

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	112	89	28	38	38	37	66	76	68	28	35	191	13
		19%	21%	16%	22%	18%	19%	19%	18%	24%	21%	12%	15%	20%	10%
I tend to agree more with statement A		254	124	122	29	49	48	47	81	77	59	63	54	233	21
		23%	23%	22%	22%	24%	24%	23%	22%	25%	19%	27%	23%	24%	17%
Agree with both equally		253	123	127	33	51	48	41	80	59	78	68	48	216	34
		23%	23%	23%	25%	24%	24%	21%	22%	19%	25%	29%	20%	22%	27%
I tend to agree more with statement B		154	75	77	14	26	24	33	58	41	34	34	45	131	21
		14%	14%	14%	11%	12%	12%	17%	16%	13%	11%	15%	19%	14%	17%
I agree much more with statement B		91	45	42	9	13	13	14	41	28	29	13	20	77	13
		8%	9%	8%	7%	6%	7%	7%	11%	9%	9%	6%	8%	8%	10%
I disagree with both statements		24	14	10	4	4	4	5	6	13	6	-	5	17	7
		2%	3%	2%	3%	2%	2%	2%	2%	4%	2%	-	2%	2%	5%
Don't know		116	39	77	13	27	23	22	30	18	41	26	31	98	16
		11%	7%	14%	10%	13%	12%	11%	8%	6%	13%	11%	13%	10%	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%	127 40%	91 39%	90 38%	423 44%	34 27%
NET: Agree more with Statement B	245 22%	121 23%	119 22%	23 18%	39 18%	37 19%	47 24%	99 27%	70 22%	64 20%	47 20%	65 27%	208 22%	34 27%

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All Adults aged 18-75 in the UK

		Region						Education		Income						
		Total	NORTH	SOUTH	MIDLANDS /EAST	LONDON	WALES	SCOTLAND N 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	33	54	50	23	13	25	10	82	125	37	57	46	52	15
		19%	13%	23%	18%	15%	24%	27%	33%	21%	18%	17%	20%	18%	21%	17%
I tend to agree more with statement A		254	70	53	72	24	16	16	4	101	152	53	63	65	54	19
		23%	27%	22%	26%	16%	30%	17%	13%	26%	21%	25%	22%	25%	22%	22%
Agree with both equally		253	61	58	56	47	7	20	5	80	174	46	68	70	55	15
		23%	24%	24%	20%	31%	13%	21%	15%	20%	24%	21%	23%	27%	22%	17%
I tend to agree more with statement B		154	34	36	40	22	8	7	7	53	102	25	42	31	39	18
		14%	13%	15%	14%	14%	15%	8%	24%	14%	14%	11%	15%	12%	16%	20%
I agree much more with statement B		91	20	13	23	18	5	9	2	33	57	21	26	16	21	7
		8%	8%	5%	8%	12%	10%	10%	7%	8%	8%	10%	9%	6%	9%	8%
I disagree with both statements		24	7	5	6	2	2	1	-	14	10	3	6	6	8	1
		2%	3%	2%	2%	1%	4%	1%	-	4%	1%	1%	2%	2%	3%	1%
Don't know		116	30	22	29	17	2	14	2	27	89	31	27	28	17	14
		11%	12%	9%	10%	11%	3%	15%	8%	7%	13%	14%	9%	11%	7%	15%

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

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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

			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 and intend to do so again			
			Undecided			Wouldn't vote				Prefer not to say (O)			
			Total (A)	Conservative (H)	Labour (I)	Other party (J)	Conservative (K)	Labour (L)	Other (M)	Wouldn't vote (N)	Prefer not to say (O)	Remain (P)	Leave (Q)
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	48	55	58	22	73	82	27	3	96	54	31	41
	19%	15%	21%	30%	11%	21%	31%	11%	9%	23%	16%	24%	19%
I tend to agree more with statement A	254	79	61	48	51	88	61	52	2	101	79	35	53
	23%	25%	23%	25%	26%	25%	23%	21%	5%	24%	23%	27%	24%
Agree with both equally	253	66	80	38	53	87	45	55	12	99	70	21	67
	23%	20%	30%	20%	27%	25%	17%	22%	32%	23%	21%	16%	30%
I tend to agree more with statement B	154	69	22	21	37	42	37	35	4	54	58	21	21
	14%	22%	8%	11%	19%	12%	14%	14%	10%	13%	17%	16%	10%
I agree much more with statement B	91	37	16	15	18	29	25	18	-	25	51	14	15
	8%	12%	6%	8%	9%	8%	9%	7%	-	6%	15%	11%	7%
I disagree with both statements	24	3	8	1	7	8	4	5	-	11	4	1	7
	2%	1%	3%	1%	4%	2%	1%	2%	-	3%	1%	*	3%
Don't know	116	17	21	13	8	25	12	55	16	35	25	9	16
	11%	5%	8%	7%	4%	7%	4%	22%	44%	8%	7%	7%	7%

NET: Agree more with Statement A	461	127	116	105	73	161	143	79	5	197	133	66	94
	42%	40%	44%	55%	37%	46%	54%	32%	14%	47%	39%	50%	43%
NET: Agree more with Statement B	245	106	37	35	56	71	62	53	4	79	109	35	36
	22%	33%	14%	18%	28%	20%	23%	21%	10%	19%	32%	26%	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

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		138 13%	84 16%	50 9% C	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%	126 24%	92 17% C	27 21%	47 22% F	27 14%	44 22% F	82 23%	70 22% L	82 26%	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%	53 17%	71 31%	56 J	230 23%	23 24% 18%
I tend to agree more with statement B		173 16%	76 14%	94 17% C	19 15%	33 16%	27 13%	31 16%	64 18%	46 15%	52 16%	41 17%	35 15%	162 17%	12 9% N
I agree much more with statement B		93 9%	43 8%	47 9% C	7 5%	11 5%	17 9%	14 7%	45 12% DE	31 10%	23 7%	19 8%	21 9%	84 9%	9 7% N
I disagree with both statements		24 2%	8 1%	16 3% C	4 3%	6 3%	7 4%	2 1%	5 1%	4 1%	8 2%	7 3%	6 2%	20 2%	4 3% N
Don't know		190 17%	68 13%	118 22% C	28 21%	35 17%	37 19%	38 19%	53 15%	38 12%	62 19%	28 12%	62 18%	170 16%	16 12% M

NET: Agree more with Statement A	365 33%	210 39%	142 26%	49 38%	70 34%	58 29%	70 35%	118 33%	119 38%	119 38%	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%	77 25%	75 24%	59 26%	56 23%	246 25%	20 16% N

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		Total	NORTH	SOUTH	MIDLANDS /EAST	LONDON	WALES	SCOTLAND N 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		138 13%	28 11%	40 17%	22 8%	21 14%	4 7%	16 17%	6 21%	61 16%	76 11%	23 11%	29 10%	27 10%	44 18%	13 KLM
I tend to agree more with statement A		227 21%	46 18%	44 18%	65 24%	36 23%	11 21%	17 18%	8 26%	96 25%	131 19%	39 18%	64 22%	64 25%	50 20%	9 11%
Agree with both equally		254 23%	55 21%	54 22%	66 24%	38 25%	13 25%	23 25%	6 19%	90 23%	164 23%	49 23%	63 22%	68 26%	60 24%	14 16%
I tend to agree more with statement B		173 16%	49 19%	37 15%	46 17%	18 11%	9 17%	12 13%	4 13%	53 14%	120 17%	29 13%	53 18%	40 15%	36 15%	16 18%
I agree much more with statement B		93 9%	25 10%	13 5%	28 10%	15 10%	4 8%	6 6%	3 9%	32 8%	62 9%	22 10%	29 10%	15 6%	19 8%	8 9%
I disagree with both statements		24 2%	6 2%	5 2%	3 1%	7 5%	1 2%	2 2%	- -	8 2%	16 3%	7 2%	6 2%	5 2%	3 1%	3 3%
Don't know		190 17%	46 18%	49 20%	45 16%	18 12%	10 19%	17 19%	4 13%	50 13%	140 20%	46 21%	43 15%	42 16%	34 14%	25 28%
		LMN*														

NET: Agree more with Statement A	365 33%	75 29%	84 35%	88 32%	56 37%	15 28%	33 *	14 36%	47% **	157 40%	208 29%	63 29%	94 32%	92 32%	94 35%	22 26%
NET: Agree more with Statement B	267 24%	73 29%	49 20%	74 27%	33 22%	13 25%	17 *	6 19%	22% **	85 22%	182 26%	51 24%	82 28%	56 21%	55 22%	23 27%

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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 and intend to do so again								
			Undecided			d / wouldn't vote			Prefer not to say (O)			Remain (P)			Leave (Q)			Labour Switchers (R)		
			Total (A)	Conservative (H)	Labour (I)	Other party (J)	Conservative (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	138 13%	30 9%	35 13%	29 15%	19 9%	56 16%	38 14%	25 10%	- +	63 15%	31 9%	25 19%	31 14%							
I tend to agree more with statement A	227 21%	68 21%	67 26%	37 19%	57 29%	85 24%	49 18%	34 14%	3 7%	111 26%	60 18%	31 23%	54 25%							
Agree with both equally	254 23%	78 24%	58 22%	51 26%	56 28%	71 20%	62 23%	53 21%	12 32%	94 22%	77 23%	20 16%	51 23%							
I tend to agree more with statement B	173 16%	56 17%	42 16%	32 17%	28 14%	69 20%	39 15%	36 14%	1 3%	60 14%	73 21%	32 24%	37 17%							
I agree much more with statement B	93 9%	44 14%	18 1%	16 8%	16 8%	22 6%	39 14%	17 7%	* 1%	29 7%	43 13%	7 5%	15 7%							
I disagree with both statements	24 2%	7 2%	3 1%	3 1%	4 2%	4 1%	4 2%	10 4%	1 3%	4 1%	6 2%	1 1%	3 1%							
Don't know	190 17%	38 12%	38 15%	26 13%	18 9%	45 13%	34 13%	74 30%	19 5%	61 21%	50 15%	15 12%	29 13%							

NET: Agree more with Statement A	365 33%	98 31%	102 39%	66 34%	75 38%	141 40%	87 33%	59 24%	3 7%	174 41%	91 27%	55 42%	86 39%				
NET: Agree more with Statement B	267 24%	100 31%	60 23%	48 25%	44 22%	91 26%	78 29%	53 21%	2 5%	89 21%	117 34%	39 30%	52 24%				

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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

All Adults aged 18-75 in the UK

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		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		184	98	77	30	26	39	30	58	52	59	35	39	162	21
		17%	18%	14%	23%	13%	20%	15%	16%	17%	19%	15%	16%	17%	17%
I tend to agree more with statement A		255	121	132	26	52	37	43	97	84	68	49	54	227	28
		23%	23%	24%	20%	25%	18%	22%	27%	27%	21%	21%	23%	24%	22%
Agree with both equally		233	113	118	19	51	46	48	68	70	59	59	45	209	24
		21%	21%	22%	15%	25%	23%	24%	19%	22%	19%	26%	19%	22%	19%
I tend to agree more with statement B		164	83	77	16	26	28	30	64	51	43	38	33	142	19
		15%	16%	14%	12%	13%	14%	15%	18%	16%	14%	16%	14%	15%	16%
I agree much more with statement B		103	60	43	7	17	19	24	37	30	32	23	17	92	10
		9%	11%	8%	6%	8%	9%	12%	10%	10%	10%	10%	7%	10%	8%
I disagree with both statements		17	5	10	2	2	5	2	5	2	7	5	3	17	-
		2%	1%	2%	2%	1%	3%	1%	1%	*	2%	2%	1%	2%	-
Don't know		142	52	87	28	34	25	22	32	25	48	23	47	115	24
		13%	10%	16%	22%	17%	12%	11%	9%	8%	15%	10%	20%	12%	19%
				8	FGH	H				I			IK		M

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

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		Region							Education			Income					
		Total	NORTH	SOUTH	MIDLANDS /EAST	LONDON	WALES	SCOTLAND N IRELAND	NORTHERN		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		184 17%	44 17%	42 17%	44 16%	19 13%	7 13% * E*	22 23% **	7 23% **	72 18%	113 16%	33 16%	52 18%	46 17%	37 15%	17 19% *	
I tend to agree more with statement A		255 23%	50 20%	52 22%	71 26%	37 24%	18 35% B*	19 20% *	7 24% **	104 27% J	151 21%	48 22%	68 24%	62 24%	56 23%	22 25% *	
Agree with both equally		233 21%	62 24% F	49 20%	64 23%	29 19%	5 11% * *	16 17% *	8 26% **	82 21%	151 21%	46 21% 0	67 23% 0	55 21% 0	57 23% 0	8 9% *	
I tend to agree more with statement B		164 15%	37 15%	35 15%	42 15%	27 17%	10 20% *	11 12% *	2 6% **	57 15%	108 15%	32 15%	37 13%	42 16%	41 17%	13 14% *	
I agree much more with statement B		103 9%	20 8%	24 10%	22 8%	17 11%	7 14% * *	10 11% *	4 12% **	36 9%	67 9%	17 8%	27 9%	23 9%	30 12%	7 8% *	
I disagree with both statements		17 2%	3 1%	2 1%	4 2%	3 2%	2 3% * *	2 2% **	- -	5 1%	11 2%	2 1%	6 2%	5 2%	2 1%	1 2% *	
Don't know		142 13%	38 15% F	37 15%	29 11%	21 14%	2 3% * *	13 14% *	2 8% **	34 9%	109 15% I	38 18% LN	32 11%	29 11%	23 9%	20 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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23-085423-10 - 8th - 11th March 2024

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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 and intend to do so again						
			Undecided			Wouldn't vote			Prefer not to say (O)			Remain (P)			Leave (Q)			
			Total (A)	Conservative (H)	Labour (I)	Other party (J)	Conservative (K)	Labour (L)	Other (M)	Wouldn't vote (N)	Prefer not to say (O)	Remain (P)	Leave (Q)	Labour Switchers (R)	Labour Loyallists (S)	People intending to vote Labour in 2019 and didn't in 2019 and intend to do so again	People intending to vote Labour now, but didn't in 2019 and intend to do so again	People intending to vote Labour now, but didn't in 2019 and intend to do so again
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	36	61	46	14	80	65	23	1	88	45	32	48					
	17%	11%	23%	24%	7%	23%	25%	9%	4%	21%	13%	25%	22%					
I tend to agree more with statement A	255	71	73	49	49	88	70	44	3	124	68	25	64					
	23%	22%	28%	25%	25%	25%	26%	18%	8%	29%	20%	19%	29%					
Agree with both equally	233	76	55	38	51	66	48	57	11	77	84	22	44					
	21%	24%	21%	20%	26%	19%	18%	23%	29%	18%	25%	17%	20%					
I tend to agree more with statement B	164	69	26	25	50	40	36	36	3	59	66	18	22					
	15%	22%	10%	13%	25%	11%	14%	14%	8%	14%	19%	14%	10%					
I agree much more with statement B	103	47	16	16	23	34	31	15	1	32	44	18	16					
	9%	15%	6%	8%	12%	10%	11%	6%	4%	8%	13%	14%	7%					
I disagree with both statements	17	1	2	4	2	4	2	9	1	5	4	2	2					
	2%	*	1%	2%	1%	1%	1%	4%	2%	1%	1%	1%	1%					
Don't know	142	19	28	14	8	40	15	64	16	37	30	15	24					
	13%	6%	11%	7%	4%	11%	KM	6%	26%	KLM	9%	9%	12%	11%				

NET: Agree more with Statement A

439	107	134	95	63	169	135	68	4	212	113	57	112				
40%	33%	51%	49%	32%	48%	51%	27%	12%	50%	33%	43%	51%				
		H	H	O	KNO	KNO		*	Q							

268	117	43	42	73	73	67	51	4	91	111	36	37				
24%	37%	15%	21%	37%	21%	25%	21%	12%	21%	32%	27%	17%				
	U			LMNO				*	P							

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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

		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%	- -	4 2% H	3 2%	2 1%	1 *	4 1%	3 1%	2 1%	3 1%	9 1%	2 1%	
Don't know	134 12%	45 8%	87 16% H	22 17%	33 16%	27 13%	21 10%	32 9%	22 7%	47 15%	22 10%	43 10%	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%	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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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 N 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 30%	78 30%	77 32%	77 28%	41 27%	11 20%	38 41%	12 40%	139 36%	194 27%	58 27%	86 30%	84 32%	78 32%	27 31%
I tend to agree more with statement A		261 24%	70 27%	47 19%	70 25%	25 16%	21 42%	21 CDEG*	6 23%	87 22%	174 24%	47 22%	66 23%	78 30%	48 20%	22 25%
Agree with both equally		162 15%	40 16%	38 16%	36 13%	28 19%	5 10%	9 10%	4 14%	53 14%	109 15%	37 17%	52 18%	30 11%	38 15%	5 6%
I tend to agree more with statement B		135 12%	18 7%	39 16%	38 14%	26 17%	4 7%	7 8%	3 10%	50 13%	85 12%	20 9%	29 10%	38 14%	39 16%	9 10%
I agree much more with statement B		63 6%	13 5%	13 5%	17 6%	9 6%	3 6%	7 7%	1 5%	20 5%	43 6%	19 9%	18 6%	5 2%	16 7%	5 5%
I disagree with both statements		11 1%	3 1%	1 *	5 2%	1 *	- -	1 2%	- -	5 1%	6 1%	2 1%	3 1%	1 *	5 2%	- -
Don't know		134 12%	33 13%	26 11%	33 12%	23 15%	8 15%	8 9%	3 10%	35 9%	98 14%	32 15%	35 12%	25 10%	21 9%	20 23%
																LMN*

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

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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 and intend to do so again					
			Undecided			d / Wouldn't vote			Wouldn't prefer not to say (O)			Remain (P)			Leave (Q)		
			Total (A)	Conservative (H)	Labour (I)	Other party (J)	Conservative (K)	Labour (L)	Other (M)	Wouldn't vote (N)	Wouldn't prefer not to say (O)	Remain (P)	Leave (Q)	Labour Switchers (R)	Labour Loyallists (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 30%	80 25%	108 41%	74 38%	40 21%	139 39%	97 36%	55 22%	2 5%	161 38%	92 27%	49 37%	90 41%				
I tend to agree more with statement A	261 24%	78 24%	60 23%	47 24%	48 24%	92 26%	65 25%	52 21%	4 11%	105 25%	83 24%	38 29%	54 25%				
Agree with both equally	162 15%	44 14%	31 12%	26 14%	33 17%	41 12%	36 14%	43 17%	9 25%	47 11%	46 13%	15 12%	26 12%				
I tend to agree more with statement B	135 12%	52 16%	27 10%	27 14%	41 21%	33 9%	34 13%	24 10%	3 9%	46 11%	54 16%	11 8%	22 10%				
I agree much more with statement B	63 6%	27 8%	15 6%	6 3%	18 9%	21 6%	10 4%	13 5%	- *	24 6%	26 8%	8 6%	13 6%				
I disagree with both statements	11 1%	6 2%	1 *	1 *	2 1%	2 1%	2 1%	5 2%	- *	5 1%	5 1%	1 1%	1 *				
Don't know	134 12%	33 10%	20 8%	12 6%	14 7%	24 7%	22 8%	56 23%	18 49%	33 8%	36 11%	10 7%	14 6%				

NET: Agree more with Statement A	594 54%	158 49%	168 64%	121 62%	88 45%	231 66%	162 61%	107 43%	6 0	266 63%	175 51%	87 66%	144 65%			
NET: Agree more with Statement B	197 18%	79 25%	41 15%	33 17%	60 30%	54 15%	44 16%	36 15%	3 9%	70 17%	79 23%	19 14%	35 16%			

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Column Means (%): 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 (***))

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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

		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	37		33	5	17	18	16	14	33	11	14	13	55	15
	6%	7%		6%	4%	8%	9%	8%	4%	11%	4%	6%	5%	6%	12%
					H	H			JL					M	
I tend to agree more with statement A	157	88		66	23	27	31	27	49	40	52	31	33	134	23
	14%	17%		12%	17%	13%	16%	14%	14%	13%	17%	13%	14%	14%	18%
Agree with both equally	243	117		121	26	54	48	42	72	72	61	62	47	211	29
	22%	22%		22%	20%	26%	24%	21%	20%	23%	19%	27%	20%	22%	23%
I tend to agree more with statement B	278	131		141	26	45	45	47	114	82	80	55	61	253	22
	25%	25%		26%	20%	22%	23%	23%	32%	26%	25%	24%	26%	26%	17%
I agree much more with statement B	158	88		68	6	20	19	37	76	50	42	32	34	147	9
	14%	17%		12%	4%	10%	9%	19%	21%	16%	13%	14%	14%	15%	7%
					DEF			DEF						N	
I disagree with both statements	36	14		20	7	11	9	1	8	5	15	6	9	28	8
	3%	3%		4%	6%	5%	4%	1%	2%	2%	5%	3%	4%	3%	6%
					G	G				I					
Don't know	156	57		94	36	35	29	28	28	30	54	30	42	135	20
	14%	11%		17%	28%	17%	15%	14%	8%	10%	17%	13%	17%	14%	16%
					EFGH	H				I					

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

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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 N IRELAND	NON-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	15	17	19	9	3	5	3	33	38	7	15	17	24	8
		6%	6%	7%	7%	6%	7%	6%	8%	8%	5%	3%	5%	6%	10%	9%
I tend to agree more with statement A		157	45	37	30	19	8	13	5	53	104	25	47	41	37	8
		14%	18%	15%	11%	12%	15%	14%	18%	14%	15%	11%	16%	16%	15%	9%
Agree with both equally		243	46	60	61	35	16	16	9	102	141	39	61	60	67	17
		22%	18%	25%	22%	23%	31%	17%	31%	26%	20%	18%	21%	23%	27%	20%
I tend to agree more with statement B		278	61	66	67	36	10	27	10	101	177	61	84	68	48	17
		25%	24%	27%	24%	24%	20%	30%	34%	26%	25%	28%	29%	26%	20%	19%
I agree much more with statement B		158	40	25	47	27	10	9	*	48	110	31	41	32	39	14
		14%	16%	11%	17%	17%	19%	10%	2%	12%	15%	14%	14%	12%	16%	17%
I disagree with both statements		36	13	3	12	6	-	2	-	10	26	10	7	13	2	3
		3%	5%	1%	4%	4%	-	2%	-	2%	4%	5%	2%	5%	1%	4%
Don't know		156	36	34	40	21	4	19	2	42	114	43	33	32	29	20
		14%	14%	14%	14%	14%	8%	21%	8%	11%	16%	20%	11%	12%	12%	23%
							*	*	*	**	**	**	**	LMN	LMN*	

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

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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

			GE 2019 Vote			Voter preference (intend to vote for, or in support of)			EU Referendum Vote	People				
			Undecided			Wouldn't vote				intending to vote Labour now, but didn't in 2019 and intend to do so again				
			Total (A)	Conservative (H)	Labour (I)	Other party (J)	Conservative (K)	Labour (L)	Other (M)	Wouldn't vote (N)	Prefer not to say (O)	Remain (P)	Leave (Q)	Labour Switchers (R)
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	17	16	20	17	30	11	11	3	31	20	16	14	6%
	6%	5%	6%	11%	9%	8%	4%	4%	7%	7%	6%	12%	6%	H
I tend to agree more with statement A	157	52	30	27	33	44	41	34	5	55	52	19	26	14%
	14%	16%	11%	14%	17%	13%	15%	14%	14%	13%	15%	14%	12%	
Agree with both equally	243	73	59	43	53	73	62	47	8	104	65	21	52	22%
	22%	23%	23%	22%	27%	21%	23%	19%	23%	25%	19%	16%	23%	
I tend to agree more with statement B	278	96	71	48	50	98	71	56	3	115	94	37	61	25%
	25%	30%	27%	25%	26%	28%	27%	22%	7%	27%	28%	28%	28%	
I agree much more with statement B	158	54	45	35	29	55	50	23	-	62	72	18	37	14%
	14%	17%	17%	18%	15%	16%	19%	9%	-	15%	21%	14%	17%	
I disagree with both statements	36	9	9	4	6	13	5	11	1	11	11	5	8	3%
	3%	3%	4%	2%	3%	4%	2%	4%	2%	3%	3%	4%	4%	
Don't know	156	19	32	16	8	38	26	67	17	46	26	16	23	14%
	14%	6%	12%	H	8%	4%	11%	10%	27%	47%	8%	12%	10%	

NET: Agree more with Statement A	228	69	46	48	50	74	52	45	8	85	72	34	40	21%
	21%	22%	17%	25%	25%	21%	19%	18%	21%	20%	21%	26%	18%	
NET: Agree more with Statement B	436	150	115	83	80	153	121	79	3	176	166	55	98	40%
	40%	47%	44%	43%	41%	44%	46%	32%	7%	42%	49%	42%	45%	

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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

		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	53	23	9	11	16	10	31	22	24	17	14	66	9
		7%	10%	c	4%	7%	5%	8%	5%	8%	7%	8%	7%	7%	7%
I tend to agree more with statement A		191	97	92	17	33	30	41	69	61	59	43	29	164	27
		17%	18%	17%	13%	16%	15%	21%	19%	20%	19%	18%	12%	17%	21%
Agree with both equally		287	137	144	31	49	49	63	95	91	65	75	56	254	32
		26%	26%	26%	24%	24%	25%	31%	26%	29%	21%	32%	24%	26%	25%
I tend to agree more with statement B		188	98	82	28	34	32	31	64	56	46	45	40	167	19
		17%	18%	15%	22%	16%	16%	16%	18%	18%	15%	19%	17%	17%	15%
I agree much more with statement B		96	58	38	8	20	20	17	31	24	34	15	22	85	10
		9%	11%	c	7%	6%	10%	10%	9%	8%	11%	7%	9%	9%	8%
I disagree with both statements		41	22	18	8	12	7	2	11	16	10	5	9	35	6
		4%	4%	3%	6%	6%	4%	1%	3%	5%	3%	2%	4%	4%	5%
Don't know		219	67	146	28	48	44	36	63	42	78	32	68	193	23
		20%	13%	27%	22%	23%	22%	18%	17%	13%	25%	14%	28%	20%	18%
				8						IK			IK		

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

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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	N 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 7%	21 8%	20 8%	20 7%	5 3%	1 2%	6 7%	3 10%	23 6%	53 7%	13 6%	14 5%	24 9%	22 9%	3 3%
I tend to agree more with statement A		191 17%	41 16%	38 16%	53 19%	31 20%	13 25%	12 *%	3 **	69 18%	122 17%	23 11%	49 22%	46 K	19% K	11 12%*
Agree with both equally		287 26%	71 28%	57 24%	70 25%	46 30%	13 24%	21 *%	9 30%	103 26%	184 26%	56 26%	81 28%	59 22%	69 28%	22 26%*
I tend to agree more with statement B		188 17%	40 16%	42 17%	52 19%	18 12%	11 22%	18 *%	8 25%	78 20%	109 15%	35 16%	46 16%	51 20%	42 17%	14 16%*
I agree much more with statement B		96 9%	20 8%	16 7%	22 8%	16 10%	5 9%	14 *%	3 15% C*	35 11% **	61 9%	26 12%	24 8%	17 7%	21 9%	7 8%*
I disagree with both statements		41 4%	9 4%	14 6%	9 3%	4 3%	2 4%	3 *%	- **	19 5%	22 3%	12 6%	7 2%	11 4%	10 4%	1 1%*
Don't know		219 20%	53 21%	54 22%	51 18%	34 22%	7 14%	17 *%	4 14% **	62 16%	157 22%	50 23%	53 N	50 19%	36 15%	29 33% LMN*

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

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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 and intend to do so again								
			Undecided			d / wouldn't vote			Prefer not to say (O)			Remain (P)			Leave (Q)			Labour Switchers (R)		
			Total (A)	Conservative (H)	Labour (I)	Other party (J)	Conservative (K)	Labour (L)	Other (M)	Wouldn't vote (N)	Prefer not to say (O)	Remain (P)	Leave (Q)	Labour Switchers (R)	Labour Loyallists (S)	People intending to vote Labour in 2019 and didn't in 2019	Voted Labour in 2019 and intend to do so again			
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%	10 4%	10 5%	17 9%	20 6%	19 7%	19 8%	1 3%	21 5%	37 11%	10 8%	10 4%							
I tend to agree more with statement A	191 17%	81 25%	40 15%	28 15%	57 29%	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%	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%	18 9%	11 5%	46 13%	30 11%	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%	42 16%	76 31%	17 47%	73 17%	63 21%	24 34%	42 30%							

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

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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

		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%	50 9% C	26 20% H	29 14%	33 16%	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%	62 20%	71 23%	55 24%	45 19%	211 22%	22 17%
I agree much more with statement B		99 9%	58 11%	38 7% C	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%	19 8	27 15%	27 13%	30 15%	36 10%	25 8%	40 13%	28 12%	46 19%	122 13%	15 12%

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

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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

		Region						Education			Income					
		Total	NORTH	SOUTH	MIDLANDS /EAST	LONDON	WALES	SCOTLAND N IRELAND	NORTHERN		Graduate	Non-graduate	UP TO £19,999	£20,000- £34,999	£35,000 - £54,999	£55,000+
		(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 13%	36 14%	29 12%	35 13%	21 14%	5 9%	16 * •	4 17% •	60 15%	85 12%	25 12%	40 14%	30 11%	44 18% o	7 8% *
I tend to agree more with statement A		228 21%	49 19%	49 20%	68 24%	26 17%	9 18% *	20 * •	8 28% •	79 20%	149 21%	49 23%	55 19%	56 22%	56 23%	12 13% *
Agree with both equally		229 21%	53 21%	50 21%	65 23%	33 22%	7 13% *	17 * •	4 19% •	99 25%	130 18%	39 18%	75 26%	43 16%	57 23%	14 16% *
I tend to agree more with statement B		234 21%	53 21%	62 26%	47 17%	31 20%	16 31% D*	16 17% *	10 34% •	74 19%	160 23%	44 20%	52 18%	66 25%	49 20%	24 27% *
I agree much more with statement B		99 9%	25 10%	16 7%	24 9%	19 12%	9 17% CG*	5 5% *	1 5% **	40 10%	59 8%	15 7%	28 10%	31 12% N	16 6%	9 11% *
I disagree with both statements		25 2%	6 2%	5 2%	6 2%	2 2%	1 3% *	4 5% *	- * •	9 2%	16 2%	7 3%	5 2%	6 2%	5 2%	1 1% *
Don't know		139 13%	34 13%	31 13%	32 11%	21 14%	5 9% *	14 15% *	2 8% **	30 8%	109 15%	36 17%	35 12%	30 11%	18 7%	20 23% LMN*

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

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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				
			Undecided			Wouldn't vote				intending to vote Labour now, but didn't in 2019				
			Total (A)	Conservative (H)	Labour (I)	Other party (J)	Conservative (K)	Labour (L)	Other (M)	Wouldn't vote (N)	Prefer not to say (O)	Remain (P)	Leave (Q)	Labour Switchers (R)
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	21	48	38	20	68	32	23	2	62	38	26	42	
	13%	7%	18%	20%	10%	19%	12%	9%	5%	15%	11%	20%	19%	
		H	H		KMNO				*					
I tend to agree more with statement A	228	55	74	40	36	98	61	32	1	116	57	32	66	
	21%	17%	28%	21%	18%	28%	23%	13%	4%	27%	17%	24%	30%	
		H	O		KNO				*	Q				
Agree with both equally	229	67	53	44	40	64	54	59	12	96	61	19	45	
	21%	21%	20%	23%	20%	18%	20%	24%	33%	23%	18%	14%	20%	
									*					
I tend to agree more with statement B	234	95	33	42	58	65	57	51	3	83	89	36	29	
	21%	30%	13%	22%	30%	19%	21%	20%	9%	20%	26%	27%	13%	
		I	I		LNO				*					
I agree much more with statement B	99	50	17	10	27	23	34	15	1	19	54	8	15	
	9%	16%	6%	5%	14%	7%	13%	6%	3%	5%	16%	6%	7%	
		II	LN						*	P				
I disagree with both statements	25	8	5	2	4	5	6	9	1	9	7	3	2	
	2%	2%	2%	1%	2%	1%	2%	4%	2%	2%	2%	2%	1%	
Don't know	139	24	31	16	12	29	22	59	17	37	35	8	21	
	13%	7%	12%	8%	6%	8%	8%	24%	46%	9%	10%	6%	10%	
					KLM				KLMN*					

NET: Agree more with Statement A

373	77	122	79	56	166	93	55	3	177	95	58	108	
34%	24%	47%	41%	H	28%	35%	22%	*	42%	28%	44%	49%	

NET: Agree more with Statement B	333	145	50	52	85	88	90	66	4	102	143	44	44
30%	45%	19%	27%	LNO	43%	25%	34%	LD	12%	24%	42%	33%	20%

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		Gender		Age						Social grade				Ethnicity									
				18-24			25-34			35-44		45-54		55-75		AB		C1		C2		DE	
		Total	(A)	Man	(B)	Woman	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	
Unweighted base	1099	515	561	129	203	200	214	353	332	345	186	236	953	115									
Weighted base	1099	532	544	129	209	199	209	363	312	316	232	239	963	126									
Tax evasion	466	238	218	42	66	72	83	202	138	135	102	91	423	42	42%	45%	40%	33%	36%	44%	44%	34%	
Tax avoidance	437	224	203	39	55	65	92	185	133	131	90	83	400	35	40%	42%	37%	30%	35%	46%	42%	28%	
Executive pay	371	191	175	27	42	53	74	176	105	119	76	71	337	32	34%	36%	32%	25%	35%	28%	35%	29%	
Environmental responsibility	366	162	196	49	71	51	70	124	125	97	63	81	327	37	33%	30%	36%	38%	34%	40%	31%	29%	
Harassment and bullying in the workplace	322	130	187	44	47	47	55	130	104	83	67	69	283	37	29%	24%	34%	34%	22%	36%	26%	29%	
Human rights	311	142	159	58	63	51	52	88	97	87	57	70	258	50	28%	27%	29%	30%	25%	26%	27%	40%	
Work-home balance for employees	302	127	167	32	62	44	54	111	97	86	52	67	271	30	28%	24%	31%	22%	27%	31%	27%	24%	
Bribery and corruption	298	143	145	35	56	43	47	117	92	87	59	59	256	40	27%	27%	27%	27%	28%	28%	28%	32%	
Fair and open pricing of products and services	293	136	157	27	40	48	64	106	82	79	67	66	260	32	27%	26%	29%	26%	25%	26%	27%	25%	
Swathes labour	291	119	165	35	40	33	47	136	87	74	60	70	273	18	26%	22%	30%	27%	38%	23%	26%	15%	
Data privacy	289	141	143	40	53	40	54	102	99	78	53	58	248	37	26%	26%	31%	25%	23%	24%	26%	30%	
Cybersecurity	284	130	151	40	44	32	56	112	88	74	62	59	247	35	26%	24%	28%	31%	26%	27%	26%	27%	
Discrimination in treatment of people	279	124	148	40	52	40	47	99	96	66	50	67	240	35	25%	23%	27%	25%	24%	25%	25%	28%	
Safety and security in the workplace	268	117	146	41	47	33	37	110	91	68	49	60	232	35	24%	22%	27%	22%	20%	22%	25%	28%	
Foreign ownership of UK companies	237	126	110	12	19	14	44	120	62	68	59	48	216	21	22%	24%	20%	19%	22%	22%	22%	17%	
Consumer rights	228	123	153	26	33	34	33	103	75	61	50	42	198	23	21%	23%	19%	20%	28%	24%	23%	23%	
Openness with information	175	77	93	23	25	23	33	72	64	43	23	45	152	22	16%	15%	17%	14%	19%	16%	15%	17%	
Treatment of suppliers	149	72	76	18	20	23	26	62	56	33	30	30	129	19	14%	14%	14%	14%	16%	15%	13%	15%	
Advertising and marketing practices	88	45	38	11	24	11	14	28	26	20	10	23	77	11	8%	8%	7%	12%	8%	9%	8%	9%	
Other (specify)	15	5	8	1	3	3	2	6	2	4	3	6	11	3	2%	2%	3%	1%	2%	1%	2%	2%	
None of these	40	5	26	14	4	8	12	10	5	5	12	9	13	28	10	4%	5%	4%	4%	5%	4%	4%	
Don't know	95	36	57	15	10	12	17	21	11	14	22	28	86	9	5%	7%	11%	12%	10%	12%	9%	7%	
NET: Business practices	793	394	383	78	142	138	149	286	239	225	170	159	708	81	72%	74%	70%	60%	68%	75%	74%	64%	
NET: Workplace conditions	595	275	306	74	106	93	102	219	190	162	120	123	524	66	54%	52%	56%	57%	51%	61%	51%	52%	
NET: Social responsibility and Human rights	666	221	231	79	120	112	124	242	215	219	133	139	584	77	61%	60%	57%	57%	58%	61%	62%	62%	
NET: Data and information	481	229	243	64	83	64	86	184	160	125	94	102	418	58	44%	43%	50%	40%	40%	43%	43%	46%	

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Data Protection (EN) A4/EU/2019/249/NA/EN Minimum Base 300** (Final Base 300**)

Confidentiality (EN) A4/EU/2019/249/NA/EN Minimum Base 300** (Final Base 300**)

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				
	NORTHERN					Graduate					Non-graduate		UP TO		£20,000+		£31,000+		£55,000+	
	Total	NORTH	SOUTH	WEST	SCOTLAND	N	Graduate	Non-graduate	UP TO	£19,999	£34,999	£54,999	£55,000+	Refused	Total	£19,999	£34,999	£54,999	£55,000+	
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	590	709	215	288	262	246	87					
Tax evasion	466	117	88	109	56	21	43	15	165	301	105	124	102	98	38	42%	46%	40%	40%	44%
Tax avoidance	437	113	96	101	50	20	43	14	165	272	98	116	95	99	28	40%	44%	40%	36%	33%
Executive pay	371	77	88	104	47	19	27	10	122	249	73	107	97	74	21	34%	30%	38%	30%	24%
Environmental responsibility	366	64	93	91	54	19	38	6	168	198	69	94	80	90	32	33%	25%	39%	35%	37%
Harassment and bullying in the workplace	322	80	76	75	40	14	27	11	116	206	64	105	64	57	32	29%	31%	27%	35%	40%
Human rights	311	74	71	63	47	17	27	11	118	192	56	91	71	64	29	28%	29%	30%	25%	32%
Work-home balance for employees	302	71	69	77	34	22	25	6	118	185	51	89	71	71	21	28%	28%	28%	20%	24%
Bribery and corruption	298	64	74	61	51	15	23	11	117	181	52	82	67	69	28	27%	31%	30%	26%	32%
Fair and open pricing of products and services	293	60	67	80	33	18	23	11	101	193	65	78	72	59	20	27%	24%	29%	26%	23%
Swathes labour	291	65	74	65	25	13	30	8	108	183	64	81	64	58	26	26%	31%	24%	28%	30%
Data privacy	289	78	60	74	32	14	22	9	110	179	63	70	61	66	28	26%	25%	29%	25%	32%
Cybersecurity	284	74	67	69	27	15	22	9	109	175	59	72	67	57	29	26%	29%	25%	26%	33%
Discrimination in treatment of people	279	66	67	59	34	14	33	6	117	162	53	73	56	65	27	25%	28%	21%	23%	31%
Safety and security in the workplace	268	66	64	50	39	13	26	10	89	179	48	76	61	59	24	24%	26%	18%	22%	28%
Foreign ownership of UK companies	237	51	50	72	30	11	17	6	75	161	48	65	55	52	17	22%	20%	21%	20%	19%
Consumer rights	228	51	56	47	16	17	14	3	86	142	41	58	63	45	22	21%	20%	23%	22%	25%
Openness with information	175	42	40	40	20	9	20	4	70	105	33	44	38	42	17	16%	17%	15%	15%	19%
Treatment of suppliers	149	29	36	41	15	7	16	4	62	87	32	33	36	34	15	14%	11%	15%	14%	17%
Advertising and marketing practices	88	11	22	20	15	7	11	-	40	48	20	21	20	22	5	8%	5%	6%	6%	6%
Other (specify)	15	3	3	3	1	-	-	-	2	5	9	5	5	2	1	2%	1%	1%	1%	1%
None of these	40	9	3%	7	8	5	*	9	1	9	31	10	10	11	3	6%	4%	1%	6%	6%
Don't know	95	20	26	24	16	3	6	-	18	76	20	23	20	19	12	9%	8%	8%	8%	14%
NET: Business practices	793	184	186	198	103	36	65	23	297	496	159	210	183	183	59	72%	72%	77%	70%	68%
NET: Workplace conditions	595	130	135	137	81	30	55	18	224	371	101	168	131	146	44	54%	54%	56%	59%	51%
NET: Social responsibility and Human rights	666	149	153	161	96	32	56	19	271	395	121	172	163	155	55	61%	58%	59%	56%	63%
NET: Data and information	481	125	106	117	54	22	41	16	187	295	97	114	116	116	44	49%	44%	42%	45%	50%

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UK Adults 18+

All Adults aged 18-75 in the UK

GE 2018 Vote										Voter preference (intend to vote for, or support at)				EU Referendum			
Total		Conservati		Conservati		Unbiased		Woolwich voter		Prefer not to		Leave		Labour		Labour	
(A)	ve	ve	ve	ve	ve	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted base	1099	297	262	210	188	303	273	237	28	54	111	129	129	224	111	129	224
Weighted base	1099	320	262	193	197	352	266	248	37	422	341	132	132	220	132	132	220
Tax evasion	446	156	124	83	78	166	130	84	8	202	167	62	62	105	46	46	105
42%	40%	40%	40%	42%	38%	47%	44%	34%	40%	45%	48%	47%	47%	47%	47%	47%	47%
Tax avoidance	437	148	122	77	70	166	126	68	7	196	156	65	65	100	45	45%	100
40%	40%	40%	40%	42%	36%	47%	47%	27%	45%	47%	45%	50%	46%	46%	46%	46%	46%
Executive pay	371	113	97	62	68	131	89	75	8	153	141	52	52	79	42	42%	79
34%	34%	34%	34%	32%	32%	32%	32%	30%	32%	32%	32%	30%	30%	30%	42%	42%	30%
Environmental responsibility	166	96	94	85	53	135	110	63	5	175	90	60	60	206	46%	46%	206
33%	30%	30%	30%	44%	27%	38%	41%	25%	44%	41%	25%	46%	46%	46%	34%	34%	34%
Harassment and bullying in the workplace	122	92	88	51	54	118	82	64	4	127	90	27	27	40	78	78	78
29%	28%	28%	28%	27%	27%	34%	33%	26%	32%	32%	27%	31%	31%	31%	27%	27%	31%
Human rights	111	60	97	54	39	131	69	66	6	138	67	49	49	82	42	42%	82
28%	19%	37%	28%	20%	37%	36%	36%	27%	37%	37%	37%	37%	37%	37%	37%	37%	37%
Work-home balance for employees	502	85	87	52	51	122	74	50	5	129	94	42	42	80	27	27%	80
28%	27%	27%	27%	26%	26%	35%	35%	28%	35%	35%	31%	31%	31%	31%	27%	27%	30%
Bribery and corruption	208	78	82	55	47	103	80	60	7	132	78	40	40	63	27	27%	63
27%	24%	31%	29%	24%	29%	30%	30%	24%	30%	30%	31%	31%	31%	31%	27%	27%	32%
Fair and open pricing of products and services	281	77	83	57	55	103	75	57	4	116	91	34	34	68	27	27%	68
27%	24%	33%	30%	28%	29%	32%	32%	23%	32%	32%	30%	30%	30%	30%	27%	27%	32%
Sweatshop labour	291	82	84	54	43	107	85	51	5	127	88	36	36	71	30%	30%	71
26%	26%	32%	28%	22%	32%	30%	32%	21%	34%	30%	30%	30%	30%	30%	27%	27%	32%
Date privacy	281	81	79	49	53	105	66	57	7	124	81	55	55	69	27	27%	69
26%	26%	26%	25%	25%	26%	32%	32%	23%	26%	26%	29%	29%	29%	29%	27%	27%	31%
Cybersecurity	284	95	69	53	57	98	65	51	12	120	91	38	38	60	27	27%	60
26%	30%	26%	28%	26%	28%	28%	28%	25%	21%	28%	28%	27%	27%	27%	27%	27%	27%
Discrimination in treatment of people	259	53	88	57	40	114	74	48	6	127	71	37	37	88	28%	28%	88
25%	19%	34%	30%	21%	31%	33%	33%	18%	33%	33%	30%	30%	30%	30%	28%	28%	30%
Safety and security in the workplace	268	66	73	54	40	98	77	50	4	114	72	35	35	63	26%	26%	63
24%	21%	28%	29%	20%	28%	29%	29%	20%	30%	30%	27%	27%	27%	27%	26%	26%	31%
Foreign ownership of UK companies	217	63	62	45	52	80	60	41	4	93	63	23	23	52	13%	13%	52
22%	20%	24%	18%	18%	23%	23%	23%	17%	11%	22%	22%	21%	21%	21%	13%	13%	24%
Consumer rights	238	71	65	32	19	57	57	46	3	95	71	24	24	58	13%	13%	58
21%	22%	25%	17%	20%	23%	22%	22%	19%	9%	23%	23%	21%	21%	21%	13%	13%	21%
Openness with information	175	53	48	33	23	82	48	31	2	77	50	22	22	38	13%	13%	38
16%	16%	18%	17%	17%	18%	18%	18%	12%	18%	18%	15%	15%	15%	15%	13%	13%	18%
Treatment of suppliers	149	48	40	31	32	49	50	16	2	65	46	17	17	31	13%	13%	31
14%	15%	15%	16%	14%	16%	14%	14%	9%	10%	10%	14%	14%	14%	14%	13%	13%	14%
Advertising and marketing practices	88	20	22	17	16	24	28	17	2	59	19	12	12	13	6%	6%	13
8%	6%	6%	5%	4%	8%	7%	7%	8%	10%	10%	8%	8%	8%	8%	6%	6%	8%
Other (specify)	15	5	1	3	5	2	4	2	1	3	7	2	1	2	1%	1%	2
1%	2%	1%	1%	2%	1%	2%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%
None of these	40	8	2	7	5	5	11	18	1	12	8	3	3	18	2%	2%	18
4%	3%	1%	4%	3%	2%	4%	3%	1%	1%	1%	7%	1%	1%	1%	2%	2%	1%
Don't know	95	16	15	5	14	17	6	39	19	17	20	4	13	13	6%	6%	13
9%	5%	6%	3%	7%	5%	15%	15%	11%	15%	15%	4%	6%	6%	6%	6%	6%	6%

NET: Business practices														
	793	255	208	146	148	272	209	785	151	35	409	274	97	375
	72%	80%	80%	76%	75%	77%	78%	61%	40%	78%	80%	74%	76%	
NET: Workplace conditions	595	167	167	108	100	227	151	109	9	246	186	78	74	
	54%	52%	64%	58%	51%	65%	57%	44%	23%	58%	55%	60%	68%	
NET: Social responsibility and Human rights														
	666	187	170	112	140	240	138	10	295	195	90	150	100	
	61%	58%	68%	64%	57%	68%	66%	52%	28%	70%	57%	68%	68%	
NET: Data and information	481	152	117	90	94	158	119	95	14	202	144	59	100	
	44%	48%	45%	46%	48%	45%	45%	38%	39%	48%	42%	45%	40%	

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Соцвыплаты (33%) А.В/С.Д/В/В.М/В.К/В.М/В.С/В.Р/В.К/В.Т/У Минимальная зп 32*** зп высокая 330**

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% KL	60 26%	68 29%	312 32%	42 34%
The Conservative party's economic policies in government	351 32%	198 37%	143 26%	45 35%	59 28%	60 30%	64 32%	123 34%	119 38% KL	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%	155 43%	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%	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% GH	38 19%	93 26%	59 19%	70 22%	59 25%	47 20%	209 22%	20 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%	99 27%	55 18%	47 15%	69 30%	58 24%	215 22%	13 11%
Global political instability	166 15%	89 17%	75 14%	21 16%	34 16%	31 15%	24 12%	57 16%	69 22%	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 10%	100 10%	8 6%
Other (specify)	9 1%	5 1%	4 1%	- -	1 *	1 *	3 2%	5 1%	8 3%	1 *	1 *	1 -	9 1%	1 *
None of these	26 2%	18 3%	8 1%	4 3%	9 4%	5 3%	4 2%	3 1%	1 *	5 2%	9 4%	11 4%	19 2%	6 5%
Don't know	82 7%	30 6%	51 8%	11 H	25 H	20 10%	13 4%	12 5%	11 4%	38 12%	13 6%	20 8%	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%	179 57%	144 62%	139 62%	589 61%	72 57%
NET: Domestic politics	689 63%	339 64%	332 61%	73 56%	113 54%	122 61%	129 65%	252 69%	206 66%	190 60%	141 61%	152 61%	614 64%	67 53%
NET: Global politics	572 52%	277 52%	285 52%	66 51%	100 48%	93 47%	100 50%	214 59%	177 57%	162 51%	108 46%	126 53%	507 53%	62 50%

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.

Column proportions (%) A,B,C,D,E,F,G,H,I,J,K,M,N Minimum Base: 100**

Column totals (%) A,B,C,D,E,F,G,H,I,J,K,M,N Minimum Base: 100** 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

	Total	Region						Education			Income					
		NORTH		SOUTH		MIDLAND		NORTHERN IRELAND			Non-graduate	Graduate	Up to £19,999	£20,000-£34,999	£35,000+	Refused
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
Unweighted base	1099	262	333	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	77	70	84	48	20	48	12	157	202	64	94	92	87	22	*
	33%	30%	29%	31%	31%	39%	52%	39%	40%	28%	30%	33%	35%	35%	25%	*
The Conservative party's economic policies in government	351	78	77	90	45	13	40	8	141	210	72	91	79	85	24	
	32%	31%	32%	33%	30%	25%	43%	28%	36%	30%	33%	32%	30%	35%	27%	*
Russia's invasion of Ukraine	316	79	72	86	38	16	12	13	107	210	69	69	78	69	31	
	29%	31%	30%	31%	25%	30%	13%	45%	27%	30%	32%	24%	30%	28%	36%	*
The state of the global economy	273	69	65	57	39	16	21	6	106	167	49	76	60	65	23	
	25%	27%	27%	21%	26%	31%	23%	20%	27%	24%	23%	26%	23%	26%	27%	*
The COVID-19 pandemic	251	59	64	62	35	8	13	8	89	162	54	64	52	53	27	
	23%	23%	27%	23%	23%	16%	14%	28%	23%	23%	25%	22%	20%	22%	31%	*
Business making excessive profits	235	48	50	64	21	19	24	8	89	146	40	74	56	49	16	
	21%	19%	21%	23%	14%	37%	26%	28%	23%	21%	19%	26%	21%	20%	19%	*
The interest rate level	230	42	64	58	32	13	16	6	85	145	37	51	65	62	16	
	21%	16%	27%	21%	21%	25%	18%	19%	22%	20%	17%	18%	25%	25%	18%	*
Immigration in the country	229	51	53	70	27	10	15	4	56	173	53	73	53	35	15	
	21%	20%	22%	26%	17%	19%	16%	14%	14%	24%	1	25%	25%	20%	14%	*
Global political instability	166	34	37	37	25	9	18	5	80	86	30	36	39	48	14	
	15%	13%	15%	14%	17%	18%	20%	17%	20%	12%	14%	13%	15%	19%	16%	*
Workers demanding pay increases	109	21	20	28	29	4	6	2	38	70	22	29	17	36	5	
	10%	8%	8%	10%	19%	8%	6%	5%	10%	10%	10%	10%	7%	15%	5%	*
Other (specify)	9	2	1	3	2	-	1	-	6	3	2	3	2	3	-	
	1%	1%	1%	1%	2%	-	1%	-	2%	*	1%	1%	1%	1%	-	*
None of these	26	4	4	9	2	-	8	-	3	24	9	7	4	3	3	
	2%	1%	2%	3%	1%	-	8%	-	1%	3%	4%	2%	2%	1%	3%	*
Don't know	82	21	18	17	20	2	4	-	22	59	15	21	19	18	7	
	7%	8%	7%	6%	13%	4%	5%	-	6%	8%	7%	7%	7%	8%	8%	*
NET: The economy	666	144	148	170	92	39	55	18	249	417	126	173	159	161	47	
	61%	57%	61%	62%	60%	76%	60%	59%	64%	59%	58%	60%	61%	66%	54%	*
NET: Domestic politics	689	160	145	174	90	33	67	18	251	438	142	184	170	143	50	
	63%	63%	60%	63%	59%	64%	73%	61%	64%	62%	66%	64%	65%	58%	57%	*
NET: Global politics	572	135	131	148	72	29	37	20	213	359	120	136	132	129	55	
	52%	53%	54%	53%	47%	56%	41%	67%	55%	51%	56%	47%	50%	52%	63%	*

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.

ColoursReports (5%) A,B,C,D,E,F,G,H,I,J,K,L,M,N,O Minimum Base: 301** Small Base: 108**

ColoursTrans (5%) A,B,C,D,E,F,G,H,I,J,K,L,M,N,O Minimum Base: 301** Small Base: 108**

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

his 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.

ColumnProperties (5%): A,B/C,D/E/F/G,H/I,J,K/L/M,N/O,P/Q,R,S,T,U Minimum Base: 20(**) Small Base: 100(*)

ColumnMeans (5%): 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: 200(**)