

Ipsos Britain and the EU

January 2025



Just over half of British adults continue to think that the UK's decision to leave the EU was the wrong decision

Do you think that the UK's decision to leave the European Union was the right or wrong decision for the United Kingdom?

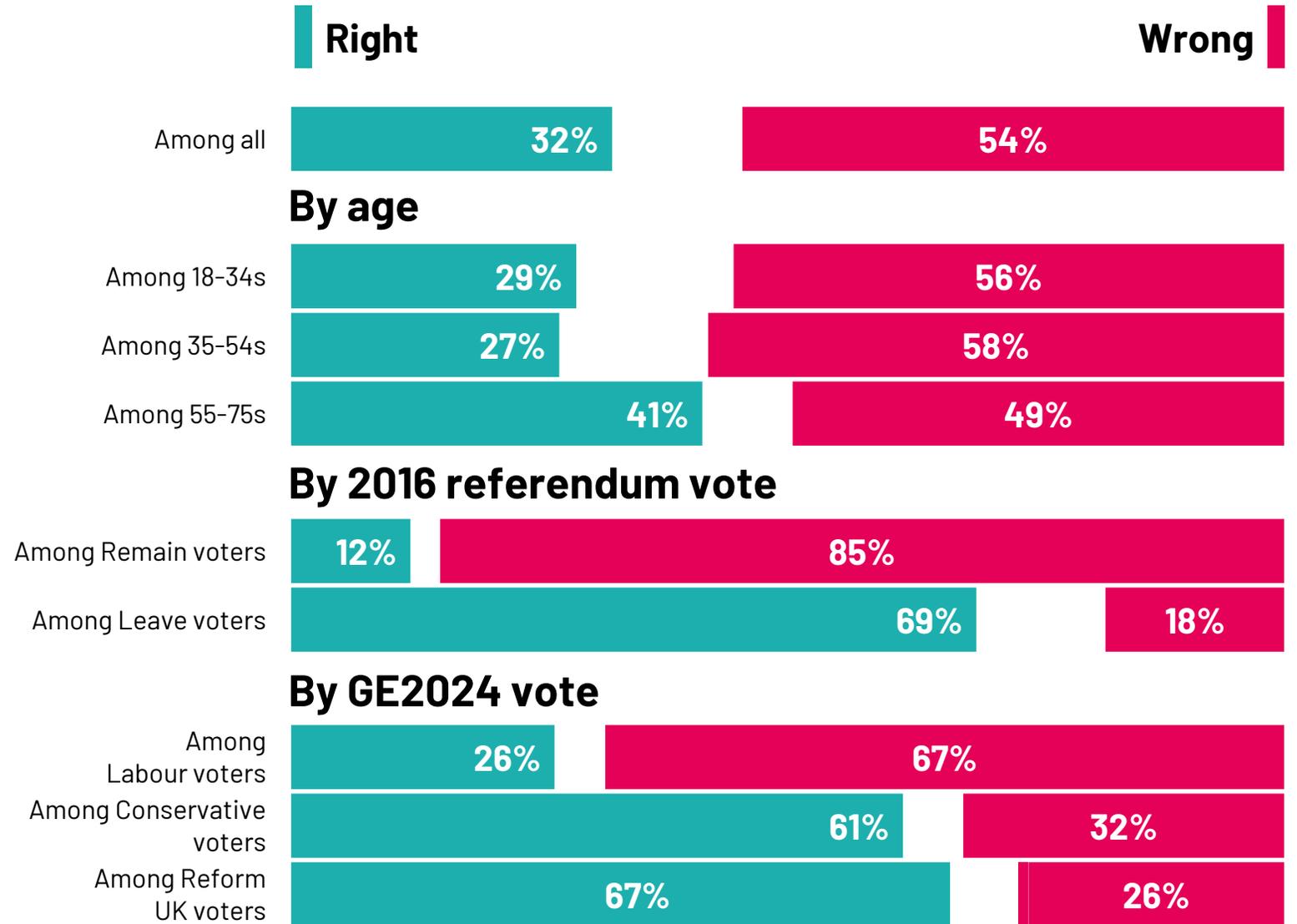


Base: 1,092 Online British adults aged 18-75, 24-26 January 2025

Views on whether Brexit was the right or wrong decision are still divided along party/referendum lines

Do you think that the UK's decision to leave the European Union was the right or wrong decision for the United Kingdom?

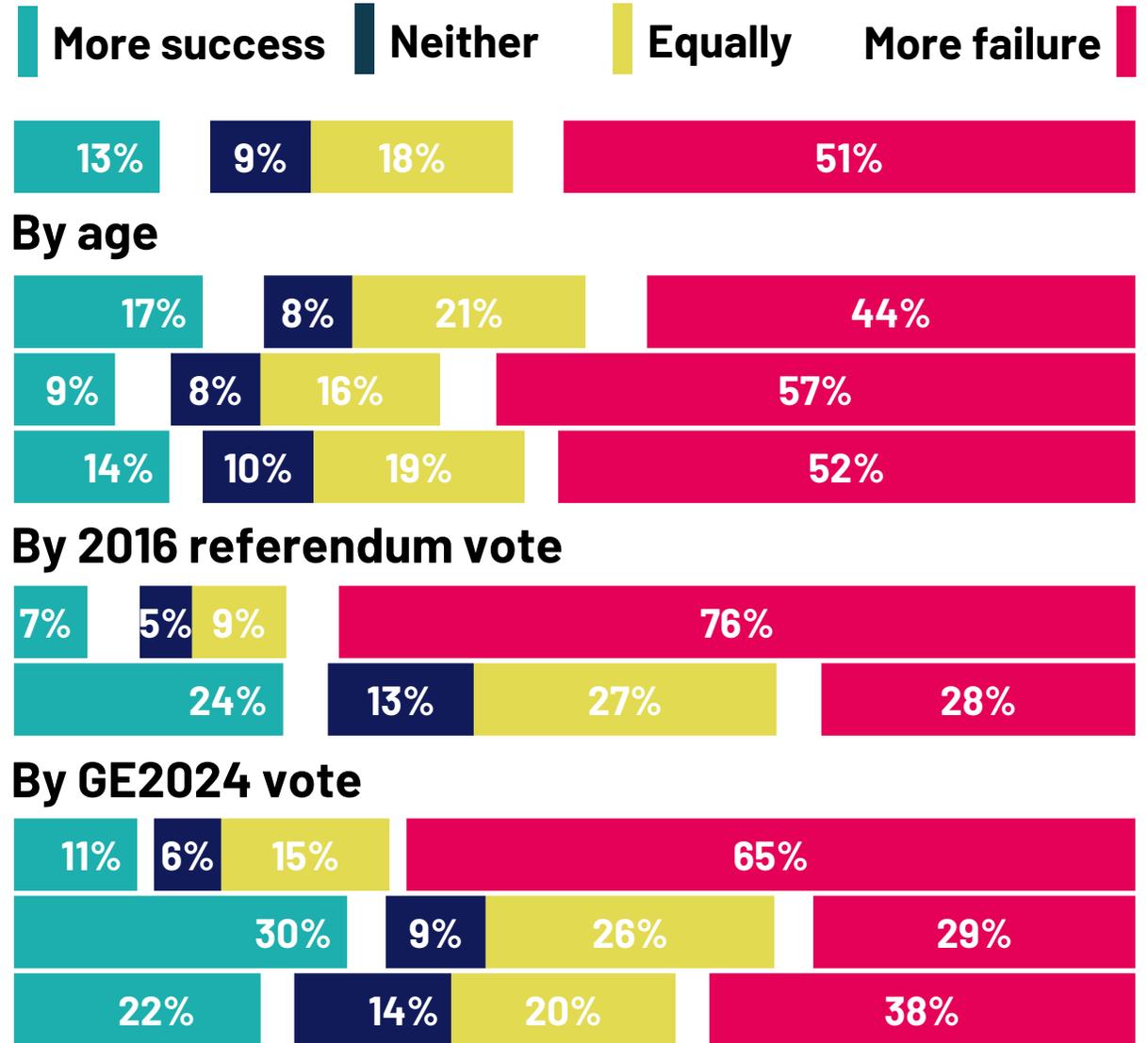
Base: 1,092 Online British adults aged 18-75, including (350) 18-34-year-olds, (396) 35-54s, (346) 55-75s, (357) 2024 Labour voters, (139) 2024 Conservative voters, (116) 2024 Reform UK voters, and (425) Remain voters, (313) Leave voters 24-26 January 2025



Half of Britons think that Brexit has been more of a failure than success

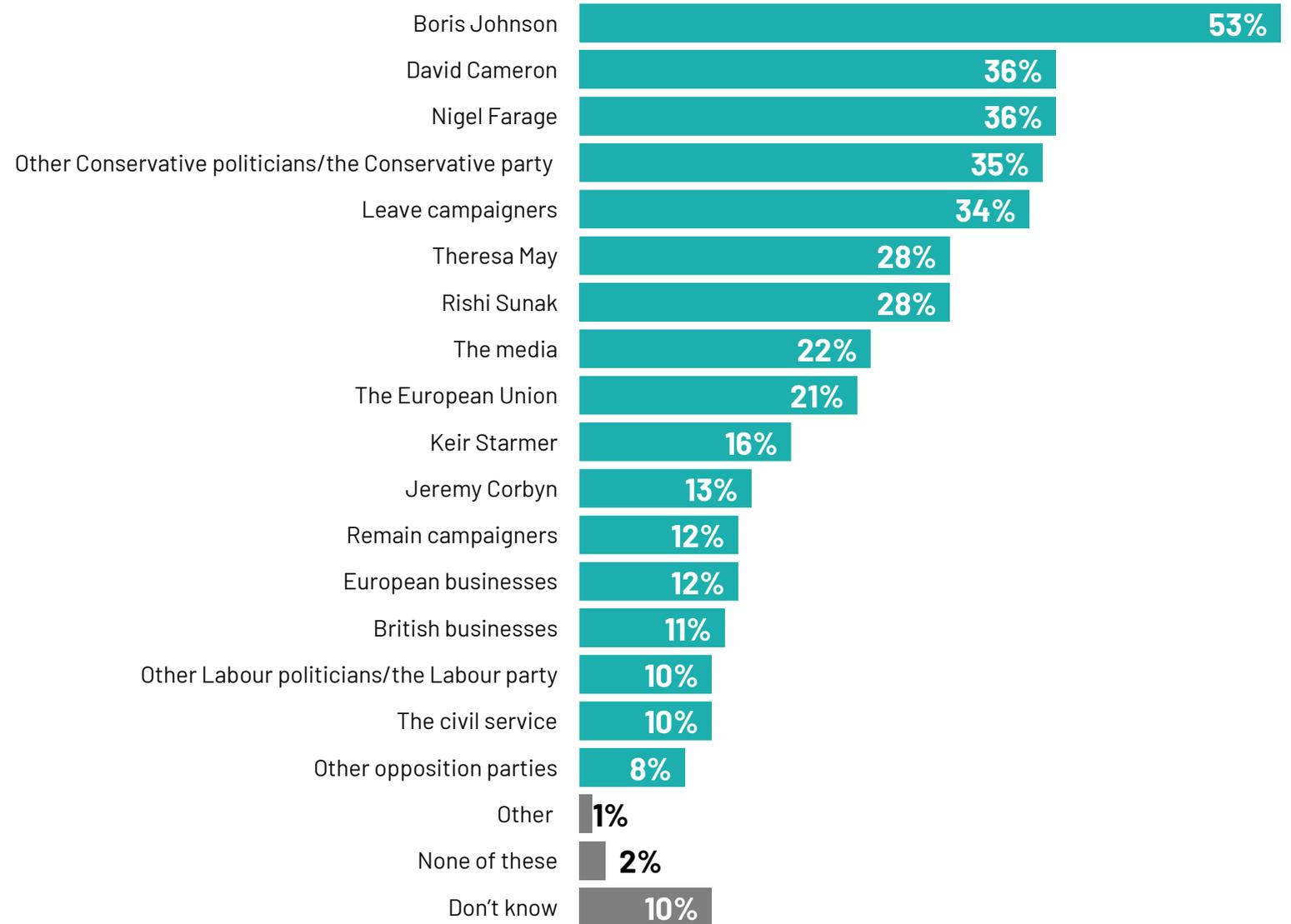
Overall, taking everything into account, do you think that Brexit has been more of a success, more of a failure, or neither?

Base: 1,092 Online British adults aged 18-75, including (350) 18-34-year-olds, (396) 35-54s, (346) 55-75s, (357) 2024 Labour voters, (139) 2024 Conservative voters, (116) 2024 Reform UK voters, and (425) Remain voters, (313) Leave voters 24-26 January 2025



Half who think Brexit has been a failure say Boris Johnson has contributed most to this

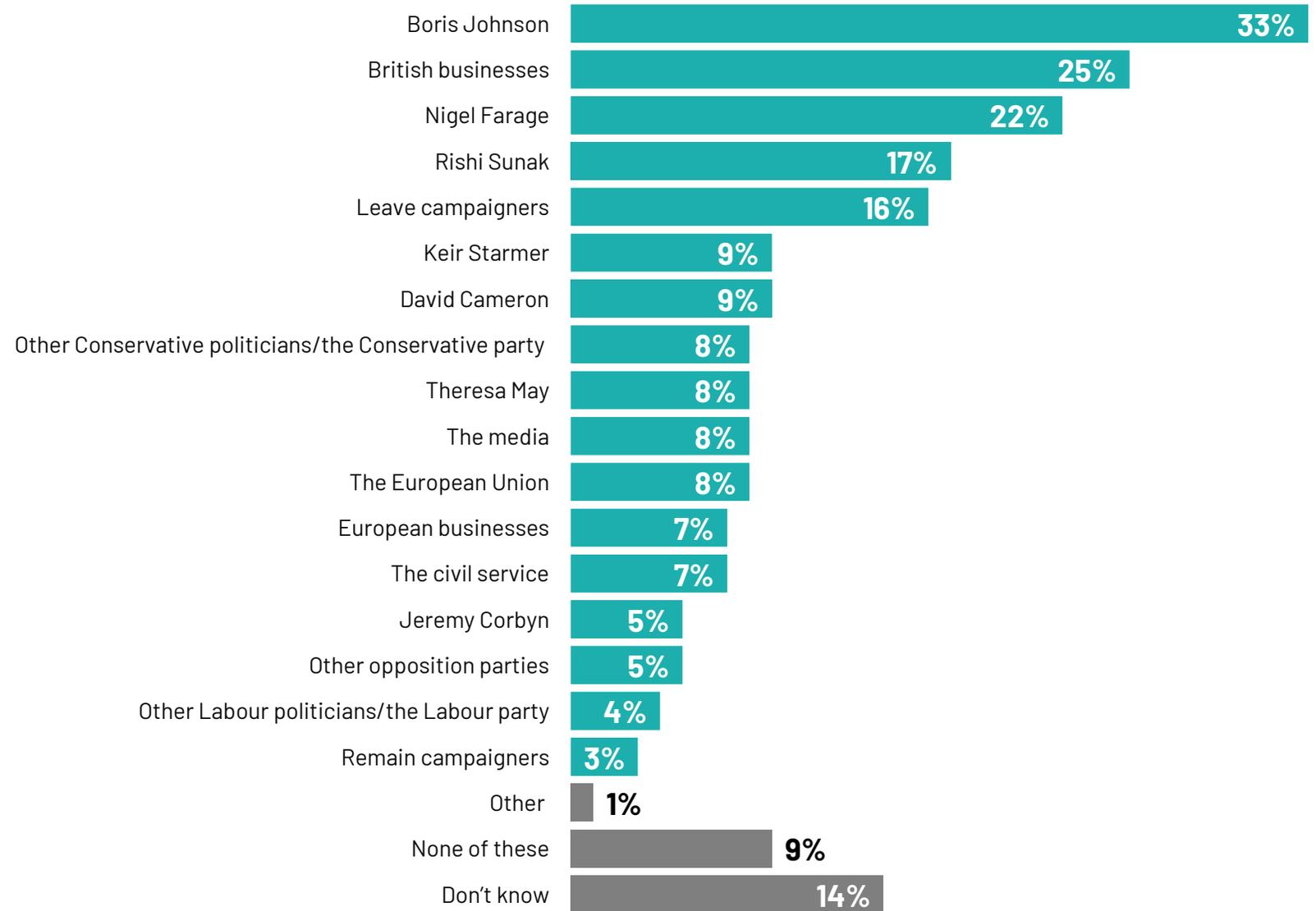
You mentioned that you think Brexit has been more of a failure/equally a success or failure. Which of the following, if any, would you say have contributed most to Brexit's failure? Please select as many as apply.



Base: 777 Online British adults aged 18-75 who said Brexit was a failure or equally a success and failure, 24-26 January 2025

A third who think Brexit has been a success say Boris Johnson has contributed most, followed by British businesses

You mentioned that you think Brexit has been more of a success/equally a success or failure. Which of the following, if any, would you say have contributed most to Brexit's success? Please select as many as apply.



Base: 777 Online British adults aged 18-75 who said Brexit was a success or equally a success and failure, 24-26 January 2025

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