

YouGov Results - Brexit and Business

Sample: 1,000 GB business decision makers

Fieldwork: 6th - 9th October 2020



	Total	Organization size					
		Microbusiness (less than 10 employees)	Small (10 to 49 employees)	Medium (50 to 249 employees)	Large (250+ employees)	Net: Micro/ Small (less than 50 employees)	Net: SME (1 to 249 employees)
Unweighted base	1000	351	157	133	359	508	641
Base	1000	326	151	126	397	477	603
It means we no longer have to lay off any staff	6%	4%	8%	13%	5%	5%	7%
It means we still have to lay off staff, but fewer than previously	12%	4%	10%	20%	16%	6%	9%
It means we still have to lay off the same numbers of staff	11%	5%	7%	10%	18%	5%	7%
It means we still have to lay off more staff	4%	1%	4%	1%	7%	2%	2%
Don't know	12%	10%	8%	16%	15%	9%	10%
Not applicable - we did not need to lay off any staff in the months after the furlough scheme ended	55%	77%	63%	40%	38%	73%	66%

Do you think the government has done a good or bad job of consulting business regarding the ongoing Brexit trade negotiations?

Unweighted base	1000	351	157	133	359	508	641
Base	1000	326	151	126	397	477	603
A very good job	10%	8%	9%	20%	8%	8%	11%
A somewhat good job	24%	20%	28%	25%	27%	22%	23%
A somewhat bad job	19%	19%	18%	18%	21%	19%	19%
A very bad job	35%	38%	31%	26%	37%	36%	34%
Don't know	12%	15%	14%	11%	8%	15%	14%

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	Total	Work industry (select all that apply)												
		Manufacturing	Construction	Retail	Finance and Accounting	Hospitality and leisure	Legal	IT & telecoms	Media/ marketing/ advertising/ PR & sales	Medical & health services	Education	Transportation & distribution	Real estate	Other
Unweighted base	1000	138	97	119	143	87	54	127	104	40	43	43	43	151
Base	1000	138	97	118	150	85	54	128	101	42	44	45	42	149
It means we no longer have to lay off any staff	6%	11%	7%	7%	5%	6%	6%	10%	6%	7%	7%	9%	7%	3%
It means we still have to lay off staff, but fewer than previously	12%	12%	11%	10%	11%	7%	11%	16%	8%	7%	13%	22%	13%	9%
It means we still have to lay off the same numbers of staff	11%	14%	16%	9%	14%	20%	20%	9%	10%	5%	22%	17%	3%	9%
It means we still have to lay off more staff	4%	4%	1%	8%	3%	14%	2%	6%	7%	5%	3%	5%	2%	4%
Don't know	12%	11%	7%	10%	10%	19%	6%	12%	17%	17%	7%	4%	10%	12%
Not applicable - we did not need to lay off any staff in the months after the furlough scheme ended	55%	48%	57%	56%	57%	34%	56%	46%	53%	59%	49%	43%	64%	64%

Do you think the government has done a good or bad job of consulting business regarding the ongoing Brexit trade negotiations?

Unweighted base	1000	138	97	119	143	87	54	127	104	40	43	43	43	151
Base	1000	138	97	118	150	85	54	128	101	42	44	45	42	149
A very good job	10%	14%	11%	12%	14%	6%	11%	18%	6%	7%	9%	11%	14%	8%
A somewhat good job	24%	29%	37%	32%	22%	21%	27%	25%	16%	18%	29%	26%	30%	21%
A somewhat bad job	19%	22%	17%	11%	24%	14%	18%	16%	14%	26%	22%	21%	18%	16%
A very bad job	35%	28%	24%	34%	31%	43%	39%	31%	54%	38%	37%	31%	23%	41%
Don't know	12%	8%	11%	11%	9%	17%	5%	11%	10%	10%	2%	11%	15%	14%

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	Total	Work industry (MAIN)												
		Manufacturing	Construction	Retail	Finance and Accounting	Hospitality and leisure	Legal	IT & telecoms	Media/marketing/advertising/PR & sales	Medical & health services	Education	Transportation & distribution	Real estate	Other
Unweighted base	1000	124	83	96	132	63	42	98	83	33	26	34	33	153
Base	1000	124	82	95	139	61	41	99	79	34	26	35	32	152
It means we no longer have to lay off any staff	6%	10%	7%	7%	5%	5%	2%	10%	5%	9%	7%	3%	6%	2%
It means we still have to lay off staff, but fewer than previously	12%	13%	12%	11%	9%	5%	10%	17%	8%	9%	17%	30%	18%	10%
It means we still have to lay off the same numbers of staff	11%	12%	15%	7%	13%	21%	18%	7%	8%	3%	24%	13%	4%	8%
It means we still have to lay off more staff	4%	4%	-	5%	2%	13%	-	4%	5%	3%	4%	-	7%	4%
Don't know	12%	12%	8%	11%	10%	22%	4%	15%	19%	17%	4%	3%	14%	12%
Not applicable - we did not need to lay off any staff in the months after the furlough scheme ended	55%	49%	57%	58%	60%	34%	65%	47%	56%	59%	43%	51%	53%	64%

Do you think the government has done a good or bad job of consulting business regarding the ongoing Brexit trade negotiations?

Unweighted base	1000	124	83	96	132	63	42	98	83	33	26	34	33	153
Base	1000	124	82	95	139	61	41	99	79	34	26	35	32	152
A very good job	10%	12%	13%	8%	13%	3%	2%	14%	1%	6%	8%	6%	22%	9%
A somewhat good job	24%	29%	39%	32%	21%	20%	27%	24%	14%	15%	21%	28%	23%	21%
A somewhat bad job	19%	23%	15%	13%	24%	13%	21%	17%	18%	29%	36%	28%	20%	16%
A very bad job	35%	28%	20%	35%	32%	44%	43%	34%	55%	38%	31%	27%	19%	40%
Don't know	12%	8%	12%	12%	10%	20%	7%	11%	11%	12%	4%	11%	16%	14%

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	Total	Company annual turnover					
		First year of trading	Less than £1 million	£1 million to £9.9 million	£10 million or more	Don't know	Prefer not to answer
Unweighted base	1000	17	327	170	378	55	53
Base	1000	16	307	163	405	56	52
It means we no longer have to lay off any staff	6%	-	7%	8%	6%	4%	4%
It means we still have to lay off staff, but fewer than previously	12%	7%	7%	14%	16%	8%	6%
It means we still have to lay off the same numbers of staff	11%	-	5%	13%	17%	5%	6%
It means we still have to lay off more staff	4%	-	2%	2%	7%	2%	3%
Don't know	12%	6%	9%	10%	13%	28%	18%
Not applicable - we did not need to lay off any staff in the months after the furlough scheme ended	55%	87%	70%	53%	42%	53%	63%

Do you think the government has done a good or bad job of consulting business regarding the ongoing Brexit trade negotiations?

Unweighted base	1000	17	327	170	378	55	53
Base	1000	16	307	163	405	56	52
A very good job	10%	-	11%	9%	10%	3%	6%
A somewhat good job	24%	18%	20%	31%	28%	15%	13%
A somewhat bad job	19%	23%	18%	19%	20%	24%	22%
A very bad job	35%	36%	37%	32%	35%	33%	37%
Don't know	12%	23%	14%	9%	8%	25%	22%

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Total	Omnibus Decision Maker										
	Marketing activities (e.g. advertising, direct marketing, PR)	Business development/sales	Company credit/charge cards	Finance/accounting	Company mobile phones	Company pension scheme	HR (e.g. personnel, learning and development, recruitment)	IT/Telecoms	Procurement/purchasing	Electricity/gas supply	
Unweighted base	1000	564	688	443	575	446	423	620	541	564	411
Base	1000	550	678	427	560	433	408	612	531	552	398
It means we no longer have to lay off any staff	6%	7%	7%	8%	8%	7%	8%	8%	8%	7%	8%
It means we still have to lay off staff, but fewer than previously	12%	10%	11%	12%	11%	11%	11%	10%	13%	11%	13%
It means we still have to lay off the same numbers of staff	11%	10%	10%	9%	10%	9%	10%	12%	9%	10%	9%
It means we still have to lay off more staff	4%	4%	4%	4%	3%	4%	4%	4%	4%	4%	5%
Don't know	12%	10%	11%	7%	7%	7%	6%	9%	9%	9%	8%
Not applicable - we did not need to lay off any staff in the months after the furlough scheme ended	55%	59%	58%	61%	61%	62%	62%	58%	59%	59%	57%

Do you think the government has done a good or bad job of consulting business regarding the ongoing Brexit trade negotiations?

Unweighted base	1000	564	688	443	575	446	423	620	541	564	411
Base	1000	550	678	427	560	433	408	612	531	552	398
A very good job	10%	12%	12%	14%	14%	15%	15%	12%	13%	13%	16%
A somewhat good job	24%	22%	24%	24%	24%	22%	21%	24%	22%	24%	24%
A somewhat bad job	19%	19%	18%	20%	19%	21%	19%	20%	21%	19%	18%
A very bad job	35%	37%	35%	30%	30%	30%	33%	34%	33%	33%	30%
Don't know	12%	11%	10%	12%	13%	12%	12%	11%	12%	11%	12%

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	Total	Company age					
		Up to 5 years	Over 5 years up to 10 years	Over 10 years up to 20 years	Over 20 years up to 35 years	Over 35 years	Don't know
Unweighted base	1000	142	124	224	191	295	24
Base	1000	135	119	217	189	315	25
It means we no longer have to lay off any staff	6%	5%	10%	8%	6%	5%	-
It means we still have to lay off staff, but fewer than previously	12%	8%	16%	12%	11%	12%	9%
It means we still have to lay off the same numbers of staff	11%	4%	10%	9%	11%	16%	13%
It means we still have to lay off more staff	4%	1%	2%	3%	6%	6%	5%
Don't know	12%	10%	9%	7%	13%	17%	17%
Not applicable - we did not need to lay off any staff in the months after the furlough scheme ended	55%	71%	54%	62%	53%	44%	57%

Do you think the government has done a good or bad job of consulting business regarding the ongoing Brexit trade negotiations?

Unweighted base	1000	142	124	224	191	295	24
Base	1000	135	119	217	189	315	25
A very good job	10%	6%	16%	12%	10%	7%	-
A somewhat good job	24%	17%	28%	24%	24%	28%	18%
A somewhat bad job	19%	23%	12%	19%	18%	21%	25%
A very bad job	35%	37%	35%	33%	35%	35%	37%
Don't know	12%	17%	9%	12%	12%	9%	20%

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Total	Region mainly work (GOR)												
	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Elsewhere (i.e. outside of Great Britain)	
Unweighted base	1000	39	95	54	67	77	46	248	143	108	46	65	12
Base	1000	38	94	53	69	77	45	255	142	105	44	64	13
It means we no longer have to lay off any staff	6%	10%	7%	13%	4%	5%	2%	8%	2%	5%	13%	3%	9%
It means we still have to lay off staff, but fewer than previously	12%	11%	5%	8%	21%	16%	11%	13%	12%	8%	6%	12%	18%
It means we still have to lay off the same numbers of staff	11%	13%	10%	11%	14%	12%	16%	13%	7%	4%	9%	21%	-
It means we still have to lay off more staff	4%	-	2%	2%	3%	7%	3%	7%	5%	1%	-	3%	9%
Don't know	12%	13%	12%	5%	16%	7%	11%	11%	18%	16%	2%	16%	-
Not applicable - we did not need to lay off any staff in the months after the furlough scheme ended	55%	53%	64%	61%	41%	53%	57%	48%	57%	66%	70%	45%	65%

Do you think the government has done a good or bad job of consulting business regarding the ongoing Brexit trade negotiations?

Unweighted base	1000	39	95	54	67	77	46	248	143	108	46	65	12
Base	1000	38	94	53	69	77	45	255	142	105	44	64	13
A very good job	10%	10%	12%	12%	8%	9%	-	12%	9%	6%	9%	10%	9%
A somewhat good job	24%	21%	31%	28%	26%	26%	33%	25%	24%	17%	26%	14%	33%
A somewhat bad job	19%	30%	20%	22%	14%	18%	19%	19%	16%	24%	15%	20%	16%
A very bad job	35%	32%	24%	27%	35%	34%	40%	35%	41%	36%	34%	47%	24%
Don't know	12%	7%	13%	11%	18%	13%	8%	9%	10%	16%	15%	9%	18%

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	Total	Region mainly work								Are you...?	
		North	Midlands	East	London	South	Wales	Scotland	Elsewhere (i.e. outside of Great Britain)	Male	Female
Unweighted base	1000	188	144	46	248	251	46	65	12	704	296
Base	1000	186	145	45	255	247	44	64	13	707	293
It means we no longer have to lay off any staff	6%	10%	5%	2%	8%	3%	13%	3%	9%	6%	6%
It means we still have to lay off staff, but fewer than previously	12%	7%	18%	11%	13%	10%	6%	12%	18%	12%	10%
It means we still have to lay off the same numbers of staff	11%	11%	13%	16%	13%	6%	9%	21%	-	11%	11%
It means we still have to lay off more staff	4%	2%	5%	3%	7%	3%	-	3%	9%	4%	4%
Don't know	12%	10%	11%	11%	11%	17%	2%	16%	-	12%	12%
Not applicable - we did not need to lay off any staff in the months after the furlough scheme ended	55%	61%	47%	57%	48%	61%	70%	45%	65%	54%	57%

Do you think the government has done a good or bad job of consulting business regarding the ongoing Brexit trade negotiations?

Unweighted base	1000	188	144	46	248	251	46	65	12	704	296
Base	1000	186	145	45	255	247	44	64	13	707	293
A very good job	10%	12%	8%	-	12%	8%	9%	10%	9%	11%	5%
A somewhat good job	24%	28%	26%	33%	25%	21%	26%	14%	33%	27%	18%
A somewhat bad job	19%	23%	16%	19%	19%	20%	15%	20%	16%	19%	21%
A very bad job	35%	27%	34%	40%	35%	39%	34%	47%	24%	33%	39%
Don't know	12%	11%	15%	8%	9%	13%	15%	9%	18%	9%	17%

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	Total	Age			
		Under 35	35 - 44	45 - 54	55+
Unweighted base	1000	119	255	286	340
Base	1000	122	260	287	332
It means we no longer have to lay off any staff	6%	11%	9%	4%	4%
It means we still have to lay off staff, but fewer than previously	12%	14%	15%	11%	9%
It means we still have to lay off the same numbers of staff	11%	18%	12%	11%	8%
It means we still have to lay off more staff	4%	9%	1%	4%	4%
Don't know	12%	11%	13%	14%	9%
Not applicable - we did not need to lay off any staff in the months after the furlough scheme ended	55%	36%	50%	55%	66%

Do you think the government has done a good or bad job of consulting business regarding the ongoing Brexit trade negotiations?

Unweighted base	1000	119	255	286	340
Base	1000	122	260	287	332
A very good job	10%	16%	8%	8%	10%
A somewhat good job	24%	19%	21%	25%	29%
A somewhat bad job	19%	30%	19%	19%	16%
A very bad job	35%	26%	38%	37%	33%
Don't know	12%	8%	14%	11%	11%

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Total	Organization size					
	Microbusiness (less than 10 employees)	Small (10 to 49 employees)	Medium (50 to 249 employees)	Large (250+ employees)	Net: Micro/ Small (less than 50 employees)	Net: SME (1 to 249 employees)

Do you think the government has done a good or bad job of communicating its plans for a post brexit trade agreement?

Unweighted base	1000	351	157	133	359	508	641
Base	1000	326	151	126	397	477	603
A very good job	8%	6%	8%	17%	7%	7%	9%
A somewhat good job	20%	17%	24%	21%	20%	19%	19%
A somewhat poor job	21%	21%	24%	20%	20%	22%	21%
A very poor job	45%	49%	38%	34%	49%	45%	43%
Don't know	6%	8%	6%	8%	4%	7%	8%

How much, if any, communication has your business received from the government about its plans for a post brexit trade agreement?

Unweighted base	1000	351	157	133	359	508	641
Base	1000	326	151	126	397	477	603
A high amount of communications	5%	2%	3%	12%	6%	3%	5%
Some communications	17%	10%	21%	22%	21%	13%	15%
Not much communication	25%	19%	25%	21%	32%	21%	21%
No communication at all	38%	64%	39%	25%	21%	56%	50%
Don't know	14%	5%	11%	20%	20%	7%	9%

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

Do you think the government has done a good or bad job of communicating its plans for a post brexit trade agreement?

Unweighted base	1000	138	97	119	143	87	54	127	104	40	43	43	43	151
Base	1000	138	97	118	150	85	54	128	101	42	44	45	42	149
A very good job	8%	13%	11%	10%	8%	5%	11%	11%	4%	7%	5%	5%	9%	4%
A somewhat good job	20%	21%	25%	23%	20%	15%	17%	26%	15%	10%	24%	25%	18%	20%
A somewhat poor job	21%	22%	31%	15%	24%	19%	25%	15%	14%	20%	25%	33%	33%	18%
A very poor job	45%	38%	25%	47%	43%	52%	42%	41%	65%	56%	44%	33%	32%	50%
Don't know	6%	5%	7%	5%	5%	9%	4%	7%	2%	7%	2%	4%	7%	8%

How much, if any, communication has your business received from the government about its plans for a post brexit trade agreement?

Unweighted base	1000	138	97	119	143	87	54	127	104	40	43	43	43	151
Base	1000	138	97	118	150	85	54	128	101	42	44	45	42	149
A high amount of communications	5%	9%	10%	7%	6%	2%	8%	9%	3%	5%	7%	9%	10%	2%
Some communications	17%	24%	23%	21%	18%	18%	12%	27%	12%	18%	22%	27%	14%	14%
Not much communication	25%	29%	16%	24%	30%	16%	25%	24%	27%	31%	20%	24%	19%	26%
No communication at all	38%	26%	42%	39%	25%	53%	42%	26%	50%	40%	46%	27%	44%	41%
Don't know	14%	11%	10%	9%	20%	11%	14%	14%	8%	6%	5%	12%	13%	17%

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

Do you think the government has done a good or bad job of communicating its plans for a post brexit trade agreement?

Unweighted base	1000	124	83	96	132	63	42	98	83	33	26	34	33	153
Base	1000	124	82	95	139	61	41	99	79	34	26	35	32	152
A very good job	8%	12%	13%	8%	10%	5%	5%	9%	-	6%	-	3%	12%	6%
A somewhat good job	20%	21%	29%	21%	16%	13%	15%	24%	13%	9%	29%	28%	24%	19%
A somewhat poor job	21%	23%	30%	14%	24%	15%	28%	14%	16%	18%	29%	37%	27%	19%
A very poor job	45%	40%	21%	51%	44%	57%	48%	45%	69%	59%	39%	30%	30%	48%
Don't know	6%	5%	7%	6%	6%	11%	5%	8%	2%	9%	4%	3%	6%	7%

How much, if any, communication has your business received from the government about its plans for a post brexit trade agreement?

Unweighted base	1000	124	83	96	132	63	42	98	83	33	26	34	33	153
Base	1000	124	82	95	139	61	41	99	79	34	26	35	32	152
A high amount of communications	5%	7%	10%	6%	9%	1%	-	6%	-	3%	3%	3%	9%	3%
Some communications	17%	24%	25%	18%	14%	13%	5%	24%	7%	12%	20%	26%	18%	15%
Not much communication	25%	31%	16%	25%	28%	19%	29%	24%	29%	34%	23%	25%	19%	24%
No communication at all	38%	25%	38%	41%	28%	56%	53%	29%	54%	43%	49%	32%	43%	41%
Don't know	14%	13%	11%	11%	22%	10%	12%	17%	10%	7%	4%	15%	11%	16%

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

Do you think the government has done a good or bad job of communicating its plans for a post brexit trade agreement?

Unweighted base	1000	17	327	170	378	55	53
Base	1000	16	307	163	405	56	52
A very good job	8%	-	9%	8%	8%	2%	3%
A somewhat good job	20%	18%	18%	21%	22%	11%	18%
A somewhat poor job	21%	18%	21%	22%	20%	23%	19%
A very poor job	45%	59%	46%	44%	45%	46%	48%
Don't know	6%	6%	7%	5%	4%	19%	13%

How much, if any, communication has your business received from the government about its plans for a post brexit trade agreement?

Unweighted base	1000	17	327	170	378	55	53
Base	1000	16	307	163	405	56	52
A high amount of communications	5%	-	4%	4%	8%	3%	2%
Some communications	17%	6%	13%	21%	22%	3%	15%
Not much communication	25%	12%	19%	25%	30%	24%	29%
No communication at all	38%	82%	59%	40%	21%	27%	41%
Don't know	14%	-	5%	10%	19%	43%	13%

YouGov Results - Brexit and Business

Sample: 1,000 GB business decision makers

Fieldwork: 6th - 9th October 2020



Total	Omnibus Decision Maker									
	Marketing activities (e.g. advertising, direct marketing, PR)	Business development/sales	Company credit/charge cards	Finance/accounting	Company mobile phones	Company pension scheme	HR (e.g. personnel, learning and development, recruitment)	IT/ Telecoms	Procurement/purchasing	Electricity/ gas supply

Do you think the government has done a good or bad job of communicating its plans for a post brexit trade agreement?

Unweighted base	1000	564	688	443	575	446	423	620	541	564	411
Base	1000	550	678	427	560	433	408	612	531	552	398
A very good job	8%	9%	10%	11%	11%	11%	11%	9%	10%	11%	13%
A somewhat good job	20%	19%	19%	21%	21%	20%	19%	20%	20%	20%	22%
A somewhat poor job	21%	19%	20%	21%	22%	23%	20%	20%	22%	21%	21%
A very poor job	45%	48%	46%	41%	39%	41%	43%	44%	43%	44%	39%
Don't know	6%	5%	5%	6%	6%	5%	6%	6%	6%	5%	5%

How much, if any, communication has your business received from the government about its plans for a post brexit trade agreement?

Unweighted base	1000	564	688	443	575	446	423	620	541	564	411
Base	1000	550	678	427	560	433	408	612	531	552	398
A high amount of communications	5%	6%	6%	7%	7%	7%	8%	6%	6%	6%	8%
Some communications	17%	16%	16%	18%	19%	18%	18%	17%	18%	19%	19%
Not much communication	25%	23%	24%	23%	23%	25%	21%	23%	25%	23%	23%
No communication at all	38%	48%	43%	48%	46%	46%	49%	43%	44%	45%	46%
Don't know	14%	8%	10%	3%	6%	4%	4%	11%	6%	7%	4%

YouGov Results - Brexit and Business

Sample: 1,000 GB business decision makers

Fieldwork: 6th - 9th October 2020



Total	Company age					
	Up to 5 years	Over 5 years up to 10 years	Over 10 years up to 20 years	Over 20 years up to 35 years	Over 35 years	Don't know

Do you think the government has done a good or bad job of communicating its plans for a post brexit trade agreement?

Unweighted base	1000	142	124	224	191	295	24
Base	1000	135	119	217	189	315	25
A very good job	8%	6%	12%	9%	9%	6%	-
A somewhat good job	20%	16%	22%	21%	20%	20%	9%
A somewhat poor job	21%	21%	19%	18%	24%	22%	25%
A very poor job	45%	51%	39%	45%	42%	47%	51%
Don't know	6%	6%	7%	7%	5%	5%	16%

How much, if any, communication has your business received from the government about its plans for a post brexit trade agreement?

Unweighted base	1000	142	124	224	191	295	24
Base	1000	135	119	217	189	315	25
A high amount of communications	5%	4%	7%	5%	5%	6%	-
Some communications	17%	8%	25%	18%	18%	18%	12%
Not much communication	25%	18%	21%	25%	26%	31%	22%
No communication at all	38%	62%	36%	45%	38%	26%	15%
Don't know	14%	9%	11%	7%	13%	19%	51%

YouGov Results - Brexit and Business

Sample: 1,000 GB business decision makers

Fieldwork: 6th - 9th October 2020



Total	Region mainly work (GOR)											
	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Elsewhere (i.e. outside of Great Britain)

Do you think the government has done a good or bad job of communicating its plans for a post brexit trade agreement?

Unweighted base	1000	39	95	54	67	77	46	248	143	108	46	65	12
Base	1000	38	94	53	69	77	45	255	142	105	44	64	13
A very good job	8%	2%	7%	12%	6%	6%	5%	11%	5%	6%	11%	9%	9%
A somewhat good job	20%	23%	27%	19%	25%	24%	13%	20%	21%	8%	19%	14%	24%
A somewhat poor job	21%	16%	21%	22%	19%	18%	17%	19%	25%	33%	20%	9%	34%
A very poor job	45%	53%	38%	41%	39%	46%	57%	46%	42%	45%	48%	61%	24%
Don't know	6%	5%	7%	6%	11%	6%	8%	4%	7%	8%	2%	6%	9%

How much, if any, communication has your business received from the government about its plans for a post brexit trade agreement?

Unweighted base	1000	39	95	54	67	77	46	248	143	108	46	65	12
Base	1000	38	94	53	69	77	45	255	142	105	44	64	13
A high amount of communications	5%	-	5%	2%	3%	5%	3%	10%	3%	4%	5%	1%	18%
Some communications	17%	23%	17%	17%	24%	18%	15%	18%	16%	13%	13%	20%	18%
Not much communication	25%	22%	35%	26%	17%	28%	28%	27%	28%	15%	30%	22%	16%
No communication at all	38%	47%	30%	37%	35%	38%	44%	31%	40%	55%	48%	38%	32%
Don't know	14%	8%	13%	17%	21%	12%	11%	14%	13%	13%	4%	19%	18%

YouGov Results - Brexit and Business

Sample: 1,000 GB business decision makers

Fieldwork: 6th - 9th October 2020



Total	Region mainly work								Are you...?	
	North	Midlands	East	London	South	Wales	Scotland	Elsewhere (i.e. outside of Great Britain)	Male	Female

Do you think the government has done a good or bad job of communicating its plans for a post brexit trade agreement?

Unweighted base	1000	188	144	46	248	251	46	65	12	704	296
Base	1000	186	145	45	255	247	44	64	13	707	293
A very good job	8%	7%	6%	5%	11%	5%	11%	9%	9%	10%	3%
A somewhat good job	20%	24%	25%	13%	20%	15%	19%	14%	24%	22%	15%
A somewhat poor job	21%	20%	18%	17%	19%	28%	20%	9%	34%	23%	17%
A very poor job	45%	42%	43%	57%	46%	43%	48%	61%	24%	41%	55%
Don't know	6%	6%	8%	8%	4%	7%	2%	6%	9%	5%	10%

How much, if any, communication has your business received from the government about its plans for a post brexit trade agreement?

Unweighted base	1000	188	144	46	248	251	46	65	12	704	296
Base	1000	186	145	45	255	247	44	64	13	707	293
A high amount of communications	5%	3%	4%	3%	10%	3%	5%	1%	18%	6%	4%
Some communications	17%	18%	21%	15%	18%	15%	13%	20%	18%	20%	10%
Not much communication	25%	30%	23%	28%	27%	23%	30%	22%	16%	26%	23%
No communication at all	38%	36%	37%	44%	31%	46%	48%	38%	32%	35%	47%
Don't know	14%	13%	16%	11%	14%	13%	4%	19%	18%	13%	17%

YouGov Results - Brexit and Business

Sample: 1,000 GB business decision makers

Fieldwork: 6th - 9th October 2020



Total	Age			
	Under 35	35 - 44	45 - 54	55+

Do you think the government has done a good or bad job of communicating its plans for a post brexit trade agreement?

Unweighted base	1000	119	255	286	340
Base	1000	122	260	287	332
A very good job	8%	9%	9%	6%	8%
A somewhat good job	20%	18%	15%	19%	25%
A somewhat poor job	21%	31%	18%	24%	18%
A very poor job	45%	37%	52%	44%	45%
Don't know	6%	5%	7%	7%	5%

How much, if any, communication has your business received from the government about its plans for a post brexit trade agreement?

Unweighted base	1000	119	255	286	340
Base	1000	122	260	287	332
A high amount of communications	5%	7%	7%	4%	5%
Some communications	17%	25%	15%	19%	15%
Not much communication	25%	26%	25%	22%	28%
No communication at all	38%	25%	35%	39%	45%
Don't know	14%	17%	18%	16%	7%

YouGov Results - Brexit and Business

Sample: 1,000 GB business decision makers

Fieldwork: 6th - 9th October 2020



Total	Organization size					
	Microbusiness (less than 10 employees)	Small (10 to 49 employees)	Medium (50 to 249 employees)	Large (250+ employees)	Net: Micro/ Small (less than 50 employees)	Net: SME (1 to 249 employees)

How well or poorly prepared do you think your company is for the end of the transition period (i.e. when the U.K. leaves the EU completely)?

Unweighted base	1000	351	157	133	359	508	641
Base	1000	326	151	126	397	477	603
Very well prepared	20%	23%	23%	21%	17%	23%	22%
Somewhat well prepared	38%	29%	36%	41%	45%	31%	33%
Somewhat poorly prepared	19%	17%	14%	21%	22%	16%	17%
Very poorly prepared	11%	12%	13%	6%	11%	12%	11%
Don't know	12%	20%	14%	11%	5%	18%	16%

Which of the following do you see as the biggest barrier to growth for your business in 2021?

Unweighted base	1000	351	157	133	359	508	641
Base	1000	326	151	126	397	477	603
Leaving the Brexit transition period without a trade deal	18%	14%	12%	18%	24%	13%	14%
The impact of the COVID-19 pandemic	52%	54%	59%	56%	47%	56%	56%
Both present an equal barrier for my business	23%	23%	17%	19%	26%	21%	21%
Don't know	7%	9%	11%	7%	3%	10%	9%

Cell Contents (Column Percentages)

YouGov Results - Brexit and Business

Sample: 1,000 GB business decision makers

Fieldwork: 6th - 9th October 2020



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

How well or poorly prepared do you think your company is for the end of the transition period (i.e. when the U.K. leaves the EU completely)?

Unweighted base	1000	138	97	119	143	87	54	127	104	40	43	43	43	151
Base	1000	138	97	118	150	85	54	128	101	42	44	45	42	149
Very well prepared	20%	29%	32%	20%	22%	9%	23%	22%	12%	22%	12%	25%	32%	18%
Somewhat well prepared	38%	42%	27%	39%	44%	31%	39%	41%	33%	30%	53%	39%	27%	32%
Somewhat poorly prepared	19%	18%	20%	25%	24%	21%	13%	21%	24%	8%	14%	25%	19%	19%
Very poorly prepared	11%	9%	5%	9%	5%	20%	9%	8%	14%	26%	9%	5%	7%	14%
Don't know	12%	2%	16%	7%	5%	18%	16%	8%	17%	15%	11%	6%	14%	17%

Which of the following do you see as the biggest barrier to growth for your business in 2021?

Unweighted base	1000	138	97	119	143	87	54	127	104	40	43	43	43	151
Base	1000	138	97	118	150	85	54	128	101	42	44	45	42	149
Leaving the Brexit transition period without a trade deal	18%	21%	18%	25%	18%	10%	13%	24%	19%	23%	27%	22%	7%	13%
The impact of the COVID-19 pandemic	52%	50%	58%	45%	45%	65%	54%	46%	43%	40%	51%	58%	69%	51%
Both present an equal barrier for my business	23%	20%	15%	23%	29%	21%	29%	22%	31%	23%	20%	12%	17%	27%
Don't know	7%	9%	9%	7%	8%	4%	4%	8%	7%	14%	3%	9%	7%	8%

Cell Contents (C)

YouGov Results - Brexit and Business

Sample: 1,000 GB business decision makers

Fieldwork: 6th - 9th October 2020



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

How well or poorly prepared do you think your company is for the end of the transition period (i.e. when the U.K. leaves the EU completely)?

Unweighted base	1000	124	83	96	132	63	42	98	83	33	26	34	33	153
Base	1000	124	82	95	139	61	41	99	79	34	26	35	32	152
Very well prepared	20%	27%	34%	16%	21%	8%	15%	21%	9%	24%	12%	20%	35%	19%
Somewhat well prepared	38%	44%	29%	41%	44%	29%	43%	40%	30%	30%	54%	50%	27%	33%
Somewhat poorly prepared	19%	17%	17%	25%	23%	19%	11%	20%	23%	3%	15%	19%	17%	19%
Very poorly prepared	11%	9%	4%	12%	6%	24%	12%	9%	15%	28%	8%	3%	9%	12%
Don't know	12%	2%	17%	7%	6%	21%	18%	10%	22%	15%	11%	8%	12%	17%

Which of the following do you see as the biggest barrier to growth for your business in 2021?

Unweighted base	1000	124	83	96	132	63	42	98	83	33	26	34	33	153
Base	1000	124	82	95	139	61	41	99	79	34	26	35	32	152
Leaving the Brexit transition period without a trade deal	18%	20%	17%	23%	19%	9%	12%	23%	17%	26%	28%	15%	9%	13%
The impact of the COVID-19 pandemic	52%	51%	59%	48%	45%	68%	59%	46%	45%	42%	62%	64%	69%	52%
Both present an equal barrier for my business	23%	22%	15%	25%	26%	22%	26%	25%	31%	22%	11%	12%	17%	25%
Don't know	7%	7%	8%	4%	9%	2%	2%	6%	7%	11%	-	8%	6%	10%

Cell Contents (C)

YouGov Results - Brexit and Business

Sample: 1,000 GB business decision makers

Fieldwork: 6th - 9th October 2020



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

How well or poorly prepared do you think your company is for the end of the transition period (i.e. when the U.K. leaves the EU completely)?

Unweighted base	1000	17	327	170	378	55	53
Base	1000	16	307	163	405	56	52
Very well prepared	20%	12%	22%	22%	20%	12%	20%
Somewhat well prepared	38%	35%	30%	35%	45%	39%	40%
Somewhat poorly prepared	19%	6%	18%	20%	21%	18%	13%
Very poorly prepared	11%	36%	12%	11%	10%	4%	11%
Don't know	12%	12%	19%	13%	4%	28%	15%

Which of the following do you see as the biggest barrier to growth for your business in 2021?

Unweighted base	1000	17	327	170	378	55	53
Base	1000	16	307	163	405	56	52
Leaving the Brexit transition period without a trade deal	18%	6%	14%	16%	23%	11%	19%
The impact of the COVID-19 pandemic	52%	71%	53%	55%	50%	52%	51%
Both present an equal barrier for my business	23%	23%	24%	22%	23%	23%	21%
Don't know	7%	-	10%	6%	4%	14%	9%

Cell Contents (C)

YouGov Results - Brexit and Business

Sample: 1,000 GB business decision makers

Fieldwork: 6th - 9th October 2020



Total	Omnibus Decision Maker									
	Marketing activities (e.g. advertising, direct marketing, PR)	Business development/sales	Company credit/ charge cards	Finance/ accounting	Company mobile phones	Company pension scheme	HR (e.g. personnel, learning and development, recruitment)	IT/ Telecoms	Procurement/ purchasing	Electricity/ gas supply

How well or poorly prepared do you think your company is for the end of the transition period (i.e. when the U.K. leaves the EU completely)?

Unweighted base	1000	564	688	443	575	446	423	620	541	564	411
Base	1000	550	678	427	560	433	408	612	531	552	398
Very well prepared	20%	23%	22%	27%	24%	25%	26%	23%	22%	24%	27%
Somewhat well prepared	38%	32%	36%	34%	37%	34%	35%	36%	36%	35%	34%
Somewhat poorly prepared	19%	18%	18%	17%	16%	19%	15%	17%	19%	17%	17%
Very poorly prepared	11%	13%	12%	11%	11%	10%	12%	12%	12%	12%	11%
Don't know	12%	14%	12%	12%	12%	12%	12%	12%	11%	12%	12%

Which of the following do you see as the biggest barrier to growth for your business in 2021?

Unweighted base	1000	564	688	443	575	446	423	620	541	564	411
Base	1000	550	678	427	560	433	408	612	531	552	398
Leaving the Brexit transition period without a trade deal	18%	17%	17%	17%	16%	17%	17%	19%	18%	18%	17%
The impact of the COVID-19 pandemic	52%	51%	52%	54%	56%	51%	54%	52%	53%	53%	56%
Both present an equal barrier for my business	23%	24%	24%	21%	20%	23%	21%	21%	21%	22%	20%
Don't know	7%	8%	7%	7%	7%	9%	7%	7%	9%	8%	8%

Cell Contents (C)

YouGov Results - Brexit and Business

Sample: 1,000 GB business decision makers

Fieldwork: 6th - 9th October 2020



Total	Company age					
	Up to 5 years	Over 5 years up to 10 years	Over 10 years up to 20 years	Over 20 years up to 35 years	Over 35 years	Don't know

How well or poorly prepared do you think your company is for the end of the transition period (i.e. when the U.K. leaves the EU completely)?

Unweighted base	1000	142	124	224	191	295	24
Base	1000	135	119	217	189	315	25
Very well prepared	20%	22%	21%	20%	19%	22%	5%
Somewhat well prepared	38%	37%	37%	36%	34%	42%	39%
Somewhat poorly prepared	19%	12%	20%	20%	20%	21%	20%
Very poorly prepared	11%	12%	9%	12%	13%	9%	12%
Don't know	12%	17%	13%	12%	15%	7%	25%

Which of the following do you see as the biggest barrier to growth for your business in 2021?

Unweighted base	1000	142	124	224	191	295	24
Base	1000	135	119	217	189	315	25
Leaving the Brexit transition period without a trade deal	18%	21%	18%	14%	20%	19%	12%
The impact of the COVID-19 pandemic	52%	52%	56%	56%	51%	49%	51%
Both present an equal barrier for my business	23%	18%	18%	25%	22%	26%	24%
Don't know	7%	10%	8%	5%	7%	6%	13%

Cell Contents (C)

YouGov Results - Brexit and Business

Sample: 1,000 GB business decision makers

Fieldwork: 6th - 9th October 2020



Total	Region mainly work (GOR)											
	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Elsewhere (i.e. outside of Great Britain)

How well or poorly prepared do you think your company is for the end of the transition period (i.e. when the U.K. leaves the EU completely)?

Unweighted base	1000	39	95	54	67	77	46	248	143	108	46	65	12
Base	1000	38	94	53	69	77	45	255	142	105	44	64	13
Very well prepared	20%	15%	20%	17%	21%	19%	20%	21%	22%	19%	22%	19%	33%
Somewhat well prepared	38%	47%	44%	37%	35%	32%	36%	41%	40%	31%	35%	32%	35%
Somewhat poorly prepared	19%	23%	16%	20%	15%	18%	17%	20%	17%	24%	18%	18%	25%
Very poorly prepared	11%	-	6%	9%	13%	15%	9%	11%	13%	10%	10%	17%	7%
Don't know	12%	15%	14%	16%	16%	15%	17%	7%	8%	15%	15%	15%	-

Which of the following do you see as the biggest barrier to growth for your business in 2021?

Unweighted base	1000	39	95	54	67	77	46	248	143	108	46	65	12
Base	1000	38	94	53	69	77	45	255	142	105	44	64	13
Leaving the Brexit transition period without a trade deal	18%	21%	22%	19%	13%	21%	18%	17%	20%	18%	15%	17%	-
The impact of the COVID-19 pandemic	52%	49%	49%	54%	64%	51%	50%	49%	58%	53%	48%	44%	74%
Both present an equal barrier for my business	23%	22%	21%	14%	16%	22%	21%	29%	17%	26%	24%	26%	18%
Don't know	7%	7%	8%	13%	8%	5%	11%	5%	4%	4%	13%	13%	9%

Cell Contents (C)

YouGov Results - Brexit and Business

Sample: 1,000 GB business decision makers

Fieldwork: 6th - 9th October 2020



Total	Region mainly work								Are you...?	
	North	Midlands	East	London	South	Wales	Scotland	Elsewhere (i.e. outside of Great Britain)	Male	Female

How well or poorly prepared do you think your company is for the end of the transition period (i.e. when the U.K. leaves the EU completely)?

Unweighted base	1000	188	144	46	248	251	46	65	12	704	296
Base	1000	186	145	45	255	247	44	64	13	707	293
Very well prepared	20%	18%	20%	20%	21%	21%	22%	19%	33%	22%	16%
Somewhat well prepared	38%	43%	33%	36%	41%	36%	35%	32%	35%	43%	26%
Somewhat poorly prepared	19%	19%	17%	17%	20%	20%	18%	18%	25%	18%	22%
Very poorly prepared	11%	6%	14%	9%	11%	12%	10%	17%	7%	8%	17%
Don't know	12%	15%	16%	17%	7%	11%	15%	15%	-	9%	20%

Which of the following do you see as the biggest barrier to growth for your business in 2021?

Unweighted base	1000	188	144	46	248	251	46	65	12	704	296
Base	1000	186	145	45	255	247	44	64	13	707	293
Leaving the Brexit transition period without a trade deal	18%	21%	17%	18%	17%	19%	15%	17%	-	18%	18%
The impact of the COVID-19 pandemic	52%	51%	57%	50%	49%	56%	48%	44%	74%	53%	50%
Both present an equal barrier for my business	23%	19%	19%	21%	29%	21%	24%	26%	18%	22%	25%
Don't know	7%	9%	6%	11%	5%	4%	13%	13%	9%	7%	7%

Cell Contents (C)

YouGov Results - Brexit and Business

Sample: 1,000 GB business decision makers

Fieldwork: 6th - 9th October 2020



Total	Age			
	Under 35	35 - 44	45 - 54	55+

How well or poorly prepared do you think your company is for the end of the transition period (i.e. when the U.K. leaves the EU completely)?

Unweighted base	1000	119	255	286	340
Base	1000	122	260	287	332
Very well prepared	20%	16%	15%	23%	24%
Somewhat well prepared	38%	34%	37%	37%	41%
Somewhat poorly prepared	19%	25%	20%	21%	15%
Very poorly prepared	11%	13%	14%	10%	9%
Don't know	12%	12%	15%	10%	12%

Which of the following do you see as the biggest barrier to growth for your business in 2021?

Unweighted base	1000	119	255	286	340
Base	1000	122	260	287	332
Leaving the Brexit transition period without a trade deal	18%	28%	21%	18%	11%
The impact of the COVID-19 pandemic	52%	48%	45%	56%	56%
Both present an equal barrier for my business	23%	20%	25%	21%	25%
Don't know	7%	4%	9%	4%	8%

Cell Contents (C)