

Polling Methodological note –October 2019

The Kantar Research Express Online Omnibus interviewed a representative sample of 1,184 adults in Great Britain between the 10th and 15th October 2019. All interviews were conducted as online self-completion. The Kantar Research Express uses the Kantar online access panel as its sample source.

The data was weighted to match population totals for age, gender, working status, 2017 General Election voting patterns, 2016 EU referendum voting patterns, education, region, and likelihood to vote in the next General Election. Further details on the weighting are given on page four.

Voting intentions

The voting intention figures provided aim to show the current political opinion of the nation rather than to accurately predict the outcome of the next General Election.

It should be noted that “Brexit Party”, “Green Party”, “The Independent Group for Change” and “UKIP” were included on a second screen. The first screen included the following other code – “Other party or individual (such as the Brexit Party or the Green Party)”.

Past vote weighting

When weighting the data, Kantar seeks to ensure that the sample is politically representative. One element of this is to use information provided by respondents about whether they voted in the 2017 general election and – if so – which party they voted for. Where this information is missing, we impute it based on other information respondents have provided. In the past, we weighted our poll sample to match the election results exactly (including the correct number of non-voters in the general population).

We have re-analysed all the polls we have conducted since the last general election to identify how reports of voting behaviour have changed since June 2017. This study found a decline in the probability that a 2017 Labour voter will now report having voted Labour in that election. If the outcomes from this study are ignored when we weight our data, 2017 Labour voters will be over-represented in the sample. Consequently, we now incorporate the results from this study when constructing the target political profile we weight our sample to. We will update this profile regularly as more data is collected.

The political profile used for this poll is:

No Vote	40%
Conservatives	28%
Labour	20%
Liberal Democrats	6%
SNP	2%
Plaid Cymru	<0.5%
Other	4%

Uncertainty

All polls are subject to a wide range of potential sources of error. On the basis of the historical record of the polls at recent general elections, there is a 9 in 10 chance that the true value of a party's support lies within 4 points of the estimates provided by this poll, and a 2 in 3 chance that they lie within 2 points.

Sampling variance

We have estimated the sampling variation in our voting intention estimates using the methodology proposed by Kuha and Sturgis (2017¹). Bootstrap resampling was used to draw fifty sets of respondents from the achieved sample (in a way which matched the quota sampling design), each of these new samples was weighted and we then used the distribution of estimates (from the resamples) to calculate margins of error (the range containing all but the two most extreme resample results).

- Conservative Party = 36.9% - 42.4%
- Labour Party = 22.2% - 27.0%
- Conservative lead over Labour = 11.0%pts to 20.0%pts

¹ See: https://www.europeansurveyresearch.org/news/non-prob/INPS_06_Kuha.pdf and <https://rss.onlinelibrary.wiley.com/doi/full/10.1111/rssa.12329>

Brexit Confidence Index

Respondents were asked about the impact (positive, negative, no effect) they expect Brexit to have on the following areas:

- the price of things they buy
- the standard of care in the NHS
- the standard of schools where you live
- the mix of people in their local area
- your job and career opportunities

The "Brexit Confidence Index" is a summary of the public mood across these different areas.

The index is calculated by subtracting the proportion who think there will be at least some negative effects due to Brexit and no positive effects from the proportion that think that there will be at least some positive effects due to Brexit and no negative effects.

	Oct-19	Sep-19	Aug-19	May-19	Apr-19
<i>Unweighted base</i>	1003	932	930	944	920
Positive effects, no negative effects	21%	23%	22%	23%	25%
Mixed effects	19%	15%	18%	18%	21%
Negative effects, no positive effects	46%	44%	46%	43%	41%
No effects	14%	19%	15%	17%	13%
Sentiment Index = "Negative effects, no positive effects" - "Positive effects, no negative effects"	-25%	-21%	-24%	-20%	-16%

Weighting

Weights have been applied to the sample to ensure that it is representative of the general public in Great Britain aged 18+. The sources for the population totals are provided in each table.

Gender* and working status

Source: Annual Population Survey (Apr 2017-Mar 2018)

	Unweighted count	Weighted count
Male working	387	388
Male not working	199	190
Female working	317	343
Female not working	281	263

*Those reporting an “other” gender are randomly allocated to male or female.

Gender* and age

Source: ONS Mid Year-2017 Population Estimates:

	Unweighted count	Weighted count
Male 18-24	83	67
Male 25-34	104	102
Male 35-44	99	94
Male 45-54	108	103
Male 55-69	123	125
Male 70+	69	86
Female 18-24	75	64
Female 25-34	102	101
Female 35-44	95	95
Female 45-54	110	107
Female 55-69	153	131
Female 70+	63	108

*Those reporting an “other” gender are randomly allocated to male or female.

Region

Source: ONS Mid Year-2017 Population Estimates:

	Unweighted count	Weighted count
North East England	68	50
North West England	137	134
Yorkshire & Humber	124	100
East Midlands	103	88
West Midlands	98	107
East of England	96	113
London	148	160
South East England	148	167
South West England	102	104
Wales	69	58
Scotland	91	103

Education by age

Source: Annual Population Survey April 2017 - March 2018

	Unweighted count	Weighted count
Aged 18-24 with a degree	46	23
Aged 25-44 with a degree	184	159
Aged 45-69 with a degree	136	118
Other	818	883

Vote in the 2016 EU referendum*

Source: EU referendum & ONS Mid Year-2017 Population Estimates

	Unweighted percentage	Weighted percentage
Remain	41%	31%
Leave	43%	34%
Did not vote	15%	35%

*An imputed response is given for those that prefer not to say who they voted for in the referendum.

Vote in the 2017 General Election*

Source: General Election & ONS Mid Year-2017 Population Estimates (adjusted for incorrect recall)

	Unweighted percentage	Weighted percentage
England - Labour	30%	17%
England - Conservative	26%	25%
England - Lib Dem	7%	5%
England - Other	7%	4%
England - No vote	16%	34%
Scotland - Labour	1%	1%
Scotland - Conservative	1%	1%
Scotland - SNP	3%	2%
Scotland - Other	1%	1%
Scotland - No vote	1%	3%
Wales - Labour	2%	2%
Wales - Conservative	2%	1%
Wales - PC	1%	<0.5%
Wales - Other	1%	<0.5%
Wales - No vote	1%	2%

*An imputed response is given for those that prefer not to say who they voted for in the 2017 General Election.

Likelihood to Vote in General Election

We have estimated the likelihood that each respondent will vote in the next General Election. This value is based on respondents' stated intention to vote, their age and whether they voted in the last general election. The expected population turnout has been included as a population total in the weighting matrix. This turnout has been estimated based on the relationship between sample and population turnout rates in the 2017 general election.

	Unweighted percentage	Weighted percentage
Estimated Voting Age Population turnout if General Election were to be held tomorrow	83%	62%

The model was developed using data from respondents that participated in Kantar Public polls immediately prior to the 2017 general election and immediately after the election.

Further details

Please contact Luke Taylor luke.taylor@kantar.com for further details on the methodology used in this polling.

Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

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Gelikely.If the UK General Election were to be held tomorrow, do you think you would...

Base: All adults GB 18+

		GENDER		AGE						GE Vote 2017				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservativ es	Labour	Lib Dems	Other	No vote
	A	B	C	D	E	F	G	H		I	J	K	L	M
Unweighted Base	1184	585	597	158	206	194	218	181	227	342	389	92	135	186
Weighted Base	1184	575	599	131	204	189	210	174	276	320	230	74	74	435
Definitely vote (4)	477	280	198	11	51	45	82	109	179	238	140	36	40	16
	40%	49%	33%	8%	25%	24%	39%	63%	65%	75%	61%	49%	54%	4%
		B		*	C*	C*	C*	CDEF*	CDEF	JKLM	M	M*	M*	
Probably vote (3)	240	113	127	48	50	38	41	26	37	59	61	21	15	75
	20%	20%	21%	37%	25%	20%	19%	15%	13%	18%	26%	29%	20%	17%
				EFGH*	*	*	*	*				*	*	
Probably not vote (2)	217	80	137	50	52	45	47	12	10	6	28	17	4	149
	18%	14%	23%	39%	26%	24%	23%	7%	4%	2%	12%	23%	6%	34%
			A	FGH*	GH*	GH*	GH*	*			I	I*	*	IJL
Definitely not vote (1)	207	84	116	16	42	47	34	23	45	10	-	-	15	176
	18%	15%	19%	12%	21%	25%	16%	13%	16%	3%	-	-	20%	41%
				*	*	*	*	*		J		*	IJK*	IJKL
Or would you prefer not to say?	43	18	22	6	8	14	6	3	5	6	1	-	-	18
	4%	3%	4%	5%	4%	8%	3%	1%	2%	2%	1%	-	-	4%
				*	*	*	*	*				*	*	
NET : Definitely / Probably vote	717	393	324	58	101	83	123	136	216	297	201	57	55	91
	61%	68%	54%	45%	50%	44%	59%	78%	78%	93%	87%	77%	74%	21%
		B		*	*	*	*	CDEF*	CDEF	KLM	M	M*	M*	
NET : Probably not / Definitely not vote	424	164	253	66	94	93	81	35	55	17	28	17	19	326
	36%	29%	42%	51%	46%	49%	39%	20%	20%	5%	12%	23%	26%	75%
			A	GH*	GH*	GH*	GH*	*			I	I*	I*	IJKL
Mean score	2.86	3.06	2.7	2.43	2.56	2.46	2.84	3.3	3.29	3.67	3.49	3.26	3.08	1.83
		B		*	*	*	C*	CDEF*	CDEF	JKLM	KLM	M*	M*	
Standard Deviation	1.148	1.117	1.14	0.822	1.096	1.146	1.131	1.084	1.131	0.678	0.705	0.809	1.185	0.856
Error Variance	0.001	0.002	0.002	0.005	0.006	0.007	0.006	0.007	0.005	0.001	0.002	0.009	0.019	0.002

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

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FIELDWORK : 10/10/2019 - 15/10/2019 (W Week 41)

Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

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Tb T2

Gelikely.If the UK General Election were to be held tomorrow, do you think you would...

Base: All adults GB 18+

		EU Ref 2016		
	Total	Leave	Remain	Did not vote
		N	O	P
Unweighted Base	1184	513	495	152
Weighted Base	1184	390	374	372
Definitely vote (4)	477 40%	213 55% P	225 60% P	37 10% *
Probably vote (3)	240 20%	82 21%	93 25% P	55 15% *
Probably not vote (2)	217 18%	44 11%	44 12%	123 33% NO*
Definitely not vote (1)	207 18%	43 11% O	6 2%	141 38% NO*
Or would you prefer not to say?	43 4%	8 2%	6 2%	16 4% *
NET : Definitely / Probably vote	717 61%	295 76% P	318 85% NP	91 25% *
NET : Probably not / Definitely not vote	424 36%	87 22% O	50 13%	264 71% NO*
Mean score	2.86	3.22 P	3.46 NP	1.96 *
Standard Deviation	1.148	1.037	0.765	0.981
Error Variance	0.001	0.003	0.002	0.003

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

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finalvotingintention.Voting intention for next General Election

Base: All adults in GB 18+ excluding those who plan not to vote & those who refuse to say who they will vote for - weighted by likelihood of turning out in the General Election

		GENDER		AGE						GE Vote 2017				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservativ es	Labour	Lib Dems	Other	No vote
	A	B	C	D	E	F	G	H	I	J	K	L	M	
Unweighted Base	1044	543	501	137	184	159	192	166	206	327	373	87	125	122
Weighted Base	639	356	283	40	90	73	112	123	202	273	189	55	50	66
Conservative	251	140	111	9	20	26	37	55	104	205	11	9	8	17
	39%	39%	39%	22% *	23%	36% D*	33%	45% CD	51% CDEF	75% JKLM	6% J*	15% J*	17% J*	26% J*
Labour	158	88	70	20	37	18	30	21	31	9	121	5	3	18
	25%	25%	25%	51% EFGH*	42% EFGH	25% *	27% H	17%	15%	3%	64% IKLM	9% *	5% *	28% IKL*
Liberal Democrats	117	68	50	5	19	16	16	27	34	26	38	36	2	13
	18%	19%	18%	12% *	21%	23% *	14%	22%	17%	10%	20% IL	65% IJLM*	5% *	20% IL*
Brexit Party	51	24	27	2	3	3	13	13	18	21	9	3	10	7
	8%	7%	10%	6% *	3%	4% *	11% D	10%	9%	8%	5%	6% *	20% IJK*	10% *
SNP	22	15	7	-	2	1	8	3	8	3	-	2	13	3
	3%	4%	3%	1% *	2%	1% *	7%	2%	4%	1%	* *	4% *	27% IJKM*	4% J*
Green	22	10	12	2	5	2	4	3	5	2	5	-	9	5
	3%	3%	4%	6% *	5%	3% *	3%	2%	3%	1%	3%	- *	18% IJK*	8% I*
UKIP	7	4	3	-	1	2	3	-	1	3	1	-	2	-
	1%	1%	1%	- *	2%	2% *	3%	-	*	1%	* *	- *	5% J*	- *
Plaid Cymru	6	4	2	1	1	3	1	-	-	-	3	1	-	1
	1%	1%	1%	2% *	1%	4% H*	1%	-	*	*	2%	2% *	1% *	1% *
The Independent Group for Change	2	1	1	-	1	-	1	-	-	-	1	-	-	1
	*	*	*	* *	1%	- *	1%	-	-	-	* *	- *	* *	1% *
Other	5	3	2	-	-	1	1	1	1	2	-	-	1	1
	1%	1%	1%	- *	-	2% *	1%	1%	*	1%	* *	- *	3% *	1% *

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

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Tb T80

finalvotingintention.Voting intention for next General Election

Base: All adults in GB 18+ excluding those who plan not to vote & those who refuse to say who they will vote for - weighted by likelihood of turning out in the General Election

		EU Ref 2016		
	Total	Leave	Remain	Did not vote
		N	O	P
Unweighted Base	1044	469	467	100
Weighted Base	639	268	286	80
Conservative	251 39%	158 59% OP	70 25%	21 27% *
Labour	158 25%	32 12%	102 36% N	23 29% N*
Liberal Democrats	117 18%	14 5%	82 29% N	20 25% N*
Brexit Party	51 8%	45 17% OP	3 1%	3 4% *
SNP	22 3%	2 1%	13 4% N	7 9% N*
Green	22 3%	6 2%	11 4%	5 6% *
UKIP	7 1%	5 2%	2 1%	- - *
Plaid Cymru	6 1%	4 2%	- *	- * *
The Independent Group for Change	2 *	- *	1 *	1 1% *
Other	5 1%	1 *	3 1%	- - *

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

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finalvotingintention.Voting intention for next General Election

Base: All adults in GB 18+ excluding those who plan not to vote & those who refuse to say who they will vote for

		GENDER		AGE						GE Vote 2017				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservativ es	Labour	Lib Dems	Other	No vote
	A	B	C	D	E	F	G	H	I	J	K	L	M	
Unweighted Base	1044	543	501	137	184	159	192	166	206	327	373	87	125	122
Weighted Base	834	456	378	95	141	105	140	138	215	292	220	67	58	190
Conservative	305	169	136	17	34	34	47	64	109	219	13	10	9	53
	37%	37%	36%	18% *	24% *	32% *	33% *	46% CD	51% CDEF	75% JKLM	6% *	15% *	16% J*	28% J*
Labour	217	119	98	49	52	26	32	23	35	11	140	8	3	51
	26%	26%	26%	52% EFGH*	37% GH*	25% *	23% *	17% *	16% *	4% IKLM	64% IKLM	12% I*	5% *	27% IL*
Liberal Democrats	154	87	66	11	33	25	19	29	36	28	43	41	3	37
	18%	19%	18%	11% *	23% *	24% *	14% *	21% *	17% *	9% *	19% IL	61% IJLM*	5% *	20% IL*
Brexit Party	66	29	37	7	5	6	15	15	18	22	12	3	10	17
	8%	6%	10%	7% *	3% *	5% *	11% *	11% *	8% *	8% *	5% *	5% *	18% IJ*	9% *
Green	38	17	21	8	9	5	7	3	6	2	6	-	13	17
	5%	4%	6%	8% *	6% *	5% *	5% *	2% *	3% *	1% *	3% *	- *	23% IJKM*	9% I*
SNP	28	20	8	1	2	1	12	3	9	3	-	2	14	7
	3%	4%	2%	1% *	2% *	1% *	9% *	2% *	4% *	1% *	* *	3% *	25% IJKM*	4% *
Plaid Cymru	10	7	3	3	2	4	1	-	-	-	4	3	-	2
	1%	2%	1%	3% *	2% *	4% *	1% *	- *	* *	* *	2% *	4% *	1% *	1% *
UKIP	9	5	4	-	2	2	4	-	1	5	1	-	3	-
	1%	1%	1%	- *	1% *	2% *	3% *	- *	* *	2% *	* *	- *	5% JM*	- *
The Independent Group for Change	3	1	2	-	2	-	1	-	-	-	1	-	-	2
	*	*	1%	* *	2% *	- *	1% *	- *	- *	- *	* *	- *	* *	1% *
Other	6	3	3	-	-	2	1	1	1	2	1	-	1	2
	1%	1%	1%	- *	- *	2% *	1% *	1% *	* *	1% *	* *	- *	3% *	1% *

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

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finalvotingintention.Voting intention for next General Election

Base: All adults in GB 18+ excluding those who plan not to vote & those who refuse to say who they will vote for

		EU Ref 2016		
	Total	Leave	Remain	Did not vote
		N	O	P
Unweighted Base	1044	469	467	100
Weighted Base	834	314	344	167
Conservative	305	178	79	45
	37%	57% OP	23%	27% *
Labour	217	37	126	54
	26%	12%	36% N	32% N*
Liberal Democrats	154	17	95	38
	18%	5%	28% N	23% N*
Brexit Party	66	54	4	7
	8%	17% OP	1%	4% *
Green	38	10	19	8
	5%	3%	6%	5% *
SNP	28	2	13	12
	3%	1%	4% N	7% N*
Plaid Cymru	10	7	-	-
	1%	2% O	*	* *
UKIP	9	7	2	-
	1%	2%	*	- *
The Independent Group for Change	3	-	1	2
	*	*	*	1% *
Other	6	1	4	-
	1%	*	1%	- *

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

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Tb T10

Outcome1.Which of the following scenarios do you favour the most?

Base: All adults GB 18+

		GENDER		AGE						GE Vote 2017				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservativ es	Labour	Lib Dems	Other	No vote
	A	B	C	D	E	F	G	H		I	J	K	L	M
Unweighted Base	1184	585	597	158	206	194	218	181	227	342	389	92	135	186
Weighted Base	1184	575	599	131	204	189	210	174	276	320	230	74	74	435
Leave the EU with no deal	160	86	73	12	10	15	33	42	48	73	19	2	22	44
	14%	15%	12%	9% *	5% *	8% *	16% D*	24% CDE*	17% D	23% JKM	8% *	2% *	29% JKM*	10%
Leave the EU with Boris Johnson's proposed deal	231	124	108	22	19	23	37	43	89	122	27	19	9	51
	20%	22%	18%	16% *	9% *	12% *	17% *	25% D*	32% CDEF	38% JLM	12% *	26% JM*	12% *	12%
Leave the EU but remain in the Single Market / Customs Union	152	64	88	11	38	18	34	24	26	36	25	9	19	61
	13%	11%	15%	9% *	19% *	10% *	16% *	14% *	9% *	11% *	11% *	12% *	26% IJ*	14%
Remain in the EU / Revoke Article 50	384	211	170	61	85	59	71	40	68	62	139	36	20	115
	32%	37%	28%	46% GH*	42% GH*	31% *	34% *	23% *	25% *	19% ILM	60% IM*	49% IM*	27% *	26%
Don't Know	257	91	160	25	52	75	35	25	45	27	21	8	4	164
	22%	16%	27% A	19% *	25% *	39% CFGH*	17% *	14% *	16% *	9% *	9% *	11% *	6% *	38% IJKL

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

Pg 16

Tb T10

Outcome1.Which of the following scenarios do you favour the most?

Base: All adults GB 18+

		EU Ref 2016			
		Total	Leave	Remain	Did not vote
		N	O	P	
Unweighted Base	1184	513	495	152	
Weighted Base	1184	390	374	372	
Leave the EU with no deal	160	110	14	29	
	14%	28% OP	4%	8% *	
Leave the EU with Boris Johnson's proposed deal	231	169	39	21	
	20%	43% OP	10%	6% *	
Leave the EU but remain in the Single Market / Customs Union	152	33	58	55	
	13%	8% N	16%	15% *	
Remain in the EU / Revoke Article 50	384	36	231	114	
	32%	9% NP	62%	31% N*	
Don't Know	257	43	31	153	
	22%	11%	8%	41% NO*	

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

Pg 17

Tb T11

Outcome2.Should the final deal/agreement reached by the government be put to a public vote?

Base: All adults GB 18+

		GENDER		AGE						GE Vote 2017				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservatives	Labour	Lib Dems	Other	No vote
		A	B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	1184	585	597	158	206	194	218	181	227	342	389	92	135	186
Weighted Base	1184	575	599	131	204	189	210	174	276	320	230	74	74	435
Yes	558 47%	293 51%	266 44%	88 67% EFGH*	149 73% EFGH*	82 43% H*	95 45% H*	66 38% *	78 28%	81 25%	167 72% IKLM	39 52% I*	37 50% I*	213 49% I
No	406 34%	200 35%	204 34%	25 19% *	25 12% *	56 29% D*	83 39% CD*	76 44% CD*	142 51% CDE	201 63% JKLM	42 18%	18 25% *	27 37% J*	103 24%
Don't Know	220 19%	83 14%	130 22% A	18 14% *	30 15% *	51 27% *	32 15% *	32 18% *	56 20%	38 12%	22 9%	17 23% J*	10 14% *	118 27% IJ

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

Pg 18

Tb T11

Outcome2.Should the final deal/agreement reached by the government be put to a public vote?

Base: All adults GB 18+

		EU Ref 2016			
		Total	Leave	Remain	Did not vote
		N	O	P	
Unweighted Base	1184	513	495	152	
Weighted Base	1184	390	374	372	
Yes	558	100	249	198	
	47%	26%	67%	53%	
No			NP	N*	
	406	242	88	69	
	34%	62%	24%	19%	
		OP		*	
Don't Know	220	48	36	104	
	19%	12%	10%	28%	
				NO*	

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

Pg 19

Tb T13

ExitEU.How likely or unlikely do you think it is that the UK will leave the EU by the 31st October 2019?

Base: All adults GB 18+

		GENDER		AGE						GE Vote 2017				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservativ es	Labour	Lib Dems	Other	No vote
	A	B	C	D	E	F	G	H		I	J	K	L	M
Unweighted Base	1184	585	597	158	206	194	218	181	227	342	389	92	135	186
Weighted Base	1184	575	599	131	204	189	210	174	276	320	230	74	74	435
Very likely (4)	130	79	51	10	28	20	21	14	39	63	24	4	7	27
	11%	14%	9%	7% *	14% *	10% *	10% *	8% *	14%	20% JKM	10%	5% *	10% *	6%
Fairly likely (3)	370	172	198	51	53	54	63	53	95	120	66	27	17	130
	31%	30%	33%	39% *	26% *	28% *	30% *	31% *	34%	37%	29%	36% *	23% *	30%
Not very likely (2)	341	185	147	36	58	45	69	53	81	91	73	29	27	108
	29%	32%	25%	28% *	29% *	24% *	33% *	30% *	29%	29%	32%	40% *	36% *	25%
Not at all likely (1)	120	61	58	15	22	27	20	20	15	14	38	3	9	53
	10%	11%	10%	11% *	11% *	14% *	10% *	11% *	5%	4%	17% IK	3% *	12% *	12% I
Don't know	223	78	145	18	42	44	37	34	48	32	29	12	14	117
	19%	14%	24% A	14% *	21% *	23% *	18% *	19% *	17%	10%	13%	17% *	19% *	27% IJ
NET : LIKELY	500	251	249	61	81	73	84	67	133	182	90	30	24	157
	42%	44%	42%	47% *	40% *	39% *	40% *	39% *	48%	57% JLM	39%	41% *	33% *	36%
NET : UNLIKELY	461	246	205	51	81	72	89	73	96	105	112	32	36	161
	39%	43%	34%	39% *	40% *	38% *	42% *	42% *	35%	33%	48% I	43% *	48% *	37%
Mean score	2.53	2.54	2.53	2.5 *	2.53 *	2.45 *	2.49 *	2.44 *	2.69 *	2.8 JKM	2.37	2.5 *	2.37 **	2.41 *
Standard Deviation	0.877	0.902	0.856	0.834	0.935	0.948	0.854	0.858	0.827	0.832	0.925	0.672	0.889	0.866
Error Variance	0.001	0.002	0.002	0.006	0.005	0.006	0.004	0.005	0.003	0.002	0.004	0.007	0.013	0.002

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

Pg 20

Tb T13

ExitEU.How likely or unlikely do you think it is that the UK will leave the EU by the 31st October 2019?

Base: All adults GB 18+

		EU Ref 2016		
	Total	Leave	Remain	Did not vote
		N	O	P
Unweighted Base	1184	513	495	152
Weighted Base	1184	390	374	372
Very likely (4)	130 11%	80 20% OP	36 10%	13 3% *
Fairly likely (3)	370 31%	139 36%	114 30%	105 28% *
Not very likely (2)	341 29%	85 22% N	131 35%	114 31% *
Not at all likely (1)	120 10%	34 9%	46 12%	39 11% *
Don't know	223 19%	51 13%	46 12%	102 27% NO*
NET : LIKELY	500 42%	219 56% OP	150 40%	117 32% *
NET : UNLIKELY	461 39%	119 31%	178 48% N	153 41% *
Mean score	2.53	2.78 OP	2.43	2.34 *
Standard Deviation	0.877	0.921	0.867	0.781
Error Variance	0.001	0.003	0.002	0.002

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR

FIELDWORK : 10/10/2019 - 15/10/2019 (W Week 41)

Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

Pg 21

Tb T14

ExitNoDeal.How likely or unlikely do you think it is that the UK will leave the EU without a deal?

Base: All adults GB 18+

		GENDER		AGE						GE Vote 2017				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservativ es	Labour	Lib Dems	Other	No vote
	A	B	C	D	E	F	G	H	I	J	K	L	M	
Unweighted Base	1184	585	597	158	206	194	218	181	227	342	389	92	135	186
Weighted Base	1184	575	599	131	204	189	210	174	276	320	230	74	74	435
Very likely (4)	130	77	53	28	38	13	16	13	22	39	39	10	9	21
	11%	13%	9%	21% EFGH*	19% H*	7% *	7% *	7% *	8% *	12% M	17% M	13% *	13% *	5%
Fairly likely (3)	443	203	233	52	87	62	82	73	87	138	87	33	17	153
	37%	35%	39%	40% *	43% *	33% *	39% *	42% *	32% *	43% L	38% *	44% *	23% *	35%
Not very likely (2)	258	142	113	11	24	40	62	45	75	89	50	15	27	71
	22%	25%	19%	9% *	12% *	21% *	30% CD*	26% CD*	27% CD	28% M	22% *	20% *	36% M*	16%
Not at all likely (1)	62	39	23	4	16	6	11	5	19	13	20	2	4	22
	5%	7%	4%	3% *	8% *	3% *	5% *	3% *	7% *	4% *	9% *	3% *	5% *	5%
Don't know	292	114	178	35	38	68	39	38	73	40	35	15	17	168
	25%	20%	30% A	27% *	19% *	36% DF*	19% *	22% *	26% *	13% *	15% *	20% *	23% *	39% IJK
NET : LIKELY	573	280	286	80	125	75	97	86	109	178	125	42	26	174
	48%	49%	48%	61% EH*	61% EH*	39% *	46% *	50% *	40% *	56% LM	54% LM	57% *	36% *	40%
NET : NOT LIKELY	320	181	136	16	41	47	73	49	94	102	70	17	31	93
	27%	31% B	23%	12% *	20% *	25% *	35% C*	28% C*	34% C	32% *	31% *	23% *	41% M*	21%
Mean score	2.72	2.69	2.75	3.09	2.89	2.67	2.59	2.7	2.56	2.73	2.73	2.83	2.56	2.65
Standard Deviation				FGH*	H*	**	*	*	*			*	**	*
	0.795	0.848	0.74	0.769	0.875	0.734	0.75	0.689	0.807	0.759	0.896	0.745	0.853	0.74
Error Variance	0.001	0.002	0.001	0.006	0.005	0.004	0.003	0.004	0.003	0.002	0.004	0.009	0.013	0.002

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

Pg 22

Tb T14

ExitNoDeal.How likely or unlikely do you think it is that the UK will leave the EU without a deal?

Base: All adults GB 18+

		EU Ref 2016			
		Total	Leave	Remain	Did not vote
		N	O	P	
Unweighted Base	1184	513	495	152	
Weighted Base	1184	390	374	372	
Very likely (4)	130 11%	48 12%	48 13%	30 8%	* 37%
Fairly likely (3)	443 37%	167 43%	133 36%	138 37%	* 37%
Not very likely (2)	258 22%	108 28%	90 24%	47 13%	* 13%
Not at all likely (1)	62 5%	12 3%	35 9%	15 4%	* 4%
Don't know	292 25%	55 14%	68 18%	142 38%	NO* 38%
NET : LIKELY	573 48%	215 55%	181 48%	168 45%	* 45%
NET : NOT LIKELY	320 27%	120 31%	125 34%	61 17%	* 17%
Mean score	2.72	2.75	2.63	2.8	* 2.8
Standard Deviation	0.795	0.741	0.881	0.746	
Error Variance	0.001	0.002	0.003	0.002	

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

Nodeal.Now imagine that Britain left the EU on 31st October without a deal. By this we mean an exit without any agreed exit terms. Do you think that the impact for you personally would be positive or negative... - Summary Table

Base: All adults GB 18+

	by the end of this year?	by the end of next year?
Unweighted Base	1184	1184
Weighted Base	1184	1184
Very positive (5)	61 5%	62 5%
Fairly positive (4)	116 10%	155 13%
Neither positive nor negative (3)	419 35%	407 34%
Fairly negative (2)	278 24%	257 22%
Very negative (1)	166 14%	167 14%
Don't know	143 12%	136 11%
NET : Positive	178 15%	217 18%
NET : Negative	445 38%	424 36%
Mean score	2.64	2.7
Standard Deviation	1.061	1.086
Error Variance	0.001	0.001

Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

Pg 24

Tb T16

Nodeal.Now imagine that Britain left the EU on 31st October without a deal. By this we mean an exit without any agreed exit terms. Do you think that the impact for you personally would be positive or negative... - by the end of this year?

Base: All adults GB 18+

		GENDER		AGE						GE Vote 2017				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservativ es	Labour	Lib Dems	Other	No vote
	A	B	C	D	E	F	G	H	I	J	K	L	M	
Unweighted Base	1184	585	597	158	206	194	218	181	227	342	389	92	135	186
Weighted Base	1184	575	599	131	204	189	210	174	276	320	230	74	74	435
Very positive (5)	61	49	12	10	23	8	6	6	8	25	9	6	6	16
	5%	9%	2%	8%	11%	4%	3%	3%	3%	8%	4%	8%	8%	4%
Fairly positive (4)	116	70	46	19	17	23	16	15	26	54	24	5	11	21
	10%	12%	8%	15%	8%	12%	8%	9%	10%	17%	10%	6%	15%	5%
Neither positive nor negative (3)	419	194	218	20	65	51	61	86	136	139	63	29	25	150
	35%	34%	36%	16%	32%	27%	29%	49%	49%	43%	28%	38%	33%	34%
Fairly negative (2)	278	128	148	37	55	35	62	35	55	70	61	23	22	90
	24%	22%	25%	29%	27%	18%	29%	20%	20%	22%	26%	31%	30%	21%
Very negative (1)	166	91	75	29	28	24	37	23	25	18	61	7	4	70
	14%	16%	13%	22%	14%	12%	18%	13%	9%	6%	27%	10%	6%	16%
Don't know	143	43	100	14	16	49	27	10	26	15	13	5	6	88
	12%	7%	17%	11%	8%	26%	13%	6%	9%	5%	5%	6%	8%	20%
NET : Positive	178	119	58	29	40	31	22	20	34	79	33	11	17	37
	15%	21%	10%	23%	20%	16%	11%	12%	12%	25%	14%	14%	23%	8%
NET : Negative	445	219	223	67	83	58	99	58	80	88	122	30	27	160
	38%	38%	37%	51%	41%	31%	47%	33%	29%	27%	53%	41%	36%	37%
Mean score	2.64	2.73	2.54	2.52	2.75	2.7	2.41	2.66	2.75	2.99	2.35	2.7	2.87	2.49
	1.061	1.165	0.939	1.275	1.187	1.111	1.02	0.949	0.889	0.983	1.118	1.047	1.045	1.028
Standard Deviation														

Table continues

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR

FIELDWORK : 10/10/2019 - 15/10/2019 (W Week 41)

Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

Pg 25

Tb T16

Nodeal.Now imagine that Britain left the EU on 31st October without a deal. By this we mean an exit without any agreed exit terms. Do you think that the impact for you personally would be positive or negative... - by the end of this year?

Base: All adults GB 18+

		GENDER		AGE						GE Vote 2017				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservatives	Labour	Lib Dems	Other	No vote
	A	B	C	D	E	F	G	H	I	J	K	L	M	
Weighted Base	1184	575	599	131	204	189	210	174	276	320	230	74	74	435
Error Variance	0.001	0.003	0.002	0.014	0.008	0.009	0.006	0.005	0.003	0.003	0.006	0.016	0.016	0.003

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

Pg 26

Tb T16

Nodeal.Now imagine that Britain left the EU on 31st October without a deal. By this we mean an exit without any agreed exit terms. Do you think that the impact for you personally would be positive or negative... - by the end of this year?

Base: All adults GB 18+

		EU Ref 2016		
	Total	Leave	Remain	Did not vote
		N	O	P
Unweighted Base	1184	513	495	152
Weighted Base	1184	390	374	372
Very positive (5)	61 5%	31 8%	18 5%	13 3% *
Fairly positive (4)	116 10%	68 17% OP	33 9%	16 4% *
Neither positive nor negative (3)	419 35%	200 51% OP	83 22%	117 32% *
Fairly negative (2)	278 24%	54 14%	127 34% N	91 24% N*
Very negative (1)	166 14%	13 3%	93 25% N	57 15% N*
Don't know	143 12%	24 6%	21 6%	79 21% NO*
NET : Positive	178 15%	99 25% OP	50 13%	28 8% *
NET : Negative	445 38%	67 17%	219 59% NP	148 40% N*
Mean score	2.64	3.13 OP	2.31	2.44 *
Standard Deviation	1.061	0.895	1.109	1.002

Table continues

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR

FIELDWORK : 10/10/2019 - 15/10/2019 (W Week 41)

Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

Nodeal.Now imagine that Britain left the EU on 31st October without a deal. By this we mean an exit without any agreed exit terms. Do you think that the impact for you personally would be positive or negative... - by the end of this year?

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		N	O	P
Weighted Base	1184	390	374	372
Error Variance	0.001	0.002	0.003	0.003

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied



Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

Pg 28

Tb T17

Nodeal.Now imagine that Britain left the EU on 31st October without a deal. By this we mean an exit without any agreed exit terms. Do you think that the impact for you personally would be positive or negative... - by the end of next year?

Base: All adults GB 18+

		GENDER		AGE						GE Vote 2017				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservativ es	Labour	Lib Dems	Other	No vote
	A	B	C	D	E	F	G	H		I	J	K	L	M
Unweighted Base	1184	585	597	158	206	194	218	181	227	342	389	92	135	186
Weighted Base	1184	575	599	131	204	189	210	174	276	320	230	74	74	435
Very positive (5)	62 5%	41 7%	21 3%	12 10% *	13 6% *	10 5% *	9 4% *	8 5% *	9 3%	34 11% JM	8 4%	1 2% *	7 9% *	11 3%
Fairly positive (4)	155 13% B	96 17% B	59 10%	22 17% *	31 15% *	13 7% *	30 14% *	23 13% *	35 13%	62 19% JM	26 11%	13 18% *	18 24% M*	34 8%
Neither positive nor negative (3)	407 34%	190 33%	211 35%	34 26% *	72 35% *	52 27% *	44 21% *	78 45% CEF* CEF	128 46% CEF	130 41% JL	60 26% *	27 37% *	16 21% *	154 35%
Fairly negative (2)	257 22%	119 21%	135 22%	31 23% *	40 20% *	43 23% *	61 29% *	28 16% *	53 19%	57 18% I	60 26% I	18 24% *	22 30% *	90 21%
Very negative (1)	167 14%	94 16%	74 12%	14 11% *	30 15% *	28 15% *	38 18% *	26 15% *	30 11%	22 7% IKLM	65 28% IKLM	10 13% *	3 5% *	66 15% I
Don't know	136 11%	36 6%	100 17% A	17 13% *	18 9% *	43 23% DGH*	27 13% *	11 6% *	20 7%	15 5%	12 5%	5 7% *	8 10% *	80 18% IJ
NET : Positive	217 18%	137 24% B	80 13%	35 27% E*	44 22% *	23 12% *	39 19% *	31 18% *	45 16%	96 30% JM	34 15%	14 19% *	25 34% JM*	46 10%
NET : Negative	424 36%	213 37%	208 35%	45 34% *	70 35% *	71 37% *	100 47% GH*	54 31% *	83 30%	79 25% ILM	125 54% ILM	28 37% *	26 35% *	156 36%
Mean score	2.7	2.76	2.64	2.89	2.77	2.55	2.5	2.75	2.77	3.1	2.33	2.68	3.04	2.54
				*	*	*	*	*		JKM		*	JM*	*
Standard Deviation	1.086	1.159	1.008	1.186	1.122	1.112	1.137	1.05	0.955	1.06	1.132	0.999	1.118	1.002

Table continues

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

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FIELDWORK : 10/10/2019 - 15/10/2019 (W Week 41)

Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

Pg 29

Tb T17

Nodeal.Now imagine that Britain left the EU on 31st October without a deal. By this we mean an exit without any agreed exit terms. Do you think that the impact for you personally would be positive or negative... - by the end of next year?

Base: All adults GB 18+

		GENDER		AGE						GE Vote 2017				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservatives	Labour	Lib Dems	Other	No vote
	A	B	C	D	E	F	G	H	I	J	K	L	M	
Weighted Base	1184	575	599	131	204	189	210	174	276	320	230	74	74	435
Error Variance	0.001	0.002	0.002	0.012	0.007	0.008	0.007	0.007	0.004	0.004	0.006	0.014	0.019	0.003

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

Pg 30

Tb T17

Nodeal.Now imagine that Britain left the EU on 31st October without a deal. By this we mean an exit without any agreed exit terms. Do you think that the impact for you personally would be positive or negative... - by the end of next year?

Base: All adults GB 18+

		EU Ref 2016		
	Total	Leave	Remain	Did not vote
		N	O	P
Unweighted Base	1184	513	495	152
Weighted Base	1184	390	374	372
Very positive (5)	62 5%	44 11% OP	11 3%	7 2% *
Fairly positive (4)	155 13%	83 21% OP	42 11%	29 8% *
Neither positive nor negative (3)	407 34%	172 44% O	82 22%	132 36% O*
Fairly negative (2)	257 22%	45 12%	118 32% N	87 23% N*
Very negative (1)	167 14%	19 5%	97 26% NP	51 14% N*
Don't know	136 11%	27 7%	24 6%	66 18% NO*
NET : Positive	217 18%	128 33% OP	53 14%	36 10% *
NET : Negative	424 36%	64 16%	215 58% NP	138 37% N*
Mean score	2.7	3.24 OP	2.29	2.52 *
Standard Deviation	1.086	0.995	1.093	0.952

Table continues

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied



FIELDWORK : 10/10/2019 - 15/10/2019 (W Week 41)

Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

Nodeal.Now imagine that Britain left the EU on 31st October without a deal. By this we mean an exit without any agreed exit terms. Do you think that the impact for you personally would be positive or negative... - by the end of next year?

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		N	O	P
Weighted Base	1184	390	374	372
Error Variance	0.001	0.003	0.003	0.003

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

Pg 32

Tb T18

Vote2017.The last General Election was held on 8th June 2017. Did you manage to vote in that General Election?

Base: All adults GB 18+

		GENDER		AGE						GE Vote 2017				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservativ es	Labour	Lib Dems	Other	No vote
	A	B	C	D	E	F	G	H	I	J	K	L	M	
Unweighted Base	1184	585	597	158	206	194	218	181	227	342	389	92	135	186
Weighted Base	1184	575	599	131	204	189	210	174	276	320	230	74	74	435
No, did not vote	435	160	268	75	96	102	68	42	53	-	-	-	-	435
	37%	28%	45%	57% A FGH*	47% GH*	54% FGH*	32% H*	24% *	19%	-	-	-	-	100% IJKL
Yes, Conservative	320	173	147	7	25	32	48	74	133	320	-	-	-	-
	27%	30%	25%	5% *	12% *	17% *	23% C*	43% CDEF*	48% CDEF	100% JKLM	-	-	-	-
Yes, Labour	230	131	99	29	46	30	44	35	47	-	230	-	-	-
	19%	23%	17%	22% *	23% *	16% *	21% *	20% *	17%	-	100% IKLM	-	-	-
Yes, Liberal Democrat	74	37	37	8	14	3	18	11	21	-	-	74	-	-
	6%	6%	6%	6% *	7% *	1% *	8% *	6% *	8%	-	-	100% IJLM*	-	-
Yes, SNP - Scottish National Party	23	19	5	1	4	1	11	3	4	-	-	-	23	-
	2%	3%	1%	1% *	2% *	1% *	5% *	2% *	1%	-	-	-	31% IJKM*	-
Yes, UKIP (United Kingdom Independence Party)	23	12	11	2	2	4	4	4	7	-	-	-	23	-
	2%	2%	2%	2% *	1% *	2% *	2% *	2% *	2%	-	-	-	31% IJKM*	-
Yes, Green Party	22	16	6	4	2	1	8	1	6	-	-	-	22	-
	2%	3%	1%	3% *	1% *	1% *	4% *	1% *	2%	-	-	-	30% IJKM*	-
Yes, Plaid Cymru	3	2	-	-	2	-	-	-	-	-	-	-	3	-
	*	*	*	- *	1% *	* *	* *	- *	*	-	-	-	4% *	-
Other party or individual	3	1	2	-	-	-	1	-	1	-	-	-	3	-
	*	*	*	- *	* *	* *	* *	* *	1%	-	-	-	4% *	-
Prefer not to answer	51	23	25	5	14	16	8	3	4	-	-	-	-	-
	4%	4%	4%	4% *	7% *	8% *	4% *	2% *	2%	-	-	-	-	-

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

Pg 33

Tb T18

Vote2017.The last General Election was held on 8th June 2017. Did you manage to vote in that General Election?

Base: All adults GB 18+

		EU Ref 2016		
	Total	Leave	Remain	Did not vote
		N	O	P
Unweighted Base	1184	513	495	152
Weighted Base	1184	390	374	372
No, did not vote	435 37%	76 20% O	40 11%	290 78% NO*
Yes, Conservative	320 27%	204 52% OP	100 27% P	16 4% *
Yes, Labour	230 19%	61 16% P	149 40% NP	18 5% *
Yes, Liberal Democrat	74 6%	12 3%	43 12% NP	16 4% *
Yes, SNP - Scottish National Party	23 2%	3 1%	18 5% N	2 1% *
Yes, UKIP (United Kingdom Independence Party)	23 2%	21 5% OP	1 * OP	1 * *
Yes, Green Party	22 2%	3 1%	10 3%	9 2% *
Yes, Plaid Cymru	3 *	3 1%	- *	- - *
Other party or individual	3 *	- *	3 1%	- - *
Prefer not to answer	51 4%	7 2%	9 2%	19 5% *

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

Pg 34

Tb T19

Euref.On 23rd June 2016 a referendum was held on the UK's membership of the European Union. How did you vote in this referendum?

Base: All adults GB 18+

		GENDER		AGE						GE Vote 2017				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservatives	Labour	Lib Dems	Other	No vote
		A	B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	1184	585	597	158	206	194	218	181	227	342	389	92	135	186
Weighted Base	1184	575	599	131	204	189	210	174	276	320	230	74	74	435
Leave	390 33%	187 33%	203 34%	11 9% *	44 21% *	51 27% C*	72 34% C*	78 45% CDE*	134 49% CDE	204 64% JKLM	61 27%	12 17% *	30 40% KM*	76 18%
Remain	374 32%	217 38% B	157 26%	43 33% *	63 31% *	45 24% *	75 36% *	53 31% *	94 34%	100 31% M	149 65% ILM	43 58% IM*	32 43% M*	40 9%
Did not vote	372 31%	139 24%	223 37% A	70 54% FGH*	97 48% FGH*	81 43% FGH*	56 27% G*	23 13% *	45 16%	16 5%	18 8%	16 22% IJ*	12 17% I*	290 67% IJKL
Don't know	49 4%	32 6%	16 3%	6 5% *	- * *	13 7% *	7 3% *	19 11% DH*	3 1%	- -	2 1%	3 3% *	- 1% *	28 6% IJ

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

Pg 35

Tb T19

Euref.On 23rd June 2016 a referendum was held on the UK's membership of the European Union. How did you vote in this referendum?

Base: All adults GB 18+

		EU Ref 2016			
		Total	Leave	Remain	Did not vote
		N	O	P	
Unweighted Base	1184	513	495	152	
Weighted Base	1184	390	374	372	
Leave	390	390	-	-	
	33%	100% OP	-	*	
Remain	374	-	374	-	
	32%	-	100% NP	*	
Did not vote	372	-	-	372	
	31%	-	-	100% NO*	
Don't know	49	-	-	-	
	4%	-	-	*	

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

Pg 36

Tb T20

NewEUref.If a new referendum was held on the UK's membership of the European Union, how would you vote in this referendum?

Base: All adults GB 18+

		GENDER		AGE						GE Vote 2017				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservatives	Labour	Lib Dems	Other	No vote
		A	B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	1184	585	597	158	206	194	218	181	227	342	389	92	135	186
Weighted Base	1184	575	599	131	204	189	210	174	276	320	230	74	74	435
Leave	433 37%	216 38%	217 36%	29 22% *	54 26% *	56 30% *	67 32% *	91 52% CDEF*	136 49% CDEF	211 66% JKLM	39 17%	18 25% *	34 45% J*	122 28% J
Remain	447 38%	242 42% B	196 33%	60 46% *	83 41% *	70 37% *	87 41% *	55 32% *	93 34%	81 25%	160 69% ILM	50 68% ILM*	31 42% *	108 25%
Would not vote	180 15%	69 12%	111 18%	25 19% G*	42 21% G*	35 18% G*	39 18% G*	7 4% *	32 12%	7 2%	19 8% I	- - *	8 11% I*	137 32% IJKL
Don't know	124 10%	49 8%	76 13%	17 13% *	25 12% *	28 15% *	17 8% *	21 12% *	16 6%	21 6%	13 6%	6 8% *	1 2% *	68 16% IJ

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

Pg 37

Tb T20

NewEUref.If a new referendum was held on the UK's membership of the European Union, how would you vote in this referendum?

Base: All adults GB 18+

		EU Ref 2016			
		Total	Leave	Remain	Did not vote
		N	O	P	
Unweighted Base	1184	513	495	152	
Weighted Base	1184	390	374	372	
Leave	433	331	40	51	
	37%	85% OP	11%	14% *	
Remain	447	25	300	118	
	38%	6%	80% NP	32% N*	
Would not vote	180	18	21	138	
	15%	5%	6%	37% NO*	
Don't know	124	17	12	64	
	10%	4%	3%	17% NO*	

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

Pg 38

Tb T21

Rejoin.If the general economic situation turned out to be a lot worse after Brexit, should the UK consider re-joining the European Union?

Base: All adults GB 18+

		GENDER		AGE						GE Vote 2017				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservatives	Labour	Lib Dems	Other	No vote
		A	B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	1184	585	597	158	206	194	218	181	227	342	389	92	135	186
Weighted Base	1184	575	599	131	204	189	210	174	276	320	230	74	74	435
Yes	298 25%	183 32%	115 19%	61 46%	69 34%	53 28%	54 26%	27 16%	35 13%	44 14%	113 49%	20 27%	13 17%	102 23%
		B		EFGH*	GH*	H*	H*	*			IKLM	*	*	
Maybe	275 23%	129 22%	139 23%	27 21%	67 33%	50 26%	42 20%	38 22%	50 18%	61 19%	65 28%	24 33%	14 19%	86 20%
				*	H*	*	*	*			I	*	*	
No	418 35%	199 34%	217 36%	24 18%	38 18%	39 21%	78 37%	83 48%	156 57%	196 61%	30 13%	19 25%	38 51%	126 29%
				*	*	*	CDE*	CDE*	CDEF	JKM		*	JKM*	J
Don't know	193 16%	65 11%	128 21%	19 15%	30 15%	48 25%	36 17%	25 14%	35 13%	18 6%	22 9%	11 15%	10 13%	121 28%
			A	*	*	H*	*	*			I*		*	IJ

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

Pg 39

Tb T21

Rejoin.If the general economic situation turned out to be a lot worse after Brexit, should the UK consider re-joining the European Union?

Base: All adults GB 18+

		EU Ref 2016			
		Total	Leave	Remain	Did not vote
		N	O	P	
Unweighted Base	1184	513	495	152	
Weighted Base	1184	390	374	372	
Yes	298	43	171	84	
	25%	11%	46% NP	23% N*	
Maybe	275	63	105	91	
	23%	16%	28% N	25% *	
No	418	250	67	92	
	35%	64% OP	18%	25% *	
Don't know	193	35	30	104	
	16%	9%	8%	28% NO*	

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

PublicPriorityIndex.Below is a list of possible measures to improve public life in the UK. Can you please rank them in order of importance.Please click and drag the most important measure into the boxes and carry on with each until all 11 are placed in your preferred order - Summary Table

Base: All adults GB 18+

	Generating economic growth	Reducing crime	Investing more in health care	Investing more in social care for the elderly	Reducing the national debt	Improving the future opportunities of our young people through better education	Stricter border controls to reduce immigration	Reducing income inequality between the richest and the poorest	Reducing unemployment	Renegotiating our position in the EU	Affordable housing
Unweighted Base	1184	1184	1184	1184	1184	1184	1184	1184	1184	1184	1184
Weighted Base	1184	1184	1184	1184	1184	1184	1184	1184	1184	1184	1184
Most important (100)	115	148	195	64	64	82	119	127	60	66	146
	10%	12%	16%	5%	5%	7%	10%	11%	5%	6%	12%
2nd (90)	98	160	178	124	79	90	87	81	102	47	137
	8%	14%	15%	10%	7%	8%	7%	7%	9%	4%	12%
3rd (80)	93	166	164	98	95	97	101	112	104	42	111
	8%	14%	14%	8%	8%	8%	9%	9%	9%	4%	9%
4th (70)	109	156	114	134	80	147	64	86	123	53	117
	9%	13%	10%	11%	7%	12%	5%	7%	10%	4%	10%
5th (60)	127	88	106	141	91	127	100	110	139	56	100
	11%	7%	9%	12%	8%	11%	8%	9%	12%	5%	8%
6th (50)	110	99	114	155	89	139	75	98	120	82	102
	9%	8%	10%	13%	8%	12%	6%	8%	10%	7%	9%
7th (40)	167	79	80	83	124	122	51	117	161	83	116
	14%	7%	7%	7%	10%	10%	4%	10%	14%	7%	10%
8th (30)	144	101	93	123	118	84	73	96	128	95	129
	12%	9%	8%	10%	10%	7%	6%	8%	11%	8%	11%
9th (20)	88	81	63	80	164	95	139	121	115	128	110
	7%	7%	5%	7%	14%	8%	12%	10%	10%	11%	9%
10th (10)	79	38	52	84	194	108	144	120	76	225	66
	7%	3%	4%	7%	16%	9%	12%	10%	6%	19%	6%
Least important (0)	54	68	24	100	86	92	232	115	58	306	49
	5%	6%	2%	8%	7%	8%	20%	10%	5%	26%	4%
Mean score	52.42	60.68	64.63	50.94	42.48	50.14	42.65	48.74	50.44	30.73	56.14
Standard Deviation	28.929	29.983	28.602	29.448	30.195	29.688	35.235	32.236	27.663	31.2	30.311
Error Variance	0.707	0.759	0.691	0.732	0.77	0.744	1.049	0.878	0.646	0.822	0.776

Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

PublicPriorityIndex.Below is a list of possible measures to improve public life in the UK. Can you please rank them in order of importance.Please click and drag the most important measure into the boxes and carry on with each until all 11 are placed in your preferred order - Generating economic growth

Base: All adults GB 18+

		GENDER		AGE						GE Vote 2017				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservativ es	Labour	Lib Dems	Other	No vote
		A	B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	1184	585	597	158	206	194	218	181	227	342	389	92	135	186
Weighted Base	1184	575	599	131	204	189	210	174	276	320	230	74	74	435
Most important (100)	115	75	37	5	21	11	26	15	37	46	14	13	3	29
	10%	13% B	6%	4% *	10% *	6% *	13% *	8% *	13%	14% JM	6%	17% J*	4% *	7%
2nd (90)	98	52	46	12	18	21	14	15	19	20	17	11	6	39
	8%	9%	8%	9% *	9% *	11% *	7% *	9% *	7%	6%	7%	15% *	8% *	9%
3rd (80)	93	53	40	10	17	10	8	17	32	37	21	6	4	24
	8%	9%	7%	7% *	8% *	5% *	4% *	10% *	12%	11%	9%	8% *	6% *	6%
4th (70)	109	62	47	10	21	14	27	12	25	42	22	9	10	21
	9%	11%	8%	8% *	10% *	8% *	13% *	7% *	9%	13% M	9%	12% *	14% *	5%
5th (60)	127	51	76	12	14	24	24	17	37	41	19	12	10	42
	11%	9%	13%	9% *	7% *	13% *	11% *	10% *	13%	13%	8%	16% *	13% *	10%
6th (50)	110	51	59	14	24	6	20	17	28	35	22	7	3	40
	9%	9%	10%	11% *	12% *	3% *	9% *	10% *	10%	11%	10%	9% *	4% *	9%
7th (40)	167	74	86	19	20	33	30	27	38	37	39	5	7	76
	14%	13%	14%	15% *	10% *	18% *	14% *	15% *	14%	12%	17%	6% *	10% *	17%
8th (30)	144	64	80	19	26	25	22	24	29	24	27	8	5	74
	12%	11%	13%	14% *	13% *	13% *	11% *	14% *	10%	8%	12%	10% *	7% *	17% I
9th (20)	88	32	57	7	24	14	17	12	14	12	18	1	7	44
	7%	5%	9%	5% *	12% *	7% *	8% *	7% *	5%	4%	8%	1% *	10% *	10%
10th (10)	79	33	45	12	13	14	12	16	12	21	19	2	6	27
	7%	6%	8%	9% *	7% *	7% *	6% *	9% *	4%	7%	8%	3% *	8% *	6%

Table continues

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied



Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

PublicPriorityIndex.Below is a list of possible measures to improve public life in the UK. Can you please rank them in order of importance.Please click and drag the most important measure into the boxes and carry on with each until all 11 are placed in your preferred order - Generating economic growth

Base: All adults GB 18+

		GENDER		AGE						GE Vote 2017				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservativ es	Labour	Lib Dems	Other	No vote
	A	B	C	D	E	F	G	H	I	J	K	L	M	
Weighted Base	1184	575	599	131	204	189	210	174	276	320	230	74	74	435
Least important (0)	54	27	27	12	7	18	10	3	5	5	11	3	13	20
	5%	5%	4%	9% H*	3% *	9% H*	5% *	2% *	2%	2%	5%	3% *	17% IJM*	5%
Mean score	52.42	56.12	48.8	46.09	52.56	47.41	53.16	52.22	58.34	59.69	49.4	64.75	43.52	47.7
		B		*	*	*	*	*	CE	JLM		JLM*	*	
Standard Deviation	28.929	29.773	27.673	28.76	29.564	29.831	29.084	28.082	27.289	27.527	28.164	27.901	31.595	27.851
Error Variance	0.707	1.54	1.278	6.326	4.289	4.698	4.028	4.537	2.696	2.37	3.442	10.495	13.462	1.784

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied



Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

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Tb T23

PublicPriorityIndex.Below is a list of possible measures to improve public life in the UK. Can you please rank them in order of importance.Please click and drag the most important measure into the boxes and carry on with each until all 11 are placed in your preferred order - Generating economic growth

Base: All adults GB 18+

		EU Ref 2016		
	Total	Leave	Remain	Did not vote
		N	O	P
Unweighted Base	1184	513	495	152
Weighted Base	1184	390	374	372
Most important (100)	115 10%	34 9%	50 13%	24 6% *
2nd (90)	98 8%	25 6%	38 10%	32 9% *
3rd (80)	93 8%	33 8%	40 11% P	14 4% *
4th (70)	109 9%	38 10%	39 11%	32 9% *
5th (60)	127 11%	54 14%	32 9%	41 11% *
6th (50)	110 9%	39 10%	25 7%	43 12% *
7th (40)	167 14%	60 15%	46 12%	58 16% *
8th (30)	144 12%	32 8%	40 11%	52 14% *
9th (20)	88 7%	34 9%	28 8%	25 7% *
10th (10)	79 7%	30 8%	28 7%	19 5% *

Table continues

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR

FIELDWORK : 10/10/2019 - 15/10/2019 (W Week 41)

Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

PublicPriorityIndex.Below is a list of possible measures to improve public life in the UK. Can you please rank them in order of importance.Please click and drag the most important measure into the boxes and carry on with each until all 11 are placed in your preferred order - Generating economic growth

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
	N	O	P	
Weighted Base	1184	390	374	372
Least important (0)	54 5%	11 3%	7 2%	31 8% O*
Mean score	52.42	52.5	57.34 P	48 *
Standard Deviation	28.929	27.66	29.703	28.22
Error Variance	0.707	1.962	2.361	2.143

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied



Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

PublicPriorityIndex.Below is a list of possible measures to improve public life in the UK. Can you please rank them in order of importance.Please click and drag the most important measure into the boxes and carry on with each until all 11 are placed in your preferred order - Reducing crime

Base: All adults GB 18+

		GENDER		AGE						GE Vote 2017				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservativ es	Labour	Lib Dems	Other	No vote
		A	B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	1184	585	597	158	206	194	218	181	227	342	389	92	135	186
Weighted Base	1184	575	599	131	204	189	210	174	276	320	230	74	74	435
Most important (100)	148	68	80	29	29	23	34	15	18	47	20	6	10	57
	12%	12%	13%	22% GH*	14% *	12% *	16% H*	9% *	6%	15%	9%	8% *	14% *	13%
2nd (90)	160	79	82	16	15	24	41	26	40	42	22	8	17	62
	14%	14%	14%	12% *	7% *	12% *	19% D*	15% *	15%	13%	10%	11% *	23% J*	14%
3rd (80)	166	84	79	15	25	29	19	27	52	43	24	10	13	68
	14%	15%	13%	11% *	12% *	15% *	9% *	16% *	19%	13%	11%	13% *	17% *	16%
4th (70)	156	75	82	18	23	27	24	35	29	39	29	7	5	69
	13%	13%	14%	13% *	11% *	14% *	11% *	20% *	11%	12%	13%	9% *	7% *	16%
5th (60)	88	41	47	2	16	14	13	13	31	27	24	5	6	23
	7%	7%	8%	2% *	8% *	7% *	6% *	7% *	11% C	9%	10%	6% *	8% *	5%
6th (50)	99	38	61	14	7	8	24	9	38	30	22	7	5	32
	8%	7%	10%	10% *	3% *	4% *	11% *	5% *	14% D	9%	9%	9% *	7% *	7%
7th (40)	79	36	43	6	24	6	15	15	12	25	20	11	5	15
	7%	6%	7%	5% *	12% *	3% *	7% *	8% *	5%	8%	9%	14% M*	7% *	3%
8th (30)	101	47	48	8	15	16	13	15	33	22	30	5	6	36
	9%	8%	8%	6% *	8% *	8% *	6% *	9% *	12%	7%	13%	6% *	8% *	8%
9th (20)	81	48	33	15	22	14	9	5	16	21	19	6	3	30
	7%	8%	6%	12% *	11% *	8% *	4% *	3% *	6%	6%	8%	8% *	4% *	7%
10th (10)	38	17	20	4	11	7	6	5	4	10	9	5	1	12
	3%	3%	3%	3% *	5% *	4% *	3% *	3% *	2%	3%	4%	7% *	2% *	3%

Table continues

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied



Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

PublicPriorityIndex.Below is a list of possible measures to improve public life in the UK. Can you please rank them in order of importance.Please click and drag the most important measure into the boxes and carry on with each until all 11 are placed in your preferred order - Reducing crime

Base: All adults GB 18+

		GENDER		AGE						GE Vote 2017				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservativ es	Labour	Lib Dems	Other	No vote
	A	B	C	D	E	F	G	H	I	J	K	L	M	
Weighted Base	1184	575	599	131	204	189	210	174	276	320	230	74	74	435
Least important (0)	68	44	24	6	18	21	12	9	3	13	12	6	2	30
	6%	8%	4%	4%	9%	11%	6%	5%	1%	4%	5%	7%	2%	7%
				*	H*	H*	*	*				*	*	
Mean score	60.68	59.27	62.3	63.71	54.4	57.66	64.17	62.39	62.23	62.48	54.95	53.07	68.18	61.99
				*	*	*	*	*		JK		*	JK*	J
Standard Deviation	29.983	31.157	28.789	31.686	32.573	33.053	30.213	28.006	24.939	29.105	28.819	30.748	27.57	30.701
Error Variance	0.759	1.687	1.384	7.678	5.207	5.768	4.347	4.513	2.251	2.65	3.604	12.747	10.251	2.168

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied



Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

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Tb T24

PublicPriorityIndex.Below is a list of possible measures to improve public life in the UK. Can you please rank them in order of importance.Please click and drag the most important measure into the boxes and carry on with each until all 11 are placed in your preferred order - Reducing crime

Base: All adults GB 18+

		EU Ref 2016			
		Total	Leave	Remain	Did not vote
		N	O	P	
Unweighted Base	1184	513	495	152	
Weighted Base	1184	390	374	372	
Most important (100)	148	52	41	49	
	12%	13%	11%	13%	*
2nd (90)	160	63	24	66	
	14%	16%	6%	18%	
3rd (80)	166	O	O*		
	14%	62	43	49	
4th (70)	156	16%	11%	13%	
	13%	62	39	54	
5th (60)	88	16%	10%	14%	
	7%	62	39	54	*
6th (50)	99	33	32	21	
	8%	8%	8%	6%	*
7th (40)	79	29	38	30	
	7%	7%	10%	8%	*
8th (30)	101	22	31	26	
	9%	6%	8%	7%	*
9th (20)	81	29	40	31	
	7%	8%	11%	8%	*
10th (10)	38	11	45	21	
	3%	3%	12%	6%	*
			N	*	
			19	6	
			5%	2%	*

Table continues

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR

FIELDWORK : 10/10/2019 - 15/10/2019 (W Week 41)

Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

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Tb T24

PublicPriorityIndex.Below is a list of possible measures to improve public life in the UK. Can you please rank them in order of importance.Please click and drag the most important measure into the boxes and carry on with each until all 11 are placed in your preferred order - Reducing crime

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		N	O	P
Weighted Base	1184	390	374	372
Least important (0)	68 6%	16 4%	21 6%	20 5% *
Mean score	60.68	65.65 O	52.9	63.7 O*
Standard Deviation	29.983	27.763	30.147	29.371
Error Variance	0.759	1.977	2.432	2.321

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

PublicPriorityIndex.Below is a list of possible measures to improve public life in the UK. Can you please rank them in order of importance.Please click and drag the most important measure into the boxes and carry on with each until all 11 are placed in your preferred order - Investing more in health care

Base: All adults GB 18+

		GENDER		AGE						GE Vote 2017				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservativ es	Labour	Lib Dems	Other	No vote
		A	B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	1184	585	597	158	206	194	218	181	227	342	389	92	135	186
Weighted Base	1184	575	599	131	204	189	210	174	276	320	230	74	74	435
Most important (100)	195	77	118	13	36	31	24	22	69	48	43	8	10	74
	16%	13%	20%	10%	17%	16%	12%	13%	25%	15%	18%	11%	13%	17%
				*	*	*	*	*	CFG			*	*	
2nd (90)	178	94	82	24	25	19	22	34	55	56	45	13	7	49
	15%	16%	14%	18%	12%	10%	10%	20%	20%	18%	20%	18%	9%	11%
				*	*	*	*	*				*	*	
3rd (80)	164	65	99	17	32	29	35	16	35	38	30	19	7	61
	14%	11%	17%	13%	16%	15%	17%	9%	13%	12%	13%	26% IJ*	10%	14%
				*	*	*	*	*					*	
4th (70)	114	52	62	12	18	18	17	19	30	39	23	7	7	34
	10%	9%	10%	9%	9%	9%	8%	11%	11%	12%	10%	10%	10%	8%
				*	*	*	*	*				*	*	
5th (60)	106	45	61	7	16	14	17	24	28	43	18	5	7	31
	9%	8%	10%	5%	8%	8%	8%	14%	10%	14%	8%	7%	9%	7%
				*	*	*	*	*				*	*	
6th (50)	114	60	54	11	24	20	20	16	23	29	18	8	14	42
	10%	10%	9%	8%	12%	10%	10%	9%	8%	9%	8%	10%	19%	10%
				*	*	*	*	*				*	*	
7th (40)	80	47	33	11	8	18	15	19	10	17	14	4	5	35
	7%	8%	6%	8%	4%	9%	7%	11%	3%	5%	6%	6%	6%	8%
				*	*	*	*	*				*	*	
8th (30)	93	46	47	8	24	11	28	14	9	18	11	4	5	55
	8%	8%	8%	6%	12%	6%	13%	8%	3%	6%	5%	6%	6%	13%
				*	H*	*	H*	*						

Table continues

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied



Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

PublicPriorityIndex.Below is a list of possible measures to improve public life in the UK. Can you please rank them in order of importance.Please click and drag the most important measure into the boxes and carry on with each until all 11 are placed in your preferred order - Investing more in health care

Base: All adults GB 18+

		GENDER		AGE						GE Vote 2017				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservativ es	Labour	Lib Dems	Other	No vote
	A	B	C	D	E	F	G	H	I	J	K	L	M	
Weighted Base	1184	575	599	131	204	189	210	174	276	320	230	74	74	435
Least important (0)	24	14	9	9	6	4	1	1	2	3	7	2	1	7
	2%	3%	2%	7% FH*	3% *	2% *	* *	* *	1% *	1% *	3% *	2% *	1% *	2% *
Mean score	64.63	60.93	68.58	57.41	64.07	61.52	58.42	65.87	74.52	66.76	67.26	68.54	57.98	61.61
			A	*	*	*	*	*	CDEFG			*	*	
Standard Deviation	28.602	29.79	26.672	32.194	29.249	29.605	28.943	25.32	24.46	26.281	29.533	25.176	28.839	29.532
Error Variance	0.691	1.542	1.188	7.926	4.199	4.627	3.989	3.689	2.166	2.16	3.785	8.545	11.216	2.006

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied



Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

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Tb T25

PublicPriorityIndex.Below is a list of possible measures to improve public life in the UK. Can you please rank them in order of importance.Please click and drag the most important measure into the boxes and carry on with each until all 11 are placed in your preferred order - Investing more in health care

Base: All adults GB 18+

		EU Ref 2016		
	Total	Leave	Remain	Did not vote
		N	O	P
Unweighted Base	1184	513	495	152
Weighted Base	1184	390	374	372
Most important (100)	195 16%	64 17%	66 18%	60 16% *
2nd (90)	178 15%	71 18%	55 15%	52 14% *
3rd (80)	164 14%	46 12%	57 15%	58 16% *
4th (70)	114 10%	52 13% P	43 11% P	15 4% *
5th (60)	106 9%	35 9%	36 10%	28 8% *
6th (50)	114 10%	31 8%	36 10%	43 11% *
7th (40)	80 7%	22 6%	23 6%	23 6% *
8th (30)	93 8%	30 8%	22 6%	38 10% *
9th (20)	63 5%	21 5%	12 3%	29 8% *
10th (10)	52 4%	9 2%	15 4%	21 6% *

Table continues

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR

FIELDWORK : 10/10/2019 - 15/10/2019 (W Week 41)

Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

Pg 52

Tb T25

PublicPriorityIndex.Below is a list of possible measures to improve public life in the UK. Can you please rank them in order of importance.Please click and drag the most important measure into the boxes and carry on with each until all 11 are placed in your preferred order - Investing more in health care

Base: All adults GB 18+

		EU Ref 2016			
		Total	Leave	Remain	Did not vote
		N	O	P	
Weighted Base	1184	390	374	372	
Least important (0)	24	9	8	4	
	2%	2%	2%	1%	*
Mean score	64.63	66.87	67.04	62.26	
				*	
Standard Deviation	28.602	27.652	27.59	29.66	
Error Variance	0.691	1.961	2.037	2.367	

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

PublicPriorityIndex.Below is a list of possible measures to improve public life in the UK. Can you please rank them in order of importance.Please click and drag the most important measure into the boxes and carry on with each until all 11 are placed in your preferred order - Investing more in social care for the elderly

Base: All adults GB 18+

		GENDER		AGE						GE Vote 2017				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservativ es	Labour	Lib Dems	Other	No vote
		A	B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	1184	585	597	158	206	194	218	181	227	342	389	92	135	186
Weighted Base	1184	575	599	131	204	189	210	174	276	320	230	74	74	435
Most important (100)	64	27	36	2	2	4	13	16	27	28	9	8	4	14
	5%	5%	6%	1%	1%	2%	6%	9%	10%	9%	4%	10%	6%	3%
2nd (90)	124	57	60	6	12	9	25	28	43	37	28	10	6	38
	10%	10%	10%	5%	6%	5%	12%	16%	15%	12%	12%	14%	8%	9%
3rd (80)	98	41	57	4	11	14	20	16	34	33	21	4	6	29
	8%	7%	10%	3%	5%	7%	10%	9%	12%	10%	9%	6%	9%	7%
4th (70)	134	72	62	7	11	36	22	25	34	49	23	10	6	38
	11%	12%	10%	5%	5%	19%	11%	14%	12%	15%	10%	13%	8%	9%
5th (60)	141	70	69	16	16	29	29	20	32	36	25	6	5	62
	12%	12%	11%	12%	8%	15%	14%	11%	12%	11%	11%	8%	7%	14%
6th (50)	155	67	87	10	39	15	22	26	42	35	33	6	11	53
	13%	12%	15%	8%	19%	8%	11%	15%	15%	11%	14%	8%	14%	12%
7th (40)	83	41	42	13	11	13	12	12	22	29	23	6	6	17
	7%	7%	7%	10%	5%	7%	6%	7%	8%	9%	10%	9%	7%	4%
8th (30)	123	62	61	17	20	32	23	8	23	23	18	4	20	55
	10%	11%	10%	13%	10%	17%	11%	4%	8%	7%	8%	5%	26%	13%
9th (20)	80	45	35	13	15	17	18	12	5	18	22	3	6	30
	7%	8%	6%	10%	7%	9%	9%	7%	2%	6%	10%	5%	8%	7%
10th (10)	84	35	49	17	20	11	20	3	11	15	15	7	3	40
	7%	6%	8%	13%	10%	6%	10%	2%	4%	5%	7%	10%	4%	9%

Table continues

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied



Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

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Tb T26

PublicPriorityIndex.Below is a list of possible measures to improve public life in the UK. Can you please rank them in order of importance. Please click and drag the most important measure into the boxes and carry on with each until all 11 are placed in your preferred order - Investing more in social care for the elderly

Base: All adults GB 18+

		GENDER		AGE						GE Vote 2017				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservativ es	Labour	Lib Dems	Other	No vote
	A	B	C	D	E	F	G	H	I	J	K	L	M	
Weighted Base	1184	575	599	131	204	189	210	174	276	320	230	74	74	435
Least important (0)	100	59	41	26	47	10	5	7	4	17	13	9	1	59
	8%	10%	7%	20% EFGH*	23% EFGH*	5% *	3% *	4% *	1%	5%	6%	12% *	1% *	13% IJ
Mean score	50.94	49.41	51.91	33.72	35.97	48.64	53.84	61.37	62.93	57.74	51.81	52.29	50.02	44.88
				*	*	CD*	CD*	CDE*	CDEF	JM	M	*	*	
Standard Deviation	29.448	29.647	29.157	27.771	29.162	25.92	28.686	27.319	25.576	28.416	28.237	33.725	26.235	30.121
Error Variance	0.732	1.527	1.419	5.898	4.173	3.547	3.919	4.294	2.368	2.526	3.46	15.334	9.282	2.086

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

Pg 55

Tb T26

PublicPriorityIndex.Below is a list of possible measures to improve public life in the UK. Can you please rank them in order of importance.Please click and drag the most important measure into the boxes and carry on with each until all 11 are placed in your preferred order - Investing more in social care for the elderly

Base: All adults GB 18+

		EU Ref 2016		
	Total	Leave	Remain	Did not vote
		N	O	P
Unweighted Base	1184	513	495	152
Weighted Base	1184	390	374	372
Most important (100)	64	29	18	14
	5%	8%	5%	4% *
2nd (90)	124	36	49	25
	10%	9%	13%	7% *
3rd (80)	98	42	34	18
	8%	11%	9%	5% *
4th (70)	134	53	37	37
	11%	14%	10%	10% *
5th (60)	141	48	41	45
	12%	12%	11%	12% *
6th (50)	155	43	48	56
	13%	11%	13%	15% *
7th (40)	83	34	32	16
	7%	9%	9%	4% *
8th (30)	123	39	27	52
	10%	10%	7%	14% *
9th (20)	80	38	26	12
	7%	10%	7%	3% *
10th (10)	84	12	29	43
	7%	3%	8% N	12% N*

Table continues

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR

FIELDWORK : 10/10/2019 - 15/10/2019 (W Week 41)

Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

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Tb T26

PublicPriorityIndex.Below is a list of possible measures to improve public life in the UK. Can you please rank them in order of importance.Please click and drag the most important measure into the boxes and carry on with each until all 11 are placed in your preferred order - Investing more in social care for the elderly

Base: All adults GB 18+

		EU Ref 2016			
		Total	Leave	Remain	Did not vote
		N	O	P	
Weighted Base	1184	390	374	372	
Least important (0)	100	16	31	53	
	8%	4%	8%	14%	N*
Mean score	50.94	55.64	51.7	43.22	
		P	P	*	
Standard Deviation	29.448	27.483	29.968	29.768	
Error Variance	0.732	1.937	2.403	2.384	

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

PublicPriorityIndex.Below is a list of possible measures to improve public life in the UK. Can you please rank them in order of importance.Please click and drag the most important measure into the boxes and carry on with each until all 11 are placed in your preferred order - Reducing the national debt

Base: All adults GB 18+

		GENDER		AGE						GE Vote 2017				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservativ es	Labour	Lib Dems	Other	No vote
	A	B	C	D	E	F	G	H		I	J	K	L	M
Unweighted Base	1184	585	597	158	206	194	218	181	227	342	389	92	135	186
Weighted Base	1184	575	599	131	204	189	210	174	276	320	230	74	74	435
Most important (100)	64	24	32	4	7	12	11	10	19	24	12	4	3	21
	5%	4%	5%	3%	3%	6%	5%	6%	7%	7%	5%	5%	4%	5%
2nd (90)	79	43	37	5	24	16	18	3	12	22	6	3	11	36
	7%	7%	6%	4%	12%	9%	9%	2%	4%	7%	3%	4%	14%	8%
3rd (80)	95	43	52	9	19	10	32	13	12	25	14	6	3	43
	8%	7%	9%	7%	9%	5%	15%	8%	4%	8%	6%	8%	5%	10%
4th (70)	80	48	32	13	8	10	19	16	14	20	16	2	13	26
	7%	8%	5%	10%	4%	5%	9%	9%	5%	6%	7%	3%	17%	6%
5th (60)	91	47	43	14	19	12	10	14	22	29	17	2	2	33
	8%	8%	7%	10%	9%	6%	5%	8%	8%	9%	7%	3%	3%	8%
6th (50)	89	47	40	17	16	18	6	19	14	34	21	5	4	22
	8%	8%	7%	13%	8%	9%	3%	11%	5%	11%	9%	7%	5%	5%
7th (40)	124	66	58	16	19	29	21	16	22	35	13	13	6	47
	10%	11%	10%	12%	9%	15%	10%	9%	8%	11%	6%	17%	8%	11%
8th (30)	118	56	62	8	16	14	32	17	30	28	26	7	8	37
	10%	10%	10%	6%	8%	7%	15%	10%	11%	9%	11%	10%	11%	9%
9th (20)	164	69	96	18	41	23	20	29	34	28	40	12	9	70
	14%	12%	16%	14%	20%	12%	9%	16%	12%	9%	17%	17%	12%	16%
10th (10)	194	76	118	21	25	25	29	20	74	48	49	13	9	74
	16%	13%	20%	16%	12%	13%	14%	11%	27% DEFG	15%	21%	18%	12%	17%

Table continues

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied



Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

PublicPriorityIndex.Below is a list of possible measures to improve public life in the UK. Can you please rank them in order of importance.Please click and drag the most important measure into the boxes and carry on with each until all 11 are placed in your preferred order - Reducing the national debt

Base: All adults GB 18+

		GENDER		AGE						GE Vote 2017				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservativ es	Labour	Lib Dems	Other	No vote
	A	B	C	D	E	F	G	H	I	J	K	L	M	
Weighted Base	1184	575	599	131	204	189	210	174	276	320	230	74	74	435
Least important (0)	86	57	30	4	9	21	12	17	23	28	17	6	6	25
	7%	10%	5%	3%	5%	11%	6%	10%	8%	9%	7%	9%	8%	6%
				*	*	*	*	*				*	*	
Mean score	42.48	42.89	41.4	43.67	45.05	42.5	47.86	41.05	36.83	45.05	37.48	37.35	47.69	43.36
				*	*	*	H*	*		J		*	J*	
Standard Deviation	30.195	29.999	29.995	26.878	29.925	30.939	31.155	28.926	30.655	30.936	28.903	29.076	31.861	30.645
Error Variance	0.77	1.564	1.502	5.525	4.395	5.053	4.622	4.814	3.402	2.994	3.625	11.399	13.69	2.16

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied



Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

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Tb T27

PublicPriorityIndex.Below is a list of possible measures to improve public life in the UK. Can you please rank them in order of importance.Please click and drag the most important measure into the boxes and carry on with each until all 11 are placed in your preferred order - Reducing the national debt

Base: All adults GB 18+

		EU Ref 2016		
	Total	Leave	Remain	Did not vote
		N	O	P
Unweighted Base	1184	513	495	152
Weighted Base	1184	390	374	372
Most important (100)	64	23	23	17
	5%	6%	6%	5% *
2nd (90)	79	27	27	25
	7%	7%	7%	7% *
3rd (80)	95	34	21	37
	8%	9%	6%	10% *
4th (70)	80	25	15	31
	7%	6%	4%	8% *
5th (60)	91	26	27	38
	8%	7%	7%	10% *
6th (50)	89	35	31	20
	8%	9%	8%	5% *
7th (40)	124	41	34	32
	10%	11%	9%	9% *
8th (30)	118	48	30	34
	10%	12%	8%	9% *
9th (20)	164	44	58	59
	14%	11%	16%	16% *
10th (10)	194	61	71	61
	16%	16%	19%	16% *

Table continues

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR

FIELDWORK : 10/10/2019 - 15/10/2019 (W Week 41)

Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

PublicPriorityIndex.Below is a list of possible measures to improve public life in the UK. Can you please rank them in order of importance.Please click and drag the most important measure into the boxes and carry on with each until all 11 are placed in your preferred order - Reducing the national debt

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		N	O	P
Weighted Base	1184	390	374	372
Least important (0)	86 7%	25 6%	36 10%	18 5% *
Mean score	42.48	44.01	39.55	44.2 *
Standard Deviation	30.195	30.134	31.098	29.912
Error Variance	0.77	2.329	2.588	2.408

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied



Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

PublicPriorityIndex.Below is a list of possible measures to improve public life in the UK. Can you please rank them in order of importance.Please click and drag the most important measure into the boxes and carry on with each until all 11 are placed in your preferred order - Improving the future opportunities of our young people through better education

Base: All adults GB 18+

		GENDER		AGE						GE Vote 2017				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservativ es	Labour	Lib Dems	Other	No vote
	A	B	C	D	E	F	G	H	I	J	K	L	M	
Unweighted Base	1184	585	597	158	206	194	218	181	227	342	389	92	135	186
Weighted Base	1184	575	599	131	204	189	210	174	276	320	230	74	74	435
Most important (100)	82	46	36	11	8	6	29	15	12	14	16	6	10	32
	7%	8%	6%	9%	4%	3%	14% EH*	9%	4%	4%	7%	8%	13%	7%
2nd (90)	90	37	53	10	11	18	16	16	19	21	18	6	4	40
	8%	7%	9%	8%	5%	10%	8%	9%	7%	7%	8%	9%	5%	9%
3rd (80)	97	51	46	8	14	23	19	12	22	37	26	4	3	24
	8%	9%	8%	6%	7%	12%	9%	7%	8%	12%	11%	5%	4%	6%
4th (70)	147	59	81	17	35	21	18	12	45	35	25	11	6	67
	12%	10%	14%	13%	17%	11%	9%	7%	16%	11%	11%	15%	8%	15%
5th (60)	127	63	64	22	27	14	25	14	25	31	29	15	9	33
	11%	11%	11%	17%	13%	8%	12%	8%	9%	10%	12%	20% M*	13%	8%
6th (50)	139	56	83	9	26	42	13	21	29	32	26	7	10	64
	12%	10%	14%	7%	13%	22% CF*	6%	12%	10%	10%	11%	9%	13%	15%
7th (40)	122	57	65	10	40	13	24	10	25	34	26	8	11	37
	10%	10%	11%	8%	20% EG*	7%	12%	6%	9%	11%	11%	10%	15%	8%
8th (30)	84	38	46	12	9	8	13	13	31	32	19	9	3	20
	7%	7%	8%	9%	4%	4%	6%	7%	11%	10%	8%	12% *	4%	5%
9th (20)	95	53	39	17	12	13	11	26	15	29	20	5	5	28
	8%	9%	7%	13%	6%	7%	5%	15% H*	6%	9%	9%	7% *	7% *	6%
10th (10)	108	64	44	11	14	18	17	18	31	34	13	2	6	38
	9%	11%	7%	8%	7%	9%	8%	10%	11%	10%	6%	2% *	8% *	9%

Table continues

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied



Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

PublicPriorityIndex.Below is a list of possible measures to improve public life in the UK. Can you please rank them in order of importance.Please click and drag the most important measure into the boxes and carry on with each until all 11 are placed in your preferred order - Improving the future opportunities of our young people through better education

Base: All adults GB 18+

		GENDER		AGE						GE Vote 2017				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservativ es	Labour	Lib Dems	Other	No vote
	A	B	C	D	E	F	G	H	I	J	K	L	M	
Weighted Base	1184	575	599	131	204	189	210	174	276	320	230	74	74	435
Least important (0)	92	51	41	4	8	15	25	17	23	20	11	1	8	52
	8%	9%	7%	3%	4%	8%	12%	10%	8%	6%	5%	1%	10%	12%
				*	*	*	*	*				*	*	
Mean score	50.14	48.52	51.61	52.1	51.49	50.65	52.62	46.95	48	48.32	53.52	57.15	49.72	49.73
				*	*	*	*	*				I*	*	
Standard Deviation	29.688	30.902	28.513	28.893	25.172	28.753	33.31	32.172	29.164	28.821	28.12	24.769	31.435	31.25
Error Variance	0.744	1.659	1.357	6.384	3.109	4.364	5.284	5.955	3.079	2.598	3.432	8.272	13.326	2.246

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

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Tb T28

PublicPriorityIndex.Below is a list of possible measures to improve public life in the UK. Can you please rank them in order of importance.Please click and drag the most important measure into the boxes and carry on with each until all 11 are placed in your preferred order - Improving the future opportunities of our young people through better education

Base: All adults GB 18+

		EU Ref 2016		
	Total	Leave	Remain	Did not vote
		N	O	P
Unweighted Base	1184	513	495	152
Weighted Base	1184	390	374	372
Most important (100)	82	15	27	36
	7%	4%	7%	10% *
2nd (90)	90	15	39	28
	8%	4%	10% N	8% *
3rd (80)	97	41	34	22
	8%	10%	9%	6% *
4th (70)	147	40	48	58
	12%	10%	13%	15% *
5th (60)	127	39	47	37
	11%	10%	13%	10% *
6th (50)	139	46	30	58
	12%	12%	8%	16% *
7th (40)	122	44	45	31
	10%	11%	12%	8% *
8th (30)	84	35	32	17
	7%	9%	9%	5% *
9th (20)	95	41	19	25
	8%	11% O	5%	7% *
10th (10)	108	55	22	20
	9%	14% OP	6%	5% *

Table continues

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR

FIELDWORK : 10/10/2019 - 15/10/2019 (W Week 41)

Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

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Tb T28

PublicPriorityIndex.Below is a list of possible measures to improve public life in the UK. Can you please rank them in order of importance.Please click and drag the most important measure into the boxes and carry on with each until all 11 are placed in your preferred order - Improving the future opportunities of our young people through better education

Base: All adults GB 18+

		EU Ref 2016			
		Total	Leave	Remain	Did not vote
		N	O	P	
Weighted Base	1184	390	374	372	
Least important (0)	92 8%	19 5%	29 8%	40 11% *	
Mean score	50.14	45.33	53.75	52.28	
Standard Deviation	29.688	27.77	N 29.428	* 30.455	
Error Variance	0.744	1.978	2.317	2.496	

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

PublicPriorityIndex.Below is a list of possible measures to improve public life in the UK. Can you please rank them in order of importance.Please click and drag the most important measure into the boxes and carry on with each until all 11 are placed in your preferred order - Stricter border controls to reduce immigration

Base: All adults GB 18+

		GENDER		AGE						GE Vote 2017				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservativ es	Labour	Lib Dems	Other	No vote
		A	B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	1184	585	597	158	206	194	218	181	227	342	389	92	135	186
Weighted Base	1184	575	599	131	204	189	210	174	276	320	230	74	74	435
Most important (100)	119	45	74	12	15	13	21	23	36	44	11	4	8	52
	10%	8%	12%	9%	7%	7%	10%	13%	13%	14%	5%	6%	11%	12%
2nd (90)	87	25	62	6	10	14	17	13	28	41	11	2	5	28
	7%	4%	10%	5%	5%	7%	8%	7%	10%	13%	5%	3%	7%	6%
3rd (80)	101	66	35	17	21	22	14	13	13	29	17	2	14	27
	9%	11%	6%	13%	10%	12%	7%	7%	5%	9%	7%	2%	19%	6%
4th (70)	64	37	27	3	5	8	17	10	22	18	9	3	3	29
	5%	6%	4%	2%	2%	4%	8%	6%	8%	6%	4%	4%	4%	7%
5th (60)	100	54	46	13	28	13	20	12	14	15	25	1	1	55
	8%	9%	8%	10%	14%	7%	10%	7%	5%	5%	11%	2%	1%	13%
6th (50)	75	46	29	6	13	10	16	14	18	30	5	7	3	28
	6%	8%	5%	4%	6%	5%	8%	8%	6%	9%	2%	9%	4%	6%
7th (40)	51	21	30	7	3	11	13	6	11	21	9	4	3	13
	4%	4%	5%	5%	1%	6%	6%	3%	4%	7%	4%	5%	4%	3%
8th (30)	73	43	29	18	12	12	9	13	10	19	10	4	3	29
	6%	8%	5%	13%	6%	6%	4%	7%	4%	6%	4%	5%	4%	7%
9th (20)	139	69	69	14	21	23	22	21	38	33	23	7	14	59
	12%	12%	12%	11%	10%	12%	10%	12%	14%	10%	10%	9%	18%	14%
10th (10)	144	70	74	13	33	30	23	16	29	34	33	13	6	50
	12%	12%	12%	10%	16%	16%	11%	9%	11%	11%	14%	17%	8%	11%

Table continues

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied



Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

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Tb T29

PublicPriorityIndex.Below is a list of possible measures to improve public life in the UK. Can you please rank them in order of importance.Please click and drag the most important measure into the boxes and carry on with each until all 11 are placed in your preferred order - Stricter border controls to reduce immigration

Base: All adults GB 18+

		GENDER		AGE						GE Vote 2017				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservativ es	Labour	Lib Dems	Other	No vote
	A	B	C	D	E	F	G	H		I	J	K	L	M
Weighted Base	1184	575	599	131	204	189	210	174	276	320	230	74	74	435
Least important (0)	232	99	123	22	44	34	39	34	59	36	76	29	13	67
	20%	17%	21%	17% *	21% *	18% *	19% *	19% *	21%	11%	33% IM	38% IM*	18% *	15%
Mean score	42.65	42.33	43.63	42.81	39.08	40.59	44.64	44.8	43.75	51.42	31.86	25.05	46.03	44.97
				*	*	*	*	*		JK		*	JK*	JK
Standard Deviation	35.235	33.393	36.807	33.674	34.211	34.364	34.821	36.136	37.023	35.152	33.61	30.821	36.751	34.445
Error Variance	1.049	1.938	2.262	8.672	5.744	6.234	5.774	7.513	4.962	3.865	4.902	12.808	18.215	2.728

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

PublicPriorityIndex.Below is a list of possible measures to improve public life in the UK. Can you please rank them in order of importance.Please click and drag the most important measure into the boxes and carry on with each until all 11 are placed in your preferred order - Stricter border controls to reduce immigration

Base: All adults GB 18+

		EU Ref 2016		
	Total	Leave	Remain	Did not vote
		N	O	P
Unweighted Base	1184	513	495	152
Weighted Base	1184	390	374	372
Most important (100)	119	79	10	31
	10%	20% OP	3%	8% *
2nd (90)	87	52	11	16
	7%	13% OP	3%	4% *
3rd (80)	101	41	19	35
	9%	11% O	5%	9% *
4th (70)	64	24	10	24
	5%	6%	3%	6% *
5th (60)	100	22	31	46
	8%	6%	8%	12% *
6th (50)	75	23	30	15
	6%	6%	8%	4% *
7th (40)	51	26	15	8
	4%	7%	4%	2% *
8th (30)	73	16	29	26
	6%	4%	8%	7% *
9th (20)	139	40	44	41
	12%	10%	12%	11% *
10th (10)	144	37	53	54
	12%	10%	14%	15% *

Table continues

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied



Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

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Tb T29

PublicPriorityIndex.Below is a list of possible measures to improve public life in the UK. Can you please rank them in order of importance. Please click and drag the most important measure into the boxes and carry on with each until all 11 are placed in your preferred order - Stricter border controls to reduce immigration

Base: All adults GB 18+

		EU Ref 2016			
		Total	Leave	Remain	Did not vote
		N	O	P	
Weighted Base	1184	390	374	372	
Least important (0)	232	29	121	76	
	20%	7%	32% NP	21% N*	
Mean score	42.65	58.43	28.07	40.17	
Standard Deviation		OP		O*	
	35.235	35.077	29.601	34.363	
Error Variance	1.049	3.155	2.345	3.177	

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

PublicPriorityIndex.Below is a list of possible measures to improve public life in the UK. Can you please rank them in order of importance.Please click and drag the most important measure into the boxes and carry on with each until all 11 are placed in your preferred order - Reducing income inequality between the richest and the poorest

Base: All adults GB 18+

Table continues

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied



Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

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Tb T30

PublicPriorityIndex.Below is a list of possible measures to improve public life in the UK. Can you please rank them in order of importance.Please click and drag the most important measure into the boxes and carry on with each until all 11 are placed in your preferred order - Reducing income inequality between the richest and the poorest

Base: All adults GB 18+

		GENDER		AGE						GE Vote 2017				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservativ es	Labour	Lib Dems	Other	No vote
	A	B	C	D	E	F	G	H		I	J	K	L	M
Weighted Base	1184	575	599	131	204	189	210	174	276	320	230	74	74	435
Least important (0)	115	46	69	7	11	18	33	13	33	54	7	4	4	44
	10%	8%	12%	6%	5%	10%	16%	7%	12%	17%	3%	5%	5%	10%
				*	*	*	*	*		J		*	*	J
Mean score	48.74	49.25	47.81	53.6	58.31	47.35	41.24	50.3	45.07	33.54	61.25	49.71	50.73	53.87
				F*	EFH*	*	*	*			IKM	I*	I*	I
Standard Deviation	32.236	32.16	32.371	30.917	28.975	30.554	31.675	34.068	33.607	29.255	31.039	31.686	33.1	30.911
Error Variance	0.878	1.797	1.749	7.31	4.12	4.928	4.778	6.678	4.088	2.677	4.181	13.537	14.776	2.197

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

Pg 71

Tb T30

PublicPriorityIndex.Below is a list of possible measures to improve public life in the UK. Can you please rank them in order of importance.Please click and drag the most important measure into the boxes and carry on with each until all 11 are placed in your preferred order - Reducing income inequality between the richest and the poorest

Base: All adults GB 18+

		EU Ref 2016		
	Total	Leave	Remain	Did not vote
		N	O	P
Unweighted Base	1184	513	495	152
Weighted Base	1184	390	374	372
Most important (100)	127	19	53	46
	11%	5%	14%	12%
2nd (90)	81	26	33	22
	7%	7%	9%	6%
3rd (80)	112	23	36	46
	9%	6%	10%	12%
4th (70)	86	29	30	20
	7%	7%	8%	5%
5th (60)	110	34	33	43
	9%	9%	9%	12%
6th (50)	98	40	29	23
	8%	10%	8%	6%
7th (40)	117	26	39	48
	10%	7%	10%	13%
8th (30)	96	40	22	33
	8%	10%	6%	9%
9th (20)	121	47	32	42
	10%	12%	9%	11%
10th (10)	120	62	36	14
	10%	16%	10%	4%
		OP		*

Table continues

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR

FIELDWORK : 10/10/2019 - 15/10/2019 (W Week 41)

Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

PublicPriorityIndex.Below is a list of possible measures to improve public life in the UK. Can you please rank them in order of importance.Please click and drag the most important measure into the boxes and carry on with each until all 11 are placed in your preferred order - Reducing income inequality between the richest and the poorest

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		N	O	P
Weighted Base	1184	390	374	372
Least important (0)	115 10%	44 11%	32 9%	35 9% *
Mean score	48.74	40.88	53.03	51.75
Standard Deviation	32.236	30.47	N 33.042	N* 31.48
Error Variance	0.878	2.381	2.922	2.667

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

PublicPriorityIndex.Below is a list of possible measures to improve public life in the UK. Can you please rank them in order of importance.Please click and drag the most important measure into the boxes and carry on with each until all 11 are placed in your preferred order - Reducing unemployment

Base: All adults GB 18+

		GENDER		AGE						GE Vote 2017				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservativ es	Labour	Lib Dems	Other	No vote
	A	B	C	D	E	F	G	H	I	J	K	L	M	
Unweighted Base	1184	585	597	158	206	194	218	181	227	342	389	92	135	186
Weighted Base	1184	575	599	131	204	189	210	174	276	320	230	74	74	435
Most important (100)	60 5%	33 6%	27 5%	19 15% EFH*	17 8% H*	6 3% *	6 3% *	9 5% *	3 1%	5 2%	10 4%	4 6% *	2 3% *	33 7% I
2nd (90)	102 9%	58 10%	44 7%	6 5% *	33 16% H*	22 12% *	19 9% *	9 5% *	14 5%	25 8%	13 6%	6 9% *	8 11% *	39 9%
3rd (80)	104 9%	37 7%	66 11%	18 14% H*	23 11% *	17 9% *	18 9% *	18 10% *	9 3%	15 5%	19 8%	7 10% *	9 13% *	50 12%
4th (70)	123 10%	58 10%	64 11%	18 14% *	35 17% H*	16 8% *	21 10% *	17 10% *	15 6%	12 4%	32 14% I	7 9% *	9 12% *	58 13% I
5th (60)	139 12%	54 9%	78 13%	22 17% *	12 6% *	18 9% *	26 12% *	20 11% *	42 15%	32 10%	24 10%	9 12% *	13 18% *	53 12%
6th (50)	120 10%	68 12%	52 9%	11 8% *	15 7% *	18 10% *	37 18% *	16 9% *	22 8%	37 12%	21 9%	10 14% *	3 5% *	45 10%
7th (40)	161 14%	71 12%	87 15%	10 8% *	19 10% *	31 16% *	16 7% *	22 13% *	63 23% CDF	57 18%	25 11%	5 6% *	10 14% *	60 14%
8th (30)	128 11%	64 11%	64 11%	11 8% *	19 10% *	9 5% *	17 8% *	28 16% E*	44 16% E	42 13% M	39 17% M	12 16% *	6 8% *	24 6%
9th (20)	115 10%	56 10%	59 10%	2 1% *	11 5% *	29 15% C*	21 10% *	16 9% *	37 13% C	42 13%	20 9%	8 11% *	5 7% *	35 8%
10th (10)	76 6%	41 7%	34 6%	7 5% *	11 6% *	15 8% *	15 7% *	11 6% *	17 6%	30 9%	15 7%	5 7% *	3 5% *	22 5%

Table continues

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied



Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

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Tb T31

PublicPriorityIndex.Below is a list of possible measures to improve public life in the UK. Can you please rank them in order of importance.Please click and drag the most important measure into the boxes and carry on with each until all 11 are placed in your preferred order - Reducing unemployment

Base: All adults GB 18+

		GENDER		AGE						GE Vote 2017				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservativ es	Labour	Lib Dems	Other	No vote
	A	B	C	D	E	F	G	H	I	J	K	L	M	
Weighted Base	1184	575	599	131	204	189	210	174	276	320	230	74	74	435
Least important (0)	58	35	23	6	9	10	15	7	11	20	12	-	4	16
	5%	6%	4%	5%	4%	5%	7%	4%	4%	6%	5%	*	6%	4%
				*	*	*	*	*				*	*	
Mean score	50.44	49.57	51.22	60.55	59.14	48.71	49.1	49.02	42.34	41.93	48.27	52.5	54.25	55.91
				EFGH*	EFGH*	*	*	*			I	I*	I*	IJ
Standard Deviation	27.663	28.688	26.839	28.14	29.112	28.445	27.66	27.02	22.869	25.948	27.119	26.775	27.339	27.357
Error Variance	0.646	1.43	1.203	6.056	4.159	4.271	3.643	4.201	1.893	2.106	3.192	9.666	10.08	1.721

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

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Tb T31

PublicPriorityIndex.Below is a list of possible measures to improve public life in the UK. Can you please rank them in order of importance. Please click and drag the most important measure into the boxes and carry on with each until all 11 are placed in your preferred order - Reducing unemployment

Base: All adults GB 18+

		EU Ref 2016		
	Total	Leave	Remain	Did not vote
		N	O	P
Unweighted Base	1184	513	495	152
Weighted Base	1184	390	374	372
Most important (100)	60 5%	13 3%	18 5%	19 5% *
2nd (90)	102 9%	26 7%	27 7%	47 13% *
3rd (80)	104 9%	27 7%	26 7%	50 13% *
4th (70)	123 10%	27 7%	47 13% N	45 12% *
5th (60)	139 12%	41 10%	37 10%	50 13% *
6th (50)	120 10%	47 12%	43 12%	26 7% *
7th (40)	161 14%	59 15%	45 12%	58 16% *
8th (30)	128 11%	53 14% P	48 13% P	19 5% *
9th (20)	115 10%	52 13%	36 10%	21 6% *
10th (10)	76 6%	25 7%	26 7%	24 6% *

Table continues

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR

FIELDWORK : 10/10/2019 - 15/10/2019 (W Week 41)

Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

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Tb T31

PublicPriorityIndex.Below is a list of possible measures to improve public life in the UK. Can you please rank them in order of importance.Please click and drag the most important measure into the boxes and carry on with each until all 11 are placed in your preferred order - Reducing unemployment

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		N	O	P
Weighted Base	1184	390	374	372
Least important (0)	58 5%	20 5%	20 5%	12 3% *
Mean score	50.44	45.43	48.83	56.93
Standard Deviation	27.663	26.292	27.493	NO*
Error Variance	0.646	1.773	2.023	1.998

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

PublicPriorityIndex.Below is a list of possible measures to improve public life in the UK. Can you please rank them in order of importance.Please click and drag the most important measure into the boxes and carry on with each until all 11 are placed in your preferred order - Renegotiating our position in the EU

Base: All adults GB 18+

		GENDER		AGE						GE Vote 2017				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservativ es	Labour	Lib Dems	Other	No vote
	A	B	C	D	E	F	G	H	I	J	K	L	M	
Unweighted Base	1184	585	597	158	206	194	218	181	227	342	389	92	135	186
Weighted Base	1184	575	599	131	204	189	210	174	276	320	230	74	74	435
Most important (100)	66 6%	42 7%	24 4%	9 7% *	4 2% *	21 11% *	7 3% *	11 6% *	15 5%	19 6%	26 11% M	2 3% *	2 3% *	13 3%
2nd (90)	47 4%	21 4%	26 4%	5 4% *	6 3% *	8 4% *	6 3% *	11 6% *	11 4%	20 6%	13 6%	2 3% *	2 3% *	11 2%
3rd (80)	42 4%	26 4%	17 3%	9 7% *	6 3% *	8 4% *	9 4% *	6 4% *	4 2%	14 4%	8 4%	3 4% *	1 1% *	16 4%
4th (70)	53 4%	23 4%	31 5%	8 6% *	11 5% *	9 5% *	11 5% *	6 3% *	8 3%	13 4%	11 5%	6 8% *	1 2% *	19 4%
5th (60)	56 5%	36 6%	20 3%	7 5% *	13 6% *	9 5% *	11 5% *	10 6% *	6 2%	20 6%	11 5%	5 7% *	2 3% *	17 4%
6th (50)	82 7%	49 9%	33 6%	9 7% *	13 7% *	17 9% *	15 7% *	10 6% *	18 6%	13 4%	13 6%	6 8% *	12 17% IJ*	34 8%
7th (40)	83 7%	42 7%	41 7%	10 8% *	16 8% *	9 5% *	19 9% *	12 7% *	18 7%	17 5%	23 10%	4 5% *	2 3% *	31 7%
8th (30)	95 8%	52 9%	43 7%	10 8% *	22 11% *	22 12% *	23 11% *	6 3% *	12 4%	19 6%	14 6%	9 12% *	7 9% *	43 10%
9th (20)	128 11%	54 9%	74 12%	14 11% *	27 13% *	13 7% *	24 11% *	7 4% *	42 15% G	42 13%	23 10%	9 12% *	4 6% *	39 9%
10th (10)	225 19%	108 19%	107 18%	22 17% *	47 23% *	39 20% *	36 17% *	45 26% H*	36 13%	34 11%	39 17%	15 20% *	19 26% I*	115 26% I

Table continues

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied



Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

Pg 78

Tb T32

PublicPriorityIndex.Below is a list of possible measures to improve public life in the UK. Can you please rank them in order of importance.Please click and drag the most important measure into the boxes and carry on with each until all 11 are placed in your preferred order - Renegotiating our position in the EU

Base: All adults GB 18+

		GENDER		AGE						GE Vote 2017				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservativ es	Labour	Lib Dems	Other	No vote
	A	B	C	D	E	F	G	H	I	J	K	L	M	
Weighted Base	1184	575	599	131	204	189	210	174	276	320	230	74	74	435
Least important (0)	306	122	184	27	38	35	49	50	107	110	51	15	21	96
	26%	21%	31% A	21% *	18% *	19% *	23% *	29% *	39% CDEF	34% JM	22%	20% *	28% *	22%
Mean score	30.73	34.37	27.57	36.25	29.28	37.25	30.44	30.65	24.98	31.2	37.48	31.57	25.61	27.88
		B		H*	*	H*	*	*			LM	*	*	
Standard Deviation	31.2	31.955	30.251	32.771	27.019	33.879	28.781	33.621	30.606	33.699	34.842	28.792	27.308	28.031
Error Variance	0.822	1.774	1.528	8.213	3.583	6.059	3.945	6.504	3.391	3.552	5.268	11.177	10.057	1.807

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

Pg 79

Tb T32

PublicPriorityIndex.Below is a list of possible measures to improve public life in the UK. Can you please rank them in order of importance. Please click and drag the most important measure into the boxes and carry on with each until all 11 are placed in your preferred order - Renegotiating our position in the EU

Base: All adults GB 18+

		EU Ref 2016		
	Total	Leave	Remain	Did not vote
		N	O	P
Unweighted Base	1184	513	495	152
Weighted Base	1184	390	374	372
Most important (100)	66	15	44	7
	6%	4%	12% NP	2% *
2nd (90)	47	11	28	9
	4%	3%	7% N	2% *
3rd (80)	42	12	20	10
	4%	3%	5%	3% *
4th (70)	53	14	21	12
	4%	4%	6%	3% *
5th (60)	56	20	17	12
	5%	5%	5%	3% *
6th (50)	82	18	28	32
	7%	5%	8%	9% *
7th (40)	83	17	32	35
	7%	4%	8%	9% *
8th (30)	95	19	33	38
	8%	5%	9%	10% *
9th (20)	128	29	49	44
	11%	8%	13%	12% *
10th (10)	225	53	56	97
	19%	14%	15%	26% NO*

Table continues

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR

FIELDWORK : 10/10/2019 - 15/10/2019 (W Week 41)

Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

Pg 80

Tb T32

PublicPriorityIndex.Below is a list of possible measures to improve public life in the UK. Can you please rank them in order of importance.Please click and drag the most important measure into the boxes and carry on with each until all 11 are placed in your preferred order - Renegotiating our position in the EU

Base: All adults GB 18+

		EU Ref 2016			
		Total	Leave	Remain	Did not vote
		N	O	P	
Weighted Base	1184	390	374	372	
Least important (0)	306	181	48	74	
	26%	46% OP	13%	20% *	
Mean score	30.73	22.78	43.1	26.62	
Standard Deviation	31.2	30.352	NP	*	
			34.037	25.685	
Error Variance	0.822	2.362	3.1	1.775	

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

PublicPriorityIndex.Below is a list of possible measures to improve public life in the UK. Can you please rank them in order of importance.Please click and drag the most important measure into the boxes and carry on with each until all 11 are placed in your preferred order - Affordable housing

Base: All adults GB 18+

		GENDER		AGE						GE Vote 2017				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservativ es	Labour	Lib Dems	Other	No vote
	A	B	C	D	E	F	G	H	I	J	K	L	M	
Unweighted Base	1184	585	597	158	206	194	218	181	227	342	389	92	135	186
Weighted Base	1184	575	599	131	204	189	210	174	276	320	230	74	74	435
Most important (100)	146 12%	68 12%	77 13%	7 6% *	44 21% CGH*	50 26% CFGH*	22 11% *	10 6% *	12 4%	35 11%	25 11%	10 14% *	9 12% *	60 14%
2nd (90)	137 12%	73 13%	64 11%	33 25% DFGH*	22 11% *	25 13% *	21 10% *	9 5% *	26 10%	25 8%	29 13%	6 8% *	4 6% *	64 15%
3rd (80)	111 9%	62 11%	49 8%	17 13% *	16 8% *	11 6% *	18 9% *	18 10% *	31 11%	33 10%	23 10%	11 14% *	8 11% *	34 8%
4th (70)	117 10%	43 8%	74 12%	9 7% *	21 10% *	23 12% *	27 13% *	8 5% *	29 11%	30 10%	27 12%	6 8% *	7 10% *	42 10%
5th (60)	100 8%	68 12% B	32 5%	7 5% *	14 7% *	18 10% *	23 11% *	17 10% *	21 8%	24 7%	19 8%	7 9% *	14 18% *	31 7%
6th (50)	102 9%	43 8%	52 9%	11 8% *	12 6% *	18 9% *	18 8% *	16 9% *	28 10%	24 8%	23 10%	5 6% *	4 6% *	38 9%
7th (40)	116 10%	59 10%	58 10%	17 13% *	17 9% *	9 5% *	17 8% *	25 15% *	30 11%	25 8%	21 9%	12 16% *	10 13% *	45 10%
8th (30)	129 11%	49 9%	78 13%	10 8% *	17 8% *	18 9% *	14 7% *	22 13% *	48 17% F	53 16% J	21 9%	5 6% *	6 8% *	41 9%
9th (20)	110 9%	64 11%	46 8%	7 5% *	24 12% *	11 6% *	24 11% *	20 11% *	26 9%	33 10%	15 7%	10 13% *	4 6% *	42 10%
10th (10)	66 6%	24 4%	43 7%	5 4% *	9 5% *	4 2% *	17 8% *	12 7% *	18 6%	25 8%	14 6%	3 4% *	5 7% *	18 4%

Table continues

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied



Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

PublicPriorityIndex.Below is a list of possible measures to improve public life in the UK. Can you please rank them in order of importance.Please click and drag the most important measure into the boxes and carry on with each until all 11 are placed in your preferred order - Affordable housing

Base: All adults GB 18+

		GENDER		AGE						GE Vote 2017				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservativ es	Labour	Lib Dems	Other	No vote
	A	B	C	D	E	F	G	H	I	J	K	L	M	
Weighted Base	1184	575	599	131	204	189	210	174	276	320	230	74	74	435
Least important (0)	49	22	28	7	7	3	9	16	8	13	13	1	2	20
	4%	4%	5%	5%	3%	2%	4%	9%	3%	4%	6%	2%	3%	5%
				*	*	*	*	*				*	*	
Mean score	56.14	57.34	55.18	60.09	60.66	67.73	54.5	45.39	51.02	51.87	56.71	58.01	56.26	58.1
				GH*	GH*	FGH*	G*	*				*	*	
Standard Deviation	30.311	29.87	30.896	29.849	32.07	28.937	30.382	29.088	27.376	30.431	30.418	29.185	28.355	30.814
Error Variance	0.776	1.55	1.594	6.814	5.047	4.42	4.396	4.868	2.713	2.897	4.015	11.484	10.843	2.184

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied



Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

Pg 83

Tb T33

PublicPriorityIndex.Below is a list of possible measures to improve public life in the UK. Can you please rank them in order of importance. Please click and drag the most important measure into the boxes and carry on with each until all 11 are placed in your preferred order - Affordable housing

Base: All adults GB 18+

		EU Ref 2016		
	Total	Leave	Remain	Did not vote
		N	O	P
Unweighted Base	1184	513	495	152
Weighted Base	1184	390	374	372
Most important (100)	146	47	25	69
	12%	12%	7%	19% O*
2nd (90)	137	40	42	49
	12%	10%	11%	13% *
3rd (80)	111	29	44	33
	9%	8%	12%	9% *
4th (70)	117	26	44	45
	10%	7%	12%	12% *
5th (60)	100	37	41	12
	8%	10%	11% P	3% *
6th (50)	102	37	33	25
	9%	9%	9%	7% *
7th (40)	116	38	33	36
	10%	10%	9%	10% *
8th (30)	129	48	50	31
	11%	12%	13%	8% *
9th (20)	110	33	24	51
	9%	9%	7%	14% *
10th (10)	66	33	19	11
	6%	8%	5%	3% *

Table continues

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR

FIELDWORK : 10/10/2019 - 15/10/2019 (W Week 41)

Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

Pg 84

Tb T33

PublicPriorityIndex.Below is a list of possible measures to improve public life in the UK. Can you please rank them in order of importance.Please click and drag the most important measure into the boxes and carry on with each until all 11 are placed in your preferred order - Affordable housing

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		N	O	P
Weighted Base	1184	390	374	372
Least important (0)	49 4%	21 6%	20 5%	8 2% *
Mean score	56.14	52.47	54.69	60.87 N*
Standard Deviation	30.311	31.159	28.65	31.082
Error Variance	0.776	2.49	2.197	2.6

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

Pg 85

Tb T34

JobSecurity.Do you feel that your current job is...?

Base: All adults GB 18+ working full/part time

		GENDER		AGE						GE Vote 2017				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservativ es	Labour	Lib Dems	Other	No vote
	A	B	C	D	E	F	G	H		I	J	K	L	M
Unweighted Base	704	387	316	99	173	141	166	98	27	180	261	56	79	106
Weighted Base	731	388	336	81	166	134	175	121	55	175	158	53	46	271
More safe than it was 12 months ago	94 13%	58 15%	36 11%	15 18% *	31 19% *	13 9% *	15 9% *	9 8% *	11 20% **	33 19%	20 13%	5 9% *	4 9% **	26 10% *
Less safe than it was 12 months ago	192 26%	121 31%	71 21%	30 37% G*	55 33% G*	44 33% G*	44 25% *	17 14% *	2 3% **	31 18%	52 33% I	17 31% *	8 17% **	78 29% *
Much the same as it was 12 months ago	377 52%	188 48%	182 54%	22 27% *	75 45% *	60 45% *	97 55% C*	84 70% CDE*	39 72% **	104 59%	80 51%	26 49% *	33 72% **	123 46% *
Don't know	69 9%	21 5%	48 14% A	14 17% D*	6 4% *	17 13% *	19 11% *	10 9% *	3 5% **	8 4%	5 3%	6 11% *	1 2% **	42 16% IJ*

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

JobSecurity.Do you feel that your current job is...?

Base: All adults GB 18+ working full/part time

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		N	O	P
Unweighted Base	704	276	333	79
Weighted Base	731	223	261	211
More safe than it was 12 months ago	94 13%	29 13%	41 16%	20 10% *
Less safe than it was 12 months ago	192 26%	36 16%	85 33% N	67 32% N*
Much the same as it was 12 months ago	377 52%	148 66% OP	119 46%	100 47% *
Don't know	69 9%	10 5%	17 6%	24 11% *

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

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Tb T35

PastEconomy.Compared to a year ago, do you think that the British economy is doing...?

Base: All adults GB 18+

		GENDER		AGE						GE Vote 2017				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservativ es	Labour	Lib Dems	Other	No vote
	A	B	C	D	E	F	G	H	I	J	K	L	M	
Unweighted Base	1184	585	597	158	206	194	218	181	227	342	389	92	135	186
Weighted Base	1184	575	599	131	204	189	210	174	276	320	230	74	74	435
Better than it was 12 months ago	157	99	57	22	17	17	27	19	54	82	16	14	14	26
	13%	17% B	10%	16% *	9% *	9% *	13% *	11% *	20%	26% JM	7%	19% JM*	19% JM*	6%
Much the same as it was 12 months ago	605	287	317	66	106	96	116	96	126	172	108	41	44	222
	51%	50%	53%	50% *	52% *	50% *	55% *	55% *	45%	54%	47%	55% *	59% *	51%
Worse than it was 12 months ago	423	189	224	44	81	77	66	58	96	65	106	19	17	187
	36%	33%	37%	33% *	40% *	41% *	32% *	34% *	35%	20%	46% IKL	26% *	22% *	43% IL

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

PastEconomy.Compared to a year ago, do you think that the British economy is doing...?

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		N	O	P
Unweighted Base	1184	513	495	152
Weighted Base	1184	390	374	372
Better than it was 12 months ago	157	96	44	14
	13%	25%	12%	4%
		OP	P	*
Much the same as it was 12 months ago	605	219	175	183
	51%	56%	47%	49%
		O		*
Worse than it was 12 months ago	423	75	155	175
	36%	19%	41%	47%
			N	N*

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

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Tb T36

FutureEconomy.Thinking about the year ahead, in 12 months time do you think the British economy will be doing...?

Base: All adults GB 18+

		GENDER		AGE						GE Vote 2017				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservativ es	Labour	Lib Dems	Other	No vote
	A	B	C	D	E	F	G	H	I	J	K	L	M	
Unweighted Base	1184	585	597	158	206	194	218	181	227	342	389	92	135	186
Weighted Base	1184	575	599	131	204	189	210	174	276	320	230	74	74	435
Better than it is now	203	109	95	29	39	11	23	40	61	88	24	23	10	56
	17%	19%	16%	22%	19%	6%	11%	23%	22%	28%	11%	30%	13%	13%
				E*	E*	*	*	E*	E	JM		JM*	*	
Much the same as it is now	499	261	238	50	89	87	100	71	102	141	83	28	45	182
	42%	45%	40%	38%	44%	46%	47%	41%	37%	44%	36%	38%	61%	42%
				*	*	*	*	*				*	JK*	
Worse than it is now	482	206	266	52	76	92	87	62	114	90	124	24	19	197
	41%	36%	44%	40%	37%	48%	42%	36%	41%	28%	54%	32%	26%	45%
				*	*	*	*	*			IKL	*	*	I

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

FutureEconomy.Thinking about the year ahead, in 12 months time do you think the British economy will be doing...?

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		N	O	P
Unweighted Base	1184	513	495	152
Weighted Base	1184	390	374	372
Better than it is now	203 17%	123 31% OP	35 9%	46 12% *
Much the same as it is now	499 42%	195 50% OP	139 37%	135 36% *
Worse than it is now	482 41%	73 19%	199 53% N	191 51% N*

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

Pg 91

Tb T37

HHBudget.Compared to a year ago, do you find it easier or harder to meet your monthly household budget?

Base: All adults GB 18+

		GENDER		AGE						GE Vote 2017				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservatives	Labour	Lib Dems	Other	No vote
		A	B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	1184	585	597	158	206	194	218	181	227	342	389	92	135	186
Weighted Base	1184	575	599	131	204	189	210	174	276	320	230	74	74	435
Easier than it was 12 months ago	122 10%	82 14%	40 7%	29 22%	41 20%	9 5%	17 8%	13 7%	14 5%	38 12%	26 11%	17 23%	8 10%	31 7%
		B		EF GH*	EGH*	*	*	*				M*	*	
About the same as it was 12 months ago	676 57%	319 56%	347 58%	76 58%	86 42%	99 52%	98 47%	103 59%	215 78%	213 67%	112 49%	38 52%	46 62%	245 56%
				*	*	*	*	D*	CDEFG	J		*	*	
Harder than it was 12 month ago	386 33%	174 30%	211 35%	26 20%	77 38%	82 43%	95 45%	58 33%	47 17%	68 21%	92 40%	19 25%	21 28%	159 37%
				*	CH*	CH*	CH*	H*			I	*	*	I

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

HHBudget.Compared to a year ago, do you find it easier or harder to meet your monthly household budget?

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		N	O	P
Unweighted Base	1184	513	495	152
Weighted Base	1184	390	374	372
Easier than it was 12 months ago	122 10%	50 13%	47 13%	22 6% *
About the same as it was 12 months ago	676 57%	256 66% O	193 52%	199 53% *
Harder than it was 12 month ago	386 33%	84 21%	134 36% N	151 41% N*

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied



Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

Pg 93

Tb T39

Negotiations. The UK government is currently negotiating with EU officials about how things will work between Britain and the EU in the future. How well do you think the UK government is handling these negotiations?

Base: All adults GB 18+

		GENDER		AGE						GE Vote 2017				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservatives	Labour	Lib Dems	Other	No vote
	A	B	C	D	E	F	G	H	I	J	K	L	M	
Unweighted Base	1184	585	597	158	206	194	218	181	227	342	389	92	135	186
Weighted Base	1184	575	599	131	204	189	210	174	276	320	230	74	74	435
Handling them very well (4)	34 3%	21 4%	13 2%	3 3% *	7 3% *	1 1% *	1 1% *	7 4% *	13 5% *	25 8% JM	5 2% *	- * *	3 4% *	- *
Handling them fairly well (3)	246 21%	127 22%	119 20%	26 20% *	33 16% *	26 14% *	45 21% *	45 26% *	72 26% *	117 37% JKM	31 14% *	14 19% *	17 24% *	63 15%
Handling them fairly poorly (2)	351 30%	162 28%	187 31%	50 38% H*	74 36% *	53 28% *	63 30% *	48 28% *	63 23% *	81 25% *	71 31% *	26 35% *	24 32% *	137 31%
Handling them very poorly (1)	369 31%	207 36% B	156 26%	30 23% *	64 31% *	64 34% *	84 40% C*	47 27% *	80 29% *	63 20% ILM	111 48% *	24 33% *	22 29% *	126 29%
Not sure	185 16%	59 10%	126 21% A	21 16% *	26 13% *	45 24% F*	18 8% *	27 16% *	47 17% *	33 10% *	12 5% *	10 13% *	8 11% *	109 25% IJ
NET : Very/fairly well	279 24%	148 26%	131 22%	30 23% *	40 19% *	27 14% *	46 22% *	52 30% E*	85 31% E	143 45% JKM	37 16% *	14 19% *	20 27% *	64 15%
NET : Very/fairly poorly	720 61%	368 64%	342 57%	81 62% *	138 68% H*	117 62% *	146 70% H*	95 54% *	144 52% *	144 45% ILM	182 79% I*	50 68% *	46 62% *	263 60% I
Mean score	1.94	1.93	1.97	2.02 *	1.9 *	1.75 *	1.81 *	2.08 *	2.08 *	2.37 JKM	1.68 *	1.85 *	2.02 J*	1.81 *
Standard Deviation	0.865	0.898	0.828	0.803	0.835	0.774	0.816	0.902	0.947	0.923	0.804	0.771	0.879	0.739
Error Variance	0.001	0.002	0.001	0.006	0.004	0.004	0.003	0.006	0.004	0.003	0.003	0.009	0.012	0.002

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

Pg 94

Tb T39

Negotiations. The UK government is currently negotiating with EU officials about how things will work between Britain and the EU in the future. How well do you think the UK government is handling these negotiations?

Base: All adults GB 18+

		EU Ref 2016		
	Total	Leave	Remain	Did not vote
		N	O	P
Unweighted Base	1184	513	495	152
Weighted Base	1184	390	374	372
Handling them very well (4)	34 3%	26 7% OP	7 2%	- *
Handling them fairly well (3)	246 21%	144 37% OP	56 15%	43 12% *
Handling them fairly poorly (2)	351 30%	91 23%	125 34% N	123 33% *
Handling them very poorly (1)	369 31%	76 19%	164 44% N	121 32% N*
Not sure	185 16%	53 13% O	21 6%	85 23% O*
NET : Very/fairly well	279 24%	170 44% OP	64 17%	43 12% *
NET : Very/fairly poorly	720 61%	167 43%	289 77% NP	243 65% N*
Mean score	1.94	2.36 OP	1.74	1.73 *
Standard Deviation	0.865	0.915	0.8	0.708
Error Variance	0.001	0.002	0.002	0.002

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

Pg 95

Tb T40

EUNegotiations.How well do you think the EU is handling these negotiations?

Base: All adults GB 18+

		GENDER		AGE						GE Vote 2017				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservativ es	Labour	Lib Dems	Other	No vote
	A	B	C	D	E	F	G	H	I	J	K	L	M	
Unweighted Base	1184	585	597	158	206	194	218	181	227	342	389	92	135	186
Weighted Base	1184	575	599	131	204	189	210	174	276	320	230	74	74	435
Handling them very well(4)	64 5%	55 9%	10 2%	8 6%	15 7%	11 6%	7 3%	10 6%	13 5%	18 6%	21 9%	4 6%	5 7%	15 4%
	B			*	*	*	*	*			*	*		
Handling them fairly well(3)	238 20%	133 23%	102 17%	40 30%	58 28%	34 18%	39 19%	20 12%	47 17%	55 17%	68 30%	21 28%	10 14%	74 17%
				GH*	G*	*	*	*			IM	*	*	
Handling them fairly poorly(2)	336 28%	174 30%	162 27%	33 25%	58 28%	53 28%	72 34%	45 26%	75 27%	108 34%	62 27%	10 13%	34 46%	113 26%
				*	*	*	*	*		K		*	JKM*	
Handling them very poorly(1)	351 30%	160 28%	184 31%	25 19%	42 21%	42 22%	70 33%	68 39%	104 38%	113 35%	62 27%	23 31%	20 27%	117 27%
				*	*	*	*	CDE*	CDE			*	*	
Not sure	195 16%	55 9%	140 23%	26 20%	31 15%	49 26%	21 10%	31 18%	38 14%	26 8%	18 8%	16 21%	5 6%	115 26%
			A	*	*	F*	*	*				IJ*	*	IJL
NET : Very/fairly well	302 26%	187 33%	112 19%	48 36%	73 36%	45 24%	47 22%	30 17%	59 22%	73 23%	89 39%	25 34%	15 21%	90 21%
			B	GH*	GH*	*	*	*			ILM	*	*	
NET : Very/fairly poorly	687 58%	334 58%	347 58%	58 44%	100 49%	95 50%	142 68%	113 65%	179 65%	220 69%	123 53%	33 44%	54 73%	230 53%
				*	*	*	CDE*	C*	CD	JKM		*	JKM*	
Mean score	2.02	2.16	1.86	2.3	2.27	2.11	1.91	1.8	1.87	1.93	2.23	2.12	2.01	1.96
		B		FGH*	FGH*	*	*	*	*		I	*	*	*
Standard Deviation	0.925	0.979	0.833	0.915	0.928	0.927	0.852	0.93	0.913	0.905	0.979	1.032	0.865	0.89
Error Variance	0.001	0.002	0.002	0.008	0.005	0.006	0.004	0.006	0.003	0.003	0.005	0.018	0.011	0.002

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR

FIELDWORK : 10/10/2019 - 15/10/2019 (W Week 41)

Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

Pg 96

Tb T40

EUNegotiations.How well do you think the EU is handling these negotiations?

Base: All adults GB 18+

		EU Ref 2016		
	Total	Leave	Remain	Did not vote
		N	O	P
Unweighted Base	1184	513	495	152
Weighted Base	1184	390	374	372
Handling them very well(4)	64 5%	18 5%	29 8%	10 3% *
Handling them fairly well(3)	238 20%	73 19%	108 29% NP	51 14% *
Handling them fairly poorly(2)	336 28%	97 25%	123 33%	115 31% *
Handling them very poorly(1)	351 30%	156 40% OP	83 22%	103 28% *
Not sure	195 16%	46 12%	31 8%	92 25% NO*
NET : Very/fairly well	302 26%	91 23%	137 37% NP	61 16% *
NET : Very/fairly poorly	687 58%	253 65% O	206 55%	218 59% *
Mean score	2.02	1.86	2.24 NP	1.89 *
Standard Deviation	0.925	0.927	0.916	0.83
Error Variance	0.001	0.002	0.002	0.002

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

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Tb TG41

Brexit priority.The following issues are some of the things that have been discussed regarding Britain's future relationship with the EU. How important, if at all, is it to you personally that each of the following are part of the UK's EU exit agreement: - Summary Table

Base: All adults GB 18+

	No unrestricted right for EU citizens to live in the UK	UK to draw up its own rules and regulations, even if they clash with EU rules and regulations	The border between Northern Ireland and the Republic of Ireland to remain 'soft' without any passport control	A customs union with the EU so there are no checks on goods at UK/EU borders (including with Ireland)	Unrestricted right of UK citizens to live in the EU	European companies to have tariff-free access to the UK market (including services)	British companies to have tariff-free access to the EU market (including services)	No further contributions to the EU budget
Unweighted Base	1184	1184	1184	1184	1184	1184	1184	1184
Weighted Base	1184	1184	1184	1184	1184	1184	1184	1184
Must have this (4)	199 17%	299 25%	349 29%	230 19%	257 22%	228 19%	285 24%	383 32%
Prefer to have this (3)	301 25%	360 30%	387 33%	388 33%	388 33%	401 34%	455 38%	279 24%
Prefer not to have this (2)	219 18%	182 15%	137 12%	206 17%	152 13%	179 15%	103 9%	194 16%
Must not have this (1)	179 15%	89 8%	57 5%	80 7%	73 6%	59 5%	53 4%	64 5%
Don't know	286 24%	254 21%	254 21%	279 24%	315 27%	317 27%	287 24%	265 22%
NET : Top 2 Box	500 42%	659 56%	736 62%	619 52%	645 54%	629 53%	740 63%	661 56%
NET : Bottom 2 Box	398 34%	272 23%	194 16%	286 24%	224 19%	237 20%	157 13%	258 22%
Mean score	2.58	2.93	3.11	2.85	2.95	2.92	3.08	3.07
Standard Deviation	1.043	0.948	0.87	0.902	0.896	0.857	0.815	0.95
Error Variance	0.001	0.001	0.001	0.001	0.001	0.001	0.001	0.001

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Tb TG41

Brexit priority. The following issues are some of the things that have been discussed regarding Britain's future relationship with the EU. How important, if at all, is it to you personally that each of the following are part of the UK's EU exit agreement: - Summary Table

Base: All adults GB 18+

	The UK and EU to continue collaborating on science, research and technology initiatives	The UK and EU to continue collaborating on security and policing
Unweighted Base	1184	1184
Weighted Base	1184	1184
Must have this (4)	459 39%	484 41%
Prefer to have this (3)	368 31%	353 30%
Prefer not to have this (2)	117 10%	102 9%
Must not have this (1)	44 4%	37 3%
Don't know	196 17%	207 17%
NET : Top 2 Box	827 70%	837 71%
NET : Bottom 2 Box	161 14%	140 12%
Mean score	3.26	3.31
Standard Deviation	0.833	0.809
Error Variance	0.001	0.001

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Tb T42

Brexit priority. The following issues are some of the things that have been discussed regarding Britain's future relationship with the EU. How important, if at all, is it to you personally that each of the following are part of the UK's EU exit agreement: - No unrestricted right for EU citizens to live in the UK

Base: All adults GB 18+

		GENDER		AGE						GE Vote 2017				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservatives	Labour	Lib Dems	Other	No vote
	A	B	C	D	E	F	G	H	I	J	K	L	M	
Unweighted Base	1184	585	597	158	206	194	218	181	227	342	389	92	135	186
Weighted Base	1184	575	599	131	204	189	210	174	276	320	230	74	74	435
Must have this (4)	199 17%	108 19%	89 15%	21 16% *	29 14% *	26 14% *	41 19% *	36 21% *	45 16%	62 19%	48 21% M	12 16% *	18 25% M*	47 11%
Prefer to have this (3)	301 25%	172 30% B	129 22%	24 19% *	52 26% *	38 20% *	61 29% *	50 29% *	75 27%	106 33% M	61 26%	19 26% *	20 27% *	84 19%
Prefer not to have this (2)	219 18%	120 21%	99 17%	25 19% *	40 19% *	24 13% *	49 23% *	25 14% *	56 20%	60 19%	44 19%	20 27% *	16 21% *	73 17%
Must not have this (1)	179 15%	89 16%	83 14%	21 16% *	33 16% *	31 16% *	18 8% *	28 16% *	48 17%	45 14%	41 18%	9 12% *	13 18% *	70 16%
Don't know	286 24%	87 15%	199 33% A	39 30% *	49 24% *	70 37% FGH*	42 20% *	34 20% *	52 19%	47 15%	36 16%	15 20% *	7 9% *	160 37% IJL
NET : Top 2 Box	500 42%	279 49% B	218 36%	46 35% *	82 40% *	64 34% *	102 48% *	86 50% *	120 44%	167 52% M	109 47% M	31 42% *	38 52% M*	131 30%
NET : Bottom 2 Box	398 34%	209 36%	182 30%	46 35% *	72 36% *	55 29% *	67 32% *	53 31% *	104 38%	105 33%	85 37%	28 38% *	29 39% *	144 33%
Mean score	2.58	2.61	2.56	2.5 *	2.51 *	2.5 **	2.74 *	2.68 *	2.52 *	2.67	2.59	2.58 *	2.65 *	2.39 *
Standard Deviation	1.043	1.023	1.053	1.088	1.031	1.101	0.946	1.074	1.043	1.003	1.08	0.974	1.089	1.048
Error Variance	0.001	0.002	0.003	0.013	0.007	0.01	0.005	0.008	0.005	0.004	0.006	0.016	0.018	0.004

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

Pg 100

Tb T42

Brexit priority. The following issues are some of the things that have been discussed regarding Britain's future relationship with the EU. How important, if at all, is it to you personally that each of the following are part of the UK's EU exit agreement: - No unrestricted right for EU citizens to live in the UK

Base: All adults GB 18+

		EU Ref 2016			
		Total	Leave	Remain	Did not vote
		N	O	P	
Unweighted Base	1184	513	495	152	
Weighted Base	1184	390	374	372	
Must have this (4)	199 17%	70 18%	69 18%	52 14%	*
Prefer to have this (3)	301 25%	120 31%	106 28%	65 18%	*
Prefer not to have this (2)	219 18%	83 21%	78 21%	51 14%	*
Must not have this (1)	179 15%	52 13%	66 18%	62 17%	*
Don't know	286 24%	65 17%	56 15%	141 38%	NO*
NET : Top 2 Box	500 42%	190 49%	175 47%	118 32%	*
NET : Bottom 2 Box	398 34%	135 35%	143 38%	113 30%	*
Mean score	2.58	2.64	2.56	2.47	*
Standard Deviation	1.043	0.991	1.047	1.116	
Error Variance	0.001	0.003	0.003	0.005	

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

Brexit priority. The following issues are some of the things that have been discussed regarding Britain's future relationship with the EU. How important, if at all, is it to you personally that each of the following are part of the UK's EU exit agreement: - UK to draw up its own rules and regulations, even if they clash with EU rules and regulations

Base: All adults GB 18+

		GENDER		AGE						GE Vote 2017				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservativ es	Labour	Lib Dems	Other	No vote
	A	B	C	D	E	F	G	H	I	J	K	L	M	
Unweighted Base	1184	585	597	158	206	194	218	181	227	342	389	92	135	186
Weighted Base	1184	575	599	131	204	189	210	174	276	320	230	74	74	435
Must have this (4)	299 25%	157 27%	143 24%	15 12% *	44 22% *	30 16% *	48 23% *	64 37% CE*	98 35% CE	151 47% JKM	40 17% *	19 26% *	29 40% JM*	57 13%
Prefer to have this (3)	360 30%	164 29%	195 33%	33 26% *	52 26% *	44 23% *	81 39% *	50 29% *	99 36%	115 36%	67 29%	22 30% *	20 27% *	122 28%
Prefer not to have this (2)	182 15%	108 19% B	71 12%	30 23% H*	41 20% *	30 16% *	33 16% *	22 13% *	27 10%	26 8%	55 24% I	15 20% I*	14 19% *	65 15%
Must not have this (1)	89 8%	47 8%	35 6%	21 16% DFG*	8 4% *	21 11% *	7 3% *	8 5% *	24 9%	6 2%	30 13% I	7 10% I*	3 4% *	41 9% I
Don't know	254 21%	99 17% A	154 26% A	31 24% H*	59 29% H*	64 34% GH*	41 20% *	30 17% *	29 10%	22 7%	39 17% I	11 14% *	7 10% *	150 34% IJKL
NET : Top 2 Box	659 56%	321 56%	338 56%	49 37% *	96 47% *	74 39% *	129 61% CE*	114 66% CDE*	197 71% CDE	266 83% JKLM	107 46%	41 56% *	50 67% JM*	180 41%
NET : Bottom 2 Box	272 23%	155 27% B	107 18%	51 39% FGH*	49 24% *	51 27% *	40 19% *	30 17% *	51 18%	32 10%	85 37% IM	22 30% I*	17 23% I*	106 24% I
Mean score	2.93	2.9	3	2.43 *	2.92 C*	2.66 *	3 C*	3.18 CE*	3.09 CE*	3.38	2.61	2.83	3.13 JM*	2.69 *
Standard Deviation	0.948	0.972	0.894	0.991	0.892	1.025	0.805	0.895	0.941	0.733	0.988	0.991	0.912	0.952
Error Variance	0.001	0.002	0.002	0.01	0.005	0.008	0.004	0.006	0.004	0.002	0.005	0.015	0.012	0.003

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied



Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

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Tb T43

Brexit priority. The following issues are some of the things that have been discussed regarding Britain's future relationship with the EU. How important, if at all, is it to you personally that each of the following are part of the UK's EU exit agreement: - UK to draw up its own rules and regulations, even if they clash with EU rules and regulations

Base: All adults GB 18+

		EU Ref 2016		
	Total	Leave	Remain	Did not vote
		N	O	P
Unweighted Base	1184	513	495	152
Weighted Base	1184	390	374	372
Must have this (4)	299 25%	186 48% OP	60 16%	53 14% *
Prefer to have this (3)	360 30%	145 37%	114 30%	95 26% *
Prefer not to have this (2)	182 15%	22 6% NP	93 25% NP	49 13% *
Must not have this (1)	89 8%	2 1%	53 14% N	32 9% N*
Don't know	254 21%	34 9%	54 15%	143 38% NO*
NET : Top 2 Box	659 56%	331 85% OP	174 47%	148 40% *
NET : Bottom 2 Box	272 23%	25 6%	146 39% NP	81 22% N*
Mean score	2.93	3.45 OP	2.57	2.74 *
Standard Deviation	0.948	0.642	0.977	0.969
Error Variance	0.001	0.001	0.003	0.004

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

Brexit priority. The following issues are some of the things that have been discussed regarding Britain's future relationship with the EU. How important, if at all, is it to you personally that each of the following are part of the UK's EU exit agreement: - The border between Northern Ireland and the Republic of Ireland to remain 'soft' without any passport control

Base: All adults GB 18+

		GENDER		AGE						GE Vote 2017				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservativ es	Labour	Lib Dems	Other	No vote
	A	B	C	D	E	F	G	H	I	J	K	L	M	
Unweighted Base	1184	585	597	158	206	194	218	181	227	342	389	92	135	186
Weighted Base	1184	575	599	131	204	189	210	174	276	320	230	74	74	435
Must have this (4)	349 29%	194 34%	145 24%	22 17%	42 21%	46 24%	62 30%	64 37%	112 40%	109 34%	93 40%	30 40%	27 37%	80 18%
	B			*	*	*	*	CD*	CDE	M	M	M*	M*	
Prefer to have this (3)	387 33%	182 32%	205 34%	41 32%	65 32%	49 26%	78 37%	49 28%	106 38%	129 40%	83 36%	25 34%	28 38%	111 26%
				*	*	*	*	*		M		*	*	
Prefer not to have this (2)	137 12%	76 13%	61 10%	29 22%	37 18%	13 7%	21 10%	26 15%	12 4%	25 8%	23 10%	9 12%	7 9%	72 16%
				EH*	H*	*	*	H*				*	*	I
Must not have this (1)	57 5%	29 5%	27 5%	12 10%	5 3%	17 9%	13 6%	5 3%	5 2%	15 5%	7 3%	- -	3 4%	27 6%
				H*	*	*	*	*				*	*	
Don't know	254 21%	94 16%	160 27%	26 20%	55 27%	65 34%	36 17%	30 17%	43 15%	41 13%	25 11%	11 14%	9 12%	145 33%
			A	*	*	FGH*	*	*				*	*	IJKL
NET : Top 2 Box	736 62%	376 65%	351 59%	64 49%	107 52%	95 50%	141 67%	113 65%	217 79%	238 75%	176 76%	55 74%	55 75%	191 44%
				*	*	*	CE*	*	CDEG	M	M	M*	M*	
NET : Bottom 2 Box	194 16%	106 18%	88 15%	41 32%	43 21%	29 15%	34 16%	31 18%	16 6%	40 13%	29 13%	9 12%	10 13%	99 23%
				EFH*	H*	*	H*	H*				*	*	IJ
Mean score	3.11	3.12	3.07	2.7	2.96	3	3.09	3.2	3.39	3.19	3.28	3.32	3.23	2.84
				*	*	*	C*	C*	CDEF*	M	M	M*	*	*
Standard Deviation	0.87	0.89	0.846	0.938	0.821	1.009	0.875	0.852	0.681	0.817	0.785	0.714	0.814	0.937
Error Variance	0.001	0.002	0.002	0.008	0.005	0.008	0.004	0.005	0.002	0.002	0.003	0.008	0.01	0.003

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied



Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

Pg 104

Tb T44

Brexit priority. The following issues are some of the things that have been discussed regarding Britain's future relationship with the EU. How important, if at all, is it to you personally that each of the following are part of the UK's EU exit agreement: - The border between Northern Ireland and the Republic of Ireland to remain 'soft' without any passport control

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		N	O	P
Unweighted Base	1184	513	495	152
Weighted Base	1184	390	374	372
Must have this (4)	349 29%	108 28%	157 42% NP	73 20% *
Prefer to have this (3)	387 33%	162 41% P	131 35%	91 25% *
Prefer not to have this (2)	137 12%	38 10%	40 11%	48 13% *
Must not have this (1)	57 5%	23 6%	12 3%	21 6% *
Don't know	254 21%	60 15% O	34 9%	138 37% NO*
NET : Top 2 Box	736 62%	269 69% P	288 77% NP	164 44% *
NET : Bottom 2 Box	194 16%	61 16%	52 14%	70 19% *
Mean score	3.11	3.07	3.27 NP	2.92 *
Standard Deviation	0.87	0.848	0.804	0.939
Error Variance	0.001	0.002	0.002	0.004

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

Brexit priority. The following issues are some of the things that have been discussed regarding Britain's future relationship with the EU. How important, if at all, is it to you personally that each of the following are part of the UK's EU exit agreement: - A customs union with the EU so there are no checks on goods at UK/EU borders (including with Ireland)

Base: All adults GB 18+

		GENDER		AGE						GE Vote 2017				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservativ es	Labour	Lib Dems	Other	No vote
	A	B	C	D	E	F	G	H	I	J	K	L	M	
Unweighted Base	1184	585	597	158	206	194	218	181	227	342	389	92	135	186
Weighted Base	1184	575	599	131	204	189	210	174	276	320	230	74	74	435
Must have this (4)	230 19%	133 23% B	90 15% C	14 11% *	34 17% *	34 18% *	44 21% *	35 20% *	69 25% C	62 19% IM	76 33% IM	15 20% *	13 18% *	61 14%
Prefer to have this (3)	388 33%	207 36% B	179 30% C	43 33% *	61 30% *	42 22% *	75 36% *	65 37% *	102 37% M	121 38% M	84 37% M	34 46% M*	38 51% M*	99 23%
Prefer not to have this (2)	206 17%	123 21% B	83 14% C	27 20% *	59 29% H*	32 17% *	32 15% *	28 16% *	29 11% C	58 18% IM	32 14% IM	11 15% *	10 13% *	86 20%
Must not have this (1)	80 7%	37 6% B	43 7% C	9 7% *	10 5% *	13 7% *	11 5% *	17 10% *	19 7% C	30 9% IM	11 5% IM	3 4% M*	5 7% *	28 7%
Don't know	279 24%	75 13% A	204 34% A	38 29% *	40 20% *	68 36% DGH*	49 23% *	28 16% *	57 20% C	49 15% IM	27 12% IM	12 16% *	8 11% *	160 37% IJKL
NET : Top 2 Box	619 52%	340 59% B	269 45% C	57 44% *	95 47% *	76 40% *	119 57% *	100 58% E*	171 62% CE	183 57% M	160 70% IM	49 66% M*	51 68% M*	160 37%
NET : Bottom 2 Box	286 24%	160 28% B	126 21% C	36 27% *	69 34% H*	45 24% *	42 20% *	45 26% *	49 18% J	88 28% J	43 19% IM	14 19% *	15 20% *	115 26%
Mean score	2.85	2.87	2.8	2.67	2.73	2.8	2.95	2.81	3.01	2.79	3.11	2.96	2.89	2.7
				*	*	**	*	*	*		IM	*	*	*
Standard Deviation	0.902	0.89	0.914	0.853	0.856	0.973	0.858	0.939	0.897	0.92	0.862	0.784	0.814	0.928
Error Variance	0.001	0.002	0.002	0.008	0.004	0.008	0.005	0.006	0.004	0.003	0.004	0.01	0.01	0.003

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied



Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

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Tb T45

Brexit priority. The following issues are some of the things that have been discussed regarding Britain's future relationship with the EU. How important, if at all, is it to you personally that each of the following are part of the UK's EU exit agreement: - A customs union with the EU so there are no checks on goods at UK/EU borders (including with Ireland)

Base: All adults GB 18+

		EU Ref 2016			
		Total	Leave	Remain	Did not vote
		N	O	P	
Unweighted Base	1184	513	495	152	
Weighted Base	1184	390	374	372	
Must have this (4)	230 19%	53 13%	122 33%	49 13%	
			NP	*	
Prefer to have this (3)	388 33%	140 36%	156 42%	89 24%	
		P	P	*	
Prefer not to have this (2)	206 17%	84 22%	47 13%	64 17%	
		O		*	
Must not have this (1)	80 7%	40 10%	15 4%	23 6%	
		O		*	
Don't know	279 24%	73 19%	34 9%	146 39%	
		O		NO*	
NET : Top 2 Box	619 52%	193 49%	278 74%	139 37%	
			NP	*	
NET : Bottom 2 Box	286 24%	124 32%	62 17%	87 23%	
		O		*	
Mean score	2.85	2.65	3.13	2.73	
			NP	*	
Standard Deviation	0.902	0.903	0.81	0.918	
Error Variance	0.001	0.003	0.002	0.004	

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

Pg 107

Tb T46

Brexit priority. The following issues are some of the things that have been discussed regarding Britain's future relationship with the EU. How important, if at all, is it to you personally that each of the following are part of the UK's EU exit agreement: - Unrestricted right of UK citizens to live in the EU

Base: All adults GB 18+

		GENDER		AGE						GE Vote 2017				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservatives	Labour	Lib Dems	Other	No vote
	A	B	C	D	E	F	G	H	I	J	K	L	M	
Unweighted Base	1184	585	597	158	206	194	218	181	227	342	389	92	135	186
Weighted Base	1184	575	599	131	204	189	210	174	276	320	230	74	74	435
Must have this (4)	257 22%	127 22%	123 20%	18 14% *	39 19% *	35 19% *	34 16% *	31 18% *	99 36% CDEFG	72 22%	79 34% ILM	17 22% *	11 14% *	74 17%
Prefer to have this (3)	388 33%	229 40% B	156 26%	35 27% *	61 30% *	39 21% *	89 42% E*	72 41% E*	92 33%	136 43% M	77 34% M	35 47% M*	38 51% M*	93 21%
Prefer not to have this (2)	152 13%	83 14%	69 11%	31 24% EH*	34 17% H*	17 9% *	32 15% H*	20 12% *	16 6%	37 12%	28 12%	10 14% *	7 10% *	68 16%
Must not have this (1)	73 6%	32 5%	41 7%	8 6% *	10 5% *	26 14% H*	8 4% *	14 8% *	7 3%	18 6%	11 5%	- * *	8 10% *	35 8%
Don't know	315 27%	105 18%	210 35% A	38 29% *	59 29% *	72 38% GH*	47 23% *	37 21% *	62 22%	57 18%	35 15%	13 17% *	11 15% *	164 38% IJKL
NET : Top 2 Box	645 54%	356 62% B	279 47%	53 41% *	100 49% *	75 39% *	122 58% CE*	103 59% CE*	191 69% CDE	208 65% M	156 68% M	51 69% M*	48 65% M*	167 38%
NET : Bottom 2 Box	224 19%	115 20%	110 18%	40 30% H*	44 22% H*	43 23% H*	41 19% H*	34 19% H*	23 8%	55 17%	39 17%	10 14% *	15 20% *	104 24%
Mean score	2.95	2.96	2.93	2.68 *	2.9 *	2.71 **	2.91 *	2.88 *	3.32 CDFG*	2.99	3.14 M	3.1 *	2.81 **	2.76 *
Standard Deviation	0.896	0.845	0.955	0.89	0.879	1.12	0.775	0.877	0.753	0.833	0.872	0.668	0.857	0.995
Error Variance	0.001	0.002	0.002	0.009	0.005	0.011	0.004	0.006	0.003	0.003	0.004	0.007	0.012	0.004

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

Pg 108

Tb T46

Brexit priority. The following issues are some of the things that have been discussed regarding Britain's future relationship with the EU. How important, if at all, is it to you personally that each of the following are part of the UK's EU exit agreement: - Unrestricted right of UK citizens to live in the EU

Base: All adults GB 18+

		EU Ref 2016			
		Total	Leave	Remain	Did not vote
		N	O	P	
Unweighted Base	1184	513	495	152	
Weighted Base	1184	390	374	372	
Must have this (4)	257 22%	72 18%	113 30% NP	61 16% *	
Prefer to have this (3)	388 33%	148 38% P	155 42% P	83 22% *	
Prefer not to have this (2)	152 13%	60 15%	43 12%	37 10% *	
Must not have this (1)	73 6%	27 7%	14 4%	30 8% *	
Don't know	315 27%	82 21% O	48 13%	161 43% NO*	
NET : Top 2 Box	645 54%	221 57% P	268 72% NP	144 39% *	
NET : Bottom 2 Box	224 19%	87 22%	57 15%	67 18% *	
Mean score	2.95	2.86	3.13 N	2.83 *	
Standard Deviation	0.896	0.874	0.797	1.005	
Error Variance	0.001	0.002	0.002	0.005	

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

Pg 109

Tb T47

Brexit priority. The following issues are some of the things that have been discussed regarding Britain's future relationship with the EU. How important, if at all, is it to you personally that each of the following are part of the UK's EU exit agreement: - European companies to have tariff-free access to the UK market (including services)

Base: All adults GB 18+

		GENDER		AGE						GE Vote 2017				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservatives	Labour	Lib Dems	Other	No vote
	A	B	C	D	E	F	G	H	I	J	K	L	M	
Unweighted Base	1184	585	597	158	206	194	218	181	227	342	389	92	135	186
Weighted Base	1184	575	599	131	204	189	210	174	276	320	230	74	74	435
Must have this (4)	228 19%	124 22%	97 16%	13 10% *	30 15% *	31 16% *	48 23% *	42 24% C*	64 23% C	63 20%	59 26%	13 17% *	19 25% *	71 16%
Prefer to have this (3)	401 34%	210 36%	188 31%	41 31% *	66 32% *	50 27% *	79 38% *	58 33% *	107 39%	134 42% M	84 36%	39 52% M*	24 33% *	110 25%
Prefer not to have this (2)	179 15%	106 19%	72 12%	24 18% *	38 19% *	22 12% *	33 16% *	31 18% *	30 11%	50 16%	29 13%	7 10% *	19 26% *	72 16%
Must not have this (1)	59 5%	31 5%	28 5%	11 9% *	11 5% *	10 5% *	8 4% *	7 4% *	12 4%	20 6%	21 9% M	2 2% *	2 2% *	10 2%
Don't know	317 27%	104 18%	214 36% A	41 31% *	58 29% *	76 40% FGH*	43 20% *	36 21% *	63 23%	52 16%	36 16%	14 18% *	10 14% *	171 39% IJKL
NET : Top 2 Box	629 53%	334 58% B	285 48%	54 42% *	96 47% *	81 43% *	127 61% CE*	100 57% *	171 62% CE	197 62% M	144 62% M	51 69% M*	43 58% *	181 42%
NET : Bottom 2 Box	237 20%	138 24%	100 17%	35 27% *	49 24% *	32 17% *	40 19% *	38 22% *	42 15%	70 22%	51 22%	9 12% *	21 28% *	82 19%
Mean score	2.92	2.91	2.92	2.62 *	2.79 *	2.9 **	3 C*	2.97 *	3.05 C*	2.9	2.94	3.03 *	2.94 **	2.92 *
Standard Deviation	0.857	0.863	0.849	0.89	0.857	0.902	0.817	0.862	0.815	0.848	0.948	0.671	0.843	0.834
Error Variance	0.001	0.002	0.002	0.009	0.005	0.007	0.004	0.005	0.003	0.003	0.005	0.007	0.011	0.003

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

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Tb T47

Brexit priority. The following issues are some of the things that have been discussed regarding Britain's future relationship with the EU. How important, if at all, is it to you personally that each of the following are part of the UK's EU exit agreement: - European companies to have tariff-free access to the UK market (including services)

Base: All adults GB 18+

		EU Ref 2016			
		Total	Leave	Remain	Did not vote
		N	O	P	
Unweighted Base	1184	513	495	152	
Weighted Base	1184	390	374	372	
Must have this (4)	228 19%	52 13%	102 27%	68 18%	
		N		*	
Prefer to have this (3)	401 34%	160 41%	168 45%	70 19%	
		P	P	*	
Prefer not to have this (2)	179 15%	57 15%	41 11%	71 19%	
				*	
Must not have this (1)	59 5%	31 8%	15 4%	13 3%	
				*	
Don't know	317 27%	90 23%	48 13%	150 40%	
		O		NO*	
NET : Top 2 Box	629 53%	212 54%	270 72%	137 37%	
		P	NP	*	
NET : Bottom 2 Box	237 20%	89 23%	56 15%	84 23%	
		O		*	
Mean score	2.92	2.77	3.1	2.87	
			N	*	
Standard Deviation	0.857	0.856	0.782	0.918	
Error Variance	0.001	0.002	0.002	0.004	

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Polling October 2019 OnLineBus Survey (S6783 - 40305988-41)

Pg 111

Tb T48

Brexit priority. The following issues are some of the things that have been discussed regarding Britain's future relationship with the EU. How important, if at all, is it to you personally that each of the following are part of the UK's EU exit agreement: - British companies to have tariff-free access to the EU market (including services)

Base: All adults GB 18+

		GENDER		AGE						GE Vote 2017				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservatives	Labour	Lib Dems	Other	No vote
	A	B	C	D	E	F	G	H	I	J	K	L	M	
Unweighted Base	1184	585	597	158	206	194	218	181	227	342	389	92	135	186
Weighted Base	1184	575	599	131	204	189	210	174	276	320	230	74	74	435
Must have this (4)	285 24%	155 27%	124 21%	21 16% *	42 20% *	42 22% *	55 26% *	45 26% *	81 29%	76 24%	76 33% IM	17 23% *	21 29% *	90 21%
Prefer to have this (3)	455 38%	235 41%	217 36%	47 36% *	70 34% *	52 28% *	83 40% *	72 42% *	130 47% E	154 48% M	89 38%	39 52% M*	32 44% *	127 29%
Prefer not to have this (2)	103 9%	65 11%	39 6%	17 13% H*	23 11% *	18 9% *	19 9% *	17 9% *	11 4%	26 8%	27 12%	5 7% *	3 4% *	43 10%
Must not have this (1)	53 4%	31 5%	22 4%	14 11% GH*	18 9% H*	7 4% *	12 5% H*	3 2% *	- -	15 5%	6 3%	- 1% *	7 10% *	23 5%
Don't know	287 24%	89 15%	198 33% A	32 25% *	51 25% *	70 37% FGH*	42 20% *	37 21% *	55 20%	48 15%	33 14%	12 17% *	10 14% *	151 35% IJKL
NET : Top 2 Box	740 63%	390 68% B	340 57%	68 52% *	112 55% *	94 50% *	138 66% *	118 68% E*	211 76% CDE	230 72% M	164 71% M	56 76% M*	54 72% M*	217 50%
NET : Bottom 2 Box	157 13%	96 17% B	61 10%	31 23% H*	40 20% H*	25 13% H*	30 15% H*	19 11% *	11 4%	41 13%	33 14%	6 8% *	10 14% *	66 15%
Mean score	3.08	3.06	3.1	2.76 *	2.89 *	3.08 **	3.08 *	3.17 C*	3.31 CD*	3.07	3.18	3.18 *	3.06 **	3 *
Standard Deviation	0.815	0.841	0.784	0.951	0.941	0.858	0.843	0.712	0.563	0.775	0.787	0.607	0.923	0.896
Error Variance	0.001	0.001	0.002	0.009	0.006	0.006	0.004	0.004	0.001	0.002	0.003	0.006	0.013	0.003

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

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Tb T48

Brexit priority. The following issues are some of the things that have been discussed regarding Britain's future relationship with the EU. How important, if at all, is it to you personally that each of the following are part of the UK's EU exit agreement: - British companies to have tariff-free access to the EU market (including services)

Base: All adults GB 18+

	Total	EU Ref 2016		
		Leave	Remain	Did not vote
		N	O	P
Unweighted Base	1184	513	495	152
Weighted Base	1184	390	374	372
Must have this (4)	285 24%	69 18%	130 35% NP	77 21% *
Prefer to have this (3)	455 38%	189 49% P	169 45% P	90 24% *
Prefer not to have this (2)	103 9%	39 10%	26 7%	30 8% *
Must not have this (1)	53 4%	22 6% O	5 1%	27 7% O*
Don't know	287 24%	71 18% O	44 12%	147 40% NO*
NET : Top 2 Box	740 63%	259 66% P	299 80% NP	167 45% *
NET : Bottom 2 Box	157 13%	60 15% O	31 8%	57 15% *
Mean score	3.08	2.96	3.29 NP	2.97 *
Standard Deviation	0.815	0.781	0.673	0.978
Error Variance	0.001	0.002	0.001	0.004

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

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Tb T49

Brexit priority. The following issues are some of the things that have been discussed regarding Britain's future relationship with the EU. How important, if at all, is it to you personally that each of the following are part of the UK's EU exit agreement: - No further contributions to the EU budget

Base: All adults GB 18+

		GENDER		AGE						GE Vote 2017				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservatives	Labour	Lib Dems	Other	No vote
	A	B	C	D	E	F	G	H	I	J	K	L	M	
Unweighted Base	1184	585	597	158	206	194	218	181	227	342	389	92	135	186
Weighted Base	1184	575	599	131	204	189	210	174	276	320	230	74	74	435
Must have this (4)	383 32%	195 34%	180 30%	24 18% *	33 16% *	33 17% *	76 36% CDE*	82 47% CDE*	135 49% CDE	186 58% JKM	55 24% *	17 23% *	33 44% JM*	88 20%
Prefer to have this (3)	279 24%	127 22%	152 25%	39 29% *	68 34% *	36 19% *	41 20% *	38 22% *	57 21%	68 21%	61 27%	27 36% *	14 20% *	100 23%
Prefer not to have this (2)	194 16%	113 20%	81 13%	29 22% G*	36 18% *	37 20% *	38 18% *	15 8% *	39 14%	28 9%	47 20% I	14 19% *	17 23% I*	83 19% I
Must not have this (1)	64 5%	41 7%	20 3%	- * *	11 6% *	12 6% *	10 5% *	11 7% *	19 7%	16 5%	27 12% IM	3 4% *	2 3% *	4 1%
Don't know	265 22%	99 17%	166 28% A	39 30% H*	54 27% H*	72 38% FGH*	45 21% H*	28 16% *	27 10%	21 7%	41 18% I	14 18% I*	8 11% *	160 37% IJKL
NET : Top 2 Box	661 56%	322 56%	332 56%	62 48% *	102 50% *	68 36% *	117 56% E*	120 69% CDE*	192 69% CDE	254 79% JKLM	116 50%	43 58% *	47 63% M*	189 43%
NET : Bottom 2 Box	258 22%	154 27% B	101 17%	29 22% *	48 23% *	49 26% *	48 23% *	26 15% *	58 21%	45 14%	74 32% IM	17 23% *	19 26% *	87 20%
Mean score	3.07	3	3.14	2.94 *	2.83 *	2.75 **	3.11 *	3.3 D*	3.23 D	3.42 JKM	2.76	2.95 *	3.16 J*	2.99 *
Standard Deviation	0.95	0.998	0.878	0.771	0.864	0.979	0.957	0.942	0.973	0.875	1.023	0.844	0.936	0.825
Error Variance	0.001	0.002	0.002	0.007	0.005	0.008	0.006	0.006	0.004	0.003	0.006	0.012	0.013	0.002

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

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Tb T49

Brexit priority. The following issues are some of the things that have been discussed regarding Britain's future relationship with the EU. How important, if at all, is it to you personally that each of the following are part of the UK's EU exit agreement: - No further contributions to the EU budget

Base: All adults GB 18+

		EU Ref 2016			
		Total	Leave	Remain	Did not vote
		N	O	P	
Unweighted Base	1184	513	495	152	
Weighted Base	1184	390	374	372	
Must have this (4)	383 32%	216 55% OP	83 22%	79 21% *	
Prefer to have this (3)	279 24%	86 22%	116 31% NP	66 18% *	
Prefer not to have this (2)	194 16%	44 11%	85 23% N	57 15% *	
Must not have this (1)	64 5%	14 4%	36 10% N	13 3% *	
Don't know	265 22%	30 8%	53 14% N	157 42% NO*	
NET : Top 2 Box	661 56%	302 77% OP	199 53% P	145 39% *	
NET : Bottom 2 Box	258 22%	58 15%	121 32% NP	70 19% *	
Mean score	3.07	3.4 OP	2.77	2.98 *	
Standard Deviation	0.95	0.848	0.962	0.936	
Error Variance	0.001	0.002	0.003	0.004	

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

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Tb T50

Brexit priority. The following issues are some of the things that have been discussed regarding Britain's future relationship with the EU. How important, if at all, is it to you personally that each of the following are part of the UK's EU exit agreement: - The UK and EU to continue collaborating on science, research and technology initiatives

Base: All adults GB 18+

		GENDER		AGE						GE Vote 2017				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservativ es	Labour	Lib Dems	Other	No vote
	A	B	C	D	E	F	G	H	I	J	K	L	M	
Unweighted Base	1184	585	597	158	206	194	218	181	227	342	389	92	135	186
Weighted Base	1184	575	599	131	204	189	210	174	276	320	230	74	74	435
Must have this (4)	459 39%	215 37%	234 39%	31 24% *	52 25% *	63 33% *	82 39% *	72 42% CD*	158 57% CDEFG	147 46% M	102 44% M	41 55% M*	33 44% *	120 28%
Prefer to have this (3)	368 31%	189 33%	179 30%	39 30% *	63 31% *	57 30% *	71 34% *	63 36% *	76 28%	123 38% M	82 36% M	24 32% *	29 39% *	102 23%
Prefer not to have this (2)	117 10%	79 14% B	38 6%	19 15% GH*	40 20% GH*	19 10% H*	27 13% H*	7 4% *	6 2%	19 6%	18 8%	4 6% *	7 10% *	69 16% I
Must not have this (1)	44 4%	20 3%	24 4%	9 7% F*	4 2% *	7 3% *	- * *	9 5% *	14 5%	9 3%	8 3%	- * *	- * *	26 6%
Don't know	196 17%	73 13%	124 21% A	32 25% H*	46 22% H*	44 23% H*	30 14% *	22 13% *	22 8%	22 7%	21 9%	5 7% *	5 7% *	118 27% IJKL
NET : Top 2 Box	827 70%	404 70%	413 69%	70 54% *	114 56% *	120 63% *	153 73% CD*	136 78% CD*	234 85% CDE	270 84% M	184 80% M	65 88% M*	62 83% M*	222 51%
NET : Bottom 2 Box	161 14%	99 17% B	62 10%	29 22% H*	44 22% H*	25 13% *	27 13% *	16 9% *	20 7%	28 9%	25 11%	4 6% *	7 10% *	95 22% IJK
Mean score	3.26	3.19	3.31	2.94 *	3.02 *	3.21 *	3.3 C*	3.31 C*	3.49 CD	3.37 M	3.33 M	3.54 M*	3.36 *	2.99 *
Standard Deviation	0.833	0.84	0.823	0.945	0.827	0.839	0.724	0.817	0.797	0.74	0.781	0.61	0.683	0.965
Error Variance	0.001	0.001	0.001	0.009	0.004	0.005	0.003	0.004	0.003	0.002	0.003	0.005	0.007	0.003

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

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Tb T50

Brexit priority. The following issues are some of the things that have been discussed regarding Britain's future relationship with the EU. How important, if at all, is it to you personally that each of the following are part of the UK's EU exit agreement: - The UK and EU to continue collaborating on science, research and technology initiatives

Base: All adults GB 18+

		EU Ref 2016			
		Total	Leave	Remain	Did not vote
		N	O	P	
Unweighted Base	1184	513	495	152	
Weighted Base	1184	390	374	372	
Must have this (4)	459 39%	133 34%	203 54%	105 28%	
			NP	*	
Prefer to have this (3)	368 31%	170 44%	94 25%	95 26%	
		OP		*	
Prefer not to have this (2)	117 10%	35 9%	30 8%	50 13%	
				*	
Must not have this (1)	44 4%	17 4%	12 3%	14 4%	
				*	
Don't know	196 17%	35 9%	34 9%	107 29%	
				NO*	
NET : Top 2 Box	827 70%	303 78%	297 79%	201 54%	
		P	P	*	
NET : Bottom 2 Box	161 14%	52 13%	43 11%	64 17%	
				*	
Mean score	3.26	3.18	3.43	3.1	
			NP	*	
Standard Deviation	0.833	0.796	0.804	0.889	
Error Variance	0.001	0.002	0.002	0.003	

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

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Brexit priority. The following issues are some of the things that have been discussed regarding Britain's future relationship with the EU. How important, if at all, is it to you personally that each of the following are part of the UK's EU exit agreement: - The UK and EU to continue collaborating on security and policing

Base: All adults GB 18+

		GENDER		AGE						GE Vote 2017				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservativ es	Labour	Lib Dems	Other	No vote
	A	B	C	D	E	F	G	H	I	J	K	L	M	
Unweighted Base	1184	585	597	158	206	194	218	181	227	342	389	92	135	186
Weighted Base	1184	575	599	131	204	189	210	174	276	320	230	74	74	435
Must have this (4)	484 41%	243 42%	232 39%	24 18% *	48 24% *	67 36% C*	85 40% CD*	82 47% CD*	178 65% CDEFG	174 54% M	115 50% M	38 51% M*	38 51% M*	106 24%
Prefer to have this (3)	353 30%	168 29%	186 31%	51 39% H*	71 35% H*	50 26% *	74 35% H*	50 29% *	57 21%	107 33%	68 30%	28 38% *	14 19% *	126 29%
Prefer not to have this (2)	102 9%	65 11%	38 6%	12 9% *	33 16% H*	12 6% *	18 9% *	19 11% H*	8 3%	9 3%	23 10% I	4 6% *	12 16% I*	54 12% I
Must not have this (1)	37 3%	21 4%	16 3%	5 4% *	10 5% *	8 4% *	3 1% *	4 2% *	7 3%	7 2%	6 3%	- * *	3 5% *	20 5%
Don't know	207 17%	80 14%	127 21% A	39 30% FGH*	42 20% H*	52 27% GH*	30 14% *	20 11% *	25 9%	23 7%	19 8%	4 5% *	7 * *	129 30% IJKL
NET : Top 2 Box	837 71%	410 71%	418 70%	75 57% *	119 58% *	117 62% *	159 76% CD*	131 76% CD*	235 85% CDE	281 88% JLM	183 79% M	66 89% M*	52 70% *	232 53%
NET : Bottom 2 Box	140 12%	86 15%	54 9%	17 13% *	43 21% H*	20 11% *	21 10% *	23 13% *	16 6%	16 5%	29 13% I	4 6% *	16 21% I*	74 17% I
Mean score	3.31	3.27	3.34	3.01	2.97	3.28	3.34	3.36	3.62	3.51	3.37	3.47	3.28	3.04
				*	*	*	CD*	CD*	CDEFG	M	M	M*	*	*
Standard Deviation	0.809	0.845	0.772	0.789	0.868	0.864	0.719	0.787	0.693	0.672	0.791	0.621	0.937	0.887
Error Variance	0.001	0.001	0.001	0.007	0.005	0.005	0.003	0.004	0.002	0.002	0.003	0.006	0.013	0.003

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Pro

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Tb T51

Brexit priority. The following issues are some of the things that have been discussed regarding Britain's future relationship with the EU. How important, if at all, is it to you personally that each of the following are part of the UK's EU exit agreement: - The UK and EU to continue collaborating on security and policing

Base: All adults GB 18+

		EU Ref 2016			
		Total	Leave	Remain	Did not vote
		N	O	P	
Unweighted Base	1184	513	495	152	
Weighted Base	1184	390	374	372	
Must have this (4)	484 41%	165 42% P	209 56% NP	98 26% *	
Prefer to have this (3)	353 30%	143 37%	105 28%	98 26% *	
Prefer not to have this (2)	102 9%	33 9%	26 7%	34 9% *	
Must not have this (1)	37 3%	16 4%	8 2%	14 4% *	
Don't know	207 17%	34 9%	26 7%	128 34% NO*	
NET : Top 2 Box	837 71%	308 79% P	314 84% P	196 53% *	
NET : Bottom 2 Box	140 12%	49 12%	34 9%	48 13% *	
Mean score	3.31	3.28	3.48 NP	3.15 *	
Standard Deviation	0.809	0.808	0.733	0.868	
Error Variance	0.001	0.002	0.002	0.003	

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

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Tb TG53

Outcomes.Compared to remaining part of the EU, do you think leaving the EU will make things better for you or make things worse? - Summary table

Base: All adults GB 18+

	the price of things you buy	the price of homes	the standard of care in the NHS	the standard of schools where you live	the mix of people where you live	your job and career opportunities
Unweighted Base	1184	1184	1184	1184	1184	1184
Weighted Base	1184	1184	1184	1184	1184	1184
Much better	54 5%	70 6%	91 8%	80 7%	71 6%	64 5%
A bit better	89 8%	152 13%	178 15%	122 10%	114 10%	116 10%
No difference	296 25%	437 37%	410 35%	610 52%	677 57%	560 47%
A bit worse	405 34%	227 19%	224 19%	160 14%	138 12%	209 18%
Much worse	254 21%	177 15%	174 15%	88 7%	77 7%	123 10%
Not sure	86 7%	121 10%	107 9%	125 11%	106 9%	112 9%
NET : Much/a bit better	143 12%	222 19%	269 23%	202 17%	185 16%	180 15%
NET : Much / a bit worse	659 56%	405 34%	398 34%	248 21%	215 18%	332 28%

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Tb T54

Outcomes.Compared to remaining part of the EU, do you think leaving the EU will make things better for you or make things worse? - the price of things you buy

Base: All adults GB 18+

		GENDER		AGE						GE Vote 2017				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservatives	Labour	Lib Dems	Other	No vote
	A	B	C	D	E	F	G	H	I	J	K	L	M	
Unweighted Base	1184	585	597	158	206	194	218	181	227	342	389	92	135	186
Weighted Base	1184	575	599	131	204	189	210	174	276	320	230	74	74	435
Much better	54 5%	38 7%	16 3%	10 8% *	14 7% *	12 6% *	2 1% *	7 4% *	9 3%	20 6%	12 5%	2 2% *	4 5% *	17 4%
A bit better	89 8%	46 8%	43 7%	17 13% *	19 9% *	11 6% *	10 5% *	14 8% *	18 6%	32 10%	18 8%	6 8% *	8 10% *	25 6%
No difference	296 25%	190 33% B	105 18%	30 23% *	60 30% *	37 19% *	59 28% *	46 26% *	64 23%	106 33% JM	37 16%	16 22% *	28 38% J*	95 22%
A bit worse	405 34%	170 30%	226 38%	24 18% *	45 22% *	45 24% *	87 42% CDE*	67 38% CD*	136 49% CDE	125 39%	83 36%	29 39% *	27 37% *	122 28%
Much worse	254 21%	107 19%	147 25%	32 25% *	54 26% H*	63 33% GH*	44 21% *	25 14% *	36 13%	29 9%	70 30% IL	15 20% I*	6 8% *	126 29% IL
Not sure	86 7%	25 4%	61 10% A	18 14% F*	11 6% *	21 11% *	8 4% *	15 8% *	13 5%	9 3%	11 5%	6 8% *	1 2% *	50 12% I
NET : Much/a bit better	143 12%	84 15%	59 10%	27 21% F*	33 16% *	23 12% *	12 6% *	21 12% *	27 10%	51 16%	30 13%	8 11% *	12 16% *	42 10%
NET : Much / a bit worse	659 56%	277 48%	373 62% A	56 43% *	99 49% *	108 57% *	131 63% C*	92 53% *	172 62% C	154 48%	153 66% IL	44 59% *	33 45% *	248 57%

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

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Tb T54

Outcomes.Compared to remaining part of the EU, do you think leaving the EU will make things better for you or make things worse? - the price of things you buy

Base: All adults GB 18+

		EU Ref 2016			
		Total	Leave	Remain	Did not vote
		N	O	P	
Unweighted Base	1184	513	495	152	
Weighted Base	1184	390	374	372	
Much better	54 5%	25 6%	17 5%	13 3%	*
A bit better	89 8%	46 12% P	26 7%	16 4%	*
No difference	296 25%	141 36% OP	71 19%	71 19%	*
A bit worse	405 34%	133 34%	146 39%	110 30%	*
Much worse	254 21%	27 7%	107 29% N	116 31% N*	
Not sure	86 7%	17 4%	7 2%	45 12% NO*	
NET : Much/a bit better	143 12%	71 18% OP	43 11%	29 8%	*
NET : Much / a bit worse	659 56%	161 41%	253 68% N	226 61% N*	

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

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Tb T55

Outcomes.Compared to remaining part of the EU, do you think leaving the EU will make things better for you or make things worse? - the price of homes

Base: All adults GB 18+

		GENDER		AGE						GE Vote 2017				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservatives	Labour	Lib Dems	Other	No vote
	A	B	C	D	E	F	G	H	I	J	K	L	M	
Unweighted Base	1184	585	597	158	206	194	218	181	227	342	389	92	135	186
Weighted Base	1184	575	599	131	204	189	210	174	276	320	230	74	74	435
Much better	70 6%	42 7%	28 5%	19 14% F*	13 6% *	12 7% *	2 1% *	8 5% *	16 6% *	23 7%	10 4%	6 8% *	6 8% *	24 6%
A bit better	152 13%	96 17% B	56 9%	24 18% *	34 17% *	21 11% *	28 13% *	19 11% *	25 9%	50 16%	35 15%	11 15% *	8 11% *	46 11%
No difference	437 37%	244 42% B	190 32%	20 15% *	44 22% *	62 33% C*	79 38% CD*	84 48% CD*	149 54% CDEF	156 49%	77 34%	20 27% *	35 47% *	125 29%
A bit worse	227 19%	75 13%	145 24% A	22 17% *	46 23% *	31 17% *	54 26% *	26 15% *	48 17% *	58 18%	44 19%	16 22% *	13 18% *	87 20%
Much worse	177 15%	85 15%	92 15%	20 15% H*	53 26% H*	32 17% H*	34 16% H*	25 14% H*	14 5%	11 3%	49 21% I	12 17% I*	7 9% *	93 21% I
Not sure	121 10%	32 6%	88 15% A	26 20% DFGH*	13 7% *	31 16% *	14 6% *	13 7% *	24 9%	21 7%	15 7%	9 11% *	5 7% *	60 14%
NET : Much/a bit better	222 19%	138 24% B	84 14%	43 33% FGH*	48 23% *	33 18% *	30 14% *	27 16% *	41 15%	74 23%	45 19%	17 22% *	14 19% *	70 16%
NET : Much / a bit worse	405 34%	161 28%	237 40% A	42 32% *	99 49% GH*	63 33% *	87 42% H*	50 29% *	62 23%	69 22%	93 40% I	29 39% I*	21 28% *	180 41% I

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J

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Pg 123

Tb T55

Outcomes.Compared to remaining part of the EU, do you think leaving the EU will make things better for you or make things worse? - the price of homes

Base: All adults GB 18+

		EU Ref 2016			
		Total	Leave	Remain	Did not vote
		N	O	P	
Unweighted Base	1184	513	495	152	
Weighted Base	1184	390	374	372	
Much better	70 6%	40 10% OP	19 5%	8 2% *	
A bit better	152 13%	73 19% P	47 13%	30 8% *	
No difference	437 37%	187 48% OP	127 34%	99 27% *	
A bit worse	227 19%	42 11%	85 23% N	99 27% N*	
Much worse	177 15%	20 5%	75 20% N	79 21% N*	
Not sure	121 10%	28 7%	21 6%	56 15% O*	
NET : Much/a bit better	222 19%	113 29% OP	66 18%	38 10% *	
NET : Much / a bit worse	405 34%	62 16%	160 43% N	178 48% N*	

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

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Tb T56

Outcomes.Compared to remaining part of the EU, do you think leaving the EU will make things better for you or make things worse? - the standard of care in the NHS

Base: All adults GB 18+

		GENDER		AGE						GE Vote 2017				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservatives	Labour	Lib Dems	Other	No vote
	A	B	C	D	E	F	G	H	I	J	K	L	M	
Unweighted Base	1184	585	597	158	206	194	218	181	227	342	389	92	135	186
Weighted Base	1184	575	599	131	204	189	210	174	276	320	230	74	74	435
Much better	91 8%	47 8%	45 7%	13 10% *	16 8% *	12 6% *	11 5% *	12 7% *	28 10%	38 12%	17 7%	3 4% *	5 7% *	28 6%
A bit better	178 15%	96 17%	82 14%	17 13% *	42 21% *	20 11% *	23 11% *	31 18% *	45 16%	66 21% M	38 17%	13 17% *	8 11% *	50 12%
No difference	410 35%	232 40% B	178 30%	32 25% *	55 27% *	69 37% *	84 40% *	71 41% *	98 35%	142 45% J	51 22%	25 34% *	30 41% J*	143 33%
A bit worse	224 19%	88 15%	126 21%	26 20% *	44 22% *	35 18% *	41 20% *	22 13% *	56 20%	43 13%	54 23% I	16 21% *	16 22% *	85 20%
Much worse	174 15%	86 15%	88 15%	18 14% *	35 17% *	30 16% *	35 17% *	25 15% *	31 11%	15 5%	58 25% I	12 16% I*	13 17% I*	72 16% I
Not sure	107 9%	27 5%	80 13% A	24 18% DGH*	12 6% *	23 12% *	16 8% *	11 7% *	20 7%	16 5%	12 5%	6 8% *	2 3% *	57 13% IJ
NET : Much/a bit better	269 23%	143 25%	127 21%	31 23% *	58 28% *	32 17% *	33 16% *	43 25% *	72 26%	104 32% M	55 24%	16 21% *	14 18% *	78 18%
NET : Much / a bit worse	398 34%	174 30%	214 36%	44 33% *	79 39% *	65 34% *	76 36% *	48 28% *	86 31%	57 18%	112 49% IM	27 37% I*	28 38% I*	157 36% I

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 10

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Tb T56

Outcomes.Compared to remaining part of the EU, do you think leaving the EU will make things better for you or make things worse? - the standard of care in the NHS

Base: All adults GB 18+

		EU Ref 2016			
		Total	Leave	Remain	Did not vote
		N	O	P	
Unweighted Base	1184	513	495	152	
Weighted Base	1184	390	374	372	
Much better	91 8%	62 16% OP	17 4%	13 4% *	
A bit better	178 15%	92 24% OP	47 13%	36 10% *	
No difference	410 35%	158 41% P	129 35%	102 28% *	
A bit worse	224 19%	42 11%	81 22% N	98 26% N*	
Much worse	174 15%	13 3%	83 22% N	72 19% N*	
Not sure	107 9%	24 6%	17 4%	51 14% O*	
NET : Much/a bit better	269 23%	153 39% OP	64 17%	49 13% *	
NET : Much / a bit worse	398 34%	55 14%	164 44% N	169 46% N*	

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

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Tb T57

Outcomes.Compared to remaining part of the EU, do you think leaving the EU will make things better for you or make things worse? - the standard of schools where you live

Base: All adults GB 18+

		GENDER		AGE						GE Vote 2017				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservativ es	Labour	Lib Dems	Other	No vote
	A	B	C	D	E	F	G	H	I	J	K	L	M	
Unweighted Base	1184	585	597	158	206	194	218	181	227	342	389	92	135	186
Weighted Base	1184	575	599	131	204	189	210	174	276	320	230	74	74	435
Much better	80 7%	50 9%	30 5%	16 12% H*	22 11% *	10 5% *	12 6% *	12 7% *	9 3% *	27 8%	16 7%	9 12% *	4 5% *	24 6%
A bit better	122 10%	62 11%	60 10%	22 17% *	34 16% *	12 6% *	14 7% *	15 9% *	26 9% *	39 12%	33 15%	6 8% *	6 9% *	32 7%
No difference	610 52%	319 55%	288 48%	34 26% *	95 47% C*	84 44% C*	113 54% C*	98 56% C*	185 67% CDE	206 64% JM	96 42%	37 50% *	44 60% *	198 46%
A bit worse	160 14%	61 11%	92 15%	20 15% *	17 8% *	28 15% *	46 22% DH*	24 14% *	24 9% *	25 8%	38 16% I	9 12% *	11 14% *	74 17% I
Much worse	88 7%	43 7%	44 7%	17 13% GH*	18 9% *	26 14% GH*	14 7% *	5 3% *	8 3% *	11 3%	27 12% I	4 6% *	5 6% *	40 9%
Not sure	125 11%	39 7%	85 14% A	22 17% F*	18 9% *	29 15% *	11 5% *	21 12% *	24 9% *	12 4%	20 9%	9 13% I*	4 6% *	67 15% I
NET : Much/a bit better	202 17%	112 19%	90 15%	37 29% EFH*	56 27% EFH*	21 11% *	26 12% *	26 15% *	35 13% *	66 21%	49 21%	15 20% *	10 14% *	56 13%
NET : Much / a bit worse	248 21%	105 18%	136 23%	37 28% H*	35 17% *	55 29% H*	60 29% H*	29 						

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Pg 127

Tb T57

Outcomes.Compared to remaining part of the EU, do you think leaving the EU will make things better for you or make things worse? - the standard of schools where you live

Base: All adults GB 18+

		EU Ref 2016			
		Total	Leave	Remain	Did not vote
		N	O	P	
Unweighted Base	1184	513	495	152	
Weighted Base	1184	390	374	372	
Much better	80 7%	44 11% P	24 6%	9 3% *	
A bit better	122 10%	57 15% P	42 11%	21 6% *	
No difference	610 52%	229 59% P	193 52%	163 44% *	
A bit worse	160 14%	32 8%	54 14% N	71 19% N*	
Much worse	88 7%	8 2%	39 10% N	40 11% N*	
Not sure	125 11%	19 5%	23 6%	67 18% NO*	
NET : Much/a bit better	202 17%	102 26% OP	65 17% P	31 8% *	
NET : Much / a bit worse	248 21%	40 10%	93 25% N	111 30% N*	

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

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Tb T58

Outcomes.Compared to remaining part of the EU, do you think leaving the EU will make things better for you or make things worse? - the mix of people where you live

Base: All adults GB 18+

		GENDER		AGE						GE Vote 2017				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservativ es	Labour	Lib Dems	Other	No vote
		A	B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	1184	585	597	158	206	194	218	181	227	342	389	92	135	186
Weighted Base	1184	575	599	131	204	189	210	174	276	320	230	74	74	435
Much better	71 6%	50 9%	21 4%	9 7%	23 11%	11 6%	7 3%	15 9%	6 2%	26 8%	9 4%	6 8%	6 8%	24 6%
		B		*	H*	*	*	*				*	*	
A bit better	114 10%	61 11%	54 9%	25 19%	32 16%	10 5%	16 7%	11 7%	21 7%	41 13%	24 10%	5 7%	4 5%	37 9%
				EFHG*	*	*	*	*				*	*	
No difference	677 57%	342 59%	332 55%	39 30%	97 48%	99 52%	136 65%	110 63%	196 71%	213 66%	128 56%	45 61%	54 73%	204 47%
				*	*	C*	CD*	C*	CDE			*	M*	
A bit worse	138 12%	56 10%	75 13%	22 17%	22 11%	22 12%	31 15%	13 8%	27 10%	23 7%	33 14%	11 14%	7 9%	64 15%
				*	*	*	*	*			I	*	*	
Much worse	77 7%	36 6%	41 7%	13 10%	13 6%	20 11%	10 5%	11 7%	9 3%	9 3%	21 9%	3 4%	3 3%	39 9%
				*	*	*	*	*			I	*	*	
Not sure	106 9%	30 5%	76 13%	22 17%	17 8%	27 14%	11 5%	12 7%	17 6%	8 2%	15 7%	4 6%	1 1%	65 15%
			A	FH*	*	*	*	*				*	*	IJ
NET : Much/a bit better	185 16%	111 19%	74 12%	34 26%	55 27%	21 11%	22 11%	27 16%	27 10%	67				

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Tb T58

Outcomes.Compared to remaining part of the EU, do you think leaving the EU will make things better for you or make things worse? - the mix of people where you live

Base: All adults GB 18+

		EU Ref 2016			
		Total	Leave	Remain	Did not vote
		N	O	P	
Unweighted Base	1184	513	495	152	
Weighted Base	1184	390	374	372	
Much better	71 6%	35 9%	17 5%	19 5%	*
A bit better	114 10%	45 11%	45 12%	23 6%	*
No difference	677 57%	252 65% P	214 57%	182 49%	*
A bit worse	138 12%	38 10%	46 12%	54 15%	*
Much worse	77 7%	5 1%	37 10% N	32 9% N*	
Not sure	106 9%	15 4%	14 4%	62 17% NO*	
NET : Much/a bit better	185 16%	80 21%	63 17%	41 11%	*
NET : Much / a bit worse	215 18%	43 11%	83 22% N	86 23% N*	

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

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Pg 130

Tb T59

Outcomes.Compared to remaining part of the EU, do you think leaving the EU will make things better for you or make things worse? - your job and career opportunities

Base: All adults GB 18+

		GENDER		AGE						GE Vote 2017				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Conservatives	Labour	Lib Dems	Other	No vote
	A	B	C	D	E	F	G	H	I	J	K	L	M	
Unweighted Base	1184	585	597	158	206	194	218	181	227	342	389	92	135	186
Weighted Base	1184	575	599	131	204	189	210	174	276	320	230	74	74	435
Much better	64 5%	46 8%	19 3%	12 9%	19 10%	11 6%	8 4%	9 5%	5 2%	19 6%	17 7%	4 5%	5 6%	20 5%
A bit better	116 10%	63 11%	53 9%	19 14%	41 20%	8 4%	15 7%	22 13%	11 4%	33 10%	22 10%	8 11%	4 6%	44 10%
No difference	560 47%	279 48%	278 46%	30 23%	56 28%	78 41%	106 50%	94 54%	196 71%	210 66%	91 40%	33 45%	42 56%	162 37%
A bit worse	209 18%	90 16%	113 19%	30 23%	46 23%	41 22%	47 23%	22 13%	23 8%	26 8%	47 21%	16 21%	14 18%	99 23%
Much worse	123 10%	63 11%	60 10%	24 19%	21 11%	26 14%	22 11%	14 8%	15 5%	10 3%	37 16%	6 8%	7 9%	59 14%
Not sure	112 9%	36 6%	76 13%	15 11%	20 10%	26 14%	11 5%	13 8%	28 10%	21 7%	16 7%	7 10%	3 4%	50 12%
NET : Much/a bit better	180 15%	109 19%	72 12%	31 24%	60 30%	19 10%	23 11%	31 18%	15 6%	52 16%	39 17%	12 16%	9 12%	64 15%
NET : Much / a bit worse	332 28%	152 26%	173 29%	55 42%	67 33%	67 35%	70 33%	36 21%	38 14%	36 11%	84 36%	22 29%	21 28%	159 36%

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum

