

13 Dec 2023

Table 1
Q4 - For each of the following, please tell us how likely, if at all, you think they are to happen? - Summary table

BASE: ALL ADULTS AGED 16-75 IN GREAT BRITAIN

1		1	(3) Fairly	(2) Not very	(1) Not likely		1	Not likely	
	TOTAL	(4) Very likely	likely	likely	at all	Mean	Likely (NET)	(NET)	Don't know
The Conservative Party will win the next General Election	1062	68	170	302	304	2	238	605	219
	100%	6%	16%	28%	29%		22%	57%	21%
The Labour Party will win the next General Election with a clear majority	1062	197	372	182	62	2.87	569	244	249
	100%	19%	35%	17%	6%		54%	23%	23%
Keir Starmer will still be the leader of the Labour party by the time the General Election is called	1062	266	396	133	45	3.05	662	178	222
	100%	25%	37%	12%	4%		62%	17%	21%
Rishi Sunak will still be the leader of the Conservative party by the time the General Election is called	1062	110	351	241	132	2.53	462	373	227
71 111/	100%	10%	33%	23%	12%	2.70	43%	35%	21%
The UK economy will enter a recession	1062	155 15%	405 38%	239	53 5%	2.78	560 53%	292 27%	210
There will be another referendum	100% 1062	71	270	23%	164	2.31	340	452	20%
on Scottish independence	1002	71	270	207	104	2.31	340	432	270
	100%	7%	25%	27%	15%		32%	43%	25%
My personal financial situation will improve	1062	98	279	416	138	2.36	376	554	132
	100%	9%	26%	39%	13%	2.40	35%	52%	12%
Average house prices will fall in my area	1062	59	209	413	168	2.19	268	581	213
There will be a detonation of a	100% 1062	6% 49	20% 200	39% 309	16% 217	2.1	25% 248	55% 526	20% 288
nuclear weapon during a war	1002	5%	19%	29%	20%	2.1	23%	49%	27%
Most companies will increase the number of days office workers have to spend in the office	1062	112	420	236	69	2.69	532	305	225
6 11 11 16	100%	11%	40%	22%	7%	2.00	50%	29%	21%
Some countries will remove King Charles III as their Head of State	1062	120	381	224	74	2.68	502	298	262
	100%	11%	36%	21%	7%		47%	28%	25%
2024 will have the hottest summer on record	1062	138	434	203	68	2.76	572 54%	272	218
There will be a general strike in	100% 1062	13% 148	41% 333	19% 268	6% 123	2.58	481	26% 391	21% 191
the UK	100%	14%	31%	25%	12%	2.50	45%	37%	18%
AI will cause significant job losses	699	62	178	222	133	2.28	240	355	104
within my sector	100%	9%	26%	32%	19%		34%	51%	15%
The UK will come top 3 in Eurovision	1062	49	120	275	407	1.78	169	682	211
	100%	5%	11%	26%	38%		16%	64%	20%
Great Britain will rank top 3 in the number of medals won at the 2024 Olympics	1062	49	236	375	185	2.18	285	559	218
The England Men's football team	100% 1062	5% 75	22% 168	35% 359	17% 222	2.12	27% 243	53% 581	20% 238
will win the 2024 UEFA European Championship	1002	73	100	339	222	2.12	243	361	236
	100%	7%	16%	34%	21%		23%	55%	22%
My workplace will carry out at least some of its activities in virtual reality	699	57	145	158	237	2.04	202	394	103
	100%	8%	21%	23%	34%		29%	56%	15%
Disposable, single use vapes will be banned in the UK	1062	199	396	218	85	2.79	596	303	164
Evidence of alien life will be	100% 1062	19% 57	37% 156	20% 279	8% 383	1.87	56% 213	29% 662	15% 187
discovered						1.07			
	100%	5%	15%	26%	36%		20%	62%	18%



Table 2
Q4_1 - For each of the following, please tell us how likely, if at all, you think they are to happen? - The Conservative Party will win the next General Election

PUBLIC

BASE: ALL ADULTS AGED 16-75 IN GREAT BRITAIN

		GEN	IDER		AGE					AGE			GENER/	ATION			G	OVERNMENT	OFFICE REGIO	V	
															BABY						
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-75	16-34	35-54	55+	GEN Z	MILLENI ALS	GEN X	BOOMER	NORTH	MIDLAND S	SOUTH	LONDON	WALES	SCOTLAN D
	TOTAL	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(I)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)
UNWEIGHTED BASE	1062	502	548	136	199	181	205	341	335	386	341	166	314	278	304	258	282	241	133	53	95
WEIGHTED BASE	1062	519	531	152	195	184	187	345	347	371	345	179	313	257	313	252	280	239	152	50*	89*
	100%	49%	50%	14%	18%	17%	18%	32%	33%	35%	32%	17%	30%	24%	29%	24%	26%	23%	14%	5%*	8%*
(4) Very likely	68	43	22	22	15	17	9	5	37	26	5	22	27	14	5	22	14	9	19	2	1
	6%	8%	4%	14%	8%	9%	5%	1%	11%	7%	1%	12%	9%	6%	1%	9%	5%	4%	12%	4%	1%
(2) =		b		fg	g	g	g		j	j		mn	n	n		qt			pqt	_	
(3) Fairly likely	170	88	79	36	43	30	31	31	79	60	31	47	57	35	31	39	44	40	32	5	10
	16%	17%	15%	24%	22%	16%	16%	9%	23%	16%	9%	26%	18%	14%	10%	16%	16%	17%	21%	10%	11%
(2) Nich vom Hiliah	202	125	162	g 27	g	g	g	120	- IJ	J 101	120	mn	n	75	110	F0	01	71	20	10	26
(2) Not very likely	302 28%	135 26%	163 31%	27 18%	46 23%	45 24%	56 30%	128 37%	73	101 27%	128 37%	29 16%	80 25%	75 29%	118 38%	58 23%	91 33%	71 30%	38 25%	18 36%	26 29%
	20%	20%	31%	18%	23%	24%	30%	cde	21%	21%	57% hi	10%	25%	29% L	30% kl	25%	33% 0	30%	23%	30%	29%
(1) Not likely at all	304	179	125	34	33	55	56	126	67	111	126	39	68	86	111	84	72	66	38	9	34
(1) NOT likely at all	29%	34%	24%	22%	17%	30%	30%	37%	19%	30%	37%	22%	22%	33%	35%	34%	26%	27%	25%	19%	38%
	23/0	b	24/0	22/0	1770	4 20%	d	cd	1370	h	h	22/0	22/0	kl	kl	3470	2070	2770	2370	1370	ps
Mean	2	1.99	2	2.39	2.3	2.06	1.95	1.7	2.34	2	1.7	2.38	2.18	1.89	1.73	1.99	2	1.96	2.25	1.99	1.69
Wedn	_	1.55	_	efg	fg	ρ.σ	ρ	1.,	ii	i	1.,	mn	mn	n	1.75	t.55	†	t.50	pqt	1.55	1.05
Likely (NET)	238	131	101	58	59	46	40	35	116	86	35	69	84	49	35	61	58	49	50	7	11
	22%	25%	19%	38%	30%	25%	21%	10%	33%	23%	10%	38%	27%	19%	11%	24%	21%	21%	33%	14%	12%
		b		efg	g	g	g		ii	i		lmn	mn	n		t			pqst		
Not likely (NET)	605	314	288	60	79	99	113	254	139	212	254	68	148	161	229	143	163	137	76	27	60
, , ,	57%	60%	54%	40%	40%	54%	60%	74%	40%	57%	74%	38%	47%	63%	73%	57%	58%	57%	50%	55%	67%
						cd	cd	cdef		h	hi			kl	klm						r
Don't know	219	74	141	34	58	38	35	55	91	73	55	43	82	46	49	48	58	53	26	15	18
	21%	14%	27%	22%	30%	21%	19%	16%	26%	20%	16%	24%	26%	18%	16%	19%	21%	22%	17%	31%	21%
			а		fg				ij			n	mn								

22-087220-49 - PREDICTIONS

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j - k/l/m/n - o/p/q/r/s/t Overlap formulae used. * small base

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.



22-087220-49 - PREDICTIONS DECEMBER 2023

PUBLIC IPSOS

Table 3
Q4_1 - For each of the following, please tell us how likely, if at all, you think they are to happen? - The Conservative Party will win the next General Election

PUBLIC

BASE: ALL ADULTS AGED 16-75 IN GREAT BRITAIN

		SOCIAL	. GRADE	WORKIN	G STATUS	EDUCA	ATION	ETHI	NICITY	N	MARITAL STAT	US		NUMBER IN	HOUSEHOLD		CHILDREN IN	I HOUSEHOLD
					NOT		NON		ETHNIC	MARRIED		WID/ DIV/						
		ABC1	C2DE	WORKING	WORKING	GRADUAT ES	GRADUAT ES	WHITE	MINORIT Y	/LIVING AS	SINGLE	SEP	1	2	3	4+	YES	NO
	TOTAL	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(1)	(m)	(n)	(0)	(p)	(p)
UNWEIGHTED BASE	1062	641	421	689	373	534	528	907	139	629	330	103	211	378	214	259	314	748
WEIGHTED BASE	1062	606	456	699	363	376	686	903	141	627	333	102*	206	382	210	264	314	748
	100%	57%	43%	66%	34%	35%	65%	85%	13%	59%	31%	10%*	19%	36%	20%	25%	30%	70%
(4) Very likely	68	41	27	54	14	29	39	51	17	38	27	2	13	7	17	30	39	29
	6%	7%	6%	8%	4%	8%	6%	6%	12%	6%	8%	2%	6%	2%	8%	11%	12%	4%
				d					g		k		m		m	m	q	
(3) Fairly likely	170	94	76	123	47	70	100	130	38	91	61	18	26	42	47	56	71	99
	16%	16%	17%	18%	13%	19%	15%	14%	27%	15%	18%	18%	13%	11%	22%	21%	23%	13%
									g						lm	lm	q	
(2) Not very likely	302	188	113	180	122	113	188	267	34	185	89	27	61	124	47	71	70	232
	28%	31%	25%	26%	34%	30%	27%	30%	24%	30%	27%	27%	30%	32%	22%	27%	22%	31%
		b			С									n				p
(1) Not likely at all	304	172	132	197	107	103	201	274	26	194	79	31	53	133	57	61	75	229
	29%	28%	29%	28%	29%	27%	29%	30%	18%	31%	24%	31%	26%	35%	27%	23%	24%	31%
								h		j				lo				р
Mean	2	2.01	1.99	2.06	1.89	2.08	1.96	1.94	2.39	1.95	2.14	1.88	2	1.75	2.15	2.25	2.29	1.88
				d					g		ik		m		m	lm	q	
Likely (NET)	238	135	103	177	61	99	139	181	55	130	88	20	39	49	64	86	110	128
	22%	22%	23%	25%	17%	26%	20%	20%	39%	21%	26%	20%	19%	13%	30%	32%	35%	17%
				d		f			g						lm	lm	q	
Not likely (NET)	605	360	245	377	229	216	390	541	60	379	168	58	114	257	103	132	145	460
	57%	59%	54%	54%	63%	57%	57%	60%	42%	60%	51%	57%	55%	67%	49%	50%	46%	62%
					С			h		j				lno				р
Don't know	219	111	108	145	74	62	157	181	27	119	77	24	53	76	43	47	59	160
	21%	18%	24%	21%	20%	16%	23%	20%	19%	19%	23%	23%	26%	20%	21%	18%	19%	21%
			a				e											

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j/k - l/m/n/o - p/q Overlap formulae used. * small base

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.



Table 4
Q4_2 - For each of the following, please tell us how likely, if at all, you think they are to happen? - The Labour Party will win the next General Election with a clear majority

PUBLIC

BASE: ALL ADULTS AGED 16-75 IN GREAT BRITAIN

		GEN	IDER		AGE					AGE			GENERA	ATION			G	OVERNMENT	OFFICE REGIO	V	
															BABY						
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-75	16-34	35-54	55+	GEN Z	MILLENI ALS	GEN X	BOOMER	NORTH	MIDLAND S	SOUTH	LONDON	WALES	SCOTLAN D
	TOTAL	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(I)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)
UNWEIGHTED BASE	1062	502	548	136	199	181	205	341	335	386	341	166	314	278	304	258	282	241	133	53	95
WEIGHTED BASE	1062	519	531	152	195	184	187	345	347	371	345	179	313	257	313	252	280	239	152	50*	89*
	100%	49%	50%	14%	18%	17%	18%	32%	33%	35%	32%	17%	30%	24%	29%	24%	26%	23%	14%	5%*	8%*
(4) Very likely	197	126	70	33	33	33	31	68	66	64	68	37	55	44	62	45	58	37	37	5	15
	19%	24%	13%	22%	17%	18%	16%	20%	19%	17%	20%	21%	18%	17%	20%	18%	21%	16%	25%	11%	17%
		b																	q		
(3) Fairly likely	372	192	177	43	57	61	62	149	100	123	149	56	90	92	134	82	97	94	54	18	27
	35%	37%	33%	28%	29%	33%	33%	43%	29%	33%	43%	31%	29%	36%	43%	33%	35%	39%	35%	37%	30%
(2) 21	400	0.0		20	2.0	2.0		cdef	65	70	hi	0.4		40	kl		2.5		20		43
(2) Not very likely	182	86	94	29	36	36	34	47	65	70	47	31	63	42	46	51	36	44	28	7	17
	17%	17%	18%	19%	19%	20%	18%	14%	19%	19%	14%	17%	20%	16%	15%	20%	13%	18%	18%	15%	19%
(4) Nick III.cl., ck all	63	20	25	0	1.4	C	1.4	20	22	24	20	12	1.4	20	16	p 21	17	7	0	1	
(1) Not likely at all	62	26	35 7%	8	14	6	14	20	22	21	20	12	14	20	16	21	17 6%	70/	9	70/	6
	6%	5%	770	5%	7%	3%	8%	6%	6%	6%	6%	7%	5%	8%	5%	8%	0%	3%	6%	3%	6%
Mean	2.87	2.97	2.75	2.9	2.77	2.88	2.78	2.93	2.83	2.83	2.93	2.87	2.83	2.81	2.94	2.76	2.94	2.89	2.93	2.85	2.79
iviean	2.67	2.37 h	2.73	2.9	2.77	2.00	2.76	2.93	2.65	2.65	2.93	2.67	2.03	2.01	2.54	2.70	2.54	2.09	2.93	2.63	2.79
Likely (NET)	569	318	247	76	90	94	93	217	166	186	217	93	145	136	195	127	155	131	91	24	42
	54%	61%	46%	50%	46%	51%	50%	63%	48%	50%	63%	52%	46%	53%	62%	50%	55%	55%	60%	48%	47%
	- 77	b	10/2					cdef	10/2		hi	52.1			klm						
Not likely (NET)	244	113	129	37	50	43	48	67	87	90	67	43	78	62	62	72	53	51	37	9	23
, ,	23%	22%	24%	24%	26%	23%	26%	19%	25%	24%	19%	24%	25%	24%	20%	29%	19%	21%	24%	18%	25%
			-													р					
Don't know	249	88	156	39	55	47	46	61	94	94	61	43	91	59	56	53	72	58	24	17	25
	23%	17%	29%	26%	28%	26%	25%	18%	27%	25%	18%	24%	29%	23%	18%	21%	26%	24%	16%	35%	28%
			а		g	g			j	j			n				r			or	r

22-087220-49 - PREDICTIONS

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j - k/l/m/n - o/p/q/r/s/t Overlap formulae used. * small base

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.



PUBLIC

Table 5
Q4_2 - For each of the following, please tell us how likely, if at all, you think they are to happen? - The Labour Party will win the next General Election with a clear majority

BASE: ALL ADULTS AGED 16-75 IN GREAT BRITAIN

		SOCIAL	L GRADE	WORKIN	G STATUS	EDUC	ATION	ETHI	NICITY	N	MARITAL STAT	JS		NUMBER IN	HOUSEHOLD		CHILDREN IN	I HOUSEHOLD
		ABC1	C2DE	WORKING	NOT WORKING		NON GRADUAT ES	WHITE	ETHNIC MINORIT Y	MARRIED /LIVING AS	SINGLE	WID/ DIV/ SEP	1	2	3	4+	YES	NO
	TOTAL	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(I)	(m)	(n)	(0)	(p)	(q)
UNWEIGHTED BASE	1062	641	421	689	373	534	528	907	139	629	330	103	211	378	214	259	314	748
WEIGHTED BASE	1062	606	456	699	363	376	686	903	141	627	333	102*	206	382	210	264	314	748
	100%	57%	43%	66%	34%	35%	65%	85%	13%	59%	31%	10%*	19%	36%	20%	25%	30%	70%
(4) Very likely	197	125	72	129	69	83	114	166	29	128	58	12	26	78	30	62	65	132
	19%	21%	16%	18%	19%	22%	17%	18%	21%	20%	17%	12%	13%	21%	14%	24%	21%	18%
						f				k				1		In		
(3) Fairly likely	372	220	152	246	125	126	246	321	50	221	115	36	75	144	77	76	90	282
	35%	36%	33%	35%	34%	34%	36%	36%	36%	35%	35%	35%	36%	38%	36%	29%	29%	38%
														0				р
(2) Not very likely	182	97	85	114	69	68	114	157	23	97	60	25	38	51	42	52	73	110
	17%	16%	19%	16%	19%	18%	17%	17%	16%	15%	18%	24%	18%	13%	20%	20%	23%	15%
												i				m	q	
(1) Not likely at all	62	36	26	47	15	21	41	49	12	34	24	5	15	21	11	15	14	48
	6%	6%	6%	7%	4%	6%	6%	5%	9%	5%	7%	4%	7%	6%	5%	6%	4%	6%
Mean	2.87	2.91	2.81	2.85	2.89	2.91	2.84	2.87	2.84	2.92	2.81	2.71	2.73	2.95	2.79	2.91	2.85	2.87
														1				
Likely (NET)	569	344	224	375	194	210	359	487	79	348	173	47	101	222	107	139	155	414
	54%	57%	49%	54%	53%	56%	52%	54%	56%	56%	52%	47%	49%	58%	51%	53%	49%	55%
		b																
Not likely (NET)	244	133	111	160	84	89	155	206	35	131	84	29	53	72	52	67	87	158
	23%	22%	24%	23%	23%	24%	23%	23%	25%	21%	25%	29%	26%	19%	25%	25%	28%	21%
																	q	
Don't know	249	128	120	163	85	77	172	210	27	148	76	25	51	88	51	59	73	176
	23%	21%	26%	23%	23%	21%	25%	23%	19%	24%	23%	25%	25%	23%	24%	22%	23%	24%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j/k - l/m/n/o - p/q Overlap formulae used. * small base

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.



Table 6
Q4_3 - For each of the following, please tell us how likely, if at all, you think they are to happen? - Keir Starmer will still be the leader of the Labour party by the time the General Election is called

PUBLIC

BASE: ALL ADULTS AGED 16-75 IN GREAT BRITAIN

		GEN	NDER			AGE				AGE			GENER	ATION			G	OVERNMENT	OFFICE REGIO	V	
															BABY						
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-75	16-34	35-54	55+	GEN Z	MILLENI ALS	GEN X	BOOMER	NORTH	MIDLAND S	SOUTH	LONDON	WALES	SCOTLAN D
	TOTAL	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(1)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)
UNWEIGHTED BASE	1062	502	548	136	199	181	205	341	335	386	341	166	314	278	304	258	282	241	133	53	95
WEIGHTED BASE	1062	519	531	152	195	184	187	345	347	371	345	179	313	257	313	252	280	239	152	50*	89*
	100%	49%	50%	14%	18%	17%	18%	32%	33%	35%	32%	17%	30%	24%	29%	24%	26%	23%	14%	5%*	8%*
(4) Very likely	266	179	86	27	34	49	55	102	61	103	102	33	64	74	95	59	78	46	52	14	18
	25%	35%	16%	18%	17%	26%	29%	30%	18%	28%	30%	18%	20%	29%	30%	23%	28%	19%	34%	28%	20%
		b				d	cd	cd		h	h			kl	kl		q		oqt		
(3) Fairly likely	396	186	205	41	73	69	61	152	115	130	152	51	116	93	136	95	102	97	43	19	41
	37%	36%	39%	27%	38%	38%	33%	44%	33%	35%	44%	29%	37%	36%	43%	38%	36%	40%	28%	39%	46%
(2) National Physics	422	60	62	44	26	40	47	cf	66	25	hi	47	24	27	K 20	20	24	r	22	-	r
(2) Not very likely	133	69	62	41	26 13%	18	17	31	66	35 9%	31	47	31 10%	27	28	39	24	34	23	5	6
	12%	13%	12%	27%	13%	10%	9%	9%	19%	9%	9%	26% Imn	10%	10%	9%	16%	9%	14%	15%	10%	7%
(1) Not likely at all	45	15	30	defg	6	0	10	14	13	18	14	8	13	11	13	ρ 16	12	5	8	*	3
(1) NOT likely at all	4%	3%	6%	5%	3%	4%	5%	4%	4%	5%	4%	4%	4%	4%	4%	6%	4%	2%	5%	1%	4%
	470	370	a	370	370	470	370	470	470	370	470	470	470	470	470	070	470	270	370	170	470
Mean	3.05	3.18	2.91	2.76	2.97	3.1	3.12	3.14	2.87	3.11	3.14	2.78	3.03	3.12	3.15	2.94	3.13	3.01	3.1	3.21	3.06
Wican	3.03	b	2.51	2.70	2.57	С.	C.	cd	2.07	h	h	2.70	k	k	k	2.54	0	5.01	3.1	3.21	3.00
Likely (NET)	662	365	291	68	107	118	116	253	175	233	253	84	180	167	231	153	180	143	95	33	59
- , ,	62%	70%	55%	45%	55%	64%	62%	73%	51%	63%	73%	47%	58%	65%	74%	61%	64%	60%	62%	67%	66%
		b				С	С	cdef		h	hi		k	k	klm						
Not likely (NET)	178	85	92	47	32	26	27	45	80	53	45	55	44	38	40	55	37	40	31	5	10
	17%	16%	17%	31%	16%	14%	15%	13%	23%	14%	13%	31%	14%	15%	13%	22%	13%	17%	20%	11%	11%
				defg					ij			lmn				pt					
Don't know	222	69	148	36	56	40	44	46	91	84	46	40	89	52	41	43	63	57	26	11	21
	21%	13%	28%	24%	29%	22%	23%	13%	26%	23%	13%	22%	28%	20%	13%	17%	23%	24%	17%	22%	23%
			а	g	g	g	g		j	j		n	mn	n							

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j - k/l/m/n - o/p/q/r/s/t Overlap formulae used. * small base

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.



PUBLIC IPSOS

13 Dec 2023

Table 7
Q4_3 - For each of the following, please tell us how likely, if at all, you think they are to happen? - Keir Starmer will still be the leader of the Labour party by the time the General Election is called

PUBLIC

BASE: ALL ADULTS AGED 16-75 IN GREAT BRITAIN

		SOCIAI	. GRADE	WORKIN	G STATUS	EDUC	CATION	ETHI	NICITY	N	ARITAL STAT	US		NUMBER IN	HOUSEHOLD		CHILDREN IN	HOUSEHOLD
		ABC1	C2DE	WORKING	NOT WORKING		NON GRADUAT ES	WHITE	ETHNIC MINORIT Y	MARRIED /LIVING AS	SINGLE	WID/ DIV/ SEP	1	2	3	4+	YES	NO
	TOTAL	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(1)	(m)	(n)	(o)	(p)	(q)
UNWEIGHTED BASE	1062	641	421	689	373	534	528	907	139	629	330	103	211	378	214	259	314	748
WEIGHTED BASE	1062	606	456	699	363	376	686	903	141	627	333	102*	206	382	210	264	314	748
(1)	100%	57%	43%	66%	34%	35%	65%	85%	13%	59%	31%	10%*	19%	36%	20%	25%	30%	70%
(4) Very likely	266	171	95	179	87	112	154	230	34	169	77	20	46	108	53	58	72	194
	25%	28% b	21%	26%	24%	30% f	22%	26%	24%	27%	23%	20%	23%	28%	25%	22%	23%	26%
(3) Fairly likely	396	240	156	263	134	132	265	349	41	237	113	46	78	153	80	85	118	279
	37%	40%	34%	38%	37%	35%	39%	39% h	29%	38%	34%	45%	38%	40%	38%	32%	37%	37%
(2) Not very likely	133	69	64	83	49	52	81	98	35	68	53	11	22	32	27	52	49	84
(, , , , , , , , , , , , , , , , , , ,	12%	11%	14%	12%	14%	14%	12%	11%	25%	11%	16%	11%	11%	8%	13%	20%	15%	11%
									g		i					lm		
(1) Not likely at all	45	26	19	26	19	14	32	37	8	28	13	4	7	21	7	10	10	35
,	4%	4%	4%	4%	5%	4%	5%	4%	6%	4%	4%	4%	4%	5%	3%	4%	3%	5%
Mean	3.05	3.1	2.98	3.08	3	3.11	3.02	3.08	2.86	3.09	2.99	3	3.06	3.11	3.08	2.93	3.01	3.07
								h						0				
Likely (NET)	662	411	251	442	221	244	418	580	75	407	190	66	124	262	133	143	190	472
	62%	68%	55%	63%	61%	65%	61%	64%	53%	65%	57%	64%	60%	68%	63%	54%	60%	63%
		b						h		j				О				
Not likely (NET)	178	95	83	110	68	65	113	135	43	96	66	15	29	53	33	63	59	119
	17%	16%	18%	16%	19%	17%	16%	15%	30%	15%	20%	15%	14%	14%	16%	24%	19%	16%
									g							lmn		
Don't know	222	99	122	147	74	67	155	188	23	124	77	21	52	68	44	58	66	156
	21%	16%	27%	21%	20%	18%	23%	21%	17%	20%	23%	21%	25%	18%	21%	22%	21%	21%
			a										m					

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j/k - l/m/n/o - p/q Overlap formulae used. * small base

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.



Table 8
Q4_4 - For each of the following, please tell us how likely, if at all, you think they are to happen? - Rishi Sunak will still be the leader of the Conservative party by the time the General Election is called

PUBLIC

BASE: ALL ADULTS AGED 16-75 IN GREAT BRITAIN

		GEN	IDER			AGE				AGE			GENERA	ATION			G	OVERNMENT	OFFICE REGIO	N	
															BABY						
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-75	16-34	35-54	55+	GEN Z	MILLENI ALS	GEN X	BOOMER	NORTH	MIDLAND S	SOUTH	LONDON	WALES	SCOTLAN D
	TOTAL	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(I)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)
UNWEIGHTED BASE	1062	502	548	136	199	181	205	341	335	386	341	166	314	278	304	258	282	241	133	53	95
WEIGHTED BASE	1062	519	531	152	195	184	187	345	347	371	345	179	313	257	313	252	280	239	152	50*	89*
	100%	49%	50%	14%	18%	17%	18%	32%	33%	35%	32%	17%	30%	24%	29%	24%	26%	23%	14%	5%*	8%*
(4) Very likely	110	71	37	18	22	24	14	32	40	38	32	22	39	19	31	29	27	19	26	4	5
	10%	14%	7%	12%	12%	13%	7%	9%	12%	10%	9%	12%	12%	7%	10%	11%	10%	8%	17%	7%	6%
		b																	pqt		
(3) Fairly likely	351	188	160	58	61	70	54	108	119	124	108	68	102	81	100	74	95	81	52	13	35
	33%	36%	30%	38%	31%	38%	29%	31%	34%	33%	31%	38%	33%	32%	32%	29%	34%	34%	35%	27%	39%
(2) Not very likely	241	107	132	36	34	42	41	88	70	83	88	43	60	56	82	60	60	57	37	12	15
	23%	21%	25%	24%	17%	23%	22%	26%	20%	22%	26%	24%	19%	22%	26%	24%	21%	24%	25%	24%	17%
								d													
(1) Not likely at all	132	71	61	15	22	17	30	48	37	47	48	17	34	40	41	34	35	26	15	8	13
	12%	14%	11%	10%	11%	9%	16%	14%	11%	13%	14%	10%	11%	16%	13%	14%	12%	11%	10%	17%	15%
							е														
Mean	2.53	2.59	2.44	2.62	2.61	2.66	2.37	2.45	2.61	2.52	2.45	2.62	2.62	2.4	2.48	2.5	2.53	2.51	2.68	2.32	2.47
		b		f	f	fg						m	m						S		
Likely (NET)	462	259	197	76	83	94	68	141	159	162	141	90	141	100	131	103	122	100	79	17	40
	43%	50%	37%	50%	43%	51%	36%	41%	46%	44%	41%	50%	45%	39%	42%	41%	44%	42%	52%	34%	45%
		b		f		fg						m							S		
Not likely (NET)	373	178	193	52	55	59	71	137	107	130	137	61	93	96	123	94	95	84	52	20	28
	35%	34%	36%	34%	28%	32%	38%	40%	31%	35%	40%	34%	30%	38%	39%	37%	34%	35%	35%	41%	32%
								d			h				ı						
Don't know	227	82	141	24	57	31	48	67	80	79	67	29	79	60	59	55	63	55	21	13	21
	21%	16%	27%	16%	29%	17%	26%	20%	23%	21%	20%	16%	25%	24%	19%	22%	23%	23%	14%	25%	23%
			а		ceg		С						k				r	r			

22-087220-49 - PREDICTIONS

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j - k/l/m/n - o/p/q/r/s/t Overlap formulae used. * small base

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.



22-087220-49 - PREDICTIONS DECEMBER 2023

PUBLIC IPSOS

13 Dec 2023

Table 9

Q4_4 - For each of the following, please tell us how likely, if at all, you think they are to happen? - Rishi Sunak will still be the leader of the Conservative party by the time the General Election is called

PUBLIC

BASE: ALL ADULTS AGED 16-75 IN GREAT BRITAIN

		SOCIAL	L GRADE	WORKIN	G STATUS	EDUC	ATION	ETHI	NICITY	N	ARITAL STAT	US		NUMBER IN	HOUSEHOLD		CHILDREN IN	I HOUSEHOLD
		ABC1	C2DE	WORKING	NOT WORKING	GRADUAT ES	NON GRADUAT ES	WHITE	ETHNIC MINORIT Y	MARRIED /LIVING AS	SINGLE	WID/ DIV/ SEP	1	2	3	4+	YES	NO
	TOTAL	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(1)	(m)	(n)	(o)	(p)	(q)
UNWEIGHTED BASE	1062	641	421	689	373	534	528	907	139	629	330	103	211	378	214	259	314	748
WEIGHTED BASE	1062	606	456	699	363	376	686	903	141	627	333	102*	206	382	210	264	314	748
	100%	57%	43%	66%	34%	35%	65%	85%	13%	59%	31%	10%*	19%	36%	20%	25%	30%	70%
(4) Very likely	110	68	42	80	30	49	61	89	21	64	41	5	19	42	18	32	31	80
	10%	11%	9%	11%	8%	13%	9%	10%	15%	10%	12%	5%	9%	11%	8%	12%	10%	11%
						f					k							
(3) Fairly likely	351	221	130	239	112	137	214	300	47	196	120	35	69	124	72	86	110	241
	33%	36%	29%	34%	31%	36%	31%	33%	33%	31%	36%	34%	34%	33%	34%	33%	35%	32%
		b																
(2) Not very likely	241	131	110	151	90	86	156	204	33	142	73	26	46	83	45	67	73	168
	23%	22%	24%	22%	25%	23%	23%	23%	23%	23%	22%	25%	22%	22%	22%	25%	23%	23%
(1) Not likely at all	132	67	65	88	44	44	88	111	18	85	36	12	22	58	26	26	35	97
	12%	11%	14%	13%	12%	12%	13%	12%	13%	14%	11%	12%	11%	15%	12%	10%	11%	13%
Mean	2.53	2.6	2.43	2.56	2.46	2.61	2.48	2.52	2.59	2.49	2.62	2.42	2.55	2.49	2.5	2.59	2.55	2.52
		b				f												
Likely (NET)	462	289	173	319	143	186	276	389	68	260	162	40	88	166	89	118	141	321
	43%	48%	38%	46%	39%	49%	40%	43%	48%	41%	49%	39%	43%	43%	42%	45%	45%	43%
No. 121 of AUST)	272	b	475	220	424	120	244	245	F.4	227	400	20	60	4.42	70	0.2	100	266
Not likely (NET)	373	198	175	239	134	129	244	315	51	227	108	38	68	142	72	92	108	266
Double longer	35%	33%	38%	34%	37%	34%	36%	35%	36%	36%	33%	37%	33%	37%	34%	35%	34%	36%
Don't know	227 21%	119 20%	108 24%	141 20%	86 24%	61 16%	166 24%	199 22%	22 16%	140 22%	63 19%	25 24%	49 24%	75 20%	49 23%	54 20%	66 21%	161 22%
	21%	20%	2470	20%	Z470	10%	24%	22%	10%	2270	19%	24%	24%	20%	23%	20%	21%	2270
							е											

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j/k - l/m/n/o - p/q Overlap formulae used. * small base

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.



Table 10
Q4_5 - For each of the following, please tell us how likely, if at all, you think they are to happen? - The UK economy will enter a recession

PUBLIC

BASE: ALL ADULTS AGED 16-75 IN GREAT BRITAIN

		GEN	NDER			AGE				AGE			GENERA	ATION			G	OVERNMENT	OFFICE REGIO	ı	
															BABY						
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-75	16-34	35-54	55+	GEN Z	MILLENI ALS	GEN X	BOOMER	NORTH	MIDLAND S	SOUTH	LONDON	WALES	SCOTLAN D
	TOTAL	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(1)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)
UNWEIGHTED BASE	1062	502	548	136	199	181	205	341	335	386	341	166	314	278	304	258	282	241	133	53	95
WEIGHTED BASE	1062	519	531	152	195	184	187	345	347	371	345	179	313	257	313	252	280	239	152	50*	89*
	100%	49%	50%	14%	18%	17%	18%	32%	33%	35%	32%	17%	30%	24%	29%	24%	26%	23%	14%	5%*	8%*
(4) Very likely	155	76	76	25	43	26	30	30	68	57	30	29	62	36	28	35	41	29	26	8	16
	15%	15%	14%	16%	22%	14%	16%	9%	20%	15%	9%	16%	20%	14%	9%	14%	15%	12%	17%	16%	18%
(0) 5 : 1 !!! 1		404	222	g	g	70	g	400	j	J	400	n	n	400	404	0.5	445	00		10	40
(3) Fairly likely	405	191	209	53	69	78	72	133	122	150	133	62	113	109	121	95	115	80	54	18	43
	38%	37%	39%	35%	35%	42%	39%	39%	35%	41%	39%	34%	36%	42%	39%	38%	41%	33%	36%	36%	48% q
(2) Not very likely	239	134	104	36	34	41	33	94	71	74	94	43	62	45	89	55	67	57	35	10	15
	23%	26%	20%	24%	18%	22%	18%	27%	20%	20%	27%	24%	20%	18%	28%	22%	24%	24%	23%	20%	17%
		b						df			i				lm						
(1) Not likely at all	53	35	17	11	15	8	4	15	26	12	15	15	19	6	12	11	12	15	11	2	2
	5%	7%	3%	7%	8%	4%	2%	4%	8%	3%	4%	9%	6%	2%	4%	5%	4%	6%	8%	4%	2%
		b		f	f				i			m									
Mean	2.78	2.71	2.85	2.73	2.87	2.8	2.92	2.66	2.81	2.86	2.66	2.7	2.85	2.89	2.65	2.78	2.79	2.68	2.75	2.84	2.96
			a		g		g			j			n	kn							q
Likely (NET)	560	267	285	77	112	104	103	163	190	207	163	91	175	145	149	130	157	109	80	26	59
	53%	52%	54%	51%	58%	57%	55%	47%	55%	56%	47%	51%	56%	57%	47%	52%	56%	45%	53%	52%	66%
					g					j				n			q				oq
Not likely (NET)	292	169	121	47	50	49	37	109	97	86	109	58	81	52	101	66	79	71	46	12	17
	27%	32%	23%	31%	25%	26%	20%	32%	28%	23%	32%	32%	26%	20%	32%	26%	28%	30%	30%	24%	19%
		b		f				f			i	m			m						
Don't know	210	83	124	27	33	31	47	72	60	78	72	30	57	60	63	55	44	59	26	12	13
	20%	16%	23%	18%	17%	17%	25%	21%	17%	21%	21%	17%	18%	23%	20%	22%	16%	25%	17%	24%	15%
			a															р			

22-087220-49 - PREDICTIONS

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j - k/l/m/n - o/p/q/r/s/t Overlap formulae used. * small base

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.



22-087220-49 - PREDICTIONS DECEMBER 2023

PUBLIC IPSOS

Table 11
Q4_5 - For each of the following, please tell us how likely, if at all, you think they are to happen? - The UK economy will enter a recession

PUBLIC

BASE: ALL ADULTS AGED 16-75 IN GREAT BRITAIN

		SOCIAI	. GRADE	WORKIN	G STATUS	EDUC	ATION	ETHI	NICITY	N	IARITAL STAT	US		NUMBER IN	HOUSEHOLD		CHILDREN IN	HOUSEHOLD
		ABC1	C2DE	WORKING	NOT WORKING	GRADUAT ES	NON GRADUAT ES	WHITE	ETHNIC MINORIT Y	MARRIED /LIVING AS	SINGLE	WID/ DIV/ SEP	1	2	3	4+	YES	NO
	TOTAL	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(I)	(m)	(n)	(0)	(p)	(q)
UNWEIGHTED BASE	1062	641	421	689	373	534	528	907	139	629	330	103	211	378	214	259	314	748
WEIGHTED BASE	1062	606	456	699	363	376	686	903	141	627	333	102*	206	382	210	264	314	748
	100%	57%	43%	66%	34%	35%	65%	85%	13%	59%	31%	10%*	19%	36%	20%	25%	30%	70%
(4) Very likely	155	78	77	104	51	68	87	128	25	93	54	8	21	50	38	46	65	90
	15%	13%	17%	15%	14%	18%	13%	14%	18%	15%	16%	7%	10%	13%	18%	17%	21%	12%
						f					k				I	I	q	
(3) Fairly likely	405	238	167	275	130	140	265	349	54	234	133	38	84	146	80	94	112	293
	38%	39%	37%	39%	36%	37%	39%	39%	38%	37%	40%	37%	41%	38%	38%	36%	36%	39%
(2) Not very likely	239	146	93	152	87	82	157	197	39	151	63	25	37	94	45	64	70	169
	23%	24%	20%	22%	24%	22%	23%	22%	27%	24%	19%	24%	18%	25%	21%	24%	22%	23%
(1) Not likely at all	53	28	24	42	11	23	29	46	6	32	17	4	10	17	10	16	19	34
	5%	5%	5%	6% d	3%	6%	4%	5%	4%	5%	5%	4%	5%	4%	5%	6%	6%	5%
Mean	2.78	2.75	2.82	2.77	2.79	2.8	2.76	2.78	2.79	2.76	2.84	2.67	2.76	2.75	2.85	2.78	2.84	2.75
Likely (NET)	560	317	243	378	181	208	352	477	79	327	188	46	105	196	118	140	177	383
	53%	52%	53%	54%	50%	55%	51%	53%	56%	52%	56%	45%	51%	51%	56%	53%	56%	51%
Not likely (NET)	292	174	118	194	98	105	187	243	45	184	80	29	47	111	55	79	89	203
	27%	29%	26%	28%	27%	28%	27%	27%	32%	29%	24%	28%	23%	29%	26%	30%	28%	27%
Don't know	210	115	95	126	84	63	147	182	17	117	66	28	53	76	37	44	49	162
	20%	19%	21%	18%	23%	17%	21%	20%	12%	19%	20%	27%	26%	20%	18%	17%	15%	22%
								h					0					р

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j/k - l/m/n/o - p/q Overlap formulae used. * small base

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.



Table 12
Q4_6 - For each of the following, please tell us how likely, if at all, you think they are to happen? - There will be another referendum on Scottish independence

PUBLIC

BASE: ALL ADULTS AGED 16-75 IN GREAT BRITAIN

		GEN	IDER		AGE					AGE			GENER/	ATION			G	OVERNMENT	OFFICE REGIO	V	
															BABY						
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-75	16-34	35-54	55+	GEN Z	MILLENI ALS	GEN X	BOOMER	NORTH	MIDLAND S	SOUTH	LONDON	WALES	SCOTLAN D
	TOTAL	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(I)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)
UNWEIGHTED BASE	1062	502	548	136	199	181	205	341	335	386	341	166	314	278	304	258	282	241	133	53	95
WEIGHTED BASE	1062	519	531	152	195	184	187	345	347	371	345	179	313	257	313	252	280	239	152	50*	89*
	100%	49%	50%	14%	18%	17%	18%	32%	33%	35%	32%	17%	30%	24%	29%	24%	26%	23%	14%	5%*	8%*
(4) Very likely	71	32	38	16	10	23	11	12	26	33	12	17	30	13	11	15	16	21	15	-	4
	7%	6%	7%	11%	5%	12%	6%	3%	7%	9%	3%	9%	10%	5%	4%	6%	6%	9%	10%	-	4%
				g		dfg			j	j		n	mn					S	S		
(3) Fairly likely	270	130	136	44	70	47	36	72	114	83	72	54	95	52	67	60	76	59	40	10	25
	25%	25%	26%	29%	36%	26%	19%	21%	33%	22%	21%	30%	30%	20%	22%	24%	27%	25%	26%	21%	28%
(2) 11 1		4.54	100	22	efg		40		ij	100		m	mn	70	405				40	4.0	2.1
(2) Not very likely	287	161	126	33	38	54	49	114	71	103	114	37	73	72	105	71	66	68	43	16	24
	27%	31%	24%	21%	20%	29%	26%	33%	20%	28%	33%	21%	23%	28%	34% kl	28%	23%	29%	28%	32%	27%
(1) Net likely et all	164	D	F0.	1.4	27	0	20	cd	41	h	n 70	10	42	42		47	27	22	24	12	26
(1) Not likely at all	164 15%	114 22%	50 9%	14	27 14%	24	30 16%	70	41 12%	54 14%	70 20%	19 10%	42 13%	42 16%	62 20%	47 19%	37 13%	22	21 14%	12 23%	26 30%
	15%	22% b	9%	9%	14%	13%	10%	20%	1270	14%	20% h	10%	15%	10%	20% kl	19%	15%	9%	14%	25%	
Mean	2.31	2.18	2.46	2.58	2.43	2.46	2.22	2.1	2.5	2.35	2.1	2.54	2.47	2.2	2.11	2.22	2.37	2.47	2.41	1.96	opqr 2.07
Weari	2.31	2.18	2.40 a	2.38 fa	2.43 g	2.40 fg	2.22	2.1	2.5 i	2.33 i	2.1	mn	mn	2.2	2.11	2.22	st	ost	st	1.90	2.07
Likely (NET)	340	162	174	60	80	70	47	84	140	116	84	71	125	65	78	75	93	80	54	10	28
zc., (z.,	32%	31%	33%	40%	41%	38%	25%	24%	40%	31%	24%	40%	40%	25%	25%	30%	33%	33%	36%	21%	32%
	02/1	52/3	52/2	fg	fg	fg			ii			mn	mn								
Not likely (NET)	452	275	176	47	65	78	78	184	112	156	184	56	115	114	167	118	102	90	64	27	50
,,,,,	43%	53%	33%	31%	33%	42%	42%	53%	32%	42%	53%	31%	37%	44%	53%	47%	37%	38%	42%	55%	56%
		b						cdef		h	hi			k	klm	р				pq	pq
Don't know	270	83	181	45	51	36	62	77	95	98	77	52	74	77	67	60	85	70	34	12	10
	25%	16%	34%	30%	26%	20%	33%	22%	28%	26%	22%	29%	23%	30%	21%	24%	30%	29%	22%	24%	12%
			а				eg							n		t	t	t			

22-087220-49 - PREDICTIONS

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j - k/l/m/n - o/p/q/r/s/t Overlap formulae used. * small base

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.



22-087220-49 - PREDICTIONS DECEMBER 2023

PUBLIC IPSOS

Table 13
Q4_6 - For each of the following, please tell us how likely, if at all, you think they are to happen? - There will be another referendum on Scottish independence

PUBLIC

BASE: ALL ADULTS AGED 16-75 IN GREAT BRITAIN

		SOCIAL	L GRADE	WORKIN	G STATUS	EDUC	ATION	ETHI	NICITY	N	IARITAL STAT	JS		NUMBER IN	HOUSEHOLD		CHILDREN IN	I HOUSEHOLD
					NOT		NON		ETHNIC	MARRIED		WID/ DIV/		_	_			
	TOTAL	ABC1 (a)	C2DE (b)	WORKING (c)	WORKING (d)	GRADUAT ES (e)	GRADUAT ES (f)	WHITE (g)	MINORIT Y (h)	/LIVING AS (i)	SINGLE (j)	SEP (k)	1 (I)	2 (m)	3 (n)	4+ (o)	YES (p)	NO (q)
UNWEIGHTED BASE	1062	641	421	689	373	534	528	907	139	629	330	103	211	378	214	259	314	748
WEIGHTED BASE	1062	606	456	699	363	376	686	903	141	627	333	102*	206	382	210	264	314	748
	100%	57%	43%	66%	34%	35%	65%	85%	13%	59%	31%	10%*	19%	36%	20%	25%	30%	70%
(4) Very likely	71	43	28	54	17	31	39	57	14	46	22	3	12	16	22	21	35	36
	7%	7%	6%	8%	5%	8%	6%	6%	10%	7%	7%	3%	6%	4%	10%	8%	11%	5%
															m		q	
(3) Fairly likely	270	148	121	184	85	105	165	213	51	159	87	24	44	86	56	83	105	164
	25%	24%	27%	26%	24%	28%	24%	24%	36%	25%	26%	23%	22%	22%	27%	31%	33%	22%
									g							lm	q	
(2) Not very likely	287	182	105	186	101	110	177	249	36	170	82	35	62	113	46	65	75	212
	27%	30% b	23%	27%	28%	29%	26%	28%	26%	27%	25%	34%	30%	30%	22%	25%	24%	28%
(1) Not likely at all	164	97	68	108	57	63	102	152	11	103	52	9	31	76	26	31	30	134
	15%	16%	15%	15%	16%	17%	15%	17%	8%	16%	16%	9%	15%	20%	12%	12%	10%	18%
								h						no				р
Mean	2.31	2.29	2.34	2.35	2.24	2.34	2.29	2.26	2.6	2.31	2.32	2.29	2.24	2.14	2.49	2.47	2.59	2.19
									g						lm	lm	q	
Likely (NET)	340	191	149	238	103	136	204	270	65	205	109	26	56	102	78	104	140	201
	32%	32%	33%	34%	28%	36%	30%	30%	46%	33%	33%	26%	27%	27%	37%	40%	44%	27%
						f			g						lm	lm	q	
Not likely (NET)	452	278	173	294	158	173	278	401	47	273	135	44	93	189	72	96	105	346
	43%	46%	38%	42%	43%	46%	41%	44% h	33%	44%	40%	43%	45%	50%	34%	37%	33%	46%
Don't know	270	b 136	134	167	103	67	204	n 232	29	149	89	32	n 56	no 91	60	63	69	р 201
DOIT CKIIOW	25%	22%	29%	24%	28%	18%	30%	26%	29	24%	89 27%	31%	27%	24%	28%	24%	22%	201
	23/0	22/0	29% a	24/0	20/0	10/0	50% e	20/0	21/0	24/0	27/0	31/0	21/0	24/0	20/0	24/0	22/0	27/0
			đ				٦											

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j/k - l/m/n/o - p/q Overlap formulae used. * small base

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.



Table 14
Q4_7 - For each of the following, please tell us how likely, if at all, you think they are to happen? - My personal financial situation will improve

PUBLIC

BASE: ALL ADULTS AGED 16-75 IN GREAT BRITAIN

		GEI	NDER			AGE				AGE			GENERA	ATION			G	OVERNMENT	OFFICE REGIO	N	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-75	16-34	35-54	55+	GEN Z	MILLENI ALS	GEN X	BABY BOOMER	NORTH	MIDLAND S	SOUTH	LONDON	WALES	SCOTLAN D
	TOTAL	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(1)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)
UNWEIGHTED BASE	1062	502	548	136	199	181	205	341	335	386	341	166	314	278	304	258	282	241	133	53	95
WEIGHTED BASE	1062	519	531	152	195	184	187	345	347	371	345	179	313	257	313	252	280	239	152	50*	89*
	100%	49%	50%	14%	18%	17%	18%	32%	33%	35%	32%	17%	30%	24%	29%	24%	26%	23%	14%	5%*	8%*
(4) Very likely	98	56	40	25	31	23	8	11	56	31	11	31	43	12	11	28	27	12	24	3	3
	9%	11%	8%	17%	16%	12%	4%	3%	16%	8%	3%	17%	14%	5%	4%	11%	10%	5%	16%	6%	4%
				fg	fg	fg			ij	j		mn	mn			q			qt		
(3) Fairly likely	279	148	129	62	58	54	39	65	120	94	65	70	93	53	62	55	72	70	51	7	24
	26%	29%	24%	41%	30%	30%	21%	19%	35%	25%	19%	39%	30%	21%	20%	22%	26%	29%	34%	13%	27%
				fg	g	g			ij			mn	mn					S	os		
(2) Not very likely	416	196	217	39	48	58	95	177	86	153	177	46	85	118	167	96	118	99	42	23	38
	39%	38%	41%	26%	24%	32%	51%	51%	25%	41%	51%	26%	27%	46%	53%	38%	42%	41%	27%	47%	43%
							cde	cde		h	hi			kl	kl	r	r	r		r	r
(1) Not likely at all	138	70	67	11	29	23	22	53	40	44	53	14	44	39	41	35	31	33	15	8	16
	13%	14%	13%	7%	15%	12%	12%	15%	12%	12%	15%	8%	14%	15%	13%	14%	11%	14%	10%	15%	18%
	2.26	2.4	2.24	2.74	C 2.54	2.40	2.24	C 2.44	2.62	2.24	2.44	2.74	2.54	k	2.45	2.26	2.20	2.20	2.64	2.42	2.47
Mean	2.36	2.4	2.31	2.74	2.54	2.49	2.21	2.11	2.63	2.34	2.11	2.74	2.51	2.17	2.15	2.36	2.38	2.28	2.64	2.12	2.17
				efg	fg	fg			ıj	J		lmn	mn						opq st		
Likely (NET)	376	204	169	87	89	77	47	76	176	124	76	102	136	66	73	84	99	81	76	10	27
	35%	39%	32%	57%	45%	42%	25%	22%	51%	34%	22%	57%	44%	26%	23%	33%	35%	34%	50%	19%	30%
		b		defg	fg	fg			ii	i		lmn	mn				S	S	opqs		
				2.2.8	-6	-8			,	,									t		
Not likely (NET)	554	266	283	49	77	81	117	230	126	197	230	60	129	158	208	131	149	132	56	31	54
'. '	52%	51%	53%	33%	39%	44%	62%	67%	36%	53%	67%	33%	41%	61%	66%	52%	53%	55%	37%	62%	61%
							cde	cde		h	hi			kl	kl	r	r	r		r	r
Don't know	132	50	79	15	29	26	23	38	45	49	38	18	48	33	32	37	32	26	20	9	8
	12%	10%	15%	10%	15%	14%	12%	11%	13%	13%	11%	10%	15%	13%	10%	15%	11%	11%	13%	19%	8%
			а																		

22-087220-49 - PREDICTIONS

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j - k/l/m/n - o/p/q/r/s/t Overlap formulae used. * small base

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.



22-087220-49 - PREDICTIONS DECEMBER 2023

PUBLIC IPSOS

13 Dec 2023

Table 15
Q4_7 - For each of the following, please tell us how likely, if at all, you think they are to happen? - My personal financial situation will improve

PUBLIC

BASE: ALL ADULTS AGED 16-75 IN GREAT BRITAIN

		SOCIAI	. GRADE	WORKIN	G STATUS	EDUC	ATION	ETHI	NICITY	N	IARITAL STAT	US		NUMBER IN	HOUSEHOLD		CHILDREN IN	HOUSEHOLD
		ABC1	C2DE	WORKING	NOT WORKING	GRADUAT ES	NON GRADUAT ES	WHITE	ETHNIC MINORIT Y	MARRIED /LIVING AS	SINGLE	WID/ DIV/ SEP	1	2	3	4+	YES	NO
	TOTAL	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(1)	(m)	(n)	(o)	(p)	(q)
UNWEIGHTED BASE	1062	641	421	689	373	534	528	907	139	629	330	103	211	378	214	259	314	748
WEIGHTED BASE	1062	606	456	699	363	376	686	903	141	627	333	102*	206	382	210	264	314	748
	100%	57%	43%	66%	34%	35%	65%	85%	13%	59%	31%	10%*	19%	36%	20%	25%	30%	70%
(4) Very likely	98	68	29	81	16	57	41	69	26	60	35	3	15	23	20	40	51	47
	9%	11%	6%	12%	5%	15%	6%	8%	19%	10%	10%	3%	7%	6%	9%	15%	16%	6%
		b		d		f			g	k	k					lm	q	
(3) Fairly likely	279	168	111	204	75	106	172	232	46	165	96	18	43	90	62	84	90	189
	26%	28%	24%	29%	21%	28%	25%	26%	32%	26%	29%	17%	21%	24%	29%	32%	29%	25%
				d							k					lm		
(2) Not very likely	416	233	183	254	162	132	284	371	42	255	108	54	82	180	71	83	102	314
	39%	38%	40%	36%	45%	35%	41%	41%	29%	41%	32%	53%	40%	47%	34%	32%	33%	42%
					С		е	h		j		ij		no				р
(1) Not likely at all	138	64	74	76	62	39	99	123	11	80	43	15	31	49	31	27	43	95
	13%	11%	16%	11%	17%	10%	14%	14%	8%	13%	13%	15%	15%	13%	15%	10%	14%	13%
			a		С													
Mean	2.36	2.45	2.24	2.47	2.15	2.54	2.26	2.31	2.7	2.37	2.44	2.09	2.24	2.26	2.38	2.59	2.52	2.29
		b		d		f			g	k	k					lmn	q	
Likely (NET)	376	237	140	285	91	163	213	301	72	225	131	20	57	114	82	124	141	235
	35%	39%	31%	41%	25%	43%	31%	33%	51%	36%	39%	20%	28%	30%	39%	47%	45%	31%
		b		d		f			g	k	k				lm	lm	q	
Not likely (NET)	554	297	257	330	224	172	382	494	53	335	151	69	114	228	102	110	146	408
	52%	49%	56%	47%	62%	46%	56%	55%	37%	53%	45%	67%	55%	60%	48%	42%	46%	55%
			a		С		e	h		j		ij	0	no				р
Don't know	132	72	59	84	47	41	90	107	17	67	51	13	34	40	27	30	28	104
	12%	12%	13%	12%	13%	11%	13%	12%	12%	11%	15%	13%	17%	11%	13%	11%	9%	14%
													m					р

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j/k - l/m/n/o - p/q Overlap formulae used. * small base

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.



Table 16
Q4_8 - For each of the following, please tell us how likely, if at all, you think they are to happen? - Average house prices will fall in my area

PUBLIC

BASE: ALL ADULTS AGED 16-75 IN GREAT BRITAIN

		GEN	IDER			AGE				AGE			GENERA	ATION			G	OVERNMENT	OFFICE REGION	ı	
															BABY						
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-75	16-34	35-54	55+	GEN Z	MILLENI ALS	GEN X	BOOMER	NORTH	MIDLAND S	SOUTH	LONDON	WALES	SCOTLAN D
	TOTAL	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(I)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)
UNWEIGHTED BASE	1062	502	548	136	199	181	205	341	335	386	341	166	314	278	304	258	282	241	133	53	95
WEIGHTED BASE	1062	519	531	152	195	184	187	345	347	371	345	179	313	257	313	252	280	239	152	50*	89*
	100%	49%	50%	14%	18%	17%	18%	32%	33%	35%	32%	17%	30%	24%	29%	24%	26%	23%	14%	5%*	8%*
(4) Very likely	59	28	31	12	17	12	7	11	28	20	11	14	26	11	9	16	11	13	16	-	3
	6%	5%	6%	8%	9%	7%	4%	3%	8%	5%	3%	8%	8%	4%	3%	6%	4%	6%	10%	-	3%
(2)				g	g				j			n	n						ps	_	
(3) Fairly likely	209	115	93	29	34	37	42	66	64	79	66	34	59	56	60	50	62	45	33	5	15
	20%	22%	18%	19%	18%	20%	23%	19%	18%	21%	19%	19%	19%	22%	19%	20%	22% s	19%	22%	9%	17%
(2) Not very likely	413	203	204	55	71	67	68	152	126	135	152	66	110	92	144	89	116	100	51	25	31
	39%	39%	38%	36%	36%	36%	36%	44%	36%	36%	44%	37%	35%	36%	46%	35%	41%	42%	33%	51%	35%
															lm					r	
(1) Not likely at all	168	80	85	37	37	33	22	39	74	55	39	42	60	36	31	34	40	39	30	4	21
	16%	15%	16%	24%	19%	18%	12%	11%	21%	15%	11%	23%	19%	14%	10%	14%	14%	16%	20%	9%	23%
				fg	g	g			ij			mn	n								os
Mean	2.19	2.21	2.17	2.12	2.19	2.19	2.25	2.18	2.16	2.22	2.18	2.13	2.2	2.21	2.19	2.25 t	2.2	2.17	2.27	2.01	1.99
Likely (NET)	268	143	124	41	51	49	50	77	92	99	77	48	85	66	69	65	74	58	49	5	18
	25%	28%	23%	27%	26%	27%	27%	22%	27%	27%	22%	27%	27%	26%	22%	26%	26%	24%	32%	9%	20%
																S	S	s	S		
Not likely (NET)	581	283	289	92	107	100	90	192	199	190	192	108	170	128	175	124	156	139	81	30	52
	55%	55%	55%	61% f	55%	55%	48%	56%	58%	51%	56%	60%	54%	50%	56%	49%	56%	58%	53%	59%	58%
Don't know	213	93	117	19	37	34	48	76	55	82	76	23	59	62	69	63	50	42	23	16	20
	20%	18%	22%	12%	19%	18%	25%	22%	16%	22%	22%	13%	19%	24%	22%	25%	18%	18%	15%	31%	22%
							С	С						k	k	r				pqr	

22-087220-49 - PREDICTIONS

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j - k/l/m/n - o/p/q/r/s/t Overlap formulae used. * small base

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.



DECEMBER 2023

PUBLIC IPSOS

22-087220-49 - PREDICTIONS

Table 17
Q4_8 - For each of the following, please tell us how likely, if at all, you think they are to happen? - Average house prices will fall in my area

PUBLIC

BASE: ALL ADULTS AGED 16-75 IN GREAT BRITAIN

		SOCIAI	L GRADE	WORKIN	G STATUS	EDUC	ATION	ETHI	NICITY	N	1ARITAL STAT	US		NUMBER IN	HOUSEHOLD		CHILDREN IN	N HOUSEHOLD
		ABC1	C2DE	WORKING	NOT WORKING	GRADUAT ES	NON GRADUAT ES	WHITE	ETHNIC MINORIT Y	MARRIED /LIVING AS	SINGLE	WID/ DIV/ SEP	1	2	3	4+	YES	NO
	TOTAL	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(1)	(m)	(n)	(o)	(p)	(q)
UNWEIGHTED BASE	1062	641	421	689	373	534	528	907	139	629	330	103	211	378	214	259	314	748
WEIGHTED BASE	1062	606	456	699	363	376	686	903	141	627	333	102*	206	382	210	264	314	748
	100%	57%	43%	66%	34%	35%	65%	85%	13%	59%	31%	10%*	19%	36%	20%	25%	30%	70%
(4) Very likely	59	39	20	48	11	29	30	45	14	39	17	3	5	15	18	21	32	26
	6%	6%	4%	7%	3%	8%	4%	5%	10%	6%	5%	3%	2%	4%	9%	8%	10%	4%
				d		f			g						lm	lm	q	
(3) Fairly likely	209	129	81	145	64	89	121	173	34	134	51	24	40	61	46	62	80	130
	20%	21%	18%	21%	18%	24%	18%	19%	24%	21%	15%	24%	19%	16%	22%	24%	25%	17%
						f				j						m	q	
(2) Not very likely	413	239	173	263	150	144	269	359	51	243	134	35	78	177	64	94	87	325
	39%	39%	38%	38%	41%	38%	39%	40%	36%	39%	40%	34%	38%	46%	30%	36%	28%	43%
														no				р
(1) Not likely at all	168	85	83	105	63	58	111	139	26	90	67	11	25	55	38	51	60	109
	16%	14%	18%	15%	17%	15%	16%	15%	19%	14%	20%	11%	12%	14%	18%	19%	19%	15%
											ik					I		
Mean	2.19	2.25	2.1	2.24	2.08	2.28	2.13	2.17	2.28	2.24	2.06	2.27	2.17	2.12	2.27	2.23	2.33	2.13
		b		d		f				j							q	
Likely (NET)	268	168	101	193	75	118	151	218	48	173	68	28	44	76	65	83	112	156
	25%	28%	22%	28%	21%	31%	22%	24%	34%	28%	20%	27%	22%	20%	31%	31%	36%	21%
				d		f			g	j					lm	lm	q	
Not likely (NET)	581	324	257	368	213	201	380	498	77	333	202	46	103	231	102	145	147	434
	55%	54%	56%	53%	59%	53%	55%	55%	55%	53%	61%	45%	50%	61%	48%	55%	47%	58%
											ik			ln				р
Don't know	213	114	99	138	75	57	156	186	16	121	63	29	59	75	44	36	55	158
	20%	19%	22%	20%	21%	15%	23%	21%	11%	19%	19%	28%	28%	20%	21%	13%	18%	21%
							e	h					mo		0			

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j/k - l/m/n/o - p/q Overlap formulae used. * small base

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.



Table 18
Q4_9 - For each of the following, please tell us how likely, if at all, you think they are to happen? - There will be a detonation of a nuclear weapon during a war

PUBLIC

BASE: ALL ADULTS AGED 16-75 IN GREAT BRITAIN

		GEN	NDER	AGE					AGE			GENERA	ATION			G	OVERNMENT	OFFICE REGIO	V		
															BABY						
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-75	16-34	35-54	55+	GEN Z	MILLENI ALS	GEN X	BOOMER	NORTH	MIDLAND S	SOUTH	LONDON	WALES	SCOTLAN D
	TOTAL	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(1)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)
UNWEIGHTED BASE	1062	502	548	136	199	181	205	341	335	386	341	166	314	278	304	258	282	241	133	53	95
WEIGHTED BASE	1062	519	531	152	195	184	187	345	347	371	345	179	313	257	313	252	280	239	152	50*	89*
	100%	49%	50%	14%	18%	17%	18%	32%	33%	35%	32%	17%	30%	24%	29%	24%	26%	23%	14%	5%*	8%*
(4) Very likely	49	23	26	16	10	10	7	6	26	17	6	17	17	10	5	8	17	9	10	4	-
	5%	4%	5%	11%	5%	5%	4%	2%	8%	5%	2%	10%	5%	4%	2%	3%	6%	4%	7%	8%	-
				fg	g	g			j	j		mn	n				t		t	t	
(3) Fairly likely	200	99	98	36	48	34	26	56	84	59	56	42	73	35	50	45	52	49	27	6	20
	19%	19%	18%	24% f	25% fg	18%	14%	16%	24%	16%	16%	23% m	23%	14%	16%	18%	19%	20%	18%	12%	23%
(2) Not very likely	309	166	140	37	54	58	47	112	91	105	112	48	mn 88	69	103	73	81	60	49	11	35
(2) NOT VELY likely	29%	32%	26%	24%	28%	32%	25%	32%	26%	28%	32%	27%	28%	27%	33%	29%	29%	25%	32%	22%	40%
	25/0	3270	2070	24/0	2070	32/0	2370	32/0	20/0	2070	32/0	2770	2070	2770	3370	23/0	2570	2370	32/0	22/0	qs
(1) Not likely at all	217	136	79	29	28	38	51	71	57	89	71	33	52	67	66	49	49	53	35	13	18
(=,, ===	20%	26%	15%	19%	15%	21%	27%	20%	16%	24%	20%	19%	16%	26%	21%	20%	17%	22%	23%	26%	21%
		b					d			h				Ī							
Mean	2.1	2.02	2.21	2.34	2.28	2.11	1.91	1.99	2.31	2.01	1.99	2.3	2.24	1.93	1.98	2.06	2.19	2.09	2.11	2.04	2.03
			а	fg	fg				ij			mn	mn								
Likely (NET)	248	121	124	52	58	44	32	62	110	76	62	59	90	45	55	53	69	58	37	10	20
	23%	23%	23%	34%	30%	24%	17%	18%	32%	21%	18%	33%	29%	18%	18%	21%	25%	24%	25%	20%	23%
				fg	fg				ij			mn	mn								
Not likely (NET)	526	302	219	66	83	96	98	182	148	195	182	81	140	136	168	122	130	112	84	24	54
	49%	58%	41%	43%	42%	53%	53%	53%	43%	53%	53%	45%	45%	53%	54%	48%	46%	47%	55%	48%	60%
		b						d		h	h				I						pq
Don't know	288	96	188	34	54	43	56	100	88	100	100	39	84	76	90	77	81	69	31	16	15
	27%	18%	35%	22%	28%	24%	30%	29%	25%	27%	29%	22%	27%	29%	29%	31%	29%	29%	20%	32%	17%
			a													rt	t	t			

22-087220-49 - PREDICTIONS

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j - k/l/m/n - o/p/q/r/s/t Overlap formulae used. * small base

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.



22-087220-49 - PREDICTIONS DECEMBER 2023

PUBLIC IPSOS

Table 19
Q4_9 - For each of the following, please tell us how likely, if at all, you think they are to happen? - There will be a detonation of a nuclear weapon during a war

PUBLIC

BASE: ALL ADULTS AGED 16-75 IN GREAT BRITAIN

		SOCIAL	. GRADE	WORKIN	G STATUS	EDUC	CATION	ETHI	NICITY	N	IARITAL STAT	US		NUMBER IN	HOUSEHOLD		CHILDREN IN	HOUSEHOLD
					NOT		NON		ETHNIC	MARRIED		WID/ DIV/						
		ABC1	C2DE	WORKING	WORKING	GRADUAT ES	GRADUAT ES	WHITE	MINORIT Y	/LIVING AS	SINGLE	SEP	1	2	3	4+	YES	NO
	TOTAL	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(I)	(m)	(n)	(o)	(p)	(q)
UNWEIGHTED BASE	1062	641	421	689	373	534	528	907	139	629	330	103	211	378	214	259	314	748
WEIGHTED BASE	1062	606	456	699	363	376	686	903	141	627	333	102*	206	382	210	264	314	748
	100%	57%	43%	66%	34%	35%	65%	85%	13%	59%	31%	10%*	19%	36%	20%	25%	30%	70%
(4) Very likely	49	33	16	36	13	21	27	35	14	29	15	5	10	10	7	22	22	26
	5%	5%	3%	5%	4%	6%	4%	4%	10%	5%	4%	5%	5%	3%	3%	8%	7%	4%
									g							mn	q	
(3) Fairly likely	200	104	96	136	63	68	131	160	39	121	62	16	30	60	50	60	83	116
	19%	17%	21%	20%	17%	18%	19%	18%	27%	19%	19%	16%	14%	16%	24%	23%	26%	16%
									g						lm	lm	q	
(2) Not very likely	309	201	108	206	103	125	183	269	37	184	101	24	60	118	57	74	79	230
	29%	33% b	24%	29%	28%	33% f	27%	30%	26%	29%	30%	23%	29%	31%	27%	28%	25%	31%
(1) Not likely at all	217	115	102	149	68	77	140	189	24	122	73	21	45	93	37	42	53	164
	20%	19%	22%	21%	19%	21%	20%	21%	17%	19%	22%	21%	22%	24% o	18%	16%	17%	22%
Mean	2.1	2.12	2.08	2.11	2.09	2.12	2.1	2.06	2.37	2.12	2.08	2.07	2.03	1.96	2.18	2.31	2.31	2.01
									g						m	lm	q	
Likely (NET)	248	137	112	172	77	90	158	195	52	150	77	21	39	70	57	82	106	143
	23%	23%	24%	25%	21%	24%	23%	22%	37%	24%	23%	21%	19%	18%	27%	31%	34%	19%
									g						m	lm	q	
Not likely (NET)	526	316	210	355	171	202	323	458	61	306	174	45	105	210	94	116	132	393
	49%	52%	46%	51%	47%	54%	47%	51%	43%	49%	52%	44%	51%	55%	45%	44%	42%	53%
						f								no				р
Don't know	288	153	135	172	116	84	204	250	28	171	81	36	62	102	59	66	76	212
	27%	25%	30%	25%	32%	22%	30%	28%	20%	27%	24%	35%	30%	27%	28%	25%	24%	28%
					С		e											

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j/k - l/m/n/o - p/q Overlap formulae used. * small base

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.



Table 20
Q4_10 - For each of the following, please tell us how likely, if at all, you think they are to happen? - Most companies will increase the number of days office workers have to spend in the office

PUBLIC

BASE: ALL ADULTS AGED 16-75 IN GREAT BRITAIN

		GEN	NDER	AGE				AGE			GENERA	ATION			G	OVERNMENT	OFFICE REGIO	V			
															BABY						
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-75	16-34	35-54	55+	GEN Z	MILLENI ALS	GEN X	BOOMER	NORTH	MIDLAND S	SOUTH	LONDON	WALES	SCOTLAN D
	TOTAL	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(I)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)
UNWEIGHTED BASE	1062	502	548	136	199	181	205	341	335	386	341	166	314	278	304	258	282	241	133	53	95
WEIGHTED BASE	1062	519	531	152	195	184	187	345	347	371	345	179	313	257	313	252	280	239	152	50*	89*
	100%	49%	50%	14%	18%	17%	18%	32%	33%	35%	32%	17%	30%	24%	29%	24%	26%	23%	14%	5%*	8%*
(4) Very likely	112	76	35	20	20	20	18	33	40	38	33	23	34	24	30	18	35	18	29	6	7
	11%	15%	7%	13%	11%	11%	10%	10%	12%	10%	10%	13%	11%	9%	10%	7%	12%	7%	19%	12%	8%
		b																	oqt		
(3) Fairly likely	420	206	213	48	74	78	69	152	122	147	152	58	124	99	139	99	107	99	59	20	37
	40%	40%	40%	31%	38%	42%	37%	44%	35%	40%	44%	32%	40%	39%	45%	39%	38%	41%	39%	40%	42%
								С	-		h				k		-				
(2) Not very likely	236	106	125	40	47	51	34	63	87	85	63	48	78	51	60	60	61	52	34	8	21
	22%	20%	24%	27%	24%	28%	18%	18%	25%	23%	18%	27%	25%	20%	19%	24%	22%	22%	22%	16%	24%
(4) 5: - 1:1 1		20	22	10		fg	4.5	45	J	22	45	2.4		40	10	2.4	47		10		
(1) Not likely at all	69	39	29	19	14	6	16	15	33	22	15	24	14	19	12	24	17	11	10	1	6
	7%	7%	6%	13%	7%	3%	8%	4%	10%	6%	4%	13%	5%	8%	4%	10%	6%	5%	6%	2%	7%
NA	2.50	2.75	2.62	eg	2.65	2.72	e 2.66	2.70	J	2.60	2.70	ln 2.52	2.74	2.66	2.70	2.55	2.72	2.60	2.04	2.00	2.62
Mean	2.69	2.75	2.63	2.54	2.65	2.72	2.66	2.78	2.6	2.69	2.78	2.53	2.71	2.66	2.78	2.55	2.72	2.68	2.81	2.89	2.63
Likely (NET)	532	282	249	67	95	98	87	185	162	185	185	81	158	123	169	117	0 141	117	0 88	o 26	44
LIKETY (INET)	50%	54%	47%	44%	49%	53%	47%	54%	47%	50%	54%	45%	51%	48%	54%	46%	50%	49%	58%	52%	49%
	30%	b	4770	4470	4370	33/0	4770	3470	4770	30%	3470	45/0	31/0	4070	3470	40%	30%	4370	0	3270	4370
Not likely (NET)	305	145	154	59	61	57	50	77	120	107	77	71	92	70	71	84	78	63	44	9	27
Troc incly (IVE1)	29%	28%	29%	39%	31%	31%	27%	22%	35%	29%	22%	40%	29%	27%	23%	33%	28%	26%	29%	18%	30%
	25%	2370	2370	fσ	g g	σ σ	2770	22/0	i	2370	22/0	Imn	2370	2,70	2370	5370	2370	23/0	2370	10/0	3370
Don't know	225	93	128	25	g 39	g 28	50	83	64	78	83	27	63	63	72	51	61	59	20	15	18
Don't know	21%	18%	24%	16%	20%	15%	27%	24%	18%	21%	24%	15%	20%	25%	23%	20%	22%	25%	13%	30%	20%
	21/0	10/0	2-7,0	10/0	2070	1370	ce	<u>2</u> 4,0	10/0	21/0	2470	13/0	2070	k	25/0	20/0	22/0	r	1370	r	2070
																		•		•	

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j - k/l/m/n - o/p/q/r/s/t Overlap formulae used. * small base

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.



PUBLIC IPSOS

Table 21
Q4_10 - For each of the following, please tell us how likely, if at all, you think they are to happen? - Most companies will increase the number of days office workers have to spend in the office

PUBLIC

BASE: ALL ADULTS AGED 16-75 IN GREAT BRITAIN

		SOCIA	L GRADE	WORKIN	G STATUS	EDUC	CATION	ETHI	NICITY	N	1ARITAL STAT	US		NUMBER IN	HOUSEHOLD		CHILDREN IN	HOUSEHOLD
	TOTAL	ABC1 (a)	C2DE (b)	WORKING (c)	NOT WORKING (d)	GRADUAT ES	NON GRADUAT ES (f)	WHITE (g)	ETHNIC MINORIT Y (h)	MARRIED /LIVING AS (i)	SINGLE (j)	WID/ DIV/ SEP (k)	1 (I)	2 (m)	3 (n)	4+ (o)	YES (p)	NO (q)
UNWEIGHTED BASE	1062	641	421	689	373	534	528	907	139	629	330	103	211	378	214	259	314	748
WEIGHTED BASE	1062 100%	606 57%	456 43%	699 66%	363 34%	376 35%	686 65%	903 85%	141 13%	627 59%	333 31%	102* 10%*	206 19%	382 36%	210 20%	264 25%	314 30%	748 70%
(4) Very likely	112 11%	70 12%	42 9%	79 11%	33 9%	51 14% f	60 9%	95 10%	16 11%	73 12%	32 10%	7 6%	14 7%	36 9%	21 10%	41 16% Im	43 14% q	68 9%
(3) Fairly likely	420 40%	265 44% b	155 34%	282 40%	138 38%	158 42%	263 38%	354 39%	60 43%	271 43% i	112 34%	37 37%	76 37%	159 42%	87 42%	99 37%	132 42%	289 39%
(2) Not very likely	236 22%	126 21%	110 24%	161 23%	75 21%	87 23%	149 22%	199 22%	34 24%	130 21%	85 26%	20 20%	42 21%	85 22%	40 19%	68 26%	77 24%	159 21%
(1) Not likely at all	69 7 %	39 6%	30 7%	50 7%	19 5%	22 6%	47 7%	58 6%	11 8%	34 5%	31 9% i	4 4%	15 7%	26 7%	14 7%	14 5%	12 4%	57 8% p
Mean	2.69	2.73	2.62	2.68	2.7	2.75	2.65	2.69	2.68	2.75 j	2.56	2.69	2.6	2.67	2.7	2.75	2.78 q	2.64
Likely (NET)	532 50%	335 55% b	197 43%	361 52%	172 47%	209 56% f	323 47%	449 50%	77 54%	345 55% jk	144 43%	44 43%	90 44%	195 51%	108 51%	139 53%	175 56% q	357 48%
Not likely (NET)	305 29%	164 27%	140 31%	211 30%	94 26%	109 29%	196 29%	256 28%	45 32%	164 26%	116 35% ik	24 24%	57 28%	111 29%	54 26%	83 31%	89 28%	216 29%
Don't know	225 21%	106 18%	119 26% a	127 18%	98 27% c	58 15%	167 24% e	197 22%	20 14%	118 19%	73 22%	34 33% ij	58 28% mo	77 20%	48 23%	42 16%	50 16%	175 23% p

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j/k - l/m/n/o - p/q Overlap formulae used. * small base

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.



Table 22
Q4_11 - For each of the following, please tell us how likely, if at all, you think they are to happen? - Some countries will remove King Charles III as their Head of State

PUBLIC

BASE: ALL ADULTS AGED 16-75 IN GREAT BRITAIN

		GEN	NDER	AGE						AGE			GENERA	ATION			G	OVERNMENT	OFFICE REGIO	V	
															BABY						
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-75	16-34	35-54	55+	GEN Z	MILLENI ALS	GEN X	BOOMER	NORTH	MIDLAND S	SOUTH	LONDON	WALES	SCOTLAN D
	TOTAL	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(I)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)
UNWEIGHTED BASE	1062	502	548	136	199	181	205	341	335	386	341	166	314	278	304	258	282	241	133	53	95
WEIGHTED BASE	1062	519	531	152	195	184	187	345	347	371	345	179	313	257	313	252	280	239	152	50*	89*
	100%	49%	50%	14%	18%	17%	18%	32%	33%	35%	32%	17%	30%	24%	29%	24%	26%	23%	14%	5%*	8%*
(4) Very likely	120	71	47	20	25	24	16	34	45	41	34	23	42	25	30	27	30	22	20	11	10
	11%	14%	9%	13%	13%	13%	9%	10%	13%	11%	10%	13%	13%	10%	10%	11%	11%	9%	13%	22%	11%
		b																		opq	
(3) Fairly likely	381	190	185	53	63	58	67	140	117	124	140	65	93	92	131	83	103	89	54	13	39
	36%	37%	35%	35%	33%	31%	36%	41%	34%	34%	41%	36%	30%	36%	42%	33%	37%	37%	36%	27%	43%
															I						
(2) Not very likely	224	120	103	41	34	38	39	72	75	77	72	43	62	54	64	54	57	45	42	9	18
	21%	23%	19%	27%	17%	21%	21%	21%	22%	21%	21%	24%	20%	21%	21%	21%	20%	19%	27%	19%	21%
(1) Not likely at all	74	45	30	13	16	20	10	16	29	30	16	15	30	15	15	25	22	10	7	4	7
	7%	9%	6%	8%	8%	11%	6%	5%	8%	8%	5%	8%	9%	6%	5%	10%	8%	4%	5%	7%	8%
						g							n			q					
Mean	2.68	2.68	2.68	2.64	2.71	2.62	2.67	2.74	2.67	2.65	2.74	2.65	2.65	2.69	2.74	2.6	2.67	2.74	2.71	2.84	2.71
Likely (NET)	502	261	232	73	89	82	83	174	162	165	174	88	135	118	161	110	133	111	74	24	49
	47%	50% b	44%	48%	45%	45%	44%	51%	47%	45%	51%	49%	43%	46%	51%	44%	48%	46%	49%	49%	55%
Not likely (NET)	298	165	132	54	50	58	49	88	104	107	88	58	92	69	79	78	78	55	49	13	25
	28%	32%	25%	35%	26%	31%	26%	25%	30%	29%	25%	32%	29%	27%	25%	31%	28%	23%	32%	26%	28%
		b		g																	
Don't know	262	93	167	25	56	44	55	83	81	98	83	33	86	70	73	63	68	74	29	13	15
	25%	18%	31%	16%	29%	24%	29%	24%	23%	27%	24%	19%	27%	27%	23%	25%	24%	31%	19%	25%	17%
			а		С		С											rt			

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j - k/l/m/n - o/p/q/r/s/t Overlap formulae used. * small base

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.



PUBLIC IPSOS

Table 23
Q4_11 - For each of the following, please tell us how likely, if at all, you think they are to happen? - Some countries will remove King Charles III as their Head of State

PUBLIC

BASE: ALL ADULTS AGED 16-75 IN GREAT BRITAIN

		SOCIAI	OCIAL GRADE		G STATUS	EDUC	ATION	ETHI	NICITY	N	MARITAL STAT	US		NUMBER IN	HOUSEHOLD		CHILDREN IN	N HOUSEHOLD
		ABC1	C2DE	WORKING	NOT WORKING	CDADUATES	NON GRADUAT ES	WHITE	ETHNIC MINORIT Y	MARRIED /LIVING AS	SINGLE	WID/ DIV/ SEP	1	2	3	4+	YES	NO
	TOTAL	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(I)	(m)	(n)	(0)	(p)	(q)
UNWEIGHTED BASE	1062	641	421	689	373	534	528	907	139	629	330	103	211	378	214	259	314	748
WEIGHTED BASE	1062	606	456	699	363	376	686	903	141	627	333	102*	206	382	210	264	314	748
	100%	57%	43%	66%	34%	35%	65%	85%	13%	59%	31%	10%*	19%	36%	20%	25%	30%	70%
(4) Very likely	120	73	48	79	41	42	78	103	17	69	44	7	20	35	20	45	47	73
	11%	12%	10%	11%	11%	11%	11%	11%	12%	11%	13%	7%	10%	9%	10%	17%	15%	10%
																lmn	q	
(3) Fairly likely	381	225	156	245	136	144	237	324	52	216	123	43	83	149	71	79	96	285
	36%	37%	34%	35%	38%	38%	35%	36%	37%	34%	37%	42%	40%	39%	34%	30%	31%	38%
													0	0				р
(2) Not very likely	224	128	96	154	70	86	138	182	38	139	63	22	43	83	43	56	67	157
	21%	21%	21%	22%	19%	23%	20%	20%	27%	22%	19%	21%	21%	22%	20%	21%	21%	21%
(1) Not likely at all	74	42	33	55	20	27	47	68	7	46	25	4	9	23	19	23	34	40
	7%	7%	7%	8%	5%	7%	7%	7%	5%	7%	7%	4%	4%	6%	9%	9%	11%	5%
																	q	
Mean	2.68	2.7	2.66	2.65	2.74	2.67	2.69	2.68	2.69	2.66	2.73	2.71	2.74	2.67	2.61	2.71	2.64	2.7
Likely (NET)	502	298	204	324	178	186	315	427	69	284	167	50	103	184	91	124	144	358
	47%	49%	45%	46%	49%	50%	46%	47%	48%	45%	50%	49%	50%	48%	43%	47%	46%	48%
Not likely (NET)	298	169	129	208	90	113	185	250	45	185	88	26	52	106	62	79	101	197
	28%	28%	28%	30%	25%	30%	27%	28%	32%	29%	26%	25%	25%	28%	29%	30%	32%	26%
Don't know	262	138	124	166	96	76	186	227	28	158	78	26	51	93	58	61	70	192
	25%	23%	27%	24%	26%	20%	27%	25%	20%	25%	23%	26%	25%	24%	27%	23%	22%	26%
							е											

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j/k - l/m/n/o - p/q Overlap formulae used. * small base

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.



Table 24
Q4_12 - For each of the following, please tell us how likely, if at all, you think they are to happen? - 2024 will have the hottest summer on record

PUBLIC

BASE: ALL ADULTS AGED 16-75 IN GREAT BRITAIN

		GEN	NDER			AGE				AGE			GENERA	ATION			G	OVERNMENT	OFFICE REGIO	N	
															BABY						
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-75	16-34	35-54	55+	GEN Z	MILLENI ALS	GEN X	BOOMER	NORTH	MIDLAND S	SOUTH	LONDON	WALES	SCOTLAN D
	TOTAL	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(1)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)
UNWEIGHTED BASE	1062	502	548	136	199	181	205	341	335	386	341	166	314	278	304	258	282	241	133	53	95
WEIGHTED BASE	1062	519	531	152	195	184	187	345	347	371	345	179	313	257	313	252	280	239	152	50*	89*
	100%	49%	50%	14%	18%	17%	18%	32%	33%	35%	32%	17%	30%	24%	29%	24%	26%	23%	14%	5%*	8%*
(4) Very likely	138	71	63	36	25	24	24	29	60	48	29	39	41	30	28	36	41	19	29	5	7
	13%	14%	12%	23%	13%	13%	13%	8%	17%	13%	8%	22%	13%	12%	9%	14%	15%	8%	19%	11%	8%
				defg					j			lmn				q	q		qt		
(3) Fairly likely	434	200	229	59	80	83	66	148	139	148	148	69	127	103	136	101	104	104	58	19	49
	41%	38%	43%	39%	41%	45%	35%	43%	40%	40%	43%	39%	40%	40%	43%	40%	37%	43%	38%	38%	55% opr
(2) Not very likely	203	110	93	28	34	40	38	64	62	77	64	32	66	47	59	47	65	37	36	8	10
, ,	19%	21%	18%	18%	17%	22%	20%	19%	18%	21%	19%	18%	21%	18%	19%	19%	23%	15%	24%	15%	11%
																	qt		t		
(1) Not likely at all	68	49	20	14	18	6	12	19	31	18	19	17	18	16	16	17	17	10	13	5	5
	6%	9%	4%	9%	9%	3%	6%	6%	9%	5%	6%	10%	6%	6%	5%	7%	6%	4%	9%	11%	5%
		b		е	е				i												
Mean	2.76	2.68	2.83 a	2.85	2.72	2.82	2.73	2.72	2.78	2.78	2.72	2.82	2.76	2.75	2.73	2.77	2.74	2.78	2.75	2.64	2.83
Likely (NET)	572	270	292	95	105	107	89	177	199	196	177	108	168	133	163	137	144	123	87	24	57
	54%	52%	55%	62%	54%	58%	48%	51%	57%	53%	51%	60%	54%	52%	52%	54%	51%	52%	57%	48%	64%
				fg																	
Not likely (NET)	272	159	113	42	52	46	50	83	93	95	83	49	84	63	75	65	83	47	50	13	14
,	26%	31%	21%	28%	26%	25%	27%	24%	27%	26%	24%	27%	27%	25%	24%	26%	30%	20%	33%	26%	16%
		b													•		qt		qt		
Don't know	218	90	126	15	39	31	48	85	54	79	85	22	61	60	74	50	53	69	15	13	18
	21%	17%	24%	10%	20%	17%	26%	25%	16%	21%	25%	12%	20%	24%	24%	20%	19%	29%	10%	25%	20%
			а		С		ce	С			h			k	k	r	r	opr		r	

22-087220-49 - PREDICTIONS

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j - k/l/m/n - o/p/q/r/s/t Overlap formulae used. * small base

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.



22-087220-49 - PREDICTIONS DECEMBER 2023

PUBLIC IPSOS

13 Dec 2023

Table 25
Q4_12 - For each of the following, please tell us how likely, if at all, you think they are to happen? - 2024 will have the hottest summer on record

PUBLIC

BASE: ALL ADULTS AGED 16-75 IN GREAT BRITAIN

		SOCIAI	GRADE	WORKIN	G STATUS	EDUC	ATION	ETHI	NICITY	N	ARITAL STAT	US		NUMBER IN	HOUSEHOLD	_	CHILDREN IN	N HOUSEHOLD
		ABC1	C2DE	WORKING	NOT WORKING	GRADUAT ES	NON	WHITE	ETHNIC MINORIT Y	MARRIED /LIVING AS	SINGLE	WID/ DIV/ SEP	1	2	3	4+	YES	NO
	TOTAL	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(I)	(m)	(n)	(o)	(p)	(q)
UNWEIGHTED BASE	1062	641	421	689	373	534	528	907	139	629	330	103	211	378	214	259	314	748
WEIGHTED BASE	1062	606	456	699	363	376	686	903	141	627	333	102*	206	382	210	264	314	748
	100%	57%	43%	66%	34%	35%	65%	85%	13%	59%	31%	10%*	19%	36%	20%	25%	30%	70%
(4) Very likely	138	87	51	92	46	53	84	115	19	72	57	9	24	42	29	43	43	95
	13%	14%	11%	13%	13%	14%	12%	13%	14%	11%	17% i	9%	11%	11%	14%	16%	14%	13%
(3) Fairly likely	434	271	163	278	157	166	268	371	59	253	132	49	84	154	91	106	132	302
	41%	45% b	36%	40%	43%	44%	39%	41%	41%	40%	40%	48%	41%	40%	43%	40%	42%	40%
(2) Not very likely	203	108	95	146	58	75	129	169	32	125	62	16	36	88	31	48	60	144
	19%	18%	21%	21%	16%	20%	19%	19%	23%	20%	19%	16%	18%	23% n	15%	18%	19%	19%
(1) Not likely at all	68	29	39	49	19	22	46	54	14	36	28	4	12	14	18	24	29	39
	6%	5%	9% a	7%	5%	6%	7%	6%	10%	6%	8%	4%	6%	4%	9% m	9% m	9% q	5%
Mean	2.76	2.84 b	2.65	2.73	2.82	2.79	2.74	2.77	2.67	2.74	2.78	2.8	2.76	2.75	2.77	2.76	2.71	2.78
Likely (NET)	572	358	214	370	202	219	353	486	78	325	189	58	107	196	120	149	175	397
	54%	59% b	47%	53%	56%	58% f	51%	54%	55%	52%	57%	57%	52%	51%	57%	56%	56%	53%
Not likely (NET)	272	138	134	194	77	97	174	223	46	161	91	20	48	102	49	72	89	183
	26%	23%	29% a	28% d	21%	26%	25%	25%	33%	26%	27%	20%	23%	27%	23%	27%	28%	24%
Don't know	218	110	108	135	84	60	159	194	17	141	53	24	50	84	41	43	50	168
20.7 0 1.110 11	21%	18%	24%	19%	23%	16%	23%	21%	12%	23%	16%	23%	24%	22%	20%	16%	16%	22%
			a				e	h		j			0					p

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j/k - l/m/n/o - p/q Overlap formulae used. * small base

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.



Table 26
Q4_13 - For each of the following, please tell us how likely, if at all, you think they are to happen? - There will be a general strike in the UK

PUBLIC

BASE: ALL ADULTS AGED 16-75 IN GREAT BRITAIN

		GEN	NDER		AGE					AGE			GENERA	ATION			G	OVERNMENT	OFFICE REGIO	V	
															BABY						
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-75	16-34	35-54	55+	GEN Z	MILLENI ALS	GEN X	BOOMER	NORTH	MIDLAND S	SOUTH	LONDON	WALES	SCOTLAN D
	TOTAL	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(I)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)
UNWEIGHTED BASE	1062	502	548	136	199	181	205	341	335	386	341	166	314	278	304	258	282	241	133	53	95
WEIGHTED BASE	1062	519	531	152	195	184	187	345	347	371	345	179	313	257	313	252	280	239	152	50*	89*
	100%	49%	50%	14%	18%	17%	18%	32%	33%	35%	32%	17%	30%	24%	29%	24%	26%	23%	14%	5%*	8%*
(4) Very likely	148	65	80	34	46	34	20	14	80	54	14	42	65	28	13	38	50	19	33	4	5
	14%	12%	15%	23%	23%	19%	10%	4%	23%	14%	4%	23%	21%	11%	4%	15%	18%	8%	21%	7%	6%
				fg	fg	fg	g		ij	j		mn	mn	n		qt	qt		qst		
(3) Fairly likely	333	146	181	61	61	58	60	93	122	118	93	71	97	84	81	72	90	78	51	16	25
	31%	28%	34%	40% g	31%	31%	32%	27%	35% j	32%	27%	39% n	31%	33%	26%	29%	32%	33%	34%	32%	28%
(2) Not very likely	268	157	111	29	35	40	47	118	63	87	118	31	64	62	110	75	60	63	33	9	28
	25%	30%	21%	19%	18%	22%	25%	34%	18%	23%	34%	17%	21%	24%	35%	30%	22%	26%	21%	19%	31%
		b						cdef			hi				klm	р					
(1) Not likely at all	123	82	40	8	18	18	21	57	27	40	57	12	28	29	53	24	30	24	17	11	16
	12%	16%	7%	6%	9%	10%	11%	16%	8%	11%	16%	7%	9%	11%	17%	10%	11%	10%	11%	22%	18%
		b						cd			hi				kl					opq	0
Mean	2.58	2.43	2.73	2.92	2.84	2.72	2.53	2.23	2.88	2.62	2.23	2.91	2.78	2.55	2.21	2.59	2.69	2.5	2.75	2.3	2.27
			a	fg	fg	g	g		ij	j		mn	mn	n		t	qst		qst		
Likely (NET)	481	211	261	95	107	92	79	108	202	171	108	112	162	112	94	110	140	97	84	19	30
	45%	41%	49%	63%	55%	50%	42%	31%	58%	46%	31%	63%	52%	44%	30%	44%	50%	41%	55%	39%	34%
			a	efg	fg	g	g		ij	j		lmn	n	n			qt		oqt		
Not likely (NET)	391	239	150	37	53	58	69	174	90	126	174	43	92	92	164	100	91	87	49	20	43
	37%	46%	28%	24%	27%	32%	37%	51%	26%	34%	51%	24%	29%	36%	52%	39%	32%	36%	33%	41%	49%
		b					С	cdef		h	hi			k	klm						pr
Don't know	191	69	120	19	36	34	39	63	55	73	63	24	59	53	55	43	50	55	19	10	15
	18%	13%	23%	13%	18%	19%	21%	18%	16%	20%	18%	13%	19%	21%	18%	17%	18%	23%	12%	20%	17%
			а															r			

22-087220-49 - PREDICTIONS

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j - k/l/m/n - o/p/q/r/s/t Overlap formulae used. * small base

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.



Table 27
Q4_13 - For each of the following, please tell us how likely, if at all, you think they are to happen? - There will be a general strike in the UK

PUBLIC

BASE: ALL ADULTS AGED 16-75 IN GREAT BRITAIN

		SOCIAL	L GRADE	WORKIN	G STATUS	EDUC	CATION	ETH	NICITY	N	MARITAL STAT	US		NUMBER IN	HOUSEHOLD		CHILDREN IN	HOUSEHOLD
					NOT		NON		ETHNIC	MARRIED		WID/ DIV/						
	TOTAL	ABC1	C2DE	WORKING	WORKING		GRADUAT ES	WHITE	MINORIT Y	/LIVING AS	SINGLE	SEP	1	2	3	4+	YES	NO (=)
UNWEIGHTED BASE	TOTAL 1062	(a) 641	(b) 421	(c) 689	(d) 373	(e) 534	(f) 528	(g) 907	(h) 139	(i) 629	(j) 330	(k) 103	(I) 211	(m) 378	(n) 214	(o) 259	(p) 314	(q) 748
WEIGHTED BASE	1062	606	456	699	363	376	686	903	141	627	333	103*	206	382	214	264	314	748
WEIGHTED BASE	100%	57%	43%	66%	34%	35%	65%	85%	13%	59%	31%	10%*	19%	36%	20%	25%	30%	748
(4) Very likely	148	81	67	102	46	58	90	109	36	88	54	5	19	36	36	56	69	79
(1) very interv	14%	13%	15%	15%	13%	15%	13%	12%	26%	14%	16%	5%	9%	10%	17%	21%	22%	11%
							-2/-		g	k	k	-7-			lm	lm	a	
(3) Fairly likely	333	188	145	221	112	117	216	275	56	183	108	42	59	121	62	91	101	232
, ,	31%	31%	32%	32%	31%	31%	31%	31%	39%	29%	33%	41%	29%	32%	29%	35%	32%	31%
												i						
(2) Not very likely	268	167	101	177	90	96	171	238	26	168	74	26	60	104	41	63	68	200
	25%	28%	22%	25%	25%	26%	25%	26%	19%	27%	22%	26%	29%	27%	19%	24%	21%	27%
													n	n				
(1) Not likely at all	123	79	44	81	42	51	72	114	5	86	32	5	18	55	29	21	31	92
	12%	13%	10%	12%	11%	14%	10%	13%	4%	14%	10%	5%	9%	14%	14%	8%	10%	12%
								h		k				0				
Mean	2.58	2.53	2.66	2.59	2.56	2.56	2.59	2.52	2.99	2.52	2.69	2.6	2.51	2.44	2.63	2.79	2.78	2.49
									g		i				m	lm	q	
Likely (NET)	481	269	212	323	158	175	306	384	92	271	163	47	78	157	98	148	170	311
	45%	44%	46%	46%	44%	47%	45%	43%	65%	43%	49%	46%	38%	41%	47%	56%	54%	42%
									g							lm	q	
Not likely (NET)	391	245	145	259	132	147	243	352	32	254	106	31	78	159	70	84	98	292
	37%	40%	32%	37%	36%	39%	35%	39%	22%	40%	32%	31%	38%	42%	33%	32%	31%	39%
Don't know	191	D 01	00	117	72	F.4	137	h	10	J 102	CF	24	50	0	42	22	4.6	р
Don't know	191	91 15%	99 22%	17%	73 20%	54 14%	20%	167 18%	18 13%	102 16%	65 19%	24 23%	50 24%	67 17%	42 20%	32 12%	46 15%	144 19%
	18%	15%	22%	1/70	20%	14%	20% e	1870	13%	10%	19%	23%		1/%		12%	15%	19%
			d				е						0		0			

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j/k - l/m/n/o - p/q Overlap formulae used. * small base

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.



Table 28
Q4_14 - For each of the following, please tell us how likely, if at all, you think they are to happen? - AI will cause significant job losses within my sector

PUBLIC

BASE: ALL WORKING ADULTS AGED 16-75 IN GREAT BRITAIN

		GEN	NDER	AGE					AGE			GENER/	ATION			G	OVERNMENT	OFFICE REGIO	V		
															BABY						
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-75	16-34	35-54	55+	GEN Z	MILLENI ALS	GEN X	BOOMER	NORTH	MIDLAND S	SOUTH	LONDON	WALES	SCOTLAN D
	TOTAL	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(1)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)
UNWEIGHTED BASE	689	351	334	65	170	156	156	142	235	312	142	88	273	208	120	178	170	146	102	31	62
WEIGHTED BASE	699	364	331	79*	168	157	146	149	247	303	149	101*	274	196	129	172	173	148	117*	30**	59*
	100%	52%	47%	11%*	24%	23%	21%	21%	35%	43%	21%	14%*	39%	28%	18%	25%	25%	21%	17%*	4%**	8%*
(4) Very likely	62	35	27	10	19	12	14	7	29	27	7	11	30	14	7	13	18	13	15	1	3
	9%	10%	8%	12%	11%	8%	10%	4%	12%	9%	4%	11%	11%	7%	5%	8%	10%	9%	13%	2%	4%
					g				j												
(3) Fairly likely	178	99	78	27	49	40	28	34	76	68	34	36	75	41	26	42	42	42	39	5	8
	26%	27%	23%	34%	29%	26%	19%	23%	31%	23%	23%	36%	27%	21%	21%	24%	25%	28%	33%	17%	14%
				f					i			mn							t		
(2) Not very likely	222	114	106	22	50	58	44	48	72	102	48	31	82	65	44	50	47	52	39	11	24
	32%	31%	32%	28%	30%	37%	30%	32%	29%	34%	32%	30%	30%	33%	34%	29%	27%	35%	33%	36%	40%
(1) Not likely at all	133	75	57	13	26	26	37	31	39	63	31	14	47	43	29	36	38	25	14	5	15
	19%	21%	17%	16%	16%	16%	25%	21%	16%	21%	21%	14%	17%	22%	22%	21%	22%	17%	12%	15%	26%
							d														r
Mean	2.28	2.29	2.28	2.47	2.42	2.29	2.16	2.13	2.44	2.23	2.13	2.48	2.38	2.16	2.1	2.23	2.28	2.32	2.51	2.08	1.97
				g	fg				ij			mn	mn					t	ot		
Likely (NET)	240	134	105	37	68	53	42	41	105	95	41	47	105	55	33	55	61	54	54	6	11
	34%	37%	32%	46%	41%	34%	29%	27%	42%	31%	27%	47%	38%	28%	26%	32%	35%	37%	46%	19%	19%
				fg	fg				ij			mn	mn				t	t	ot		
Not likely (NET)	355	190	163	35	76	83	81	79	111	164	79	45	129	108	73	86	85	77	53	15	39
	51%	52%	49%	45%	45%	53%	55%	53%	45%	54%	53%	44%	47%	55%	57%	50%	49%	52%	45%	51%	66%
																					opr
Don't know	104	40	64	7	24	21	23	29	31	44	29	9	40	32	23	32	27	16	10	9	9
	15%	11%	19%	9%	14%	13%	16%	19%	13%	14%	19%	8%	15%	17%	18%	18%	16%	11%	9%	30%	15%
			a													r					

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j - k/l/m/n - o/p/q/r/s/t Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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.



PUBLIC IPSOS

13 Dec 2023

Table 29
Q4_14 - For each of the following, please tell us how likely, if at all, you think they are to happen? - Al will cause significant job losses within my sector

PUBLIC

BASE: ALL WORKING ADULTS AGED 16-75 IN GREAT BRITAIN

		SOCIAI	L GRADE	WORKIN	G STATUS	EDUC	ATION	ETHI	NICITY	N	IARITAL STAT	US		NUMBER IN	HOUSEHOLD		CHILDREN IN	N HOUSEHOLD
					NOT		NON		ETHNIC	MARRIED		WID/ DIV/						
	TOTAL	ABC1 (a)	C2DE (b)	WORKING (c)	WORKING (d)	GRADUAT ES (e)	GRADUAT ES (f)	WHITE (g)	MINORIT Y (h)	/LIVING AS (i)	SINGLE (j)	SEP (k)	1 (I)	2 (m)	3 (n)	4+ (o)	YES (p)	NO (q)
UNWEIGHTED BASE	689	461	228	689	- -	398	291	588	91	434	203	52	126	228	159	176	255	434
WEIGHTED BASE	699	432	267	699	_**	294	405	599	90*	430	215	54*	131	232	156	180	253	446
	100%	62%	38%	100%		42%	58%	86%	13%*	62%	31%	8%*	19%	33%	22%	26%	36%	64%
(4) Very likely	62	45	17	62	-	34	29	51	11	38	22	3	9	14	18	22	31	31
	9%	11%	6%	9%	-	11%	7%	9%	12%	9%	10%	5%	7%	6%	11%	12%	12%	7%
																m	q	
(3) Fairly likely	178	107	71	178	-	80	98	139	38	114	49	15	32	46	48	53	85	93
	26%	25%	27%	26%	-	27%	24%	23%	42%	27%	23%	28%	24%	20%	31%	29%	34%	21%
									g						m	m	q	
(2) Not very likely	222	144	78	222	-	104	118	194	22	138	64	20	42	85	47	48	63	159
	32%	33%	29%	32%	-	35%	29%	32%	24%	32%	30%	37%	32%	37%	30%	27%	25%	36% p
(1) Not likely at all	133	68	65	133	-	48	84	122	10	83	42	8	21	52	21	39	44	89
,	19%	16%	24%	19%	-	16%	21%	20%	11%	19%	19%	14%	16%	22%	13%	22%	17%	20%
			а											n				
Mean	2.28	2.36	2.17	2.28	-	2.37	2.22	2.24	2.62	2.28	2.29	2.29	2.27	2.11	2.47	2.35	2.46	2.18
		b							g						m	m	q	
Likely (NET)	240	153	88	240	-	114	127	190	49	152	71	18	41	59	66	74	116	124
	34%	35%	33%	34%	-	39%	31%	32%	55%	35%	33%	33%	31%	26%	42%	41%	46%	28%
									g						m	m	q	
Not likely (NET)	355	212	143	355	-	152	202	316	32	221	106	27	63	136	67	88	106	249
	51%	49%	54%	51%	-	52%	50%	53%	35%	51%	49%	51%	48%	59%	43%	49%	42%	56%
								h						n				р
Don't know	104	67	36	104	-	28	76	93	9	57	38	8	27	36	23	18	30	73
	15%	16%	14%	15%	-	9%	19%	15%	10%	13%	18%	16%	21%	15%	15%	10%	12%	16%
							е						0					

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j/k - l/m/n/o - p/q Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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.



Table 30
Q4_15 - For each of the following, please tell us how likely, if at all, you think they are to happen? - The UK will come top 3 in Eurovision

PUBLIC

BASE: ALL ADULTS AGED 16-75 IN GREAT BRITAIN

		GEN	IDER	AGE					AGE			GENER	ATION			G	OVERNMENT	OFFICE REGIO	V		
															BABY						
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-75	16-34	35-54	55+	GEN Z	MILLENI ALS	GEN X	BOOMER	NORTH	MIDLAND S	SOUTH	LONDON	WALES	SCOTLAN D
	TOTAL	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(1)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)
UNWEIGHTED BASE	1062	502	548	136	199	181	205	341	335	386	341	166	314	278	304	258	282	241	133	53	95
WEIGHTED BASE	1062	519	531	152	195	184	187	345	347	371	345	179	313	257	313	252	280	239	152	50*	89*
	100%	49%	50%	14%	18%	17%	18%	32%	33%	35%	32%	17%	30%	24%	29%	24%	26%	23%	14%	5%*	8%*
(4) Very likely	49	31	16	17	19	10	3	1	36	13	1	20	25	4	1	17	16	2	11	1	2
	5%	6%	3%	11%	10%	5%	1%	*	10%	3%	*	11%	8%	2%	*	7%	6%	1%	8%	1%	2%
		b		fg	fg	fg			ij	j		mn	mn			q	q		q		
(3) Fairly likely	120	67	52	29	33	30	8	19	62	38	19	37	49	18	16	26	35	22	29	5	3
	11%	13%	10%	19%	17%	16%	5%	6%	18%	10%	6%	20%	16%	7%	5%	10%	12%	9%	19%	9%	3%
				fg	fg	fg			ij	j		mn	mn				t		oqt		
(2) Not very likely	275	137	136	39	47	55	41	92	86	96	92	45	87	57	85	70	63	71	41	5	24
	26%	26%	26%	26%	24%	30%	22%	27%	25%	26%	27%	25%	28%	22%	27%	28%	22%	30%	27%	10%	27%
(4) 21 . 12 . 13		405	222	20	50	62	100	460	0.0	150	450	22	0.5	420		S		S	S	22	S
(1) Not likely at all	407	195	209	30	52	62	100	163	83	162	163	33	95	130	149	94	114	97	35	22	45
	38%	38%	39%	20%	27%	34%	53%	47%	24%	44%	47%	19%	30%	51% kl	48% kl	37%	41%	41%	23%	44%	50%
Mann	1.78	1.04	1.7	2.20	2.12	1.02	cde 1.43	cde	2.10	h 1.68	1.49	2.22	K 2.01	***	•••	1.04	r 1.70	1.64	2.15	1.5	or
Mean	1.78	1.84	1.7	2.29	2.12	1.92	1.43	1.49	2.19	1.08	1.49	2.32	2.01	1.51	1.48	1.84	1.79	1.64	2.15	1.5	1.48
		D		efg	fg	fg			ij	J		lmn	mn			qt	τ		opq		
Likely (NET)	169	97	68	46	52	40	11	20	98	51	20	56	73	22	17	43	51	25	st 41	5	5
LIKETY (IVLT)	16%	19%	13%	31%	27%	22%	6%	6%	28%	14%	6%	31%	23%	9%	5%	17%	18%	10%	27%	11%	5%
	10%	b	13/0	5170 fa	fg	fg	070	070	2870 ii	1470 i	070	mn	mn	370	3/0	qt		10/0	oqst	11/0	370
Not likely (NET)	682	332	345	69	100	117	141	255	169	258	255	79	181	187	235	164	qt 177	168	76	27	69
Trot incly (IVET)	64%	64%	65%	46%	51%	64%	76%	74%	49%	70%	74%	44%	58%	73%	75%	65%	63%	70%	50%	55%	78%
	04/0	04/0	03/0	70/0	31/0	cd	cde	cde	75/0	/0/0 h	, , , ,	77/0	J070 k	kl	, 5, 0 kl	r	r	rs	3070	33/0	oprs
Don't know	211	90	117	36	43	27	35	70	79	62	70	44	59	47	61	45	52	46	35	17	15
Don't know	20%	17%	22%	24%	22%	15%	19%	20%	23%	17%	20%	25%	19%	18%	19%	18%	19%	19%	23%	35%	17%
	20%	1770	22/0	2.470	22/0	1370	1370	2370	2370	1770	2370	25/0	1370	13/0	1370	10/0	1370	1370	2370	opqt	1770
																				υρηι	

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j - k/l/m/n - o/p/q/r/s/t Overlap formulae used. * small base

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.



PUBLIC

22-087220-49 - PREDICTIONS DECEMBER 2023 PUBLIC IPSOS

Table 31
Q4_15 - For each of the following, please tell us how likely, if at all, you think they are to happen? - The UK will come top 3 in Eurovision

BASE: ALL ADULTS AGED 16-75 IN GREAT BRITAIN

		SOCIAI	SOCIAL GRADE		G STATUS	EDUC	ATION	ETHI	NICITY	N	ARITAL STAT	US		NUMBER IN	HOUSEHOLD		CHILDREN IN	I HOUSEHOLD
		ABC1	C2DE	WORKING	NOT WORKING		NON GRADUAT ES	WHITE	ETHNIC MINORIT Y	MARRIED /LIVING AS	SINGLE	WID/ DIV/ SEP	1	2	3	4+	YES	NO
	TOTAL	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(1)	(m)	(n)	(o)	(p)	(q)
UNWEIGHTED BASE	1062	641	421	689	373	534	528	907	139	629	330	103	211	378	214	259	314	748
WEIGHTED BASE	1062	606	456	699	363	376	686	903	141	627	333	102*	206	382	210	264	314	748
	100%	57%	43%	66%	34%	35%	65%	85%	13%	59%	31%	10%*	19%	36%	20%	25%	30%	70%
(4) Very likely	49	25	24	41	9	25	24	28	19	30	20	-	2	7	14	26	36	14
	5%	4%	5%	6%	2%	7%	4%	3%	14%	5%	6%	-	1%	2%	7%	10%	11%	2%
				d		f			g	k	k				lm	lm	q	
(3) Fairly likely	120	76	44	84	36	54	66	81	38	73	38	9	18	19	35	48	61	59
	11%	13%	10%	12%	10%	14%	10%	9%	27%	12%	12%	9%	9%	5%	17%	18%	19%	8%
						f			g						lm	lm	q	
(2) Not very likely	275	157	118	183	91	104	171	248	25	157	90	27	51	101	45	78	79	196
	26%	26%	26%	26%	25%	28%	25%	27% h	18%	25%	27%	26%	25%	26%	21%	30%	25%	26%
(1) Not likely at all	407	241	167	267	140	129	278	380	20	263	104	40	78	187	77	67	89	319
	38%	40%	37%	38%	39%	34%	41%	42%	14%	42%	31%	39%	38%	49%	36%	25%	28%	43%
							e	h		i			О	lno	0			р
Mean	1.78	1.77	1.79	1.82	1.69	1.92	1.7	1.67	2.55	1.75	1.89	1.59	1.62	1.51	1.93	2.15	2.16	1.61
						f			g		k				lm	lmn	q	
Likely (NET)	169	102	68	124	45	79	90	109	57	102	58	9	20	26	49	74	96	73
	16%	17%	15%	18%	12%	21%	13%	12%	41%	16%	17%	9%	10%	7%	23%	28%	31%	10%
				d		f			g		k				lm	lm	q	
Not likely (NET)	682	398	284	451	231	233	449	628	45	420	195	67	129	287	121	145	168	514
	64%	66%	62%	65%	64%	62%	65%	70%	32%	67%	59%	66%	63%	75%	58%	55%	53%	69%
								h		i				lno				р
Don't know	211	106	104	124	87	64	147	166	39	104	80	26	57	69	40	45	50	161
	20%	18%	23%	18%	24%	17%	21%	18%	27%	17%	24%	26%	28%	18%	19%	17%	16%	21%
			а		С				g		i	i	mno					

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j/k - l/m/n/o - p/q Overlap formulae used. * small base

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.



Table 32
Q4_16 - For each of the following, please tell us how likely, if at all, you think they are to happen? - Great Britain will rank top 3 in the number of medals won at the 2024 Olympics

PUBLIC

BASE: ALL ADULTS AGED 16-75 IN GREAT BRITAIN

		GEN	NDER	AGE					AGE			GENERA	ATION			G	OVERNMENT	OFFICE REGIO	V		
															BABY						
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-75	16-34	35-54	55+	GEN Z	MILLENI ALS	GEN X	BOOMER	NORTH	MIDLAND S	SOUTH	LONDON	WALES	SCOTLAN D
	TOTAL	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(I)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)
UNWEIGHTED BASE	1062	502	548	136	199	181	205	341	335	386	341	166	314	278	304	258	282	241	133	53	95
WEIGHTED BASE	1062	519	531	152	195	184	187	345	347	371	345	179	313	257	313	252	280	239	152	50*	89*
	100%	49%	50%	14%	18%	17%	18%	32%	33%	35%	32%	17%	30%	24%	29%	24%	26%	23%	14%	5%*	8%*
(4) Very likely	49	32	16	9	23	12	3	2	31	15	2	10	32	5	2	11	15	4	15	2	2
	5%	6%	3%	6%	12%	6%	2%	1%	9%	4%	1%	5%	10%	2%	1%	4%	5%	2%	10%	5%	2%
		b		g	fg	fg			ij	j		n	mn				q		qt		
(3) Fairly likely	236	113	121	46	57	53	28	53	103	81	53	52	90	50	45	60	73	44	42	5	12
	22%	22%	23%	30%	29%	29%	15%	15%	30%	22%	15%	29%	29%	20%	14%	24%	26%	19%	28%	11%	14%
(0) 11 1		404	476	fg	fg	fg		455	ij	J	455	mn	mn		4.0	S	st		st		20
(2) Not very likely	375	194	176	45	42	66	67	155	87	133	155	52	91	82	149	93	90	101	42	19	30
	35%	37%	33%	30%	21%	36%	36%	45%	25%	36%	45% hi	29%	29%	32%	48%	37%	32%	42%	28%	38%	34%
(1) Not likely at all	100	OF.	88	10	29	24	d 40	cd 72	48	h	72	26	20	60	klm 61	46	42	pr	25	11	29
(1) NOT likely at all	185 17%	95 18%	% 16%	19 12%	15%	13%	22%	21%	14%	65 17%	21%	26 15%	38 12%	60 23%	19%	18%	15%	32 13%	16%	11 23%	32%
	17/6	10%	10%	12/0	13/6	13/0	ce	21/0	14/0	17/0	21/0 h	13/0	12/0	2370 kl	15/6	10%	13%	15/6	10%	23/0	
Mean	2.18	2.19	2.17	2.38	2.48	2.33	1.96	1.95	2.43	2.16	1.95	2.32	2.46	2	1.95	2.17	2.27	2.11	2.38	1.97	opqr 1.82
Wedi	2.10	2.13	2.17	fg fg	fg	fg	1.50	1.55	ii	i.	1.55	mn	mn	2	1.55	t	st	†	qst	1.57	1.02
Likely (NET)	285	145	138	55	79	65	32	55	134	96	55	61	122	55	47	71	87	48	57	8	14
	27%	28%	26%	36%	41%	35%	17%	16%	39%	26%	16%	34%	39%	21%	15%	28%	31%	20%	38%	15%	16%
				fg	fg	fg			ij	i		mn	mn			t	qst		qst		
Not likely (NET)	559	289	263	64	71	90	107	227	135	197	227	79	129	142	210	139	132	133	67	30	59
, , ,	53%	56%	50%	42%	37%	49%	57%	66%	39%	53%	66%	44%	41%	55%	67%	55%	47%	56%	44%	60%	66%
						d	cd	cde		h	hi			kl	klm			r			pr
Don't know	218	84	130	33	44	29	48	64	77	77	64	39	62	60	56	43	61	58	28	12	16
	20%	16%	25%	22%	23%	16%	26%	18%	22%	21%	18%	22%	20%	23%	18%	17%	22%	24%	18%	24%	18%
			a				е														

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j - k/l/m/n - o/p/q/r/s/t Overlap formulae used. * small base

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.



PUBLIC IPSOS

13 Dec 2023

Table 33
Q4_16 - For each of the following, please tell us how likely, if at all, you think they are to happen? - Great Britain will rank top 3 in the number of medals won at the 2024 Olympics

PUBLIC

BASE: ALL ADULTS AGED 16-75 IN GREAT BRITAIN

		SOCIAL	SOCIAL GRADE		G STATUS	EDUC	ATION	ETHI	NICITY	N	1ARITAL STAT	US		NUMBER IN	HOUSEHOLD		CHILDREN IN	N HOUSEHOLD
			2225		NOT	00.40	NON		ETHNIC	MARRIED	0111015	WID/ DIV/					V56	110
	TOTAL	ABC1 (a)	C2DE (b)	WORKING (c)	WORKING (d)	GRADUAT ES (e)	GRADUAT ES (f)	WHITE (g)	MINORIT Y (h)	/LIVING AS (i)	SINGLE (i)	SEP (k)	1 (I)	(m)	3 (n)	4+ (o)	YES (p)	NO (q)
UNWEIGHTED BASE	101AL 1062	(a) 641	421	689	373	534	528	907	139	629	330	103	211	378	214	259	(p) 314	748
WEIGHTED BASE	1062	606	456	699	363	376	686	903	141	627	333	102*	206	382	210	264	314	748
WEIGHTED BASE	100%	57%	43%	66%	34%	35%	65%	85%	13%	59%	31%	10%*	19%	36%	20%	25%	30%	70%
(4) Very likely	49	33	15	40	8	32	16	37	12	35	13	1	4	6	14	25	35	14
	5%	5%	3%	6%	2%	9%	2%	4%	8%	6%	4%	1%	2%	2%	6%	10%	11%	2%
				d		f			g						lm	lm	q	
(3) Fairly likely	236	129	107	171	65	81	155	182	52	142	78	17	37	70	49	80	96	141
	22%	21%	23%	25%	18%	22%	23%	20%	37%	23%	23%	17%	18%	18%	24%	30%	31%	19%
				d					g							lm	q	
(2) Not very likely	375	231	144	226	148	130	245	338	33	220	108	46	77	166	67	65	77	297
	35%	38%	32%	32%	41%	35%	36%	37%	23%	35%	33%	45%	37%	43%	32%	25%	25%	40%
		b			С			h				j	0	no				р
(1) Not likely at all	185	103	82	126	59	68	117	166	17	106	60	18	36	76	32	40	45	139
	17%	17%	18%	18%	16%	18%	17%	18%	12%	17%	18%	18%	18%	20%	15%	15%	14%	19%
Mean	2.18	2.19	2.16	2.22	2.08	2.25	2.13	2.12	2.52	2.21	2.16	2.01	2.05	2.02	2.27	2.43	2.47	2.05
L'I d (NET)	205	462	422	d	72	112	472	240	g	477	00	40	40	76	lm	lm 100	q	455
Likely (NET)	285 27%	162 27%	123 27%	212 30%	73 20%	113 30%	172 25%	219 24%	64 45%	177 28%	90 27%	18 17%	40 20%	76 20%	63 30%	106 40%	130 42%	155 21%
	2/%	2/%	2/%	d d	20%	30%	25%	24%		28% L	2/%	1/%	20%	20%	Im	40% lmn		21%
Not likely (NET)	559	333	226	352	207	198	362	504	g 50	326	169	65	113	242	100	105	123	437
INOCHREIS (INET)	53%	55%	50%	50%	57%	53%	53%	56%	35%	52%	51%	63%	55%	63%	47%	40%	39%	58%
	33/6	3370	3070	3070	3770	33/0	3370	50% h	33/0	32/0	31/0	ii	0	no	4770	70/0	3370	p
Don't know	218	110	108	135	83	65	152	180	28	124	74	20	52	64	47	54	61	157
	20%	18%	24%	19%	23%	17%	22%	20%	20%	20%	22%	19%	25%	17%	23%	20%	19%	21%
			a										m					

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j/k - l/m/n/o - p/q Overlap formulae used. * small base

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.



Table 34
Q4_17 - For each of the following, please tell us how likely, if at all, you think they are to happen? - The England Men's football team will win the 2024 UEFA European Championship

PUBLIC

BASE: ALL ADULTS AGED 16-75 IN GREAT BRITAIN

		GEN	IDER	AGE					AGE			GENERA	ATION			G	OVERNMENT	OFFICE REGIO	N		
															BABY						
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-75	16-34	35-54	55+	GEN Z	MILLENI ALS	GEN X	BOOMER	NORTH	MIDLAND S	SOUTH	LONDON	WALES	SCOTLAN D
	TOTAL	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(1)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)
UNWEIGHTED BASE	1062	502	548	136	199	181	205	341	335	386	341	166	314	278	304	258	282	241	133	53	95
WEIGHTED BASE	1062	519	531	152	195	184	187	345	347	371	345	179	313	257	313	252	280	239	152	50*	89*
	100%	49%	50%	14%	18%	17%	18%	32%	33%	35%	32%	17%	30%	24%	29%	24%	26%	23%	14%	5%*	8%*
(4) Very likely	75	43	31	18	25	16	14	3	43	29	3	23	33	17	3	23	16	11	21	3	1
	7%	8%	6%	12%	13%	8%	7%	1%	12%	8%	1%	13%	10%	7%	1%	9%	6%	5%	14%	5%	2%
(2)				g	g	g	g		j	j		mn	n	n		t			pqt		
(3) Fairly likely	168	97	68	36	43	38	18	33	79	56	33	43	67	28	30	46	49	40	26	4	4
	16%	19%	13%	24%	22%	20%	10%	10%	23%	15%	10%	24%	21%	11%	10%	18%	17%	17%	17%	7%	5%
(2) Not as a libration	250	b	467	fg	fg	fg		422	IJ 04	J 426	422	mn	mn	02	422	t	t	t	t sa	47	22
(2) Not very likely	359	191	167	41	50 260/	69 2007	66	132	91	136	132	49	94	93	123	81	93	85	51	17	33
	34%	37%	31%	27%	26%	38%	36%	38%	26%	37%	38%	27%	30%	36%	39% kl	32%	33%	35%	33%	35%	37%
(1) Not likely at all	222	112	100	20	25	u ar	d 42	cd	r.r.	h	11	20	F.7	CO	79	F2	Γ.4	42	25	12	34
(1) Not likely at all	21%	113 22%	108 20%	20 13%	35 18%	35 19%	42 23%	89 26%	55 16%	77 21%	89 26%	26 14%	57 18%	60 23%	79 25%	52 21%	54 19%	43 18%	25 17%	13 25%	39%
	21/0	22/0	20%	15/0	10/0	15/0	23/0	20%	10%	21/0	20% h	14/0	10/0	23/0 k	23/0	21/0	15/0	10/0	17/0	23/0	
Mean	2.12	2.16	2.06	2.46	2.37	2.21	2.02	1.8	2.41	2.12	1.8	2.44	2.3	2.01	1.82	2.19	2.13	2.1	2.35	1.9	opqr 1.62
ivicali	2.12	2.10	2.00	fg	fg	2.21	σ.02	1.0	2.41 ii	2.12 i	1.6	mn	mn	2.01 n	1.02	± ±	2.13 †	+	qst	1.9	1.02
Likely (NET)	243	140	99	55	67	53	32	36	122	85	36	66	100	44	33	69	64	51	47	6	6
Likely (NET)	23%	27%	19%	36%	34%	29%	17%	10%	35%	23%	10%	37%	32%	17%	11%	27%	23%	21%	31%	13%	6%
	20,0	b	1370	fg	fg	fg	ρ	20/0	ii	i	20/0	mn	mn	n	22/5	st	t	t	qst	20,0	0,0
Not likely (NET)	581	303	275	61	85	105	109	221	146	213	221	75	151	152	202	133	146	128	76	30	67
, (,	55%	58%	52%	40%	44%	57%	58%	64%	42%	58%	64%	42%	48%	59%	65%	53%	52%	53%	50%	60%	75%
		b				cd	cd	cd	-	h	h			kl	kl						opqr
Don't know	238	76	157	36	42	26	46	88	78	72	88	39	62	60	77	50	69	60	28	13	16
	22%	15%	30%	24%	22%	14%	25%	25%	23%	19%	25%	22%	20%	23%	25%	20%	25%	25%	19%	27%	18%
			а	е			е	е													

22-087220-49 - PREDICTIONS

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j - k/l/m/n - o/p/q/r/s/t Overlap formulae used. * small base

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.



PUBLIC

Table 35
Q4_17 - For each of the following, please tell us how likely, if at all, you think they are to happen? - The England Men's football team will win the 2024 UEFA European Championship

BASE: ALL ADULTS AGED 16-75 IN GREAT BRITAIN

		SOCIAI	L GRADE	WORKIN	G STATUS	EDUC	ATION	ETHI	NICITY	N	MARITAL STAT	US		NUMBER IN	HOUSEHOLD		CHILDREN IN	N HOUSEHOLD
					NOT		NON		ETHNIC	MARRIED		WID/ DIV/						
	TOTAL	ABC1 (a)	C2DE (b)	WORKING (c)	WORKING (d)	GRADUAT ES (e)	GRADUAT ES (f)	WHITE (g)	MINORIT Y (h)	/LIVING AS (i)	SINGLE (j)	SEP (k)	1 (I)	2 (m)	3 (n)	4+ (o)	YES (p)	NO (q)
UNWEIGHTED BASE	1062	641	421	689	373	534	528	907	139	629	330	103	211	378	214	259	314	748
WEIGHTED BASE	1062 100%	606 57%	456 43%	699 66%	363 34%	376 35%	686 65%	903 85%	141 13%	627 59%	333 31%	102* 10%*	206 19%	382 36%	210 20%	264 25%	314 30%	748 70%
(4) Very likely	75	50	25	64	11	31	45	53	22	44	26	5	11	8	25	31	39	36
(1,121,11121,	7%	8%	5%	9%	3%	8%	6%	6%	16%	7%	8%	5%	5%	2%	12%	12%	12%	5%
				d					g						lm	lm	q	
(3) Fairly likely	168	97	71	127	41	71	96	128	39	108	53	7	15	46	44	63	88	80
	16%	16%	16%	18%	11%	19%	14%	14%	28%	17%	16%	7%	7%	12%	21%	24%	28%	11%
(2) 21		240	150	d	400	†	2.40	222	g	k	k			104	lm	lm	q	267
(2) Not very likely	359 34%	210 35%	150 33%	229 33%	130 36%	119 32%	240 35%	320 35% h	33 24%	202 32%	114 34%	44 43%	80 39%	134 35%	62 30%	83 31%	93 29%	267 36%
(1) Not likely at all	222	125	96	141	80	85	136	202	16	138	64	20	44	109	36	33	45	177
(2)	21%	21%	21%	20%	22%	23%	20%	22% h	11%	22%	19%	20%	21%	28% no	17%	13%	14%	24% p
Mean	2.12	2.15	2.07	2.2	1.94	2.16	2.09	2.05	2.61	2.12	2.16	1.95	1.95	1.85	2.34	2.44	2.46	1.96
l l l		2.23	2.07	d	2.5 .	2.20	2.03	2.00	g		2.20	1.55	2.55	2.00	Im	lm	q	2.50
Likely (NET)	243	147	96	191	52	102	141	181	61	153	79	11	26	54	68	95	127	117
	23%	24%	21%	27%	14%	27%	21%	20%	43%	24%	24%	11%	13%	14%	33%	36%	40%	16%
				d		f			g	k	k				lm	lm	q	
Not likely (NET)	581	335	246	370	210	204	377	522	50	340	177	64	124	243	98	116	138	443
	55%	55%	54%	53%	58%	54%	55%	58%	35%	54%	53%	62%	60%	64%	47%	44%	44%	59%
Don't know	220	124	111	138	100	70	169	h 200	21	135	76	27	no	no or	11	ГА	Γ0	p
DON CKNOW	238 22%	124 21%	114 25%	20%	100 28%	70 19%	168 25%	200	31 22%	21%	23%	27 27%	56 27%	85 22%	44 21%	54 20%	50 16%	188 25%
	22/0	21/0	23/0	2076	26% C	19/0	e e	22/0	22/0	21/0	23/0	21/0	21/0	22/0	21/0	2076	1076	23% p

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j/k - l/m/n/o - p/q Overlap formulae used. * small base

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.



Table 36
Q4_18 - For each of the following, please tell us how likely, if at all, you think they are to happen? - My workplace will carry out at least some of its activities in virtual reality

PUBLIC

BASE: ALL WORKING ADULTS AGED 16-75 IN GREAT BRITAIN

		GEN	IDER	AGE						AGE			GENERA	ATION			G	OVERNMENT	OFFICE REGIO	N	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-75	16-34	35-54	55+	GEN Z	MILLENI ALS	GEN X	BABY BOOMER	NORTH	MIDLAND S	SOUTH	LONDON	WALES	SCOTLAN D
	TOTAL	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(i)	(k)	(I)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)
UNWEIGHTED BASE	689	351	334	65	170	156	156	142	235	312	142	88	273	208	120	178	170	146	102	31	62
WEIGHTED BASE	699	364	331	79*	168	157	146	149	247	303	149	101*	274	196	129	172	173	148	117*	30**	59*
WEIGHTED BASE	100%	52%	47%	11%*	24%	23%	21%	21%	35%	43%	21%	14%*	39%	28%	18%	25%	25%	21%	17%*	4%**	8%*
(4) Very likely	57	28	28	8	22	15	8	4	29	23	4	11	32	11	3	12	17	9	14	1	4
(1, 121,)	8%	8%	8%	10%	13%	9%	6%	3%	12%	8%	3%	11%	12%	6%	2%	7%	10%	6%	12%	3%	7%
					fg	g			i			n	mn								
(3) Fairly likely	145	72	72	20	39	42	22	22	59	64	22	23	69	34	19	40	34	27	35	2	7
	21%	20%	22%	25%	23%	27%	15%	15%	24%	21%	15%	23%	25%	17%	15%	23%	20%	18%	30%	8%	12%
						fg							n						t		
(2) Not very likely	158	86	71	19	41	33	34	31	60	67	31	28	58	44	28	33	42	32	27	8	15
	23%	24%	22%	24%	24%	21%	23%	21%	24%	22%	21%	28%	21%	22%	22%	19%	24%	22%	23%	27%	26%
(1) Not likely at all	237	138	98	24	44	49	57	62	69	106	62	29	78	77	53	65	50	52	33	11	26
	34%	38%	30%	31%	26%	31%	39%	42%	28%	35%	42%	28%	28%	39%	41%	38%	29%	35%	28%	35%	45%
		b					d	d			h			1	1						pr
Mean	2.04	1.97	2.11	2.16	2.26	2.17	1.84	1.74	2.23	2.02	1.74	2.18	2.23	1.87	1.73	1.99	2.13	1.93	2.27	1.7	1.79
				g	fg	fg			ij	j		mn	mn						oqt		
Likely (NET)	202	100	100	28	60	57	30	26	88	87	26	34	101	45	22	52	51	35	49	3	11
	29%	28%	30%	35%	36%	36%	21%	18%	36%	29%	18%	34%	37%	23%	17%	30%	30%	24%	42%	11%	19%
				fg	fg	fg			j	j		n	mn						qt		
Not likely (NET)	394	223	169	43	85	81	91	93	129	172	93	56	136	121	81	97	92	85	60	19	42
	56%	61%	51%	55%	51%	52%	63%	63%	52%	57%	63%	56%	50%	62%	63%	57%	53%	57%	51%	63%	71%
		b					d	d						I	I						pr
Don't know	103	40	62	8	23	19	24	29	30	43	29	11	37	30	25	23	30	28	8	8	6
	15%	11%	19%	10%	13%	12%	17%	20%	12%	14%	20%	10%	14%	15%	20%	14%	17%	19%	7%	27%	10%
			a														r	r			

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j - k/l/m/n - o/p/q/r/s/t Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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.



PUBLIC IPSOS

Table 37
Q4_18 - For each of the following, please tell us how likely, if at all, you think they are to happen? - My workplace will carry out at least some of its activities in virtual reality

PUBLIC

BASE: ALL WORKING ADULTS AGED 16-75 IN GREAT BRITAIN

		SOCIAI	L GRADE	WORKIN	G STATUS	EDUC	ATION	ETHI	NICITY	N	MARITAL STAT	US		NUMBER IN	HOUSEHOLD		CHILDREN IN	N HOUSEHOLD
		ABC1	C2DE	WORKING	NOT WORKING	GRADUAT ES	NON GRADUAT FS	WHITE	ETHNIC MINORIT Y	MARRIED /LIVING AS	SINGLE	WID/ DIV/ SEP	1	2	3	4+	YES	NO
	TOTAL	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(i)	(k)	(1)	(m)	(n)	(o)	(q)	(q)
UNWEIGHTED BASE	689	461	228	689	-	398	291	588	91	434	203	52	126	228	159	176	255	434
WEIGHTED BASE	699	432	267	699	_**	294	405	599	90*	430	215	54*	131	232	156	180	253	446
	100%	62%	38%	100%		42%	58%	86%	13%*	62%	31%	8%*	19%	33%	22%	26%	36%	64%
(4) Very likely	57	45	12	57	-	32	25	45	11	38	16	2	7	15	14	20	27	30
	8%	10%	4%	8%	-	11%	6%	8%	12%	9%	8%	4%	5%	7%	9%	11%	11%	7%
		b				f												
(3) Fairly likely	145	101	44	145	-	74	71	112	31	102	34	8	16	33	41	54	85	60
	21%	23%	16%	21%	-	25%	18%	19%	34%	24%	16%	16%	12%	14%	27%	30%	34%	14%
		b				f			g	j					lm	lm	q	
(2) Not very likely	158	90	68	158	-	67	91	136	18	97	50	11	32	57	31	38	50	107
	23%	21%	25%	23%	-	23%	22%	23%	20%	22%	23%	21%	24%	25%	20%	21%	20%	24%
(1) Not likely at all	237	140	97	237	-	84	153	215	20	139	80	18	43	99	44	51	64	172
	34%	32%	36%	34%	-	28%	38%	36%	22%	32%	37%	34%	33%	43%	28%	28%	25%	39%
							е	h						no				р
Mean	2.04	2.14	1.87	2.04	-	2.21	1.9	1.98	2.41	2.11	1.93	1.86	1.87	1.83	2.2	2.27	2.33	1.86
		b				f			g						lm	lm	q	
Likely (NET)	202	146	56	202	-	106	96	157	42	140	51	11	23	49	55	74	111	90
	29%	34%	21%	29%	-	36%	24%	26%	46%	33%	24%	20%	18%	21%	36%	41%	44%	20%
		b				f			g	j					lm	lm	q	
Not likely (NET)	394	230	164	394	-	151	244	351	38	235	129	30	75	156	75	89	115	280
	56%	53%	62%	56%	-	51%	60%	59%	42%	55%	60%	56%	57%	67%	48%	49%	45%	63%
							е	h						no				р
Don't know	103	56	47	103	-	37	65	91	10	54	35	13	33	27	26	17	27	76
	15%	13%	17%	15%	-	13%	16%	15%	11%	13%	16%	25%	25%	12%	16%	9%	11%	17%
												i	mo					р

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j/k - l/m/n/o - p/q Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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.



Table 38
Q4_19 - For each of the following, please tell us how likely, if at all, you think they are to happen? - Disposable, single use vapes will be banned in the UK

PUBLIC

BASE: ALL ADULTS AGED 16-75 IN GREAT BRITAIN

		GEN	NDER			AGE				AGE			GENER	ATION			G	OVERNMENT	OFFICE REGIO	V	
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-75	16-34	35-54	55+	GEN Z	MILLENI ALS	GEN X	BABY BOOMER	NORTH	MIDLAND S	SOUTH	LONDON	WALES	SCOTLAN D
	TOTAL	(a)	(b)	(c)	(d)	(e)	43-34 (f)	(g)	(h)	(i)	(i)	(k)	(I)	(m)	(n)	(o)	(p)	(g)	(r)	(s)	(t)
UNWEIGHTED BASE	1062	502	548	136	199	181	205	341	335	386	341	166	314	278	304	258	282	241	133	53	95
WEIGHTED BASE	1062	519	531	152	195	184	187	345	347	371	345	179	313	257	313	252	280	239	152	50*	89*
	100%	49%	50%	14%	18%	17%	18%	32%	33%	35%	32%	17%	30%	24%	29%	24%	26%	23%	14%	5%*	8%*
(4) Very likely	199	102	93	31	39	30	36	62	71	66	62	40	56	45	58	48	53	40	31	7	20
	19%	20%	18%	21%	20%	17%	19%	18%	20%	18%	18%	23%	18%	18%	18%	19%	19%	17%	20%	13%	23%
(3) Fairly likely	396	198	198	49	70	68	69	139	120	138	139	57	115	96	128	86	98	101	51	21	39
	37%	38%	37%	33%	36%	37%	37%	40%	35%	37%	40%	32%	37%	38%	41%	34%	35%	42%	33%	42%	44%
(2) Not very likely	218	114	100	33	35	46	33	70	68	79	70	37	66	52	63	60	55	54	32	7	10
	20%	22%	19%	22%	18%	25%	18%	20%	20%	21%	20%	21%	21%	20%	20%	24%	20%	22%	21%	13%	12%
																t		t			
(1) Not likely at all	85	47	38	19	23	14	15	14	43	29	14	23	31	19	12	20	23	12	17	5	8
	8%	9%	7%	13%	12%	8%	8%	4%	12%	8%	4%	13%	10%	7%	4%	8%	8%	5%	11%	10%	9%
				g	g				j	j		n	n						q		
Mean	2.79	2.77	2.81	2.7	2.75	2.73	2.82	2.88	2.73	2.77	2.88	2.73	2.73	2.79	2.89	2.76	2.79	2.82	2.73	2.75	2.93
Likely (NET)	596	300	291	81	110	99	105	201	191	204	201	97	171	142	185	135	151	142	81	28	59
	56%	58%	55%	53%	56%	54%	56%	58%	55%	55%	58%	54%	55%	55%	59%	53%	54%	59%	54%	56%	66% o
Not likely (NET)	303	161	138	52	58	60	48	84	111	108	84	60	97	71	75	80	78	65	49	12	18
,,,,,,	29%	31%	26%	35%	30%	32%	26%	24%	32%	29%	24%	33%	31%	28%	24%	32%	28%	27%	32%	23%	21%
				g					j			n									
Don't know	164	58	102	18	27	25	34	59	45	59	59	22	45	44	52	38	51	32	21	10	12
	15%	11%	19%	12%	14%	14%	18%	17%	13%	16%	17%	12%	14%	17%	17%	15%	18%	14%	14%	21%	13%
			a																		

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j - k/l/m/n - o/p/q/r/s/t Overlap formulae used. * small base

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

Table 39
Q4_19 - For each of the following, please tell us how likely, if at all, you think they are to happen? - Disposable, single use vapes will be banned in the UK

PUBLIC

BASE: ALL ADULTS AGED 16-75 IN GREAT BRITAIN

		SOCIAI	L GRADE	WORKIN	G STATUS	EDUC	ATION	ETHI	NICITY	N	1ARITAL STAT	US		NUMBER IN	HOUSEHOLD		CHILDREN IN	HOUSEHOLD
		ABC1	C2DE	WORKING	NOT WORKING	GRADUAT ES	NON GRADUAT ES	WHITE	ETHNIC MINORIT Y	MARRIED /LIVING AS	SINGLE	WID/ DIV/ SEP	1	2	3	4+	YES	NO
	TOTAL	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(I)	(m)	(n)	(o)	(p)	(q)
UNWEIGHTED BASE	1062	641	421	689	373	534	528	907	139	629	330	103	211	378	214	259	314	748
WEIGHTED BASE	1062	606	456	699	363	376	686	903	141	627	333	102*	206	382	210	264	314	748
	100%	57%	43%	66%	34%	35%	65%	85%	13%	59%	31%	10%*	19%	36%	20%	25%	30%	70%
(4) Very likely	199	111	89	137	62	80	120	173	26	124	59	16	31	78	36	54	56	143
	19%	18%	19%	20%	17%	21%	17%	19%	19%	20%	18%	16%	15%	20%	17%	21%	18%	19%
(3) Fairly likely	396	240	156	251	145	133	263	348	45	237	124	35	82	145	79	90	116	280
	37%	40%	34%	36%	40%	35%	38%	39%	32%	38%	37%	35%	40%	38%	38%	34%	37%	37%
(2) Not very likely	218	127	91	145	72	84	134	180	34	132	65	21	35	77	46	60	70	148
	20%	21%	20%	21%	20%	22%	20%	20%	24%	21%	19%	21%	17%	20%	22%	23%	22%	20%
(1) Not likely at all	85	46	39	58	27	30	55	65	18	48	33	3	12	32	12	29	33	52
	8%	8%	9%	8%	7%	8%	8%	7%	13%	8%	10%	3%	6%	8%	6%	11%	10%	7%
									g		k							
Mean	2.79	2.79	2.79	2.79	2.79	2.8	2.78	2.82	2.64	2.81	2.74	2.85	2.82	2.81	2.8	2.73	2.71	2.82
Likely (NET)	596	351	245	388	207	213	383	521	72	361	183	52	113	223	116	144	172	424
	56%	58%	54%	56%	57%	57%	56%	58%	51%	58%	55%	51%	55%	58%	55%	55%	55%	57%
Not likely (NET)	303	173	130	204	99	114	189	245	53	181	98	24	47	109	58	89	102	200
	29%	29%	28%	29%	27%	30%	28%	27%	37%	29%	29%	24%	23%	28%	28%	34%	33%	27%
									g							I		
Don't know	164	82	82	106	57	49	115	136	17	86	52	26	45	50	36	31	40	124
	15%	14%	18%	15%	16%	13%	17%	15%	12%	14%	16%	26%	22%	13%	17%	12%	13%	17%
												ij	mo					

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j/k - l/m/n/o - p/q Overlap formulae used. * small base

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.



Table 40
Q4_20 - For each of the following, please tell us how likely, if at all, you think they are to happen? - Evidence of alien life will be discovered

PUBLIC

BASE: ALL ADULTS AGED 16-75 IN GREAT BRITAIN

		GEN	NDER			AGE				AGE			GENER	ATION			G	OVERNMENT	OFFICE REGIO	N	
															BABY						
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-75	16-34	35-54	55+	GEN Z	MILLENI ALS	GEN X	BOOMER	NORTH	MIDLAND S	SOUTH	LONDON	WALES	SCOTLAN D
	TOTAL	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(1)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)
UNWEIGHTED BASE	1062	502	548	136	199	181	205	341	335	386	341	166	314	278	304	258	282	241	133	53	95
WEIGHTED BASE	1062	519	531	152	195	184	187	345	347	371	345	179	313	257	313	252	280	239	152	50*	89*
	100%	49%	50%	14%	18%	17%	18%	32%	33%	35%	32%	17%	30%	24%	29%	24%	26%	23%	14%	5%*	8%*
(4) Very likely	57	33	20	15	18	10	6	7	34	16	7	19	21	10	7	15	10	10	17	2	3
	5%	6%	4%	10%	9%	5%	3%	2%	10%	4%	2%	10%	7%	4%	2%	6%	4%	4%	11%	5%	3%
				fg	fg				ij			mn	n						pqt	_	
(3) Fairly likely	156	90	66	38	38	31	23	26	76	54	26	45	59	26	26	36	41	33	28	5	13
	15%	17%	12%	25%	19%	17%	12%	8%	22%	15%	8%	25%	19%	10%	8%	14%	15%	14%	19%	10%	14%
(2) 11 1		b	404	fg	g	g		22	ij	j oz	20	mn	mn						40	40	
(2) Not very likely	279	143	134	47	46	36	51	99	93	87	99	51	65	71	93	62	67	69	42	13	27
	26%	28%	25%	31%	24%	19%	27%	29%	27%	23%	29%	28%	21%	28%	30%	24%	24%	29%	28%	25%	30%
(d) N - + 11 - 1 - + - II	202	100	404	e	F.4	75	60	e	00	444	454	42	406	00	126	00	07	04	46	40	22
(1) Not likely at all	383 36%	189	191 36%	34	54 28%	75	69 37%	151 44%	88 25%	144 39%	151 44%	43 24%	106 34%	99	136	98	97 35%	91	46 30%	18 37%	33 37%
	30%	36%	30%	22%	20%	41% cd	3/70	cd	25%	59% h	44% h	24%	54% L	38%	43% kl	39%	33%	38%	30%	3/70	3/%
Mean	1.87	1.93	1.79	2.26	2.13	1.84	1.78	1.61	2.19	1.81	1.61	2.25	1.98	1.75	1.64	1.85	1.83	1.81	2.13	1.78	1.8
iviean	1.07	1.93 b	1.79	efg		1.04	1.76	1.01	2.19	1.01	1.01	lmn	1.96 mn	1./5	1.04	1.65	1.05	1.01		1.70	1.0
		Ь		eig	efg	В			ı,	J		"""	11111						opq +		
Likely (NET)	213	124	86	54	56	41	29	34	110	70	34	64	80	36	33	51	51	43	45	8	15
Encry (NET)	20%	24%	16%	35%	29%	22%	16%	10%	32%	19%	10%	36%	26%	14%	11%	20%	18%	18%	30%	15%	17%
		b	10/0	efg	fg	σ	20/0	2075	ii	i	20/0	lmn	mn	2.70	22/0	2070	20/0	20/0	pqt	1370	27,7
Not likely (NET)	662	332	325	80	100	111	120	250	181	231	250	94	170	170	228	160	164	160	88	31	59
riot inter, (itz.)	62%	64%	61%	53%	51%	60%	64%	73%	52%	62%	73%	52%	54%	66%	73%	63%	59%	67%	58%	62%	67%
							d	cde		h	hi			kl	kl			****			
Don't know	187	63	119	18	39	32	38	61	56	70	61	22	63	51	52	41	65	37	19	11	14
	18%	12%	23%	12%	20%	17%	20%	18%	16%	19%	18%	12%	20%	20%	16%	16%	23%	15%	12%	23%	16%
			a				С						k				gr				

22-087220-49 - PREDICTIONS

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j - k/l/m/n - o/p/q/r/s/t Overlap formulae used. * small base

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.



ι

DECEMBER 2023 PUBLIC IPSOS

22-087220-49 - PREDICTIONS

Table 41
Q4_20 - For each of the following, please tell us how likely, if at all, you think they are to happen? - Evidence of alien life will be discovered

PUBLIC

BASE: ALL ADULTS AGED 16-75 IN GREAT BRITAIN

		SOCIAI	L GRADE	WORKIN	G STATUS	EDUC	ATION	ETHI	NICITY	N	ARITAL STAT	US		NUMBER IN	HOUSEHOLD		CHILDREN IN	I HOUSEHOLD
	TOTAL	ABC1	C2DE	WORKING	NOT WORKING	GRADUAT ES		WHITE	ETHNIC MINORIT Y	MARRIED /LIVING AS	SINGLE	WID/ DIV/ SEP	1	2	3	4+	YES	NO (a)
UNWEIGHTED BASE	101AL 1062	(a) 641	(b) 421	(c) 689	(d) 373	(e) 534	(f) 528	(g) 907	(h) 139	(i) 629	(j) 330	(k) 103	(I) 211	(m) 378	(n) 214	(o) 259	(p) 314	(q) 748
WEIGHTED BASE	1062 1062 100%	606	456 43%	699 66%	363 34%	376 35%	686 65%	903 85%	141 13%	627 59%	333 31%	102* 10%*	206 19%	382 36%	210	264 25%	314 30%	748 70%
(4) Very likely	57 5%	33 5%	24 5%	37 5%	20 5%	26 7%	31 5%	42 5%	15 11%	31 5%	21 6%	6 6%	10 5%	14 4%	14 7%	20 8%	27 8%	31 4%
(3) Fairly likely	156 15%	90 15%	67 15%	118 17% d	38 10%	61 16%	95 14%	122 13%	g 33 23% g	97 15%	54 16% k	5 5%	23 11%	32 8%	37 17% m	m 65 24% Im	9 80 25% q	76 10%
(2) Not very likely	279 26%	160 26%	119 26%	170 24%	109 30%	90 24%	189 28%	242 27%	36 25%	158 25%	93 28%	29 28%	48 23%	109 29%	60 29%	62 24%	67 21%	212 28% p
(1) Not likely at all	383 36%	228 38%	155 34%	245 35%	138 38%	146 39%	236 34%	338 37% h	38 27%	229 37%	111 33%	42 41%	84 41% no	157 41% no	64 30%	78 30%	92 29%	290 39% p
Mean	1.87	1.86	1.89	1.91	1.8	1.9	1.86	1.82	2.21 g	1.86	1.94 k	1.69	1.75	1.69	2 Im	2.12 lm	2.15 q	1.75
Likely (NET)	213 20%	123 20%	91 20%	156 22% d	58 16%	87 23%	127 18%	164 18%	48 34% g	128 20% k	75 22% k	11 11%	33 16%	45 12%	51 24% Im	84 32% Im	107 34% q	107 14%
Not likely (NET)	662 62%	388 64%	274 60%	415 59%	247 68% c	236 63%	425 62%	580 64% h	74 52%	387 62%	204 61%	71 69%	131 64% o	266 70% no	124 59%	140 53%	159 51%	503 67% p
Don't know	187 18%	95 16%	92 20%	128 18%	59 16%	53 14%	134 19% e	159 18%	20 14%	112 18%	54 16%	21 20%	41 20%	71 19%	35 17%	39 15%	49 16%	138 18%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j/k - l/m/n/o - p/q Overlap formulae used. * small base

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.

Ipso

PUBLIC PUBLIC PUBLIC IPSOS

Table 42
Sample profile

BASE: ALL ADULTS AGED 16-75 IN GREAT BRITAIN

		GEN	DER			AGE				AGE			GENERA	TION			G	OVERNMENT	OFFICE REGION		
	TOTAL	MALE (a)	FEMALE (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	16-34 (h)	35-54 (i)	55+ (j)	GEN Z	MILLENI ALS	GEN X (m)	BABY BOOMER (n)	NORTH (o)	MIDLAND S	SOUTH (q)	LONDON (r)	WALES (s)	SCOTLAN D
UNWEIGHTED BASE WEIGHTED BASE	1062 1062	502 519	548 531	136 152	199 195	(e) 181 184	205 187	341 345	(n) 335 347	386 371	341 345	166 179	314 313	278 257	304 313	258 252	282 280	241 239 23%	133 152	53 50*	95 89*
GENDER	100%	49%	50%	14%	18%	17%	18%	32%	33%	35%	32%	17%	30%	24%	29%	24%	26%		14%	5%*	8%*
MALE	519 49%	519 100% h	-	74 49%	96 49%	90 49%	91 49%	167 48%	171 49%	182 49%	167 48%	91 51%	149 47%	128 50%	152 49%	157 62% pqst	109 39%	99 41%	89 58% pq	21 43%	44 49%
FEMALE	531 50%		531 100% a	71 47%	95 48%	92 50%	95 51%	178 52%	166 48%	187 50%	178 52%	81 45%	161 51%	128 50%	161 51%	91 36%	166 59% or	139 58% or	61 40%	28 57% o	45 51% o
16-24	152 14%	74 14%	71 13%	152 100% defg	-	:			152 44% ij	:	-	152 85% Imn	:	:	-	28 11%	39 14% t	36 15% t	40 26% opqs	5 11%	4 5%
25-34	195	96	95	-	195	-	-	-	195	-	-	28	167	-	-	46	53	25	t 41	11	18
35-44	18%	19% 90	18% 92	-	100% cefg	184	•	•	56% ij	184	-	15% mn	53% kmn 146	37	•	18% q 50	19% q 40	10%	27% q 29	22% q 5	20% q 14
	17%	17%	17%	-	-	100% cdfg	-	-	-	50% hj	-	-	47% kmn	15% kn	-	20%	14%	20%	19%	10%	16%
45-54	187 18%	91 18%	95 18%	-	-	-	187 100%	-	-	187 50%	-	-	-	187 73% kln	-	57 23% s	50 18%	38 16%	22 15%	5 10%	15 17%
55-75	345 32%	167 32%	178 34%	-	-	-	cdeg - -	345 100% cdef	-	hj - -	345 100% hi	-	i	32 13% kl	313 100% klm	71 28% r	99 35% r	94 39% or	19 13%	24 47% or	38 43% or
AGE 16-34	347 33%	171 33%	166 31%	152 100% efg	195 100% efg	-	-	-	347 100% ij	-	-	179 100% Imn	167 53% mn	-	-	74 29%	92 33%	60 25%	82 54% opqs	16 33%	22 25%
35-54	371 35%	182 35%	187 35%	:	-	184 100%	187 100%	:	-	371 100%	-	-	146 47%	224 87%	-	107 42%	90 32%	85 35%	51 33%	10 20%	29 32%
55+	345	167	178	-	-	cdg -	cdg -	345	-	hj -	345	-	kn -	kln 32	313	ps 71	99	s 94	19	24	38
GENERATION	32%	32%	34%	-			•	100% cdef		-	100% hi		-	13% kl	100% klm	28% r	35% r	39% or	13%	47% or	43% or
GEN Z	179 17%	91 18%	81 15%	152 100% defg	28 14% efg	-	-	-	179 52% ij	-	-	179 100% Imn	-	-		35 14% t	44 16% t	40 17% t	48 32% opqs	8 16% t	4 5%
MILLENIALS	313 30%	149 29%	161 30%	-	167 86%	146 80%			167 48%	146 39%	-	-	313 100%	-		77 30%	78 28%	60 25%	54 36%	13 26%	31 35%
GEN X	257 24%	128 25%	128 24%	-	cfg - -	cfg 37 20%	187 100%	32 9%	ij - -	j 224 61%	32 9%	÷	kmn - -	257 100%	-	75 30%	71 25%	55 23%	q 32 21%	7 14%	16 19%
BABY BOOMER	313 29%	152 29%	161 30%	-	-	cdg - -	cdeg - -	cd 313 91%	-	hj - -	h 313 91%	-	-	kln - -	313 100%	65 26%	87 31%	84 35%	17 11%	22 45%	37 42%
GOVERNMENT OFFICE REGION NORTH	252 24%	157 30%	91 17%	28 18%	46 24%	50 27%	57 31%	71 21%	74 21%	107 29%	71 21%	35 20%	77 24%	75 29%	65 21%	252 100%	r -	or -	-	or -	or -
MIDLANDS	280 26%	b 109 21%	166 31%	39 25%	53 27%	40 22%	cg 50 27%	99 29%	92 26%	hj 90 24%	99 29%	44 24%	78 25%	kn 71 28%	87 28%	pqrst	280 100%	•	-		-
SOUTH	239	99	a 139	36	25	47	38	94	60	85	94	40	60	55	84	-	oqrst -	239			-
LONDON	23%	19%	26% a 61	23% d 40	13%	25% d 29	20%	27% d 19	17%	23%	27% h 19	22%	19%	21%	27% 17		•	100% oprst	152	•	
LONDON	14%	17% b	12%	26% efg	21% fg	16% g	12% g	6%	24% ij	14% j	6%	27% Imn	17% n	12% n	6%				100% opqst	-	-
WALES	50 5%	21 4%	28 5%	5 4%	11 6%	5 3%	5 3%	24 7% f	16 5%	10 3%	24 7%	8 4%	13 4%	7 3%	22 7% m	-	-	-	-	50 100%	-
SCOTLAND	89 8%	44 8%	45 9%	4 3%	18 9%	14 8%	15 8%	38 11%	22 6%	29 8%	38 11%	4 2%	31 10%	16 6%	37 12%					opqrt - -	89 100%
SOCIAL GRADE					c			c					k		km						opqrs
ABC1	606 57%	289 56%	310 58%	80 53%	120 62%	120 65% cfg	99 53%	187 54%	200 58%	219 59%	187 54%	98 55%	196 63%	141 55%	170 54%	150 60%	155 56%	123 51%	100 66% q	29 59%	48 54%
C2DE	456 43%	230 44%	220 42%	71 47% e	75 38%	64 35%	88 47% e	158 46% e	146 42%	152 41%	158 46%	81 45%	117 37%	115 45%	143 46%	102 40%	125 44%	116 49% r	52 34%	20 41%	41 46%
WORKING STATUS WORKING	699 66%	364 70%	331 62%	79 52%	168 86%	157 86%	146 78%	149 43%	247 71%	303 82%	149 43%	101 56%	274 87%	196 76%	129 41%	172 68%	173 62%	148 62%	117 77%	30 60%	59 66%
NOT WORKING	363	b 156	200	73	cfg 27	cg 26	cg 41	196	j 100	hj 68	196	n 79	kmn 40	kn 61	184	80	107	92	pqs 35	20	30
EDUCATION	34%	30%	38% a	48% def	14%	14%	22% d	57% def	29% i	18%	57% hi	44% lm	13%	24% I	59% klm	32%	38% r	38% r	23%	40% r	34%
GRADUATES	376 35%	176 34%	195 37%	40 26%	109 56%	86 47%	62 33%	80 23%	148 43%	148 40%	80 23%	59 33%	159 51%	85 33%	73 23%	82 32%	80 28%	76 32%	83 55%	18 36%	38 43%
NON GRADUATES	686 65%	343 66%	336 63%	112 74% de	cfg 86 44%	cfg 98 53%	g 125 67% de	265 77% def	198 57%	j 222 60%	265 77% hi	n 120 67% I	kmn 154 49%	n 172 67% I	240 77% klm	170 68% r	200 72% rt	163 68% r	opqs 69 45%	32 64% r	р 51 57%
ETHNICITY WHITE	903 85%	440 85%	458 86%	92 61%	154 79%	158 86%	170 91%	328 95%	246 71%	329 89%	328 95%	110 61%	266 85%	228 89%	299 96%	222 88%	243 87%	216 90%	89 59%	45 91%	87 98%
ETHNIC MINORITY	141	70	67	54	c 37	c 23	cd 14	cde 13	91	h 37	hi 13	63	k 43	k 25	klm 10	r 28	r 34	r 16	56	r 4	opqr 2
MARITAL STATUS MARRIED /LIVING AS	13%	14%	13% 329	36% defg 37	19% fg 119	12% g 125	116	230	26% ij 156	10% j 241	230	35% Imn 46	14% n 211	10% n	3% 213	11% t	12% t	7% 143	37% opqst 76	9%	2%
SINGLE	59%	57%	62%	24%	61% c	68% c	62% c 50	67% c 43	45%	65% h	67% h	25%	67% k 97	61% k 71	68% k	54%	67% or 68	60%	50%	52%	65%
	31%	36% b	26%	74% defg	38% fg	29% g	27% g	13%	54% ij	28% j	13%	73% Imn	31% n	28% n	11%	38% pqt	24%	27%	45% pqst	27%	24%
WID/ DIV/ SEP NUMBER IN HOUSEHOLD	102 10%	35 7%	65 12% a	2 2%	3 2%	4 2%	21 11% cde	72 21% cdef	5 2%	25 7% h	72 21% hi	2 1%	5 2%	28 11% kl	66 21% klm	19 8%	24 9%	32 13% r	7 5%	10 21% opr	10 11%
1	206 19%	108 21%	95 18%	19 12%	22 11%	25 14%	42 23%	97 28%	41 12%	68 18%	97 28%	23 13%	37 12%	57 22%	88 28%	60 24%	41 15%	49 21%	26 17%	10 21%	19 21%
2	382 36%	176 34%	202 38%	23 15%	62 32%	40 22%	67 36%	cde 190 55%	86 25%	h 107 29%	hi 190 55%	35 19%	86 27%	kl 85 33%	kl 176 56%	p 81 32%	114 41%	83 35%	39 26%	22 44%	45 50%
3	210	105	103	26	ce 56	50	ce 38	cdef 40	82	88	hi 40	31	92	k 52	klm 35	53	r 53	50	34	r 9	oqr 12
4+	264	130	19%	83	29% cg 55	27% g 68	20% g 40	19	24% j 138	24% j 108	19	91	29% kmn 98	20% n 63	11%	21% 59	72	21% 57	53	18%	13%
CHILDREN IN HOUSEHOLD	25%	25%	25%	55% defg	28% g	37% fg	21% g	5%	40% ij	29% j	5%	51% Imn	31% n	24% n	4%	23%	26%	24%	35% oqst	17%	15%
YES	314 30%	159 31%	154 29%	55 36% g	85 44% fg	114 62% cdfg	50 27% g	11 3%	140 40% j	163 44% j	11 3%	60 33% n	171 55% kmn	75 29% n	8 3%	74 29% t	90 32% t	64 27%	61 40% oqst	11 23%	14 16%
NO	748 70%	360 69%	377 71%	97 64%	110 56%	70 38%	137 73%	334 97%	207 60%	207 56%	334 97%	120	142 45%	181	304 97%	178 71%	190 68%	176 73%	91 60%	39 77%	75 84%

 $Proportions/Means: Columns \ Tested \ (5\% \ risk \ level) - a/b - c/d/e/f/g - h/i/j - k/l/m/n - o/p/q/r/s/t \ Overlap \ formulae \ used. \ ^s \ mall \ base$

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.

									11-303									13 Dec 2023
Table 43 Sample profile																		15 500 2025
BASE: ALL ADULTS AGED 16-	75 IN GREAT BRITAI	N																
		SOCIA	L GRADE	WORKIN	IG STATUS	EDUC	ATION	ETH	NICITY	N	MARITAL STAT	rus		NUMBER IN	HOUSEHOLD		CHILDREN IN	N HOUSEHOLD
	TOTAL	ABC1	C2DE (b)	WORKING (c)	NOT WORKING (d)	GRADUAT ES	NON GRADUAT ES (f)	WHITE (g)	ETHNIC MINORIT Y (h)	MARRIED /LIVING AS (i)	SINGLE (i)	WID/ DIV/ SEP (k)	1 (I)	2 (m)	3 (n)	4+ (o)	YES (p)	NO (q)
UNWEIGHTED BASE WEIGHTED BASE	1062 1062 100%	641 606 57%	421 456 43%	689 699 66%	373 363 34%	534 376 35%	528 686 65%	907 903 85%	139 141 13%	629 627 59%	330 333 31%	103 102* 10%*	211 206 19%	378 382 36%	214 210 20%	259 264 25%	314 314 30%	748 748 70%
GENDER MALE	519 49%	289 48%	230 50%	364 52% d	156 43%	176 47%	343 50%	440 49%	70 50%	296 47% k	188 57% ik	35 34%	108 53%	176 46%	105 50%	130 49%	159 51%	360 48%
FEMALE AGE	531 50%	310 51%	220 48%	331 47%	200 55% c	195 52%	336 49%	458 51%	67 47%	329 52% j	136 41%	65 64% ij	95 46%	202 53%	103 49%	131 50%	154 49%	377 50%
16-24	152 14%	80 13%	71 16%	79 11%	73 20% c	40 11%	112 16% e	92 10%	54 38% g	37 6%	112 34% ik	2 2%	19 9%	23 6%	26 12% m	83 32% Imn	55 17%	97 13%
25-34	195 18%	120 20%	75 16%	168 24% d	27 7%	109 29% f	86 13%	154 17%	37 26% g	119 19% k	73 22% k	3 3%	22 11%	62 16%	56 27% Im	55 21% I	85 27% q	110 15%
35-44	184 17%	120 20% b	64 14%	157 23% d	26 7%	86 23% f	98 14%	158 18%	23 16%	125 20% k	54 16% k	4 4%	25 12%	40 11%	50 24% Im	68 26% Im	114 36% q	70 9%
45-54	187 18%	99 16%	88 19%	146 21% d	41 11%	62 17%	125 18%	170 19% h	14 10%	116 19%	50 15%	21 20%	42 21%	67 18%	38 18%	40 15%	50 16%	137 18%

	50%	51%	48%	47%	55% c	52%	49%	51%	47%	52% j	41%	64% IJ	46%	53%	49%	50%	49%	50%
AGE 16-24	152 14%	80 13%	71 16%	79 11%	73 20%	40 11%	112 16%	92 10%	54 38%	37 6%	112 34%	2 2%	19 9%	23 6%	26 12%	83 32%	55 17%	97 13%
25-34	195 18%	120 20%	75 16%	168 24%	c 27 7%	109 29%	e 86 13%	154 17%	g 37 26%	119 19%	ik 73 22%	3 3%	22 11%	62 16%	m 56 27%	lmn 55 21%	85 27%	110 15%
35-44	184 17%	120 20%	64 14%	d 157 23%	26 7%	f 86 23%	98 14%	158 18%	g 23 16%	k 125 20%	k 54 16%	4 4%	25 12%	40 11%	Im 50 24%	68 26%	q 114 36%	70 9%
45-54	187 18%	b 99 16%	88 19%	d 146 21%	41 11%	f 62 17%	125 18%	170 19%	14 10%	k 116 19%	k 50 15%	21 20%	42 21%	67 18%	Im 38 18%	Im 40 15%	q 50 16%	137 18%
55-75	345	187	158	d 149	196	80	265	h 328	13	230	43	72	97	190	40	19	11	334
AGE	32%	31%	35%	21%	54% c	21%	39% e	36% h	9%	37% j	13%	70% ij	47% no	50% no	19% 0	7%	3%	45% p
16-34	347 33%	200 33%	146 32%	247 35% d	100 27%	148 39% f	198 29%	246 27%	91 65% g	156 25% k	186 56% ik	5 5%	41 20%	86 22%	82 39% Im	138 52% Imn	140 45% q	207 28%
35-54	371 35%	219 36%	152 33%	303 43% d	68 19%	148 39% f	222 32%	329 36% h	37 26%	241 38% ik	104 31%	25 25%	68 33%	107 28%	88 42% m	108 41% m	163 52%	207 28%
55+	345 32%	187 31%	158 35%	149 21%	196 54% c	80 21%	265 39% e	328 36% h	13 9%	230 37% J	43 13%	72 70% ij	97 47% no	190 50% no	40 19% o	19 7%	11 3%	334 45% p
GEN Z	179 17%	98 16%	81 18%	101 14%	79 22%	59 16%	120 18%	110 12%	63 44%	46 7%	131 39%	2 2%	23 11%	35 9%	31 15%	91 34%	60 19%	120 16%
MILLENIALS	313 30%	196 32%	117 26%	274 39%	40 11%	159 42%	154 22%	266 29%	g 43 31%	211 34%	ik 97 29%	5 5%	37 18%	86 23%	92 44%	Imn 98 37%	171 55%	142 19%
GEN X	257 24%	b 141 23%	115 25%	d 196 28%	61 17%	f 85 23%	172 25%	228 25%	25 18%	k 157 25%	k 71 21%	28 28%	57 28%	85 22%	52 25%	63 24%	9 75 24%	181 24%
BABY BOOMER	313 29%	170 28%	143 31%	d 129 18%	184 51%	73 19%	240 35% e	299 33% h	10 7%	213 34%	33 10%	66 65% Ij	88 43% no	176 46% no	35 17% o	13 5%	8 3%	304 41% p
GOVERNMENT OFFICE REGION NORTH	252 24%	150 25%	102 22%	172 25%	80 22%	82 22%	170 25%	222 25%	28 20%	137 22%	96 29%	19 19%	60 29%	81 21%	53 25%	59 22%	74 23%	178 24%
MIDLANDS	280 26%	155 26%	125 27%	173 25%	107 30%	80 21%	200 29%	243 27%	34 24%	188 30%	68 21%	24 23%	m 41 20%	114 30%	53 25%	72 27%	90 29%	190 25%
SOUTH	239 23%	123 20%	116 25%	148 21%	92 25%	76 20%	e 163 24%	216 24%	16 11%	j 143 23%	65 20%	32 31%	49 24%	83 22%	50 24%	57 22%	64 20%	176 23%
LONDON	152 14%	100 16%	52 11%	117 17%	35 10%	83 22%	69 10%	h 89 10%	56 40%	76 12%	68 21%	j 7 7%	26 13%	39 10%	34 16%	53 20%	61 20%	91 12%
WALES	50 5%	b 29 5%	20 4%	d 30 4%	20 5%	f 18 5%	32 5%	45 5%	g 4 3%	26 4%	ik 14 4%	10 10%	10 5%	22 6%	m 9 4%	Im 9 3%	q 11 4%	39 5%
SCOTLAND	89 8%	48 8%	41 9%	59 8%	30 8%	38 10%	51 7%	87 10% h	2 1%	58 9%	21 6%	10 10%	19 9%	45 12% no	12 5%	14 5%	14 5%	75 10% P
SOCIAL GRADE ABC1	606 57%	606 100%	-	432 62%	174 48%	294 78%	312 45%	517 57%	81 57%	390 62%	170 51%	45 44%	101 49%	226 59%	134 64%	145 55%	187 60%	418 56%
C2DE	456 43%	b - -	456 100%	d 267 38%	190 52%	f 82 22%	374 55%	386 43%	61 43%	jk 237 38%	163 49%	57 56%	105 51%	156 41%	76 36%	119 45%	127 40%	329 44%
WORKING STATUS WORKING	699	432	a 267	699	c -	294	e 405	599	90	430	215	54	mn 131	232	156	180	253	446
NOT WORKING	363	71% b 174	58% 190	100% d	363	78% f 82	59%	66% 304	64% 51	69% k 197	65% k 118	53%	64% 75	61% 151	74% Im 54	68% 83	80% q 62	60% 301
EDUCATION	34%	29%	42% a	-	100% c	22%	41% e	34%	36%	31%	35%	47% ij	36% n	39% n	26%	32%	20%	40% p
GRADUATES	376 35%	294 49% b	82 18%	294 42% d	82 23%	376 100% f	-	309 34%	61 43%	247 39% k	109 33% k	20 20%	61 30%	125 33%	88 42% Im	102 39%	144 46%	232 31%
NON GRADUATES ETHNICITY	686 65%	312 51%	374 82% a	405 58%	281 77% c	-	686 100% e	594 66%	80 57%	380 61%	224 67%	82 80% ij	145 70% n	258 67% n	122 58%	162 61%	170 54%	516 69% p
WHITE	903 85%	517 85%	386 85%	599 86%	304 84%	309 82%	594 87%	903 100%	-	559 89%	252 76%	92 90%	174 85%	350 92%	180 85%	199 75%	246 78%	656 88%
ETHNIC MINORITY	141 13%	81 13%	61 13%	90 13%	51 14%	61 16% f	e 80 12%	h - -	141 100% g	62 10%	72 22% ik	8 7%	0 24 12%	Ino 27 7%	0 30 14% m	61 23% Imn	65 21% q	76 10%
MARITAL STATUS MARRIED /LIVING AS	627 59%	390 64%	237 52%	430 62%	197 54%	247	380 55%	559 62%	62 44%	627 100%	-		2 1%	310 81%	149 71%	167 63%	247	380 51%
SINGLE	333 31%	b 170 28%	163 36%	d 215 31%	118 32%	f 109 29%	224 33%	h 252 28%	72 51%	jk -	333 100%	•	132 64%	Ino 55 14%	53 25%	93 35%	9 55 17%	278 37%
WID/ DIV/ SEP	102 10%	45 7%	a 57 12% a	54 8%	48 13% c	20 5%	82 12% e	92 10%	8 5%	-	ik - -	102 100% ij	72 35% mno	18 5% o	m 8 4%	mn 4 2%	13 4%	9 12% p
NUMBER IN HOUSEHOLD 1	206 19%	101	105	131 19%	75	61 16%	145	174 19%	24 17%	2	132 40%	72 71%	206	-		-	-	206 27%
2	382 36%	17% 226 37%	23% a 156 34%	232 33%	21% 151 42%	16% 125 33%	21% 258 38%	350 39%	17% 27 19%	310 49%	40% i 55 16%	71% ij 18 17%	100% mno -	382 100%	-	-	16 5%	27% p 367 49%
3	210 20%	134 22%	76 17%	156 22%	c 54 15%	88 23%	122 18%	h 180 20%	30 21%	jk 149 24%	53 16%	8 8%		Ino - -	210 100%	-	117 37%	p 93 12%
4+	264 25%	b 145 24%	119 26%	d 180 26%	83 23%	f 102 27%	162 24%	199 22%	61 43%	jk 167 27%	93 28%	4 4%	-	:	Imo - -	264 100%	q 181 58%	83 11%
CHILDREN IN HOUSEHOLD YES	314	187	127	253	62	144	170	246	g 65	k 247	k 55	13	-	16	117	lmn 181	q 314	-
NO	30%	31%	28%	36% d 446	17%	38% f 232	25%	27%	46% g 76	39% jk 380	16%	13%	206	4% I 367	56% Im	69% Imn 83	100% q	748
NO.	748 70%	418 69%	329 72%	446 64%	301 83%	232 62%	516 75%	656 73%	76 54%	380 61%	278 84%	89 87%	206 100%	367 96%	93 44%	83 31%	-	748 100%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - $\frac{1}{h} - \frac{1}{h} - \frac{1}{h}$

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.