

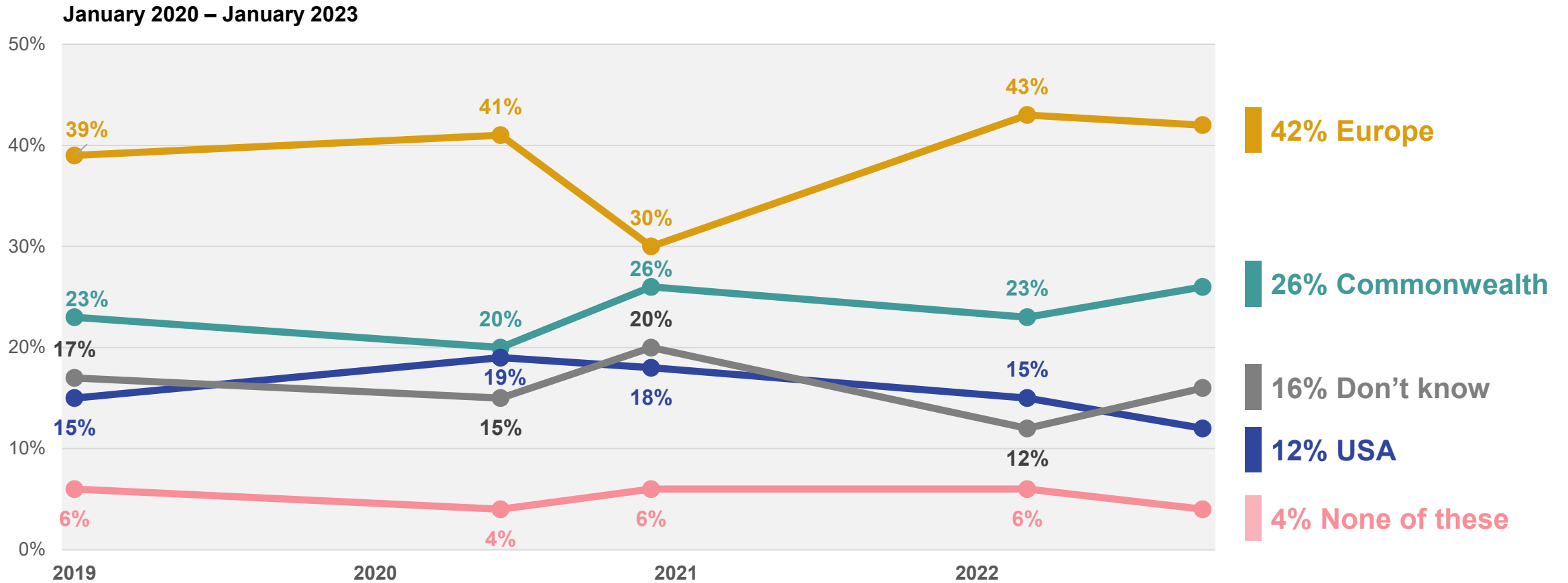
# **IPSOS UK Brexit polling: 3 years on from leaving the EU**

**January 2023**



# Two in five say Europe is Britain's most important relationship – little changed since June 2022

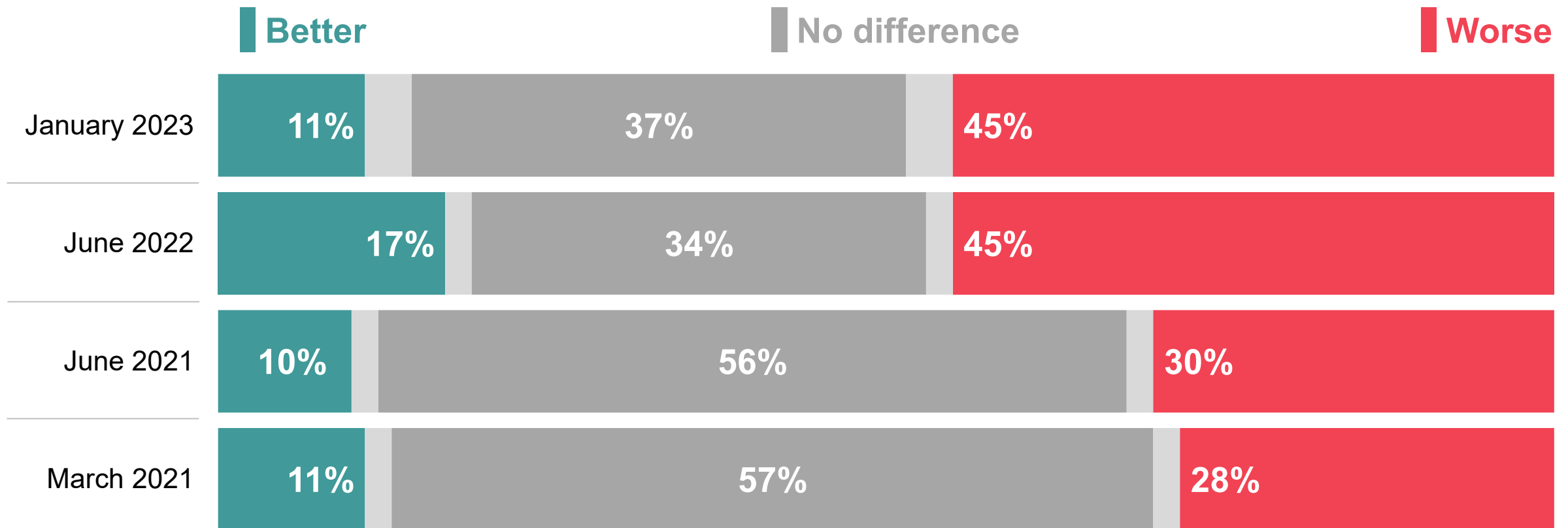
Which of these, if any – Europe, the Commonwealth or the United States of America – is the most important to Britain?



Base: 1,000 Online British adults aged 18-75, 25<sup>th</sup> – 26<sup>th</sup> January 2023

# Just under half think Brexit has made their daily life worse, while only one in ten say it has bettered it

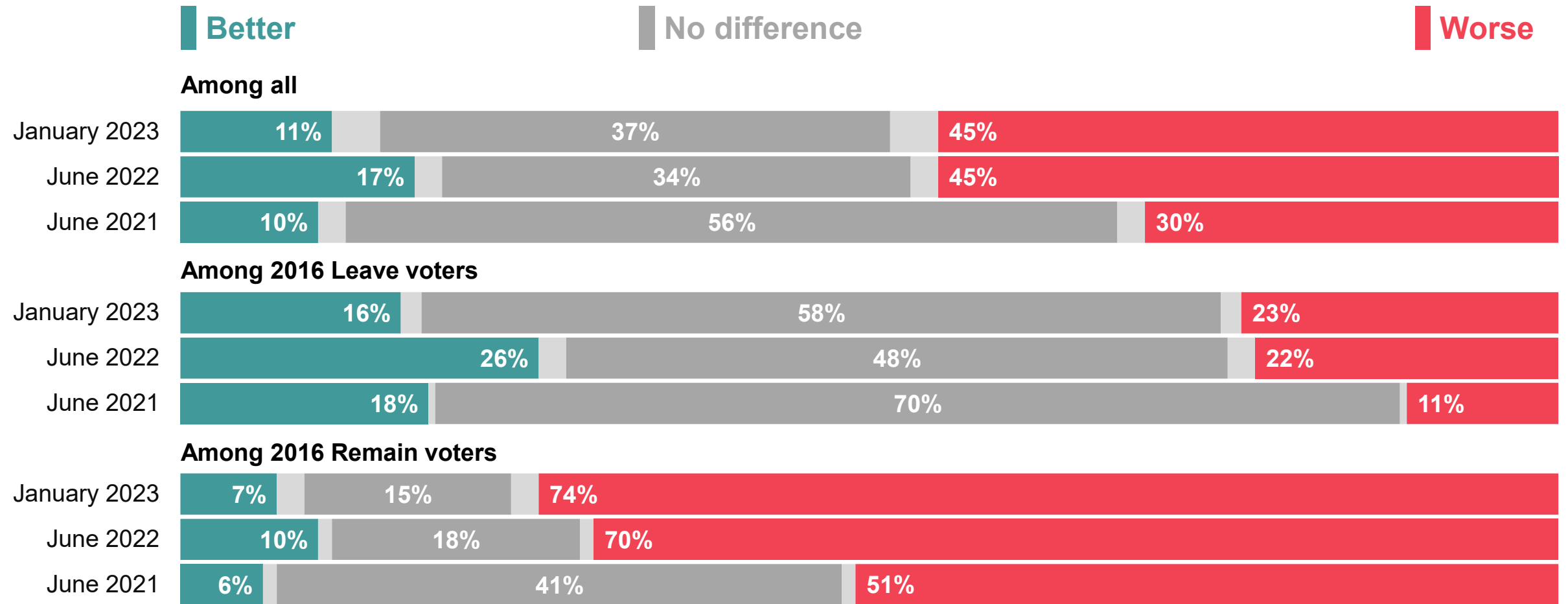
To what extent has Britain's exit from the EU made your daily life better or worse, or has it made no difference?



Base: 1,000 Online British adults aged 18-75, 25<sup>th</sup> – 26<sup>th</sup> January 2023

# Three in four 2016 Remain voters think Brexit has made daily life worse, while six in ten Leave voters say it has made no difference

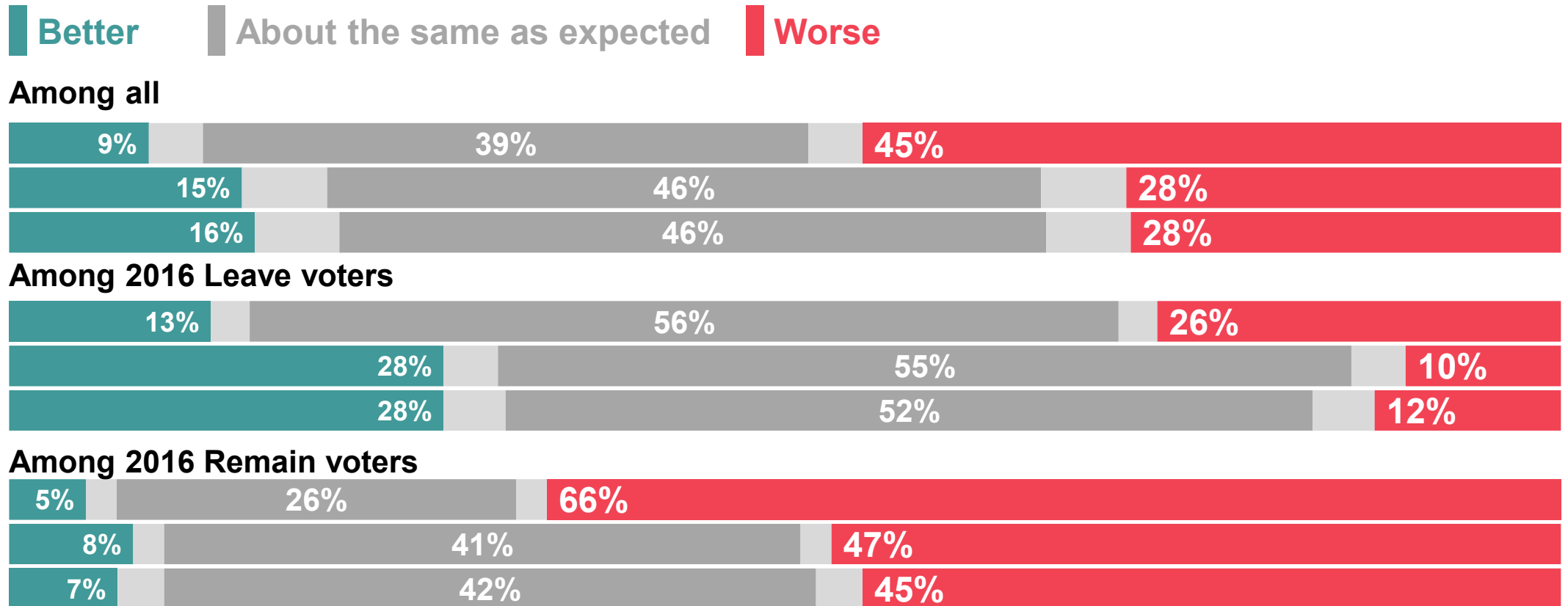
To what extent has Britain's exit from the EU made your daily life better or worse, or has it made no difference?



Base: 1,000 Online British adults aged 18-75, 25<sup>th</sup> – 26<sup>th</sup> January 2023, including Leave voters (356) and Remain voters (453)

# Some 45% think Brexit is going worse expected, up from 29% in June 2021

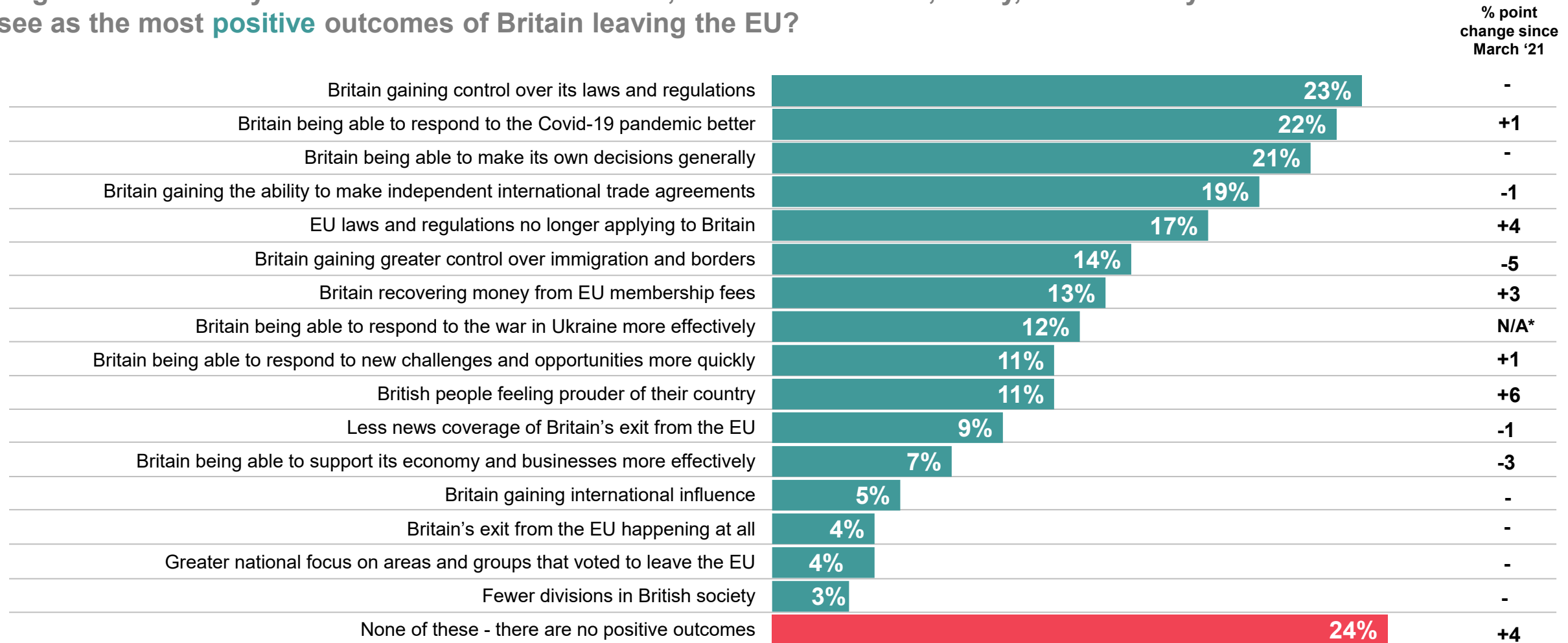
Regardless of how you voted in the EU referendum, do you believe Britain's exit from the EU is working out better or worse, or about the same as you expected?



Base: 1,000 Online British adults aged 18-75, 25<sup>th</sup> – 26<sup>th</sup> January 2023, including Leave voters (356) and Remain voters (453)

# The top positive outcomes of leaving the EU are thought to be Britain gaining control over its laws and regulations and being able to respond to the Covid pandemic more effectively

Regardless of how you voted in the EU referendum, which two or three, if any, of these do you see as the most **positive** outcomes of Britain leaving the EU?



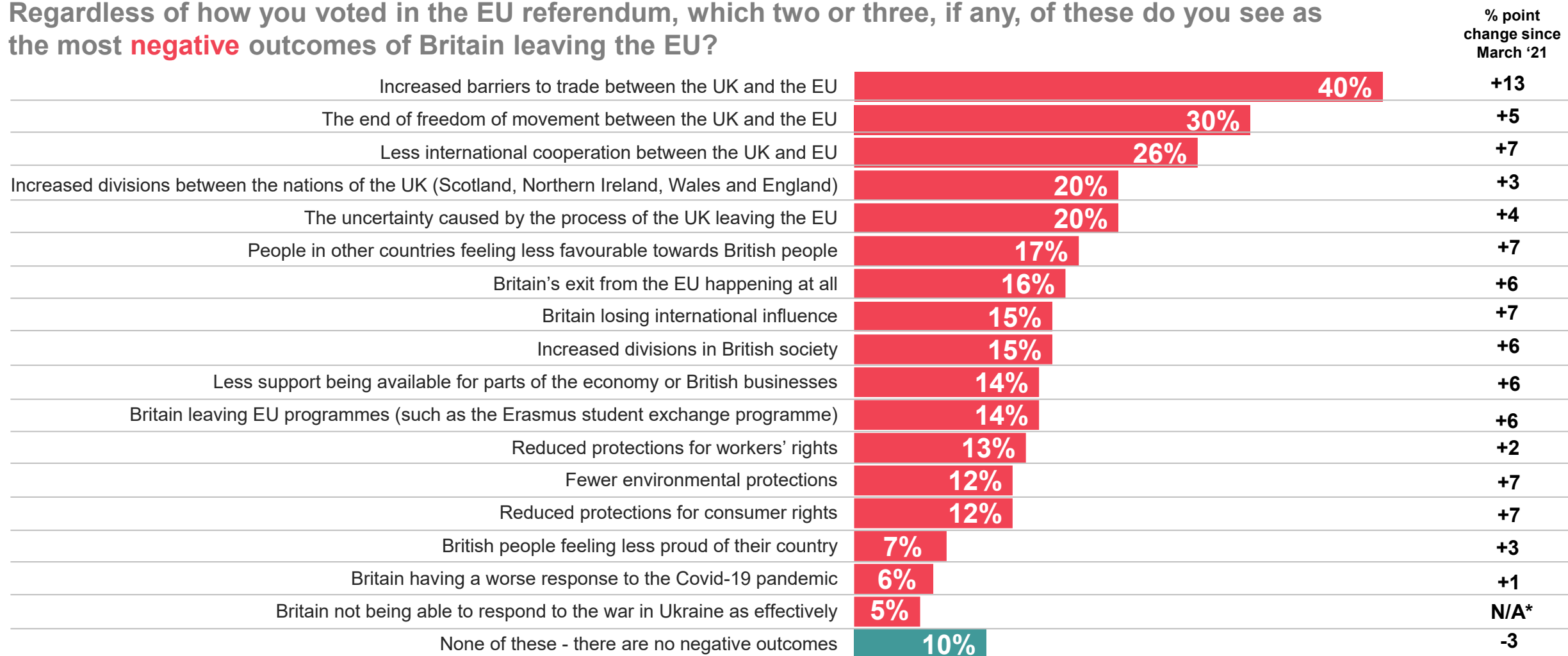
Base: 1,000 Online British adults aged 18-75, 25<sup>th</sup> – 26<sup>th</sup> January 2023

N/A\* - not asked in the March 2021 survey



# The top negative outcome of Brexit is thought to be increased barriers to trade between the UK and EU

Regardless of how you voted in the EU referendum, which two or three, if any, of these do you see as the most **negative** outcomes of Britain leaving the EU?



Base: 2,385 Online British adults aged 16+, 12 – 15 March 2021

\*

Base: 1,000 Online British adults aged 18-75, 25<sup>th</sup> – 26<sup>th</sup> January 2023

N/A\* - not asked in the March 2021 survey

# Few believe negotiations over Britain's future relationship with the EU are over – though has been a fall in those who think there are still many important issues to finalise

Which of the statements below, if any, is closest to your opinion about the future relationship between the UK and the EU over the next few years?

Britain's future relationship with the EU is now mostly decided, and will hardly change over the next few years

The broad outlines of Britain's future relationship with the EU will not change much over the next few years, but there are still some important areas left to decide

There are still many important issues to finalise in Britain's future relationship with the EU, which will mean lots more negotiations over the next few years

## January 2023



## June 2021



## March 2021



Base: 1,000 Online British adults aged 18-75, 25<sup>th</sup> – 26<sup>th</sup> January 2023



# Over four in five think it is important for Britain to maintain a close relationship with the EU

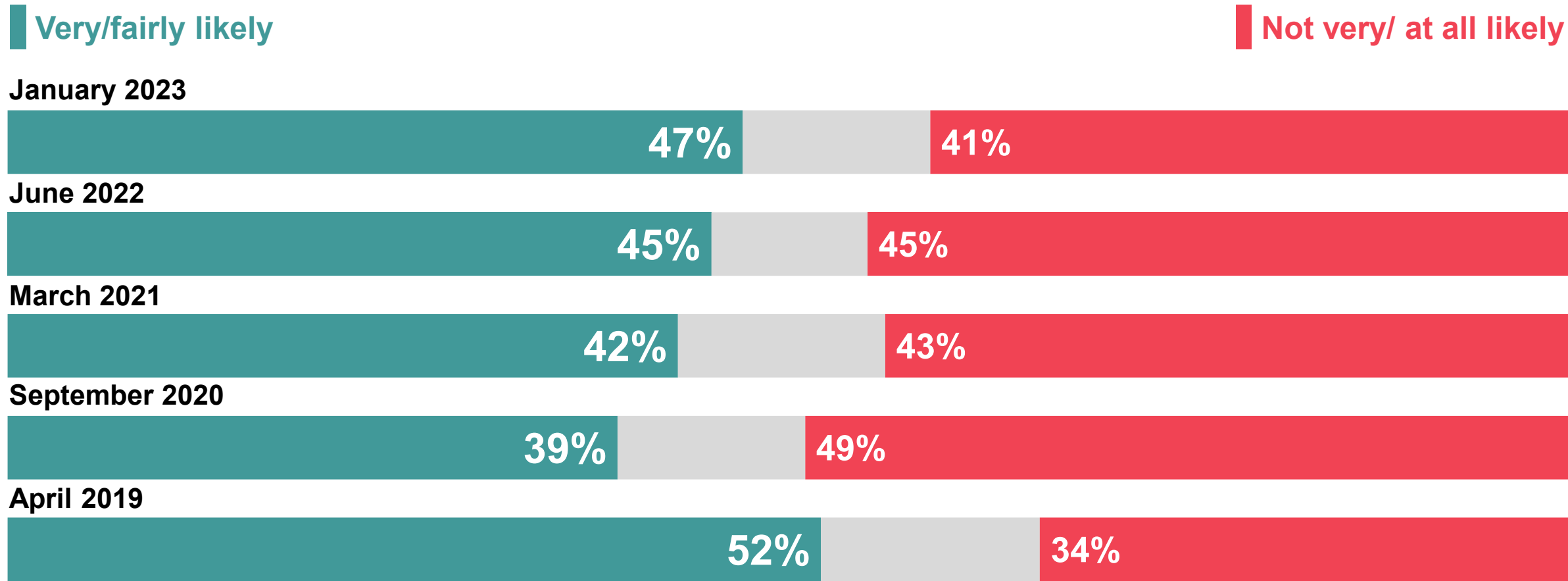
Now Britain has left the European Union, how important, if at all, do you think it will be for Britain to maintain a close relationship with the EU?



Base: 1,000 Online British adults aged 18-75, 25<sup>th</sup> – 26<sup>th</sup> January 2023

# But only half think a close relationship between Britain and the EU is likely – though this has been slowly improving since 2020

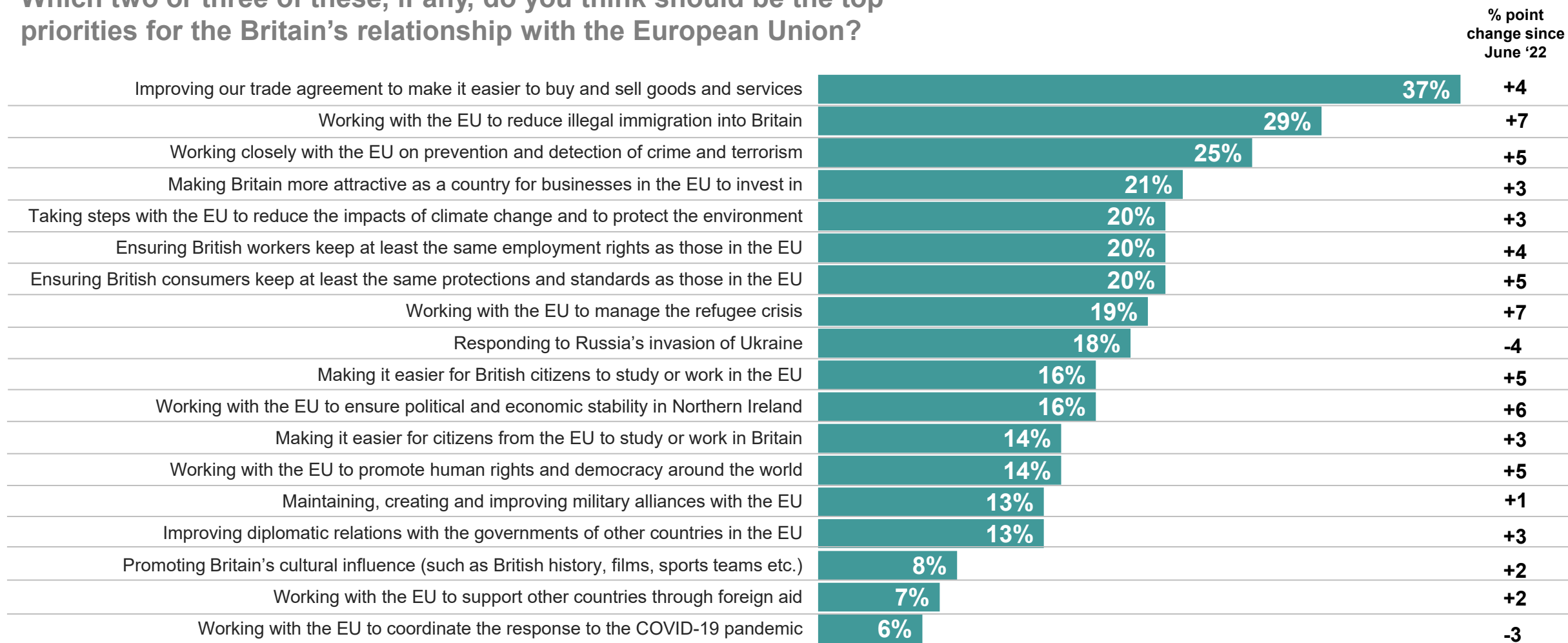
And how likely, if at all, do you think it is that Britain and the EU will have a close relationship now Britain has left?



Base: 1,000 Online British adults aged 18-75, 25<sup>th</sup> – 26<sup>th</sup> January 2023

# Improving trade arrangements with the EU is the top priority for Britons, followed by immigration and security

Which two or three of these, if any, do you think should be the top priorities for the Britain's relationship with the European Union?

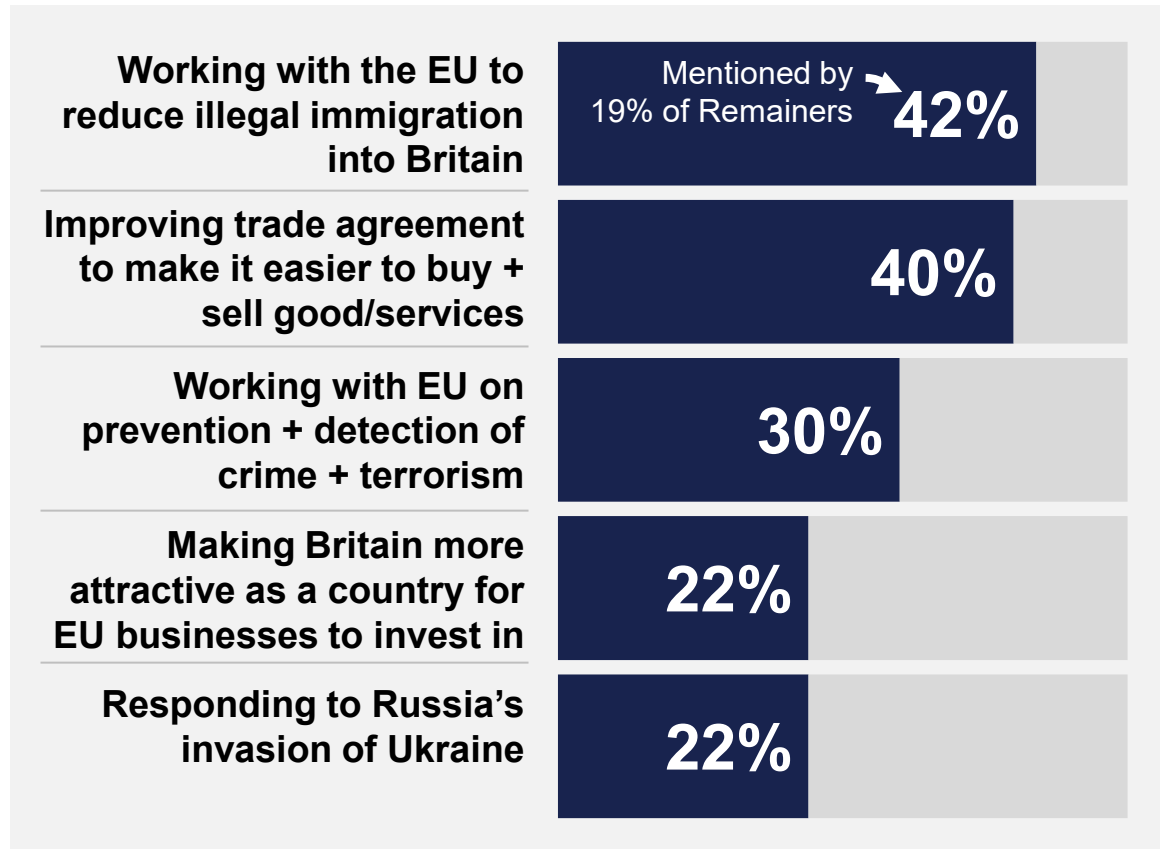


Base: 1,000 Online British adults aged 18-75, 25<sup>th</sup> – 26<sup>th</sup> January 2023

# Trade is a priority for both sides of the referendum divide, but immigration much more important to Leavers

And which two or three of these, if any, do you think should be the top priorities for Britain's relationship with the European Union?

## Top five priorities for 2016 Leave voters



## Top five priorities for 2016 Remain voters



Base: 1,000 Online British adults aged 18-75, 25<sup>th</sup> – 26<sup>th</sup> January 2023

# Ipsos

## For more information

Kelly Beaver MBE  
CEO, Ipsos UK & Ireland  
[kelly.beaver@ipsos.com](mailto:kelly.beaver@ipsos.com)

Gideon Skinner  
Research Director  
[gideon.skinner@ipsos.com](mailto:gideon.skinner@ipsos.com)

Cameron Garrett  
Research Manager  
[cameron.garrett@ipsos.com](mailto:cameron.garrett@ipsos.com)

Laura King  
Graduate Research Executive  
[laura.king@ipsos.com](mailto:laura.king@ipsos.com)

