

YouGov Survey Results

Sample Size: 42 Digital entrepreneurs
Fieldwork: 13th - 23rd November 2015

	Work sector			Management level							
	Total	Private Sector	Third sector	Founder	Owner / Proprietor	Partner	Chairperson	Chief Executive	Managing Director	Non Executive Director	Other board level manager/ director
Weighted Sample	42	39	3	36	17	3	3	28	3	3	2
Unweighted Sample	42	39	3	36	17	3	3	28	3	3	2
	%	%	%	%	%	%	%	%	%	%	%

Have you made up your mind on which way you will vote in the EU referendum?

Definitely decided	60	62	33	64	47	67	0	64	67	33	100
Probably decided but might change my mind	26	23	67	25	35	33	67	25	0	67	0
Still undecided	10	10	0	8	18	0	33	7	0	0	0
Do not have a vote (not a British citizen)	5	5	0	3	0	0	0	4	33	0	0

If the referendum were held today would you vote to leave or remain?

[Only asked to those who do have a vote in the referendum; n=40]

Leave	13	11	33	11	12	0	0	15	0	0	0
Remain	88	89	67	89	88	100	100	85	100	100	100
Don't know	0	0	0	0	0	0	0	0	0	0	0

If were able to vote and the referendum were held today would you vote to leave or remain?

[Only asked to those who do not have a vote in the referendum; n=2]

Leave	50	50	0	100	0	0	0	0	100	0	0
Remain	50	50	0	0	0	0	0	100	0	0	0
Don't know	0	0	0	0	0	0	0	0	0	0	0

Do you believe that Britain's position as a global tech gateway would be positively or negatively affected if Britain were to leave the EU?

[n=41]

Positively affected	7	8	0	3	0	0	0	7	33	0	0
Negatively affected	73	76	33	77	71	100	67	70	67	100	100
No Change	17	13	67	20	24	0	0	22	0	0	0
Don't know	2	3	0	0	6	0	33	0	0	0	0

YouGov Survey Results

Sample Size: 42 Digital entrepreneurs
Fieldwork: 13th - 23rd November 2015

	Company Size												
	Total	1 (just me)	2 to 5	6 to 9	10 to 19	20 to 34	35 to 49	50 to 99	100 to 249	250 to 499	500 to 999	1 000 or more	Don't know
Weighted Sample	42	1	5	7	3	11	3	2	5	1	2	1	1
Unweighted Sample	42	1	5	7	3	11	3	2	5	1	2	1	1
	%	%	%	%	%	%	%	%	%	%	%	%	%

Have you made up your mind on which way you will vote in the EU referendum?

Definitely decided	60	0	80	71	33	64	67	50	60	100	50	0	0
Probably decided but might change my mind	26	100	20	14	33	18	33	50	20	0	50	100	0
Still undecided	10	0	0	14	0	9	0	0	20	0	0	0	100
Do not have a vote (not a British citizen)	5	0	0	0	33	9	0	0	0	0	0	0	0

If the referendum were held today would you vote to leave or remain?

[Only asked to those who do have a vote in the referendum; n=40]

Leave	13	0	0	0	0	30	0	50	20	0	0	0	0
Remain	88	100	100	100	100	70	100	50	80	100	100	100	100
Don't know	0	0	0	0	0	0	0	0	0	0	0	0	0

If were able to vote and the referendum were held today would you vote to leave or remain?

[Only asked to those who do not have a vote in the referendum; n=2]

Leave	50	0	0	0	100	0	0	0	0	0	0	0	0
Remain	50	0	0	0	0	100	0	0	0	0	0	0	0
Don't know	0	0	0	0	0	0	0	0	0	0	0	0	0

Do you believe that Britain's position as a global tech gateway would be positively or negatively affected if Britain were to leave the EU?

[n=41]

Positively affected	7	0	0	0	33	9	0	0	20	0	0	0	0
Negatively affected	73	0	80	86	67	73	100	50	60	0	100	100	0
No Change	17	100	20	14	0	18	0	50	20	0	0	0	0
Don't know	2	0	0	0	0	0	0	0	0	0	0	0	100

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	Industry Sector										
	Total	Manufacturing	Retail	Financial services	Hospitality and leisure	IT & telecoms	Media/ marketing/ advertising/ PR & sales	Medical & health services	Education	Transportation & distribution	Other
Weighted Sample	42	1	10	8	1	17	16	4	6	1	3
Unweighted Sample	42	1	10	8	1	17	16	4	6	1	3
	%	%	%	%	%	%	%	%	%	%	%

Have you made up your mind on which way you will vote in the EU referendum?

Definitely decided	60	0	70	25	100	59	69	100	33	100	33
Probably decided but might change my mind	26	100	20	38	0	41	25	0	67	0	33
Still undecided	10	0	0	25	0	0	6	0	0	0	33
Do not have a vote (not a British citizen)	5	0	10	13	0	0	0	0	0	0	0

If the referendum were held today would you vote to leave or remain?

[Only asked to those who do have a vote in the referendum; n=40]

Leave	13	100	0	43	0	18	0	0	17	0	0
Remain	88	0	100	57	100	82	100	100	83	100	100
Don't know	0	0	0	0	0	0	0	0	0	0	0

If were able to vote and the referendum were held today would you vote to leave or remain?

[Only asked to those who do not have a vote in the referendum; n=2]

Leave	50	0	0	100	0	0	0	0	0	0	0
Remain	50	0	100	0	0	0	0	0	0	0	0
Don't know	0	0	0	0	0	0	0	0	0	0	0

Do you believe that Britain's position as a global tech gateway would be positively or negatively affected if Britain were to leave the EU?

[n=41]

Positively affected	7	0	10	25	0	6	0	0	0	0	0
Negatively affected	73	0	80	50	100	76	87	100	83	100	33
No Change	17	100	10	25	0	18	13	0	17	0	33
Don't know	2	0	0	0	0	0	0	0	0	0	33

YouGov Survey Results

Sample Size: 42 Digital entrepreneurs
Fieldwork: 13th - 23rd November 2015

	Company Turnover											
	Total	First year of trading	Less than £25,000	£25,000 to £49,999	£50,000 to £99,999	£100,000 to £249,999	£250,000 to £499,999	£500,000 to £999,999	£1 million to £1.9 million	£2 million to £2.9 million	£3 million to £4.9 million	£5 million to £9.9 million
Weighted Sample	42	2	2	0	1	5	3	3	2	4	1	3
Unweighted Sample	42	2	2	0	1	5	3	3	2	4	1	3
	%	%	%	%	%	%	%	%	%	%	%	%

Have you made up your mind on which way you will vote in the EU referendum?

Definitely decided	60	100	100	0	0	60	67	33	50	100	100	33
Probably decided but might change my mind	26	0	0	0	100	20	33	67	0	0	0	67
Still undecided	10	0	0	0	0	20	0	0	0	0	0	0
Do not have a vote (not a British citizen)	5	0	0	0	0	0	0	0	50	0	0	0

If the referendum were held today would you vote to leave or remain?

[Only asked to those who do have a vote in the referendum; n=40]

Leave	13	0	0	0	0	0	0	0	0	0	0	67
Remain	88	100	100	0	100	100	100	100	100	100	100	33
Don't know	0	0	0	0	0	0	0	0	0	0	0	0

If were able to vote and the referendum were held today would you vote to leave or remain?

[Only asked to those who do not have a vote in the referendum; n=2]

Leave	50	0	0	0	0	0	0	0	0	0	0	0
Remain	50	0	0	0	0	0	0	0	100	0	0	0
Don't know	0	0	0	0	0	0	0	0	0	0	0	0

Do you believe that Britain's position as a global tech gateway would be positively or negatively affected if Britain were to leave the EU?

[n=41]

Positively affected	7	0	0	0	0	0	0	0	0	0	0	0
Negatively affected	73	100	50	0	0	100	67	100	100	100	100	33
No Change	17	0	50	0	100	0	33	0	0	0	0	67
Don't know	2	0	0	0	0	0	0	0	0	0	0	0

YouGov Survey Results

Sample Size: 42 Digital entrepreneurs
Fieldwork: 13th - 23rd November 2015

	Total	£10 million to £19.9 million	£20 million to £34.9 million	£35 million to £49.9 million	£50 million to £99.9 million	£100 million to £249.9 million	£250 million to £499.9 million	Prefer not to answer
Weighted Sample	42	3	5	0	1	3	1	3
Unweighted Sample	42	3	5	0	1	3	1	3
	%	%	%	%	%	%	%	%

Have you made up your mind on which way you will vote in the EU referendum?

Definitely decided	60	33	60	0	0	100	0	33
Probably decided but might change my mind	26	33	20	0	100	0	100	0
Still undecided	10	33	20	0	0	0	0	33
Do not have a vote (not a British citizen)	5	0	0	0	0	0	0	33

If the referendum were held today would you vote to leave or remain?

[Only asked to those who do have a vote in the referendum; n=40]

Leave	13	33	40	0	0	0	0	0
Remain	88	67	60	0	100	100	100	100
Don't know	0	0	0	0	0	0	0	0

If were able to vote and the referendum were held today would you vote to leave or remain?

[Only asked to those who do not have a vote in the referendum; n=2]

Leave	50	0	0	0	0	0	0	100
Remain	50	0	0	0	0	0	0	0
Don't know	0	0	0	0	0	0	0	0

Do you believe that Britain's position as a global tech gateway would be positively or negatively affected if Britain were to leave the EU?

[n=41]

Positively affected	7	0	40	0	0	0	0	33
Negatively affected	73	67	40	0	100	100	100	33
No Change	17	33	20	0	0	0	0	0
Don't know	2	0	0	0	0	0	0	33

YouGov Survey Results

Sample Size: 42 Digital entrepreneurs
Fieldwork: 13th - 23rd November 2015

	Age of company											
	Total	Up to 1 year	Over 1 year up to 2 years	Over 2 years up to 5 years	Over 5 years up to 10 years	Over 10 years up to 20 years	Over 20 years up to 35 years	Over 35 years up to 50 years	Over 50 years up to 75 years	Over 75 years up to 100 years	Over 100 years	Don't know
Weighted Sample	42	3	2	22	6	6	1	0	0	0	1	1
Unweighted Sample	42	3	2	22	6	6	1	0	0	0	1	1
	%	%	%	%	%	%	%	%	%	%	%	%

Have you made up your mind on which way you will vote in the EU referendum?

Definitely decided	60	100	0	64	67	33	100	0	0	0	100	0
Probably decided but might change my mind	26	0	50	27	17	50	0	0	0	0	0	0
Still undecided	10	0	50	0	17	17	0	0	0	0	0	100
Do not have a vote (not a British citizen)	5	0	0	9	0	0	0	0	0	0	0	0

If the referendum were held today would you vote to leave or remain?

[Only asked to those who do have a vote in the referendum; n=40]

Leave	13	0	0	5	33	33	0	0	0	0	0	0
Remain	88	100	100	95	67	67	100	0	0	0	100	100
Don't know	0	0	0	0	0	0	0	0	0	0	0	0

If were able to vote and the referendum were held today would you vote to leave or remain?

[Only asked to those who do not have a vote in the referendum; n=2]

Leave	50	0	0	50	0	0	0	0	0	0	0	0
Remain	50	0	0	50	0	0	0	0	0	0	0	0
Don't know	0	0	0	0	0	0	0	0	0	0	0	0

Do you believe that Britain's position as a global tech gateway would be positively or negatively affected if Britain were to leave the EU?

[n=41]

Positively affected	7	0	0	5	40	0	0	0	0	0	0	0
Negatively affected	73	67	100	82	40	67	100	0	0	0	100	0
No Change	17	33	0	14	20	33	0	0	0	0	0	0
Don't know	2	0	0	0	0	0	0	0	0	0	0	100

YouGov Survey Results

Sample Size: 42 Digital entrepreneurs
Fieldwork: 13th - 23rd November 2015

	Place of Work (World)					Place of Work (Britain)		
	Total	UK	Europe - other EU country	North America	Asia	Other	East of England	London
Weighted Sample	42	32	1	6	2	1	2	30
Unweighted Sample	42	32	1	6	2	1	2	30
	%	%	%	%	%	%	%	%

Have you made up your mind on which way you will vote in the EU referendum?

Definitely decided	60	56	100	67	100	0	0	60
Probably decided but might change my mind	26	31	0	17	0	0	100	27
Still undecided	10	9	0	0	0	100	0	10
Do not have a vote (not a British citizen)	5	3	0	17	0	0	0	3

If the referendum were held today would you vote to leave or remain?

[Only asked to those who do have a vote in the referendum; n=40]

Leave	13	13	0	20	0	0	50	10
Remain	88	87	100	80	100	100	50	90
Don't know	0	0	0	0	0	0	0	0

If were able to vote and the referendum were held today would you vote to leave or remain?

[Only asked to those who do not have a vote in the referendum; n=2]

Leave	50	0	0	100	0	0	0	0
Remain	50	100	0	0	0	0	0	100
Don't know	0	0	0	0	0	0	0	0

Do you believe that Britain's position as a global tech gateway would be positively or negatively affected if Britain were to leave the EU?

[n=41]

Positively affected	7	6	0	17	0	0	0	7
Negatively affected	73	77	0	67	100	0	0	83
No Change	17	16	100	17	0	0	100	10
Don't know	2	0	0	0	0	100	0	0

Sample Size: 42 Digital entrepreneurs
Fieldwork: 13th - 23rd November 2015

	Work sector			Management level							
	Total	Private Sector	Third sector	Founder	Owner / Proprietor	Partner	Chairperson	Chief Executive	Managing Director	Non Executive Director	Other board level manager/ director
Weighted Sample	42	39	3	36	17	3	3	28	3	3	2
Unweighted Sample	42	39	3	36	17	3	3	28	3	3	2
	%	%	%	%	%	%	%	%	%	%	%

Would a British exit adversely affect your ability to attract the best talent?

Positively affect	2	3	0	0	0	0	0	4	0	0	0
Negatively affect	67	69	33	72	65	100	67	61	67	67	100
No Change	17	13	67	17	24	0	0	25	0	33	0
Don't know	14	15	0	11	12	0	33	11	33	0	0

Would a British exit cause you to consider leaving Britain to relocate elsewhere?

Yes	21	21	33	25	24	33	0	25	33	33	50
No	57	56	67	53	65	67	33	57	67	67	50
Don't know	21	23	0	22	12	0	67	18	0	0	0
Not currently located in the UK	0	0	0	0	0	0	0	0	0	0	0

Sample Size: 42 Digital entrepreneurs
Fieldwork: 13th - 23rd November 2015

	Company Size												
Total	1 (just me)	2 to 5	6 to 9	10 to 19	20 to 34	35 to 49	50 to 99	100 to 249	250 to 499	500 to 999	1 000 or more	Don't know	
Weighted Sample	42	1	5	7	3	11	3	2	5	1	2	1	1
Unweighted Sample	42	1	5	7	3	11	3	2	5	1	2	1	1
	%	%	%	%	%	%	%	%	%	%	%	%	%

Would a British exit adversely affect your ability to attract the best talent?

Positively affect	2	0	0	0	0	0	0	20	0	0	0	0	
Negatively affect	67	0	60	71	33	64	67	100	80	100	100	100	0
No Change	17	100	0	14	33	27	33	0	0	0	0	0	0
Don't know	14	0	40	14	33	9	0	0	0	0	0	0	100

Would a British exit cause you to consider leaving Britain to relocate elsewhere?

Yes	21	0	20	43	0	27	33	0	20	0	0	0	0
No	57	100	40	57	67	55	67	100	40	0	100	100	0
Don't know	21	0	40	0	33	18	0	0	40	100	0	0	100
Not currently located in the UK	0	0	0	0	0	0	0	0	0	0	0	0	0

Sample Size: 42 Digital entrepreneurs
Fieldwork: 13th - 23rd November 2015

	Industry Sector										
	Manufacturing	Retail	Financial services	Hospitality and leisure	IT & telecoms	Media/ marketing/ advertising/ PR & sales	Medical & health services	Education	Transportation & distribution	Other	
Weighted Sample	42	1	10	8	1	17	16	4	6	1	3
Unweighted Sample	42	1	10	8	1	17	16	4	6	1	3
	%	%	%	%	%	%	%	%	%	%	%

Would a British exit adversely affect your ability to attract the best talent?

Positively affect	2	0	10	0	0	0	0	0	0	0	0
Negatively affect	67	0	60	63	100	65	75	100	67	100	33
No Change	17	100	10	25	0	29	13	0	33	0	33
Don't know	14	0	20	13	0	6	13	0	0	0	33

Would a British exit cause you to consider leaving Britain to relocate elsewhere?

Yes	21	0	30	25	0	29	19	50	0	0	33
No	57	100	70	63	0	53	56	0	100	100	33
Don't know	21	0	0	13	100	18	25	50	0	0	33
Not currently located in the UK	0	0	0	0	0	0	0	0	0	0	0

Sample Size: 42 Digital entrepreneurs
Fieldwork: 13th - 23rd November 2015

	Company Turnover											
	Total	First year of trading	Less than £25,000	£25,000 to £49,999	£50,000 to £99,999	£100,000 to £249,999	£250,000 to £499,999	£500,000 to £999,999	£1 million to £1.9 million	£2 million to £2.9 million	£3 million to £4.9 million	£5 million to £9.9 million
Weighted Sample	42	2	2	0	1	5	3	3	2	4	1	3
Unweighted Sample	42	2	2	0	1	5	3	3	2	4	1	3
	%	%	%	%	%	%	%	%	%	%	%	%

Would a British exit adversely affect your ability to attract the best talent?

Positively affect	2	0	0	0	0	0	0	0	0	0	0	0
Negatively affect	67	100	0	0	0	80	67	33	50	100	100	67
No Change	17	0	50	0	100	0	33	33	0	0	0	33
Don't know	14	0	50	0	0	20	0	33	50	0	0	0

Would a British exit cause you to consider leaving Britain to relocate elsewhere?

Yes	21	100	0	0	0	0	33	0	0	25	0	0
No	57	0	50	0	100	80	33	100	100	25	100	67
Don't know	21	0	50	0	0	20	33	0	0	50	0	33
Not currently located in the UK	0	0	0	0	0	0	0	0	0	0	0	0

Sample Size: 42 Digital entrepreneurs
Fieldwork: 13th - 23rd November 2015

	Total	£10 million to £19.9 million	£20 million to £34.9 million	£35 million to £49.9 million	£50 million to £99.9 million	£100 million to £249.9 million	£250 million to £499.9 million	Prefer not to answer
Weighted Sample	42	3	5	0	1	3	1	3
Unweighted Sample	42	3	5	0	1	3	1	3
	%	%	%	%	%	%	%	%

Would a British exit adversely affect your ability to attract the best talent?

Positively affect	2	0	20	0	0	0	0	0
Negatively affect	67	100	40	0	100	100	100	33
No Change	17	0	40	0	0	0	0	0
Don't know	14	0	0	0	0	0	0	67

Would a British exit cause you to consider leaving Britain to relocate elsewhere?

Yes	21	33	40	0	0	33	0	33
No	57	33	60	0	100	33	100	33
Don't know	21	33	0	0	0	33	0	33
Not currently located in the UK	0	0	0	0	0	0	0	0

Sample Size: 42 Digital entrepreneurs
Fieldwork: 13th - 23rd November 2015

	Age of company											
	Total	Up to 1 year	Over 1 year up to 2 years	Over 2 years up to 5 years	Over 5 years up to 10 years	Over 10 years up to 20 years	Over 20 years up to 35 years	Over 35 years up to 50 years	Over 50 years up to 75 years	Over 75 years up to 100 years	Over 100 years	Don't know
Weighted Sample	42	3	2	22	6	6	1	0	0	0	1	1
Unweighted Sample	42	3	2	22	6	6	1	0	0	0	1	1
	%	%	%	%	%	%	%	%	%	%	%	%

Would a British exit adversely affect your ability to attract the best talent?

Positively affect	2	0	0	0	17	0	0	0	0	0	0	0
Negatively affect	67	67	0	68	67	83	100	0	0	0	100	0
No Change	17	0	50	18	17	17	0	0	0	0	0	0
Don't know	14	33	50	14	0	0	0	0	0	0	0	100

Would a British exit cause you to consider leaving Britain to relocate elsewhere?

Yes	21	67	0	23	33	0	0	0	0	0	0	0
No	57	33	100	50	50	83	100	0	0	0	100	0
Don't know	21	0	0	27	17	17	0	0	0	0	0	100
Not currently located in the UK	0	0	0	0	0	0	0	0	0	0	0	0

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	Place of Work (World)					Place of Work (Britain)		
	Total	UK	Europe - other EU country	North America	Asia	Other	East of England	London
Weighted Sample	42	32	1	6	2	1	2	30
Unweighted Sample	42	32	1	6	2	1	2	30
	%	%	%	%	%	%	%	%

Would a British exit adversely affect your ability to attract the best talent?

Positively affect	2	3	0	0	0	0	0	3
Negatively affect	67	69	0	83	50	0	0	73
No Change	17	19	0	0	50	0	100	13
Don't know	14	9	100	17	0	100	0	10

Would a British exit cause you to consider leaving Britain to relocate elsewhere?

Yes	21	16	0	50	50	0	0	17
No	57	66	100	33	0	0	100	63
Don't know	21	19	0	17	50	100	0	20
Not currently located in the UK	0	0	0	0	0	0	0	0