

YouGov / Best for Britain Survey Results

Sample Size: 4703 Adults in GB
Fieldwork: 31st March - 2nd April 2025

	Westminster VI						Vote in 2024 GE					Con 2019 - Lab 2024	Reform UK Curious	Lab 2024 - Reform UK Curious
	Total	Con	Lab	Lib Dem	Reform UK	Green	Con	Lab	Lib Dem	Reform UK	Green			
Weighted Sample	4703	x	x	x	x	x	847	1209	433	508	268	134	1548	155
Unweighted Sample	4703	742	833	531	792	407	807	1310	465	526	271	164	1570	164
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about the UK Government's plans for a relationship reset with the EU, as far as you are aware, do you think the UK Government is seeking a closer or more distant relationship with the EU, or to keep it about the same?

Much closer	22	26	21	21	40	11	31	18	18	42	13	25	31	21
Somewhat closer	40	44	50	49	33	46	42	47	48	31	43	42	36	40
TOTAL CLOSER	62	70	71	70	73	57	73	65	66	73	56	67	67	61
About the same	12	13	12	13	8	14	11	13	13	7	14	18	10	16
Somewhat more distant	4	2	3	4	4	4	2	4	5	4	3	1	4	9
Much more distant	2	2	1	1	4	5	1	1	2	4	4	2	3	3
TOTAL MORE DISTANT	6	4	4	5	8	9	3	5	7	8	7	3	7	12
Don't know	21	13	13	12	10	20	13	18	15	13	23	13	15	10

And, based on what you know, do you think the UK Government's plans go too far, do not go far enough, or are about right in terms of improving the UK-EU relationship?

Do not go nearly far enough	16	7	26	31	5	33	6	27	25	3	30	13	5	18
Do not quite go far enough	19	18	30	25	9	25	14	27	25	9	22	21	10	15
TOTAL NOT FAR ENOUGH	35	25	56	56	14	58	20	54	50	12	52	34	15	33
They are about right	15	17	24	17	13	9	18	18	17	13	9	26	16	30
Go a little too far	7	16	1	5	13	3	15	2	5	12	5	5	13	5
Go much too far	12	19	1	2	38	3	24	2	2	38	3	7	28	10
TOTAL TOO FAR	19	35	2	7	51	6	39	4	7	50	8	12	41	15
Don't know	31	23	18	20	22	28	23	24	26	25	32	29	27	21

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	EU Ref 2016			Gender		Age				Social Grade		Country			Region in England			
	Total	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	4703	1651	1679	2276	2427	494	1942	1162	1105	2681	2022	4068	226	409	1115	771	569	1613
Unweighted Sample	4703	1900	1779	2117	2586	270	1844	1271	1318	2948	1755	4039	246	418	1100	779	512	1648
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about the UK Government's plans for a relationship reset with the EU, as far as you are aware, do you think the UK Government is seeking a closer or more distant relationship with the EU, or to keep it about the same?

Much closer	22	19	32	27	17	11	17	28	29	21	23	22	18	22	21	22	20	24
Somewhat closer	40	46	38	43	37	39	38	40	42	44	34	39	42	40	39	40	39	39
TOTAL CLOSER	62	65	70	70	54	50	55	68	71	65	57	61	60	62	60	62	59	63
About the same	12	13	10	11	13	13	13	11	9	12	12	12	9	14	11	10	16	11
Somewhat more distant	4	4	3	3	4	8	4	3	2	3	5	4	6	4	4	3	5	3
Much more distant	2	2	2	2	2	5	3	2	1	2	3	2	2	1	3	3	3	2
TOTAL MORE DISTANT	6	6	5	5	6	13	7	5	3	5	8	6	8	5	7	6	8	5
Don't know	21	17	16	14	27	24	25	16	16	18	24	21	24	19	21	21	18	21

And, based on what you know, do you think the UK Government's plans go too far, do not go far enough, or are about right in terms of improving the UK-EU relationship?

Do not go nearly far enough	16	29	4	20	13	20	17	18	12	20	12	16	17	22	16	13	20	16
Do not quite go far enough	19	27	10	18	19	23	20	17	15	20	16	18	20	20	16	20	19	19
TOTAL NOT FAR ENOUGH	35	56	14	38	32	43	37	35	27	40	28	34	37	42	32	33	39	35
They are about right	15	14	16	17	14	14	16	15	14	15	15	15	17	14	16	14	19	14
Go a little too far	7	3	13	9	6	6	4	8	12	7	8	7	5	5	8	8	6	8
Go much too far	12	2	28	15	9	3	7	14	23	11	14	12	10	10	14	13	8	13
TOTAL TOO FAR	19	5	41	24	15	9	11	22	35	18	22	19	15	15	22	21	14	21
Don't know	31	24	29	22	39	34	36	28	23	27	35	31	30	29	31	32	28	31

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Unweighted Sample	4703	742	833	531	792	407	807	1310	465	526	271	164	1570
	%	%	%	%	%	%	%	%	%	%	%	%	%

The UK and EU will be holding a summit to discuss the UK-EU relationship in May of this year. Thinking about the UK's current relationship with the EU, which of the following do you think should be prioritised MOST during the upcoming UK-EU summit?

Illegal immigration across the English Channel	50	71	30	38	82	26	75	36	35	80	31	62	74	67
Trade between the UK and the EU	49	46	67	68	33	60	44	62	66	33	58	47	36	45
Improving the UK's and EU's defence and security	36	44	46	48	29	30	47	41	50	27	33	44	32	37
The UK economy	23	20	25	22	22	26	19	24	21	20	18	19	24	31
People's ability to travel between the UK and the EU	23	19	28	30	15	28	17	29	33	13	29	26	16	23
Climate change	16	6	22	20	3	48	6	23	21	2	45	11	6	7
UK energy security	13	13	14	12	15	16	11	14	12	17	15	12	12	13
Cross-border crime	13	17	8	7	24	7	18	9	9	24	10	14	21	16
Fishing stocks in UK and EU waters	8	15	3	6	17	4	15	3	6	17	5	6	14	6
A youth mobility scheme between the UK and the EU	6	4	10	11	1	12	2	9	10	2	12	4	3	4
None of these	2	1	0	0	2	1	1	1	0	3	1	1	2	3
Don't know	9	3	6	3	4	5	3	6	4	4	5	5	6	4

And which of the following do you think should be prioritised LEAST during the upcoming UK-EU summit? Please select up to three.

A youth mobility scheme between the UK and the EU	34	47	30	31	48	25	47	30	30	49	25	37	43	42
Climate change	26	39	12	17	56	7	39	15	15	57	7	29	46	29
Fishing stocks in UK and EU waters	19	16	28	28	13	22	16	25	25	10	20	14	14	23
People's ability to travel between the UK and the EU	16	20	14	13	27	14	21	14	13	26	15	19	23	21
Illegal immigration across the English Channel	9	3	14	16	1	29	2	13	13	1	23	3	2	5
Cross-border crime	8	8	11	13	4	15	7	10	10	3	15	6	4	8
The UK economy	7	7	7	11	5	8	9	7	11	4	10	4	6	6
UK energy security	7	8	8	8	7	6	7	8	7	8	5	9	8	10
Improving the UK's and EU's defence and security	5	2	4	4	3	12	2	5	4	4	12	3	4	5
Trade between the UK and the EU	2	4	1	1	4	2	4	1	1	3	1	3	3	4
None of these	8	6	11	10	5	10	7	11	11	6	8	10	6	8
Don't know	18	11	17	13	7	14	11	18	17	8	17	17	13	11

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Fieldwork: 31st March - 2nd April 2025

	EU Ref 2016			Gender		Age				Social Grade		Country			Region in England			
	Total	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	4703	1651	1679	2276	2427	494	1942	1162	1105	2681	2022	4068	226	409	1115	771	569	1613
Unweighted Sample	4703	1900	1779	2117	2586	270	1844	1271	1318	2948	1755	4039	246	418	1100	779	512	1648
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

The UK and EU will be holding a summit to discuss the UK-EU relationship in May of this year. Thinking about the UK's current relationship with the EU, which of the following do you think should be prioritised MOST during the upcoming UK-EU summit?

Illegal immigration across the English Channel	50	37	75	50	49	21	39	59	71	45	56	50	50	43	52	50	42	53
Trade between the UK and the EU	49	65	39	53	46	48	53	49	44	54	43	50	47	49	47	46	55	51
Improving the UK's and EU's defence and security	36	43	37	39	34	28	32	39	46	40	32	37	30	33	35	38	37	38
The UK economy	23	21	19	24	21	32	26	20	16	23	23	22	27	22	24	22	27	20
People's ability to travel between the UK and the EU	23	31	15	23	23	21	26	20	19	24	20	22	21	25	21	20	28	23
Climate change	16	22	8	15	17	27	20	12	9	19	12	16	18	19	14	14	16	17
UK energy security	13	13	14	13	12	12	13	12	12	13	13	12	14	15	14	13	12	12
Cross-border crime	13	8	20	13	13	6	11	16	17	11	16	13	9	14	12	15	11	14
Fishing stocks in UK and EU waters	8	5	16	8	8	1	5	10	16	7	10	8	8	8	8	9	5	9
A youth mobility scheme between the UK and the EU	6	7	2	6	6	17	6	5	4	7	4	6	6	5	6	4	11	6
None of these	2	0	2	2	2	4	2	1	2	1	3	2	2	2	2	3	2	1
Don't know	9	6	5	7	10	15	10	7	4	7	10	8	10	11	9	9	7	8

And which of the following do you think should be prioritised LEAST during the upcoming UK-EU summit? Please select up to three.

A youth mobility scheme between the UK and the EU	34	32	46	37	32	19	30	42	42	34	35	35	26	35	35	37	30	36
Climate change	26	17	41	32	21	15	22	30	35	25	28	27	24	24	26	30	26	26
Fishing stocks in UK and EU waters	19	24	12	23	15	27	22	16	13	22	15	19	24	13	19	20	23	18
People's ability to travel between the UK and the EU	16	12	25	19	14	12	14	18	21	16	17	17	17	15	17	15	14	18
Illegal immigration across the English Channel	9	14	2	10	8	22	11	6	3	11	7	9	8	11	9	7	12	9
Cross-border crime	8	11	5	9	7	12	9	7	7	9	7	8	10	9	7	8	11	7
The UK economy	7	8	7	7	7	6	6	7	10	8	6	7	8	10	6	6	7	8
UK energy security	7	8	6	7	7	7	7	6	9	7	7	7	10	8	7	7	8	7
Improving the UK's and EU's defence and security	5	5	4	6	5	5	6	5	4	5	6	5	7	8	5	4	7	4
Trade between the UK and the EU	2	1	3	2	2	1	2	2	4	2	3	2	2	2	2	3	3	2
None of these	8	10	7	8	9	7	9	8	8	9	8	9	6	8	8	8	10	9
Don't know	18	17	13	12	22	23	19	15	15	15	20	17	19	20	18	17	14	18

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Unweighted Sample	4703	742	833	531	792	407	807	1310	465	526	271	164	1570
	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about the UK's relationship with the EU,
what impact, if any, do you think a closer
relationship with the EU would have on the
following?

The UK economy/economic growth

A very positive impact	17	7	34	29	3	34	6	28	24	2	33	11	5	7
A somewhat positive impact	36	36	45	44	24	42	31	45	41	23	40	45	26	46
TOTAL POSITIVE IMPACT	53	43	79	73	27	76	37	73	65	25	73	56	31	53
No impact	18	27	8	15	33	8	29	11	15	32	9	19	29	22
A somewhat negative impact	7	13	2	4	13	2	14	3	4	13	2	6	12	7
A very negative impact	6	5	1	3	16	2	7	1	3	16	2	4	11	3
TOTAL NEGATIVE IMPACT	13	18	3	7	29	4	21	4	7	29	4	10	23	10
Don't know	17	13	10	6	11	12	13	13	13	14	15	15	17	15

The UK's defence and security

A very positive impact	18	11	32	31	7	29	10	28	27	7	24	17	8	18
A somewhat positive impact	38	42	48	46	27	39	41	44	46	26	44	44	31	40
TOTAL POSITIVE IMPACT	56	53	80	77	34	68	51	72	73	33	68	61	39	58
No impact	18	26	8	14	29	13	26	10	13	30	12	20	26	18
A somewhat negative impact	5	6	2	2	12	3	8	3	2	11	1	5	10	11
A very negative impact	4	4	1	1	12	2	4	1	1	12	1	2	8	2
TOTAL NEGATIVE IMPACT	9	10	3	3	24	5	12	4	3	23	2	7	18	13
Don't know	18	12	9	6	13	14	11	13	10	15	18	11	17	13

Immigration and asylum

A very positive impact	8	4	15	11	4	17	4	13	9	2	14	5	5	9
A somewhat positive impact	27	25	44	40	9	36	21	39	37	10	37	32	14	30
TOTAL POSITIVE IMPACT	35	29	59	51	13	53	25	52	46	12	51	37	19	39
No impact	23	28	20	25	29	22	30	21	27	27	22	26	27	22
A somewhat negative impact	9	15	7	8	13	5	14	6	6	11	7	9	13	12
A very negative impact	13	16	2	5	37	5	20	4	6	40	3	12	28	14
TOTAL NEGATIVE IMPACT	22	31	9	13	50	10	34	10	12	51	10	21	41	26
Don't know	18	12	13	11	8	15	10	16	16	11	17	16	14	14

Trade between the UK and EU

A very positive impact	29	15	51	47	9	51	13	45	40	9	47	22	12	18
A somewhat positive impact	39	50	36	40	39	35	48	39	43	38	36	53	42	54
TOTAL POSITIVE IMPACT	68	65	87	87	48	86	61	84	83	47	83	75	54	72
No impact	12	18	3	5	27	4	21	3	6	25	3	7	21	4
A somewhat negative impact	3	5	1	3	7	1	6	2	2	7	1	5	6	8
A very negative impact	3	3	1	1	8	2	3	1	1	10	2	2	5	2
TOTAL NEGATIVE IMPACT	6	8	2	4	15	3	9	3	3	17	3	7	11	10
Don't know	14	8	7	4	10	7	9	9	7	12	11	11	14	14

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	EU Ref 2016			Gender		Age				Social Grade		Country			Region in England			
	Total	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	4703	1651	1679	2276	2427	494	1942	1162	1105	2681	2022	4068	226	409	1115	771	569	1613
Unweighted Sample	4703	1900	1779	2117	2586	270	1844	1271	1318	2948	1755	4039	246	418	1100	779	512	1648
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about the UK's relationship with the EU,
what impact, if any, do you think a closer
relationship with the EU would have on the
following?

The UK economy/economic growth

A very positive impact	17	27	4	19	14	26	20	16	8	21	12	17	16	17	16	14	24	16
A somewhat positive impact	36	44	27	35	36	36	40	34	30	39	31	35	34	37	34	37	37	35
TOTAL POSITIVE IMPACT	53	71	31	54	50	62	60	50	38	60	43	52	50	54	50	51	61	51
No impact	18	11	30	20	17	10	14	19	28	16	21	18	20	18	18	19	16	18
A somewhat negative impact	7	3	12	7	6	3	4	8	11	6	7	7	4	5	6	8	5	8
A very negative impact	6	2	11	7	5	3	4	7	9	5	7	6	4	6	7	7	5	4
TOTAL NEGATIVE IMPACT	13	5	23	14	11	6	8	15	20	11	14	13	8	11	13	15	10	12
Don't know	17	13	16	12	23	22	19	16	15	14	22	17	22	17	19	16	12	19

The UK's defence and security

A very positive impact	18	27	8	19	16	23	19	17	13	21	12	18	15	17	18	16	23	17
A somewhat positive impact	38	44	34	38	37	38	37	37	39	41	34	37	37	42	35	36	38	40
TOTAL POSITIVE IMPACT	56	71	42	57	53	61	56	54	52	62	46	55	52	59	53	52	61	57
No impact	18	11	27	21	15	12	15	20	22	16	20	18	18	15	17	21	16	18
A somewhat negative impact	5	3	9	6	5	5	4	6	7	4	7	6	4	4	6	6	5	5
A very negative impact	4	2	7	4	4	2	4	5	5	3	5	4	4	5	4	4	3	4
TOTAL NEGATIVE IMPACT	9	5	16	10	9	7	8	11	12	7	12	10	8	9	10	10	8	9
Don't know	18	13	15	11	23	20	21	15	13	15	21	17	21	17	19	17	14	17

Immigration and asylum

A very positive impact	8	12	4	10	7	14	9	8	5	9	7	8	11	10	8	7	10	8
A somewhat positive impact	27	40	16	27	28	30	29	27	23	30	23	27	23	28	26	24	31	28
TOTAL POSITIVE IMPACT	35	52	20	37	35	44	38	35	28	39	30	35	34	38	34	31	41	36
No impact	23	21	29	25	22	15	20	26	30	23	24	24	21	23	22	24	23	25
A somewhat negative impact	9	7	13	10	9	10	9	8	12	9	10	10	10	9	10	12	7	9
A very negative impact	13	4	26	16	10	7	11	16	17	11	16	14	10	10	15	15	13	12
TOTAL NEGATIVE IMPACT	22	11	39	26	19	17	20	24	29	20	26	24	20	19	25	27	20	21
Don't know	18	17	12	12	24	25	22	14	12	17	20	18	25	20	19	17	16	18

Trade between the UK and EU

A very positive impact	29	45	11	31	27	45	34	26	17	35	21	29	28	31	28	28	37	28
A somewhat positive impact	39	38	43	38	39	31	37	41	42	39	38	39	36	38	39	38	35	41
TOTAL POSITIVE IMPACT	68	83	54	69	66	76	71	67	59	74	59	68	64	69	67	66	72	69
No impact	12	5	21	14	10	6	8	13	19	10	14	12	13	11	11	14	11	11
A somewhat negative impact	3	2	6	3	4	2	2	3	6	3	4	3	3	3	3	5	3	3
A very negative impact	3	1	6	4	3	2	3	4	4	3	4	3	2	3	5	4	2	3
TOTAL NEGATIVE IMPACT	6	3	12	7	7	4	5	7	10	6	8	6	5	6	8	9	5	6
Don't know	14	9	14	10	18	13	16	12	12	11	18	13	18	14	15	13	12	13

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	%	%	%	%	%	%	%	%	%	%	%	%	%

The cost of living in the UK

A very positive impact	9	4	18	11	3	18	3	16	9	2	16	8	3	7
A somewhat positive impact	26	19	44	40	10	35	15	38	38	8	30	31	13	24
TOTAL POSITIVE IMPACT	35	23	62	51	13	53	18	54	47	10	46	39	16	31
No impact	30	40	21	33	40	20	42	24	32	41	25	34	37	37
A somewhat negative impact	9	16	3	6	19	5	18	4	8	18	5	8	16	7
A very negative impact	8	8	2	2	19	4	10	3	2	20	3	8	15	7
TOTAL NEGATIVE IMPACT	17	24	5	8	38	9	28	7	10	38	8	16	31	14
Don't know	18	13	11	8	10	18	13	15	11	10	21	11	15	18

The cost of energy in the UK

A very positive impact	8	4	16	9	3	19	4	13	8	2	15	4	4	7
A somewhat positive impact	26	22	41	39	11	33	17	37	34	10	33	23	15	27
TOTAL POSITIVE IMPACT	34	26	57	48	14	52	21	50	42	12	48	27	19	34
No impact	31	42	22	33	43	22	44	25	34	43	25	42	40	36
A somewhat negative impact	6	10	3	4	12	3	11	4	4	10	3	8	10	9
A very negative impact	7	7	2	3	17	4	9	3	3	18	3	7	13	8
TOTAL NEGATIVE IMPACT	13	17	5	7	29	7	20	7	7	28	6	15	23	17
Don't know	21	15	17	11	13	19	15	19	16	16	22	16	18	13

People's ability to travel between the UK and the EU

A very positive impact	26	16	43	37	8	48	13	39	33	8	42	22	12	22
A somewhat positive impact	36	42	38	45	33	33	41	40	42	34	34	46	36	46
TOTAL POSITIVE IMPACT	62	58	81	82	41	81	54	79	75	42	76	68	48	68
No impact	17	25	9	11	34	9	27	9	13	32	11	18	27	13
A somewhat negative impact	4	4	3	2	6	1	5	2	2	6	1	5	5	7
A very negative impact	3	2	0	1	9	1	3	1	2	9	2	2	6	2
TOTAL NEGATIVE IMPACT	7	6	3	3	15	2	8	3	4	15	3	7	11	9
Don't know	14	11	7	4	9	8	11	9	8	12	10	8	14	9

People's ability to work in either the UK or the EU

A very positive impact	23	12	40	33	6	45	11	35	32	6	39	14	9	15
A somewhat positive impact	38	47	40	45	34	34	45	41	42	34	37	48	37	46
TOTAL POSITIVE IMPACT	61	59	80	78	40	79	56	76	74	40	76	62	46	61
No impact	15	21	8	12	29	7	23	9	12	27	8	17	24	18
A somewhat negative impact	4	5	3	3	9	3	6	3	3	8	2	8	8	11
A very negative impact	4	2	1	1	10	1	3	1	2	11	2	1	6	1
TOTAL NEGATIVE IMPACT	8	7	4	4	19	4	9	4	5	19	4	9	14	12
Don't know	16	12	8	5	12	10	12	11	10	15	12	14	16	10

Sample Size: 4703 Adults in GB
Fieldwork: 31st March - 2nd April 2025

	EU Ref 2016			Gender		Age				Social Grade		Country			Region in England			
	Total	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	4703	1651	1679	2276	2427	494	1942	1162	1105	2681	2022	4068	226	409	1115	771	569	1613
Unweighted Sample	4703	1900	1779	2117	2586	270	1844	1271	1318	2948	1755	4039	246	418	1100	779	512	1648
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
The cost of living in the UK																		
A very positive impact	9	14	2	10	8	15	11	7	4	11	6	9	12	9	10	6	13	8
A somewhat positive impact	26	37	12	27	25	39	29	24	17	29	22	26	23	29	24	25	31	25
TOTAL POSITIVE IMPACT	35	51	14	37	33	54	40	31	21	40	28	35	35	38	34	31	44	33
No impact	30	25	41	32	29	17	27	34	37	29	32	30	28	31	28	32	27	32
A somewhat negative impact	9	5	16	10	9	5	6	10	18	8	11	10	8	5	10	9	7	11
A very negative impact	8	3	15	9	7	3	7	10	11	7	10	8	9	7	9	11	7	7
TOTAL NEGATIVE IMPACT	17	8	31	19	16	8	13	20	29	15	21	18	17	12	19	20	14	18
Don't know	18	16	13	13	22	22	21	15	13	16	20	17	19	19	18	18	15	17
The cost of energy in the UK																		
A very positive impact	8	12	2	9	7	18	10	5	4	9	7	8	8	7	9	6	15	7
A somewhat positive impact	26	34	14	26	25	36	31	24	15	30	21	26	25	29	26	25	28	25
TOTAL POSITIVE IMPACT	34	46	16	35	32	54	41	29	19	39	28	34	33	36	35	31	43	32
No impact	31	28	44	34	28	13	26	35	43	31	31	31	28	31	29	33	27	33
A somewhat negative impact	6	3	11	7	6	5	4	7	11	5	8	7	6	3	6	7	6	7
A very negative impact	7	3	13	8	7	3	6	9	10	6	10	7	8	8	9	8	7	6
TOTAL NEGATIVE IMPACT	13	6	24	15	13	8	10	16	21	11	18	14	14	11	15	15	13	13
Don't know	21	20	17	15	27	25	24	19	16	19	24	21	24	22	22	21	17	21
People's ability to travel between the UK and the EU																		
A very positive impact	26	40	9	26	26	39	31	23	15	31	20	26	27	26	26	23	35	25
A somewhat positive impact	36	37	39	36	36	32	35	37	40	37	35	37	29	38	36	37	33	38
TOTAL POSITIVE IMPACT	62	77	48	62	62	71	66	60	55	68	55	63	56	64	62	60	68	63
No impact	17	10	29	19	15	9	12	20	25	15	19	17	21	15	16	19	13	17
A somewhat negative impact	4	2	5	4	4	4	2	4	5	2	5	4	3	3	3	4	5	4
A very negative impact	3	1	5	4	2	2	3	3	3	2	4	3	1	2	4	4	2	2
TOTAL NEGATIVE IMPACT	7	3	10	8	6	6	5	7	8	4	9	7	4	5	7	8	7	6
Don't know	14	10	14	11	18	14	17	13	12	12	18	14	18	15	15	13	12	15
People's ability to work in either the UK or the EU																		
A very positive impact	23	35	7	22	23	36	27	20	13	27	16	23	21	26	22	20	30	21
A somewhat positive impact	38	42	39	39	38	33	38	37	42	40	37	39	35	37	37	38	37	41
TOTAL POSITIVE IMPACT	61	77	46	61	61	69	65	57	55	67	53	62	56	63	59	58	67	62
No impact	15	9	25	19	12	8	12	20	20	14	18	15	18	14	16	16	15	15
A somewhat negative impact	4	2	7	4	4	4	3	4	7	3	5	5	2	3	5	5	5	4
A very negative impact	4	2	6	4	3	3	3	4	4	3	4	4	3	3	4	5	3	3
TOTAL NEGATIVE IMPACT	8	4	13	8	7	7	6	8	11	6	9	9	5	6	9	10	8	7
Don't know	16	11	16	11	20	16	18	14	14	13	19	15	21	18	17	14	11	16

Sample Size: 4703 Adults in GB
Fieldwork: 31st March - 2nd April 2025

	Westminster VI					Vote in 2024 GE					Con 2019 - Lab 2024	Reform UK Curious	Lab 2024 - Reform UK Curious
	Total	Con	Lab	Lib Dem	Reform UK	Green	Con	Lab	Lib Dem	Reform UK	Green		
Weighted Sample	4703	x	x	x	x	x	847	1209	433	508	268	134	1548
Unweighted Sample	4703	742	833	531	792	407	807	1310	465	526	271	164	1570
	%	%	%	%	%	%	%	%	%	%	%	%	%

Tackling climate change

A very positive impact	11	4	24	15	2	22	3	18	13	2	23	3	3	6
A somewhat positive impact	27	20	41	42	10	43	19	38	40	7	39	28	14	24
TOTAL POSITIVE IMPACT	38	24	65	57	12	65	22	56	53	9	62	31	17	30
No impact	35	52	23	31	53	19	54	25	33	53	21	45	49	45
A somewhat negative impact	4	6	1	2	8	2	6	2	1	8	2	5	7	5
A very negative impact	4	4	0	2	11	2	5	1	2	12	1	4	8	3
TOTAL NEGATIVE IMPACT	8	10	1	4	19	4	11	3	3	20	3	9	15	8
Don't know	19	14	11	8	15	12	13	15	12	17	14	16	19	17

Tackling cross-border crime

A very positive impact	13	8	25	19	5	24	7	21	16	5	22	8	7	11
A somewhat positive impact	39	39	49	54	25	45	38	49	52	22	44	49	28	37
TOTAL POSITIVE IMPACT	52	47	74	73	30	69	45	70	68	27	66	57	35	48
No impact	21	33	9	15	38	12	34	12	14	39	13	25	34	25
A somewhat negative impact	4	6	2	3	9	3	6	3	4	9	2	7	7	8
A very negative impact	5	5	1	1	13	2	6	1	2	14	2	2	10	6
TOTAL NEGATIVE IMPACT	9	11	3	4	22	5	12	4	6	23	4	9	17	14
Don't know	17	9	13	7	11	13	10	14	12	11	17	10	15	13

The UK's ability to sign new trade deals with non-EU countries

A very positive impact	9	6	14	10	4	16	7	12	9	4	13	7	5	9
A somewhat positive impact	19	23	22	22	13	19	20	23	22	11	16	18	17	29
TOTAL POSITIVE IMPACT	28	29	36	32	17	35	27	35	31	15	29	25	22	38
No impact	28	27	32	38	27	33	26	31	35	25	34	33	25	28
A somewhat negative impact	14	19	12	12	19	9	21	12	13	18	11	12	18	15
A very negative impact	8	9	1	3	24	2	12	2	4	25	1	7	17	4
TOTAL NEGATIVE IMPACT	22	28	13	15	43	11	33	14	17	43	12	19	35	19
Don't know	23	16	18	15	14	22	15	21	18	17	25	22	19	16

The UK's ability to sign new trade deals with the USA

A very positive impact	4	2	7	4	2	8	3	6	3	1	6	6	2	7
A somewhat positive impact	10	11	14	10	6	12	9	11	13	7	10	13	9	13
TOTAL POSITIVE IMPACT	14	13	21	14	8	20	12	17	16	8	16	19	11	20
No impact	29	32	31	36	28	30	32	30	32	27	31	29	28	29
A somewhat negative impact	22	26	24	29	23	20	26	24	26	20	20	24	22	25
A very negative impact	11	13	5	6	27	6	16	5	5	30	8	10	21	7
TOTAL NEGATIVE IMPACT	33	39	29	35	50	26	42	29	31	50	28	34	43	32
Don't know	24	16	19	16	13	23	16	24	21	16	26	19	18	20

Sample Size: 4703 Adults in GB
Fieldwork: 31st March - 2nd April 2025

	EU Ref 2016			Gender		Age				Social Grade		Country			Region in England			
	Total	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	4703	1651	1679	2276	2427	494	1942	1162	1105	2681	2022	4068	226	409	1115	771	569	1613
Unweighted Sample	4703	1900	1779	2117	2586	270	1844	1271	1318	2948	1755	4039	246	418	1100	779	512	1648
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Tackling climate change																		
A very positive impact	11	16	3	11	11	21	13	8	4	13	7	11	11	10	10	8	18	10
A somewhat positive impact	27	37	16	26	28	38	30	26	19	30	24	27	24	29	26	28	30	27
TOTAL POSITIVE IMPACT	38	53	19	37	39	59	43	34	23	43	31	38	35	39	36	36	48	37
No impact	35	28	52	40	31	17	29	39	52	33	39	36	30	33	35	35	34	38
A somewhat negative impact	4	2	7	4	3	1	2	5	5	3	4	4	4	3	4	5	2	3
A very negative impact	4	2	7	5	3	2	3	5	5	4	5	4	4	3	5	5	3	3
TOTAL NEGATIVE IMPACT	8	4	14	9	6	3	5	10	10	7	9	8	8	6	9	10	5	6
Don't know	19	15	16	14	23	21	22	17	14	17	21	18	27	21	19	18	13	20
Tackling cross-border crime																		
A very positive impact	13	20	5	14	13	20	15	13	9	16	9	13	14	13	13	12	18	13
A somewhat positive impact	39	49	32	40	39	40	40	37	38	42	35	39	33	44	37	39	39	40
TOTAL POSITIVE IMPACT	52	69	37	54	52	60	55	50	47	58	44	52	47	57	50	51	57	53
No impact	21	13	35	25	18	10	17	26	29	20	23	21	24	21	21	22	21	21
A somewhat negative impact	4	2	7	4	4	5	3	4	6	4	5	5	2	2	5	5	2	5
A very negative impact	5	2	9	5	4	2	4	7	6	4	7	5	2	5	5	6	4	5
TOTAL NEGATIVE IMPACT	9	4	16	9	8	7	7	11	12	8	12	10	4	7	10	11	6	10
Don't know	17	13	13	12	22	24	21	13	12	15	20	17	25	15	18	16	16	16
The UK's ability to sign new trade deals with non-EU countries																		
A very positive impact	9	12	4	9	9	15	10	6	5	9	8	9	10	8	8	8	13	8
A somewhat positive impact	19	22	15	17	21	21	20	19	17	19	20	19	17	21	20	18	18	20
TOTAL POSITIVE IMPACT	28	34	19	26	30	36	30	25	22	28	28	28	27	29	28	26	31	28
No impact	28	31	28	31	25	24	27	30	28	30	25	28	28	30	25	29	30	28
A somewhat negative impact	14	12	19	17	11	11	12	14	19	14	13	14	9	12	14	15	13	14
A very negative impact	8	3	16	11	5	3	5	11	12	8	8	8	8	7	9	9	4	8
TOTAL NEGATIVE IMPACT	22	15	35	28	16	14	17	25	31	22	21	22	17	19	23	24	17	22
Don't know	23	20	18	15	30	26	26	20	19	20	26	23	28	23	25	20	21	23
The UK's ability to sign new trade deals with the USA																		
A very positive impact	4	6	1	4	4	6	4	4	3	4	4	4	4	5	3	5	7	3
A somewhat positive impact	10	12	7	9	11	10	13	9	7	12	8	10	8	10	11	11	11	10
TOTAL POSITIVE IMPACT	14	18	8	13	15	16	17	13	10	16	12	14	12	15	14	16	18	13
No impact	29	32	30	31	27	21	28	31	31	29	29	28	29	34	28	27	30	29
A somewhat negative impact	22	22	23	26	18	28	19	21	25	23	20	22	19	17	22	21	23	23
A very negative impact	11	6	20	14	8	5	7	14	16	10	11	11	10	8	12	12	10	11
TOTAL NEGATIVE IMPACT	33	28	43	40	26	33	26	35	41	33	31	33	29	25	34	33	33	34
Don't know	24	23	18	16	32	30	28	21	19	22	27	24	30	26	24	24	20	25

Sample Size: 4703 Adults in GB
Fieldwork: 31st March - 2nd April 2025

	Westminster VI					Vote in 2024 GE					Con 2019 - Lab 2024	Reform UK Curious	Lab 2024 - Reform UK Curious
	Total	Con	Lab	Lib Dem	Reform UK	Green	Con	Lab	Lib Dem	Reform UK	Green		
Weighted Sample	4703	x	x	x	x	x	847	1209	433	508	268	134	1548
Unweighted Sample	4703	742	833	531	792	407	807	1310	465	526	271	164	1570
	%	%	%	%	%	%	%	%	%	%	%	%	%

The availability of jobs in the UK

A very positive impact	9	3	17	13	1	23	3	15	11	1	17	8	3	7
A somewhat positive impact	23	20	37	34	11	27	17	32	33	8	26	26	12	19
TOTAL POSITIVE IMPACT	32	23	54	47	12	50	20	47	44	9	43	34	15	26
No impact	32	43	25	33	41	25	43	28	34	39	27	37	40	40
A somewhat negative impact	10	15	5	6	18	5	16	6	7	18	6	9	17	16
A very negative impact	6	5	1	3	18	3	7	2	3	20	3	3	13	5
TOTAL NEGATIVE IMPACT	16	20	6	9	36	8	23	8	10	38	9	12	30	21
Don't know	19	13	15	9	10	18	13	17	12	14	21	17	15	12

The UK's ability to make its own laws

A very positive impact	5	4	8	5	3	8	4	7	5	2	6	6	4	5
A somewhat positive impact	10	10	15	12	6	15	8	13	9	5	14	14	8	19
TOTAL POSITIVE IMPACT	15	14	23	17	9	23	12	20	14	7	20	20	12	24
No impact	36	26	50	54	21	49	27	48	50	21	46	36	23	26
A somewhat negative impact	18	28	14	16	21	12	27	15	18	20	13	20	23	24
A very negative impact	14	21	1	5	38	4	24	4	7	40	4	13	30	16
TOTAL NEGATIVE IMPACT	32	49	15	21	59	16	51	19	25	60	17	33	53	40
Don't know	17	11	11	9	10	12	10	14	11	13	17	12	14	11

The UK's standing in the world

A very positive impact	16	7	31	25	3	31	6	26	20	3	29	11	5	11
A somewhat positive impact	29	26	43	41	13	37	25	39	40	11	39	31	17	29
TOTAL POSITIVE IMPACT	45	33	74	66	16	68	31	65	60	14	68	42	22	40
No impact	28	41	13	21	46	17	42	19	24	45	17	36	40	34
A somewhat negative impact	6	11	2	4	14	3	10	3	4	13	1	7	12	9
A very negative impact	5	5	1	1	16	2	6	1	1	17	2	3	11	2
TOTAL NEGATIVE IMPACT	11	16	3	5	30	5	16	4	5	30	3	10	23	11
Don't know	15	10	9	8	9	10	10	12	12	11	11	11	14	16

The quality and safety of food and drink in the UK

A very positive impact	13	5	24	21	3	27	3	22	17	3	25	8	5	9
A somewhat positive impact	25	20	36	39	13	37	18	33	33	13	34	23	14	21
TOTAL POSITIVE IMPACT	38	25	60	60	16	64	21	55	50	16	59	31	19	30
No impact	35	50	26	29	51	20	52	28	34	50	23	46	48	50
A somewhat negative impact	6	9	3	4	13	2	10	3	4	12	3	6	11	6
A very negative impact	4	5	1	1	9	2	5	1	1	10	2	3	7	3
TOTAL NEGATIVE IMPACT	10	14	4	5	22	4	15	4	5	22	5	9	18	9
Don't know	17	12	11	6	11	12	13	13	10	13	13	14	15	11

Sample Size: 4703 Adults in GB
Fieldwork: 31st March - 2nd April 2025

	EU Ref 2016			Gender		Age				Social Grade		Country			Region in England			
	Total	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	4703	1651	1679	2276	2427	494	1942	1162	1105	2681	2022	4068	226	409	1115	771	569	1613
Unweighted Sample	4703	1900	1779	2117	2586	270	1844	1271	1318	2948	1755	4039	246	418	1100	779	512	1648
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

The availability of jobs in the UK

A very positive impact	9	14	3	10	8	17	11	7	5	11	8	9	11	10	8	6	15	9
A somewhat positive impact	23	32	12	23	22	29	24	21	19	26	18	22	21	26	21	21	25	23
TOTAL POSITIVE IMPACT	32	46	15	33	30	46	35	28	24	37	26	31	32	36	29	27	40	32
No impact	32	30	43	34	31	17	29	37	41	31	34	32	34	33	31	34	31	33
A somewhat negative impact	10	5	15	11	9	8	8	10	13	9	11	11	7	5	10	12	8	11
A very negative impact	6	2	12	8	5	4	5	8	7	5	8	7	3	5	8	9	6	5
TOTAL NEGATIVE IMPACT	16	7	27	19	14	12	13	18	20	14	19	18	10	10	18	21	14	16
Don't know	19	17	15	14	25	25	22	16	16	18	21	19	24	21	22	18	15	19

The UK's ability to make its own laws

A very positive impact	5	6	3	5	5	10	5	4	4	6	4	5	4	5	4	5	9	5
A somewhat positive impact	10	11	7	10	10	13	11	8	9	10	10	10	9	10	12	10	10	9
TOTAL POSITIVE IMPACT	15	17	10	15	15	23	16	12	13	16	14	15	13	15	16	15	19	14
No impact	36	49	25	36	35	35	37	39	31	38	33	35	35	42	34	33	39	35
A somewhat negative impact	18	14	23	21	16	20	16	17	23	19	18	19	19	13	18	19	20	19
A very negative impact	14	4	29	17	11	6	9	18	23	13	15	15	8	12	15	16	10	15
TOTAL NEGATIVE IMPACT	32	18	52	38	27	26	25	35	46	32	33	34	27	25	33	35	30	34
Don't know	17	15	12	11	23	18	22	14	10	15	20	16	25	18	17	16	13	17

The UK's standing in the world

A very positive impact	16	25	4	17	14	30	18	13	8	18	12	16	17	17	16	14	20	14
A somewhat positive impact	29	39	18	27	31	33	34	29	20	33	24	29	26	30	27	29	32	30
TOTAL POSITIVE IMPACT	45	64	22	44	45	63	52	42	28	51	36	45	43	47	43	43	52	44
No impact	28	20	42	31	25	13	22	30	42	25	31	28	28	26	27	30	25	29
A somewhat negative impact	6	3	11	7	5	3	4	7	10	6	7	6	5	5	7	7	5	7
A very negative impact	5	2	11	7	4	3	3	7	8	5	6	6	3	6	7	6	5	5
TOTAL NEGATIVE IMPACT	11	5	22	14	9	6	7	14	18	11	13	12	8	11	14	13	10	12
Don't know	15	11	14	10	20	18	18	13	12	13	19	15	22	16	17	14	13	15

The quality and safety of food and drink in the UK

A very positive impact	13	19	3	14	12	26	15	10	7	16	9	13	14	12	13	10	20	12
A somewhat positive impact	25	35	14	24	25	28	29	23	19	27	22	24	21	31	23	25	29	24
TOTAL POSITIVE IMPACT	38	54	17	38	37	54	44	33	26	43	31	37	35	43	36	35	49	36
No impact	35	28	51	39	32	19	29	41	46	34	36	35	36	33	34	37	31	37
A somewhat negative impact	6	3	10	7	6	5	4	6	11	6	7	7	4	4	7	8	5	7
A very negative impact	4	1	7	4	3	2	3	5	5	3	5	4	2	4	4	5	4	3
TOTAL NEGATIVE IMPACT	10	4	17	11	9	7	7	11	16	9	12	11	6	8	11	13	9	10
Don't know	17	13	15	12	22	21	19	15	13	15	20	17	22	15	19	15	11	18

Sample Size: 4703 Adults in GB
Fieldwork: 31st March - 2nd April 2025

	Westminster VI					Vote in 2024 GE					Con 2019 - Lab 2024	Reform UK Curious	Lab 2024 - Reform UK Curious
	Total	Con	Lab	Lib Dem	Reform UK	Green	Con	Lab	Lib Dem	Reform UK	Green		
Weighted Sample	4703	x	x	x	x	x	847	1209	433	508	268	134	1548
Unweighted Sample	4703	742	833	531	792	407	807	1310	465	526	271	164	1570
	%	%	%	%	%	%	%	%	%	%	%	%	%

The quality and safety of products and goods in the UK

A very positive impact	14	5	28	21	4	30	4	24	17	3	29	7	5	10
A somewhat positive impact	27	22	37	41	15	36	20	35	39	12	33	34	17	28
TOTAL POSITIVE IMPACT	41	27	65	62	19	66	24	59	56	15	62	41	22	38
No impact	32	47	23	24	48	17	50	23	27	49	18	39	45	42
A somewhat negative impact	6	8	2	4	13	3	9	3	5	12	4	7	10	7
A very negative impact	4	5	1	1	9	2	4	1	2	9	2	3	7	1
TOTAL NEGATIVE IMPACT	10	13	3	5	22	5	13	4	7	21	6	10	17	8
Don't know	18	13	10	9	12	12	12	14	10	15	14	10	17	11

The quality of public services in the UK

A very positive impact	6	2	12	8	1	14	1	10	6	1	13	4	2	4
A somewhat positive impact	16	11	29	24	5	26	8	25	23	3	24	14	7	12
TOTAL POSITIVE IMPACT	22	13	41	32	6	40	9	35	29	4	37	18	9	16
No impact	47	60	41	53	54	41	61	45	52	52	40	58	54	60
A somewhat negative impact	6	10	3	3	14	2	11	3	2	13	3	3	11	6
A very negative impact	6	5	1	2	14	2	6	2	3	15	2	5	10	4
TOTAL NEGATIVE IMPACT	12	15	4	5	28	4	17	5	5	28	5	8	21	10
Don't know	19	13	14	10	12	15	13	16	15	16	18	14	17	15

Access to fishing stocks in UK waters

A very positive impact	6	4	9	7	3	10	4	9	4	1	8	2	3	6
A somewhat positive impact	19	19	29	23	11	29	16	26	22	11	24	18	13	21
TOTAL POSITIVE IMPACT	25	23	38	30	14	39	20	35	26	12	32	20	16	27
No impact	20	21	22	26	20	16	19	21	26	19	14	28	21	29
A somewhat negative impact	14	20	11	14	21	9	22	10	13	18	13	16	19	17
A very negative impact	12	17	2	5	31	3	20	3	6	31	4	9	23	9
TOTAL NEGATIVE IMPACT	26	37	13	19	52	12	42	13	19	49	17	25	42	26
Don't know	30	20	28	24	15	34	18	31	28	19	36	28	21	18

Sample Size: 4703 Adults in GB
Fieldwork: 31st March - 2nd April 2025

	EU Ref 2016			Gender		Age				Social Grade		Country			Region in England			
	Total	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	4703	1651	1679	2276	2427	494	1942	1162	1105	2681	2022	4068	226	409	1115	771	569	1613
Unweighted Sample	4703	1900	1779	2117	2586	270	1844	1271	1318	2948	1755	4039	246	418	1100	779	512	1648
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

The quality and safety of products and goods in the UK

A very positive impact	14	22	4	14	14	25	16	12	7	17	10	14	13	12	15	12	22	13
A somewhat positive impact	27	35	17	25	28	32	30	24	21	28	25	26	26	31	24	26	30	26
TOTAL POSITIVE IMPACT	41	57	21	39	42	57	46	36	28	45	35	40	39	43	39	38	52	39
No impact	32	25	47	37	27	16	26	37	44	31	33	32	29	29	32	36	26	32
A somewhat negative impact	6	4	10	6	6	4	4	7	9	5	7	6	4	6	7	7	5	6
A very negative impact	4	1	7	4	3	2	3	4	6	3	5	4	3	4	4	5	4	3
TOTAL NEGATIVE IMPACT	10	5	17	10	9	6	7	11	15	8	12	10	7	10	11	12	9	9
Don't know	18	13	15	13	23	22	21	15	14	16	21	18	25	19	19	15	14	19

The quality of public services in the UK

A very positive impact	6	9	1	6	6	14	7	4	2	7	5	6	10	7	6	4	10	5
A somewhat positive impact	16	23	6	17	15	27	19	12	9	18	13	16	18	16	17	14	19	15
TOTAL POSITIVE IMPACT	22	32	7	23	21	41	26	16	11	25	18	22	28	23	23	18	29	20
No impact	47	47	57	50	45	31	43	53	58	49	45	48	44	49	45	49	45	49
A somewhat negative impact	6	4	10	7	5	4	4	7	10	5	8	6	4	5	6	8	5	7
A very negative impact	6	2	10	7	4	2	4	8	7	4	7	6	3	6	7	7	5	4
TOTAL NEGATIVE IMPACT	12	6	20	14	9	6	8	15	17	9	15	12	7	11	13	15	10	11
Don't know	19	16	15	13	24	23	22	15	15	16	22	19	22	18	20	19	16	19

Access to fishing stocks in UK waters

A very positive impact	6	7	2	5	6	14	7	4	3	6	5	6	6	5	7	5	9	5
A somewhat positive impact	19	26	13	18	21	22	22	18	15	21	18	19	15	23	20	19	21	18
TOTAL POSITIVE IMPACT	25	33	15	23	27	36	29	22	18	27	23	25	21	28	27	24	30	23
No impact	20	21	21	24	16	15	18	22	21	20	19	20	17	18	20	20	19	20
A somewhat negative impact	14	12	20	17	12	8	11	17	20	14	14	14	14	13	13	13	15	15
A very negative impact	12	4	24	15	8	6	6	14	21	10	13	12	8	11	11	14	10	12
TOTAL NEGATIVE IMPACT	26	16	44	32	20	14	17	31	41	24	27	26	22	24	24	27	25	27
Don't know	30	31	20	21	37	36	36	25	20	29	30	29	40	29	29	28	27	30

Sample Size: 4703 Adults in GB
Fieldwork: 31st March - 2nd April 2025

	Westminster VI					Vote in 2024 GE					Con 2019 - Lab 2024	Reform UK Curious	Lab 2024 - Reform UK Curious
	Total	Con	Lab	Lib Dem	Reform UK	Green	Con	Lab	Lib Dem	Reform UK	Green		
Weighted Sample	4703	x	x	x	x	x	847	1209	433	508	268	134	1548
Unweighted Sample	4703	742	833	531	792	407	807	1310	465	526	271	164	1570
	%	%	%	%	%	%	%	%	%	%	%	%	%

And which of the following, if any, do you think are the MOST important things that the UK Government should focus on improving? Please select up to four.

The cost of living in the UK	51	42	53	54	45	61	40	56	53	47	53	50	44	50
Immigration and asylum	41	59	21	27	80	19	61	25	28	78	23	48	68	54
The UK economy/economic growth	34	36	44	41	29	22	35	39	39	28	20	39	29	26
The cost of energy in the UK	31	30	29	28	32	35	28	31	27	33	34	31	32	32
The UK's defence and security	29	42	29	33	33	18	45	27	32	32	18	37	32	31
Trade between the UK and EU	22	18	33	37	9	27	16	29	34	9	29	21	11	17
The quality of public services in the UK	20	16	25	25	13	32	15	26	24	14	26	17	14	16
Tackling climate change	16	6	25	22	3	45	6	23	26	2	42	8	4	6
The UK's ability to make its own laws	13	24	4	7	29	4	27	5	8	28	3	13	26	16
The availability of jobs in the UK	11	8	13	12	6	15	8	13	11	8	13	12	8	16
People's ability to travel between the UK and the EU	10	9	13	13	6	15	8	12	15	5	15	9	7	12
Tackling cross-border crime	10	12	7	7	14	7	12	7	8	17	8	9	14	12
People's ability to work in either the UK or the EU	9	6	12	16	3	14	5	12	16	3	14	8	4	7
The UK's ability to sign new trade deals with non-EU countries	7	12	4	7	11	6	12	4	7	9	4	4	10	6
The quality and safety of food and drink in the UK	7	6	8	9	4	10	5	8	10	5	10	6	5	5
The quality and safety of products and goods in the UK	5	4	6	6	2	12	3	6	6	2	12	4	3	7
The UK's ability to sign new trade deals with the USA	4	6	4	3	9	1	8	3	3	7	2	4	7	6
The UK's standing in the world	4	4	5	5	3	5	5	5	4	2	2	4	3	4
Access to fishing stocks in UK waters	4	7	1	3	7	1	8	1	3	8	2	3	6	3
None of these	1	0	1	0	0	0	0	1	1	1	0	1	1	0
Don't know	5	2	3	1	2	1	2	4	1	2	3	4	5	3

And which of the following, if any, do you think are the LEAST important things that the UK Government should focus on improving? Please select up to four.

Tackling climate change	25	34	11	16	57	6	37	13	13	55	6	25	46	34
The UK's ability to sign new trade deals with the USA	22	15	28	35	11	38	14	28	29	12	37	14	12	19
The UK's standing in the world	22	22	22	26	22	25	22	22	27	20	24	24	23	27
Access to fishing stocks in UK waters	17	14	25	23	13	23	14	22	22	11	19	16	14	21
People's ability to work in either the UK or the EU	15	23	10	11	27	6	24	10	11	29	5	17	23	17
People's ability to travel between the UK and the EU	14	20	12	10	26	9	22	11	9	26	8	15	23	14
The UK's ability to make its own laws	12	6	22	23	4	21	6	19	21	3	19	9	4	9
The UK's ability to sign new trade deals with non-EU countries	8	7	10	11	8	8	7	10	8	7	9	9	6	5
The quality and safety of food and drink in the UK	8	12	6	7	12	6	13	5	8	11	7	5	10	4
Immigration and asylum	6	2	9	13	1	16	1	10	8	2	17	2	1	2
The quality and safety of products and goods in the UK	6	9	7	6	8	4	8	6	6	8	5	8	7	7
The quality of public services in the UK	6	9	5	7	9	5	9	4	6	9	5	7	8	9
Tackling cross-border crime	5	5	8	6	3	9	5	7	4	2	6	4	3	3
The availability of jobs in the UK	5	7	4	6	5	3	7	4	6	5	3	5	6	4
The UK's defence and security	4	2	3	3	2	9	2	4	3	2	9	3	3	4
Trade between the UK and EU	3	3	2	1	9	1	4	1	1	9	1	1	6	1
The UK economy/economic growth	2	1	2	2	1	3	1	2	2	2	2	2	2	5
The cost of energy in the UK	2	3	2	3	2	0	3	2	3	2	1	1	2	4
The cost of living in the UK	1	2	2	1	2	1	2	1	1	1	1	2	2	5
None of these	7	7	9	9	3	6	7	8	11	3	6	8	5	5
Don't know	18	15	15	11	9	14	15	18	15	10	17	19	15	16

*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: 4703 Adults in GB
Fieldwork: 31st March - 2nd April 2025

	EU Ref 2016			Gender		Age				Social Grade		Country			Region in England			
	Total	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	4703	1651	1679	2276	2427	494	1942	1162	1105	2681	2022	4068	226	409	1115	771	569	1613
Unweighted Sample	4703	1900	1779	2117	2586	270	1844	1271	1318	2948	1755	4039	246	418	1100	779	512	1648
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

And which of the following, if any, do you think are the MOST important things that the UK Government should focus on improving? Please select up to four.

The cost of living in the UK	51	52	45	47	54	58	59	46	38	52	50	51	52	51	50	51	54	50
Immigration and asylum	41	26	65	43	40	22	32	50	58	36	49	42	37	35	46	45	32	42
The UK economy/economic growth	34	38	29	38	30	37	36	35	27	38	28	34	35	32	31	35	39	32
The cost of energy in the UK	31	29	34	32	29	25	31	33	32	28	34	30	35	32	33	29	31	29
The UK's defence and security	29	30	36	31	27	15	23	32	41	31	26	29	26	27	28	29	25	31
Trade between the UK and EU	22	32	13	27	17	24	22	25	18	24	19	22	19	28	21	21	23	22
The quality of public services in the UK	20	26	16	19	21	24	23	19	14	24	16	20	21	19	19	17	21	22
Tackling climate change	16	23	6	15	17	27	19	13	10	18	13	16	14	18	16	14	18	16
The UK's ability to make its own laws	13	4	28	13	13	4	6	15	29	11	16	14	10	8	15	14	9	15
The availability of jobs in the UK	11	10	8	10	13	20	12	10	7	12	11	11	19	11	10	10	17	10
People's ability to travel between the UK and the EU	10	14	6	10	9	7	10	10	10	10	9	10	12	11	9	10	11	9
Tackling cross-border crime	10	8	13	9	11	4	8	11	15	8	12	10	6	8	11	12	9	10
People's ability to work in either the UK or the EU	9	15	4	8	10	4	9	10	9	9	9	9	8	12	7	7	11	10
The UK's ability to sign new trade deals with non-EU countries	7	5	10	8	6	4	5	7	13	7	7	7	7	5	7	8	7	7
The quality and safety of food and drink in the UK	7	8	6	5	9	5	7	6	8	7	7	7	7	5	8	8	8	6
The quality and safety of products and goods in the UK	5	7	4	4	7	8	5	4	6	6	5	5	7	5	5	4	7	6
The UK's ability to sign new trade deals with the USA	4	3	6	5	3	3	3	4	7	4	4	4	3	5	3	5	3	5
The UK's standing in the world	4	5	3	4	4	6	5	4	3	4	5	4	4	4	5	5	6	4
Access to fishing stocks in UK waters	4	2	8	4	4	1	2	3	9	4	4	4	4	3	3	4	3	5
None of these	1	1	0	1	1	1	1	0	0	1	1	1	0	2	1	0	1	1
Don't know	5	3	3	4	6	11	6	3	2	4	6	5	8	7	5	4	4	6

And which of the following, if any, do you think are the LEAST important things that the UK Government should focus on improving? Please select up to four.

Tackling climate change	25	14	40	30	20	14	21	28	34	23	28	25	21	24	26	27	21	25
The UK's ability to sign new trade deals with the USA	22	29	16	23	21	22	24	19	22	22	21	22	22	22	22	21	21	22
The UK's standing in the world	22	23	23	24	21	19	20	24	28	23	22	22	20	23	22	22	20	24
Access to fishing stocks in UK waters	17	20	12	21	13	25	19	15	13	19	15	18	19	13	17	18	22	17
People's ability to work in either the UK or the EU	15	10	24	18	13	11	12	17	21	15	15	16	15	11	17	16	13	15
People's ability to travel between the UK and the EU	14	9	24	15	14	9	11	15	23	14	15	15	12	12	14	18	10	16
The UK's ability to make its own laws	12	19	5	14	11	19	14	11	8	15	9	12	13	13	12	9	15	13
The UK's ability to sign new trade deals with non-EU countries	8	10	6	9	7	7	8	8	8	8	8	8	7	8	8	8	9	7
The quality and safety of food and drink in the UK	8	7	10	10	6	5	6	7	11	9	6	8	8	4	7	7	8	9
Immigration and asylum	6	10	2	8	5	13	8	4	3	8	5	6	8	8	5	6	8	6
The quality and safety of products and goods in the UK	6	6	8	7	5	4	5	7	8	6	6	6	6	4	6	5	6	7
The quality of public services in the UK	6	6	9	7	6	4	4	7	11	6	7	6	5	7	7	6	5	6
Tackling cross-border crime	5	5	4	6	4	9	6	3	4	5	5	5	7	5	5	4	7	4
The availability of jobs in the UK	5	4	6	6	4	4	4	5	7	4	5	5	3	5	4	4	7	5
The UK's defence and security	4	3	3	4	4	6	4	4	3	4	4	4	4	7	3	3	8	3
Trade between the UK and EU	3	1	6	4	3	3	2	4	5	3	4	3	4	2	4	3	3	3
The UK economy/economic growth	2	2	1	2	1	2	1	2	2	2	2	2	2	3	1	2	2	1
The cost of energy in the UK	2	2	2	2	2	1	1	2	3	2	2	2	4	2	1	2	2	2
The cost of living in the UK	1	1	2	2	1	1	1	2	3	1	2	1	2	1	1	2	2	1
None of these	7	8	6	6	8	6	7	8	6	7	7	7	4	9	6	6	7	7
Don't know	18	17	15	13	23	20	20	17	15	16	21	18	19	21	18	19	16	18

*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.