

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	EU Ref 2016		
	Total	Con	Lab	Lib Dem	Reform UK	Green	Con	Lab	Lib Dem	Reform UK				Green	Remain	Leave
Weighted Sample	4703	x	x	x	x	x	847	1209	433	508	268	134	1548	155	1651	1679
Unweighted Sample	4703	742	833	531	792	407	807	1310	465	526	271	164	1570	164	1900	1779
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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	19	32
Somewhat closer	40	44	50	49	33	46	42	47	48	31	43	42	36	40	46	38
TOTAL CLOSER	62	70	71	70	73	57	73	65	66	73	56	67	67	61	65	70
About the same	12	13	12	13	8	14	11	13	13	7	14	18	10	16	13	10
Somewhat more distant	4	2	3	4	4	4	2	4	5	4	3	1	4	9	4	3
Much more distant	2	2	1	1	4	5	1	1	2	4	4	2	3	3	2	2
TOTAL MORE DISTANT	6	4	4	5	8	9	3	5	7	8	7	3	7	12	6	5
Don't know	21	13	13	12	10	20	13	18	15	13	23	13	15	10	17	16

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

YouGov / Best for Britain Survey I

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Fieldwork: 31st March - 2nd April 2025

	Gender		Age				Social Grade		Country			Region in England				
	Total	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	4703	2276	2427	494	1942	1162	1105	2681	2022	4068	226	409	1115	771	569	1613
Unweighted Sample	4703	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	27	17	11	17	28	29	21	23	22	18	22	21	22	20	24
Somewhat closer	40	43	37	39	38	40	42	44	34	39	42	40	39	40	39	39
TOTAL CLOSER	62	70	54	50	55	68	71	65	57	61	60	62	60	62	59	63
About the same	12	11	13	13	13	11	9	12	12	12	9	14	11	10	16	11
Somewhat more distant	4	3	4	8	4	3	2	3	5	4	6	4	4	3	5	3
Much more distant	2	2	2	5	3	2	1	2	3	2	2	1	3	3	3	2
TOTAL MORE DISTANT	6	5	6	13	7	5	3	5	8	6	8	5	7	6	8	5
Don't know	21	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	20	13	20	17	18	12	20	12	16	17	22	16	13	20	16
Do not quite go far enough	19	18	19	23	20	17	15	20	16	18	20	20	16	20	19	19
TOTAL NOT FAR ENOUGH	35	38	32	43	37	35	27	40	28	34	37	42	32	33	39	35
They are about right	15	17	14	14	16	15	14	15	15	15	17	14	16	14	19	14
Go a little too far	7	9	6	6	4	8	12	7	8	7	5	5	8	8	6	8
Go much too far	12	15	9	3	7	14	23	11	14	12	10	10	14	13	8	13
TOTAL TOO FAR	19	24	15	9	11	22	35	18	22	19	15	15	22	21	14	21
Don't know	31	22	39	34	36	28	23	27	35	31	30	29	31	32	28	31

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	Total	Con	Lab	Lib Dem	Reform UK	Green	Con	Lab	Lib Dem	Reform UK				Green	Remain	Leave
Weighted Sample	4703	x	x	x	x	x	847	1209	433	508	268	134	1548	155	1651	1679
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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	37	75
Trade between the UK and the EU	49	46	67	68	33	60	44	62	66	33	58	47	36	45	65	39
Improving the UK's and EU's defence and security	36	44	46	48	29	30	47	41	50	27	33	44	32	37	43	37
The UK economy	23	20	25	22	22	26	19	24	21	20	18	19	24	31	21	19
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	31	15
Climate change	16	6	22	20	3	48	6	23	21	2	45	11	6	7	22	8
UK energy security	13	13	14	12	15	16	11	14	12	17	15	12	12	13	13	14
Cross-border crime	13	17	8	7	24	7	18	9	9	24	10	14	21	16	8	20
Fishing stocks in UK and EU waters	8	15	3	6	17	4	15	3	6	17	5	6	14	6	5	16
A youth mobility scheme between the UK and the EU	6	4	10	11	1	12	2	9	10	2	12	4	3	4	7	2
None of these	2	1	0	0	2	1	1	1	0	3	1	1	2	3	0	2
Don't know	9	3	6	3	4	5	3	6	4	4	5	5	6	4	6	5

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	32	46
Climate change	26	39	12	17	56	7	39	15	15	57	7	29	46	29	17	41
Fishing stocks in UK and EU waters	19	16	28	28	13	22	16	25	25	10	20	14	14	23	24	12
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	12	25
Illegal immigration across the English Channel	9	3	14	16	1	29	2	13	13	1	23	3	2	5	14	2
Cross-border crime	8	8	11	13	4	15	7	10	10	3	15	6	4	8	11	5
The UK economy	7	7	7	11	5	8	9	7	11	4	10	4	6	6	8	7
UK energy security	7	8	8	8	7	6	7	8	7	8	5	9	8	10	8	6
Improving the UK's and EU's defence and security	5	2	4	4	3	12	2	5	4	4	12	3	4	5	5	4
Trade between the UK and the EU	2	4	1	1	4	2	4	1	1	3	1	3	3	4	1	3
None of these	8	6	11	10	5	10	7	11	11	6	8	10	6	8	10	7
Don't know	18	11	17	13	7	14	11	18	17	8	17	17	13	11	17	13

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	Gender		Age				Social Grade		Country			Region in England				
	Total	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	4703	2276	2427	494	1942	1162	1105	2681	2022	4068	226	409	1115	771	569	1613
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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	50	49	21	39	59	71	45	56	50	50	43	52	50	42	53
Trade between the UK and the EU	49	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	39	34	28	32	39	46	40	32	37	30	33	35	38	37	38
The UK economy	23	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	23	23	21	26	20	19	24	20	22	21	25	21	20	28	23
Climate change	16	15	17	27	20	12	9	19	12	16	18	19	14	14	16	17
UK energy security	13	13	12	12	13	12	12	13	13	12	14	15	14	13	12	12
Cross-border crime	13	13	13	6	11	16	17	11	16	13	9	14	12	15	11	14
Fishing stocks in UK and EU waters	8	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	6	6	17	6	5	4	7	4	6	6	5	6	4	11	6
None of these	2	2	2	4	2	1	2	1	3	2	2	2	2	3	2	1
Don't know	9	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	37	32	19	30	42	42	34	35	35	26	35	35	37	30	36
Climate change	26	32	21	15	22	30	35	25	28	27	24	24	26	30	26	26
Fishing stocks in UK and EU waters	19	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	19	14	12	14	18	21	16	17	17	17	15	17	15	14	18
Illegal immigration across the English Channel	9	10	8	22	11	6	3	11	7	9	8	11	9	7	12	9
Cross-border crime	8	9	7	12	9	7	7	9	7	8	10	9	7	8	11	7
The UK economy	7	7	7	6	6	7	10	8	6	7	8	10	6	6	7	8
UK energy security	7	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	6	5	5	6	5	4	5	6	5	7	8	5	4	7	4
Trade between the UK and the EU	2	2	2	1	2	2	4	2	3	2	2	2	2	3	3	2
None of these	8	8	9	7	9	8	8	9	8	9	6	8	8	8	10	9
Don't know	18	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	164	1900	1779
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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	27	4
A somewhat positive impact	36	36	45	44	24	42	31	45	41	23	40	45	26	46	44	27
TOTAL POSITIVE IMPACT	53	43	79	73	27	76	37	73	65	25	73	56	31	53	71	31
No impact	18	27	8	15	33	8	29	11	15	32	9	19	29	22	11	30
A somewhat negative impact	7	13	2	4	13	2	14	3	4	13	2	6	12	7	3	12
A very negative impact	6	5	1	3	16	2	7	1	3	16	2	4	11	3	2	11
TOTAL NEGATIVE IMPACT	13	18	3	7	29	4	21	4	7	29	4	10	23	10	5	23
Don't know	17	13	10	6	11	12	13	13	13	14	15	15	17	15	13	16

The UK's defence and security

A very positive impact	18	11	32	31	7	29	10	28	27	7	24	17	8	18	27	8
A somewhat positive impact	38	42	48	46	27	39	41	44	46	26	44	44	31	40	44	34
TOTAL POSITIVE IMPACT	56	53	80	77	34	68	51	72	73	33	68	61	39	58	71	42
No impact	18	26	8	14	29	13	26	10	13	30	12	20	26	18	11	27
A somewhat negative impact	5	6	2	2	12	3	8	3	2	11	1	5	10	11	3	9
A very negative impact	4	4	1	1	12	2	4	1	1	12	1	2	8	2	2	7
TOTAL NEGATIVE IMPACT	9	10	3	3	24	5	12	4	3	23	2	7	18	13	5	16
Don't know	18	12	9	6	13	14	11	13	10	15	18	11	17	13	13	15

Immigration and asylum

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

Trade between the UK and EU

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

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

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	19	14	26	20	16	8	21	12	17	16	17	16	14	24	16
A somewhat positive impact	36	35	36	36	40	34	30	39	31	35	34	37	34	37	37	35
TOTAL POSITIVE IMPACT	53	54	50	62	60	50	38	60	43	52	50	54	50	51	61	51
No impact	18	20	17	10	14	19	28	16	21	18	20	18	18	19	16	18
A somewhat negative impact	7	7	6	3	4	8	11	6	7	7	4	5	6	8	5	8
A very negative impact	6	7	5	3	4	7	9	5	7	6	4	6	7	7	5	4
TOTAL NEGATIVE IMPACT	13	14	11	6	8	15	20	11	14	13	8	11	13	15	10	12
Don't know	17	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	19	16	23	19	17	13	21	12	18	15	17	18	16	23	17
A somewhat positive impact	38	38	37	38	37	37	39	41	34	37	37	42	35	36	38	40
TOTAL POSITIVE IMPACT	56	57	53	61	56	54	52	62	46	55	52	59	53	52	61	57
No impact	18	21	15	12	15	20	22	16	20	18	18	15	17	21	16	18
A somewhat negative impact	5	6	5	5	4	6	7	4	7	6	4	4	6	6	5	5
A very negative impact	4	4	4	2	4	5	5	3	5	4	4	5	4	4	3	4
TOTAL NEGATIVE IMPACT	9	10	9	7	8	11	12	7	12	10	8	9	10	10	8	9
Don't know	18	11	23	20	21	15	13	15	21	17	21	17	19	17	14	17

Immigration and asylum

A very positive impact	8	10	7	14	9	8	5	9	7	8	11	10	8	7	10	8
A somewhat positive impact	27	27	28	30	29	27	23	30	23	27	23	28	26	24	31	28
TOTAL POSITIVE IMPACT	35	37	35	44	38	35	28	39	30	35	34	38	34	31	41	36
No impact	23	25	22	15	20	26	30	23	24	24	21	23	22	24	23	25
A somewhat negative impact	9	10	9	10	9	8	12	9	10	10	10	9	10	12	7	9
A very negative impact	13	16	10	7	11	16	17	11	16	14	10	10	15	15	13	12
TOTAL NEGATIVE IMPACT	22	26	19	17	20	24	29	20	26	24	20	19	25	27	20	21
Don't know	18	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	31	27	45	34	26	17	35	21	29	28	31	28	28	37	28
A somewhat positive impact	39	38	39	31	37	41	42	39	38	39	36	38	39	38	35	41
TOTAL POSITIVE IMPACT	68	69	66	76	71	67	59	74	59	68	64	69	67	66	72	69
No impact	12	14	10	6	8	13	19	10	14	12	13	11	11	14	11	11
A somewhat negative impact	3	3	4	2	2	3	6	3	4	3	3	3	3	5	3	3
A very negative impact	3	4	3	2	3	4	4	3	4	3	2	3	5	4	2	3
TOTAL NEGATIVE IMPACT	6	7	7	4	5	7	10	6	8	6	5	6	8	9	5	6
Don't know	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	14	2
A somewhat positive impact	26	19	44	40	10	35	15	38	38	8	30	31	13	24	37	12
TOTAL POSITIVE IMPACT	35	23	62	51	13	53	18	54	47	10	46	39	16	31	51	14
No impact	30	40	21	33	40	20	42	24	32	41	25	34	37	37	25	41
A somewhat negative impact	9	16	3	6	19	5	18	4	8	18	5	8	16	7	5	16
A very negative impact	8	8	2	2	19	4	10	3	2	20	3	8	15	7	3	15
TOTAL NEGATIVE IMPACT	17	24	5	8	38	9	28	7	10	38	8	16	31	14	8	31
Don't know	18	13	11	8	10	18	13	15	11	10	21	11	15	18	16	13

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	12	2
A somewhat positive impact	26	22	41	39	11	33	17	37	34	10	33	23	15	27	34	14
TOTAL POSITIVE IMPACT	34	26	57	48	14	52	21	50	42	12	48	27	19	34	46	16
No impact	31	42	22	33	43	22	44	25	34	43	25	42	40	36	28	44
A somewhat negative impact	6	10	3	4	12	3	11	4	4	10	3	8	10	9	3	11
A very negative impact	7	7	2	3	17	4	9	3	3	18	3	7	13	8	3	13
TOTAL NEGATIVE IMPACT	13	17	5	7	29	7	20	7	7	28	6	15	23	17	6	24
Don't know	21	15	17	11	13	19	15	19	16	16	22	16	18	13	20	17

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	40	9
A somewhat positive impact	36	42	38	45	33	33	41	40	42	34	34	46	36	46	37	39
TOTAL POSITIVE IMPACT	62	58	81	82	41	81	54	79	75	42	76	68	48	68	77	48
No impact	17	25	9	11	34	9	27	9	13	32	11	18	27	13	10	29
A somewhat negative impact	4	4	3	2	6	1	5	2	2	6	1	5	5	7	2	5
A very negative impact	3	2	0	1	9	1	3	1	2	9	2	2	6	2	1	5
TOTAL NEGATIVE IMPACT	7	6	3	3	15	2	8	3	4	15	3	7	11	9	3	10
Don't know	14	11	7	4	9	8	11	9	8	12	10	8	14	9	10	14

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	35	7
A somewhat positive impact	38	47	40	45	34	34	45	41	42	34	37	48	37	46	42	39
TOTAL POSITIVE IMPACT	61	59	80	78	40	79	56	76	74	40	76	62	46	61	77	46
No impact	15	21	8	12	29	7	23	9	12	27	8	17	24	18	9	25
A somewhat negative impact	4	5	3	3	9	3	6	3	3	8	2	8	8	11	2	7
A very negative impact	4	2	1	1	10	1	3	1	2	11	2	1	6	1	2	6
TOTAL NEGATIVE IMPACT	8	7	4	4	19	4	9	4	5	19	4	9	14	12	4	13
Don't know	16	12	8	5	12	10	12	11	10	15	12	14	16	10	11	16

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

	Gender		Age				Social Grade		Country			Region in England				
	Total	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	4703	2276	2427	494	1942	1162	1105	2681	2022	4068	226	409	1115	771	569	1613
Unweighted Sample	4703	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	10	8	15	11	7	4	11	6	9	12	9	10	6	13	8
A somewhat positive impact	26	27	25	39	29	24	17	29	22	26	23	29	24	25	31	25
TOTAL POSITIVE IMPACT	35	37	33	54	40	31	21	40	28	35	35	38	34	31	44	33
No impact	30	32	29	17	27	34	37	29	32	30	28	31	28	32	27	32
A somewhat negative impact	9	10	9	5	6	10	18	8	11	10	8	5	10	9	7	11
A very negative impact	8	9	7	3	7	10	11	7	10	8	9	7	9	11	7	7
TOTAL NEGATIVE IMPACT	17	19	16	8	13	20	29	15	21	18	17	12	19	20	14	18
Don't know	18	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	9	7	18	10	5	4	9	7	8	8	7	9	6	15	7
A somewhat positive impact	26	26	25	36	31	24	15	30	21	26	25	29	26	25	28	25
TOTAL POSITIVE IMPACT	34	35	32	54	41	29	19	39	28	34	33	36	35	31	43	32
No impact	31	34	28	13	26	35	43	31	31	31	28	31	29	33	27	33
A somewhat negative impact	6	7	6	5	4	7	11	5	8	7	6	3	6	7	6	7
A very negative impact	7	8	7	3	6	9	10	6	10	7	8	8	9	8	7	6
TOTAL NEGATIVE IMPACT	13	15	13	8	10	16	21	11	18	14	14	11	15	15	13	13
Don't know	21	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	26	26	39	31	23	15	31	20	26	27	26	26	23	35	25
A somewhat positive impact	36	36	36	32	35	37	40	37	35	37	29	38	36	37	33	38
TOTAL POSITIVE IMPACT	62	62	62	71	66	60	55	68	55	63	56	64	62	60	68	63
No impact	17	19	15	9	12	20	25	15	19	17	21	15	16	19	13	17
A somewhat negative impact	4	4	4	4	2	4	5	2	5	4	3	3	3	4	5	4
A very negative impact	3	4	2	2	3	3	3	2	4	3	1	2	4	4	2	2
TOTAL NEGATIVE IMPACT	7	8	6	6	5	7	8	4	9	7	4	5	7	8	7	6
Don't know	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	22	23	36	27	20	13	27	16	23	21	26	22	20	30	21
A somewhat positive impact	38	39	38	33	38	37	42	40	37	39	35	37	37	38	37	41
TOTAL POSITIVE IMPACT	61	61	61	69	65	57	55	67	53	62	56	63	59	58	67	62
No impact	15	19	12	8	12	20	20	14	18	15	18	14	16	16	15	15
A somewhat negative impact	4	4	4	4	3	4	7	3	5	5	2	3	5	5	5	4
A very negative impact	4	4	3	3	3	4	4	3	4	4	3	3	4	5	3	3
TOTAL NEGATIVE IMPACT	8	8	7	7	6	8	11	6	9	9	5	6	9	10	8	7
Don't know	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	EU Ref 2016		
	Total	Con	Lab	Lib Dem	Reform UK	Green	Con	Lab	Lib Dem	Reform UK				Green	Remain	Leave
Weighted Sample	4703	x	x	x	x	x	847	1209	433	508	268	134	1548	155	1651	1679
Unweighted Sample	4703	742	833	531	792	407	807	1310	465	526	271	164	1570	164	1900	1779
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Tackling climate change																
A very positive impact	11	4	24	15	2	22	3	18	13	2	23	3	3	6	16	3
A somewhat positive impact	27	20	41	42	10	43	19	38	40	7	39	28	14	24	37	16
TOTAL POSITIVE IMPACT	38	24	65	57	12	65	22	56	53	9	62	31	17	30	53	19
No impact	35	52	23	31	53	19	54	25	33	53	21	45	49	45	28	52
A somewhat negative impact	4	6	1	2	8	2	6	2	1	8	2	5	7	5	2	7
A very negative impact	4	4	0	2	11	2	5	1	2	12	1	4	8	3	2	7
TOTAL NEGATIVE IMPACT	8	10	1	4	19	4	11	3	3	20	3	9	15	8	4	14
Don't know	19	14	11	8	15	12	13	15	12	17	14	16	19	17	15	16
Tackling cross-border crime																
A very positive impact	13	8	25	19	5	24	7	21	16	5	22	8	7	11	20	5
A somewhat positive impact	39	39	49	54	25	45	38	49	52	22	44	49	28	37	49	32
TOTAL POSITIVE IMPACT	52	47	74	73	30	69	45	70	68	27	66	57	35	48	69	37
No impact	21	33	9	15	38	12	34	12	14	39	13	25	34	25	13	35
A somewhat negative impact	4	6	2	3	9	3	6	3	4	9	2	7	7	8	2	7
A very negative impact	5	5	1	1	13	2	6	1	2	14	2	2	10	6	2	9
TOTAL NEGATIVE IMPACT	9	11	3	4	22	5	12	4	6	23	4	9	17	14	4	16
Don't know	17	9	13	7	11	13	10	14	12	11	17	10	15	13	13	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	12	4
A somewhat positive impact	19	23	22	22	13	19	20	23	22	11	16	18	17	29	22	15
TOTAL POSITIVE IMPACT	28	29	36	32	17	35	27	35	31	15	29	25	22	38	34	19
No impact	28	27	32	38	27	33	26	31	35	25	34	33	25	28	31	28
A somewhat negative impact	14	19	12	12	19	9	21	12	13	18	11	12	18	15	12	19
A very negative impact	8	9	1	3	24	2	12	2	4	25	1	7	17	4	3	16
TOTAL NEGATIVE IMPACT	22	28	13	15	43	11	33	14	17	43	12	19	35	19	15	35
Don't know	23	16	18	15	14	22	15	21	18	17	25	22	19	16	20	18
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	6	1
A somewhat positive impact	10	11	14	10	6	12	9	11	13	7	10	13	9	13	12	7
TOTAL POSITIVE IMPACT	14	13	21	14	8	20	12	17	16	8	16	19	11	20	18	8
No impact	29	32	31	36	28	30	32	30	32	27	31	29	28	29	32	30
A somewhat negative impact	22	26	24	29	23	20	26	24	26	20	20	24	22	25	22	23
A very negative impact	11	13	5	6	27	6	16	5	5	30	8	10	21	7	6	20
TOTAL NEGATIVE IMPACT	33	39	29	35	50	26	42	29	31	50	28	34	43	32	28	43
Don't know	24	16	19	16	13	23	16	24	21	16	26	19	18	20	23	18

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

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

Tackling climate change

A very positive impact	11	11	11	21	13	8	4	13	7	11	11	10	10	8	18	10
A somewhat positive impact	27	26	28	38	30	26	19	30	24	27	24	29	26	28	30	27
TOTAL POSITIVE IMPACT	38	37	39	59	43	34	23	43	31	38	35	39	36	36	48	37
No impact	35	40	31	17	29	39	52	33	39	36	30	33	35	35	34	38
A somewhat negative impact	4	4	3	1	2	5	5	3	4	4	4	3	4	5	2	3
A very negative impact	4	5	3	2	3	5	5	4	5	4	4	3	5	5	3	3
TOTAL NEGATIVE IMPACT	8	9	6	3	5	10	10	7	9	8	8	6	9	10	5	6
Don't know	19	14	23	21	22	17	14	17	21	18	27	21	19	18	13	20

Tackling cross-border crime

A very positive impact	13	14	13	20	15	13	9	16	9	13	14	13	13	12	18	13
A somewhat positive impact	39	40	39	40	40	37	38	42	35	39	33	44	37	39	39	40
TOTAL POSITIVE IMPACT	52	54	52	60	55	50	47	58	44	52	47	57	50	51	57	53
No impact	21	25	18	10	17	26	29	20	23	21	24	21	21	22	21	21
A somewhat negative impact	4	4	4	5	3	4	6	4	5	5	2	2	5	5	2	5
A very negative impact	5	5	4	2	4	7	6	4	7	5	2	5	5	6	4	5
TOTAL NEGATIVE IMPACT	9	9	8	7	7	11	12	8	12	10	4	7	10	11	6	10
Don't know	17	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	9	9	15	10	6	5	9	8	9	10	8	8	8	13	8
A somewhat positive impact	19	17	21	21	20	19	17	19	20	19	17	21	20	18	18	20
TOTAL POSITIVE IMPACT	28	26	30	36	30	25	22	28	28	28	27	29	28	26	31	28
No impact	28	31	25	24	27	30	28	30	25	28	28	30	25	29	30	28
A somewhat negative impact	14	17	11	11	12	14	19	14	13	14	9	12	14	15	13	14
A very negative impact	8	11	5	3	5	11	12	8	8	8	8	7	9	9	4	8
TOTAL NEGATIVE IMPACT	22	28	16	14	17	25	31	22	21	22	17	19	23	24	17	22
Don't know	23	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	4	4	6	4	4	3	4	4	4	4	5	3	5	7	3
A somewhat positive impact	10	9	11	10	13	9	7	12	8	10	8	10	11	11	11	10
TOTAL POSITIVE IMPACT	14	13	15	16	17	13	10	16	12	14	12	15	14	16	18	13
No impact	29	31	27	21	28	31	31	29	29	28	29	34	28	27	30	29
A somewhat negative impact	22	26	18	28	19	21	25	23	20	22	19	17	22	21	23	23
A very negative impact	11	14	8	5	7	14	16	10	11	11	10	8	12	12	10	11
TOTAL NEGATIVE IMPACT	33	40	26	33	26	35	41	33	31	33	29	25	34	33	33	34
Don't know	24	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	EU Ref 2016		
	Total	Con	Lab	Lib Dem	Reform UK	Green	Con	Lab	Lib Dem	Reform UK				Green	Remain	Leave
Weighted Sample	4703	x	x	x	x	x	847	1209	433	508	268	134	1548	155	1651	1679
Unweighted Sample	4703	742	833	531	792	407	807	1310	465	526	271	164	1570	164	1900	1779
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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	14	3
A somewhat positive impact	23	20	37	34	11	27	17	32	33	8	26	26	12	19	32	12
TOTAL POSITIVE IMPACT	32	23	54	47	12	50	20	47	44	9	43	34	15	26	46	15
No impact	32	43	25	33	41	25	43	28	34	39	27	37	40	40	30	43
A somewhat negative impact	10	15	5	6	18	5	16	6	7	18	6	9	17	16	5	15
A very negative impact	6	5	1	3	18	3	7	2	3	20	3	3	13	5	2	12
TOTAL NEGATIVE IMPACT	16	20	6	9	36	8	23	8	10	38	9	12	30	21	7	27
Don't know	19	13	15	9	10	18	13	17	12	14	21	17	15	12	17	15

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	6	3
A somewhat positive impact	10	10	15	12	6	15	8	13	9	5	14	14	8	19	11	7
TOTAL POSITIVE IMPACT	15	14	23	17	9	23	12	20	14	7	20	20	12	24	17	10
No impact	36	26	50	54	21	49	27	48	50	21	46	36	23	26	49	25
A somewhat negative impact	18	28	14	16	21	12	27	15	18	20	13	20	23	24	14	23
A very negative impact	14	21	1	5	38	4	24	4	7	40	4	13	30	16	4	29
TOTAL NEGATIVE IMPACT	32	49	15	21	59	16	51	19	25	60	17	33	53	40	18	52
Don't know	17	11	11	9	10	12	10	14	11	13	17	12	14	11	15	12

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	25	4
A somewhat positive impact	29	26	43	41	13	37	25	39	40	11	39	31	17	29	39	18
TOTAL POSITIVE IMPACT	45	33	74	66	16	68	31	65	60	14	68	42	22	40	64	22
No impact	28	41	13	21	46	17	42	19	24	45	17	36	40	34	20	42
A somewhat negative impact	6	11	2	4	14	3	10	3	4	13	1	7	12	9	3	11
A very negative impact	5	5	1	1	16	2	6	1	1	17	2	3	11	2	2	11
TOTAL NEGATIVE IMPACT	11	16	3	5	30	5	16	4	5	30	3	10	23	11	5	22
Don't know	15	10	9	8	9	10	10	12	12	11	11	11	14	16	11	14

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	19	3
A somewhat positive impact	25	20	36	39	13	37	18	33	33	13	34	23	14	21	35	14
TOTAL POSITIVE IMPACT	38	25	60	60	16	64	21	55	50	16	59	31	19	30	54	17
No impact	35	50	26	29	51	20	52	28	34	50	23	46	48	50	28	51
A somewhat negative impact	6	9	3	4	13	2	10	3	4	12	3	6	11	6	3	10
A very negative impact	4	5	1	1	9	2	5	1	1	10	2	3	7	3	1	7
TOTAL NEGATIVE IMPACT	10	14	4	5	22	4	15	4	5	22	5	9	18	9	4	17
Don't know	17	12	11	6	11	12	13	13	10	13	13	14	15	11	13	15

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

	Gender		Age				Social Grade		Country			Region in England				
	Total	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	4703	2276	2427	494	1942	1162	1105	2681	2022	4068	226	409	1115	771	569	1613
Unweighted Sample	4703	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	10	8	17	11	7	5	11	8	9	11	10	8	6	15	9
A somewhat positive impact	23	23	22	29	24	21	19	26	18	22	21	26	21	21	25	23
TOTAL POSITIVE IMPACT	32	33	30	46	35	28	24	37	26	31	32	36	29	27	40	32
No impact	32	34	31	17	29	37	41	31	34	32	34	33	31	34	31	33
A somewhat negative impact	10	11	9	8	8	10	13	9	11	11	7	5	10	12	8	11
A very negative impact	6	8	5	4	5	8	7	5	8	7	3	5	8	9	6	5
TOTAL NEGATIVE IMPACT	16	19	14	12	13	18	20	14	19	18	10	10	18	21	14	16
Don't know	19	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	5	5	10	5	4	4	6	4	5	4	5	4	5	9	5
A somewhat positive impact	10	10	10	13	11	8	9	10	10	10	9	10	12	10	10	9
TOTAL POSITIVE IMPACT	15	15	15	23	16	12	13	16	14	15	13	15	16	15	19	14
No impact	36	36	35	35	37	39	31	38	33	35	35	42	34	33	39	35
A somewhat negative impact	18	21	16	20	16	17	23	19	18	19	19	13	18	19	20	19
A very negative impact	14	17	11	6	9	18	23	13	15	15	8	12	15	16	10	15
TOTAL NEGATIVE IMPACT	32	38	27	26	25	35	46	32	33	34	27	25	33	35	30	34
Don't know	17	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	17	14	30	18	13	8	18	12	16	17	17	16	14	20	14
A somewhat positive impact	29	27	31	33	34	29	20	33	24	29	26	30	27	29	32	30
TOTAL POSITIVE IMPACT	45	44	45	63	52	42	28	51	36	45	43	47	43	43	52	44
No impact	28	31	25	13	22	30	42	25	31	28	28	26	27	30	25	29
A somewhat negative impact	6	7	5	3	4	7	10	6	7	6	5	5	7	7	5	7
A very negative impact	5	7	4	3	3	7	8	5	6	6	3	6	7	6	5	5
TOTAL NEGATIVE IMPACT	11	14	9	6	7	14	18	11	13	12	8	11	14	13	10	12
Don't know	15	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	14	12	26	15	10	7	16	9	13	14	12	13	10	20	12
A somewhat positive impact	25	24	25	28	29	23	19	27	22	24	21	31	23	25	29	24
TOTAL POSITIVE IMPACT	38	38	37	54	44	33	26	43	31	37	35	43	36	35	49	36
No impact	35	39	32	19	29	41	46	34	36	35	36	33	34	37	31	37
A somewhat negative impact	6	7	6	5	4	6	11	6	7	7	4	4	7	8	5	7
A very negative impact	4	4	3	2	3	5	5	3	5	4	2	4	4	5	4	3
TOTAL NEGATIVE IMPACT	10	11	9	7	7	11	16	9	12	11	6	8	11	13	9	10
Don't know	17	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	EU Ref 2016		
	Total	Con	Lab	Lib Dem	Reform UK	Green	Con	Lab	Lib Dem	Reform UK				Green	Remain	Leave
Weighted Sample	4703	x	x	x	x	x	847	1209	433	508	268	134	1548	155	1651	1679
Unweighted Sample	4703	742	833	531	792	407	807	1310	465	526	271	164	1570	164	1900	1779
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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	22	4
A somewhat positive impact	27	22	37	41	15	36	20	35	39	12	33	34	17	28	35	17
TOTAL POSITIVE IMPACT	41	27	65	62	19	66	24	59	56	15	62	41	22	38	57	21
No impact	32	47	23	24	48	17	50	23	27	49	18	39	45	42	25	47
A somewhat negative impact	6	8	2	4	13	3	9	3	5	12	4	7	10	7	4	10
A very negative impact	4	5	1	1	9	2	4	1	2	9	2	3	7	1	1	7
TOTAL NEGATIVE IMPACT	10	13	3	5	22	5	13	4	7	21	6	10	17	8	5	17
Don't know	18	13	10	9	12	12	12	14	10	15	14	10	17	11	13	15

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	9	1
A somewhat positive impact	16	11	29	24	5	26	8	25	23	3	24	14	7	12	23	6
TOTAL POSITIVE IMPACT	22	13	41	32	6	40	9	35	29	4	37	18	9	16	32	7
No impact	47	60	41	53	54	41	61	45	52	52	40	58	54	60	47	57
A somewhat negative impact	6	10	3	3	14	2	11	3	2	13	3	3	11	6	4	10
A very negative impact	6	5	1	2	14	2	6	2	3	15	2	5	10	4	2	10
TOTAL NEGATIVE IMPACT	12	15	4	5	28	4	17	5	5	28	5	8	21	10	6	20
Don't know	19	13	14	10	12	15	13	16	15	16	18	14	17	15	16	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	7	2
A somewhat positive impact	19	19	29	23	11	29	16	26	22	11	24	18	13	21	26	13
TOTAL POSITIVE IMPACT	25	23	38	30	14	39	20	35	26	12	32	20	16	27	33	15
No impact	20	21	22	26	20	16	19	21	26	19	14	28	21	29	21	21
A somewhat negative impact	14	20	11	14	21	9	22	10	13	18	13	16	19	17	12	20
A very negative impact	12	17	2	5	31	3	20	3	6	31	4	9	23	9	4	24
TOTAL NEGATIVE IMPACT	26	37	13	19	52	12	42	13	19	49	17	25	42	26	16	44
Don't know	30	20	28	24	15	34	18	31	28	19	36	28	21	18	31	20

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

	Gender		Age				Social Grade		Country			Region in England				
	Total	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	4703	2276	2427	494	1942	1162	1105	2681	2022	4068	226	409	1115	771	569	1613
Unweighted Sample	4703	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	14	14	25	16	12	7	17	10	14	13	12	15	12	22	13
A somewhat positive impact	27	25	28	32	30	24	21	28	25	26	26	31	24	26	30	26
TOTAL POSITIVE IMPACT	41	39	42	57	46	36	28	45	35	40	39	43	39	38	52	39
No impact	32	37	27	16	26	37	44	31	33	32	29	29	32	36	26	32
A somewhat negative impact	6	6	6	4	4	7	9	5	7	6	4	6	7	7	5	6
A very negative impact	4	4	3	2	3	4	6	3	5	4	3	4	4	5	4	3
TOTAL NEGATIVE IMPACT	10	10	9	6	7	11	15	8	12	10	7	10	11	12	9	9
Don't know	18	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	6	6	14	7	4	2	7	5	6	10	7	6	4	10	5
A somewhat positive impact	16	17	15	27	19	12	9	18	13	16	18	16	17	14	19	15
TOTAL POSITIVE IMPACT	22	23	21	41	26	16	11	25	18	22	28	23	23	18	29	20
No impact	47	50	45	31	43	53	58	49	45	48	44	49	45	49	45	49
A somewhat negative impact	6	7	5	4	4	7	10	5	8	6	4	5	6	8	5	7
A very negative impact	6	7	4	2	4	8	7	4	7	6	3	6	7	7	5	4
TOTAL NEGATIVE IMPACT	12	14	9	6	8	15	17	9	15	12	7	11	13	15	10	11
Don't know	19	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	5	6	14	7	4	3	6	5	6	6	5	7	5	9	5
A somewhat positive impact	19	18	21	22	22	18	15	21	18	19	15	23	20	19	21	18
TOTAL POSITIVE IMPACT	25	23	27	36	29	22	18	27	23	25	21	28	27	24	30	23
No impact	20	24	16	15	18	22	21	20	19	20	17	18	20	20	19	20
A somewhat negative impact	14	17	12	8	11	17	20	14	14	14	14	13	13	13	15	15
A very negative impact	12	15	8	6	6	14	21	10	13	12	8	11	11	14	10	12
TOTAL NEGATIVE IMPACT	26	32	20	14	17	31	41	24	27	26	22	24	24	27	25	27
Don't know	30	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	EU Ref 2016		
	Total	Con	Lab	Lib Dem	Reform UK	Green	Con	Lab	Lib Dem	Reform UK				Green	Remain	Leave
Weighted Sample	4703	x	x	x	x	x	847	1209	433	508	268	134	1548	155	1651	1679
Unweighted Sample	4703	742	833	531	792	407	807	1310	465	526	271	164	1570	164	1900	1779
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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	52	45
Immigration and asylum	41	59	21	27	80	19	61	25	28	78	23	48	68	54	26	65
The UK economy/economic growth	34	36	44	41	29	22	35	39	39	28	20	39	29	26	38	29
The cost of energy in the UK	31	30	29	28	32	35	28	31	27	33	34	31	32	32	29	34
The UK's defence and security	29	42	29	33	33	18	45	27	32	32	18	37	32	31	30	36
Trade between the UK and EU	22	18	33	37	9	27	16	29	34	9	29	21	11	17	32	13
The quality of public services in the UK	20	16	25	25	13	32	15	26	24	14	26	17	14	16	26	16
Tackling climate change	16	6	25	22	3	45	6	23	26	2	42	8	4	6	23	6
The UK's ability to make its own laws	13	24	4	7	29	4	27	5	8	28	3	13	26	16	4	28
The availability of jobs in the UK	11	8	13	12	6	15	8	13	11	8	13	12	8	16	10	8
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	14	6
Tackling cross-border crime	10	12	7	7	14	7	12	7	8	17	8	9	14	12	8	13
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	15	4
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	5	10
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	8	6
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	7	4
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	3	6
The UK's standing in the world	4	4	5	5	3	5	5	5	4	2	2	4	3	4	5	3
Access to fishing stocks in UK waters	4	7	1	3	7	1	8	1	3	8	2	3	6	3	2	8
None of these	1	0	1	0	0	0	0	1	1	1	0	1	1	0	1	0
Don't know	5	2	3	1	2	1	2	4	1	2	3	4	5	3	3	3

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

	Gender		Age				Social Grade		Country			Region in England				
	Total	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	4703	2276	2427	494	1942	1162	1105	2681	2022	4068	226	409	1115	771	569	1613
Unweighted Sample	4703	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	47	54	58	59	46	38	52	50	51	52	51	50	51	54	50
Immigration and asylum	41	43	40	22	32	50	58	36	49	42	37	35	46	45	32	42
The UK economy/economic growth	34	38	30	37	36	35	27	38	28	34	35	32	31	35	39	32
The cost of energy in the UK	31	32	29	25	31	33	32	28	34	30	35	32	33	29	31	29
The UK's defence and security	29	31	27	15	23	32	41	31	26	29	26	27	28	29	25	31
Trade between the UK and EU	22	27	17	24	22	25	18	24	19	22	19	28	21	21	23	22
The quality of public services in the UK	20	19	21	24	23	19	14	24	16	20	21	19	19	17	21	22
Tackling climate change	16	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	13	13	4	6	15	29	11	16	14	10	8	15	14	9	15
The availability of jobs in the UK	11	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	10	9	7	10	10	10	10	9	10	12	11	9	10	11	9
Tackling cross-border crime	10	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	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	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	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	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	5	3	3	3	4	7	4	4	4	3	5	3	5	3	5
The UK's standing in the world	4	4	4	6	5	4	3	4	5	4	4	4	5	5	6	4
Access to fishing stocks in UK waters	4	4	4	1	2	3	9	4	4	4	4	3	3	4	3	5
None of these	1	1	1	1	1	0	0	1	1	1	0	2	1	0	1	1
Don't know	5	4	6	11	6	3	2	4	6	5	8	7	5	4	4	6

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	EU Ref 2016		
	Total	Con	Lab	Lib Dem	Reform UK	Green	Con	Lab	Lib Dem	Reform UK				Green	Remain	Leave
Weighted Sample	4703	x	x	x	x	x	847	1209	433	508	268	134	1548	155	1651	1679
Unweighted Sample	4703	742	833	531	792	407	807	1310	465	526	271	164	1570	164	1900	1779
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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	14	40
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	29	16
The UK's standing in the world	22	22	22	26	22	25	22	22	27	20	24	24	23	27	23	23
Access to fishing stocks in UK waters	17	14	25	23	13	23	14	22	22	11	19	16	14	21	20	12
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	10	24
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	9	24
The UK's ability to make its own laws	12	6	22	23	4	21	6	19	21	3	19	9	4	9	19	5
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	10	6
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	7	10
Immigration and asylum	6	2	9	13	1	16	1	10	8	2	17	2	1	2	10	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	6	8
The quality of public services in the UK	6	9	5	7	9	5	9	4	6	9	5	7	8	9	6	9
Tackling cross-border crime	5	5	8	6	3	9	5	7	4	2	6	4	3	3	5	4
The availability of jobs in the UK	5	7	4	6	5	3	7	4	6	5	3	5	6	4	4	6
The UK's defence and security	4	2	3	3	2	9	2	4	3	2	9	3	3	4	3	3
Trade between the UK and EU	3	3	2	1	9	1	4	1	1	9	1	1	6	1	1	6
The UK economy/economic growth	2	1	2	2	1	3	1	2	2	2	2	2	2	5	2	1
The cost of energy in the UK	2	3	2	3	2	0	3	2	3	2	1	1	2	4	2	2
The cost of living in the UK	1	2	2	1	2	1	2	1	1	1	1	2	2	5	1	2
None of these	7	7	9	9	3	6	7	8	11	3	6	8	5	5	8	6
Don't know	18	15	15	11	9	14	15	18	15	10	17	19	15	16	17	15

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

	Gender		Age				Social Grade		Country			Region in England				
	Total	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	4703	2276	2427	494	1942	1162	1105	2681	2022	4068	226	409	1115	771	569	1613
Unweighted Sample	4703	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 LEAST important things that the UK Government should focus on improving? Please select up to four.

Tackling climate change	25	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	23	21	22	24	19	22	22	21	22	22	22	22	21	21	22
The UK's standing in the world	22	24	21	19	20	24	28	23	22	22	20	23	22	22	20	24
Access to fishing stocks in UK waters	17	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	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	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	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	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	10	6	5	6	7	11	9	6	8	8	4	7	7	8	9
Immigration and asylum	6	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	7	5	4	5	7	8	6	6	6	6	4	6	5	6	7
The quality of public services in the UK	6	7	6	4	4	7	11	6	7	6	5	7	7	6	5	6
Tackling cross-border crime	5	6	4	9	6	3	4	5	5	5	7	5	5	4	7	4
The availability of jobs in the UK	5	6	4	4	4	5	7	4	5	5	3	5	4	4	7	5
The UK's defence and security	4	4	4	6	4	4	3	4	4	4	4	7	3	3	8	3
Trade between the UK and EU	3	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	2	2	2	2	2	3	1	2	2	1
The cost of energy in the UK	2	2	2	1	1	2	3	2	2	2	4	2	1	2	2	2
The cost of living in the UK	1	2	1	1	1	2	3	1	2	1	2	1	1	2	2	1
None of these	7	6	8	6	7	8	6	7	7	7	4	9	6	6	7	7
Don't know	18	13	23	20	20	17	15	16	21	18	19	21	18	19	16	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	EU Ref 2016		
	Total	Con	Lab	Lib Dem	Reform UK	Green	Con	Lab	Lib Dem	Reform UK				Green	Remain	Leave
Weighted Sample	4703	x	x	x	x	x	847	1209	433	508	268	134	1548	155	1651	1679
Unweighted Sample	4703	742	833	531	792	407	807	1310	465	526	271	164	1570	164	1900	1779
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about the UK's relationship with the EU, would you support or oppose the government securing a better trading relationship with the EU if it meant...

...linking the UK's environmental emissions trading system with the EU's?

Strongly support	19	8	36	33	4	42	7	32	26	4	38	10	5	9	31	6
Somewhat support	27	28	39	33	16	28	24	33	37	13	28	29	20	38	33	20
TOTAL SUPPORT	46	36	75	66	20	70	31	65	63	17	66	39	25	47	64	26
Somewhat oppose	12	21	5	9	19	5	20	7	8	19	5	13	19	16	9	19
Strongly oppose	11	14	1	3	34	2	18	2	4	34	3	11	24	11	3	22
TOTAL OPPOSE	23	35	6	12	53	7	38	9	12	53	8	24	43	27	12	41
Don't know	31	30	19	23	27	23	31	25	26	29	26	37	32	26	24	33

...the UK agreeing to the same animal and plant health rules as the EU?

Strongly support	23	10	40	38	8	45	8	36	32	8	41	18	8	15	37	9
Somewhat support	30	30	36	38	25	30	28	35	37	26	27	38	28	41	34	26
TOTAL SUPPORT	53	40	76	76	33	75	36	71	69	34	68	56	36	56	71	35
Somewhat oppose	13	24	6	7	23	4	26	7	8	21	6	11	22	18	7	22
Strongly oppose	8	10	2	4	22	3	13	2	5	22	4	6	16	7	2	16
TOTAL OPPOSE	21	34	8	11	45	7	39	9	13	43	10	17	38	25	9	38
Don't know	26	25	16	14	22	18	25	20	18	23	22	27	26	19	20	27

...the UK agreeing to the same veterinary rules as the EU?

Strongly support	21	11	36	35	8	39	10	33	30	8	33	15	8	14	32	9
Somewhat support	28	31	35	34	25	27	30	32	32	25	27	31	28	34	33	26
TOTAL SUPPORT	49	42	71	69	33	66	40	65	62	33	60	46	36	48	65	35
Somewhat oppose	11	18	6	7	20	4	21	6	9	18	5	6	19	13	7	18
Strongly oppose	7	10	2	4	19	2	10	3	4	21	4	8	14	10	2	15
TOTAL OPPOSE	18	28	8	11	39	6	31	9	13	39	9	14	33	23	9	33
Don't know	32	30	22	20	27	28	29	27	25	29	31	40	31	29	26	32

...the UK agreeing to a new defence and security pact with the EU?

Strongly support	31	25	52	50	16	45	24	47	43	14	41	36	17	25	45	21
Somewhat support	38	48	36	38	38	34	46	36	39	39	36	44	42	53	37	43
TOTAL SUPPORT	69	73	88	88	54	79	70	83	82	53	77	80	59	78	82	64
Somewhat oppose	7	9	2	3	14	4	10	3	4	14	3	4	13	7	4	11
Strongly oppose	6	5	1	1	17	2	6	1	2	17	3	4	11	5	1	10
TOTAL OPPOSE	13	14	3	4	31	6	16	4	6	31	6	8	24	12	5	21
Don't know	18	13	10	8	16	15	13	13	12	17	18	13	17	10	13	16

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

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

Thinking about the UK's relationship with the EU, would you support or oppose the government securing a better trading relationship with the EU if it meant...

...linking the UK's environmental emissions trading system with the EU's?

Strongly support	19	22	17	30	22	19	11	23	14	19	20	23	18	17	26	18
Somewhat support	27	26	28	32	29	24	24	29	25	27	25	28	27	27	29	26
TOTAL SUPPORT	46	48	45	62	51	43	35	52	39	46	45	51	45	44	55	44
Somewhat oppose	12	13	11	6	9	14	17	11	13	12	13	13	12	13	9	13
Strongly oppose	11	14	7	5	7	14	16	10	11	11	9	8	12	11	9	11
TOTAL OPPOSE	23	27	18	11	16	28	33	21	24	23	22	21	24	24	18	24
Don't know	31	25	37	28	32	29	33	27	37	31	34	28	31	32	27	32

...the UK agreeing to the same animal and plant health rules as the EU?

Strongly support	23	26	20	31	26	23	14	28	17	23	21	30	23	21	29	21
Somewhat support	30	31	29	32	31	29	29	31	29	30	32	27	29	29	34	30
TOTAL SUPPORT	53	57	49	63	57	52	43	59	46	53	53	57	52	50	63	51
Somewhat oppose	13	15	11	7	9	15	20	12	14	13	9	13	12	14	10	14
Strongly oppose	8	10	6	6	5	9	13	7	10	9	5	4	9	10	7	8
TOTAL OPPOSE	21	25	17	13	14	24	33	19	24	22	14	17	21	24	17	22
Don't know	26	19	33	24	29	25	23	23	30	26	33	25	27	26	21	27

...the UK agreeing to the same veterinary rules as the EU?

Strongly support	21	24	19	30	24	19	15	25	16	21	21	26	22	19	26	19
Somewhat support	28	30	27	27	29	29	27	29	27	28	31	31	25	28	33	28
TOTAL SUPPORT	49	54	46	57	53	48	42	54	43	49	52	57	47	47	59	47
Somewhat oppose	11	13	10	6	8	14	17	10	13	12	7	10	13	11	7	13
Strongly oppose	7	8	6	5	5	7	12	7	7	7	5	5	8	9	6	7
TOTAL OPPOSE	18	21	16	11	13	21	29	17	20	19	12	15	21	20	13	20
Don't know	32	25	38	32	34	31	29	28	37	32	36	27	32	34	29	33

...the UK agreeing to a new defence and security pact with the EU?

Strongly support	31	35	28	30	32	32	30	36	25	31	27	34	31	29	33	32
Somewhat support	38	38	37	38	35	37	43	38	38	38	39	37	37	40	35	38
TOTAL SUPPORT	69	73	65	68	67	69	73	74	63	69	66	71	68	69	68	70
Somewhat oppose	7	8	6	6	6	9	8	6	8	7	6	10	7	6	9	6
Strongly oppose	6	7	4	4	5	7	6	5	6	6	4	5	7	7	4	5
TOTAL OPPOSE	13	15	10	10	11	16	14	11	14	13	10	15	14	13	13	11
Don't know	18	12	24	22	23	15	13	15	23	19	24	14	19	18	19	19

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	EU Ref 2016		
	Total	Con	Lab	Lib Dem	Reform UK	Green	Con	Lab	Lib Dem	Reform UK				Green	Remain	Leave
Weighted Sample	4703	x	x	x	x	x	847	1209	433	508	268	134	1548	155	1651	1679
Unweighted Sample	4703	742	833	531	792	407	807	1310	465	526	271	164	1570	164	1900	1779
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

...the UK agreeing to a common approach to defence and security with the EU?

Strongly support	31	24	50	50	16	45	23	46	46	14	42	31	17	31	46	20
Somewhat support	38	46	38	39	36	33	46	37	35	35	34	48	40	45	36	42
TOTAL SUPPORT	69	70	88	89	52	78	69	83	81	49	76	79	57	76	82	62
Somewhat oppose	8	11	2	3	16	4	12	3	5	16	5	5	14	9	3	12
Strongly oppose	5	5	0	1	17	2	6	1	2	17	1	4	11	4	1	10
TOTAL OPPOSE	13	16	2	4	33	6	18	4	7	33	6	9	25	13	4	22
Don't know	19	13	9	7	16	16	13	13	13	19	18	12	18	11	13	16

...the UK agreeing to the same rules and regulations for electrical products and goods as the EU?

Strongly support	24	12	41	42	8	46	11	39	35	7	45	18	10	18	38	10
Somewhat support	34	35	40	35	30	36	33	37	36	30	34	46	32	44	37	31
TOTAL SUPPORT	58	47	81	77	38	82	44	76	71	37	79	64	42	62	75	41
Somewhat oppose	12	22	5	9	22	4	24	6	9	20	4	12	21	16	8	20
Strongly oppose	8	11	2	3	21	1	13	2	4	22	2	7	15	9	2	16
TOTAL OPPOSE	20	33	7	12	43	5	37	8	13	42	6	19	36	25	10	36
Don't know	22	19	13	12	19	13	20	16	16	21	15	18	22	14	15	23

...the UK agreeing to the same rules and regulations for construction products and goods as the EU?

Strongly support	22	10	38	38	7	41	9	36	31	5	41	18	7	15	35	8
Somewhat support	33	35	38	35	28	37	32	37	35	28	34	38	30	40	36	28
TOTAL SUPPORT	55	45	76	73	35	78	41	73	66	33	75	56	37	55	71	36
Somewhat oppose	12	21	5	7	21	5	22	6	9	18	3	13	19	17	7	19
Strongly oppose	8	11	2	3	23	1	13	3	4	24	2	8	17	11	2	16
TOTAL OPPOSE	20	32	7	10	44	6	35	9	13	42	5	21	36	28	9	35
Don't know	26	24	16	17	22	17	24	19	20	25	20	23	26	17	19	28

...the UK agreeing to having the same rules and regulations for children's toys as the EU?

Strongly support	26	15	42	42	9	47	13	40	35	9	44	19	11	17	40	13
Somewhat support	33	35	36	37	35	30	36	33	39	31	34	38	35	46	35	33
TOTAL SUPPORT	59	50	78	79	44	77	49	73	74	40	78	57	46	63	75	46
Somewhat oppose	9	15	4	5	16	4	14	5	5	16	2	8	15	10	5	14
Strongly oppose	7	10	2	3	18	0	11	2	3	19	2	9	13	9	1	14
TOTAL OPPOSE	16	25	6	8	34	4	25	7	8	35	4	17	28	19	6	28
Don't know	26	25	15	14	22	18	25	19	18	25	18	27	25	19	18	27

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

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

...the UK agreeing to a common approach to defence and security with the EU?

Strongly support	31	34	28	29	32	31	30	36	25	31	30	34	30	30	35	30
Somewhat support	38	38	37	36	35	38	42	38	38	37	38	39	37	39	36	38
TOTAL SUPPORT	69	72	65	65	67	69	72	74	63	68	68	73	67	69	71	68
Somewhat oppose	8	9	7	8	6	9	8	7	8	8	6	6	8	8	8	8
Strongly oppose	5	6	4	3	4	6	6	5	6	5	3	4	6	6	5	4
TOTAL OPPOSE	13	15	11	11	10	15	14	12	14	13	9	10	14	14	13	12
Don't know	19	13	25	23	22	16	13	15	24	19	22	17	20	18	16	19

...the UK agreeing to the same rules and regulations for electrical products and goods as the EU?

Strongly support	24	26	22	31	27	24	16	28	18	24	24	29	23	22	32	22
Somewhat support	34	35	33	37	34	34	31	35	32	34	34	33	34	34	32	34
TOTAL SUPPORT	58	61	55	68	61	58	47	63	50	58	58	62	57	56	64	56
Somewhat oppose	12	13	12	8	9	13	20	12	14	13	10	10	12	13	13	14
Strongly oppose	8	10	5	3	5	9	13	7	9	8	5	5	10	9	5	7
TOTAL OPPOSE	20	23	17	11	14	22	33	19	23	21	15	15	22	22	18	21
Don't know	22	16	28	21	24	20	20	18	27	22	28	22	21	22	19	22

...the UK agreeing to the same rules and regulations for construction products and goods as the EU?

Strongly support	22	24	20	29	25	21	14	26	16	21	22	26	21	20	29	20
Somewhat support	33	34	31	31	34	33	30	33	32	33	31	34	31	35	35	31
TOTAL SUPPORT	55	58	51	60	59	54	44	59	48	54	53	60	52	55	64	51
Somewhat oppose	12	13	10	7	8	13	19	12	12	12	9	10	12	12	9	14
Strongly oppose	8	10	6	5	5	8	13	7	9	8	5	5	10	9	5	8
TOTAL OPPOSE	20	23	16	12	13	21	32	19	21	20	14	15	22	21	14	22
Don't know	26	20	32	28	28	24	24	23	30	26	33	25	26	25	22	28

...the UK agreeing to having the same rules and regulations for children's toys as the EU?

Strongly support	26	27	25	30	30	25	18	30	20	26	26	29	26	24	30	24
Somewhat support	33	35	31	36	31	33	34	33	33	33	35	32	31	32	33	35
TOTAL SUPPORT	59	62	56	66	61	58	52	63	53	59	61	61	57	56	63	59
Somewhat oppose	9	9	9	5	7	9	14	9	9	9	6	8	8	10	7	10
Strongly oppose	7	8	5	3	4	8	11	6	8	7	4	5	9	8	5	6
TOTAL OPPOSE	16	17	14	8	11	17	25	15	17	16	10	13	17	18	12	16
Don't know	26	21	31	26	28	24	23	22	30	26	29	26	26	26	25	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	EU Ref 2016		
	Total	Con	Lab	Lib Dem	Reform UK	Green	Con	Lab	Lib Dem	Reform UK				Green	Remain	Leave
Weighted Sample	4703	x	x	x	x	x	847	1209	433	508	268	134	1548	155	1651	1679
Unweighted Sample	4703	742	833	531	792	407	807	1310	465	526	271	164	1570	164	1900	1779
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

...the UK agreeing to the same rules and regulations for medical products and goods as the EU?

Strongly support	25	15	45	39	10	48	13	40	34	9	43	23	10	19	39	12
Somewhat support	33	36	33	38	30	30	35	34	37	29	31	37	33	46	35	31
TOTAL SUPPORT	58	51	78	77	40	78	48	74	71	38	74	60	43	65	74	43
Somewhat oppose	11	17	5	8	22	4	21	5	8	21	5	10	19	9	7	19
Strongly oppose	8	11	3	2	21	1	12	2	3	22	2	5	15	7	2	15
TOTAL OPPOSE	19	28	8	10	43	5	33	7	11	43	7	15	34	16	9	34
Don't know	23	21	15	13	17	16	20	20	19	19	19	25	22	19	17	23

...the UK agreeing to the same rules and regulations for all products and goods as the EU?

Strongly support	21	10	38	37	5	42	9	34	32	5	39	12	7	12	34	7
Somewhat support	31	27	40	38	23	37	25	38	35	24	32	44	27	43	38	25
TOTAL SUPPORT	52	37	78	75	28	79	34	72	67	29	71	56	34	55	72	32
Somewhat oppose	15	24	8	10	26	7	27	9	11	24	9	17	23	17	10	24
Strongly oppose	10	17	2	4	28	1	19	3	4	28	3	8	21	12	3	22
TOTAL OPPOSE	25	41	10	14	54	8	46	12	15	52	12	25	44	29	13	46
Don't know	22	21	12	12	18	13	20	16	19	19	17	20	21	16	15	23

...the UK agreeing to a common approach to customs regulations for products and goods crossing the UK-EU border?

Strongly support	29	17	50	47	12	49	15	46	41	12	43	26	13	25	45	14
Somewhat support	42	52	37	41	45	36	51	38	41	46	40	55	46	47	40	47
TOTAL SUPPORT	71	69	87	88	57	85	66	84	82	58	83	81	59	72	85	61
Somewhat oppose	6	9	2	3	10	2	11	3	4	10	1	4	10	9	3	9
Strongly oppose	5	7	2	1	15	1	9	2	2	15	0	5	11	7	1	11
TOTAL OPPOSE	11	16	4	4	25	3	20	5	6	25	1	9	21	16	4	20
Don't know	19	14	9	8	17	12	15	12	11	17	16	11	20	12	12	19

...the UK agreeing to a youth mobility visa scheme allowing 18- to 30-year-olds to travel, work and study in both the UK and EU?

Strongly support	30	14	50	50	9	56	11	45	46	9	53	18	12	28	43	10
Somewhat support	33	41	35	32	31	27	42	34	31	28	30	47	35	36	37	34
TOTAL SUPPORT	63	55	85	82	40	83	53	79	77	37	83	65	47	64	80	44
Somewhat oppose	9	16	4	5	19	4	17	6	5	18	2	9	16	15	5	16
Strongly oppose	8	8	1	3	24	3	11	2	4	26	3	5	17	9	2	16
TOTAL OPPOSE	17	24	5	8	43	7	28	8	9	44	5	14	33	24	7	32
Don't know	19	20	10	9	18	10	20	12	14	18	12	21	20	12	13	23

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

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

...the UK agreeing to the same rules and regulations for medical products and goods as the EU?

Strongly support	25	27	24	32	29	23	19	30	20	25	23	30	25	23	30	24
Somewhat support	33	33	33	31	32	34	33	34	31	33	38	31	31	33	35	32
TOTAL SUPPORT	58	60	57	63	61	57	52	64	51	58	61	61	56	56	65	56
Somewhat oppose	11	13	10	7	8	14	16	10	12	12	9	10	11	12	11	12
Strongly oppose	8	9	6	4	5	8	13	7	9	8	5	6	9	10	5	7
TOTAL OPPOSE	19	22	16	11	13	22	29	17	21	20	14	16	20	22	16	19
Don't know	23	18	28	25	26	21	20	20	28	23	25	23	24	22	18	25

...the UK agreeing to the same rules and regulations for all products and goods as the EU?

Strongly support	21	23	19	26	25	21	12	25	15	21	19	23	21	18	28	19
Somewhat support	31	30	33	36	32	31	28	32	31	31	36	33	29	33	35	31
TOTAL SUPPORT	52	53	52	62	57	52	40	57	46	52	55	56	50	51	63	50
Somewhat oppose	15	17	13	9	12	16	22	14	16	15	11	15	15	15	12	17
Strongly oppose	10	13	8	5	6	12	17	9	11	11	6	7	12	13	7	10
TOTAL OPPOSE	25	30	21	14	18	28	39	23	27	26	17	22	27	28	19	27
Don't know	22	17	28	24	25	20	21	19	27	22	29	23	23	21	18	23

...the UK agreeing to a common approach to customs regulations for products and goods crossing the UK-EU border?

Strongly support	29	33	25	31	30	31	22	33	23	28	29	32	26	27	35	28
Somewhat support	42	41	42	38	39	41	48	41	42	42	36	40	42	40	40	44
TOTAL SUPPORT	71	74	67	69	69	72	70	74	65	70	65	72	68	67	75	72
Somewhat oppose	6	6	5	4	4	7	7	5	6	6	4	6	6	6	5	6
Strongly oppose	5	8	3	3	4	5	8	5	6	5	4	5	7	6	4	4
TOTAL OPPOSE	11	14	8	7	8	12	15	10	12	11	8	11	13	12	9	10
Don't know	19	13	24	23	22	15	15	15	23	18	27	17	19	20	16	19

...the UK agreeing to a youth mobility visa scheme allowing 18- to 30-year-olds to travel, work and study in both the UK and EU?

Strongly support	30	31	29	50	35	26	17	34	24	29	30	34	28	25	37	30
Somewhat support	33	32	35	25	33	33	39	33	34	34	36	30	34	36	32	33
TOTAL SUPPORT	63	63	64	75	68	59	56	67	58	63	66	64	62	61	69	63
Somewhat oppose	9	11	7	5	7	10	15	8	11	9	7	11	9	10	9	10
Strongly oppose	8	10	6	4	7	10	10	7	9	8	4	7	9	9	7	8
TOTAL OPPOSE	17	21	13	9	14	20	25	15	20	17	11	18	18	19	16	18
Don't know	19	16	22	16	18	21	20	17	23	19	24	18	20	21	15	19

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	EU Ref 2016		
	Total	Con	Lab	Lib Dem	Reform UK	Green	Con	Lab	Lib Dem	Reform UK				Green	Remain	Leave
Weighted Sample	4703	x	x	x	x	x	847	1209	433	508	268	134	1548	155	1651	1679
Unweighted Sample	4703	742	833	531	792	407	807	1310	465	526	271	164	1570	164	1900	1779
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

...the UK agreeing to the UK and EU recognising the qualifications of each other's professionals, such as architects?

Strongly support	34	20	54	56	15	54	17	50	50	15	53	35	16	23	49	17
Somewhat support	40	52	37	33	45	32	55	34	36	41	34	42	47	51	36	47
TOTAL SUPPORT	74	72	91	89	60	86	72	84	86	56	87	77	63	74	85	64
Somewhat oppose	5	9	1	2	10	2	9	3	2	11	2	5	9	8	3	8
Strongly oppose	4	4	0	1	11	1	5	1	1	12	0	3	8	5	1	8
TOTAL OPPOSE	9	13	1	3	21	3	14	4	3	23	2	8	17	13	4	16
Don't know	18	16	8	9	19	11	15	12	10	22	12	15	20	14	11	20

...the UK and EU sharing access to fishing waters?

Strongly support	15	6	26	24	5	26	7	24	18	6	26	12	6	13	22	6
Somewhat support	28	25	39	35	18	35	22	36	37	17	32	32	22	36	36	21
TOTAL SUPPORT	43	31	65	59	23	61	29	60	55	23	58	44	28	49	58	27
Somewhat oppose	17	24	11	17	23	11	23	13	16	22	13	24	22	24	15	22
Strongly oppose	16	29	3	6	41	5	33	4	8	40	5	15	32	13	5	34
TOTAL OPPOSE	33	53	14	23	64	16	56	17	24	62	18	39	54	37	20	56
Don't know	24	16	20	18	13	23	15	23	20	15	23	17	17	14	22	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.

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

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

...the UK agreeing to the UK and EU recognising the qualifications of each other's professionals, such as architects?

Strongly support	34	34	33	43	39	32	23	39	27	34	36	36	32	30	42	34
Somewhat support	40	40	39	34	34	42	48	38	41	40	34	38	40	41	36	41
TOTAL SUPPORT	74	74	72	77	73	74	71	77	68	74	70	74	72	71	78	75
Somewhat oppose	5	5	5	3	4	5	7	4	6	5	3	6	5	5	4	5
Strongly oppose	4	5	2	3	3	4	5	4	4	4	4	3	5	4	4	3
TOTAL OPPOSE	9	10	7	6	7	9	12	8	10	9	7	9	10	9	8	8
Don't know	18	15	21	18	19	17	16	14	23	18	23	17	18	20	14	18

...the UK and EU sharing access to fishing waters?

Strongly support	15	16	14	21	18	14	8	17	12	15	13	18	14	15	20	14
Somewhat support	28	29	28	32	32	27	22	30	26	28	30	29	30	27	28	28
TOTAL SUPPORT	43	45	42	53	50	41	30	47	38	43	43	47	44	42	48	42
Somewhat oppose	17	18	16	12	13	20	23	16	19	17	17	17	14	19	16	18
Strongly oppose	16	20	12	6	9	19	30	15	17	16	13	15	16	18	11	17
TOTAL OPPOSE	33	38	28	18	22	39	53	31	36	33	30	32	30	37	27	35
Don't know	24	17	30	29	29	20	16	22	26	24	28	21	26	21	25	23

*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.