



BREXIT OUTCOMES POLL REPORT

Methodology:

- Survey of n=805 respondents with a max margin of error of +/-3.5 percent at a 95 percent confidence interval.
 - Respondents were eligible to vote in UK General Elections.
 - Minimum quotas set by age, gender, region, education, occupation, tenure and ethnicity, and data weighted where necessary to ensure it is representative of the constituency.
 - Telephone poll between the 8th - 10th October.
 - Soft voters are those voters who are undecided or likely to change their mind. They are the key group of voters that will decide the election outcome.
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2017 General Election Results

42.4%	Conservatives	3.0%	SNP
40.0%	Labour	1.8%	UKIP
7.4%	Liberal Democrat	1.6%	UKIP

Summary:

Voters think that Brexit is the most important issue facing the country (40%).

A Canada Plus deal (26%) is the most popular final Brexit outcome overall. It is also the preference among Conservative voters (33%).

When all the options are further explained, support for Canada Plus as the final outcome increases (to 35%) among Conservative voters.

For the majority (57%) of Conservative voters the minimum satisfactory outcome of the Brexit process is having control of the country's borders, money, and laws, with no oversight from EU institutions. This outcome has plurality (39%) support as the minimum satisfactory Brexit outcome among voters in the country as a whole.

The Conservatives' vote share is highest in the scenario of a No Deal (43%), WTO Trade Rules (45%), and a Canada Plus Deal (45%); and lowest in the scenario of the UK remaining a member of the EU (30%) followed by holding a second referendum (32%).

If the government delivers control of the country's borders, money and laws, with no oversight from EU institutions, then voters are more likely to vote Conservative.

A second referendum is supported by a minority of voters.

Q) If a General Election was held today, what is the most important issue that would determine if and how you vote? That could be any local or national issue or political figure or party that is relevant to you in determining your vote, if a General Election was held today.

	Total	Conservative Voters	Soft Voters
Brexit	40%	38%	45%
Health & the NHS	12%	8%	7%
The economy	9%	13%	7%
Trust in politics	6%	6%	3%

Base = All Voters

Q) Thinking now about the UK's future relationship with the EU, which is your preferred option for the UK's future relationship with the EU? Please list the following from top to bottom in order of your preference.

	Total	Conservative Voters	Soft Voters
Canada Plus style trade deal	26%	33%	20%
WTO trade rules	24%	25%	30%
No Deal	17%	17%	19%
A second referendum on the UK's membership of the EU	15%	6%	20%
EEA/EFTA membership	11%	10%	9%
The Chequers Deal	6%	9%	3%

(First Preference Only) Base = those who expressed a preference on the outcome of the UK leaving the EU

Respondents were then re-asked the same question, but further information was provided to explain each outcome.

Q) Thinking now about the UK’s future relationship with the EU, which is your preferred option for the UK’s future relationship with the EU? Please list the following from top to bottom in order of your preference.

	Total	Conservative Voters	Soft Voters
A Canada Plus style free trade deal for the UK with the EU	31%	35%	25%
World Trade Organisation trade rules	22%	24%	22%
No deal is signed, and the UK reverts to World Trade Organisation trade rules	21%	23%	20%
Remaining in the European Economic Area (EEA) and the European Free Trade Area (EFTA) bound to EU rules but not in the EU so therefore a ‘rule taker not rule maker’	11%	8%	17%
A second referendum on the UK’s membership of the EU	10%	4%	14%
The Chequers Deal which means the UK is subject to a common rule book which may hinder trade deals with the rest of the world	4%	6%	3%

(First Preference Only) Base = those who expressed a preference on the outcome of the UK leaving the EU

Q) Imagine that there is a General Election being held today with an agreement having been put in place. For each different Brexit outcome please indicate which party would receive your vote in a general election following that outcome.

	Conservative	Labour	Liberal Democrat	UKIP	Green	SNP	Plaid Cymru	Other	Don't Know
WTO trade rules	45%	33%	7%	3%	3%	3%	0%	3%	2%
Canada Plus style trade deal	45%	33%	7%	3%	2%	3%	0%	3%	3%
No Deal	43%	32%	8%	4%	3%	2%	1%	4%	3%
The Chequers Deal	39%	33%	8%	6%	3%	3%	0%	4%	4%
EEA/EFTA membership	37%	34%	8%	7%	2%	3%	0%	4%	4%
A second referendum on EU membership	32%	34%	10%	8%	4%	3%	1%	4%	4%
Remaining a member of the EU	30%	35%	10%	10%	3%	3%	1%	4%	5%

Base = All Voters

Q) Sometimes after thinking about an issue in more detail, some people change their mind, and some do not. Thinking now about the UK's future relationship with the EU, which is your preferred option for the UK's future relationship with the EU? Please list the following from top to bottom in order of your preference.

	Total	Conservative Voters	Soft Voters
Canada Plus style trade deal	28%	34%	19%
No Deal	21%	24%	24%
WTO trade rules	17%	18%	22%
A second referendum on the UK's membership of the EU	14%	5%	20%
The Chequers Deal	7%	10%	5%
EEA/EFTA membership	7%	6%	3%

(First Preference Only) Base = those who expressed a preference on the outcome of the UK leaving the EU

Q) What do you consider a SATISFACTORY Brexit?

	Total	Conservative Voters	Soft Voters
The UK leaves the EU with control of borders, control of laws, control of money and no oversight from EU institutions	39%	57%	36%
The UK leaves the EU under WTO rules which allow for global trade, and negotiates a trade deal with the EU in a transition period	24%	33%	28%
The UK parliament does not ratify a deal and opts to remain in the EU	33%	7%	31%
The UK joins EEA / EFTA as rule takers	3%	3%	3%
The UK leaves the EU but there is some EU oversight of laws, and the UK pays £39 billion to the EU	1%	1%	2%

Base = All Voters

Research conducted by IQR.