

YouGov Survey Results

Sample Size: 1672 GB Adults
Fieldwork: 16th - 17th January 2018

	Vote in 2017			EU Ref 2016		Gender		Age				Social Grade		Region					
	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample	1672	573	548	102	657	714	809	863	187	706	396	383	953	719	224	542	358	403	145
Unweighted Sample	1672	588	539	107	714	719	736	936	159	698	422	393	979	693	187	561	370	403	151
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

In hindsight, do you think Britain was right or wrong to vote to leave the European Union?

	7-8 Jan 2018	16-17 Jan 2018																		
Right to leave	42	45	72	26	13	7	85	46	44	15	37	50	67	40	51	38	48	45	50	28
Wrong to leave	46	44	21	66	82	85	6	46	42	73	47	42	26	50	36	50	41	41	41	59
Don't know	12	12	7	8	6	7	9	8	15	12	16	8	6	10	13	11	11	14	9	13

Which of the following best reflects your view of how the government should proceed with the issue of Brexit?

	10-11 Dec	16-17 Jan 2018																		
The government should continue with Brexit on its current negotiating terms	43	45	76	23	15	17	78	45	44	21	35	52	68	43	47	35	50	46	49	26
The government should reconsider its aims in Brexit negotiation, and seek a "softer" Brexit	9	10	7	13	15	13	6	12	8	22	10	9	5	10	9	14	10	9	7	12
The government should offer a second referendum to see if Britain still wants to go ahead with Brexit	16	18	9	26	35	31	6	19	17	26	18	21	11	21	14	19	17	19	15	25
The government should abandon Brexit completely and remain a member of the European Union	15	13	4	24	26	28	1	15	12	14	17	11	9	15	11	18	11	12	14	18
Don't know	17	14	5	14	9	11	9	9	18	17	19	8	7	10	19	14	11	14	14	19

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		Which of the following best reflects your view?							
Total	Brexit will be bad for Britain whatever happens	Brexit will be bad for Britain but the right deal limit the damage	Brexit will likely be bad for Britain, but won't be if the right deal is agreed	Brexit will likely be good for Britain, but won't be if the wrong deal is agreed in negotiations	Brexit will be good for Britain, but the wrong deal in the negotiations could limit the benefits	Brexit will be good for Britain whatever happens	None of these	Not sure	
Weighted Sample	1672	305	300	128	190	252	285	41	172
Unweighted Sample	1672	318	308	122	191	255	286	37	155
	%	%	%	%	%	%	%	%	%

In hindsight, do you think Britain was right or wrong to vote to leave the European Union?

	7-8 Jan 2018	16-17 Jan 2018								
Right to leave	42	45	2	6	20	78	90	98	30	19
Wrong to leave	46	44	98	91	66	9	3	1	20	24
Don't know	12	12	1	3	14	13	7	1	50	57

Which of the following best reflects your view of how the government should proceed with the issue of Brexit?

	10-11 Dec	16-17 Jan 2018								
The government should continue with Brexit on its current negotiating terms	43	45	5	14	32	67	88	94	26	16
The government should reconsider its aims in Brexit negotiation, and seek a "softer" Brexit	9	10	7	21	26	14	5	2	5	2
The government should offer a second referendum to see if Britain still wants to go ahead with Brexit	16	18	34	40	22	9	5	1	14	8
The government should abandon Brexit completely and remain a member of the European Union	15	13	48	19	8	1	0	0	6	4
Don't know	17	14	6	7	12	9	2	4	50	71

Sample Size: 1672 GB Adults
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	Vote in 2017			EU Ref 2016		Gender		Age				Social Grade		Region					
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	1672	573	548	102	657	714	809	863	187	706	396	383	953	719	224	542	358	403	145
Unweighted Sample	1672	588	539	107	714	719	736	936	159	698	422	393	979	693	187	561	370	403	151
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	7-8 Jan 2018	16-17 Jan 2018																		
How well or badly do you think the government are doing at negotiating Britain's exit from the European Union?																				
Very well	2	3	6	0	0	2	4	3	2	2	2	3	4	3	3	3	2	3	3	2
Fairly well	26	25	48	8	12	12	39	25	24	12	17	30	41	24	25	20	28	26	25	17
TOTAL WELL	28	28	54	8	12	14	43	28	26	14	19	33	45	27	28	23	30	29	28	19
Fairly badly	32	29	24	31	41	32	26	30	28	38	29	28	26	30	28	34	29	32	25	27
Very badly	27	27	8	47	37	40	16	30	24	30	30	28	16	28	24	31	25	22	28	34
TOTAL BADLY	59	56	32	78	78	72	42	60	52	68	59	56	42	58	52	65	54	54	53	61
Don't know	13	17	14	14	9	14	15	11	22	18	21	11	13	15	19	12	16	17	19	21

	10-11 Dec 2017	16-17 Jan 2018																		
Who would you trust most to negotiate Britain's exit from the European Union?																				
Theresa May	32	32	72	7	13	19	50	33	31	14	21	41	52	34	29	27	39	32	30	21
Jeremy Corbyn	16	18	1	42	12	26	9	18	17	31	21	17	5	17	19	21	13	18	22	17
Both equally	3	4	2	4	2	3	3	4	3	11	3	2	2	4	4	4	2	6	4	2
Neither	33	33	20	34	60	38	28	36	30	24	36	33	32	34	32	36	34	31	27	44
Don't know	16	14	6	13	13	13	10	9	19	18	19	8	8	12	17	12	11	14	17	16

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		Which of the following best reflects your view?							
Total	Brexit will be bad for Britain whatever happens	Brexit will be bad for Britain but the right deal limit the damage	Brexit will likely be bad for Britain, but won't be if the right deal is agreed	Brexit will likely be good for Britain, but won't be if the wrong deal is agreed in negotiations	Brexit will be good for Britain, but the wrong deal in the negotiations could limit the benefits	Brexit will be good for Britain whatever happens	None of these	Not sure	
Weighted Sample	1672	305	300	128	190	252	285	41	172
Unweighted Sample	1672	318	308	122	191	255	286	37	155
	%	%	%	%	%	%	%	%	%

		7-8 Jan 2018	16-17 Jan 2018								
How well or badly do you think the government are doing at negotiating Britain's exit from the European Union?											
Very well	2	3	0	0	1	1	6	8	2	0	
Fairly well	26	25	5	13	21	32	49	44	14	11	
TOTAL WELL	28	28	5	13	22	33	55	52	16	11	
Fairly badly	32	29	29	37	47	42	26	19	18	14	
Very badly	27	27	60	40	16	14	11	16	25	5	
TOTAL BADLY	59	56	89	77	63	56	37	35	43	19	
Don't know	13	17	6	9	16	11	8	12	42	69	

		10-11 Dec 2017	16-17 Jan 2018								
Who would you trust most to negotiate Britain's exit from the European Union?											
Theresa May	32	32	8	17	32	39	60	61	6	12	
Jeremy Corbyn	16	18	33	32	13	14	6	5	14	12	
Both equally	3	4	3	3	5	7	3	1	12	4	
Neither	33	33	48	39	35	30	25	28	36	17	
Don't know	16	14	8	9	15	10	7	5	32	55	

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	Vote in 2017			EU Ref 2016		Gender		Age				Social Grade		Region					
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	1672	573	548	102	657	714	809	863	187	706	396	383	953	719	224	542	358	403	145
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

23-24
Oct
2017

16-17
Jan
2018

Whether or not you agree with their attitude towards Europe, do you think the Labour party's policy on Brexit is...

Very clear	3	5	2	10	2	5	3	5	4	10	6	4	1	5	4	5	4	5	5	2
Fairly clear	17	16	6	28	12	20	10	16	16	28	16	17	9	16	16	19	13	17	18	14
TOTAL CLEAR	20	21	8	38	14	25	13	21	20	38	22	21	10	21	20	24	17	22	23	16
Fairly unclear or confusing	31	30	34	31	42	34	33	33	28	22	27	33	38	33	27	31	33	29	26	32
Completely unclear or confusing	24	25	44	9	32	21	35	30	21	11	19	30	39	27	23	24	28	24	24	25
TOTAL CONFUSING	55	55	78	40	74	55	68	63	49	33	46	63	77	60	50	55	61	53	50	57
Not sure	25	23	14	22	12	20	19	15	31	29	32	16	13	19	30	21	21	25	26	26

And whether or not you agree with their attitude towards Europe, do you think the Conservative party's policy on Brexit is...

Very clear	5	7	13	4	4	6	9	6	7	6	4	8	9	8	5	6	9	6	6	5
Fairly clear	28	30	54	15	23	22	42	31	28	20	22	34	45	32	27	22	36	31	27	23
TOTAL CLEAR	33	37	67	19	27	28	51	37	35	26	26	42	54	40	32	28	45	37	33	28
Fairly unclear or confusing	28	29	20	39	40	36	24	32	26	33	28	34	25	30	28	34	28	30	28	27
Completely unclear or confusing	18	16	5	25	23	22	11	18	14	16	18	16	13	16	15	22	12	16	17	20
TOTAL CONFUSING	46	45	25	64	63	58	35	50	40	49	46	50	38	46	43	56	40	46	45	47
Not sure	20	19	9	16	11	15	14	13	24	25	28	8	9	14	25	17	16	17	22	25

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		Which of the following best reflects your view?							
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Unweighted Sample	1672	318	308	122	191	255	286	37	155
	%	%	%	%	%	%	%	%	%

	23-24 Oct 2017	16-17 Jan 2018								
Whether or not you agree with their attitude towards Europe, do you think the Labour party's policy on Brexit is...										
Very clear	3	5	4	9	9	4	2	3	1	2
Fairly clear	17	16	19	30	15	18	13	6	6	9
TOTAL CLEAR	20	21	23	39	24	22	15	9	7	11
Fairly unclear or confusing	31	30	32	36	31	32	35	33	17	7
Completely unclear or confusing	24	25	24	12	24	27	34	45	24	7
TOTAL CONFUSING	55	55	56	48	55	59	69	78	41	14
Not sure	25	23	20	13	22	20	15	12	52	76
And whether or not you agree with their attitude towards Europe, do you think the Conservative party's policy on Brexit is...										
Very clear	5	7	4	4	7	5	7	17	0	0
Fairly clear	28	30	12	27	24	39	50	46	12	8
TOTAL CLEAR	33	37	16	31	31	44	57	63	12	8
Fairly unclear or confusing	28	29	36	41	39	29	25	21	20	11
Completely unclear or confusing	18	16	35	18	11	14	6	9	29	7
TOTAL CONFUSING	46	45	71	59	50	43	31	30	49	18
Not sure	20	19	13	9	20	14	11	7	39	74

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Unweighted Sample	1672	588	539	107	714	719	736	936	159	698	422	393	979	693	187	561	370	403	151
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which of the following best reflects your view?

Brexit will be bad for Britain whatever happens in the Brexit negotiations	18	5	31	38	37	2	20	17	24	21	19	9	22	14	24	15	17	16	27
Brexit will be bad for Britain, but the right deal in the negotiations could limit the damage caused	18	9	27	34	34	3	20	16	34	19	16	10	20	15	23	17	19	14	22
Brexit will likely be bad for Britain, but won't be if the right deal is agreed in negotiations	8	6	9	7	9	4	8	7	14	7	6	6	9	6	5	8	8	10	5
Brexit will likely be good for Britain, but won't be if the wrong deal is agreed in negotiations	11	15	9	7	4	20	10	13	5	11	12	14	11	12	9	11	12	14	10
Brexit will be good for Britain, but the wrong deal in the negotiations could limit the benefits we get	15	27	6	9	4	29	15	15	7	11	21	21	15	15	10	20	15	13	10
Brexit will be good for Britain whatever happens in the Brexit negotiations	17	33	7	0	2	35	17	17	3	10	20	33	14	21	18	18	15	19	12
None of these	2	1	2	2	2	1	2	3	1	4	2	1	2	3	3	1	4	3	1
Not sure	10	5	9	4	8	7	8	12	12	15	5	6	8	14	8	10	10	11	13

And looking forward, what do you expect the outcome of the Brexit negotiations will be?

There will be a deal that gets most or all of the things the British government want	10	20	4	4	4	17	10	9	4	7	12	15	9	11	8	11	9	12	6
There will be a deal that gets only some of the things the British government want	39	49	31	36	33	44	41	36	34	33	43	47	41	35	41	42	39	34	35
There will be a deal that gets few if any of the things the British government want	25	14	39	32	38	17	26	25	33	27	29	16	29	21	26	23	27	27	28
There will not be any deal at all	8	5	10	10	9	6	8	7	11	8	5	8	7	8	9	8	7	6	11
Don't know	19	12	17	17	15	15	14	23	18	25	11	14	15	24	16	17	18	22	20

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	Which of the following best reflects your view?								
	Total	Brexit will be bad for Britain whatever happens	Brexit will be bad for Britain but the right deal limit the damage	Brexit will likely be bad for Britain, but won't be if the right deal is agreed	Brexit will likely be good for Britain, but won't be if the wrong deal is agreed in negotiations	Brexit will be good for Britain, but the wrong deal in the negotiations could limit the benefits	Brexit will be good for Britain whatever happens	None of these	Not sure
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Unweighted Sample	1672	318	308	122	191	255	286	37	155
	%	%	%	%	%	%	%	%	%

Which of the following best reflects your view?

Brexit will be bad for Britain whatever happens in the Brexit negotiations	18	100	0	0	0	0	0	0	0
Brexit will be bad for Britain, but the right deal in the negotiations could limit the damage caused	18	0	100	0	0	0	0	0	0
Brexit will likely be bad for Britain, but won't be if the right deal is agreed in negotiations	8	0	0	100	0	0	0	0	0
Brexit will likely be good for Britain, but won't be if the wrong deal is agreed in negotiations	11	0	0	0	100	0	0	0	0
Brexit will be good for Britain, but the wrong deal in the negotiations could limit the benefits we get	15	0	0	0	0	100	0	0	0
Brexit will be good for Britain whatever happens in the Brexit negotiations	17	0	0	0	0	0	100	0	0
None of these	2	0	0	0	0	0	0	100	0
Not sure	10	0	0	0	0	0	0	0	100

And looking forward, what do you expect the outcome of the Brexit negotiations will be?

There will be a deal that gets most or all of the things the British government want	10	2	3	6	16	16	24	0	2
There will be a deal that gets only some of the things the British government want	39	20	46	55	53	55	41	14	11
There will be a deal that gets few if any of the things the British government want	25	54	37	24	22	12	13	7	2
There will not be any deal at all	8	16	5	4	3	4	10	27	1
Don't know	19	8	9	11	6	13	12	51	85

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Unweighted Sample	1672	588	539	107	714	719	736	936	159	698	422	393	979	693	187	561	370	403	151
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which of the following things do you want MOST from the Brexit deal? Please tick up to two.

Britain having control over immigration	28	42	17	12	12	45	27	28	17	26	30	34	26	30	21	29	30	29	23
Britain not having to follow EU rules and regulations	20	32	10	12	9	33	19	21	6	14	26	32	20	20	15	24	18	22	10
Britain not having to follow the rulings of the European Court of Justice	14	24	7	8	7	24	14	14	8	8	13	27	13	14	15	13	15	14	10
Britain not having to pay towards the costs of EU membership	20	25	17	10	12	30	20	20	9	20	21	24	18	22	25	20	21	18	17
Britain being able to negotiate its own trade deals	16	23	15	10	10	23	17	15	16	13	19	19	17	15	10	17	17	18	16
British companies still having tariff-free access to the EU market	15	11	22	26	27	7	17	13	20	15	18	12	19	11	16	13	16	15	20
Britain continuing to co-operate with the EU on security and policing	12	8	15	23	19	6	12	12	13	11	14	10	14	9	13	12	14	9	12
British people still being able to live and work in the EU	19	8	31	37	36	4	19	20	32	23	17	10	22	16	20	20	18	19	23
The British financial services still being able to operate in the EU	9	8	9	18	13	4	11	6	12	6	10	10	9	7	9	11	7	6	9
There still being an open border with the Republic of Ireland	8	3	13	17	13	5	8	8	4	9	9	7	9	7	8	7	9	8	10
None of these	4	1	5	3	5	1	4	3	4	5	3	1	3	4	4	4	3	3	2
Don't know	12	5	14	5	12	6	10	14	19	17	6	5	9	16	13	9	10	14	18

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Total	Brexit will be bad for Britain whatever happens	Brexit will be bad for Britain but the right deal limit the damage	Brexit will likely be bad for Britain, but won't be if the right deal is agreed	Brexit will likely be good for Britain, but won't be if the wrong deal is agreed in negotiations	Brexit will be good for Britain, but the wrong deal in the negotiations could limit the benefits	Brexit will be good for Britain whatever happens	None of these	Not sure
Weighted Sample 1672	305	300	128	190	252	285	41	172
Unweighted Sample 1672	318	308	122	191	255	286	37	155
	%	%	%	%	%	%	%	%

Which of the following things do you want MOST from the Brexit deal? Please tick up to two.

Britain having control over immigration	28	11	16	23	45	42	48	16	10
Britain not having to follow EU rules and regulations	20	3	6	19	26	37	41	6	9
Britain not having to follow the rulings of the European Court of Justice	14	2	8	11	23	22	29	3	3
Britain not having to pay towards the costs of EU membership	20	7	14	12	33	32	33	16	8
Britain being able to negotiate its own trade deals	16	11	10	22	23	26	19	6	7
British companies still having tariff-free access to the EU market	15	25	33	22	13	7	2	0	3
Britain continuing to co-operate with the EU on security and policing	12	20	23	11	7	9	5	0	4
British people still being able to live and work in the EU	19	42	39	31	8	4	2	4	4
The British financial services still being able to operate in the EU	9	13	17	8	5	6	4	7	1
There still being an open border with the Republic of Ireland	8	16	12	7	7	4	3	2	3
None of these	4	10	2	1	0	1	0	36	3
Don't know	12	8	5	8	2	3	4	27	68

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which of the following things do you LEAST want from the Brexit deal? Please tick up to two.

Britain not having control over immigration	19	28	13	6	10	29	19	18	12	16	21	25	18	20	20	20	21	17	13
Britain still having to follow EU rules and regulations	17	27	10	8	9	25	18	16	10	11	21	26	16	18	14	18	18	16	14
Britain still having to follow the rulings of the European Court of Justice	13	19	7	12	8	18	14	11	7	9	14	21	14	11	10	15	13	10	11
Britain still having to pay towards the costs of EU membership	24	32	20	19	17	33	22	25	12	18	31	31	23	25	22	22	25	27	19
Britain not being able to negotiate its own trade deals	9	11	10	13	8	10	9	9	9	7	12	11	9	9	9	11	7	8	7
British companies not having tariff-free access to the EU market	10	6	13	15	15	6	12	8	11	10	10	8	11	8	16	10	6	10	12
Britain no longer being able to work together with the EU on security and policing	10	9	12	14	14	8	12	9	12	9	14	9	11	9	9	12	10	9	12
British people no longer being able to live and work in the EU	15	9	20	23	24	8	16	14	18	17	13	11	16	13	16	16	14	14	14
The British financial services no longer being able to operate in the EU	8	7	10	7	10	6	11	6	10	9	5	9	9	7	11	7	9	7	7
There having to be border controls with the Republic of Ireland	12	11	14	26	18	10	14	11	11	12	12	13	15	9	12	13	10	11	18
None of these	5	4	6	8	7	4	7	4	6	7	5	2	5	6	4	5	8	5	3
Don't know	20	11	23	14	21	13	14	25	29	28	12	11	18	23	18	17	20	23	27

4-5 Dec 2017
16-17 Jan 2018

Do you think Britain will be economically better or worse off after we leave the European Union, or will it make no difference?

Better off	25	25	47	11	4	5	50	27	23	8	19	28	41	23	27	24	28	24	25	18
Worse off	42	41	17	63	74	75	8	43	38	60	44	40	26	47	32	49	39	38	38	49
Will make no real difference to the British economy	18	20	26	12	11	9	30	20	20	14	18	23	22	17	23	17	20	21	20	18
Don't know	15	15	10	14	11	12	12	10	19	18	19	10	11	12	19	11	14	16	17	16

Sample Size: 1672 GB Adults
Fieldwork: 16th - 17th January 2018

	Which of the following best reflects your view?								
	Total	Brexit will be bad for Britain whatever happens	Brexit will be bad for Britain but the right deal limit the damage	Brexit will likely be bad for Britain, but won't be if the right deal is agreed	Brexit will likely be good for Britain, but won't be if the wrong deal is agreed in negotiations	Brexit will be good for Britain, but the wrong deal in the negotiations could limit the benefits	Brexit will be good for Britain whatever happens	None of these	Not sure
Weighted Sample	1672	305	300	128	190	252	285	41	172
Unweighted Sample	1672	318	308	122	191	255	286	37	155
	%	%	%	%	%	%	%	%	%

Which of the following things do you LEAST want from the Brexit deal? Please tick up to two.

Britain not having control over immigration	19	11	12	11	25	29	34	3	6
Britain still having to follow EU rules and regulations	17	6	8	20	27	23	32	6	3
Britain still having to follow the rulings of the European Court of Justice	13	6	9	16	17	20	20	4	2
Britain still having to pay towards the costs of EU membership	24	11	22	18	27	37	40	13	4
Britain not being able to negotiate its own trade deals	9	6	10	12	13	10	10	4	3
British companies not having tariff-free access to the EU market	10	17	16	11	8	7	4	3	2
Britain no longer being able to work together with the EU on security and policing	10	12	18	12	11	10	5	10	4
British people no longer being able to live and work in the EU	15	26	25	18	9	8	6	7	6
The British financial services no longer being able to operate in the EU	8	12	15	6	8	8	3	0	2
There having to be border controls with the Republic of Ireland	12	16	19	13	11	11	10	2	1
None of these	5	9	3	6	6	5	3	29	2
Don't know	20	20	13	15	10	8	9	33	80

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Do you think Britain will be economically better or worse off after we leave the European Union, or will it make no difference?

Better off	25	25	0	2	4	32	50	73	10	3
Worse off	42	41	94	83	60	12	4	1	15	14
Will make no real difference to the British economy	18	20	3	8	22	42	35	21	34	14
Don't know	15	15	2	7	14	14	12	4	41	70

Sample Size: 1672 GB Adults
Fieldwork: 16th - 17th January 2018

	Vote in 2017			EU Ref 2016		Gender		Age				Social Grade		Region					
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	1672	573	548	102	657	714	809	863	187	706	396	383	953	719	224	542	358	403	145
Unweighted Sample	1672	588	539	107	714	719	736	936	159	698	422	393	979	693	187	561	370	403	151
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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If you had to put these four scenarios in order, from the best to the worst outcome, which order would you put them in?

Britain leaving the EU and not having any special trade deal, giving Britain complete control over our rules and borders, but facing barriers or tariffs on our exports

Ranked first	26	25	38	14	10	8	42	24	26	12	22	29	34	22	29	28	26	26	26	15
Ranked second	25	22	29	14	10	11	32	19	24	17	18	23	28	20	24	16	23	24	22	18
Ranked third	16	18	18	17	18	18	17	18	17	19	17	17	18	17	19	13	17	17	20	22
Ranked fourth	33	36	15	55	62	63	8	39	33	52	43	31	20	41	28	43	34	33	33	44

Britain leaving the EU and having only a limited trade deal, giving Britain control over our borders, but putting barriers or tariffs on some of our exports

Ranked first	26	21	31	13	8	9	33	20	22	17	19	20	29	21	21	15	23	24	20	18
Ranked second	30	29	39	20	20	18	42	30	29	19	25	36	37	26	33	26	31	30	29	29
Ranked third	37	39	24	55	59	61	21	40	38	41	46	37	29	43	35	45	36	36	42	42
Ranked fourth	7	10	6	12	14	13	5	10	11	23	11	8	6	10	11	13	10	11	8	10

Britain leaving the EU but remaining in the single market, giving free trade on our exports in exchange for following some rules, paying a fee and allowing immigration from the EU

Ranked first	17	18	16	17	13	16	19	18	18	18	19	21	15	17	19	16	17	19	19	20
Ranked second	35	42	27	56	66	64	20	43	40	49	48	36	32	46	36	50	40	37	42	46
Ranked third	39	35	52	21	17	14	56	34	36	28	27	40	47	32	38	29	38	38	32	30
Ranked fourth	8	5	5	6	4	6	5	5	6	5	6	3	6	4	7	5	4	6	7	4

Britain remaining a full member of the European Union

Ranked first	31	36	15	55	69	68	6	38	33	53	41	31	23	39	31	41	34	31	35	47
Ranked second	9	7	5	11	4	7	5	7	7	15	9	5	3	8	6	8	6	9	7	6
Ranked third	8	8	6	7	7	7	7	8	9	13	10	7	6	8	9	12	8	10	6	6
Ranked fourth	52	49	75	27	20	17	82	47	51	19	41	58	68	45	54	39	52	50	52	41

Sample Size: 1672 GB Adults
Fieldwork: 16th - 17th January 2018

		Which of the following best reflects your view?							
Total	Brexit will be bad for Britain whatever happens	Brexit will be bad for Britain but the right deal limit the damage	Brexit will likely be bad for Britain, but won't be if the right deal is agreed	Brexit will likely be good for Britain, but won't be if the wrong deal is agreed in negotiations	Brexit will be good for Britain, but the wrong deal in the negotiations could limit the benefits	Brexit will be good for Britain whatever happens	None of these	Not sure	
Weighted Sample	1672	305	300	128	190	252	285	41	172
Unweighted Sample	1672	318	308	122	191	255	286	37	155
	%	%	%	%	%	%	%	%	%

	13-14 Nov 2016	16-17 Jan 2018								
If you had to put these four scenarios in order, from the best to the worst outcome, which order would you put them in?										
Britain leaving the EU and not having any special trade deal, giving Britain complete control over our rules and borders, but facing barriers or tariffs on our exports										
Ranked first	26	25	6	6	16	36	36	53	12	29
Ranked second	25	22	7	10	19	35	36	31	28	19
Ranked third	16	18	13	14	26	21	22	13	27	22
Ranked fourth	33	36	75	71	39	9	6	3	34	31
Britain leaving the EU and having only a limited trade deal, giving Britain control over our borders, but putting barriers or tariffs on some of our exports										
Ranked first	26	21	4	10	25	27	38	31	19	20
Ranked second	30	29	11	15	20	39	43	51	34	27
Ranked third	37	39	70	61	39	28	14	16	35	36
Ranked fourth	7	10	15	14	17	6	5	3	11	16
Britain leaving the EU but remaining in the single market, giving free trade on our exports in exchange for following some rules, paying a fee and allowing immigration from the EU										
Ranked first	17	18	5	13	25	32	23	13	37	27
Ranked second	35	42	77	66	42	19	18	17	30	40
Ranked third	39	35	15	15	20	40	56	67	23	27
Ranked fourth	8	5	3	5	13	10	3	3	10	5
Britain remaining a full member of the European Union										
Ranked first	31	36	86	71	34	5	3	3	32	24
Ranked second	9	7	5	9	19	7	3	1	8	14
Ranked third	8	8	2	10	15	12	8	4	15	14
Ranked fourth	52	49	7	11	32	76	86	91	45	48

Sample Size: 1672 GB Adults
Fieldwork: 16th - 17th January 2018

	Vote in 2017			EU Ref 2016		Gender		Age				Social Grade		Region					
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	1672	573	548	102	657	714	809	863	187	706	396	383	953	719	224	542	358	403	145
Unweighted Sample	1672	588	539	107	714	719	736	936	159	698	422	393	979	693	187	561	370	403	151
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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Regardless of which you would prefer, what do you think is the most likely outcome?

Britain leaving the EU and not having any special trade deal, giving Britain complete control over our rules and borders	20	22	25	23	23	21	26	23	21	21	19	24	25	23	20	22	22	20	23	18
Britain leaving the EU and having only a limited trade deal, giving Britain control over our borders, but putting barrie	33	39	43	37	39	39	39	44	34	43	34	42	42	41	36	43	40	40	33	38
Britain leaving the EU but remaining in the single market, giving free trade on our exports in exchange for following so	16	15	17	13	11	15	16	15	15	9	16	17	15	16	14	12	15	15	16	15
Britain remaining a full member of the European Union	8	4	2	5	11	7	2	5	4	3	6	5	2	5	4	4	5	5	4	5
Don't know	22	20	13	22	17	18	17	14	26	23	26	12	16	15	26	19	17	20	23	24

Sample Size: 1672 GB Adults
Fieldwork: 16th - 17th January 2018

		Which of the following best reflects your view?							
Total	Brexit will be bad for Britain whatever happens	Brexit will be bad for Britain but the right deal limit the damage	Brexit will likely be bad for Britain, but won't be if the right deal is agreed	Brexit will likely be good for Britain, but won't be if the wrong deal is agreed in negotiations	Brexit will be good for Britain, but the wrong deal in the negotiations could limit the benefits	Brexit will be good for Britain whatever happens	None of these	Not sure	
Weighted Sample 1672	305	300	128	190	252	285	41	172	
Unweighted Sample 1672	318	308	122	191	255	286	37	155	
	%	%	%	%	%	%	%	%	

Regardless of which you would prefer, what do you think is the most likely outcome?

	13-14 Nov 2016	16-17 Jan 2018								
Britain leaving the EU and not having any special trade deal, giving Britain complete control over our rules and borders	20	22	34	16	9	20	17	36	5	7
Britain leaving the EU and having only a limited trade deal, giving Britain control over our borders, but putting barrie	33	39	33	51	48	41	48	38	22	9
Britain leaving the EU but remaining in the single market, giving free trade on our exports in exchange for following so	16	15	10	16	21	24	24	11	8	4
Britain remaining a full member of the European Union	8	4	10	6	4	2	1	2	8	3
Don't know	22	20	13	10	17	14	10	13	57	76