

Brexit Tracker January 2019

ONLINE Fieldwork : 16th-17th January 2019

Absolutes/col percents

Table 1

Q.30 The term 'no-deal' Brexit refers to the scenario below. 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. With that in mind, what kind of impact do you think a 'no deal' Brexit would have on consumers?

Base: All respondents

	Gender			Age					Region															
	Total (T)	Male (a)	Female (b)	18-24 (c)	25-39 (d)	40-54 (e)	55-64 (f)	65+ (g)	Scotland (h)	North East (i)	North West (j)	Yorkshire & Humber (k)	West Midlands (l)	East Midlands (m)	East of England (n)	Wales (o)	London (p)	South East (q)	South West (r)	North East (s)	North West (t)	Midlands (u)	South East (excl. Lon.) (v)	England (w)
Unweighted base	2082	989	1093	233	515	566	326	442	198	83	251	151	173	149	189	102	227	305	197	57	485	322	502	1725
Weighted base	2082	1016	1066	231	544	517	308	481	176	85*	232	170	180	147	194	101*	273	283	180	62*	487	327	462	1743
Positive impact	245 12%bc	150 15%Tb	95 9%	13 6%	53 10%	59 11%c	44 14%c	76 16%Tcd	16 9%	5 5%	28 12%	17 10%	17 9%	20 14%	26 13%	13 13%	30 11%	37 13%	32 18%Thil tw	5 8%	50 10%	37 11%	69 15%it	211 12%
No impact	295 14%b	174 17%b	122 11%	24 10%	68 12%	76 15%	47 15%	81 17%bc	15 9%	14 16%	35 15%	17 10%	39 22%Thk pqtvw	25 17%h	31 16%h	15 15%	35 13%	38 14%	25 14%	6 9%	66 13%	64 20%Thk ptvw	64 14%	259 15%h
Negative impact	1219 59%g	604 59%	615 58%	150 65%g	333 61%g	295 57%	184 60%	256 53%	126 72%Tij lmnopq rtuvw	45 54%	132 57%	105 62%	92 51%	84 57%	105 54%	56 56%	169 62%l	158 56%	101 56%	44 70%lu	283 58%	176 54%	259 56%	992 57%
Don't know	322 15%af	89 9%	234 22%Ta	44 19%f	90 17%f	88 17%f	32 10%	69 14%	18 10%	21 25%Thm prv	38 16%	30 17%	32 18%	18 12%	31 16%	17 17%	39 14%	50 18%h	22 12%	8 12%	89 18%h	50 15%	71 15%	280 16%

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

* small base

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Base: All respondents

	Total (T)	Social Grade			
		AB (a)	C1 (b)	C2 (c)	DE (d)
Unweighted base	2082	598	578	347	559
Weighted base	2082	568	585	423	506
Positive impact	245 12%	64 11%	63 11%	63 15%	55 11%
No impact	295 14%	68 12%	81 14%	70 17%	77 15%
Negative impact	1219 59%cd	376 66%Tcd	368 63%cd	210 50%	264 52%
Don't know	322 15%a	60 11%	73 12%	79 19%ab	110 22%Tab

Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d

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Absolutes/col percents

Table 2

Q.33 How satisfied or dissatisfied are you that the government has prepared adequately for the potential impacts of a 'no-deal' Brexit?

Base: All respondents

	Gender			Age					Region															
	Total (T)	Male (a)	Female (b)	18-24 (c)	25-39 (d)	40-54 (e)	55-64 (f)	65+ (g)	Scotland (h)	North East (i)	North West (j)	York-shire & Humber-side (k)	West Midlands (l)	East Midlands (m)	East-ern (n)	Wales (o)	London (p)	South East (q)	South West (r)	North-ern Ire-land (s)	North Eng-land (t)	Mid-lands (u)	South Eng-land (excl Lon.) (v)	Eng-land (w)
Unweighted base	2082	989	1093	233	515	566	326	442	198	83	251	151	173	149	189	102	227	305	197	57	485	322	502	1725
Weighted base	2082	1016	1066	231	544	517	308	481	176	85*	232	170	180	147	194	101*	273	283	180	62*	487	327	462	1743
NET: Satisfied	215 10%e	121 12%b	95 9%	30 13%e	61 11%e	37 7%	27 9%	60 12%e	13 7%	10 12%	26 11%	9 5%	23 13%k	11 7%	27 14%k	12 12%	32 12%k	33 12%k	16 9%	3 5%	45 9%	34 10%	49 11%	187 11%k
Very satisfied (+2)	39 2%	22 2%	17 2%	4 2%	13 2%	6 1%	8 3%	7 2%	3 2%	3 4%	4 2%	4 2%	7 4%	2 1%	3 1%	* *	5 2%	4 1%	4 2%	1 2%	10 2%	8 3%	8 2%	34 2%
Fairly satisfied (+1)	176 8%k	98 10%	78 7%	25 11%e	48 9%	32 6%	19 6%	52 11%ef	10 6%	7 8%	22 10%k	5 3%	17 9%k	9 6%	24 12%hkt	12 12%k	27 10%k	29 10%k	12 7%	2 3%	35 7%	25 8%	42 9%k	152 9%k
Neither satisfied nor dissatisfied (0)	400 19%p	195 19%	205 19%	41 18%	98 18%	108 21%	57 19%	96 20%	26 15%	14 17%	48 21%p	34 20%	38 21%	39 26%hp	38 20%	21 21%	36 13%	55 20%	38 21%p	12 19%	96 20%p	76 23%hp	94 20%p	341 20%p
Fairly dissatisfied (-1)	493 24%hj	236 23%	257 24%	51 22%	119 22%	137 27%	76 25%	109 23%	29 17%	19 22%	40 17%	51 30%hj	48 26%hj	36 25%	50 26%hj	18 18%	79 29%hj	70 25%j	42 23%	13 20%	109 22%	84 26%hj	111 24%j	433 25%hj
Very dissatisfied (-2)	767 37%	394 39%	373 35%	79 34%	198 36%	182 35%	125 40%	183 38%	92 52%Tij klmnop qrtuvw	30 35%	91 39%n	50 30%	55 31%	53 36%	57 30%	39 39%	104 38%	99 35%	66 37%	30 48%kl nu	171 35%	108 33%	165 36%	606 35%
NET: Dissatisfied	1260 61%	629 62%	630 59%	130 56%	318 58%	320 62%	200 65%	292 61%	122 69%Tjl nqtuvw	48 57%	131 56%	101 59%	103 57%	90 61%	107 55%	57 57%	183 67%jnt w	169 60%	107 60%	43 68%	280 58%	192 59%	276 60%	1038 60%
Don't know	207 10%a	71 7%	136 13%Ta	31 13%fg	67 12%fg	52 10%	23 7%	34 7%	15 9%	12 15%m	27 12%	26 15%mpu	16 9%	9 6%	22 11%	10 10%	21 8%	25 9%	18 10%	5 8%	65 13%Tmpu	25 8%	43 9%	177 10%
Mean	-0.95h	-0.93	-0.96	-0.87	-0.93	-0.99	-1.02	-0.91	-1.23	-0.90h	-0.94h	-0.97h s	-0.78h	-0.94h s	-0.78h	-0.92h	-0.99h	-0.89h	-0.95h	-1.19	-0.94h	-0.86h	-0.92h	-0.91h
Standard deviation	1.09	1.12	1.06	1.13	1.13	1.00	1.08	1.11	1.05	1.17	1.13	0.98	1.14	1.02	1.10	1.12	1.09	1.09	1.08	1.02	1.09	1.09	1.09	1.09
Standard error	0.03	0.04	0.03	0.08	0.05	0.04	0.06	0.05	0.08	0.14	0.08	0.09	0.09	0.09	0.09	0.12	0.08	0.07	0.08	0.14	0.05	0.06	0.05	0.03

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

* small base

Prepared by Populus on behalf of Which?

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Table 2

Q.33 How satisfied or dissatisfied are you that the government has prepared adequately for the potential impacts of a 'no-deal' Brexit?

Base: All respondents

	Total (T)	Social Grade			
		AB (a)	C1 (b)	C2 (c)	DE (d)
Unweighted base	2082	598	578	347	559
Weighted base	2082	568	585	423	506
NET: Satisfied	215 10%	71 12% ^d	53 9%	50 12%	42 8%
Very satisfied (+2)	39 2%	19 3% ^{Tbd}	6 1%	7 2%	7 1%
Fairly satisfied (+1)	176 8%	52 9%	47 8%	43 10%	35 7%
Neither satisfied nor dissatisfied (0)	400 19%	93 16%	95 16%	88 21%	125 25% ^{Tab}
Fairly dissatisfied (-1)	493 24%	144 25% ^d	143 25%	105 25%	100 20%
Very dissatisfied (-2)	767 37% ^c	232 41% ^c	229 39% ^c	124 29%	183 36% ^c
NET: Dissatisfied	1260 61% ^c	376 66% ^{Tcd}	372 64% ^{cd}	229 54%	283 56%
Don't know	207 10% ^a	29 5%	65 11% ^a	55 13% ^a	57 11% ^a
Mean	-0.95	-0.96	-1.04	-0.81 ^b	-0.93
Standard deviation	1.09	1.14	1.04	1.08	1.06
Standard error	0.03	0.05	0.05	0.06	0.05

Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d

Prepared by Populus on behalf of Which?

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Absolutes/col percents

Table 3

Q.35 How much information do you feel you have had from the government regarding the potential impact of a 'no-deal' Brexit on you as a consumer?

Base: All respondents

	Gender			Age					Region															
	Total (T)	Male (a)	Female (b)	18-24 (c)	25-39 (d)	40-54 (e)	55-64 (f)	65+ (g)	Scotland (h)	North East (i)	North West (j)	Yorkshire & Humberside (k)	West Midlands (l)	East Midlands (m)	East of England (n)	Wales (o)	London (p)	South East (q)	South West (r)	Northern Ireland (s)	North East of England (t)	Midlands (u)	South East of England (excl. London) (v)	England (w)
Unweighted base	2082	989	1093	233	515	566	326	442	198	83	251	151	173	149	189	102	227	305	197	57	485	322	502	1725
Weighted base	2082	1016	1066	231	544	517	308	481	176	85*	232	170	180	147	194	101*	273	283	180	62*	487	327	462	1743
Too much information	(4) 48 2%	24 2%	24 2%	9 4%	11 2%	8 2%	6 2%	14 3%	3 2%	5 5%kp	13 6%T	1 kmp	4 2%	2 1%	5 2%	2 2%	3 1%	4 1%	5 3%	-	19 4%	5 2%	9 2%	42 2%
About the right amount	(3) 321 15%	182 18%b	139 13%	45 20%fg	94 17%	82 16%	38 12%	61 13%	21 12%	12 14%	28 12%	22 13%	35 20%jrt	28 19%r	30 16%	18 18%	44 16%	52 18%rt	19 11%	11 17%	62 13%	64 20%hjt	71 15%	271 16%
Too little information	(2) 1060 51%	496 49%	564 53%	124 54%	287 53%	258 50%	148 48%	244 51%	87 49%	42 49%	120 52%	88 52%	92 51%	76 51%	102 53%	50 50%	146 54%	142 50%	85 47%	31 49%	250 51%	168 51%	227 49%	893 51%
No information at all	(1) 653 31%c	314 31%	339 32%	53 23%	152 28%	169 33%c	116 38%T	163 34%c	65 37%u	26 31%	71 31%	59 35%	49 27%	41 28%	57 29%	30 30%	79 29%	84 30%	71 39%Tlm	21 34%	156 32%	90 28%	155 34%	537 31%
Mean	1.89fr	1.92	1.86	2.04Tefg	1.93f	1.87	1.78	1.85	1.79	1.94	1.93r	1.80	1.97hkr	1.94	1.91	1.93	1.90	1.92r	1.77	1.83	1.88	1.95hkr	1.86	1.90r
Standard deviation	0.74	0.76	0.72	0.76	0.73	0.73	0.73	0.75	0.72	0.82	0.81	0.68	0.74	0.72	0.74	0.76	0.70	0.73	0.75	0.70	0.77	0.73	0.74	0.74
Standard error	0.02	0.02	0.02	0.05	0.03	0.03	0.04	0.04	0.05	0.09	0.05	0.06	0.06	0.06	0.05	0.08	0.05	0.04	0.05	0.09	0.03	0.04	0.03	0.02

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			AB (a)	C1 (b)	C2 (c)	DE (d)
Unweighted base		2082	598	578	347	559
Weighted base		2082	568	585	423	506
Too much information	(4)	48 2%	15 3%	10 2%	11 3%	12 2%
About the right amount	(3)	321 15%	90 16%	85 14%	73 17%	73 14%
Too little information	(2)	1060 51%	305 54%	301 51%	212 50%	242 48%
No information at all	(1)	653 31%	158 28%	190 32%	126 30%	179 35% ^a
Mean		1.89	1.93 ^d	1.85	1.93	1.84
Standard deviation		0.74	0.73	0.72	0.76	0.75
Standard error		0.02	0.03	0.03	0.04	0.03

Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d

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Table 4

Q.37 Are you aware of advice published by the UK government that provides information of the impact of a 'no-deal' Brexit?

Base: All respondents

	Gender			Age						Region														
	Total (T)	Male (a)	Female (b)	18-24 (c)	25-39 (d)	40-54 (e)	55-64 (f)	65+ (g)	Scotland (h)	North East (i)	North West (j)	Yorkshire & Humber (k)	West Midlands (l)	East Midlands (m)	East of England (n)	Wales (o)	London (p)	South East (q)	South West (r)	North Ireland (s)	North East (t)	Midlands (u)	South East (excl Lon.) (v)	England (w)
Unweighted base	2082	989	1093	233	515	566	326	442	198	83	251	151	173	149	189	102	227	305	197	57	485	322	502	1725
Weighted base	2082	1016	1066	231	544	517	308	481	176	85*	232	170	180	147	194	101*	273	283	180	62*	487	327	462	1743
Yes	307 15%b	190 19% ^{Tb}	117 11%	36 16%	92 17% ^g	78 15%	47 15%	55 11%	26 15%	8 9%	26 11%	23 14%	30 17%	18 12%	39 20% ^{ij}	13 13%	45 16%	41 15%	30 17%	7 11%	57 12%	48 15%	72 15%	260 15%
No	1583 76% ^{cd}	755 74%	828 78%	160 69%	375 69%	397 77% ^{cd}	247 80% ^{cd}	405 84% ^{Tcd}	129 74%	69 81%	175 75%	128 75%	125 70%	118 80% ^l	142 74%	83 82% ^l	203 74%	221 78%	138 77%	51 82%	372 76%	244 75%	359 78%	1320 76%
Don't know	192 9% ^{fg}	71 7%	121 11% ^a	35 15% ^{Tef}	77 14% ^{Tefg}	42 8% ^g	15 5%	22 5%	20 11%	8 9%	31 13% ^{noq}	19 11%	24 13% ^{noqr}	11 8%	12 6%	5 5%	25 9%	20 7%	12 7%	4 6%	58 12% ^{nv}	35 11%	32 7%	163 9%

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

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Weighted base	2082	568	585	423	506
Yes	307 15% ^d	115 20% ^{Tbd}	77 13%	66 16% ^d	49 10%
No	1583 76%	415 73%	463 79% ^{ac}	299 71%	406 80% ^{ac}
Don't know	192 9%	39 7%	44 8%	58 14% ^{Tab}	51 10%

Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d