

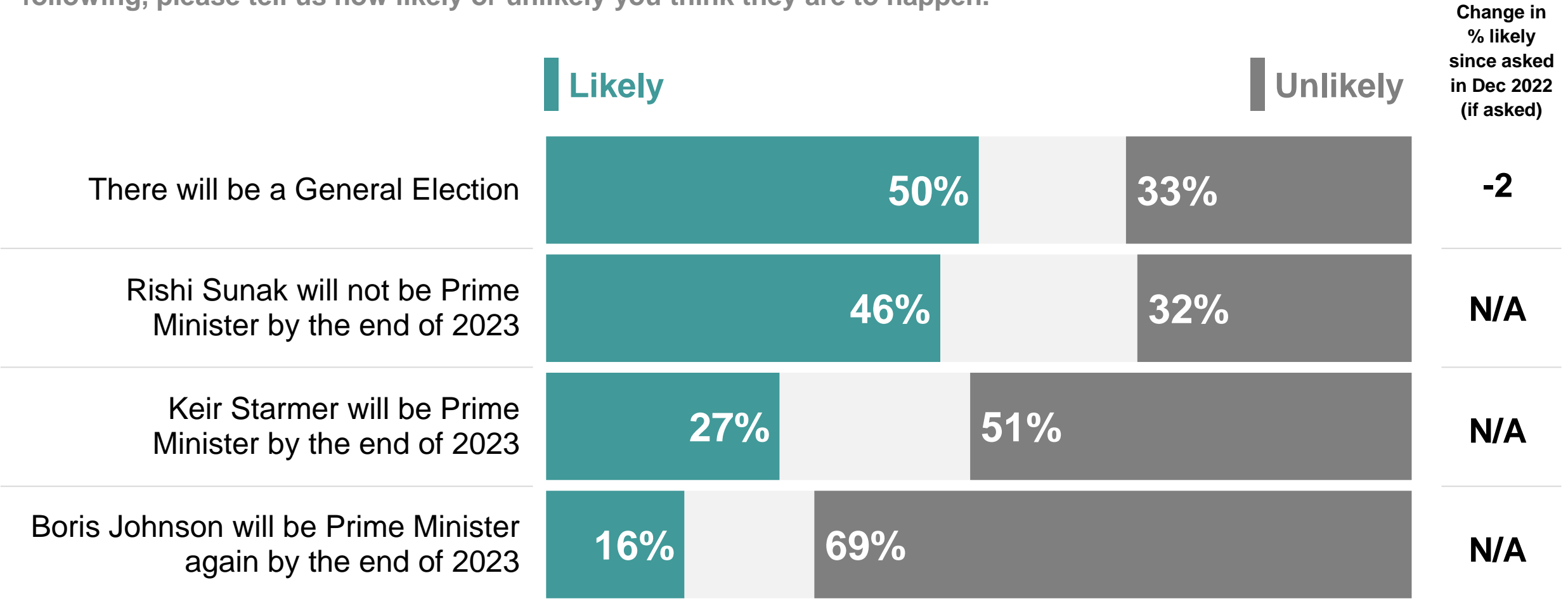
# Ipsos Britons' Predictions for 2023

December 2023



# Britons' predictions for 2023: Politics

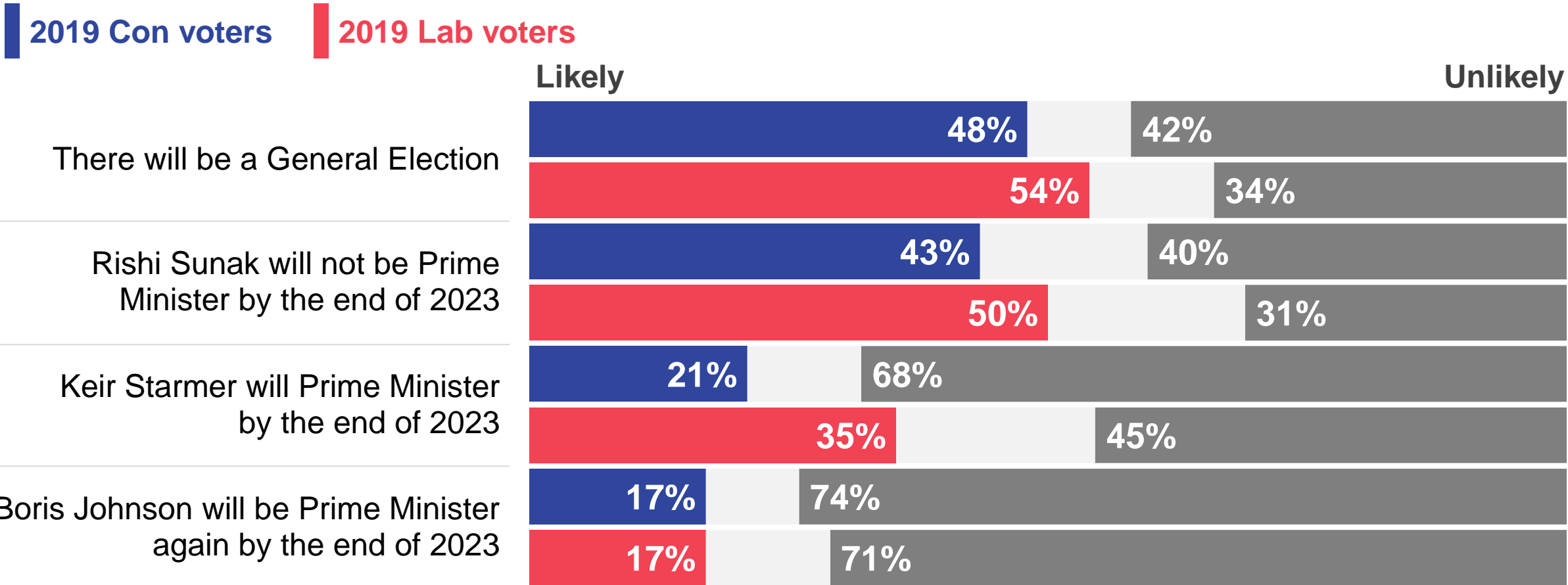
Q. We'd now like to ask you some questions about what you think might happen in 2023. For each of the following, please tell us how likely or unlikely you think they are to happen.



Base: 1,051 Online British adults aged 16-75, 9<sup>th</sup> – 12<sup>th</sup> December 2023

# Britons' predictions for 2023: Politics

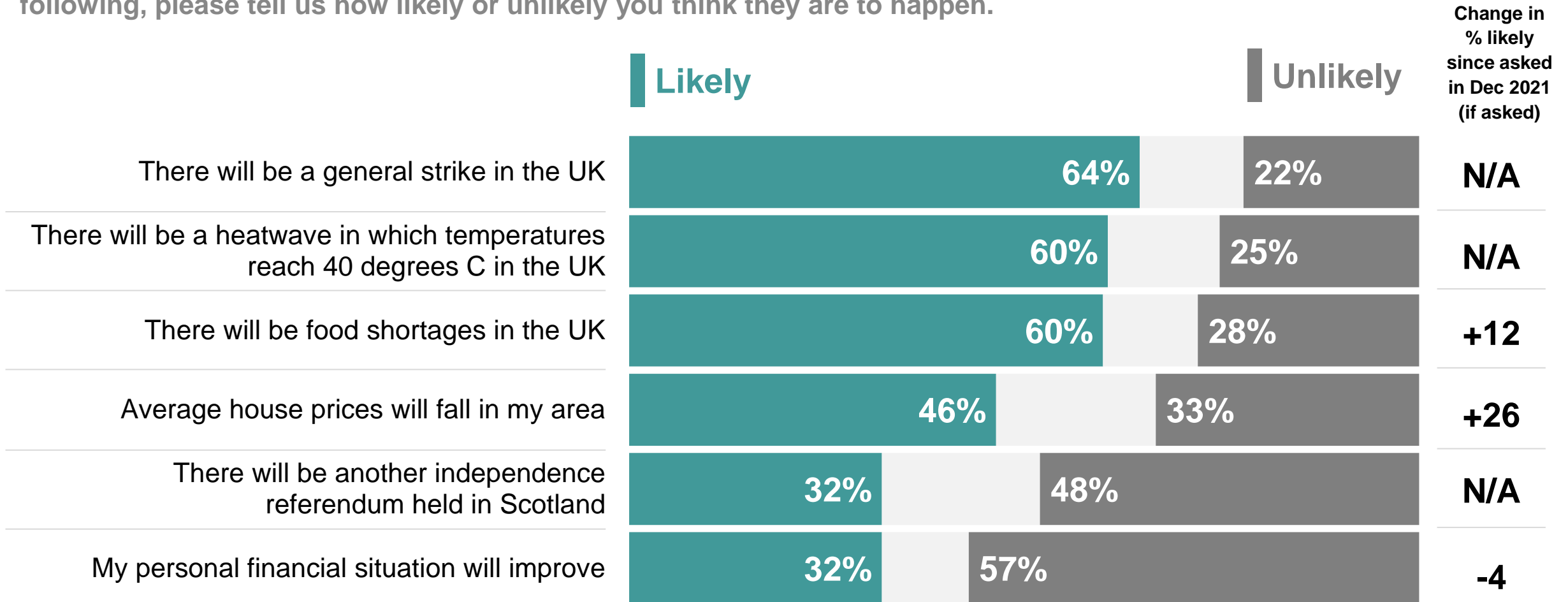
Q. We'd now like to ask you some questions about what you think might happen in 2023. For each of the following, please tell us how likely or unlikely you think they are to happen.



Base: 1,051 Online British adults aged 16-75, 9<sup>th</sup> – 12<sup>th</sup> December 2023. Including 2019 Conservative voters (290) and 2019 Labour voters (272)

# Britons' predictions for 2023: Domestic Affairs

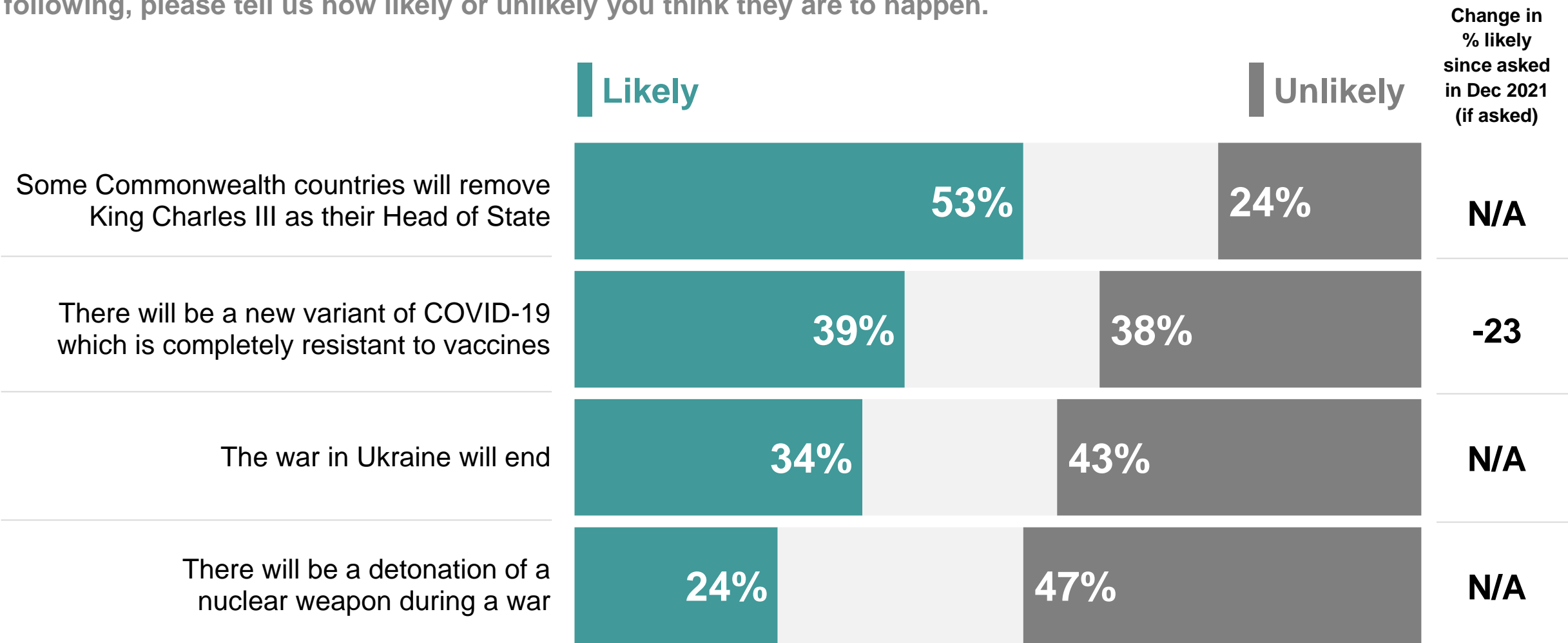
Q. We'd now like to ask you some questions about what you think might happen in 2023. For each of the following, please tell us how likely or unlikely you think they are to happen.



Base: 1,051 Online British adults aged 16-75, 9<sup>th</sup> – 12<sup>th</sup> December 2023

# Britons' predictions for 2023: World Affairs

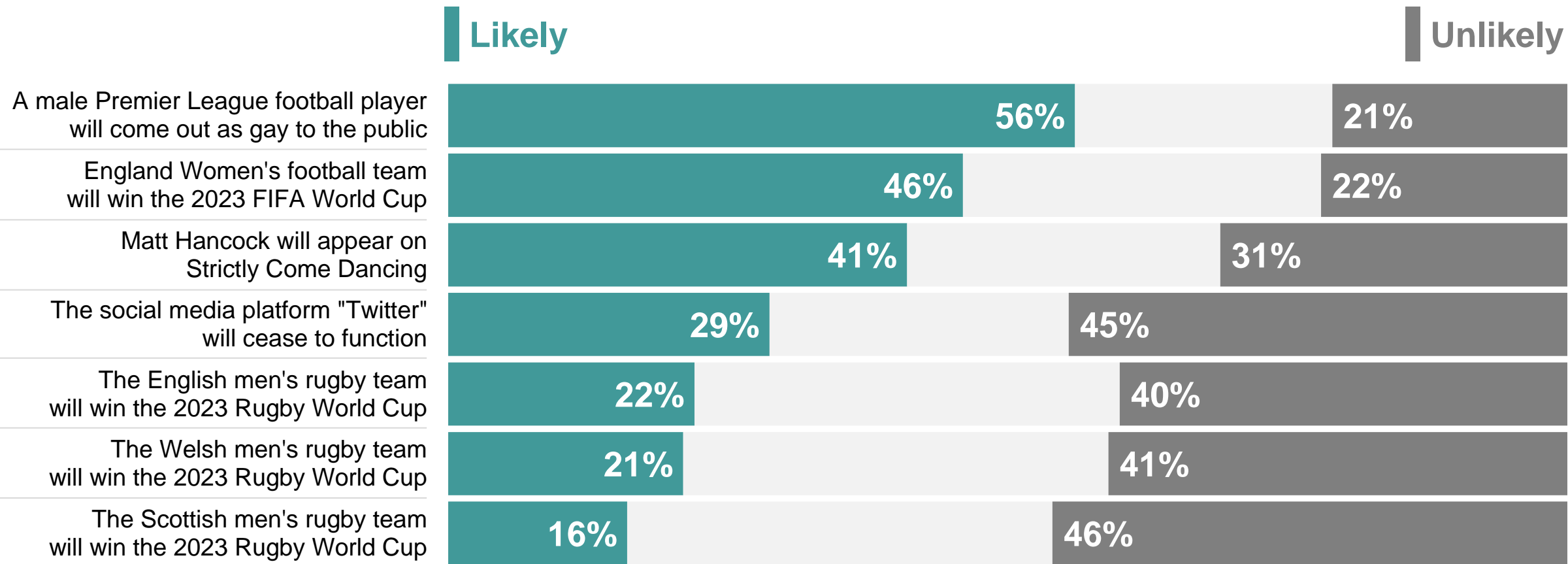
Q. We'd now like to ask you some questions about what you think might happen in 2023. For each of the following, please tell us how likely or unlikely you think they are to happen.



Base: 1,051 Online British adults aged 16-75, 9<sup>th</sup> – 12<sup>th</sup> December 2023

# Britons' predictions for 2023: Media and sports

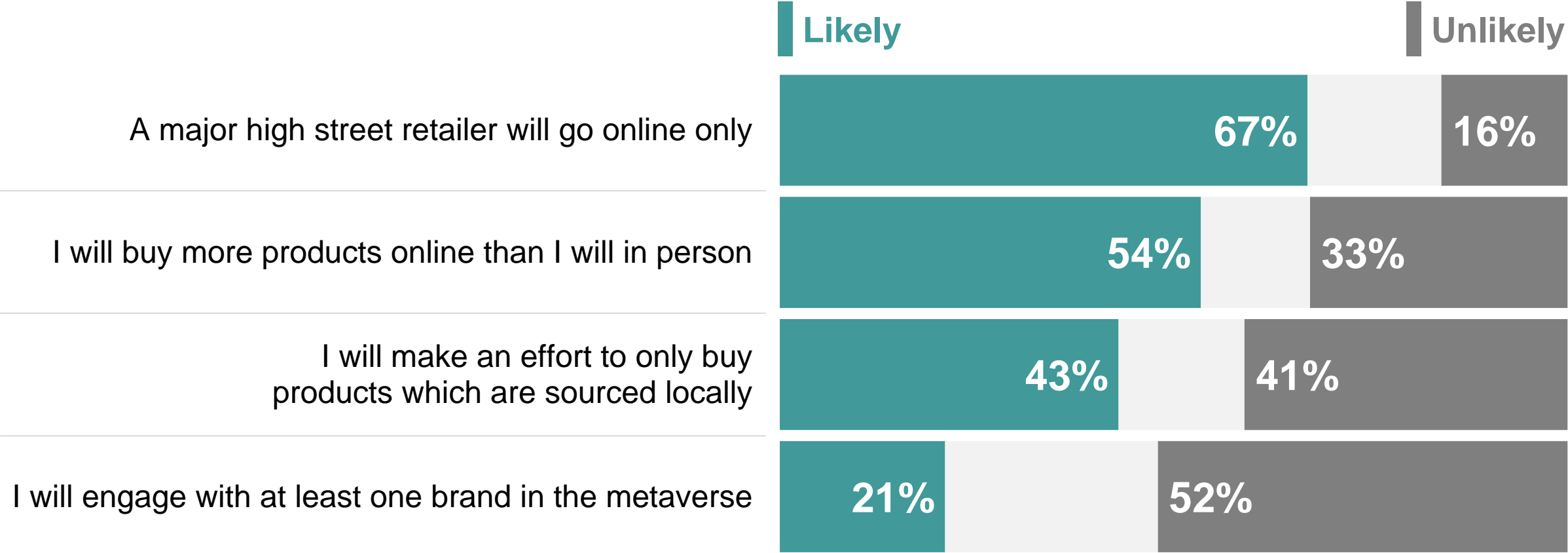
Q. We'd now like to ask you some questions about what you think might happen in 2023. For each of the following, please tell us how likely or unlikely you think they are to happen.



Base: 1,051 Online British adults aged 16-75, 9<sup>th</sup> – 12<sup>th</sup> December 2023

# Britons' predictions for 2023: Brands

Q. We'd now like to ask you some questions about what you think might happen in 2023. For each of the following, please tell us how likely or unlikely you think they are to happen.



Base: 1,051 Online British adults aged 16-75, 9<sup>th</sup> – 12<sup>th</sup> December 2023



**December 2023**

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