



JE NE REGRETTE RIEN?

What does the consumer really think post Brexit?



What does the U.K make of its prospects post Brexit?

With Britain now officially no longer a member of the European Union what is the likely impact of this on people's belief about their own prosperity and that of the country?

Our recent survey asked a nationally representative sample of 1,002 UK adults a range of questions about their expectations on what our European exit would mean for the UK and them personally.



Ian Jenkins,
CEO, Intrinsic

Dark Clouds or Silver Linings?

Intrinsic's insight into the implications of Brexit reveals consumers are deeply apprehensive about the future and worried about what leaving the EU means for them personally and financially

Though more than half of consumers would now vote to re-join the EU does Britain's exit really spell economic disaster for brands or are there genuine reasons for optimism?

Though it's little surprise to learn that the population is still divided on its relationship with the EU the fact that 1 in 5 people who previously voted to leave now want to re-join the EU does suggest the country is still not entirely at ease with the decision that's been made.

At least 3 out of 4 consumers now believe that there will be negative impacts on their lifestyle as a result of Brexit particularly with regards to the future costs of holidays, imported EU goods, foods, mobile services and utilities. So, now is a good time for brands to examine how they can benefit from the public's apprehension about our EU exit.

Those operating in the travel and tourism sector may well look to how concerns about the cost of holidaying in the EU and perceived worries about future ease of travel could make UK based vacations more appealing, particularly to those managing on tighter budgets.

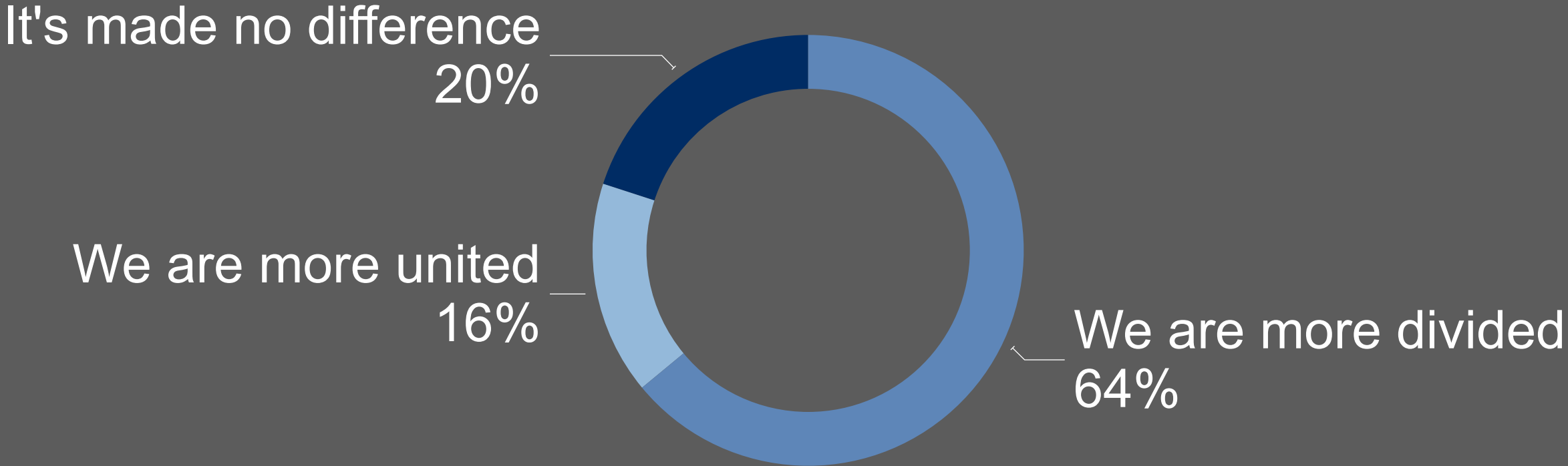
Consumer concerns about losing reciprocal medical treatment when travelling in the EU also suggests there are opportunities for brands in the finance, insurance and medical space to develop products and propositions that consumer may find supportive when travelling within the EU after the end of 2020.

With the probability of a volatile £/€ relationship for the foreseeable future those brands that can offer reassurance, confidence and stability stand the greatest chance to profit from an apprehensive consumer market.



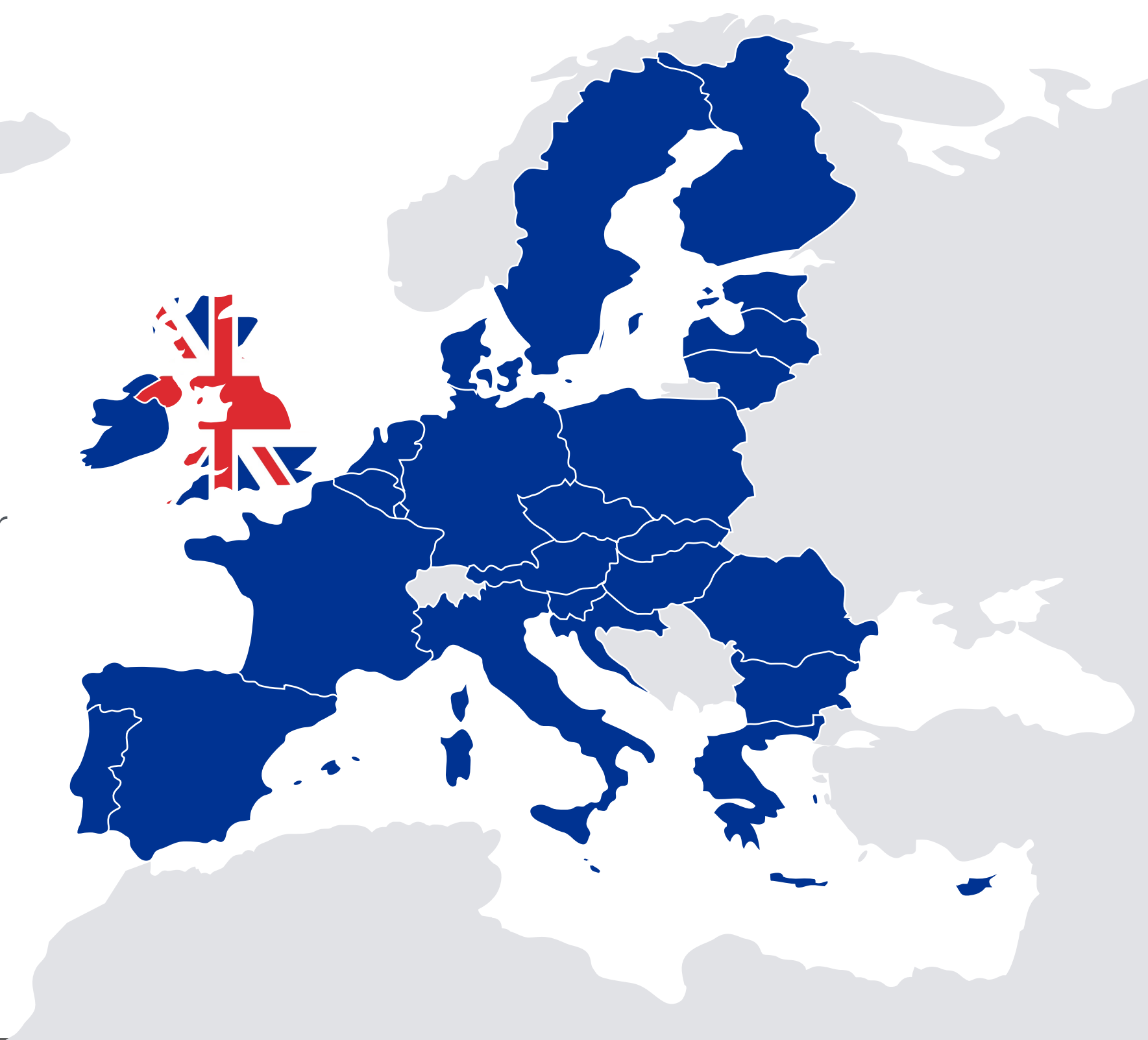
The divisions so cruelly exposed by Brexit show no immediate signs of healing. Around 60% of the population believe that Britain is as divided now as it ever was over the issue of our EU membership, with a mere 16% believing that we are now more united as a nation.

Unsurprisingly, nearly three quarters of those who voted to remain feel that the country is split and this is exposed as being marginally stronger among men (69%) than it is among women (60%).



Divided lives

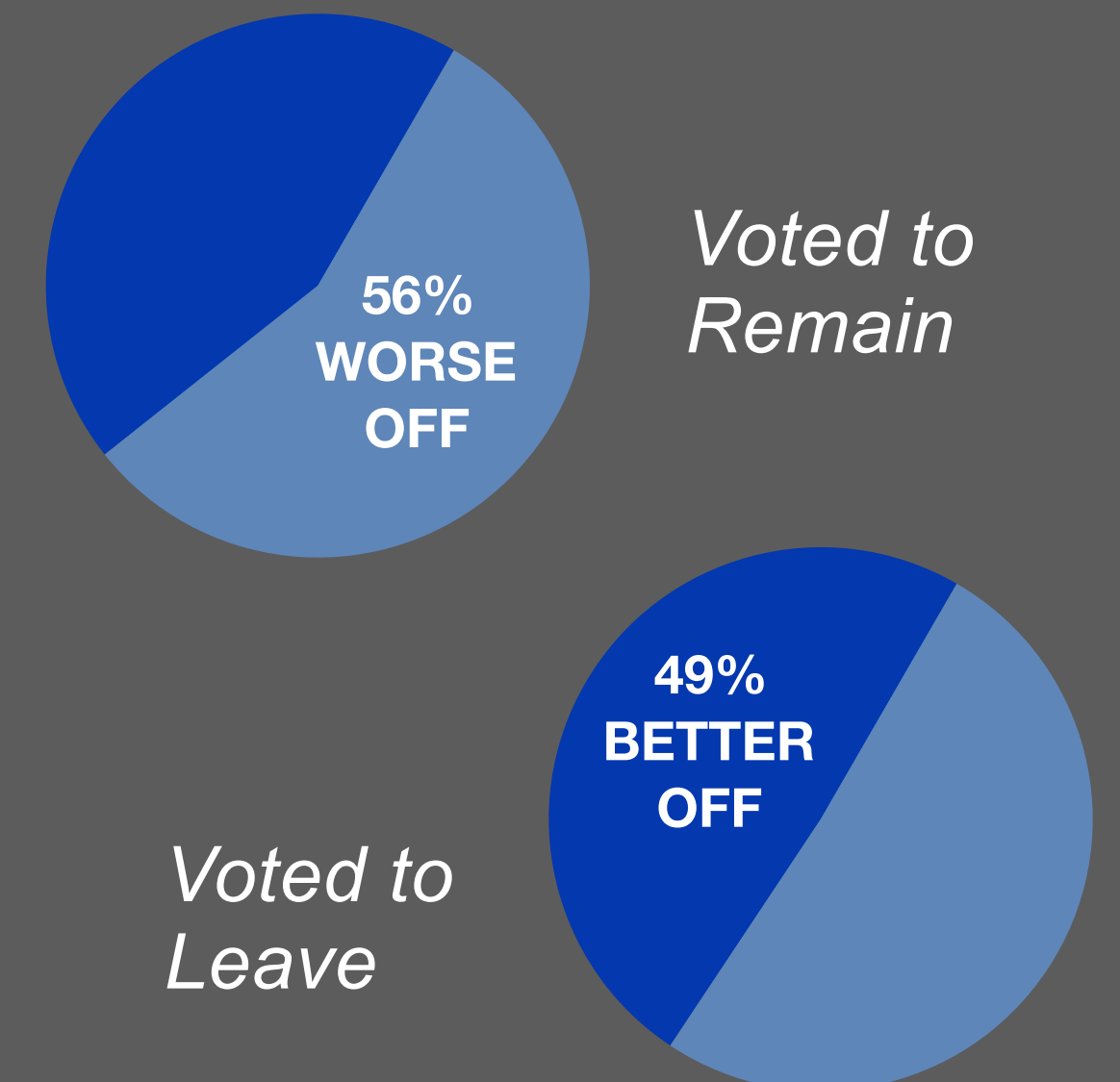
On every issue the context of 'leave' or 'remain' casts its shadow over what people imagine lies ahead



The U.K is so divided that it is impossible to examine the implications without looking at it through the prism of people's attachment to Europe

BR EXIT

Whilst 49% of leave voters believe the UK will be better off now that 'Brexit's done' just 20% of remain voters feel the same way. More than half (56%) anticipate that the country will be worse off

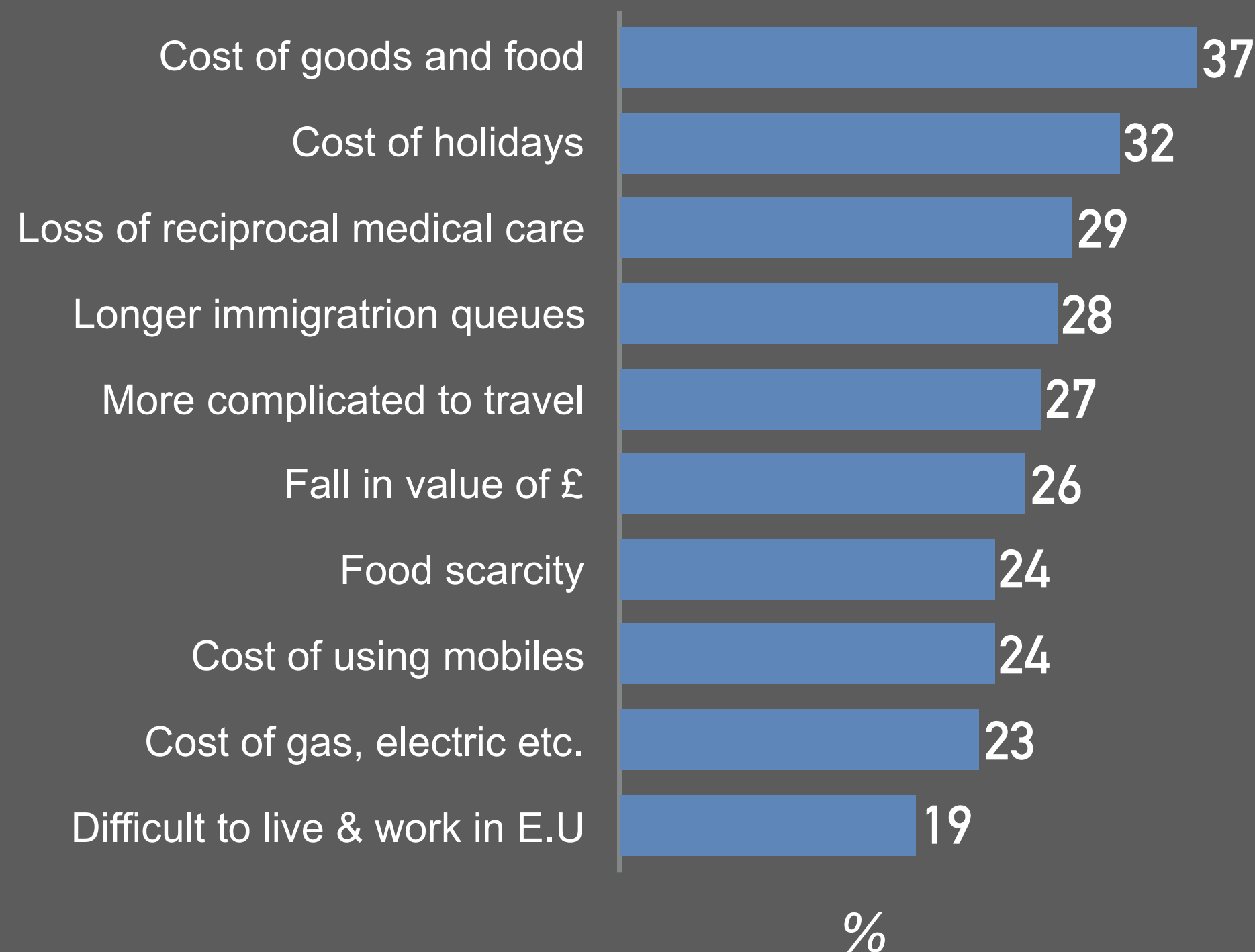


Overall, 33% of the adult population believe that the UK economy will be either significantly or slightly better off over the next 3 years now that Brexit is 'done'. Yet, exactly the same proportion feel that the country will be worse off, with a fifth feeling that we will be in no better or worse state (13% don't know either way). This confusing overall picture however masks the caustic divisions between 'remainers' and 'leavers', which continue to persist

A Price To Pay

Three out of four consumers believe there will be a negative impact on their lifestyle as a result of Brexit

What things, if any, do you think will have the biggest impact on you now the U.K isn't part of the EU?



Around 4 in 10 expect the cost of EU-sourced products to rise. It's a particular concern for older consumers with 44% of those aged 55 or over worried about the cost impact, compared to it being an issue for just 30% of 18-34-year olds.

A third of consumers (32%) recognise that the cost of taking holidays in Europe is likely to increase and 29% fear for the loss of reciprocal medical care (EHIC) when travelling in Europe. Those over 55 are again more likely to fear missing out on this medical 'benefit' of EU membership (37%).

Though these 'worries' are felt right across the age spectrum it's evident that among younger consumers the complications associated with travel (30%) and increased potential mobile data roaming costs (27%) are more keenly felt.

Also in this age group, 20% feel most worried about what impact non-membership of the EU might have on their employment prospects.

Safe & Secure?

Attitudes towards our border security and future opportunities are also areas where splits are deeply exposed

Although 50% of the population think that taking control of our own borders post Brexit will make the country safer, this is significantly influenced by those who voted leave – 72% of whom agree that this will be the case, whereas only 32% of remain voters concur.

The same is also true of attitudes towards whether Brexit will open up more opportunities for individuals to be successful. A mere 6% of those who voted leave believe that Brexit will deliver fewer opportunities, whilst 45% of pro-EU voters think opportunities for people will significantly diminish.





72% of Leave voters
Agree that taking back control of our borders will make us safer

58% of the public in general
Feel that the negative aspects of Brexit have been overstated

The public fears that Britain's influence on the world's political stage may be in danger

46% of people tend to agree that, overall, the UK's influence will decline post Brexit. This is particularly true among today's millennial generation with nearly 6 out of 10 believing the UK's level of global influence will significantly decline. Among all those who voted 'remain' the same figure is closer to 7 out of 10.



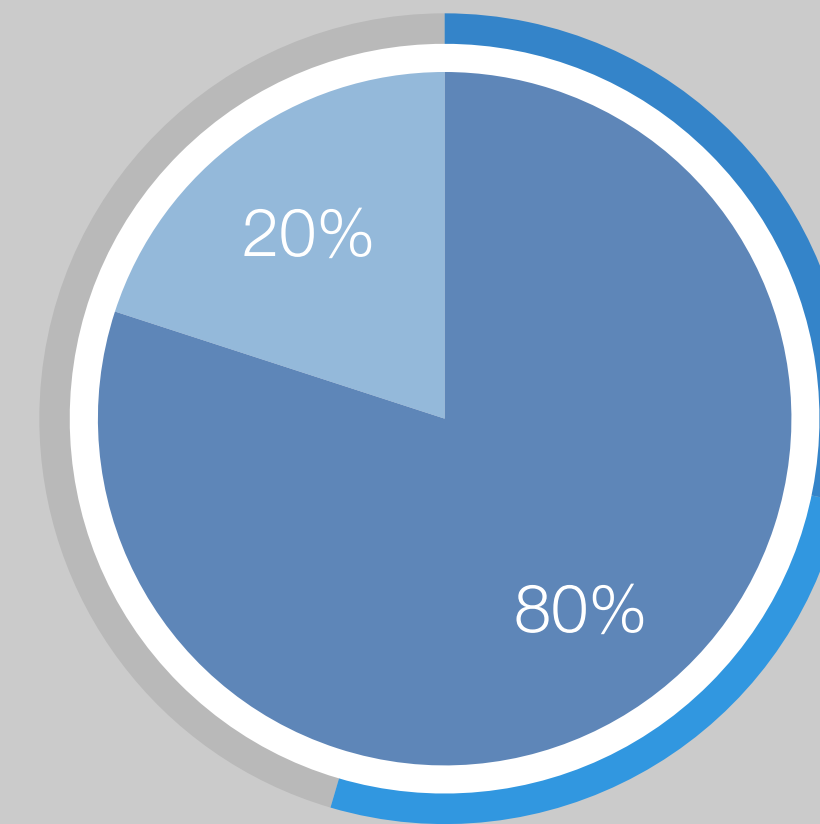
4 out of 10 believe that the country's security and intelligence services will be compromised by Brexit, yet nearly half (58%) also believe that the negative aspects of leaving the EU have been over-stated



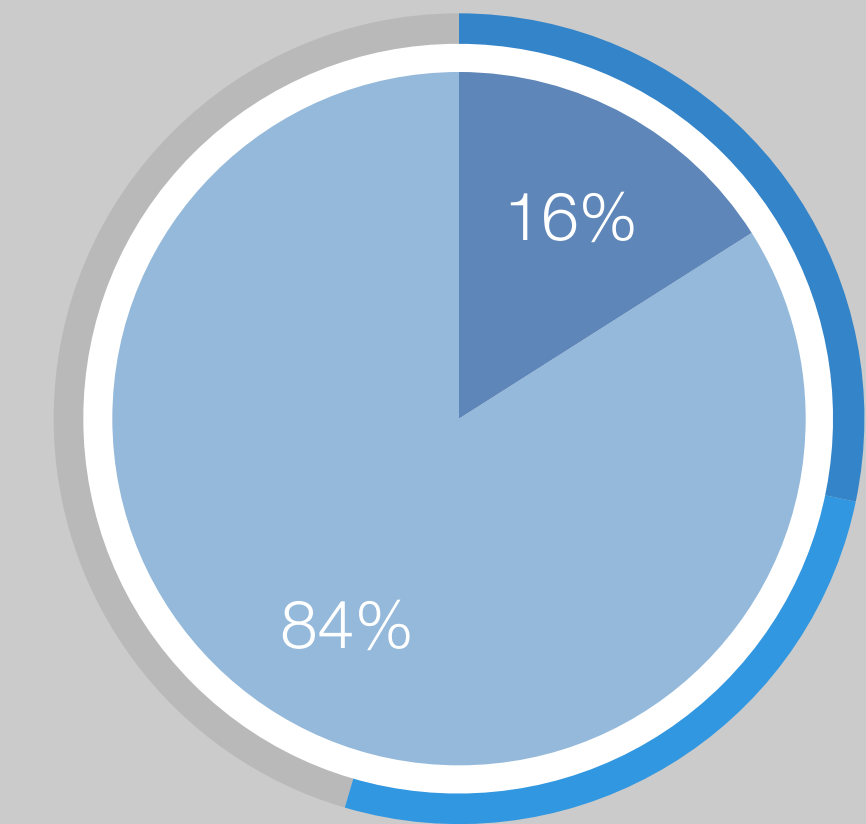
51%

The proportion of the UK public who would want to re-join the EU tomorrow

Voted to leave



Voted to remain



● Would vote to stay outside E.U ● Would vote to rejoin EU



1 in 5 of those who previously voted to leave claim they'd now re-join the EU

In the event of another referendum, would people want to re-join the EU or stay outside of it? The results are thought provoking. Based solely on those who expressed an opinion (88% of respondents), 51% would choose to re-join the EU and 49% would choose to remain outside – an almost inverse image of the actual 2016 referendum result. But, again, it points to a country implacably divided.

This apparent inverse facsimile of the 2016 result betrays some interesting opinion shifts. In fact, just 80% of leave voters in 2016 would vote now to stay outside the EU with 20% now opting to re-join. Conversely, whilst 84% of 2016 remain voters would vote to re-join the EU, up to 16% would apparently keep the status quo and accept being outside of the EU now that 'Brexit's done'.

Still divided, still confused

All of which points for difficult times ahead for the UK politicians and businesses trying to cope with the aftermath and planning our future relationship with the EU 27 and other countries

As the government itself now seeks to expunge the word 'Brexit' itself from the political lexicon we'll need to wait and see whether the opportunities extolled by the leave campaign in the referendum and general election turn out to be just that.

Or whether, as our survey suggests, the underpinning nervousness felt by consumers and voters means we'll be thinking less about exploiting the 'opportunities' offered by Brexit and more about managing the difficult challenges that it presents.

GET
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DONE

Insight & Intelligence

Specialising in qualitative and quantitative insight Intrinsic work's with some of the world's leading businesses to help them understand the consumers' relationship with their brands. We employ a multi-lens approach that incorporates expert qualitative, mobile, quantitative and social techniques to get closer to what consumers are really thinking when it really matters to them. In doing so, we help clients identify new opportunities and ways of engaging with customers through better product, brand communication and experiences



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Survey notes

The research was carried out by 4media-group's insight & Intelligence group between the 4th and 7th of February 2020. The study comprised a nationally representative online sample of 1,002 UK adults aged 18 years+. The survey results were weighted according to age, gender, region and social class.