

# Bloomberg EU Preference Poll



Fieldwork: 9th to 13th August 2018

Sample: 1,036 UK eligible voters

|              | All   | Gender |        | Age   |       |       |       |       |       | Education |      | Geography |        |               |           |       |          | Ethnicity |    |       |           |
|--------------|-------|--------|--------|-------|-------|-------|-------|-------|-------|-----------|------|-----------|--------|---------------|-----------|-------|----------|-----------|----|-------|-----------|
|              | All   | Male   | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65-74 | 75+       | Grad | Non-grad  | London | Rest of South | Mid-lands | North | Scotland | Wales     | NI | White | Non-white |
| Unweighted n | 1,036 | 505    | 531    | 112   | 163   | 156   | 189   | 167   | 137   | 112       | 363  | 673       | 119    | 329           | 198       | 230   | 75       | 48        | 37 | 927   | 109       |
| Weighted n   | 1,036 | 506    | 530    | 114   | 162   | 157   | 189   | 163   | 141   | 110       | 366  | 670       | 122    | 330           | 167       | 248   | 88       | 52        | 29 | 929   | 107       |

Q1 In hindsight, do you think Britain was right or wrong to vote to leave the EU?

|                |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|----------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Right to leave | 43 | 43 | 44 | 20 | 32 | 37 | 43 | 43 | 66 | 63 | 35 | 48 | 38 | 46 | 43 | 49 | 27 | 41 | 35 | 45 | 28 |
| Wrong to leave | 47 | 50 | 44 | 65 | 54 | 53 | 48 | 49 | 30 | 28 | 57 | 42 | 53 | 46 | 43 | 42 | 63 | 47 | 57 | 46 | 61 |
| Don't know     | 10 | 7  | 12 | 15 | 14 | 10 | 9  | 8  | 4  | 9  | 8  | 11 | 9  | 7  | 13 | 10 | 11 | 12 | 8  | 10 | 11 |

Base: Eligible voters. Weighting: Normal.

|                |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|----------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Right to leave | 48 | 46 | 50 | 23 | 37 | 41 | 47 | 47 | 68 | 69 | 38 | 54 | 42 | 50 | 50 | 54 | 30 | 46 | 38 | 50 | 32 |
| Wrong to leave | 52 | 54 | 50 | 77 | 63 | 59 | 53 | 53 | 32 | 31 | 62 | 46 | 58 | 50 | 50 | 46 | 70 | 54 | 62 | 50 | 68 |

Base: Eligible voters with don't knows removed.

Weighting: Normal.

|              | All   | Voting intention |     |    |     |            | Recalled 2017 vote |     |    |     |              | EU referendum |       |              | Tenure       |           |              |             | Political attention |     |      |
|--------------|-------|------------------|-----|----|-----|------------|--------------------|-----|----|-----|--------------|---------------|-------|--------------|--------------|-----------|--------------|-------------|---------------------|-----|------|
|              | All   | CON              | LAB | LD | OTH | Don't know | CON                | LAB | LD | OTH | Did not vote | Remain        | Leave | Did not vote | Own outright | Mort-gage | Private rent | Social rent | Low                 | Mid | High |
| Unweighted n | 1,036 | 276              | 318 | 70 | 147 | 139        | 320                | 303 | 53 | 89  | 241          | 445           | 422   | 145          | 381          | 288       | 178          | 182         | 215                 | 485 | 336  |
| Weighted n   | 1,036 | 280              | 318 | 66 | 146 | 139        | 325                | 304 | 50 | 89  | 239          | 446           | 424   | 143          | 380          | 294       | 176          | 180         | 214                 | 484 | 339  |

Q1 In hindsight, do you think Britain was right or wrong to vote to leave the EU?

|                |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|----------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Right to leave | 43 | 66 | 27 | 17 | 53 | 38 | 63 | 30 | 25 | 53 | 32 | 10 | 84 | 28 | 54 | 35 | 33 | 46 | 42 | 40 | 49 |
| Wrong to leave | 47 | 30 | 65 | 81 | 41 | 41 | 32 | 62 | 75 | 35 | 49 | 84 | 9  | 46 | 40 | 56 | 55 | 40 | 36 | 51 | 49 |
| Don't know     | 10 | 4  | 8  | 1  | 6  | 20 | 6  | 8  | 0  | 11 | 20 | 5  | 6  | 26 | 6  | 9  | 12 | 15 | 21 | 9  | 3  |

Base: Eligible voters. Weighting: Normal.

|                |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|----------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Right to leave | 48 | 69 | 29 | 18 | 56 | 48 | 66 | 33 | 25 | 60 | 39 | 11 | 90 | 37 | 57 | 38 | 38 | 53 | 54 | 44 | 50 |
| Wrong to leave | 52 | 31 | 71 | 82 | 44 | 52 | 34 | 67 | 75 | 40 | 61 | 89 | 10 | 63 | 43 | 62 | 62 | 47 | 46 | 56 | 50 |

Base: Eligible voters with don't knows removed.

Weighting: Normal.

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Sample: 1,036 UK eligible voters

|              | All   | Gender |        | Age   |       |       |       |       |       | Education |      | Geography |         |               |           |       |           |       | Ethnicity |       |           |
|--------------|-------|--------|--------|-------|-------|-------|-------|-------|-------|-----------|------|-----------|---------|---------------|-----------|-------|-----------|-------|-----------|-------|-----------|
|              | All   | Male   | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65-74 | 75+       | Grad | Non-grad  | Lon-don | Rest of South | Mid-lands | North | Scot-land | Wales | NI        | White | Non-white |
| Unweighted n | 1,036 | 505    | 531    | 112   | 163   | 156   | 189   | 167   | 137   | 112       | 363  | 673       | 119     | 329           | 198       | 230   | 75        | 48    | 37        | 927   | 109       |
| Weighted n   | 1,036 | 506    | 530    | 114   | 162   | 157   | 189   | 163   | 141   | 110       | 366  | 670       | 122     | 330           | 167       | 248   | 88        | 52    | 29        | 929   | 107       |

Q2 If you could choose from the following, which would come closest to your preferred relationship between the UK and EU? Should the UK be...

|   | 13 | 13 | 13 | 11 | 8  | 11 | 13 | 11 | 23 | 16 | 11 | 14 | 8  | 13 | 14 | 15 | 7  | 15 | 19 | 14 | 7  |
|---|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Out of the EU with no deal on withdrawal or trade                                 | 13 | 13 | 13 | 11 | 8  | 11 | 13 | 11 | 23 | 16 | 11 | 14 | 8  | 13 | 14 | 15 | 7  | 15 | 19 | 14 | 7  |
| Out of the EU with a basic deal, but with full control of the migration of people | 30 | 26 | 33 | 23 | 17 | 20 | 27 | 40 | 42 | 46 | 25 | 33 | 27 | 31 | 31 | 36 | 17 | 28 | 13 | 31 | 18 |
| Out of the EU but inside the single market and without restrictions on migration  | 9  | 9  | 9  | 9  | 12 | 10 | 11 | 9  | 5  | 3  | 12 | 7  | 11 | 10 | 6  | 5  | 15 | 12 | 13 | 8  | 14 |
| In the EU on the same terms as the UK has had until now                           | 29 | 32 | 27 | 41 | 40 | 31 | 27 | 25 | 19 | 22 | 36 | 26 | 37 | 30 | 28 | 24 | 35 | 30 | 28 | 28 | 39 |
| In the EU and a member of the single currency                                     | 7  | 9  | 5  | 10 | 7  | 10 | 7  | 9  | 3  | 1  | 8  | 6  | 6  | 5  | 5  | 8  | 10 | 7  | 18 | 7  | 7  |
| Don't know  | 12 | 11 | 13 | 7  | 16 | 19 | 15 | 6  | 8  | 12 | 9  | 14 | 11 | 11 | 15 | 12 | 16 | 8  | 8  | 12 | 14 |

Base: Eligible voters. Weighting: Normal.

|              | All   | Voting intention |     |    |     |            | Recalled 2017 vote |     |    |     |              | EU referendum |       |              | Tenure       |           |              |             | Political attention |     |      |
|--------------|-------|------------------|-----|----|-----|------------|--------------------|-----|----|-----|--------------|---------------|-------|--------------|--------------|-----------|--------------|-------------|---------------------|-----|------|
|              | All   | CON              | LAB | LD | OTH | Don't know | CON                | LAB | LD | OTH | Did not vote | Remain        | Leave | Did not vote | Own outright | Mort-gage | Private rent | Social rent | Low                 | Mid | High |
| Unweighted n | 1,036 | 276              | 318 | 70 | 147 | 139        | 320                | 303 | 53 | 89  | 241          | 445           | 422   | 145          | 381          | 288       | 178          | 182         | 215                 | 485 | 336  |
| Weighted n   | 1,036 | 280              | 318 | 66 | 146 | 139        | 325                | 304 | 50 | 89  | 239          | 446           | 424   | 143          | 380          | 294       | 176          | 180         | 214                 | 484 | 339  |

Q2 If you could choose from the following, which would come closest to your preferred relationship between the UK and EU? Should the UK be...

|   | 13 | 16 | 8  | 0  | 24 | 8  | 16 | 9  | 5  | 21 | 13 | 4  | 22 | 14 | 18 | 9  | 10 | 11 | 13 | 11 | 16 |
|---|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Out of the EU with no deal on withdrawal or trade                                 | 13 | 16 | 8  | 0  | 24 | 8  | 16 | 9  | 5  | 21 | 13 | 4  | 22 | 14 | 18 | 9  | 10 | 11 | 13 | 11 | 16 |
| Out of the EU with a basic deal, but with full control of the migration of people | 30 | 41 | 24 | 24 | 25 | 37 | 45 | 23 | 26 | 30 | 19 | 13 | 53 | 16 | 36 | 24 | 25 | 33 | 31 | 30 | 29 |
| Out of the EU but inside the single market and without restrictions on migration  | 9  | 13 | 6  | 12 | 12 | 5  | 8  | 7  | 13 | 10 | 11 | 9  | 9  | 7  | 6  | 14 | 8  | 7  | 6  | 9  | 10 |
| In the EU on the same terms as the UK has had until now                           | 29 | 18 | 41 | 52 | 22 | 25 | 20 | 39 | 37 | 20 | 30 | 54 | 6  | 26 | 26 | 35 | 35 | 21 | 18 | 33 | 31 |
| In the EU and a member of the single currency                                     | 7  | 3  | 11 | 12 | 8  | 3  | 3  | 12 | 18 | 6  | 5  | 13 | 2  | 5  | 5  | 8  | 8  | 8  | 3  | 7  | 9  |
| Don't know  | 12 | 8  | 11 | 0  | 8  | 21 | 8  | 10 | 2  | 13 | 21 | 7  | 8  | 32 | 8  | 9  | 14 | 20 | 29 | 11 | 4  |

Base: Eligible voters. Weighting: Normal.