



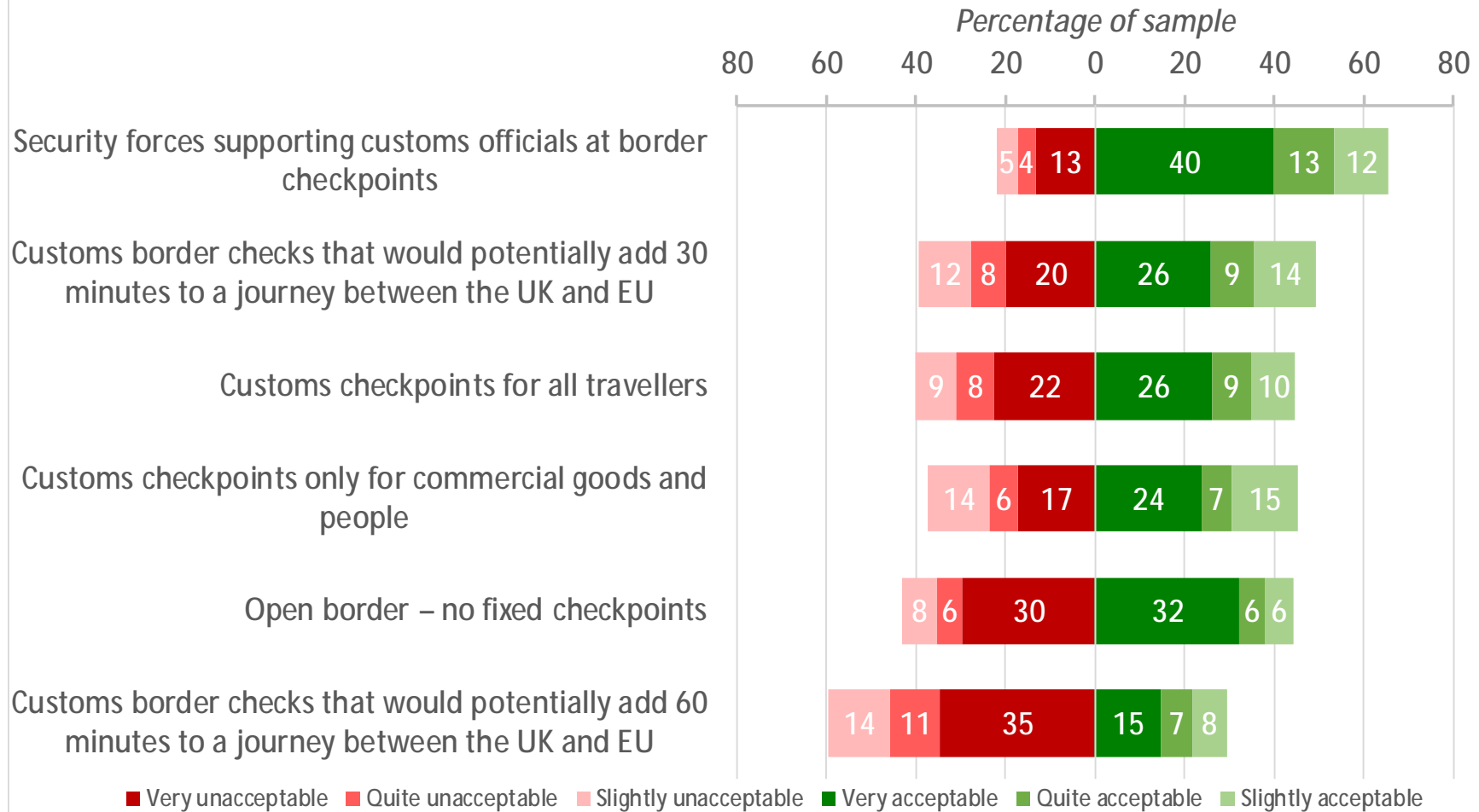
Brexit Opinion Poll

Key Findings

October 2019

Acceptability of border measures from a no-deal Brexit

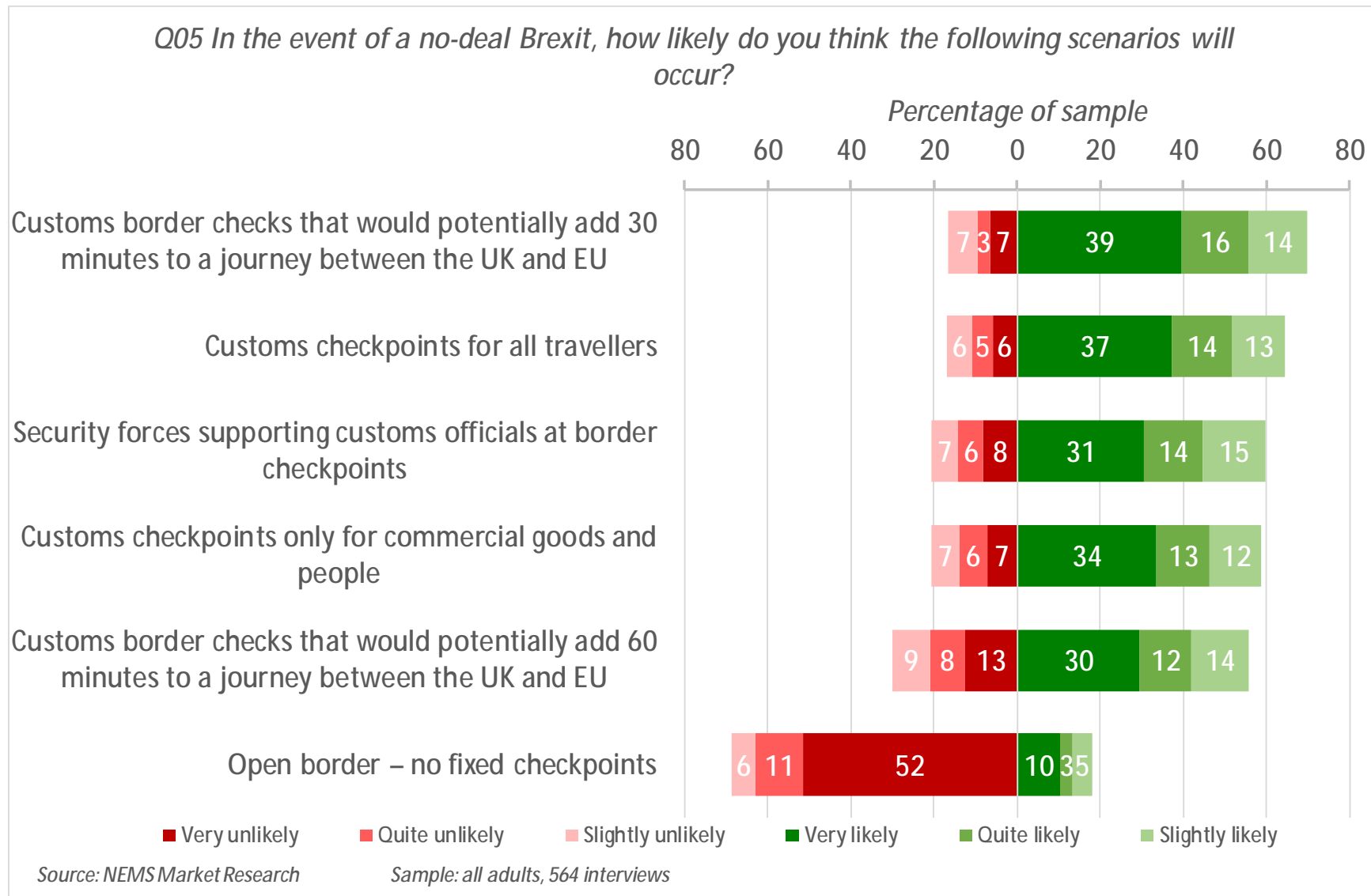
Q04 In the event of a no-deal Brexit, how acceptable would you find the following measures if they were introduced between the UK and EU?



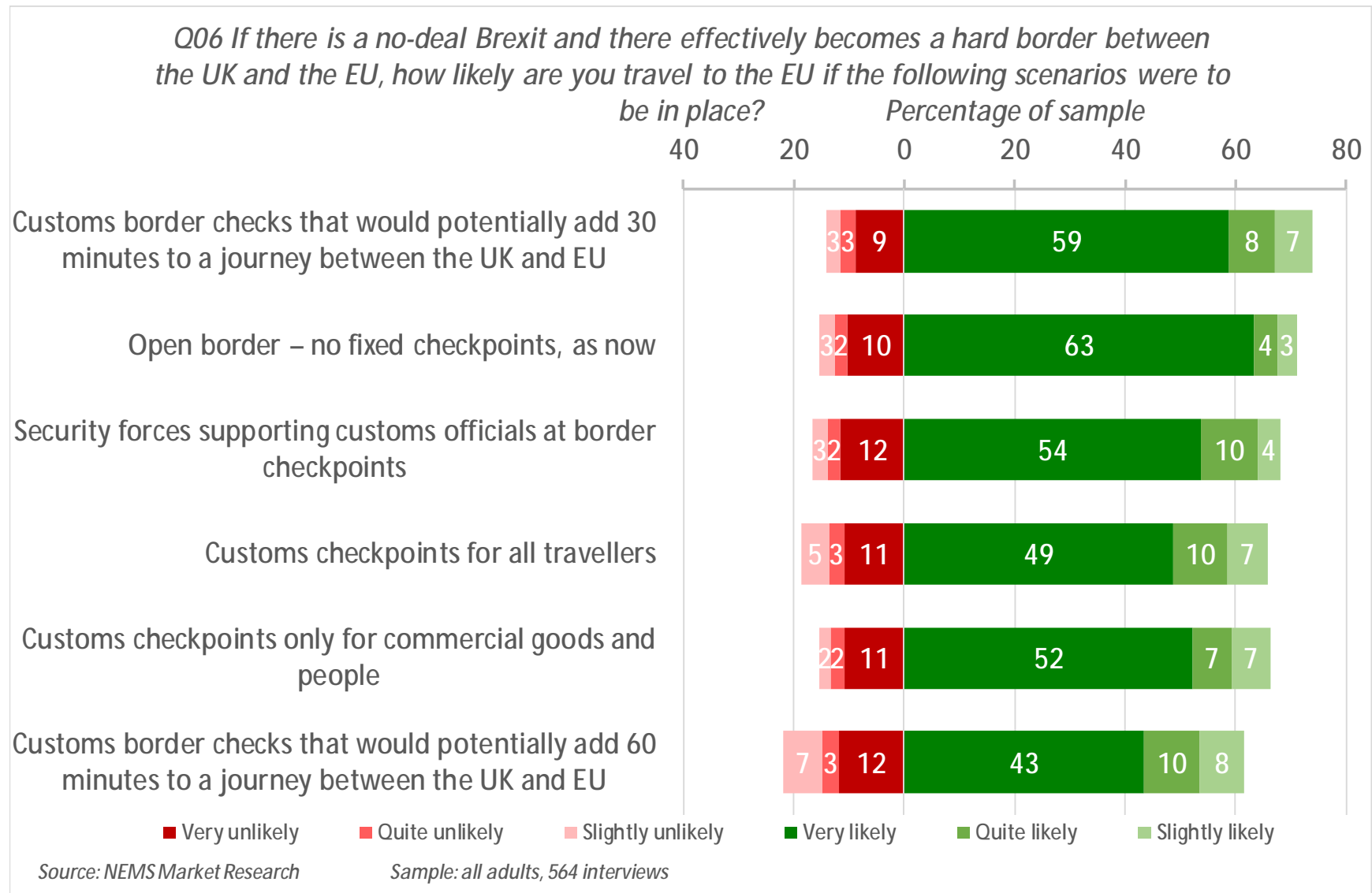
Source: NEMS Market Research

Sample: all adults, 564 interviews

Likelihood of border measures in a no-deal Brexit

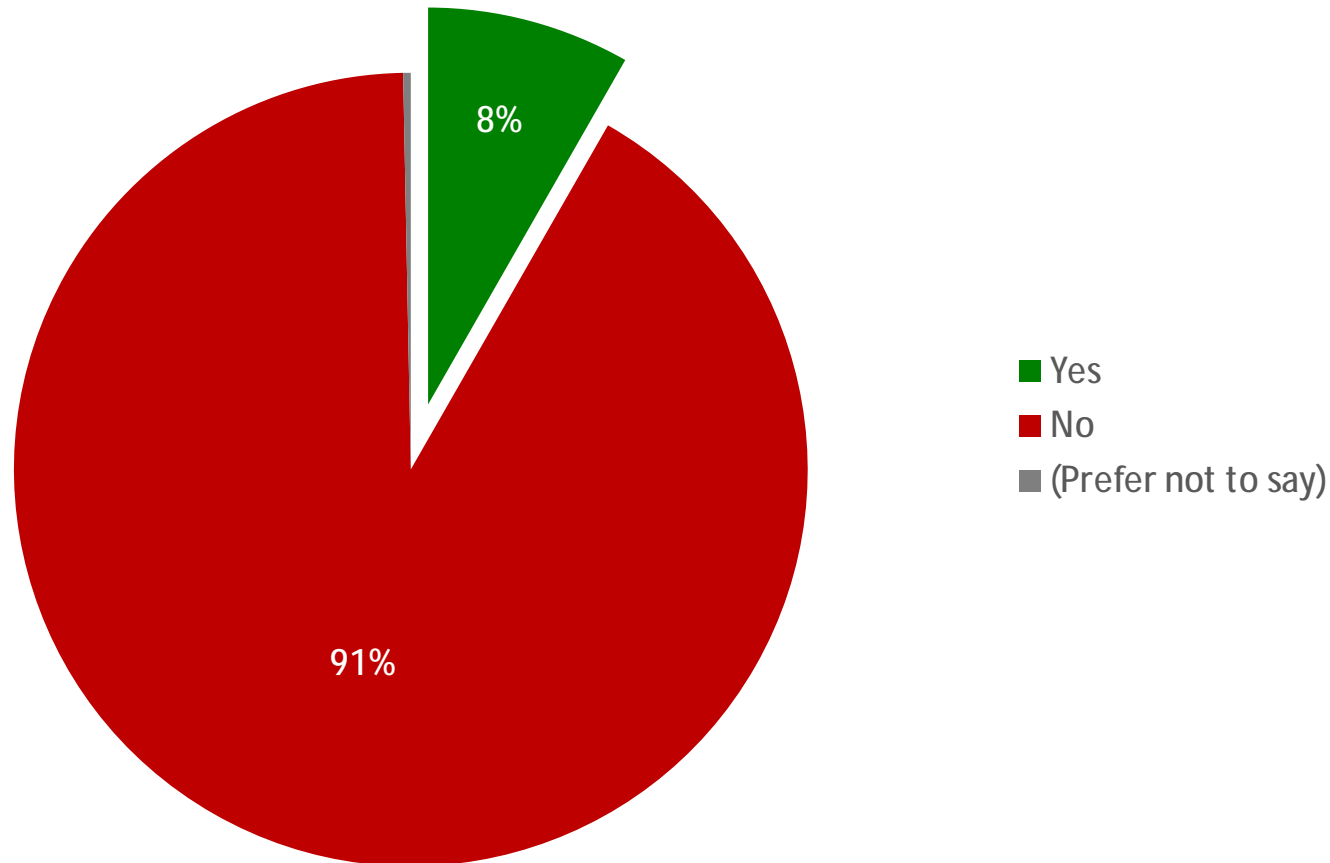


Likelihood of travel in a no-deal Brexit for a variety of possible border measures



Currently stockpiling items in the event of a no-deal Brexit

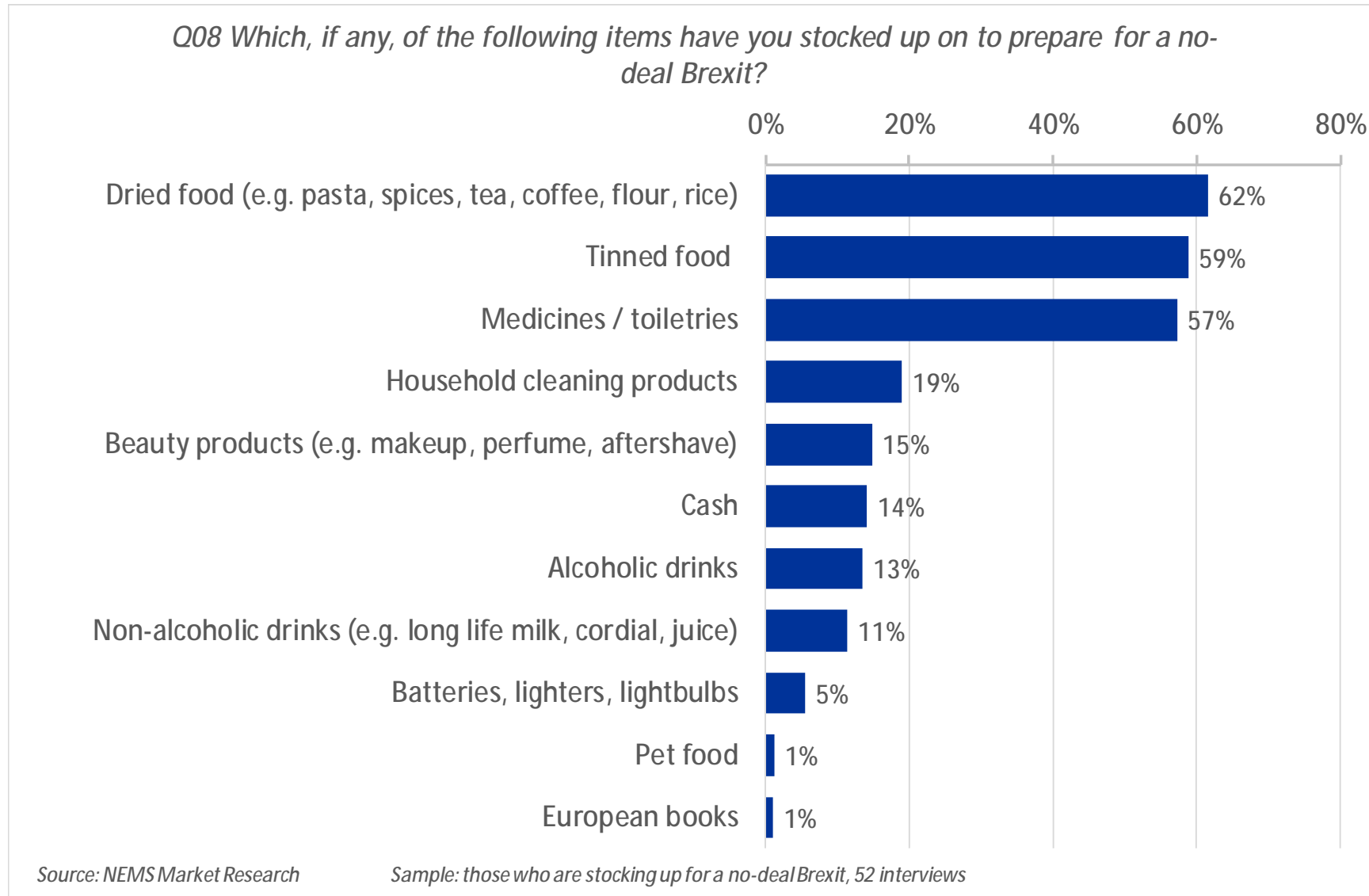
Q07 Have you, or any members of your household, started to stock up on any items to prepare for a no-deal Brexit?



Source: NEMS Market Research

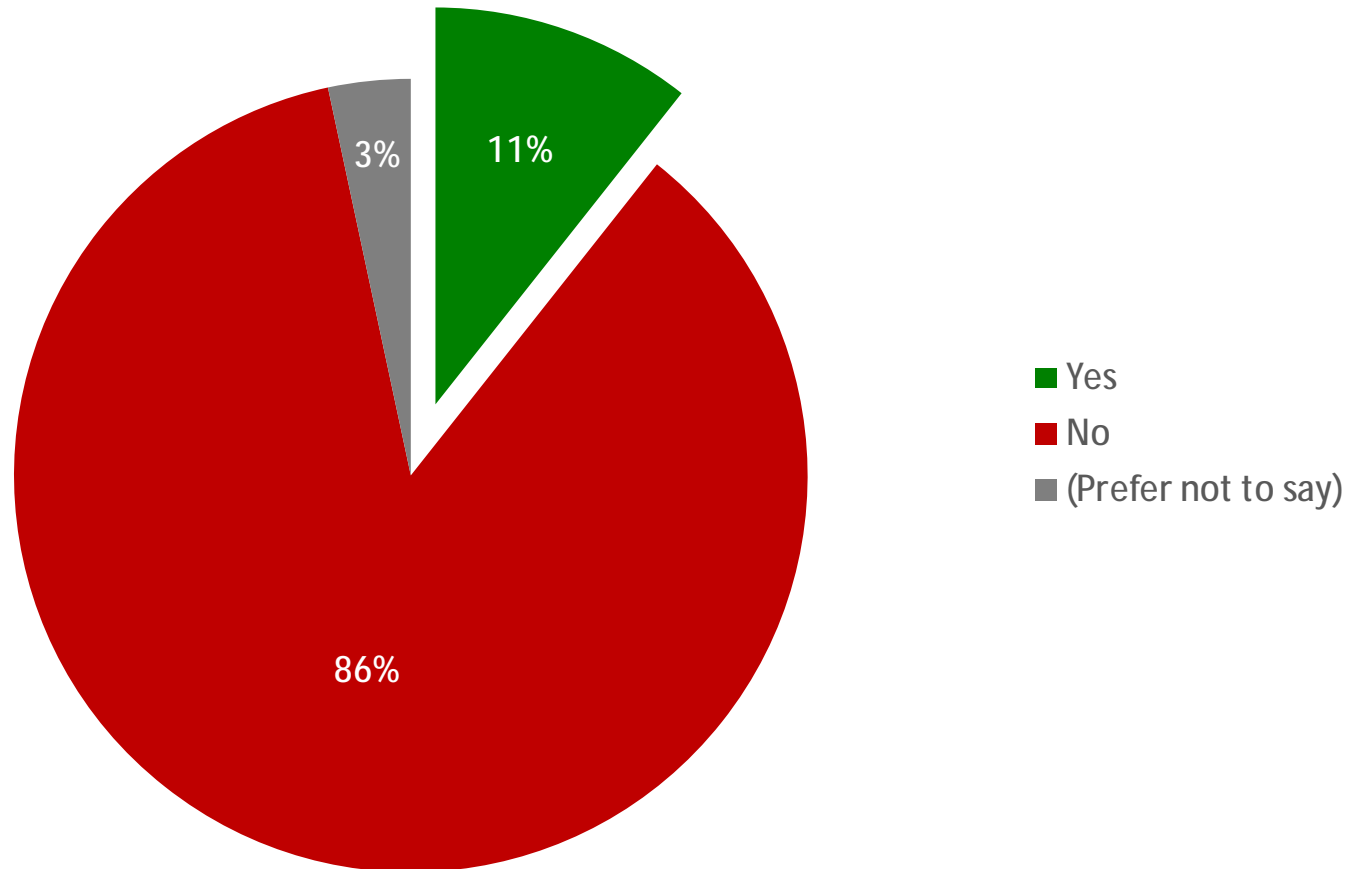
Sample: all adults, 564 interviews

Items currently being stockpiled for a no-deal Brexit



Likelihood of stockpiling items for a no-deal Brexit

Q09 Do you intend to stock up on any items to prepare for a no-deal Brexit?

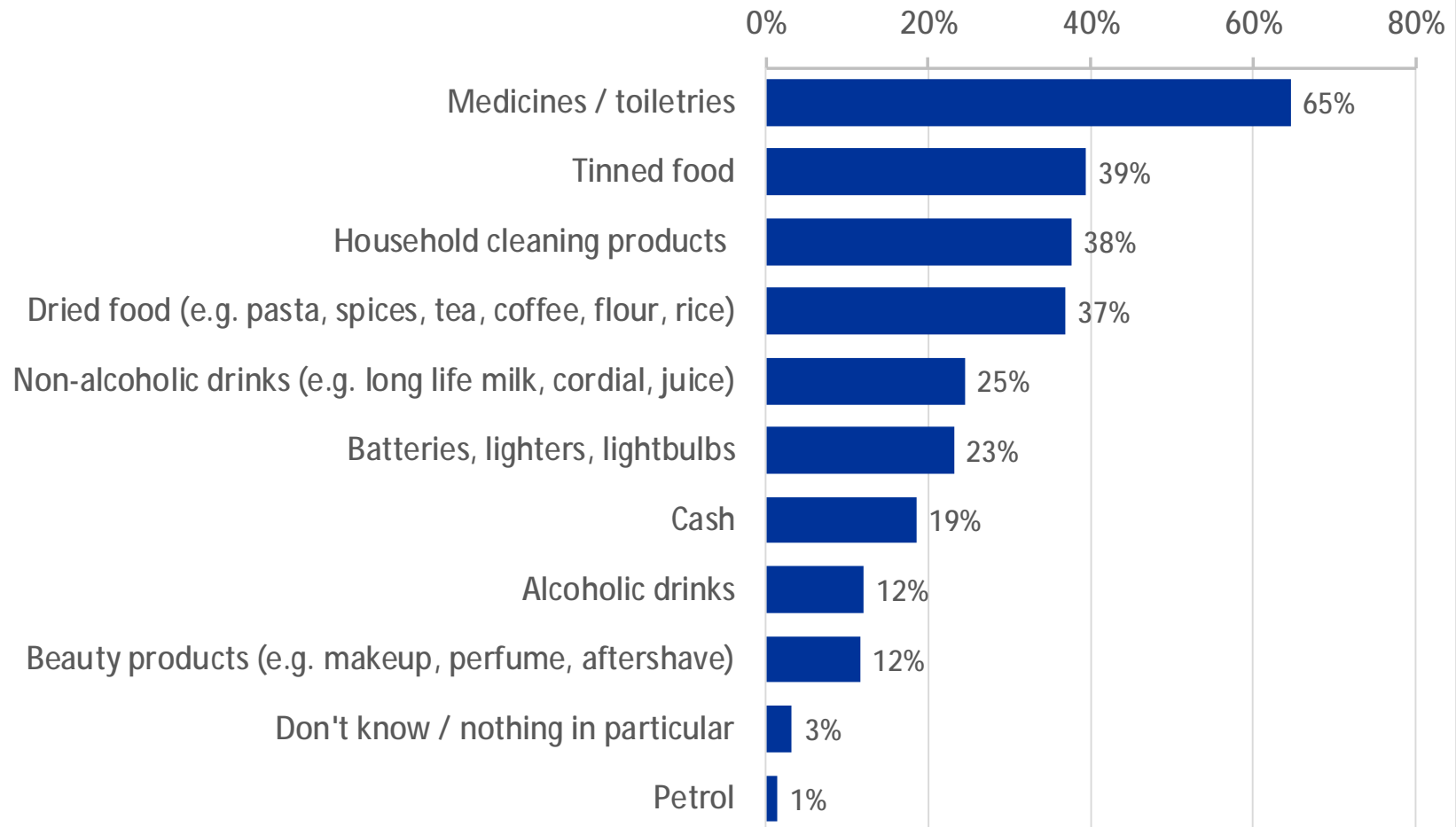


Source: NEMS Market Research

Sample: those who have not stocked up for a no-deal Brexit, 512 interviews

Items likely to be stockpiled in the event of a no-deal Brexit

Q10 And which, if any, of the following measures do you plan to stock up on to prepare for a no-deal Brexit?

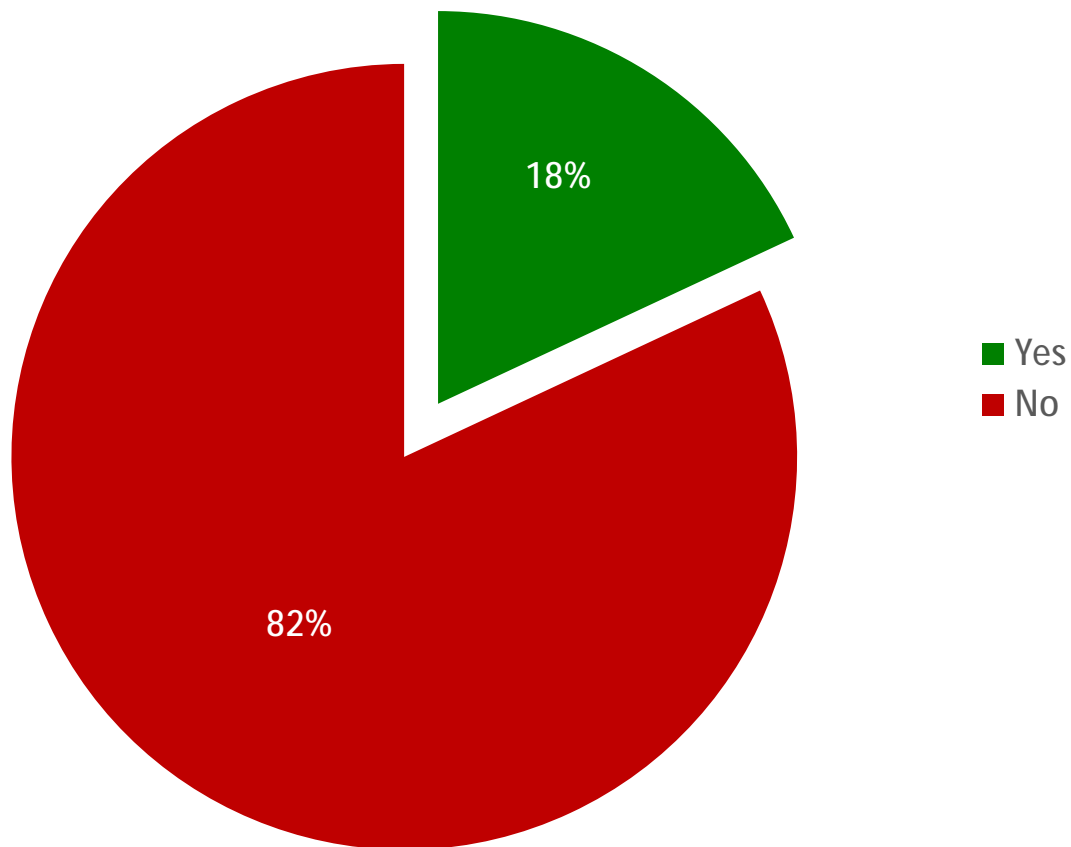


Source: NEMS Market Research

Sample: those who plan to stock up for a no-deal Brexit, 47 interviews

Proportion of the population stockpiling for a no-deal Brexit

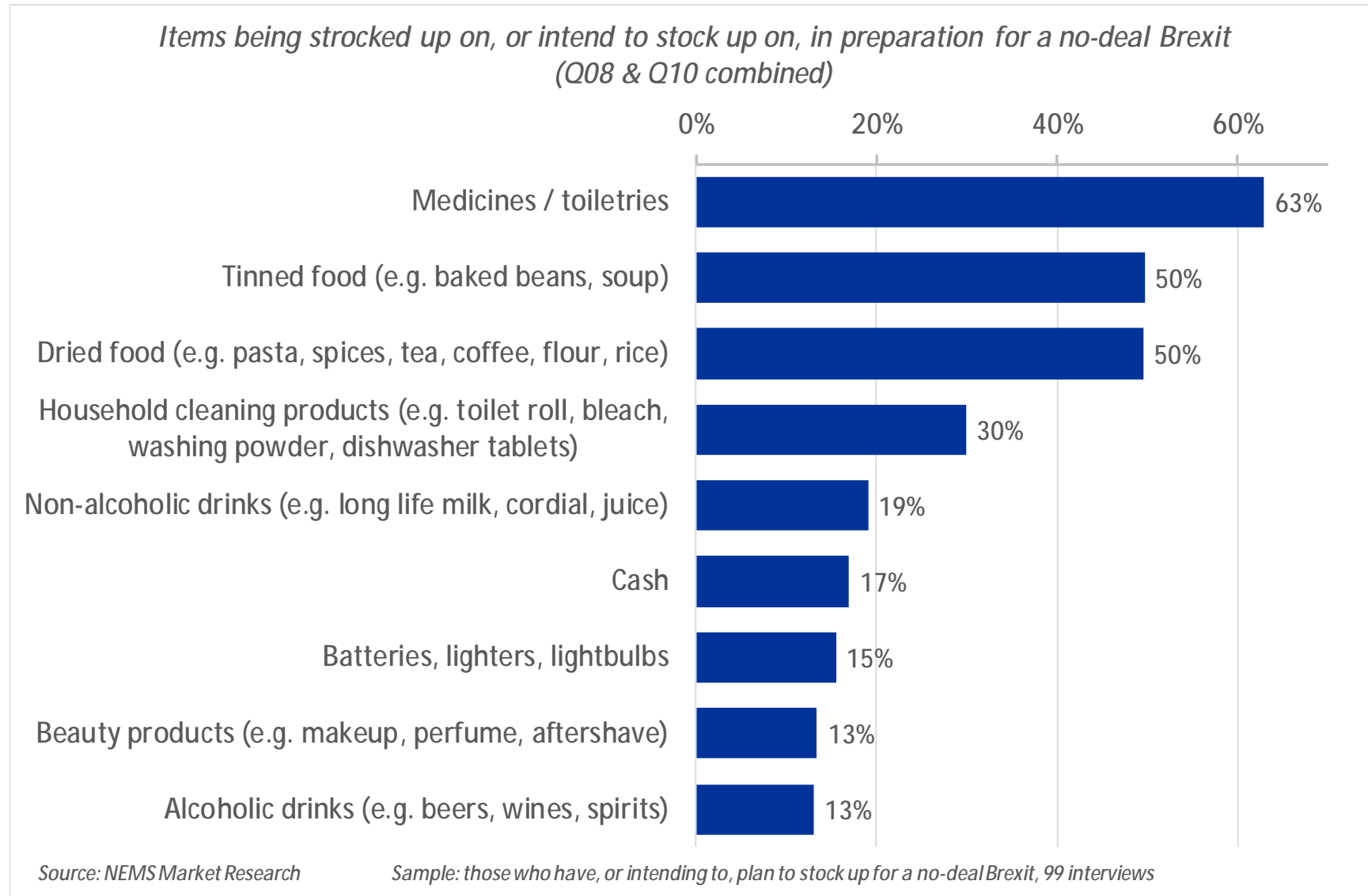
Those who either are or intend to stock up on in preparation for a no-deal Brexit
(Q07 & Q09 combined)



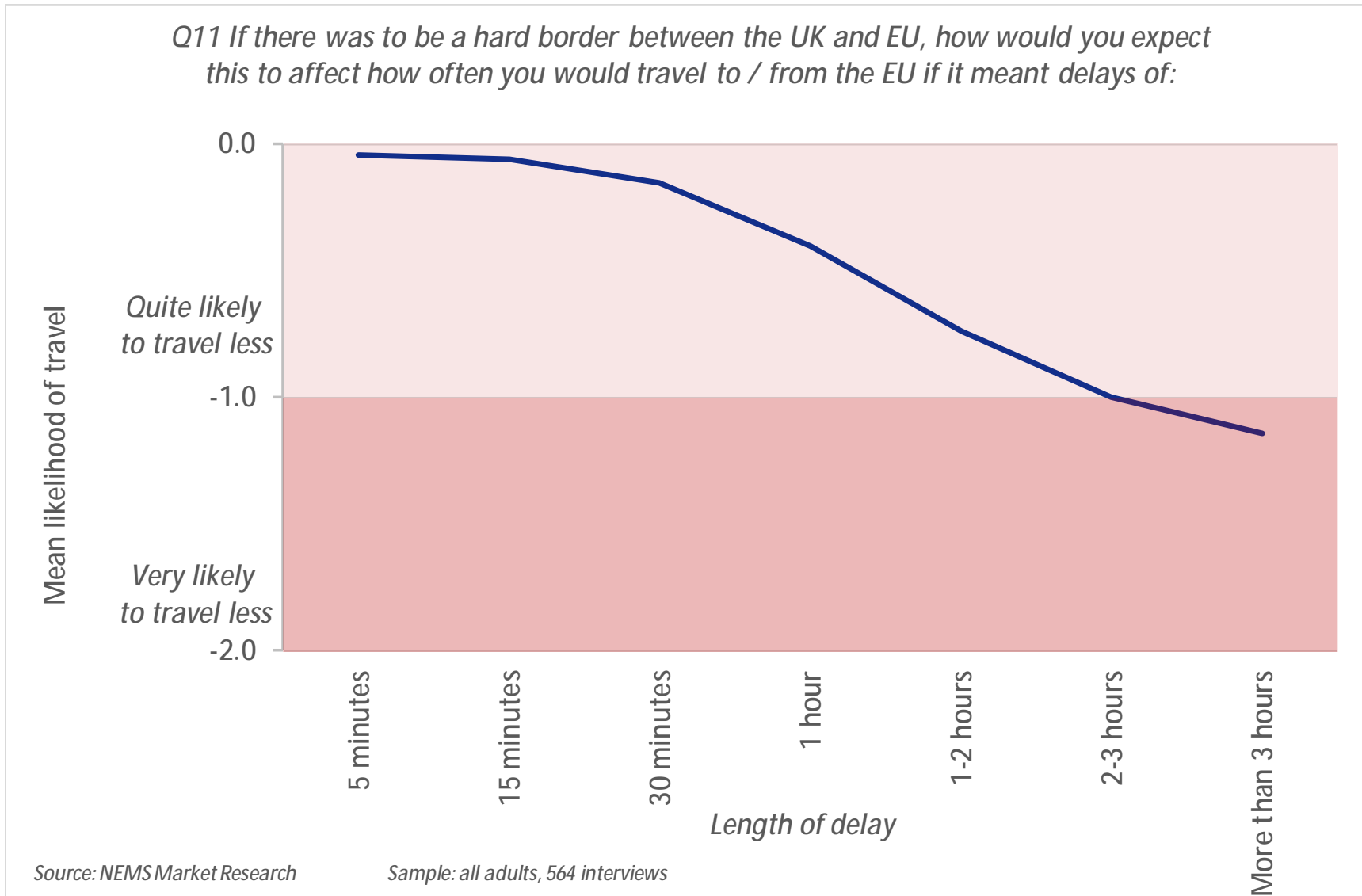
Source: NEMSMarket Research

Sample: all adults, 564 interviews

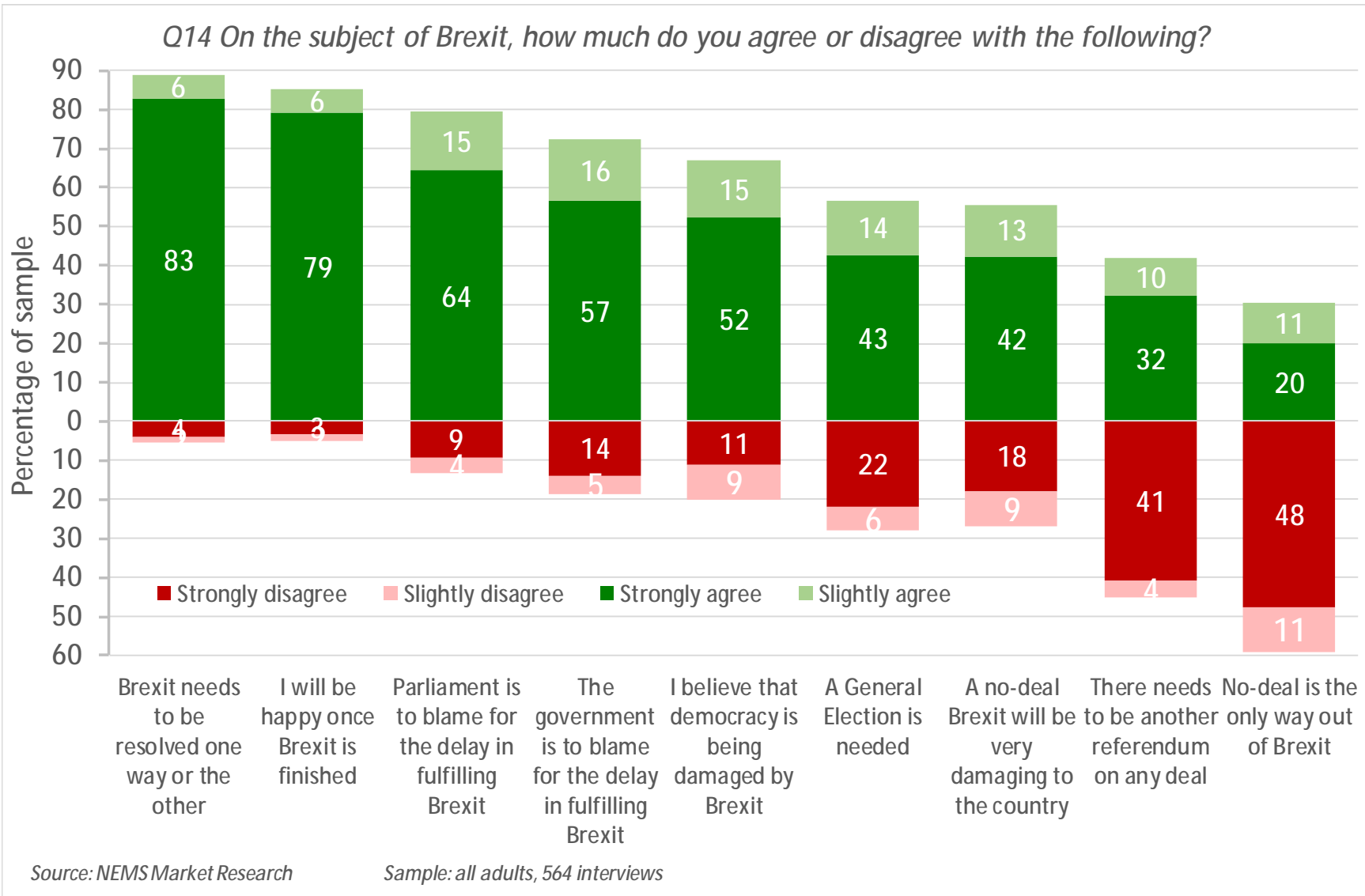
Likely items to be stockpiled in the event of a no-deal Brexit



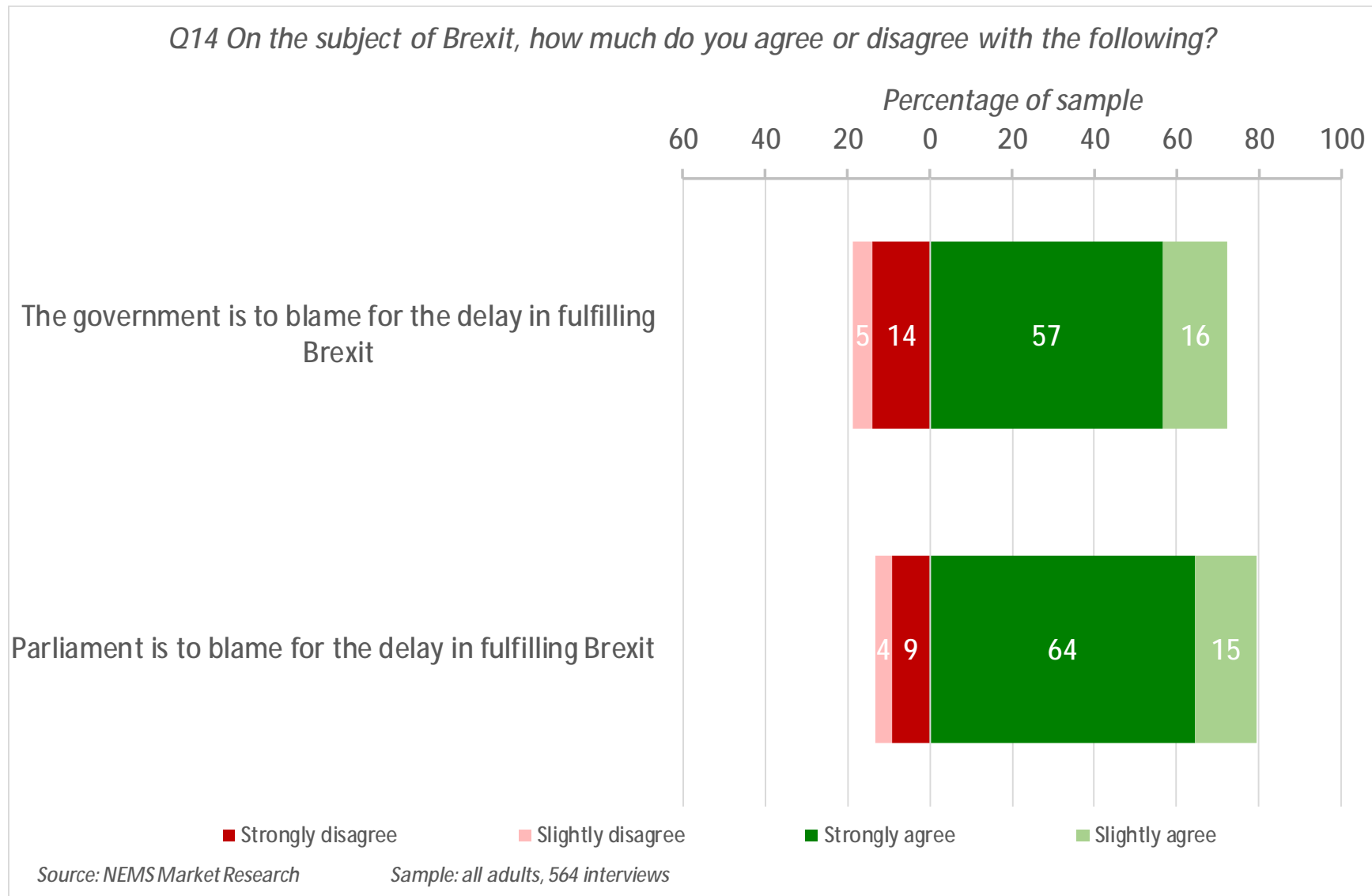
Likelihood of travel if delays encountered



Attitudes towards Brexit

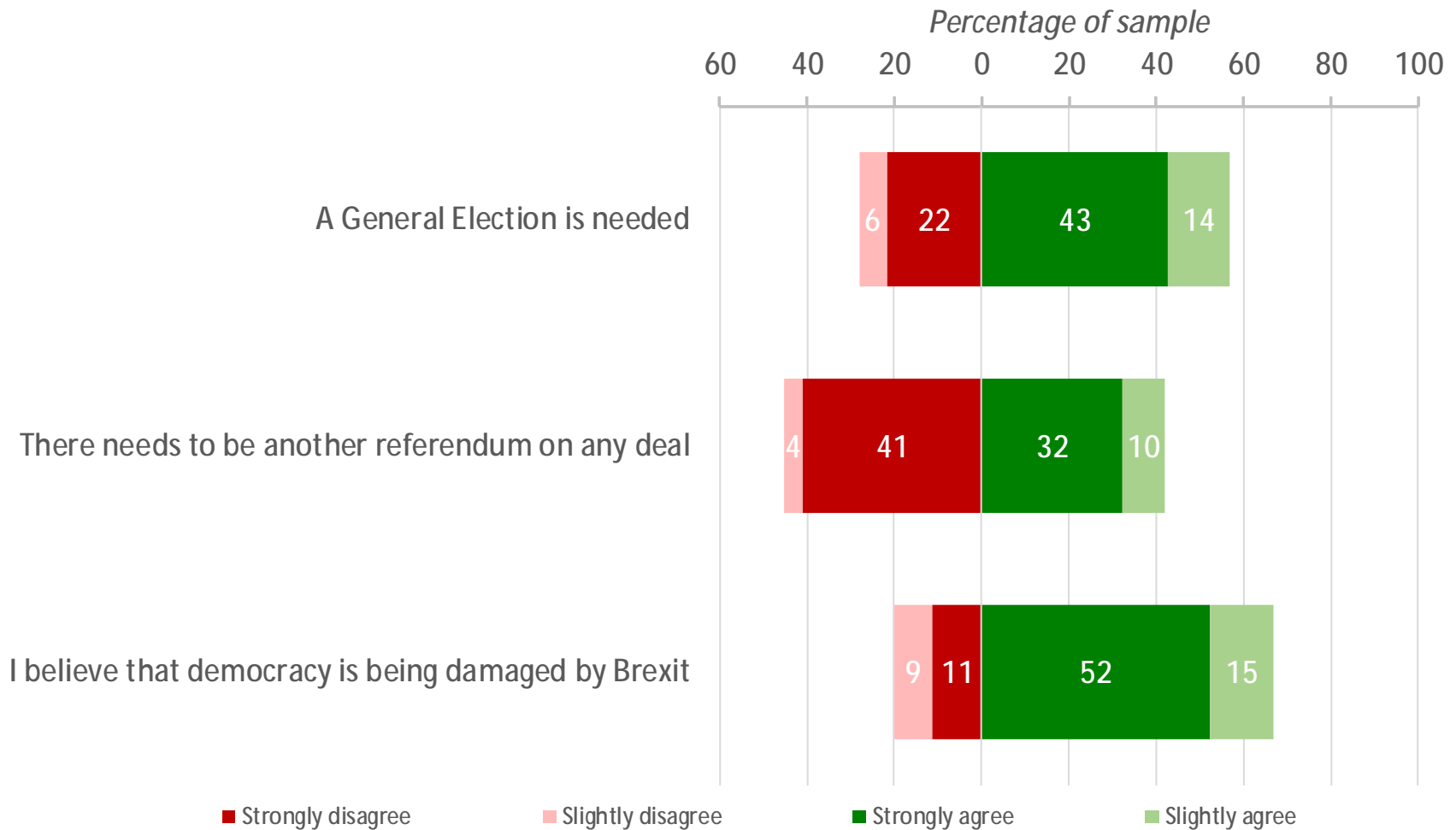


Attitudes towards who is to blame for the Brexit delay



Democratic attitudes toward Brexit

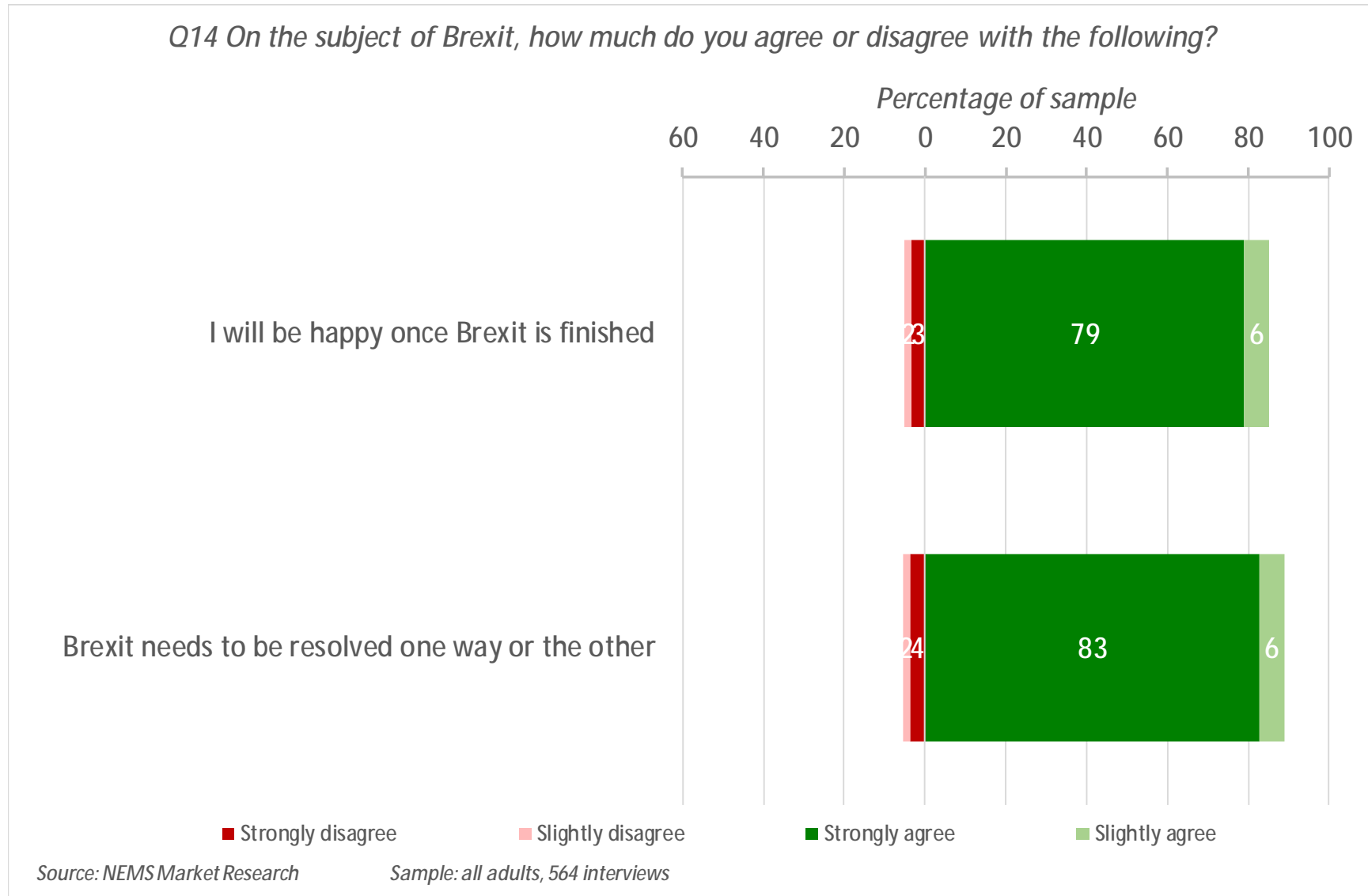
Q14 On the subject of Brexit, how much do you agree or disagree with the following?



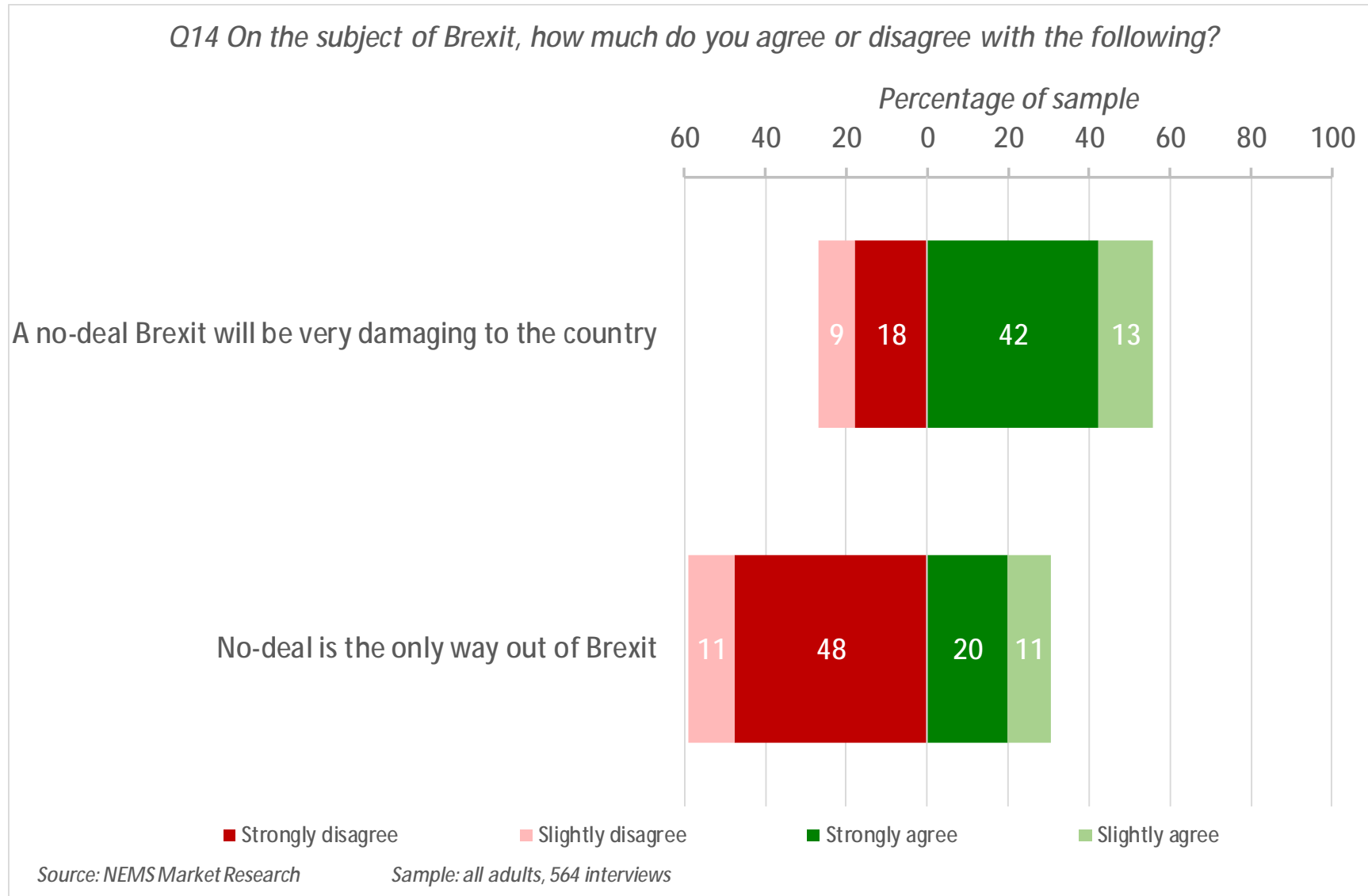
Source: NEMS Market Research

Sample: all adults, 564 interviews

Attitudes toward resolving Brexit

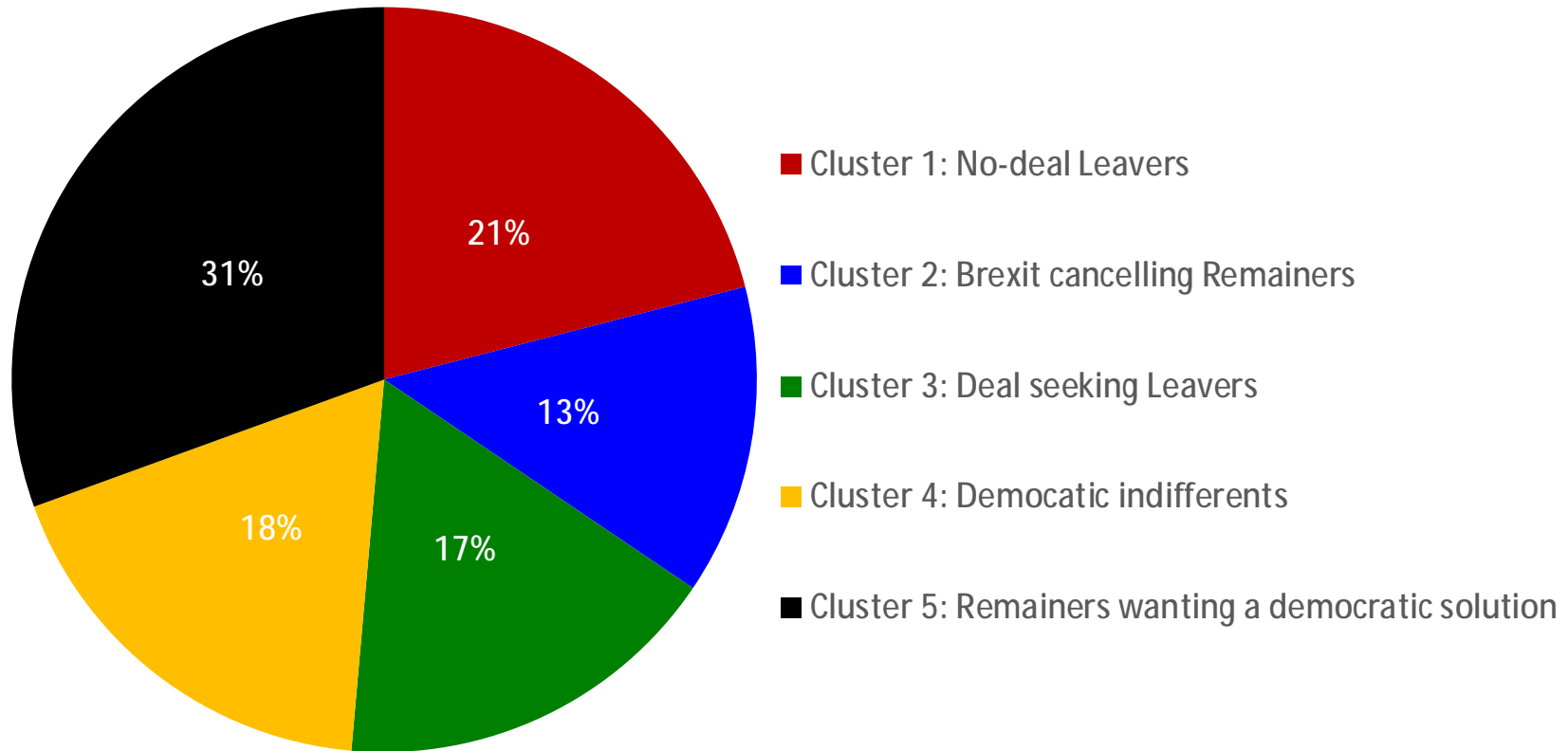


Attitudes toward a no-deal



Cluster Analysis of attitudes toward Brexit

Q14 Cluster Analysis Distribution



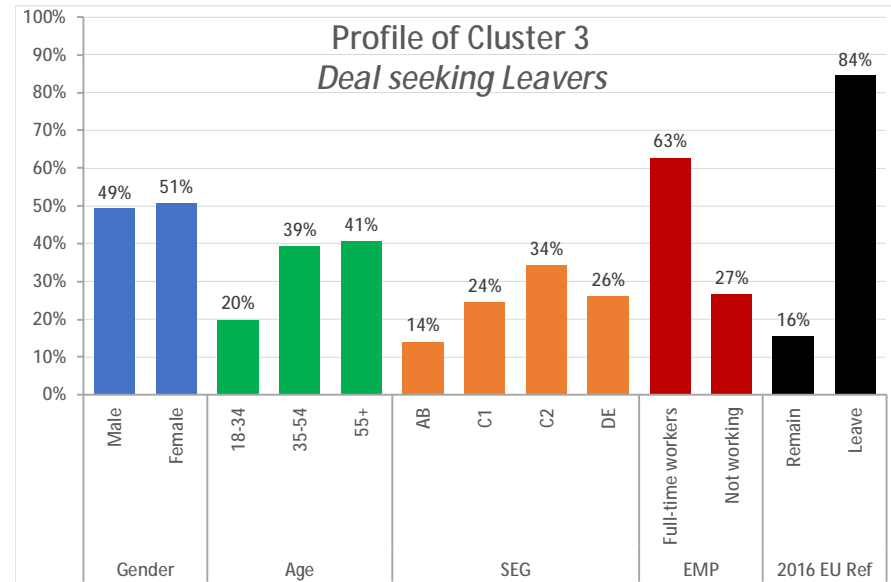
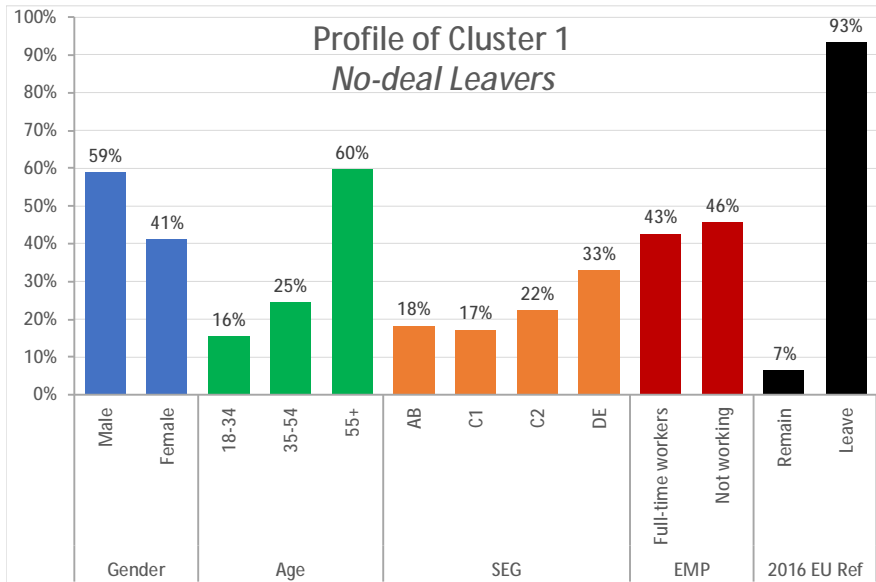
Source: NEMS Market Research

Sample: all adults, 564 interviews

Profile of Leave Supporting Clusters

Cluster 1 (22%, No-deal Leavers)

Cluster 3 (15%, Deal seeking Leavers)



- *Feel democracy is being damaged*
- *Favour a no-deal Brexit*
- *Not afraid of a General Election*
- *Happy with any border measures*
- *Unhappy with open-borders*
- *More likely to be older and male*
- *From the lower half of the social spectrum*

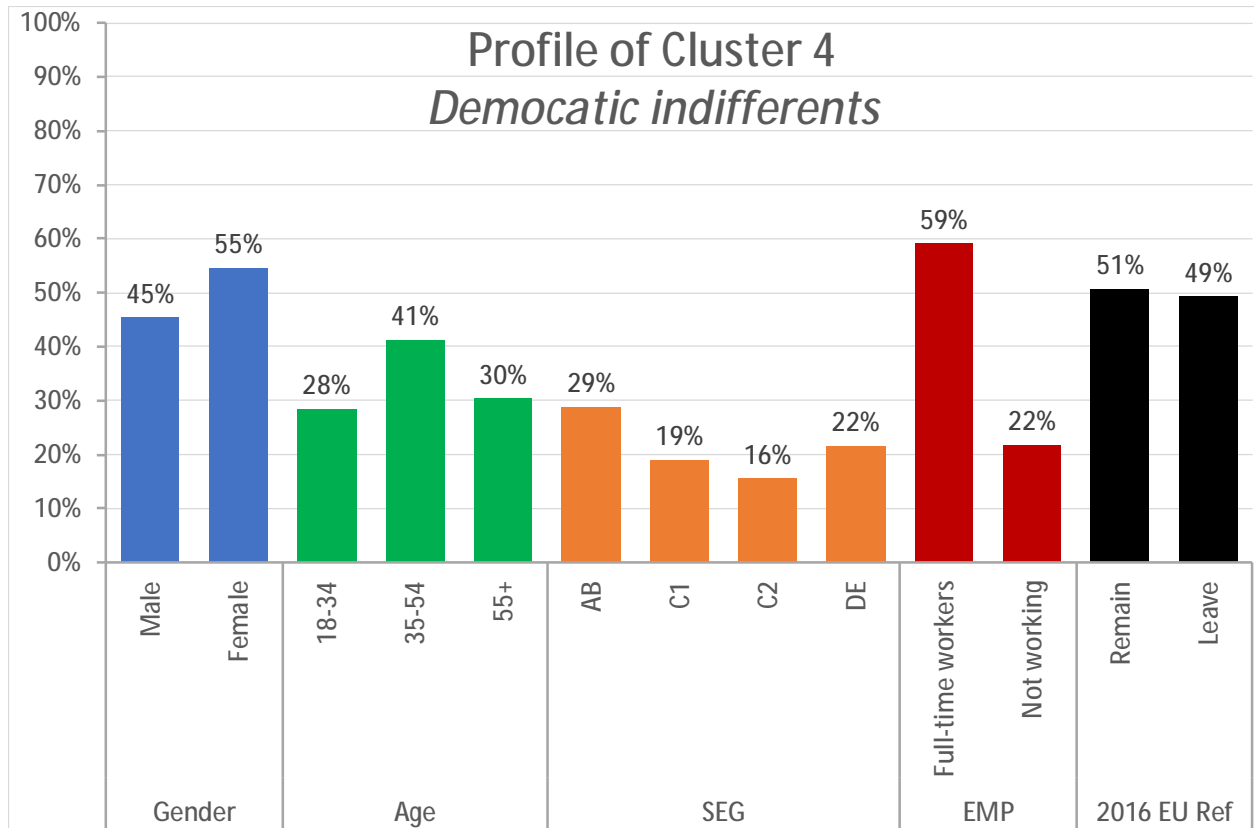
- *Disagree that democracy is being damaged*
- *Oppose a General Election*
- *Undecided about open-borders*
- *More likely to be full-time workers*
- *More likely to be manual workers*

Cluster 1 & 3

Commonalities

- Brexit delay blamed on Parliament
- “Project Fear” disbelievers
- Not stockpiling for a no-deal
- Oppose another Referendum
- Less likely to be ABC1s
- Happy with delays and border checks
- Desire for Brexit to be resolved

Profile: Cluster 4 (16%) – Democratic indifferent



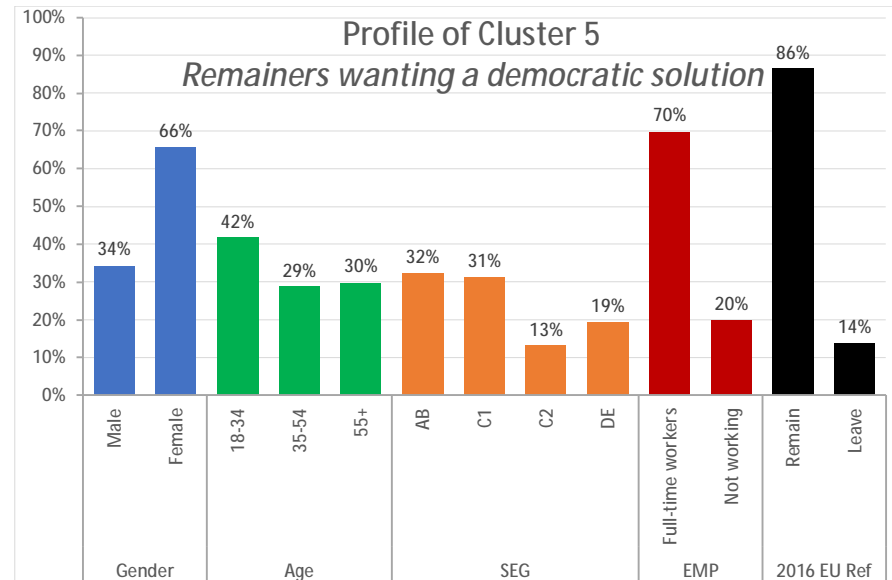
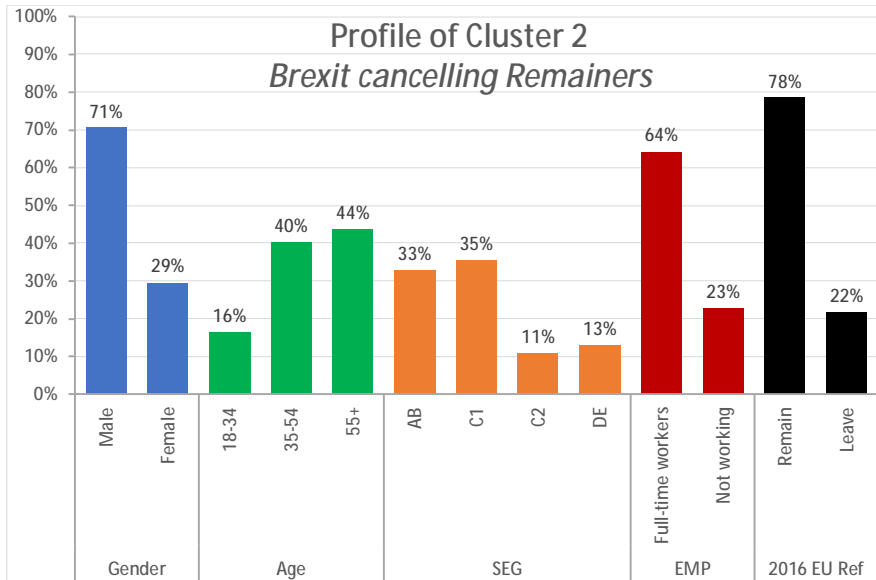
- Blame Parliament equally as much as the Government for any Brexit delay
- Believe a General Election is needed
- Oppose no-deal
- Believe democracy is being damaged
- Just want Brexit to be resolved
- Unconvinced about the damage a no-deal Brexit may cause
- Taking a considered approach to stockpiling
- Happy with delays at the border, and equally happy with open-borders

- Skewed towards female, those aged 35-54
 - Likely to be full-time workers
- Equal mix of Remainers and Leavers

Profile of Remain Supporting Clusters

Cluster 2 (17%, Brexit cancelling Remainders)

Cluster 5 (29%, Remainders wanting a democratic solution)



- **Blames the Government for Brexit delay**
- **Not after a quick fix to Brexit**
- **Doesn't believe democracy is being harmed**
- **Not afraid of a General Election**
- **Unhappy with any border measures**
- **More likely to be aged 35+ and male**

- **Blames Parliament for Brexit delay**
- **Desire for Brexit to be resolved**
- **Believe democracy is being damaged**
- **Believe a General Election is needed**
- **Unhappy with delays or checkpoints for non-commercial travellers**
- **More likely to be female and aged 18-34**

Cluster 2 & 5 Commonalities

- Oppose no-deal
- Support another Referendum
- "Project Fear" advocates
- Stockpiling for a no-deal
- Supports open borders
- Likely to be ABC1s
- Likely to be full-time workers

About this study

Poll of GB adults on their attitudes towards Brexit and other related issues

NEMS Market Research interviewed 564 British adults between 23rd September and 7th October 2019.

Interviewing was conducted via telephone interviewing among adults aged 18+

Quota controls were placed on gender, age and region.

Data was weighted to be demographically representative of all GB adults and regional population numbers.

Respondents were further weighted on how they voted in the 2016 EU Referendum.

For further details please contact:

Richard Lindsay

Director

NEMS Market Research Ltd

advice@nemsmr.co.uk

01642 373355