490	8471	6387	12854	712	1292	3506	2437	1789	5123	458
<b>Unweighted Sample</b>	<b>14858</b>	2282	4432	1640	1904	6167	5479	6643	8215	964	5532	4101	4261	9126	5732	12701	797	1360	3521	2505	1474	5201	509
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

In your view, which ONE of the following countries, or block of countries, if any, should the UK prioritise improving trading relationships with?

European Union (EU)	<b>46</b>	32	66	68	14	68	27	48	43	47	48	46	40	51	39	45	46	55	41	42	53	45	57
United States of America (USA)	<b>21</b>	39	9	8	54	10	36	25	17	13	15	24	31	20	22	21	22	17	22	22	15	22	20
China	<b>4</b>	3	4	4	5	4	4	5	4	7	5	4	3	4	5	5	4	4	6	4	5	4	4
Brazil	<b>0</b>	0	0	0	1	0	1	1	0	1	0	0	0	0	0	0	0	1	0	1	1	0	0
India	<b>2</b>	4	1	1	3	2	3	2	2	1	2	2	2	2	1	2	1	1	1	2	3	2	1
Saudi Arabia	<b>1</b>	1	0	0	1	0	0	1	1	2	1	0	0	1	1	1	1	0	1	1	1	1	1
Japan	<b>3</b>	2	2	2	3	2	3	3	2	3	3	2	3	3	3	3	4	1	3	3	3	3	2
None of these	<b>3</b>	2	2	2	5	1	5	3	4	2	3	4	3	2	5	3	3	3	3	3	2	4	2
Don't know	<b>20</b>	16	16	15	16	14	20	11	28	25	23	17	17	17	25	20	20	18	22	22	17	20	13

Do you think that the UK should be more or less closely aligned with EU standards and regulations, or is the current situation about right?

Much closer	<b>22</b>	5	37	37	2	39	6	26	19	29	26	20	14	26	17	21	23	30	20	18	30	20	13
A little closer	<b>19</b>	13	27	27	7	27	10	18	20	26	22	16	14	21	16	19	18	20	19	18	22	19	29
<b>TOTAL CLOSER</b>	<b>41</b>	<b>18</b>	<b>64</b>	<b>64</b>	<b>9</b>	<b>66</b>	<b>16</b>	<b>44</b>	<b>39</b>	<b>55</b>	<b>48</b>	<b>36</b>	<b>28</b>	<b>47</b>	<b>33</b>	<b>40</b>	<b>41</b>	<b>50</b>	<b>39</b>	<b>36</b>	<b>52</b>	<b>39</b>	<b>42</b>
Currently about right	<b>19</b>	31	16	18	19	16	27	20	19	12	17	21	26	19	20	20	18	17	20	20	17	21	29
A little less close	<b>9</b>	17	4	5	19	4	16	10	8	5	6	11	14	9	9	9	7	8	8	12	7	10	8
Much less close	<b>13</b>	23	3	3	40	2	27	15	10	5	6	17	22	11	15	13	14	8	13	14	8	14	10
<b>TOTAL LESS CLOSE</b>	<b>22</b>	<b>40</b>	<b>7</b>	<b>8</b>	<b>59</b>	<b>6</b>	<b>43</b>	<b>25</b>	<b>18</b>	<b>10</b>	<b>12</b>	<b>28</b>	<b>36</b>	<b>20</b>	<b>24</b>	<b>22</b>	<b>21</b>	<b>16</b>	<b>21</b>	<b>26</b>	<b>15</b>	<b>24</b>	<b>18</b>
Don't know	<b>18</b>	11	14	11	13	12	15	11	24	23	22	14	11	14	22	18	19	16	20	18	16	17	11

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<b>Weighted Sample</b>	<b>14858</b>	2736	3566	1398	1641	5169	5572	7190	7668	1560	6138	3670	3490	8471	6387	12854	712	1292	3506	2437	1789	5123	458
<b>Unweighted Sample</b>	<b>14858</b>	2282	4432	1640	1904	6167	5479	6643	8215	964	5532	4101	4261	9126	5732	12701	797	1360	3521	2505	1474	5201	509
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Would you support or oppose the UK improving trade access with the EU under each of the following conditions?

<b>Weighted Sample</b>	<b>11970</b>	2143	3019	1110	1302	4193	4421	5808	6162	1299	4872	2998	2802	6815	5155	10359	584	1028	2811	1991	1453	4105	318
<b>Unweighted Sample</b>	<b>12695</b>	1943	3756	1408	1636	5250	4682	5697	6998	842	4688	3528	3637	7795	4900	10857	690	1148	2968	2170	1261	4458	348
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

If it required the UK to follow some specific EU rules, standards, and regulations on goods and services

Strongly support	21	5	35	34	2	37	5	23	19	28	26	19	11	25	15	20	22	27	20	17	27	19	12
Tend to support	33	27	41	41	17	40	24	34	32	38	36	33	26	35	30	33	33	35	31	33	36	33	43
<b>TOTAL SUPPORT</b>	<b>54</b>	<b>32</b>	<b>76</b>	<b>75</b>	<b>19</b>	<b>77</b>	<b>29</b>	<b>57</b>	<b>51</b>	<b>66</b>	<b>62</b>	<b>52</b>	<b>37</b>	<b>60</b>	<b>45</b>	<b>53</b>	<b>55</b>	<b>62</b>	<b>51</b>	<b>50</b>	<b>63</b>	<b>52</b>	<b>55</b>
Tend to oppose	14	27	8	10	24	8	24	14	14	9	10	17	23	13	16	15	13	11	14	17	11	16	18
Strongly oppose	15	28	3	3	44	3	32	18	12	5	7	18	28	13	16	15	15	10	16	17	10	16	12
<b>TOTAL OPPOSE</b>	<b>29</b>	<b>55</b>	<b>11</b>	<b>13</b>	<b>68</b>	<b>11</b>	<b>56</b>	<b>32</b>	<b>26</b>	<b>14</b>	<b>17</b>	<b>35</b>	<b>51</b>	<b>26</b>	<b>32</b>	<b>30</b>	<b>28</b>	<b>21</b>	<b>30</b>	<b>34</b>	<b>21</b>	<b>32</b>	<b>30</b>
Don't know	17	12	12	12	13	12	15	11	22	20	21	13	13	13	22	17	17	17	19	17	15	16	15
<b>Weighted Sample</b>	<b>11850</b>	2142	3002	1097	1249	4199	4375	5656	6194	1266	4868	2956	2760	6816	5034	10248	565	1038	2799	1923	1426	4100	308
<b>Unweighted Sample</b>	<b>12633</b>	1952	3737	1396	1603	5260	4643	5620	7013	826	4700	3491	3616	7800	4833	10783	682	1168	3003	2103	1241	4436	337
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

If it required the UK to follow all EU rules, standards, and regulations on goods and services

Strongly support	18	4	31	28	2	32	4	20	16	24	23	17	8	22	13	17	21	25	16	14	25	17	8
Tend to support	26	17	35	34	10	35	15	26	26	33	30	24	18	28	24	26	26	29	26	27	31	24	31
<b>TOTAL SUPPORT</b>	<b>44</b>	<b>21</b>	<b>66</b>	<b>62</b>	<b>12</b>	<b>67</b>	<b>19</b>	<b>46</b>	<b>42</b>	<b>57</b>	<b>53</b>	<b>41</b>	<b>26</b>	<b>50</b>	<b>37</b>	<b>43</b>	<b>47</b>	<b>54</b>	<b>42</b>	<b>41</b>	<b>56</b>	<b>41</b>	<b>39</b>
Tend to oppose	16	26	12	17	18	13	22	16	17	12	14	18	22	15	18	17	16	14	17	17	13	18	22
Strongly oppose	22	44	8	8	59	7	46	26	19	9	11	29	41	21	24	23	19	16	23	25	14	26	27
<b>TOTAL OPPOSE</b>	<b>38</b>	<b>70</b>	<b>20</b>	<b>25</b>	<b>77</b>	<b>20</b>	<b>68</b>	<b>42</b>	<b>36</b>	<b>21</b>	<b>25</b>	<b>47</b>	<b>63</b>	<b>36</b>	<b>42</b>	<b>40</b>	<b>35</b>	<b>30</b>	<b>40</b>	<b>42</b>	<b>27</b>	<b>44</b>	<b>49</b>
Don't know	17	9	13	13	11	13	13	11	22	23	22	12	10	13	22	17	18	16	18	18	17	15	13

\*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.