

YouGov Survey Results

Sample Size: 2225 Adults in GB
Fieldwork: 20th - 21st January 2025

	Vote in 2024 GE				EU Ref 2016		Gender		Age				Social Grade		Country			Region in England					
	Total	Con	Lab	Lib Dem	Reform UK	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South	
Weighted Sample	2225	400	572	205	240	781	794	1077	1148	234	919	550	523	1268	957	1925	107	194	527	365	269	763	
Unweighted Sample	2225	367	656	228	300	900	835	1020	1205	151	902	560	612	1347	878	1900	123	202	536	379	224	761	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	23-24 Jul	20 - 21 Jan																					
Which of the following, if any, do you think are the most important issues facing the country at this time? Please tick up to three.																							
Health and the NHS	57	57	51	71	70	37	63	54	48	64	52	54	58	61	57	55	56	63	62	57	53	51	57
Immigration & Asylum	37	36	54	18	19	81	19	60	39	34	20	26	43	56	32	42	37	32	34	38	44	26	37
Crime, law and order	21	20	25	14	13	36	16	27	20	20	12	17	25	25	19	22	21	19	11	20	18	33	19
The economy	30	35	44	35	36	33	37	32	41	29	34	37	31	35	39	29	34	34	38	34	38	34	33
Tax	5	8	11	4	6	11	5	9	9	6	9	8	7	7	7	8	8	4	6	6	11	6	9
Pensions	4	6	10	3	3	8	3	9	6	6	1	1	6	16	5	7	6	2	5	7	7	3	6
Education	7	6	5	11	6	2	9	4	5	8	8	7	7	3	8	5	6	6	7	7	4	9	6
Family life & childcare	3	2	2	2	2	2	2	1	1	3	2	4	1	1	2	2	2	0	2	3	1	1	2
Housing	17	15	8	19	16	8	17	9	15	15	18	19	11	9	16	14	15	14	16	13	10	26	14
The environment and climate change	19	18	8	24	30	4	28	10	16	20	21	20	19	14	21	14	18	24	20	14	17	20	20
Britain's relationship with the EU	7	8	4	13	14	1	15	3	10	6	5	9	9	7	9	7	8	10	9	5	7	8	10
Transport	2	2	1	2	1	1	2	0	2	1	7	2	1	0	2	1	2	1	2	2	3	2	1
Welfare benefits	4	4	5	4	3	6	3	5	4	5	4	4	6	4	3	6	5	2	5	6	4	4	4
Defence and security	13	12	24	8	9	18	10	18	14	10	5	7	15	20	12	11	12	12	10	12	14	8	13
Cost of living	49	50	36	57	53	34	52	41	44	55	64	60	45	31	48	53	50	56	51	52	49	50	49
None of these	0	1	0	1	0	0	1	0	1	0	2	1	0	0	1	1	1	0	1	0	0	1	1
Don't know	2	1	0	1	3	1	1	1	1	1	5	2	0	0	1	2	2	1	1	1	1	2	2
In hindsight, do you think Britain was right or wrong to vote to leave the European Union?																							
Right to leave	34	30	60	10	11	80	7	66	36	25	10	17	38	55	27	35	32	17	23	31	39	21	32
Wrong to leave	55	55	29	80	80	12	88	18	53	57	75	67	50	33	64	45	53	71	70	52	44	68	53
Don't know	11	14	11	10	9	9	5	15	11	18	15	17	13	12	10	21	15	12	7	17	17	11	15
If the 2016 referendum on UK membership of the European Union was being held now, how would you vote?																							
Leave the EU	32	30	58	12	15	80	6	69	36	25	8	18	37	55	26	36	31	19	25	32	39	20	32
Remain in the EU	53	56	34	80	78	14	89	18	53	58	74	66	53	32	63	45	54	68	63	53	45	64	56
Would not vote	8	6	2	1	2	2	1	4	5	6	6	6	4	6	4	7	5	5	8	7	6	3	5
Don't know	7	8	6	8	5	4	3	9	5	11	12	10	6	7	6	12	9	8	4	8	10	13	7

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	Total	Con	Lab	Lib Dem	Reform UK	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South	
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

If there was a referendum now on whether the UK should or should not join the European Union, how would you vote?

In favour of joining the EU	48	51	24	76	70	11	80	17	49	53	71	63	46	27	59	41	49	59	65	48	41	63	49
Against joining the EU	33	31	62	11	14	80	8	66	36	26	10	18	37	55	27	35	32	20	24	31	40	21	32
Would not vote	8	7	2	2	3	2	2	6	6	7	5	7	6	7	4	9	7	4	6	9	8	3	6
Don't know	11	12	12	10	13	7	10	11	9	14	14	12	11	11	9	15	12	16	5	11	11	13	13

And when it comes to Britain's relationship with the European Union, to what extent would you support or oppose each of the following?

Britain rejoining the European Union

Strongly support	36	39	15	61	50	5	66	9	37	41	52	48	38	19	45	31	38	45	48	38	30	49	38
Somewhat support	17	16	15	17	27	7	17	11	17	16	27	18	12	13	16	16	16	20	20	16	14	15	17
TOTAL SUPPORT	53	55	30	78	77	12	83	20	54	57	79	66	50	32	61	47	54	65	68	54	44	64	55
Somewhat oppose	9	8	8	6	10	14	4	12	8	8	3	6	10	11	8	8	9	3	3	9	10	7	8
Strongly oppose	27	25	53	8	7	68	5	56	30	20	6	13	30	47	22	29	26	15	20	25	32	18	26
TOTAL OPPOSE	36	33	61	14	17	82	9	68	38	28	9	19	40	58	30	37	35	18	23	34	42	25	34
Don't know	11	12	8	8	7	5	7	11	9	15	12	15	10	9	9	16	12	17	9	12	14	11	11

Britain rejoining the Single Market

Strongly support	28	30	12	52	46	4	56	10	36	25	27	37	31	18	38	20	29	35	37	29	24	38	29
Somewhat support	20	20	23	18	27	18	18	22	22	18	22	18	21	21	19	21	20	17	18	19	23	19	20
TOTAL SUPPORT	48	50	35	70	73	22	74	32	58	43	49	55	52	39	57	41	49	52	55	48	47	57	49
Somewhat oppose	10	9	15	4	4	19	4	15	8	9	5	6	10	14	8	9	9	7	9	10	9	5	9
Strongly oppose	15	12	27	3	2	36	2	29	16	9	2	6	17	24	10	15	13	8	10	12	16	9	13
TOTAL OPPOSE	25	21	42	7	6	55	6	44	24	18	7	12	27	38	18	24	22	15	19	22	25	14	22
Don't know	27	29	23	23	21	23	19	25	18	39	44	33	21	24	25	35	29	32	27	31	28	29	29

Britain rejoining the Customs Union

Strongly support	29	31	13	52	48	4	56	9	36	26	32	38	31	17	38	21	30	36	40	29	26	38	30
Somewhat support	20	17	22	17	19	14	18	18	18	16	16	16	19	18	18	16	17	10	20	18	17	15	17
TOTAL SUPPORT	49	48	35	69	67	18	74	27	54	42	48	54	50	35	56	37	47	46	60	47	43	53	47
Somewhat oppose	7	8	15	4	2	17	3	15	9	7	6	5	8	14	8	8	8	7	8	9	8	9	8
Strongly oppose	13	12	24	2	3	36	1	28	15	8	3	5	16	23	9	15	12	9	9	11	15	8	13
TOTAL OPPOSE	20	20	39	6	5	53	4	43	24	15	9	10	24	37	17	23	20	16	17	20	23	17	21
Don't know	31	32	26	25	28	28	21	30	22	42	44	36	26	28	27	40	33	38	24	34	35	30	32

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

Britain having a closer relationship with the European Union, without rejoining the European Union, the Single Market, or the Customs Union

Strongly support	22	24	20	35	38	11	34	15	28	21	30	26	25	18	28	19	25	26	20	25	21	29	25
Somewhat support	41	40	47	39	44	42	39	45	42	39	42	37	40	46	41	39	40	37	46	38	42	38	41
TOTAL SUPPORT	63	64	67	74	82	53	73	60	70	60	72	63	65	64	69	58	65	63	66	63	63	67	66
Somewhat oppose	10	9	9	7	5	15	7	11	9	8	8	6	10	12	9	8	9	7	10	8	10	9	8
Strongly oppose	7	6	9	3	1	18	4	11	8	4	4	5	8	8	5	8	7	5	5	8	8	3	6
TOTAL OPPOSE	17	15	18	10	6	33	11	22	17	12	12	11	18	20	14	16	16	12	15	16	18	12	14
Don't know	20	20	15	16	13	14	16	18	13	28	16	26	17	16	17	26	20	25	19	21	19	21	21

Britain's current relationship with the European Union remaining as it is

Strongly support	6	6	7	4	3	12	4	10	7	5	4	3	10	8	5	7	6	3	4	6	8	5	6
Somewhat support	23	21	43	11	15	37	11	37	24	19	15	15	24	33	19	25	22	14	16	24	28	16	21
TOTAL SUPPORT	29	27	50	15	18	49	15	47	31	24	19	18	34	41	24	32	28	17	20	30	36	21	27
Somewhat oppose	27	28	21	37	38	18	36	19	28	28	34	31	25	23	32	22	27	36	29	30	23	33	26
Strongly oppose	23	21	9	30	26	10	35	8	23	19	26	25	20	12	24	17	20	24	33	17	18	25	21
TOTAL OPPOSE	50	49	30	67	64	28	71	27	51	47	60	56	45	35	56	39	47	60	62	47	41	58	47
Don't know	22	24	20	18	18	24	15	26	18	29	21	26	21	25	20	29	25	24	19	24	23	22	27

Britain further loosening ties with the European Union

Strongly support	8	7	12	2	0	29	2	16	9	6	3	4	9	14	6	9	8	7	6	8	10	6	7
Somewhat support	14	12	22	4	9	26	3	23	13	10	4	8	13	20	10	14	12	9	8	13	17	8	11
TOTAL SUPPORT	22	19	34	6	9	55	5	39	22	16	7	12	22	34	16	23	20	16	14	21	27	14	18
Somewhat oppose	19	22	26	20	27	21	19	26	22	22	25	21	22	24	23	22	22	23	21	23	21	20	23
Strongly oppose	40	39	21	62	56	6	67	13	40	39	54	46	38	22	47	29	38	46	50	36	33	47	38
TOTAL OPPOSE	59	61	47	82	83	27	86	39	62	61	79	67	60	46	70	51	60	69	71	59	54	67	61
Don't know	18	19	19	13	8	18	8	23	15	23	13	21	18	21	14	26	20	14	15	20	20	19	20

And so far, do you think that Brexit has been more of a success or more of a failure?

More of a success	12	11	27	2	1	27	3	22	12	10	6	5	15	19	9	14	12	9	6	11	14	9	12
More of a failure	62	62	34	83	79	24	87	32	60	63	77	72	58	41	68	53	60	71	69	61	51	68	61
Neither	19	20	33	9	15	43	7	38	23	17	9	14	21	33	18	22	20	14	20	19	26	15	20
Don't know	6	8	6	6	5	7	4	8	5	10	8	9	6	6	5	11	8	6	5	9	9	8	7

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

Which of the following comes closest to your view?

[Asked only to those who said that Brexit has been more of a failure; n=1385]

Brexit was always going to be a failure, and there was nothing any government could do to make it a success	60	63	47	73	71	18	81	20	62	64	66	66	66	49	66	58	62	67	67	59	64	70	62
Brexit had the potential to be a success but the implementation of it by this and/or previous governments made it a fail	29	27	43	19	23	76	13	66	30	25	27	25	25	39	25	30	28	23	22	33	28	18	29
Neither of these	5	4	5	4	4	2	4	5	3	5	4	4	3	5	4	4	4	2	3	4	3	6	4
Don't know	5	6	5	4	2	3	3	10	6	6	4	6	5	7	4	8	5	9	7	5	6	7	5

*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.