

YouGov / UCL Survey Results

Sample Size: 1763 GB Adults
Fieldwork: 28th - 29th May 2019

	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	1763	582	545	99	679	726	853	910	194	742	420	407	1005	758	212	589	381	430	152
Unweighted Sample	1763	617	566	106	769	722	810	953	124	726	454	459	1067	696	140	623	407	429	164
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

		22-26 March	28-29 May																	
Please rank the following 4 possible final outcomes of Brexit in order of what you want to happen (1- your favourite, 4 - your least favourite)																				
Remain in the EU																				
Ranked first	46	46	19	69	78	81	10	45	48	68	53	43	28	52	39	62	47	41	41	53
Ranked second	6	7	6	6	9	6	7	7	7	9	9	6	4	6	8	13	7	5	6	12
Ranked third	7	6	6	5	1	4	7	7	6	5	8	6	5	6	7	4	4	6	10	7
Ranked fourth	42	40	68	21	11	9	76	42	38	18	30	45	62	35	46	21	42	48	43	27
Leave with no withdrawal agreement (No Deal)																				
Ranked first	27	32	54	16	11	6	59	36	28	9	25	39	48	28	37	22	31	38	35	24
Ranked second	15	12	14	9	4	7	16	12	12	14	11	12	13	10	14	4	13	13	14	11
Ranked third	18	14	12	12	11	12	14	11	17	19	14	12	13	13	15	14	14	15	13	15
Ranked fourth	41	42	21	62	74	74	10	42	43	58	50	37	27	49	34	61	43	34	38	50
Leave with a softer Brexit Deal (Customs Union and/or Single Market Membership)																				
Ranked first	14	13	14	10	6	8	18	9	16	13	14	11	12	12	15	11	12	12	14	17
Ranked second	52	53	36	69	69	71	35	55	52	59	56	52	47	56	50	62	51	53	52	54
Ranked third	30	30	46	19	20	19	43	32	28	25	26	32	38	28	33	21	33	32	30	25
Ranked fourth	5	4	4	2	5	2	4	4	4	3	4	5	3	4	3	5	4	3	3	4
Theresa May's Withdrawal Agreement and Deal (Deal)																				
Ranked first	14	9	13	5	5	5	13	10	8	10	8	7	12	9	10	5	11	9	10	6
Ranked second	28	27	44	17	17	16	41	26	28	17	24	30	36	27	28	21	29	29	28	23
Ranked third	46	50	36	63	68	66	36	51	49	51	52	50	44	52	46	61	49	47	46	52
Ranked fourth	12	14	7	15	10	14	10	13	15	21	16	13	8	12	17	13	11	15	16	19

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

You ranked [top ranked option] top followed by [option ranked second] second. How strongly do you prefer [top ranked option] to [option ranked second]?

A bit	20	20	18	16	14	26	18	23	25	22	18	18	20	21	15	22	17	23	22
A fair amount	30	35	24	26	22	35	27	33	28	31	26	34	27	34	20	28	35	34	29
A lot	49	45	58	57	64	40	55	44	47	47	56	48	53	45	65	50	48	42	48

You ranked [option ranked second] second followed by [option ranked third] third. How strongly do you prefer [option ranked second] to [option ranked third]?

A bit	31	37	25	19	25	37	30	33	25	31	33	34	31	32	27	32	31	35	30
A fair amount	42	40	43	45	43	41	40	44	42	43	43	41	40	45	32	42	43	44	49
A lot	26	23	32	36	32	22	31	22	33	26	25	25	29	23	42	26	26	21	22

You ranked [option ranked third] third followed by [option ranked fourth] fourth. How strongly do you prefer [option ranked third] to [option ranked fourth]?

A bit	28	29	26	18	25	28	26	30	21	27	31	30	26	31	25	26	27	31	33
A fair amount	29	26	29	28	28	27	27	32	34	33	25	24	28	31	27	28	33	29	29
A lot	43	45	45	54	47	45	47	38	45	40	44	46	46	38	47	46	40	40	38

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

Thinking just about the outcome you ranked second: [option ranked second], how would you feel if this was the eventual Brexit outcome?

Very happy	3	4	3	2	3	3	2	3	3	2	3	3	3	3	3	3	2	3	2
Fairly happy	19	25	16	17	16	25	19	19	16	20	17	21	19	19	15	19	26	16	19
TOTAL HAPPY	22	29	19	19	19	28	21	22	19	23	19	24	22	22	18	22	28	19	21
Neither happy nor unhappy	34	31	33	36	33	32	31	36	37	33	34	32	35	32	34	31	31	39	33
Fairly unhappy	20	19	25	29	25	19	23	18	17	20	23	20	20	20	24	23	16	19	19
Very unhappy	15	17	15	13	16	17	18	12	11	13	18	17	16	14	17	15	17	12	15
TOTAL UNHAPPY	35	36	40	42	41	36	41	30	28	33	41	37	36	34	41	38	33	31	34
Don't know	9	4	8	3	7	5	6	12	15	11	6	6	7	12	7	7	9	12	12

Which of these statements comes closest to your view?

The Brexit process should end as soon as possible	57	77	46	52	43	79	55	59	34	50	65	73	56	58	43	62	58	59	54
The Brexit process should go on for as long as it takes to reach the right outcome	29	17	42	36	46	16	34	25	40	32	26	21	33	25	42	27	29	26	31
Don't know	14	6	12	12	12	6	11	16	26	17	9	7	11	17	15	12	14	15	15

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

Regardless of what your preferred Brexit outcome is, which outcome do you think would lead to the quickest end to the Brexit process?

	Remain in the EU	Leave with no withdrawal agreement ("No Deal")	Leave with a softer Brexit Deal (Customs Union and/or Single Market Membership)	Theresa May's Withdrawal Agreement ("Deal")	Don't know
33	14	49	59	58	10
37	59	23	20	17	62
7	8	7	7	8	9
7	9	8	10	8	7
16	10	13	3	10	12

One of the possible Brexit outcomes is a soft Brexit where the UK is more aligned with the EU. This could be just a common trade and tariff policy allowing goods to pass freely across borders (a Customs Union), without free movement of services or people. Or this could mean the UK staying within a Customs Union AND the Single Market (where the EU is treated as one territory with no internal barriers, to allow free movement of goods, services, capital and people with common regulations) - this is often called the Norway+ or Common Market 2.0 option. If you had to choose between these two types of soft Brexit, which would you prefer?

	Just a Customs Union but not in the Single Market	A Customs Union and membership of the Single Market (often known as Norway+ or Common Market 2.0)	Don't know
23	40	14	16
44	28	58	74
33	32	28	10

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

Talking to people about the European Parliament election last week, we have found that a lot of people didn't manage to vote. How about you - did you manage to vote in the European Parliament election?

Yes, voted	62	72	66	81	71	68	66	57	47	54	68	75	67	54	71	64	62	52	64
No, did not vote	32	26	28	17	25	30	29	35	39	37	29	23	28	38	22	32	32	39	29
Don't know	6	2	6	2	4	2	4	8	13	8	3	2	5	7	6	4	5	9	7

Which party did you vote for?

[Only seen by those who said they did vote, n=1139]

Conservative	6	15	1	0	6	8	3	9	5	4	3	11	6	7	4	6	5	6	11
Labour	9	0	24	3	12	4	9	10	11	13	8	5	8	12	17	5	8	13	7
Liberal Democrat	21	9	25	68	38	3	23	18	30	24	20	16	25	14	31	27	14	16	10
Scottish National Party (SNP)	3	0	1	0	4	2	3	3	4	4	4	2	3	3	0	0	0	0	35
Plaid Cymru	1	0	2	0	2	0	1	2	2	2	1	1	1	2	0	0	6	0	0
Green	15	4	24	18	24	4	12	18	24	19	16	5	16	12	16	16	13	15	11
UK Independence Party (UKIP)	1	2	0	0	0	2	1	1	0	2	1	1	1	1	2	0	1	2	2
Brexit Party	36	65	16	7	4	73	40	32	14	24	40	55	32	44	20	39	46	41	16
Change UK - The Independent Group	3	3	3	4	5	1	2	3	0	4	4	1	3	2	3	4	2	2	4
English Democrats	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
The Socialist Party of Great Britain	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
UK European Union Party	1	0	0	0	0	0	1	1	2	1	0	0	1	0	4	0	0	0	1
The Yorkshire Party	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0
Animal Welfare Party	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0
Women's Equality Party	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Independent Network	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Tommy Robinson	0	0	0	0	0	1	0	0	0	0	0	0	0	1	0	0	0	1	0
An independent candidate or someone else	1	1	1	0	1	0	1	1	2	1	0	0	1	1	1	0	2	0	2
None of the above	1	0	1	0	1	0	1	1	2	1	1	0	1	0	0	1	1	1	0
Don't know	1	1	1	0	2	1	1	1	5	1	1	1	1	2	1	1	2	2	1

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

Thinking about all the things you considered when deciding who to vote for, how important, if at all, was each party's policy on Brexit in making your decision?

Very important	63	72	54	73	60	69	67	59	54	58	66	69	64	61	63	69	64	58	51
Fairly important	24	17	32	17	25	22	21	28	27	30	22	19	22	28	25	21	25	28	28
TOTAL VERY / FAIRLY IMPORTANT	87	89	86	90	85	91	88	87	81	88	88	88	86	89	88	90	89	86	79
Not very important	8	7	9	10	9	5	8	7	10	8	8	7	8	8	8	5	7	9	15
Not important at all	2	2	3	0	4	1	1	3	1	1	4	3	2	2	1	2	2	2	5
TOTAL NOT VERY / NOT AT ALL IMPORTANT	10	9	12	10	13	6	9	10	11	9	12	10	10	10	9	7	9	11	20
Don't know	3	2	3	0	3	2	2	3	9	3	1	2	3	2	2	2	4	3	1

What would you say was your main reason for not voting?

[Only seen by those who said they did not vote, n=539]

I don't tend to vote in any elections	11	2	3	0	4	3	12	10	15	13	4	10	7	15	7	10	14	12	9
I don't tend to vote in EU Parliament elections	17	18	16	22	13	23	18	17	14	19	18	14	17	18	2	19	16	20	21
I intended to vote but didn't make it to the polling station	23	22	30	16	31	20	22	24	39	24	18	16	22	25	29	24	25	21	19
I deliberately didn't vote as a protest	24	38	23	27	28	31	26	23	10	17	39	38	28	21	24	26	21	26	15
Other	20	18	27	35	23	20	20	20	16	21	19	22	23	17	38	19	18	16	25
Don't know	4	2	1	0	1	4	1	6	6	5	2	1	4	4	0	2	5	6	10

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

Thinking about all the things you consider when deciding who to vote for in a General Election, how important, if at all, will each party's policy on Brexit be in making your decision in the next General Election?

Very important	47	61	43	59	46	57	51	43	38	40	50	58	51	40	57	50	47	41	37
Fairly important	27	24	36	21	31	26	26	28	25	28	28	25	27	27	22	26	26	29	32
TOTAL VERY / FAIRLY IMPORTANT	74	85	79	80	77	83	77	71	63	68	78	83	78	67	79	76	73	70	69
Not very important	7	5	7	10	9	5	9	6	7	8	8	6	7	8	6	7	8	8	8
Not important at all	4	1	3	3	4	3	4	3	3	4	4	4	3	4	2	4	4	3	6
TOTAL NOT VERY / NOT AT ALL IMPORTANT	11	6	10	13	13	8	13	9	10	12	12	10	10	12	8	11	12	11	14
Don't know	15	9	11	7	10	9	11	20	27	20	10	6	12	20	13	14	15	19	17

Generally speaking, how easy or difficult is it for you to manage financially?

Very easy	9	13	7	9	8	12	10	8	6	5	10	15	10	7	13	7	8	9	7
Fairly easy	46	55	43	58	49	50	47	46	44	42	47	55	55	35	50	47	48	44	42
TOTAL EASY	55	68	50	67	57	62	57	54	50	47	57	70	65	42	63	54	56	53	49
Fairly difficult	23	20	28	18	26	23	22	25	18	27	23	20	19	29	20	24	22	25	26
Very difficult	9	4	10	9	8	7	9	9	12	11	11	3	6	13	5	10	9	9	13
TOTAL DIFFICULT	32	24	38	27	34	30	31	34	30	38	34	23	25	42	25	34	31	34	39
Don't wish to say	6	6	7	4	5	6	7	5	3	7	7	6	5	8	8	6	6	6	5
Don't know	6	2	5	2	4	3	5	8	17	8	3	2	5	8	4	6	7	8	7