

## **Polling Methodological note –October 2019**

The Kantar Research Express Online Omnibus interviewed a representative sample of 1,184 adults in Great Britain between the 10<sup>th</sup> and 15<sup>th</sup> October 2019. All interviews were conducted as online self-completion. The Kantar Research Express uses the Kantar online access panel as its sample source.

The data was weighted to match population totals for age, gender, working status, 2017 General Election voting patterns, 2016 EU referendum voting patterns, education, region, and likelihood to vote in the next General Election. Further details on the weighting are given on page four.

### **Voting intentions**

The voting intention figures provided aim to show the current political opinion of the nation rather than to accurately predict the outcome of the next General Election.

It should be noted that “Brexit Party”, “Green Party”, “The Independent Group for Change” and “UKIP” were included on a second screen. The first screen included the following other code – “Other party or individual (such as the Brexit Party or the Green Party)”.

### **Past vote weighting**

When weighting the data, Kantar seeks to ensure that the sample is politically representative. One element of this is to use information provided by respondents about whether they voted in the 2017 general election and – if so – which party they voted for. Where this information is missing, we impute it based on other information respondents have provided. In the past, we weighted our poll sample to match the election results exactly (including the correct number of non-voters in the general population).

We have re-analysed all the polls we have conducted since the last general election to identify how reports of voting behaviour have changed since June 2017. This study found a decline in the probability that a 2017 Labour voter will now report having voted Labour in that election. If the outcomes from this study are ignored when we weight our data, 2017 Labour voters will be over-represented in the sample. Consequently, we now incorporate the results from this study when constructing the target political profile we weight our sample to. We will update this profile regularly as more data is collected.

The political profile used for this poll is:

No Vote	40%
Conservatives	28%
Labour	20%
Liberal Democrats	6%
SNP	2%
Plaid Cymru	<0.5%
Other	4%

## Uncertainty

All polls are subject to a wide range of potential sources of error. On the basis of the historical record of the polls at recent general elections, there is a 9 in 10 chance that the true value of a party's support lies within 4 points of the estimates provided by this poll, and a 2 in 3 chance that they lie within 2 points.

## Sampling variance

We have estimated the sampling variation in our voting intention estimates using the methodology proposed by Kuha and Sturgis (2017<sup>1</sup>). Bootstrap resampling was used to draw fifty sets of respondents from the achieved sample (in a way which matched the quota sampling design), each of these new samples was weighted and we then used the distribution of estimates (from the resamples) to calculate margins of error (the range containing all but the two most extreme resample results).

- Conservative Party = 36.9% - 42.4%
- Labour Party = 22.2% - 27.0%
- Conservative lead over Labour = 11.0%pts to 20.0%pts

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<sup>1</sup> See: [https://www.europeansurveyresearch.org/news/non-prob/INPS\\_06\\_Kuha.pdf](https://www.europeansurveyresearch.org/news/non-prob/INPS_06_Kuha.pdf) and <https://rss.onlinelibrary.wiley.com/doi/full/10.1111/rssa.12329>

## Brexit Confidence Index

Respondents were asked about the impact (positive, negative, no effect) they expect Brexit to have on the following areas:

- the price of things they buy
- the standard of care in the NHS
- the standard of schools where you live
- the mix of people in their local area
- your job and career opportunities

The “Brexit Confidence Index” is a summary of the public mood across these different areas.

The index is calculated by subtracting the proportion who think there will be at least some negative effects due to Brexit and no positive effects from the proportion that think that there will be at least some positive effects due to Brexit and no negative effects.

	Oct-19	Sep-19	Aug-19	May-19	Apr-19
<i>Unweighted base</i>	1003	932	930	944	920
Positive effects, no negative effects	21%	23%	22%	23%	25%
Mixed effects	19%	15%	18%	18%	21%
Negative effects, no positive effects	46%	44%	46%	43%	41%
No effects	14%	19%	15%	17%	13%
<b>Sentiment Index</b> = "Negative effects, no positive effects" - "Positive effects, no negative effects"	<b>-25%</b>	<b>-21%</b>	<b>-24%</b>	<b>-20%</b>	<b>-16%</b>

## Weighting

Weights have been applied to the sample to ensure that it is representative of the general public in Great Britain aged 18+. The sources for the population totals are provided in each table.

### Gender\* and working status

Source: Annual Population Survey (Apr 2017-Mar 2018)

	Unweighted count	Weighted count
Male working	387	388
Male not working	199	190
Female working	317	343
Female not working	281	263

\*Those reporting an "other" gender are randomly allocated to male or female.

### Gender\* and age

Source: ONS Mid Year-2017 Population Estimates:

	Unweighted count	Weighted count
Male 18-24	83	67
Male 25-34	104	102
Male 35-44	99	94
Male 45-54	108	103
Male 55-69	123	125
Male 70+	69	86
Female 18-24	75	64
Female 25-34	102	101
Female 35-44	95	95
Female 45-54	110	107
Female 55-69	153	131
Female 70+	63	108

\*Those reporting an "other" gender are randomly allocated to male or female.



## Region

Source: ONS Mid Year-2017 Population Estimates:

	Unweighted count	Weighted count
North East England	68	50
North West England	137	134
Yorkshire & Humber	124	100
East Midlands	103	88
West Midlands	98	107
East of England	96	113
London	148	160
South East England	148	167
South West England	102	104
Wales	69	58
Scotland	91	103

## Education by age

Source: Annual Population Survey April 2017 - March 2018

	Unweighted count	Weighted count
Aged 18-24 with a degree	46	23
Aged 25-44 with a degree	184	159
Aged 45-69 with a degree	136	118
Other	818	883

## Vote in the 2016 EU referendum\*

Source: EU referendum & ONS Mid Year-2017 Population Estimates

	Unweighted percentage	Weighted percentage
Remain	41%	31%
Leave	43%	34%
Did not vote	15%	35%

\*An imputed response is given for those that prefer not to say who they voted for in the referendum.

## Vote in the 2017 General Election\*

Source: General Election & ONS Mid Year-2017 Population Estimates (adjusted for incorrect recall)

	Unweighted percentage	Weighted percentage
England - Labour	30%	17%
England - Conservative	26%	25%
England - Lib Dem	7%	5%
England - Other	7%	4%
England - No vote	16%	34%
Scotland - Labour	1%	1%
Scotland - Conservative	1%	1%
Scotland - SNP	3%	2%
Scotland - Other	1%	1%
Scotland - No vote	1%	3%
Wales - Labour	2%	2%
Wales - Conservative	2%	1%
Wales - PC	1%	<0.5%
Wales - Other	1%	<0.5%
Wales - No vote	1%	2%

\*An imputed response is given for those that prefer not to say who they voted for in the 2017 General Election.

## Likelihood to Vote in General Election

We have estimated the likelihood that each respondent will vote in the next General Election. This value is based on respondents' stated intention to vote, their age and whether they voted in the last general election. The expected population turnout has been included as a population total in the weighting matrix. This turnout has been estimated based on the relationship between sample and population turnout rates in the 2017 general election.

	Unweighted percentage	Weighted percentage
Estimated Voting Age Population turnout if General Election were to be held tomorrow	83%	62%

The model was developed using data from respondents that participated in Kantar Public polls immediately prior to the 2017 general election and immediately after the election.

## Further details

Please contact Luke Taylor [luke.taylor@kantar.com](mailto:luke.taylor@kantar.com) for further details on the methodology used in this polling.

# Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

Gelikely.If the UK General Election were to be held tomorrow, do you think you would...

Base: All adults GB 18+

	Total	GENDER		AGE						GE Vote 2017				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservatives	Labour	Lib Dems	Other	No vote
		A	B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	1184	585	597	158	206	194	218	181	227	342	389	92	135	186
Weighted Base	1184	575	599	131	204	189	210	174	276	320	230	74	74	435
<b>Definitely vote (4)</b>	<b>477</b> <b>40%</b>	280 49%	198 33%	11 8%	51 25%	45 24%	82 39%	109 63%	179 65%	238 75%	140 61%	36 49%	40 54%	16 4%
		B		*	C*	C*	C*	CDEF*	CDEF	JKLM	M	M*	M*	
<b>Probably vote (3)</b>	<b>240</b> <b>20%</b>	113 20%	127 21%	48 37%	50 25%	38 20%	41 19%	26 15%	37 13%	59 18%	61 26%	21 29%	15 20%	75 17%
				EFHG*	*	*	*	*				*	*	
<b>Probably not vote (2)</b>	<b>217</b> <b>18%</b>	80 14%	137 23%	50 39%	52 26%	45 24%	47 23%	12 7%	10 4%	6 2%	28 12%	17 23%	4 6%	149 34%
		A		FGH*	GH*	GH*	GH*	*			I	I*	*	IJL
<b>Definitely not vote (1)</b>	<b>207</b> <b>18%</b>	84 15%	116 19%	16 12%	42 21%	47 25%	34 16%	23 13%	45 16%	10 3%	- -	- -	15 20%	176 41%
				*	*	*	*	*		J		*	IJK*	IJKL
<b>Or would you prefer not to say?</b>	<b>43</b> <b>4%</b>	18 3%	22 4%	6 5%	8 4%	14 8%	6 3%	3 1%	5 2%	6 2%	1 1%	- -	- -	18 4%
				*	*	*	*	*				*	*	
<b>NET : Definitely / Probably vote</b>	<b>717</b> <b>61%</b>	393 68%	324 54%	58 45%	101 50%	83 44%	123 59%	136 78%	216 78%	297 93%	201 87%	57 77%	55 74%	91 21%
		B		*	*	*	*	CDEF*	CDEF	KL	M	M*	M*	
<b>NET : Probably not / Definitely not vote</b>	<b>424</b> <b>36%</b>	164 29%	253 42%	66 51%	94 46%	93 49%	81 39%	35 20%	55 20%	17 5%	28 12%	17 23%	19 26%	326 75%
			A	GH*	GH*	GH*	GH*	*		I	I*	I*	IJKL	
<b>Mean score</b>	<b>2.86</b>	3.06	2.7	2.43	2.56	2.46	2.84	3.3	3.29	3.67	3.49	3.26	3.08	1.83
		B		*	*	*	C*	CDEF*	CDEF	JKLM	KL	M*	M*	
<b>Standard Deviation</b>	<b>1.148</b>	1.117	1.14	0.822	1.096	1.146	1.131	1.084	1.131	0.678	0.705	0.809	1.185	0.856
<b>Error Variance</b>	<b>0.001</b>	0.002	0.002	0.005	0.006	0.007	0.006	0.007	0.005	0.001	0.002	0.009	0.019	0.002

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) Continuity correction applied



# Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

Gelikely.If the UK General Election were to be held tomorrow, do you think you would...

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		N	O	P
Unweighted Base	1184	513	495	152
Weighted Base	1184	390	374	372
<b>Definitely vote (4)</b>	<b>477</b> <b>40%</b>	213 P	225 P	37 *
<b>Probably vote (3)</b>	<b>240</b> <b>20%</b>	82 21%	93 25% P	55 15% *
<b>Probably not vote (2)</b>	<b>217</b> <b>18%</b>	44 11%	44 12%	123 33% NO*
<b>Definitely not vote (1)</b>	<b>207</b> <b>18%</b>	43 11% O	6 2%	141 38% NO*
<b>Or would you prefer not to say?</b>	<b>43</b> <b>4%</b>	8 2%	6 2%	16 4% *
<b>NET : Definitely / Probably vote</b>	<b>717</b> <b>61%</b>	295 P	318 NP	91 25% *
<b>NET : Probably not / Definitely not vote</b>	<b>424</b> <b>36%</b>	87 22% O	50 13%	264 71% NO*
<b>Mean score</b>	<b>2.86</b>	3.22 P	3.46 NP	1.96 *
<b>Standard Deviation</b>	<b>1.148</b>	1.037	0.765	0.981
<b>Error Variance</b>	<b>0.001</b>	0.003	0.002	0.003

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) Continuity correction applied

# Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

finalvotingintention.Voting intention for next General Election

Base: All adults in GB 18+ excluding those who plan not to vote & those who refuse to say who they will vote for - weighted by likelihood of turning out in the General Election

	Total	GENDER		AGE						GE Vote 2017				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservatives	Labour	Lib Dems	Other	No vote
	A	B	C	D	E	F	G	H	I	J	K	L	M	
Unweighted Base	1044	543	501	137	184	159	192	166	206	327	373	87	125	122
Weighted Base	639	356	283	40	90	73	112	123	202	273	189	55	50	66
<b>Conservative</b>	<b>251</b> <b>39%</b>	140 39%	111 39%	9 22% *	20 23%	26 36% D*	37 33%	55 45%	104 51%	205 75%	11 6%	9 15%	8 17%	17 26%
<b>Labour</b>	<b>158</b> <b>25%</b>	88 25%	70 25%	20 51% EFGH*	37 42% EFGH	18 25% *	30 27% H	21 17%	31 15%	9 3%	121 64% IKLM	5 9% *	3 5% *	18 28% IKL*
<b>Liberal Democrats</b>	<b>117</b> <b>18%</b>	68 19%	50 18%	5 12% *	19 21%	16 23% *	16 14%	27 22%	34 17%	26 10%	38 20% IL	36 65% IJLM*	2 5% *	13 20% IL*
<b>Brexit Party</b>	<b>51</b> <b>8%</b>	24 7%	27 10%	2 6% *	3 3%	3 4% *	13 11% D	13 10%	18 9%	21 8%	9 5%	3 6% *	10 20% IJK*	7 10% *
<b>SNP</b>	<b>22</b> <b>3%</b>	15 4%	7 3%	- 1% *	2 2%	1 1% *	8 7%	3 2%	8 4%	3 1%	- *	2 4% *	13 27% IJKM*	3 4% J*
<b>Green</b>	<b>22</b> <b>3%</b>	10 3%	12 4%	2 6% *	5 5%	2 3% *	4 3%	3 2%	5 3%	2 1%	5 3%	- *	9 18% IJK*	5 8% I*
<b>UKIP</b>	<b>7</b> <b>1%</b>	4 1%	3 1%	- * *	1 2%	2 2% *	3 3%	- *	1 *	3 1%	1 *	- *	2 5% J*	- *
<b>Plaid Cymru</b>	<b>6</b> <b>1%</b>	4 1%	2 1%	1 2% *	1 1%	3 4% H*	1 1%	- *	- *	- *	3 2%	1 2% *	- *	1 1% *
<b>The Independent Group for Change</b>	<b>2</b> <b>*</b>	1 *	1 *	- * *	1 1%	- * *	1 1%	- *	- *	- *	1 *	- *	- *	1 1% *
<b>Other</b>	<b>5</b> <b>1%</b>	3 1%	2 1%	- * *	- *	1 2% *	1 1%	1 1%	1 *	2 1%	- *	- *	1 3% *	1 1% *

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) Continuity correction applied



# Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

finalvotingintention.Voting intention for next General Election

Base: All adults in GB 18+ excluding those who plan not to vote & those who refuse to say who they will vote for - weighted by likelihood of turning out in the General Election

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		N	O	P
Unweighted Base	1044	469	467	100
Weighted Base	639	268	286	80
<b>Conservative</b>	<b>251</b> <b>39%</b>	158 59% OP	70 25%	21 27% *
<b>Labour</b>	<b>158</b> <b>25%</b>	32 12%	102 36% N	23 29% N*
<b>Liberal Democrats</b>	<b>117</b> <b>18%</b>	14 5%	82 29% N	20 25% N*
<b>Brexit Party</b>	<b>51</b> <b>8%</b>	45 17% OP	3 1%	3 4% *
<b>SNP</b>	<b>22</b> <b>3%</b>	2 1%	13 4% N	7 9% N*
<b>Green</b>	<b>22</b> <b>3%</b>	6 2%	11 4%	5 6% *
<b>UKIP</b>	<b>7</b> <b>1%</b>	5 2%	2 1%	- - *
<b>Plaid Cymru</b>	<b>6</b> <b>1%</b>	4 2%	- *	- * *
<b>The Independent Group for Change</b>	<b>2</b> <b>*</b>	- *	1 *	1 1% *
<b>Other</b>	<b>5</b> <b>1%</b>	1 *	3 1%	- - *

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) Continuity correction applied

# Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

finalvotingintention.Voting intention for next General Election

Base: All adults in GB 18+ excluding those who plan not to vote & those who refuse to say who they will vote for

	Total	GENDER		AGE						GE Vote 2017				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservatives	Labour	Lib Dems	Other	No vote
		A	B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	1044	543	501	137	184	159	192	166	206	327	373	87	125	122
Weighted Base	834	456	378	95	141	105	140	138	215	292	220	67	58	190
<b>Conservative</b>	<b>305</b> <b>37%</b>	169 37%	136 36%	17 18% *	34 24% *	34 32% *	47 33% *	64 46% CD	109 51% CDEF	219 75% JKLM	13 6%	10 15% *	9 16% J*	53 28% J*
<b>Labour</b>	<b>217</b> <b>26%</b>	119 26%	98 26%	49 52% EFGH*	52 37% GH*	26 25% *	32 23% *	23 17%	35 16%	11 4%	140 64% IKLM	8 12% I*	3 5% *	51 27% IL*
<b>Liberal Democrats</b>	<b>154</b> <b>18%</b>	87 19%	66 18%	11 11% *	33 23% *	25 24% *	19 14% *	29 21%	36 17%	28 9%	43 19% IL	41 61% IJLM*	3 5% *	37 20% IL*
<b>Brexit Party</b>	<b>66</b> <b>8%</b>	29 6%	37 10%	7 7% *	5 3% *	6 5% *	15 11% *	15 11%	18 8%	22 8%	12 5%	3 5% *	10 18% IJ*	17 9% *
<b>Green</b>	<b>38</b> <b>5%</b>	17 4%	21 6%	8 8% *	9 6% *	5 5% *	7 5% *	3 2%	6 3%	2 1%	6 3%	- *	13 23% JKM*	17 9% I*
<b>SNP</b>	<b>28</b> <b>3%</b>	20 4%	8 2%	1 1% *	2 2% *	1 1% *	12 9% *	3 2%	9 4%	3 1%	- *	2 3% *	14 25% JKM*	7 4% *
<b>Plaid Cymru</b>	<b>10</b> <b>1%</b>	7 2%	3 1%	3 3% *	2 2% *	4 4% *	1 1% *	- *	- *	- *	4 2%	3 4% *	- *	2 1% *
<b>UKIP</b>	<b>9</b> <b>1%</b>	5 1%	4 1%	- *	2 1% *	2 2% *	4 3% *	- *	1 *	5 2%	1 *	- *	3 5% JM*	- *
<b>The Independent Group for Change</b>	<b>3</b> <b>*</b>	1 *	2 1%	- *	2 2% *	- *	1 1% *	- *	- *	- *	1 *	- *	- *	2 1% *
<b>Other</b>	<b>6</b> <b>1%</b>	3 1%	3 1%	- *	- *	2 2% *	1 1% *	1 1%	1 *	2 1%	1 *	- *	1 3% *	2 1% *

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) Continuity correction applied



# Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

finalvotingintention.Voting intention for next General Election

Base: All adults in GB 18+ excluding those who plan not to vote & those who refuse to say who they will vote for

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		N	O	P
Unweighted Base	1044	469	467	100
Weighted Base	834	314	344	167
<b>Conservative</b>	<b>305</b> <b>37%</b>	178 57% OP	79 23%	45 27% *
<b>Labour</b>	<b>217</b> <b>26%</b>	37 12%	126 36% N	54 32% N*
<b>Liberal Democrats</b>	<b>154</b> <b>18%</b>	17 5%	95 28% N	38 23% N*
<b>Brexit Party</b>	<b>66</b> <b>8%</b>	54 17% OP	4 1%	7 4% *
<b>Green</b>	<b>38</b> <b>5%</b>	10 3%	19 6%	8 5% *
<b>SNP</b>	<b>28</b> <b>3%</b>	2 1%	13 4% N	12 7% N*
<b>Plaid Cymru</b>	<b>10</b> <b>1%</b>	7 2% O	- *	- *
<b>UKIP</b>	<b>9</b> <b>1%</b>	7 2%	2 *	- - *
<b>The Independent Group for Change</b>	<b>3</b> <b>*</b>	- *	1 *	2 1% *
<b>Other</b>	<b>6</b> <b>1%</b>	1 *	4 1%	- - *

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) Continuity correction applied



# Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

Outcome1.Which of the following scenarios do you favour the most?

Base: All adults GB 18+

	GENDER			AGE						GE Vote 2017				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservatives	Labour	Lib Dems	Other	No vote
	A	B	C	D	E	F	G	H	I	J	K	L	M	
Unweighted Base	1184	585	597	158	206	194	218	181	227	342	389	92	135	186
Weighted Base	1184	575	599	131	204	189	210	174	276	320	230	74	74	435
<b>Leave the EU with no deal</b>	<b>160</b> <b>14%</b>	86 15%	73 12%	12 9% *	10 5% *	15 8% *	33 16% D*	42 24% CDE*	48 17% D	73 23% JKM	19 8% *	2 2% *	22 29% JKM*	44 10%
<b>Leave the EU with Boris Johnson's proposed deal</b>	<b>231</b> <b>20%</b>	124 22%	108 18%	22 16% *	19 9% *	23 12% *	37 17% *	43 25% D*	89 32% CDEF	122 38% JLM	27 12% *	19 26% JM*	9 12% *	51 12%
<b>Leave the EU but remain in the Single Market / Customs Union</b>	<b>152</b> <b>13%</b>	64 11%	88 15%	11 9% *	38 19% *	18 10% *	34 16% *	24 14% *	26 9% *	36 11% *	25 11% *	9 12% *	19 26% IJ*	61 14%
<b>Remain in the EU / Revoke Article 50</b>	<b>384</b> <b>32%</b>	211 37%	170 28%	61 46% GH*	85 42% GH*	59 31% *	71 34% *	40 23% *	68 25% *	62 19% *	139 60% ILM	36 49% IM*	20 27% *	115 26%
<b>Don't Know</b>	<b>257</b> <b>22%</b>	91 16%	160 27% A	25 19% *	52 25% *	75 39% CFGH*	35 17% *	25 14% *	45 16% *	27 9% *	21 9% *	8 11% *	4 6% *	164 38% IJKL

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) Continuity correction applied

# Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

Outcome1.Which of the following scenarios do you favour the most?

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		<b>N</b>	<b>O</b>	<b>P</b>
Unweighted Base	1184	513	495	152
Weighted Base	1184	390	374	372
Leave the EU with no deal	160 14%	110 28% OP	14 4%	29 8% *
Leave the EU with Boris Johnson's proposed deal	231 20%	169 43% OP	39 10%	21 6% *
Leave the EU but remain in the Single Market / Customs Union	152 13%	33 8%	58 16% N	55 15% *
Remain in the EU / Revoke Article 50	384 32%	36 9%	231 62% NP	114 31% N*
Don't Know	257 22%	43 11%	31 8%	153 41% NO*

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) Continuity correction applied

# Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

Outcome2.Should the final deal/agreement reached by the government be put to a public vote?

Base: All adults GB 18+

	GENDER			AGE						GE Vote 2017				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservatives	Labour	Lib Dems	Other	No vote
	A	B	C	D	E	F	G	H	I	J	K	L	M	
Unweighted Base	1184	585	597	158	206	194	218	181	227	342	389	92	135	186
Weighted Base	1184	575	599	131	204	189	210	174	276	320	230	74	74	435
<b>Yes</b>	<b>558</b> <b>47%</b>	293 51%	266 44%	88 67% EFGH*	149 73% EFGH*	82 43% H*	95 45% H*	66 38% *	78 28%	81 25%	167 72% IKLM	39 52% I*	37 50% I*	213 49% I
<b>No</b>	<b>406</b> <b>34%</b>	200 35%	204 34%	25 19% *	25 12% *	56 29% D*	83 39% CD*	76 44% CD*	142 51% CDE	201 63% JKLM	42 18%	18 25% *	27 37% J*	103 24%
<b>Don't Know</b>	<b>220</b> <b>19%</b>	83 14%	130 22% A	18 14% *	30 15% *	51 27% *	32 15% *	32 18% *	56 20%	38 12%	22 9%	17 23% J*	10 14% *	118 27% IJ

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) Continuity correction applied



# Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

Outcome2.Should the final deal/agreement reached by the government be put to a public vote?

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		<b>N</b>	<b>O</b>	<b>P</b>
Unweighted Base	1184	513	495	152
Weighted Base	1184	390	374	372
<b>Yes</b>	<b>558</b> <b>47%</b>	100 26%	249 67%	198 53%
			NP	N*
<b>No</b>	<b>406</b> <b>34%</b>	242 62%	88 24%	69 19%
		OP		*
<b>Don't Know</b>	<b>220</b> <b>19%</b>	48 12%	36 10%	104 28%
				NO*

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) Continuity correction applied



# Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

ExitEU.How likely or unlikely do you think it is that the UK will leave the EU by the 31st October 2019?

Base: All adults GB 18+

	Total	GENDER		AGE						GE Vote 2017				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservatives	Labour	Lib Dems	Other	No vote
		A	B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	1184	585	597	158	206	194	218	181	227	342	389	92	135	186
Weighted Base	1184	575	599	131	204	189	210	174	276	320	230	74	74	435
<b>Very likely (4)</b>	<b>130</b> <b>11%</b>	79 14%	51 9%	10 7%	28 14%	20 10%	21 10%	14 8%	39 14%	63 20%	24 10%	4 5%	7 10%	27 6%
				*	*	*	*	*	*	JKM	*	*	*	*
<b>Fairly likely (3)</b>	<b>370</b> <b>31%</b>	172 30%	198 33%	51 39%	53 26%	54 28%	63 30%	53 31%	95 34%	120 37%	66 29%	27 36%	17 23%	130 30%
				*	*	*	*	*	*	*	*	*	*	*
<b>Not very likely (2)</b>	<b>341</b> <b>29%</b>	185 32%	147 25%	36 28%	58 29%	45 24%	69 33%	53 30%	81 29%	91 29%	73 32%	29 40%	27 36%	108 25%
				*	*	*	*	*	*	*	*	*	*	*
<b>Not at all likely (1)</b>	<b>120</b> <b>10%</b>	61 11%	58 10%	15 11%	22 11%	27 14%	20 10%	20 11%	15 5%	14 4%	38 17%	3 3%	9 12%	53 12%
				*	*	*	*	*	*	IK	*	*	I	I
<b>Don't know</b>	<b>223</b> <b>19%</b>	78 14%	145 24%	18 14%	42 21%	44 23%	37 18%	34 19%	48 17%	32 10%	29 13%	12 17%	14 19%	117 27%
			A	*	*	*	*	*	*	*	*	*	IJ	IJ
<b>NET : LIKELY</b>	<b>500</b> <b>42%</b>	251 44%	249 42%	61 47%	81 40%	73 39%	84 40%	67 39%	133 48%	182 57%	90 39%	30 41%	24 33%	157 36%
				*	*	*	*	*	*	JLM	*	*	*	*
<b>NET : UNLIKELY</b>	<b>461</b> <b>39%</b>	246 43%	205 34%	51 39%	81 40%	72 38%	89 42%	73 42%	96 35%	105 33%	112 48%	32 43%	36 48%	161 37%
				*	*	*	*	*	*	I	*	*	*	*
<b>Mean score</b>	<b>2.53</b>	2.54	2.53	2.5	2.53	2.45	2.49	2.44	2.69	2.8	2.37	2.5	2.37	2.41
				*	*	*	*	*	*	JKM	*	**	*	*
<b>Standard Deviation</b>	<b>0.877</b>	0.902	0.856	0.834	0.935	0.948	0.854	0.858	0.827	0.832	0.925	0.672	0.889	0.866
<b>Error Variance</b>	<b>0.001</b>	0.002	0.002	0.006	0.005	0.006	0.004	0.005	0.003	0.002	0.004	0.007	0.013	0.002

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) Continuity correction applied

# Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

ExitEU.How likely or unlikely do you think it is that the UK will leave the EU by the 31st October 2019?

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		N	O	P
Unweighted Base	1184	513	495	152
Weighted Base	1184	390	374	372
<b>Very likely (4)</b>	<b>130</b> <b>11%</b>	80 20% OP	36 10%	13 3% *
<b>Fairly likely (3)</b>	<b>370</b> <b>31%</b>	139 36%	114 30%	105 28% *
<b>Not very likely (2)</b>	<b>341</b> <b>29%</b>	85 22%	131 35% N	114 31% *
<b>Not at all likely (1)</b>	<b>120</b> <b>10%</b>	34 9%	46 12%	39 11% *
<b>Don't know</b>	<b>223</b> <b>19%</b>	51 13%	46 12%	102 27% NO*
<b>NET : LIKELY</b>	<b>500</b> <b>42%</b>	219 56% OP	150 40%	117 32% *
<b>NET : UNLIKELY</b>	<b>461</b> <b>39%</b>	119 31%	178 48% N	153 41% *
<b>Mean score</b>	<b>2.53</b>	2.78 OP	2.43	2.34 *
<b>Standard Deviation</b>	<b>0.877</b>	0.921	0.867	0.781
<b>Error Variance</b>	<b>0.001</b>	0.003	0.002	0.002

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) Continuity correction applied

# Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

ExitNoDeal.How likely or unlikely do you think it is that the UK will leave the EU without a deal?

Base: All adults GB 18+

	Total	GENDER		AGE						GE Vote 2017				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservatives	Labour	Lib Dems	Other	No vote
		A	B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	1184	585	597	158	206	194	218	181	227	342	389	92	135	186
Weighted Base	1184	575	599	131	204	189	210	174	276	320	230	74	74	435
<b>Very likely (4)</b>	<b>130</b> <b>11%</b>	77 13%	53 9%	28 21% EFGH*	38 19% H*	13 7% *	16 7% *	13 7% *	22 8% *	39 12% M	39 17% M	10 13% *	9 13% *	21 5% *
<b>Fairly likely (3)</b>	<b>443</b> <b>37%</b>	203 35%	233 39%	52 40% *	87 43% *	62 33% *	82 39% *	73 42% *	87 32% *	138 43% L	87 38% *	33 44% *	17 23% *	153 35% *
<b>Not very likely (2)</b>	<b>258</b> <b>22%</b>	142 25%	113 19%	11 9% *	24 12% *	40 21% *	62 30% CD*	45 26% CD*	75 27% CD	89 28% M	50 22% *	15 20% *	27 36% M*	71 16% *
<b>Not at all likely (1)</b>	<b>62</b> <b>5%</b>	39 7%	23 4%	4 3% *	16 8% *	6 3% *	11 5% *	5 3% *	19 7% *	13 4% *	20 9% *	2 3% *	4 5% *	22 5% *
<b>Don't know</b>	<b>292</b> <b>25%</b>	114 20%	178 30% A	35 27% *	38 19% *	68 36% DF*	39 19% *	38 22% *	73 26% *	40 13% *	35 15% *	15 20% *	17 23% *	168 39% IJK
<b>NET : LIKELY</b>	<b>573</b> <b>48%</b>	280 49%	286 48%	80 61% EH*	125 61% EH*	75 39% *	97 46% *	86 50% *	109 40% *	178 56% LM	125 54% LM	42 57% *	26 36% *	174 40% *
<b>NET : NOT LIKELY</b>	<b>320</b> <b>27%</b>	181 31% B	136 23%	16 12% *	41 20% *	47 25% *	73 35% C*	49 28% C*	94 34% C	102 32% *	70 31% *	17 23% *	31 41% M*	93 21% *
<b>Mean score</b>	<b>2.72</b>	2.69	2.75	3.09 FGH*	2.89 H*	2.67 **	2.59 *	2.7 *	2.56 *	2.73	2.73	2.83	2.56 *	2.65 *
<b>Standard Deviation</b>	<b>0.795</b>	0.848	0.74	0.769	0.875	0.734	0.75	0.689	0.807	0.759	0.896	0.745	0.853	0.74
<b>Error Variance</b>	<b>0.001</b>	0.002	0.001	0.006	0.005	0.004	0.003	0.004	0.003	0.002	0.004	0.009	0.013	0.002

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) Continuity correction applied

# Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

ExitNoDeal.How likely or unlikely do you think it is that the UK will leave the EU without a deal?

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		<b>N</b>	<b>O</b>	<b>P</b>
Unweighted Base	1184	513	495	152
Weighted Base	1184	390	374	372
<b>Very likely (4)</b>	<b>130</b> <b>11%</b>	48 12%	48 13%	30 8% *
<b>Fairly likely (3)</b>	<b>443</b> <b>37%</b>	167 43%	133 36%	138 37% *
<b>Not very likely (2)</b>	<b>258</b> <b>22%</b>	108 28% P	90 24% P	47 13% *
<b>Not at all likely (1)</b>	<b>62</b> <b>5%</b>	12 3%	35 9% N	15 4% *
<b>Don't know</b>	<b>292</b> <b>25%</b>	55 14%	68 18%	142 38% NO*
<b>NET : LIKELY</b>	<b>573</b> <b>48%</b>	215 55%	181 48%	168 45% *
<b>NET : NOT LIKELY</b>	<b>320</b> <b>27%</b>	120 31% P	125 34% P	61 17% *
<b>Mean score</b>	<b>2.72</b>	2.75	2.63	2.8 *
<b>Standard Deviation</b>	<b>0.795</b>	0.741	0.881	0.746
<b>Error Variance</b>	<b>0.001</b>	0.002	0.003	0.002

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) Continuity correction applied



# Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

Nodeal.Now imagine that Britain left the EU on 31st October without a deal. By this we mean an exit without any agreed exit terms. Do you think that the impact for you personally would be positive or negative... - Summary Table

Base: All adults GB 18+

	by the end of this year?	by the end of next year?
<b>Unweighted Base</b>	1184	1184
<b>Weighted Base</b>	1184	1184
<b>Very positive (5)</b>	61 5%	62 5%
<b>Fairly positive (4)</b>	116 10%	155 13%
<b>Neither positive nor negative (3)</b>	419 35%	407 34%
<b>Fairly negative (2)</b>	278 24%	257 22%
<b>Very negative (1)</b>	166 14%	167 14%
<b>Don't know</b>	143 12%	136 11%
<b>NET : Positive</b>	178 15%	217 18%
<b>NET : Negative</b>	445 38%	424 36%
<b>Mean score</b>	2.64	2.7
<b>Standard Deviation</b>	1.061	1.086
<b>Error Variance</b>	0.001	0.001

# Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

Nodeal.Now imagine that Britain left the EU on 31st October without a deal. By this we mean an exit without any agreed exit terms. Do you think that the impact for you personally would be positive or negative... - by the end of this year?

Base: All adults GB 18+

	GENDER			AGE						GE Vote 2017				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservatives	Labour	Lib Dems	Other	No vote
	A	B	C	D	E	F	G	H	I	J	K	L	M	
Unweighted Base	1184	585	597	158	206	194	218	181	227	342	389	92	135	186
Weighted Base	1184	575	599	131	204	189	210	174	276	320	230	74	74	435
<b>Very positive (5)</b>	<b>61</b> <b>5%</b>	49 9%	12 2%	10 8%	23 11%	8 4%	6 3%	6 3%	8 3%	25 8%	9 4%	6 8%	6 8%	16 4%
		B	*	H*	*	*	*	*	*	*	*	*	*	*
<b>Fairly positive (4)</b>	<b>116</b> <b>10%</b>	70 12%	46 8%	19 15%	17 8%	23 12%	16 8%	15 9%	26 10%	54 17%	24 10%	5 6%	11 15%	21 5%
				*	*	*	*	*	*	M	*	*	*	*
<b>Neither positive nor negative (3)</b>	<b>419</b> <b>35%</b>	194 34%	218 36%	20 16%	65 32%	51 27%	61 29%	86 49%	136 49%	139 43%	63 28%	29 38%	25 33%	150 34%
				*	C*	*	*	CDEF*	CDEF	J	*	*	*	*
<b>Fairly negative (2)</b>	<b>278</b> <b>24%</b>	128 22%	148 25%	37 29%	55 27%	35 18%	62 29%	35 20%	55 20%	70 22%	61 26%	23 31%	22 30%	90 21%
				*	*	*	*	*	*	*	*	*	*	*
<b>Very negative (1)</b>	<b>166</b> <b>14%</b>	91 16%	75 13%	29 22%	28 14%	24 12%	37 18%	23 13%	25 9%	18 6%	61 27%	7 10%	4 6%	70 16%
				H*	*	*	*	*	*	*	IKLM	*	*	I
<b>Don't know</b>	<b>143</b> <b>12%</b>	43 7%	100 17%	14 11%	16 8%	49 26%	27 13%	10 6%	26 9%	15 5%	13 5%	5 6%	6 8%	88 20%
				*	*	CDGH*	*	*	*	*	*	*	*	IJ
<b>NET : Positive</b>	<b>178</b> <b>15%</b>	119 21%	58 10%	29 23%	40 20%	31 16%	22 11%	20 12%	34 12%	79 25%	33 14%	11 14%	17 23%	37 8%
		B	*	*	*	*	*	*	*	JM	*	*	M*	*
<b>NET : Negative</b>	<b>445</b> <b>38%</b>	219 38%	223 37%	67 51%	83 41%	58 31%	99 47%	58 33%	80 29%	88 27%	122 53%	30 41%	27 36%	160 37%
				EGH*	*	*	H*	*	*	*	IM	*	*	*
<b>Mean score</b>	<b>2.64</b>	2.73	2.54	2.52	2.75	2.7	2.41	2.66	2.75	2.99	2.35	2.7	2.87	2.49
				*	*	*	*	*	F	JM	*	*	J*	*
<b>Standard Deviation</b>	<b>1.061</b>	1.165	0.939	1.275	1.187	1.111	1.02	0.949	0.889	0.983	1.118	1.047	1.045	1.028

Table continues

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) Continuity correction applied



# Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

Nodeal. Now imagine that Britain left the EU on 31st October without a deal. By this we mean an exit without any agreed exit terms. Do you think that the impact for you personally would be positive or negative... - by the end of this year?

Base: All adults GB 18+

	GENDER			AGE						GE Vote 2017				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservatives	Labour	Lib Dems	Other	No vote
	A	B	C	D	E	F	G	H	I	J	K	L	M	
Weighted Base	1184	575	599	131	204	189	210	174	276	320	230	74	74	435
Error Variance	0.001	0.003	0.002	0.014	0.008	0.009	0.006	0.005	0.003	0.003	0.006	0.016	0.016	0.003

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) Continuity correction applied

# Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

Nodeal.Now imagine that Britain left the EU on 31st October without a deal. By this we mean an exit without any agreed exit terms. Do you think that the impact for you personally would be positive or negative... - by the end of this year?

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		N	O	P
Unweighted Base	1184	513	495	152
Weighted Base	1184	390	374	372
<b>Very positive (5)</b>	<b>61</b> <b>5%</b>	31 8%	18 5%	13 3% *
<b>Fairly positive (4)</b>	<b>116</b> <b>10%</b>	68 17% OP	33 9%	16 4% *
<b>Neither positive nor negative (3)</b>	<b>419</b> <b>35%</b>	200 51% OP	83 22%	117 32% *
<b>Fairly negative (2)</b>	<b>278</b> <b>24%</b>	54 14%	127 34% N	91 24% N*
<b>Very negative (1)</b>	<b>166</b> <b>14%</b>	13 3%	93 25% N	57 15% N*
<b>Don't know</b>	<b>143</b> <b>12%</b>	24 6%	21 6%	79 21% NO*
<b>NET : Positive</b>	<b>178</b> <b>15%</b>	99 25% OP	50 13%	28 8% *
<b>NET : Negative</b>	<b>445</b> <b>38%</b>	67 17%	219 59% NP	148 40% N*
<b>Mean score</b>	<b>2.64</b>	3.13	2.31	2.44
<b>Standard Deviation</b>	<b>1.061</b>	0.895 OP	1.109	1.002 *

Table continues

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) Continuity correction applied

# Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

Nodeal.Now imagine that Britain left the EU on 31st October without a deal. By this we mean an exit without any agreed exit terms. Do you think that the impact for you personally would be positive or negative... - by the end of this year?

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		<b>N</b>	<b>O</b>	<b>P</b>
Weighted Base	1184	390	374	372
Error Variance	0.001	0.002	0.003	0.003

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) Continuity correction applied



# Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

Nodeal.Now imagine that Britain left the EU on 31st October without a deal. By this we mean an exit without any agreed exit terms. Do you think that the impact for you personally would be positive or negative... - by the end of next year?

Base: All adults GB 18+

	GENDER			AGE						GE Vote 2017				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservatives	Labour	Lib Dems	Other	No vote
	A	B	C	D	E	F	G	H	I	J	K	L	M	
Unweighted Base	1184	585	597	158	206	194	218	181	227	342	389	92	135	186
Weighted Base	1184	575	599	131	204	189	210	174	276	320	230	74	74	435
<b>Very positive (5)</b>	<b>62</b> <b>5%</b>	41 7%	21 3%	12 10% *	13 6% *	10 5% *	9 4% *	8 5% *	9 3% *	34 11% JM	8 4% *	1 2% *	7 9% *	11 3% *
<b>Fairly positive (4)</b>	<b>155</b> <b>13%</b>	96 17% B	59 10% *	22 17% *	31 15% *	13 7% *	30 14% *	23 13% *	35 13% *	62 19% JM	26 11% *	13 18% *	18 24% M*	34 8% *
<b>Neither positive nor negative (3)</b>	<b>407</b> <b>34%</b>	190 33%	211 35%	34 26% *	72 35% *	52 27% *	44 21% *	78 45% CEF*	128 46% CEF	130 41% JL	60 26% *	27 37% *	16 21% *	154 35% *
<b>Fairly negative (2)</b>	<b>257</b> <b>22%</b>	119 21%	135 22%	31 23% *	40 20% *	43 23% *	61 29% *	28 16% *	53 19% *	57 18% I	60 26% *	18 24% *	22 30% *	90 21% *
<b>Very negative (1)</b>	<b>167</b> <b>14%</b>	94 16%	74 12%	14 11% *	30 15% *	28 15% *	38 18% *	26 15% *	30 11% *	22 7% IKLM	10 28% *	10 13% *	3 5% *	66 15% I
<b>Don't know</b>	<b>136</b> <b>11%</b>	36 6% A	100 17% *	17 13% *	18 9% *	43 23% DGH*	27 13% *	11 6% *	20 7% *	15 5% *	12 5% *	5 7% *	8 10% *	80 18% IJ
<b>NET : Positive</b>	<b>217</b> <b>18%</b>	137 24% B	80 13% *	35 27% E*	44 22% *	23 12% *	39 19% *	31 18% *	45 16% *	96 30% JM	34 15% *	14 19% *	25 34% JM*	46 10% *
<b>NET : Negative</b>	<b>424</b> <b>36%</b>	213 37%	208 35%	45 34% *	70 35% *	71 37% *	100 47% GH*	54 31% *	83 30% *	79 25% ILM	125 54% *	28 37% *	26 35% *	156 36% *
<b>Mean score</b>	<b>2.7</b>	2.76	2.64	2.89 *	2.77 *	2.55 *	2.5 *	2.75 *	2.77 *	3.1 JKM	2.33 *	2.68 *	3.04 JM*	2.54 *
<b>Standard Deviation</b>	<b>1.086</b>	1.159	1.008	1.186	1.122	1.112	1.137	1.05	0.955	1.06	1.132	0.999	1.118	1.002

Table continues

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# Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

Nodeal. Now imagine that Britain left the EU on 31st October without a deal. By this we mean an exit without any agreed exit terms. Do you think that the impact for you personally would be positive or negative... - by the end of next year?

Base: All adults GB 18+

	GENDER			AGE						GE Vote 2017				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservatives	Labour	Lib Dems	Other	No vote
	A	B	C	D	E	F	G	H	I	J	K	L	M	
Weighted Base	1184	575	599	131	204	189	210	174	276	320	230	74	74	435
Error Variance	0.001	0.002	0.002	0.012	0.007	0.008	0.007	0.007	0.004	0.004	0.006	0.014	0.019	0.003

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) Continuity correction applied

# Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

Nodeal.Now imagine that Britain left the EU on 31st October without a deal. By this we mean an exit without any agreed exit terms. Do you think that the impact for you personally would be positive or negative... - by the end of next year?

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		N	O	P
Unweighted Base	1184	513	495	152
Weighted Base	1184	390	374	372
<b>Very positive (5)</b>	<b>62</b> <b>5%</b>	44 11% OP	11 3%	7 2% *
<b>Fairly positive (4)</b>	<b>155</b> <b>13%</b>	83 21% OP	42 11%	29 8% *
<b>Neither positive nor negative (3)</b>	<b>407</b> <b>34%</b>	172 44% O	82 22%	132 36% O*
<b>Fairly negative (2)</b>	<b>257</b> <b>22%</b>	45 12%	118 32% N	87 23% N*
<b>Very negative (1)</b>	<b>167</b> <b>14%</b>	19 5%	97 26% NP	51 14% N*
<b>Don't know</b>	<b>136</b> <b>11%</b>	27 7%	24 6%	66 18% NO*
<b>NET : Positive</b>	<b>217</b> <b>18%</b>	128 33% OP	53 14%	36 10% *
<b>NET : Negative</b>	<b>424</b> <b>36%</b>	64 16%	215 58% NP	138 37% N*
<b>Mean score</b>	<b>2.7</b>	3.24 OP	2.29	2.52 *
<b>Standard Deviation</b>	<b>1.086</b>	0.995	1.093	0.952

Table continues

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) Continuity correction applied



# Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

Nodeal.Now imagine that Britain left the EU on 31st October without a deal. By this we mean an exit without any agreed exit terms. Do you think that the impact for you personally would be positive or negative... - by the end of next year?

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		<b>N</b>	<b>O</b>	<b>P</b>
Weighted Base	1184	390	374	372
Error Variance	0.001	0.003	0.003	0.003

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) Continuity correction applied



# Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

Vote2017.The last General Election was held on 8th June 2017. Did you manage to vote in that General Election?

Base: All adults GB 18+

	Total	GENDER		AGE						GE Vote 2017				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservatives	Labour	Lib Dems	Other	No vote
		A	B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	1184	585	597	158	206	194	218	181	227	342	389	92	135	186
Weighted Base	1184	575	599	131	204	189	210	174	276	320	230	74	74	435
<b>No, did not vote</b>	<b>435</b> <b>37%</b>	160 28%	268 45%	75 57%	96 47%	102 54%	68 32%	42 24%	53 19%	-	-	-	-	435 100%
			A	FGH*	GH*	FGH*	H*	*				*	*	IJKL
<b>Yes, Conservative</b>	<b>320</b> <b>27%</b>	173 30%	147 25%	7 5%	25 12%	32 17%	48 23%	74 43%	133 48%	320 100%	-	-	-	-
				*	*	*	C*	CDEF*	CDEF	JKLM		*	*	
<b>Yes, Labour</b>	<b>230</b> <b>19%</b>	131 23%	99 17%	29 22%	46 23%	30 16%	44 21%	35 20%	47 17%	-	230 100%	-	-	-
				*	*	*	*	*	*	-	IKLM	*	*	
<b>Yes, Liberal Democrat</b>	<b>74</b> <b>6%</b>	37 6%	37 6%	8 6%	14 7%	3 1%	18 8%	11 6%	21 8%	-	-	74 100%	-	-
				*	*	*	*	*	*	-	-	IJLM*	*	
<b>Yes, SNP - Scottish National Party</b>	<b>23</b> <b>2%</b>	19 3%	5 1%	1 1%	4 2%	1 1%	11 5%	3 2%	4 1%	-	-	-	23 31%	-
				*	*	*	*	*	*	-	-	*	IJKM*	
<b>Yes, UKIP (United Kingdom Independence Party)</b>	<b>23</b> <b>2%</b>	12 2%	11 2%	2 2%	2 1%	4 2%	4 2%	4 2%	7 2%	-	-	-	23 31%	-
				*	*	*	*	*	*	-	-	*	IJKM*	
<b>Yes, Green Party</b>	<b>22</b> <b>2%</b>	16 3%	6 1%	4 3%	2 1%	1 1%	8 4%	1 1%	6 2%	-	-	-	22 30%	-
				*	*	*	*	*	*	-	-	*	IJKM*	
<b>Yes, Plaid Cymru</b>	<b>3</b> <b>*</b>	2 *	- *	- *	2 1%	- *	- *	- *	- *	-	-	-	3 4%	-
				*	*	*	*	*	*	-	-	*	*	
<b>Other party or individual</b>	<b>3</b> <b>*</b>	1 *	2 *	- *	- *	- *	1 *	- *	1 1%	-	-	-	3 4%	-
				*	*	*	*	*	*	-	-	*	*	
<b>Prefer not to answer</b>	<b>51</b> <b>4%</b>	23 4%	25 4%	5 4%	14 7%	16 8%	8 4%	3 2%	4 2%	-	-	-	-	-
				*	*	*	*	*	*	-	-	*	*	

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) Continuity correction applied

# Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

Vote2017.The last General Election was held on 8th June 2017. Did you manage to vote in that General Election?

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		N	O	P
Unweighted Base	1184	513	495	152
Weighted Base	1184	390	374	372
<b>No, did not vote</b>	<b>435</b> <b>37%</b>	76 O	40 11%	290 78% NO*
<b>Yes, Conservative</b>	<b>320</b> <b>27%</b>	204 52% OP	100 27% P	16 4% *
<b>Yes, Labour</b>	<b>230</b> <b>19%</b>	61 16% P	149 40% NP	18 5% *
<b>Yes, Liberal Democrat</b>	<b>74</b> <b>6%</b>	12 3%	43 12% NP	16 4% *
<b>Yes, SNP - Scottish National Party</b>	<b>23</b> <b>2%</b>	3 1%	18 5% N	2 1% *
<b>Yes, UKIP (United Kingdom Independence Party)</b>	<b>23</b> <b>2%</b>	21 5% OP	1 *	1 *
<b>Yes, Green Party</b>	<b>22</b> <b>2%</b>	3 1%	10 3%	9 2% *
<b>Yes, Plaid Cymru</b>	<b>3</b> <b>*</b>	3 1%	- *	- *
<b>Other party or individual</b>	<b>3</b> <b>*</b>	- *	3 1%	- *
<b>Prefer not to answer</b>	<b>51</b> <b>4%</b>	7 2%	9 2%	19 5% *

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) Continuity correction applied

# Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

Euref.On 23rd June 2016 a referendum was held on the UK's membership of the European Union. How did you vote in this referendum?

Base: All adults GB 18+

	Total	GENDER		AGE						GE Vote 2017				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservatives	Labour	Lib Dems	Other	No vote
		A	B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	1184	585	597	158	206	194	218	181	227	342	389	92	135	186
Weighted Base	1184	575	599	131	204	189	210	174	276	320	230	74	74	435
<b>Leave</b>	<b>390</b> <b>33%</b>	187 33%	203 34%	11 9% *	44 21% *	51 27% C*	72 34% C*	78 45% CDE*	134 49% CDE	204 64% JKLM	61 27%	12 17% *	30 40% KM*	76 18%
<b>Remain</b>	<b>374</b> <b>32%</b>	217 38% B	157 26%	43 33% *	63 31% *	45 24% *	75 36% *	53 31% *	94 34%	100 31% M	149 65% ILM	43 58% IM*	32 43% M*	40 9%
<b>Did not vote</b>	<b>372</b> <b>31%</b>	139 24%	223 37% A	70 54% FGH*	97 48% FGH*	81 43% FGH*	56 27% G*	23 13% *	45 16%	16 5%	18 8%	16 22% IJ*	12 17% I*	290 67% IJKL
<b>Don't know</b>	<b>49</b> <b>4%</b>	32 6%	16 3%	6 5% *	- * *	13 7% *	7 3% *	19 11% DH*	3 1%	- -	2 1%	3 3% *	- 1% *	28 6% IJ

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) Continuity correction applied

# Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

Euref.On 23rd June 2016 a referendum was held on the UK's membership of the European Union. How did you vote in this referendum?

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		N	O	P
Unweighted Base	1184	513	495	152
Weighted Base	1184	390	374	372
<b>Leave</b>	<b>390</b> <b>33%</b>	390 100% OP	-	-
<b>Remain</b>	<b>374</b> <b>32%</b>	-	374 100% NP	-
<b>Did not vote</b>	<b>372</b> <b>31%</b>	-	-	372 100% NO*
<b>Don't know</b>	<b>49</b> <b>4%</b>	-	-	-

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) Continuity correction applied

# Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

NewEUref.If a new referendum was held on the UK's membership of the European Union, how would you vote in this referendum?

Base: All adults GB 18+

	GENDER			AGE						GE Vote 2017				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservatives	Labour	Lib Dems	Other	No vote
	A	B	C	D	E	F	G	H	I	J	K	L	M	
Unweighted Base	1184	585	597	158	206	194	218	181	227	342	389	92	135	186
Weighted Base	1184	575	599	131	204	189	210	174	276	320	230	74	74	435
Leave	433 37%	216 38%	217 36%	29 22% *	54 26% *	56 30% *	67 32% *	91 52% CDEF*	136 49% CDEF	211 66% JKLM	39 17%	18 25% *	34 45% J*	122 28% J
Remain	447 38%	242 42% B	196 33%	60 46% *	83 41% *	70 37% *	87 41% *	55 32% *	93 34%	81 25%	160 69% ILM	50 68% ILM*	31 42% *	108 25%
Would not vote	180 15%	69 12%	111 18%	25 19% G*	42 21% G*	35 18% G*	39 18% G*	7 4% *	32 12%	7 2%	19 8% I	- -	8 11% I*	137 32% IJKL
Don't know	124 10%	49 8%	76 13%	17 13% *	25 12% *	28 15% *	17 8% *	21 12% *	16 6%	21 6%	13 6%	6 8% *	1 2% *	68 16% IJ

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) Continuity correction applied



# Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

NewEUref.If a new referendum was held on the UK's membership of the European Union, how would you vote in this referendum?

Base: All adults GB 18+

	EU Ref 2016			
	Total	Leave	Remain	Did not vote
		<b>N</b>	<b>O</b>	<b>P</b>
Unweighted Base	1184	513	495	152
Weighted Base	1184	390	374	372
<b>Leave</b>	<b>433</b> <b>37%</b>	331 85% OP	40 11%	51 14% *
<b>Remain</b>	<b>447</b> <b>38%</b>	25 6%	300 80% NP	118 32% N*
<b>Would not vote</b>	<b>180</b> <b>15%</b>	18 5%	21 6%	138 37% NO*
<b>Don't know</b>	<b>124</b> <b>10%</b>	17 4%	12 3%	64 17% NO*

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) Continuity correction applied

# Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

Rejoin.If the general economic situation turned out to be a lot worse after Brexit, should the UK consider re-joining the European Union?

Base: All adults GB 18+

	GENDER			AGE						GE Vote 2017				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservatives	Labour	Lib Dems	Other	No vote
	A	B	C	D	E	F	G	H	I	J	K	L	M	
Unweighted Base	1184	585	597	158	206	194	218	181	227	342	389	92	135	186
Weighted Base	1184	575	599	131	204	189	210	174	276	320	230	74	74	435
<b>Yes</b>	<b>298</b> <b>25%</b>	183 32%	115 19%	61 46%	69 34%	53 28%	54 26%	27 16%	35 13%	44 14%	113 49%	20 27%	13 17%	102 23%
		B		EFGH*	GH*	H*	H*	*			IKLM	*	*	
<b>Maybe</b>	<b>275</b> <b>23%</b>	129 22%	139 23%	27 21%	67 33%	50 26%	42 20%	38 22%	50 18%	61 19%	65 28%	24 33%	14 19%	86 20%
				*	H*	*	*	*			I	*	*	
<b>No</b>	<b>418</b> <b>35%</b>	199 34%	217 36%	24 18%	38 18%	39 21%	78 37%	83 48%	156 57%	196 61%	30 13%	19 25%	38 51%	126 29%
				*	*	*	CDE*	CDE*	CDEF	JKM	*	*	JKM*	J
<b>Don't know</b>	<b>193</b> <b>16%</b>	65 11%	128 21%	19 15%	30 15%	48 25%	36 17%	25 14%	35 13%	18 6%	22 9%	11 15%	10 13%	121 28%
			A	*	*	H*	*	*			I*	*	IJ	

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) Continuity correction applied



# Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

Rejoin.If the general economic situation turned out to be a lot worse after Brexit, should the UK consider re-joining the European Union?

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		N	O	P
Unweighted Base	1184	513	495	152
Weighted Base	1184	390	374	372
<b>Yes</b>	<b>298</b> <b>25%</b>	43 11%	171 46%	84 23%
			NP	N*
<b>Maybe</b>	<b>275</b> <b>23%</b>	63 16%	105 28%	91 25%
			N	*
<b>No</b>	<b>418</b> <b>35%</b>	250 64%	67 18%	92 25%
			OP	*
<b>Don't know</b>	<b>193</b> <b>16%</b>	35 9%	30 8%	104 28%
				NO*

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) Continuity correction applied

# Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

PublicPriorityIndex.Below is a list of possible measures to improve public life in the UK. Can you please rank them in order of importance.Please click and drag the most important measure into the boxes and carry on with each until all 11 are placed in your preferred order - Summary Table

Base: All adults GB 18+

	Generating economic growth	Reducing crime	Investing more in health care	Investing more in social care for the elderly	Reducing the national debt	Improving the future opportunities of our young people through better education	Stricter border controls to reduce immigration	Reducing income inequality between the richest and the poorest	Reducing unemployment	Renegotiating our position in the EU	Affordable housing
Unweighted Base	1184	1184	1184	1184	1184	1184	1184	1184	1184	1184	1184
Weighted Base	1184	1184	1184	1184	1184	1184	1184	1184	1184	1184	1184
<b>Most important (100)</b>	115 10%	148 12%	195 16%	64 5%	64 5%	82 7%	119 10%	127 11%	60 5%	66 6%	146 12%
<b>2nd (90)</b>	98 8%	160 14%	178 15%	124 10%	79 7%	90 8%	87 7%	81 7%	102 9%	47 4%	137 12%
<b>3rd (80)</b>	93 8%	166 14%	164 14%	98 8%	95 8%	97 8%	101 9%	112 9%	104 9%	42 4%	111 9%
<b>4th (70)</b>	109 9%	156 13%	114 10%	134 11%	80 7%	147 12%	64 5%	86 7%	123 10%	53 4%	117 10%
<b>5th (60)</b>	127 11%	88 7%	106 9%	141 12%	91 8%	127 11%	100 8%	110 9%	139 12%	56 5%	100 8%
<b>6th (50)</b>	110 9%	99 8%	114 10%	155 13%	89 8%	139 12%	75 6%	98 8%	120 10%	82 7%	102 9%
<b>7th (40)</b>	167 14%	79 7%	80 7%	83 7%	124 10%	122 10%	51 4%	117 10%	161 14%	83 7%	116 10%
<b>8th (30)</b>	144 12%	101 9%	93 8%	123 10%	118 10%	84 7%	73 6%	96 8%	128 11%	95 8%	129 11%
<b>9th (20)</b>	88 7%	81 7%	63 5%	80 7%	164 14%	95 8%	139 12%	121 10%	115 10%	128 11%	110 9%
<b>10th (10)</b>	79 7%	38 3%	52 4%	84 7%	194 16%	108 9%	144 12%	120 10%	76 6%	225 19%	66 6%
<b>Least important (0)</b>	54 5%	68 6%	24 2%	100 8%	86 7%	92 8%	232 20%	115 10%	58 5%	306 26%	49 4%
<b>Mean score</b>	52.42	60.68	64.63	50.94	42.48	50.14	42.65	48.74	50.44	30.73	56.14
<b>Standard Deviation</b>	28.929	29.983	28.602	29.448	30.195	29.688	35.235	32.236	27.663	31.2	30.311
<b>Error Variance</b>	0.707	0.759	0.691	0.732	0.77	0.744	1.049	0.878	0.646	0.822	0.776

# Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

PublicPriorityIndex.Below is a list of possible measures to improve public life in the UK. Can you please rank them in order of importance.Please click and drag the most important measure into the boxes and carry on with each until all 11 are placed in your preferred order - Generating economic growth

Base: All adults GB 18+

	GENDER			AGE						GE Vote 2017				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservatives	Labour	Lib Dems	Other	No vote
	A	B	C	D	E	F	G	H	I	J	K	L	M	
Unweighted Base	1184	585	597	158	206	194	218	181	227	342	389	92	135	186
Weighted Base	1184	575	599	131	204	189	210	174	276	320	230	74	74	435
<b>Most important (100)</b>	<b>115</b> <b>10%</b>	75 13%	37 6%	5 4%	21 10%	11 6%	26 13%	15 8%	37 13%	46 14%	14 6%	13 17%	3 4%	29 7%
		B	*	*	*	*	*	*		JM	J*	*	*	
<b>2nd (90)</b>	<b>98</b> <b>8%</b>	52 9%	46 8%	12 9%	18 9%	21 11%	14 7%	15 9%	19 7%	20 6%	17 7%	11 15%	6 8%	39 9%
				*	*	*	*	*				*	*	
<b>3rd (80)</b>	<b>93</b> <b>8%</b>	53 9%	40 7%	10 7%	17 8%	10 5%	8 4%	17 10%	32 12%	37 11%	21 9%	6 8%	4 6%	24 6%
				*	*	*	*	*				*	*	
<b>4th (70)</b>	<b>109</b> <b>9%</b>	62 11%	47 8%	10 8%	21 10%	14 8%	27 13%	12 7%	25 9%	42 13%	22 9%	9 12%	10 14%	21 5%
				*	*	*	*	*		M		*	*	
<b>5th (60)</b>	<b>127</b> <b>11%</b>	51 9%	76 13%	12 9%	14 7%	24 13%	24 11%	17 10%	37 13%	41 13%	19 8%	12 16%	10 13%	42 10%
				*	*	*	*	*				*	*	
<b>6th (50)</b>	<b>110</b> <b>9%</b>	51 9%	59 10%	14 11%	24 12%	6 3%	20 9%	17 10%	28 10%	35 11%	22 10%	7 9%	3 4%	40 9%
				*	*	*	*	*				*	*	
<b>7th (40)</b>	<b>167</b> <b>14%</b>	74 13%	86 14%	19 15%	20 10%	33 18%	30 14%	27 15%	38 14%	37 12%	39 17%	5 6%	7 10%	76 17%
				*	*	*	*	*				*	*	
<b>8th (30)</b>	<b>144</b> <b>12%</b>	64 11%	80 13%	19 14%	26 13%	25 13%	22 11%	24 14%	29 10%	24 8%	27 12%	8 10%	5 7%	74 17%
				*	*	*	*	*				*	*	I
<b>9th (20)</b>	<b>88</b> <b>7%</b>	32 5%	57 9%	7 5%	24 12%	14 7%	17 8%	12 7%	14 5%	12 4%	18 8%	1 1%	7 10%	44 10%
				*	*	*	*	*				*	*	
<b>10th (10)</b>	<b>79</b> <b>7%</b>	33 6%	45 8%	12 9%	13 7%	14 7%	12 6%	16 9%	12 4%	21 7%	19 8%	2 3%	6 8%	27 6%
				*	*	*	*	*				*	*	

Table continues

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) Continuity correction applied



# Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

PublicPriorityIndex. Below is a list of possible measures to improve public life in the UK. Can you please rank them in order of importance. Please click and drag the most important measure into the boxes and carry on with each until all 11 are placed in your preferred order - Generating economic growth

Base: All adults GB 18+

	GENDER			AGE						GE Vote 2017				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservatives	Labour	Lib Dems	Other	No vote
	A	B	C	D	E	F	G	H	I	J	K	L	M	
<b>Weighted Base</b>	1184	575	599	131	204	189	210	174	276	320	230	74	74	435
<b>Least important (0)</b>	54 5%	27 5%	27 4%	12 9% H*	7 3% *	18 9% H*	10 5% *	3 2% *	5 2%	5 2%	11 5%	3 3% *	13 17% IJM*	20 5%
<b>Mean score</b>	52.42	56.12	48.8	46.09	52.56	47.41	53.16	52.22	58.34	59.69	49.4	64.75	43.52	47.7
<b>Standard Deviation</b>	28.929	29.773	27.673	28.76	29.564	29.831	29.084	28.082	27.289	27.527	28.164	27.901	31.595	27.851
<b>Error Variance</b>	0.707	1.54	1.278	6.326	4.289	4.698	4.028	4.537	2.696	2.37	3.442	10.495	13.462	1.784

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) Continuity correction applied



# Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

PublicPriorityIndex.Below is a list of possible measures to improve public life in the UK. Can you please rank them in order of importance.Please click and drag the most important measure into the boxes and carry on with each until all 11 are placed in your preferred order - Generating economic growth

Base: All adults GB 18+

	EU Ref 2016			
	Total	Leave	Remain	Did not vote
		<b>N</b>	<b>O</b>	<b>P</b>
Unweighted Base	1184	513	495	152
Weighted Base	1184	390	374	372
<b>Most important (100)</b>	<b>115</b> <b>10%</b>	34 9%	50 13%	24 6% *
<b>2nd (90)</b>	<b>98</b> <b>8%</b>	25 6%	38 10%	32 9% *
<b>3rd (80)</b>	<b>93</b> <b>8%</b>	33 8%	40 11% P	14 4% *
<b>4th (70)</b>	<b>109</b> <b>9%</b>	38 10%	39 11%	32 9% *
<b>5th (60)</b>	<b>127</b> <b>11%</b>	54 14%	32 9%	41 11% *
<b>6th (50)</b>	<b>110</b> <b>9%</b>	39 10%	25 7%	43 12% *
<b>7th (40)</b>	<b>167</b> <b>14%</b>	60 15%	46 12%	58 16% *
<b>8th (30)</b>	<b>144</b> <b>12%</b>	32 8%	40 11%	52 14% *
<b>9th (20)</b>	<b>88</b> <b>7%</b>	34 9%	28 8%	25 7% *
<b>10th (10)</b>	<b>79</b> <b>7%</b>	30 8%	28 7%	19 5% *

Table continues

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) Continuity correction applied



# Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

PublicPriorityIndex. Below is a list of possible measures to improve public life in the UK. Can you please rank them in order of importance. Please click and drag the most important measure into the boxes and carry on with each until all 11 are placed in your preferred order - Generating economic growth

Base: All adults GB 18+

	EU Ref 2016			
	Total	Leave	Remain	Did not vote
		<b>N</b>	<b>O</b>	<b>P</b>
<b>Weighted Base</b>	1184	390	374	372
<b>Least important (0)</b>	54 5%	11 3%	7 2%	31 8% O*
<b>Mean score</b>	52.42	52.5	57.34 P	48 *
<b>Standard Deviation</b>	28.929	27.66	29.703	28.22
<b>Error Variance</b>	0.707	1.962	2.361	2.143

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) Continuity correction applied



# Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

PublicPriorityIndex.Below is a list of possible measures to improve public life in the UK. Can you please rank them in order of importance.Please click and drag the most important measure into the boxes and carry on with each until all 11 are placed in your preferred order - Reducing crime

Base: All adults GB 18+

	Total	GENDER		AGE						GE Vote 2017				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservatives	Labour	Lib Dems	Other	No vote
		A	B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	1184	585	597	158	206	194	218	181	227	342	389	92	135	186
Weighted Base	1184	575	599	131	204	189	210	174	276	320	230	74	74	435
<b>Most important (100)</b>	<b>148</b> <b>12%</b>	68 12%	80 13%	29 22% GH*	29 14% *	23 12% *	34 16% H*	15 9% *	18 6% *	47 15%	20 9%	6 8% *	10 14% *	57 13%
<b>2nd (90)</b>	<b>160</b> <b>14%</b>	79 14%	82 14%	16 12% *	15 7% *	24 12% *	41 19% D*	26 15% *	40 15%	42 13%	22 10%	8 11% *	17 23% J*	62 14%
<b>3rd (80)</b>	<b>166</b> <b>14%</b>	84 15%	79 13%	15 11% *	25 12% *	29 15% *	19 9% *	27 16% *	52 19%	43 13%	24 11%	10 13% *	13 17% *	68 16%
<b>4th (70)</b>	<b>156</b> <b>13%</b>	75 13%	82 14%	18 13% *	23 11% *	27 14% *	24 11% *	35 20% *	29 11%	39 12%	29 13%	7 9% *	5 7% *	69 16%
<b>5th (60)</b>	<b>88</b> <b>7%</b>	41 7%	47 8%	2 2% *	16 8% *	14 7% *	13 6% *	13 7% *	31 11% C	27 9%	24 10%	5 6% *	6 8% *	23 5%
<b>6th (50)</b>	<b>99</b> <b>8%</b>	38 7%	61 10%	14 10% *	7 3% *	8 4% *	24 11% *	9 5% *	38 14% D	30 9%	22 9%	7 9% *	5 7% *	32 7%
<b>7th (40)</b>	<b>79</b> <b>7%</b>	36 6%	43 7%	6 5% *	24 12% *	6 3% *	15 7% *	15 8% *	12 5%	25 8%	20 9%	11 14% M*	5 7% *	15 3%
<b>8th (30)</b>	<b>101</b> <b>9%</b>	47 8%	48 8%	8 6% *	15 8% *	16 8% *	13 6% *	15 9% *	33 12%	22 7%	30 13%	5 6% *	6 8% *	36 8%
<b>9th (20)</b>	<b>81</b> <b>7%</b>	48 8%	33 6%	15 12% *	22 11% *	14 8% *	9 4% *	5 3% *	16 6%	21 6%	19 8%	6 8% *	3 4% *	30 7%
<b>10th (10)</b>	<b>38</b> <b>3%</b>	17 3%	20 3%	4 3% *	11 5% *	7 4% *	6 3% *	5 3% *	4 2%	10 3%	9 4%	5 7% *	1 2% *	12 3%

Table continues

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) Continuity correction applied



# Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

PublicPriorityIndex. Below is a list of possible measures to improve public life in the UK. Can you please rank them in order of importance. Please click and drag the most important measure into the boxes and carry on with each until all 11 are placed in your preferred order - Reducing crime

Base: All adults GB 18+

	GENDER			AGE						GE Vote 2017				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservatives	Labour	Lib Dems	Other	No vote
	A	B	C	D	E	F	G	H	I	J	K	L	M	
<b>Weighted Base</b>	1184	575	599	131	204	189	210	174	276	320	230	74	74	435
<b>Least important (0)</b>	68 6%	44 8%	24 4%	6 4% *	18 9% H*	21 11% H*	12 6% *	9 5% *	3 1%	13 4%	12 5%	6 7% *	2 2% *	30 7%
<b>Mean score</b>	60.68	59.27	62.3	63.71 *	54.4 *	57.66 *	64.17 *	62.39 *	62.23	62.48 JK	54.95	53.07 *	68.18 JK*	61.99 J
<b>Standard Deviation</b>	29.983	31.157	28.789	31.686	32.573	33.053	30.213	28.006	24.939	29.105	28.819	30.748	27.57	30.701
<b>Error Variance</b>	0.759	1.687	1.384	7.678	5.207	5.768	4.347	4.513	2.251	2.65	3.604	12.747	10.251	2.168

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) Continuity correction applied





# Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

PublicPriorityIndex.Below is a list of possible measures to improve public life in the UK. Can you please rank them in order of importance.Please click and drag the most important measure into the boxes and carry on with each until all 11 are placed in your preferred order - Reducing crime

Base: All adults GB 18+

	EU Ref 2016			
	Total	Leave	Remain	Did not vote
		<b>N</b>	<b>O</b>	<b>P</b>
Unweighted Base	1184	513	495	152
Weighted Base	1184	390	374	372
<b>Most important (100)</b>	<b>148</b> <b>12%</b>	52 13%	41 11%	49 13% *
<b>2nd (90)</b>	<b>160</b> <b>14%</b>	63 16% O	24 6%	66 18% O*
<b>3rd (80)</b>	<b>166</b> <b>14%</b>	62 16%	43 11%	49 13% *
<b>4th (70)</b>	<b>156</b> <b>13%</b>	62 16%	39 10%	54 14% *
<b>5th (60)</b>	<b>88</b> <b>7%</b>	33 8%	32 8%	21 6% *
<b>6th (50)</b>	<b>99</b> <b>8%</b>	29 7%	38 10%	30 8% *
<b>7th (40)</b>	<b>79</b> <b>7%</b>	22 6%	31 8%	26 7% *
<b>8th (30)</b>	<b>101</b> <b>9%</b>	29 8%	40 11%	31 8% *
<b>9th (20)</b>	<b>81</b> <b>7%</b>	11 3%	45 12% N	21 6% *
<b>10th (10)</b>	<b>38</b> <b>3%</b>	12 3%	19 5%	6 2% *

Table continues

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) Continuity correction applied



# Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

PublicPriorityIndex. Below is a list of possible measures to improve public life in the UK. Can you please rank them in order of importance. Please click and drag the most important measure into the boxes and carry on with each until all 11 are placed in your preferred order - Reducing crime

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		<b>N</b>	<b>O</b>	<b>P</b>
<b>Weighted Base</b>	<b>1184</b>	<b>390</b>	<b>374</b>	<b>372</b>
<b>Least important (0)</b>	<b>68</b> <b>6%</b>	16 4%	21 6%	20 5% *
<b>Mean score</b>	<b>60.68</b>	65.65	52.9	63.7
<b>Standard Deviation</b>	<b>29.983</b>	O 27.763	30.147	O* 29.371
<b>Error Variance</b>	<b>0.759</b>	1.977	2.432	2.321

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) Continuity correction applied



# Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

PublicPriorityIndex.Below is a list of possible measures to improve public life in the UK. Can you please rank them in order of importance.Please click and drag the most important measure into the boxes and carry on with each until all 11 are placed in your preferred order - Investing more in health care

Base: All adults GB 18+

	Total	GENDER		AGE						GE Vote 2017				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservatives	Labour	Lib Dems	Other	No vote
		A	B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	1184	585	597	158	206	194	218	181	227	342	389	92	135	186
Weighted Base	1184	575	599	131	204	189	210	174	276	320	230	74	74	435
<b>Most important (100)</b>	<b>195</b> <b>16%</b>	77 13%	118 20%	13 10% *	36 17% *	31 16% *	24 12% *	22 13% *	69 25% CFG	48 15%	43 18%	8 11% *	10 13% *	74 17%
<b>2nd (90)</b>	<b>178</b> <b>15%</b>	94 16%	82 14%	24 18% *	25 12% *	19 10% *	22 10% *	34 20% *	55 20%	56 18%	45 20%	13 18% *	7 9% *	49 11%
<b>3rd (80)</b>	<b>164</b> <b>14%</b>	65 11%	99 17%	17 13% *	32 16% *	29 15% *	35 17% *	16 9% *	35 13%	38 12%	30 13%	19 26% IJ*	7 10% *	61 14%
<b>4th (70)</b>	<b>114</b> <b>10%</b>	52 9%	62 10%	12 9% *	18 9% *	18 9% *	17 8% *	19 11% *	30 11%	39 12%	23 10%	7 10% *	7 10% *	34 8%
<b>5th (60)</b>	<b>106</b> <b>9%</b>	45 8%	61 10%	7 5% *	16 8% *	14 8% *	17 8% *	24 14% *	28 10%	43 14%	18 8%	5 7% *	7 9% *	31 7%
<b>6th (50)</b>	<b>114</b> <b>10%</b>	60 10%	54 9%	11 8% *	24 12% *	20 10% *	20 10% *	16 9% *	23 8%	29 9%	18 8%	8 10% *	14 19% *	42 10%
<b>7th (40)</b>	<b>80</b> <b>7%</b>	47 8%	33 6%	11 8% *	8 4% *	18 9% *	15 7% *	19 11% *	10 3%	17 5%	14 6%	4 6% *	5 6% *	35 8%
<b>8th (30)</b>	<b>93</b> <b>8%</b>	46 8%	47 8%	8 6% *	24 12% H*	11 6% *	28 13% H*	14 8% *	9 3%	18 6%	11 5%	4 6% *	5 6% *	55 13% J
<b>9th (20)</b>	<b>63</b> <b>5%</b>	37 6%	19 3%	10 8% *	2 1% *	15 8% *	16 8% *	6 3% *	14 5%	23 7%	10 4%	3 4% *	5 6% *	21 5%
<b>10th (10)</b>	<b>52</b> <b>4%</b>	38 7% B	14 2%	9 7% H*	11 6% *	11 6% *	16 8% H*	4 2% *	1 *	6 2%	12 5%	1 1% *	7 9% *	24 6%

Table continues

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) Continuity correction applied



# Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

PublicPriorityIndex. Below is a list of possible measures to improve public life in the UK. Can you please rank them in order of importance. Please click and drag the most important measure into the boxes and carry on with each until all 11 are placed in your preferred order - Investing more in health care

Base: All adults GB 18+

	GENDER			AGE						GE Vote 2017				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservatives	Labour	Lib Dems	Other	No vote
	A	B	C	D	E	F	G	H	I	J	K	L	M	
<b>Weighted Base</b>	1184	575	599	131	204	189	210	174	276	320	230	74	74	435
<b>Least important (0)</b>	24 2%	14 3%	9 2%	9 7% FH*	6 3% *	4 2% *	1 * *	1 * *	2 1%	3 1%	7 3%	2 2% *	1 1% *	7 2%
<b>Mean score</b>	64.63	60.93	68.58	57.41	64.07	61.52	58.42	65.87	74.52	66.76	67.26	68.54	57.98	61.61
<b>Standard Deviation</b>	28.602	29.79	26.672	32.194	29.249	29.605	28.943	25.32	24.46	26.281	29.533	25.176	28.839	29.532
<b>Error Variance</b>	0.691	1.542	1.188	7.926	4.199	4.627	3.989	3.689	2.166	2.16	3.785	8.545	11.216	2.006

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) Continuity correction applied



# Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

PublicPriorityIndex.Below is a list of possible measures to improve public life in the UK. Can you please rank them in order of importance.Please click and drag the most important measure into the boxes and carry on with each until all 11 are placed in your preferred order - Investing more in health care

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		<b>N</b>	<b>O</b>	<b>P</b>
Unweighted Base	1184	513	495	152
Weighted Base	1184	390	374	372
<b>Most important (100)</b>	<b>195</b> <b>16%</b>	64 17%	66 18%	60 16% *
<b>2nd (90)</b>	<b>178</b> <b>15%</b>	71 18%	55 15%	52 14% *
<b>3rd (80)</b>	<b>164</b> <b>14%</b>	46 12%	57 15%	58 16% *
<b>4th (70)</b>	<b>114</b> <b>10%</b>	52 13% P	43 11% P	15 4% *
<b>5th (60)</b>	<b>106</b> <b>9%</b>	35 9%	36 10%	28 8% *
<b>6th (50)</b>	<b>114</b> <b>10%</b>	31 8%	36 10%	43 11% *
<b>7th (40)</b>	<b>80</b> <b>7%</b>	22 6%	23 6%	23 6% *
<b>8th (30)</b>	<b>93</b> <b>8%</b>	30 8%	22 6%	38 10% *
<b>9th (20)</b>	<b>63</b> <b>5%</b>	21 5%	12 3%	29 8% *
<b>10th (10)</b>	<b>52</b> <b>4%</b>	9 2%	15 4%	21 6% *

Table continues

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) Continuity correction applied



# Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

PublicPriorityIndex. Below is a list of possible measures to improve public life in the UK. Can you please rank them in order of importance. Please click and drag the most important measure into the boxes and carry on with each until all 11 are placed in your preferred order - Investing more in health care

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		<b>N</b>	<b>O</b>	<b>P</b>
<b>Weighted Base</b>	<b>1184</b>	<b>390</b>	<b>374</b>	<b>372</b>
<b>Least important (0)</b>	<b>24</b> <b>2%</b>	9 2%	8 2%	4 1% *
<b>Mean score</b>	<b>64.63</b>	66.87	67.04	62.26 *
<b>Standard Deviation</b>	<b>28.602</b>	27.652	27.59	29.66
<b>Error Variance</b>	<b>0.691</b>	1.961	2.037	2.367

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) Continuity correction applied



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PublicPriorityIndex.Below is a list of possible measures to improve public life in the UK. Can you please rank them in order of importance.Please click and drag the most important measure into the boxes and carry on with each until all 11 are placed in your preferred order - Investing more in social care for the elderly

Base: All adults GB 18+

	GENDER			AGE						GE Vote 2017				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservatives	Labour	Lib Dems	Other	No vote
	A	B	C	D	E	F	G	H	I	J	K	L	M	
Unweighted Base	1184	585	597	158	206	194	218	181	227	342	389	92	135	186
Weighted Base	1184	575	599	131	204	189	210	174	276	320	230	74	74	435
<b>Most important (100)</b>	<b>64</b> <b>5%</b>	27 5%	36 6%	2 1%	2 1%	4 2%	13 6%	16 9%	27 10%	28 9%	9 4%	8 10%	4 6%	14 3%
<b>2nd (90)</b>	<b>124</b> <b>10%</b>	57 10%	60 10%	6 5%	12 6%	9 5%	25 12%	28 16%	43 15%	37 12%	28 12%	10 14%	6 8%	38 9%
<b>3rd (80)</b>	<b>98</b> <b>8%</b>	41 7%	57 10%	4 3%	11 5%	14 7%	20 10%	16 9%	34 12%	33 10%	21 9%	4 6%	6 9%	29 7%
<b>4th (70)</b>	<b>134</b> <b>11%</b>	72 12%	62 10%	7 5%	11 5%	36 19%	22 11%	25 14%	34 12%	49 15%	23 10%	10 13%	6 8%	38 9%
<b>5th (60)</b>	<b>141</b> <b>12%</b>	70 12%	69 11%	16 12%	16 8%	29 15%	29 14%	20 11%	32 12%	36 11%	25 11%	6 8%	5 7%	62 14%
<b>6th (50)</b>	<b>155</b> <b>13%</b>	67 12%	87 15%	10 8%	39 19%	15 8%	22 11%	26 15%	42 15%	35 11%	33 14%	6 8%	11 14%	53 12%
<b>7th (40)</b>	<b>83</b> <b>7%</b>	41 7%	42 7%	13 10%	11 5%	13 7%	12 6%	12 7%	22 8%	29 9%	23 10%	6 9%	6 7%	17 4%
<b>8th (30)</b>	<b>123</b> <b>10%</b>	62 11%	61 10%	17 13%	20 10%	32 17%	23 11%	8 4%	23 8%	23 7%	18 8%	4 5%	20 26%	55 13%
<b>9th (20)</b>	<b>80</b> <b>7%</b>	45 8%	35 6%	13 10%	15 7%	17 9%	18 9%	12 7%	5 2%	18 6%	22 10%	3 5%	6 8%	30 7%
<b>10th (10)</b>	<b>84</b> <b>7%</b>	35 6%	49 8%	17 13%	20 10%	11 6%	20 10%	3 2%	11 4%	15 5%	15 7%	7 10%	3 4%	40 9%

Table continues

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) Continuity correction applied



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Base: All adults GB 18+

	GENDER			AGE						GE Vote 2017				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservatives	Labour	Lib Dems	Other	No vote
	A	B	C	D	E	F	G	H	I	J	K	L	M	
<b>Weighted Base</b>	1184	575	599	131	204	189	210	174	276	320	230	74	74	435
<b>Least important (0)</b>	100 8%	59 10%	41 7%	26 20% EFGH*	47 23% EFGH*	10 5% *	5 3% *	7 4% *	4 1%	17 5%	13 6%	9 12% *	1 1% *	59 13% IJ
<b>Mean score</b>	50.94	49.41	51.91	33.72	35.97	48.64	53.84	61.37	62.93	57.74	51.81	52.29	50.02	44.88
<b>Standard Deviation</b>	29.448	29.647	29.157	27.771	29.162	25.92	28.686	27.319	25.576	28.416	28.237	33.725	26.235	30.121
<b>Error Variance</b>	0.732	1.527	1.419	5.898	4.173	3.547	3.919	4.294	2.368	2.526	3.46	15.334	9.282	2.086

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# Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

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Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		N	O	P
Unweighted Base	1184	513	495	152
Weighted Base	1184	390	374	372
<b>Most important (100)</b>	<b>64</b> <b>5%</b>	29 8%	18 5%	14 4% *
<b>2nd (90)</b>	<b>124</b> <b>10%</b>	36 9%	49 13%	25 7% *
<b>3rd (80)</b>	<b>98</b> <b>8%</b>	42 11%	34 9%	18 5% *
<b>4th (70)</b>	<b>134</b> <b>11%</b>	53 14%	37 10%	37 10% *
<b>5th (60)</b>	<b>141</b> <b>12%</b>	48 12%	41 11%	45 12% *
<b>6th (50)</b>	<b>155</b> <b>13%</b>	43 11%	48 13%	56 15% *
<b>7th (40)</b>	<b>83</b> <b>7%</b>	34 9%	32 9%	16 4% *
<b>8th (30)</b>	<b>123</b> <b>10%</b>	39 10%	27 7%	52 14% *
<b>9th (20)</b>	<b>80</b> <b>7%</b>	38 10%	26 7%	12 3% *
<b>10th (10)</b>	<b>84</b> <b>7%</b>	12 3%	29 8%	43 12% N*

Table continues

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# Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

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Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		<b>N</b>	<b>O</b>	<b>P</b>
<b>Weighted Base</b>	1184	390	374	372
<b>Least important (0)</b>	100 8%	16 4%	31 8%	53 14% N*
<b>Mean score</b>	50.94	55.64	51.7	43.22
		P	P	*
<b>Standard Deviation</b>	29.448	27.483	29.968	29.768
<b>Error Variance</b>	0.732	1.937	2.403	2.384

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) Continuity correction applied



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Base: All adults GB 18+

	GENDER			AGE						GE Vote 2017				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservatives	Labour	Lib Dems	Other	No vote
	A	B	C	D	E	F	G	H	I	J	K	L	M	
Unweighted Base	1184	585	597	158	206	194	218	181	227	342	389	92	135	186
Weighted Base	1184	575	599	131	204	189	210	174	276	320	230	74	74	435
<b>Most important (100)</b>	<b>64</b> <b>5%</b>	24 4%	32 5%	4 3%	7 3%	12 6%	11 5%	10 6%	19 7%	24 7%	12 5%	4 5%	3 4%	21 5%
<b>2nd (90)</b>	<b>79</b> <b>7%</b>	43 7%	37 6%	5 4%	24 12%	16 9%	18 9%	3 2%	12 4%	22 7%	6 3%	3 4%	11 14%	36 8%
<b>3rd (80)</b>	<b>95</b> <b>8%</b>	43 7%	52 9%	9 7%	19 9%	10 5%	32 15%	13 8%	12 4%	25 8%	14 6%	6 8%	3 5%	43 10%
<b>4th (70)</b>	<b>80</b> <b>7%</b>	48 8%	32 5%	13 10%	8 4%	10 5%	19 9%	16 9%	14 5%	20 6%	16 7%	2 3%	13 17%	26 6%
<b>5th (60)</b>	<b>91</b> <b>8%</b>	47 8%	43 7%	14 10%	19 9%	12 6%	10 5%	14 8%	22 8%	29 9%	17 7%	2 3%	2 3%	33 8%
<b>6th (50)</b>	<b>89</b> <b>8%</b>	47 8%	40 7%	17 13%	16 8%	18 9%	6 3%	19 11%	14 5%	34 11%	21 9%	5 7%	4 5%	22 5%
<b>7th (40)</b>	<b>124</b> <b>10%</b>	66 11%	58 10%	16 12%	19 9%	29 15%	21 10%	16 9%	22 8%	35 11%	13 6%	13 17%	6 8%	47 11%
<b>8th (30)</b>	<b>118</b> <b>10%</b>	56 10%	62 10%	8 6%	16 8%	14 7%	32 15%	17 10%	30 11%	28 9%	26 11%	7 10%	8 11%	37 9%
<b>9th (20)</b>	<b>164</b> <b>14%</b>	69 12%	96 16%	18 14%	41 20%	23 12%	20 9%	29 16%	34 12%	28 9%	40 17%	12 17%	9 12%	70 16%
<b>10th (10)</b>	<b>194</b> <b>16%</b>	76 13%	118 20%	21 16%	25 12%	25 13%	29 14%	20 11%	74 27%	48 15%	49 21%	13 18%	9 12%	74 17%

Table continues

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Base: All adults GB 18+

		GENDER		AGE						GE Vote 2017				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservatives	Labour	Lib Dems	Other	No vote
	A	B	C	D	E	F	G	H	I	J	K	L	M	
<b>Weighted Base</b>	1184	575	599	131	204	189	210	174	276	320	230	74	74	435
<b>Least important (0)</b>	86 7%	57 10%	30 5%	4 3% *	9 5% *	21 11% *	12 6% *	17 10% *	23 8%	28 9%	17 7%	6 9% *	6 8% *	25 6%
<b>Mean score</b>	42.48	42.89	41.4	43.67	45.05	42.5	47.86	41.05	36.83	45.05	37.48	37.35	47.69	43.36
<b>Standard Deviation</b>	30.195	29.999	29.995	26.878 *	29.925 *	30.939 *	31.155 H*	28.926 *	30.655	30.936 J	28.903	29.076 *	31.861 J*	30.645
<b>Error Variance</b>	0.77	1.564	1.502	5.525	4.395	5.053	4.622	4.814	3.402	2.994	3.625	11.399	13.69	2.16

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) Continuity correction applied



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	Total	EU Ref 2016		
		Leave	Remain	Did not vote
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Unweighted Base	1184	513	495	152
Weighted Base	1184	390	374	372
<b>Most important (100)</b>	<b>64</b> <b>5%</b>	23 6%	23 6%	17 5% *
<b>2nd (90)</b>	<b>79</b> <b>7%</b>	27 7%	27 7%	25 7% *
<b>3rd (80)</b>	<b>95</b> <b>8%</b>	34 9%	21 6%	37 10% *
<b>4th (70)</b>	<b>80</b> <b>7%</b>	25 6%	15 4%	31 8% *
<b>5th (60)</b>	<b>91</b> <b>8%</b>	26 7%	27 7%	38 10% *
<b>6th (50)</b>	<b>89</b> <b>8%</b>	35 9%	31 8%	20 5% *
<b>7th (40)</b>	<b>124</b> <b>10%</b>	41 11%	34 9%	32 9% *
<b>8th (30)</b>	<b>118</b> <b>10%</b>	48 12%	30 8%	34 9% *
<b>9th (20)</b>	<b>164</b> <b>14%</b>	44 11%	58 16%	59 16% *
<b>10th (10)</b>	<b>194</b> <b>16%</b>	61 16%	71 19%	61 16% *

Table continues

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) Continuity correction applied



# Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

PublicPriorityIndex. Below is a list of possible measures to improve public life in the UK. Can you please rank them in order of importance. Please click and drag the most important measure into the boxes and carry on with each until all 11 are placed in your preferred order - Reducing the national debt

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		<b>N</b>	<b>O</b>	<b>P</b>
<b>Weighted Base</b>	<b>1184</b>	<b>390</b>	<b>374</b>	<b>372</b>
<b>Least important (0)</b>	<b>86</b> <b>7%</b>	25 6%	36 10%	18 5% *
<b>Mean score</b>	<b>42.48</b>	44.01	39.55	44.2 *
<b>Standard Deviation</b>	<b>30.195</b>	30.134	31.098	29.912
<b>Error Variance</b>	<b>0.77</b>	2.329	2.588	2.408

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) Continuity correction applied



# Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

PublicPriorityIndex.Below is a list of possible measures to improve public life in the UK. Can you please rank them in order of importance.Please click and drag the most important measure into the boxes and carry on with each until all 11 are placed in your preferred order - Improving the future opportunities of our young people through better education

Base: All adults GB 18+

	Total	GENDER		AGE						GE Vote 2017				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservatives	Labour	Lib Dems	Other	No vote
		A	B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	1184	585	597	158	206	194	218	181	227	342	389	92	135	186
Weighted Base	1184	575	599	131	204	189	210	174	276	320	230	74	74	435
<b>Most important (100)</b>	<b>82</b> <b>7%</b>	46 8%	36 6%	11 9% *	8 4% *	6 3% *	29 14% EH*	15 9% *	12 4% *	14 4%	16 7%	6 8% *	10 13% *	32 7%
<b>2nd (90)</b>	<b>90</b> <b>8%</b>	37 7%	53 9%	10 8% *	11 5% *	18 10% *	16 8% *	16 9% *	19 7% *	21 7%	18 8%	6 9% *	4 5% *	40 9%
<b>3rd (80)</b>	<b>97</b> <b>8%</b>	51 9%	46 8%	8 6% *	14 7% *	23 12% *	19 9% *	12 7% *	22 8% *	37 12%	26 11%	4 5% *	3 4% *	24 6%
<b>4th (70)</b>	<b>147</b> <b>12%</b>	59 10%	81 14%	17 13% *	35 17% *	21 11% *	18 9% *	12 7% *	45 16% *	35 11%	25 11%	11 15% *	6 8% *	67 15%
<b>5th (60)</b>	<b>127</b> <b>11%</b>	63 11%	64 11%	22 17% *	27 13% *	14 8% *	25 12% *	14 8% *	25 9% *	31 10%	29 12%	15 20% M*	9 13% *	33 8%
<b>6th (50)</b>	<b>139</b> <b>12%</b>	56 10%	83 14%	9 7% *	26 13% *	42 22% CF*	13 6% *	21 12% *	29 10% *	32 10%	26 11%	7 9% *	10 13% *	64 15%
<b>7th (40)</b>	<b>122</b> <b>10%</b>	57 10%	65 11%	10 8% *	40 20% EG*	13 7% *	24 12% *	10 6% *	25 9% *	34 11%	26 11%	8 10% *	11 15% *	37 8%
<b>8th (30)</b>	<b>84</b> <b>7%</b>	38 7%	46 8%	12 9% *	9 4% *	8 4% *	13 6% *	13 7% *	31 11% *	32 10%	19 8%	9 12% *	3 4% *	20 5%
<b>9th (20)</b>	<b>95</b> <b>8%</b>	53 9%	39 7%	17 13% *	12 6% *	13 7% *	11 5% *	26 15% H*	15 6% *	29 9%	20 9%	5 7% *	5 7% *	28 6%
<b>10th (10)</b>	<b>108</b> <b>9%</b>	64 11%	44 7%	11 8% *	14 7% *	18 9% *	17 8% *	18 10% *	31 11% *	34 10%	13 6%	2 2% *	6 8% *	38 9%

Table continues

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) Continuity correction applied



# Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

PublicPriorityIndex. Below is a list of possible measures to improve public life in the UK. Can you please rank them in order of importance. Please click and drag the most important measure into the boxes and carry on with each until all 11 are placed in your preferred order - Improving the future opportunities of our young people through better education

Base: All adults GB 18+

	GENDER			AGE						GE Vote 2017				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservatives	Labour	Lib Dems	Other	No vote
	A	B	C	D	E	F	G	H	I	J	K	L	M	
<b>Weighted Base</b>	1184	575	599	131	204	189	210	174	276	320	230	74	74	435
<b>Least important (0)</b>	92 8%	51 9%	41 7%	4 3% *	8 4% *	15 8% *	25 12% *	17 10% *	23 8%	20 6%	11 5%	1 1% *	8 10% *	52 12%
<b>Mean score</b>	50.14	48.52	51.61	52.1 *	51.49 *	50.65 *	52.62 *	46.95 *	48	48.32	53.52	57.15  *	49.72 *	49.73
<b>Standard Deviation</b>	29.688	30.902	28.513	28.893	25.172	28.753	33.31	32.172	29.164	28.821	28.12	24.769	31.435	31.25
<b>Error Variance</b>	0.744	1.659	1.357	6.384	3.109	4.364	5.284	5.955	3.079	2.598	3.432	8.272	13.326	2.246

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) Continuity correction applied





# Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

PublicPriorityIndex.Below is a list of possible measures to improve public life in the UK. Can you please rank them in order of importance.Please click and drag the most important measure into the boxes and carry on with each until all 11 are placed in your preferred order - Improving the future opportunities of our young people through better education

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		<b>N</b>	<b>O</b>	<b>P</b>
Unweighted Base	1184	513	495	152
Weighted Base	1184	390	374	372
<b>Most important (100)</b>	<b>82</b> <b>7%</b>	15 4%	27 7%	36 10% *
<b>2nd (90)</b>	<b>90</b> <b>8%</b>	15 4%	39 10% N	28 8% *
<b>3rd (80)</b>	<b>97</b> <b>8%</b>	41 10%	34 9%	22 6% *
<b>4th (70)</b>	<b>147</b> <b>12%</b>	40 10%	48 13%	58 15% *
<b>5th (60)</b>	<b>127</b> <b>11%</b>	39 10%	47 13%	37 10% *
<b>6th (50)</b>	<b>139</b> <b>12%</b>	46 12%	30 8%	58 16% *
<b>7th (40)</b>	<b>122</b> <b>10%</b>	44 11%	45 12%	31 8% *
<b>8th (30)</b>	<b>84</b> <b>7%</b>	35 9%	32 9%	17 5% *
<b>9th (20)</b>	<b>95</b> <b>8%</b>	41 11% O	19 5%	25 7% *
<b>10th (10)</b>	<b>108</b> <b>9%</b>	55 14% OP	22 6%	20 5% *

Table continues

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) Continuity correction applied



# Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

PublicPriorityIndex. Below is a list of possible measures to improve public life in the UK. Can you please rank them in order of importance. Please click and drag the most important measure into the boxes and carry on with each until all 11 are placed in your preferred order - Improving the future opportunities of our young people through better education

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		N	O	P
<b>Weighted Base</b>	<b>1184</b>	<b>390</b>	<b>374</b>	<b>372</b>
<b>Least important (0)</b>	<b>92</b> <b>8%</b>	19 5%	29 8%	40 11% *
<b>Mean score</b>	<b>50.14</b>	45.33	53.75 N	52.28 *
<b>Standard Deviation</b>	<b>29.688</b>	27.77	29.428	30.455
<b>Error Variance</b>	<b>0.744</b>	1.978	2.317	2.496

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) Continuity correction applied



# Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

PublicPriorityIndex.Below is a list of possible measures to improve public life in the UK. Can you please rank them in order of importance.Please click and drag the most important measure into the boxes and carry on with each until all 11 are placed in your preferred order - Stricter border controls to reduce immigration

Base: All adults GB 18+

	GENDER			AGE						GE Vote 2017				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservatives	Labour	Lib Dems	Other	No vote
	A	B	C	D	E	F	G	H	I	J	K	L	M	
Unweighted Base	1184	585	597	158	206	194	218	181	227	342	389	92	135	186
Weighted Base	1184	575	599	131	204	189	210	174	276	320	230	74	74	435
<b>Most important (100)</b>	<b>119</b> <b>10%</b>	45 8%	74 12%	12 9%	15 7%	13 7%	21 10%	23 13%	36 13%	44 14%	11 5%	4 6%	8 11%	52 12%
<b>2nd (90)</b>	<b>87</b> <b>7%</b>	25 4%	62 10%	6 5%	10 5%	14 7%	17 8%	13 7%	28 10%	41 13%	11 5%	2 3%	5 7%	28 6%
<b>3rd (80)</b>	<b>101</b> <b>9%</b>	66 11%	35 6%	17 13%	21 10%	22 12%	14 7%	13 7%	13 5%	29 9%	17 7%	2 2%	14 19%	27 6%
<b>4th (70)</b>	<b>64</b> <b>5%</b>	37 6%	27 4%	3 2%	5 2%	8 4%	17 8%	10 6%	22 8%	18 6%	9 4%	3 4%	3 4%	29 7%
<b>5th (60)</b>	<b>100</b> <b>8%</b>	54 9%	46 8%	13 10%	28 14%	13 7%	20 10%	12 7%	14 5%	15 5%	25 11%	1 2%	1 1%	55 13%
<b>6th (50)</b>	<b>75</b> <b>6%</b>	46 8%	29 5%	6 4%	13 6%	10 5%	16 8%	14 8%	18 6%	30 9%	5 2%	7 9%	3 4%	28 6%
<b>7th (40)</b>	<b>51</b> <b>4%</b>	21 4%	30 5%	7 5%	3 1%	11 6%	13 6%	6 3%	11 4%	21 7%	9 4%	4 5%	3 4%	13 3%
<b>8th (30)</b>	<b>73</b> <b>6%</b>	43 8%	29 5%	18 13%	12 6%	12 6%	9 4%	13 7%	10 4%	19 6%	10 4%	4 5%	3 4%	29 7%
<b>9th (20)</b>	<b>139</b> <b>12%</b>	69 12%	69 12%	14 11%	21 10%	23 12%	22 10%	21 12%	38 14%	33 10%	23 10%	7 9%	14 18%	59 14%
<b>10th (10)</b>	<b>144</b> <b>12%</b>	70 12%	74 12%	13 10%	33 16%	30 16%	23 11%	16 9%	29 11%	34 11%	33 14%	13 17%	6 8%	50 11%

Table continues

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) Continuity correction applied



# Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

PublicPriorityIndex. Below is a list of possible measures to improve public life in the UK. Can you please rank them in order of importance. Please click and drag the most important measure into the boxes and carry on with each until all 11 are placed in your preferred order - Stricter border controls to reduce immigration

Base: All adults GB 18+

	GENDER			AGE						GE Vote 2017				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservatives	Labour	Lib Dems	Other	No vote
	A	B	C	D	E	F	G	H	I	J	K	L	M	
<b>Weighted Base</b>	1184	575	599	131	204	189	210	174	276	320	230	74	74	435
<b>Least important (0)</b>	232 20%	99 17%	123 21%	22 17% *	44 21% *	34 18% *	39 19% *	34 19% *	59 21%	36 11%	76 33% IM	29 38% IM*	13 18% *	67 15%
<b>Mean score</b>	42.65	42.33	43.63	42.81 *	39.08 *	40.59 *	44.64 *	44.8 *	43.75	51.42 JK	31.86	25.05 *	46.03 JK*	44.97 JK
<b>Standard Deviation</b>	35.235	33.393	36.807	33.674	34.211	34.364	34.821	36.136	37.023	35.152	33.61	30.821	36.751	34.445
<b>Error Variance</b>	1.049	1.938	2.262	8.672	5.744	6.234	5.774	7.513	4.962	3.865	4.902	12.808	18.215	2.728

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) Continuity correction applied



# Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

PublicPriorityIndex.Below is a list of possible measures to improve public life in the UK. Can you please rank them in order of importance.Please click and drag the most important measure into the boxes and carry on with each until all 11 are placed in your preferred order - Stricter border controls to reduce immigration

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		N	O	P
Unweighted Base	1184	513	495	152
Weighted Base	1184	390	374	372
<b>Most important (100)</b>	<b>119</b> <b>10%</b>	79 20% OP	10 3%	31 8% *
<b>2nd (90)</b>	<b>87</b> <b>7%</b>	52 13% OP	11 3%	16 4% *
<b>3rd (80)</b>	<b>101</b> <b>9%</b>	41 11% O	19 5%	35 9% *
<b>4th (70)</b>	<b>64</b> <b>5%</b>	24 6%	10 3%	24 6% *
<b>5th (60)</b>	<b>100</b> <b>8%</b>	22 6%	31 8%	46 12% *
<b>6th (50)</b>	<b>75</b> <b>6%</b>	23 6%	30 8%	15 4% *
<b>7th (40)</b>	<b>51</b> <b>4%</b>	26 7%	15 4%	8 2% *
<b>8th (30)</b>	<b>73</b> <b>6%</b>	16 4%	29 8%	26 7% *
<b>9th (20)</b>	<b>139</b> <b>12%</b>	40 10%	44 12%	41 11% *
<b>10th (10)</b>	<b>144</b> <b>12%</b>	37 10%	53 14%	54 15% *

Table continues

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) Continuity correction applied



# Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

PublicPriorityIndex. Below is a list of possible measures to improve public life in the UK. Can you please rank them in order of importance. Please click and drag the most important measure into the boxes and carry on with each until all 11 are placed in your preferred order - Stricter border controls to reduce immigration

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		<b>N</b>	<b>O</b>	<b>P</b>
<b>Weighted Base</b>	<b>1184</b>	<b>390</b>	<b>374</b>	<b>372</b>
<b>Least important (0)</b>	<b>232</b> <b>20%</b>	29 7%	121 32% NP	76 21% N*
<b>Mean score</b>	<b>42.65</b>	58.43	28.07	40.17
<b>Standard Deviation</b>	<b>35.235</b>	OP 35.077	29.601	O* 34.363
<b>Error Variance</b>	<b>1.049</b>	3.155	2.345	3.177

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) Continuity correction applied



# Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

PublicPriorityIndex.Below is a list of possible measures to improve public life in the UK. Can you please rank them in order of importance.Please click and drag the most important measure into the boxes and carry on with each until all 11 are placed in your preferred order - Reducing income inequality between the richest and the poorest

Base: All adults GB 18+

	GENDER			AGE						GE Vote 2017				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservatives	Labour	Lib Dems	Other	No vote
	A	B	C	D	E	F	G	H	I	J	K	L	M	
Unweighted Base	1184	585	597	158	206	194	218	181	227	342	389	92	135	186
Weighted Base	1184	575	599	131	204	189	210	174	276	320	230	74	74	435
<b>Most important (100)</b>	<b>127</b> <b>11%</b>	70 12%	56 9%	20 15% *	22 11% *	14 7% *	16 7% *	27 16% *	29 10% *	11 4%	45 19%	9 12%	13 17%  *	49 11% 
<b>2nd (90)</b>	<b>81</b> <b>7%</b>	36 6%	45 7%	7 6% *	28 14% H*	14 7% *	13 6% *	10 6% *	9 3%	11 3%	27 12%	6 8% 	4 6% *	29 7%
<b>3rd (80)</b>	<b>112</b> <b>9%</b>	47 8%	58 10%	8 6% *	20 10% *	18 10% *	16 8% *	17 10% *	33 12%	16 5%	26 11%	3 4% 	5 6% *	58 13% 
<b>4th (70)</b>	<b>86</b> <b>7%</b>	45 8%	38 6%	16 12% *	16 8% *	9 5% *	7 3% *	14 8% *	26 9%	22 7%	13 6%	6 8% *	5 7% *	34 8%
<b>5th (60)</b>	<b>110</b> <b>9%</b>	47 8%	64 11%	10 8% *	30 15% *	25 13% *	13 6% *	14 8% *	18 7%	21 7%	22 9%	8 11% *	4 6% *	55 13%
<b>6th (50)</b>	<b>98</b> <b>8%</b>	51 9%	48 8%	20 15% *	15 7% *	18 10% *	20 9% *	10 6% *	16 6%	20 6%	26 11%	8 10% *	5 6% *	36 8%
<b>7th (40)</b>	<b>117</b> <b>10%</b>	62 11%	55 9%	11 8% *	25 12% *	16 9% *	29 14% *	11 6% *	25 9%	23 7%	15 7%	4 5% *	10 13% *	59 14%
<b>8th (30)</b>	<b>96</b> <b>8%</b>	54 9%	42 7%	9 7% *	24 12% H*	24 13% H*	16 8% *	16 9% *	7 3%	40 12% M	17 7%	8 11% *	6 8% *	19 4%
<b>9th (20)</b>	<b>121</b> <b>10%</b>	49 8%	72 12%	14 11% *	6 3% *	17 9% *	30 14% D*	19 11% *	36 13% D	39 12%	19 8%	10 13% *	11 15% *	37 9%
<b>10th (10)</b>	<b>120</b> <b>10%</b>	69 12%	51 9%	10 7% *	8 4% *	16 9% *	18 9% *	24 14% D*	44 16% D	63 20% JM	14 6%	8 11% *	8 10% *	16 4%

Table continues

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) Continuity correction applied



# Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

PublicPriorityIndex. Below is a list of possible measures to improve public life in the UK. Can you please rank them in order of importance. Please click and drag the most important measure into the boxes and carry on with each until all 11 are placed in your preferred order - Reducing income inequality between the richest and the poorest

Base: All adults GB 18+

		GENDER		AGE						GE Vote 2017				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservatives	Labour	Lib Dems	Other	No vote
		A	B	C	D	E	F	G	H	I	J	K	L	M
<b>Weighted Base</b>	1184	575	599	131	204	189	210	174	276	320	230	74	74	435
<b>Least important (0)</b>	115 10%	46 8%	69 12%	7 6% *	11 5% *	18 10% *	33 16% *	13 7% *	33 12%	54 17% J	7 3%	4 5% *	4 5% *	44 10% J
<b>Mean score</b>	48.74	49.25	47.81	53.6	58.31	47.35	41.24	50.3	45.07	33.54	61.25	49.71	50.73	53.87
				F*	EFH*	*	*	*			IKM	I*	I*	I
<b>Standard Deviation</b>	32.236	32.16	32.371	30.917	28.975	30.554	31.675	34.068	33.607	29.255	31.039	31.686	33.1	30.911
<b>Error Variance</b>	0.878	1.797	1.749	7.31	4.12	4.928	4.778	6.678	4.088	2.677	4.181	13.537	14.776	2.197

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) Continuity correction applied





# Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

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Base: All adults GB 18+

	EU Ref 2016			
	Total	Leave	Remain	Did not vote
		<b>N</b>	<b>O</b>	<b>P</b>
Unweighted Base	1184	513	495	152
Weighted Base	1184	390	374	372
<b>Most important (100)</b>	<b>127</b> <b>11%</b>	19 5%	53 14%	46 12%
		N	N*	
<b>2nd (90)</b>	<b>81</b> <b>7%</b>	26 7%	33 9%	22 6% *
<b>3rd (80)</b>	<b>112</b> <b>9%</b>	23 6%	36 10%	46 12% *
<b>4th (70)</b>	<b>86</b> <b>7%</b>	29 7%	30 8%	20 5% *
<b>5th (60)</b>	<b>110</b> <b>9%</b>	34 9%	33 9%	43 12% *
<b>6th (50)</b>	<b>98</b> <b>8%</b>	40 10%	29 8%	23 6% *
<b>7th (40)</b>	<b>117</b> <b>10%</b>	26 7%	39 10%	48 13% *
<b>8th (30)</b>	<b>96</b> <b>8%</b>	40 10%	22 6%	33 9% *
<b>9th (20)</b>	<b>121</b> <b>10%</b>	47 12%	32 9%	42 11% *
<b>10th (10)</b>	<b>120</b> <b>10%</b>	62 16% OP	36 10%	14 4% *

Table continues

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# Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

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Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		<b>N</b>	<b>O</b>	<b>P</b>
<b>Weighted Base</b>	<b>1184</b>	<b>390</b>	<b>374</b>	<b>372</b>
<b>Least important (0)</b>	<b>115</b> <b>10%</b>	44 11%	32 9%	35 9% *
<b>Mean score</b>	<b>48.74</b>	40.88	53.03	51.75
<b>Standard Deviation</b>	<b>32.236</b>	30.47	N 33.042	N* 31.48
<b>Error Variance</b>	<b>0.878</b>	2.381	2.922	2.667

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PublicPriorityIndex.Below is a list of possible measures to improve public life in the UK. Can you please rank them in order of importance.Please click and drag the most important measure into the boxes and carry on with each until all 11 are placed in your preferred order - Reducing unemployment

Base: All adults GB 18+

	GENDER			AGE						GE Vote 2017				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservatives	Labour	Lib Dems	Other	No vote
	A	B	C	D	E	F	G	H	I	J	K	L	M	
Unweighted Base	1184	585	597	158	206	194	218	181	227	342	389	92	135	186
Weighted Base	1184	575	599	131	204	189	210	174	276	320	230	74	74	435
<b>Most important (100)</b>	<b>60</b> <b>5%</b>	33 6%	27 5%	19 15% EFH*	17 8% H*	6 3% *	6 3% *	9 5% *	3 1%	5 2%	10 4%	4 6% *	2 3% *	33 7% 
<b>2nd (90)</b>	<b>102</b> <b>9%</b>	58 10%	44 7%	6 5% *	33 16% H*	22 12% *	19 9% *	9 5% *	14 5%	25 8%	13 6%	6 9% *	8 11% *	39 9%
<b>3rd (80)</b>	<b>104</b> <b>9%</b>	37 7%	66 11%	18 14% H*	23 11% *	17 9% *	18 9% *	18 10% *	9 3%	15 5%	19 8%	7 10% *	9 13% *	50 12%
<b>4th (70)</b>	<b>123</b> <b>10%</b>	58 10%	64 11%	18 14% *	35 17% H*	16 8% *	21 10% *	17 10% *	15 6%	12 4%	32 14% 	7 9% *	9 12% *	58 13% 
<b>5th (60)</b>	<b>139</b> <b>12%</b>	54 9%	78 13%	22 17% *	12 6% *	18 9% *	26 12% *	20 11% *	42 15%	32 10%	24 10%	9 12% *	13 18% *	53 12%
<b>6th (50)</b>	<b>120</b> <b>10%</b>	68 12%	52 9%	11 8% *	15 7% *	18 10% *	37 18% *	16 9% *	22 8%	37 12%	21 9%	10 14% *	3 5% *	45 10%
<b>7th (40)</b>	<b>161</b> <b>14%</b>	71 12%	87 15%	10 8% *	19 10% *	31 16% *	16 7% *	22 13% *	63 23% CDF	57 18%	25 11%	5 6% *	10 14% *	60 14%
<b>8th (30)</b>	<b>128</b> <b>11%</b>	64 11%	64 11%	11 8% *	19 10% *	9 5% *	17 8% *	28 16% E*	44 16% E	42 13% M	39 17% M	12 16% *	6 8% *	24 6%
<b>9th (20)</b>	<b>115</b> <b>10%</b>	56 10%	59 10%	2 1% *	11 5% *	29 15% C*	21 10% *	16 9% *	37 13% C	42 13%	20 9%	8 11% *	5 7% *	35 8%
<b>10th (10)</b>	<b>76</b> <b>6%</b>	41 7%	34 6%	7 5% *	11 6% *	15 8% *	15 7% *	11 6% *	17 6%	30 9%	15 7%	5 7% *	3 5% *	22 5%

Table continues

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) Continuity correction applied



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Base: All adults GB 18+

	GENDER			AGE						GE Vote 2017				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservatives	Labour	Lib Dems	Other	No vote
	A	B	C	D	E	F	G	H	I	J	K	L	M	
<b>Weighted Base</b>	1184	575	599	131	204	189	210	174	276	320	230	74	74	435
<b>Least important (0)</b>	58 5%	35 6%	23 4%	6 5% *	9 4% *	10 5% *	15 7% *	7 4% *	11 4%	20 6%	12 5%	- *	4 6% *	16 4%
<b>Mean score</b>	50.44	49.57	51.22	60.55	59.14	48.71	49.1	49.02	42.34	41.93	48.27	52.5	54.25	55.91
				EFGH*	EFGH*	*	*	*			I	I*	I*	IJ
<b>Standard Deviation</b>	27.663	28.688	26.839	28.14	29.112	28.445	27.66	27.02	22.869	25.948	27.119	26.775	27.339	27.357
<b>Error Variance</b>	0.646	1.43	1.203	6.056	4.159	4.271	3.643	4.201	1.893	2.106	3.192	9.666	10.08	1.721

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Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		<b>N</b>	<b>O</b>	<b>P</b>
Unweighted Base	1184	513	495	152
Weighted Base	1184	390	374	372
<b>Most important (100)</b>	<b>60</b> <b>5%</b>	13 3%	18 5%	19 5% *
<b>2nd (90)</b>	<b>102</b> <b>9%</b>	26 7%	27 7%	47 13% *
<b>3rd (80)</b>	<b>104</b> <b>9%</b>	27 7%	26 7%	50 13% *
<b>4th (70)</b>	<b>123</b> <b>10%</b>	27 7%	47 13% N	45 12% *
<b>5th (60)</b>	<b>139</b> <b>12%</b>	41 10%	37 10%	50 13% *
<b>6th (50)</b>	<b>120</b> <b>10%</b>	47 12%	43 12%	26 7% *
<b>7th (40)</b>	<b>161</b> <b>14%</b>	59 15%	45 12%	58 16% *
<b>8th (30)</b>	<b>128</b> <b>11%</b>	53 14% P	48 13% P	19 5% *
<b>9th (20)</b>	<b>115</b> <b>10%</b>	52 13%	36 10%	21 6% *
<b>10th (10)</b>	<b>76</b> <b>6%</b>	25 7%	26 7%	24 6% *

Table continues

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Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		<b>N</b>	<b>O</b>	<b>P</b>
<b>Weighted Base</b>	<b>1184</b>	<b>390</b>	<b>374</b>	<b>372</b>
<b>Least important (0)</b>	<b>58</b> <b>5%</b>	20 5%	20 5%	12 3% *
<b>Mean score</b>	<b>50.44</b>	45.43	48.83	56.93 NO*
<b>Standard Deviation</b>	<b>27.663</b>	26.292	27.493	27.246
<b>Error Variance</b>	<b>0.646</b>	1.773	2.023	1.998

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Base: All adults GB 18+

	GENDER			AGE						GE Vote 2017				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservatives	Labour	Lib Dems	Other	No vote
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Unweighted Base	1184	585	597	158	206	194	218	181	227	342	389	92	135	186
Weighted Base	1184	575	599	131	204	189	210	174	276	320	230	74	74	435
<b>Most important (100)</b>	<b>66</b> <b>6%</b>	42 7%	24 4%	9 7%*	4 2%*	21 11%*	7 3%*	11 6%*	15 5%	19 6%	26 11% M	2 3%*	2 3%*	13 3%
<b>2nd (90)</b>	<b>47</b> <b>4%</b>	21 4%	26 4%	5 4%*	6 3%*	8 4%*	6 3%*	11 6%*	11 4%	20 6%	13 6%	2 3%*	2 3%*	11 2%
<b>3rd (80)</b>	<b>42</b> <b>4%</b>	26 4%	17 3%	9 7%*	6 3%*	8 4%*	9 4%*	6 4%*	4 2%	14 4%	8 4%	3 4%*	1 1%*	16 4%
<b>4th (70)</b>	<b>53</b> <b>4%</b>	23 4%	31 5%	8 6%*	11 5%*	9 5%*	11 5%*	6 3%*	8 3%	13 4%	11 5%	6 8%*	1 2%*	19 4%
<b>5th (60)</b>	<b>56</b> <b>5%</b>	36 6%	20 3%	7 5%*	13 6%*	9 5%*	11 5%*	10 6%*	6 2%	20 6%	11 5%	5 7%*	2 3%*	17 4%
<b>6th (50)</b>	<b>82</b> <b>7%</b>	49 9%	33 6%	9 7%*	13 7%*	17 9%*	15 7%*	10 6%*	18 6%	13 4%	13 6%	6 8%*	12 17% IJ*	34 8%
<b>7th (40)</b>	<b>83</b> <b>7%</b>	42 7%	41 7%	10 8%*	16 8%*	9 5%*	19 9%*	12 7%*	18 7%	17 5%	23 10%	4 5%*	2 3%*	31 7%
<b>8th (30)</b>	<b>95</b> <b>8%</b>	52 9%	43 7%	10 8%*	22 11%*	22 12%*	23 11%*	6 3%*	12 4%	19 6%	14 6%	9 12%*	7 9%*	43 10%
<b>9th (20)</b>	<b>128</b> <b>11%</b>	54 9%	74 12%	14 11%*	27 13%*	13 7%*	24 11%*	7 4%*	42 15% G	42 13%	23 10%	9 12%*	4 6%*	39 9%
<b>10th (10)</b>	<b>225</b> <b>19%</b>	108 19%	107 18%	22 17%*	47 23%*	39 20%*	36 17%*	45 26% H*	36 13%	34 11%	39 17%	15 20%*	19 26% I*	115 26% I

Table continues

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Base: All adults GB 18+

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<b>Weighted Base</b>	1184	575	599	131	204	189	210	174	276	320	230	74	74	435
<b>Least important (0)</b>	306 26%	122 21%	184 31% A	27 21% *	38 18% *	35 19% *	49 23% *	50 29% *	107 39% CDEF	110 34% JM	51 22%	15 20% *	21 28% *	96 22%
<b>Mean score</b>	30.73	34.37	27.57	36.25	29.28	37.25	30.44	30.65	24.98	31.2	37.48	31.57	25.61	27.88
<b>Standard Deviation</b>	31.2	31.955	30.251	32.771	27.019	33.879	28.781	33.621	30.606	33.699	34.842	28.792	27.308	28.031
<b>Error Variance</b>	0.822	1.774	1.528	8.213	3.583	6.059	3.945	6.504	3.391	3.552	5.268	11.177	10.057	1.807

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<b>3rd (80)</b>	<b>42</b> <b>4%</b>	12 3%	20 5%	10 3% *
<b>4th (70)</b>	<b>53</b> <b>4%</b>	14 4%	21 6%	12 3% *
<b>5th (60)</b>	<b>56</b> <b>5%</b>	20 5%	17 5%	12 3% *
<b>6th (50)</b>	<b>82</b> <b>7%</b>	18 5%	28 8%	32 9% *
<b>7th (40)</b>	<b>83</b> <b>7%</b>	17 4%	32 8%	35 9% *
<b>8th (30)</b>	<b>95</b> <b>8%</b>	19 5%	33 9%	38 10% *
<b>9th (20)</b>	<b>128</b> <b>11%</b>	29 8%	49 13%	44 12% *
<b>10th (10)</b>	<b>225</b> <b>19%</b>	53 14%	56 15%	97 26% NO*

Table continues

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<b>Weighted Base</b>	<b>1184</b>	<b>390</b>	<b>374</b>	<b>372</b>
<b>Least important (0)</b>	<b>306</b> <b>26%</b>	181 46% OP	48 13%	74 20% *
<b>Mean score</b>	<b>30.73</b>	22.78	43.1 NP	26.62 *
<b>Standard Deviation</b>	<b>31.2</b>	30.352	34.037	25.685
<b>Error Variance</b>	<b>0.822</b>	2.362	3.1	1.775

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) Continuity correction applied



# Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

PublicPriorityIndex.Below is a list of possible measures to improve public life in the UK. Can you please rank them in order of importance.Please click and drag the most important measure into the boxes and carry on with each until all 11 are placed in your preferred order - Affordable housing

Base: All adults GB 18+

	GENDER			AGE						GE Vote 2017				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservatives	Labour	Lib Dems	Other	No vote
	A	B	C	D	E	F	G	H	I	J	K	L	M	
Unweighted Base	1184	585	597	158	206	194	218	181	227	342	389	92	135	186
Weighted Base	1184	575	599	131	204	189	210	174	276	320	230	74	74	435
<b>Most important (100)</b>	<b>146</b> <b>12%</b>	68 12%	77 13%	7 6% *	44 21% CGH*	50 26% CFGH*	22 11% *	10 6% *	12 4%	35 11%	25 11%	10 14% *	9 12% *	60 14%
<b>2nd (90)</b>	<b>137</b> <b>12%</b>	73 13%	64 11%	33 25% DFGH*	22 11% *	25 13% *	21 10% *	9 5% *	26 10%	25 8%	29 13%	6 8% *	4 6% *	64 15%
<b>3rd (80)</b>	<b>111</b> <b>9%</b>	62 11%	49 8%	17 13% *	16 8% *	11 6% *	18 9% *	18 10% *	31 11%	33 10%	23 10%	11 14% *	8 11% *	34 8%
<b>4th (70)</b>	<b>117</b> <b>10%</b>	43 8%	74 12%	9 7% *	21 10% *	23 12% *	27 13% *	8 5% *	29 11%	30 10%	27 12%	6 8% *	7 10% *	42 10%
<b>5th (60)</b>	<b>100</b> <b>8%</b>	68 12% B	32 5%	7 5% *	14 7% *	18 10% *	23 11% *	17 10% *	21 8%	24 7%	19 8%	7 9% *	14 18% *	31 7%
<b>6th (50)</b>	<b>102</b> <b>9%</b>	43 8%	52 9%	11 8% *	12 6% *	18 9% *	18 8% *	16 9% *	28 10%	24 8%	23 10%	5 6% *	4 6% *	38 9%
<b>7th (40)</b>	<b>116</b> <b>10%</b>	59 10%	58 10%	17 13% *	17 9% *	9 5% *	17 8% *	25 15% *	30 11%	25 8%	21 9%	12 16% *	10 13% *	45 10%
<b>8th (30)</b>	<b>129</b> <b>11%</b>	49 9%	78 13%	10 8% *	17 8% *	18 9% *	14 7% *	22 13% *	48 17% F	53 16% J	21 9%	5 6% *	6 8% *	41 9%
<b>9th (20)</b>	<b>110</b> <b>9%</b>	64 11%	46 8%	7 5% *	24 12% *	11 6% *	24 11% *	20 11% *	26 9%	33 10%	15 7%	10 13% *	4 6% *	42 10%
<b>10th (10)</b>	<b>66</b> <b>6%</b>	24 4%	43 7%	5 4% *	9 5% *	4 2% *	17 8% *	12 7% *	18 6%	25 8%	14 6%	3 4% *	5 7% *	18 4%

Table continues

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) Continuity correction applied



# Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

PublicPriorityIndex. Below is a list of possible measures to improve public life in the UK. Can you please rank them in order of importance. Please click and drag the most important measure into the boxes and carry on with each until all 11 are placed in your preferred order - Affordable housing

Base: All adults GB 18+

		GENDER		AGE						GE Vote 2017				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservatives	Labour	Lib Dems	Other	No vote
		A	B	C	D	E	F	G	H	I	J	K	L	M
<b>Weighted Base</b>	1184	575	599	131	204	189	210	174	276	320	230	74	74	435
<b>Least important (0)</b>	49 4%	22 4%	28 5%	7 5% *	7 3% *	3 2% *	9 4% *	16 9% *	8 3%	13 4%	13 6%	1 2% *	2 3% *	20 5%
<b>Mean score</b>	56.14	57.34	55.18	60.09	60.66	67.73	54.5	45.39	51.02	51.87	56.71	58.01	56.26	58.1
				GH*	GH*	FGH*	G*	*				*	*	
<b>Standard Deviation</b>	30.311	29.87	30.896	29.849	32.07	28.937	30.382	29.088	27.376	30.431	30.418	29.185	28.355	30.814
<b>Error Variance</b>	0.776	1.55	1.594	6.814	5.047	4.42	4.396	4.868	2.713	2.897	4.015	11.484	10.843	2.184

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) Continuity correction applied

# Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

PublicPriorityIndex.Below is a list of possible measures to improve public life in the UK. Can you please rank them in order of importance.Please click and drag the most important measure into the boxes and carry on with each until all 11 are placed in your preferred order - Affordable housing

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		<b>N</b>	<b>O</b>	<b>P</b>
Unweighted Base	1184	513	495	152
Weighted Base	1184	390	374	372
<b>Most important (100)</b>	<b>146</b> <b>12%</b>	47 12%	25 7%	69 19% O*
<b>2nd (90)</b>	<b>137</b> <b>12%</b>	40 10%	42 11%	49 13% *
<b>3rd (80)</b>	<b>111</b> <b>9%</b>	29 8%	44 12%	33 9% *
<b>4th (70)</b>	<b>117</b> <b>10%</b>	26 7%	44 12%	45 12% *
<b>5th (60)</b>	<b>100</b> <b>8%</b>	37 10%	41 11% P	12 3% *
<b>6th (50)</b>	<b>102</b> <b>9%</b>	37 9%	33 9%	25 7% *
<b>7th (40)</b>	<b>116</b> <b>10%</b>	38 10%	33 9%	36 10% *
<b>8th (30)</b>	<b>129</b> <b>11%</b>	48 12%	50 13%	31 8% *
<b>9th (20)</b>	<b>110</b> <b>9%</b>	33 9%	24 7%	51 14% *
<b>10th (10)</b>	<b>66</b> <b>6%</b>	33 8%	19 5%	11 3% *

Table continues

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) Continuity correction applied



# Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

PublicPriorityIndex. Below is a list of possible measures to improve public life in the UK. Can you please rank them in order of importance. Please click and drag the most important measure into the boxes and carry on with each until all 11 are placed in your preferred order - Affordable housing

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		<b>N</b>	<b>O</b>	<b>P</b>
<b>Weighted Base</b>	<b>1184</b>	<b>390</b>	<b>374</b>	<b>372</b>
<b>Least important (0)</b>	<b>49</b> <b>4%</b>	21 6%	20 5%	8 2% *
<b>Mean score</b>	<b>56.14</b>	52.47	54.69	60.87 N*
<b>Standard Deviation</b>	<b>30.311</b>	31.159	28.65	31.082
<b>Error Variance</b>	<b>0.776</b>	2.49	2.197	2.6

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) Continuity correction applied



# Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

JobSecurity.Do you feel that your current job is...?

Base: All adults GB 18+ working full/part time

	GENDER			AGE						GE Vote 2017				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservatives	Labour	Lib Dems	Other	No vote
	A	B	C	D	E	F	G	H	I	J	K	L	M	
Unweighted Base	704	387	316	99	173	141	166	98	27	180	261	56	79	106
Weighted Base	731	388	336	81	166	134	175	121	55	175	158	53	46	271
<b>More safe than it was 12 months ago</b>	<b>94</b> <b>13%</b>	58 15%	36 11%	15 18% *	31 19% *	13 9% *	15 9% *	9 8% *	11 20% **	33 19%	20 13%	5 9% *	4 9% **	26 10% *
<b>Less safe than it was 12 months ago</b>	<b>192</b> <b>26%</b>	121 31%	71 21%	30 37% G*	55 33% G*	44 33% G*	44 25% *	17 14% *	2 3% **	31 18%	52 33% I	17 31% *	8 17% **	78 29% *
<b>Much the same as it was 12 months ago</b>	<b>377</b> <b>52%</b>	188 48%	182 54%	22 27% *	75 45% *	60 45% *	97 55% C*	84 70% CDE*	39 72% **	104 59%	80 51%	26 49% *	33 72% **	123 46% *
<b>Don't know</b>	<b>69</b> <b>9%</b>	21 5%	48 14% A	14 17% D*	6 4% *	17 13% *	19 11% *	10 9% *	3 5% **	8 4%	5 3%	6 11% *	1 2% **	42 16% IJ*

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) Continuity correction applied



# Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

JobSecurity.Do you feel that your current job is...?

Base: All adults GB 18+ working full/part time

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		N	O	P
Unweighted Base	704	276	333	79
Weighted Base	731	223	261	211
<b>More safe than it was 12 months ago</b>	<b>94</b> <b>13%</b>	29 13%	41 16%	20 10% *
<b>Less safe than it was 12 months ago</b>	<b>192</b> <b>26%</b>	36 16%	85 33% N	67 32% N*
<b>Much the same as it was 12 months ago</b>	<b>377</b> <b>52%</b>	148 66% OP	119 46%	100 47% *
<b>Don't know</b>	<b>69</b> <b>9%</b>	10 5%	17 6%	24 11% *

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) Continuity correction applied





# Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

PastEconomy.Compared to a year ago, do you think that the British economy is doing...?

Base: All adults GB 18+

	GENDER			AGE						GE Vote 2017				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservatives	Labour	Lib Dems	Other	No vote
	A	B	C	D	E	F	G	H	I	J	K	L	M	
Unweighted Base	1184	585	597	158	206	194	218	181	227	342	389	92	135	186
Weighted Base	1184	575	599	131	204	189	210	174	276	320	230	74	74	435
<b>Better than it was 12 months ago</b>	<b>157</b> <b>13%</b>	99 17%	57 10%	22 16%	17 9%	17 9%	27 13%	19 11%	54 20%	82 26%	16 7%	14 19%	14 19%	26 6%
		B	*	*	*	*	*	*		JM	JM*	JM*		
<b>Much the same as it was 12 months ago</b>	<b>605</b> <b>51%</b>	287 50%	317 53%	66 50%	106 52%	96 50%	116 55%	96 55%	126 45%	172 54%	108 47%	41 55%	44 59%	222 51%
		*	*	*	*	*	*	*				*	*	
<b>Worse than it was 12 months ago</b>	<b>423</b> <b>36%</b>	189 33%	224 37%	44 33%	81 40%	77 41%	66 32%	58 34%	96 35%	65 20%	106 46%	19 26%	17 22%	187 43%
		*	*	*	*	*	*	*			IKL	*	*	IL

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) Continuity correction applied

# Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

PastEconomy.Compared to a year ago, do you think that the British economy is doing...?

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		<b>N</b>	<b>O</b>	<b>P</b>
Unweighted Base	1184	513	495	152
Weighted Base	1184	390	374	372
<b>Better than it was 12 months ago</b>	<b>157</b> <b>13%</b>	96 25% OP	44 12% P	14 4% *
<b>Much the same as it was 12 months ago</b>	<b>605</b> <b>51%</b>	219 56% O	175 47%	183 49% *
<b>Worse than it was 12 months ago</b>	<b>423</b> <b>36%</b>	75 19%	155 41% N	175 47% N*

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) Continuity correction applied

# Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

FutureEconomy.Thinking about the year ahead, in 12 months time do you think the British economy will be doing...?

Base: All adults GB 18+

	GENDER			AGE						GE Vote 2017				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservatives	Labour	Lib Dems	Other	No vote
	A	B	C	D	E	F	G	H	I	J	K	L	M	
Unweighted Base	1184	585	597	158	206	194	218	181	227	342	389	92	135	186
Weighted Base	1184	575	599	131	204	189	210	174	276	320	230	74	74	435
<b>Better than it is now</b>	<b>203</b> <b>17%</b>	109 19%	95 16%	29 22% E*	39 19% E*	11 6% *	23 11% *	40 23% E*	61 22% E	88 28% JM	24 11%	23 30% JM*	10 13% *	56 13%
<b>Much the same as it is now</b>	<b>499</b> <b>42%</b>	261 45%	238 40%	50 38% *	89 44% *	87 46% *	100 47% *	71 41% *	102 37%	141 44%	83 36%	28 38% *	45 61% JK*	182 42%
<b>Worse than it is now</b>	<b>482</b> <b>41%</b>	206 36%	266 44%	52 40% *	76 37% *	92 48% *	87 42% *	62 36% *	114 41%	90 28%	124 54% IKL	24 32% *	19 26% *	197 45% I

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) Continuity correction applied

# Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

FutureEconomy.Thinking about the year ahead, in 12 months time do you think the British economy will be doing...?

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		<b>N</b>	<b>O</b>	<b>P</b>
Unweighted Base	1184	513	495	152
Weighted Base	1184	390	374	372
<b>Better than it is now</b>	<b>203</b> <b>17%</b>	123 31% OP	35 9%	46 12% *
<b>Much the same as it is now</b>	<b>499</b> <b>42%</b>	195 50% OP	139 37%	135 36% *
<b>Worse than it is now</b>	<b>482</b> <b>41%</b>	73 19%	199 53%	191 51% N N*

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) Continuity correction applied



# Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

HHBudget.Compared to a year ago, do you find it easier or harder to meet your monthly household budget?

Base: All adults GB 18+

	Total	GENDER		AGE						GE Vote 2017				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservatives	Labour	Lib Dems	Other	No vote
		A	B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	1184	585	597	158	206	194	218	181	227	342	389	92	135	186
Weighted Base	1184	575	599	131	204	189	210	174	276	320	230	74	74	435
<b>Easier than it was 12 months ago</b>	<b>122</b> <b>10%</b>	82 14%	40 7%	29 22% EFGH*	41 20% EGH*	9 5%	17 8%	13 7%	14 5%	38 12%	26 11%	17 23% M*	8 10%	31 7%
<b>About the same as it was 12 months ago</b>	<b>676</b> <b>57%</b>	319 56%	347 58%	76 58% *	86 42% *	99 52% *	98 47% *	103 59% D*	215 78% CDEFG	213 67% J	112 49%	38 52% *	46 62% *	245 56%
<b>Harder than it was 12 month ago</b>	<b>386</b> <b>33%</b>	174 30%	211 35%	26 20% *	77 38% CH*	82 43% CH*	95 45% CH*	58 33% H*	47 17%	68 21%	92 40% I	19 25% *	21 28% *	159 37% I

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) Continuity correction applied

# Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

HHBudget.Compared to a year ago, do you find it easier or harder to meet your monthly household budget?

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		N	O	P
Unweighted Base	1184	513	495	152
Weighted Base	1184	390	374	372
<b>Easier than it was 12 months ago</b>	<b>122</b> <b>10%</b>	50 13%	47 13%	22 6% *
<b>About the same as it was 12 months ago</b>	<b>676</b> <b>57%</b>	256 66% O	193 52%	199 53% *
<b>Harder than it was 12 month ago</b>	<b>386</b> <b>33%</b>	84 21%	134 36% N	151 41% N*

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) Continuity correction applied



# Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

Negotiations. The UK government is currently negotiating with EU officials about how things will work between Britain and the EU in the future. How well do you think the UK government is handling these negotiations?

Base: All adults GB 18+

	Total	GENDER		AGE						GE Vote 2017				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservatives	Labour	Lib Dems	Other	No vote
		A	B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	1184	585	597	158	206	194	218	181	227	342	389	92	135	186
Weighted Base	1184	575	599	131	204	189	210	174	276	320	230	74	74	435
Handling them very well (4)	34 3%	21 4%	13 2%	3 3% *	7 3% *	1 1% *	1 1% *	7 4% *	13 5% *	25 8% JM	5 2% *	- * *	3 4% *	- * *
Handling them fairly well (3)	246 21%	127 22%	119 20%	26 20% *	33 16% *	26 14% *	45 21% *	45 26% *	72 26% *	117 37% JKM	31 14% *	14 19% *	17 24% *	63 15% *
Handling them fairly poorly (2)	351 30%	162 28%	187 31%	50 38% H*	74 36% *	53 28% *	63 30% *	48 28% *	63 23% *	81 25% *	71 31% *	26 35% *	24 32% *	137 31% *
Handling them very poorly (1)	369 31%	207 36% B	156 26% A	30 23% *	64 31% *	64 34% *	84 40% C*	47 27% *	80 29% *	63 20% *	111 48% ILM	24 33% *	22 29% *	126 29% *
Not sure	185 16%	59 10%	126 21% A	21 16% *	26 13% *	45 24% F*	18 8% *	27 16% *	47 17% *	33 10% *	12 5% *	10 13% *	8 11% *	109 25% IJ
NET : Very/fairly well	279 24%	148 26%	131 22%	30 23% *	40 19% *	27 14% *	46 22% *	52 30% E*	85 31% E	143 45% JKM	37 16% *	14 19% *	20 27% *	64 15% *
NET : Very/fairly poorly	720 61%	368 64%	342 57%	81 62% *	138 68% H*	117 62% *	146 70% H*	95 54% *	144 52% *	144 45% *	182 79% ILM	50 68% I*	46 62% *	263 60% I
Mean score	1.94	1.93	1.97	2.02 *	1.9 *	1.75 *	1.81 *	2.08 *	2.08 *	2.37 JKM	1.68 *	1.85 *	2.02 J*	1.81 *
Standard Deviation	0.865	0.898	0.828	0.803	0.835	0.774	0.816	0.902	0.947	0.923	0.804	0.771	0.879	0.739
Error Variance	0.001	0.002	0.001	0.006	0.004	0.004	0.003	0.006	0.004	0.003	0.003	0.009	0.012	0.002

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) Continuity correction applied



# Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

Negotiations. The UK government is currently negotiating with EU officials about how things will work between Britain and the EU in the future. How well do you think the UK government is handling these negotiations?

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		N	O	P
Unweighted Base	1184	513	495	152
Weighted Base	1184	390	374	372
Handling them very well (4)	34 3%	26 7% OP	7 2%	- *
Handling them fairly well (3)	246 21%	144 37% OP	56 15%	43 12% *
Handling them fairly poorly (2)	351 30%	91 23%	125 34% N	123 33% *
Handling them very poorly (1)	369 31%	76 19%	164 44% N	121 32% N*
Not sure	185 16%	53 13% O	21 6%	85 23% O*
NET : Very/fairly well	279 24%	170 44% OP	64 17%	43 12% *
NET : Very/fairly poorly	720 61%	167 43%	289 77% NP	243 65% N*
Mean score	1.94	2.36 OP	1.74	1.73 *
Standard Deviation	0.865	0.915	0.8	0.708
Error Variance	0.001	0.002	0.002	0.002

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) Continuity correction applied



# Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

EUNegotiations.How well do you think the EU is handling these negotiations?

Base: All adults GB 18+

	Total	GENDER		AGE						GE Vote 2017				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservatives	Labour	Lib Dems	Other	No vote
		A	B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	1184	585	597	158	206	194	218	181	227	342	389	92	135	186
Weighted Base	1184	575	599	131	204	189	210	174	276	320	230	74	74	435
Handling them very well(4)	64 5%	55 9%	10 2%	8 6%	15 7%	11 6%	7 3%	10 6%	13 5%	18 6%	21 9%	4 6%	5 7%	15 4%
		B		*	*	*	*	*				*	*	
Handling them fairly well(3)	238 20%	133 23%	102 17%	40 30%	58 28%	34 18%	39 19%	20 12%	47 17%	55 17%	68 30%	21 28%	10 14%	74 17%
				GH*	G*	*	*	*			IM	*	*	
Handling them fairly poorly(2)	336 28%	174 30%	162 27%	33 25%	58 28%	53 28%	72 34%	45 26%	75 27%	108 34%	62 27%	10 13%	34 46%	113 26%
				*	*	*	*	*		K		*	JKM*	
Handling them very poorly(1)	351 30%	160 28%	184 31%	25 19%	42 21%	42 22%	70 33%	68 39%	104 38%	113 35%	62 27%	23 31%	20 27%	117 27%
				*	*	*	*	CDE*	CDE			*	*	
Not sure	195 16%	55 9%	140 23%	26 20%	31 15%	49 26%	21 10%	31 18%	38 14%	26 8%	18 8%	16 21%	5 6%	115 26%
			A	*	*	F*	*	*				IJ*	*	IJL
NET : Very/fairly well	302 26%	187 33%	112 19%	48 36%	73 36%	45 24%	47 22%	30 17%	59 22%	73 23%	89 39%	25 34%	15 21%	90 21%
		B		GH*	GH*	*	*	*			ILM	*	*	
NET : Very/fairly poorly	687 58%	334 58%	347 58%	58 44%	100 49%	95 50%	142 68%	113 65%	179 65%	220 69%	123 53%	33 44%	54 73%	230 53%
				*	*	*	CDE*	C*	CD	JKM		*	JKM*	
Mean score	2.02	2.16	1.86	2.3	2.27	2.11	1.91	1.8	1.87	1.93	2.23	2.12	2.01	1.96
		B		FGH*	FGH*	*	*	*	*		I	*	*	*
Standard Deviation	0.925	0.979	0.833	0.915	0.928	0.927	0.852	0.93	0.913	0.905	0.979	1.032	0.865	0.89
Error Variance	0.001	0.002	0.002	0.008	0.005	0.006	0.004	0.006	0.003	0.003	0.005	0.018	0.011	0.002

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) Continuity correction applied



# Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

EUNegotiations.How well do you think the EU is handling these negotiations?

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		N	O	P
Unweighted Base	1184	513	495	152
Weighted Base	1184	390	374	372
Handling them very well(4)	64 5%	18 5%	29 8%	10 3% *
Handling them fairly well(3)	238 20%	73 19%	108 29% NP	51 14% *
Handling them fairly poorly(2)	336 28%	97 25%	123 33%	115 31% *
Handling them very poorly(1)	351 30%	156 40% OP	83 22%	103 28% *
Not sure	195 16%	46 12%	31 8%	92 25% NO*
NET : Very/fairly well	302 26%	91 23%	137 37% NP	61 16% *
NET : Very/fairly poorly	687 58%	253 65% O	206 55%	218 59% *
Mean score	2.02	1.86	2.24 NP	1.89 *
Standard Deviation	0.925	0.927	0.916	0.83
Error Variance	0.001	0.002	0.002	0.002

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) Continuity correction applied

Brexit priority. The following issues are some of the things that have been discussed regarding Britain's future relationship with the EU. How important, if at all, is it to you personally that each of the following are part of the UK's EU exit agreement: - Summary Table

Base: All adults GB 18+

	No unrestricted right for EU citizens to live in the UK	UK to draw up its own rules and regulations, even if they clash with EU rules and regulations	The border between Northern Ireland and the Republic of Ireland to remain 'soft' without any passport control	A customs union with the EU so there are no checks on goods at UK/EU borders (including with Ireland)	Unrestricted right of UK citizens to live in the EU	European companies to have tariff-free access to the UK market (including services)	British companies to have tariff-free access to the EU market (including services)	No further contributions to the EU budget
Unweighted Base	1184	1184	1184	1184	1184	1184	1184	1184
Weighted Base	1184	1184	1184	1184	1184	1184	1184	1184
<b>Must have this (4)</b>	199 17%	299 25%	349 29%	230 19%	257 22%	228 19%	285 24%	383 32%
<b>Prefer to have this (3)</b>	301 25%	360 30%	387 33%	388 33%	388 33%	401 34%	455 38%	279 24%
<b>Prefer not to have this (2)</b>	219 18%	182 15%	137 12%	206 17%	152 13%	179 15%	103 9%	194 16%
<b>Must not have this (1)</b>	179 15%	89 8%	57 5%	80 7%	73 6%	59 5%	53 4%	64 5%
<b>Don't know</b>	286 24%	254 21%	254 21%	279 24%	315 27%	317 27%	287 24%	265 22%
<b>NET : Top 2 Box</b>	500 42%	659 56%	736 62%	619 52%	645 54%	629 53%	740 63%	661 56%
<b>NET : Bottom 2 Box</b>	398 34%	272 23%	194 16%	286 24%	224 19%	237 20%	157 13%	258 22%
<b>Mean score</b>	2.58	2.93	3.11	2.85	2.95	2.92	3.08	3.07
<b>Standard Deviation</b>	1.043	0.948	0.87	0.902	0.896	0.857	0.815	0.95
<b>Error Variance</b>	0.001	0.001	0.001	0.001	0.001	0.001	0.001	0.001

# Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

Brexit priority. The following issues are some of the things that have been discussed regarding Britain's future relationship with the EU. How important, if at all, is it to you personally that each of the following are part of the UK's EU exit agreement: - Summary Table

Base: All adults GB 18+

	The UK and EU to continue collaborating on science, research and technology initiatives	The UK and EU to continue collaborating on security and policing
<b>Unweighted Base</b>	1184	1184
<b>Weighted Base</b>	1184	1184
<b>Must have this (4)</b>	459 39%	484 41%
<b>Prefer to have this (3)</b>	368 31%	353 30%
<b>Prefer not to have this (2)</b>	117 10%	102 9%
<b>Must not have this (1)</b>	44 4%	37 3%
<b>Don't know</b>	196 17%	207 17%
<b>NET : Top 2 Box</b>	827 70%	837 71%
<b>NET : Bottom 2 Box</b>	161 14%	140 12%
<b>Mean score</b>	3.26	3.31
<b>Standard Deviation</b>	0.833	0.809
<b>Error Variance</b>	0.001	0.001

# Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

Brexit priority. The following issues are some of the things that have been discussed regarding Britain's future relationship with the EU. How important, if at all, is it to you personally that each of the following are part of the UK's EU exit agreement: - No unrestricted right for EU citizens to live in the UK

Base: All adults GB 18+

	Total	GENDER		AGE						GE Vote 2017				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservatives	Labour	Lib Dems	Other	No vote
		A	B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	1184	585	597	158	206	194	218	181	227	342	389	92	135	186
Weighted Base	1184	575	599	131	204	189	210	174	276	320	230	74	74	435
<b>Must have this (4)</b>	<b>199</b> <b>17%</b>	108 19%	89 15%	21 16% *	29 14% *	26 14% *	41 19% *	36 21% *	45 16% *	62 19%	48 21% M	12 16% *	18 25% M*	47 11%
<b>Prefer to have this (3)</b>	<b>301</b> <b>25%</b>	172 30% B	129 22%	24 19% *	52 26% *	38 20% *	61 29% *	50 29% *	75 27%	106 33% M	61 26%	19 26% *	20 27% *	84 19%
<b>Prefer not to have this (2)</b>	<b>219</b> <b>18%</b>	120 21%	99 17%	25 19% *	40 19% *	24 13% *	49 23% *	25 14% *	56 20%	60 19%	44 19%	20 27% *	16 21% *	73 17%
<b>Must not have this (1)</b>	<b>179</b> <b>15%</b>	89 16%	83 14%	21 16% *	33 16% *	31 16% *	18 8% *	28 16% *	48 17%	45 14%	41 18%	9 12% *	13 18% *	70 16%
<b>Don't know</b>	<b>286</b> <b>24%</b>	87 15%	199 33% A	39 30% *	49 24% *	70 37% FGH*	42 20% *	34 20% *	52 19%	47 15%	36 16%	15 20% *	7 9% *	160 37% IJL
<b>NET : Top 2 Box</b>	<b>500</b> <b>42%</b>	279 49% B	218 36%	46 35% *	82 40% *	64 34% *	102 48% *	86 50% *	120 44%	167 52% M	109 47% M	31 42% *	38 52% M*	131 30%
<b>NET : Bottom 2 Box</b>	<b>398</b> <b>34%</b>	209 36%	182 30%	46 35% *	72 36% *	55 29% *	67 32% *	53 31% *	104 38%	105 33%	85 37%	28 38% *	29 39% *	144 33%
<b>Mean score</b>	<b>2.58</b>	2.61	2.56	2.5 *	2.51 *	2.5 **	2.74 *	2.68 *	2.52 *	2.67	2.59	2.58 *	2.65 *	2.39 *
<b>Standard Deviation</b>	<b>1.043</b>	1.023	1.053	1.088	1.031	1.101	0.946	1.074	1.043	1.003	1.08	0.974	1.089	1.048
<b>Error Variance</b>	<b>0.001</b>	0.002	0.003	0.013	0.007	0.01	0.005	0.008	0.005	0.004	0.006	0.016	0.018	0.004

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) Continuity correction applied



# Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

Brexit priority. The following issues are some of the things that have been discussed regarding Britain's future relationship with the EU. How important, if at all, is it to you personally that each of the following are part of the UK's EU exit agreement: - No unrestricted right for EU citizens to live in the UK

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		N	O	P
Unweighted Base	1184	513	495	152
Weighted Base	1184	390	374	372
<b>Must have this (4)</b>	<b>199</b> <b>17%</b>	70 18%	69 18%	52 14% *
<b>Prefer to have this (3)</b>	<b>301</b> <b>25%</b>	120 31% P	106 28% P	65 18% *
<b>Prefer not to have this (2)</b>	<b>219</b> <b>18%</b>	83 21%	78 21%	51 14% *
<b>Must not have this (1)</b>	<b>179</b> <b>15%</b>	52 13%	66 18%	62 17% *
<b>Don't know</b>	<b>286</b> <b>24%</b>	65 17%	56 15%	141 38% NO*
<b>NET : Top 2 Box</b>	<b>500</b> <b>42%</b>	190 49% P	175 47% P	118 32% *
<b>NET : Bottom 2 Box</b>	<b>398</b> <b>34%</b>	135 35%	143 38%	113 30% *
<b>Mean score</b>	<b>2.58</b>	2.64	2.56	2.47 *
<b>Standard Deviation</b>	<b>1.043</b>	0.991	1.047	1.116
<b>Error Variance</b>	<b>0.001</b>	0.003	0.003	0.005

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) Continuity correction applied

# Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

Brexit priority. The following issues are some of the things that have been discussed regarding Britain's future relationship with the EU. How important, if at all, is it to you personally that each of the following are part of the UK's EU exit agreement: - UK to draw up its own rules and regulations, even if they clash with EU rules and regulations

Base: All adults GB 18+

	Total	GENDER		AGE						GE Vote 2017				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservatives	Labour	Lib Dems	Other	No vote
		A	B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	1184	585	597	158	206	194	218	181	227	342	389	92	135	186
Weighted Base	1184	575	599	131	204	189	210	174	276	320	230	74	74	435
<b>Must have this (4)</b>	<b>299</b> <b>25%</b>	157 27%	143 24%	15 12% *	44 22% *	30 16% *	48 23% *	64 37% CE*	98 35% CE	151 47% JKM	40 17%	19 26% *	29 40% JM*	57 13%
<b>Prefer to have this (3)</b>	<b>360</b> <b>30%</b>	164 29%	195 33%	33 26% *	52 26% *	44 23% *	81 39% *	50 29% *	99 36%	115 36%	67 29%	22 30% *	20 27% *	122 28%
<b>Prefer not to have this (2)</b>	<b>182</b> <b>15%</b>	108 19%	71 12%	30 23% H*	41 20% *	30 16% *	33 16% *	22 13% *	27 10%	26 8%	55 24% I	15 20% I*	14 19% *	65 15%
<b>Must not have this (1)</b>	<b>89</b> <b>8%</b>	47 8%	35 6%	21 16% DFG*	8 4% *	21 11% *	7 3% *	8 5% *	24 9%	6 2%	30 13% I	7 10% I*	3 4% *	41 9% I
<b>Don't know</b>	<b>254</b> <b>21%</b>	99 17%	154 26% A	31 24% H*	59 29% H*	64 34% GH*	41 20% *	30 17% *	29 10%	22 7%	39 17% I	11 14% *	7 10% *	150 34% IJKL
<b>NET : Top 2 Box</b>	<b>659</b> <b>56%</b>	321 56%	338 56%	49 37% *	96 47% *	74 39% *	129 61% CE*	114 66% CDE*	197 71% CDE	266 83% JKLM	107 46%	41 56% *	50 67% JM*	180 41%
<b>NET : Bottom 2 Box</b>	<b>272</b> <b>23%</b>	155 27% B	107 18%	51 39% FGH*	49 24% *	51 27% *	40 19% *	30 17% *	51 18%	32 10%	85 37% IM	22 30% I*	17 23% I*	106 24% I
<b>Mean score</b>	<b>2.93</b>	2.9	3	2.43 *	2.92 C*	2.66 *	3 C*	3.18 CE*	3.09 CE*	3.38	2.61	2.83	3.13 JM*	2.69 *
<b>Standard Deviation</b>	<b>0.948</b>	0.972	0.894	0.991	0.892	1.025	0.805	0.895	0.941	0.733	0.988	0.991	0.912	0.952
<b>Error Variance</b>	<b>0.001</b>	0.002	0.002	0.01	0.005	0.008	0.004	0.006	0.004	0.002	0.005	0.015	0.012	0.003

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) Continuity correction applied



# Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

Brexit priority. The following issues are some of the things that have been discussed regarding Britain's future relationship with the EU. How important, if at all, is it to you personally that each of the following are part of the UK's EU exit agreement: - UK to draw up its own rules and regulations, even if they clash with EU rules and regulations

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		N	O	P
Unweighted Base	1184	513	495	152
Weighted Base	1184	390	374	372
<b>Must have this (4)</b>	<b>299</b> <b>25%</b>	186 48%	60 16%	53 14%
		OP		*
<b>Prefer to have this (3)</b>	<b>360</b> <b>30%</b>	145 37%	114 30%	95 26%
				*
<b>Prefer not to have this (2)</b>	<b>182</b> <b>15%</b>	22 6%	93 25%	49 13%
			NP	*
<b>Must not have this (1)</b>	<b>89</b> <b>8%</b>	2 1%	53 14%	32 9%
			N	N*
<b>Don't know</b>	<b>254</b> <b>21%</b>	34 9%	54 15%	143 38%
				NO*
<b>NET : Top 2 Box</b>	<b>659</b> <b>56%</b>	331 85%	174 47%	148 40%
		OP		*
<b>NET : Bottom 2 Box</b>	<b>272</b> <b>23%</b>	25 6%	146 39%	81 22%
			NP	N*
<b>Mean score</b>	<b>2.93</b>	3.45	2.57	2.74
		OP		*
<b>Standard Deviation</b>	<b>0.948</b>	0.642	0.977	0.969
<b>Error Variance</b>	<b>0.001</b>	0.001	0.003	0.004

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) Continuity correction applied



# Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

Brexit priority. The following issues are some of the things that have been discussed regarding Britain's future relationship with the EU. How important, if at all, is it to you personally that each of the following are part of the UK's EU exit agreement: - The border between Northern Ireland and the Republic of Ireland to remain 'soft' without any passport control

Base: All adults GB 18+

	Total	GENDER		AGE						GE Vote 2017				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservatives	Labour	Lib Dems	Other	No vote
		A	B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	1184	585	597	158	206	194	218	181	227	342	389	92	135	186
Weighted Base	1184	575	599	131	204	189	210	174	276	320	230	74	74	435
<b>Must have this (4)</b>	<b>349</b> <b>29%</b>	194 34%	145 24%	22 17%	42 21%	46 24%	62 30%	64 37%	112 40%	109 34%	93 40%	30 40%	27 37%	80 18%
		B	*	*	*	*	CD*	CDE	M	M	M*	M*		
<b>Prefer to have this (3)</b>	<b>387</b> <b>33%</b>	182 32%	205 34%	41 32%	65 32%	49 26%	78 37%	49 28%	106 38%	129 40%	83 36%	25 34%	28 38%	111 26%
		*	*	*	*	*	*	*	M		*	*		
<b>Prefer not to have this (2)</b>	<b>137</b> <b>12%</b>	76 13%	61 10%	29 22%	37 18%	13 7%	21 10%	26 15%	12 4%	25 8%	23 10%	9 12%	7 9%	72 16%
				EH*	H*	*	*	H*				*	*	I
<b>Must not have this (1)</b>	<b>57</b> <b>5%</b>	29 5%	27 5%	12 10%	5 3%	17 9%	13 6%	5 3%	5 2%	15 5%	7 3%	- -	3 4%	27 6%
				H*	*	*	*	*				*	*	
<b>Don't know</b>	<b>254</b> <b>21%</b>	94 16%	160 27%	26 20%	55 27%	65 34%	36 17%	30 17%	43 15%	41 13%	25 11%	11 14%	9 12%	145 33%
			A	*	*	FGH*	*	*				*	*	IJKL
<b>NET : Top 2 Box</b>	<b>736</b> <b>62%</b>	376 65%	351 59%	64 49%	107 52%	95 50%	141 67%	113 65%	217 79%	238 75%	176 76%	55 74%	55 75%	191 44%
				*	*	*	CE*	*	CDEG	M	M	M*	M*	
<b>NET : Bottom 2 Box</b>	<b>194</b> <b>16%</b>	106 18%	88 15%	41 32%	43 21%	29 15%	34 16%	31 18%	16 6%	40 13%	29 13%	9 12%	10 13%	99 23%
				EFH*	H*	*	H*	H*				*	*	IJ
<b>Mean score</b>	<b>3.11</b>	3.12	3.07	2.7	2.96	3	3.09	3.2	3.39	3.19	3.28	3.32	3.23	2.84
				*	*	*	C*	C*	CDEF*	M	M	M*	*	*
<b>Standard Deviation</b>	<b>0.87</b>	0.89	0.846	0.938	0.821	1.009	0.875	0.852	0.681	0.817	0.785	0.714	0.814	0.937
<b>Error Variance</b>	<b>0.001</b>	0.002	0.002	0.008	0.005	0.008	0.004	0.005	0.002	0.002	0.003	0.008	0.01	0.003

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) Continuity correction applied



# Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

Brexit priority. The following issues are some of the things that have been discussed regarding Britain's future relationship with the EU. How important, if at all, is it to you personally that each of the following are part of the UK's EU exit agreement: - The border between Northern Ireland and the Republic of Ireland to remain 'soft' without any passport control

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		N	O	P
Unweighted Base	1184	513	495	152
Weighted Base	1184	390	374	372
<b>Must have this (4)</b>	<b>349</b> <b>29%</b>	108 28%	157 42%	73 20%
			NP	*
<b>Prefer to have this (3)</b>	<b>387</b> <b>33%</b>	162 41%	131 35%	91 25%
		P		*
<b>Prefer not to have this (2)</b>	<b>137</b> <b>12%</b>	38 10%	40 11%	48 13%
				*
<b>Must not have this (1)</b>	<b>57</b> <b>5%</b>	23 6%	12 3%	21 6%
				*
<b>Don't know</b>	<b>254</b> <b>21%</b>	60 15%	34 9%	138 37%
		O		NO*
<b>NET : Top 2 Box</b>	<b>736</b> <b>62%</b>	269 69%	288 77%	164 44%
		P	NP	*
<b>NET : Bottom 2 Box</b>	<b>194</b> <b>16%</b>	61 16%	52 14%	70 19%
				*
<b>Mean score</b>	<b>3.11</b>	3.07	3.27	2.92
			NP	*
<b>Standard Deviation</b>	<b>0.87</b>	0.848	0.804	0.939
<b>Error Variance</b>	<b>0.001</b>	0.002	0.002	0.004

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) Continuity correction applied

# Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

Brexit priority. The following issues are some of the things that have been discussed regarding Britain's future relationship with the EU. How important, if at all, is it to you personally that each of the following are part of the UK's EU exit agreement: - A customs union with the EU so there are no checks on goods at UK/EU borders (including with Ireland)

Base: All adults GB 18+

	Total	GENDER		AGE						GE Vote 2017				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservatives	Labour	Lib Dems	Other	No vote
		A	B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	1184	585	597	158	206	194	218	181	227	342	389	92	135	186
Weighted Base	1184	575	599	131	204	189	210	174	276	320	230	74	74	435
<b>Must have this (4)</b>	<b>230</b> <b>19%</b>	133 23%	90 15%	14 11%	34 17%	34 18%	44 21%	35 20%	69 25%	62 19%	76 33%	15 20%	13 18%	61 14%
		B	*	*	*	*	*	*	C		IM	*	*	
<b>Prefer to have this (3)</b>	<b>388</b> <b>33%</b>	207 36%	179 30%	43 33%	61 30%	42 22%	75 36%	65 37%	102 37%	121 38%	84 37%	34 46%	38 51%	99 23%
		*	*	*	*	*	*	*	*	M	M	M*	M*	
<b>Prefer not to have this (2)</b>	<b>206</b> <b>17%</b>	123 21%	83 14%	27 20%	59 29%	32 17%	32 15%	28 16%	29 11%	58 18%	32 14%	11 15%	10 13%	86 20%
		B	*	*	H*	*	*	*	*			*	*	
<b>Must not have this (1)</b>	<b>80</b> <b>7%</b>	37 6%	43 7%	9 7%	10 5%	13 7%	11 5%	17 10%	19 7%	30 9%	11 5%	3 4%	5 7%	28 7%
		*	*	*	*	*	*	*	*			*	*	
<b>Don't know</b>	<b>279</b> <b>24%</b>	75 13%	204 34%	38 29%	40 20%	68 36%	49 23%	28 16%	57 20%	49 15%	27 12%	12 16%	8 11%	160 37%
		A	*	*	DGH*	*	*	*	*			*	*	IJKL
<b>NET : Top 2 Box</b>	<b>619</b> <b>52%</b>	340 59%	269 45%	57 44%	95 47%	76 40%	119 57%	100 58%	171 62%	183 57%	160 70%	49 66%	51 68%	160 37%
		B	*	*	*	*	*	E*	CE	M	IM	M*	M*	
<b>NET : Bottom 2 Box</b>	<b>286</b> <b>24%</b>	160 28%	126 21%	36 27%	69 34%	45 24%	42 20%	45 26%	49 18%	88 28%	43 19%	14 19%	15 20%	115 26%
		*	*	*	H*	*	*	*	*	J	*	*	*	
<b>Mean score</b>	<b>2.85</b>	2.87	2.8	2.67	2.73	2.8	2.95	2.81	3.01	2.79	3.11	2.96	2.89	2.7
		*	*	**	*	*	*	*	*		IM	*	*	*
<b>Standard Deviation</b>	<b>0.902</b>	0.89	0.914	0.853	0.856	0.973	0.858	0.939	0.897	0.92	0.862	0.784	0.814	0.928
<b>Error Variance</b>	<b>0.001</b>	0.002	0.002	0.008	0.004	0.008	0.005	0.006	0.004	0.003	0.004	0.01	0.01	0.003

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) Continuity correction applied



# Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

Brexit priority. The following issues are some of the things that have been discussed regarding Britain's future relationship with the EU. How important, if at all, is it to you personally that each of the following are part of the UK's EU exit agreement: - A customs union with the EU so there are no checks on goods at UK/EU borders (including with Ireland)

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		N	O	P
Unweighted Base	1184	513	495	152
Weighted Base	1184	390	374	372
<b>Must have this (4)</b>	<b>230</b> <b>19%</b>	53 13%	122 33% NP	49 13% *
<b>Prefer to have this (3)</b>	<b>388</b> <b>33%</b>	140 36% P	156 42% P	89 24% *
<b>Prefer not to have this (2)</b>	<b>206</b> <b>17%</b>	84 22% O	47 13%	64 17% *
<b>Must not have this (1)</b>	<b>80</b> <b>7%</b>	40 10% O	15 4%	23 6% *
<b>Don't know</b>	<b>279</b> <b>24%</b>	73 19% O	34 9%	146 39% NO*
<b>NET : Top 2 Box</b>	<b>619</b> <b>52%</b>	193 49%	278 74% NP	139 37% *
<b>NET : Bottom 2 Box</b>	<b>286</b> <b>24%</b>	124 32% O	62 17%	87 23% *
<b>Mean score</b>	<b>2.85</b>	2.65	3.13 NP	2.73 *
<b>Standard Deviation</b>	<b>0.902</b>	0.903	0.81	0.918
<b>Error Variance</b>	<b>0.001</b>	0.003	0.002	0.004

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) Continuity correction applied

# Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

Brexit priority. The following issues are some of the things that have been discussed regarding Britain's future relationship with the EU. How important, if at all, is it to you personally that each of the following are part of the UK's EU exit agreement: - Unrestricted right of UK citizens to live in the EU

Base: All adults GB 18+

	Total	GENDER		AGE						GE Vote 2017				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservatives	Labour	Lib Dems	Other	No vote
		A	B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	1184	585	597	158	206	194	218	181	227	342	389	92	135	186
Weighted Base	1184	575	599	131	204	189	210	174	276	320	230	74	74	435
<b>Must have this (4)</b>	<b>257</b> <b>22%</b>	127 22%	123 20%	18 14% *	39 19% *	35 19% *	34 16% *	31 18% *	99 36% CDEFG	72 22%	79 34% ILM	17 22% *	11 14% *	74 17%
<b>Prefer to have this (3)</b>	<b>388</b> <b>33%</b>	229 40% B	156 26%	35 27% *	61 30% *	39 21% *	89 42% E*	72 41% E*	92 33%	136 43% M	77 34% M	35 47% M*	38 51% M*	93 21%
<b>Prefer not to have this (2)</b>	<b>152</b> <b>13%</b>	83 14%	69 11%	31 24% EH*	34 17% H*	17 9% *	32 15% H*	20 12% *	16 6%	37 12%	28 12%	10 14% *	7 10% *	68 16%
<b>Must not have this (1)</b>	<b>73</b> <b>6%</b>	32 5%	41 7%	8 6% *	10 5% *	26 14% H*	8 4% *	14 8% *	7 3%	18 6%	11 5%	- * *	8 10% *	35 8%
<b>Don't know</b>	<b>315</b> <b>27%</b>	105 18%	210 35% A	38 29% *	59 29% *	72 38% GH*	47 23% *	37 21% *	62 22%	57 18%	35 15%	13 17% *	11 15% *	164 38% IJKL
<b>NET : Top 2 Box</b>	<b>645</b> <b>54%</b>	356 62% B	279 47%	53 41% *	100 49% *	75 39% *	122 58% CE*	103 59% CE*	191 69% CDE	208 65% M	156 68% M	51 69% M*	48 65% M*	167 38%
<b>NET : Bottom 2 Box</b>	<b>224</b> <b>19%</b>	115 20%	110 18%	40 30% H*	44 22% H*	43 23% H*	41 19% H*	34 19% H*	23 8%	55 17%	39 17%	10 14% *	15 20% *	104 24%
<b>Mean score</b>	<b>2.95</b>	2.96	2.93	2.68 *	2.9 *	2.71 **	2.91 *	2.88 *	3.32 CDFG*	2.99	3.14 M	3.1 *	2.81 **	2.76 *
<b>Standard Deviation</b>	<b>0.896</b>	0.845	0.955	0.89	0.879	1.12	0.775	0.877	0.753	0.833	0.872	0.668	0.857	0.995
<b>Error Variance</b>	<b>0.001</b>	0.002	0.002	0.009	0.005	0.011	0.004	0.006	0.003	0.003	0.004	0.007	0.012	0.004

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) Continuity correction applied



# Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

Brexit priority. The following issues are some of the things that have been discussed regarding Britain's future relationship with the EU. How important, if at all, is it to you personally that each of the following are part of the UK's EU exit agreement: - Unrestricted right of UK citizens to live in the EU

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		N	O	P
Unweighted Base	1184	513	495	152
Weighted Base	1184	390	374	372
<b>Must have this (4)</b>	<b>257</b> <b>22%</b>	72 18%	113 30% NP	61 16% *
<b>Prefer to have this (3)</b>	<b>388</b> <b>33%</b>	148 38% P	155 42% P	83 22% *
<b>Prefer not to have this (2)</b>	<b>152</b> <b>13%</b>	60 15%	43 12%	37 10% *
<b>Must not have this (1)</b>	<b>73</b> <b>6%</b>	27 7%	14 4%	30 8% *
<b>Don't know</b>	<b>315</b> <b>27%</b>	82 21% O	48 13%	161 43% NO*
<b>NET : Top 2 Box</b>	<b>645</b> <b>54%</b>	221 57% P	268 72% NP	144 39% *
<b>NET : Bottom 2 Box</b>	<b>224</b> <b>19%</b>	87 22%	57 15%	67 18% *
<b>Mean score</b>	<b>2.95</b>	2.86	3.13 N	2.83 *
<b>Standard Deviation</b>	<b>0.896</b>	0.874	0.797	1.005
<b>Error Variance</b>	<b>0.001</b>	0.002	0.002	0.005

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) Continuity correction applied



# Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

Brexit priority. The following issues are some of the things that have been discussed regarding Britain's future relationship with the EU. How important, if at all, is it to you personally that each of the following are part of the UK's EU exit agreement: - European companies to have tariff-free access to the UK market (including services)

Base: All adults GB 18+

	GENDER			AGE						GE Vote 2017				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservatives	Labour	Lib Dems	Other	No vote
	A	B	C	D	E	F	G	H	I	J	K	L	M	
Unweighted Base	1184	585	597	158	206	194	218	181	227	342	389	92	135	186
Weighted Base	1184	575	599	131	204	189	210	174	276	320	230	74	74	435
<b>Must have this (4)</b>	<b>228</b> <b>19%</b>	124 22%	97 16%	13 10% *	30 15% *	31 16% *	48 23% *	42 24% C*	64 23% C	63 20%	59 26%	13 17% *	19 25% *	71 16%
<b>Prefer to have this (3)</b>	<b>401</b> <b>34%</b>	210 36%	188 31%	41 31% *	66 32% *	50 27% *	79 38% *	58 33% *	107 39%	134 42% M	84 36%	39 52% M*	24 33% *	110 25%
<b>Prefer not to have this (2)</b>	<b>179</b> <b>15%</b>	106 19%	72 12%	24 18% *	38 19% *	22 12% *	33 16% *	31 18% *	30 11%	50 16%	29 13%	7 10% *	19 26% *	72 16%
<b>Must not have this (1)</b>	<b>59</b> <b>5%</b>	31 5%	28 5%	11 9% *	11 5% *	10 5% *	8 4% *	7 4% *	12 4%	20 6%	21 9%	2 2% *	2 2% *	10 2%
<b>Don't know</b>	<b>317</b> <b>27%</b>	104 18%	214 36% A	41 31% *	58 29% *	76 40% FGH*	43 20% *	36 21% *	63 23%	52 16%	36 16%	14 18% *	10 14% *	171 39% IJKL
<b>NET : Top 2 Box</b>	<b>629</b> <b>53%</b>	334 58% B	285 48%	54 42% *	96 47% *	81 43% *	127 61% CE*	100 57% *	171 62% CE	197 62% M	144 62% M	51 69% M*	43 58% *	181 42%
<b>NET : Bottom 2 Box</b>	<b>237</b> <b>20%</b>	138 24%	100 17%	35 27% *	49 24% *	32 17% *	40 19% *	38 22% *	42 15%	70 22%	51 22%	9 12% *	21 28% *	82 19%
<b>Mean score</b>	<b>2.92</b>	2.91	2.92	2.62 *	2.79 *	2.9 **	3 C*	2.97 *	3.05 C*	2.9	2.94	3.03 *	2.94 **	2.92 *
<b>Standard Deviation</b>	<b>0.857</b>	0.863	0.849	0.89	0.857	0.902	0.817	0.862	0.815	0.848	0.948	0.671	0.843	0.834
<b>Error Variance</b>	<b>0.001</b>	0.002	0.002	0.009	0.005	0.007	0.004	0.005	0.003	0.003	0.005	0.007	0.011	0.003

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) Continuity correction applied



# Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

Brexit priority. The following issues are some of the things that have been discussed regarding Britain's future relationship with the EU. How important, if at all, is it to you personally that each of the following are part of the UK's EU exit agreement: - European companies to have tariff-free access to the UK market (including services)

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		N	O	P
Unweighted Base	1184	513	495	152
Weighted Base	1184	390	374	372
<b>Must have this (4)</b>	<b>228</b> <b>19%</b>	52 13%	102 27%	68 18%
		N	*	*
<b>Prefer to have this (3)</b>	<b>401</b> <b>34%</b>	160 41%	168 45%	70 19%
		P	P	*
<b>Prefer not to have this (2)</b>	<b>179</b> <b>15%</b>	57 15%	41 11%	71 19%
				*
<b>Must not have this (1)</b>	<b>59</b> <b>5%</b>	31 8%	15 4%	13 3%
				*
<b>Don't know</b>	<b>317</b> <b>27%</b>	90 23%	48 13%	150 40%
		O		NO*
<b>NET : Top 2 Box</b>	<b>629</b> <b>53%</b>	212 54%	270 72%	137 37%
		P	NP	*
<b>NET : Bottom 2 Box</b>	<b>237</b> <b>20%</b>	89 23%	56 15%	84 23%
		O		*
<b>Mean score</b>	<b>2.92</b>	2.77	3.1	2.87
			N	*
<b>Standard Deviation</b>	<b>0.857</b>	0.856	0.782	0.918
<b>Error Variance</b>	<b>0.001</b>	0.002	0.002	0.004

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) Continuity correction applied





# Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

Brexit priority. The following issues are some of the things that have been discussed regarding Britain's future relationship with the EU. How important, if at all, is it to you personally that each of the following are part of the UK's EU exit agreement: - British companies to have tariff-free access to the EU market (including services)

Base: All adults GB 18+

	GENDER			AGE						GE Vote 2017				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservatives	Labour	Lib Dems	Other	No vote
	A	B	C	D	E	F	G	H	I	J	K	L	M	
Unweighted Base	1184	585	597	158	206	194	218	181	227	342	389	92	135	186
Weighted Base	1184	575	599	131	204	189	210	174	276	320	230	74	74	435
<b>Must have this (4)</b>	<b>285</b> <b>24%</b>	155 27%	124 21%	21 16%	42 20%	42 22%	55 26%	45 26%	81 29%	76 24%	76 33%	17 23%	21 29%	90 21%
<b>Prefer to have this (3)</b>	<b>455</b> <b>38%</b>	235 41%	217 36%	47 36%	70 34%	52 28%	83 40%	72 42%	130 47%	154 48%	89 38%	39 52%	32 44%	127 29%
<b>Prefer not to have this (2)</b>	<b>103</b> <b>9%</b>	65 11%	39 6%	17 13%	23 11%	18 9%	19 9%	17 9%	11 4%	26 8%	27 12%	5 7%	3 4%	43 10%
<b>Must not have this (1)</b>	<b>53</b> <b>4%</b>	31 5%	22 4%	14 11%	18 9%	7 4%	12 5%	3 2%	- -	15 5%	6 3%	- 1%	7 10%	23 5%
<b>Don't know</b>	<b>287</b> <b>24%</b>	89 15%	198 33%	32 25%	51 25%	70 37%	42 20%	37 21%	55 20%	48 15%	33 14%	12 17%	10 14%	151 35%
<b>NET : Top 2 Box</b>	<b>740</b> <b>63%</b>	390 68%	340 57%	68 52%	112 55%	94 50%	138 66%	118 68%	211 76%	230 72%	164 71%	56 76%	54 72%	217 50%
<b>NET : Bottom 2 Box</b>	<b>157</b> <b>13%</b>	96 17%	61 10%	31 23%	40 20%	25 13%	30 15%	19 11%	11 4%	41 13%	33 14%	6 8%	10 14%	66 15%
<b>Mean score</b>	<b>3.08</b>	3.06	3.1	2.76	2.89	3.08	3.08	3.17	3.31	3.07	3.18	3.18	3.06	3
<b>Standard Deviation</b>	<b>0.815</b>	0.841	0.784	0.951	0.941	0.858	0.843	0.712	0.563	0.775	0.787	0.607	0.923	0.896
<b>Error Variance</b>	<b>0.001</b>	0.001	0.002	0.009	0.006	0.006	0.004	0.004	0.001	0.002	0.003	0.006	0.013	0.003

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) Continuity correction applied

# Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

Brexit priority. The following issues are some of the things that have been discussed regarding Britain's future relationship with the EU. How important, if at all, is it to you personally that each of the following are part of the UK's EU exit agreement: - British companies to have tariff-free access to the EU market (including services)

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		N	O	P
Unweighted Base	1184	513	495	152
Weighted Base	1184	390	374	372
<b>Must have this (4)</b>	<b>285</b> <b>24%</b>	69 18%	130 35% NP	77 21% *
<b>Prefer to have this (3)</b>	<b>455</b> <b>38%</b>	189 49% P	169 45% P	90 24% *
<b>Prefer not to have this (2)</b>	<b>103</b> <b>9%</b>	39 10%	26 7%	30 8% *
<b>Must not have this (1)</b>	<b>53</b> <b>4%</b>	22 6% O	5 1%	27 7% O*
<b>Don't know</b>	<b>287</b> <b>24%</b>	71 18% O	44 12%	147 40% NO*
<b>NET : Top 2 Box</b>	<b>740</b> <b>63%</b>	259 66% P	299 80% NP	167 45% *
<b>NET : Bottom 2 Box</b>	<b>157</b> <b>13%</b>	60 15% O	31 8%	57 15% *
<b>Mean score</b>	<b>3.08</b>	2.96	3.29 NP	2.97 *
<b>Standard Deviation</b>	<b>0.815</b>	0.781	0.673	0.978
<b>Error Variance</b>	<b>0.001</b>	0.002	0.001	0.004

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) Continuity correction applied

# Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

Brexit priority. The following issues are some of the things that have been discussed regarding Britain's future relationship with the EU. How important, if at all, is it to you personally that each of the following are part of the UK's EU exit agreement: - No further contributions to the EU budget

Base: All adults GB 18+

	GENDER			AGE						GE Vote 2017				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservatives	Labour	Lib Dems	Other	No vote
	A	B	C	D	E	F	G	H	I	J	K	L	M	
Unweighted Base	1184	585	597	158	206	194	218	181	227	342	389	92	135	186
Weighted Base	1184	575	599	131	204	189	210	174	276	320	230	74	74	435
<b>Must have this (4)</b>	<b>383</b> <b>32%</b>	195 34%	180 30%	24 18%	33 16%	33 17%	76 36%	82 47%	135 49%	186 58%	55 24%	17 23%	33 44%	88 20%
<b>Prefer to have this (3)</b>	<b>279</b> <b>24%</b>	127 22%	152 25%	39 29%	68 34%	36 19%	41 20%	38 22%	57 21%	68 21%	61 27%	27 36%	14 20%	100 23%
<b>Prefer not to have this (2)</b>	<b>194</b> <b>16%</b>	113 20%	81 13%	29 22%	36 18%	37 20%	38 18%	15 8%	39 14%	28 9%	47 20%	14 19%	17 23%	83 19%
<b>Must not have this (1)</b>	<b>64</b> <b>5%</b>	41 7%	20 3%	- *	11 6%	12 6%	10 5%	11 7%	19 7%	16 5%	27 12%	3 4%	2 3%	4 1%
<b>Don't know</b>	<b>265</b> <b>22%</b>	99 17%	166 28%	39 30%	54 27%	72 38%	45 21%	28 16%	27 10%	21 7%	41 18%	14 18%	8 11%	160 37%
<b>NET : Top 2 Box</b>	<b>661</b> <b>56%</b>	322 56%	332 56%	62 48%	102 50%	68 36%	117 56%	120 69%	192 69%	254 79%	116 50%	43 58%	47 63%	189 43%
<b>NET : Bottom 2 Box</b>	<b>258</b> <b>22%</b>	154 27%	101 17%	29 22%	48 23%	49 26%	48 23%	26 15%	58 21%	45 14%	74 32%	17 23%	19 26%	87 20%
<b>Mean score</b>	<b>3.07</b>	3	3.14	2.94	2.83	2.75	3.11	3.3	3.23	3.42	2.76	2.95	3.16	2.99
<b>Standard Deviation</b>	<b>0.95</b>	0.998	0.878	0.771	0.864	0.979	0.957	0.942	0.973	0.875	1.023	0.844	0.936	0.825
<b>Error Variance</b>	<b>0.001</b>	0.002	0.002	0.007	0.005	0.008	0.006	0.006	0.004	0.003	0.006	0.012	0.013	0.002

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) Continuity correction applied



# Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

Brexit priority. The following issues are some of the things that have been discussed regarding Britain's future relationship with the EU. How important, if at all, is it to you personally that each of the following are part of the UK's EU exit agreement: - No further contributions to the EU budget

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		N	O	P
Unweighted Base	1184	513	495	152
Weighted Base	1184	390	374	372
<b>Must have this (4)</b>	<b>383</b> <b>32%</b>	216 55% OP	83 22%	79 21% *
<b>Prefer to have this (3)</b>	<b>279</b> <b>24%</b>	86 22%	116 31% NP	66 18% *
<b>Prefer not to have this (2)</b>	<b>194</b> <b>16%</b>	44 11%	85 23% N	57 15% *
<b>Must not have this (1)</b>	<b>64</b> <b>5%</b>	14 4%	36 10% N	13 3% *
<b>Don't know</b>	<b>265</b> <b>22%</b>	30 8%	53 14% N	157 42% NO*
<b>NET : Top 2 Box</b>	<b>661</b> <b>56%</b>	302 77% OP	199 53% P	145 39% *
<b>NET : Bottom 2 Box</b>	<b>258</b> <b>22%</b>	58 15%	121 32% NP	70 19% *
<b>Mean score</b>	<b>3.07</b>	3.4 OP	2.77	2.98 *
<b>Standard Deviation</b>	<b>0.95</b>	0.848	0.962	0.936
<b>Error Variance</b>	<b>0.001</b>	0.002	0.003	0.004

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) Continuity correction applied

# Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

Brexit priority. The following issues are some of the things that have been discussed regarding Britain's future relationship with the EU. How important, if at all, is it to you personally that each of the following are part of the UK's EU exit agreement: - The UK and EU to continue collaborating on science, research and technology initiatives

Base: All adults GB 18+

	GENDER			AGE						GE Vote 2017				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservatives	Labour	Lib Dems	Other	No vote
	A	B	C	D	E	F	G	H	I	J	K	L	M	
Unweighted Base	1184	585	597	158	206	194	218	181	227	342	389	92	135	186
Weighted Base	1184	575	599	131	204	189	210	174	276	320	230	74	74	435
<b>Must have this (4)</b>	<b>459</b> <b>39%</b>	215 37%	234 39%	31 24% *	52 25% *	63 33% *	82 39% *	72 42% CD*	158 57% CDEFG	147 46% M	102 44% M	41 55% M*	33 44% *	120 28%
<b>Prefer to have this (3)</b>	<b>368</b> <b>31%</b>	189 33%	179 30%	39 30% *	63 31% *	57 30% *	71 34% *	63 36% *	76 28% M	123 38% M	82 36% M	24 32% *	29 39% *	102 23%
<b>Prefer not to have this (2)</b>	<b>117</b> <b>10%</b>	79 14%	38 6%	19 15% GH*	40 20% GH*	19 10% H*	27 13% H*	7 4% *	6 2% *	19 6% M	18 8% M	4 6% *	7 10% *	69 16% I
<b>Must not have this (1)</b>	<b>44</b> <b>4%</b>	20 3%	24 4%	9 7% F*	4 2% *	7 3% *	- * *	9 5% *	14 5% *	9 3% M	8 3% M	- * *	- * *	26 6%
<b>Don't know</b>	<b>196</b> <b>17%</b>	73 13%	124 21% A	32 25% H*	46 22% H*	44 23% H*	30 14% *	22 13% *	22 8% M	22 7% M	21 9% M	5 7% *	5 7% *	118 27% IJKL
<b>NET : Top 2 Box</b>	<b>827</b> <b>70%</b>	404 70%	413 69%	70 54% *	114 56% *	120 63% *	153 73% CD*	136 78% CD*	234 85% CDE	270 84% M	184 80% M	65 88% M*	62 83% M*	222 51%
<b>NET : Bottom 2 Box</b>	<b>161</b> <b>14%</b>	99 17% B	62 10%	29 22% H*	44 22% H*	25 13% *	27 13% *	16 9% *	20 7% M	28 9% M	25 11% M	4 6% *	7 10% *	95 22% IJK
<b>Mean score</b>	<b>3.26</b>	3.19	3.31	2.94 *	3.02 *	3.21 *	3.3 C*	3.31 C*	3.49 CD	3.37 M	3.33 M	3.54 M*	3.36 *	2.99 *
<b>Standard Deviation</b>	<b>0.833</b>	0.84	0.823	0.945	0.827	0.839	0.724	0.817	0.797	0.74	0.781	0.61	0.683	0.965
<b>Error Variance</b>	<b>0.001</b>	0.001	0.001	0.009	0.004	0.005	0.003	0.004	0.003	0.002	0.003	0.005	0.007	0.003

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) Continuity correction applied



# Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

Brexit priority. The following issues are some of the things that have been discussed regarding Britain's future relationship with the EU. How important, if at all, is it to you personally that each of the following are part of the UK's EU exit agreement: - The UK and EU to continue collaborating on science, research and technology initiatives

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		N	O	P
Unweighted Base	1184	513	495	152
Weighted Base	1184	390	374	372
<b>Must have this (4)</b>	<b>459</b> <b>39%</b>	133 34%	203 54% NP	105 28% *
<b>Prefer to have this (3)</b>	<b>368</b> <b>31%</b>	170 44% OP	94 25%	95 26% *
<b>Prefer not to have this (2)</b>	<b>117</b> <b>10%</b>	35 9%	30 8%	50 13% *
<b>Must not have this (1)</b>	<b>44</b> <b>4%</b>	17 4%	12 3%	14 4% *
<b>Don't know</b>	<b>196</b> <b>17%</b>	35 9%	34 9%	107 29% NO*
<b>NET : Top 2 Box</b>	<b>827</b> <b>70%</b>	303 78% P	297 79% P	201 54% *
<b>NET : Bottom 2 Box</b>	<b>161</b> <b>14%</b>	52 13%	43 11%	64 17% *
<b>Mean score</b>	<b>3.26</b>	3.18	3.43 NP	3.1 *
<b>Standard Deviation</b>	<b>0.833</b>	0.796	0.804	0.889
<b>Error Variance</b>	<b>0.001</b>	0.002	0.002	0.003

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) Continuity correction applied

# Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

Brexit priority. The following issues are some of the things that have been discussed regarding Britain's future relationship with the EU. How important, if at all, is it to you personally that each of the following are part of the UK's EU exit agreement: - The UK and EU to continue collaborating on security and policing

Base: All adults GB 18+

	Total	GENDER		AGE						GE Vote 2017				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservatives	Labour	Lib Dems	Other	No vote
		A	B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	1184	585	597	158	206	194	218	181	227	342	389	92	135	186
Weighted Base	1184	575	599	131	204	189	210	174	276	320	230	74	74	435
<b>Must have this (4)</b>	<b>484</b> <b>41%</b>	243 42%	232 39%	24 18% *	48 24% *	67 36% C*	85 40% CD*	82 47% CD*	178 65% CDEFG	174 54% M	115 50% M	38 51% M*	38 51% M*	106 24%
<b>Prefer to have this (3)</b>	<b>353</b> <b>30%</b>	168 29%	186 31%	51 39% H*	71 35% H*	50 26% *	74 35% H*	50 29% *	57 21%	107 33%	68 30%	28 38% *	14 19% *	126 29%
<b>Prefer not to have this (2)</b>	<b>102</b> <b>9%</b>	65 11%	38 6%	12 9% *	33 16% H*	12 6% *	18 9% *	19 11% H*	8 3%	9 3%	23 10% I	4 6% *	12 16% I*	54 12% I
<b>Must not have this (1)</b>	<b>37</b> <b>3%</b>	21 4%	16 3%	5 4% *	10 5% *	8 4% *	3 1% *	4 2% *	7 3%	7 2%	6 3%	- * *	3 5% *	20 5%
<b>Don't know</b>	<b>207</b> <b>17%</b>	80 14%	127 21% A	39 30% FGH*	42 20% H*	52 27% GH*	30 14% *	20 11% *	25 9%	23 7%	19 8%	4 5% *	7 9% *	129 30% IJKL
<b>NET : Top 2 Box</b>	<b>837</b> <b>71%</b>	410 71%	418 70% A	75 57% *	119 58% *	117 62% *	159 76% CD*	131 76% CD*	235 85% CDE	281 88% JLM	183 79% M	66 89% M*	52 70% *	232 53%
<b>NET : Bottom 2 Box</b>	<b>140</b> <b>12%</b>	86 15%	54 9%	17 13% *	43 21% H*	20 11% *	21 10% *	23 13% *	16 6%	16 5%	29 13% I	4 6% *	16 21% I*	74 17% I
<b>Mean score</b>	<b>3.31</b>	3.27	3.34	3.01 *	2.97 *	3.28 *	3.34 CD*	3.36 CD*	3.62 CDEFG	3.51 M	3.37 M	3.47 M*	3.28 *	3.04 *
<b>Standard Deviation</b>	<b>0.809</b>	0.845	0.772	0.789	0.868	0.864	0.719	0.787	0.693	0.672	0.791	0.621	0.937	0.887
<b>Error Variance</b>	<b>0.001</b>	0.001	0.001	0.007	0.005	0.005	0.003	0.004	0.002	0.002	0.003	0.006	0.013	0.003

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) Continuity correction applied



# Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

Brexit priority. The following issues are some of the things that have been discussed regarding Britain's future relationship with the EU. How important, if at all, is it to you personally that each of the following are part of the UK's EU exit agreement: - The UK and EU to continue collaborating on security and policing

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		N	O	P
Unweighted Base	1184	513	495	152
Weighted Base	1184	390	374	372
<b>Must have this (4)</b>	<b>484</b> <b>41%</b>	165 42% P	209 56% NP	98 26% *
<b>Prefer to have this (3)</b>	<b>353</b> <b>30%</b>	143 37%	105 28%	98 26% *
<b>Prefer not to have this (2)</b>	<b>102</b> <b>9%</b>	33 9%	26 7%	34 9% *
<b>Must not have this (1)</b>	<b>37</b> <b>3%</b>	16 4%	8 2%	14 4% *
<b>Don't know</b>	<b>207</b> <b>17%</b>	34 9%	26 7%	128 34% NO*
<b>NET : Top 2 Box</b>	<b>837</b> <b>71%</b>	308 79% P	314 84% P	196 53% *
<b>NET : Bottom 2 Box</b>	<b>140</b> <b>12%</b>	49 12%	34 9%	48 13% *
<b>Mean score</b>	<b>3.31</b>	3.28	3.48 NP	3.15 *
<b>Standard Deviation</b>	<b>0.809</b>	0.808	0.733	0.868
<b>Error Variance</b>	<b>0.001</b>	0.002	0.002	0.003

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) Continuity correction applied



Outcomes. Compared to remaining part of the EU, do you think leaving the EU will make things better for you or make things worse? - Summary table

Base: All adults GB 18+

	the price of things you buy	the price of homes	the standard of care in the NHS	the standard of schools where you live	the mix of people where you live	your job and career opportunities
<b>Unweighted Base</b>	1184	1184	1184	1184	1184	1184
<b>Weighted Base</b>	1184	1184	1184	1184	1184	1184
<b>Much better</b>	54 5%	70 6%	91 8%	80 7%	71 6%	64 5%
<b>A bit better</b>	89 8%	152 13%	178 15%	122 10%	114 10%	116 10%
<b>No difference</b>	296 25%	437 37%	410 35%	610 52%	677 57%	560 47%
<b>A bit worse</b>	405 34%	227 19%	224 19%	160 14%	138 12%	209 18%
<b>Much worse</b>	254 21%	177 15%	174 15%	88 7%	77 7%	123 10%
<b>Not sure</b>	86 7%	121 10%	107 9%	125 11%	106 9%	112 9%
<b>NET : Much/a bit better</b>	143 12%	222 19%	269 23%	202 17%	185 16%	180 15%
<b>NET : Much / a bit worse</b>	659 56%	405 34%	398 34%	248 21%	215 18%	332 28%

# Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

Outcomes. Compared to remaining part of the EU, do you think leaving the EU will make things better for you or make things worse? - the price of things you buy

Base: All adults GB 18+

	GENDER			AGE						GE Vote 2017				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservatives	Labour	Lib Dems	Other	No vote
	A	B	C	D	E	F	G	H	I	J	K	L	M	
Unweighted Base	1184	585	597	158	206	194	218	181	227	342	389	92	135	186
Weighted Base	1184	575	599	131	204	189	210	174	276	320	230	74	74	435
<b>Much better</b>	<b>54</b> <b>5%</b>	38 7%	16 3%	10 8% *	14 7% *	12 6% *	2 1% *	7 4% *	9 3% *	20 6%	12 5%	2 2% *	4 5% *	17 4%
<b>A bit better</b>	<b>89</b> <b>8%</b>	46 8%	43 7%	17 13% *	19 9% *	11 6% *	10 5% *	14 8% *	18 6% *	32 10%	18 8%	6 8% *	8 10% *	25 6%
<b>No difference</b>	<b>296</b> <b>25%</b>	190 33% B	105 18%	30 23% *	60 30% *	37 19% *	59 28% *	46 26% *	64 23% JM	106 33%	37 16%	16 22% *	28 38% J*	95 22%
<b>A bit worse</b>	<b>405</b> <b>34%</b>	170 30%	226 38%	24 18% *	45 22% *	45 24% *	87 42% CDE*	67 38% CD*	136 49% CDE	125 39%	83 36%	29 39% *	27 37% *	122 28%
<b>Much worse</b>	<b>254</b> <b>21%</b>	107 19%	147 25%	32 25% *	54 26% H*	63 33% GH*	44 21% *	25 14% *	36 13%	29 9%	70 30% IL	15 20% I*	6 8% *	126 29% IL
<b>Not sure</b>	<b>86</b> <b>7%</b>	25 4%	61 10% A	18 14% F*	11 6% *	21 11% *	8 4% *	15 8% *	13 5%	9 3%	11 5%	6 8% *	1 2% *	50 12% I
<b>NET : Much/a bit better</b>	<b>143</b> <b>12%</b>	84 15%	59 10%	27 21% F*	33 16% *	23 12% *	12 6% *	21 12% *	27 10%	51 16%	30 13%	8 11% *	12 16% *	42 10%
<b>NET : Much / a bit worse</b>	<b>659</b> <b>56%</b>	277 48%	373 62% A	56 43% *	99 49% *	108 57% *	131 63% C*	92 53% *	172 62% C	154 48%	153 66% IL	44 59% *	33 45% *	248 57%

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) Continuity correction applied

# Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

Outcomes. Compared to remaining part of the EU, do you think leaving the EU will make things better for you or make things worse? - the price of things you buy

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		N	O	P
Unweighted Base	1184	513	495	152
Weighted Base	1184	390	374	372
<b>Much better</b>	<b>54</b> <b>5%</b>	25 6%	17 5%	13 3% *
<b>A bit better</b>	<b>89</b> <b>8%</b>	46 12% P	26 7%	16 4% *
<b>No difference</b>	<b>296</b> <b>25%</b>	141 36% OP	71 19%	71 19% *
<b>A bit worse</b>	<b>405</b> <b>34%</b>	133 34%	146 39%	110 30% *
<b>Much worse</b>	<b>254</b> <b>21%</b>	27 7%	107 29% N	116 31% N*
<b>Not sure</b>	<b>86</b> <b>7%</b>	17 4%	7 2%	45 12% NO*
<b>NET : Much/a bit better</b>	<b>143</b> <b>12%</b>	71 18% OP	43 11%	29 8% *
<b>NET : Much / a bit worse</b>	<b>659</b> <b>56%</b>	161 41%	253 68% N	226 61% N*

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) Continuity correction applied

# Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

Outcomes. Compared to remaining part of the EU, do you think leaving the EU will make things better for you or make things worse? - the price of homes

Base: All adults GB 18+

	Total	GENDER		AGE						GE Vote 2017				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservatives	Labour	Lib Dems	Other	No vote
		A	B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	1184	585	597	158	206	194	218	181	227	342	389	92	135	186
Weighted Base	1184	575	599	131	204	189	210	174	276	320	230	74	74	435
<b>Much better</b>	<b>70</b> <b>6%</b>	42 7%	28 5%	19 14% F*	13 6%	12 7%	2 1%	8 5%	16 6%	23 7%	10 4%	6 8%	6 8%	24 6%
<b>A bit better</b>	<b>152</b> <b>13%</b>	96 17% B	56 9%	24 18% *	34 17% *	21 11% *	28 13% *	19 11% *	25 9%	50 16%	35 15%	11 15% *	8 11% *	46 11%
<b>No difference</b>	<b>437</b> <b>37%</b>	244 42% B	190 32%	20 15% *	44 22% *	62 33% C*	79 38% CD*	84 48% CD*	149 54% CDEF	156 49% JKM	77 34%	20 27% *	35 47% *	125 29%
<b>A bit worse</b>	<b>227</b> <b>19%</b>	75 13%	145 24% A	22 17% *	46 23% *	31 17% *	54 26% *	26 15% *	48 17%	58 18%	44 19%	16 22% *	13 18% *	87 20%
<b>Much worse</b>	<b>177</b> <b>15%</b>	85 15%	92 15%	20 15% H*	53 26% H*	32 17% H*	34 16% H*	25 14% H*	14 5%	11 3%	49 21% I	12 17% I*	7 9% *	93 21% I
<b>Not sure</b>	<b>121</b> <b>10%</b>	32 6%	88 15% A	26 20% DFGH*	13 7% *	31 16% *	14 6% *	13 7% *	24 9%	21 7%	15 7%	9 11% *	5 7% *	60 14%
<b>NET : Much/a bit better</b>	<b>222</b> <b>19%</b>	138 24% B	84 14%	43 33% FGH*	48 23% *	33 18% *	30 14% *	27 16% *	41 15%	74 23%	45 19%	17 22% *	14 19% *	70 16%
<b>NET : Much / a bit worse</b>	<b>405</b> <b>34%</b>	161 28%	237 40% A	42 32% *	99 49% GH*	63 33% *	87 42% H*	50 29% *	62 23%	69 22%	93 40% I	29 39% I*	21 28% *	180 41% I

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) Continuity correction applied

# Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

Outcomes. Compared to remaining part of the EU, do you think leaving the EU will make things better for you or make things worse? - the price of homes

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		N	O	P
Unweighted Base	1184	513	495	152
Weighted Base	1184	390	374	372
<b>Much better</b>	<b>70</b> <b>6%</b>	40 10% OP	19 5%	8 2% *
<b>A bit better</b>	<b>152</b> <b>13%</b>	73 19% P	47 13%	30 8% *
<b>No difference</b>	<b>437</b> <b>37%</b>	187 48% OP	127 34%	99 27% *
<b>A bit worse</b>	<b>227</b> <b>19%</b>	42 11%	85 23% N	99 27% N*
<b>Much worse</b>	<b>177</b> <b>15%</b>	20 5%	75 20% N	79 21% N*
<b>Not sure</b>	<b>121</b> <b>10%</b>	28 7%	21 6%	56 15% O*
<b>NET : Much/a bit better</b>	<b>222</b> <b>19%</b>	113 29% OP	66 18%	38 10% *
<b>NET : Much / a bit worse</b>	<b>405</b> <b>34%</b>	62 16%	160 43% N	178 48% N*

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) Continuity correction applied

# Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

Outcomes. Compared to remaining part of the EU, do you think leaving the EU will make things better for you or make things worse? - the standard of care in the NHS

Base: All adults GB 18+

	GENDER			AGE						GE Vote 2017				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservatives	Labour	Lib Dems	Other	No vote
	A	B	C	D	E	F	G	H	I	J	K	L	M	
Unweighted Base	1184	585	597	158	206	194	218	181	227	342	389	92	135	186
Weighted Base	1184	575	599	131	204	189	210	174	276	320	230	74	74	435
<b>Much better</b>	<b>91</b> <b>8%</b>	47 8%	45 7%	13 10% *	16 8% *	12 6% *	11 5% *	12 7% *	28 10%	38 12%	17 7%	3 4% *	5 7% *	28 6%
<b>A bit better</b>	<b>178</b> <b>15%</b>	96 17%	82 14%	17 13% *	42 21% *	20 11% *	23 11% *	31 18% *	45 16%	66 21% M	38 17%	13 17% *	8 11% *	50 12%
<b>No difference</b>	<b>410</b> <b>35%</b>	232 40%	178 30%	32 25% *	55 27% *	69 37% *	84 40% *	71 41% *	98 35%	142 45% J	51 22%	25 34% *	30 41% J*	143 33%
<b>A bit worse</b>	<b>224</b> <b>19%</b>	88 15%	126 21%	26 20% *	44 22% *	35 18% *	41 20% *	22 13% *	56 20%	43 13%	54 23% I	16 21% *	16 22% *	85 20%
<b>Much worse</b>	<b>174</b> <b>15%</b>	86 15%	88 15%	18 14% *	35 17% *	30 16% *	35 17% *	25 15% *	31 11%	15 5%	58 25% I	12 16% I*	13 17% I*	72 16% I
<b>Not sure</b>	<b>107</b> <b>9%</b>	27 5%	80 13% A	24 18% A DGH*	12 6% *	23 12% *	16 8% *	11 7% *	20 7%	16 5%	12 5%	6 8% *	2 3% *	57 13% IJ
<b>NET : Much/a bit better</b>	<b>269</b> <b>23%</b>	143 25%	127 21%	31 23% *	58 28% *	32 17% *	33 16% *	43 25% *	72 26%	104 32% M	55 24%	16 21% *	14 18% *	78 18%
<b>NET : Much / a bit worse</b>	<b>398</b> <b>34%</b>	174 30%	214 36%	44 33% *	79 39% *	65 34% *	76 36% *	48 28% *	86 31%	57 18%	112 49% IM	27 37% I*	28 38% I*	157 36% I

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) Continuity correction applied

# Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

Outcomes. Compared to remaining part of the EU, do you think leaving the EU will make things better for you or make things worse? - the standard of care in the NHS

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		<b>N</b>	<b>O</b>	<b>P</b>
Unweighted Base	1184	513	495	152
Weighted Base	1184	390	374	372
<b>Much better</b>	<b>91</b> <b>8%</b>	62 16% OP	17 4% *	13 4% *
<b>A bit better</b>	<b>178</b> <b>15%</b>	92 24% OP	47 13% *	36 10% *
<b>No difference</b>	<b>410</b> <b>35%</b>	158 41% P	129 35% *	102 28% *
<b>A bit worse</b>	<b>224</b> <b>19%</b>	42 11%	81 22% N	98 26% N*
<b>Much worse</b>	<b>174</b> <b>15%</b>	13 3%	83 22% N	72 19% N*
<b>Not sure</b>	<b>107</b> <b>9%</b>	24 6%	17 4%	51 14% O*
<b>NET : Much/a bit better</b>	<b>269</b> <b>23%</b>	153 39% OP	64 17% *	49 13% *
<b>NET : Much / a bit worse</b>	<b>398</b> <b>34%</b>	55 14%	164 44% N	169 46% N*

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) Continuity correction applied

# Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

Outcomes. Compared to remaining part of the EU, do you think leaving the EU will make things better for you or make things worse? - the standard of schools where you live

Base: All adults GB 18+

	GENDER			AGE						GE Vote 2017				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservatives	Labour	Lib Dems	Other	No vote
	A	B	C	D	E	F	G	H	I	J	K	L	M	
Unweighted Base	1184	585	597	158	206	194	218	181	227	342	389	92	135	186
Weighted Base	1184	575	599	131	204	189	210	174	276	320	230	74	74	435
<b>Much better</b>	<b>80</b> <b>7%</b>	50 9%	30 5%	16 12% H*	22 11% *	10 5% *	12 6% *	12 7% *	9 3% *	27 8%	16 7%	9 12% *	4 5% *	24 6%
<b>A bit better</b>	<b>122</b> <b>10%</b>	62 11%	60 10%	22 17% *	34 16% *	12 6% *	14 7% *	15 9% *	26 9% *	39 12%	33 15%	6 8% *	6 9% *	32 7%
<b>No difference</b>	<b>610</b> <b>52%</b>	319 55%	288 48%	34 26% *	95 47% C*	84 44% C*	113 54% C*	98 56% C*	185 67% CDE	206 64% JM	96 42%	37 50% *	44 60% *	198 46%
<b>A bit worse</b>	<b>160</b> <b>14%</b>	61 11%	92 15%	20 15% *	17 8% *	28 15% *	46 22% DH*	24 14% *	24 9% *	25 8%	38 16% I	9 12% *	11 14% *	74 17% I
<b>Much worse</b>	<b>88</b> <b>7%</b>	43 7%	44 7%	17 13% GH*	18 9% *	26 14% GH*	14 7% *	5 3% *	8 3% *	11 3%	27 12% I	4 6% *	5 6% *	40 9%
<b>Not sure</b>	<b>125</b> <b>11%</b>	39 7%	85 14% A	22 17% F*	18 9% *	29 15% *	11 5% *	21 12% *	24 9% *	12 4%	20 9%	9 13% I*	4 6% *	67 15% I
<b>NET : Much/a bit better</b>	<b>202</b> <b>17%</b>	112 19%	90 15%	37 29% EFH*	56 27% EFH*	21 11% *	26 12% *	26 15% *	35 13% *	66 21%	49 21%	15 20% *	10 14% *	56 13%
<b>NET : Much / a bit worse</b>	<b>248</b> <b>21%</b>	105 18%	136 23%	37 28% H*	35 17% *	55 29% H*	60 29% H*	29 17% *	32 12% *	36 11%	65 28% I	13 17% *	15 21% *	114 26% I

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) Continuity correction applied



# Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

Outcomes. Compared to remaining part of the EU, do you think leaving the EU will make things better for you or make things worse? - the standard of schools where you live

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		N	O	P
Unweighted Base	1184	513	495	152
Weighted Base	1184	390	374	372
<b>Much better</b>	<b>80</b> <b>7%</b>	44 11% P	24 6%	9 3% *
<b>A bit better</b>	<b>122</b> <b>10%</b>	57 15% P	42 11%	21 6% *
<b>No difference</b>	<b>610</b> <b>52%</b>	229 59% P	193 52%	163 44% *
<b>A bit worse</b>	<b>160</b> <b>14%</b>	32 8%	54 14% N	71 19% N*
<b>Much worse</b>	<b>88</b> <b>7%</b>	8 2%	39 10% N	40 11% N*
<b>Not sure</b>	<b>125</b> <b>11%</b>	19 5%	23 6%	67 18% NO*
<b>NET : Much/a bit better</b>	<b>202</b> <b>17%</b>	102 26% OP	65 17% P	31 8% *
<b>NET : Much / a bit worse</b>	<b>248</b> <b>21%</b>	40 10%	93 25% N	111 30% N*

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) Continuity correction applied

# Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

Outcomes. Compared to remaining part of the EU, do you think leaving the EU will make things better for you or make things worse? - the mix of people where you live

Base: All adults GB 18+

	GENDER			AGE						GE Vote 2017				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservatives	Labour	Lib Dems	Other	No vote
	A	B	C	D	E	F	G	H	I	J	K	L	M	
Unweighted Base	1184	585	597	158	206	194	218	181	227	342	389	92	135	186
Weighted Base	1184	575	599	131	204	189	210	174	276	320	230	74	74	435
<b>Much better</b>	<b>71</b> <b>6%</b>	50 9%	21 4%	9 7%	23 11%	11 6%	7 3%	15 9%	6 2%	26 8%	9 4%	6 8%	6 8%	24 6%
		B	*	H*	*	*	*	*	*	*	*	*	*	*
<b>A bit better</b>	<b>114</b> <b>10%</b>	61 11%	54 9%	25 19%	32 16%	10 5%	16 7%	11 7%	21 7%	41 13%	24 10%	5 7%	4 5%	37 9%
				EFHG*	*	*	*	*	*			*	*	
<b>No difference</b>	<b>677</b> <b>57%</b>	342 59%	332 55%	39 30%	97 48%	99 52%	136 65%	110 63%	196 71%	213 66%	128 56%	45 61%	54 73%	204 47%
				*	*	C*	CD*	C*	CDE	JM	*	*	M*	
<b>A bit worse</b>	<b>138</b> <b>12%</b>	56 10%	75 13%	22 17%	22 11%	22 12%	31 15%	13 8%	27 10%	23 7%	33 14%	11 14%	7 9%	64 15%
				*	*	*	*	*	*	I	*	*	*	
<b>Much worse</b>	<b>77</b> <b>7%</b>	36 6%	41 7%	13 10%	13 6%	20 11%	10 5%	11 7%	9 3%	9 3%	21 9%	3 4%	3 3%	39 9%
				*	*	*	*	*	*	I	*	*	*	
<b>Not sure</b>	<b>106</b> <b>9%</b>	30 5%	76 13%	22 17%	17 8%	27 14%	11 5%	12 7%	17 6%	8 2%	15 7%	4 6%	1 1%	65 15%
		A	FH*	*	*	*	*	*	*			*	*	IJ
<b>NET : Much/a bit better</b>	<b>185</b> <b>16%</b>	111 19%	74 12%	34 26%	55 27%	21 11%	22 11%	27 16%	27 10%	67 21%	33 14%	11 15%	10 13%	61 14%
		B	EFH*	EFH*	*	*	*	*	*			*	*	
<b>NET : Much / a bit worse</b>	<b>215</b> <b>18%</b>	92 16%	116 19%	36 27%	35 17%	42 22%	41 20%	25 14%	36 13%	33 10%	54 23%	14 19%	9 13%	104 24%
				H*	*	*	*	*	*	I	*	*	*	I

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) Continuity correction applied

# Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

Outcomes. Compared to remaining part of the EU, do you think leaving the EU will make things better for you or make things worse? - the mix of people where you live

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		N	O	P
Unweighted Base	1184	513	495	152
Weighted Base	1184	390	374	372
<b>Much better</b>	<b>71</b> <b>6%</b>	35 9%	17 5%	19 5% *
<b>A bit better</b>	<b>114</b> <b>10%</b>	45 11%	45 12%	23 6% *
<b>No difference</b>	<b>677</b> <b>57%</b>	252 65% P	214 57%	182 49% *
<b>A bit worse</b>	<b>138</b> <b>12%</b>	38 10%	46 12%	54 15% *
<b>Much worse</b>	<b>77</b> <b>7%</b>	5 1%	37 10% N	32 9% N*
<b>Not sure</b>	<b>106</b> <b>9%</b>	15 4%	14 4%	62 17% NO*
<b>NET : Much/a bit better</b>	<b>185</b> <b>16%</b>	80 21%	63 17%	41 11% *
<b>NET : Much / a bit worse</b>	<b>215</b> <b>18%</b>	43 11%	83 22% N	86 23% N*

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) Continuity correction applied

# Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

Outcomes. Compared to remaining part of the EU, do you think leaving the EU will make things better for you or make things worse? - your job and career opportunities

Base: All adults GB 18+

	Total	GENDER		AGE						GE Vote 2017				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservatives	Labour	Lib Dems	Other	No vote
		A	B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	1184	585	597	158	206	194	218	181	227	342	389	92	135	186
Weighted Base	1184	575	599	131	204	189	210	174	276	320	230	74	74	435
<b>Much better</b>	<b>64</b> <b>5%</b>	46 8%	19 3%	12 9%	19 10%	11 6%	8 4%	9 5%	5 2%	19 6%	17 7%	4 5%	5 6%	20 5%
		B		H*	H*	*	*	*				*	*	
<b>A bit better</b>	<b>116</b> <b>10%</b>	63 11%	53 9%	19 14%	41 20%	8 4%	15 7%	22 13%	11 4%	33 10%	22 10%	8 11%	4 6%	44 10%
				H*	EFH*	*	*	H*				*	*	
<b>No difference</b>	<b>560</b> <b>47%</b>	279 48%	278 46%	30 23%	56 28%	78 41%	106 50%	94 54%	196 71%	210 66%	91 40%	33 45%	42 56%	162 37%
				*	*	C*	CD*	CD*	CDEFG			*	*	
<b>A bit worse</b>	<b>209</b> <b>18%</b>	90 16%	113 19%	30 23%	46 23%	41 22%	47 23%	22 13%	23 8%	26 8%	47 21%	16 21%	14 18%	99 23%
				H*	H*	H*	H*	*			I	I*	*	I
<b>Much worse</b>	<b>123</b> <b>10%</b>	63 11%	60 10%	24 19%	21 11%	26 14%	22 11%	14 8%	15 5%	10 3%	37 16%	6 8%	7 9%	59 14%
				H*	*	*	*	*			I	*	*	I
<b>Not sure</b>	<b>112</b> <b>9%</b>	36 6%	76 13%	15 11%	20 10%	26 14%	11 5%	13 8%	28 10%	21 7%	16 7%	7 10%	3 4%	50 12%
			A	*	*	*	*	*				*	*	
<b>NET : Much/a bit better</b>	<b>180</b> <b>15%</b>	109 19%	72 12%	31 24%	60 30%	19 10%	23 11%	31 18%	15 6%	52 16%	39 17%	12 16%	9 12%	64 15%
		B		H*	EFH*	*	*	H*				*	*	
<b>NET : Much / a bit worse</b>	<b>332</b> <b>28%</b>	152 26%	173 29%	55 42%	67 33%	67 35%	70 33%	36 21%	38 14%	36 11%	84 36%	22 29%	21 28%	159 36%
				GH*	H*	H*	H*	*			I	I*	I*	I

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) Continuity correction applied



# Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

Outcomes. Compared to remaining part of the EU, do you think leaving the EU will make things better for you or make things worse? - your job and career opportunities

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		N	O	P
Unweighted Base	1184	513	495	152
Weighted Base	1184	390	374	372
<b>Much better</b>	<b>64</b> <b>5%</b>	28 7%	22 6%	14 4% *
<b>A bit better</b>	<b>116</b> <b>10%</b>	47 12%	30 8%	32 9% *
<b>No difference</b>	<b>560</b> <b>47%</b>	260 67% OP	161 43%	125 34% *
<b>A bit worse</b>	<b>209</b> <b>18%</b>	20 5%	81 22% N	107 29% N*
<b>Much worse</b>	<b>123</b> <b>10%</b>	8 2%	54 15% N	51 14% N*
<b>Not sure</b>	<b>112</b> <b>9%</b>	27 7%	26 7%	42 11% *
<b>NET : Much/a bit better</b>	<b>180</b> <b>15%</b>	75 19%	52 14%	46 12% *
<b>NET : Much / a bit worse</b>	<b>332</b> <b>28%</b>	28 7%	135 36% N	158 43% N*

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) Continuity correction applied

Fut\_EU.Thinking ahead to 5 years from now, do you think britain's decision to leave the European Union will have had a positive or negative impact on the United Kingdom?

Base: All adults GB 18+

	Total	GENDER		AGE						GE Vote 2017				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservatives	Labour	Lib Dems	Other	No vote
		A	B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	1184	585	597	158	206	194	218	181	227	342	389	92	135	186
Weighted Base	1184	575	599	131	204	189	210	174	276	320	230	74	74	435
<b>Very positive impact (4)</b>	<b>205</b> <b>17%</b>	112 20%	93 16%	13 10% *	35 17% *	18 9% *	17 8% *	52 30% CEF*	71 26% CEF	107 34% JKM	25 11% *	5 7% *	17 22% *	51 12% *
<b>Fairly positive impact (3)</b>	<b>320</b> <b>27%</b>	166 29%	154 26%	39 30% *	55 27% *	37 20% *	66 32% *	47 27% *	76 27% *	128 40% JM	52 23% *	20 27% *	19 26% *	93 21% *
<b>Fairly negative impact (2)</b>	<b>262</b> <b>22%</b>	130 23%	129 22%	37 28% G*	45 22% *	37 19% *	64 31% G*	24 14% *	55 20% *	46 14% I	63 27% I	19 25% *	20 27% *	95 22% *
<b>Very negative impact (1)</b>	<b>174</b> <b>15%</b>	99 17%	68 11%	20 16% *	28 14% *	29 15% *	33 16% *	24 14% *	39 14% *	13 4% IM	65 28% I*	16 22% I*	10 13% *	66 15% I
<b>Don't know</b>	<b>223</b> <b>19%</b>	67 12%	156 26% A	22 17% *	41 20% *	68 36% CDFGH*	30 14% *	27 16% *	35 13% *	26 8% JKLM	25 11% JKLM	14 19% *	9 12% I*	129 30% IJL
<b>NET : Top 2 Box</b>	<b>525</b> <b>44%</b>	279 48%	246 41%	52 39% *	90 44% *	55 29% *	83 40% CEF*	99 57% E	147 53% E	235 74% JKLM	77 33% JKLM	25 33% *	36 48% *	144 33% *
<b>NET : Bottom 2 Box</b>	<b>436</b> <b>37%</b>	229 40%	197 33%	57 44% *	73 36% *	66 35% *	97 46% G*	48 28% *	94 34% *	58 18% IM	128 56% I*	35 47% I*	30 40% I*	161 37% I
<b>Mean score</b>	<b>2.58</b>	2.57	2.61	2.4 *	2.59 *	2.37 **	2.37 *	2.86 CF*	2.74 F*	3.12 JKLM	2.18 JKLM	2.23 *	2.65 J*	2.43 *
<b>Standard Deviation</b>	<b>1.017</b>	1.039	0.982	0.924	1.013	1.007	0.889	1.078	1.055	0.824	1.014	0.952	1.02	1.008
<b>Error Variance</b>	<b>0.001</b>	0.002	0.002	0.008	0.006	0.008	0.004	0.008	0.005	0.002	0.005	0.015	0.016	0.003

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) Continuity correction applied

# Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

Fut\_EU.Thinking ahead to 5 years from now, do you think Britain's decision to leave the European Union will have had a positive or negative impact on the United Kingdom?

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		<b>N</b>	<b>O</b>	<b>P</b>
Unweighted Base	1184	513	495	152
Weighted Base	1184	390	374	372
<b>Very positive impact (4)</b>	<b>205</b> <b>17%</b>	146 37% OP	23 6% *	36 10% *
<b>Fairly positive impact (3)</b>	<b>320</b> <b>27%</b>	168 43% OP	79 21% *	65 17% *
<b>Fairly negative impact (2)</b>	<b>262</b> <b>22%</b>	26 7%	124 33% N	104 28% N*
<b>Very negative impact (1)</b>	<b>174</b> <b>15%</b>	9 2%	99 27% NP	60 16% N*
<b>Don't know</b>	<b>223</b> <b>19%</b>	41 11%	48 13%	107 29% NO*
<b>NET : Top 2 Box</b>	<b>525</b> <b>44%</b>	314 81% OP	103 27% *	101 27% *
<b>NET : Bottom 2 Box</b>	<b>436</b> <b>37%</b>	35 9%	224 60% NP	164 44% N*
<b>Mean score</b>	<b>2.58</b>	3.29 OP	2.08	2.29 *
<b>Standard Deviation</b>	<b>1.017</b>	0.714	0.91	0.968
<b>Error Variance</b>	<b>0.001</b>	0.001	0.003	0.004

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) Continuity correction applied

# Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

Brex\_Act.The UK is due to leave the EU by the 31st October 2019. There are a number of actions which people might take ahead of this date. Have you already or are you likely to... - Summary table

Base: All adults GB 18+ [retirement question = All adults GB 50+ currently in employment, different job question = All adults GB 18+ currently in employment]

	Delay buying or selling a home	Look into moving abroad	Change where your savings are invested	Borrow money at a different time to when you originally planned	Delay retirement	Look for a different job	Reduce spending on leisure activities / eating out	Stockpile food or medicine	Change the scheduling of an NHS appointment, operation or treatment
<b>Unweighted Base</b>	1184	1184	1184	1184	196	704	1184	1184	1184
<b>Weighted Base</b>	1184	1184	1184	1184	252	731	1184	1184	1184
<b>Have already done this</b>	53 4%	33 3%	47 4%	39 3%	12 5%	43 6%	110 9%	56 5%	26 2%
<b>Likely to do this</b>	131 11%	108 9%	137 12%	93 8%	41 16%	129 18%	259 22%	177 15%	111 9%
<b>Will not do this</b>	467 39%	592 50%	574 48%	537 45%	153 61%	359 49%	483 41%	651 55%	626 53%
<b>Not sure / undecided</b>	171 14%	207 17%	242 20%	189 16%	20 8%	118 16%	212 18%	200 17%	193 16%
<b>Not applicable</b>	362 31%	243 21%	185 16%	327 28%	26 10%	83 11%	120 10%	99 8%	228 19%



# Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

Brex\_Act.The UK is due to leave the EU by the 31st October 2019. There are a number of actions which people might take ahead of this date. Have you already or are you likely to... - Delay buying or selling a home

Base: All adults GB 18+

	Total	GENDER		AGE						GE Vote 2017				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservatives	Labour	Lib Dems	Other	No vote
		A	B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	1184	585	597	158	206	194	218	181	227	342	389	92	135	186
Weighted Base	1184	575	599	131	204	189	210	174	276	320	230	74	74	435
<b>Have already done this</b>	<b>53</b> <b>4%</b>	27 5%	25 4%	7 5%	29 14%	7 4%	4 2%	3 2%	1 *	11 3%	11 5%	4 5%	1 1%	24 6%
				*	FGH*	*	*	*				*	*	
<b>Likely to do this</b>	<b>131</b> <b>11%</b>	72 12%	59 10%	29 22%	35 17%	28 15%	20 9%	10 6%	8 3%	23 7%	51 22%	8 10%	6 9%	38 9%
				FGH*	GH*	H*	*	*			IM	*	*	
<b>Will not do this</b>	<b>467</b> <b>39%</b>	256 45%	201 34%	40 31%	54 26%	63 33%	73 35%	97 56%	140 51%	168 53%	84 36%	24 33%	30 40%	139 32%
		B		*	*	*	*	CDEF*	CDEF	JKM	*	*	*	
<b>Not sure / undecided</b>	<b>171</b> <b>14%</b>	102 18%	69 12%	41 32%	37 18%	30 16%	41 19%	11 6%	11 4%	17 5%	33 14%	9 12%	17 23%	90 21%
				EGH*	GH*	H*	GH*	*		I	I	*	I*	I
<b>Not applicable</b>	<b>362</b> <b>31%</b>	118 21%	244 41%	13 10%	48 24%	61 32%	73 35%	52 30%	115 42%	101 32%	51 22%	29 39%	20 27%	143 33%
			A	*	*	C*	C*	C*	CD	J		J*	*	

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) Continuity correction applied

# Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

Brex\_Act.The UK is due to leave the EU by the 31st October 2019. There are a number of actions which people might take ahead of this date. Have you already or are you likely to... - Delay buying or selling a home

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		<b>N</b>	<b>O</b>	<b>P</b>
Unweighted Base	1184	513	495	152
Weighted Base	1184	390	374	372
<b>Have already done this</b>	<b>53</b> <b>4%</b>	15 4%	22 6%	16 4% *
<b>Likely to do this</b>	<b>131</b> <b>11%</b>	22 6%	65 17% N	43 12% *
<b>Will not do this</b>	<b>467</b> <b>39%</b>	208 53% OP	133 36%	111 30% *
<b>Not sure / undecided</b>	<b>171</b> <b>14%</b>	20 5%	47 13% N	93 25% NO*
<b>Not applicable</b>	<b>362</b> <b>31%</b>	125 32%	106 28%	109 29% *

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) Continuity correction applied

# Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

Brex\_Act.The UK is due to leave the EU by the 31st October 2019. There are a number of actions which people might take ahead of this date. Have you already or are you likely to... - Look into moving abroad

Base: All adults GB 18+

	Total	GENDER		AGE						GE Vote 2017				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservatives	Labour	Lib Dems	Other	No vote
		A	B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	1184	585	597	158	206	194	218	181	227	342	389	92	135	186
Weighted Base	1184	575	599	131	204	189	210	174	276	320	230	74	74	435
Have already done this	33 3%	25 4%	8 1%	11 8% H*	7 4% *	9 5% *	3 1% *	3 2% *	- -	11 3%	13 6%	2 2% *	- *	8 2%
Likely to do this	108 9%	78 14% B	31 5%	22 17% H*	39 19% H*	15 8% H*	16 7% H*	14 8% H*	3 1% H*	19 6%	28 12% I	13 17% I*	5 6% *	38 9%
Will not do this	592 50%	293 51%	297 50%	61 47% *	88 43% *	79 42% *	104 50% *	97 56% *	162 59% E	199 62% JKM	113 49%	33 45% *	49 65% M*	175 40%
Not sure / undecided	207 17%	96 17%	104 17%	27 21% H*	41 20% H*	46 24% H*	48 23% H*	24 14% *	20 7%	15 5%	39 17% I	16 22% I*	9 12% *	123 28% IJ
Not applicable	243 21%	84 15%	160 27% A	9 7% *	29 14% *	40 21% C*	40 19% *	35 20% C*	91 33% CDF	76 24%	38 16%	10 14% *	11 15% *	92 21%

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) Continuity correction applied

# Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

Brex\_Act.The UK is due to leave the EU by the 31st October 2019. There are a number of actions which people might take ahead of this date. Have you already or are you likely to... - Look into moving abroad

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		<b>N</b>	<b>O</b>	<b>P</b>
Unweighted Base	1184	513	495	152
Weighted Base	1184	390	374	372
<b>Have already done this</b>	<b>33</b> <b>3%</b>	13 3%	17 4%	3 1% *
<b>Likely to do this</b>	<b>108</b> <b>9%</b>	21 5%	49 13% N	26 7% *
<b>Will not do this</b>	<b>592</b> <b>50%</b>	240 61% OP	184 49%	160 43% *
<b>Not sure / undecided</b>	<b>207</b> <b>17%</b>	27 7%	53 14% N	121 33% NO*
<b>Not applicable</b>	<b>243</b> <b>21%</b>	89 23%	71 19%	62 17% *

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) Continuity correction applied

# Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

Brex\_Act.The UK is due to leave the EU by the 31st October 2019. There are a number of actions which people might take ahead of this date. Have you already or are you likely to... - Change where your savings are invested

Base: All adults GB 18+

	Total	GENDER		AGE						GE Vote 2017				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservatives	Labour	Lib Dems	Other	No vote
		A	B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	1184	585	597	158	206	194	218	181	227	342	389	92	135	186
Weighted Base	1184	575	599	131	204	189	210	174	276	320	230	74	74	435
<b>Have already done this</b>	<b>47</b> <b>4%</b>	24 4%	23 4%	9 7% H*	16 8% H*	11 6% *	8 4% *	1 1% *	2 1%	12 4%	10 4%	4 6% *	1 2% *	20 4%
<b>Likely to do this</b>	<b>137</b> <b>12%</b>	84 15%	52 9%	24 19% GH*	48 23% EFGH*	18 10% *	16 8% *	11 7% *	19 7%	37 12%	33 14%	14 19% *	5 7% *	41 9%
<b>Will not do this</b>	<b>574</b> <b>48%</b>	290 50%	274 46%	43 33% *	68 33% *	62 33% *	113 54% CDE*	106 61% CDE*	181 66% CDE	189 59% KM	116 50%	31 42% *	50 68% KM*	168 39%
<b>Not sure / undecided</b>	<b>242</b> <b>20%</b>	99 17%	143 24%	40 31% GH*	47 23% H*	56 30% H*	45 21% H*	28 16% *	25 9%	39 12%	46 20% I	16 21% *	10 14% *	117 27% I
<b>Not applicable</b>	<b>185</b> <b>16%</b>	78 14%	107 18%	14 11% *	24 12% *	42 22% *	28 13% *	27 16% *	49 18%	42 13%	25 11%	9 12% *	7 10% *	90 21% J

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) Continuity correction applied

# Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

Brex\_Act.The UK is due to leave the EU by the 31st October 2019. There are a number of actions which people might take ahead of this date. Have you already or are you likely to... - Change where your savings are invested

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		N	O	P
Unweighted Base	1184	513	495	152
Weighted Base	1184	390	374	372
<b>Have already done this</b>	<b>47</b> <b>4%</b>	11 3%	18 5%	18 5% *
<b>Likely to do this</b>	<b>137</b> <b>12%</b>	32 8%	58 16% N	41 11% *
<b>Will not do this</b>	<b>574</b> <b>48%</b>	246 63% OP	176 47%	144 39% *
<b>Not sure / undecided</b>	<b>242</b> <b>20%</b>	51 13%	68 18%	105 28% N*
<b>Not applicable</b>	<b>185</b> <b>16%</b>	51 13%	54 14%	64 17% *

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) Continuity correction applied

# Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

Brex\_Act.The UK is due to leave the EU by the 31st October 2019. There are a number of actions which people might take ahead of this date. Have you already or are you likely to... - Borrow money at a different time to when you originally planned

Base: All adults GB 18+

	GENDER			AGE						GE Vote 2017				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservatives	Labour	Lib Dems	Other	No vote
	A	B	C	D	E	F	G	H	I	J	K	L	M	
Unweighted Base	1184	585	597	158	206	194	218	181	227	342	389	92	135	186
Weighted Base	1184	575	599	131	204	189	210	174	276	320	230	74	74	435
<b>Have already done this</b>	<b>39</b> <b>3%</b>	21 4%	17 3%	5 3% *	24 12% FGH*	4 2% *	2 1% *	4 2% *	- - *	8 2%	13 5%	1 1% *	- * *	16 4%
<b>Likely to do this</b>	<b>93</b> <b>8%</b>	71 12% B	23 4%	22 16% GH*	34 17% GH*	17 9% H*	16 8% H*	2 1% *	3 1%	12 4%	34 15% IM	7 10% *	9 12% *	24 6%
<b>Will not do this</b>	<b>537</b> <b>45%</b>	267 46%	260 43%	49 38% *	65 32% *	72 38% *	92 44% *	103 59% CDE*	154 56% CDE	186 58% JKM	95 41%	26 35% *	34 46% *	173 40%
<b>Not sure / undecided</b>	<b>189</b> <b>16%</b>	85 15%	103 17%	31 24% GH*	49 24% GH*	54 28% GH*	38 18% GH*	9 5% *	8 3%	15 5%	32 14% I	13 17% I*	14 19% I*	110 25% IJ
<b>Not applicable</b>	<b>327</b> <b>28%</b>	131 23%	196 33% A	24 19% *	32 16% *	43 22% *	62 30% *	55 32% D*	111 40% CDE	99 31%	56 24%	27 37% *	17 22% *	112 26%

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) Continuity correction applied

# Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

Brex\_Act.The UK is due to leave the EU by the 31st October 2019. There are a number of actions which people might take ahead of this date. Have you already or are you likely to... - Borrow money at a different time to when you originally planned

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		N	O	P
Unweighted Base	1184	513	495	152
Weighted Base	1184	390	374	372
<b>Have already done this</b>	<b>39</b> <b>3%</b>	7 2%	18 5%	14 4% *
<b>Likely to do this</b>	<b>93</b> <b>8%</b>	30 8%	39 10%	19 5% *
<b>Will not do this</b>	<b>537</b> <b>45%</b>	224 57% OP	159 43%	142 38% *
<b>Not sure / undecided</b>	<b>189</b> <b>16%</b>	31 8%	45 12%	100 27% NO*
<b>Not applicable</b>	<b>327</b> <b>28%</b>	99 25%	113 30%	96 26% *

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) Continuity correction applied



# Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

Brex\_Act.The UK is due to leave the EU by the 31st October 2019. There are a number of actions which people might take ahead of this date. Have you already or are you likely to... - Delay retirement

Base: All adults GB 50+ currently in employment

	GENDER			AGE						GE Vote 2017				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservatives	Labour	Lib Dems	Other	No vote
	A	B	C	D	E	F	G	H	I	J	K	L	M	
Unweighted Base	196	102	93	-	-	-	71	98	27	78	53	18	27	16
Weighted Base	252	130	116	-	-	-	77	121	55	98	45	18	18	65
<b>Have already done this</b>	<b>12</b> <b>5%</b>	4 3%	8 7%	-	-	-	-	5 4%	7 13%	2 2%	4 10%	1 4%	- 1%	4 7%
		*	*				*	*	**	*	*	**	**	**
<b>Likely to do this</b>	<b>41</b> <b>16%</b>	17 13%	25 21%	-	-	-	12 15%	13 11%	17 31%	12 12%	11 24%	4 20%	1 6%	10 15%
		*	*				*	*	**	*	*	**	**	**
<b>Will not do this</b>	<b>153</b> <b>61%</b>	78 60%	68 59%	-	-	-	55 71%	73 60%	25 46%	63 64%	23 50%	8 44%	14 78%	42 65%
		*	*				*	*	**	*	*	**	**	**
<b>Not sure / undecided</b>	<b>20</b> <b>8%</b>	10 8%	10 9%	-	-	-	8 11%	12 10%	-	9 9%	4 8%	5 27%	3 14%	-
		*	*				*	*	**	*	*	**	**	**
<b>Not applicable</b>	<b>26</b> <b>10%</b>	21 16%	5 4%	-	-	-	2 3%	18 15%	6 10%	13 13%	4 9%	1 6%	-	8 13%
		*	*				*	*	**	*	*	**	**	**

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) Continuity correction applied

# Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

Brex\_Act.The UK is due to leave the EU by the 31st October 2019. There are a number of actions which people might take ahead of this date. Have you already or are you likely to... - Delay retirement

Base: All adults GB 50+ currently in employment

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		<b>N</b>	<b>O</b>	<b>P</b>
Unweighted Base	196	96	86	10
Weighted Base	252	98	93	45
<b>Have already done this</b>	<b>12</b> <b>5%</b>	6 7% *	5 6% *	- - **
<b>Likely to do this</b>	<b>41</b> <b>16%</b>	7 7% *	23 24% N*	12 26% **
<b>Will not do this</b>	<b>153</b> <b>61%</b>	70 71% O*	46 49% *	30 66% **
<b>Not sure / undecided</b>	<b>20</b> <b>8%</b>	6 6% *	10 11% *	3 7% **
<b>Not applicable</b>	<b>26</b> <b>10%</b>	9 9% *	9 10% *	- - **

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) Continuity correction applied

# Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

Brex\_Act.The UK is due to leave the EU by the 31st October 2019. There are a number of actions which people might take ahead of this date. Have you already or are you likely to... - Look for a different job

Base: All adults GB 18+ currently in employment

	Total	GENDER		AGE						GE Vote 2017				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservatives	Labour	Lib Dems	Other	No vote
		A	B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	704	387	316	99	173	141	166	98	27	180	261	56	79	106
Weighted Base	731	388	336	81	166	134	175	121	55	175	158	53	46	271
<b>Have already done this</b>	<b>43</b> <b>6%</b>	24 6%	19 6%	14 18% EFG*	16 10%	5 3%	5 3%	3 2%	- -	8 5%	12 8%	8 14%	2 4%	12 4%
<b>Likely to do this</b>	<b>129</b> <b>18%</b>	82 21%	47 14%	27 34% EFG*	43 26%	17 13%	27 16%	13 10%	1 2%	18 10%	37 23%	11 21%	4 10%	56 21%
<b>Will not do this</b>	<b>359</b> <b>49%</b>	171 44%	181 54%	21 25% *	62 37% *	68 51% C*	89 51% C*	80 66% CD*	39 72% **	104 60% K	77 49%	20 37% *	25 53% **	121 45% *
<b>Not sure / undecided</b>	<b>118</b> <b>16%</b>	68 18%	51 15%	13 17% *	29 18% *	30 22% G*	35 20% G*	6 5% *	4 8% **	10 6%	25 16% I	10 19% I*	13 27% **	53 20% I*
<b>Not applicable</b>	<b>83</b> <b>11%</b>	44 11%	39 11%	5 7% *	15 9% *	13 10% *	20 11% *	19 16% *	10 19% **	34 19% J	8 5%	4 8% *	2 5% **	28 11% *

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) Continuity correction applied



# Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

Brex\_Act.The UK is due to leave the EU by the 31st October 2019. There are a number of actions which people might take ahead of this date. Have you already or are you likely to... - Look for a different job

Base: All adults GB 18+ currently in employment

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		N	O	P
Unweighted Base	704	276	333	79
Weighted Base	731	223	261	211
<b>Have already done this</b>	<b>43</b> <b>6%</b>	9 4%	20 8%	10 5% *
<b>Likely to do this</b>	<b>129</b> <b>18%</b>	33 15%	54 21%	34 16% *
<b>Will not do this</b>	<b>359</b> <b>49%</b>	140 63% O	123 47%	95 45% *
<b>Not sure / undecided</b>	<b>118</b> <b>16%</b>	20 9%	37 14%	48 23% N*
<b>Not applicable</b>	<b>83</b> <b>11%</b>	22 10%	27 10%	22 11% *

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) Continuity correction applied

# Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

Brex\_Act.The UK is due to leave the EU by the 31st October 2019. There are a number of actions which people might take ahead of this date. Have you already or are you likely to... - Reduce spending on leisure activities / eating out

Base: All adults GB 18+

	GENDER			AGE						GE Vote 2017				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservatives	Labour	Lib Dems	Other	No vote
	A	B	C	D	E	F	G	H	I	J	K	L	M	
Unweighted Base	1184	585	597	158	206	194	218	181	227	342	389	92	135	186
Weighted Base	1184	575	599	131	204	189	210	174	276	320	230	74	74	435
Have already done this	110 9%	44 8%	66 11%	13 10% *	38 19% GH*	15 8% *	22 10% *	5 3% *	17 6%	27 8%	24 10%	11 15% *	5 6% *	43 10%
Likely to do this	259 22%	127 22%	132 22%	35 27% H*	53 26% H*	50 26% H*	52 25% H*	40 23% H*	29 10%	50 16%	74 32% IL	13 18% *	11 15% *	100 23%
Will not do this	483 41%	258 45%	215 36%	30 23% *	67 33% *	53 28% *	80 38% *	85 49% CE*	168 61% CDEF	183 57% JKM	84 36% *	28 38% *	43 58% JM*	129 30%
Not sure / undecided	212 18%	100 17%	112 19%	41 31% GH*	36 18% *	41 22% *	43 20% *	17 10% *	35 13%	28 9%	29 13%	16 22% I*	10 14% *	113 26% IJ
Not applicable	120 10%	47 8%	73 12%	12 9% *	10 5% *	30 16% *	13 6% *	27 15% D*	29 10%	33 10%	19 8%	6 8% *	5 7% *	49 11%

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) Continuity correction applied

# Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

Brex\_Act.The UK is due to leave the EU by the 31st October 2019. There are a number of actions which people might take ahead of this date. Have you already or are you likely to... - Reduce spending on leisure activities / eating out

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		N	O	P
Unweighted Base	1184	513	495	152
Weighted Base	1184	390	374	372
<b>Have already done this</b>	<b>110</b> <b>9%</b>	15 4%	50 13%	45 12%
		N	N*	N*
<b>Likely to do this</b>	<b>259</b> <b>22%</b>	67 17%	97 26%	81 22%
		N	N	*
<b>Will not do this</b>	<b>483</b> <b>41%</b>	229 59%	138 37%	113 30%
		OP		*
<b>Not sure / undecided</b>	<b>212</b> <b>18%</b>	49 13%	59 16%	93 25%
				N*
<b>Not applicable</b>	<b>120</b> <b>10%</b>	30 8%	30 8%	39 11%
				*

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) Continuity correction applied

# Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

Brex\_Act.The UK is due to leave the EU by the 31st October 2019. There are a number of actions which people might take ahead of this date. Have you already or are you likely to... - Stockpile food or medicine

Base: All adults GB 18+

	GENDER			AGE						GE Vote 2017				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservatives	Labour	Lib Dems	Other	No vote
	A	B	C	D	E	F	G	H	I	J	K	L	M	
Unweighted Base	1184	585	597	158	206	194	218	181	227	342	389	92	135	186
Weighted Base	1184	575	599	131	204	189	210	174	276	320	230	74	74	435
<b>Have already done this</b>	<b>56</b> <b>5%</b>	33 6%	23 4%	4 3% *	20 10% *	6 3% *	6 3% *	8 5% *	11 4% *	16 5%	16 7%	11 15% IM*	1 2% *	11 2%
<b>Likely to do this</b>	<b>177</b> <b>15%</b>	82 14%	95 16%	36 27% GH*	49 24% GH*	25 13% *	36 17% H*	17 10% *	15 5%	35 11%	46 20% I	15 21% *	19 25% I*	59 14%
<b>Will not do this</b>	<b>651</b> <b>55%</b>	318 55%	324 54%	51 39% *	90 44% *	79 42% *	103 49% *	114 65% CDEF*	214 78% CDEF	229 72% JKM	121 53%	32 43% *	42 57% *	202 47%
<b>Not sure / undecided</b>	<b>200</b> <b>17%</b>	91 16%	109 18%	33 25% GH*	36 18% H*	47 25% GH*	48 23% GH*	18 10% *	18 7%	20 6%	33 14% I	11 15% *	8 10% *	113 26% IJ
<b>Not applicable</b>	<b>99</b> <b>8%</b>	52 9%	47 8%	7 5% *	9 4% *	32 17% DH*	17 8% *	17 10% *	18 6%	20 6%	14 6%	4 5% *	4 5% *	50 11%

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) Continuity correction applied

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Brex\_Act.The UK is due to leave the EU by the 31st October 2019. There are a number of actions which people might take ahead of this date. Have you already or are you likely to... - Stockpile food or medicine

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		<b>N</b>	<b>O</b>	<b>P</b>
Unweighted Base	1184	513	495	152
Weighted Base	1184	390	374	372
<b>Have already done this</b>	<b>56</b> <b>5%</b>	16 4%	26 7%	12 3% *
<b>Likely to do this</b>	<b>177</b> <b>15%</b>	40 10%	69 18% N	67 18% *
<b>Will not do this</b>	<b>651</b> <b>55%</b>	273 70% OP	196 53%	172 46% *
<b>Not sure / undecided</b>	<b>200</b> <b>17%</b>	28 7%	52 14% N	99 27% NO*
<b>Not applicable</b>	<b>99</b> <b>8%</b>	33 8%	30 8%	22 6% *

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) Continuity correction applied



# Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

Brex\_Act.The UK is due to leave the EU by the 31st October 2019. There are a number of actions which people might take ahead of this date. Have you already or are you likely to... - Change the scheduling of an NHS appointment, operation or treatment

Base: All adults GB 18+

	GENDER			AGE						GE Vote 2017				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservatives	Labour	Lib Dems	Other	No vote
	A	B	C	D	E	F	G	H	I	J	K	L	M	
Unweighted Base	1184	585	597	158	206	194	218	181	227	342	389	92	135	186
Weighted Base	1184	575	599	131	204	189	210	174	276	320	230	74	74	435
<b>Have already done this</b>	<b>26</b> <b>2%</b>	13 2%	13 2%	8 6% H*	10 5% *	5 3% *	2 1% *	2 1% *	- -	7 2%	6 3%	5 6% *	1 2% *	6 1%
<b>Likely to do this</b>	<b>111</b> <b>9%</b>	71 12% B	40 7%	24 19% GH*	39 19% GH*	20 11% H*	17 8% *	6 4% *	5 2%	19 6%	33 14% I	8 10% *	4 6% *	45 10%
<b>Will not do this</b>	<b>626</b> <b>53%</b>	330 57% B	287 48%	57 43% *	73 36% *	86 45% *	102 49% *	113 65% CDEF*	196 71% CDEF	204 64% JKM	122 53%	30 40% *	52 71% KM*	197 45%
<b>Not sure / undecided</b>	<b>193</b> <b>16%</b>	82 14%	111 18%	23 18% H*	48 24% GH*	48 25% GH*	37 18% H*	16 9% *	20 7%	16 5%	37 16% I	19 26% IL*	5 6% *	99 23% I
<b>Not applicable</b>	<b>228</b> <b>19%</b>	79 14%	148 25% A	19 14% *	34 17% *	31 16% *	52 25% *	36 21% *	56 20%	74 23% J	32 14%	13 18% *	11 15% *	88 20%

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) Continuity correction applied



# Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

Brex\_Act.The UK is due to leave the EU by the 31st October 2019. There are a number of actions which people might take ahead of this date. Have you already or are you likely to... - Change the scheduling of an NHS appointment, operation or treatment

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		N	O	P
Unweighted Base	1184	513	495	152
Weighted Base	1184	390	374	372
<b>Have already done this</b>	<b>26</b> <b>2%</b>	12 3%	10 3%	4 1% *
<b>Likely to do this</b>	<b>111</b> <b>9%</b>	31 8%	46 12%	34 9% *
<b>Will not do this</b>	<b>626</b> <b>53%</b>	248 64% OP	203 54%	166 45% *
<b>Not sure / undecided</b>	<b>193</b> <b>16%</b>	26 7%	44 12%	101 27% NO*
<b>Not applicable</b>	<b>228</b> <b>19%</b>	73 19%	71 19%	66 18% *

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) Continuity correction applied

# Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

Qual.Select which, if any, educational qualifications you have from the list

Base: All adults GB 18+

	Total	GENDER		AGE						GE Vote 2017				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservatives	Labour	Lib Dems	Other	No vote
		A	B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	1184	585	597	158	206	194	218	181	227	342	389	92	135	186
Weighted Base	1184	575	599	131	204	189	210	174	276	320	230	74	74	435
<b>University degree</b>	<b>356</b> <b>30%</b>	199 35%	147 25%	23 18%	85 41%	75 39%	56 27%	41 24%	76 27%	103 32%	101 44%	30 40%	22 30%	88 20%
		B	*	CG*	C*	*	*	*	*	M	IM	M*	*	*
<b>Any other qualifications (e.g. A Levels, O Levels, GCSEs, BTEC, Diplomas, Trade Apprenticeships)</b>	<b>745</b> <b>63%</b>	330 57%	415 69%	101 77%	97 48%	100 53%	147 70%	119 69%	181 65%	199 62%	138 60%	44 59%	50 67%	286 66%
		A	DE*	*	*	DE*	D*	D	D			*	*	*
<b>No qualifications</b>	<b>119</b> <b>10%</b>	64 11%	56 9%	7 6%	31 15%	21 11%	14 7%	17 10%	29 11%	26 8%	6 3%	7 9%	5 7%	61 14%
		*	*	*	*	*	*	*	*	J		*	*	J

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) Continuity correction applied

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Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		N	O	P
Unweighted Base	1184	513	495	152
Weighted Base	1184	390	374	372
<b>University degree</b>	<b>356</b> <b>30%</b>	93 24%	164 44% NP	94 25% *
<b>Any other qualifications (e.g. A Levels, O Levels, GCSEs, BTEC, Diplomas, Trade Apprenticeships)</b>	<b>745</b> <b>63%</b>	272 70% O	219 59%	224 60% *
<b>No qualifications</b>	<b>119</b> <b>10%</b>	35 9% O	12 3%	58 16% O*

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# Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

Crossbreaks

Base: All adults GB 18+

		GENDER		AGE						GE Vote 2017					
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservatives	Labour	Lib Dems	Other	No vote
		A	B	C	D	E	F	G	H	I	J	K	L	M	
Unweighted Base		1184	585	597	158	206	194	218	181	227	342	389	92	135	186
Weighted Base		1184	575	599	131	204	189	210	174	276	320	230	74	74	435
GENDER	Male	575 49%	575 100%	- -	67 51%	102 50%	91 48%	103 49%	103 59%	108 39%	173 54%	131 57%	37 50%	51 69%	160 37%
	Female	599 51%	- -	599 100%	64 49%	101 50%	95 50%	107 51%	71 41%	161 58%	147 46%	99 43%	37 50%	23 31%	268 62%
AGE	18-24	131 11%	67 12%	64 11%	131 100%	- -	- -	- -	- -	- -	7 2%	29 12%	8 10%	7 9%	75 17%
	25-34	204 17%	102 18%	101 17%	- -	204 100%	- -	- -	- -	- -	25 8%	46 20%	14 18%	9 13%	96 22%
	35-44	189 16%	91 16%	95 16%	- -	- -	189 100%	- -	- -	- -	32 10%	30 13%	3 4%	7 9%	102 23%
	45-54	210 18%	103 18%	107 18%	- -	- -	- -	210 100%	- -	- -	48 15%	44 19%	18 24%	24 33%	68 16%
	55-64	174 15%	103 18%	71 12%	- -	- -	- -	- -	174 100%	- -	74 23%	35 15%	11 15%	9 12%	42 10%
	65+	276 23%	108 19%	161 27%	- -	- -	- -	- -	- -	276 100%	133 42%	47 20%	21 29%	18 24%	53 12%

Table continues

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) Continuity correction applied



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		GENDER		AGE						GE Vote 2017					
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservatives	Labour	Lib Dems	Other	No vote
		A	B	C	D	E	F	G	H	I	J	K	L	M	
GE Vote 2017	Weighted Base	1184	575	599	131	204	189	210	174	276	320	230	74	74	435
	Conservatives	320 28%	173 31%	147 26%	7 6% *	25 13% *	32 19% *	48 24% C*	74 43% CDEF*	133 49% CDEF	320 100% JKLM	-	-	-	-
	Labour	230 20%	131 24%	99 17%	29 23% *	46 24% *	30 17% *	44 22% *	35 21% *	47 17%	-	230 100% IKLM	-	-	-
	Lib Dems	74 7%	37 7%	37 7%	8 6% *	14 7% *	3 2% *	18 9% *	11 7% *	21 8%	-	-	74 100% IJLM*	-	-
	Other	74 7%	51 9% B	23 4%	7 6% *	9 5% *	7 4% *	24 12% *	9 5% *	18 7%	-	-	-	74 100% IJKM*	-
	No vote	435 38%	160 29%	268 47% A	75 60% FGH*	96 51% FGH*	102 59% FGH*	68 33% H*	42 24% *	53 19%	-	-	-	-	435 100% IJKL
EU Ref 2016	Leave	390 34%	187 34%	203 35%	11 9% *	44 21% *	51 29% C*	72 35% C*	78 51% CDE*	134 49% CDE	204 64% JKLM	61 27%	12 17% *	30 40% KM*	76 19%
	Remain	374 33%	217 40% B	157 27%	43 35% *	63 31% *	45 25% *	75 37% *	53 34% *	94 35%	100 31% M	149 65% ILM	43 60% IM*	32 43% M*	40 10%
	Did not vote	372 33%	139 26%	223 38% A	70 56% FGH*	97 48% FGH*	81 46% FGH*	56 28% *	23 15% *	45 16%	16 5%	18 8%	16 23% IJ*	12 17% I*	290 71% IJKL

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (\*\*), Small Base: 100 (\*) Continuity correction applied



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## Crossbreaks

Base: All adults GB 18+

		EU Ref 2016			
		Total	Leave	Remain	Did not vote
			N	O	P
Unweighted Base		1184	513	495	152
Weighted Base		1184	390	374	372
GENDER	Male	575 49%	187 48%	217 58% NP	139 37% *
	Female	599 51%	203 52% O	157 42%	223 60% O*
AGE	18-24	131 11%	11 3%	43 12% N	70 19% N*
	25-34	204 17%	44 11%	63 17%	97 26% N*
	35-44	189 16%	51 13%	45 12%	81 22% O*
	45-54	210 18%	72 18%	75 20%	56 15% *
	55-64	174 15%	78 20% P	53 14% P	23 6% *
	65+	276 23%	134 34% OP	94 25% P	45 12% *

Table continues

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## Crossbreaks

Base: All adults GB 18+

		EU Ref 2016			
		Total	Leave	Remain	Did not vote
			N	O	P
GE Vote 2017	Weighted Base	1184	390	374	372
		320	204	100	16
	Conservatives	28%	53%	27%	4%
			OP	P	*
	Labour	230	61	149	18
		20%	16%	41%	5%
			P	NP	*
	Lib Dems	74	12	43	16
	7%	3%	12%	5%	
			N	*	
Other	74	30	32	12	
	7%	8%	9%	4%	
				*	
No vote	435	76	40	290	
	38%	20%	11%	82%	
		O		NO*	
EU Ref 2016	Leave	390	390	-	-
		34%	100%	-	-
			OP		*
	Remain	374	-	374	-
	33%	-	100%	-	
			NP	*	
Did not vote	372	-	-	372	
	33%	-	-	100%	
				NO*	

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