

Ipsos October 2023 - Private schools' VAT exemption poll

PUBLIC

Fieldwork: 13-18 October 2023

Q1. To what extent, if at all, do you support or oppose private schools being able to register as charities?

All Adults aged 16-75 in Great Britain

	Gender			Age					Aggregated Age breaks			Social grade		Employment status		Region						Education		Ethnicity		Marital Status		Presence of children HH (17 or under)		Number of children			Age of children					GE 2019 Vote			EU Referendum Vote			
	Total (A)	Male (B)	Female (C)	16-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	16-34 (I)	35-54 (J)	55-75 (K)	ABC1 (L)	C2DE (M)	Working (N)	Not working (O)	North (P)	Midlands (Q)	South (R)	London (S)	Wales (T)	Scotland (U)	Graduates (V)	Non-Graduates (W)	White ethnic group (X)	Minority ethnic group (Y)	Married/Living as Married (Z)	Single (a)	Widowed/Divorced/separated (b)	ANY (c)	NONE (d)	1 Child (e)	2 Children (f)	3+ Children (g)	0-4 years old (h)	5-10 years old (i)	11-15 years old (j)	16-17 years old (k)	Conservative (l)	Labour (m)	Liberal Dems (n)	Other party (o)	Remain (p)	Leave (q)	
Unweighted base	2036	962	1050	237	377	355	400	667	614	755	667	1265	771	1279	757	510	535	444	275	96	176	1041	995	1779	224	1173	626	237	602	1434	311	238	53	169	270	241	94	565	530	158	204	820	670	
Weighted base	2036	1001	1011	289	379	349	373	645	669	722	645	1162	874	1288	748	476	530	457	295	100	178	662	1374	1781	219	1125	684	228	586	1450	310	222	54	171	252	236	96	584	503	132	200	749	705	
Strongly support (2)	162 8%	110 11% C	52 5%	25 13% GH	51 16% H	32 9%	22 6%	32 5%	76 11% JK	54 7%	32 5%	103 9%	60 7%	114 9%	48 6%	26 5%	38 7%	42 9%	39 8%	8 1%	10 2%	73 6%	90 7%	136 8%	24 1%	102 9%	52 8%	9 4%	77 13%	85 6%	23 11%	24 15%	34 18%	10 14%	24 14%	36 15%	24 11%	10 10%	60 10%	36 7%	14 10%	21 10%	56 8%	52 7%
Tend to support (1)	237 12%	132 13%	104 10%	41 14% GH	59 16% H	44 12% G	29 8%	64 10%	100 15% JK	72 10%	64 10%	159 14%M	77 9%	180 14% O	56 8%	44 9%	58 11%	64 14% PT	47 10% PT	5 1%	20 11%	100 15% W	137 10%	196 11%	38 17%	146 13% b	73 11%	17 8%	99 17%	137 9%	57 19%	89 18%	3 5%	34 20%	52 21%	23 10%	11 12%	95 16%	38 7%	21 16%	24 12%	77 10%	103 15%	
Neither support nor oppose (0)	491 24%	202 20%	285 28%	66 23% B	97 26% GH	76 22% G	88 24%	164 25%	164 24%	164 23%	256 22%	235 17% L	292 23%	199 27%	123 26%	137 26%	104 23%	63 21%	28 28%	36 20%	138 21%	353 26% V	431 24%	52 24%	263 23%	170 25%	58 26%	122 21%	369 25%	63 20%	41 18%	19 34% r*	37 22%	54 22%	51 22%	28 29%	155 27% mo	93 18%	29 22%	31 15%	152 20%	178 25% p		
Tend to oppose (-1)	446 22%	203 20%	236 23%	62 22% B	85 22% GH	79 23% G	93 25%	128 20%	147 22%	171 24%	128 20%	285 25% M	161 18% L	280 22%	166 22%	103 22%	118 22%	100 24%	71 24%	17 17%	37 21%	151 23%	295 21%	382 21%	57 26%	238 21%	154 22%	55 24%	124 21%	323 22%	56 18%	52 23%	16 30% r*	33 19%	57 23%	51 22%	22 23% +	121 21%	121 24%	31 23%	40 20%	180 24% q	135 19%	
Strongly oppose (-2)	561 28%	299 30% C	254 25%	74 26% E	66 17% GH	101 29% E	108 33% E	212 33% E	140 29% E	208 33% E	212 33% E	254 26% L	350 29%	211 28%	152 32% RS	138 26%	116 25%	58 20%	30 30% QKS	67 38% QKS	177 27%	384 28%	518 29% Y	35 16%	315 28%	180 26%	67 29%	128 22%	433 30% c	78 25% g	44 10% g	6 18%	31 16%	42 24% i	57 22% +	21 22% +	126 22% ln	201 40% ln	34 26% m	73 36% i	241 32% l	203 29%		
Don't know	138 7%	54 5%	81 8%	20 7% B	22 6% GH	19 5% GH	33 9%	44 7%	42 6% JK	52 7%	44 7%	52 4%	87 10% L	71 9%	67 6%	28 6%	41 8%	30 7%	18 6%	13 13% PU*	8 5%	24 4%	115 9%	119 7%	15 7%	61 5%	56 10% Z	22 6%	102 7%	22 7%	13 6%	2 3% +	12 7%	11 4%	19 8% i	4 5% +	28 5%	14 3% m	5 4% m	13 6% m	43 6% m	34 6% m		
NET: Strongly / Tend to support	399 20%	243 24% C	155 15%	66 23% GH	110 29% FGH	75 21% GH	51 14%	97 15%	176 26% JK	126 17% JK	97 15%	262 23% M	137 16% O	294 14% O	105 15%	70 15%	96 18%	105 23% P	85 29% PQTU	13 13% +	30 17% W	172 26% W	227 17% W	332 19% Y	61 28% X	248 22% b	125 18% b	26 11%	176 30% d	223 15% e	91 29% f	73 33% g	13 23% +	57 34% j	88 35% k	57 24% l	21 22% +	154 26% m	74 15% m	34 26% m	44 22% m	133 18% m	155 22%	
NET: Strongly / Tend to oppose	1007 49%	502 50% C	490 48%	137 47% GH	150 40% FGH	179 51% E	200 54% E	340 53% E	287 53% I	380 53% I	340 53% I	592 51% M	415 47% O	630 49% O	378 50% O	255 54% S	256 48% S	217 47% S	129 44% S	46 46% +	104 58% QKS	327 49% W	680 49% Y	900 51% Y	91 42% X	552 49% b	333 49% b	122 53% b	251 43% c	756 52% c	134 43% c	96 43% c	22 40% +	64 37% j	99 39% k	108 46% l	43 45% +	247 42% ln	322 64% ln	65 49% m	112 56% l	421 56% q	338 48%	
Mean	-0.53	-0.47	-0.58	-0.44 GH	-0.15 DFGH	-0.53	-0.69	-0.71	-0.28 JK	-0.61	-0.71	-0.48	-0.60	-0.47 O	-0.64	-0.70	-0.53	-0.44 PU	-0.23 PQTU	-0.62 +	-0.77	-0.41 W	-0.59	-0.57	-0.20 X	-0.49 b	-0.54	-0.75	-0.23 d	-0.65	-0.31	-0.15	-0.09 +	-0.09	-0.07 j	-0.34	-0.36 +	-0.29 mo	-0.84	-0.40 m	-0.64	-0.67	-0.50 p	

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Overlap formulae used

Column Proportions (SN): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,a,b,c,d,e,f,g,h,i,j,k,l,m,n,o,p,q Minimum Base: 30 (**) Small Base: 100 (**)

Column Means (SN): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,a,b,c,d,e,f,g,h,i,j,k,l,m,n,o,p,q Minimum Base: 30 (**) Small Base: 100 (**)

Ipsos October 2023 - Private schools' VAT exemption poll

PUBLIC

Fieldwork: 13-18 October 2023

Q2. Based on what you know, do you support or oppose Labour's plan end the VAT exemption offered to private schools?
All Adults aged 16-75 in Great Britain

	Gender			Age					Aggregated Age breaks			Social grade		Employment status		Region							Education		Ethnicity			Marital Status		Presence of children HH (17 or under)		Number of children			Age of children					GE 2019 Vote			EU Referendum Vote	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-75	16-34	35-54	55-75	ABC1	C2DE	Working	Not working	North	Midlands	South	London	Wales	Scotland	Graduates	Non-Graduates	White ethnic group	Minority ethnic group	Married/Living as	Single	Widowed/Divorced/	ANY	NONE	1 Child	2 Children	3+ Children	0-4 years old	5-10 years old	11-15 years old	16-17 years old	Conservative	Labour	Liberal Dems	Other party	Remain	Leave	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	
Unweighted base	2036	962	1050	237	377	355	400	667	614	755	667	1265	771	1279	757	510	535	444	275	96	176	1041	995	1779	224	1173	626	237	602	1434	311	238	53	169	270	241	94	565	530	158	204	820	670	
Weighted base	2036	1001	1011	289	379	349	373	645	669	722	645	1162	874	1288	748	476	530	457	295	100	178	662	1374	1781	219	1125	684	228	586	1450	310	222	54	171	252	236	96	584	503	132	200	749	705	
Strongly support (2)	616 30%	356 36%	252 25%	86 30%	107 28%	110 32%	126 34%	186 29%	194 29%	237 33%	186 29%	373 32%	243 28%	414 32%	202 27%	158 33%	148 28%	137 30%	76 26%	25 25%	72 40%	220 33%	396 29%	559 31%	45 20%	369 33%	187 27%	60 26%	191 33%	425 29%	101 33%	80 36%	10 18%	57 33%	72 29%	78 33%	33 34%	122 21%	257 51%	37 28%	71 25%	294 36%	178 25%	
Tend to support (1)	549 27%	253 25%	285 28%	75 26%	100 26%	109 31%	126 25%	173 27%	175 26%	201 28%	173 27%	329 28%	220 25%	360 28%	189 25%	123 26%	128 28%	147 27%	80 26%	25 25%	49 27%	192 29%	357 26%	483 27%	60 27%	306 26%	178 28%	65 26%	172 29%	378 26%	86 28%	66 30%	30 36%	47 27%	84 34%	70 30%	22 23%	151 26%	138 27%	54 41%	51 36%	220 29%	178 25%	
Neither support nor oppose (0)	367 18%	162 16%	202 20%	56 19%	82 22%	58 17%	70 19%	101 16%	138 21%	128 18%	101 16%	191 16%	176 20%	217 17%	150 20%	89 19%	99 19%	70 15%	61 21%	19 19%	30 17%	106 16%	262 19%	308 17%	54 25%	191 17%	134 20%	41 18%	105 18%	263 18%	62 20%	31 14%	12 22%	29 17%	42 17%	40 17%	22 23%	102 17%	52 10%	18 14%	38 19%	94 13%	135 19%	
Tend to oppose (-1)	192 9%	91 9%	101 10%	32 11%	44 12%	17 5%	28 8%	70 11%	76 11%	46 6%	70 6%	104 9%	88 10%	111 9%	80 11%	42 9%	56 11%	48 10%	35 12%	4 4%	7 4%	62 9%	129 9%	158 9%	30 14%	111 8%	55 11%	26 7%	41 7%	151 10%	21 7%	14 6%	5 10%	13 8%	19 7%	14 6%	7 7%	90 15%	27 5%	10 8%	14 7%	57 8%	91 13%	
Strongly oppose (-2)	180 9%	90 9%	90 9%	16 6%	26 7%	30 9%	31 8%	76 12%	61 9%	61 9%	105 9%	75 9%	114 9%	66 9%	34 7%	46 9%	47 10%	27 9%	15 9%	12 7%	57 9%	124 9%	167 9%	11 5%	100 9%	61 9%	19 9%	48 8%	132 9%	23 7%	21 9%	4 8%	14 8%	21 9%	19 8%	8 9%	95 16%	13 3%	11 8%	17 8%	47 6%	94 13%		
Don't know	132 6%	49 5%	81 8%	23 8%	20 5%	24 7%	25 7%	39 6%	43 6%	49 7%	39 6%	59 5%	73 8%	71 6%	61 8%	31 6%	34 6%	31 7%	16 5%	11 11%	9 5%	25 4%	107 8%	106 6%	19 9%	47 4%	68 10%	17 7%	30 5%	102 7%	17 5%	10 4%	4 7%	11 6%	13 5%	16 7%	4 4%	24 4%	16 3%	2 2%	9 4%	37 5%	30 4%	
NET: Strongly / Tend to support	1165 57%	609 61%	537 53%	161 56%	207 55%	219 EH	218 58%	359 56%	369 55%	437 61%	359 56%	702 60%	463 53%	774 60%	391 52%	281 59%	295 56%	262 57%	156 53%	51 51%	121 68%	412 62%	753 55%	1042 59%	105 48%	675 60%	365 53%	125 55%	362 62%	802 55%	187 60%	146 66%	30 55%	104 61%	157 62%	148 63%	55 57%	274 47%	394 78%	91 69%	122 61%	514 69%	355 50%	
NET: Strongly / Tend to oppose	372 18%	181 18%	191 19%	48 17%	70 19%	48 14%	60 16%	146 23%	119 18%	107 15%	146 23%	209 18%	163 19%	225 17%	147 20%	76 16%	102 19%	94 21%	62 21%	19 19%	18 10%	119 18%	253 18%	325 18%	41 19%	211 19%	116 17%	45 20%	89 15%	283 20%	44 14%	35 16%	9 17%	27 16%	40 16%	32 14%	15 16%	185 32%	41 8%	21 16%	31 15%	104 14%	185 26%	
Mean	0.65	0.73 C	0.55	0.69	0.61	0.77 H	0.73 H	0.53	0.64	0.75 K	0.53	0.69	0.58	0.70 O	0.55	0.74 S	0.60	0.60	0.51	0.48 *	0.96 QST	0.72	0.61	0.66	0.49	0.68	0.61	0.57	0.75 d	0.60	0.75	0.80	0.51 *	0.75	0.70	0.80	0.69 *	0.21	1.23 loo	0.74 l	0.76 l	0.92 q	0.38	

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Overlap formulae used
ColumnProportions (SN): A,B,C,D,E,F/G,H,I,J,K,L,M,N,O,P,Q,R,S/T,U,V,W,X,Y,Z/a,b,c,d/e,f,g,h,i,j,k,l,m/n/o/p/q Minimum Base: 30 (**) Small Base: 100 (**)
ColumnMeans (SN): A,B,C,D,E,F/G,H,I,J,K,L,M,N,O,P,Q,R,S/T,U,V,W,X,Y,Z/a,b,c,d/e,f,g,h,i,j,k,l,m/n/o/p/q Minimum Base: 30 (**) Small Base: 100 (**)

Ipsos October 2023 - Private schools' VAT exemption poll
 PUBLIC
 Fieldwork: 13-18 October 2023

Q3. Below are some arguments in favour of Labour's policy to end the VAT exemption offered to private schools if they win the next General Election. Please indicate how convincing, if at all, you find each argument - Summary
 All Adults aged 16-75 in Great Britain

	Q3. Below are some arguments in favour of Labour's policy to end the VAT exemption offered to private schools if they win the next General Election. Please indicate how convincing, if at all, you find each argument.					
	The money raised by private schools charging VAT on businesses and therefore school fees should not have been exempt from VAT in the first place	More well-off parents are forced to send their children to state schools, so it will help drive up standards in state education	If more well-off parents are forced to send their children to state schools, pressure from these parents will help to raise tax revenue however it can	Government doesn't have enough money because of higher fees that will make Britain fairer and more equal	If fewer students are going to private school, it is not fair to have a break for schools because of higher fees that only benefit those who are better off	
	(A)	(B)	(C)	(D)	(E)	(F)
Unweighted base	2036	2036	2036	2036	2036	2036
Weighted base	2036	2036	2036	2036	2036	2036
Very convincing (4)	868 43% BCDE	751 37% CDE	387 19% CE	454 22% CE	379 19% ABCDE	939 46% ABCDE
Fairly convincing (3)	609 30% ACDF	712 35% ACDF	647 32% F	685 34% AF	645 32% F	559 27% F
Not very convincing (2)	267 13% F	298 15% ABDF	552 27% ABDF	479 24% ABF	519 25% ABF	256 13% ABF
Not convincing at all (1)	122 6% ABF	149 7% ABF	258 13% ABF	251 12% ABF	270 13% ABF	135 7% ABF
Don't know	171 8% B	126 6% B	191 9% BF	167 8% B	222 11% ABCDF	146 7% BCDF
NET: Very / Fairly convincing	1477 73% CDE	1463 72% CDE	1034 51% CE	1139 56% CE	1025 50% CDE	1498 74% CDE
NET: Not Very / Not convincing at all	389 19% AF	447 22% ABDF	810 40% ABDF	730 36% ABDF	789 39% ABDF	391 19% ABDF
Mean	3.19 BCDE	3.08 CDE	2.63 CDE	2.72 CE	2.62 CDE	3.22 BCDE

with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Overleaf form to use

ColumnProportions (3%): A/B/C/D/E/F Minimum Base: 300** Small Base: 100*

ColumnMeans (2%): A/B/C/D/E/F Minimum Base: 300** Small Base: 100*

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PUBLIC
 Fieldwork: 13-18 October 2023

Q3. Below are some arguments in favour of Labour's policy to end the VAT exemption offered to private schools if they win the next General Election. Please indicate how convincing, if at all, you find each argument. - Private schools are businesses and therefore school fees should not have been exempt from VAT in the first place
 All Adults aged 16-75 in Great Britain

	Gender			Age					Aggregated Age breaks			Social grade		Employment status		Region						Education		Ethnicity		Marital Status		Presence of children HH (17 or under)		Number of children			Age of children					GE 2019 Vote				EU Referendum Vote	
	Total (A)	Male (B)	Female (C)	16-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	16-34 (I)	35-54 (J)	55-75 (K)	ABC1 (L)	C2DE (M)	Working (N)	Not working (O)	North (P)	Midlands (Q)	South (R)	London (S)	Wales (T)	Scotland (U)	Graduates (V)	Non-Graduates (W)	White ethnic group (X)	Minority ethnic group (Y)	Married/Living as Married (Z)	Single (a)	Widowed/Divorced/Separated (b)	ANY (c)	NONE (d)	1 Child (e)	2 Children (f)	3+ Children (g)	0-4 years old (h)	5-10 years old (i)	11-15 years old (j)	16-17 years old (k)	Conservative (l)	Labour (m)	Liberal Dems (n)	Other party (o)	Remain (p)	Leave (q)
Unweighted base	2036	962	1050	237	377	355	400	667	614	755	667	1265	771	1279	757	510	535	444	275	96	176	1041	995	1779	224	1173	626	237	602	1434	311	238	53	169	270	241	94	565	530	158	204	820	670
Weighted base	2036	1001	1011	289	379	349	373	645	669	722	645	1162	874	1288	748	476	530	457	295	100	178	662	1374	1781	219	1125	684	228	586	1450	310	222	54	171	252	236	96	584	503	132	200	749	705
Very convincing (4)	868 43%	463 46%	391 39%	121 42%	142 37%	157 45%	178 48%	270 42%	263 39%	335 46%	270 42%	506 44%	362 41%	559 43%	309 41%	197 41%	210 40%	190 42%	125 42%	49 49%	97 PORS	288 44%	580 42%	775 44%	81 37%	484 43%	288 42%	96 42%	250 43%	618 43%	133 43%	97 43%	21 38%	68 40%	92 37%	107 45%	42 44%	202 35%	285 57%	56 42%	94 47%	382 51%	268 38%
Fairly convincing (3)	609 30%	278 28%	321 32%	84 29%	129 34%	111 32%	105 28%	180 28%	213 32%	216 30%	180 28%	357 31%	252 29%	408 32%	200 27%	146 31%	164 31%	137 30%	95 30%	20 20%	48 27%	224 34%	385 28%	529 30%	71 32%	344 31%	199 29%	65 29%	191 33%	417 29%	91 29%	77 35%	23 43%	62 36%	94 37%	70 30%	31 33%	184 31%	146 29%	50 38%	57 42%	219 29%	221 31%
Not very convincing (2)	267 13%	124 12%	143 14%	34 12%	61 16%	46 13%	34 9%	92 14%	96 14%	79 11%	92 14%	155 13%	112 13%	167 13%	100 13%	61 13%	72 14%	71 15%	35 12%	11 11%	18 10%	82 12%	185 13%	224 13%	38 17%	147 13%	93 14%	27 12%	69 12%	198 14%	42 14%	22 10%	4 8%	16 9%	33 13%	29 12%	11 11%	116 20%	34 7%	14 11%	19 9%	75 10%	114 16%
Not convincing at all (1)	122 6%	81 8%	40 4%	19 7%	21 5%	14 4%	19 5%	49 8%	40 6%	32 4%	49 8%	69 6%	53 6%	66 5%	55 7%	29 6%	28 5%	34 7%	15 5%	7 7%	9 5%	35 5%	87 6%	112 6%	6 3%	71 6%	36 5%	15 7%	28 5%	93 6%	15 5%	11 5%	2 4%	9 6%	13 5%	9 4%	5 5%	52 9%	11 2%	7 5%	18 9%	27 4%	63 9%
Don't know	171 8%	54 5%	116 11%	30 10%	27 7%	22 6%	37 10%	54 8%	57 9%	59 8%	8 8%	74 6%	96 11%	87 7%	84 11%	44 9%	55 10%	26 6%	25 9%	14 14%	7 4%	32 5%	139 10%	140 8%	23 11%	79 7%	68 10%	24 11%	48 8%	123 8%	29 10%	15 7%	4 9%	15 8%	20 9%	20 9%	7 7%	31 5%	27 5%	5 4%	13 6%	45 6%	40 6%
NET: Very / Fairly convincing	1477 73%	741 74%	713 70%	205 71%	270 71%	268 77%	283 76%	450 70%	476 71%	551 76%	450 70%	863 74%	613 70%	967 75%	510 68%	343 72%	374 71%	327 72%	220 75%	69 69%	145 81%	513 77%	964 70%	1304 73%	152 69%	828 74%	487 71%	161 71%	441 75%	1036 71%	224 72%	174 78%	44 81%	130 76%	186 74%	177 75%	73 76%	385 66%	431 86%	106 80%	151 75%	602 80%	488 69%
NET: Not Very / Not convincing at all	389 19%	206 21%	183 18%	54 19%	82 22%	59 17%	52 14%	141 22%	136 20%	112 15%	141 22%	224 19%	165 19%	234 18%	155 21%	90 19%	101 19%	105 23%	50 17%	17 17%	26 15%	117 18%	272 20%	337 19%	44 20%	218 19%	129 19%	42 18%	97 17%	292 20%	57 18%	34 15%	6 12%	25 15%	46 18%	38 16%	16 17%	168 29%	45 9%	21 16%	37 18%	102 14%	177 25%
Mean	3.19	3.19	3.19	3.19	3.11	3.26	3.32 EH	3.13	3.14	3.29 IK	3.13	3.20	3.19	3.22	3.15	3.18	3.17	3.12	3.22	3.29 *	3.36 OH	3.22	3.18	3.20	3.15	3.19	3.20	3.19	3.23	3.18	3.22	3.25	3.24 *	3.22	3.14	3.28	3.23 *	2.97	3.48 IO	3.22 I	3.21 I	3.36 Q	3.04

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Overlapping format used
 Column Proportions (SN): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,aa,bb,cc,dd,ee,ff,gg,hh,ii,jj,kk,ll,mm,nn,oo,pp,qq
 Minimum Base: 30 (**) Small Base: 100 (**)
 Column Means (SN): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,aa,bb,cc,dd,ee,ff,gg,hh,ii,jj,kk,ll,mm,nn,oo,pp,qq
 Minimum Base: 30 (***) Small Base: 100 (**)

Ipsos October 2023 - Private schools' VAT exemption poll

PUBLIC

Fieldwork: 13-18 October 2023

Q3. Below are some arguments in favour of Labour's policy to end the VAT exemption offered to private schools if they win the next General Election. Please indicate how convincing, if at all, you find each argument. - If more well-off parents are forced to send their children to state schools, pressure from these parents will help drive up standards in state education
All Adults aged 16-75 in Great Britain

	Gender			Age					Aggregated Age breaks			Social grade		Employment status		Region							Education		Ethnicity			Marital Status		Presence of children HH (17 or under)		Number of children			Age of children					GE 2019 Vote			EU Referendum Vote	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-75	16-34	35-54	55-75	ABC1	C2DE	Working	Not working	North	Midlands	South	London	Wales	Scotland	Graduates	Non-Graduates	White ethnic group	Minority ethnic group	Married/Living as	Single	Widowed/Divorced/Separated	ANY	NONE	1 Child	2 Children	3+ Children	0-4 years old	5-10 years old	11-15 years old	16-17 years old	Conservative	Labour	Liberal Dems	Other party	Remain	Leave	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	
Unweighted base	2036	962	1050	237	377	355	400	667	614	755	667	1265	771	1279	757	510	535	444	275	96	176	1041	995	1779	224	1173	626	237	602	1434	311	238	53	169	270	241	94	565	530	158	204	820	670	
Weighted base	2036	1001	1011	289	379	349	373	645	669	722	645	1162	874	1288	748	476	530	457	295	100	178	662	1374	1781	219	1125	684	228	586	1450	310	222	54	171	252	236	96	584	503	132	200	749	705	
Very convincing (4)	387	203	176	77	99	65	63	83	176	128	83	235	152	247	141	98	99	87	53	17	33	139	248	326	55	210	146	32	133	255	59	62	11	46	51	53	19	81	132	24	34	148	99	
	19%	20%	17%	27%	26%	19%	17%	13%	26%	18%	13%	20%	17%	19%	19%	21%	19%	19%	18%	17%	18%	21%	18%	18%	25%	19%	21%	14%	23%	18%	19%	28%	27%	20%	27%	20%	14%	26%	18%	17%	20%	14%		
Fairly convincing (3)	647	329	309	105	127	122	112	181	231	235	181	389	258	427	220	131	169	144	106	28	69	236	411	570	72	354	226	68	204	443	114	71	19	55	94	80	28	158	189	43	62	261	204	
	32%	33%	31%	36%	33%	35%	30%	28%	35%	33%	28%	33%	30%	33%	29%	27%	32%	31%	30%	28%	39%	30%	32%	32%	32%	33%	30%	35%	31%	37%	32%	35%	32%	37%	34%	30%	27%	38%	32%	31%	35%	29%		
Not very convincing (2)	552	258	291	65	88	90	103	206	153	193	206	302	251	356	197	141	152	124	64	30	41	162	390	483	56	311	166	75	147	406	78	54	15	41	63	61	29	191	110	40	64	204	220	
	27%	26%	29%	22%	23%	26%	28%	32%	23%	27%	32%	26%	29%	28%	26%	30%	29%	27%	22%	30%	23%	25%	28%	27%	25%	28%	24%	25%	28%	25%	24%	27%	24%	25%	24%	25%	24%	22%	22%	30%	27%	31%		
Not convincing at all (1)	258	138	118	24	44	39	42	109	68	81	109	152	106	156	102	57	63	61	45	10	23	81	177	239	15	144	83	32	50	208	27	20	3	17	21	19	9	119	36	16	20	72	133	
	13%	14%	12%	8%	12%	11%	11%	17%	10%	11%	17%	13%	12%	12%	14%	12%	12%	13%	15%	10%	13%	12%	13%	13%	7%	13%	12%	14%	9%	14%	9%	9%	5%	10%	8%	8%	31%	20%	7%	12%	10%	10%		
Don't know	191	72	117	19	21	33	53	66	40	85	66	84	107	103	88	50	47	40	27	15	12	43	148	162	21	106	64	21	52	139	31	14	7	11	23	23	10	35	36	10	19	64	48	
	9%	7%	8%	6%	6%	9%	14%	10%	6%	12%	10%	7%	12%	8%	12%	10%	9%	9%	9%	15%	7%	7%	11%	9%	10%	9%	9%	9%	10%	10%	10%	7%	13%	6%	9%	10%	6%	7%	7%	10%	9%	7%		
NET: Very / Fairly convincing	1084	533	485	182	226	187	176	264	408	363	264	624	411	674	361	229	268	231	159	46	102	375	659	896	127	564	371	99	337	697	174	133	30	101	145	133	47	240	321	67	97	409	303	
	51%	53%	48%	63%	59%	54%	47%	41%	61%	50%	41%	54%	47%	52%	48%	48%	51%	51%	54%	46%	57%	57%	48%	50%	58%	50%	54%	44%	58%	48%	56%	60%	55%	59%	58%	56%	50%	41%	64%	50%	48%	55%	43%	
NET: Not Very / Not convincing at all	810	396	409	89	133	129	145	315	221	274	315	454	357	511	299	198	215	185	109	39	64	243	567	723	71	455	248	107	197	614	105	74	17	59	84	80	38	310	146	56	84	276	354	
	40%	40%	40%	31%	35%	37%	39%	49%	33%	38%	49%	39%	41%	40%	40%	42%	41%	41%	37%	39%	36%	37%	41%	41%	32%	40%	36%	34%	42%	34%	33%	32%	34%	33%	34%	40%	53%	29%	42%	42%	37%	50%		
Mean	2.63	2.64	2.61	2.87	2.78	2.68	2.61	2.41	2.82	2.64	2.41	2.66	2.60	2.63	2.63	2.63	2.62	2.62	2.62	2.67	2.70	2.59	2.61	2.85	2.62	2.70	2.48	2.79	2.57	2.74	2.84	2.81	2.81	2.77	2.78	2.67	2.37	2.89	2.61	2.61	2.71	2.41		

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Overlapping formulae used

ColumnProportions (SN): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,aa,ab,ac,ad,ae,af,ag,ah,ai,aj,ak,al,am,an,ao,ap,aq,ar,as,at,au,av,aw,ax,ay,az

ColumnMeans (SN): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,aa,ab,ac,ad,ae,af,ag,ah,ai,aj,ak,al,am,an,ao,ap,aq,ar,as,at,au,av,aw,ax,ay,az

Ipsos October 2023 - Private schools' VAT exemption poll

PUBLIC

Fieldwork: 13-18 October 2023

Q3. Below are some arguments in favour of Labour's policy to end the VAT exemption offered to private schools if they win the next General Election. Please indicate how convincing, if at all, you find each argument. - if fewer students are going to private school because of higher fees this will make Britain fairer and more equal

All Adults aged 16-75 in Great Britain

Table with columns for Demographics (Gender, Age, Aggregated Age breaks, Social grade, Employment status, Region, Education, Ethnicity, Marital Status, Presence of children), and EU Referendum Vote (Remain, Leave).

Summary table with two rows: 'NET: Very / Fairly convincing' and 'NET: Not Very / Not convincing at all', showing aggregated values and percentages for each demographic category.

Over/10 formulae used
Column Proportions (SN): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,aa,ab,ac,ad,ae,af,ag,ah,ai,aj,ak,al,am,an,ao,ap,aq,ar,as,at,au,av,aw,ax,ay,az
Minimum Base: 30 (**) Small Base: 100 (**)

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Ipsos October 2023 - Private schools' VAT exemption poll
PUBLIC
 Fieldwork: 13-18 October 2023

Q3. Below are some arguments in favour of Labour's policy to end the VAT exemption offered to private schools if they win the next General Election. Please indicate how convincing, if at all, you find each argument. - It is not fair to have tax breaks for schools that only benefit children of those who are better off
 All Adults aged 16-75 in Great Britain

	Gender			Age					Aggregated Age breaks			Social grade		Employment status		Region					Education		Ethnicity		Marital Status		Presence of children HH (17 or under)		Number of children			Age of children					GE 2019 Vote				EU Referendum Vote		
	Total (A)	Male (B)	Female (C)	16-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	16-34 (I)	35-54 (J)	55-75 (K)	ABC1 (L)	C2DE (M)	Working (N)	Not working (O)	North (P)	Midlands (Q)	South (R)	London (S)	Wales (T)	Scotland (U)	Graduates (V)	Non-Graduates (W)	White ethnic group (X)	Minority ethnic group (Y)	Married/Living as Married (Z)	Single (a)	Widowed/Divorced/Separated (b)	ANY (c)	NONE (d)	1 Child (e)	2 Children (f)	3+ Children (g)	0-4 years old (h)	5-10 years old (i)	11-15 years old (j)	16-17 years old (k)	Conservative (l)	Labour (m)	Liberal Dems (n)	Other party (o)	Remain (p)	Leave (q)
Unweighted base	2036	962	1050	237	377	355	400	667	614	755	667	1265	771	1279	757	510	535	444	275	96	176	1041	995	1779	224	1173	626	237	602	1434	311	238	53	169	270	241	94	565	530	158	204	820	670
Weighted base	2036	1001	1011	289	379	349	373	645	669	722	645	1162	874	1288	748	476	530	457	295	100	178	662	1374	1781	219	1125	684	228	586	1450	310	222	54	171	252	236	96	584	503	132	200	749	705
Very convincing (4)	939	471	453	117	167	173	197	286	285	369	286	556	384	610	329	240	222	213	126	46	93	212	628	841	83	526	296	117	268	671	134	107	37	75	114	118	46	209	316	68	109	406	303
Fairly convincing (3)	559	267	284	90	112	100	86	171	202	186	171	316	243	349	210	117	149	120	95	25	53	189	370	473	75	307	199	53	172	387	89	66	17	54	82	56	26	170	122	33	55	193	196
Not very convincing (2)	256	130	126	39	50	36	38	93	89	74	93	157	99	166	90	53	74	70	38	6	16	87	169	219	35	148	75	33	69	187	40	25	4	22	30	27	7	107	34	18	23	86	97
Not convincing at all (1)	135	74	61	16	27	18	15	59	43	34	59	77	58	79	56	28	41	30	22	7	7	40	95	122	10	84	41	11	36	100	17	16	3	10	17	16	5	68	14	8	8	28	74
Don't know	146	58	86	27	23	22	37	37	50	59	37	56	90	83	63	39	44	24	14	15	10	34	113	127	16	61	73	13	42	104	30	7	4	9	9	19	11	30	17	5	6	36	36
NET: Very / Fairly convincing	1498	739	738	207	279	273	282	457	486	555	457	871	627	960	539	356	371	333	221	71	146	501	997	1314	158	833	495	171	440	1059	223	173	43	129	197	174	73	379	438	101	163	599	499
NET: Not Very / Not convincing at all	391	204	187	55	77	54	53	152	132	107	152	234	157	245	146	81	115	100	60	13	23	127	264	341	45	231	116	44	105	287	56	41	7	32	46	43	12	175	48	26	31	114	171
Mean	3.22	3.20	3.22	3.18	3.18	3.31	3.38	3.12	3.18	3.34	3.12	3.22	3.21	3.24	3.18	3.30	3.14	3.19	3.16	3.30	3.37	3.23	3.21	3.23	3.14	3.20	3.23	3.29	3.23	3.21	3.22	3.23	3.33	3.20	3.21	3.28	3.33	2.94	3.52	3.27	3.36	3.37	3.09

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Overlapping formulae used
 Column Proportions (SN): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,aa,ab,ac,ad,ae,af,ag,ah,ai,aj,ak,al,am,an,ao,ap,aq
 Minimum Base: 30 (**) Small Base: 100 (**)
 Column Means (SN): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,aa,ab,ac,ad,ae,af,ag,ah,ai,aj,ak,al,am,an,ao,ap,aq
 Minimum Base: 30 (***) Small Base: 100 (**)

Ipsos October 2023 - Private schools' VAT exemption poll
 PUBLIC
 Fieldwork: 13-18 October 2023

Q4. Below are some arguments against Labour's policy to end the VAT exemption offered to private schools if they win the next General Election. Please indicate how convincing, if at all, you find each argument. - Summary
 All Adults aged 16-75 in Great Britain

	(A)	(B)	(C)	(D)	(E)	(F)
Labour's proposal is unfair as it will mean that only the very richest in society will be able to keep sending their children to private school	2036	2036	2036	2036	2036	2036
Parents that save their children to private school will be forced to work hard and sacrifice to do so and it is wrong on the private school higher fees	2036	2036	2036	2036	2036	2036
Parents that save their children to private school will be forced to work hard and sacrifice to do so and it is wrong on the private school higher fees	2036	2036	2036	2036	2036	2036
If fees increase lower pupil will go to private schools to improve their facilities and the quality of education	2036	2036	2036	2036	2036	2036
This will mean there is less money spent on private schools to improve their facilities and the quality of education	2036	2036	2036	2036	2036	2036
This policy is only being introduced out of jealousy to punish parents that send their children to private school	2036	2036	2036	2036	2036	2036
Unweighted base	2036	2036	2036	2036	2036	2036
Weighted base	2036	2036	2036	2036	2036	2036
Very convincing (4)	352 17% BOF	266 13% BOF	340 17% BOF	193 10% BOF	465 23% ABCF	188 9% BOF
Fairly convincing (3)	553 27% BF	482 24% F	613 32% ABDF	523 26% F	696 34% ABDF	318 16% ABDF
Not very convincing (2)	546 27% E	622 31% ADF	586 29% E	640 31% ADF	418 21% E	540 27% E
Not convincing at all (1)	404 20% CE	496 24% ACE	276 14% E	460 23% ACE	220 11% E	809 40% ABCE
Don't know	180 9%	167 8%	181 9%	222 11%	237 12%	181 9%

NET: Very / Fairly convincing	906 45%	751 37%	993 50%	754 38%	1161 57%	506 25%
NET: Not Very / Not convincing at all	950 47%	1118 55%	862 42%	1100 54%	637 31%	1349 66%

Mean	2.46 BOF	2.28 F	2.57 ABDF	2.25 F	2.78 ABCF	1.94 ABCF
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with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Overlay Formulas used
 Column Proportions (2%): A/B/C/D/E/F Minimum Base: 10 (**) Small Base: 200 (**)
 Column Means (2%): A/B/C/D/E/F Minimum Base: 10 (***) Small Base: 200 (**)

Ipsos October 2023 - Private schools' VAT exemption poll

PUBLIC

Fieldwork: 13-18 October 2023

Q4. Below are some arguments against Labour's policy to end the VAT exemption offered to private schools if they win the next General Election. Please indicate how convincing, if at all, you find each argument. - Labour's proposal is unfair as it will mean only the very richest in society will be able to keep sending their children to private school
All Adults aged 16-75 in Great Britain

	Gender			Age					Aggregated Age breaks			Social grade		Employment status		Region						Education		Ethnicity		Marital Status		Presence of children HH (17 or under)		Number of children			Age of children					GE 2019 Vote			EU Referendum Vote		
	Total (A)	Male (B)	Female (C)	16-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	16-34 (I)	35-54 (J)	55-75 (K)	ABC1 (L)	C2DE (M)	Working (N)	Not working (O)	North (P)	Midlands (Q)	South (R)	London (S)	Wales (T)	Scotland (U)	Graduates (V)	Non-Graduates (W)	White ethnic group (X)	Minority ethnic group (Y)	Married/Living as Married (Z)	Single (a)	Widowed/Divorced/ Separated (b)	ANY (c)	NONE (d)	1 Child (e)	2 Children (f)	3+ Children (g)	0-4 years old (h)	5-10 years old (i)	11-15 years old (j)	16-17 years old (k)	Conservative (l)	Labour (m)	Liberal Dems (n)	Other party (o)	Remain (p)	Leave (q)
Unweighted base	2036	962	1050	237	377	355	400	667	614	755	667	1265	771	1279	757	510	535	444	275	96	176	1041	995	1779	224	1173	626	237	602	1434	311	238	53	169	270	241	94	565	530	158	204	820	670
Weighted base	2036	1001	1011	289	379	349	373	645	669	722	645	1162	874	1288	748	476	530	457	295	100	178	662	1374	1781	219	1125	684	228	586	1450	310	222	54	171	252	236	96	584	503	132	200	749	705
Very convincing (4)	352	182	168	52	85	60	49	105	137	109	105	191	161	231	120	70	85	89	62	21	26	116	235	302	46	196	124	31	129	222	58	52	19	36	60	58	21	132	67	22	34	104	150
	17%	18%	17%	18%	22% GH	17%	13%	16%	21%	15%	16%	16%	18%	18%	16%	15%	16%	19%	21%	21%	14%	18%	17%	17%	18%	18%	14%	22%	15%	19%	23%	36%	21%	24%	25%	22%	23%	13%	17%	17%	14%	21%	15%
Fairly convincing (3)	555	253	298	89	105	100	90	171	194	189	171	346	209	339	216	125	159	110	97	24	40	185	369	470	70	310	183	62	165	389	93	55	17	51	77	60	29	195	97	38	47	177	202
	27%	25%	29%	31%	28%	29%	24%	27%	29%	26%	27%	30%	24%	30%	29%	26%	30%	24%	32%	24%	22%	28%	27%	26%	32%	28%	27%	28%	27%	27%	30%	35%	30%	30%	30%	33%	19%	28%	23%	23%	24%	29%	29%
Not very convincing (2)	546	284	252	100	106	86	99	155	205	186	155	327	219	347	199	128	147	138	69	18	46	186	360	485	57	281	205	60	149	397	80	59	10	44	59	59	21	137	153	38	52	222	163
	27%	28%	25%	34%	28%	25%	27%	24%	31%	26%	24%	28%	25%	27%	27%	27%	28%	30%	23%	18%	26%	28%	26%	27%	26%	25%	30%	26%	25%	27%	26%	27%	18%	26%	23%	25%	22%	23%	30%	29%	26%	30%	23%
Not convincing at all (1)	404	225	173	27	54	78	90	156	80	167	156	223	181	267	136	117	87	85	50	17	48	135	268	367	28	250	104	49	95	309	52	37	6	28	38	17	88	163	25	50	197	143	
	20%	22%	17%	9%	14%	22%	24%	24%	12%	23%	24%	19%	21%	21%	18%	24%	16%	19%	17%	17%	27%	20%	20%	21%	13%	22%	15%	16%	21%	17%	17%	10%	16%	15%	15%	18%	15%	15%	32%	19%	25%	26%	20%
Don't know	180	57	121	22	30	26	45	58	52	70	58	75	105	103	77	37	51	36	17	20	18	39	141	156	18	87	68	25	48	132	27	18	3	11	18	23	8	33	23	10	18	49	48
	9%	6%	8%	8%	7%	12%	9%	8%	10%	9%	6%	12%	8%	10%	8%	10%	8%	6%	6%	20%	10%	6%	10%	9%	8%	8%	10%	11%	8%	9%	9%	8%	7%	7%	10%	8%	6%	5%	7%	9%	6%	7%	
NET: Very / Fairly convincing	906	435	465	141	190	160	139	277	331	299	277	537	370	570	337	195	244	198	159	45	65	302	605	773	116	507	306	93	295	612	151	107	36	88	137	119	50	326	164	60	80	281	352
	45%	43%	46%	49%	50%	46%	37%	43%	50%	41%	43%	46%	42%	44%	45%	41%	46%	43%	54%	45%	37%	46%	44%	43%	53%	45%	45%	41%	50%	42%	49%	48%	66%	51%	55%	50%	52%	56%	33%	45%	40%	38%	50%
NET: Not Very / Not convincing at all	950	509	425	126	159	164	189	311	286	353	311	550	400	615	335	244	234	222	119	35	95	321	629	852	85	531	310	109	244	706	132	97	15	72	97	94	38	225	316	63	102	419	306
	47%	51%	42%	44%	42%	47%	51%	48%	43%	49%	48%	47%	46%	48%	45%	51%	44%	49%	40%	35%	53%	49%	46%	48%	39%	47%	45%	48%	42%	49%	43%	44%	28%	42%	38%	40%	38%	63%	47%	51%	56%	43%	
Mean	2.46	2.42	2.52	2.62	2.63	2.44	2.30	2.38	2.63	2.37	2.38	2.46	2.45	2.48	2.34	2.50	2.48	2.61	2.61	2.27	2.45	2.46	2.44	2.66	2.44	2.53	2.37	2.61	2.40	2.56	2.60	2.97	2.61	2.68	2.67	2.61	2.67	2.14	2.47	2.35	2.27	2.55	

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Overlapping formulae used

Column Proportions (SN): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R/S,T,U,V,W,X,Y,Z,aa,ab,ac,ad,ae,af,ag,ah,ai,aj,ak,al,am,an,ao,ap,aq,ar,as,at Minimum Base: 30 (**) Small Base: 100 (**)

Column Means (SN): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R/S,T,U,V,W,X,Y,Z,aa,ab,ac,ad,ae,af,ag,ah,ai,aj,ak,al,am,an,ao,ap,ar,as,at Minimum Base: 30 (***) Small Base: 100 (**)

Ipsos October 2023 - Private schools' VAT exemption poll

PUBLIC

Fieldwork: 13-18 October 2023

Q4. Below are some arguments against Labour's policy to end the VAT exemption offered to private schools if they win the next General Election. Please indicate how convincing, if at all, you find each argument. - Parents that send their children to private school work hard and sacrifice to do so and it is wrong to punish them with higher fees
All Adults aged 16-75 in Great Britain

	Gender			Age					Aggregated Age breaks			Social grade		Employment status		Region					Education		Ethnicity			Marital Status		Presence of children HH (17 or under)		Number of children			Age of children					GE 2019 Vote			EU Referendum Vote		
	Total (A)	Male (B)	Female (C)	16-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	16-34 (I)	35-54 (J)	55-75 (K)	ABC1 (L)	C2DE (M)	Working (N)	Not working (O)	North (P)	Midlands (Q)	South (R)	London (S)	Wales (T)	Scotland (U)	Graduates (V)	Non-Graduates (W)	White ethnic group (X)	Minority ethnic group (Y)	Married/Living as Married (Z)	Single (a)	Widowed/Divorced/Separated (b)	ANY (c)	NONE (d)	1 Child (e)	2 Children (f)	3+ Children (g)	0-4 years old (h)	5-10 years old (i)	11-15 years old (j)	16-17 years old (k)	Conservative (l)	Labour (m)	Liberal Dems (n)	Other party (o)	Remain (p)	Leave (q)
Unweighted base	2036	962	1050	237	377	355	400	667	614	755	667	1265	771	1279	757	510	535	444	275	96	176	1041	995	1779	224	1173	626	237	602	1434	311	238	53	169	270	241	94	565	530	158	204	820	670
Weighted base	2036	1001	1011	289	379	349	373	645	669	722	645	1162	874	1288	748	476	530	457	295	100	178	662	1374	1781	219	1125	684	228	586	1450	310	222	54	171	252	236	96	584	503	132	200	749	705
Very convincing (4)	266	141	125	46	65	43	31	81	111	75	81	166	100	162	104	51	65	76	45	11	18	95	170	215	45	158	84	24	102	163	50	39	13	39	41	41	15	112	43	14	26	80	113
Fairly convincing (3)	485	237	242	82	105	89	79	130	187	168	130	274	212	328	158	115	133	99	85	22	32	170	315	417	65	261	167	57	154	331	88	50	15	50	71	58	21	174	93	27	40	149	179
Not very convincing (2)	622	309	306	77	98	111	123	214	176	233	214	359	263	396	227	139	165	146	91	26	56	201	421	559	57	334	210	79	154	469	81	61	12	31	62	70	24	171	156	50	64	248	216
Not convincing at all (1)	496	253	233	66	80	83	106	162	145	188	162	288	208	314	181	128	122	104	59	28	55	157	338	441	41	291	160	45	128	367	59	59	10	38	61	45	28	94	187	35	59	230	149
Don't know	167	60	105	18	32	23	34	59	51	58	59	76	91	88	79	43	45	33	16	13	17	37	130	150	11	81	62	47	119	32	12	3	13	17	21	7	33	24	7	12	42	47	
NET: Very / Fairly convincing	751	378	367	128	169	132	110	211	297	243	211	439	312	490	261	166	197	174	129	33	50	266	485	632	110	419	252	81	257	494	139	89	29	89	112	99	36	287	136	41	65	229	293
NET: Not Very / Not convincing at all	1118	563	539	143	178	194	228	375	321	422	375	647	471	710	408	267	287	249	150	54	111	359	759	1000	99	624	370	124	282	836	139	120	22	69	124	116	53	264	343	85	123	478	366
Mean	2.28	2.28	2.29	2.40	2.44	2.28	2.11	2.22	2.42	2.19	2.22	2.29	2.26	2.28	2.27	2.21	2.29	2.35	2.41	2.19	2.08	2.33	2.26	2.25	2.54	2.27	2.28	2.29	2.43	2.22	2.47	2.33	2.62	2.57	2.39	2.44	2.25	2.55	1.98	2.15	2.17	2.11	2.39

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Overlapping formulae used
Column Proportions (SN): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,aa,bb,cc,dd,ee,ff,gg,hh,ii,jj,kk,ll,mm,nn,oo,pp,qq
Minimum Base: 30 (**) Small Base: 100 (**)
Column Means (SN): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,aa,bb,cc,dd,ee,ff,gg,hh,ii,jj,kk,ll,mm,nn,oo,pp,qq
Minimum Base: 30 (**) Small Base: 100 (**)

Ipsos October 2023 - Private schools' VAT exemption poll

PUBLIC

Fieldwork: 13-18 October 2023

Q4. Below are some arguments against Labour's policy to end the VAT exemption offered to private schools if they win the next General Election. Please indicate how convincing, if at all, you find each argument. - If fees increase fewer pupils will go to private school meaning more pressure on the state sector
 All Adults aged 16-75 in Great Britain

	Gender			Age					Aggregated Age breaks			Social grade		Employment status		Region						Education		Ethnicity		Marital Status		Presence of children HH (17 or under)		Number of children			Age of children					GE 2019 Vote				EU Referendum Vote	
	Total (A)	Male (B)	Female (C)	16-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	16-34 (I)	35-54 (J)	55-75 (K)	ABC1 (L)	C2DE (M)	Working (N)	Not working (O)	North (P)	Midlands (Q)	South (R)	London (S)	Wales (T)	Scotland (U)	Graduates (V)	Non-Graduates (W)	White ethnic group (X)	Minority ethnic group (Y)	Married/Living as Married (Z)	Single (a)	Widowed/Divorced/Separated (b)	ANY (c)	NONE (d)	1 Child (e)	2 Children (f)	3+ Children (g)	0-4 years old (h)	5-10 years old (i)	11-15 years old (j)	16-17 years old (k)	Conservative (l)	Labour (m)	Liberal Dems (n)	Other party (o)	Remain (p)	Leave (q)
Unweighted base	2036	962	1050	237	377	355	400	667	614	755	667	1265	771	1279	757	510	535	444	275	96	176	1041	995	1779	224	1173	626	237	602	1434	311	238	53	169	270	241	94	565	530	158	204	820	670
Weighted base	2036	1001	1011	289	379	349	373	645	669	722	645	1162	874	1288	748	476	530	457	295	100	178	662	1374	1781	219	1125	684	228	586	1450	310	222	54	171	252	236	96	584	503	132	200	749	705
Very convincing (4)	340	163	175	59	71	65	45	100	130	111	100	192	148	211	129	73	84	89	57	15	22	109	231	294	40	184	118	38	123	217	57	49	17	32	62	55	22	150	44	20	27	97	152
Fairly convincing (3)	653	306	338	104	145	102	106	195	250	208	195	402	251	423	229	161	170	155	105	22	40	221	432	562	82	360	221	72	193	460	100	72	20	72	84	70	28	191	148	47	58	233	215
Not very convincing (2)	586	305	278	74	99	102	117	195	173	219	195	342	244	364	222	136	160	125	69	34	62	192	395	524	52	319	192	76	151	435	88	54	9	36	62	62	25	151	165	42	69	234	199
Not convincing at all (1)	276	161	107	26	40	45	62	102	66	108	102	149	126	185	91	73	62	47	45	15	35	98	177	243	28	175	77	23	67	208	36	27	5	19	26	23	14	59	115	17	31	134	89
Don't know	181	66	112	27	24	35	43	53	51	77	53	76	105	104	77	34	54	41	19	14	19	42	139	158	18	87	76	19	52	129	28	21	3	12	17	26	7	33	31	6	15	50	50
NET: Very / Fairly convincing	993	469	513	163	216	167	151	295	379	319	295	595	398	634	359	233	254	244	162	37	62	330	663	856	122	544	339	110	316	677	157	121	38	104	147	125	50	341	191	67	85	330	367
NET: Not Very / Not convincing at all	862	466	386	100	139	147	179	297	239	326	297	491	371	549	313	209	222	172	114	49	97	290	572	767	80	494	269	99	218	644	124	81	13	56	88	84	38	210	280	59	100	368	288
Mean	2.57	2.50	2.65	2.75	2.70	2.60	2.41	2.49	2.72	2.50	2.49	2.59	2.55	2.56	2.59	2.53	2.58	2.69	2.63	2.44	2.31	2.55	2.58	2.56	2.66	2.53	2.62	2.60	2.70	2.52	2.63	2.71	2.99	2.73	2.78	2.75	2.66	2.78	2.25	2.55	2.44	2.42	2.66

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Over/No formulae used
 Column Proportions (SN): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,aa,bb,cc,dd,ee,ff,gg,hh,ii,jj,kk,mm,nn,oo,pp,qq
 Minimum Base: 30 (**) Small Base: 100 (**)
 Column Means (SN): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,aa,bb,cc,dd,ee,ff,gg,hh,ii,jj,kk,mm,nn,oo,pp,qq
 Minimum Base: 30 (***) Small Base: 100 (**)

Ipsos October 2023 - Private schools' VAT exemption poll

PUBLIC

Fieldwork: 13-18 October 2023

Q4. Below are some arguments against Labour's policy to end the VAT exemption offered to private schools if they win the next General Election. Please indicate how convincing, if at all, you find each argument. - This will mean there is less money for private schools to spend improving their facilities and the quality of children's education
All Adults aged 16-75 in Great Britain

	Gender			Age					Aggregated Age breaks			Social grade		Employment status		Region					Education		Ethnicity		Marital Status		Presence of children HH (17 or under)		Number of children			Age of children					GE 2019 Vote			EU Referendum Vote			
	Total (A)	Male (B)	Female (C)	16-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	16-34 (I)	35-54 (J)	55-75 (K)	ABC1 (L)	C2DE (M)	Working (N)	Not working (O)	North (P)	Midlands (Q)	South (R)	London (S)	Wales (T)	Scotland (U)	Graduates (V)	Non-Graduates (W)	White ethnic group (X)	Minority ethnic group (Y)	Married/Living as (Z)	Single (a)	Widowed/Divorced/Separated (b)	ANY (c)	NONE (d)	1 Child (e)	2 Children (f)	3+ Children (g)	0-4 years old (h)	5-10 years old (i)	11-15 years old (j)	16-17 years old (k)	Conservative (l)	Labour (m)	Liberal Dems (n)	Other party (o)	Remain (p)	Leave (q)
Unweighted base	2036	962	1050	237	377	355	400	667	614	755	667	1265	771	1279	757	510	535	444	275	96	176	1041	995	1779	224	1173	626	237	602	1434	311	238	53	169	270	241	94	565	530	158	204	820	670
Weighted base	2036	1001	1011	289	379	349	373	645	669	722	645	1162	874	1288	748	476	530	457	295	100	178	662	1374	1781	219	1125	684	228	586	1450	310	222	54	171	252	236	96	584	503	132	200	749	705
Very convincing (4)	193 10%	115 11%	77 8%	33 11%	53 14%	28 8%	21 6%	59 9%	85 13%	49 7%	59 9%	112 10%	81 9%	126 10%	67 9%	38 8%	53 10%	46 10%	28 10%	13 13%	16 9%	59 10%	135 10%	168 9%	21 10%	104 9%	70 10%	19 9%	85 15%	108 7%	43 14%	35 16%	8 14%	27 16%	36 14%	37 16%	11 12%	79 13%	26 5%	14 11%	28 14%	49 7%	90 13%
Fairly convincing (3)	521 26%	258 26%	259 26%	84 29%	122 32%	95 27%	71 19%	148 23%	206 31%	167 23%	148 23%	329 28%	192 22%	339 26%	182 24%	118 25%	124 23%	119 26%	104 26%	19 19%	36 20%	183 28%	338 25%	435 24%	80 36%	305 27%	169 35%	47 20%	166 28%	355 24%	89 29%	54 24%	24 32%	55 33%	83 27%	63 27%	19 20%	173 30%	118 23%	34 26%	43 21%	177 24%	181 26%
Not very convincing (2)	640 31%	310 31%	325 32%	84 29%	105 28%	106 30%	121 32%	224 35%	189 28%	227 31%	224 35%	358 31%	282 32%	407 32%	233 31%	157 33%	173 33%	151 33%	78 26%	22 22%	60 33%	208 31%	433 31%	567 32%	63 28%	351 31%	208 30%	81 36%	157 27%	483 33%	81 26%	63 29%	13 23%	43 25%	64 25%	65 28%	28 29%	194 33%	160 32%	44 34%	59 29%	241 32%	240 34%
Not convincing at all (1)	460 23%	244 24%	205 20%	64 22%	69 18%	81 23%	104 28%	142 22%	133 20%	185 26%	142 22%	258 22%	201 23%	292 22%	167 22%	113 24%	113 21%	99 22%	62 21%	25 25%	47 26%	162 24%	298 22%	416 23%	32 15%	247 24%	162 24%	51 22%	112 19%	347 24%	60 19%	47 21%	5 10%	33 19%	44 17%	39 17%	24 25%	88 15%	168 33%	27 20%	55 27%	214 29%	128 18%
Don't know	222 11%	73 7%	145 14%	25 8%	31 8%	39 11%	55 15%	72 11%	56 8%	94 13%	72 11%	104 9%	118 13%	122 10%	99 13%	50 10%	67 13%	42 9%	23 8%	20 11%	19 8%	51 8%	171 12%	196 11%	24 11%	117 10%	75 11%	30 13%	66 11%	156 11%	38 12%	23 9%	13 8%	25 10%	31 13%	14 15%	51 9%	32 6%	13 10%	16 8%	67 9%	66 9%	
NET: Very / Fairly convincing	714 35%	373 37%	337 33%	117 40%	174 46%	124 35%	92 25%	207 32%	291 44%	216 30%	207 32%	441 38%	274 31%	466 36%	249 33%	156 33%	177 33%	165 36%	132 45%	32 32%	52 29%	242 37%	472 34%	603 34%	101 46%	409 36%	239 35%	66 29%	251 43%	463 32%	131 42%	88 40%	31 58%	82 48%	119 47%	101 43%	30 32%	251 43%	144 29%	48 36%	71 35%	227 30%	271 38%
NET: Not Very / Not convincing at all	1100 54%	554 55%	530 52%	148 51%	174 46%	187 54%	225 60%	366 57%	322 48%	412 57%	366 57%	617 53%	483 55%	700 54%	400 53%	270 57%	285 54%	250 55%	140 48%	47 47%	107 60%	369 56%	731 53%	982 55%	94 43%	598 53%	370 54%	132 58%	269 46%	831 57%	141 45%	111 50%	18 33%	76 45%	108 43%	104 44%	51 54%	282 48%	327 65%	71 54%	114 57%	455 61%	368 52%
Mean	2.25	2.26	2.24	2.32	2.45	2.23	2.03	2.22	2.40	2.13	2.22	2.28	2.20	2.26	2.23	2.19	2.25	2.27	2.36	2.26	2.13	2.23	2.26	2.22	2.46	2.27	2.24	2.17	2.43	2.17	2.42	2.38	2.68	2.48	2.49	2.48	2.21	2.45	2.00	2.29	2.24	2.09	2.36

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Overlapping formulae used
Column Proportions (SN): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,a,b,c,d,e,f,g,h,i,j,k,l,m,n,o,p,q,r,s,t,u,v,w,x,y,z Minimum Base: 30 (**) Small Base: 100 (**)
Column Means (SN): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,a,b,c,d,e,f,g,h,i,j,k,l,m,n,o,p,q,r,s,t,u,v,w,x,y,z Minimum Base: 30 (**) Small Base: 100 (**)

Ipsos October 2023 - Private schools' VAT exemption poll

PUBLIC

Fieldwork: 13-18 October 2023

Q4. Below are some arguments against Labour's policy to end the VAT exemption offered to private schools if they win the next General Election. Please indicate how convincing, if at all, you find each argument. - This policy will not raise enough money to fix all the problems in state schools
All Adults aged 16-75 in Great Britain

	Gender			Age					Aggregated Age breaks			Social grade		Employment status		Region					Education		Ethnicity		Marital Status		Presence of children HH (17 or under)		Number of children			Age of children					GE 2019 Vote			EU Referendum Vote			
	Total (A)	Male (B)	Female (C)	16-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	16-34 (I)	35-54 (J)	55-75 (K)	ABC1 (L)	C2DE (M)	Working (N)	Not working (O)	North (P)	Midlands (Q)	South (R)	London (S)	Wales (T)	Scotland (U)	Graduates (V)	Non-Graduates (W)	White ethnic group (X)	Minority ethnic group (Y)	Married/Living as Married (Z)	Single (a)	Widowed/Divorced/ Separated (b)	ANY (c)	NONE (d)	1 Child (e)	2 Children (f)	3+ Children (g)	0-4 years old (h)	5-10 years old (i)	11-15 years old (j)	16-17 years old (k)	Conservative (l)	Labour (m)	Liberal Dems (n)	Other party (o)	Remain (p)	Leave (q)
Unweighted base	2036	962	1050	237	377	355	400	667	614	755	667	1265	771	1279	757	510	535	444	275	96	176	1041	995	1779	224	1173	626	237	602	1434	311	238	53	169	270	241	94	565	530	158	204	820	670
Weighted base	2036	1001	1011	289	379	349	373	645	669	722	645	1162	874	1288	748	476	530	457	295	100	178	662	1374	1781	219	1125	684	228	586	1450	310	222	54	171	252	236	96	584	503	132	200	749	705
Very convincing (4)	465 23%	255 32%	208 36%	63 22%	93 24%	68 20%	80 22%	162 25%	155 23%	148 21%	162 25%	273 24%	192 22%	299 23%	167 22%	107 23%	129 24%	113 25%	62 21%	17 17%	37 21%	152 23%	313 23%	419 24%	40 18%	263 23%	143 21%	59 26%	147 25%	218 22%	75 24%	59 27%	13 24%	42 25%	65 27%	64 25%	24 25%	194 33%	72 33%	33 14%	46 25%	138 37%	221 30%
Fairly convincing (3)	696 34%	318 32%	368 36%	113 39%	124 33%	134 39%	105 28%	220 34%	237 35%	239 33%	220 34%	421 36%	276 32%	427 33%	269 36%	157 33%	171 32%	165 36%	105 30%	35 35%	64 36%	248 38%	448 33%	609 34%	75 34%	380 34%	243 36%	73 32%	209 36%	488 34%	117 38%	71 32%	21 39%	59 35%	94 37%	69 29%	35 37%	181 31%	183 36%	48 37%	70 35%	274 37%	211 30%
Not very convincing (2)	418 21%	215 21%	196 19%	56 19%	77 20%	73 21%	89 24%	122 19%	133 20%	162 22%	122 19%	251 22%	167 19%	285 22%	132 18%	100 21%	103 19%	88 19%	61 21%	21 21%	46 26%	140 21%	278 20%	356 20%	54 25%	246 22%	125 18%	47 20%	122 21%	295 20%	64 21%	51 23%	7 13%	32 19%	49 20%	56 24%	19 20%	105 18%	134 27%	31 23%	43 21%	173 23%	140 20%
Not convincing at all (1)	220 11%	116 12%	101 10%	29 10%	43 11%	43 12%	42 11%	62 10%	72 11%	85 12%	62 10%	109 9%	110 13%	144 11%	75 10%	45 9%	64 12%	47 10%	35 12%	10 10%	17 10%	71 11%	149 11%	196 11%	18 8%	125 11%	77 11%	18 8%	49 12%	170 8%	23 10%	22 7%	4 11%	18 9%	23 7%	16 7%	6 6%	55 9%	68 14%	11 8%	20 10%	87 12%	69 10%
Don't know	237 12%	96 10%	138 14%	29 10%	42 11%	31 9%	56 15%	80 12%	70 11%	87 12%	80 12%	108 9%	129 15%	132 10%	105 14%	68 14%	63 12%	44 10%	32 11%	17 17%	15 8%	50 8%	187 14%	201 11%	32 15%	111 10%	95 14%	31 14%	58 10%	179 12%	30 10%	19 8%	9 17%	19 11%	21 8%	31 13%	11 12%	50 9%	46 9%	10 7%	21 11%	76 10%	65 9%
NET: Very / Fairly convincing	1161 57%	573 57%	576 57%	175 61%	217 57%	203 58%	185 50%	381 59%	393 54%	388 59%	381 59%	694 60%	468 53%	726 56%	436 58%	264 55%	300 57%	278 61%	167 57%	52 52%	100 56%	400 61%	761 55%	1028 58%	115 52%	643 57%	387 57%	132 58%	356 61%	805 56%	192 62%	130 59%	34 63%	102 59%	159 63%	132 56%	59 62%	375 64%	255 51%	81 61%	116 58%	413 55%	432 61%
NET: Not Very / Not convincing at all	637 31%	331 33%	297 29%	85 29%	121 32%	115 33%	132 35%	184 29%	206 31%	247 34%	184 29%	360 31%	277 32%	430 33%	208 28%	144 30%	167 32%	135 30%	96 33%	31 31%	63 35%	211 32%	426 31%	552 31%	72 33%	371 33%	202 30%	64 28%	172 29%	465 32%	87 28%	73 33%	11 20%	50 30%	72 29%	72 31%	25 26%	160 27%	203 40%	41 31%	63 31%	260 35%	209 30%
Mean	2.78	2.79	2.78	2.80	2.79	2.72	2.70	2.85	2.79	2.71	2.85	2.81	2.74	2.76	2.82	2.80	2.78	2.83	2.73	2.71	2.73	2.79	2.78	2.79	2.73	2.77	2.77	2.88	2.86	2.75	2.87	2.82	2.96	2.83	2.87	2.88	2.92	2.96	2.57	2.84	2.80	2.69	2.91

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Overlapping formulae used
Column Proportions (SN): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,a,b,c,d,e,f,g,h,i,j,k,l,m,n,o,p,q,r Minimum Base: 30 (** Small Base: 100*)
Column Means (SN): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,a,b,c,d,e,f,g,h,i,j,k,l,m,n,o,p,q,r Minimum Base: 30 (** Small Base: 100*)

Ipsos October 2023 - Private schools' VAT exemption poll

PUBLIC

Fieldwork: 13-18 October 2023

Q4. Below are some arguments against Labour's policy to end the VAT exemption offered to private schools if they win the next General Election. Please indicate how convincing, if at all, you find each argument. - This policy is only being introduced out of jealousy to punish parents that send their children to private school

All Adults aged 16-75 in Great Britain

	Gender			Age					Aggregated Age breaks				Social grade		Employment status		Region					Education		Ethnicity		Marital Status			Presence of children HH (17 or under)		Number of children			Age of children				GE 2019 Vote				EU Referendum Vote					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-75	16-34	35-54	55-75	ABCI	C2DE	Working	Not working	North	Midlands	South	London	Wales	Scotland	Graduates	Non-Graduates	White ethnic group	Minority ethnic group	Married/Living as	Single	Widowed/Divorced/Separated	ANY	NONE	1 Child	2 Children	3+ Children	0-4 years old	5-10 years old	11-15 years old	16-17 years old	Conservative	Labour	Liberal Dems	Other party	Remain	Leave				
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)				
Unweighted base	2036	962	1050	237	377	355	400	667	614	755	667	1265	771	1279	757	510	535	444	275	96	176	1041	995	1779	224	1173	626	237	602	1434	311	238	53	169	270	241	94	565	530	158	204	820	670				
Weighted base	2036	1001	1011	289	379	349	373	645	669	722	645	1162	874	1288	748	476	530	457	295	100	178	662	1374	1781	219	1125	684	228	586	1450	310	222	54	171	252	236	96	584	503	132	200	749	705				
Very convincing (4)	188	120	67	24	42	38	21	63	66	59	63	118	70	125	63	31	48	58	29	11	11	66	122	167	19	113	57	19	79	109	26	43	10	18	39	42	14	92	31	9	19	58	89				
	9%	12%	7%	8%	11%	11%	6%	10%	10%	8%	10%	10%	8%	10%	8%	6%	9%	13%	10%	11%	6%	10%	9%	9%	8%	10%	8%	8%	13%	8%	8%	19%	8%	18%	11%	16%	18%	15%	16%	6%	7%	9%	8%	13%			
Fairly convincing (3)	318	173	144	52	73	57	36	89	115	84	99	197	121	233	85	69	84	63	59	16	27	115	202	268	47	168	122	27	107	211	62	36	8	37	46	42	13	123	57	18	32	91	133				
	16%	17%	14%	18%	19%	16%	10%	15%	15%	13%	15%	17%	14%	18%	11%	15%	16%	14%	20%	16%	15%	17%	15%	15%	21%	15%	18%	12%	18%	15%	20%	16%	15%	22%	18%	18%	14%	21%	11%	13%	11%	16%	12%	19%			
Not very convincing (2)	540	251	285	81	94	96	108	161	175	204	161	289	252	335	205	126	150	135	68	24	36	173	368	474	57	307	167	67	149	392	85	46	17	42	70	49	24	165	117	38	42	186	194				
	27%	25%	28%	28%	25%	27%	29%	25%	26%	28%	25%	25%	29%	26%	27%	27%	28%	29%	23%	24%	20%	26%	27%	27%	26%	27%	24%	29%	25%	27%	28%	21%	32%	25%	28%	21%	25%	28%	23%	29%	21%	25%	28%	28%			
Not convincing at all (1)	809	395	398	111	141	131	163	263	251	295	263	476	333	503	306	198	196	171	117	34	93	272	537	717	75	451	268	90	196	613	98	82	16	59	76	80	35	163	272	55	98	362	241				
	40%	39%	39%	38%	37%	38%	44%	41%	38%	41%	41%	41%	38%	39%	41%	42%	37%	38%	40%	34%	52%	41%	39%	40%	34%	40%	39%	40%	33%	42%	32%	37%	29%	35%	30%	34%	36%	28%	54%	42%	49%	48%	48%	34%			
Don't know	181	62	117	21	30	27	44	59	51	71	59	82	99	92	89	52	52	29	22	15	11	36	145	155	22	86	70	24	56	125	38	14	3	14	20	23	10	41	27	13	10	53	48				
	9%	6%		7%	8%	8%	12%	9%	8%	10%	9%	7%	11%	7%	12%	11%	10%	6%	8%	8%	5%	11%	11%	9%	10%	8%	10%	11%	10%	9%	12%	6%	6%	8%	8%	10%	10%	7%	5%	10%	5%	7%	7%	7%			
NET: Very / Fairly convincing	506	293	211	77	115	95	57	162	191	153	162	315	191	358	148	100	132	121	88	27	38	181	325	435	66	281	179	46	186	320	88	79	18	55	85	83	27	216	88	26	50	149	222				
	25%	29%	21%	26%	30%	27%	15%	25%	29%	21%	25%	27%	22%	38%	20%	21%	25%	27%	30%	27%	21%	27%	24%	24%	24%	30%	25%	26%	20%	32%	22%	29%	36%	33%	32%	34%	35%	28%	37%	17%	20%	25%	20%	31%			
NET: Not Very / Not convincing at all	1349	646	684	191	235	227	271	425	426	498	425	765	585	838	511	325	346	306	185	58	129	444	905	1191	132	758	435	157	344	1005	183	128	33	101	146	129	59	328	389	93	140	548	435				
	66%	65%	68%	66%	62%	65%	73%	66%	64%	69%	66%	66%	67%	65%	68%	68%	65%	67%	63%	58%	73%	67%	66%	67%	67%	60%	67%	64%	69%	59%	69%	61%	59%	58%	55%	61%	56%	77%	70%	70%	73%	73%	62%				
Mean	1.94	2.02	1.87	1.96	2.05	2.01	1.74	1.94	2.01	1.87	1.94	1.96	1.91	1.98	1.86	1.84	1.97	2.02	2.00	2.05	1.74	1.96	1.93	1.93	2.05	1.94	1.95	1.88	2.13	1.86	2.06	2.19	2.24	2.09	2.21	2.22	2.07	2.27	1.68	1.83	1.85	1.78	2.11				

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Weighting formulae used

Column Proportions (SN): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,aa/bb/cc/dd/ee/ff/gg/hh/ii/jj/kk/mm/nn/oo/pp/qq Minimum Base: 30 (**) Small Base: 100(*)

Column Means (SN): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,aa/bb/cc/dd/ee/ff/gg/hh/ii/jj/kk/mm/nn/oo/pp/qq Minimum Base: 30 (**) Small Base: 100(*)

Ipsos October 2023 - Private schools' VAT exemption poll

PUBLIC

Fieldwork: 13-18 October 2023

Q5. If you personally could afford it, would you send your child to a private school or not?
All parents with children under 18 years old

	Gender			Age					Aggregated Age breaks			Social grade		Employment status		Region						Education		Ethnicity				Marital Status		Presence of children HH (17 or under)		Number of children			Age of children					GE 2019 Vote			EU Referendum Vote				
	Total (A)	Male (B)	Female (C)	16-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	16-34 (I)	35-54 (J)	55-75 (K)	ABC1 (L)	C2DE (M)	Working (N)	Not working (O)	North (P)	Midlands (Q)	South (R)	London (S)	Wales (T)	Scotland (U)	Graduates (V)	Non-Graduates (W)	White ethnic group (X)	Minority ethnic group (Y)	Married/Living as Married (Z)	Single (a)	Widowed/Divorced/eparated (b)	ANY (c)	NONE (d)	1 Child (e)	2 Children (f)	3+ Children (g)	0-4 years old (h)	5-10 years old (i)	11-15 years old (j)	16-17 years old (k)	Conservative (l)	Labour (m)	Liberal Dems (n)	Other party (o)	Remain (p)	Leave (q)				
Unweighted base	602	299	298	37	163	206	158	38	200	364	38	389	213	485	117	136	174	132	95	22	43	372	230	514	81	485	70	47	602	-	311	238	53	169	270	241	94	146	171	55	66	265	170				
Weighted base	586	301	280	47	162	200	135	42	209	335	42	333	253	467	119	128	163	139	85	22	49	246	340	506	73	458	87	41	586	-	310	222	54	171	252	236	96	140	171	44	70	244	177				
Definitely would (4)	112	71	41	4	35	44	16	12	39	61	12	65	47	90	21	17	36	21	22	7	8	55	57	95	16	86	22	4	112	-	53	52	7	28	57	51	19	41	17	6	19	41	43				
	19%	24%	15%	9%	22%	22%	12%	28%	19%	18%	28%	19%	19%	18%	13%	13%	22%	15%	26%	33%	17%	22%	17%	19%	22%	19%	25%	9%	19%	-	17%	23%	14%	16%	23%	22%	20%	30%	30%	10%	13%	27%	17%	24%			
Probably would (3)	159	82	76	9	64	49	30	8	72	79	8	107	52	134	25	29	41	41	39	3	6	83	76	129	29	129	22	8	159	-	80	55	24	59	67	66	21	30	53	19	15	67	48				
	27%	27%	27%	18%	39%	24%	22%	20%	35%	23%	20%	32%	20%	29%	21%	23%	25%	30%	46%	12%	13%	24%	22%	25%	39%	28%	25%	19%	27%	-	26%	35%	24	44%	35%	26%	28%	22%	21%	31%	31%	43%	21%	27%	27%		
Probably wouldn't (2)	168	78	89	20	28	57	48	14	48	106	14	88	80	128	40	45	46	43	15	6	12	60	108	152	15	126	28	14	168	-	99	58	10	44	62	61	28	38	55	11	14	73	42				
	29%	26%	32%	42%	18%	29%	36%	33%	23%	32%	33%	26%	32%	27%	33%	35%	28%	31%	18%	28%	25%	24%	32%	30%	21%	28%	32%	33%	29%	-	32%	26%	19%	26%	25%	26%	30%	27%	32%	25%	20%	30%	24%				
Definitely wouldn't (1)	115	54	60	11	26	40	31	7	37	71	7	54	62	88	27	27	29	29	5	4	22	36	79	101	11	95	7	13	115	-	62	44	9	31	54	42	20	25	40	4	18	54	36				
	20%	18%	22%	24%	16%	20%	23%	18%	18%	21%	18%	16%	24%	19%	23%	21%	18%	21%	6%	18%	44%	15%	23%	20%	16%	21%	9%	31%	20%	-	20%	20%	17%	18%	21%	18%	21%	18%	24%	24%	10%	20%	22%	20%			
I already do	6	5	1	-	1	3	2	-	1	5	-	6	-	6	-	1	2	1	1	1	6	-	5	1	6	-	1	6	-	2	3	1	1	4	3	1	2	-	2	1	3	1	1				
	1%	2%	*	-	*	2%	2%	-	*	2%	-	2%	-	1%	-	1%	1%	1%	2%	-	1%	2%	-	1%	2%	-	1%	1%	-	1%	1%	1%	1%	1%	2%	1%	1%	1%	-	6%	1%	1%	1%	1%			
Don't know	26	12	12	4	8	6	7	1	11	14	1	14	12	20	6	8	8	5	2	2	-	6	20	34	1	15	8	3	26	-	13	10	3	7	7	12	6	4	6	2	3	6	8				
	4%	4%	4%	7%	5%	3%	6%	1%	5%	4%	1%	4%	5%	4%	5%	6%	5%	4%	3%	9%	-	2%	6%	5%	1%	3%	9%	7%	4%	-	4%	4%	5%	4%	3%	5%	7%	3%	3%	4%	5%	3%	4%				
NET: Definitely / Probably would	271	153	117	13	99	93	47	20	112	139	20	172	99	225	46	46	77	62	10	14	138	133	225	45	216	43	12	271	-	133	107	31	87	124	117	40	71	70	25	34	108	90					
	46%	51%	42%	27%	61%	46%	34%	47%	53%	42%	47%	52%	39%	48%	39%	36%	47%	45%	72%	45%	29%	56%	39%	44%	61%	47%	28%	46%	-	43%	48%	58%	51%	49%	50%	42%	51%	41%	56%	49%	44%	51%					
NET: Definitely / Probably wouldn't	283	131	150	31	54	97	79	21	85	177	21	141	142	217	67	72	75	71	20	10	34	96	187	253	27	222	35	26	283	-	161	102	20	75	116	103	49	63	95	15	32	127	78				
	48%	44%	53%	66%	34%	49%	58%	51%	41%	53%	51%	42%	56%	46%	56%	57%	46%	51%	24%	45%	69%	39%	55%	50%	36%	48%	41%	64%	48%	-	52%	46%	36%	44%	46%	44%	51%	45%	56%	35%	46%	52%	44%				
Mean	2.48	2.60	2.36	2.11	2.71	2.51	2.26	2.58	2.58	2.41	2.58	2.58	2.35	2.51	2.36	2.30	2.56	2.41	2.96	2.67	2.02	2.67	2.34	2.46	2.69	2.47	2.74	2.07	2.48	-	2.42	2.55	2.58	2.52	2.53	2.57	2.45	2.65	2.28	2.66	2.53	2.41	2.58				

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Overlap formula used
Column Proportions (SN): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,aa,bb,cc,dd,ee,ff,gg,hh,ii,jj,kk,ll,mm,nn,oo,pp,qq
Minimum Base: 30 (** Small Base: 100)**
Column Means (SN): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,aa,bb,cc,dd,ee,ff,gg,hh,ii,jj,kk,ll,mm,nn,oo,pp,qq
Minimum Base: 30 (** Small Base: 100)**