

YouGov Survey Results
Fieldwork - 4th - 8th July 2016

Sample Size - 566 UK SME Business decision makers



Total	How did you vote in the recent EU referendum on Britain's membership of the European Union?				Organization size	
	Leave the EU	Remain in the EU	I did not vote	Prefer not to say	Small	Medium

Did you vote from a personal or business perspective?

Unweighted base	538	238	300	-	-	445	93
Base: SME Business Decision Makers who voted	539	238	300	-	-	426	112
Personal	41%	54%	31%	-	-	38%	51%
Business	3%	3%	2%	-	-	3%	3%
Both	57%	43%	67%	-	-	59%	46%

Overall, do you think your business will be better or worse off now the UK is leaving the European Union, or will it make little or no difference to your business?

Unweighted base	566	238	300	23	5	471	95
Base: SME Business Decision Makers	566	238	300	22	5	451	115
Better off overall	15%	32%	2%	3%	-	15%	15%
Worse off overall	41%	1%	71%	45%	46%	39%	46%
Will make little or no difference	38%	61%	20%	44%	54%	40%	32%
Don't know	6%	5%	7%	9%	-	6%	7%

In general, do you think leaving the European Union will make the UK economy stronger or weaker, or do you think it would make no difference?

Unweighted base	566	238	300	23	5	471	95
Base: SME Business Decision Makers	566	238	300	22	5	451	115
Leaving the European Union will make the UK economy stronger	29%	65%	2%	11%	-	30%	25%
Leaving the European Union will make the UK economy weaker	52%	7%	88%	63%	46%	51%	60%
Leaving the European Union will make no difference to the UK economy	12%	21%	5%	6%	19%	12%	12%
Don't know	7%	6%	5%	20%	35%	7%	3%

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Work industry multiple shortlist												
Manufacturing	Construction	Retail	Finance and Accounting	Hospitality and leisure	Legal	IT & telecoms	Media/ marketing/ advertising/ PR & sales	Medical & health services	Education	Transportation & distribution	Real estate	Other

Did you vote from a personal or business perspective?

Unweighted base	87	65	76	66	20	17	88	75	14	17	12	12	63
Base: SME Business Decision Makers who voted	87	64	84	67	20	18	81	75	14	16	12	11	61
Personal	42%	54%	40%	36%	66%	46%	31%	37%	79%	52%	60%	19%	33%
Business	4%	1%	4%	2%	-	5%	3%	-	-	-	-	7%	5%
Both	55%	45%	56%	62%	34%	50%	66%	63%	21%	48%	40%	74%	61%

Overall, do you think your business will be better or worse off now the UK is leaving the European Union, or will it make little or no difference to your business?

Unweighted base	90	70	82	67	21	17	96	77	14	17	13	12	67
Base: SME Business Decision Makers	90	68	90	67	21	18	90	77	14	16	13	11	65
Better off overall	19%	15%	17%	15%	27%	16%	14%	10%	12%	39%	31%	34%	8%
Worse off overall	37%	29%	37%	38%	19%	31%	45%	57%	66%	61%	33%	56%	41%
Will make little or no difference	36%	48%	36%	45%	44%	52%	35%	28%	8%	-	29%	9%	47%
Don't know	9%	9%	10%	2%	10%	-	6%	6%	14%	-	7%	-	5%

In general, do you think leaving the European Union will make the UK economy stronger or weaker, or do you think it would make no difference?

Unweighted base	90	70	82	67	21	17	96	77	14	17	13	12	67
Base: SME Business Decision Makers	90	68	90	67	21	18	90	77	14	16	13	11	65
Leaving the European Union will make the UK economy stronger	31%	37%	28%	33%	46%	6%	24%	16%	7%	28%	36%	34%	35%
Leaving the European Union will make the UK economy weaker	46%	40%	46%	53%	39%	78%	64%	71%	86%	72%	49%	66%	48%
Leaving the European Union will make no difference to the UK economy	14%	15%	16%	14%	10%	11%	6%	7%	-	-	8%	-	15%
Don't know	9%	8%	10%	-	5%	5%	6%	6%	7%	-	7%	-	2%

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

Did you vote from a personal or business perspective?

Unweighted base	84	61	68	62	15	14	77	64	10	12	7	6	58
Base: SME Business Decision Makers who voted	84	60	75	63	15	15	71	64	10	12	7	5	57
Personal	43%	54%	40%	31%	66%	41%	31%	34%	70%	56%	59%	19%	37%
Business	4%	1%	3%	2%	-	5%	4%	-	-	-	-	15%	5%
Both	53%	45%	57%	66%	35%	53%	65%	66%	30%	44%	41%	66%	58%

Overall, do you think your business will be better or worse off now the UK is leaving the European Union, or will it make little or no difference to your business?

Unweighted base	87	65	74	63	15	14	85	66	10	12	7	6	62
Base: SME Business Decision Makers	87	63	82	63	15	15	80	66	10	12	7	5	61
Better off overall	18%	16%	17%	15%	24%	7%	13%	10%	8%	30%	32%	27%	7%
Worse off overall	35%	28%	38%	39%	14%	32%	45%	60%	72%	70%	14%	54%	39%
Will make little or no difference	37%	49%	35%	47%	55%	62%	37%	24%	11%	-	41%	19%	48%
Don't know	9%	8%	9%	-	7%	-	5%	7%	9%	-	14%	-	5%

In general, do you think leaving the European Union will make the UK economy stronger or weaker, or do you think it would make no difference?

Unweighted base	87	65	74	63	15	14	85	66	10	12	7	6	62
Base: SME Business Decision Makers	87	63	82	63	15	15	80	66	10	12	7	5	61
Leaving the European Union will make the UK economy stronger	31%	40%	27%	33%	50%	7%	23%	18%	-	30%	57%	46%	35%
Leaving the European Union will make the UK economy weaker	45%	39%	44%	52%	35%	74%	64%	69%	90%	70%	29%	54%	47%
Leaving the European Union will make no difference to the UK economy	14%	14%	17%	15%	9%	13%	6%	6%	-	-	-	-	16%
Don't know	9%	7%	11%	-	7%	6%	6%	8%	10%	-	14%	-	2%

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Company annual turnover					
First year of trading	Less than £1 million (NET)	£1 million - £9.9 million (NET)	£10 million or more (NET)	Don't know	Prefer not to answer

Did you vote from a personal or business perspective?

Unweighted base	13	292	127	52	23	31
Base: SME Business Decision Makers who voted	14	284	127	62	23	29
Personal	64%	39%	41%	40%	57%	35%
Business	-	2%	7%	-	-	2%
Both	36%	59%	52%	60%	43%	63%

Overall, do you think your business will be better or worse off now the UK is leaving the European Union, or will it make little or no difference to your business?

Unweighted base	14	307	135	53	26	31
Base: SME Business Decision Makers	15	298	135	63	25	29
Better off overall	21%	16%	11%	11%	13%	29%
Worse off overall	50%	38%	43%	52%	37%	30%
Will make little or no difference	29%	41%	39%	30%	30%	40%
Don't know	-	6%	7%	6%	20%	-

In general, do you think leaving the European Union will make the UK economy stronger or weaker, or do you think it would make no difference?

Unweighted base	14	307	135	53	26	31
Base: SME Business Decision Makers	15	298	135	63	25	29
Leaving the European Union will make the UK economy stronger	25%	30%	28%	22%	27%	46%
Leaving the European Union will make the UK economy weaker	59%	51%	51%	66%	57%	36%
Leaving the European Union will make no difference to the UK economy	16%	13%	10%	12%	4%	13%
Don't know	-	6%	11%	-	12%	4%

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Omnibus Decision Maker										
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 (e.g. personnel, learning and development, recruitment etc.)	IT/ Telecoms	Procurement/ purchasing	Electricity/ gas supply	

Did you vote from a personal or business perspective?

Unweighted base	443	462	370	405	379	368	456	421	448	357
Base: SME Business Decision Makers who voted	442	463	369	403	381	367	456	420	447	360
Personal	39%	40%	37%	38%	39%	37%	40%	40%	39%	39%
Business	3%	3%	3%	3%	3%	3%	3%	2%	3%	3%
Both	58%	57%	60%	59%	58%	60%	57%	58%	58%	59%

Overall, do you think your business will be better or worse off now the UK is leaving the European Union, or will it make little or no difference to your business?

Unweighted base	464	484	391	427	400	385	478	442	471	378
Base: SME Business Decision Makers	464	485	389	424	400	383	478	441	470	380
Better off overall	16%	16%	17%	15%	17%	16%	16%	16%	16%	16%
Worse off overall	40%	40%	39%	39%	38%	38%	40%	38%	41%	38%
Will make little or no difference	38%	37%	39%	40%	38%	40%	38%	40%	37%	40%
Don't know	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%

In general, do you think leaving the European Union will make the UK economy stronger or weaker, or do you think it would make no difference?

Unweighted base	464	484	391	427	400	385	478	442	471	378
Base: SME Business Decision Makers	464	485	389	424	400	383	478	441	470	380
Leaving the European Union will make the UK economy stronger	30%	30%	30%	30%	32%	30%	29%	30%	30%	31%
Leaving the European Union will make the UK economy weaker	52%	51%	49%	51%	50%	49%	52%	49%	51%	49%
Leaving the European Union will make no difference to the UK economy	12%	12%	13%	13%	12%	14%	12%	14%	12%	14%
Don't know	6%	6%	7%	7%	6%	7%	7%	7%	7%	7%

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Company age					
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

Did you vote from a personal or business perspective?

Unweighted base	98	81	155	127	74	3
Base: SME Business Decision Makers who voted	98	81	154	126	77	3
Personal	41%	36%	39%	41%	50%	-
Business	2%	1%	4%	2%	5%	-
Both	57%	63%	57%	57%	45%	100%

Overall, do you think your business will be better or worse off now the UK is leaving the European Union, or will it make little or no difference to your business?

Unweighted base	104	90	165	130	74	3
Base: SME Business Decision Makers	105	90	163	129	77	3
Better off overall	13%	13%	12%	20%	16%	-
Worse off overall	41%	47%	38%	40%	38%	100%
Will make little or no difference	38%	32%	44%	35%	41%	-
Don't know	7%	8%	5%	5%	5%	-

In general, do you think leaving the European Union will make the UK economy stronger or weaker, or do you think it would make no difference?

Unweighted base	104	90	165	130	74	3
Base: SME Business Decision Makers	105	90	163	129	77	3
Leaving the European Union will make the UK economy stronger	21%	26%	33%	34%	28%	-
Leaving the European Union will make the UK economy weaker	53%	61%	52%	49%	47%	100%
Leaving the European Union will make no difference to the UK economy	17%	7%	9%	9%	21%	-
Don't know	9%	6%	6%	8%	3%	-

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Work status Omni											
North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Elsewhere (i.e. outside of Great Britain)

Did you vote from a personal or business perspective?

Unweighted base	16	55	44	37	41	43	90	95	43	18	47	9
Base: SME Business Decision Makers who voted	17	55	45	37	40	42	92	95	41	19	48	8
Personal	51%	37%	42%	40%	30%	53%	31%	45%	41%	43%	47%	44%
Business	-	2%	7%	-	6%	5%	1%	5%	2%	-	-	-
Both	49%	61%	51%	60%	64%	42%	68%	50%	58%	57%	53%	56%

Overall, do you think your business will be better or worse off now the UK is leaving the European Union, or will it make little or no difference to your business?

Unweighted base	17	58	44	40	42	45	97	99	45	20	50	9
Base: SME Business Decision Makers	17	57	45	40	41	44	98	100	44	21	51	8
Better off overall	23%	17%	18%	11%	22%	27%	9%	15%	10%	10%	5%	27%
Worse off overall	30%	35%	27%	30%	40%	23%	58%	45%	39%	40%	50%	30%
Will make little or no difference	42%	45%	55%	46%	36%	38%	28%	34%	44%	47%	35%	28%
Don't know	5%	3%	-	13%	2%	12%	4%	6%	7%	3%	10%	16%

In general, do you think leaving the European Union will make the UK economy stronger or weaker, or do you think it would make no difference?

Unweighted base	17	58	44	40	42	45	97	99	45	20	50	9
Base: SME Business Decision Makers	17	57	45	40	41	44	98	100	44	21	51	8
Leaving the European Union will make the UK economy stronger	29%	27%	37%	27%	38%	43%	18%	33%	30%	24%	19%	43%
Leaving the European Union will make the UK economy weaker	50%	52%	44%	46%	47%	30%	69%	52%	54%	45%	63%	47%
Leaving the European Union will make no difference to the UK economy	11%	14%	16%	13%	13%	16%	8%	11%	9%	20%	10%	-
Don't know	9%	7%	3%	15%	2%	10%	5%	4%	7%	11%	9%	10%

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Region mainly work							
North	Midlands	East	London	South	Wales	Scotland	Elsewhere (i.e. outside of Great Britain)

Did you vote from a personal or business perspective?

Unweighted base	115	78	43	90	138	18	47	9
Base: SME Business Decision Makers who voted	116	78	42	92	136	19	48	8
Personal	41%	35%	53%	31%	44%	43%	47%	44%
Business	3%	3%	5%	1%	4%	-	-	-
Both	55%	62%	42%	68%	53%	57%	53%	56%

Overall, do you think your business will be better or worse off now the UK is leaving the European Union, or will it make little or no difference to your business?

Unweighted base	119	82	45	97	144	20	50	9
Base: SME Business Decision Makers	119	81	44	98	143	21	51	8
Better off overall	18%	17%	27%	9%	14%	10%	5%	27%
Worse off overall	31%	35%	23%	58%	43%	40%	50%	30%
Will make little or no difference	48%	41%	38%	28%	37%	47%	35%	28%
Don't know	2%	8%	12%	4%	7%	3%	10%	16%

In general, do you think leaving the European Union will make the UK economy stronger or weaker, or do you think it would make no difference?

Unweighted base	119	82	45	97	144	20	50	9
Base: SME Business Decision Makers	119	81	44	98	143	21	51	8
Leaving the European Union will make the UK economy stronger	31%	32%	43%	18%	32%	24%	19%	43%
Leaving the European Union will make the UK economy weaker	49%	46%	30%	69%	53%	45%	63%	47%
Leaving the European Union will make no difference to the UK economy	14%	13%	16%	8%	10%	20%	10%	-
Don't know	6%	9%	10%	5%	4%	11%	9%	10%

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Gender		Age			
Male	Female	Under 35	35-44	45-54	55+

Did you vote from a personal or business perspective?

Unweighted base	398	140	55	102	139	242
Base: SME Business Decision Makers who voted	402	137	54	100	137	247
Personal	40%	43%	39%	36%	44%	41%
Business	3%	2%	4%	3%	3%	2%
Both	57%	54%	58%	62%	52%	57%

Overall, do you think your business will be better or worse off now the UK is leaving the European Union, or will it make little or no difference to your business?

Unweighted base	418	148	58	111	145	252
Base: SME Business Decision Makers	421	145	57	109	144	257
Better off overall	16%	11%	29%	12%	11%	15%
Worse off overall	40%	44%	41%	53%	44%	33%
Will make little or no difference	39%	37%	23%	25%	40%	47%
Don't know	5%	9%	8%	10%	5%	5%

In general, do you think leaving the European Union will make the UK economy stronger or weaker, or do you think it would make no difference?

Unweighted base	418	148	58	111	145	252
Base: SME Business Decision Makers	421	145	57	109	144	257
Leaving the European Union will make the UK economy stronger	30%	26%	27%	22%	26%	34%
Leaving the European Union will make the UK economy weaker	51%	56%	65%	62%	55%	44%
Leaving the European Union will make no difference to the UK economy	13%	9%	6%	9%	10%	15%
Don't know	6%	9%	1%	7%	9%	6%