

# YouGov Survey Results

Sample Size: 2032 GB Adults  
Fieldwork: 23rd - 24th July 2024

	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	
<b>Weighted Sample</b>	<b>2032</b>	366	522	187	219	716	757	983	1049	213	839	502	477	1158	874	1758	98	177	482	333	246	697	
<b>Unweighted Sample</b>	<b>2032</b>	299	592	234	289	842	736	932	1100	147	864	519	502	1236	796	1736	109	187	495	344	197	700	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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	53	68	64	44	68	54	47	67	43	57	59	63	58	56	57	66	57	56	53	59	
Cost of living	49	34	59	52	30	51	40	43	55	63	58	46	30	50	48	48	50	54	48	49	49	49
Immigration & Asylum	37	63	17	21	83	21	64	42	34	17	26	47	57	30	47	38	39	31	40	41	27	39
The economy	30	34	37	33	19	35	25	35	25	32	33	26	27	34	25	29	37	34	30	31	32	27
Crime, law and order	21	27	13	16	41	16	29	22	21	16	18	22	28	20	23	22	16	13	24	22	26	20
The environment and climate change	19	9	25	34	4	30	10	19	20	19	21	21	15	23	14	19	18	24	16	18	21	21
Housing	17	7	18	22	11	18	10	17	16	24	19	14	11	17	16	17	15	18	13	14	25	17
Defence and security	13	25	7	13	22	10	21	16	10	6	8	15	23	14	12	13	16	13	11	14	8	15
Education	7	3	10	12	1	10	4	5	9	9	8	7	4	8	5	7	7	8	6	9	4	7
Britain's relationship with the EU	7	3	12	13	1	12	3	8	6	5	7	9	6	9	5	7	5	10	5	7	9	7
Tax	5	11	4	2	6	4	5	7	4	8	6	4	5	5	6	6	0	2	5	6	7	6
Pensions	4	8	3	4	7	3	8	4	4	0	2	4	11	3	5	4	2	5	6	4	4	4
Welfare benefits	4	4	4	1	5	3	5	4	5	4	4	6	4	3	6	4	2	3	5	4	4	4
Family life & childcare	3	1	5	3	0	4	1	2	4	1	5	1	1	4	2	3	1	3	3	4	3	2
Transport	2	1	2	2	1	2	1	3	1	4	3	1	1	2	2	2	2	2	2	1	3	2
None of these	0	0	0	0	1	0	0	0	0	0	0	1	0	0	1	0	0	1	1	0	0	0
Don't know	2	0	1	0	0	1	1	2	2	9	2	1	1	1	4	2	0	1	4	1	2	2

If the 2016 referendum on UK membership of the European Union was being held now, how would you vote?

Leave the EU	32	65	10	14	83	5	73	38	27	12	20	38	57	27	39	34	26	21	32	38	24	35
Remain in the EU	53	29	81	81	11	91	16	51	56	67	63	51	33	61	43	52	58	65	50	49	64	51
Would not vote	8	2	2	1	1	1	4	7	8	10	9	7	5	5	11	7	9	7	10	8	8	6
Don't know	7	5	7	5	4	3	8	5	9	11	8	4	5	7	7	7	7	7	8	5	5	8

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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	
<b>Weighted Sample</b>	<b>2032</b>	366	522	187	219	716	757	983	1049	213	839	502	477	1158	874	1758	98	177	482	333	246	697	
<b>Unweighted Sample</b>	<b>2032</b>	299	592	234	289	842	736	932	1100	147	864	519	502	1236	796	1736	109	187	495	344	197	700	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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	<b>48</b>	20	75	72	9	81	15	47	50	57	60	46	27	56	38	47	57	59	45	45	57	45
Against joining the EU	<b>33</b>	69	10	19	84	10	69	39	28	17	21	38	58	29	40	35	25	25	32	40	26	37
Would not vote	<b>8</b>	2	4	0	2	2	6	7	8	11	8	7	6	5	11	8	8	7	11	6	9	6
Don't know	<b>11</b>	8	11	9	4	7	10	7	14	15	11	9	9	10	11	11	10	8	12	10	8	12

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

		2-3 Jan	23-24 Jul																				
Strongly support	33	<b>36</b>	12	57	53	4	65	10	35	37	36	44	38	21	43	28	35	41	49	33	32	47	33
Somewhat support	18	<b>17</b>	12	21	23	6	19	9	16	18	28	19	14	12	18	16	17	14	14	18	16	17	18
<b>TOTAL SUPPORT</b>	<b>51</b>	<b>53</b>	<b>24</b>	<b>78</b>	<b>76</b>	<b>10</b>	<b>84</b>	<b>19</b>	<b>51</b>	<b>55</b>	<b>64</b>	<b>63</b>	<b>52</b>	<b>33</b>	<b>61</b>	<b>44</b>	<b>52</b>	<b>55</b>	<b>63</b>	<b>51</b>	<b>48</b>	<b>64</b>	<b>51</b>
Somewhat oppose	11	<b>9</b>	12	6	11	9	5	13	9	8	6	8	8	11	9	9	9	8	7	8	8	10	10
Strongly oppose	25	<b>27</b>	58	6	10	75	6	59	32	22	11	16	33	48	22	33	28	22	19	28	32	18	30
<b>TOTAL OPPOSE</b>	<b>36</b>	<b>36</b>	<b>70</b>	<b>12</b>	<b>21</b>	<b>84</b>	<b>11</b>	<b>72</b>	<b>41</b>	<b>30</b>	<b>17</b>	<b>24</b>	<b>41</b>	<b>59</b>	<b>31</b>	<b>42</b>	<b>37</b>	<b>30</b>	<b>26</b>	<b>36</b>	<b>40</b>	<b>28</b>	<b>40</b>
Don't know	13	<b>11</b>	6	9	3	5	5	8	8	14	18	13	7	8	9	13	11	15	11	14	11	8	9

Britain rejoining the Single Market

Strongly support	23	<b>28</b>	12	45	46	6	51	9	34	22	21	32	31	19	33	20	26	27	39	24	22	39	26
Somewhat support	19	<b>20</b>	22	23	19	19	21	20	21	19	21	18	21	22	20	19	21	22	14	23	23	19	18
<b>TOTAL SUPPORT</b>	<b>42</b>	<b>48</b>	<b>34</b>	<b>68</b>	<b>65</b>	<b>25</b>	<b>72</b>	<b>29</b>	<b>55</b>	<b>41</b>	<b>42</b>	<b>50</b>	<b>52</b>	<b>41</b>	<b>53</b>	<b>39</b>	<b>47</b>	<b>49</b>	<b>53</b>	<b>47</b>	<b>45</b>	<b>58</b>	<b>44</b>
Somewhat oppose	10	<b>10</b>	16	5	12	16	6	16	11	9	5	8	11	14	9	12	10	5	8	10	10	8	12
Strongly oppose	12	<b>15</b>	33	2	6	44	4	34	19	11	2	9	19	28	13	19	16	13	11	15	17	10	18
<b>TOTAL OPPOSE</b>	<b>22</b>	<b>25</b>	<b>49</b>	<b>7</b>	<b>18</b>	<b>60</b>	<b>10</b>	<b>50</b>	<b>30</b>	<b>20</b>	<b>7</b>	<b>17</b>	<b>30</b>	<b>42</b>	<b>22</b>	<b>31</b>	<b>26</b>	<b>18</b>	<b>19</b>	<b>25</b>	<b>27</b>	<b>18</b>	<b>30</b>
Don't know	36	<b>27</b>	17	24	18	15	18	21	15	38	52	33	17	17	25	30	27	33	29	29	28	24	26

Britain rejoining the Customs Union

Strongly support	x	<b>29</b>	12	48	46	4	54	8	34	24	22	35	30	19	35	20	28	26	38	24	24	41	28
Somewhat support	x	<b>20</b>	24	23	21	18	20	21	23	18	18	20	21	21	21	20	21	21	17	20	20	22	21
<b>TOTAL SUPPORT</b>	<b>x</b>	<b>49</b>	<b>36</b>	<b>71</b>	<b>67</b>	<b>22</b>	<b>74</b>	<b>29</b>	<b>57</b>	<b>42</b>	<b>40</b>	<b>55</b>	<b>51</b>	<b>40</b>	<b>56</b>	<b>40</b>	<b>49</b>	<b>47</b>	<b>55</b>	<b>44</b>	<b>44</b>	<b>63</b>	<b>49</b>
Somewhat oppose	x	<b>7</b>	14	4	8	12	3	13	7	7	4	5	8	12	7	8	7	4	6	8	8	4	8
Strongly oppose	x	<b>13</b>	28	2	5	44	3	31	17	10	3	7	17	26	11	16	14	14	10	14	15	8	15
<b>TOTAL OPPOSE</b>	<b>x</b>	<b>20</b>	<b>42</b>	<b>6</b>	<b>13</b>	<b>56</b>	<b>6</b>	<b>44</b>	<b>24</b>	<b>17</b>	<b>7</b>	<b>12</b>	<b>25</b>	<b>38</b>	<b>18</b>	<b>24</b>	<b>21</b>	<b>18</b>	<b>16</b>	<b>22</b>	<b>23</b>	<b>12</b>	<b>23</b>
Don't know	x	<b>31</b>	21	24	20	22	20	26	19	41	52	34	24	23	26	36	31	34	29	35	33	24	29

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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	x	22	18	31	31	13	32	14	26	19	23	23	22	21	25	18	22	22	22	19	21	30	22
Somewhat support	x	41	48	39	50	39	38	47	42	40	41	38	41	45	42	39	41	42	36	42	37	41	43
<b>TOTAL SUPPORT</b>	<b>x</b>	<b>63</b>	<b>66</b>	<b>70</b>	<b>81</b>	<b>52</b>	<b>70</b>	<b>61</b>	<b>68</b>	<b>59</b>	<b>64</b>	<b>61</b>	<b>63</b>	<b>66</b>	<b>67</b>	<b>57</b>	<b>63</b>	<b>64</b>	<b>58</b>	<b>61</b>	<b>58</b>	<b>71</b>	<b>65</b>
Somewhat oppose	x	10	13	11	5	14	10	13	11	9	4	10	14	9	10	9	10	7	12	8	12	10	10
Strongly oppose	x	7	10	4	3	21	4	13	9	6	3	6	9	11	5	10	7	10	8	9	7	4	7
<b>TOTAL OPPOSE</b>	<b>x</b>	<b>17</b>	<b>23</b>	<b>15</b>	<b>8</b>	<b>35</b>	<b>14</b>	<b>26</b>	<b>20</b>	<b>15</b>	<b>7</b>	<b>16</b>	<b>23</b>	<b>20</b>	<b>15</b>	<b>19</b>	<b>17</b>	<b>17</b>	<b>20</b>	<b>17</b>	<b>19</b>	<b>14</b>	<b>17</b>
Don't know	x	20	11	16	11	13	16	14	13	26	28	24	14	15	17	23	19	20	23	22	23	15	18

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

Strongly support	6	6	11	3	3	13	3	11	7	4	1	4	7	8	5	6	6	6	5	6	6	3	6
Somewhat support	25	23	43	11	17	41	11	39	25	22	21	17	24	35	20	27	24	15	14	22	25	24	26
<b>TOTAL SUPPORT</b>	<b>31</b>	<b>29</b>	<b>54</b>	<b>14</b>	<b>20</b>	<b>54</b>	<b>14</b>	<b>50</b>	<b>32</b>	<b>26</b>	<b>22</b>	<b>21</b>	<b>31</b>	<b>43</b>	<b>25</b>	<b>33</b>	<b>30</b>	<b>21</b>	<b>19</b>	<b>28</b>	<b>31</b>	<b>27</b>	<b>32</b>
Somewhat oppose	25	27	21	36	33	21	35	18	26	27	31	27	28	22	29	23	26	35	28	26	24	26	27
Strongly oppose	19	23	7	32	35	12	38	10	25	21	27	26	24	16	27	18	22	23	30	20	22	29	22
<b>TOTAL OPPOSE</b>	<b>44</b>	<b>50</b>	<b>28</b>	<b>68</b>	<b>68</b>	<b>33</b>	<b>73</b>	<b>28</b>	<b>51</b>	<b>48</b>	<b>58</b>	<b>53</b>	<b>52</b>	<b>38</b>	<b>56</b>	<b>41</b>	<b>48</b>	<b>58</b>	<b>58</b>	<b>46</b>	<b>46</b>	<b>55</b>	<b>49</b>
Don't know	25	22	19	17	13	13	13	22	17	26	21	26	17	19	19	25	22	21	23	26	23	18	19

**Britain further loosening ties with the European Union**

Strongly support	11	8	14	2	3	31	2	18	11	6	2	5	11	14	6	12	9	4	8	9	11	7	8
Somewhat support	17	14	27	5	6	31	5	25	16	12	8	10	15	23	13	16	14	15	10	12	12	12	18
<b>TOTAL SUPPORT</b>	<b>28</b>	<b>22</b>	<b>41</b>	<b>7</b>	<b>9</b>	<b>62</b>	<b>7</b>	<b>43</b>	<b>27</b>	<b>18</b>	<b>10</b>	<b>15</b>	<b>26</b>	<b>37</b>	<b>19</b>	<b>28</b>	<b>23</b>	<b>19</b>	<b>18</b>	<b>21</b>	<b>23</b>	<b>19</b>	<b>26</b>
Somewhat oppose	21	19	20	20	23	16	16	22	19	19	23	18	18	20	17	22	20	16	15	21	21	19	18
Strongly oppose	33	40	18	62	62	9	70	13	41	40	47	47	42	25	50	28	39	48	47	37	38	47	39
<b>TOTAL OPPOSE</b>	<b>54</b>	<b>59</b>	<b>38</b>	<b>82</b>	<b>85</b>	<b>25</b>	<b>86</b>	<b>35</b>	<b>60</b>	<b>59</b>	<b>70</b>	<b>65</b>	<b>60</b>	<b>45</b>	<b>67</b>	<b>50</b>	<b>59</b>	<b>64</b>	<b>62</b>	<b>58</b>	<b>59</b>	<b>66</b>	<b>57</b>
Don't know	19	18	21	11	7	14	6	22	13	23	20	20	14	19	15	22	18	17	21	21	18	14	17

**And regardless of how you feel about each option, do you think that Labour's recent election victory does or does not give the Labour government a mandate to...  
Bring Britain back into the European Union**

Does give a mandate to do this	21	12	27	25	10	28	13	20	22	23	24	19	15	21	20	21	15	23	19	20	25	21
Does not give a mandate to do this	51	73	47	53	75	48	67	60	43	35	42	59	65	53	48	52	53	45	50	52	48	54
Don't know	28	16	26	22	14	24	19	20	35	42	33	21	20	26	31	27	33	32	30	28	27	25

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<b>Weighted Sample</b>	<b>2032</b>	<b>366</b>	<b>522</b>	<b>187</b>	<b>219</b>	<b>716</b>	<b>757</b>	<b>983</b>	<b>1049</b>	<b>213</b>	<b>839</b>	<b>502</b>	<b>477</b>	<b>1158</b>	<b>874</b>	<b>1758</b>	<b>98</b>	<b>177</b>	<b>482</b>	<b>333</b>	<b>246</b>	<b>697</b>
<b>Unweighted Sample</b>	<b>2032</b>	<b>299</b>	<b>592</b>	<b>234</b>	<b>289</b>	<b>842</b>	<b>736</b>	<b>932</b>	<b>1100</b>	<b>147</b>	<b>864</b>	<b>519</b>	<b>502</b>	<b>1236</b>	<b>796</b>	<b>1736</b>	<b>109</b>	<b>187</b>	<b>495</b>	<b>344</b>	<b>197</b>	<b>700</b>
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
<b>Bring Britain back into the Single Market</b>																						
Does give a mandate to do this	<b>24</b>	16	34	35	15	32	19	25	23	22	27	26	19	27	21	24	20	25	22	26	27	24
Does not give a mandate to do this	<b>40</b>	63	30	37	64	36	54	49	32	27	30	48	54	40	39	40	41	36	40	38	36	43
Don't know	<b>36</b>	21	35	29	21	32	27	26	45	51	43	27	26	33	40	35	38	39	38	36	37	33
<b>Bring Britain back into the Customs Union</b>																						
Does give a mandate to do this	<b>25</b>	15	36	35	14	33	18	27	23	23	28	26	19	28	21	25	20	28	22	26	29	24
Does not give a mandate to do this	<b>38</b>	61	28	34	64	34	52	46	30	24	28	46	52	38	37	38	40	33	39	36	32	40
Don't know	<b>38</b>	24	37	31	22	33	30	27	47	52	44	29	29	34	42	37	41	39	39	38	39	35
<b>Bring Britain into a closer relationship with the European Union, without rejoining the European Union, the Single Market, or the Customs Union</b>																						
Does give a mandate to do this	<b>45</b>	34	60	61	37	57	36	50	40	50	45	48	40	50	39	45	41	46	44	41	51	45
Does not give a mandate to do this	<b>21</b>	38	11	15	43	14	36	24	19	11	15	26	32	20	24	22	21	16	20	26	15	24
Don't know	<b>34</b>	28	29	24	21	29	28	25	41	39	40	26	28	31	37	33	37	38	35	33	35	31
<b>Keep Britain's current relationship with the European Union as it is</b>																						
Does give a mandate to do this	<b>40</b>	50	37	48	53	40	48	45	35	29	39	44	42	40	39	40	36	37	41	37	39	42
Does not give a mandate to do this	<b>23</b>	24	28	23	20	28	21	27	20	22	20	25	27	24	21	24	19	19	20	26	25	25
Don't know	<b>37</b>	26	35	29	27	32	31	29	45	48	42	31	31	35	40	36	46	44	39	38	36	33
<b>Further loosen ties with the European Union</b>																						
Does give a mandate to do this	<b>19</b>	23	15	14	35	14	27	22	15	12	18	22	19	18	20	19	17	21	18	19	20	19
Does not give a mandate to do this	<b>44</b>	45	55	58	31	56	39	48	40	40	41	46	48	49	37	44	42	39	42	46	42	46
Don't know	<b>37</b>	32	30	27	33	29	34	29	45	47	41	31	33	33	43	37	42	40	40	35	38	35
<b>In hindsight, do you think Britain was right or wrong to vote to leave the European Union?</b>																						
Right to leave	<b>34</b>	67	11	15	84	6	72	38	29	18	21	39	58	28	41	35	26	22	35	39	28	36
Wrong to leave	<b>55</b>	28	82	81	11	90	18	53	57	64	65	55	35	62	46	54	60	64	54	51	62	53
Don't know	<b>11</b>	5	8	4	4	4	9	8	13	18	14	6	7	9	13	10	15	14	11	10	10	10
<b>And so far, do you think that Brexit has been more of a success or more of a failure?</b>																						
More of a success	<b>12</b>	32	2	4	27	3	28	15	10	5	5	15	25	9	16	13	10	8	12	14	8	15
More of a failure	<b>62</b>	31	86	84	28	88	33	61	62	73	70	60	44	68	53	61	66	69	59	59	69	60
Neither	<b>19</b>	32	10	8	40	7	34	19	20	9	17	22	25	17	22	19	22	16	20	22	16	19
Don't know	<b>6</b>	5	2	3	5	2	6	6	7	13	8	3	5	5	8	7	3	7	8	6	7	6

Sample Size: 2032 GB Adults  
Fieldwork: 23rd - 24th July 2024

	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	
<b>Weighted Sample</b>	<b>2032</b>	366	522	187	219	716	757	983	1049	213	839	502	477	1158	874	1758	98	177	482	333	246	697	
<b>Unweighted Sample</b>	<b>2032</b>	299	592	234	289	842	736	932	1100	147	864	519	502	1236	796	1736	109	187	495	344	197	700	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**Which of the following comes closest to your view?**

*[Asked only to those who think Brexit has been more of a failure; n=1315]*

- Brexit was always going to be a failure, and there was nothing any government could do to make it a success
- Brexit had the potential to be a success but the implementation of it by this and/or previous governments made it a fail
- Neither of these
- Don't know

<b>60</b>	49	70	63	15	78	19	62	59	57	65	61	49	66	51	59	57	71	59	59	67	57
<b>29</b>	46	23	27	76	16	71	32	27	32	25	30	41	26	34	30	29	21	30	31	24	33
<b>5</b>	5	4	7	7	4	6	3	7	4	5	5	6	3	7	5	5	4	5	5	7	4
<b>5</b>	0	2	2	2	2	5	3	7	8	5	5	4	4	7	5	9	3	6	5	3	6

*\*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.*