

Total	Organisation size			Work industry multiple shortlist										
	Small	Medium	Large	Manufacturing	Construction	Retail	Financial services	Hospitality and leisure	Accountancy	Legal	IT & telecoms	Media/ marketing/ advertising/ PR & sales	Medical & health services	Education

CI\_Start. \*\*The next set of questions are about your business and the EU.\*\*How well do you think you understand what the effect of staying in the EU or leaving the EU will have on your business?

Base: All owners/ CEOs	517	501	10	6	30	36	103	24	61	21	10	68	47	24	22
I understand it well	50%	50%	50%	50%	50%	53%	39%	42%	44%	67%	40%	57%	40%	58%	55%
I understand it somewhat	37%	36%	50%	33%	37%	42%	42%	50%	48%	24%	50%	37%	43%	38%	27%
I don't understand it well	13%	13%	-	17%	13%	6%	19%	8%	8%	10%	10%	6%	17%	4%	18%

CI\_q1. Based on what you know, do you think Britain should remain in the EU or leave?

Base	517	501	10	6	30	36	103	24	61	21	10	68	47	24	22
Remain	47%	47%	50%	50%	40%	44%	43%	46%	52%	48%	60%	59%	68%	29%	68%
Leave	42%	42%	50%	33%	47%	47%	46%	33%	43%	43%	30%	31%	21%	63%	32%
Don't know	12%	12%	-	17%	13%	8%	12%	21%	5%	10%	10%	10%	11%	8%	-

CI\_q2. Would remaining or leaving the EU be best for your business?

Base: All owners/ CEOs	517	501	10	6	30	36	103	24	61	21	10	68	47	24	22
Remaining	38%	37%	40%	50%	37%	33%	35%	29%	39%	33%	30%	51%	55%	13%	45%
Leaving	29%	29%	30%	33%	20%	33%	26%	29%	25%	38%	30%	22%	19%	42%	23%
Don't know	34%	34%	30%	17%	43%	33%	39%	42%	36%	29%	40%	26%	26%	46%	32%

CI\_q3. What do you think would be best for the British economy generally?

Base: All owners/ CEOs	517	501	10	6	30	36	103	24	61	21	10	68	47	24	22
Remaining in the EU	49%	49%	60%	33%	43%	47%	45%	46%	52%	48%	50%	59%	68%	29%	68%
Leaving the EU	39%	40%	40%	33%	43%	44%	45%	38%	39%	48%	30%	32%	17%	50%	23%
Don't know	11%	11%	-	33%	13%	8%	11%	17%	8%	5%	20%	9%	15%	21%	9%

CI\_q4. And what do you think would be best for British society generally?

Base: All owners/ CEOs	517	501	10	6	30	36	103	24	61	21	10	68	47	24	22
Remaining in the EU	44%	45%	40%	17%	37%	42%	36%	42%	51%	38%	60%	56%	62%	21%	59%
Leaving the EU	48%	48%	60%	50%	53%	44%	54%	50%	48%	57%	30%	35%	30%	67%	32%
Don't know	8%	8%	-	33%	10%	14%	10%	8%	2%	5%	10%	9%	9%	13%	9%

**YouGov Survey**

BUSINESS Sample : 16th - 20th November 2015

Total	Work industry (short list)													
Base	Transportation & distribution	Real estate	Other	Finance and Accounting	Manufacturing	Construction	Retail	Financial services	Hospitality and leisure	Accountancy	Legal	IT & telecoms	Media/ marketing/ advertising/ PR & sales	Medical & health services

**CI\_Start.** \*\*The next set of questions are about your business and the EU.\*\*How well do you think you understand what the effect of staying in the EU or leaving the EU will have on your business?

Base: All owners/ CEOs	517	11	23	115	43	24	32	95	22	54	19	8	58	39	19
I understand it well	50%	45%	65%	52%	53%	50%	56%	40%	45%	43%	68%	38%	60%	44%	63%
I understand it somewhat	37%	36%	35%	32%	37%	33%	38%	40%	45%	48%	21%	50%	34%	38%	32%
I don't understand it well	13%	18%	-	16%	9%	17%	6%	20%	9%	9%	11%	13%	5%	18%	5%

**CI\_q1.** Based on what you know, do you think Britain should remain in the EU or leave?

Base	517	11	23	115	43	24	32	95	22	54	19	8	58	39	19
Remain	47%	55%	35%	49%	44%	38%	44%	41%	41%	54%	42%	63%	57%	62%	21%
Leave	42%	27%	57%	38%	40%	46%	47%	46%	36%	41%	47%	25%	34%	26%	68%
Don't know	12%	18%	9%	13%	16%	17%	9%	13%	23%	6%	11%	13%	9%	13%	11%

**CI\_q2.** Would remaining or leaving the EU be best for your business?

Base: All owners/ CEOs	517	11	23	115	43	24	32	95	22	54	19	8	58	39	19
Remaining	38%	45%	39%	38%	30%	33%	34%	35%	27%	41%	32%	38%	48%	54%	11%
Leaving	29%	18%	30%	29%	35%	21%	34%	26%	32%	24%	42%	25%	24%	23%	53%
Don't know	34%	36%	30%	33%	35%	46%	31%	39%	41%	35%	26%	38%	28%	23%	37%

**CI\_q3.** What do you think would be best for the British economy generally?

Base: All owners/ CEOs	517	11	23	115	43	24	32	95	22	54	19	8	58	39	19
Remaining in the EU	49%	55%	43%	50%	47%	42%	47%	43%	41%	54%	47%	50%	60%	62%	26%
Leaving the EU	39%	27%	43%	38%	44%	42%	44%	45%	41%	39%	53%	25%	34%	21%	58%
Don't know	11%	18%	13%	11%	9%	17%	9%	12%	18%	7%	-	25%	5%	18%	16%

**CI\_q4.** And what do you think would be best for British society generally?

Base: All owners/ CEOs	517	11	23	115	43	24	32	95	22	54	19	8	58	39	19
Remaining in the EU	44%	45%	35%	48%	40%	38%	44%	35%	36%	52%	37%	63%	55%	59%	16%
Leaving the EU	48%	45%	61%	45%	56%	50%	44%	55%	55%	46%	63%	25%	38%	31%	74%
Don't know	8%	9%	4%	7%	5%	13%	13%	11%	9%	2%	-	13%	7%	10%	11%

Total						Company annual turnover		
Base	Education	Transportation & distribution	Real estate	Other	Finance and Accounting	First year of trading	Less than £1 million (NET)	£1 million - £ 9.9 million (NET)

CI\_Start. \*\*The next set of questions are about your business and the EU.\*\*How well do you think you understand what the effect of staying in the EU or leaving the EU will have on your business?

Base: All owners/ CEOs	517	16	5	19	107	41	33	449	35
I understand it well	50%	50%	60%	68%	51%	56%	55%	50%	54%
I understand it somewhat	37%	25%	40%	32%	32%	34%	24%	37%	46%
I don't understand it well	13%	25%	-	-	17%	10%	21%	14%	-

CI\_q1. Based on what you know, do you think Britain should remain in the EU or leave?

Base	517	16	5	19	107	41	33	449	35
Remain	47%	63%	20%	26%	49%	41%	48%	46%	54%
Leave	42%	38%	60%	63%	37%	41%	24%	43%	37%
Don't know	12%	-	20%	11%	14%	17%	27%	11%	9%

CI\_q2. Would remaining or leaving the EU be best for your business?

Base: All owners/ CEOs	517	16	5	19	107	41	33	449	35
Remaining	38%	31%	20%	37%	38%	29%	45%	35%	57%
Leaving	29%	25%	40%	37%	30%	37%	15%	30%	26%
Don't know	34%	44%	40%	26%	32%	34%	39%	35%	17%

CI\_q3. What do you think would be best for the British economy generally?

Base: All owners/ CEOs	517	16	5	19	107	41	33	449	35
Remaining in the EU	49%	69%	40%	37%	50%	44%	55%	49%	54%
Leaving the EU	39%	25%	60%	47%	37%	46%	27%	41%	37%
Don't know	11%	6%	-	16%	12%	10%	18%	11%	9%

CI\_q4. And what do you think would be best for British society generally?

Base: All owners/ CEOs	517	16	5	19	107	41	33	449	35
Remaining in the EU	44%	63%	40%	26%	48%	37%	48%	44%	46%
Leaving the EU	48%	38%	60%	68%	45%	59%	33%	49%	49%
Don't know	8%	-	-	5%	7%	5%	18%	7%	6%

Total	Omnibus Decision Maker									
Base	Marketing activities (e.g. advertising, direct marketing, PR etc.)	Business development/ sales	Company credit/ charge cards	Finance/ accounting	Company mobile phones	Company pension scheme	HR	IT/ Telecoms	Procurement/ purchasing	Electricity/ gas supply

CI\_Start. \*\*The next set of questions are about your business and the EU.\*\*How well do you think you understand what the effect of staying in the EU or leaving the EU will have on your business?

Base: All owners/ CEOs	517	490	502	470	496	477	435	459	489	500	445
I understand it well	50%	50%	50%	52%	51%	52%	52%	52%	51%	51%	52%
I understand it somewhat	37%	37%	36%	36%	36%	36%	36%	36%	36%	36%	36%
I don't understand it well	13%	13%	13%	13%	13%	13%	12%	13%	13%	13%	13%

CI\_q1. Based on what you know, do you think Britain should remain in the EU or leave?

Base	517	490	502	470	496	477	435	459	489	500	445
Remain	47%	47%	46%	47%	47%	48%	48%	47%	47%	46%	47%
Leave	42%	42%	42%	43%	42%	42%	42%	41%	42%	43%	42%
Don't know	12%	11%	12%	10%	11%	10%	11%	11%	11%	12%	11%

CI\_q2. Would remaining or leaving the EU be best for your business?

Base: All owners/ CEOs	517	490	502	470	496	477	435	459	489	500	445
Remaining	38%	39%	38%	38%	38%	39%	39%	39%	38%	37%	38%
Leaving	29%	29%	29%	29%	29%	29%	29%	28%	29%	30%	29%
Don't know	34%	32%	33%	33%	33%	33%	32%	32%	34%	33%	32%

CI\_q3. What do you think would be best for the British economy generally?

Base: All owners/ CEOs	517	490	502	470	496	477	435	459	489	500	445
Remaining in the EU	49%	49%	49%	49%	49%	50%	49%	49%	49%	48%	50%
Leaving the EU	39%	40%	40%	40%	40%	40%	40%	39%	40%	40%	40%
Don't know	11%	11%	11%	11%	11%	10%	11%	11%	11%	11%	10%

CI\_q4. And what do you think would be best for British society generally?

Base: All owners/ CEOs	517	490	502	470	496	477	435	459	489	500	445
Remaining in the EU	44%	45%	44%	44%	44%	45%	46%	45%	44%	44%	44%
Leaving the EU	48%	48%	48%	49%	48%	48%	47%	47%	48%	49%	49%
Don't know	8%	7%	8%	7%	8%	7%	7%	8%	8%	8%	7%

Total	Company age						Work status Omni						
	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	Don't know	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London

CI\_Start. \*\*The next set of questions are about your business and the EU.\*\*How well do you think you understand what the effect of staying in the EU or leaving the EU will have on your business?

Base: All owners/ CEOs	517	140	117	146	83	30	1	18	52	40	42	35	50	60
I understand it well	50%	41%	48%	58%	58%	47%	-	39%	42%	58%	48%	57%	48%	58%
I understand it somewhat	37%	40%	41%	32%	30%	43%	100%	50%	38%	35%	38%	29%	36%	32%
I don't understand it well	13%	19%	11%	10%	12%	10%	-	11%	19%	8%	14%	14%	16%	10%

CI\_q1. Based on what you know, do you think Britain should remain in the EU or leave?

Base	517	140	117	146	83	30	1	18	52	40	42	35	50	60
Remain	47%	51%	48%	46%	42%	37%	100%	50%	50%	40%	48%	34%	36%	57%
Leave	42%	34%	46%	43%	42%	50%	-	44%	38%	55%	48%	46%	48%	33%
Don't know	12%	14%	6%	11%	16%	13%	-	6%	12%	5%	5%	20%	16%	10%

CI\_q2. Would remaining or leaving the EU be best for your business?

Base: All owners/ CEOs	517	140	117	146	83	30	1	18	52	40	42	35	50	60
Remaining	38%	43%	35%	38%	34%	33%	-	33%	42%	28%	36%	29%	36%	50%
Leaving	29%	24%	30%	33%	28%	33%	-	33%	27%	43%	29%	29%	40%	28%
Don't know	34%	34%	35%	29%	39%	33%	100%	33%	31%	30%	36%	43%	24%	22%

CI\_q3. What do you think would be best for the British economy generally?

Base: All owners/ CEOs	517	140	117	146	83	30	1	18	52	40	42	35	50	60
Remaining in the EU	49%	52%	50%	49%	48%	37%	100%	50%	56%	40%	48%	31%	44%	57%
Leaving the EU	39%	35%	43%	40%	39%	50%	-	39%	37%	50%	50%	46%	44%	33%
Don't know	11%	13%	8%	11%	13%	13%	-	11%	8%	10%	2%	23%	12%	10%

CI\_q4. And what do you think would be best for British society generally?

Base: All owners/ CEOs	517	140	117	146	83	30	1	18	52	40	42	35	50	60
Remaining in the EU	44%	46%	43%	45%	46%	37%	100%	44%	46%	40%	45%	29%	38%	53%
Leaving the EU	48%	43%	52%	49%	45%	60%	-	50%	46%	53%	52%	57%	58%	38%
Don't know	8%	11%	5%	7%	10%	3%	-	6%	8%	8%	2%	14%	4%	8%

**YouGov Survey**

BUSINESS Sample : 16th - 20th November 2015

Total	Region mainly work														Gender		Age			
Base	South East	South West	Wales	Scotland	Elsewhere	North	Midlands	East	London	South	Wales	Scotland	Elsewhere	Male	Female	Under 35	35-44	45-54	55+	

**CI\_Start.** \*\*The next set of questions are about your business and the EU.\*\*How well do you think you understand what the effect of staying in the EU or leaving the EU will have on your business?

Base: All owners/ CEOs	517	78	59	33	45	5	110	77	50	60	137	33	45	5	366	151	28	61	130	298
I understand it well	50%	47%	54%	42%	51%	60%	47%	52%	48%	58%	50%	42%	51%	60%	55%	40%	29%	28%	42%	61%
I understand it somewhat	37%	37%	34%	45%	38%	40%	39%	34%	36%	32%	36%	45%	38%	40%	36%	39%	39%	54%	43%	30%
I don't understand it well	13%	15%	12%	12%	11%	-	14%	14%	16%	10%	14%	12%	11%	-	10%	21%	32%	18%	15%	9%

**CI\_q1.** Based on what you know, do you think Britain should remain in the EU or leave?

Base	517	78	59	33	45	5	110	77	50	60	137	33	45	5	366	151	28	61	130	298
Remain	47%	44%	44%	42%	67%	60%	46%	42%	36%	57%	44%	42%	67%	60%	48%	44%	57%	66%	35%	47%
Leave	42%	45%	39%	42%	24%	40%	45%	47%	48%	33%	42%	42%	24%	40%	43%	37%	18%	26%	53%	42%
Don't know	12%	12%	17%	15%	9%	-	8%	12%	16%	10%	14%	15%	9%	-	9%	19%	25%	8%	12%	11%

**CI\_q2.** Would remaining or leaving the EU be best for your business?

Base: All owners/ CEOs	517	78	59	33	45	5	110	77	50	60	137	33	45	5	366	151	28	61	130	298
Remaining	38%	32%	32%	27%	58%	60%	35%	32%	36%	50%	32%	27%	58%	60%	38%	36%	50%	48%	28%	38%
Leaving	29%	26%	22%	24%	22%	40%	34%	29%	40%	28%	24%	24%	22%	40%	30%	25%	18%	20%	31%	31%
Don't know	34%	42%	46%	48%	20%	-	31%	39%	24%	22%	44%	48%	20%	-	31%	39%	32%	33%	41%	31%

**CI\_q3.** What do you think would be best for the British economy generally?

Base: All owners/ CEOs	517	78	59	33	45	5	110	77	50	60	137	33	45	5	366	151	28	61	130	298
Remaining in the EU	49%	49%	42%	45%	73%	60%	49%	40%	44%	57%	46%	45%	73%	60%	51%	46%	54%	61%	36%	52%
Leaving the EU	39%	42%	34%	45%	20%	40%	42%	48%	44%	33%	39%	45%	20%	40%	42%	34%	21%	25%	52%	39%
Don't know	11%	9%	24%	9%	7%	-	9%	12%	12%	10%	15%	9%	7%	-	8%	20%	25%	15%	12%	9%

**CI\_q4.** And what do you think would be best for British society generally?

Base: All owners/ CEOs	517	78	59	33	45	5	110	77	50	60	137	33	45	5	366	151	28	61	130	298
Remaining in the EU	44%	42%	42%	42%	64%	20%	44%	38%	38%	53%	42%	42%	64%	20%	45%	44%	43%	57%	35%	46%
Leaving the EU	48%	50%	44%	52%	33%	40%	49%	55%	58%	38%	47%	52%	33%	40%	49%	46%	39%	34%	57%	47%
Don't know	8%	8%	14%	6%	2%	40%	7%	8%	4%	8%	10%	6%	2%	40%	7%	11%	18%	8%	8%	7%

Total	Organisation size			Work industry multiple shortlist										
	Small	Medium	Large	Manufacturing	Construction	Retail	Financial services	Hospitality and leisure	Accountancy	Legal	IT & telecoms	Media/ marketing/ advertising/ PR & sales	Medical & health services	Education

CI\_q5. Does your business have an 'official view' on remaining in or leaving the EU? (Please select the option that best applies)

	Base	Small	Medium	Large	Manufacturing	Construction	Retail	Financial services	Hospitality and leisure	Accountancy	Legal	IT & telecoms	Media/ marketing/ advertising/ PR & sales	Medical & health services	Education
<b>Base: All owners/ CEOs</b>	517	501	10	6	30	36	103	24	61	21	10	68	47	24	22
Yes, and it's to **remain** in the EU	21%	22%	10%	-	13%	31%	17%	-	30%	24%	10%	29%	30%	4%	18%
Yes, and it's to **leave** the EU	19%	19%	20%	33%	20%	19%	18%	17%	18%	24%	10%	18%	11%	17%	14%
No, not yet but it probably will before the referendum	9%	8%	30%	33%	10%	11%	14%	25%	8%	10%	10%	9%	15%	17%	9%
No, and it will probably not take an official position at any time	51%	51%	40%	33%	57%	39%	50%	58%	44%	43%	70%	44%	45%	63%	59%

CI\_q6. David Cameron has said he is fighting for 4 reforms... Which of these 4 reforms that David Cameron has said he is fighting for matter to your business? (Please select all that apply)

	Base	Small	Medium	Large	Manufacturing	Construction	Retail	Financial services	Hospitality and leisure	Accountancy	Legal	IT & telecoms	Media/ marketing/ advertising/ PR & sales	Medical & health services	Education
<b>Base: All owners/ CEOs</b>	517	501	10	6	30	36	103	24	61	21	10	68	47	24	22
Protection for non-Euro countries	15%	16%	10%	17%	20%	8%	17%	8%	16%	19%	-	12%	21%	21%	18%
More competitiveness and less regulation	37%	36%	60%	17%	57%	25%	38%	38%	39%	33%	50%	38%	40%	29%	14%
Ending obligation to ever closer union	26%	26%	40%	33%	30%	17%	19%	17%	28%	38%	10%	29%	32%	29%	27%
Benefit restrictions for EU migrants	21%	20%	20%	33%	33%	22%	18%	13%	18%	19%	10%	13%	21%	13%	18%
Not applicable - none of these matter to my business	51%	51%	20%	50%	43%	53%	53%	46%	44%	48%	40%	50%	47%	50%	64%

CI\_q6\_single. And which ONE would you say is most important?

	Base	Small	Medium	Large	Manufacturing	Construction	Retail	Financial services	Hospitality and leisure	Accountancy	Legal	IT & telecoms	Media/ marketing/ advertising/ PR & sales	Medical & health services	Education
<b>Base</b>	517	501	10	6	30	36	103	24	61	21	10	68	47	24	22
Protection for non-Euro countries	3%	3%	-	-	3%	3%	2%	-	7%	-	-	3%	4%	4%	5%
More competitiveness and less regulation	26%	27%	30%	-	30%	25%	27%	38%	23%	24%	40%	29%	28%	25%	9%
Ending obligation to ever closer union	10%	10%	30%	17%	10%	6%	8%	13%	13%	19%	10%	15%	13%	17%	14%
Benefit restrictions for EU migrants	10%	10%	20%	33%	13%	14%	10%	4%	13%	10%	10%	3%	9%	4%	9%
Not applicable - none of these matter to me	51%	51%	20%	50%	43%	53%	53%	46%	44%	48%	40%	50%	47%	50%	64%

CI\_q8. Which ONE of these is MOST important to your business?

	Base	Small	Medium	Large	Manufacturing	Construction	Retail	Financial services	Hospitality and leisure	Accountancy	Legal	IT & telecoms	Media/ marketing/ advertising/ PR & sales	Medical & health services	Education
<b>Base: All owners/ CEOs</b>	517	501	10	6	30	36	103	24	61	21	10	68	47	24	22
Free movement of labour	11%	11%	20%	-	10%	17%	4%	8%	5%	14%	-	18%	19%	8%	18%
National control of migration	23%	22%	40%	50%	17%	28%	26%	29%	21%	19%	10%	16%	19%	29%	9%
Neither	63%	64%	40%	50%	70%	56%	65%	63%	72%	67%	90%	62%	60%	58%	64%
Don't know	3%	3%	-	-	3%	-	5%	-	2%	-	-	4%	2%	4%	9%

**YouGov Survey**

BUSINESS Sample : 16th - 20th November 2015

Total	Work industry (short list)													
Base	Transportation & distribution	Real estate	Other	Finance and Accounting	Manufacturing	Construction	Retail	Financial services	Hospitality and leisure	Accountancy	Legal	IT & telecoms	Media/ marketing/ advertising/ PR & sales	Medical & health services

**CI\_q5. Does your business have an 'official view' on remaining in or leaving the EU? (Please select the option that best applies)**

Base: All owners/ CEOs	517	11	23	115	43	24	32	95	22	54	19	8	58	39	19
Yes, and it's to **remain** in the EU	21%	27%	22%	27%	12%	13%	31%	18%	-	30%	26%	13%	28%	23%	-
Yes, and it's to **leave** the EU	19%	18%	48%	18%	21%	25%	16%	19%	18%	15%	26%	-	19%	13%	21%
No, not yet but it probably will before the referendum	9%	27%	9%	5%	14%	8%	9%	13%	18%	7%	-	-	9%	15%	16%
No, and it will probably not take an official position at any time	51%	27%	22%	50%	53%	54%	44%	51%	64%	48%	47%	88%	45%	49%	63%

**CI\_q6. David Cameron has said he is fighting for 4 reforms... Which of these 4 reforms that David Cameron has said he is fighting for matter to your business? (Please select all that apply)**

Base: All owners/ CEOs	517	11	23	115	43	24	32	95	22	54	19	8	58	39	19
Protection for non-Euro countries	15%	18%	13%	17%	14%	21%	9%	17%	9%	15%	21%	-	12%	21%	16%
More competitiveness and less regulation	37%	18%	43%	39%	35%	63%	19%	36%	32%	41%	32%	50%	41%	38%	21%
Ending obligation to ever closer union	26%	18%	43%	27%	26%	33%	19%	21%	18%	28%	37%	13%	28%	31%	32%
Benefit restrictions for EU migrants	21%	9%	26%	24%	16%	42%	19%	20%	14%	19%	21%	13%	14%	21%	16%
Not applicable - none of these matter to my business	51%	55%	30%	50%	49%	38%	59%	56%	50%	44%	53%	38%	48%	51%	58%

**CI\_q6\_single. And which ONE would you say is most important?**

Base	517	11	23	115	43	24	32	95	22	54	19	8	58	39	19
Protection for non-Euro countries	3%	9%	-	3%	-	4%	3%	1%	-	6%	-	-	3%	3%	-
More competitiveness and less regulation	26%	9%	30%	29%	30%	33%	19%	24%	32%	24%	21%	38%	33%	28%	21%
Ending obligation to ever closer union	10%	18%	26%	5%	14%	8%	6%	8%	14%	13%	16%	13%	12%	10%	16%
Benefit restrictions for EU migrants	10%	9%	13%	13%	7%	17%	13%	11%	5%	13%	11%	13%	3%	8%	5%
Not applicable - none of these matter to me	51%	55%	30%	50%	49%	38%	59%	56%	50%	44%	53%	38%	48%	51%	58%

**CI\_q8. Which ONE of these is MOST important to your business?**

Base: All owners/ CEOs	517	11	23	115	43	24	32	95	22	54	19	8	58	39	19
Free movement of labour	11%	9%	17%	13%	12%	8%	19%	3%	5%	6%	16%	-	14%	21%	5%
National control of migration	23%	45%	39%	22%	26%	17%	25%	26%	32%	20%	21%	13%	17%	21%	32%
Neither	63%	45%	43%	62%	63%	71%	56%	65%	64%	72%	63%	88%	66%	56%	58%
Don't know	3%	-	-	3%	-	4%	-	5%	-	2%	-	-	3%	3%	5%



Total						Company annual turnover		
Base	Education	Transportation & distribution	Real estate	Other	Finance and Accounting	First year of trading	Less than £1 million (NET)	£1 million - £ 9.9 million (NET)

CI\_q5. Does your business have an 'official view' on remaining in or leaving the EU? (Please select the option that best applies)

Base: All owners/ CEOs	517	16	5	19	107	41	33	449	35
Yes, and it's to **remain** in the EU	21%	13%	20%	16%	25%	12%	27%	20%	26%
Yes, and it's to **leave** the EU	19%	13%	40%	53%	18%	22%	12%	20%	14%
No, not yet but it probably will before the referendum	9%	-	-	5%	6%	10%	9%	8%	17%
No, and it will probably not take an official position at any time	51%	75%	40%	26%	51%	56%	52%	51%	43%

CI\_q6. David Cameron has said he is fighting for 4 reforms... Which of these 4 reforms that David Cameron has said he is fighting for matter to your business? (Please select all that apply)

Base: All owners/ CEOs	517	16	5	19	107	41	33	449	35
Protection for non-Euro countries	15%	19%	20%	16%	16%	15%	21%	15%	20%
More competitiveness and less regulation	37%	19%	-	47%	37%	32%	33%	35%	63%
Ending obligation to ever closer union	26%	31%	-	42%	26%	27%	24%	25%	49%
Benefit restrictions for EU migrants	21%	25%	20%	26%	22%	17%	15%	20%	34%
Not applicable - none of these matter to my business	51%	63%	60%	32%	51%	51%	61%	52%	20%

CI\_q6\_single. And which ONE would you say is most important?

Base	517	16	5	19	107	41	33	449	35
Protection for non-Euro countries	3%	-	20%	-	3%	-	3%	2%	3%
More competitiveness and less regulation	26%	13%	-	32%	28%	27%	21%	25%	43%
Ending obligation to ever closer union	10%	13%	-	26%	6%	15%	9%	10%	17%
Benefit restrictions for EU migrants	10%	13%	20%	11%	12%	7%	6%	10%	17%
Not applicable - none of these matter to me	51%	63%	60%	32%	51%	51%	61%	52%	20%

CI\_q8. Which ONE of these is MOST important to your business?

Base: All owners/ CEOs	517	16	5	19	107	41	33	449	35
Free movement of labour	11%	19%	-	16%	13%	10%	6%	10%	20%
National control of migration	23%	6%	60%	37%	22%	27%	12%	23%	29%
Neither	63%	69%	40%	47%	62%	63%	70%	64%	51%
Don't know	3%	6%	-	-	4%	-	12%	3%	-

Total	Omnibus Decision Maker									
Base	Marketing activities (e.g. advertising, direct marketing, PR etc.)	Business development/ sales	Company credit/ charge cards	Finance/ accounting	Company mobile phones	Company pension scheme	HR	IT/ Telecoms	Procurement/ purchasing	Electricity/ gas supply

CI\_q5. Does your business have an 'official view' on remaining in or leaving the EU? (Please select the option that best applies)

Base: All owners/ CEOs	517	490	502	470	496	477	435	459	489	500	445
Yes, and it's to **remain** in the EU	21%	22%	21%	22%	21%	22%	23%	23%	21%	21%	22%
Yes, and it's to **leave** the EU	19%	19%	20%	20%	19%	20%	20%	19%	20%	20%	20%
No, not yet but it probably will before the referendum	9%	9%	9%	9%	9%	9%	9%	9%	9%	9%	9%
No, and it will probably not take an official position at any time	51%	50%	50%	49%	51%	49%	49%	50%	50%	50%	49%

CI\_q6. David Cameron has said he is fighting for 4 reforms... Which of these 4 reforms that David Cameron has said he is fighting for matter to your business? (Please select all that apply)

Base: All owners/ CEOs	517	490	502	470	496	477	435	459	489	500	445
Protection for non-Euro countries	15%	16%	16%	16%	16%	16%	15%	16%	16%	15%	15%
More competitiveness and less regulation	37%	36%	36%	37%	36%	37%	37%	36%	37%	37%	37%
Ending obligation to ever closer union	26%	26%	26%	27%	26%	26%	27%	25%	26%	26%	27%
Benefit restrictions for EU migrants	21%	21%	21%	22%	21%	22%	21%	21%	21%	21%	22%
Not applicable - none of these matter to my business	51%	51%	51%	50%	51%	51%	51%	51%	51%	51%	50%

CI\_q6\_single. And which ONE would you say is most important?

Base	517	490	502	470	496	477	435	459	489	500	445
Protection for non-Euro countries	3%	2%	3%	2%	2%	2%	2%	3%	3%	2%	2%
More competitiveness and less regulation	26%	26%	26%	27%	26%	26%	26%	26%	26%	27%	26%
Ending obligation to ever closer union	10%	10%	10%	9%	10%	10%	10%	10%	10%	10%	10%
Benefit restrictions for EU migrants	10%	10%	10%	11%	10%	11%	11%	11%	11%	10%	11%
Not applicable - none of these matter to me	51%	51%	51%	50%	51%	51%	51%	51%	51%	51%	50%

CI\_q8. Which ONE of these is MOST important to your business?

Base: All owners/ CEOs	517	490	502	470	496	477	435	459	489	500	445
Free movement of labour	11%	11%	11%	10%	10%	11%	11%	11%	11%	10%	11%
National control of migration	23%	23%	23%	24%	23%	24%	23%	23%	23%	23%	24%
Neither	63%	63%	63%	63%	64%	62%	63%	63%	63%	63%	62%
Don't know	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%

Total	Company age						Work status Omni						
	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	Don't know	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London

CI\_q5. Does your business have an 'official view' on remaining in or leaving the EU? (Please select the option that best applies)

	Base	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	Don't know	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London
<b>Base: All owners/ CEOs</b>	517	140	117	146	83	30	1	18	52	40	42	35	50	60
Yes, and it's to **remain** in the EU	21%	21%	20%	25%	20%	13%	-	28%	17%	13%	21%	20%	22%	22%
Yes, and it's to **leave** the EU	19%	14%	15%	23%	23%	33%	-	17%	17%	25%	21%	31%	22%	22%
No, not yet but it probably will before the referendum	9%	11%	10%	6%	7%	10%	-	17%	17%	3%	7%	11%	6%	10%
No, and it will probably not take an official position at any time	51%	54%	55%	47%	49%	43%	100%	39%	48%	60%	50%	37%	50%	47%

CI\_q6. David Cameron has said he is fighting for 4 reforms... Which of these 4 reforms that David Cameron has said he is fighting for matter to your business? (Please select all that apply)

	Base	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	Don't know	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London
<b>Base: All owners/ CEOs</b>	517	140	117	146	83	30	1	18	52	40	42	35	50	60
Protection for non-Euro countries	15%	16%	11%	17%	17%	20%	-	22%	8%	10%	14%	9%	14%	23%
More competitiveness and less regulation	37%	28%	39%	40%	39%	43%	-	28%	37%	43%	26%	29%	42%	52%
Ending obligation to ever closer union	26%	24%	19%	30%	29%	43%	-	28%	25%	18%	26%	26%	26%	35%
Benefit restrictions for EU migrants	21%	19%	20%	19%	23%	30%	-	28%	17%	28%	14%	26%	30%	15%
Not applicable - none of these matter to my business	51%	60%	53%	42%	49%	40%	100%	56%	58%	45%	55%	51%	38%	32%

CI\_q6\_single. And which ONE would you say is most important?

	Base	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	Don't know	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London
<b>Base</b>	517	140	117	146	83	30	1	18	52	40	42	35	50	60
Protection for non-Euro countries	3%	2%	-	5%	1%	3%	-	-	2%	5%	5%	3%	2%	3%
More competitiveness and less regulation	26%	19%	30%	30%	28%	23%	-	17%	31%	33%	24%	26%	24%	40%
Ending obligation to ever closer union	10%	9%	8%	11%	11%	23%	-	11%	4%	3%	10%	9%	16%	17%
Benefit restrictions for EU migrants	10%	10%	9%	11%	11%	10%	-	17%	6%	15%	7%	11%	20%	8%
Not applicable - none of these matter to me	51%	60%	53%	42%	49%	40%	100%	56%	58%	45%	55%	51%	38%	32%

CI\_q8. Which ONE of these is MOST important to your business?

	Base	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	Don't know	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London
<b>Base: All owners/ CEOs</b>	517	140	117	146	83	30	1	18	52	40	42	35	50	60
Free movement of labour	11%	11%	9%	14%	7%	7%	-	6%	10%	5%	7%	11%	12%	25%
National control of migration	23%	21%	20%	23%	27%	33%	-	39%	15%	33%	21%	14%	36%	22%
Neither	63%	61%	68%	62%	65%	60%	100%	44%	69%	63%	71%	71%	48%	53%
Don't know	3%	6%	3%	2%	1%	-	-	11%	6%	-	-	3%	4%	-

Total	Region mainly work					Region mainly work				Gender		Age							
Base	South East	South West	Wales	Scotland	Elsewhere	North	Midlands	East	London	South	Wales	Scotland	Elsewhere	Male	Female	Under 35	35-44	45-54	55+

CI\_q5. Does your business have an 'official view' on remaining in or leaving the EU? (Please select the option that best applies)

Base: All owners/ CEOs	517	78	59	33	45	5	110	77	50	60	137	33	45	5	366	151	28	61	130	298
Yes, and it's to **remain** in the EU	21%	19%	24%	24%	24%	60%	17%	21%	22%	22%	21%	24%	24%	60%	23%	17%	25%	18%	14%	25%
Yes, and it's to **leave** the EU	19%	18%	19%	15%	4%	20%	20%	26%	22%	22%	18%	15%	4%	20%	21%	15%	11%	8%	21%	21%
No, not yet but it probably will before the referendum	9%	10%	3%	9%	9%	-	12%	9%	6%	10%	7%	9%	9%	-	9%	9%	18%	8%	8%	8%
No, and it will probably not take an official position at any time	51%	53%	54%	52%	62%	20%	51%	44%	50%	47%	53%	52%	62%	20%	47%	60%	46%	66%	57%	45%

CI\_q6. David Cameron has said he is fighting for 4 reforms... Which of these 4 reforms that David Cameron has said he is fighting for matter to your business? (Please select all that apply)

Base: All owners/ CEOs	517	78	59	33	45	5	110	77	50	60	137	33	45	5	366	151	28	61	130	298
Protection for non-Euro countries	15%	19%	15%	9%	24%	-	11%	12%	14%	23%	18%	9%	24%	-	19%	8%	7%	11%	15%	17%
More competitiveness and less regulation	37%	40%	29%	30%	33%	40%	37%	27%	42%	52%	35%	30%	33%	40%	41%	25%	29%	23%	43%	37%
Ending obligation to ever closer union	26%	29%	27%	18%	27%	-	23%	26%	26%	35%	28%	18%	27%	-	30%	19%	18%	16%	29%	28%
Benefit restrictions for EU migrants	21%	21%	22%	12%	20%	-	23%	19%	30%	15%	21%	12%	20%	-	21%	19%	21%	13%	23%	21%
Not applicable - none of these matter to my business	51%	51%	58%	64%	60%	60%	53%	53%	38%	32%	54%	64%	60%	60%	48%	58%	57%	64%	42%	51%

CI\_q6\_single. And which ONE would you say is most important?

Base	517	78	59	33	45	5	110	77	50	60	137	33	45	5	366	151	28	61	130	298
Protection for non-Euro countries	3%	3%	3%	-	-	-	3%	4%	2%	3%	3%	-	-	-	2%	3%	-	3%	2%	3%
More competitiveness and less regulation	26%	26%	15%	24%	22%	40%	29%	25%	24%	40%	21%	24%	22%	40%	30%	17%	14%	20%	32%	27%
Ending obligation to ever closer union	10%	13%	10%	3%	13%	-	5%	9%	16%	17%	12%	3%	13%	-	10%	10%	11%	7%	13%	10%
Benefit restrictions for EU migrants	10%	8%	14%	9%	4%	-	11%	9%	20%	8%	10%	9%	4%	-	10%	11%	18%	7%	12%	9%
Not applicable - none of these matter to me	51%	51%	58%	64%	60%	60%	53%	53%	38%	32%	54%	64%	60%	60%	48%	58%	57%	64%	42%	51%

CI\_q8. Which ONE of these is MOST important to your business?

Base: All owners/ CEOs	517	78	59	33	45	5	110	77	50	60	137	33	45	5	366	151	28	61	130	298
Free movement of labour	11%	10%	-	3%	18%	40%	7%	9%	12%	25%	6%	3%	18%	40%	12%	7%	11%	23%	7%	10%
National control of migration	23%	19%	22%	27%	16%	20%	25%	18%	36%	22%	20%	27%	16%	20%	24%	21%	21%	16%	26%	23%
Neither	63%	69%	71%	67%	62%	40%	63%	71%	48%	53%	70%	67%	62%	40%	61%	68%	50%	57%	65%	65%
Don't know	3%	1%	7%	3%	4%	-	5%	1%	4%	-	4%	3%	4%	-	2%	5%	18%	3%	2%	2%

Total	Organisation size			Work industry multiple shortlist										
	Small	Medium	Large	Manufacturing	Construction	Retail	Financial services	Hospitality and leisure	Accountancy	Legal	IT & telecoms	Media/ marketing/ advertising/ PR & sales	Medical & health services	Education

Cl\_q9. How do you think your opinion on whether Britain should remain in the EU or leave will change if David Cameron does or does not achieve significant reform? (Please select the option that best applies)

Base: All owners/ CEOs	517	501	10	6	30	36	103	24	61	21	10	68	47	24	22
Will remain in / leave anyway	59%	59%	60%	50%	60%	69%	64%	58%	62%	48%	70%	60%	51%	46%	59%
Could switch from leave to remain if he achieves significant reform	15%	14%	40%	50%	23%	8%	14%	17%	15%	24%	10%	15%	17%	17%	23%
Could switch from remain to leave if he fails to achieve significant reform	8%	8%	-	-	7%	6%	4%	8%	10%	14%	10%	15%	11%	17%	-
Not sure	18%	18%	-	-	10%	17%	18%	17%	13%	14%	10%	10%	21%	21%	18%

Cl\_q11. Approximately what percentage of your company's sales are achieved through exporting to countries in the EU? (Please select the option that comes closest)

Base: All owners/ CEOs	517	501	10	6	30	36	103	24	61	21	10	68	47	24	22
0% - None of it	65%	65%	40%	83%	47%	83%	42%	92%	72%	86%	80%	59%	47%	75%	64%
Up to 10%	20%	20%	30%	-	33%	8%	43%	-	11%	10%	-	21%	23%	21%	27%
11% to 20%	6%	6%	-	-	10%	3%	8%	4%	8%	-	10%	6%	9%	4%	-
21% to 30%	3%	3%	-	-	7%	3%	5%	-	2%	-	-	1%	4%	-	-
31% to 40%	2%	2%	20%	-	-	-	-	-	5%	-	10%	4%	6%	-	5%
41% to 50%	1%	1%	-	17%	-	-	1%	4%	-	5%	-	3%	2%	-	5%
51% to 60%	1%	1%	10%	-	3%	-	2%	-	2%	-	-	-	4%	-	-
61% to 70%	0%	0%	-	-	-	-	-	-	-	-	-	-	2%	-	-
71% to 80%	0%	0%	-	-	-	-	-	-	-	-	-	1%	-	-	-
81% to 90%	0%	0%	-	-	-	-	-	-	-	-	-	-	2%	-	-
91% to 100%	1%	1%	-	-	-	3%	-	-	-	-	-	4%	-	-	-

**YouGov Survey**

BUSINESS Sample : 16th - 20th November 2015

Total	Work industry (short list)													
Base	Transportation & distribution	Real estate	Other	Finance and Accounting	Manufacturing	Construction	Retail	Financial services	Hospitality and leisure	Accountancy	Legal	IT & telecoms	Media/ marketing/ advertising/ PR & sales	Medical & health services

**CI\_q9. How do you think your opinion on whether Britain should remain in the EU or leave will change if David Cameron does or does not achieve significant reform? (Please select the option that best applies)**

Base: All owners/ CEOs	517	11	23	115	43	24	32	95	22	54	19	8	58	39	19
Will remain in / leave anyway	59%	55%	70%	63%	53%	50%	69%	62%	55%	59%	47%	63%	62%	49%	37%
Could switch from leave to remain if he achieves significant reform	15%	18%	17%	13%	19%	29%	9%	14%	18%	15%	21%	13%	16%	18%	21%
Could switch from remain to leave if he fails to achieve significant reform	8%	9%	13%	4%	12%	8%	3%	4%	9%	11%	16%	13%	12%	10%	21%
Not sure	18%	18%	-	20%	16%	13%	19%	20%	18%	15%	16%	13%	10%	23%	21%

**CI\_q11. Approximately what percentage of your company's sales are achieved through exporting to countries in the EU? (Please select the option that comes closest)**

Base: All owners/ CEOs	517	11	23	115	43	24	32	95	22	54	19	8	58	39	19
0% - None of it	65%	64%	91%	60%	91%	46%	84%	40%	91%	76%	89%	75%	64%	49%	79%
Up to 10%	20%	-	4%	20%	5%	33%	9%	43%	-	6%	11%	-	22%	21%	16%
11% to 20%	6%	18%	4%	5%	2%	8%	3%	8%	5%	9%	-	13%	2%	10%	5%
21% to 30%	3%	-	-	6%	-	8%	3%	5%	-	2%	-	-	2%	5%	-
31% to 40%	2%	9%	-	2%	-	-	-	-	-	6%	-	13%	2%	5%	-
41% to 50%	1%	9%	-	3%	2%	-	-	1%	5%	-	-	-	2%	3%	-
51% to 60%	1%	-	-	3%	-	4%	-	2%	-	2%	-	-	-	3%	-
61% to 70%	0%	-	-	1%	-	-	-	-	-	-	-	-	-	3%	-
71% to 80%	0%	-	-	-	-	-	-	-	-	-	-	-	2%	-	-
81% to 90%	0%	-	-	-	-	-	-	-	-	-	-	-	-	3%	-
91% to 100%	1%	-	-	1%	-	-	-	-	-	-	-	-	5%	-	-

Total						Company annual turnover		
Base	Education	Transportation & distribution	Real estate	Other	Finance and Accounting	First year of trading	Less than £1 million (NET)	£1 million - £ 9.9 million (NET)

Cl\_q9. How do you think your opinion on whether Britain should remain in the EU or leave will change if David Cameron does or does not achieve significant reform? (Please select the option that best applies)

Base: All owners/ CEOs	517	16	5	19	107	41	33	449	35
Will remain in / leave anyway	59%	56%	80%	68%	63%	51%	55%	61%	43%
Could switch from leave to remain if he achieves significant reform	15%	19%	-	16%	12%	20%	3%	15%	31%
Could switch from remain to leave if he fails to achieve significant reform	8%	-	-	16%	4%	12%	18%	7%	6%
Not sure	18%	25%	20%	-	22%	17%	24%	17%	20%

Cl\_q11. Approximately what percentage of your company's sales are achieved through exporting to countries in the EU? (Please select the option that comes closest)

Base: All owners/ CEOs	517	16	5	19	107	41	33	449	35
0% - None of it	65%	81%	80%	100%	63%	90%	82%	64%	57%
Up to 10%	20%	13%	-	-	20%	5%	9%	21%	17%
11% to 20%	6%	-	20%	-	5%	2%	-	6%	11%
21% to 30%	3%	-	-	-	5%	-	-	4%	3%
31% to 40%	2%	6%	-	-	2%	-	3%	2%	3%
41% to 50%	1%	-	-	-	3%	2%	3%	1%	6%
51% to 60%	1%	-	-	-	2%	-	-	1%	3%
61% to 70%	0%	-	-	-	1%	-	-	0%	-
71% to 80%	0%	-	-	-	-	-	-	0%	-
81% to 90%	0%	-	-	-	-	-	-	0%	-
91% to 100%	1%	-	-	-	1%	-	3%	1%	-

Total	Omnibus Decision Maker									
Base	Marketing activities (e.g. advertising, direct marketing, PR etc.)	Business development/ sales	Company credit/ charge cards	Finance/ accounting	Company mobile phones	Company pension scheme	HR	IT/ Telecoms	Procurement/ purchasing	Electricity/ gas supply

Cl\_q9. How do you think your opinion on whether Britain should remain in the EU or leave will change if David Cameron does or does not achieve significant reform? (Please select the option that best applies)

Base: All owners/ CEOs	517	490	502	470	496	477	435	459	489	500	445
Will remain in / leave anyway	59%	60%	60%	60%	60%	60%	60%	61%	60%	60%	61%
Could switch from leave to remain if he achieves significant reform	15%	15%	15%	15%	15%	15%	14%	14%	15%	16%	13%
Could switch from remain to leave if he fails to achieve significant reform	8%	8%	8%	8%	8%	8%	8%	8%	8%	7%	8%
Not sure	18%	17%	18%	17%	17%	17%	18%	17%	17%	17%	17%

Cl\_q11. Approximately what percentage of your company's sales are achieved through exporting to countries in the EU? (Please select the option that comes closest)

Base: All owners/ CEOs	517	490	502	470	496	477	435	459	489	500	445
0% - None of it	65%	65%	65%	64%	65%	65%	65%	64%	65%	64%	65%
Up to 10%	20%	20%	20%	21%	20%	20%	20%	20%	20%	21%	20%
11% to 20%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%
21% to 30%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%
31% to 40%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%
41% to 50%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
51% to 60%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
61% to 70%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
71% to 80%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
81% to 90%	0%	0%	0%	0%	0%	0%	-	-	0%	0%	0%
91% to 100%	1%	0%	1%	1%	1%	1%	0%	1%	1%	1%	1%



Total	Company age						Work status Omni						
	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	Don't know	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London

Cl\_q9. How do you think your opinion on whether Britain should remain in the EU or leave will change if David Cameron does or does not achieve significant reform? (Please select the option that best applies)

Base: All owners/ CEOs	517	140	117	146	83	30	1	18	52	40	42	35	50	60
Will remain in / leave anyway	59%	60%	66%	58%	48%	63%	100%	67%	62%	63%	76%	40%	52%	58%
Could switch from leave to remain if he achieves significant reform	15%	17%	9%	18%	18%	10%	-	6%	13%	15%	7%	29%	24%	17%
Could switch from remain to leave if he fails to achieve significant reform	8%	6%	6%	9%	10%	13%	-	-	13%	3%	5%	6%	6%	8%
Not sure	18%	16%	19%	15%	24%	13%	-	28%	12%	20%	12%	26%	18%	17%

Cl\_q11. Approximately what percentage of your company's sales are achieved through exporting to countries in the EU? (Please select the option that comes closest)

Base: All owners/ CEOs	517	140	117	146	83	30	1	18	52	40	42	35	50	60
0% - None of it	65%	72%	61%	61%	65%	60%	100%	50%	67%	68%	71%	77%	62%	47%
Up to 10%	20%	14%	25%	23%	19%	20%	-	28%	19%	25%	17%	11%	16%	28%
11% to 20%	6%	4%	5%	8%	6%	7%	-	17%	10%	3%	10%	-	12%	8%
21% to 30%	3%	4%	4%	3%	2%	-	-	-	-	3%	-	-	4%	8%
31% to 40%	2%	3%	-	2%	1%	7%	-	-	-	-	2%	3%	4%	3%
41% to 50%	1%	1%	1%	2%	2%	-	-	-	2%	-	-	3%	2%	3%
51% to 60%	1%	1%	3%	-	1%	3%	-	6%	2%	3%	-	-	-	2%
61% to 70%	0%	1%	1%	-	-	-	-	-	-	-	-	3%	-	-
71% to 80%	0%	1%	-	-	-	-	-	-	-	-	-	-	-	-
81% to 90%	0%	-	-	-	-	3%	-	-	-	-	-	-	-	-
91% to 100%	1%	1%	-	-	2%	-	-	-	-	-	-	3%	-	-

**YouGov Survey**

BUSINESS Sample : 16th - 20th November 2015

Total	Region mainly work					Gender		Age											
Base	South East	South West	Wales	Scotland	Elsewhere	North	Midlands	East	London	South	Wales	Scotland	Elsewhere	Male	Female	Under 35	35-44	45-54	55+

**Cl\_q9. How do you think your opinion on whether Britain should remain in the EU or leave will change if David Cameron does or does not achieve significant reform? (Please select the option that best applies)**

Base: All owners/ CEOs	517	78	59	33	45	5	110	77	50	60	137	33	45	5	366	151	28	61	130	298
Will remain in / leave anyway	59%	55%	54%	58%	73%	60%	63%	60%	52%	58%	55%	58%	73%	60%	64%	48%	57%	61%	57%	60%
Could switch from leave to remain if he achieves significant reform	15%	15%	14%	12%	11%	20%	13%	17%	24%	17%	15%	12%	11%	20%	14%	18%	11%	10%	18%	16%
Could switch from remain to leave if he fails to achieve significant reform	8%	10%	10%	6%	9%	20%	7%	5%	6%	8%	10%	6%	9%	20%	7%	9%	-	5%	6%	10%
Not sure	18%	19%	22%	24%	7%	-	17%	18%	18%	17%	20%	24%	7%	-	14%	25%	32%	25%	19%	14%

**Cl\_q11. Approximately what percentage of your company's sales are achieved through exporting to countries in the EU? (Please select the option that comes closest)**

Base: All owners/ CEOs	517	78	59	33	45	5	110	77	50	60	137	33	45	5	366	151	28	61	130	298
0% - None of it	65%	71%	61%	73%	71%	-	65%	74%	62%	47%	66%	73%	71%	-	62%	72%	54%	66%	63%	66%
Up to 10%	20%	13%	31%	27%	11%	20%	23%	14%	16%	28%	20%	27%	11%	20%	21%	17%	18%	21%	20%	20%
11% to 20%	6%	4%	2%	-	4%	-	8%	5%	12%	8%	3%	-	4%	-	6%	5%	11%	5%	5%	6%
21% to 30%	3%	5%	5%	-	4%	-	1%	-	4%	8%	5%	-	4%	-	5%	-	4%	2%	5%	3%
31% to 40%	2%	3%	-	-	4%	-	-	3%	4%	3%	1%	-	4%	-	2%	3%	7%	2%	2%	2%
41% to 50%	1%	-	2%	-	2%	-	1%	1%	2%	3%	1%	-	2%	-	1%	1%	4%	-	2%	1%
51% to 60%	1%	3%	-	-	-	20%	3%	-	-	2%	1%	-	-	20%	1%	2%	4%	-	3%	1%
61% to 70%	0%	-	-	-	-	20%	-	1%	-	-	-	-	-	20%	0%	1%	-	3%	-	-
71% to 80%	0%	-	-	-	2%	-	-	-	-	-	-	-	2%	-	0%	-	-	2%	-	-
81% to 90%	0%	1%	-	-	-	-	-	-	-	-	1%	-	-	-	0%	-	-	-	-	0%
91% to 100%	1%	1%	-	-	-	40%	-	1%	-	-	1%	-	-	40%	1%	-	-	-	1%	1%