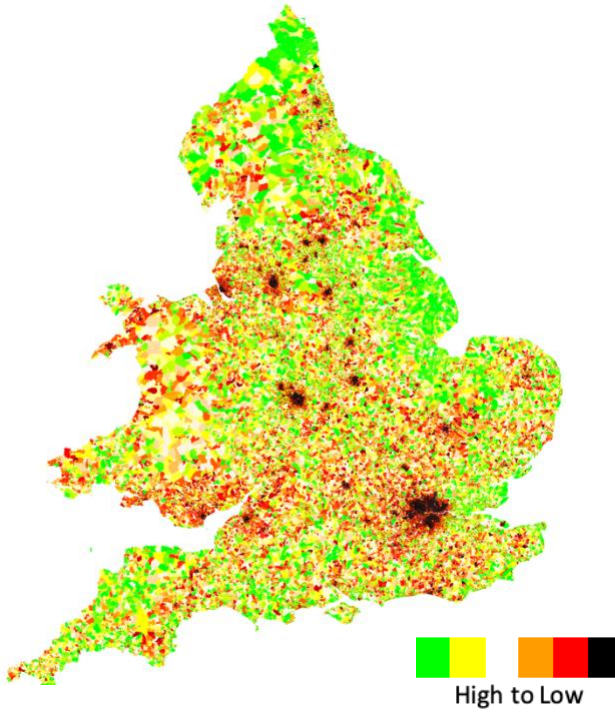
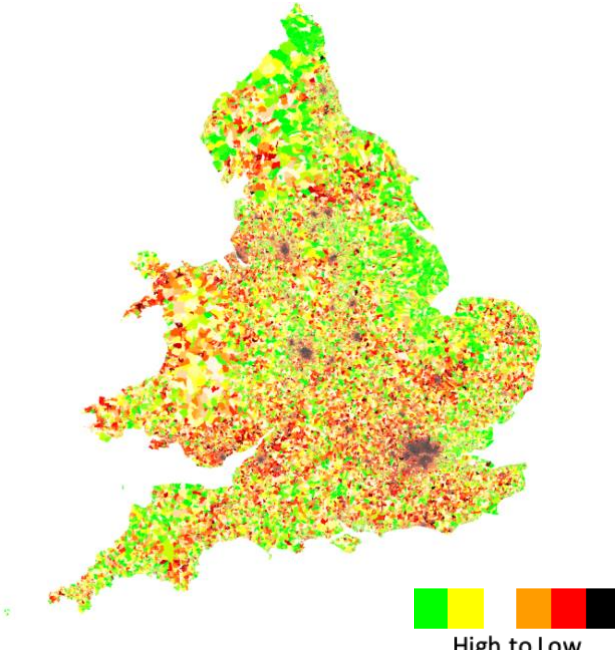
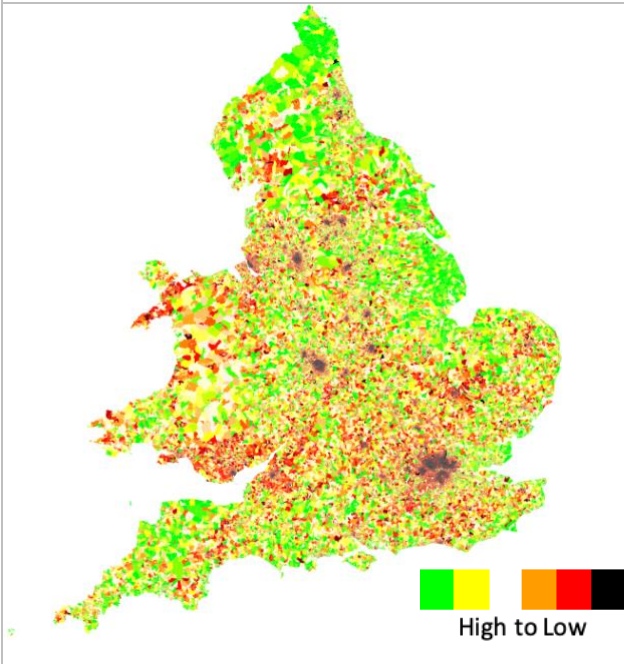


Data Set	GeoSociety: Brexit Leave			
MM Code	80000 series	Methodology	MM SAE	Latest version 15/02/2020
Description	A set of models that show which locations are interested in Brexit Leave issues, broken down into specific topics.			
Geography	UK (England, Wales, Scotland, Northern Ireland)			
Uses	Marketing, sales, insurance pricing, reporting. Not when subject to race discrimination legislation (refer to MM)			
GDPR status	Not Individual Personalised Data. No Individual Personalised Data used to produce it.			
Source data	UK Government Petitions 2017-2019	Predictor data	Full MM 2011 set	
Key (1)	Output Areas 2011			
Data (5)	Values of interest in each topic (modelled across UK and within each Home Country), percentile of UK interest (1 low to 100 high), and the rank (1 lowest interest to 60 highest) of each topic against the other topics. GeoSociety predictors have also been added to the GeoPredictor datasets.			
Formats	Data can be provided per theme, topic, data value or in total.			
Data values	For interpretation and use of GeoSociety data values refer to Data Sheet 80000: GeoSociety Data.			
OA11 key	For use of Postcode to provide >99.8% match to OA11 key refer to Data Sheet 20001: Postcode to OA11.			
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D001	Get Out Now
Identify locations where people are concerned about delays to leaving the EU.	
	<p>Petitions used</p> <ul style="list-style-type: none"> • We must leave the EU completely in March 2019 – No transition period No delay • Leave the EU immediately • Leave the EU without a deal in March 2019. • Brexit re article 50 it must not be suspended/stopped under any circumstances • Leave the EU now • Walk away now! We voted for a No Deal Brexit • Leave EU by April 12th 2019 with deal or no deal. • Leave the EU Without a deal on April 12th • Leave with No Deal if Parliament rejects the EU Withdrawal Agreement. • Leave the EU with No Deal in October 2019

D002	Honour the Result
Identify locations where people are interested in honouring the result of the Brexit referendum.	
	<p>Petitions used</p> <ul style="list-style-type: none"> • Repeal the Yvette Cooper/Oliver Letwin Act • Ensure tht the U.K. leaves the EU Single Market & Customs Union. • Parliament must honour the Referendum result. Leave deal or no deal 29/03/19 • Remain should not be on a second referendum ballot paper

D003	Say No to second referendum
Identify locations where people are concerned about a second referendum happening.	
	<p>Petitions used</p> <ul style="list-style-type: none">• Stop possible second referendum on E.U. membership• No referendum on the final deal for the UK to remain in the European Union.• “No to a “People’s Vote!”