

YouGov Survey Results

Sample Size: 2121 Adults in GB
Fieldwork: 29th - 30th 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	2121	382	545	195	229	744	757	1027	1094	223	876	524	498	1209	912	1835	102	185	503	348	257	728	
Unweighted Sample	2121	374	621	232	273	906	803	965	1156	111	843	578	589	1344	777	1812	114	195	508	354	162	788	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How positive or negative an impact, if any, do you think Brexit has had on each of the following?

The UK economy

Very positive impact	2	3	1	0	5	0	2	2	1	4	1	1	2	2	2	2	3	0	3	1	0	2
Fairly positive impact	8	17	2	2	20	2	15	9	6	7	4	7	14	8	8	8	4	4	6	11	10	8
TOTAL POSITIVE IMPACT	10	20	3	2	25	2	17	11	7	11	5	8	16	10	10	10	7	4	9	12	10	10
No impact	15	26	5	10	29	4	28	17	12	13	9	18	21	12	18	15	11	9	16	14	7	18
Fairly negative impact	30	36	33	38	19	36	27	27	33	29	29	31	33	32	28	30	39	32	31	30	23	31
Very negative impact	35	10	54	43	12	55	16	38	33	36	43	33	23	38	31	34	29	48	30	33	51	32
TOTAL NEGATIVE IMPACT	65	46	87	81	31	91	43	65	66	65	72	64	56	70	59	64	68	80	61	63	74	63
Don't know	10	7	6	7	14	3	13	7	14	11	13	9	6	8	13	11	13	7	14	11	8	9

The level of international trade the UK does

Very positive impact	2	3	1	0	9	0	5	2	2	3	1	3	3	2	2	2	2	2	3	3	1	2
Fairly positive impact	9	21	2	5	20	2	18	12	7	8	7	11	14	9	10	10	6	4	8	9	11	12
TOTAL POSITIVE IMPACT	11	24	3	5	29	2	23	14	9	11	8	14	17	11	12	12	8	6	11	12	12	14
No impact	14	23	6	11	28	7	23	16	13	14	10	17	20	12	17	15	12	14	15	15	8	17
Fairly negative impact	32	31	38	36	25	40	26	31	33	26	33	30	34	33	31	32	30	34	33	34	29	31
Very negative impact	25	8	41	31	6	42	10	28	23	30	30	25	16	29	20	25	26	33	22	24	39	22
TOTAL NEGATIVE IMPACT	57	39	79	67	31	82	36	59	56	56	63	55	50	62	51	57	56	67	55	58	68	53
Don't know	17	13	13	17	13	8	18	10	22	19	19	15	13	14	20	16	23	13	20	16	13	16

British businesses

Very positive impact	2	3	2	0	6	0	3	2	2	4	1	2	3	2	2	2	3	0	4	1	1	2
Fairly positive impact	9	20	3	4	19	3	16	10	8	7	7	9	14	9	9	9	5	8	7	10	9	11
TOTAL POSITIVE IMPACT	11	23	5	4	25	3	19	12	10	11	8	11	17	11	11	11	8	8	11	11	10	13
No impact	12	18	4	8	21	4	19	15	9	14	9	12	15	9	15	12	9	5	13	11	6	15
Fairly negative impact	35	35	36	39	31	40	31	32	37	30	35	34	37	36	33	34	39	36	36	40	28	33
Very negative impact	29	12	47	35	7	48	12	32	26	31	33	29	21	32	24	28	26	41	25	28	43	25
TOTAL NEGATIVE IMPACT	64	47	83	74	38	88	43	64	63	61	68	63	58	68	57	62	65	77	61	68	71	58
Don't know	14	12	9	14	16	5	18	8	19	13	16	13	11	12	17	14	17	10	16	10	14	14

Immigration levels

Very positive impact	1	2	1	0	3	0	2	1	1	2	1	0	2	1	1	1	0	0	1	0	0	1
Fairly positive impact	5	9	2	4	6	2	5	5	4	8	5	3	5	5	4	5	5	3	3	4	5	6
TOTAL POSITIVE IMPACT	6	11	3	4	9	2	7	6	5	10	6	3	7	6	5	6	5	3	4	4	5	7
No impact	28	31	31	35	30	34	31	31	26	22	28	34	27	30	26	28	37	26	27	29	28	29
Fairly negative impact	23	23	26	24	12	24	17	23	23	27	22	21	25	24	21	23	13	20	22	20	26	25
Very negative impact	29	28	28	25	40	30	33	32	26	20	27	29	36	28	30	28	26	36	29	35	26	25
TOTAL NEGATIVE IMPACT	52	51	54	49	52	54	50	55	49	47	49	50	61	52	51	51	39	56	51	55	52	50
Don't know	15	8	13	12	8	10	12	9	20	21	19	13	6	13	17	14	19	14	18	12	14	14

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

Britain's ability to respond to the COVID-19 pandemic

Very positive impact	9	22	3	3	21	3	17	11	6	8	5	10	14	9	8	9	6	7	11	7	6	10
Fairly positive impact	14	27	9	14	19	8	23	16	13	14	9	16	21	14	15	15	12	10	13	17	12	17
TOTAL POSITIVE IMPACT	23	49	12	17	40	11	40	27	19	22	14	26	35	23	23	24	18	17	24	24	18	27
No impact	32	32	36	36	38	36	33	35	30	21	31	37	35	33	32	32	35	31	32	36	26	33
Fairly negative impact	17	10	25	18	7	25	9	17	18	18	23	11	14	18	17	17	21	19	16	21	20	14
Very negative impact	13	3	18	14	7	17	8	11	15	22	14	12	8	12	14	13	10	17	13	11	20	11
TOTAL NEGATIVE IMPACT	30	13	43	32	14	42	17	28	33	40	37	23	22	30	31	30	31	36	29	32	40	25
Don't know	14	5	13	15	9	11	10	10	18	17	18	13	7	14	15	14	15	16	15	8	16	15

The NHS

Very positive impact	1	1	1	1	4	0	2	1	1	3	1	1	1	1	2	1	3	2	2	0	0	1
Fairly positive impact	5	8	1	2	7	1	7	6	4	9	4	4	5	4	6	5	1	3	5	5	6	6
TOTAL POSITIVE IMPACT	6	9	2	3	11	1	9	7	5	12	5	5	6	5	8	6	4	5	7	5	6	7
No impact	28	48	17	22	51	17	47	34	23	13	20	35	42	28	28	28	30	24	28	30	19	31
Fairly negative impact	27	26	32	31	15	35	18	24	29	25	28	22	29	28	25	26	22	34	23	31	25	26
Very negative impact	25	8	40	28	11	38	14	25	25	33	29	23	17	28	22	24	29	31	23	21	37	22
TOTAL NEGATIVE IMPACT	52	34	72	59	26	73	32	49	54	58	57	45	46	56	47	50	51	65	46	52	62	48
Don't know	14	8	9	15	12	9	12	9	19	18	17	14	7	12	18	15	16	7	19	12	13	14

The cost of living

Very positive impact	1	2	1	0	4	0	2	1	1	3	1	1	2	1	1	1	2	0	2	1	0	1
Fairly positive impact	4	9	2	0	9	1	7	3	4	0	3	3	8	4	4	4	2	3	3	5	2	5
TOTAL POSITIVE IMPACT	5	11	3	0	13	1	9	4	5	3	4	4	10	5	5	5	4	3	5	6	2	6
No impact	19	37	7	15	40	6	35	23	14	12	13	25	25	18	20	19	21	16	16	19	13	23
Fairly negative impact	31	32	34	33	26	37	27	30	33	31	29	31	36	32	31	32	29	29	33	35	28	31
Very negative impact	36	12	52	43	13	53	18	35	38	43	44	33	23	39	33	35	33	49	34	33	50	33
TOTAL NEGATIVE IMPACT	67	44	86	76	39	90	45	65	71	74	73	64	59	71	64	67	62	78	67	68	78	64
Don't know	9	8	4	8	8	2	11	7	10	11	10	7	6	7	11	9	14	3	12	6	8	9

The UK's diplomatic influence in Europe

Very positive impact	1	2	1	0	1	0	1	1	1	1	1	1	1	1	1	1	1	1	2	1	0	1
Fairly positive impact	5	8	1	0	11	1	7	6	4	8	4	5	5	4	6	5	4	4	4	4	7	5
TOTAL POSITIVE IMPACT	6	10	2	0	12	1	8	7	5	9	5	6	6	5	7	6	5	5	6	5	7	6
No impact	15	23	5	9	29	6	26	17	12	11	10	18	21	12	18	15	9	13	15	16	8	17
Fairly negative impact	31	38	31	36	27	30	33	29	33	34	27	31	36	32	30	31	37	24	32	33	29	31
Very negative impact	34	15	55	44	13	56	16	38	30	34	41	33	24	40	27	33	31	46	30	32	44	31
TOTAL NEGATIVE IMPACT	65	53	86	80	40	86	49	67	63	68	68	64	60	72	57	64	68	70	62	65	73	62
Don't know	15	14	7	10	18	6	16	10	20	12	18	13	13	12	18	15	18	12	18	14	12	15

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Unweighted Sample	2121	374	621	232	273	906	803	965	1156	111	843	578	589	1344	777	1812	114	195	508	354	162	788	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

The UK's diplomatic influence across the wider world

Very positive impact	2	3	1	0	7	0	4	2	2	1	2	2	2	2	3	2	2	0	3	2	1	2
Fairly positive impact	8	19	2	3	22	3	16	10	7	6	6	10	11	9	7	9	1	6	8	8	7	11
TOTAL POSITIVE IMPACT	10	22	3	3	29	3	20	12	9	7	8	12	13	11	10	11	3	6	11	10	8	13
No impact	22	36	11	15	34	10	36	24	20	20	14	25	34	19	26	22	27	14	23	23	19	23
Fairly negative impact	28	26	34	41	14	38	17	27	30	34	28	27	28	30	26	28	31	33	28	31	23	28
Very negative impact	24	7	40	27	7	41	10	26	21	28	29	21	15	28	18	22	22	35	18	22	40	19
TOTAL NEGATIVE IMPACT	52	33	74	68	21	79	27	53	51	62	57	48	43	58	44	50	53	68	46	53	63	47
Don't know	16	10	11	13	16	8	17	10	21	12	21	15	11	12	21	16	17	12	20	14	11	17

The strength of the Union (i.e. whether Scotland, Wales and/or Northern Ireland want to remain in the UK)

Very positive impact	2	3	1	0	4	1	3	2	2	1	1	1	3	1	3	2	2	2	2	1	1	2
Fairly positive impact	5	9	2	1	10	2	7	7	3	6	3	5	7	5	6	5	4	4	5	3	8	6
TOTAL POSITIVE IMPACT	7	12	3	1	14	3	10	9	5	7	4	6	10	6	9	7	6	6	7	4	9	8
No impact	21	34	13	16	36	11	35	24	19	12	15	25	33	21	22	21	28	15	23	22	11	24
Fairly negative impact	31	36	33	36	25	40	26	29	33	29	29	33	33	33	29	32	22	28	32	33	35	29
Very negative impact	24	7	40	30	6	38	11	28	20	33	31	20	13	28	18	22	23	42	19	24	31	20
TOTAL NEGATIVE IMPACT	55	43	73	66	31	78	37	57	53	62	60	53	46	61	47	54	45	70	51	57	66	49
Don't know	17	12	11	17	19	8	18	11	23	20	20	16	11	13	23	18	22	9	19	16	14	19

British politics

Very positive impact	2	3	1	0	7	0	3	2	1	3	1	1	2	2	1	2	2	1	3	1	1	1
Fairly positive impact	10	22	2	5	19	3	18	11	9	8	7	10	15	9	11	10	9	5	10	11	10	11
TOTAL POSITIVE IMPACT	12	25	3	5	26	3	21	13	10	11	8	11	17	11	12	12	11	6	13	12	11	12
No impact	20	29	11	16	30	13	29	22	18	12	13	25	28	16	24	20	21	18	20	22	9	22
Fairly negative impact	27	24	33	34	17	34	19	23	32	36	27	23	28	30	23	27	21	31	27	29	28	26
Very negative impact	27	12	43	32	16	43	16	32	23	25	33	28	18	30	23	27	26	33	24	24	41	24
TOTAL NEGATIVE IMPACT	54	36	76	66	33	77	35	55	55	61	60	51	46	60	46	54	47	64	51	53	69	50
Don't know	14	11	9	13	12	7	16	10	18	16	18	13	9	12	17	14	22	12	16	13	11	15

The control that the UK has over its own laws

Very positive impact	6	13	3	3	14	2	10	8	4	6	5	5	9	6	5	6	3	4	7	6	4	6
Fairly positive impact	25	39	19	27	32	18	35	26	25	20	23	25	31	26	24	26	25	21	22	25	21	30
TOTAL POSITIVE IMPACT	31	52	22	30	46	20	45	34	29	26	28	30	40	32	29	32	28	25	29	31	25	36
No impact	35	26	43	37	28	46	27	39	30	35	32	39	34	36	33	35	33	36	36	40	39	30
Fairly negative impact	12	10	15	9	7	13	10	10	13	14	11	11	13	12	11	11	17	14	12	10	15	10
Very negative impact	9	6	9	7	11	10	8	9	8	6	10	8	9	8	9	8	6	12	7	9	9	9
TOTAL NEGATIVE IMPACT	21	16	24	16	18	23	18	19	21	20	21	19	22	20	20	19	23	26	19	19	24	19
Don't know	14	6	12	17	9	10	10	8	20	19	19	13	4	12	17	14	15	14	17	10	11	15

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%		
Crime																								
Very positive impact	1	1	0	1	2	0	1	1	0	2	1	1	1	1	1	1	1	2	1	0	0	1		
Fairly positive impact	3	3	1	1	7	1	4	4	2	2	3	3	3	3	3	3	1	2	4	3	2	3		
TOTAL POSITIVE IMPACT	4	4	1	2	9	1	5	5	2	4	4	4	4	4	4	4	2	4	5	3	2	4		
No impact	43	52	40	45	52	42	50	48	38	41	37	49	48	45	40	44	44	37	41	44	39	46		
Fairly negative impact	19	20	25	16	13	26	15	21	18	14	20	17	22	21	16	19	15	24	19	20	20	18		
Very negative impact	15	11	16	17	14	15	15	15	14	16	15	14	14	13	17	14	16	19	11	16	18	14		
TOTAL NEGATIVE IMPACT	34	31	41	33	27	41	30	36	32	30	35	31	36	34	33	33	31	43	30	36	38	32		
Don't know	20	13	18	20	12	16	15	12	27	25	24	16	12	17	23	20	23	17	24	17	21	18		
National security																								
Very positive impact	2	4	1	0	7	0	4	3	1	4	2	2	2	2	2	2	3	1	3	2	0	2		
Fairly positive impact	8	14	3	5	15	2	12	11	6	12	6	8	9	9	7	9	2	5	7	5	10	11		
TOTAL POSITIVE IMPACT	10	18	4	5	22	2	16	14	7	16	8	10	11	11	9	11	5	6	10	7	10	13		
No impact	30	42	19	25	40	23	40	33	27	22	26	33	36	28	31	30	32	26	26	35	21	33		
Fairly negative impact	17	24	36	28	13	39	16	27	26	27	27	24	29	28	25	26	28	33	27	27	32	23		
Very negative impact	25	7	24	19	12	22	12	17	14	10	17	16	13	16	14	14	15	21	14	15	16	14		
TOTAL NEGATIVE IMPACT	42	31	60	47	25	61	28	44	40	37	44	40	42	44	39	40	43	54	41	42	48	37		
Don't know	19	10	17	22	13	14	16	10	27	26	23	17	11	17	21	19	19	15	24	15	21	16		
The UK public finances																								
Very positive impact	1	3	1	0	5	0	3	2	1	4	1	1	2	2	1	2	2	0	3	1	0	1		
Fairly positive impact	7	16	2	1	16	2	13	7	6	1	5	7	12	6	7	7	4	5	7	9	5	7		
TOTAL POSITIVE IMPACT	8	19	3	1	21	2	16	9	7	5	6	8	14	8	8	9	6	5	10	10	5	8		
No impact	18	31	8	14	32	8	32	23	14	18	12	24	24	15	23	19	12	13	18	20	10	23		
Fairly negative impact	29	29	32	31	19	35	23	28	30	33	30	27	30	31	28	29	33	28	29	29	34	29		
Very negative impact	29	10	49	35	12	49	13	31	28	25	36	29	20	33	25	28	28	44	27	27	36	26		
TOTAL NEGATIVE IMPACT	58	39	81	66	31	84	36	59	58	58	66	56	50	64	53	57	61	72	56	56	70	55		
Don't know	15	12	9	18	15	6	16	9	20	19	17	12	11	13	17	15	20	10	16	14	14	14		
Yourself personally																								
Very positive impact	3	7	1	0	11	0	7	4	3	3	1	4	5	3	3	3	4	1	5	3	1	4		
Fairly positive impact	5	12	0	3	13	0	10	6	5	5	3	6	9	5	5	6	3	4	6	4	3	7		
TOTAL POSITIVE IMPACT	8	19	1	3	24	0	17	10	8	8	4	10	14	8	8	9	7	5	11	7	4	11		
No impact	38	53	25	34	52	22	57	39	36	35	29	42	49	32	45	38	38	35	37	48	22	39		
Fairly negative impact	30	19	42	35	12	47	13	29	30	32	36	26	21	35	23	29	33	32	28	23	45	27		
Very negative impact	15	5	25	20	5	27	5	16	15	14	18	14	13	17	14	15	13	23	13	16	18	15		
TOTAL NEGATIVE IMPACT	45	24	67	55	17	74	18	45	45	46	54	40	34	52	37	44	46	55	41	39	63	42		
Don't know	9	4	6	7	7	4	7	7	11	12	11	9	3	8	10	9	9	6	11	6	12	8		

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

Tourism from Europe to the UK

Very positive impact	1	1	1	0	2	0	2	1	1	0	1	1	1	0	1	1	0	0	2	1	0	1
Fairly positive impact	5	9	2	2	7	1	7	6	5	8	3	5	9	4	7	5	5	7	4	4	6	6
TOTAL POSITIVE IMPACT	6	10	3	2	9	1	9	7	6	8	4	6	10	4	8	6	5	7	6	5	6	7
No impact	31	49	21	24	52	20	50	33	29	17	24	41	40	30	32	32	29	25	30	37	23	34
Fairly negative impact	29	25	36	38	18	43	16	30	28	33	32	23	29	32	26	29	32	28	26	30	35	29
Very negative impact	16	6	26	17	4	24	7	17	15	20	20	15	9	18	14	15	14	26	13	16	18	15
TOTAL NEGATIVE IMPACT	45	31	62	55	22	67	23	47	43	53	52	38	38	50	40	44	46	54	39	46	53	44
Don't know	17	10	14	20	17	11	18	13	22	22	21	15	12	15	20	18	21	14	24	12	17	16

Tourism for Britons travelling to Europe

Very positive impact	1	1	1	0	4	0	2	1	1	1	1	1	1	1	1	1	0	0	2	1	0	0
Fairly positive impact	4	6	2	2	8	1	5	5	3	7	3	3	5	3	5	4	2	3	4	2	5	5
TOTAL POSITIVE IMPACT	5	7	3	2	12	1	7	6	4	8	4	4	6	4	6	5	2	3	6	3	5	5
No impact	23	37	14	22	35	14	39	25	22	12	18	29	31	21	27	24	27	17	24	26	19	24
Fairly negative impact	37	36	42	37	32	45	29	35	38	44	36	34	38	39	34	36	38	40	33	38	40	36
Very negative impact	24	13	35	30	7	36	11	24	23	27	28	21	18	27	20	23	20	29	23	23	25	24
TOTAL NEGATIVE IMPACT	61	49	77	67	39	81	40	59	61	71	64	55	56	66	54	59	58	69	56	61	65	60
Don't know	11	7	6	9	15	4	14	10	12	8	14	11	7	9	14	11	12	10	13	9	11	11

*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.