



YouGov / Best For Britain Survey Results

FIELDWORK DATES: 17TH - 18TH DECEMBER 2020

**Prepared by YouGov plc
On behalf of Best For Britain**

© YouGov plc 2020

BACKGROUND

This spreadsheet contains survey data collected and analysed by YouGov plc. No information contained within this spreadsheet may be published without the consent of YouGov Plc and the client named on the front cover.

Methodology: This survey has been conducted using an online interview administered members of the YouGov Plc GB panel of 185,000+ individuals who have agreed to take part in surveys. An email was sent to panellists selected at random from the base sample according to the sample definition, inviting them to take part in the survey and providing a link to the survey. (The sample definition could be "GB adult population" or a subset such as "GB adult females"). YouGov Plc normally achieves a response rate of between 35% and 50% to surveys however this does vary dependent upon the subject matter, complexity and length of the questionnaire. The responding sample is weighted to the profile of the sample definition to provide a representative reporting sample. The profile is normally derived from census data or, if not available from the census, from industry accepted data.

YouGov plc make every effort to provide representative information. All results are based on a sample and are therefore subject to statistical errors normally associated with sample-based information.

For further information about the results in this spreadsheet, please contact YouGov Plc (+44)(0)20 7 012 6000 or email enquiries@yougov.com quoting the survey details

EDITOR'S NOTES - all press releases should contain the following information

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 1,656 adults. Fieldwork was undertaken between 17th - 18th December 2020. The survey was carried out online. The figures have been weighted and are representative of all GB adults (aged 18+).

NOTE: All press releases or other publications must be checked by YouGov Plc before use. YouGov requires 48 hours to check a press release unless otherwise agreed. Please note, multiple press releases will require longer.

- YouGov is registered with the Information Commissioner
- YouGov is a member of the British Polling Council

Any percentages calculated on bases fewer than 50 respondents must not be reported as they do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised.



YouGov / Best For Britain Survey Results

Sample Size: 1656 GB Adults
Fieldwork: 17th - 18th December 2020

	Vote in 2019 GE			2016 EU Ref		Gender		Age				Social		Region					
Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC 1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample	1656	561	411	149	614	656	805	851	181	691	399	386	944	712	199	556	359	399	142
Unweighted Sample	1656	595	431	159	691	699	957	135	640	416	465	1035	621	151	596	366	394	149	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Please imagine the UK and EU agree a trade deal. Would you prefer the Government to...

Take the deal	30	24	40	55	44	20	32	28	30	29	31	30	36	23	31	33	29	26	33
Take the deal, but begin negotiations next year for a better deal	30	25	39	31	37	24	31	28	38	30	29	27	31	28	38	26	27	33	28
Reject the deal and end the transition period without an agreement	18	35	4	4	4	37	20	16	5	14	23	25	14	23	11	18	20	19	18
Don't know	22	16	17	10	16	20	17	27	26	27	17	18	20	26	20	23	24	22	21

Please imagine the UK and the EU agree a trade deal. As part of this deal, the current transition period would be extended for a short period of time beyond the 1st January while the deal was implemented. Would you support or oppose including such an extension in a deal?

Support including an extension	51	41	71	80	73	37	53	49	49	50	57	49	58	42	59	50	47	49	60
Oppose including an extension	20	37	8	3	7	39	23	18	13	15	23	30	18	24	17	22	23	19	16
Neither support nor oppose	12	13	8	6	8	14	12	13	9	14	10	13	10	15	10	13	13	13	6
Don't know	16	9	13	11	12	11	12	20	28	22	10	8	14	20	14	15	17	18	17