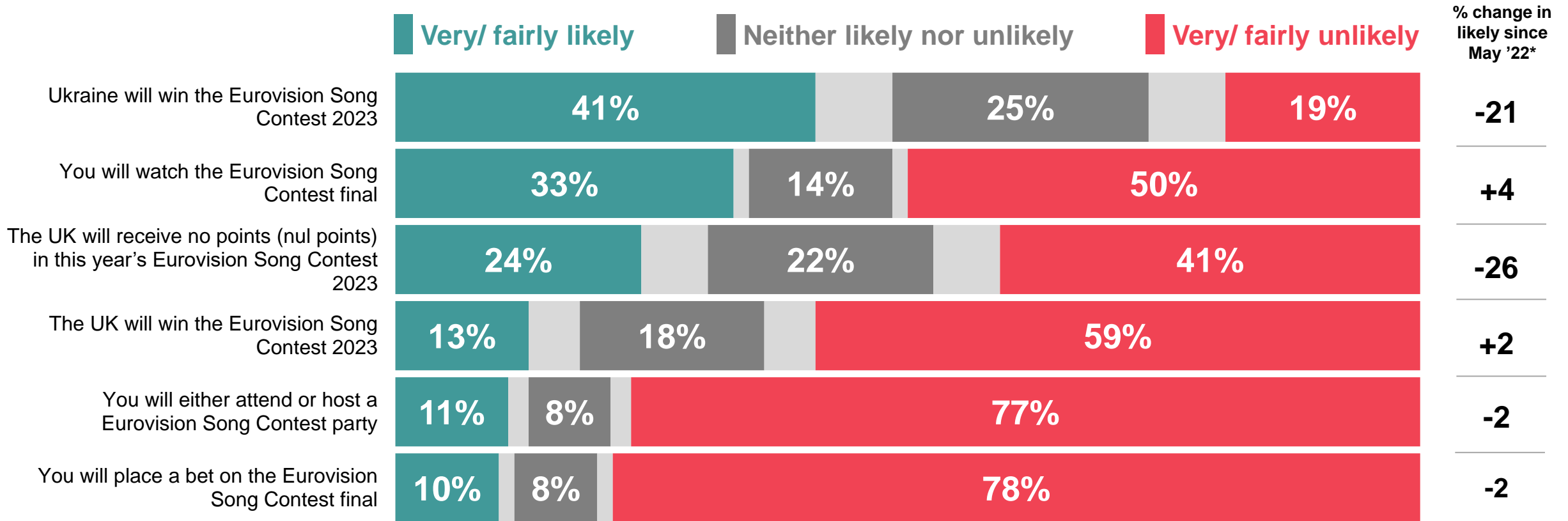


# Ipsos Eurovision polling

May 2023

# A third of Brits say they are likely to watch the Eurovision. A quarter think the UK will receive no points, down 26 ppt points since last year

As you may know the 67th Eurovision Song Contest will take place from the 9th May (semi-finals) to the 13th May (Grand Final) in Liverpool. How likely or unlikely, if either, do you think each of the following are to happen?



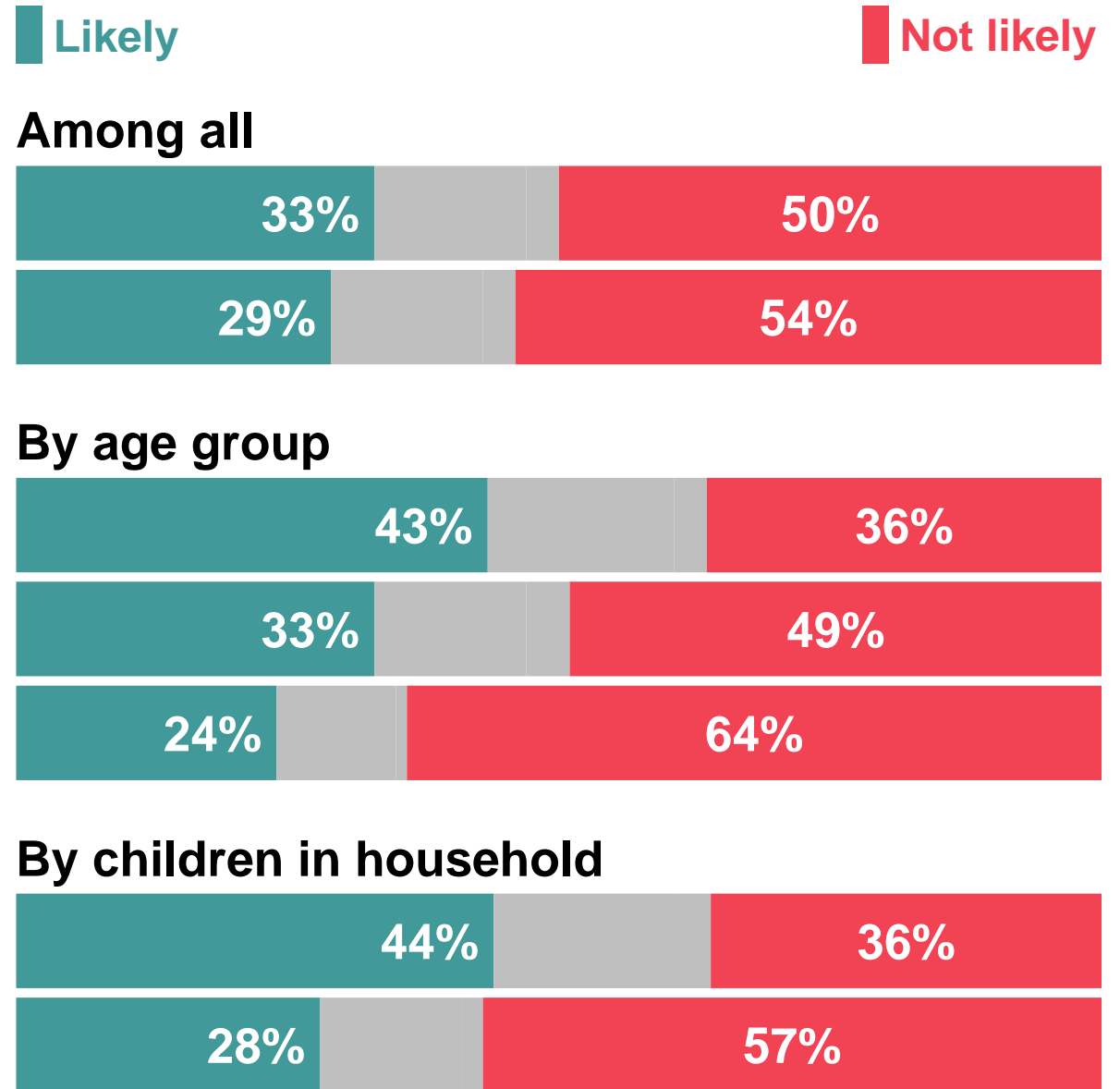
Base: 1,128 Online British Adults 16-75, 5<sup>th</sup> – 8<sup>th</sup> May 2023

\* Trend data for Eurovision 2022

# Those aged 16-34 and with children in the household say they are most likely to watch the Eurovision

As you may know the 67th Eurovision Song Contest will take place from the 9th May (semi-finals) to the 13th May (Grand Final) in Liverpool. How likely or unlikely, if either, do you think each of the following are to happen?

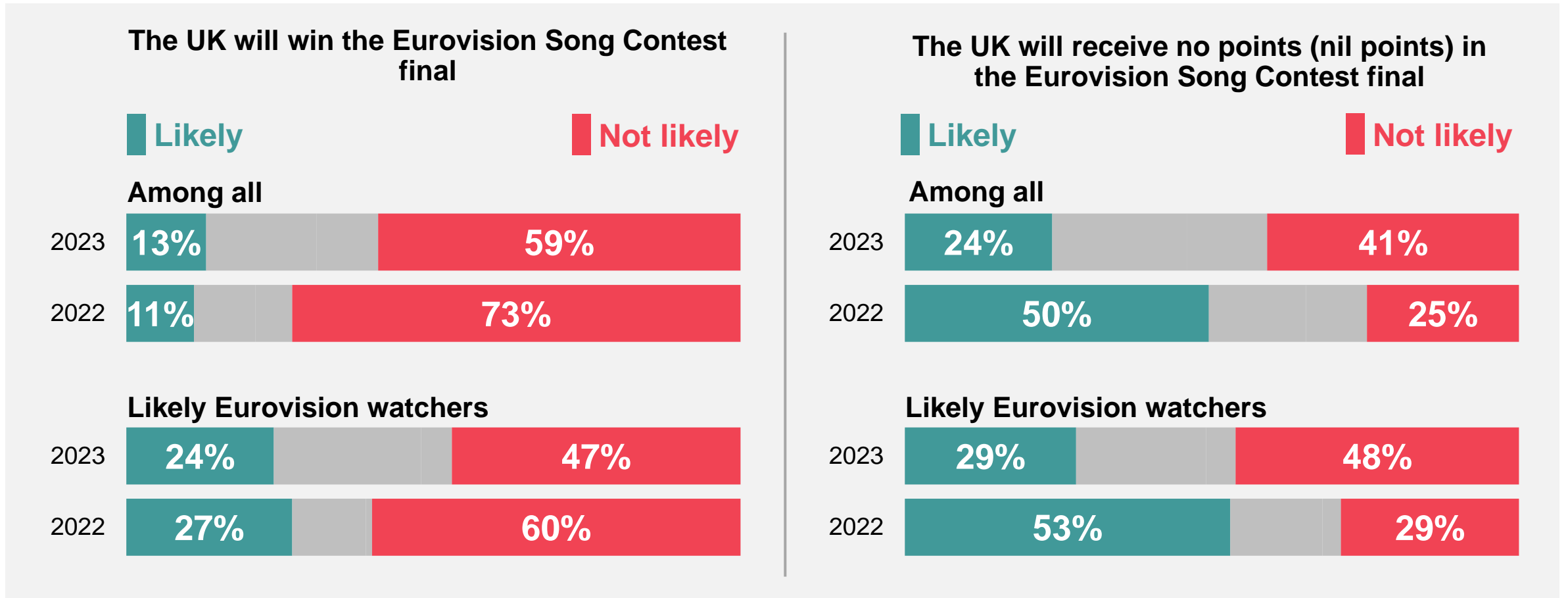
**You will watch the Eurovision Song Contest final**



**Base:** 1,128 Online British Adults 16-75, 5<sup>th</sup> – 8<sup>th</sup> May 2023, including those aged 16-34 (372), 35-54 (403), 55-75 (353), those with children in household 17 or under (369) and no children in household (759)

# The UK's chances in the Eurovision

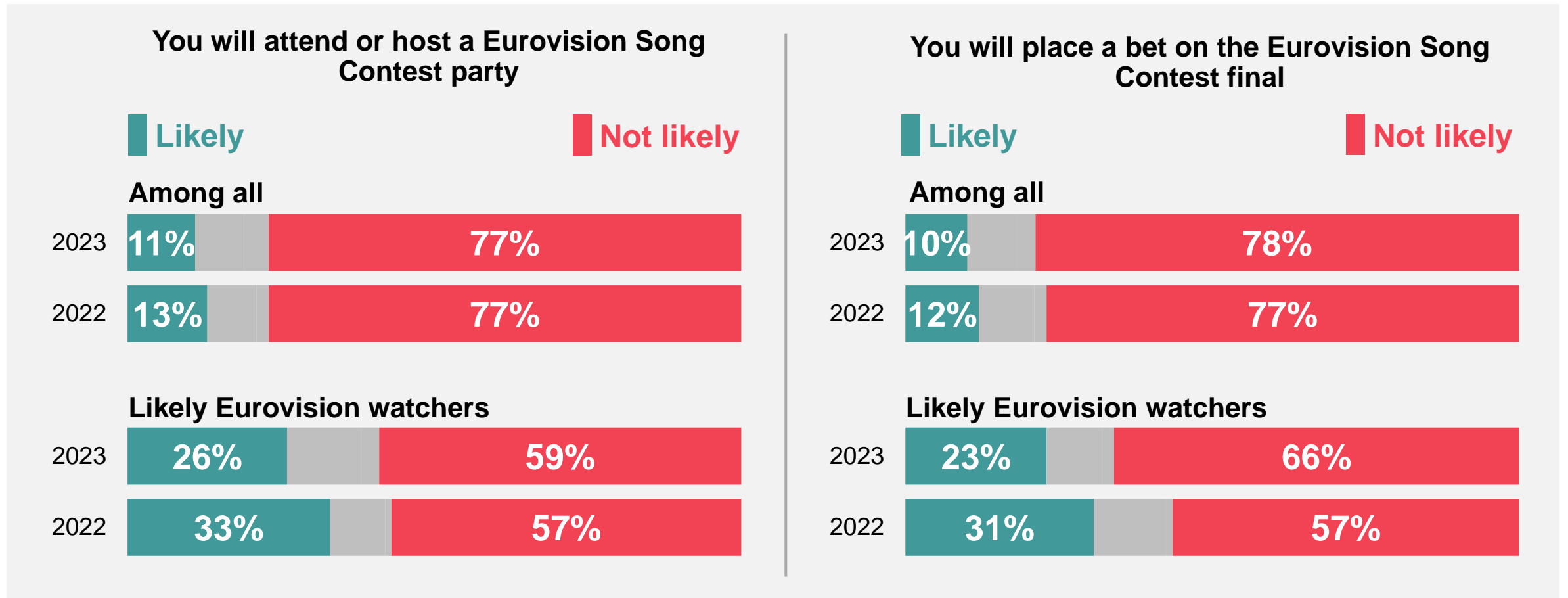
As you may know the 67th Eurovision Song Contest will take place from the 9th May (semi-finals) to the 13th May (Grand Final) in Liverpool. How likely or unlikely, if either, do you think each of the following are to happen?



Base: 1,128 Online British Adults 16-75, 5<sup>th</sup> – 8<sup>th</sup> May 2023, including all who said they were likely to watch the Eurovision (402)

# Engagement with the Eurovision

As you may know the 67th Eurovision Song Contest will take place from the 9th May (semi-finals) to the 13th May (Grand Final) in Liverpool. How likely or unlikely, if either, do you think each of the following are to happen?

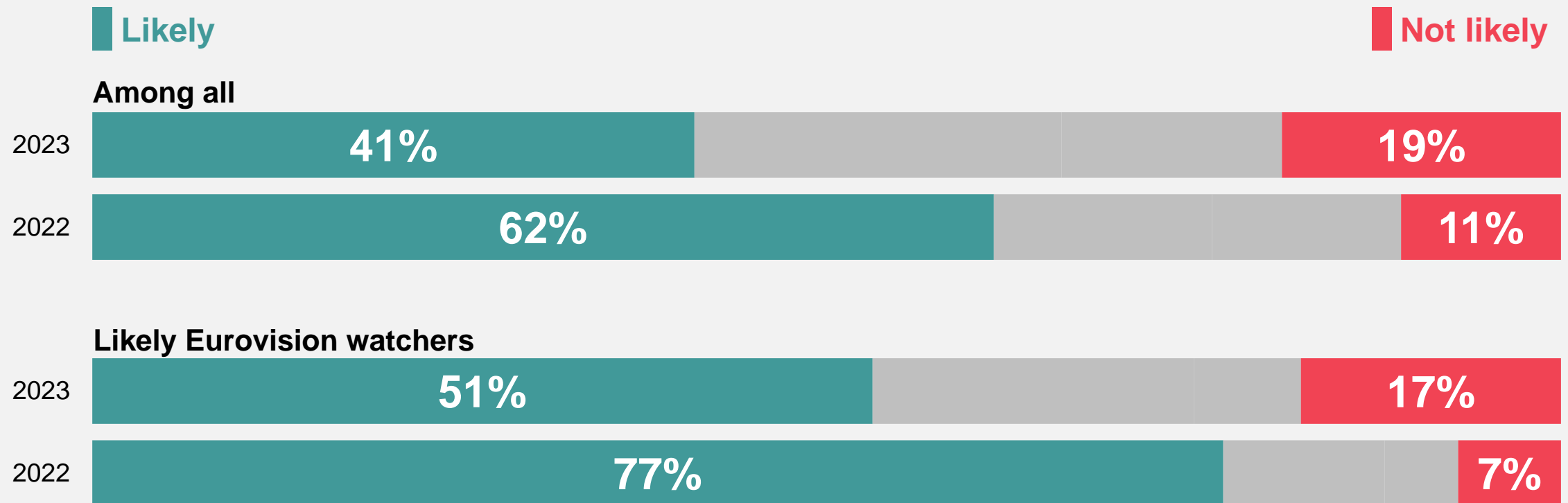


Base: 1,128 Online British Adults 16-75, 5<sup>th</sup> – 8<sup>th</sup> May 2023, including all who said they were likely to watch the Eurovision (402)

# Likelihood of the Ukraine winning the Eurovision

As you may know the 67th Eurovision Song Contest will take place from the 9th May (semi-finals) to the 13th May (Grand Final) in Liverpool. How likely or unlikely, if either, do you think each of the following are to happen?

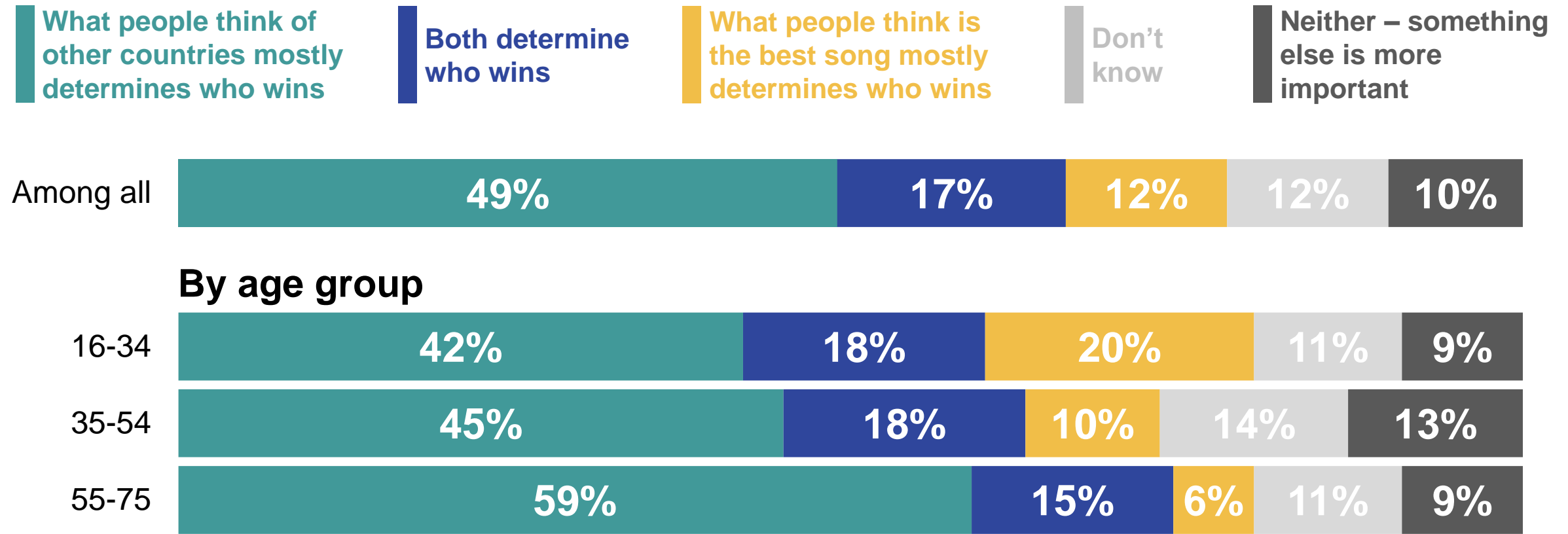
## Ukraine will win the Eurovision Song Contest final



Base: 1,128 Online British Adults 16-75, 5<sup>th</sup> – 8<sup>th</sup> May 2023, including all who said they were likely to watch the Eurovision (402)

# Half of Brits believe that what people think of other countries mostly determines who wins the Eurovision Song Contest

Every year countries vote for the winner of the Eurovision. Which, if any, of the following is closest to your views?



Base: 1,128 Online British Adults 16-75, 5<sup>th</sup> – 8<sup>th</sup> May 2023, including those aged 16-34 (372), 35-54 (403) and 55-75 (353)

# Ipsos

## For more information

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