

# YouGov / Best for Britain Survey Results

Sample Size: 2187 Adults in GB  
Fieldwork: 19th - 20th March 2025

	Vote in 2024 GE					EU Ref 2016		Gender		Age				Social Grade		Country			Region in England				
	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>2187</b>	394	562	201	236	768	781	1059	1128	230	903	540	514	1247	940	1892	105	190	518	359	265	750	
<b>Unweighted Sample</b>	<b>2187</b>	374	604	225	261	900	825	981	1206	122	854	561	650	1370	817	1880	113	194	505	369	199	807	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Out of the following, which do you think would be the most effective way for the Government to grow the UK's economy?

Cutting welfare/benefits to encourage people to get into work	<b>28</b>	45	15	14	53	16	40	29	27	23	26	25	37	29	27	28	31	24	31	28	21	29
Agreeing to a new trade deal with the European Union (EU)	<b>46</b>	25	65	68	12	65	25	48	44	61	49	48	32	49	42	46	46	48	44	42	55	45
Neither of these	<b>13</b>	19	8	7	24	7	22	15	12	5	11	16	19	11	17	14	14	13	14	14	15	12
Don't know	<b>13</b>	10	12	11	10	11	12	8	17	11	14	12	11	12	14	13	8	16	11	16	9	13

US President Donald Trump has recently imposed trade tariffs on goods imported to the USA from several countries including Canada, Australia, the EU, and the UK. If you had to choose only one, which of the following approaches do you think the UK Government ought to take in response?

Improving relations with Donald Trump and the US with the aim of convincing him to remove the tariffs	<b>14</b>	22	6	8	42	7	23	19	9	11	13	15	16	14	14	15	12	10	18	14	9	15
Improving relationships with the UK's other main trade partners, such as the EU, to offset the reduction in trade with the US	<b>43</b>	31	60	63	17	62	27	43	44	48	46	42	38	50	34	43	45	47	38	39	48	46
Develop new trading relationships and deals with countries we currently do less with, for example Brazil or Japan	<b>20</b>	24	15	12	21	14	25	20	19	22	18	18	22	17	23	20	23	17	20	24	20	17
Placing retaliatory tariffs on the US in the hope that this will convince Donald Trump to remove US tariffs	<b>10</b>	13	8	12	11	8	12	10	11	8	7	12	14	9	12	10	10	13	10	7	13	10
None of these	<b>2</b>	2	2	0	4	1	3	2	2	2	2	3	2	1	3	2	0	1	2	3	2	2
Don't know	<b>11</b>	8	9	6	5	8	10	6	16	10	14	9	8	9	14	11	10	12	12	13	9	10

\*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.