

Internal Business Brexit

B2B Sample: 21st - 29th January 2019

1,020 Adults

Total	Organization size			Work industry (select all that apply)						
	Small (less than 50 employees)	Medium (50 to 249 employees)	Large (250+ employees)	Manufacturing	Construction	Retail	Finance and Accounting	IT & telecoms	Media/marketing/advertising/PR & sales	Other

Work location

Unweighted base	1020	552	143	325	134	147	167	128	125	137	138
Base	1020	486	126	407	131	141	168	133	127	130	142
North	20%	21%	23%	19%	23%	22%	23%	19%	22%	16%	19%
Midlands	12%	12%	11%	13%	23%	15%	10%	11%	9%	8%	10%
East	6%	6%	7%	5%	6%	6%	6%	5%	2%	5%	4%
London	22%	14%	23%	30%	12%	17%	11%	43%	30%	26%	23%
South	27%	32%	26%	23%	26%	29%	33%	15%	27%	31%	29%
Wales	3%	5%	2%	1%	1%	3%	6%	2%	1%	4%	2%
Scotland	7%	9%	7%	6%	8%	8%	9%	4%	7%	8%	10%
Elsewhere (i.e. outside of Great Britain)	3%	1%	2%	4%	1%	2%	1%	2%	2%	3%	4%

In the Referendum in 2016 on whether Britain should remain in or leave the European Union, which way did you vote, or did you not vote?

Unweighted base	982	536	134	312	128	143	164	124	117	131	131
Base	982	472	118	391	125	137	165	129	118	124	135
I voted to Remain	57%	53%	56%	61%	61%	41%	51%	52%	67%	63%	61%
I voted to Leave	37%	41%	37%	32%	32%	50%	40%	39%	27%	26%	33%
I did not vote	6%	5%	5%	6%	6%	6%	8%	8%	6%	10%	4%
Can't remember	1%	1%	1%	1%	1%	3%	1%	1%	-	1%	1%

Internal Business Brexit

B2B Sample: 21st - 29th January 2019

1,020 Adults

	Company annual turnover			Omnibus Decision Maker									
	Less than £1 million (NET)	£1 million - £9.9 million (NET)	£10 million or more (NET)	Marketing activities (e.g. ad,vertising, direct marketing, PR)	Business development/ sales	Company credit/ charge cards	Finance/ accounting	Company mobile phones	Company pension scheme	HR (e.g. personnel, learning and development, recruitment)	IT/ Telecoms	Procurement/ purchasing	Electricity/ gas supply
Work location													
Unweighted base	337	184	353	627	705	470	567	495	428	677	559	643	397
Base	302	162	412	603	687	444	541	471	400	661	540	620	376
North	21%	22%	19%	19%	19%	19%	19%	19%	18%	20%	20%	20%	21%
Midlands	14%	14%	11%	11%	12%	15%	14%	14%	15%	13%	13%	13%	15%
East	7%	5%	5%	7%	6%	6%	6%	7%	7%	6%	6%	6%	6%
London	12%	23%	30%	20%	20%	17%	18%	19%	16%	20%	19%	16%	15%
South	33%	27%	22%	29%	29%	30%	30%	28%	28%	27%	28%	30%	29%
Wales	5%	2%	2%	4%	4%	5%	4%	4%	4%	3%	4%	4%	5%
Scotland	7%	7%	6%	8%	8%	8%	8%	9%	9%	8%	8%	8%	9%
Elsewhere (i.e. outside of Great Britain)	1%	1%	5%	2%	3%	1%	2%	1%	1%	3%	2%	2%	1%
In the Referendum in 2016 on whether Britain should remain in or leave the European Union, which way did you vote, or did you not vote?													
Unweighted base	326	179	336	605	680	454	546	476	414	650	535	621	383
Base	292	158	393	581	663	429	521	453	386	634	517	598	363
I voted to Remain	47%	62%	61%	56%	55%	53%	52%	53%	55%	57%	56%	52%	48%
I voted to Leave	45%	33%	33%	38%	38%	40%	40%	39%	39%	36%	38%	40%	44%
I did not vote	7%	3%	5%	6%	6%	6%	6%	7%	5%	6%	5%	6%	6%
Can't remember	1%	2%	1%	1%	1%	2%	2%	2%	1%	1%	1%	2%	1%

Internal Business Brexit

B2B Sample: 21st - 29th January 2019

1,020 Adults

Does your business currently import from or export to anywhere outside the UK? (Please select all that apply)					For the following question, please imagine there was going to be a snap election before Brexit (i.e. before the UK is scheduled to leave the European Union on March 29th 2019)...Thinking about what would be best for your business...Which, if either, of the following people would you prefer to have as Prime Minister?			In the Referendum in 2016 on whether Britain should remain in or leave the European Union, which way did you vote, or did you not vote?			
Yes, it imports	Yes, it exports	No, it does not	Don't know	Imports and Exports	Theresa May	Jeremy Corbyn	Don't know	I voted to Remain	I voted to Leave	I did not vote	Can't remember

Work location

Unweighted base	317	326	562	19	439	564	216	240	552	366	53	11
Base	334	338	542	22	455	566	211	242	556	360	55	11
North	19%	18%	22%	31%	18%	19%	18%	25%	19%	23%	12%	32%
Midlands	15%	12%	12%	10%	13%	15%	12%	6%	11%	15%	11%	12%
East	5%	6%	6%	-	5%	6%	5%	5%	6%	4%	4%	-
London	22%	25%	20%	34%	23%	20%	23%	25%	23%	19%	29%	7%
South	28%	25%	27%	16%	28%	25%	31%	29%	27%	27%	31%	49%
Wales	3%	3%	3%	-	3%	3%	3%	3%	3%	3%	7%	-
Scotland	4%	6%	8%	6%	6%	7%	7%	7%	8%	6%	5%	-
Elsewhere (i.e. outside of Great Britain)	3%	5%	1%	4%	4%	4%	1%	2%	3%	3%	2%	-

In the Referendum in 2016 on whether Britain should remain in or leave the European Union, which way did you vote, or did you not vote?

Unweighted base	306	314	539	19	424	543	210	229	552	366	53	11
Base	322	325	520	22	439	546	205	231	556	360	55	11
I voted to Remain	60%	60%	55%	62%	58%	45%	81%	63%	100%	-	-	-
I voted to Leave	35%	35%	38%	18%	36%	51%	11%	26%	-	100%	-	-
I did not vote	4%	4%	6%	20%	4%	3%	7%	10%	-	-	100%	-
Can't remember	1%	1%	1%	-	2%	1%	1%	2%	-	-	-	100%

Internal Business Brexit

B2B Sample: 21st - 29th January 2019

1,020 Adults

Total	Organization size			Work industry (select all that apply)							
	Small (less than 50 employees)	Medium (50 to 249 employees)	Large (250+ employees)	Manufacturing	Construction	Retail	Finance and Accounting	IT & telecoms	Media/marketing/advertising/PR & sales	Other	

Does your business currently import from or export to anywhere outside the UK? (Please select all that apply)

	1020	552	143	325	134	147	167	128	125	137	138
Unweighted base	1020	552	143	325	134	147	167	128	125	137	138
Base: All Businesses	1020	486	126	407	131	141	168	133	127	130	142
Yes, it imports	33%	21%	36%	46%	73%	26%	43%	22%	38%	18%	29%
Yes, it exports	33%	25%	36%	42%	71%	14%	35%	30%	39%	32%	35%
No, it does not	53%	66%	53%	38%	14%	67%	44%	61%	42%	63%	56%
Don't know	2%	0%	-	5%	1%	2%	2%	3%	6%	-	2%

Thinking about Brexit (i.e. the UK leaving the European Union)...To what extent do you agree or disagree that the UK government has adequately consulted business leaders in its decision-making and strategy for Brexit?

	1020	552	143	325	134	147	167	128	125	137	138
Unweighted base	1020	552	143	325	134	147	167	128	125	137	138
Base: All Businesses	1020	486	126	407	131	141	168	133	127	130	142
Strongly agree	6%	3%	8%	8%	7%	5%	5%	18%	6%	7%	4%
Tend to agree	18%	16%	19%	19%	16%	20%	20%	22%	23%	13%	19%
Tend to disagree	22%	22%	23%	22%	22%	26%	24%	22%	16%	19%	18%
Strongly disagree	44%	44%	43%	44%	47%	36%	37%	33%	48%	54%	49%
Don't know	10%	14%	6%	7%	7%	13%	14%	5%	8%	7%	9%
Net: Agree	23%	19%	27%	28%	23%	25%	25%	40%	28%	20%	23%
Net: Disagree	66%	67%	67%	66%	70%	62%	61%	55%	64%	73%	67%

For the following question, please imagine there was going to be a snap election before Brexit (i.e. before the UK is scheduled to leave the European Union on March 29th 2019)...Thinking about what would be best for your business...Which, if either, of the following people would you prefer to have as Prime Minister?

	1020	552	143	325	134	147	167	128	125	137	138
Unweighted base	1020	552	143	325	134	147	167	128	125	137	138
Base: All Businesses	1020	486	126	407	131	141	168	133	127	130	142
Theresa May	56%	53%	58%	58%	66%	62%	53%	66%	52%	41%	53%
Jeremy Corbyn	21%	24%	19%	18%	11%	16%	28%	14%	32%	31%	21%
Don't know	24%	24%	24%	24%	23%	22%	20%	20%	16%	29%	26%

In general, how prepared or unprepared do you currently feel your business is for Brexit (i.e. the UK leaving the European Union)? (Please select the option that best applies)

Internal Business Brexit

B2B Sample: 21st - 29th January 2019

1,020 Adults

Company annual turnover			Omnibus Decision Maker									
Less than £1 million (NET)	£1 million - £9.9 million (NET)	£10 million or more (NET)	Marketing activities (e.g. ad,vertising, direct marketing, PR)	Business development/ sales	Company credit/ charge cards	Finance/ accounting	Company mobile phones	Company pension scheme	HR (e.g. personnel, learning and development, recruitment)	IT/ Telecoms	Procurement/ purchasing	Electricity/ gas supply

Does your business currently import from or export to anywhere outside the UK? (Please select all that apply)

Unweighted base	337	184	353	627	705	470	567	495	428	677	559	643	397
Base: All Businesses	302	162	412	603	687	444	541	471	400	661	540	620	376
Yes, it imports	16%	34%	50%	29%	28%	29%	29%	30%	31%	30%	32%	31%	29%
Yes, it exports	23%	29%	48%	31%	31%	30%	30%	31%	31%	32%	32%	32%	31%
No, it does not	71%	54%	34%	57%	57%	59%	58%	57%	57%	55%	56%	55%	58%
Don't know	0%	1%	3%	1%	1%	1%	1%	1%	-	2%	1%	1%	0%

Thinking about Brexit (i.e. the UK leaving the European Union)...To what extent do you agree or disagree that the UK government has adequately consulted business leaders in its decision-making and strategy for Brexit?

Unweighted base	337	184	353	627	705	470	567	495	428	677	559	643	397
Base: All Businesses	302	162	412	603	687	444	541	471	400	661	540	620	376
Strongly agree	4%	6%	8%	6%	7%	7%	7%	7%	8%	6%	7%	6%	8%
Tend to agree	20%	12%	21%	17%	19%	20%	20%	20%	17%	16%	18%	19%	19%
Tend to disagree	20%	29%	22%	22%	22%	21%	21%	20%	21%	24%	21%	22%	21%
Strongly disagree	43%	46%	44%	44%	42%	42%	42%	42%	44%	44%	44%	42%	37%
Don't know	13%	8%	6%	10%	10%	10%	11%	11%	11%	10%	10%	11%	11%
Net: Agree	24%	18%	29%	24%	26%	27%	27%	27%	24%	21%	25%	25%	30%
Net: Disagree	63%	74%	65%	66%	64%	63%	62%	62%	65%	68%	66%	64%	58%

For the following question, please imagine there was going to be a snap election before Brexit (i.e. before the UK is scheduled to leave the European Union on March 29th 2019)...Thinking about what would be best for your business...Which, if either, of the following people would you prefer to have as Prime Minister?

Unweighted base	337	184	353	627	705	470	567	495	428	677	559	643	397
Base: All Businesses	302	162	412	603	687	444	541	471	400	661	540	620	376
Theresa May	50%	59%	60%	51%	56%	55%	55%	53%	56%	55%	53%	56%	57%
Jeremy Corbyn	26%	16%	17%	26%	23%	23%	23%	23%	23%	22%	23%	22%	23%
Don't know	23%	25%	23%	23%	21%	23%	22%	23%	21%	22%	24%	23%	21%

In general, how prepared or unprepared do you currently feel your business is for Brexit (i.e. the UK leaving the European Union)? (Please select the option that best applies)

Internal Business Brexit

B2B Sample: 21st - 29th January 2019

1,020 Adults

Does your business currently import from or export to anywhere outside the UK? (Please select all that apply)					For the following question, please imagine there was going to be a snap election before Brexit (i.e. before the UK is scheduled to leave the European Union on March 29th 2019)...Thinking about what would be best for your business...Which, if either, of the following people would you prefer to have as Prime Minister?			In the Referendum in 2016 on whether Britain should remain in or leave the European Union, which way did you vote, or did you not vote?			
Yes, it imports	Yes, it exports	No, it does not	Don't know	Imports and Exports	Theresa May	Jeremy Corbyn	Don't know	I voted to Remain	I voted to Leave	I did not vote	Can't remember

Does your business currently import from or export to anywhere outside the UK? (Please select all that apply)

Unweighted base	317	326	562	19	439	564	216	240	552	366	53	11
Base: All Businesses	334	338	542	22	455	566	211	242	556	360	55	11
Yes, it imports	100%	64%	-	-	73%	33%	32%	33%	35%	31%	26%	35%
Yes, it exports	65%	100%	-	-	74%	32%	34%	36%	35%	32%	23%	35%
No, it does not	-	-	100%	-	-	54%	51%	53%	51%	55%	58%	36%
Don't know	-	-	-	100%	-	2%	4%	2%	2%	1%	8%	-

Thinking about Brexit (i.e. the UK leaving the European Union)...To what extent do you agree or disagree that the UK government has adequately consulted business leaders in its decision-making and strategy for Brexit?

Unweighted base	317	326	562	19	439	564	216	240	552	366	53	11
Base: All Businesses	334	338	542	22	455	566	211	242	556	360	55	11
Strongly agree	8%	8%	5%	-	8%	8%	3%	3%	3%	11%	5%	-
Tend to agree	17%	16%	19%	-	17%	26%	7%	6%	10%	28%	17%	19%
Tend to disagree	20%	21%	23%	32%	21%	29%	14%	15%	21%	26%	19%	16%
Strongly disagree	46%	48%	42%	44%	46%	24%	70%	69%	59%	21%	42%	37%
Don't know	9%	7%	12%	25%	8%	13%	5%	8%	7%	14%	16%	28%
Net: Agree	25%	23%	23%	-	25%	34%	11%	9%	13%	39%	22%	19%
Net: Disagree	66%	69%	65%	75%	67%	52%	84%	83%	80%	46%	62%	53%

For the following question, please imagine there was going to be a snap election before Brexit (i.e. before the UK is scheduled to leave the European Union on March 29th 2019)...Thinking about what would be best for your business...Which, if either, of the following people would you prefer to have as Prime Minister?

Unweighted base	317	326	562	19	439	564	216	240	552	366	53	11
Base: All Businesses	334	338	542	22	455	566	211	242	556	360	55	11
Theresa May	56%	53%	56%	40%	55%	100%	-	-	44%	77%	34%	49%
Jeremy Corbyn	20%	21%	20%	38%	21%	-	100%	-	30%	6%	26%	18%
Don't know	24%	26%	24%	22%	24%	-	-	100%	26%	17%	40%	33%

In general, how prepared or unprepared do you currently feel your business is for Brexit (i.e. the UK leaving the European Union)? (Please select the option that best applies)

Internal Business Brexit

B2B Sample: 21st - 29th January 2019

1,020 Adults

Total	Organization size			Work industry (select all that apply)							
	Small (less than 50 employees)	Medium (50 to 249 employees)	Large (250+ employees)	Manufacturing	Construction	Retail	Finance and Accounting	IT & telecoms	Media/marketing/advertising/PR & sales	Other	
Unweighted base	1020	552	143	325	134	147	167	128	125	137	138
Base: All Businesses	1020	486	126	407	131	141	168	133	127	130	142
Very prepared	17%	18%	19%	14%	18%	20%	15%	27%	14%	20%	16%
Fairly prepared	44%	39%	46%	48%	51%	44%	40%	45%	51%	39%	42%
Not very prepared	22%	22%	25%	23%	23%	18%	18%	18%	20%	23%	25%
Not at all prepared	11%	13%	6%	10%	8%	12%	16%	7%	11%	10%	13%
Don't know	6%	8%	4%	5%	1%	6%	11%	4%	5%	7%	4%
Net: Prepared	60%	58%	62%	68%	64%	55%	72%	65%	60%	58%	58%
Net: Unprepared	33%	35%	31%	33%	31%	30%	34%	25%	31%	34%	38%

Still thinking about what would be best for your business...How favourable or unfavourable do you consider each of the following potential Brexit scenarios to be? (Please select one option in each row)

Britain accepting the draft deal (i.e. the deal that was put to parliament on January 15th 2019) after all and going ahead with Brexit on these terms

Unweighted base	1020	552	143	325	134	147	167	128	125	137	138
Base: All Businesses	1020	486	126	407	131	141	168	133	127	130	142
Very favourable	5%	3%	8%	6%	6%	4%	5%	7%	3%	1%	6%
Somewhat favourable	22%	20%	25%	23%	20%	26%	17%	26%	32%	25%	17%
Neither favourable nor unfavourable	17%	16%	12%	18%	22%	17%	17%	19%	12%	12%	13%
Somewhat unfavourable	21%	20%	26%	20%	27%	18%	15%	17%	19%	27%	25%
Very unfavourable	30%	32%	26%	29%	25%	29%	34%	28%	30%	32%	31%
Don't know	6%	9%	3%	5%	1%	6%	11%	3%	4%	4%	8%
Net: Favourable	26%	23%	33%	28%	26%	31%	23%	33%	35%	26%	23%
Net: Unfavourable	51%	52%	52%	49%	52%	47%	49%	45%	48%	59%	56%

Britain negotiating an alternative "Norway Plus" deal, with Britain leaving the EU but staying in the single market and customs union

Unweighted base	1020	552	143	325	134	147	167	128	125	137	138
Base: All Businesses	1020	486	126	407	131	141	168	133	127	130	142
Very favourable	11%	10%	11%	12%	12%	7%	10%	19%	13%	11%	8%
Somewhat favourable	34%	31%	40%	35%	43%	32%	29%	31%	35%	33%	33%
Neither favourable nor unfavourable	18%	16%	21%	20%	21%	16%	18%	19%	20%	19%	20%
Somewhat unfavourable	15%	16%	11%	15%	6%	14%	13%	16%	18%	16%	20%
Very unfavourable	17%	20%	16%	13%	16%	26%	21%	13%	12%	17%	11%
Don't know	5%	7%	1%	4%	2%	5%	8%	2%	2%	4%	7%
Net: Favourable	44%	41%	51%	47%	55%	39%	39%	50%	47%	44%	41%
Net: Unfavourable	32%	36%	27%	28%	22%	40%	35%	29%	31%	33%	31%

Britain leaving the European Union without any deal

Internal Business Brexit

B2B Sample: 21st - 29th January 2019

1,020 Adults

	Company annual turnover			Omnibus Decision Maker									
	Less than £1 million (NET)	£1 million - £9.9 million (NET)	£10 million or more (NET)	Marketing activities (e.g. ad, advertising, direct marketing, PR)	Business development/ sales	Company credit/ charge cards	Finance/ accounting	Company mobile phones	Company pension scheme	HR (e.g. personnel, learning and development, recruitment)	IT/ Telecoms	Procurement/ purchasing	Electricity/ gas supply
Unweighted base	337	184	353	627	705	470	567	495	428	677	559	643	397
Base: All Businesses	302	162	412	603	687	444	541	471	400	661	540	620	376
Very prepared	20%	17%	16%	19%	18%	20%	21%	19%	20%	17%	18%	18%	22%
Fairly prepared	41%	39%	50%	40%	43%	40%	38%	41%	41%	44%	42%	42%	39%
Not very prepared	20%	31%	22%	23%	22%	21%	21%	21%	20%	23%	20%	22%	20%
Not at all prepared	14%	12%	9%	12%	10%	13%	12%	14%	13%	11%	13%	12%	12%
Don't know	6%	2%	3%	7%	6%	6%	7%	6%	5%	5%	7%	6%	7%
Net: Prepared	60%	56%	65%	59%	61%	60%	59%	60%	62%	60%	61%	60%	62%
Net: Unprepared	34%	42%	31%	34%	33%	34%	34%	34%	33%	34%	33%	34%	32%

Still thinking about what would be best for your business...How favourable or unfavourable do you consider each of the following potential Brexit scenarios to be? (Please select one option in each row)

Britain accepting the draft deal (i.e. the deal that was put to parliament on January 15th 2019) after all and going ahead with Brexit on these terms

Unweighted base	337	184	353	627	705	470	567	495	428	677	559	643	397
Base: All Businesses	302	162	412	603	687	444	541	471	400	661	540	620	376
Very favourable	3%	5%	5%	5%	4%	6%	5%	6%	6%	4%	6%	5%	5%
Somewhat favourable	20%	25%	21%	22%	23%	21%	23%	21%	21%	20%	22%	21%	22%
Neither favourable nor unfavourable	15%	19%	18%	15%	16%	15%	16%	16%	15%	16%	15%	15%	14%
Somewhat unfavourable	20%	22%	23%	19%	21%	20%	18%	17%	20%	22%	18%	21%	20%
Very unfavourable	34%	23%	30%	32%	29%	31%	31%	33%	31%	30%	33%	31%	31%
Don't know	6%	5%	3%	7%	6%	7%	7%	6%	6%	7%	7%	7%	7%
Net: Favourable	24%	30%	27%	27%	27%	27%	28%	27%	28%	25%	28%	26%	27%
Net: Unfavourable	55%	45%	53%	51%	50%	51%	49%	50%	51%	52%	51%	51%	51%

Britain negotiating an alternative "Norway Plus" deal, with Britain leaving the EU but staying in the single market and customs union

Unweighted base	337	184	353	627	705	470	567	495	428	677	559	643	397
Base: All Businesses	302	162	412	603	687	444	541	471	400	661	540	620	376
Very favourable	11%	13%	11%	11%	11%	13%	13%	12%	13%	12%	12%	11%	12%
Somewhat favourable	29%	38%	38%	33%	34%	32%	31%	32%	33%	36%	32%	34%	29%
Neither favourable nor unfavourable	18%	16%	20%	18%	18%	17%	18%	17%	18%	17%	17%	17%	19%
Somewhat unfavourable	15%	18%	14%	15%	14%	15%	13%	14%	14%	15%	15%	14%	15%
Very unfavourable	21%	11%	14%	18%	17%	19%	19%	19%	19%	15%	18%	18%	20%
Don't know	5%	4%	2%	6%	5%	5%	6%	5%	4%	6%	5%	6%	6%
Net: Favourable	40%	51%	49%	44%	45%	44%	44%	45%	45%	47%	45%	45%	41%
Net: Unfavourable	36%	29%	29%	33%	32%	34%	32%	33%	33%	30%	33%	33%	34%

Britain leaving the European Union without any deal

Internal Business Brexit

B2B Sample: 21st - 29th January 2019

1,020 Adults

	Does your business currently import from or export to anywhere outside the UK? (Please select all that apply)					For the following question, please imagine there was going to be a snap election before Brexit (i.e. before the UK is scheduled to leave the European Union on March 29th 2019)...Thinking about what would be best for your business...Which, if either, of the following people would you prefer to have as Prime Minister?			In the Referendum in 2016 on whether Britain should remain in or leave the European Union, which way did you vote, or did you not vote?			
	Yes, it imports	Yes, it exports	No, it does not	Don't know	Imports and Exports	Theresa May	Jeremy Corbyn	Don't know	I voted to Remain	I voted to Leave	I did not vote	Can't remember
Unweighted base	317	326	562	19	439	564	216	240	552	366	53	11
Base: All Businesses	334	338	542	22	455	566	211	242	556	360	55	11
Very prepared	15%	15%	19%	-	15%	23%	9%	9%	9%	28%	19%	28%
Fairly prepared	45%	45%	42%	40%	45%	51%	27%	40%	40%	50%	36%	40%
Not very prepared	25%	24%	20%	24%	26%	18%	32%	26%	29%	13%	22%	25%
Not at all prepared	11%	10%	12%	16%	10%	4%	24%	15%	16%	3%	15%	-
Don't know	4%	6%	7%	20%	4%	4%	8%	9%	7%	6%	8%	7%
Net: Prepared	60%	60%	61%	40%	60%	74%	36%	49%	48%	78%	55%	68%
Net: Unprepared	36%	34%	32%	40%	35%	22%	56%	41%	45%	16%	37%	25%

Still thinking about what would be best for your business...How favourable or unfavourable do you consider each of the following potential Brexit scenarios to be? (Please select one option in each row)

Britain accepting the draft deal (i.e. the deal that was put to parliament on January 15th 2019) after all and going ahead with Brexit on these terms

Unweighted base	317	326	562	19	439	564	216	240	552	366	53	11
Base: All Businesses	334	338	542	22	455	566	211	242	556	360	55	11
Very favourable	6%	5%	5%	-	5%	7%	1%	1%	4%	6%	5%	-
Somewhat favourable	24%	21%	19%	36%	24%	29%	13%	13%	20%	24%	23%	19%
Neither favourable nor unfavourable	15%	19%	16%	16%	17%	19%	9%	17%	16%	17%	22%	37%
Somewhat unfavourable	22%	20%	21%	16%	21%	20%	23%	22%	23%	18%	19%	19%
Very unfavourable	29%	32%	31%	10%	29%	20%	49%	36%	31%	28%	15%	18%
Don't know	4%	4%	7%	22%	4%	5%	5%	11%	5%	7%	16%	7%
Net: Favourable	30%	26%	24%	36%	28%	36%	14%	14%	24%	30%	28%	19%
Net: Unfavourable	50%	52%	52%	26%	50%	40%	72%	58%	54%	47%	34%	37%

Britain negotiating an alternative "Norway Plus" deal, with Britain leaving the EU but staying in the single market and customs union

Unweighted base	317	326	562	19	439	564	216	240	552	366	53	11
Base: All Businesses	334	338	542	22	455	566	211	242	556	360	55	11
Very favourable	12%	11%	11%	10%	11%	13%	9%	8%	10%	11%	15%	-
Somewhat favourable	40%	39%	29%	30%	39%	32%	39%	32%	42%	22%	33%	47%
Neither favourable nor unfavourable	16%	16%	20%	20%	16%	18%	16%	22%	17%	21%	16%	27%
Somewhat unfavourable	13%	14%	16%	16%	14%	15%	15%	14%	15%	14%	19%	7%
Very unfavourable	16%	17%	18%	10%	16%	18%	15%	16%	10%	28%	6%	-
Don't know	3%	3%	7%	15%	3%	4%	5%	8%	6%	4%	11%	19%
Net: Favourable	52%	50%	40%	39%	50%	45%	49%	40%	52%	33%	47%	47%
Net: Unfavourable	29%	31%	34%	26%	30%	33%	31%	30%	25%	42%	25%	7%

Britain leaving the European Union without any deal

Internal Business Brexit

B2B Sample: 21st - 29th January 2019

1,020 Adults

Total	Organization size			Work industry (select all that apply)							
	Small (less than 50 employees)	Medium (50 to 249 employees)	Large (250+ employees)	Manufacturing	Construction	Retail	Finance and Accounting	IT & telecoms	Media/marketing/advertising/PR & sales	Other	
Unweighted base	1020	552	143	325	134	147	167	128	125	137	138
Base: All Businesses	1020	486	126	407	131	141	168	133	127	130	142
Very favourable	16%	19%	15%	14%	15%	24%	20%	18%	10%	11%	15%
Somewhat favourable	13%	13%	12%	14%	13%	17%	15%	17%	15%	13%	11%
Neither favourable nor unfavourable	10%	10%	12%	9%	8%	13%	8%	10%	12%	9%	10%
Somewhat unfavourable	9%	8%	12%	10%	7%	10%	10%	11%	8%	8%	10%
Very unfavourable	47%	45%	46%	51%	54%	32%	39%	41%	53%	58%	50%
Don't know	4%	6%	2%	3%	2%	4%	7%	3%	2%	2%	4%
Net: Favourable	29%	32%	27%	27%	28%	41%	35%	35%	25%	24%	27%
Net: Unfavourable	57%	53%	58%	61%	62%	42%	49%	53%	61%	66%	59%
Britain holding a new referendum and voting to remain a member of the European Union after all											
Unweighted base	1020	552	143	325	134	147	167	128	125	137	138
Base: All Businesses	1020	486	126	407	131	141	168	133	127	130	142
Very favourable	39%	37%	34%	43%	38%	30%	33%	33%	50%	44%	46%
Somewhat favourable	11%	9%	14%	13%	20%	11%	11%	17%	15%	16%	4%
Neither favourable nor unfavourable	8%	7%	11%	9%	9%	5%	7%	6%	3%	7%	14%
Somewhat unfavourable	5%	4%	7%	6%	4%	5%	6%	7%	6%	5%	2%
Very unfavourable	33%	39%	33%	26%	29%	47%	34%	36%	25%	27%	30%
Don't know	3%	5%	1%	3%	-	2%	8%	2%	1%	2%	4%
Net: Favourable	50%	46%	48%	56%	58%	41%	44%	49%	64%	59%	50%
Net: Unfavourable	38%	43%	40%	32%	33%	52%	41%	42%	31%	32%	32%
How likely or unlikely do you consider each of the following to occur? (Please select one option in each row)											
Britain accepting the draft deal (i.e. the deal that was put to parliament on January 15th 2019) after all and going ahead with Brexit on these terms											
Unweighted base	1020	552	143	325	134	147	167	128	125	137	138
Base: All Businesses	1020	486	126	407	131	141	168	133	127	130	142
Very likely	4%	3%	4%	4%	4%	2%	5%	6%	8%	5%	4%
Fairly likely	27%	26%	31%	26%	26%	30%	27%	22%	26%	26%	28%
Fairly unlikely	27%	27%	24%	28%	30%	29%	21%	28%	19%	20%	25%
Not very likely	35%	34%	39%	35%	36%	30%	36%	41%	41%	42%	36%
Don't know	8%	11%	1%	7%	4%	9%	12%	4%	6%	7%	8%
Net: Likely	30%	29%	36%	30%	30%	32%	28%	34%	34%	32%	31%
Net: Not likely	62%	60%	63%	63%	67%	59%	56%	69%	60%	61%	61%
Britain negotiating an alternative "Norway Plus" deal, with Britain leaving the EU but staying in the single market and customs union											

Internal Business Brexit

B2B Sample: 21st - 29th January 2019

1,020 Adults

	Company annual turnover			Omnibus Decision Maker									
	Less than £1 million (NET)	£1 million - £9.9 million (NET)	£10 million or more (NET)	Marketing activities (e.g. ad,vertising, direct marketing, PR)	Business development/ sales	Company credit/ charge cards	Finance/ accounting	Company mobile phones	Company pension scheme	HR (e.g. personnel, learning and development, recruitment)	IT/ Telecoms	Procurement/ purchasing	Electricity/ gas supply
Britain holding a new referendum and voting to remain a member of the European Union after all													
Unweighted base	337	184	353	627	705	470	567	495	428	677	559	643	397
Base: All Businesses	302	162	412	603	687	444	541	471	400	661	540	620	376
Very favourable	18%	17%	14%	17%	17%	20%	19%	19%	19%	16%	18%	18%	21%
Somewhat favourable	16%	8%	13%	14%	15%	15%	14%	15%	14%	13%	14%	15%	18%
Neither favourable nor unfavourable	12%	11%	8%	10%	10%	11%	10%	11%	11%	8%	10%	11%	11%
Somewhat unfavourable	7%	13%	10%	9%	10%	8%	8%	9%	8%	10%	8%	8%	7%
Very unfavourable	44%	47%	52%	45%	44%	42%	44%	42%	44%	48%	46%	43%	38%
Don't know	4%	3%	2%	5%	5%	4%	5%	5%	4%	5%	4%	4%	5%
Net: Favourable	34%	25%	27%	31%	32%	35%	33%	34%	33%	30%	31%	34%	39%
Net: Unfavourable	51%	60%	63%	54%	54%	51%	52%	51%	52%	58%	54%	51%	45%
Britain holding a new referendum and voting to remain a member of the European Union after all													
Unweighted base	337	184	353	627	705	470	567	495	428	677	559	643	397
Base: All Businesses	302	162	412	603	687	444	541	471	400	661	540	620	376
Very favourable	36%	35%	44%	37%	36%	35%	36%	36%	38%	40%	40%	36%	32%
Somewhat favourable	7%	19%	12%	12%	13%	13%	13%	13%	13%	12%	13%	11%	14%
Neither favourable nor unfavourable	8%	7%	9%	9%	8%	9%	7%	9%	9%	8%	7%	8%	8%
Somewhat unfavourable	4%	5%	6%	4%	5%	4%	4%	3%	4%	5%	4%	4%	4%
Very unfavourable	42%	32%	28%	35%	35%	36%	36%	35%	33%	32%	33%	36%	37%
Don't know	4%	2%	2%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%
Net: Favourable	43%	54%	56%	49%	48%	49%	49%	48%	51%	52%	52%	48%	46%
Net: Unfavourable	46%	36%	33%	38%	40%	39%	40%	38%	37%	36%	36%	40%	41%
How likely or unlikely do you consider each of the following to occur? (Please select one option in each row)													
Britain accepting the draft deal (i.e. the deal that was put to parliament on January 15th 2019) after all and going ahead with Brexit on these terms													
Unweighted base	337	184	353	627	705	470	567	495	428	677	559	643	397
Base: All Businesses	302	162	412	603	687	444	541	471	400	661	540	620	376
Very likely	3%	3%	4%	4%	4%	5%	5%	5%	5%	4%	5%	4%	5%
Fairly likely	28%	27%	27%	28%	27%	27%	27%	29%	28%	26%	26%	26%	28%
Fairly unlikely	27%	30%	26%	26%	27%	25%	24%	24%	24%	28%	26%	27%	26%
Not very likely	32%	34%	38%	33%	33%	33%	33%	32%	33%	35%	35%	32%	31%
Don't know	9%	5%	6%	9%	9%	10%	11%	9%	9%	8%	9%	10%	9%
Net: Likely	32%	30%	31%	32%	31%	32%	32%	34%	33%	29%	30%	31%	33%
Net: Not likely	59%	65%	63%	59%	60%	57%	58%	57%	57%	62%	60%	60%	58%
Britain negotiating an alternative "Norway Plus" deal, with Britain leaving the EU but staying in the single market and customs union													

Internal Business Brexit

B2B Sample: 21st - 29th January 2019

1,020 Adults

	Does your business currently import from or export to anywhere outside the UK? (Please select all that apply)					For the following question, please imagine there was going to be a snap election before Brexit (i.e. before the UK is scheduled to leave the European Union on March 29th 2019)...Thinking about what would be best for your business...Which, if either, of the following people would you prefer to have as Prime Minister?			In the Referendum in 2016 on whether Britain should remain in or leave the European Union, which way did you vote, or did you not vote?			
	Yes, it imports	Yes, it exports	No, it does not	Don't know	Imports and Exports	Theresa May	Jeremy Corbyn	Don't know	I voted to Remain	I voted to Leave	I did not vote	Can't remember
Unweighted base	317	326	562	19	439	564	216	240	552	366	53	11
Base: All Businesses	334	338	542	22	455	566	211	242	556	360	55	11
Very favourable	18%	16%	17%	-	16%	23%	5%	10%	2%	39%	5%	9%
Somewhat favourable	14%	12%	13%	6%	14%	19%	6%	8%	6%	25%	11%	40%
Neither favourable nor unfavourable	6%	7%	11%	16%	8%	11%	5%	10%	7%	14%	8%	14%
Somewhat unfavourable	8%	9%	9%	38%	9%	13%	5%	4%	9%	9%	15%	9%
Very unfavourable	51%	52%	46%	30%	50%	30%	77%	61%	72%	8%	50%	21%
Don't know	3%	3%	5%	11%	3%	3%	3%	8%	4%	4%	11%	7%
Net: Favourable	32%	29%	29%	6%	31%	42%	11%	18%	7%	65%	16%	49%
Net: Unfavourable	59%	61%	55%	68%	58%	44%	82%	65%	82%	17%	65%	30%
Britain holding a new referendum and voting to remain a member of the European Union after all												
Unweighted base	317	326	562	19	439	564	216	240	552	366	53	11
Base: All Businesses	334	338	542	22	455	566	211	242	556	360	55	11
Very favourable	43%	44%	36%	36%	42%	21%	71%	53%	61%	6%	38%	9%
Somewhat favourable	14%	13%	10%	10%	13%	11%	12%	12%	13%	7%	17%	12%
Neither favourable nor unfavourable	7%	8%	9%	10%	7%	10%	4%	7%	7%	8%	12%	19%
Somewhat unfavourable	6%	5%	4%	24%	6%	6%	2%	4%	4%	6%	2%	14%
Very unfavourable	27%	28%	38%	21%	29%	49%	8%	18%	11%	69%	19%	30%
Don't know	3%	2%	4%	-	3%	3%	3%	5%	3%	3%	13%	16%
Net: Favourable	57%	57%	46%	46%	56%	31%	83%	66%	74%	13%	55%	21%
Net: Unfavourable	33%	34%	41%	44%	35%	56%	10%	22%	16%	76%	21%	44%
How likely or unlikely do you consider each of the following to occur? (Please select one option in each row)												
Britain accepting the draft deal (i.e. the deal that was put to parliament on January 15th 2019) after all and going ahead with Brexit on these terms												
Unweighted base	317	326	562	19	439	564	216	240	552	366	53	11
Base: All Businesses	334	338	542	22	455	566	211	242	556	360	55	11
Very likely	5%	3%	3%	24%	4%	5%	3%	0%	3%	4%	7%	-
Fairly likely	27%	29%	26%	10%	29%	31%	20%	23%	25%	30%	23%	12%
Fairly unlikely	24%	22%	29%	38%	23%	28%	24%	26%	26%	28%	28%	57%
Not very likely	36%	38%	34%	12%	37%	30%	44%	38%	37%	32%	27%	18%
Don't know	7%	8%	9%	16%	7%	6%	9%	12%	9%	7%	15%	14%
Net: Likely	32%	31%	28%	34%	32%	36%	23%	23%	28%	34%	30%	12%
Net: Not likely	61%	60%	63%	50%	61%	58%	68%	65%	63%	59%	54%	74%
Britain negotiating an alternative "Norway Plus" deal, with Britain leaving the EU but staying in the single market and customs union												

Internal Business Brexit

B2B Sample: 21st - 29th January 2019

1,020 Adults

	Total	Organization size			Work industry (select all that apply)						
		Small (less than 50 employees)	Medium (50 to 249 employees)	Large (250+ employees)	Manufacturing	Construction	Retail	Finance and Accounting	IT & telecoms	Media/marketing/advertising/PR & sales	Other
Unweighted base	1020	552	143	325	134	147	167	128	125	137	138
Base: All Businesses	1020	486	126	407	131	141	168	133	127	130	142
Very likely	3%	1%	4%	5%	8%	2%	3%	4%	5%	4%	3%
Fairly likely	28%	27%	31%	28%	26%	32%	22%	31%	24%	22%	35%
Fairly unlikely	36%	38%	38%	33%	41%	31%	35%	33%	40%	38%	32%
Not very likely	24%	23%	23%	25%	19%	28%	24%	27%	22%	28%	22%
Don't know	10%	12%	4%	8%	7%	7%	16%	4%	8%	8%	7%
Net: Likely	30%	27%	35%	33%	34%	25%	36%	29%	26%	38%	38%
Net: Not likely	60%	61%	61%	58%	59%	59%	59%	60%	62%	66%	54%
Britain leaving the European Union without any deal											
Unweighted base	1020	552	143	325	134	147	167	128	125	137	138
Base: All Businesses	1020	486	126	407	131	141	168	133	127	130	142
Very likely	14%	13%	13%	15%	9%	22%	17%	18%	14%	14%	12%
Fairly likely	36%	36%	38%	34%	38%	27%	31%	38%	27%	33%	39%
Fairly unlikely	27%	25%	29%	29%	27%	28%	23%	29%	38%	26%	27%
Not very likely	16%	16%	17%	15%	21%	16%	17%	13%	15%	19%	14%
Don't know	8%	10%	3%	7%	4%	8%	12%	3%	7%	8%	8%
Net: Likely	49%	49%	51%	49%	48%	49%	48%	56%	40%	47%	51%
Net: Not likely	43%	41%	47%	44%	49%	43%	40%	42%	53%	45%	41%
Britain holding a new referendum and voting to remain a member of the European Union after all											
Unweighted base	1020	552	143	325	134	147	167	128	125	137	138
Base: All Businesses	1020	486	126	407	131	141	168	133	127	130	142
Very likely	7%	7%	6%	9%	12%	10%	8%	9%	10%	8%	9%
Fairly likely	24%	23%	21%	26%	29%	19%	26%	19%	26%	29%	22%
Fairly unlikely	30%	32%	29%	29%	29%	29%	28%	33%	33%	29%	30%
Not very likely	31%	30%	40%	30%	26%	34%	27%	36%	25%	30%	30%
Don't know	8%	9%	3%	7%	4%	7%	12%	3%	6%	4%	10%
Net: Likely	31%	30%	28%	35%	41%	29%	33%	28%	36%	37%	30%
Net: Not likely	61%	61%	69%	58%	55%	64%	55%	69%	58%	59%	60%

Internal Business Brexit

B2B Sample: 21st - 29th January 2019

1,020 Adults

	Company annual turnover			Omnibus Decision Maker									
	Less than £1 million (NET)	£1 million - £9.9 million (NET)	£10 million or more (NET)	Marketing activities (e.g. ad,vertising, direct marketing, PR)	Business development/ sales	Company credit/ charge cards	Finance/ accounting	Company mobile phones	Company pension scheme	HR (e.g. personnel, learning and development, recruitment)	IT/ Telecoms	Procurement/ purchasing	Electricity/ gas supply
Unweighted base	337	184	353	627	705	470	567	495	428	677	559	643	397
Base: All Businesses	302	162	412	603	687	444	541	471	400	661	540	620	376
Very likely	1%	1%	6%	3%	3%	3%	3%	3%	3%	3%	4%	4%	4%
Fairly likely	30%	33%	28%	27%	30%	31%	29%	30%	31%	30%	28%	28%	30%
Fairly unlikely	40%	41%	34%	36%	35%	34%	35%	36%	36%	36%	36%	34%	34%
Not very likely	21%	19%	26%	24%	23%	22%	21%	23%	21%	22%	23%	23%	22%
Don't know	9%	6%	7%	10%	10%	10%	11%	9%	9%	9%	9%	11%	9%
Net: Likely	31%	34%	34%	30%	32%	34%	33%	32%	34%	33%	32%	32%	34%
Net: Not likely	60%	60%	59%	61%	58%	56%	56%	58%	57%	58%	59%	57%	57%
Britain leaving the European Union without any deal													
Unweighted base	337	184	353	627	705	470	567	495	428	677	559	643	397
Base: All Businesses	302	162	412	603	687	444	541	471	400	661	540	620	376
Very likely	12%	13%	14%	15%	14%	13%	13%	16%	14%	13%	14%	13%	14%
Fairly likely	38%	38%	34%	35%	35%	36%	36%	32%	36%	34%	35%	37%	35%
Fairly unlikely	28%	27%	30%	25%	27%	25%	25%	27%	26%	29%	25%	25%	25%
Not very likely	14%	18%	16%	16%	16%	17%	16%	17%	17%	16%	17%	16%	17%
Don't know	8%	5%	5%	9%	9%	9%	10%	8%	8%	8%	9%	9%	9%
Net: Likely	49%	51%	48%	50%	48%	49%	50%	48%	50%	47%	49%	50%	50%
Net: Not likely	42%	44%	46%	41%	43%	42%	41%	44%	42%	45%	42%	41%	42%
Britain holding a new referendum and voting to remain a member of the European Union after all													
Unweighted base	337	184	353	627	705	470	567	495	428	677	559	643	397
Base: All Businesses	302	162	412	603	687	444	541	471	400	661	540	620	376
Very likely	7%	4%	9%	8%	8%	9%	10%	10%	9%	8%	9%	8%	9%
Fairly likely	23%	30%	26%	24%	23%	25%	22%	24%	26%	26%	26%	23%	26%
Fairly unlikely	32%	33%	29%	28%	29%	27%	29%	27%	28%	29%	29%	30%	28%
Not very likely	30%	30%	30%	32%	31%	31%	30%	31%	29%	29%	29%	31%	30%
Don't know	8%	3%	6%	8%	8%	8%	10%	8%	8%	8%	8%	8%	7%
Net: Likely	30%	34%	35%	32%	32%	34%	32%	34%	36%	34%	34%	31%	35%
Net: Not likely	62%	63%	59%	60%	60%	58%	59%	58%	57%	58%	58%	61%	58%

Internal Business Brexit

B2B Sample: 21st - 29th January 2019

1,020 Adults

	Does your business currently import from or export to anywhere outside the UK? (Please select all that apply)					For the following question, please imagine there was going to be a snap election before Brexit (i.e. before the UK is scheduled to leave the European Union on March 29th 2019)...Thinking about what would be best for your business...Which, if either, of the following people would you prefer to have as Prime Minister?			In the Referendum in 2016 on whether Britain should remain in or leave the European Union, which way did you vote, or did you not vote?			
	Yes, it imports	Yes, it exports	No, it does not	Don't know	Imports and Exports	Theresa May	Jeremy Corbyn	Don't know	I voted to Remain	I voted to Leave	I did not vote	Can't remember
Unweighted base	317	326	562	19	439	564	216	240	552	366	53	11
Base: All Businesses	334	338	542	22	455	566	211	242	556	360	55	11
Very likely	7%	5%	0%	-	6%	3%	4%	1%	3%	3%	2%	-
Fairly likely	26%	26%	29%	32%	26%	31%	28%	21%	28%	28%	29%	38%
Fairly unlikely	35%	35%	36%	41%	35%	35%	38%	36%	40%	31%	38%	40%
Not very likely	24%	26%	24%	12%	25%	24%	21%	27%	20%	29%	17%	9%
Don't know	9%	9%	11%	16%	8%	7%	9%	15%	10%	9%	13%	14%
Net: Likely	33%	30%	29%	32%	32%	34%	32%	21%	31%	31%	31%	38%
Net: Not likely	59%	61%	60%	52%	60%	59%	59%	64%	60%	60%	55%	49%
Britain leaving the European Union without any deal												
Unweighted base	317	326	562	19	439	564	216	240	552	366	53	11
Base: All Businesses	334	338	542	22	455	566	211	242	556	360	55	11
Very likely	14%	14%	14%	9%	14%	14%	14%	14%	11%	19%	16%	9%
Fairly likely	37%	35%	36%	26%	35%	37%	29%	37%	33%	40%	28%	24%
Fairly unlikely	26%	27%	26%	32%	28%	29%	25%	23%	28%	25%	28%	28%
Not very likely	15%	15%	16%	12%	16%	14%	22%	14%	19%	11%	14%	18%
Don't know	7%	8%	8%	22%	7%	6%	9%	12%	8%	6%	15%	21%
Net: Likely	51%	49%	50%	34%	49%	51%	44%	50%	44%	58%	43%	32%
Net: Not likely	42%	43%	42%	44%	44%	44%	47%	37%	47%	36%	42%	46%
Britain holding a new referendum and voting to remain a member of the European Union after all												
Unweighted base	317	326	562	19	439	564	216	240	552	366	53	11
Base: All Businesses	334	338	542	22	455	566	211	242	556	360	55	11
Very likely	9%	10%	6%	12%	9%	4%	15%	9%	10%	3%	13%	12%
Fairly likely	29%	24%	22%	14%	27%	19%	34%	27%	26%	19%	36%	30%
Fairly unlikely	30%	32%	29%	30%	31%	32%	26%	28%	35%	24%	26%	19%
Not very likely	25%	26%	35%	28%	26%	39%	17%	24%	22%	46%	17%	16%
Don't know	7%	8%	8%	16%	6%	6%	8%	11%	7%	8%	8%	23%
Net: Likely	38%	35%	28%	26%	36%	23%	49%	37%	36%	22%	49%	42%
Net: Not likely	55%	58%	64%	58%	57%	71%	43%	52%	57%	70%	43%	35%

Internal Business Brexit

B2B Sample: 21st - 29th January 2019

1,020 Adults

Total	Organization size			Work industry (select all that apply)							
	Small (less than 50 employees)	Medium (50 to 249 employees)	Large (250+ employees)	Manufacturing	Construction	Retail	Finance and Accounting	IT & telecoms	Media/marketing/advertising/PR & sales	Other	

You previously mentioned that you find it likely that Britain will accept the draft deal (i.e. the deal that was put to parliament on January 15th 2019) after all and go ahead with Brexit on these terms...Does your business feel prepared for such an outcome? (Please select the option that best applies)

Unweighted base	307	156	51	100	39	46	51	36	42	42	44
Base: All Businesses who find this scenario is likely	308	139	45	124	39	45	53	37	43	41	45
Yes, it does	63%	63%	63%	64%	62%	71%	55%	81%	74%	65%	55%
No, it doesn't	20%	20%	25%	17%	22%	17%	18%	15%	13%	13%	31%
Don't know	17%	17%	12%	19%	15%	12%	26%	4%	13%	22%	15%

You previously mentioned that you find it likely that Britain will negotiate an alternative Norway Plus deal, with Britain leaving the EU but staying in the single market and customs union...Does your business feel prepared for such an outcome? (Please select the option that best applies)

Unweighted base	309	151	50	108	47	48	41	45	35	36	50
Base: All Businesses who find this scenario is likely	311	132	44	135	45	48	42	47	37	33	54
Yes, it does	61%	64%	68%	55%	79%	59%	71%	72%	67%	60%	52%
No, it doesn't	18%	17%	14%	22%	14%	21%	4%	12%	10%	17%	16%
Don't know	21%	20%	18%	23%	8%	20%	25%	16%	23%	23%	32%

You previously mentioned that you find it likely that Britain will leave the European Union without any deal...Does your business feel prepared for such an outcome? (Please select the option that best applies)

Unweighted base	503	271	73	159	64	71	79	71	51	64	69
Base: All Businesses who find this scenario is likely	503	238	64	201	62	69	81	74	51	61	72
Yes, it does	52%	53%	57%	49%	60%	55%	45%	65%	55%	53%	40%
No, it doesn't	37%	36%	35%	40%	33%	27%	39%	26%	36%	37%	48%
Don't know	11%	11%	8%	11%	7%	17%	15%	9%	9%	10%	12%

Internal Business Brexit

B2B Sample: 21st - 29th January 2019

1,020 Adults

Company annual turnover			Omnibus Decision Maker									
Less than £1 million (NET)	£1 million - £9.9 million (NET)	£10 million or more (NET)	Marketing activities (e.g. advertising, direct marketing, PR)	Business development/sales	Company credit/charge cards	Finance/accounting	Company mobile phones	Company pension scheme	HR (e.g. personnel, learning and development, recruitment)	IT/ Telecoms	Procurement/purchasing	Electricity/gas supply

You previously mentioned that you find it likely that Britain will accept the draft deal (i.e. the deal that was put to parliament on January 15th 2019) after all and go ahead with Brexit on these terms...Does your business feel prepared for such an outcome? (Please select the option that best applies)

Unweighted base	106	56	110	196	214	148	177	164	139	195	165	195	126
Base: All Businesses who find this scenario is likely	96	49	128	192	210	144	171	160	134	193	164	190	123
Yes, it does	65%	57%	66%	61%	64%	65%	66%	62%	67%	64%	65%	64%	64%
No, it doesn't	20%	31%	16%	22%	19%	23%	22%	24%	22%	21%	22%	22%	23%
Don't know	15%	12%	18%	17%	17%	12%	13%	14%	11%	15%	13%	14%	12%

You previously mentioned that you find it likely that Britain will negotiate an alternative Norway Plus deal, with Britain leaving the EU but staying in the single market and customs union...Does your business feel prepared for such an outcome? (Please select the option that best applies)

Unweighted base	104	62	119	185	225	157	184	157	144	218	176	202	133
Base: All Businesses who find this scenario is likely	92	55	140	180	222	150	177	152	138	217	172	196	128
Yes, it does	58%	67%	60%	62%	62%	64%	62%	64%	67%	60%	62%	63%	64%
No, it doesn't	16%	22%	20%	17%	17%	16%	18%	17%	16%	19%	19%	17%	17%
Don't know	26%	11%	19%	21%	21%	20%	20%	19%	17%	20%	19%	20%	19%

You previously mentioned that you find it likely that Britain will leave the European Union without any deal...Does your business feel prepared for such an outcome? (Please select the option that best applies)

Unweighted base	167	93	169	314	342	232	282	235	214	323	273	321	198
Base: All Businesses who find this scenario is likely	149	82	200	302	332	218	268	224	199	312	265	311	187
Yes, it does	57%	48%	53%	52%	53%	54%	55%	55%	54%	51%	53%	52%	57%
No, it doesn't	34%	45%	40%	37%	35%	33%	35%	34%	34%	36%	38%	36%	31%
Don't know	9%	7%	8%	11%	12%	12%	10%	11%	12%	13%	9%	12%	12%

Internal Business Brexit

B2B Sample: 21st - 29th January 2019

1,020 Adults

Does your business currently import from or export to anywhere outside the UK? (Please select all that apply)					For the following question, please imagine there was going to be a snap election before Brexit (i.e. before the UK is scheduled to leave the European Union on March 29th 2019)...Thinking about what would be best for your business...Which, if either, of the following people would you prefer to have as Prime Minister?			In the Referendum in 2016 on whether Britain should remain in or leave the European Union, which way did you vote, or did you not vote?			
Yes, it imports	Yes, it exports	No, it does not	Don't know	Imports and Exports	Theresa May	Jeremy Corbyn	Don't know	I voted to Remain	I voted to Leave	I did not vote	Can't remember

You previously mentioned that you find it likely that Britain will accept the draft deal (i.e. the deal that was put to parliament on January 15th 2019) after all and go ahead with Brexit on these terms...Does your business feel prepared for such an outcome? (Please select the option that best applies)

	Unweighted base	101	101	161	6	140	199	53	55	154	124	16	1
Base: All Businesses who find this scenario is likely		107	106	154	8	147	202	50	57	156	122	17	1
Yes, it does	71%	68%	60%	18%	69%	74%	47%	40%	54%	76%	51%	100%	
No, it doesn't	17%	18%	22%	18%	18%	11%	29%	41%	26%	12%	13%	-	
Don't know	13%	13%	18%	65%	14%	15%	23%	19%	20%	12%	36%	-	

You previously mentioned that you find it likely that Britain will negotiate an alternative Norway Plus deal, with Britain leaving the EU but staying in the single market and customs union...Does your business feel prepared for such an outcome? (Please select the option that best applies)

	Unweighted base	103	99	162	6	141	187	70	52	169	112	16	4
Base: All Businesses who find this scenario is likely		109	102	158	7	146	192	67	52	170	111	17	4
Yes, it does	65%	64%	60%	12%	64%	64%	56%	55%	58%	69%	37%	76%	
No, it doesn't	22%	14%	18%	32%	18%	15%	22%	26%	20%	13%	25%	-	
Don't know	14%	22%	22%	57%	18%	21%	22%	19%	22%	18%	37%	24%	

You previously mentioned that you find it likely that Britain will leave the European Union without any deal...Does your business feel prepared for such an outcome? (Please select the option that best applies)

	Unweighted base	163	160	280	7	216	290	95	118	244	214	22	3
Base: All Businesses who find this scenario is likely		171	166	271	8	225	289	93	122	246	210	24	4
Yes, it does	52%	54%	51%	24%	54%	64%	25%	44%	30%	76%	49%	100%	
No, it doesn't	41%	39%	36%	-	40%	25%	65%	45%	60%	12%	31%	-	
Don't know	6%	7%	13%	76%	6%	11%	10%	11%	11%	11%	20%	-	

Internal Business Brexit

B2B Sample: 21st - 29th January 2019

1,020 Adults

Total	Organization size			Work industry (select all that apply)						
	Small (less than 50 employees)	Medium (50 to 249 employees)	Large (250+ employees)	Manufacturing	Construction	Retail	Finance and Accounting	IT & telecoms	Media/marketing/advertising/PR & sales	Other

You previously mentioned that you find it likely that Britain will hold a new referendum and will vote to remain a member of the European Union after all...Does your business feel prepared for such an outcome? (Please select the option that best applies)

	Unweighted base	Small (less than 50 employees)	Medium (50 to 249 employees)	Large (250+ employees)	Manufacturing	Construction	Retail	Finance and Accounting	IT & telecoms	Media/marketing/advertising/PR & sales	Other
Unweighted base	318	165	40	113	54	41	56	37	45	49	42
Base: All Businesses who find this scenario is likely	321	145	35	141	54	41	56	37	45	48	43
Yes, it does	75%	79%	67%	74%	79%	66%	77%	78%	76%	74%	73%
No, it doesn't	13%	12%	20%	13%	11%	14%	11%	13%	15%	13%	17%
Don't know	12%	9%	13%	14%	9%	20%	12%	9%	10%	14%	9%

Internal Business Brexit

B2B Sample: 21st - 29th January 2019

1,020 Adults

Company annual turnover			Omnibus Decision Maker									
Less than £1 million (NET)	£1 million - £9.9 million (NET)	£10 million or more (NET)	Marketing activities (e.g. ad,vertising, direct marketing, PR)	Business development/ sales	Company credit/ charge cards	Finance/ accounting	Company mobile phones	Company pension scheme	HR (e.g. personnel, learning and development, recruitment)	IT/ Telecoms	Procurement/ purchasing	Electricity/ gas supply

You previously mentioned that you find it likely that Britain will hold a new referendum and will vote to remain a member of the European Union after all...Does your business feel prepared for such an outcome? (Please select the option that best applies)

	102	63	120	198	220	158	179	166	149	230	188	193	136
Unweighted base													
Base: All Businesses who find this scenario is likely	91	55	143	192	217	151	173	161	142	227	186	190	133
Yes, it does	78%	71%	75%	78%	76%	76%	77%	76%	79%	80%	78%	77%	76%
No, it doesn't	16%	21%	9%	14%	14%	16%	14%	16%	13%	12%	14%	14%	15%
Don't know	7%	8%	16%	8%	10%	7%	8%	9%	8%	8%	9%	9%	10%

Internal Business Brexit

B2B Sample: 21st - 29th January 2019

1,020 Adults

Does your business currently import from or export to anywhere outside the UK? (Please select all that apply)					For the following question, please imagine there was going to be a snap election before Brexit (i.e. before the UK is scheduled to leave the European Union on March 29th 2019)...Thinking about what would be best for your business...Which, if either, of the following people would you prefer to have as Prime Minister?			In the Referendum in 2016 on whether Britain should remain in or leave the European Union, which way did you vote, or did you not vote?			
Yes, it imports	Yes, it exports	No, it does not	Don't know	Imports and Exports	Theresa May	Jeremy Corbyn	Don't know	I voted to Remain	I voted to Leave	I did not vote	Can't remember

You previously mentioned that you find it likely that Britain will hold a new referendum and will vote to remain a member of the European Union after all...Does your business feel prepared for such an outcome? (Please select the option that best applies)

	119	114	155	5	158	125	105	88	199	81	25	4
Unweighted base	119	114	155	5	158	125	105	88	199	81	25	4
Base: All Businesses who find this scenario is likely	125	117	151	6	165	128	104	89	201	79	27	5
Yes, it does	76%	85%	72%	39%	79%	69%	82%	76%	79%	67%	74%	72%
No, it doesn't	12%	5%	16%	23%	11%	16%	8%	16%	11%	19%	11%	28%
Don't know	12%	10%	12%	39%	10%	16%	9%	9%	10%	15%	14%	-