

August 2018

ONLINE Fieldwork: 3rd-5th August 2018

Absolutes/col percents

Table 1
Q.1 The UK is now in the process of preparing to leave the EU in March 2019. This process is commonly referred to as 'Brexit'. One potential outcome of the current Brexit negotiations has been described as a 'no deal' Brexit. Which of the statements below best fits with your understanding of the term 'no deal' Brexit and how it would take effect on 29 March 2019?
Base: All respondents

	Gender			Age					Region															
	Total (a)	Male (b)	Female (c)	18-24 (d)	25-39 (e)	40-54 (f)	55-64 (g)	65+ (h)	Scotland (i)	North East (j)	North West (k)	Yorkshire & Humber (l)	West Midlands (m)	East Midlands (n)	East of England (o)	Wales (p)	London (q)	South East (r)	South West (s)	North Ireland (t)	North East (u)	Midlands (v)	South East Excl London (w)	All England (x)
Unweighted base	2065	985	1080	170	514	541	334	506	194	82	240	160	156	165	205	100	249	280	178	56	482	321	458	1715
Weighted base	2065	1008	1057	229	540	512	306	478	174	84*	230	168	178	146	192	100*	271	280	178	62*	483	324	459	1729
The UK leaves the EU, without an agreement on a future relationship and trade with the EU: There will be no deal in place between the UK and EU for how future trade will work and how the supply of everyday consumer goods (such as food and medicines) and services (such as flights) would continue. The UK would be subject to the same trade rules as other countries that don't have a specific deal with the EU.	1239 60% k	695 69% cde	544 51% ac	101 44% d	288 53% e	306 60% d	202 66% ade	342 72% ade	119 68% ajk	41 49% j	121 53% k	110 65% jkt	97 54% l	83 57% m	129 67% ajk	63 63% p	160 59% q	179 64% jkt	108 61% s	29 47% t	272 56% u	180 55% v	287 63% jkt	1028 59% k
There is no agreement and so a 'transition period' starts: During this time, current rules on trade, freedom of movement and other agreements will stay the same, and will allow the UK and the EU time to negotiate a deal on how these concepts will work in the future.	306 15%	146 15%	159 15%	47 20% gh	79 15%	80 16%	38 13%	61 13%	23 13%	14 17%	40 17% l	16 10%	37 21% alp	26 17% w	27 14%	9 9%	44 16%	37 13%	24 13%	8 13%	70 15% l	63 19% alp	61 13%	266 15% l

Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h - a/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x
 Overlap formulae used. * small base

Prepared by Populus on behalf of Which?

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Base: All respondents

	Gender			Age					Region															
	Total (a)	Male (b)	Female (c)	18-24 (d)	25-39 (e)	40-54 (f)	55-64 (g)	65+ (h)	Scotland (i)	North East (j)	North West (k)	Yorkshire & Humberside (l)	West Midlands (m)	East Midlands (n)	East-ern (o)	Wales (p)	London (q)	South East (r)	South West (s)	North-ern Ire-land (t)	North Eng-land (u)	Mid-lands (v)	South Eng-land Excl London (w)	All Eng-land (x)
Weighted base	2065	1008	1057	229	540	512	306	478	174	84*	230	168	178	146	192	100*	271	280	178	62*	483	324	459	1729
The UK remains in the EU. The EU and UK would have failed to come to an agreement about how the UK could leave the EU. There will be no change to how trade, freedom of movement or other agreements currently work.	133	59	75	29	47	35	10	11	7	9	27	10	15	6	10	3	24	11	7	5	46	22	18	119
	6%g	6%h	7%i	12%af	9%ag	7%gh	3%	2%	4%	11%ipr	12%aino	6%	9%w	4%	5%	3%	9%rw	4%	4%	7%	9%aipr	7%	4%	7%rw
I don't know	388	108	280	53	126	91	54	63	26	20	42	33	29	32	26	25	43	53	40	20	95	60	92	316
	19%bh	11%	26%ab	23%h	23%afh	18%	18%	13%	15%	24%	18%	19%	16%	22%	14%	25%io	16%	19%	22%o	32%aik	20%	19%	20%	18%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h - a/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x
Overlap formulae used. * small base

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Table 2
Q.1 The UK is now in the process of preparing to leave the EU in March 2019. This process is commonly referred to as 'Brexit'. One potential outcome of the current Brexit negotiations has been described as a 'no deal' Brexit. Which of the statements below best fits with your understanding of the term 'no deal' Brexit and how it would take effect on 29 March 2019?
Base: All respondents

	Working Status					Education			Urbanity		Combined Annual Income				Social Grade				Ethnicity	
	Total (a)	Work- ing (b)	Not work- ing/ sick/ temp unemp- loyed (c)	House- wife/ Stu- dent (d)	Ret- ired (e)	School or lower (f)	Univ- ersity or higher (g)	Still in educ- ation (h)	Urban (i)	Rural (j)	Highest quar- tile (k)	Upper Middle quar- tile (l)	Lower Middle quar- tile (m)	Lowest quar- tile (n)	AB (o)	C1 (p)	C2 (q)	DE (r)	White (s)	BME & Mixed (t)
Unweighted base	2065	1159	179	202	525	1150	853	39	1624	441	489	467	577	348	648	592	313	512	1906	141
Weighted base	2065	1191	187	194	492	1171	825	45*	1637	428	510	448	575	346	564	580	419	502	1898	149
The UK leaves the EU, without an agreement on a future relationship and trade with the EU: There will be no deal in place between the UK and EU for how future trade will work and how the supply of everyday consumer goods (such as food and medicines) and services (such as flights) would continue. The UK would be subject to the same trade rules as other countries that don't have a specific deal with the EU.	1239 60% in	679 57%	108 58%	100 51%	352 72% d	659 56%	549 67% af	24 53%	959 59%	280 65% ai	318 62% n	290 65% an	345 60%	184 53%	364 65% aq	354 61%	231 55%	290 58%	1153 61% a	78 52%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e - a/f/g/h - a/i/j - a/k/l/m/n - a/o/p/q/r - a/s/t
 Overlap formulae used. * small base

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Base: All respondents

	Working Status				Education			Urbanity		Combined Annual Income				Social Grade				Ethnicity		
	Total (a)	Working (b)	Not working/sick/temp unemployed (c)	Housewife/Student (d)	Retired (e)	School or lower (f)	Univ-ersity or higher (g)	Still in education (h)	Urban (i)	Rural (j)	Highest quartile (k)	Upper Middle quartile (l)	Lower Middle quartile (m)	Lowest quartile (n)	AB (o)	C1 (p)	C2 (q)	DE (r)	White (s)	BME & Mixed (t)
Weighted base	2065	1191	187	194	492	1171	825	45*	1637	428	510	448	575	346	564	580	419	502	1898	149
There is no agreement and so a 'transition period' starts: During this time, current rules on trade, freedom of movement and other agreements will stay the same, and will allow the UK and the EU time to negotiate a deal on how these concepts will work in the future.	306 15%	198 17%a	19 10%	25 13%	63 13%	191 16%	108 13%	3 8%	250 15%	55 13%	84 16%	78 17% n	82 14%	40 12%	81 14%	91 16%	70 17%	63 13%	284 15%	21 14%
The UK remains in the EU. The EU and UK would have failed to come to an agreement about how the UK could leave the EU. There will be no change to how trade, freedom of movement or other agreements currently work.	133 6%efjs	103 9%ace	6 3%	13 6%e	12 2%	62 5%	63 8%f	6 13%f	118 7%aj	15 3%	42 8%	29 7%	31 5%	20 6%	39 7%	34 6%	33 8%	27 5%	113 6%	17 11%as
I don't know	388 19%egkl o	212 18%e	53 28%abe	57 29%abe	65 13%	259 22%ag	105 13%	12 27%g	309 19%	78 18%	67 13%	50 11%	117 20%kl m	101 29%akl	79 14%	101 17%	84 20%o	123 24%aop	348 18%	33 22%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - a/f/g/h - a/i/j - a/k/l/m/n - a/o/p/q/r - a/s/t
 Overlap formulae used. * small base