

YouGov Survey Results

Sample Size: 1754 GB Adults
Fieldwork: 7th - 8th January 2019

	Brexit Segment																
	Total	Die Hard No Dealers	May Loyalists	Soft Brexiteers	Die Hard Remainers	My Way or the Highway	Any Deal	Soft or Stay Home	Brexit, but not May's Brexit	May or Stay	Go Hard or Go Home	Any Brexit	Anything but No Deal	Anything but May's Deal	May deal, no deal or no Brexit	Literally anything	Literally no idea
Weighted Sample	1754	234	78	65	187	116	75	315	62	20	10	82	180	19	5	43	263
Unweighted Sample	1754	235	74	64	192	115	80	350	67	23	8	77	196	18	6	39	210
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Brexit Segment

Die Hard No Dealers	13	100	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
May Loyalists	4	0	100	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Soft Brexiteers	4	0	0	100	0	0	0	0	0	0	0	0	0	0	0	0	0
Die Hard Remainers	11	0	0	0	100	0	0	0	0	0	0	0	0	0	0	0	0
My Way or the Highway	7	0	0	0	0	100	0	0	0	0	0	0	0	0	0	0	0
Any Deal	4	0	0	0	0	0	100	0	0	0	0	0	0	0	0	0	0
Soft or Stay Home	18	0	0	0	0	0	0	100	0	0	0	0	0	0	0	0	0
Brexit, but not May's Brexit	4	0	0	0	0	0	0	0	100	0	0	0	0	0	0	0	0
May or Stay	1	0	0	0	0	0	0	0	0	100	0	0	0	0	0	0	0
Go Hard or Go Home	1	0	0	0	0	0	0	0	0	0	100	0	0	0	0	0	0
Any Brexit	5	0	0	0	0	0	0	0	0	0	0	100	0	0	0	0	0
Anything but No Deal	10	0	0	0	0	0	0	0	0	0	0	0	100	0	0	0	0
Anything but May's Deal	1	0	0	0	0	0	0	0	0	0	0	0	0	100	0	0	0
My deal, no deal or no Brexit	0	0	0	0	0	0	0	0	0	0	0	0	0	0	100	0	0
Literally anything	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	100	0
Literally no idea	15	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	100

EU Ref 2016 vote

Remain	39	2	24	32	64	4	37	76	11	68	30	16	70	50	17	31	20
Leave	41	89	55	47	10	89	46	9	70	11	60	73	10	50	83	51	35
Didn't vote	19	8	17	21	24	5	16	15	20	21	11	7	19	0	0	18	40
Can't remember	2	2	3	0	2	1	1	0	0	0	0	4	1	0	0	0	5

Generally speaking, what would you like to see happen now?

Britain should stop Brexit and remain in the EU after all	28	0	1	5	72	1	4	70	0	40	32	1	46	20	0	8	9
Britain should reject the draft deal and leave the European Union without any deal	22	82	8	7	0	43	5	0	71	4	42	36	1	41	16	31	7
Britain should accept the draft deal and go ahead with Brexit on these terms	15	1	76	10	2	46	58	1	0	12	0	41	22	0	38	24	3
Britain should reject the draft deal and seek to reopen negotiations and seek a different deal	9	11	7	37	5	5	20	4	15	13	9	13	4	13	19	19	6
There should be a referendum on whether or not to accept the draft Brexit deal	8	0	0	2	9	2	7	19	8	14	0	1	18	11	28	8	3
Something else	2	0	1	9	3	0	1	3	0	0	17	1	1	5	0	0	6
Don't know	16	6	7	31	9	3	5	2	5	17	0	8	8	9	0	11	65

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

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

Right to leave	41	97	70	44	3	97	54	1	86	12	60	79	3	37	40	53	31
Wrong to leave	47	1	14	38	90	2	35	96	8	70	40	9	91	59	33	40	24
Don't know	12	2	16	18	7	1	11	3	6	18	0	12	6	4	28	8	45

Imagine that the final outcome of Brexit was Britain leaving the European Union without any deal. Would you consider this to be...

A very good outcome	9	44	0	0	0	19	0	0	15	0	19	15	0	0	0	27	0
A fairly good outcome	8	26	0	0	0	28	0	0	29	0	32	23	0	16	16	16	0
TOTAL GOOD OUTCOME	17	70	0	0	0	47	0	0	44	0	51	38	0	16	16	43	0
An acceptable compromise	15	29	0	0	0	53	0	0	56	0	48	62	0	84	84	57	0
A fairly bad outcome	15	0	42	40	16	0	59	12	0	60	0	0	25	0	0	0	13
A very bad outcome	37	0	27	42	72	0	35	83	0	18	0	0	75	0	0	0	12
TOTAL BAD OUTCOME	52	0	69	82	88	0	94	95	0	78	0	0	100	0	0	0	25
Not sure	16	0	31	17	11	0	5	4	0	22	0	0	0	0	0	0	76

Imagine that the final outcome of Brexit was Britain accepting the negotiated deal and leaving the European Union on those terms. Would you consider this to be...

A very good outcome	2	0	7	0	0	7	5	0	0	7	0	4	2	0	0	12	0
A fairly good outcome	10	0	33	0	0	28	29	0	0	30	0	34	25	0	40	22	0
TOTAL GOOD OUTCOME	12	0	40	0	0	35	34	0	0	37	0	38	27	0	40	34	0
An acceptable compromise	23	0	60	0	0	65	67	0	0	63	0	62	73	0	60	66	0
A fairly bad outcome	25	43	0	35	32	0	0	57	57	0	57	0	0	74	0	0	8
A very bad outcome	18	48	0	12	42	0	0	28	29	0	43	0	0	13	0	0	5
TOTAL BAD OUTCOME	43	91	0	47	74	0	0	85	86	0	100	0	0	87	0	0	13
Not sure	22	9	0	53	26	0	0	15	14	0	0	0	0	13	0	0	88

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Imagine that the final outcome of Brexit was Britain leaving the European Union with an alternative deal that included remaining in the single market and customs union. Would you consider this to be...

A very good outcome	7	0	0	8	0	0	16	14	4	0	0	6	27	22	0	12	0
A fairly good outcome	17	0	0	43	0	0	40	29	31	0	0	41	39	24	0	39	0
TOTAL GOOD OUTCOME	24	0	0	51	0	0	56	43	35	0	0	47	66	46	0	51	0
An acceptable compromise	24	0	0	49	0	0	43	57	64	0	0	52	34	54	0	49	0
A fairly bad outcome	15	29	31	0	44	43	0	0	0	35	48	0	0	0	84	0	6
A very bad outcome	12	51	31	0	10	34	0	0	0	0	26	0	0	0	0	0	5
TOTAL BAD OUTCOME	27	80	62	0	54	77	0	0	0	35	74	0	0	0	84	0	11
Not sure	25	20	38	0	46	23	0	0	0	65	26	0	0	0	16	0	89

Imagine that the final outcome of Brexit was Britain having a new referendum and voting to remain in the EU after all. Would you consider this to be...

A very good outcome	28	0	0	0	65	0	0	72	0	34	40	0	63	22	0	21	0
A fairly good outcome	8	0	0	0	18	0	0	14	0	34	0	0	19	4	35	40	0
TOTAL GOOD OUTCOME	36	0	0	0	83	0	0	86	0	68	40	0	82	26	35	61	0
An acceptable compromise	9	0	0	0	17	0	0	14	0	32	60	0	19	75	65	38	0
A fairly bad outcome	7	3	19	29	0	6	39	0	17	0	0	27	0	0	0	0	6
A very bad outcome	34	94	62	38	0	90	53	0	80	0	0	67	0	0	0	0	17
TOTAL BAD OUTCOME	41	97	81	67	0	96	92	0	97	0	0	94	0	0	0	0	23
Not sure	15	3	19	33	0	4	8	0	3	0	0	6	0	0	0	0	77