

Good Brexit Survey

ONLINE Fieldwork : 6th January 2017

Absolutes/col percents

Table 1

Q.1 Theresa May has said that Brexit means Brexit. For you what would a good Brexit mean?**Base: All respondents**

| | Gender | | Age | | | | | | SEG | | | | Region | | | | | | | | | | | |
|--|------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|------------|------------|--------------------------|----------------|----------------|-----------|-----------|-----------|------------|------------|
| | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | Scot-land | North East | North West | York-shire & Humb-erside | West Mid-lands | East Mid-lands | Wales | East-ern | London | South East | South West |
| Unweighted base | 1025 | 525 | 500 | 128 | 190 | 177 | 164 | 148 | 218 | 438 | 297 | 134 | 156 | 95 | 35 | 108 | 87 | 98 | 79 | 53 | 97 | 150 | 131 | 92 |
| Weighted base | 1025 | 499 | 526 | 119 | 178 | 168 | 183 | 148 | 230 | 276 | 276 | 223 | 250 | 89 | 43 | 118 | 87 | 92 | 76 | 52 | 99 | 135 | 143 | 90 |
| Control of immigration | 189 18% | 95 19% | 95 18% | 14 12% | 26 14% | 17 10% | 33 18% | 32 21% | 69 30% | 53 19% | 51 19% | 39 18% | 46 19% | 9 10% | 8 19% | 20 17% | 20 23% | 20 22% | 17 22% | 5 9% | 22 22% | 30 22% | 24 17% | 15 16% |
| No Brexit | 168 16% | 83 17% | 85 16% | 25 21% | 32 18% | 28 16% | 31 17% | 17 12% | 34 15% | 57 21% | 45 16% | 33 15% | 34 13% | 20 23% | 15 34% | 22 19% | 14 16% | 9 9% | 8 11% | 10 19% | 13 13% | 25 19% | 17 12% | 15 17% |
| Sovereignty | 161 16% | 77 15% | 84 16% | 5 4% | 20 11% | 15 9% | 36 20% | 31 21% | 53 23% | 49 18% | 49 18% | 27 12% | 36 14% | 7 8% | 6 15% | 20 17% | 14 16% | 20 22% | 11 15% | 9 16% | 19 19% | 15 11% | 24 17% | 16 17% |
| Access to the single market | 88 9% | 57 12% | 30 6% | 17 14% | 16 9% | 12 7% | 13 7% | 16 11% | 15 6% | 35 13% | 23 8% | 7 3% | 22 9% | 9 11% | 2 5% | 12 10% | 6 7% | 6 7% | 4 5% | 5 10% | 8 8% | 13 10% | 11 7% | 10 11% |
| Trade with world on UK terms | 87 9% | 38 8% | 49 9% | 8 6% | 15 8% | 4 2% | 16 9% | 17 11% | 28 12% | 27 10% | 24 9% | 16 7% | 21 8% | 2 2% | 6 15% | 6 5% | 8 10% | 10 11% | 6 9% | 5 9% | 12 12% | 10 8% | 15 11% | 6 7% |
| Quick | 75 7% | 28 6% | 47 9% | 2 2% | 2 1% | 12 7% | 19 11% | 14 9% | 26 11% | 19 7% | 23 8% | 16 7% | 17 7% | 2 2% | 2 5% | 6 5% | 5 6% | 12 13% | 4 5% | 5 9% | 7 7% | 6 4% | 17 12% | 10 11% |
| Continued trade with EU | 74 7% | 44 9% | 30 6% | 12 10% | 9 5% | 9 5% | 13 7% | 10 7% | 22 10% | 25 9% | 22 8% | 13 6% | 14 6% | 3 3% | 1 2% | 9 7% | 6 7% | 5 5% | 4 5% | 6 12% | 10 10% | 13 10% | 11 8% | 5 6% |
| One that minimises impact on the economy | 74 7% | 38 8% | 36 7% | 14 11% | 18 10% | 19 11% | 8 4% | 5 3% | 10 4% | 19 7% | 23 8% | 9 4% | 22 9% | 5 6% | 2 5% | 8 7% | 8 9% | 3 3% | 5 7% | 6 11% | 5 5% | 10 7% | 14 10% | 8 9% |
| Free movement of people | 71 7% | 35 7% | 37 7% | 22 18% | 16 9% | 7 4% | 9 5% | 6 4% | 11 5% | 21 8% | 23 8% | 14 6% | 13 5% | 3 3% | 1 3% | 11 10% | 4 5% | 4 4% | 5 6% | 7 14% | 7 7% | 14 10% | 8 5% | 8 8% |
| Clean break/ hard brexit | 46 4% | 31 6% | 15 3% | 3 3% | 5 3% | 6 3% | 11 6% | 7 4% | 15 6% | 16 6% | 10 4% | 8 4% | 11 5% | 4 4% | - - | 4 3% | 5 6% | 2 2% | 3 3% | 3 6% | 8 8% | 5 4% | 5 4% | 7 8% |
| Continued close links with EU | 42 4% | 21 4% | 21 4% | 9 7% | 11 6% | 5 3% | 6 3% | 6 4% | 6 3% | 16 6% | 14 5% | 6 3% | 6 3% | 5 5% | - - | 1 1% | 7 8% | 3 3% | 4 6% | 1 1% | 5 5% | 6 5% | 7 5% | 3 4% |
| One where the economy improves and we can invest in our services | 39 4% | 15 3% | 23 4% | 8 7% | 9 5% | 12 7% | 4 2% | 1 1% | 5 2% | 9 3% | 11 4% | 15 7% | 3 1% | 5 5% | 3 7% | 5 4% | 4 5% | 3 3% | 4 5% | 1 1% | 2 2% | 5 3% | 2 1% | 6 6% |
| Leaving the single market | 30 3% | 23 5% | 7 1% | 4 4% | 5 3% | 3 2% | 3 1% | 7 5% | 8 3% | 11 4% | 7 2% | 6 3% | 7 3% | 2 2% | - - | 2 2% | 1 1% | 5 5% | 2 3% | - - | 4 4% | 5 3% | 6 4% | 4 4% |
| One that favours the UK | 28 3% | 11 2% | 17 3% | 1 1% | 5 3% | 3 2% | 7 4% | 4 3% | 7 3% | 6 2% | 7 3% | 6 3% | 8 3% | 4 4% | - - | 1 1% | 2 2% | 5 6% | 2 3% | - - | 7 7% | 1 1% | 3 2% | 2 2% |

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Table 1

Q.1 Theresa May has said that Brexit means Brexit. For you what would a good Brexit mean?

Base: All respondents

| | Gender | | | Age | | | | | | SEG | | | | | Region | | | | | | | | | |
|--|----------|----------|-----------|-----------|-----------|-----------|----------|----------|----------|----------|----------|-----------|-----------|-----------|------------|------------|--------------------------|----------------|----------------|---------|----------|----------|------------|------------|
| | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | Scot-land | North East | North West | York-shire & Humb-erside | West Mid-lands | East Mid-lands | Wales | East-ern | London | South East | South West |
| Weighted base | 1025 | 499 | 526 | 119 | 178 | 168 | 183 | 148 | 230 | 276 | 276 | 223 | 250 | 89 | 43 | 118 | 87 | 92 | 76 | 52 | 99 | 135 | 143 | 90 |
| Retaining rights granted by the EU | 27 3% | 13 3% | 14 3% | 6 5% | 5 3% | 3 2% | 7 4% | 4 3% | 1 1% | 10 4% | 8 3% | 2 1% | 7 3% | 1 2% | - - | 5 4% | 1 1% | 2 2% | 4 5% | 1 1% | 1 1% | 8 6% | 2 2% | 2 2% |
| Non-contribution to the EU budget | 24 2% | 15 3% | 9 2% | 1 * | 1 * | 6 4% | 5 3% | 4 3% | 7 3% | 10 4% | 4 1% | 5 2% | 5 2% | - - | - - | 1 1% | 3 3% | 4 4% | 3 4% | 2 4% | 4 4% | 3 2% | 1 1% | 4 4% |
| More jobs | 12 1% | 7 1% | 6 1% | 2 2% | 2 1% | 3 2% | 2 1% | 2 2% | 1 * | 2 1% | 3 1% | - - | 8 3% | 1 1% | - - | 4 3% | 1 1% | - - | 3 4% | - - | - - | 1 1% | 3 2% | 1 1% |
| No tariffs | 11 1% | 7 1% | 4 1% | - - | 1 * | 2 1% | - - | 4 3% | 5 2% | 4 1% | 4 1% | 2 1% | 2 1% | 1 1% | - - | 1 * | 1 1% | 2 2% | 2 3% | 2 4% | - - | 2 1% | - - | 1 2% |
| British jobs for British people | 8 1% | 1 * | 7 1% | - - | 1 1% | 1 1% | 3 2% | 2 1% | 1 * | 1 * | 1 * | 1 1% | 5 2% | - - | - - | - - | - - | - - | 3 4% | 2 3% | - - | 1 1% | 1 1% | 2 2% |
| Different deals for Scotland, Wales and Northern Ireland | 7 1% | 5 1% | 2 * | 1 1% | 1 1% | 1 * | 1 * | 2 1% | 2 1% | 2 1% | 2 1% | 2 1% | 1 1% | 7 7% | - - | - - | - - | - - | - - | - - | - - | 1 * | - - | - - |
| Reduction in foreign aid | 6 1% | 6 1% | - - | - - | - - | 2 1% | 2 1% | - - | 3 1% | 1 * | 2 1% | - - | 4 1% | - - | 2 5% | - - | - - | 1 1% | 2 2% | - - | - - | - - | 1 1% | 1 1% |
| Other | 75 7% | 34 7% | 41 8% | 6 5% | 16 9% | 18 11% | 10 6% | 10 7% | 16 7% | 16 6% | 17 6% | 26 12% | 16 6% | 10 11% | 2 5% | 10 9% | 6 7% | 6 6% | 6 8% | 4 8% | 6 6% | 10 7% | 13 9% | 2 2% |
| Don't know | 80 8% | 22 4% | 59 11% | 12 10% | 21 12% | 20 12% | 13 7% | 7 5% | 7 3% | 11 4% | 16 6% | 24 11% | 29 12% | 13 15% | 4 9% | 9 8% | 3 4% | 7 8% | 6 8% | 3 6% | 7 7% | 12 9% | 9 6% | 6 7% |
| Average number of mentions | 1.31 | 1.37 | 1.25 | 1.33 | 1.21 | 1.10 | 1.31 | 1.36 | 1.49 | 1.48 | 1.35 | 1.14 | 1.23 | 1.11 | 1.20 | 1.25 | 1.34 | 1.31 | 1.35 | 1.40 | 1.42 | 1.34 | 1.28 | 1.40 |

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Table 1

Q.1 Theresa May has said that Brexit means Brexit. For you what would a good Brexit mean?

Base: All respondents

Q.1 Theresa May has said that Brexit means Brexit. For you what would a good Brexit mean?

| | Total | Control of immigration | No Brexit | Sovereignty | Access to the single market | Trade with world on UK terms | Quick | Continued trade with EU | One that minimises impact on the economy | Free movement of people | Clean break/ hard brexit | Continued close links with EU | One where the economy improves and we can invest in our services | Leaving the single market | One that favours the UK | Retaining rights granted by the EU | Non-contribution to the EU budget | More jobs | No tariffs | British jobs for British people | Different deals for Scotland, Wales and Northern Ireland | Reduction in foreign aid | Other | Don't know |
|--|-------|------------------------|-----------|-------------|-----------------------------|------------------------------|-------|-------------------------|--|-------------------------|--------------------------|-------------------------------|--|---------------------------|-------------------------|------------------------------------|-----------------------------------|-----------|------------|---------------------------------|--|--------------------------|-------|------------|
| Unweighted base | 1025 | 185 | 180 | 164 | 102 | 87 | 72 | 79 | 78 | 78 | 48 | 50 | 39 | 33 | 26 | 31 | 26 | 11 | 12 | 6 | 8 | 5 | 70 | 69 |
| Weighted base | 1025 | 189 | 168 | 161 | 88 | 87 | 75 | 74 | 74 | 71 | 46 | 42 | 39 | 30 | 28 | 27 | 24 | 12 | 11 | 8 | 7 | 6 | 75 | 80 |
| Control of immigration | 189 | 189 | - | 67 | 8 | 36 | 8 | 24 | 5 | 3 | 7 | 3 | 6 | 18 | 2 | 4 | 14 | 3 | 7 | 2 | - | 4 | - | - |
| | 18% | 100% | - | 42% | 9% | 41% | 11% | 33% | 7% | 4% | 15% | 6% | 16% | 61% | 7% | 14% | 58% | 27% | 63% | 27% | - | 67% | - | - |
| No Brexit | 168 | - | 168 | - | 1 | - | - | - | - | 2 | - | 2 | - | - | - | 1 | - | - | - | - | 1 | - | - | - |
| | 16% | - | 100% | - | 1% | - | - | - | - | 2% | - | 4% | - | - | - | 2% | - | - | - | - | 7% | - | - | - |
| Sovereignty | 161 | 67 | - | 161 | 4 | 30 | 6 | 17 | 4 | 6 | 4 | 5 | 1 | 7 | 3 | 2 | 11 | - | 2 | - | - | 4 | - | - |
| | 16% | 36% | - | 100% | 5% | 35% | 8% | 23% | 5% | 8% | 9% | 13% | 3% | 24% | 12% | 7% | 45% | - | 20% | - | - | 58% | - | - |
| Access to the single market | 88 | 8 | 1 | 4 | 88 | 2 | 1 | 3 | 3 | 35 | - | 7 | - | 1 | 1 | 6 | 1 | - | 1 | - | - | - | - | - |
| | 9% | 4% | * | 2% | 100% | 2% | 1% | 4% | 3% | 49% | - | 16% | - | 3% | 3% | 23% | 3% | - | 5% | - | - | - | - | - |
| Trade with world on UK terms | 87 | 36 | - | 30 | 2 | 87 | 1 | 10 | - | 1 | 6 | 2 | 1 | 4 | - | 3 | 6 | - | - | - | - | 2 | - | - |
| | 9% | 19% | - | 19% | 2% | 100% | 1% | 14% | - | 2% | 14% | 6% | 2% | 12% | - | 10% | 24% | - | - | - | - | 24% | - | - |
| Quick | 75 | 8 | - | 6 | 1 | 1 | 75 | 2 | 5 | - | 1 | - | - | - | 3 | - | - | - | 2 | - | - | - | - | - |
| | 7% | 4% | - | 4% | 1% | 1% | 100% | 2% | 7% | - | 1% | - | - | - | 10% | - | - | - | 20% | - | - | - | - | - |
| Continued trade with EU | 74 | 24 | - | 17 | 3 | 10 | 2 | 74 | 3 | 11 | 3 | 5 | 1 | 1 | 1 | 4 | 3 | - | 4 | - | - | - | - | - |
| | 7% | 13% | - | 11% | 4% | 12% | 2% | 100% | 3% | 16% | 7% | 12% | 3% | 2% | 4% | 15% | 11% | - | 33% | - | - | - | - | - |
| One that minimises impact on the economy | 74 | 5 | - | 4 | 3 | - | 5 | 3 | 74 | 5 | - | 2 | 1 | - | 3 | 1 | 1 | 1 | - | 1 | - | - | - | - |
| | 7% | 3% | - | 2% | 3% | - | 7% | 3% | 100% | 7% | - | 5% | 3% | - | 11% | 5% | 2% | 12% | - | 18% | - | - | - | - |
| Free movement of people | 71 | 3 | 2 | 6 | 35 | 1 | - | 11 | 5 | 71 | - | 7 | - | - | - | 4 | 1 | - | 3 | - | 2 | - | - | - |
| | 7% | 1% | 1% | 3% | 40% | 1% | - | 15% | 7% | 100% | - | 16% | - | - | - | 13% | 6% | - | 24% | - | 23% | - | - | - |
| Clean break/ hard brexit | 46 | 7 | - | 4 | - | 6 | 1 | 3 | - | - | 46 | - | - | 6 | - | 2 | 4 | - | 1 | - | - | - | - | - |
| | 4% | 4% | - | 3% | - | 7% | 1% | 4% | - | - | 100% | - | - | 20% | - | 9% | 19% | - | 5% | - | - | - | - | - |
| Continued close links with EU | 42 | 3 | 2 | 5 | 7 | 2 | - | 5 | 2 | 7 | - | 42 | 1 | 1 | - | 1 | 1 | - | - | - | - | 1 | - | - |
| | 4% | 1% | 1% | 3% | 8% | 3% | - | 7% | 3% | 9% | - | 100% | 2% | 2% | - | 4% | 5% | - | - | - | - | 1% | - | - |

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Q.1 Theresa May has said that Brexit means Brexit. For you what would a good Brexit mean?

Base: All respondents

| Q.1 Theresa May has said that Brexit means Brexit. For you what would a good Brexit mean? | | | | | | | | | | | | | | | | | | | | | | | | | |
|---|-------|------------------------|-----------|-------------|-----------------------------|------------------------------|-------|-------------------------|--|-------------------------|-------------------------|-------------------------------|--|---------------------------|-------------------------|------------------------------------|-----------------------------------|-----------|------------|---------------------------------|--|--------------------------|-------|------------|---|
| | Total | Control of immigration | No Brexit | Sovereignty | Access to the single market | Trade with world on UK terms | Quick | Continued trade with EU | One that minimises impact on the economy | Free movement of people | Clean break/hard Brexit | Continued close links with EU | One where the economy improves and we can invest in our services | Leaving the single market | One that favours the UK | Retaining rights granted by the EU | Non-contribution to the EU budget | More jobs | No tariffs | British jobs for British people | Different deals for Scotland, Wales and Northern Ireland | Reduction in foreign aid | Other | Don't know | |
| Weighted base | 1025 | 189 | 168 | 161 | 88 | 87 | 75 | 74 | 74 | 71 | 46 | 42 | 39 | 30 | 28 | 27 | 24 | 12 | 11 | 8 | 7 | 6 | 75 | 80 | |
| One where the economy improves and we can invest in our services | 39 | 6 | - | 1 | - | 1 | - | 1 | 1 | - | - | 1 | 39 | - | 1 | - | - | 2 | - | - | - | - | - | - | - |
| | 4% | 3% | - | 1% | - | 1% | - | 1% | 2% | - | - | 2% | 100% | - | 3% | - | - | 17% | - | - | - | - | - | - | - |
| Leaving the single market | 30 | 18 | - | 7 | 1 | 4 | - | 1 | - | - | 6 | 1 | - | 30 | - | 1 | 2 | - | - | - | - | 1 | - | - | |
| | 3% | 10% | - | 4% | 1% | 4% | - | 1% | - | - | 13% | 1% | - | 100% | - | 2% | 8% | - | - | - | - | 18% | - | - | |
| One that favours the UK | 28 | 2 | - | 3 | 1 | - | 3 | 1 | 3 | - | - | - | 1 | - | 28 | - | 1 | - | - | - | - | 1 | - | - | |
| | 3% | 1% | - | 2% | 1% | - | 4% | 1% | 4% | - | - | - | 2% | - | 100% | - | 3% | - | - | - | - | 15% | - | - | |
| Retaining rights granted by the EU | 27 | 4 | 1 | 2 | 6 | 3 | - | 4 | 1 | 4 | 2 | 1 | - | 1 | - | 27 | 2 | - | 1 | - | - | - | - | - | |
| | 3% | 2% | * | 1% | 7% | 3% | - | 5% | 2% | 5% | 5% | 3% | - | 2% | - | 100% | 10% | - | 5% | - | - | - | - | - | |
| Non-contribution to the EU budget | 24 | 14 | - | 11 | 1 | 6 | - | 3 | 1 | 1 | 4 | 1 | - | 2 | 1 | 2 | 24 | - | 1 | - | - | - | - | - | |
| | 2% | 7% | - | 7% | 1% | 7% | - | 4% | 1% | 2% | 10% | 3% | - | 6% | 2% | 9% | 100% | - | 10% | - | - | - | - | - | |
| More jobs | 12 | 3 | - | - | - | - | - | - | 1 | - | - | - | 2 | - | - | - | - | 12 | - | 1 | - | - | - | - | |
| | 1% | 2% | - | - | - | - | - | - | 2% | - | - | - | 5% | - | - | - | - | 100% | - | 9% | - | - | - | - | |
| No tariffs | 11 | 7 | - | 2 | 1 | - | 2 | 4 | - | 3 | 1 | - | - | - | - | 1 | 1 | - | 11 | - | - | - | - | - | |
| | 1% | 4% | - | 1% | 1% | - | 3% | 5% | - | 4% | 1% | - | - | - | - | 2% | 4% | - | 100% | - | - | - | - | - | |
| British jobs for British people | 8 | 2 | - | - | - | - | - | - | 1 | - | - | - | - | - | - | - | - | 1 | - | 8 | - | - | - | - | |
| | 1% | 1% | - | - | - | - | - | - | 2% | - | - | - | - | - | - | - | - | 6% | - | 100% | - | - | - | - | |
| Different deals for Scotland, Wales and Northern Ireland | 7 | - | 1 | - | - | - | - | - | - | 2 | - | - | - | - | - | - | - | - | - | - | 7 | - | - | - | |
| | 1% | - | * | - | - | - | - | - | - | 2% | - | - | - | - | - | - | - | - | - | - | 100% | - | - | - | |
| Reduction in foreign aid | 6 | 4 | - | 4 | - | 2 | - | - | - | - | - | - | - | 1 | 1 | - | - | - | - | - | - | 6 | - | - | |
| | 1% | 2% | - | 2% | - | 2% | - | - | - | - | - | - | - | 4% | 3% | - | - | - | - | - | - | 100% | - | - | |
| Other | 75 | - | - | - | - | - | - | - | - | - | - | 1 | - | - | - | - | - | - | - | - | - | - | 75 | - | |
| | 7% | - | - | - | - | - | - | - | - | - | - | 2% | - | - | - | - | - | - | - | - | - | - | 100% | - | |
| Don't know | 80 | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 80 | |
| | 8% | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 100% | |

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Q.1 Theresa May has said that Brexit means Brexit. For you what would a good Brexit mean?

Base: All respondents

| | Q.1 Theresa May has said that Brexit means Brexit. For you what would a good Brexit mean? | | | | | | | | | | | | | | | | | | | | | | | |
|----------------------------|---|------------------------|-----------|-------------|-----------------------------|------------------------------|-------|-------------------------|--|-------------------------|-------------------------|-------------------------------|--|---------------------------|-------------------------|------------------------------------|-----------------------------------|-----------|------------|---------------------------------|----------------------------|--------------------------|-------|------------|
| | Total | Control of immigration | No Brexit | Sovereignty | Access to the single market | Trade with world on UK terms | Quick | Continued trade with EU | One that minimises impact on the economy | Free movement of people | Clean break/hard brexit | Continued close links with EU | One where the economy improves and we can invest in our services | Leaving the single market | One that favours the UK | Retaining rights granted by the EU | Non-contribution to the EU budget | More jobs | No tariffs | British jobs for British people | Wales and Northern Ireland | Reduction in foreign aid | Other | Don't know |
| Weighted base | 1025 | 189 | 168 | 161 | 88 | 87 | 75 | 74 | 74 | 71 | 46 | 42 | 39 | 30 | 28 | 27 | 24 | 12 | 11 | 8 | 7 | 6 | 75 | 80 |
| Average number of mentions | 1.31 | 2.16 | 1.03 | 2.08 | 1.81 | 2.19 | 1.37 | 2.23 | 1.48 | 2.10 | 1.75 | 1.88 | 1.36 | 2.35 | 1.55 | 2.15 | 2.98 | 1.60 | 2.85 | 1.53 | 1.31 | 2.82 | 1.01 | 0.00 |

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Table 2
Gender
Base: All respondents

| | Gender | | Age | | | | | | | SEG | | | | Region | | | | | | | | | | |
|-----------------|--------|------|--------|-------|-------|-------|-------|-------|-----|-----|-----|-----|-----|-----------|------------|------------|--------------------------|----------------|----------------|-------|----------|--------|------------|------------|
| | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | Scot-land | North East | North West | York-shire & Humb-erside | West Mid-lands | East Mid-lands | Wales | East-ern | London | South East | South West |
| Unweighted base | 1025 | 525 | 500 | 128 | 190 | 177 | 164 | 148 | 218 | 438 | 297 | 134 | 156 | 95 | 35 | 108 | 87 | 98 | 79 | 53 | 97 | 150 | 131 | 92 |
| Weighted base | 1025 | 499 | 526 | 119 | 178 | 168 | 183 | 148 | 230 | 276 | 276 | 223 | 250 | 89 | 43 | 118 | 87 | 92 | 76 | 52 | 99 | 135 | 143 | 90 |
| Male | 499 | 499 | - | 40 | 74 | 95 | 85 | 82 | 123 | 153 | 137 | 89 | 121 | 57 | 18 | 60 | 35 | 44 | 31 | 28 | 45 | 68 | 66 | 47 |
| | 49% | 100% | - | 34% | 42% | 57% | 47% | 55% | 53% | 55% | 50% | 40% | 48% | 64% | 41% | 51% | 41% | 48% | 40% | 54% | 45% | 50% | 46% | 52% |
| Female | 526 | - | 526 | 79 | 104 | 73 | 97 | 66 | 107 | 123 | 139 | 135 | 129 | 32 | 25 | 58 | 52 | 48 | 45 | 24 | 54 | 68 | 77 | 44 |
| | 51% | - | 100% | 66% | 58% | 43% | 53% | 45% | 47% | 45% | 50% | 60% | 52% | 36% | 59% | 49% | 59% | 52% | 60% | 46% | 55% | 50% | 54% | 48% |

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Table 3
Age
Base: All respondents

| | Gender | | | Age | | | | | | SEG | | | | Region | | | | | | | | | | |
|-----------------|------------|------------|------------|-------------|-------------|-------------|-------------|-------------|-------------|-----------|-----------|-----------|-----------|-----------|------------|------------|--------------------------|----------------|----------------|-----------|-----------|-----------|------------|------------|
| | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | Scot-land | North East | North West | York-shire & Humb-erside | West Mid-lands | East Mid-lands | Wales | East-ern | London | South East | South West |
| Unweighted base | 1025 | 525 | 500 | 128 | 190 | 177 | 164 | 148 | 218 | 438 | 297 | 134 | 156 | 95 | 35 | 108 | 87 | 98 | 79 | 53 | 97 | 150 | 131 | 92 |
| Weighted base | 1025 | 499 | 526 | 119 | 178 | 168 | 183 | 148 | 230 | 276 | 276 | 223 | 250 | 89 | 43 | 118 | 87 | 92 | 76 | 52 | 99 | 135 | 143 | 90 |
| 18-24 | 119 12% | 40 8% | 79 15% | 119 100% | - | - | - | - | - | 18 7% | 37 14% | 26 12% | 38 15% | 9 10% | 6 13% | 17 14% | 8 9% | 11 12% | 13 17% | 8 15% | 8 8% | 17 13% | 11 7% | 13 14% |
| 25-34 | 178 17% | 74 15% | 104 20% | - | 178 100% | - | - | - | - | 50 18% | 46 17% | 50 22% | 31 12% | 11 12% | 12 27% | 18 16% | 11 12% | 9 10% | 16 21% | 8 15% | 20 20% | 34 25% | 28 20% | 11 12% |
| 35-44 | 168 16% | 95 19% | 73 14% | - | - | 168 100% | - | - | - | 46 17% | 53 19% | 37 17% | 31 13% | 17 19% | 6 13% | 20 17% | 19 22% | 16 17% | 10 14% | 11 22% | 13 13% | 21 15% | 18 13% | 17 19% |
| 45-54 | 183 18% | 85 17% | 97 18% | - | - | - | 183 100% | - | - | 37 13% | 51 18% | 34 15% | 61 24% | 20 22% | 9 21% | 20 17% | 14 16% | 17 19% | 21 27% | 10 20% | 16 16% | 18 14% | 24 17% | 13 15% |
| 55-64 | 148 14% | 82 16% | 66 13% | - | - | - | - | 148 100% | - | 43 16% | 36 13% | 34 15% | 35 14% | 10 12% | 6 13% | 17 14% | 15 17% | 13 14% | 10 13% | 4 8% | 13 13% | 21 15% | 25 17% | 15 16% |
| 65+ | 230 22% | 123 25% | 107 20% | - | - | - | - | - | 230 100% | 81 29% | 52 19% | 42 19% | 55 22% | 22 24% | 6 13% | 26 22% | 20 23% | 27 29% | 6 8% | 11 21% | 30 30% | 24 18% | 37 26% | 21 23% |
| Average age | 47.55 | 49.37 | 45.82 | 21.65 | 30.22 | 40.04 | 49.68 | 59.57 | 70.42 | 50.50 | 46.08 | 45.98 | 47.32 | 49.00 | 42.49 | 47.00 | 48.94 | 50.09 | 43.20 | 45.60 | 49.70 | 44.81 | 50.04 | 47.87 |

Good Brexit Survey

ONLINE Fieldwork : 6th January 2017

Absolutes/col percents

Table 4
GO Region
Base: All respondents

| | Gender | | | Age | | | | | | SEG | | | | Region | | | | | | | | | | |
|------------------------|------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|------------|------------|-------------|--------------------------|----------------|----------------|------------|------------|-------------|-------------|------------|
| | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | Scot-land | North East | North West | York-shire & Humb-erside | West Mid-lands | East Mid-lands | Wales | East-ern | London | South East | South West |
| Unweighted base | 1025 | 525 | 500 | 128 | 190 | 177 | 164 | 148 | 218 | 438 | 297 | 134 | 156 | 95 | 35 | 108 | 87 | 98 | 79 | 53 | 97 | 150 | 131 | 92 |
| Weighted base | 1025 | 499 | 526 | 119 | 178 | 168 | 183 | 148 | 230 | 276 | 276 | 223 | 250 | 89 | 43 | 118 | 87 | 92 | 76 | 52 | 99 | 135 | 143 | 90 |
| Scotland | 89 9% | 57 11% | 32 6% | 9 8% | 11 6% | 17 10% | 20 11% | 10 7% | 22 9% | 18 7% | 27 10% | 23 10% | 21 8% | 89 100% | - | - | - | - | - | - | - | - | - | - |
| North East | 43 4% | 18 4% | 25 5% | 6 5% | 12 7% | 6 3% | 9 5% | 6 4% | 6 2% | 10 4% | 18 7% | 2 1% | 12 5% | - | 43 100% | - | - | - | - | - | - | - | - | - |
| North West | 118 11% | 60 12% | 58 11% | 17 14% | 18 10% | 20 12% | 20 11% | 17 11% | 26 11% | 24 9% | 30 11% | 29 13% | 34 14% | - | - | 118 100% | - | - | - | - | - | - | - | - |
| Yorkshire & Humberside | 87 8% | 35 7% | 52 10% | 8 7% | 11 6% | 19 11% | 14 8% | 15 10% | 20 9% | 27 10% | 29 11% | 24 11% | 7 3% | - | - | - | 87 100% | - | - | - | - | - | - | - |
| West Midlands | 92 9% | 44 9% | 48 9% | 11 9% | 9 5% | 16 9% | 17 10% | 13 8% | 27 12% | 25 9% | 19 7% | 20 9% | 27 11% | - | - | - | - | 92 100% | - | - | - | - | - | - |
| East Midlands | 76 7% | 31 6% | 45 9% | 13 11% | 16 9% | 10 6% | 21 11% | 10 7% | 6 3% | 16 6% | 18 6% | 21 9% | 22 9% | - | - | - | - | - | 76 100% | - | - | - | - | - |
| Wales | 52 5% | 28 6% | 24 5% | 8 6% | 8 4% | 11 7% | 10 6% | 4 3% | 11 5% | 15 6% | 18 7% | 5 2% | 13 5% | - | - | - | - | - | - | 52 100% | - | - | - | - |
| Eastern | 99 10% | 45 9% | 54 10% | 8 6% | 20 11% | 13 8% | 16 9% | 13 9% | 30 13% | 25 9% | 27 10% | 22 10% | 26 10% | - | - | - | - | - | - | - | 99 100% | - | - | - |
| London | 135 13% | 68 14% | 68 13% | 17 14% | 34 19% | 21 12% | 18 10% | 21 14% | 24 11% | 51 18% | 39 14% | 23 10% | 23 9% | - | - | - | - | - | - | - | - | 135 100% | - | - |
| South East | 143 14% | 66 13% | 77 15% | 11 9% | 28 16% | 18 11% | 24 13% | 25 17% | 37 16% | 43 16% | 30 11% | 36 16% | 35 14% | - | - | - | - | - | - | - | - | - | 143 100% | - |
| South West | 90 9% | 47 9% | 44 8% | 13 11% | 11 6% | 17 10% | 13 7% | 15 10% | 21 9% | 21 7% | 21 8% | 18 8% | 30 12% | - | - | - | - | - | - | - | - | - | - | 90 100% |

Good Brexit Survey

ONLINE Fieldwork : 6th January 2017

Absolutes/col percents

Table 5
Social Grade
Base: All respondents

| | Gender | | Age | | | | | | SEG | | | | Region | | | | | | | | | | | |
|-----------------|--------|------|--------|-------|-------|-------|-------|-------|-----|------|------|------|--------|-----------|------------|------------|--------------------------|----------------|----------------|-------|----------|--------|------------|------------|
| | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | Scot-land | North East | North West | York-shire & Humb-erside | West Mid-lands | East Mid-lands | Wales | East-ern | London | South East | South West |
| Unweighted base | 1025 | 525 | 500 | 128 | 190 | 177 | 164 | 148 | 218 | 438 | 297 | 134 | 156 | 95 | 35 | 108 | 87 | 98 | 79 | 53 | 97 | 150 | 131 | 92 |
| Weighted base | 1025 | 499 | 526 | 119 | 178 | 168 | 183 | 148 | 230 | 276 | 276 | 223 | 250 | 89 | 43 | 118 | 87 | 92 | 76 | 52 | 99 | 135 | 143 | 90 |
| AB | 276 | 153 | 123 | 18 | 50 | 46 | 37 | 43 | 81 | 276 | - | - | - | 18 | 10 | 24 | 27 | 25 | 16 | 15 | 25 | 51 | 43 | 21 |
| | 27% | 31% | 23% | 15% | 28% | 27% | 20% | 29% | 35% | 100% | - | - | - | 21% | 24% | 20% | 31% | 28% | 21% | 29% | 25% | 38% | 30% | 23% |
| C1 | 276 | 137 | 139 | 37 | 46 | 53 | 51 | 36 | 52 | - | 276 | - | - | 27 | 18 | 30 | 29 | 19 | 18 | 18 | 27 | 39 | 30 | 21 |
| | 27% | 27% | 26% | 31% | 26% | 32% | 28% | 25% | 22% | - | 100% | - | - | 30% | 42% | 25% | 33% | 21% | 23% | 35% | 27% | 29% | 21% | 24% |
| C2 | 223 | 89 | 135 | 26 | 50 | 37 | 34 | 34 | 42 | - | - | 223 | - | 23 | 2 | 29 | 24 | 20 | 21 | 5 | 22 | 23 | 36 | 18 |
| | 22% | 18% | 26% | 22% | 28% | 22% | 19% | 23% | 18% | - | - | 100% | - | 26% | 5% | 25% | 28% | 22% | 27% | 10% | 22% | 17% | 25% | 20% |
| DE | 250 | 121 | 129 | 38 | 31 | 31 | 61 | 35 | 55 | - | - | - | 250 | 21 | 12 | 34 | 7 | 27 | 22 | 13 | 26 | 23 | 35 | 30 |
| | 24% | 24% | 25% | 32% | 18% | 19% | 33% | 23% | 24% | - | - | - | 100% | 23% | 29% | 29% | 8% | 30% | 28% | 25% | 26% | 17% | 24% | 34% |