

YouGov Survey Results

Sample Size: 1643 GB Adults
Fieldwork: 21st - 24th September 2018

	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	1643	564	539	100	646	702	795	848	184	693	389	376	937	706	220	532	352	396	143
Unweighted Sample	1643	572	508	108	714	687	692	951	132	667	409	435	957	686	161	566	364	411	141
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

To what extent, if at all, do you know what each of the following terms mean?

Chequers plan

I know exactly what this means	14	18	12	15	15	16	20	8	8	11	18	18	16	10	15	14	13	11	19
I have some understanding about what this means	33	40	32	52	37	38	37	29	10	29	42	44	38	27	34	36	34	29	30
TOTAL SOME UNDERSTANDING WHAT THIS MEANS	47	58	44	67	52	54	57	37	18	40	60	62	54	37	49	50	47	40	49
I don't really know what this means but have heard of it	28	28	30	23	27	27	25	30	34	29	25	24	26	29	23	27	28	32	26
I have never heard of this	14	8	16	4	14	10	9	19	31	17	9	6	12	17	17	12	15	15	17
Don't know	11	6	10	5	7	9	9	13	17	14	7	8	7	16	11	11	10	14	8

A hard Brexit

I know exactly what this means	26	31	24	29	29	28	35	16	18	22	30	32	29	21	25	26	26	23	31
I have some understanding about what this means	41	43	44	48	42	42	39	42	32	39	45	43	43	38	45	42	38	38	39
TOTAL SOME UNDERSTANDING WHAT THIS MEANS	67	74	68	77	71	70	74	58	50	61	75	75	72	59	70	68	64	61	70
I don't really know what this means but have heard of it	20	19	21	18	21	19	13	27	24	22	19	16	19	22	14	19	23	21	21
I have never heard of this	3	1	2	1	2	2	2	4	7	4	1	1	2	4	4	2	2	4	4
Don't know	11	6	10	4	7	8	10	11	18	13	6	8	8	15	11	10	10	14	5

A soft Brexit

I know exactly what this means	23	29	20	21	22	26	32	14	22	18	26	28	25	20	21	24	20	22	29
I have some understanding about what this means	42	45	48	52	47	43	40	44	27	42	46	46	46	37	47	43	43	39	41
TOTAL SOME UNDERSTANDING WHAT THIS MEANS	65	74	68	73	69	69	72	58	49	60	72	74	71	57	68	67	63	61	70
I don't really know what this means but have heard of it	21	20	20	22	22	19	15	27	26	22	22	18	20	24	17	20	26	21	21
I have never heard of this	3	1	3	2	2	2	2	4	9	4	1	1	3	5	6	3	3	3	4
Don't know	10	5	10	4	7	9	10	11	16	14	5	7	7	15	9	10	8	15	5

A customs union

I know exactly what this means	21	25	20	30	25	23	31	12	8	19	26	28	24	18	21	23	20	19	29
I have some understanding about what this means	34	39	34	44	37	36	38	30	27	30	40	40	39	27	38	34	38	29	37
TOTAL SOME UNDERSTANDING WHAT THIS MEANS	55	64	54	74	62	59	69	42	35	49	66	68	63	45	59	57	58	48	66
I don't really know what this means but have heard of it	21	23	22	13	19	23	14	28	25	22	18	21	20	24	17	22	22	25	14
I have never heard of this	12	7	12	9	11	9	7	15	22	14	9	4	10	14	14	11	11	12	11
Don't know	11	6	11	4	8	10	9	14	17	14	7	7	7	17	11	10	10	16	9

A "no deal" Brexit

I know exactly what this means	31	36	28	34	32	34	42	21	30	25	35	37	33	28	32	30	31	30	35
I have some understanding about what this means	40	44	45	48	45	42	36	44	24	40	45	44	44	36	40	44	41	35	37
TOTAL SOME UNDERSTANDING WHAT THIS MEANS	71	80	73	82	77	76	78	65	54	65	80	81	77	64	72	74	72	65	72
I don't really know what this means but have heard of it	17	15	16	15	15	15	11	23	28	20	13	11	16	19	14	16	18	19	19
I have never heard of this	3	1	2	0	1	2	2	3	7	3	2	1	2	3	6	2	1	3	3
Don't know	9	4	9	4	6	6	8	9	11	11	5	7	5	13	8	8	8	12	5

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

Article 50

I know exactly what this means	25	28	24	36	30	26	34	16	18	22	28	30	29	19	24	28	23	20	31
I have some understanding about what this means	30	34	31	35	36	30	31	29	20	31	31	31	33	26	31	30	32	29	28
TOTAL SOME UNDERSTANDING WHAT THIS MEANS	55	62	55	71	66	56	65	45	38	53	59	61	62	45	55	58	55	49	59
I don't really know what this means but have heard of it	23	24	24	15	22	24	18	27	25	21	25	22	22	24	23	25	22	21	22
I have never heard of this	11	8	10	7	6	11	8	14	21	11	8	9	8	15	12	8	12	14	12
Don't know	12	6	11	7	7	10	9	14	16	14	8	8	8	17	10	10	11	16	7

Backstop plan

I know exactly what this means	8	10	7	14	10	8	13	4	4	6	10	11	9	6	8	9	8	7	7
I have some understanding about what this means	17	21	16	24	18	19	23	12	8	15	20	22	22	11	14	18	16	17	22
TOTAL SOME UNDERSTANDING WHAT THIS MEANS	25	31	23	38	28	27	36	16	12	21	30	33	31	17	22	27	24	24	29
I don't really know what this means but have heard of it	22	26	21	29	23	24	23	22	22	21	24	24	22	23	25	22	26	20	17
I have never heard of this	40	35	43	27	39	38	32	47	50	42	38	32	38	42	38	38	41	40	46
Don't know	13	8	13	6	10	11	10	15	15	16	8	11	9	17	15	13	10	16	8