

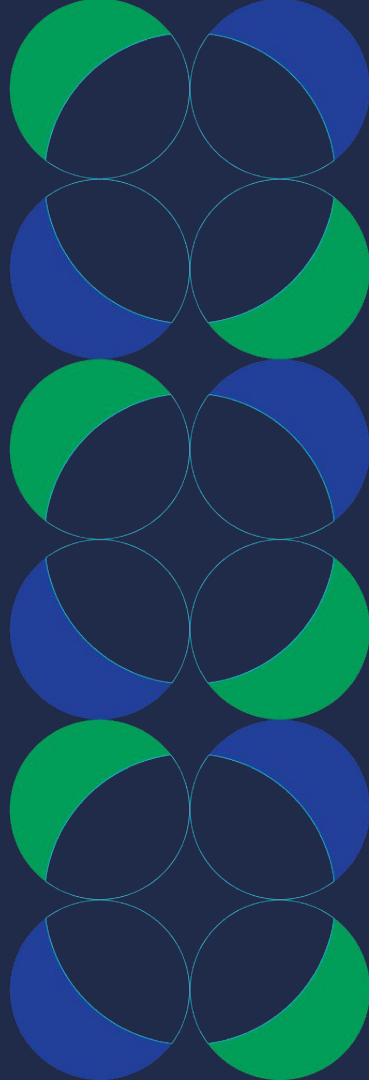


More in
Common

10 years on

Public opinion on Brexit and the EU in 2026

23 June 2026



10 years on... nearly half of Britons want to rejoin the EU

Over the past ten years, public attitudes toward the EU have changed dramatically.

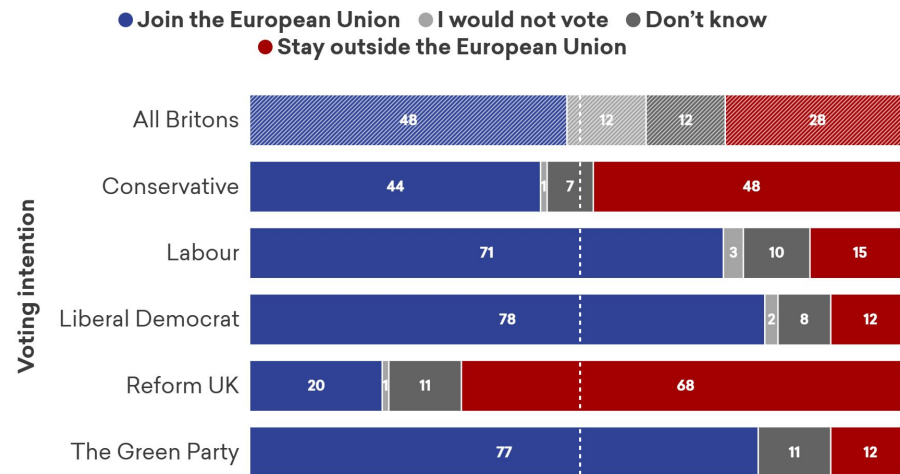
Nearly half (48 per cent) of Britons say they would vote “rejoin” in a second referendum, while 28 per cent would vote to stay outside, 12 per cent would not vote and 12 per cent don’t know.

Even among those who voted Leave in 2016, nearly a fifth (18 per cent) say they would now vote to re-join.

Reform UK voters are strongly opposed to rejoining, Conservatives are now split and at least seven in ten Labour, Liberal Democrat and Green voters would rejoin.

Nearly half of Britons would vote to rejoin the EU

And how would you vote in this referendum, would it be for the UK to join or stay out of the European Union?



Why do some Britons now think the future is Europe?

Most say the key promises of Brexit have not been delivered.

- 4 in 10 think leaving the EU has **made their daily lives worse**, which is four times the rate who say it improved their lives.
- A majority think **immigration has increased** since Brexit.
- Fewer than 1 in 5 think the promise of increased **NHS funding** has actually materialised
- Over 4 in 10 think Brexit has made them **financially worse off** with less than 1 in 10 saying it has made them better off.

This is a mixture of some thinking that Brexit has made the country worse, but also that the policy issues most important to them have stagnated or worsened since 2016/2019.

It's not a question of *whether* Brexit has gone wrong, but why – and who is to blame.

- Few think Brexit has worked, but the public are divided on why it has failed: was the project inherently flawed or did politicians let Brexit down?
- Britons lean towards blaming Brexit's failure on politicians with **nearly half (46 per cent) saying it could have worked but politicians handled it badly.**
- However, a significant proportion (**35 per cent**) think **Brexit was never going to work.**

Global insecurity is pointing many Britons toward Europe.

- **Widespread concern over the UK's war-readiness**, fraying transatlantic relations, the pervasive cost of living crisis and frustration over a failure to control migration have all led Britons to reconsider the UK's relationship with the EU. For some, Europe could provide a sense of nostalgia and security.
- **64 per cent think the UK is not ready to defend itself** in a war at home tomorrow.
- Following the outbreak of war in Iran, **the proportion of Britons who considered the US an ally fell to less than 2 in 5** as close to 1 in 5 saw the US as an enemy.

There is now strong public support for greater cooperation with the EU on defence.

Many Britons support rejoining in theory, but there are real doubts in practice...

Half of Britons say they would vote to rejoin the EU in a referendum, but in practice there are two barriers:

- **Britons don't really want to give up sovereignty:** most Britons say it would not be worth limiting the British government's powers for a closer relationship with the EU. All right-leaning segments say that accepting ECJ jurisdiction would be unacceptable.
- **The public worry about what kind of deal Britain would get from rejoining.** Only 3 in 10 think the EU would offer favourable conditions for rejoining, while 45 per cent say they would try to punish us by offering unfavourable conditions. Across both sides of the debate, many worry about the prospect of returning to the EU "cap-in-hand", with our place in the world diminished and our bargaining power weakened, and ending up with a bad deal.

The Seven Segments and Brexit



Progressive Activists



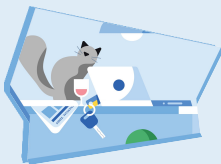
...an outspoken group that is politically engaged and globally minded, championing social justice but feeling alienated from mainstream politics

Incrementalist Left



...a group that leans left and trusts institutions, often stepping back from the news and avoiding politically fraught debates

Established Liberals



... a prosperous group that is confident in institutions, values expertise, and believes the system broadly works

Sceptical Scrollers



...a disengaged group that has lost trust in mainstream institutions and increasingly looks online for sources of truth

Rooted Patriots



...a patriotic group that feels overlooked by elites and wants leaders with common sense to protect local identity

Traditional Conservatives



... a nostalgic group that respects tradition, authority and personal responsibility, while remaining sceptical of rapid change

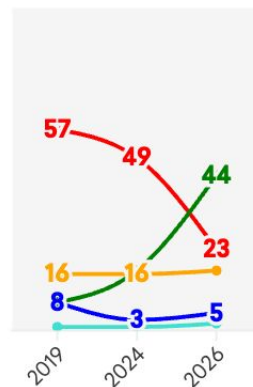
Dissenting Disruptors



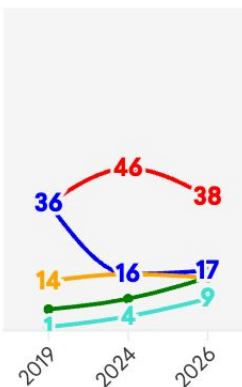
... a frustrated group that craves radical change and backs strong leaders who promise to shake up a broken system

How would the seven segments vote?

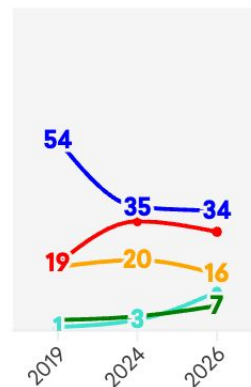
**Progressive
Activists**
"Corbynites"



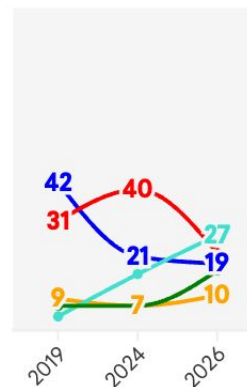
**Incrementalist
Left**
"Social democrats"



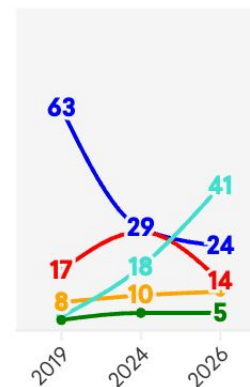
**Established
Liberals**
"Blue Wall"



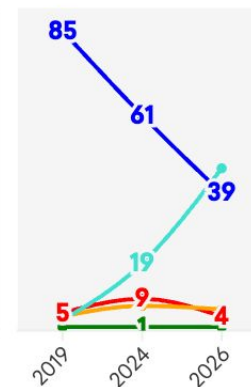
**Sceptical
Scrollers**
"Online Disengaged"



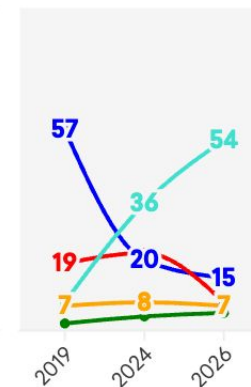
**Rooted
Patriots**
"Red Wall"



**Traditional
Conservatives**
"Shire Tory"



**Dissenting
Disruptors**
"Populist Right"



● Conservative ● Labour ● Liberal Democrat ● Reform UK / Brexit Party ● Green

How did the segments vote in 2016?

The 2016 Referendum split the Seven Segments.

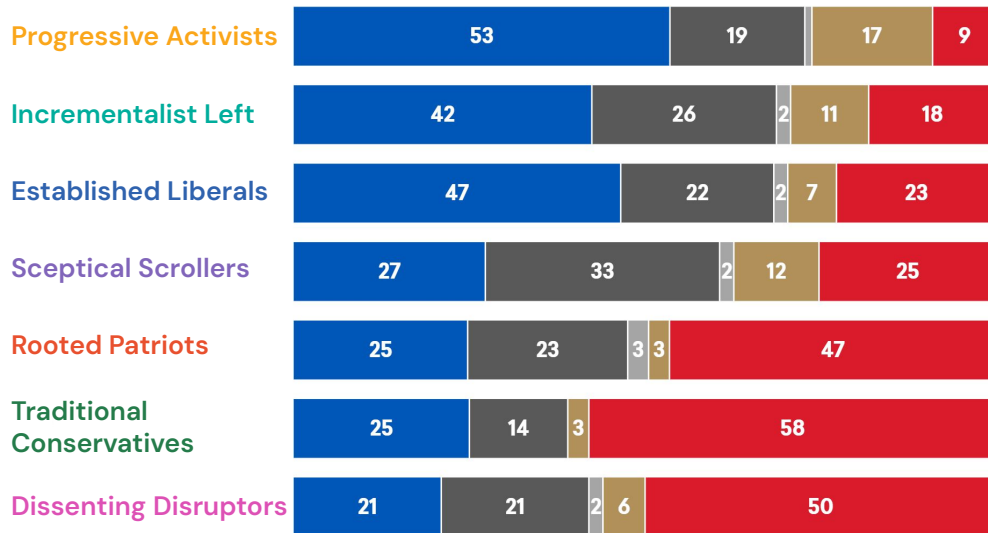
The most pro-Remain segments were Progressive Activists (53 Remain–9 Leave), Established Liberals (47–23) and the Incrementalist Left (42–18), reflecting their socially liberal roots

The most pro-Leave groups were Traditional Conservatives (58 Leave–25 Remain), Dissenting Disruptors (50–21 Remain) and Rooted Patriots (47–25) – the same three groups that now anchor support for Reform UK. Sceptical Scrollers were more evenly split (27 Remain–25 Leave) but stood out for not voting at all, with 33 per cent abstaining and 12 per cent too young to vote.

How did the segments vote in the 2016 Referendum?

How did you vote in the 2016 referendum on whether to Leave or Remain in the EU, if you were able to vote?

● Remain ● I did not vote ● Don't know ● I was too young to vote ● Leave



How would the Seven Segments vote on the EU today?

Support for Brexit has eroded across nearly every segment since 2016.

The shift is starkest among Rooted Patriots, who have swung from a net +22 Leave position to net -8. This was the group which helped deliver Boris Johnson's 2019 landslide, who are now, on balance, more pro-Rejoin.

Dissenting Disruptors have also softened somewhat (+29 to +12), but remain opposed to rejoining. Meanwhile the already pro-Remain segments have hardened further in that direction.

Traditional Conservatives are the only segment who have hardened in their Euroscepticism since 2016.

Support for Brexit has dropped across every segment except for Traditional Conservatives

Net support for Leave/Staying out of the EU

● 2016 ● 2026

Progressive Activists

Incrementalist Left

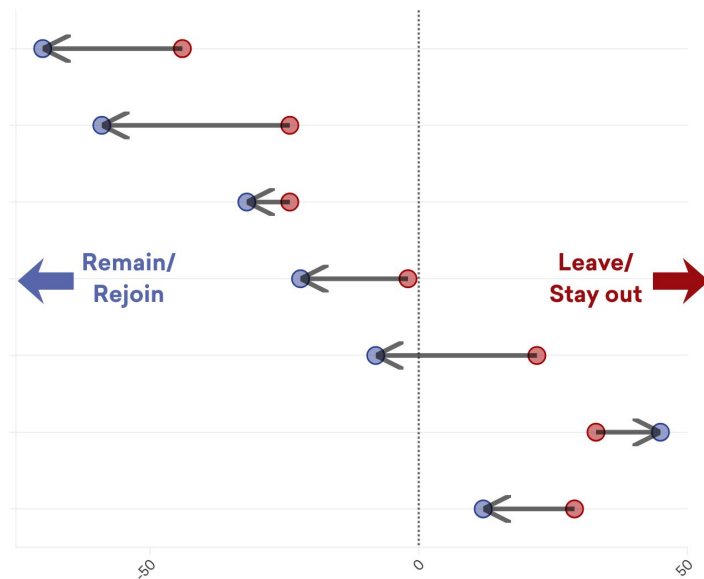
Established Liberals

Sceptical Scrollers

Rooted Patriots

Traditional
Conservatives

Dissenting Disruptors



Context: why Britons are looking again at the EU



Most Britons think Brexit has failed

Fewer than 1 in 5 (17 per cent) say Brexit has been a success while a clear majority (59%) say it has failed.

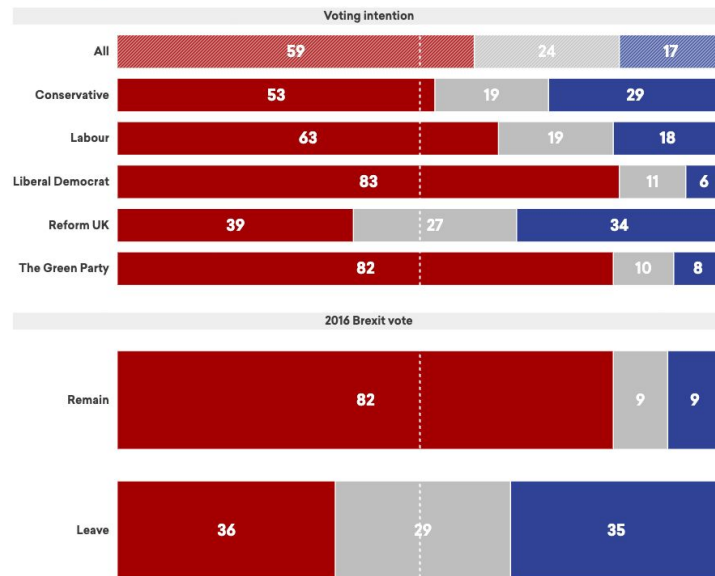
Leave voters are evenly split: 36 per cent say Brexit has been a failure this versus 35 per cent who think it's succeeded, with another 29 per cent saying they "don't know".

Across the supporters of all major parties, every generation and all regions of Britain, voters are more likely to think Brexit has been a failure than a success.

Less than 1 in 5 Britons think Brexit has succeeded

Which of the following comes closest to your view?

● Brexit has been a failure ● Don't know ● Brexit has been a success



International instability and insecurity is pushing some back to the EU

Widespread concern over the UK's war-readiness, fraying transatlantic relations, the pervasive cost of living crisis and frustration over a failure to control migration have led many to reconsider the UK's relationship with the EU. For some, Europe could provide a sense of nostalgia and security.

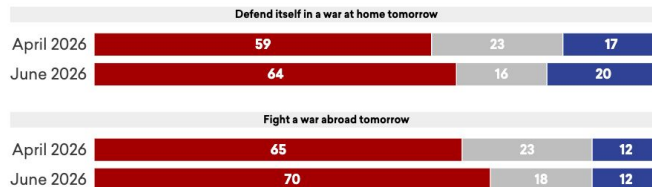
- 64 per cent think the UK is not ready to defend itself in a war at home tomorrow.
- Following the outbreak of war in Iran, the proportion of Britons who considered the US an ally fell to less than 2 in 5, while **the number considering the EU an ally rose to nearly 3 in 5.**

A majority of Britons now want a closer relationship with the EU on key policy fronts: trade, travel, defence, and crime and terrorism prevention. This is particularly significant for segments like Rooted Patriots – who backed Brexit in 2016 but have a strong sense of threat perception, and want reassurance on the global stage.

Britons now have even less faith in the UK's war-readiness

In your view, how ready is the UK to...

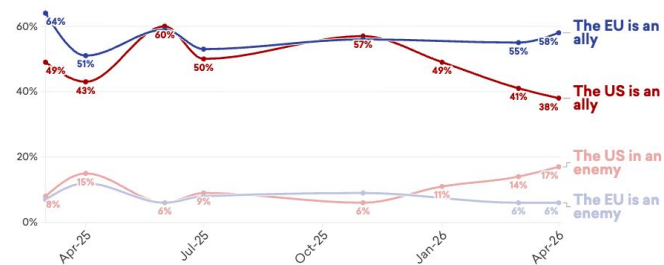
● The UK is not ready ● Don't know ● The UK is ready



Source: More in Common • April and June 2026

Less than 4 in 10 Britons see the United States as an ally

Overall do you think the **United States** are allies or enemies of the UK or neither?



More in Common • Last fieldwork 17 - 20 April 2026

People think Brexit has worsened the cost of living and the economy

A majority of Britons say Brexit has negatively impacted:

- **Ease of travel** (66 per cent)
- **The cost of living** (62 per cent)
- **The economy** (56 per cent)
- **Illegal immigration** (52 per cent)

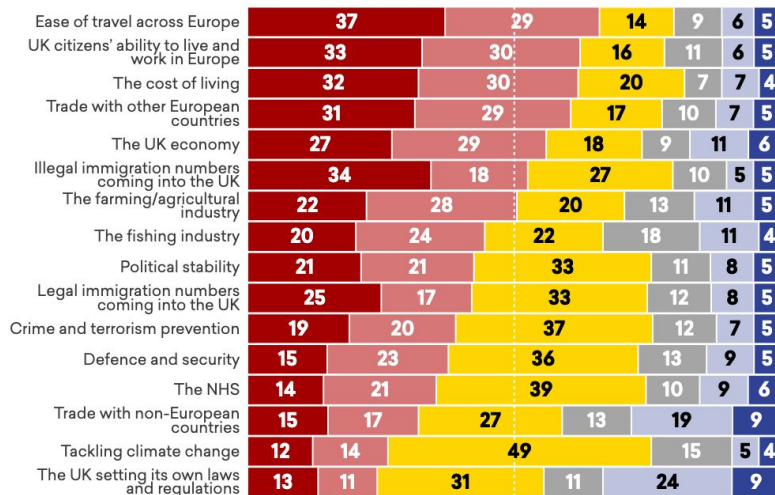
Britons are also more likely to think Brexit has had a negative impact across key areas such as **the NHS** (net -20), **defence** (net -25) and **political stability** (net -29).

The only area where, on balance, people are more positive is on the UK's ability to set its own rules and regulations.

Britons say Brexit has had the greatest negative impact on travel, freedom of movement and the cost of living

Do you think that leaving the European Union has had a positive or negative impact, if either, on each of the following in the UK?

● A very negative impact ● A fairly negative impact ● It has not made a difference ● Don't know
● A fairly positive impact ● A very positive impact



Fewer than 1 in 10 say Brexit improved their life

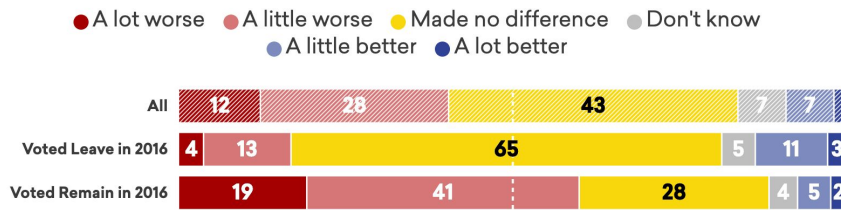
Britons do not think Brexit has had a positive impact on their daily life: Just 9 per cent say that it has made their daily life better, while 40 per cent say that Brexit has made it worse. Over 4 in 10 say that it has made no difference, however.

Leave and remain voters differ: over 6 in 10 (65 per cent) of 2016 Leave voters say Brexit has not impacted their daily life, while 6 in 10 2016 Remain voters say it has made their daily life worse.

Generationally, **Millennials are the most likely to say Brexit has made daily life worse** with nearly half saying so (48 per cent).

Britons are four times more likely to say that Brexit has made their daily life worse than better

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



More in Common, June 2026

"I don't think it's benefited. I don't think we've gained nothing. All that's done is just cost us."
Carol, Great Yarmouth – voted Leave

Two in five feel financially worse off due to Brexit

Over 4 in 10 Britons (42 per cent) say they are financially worse off because of Brexit. Just as many say it has made no difference and less than 1 in 10 say it has made them better off.

The most financially insecure Britons perceive the greatest impact from Brexit with around 6 in 10 saying that leaving the EU made them worse off and 4 in 10 of those saying *much worse off*.

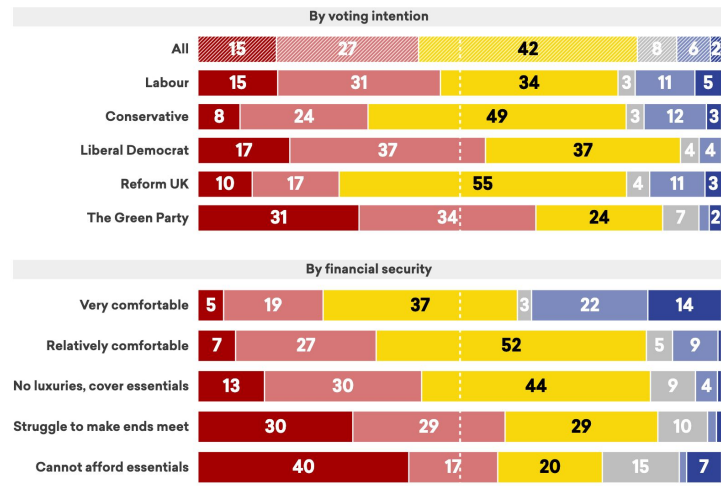
Only the most financially comfortable are more likely to say that leaving the EU made them better off (36 per cent) than worse off (24 per cent).

Leave leaning voters are the least likely to connect Brexit with their personal finances with 63 per cent of leave voters and 55 per cent of Reform voters saying Brexit made no difference.

Personal financial situation after Brexit

Thinking about your personal financial situation, would you say that the UK leaving the European Union has left you better or worse off, or has it not made a difference?

● Much worse off ● Somewhat worse off ● It has not made a difference
● Don't know ● Somewhat better off ● Much better off



The public say two key Brexit promises have not been delivered

Asked in focus groups why they voted for Brexit in 2016, the two answers that come through above all else are wanting **greater control over migration**, and wanting **greater NHS funding**.

Yet most Britons – on both sides of the 2016 vote – believe that immigration has increased since the UK left the EU. And most believe that NHS funding has stayed the same or decreased.

They promised us stars and rainbows and we got bucket loads.

Carrie, carer, Hull – Leave voter

I think we've gone in the complete opposite direction on the NHS. It's terrible now. More and more people are looking to go private just to actually get proper appointments.

Cara, business analyst, Manchester – too young to vote in 2016

We was promised that the borders would be shut. That hasn't happened.

Carol, Great Yarmouth – voted Leave

They were talking about immigration, which continued to rise. They were talking about funding for the NHS, which didn't happen. If you base it on those promises, it's a failure.

Jake, investment manager, Liverpool – voted Leave

4 in 10 Britons think that immigration has increased a lot since Brexit

Since the UK left the European Union, do you think that immigration has...?

● Increased a lot ● Increased a bit ● Not really changed ● Don't know
● Decreased a bit ● Decreased a lot

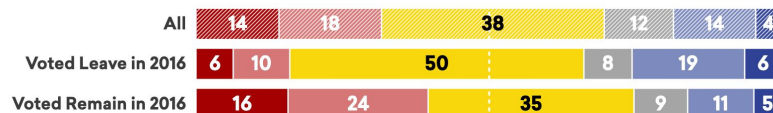


More in Common • June 2021

Half of Leave voters believe Brexit did not impact NHS funding

Since the UK left the European Union, do you think that funding for the NHS has...

● Decreased a lot ● Decreased a bit ● Not really changed ● Don't know
● Increased a bit ● Increased a lot



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Brexit or COVID?

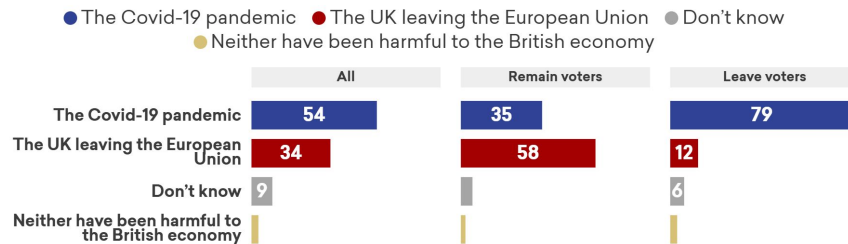
Many don't blame only Brexit for the UK's problems: asked to pinpoint what has gone wrong for the British economy in the last decade, Britons are far more likely to point to the pandemic (54 per cent) than Brexit (34 per cent)

In focus groups, many point to the pandemic as the moment that things went wrong. But even those who do not blame Brexit often feel let down that it did not deliver on the key issues of **migration, cost of living** or **NHS funding**.

Whether or not Brexit is solely to blame, most Britons believe that the issues they care about have stagnated or worsened since Britain left the EU.

The public are more likely to blame Covid than Brexit for the UK's economic problems

Which of the following, if either, would you say has been more harmful to the British economy over the past decade?



It's hard to judge because things were all up in the air when COVID came – and then there are the wars and things like that anyway. So I think it's difficult to say whether it's all because of Brexit or we are where we are because of other things as well.

Steph, compliance analyst, Liverpool – voted Remain

Are politicians to blame for Brexit disappointment?

Britons agree Brexit has failed (with just 7 per cent saying it has worked well), but they split on why:

- Nearly half the country (46 per cent) believe Brexit could have worked, but politicians have handled it badly.
- Another third agree it failed but say that it was never going to work (35 per cent).

Leave voters and 2024 Reform and Conservative voters are convinced it could have worked with clear majorities saying it was mishandled by politicians.

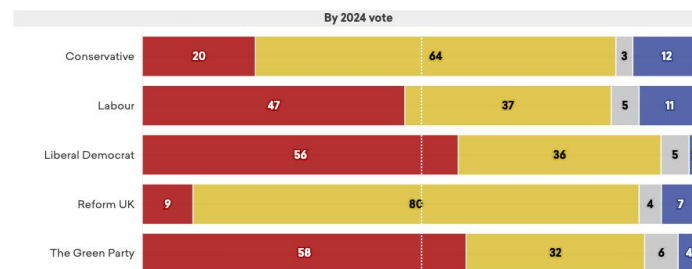
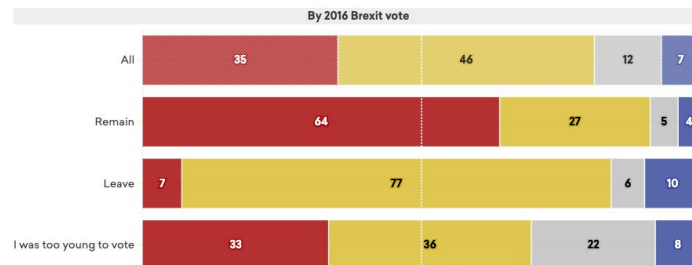
"You can put the blame on one name, but it's a culmination of everyone, isn't it?"

Sharon, teaching assistant, Liverpool – voted Remain

Nearly half the country believe Brexit could have worked, but politicians handled it badly

Which of the following comes closest to your view?

● Brexit was never going to work ● Brexit could have worked well, but politicians have handled it badly
● Don't know ● Brexit has worked well so far



Which politicians do Britons blame for Brexit failing?

Across leave and remain voters and the supporters of all major parties, Boris Johnson is the politician most likely to be blamed for Brexit's failure.

After Johnson, Remain voters consider David Cameron and Nigel Farage to be culpable, while Leave voters blame Cameron, Theresa May and Keir Starmer.

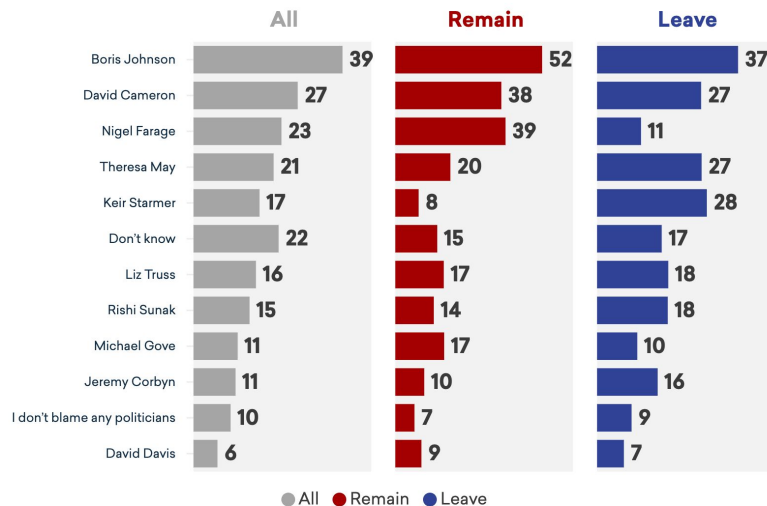
The original figures in the Leave campaign are the most unpopular among Remain voters, while recent Prime Ministers with the longest terms are blamed most by those who voted Leave.

I blame the government. Boris pushed it through and then he left — and from Boris leaving, it's just got worse and worse.

Aaron, paint sprayer, Great Yarmouth – voted Leave

Remain and Leave voters disagree on who to blame for Brexit not working

Which of the following politicians, if any, do you blame the most for Brexit not working? Please select all that apply.



What now for UK-EU relations?

Britons want closer relations with the EU on trade, travel and defence

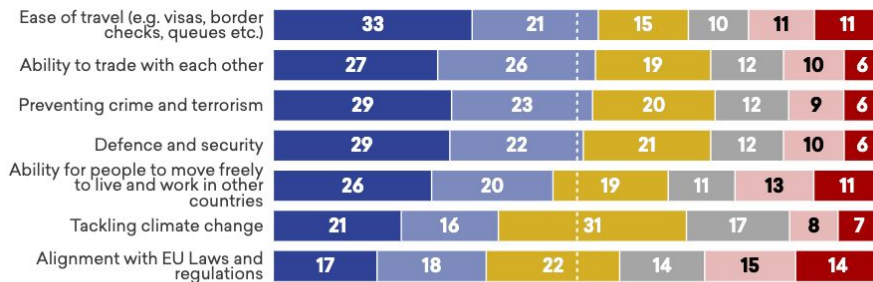
The clearest support exists for closer relations on trade, ease of travel, defence and preventing crime and terrorism. These fronts have majority support among the wider public and across all party supporters (except Reform – although there is still net support).

However, support has notably dropped since April. Support on trade has dropped 13 points to 53 per cent and defence is down 12 points to 51 per cent.

Most Britons want a closer relationship with the EU on trade, defence and travel

Thinking about the following aspects of the UK's relationship with the European Union, do you think the UK should have...

- Much closer relationship
- Slightly closer relationship
- The relationship is currently about right
- Don't know
- Slightly more distant relationship
- Much more distant relationship



Brexit took away from me the freedom to just go and live somewhere else in the EU if my life wasn't great here. I couldn't up and leave and go to Italy or Denmark or Sweden. That option was taken away.

Sam, graphic designer – too young to vote in 2016

... but would not be willing to give up powers

While Britons agree with the principle of greater cooperation, few want to see Britain's powers limited.

Across a range of policy areas – from nationalising industries to employment law and immigration rules – most Britons say it would not be worth limiting these powers in order to reach a closer relationship with the EU.

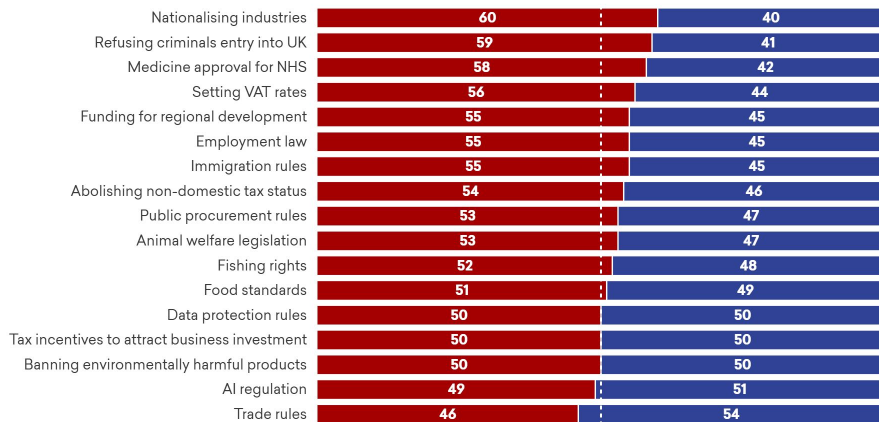
"It's a reasonable request, but it's a slippery slope of reasonable requests. Once you've granted that, how much further will they push?"

John, local government worker, Great Yarmouth
– voted Leave

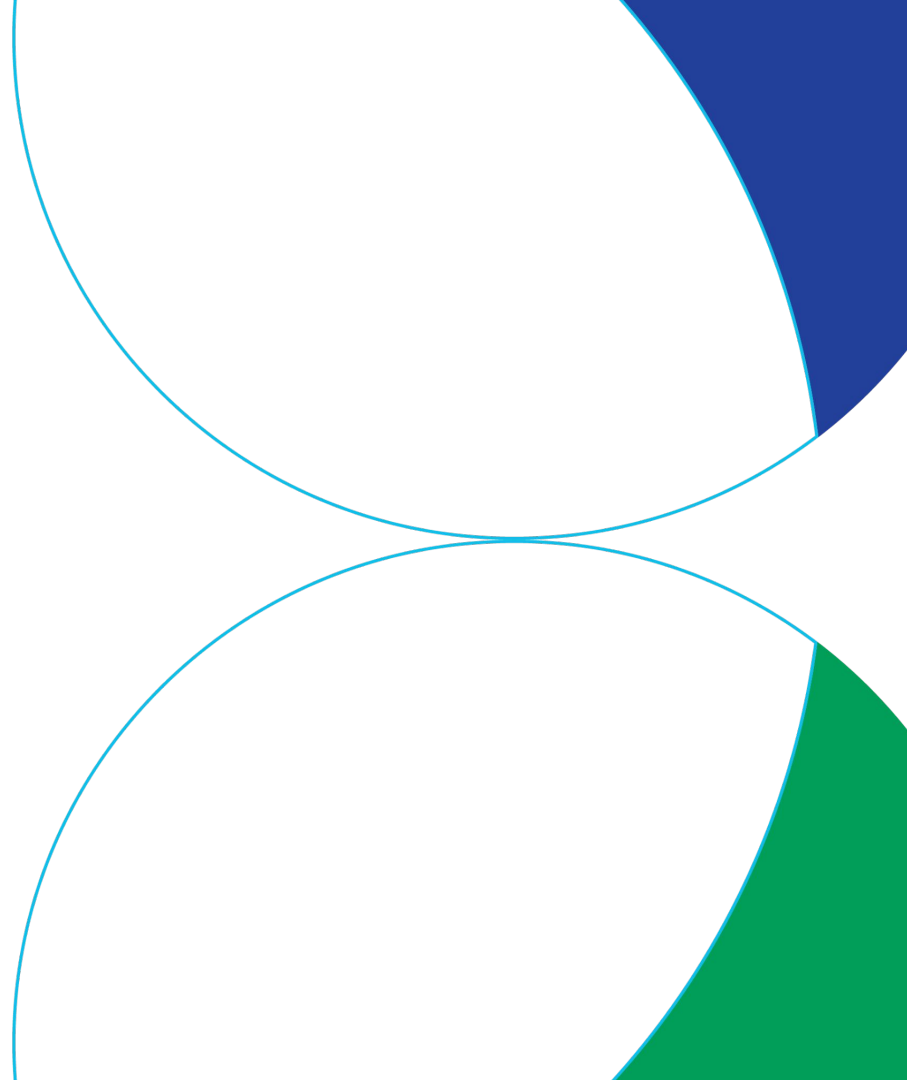
Most Britons say it would not be worth limiting powers for a closer relationship with Europe

If gaining a closer relationship with the EU meant limiting the UK Government's ability to change each of the following things, would it be worth it?

- It would NOT be worth limiting these powers for a closer relationship with the EU
- It would be worth limiting the British government's powers for a closer relationship with the EU



**A rejoin
referendum?**



A rejoin referendum?

Britons are more likely than not to want a rejoin referendum to be held in the next 5 years, but this is not a majority view: 49 per cent say they would want this versus two in five who oppose (34 per cent).

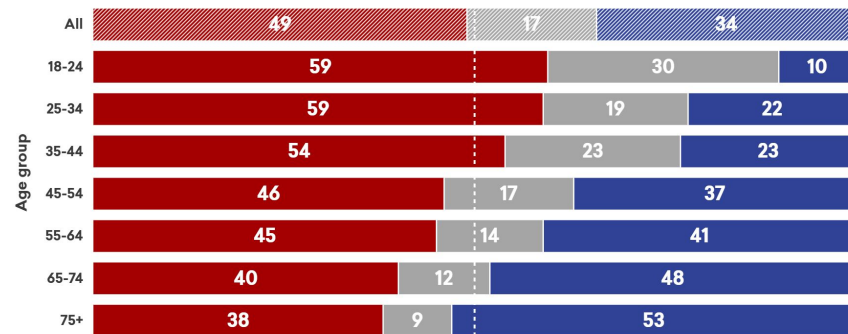
People under the age of 64 are more likely than not to support a referendum in the next five years. Those aged 65+ are more opposed, albeit still relatively divided.

Conservative voters have hardened against another referendum as a slim majority now oppose a rejoin referendum (51 per cent versus 41 per cent) compared an even split in April (45 per cent in support and 44 per cent opposed).

Almost half of Britons want a second referendum on the EU

Which of the following comes closest to your view?

- There should be a referendum on rejoining the EU in the next 5 years
- There should not be a referendum on rejoining the EU in the next 5 years
- Don't know



I think my memory was that went from in 2016 not being able to have a say and then all of a sudden in 2019 there was a multitude of different things to vote for – and all of a sudden I was allowed to vote, but I didn't get my opinion and my age category's opinion wasn't valid when it came to the original vote.

Adam, physiotherapist, Manchester – was too young to vote in 2016

Nearly half would vote to rejoin

48 per cent of Britons say they would vote “rejoin” in a second referendum, while 28 per cent would vote to stay outside the EU. 12 per cent would not vote and 12 per cent don’t know.

Nearly 1 in 5 (18 per cent) leave voters would vote to rejoin versus 7 in 10 to stay outside, while over 4 in 5 2016 remain voters would choose to rejoin. Of those who were too young to vote in 2016, just 6 per cent would vote to stay outside versus 54 per cent to rejoin.

Liberal Democrat voters are most likely to back joining the EU (78 per cent), followed closely by Green voters (77 per cent) and Labour voters (71 per cent).

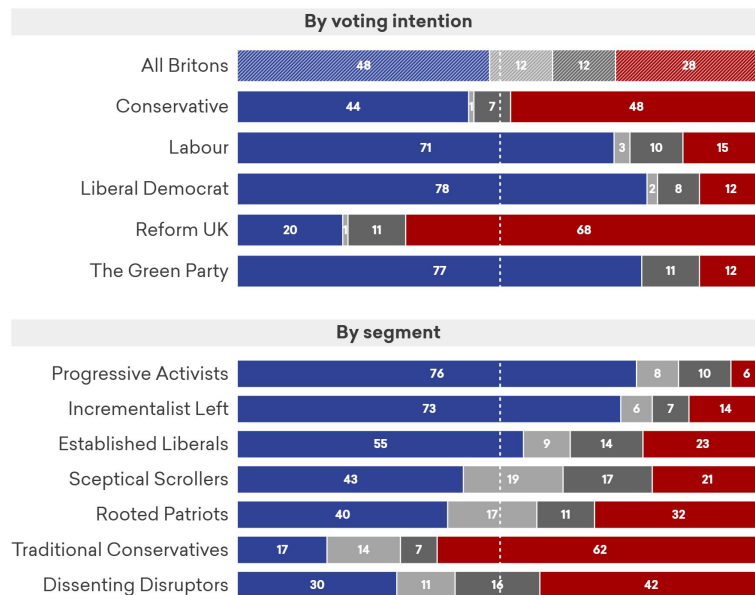
Reform UK voters are the most opposed, with 68 per cent saying the UK should stay outside the EU compared with just 20 per cent who would vote to join.

Conservative voters are evenly split, with 48 per cent backing staying outside the EU and 44 per cent backing joining – the narrowest margin of any party.

Nearly half of Britons would vote to rejoin the EU

And how would you vote in this referendum, would it be for the UK to join or stay out of the European Union?

● Join the European Union ● I would not vote ● Don't know
● Stay outside the European Union



The ECJ could be a barrier to rejoining

The ECJ jurisdiction could likely define any re-join campaign, and would likely collapse support among right-leaning segments.

Two in five Britons (41 per cent) say ECJ jurisdiction would be unacceptable as a condition of rejoining; 28 per cent say it would be acceptable. Progressive Activists are the only segment where more than half consider this an acceptable condition of re-joining.

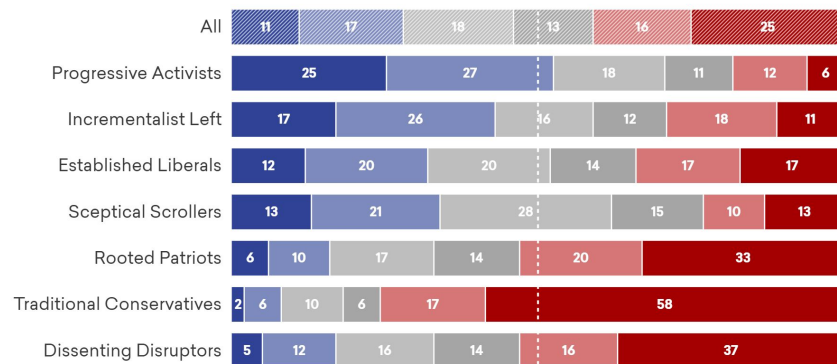
On balance, Rooted Patriots favour rejoining – but 53 per cent draw the line at ECJ jurisdiction. Their openness to rejoining the EU dissolves when sovereignty is on the table.

Right-leaning segments say that accepting ECJ jurisdiction would be unacceptable

How acceptable or unacceptable, if either, do you think it would be for the UK to need to meet each of the following conditions to join the European Union?

Accepting that European Court of Justice (ECJ) can overrule UK laws that conflict with EU rules

● Very acceptable ● Fairly acceptable ● Neither acceptable nor unacceptable
 ● Don't know ● Fairly unacceptable ● Very unacceptable



Britons worry about what kind of deal Britain would get

Britons worry about what kind of deal Britain would get from rejoining. Only 3 in 10 think the EU would offer favourable terms, while 45 per cent believe it would try to punish us with unfavourable ones.

Across both sides of the debate, many worry about the prospect of returning to the EU “cap-in-hand”, with our place in the world diminished and our bargaining power weakened, and ending up with a bad deal.

Coming back ten years later with a hat in our hands, begging to come back in. It sounds romantic to rejoin, but we're in a much weaker position now to renegotiate, to reintegrate.

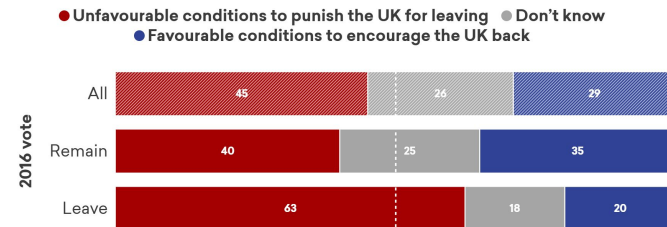
Jake, investment manager, Liverpool – voted Leave

It's sort of breaking up and getting back together after a ten-year break, is it a good idea?

Nia, doctor, Newcastle – too young to vote in 2016

Britons tend to think the EU would offer unfavourable rejoin conditions to punish the UK for leaving

If the UK tried to join the European Union, do you think the EU would offer...?



We've lost the cards. We played our hand and it's not a good hand.

Joe, NHS wellbeing coordinator, Liverpool – voted Remain

"Have we got anything to offer the EU now? I doubt it

Jess, compliance analyst – voted Remain

A new Brexit map of Britain

In a referendum held today, just 11 of Britain's 632 constituencies would vote to stay out of the EU – all of them in England.

Even the most eurosceptic seat in the country, South Basildon and East Thurrock, would still see 48% vote to rejoin. Scotland would vote unanimously to rejoin, with Glasgow North East the most pro-rejoin constituency in Britain at 87%. And perhaps most strikingly, 97% of seats that voted Leave in 2016 would now return a majority for rejoining the EU.

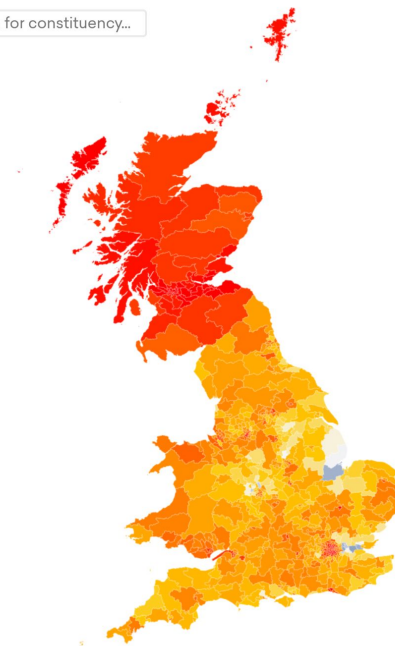
EU Referendum: Ten Years On

"If there was another referendum on EU membership today, how would you vote?"

Projected constituency results based on MRP model

To stay out of the European Union 42% 50% 58% To join the European Union

Search for constituency...



Seats in focus

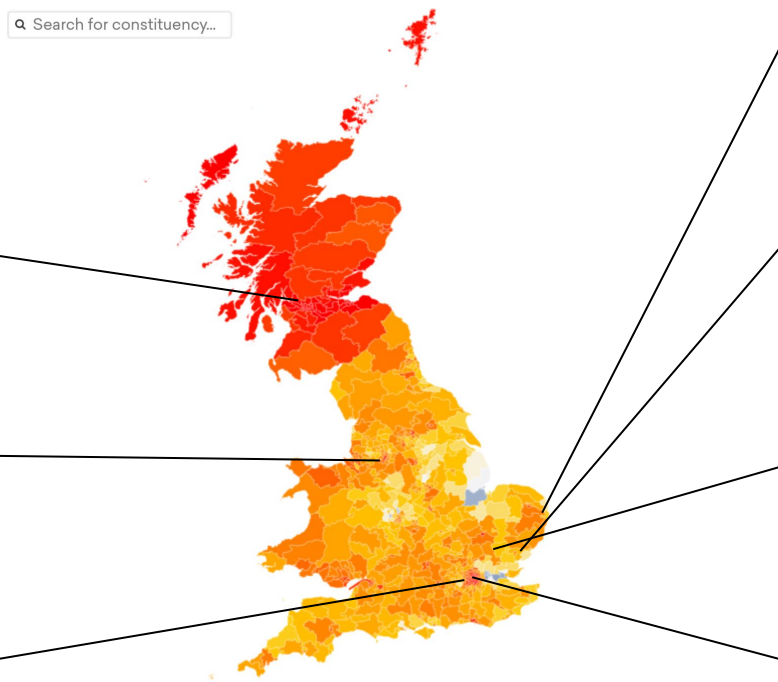
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Search for constituency...



Glasgow North East – the most pro-rejoin constituency in Britain

86.9% rejoin, 13.1% stay out

More supportive of rejoin than 631 constituencies

Makerfield – Andy Burnham's seat

55% rejoin, 45% stay out

More supportive of rejoin than 104 constituencies

Kingston and Surbiton – Ed Davey's seat

63.0% rejoin, 37.0% stay out

More supportive of rejoin than 457 constituencies

Great Yarmouth – Rupert Lowe's seat

51.5% rejoin, 48.5% stay out

More supportive of rejoin than 21 constituencies

Clacton – Nigel Farage's seat

51.9% rejoin, 48.1% stay out

More supportive of rejoin than 26 constituencies

North West Essex – Kemi Badenoch's seat

60.5% rejoin, 39.5% stay out

More supportive of rejoin than 361 constituencies

Holborn and St Pancras – Keir Starmer's seat

69.6% rejoin, 30.4% stay out

More supportive of rejoin than 541 constituencies

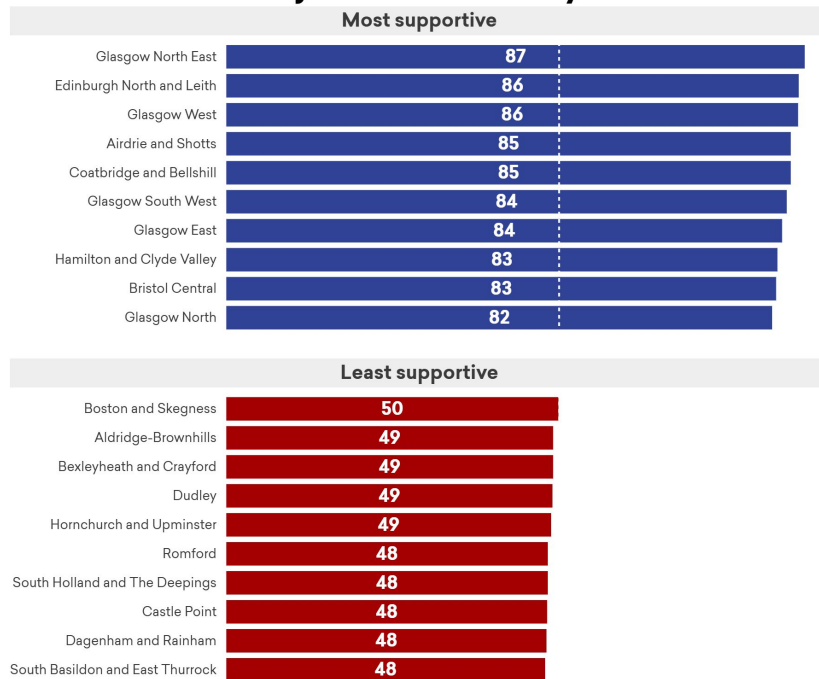
Which seats are most and least supportive of Brexit?

The ten most pro-rejoin constituencies in Britain are mostly Scottish – and mostly in Glasgow and Edinburgh, with the exception of Bristol Central. What unites the most pro-rejoin seats are that they are urban seats with low immigration salience.

The ten least pro-rejoin remain similar to those that voted for Brexit most strongly in 2016:

post-industrial or coastal English towns, heavily skewed toward Essex with Reform either winning or targeting all of them.

The 10 constituencies most and least supportive of Rejoin in the country





**More in
Common**

Thank you

