## YouGov / Mayor of London Survey Results

**Fieldwork Dates: 16th - 25th October 2026**

| | Total | Gender | | | Age | | | | Region | | Education | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Men | Women | Other/ unspecified | 18-24 | 25-49 | 50-64 | 65+ | Inner London | Outer London | Low | Medium | High |
| | | A | B | C | D | E | F | G | H | I | J | K | L |
| **When it comes to Britain's relationship with the European Union, to what extent would you support or oppose each of the following? October26_MO_3_1. Britain rejoining the European Union** | | | | | | | | | | | | | |
| **Unweighted base** | 1128 | 502 | 618 | *8* | 101 | 541 | 275 | 211 | 413 | 715 | 240 | 282 | 606 |
| **Base** | 1128 | 535 | 586 | *7* | 126 | 587 | 245 | 170 | 396 | 732 | 280 | 293 | 555 |
| Strongly support | 41% | 40% | 41% | *67%* ** | 51% F.G* | 44% G | 37% | 28% | 45% | 38% | 29% | 38% | 48% J.K |
| Somewhat support | 22% | 25% | 20% | *9%* ** | 22% * | 27% F.G | 18% | 14% | 23% | 22% | 24% | 16% | 25% K |
| Somewhat oppose | 8% | 7% | 10% | - ** | 8% * | 9% | 5% | 12% F | 8% | 8% | 7% | 10% | 8% |
| Strongly oppose | 20% | 21% | 19% | *24%* ** | 6% * | 11% | 32% D.E | 42% D.E | 16% | 22% | 29% L | 23% L | 14% |
| Don't know | 9% | 8% | 11% | - ** | 13% G* | 10% | 9% | 4% | 8% | 10% | 11% L | 14% L | 6% |
| Net: TOTAL SUPPORT | 63% | 64% | 61% | *76%* ** | 73% F.G* | 70% F.G | 54% G | 42% | 68% I | 60% | 53% | 53% | 73% J.K |
| Net: TOTAL OPPOSE | 28% | 28% | 28% | *24%* ** | 14% * | 20% | 36% D.E | 54% D.E.F | 24% | 30% | 36% L | 33% L | 21% |

## YouGov / Mayor of London Survey Results

**Fieldwork Dates: 16th - 25th October 2026**

YouGov

| | Total | Ethnicity | | | | Social Grade | | Disabled | | NS-SEC | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | White | Asian | Black | Mixed/Other | ABC1 | C2DE | Yes | No | Higher | Intermediate | Routine |
| | | M | N | O | P | R | S | T | U | W | X | Y |
| **When it comes to Britain's relationship with the European Union, to what extent would you support or oppose each of the following? October26_MO_3_1. Britain rejoining the European Union** | | | | | | | | | | | | |
| **Unweighted base** | 1128 | 748 | 166 | 99 | 86 | 791 | 337 | 210 | 913 | 562 | 224 | 174 |
| **Base** | 1128 | 634 | 236 | 140 | 102 | 724 | 404 | 149 | 972 | 443 | 243 | 246 |
| Strongly support | 41% | 39% | 44% | 32%<br>* | 57%<br>M.O* | 46%<br>S | 31% | 43% | 40% | 46%<br>X.Y | 37% | 29% |
| Somewhat support | 22% | 19% | 26% | 28%<br>* | 23%<br>* | 23% | 22% | 17% | 23% | 25% | 21% | 22% |
| Somewhat oppose | 8% | 8% | 9% | 8%<br>* | 7%<br>* | 9% | 7% | 8% | 8% | 8% | 12% | 7% |
| Strongly oppose | 20% | 27%<br>N.O.P | 9% | 14%<br>* | 7%<br>* | 16% | 26%<br>R | 27%<br>U | 18% | 14% | 22%<br>W | 32%<br>W |
| Don't know | 9% | 7% | 12% | 18%<br>M.P* | 6%<br>* | 6% | 15%<br>R | 5% | 10% | 6% | 9% | 11% |
| Net: TOTAL SUPPORT | 63% | 58% | 70%<br>M | 61%<br>* | 80%<br>M.O* | 69%<br>S | 53% | 60% | 63% | 71%<br>X.Y | 57% | 51% |
| Net: TOTAL OPPOSE | 28% | 35%<br>N.O.P | 18% | 22%<br>* | 14%<br>* | 25% | 32%<br>R | 35% | 27% | 23% | 34%<br>W | 38%<br>W |

## YouGov / Mayor of London Survey Results

**Fieldwork Dates: 16th - 25th October 2026**

YouGov

| | Total | Gender | | | Age | | | | Region | | Education | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Men | Women | Other/ unspecified | 18-24 | 25-49 | 50-64 | 65+ | Inner London | Outer London | Low | Medium | High |
| | | A | B | C | D | E | F | G | H | I | J | K | L |
| **October26_MO_3_2. Britain having a closer relationship with the European Union by joining the Single Market and/or the Customs Union** | | | | | | | | | | | | | |
| **Unweighted base** | 1128 | 502 | 618 | *8* | 101 | 541 | 275 | 211 | 413 | 715 | 240 | 282 | 606 |
| **Base** | 1128 | 535 | 586 | 7 | 126 | 587 | 245 | 170 | 396 | 732 | 280 | 293 | 555 |
| Strongly support | 37% | 43%<br>B | 31% | *49%*<br>** | 42%<br>* | 37% | 37% | 30% | 42%<br>I | 34% | 25% | 34% | 44%<br>J.K |
| Somewhat support | 31% | 30% | 32% | *18%*<br>** | 35%<br>G* | 36%<br>F.G | 24% | 22% | 32% | 31% | 33% | 27% | 33% |
| Somewhat oppose | 7% | 7% | 6% | *18%*<br>** | 4%<br>* | 4% | 8%<br>E | 15%<br>D.E.F | 6% | 7% | 8% | 5% | 7% |
| Strongly oppose | 9% | 7% | 10% | *15%*<br>** | 2%<br>* | 5% | 15%<br>D.E | 19%<br>D.E | 8% | 10% | 15%<br>L | 11%<br>L | 5% |
| Don't know | 16% | 12% | 20%<br>A | -<br>** | 18%<br>* | 18% | 15% | 13% | 13% | 18%<br>H | 19%<br>L | 24%<br>L | 11% |
| Net: TOTAL SUPPORT | 68% | 73%<br>B | 64% | *67%*<br>** | 77%<br>F.G* | 74%<br>F.G | 61% | 53% | 74%<br>I | 65% | 59% | 61% | 77%<br>J.K |
| Net: TOTAL OPPOSE | 15% | 15% | 16% | *33%*<br>** | 5%<br>* | 9% | 24%<br>D.E | 34%<br>D.E.F | 14% | 17% | 23%<br>L | 16% | 12% |

## YouGov / Mayor of London Survey Results

**Fieldwork Dates: 16th - 25th October 2026**

YouGov

| | Total | Ethnicity | | | | Social Grade | | Disabled | | NS-SEC | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | White | Asian | Black | Mixed/Other | ABC1 | C2DE | Yes | No | Higher | Intermediate | Routine |
| | | M | N | O | P | R | S | T | U | W | X | Y |
| **October26_MO_3_2. Britain having a closer relationship with the European Union by joining the Single Market and/or the Customs Union** | | | | | | | | | | | | |
| **Unweighted base** | 1128 | 748 | 166 | 99 | 86 | 791 | 337 | 210 | 913 | 562 | 224 | 174 |
| **Base** | 1128 | 634 | 236 | 140 | 102 | 724 | 404 | 149 | 972 | 443 | 243 | 246 |
| Strongly support | 37% | 38% | 36% | 30%<br>* | 45%<br>* | 43%<br>S | 26% | 38% | 37% | 45%<br>X.Y | 35% | 25% |
| Somewhat support | 31% | 28% | 35% | 40%<br>M* | 35%<br>* | 31% | 31% | 26% | 32% | 32% | 25% | 33% |
| Somewhat oppose | 7% | 9% | 4% | 4%<br>* | 3%<br>* | 7% | 7% | 5% | 7% | 6% | 10% | 8% |
| Strongly oppose | 9% | 11% | 5% | 8%<br>* | 5%<br>* | 7% | 12%<br>R | 16%<br>U | 8% | 6% | 11% | 14%<br>W |
| Don't know | 16% | 15% | 21% | 18%<br>* | 13%<br>* | 12% | 25%<br>R | 15% | 16% | 12% | 20%<br>W | 20%<br>W |
| Net: TOTAL SUPPORT | 68% | 65% | 70% | 70%<br>* | 80%<br>M* | 75%<br>S | 57% | 64% | 69% | 76%<br>X.Y | 59% | 58% |
| Net: TOTAL OPPOSE | 15% | 20%<br>N.P | 9% | 11%<br>* | 7%<br>* | 14% | 19% | 21% | 15% | 12% | 20%<br>W | 22%<br>W |

# YouGov / Mayor of London Survey Results

**Fieldwork Dates: 16th - 25th October 2026**

| | Total | Gender | | | Age | | | | Region | | Education | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Men | Women | Other/ unspecified | 18-24 | 25-49 | 50-64 | 65+ | Inner London | Outer London | Low | Medium | High |
| | A | B | C | D | E | F | G | H | I | J | K | L |
| **October26_MO_3_3. Britain's current relationship with the European Union remaining as it currently is** | | | | | | | | | | | | | |
| **Unweighted base** | 1128 | 502 | 618 | *8* | 101 | 541 | 275 | 211 | 413 | 715 | 240 | 282 | 606 |
| **Base** | 1128 | 535 | 586 | *7* | 126 | 587 | 245 | 170 | 396 | 732 | 280 | 293 | 555 |
| Strongly support | 9% | 8% | 10% | - ** | 1% * | 6% | 13% D.E | 20% D.E | 8% | 10% | 12% L | 11% | 7% |
| Somewhat support | 25% | 28% | 23% | *24%* ** | 29% * | 24% | 23% | 30% | 24% | 25% | 25% | 30% | 23% |
| Somewhat oppose | 28% | 28% | 28% | *50%* ** | 32% G* | 32% G | 25% | 17% | 34% I | 26% | 26% | 24% | 32% |
| Strongly oppose | 21% | 23% | 19% | *27%* ** | 22% * | 20% | 23% | 20% | 20% | 22% | 17% | 17% | 26% J.K |
| Don't know | 16% | 13% | 19% A | - ** | 16% * | 18% | 16% | 12% | 14% | 17% | 20% L | 19% | 13% |
| Net: TOTAL SUPPORT | 34% | 36% | 33% | *24%* ** | 30% * | 29% | 36% | 50% D.E.F | 32% | 35% | 37% | 40% L | 29% |
| Net: TOTAL OPPOSE | 50% | 51% | 48% | *76%* ** | 55% G* | 52% G | 48% | 38% | 54% | 47% | 42% | 41% | 58% J.K |
| **October26_MO_4. In hindsight, do you think Britain was right or wrong to vote to leave the European Union?** | | | | | | | | | | | | | |
| **Unweighted base** | 1128 | 502 | 618 | *8* | 101 | 541 | 275 | 211 | 413 | 715 | 240 | 282 | 606 |
| **Base** | 1128 | 535 | 586 | *7* | 126 | 587 | 245 | 170 | 396 | 732 | 280 | 293 | 555 |
| Right to leave | 23% | 22% | 24% | *24%* ** | 10% * | 15% | 34% D.E | 45% D.E.F | 20% | 25% | 35% L | 25% L | 16% |
| Wrong to leave | 67% | 69% | 66% | *76%* ** | 81% F.G* | 75% F.G | 56% | 47% | 73% I | 64% | 53% | 63% | 77% J.K |
| Don't know | 10% | 9% | 11% | - ** | 9% * | 11% | 10% | 8% | 7% | 11% | 12% | 12% | 8% |

# YouGov / Mayor of London Survey Results

**Fieldwork Dates: 16th - 25th October 2026**

| | Total | Ethnicity | | | | Social Grade | | Disabled | | NS-SEC | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | White | Asian | Black | Mixed/Other | ABC1 | C2DE | Yes | No | Higher | Intermediate | Routine |
| | | M | N | O | P | R | S | T | U | W | X | Y |
| **October26_MO_3_3. Britain's current relationship with the European Union remaining as it currently is** | | | | | | | | | | | | |
| **Unweighted base** | 1128 | 748 | 166 | 99 | 86 | 791 | 337 | 210 | 913 | 562 | 224 | 174 |
| **Base** | 1128 | 634 | 236 | 140 | 102 | 724 | 404 | 149 | 972 | 443 | 243 | 246 |
| Strongly support | 9% | 10% | 7% | 13%<br>P* | 3%<br>* | 7% | 13%<br>R | 16%<br>U | 8% | 8% | 9% | 13% |
| Somewhat support | 25% | 26% | 25% | 24%<br>* | 24%<br>* | 26% | 24% | 21% | 26% | 24% | 26% | 28% |
| Somewhat oppose | 28% | 27% | 30% | 30%<br>* | 29%<br>* | 30% | 26% | 26% | 29% | 32%<br>X | 23% | 25% |
| Strongly oppose | 21% | 23% | 21% | 13%<br>* | 23%<br>* | 24%<br>S | 15% | 25% | 21% | 25%<br>Y | 19% | 15% |
| Don't know | 16% | 14% | 17% | 21%<br>* | 21%<br>* | 13% | 22%<br>R | 13% | 17% | 12% | 23%<br>W | 19%<br>W |
| Net: TOTAL SUPPORT | 34% | 36% | 32% | 36%<br>* | 27%<br>* | 32% | 37% | 37% | 34% | 31% | 35% | 41%<br>W |
| Net: TOTAL OPPOSE | 50% | 50% | 51% | 43%<br>* | 52%<br>* | 54%<br>S | 41% | 50% | 50% | 57%<br>X.Y | 43% | 40% |
| **October26_MO_4. In hindsight, do you think Britain was right or wrong to vote to leave the European Union?** | | | | | | | | | | | | |
| **Unweighted base** | 1128 | 748 | 166 | 99 | 86 | 791 | 337 | 210 | 913 | 562 | 224 | 174 |
| **Base** | 1128 | 634 | 236 | 140 | 102 | 724 | 404 | 149 | 972 | 443 | 243 | 246 |
| Right to leave | 23% | 31%<br>N.O.P | 13% | 14%<br>* | 10%<br>* | 20% | 28%<br>R | 34%<br>U | 21% | 18% | 27%<br>W | 34%<br>W |
| Wrong to leave | 67% | 61% | 75%<br>M | 70%<br>* | 81%<br>M* | 73%<br>S | 57% | 60% | 69%<br>T | 76%<br>X.Y | 60% | 54% |
| Don't know | 10% | 7% | 13% | 16%<br>M* | 9%<br>* | 7% | 15%<br>R | 7% | 10% | 6% | 12%<br>W | 13%<br>W |

# YouGov / Mayor of London Survey Results

**Fieldwork Dates: 16th - 25th October 2026**

| | Total | Gender | | | Age | | | | Region | | Education | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Men | Women | Other/ unspecified | 18-24 | 25-49 | 50-64 | 65+ | Inner London | Outer London | Low | Medium | High |
| | | A | B | C | D | E | F | G | H | I | J | K | L |
| **To what extent, if at all, do you think leaving the European Union has made the following better or worse off, or has it had no impact?** | | | | | | | | | | | | | |
| **October26_MO_5_1. The UK** | | | | | | | | | | | | | |
| **Unweighted base** | 1128 | 502 | 618 | *8* | 101 | 541 | 275 | 211 | 413 | 715 | 240 | 282 | 606 |
| **Base** | 1128 | 535 | 586 | *7* | 126 | 587 | 245 | 170 | 396 | 732 | 280 | 293 | 555 |
| A lot better off | 4% | 3% | 4% | -<br>** | 2%<br>* | 3% | 4% | 7% | 5% | 3% | 5% | 4% | 3% |
| A little better off | 7% | 8% | 6% | *9%*<br>** | 4%<br>* | 6% | 9% | 12%<br>E | 6% | 8% | 11%<br>L | 9% | 5% |
| Made no difference | 11% | 10% | 11% | -<br>** | 5%<br>* | 9% | 14%<br>D.E | 17%<br>D.E | 7% | 12%<br>H | 15%<br>L | 11% | 8% |
| A little worse off | 22% | 22% | 22% | -<br>** | 29%<br>* | 20% | 20% | 25% | 23% | 21% | 20% | 27% | 20% |
| A lot worse off | 49% | 49% | 48% | *91%*<br>** | 56%<br>G* | 54%<br>F.G | 44% | 34% | 52% | 47% | 37% | 41% | 58%<br>J.K |
| Don't know | 8% | 6% | 9% | -<br>** | 5%<br>* | 8% | 9% | 5% | 6% | 9% | 13%<br>L | 8% | 5% |
| Net: TOTAL BETTER OFF | 11% | 11% | 11% | *9%*<br>** | 6%<br>* | 9% | 13% | 19%<br>D.E | 11% | 11% | 15%<br>L | 13% | 8% |
| Net: TOTAL WORSE OFF | 71% | 72% | 69% | *91%*<br>** | 84%<br>F.G* | 74%<br>F.G | 64% | 59% | 75%<br>I | 68% | 57% | 68%<br>J | 78%<br>J.K |

## YouGov / Mayor of London Survey Results

**Fieldwork Dates: 16th - 25th October 2026**

| | Total | Ethnicity | | | | Social Grade | | Disabled | | NS-SEC | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | White | Asian | Black | Mixed/Other | ABC1 | C2DE | Yes | No | Higher | Intermediate | Routine |
| | | M | N | O | P | R | S | T | U | W | X | Y |
| **To what extent, if at all, do you think leaving the European Union has made the following better or worse off, or has it had no impact?** | | | | | | | | | | | | |
| **October26_MO_5_1. The UK** | | | | | | | | | | | | |
| **Unweighted base** | 1128 | 748 | 166 | 99 | 86 | 791 | 337 | 210 | 913 | 562 | 224 | 174 |
| **Base** | 1128 | 634 | 236 | 140 | 102 | 724 | 404 | 149 | 972 | 443 | 243 | 246 |
| A lot better off | 4% | 4% | 1% | 6%<br>* | 3%<br>* | 3% | 5% | 5% | 4% | 2% | 2% | 9%<br>W.X |
| A little better off | 7% | 9% | 5% | 4%<br>* | 7%<br>* | 6% | 10% | 11% | 7% | 7% | 6% | 9% |
| Made no difference | 11% | 13% | 10% | 7%<br>* | 5%<br>* | 9% | 13% | 9% | 11% | 8% | 17%<br>W | 13% |
| A little worse off | 22% | 22% | 23% | 21%<br>* | 19%<br>* | 22% | 21% | 19% | 22% | 22% | 16% | 22% |
| A lot worse off | 49% | 44% | 54% | 50%<br>* | 63%<br>M* | 54%<br>S | 38% | 48% | 49% | 56%<br>Y | 51%<br>Y | 34% |
| Don't know | 8% | 7% | 8% | 13%<br>P* | 2%<br>* | 5% | 12%<br>R | 7% | 8% | 5% | 8% | 12%<br>W |
| Net: TOTAL BETTER OFF | 11% | 13%<br>N | 6% | 10%<br>* | 11%<br>* | 9% | 14%<br>R | 16%<br>U | 10% | 9% | 9% | 18%<br>W.X |
| Net: TOTAL WORSE OFF | 71% | 66% | 76%<br>M | 71%<br>* | 82%<br>M* | 76%<br>S | 60% | 68% | 71% | 78%<br>X.Y | 66% | 56% |

# YouGov / Mayor of London Survey Results

**Fieldwork Dates: 16th - 25th October 2026**

YouGov

**October26_MO_5_2. London**

| | Total | Gender | | | Age | | | | Region | | Education | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Men | Women | Other/ unspecified | 18-24 | 25-49 | 50-64 | 65+ | Inner London | Outer London | Low | Medium | High |
| | | A | B | C | D | E | F | G | H | I | J | K | L |
| **Unweighted base** | 1128 | 502 | 618 | *8* | 101 | 541 | 275 | 211 | 413 | 715 | 240 | 282 | 606 |
| **Base** | 1128 | 535 | 586 | *7* | 126 | 587 | 245 | 170 | 396 | 732 | 280 | 293 | 555 |
| A lot better off | 3% | 3% | 3% | - ** | - * | 3% | 5% D | 4% D | 4% | 3% | 5% | 3% | 2% |
| A little better off | 5% | 5% | 4% | *9%* ** | 3% * | 4% | 4% | 11% D.E.F | 4% | 5% | 7% | 5% | 4% |
| Made no difference | 17% | 18% | 17% | - ** | 10% * | 15% | 19% | 29% D.E.F | 15% | 18% | 20% | 21% L | 14% |
| A little worse off | 28% | 27% | 30% | *18%* ** | 44% E.F.G* | 28% | 24% | 22% | 29% | 28% | 22% | 30% | 30% J |
| A lot worse off | 36% | 38% | 34% | *73%* ** | 35% * | 40% G | 34% | 26% | 40% | 34% | 29% | 31% | 43% J.K |
| Don't know | 11% | 9% | 12% | - ** | 7% * | 11% | 14% | 8% | 8% | 12% | 17% L | 10% | 7% |
| Net: TOTAL BETTER OFF | 8% | 8% | 7% | *9%* ** | 3% * | 6% | 9% | 15% D.E | 8% | 8% | 12% L | 7% | 6% |
| Net: TOTAL WORSE OFF | 64% | 64% | 64% | *91%* ** | 79% F.G* | 68% F.G | 58% | 48% | 69% I | 62% | 51% | 61% | 73% J.K |

## YouGov / Mayor of London Survey Results

**Fieldwork Dates: 16th - 25th October 2026**

YouGov

**October26_MO_5_2. London**

| | Total | Ethnicity | | | | Social Grade | | Disabled | | NS-SEC | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | White | Asian | Black | Mixed/Other | ABC1 | C2DE | Yes | No | Higher | Intermediate | Routine |
| | | M | N | O | P | R | S | T | U | W | X | Y |
| **Unweighted base** | 1128 | 748 | 166 | 99 | 86 | 791 | 337 | 210 | 913 | 562 | 224 | 174 |
| **Base** | 1128 | 634 | 236 | 140 | 102 | 724 | 404 | 149 | 972 | 443 | 243 | 246 |
| A lot better off | 3% | 3% | 1% | 4%<br>* | 6%<br>* | 2% | 5%<br>R | 2% | 3% | 1% | 2% | 7%<br>W.X |
| A little better off | 5% | 6% | 4% | 2%<br>* | 2%<br>* | 4% | 5% | 11%<br>U | 4% | 5% | 4% | 6% |
| Made no difference | 17% | 22%<br>N.O.P | 13% | 12%<br>* | 10%<br>* | 17% | 18% | 17% | 17% | 13% | 23%<br>W | 25%<br>W |
| A little worse off | 28% | 27% | 36%<br>M.P | 26%<br>* | 20%<br>* | 28% | 28% | 25% | 29% | 33%<br>X.Y | 20% | 22% |
| A lot worse off | 36% | 32% | 36% | 40%<br>* | 56%<br>M.N* | 41%<br>S | 28% | 39% | 36% | 40%<br>Y | 41%<br>Y | 26% |
| Don't know | 11% | 11% | 9% | 16%<br>* | 6%<br>* | 8% | 15%<br>R | 7% | 11% | 7% | 11% | 15%<br>W |
| Net: TOTAL BETTER OFF | 8% | 9% | 5% | 7%<br>* | 8%<br>* | 6% | 10%<br>R | 12%<br>U | 7% | 7% | 5% | 13%<br>W.X |
| Net: TOTAL WORSE OFF | 64% | 59% | 73%<br>M | 66%<br>* | 76%<br>M* | 69%<br>S | 56% | 64% | 65% | 74%<br>X.Y | 61%<br>Y | 47% |

## YouGov / Mayor of London Survey Results

**Fieldwork Dates: 16th - 25th October 2026**

| | Total | Gender | | | Age | | | | Region | | Education | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Men | Women | Other/ unspecified | 18-24 | 25-49 | 50-64 | 65+ | Inner London | Outer London | Low | Medium | High |
| | | A | B | C | D | E | F | G | H | I | J | K | L |
| **October26_MO_5_3. You personally** | | | | | | | | | | | | | |
| **Unweighted base** | 1128 | 502 | 618 | *8* | 101 | 541 | 275 | 211 | 413 | 715 | 240 | 282 | 606 |
| **Base** | 1128 | 535 | 586 | *7* | 126 | 587 | 245 | 170 | 396 | 732 | 280 | 293 | 555 |
| A lot better off | 3% | 3% | 3% | - ** | 1% * | 3% | 4% | 2% | 5% I | 2% | 4% | 2% | 3% |
| A little better off | 3% | 3% | 3% | - ** | 2% * | 3% | 3% | 5% | 3% | 3% | 4% | 4% | 2% |
| Made no difference | 34% | 35% | 33% | *9%* ** | 28% * | 29% | 35% | 53% D.E.F | 29% | 36% H | 42% L | 38% L | 27% |
| A little worse off | 31% | 31% | 31% | *42%* ** | 37% G* | 32% G | 34% G | 22% | 38% I | 28% | 18% | 26% | 41% J.K |
| A lot worse off | 19% | 20% | 18% | *12%* ** | 22% * | 22% F.G | 14% | 14% | 20% | 19% | 18% | 18% | 20% |
| Don't know | 10% | 8% | 12% | *37%* ** | 10% * | 11% G | 11% G | 4% | 6% | 12% H | 14% L | 12% L | 7% |
| Net: TOTAL BETTER OFF | 6% | 7% | 6% | - ** | 3% * | 7% | 6% | 7% | 7% | 5% | 8% | 6% | 5% |
| Net: TOTAL WORSE OFF | 50% | 51% | 49% | *54%* ** | 59% G* | 54% G | 48% G | 36% | 57% I | 46% | 36% | 44% | 61% J.K |

## YouGov / Mayor of London Survey Results

**Fieldwork Dates: 16th - 25th October 2026**

YouGov

| | Total | Ethnicity | | | | Social Grade | | Disabled | | NS-SEC | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | White | Asian | Black | Mixed/Other | ABC1 | C2DE | Yes | No | Higher | Intermediate | Routine |
| | | M | N | O | P | R | S | T | U | W | X | Y |
| **October26_MO_5_3. You personally** | | | | | | | | | | | | |
| **Unweighted base** | 1128 | 748 | 166 | 99 | 86 | 791 | 337 | 210 | 913 | 562 | 224 | 174 |
| **Base** | 1128 | 634 | 236 | 140 | 102 | 724 | 404 | 149 | 972 | 443 | 243 | 246 |
| A lot better off | 3% | 2% | 3% | 5%<br>M* | 6%<br>M* | 2% | 4% | 3% | 3% | 2% | 2% | 7%<br>W.X |
| A little better off | 3% | 4%<br>N | - | 4%<br>N* | 3%<br>N* | 3% | 4% | 5% | 3% | 3% | 2% | 5% |
| Made no difference | 34% | 36%<br>P | 34%<br>P | 32%<br>* | 19%<br>* | 30% | 41%<br>R | 32% | 34% | 30% | 40%<br>W | 39% |
| A little worse off | 31% | 32% | 29% | 28%<br>* | 34%<br>* | 36%<br>S | 22% | 31% | 31% | 36%<br>Y | 31% | 24% |
| A lot worse off | 19% | 19% | 17% | 18%<br>* | 25%<br>* | 21% | 16% | 23% | 18% | 22% | 18% | 15% |
| Don't know | 10% | 6% | 17%<br>M | 13%<br>M* | 12%<br>* | 8% | 13% | 7% | 10% | 8% | 8% | 9% |
| Net: TOTAL BETTER OFF | 6% | 6% | 3% | 9%<br>* | 9%<br>* | 5% | 8% | 8% | 6% | 5% | 3% | 12%<br>W.X |
| Net: TOTAL WORSE OFF | 50% | 51% | 46% | 46%<br>* | 59%<br>* | 57%<br>S | 38% | 54% | 50% | 57%<br>Y | 49% | 40% |

## YouGov / Mayor of London Survey Results

**Fieldwork Dates: 16th - 25th October 2026**

YouGov

| | Total | Gender | | | Age | | | | Region | | Education | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Men | Women | Other/ unspecified | 18-24 | 25-49 | 50-64 | 65+ | Inner London | Outer London | Low | Medium | High |
| | | A | B | C | D | E | F | G | H | I | J | K | L |
| **October26_MO_6. What impact, if any, do you think rejoining the European Union would have on London's economy?** | | | | | | | | | | | | | |
| **Unweighted base** | 1128 | 502 | 618 | *8* | 101 | 541 | 275 | 211 | 413 | 715 | 240 | 282 | 606 |
| **Base** | 1128 | 535 | 586 | 7 | 126 | 587 | 245 | 170 | 396 | 732 | 280 | 293 | 555 |
| A very positive impact | 25% | 28%<br>B | 22% | *67%*<br>** | 32%<br>G* | 26% | 25% | 18% | 27% | 24% | 16% | 24% | 30%<br>J |
| A fairly positive impact | 36% | 38% | 36% | -<br>** | 46%<br>F.G* | 42%<br>F.G | 28% | 22% | 41%<br>I | 34% | 28% | 33% | 42%<br>J.K |
| Neither a positive nor negative impact | 12% | 13% | 12% | *9%*<br>** | 12%<br>* | 12% | 12% | 17% | 10% | 14% | 17%<br>L | 14% | 10% |
| A fairly negative impact | 7% | 8% | 7% | *9%*<br>** | 1%<br>* | 5% | 11%<br>D.E | 15%<br>D.E | 7% | 8% | 8% | 10%<br>L | 5% |
| A very negative impact | 7% | 5% | 8% | *15%*<br>** | 1%<br>* | 3% | 13%<br>D.E | 14%<br>D.E | 5% | 7% | 11%<br>L | 6% | 5% |
| Don't know | 12% | 9% | 16%<br>A | -<br>** | 8%<br>* | 13% | 12% | 15% | 10% | 13% | 21%<br>K.L | 13% | 8% |
| Net: TOTAL POSITIVE | 62% | 66%<br>B | 58% | *67%*<br>** | 78%<br>F.G* | 68%<br>F.G | 53%<br>G | 40% | 68%<br>I | 58% | 45% | 57%<br>J | 72%<br>J.K |
| Net: TOTAL NEGATIVE | 14% | 13% | 14% | *24%*<br>** | 2%<br>* | 8%<br>D | 23%<br>D.E | 29%<br>D.E | 12% | 15% | 18%<br>L | 16%<br>L | 10% |

**This survey was carried out online. The figures have been weighted and are representative of all adults in London (aged 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*

Cell Contents (Column Percentages, Statistical Test Results), Statistics (Column Proportions, Means, (95%): A/B/C, D/E/F/G, H/I, J/K/L, M/N

## YouGov / Mayor of London Survey Results

**Fieldwork Dates: 16th - 25th October 2026**

YouGov

| | Total | Ethnicity | | | | Social Grade | | Disabled | | NS-SEC | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | White | Asian | Black | Mixed/Other | ABC1 | C2DE | Yes | No | Higher | Intermediate | Routine |
| | | M | N | O | P | R | S | T | U | W | X | Y |
| **October26_MO_6. What impact, if any, do you think rejoining the European Union would have on London's economy?** | | | | | | | | | | | | |
| **Unweighted base** | 1128 | 748 | 166 | 99 | 86 | 791 | 337 | 210 | 913 | 562 | 224 | 174 |
| **Base** | 1128 | 634 | 236 | 140 | 102 | 724 | 404 | 149 | 972 | 443 | 243 | 246 |
| A very positive impact | 25% | 24% | 26% | 24%<br>* | 34%<br>* | 29%<br>S | 18% | 28% | 24% | 27%<br>Y | 27%<br>Y | 17% |
| A fairly positive impact | 36% | 33% | 41% | 38%<br>* | 45%<br>M* | 41%<br>S | 28% | 32% | 37% | 46%<br>X.Y | 26% | 29% |
| Neither a positive nor negative impact | 12% | 12% | 14% | 19%<br>P* | 7%<br>* | 10% | 17%<br>R | 10% | 13% | 7% | 14%<br>W | 19%<br>W |
| A fairly negative impact | 7% | 10%<br>N.P | 4% | 3%<br>* | 2%<br>* | 7% | 8% | 9% | 7% | 6% | 8% | 10% |
| A very negative impact | 7% | 9%<br>N.O | 3% | 2%<br>* | 5%<br>* | 5% | 9%<br>R | 9% | 6% | 5% | 7% | 10%<br>W |
| Don't know | 12% | 12% | 12% | 14%<br>* | 8%<br>* | 9% | 19%<br>R | 11% | 12% | 8% | 17%<br>W | 15%<br>W |
| Net: TOTAL POSITIVE | 62% | 57% | 66% | 62%<br>* | 79%<br>M.O* | 70%<br>S | 46% | 60% | 62% | 73%<br>X.Y | 54% | 46% |
| Net: TOTAL NEGATIVE | 14% | 19%<br>N.O.P | 8% | 6%<br>* | 7%<br>* | 12% | 17%<br>R | 18% | 13% | 11% | 16% | 20%<br>W |

**This survey was carried out online. The figures have been weighted and are representative of all adults in London (aged 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*

Cell Contents (C/O/P/Q, R/S, T/U/V, W/X/Y, Z/AA/AB/AC/AD/AE/AF/AG/AH, AI/AJ, AK/AL/AM, AN/AO/AP/AQ/AR/AS/AT, AU/AV