

Ipsos Britain and the EU

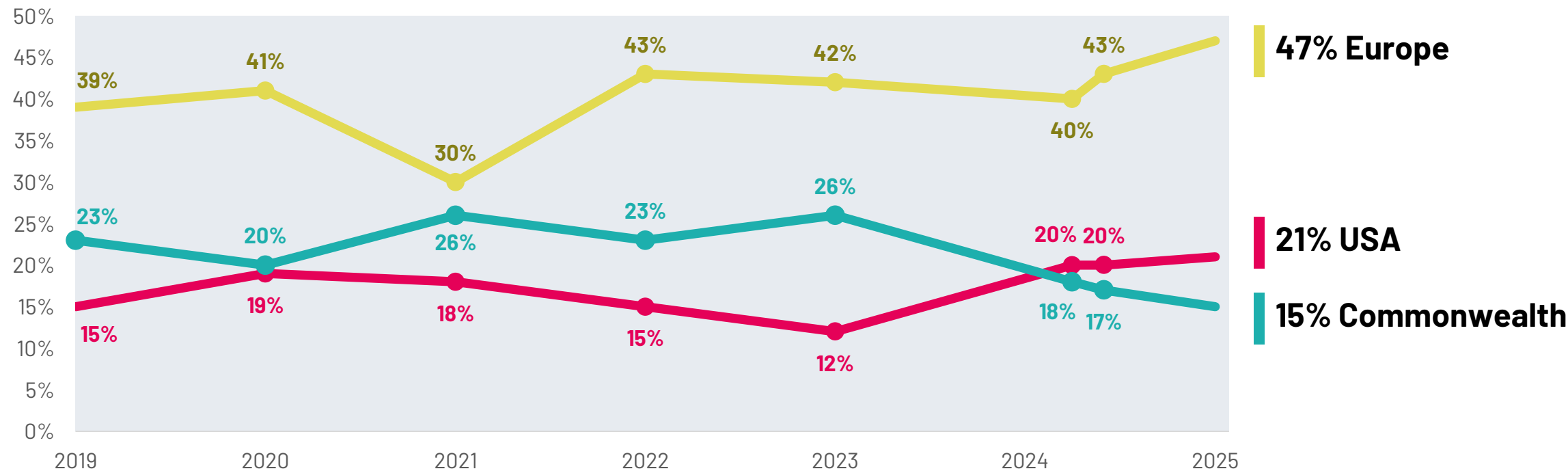
January 2025



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

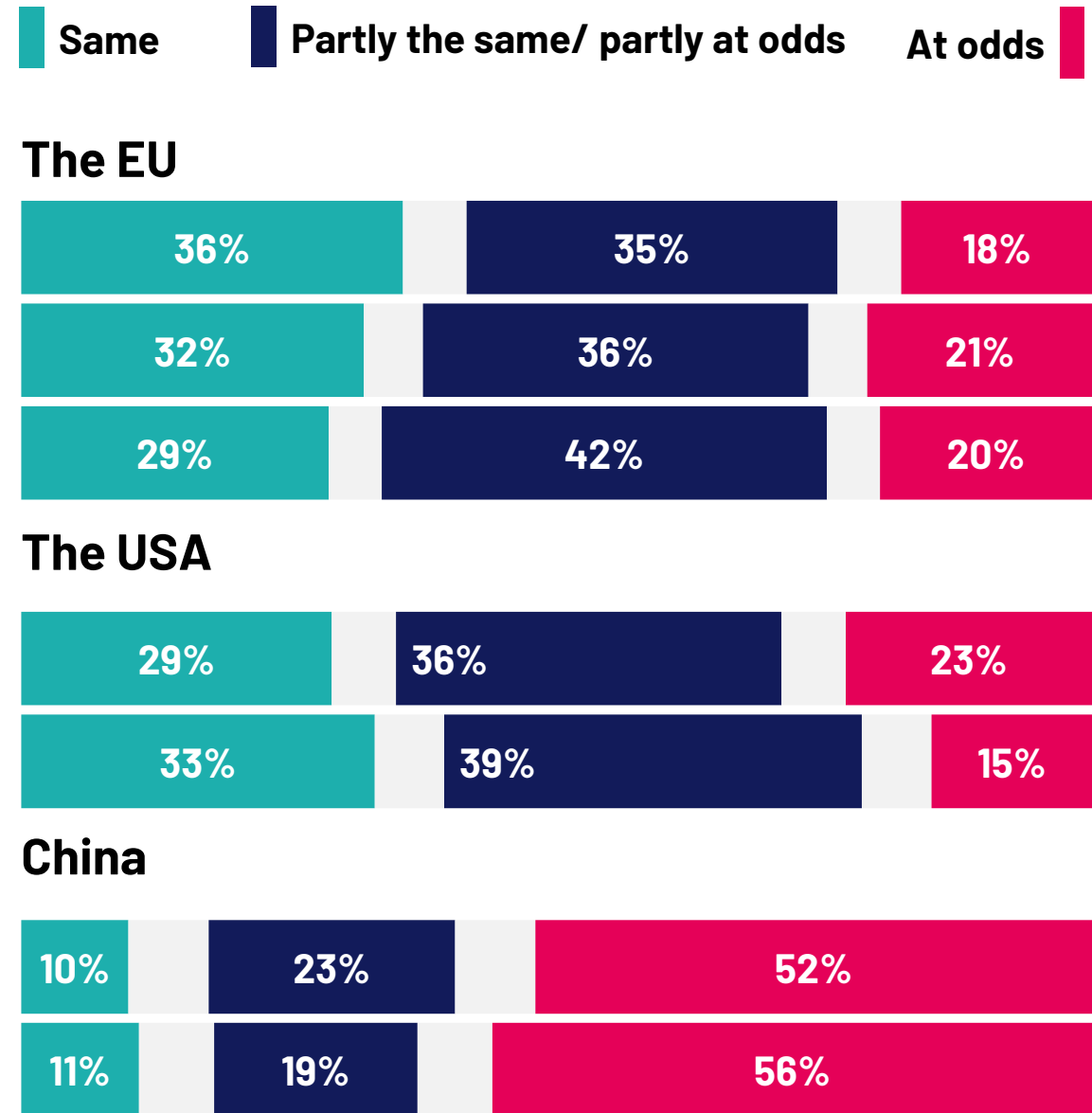


Base: 1,092 Online British adults 18-75, 24-26 January 2025. c.1,000 British adults each month

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

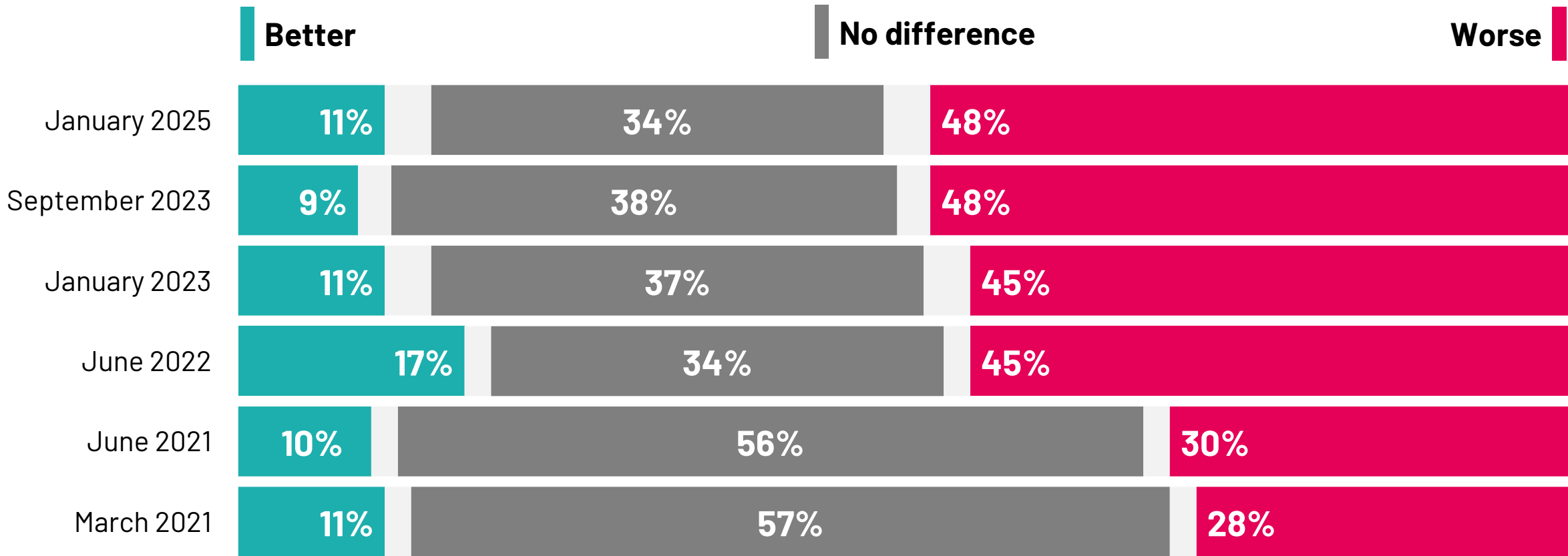
Thinking about your top priorities for Britain's relationship with different countries, do you think that, on balance, Britain's interests are similar to each of the following, or do you think they are at odds?

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



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?

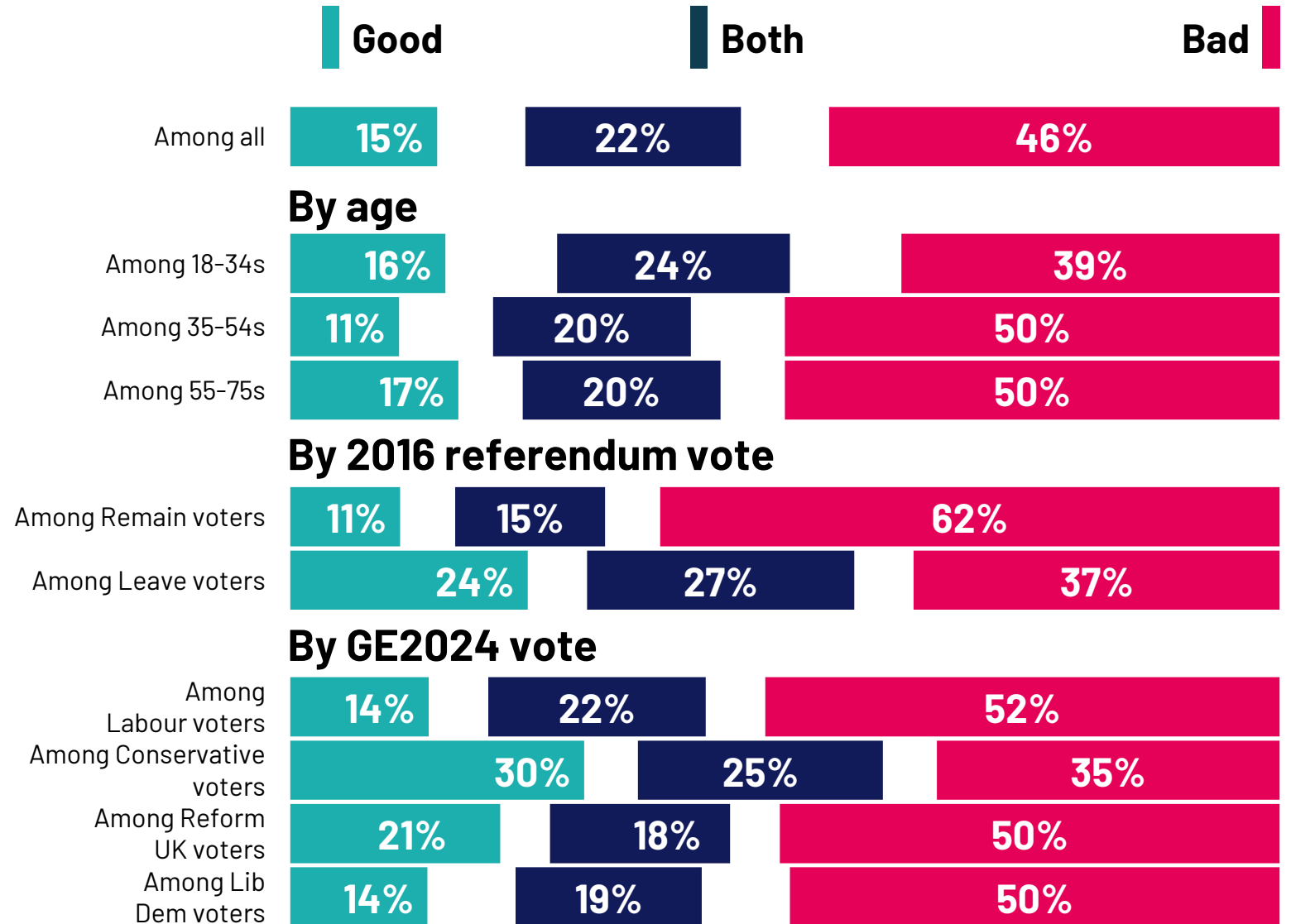


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Almost half of Brits think Brexit was a bad thing for the EU

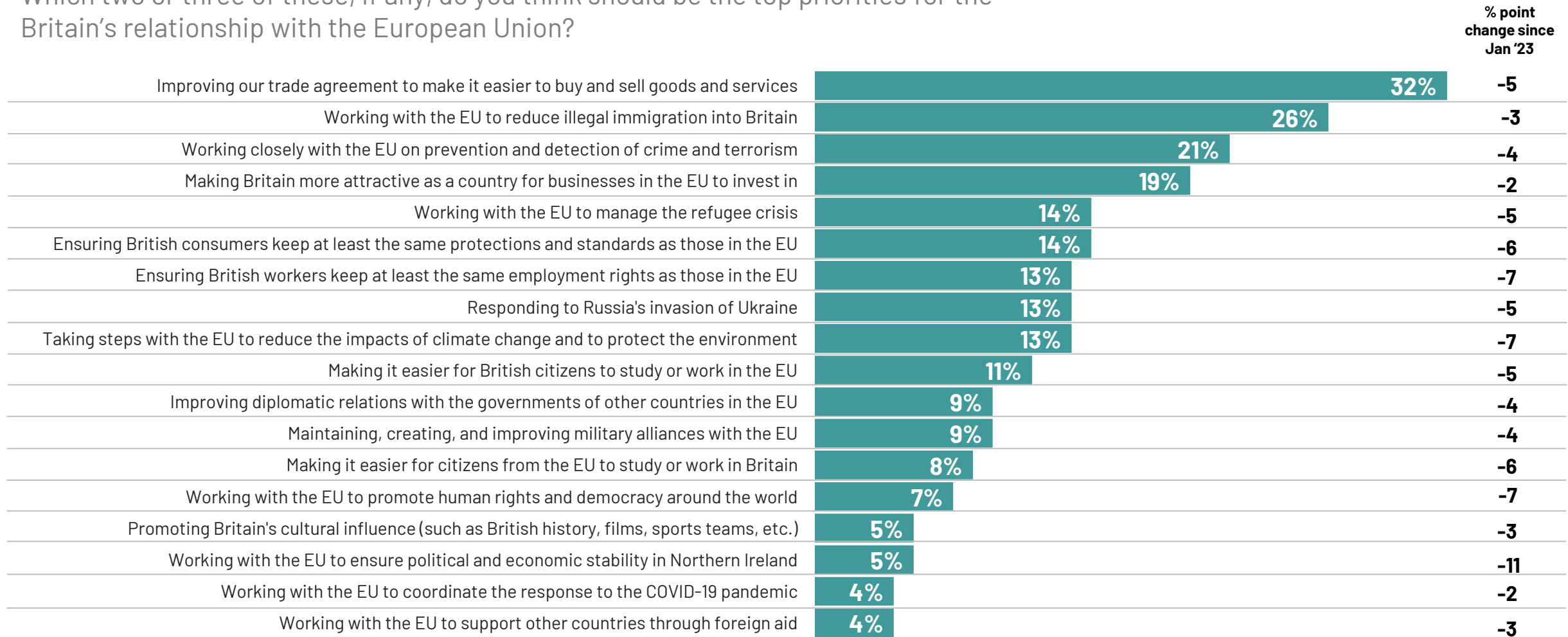
In your opinion, was Brexit a good or bad thing for the EU?

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



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?

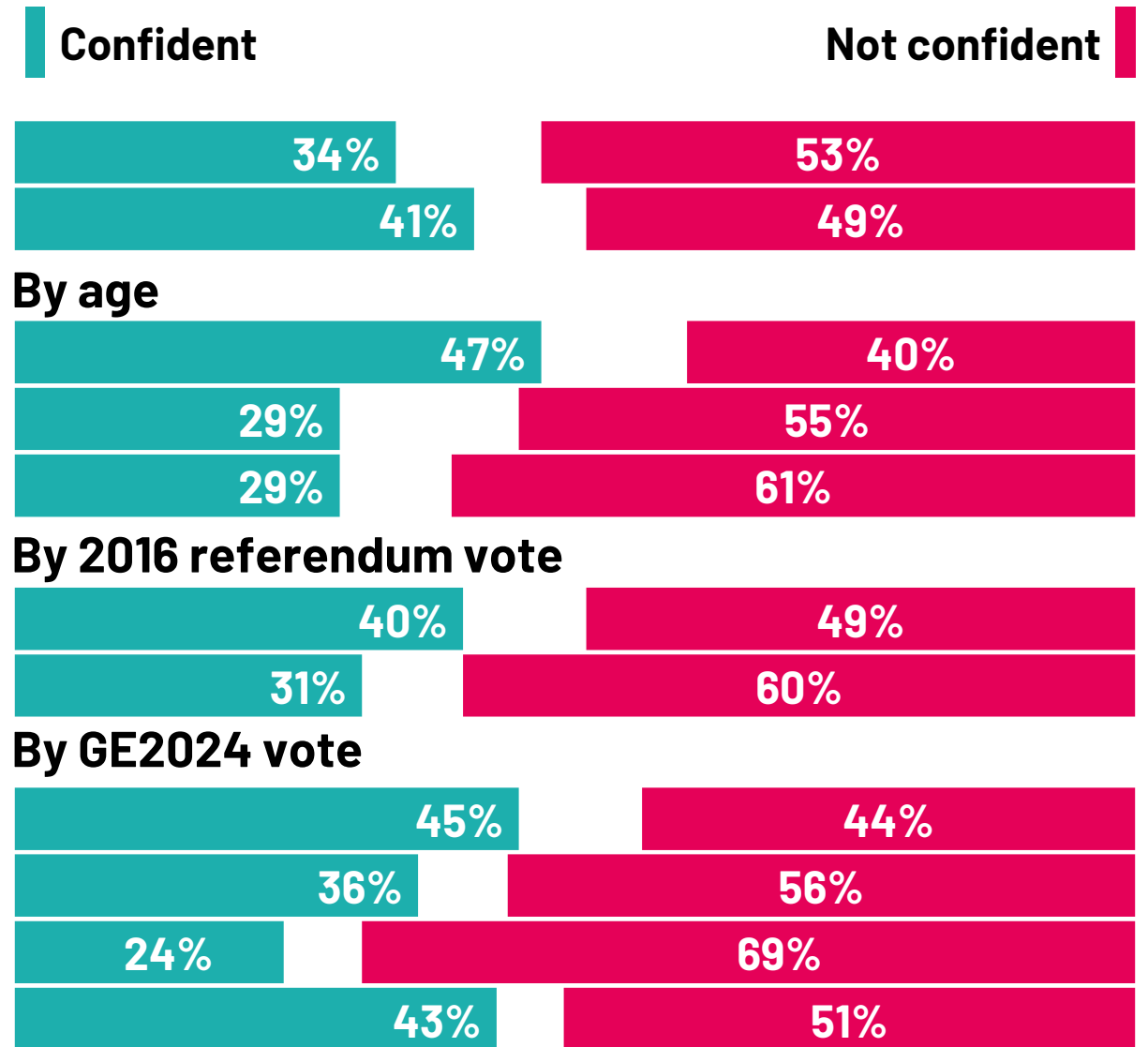


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Half are not confident that Britain and the EU will work together to achieve an outcome on the public's top priorities

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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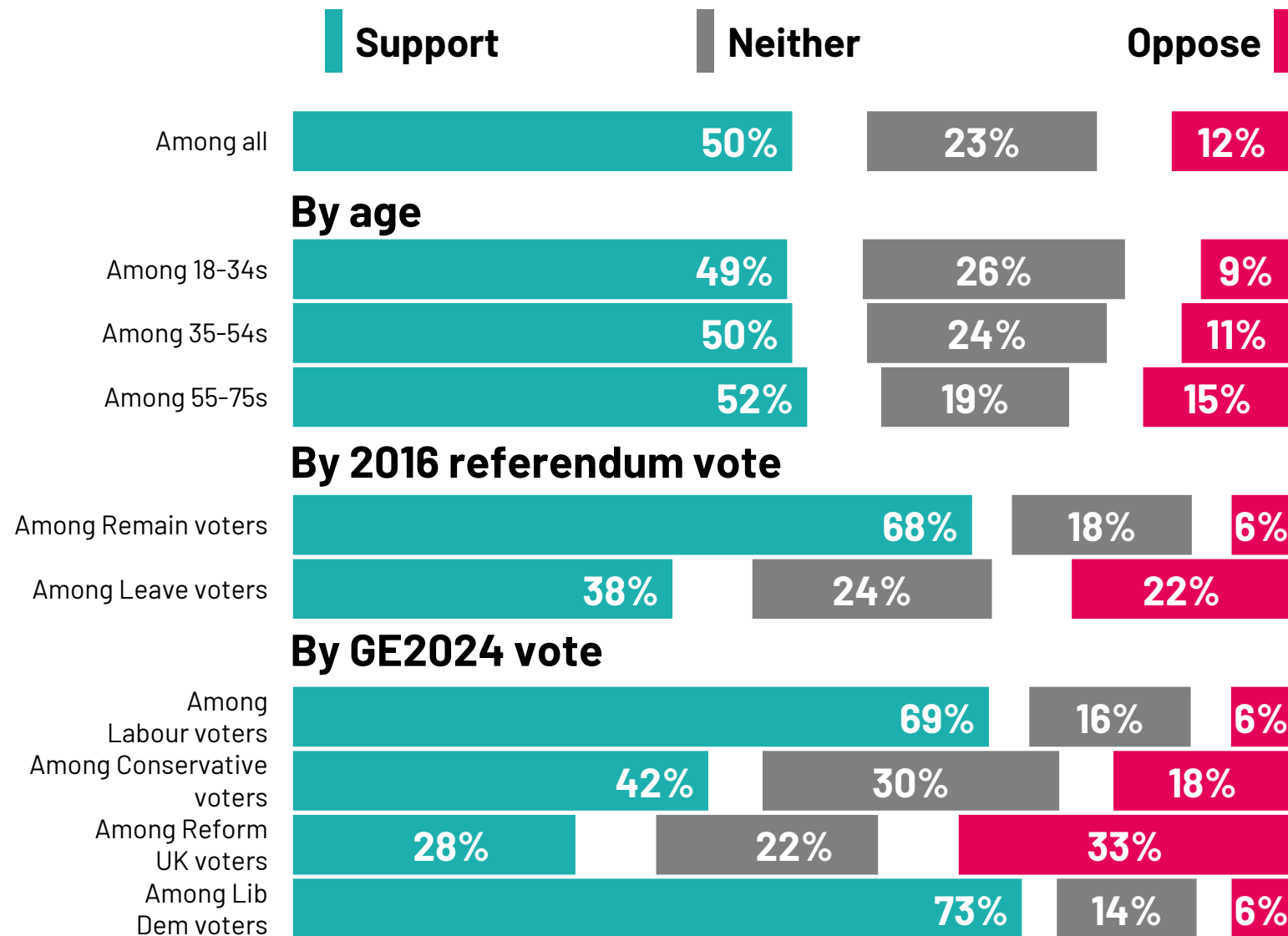


Half of Brits support the UK joining a pan-European customs area

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.

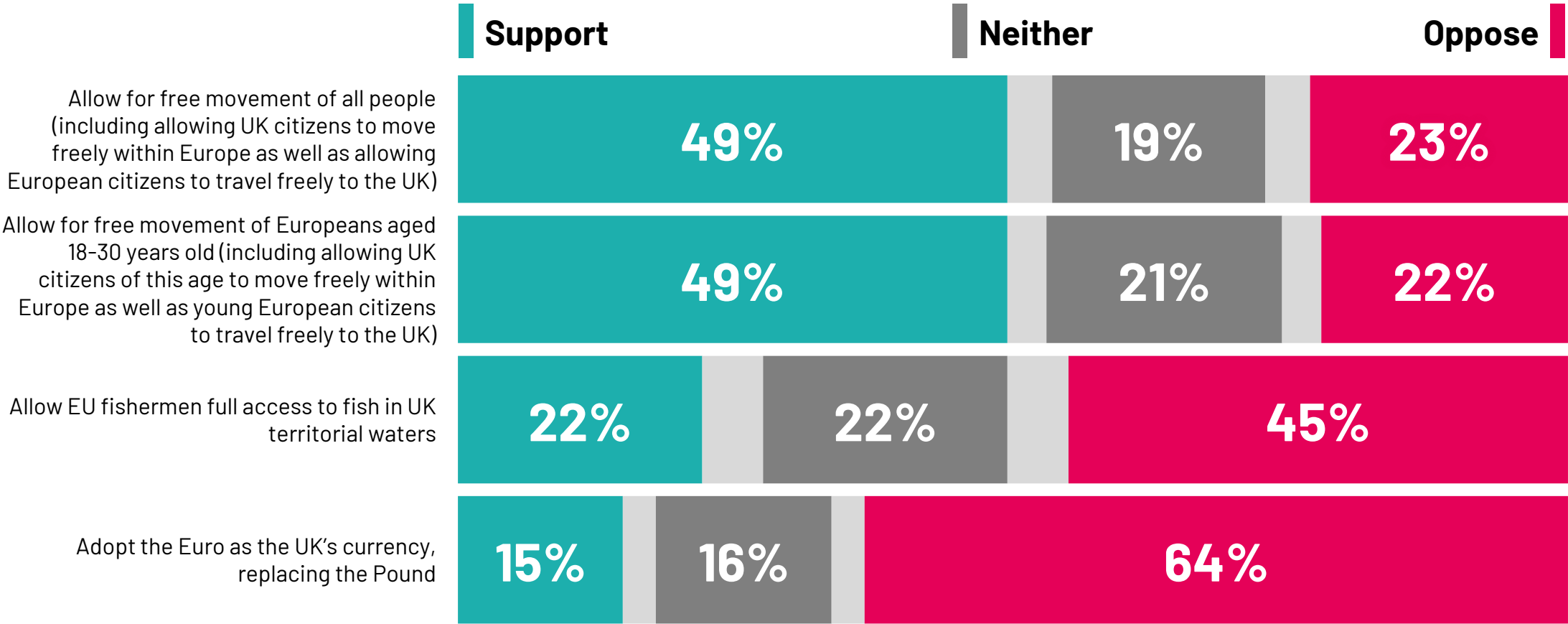
To what extent would you support or oppose the UK joining a pan-European customs area?

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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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For more information

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