

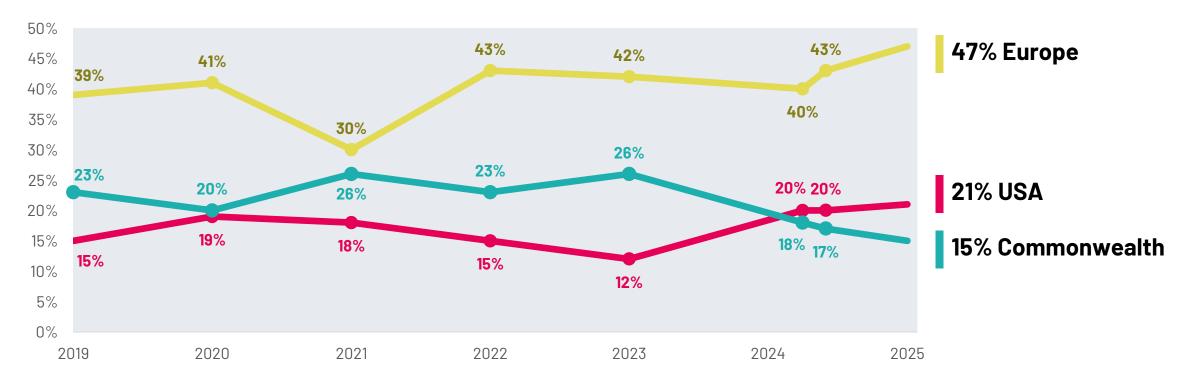
January 2025



47% of Brits say Europe is most important to Britain – the highest percentage saying this since the question was first asked in 2019

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

2019 - 2025



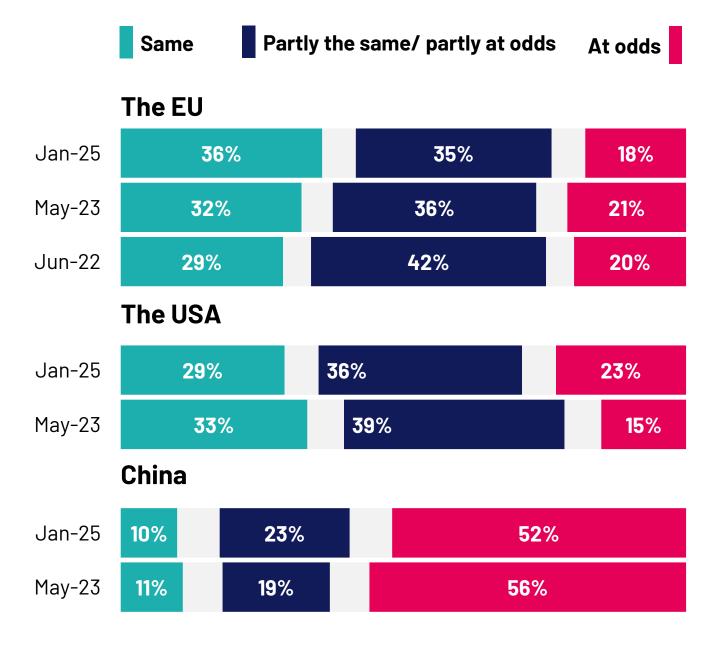
Base: 1,092 Online British adults 18-75, 24-26 January 2025. c.1,000 British adults each month



Brits are slightly more likely to say Britain's interests are the same as Europe, instead of the USA

Thinking about your top priorities for Britain's relationship with different countries, do you think that, on balance, Britain's interests are similar to each of the following, or do you think they are at odds?

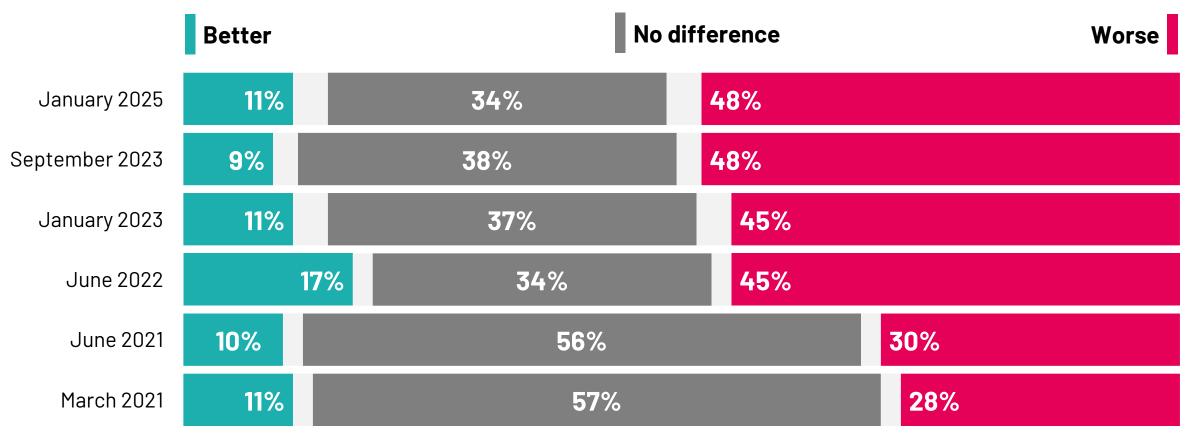
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Almost half of Brits say that leaving the EU has made their daily life worse

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



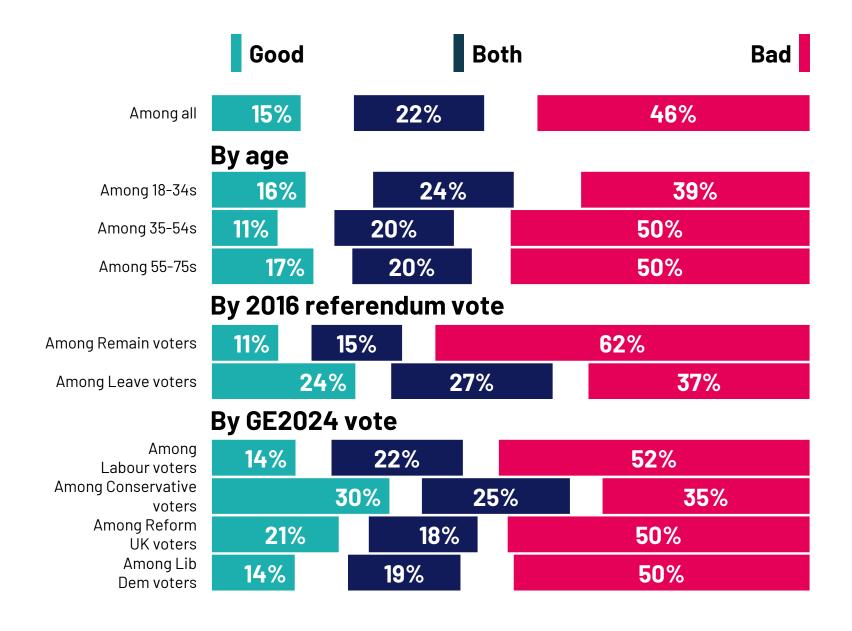
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Almost half of Brits think Brexit was a bad thing for the EU

In your opinion, was Brexit a good or bad thing for the EU?

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 (80) Liberal Democrat voters, (425) Remain voters, (313) Leave voters 24-26 January 2025



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Brits say improving our trade agreement to make it easier to buy and sell goods/ services should be the top priority for Britain's relationship with the EU

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?

% point
change since
Jan '23

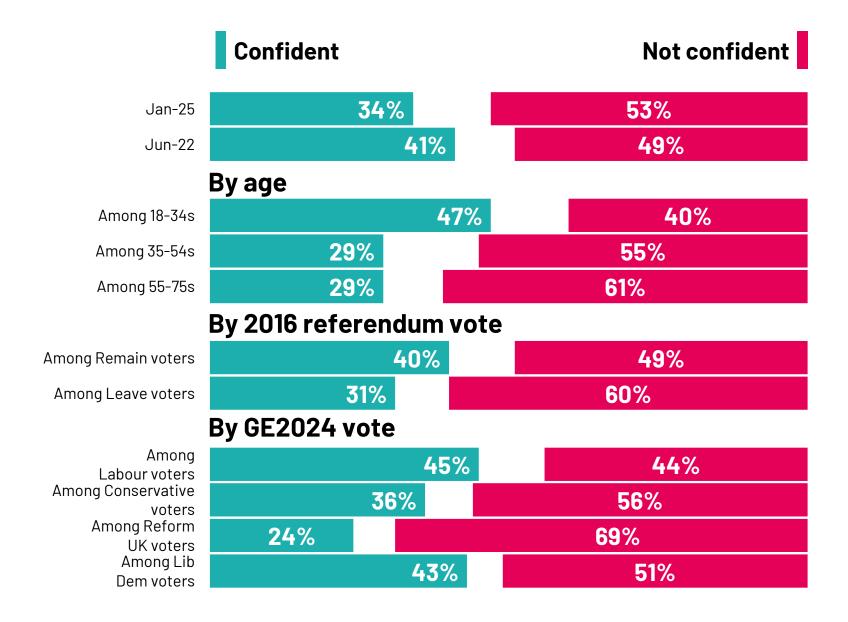
Improving our trade agreement to make it easier to buy and sell goods and services		32% -5
Working with the EU to reduce illegal immigration into Britain	26%	-3
Working closely with the EU on prevention and detection of crime and terrorism	21%	-4
Making Britain more attractive as a country for businesses in the EU to invest in	19%	-2
Working with the EU to manage the refugee crisis	14%	-5
Ensuring British consumers keep at least the same protections and standards as those in the EU	14%	-6
Ensuring British workers keep at least the same employment rights as those in the EU	13%	-7
Responding to Russia's invasion of Ukraine	13%	-5
Taking steps with the EU to reduce the impacts of climate change and to protect the environment	13%	-7
Making it easier for British citizens to study or work in the EU	11%	-5
Improving diplomatic relations with the governments of other countries in the EU	9%	-4
Maintaining, creating, and improving military alliances with the EU	9%	-4
Making it easier for citizens from the EU to study or work in Britain	8%	-6
Working with the EU to promote human rights and democracy around the world	7 %	-7
Promoting Britain's cultural influence (such as British history, films, sports teams, etc.)	5%	-3
Working with the EU to ensure political and economic stability in Northern Ireland	5 %	-11
Working with the EU to coordinate the response to the COVID-19 pandemic	4%	-2
Working with the EU to support other countries through foreign aid	4%	-3

Ipsos

Half are not confident that Britain and the EU will work together to achieve an outcome on the public's top priorities

And how confident, if at all, are you that Britain and the European Union will work together to achieve an outcome on your top priorities that you find satisfactory?

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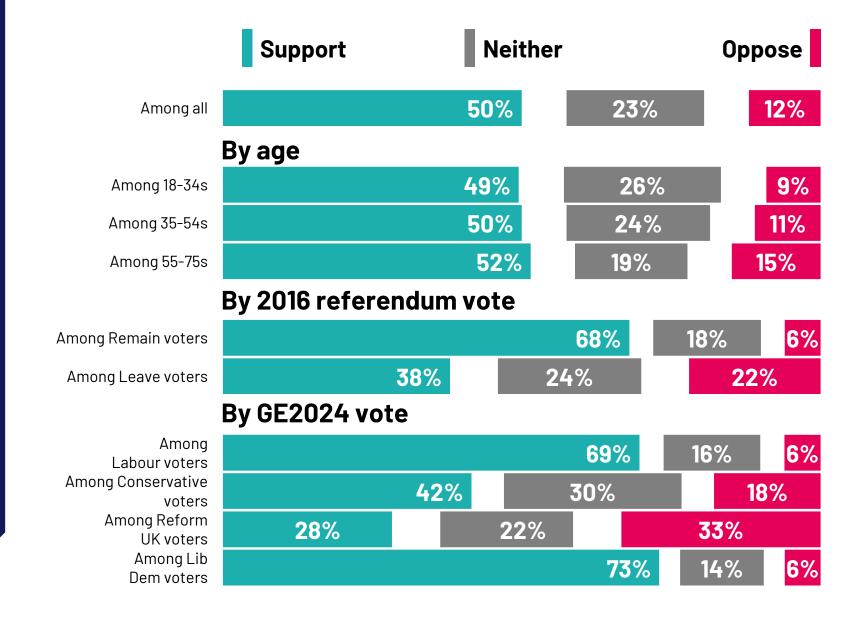


Half of Brits support the UK joining a pan-European customs area

As you may know, there has been some discussion recently over whether the UK should join a pan-European customs area. This would mean the UK following the same rules as other countries to allow parts, ingredients and materials for manufacturing supply chains to be sourced from across dozens of countries in Europe and North Africa to reduce barriers to trade.

To what extent would you support or oppose the UK joining a pan-European customs area?

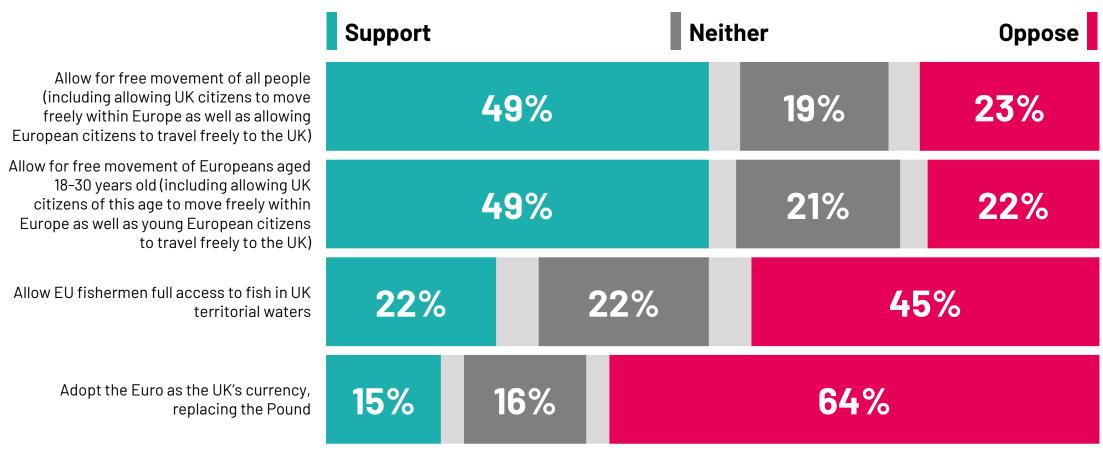
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Half support joining a pan-European customs area if it allowed free movement for all people or for Europeans aged 18-30

To what extent, if at all, would you support or oppose the UK joining a pan-European customs area if doing so also required the UK to do each of the following?



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January 2025 Britain and the EU

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