

**YouGov Survey Results**  
**Sample: 556 GB business decision makers**  
**Fieldwork: 8th - 15th February 2021**



Total	Organization size						Manufacturing	Construction	Retail	Finance and Accounting	Hospitality and leisure
	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)					

For the following question, please think about the company you work for...Which of the following best represents the amount of trade your company does with businesses or consumers in the European Union?

Unweighted base	556	196	86	76	198	282	358	80	53	69	74	57
<b>Base</b>	<b>556</b>	<b>181</b>	<b>84</b>	<b>70</b>	<b>221</b>	<b>265</b>	<b>335</b>	<b>81</b>	<b>53</b>	<b>69</b>	<b>78</b>	<b>56</b>
A large amount	22%	7%	12%	15%	42%	8%	10%	42%	10%	25%	38%	17%
A moderate amount	18%	11%	24%	23%	21%	15%	17%	21%	5%	23%	23%	17%
A small amount	23%	22%	36%	36%	15%	26%	28%	29%	31%	26%	12%	22%
None at all	33%	59%	25%	25%	18%	48%	44%	7%	49%	21%	24%	44%
Don't know	3%	2%	2%	1%	4%	2%	2%	1%	4%	4%	3%	-

Do you think the following will generally have a positive or negative impact on your business, or will it have no impact? (Please select one option one each row)

**Brexit**

Unweighted base	556	196	86	76	198	282	358	80	53	69	74	57
<b>Base</b>	<b>556</b>	<b>181</b>	<b>84</b>	<b>70</b>	<b>221</b>	<b>265</b>	<b>335</b>	<b>81</b>	<b>53</b>	<b>69</b>	<b>78</b>	<b>56</b>
Positive impact	12%	12%	12%	13%	13%	12%	12%	14%	9%	8%	14%	13%
Negative impact	46%	38%	46%	45%	52%	41%	42%	61%	43%	59%	44%	46%
No impact	36%	44%	38%	36%	30%	42%	41%	18%	38%	28%	39%	35%
Don't know	6%	6%	3%	6%	6%	5%	5%	8%	10%	6%	2%	6%

**The COVID-19 pandemic**

Unweighted base	556	196	86	76	198	282	358	80	53	69	74	57
<b>Base</b>	<b>556</b>	<b>181</b>	<b>84</b>	<b>70</b>	<b>221</b>	<b>265</b>	<b>335</b>	<b>81</b>	<b>53</b>	<b>69</b>	<b>78</b>	<b>56</b>
Positive impact	12%	10%	9%	11%	14%	10%	10%	13%	11%	18%	17%	5%
Negative impact	71%	68%	74%	71%	73%	70%	70%	68%	69%	67%	61%	93%
No impact	14%	18%	15%	14%	11%	17%	17%	17%	17%	13%	19%	2%
Don't know	3%	4%	1%	4%	2%	3%	3%	2%	4%	1%	4%	-

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

For the following question, please think about the company you work for...Which of the following best represents the amount of trade your company does with businesses or consumers in the European Union?

Unweighted base	556	25	75	54	27	27	22	21	82	72	50	59
<b>Base</b>	<b>556</b>	<b>24</b>	<b>75</b>	<b>53</b>	<b>27</b>	<b>26</b>	<b>23</b>	<b>21</b>	<b>80</b>	<b>74</b>	<b>50</b>	<b>60</b>
A large amount	22%	14%	25%	26%	19%	17%	19%	9%	22%	42%	7%	26%
A moderate amount	18%	16%	26%	26%	4%	11%	32%	9%	10%	25%	6%	24%
A small amount	23%	24%	23%	30%	25%	11%	14%	33%	14%	26%	31%	24%
None at all	33%	47%	23%	16%	51%	57%	36%	43%	49%	6%	52%	22%
Don't know	3%	-	3%	2%	-	3%	-	6%	4%	2%	5%	5%

Do you think the following will generally have a positive or negative impact on your business, or will it have no impact? (Please select one option one each row)

Brexit												
Unweighted base	556	25	75	54	27	27	22	21	82	72	50	59
<b>Base</b>	<b>556</b>	<b>24</b>	<b>75</b>	<b>53</b>	<b>27</b>	<b>26</b>	<b>23</b>	<b>21</b>	<b>80</b>	<b>74</b>	<b>50</b>	<b>60</b>
Positive impact	12%	9%	16%	6%	11%	12%	13%	9%	10%	15%	8%	7%
Negative impact	46%	56%	49%	50%	38%	26%	56%	48%	37%	61%	44%	60%
No impact	36%	35%	29%	35%	48%	51%	27%	33%	48%	17%	38%	27%
Don't know	6%	-	6%	10%	3%	11%	5%	9%	5%	7%	10%	6%

The COVID-19 pandemic												
Unweighted base	556	25	75	54	27	27	22	21	82	72	50	59
<b>Base</b>	<b>556</b>	<b>24</b>	<b>75</b>	<b>53</b>	<b>27</b>	<b>26</b>	<b>23</b>	<b>21</b>	<b>80</b>	<b>74</b>	<b>50</b>	<b>60</b>
Positive impact	12%	9%	15%	19%	18%	20%	10%	9%	9%	12%	12%	18%
Negative impact	71%	79%	70%	62%	60%	65%	62%	73%	69%	69%	69%	68%
No impact	14%	13%	9%	17%	11%	15%	23%	14%	20%	16%	16%	12%
Don't know	3%	-	6%	2%	11%	-	5%	4%	2%	3%	4%	2%

**YouGov Survey Results**  
**Sample: 556 GB business decision makers**  
**Fieldwork: 8th - 15th February 2021**



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

For the following question, please think about the company you work for...Which of the following best represents the amount of trade your company does with businesses or consumers in the European Union?

Unweighted base	556	67	46	20	63	46	21	18	9	11	74	9
<b>Base</b>	556	71	45	19	62	45	20	17	9	11	72	9
A large amount	22%	36%	19%	6%	23%	19%	9%	7%	-	-	20%	11%
A moderate amount	18%	21%	16%	16%	27%	24%	-	12%	33%	17%	10%	-
A small amount	23%	13%	22%	25%	24%	34%	23%	11%	24%	28%	17%	-
None at all	33%	27%	44%	54%	22%	23%	68%	65%	43%	55%	49%	78%
Don't know	3%	3%	-	-	4%	-	-	5%	-	-	4%	11%

Do you think the following will generally have a positive or negative impact on your business, or will it have no impact? (Please select one option one each row)

Brexit												
Unweighted base	556	67	46	20	63	46	21	18	9	11	74	9
<b>Base</b>	556	71	45	19	62	45	20	17	9	11	72	9
Positive impact	12%	16%	12%	6%	20%	7%	9%	7%	21%	18%	12%	23%
Negative impact	46%	42%	42%	55%	48%	50%	24%	23%	34%	29%	34%	22%
No impact	36%	39%	39%	39%	31%	36%	63%	60%	45%	35%	49%	44%
Don't know	6%	2%	7%	-	2%	7%	4%	11%	-	18%	6%	11%

The COVID-19 pandemic												
Unweighted base	556	67	46	20	63	46	21	18	9	11	74	9
<b>Base</b>	556	71	45	19	62	45	20	17	9	11	72	9
Positive impact	12%	12%	2%	11%	16%	13%	14%	18%	-	9%	8%	11%
Negative impact	71%	63%	98%	79%	72%	70%	63%	71%	64%	65%	71%	56%
No impact	14%	21%	-	10%	9%	17%	9%	11%	36%	17%	18%	11%
Don't know	3%	4%	-	-	3%	-	14%	-	-	9%	3%	22%

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Total	Company annual turnover					Omnibus Decision Maker						
	Less than £1 million	£1 million to £9.9 million	£10 million or more	Don't know	Prefer not to answer	marketing activities (e.g. advertising, direct marketing, PR etc.)	Business development/sales	Company credit/ charge cards	Finance/ accounting	Company mobile phones	Company pension scheme	

For the following question, please think about the company you work for...Which of the following best represents the amount of trade your company does with businesses or consumers in the European Union?

Unweighted base	556	182	93	213	24	35	315	364	224	293	233	221
<b>Base</b>	<b>556</b>	<b>169</b>	<b>91</b>	<b>228</b>	<b>25</b>	<b>34</b>	<b>308</b>	<b>357</b>	<b>215</b>	<b>283</b>	<b>223</b>	<b>212</b>
A large amount	22%	8%	9%	38%	36%	21%	19%	18%	16%	17%	16%	15%
A moderate amount	18%	11%	24%	24%	-	21%	14%	16%	18%	16%	16%	14%
A small amount	23%	25%	38%	19%	15%	14%	24%	25%	22%	24%	23%	24%
None at all	33%	55%	30%	17%	40%	35%	41%	39%	43%	42%	44%	45%
Don't know	3%	1%	-	3%	9%	9%	2%	2%	2%	1%	2%	2%

Do you think the following will generally have a positive or negative impact on your business, or will it have no impact? (Please select one option one each row)

Brexit												
Unweighted base	556	182	93	213	24	35	315	364	224	293	233	221
<b>Base</b>	<b>556</b>	<b>169</b>	<b>91</b>	<b>228</b>	<b>25</b>	<b>34</b>	<b>308</b>	<b>357</b>	<b>215</b>	<b>283</b>	<b>223</b>	<b>212</b>
Positive impact	12%	12%	9%	14%	8%	10%	15%	15%	12%	14%	12%	12%
Negative impact	46%	39%	52%	51%	36%	35%	40%	42%	42%	42%	44%	41%
No impact	36%	43%	38%	30%	30%	47%	39%	39%	41%	40%	41%	41%
Don't know	6%	6%	1%	5%	25%	9%	6%	4%	5%	4%	4%	5%

The COVID-19 pandemic												
Unweighted base	556	182	93	213	24	35	315	364	224	293	233	221
<b>Base</b>	<b>556</b>	<b>169</b>	<b>91</b>	<b>228</b>	<b>25</b>	<b>34</b>	<b>308</b>	<b>357</b>	<b>215</b>	<b>283</b>	<b>223</b>	<b>212</b>
Positive impact	12%	10%	8%	15%	8%	12%	14%	11%	12%	14%	12%	12%
Negative impact	71%	71%	75%	70%	76%	69%	70%	71%	72%	69%	71%	69%
No impact	14%	16%	16%	12%	16%	16%	13%	16%	14%	14%	15%	16%
Don't know	3%	3%	1%	3%	-	3%	2%	2%	3%	3%	2%	3%

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Total	HR (e.g. personnel, learning and development, recruitment etc.)	IT/ Telecoms	Procurement/ purchasing	Electricity/ gas supply	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

For the following question, please think about the company you work for...Which of the following best represents the amount of trade your company does with businesses or consumers in the European Union?

Unweighted base	556	329	284	307	214	69	64	140	99	171	13
<b>Base</b>	<b>556</b>	<b>325</b>	<b>275</b>	<b>299</b>	<b>204</b>	<b>65</b>	<b>62</b>	<b>135</b>	<b>98</b>	<b>183</b>	<b>14</b>
A large amount	22%	19%	18%	18%	13%	12%	18%	13%	17%	37%	25%
A moderate amount	18%	15%	17%	15%	16%	12%	17%	19%	19%	19%	30%
A small amount	23%	25%	22%	24%	21%	20%	17%	29%	28%	20%	15%
None at all	33%	39%	41%	41%	48%	52%	48%	37%	34%	21%	15%
Don't know	3%	3%	2%	2%	2%	4%	-	2%	1%	4%	15%

Do you think the following will generally have a positive or negative impact on your business, or will it have no impact? (Please select one option one each row)

Brexit											
Unweighted base	556	329	284	307	214	69	64	140	99	171	13
<b>Base</b>	<b>556</b>	<b>325</b>	<b>275</b>	<b>299</b>	<b>204</b>	<b>65</b>	<b>62</b>	<b>135</b>	<b>98</b>	<b>183</b>	<b>14</b>
Positive impact	12%	12%	13%	15%	12%	21%	10%	10%	15%	10%	15%
Negative impact	46%	44%	43%	40%	40%	32%	48%	48%	39%	52%	39%
No impact	36%	40%	40%	40%	43%	41%	41%	36%	40%	33%	24%
Don't know	6%	5%	4%	5%	5%	6%	1%	6%	6%	6%	23%

The COVID-19 pandemic											
Unweighted base	556	329	284	307	214	69	64	140	99	171	13
<b>Base</b>	<b>556</b>	<b>325</b>	<b>275</b>	<b>299</b>	<b>204</b>	<b>65</b>	<b>62</b>	<b>135</b>	<b>98</b>	<b>183</b>	<b>14</b>
Positive impact	12%	12%	10%	12%	13%	14%	14%	14%	6%	12%	15%
Negative impact	71%	73%	73%	70%	69%	63%	71%	71%	79%	70%	79%
No impact	14%	13%	14%	14%	15%	17%	13%	13%	12%	17%	-
Don't know	3%	3%	3%	4%	3%	6%	2%	2%	3%	2%	6%

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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

For the following question, please think about the company you work for...Which of the following best represents the amount of trade your company does with businesses or consumers in the European Union?

Unweighted base	556	13	52	33	47	42	19	140	89	54	24	39
<b>Base</b>	556	13	53	33	47	42	19	144	87	53	24	38
A large amount	22%	17%	18%	9%	23%	25%	5%	35%	19%	18%	22%	13%
A moderate amount	18%	16%	22%	17%	19%	15%	21%	26%	16%	8%	-	14%
A small amount	23%	30%	21%	22%	18%	19%	27%	20%	23%	29%	25%	37%
None at all	33%	37%	37%	42%	35%	36%	47%	17%	42%	43%	49%	32%
Don't know	3%	-	2%	10%	5%	4%	-	1%	-	2%	4%	3%

Do you think the following will generally have a positive or negative impact on your business, or will it have no impact? (Please select one option one each row)

Brexit												
Unweighted base	556	13	52	33	47	42	19	140	89	54	24	39
<b>Base</b>	556	13	53	33	47	42	19	144	87	53	24	38
Positive impact	12%	24%	16%	21%	6%	14%	10%	12%	10%	14%	4%	11%
Negative impact	46%	24%	39%	48%	45%	33%	39%	51%	44%	40%	58%	59%
No impact	36%	52%	40%	27%	40%	42%	40%	32%	40%	44%	34%	24%
Don't know	6%	-	5%	3%	9%	11%	11%	5%	6%	2%	4%	7%

The COVID-19 pandemic												
Unweighted base	556	13	52	33	47	42	19	140	89	54	24	39
<b>Base</b>	556	13	53	33	47	42	19	144	87	53	24	38
Positive impact	12%	16%	15%	15%	5%	13%	10%	13%	11%	9%	16%	13%
Negative impact	71%	61%	65%	76%	81%	72%	59%	72%	80%	55%	68%	72%
No impact	14%	23%	19%	6%	13%	14%	15%	11%	9%	31%	16%	13%
Don't know	3%	-	2%	3%	2%	2%	16%	4%	-	5%	-	2%

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

For the following question, please think about the company you work for...Which of the following best represents the amount of trade your company does with businesses or consumers in the European Union?

Unweighted base	556	4	98	89	19	140	143	24	39	4	403	153
<b>Base</b>	<b>556</b>	<b>4</b>	<b>98</b>	<b>89</b>	<b>19</b>	<b>144</b>	<b>140</b>	<b>24</b>	<b>38</b>	<b>4</b>	<b>404</b>	<b>152</b>
A large amount	22%	22%	15%	24%	5%	35%	18%	22%	13%	22%	24%	18%
A moderate amount	18%	52%	20%	17%	21%	26%	13%	-	14%	52%	20%	16%
A small amount	23%	-	22%	18%	27%	20%	26%	25%	37%	-	22%	25%
None at all	33%	-	39%	35%	47%	17%	42%	49%	32%	-	32%	39%
Don't know	3%	26%	4%	5%	-	1%	1%	4%	3%	26%	3%	3%

Do you think the following will generally have a positive or negative impact on your business, or will it have no impact? (Please select one option one each row)

Brexit												
Unweighted base	556	4	98	89	19	140	143	24	39	4	403	153
<b>Base</b>	<b>556</b>	<b>4</b>	<b>98</b>	<b>89</b>	<b>19</b>	<b>144</b>	<b>140</b>	<b>24</b>	<b>38</b>	<b>4</b>	<b>404</b>	<b>152</b>
Positive impact	12%	-	19%	10%	10%	12%	12%	4%	11%	-	15%	6%
Negative impact	46%	78%	40%	39%	39%	51%	42%	58%	59%	78%	45%	48%
No impact	36%	22%	37%	41%	40%	32%	42%	34%	24%	22%	36%	37%
Don't know	6%	-	4%	10%	11%	5%	4%	4%	7%	-	5%	9%

The COVID-19 pandemic												
Unweighted base	556	4	98	89	19	140	143	24	39	4	403	153
<b>Base</b>	<b>556</b>	<b>4</b>	<b>98</b>	<b>89</b>	<b>19</b>	<b>144</b>	<b>140</b>	<b>24</b>	<b>38</b>	<b>4</b>	<b>404</b>	<b>152</b>
Positive impact	12%	-	15%	9%	10%	13%	10%	16%	13%	-	10%	16%
Negative impact	71%	78%	68%	76%	59%	72%	70%	68%	72%	78%	72%	70%
No impact	14%	22%	15%	13%	15%	11%	17%	16%	13%	22%	15%	12%
Don't know	3%	-	2%	2%	16%	4%	2%	-	2%	-	3%	3%

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

For the following question, please think about the company you work for...Which of the following best represents the amount of trade your company does with businesses or consumers in the European Union?

Unweighted base	556	74	148	152	182
<b>Base</b>	<b>556</b>	<b>75</b>	<b>151</b>	<b>152</b>	<b>178</b>
A large amount	22%	33%	23%	24%	16%
A moderate amount	18%	19%	26%	18%	12%
A small amount	23%	23%	22%	23%	24%
None at all	33%	21%	24%	33%	47%
Don't know	3%	4%	4%	2%	1%

Do you think the following will generally have a positive or negative impact on your business, or will it have no impact? (Please select one option one each row)

**Brexit**

Unweighted base	556	74	148	152	182
<b>Base</b>	<b>556</b>	<b>75</b>	<b>151</b>	<b>152</b>	<b>178</b>
Positive impact	12%	21%	14%	7%	11%
Negative impact	46%	50%	48%	50%	38%
No impact	36%	26%	32%	36%	45%
Don't know	6%	4%	6%	7%	6%

**The COVID-19 pandemic**

Unweighted base	556	74	148	152	182
<b>Base</b>	<b>556</b>	<b>75</b>	<b>151</b>	<b>152</b>	<b>178</b>
Positive impact	12%	17%	16%	8%	9%
Negative impact	71%	74%	71%	72%	69%
No impact	14%	7%	9%	18%	19%
Don't know	3%	3%	4%	2%	3%



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Total	Organization size						Manufacturing	Construction	Retail	Finance and Accounting	Hospitality and leisure
	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)					

And what type of impact do you think the following will have on your business? (Please select one option one each row)

Brexit												
Unweighted base	318	98	50	43	127	148	191	59	28	45	43	34
Base	322	91	49	40	142	140	180	60	28	46	46	33
A small short-term impact	16%	14%	14%	18%	18%	14%	15%	24%	11%	11%	18%	8%
A big short-term impact	11%	6%	14%	20%	12%	9%	11%	10%	18%	14%	10%	9%
A small long-term impact	28%	29%	26%	18%	31%	28%	26%	21%	29%	24%	17%	45%
A big long-term impact	43%	47%	46%	40%	40%	47%	45%	46%	43%	51%	53%	36%
Don't know	2%	4%	-	4%	-	3%	3%	-	-	-	2%	3%
The COVID-19 pandemic												
Unweighted base	460	153	72	63	172	225	288	64	42	59	57	56
Base	461	141	70	57	192	212	269	65	42	59	60	55
A small short-term impact	19%	18%	15%	19%	21%	17%	18%	28%	31%	23%	21%	9%
A big short-term impact	41%	41%	40%	37%	43%	40%	40%	25%	38%	40%	37%	51%
A small long-term impact	18%	16%	22%	17%	18%	18%	18%	31%	19%	17%	16%	11%
A big long-term impact	20%	21%	19%	26%	17%	20%	22%	15%	10%	20%	24%	29%
Don't know	2%	4%	3%	1%	1%	4%	3%	1%	2%	-	2%	-

**YouGov Survey Results**  
**Sample: 556 GB business decision makers**  
**Fieldwork: 8th - 15th February 2021**



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

And what type of impact do you think the following will have on your business? (Please select one option one each row)

Brexit												
Unweighted base	318	16	49	30	13	10	15	12	37	54	26	39
<b>Base</b>	<b>322</b>	<b>16</b>	<b>49</b>	<b>29</b>	<b>13</b>	<b>10</b>	<b>16</b>	<b>12</b>	<b>37</b>	<b>56</b>	<b>26</b>	<b>40</b>
A small short-term impact	16%	6%	18%	16%	15%	9%	14%	16%	10%	24%	11%	8%
A big short-term impact	11%	19%	13%	11%	17%	21%	33%	-	3%	11%	16%	13%
A small long-term impact	28%	27%	25%	30%	16%	41%	20%	36%	24%	21%	31%	28%
A big long-term impact	43%	43%	43%	43%	44%	29%	33%	49%	60%	44%	42%	51%
Don't know	2%	5%	2%	-	7%	-	-	-	2%	-	-	-
The COVID-19 pandemic												
Unweighted base	460	22	64	44	21	23	16	17	63	58	40	51
<b>Base</b>	<b>461</b>	<b>21</b>	<b>63</b>	<b>43</b>	<b>21</b>	<b>22</b>	<b>17</b>	<b>17</b>	<b>62</b>	<b>60</b>	<b>40</b>	<b>52</b>
A small short-term impact	19%	27%	21%	18%	30%	31%	32%	23%	17%	24%	28%	19%
A big short-term impact	41%	45%	33%	38%	29%	35%	24%	36%	39%	28%	37%	44%
A small long-term impact	18%	9%	26%	23%	19%	18%	19%	23%	14%	32%	22%	15%
A big long-term impact	20%	16%	17%	21%	19%	12%	24%	18%	26%	15%	10%	21%
Don't know	2%	4%	3%	-	4%	4%	-	-	5%	2%	2%	-

YouGov Survey Results  
Sample: 556 GB business decision makers  
Fieldwork: 8th - 15th February 2021



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

And what type of impact do you think the following will have on your business? (Please select one option one each row)

Brexit												
Unweighted base	318	39	25	12	42	26	7	5	5	5	33	4
<b>Base</b>	<b>322</b>	<b>41</b>	<b>25</b>	<b>12</b>	<b>42</b>	<b>26</b>	<b>7</b>	<b>5</b>	<b>5</b>	<b>5</b>	<b>33</b>	<b>4</b>
A small short-term impact	16%	19%	11%	8%	22%	16%	30%	-	22%	20%	12%	25%
A big short-term impact	11%	8%	8%	25%	15%	8%	-	41%	38%	-	3%	-
A small long-term impact	28%	19%	53%	26%	21%	43%	15%	59%	18%	23%	27%	-
A big long-term impact	43%	51%	24%	34%	40%	34%	41%	-	22%	57%	56%	49%
Don't know	2%	2%	3%	7%	2%	-	14%	-	-	-	3%	25%
The COVID-19 pandemic												
Unweighted base	460	50	46	18	55	38	16	16	6	8	58	6
<b>Base</b>	<b>461</b>	<b>53</b>	<b>45</b>	<b>17</b>	<b>55</b>	<b>37</b>	<b>15</b>	<b>15</b>	<b>6</b>	<b>8</b>	<b>57</b>	<b>6</b>
A small short-term impact	19%	20%	4%	16%	23%	13%	27%	19%	19%	12%	18%	18%
A big short-term impact	41%	42%	58%	49%	34%	45%	31%	44%	49%	51%	41%	49%
A small long-term impact	18%	14%	11%	11%	23%	21%	18%	19%	-	13%	10%	-
A big long-term impact	20%	21%	27%	19%	16%	21%	18%	12%	32%	24%	26%	16%
Don't know	2%	2%	-	5%	4%	-	6%	6%	-	-	5%	17%

**YouGov Survey Results**  
**Sample: 556 GB business decision makers**  
**Fieldwork: 8th - 15th February 2021**



Total	Company annual turnover					Omnibus Decision Maker						
	Less than £1 million	£1 million to £9.9 million	£10 million or more	Don't know	Prefer not to answer	marketing activities (e.g. advertising, direct marketing, PR etc.)	Business development/sales	Company credit/charge cards	Finance/accounting	Company mobile phones	Company pension scheme	

And what type of impact do you think the following will have on your business? (Please select one option one each row)

Brexit												
Unweighted base	318	93	57	138	11	15	172	204	121	162	128	118
<b>Base</b>	<b>322</b>	<b>87</b>	<b>56</b>	<b>149</b>	<b>11</b>	<b>15</b>	<b>170</b>	<b>203</b>	<b>117</b>	<b>158</b>	<b>124</b>	<b>114</b>
A small short-term impact	16%	12%	21%	17%	10%	20%	17%	17%	13%	15%	12%	12%
A big short-term impact	11%	11%	9%	13%	19%	6%	14%	14%	17%	14%	15%	15%
A small long-term impact	28%	32%	25%	28%	18%	29%	24%	25%	22%	24%	24%	24%
A big long-term impact	43%	42%	44%	43%	45%	46%	43%	43%	46%	45%	47%	48%
Don't know	2%	3%	2%	-	8%	-	1%	1%	1%	2%	1%	1%
The COVID-19 pandemic												
Unweighted base	460	148	78	180	20	28	266	298	186	243	193	179
<b>Base</b>	<b>461</b>	<b>138</b>	<b>76</b>	<b>193</b>	<b>21</b>	<b>28</b>	<b>261</b>	<b>293</b>	<b>179</b>	<b>235</b>	<b>185</b>	<b>172</b>
A small short-term impact	19%	18%	15%	20%	20%	24%	17%	18%	19%	17%	17%	18%
A big short-term impact	41%	43%	41%	40%	41%	33%	43%	42%	42%	44%	42%	40%
A small long-term impact	18%	15%	19%	20%	15%	25%	17%	17%	17%	18%	18%	19%
A big long-term impact	20%	19%	23%	19%	24%	14%	21%	20%	20%	19%	20%	21%
Don't know	2%	4%	2%	1%	-	4%	1%	2%	2%	2%	2%	2%

YouGov Survey Results  
Sample: 556 GB business decision makers  
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Total					Company age						
	HR (e.g. personnel, learning and development, recruitment etc.)	IT/ Telecoms	Procurement/ purchasing	Electricity/ gas supply	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	

And what type of impact do you think the following will have on your business? (Please select one option one each row)

Brexit											
Unweighted base	318	180	156	168	110	37	36	81	53	104	7
<b>Base</b>	<b>322</b>	<b>179</b>	<b>154</b>	<b>165</b>	<b>106</b>	<b>34</b>	<b>35</b>	<b>79</b>	<b>53</b>	<b>112</b>	<b>7</b>
A small short-term impact	16%	14%	18%	15%	14%	16%	9%	18%	23%	15%	-
A big short-term impact	11%	14%	12%	13%	15%	14%	18%	14%	8%	8%	16%
A small long-term impact	28%	26%	25%	25%	24%	37%	30%	26%	23%	27%	41%
A big long-term impact	43%	44%	43%	46%	45%	27%	41%	40%	46%	48%	43%
Don't know	2%	1%	2%	1%	1%	5%	3%	1%	-	2%	-
The COVID-19 pandemic											
Unweighted base	460	278	235	252	176	53	54	119	84	138	12
<b>Base</b>	<b>461</b>	<b>275</b>	<b>229</b>	<b>246</b>	<b>169</b>	<b>50</b>	<b>52</b>	<b>115</b>	<b>83</b>	<b>148</b>	<b>13</b>
A small short-term impact	19%	18%	18%	17%	16%	15%	17%	20%	24%	18%	16%
A big short-term impact	41%	42%	42%	41%	45%	41%	42%	35%	41%	43%	69%
A small long-term impact	18%	19%	18%	19%	17%	21%	21%	20%	14%	18%	-
A big long-term impact	20%	19%	20%	20%	21%	17%	20%	24%	20%	17%	16%
Don't know	2%	2%	3%	3%	2%	6%	-	2%	1%	3%	-

YouGov Survey Results  
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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

And what type of impact do you think the following will have on your business? (Please select one option one each row)

Brexit												
Unweighted base	318	6	28	23	23	19	9	88	48	29	15	27
Base	322	6	29	23	24	20	9	91	47	29	15	26
A small short-term impact	16%	31%	32%	28%	20%	20%	9%	9%	15%	13%	20%	11%
A big short-term impact	11%	18%	4%	8%	17%	15%	11%	14%	6%	14%	13%	11%
A small long-term impact	28%	16%	24%	34%	28%	27%	33%	35%	17%	32%	14%	30%
A big long-term impact	43%	35%	37%	30%	35%	37%	47%	42%	58%	35%	47%	48%
Don't know	2%	-	3%	-	-	-	-	-	4%	6%	6%	-
The COVID-19 pandemic												
Unweighted base	460	10	41	30	40	35	13	119	81	35	20	33
Base	461	10	42	30	40	36	13	122	79	34	20	32
A small short-term impact	19%	18%	35%	30%	16%	23%	31%	20%	14%	9%	9%	12%
A big short-term impact	41%	64%	29%	31%	43%	45%	38%	35%	45%	51%	46%	49%
A small long-term impact	18%	-	20%	13%	25%	20%	7%	18%	21%	12%	10%	21%
A big long-term impact	20%	18%	11%	23%	12%	12%	23%	25%	17%	28%	30%	18%
Don't know	2%	-	5%	3%	4%	-	-	2%	4%	-	5%	-

YouGov Survey Results  
Sample: 556 GB business decision makers  
Fieldwork: 8th - 15th February 2021



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

And what type of impact do you think the following will have on your business? (Please select one option one each row)

Brexit												
	Unweighted base											
	318	3	57	42	9	88	77	15	27	3	237	81
	<b>Base</b>	<b>3</b>	<b>58</b>	<b>44</b>	<b>9</b>	<b>91</b>	<b>76</b>	<b>15</b>	<b>26</b>	<b>3</b>	<b>239</b>	<b>82</b>
A small short-term impact	16%	-	30%	20%	9%	9%	14%	20%	11%	-	18%	11%
A big short-term impact	11%	-	7%	16%	11%	14%	9%	13%	11%	-	10%	14%
A small long-term impact	28%	-	27%	27%	33%	35%	22%	14%	30%	-	27%	31%
A big long-term impact	43%	100%	34%	36%	47%	42%	50%	47%	48%	100%	43%	42%
Don't know	2%	-	2%	-	-	-	5%	6%	-	-	2%	2%
The COVID-19 pandemic												
	Unweighted base											
	460	3	81	75	13	119	116	20	33	3	329	131
	<b>Base</b>	<b>3</b>	<b>81</b>	<b>76</b>	<b>13</b>	<b>122</b>	<b>113</b>	<b>20</b>	<b>32</b>	<b>3</b>	<b>331</b>	<b>130</b>
A small short-term impact	19%	-	31%	19%	31%	20%	12%	9%	12%	-	18%	22%
A big short-term impact	41%	67%	34%	44%	38%	35%	47%	46%	49%	67%	43%	37%
A small long-term impact	18%	33%	15%	23%	7%	18%	18%	10%	21%	33%	19%	15%
A big long-term impact	20%	-	17%	12%	23%	25%	20%	30%	18%	-	18%	24%
Don't know	2%	-	4%	2%	-	2%	3%	5%	-	-	2%	2%

**YouGov Survey Results**  
**Sample: 556 GB business decision makers**  
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Total	Age			
	Under 35	35 - 44	45 - 54	55+

And what type of impact do you think the following will have on your business? (Please select one option one each row)

Brexit					
	Unweighted base	Under 35	35 - 44	45 - 54	55+
	318	52	92	85	89
<b>Base</b>	322	53	94	87	88
A small short-term impact	16%	18%	16%	14%	18%
A big short-term impact	11%	19%	14%	9%	7%
A small long-term impact	28%	22%	31%	30%	25%
A big long-term impact	43%	41%	38%	43%	49%
Don't know	2%	-	1%	4%	1%

The COVID-19 pandemic					
	Unweighted base	Under 35	35 - 44	45 - 54	55+
	460	67	128	123	142
<b>Base</b>	461	68	131	122	140
A small short-term impact	19%	9%	18%	26%	18%
A big short-term impact	41%	45%	38%	37%	46%
A small long-term impact	18%	22%	21%	19%	13%
A big long-term impact	20%	22%	22%	14%	21%
Don't know	2%	1%	1%	4%	3%