

Labour Party European Union

722 business leaders; fieldwork: 17th - 20th November
2014

Total	Region							
Base	North	Midlands	East	London	South	Wales	Scotland	Elsewhere (i.e. outside of Great Britain)

Q. Do you think the prospect of Britain leaving the European Union has gone up or down in the last six months (i.e. since May 2014)?

Unweighted base	722	148	93	47	129	197	28	71	9
Base: B2B decision makers	722	141	94	46	146	194	22	71	8
Gone up significantly	25%	23%	26%	32%	19%	24%	35%	31%	30%
Gone up a bit	51%	52%	47%	46%	53%	52%	45%	47%	61%
Stayed the same	20%	21%	22%	15%	22%	19%	17%	20%	-
Gone down a bit	2%	2%	3%	2%	2%	3%	3%	-	10%
Gone down significantly	1%	1%	-	2%	2%	-	-	3%	-
Don't know	2%	2%	2%	3%	2%	2%	-	-	-

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Total	Organisation size			Work industry				
Base	Small (less than 50 employees)	Medium (50 to 249 employees)	Large (250+ employees)	Manufacturing	Construction	Retail	Finance and Accounting	Hospitality and leisure

Q. Do you think the prospect of Britain leaving the European Union has gone up or down in the last six months (i.e. since May 2014)?

Unweighted base	722	453	104	165	105	56	63	68	55
Base: B2B decision makers	722	339	88	295	104	58	65	87	56
Gone up significantly	25%	26%	31%	21%	36%	19%	26%	19%	15%
Gone up a bit	51%	51%	42%	53%	50%	45%	54%	55%	63%
Stayed the same	20%	19%	19%	22%	9%	26%	17%	19%	21%
Gone down a bit	2%	3%	3%	1%	3%	4%	2%	-	-
Gone down significantly	1%	0%	1%	1%	1%	3%	-	2%	-
Don't know	2%	1%	4%	2%	2%	3%	3%	4%	1%

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Total	Work industry							
Base	Legal	IT & telecoms	Media/ marketing/ advertising/ PR & sales	Medical & health services	Education	Transportation & distribution	Real estate	Other

Q. Do you think the prospect of Britain leaving the European Union has gone up or down in the last six months (i.e. since May 2014)?

Unweighted base	722	39	84	59	20	26	15	19	113
Base: B2B decision makers	722	42	79	51	18	23	17	17	105
Gone up significantly	25%	20%	21%	24%	19%	20%	30%	27%	30%
Gone up a bit	51%	44%	55%	52%	54%	48%	37%	58%	42%
Stayed the same	20%	30%	21%	18%	22%	32%	34%	11%	24%
Gone down a bit	2%	7%	-	4%	-	-	-	4%	3%
Gone down significantly	1%	-	-	1%	4%	-	-	-	-
Don't know	2%	-	3%	-	-	-	-	-	-