

Centaur Media Brexit survey

Objectives:

- What are our audiences' views on Brexit? How did they vote, what do they want from our future relationship with the EU, and what are their attitudes towards no deal, a second referendum, etc...?
- Are some portfolios more pro/anti-Brexit than others?
- To what extent does the attitude of Centaur's audiences match the general population?
- What impact has Brexit had on our audience's job role and company?

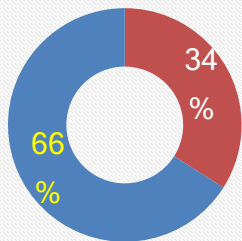
Methodology

- Online survey sent out to our marketing & creative, legal, engineering, HR and financial audiences. The non-work related questions in the survey were also sent to a nat rep sample for comparison purposes
- Fieldwork period 20th November – 1st December 2017 (before talks moved to trade)
- 9,040 responses from Centaur's audience (6,623 completes). 2,086 work in marketing; 2,698 in legal; 1,494 in engineering; 1,687 in financial; 396 in HR and 1,693 in other
- 1,141 responses from the nat rep sample (1,000 completes)

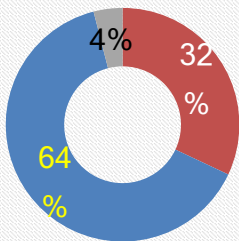
Background

In a 2nd referendum a small movement from remain to leave would see a 2%pts increase in the overall leave vote

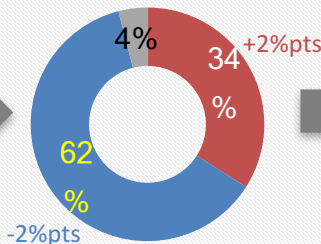
Engineering - How
voted in EU
referendum



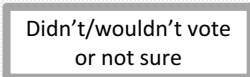
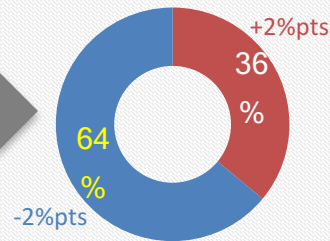
Engineering - How
voted in EU
referendum



Engineering - How
would vote in 2nd
referendum



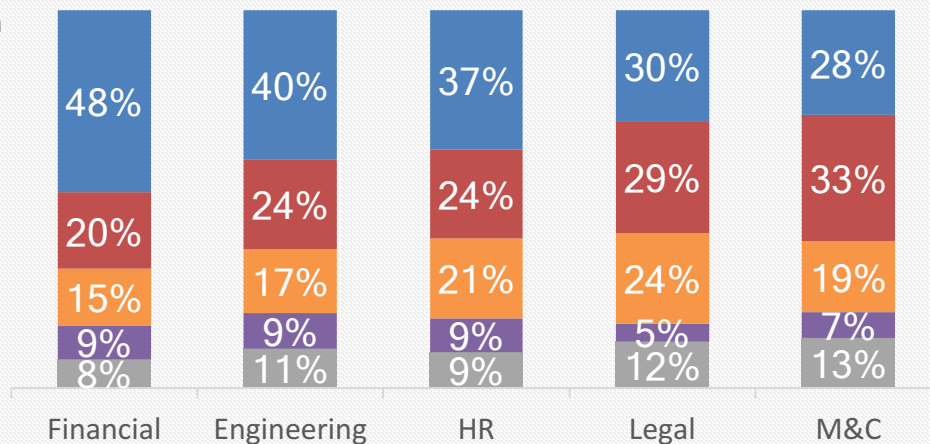
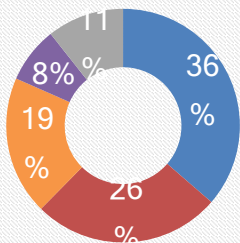
Engineering - How
would vote in 2nd
referendum



The engineering portfolio voted Tory at the general election with a turnout of 89%

■ Didn't vote ■ Other ■ Lib Dem ■ Labour ■ Conservative

Centaur - How voted in 2017 general election



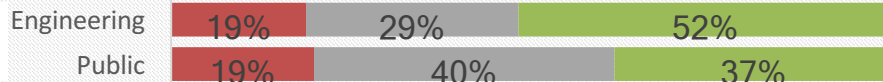
Attitude to Brexit and what they want from the negotiations

The engineering audience are less focused on 'taking back control' than the general public

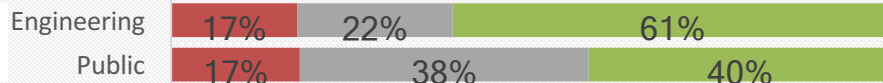


The engineering audience want a softer Brexit but feel the EU is being inflexible and they do see no deal as a realistic option

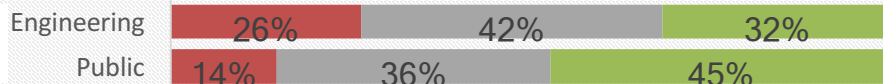
"I support a transition/implementation period of 2 years after leaving, in which we will still follow some EU laws/rules"



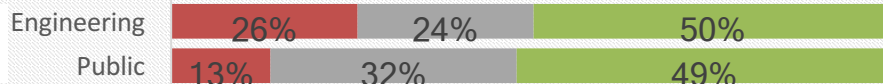
"The UK should stay in the single market"



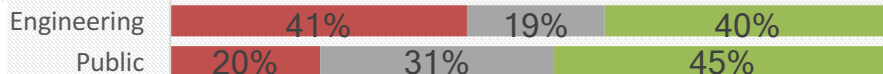
"The UK Government is giving too many concessions to the EU"



"The EU is being too inflexible in its approach"

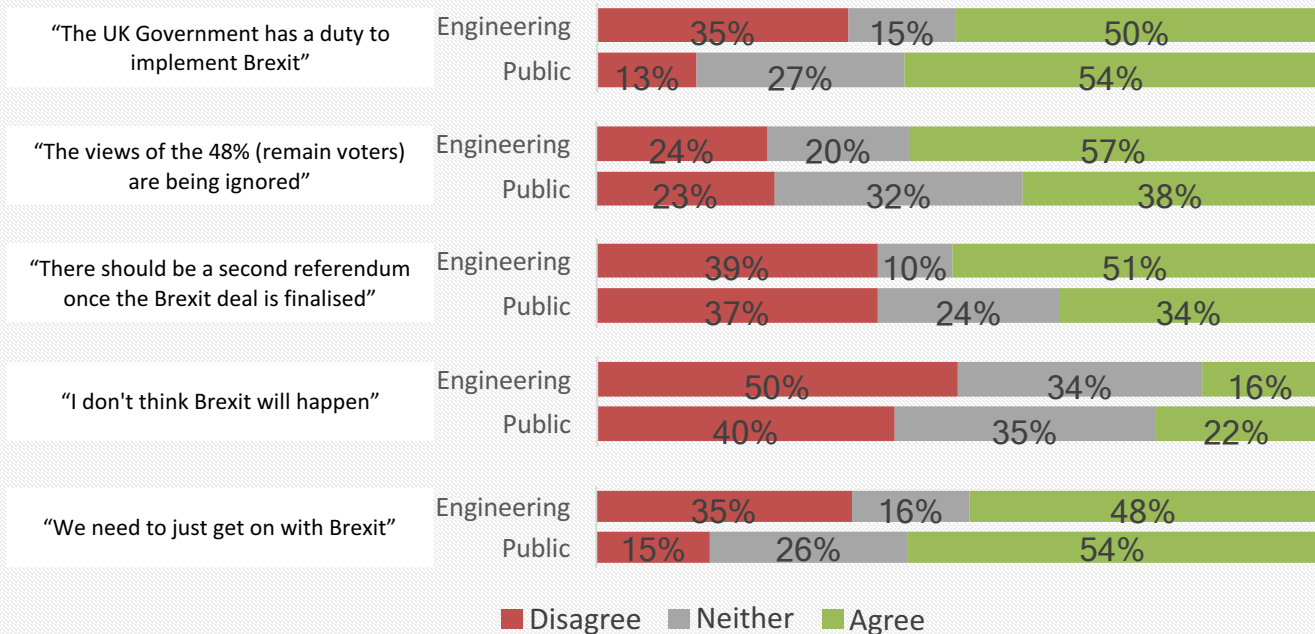


"No deal is better than a bad deal"



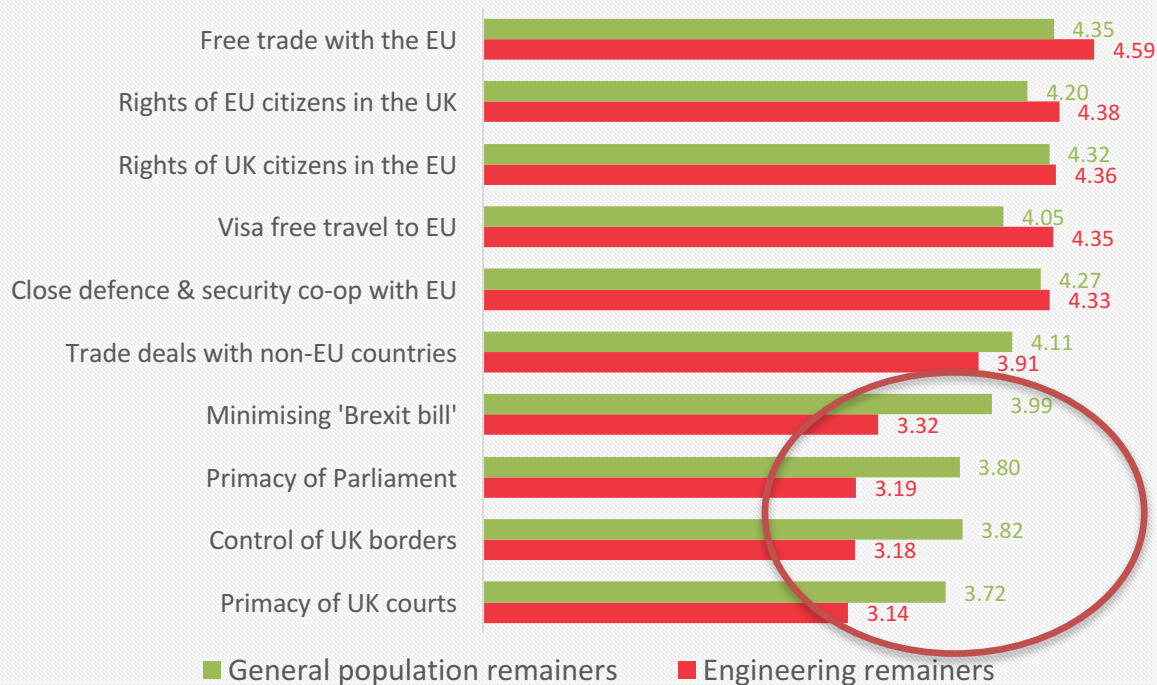
■ Disagree ■ Neither ■ Agree

The engineering audience want a 2nd referendum and feel the 48% are being ignored but there is much common ground

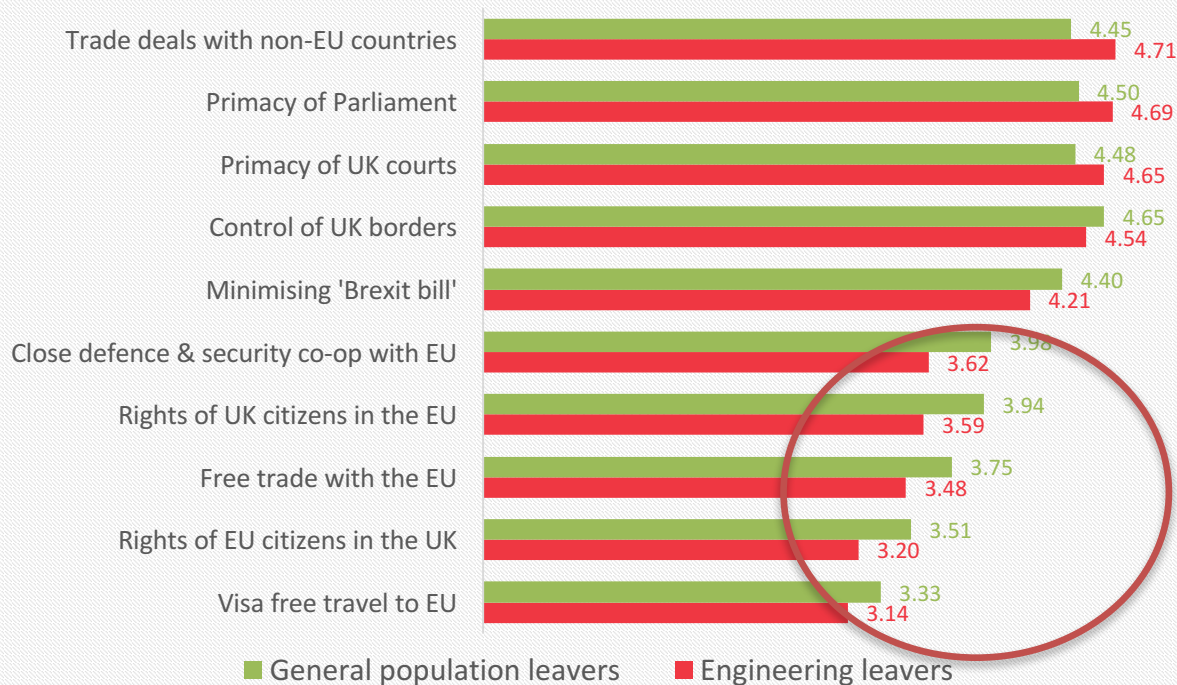


Engineering remainers and leavers are more staunch than their counterparts in the general public

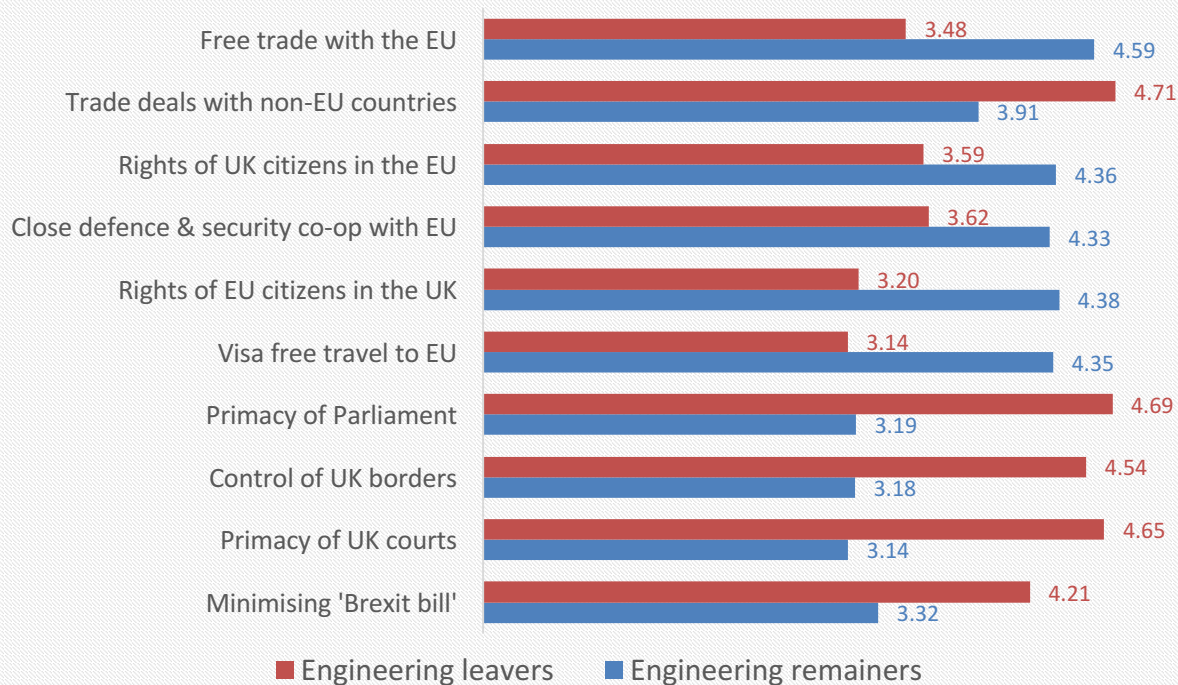
Engineering remainers see fewer benefits to Brexit and want closer ties than remainers in the general population



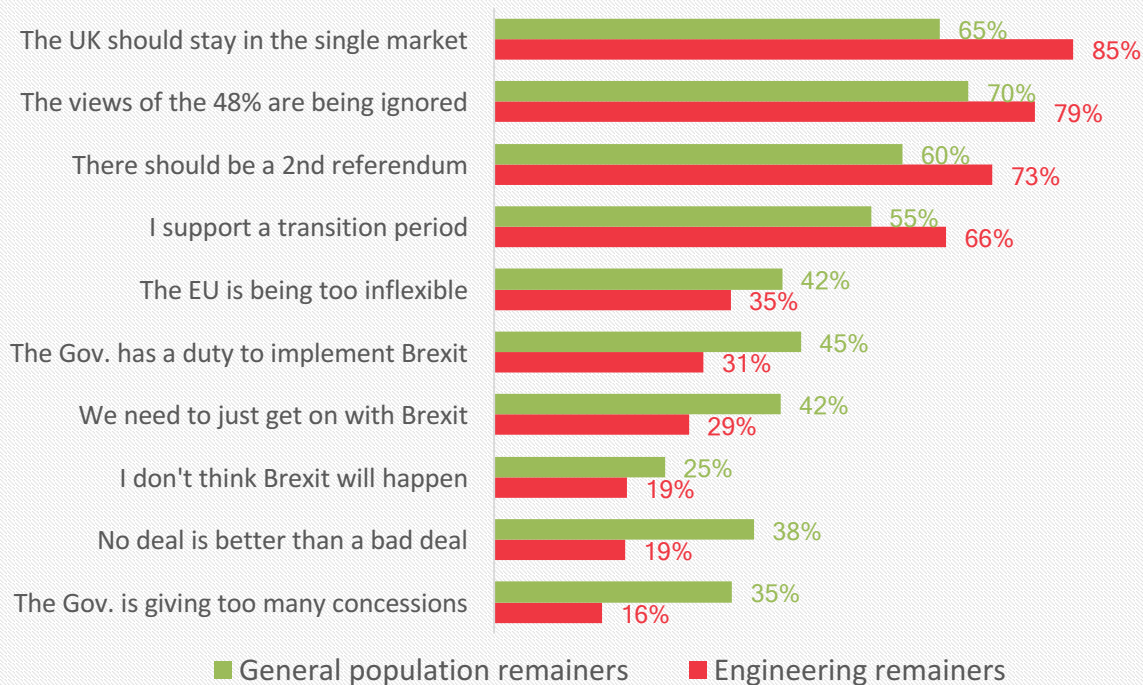
Leavers in the general population want closer ties with the EU post-Brexit than Centaur leavers



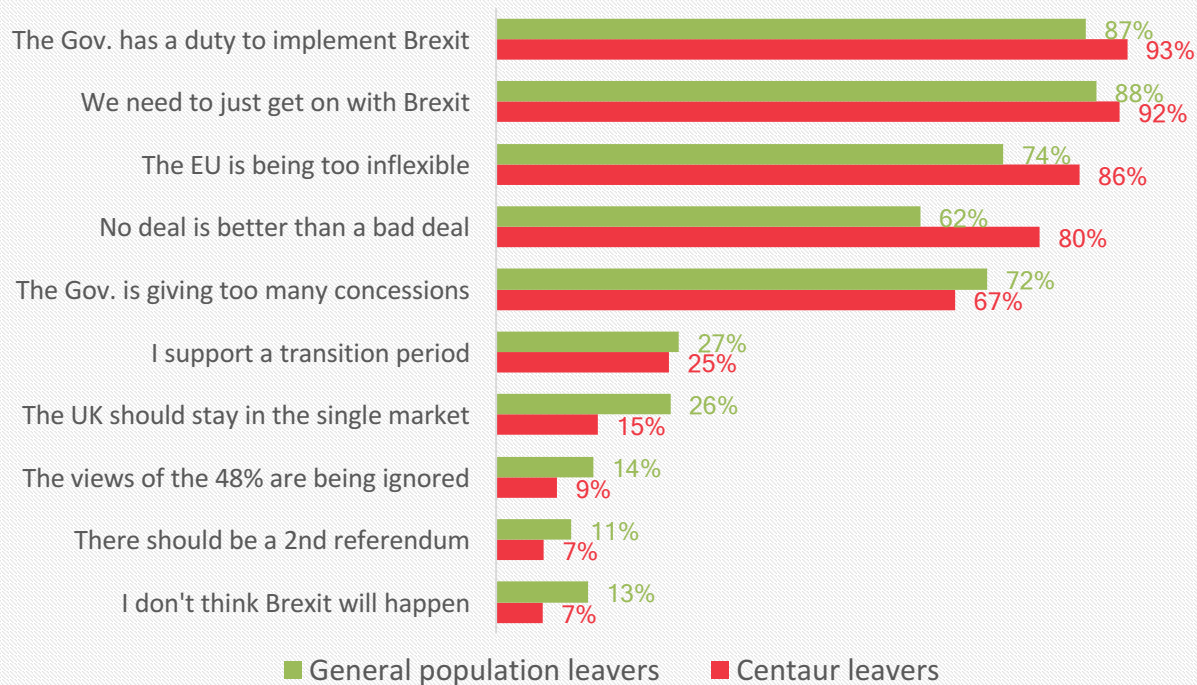
The engineering audience is vociferous and split. There is little common ground between leavers and remainers



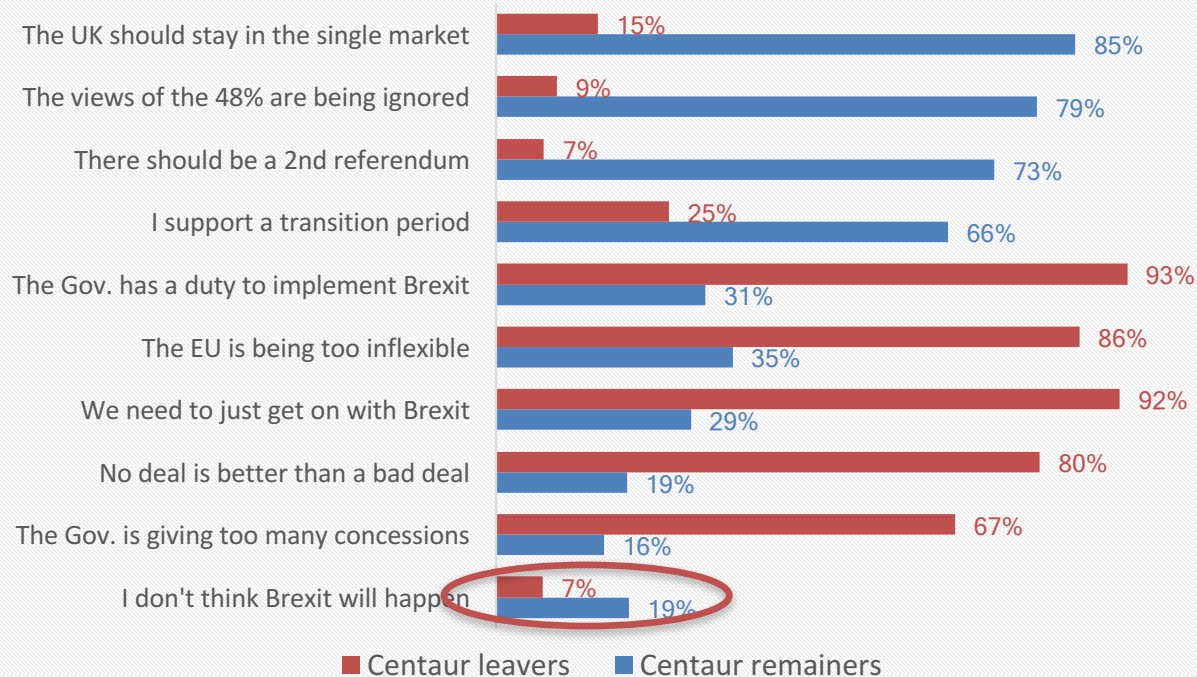
Remainers in the general population are more accepting of (or resigned to?) Brexit than engineering's remainers



There's little evidence of any leaver regret. Engineering leavers are closer to the 'hard Brexit' position

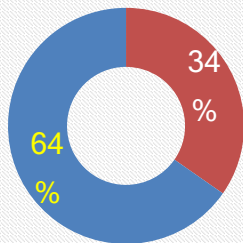


The only thing engineering remainers and leavers even remotely agree on is that they think Brexit will happen



Engineering portfolio

The engineering audience is conflicted. Half want a second referendum and nearly half just want to get on with Brexit



A sizeable minority of
The Engineer's audience
was pro-leave



They feel most favourably about
Vince Cable's approach to Brexit,
but this is followed by David Davis'
approach



1 in 2 want
a second
referendum



50% think the Gov. has a
duty to implement Brexit
and nearly 50% just want
to get on with it



40% think no deal
is better than a
bad deal



6 in 10 say we
should stay in the
single market



Free trade with the EU
is their top priority in
Brexit negotiations



Their 2nd biggest priority
was to sign trade deals
with non-EU countries



37%

Think Brexit will be good
for their firm if the Gov.
largely gets what it
wants (vs 32% bad)

36%

Of those who would
vote in a 2nd
referendum would
vote leave

c. 1 in 5

EU nationals
expect to leave
the UK as a result
of Brexit

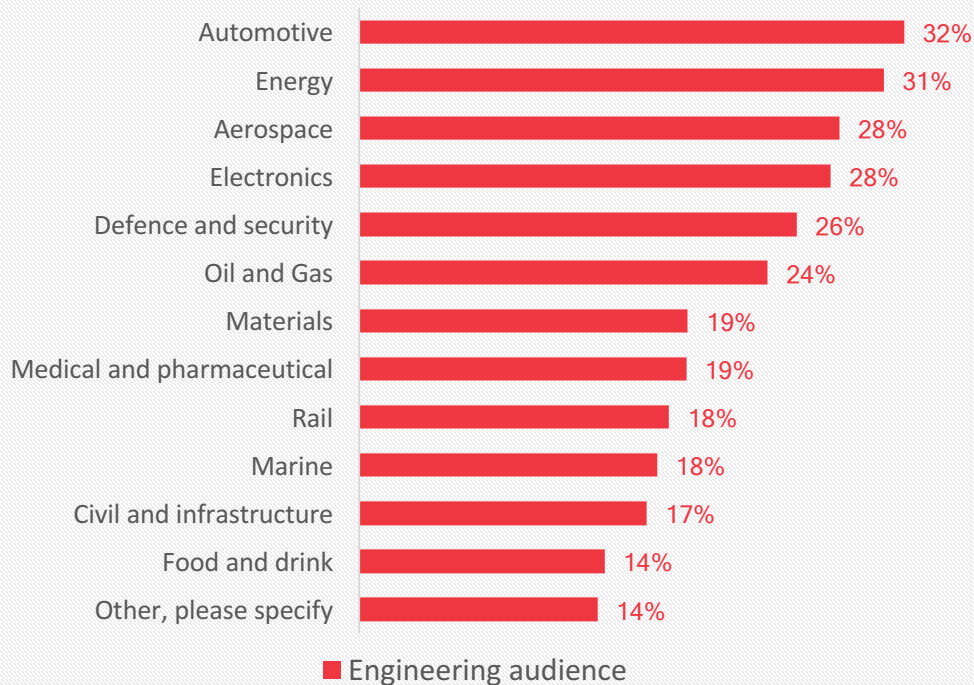
Summary

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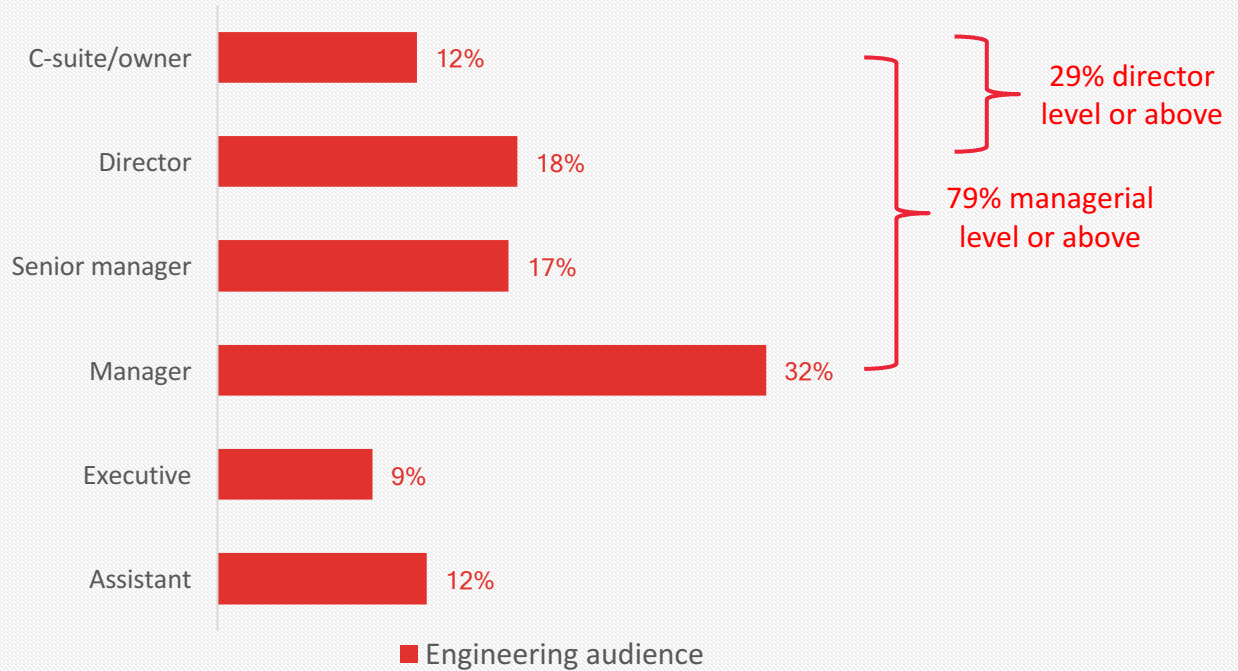
- Two thirds of the engineering audience voted remain, but the picture is nuanced. They want a softer Brexit than the general public and are less keen to 'take back control', but there is still a lot of common ground. Our audience feel the EU is being inflexible and would prefer no deal over a bad deal
- Both our remain and leave audiences are more vociferous than their counterparts amongst the general public and there are no areas of agreement between them
- Around 1 in 5 EU nationals who are part of the engineering audience expect to leave the UK due to Brexit
- If the Government largely gets what it wants, this will be seen overall by our audience as a slightly positive outcome

Appendix

Industry sector



Seniority



Turnover

