

23-085423-10 - 8th - 11th March 2024

PUBLIC

Ipsos x Apella Event

UK Adults 18 - 75

Q4_BLOCK 1. Which of the following statements, if either, do you agree with more? - A. More focus should be placed on protecting the environment, even if that harms economic growth / B. More focus should be placed on economic growth, even if that comes at the expense of protecting the environment

All Adults aged 18-75 in the UK

	Gender			Age					Social grade				Ethnicity	
	Total	Man	Woman	18-24	25-34	35-44	45-54	55-75	AB	C1	C2	DE	White ethnic group	Ethnic minority group
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
Unweighted base	1099	515	561	129	203	200	214	353	332	345	186	236	953	135
Weighted base	1099	532	544	129	209	199	199	363	312	316	232	239	963	126
I agree much more with statement A	207 19%	112 21%	89 16%	28 22%	38 18%	38 19%	37 19%	66 18%	76 24% KL	68 21% K	28 12%	35 15%	191 20% N	13 10%
I tend to agree more with statement A	254 23%	124 23%	122 22%	29 22%	49 24%	48 24%	47 23%	81 22%	77 25%	59 19%	63 27% J	54 23%	233 24%	21 17%
Agree with both equally	253 23%	123 23%	127 23%	33 25%	51 24%	48 24%	41 21%	80 22%	59 19%	78 25%	68 29% IL	48 20%	216 22%	34 27%
I tend to agree more with statement B	154 14%	75 14%	77 14%	14 11%	26 12%	24 12%	33 17%	58 16%	41 13%	34 11%	34 15%	45 19% J	131 14%	21 17%
I agree much more with statement B	91 8%	45 9%	42 8%	9 7%	13 6%	13 7%	14 7%	41 11%	28 9%	29 9%	13 6%	20 8%	77 8%	13 10%
I disagree with both statements	24 2%	14 3%	10 2%	4 3%	4 2%	4 2%	5 2%	6 2%	13 4% K	6 2%	- -	5 2%	17 2%	7 5% M
Don't know	116 11%	39 7%	77 14% B	13 10%	27 13%	23 12%	22 11%	30 8%	18 6%	41 13% I	26 11% I	31 13% I	98 10%	16 13%

NET: Agree more with Statement A	461 42%	235 44%	211 39%	57 44%	87 42%	86 43%	84 42%	147 41%	153 49% JL	127 40%	91 39%	90 38%	423 44% N	34 27%
NET: Agree more with Statement B	245 22%	121 23%	119 22%	23 18%	39 18%	37 19%	47 24%	99 27% EF	70 22%	64 20%	47 20%	65 27%	208 22%	34 27%

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		Region							Education		Income					
	Total	NORTH	SOUTH	MIDLANDS /EAST	LONDON	WALES	SCOTLAND	NORTHERN IRELAND	Graduate	Non-graduate	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	Refused	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	
Unweighted base	1099	262	233	282	147	52	94	29	594	505	223	278	257	256	85	
Weighted base	1099	255	241	276	153	52	92	30	390	709	215	288	262	246	87	
I agree much more with statement A	207 19%	33 13%	54 23% B	50 18%	23 15%	13 24% B*	25 27% BE*	10 33% **	82 21%	125 18%	37 17%	57 20%	46 18%	52 21%	15 17% *	
I tend to agree more with statement A	254 23%	70 27% E	53 22%	72 26% E	24 16%	16 30% E*	16 17% *	4 13% **	101 26%	152 21%	53 25%	63 22%	65 25%	54 22%	19 22% *	
Agree with both equally	253 23%	61 24%	58 24%	56 20%	47 31% DF	7 13% *	20 21% *	5 15% **	80 20%	174 24%	46 21%	68 23%	70 27%	55 22%	15 17% *	
I tend to agree more with statement B	154 14%	34 13%	36 15%	40 14%	22 14%	8 15% *	7 8% *	7 24% **	53 14%	102 14%	25 11%	42 15%	31 12%	39 16%	18 20% *	
I agree much more with statement B	91 8%	20 8%	13 5%	23 8%	18 12% C	5 10% *	9 10% *	2 7% **	33 8%	57 8%	21 10%	26 9%	16 6%	21 9%	7 8% *	
I disagree with both statements	24 2%	7 3%	5 2%	6 2%	2 1%	2 4% *	1 1% *	- - **	14 4% J	10 1%	3 1%	6 2%	6 2%	8 3%	1 1% *	
Don't know	116 11%	30 12%	22 9%	29 10%	17 11%	2 3% *	14 15% F*	2 8% **	27 7%	89 13% I	31 14% N	27 9%	28 11%	17 7%	14 15% N*	

NET: Agree more with Statement A	461 42%	102 40%	108 45% E	122 44% E	46 30%	28 54% E*	41 44% E*	14 46% **	183 47% J	278 39%	90 42%	120 42%	112 43%	106 43%	33 38% *
NET: Agree more with Statement B	245 22%	54 21%	49 20%	63 23%	40 26%	13 26% *	16 18% *	9 32% **	86 22%	159 22%	45 21%	68 24%	47 18%	60 25%	25 28% *

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All Adults aged 18-75 in the UK

		GE 2019 Vote				Voter preference (intend to vote for, or in support of)				EU Referendum Vote		People intending to vote Labour now, but didn't in 2019	Voted Labour in 2019 and intend to do so again
	Total (A)	Conservati ve (H)	Labour (I)	Other party (J)	Conservati ve (K)	Labour (L)	Other (M)	Wouldn't vote (N)	Prefer not to say (O)	Remain (P)	Leave (Q)	Labour Switchers (R)	Labour Loyalists (S)
Unweighted base	1099	297	267	210	188	363	273	237	38	454	314	139	224
Weighted base	1099	320	262	193	197	352	266	248	37	422	341	132	220
I agree much more with statement A	207 19%	48 15%	55 21%	58 30% HI	22 11%	73 21% KN	82 31% KLNO	27 11%	3 9% *	96 23% Q	54 16%	31 24%	41 19%
I tend to agree more with statement A	254 23%	79 25%	61 23%	48 25% HI	51 26% O	88 25% O	61 23% O	52 21% O	2 5% *	101 24%	79 23%	35 27%	53 24%
Agree with both equally	253 23%	66 20%	80 30% HI	38 20%	53 27% M	87 25% M	45 17%	55 22%	12 32% M*	99 23%	70 21%	21 16%	67 30%
I tend to agree more with statement B	154 14%	69 22% U	22 8%	21 11%	37 19% L	42 12%	37 14%	35 14%	4 10% *	54 13%	58 17%	21 16%	21 10%
I agree much more with statement B	91 8%	37 12% I	16 6%	15 8%	18 9%	29 8%	25 9%	18 7%	- - *	25 6%	51 15% P	14 11%	15 7%
I disagree with both statements	24 2%	3 1%	8 3%	1 1%	7 4%	8 2%	4 1%	5 2%	- - *	11 3%	4 1%	1 *	7 3%
Don't know	116 11%	17 5%	21 8%	13 7%	8 4%	25 7%	12 4%	55 22% KLM	16 44% KLMN*	35 8%	25 7%	9 7%	16 7%

NET: Agree more with Statement A	461 42%	127 40%	116 44%	105 55% HI	73 37% O	161 46% NO	143 54% KNO	79 32% O	5 14% *	197 47%	133 39%	66 50%	94 43%
NET: Agree more with Statement B	245 22%	106 33% U	37 14%	35 18%	56 28% LO	71 20%	62 23%	53 21%	4 10% *	79 19%	109 32% P	35 26%	36 16%

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Q4_BLOCK 2. Which of the following statements, if either, do you agree with more? - A. Britain should open itself up to more globalisation / B. Britain should protect itself more from globalisation

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	Gender			Age					Social grade				Ethnicity	
	Total	Man	Woman	18-24	25-34	35-44	45-54	55-75	AB	C1	C2	DE	White ethnic group	Ethnic minority group
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
Unweighted base	1099	515	561	129	203	200	214	353	332	345	186	236	953	135
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I agree much more with statement A	138 13%	84 16% C	50 9%	21 17%	24 11%	31 15%	26 13%	36 10%	50 16%	37 12%	26 11%	25 10%	107 11%	27 22% M
I tend to agree more with statement A	227 21% C	126 24%	92 17%	27 21%	47 22% F	27 14%	44 22% F	82 23% F	70 22% L	82 26% KL	41 18%	34 14%	191 20%	35 28% M
Agree with both equally	254 23%	127 24%	127 23%	23 18%	53 26%	53 27%	46 23%	79 22%	74 24% J	53 17%	71 31% J	56 23%	230 24%	23 18%
I tend to agree more with statement B	173 16%	76 14%	94 17%	19 15%	33 16%	27 13%	31 16%	64 18%	46 15%	52 16%	41 17%	35 15%	162 17% N	12 9%
I agree much more with statement B	93 9%	43 8%	47 9%	7 5%	11 5%	17 9%	14 7%	45 12% DE	31 10%	23 7%	19 8%	21 9%	84 9%	9 7%
I disagree with both statements	24 2%	8 1%	16 3%	4 3%	6 3%	7 4%	2 1%	5 1%	4 1%	8 2%	7 3%	6 2%	20 2%	4 3%
Don't know	190 17%	68 13%	118 22% B	28 21%	35 17%	37 19%	38 19%	53 15%	38 12%	62 19% IK	28 12%	62 26% IK	170 18%	16 12%

NET: Agree more with Statement A	365 33%	210 39% C	142 26%	49 38%	70 34%	58 29%	70 35%	118 33%	119 38% L	119 38% L	67 29%	59 25%	297 31%	63 50% M
NET: Agree more with Statement B	267 24%	120 22%	141 26%	25 20%	44 21%	44 22%	44 22%	108 30% DE	77 25%	75 24%	59 26%	56 23%	246 25% N	20 16%

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Unweighted base	1099	262	233	282	147	52	94	29	594	505	223	278	257	256	85
Weighted base	1099	255	241	276	153	52	92	30	390	709	215	288	262	246	87
I agree much more with statement A	138	28	40	22	21	4	16	6	61	76	23	29	27	44	13
	13%	11%	17% D	8%	14%	7% *	17% D*	21% **	16% J	11%	11%	10%	10%	18% KLM	15% *
I tend to agree more with statement A	227	46	44	65	36	11	17	8	96	131	39	64	64	50	9
	21%	18%	18%	24%	23%	21% *	18% *	26% **	25% J	19%	18%	22% O	25% O	20%	11% *
Agree with both equally	254	55	54	66	38	13	23	6	90	164	49	63	68	60	14
	23%	21%	22%	24%	25%	25% *	25% *	19% **	23%	23%	23%	22%	26%	24%	16% *
I tend to agree more with statement B	173	49	37	46	18	9	12	4	53	120	29	53	40	36	16
	16%	19%	15%	17%	11%	17% *	13% *	13% **	14%	17%	13%	18%	15%	15%	18% *
I agree much more with statement B	93	25	13	28	15	4	6	3	32	62	22	29	15	19	8
	9%	10%	5%	10%	10%	8% *	6% *	9% **	8%	9%	10%	10%	6%	8%	9% *
I disagree with both statements	24	6	5	3	7	1	2	-	8	16	7	6	5	3	3
	2%	2%	2%	1%	5% D	2% *	2% *	- **	2%	2%	3%	2%	2%	1%	3% *
Don't know	190	46	49	45	18	10	17	4	50	140	46	43	42	34	25
	17%	18%	20% E	16%	12%	19% *	19% *	13% **	13%	20% I	21% N	15%	16%	14%	28% LMN*

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NET: Agree more with Statement B	267 24%	73 29%	49 20%	74 27%	33 22%	13 25% *	17 19% *	6 22% **	85 22%	182 26%	51 24%	82 28%	56 21%	55 22%	23 27% *

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Q4_BLOCK 3. Which of the following statements, if either, do you agree with more? - A. Government should set stricter rules for businesses on issues like workers’ rights and environmental standards / B. Red-tape on businesses should be cut to help them to grow and create more jobs
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I tend to agree more with statement A	255 23%	121 23%	132 24%	26 20%	52 25%	37 18%	43 22%	97 27% F	84 27%	68 21%	49 21%	54 23%	227 24%	28 22%
Agree with both equally	233 21%	113 21%	118 22%	19 15%	51 25%	46 23%	48 24%	68 19%	70 22%	59 19%	59 26%	45 19%	209 22%	24 19%
I tend to agree more with statement B	164 15%	83 16%	77 14%	16 12%	26 13%	28 14%	30 15%	64 18%	51 16%	43 14%	38 16%	33 14%	142 15%	19 16%
I agree much more with statement B	103 9%	60 11%	43 8%	7 6%	17 8%	19 9%	24 12%	37 10%	30 10%	32 10%	23 10%	17 7%	92 10%	10 8%
I disagree with both statements	17 2%	5 1%	10 2%	2 2%	2 1%	5 3%	2 1%	5 1%	2 *	7 2%	5 2%	3 1%	17 2%	- -
Don't know	142 13%	52 10%	87 16% B	28 22% FGH	34 17% H	25 12%	22 11%	32 9%	25 8%	48 15% I	23 10%	47 20% IK	115 12%	24 19% M

NET: Agree more with Statement A	439 40%	219 41%	209 38%	56 43%	78 37%	76 38%	74 37%	156 43%	135 43%	127 40%	84 36%	93 39%	389 40%	48 38%
NET: Agree more with Statement B	268 24%	143 27%	120 22%	23 18%	43 21%	47 23%	54 27%	101 28% D	81 26%	76 24%	61 26%	50 21%	234 24%	30 24%

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	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
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Weighted base	1099	255	241	276	153	52	92	30	390	709	215	288	262	246	87
I agree much more with statement A	184	44	42	44	19	7	22	7	72	113	33	52	46	37	17
	17%	17%	17%	16%	13%	13% *	23% E*	23% **	18%	16%	16%	18%	17%	15%	19% *
I tend to agree more with statement A	255	50	52	71	37	18	19	7	104	151	48	68	62	56	22
	23%	20%	22%	26%	24%	35% B*	20% *	24% **	27% J	21%	22%	24%	24%	23%	25% *
Agree with both equally	233	62	49	64	29	5	16	8	82	151	46	67	55	57	8
	21%	24% F	20%	23%	19%	11% *	17% *	26% **	21%	21%	21% O	23% O	21% O	23% O	9% *
I tend to agree more with statement B	164	37	35	42	27	10	11	2	57	108	32	37	42	41	13
	15%	15%	15%	15%	17%	20% *	12% *	6% **	15%	15%	15%	13%	16%	17%	14% *
I agree much more with statement B	103	20	24	22	17	7	10	4	36	67	17	27	23	30	7
	9%	8%	10%	8%	11%	14% *	11% *	12% **	9%	9%	8%	9%	9%	12%	8% *
I disagree with both statements	17	3	2	4	3	2	2	-	5	11	2	6	5	2	1
	2%	1%	1%	2%	2%	3% *	2% *	- **	1%	2%	1%	2%	2%	1%	2% *
Don't know	142	38	37	29	21	2	13	2	34	109	38	32	29	23	20
	13%	15% F	15% F	11%	14%	3% *	14% *	8% **	9%	15% I	18% LN	11%	11%	9%	23% LMN*

NET: Agree more with Statement A	439 40%	95 37%	94 39%	115 42%	56 37%	25 49% *	40 44% *	14 48% **	176 45% J	264 37%	81 38%	120 42%	108 41%	92 38%	38 44% *
NET: Agree more with Statement B	268 24%	57 22%	59 25%	64 23%	43 28%	18 34% *	22 23% *	6 18% **	93 24%	175 25%	48 22%	64 22%	65 25%	71 29%	20 23% *

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ColumnMeans (5%): A,B/C/D/E/F/G/H,I/J,K/L/M/N/O Minimum Base: 30(**) Small Base: 100(*)

23-085423-10 - 8th - 11th March 2024

PUBLIC

Ipsos x Apella Event

UK Adults 18 - 75

Q4_BLOCK 3. Which of the following statements, if either, do you agree with more? - A. Government should set stricter rules for businesses on issues like workers' rights and environmental standards / B. Red-tape on businesses should be cut to help them to grow and create more jobs

All Adults aged 18-75 in the UK

		GE 2019 Vote				Voter preference (intend to vote for, or in support of)				EU Referendum Vote		People intending to vote Labour now, but didn't in 2019	Voted Labour in 2019 and intend to do so again
	Total (A)	Conservati ve (H)	Labour (I)	Other party (J)	Conservati ve (K)	Labour (L)	Other (M)	Wouldn't vote (N)	Prefer not to say (O)	Remain (P)	Leave (Q)	Labour Switchers (R)	Labour Loyalists (S)
Unweighted base	1099	297	267	210	188	363	273	237	38	454	314	139	224
Weighted base	1099	320	262	193	197	352	266	248	37	422	341	132	220
I agree much more with statement A	184 17%	36 11%	61 23% H	46 24% H	14 7%	80 23% KNO	65 25% KNO	23 9%	1 4% +	88 21% Q	45 13%	32 25%	48 22%
I tend to agree more with statement A	255 23%	71 22%	73 28%	49 25%	49 25% O	88 25% O	70 26% NO	44 18%	3 8% +	124 29% Q	68 20%	25 19%	64 29%
Agree with both equally	233 21%	76 24%	55 21%	38 20%	51 26%	66 19%	48 18%	57 23%	11 29% +	77 18%	84 25%	22 17%	44 20%
I tend to agree more with statement B	164 15%	69 22% U	26 10%	25 13%	50 25% LMNO	40 11%	36 14%	36 14%	3 8% +	59 14%	66 19%	18 14%	22 10%
I agree much more with statement B	103 9%	47 15% U	16 6%	16 8%	23 12%	34 10%	31 11%	15 6%	1 4% +	32 8%	44 13% P	18 14%	16 7%
I disagree with both statements	17 2%	1 *	2 1%	4 2%	2 1%	4 1%	2 1%	9 4% M	1 2% +	5 1%	4 1%	2 1%	2 1%
Don't know	142 13%	19 6%	28 11%	14 7%	8 4%	40 11% KM	15 6%	64 26% KLM	16 45% KLMN*	37 9%	30 9%	15 12%	24 11%

NET: Agree more with Statement A	439 40%	107 33%	134 51% H	95 49% H	63 32% O	169 48% KNO	135 51% KNO	68 27%	4 12% +	212 50% Q	113 33%	57 43%	112 51%
NET: Agree more with Statement B	268 24%	117 37% U	43 16%	42 21%	73 37% LMNO	73 21%	67 25%	51 21%	4 12% +	91 21%	111 32% P	36 27%	37 17%

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23-085423-10 - 8th - 11th March 2024

PUBLIC

Ipsos x Apella Event

UK Adults 18 - 75

Q4_BLOCK 4. Which of the following statements, if either, do you agree with more? - A. Services such as water, rail and energy should be run by the public sector / B. Services such as water, rail and energy should be run by the private sector

All Adults aged 18-75 in the UK

	Gender			Age					Social grade				Ethnicity	
	Total	Man	Woman	18-24	25-34	35-44	45-54	55-75	AB	C1	C2	DE	White ethnic group	Ethnic minority group
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
Unweighted base	1099	515	561	129	203	200	214	353	332	345	186	236	953	135
Weighted base	1099	532	544	129	209	199	199	363	312	316	232	239	963	126
I agree much more with statement A	333 30%	191 36% C	131 24%	31 24%	43 21%	55 28%	62 31% E	141 39% DEF	108 35%	92 29%	69 30%	64 27%	296 31%	32 26%
I tend to agree more with statement A	261 24%	116 22%	138 25%	32 25%	57 27%	53 27%	40 20%	78 22%	81 26%	75 24%	55 24%	49 21%	232 24%	28 22%
Agree with both equally	162 15%	81 15%	82 15%	24 19% H	38 18% H	28 14%	35 18% H	37 10%	36 12%	50 16%	39 17%	37 16%	137 14%	25 20%
I tend to agree more with statement B	135 12%	65 12%	67 12%	13 10%	26 12%	26 13%	28 14%	42 12%	44 14%	30 10%	36 15%	24 10%	114 12%	18 14%
I agree much more with statement B	63 6%	29 5%	34 6%	7 5%	9 4%	6 3%	10 5%	31 9% F	16 5%	19 6%	9 4%	19 8%	56 6%	6 5%
I disagree with both statements	11 1%	7 1%	5 1%	- - H	4 2% H	3 2%	2 1%	1 * H	4 1%	3 1%	2 1%	3 1%	9 1%	2 1%
Don't know	134 12%	45 8%	87 16% B	22 17% H	33 16% H	27 13%	21 10%	32 9%	22 7%	47 15% I	22 10%	43 18% IK	118 12%	14 11%

NET: Agree more with Statement A	594 54%	307 58% C	269 50%	64 49%	100 48%	108 54%	102 51%	220 61% DEG	189 61% L	167 53%	124 54%	113 47%	529 55%	60 48%
NET: Agree more with Statement B	197 18%	93 18%	101 19%	20 15%	34 16%	32 16%	38 19%	73 20%	60 19%	50 16%	45 19%	43 18%	170 18%	25 20%

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23-085423-10 - 8th - 11th March 2024

PUBLIC

Ipsos x Apella Event

UK Adults 18 - 75

Q4_BLOCK 4. Which of the following statements, if either, do you agree with more? - A. Services such as water, rail and energy should be run by the public sector / B. Services such as water, rail and energy should be run by the private sector

All Adults aged 18-75 in the UK

		Region							Education		Income				
	Total	NORTH	SOUTH	MIDLANDS /EAST	LONDON	WALES	SCOTLAND	NORTHERN IRELAND	Graduate	Non-graduate	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	Refused
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
Unweighted base	1099	262	233	282	147	52	94	29	594	505	223	278	257	256	85
Weighted base	1099	255	241	276	153	52	92	30	390	709	215	288	262	246	87
I agree much more with statement A	333	78	77	77	41	11	38	12	139	194	58	86	84	78	27
	30%	30%	32%	28%	27%	20% *	41% DEF*	40% **	36% J	27%	27%	30%	32%	32%	31% *
I tend to agree more with statement A	261	70	47	70	25	21	21	6	87	174	47	66	78	48	22
	24%	27% E	19%	25% E	16%	42% CDEG*	23% *	22% **	22%	24%	22%	23%	30% N	20%	25% *
Agree with both equally	162	40	38	36	28	5	9	4	53	109	37	52	30	38	5
	15%	16%	16%	13%	19%	10% *	10% *	14% **	14%	15%	17% O	18% MO	11%	15% O	6% *
I tend to agree more with statement B	135	18	39	38	26	4	7	3	50	85	20	29	38	39	9
	12%	7%	16% B	14% B	17% B	7% *	8% *	10% **	13%	12%	9%	10%	14%	16%	10% *
I agree much more with statement B	63	13	13	17	9	3	7	1	20	43	19	18	5	16	5
	6%	5%	5%	6%	6%	6% *	7% *	5% **	5%	6%	9% M	6% M	2%	7% M	5% *
I disagree with both statements	11	3	1	5	1	-	1	-	5	6	2	3	1	5	-
	1%	1%	*	2%	*	- *	2% *	- **	1%	1%	1%	1%	*	2%	- *
Don't know	134	33	26	33	23	8	8	3	35	98	32	35	25	21	20
	12%	13%	11%	12%	15%	15% *	9% *	10% **	9%	14% I	15%	12%	10%	9%	23% LMN*

NET: Agree more with Statement A	594 54%	148 58% E	124 51%	147 53%	66 43%	32 62% E*	59 64% E*	18 61% **	226 58% J	368 52%	105 49%	152 53%	163 62% KLN	126 51%	48 55% *
NET: Agree more with Statement B	197 18%	31 12%	52 22% B	54 20% B	35 23% B	7 13% *	14 15% *	4 14% **	70 18%	127 18%	39 18%	47 16%	43 16%	55 23%	14 15% *

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23-085423-10 - 8th - 11th March 2024

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Ipsos x Apella Event

UK Adults 18 - 75

Q4_BLOCK 4. Which of the following statements, if either, do you agree with more? - A. Services such as water, rail and energy should be run by the public sector / B. Services such as water, rail and energy should be run by the private sector

All Adults aged 18-75 in the UK

		GE 2019 Vote				Voter preference (intend to vote for, or in support of)				EU Referendum Vote		People intending to vote Labour now, but didn't in 2019	Voted Labour in 2019 and intend to do so again
	Total (A)	Conservati ve (H)	Labour (I)	Other party (J)	Conservati ve (K)	Labour (L)	Other (M)	Undecide d / Wouldn't vote (N)	Prefer not to say (O)	Remain (P)	Leave (Q)	Labour Switchers (R)	Labour Loyalists (S)
Unweighted base	1099	297	267	210	188	363	273	237	38	454	314	139	224
Weighted base	1099	320	262	193	197	352	266	248	37	422	341	132	220
I agree much more with statement A	333	80	108	74	40	139	97	55	2	161	92	49	90
	30%	25%	41%	38%	21%	39%	36%	22%	5%	38%	27%	37%	41%
I tend to agree more with statement A	261	78	60	47	48	92	65	52	4	105	83	38	54
	24%	24%	23%	24%	24%	26%	25%	21%	11%	25%	24%	29%	25%
Agree with both equally	162	44	31	26	33	41	36	43	9	47	46	15	26
	15%	14%	12%	14%	17%	12%	14%	17%	25%	11%	13%	12%	12%
I tend to agree more with statement B	135	52	27	27	41	33	34	24	3	46	54	11	22
	12%	16%	10%	14%	21%	9%	13%	10%	9%	11%	16%	8%	10%
I agree much more with statement B	63	27	15	6	18	21	10	13	-	24	26	8	13
	6%	8%	6%	3%	9%	6%	4%	5%	-	6%	8%	6%	6%
I disagree with both statements	11	6	1	1	2	2	2	5	-	5	5	1	1
	1%	2%	*	*	1%	1%	1%	2%	-	1%	1%	1%	*
Don't know	134	33	20	12	14	24	22	56	18	33	36	10	14
	12%	10%	8%	6%	7%	7%	8%	23%	49%	8%	11%	7%	6%

NET: Agree more with Statement A	594 54%	158 49%	168 64%	121 62%	88 45%	231 66%	162 61%	107 43%	6 16%	266 63%	175 51%	87 66%	144 65%
NET: Agree more with Statement B	197 18%	79 25%	41 16%	33 17%	60 30%	54 15%	44 16%	36 15%	3 9%	70 17%	79 23%	19 14%	35 16%

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23-085423-10 - 8th - 11th March 2024

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UK Adults 18 - 75

Q4_BLOCK 5. Which of the following statements, if either, do you agree with more? - A. Foreign companies owning private sector British businesses is a good thing / B. Foreign companies owning private sector British businesses is a bad thing

All Adults aged 18-75 in the UK

	Gender			Age					Social grade				Ethnicity	
	Total	Man	Woman	18-24	25-34	35-44	45-54	55-75	AB	C1	C2	DE	White ethnic group	Ethnic minority group
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
Unweighted base	1099	515	561	129	203	200	214	353	332	345	186	236	953	135
Weighted base	1099	532	544	129	209	199	199	363	312	316	232	239	963	126
I agree much more with statement A	71 6%	37 7%	33 6%	5 4%	17 8%	18 9% H	16 8% H	14 4%	33 11% JL	11 4%	14 6%	13 5%	55 6%	15 12% M
I tend to agree more with statement A	157 14%	88 17%	66 12%	23 17%	27 13%	31 16%	27 14%	49 14%	40 13%	52 17%	31 13%	33 14%	134 14%	23 18%
Agree with both equally	243 22%	117 22%	121 22%	26 20%	54 26%	48 24%	42 21%	72 20%	72 23%	61 19%	62 27%	47 20%	211 22%	29 23%
I tend to agree more with statement B	278 25%	131 25%	141 26%	26 20%	45 22%	45 23%	47 23%	114 32% DEF	82 26%	80 25%	55 24%	61 26%	253 26% N	22 17%
I agree much more with statement B	158 14%	88 17%	68 12%	6 4%	20 10%	19 9%	37 19% DEF	76 21% DEF	50 16%	42 13%	32 14%	34 14%	147 15% N	9 7%
I disagree with both statements	36 3%	14 3%	20 4%	7 6% G	11 5% G	9 4% G	1 1%	8 2%	5 2%	15 5% I	6 3%	9 4%	28 3%	8 6%
Don't know	156 14%	57 11%	94 17% B	36 28% EFGH	35 17% H	29 15% H	28 14% H	28 8%	30 10%	54 17% I	30 13%	42 17% I	135 14%	20 16%

NET: Agree more with Statement A	228 21%	125 23%	99 18%	28 22%	44 21%	49 25%	44 22%	64 18%	73 23%	64 20%	46 20%	46 19%	189 20%	39 31% M
NET: Agree more with Statement B	436 40%	219 41%	209 38%	32 25%	66 31%	64 32%	84 42% DE	191 53% DEFG	132 42%	122 39%	87 38%	95 40%	400 42% N	31 25%

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23-085423-10 - 8th - 11th March 2024

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Ipsos x Apella Event

UK Adults 18 - 75

Q4_BLOCK 5. Which of the following statements, if either, do you agree with more? - A. Foreign companies owning private sector British businesses is a good thing / B. Foreign companies owning private sector British businesses is a bad thing

All Adults aged 18-75 in the UK

		Region							Education		Income					
	Total	NORTH	SOUTH	MIDLANDS /EAST	LONDON	WALES	SCOTLAND	NORTHERN IRELAND	Graduate	Non-graduate	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	Refused	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	
Unweighted base	1099	262	233	282	147	52	94	29	594	505	223	278	257	256	85	
Weighted base	1099	255	241	276	153	52	92	30	390	709	215	288	262	246	87	
I agree much more with statement A	71 6%	15 6%	17 7%	19 7%	9 6%	3 7% *	5 6% *	3 8% **	33 8% J	38 5%	7 3%	15 5%	17 6%	24 10% K	8 9% *	
I tend to agree more with statement A	157 14%	45 18% D	37 15%	30 11%	19 12%	8 15% *	13 14% *	5 18% **	53 14%	104 15%	25 11%	47 16%	41 16%	37 15%	8 9% *	
Agree with both equally	243 22%	46 18%	60 25%	61 22%	35 23%	16 31% B*	16 17% *	9 31% **	102 26% J	141 20%	39 18%	61 21%	60 23%	67 27% K	17 20% *	
I tend to agree more with statement B	278 25%	61 24%	66 27%	67 24%	36 24%	10 20% *	27 30% *	10 34% **	101 26%	177 25%	61 28% N	84 29% N	68 26%	48 20%	17 19% *	
I agree much more with statement B	158 14%	40 16%	25 11%	47 17%	27 17%	10 19% *	9 10% *	* 2% **	48 12%	110 15%	31 14%	41 14%	32 12%	39 16%	14 17% *	
I disagree with both statements	36 3%	13 5% C	3 1%	12 4%	6 4%	- 4% *	2 2% *	- 2% **	10 2%	26 4%	10 5% N	7 2%	13 5% N	2 1%	3 4% *	
Don't know	156 14%	36 14%	34 14%	40 14%	21 14%	4 8% *	19 21% *	2 8% **	42 11%	114 16% I	43 20% LMN	33 11%	32 12%	29 12%	20 23% LMN*	

NET: Agree more with Statement A	228 21%	60 23%	54 22%	49 18%	28 18%	11 21% *	18 20% *	8 26% **	86 22%	142 20%	32 15%	62 22%	57 22%	61 25% K	16 18% *
NET: Agree more with Statement B	436 40%	101 40%	91 38%	114 41%	63 41%	20 39% *	37 40% *	11 35% **	149 38%	287 40%	92 43%	125 43%	100 38%	87 36%	31 36% *

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Ipsos x Apella Event

UK Adults 18 - 75

Q4_BLOCK 5. Which of the following statements, if either, do you agree with more? - A. Foreign companies owning private sector British businesses is a good thing / B. Foreign companies owning private sector British businesses is a bad thing

All Adults aged 18-75 in the UK

		GE 2019 Vote				Voter preference (intend to vote for, or in support of)				EU Referendum Vote		People intending to vote Labour now, but didn't in 2019	Voted Labour in 2019 and intend to do so again
	Total (A)	Conservati ve (H)	Labour (I)	Other party (J)	Conservati ve (K)	Labour (L)	Other (M)	Undecide d / Wouldn't vote (N)	Prefer not to say (O)	Remain (P)	Leave (Q)	Labour Switchers (R)	Labour Loyalists (S)
Unweighted base	1099	297	267	210	188	363	273	237	38	454	314	139	224
Weighted base	1099	320	262	193	197	352	266	248	37	422	341	132	220
I agree much more with statement A	71 6%	17 5%	16 6%	20 11% H	17 9%	30 8%	11 4%	11 4%	3 7% +	31 7%	20 6%	16 12%	14 6%
I tend to agree more with statement A	157 14%	52 16%	30 11%	27 14%	33 17%	44 13%	41 15%	34 14%	5 14% +	55 13%	52 15%	19 14%	26 12%
Agree with both equally	243 22%	73 23%	59 23%	43 22%	53 27%	73 21%	62 23%	47 19%	8 23% +	104 25%	65 19%	21 16%	52 23%
I tend to agree more with statement B	278 25%	96 30%	71 27%	48 25%	50 26% O	98 28% O	71 27% O	56 22% O	3 7% +	115 27%	94 28%	37 28%	61 28%
I agree much more with statement B	158 14%	54 17%	45 17%	35 18%	29 15% O	55 16% NO	50 19% NO	23 9%	- - +	62 15%	72 21% P	18 14%	37 17%
I disagree with both statements	36 3%	9 3%	9 4%	4 2%	6 3%	13 4%	5 2%	11 4%	1 2% +	11 3%	11 3%	5 4%	8 4%
Don't know	156 14%	19 6%	32 12% H	16 8%	8 4%	38 11% K	26 10% K	67 27% KLM	17 47% KLMN*	46 11%	26 8%	16 12%	23 10%

NET: Agree more with Statement A	228 21%	69 22%	46 17%	48 25%	50 25%	74 21%	52 19%	45 18%	8 21% +	85 20%	72 21%	34 26%	40 18%
NET: Agree more with Statement B	436 40%	150 47%	115 44%	83 43%	80 41% O	153 44% NO	121 46% NO	79 32% O	3 7% +	176 42%	166 49%	55 42%	98 45%

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23-085423-10 - 8th - 11th March 2024

PUBLIC

Ipsos x Apella Event

UK Adults 18 - 75

Q4_BLOCK 6. Which of the following statements, if either, do you agree with more? - A. There is too much regulation of British business / B. There is too little regulation of British business

All Adults aged 18-75 in the UK

	Gender			Age					Social grade				Ethnicity	
	Total	Man	Woman	18-24	25-34	35-44	45-54	55-75	AB	C1	C2	DE	White ethnic group	Ethnic minority group
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
Unweighted base	1099	515	561	129	203	200	214	353	332	345	186	236	953	135
Weighted base	1099	532	544	129	209	199	199	363	312	316	232	239	963	126
I agree much more with statement A	76 7%	53 10% c	23 4%	9 7%	11 5%	16 8%	10 5%	31 8%	22 7%	24 8%	17 7%	14 6%	66 7%	9 7%
I tend to agree more with statement A	191 17%	97 18%	92 17%	17 13%	33 16%	30 15%	41 21%	69 19%	61 20% L	59 19%	43 18%	29 12%	164 17%	27 21%
Agree with both equally	287 26%	137 26%	144 26%	31 24%	49 24%	49 25%	63 31%	95 26%	91 29% J	65 21%	75 32% J	56 24%	254 26%	32 25%
I tend to agree more with statement B	188 17%	98 18%	82 15%	28 22%	34 16%	32 16%	31 16%	64 18%	56 18%	46 15%	45 19%	40 17%	167 17%	19 15%
I agree much more with statement B	96 9%	58 11% c	38 7%	8 6%	20 10%	20 10%	17 8%	31 9%	24 8%	34 11%	15 7%	22 9%	85 9%	10 8%
I disagree with both statements	41 4%	22 4%	18 3%	8 6% G	12 6% G	7 4%	2 1%	11 3%	16 5%	10 3%	5 2%	9 4%	35 4%	6 5%
Don't know	219 20%	67 13%	146 27% B	28 22%	48 23%	44 22%	36 18%	63 17%	42 13%	78 25% IK	32 14%	68 28% IK	193 20%	23 18%

NET: Agree more with Statement A	267 24%	150 28% c	115 21%	26 20%	45 22%	46 23%	51 25%	100 27%	83 27% L	82 26% L	59 26%	43 18%	230 24%	35 28%
NET: Agree more with Statement B	284 26%	156 29% c	120 22%	36 28%	54 26%	52 26%	48 24%	95 26%	81 26%	81 25%	60 26%	62 26%	252 26%	29 23%

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23-085423-10 - 8th - 11th March 2024

PUBLIC

Ipsos x Apella Event

UK Adults 18 - 75

Q4_BLOCK 6. Which of the following statements, if either, do you agree with more? - A. There is too much regulation of British business / B. There is too little regulation of British business

All Adults aged 18-75 in the UK

		Region							Education		Income				
	Total	NORTH	SOUTH	MIDLANDS /EAST	LONDON	WALES	SCOTLAND	NORTHERN IRELAND	Graduate	Non-graduate	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	Refused
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
Unweighted base	1099	262	233	282	147	52	94	29	594	505	223	278	257	256	85
Weighted base	1099	255	241	276	153	52	92	30	390	709	215	288	262	246	87
I agree much more with statement A	76	21	20	20	5	1	6	3	23	53	13	14	24	22	3
	7%	8%	8%	7%	3%	2%	7%	10%	6%	7%	6%	5%	9%	9%	3%
I tend to agree more with statement A	191	41	38	53	31	13	12	3	69	122	23	63	49	46	11
	17%	16%	16%	19%	20%	25%	14%	9%	18%	17%	11%	22% K	19% K	19% K	12% *
Agree with both equally	287	71	57	70	46	13	21	9	103	184	56	81	59	69	22
	26%	28%	24%	25%	30%	24% *	23% *	30% **	26%	26%	26%	28%	22%	28%	26% *
I tend to agree more with statement B	188	40	42	52	18	11	18	8	78	109	35	46	51	42	14
	17%	16%	17%	19%	12%	22% *	20% *	25% **	20% J	15%	16%	16%	20%	17%	16% *
I agree much more with statement B	96	20	16	22	16	5	14	3	35	61	26	24	17	21	7
	9%	8%	7%	8%	10%	9% *	15% C*	11% **	9%	9%	12%	8%	7%	9%	8% *
I disagree with both statements	41	9	14	9	4	2	3	-	19	22	12	7	11	10	1
	4%	4%	6%	3%	3%	4% *	3% *	- **	5%	3%	6%	2%	4%	4%	1% *
Don't know	219	53	54	51	34	7	17	4	62	157	50	53	50	36	29
	20%	21%	22%	18%	22%	14% *	19% *	14% **	16%	22% I	23% N	19%	19%	15%	33% LMN*

NET: Agree more with Statement A	267 24%	62 24%	59 24%	73 26%	36 23%	14 27% *	19 20% *	6 19% **	92 24%	175 25%	36 17%	77 27% K	73 28% KO	67 27% KO	14 16% *
NET: Agree more with Statement B	284 26%	60 24%	58 24%	74 27%	33 22%	16 31% *	32 35% BE*	11 37% **	114 29%	170 24%	61 28%	70 24%	69 26%	63 26%	21 24% *

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23-085423-10 - 8th - 11th March 2024

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Ipsos x Apella Event

UK Adults 18 - 75

Q4_BLOCK 6. Which of the following statements, if either, do you agree with more? - A. There is too much regulation of British business / B. There is too little regulation of British business

All Adults aged 18-75 in the UK

		GE 2019 Vote				Voter preference (intend to vote for, or in support of)					EU Referendum Vote		People intending to vote Labour now, but didn't in 2019	Voted Labour in 2019 and intend to do so again
	Total	Conservati	Labour	Other	Conservati	Labour	Other	Wouldn't	Prefer not				Labour	Labour
	(A)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	
Unweighted base	1099	297	267	210	188	363	273	237	38	454	314	139	224	
Weighted base	1099	320	262	193	197	352	266	248	37	422	341	132	220	
I agree much more with statement A	76 7%	34 11% I	10 4%	10 5%	17 9%	20 6%	19 7%	19 8%	1 3% +	21 5%	37 11% P	10 8%	10 4%	
I tend to agree more with statement A	191 17%	81 25% IJ	40 15%	28 15%	57 29% LMN	61 17%	37 14%	31 13%	5 13% +	77 18%	71 21%	27 21%	34 15%	
Agree with both equally	287 26%	85 27%	72 28%	58 30%	52 26%	86 24%	71 27%	68 27%	10 28% +	111 26%	87 26%	24 18%	62 28%	
I tend to agree more with statement B	188 17%	42 13%	47 18%	46 24% H	32 16%	66 19%	53 20%	34 14%	3 8% +	81 19%	49 14%	27 21%	38 17%	
I agree much more with statement B	96 9%	18 6%	33 13% H	18 9%	11 5%	46 13% KNO	30 11% KNO	9 4%	- - +	41 10%	24 7%	18 14%	28 13%	
I disagree with both statements	41 4%	8 2%	10 4%	9 5%	9 5%	8 2%	14 5%	10 4%	- - +	19 4%	10 3%	2 1%	6 3%	
Don't know	219 20%	52 16%	49 19%	24 12%	19 9%	66 19% K	42 16%	76 31% KLM	17 47% KLM*	73 17%	63 18%	24 18%	42 19%	

NET: Agree more with Statement A	267 24%	115 36% U	50 19%	39 20%	75 38% LMNO	81 23%	56 21%	50 20%	6 16% +	98 23%	109 32% P	37 28%	44 20%
NET: Agree more with Statement B	284 26%	59 19%	80 31% H	64 33% H	43 22%	111 32% KNO	83 31% KNO	44 18%	3 8% +	122 29% Q	73 21%	45 34%	66 30%

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23-085423-10 - 8th - 11th March 2024

PUBLIC

Ipsos x Apella Event

UK Adults 18 - 75

Q4_BLOCK 7. Which of the following statements, if either, do you agree with more? - A. Businesses should be taxed more to pay for the funding gap in public services / B. Businesses should be taxed at a lower level to encourage them to invest in job creation and economic growth

All Adults aged 18-75 in the UK

	Gender			Age					Social grade				Ethnicity	
	Total	Man	Woman	18-24	25-34	35-44	45-54	55-75	AB	C1	C2	DE	White ethnic group	Ethnic minority group
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
Unweighted base	1099	515	561	129	203	200	214	353	332	345	186	236	953	135
Weighted base	1099	532	544	129	209	199	199	363	312	316	232	239	963	126
I agree much more with statement A	145 13%	88 16% C	50 9%	26 20% H	29 14%	33 16% H	24 12%	34 9%	49 16%	47 15%	25 11%	24 10%	124 13%	18 15%
I tend to agree more with statement A	228 21%	115 22%	110 20%	20 16%	53 26% G	41 21%	31 16%	82 23%	71 23%	65 21%	39 17%	53 22%	212 22% N	16 13%
Agree with both equally	229 21%	112 21%	114 21%	22 17%	51 24%	43 21%	48 24%	65 18%	64 20%	59 19%	61 26%	45 19%	192 20%	35 28%
I tend to agree more with statement B	234 21%	104 19%	125 23%	28 22%	31 15%	35 17%	45 23%	95 26% EF	62 20%	71 23%	55 24%	45 19%	211 22%	22 17%
I agree much more with statement B	99 9%	58 11% C	38 7%	12 9%	14 7%	16 8%	18 9%	40 11%	35 11%	26 8%	21 9%	17 7%	79 8%	17 13%
I disagree with both statements	25 2%	11 2%	14 3%	2 1%	4 2%	6 3%	4 2%	10 3%	8 2%	8 2%	3 1%	7 3%	23 2%	3 2%
Don't know	139 13%	44 8%	93 17% B	19 15%	27 13%	27 13%	30 15%	36 10%	25 8%	40 13%	28 12%	46 19% U	122 13%	15 12%

NET: Agree more with Statement A	373 34%	203 38% C	160 29%	46 36%	82 39% G	74 37%	55 27%	116 32%	119 38% K	113 36%	64 27%	78 33%	336 35%	35 28%
NET: Agree more with Statement B	333 30%	162 30%	163 30%	40 31%	45 21%	50 25%	63 32% E	135 37% EF	97 31%	97 31%	76 33%	63 26%	290 30%	39 31%

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23-085423-10 - 8th - 11th March 2024

PUBLIC

Ipsos x Apella Event

UK Adults 18 - 75

Q4_BLOCK 7. Which of the following statements, if either, do you agree with more? - A. Businesses should be taxed more to pay for the funding gap in public services / B. Businesses should be taxed at a lower level to encourage them to invest in job creation and economic growth

All Adults aged 18-75 in the UK

		Region							Education		Income				
	Total	NORTH	SOUTH	MIDLANDS /EAST	LONDON	WALES	SCOTLAND	NORTHERN IRELAND	Graduate	Non-graduate	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	Refused
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
Unweighted base	1099	262	233	282	147	52	94	29	594	505	223	278	257	256	85
Weighted base	1099	255	241	276	153	52	92	30	390	709	215	288	262	246	87
I agree much more with statement A	145	36	29	35	21	5	16	4	60	85	25	40	30	44	7
	13%	14%	12%	13%	14%	9% *	17% *	13% **	15%	12%	12%	14%	11%	18% o	8% *
I tend to agree more with statement A	228	49	49	68	26	9	20	8	79	149	49	55	56	56	12
	21%	19%	20%	24%	17%	18% *	22% *	28% **	20%	21%	23%	19%	22%	23%	13% *
Agree with both equally	229	53	50	65	33	7	17	4	99	130	39	75	43	57	14
	21%	21%	21%	23%	22%	13% *	19% *	13% **	25% j	18%	18%	26% m	16%	23%	16% *
I tend to agree more with statement B	234	53	62	47	31	16	16	10	74	160	44	52	66	49	24
	21%	21%	26% o	17%	20%	31% o*	17% *	34% **	19%	23%	20%	18%	25%	20%	27% *
I agree much more with statement B	99	25	16	24	19	9	5	1	40	59	15	28	31	16	9
	9%	10%	7%	9%	12%	17% cG*	5% *	5% **	10%	8%	7%	10%	12% n	6%	11% *
I disagree with both statements	25	6	5	6	2	1	4	-	9	16	7	5	6	5	1
	2%	2%	2%	2%	2%	3% *	5% *	- **	2%	2%	3%	2%	2%	2%	1% *
Don't know	139	34	31	32	21	5	14	2	30	109	36	35	30	18	20
	13%	13%	13%	11%	14%	9% *	15% *	8% **	8%	15% i	17% n	12%	11%	7%	23% LMN*

NET: Agree more with Statement A	373 34%	85 33%	78 32%	102 37%	46 30%	14 27% *	36 39% *	12 41% **	139 36%	234 33%	74 34% o	95 33%	86 33%	100 41% o	18 21% *
NET: Agree more with Statement B	333 30%	77 30%	78 32%	71 26%	50 32%	25 48% BCDG*	21 22% *	12 39% **	114 29%	220 31%	58 27%	80 28%	97 37% KLN	65 27%	33 38% *

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23-085423-10 - 8th - 11th March 2024

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Ipsos x Apella Event

UK Adults 18 - 75

Q4_BLOCK 7. Which of the following statements, if either, do you agree with more? - A. Businesses should be taxed more to pay for the funding gap in public services / B. Businesses should be taxed at a lower level to encourage them to invest in job creation and economic growth

All Adults aged 18-75 in the UK

		GE 2019 Vote				Voter preference (intend to vote for, or in support of)				EU Referendum Vote				People intending to vote Labour now, but didn't in 2019	Voted Labour in 2019 and intend to do so again
	Total (A)	Conservati ve (H)	Labour (I)	Other party (J)	Conservati ve (K)	Labour (L)	Other (M)	Undecide d / Wouldn't vote (N)	Prefer not to say (O)	Remain (P)	Leave (Q)	Labour Switchers (R)	Labour Loyalists (S)		
Unweighted base	1099	297	267	210	188	363	273	237	38	454	314	139	224		
Weighted base	1099	320	262	193	197	352	266	248	37	422	341	132	220		
I agree much more with statement A	145 13%	21 7%	48 18% H	38 20% H	20 10%	68 19% KMNO	32 12%	23 9%	2 5% +	62 15%	38 11%	26 20%	42 19%		
I tend to agree more with statement A	228 21%	55 17%	74 28% H	40 21%	36 18% O	98 28% KNO	61 23% NO	32 13%	1 4% +	116 27% Q	57 17%	32 24%	66 30%		
Agree with both equally	229 21%	67 21%	53 20%	44 23%	40 20%	64 18%	54 20%	59 24%	12 33% +	96 23%	61 18%	19 14%	45 20%		
I tend to agree more with statement B	234 21%	95 30% I	33 13%	42 22% I	58 30% LNO	65 19%	57 21%	51 20%	3 9% +	83 20%	89 26%	36 27%	29 13%		
I agree much more with statement B	99 9%	50 16% IJ	17 6%	10 5%	27 14% LN	23 7%	34 13% LN	15 6%	1 3% +	19 5%	54 16% P	8 6%	15 7%		
I disagree with both statements	25 2%	8 2%	5 2%	2 1%	4 2%	5 1%	6 2%	9 4%	1 2% +	9 2%	7 2%	3 2%	2 1%		
Don't know	139 13%	24 7%	31 12%	16 8%	12 6%	29 8%	22 8%	59 24% KLM	17 46% KLMN*	37 9%	35 10%	8 6%	21 10%		

NET: Agree more with Statement A	373 34%	77 24%	122 47% H	79 41% H	56 28% O	166 47% KMNO	93 35% NO	55 22%	3 8% +	177 42% Q	95 28%	58 44%	108 49%
NET: Agree more with Statement B	333 30%	145 45% IJ	50 19%	52 27%	85 43% LNO	88 25%	90 34% LO	66 27%	4 12% +	102 24%	143 42% P	44 33%	44 20%

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23-085423-10 - 8th - 11th March 2024

PUBLIC

Ipsos x Apollo Event

UK Adults 18 - 75

Q5. In general, in your view of company behaviour, which, if any, of these issues most need addressing?

All Adults aged 18-75 in the UK

	Total	Gender			Age				Social grade				Ethnicity	
		Men	Women	18-24	25-34	35-44	45-54	55-75	A8	C1	C2	DE	White ethnic group	Ethnic minority group
Unweighted base	1009	515	561	129	203	200	214	353	332	345	186	236	953	135
Weighted base	1009	532	544	129	209	199	199	363	312	316	232	239	963	126
Tax evasion	466 42%	238 45%	218 40%	42 33%	66 33%	72 36%	83 42%	202 56%	188 44%	195 43%	102 44%	91 38%	423 44%	42 34%
Tax avoidance	437 40%	224 42%	203 37%	39 30%	55 27%	65 33%	92 46%	185 51%	133 43%	131 43%	90 39%	83 35%	400 42%	35 28%
Executive pay	371 34%	191 36%	175 32%	27 21%	42 20%	53 27%	74 37%	176 48%	305 84%	119 38%	76 33%	71 30%	337 35%	32 26%
Environmental responsibility	366 33%	182 30%	196 36%	49 38%	71 34%	51 26%	70 35%	124 34%	125 40%	97 31%	63 27%	81 34%	327 34%	37 29%
Harassment and bullying in the workplace	322 29%	150 24%	187 34%	44 34%	47 22%	47 24%	55 27%	130 36%	204 53%	83 26%	67 29%	60 29%	283 29%	37 30%
Human rights	311 28%	142 27%	142 29%	58 45%	63 30%	51 29%	52 26%	88 24%	97 33%	87 27%	57 25%	70 29%	258 27%	50 40%
Work-home balance for employees	302 28%	127 24%	167 31%	32 24%	62 30%	44 22%	54 27%	111 31%	97 31%	86 27%	52 23%	67 28%	283 28%	30 24%
Bribery and corruption	298 27%	143 27%	145 27%	35 27%	56 21%	43 24%	47 24%	117 32%	92 30%	87 28%	50 25%	50 25%	256 27%	40 32%
Fair and open pricing of products and services	293 27%	136 26%	157 29%	27 21%	49 24%	48 24%	64 32%	106 29%	82 26%	79 25%	67 29%	66 28%	260 27%	32 25%
Sweatshop labour	291 26%	119 22%	165 30%	35 27%	40 19%	33 17%	47 24%	136 38%	87 28%	74 23%	60 26%	70 29%	273 28%	18 15%
Data privacy	289 26%	141 26%	143 26%	40 31%	53 25%	40 20%	54 27%	102 28%	99 32%	78 25%	53 23%	58 24%	248 26%	37 30%
Cybersecurity	284 26%	130 24%	151 28%	40 31%	44 21%	32 16%	56 28%	112 31%	88 28%	74 24%	62 27%	59 25%	247 26%	35 27%
Discrimination in treatment of people	279 25%	124 23%	148 27%	40 31%	52 25%	40 20%	47 24%	99 27%	96 31%	66 21%	50 22%	67 28%	240 25%	35 28%
Safety and security in the workplace	268 24%	117 22%	146 27%	41 32%	47 22%	33 16%	37 18%	110 30%	91 29%	68 22%	49 21%	60 25%	232 24%	35 28%
Foreign ownership of UK companies	237 22%	126 24%	110 20%	12 9%	19 9%	34 17%	44 22%	129 36%	62 20%	68 21%	59 26%	48 20%	216 22%	21 17%
Consumer rights	228 21%	123 23%	103 19%	26 20%	33 16%	34 17%	33 17%	103 28%	75 24%	61 19%	50 22%	42 18%	198 21%	29 23%
Consensus with information	175 16%	77 13%	93 17%	23 18%	25 12%	23 12%	33 16%	72 20%	64 21%	43 14%	23 10%	45 18%	152 16%	22 17%
Treatment of suppliers	149 14%	72 14%	76 14%	18 14%	20 10%	11 10%	15 13%	176 18%	105 13%	130 13%	130 13%	130 13%	129 13%	130 13%
Advertising and marketing practices	88 8%	45 8%	38 7%	11 12%	11 6%	11 7%	14 8%	28 11%	36 11%	30 6%	10 4%	23 10%	77 8%	11 9%
Other (specify)	15 1%	5 1%	8 2%	1 1%	3 1%	3 1%	2 1%	6 2%	2 1%	4 1%	3 1%	6 2%	11 1%	3 2%
None of these	40 4%	26 5%	14 3%	4 3%	8 4%	12 6%	10 5%	5 1%	5 2%	12 4%	9 4%	13 6%	28 3%	10 8%
Don't know	95 9%	36 7%	57 11%	15 12%	30 14%	16 8%	17 9%	21 6%	11 3%	34 11%	22 10%	28 12%	86 9%	9 7%

NET: Business practices	793 72%	394 74%	383 70%	78 60%	78 68%	142 70%	138 75%	149 79%	286 77%	239 71%	225 73%	170 66%	559 74%	81 64%
NET: Workplace conditions	595 54%	275 52%	306 56%	74 57%	106 51%	93 47%	102 51%	229 61%	259 62%	190 53%	162 52%	123 52%	524 54%	66 52%
NET: Social responsibility and human rights	666 61%	321 60%	331 61%	79 61%	120 57%	112 56%	114 57%	242 67%	215 69%	179 57%	133 57%	139 58%	584 61%	77 62%
NET: Data and information	481 44%	229 43%	243 45%	64 50%	83 40%	64 32%	86 43%	184 51%	160 51%	125 40%	94 40%	102 43%	418 43%	58 46%

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Column/row totals (2N): A,B,C,D,E,F,G,H,I,J,K,L,M,N Minimum Base: 30 (*) Detail Base: 100 (*)

Column/row totals (2N): A,B,C,D,E,F,G,H,I,J,K,L,M,N Minimum Base: 30 (*) Detail Base: 100 (*)

23-085423-10 - Rth - 11th March 2024

PUBLIC

Ipsos x Apollo Event

UK Adults 18 - 75

Q5. In general, in your view of company behaviour, which, if any, of these issues most need addressing?

All Adults aged 18-75 in the UK

	Region										Education					Income					Refused (O)
	Total (A)	NORTH (B)	SOUTH (C)	MIDLAND & EAST (D)	LONDON (E)	WALES (F)	SCOTLAND (G)	IRELAND (H)	Graduate (I)	Non-graduate (J)	UP TO £13,000 (K)	£13,000- £16,999 (L)	£17,000- £20,999 (M)	£21,000- £24,999 (N)	£25,000+ (O)						
Unweighted base	1009	262	233	282	147	52	94	29	594	505	223	278	257	256	85						
Weighted base	1009	255	241	276	153	52	92	30	390	709	215	288	262	246	87						
Tax evasion	466 42%	117 46%	106 44%	109 39%	56 36%	21 41%	43 46%	15 51%	165 42%	301 49%	105 43%	124 43%	102 39%	98 40%	38 44%						
Tax avoidance	437 40%	113 44%	96 40%	101 36%	50 32%	20 39%	43 47%	14 49%	165 42%	272 38%	98 45%	116 40%	95 36%	99 40%	28 33%						
Executive pay	371 34%	77 30%	88 36%	104 39%	47 31%	19 36%	27 29%	10 33%	122 31%	249 39%	73 34%	107 37%	97 37%	74 30%	21 24%						
Environmental responsibility	366 33%	64 25%	93 39%	91 33%	54 35%	19 36%	38 41%	6 22%	168 43%	198 28%	69 32%	94 33%	80 30%	90 37%	32 37%						
Harassment and bullying in the workplace	322 29%	80 31%	76 31%	75 27%	40 26%	14 27%	27 30%	11 35%	116 30%	206 29%	64 30%	103 36%	64 24%	57 23%	32 37%						
Human rights	311 28%	74 29%	71 30%	63 23%	47 31%	17 33%	27 29%	11 38%	118 30%	192 27%	56 26%	91 32%	71 27%	64 26%	29 33%						
Work-life balance for employees	302 28%	71 28%	69 28%	77 28%	34 22%	22 43%	25 27%	6 20%	118 30%	185 26%	51 24%	89 31%	71 27%	71 29%	21 24%						
Bribery and corruption	298 27%	64 25%	74 31%	61 22%	51 33%	15 29%	23 25%	11 36%	117 30%	181 26%	52 24%	82 28%	67 26%	69 28%	28 32%						
Fair and open pricing of products and services	293 27%	60 24%	67 28%	80 29%	33 22%	18 27%	25 27%	11 36%	101 26%	193 27%	65 30%	78 27%	72 28%	59 24%	20 23%						
Sweatshop labour	291 26%	65 25%	74 31%	65 24%	35 23%	13 26%	30 33%	8 28%	108 28%	183 26%	61 28%	81 28%	64 24%	59 24%	26 30%						
Data privacy	289 26%	78 31%	60 25%	74 27%	32 21%	14 28%	22 24%	9 30%	110 28%	179 25%	63 29%	90 24%	61 23%	66 27%	28 32%						
Cybersecurity	284 26%	74 29%	67 28%	69 25%	27 18%	15 30%	22 24%	9 31%	109 28%	175 25%	59 27%	72 25%	67 26%	57 23%	29 33%						
Discrimination in treatment of people	279 25%	66 26%	67 28%	59 21%	34 22%	14 27%	33 36%	6 21%	117 30%	182 23%	57 27%	73 25%	56 22%	65 27%	27 31%						
Safety and security in the workplace	268 24%	68 26%	64 26%	50 18%	39 25%	11 23%	26 28%	10 33%	89 23%	179 25%	48 22%	76 26%	61 23%	59 24%	24 28%						
Foreign ownership of UK companies	237 22%	51 20%	50 21%	72 26%	30 20%	11 21%	17 18%	6 20%	75 19%	161 23%	48 22%	65 23%	55 21%	52 21%	17 19%						
Consumer rights	228 21%	51 20%	56 23%	47 17%	36 23%	17 32%	14 16%	7 24%	86 22%	142 20%	41 19%	58 20%	63 24%	45 18%	22 25%						
Overseas with information	176 16%	42 16%	40 17%	40 13%	20 17%	9 22%	20 14%	4 18%	70 15%	105 15%	33 13%	44 13%	38 17%	42 13%	17 18%						
Treatment of suppliers	149 14%	29 11%	36 15%	41 15%	15 10%	7 14%	16 17%	4 13%	62 16%	87 12%	32 15%	33 11%	36 14%	34 14%	15 17%						
Advertising and marketing practices	88 8%	13 5%	22 9%	20 7%	15 10%	7 13%	11 12%	- 8%	40 10%	48 7%	30 9%	21 7%	20 8%	22 9%	9 6%						
Other (specify)	15 1%	3 1%	3 1%	3 1%	3 2%	- 2%	- 2%	- 2%	5 1%	9 1%	5 2%	5 2%	2 1%	2 1%	2 1%						
None of these	40 4%	9 3%	7 3%	8 3%	5 3%	* 1%	9 10%	1 2%	9 2%	31 4%	30 5%	30 3%	10 4%	11 5%	6 6%						
Don't know	95 9%	20 8%	26 11%	24 9%	16 11%	8 5%	6 6%	- *	18 5%	76 11%	30 9%	23 8%	20 8%	19 8%	12 14%						

NET: Business practices	793 72%	184 72%	186 77%	198 72%	103 67%	36 70%	65 71%	21 72%	297 76%	496 70%	159 74%	210 73%	183 70%	183 74%	59 68%						
NET: Workplace conditions	595 54%	139 54%	135 56%	137 50%	83 51%	30 59%	55 59%	18 59%	224 58%	371 52%	105 49%	168 54%	131 50%	146 51%	44 51%						
NET: Social responsibility and human rights	666 61%	149 58%	153 63%	161 58%	96 63%	32 63%	56 61%	19 64%	271 69%	395 56%	121 56%	171 59%	163 62%	155 63%	55 63%						
NET: Data and information	481 44%	125 49%	106 44%	117 42%	54 35%	22 42%	41 45%	16 54%	187 48%	295 42%	97 45%	114 40%	116 44%	110 45%	44 50%						

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Column headers (EN) A,B,C,D,E,F,G,H,I,J,K,L,M,N,O/P Minimum Base: 300** Small Base: 100**

Column headers (EN) A,B,C,D,E,F,G,H,I,J,K,L,M,N,O/P Minimum Base: 300** Small Base: 100**

23-085423-10 - 8th - 11th March 2024															
PUBLIC															
Ipsos v Appleia Event															
UK Adults 18 - 75															
Q5. In general, in your view of company behaviour, which, if any, of these issues most need addressing?															
All Adults aged 18-75 in the UK															
		GE 2019 Vote				Voter preference (intend to vote for, or in support of)				EU Referendum Vote				People intending to vote Labour in 2019 and now, but didn't vote again	Voted Labour in 2019 and now, but didn't vote again
		Conservative		Labour		Other		Undecided / No view		Remain		Leave			
		Total (N)	vs Labour (N)	Total (N)	vs Labour (N)	Total (N)	vs Labour (N)	Total (N)	to say (N)	Total (N)	to say (N)	Total (N)	vs Labour (N)		
Unweighted base		1089	297	267	210	188	363	273	237	18	454	314	139	224	
Weighted base		1089	320	262	193	187	352	266	248	37	422	341	132	220	
Tax evasion	466	156	124	83	78	166	130	84	9	202	167	62	105		
	42%	49%	48%	43%	39%	47%	48%	34%	23%	48%	49%	47%	48%		
Tax avoidance	437	168	122	77	70	166	126	68	7	196	152	65	100		
	40%	46%	47%	40%	36%	47%	47%	27%	19%	47%	47%	40%	36%		
Executive pay	371	133	97	62	68	131	89	75	8	153	143	52	79		
	34%	42%	37%	32%	31%	27%	34%	30%	21%	36%	42%	40%	36%		
Environmental responsibility	366	96	94	85	53	135	100	63	5	175	90	80	75		
	33%	30%	30%	36%	27%	38%	41%	25%	14%	43%	28%	46%	34%		
Harassment and bullying in the workplace	322	92	89	51	54	118	82	64	4	137	90	40	78		
	29%	29%	34%	27%	27%	24%	31%	26%	12%	32%	27%	31%	26%		
Human rights	311	60	97	54	39	131	69	66	6	138	67	49	82		
	28%	19%	37%	28%	20%	37%	26%	27%	17%	33%	20%	37%	37%		
Work-home balance for employees	302	81	87	52	51	122	74	50	5	139	94	42	80		
	28%	27%	33%	27%	28%	31%	28%	20%	13%	31%	27%	32%	36%		
Bribery and corruption	298	78	82	55	47	103	80	60	7	132	78	40	63		
	27%	24%	31%	29%	24%	29%	30%	24%	20%	31%	23%	31%	29%		
Fair and open pricing of products and services	293	77	82	57	55	103	75	57	4	128	91	34	68		
	27%	24%	32%	30%	28%	29%	24%	23%	12%	30%	27%	30%	31%		
Sweatshop labour	291	82	84	54	43	107	85	51	5	127	88	36	71		
	26%	30%	32%	28%	22%	30%	32%	21%	14%	30%	28%	27%	32%		
Data privacy	289	82	79	49	53	105	66	57	7	124	83	36	69		
	26%	26%	30%	25%	27%	30%	25%	23%	20%	29%	24%	27%	31%		
Cybersecurity	284	95	69	53	57	98	65	51	12	120	91	38	60		
	26%	30%	26%	28%	29%	28%	25%	21%	34%	28%	27%	29%	27%		
Discrimination in treatment of people	279	59	89	57	40	114	74	44	6	127	71	37	78		
	25%	19%	34%	30%	21%	31%	28%	18%	15%	30%	21%	28%	30%		
Safety and security in the workplace	268	66	78	56	40	98	77	50	6	114	79	35	63		
	24%	21%	28%	29%	20%	28%	29%	20%	10%	27%	21%	28%	29%		
Foreign ownership of UK companies	237	92	62	35	52	80	60	41	4	95	93	28	52		
	22%	29%	24%	18%	20%	21%	23%	17%	11%	22%	27%	21%	24%		
Consumer rights	228	71	65	32	39	82	57	46	3	95	71	24	58		
	21%	22%	25%	17%	20%	21%	23%	19%	9%	23%	21%	18%	26%		
Openness with information	175	52	48	33	33	62	48	31	2	77	50	22	39		
	16%	16%	18%	17%	17%	18%	18%	12%	0%	18%	15%	17%	18%		
Treatment of suppliers	149	48	40	31	32	49	50	36	2	65	46	17	31		
	14%	15%	15%	16%	16%	14%	14%	19%	7%	4%	15%	14%	14%		
Advertising and marketing practices	88	20	23	27	16	24	38	17	3	42	19	12	13		
	8%	6%	9%	14%	8%	7%	10%	7%	8%	10%	5%	8%	6%		
Other (specify)	15	5	1	3	5	2	4	2	1	8	7	2	1		
	1%	2%	*	1%	3%	1%	2%	1%	3%	1%	2%	1%	*		
None of these	40	8	2	7	5	5	11	38	*	12	8	3	2		
	4%	3%	1%	4%	3%	2%	4%	7%	1%	3%	2%	2%	1%		
Don't know	95	16	15	5	14	17	6	39	19	17	20	4	13		
	9%	5%	6%	3%	7%	5%	2%	14%	14%	4%	6%	3%	6%		
NET: Business practices	793	251	208	146	148	272	209	150	15	338	274	97	175		
	72%	80%	80%	76%	76%	77%	78%	61%	40%	78%	80%	74%	79%		
NET: Workplace conditions	595	167	167	108	100	237	151	109	9	246	186	78	149		
	54%	52%	64%	58%	51%	65%	57%	44%	23%	58%	55%	60%	68%		
NET: Social responsibility and human rights	666	187	179	124	112	240	175	128	10	295	195	90	150		
	61%	58%	68%	64%	57%	69%	64%	52%	28%	70%	57%	64%	68%		
NET: Data and information	481	152	117	80	94	158	119	95	14	202	144	59	100		
	44%	48%	45%	46%	48%	45%	45%	38%	3%	39%	42%	45%	45%		

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23-085423-10 - 8th - 11th March 2024

PUBLIC

Ipsos x Apella Event
UK Adults 18 - 75

Q6. Which of the following issues, if any, do you think are the biggest issues contributing to the rising cost of living in the UK today?

All Adults aged 18-75 in the UK

	Gender			Age				Social grade				Ethnicity		
	Total (A)	Man (B)	Woman (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	AB (I)	C1 (J)	C2 (K)	DE (L)	White ethnic group (M)	Ethnic minority group (N)
Unweighted base	1099	515	561	129	203	200	214	353	332	345	186	236	953	135
Weighted base	1099	532	544	129	209	199	199	363	312	316	232	239	963	126
Britain leaving the European Union	359 33%	180 34%	170 31%	39 30%	69 33%	64 32%	63 32%	124 34%	117 37% KL	115 36% K	60 26%	68 29%	312 32%	42 34%
The Conservative party's economic policies in government	351 32%	198 37% C	143 26%	45 35%	59 28%	60 30%	64 32%	123 34%	119 38% K	100 32%	59 26%	73 30%	317 33% N	29 23%
Russia's invasion of Ukraine	316 29%	159 30%	154 28%	18 14%	34 16%	44 22%	65 33% DEFG	155 43% DEFG	99 32%	87 28%	60 26%	70 29%	286 30%	30 24%
The state of the global economy	273 25%	134 25%	137 25%	38 29%	52 25%	51 26%	55 27%	78 21%	84 27%	74 23%	58 25%	57 24%	240 25%	31 25%
The COVID-19 pandemic	251 23%	115 22%	128 24%	40 31% GH	56 27%	42 21%	39 20%	73 20%	72 23%	76 24%	43 19%	60 25%	215 22%	34 27%
Business making excessive profits	235 21%	120 23%	106 19%	18 14%	37 18%	48 24% D	38 19%	93 26% D	59 19%	70 22%	59 25%	47 20%	209 22%	26 20%
The interest rate level	230 21%	106 20%	120 22%	27 21%	42 20%	48 24%	47 23%	68 19%	78 25%	59 19%	51 22%	43 18%	199 21%	27 22%
Immigration in the country	229 21%	98 18%	127 23%	16 12%	26 13%	38 19%	50 25% DE	99 27% DE	55 18%	47 15%	69 30% U	58 24% J	215 22% N	13 11%
Global political instability	166 15%	89 17%	75 14%	21 16%	34 16%	31 15%	24 12%	57 16% JL	69 22% JL	37 12%	29 12%	31 13%	140 15%	25 20%
Workers demanding pay increases	109 10%	47 9%	61 11%	11 8%	24 11%	15 7%	16 8%	43 12%	33 10%	21 7%	27 12%	28 12% J	100 10%	8 6%
Other (specify)	9 1%	5 1%	4 1%	- -	1 *	1 *	3 2%	5 1%	8 3% JL	1 *	1 *	- -	9 1%	1 *
None of these	26 2%	18 3%	8 1%	4 3%	9 4% H	5 3%	4 2%	3 1%	1 * I	5 2%	9 4% I	11 4% I	19 2%	6 5% M
Don't know	82 7%	30 6%	51 9%	11 9% H	25 12% H	20 10% H	13 7%	12 3%	11 4% KL	38 12% KL	13 6%	20 8% I	71 7%	11 9%

NET: The economy	666 61%	317 60%	334 61%	72 55%	117 56%	125 63%	121 61%	231 64%	204 65% J	179 57%	144 62%	139 58%	589 61%	72 57%
NET: Domestic politics	689 63%	339 64%	332 61%	73 56%	113 54%	122 61%	129 65% E	252 69% DE	206 66%	190 60%	141 61%	152 64%	614 64% N	67 53%
NET: Global politics	572 52%	277 52%	285 51%	66 51%	100 48%	93 47%	100 50%	214 59% EF	177 57% K	162 51%	108 46%	126 53%	507 53%	62 50%

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ColumnProportions (5%): A,B/C,D/E/F/G/H,I/J/K/L,M/N Minimum Base: 30 (**): Small Base: 100 (**)

ColumnMeans (5%): A,B/C,D/E/F/G/H,I/J/K/L,M/N Minimum Base: 30 (**): Small Base: 100 (**)

23-085423-10 - 8th - 11th March 2024

PUBLIC

Ipsos x Apella Event

UK Adults 18 - 75

Q6. Which of the following issues, if any, do you think are the biggest issues contributing to the rising cost of living in the UK today?

All Adults aged 18-75 in the UK

		Region							Education			Income				
	Total	NORTH	SOUTH	MIDLAND	LONDON	WALES	SCOTLAND	NORTHERN IRELAND	Non-graduate	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	Refused		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)		
Unweighted base	1099	262	233	282	147	52	94	29	594	505	223	278	257	256	85	
Weighted base	1099	255	241	276	153	52	92	30	390	709	215	288	262	246	87	
Britain leaving the European Union	359 33%	77 30%	70 29%	84 31%	48 31%	20 39% *	48 52% BCDE*	12 39% **	157 40% J	202 28%	64 30%	94 33%	92 35%	87 35%	22 25% *	
The Conservative party's economic policies in government	351 32%	78 31%	77 32%	90 33%	45 30%	13 25% *	40 43% B*	8 28% **	141 36% J	210 30%	72 33%	91 32%	79 30%	85 35%	24 27%	
	316 29%	79 31%	72 30% G	86 31% G	38 25%	16 30% G*	12 13% **	13 45% **	107 27%	210 30%	69 32%	69 24%	78 30%	69 28%	31 36% *	
The state of the global economy	273 25%	69 27%	65 27%	57 21%	39 26%	16 31% *	21 23% *	6 20% **	106 27%	167 24%	49 23%	76 26%	60 23%	65 26%	23 27% *	
	251 23%	59 23%	64 27% G	62 23%	35 23%	8 16% *	13 14% **	8 28% **	89 23%	162 23%	54 25%	64 22%	52 20%	53 22%	27 31% M*	
Business making excessive profits	235 21%	48 19%	50 21%	64 23%	21 14%	19 37% BCI*	24 26% E*	8 28% **	89 23%	146 21%	40 19%	74 26%	56 21%	49 20%	16 19% *	
	230 21%	42 16%	64 27% B	58 21%	32 21%	13 25% *	16 18% **	6 19% **	85 22%	145 20%	37 17%	51 18%	65 25%	62 25% K	16 18% *	
Immigration in the country	229 21%	51 20%	53 22%	70 26%	27 17%	10 19%	15 16% *	4 14% **	56 14%	173 24%	53 25% N	73 25% N	53 20%	35 14%	15 17% *	
	166 15%	34 13%	37 15%	37 14%	25 17%	9 18% *	18 20% **	5 17% J	86 20%	30 12%	36 14%	36 13%	39 15%	48 19%	14 16% *	
Workers demanding pay increases	109 10%	21 8%	20 8%	28 10%	29 19%	4 8% BCDG	6 6% *	2 5% **	38 10%	70 10%	22 10%	29 10%	17 7%	36 15% MO	5 5%	
	9 1%	2 1%	1 1%	3 1%	2 2%	- 1% *	- 1% *	- 1% **	6 2%	3 *	2 1%	3 1%	2 1%	3 1%	- 1% *	
None of these	26 2%	4 1%	4 2%	9 3%	2 1%	- 8% BCI*	8 8% **	- 1% **	3 1%	24 3%	9 4%	7 2%	4 2%	3 1%	3 3% *	
	82 7%	21 8%	18 7%	17 6%	20 13%	2 4% D	4 5% *	- 5% **	22 6%	59 8%	15 7%	21 7%	19 7%	18 8%	7 8% *	

NET: The economy	666 61%	144 57%	148 61%	170 62%	92 60%	39 76% B*	55 60% *	18 59% **	249 64%	417 59%	126 58%	173 60%	159 61%	161 66%	47 54% *
NET: Domestic politics	689 63%	160 63%	145 60%	174 63%	90 59%	33 64% *	67 73% CI*	18 61% **	251 64%	438 62%	142 66%	184 64%	170 65%	143 58%	50 57% *
NET: Global politics	572 52%	135 53%	131 54% G	148 53% G	72 47%	29 56% *	37 41% *	20 67% **	213 55%	359 51%	120 56%	136 47%	132 50%	129 52%	55 63% L*

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.

ColumnProportions (5%): A,B/C/D/E/F/G,H/I/J,K/L/M/N/O Minimum Base: 30(**) Small Base: 100(*)

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23-085423-10 - 8th - 11th March 2024

PUBLIC

Ipsos x Apella Event

UK Adults 18 - 75

Q6. Which of the following issues, if any, do you think are the biggest issues contributing to the rising cost of living in the UK today?

All Adults aged 18-75 in the UK

		GE 2019 Vote					Voter preference (intend to vote for, or in support of)					EU Referendum Vote		People intending to vote Labour now, but didn't in 2019	Voted Labour in 2019 and intend to do so again
	Total (A)	Conservati on (M)	Labour (I)	Other party (J)	Conservati on (K)	Labour (L)	Other (N)	Undecided / Wouldn't vote (O)	Prefer not to say (P)	Remain (Q)	Leave (R)	Labour Switchers (S)	Labour Loyalists (T)		
Unweighted base	1099	297	267	210	188	363	273	237	38	454	314	139	224		
Weighted base	1099	320	262	193	197	352	266	248	37	422	341	132	220		
Britain leaving the European Union	359 33%	50 16%	126 48%	94 49%	40 20%	151 43%	113 43%	45 18%	11 30%	239 57%	34 10%	33%	107 49%		
The Conservative party's economic policies in government	351 32%	56 17%	138 53%	76 39%	16 8%	181 51%	109 41%	42 17%	2 6%	170 40%	92 27%	48%	118 54%		
Russia's invasion of Ukraine	316 29%	151 47%	53 20%	49 25%	96 49%	79 22%	80 30%	55 22%	6 17%	122 42%	144 42%	32 25%	46 21%		
The state of the global economy	273 25%	110 34%	47 18%	44 23%	59 30%	78 22%	69 26%	64 26%	3 8%	95 23%	93 27%	31%	37 17%		
The COVID-19 pandemic	251 23%	83 26%	58 22%	36 19%	63 32%	74 21%	51 19%	54 22%	9 23%	91 21%	73 21%	25 19%	49 22%		
Business making excessive profits	235 21%	59 19%	73 28%	50 24%	26 11%	90 25%	68 26%	51 20%	- -	101 24%	88 26%	23%	59 27%		
The interest rate level	230 21%	77 24%	56 21%	32 16%	47 24%	78 22%	50 19%	51 21%	4 12%	91 22%	68 20%	20%	51 23%		
Immigration in the country	229 21%	114 36%	27 10%	39 20%	58 29%	42 12%	69 26%	59 24%	1 3%	40 10%	132 39%	16%	21 10%		
Global political instability	166 15%	55 17%	36 14%	32 17%	37 19%	55 16%	42 16%	30 12%	3 7%	60 14%	60 17%	19%	26 13%		
Workers demanding pay increases	109 10%	52 16%	15 6%	24 13%	36 18%	23 7%	27 10%	23 9%	- -	34 8%	42 12%	9%	11 5%		
Other (specify)	9 1%	6 2%	2 1%	1 1%	3 2%	2 1%	3 1%	1 *	- -	3 1%	4 1%	1 *	2 1%		
None of these	26 2%	4 1%	1 *	4 2%	2 1%	1 *	2 1%	20 8%	1 3%	3 1%	2%	- -	1 *		
Don't know	82 7%	11 3%	15 6%	5 3%	9 4%	15 4%	6 2%	33 13%	19 53%	17 4%	17 5%	4 3%	11 5%		

NET: The economy	666 61%	219 69%	160 61%	123 64%	129 65%	214 61%	171 64%	145 58%	7 20%	267 63%	221 65%	83 63%	131 60%
NET: Domestic politics	689 63%	182 57%	198 76%	142 74%	100 51%	255 72%	203 76%	119 48%	12 33%	309 73%	203 59%	87 66%	167 76%
NET: Global politics	572 52%	210 66%	114 44%	96 50%	130 66%	168 48%	144 54%	117 47%	13 36%	213 50%	203 59%	72 55%	96 43%

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Column Headers (3%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U. Minimum Base: 30 (") Small Base: 100 (")

Column Headers (3%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U. Minimum Base: 30 (") Small Base: 100 (")