

YouGov Survey

BUSINESS Sample : 16th - 20th November 2015

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%	-	-

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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%