Methodology

Fieldwork Dates
31st August – 1st September 2018

Data Collection Method
The survey was conducted via online panel. Invitations to complete surveys were sent out to members of the panel. Differential response rates from different demographic groups were taken into account.

Population Sampled
All adults in the UK aged 18+.

Sample Size
1,017

Data Weighting
Data were weighted to the profile of all adults in the UK aged 18+. Data were weighted by age, sex, region, household income, education, 2017 General Election Vote and 2016 EU Referendum Vote. Targets for the weighted data were derived from Office for National Statistics Census Data and the results of the 2017 UK General Election and the 2016 EU Referendum.

Margin of Error
Because only a sample of the full population was interviewed, all results are subject to margin of error, meaning that not all differences are statistically significant. For example, in a question where 50% (the worst case scenario as far as margin of error is concerned) gave a particular answer, with a sample of 1,017 it is 95% certain that the ‘true’ value will fall within the range of 3.1% from the sample result. Subsamples from the cross-breaks will be subject to higher margin of error, conclusions drawn from crossbreaks with very small sub-samples should be treated with caution.

Voting Intention
In order to assess voting intention, we first asked respondents how likely they would be to vote in the next election on a scale of 0-10. This likelihood to vote for was then used to weight voters’ responses, such that respondents replying “10” were weighted by a factor of 1.0, whilst those responding “9” were weighted by a factor of 0.9, and so on down to responses of “0” being excluded altogether.

Respondents were then asked who they would be most likely to vote for if that election were tomorrow, with the responses “Labour”, “Conservative” and “Liberal Democrat” prompted in a randomising order, and other parties displayed if respondents selected “Another Party”. For respondents in Scotland and Wales, “SNP” and “Plaid Cymru” respectively were included in the main prompt. Respondents in Northern Ireland were asked the same question, with “DUP”, “Sinn Fein”, “UUP”, “SDLP” and “Alliance Party” and prompted in a randomising order.
Question presentation

All data tables shown in full below, in order and wording put to respondents, including but not limited to all tables relating to published data and all relevant tables preceding them. Tables for demographic questions might not be included but these should be clear from the cross-breaks on published tables. In all questions where the responses are a list of parties, names or statements, these will typically have been displayed to respondents in a randomising order. The only questions which would not have had randomising responses would be those in which there was a natural order to maintain – e.g. a scale from “strongly agree” to “strongly disagree”, a list of numbers from 0 to 10 or questions which had factual rather than opinion-related answers such as demographic information. “Other”, “Don’t know” and “Refused” responses are not randomised.

Not all questions will have necessarily been asked to all respondents – this is because they may be follow-on questions from previous questions or only appropriate to certain demographic groups. Lower response counts should make clear where this has occurred.

Data were analysed and weighted by Survation.

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### Table 1: Topical poll

#### Q1. By Normal Weighting

| Age Group | Education Level | Income p.a. | 2017 GE Vote | Other detail | Remain | Leave | London | Midlands | North | South | Scotland | Northern Ireland | Belgium | Netherlands | Italy | Germany | France | Spain | Sweden | Russia | Poland | Hungary | Czech Republic | USA | Russia |
|-----------|-----------------|-------------|--------------|--------------|---------|-------|--------|---------|-------|-------|---------|-----------------|---------|------------|------|--------|-------|-------|---------|--------|---------|-----------|---------|----------|-----------------|-----------------|-------|
| 25-34     | Level 1         | £19,999     | 35.1         | 5.1          | 35.1    | 5.1   | 35.1   | 5.1     | 35.1  | 5.1   | 35.1   | 5.1              | 35.1   | 5.1         | 35.1 | 5.1    | 35.1  | 5.1   | 35.1   | 5.1   | 35.1   | 5.1       | 35.1   | 5.1       | 35.1             | 5.1             | 35.1 | 5.1       |
| 35-49     | Level 2         | £20,000     | 35.2         | 5.2          | 35.2    | 5.2   | 35.2   | 5.2     | 35.2  | 5.2   | 35.2   | 5.2              | 35.2   | 5.2         | 35.2 | 5.2    | 35.2  | 5.2   | 35.2   | 5.2   | 35.2   | 5.2       | 35.2   | 5.2       | 35.2             | 5.2             | 35.2 | 5.2       |
| 50-64     | Level 3         | £20,000     | 35.3         | 5.3          | 35.3    | 5.3   | 35.3   | 5.3     | 35.3  | 5.3   | 35.3   | 5.3              | 35.3   | 5.3         | 35.3 | 5.3    | 35.3  | 5.3   | 35.3   | 5.3   | 35.3   | 5.3       | 35.3   | 5.3       | 35.3             | 5.3             | 35.3 | 5.3       |
| 65-74     | Level 4         | £20,000     | 35.4         | 5.4          | 35.4    | 5.4   | 35.4   | 5.4     | 35.4  | 5.4   | 35.4   | 5.4              | 35.4   | 5.4         | 35.4 | 5.4    | 35.4  | 5.4   | 35.4   | 5.4   | 35.4   | 5.4       | 35.4   | 5.4       | 35.4             | 5.4             | 35.4 | 5.4       |

#### Q2. If there were to be another general election, on a scale of 0-10, where 10 is certain and 0 is would not vote, how likely would you be to vote?

| Age Group | Education Level | Income p.a. | 2017 GE Vote | Other detail | Remain | Leave | London | Midlands | North | South | Scotland | Northern Ireland | Belgium | Netherlands | Italy | Germany | France | Spain | Sweden | Russia | Poland | Hungary | Czech Republic | USA | Russia |
|-----------|-----------------|-------------|--------------|--------------|---------|-------|--------|---------|-------|-------|---------|-----------------|---------|------------|------|--------|-------|-------|---------|--------|---------|-----------|---------|----------|-----------------|-----------------|-------|
| 25-34     | Level 1         | £19,999     | 35.1         | 5.1          | 35.1    | 5.1   | 35.1   | 5.1     | 35.1  | 5.1   | 35.1   | 5.1              | 35.1   | 5.1         | 35.1 | 5.1    | 35.1  | 5.1   | 35.1   | 5.1   | 35.1   | 5.1       | 35.1   | 5.1       | 35.1             | 5.1             | 35.1 | 5.1       |
| 35-49     | Level 2         | £20,000     | 35.2         | 5.2          | 35.2    | 5.2   | 35.2   | 5.2     | 35.2  | 5.2   | 35.2   | 5.2              | 35.2   | 5.2         | 35.2 | 5.2    | 35.2  | 5.2   | 35.2   | 5.2   | 35.2   | 5.2       | 35.2   | 5.2       | 35.2             | 5.2             | 35.2 | 5.2       |
| 50-64     | Level 3         | £20,000     | 35.3         | 5.3          | 35.3    | 5.3   | 35.3   | 5.3     | 35.3  | 5.3   | 35.3   | 5.3              | 35.3   | 5.3         | 35.3 | 5.3    | 35.3  | 5.3   | 35.3   | 5.3   | 35.3   | 5.3       | 35.3   | 5.3       | 35.3             | 5.3             | 35.3 | 5.3       |
| 65-74     | Level 4         | £20,000     | 35.4         | 5.4          | 35.4    | 5.4   | 35.4   | 5.4     | 35.4  | 5.4   | 35.4   | 5.4              | 35.4   | 5.4         | 35.4 | 5.4    | 35.4  | 5.4   | 35.4   | 5.4   | 35.4   | 5.4       | 35.4   | 5.4       | 35.4             | 5.4             | 35.4 | 5.4       |
### Topical poll

**Table 2** By Normal Weighting

Q2. If the General Election was taking place tomorrow, and there was a candidate from all political parties standing in your constituency, which party do you think you would vote for?

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<th>Total</th>
<th>Sex</th>
<th>Age</th>
<th>Education Level</th>
<th>HH Income p.a.</th>
<th>2017 GE Vote</th>
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**Prepared by Survation**
### Topical poll

**Q2. By Normal Weighting and LTV**

**Base: Respondents Likely to vote**

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<th><strong>2017 GE Vote</strong></th>
<th><strong>Region</strong></th>
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**Notes:**
- Male
- Female
- 15-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65-74
- 75+
- Undergraduates
- Graduates
- Other
- Under £10,000
- £10,000-19,999
- £20,000-29,999
- £30,000-£49,999
- £50,000+
- CON
- LAB
- SNP
- Others
- Remain
- Leave
- London
- Midlands
- North
- South
- England
- Scotland
- Wales
- NI

**Table 3**

Q2. If the General Election was taking place tomorrow, and there was a candidate from all political parties standing in your constituency, which party do you think you would vote for?

**Base: Respondents Likely to vote**

- Male
- Female
- 15-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65-74
- 75+
- Undergraduates
- Graduates
- Other
- Under £10,000
- £10,000-19,999
- £20,000-29,999
- £30,000-£49,999
- £50,000+
- CON
- LAB
- SNP
- Others
- Remain
- Leave
- London
- Midlands
- North
- South
- England
- Scotland
- Wales
- NI

**Prepared by Survation**

Page 6
### Table 4

#### Q2. By Normal Weighting and LTV with undecided and refused removed

Q2. If the General Election was taking place tomorrow, and there was a candidate from all political parties standing in your constituency, which party do you think you would vote for?

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<th>Region</th>
<th>Total</th>
<th>Sex</th>
<th>Age</th>
<th>Education Level</th>
<th>HH Income p.a.</th>
<th>2017 GE Vote</th>
<th>2016 EU Referendum</th>
<th>Other Parties</th>
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Table 5  
Q3. By Normal Weighting  
Q3. If there were to be another referendum on membership of the European Union, on a scale of 0-10, where 10 is certain and 0 is not to vote, how likely would you be to vote?

---

**Topical poll**

<table>
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<th>Sex</th>
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<th>Education Level</th>
<th>1991 Income p.a.</th>
<th>1997 QE Vote</th>
<th>2016 EU Referendum</th>
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<td>25-34</td>
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<td>45-54</td>
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<td>504</td>
<td>75</td>
<td>119</td>
<td>139</td>
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<td>551</td>
<td>112</td>
<td>175</td>
<td>183</td>
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<td>0 - would not vote</td>
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<td>41</td>
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<td>19</td>
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<td>10 - certain to vote</td>
<td>673</td>
<td>355</td>
<td>317</td>
<td>51</td>
<td>89</td>
<td>87</td>
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<td>1017</td>
<td>486</td>
<td>531</td>
<td>112</td>
<td>175</td>
<td>163</td>
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</table>

Prepared by Survation
### Table 6

Q4. By Normal Weighting

Q4. Imagine there was a referendum tomorrow with the question “Should the United Kingdom remain a member of the European Union or leave the European Union?” How would you vote?

<table>
<thead>
<tr>
<th>Total</th>
<th>Sex</th>
<th>Age</th>
<th>Education Level</th>
<th>HH Income p.a.</th>
<th>2017 GE Vote</th>
<th>2016 EU Referendum</th>
<th>Region</th>
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</thead>
<tbody>
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<td>Female</td>
<td>18-24</td>
<td>25-34</td>
<td>35-44</td>
<td>45-54</td>
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</tr>
<tr>
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<td>493</td>
<td>469</td>
<td>69</td>
<td>107</td>
<td>128</td>
<td>138</td>
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<tr>
<td>Weighted Total</td>
<td>965</td>
<td>472</td>
<td>494</td>
<td>104</td>
<td>158</td>
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<td>223</td>
<td>75</td>
<td>85</td>
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<td>46</td>
<td>9</td>
<td>18</td>
<td>14</td>
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<td>3</td>
<td>1</td>
<td>3</td>
<td>2</td>
<td>-</td>
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<tr>
<td>SIGMA</td>
<td>955</td>
<td>472</td>
<td>484</td>
<td>104</td>
<td>158</td>
<td>155</td>
<td>169</td>
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Base: Respondents Likely to vote

Prepared by Survation
### Table 7

**Q4. By Normal Weighting and LTV**

**Q4. Imagine there was a referendum tomorrow with the question “Should the United Kingdom remain a member of the European Union or leave the European Union?” How would you vote?**

<table>
<thead>
<tr>
<th>Region</th>
<th>Leave (%)</th>
<th>Remain (%)</th>
<th>Undecided (%)</th>
<th>Refused (%)</th>
<th>SIGMA</th>
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<td>Weighted</td>
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<td>80.5</td>
<td>0.0</td>
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<td>100.0</td>
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</table>

**Base:** Respondents Likely to vote

<table>
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<th>Total</th>
<th>Sex</th>
<th>Age</th>
<th>Education Level</th>
<th>HR Income p.a.</th>
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<th>2016 EU Referendum</th>
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<td>18-24</td>
<td>25-34</td>
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<td>136</td>
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</table>

**Prepared by Survation**
### Table 8

**Q4. Imagine there was a referendum tomorrow with the question “Should the United Kingdom remain a member of the European Union or leave the European Union?” How would you vote?**

**Base:** Respondents Likely to vote with undecided and refused removed

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<th>Leave</th>
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<td>South</td>
<td>57.0%</td>
<td>43.0%</td>
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<tr>
<td>Wales</td>
<td>52.2%</td>
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<tr>
<td>South West</td>
<td>57.5%</td>
<td>42.5%</td>
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<tr>
<td>Midlands</td>
<td>57.7%</td>
<td>42.3%</td>
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<td>London</td>
<td>57.0%</td>
<td>43.0%</td>
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<tr>
<td>North</td>
<td>55.4%</td>
<td>44.6%</td>
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<tr>
<td>N. West</td>
<td>56.2%</td>
<td>43.8%</td>
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<tr>
<td>N. East</td>
<td>54.5%</td>
<td>45.5%</td>
</tr>
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</table>

**Topical poll**

**Q4. By Normal Weighting and LTV with undecided and refused removed**

**Prepared by Survation**
Table 9

Q5. To what extent do you feel favourably or unfavourably towards each of the following people?

| Person | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65-74 | Other | Apprentice | Further | Level 4 | £0-£17,999 | £18,000-£29,999 | £30,000+ | CON | LAB | LD | SNP | OTHER | Did not vote | Remain | Leave | London | Midlands | North | South | England | Scotland | Wales | NI |
|--------|-------|------|--------|------|-------|-------|-------|-------|-------|-------|-----------|----------|--------|-----------|----------------|-----------|-----|-----|-----|-----|--------|---------|--------|--------|--------|-------|-------|--------|---------|-------|
| Theresa May |      |      |        |      |       |       |       |       |       |       |           |          |        |            |                 |          |     |     |     |     |        |        |        |        |        |        |        |        |        |
| Unweighted Total | 1017 | 513 | 504 | 75 | 119 | 139 | 144 | 196 | 275 | 69 | 216 | 235 | 155 | 411 | 334 | 424 | 222 | 375 | 281 | 64 | 22 | 94 | 142 | 399 | 462 | 102 | 163 | 290 | 335 | 850 | 83 | 56 | 28 |
| Weighted Total | 1017 | 496 | 521 | 112 | 175 | 163 | 181 | 152 | 129 | 106 | 306 | 249 | 125 | 277 | 224 | 343 | 343 | 355 | 305 | 82 | 25 | 60 | 142 | 414 | 447 | 133 | 163 | 237 | 321 | 854 | 86 | 49 | 26 |
| Strongly favourable | 239 | 106 | 120 | 18 | 25 | 39 | 36 | 37 | 36 | 28 | 89 | 60 | 30 | 83 | 43 | 62 | 21 | 156 | 31 | 13 | 12 | 20 | 80 | 132 | 34 | 24 | 83 | 87 | 214 | 11 | 7 | 5 |
| Somewhat favourable | 235 | 122 | 117 | 16 | 46 | 39 | 36 | 37 | 36 | 28 | 89 | 60 | 30 | 83 | 43 | 62 | 21 | 156 | 31 | 13 | 12 | 20 | 80 | 132 | 34 | 24 | 83 | 87 | 214 | 11 | 7 | 5 |
| Neither favourable nor unfavourable | 243 | 111 | 132 | 30 | 45 | 41 | 45 | 34 | 25 | 24 | 85 | 81 | 26 | 81 | 87 | 71 | 72 | 59 | 17 | 4 | 17 | 54 | 98 | 92 | 26 | 46 | 51 | 83 | 212 | 16 | 9 | 7 |
| Unfavourable | 185 | 97 | 88 | 20 | 27 | 31 | 32 | 31 | 32 | 28 | 74 | 40 | 24 | 57 | 50 | 65 | 74 | 48 | 90 | 17 | 13 | 22 | 22 | 101 | 83 | 10 | 46 | 47 | 55 | 119 | 20 | 12 | 4 |

Prepared by Survation
### Table 10: Base: All Respondents

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</table>

**Topical poll**

Prepared by Survation
### Table 11

Q7. To what extent do you feel favourably or unfavourably towards each of the following people?

**Vince Cable**

**Base: All Respondents**

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<th>Somewhat favourable</th>
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### Table 12: Q8. To what extent do you feel favourably or unfavourably towards each of the following people?

**Prepared by Survation**

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</table>

**Prepared by Survation**

**Topical poll**

1 Sep 2018

**Gerard Batten**

Base: All Respondents
Table 13
Q9. By Normal Weighting

Q9. When the UK Government’s negotiations over the terms of Britain’s exit from the EU are complete, would you…?

Base: All Respondents

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<th>Midlands</th>
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<th>South</th>
<th>England</th>
<th>Scotland</th>
<th>Wales</th>
<th>NI</th>
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<td>100.0%</td>
<td>100.0%</td>
<td>100.0%</td>
<td>100.0%</td>
<td>100.0%</td>
<td>100.0%</td>
<td>100.0%</td>
</tr>
<tr>
<td>Support holding a referendum asking the public if they will accept or reject a deal</td>
<td>100.0%</td>
<td>100.0%</td>
<td>100.0%</td>
<td>100.0%</td>
<td>100.0%</td>
<td>100.0%</td>
<td>100.0%</td>
<td>100.0%</td>
<td>100.0%</td>
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<tr>
<td>Oppose a referendum asking the public if they will accept or reject a deal</td>
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<td>100.0%</td>
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<td>100.0%</td>
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<td>100.0%</td>
<td>100.0%</td>
<td>100.0%</td>
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Prepared by Survation
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<td>656</td>
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</tr>
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<td>100%</td>
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</table>

Topical poll

Q10. Which of the following statements is closest to your view?

- Brexit will be good for the UK economy
- Brexit will be bad for the UK economy
- Brexit will make no difference to the UK economy
- Don't know

Prepared by Survation
## Table 15

Q11. By Normal Weighting

### Considering your personal circumstances, which of the following is closest to your view?

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<tr>
<th>Region</th>
<th>Unweighted Total</th>
<th>Weighted Total</th>
<th>Sex</th>
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### Notes
- **SIGMA**: Standardised margins of error due to weighting.
- **Prepared by Survation**
### Table 16

#### Q12. By Normal Weighting

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<th>Wales</th>
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#### Q12. How well has the UK government handled the Brexit negotiations so far?

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<th>45-54</th>
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<td>24.9%</td>
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<td>4.9%</td>
<td>2.5%</td>
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**Topical poll**

Prepared by Survation
**Topical poll**

Table 17
Q13. Which of the following would you consider acceptable or unacceptable terms for the UK’s final Brexit deal with the EU?
The EU imposing a “hard border” between Northern Ireland and the Republic of Ireland

Base: All Respondents

| Region       | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 75+ | "No" | Level 1 | Level 2 | Apprenticeship / Other | Level 3 | Level 4 | £0 - £9,999 | £10,000 - £19,999 | £20,000 - £29,999 | £30,000+ | CON | LAB | LD | SNP | OTHER | Did not vote | Remain | Leave | London | Midlands | North | South | England | Scotland | Wales | SIGMA |
|--------------|------|--------|-------|-------|-------|-------|-------|-----|------|--------|--------|------------------------|--------|--------|--------------|-----------------|------------------|--------|-----|----|-----|------|----------|--------|-------|--------|----------|-------|-------|---------|---------|-------|-------|
| Unweighted Total | 1017 | 513 | 504    | 75    | 119   | 139   | 144   | 196 | 275  | 69     | 216   | 235   | 155   | 411   | 334 | 424 | 232 | 375 | 261 | 64   | 22   | 94  | 142 | 399 | 462 | 102 | 163 | 250 | 335 | 850 | 83 | 56 | 28 |
| Weighted Total | 1017 | 496 | 521    | 112   | 175   | 183   | 151   | 152 | 129  | 106   | 366   | 249   | 125   | 277   | 254 | 343 | 135 | 355 | 335 | 62   | 25   | 60  | 142 | 414 | 447 | 133 | 163 | 237 | 321 | 854 | 86 | 49 | 28 |
| Acceptable    |      |      |        |       |       |       |       |     |      |        |       |       |       |       |     |   |    |    |    |     |       |       |     |     |    |     |     |     |       |       |     |    |    |
| Unacceptable |      |      |        |       |       |       |       |     |      |        |       |       |       |       |     |   |    |    |    |     |       |       |     |     |    |     |     |     |       |       |     |    |    |
| Don't know    | 227  | 74   | 152    | 30    | 25    | 43    | 53    | 30  | 25   | 22    | 101   | 53    | 24    | 49    | 95  | 68  | 56  | 68  | 81  | 5   | 4    | 9    | 43  | 69  | 110 | 16  | 23  | 60  | 82  | 191 | 16 | 16 | 3 |
| SIGMA         | 1017 | 496 | 521    | 112   | 175   | 183   | 151   | 152 | 129  | 106   | 366   | 249   | 125   | 277   | 254 | 343 | 135 | 355 | 335 | 62   | 25   | 60  | 142 | 414 | 447 | 133 | 163 | 237 | 321 | 854 | 86 | 49 | 28 |

Prepared by Survation
### Table 18

**Q14. By Normal Weighting**

**Q14. Which of the following would you consider acceptable or unacceptable terms for the UK’s final Brexit deal with the EU?**

**UK businesses having to pay a tariff for access to the European Single Market**

**Base: All Respondents**

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<th>Unacceptable</th>
<th>Don’t know</th>
<th>SIGMA</th>
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<td>14.0%</td>
<td>61.4%</td>
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<tr>
<td>Wales</td>
<td>26.6%</td>
<td>60.1%</td>
<td>13.3%</td>
<td>62.7%</td>
</tr>
<tr>
<td>Scotland</td>
<td>28.8%</td>
<td>54.0%</td>
<td>17.2%</td>
<td>62.4%</td>
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<tr>
<td>North</td>
<td>30.8%</td>
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<td>17.7%</td>
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**Prepared by Survation**
### Table 19

Q15. Which of the following would you consider acceptable or unacceptable terms for the UK’s final Brexit deal with the EU?

No further restrictions on the freedom of movement of EU citizens to live and work in the UK

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<th>2017 GE Vote</th>
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<th>Age</th>
<th>Sex</th>
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<td>75</td>
<td>194</td>
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**Notes:**
- **SIGMA:**
- **Prepared by Survation**
- **Topical poll**
- **Prepared by Survation**
- **Page 22**
- **Page 22**
### Q16. By Normal Weighting

The European Court of Justice having supremacy over the UK’s legal system

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</tbody>
</table>

Prepared by Survation
Table 21  
Q17. By Normal Weighting  
Q17. Which of the following statements is closest to your view?  

Base: All Respondents

<table>
<thead>
<tr>
<th>Region</th>
<th>Total</th>
<th>Sex</th>
<th>Age</th>
<th>Education Level</th>
<th>HH Income p.a.</th>
<th>2017 GE Vote</th>
<th>2016 EU Referendum</th>
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</thead>
<tbody>
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<td>Female</td>
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<td>Level 2</td>
<td>Level 3</td>
<td>Level 4</td>
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<td></td>
<td></td>
<td>School</td>
<td>Apprenticeship</td>
<td>Other</td>
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<td>144</td>
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<td>141</td>
<td>210</td>
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<tr>
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<td>170</td>
<td>56</td>
<td>18</td>
<td>74</td>
<td>100</td>
<td>97</td>
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<tr>
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<td>16</td>
<td>72</td>
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<tr>
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<tr>
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<td>72</td>
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</tr>
</tbody>
</table>

It is more important for the UK government to make sure companies in the UK can trade freely with companies in the EU after Brexit than to make it harder for people from EU countries to come to live and work in the UK.  

It is more important for the UK government to make it harder for people from EU countries to come to live and work in the UK than to make sure companies in the UK can trade freely with companies in the EU after Brexit.