



Table 1
Q1 - How closely, if at all, have you been following news stories about politics and current affairs?

Base: All adults aged 16-75 in Great Britain

	TOTAL	GENDER		AGE					AGGREGATED AGE			GENERATION				REGION						URBAN		SOCIAL GRADE		EDUCATION		EMPLOYMENT STATUS		ETHNICITY		MARITAL STATUS			HOUSEHOLD SIZE				CHILDREN IN HOUSEHOLD		GENERAL ELECTION 2019 VOTE					REFERENDUM 2016 VOTE	
		MAN (a)	WOMAN (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	16-34 (h)	35-54 (i)	55-75 (j)	GEN Z (k)	MILLENNIALS (l)	GEN X (m)	BOOMER (n)	NORTH (o)	MIDLANDS (p)	SOUTH (q)	LONDON (r)	WALES (s)	SCOTLAND (t)	URBAN (u)	RURAL (v)	ABC1 (w)	C2DE (x)	GRADUATES (y)	NON GRADUATES (z)	WORKING (B)	NOT WORKING (C)	WHITE (D)	ETHNIC MINORITY (E)	MARRIED / LIVING AS (F)	SINGLE (G)	WID/ DIV/ SEP (H)	1 (I)	2 (J)	3 (K)	4+ (L)	YES (M)	NO (N)	CONSERVATIVE (O)	LABOUR (P)	LIBERAL DEMOCRATS (Q)	OTHER (R)	REMAIN (S)	LEAVE (T)	
UNWEIGHTED BASE	11095	526	580	147	202	193	209	344	349	402	344	177	324	287	307	263	255	244	159	53	89	920	175	893	402	590	505	730	365	909	180	649	342	104	205	355	234	301	370	725	284	260	82	149	488	335	
WEIGHTED BASE	10995	532	543	157	200	192	194	312	327	386	312	188	312	265	310	260	284	247	158	54*	94*	930	165	618	416	575	720	349	953	167	643	349	103*	186	305	241	294	362	734	287	271	79*	120	413	356		
	100%	49%	50%	14%	18%	18%	18%	32%	33%	35%	32%	17%	29%	24%	29%	24%	26%	23%	14%	5%*	9%*	85%	15%	57%	43%	34%	66%	66%	34%	84%	15%	59%	32%	9%*	18%	33%	22%	27%	33%	67%	26%	25%	7%*	12%	38%	32%	
(4) Very closely	233	145	87	23	35	44	34	96	59	79	96	29	63	53	88	62	50	38	46	11	27	203	30	161	72	94	139	158	74	200	31	136	77	20	50	82	50	51	66	167	73	63	18	30	100	91	
	21%	27%	16%	15%	18%	23%	18%	27%	16%	20%	27%	15%	19%	20%	28%	24%	18%	15%	29%	20%	28%	22%	18%	26%	15%	25%	19%	22%	20%	22%	19%	21%	22%	20%	26%	22%	21%	17%	18%	23%	25%	23%	22%	23%	24%	26%	
(3) Fairly closely	482	234	233	71	91	74	88	157	162	162	157	85	135	115	146	104	125	111	79	20	42	394	88	275	207	185	297	316	166	409	73	296	142	43	88	158	104	132	167	315	142	137	45	59	209	153	
	44%	44%	43%	45%	45%	39%	45%	45%	45%	42%	45%	45%	42%	43%	46%	40%	44%	45%	50%	39%	45%	42%	53%	44%	43%	49%	41%	43%	45%	44%	44%	46%	41%	42%	45%	43%	43%	45%	46%	43%	50%	51%	58%	45%	51%	43%	
(2) Not very closely	222	100	119	36	37	42	47	61	73	89	61	44	62	63	54	60	67	48	22	12	14	190	32	118	105	61	161	150	72	173	47	123	70	30	40	72	56	55	68	154	53	48	13	22	68	67	
	20%	19%	22%	23%	19%	22%	24%	17%	20%	23%	17%	23%	19%	24%	17%	23%	23%	20%	14%	24%	14%	20%	20%	19%	22%	16%	22%	21%	20%	19%	28%	19%	20%	29%	20%	20%	23%	19%	19%	21%	19%	18%	16%	17%	16%	19%	
(1) Not closely at all	155	52	102	27	36	31	24	38	63	54	38	31	61	32	32	34	40	49	11	9	11	141	14	63	92	33	122	101	54	138	16	86	59	10	17	52	30	56	59	97	17	23	3	19	35	43	
	14%	10%	19%	17%	18%	16%	12%	11%	18%	14%	11%	16%	19%	12%	10%	13%	14%	20%	7%	17%	12%	15%	9%	10%	19%	9%	17%	14%	15%	9%	13%	17%	10%	9%	14%	13%	19%	16%	13%	6%	9%	4%	15%	8%	12%		
Very/ Fairly closely (NET)	714	379	320	95	126	118	122	253	221	241	253	114	198	168	234	166	175	149	125	31	69	597	117	436	279	279	435	474	240	609	104	432	219	63	139	239	154	183	233	482	215	200	63	88	309	245	
	65%	71%	59%	60%	63%	62%	63%	72%	62%	62%	72%	60%	61%	64%	73%	64%	62%	60%	79%	59%	73%	64%	71%	70%	59%	74%	60%	65%	65%	66%	62%	67%	63%	62%	71%	66%	64%	62%	64%	66%	75%	74%	80%	68%	75%	69%	
Not very/ not at all closely (NET)	378	152	221	62	74	72	70	99	136	143	99	75	123	95	85	94	107	97	33	21	25	331	47	181	197	94	283	251	126	311	62	209	129	39	57	123	86	111	127	250	70	71	16	41	103	109	
	34%	29%	41%	40%	37%	38%	36%	28%	38%	37%	28%	40%	38%	36%	27%	36%	38%	40%	21%	41%	26%	36%	28%	29%	41%	25%	39%	35%	34%	34%	37%	32%	37%	38%	29%	34%	36%	38%	35%	34%	24%	26%	20%	32%	25%	31%	
Mean	2.73	2.89	2.56	2.58	2.63	2.69	2.69	2.88	2.61	2.69	2.88	2.59	2.62	2.72	2.91	2.74	2.65	2.56	3.01	2.62	2.91	2.71	2.81	2.87	2.54	2.91	2.63	2.73	2.71	2.73	2.72	2.75	2.68	2.72	2.88	2.74	2.72	2.6	2.67	2.75	2.95	2.88	2.99	2.76	2.91	2.83	
Don't know	3	1	2	-	1	1	1	-	1	2	-	-	2	1	-	-	2	1	-	-	1	2	1	3	-	2	1	2	2	1	2	1	-	-	2	1	-	1	2	1	*	-	-	*	1		
	*	*	*	-	*	1%	1%	-	*	1%	-	-	1%	1%	-	-	1%	1	-	-	1%	1%	3	-	*	-	*	*	*	*	*	*	-	-	1%	-	-	*	*	*	*	-	-	*	*		

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j - k/l/m/n - o/p/q/r/s/t - u/v - w/x - y/A - B/C - D/E - F/G/H - I/J/K/L - M/N - O/P/Q/R - S/T
Overlap formulae used. * small base



Table 2
Q2 - Which, if any, of the following sources of information have you used to follow news stories about politics and current affairs?

Base: All adults who have followed news stories to some degree

	GENDER		AGE					AGGREGATED AGE				GENERATION				REGION					URBAN		SOCIAL GRADE		EDUCATION		EMPLOYMENT STATUS		ETHNICITY		MARITAL STATUS			HOUSEHOLD SIZE				CHILDREN IN HOUSEHOLD		GENERAL ELECTION 2019 VOTE				REFERENDUM 2016 VOTE		
	TOTAL	MAN (a)	WOMAN (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	16-34 (h)	35-54 (i)	55-75 (j)	GEN Z (k)	MILLENNIALS (l)	GEN X (m)	BOOMER (n)	NORTH (o)	MIDLANDS (p)	SOUTH (q)	LONDON (r)	WALES (s)	SCOTLAND (t)	URBAN (u)	RURAL (v)	ABC1 (w)	C2DE (x)	GRADUATES (y)	NON GRADUATES (A)	WORKING (B)	NOT WORKING (C)	WHITE (D)	ETHNIC MINORITY (E)	MARRIED/ LIVING AS (F)	SINGLE (G)	WID/ DIV/ SEP (H)	1 (I)	2 (J)	3 (K)	4+ (L)	YES (M)	NO (N)	CONSERVATI VE (O)	LABOUR (P)	LIBERAL DEMOCRATS (Q)	OTHER (R)	REMAIN (S)	LEAVE (T)
UNWEIGHTED BASE	544	479	456	222	172	154	126	110	294	350	310	146	222	255	279	224	237	202	145	43	83	794	160	624	330	558	416	689	315	786	163	559	289	95	188	305	207	254	319	655	255	258	79	114	480	259
WEIGHTED BASE	937	479	439	130	164	160	160	314	294	339	314	157	260	233	288	225	241	197	147	43*	81*	787	150	563	383	340	597	634	312	783	150	555	289	93*	178	311	210	217	302	636	268	248	76*	110*	377	311
100%	533	277	247	61	68	77	112	215	129	189	215	68	117	150	197	120	137	109	84	27	55	444	90	323	211	185	348	348	185	462	69	330	147	57	98	194	112	129	149	384	171	151	45	57	234	195
News programmes or stories on major broadcasters on TV (e.g. BBC, ITV, Channel 4 or Sky)	57%	58%	56%	47%	42%	48%	66%	69%	44%	57%	69%	43%	45%	65%	68%	53%	57%	56%	57%	63%	66%	56%	60%	58%	55%	54%	58%	56%	59%	59%	46%	59%	51%	61%	55%	62%	53%	54%	49%	60%	64%	61%	60%	52%	62%	63%
News programmes or stories on the websites of major broadcasters (e.g. BBC, ITV, Channel 4 or Sky)	40%	42%	38%	27%	31%	42%	53%	52%	29%	48%	52%	26%	36%	52%	53%	46%	40%	47%	37%	52%	44%	42%	49%	48%	37%	45%	43%	42%	44%	46%	32%	44%	42%	40%	48%	45%	42%	40%	38%	46%	47%	49%	55%	35%	50%	46%
Newspapers (online or print)	32%	17%	15%	20%	58%	45%	57%	149	26%	102	149	27%	87	77	138	27%	36%	39%	35%	36%	44%	267	62	213	117	134	195	200	129	289	40	212	88	29	69	110	78	72	91	238	107	85	26	45	139	131
35%	36%	35%	15%	28%	34%	48%	34%	48%	26%	31%	48%	17%	33%	33%	48%	27%	36%	39%	35%	36%	44%	34%	41%	38%	30%	39%	43%	32%	41%	37%	26%	38%	31%	31%	39%	35%	37%	30%	37%	40%	34%	35%	41%	37%	42%	
Social media such as Facebook, X (formerly Twitter), Instagram	31%	15%	14%	68%	81%	63%	43%	59%	150	106	99	78	122	61	52	72	71	69	54	15	33	272	43	187	128	133	182	208	106	241	72	172	119	24	47	95	78	95	125	189	65	92	27	43	141	81
34%	33%	34%	53%	50%	39%	26%	19%	51%	32%	19%	50%	47%	27%	18%	32%	30%	30%	35%	37%	34%	40%	35%	29%	34%	39%	31%	33%	34%	31%	48%	31%	41%	25%	26%	31%	37%	40%	42%	30%	24%	37%	35%	39%	37%	37%	26%
Discussions with friends or family	26%	11%	14%	54%	47%	40%	41%	87	101	81	87	61	74	50	84	52	63	62	46	10	35	217	52	164	105	103	166	151	117	229	39	159	95	15	39	101	57	72	78	191	73	65	24	32	114	82
29%	24%	32%	42%	28%	25%	24%	28%	34%	25%	28%	39%	28%	22%	29%	23%	26%	32%	31%	23%	43%	28%	35%	30%	27%	30%	28%	24%	38%	29%	26%	29%	33%	16%	22%	32%	27%	30%	26%	30%	27%	26%	32%	29%	30%	26%	
Radio (adverts, news or other programmes)	24%	13%	11%	25%	34%	35%	27%	93	59	93	93	31	52	77	85	51	49	56	38	11	40	203	42	165	81	101	144	177	68	215	30	145	71	29	47	83	55	60	83	162	63	78	28	31	120	84
26%	27%	25%	20%	21%	22%	34%	30%	20%	28%	30%	20%	20%	33%	29%	23%	20%	29%	26%	25%	49%	26%	28%	30%	21%	30%	24%	28%	22%	27%	20%	26%	25%	31%	26%	27%	26%	25%	28%	26%	24%	32%	37%	28%	32%	27%	
Online video platforms such as YouTube (adverts or content)	16%	9%	6%	44%	45%	26%	23%	27	89	50	27	50	61	30	26	35	39	30	45	8	10	144	22	102	65	72	94	119	47	116	49	84	73	9	29	39	45	53	67	100	36	47	15	18	64	46
18%	20%	15%	34%	28%	16%	14%	9%	30%	15%	9%	32%	23%	13%	9%	16%	16%	15%	31%	18%	12%	18%	15%	18%	17%	21%	16%	19%	15%	15%	32%	10%	22%	16%	13%	21%	22%	22%	16%	14%	19%	20%	16%	17%	15%		
Other TV programmes or adverts	9%	4%	4%	12%	11%	15%	14%	47	23	29	47	13	22	18	47	21	21	19	28	2	9	85	14	57	42	38	61	57	42	80	18	56	33	10	21	31	23	24	25	74	33	23	6	15	42	33
11%	10%	11%	9%	7%	9%	8%	15%	8%	9%	15%	8%	8%	8%	16%	9%	9%	10%	19%	4%	11%	11%	10%	10%	11%	11%	10%	9%	13%	10%	12%	10%	11%	11%	12%	10%	11%	10%	8%	12%	12%	9%	9%	14%	11%	11%	
Podcasts	9%	6%	3%	18%	22%	27%	13%	17	41	40	17	23	37	23	14	21	16	19	26	5	10	91	6	64	33	55	43	76	21	75	21	52	39	7	23	23	16	35	40	57	21	27	10	16	47	24
10%	13%	8%	14%	14%	17%	8%	5%	14%	14%	12%	5%	15%	14%	10%	9%	7%	10%	18%	11%	13%	12%	4%	12%	9%	16%	7%	12%	18%	7%	10%	14%	9%	13%	7%	13%	7%	8%	15%	13%	9%	8%	11%	14%	12%	8%	
WhatsApp groups with friends and family	8%	4%	3%	24%	20%	24%	6%	10	44	30	10	29	34	11	10	21	11	14	32	1	6	77	8	56	29	43	42	59	26	54	30	52	29	4	9	13	18	44	46	38	12	25	9	10	32	20
9%	9%	9%	19%	12%	15%	4%	3%	15%	9%	3%	19%	13%	5%	3%	9%	5%	7%	22%	2%	7%	10%	5%	10%	7%	13%	7%	9%	8%	7%	20%	9%	10%	4%	5%	4%	9%	18%	15%	6%	5%	10%	12%	9%	8%	6%	
Political party broadcasts	7%	4%	2%	11%	12%	12%	9%	29	22	21	29	13	19	12	28	11	23	12	16	11	11	64	9	55	17	31	41	42	30	58	14	50	18	5	9	24	20	19	21	52	19	20	8	11	29	27
8%	9%	6%	8%	7%	8%	5%	9%	8%	6%	9%	8%	7%	5%	10%	5%	10%	6%	11%	11%	13%	8%	6%	10%	5%	9%	7%	7%	10%	7%	9%	6%	5%	5%	8%	10%	8%	8%	7%	8%	10%	10%	8%	9%			
Other websites (adverts or stories)	6%	4%	2%	12%	12%	18%	5%	15	24	23	15	15	23	10	15	16	12	8	19	3	6	50	12	37	25	27	35	43	20	49	13	36	24	2	13	12	14	22	28	34	12	15	13	8	29	19
7%	8%	4%	9%	8%	11%	3%	5%	8%	7%	5%	9%	9%	4%	5%	7%	5%	4%	13%	7%	7%	6%	8%	7%	7%	8%	6%	7%	6%	6%	9%	7%	8%	2%	8%	4%	7%	9%	9%	5%	4%	6%	17%	7%	8%	6%	
Contacted by a political party (e.g. leaflets, email, canvassing)	6%	3%	2%	16%	14%	6%	8	18	30	14	18	20	15	10	16	10	10	12	19	2	8	57	4	40	21	29	33	43	19	48	13	36	22	4	9	20	18	15	21	41	11	17	9	14	29	18
7%	7%	5%	12%	9%	4%	5%	6%	10%	4%	6%	13%	6%	4%	6%	5%	4%	6%	6%	4%	10%	7%	3%	7%	6%	8%	6%	7%	6%	6%	8%	6%	6%	8%	4%	5%	6%	8%	6%	7%	6%	4%	7%	12%	13%	8%	6%
Magazines	6%	3%	2%	14%	12%	9%	13	26	15	19	13	15	19	13	12	9	18	9	28	2	4	54	6	39	21	33	27	40	11	48	12	42	16	2	9	11	19	21	33	26	9	11	7	27	25	15
6%	7%	6%	9%	9%	8%	5%	4%	9%	6%	4%	10%	7%	6%	4%	4%	4%	7%	5%	12%	4%	5%	7%	4%	7%	6%	10%	4%	8%	3%	6%	8%	5%	2%	5%	4%	9%	9%	11%	4%	3%	4%	9%	15%	7%	5%	
Outdoor posters	4%	2%	1%	16%	12%	6%	7	2	28	13	2	21	12	9	1	6	10	3	18	2	3	37	6	22	21	22	21	30	13	25	17															



23-085423-08 - CELEBRITY ENDORSEMENT
 23RD - 26TH FEBRUARY 2024
 PUBLIC
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27 Feb 2024

Table 3

Q3 - Summary Table How much, if at all, will you listen to the views of each of the following when deciding who to vote for at the next General Election?

Base: All adults aged 16-75 in Great Britain

	Journalists (newspaper, TV or online)	Your friends and family	People you work with	Reality TV stars	People you follow on social media	People who work in public services	Political commentators (economists, academics, think tanks etc.)	Sportsmen / Sportswomen	Opinion polls	Movie / TV stars	Musicians / pop stars	Politicians	Podcast hosts
UNWEIGHTED BASE	1095	1095	1095	1095	1095	1095	1095	1095	1095	1095	1095	1095	1095
WEIGHTED BASE	1095	1095	1095	1095	1095	1095	1095	1095	1095	1095	1095	1095	1095
(4) A great deal	75 7%	139 13%	62 6%	50 5%	69 6%	77 7%	111 10%	61 6%	74 7%	51 5%	50 5%	113 10%	63 6%
(3) A fair amount	347 32%	424 39%	251 23%	98 9%	173 16%	286 26%	366 33%	108 10%	258 24%	131 12%	115 11%	377 34%	152 14%
(2) Not very much	328 30%	298 27%	348 32%	173 16%	281 26%	289 26%	302 28%	235 22%	338 31%	244 22%	230 21%	282 26%	265 24%
(1) Not at all	246 22%	145 13%	324 30%	684 62%	471 43%	321 29%	224 20%	589 54%	315 29%	578 53%	598 55%	221 20%	514 47%
A great deal/a fair amount (NET)	421 38%	563 51%	313 29%	148 13%	242 22%	363 33%	477 44%	169 15%	332 30%	182 17%	165 15%	490 45%	215 20%
Not very much/not at all (NET)	574 52%	443 40%	673 61%	857 78%	752 69%	610 56%	525 48%	825 75%	653 60%	822 75%	827 76%	503 46%	778 71%
Mean	2.25	2.55	2.05	1.52	1.84	2.12	2.36	1.64	2.09	1.66	1.61	2.38	1.76
I will not vote at the next general election	61 6%	55 5%	61 6%	62 6%	64 6%	58 5%	55 5%	70 6%	67 6%	57 5%	62 6%	61 6%	65 6%
Don't know	38 3%	33 3%	48 4%	28 3%	37 3%	64 6%	38 3%	32 3%	42 4%	34 3%	40 4%	41 4%	37 3%

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.



23-085423-06 - CELEBRITY ENDORSEMENT
23RD - 26TH FEBRUARY 2024
PUBLIC
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27 Feb 2024

Table 4
Q1_1 - How much, if at all, will you listen to the views of each of the following when deciding who to vote for at the next General Election? Journalists (newspaper, TV or online)

Base: All adults aged 16-75 in Great Britain

	TOTAL	GENDER		AGE					AGGREGATED AGE			GENERATION				REGION					URBAN		SOCIAL GRADE		EDUCATION		EMPLOYMENT STATUS		ETHNICITY		MARITAL STATUS			HOUSEHOLD SIZE				CHILDREN IN HOUSEHOLD		GENERAL ELECTION 2019 VOTE				REFERENDUM 2016 VOTE		
		MAN (a)	WOMAN (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	16-34 (h)	35-54 (i)	55-75 (j)	GEN Z (k)	MILLENNIALS (l)	GEN X (m)	BOOMER (n)	NORTH (o)	MIDLANDS (p)	SOUTH (q)	LONDON (r)	WALES (s)	SCOTLAND (t)	URBAN (u)	RURAL (v)	ABC1 (w)	C2DE (x)	GRADUATES (y)	NON GRADUATES (z)	WORKING (aa)	NOT WORKING (ab)	WHITE (ac)	ETHNIC MINORITY (ad)	MARRIED / LIVING AS (ae)	SINGLE (af)	WID/ DIV/ SEP (ag)	1 (ah)	2 (ai)	3 (aj)	4+ (ak)	YES (al)	NO (am)	CONSERVATIVE (an)	LABOUR (ao)	LIBERAL DEMOCRATS (ap)	OTHER (aq)	REMAIN (ar)	LEAVE (as)
UNWEIGHTED BASE	11095	526	540	147	202	193	209	344	349	402	344	177	324	237	307	263	255	244	159	53	95	920	175	893	402	590	505	130	365	999	180	649	342	104	205	355	234	301	319	725	284	260	82	149	488	335
WEIGHTED BASE	10995	532	543	157	200	192	194	352	327	386	352	188	322	265	330	260	284	247	158	54*	94*	930	165	618	416	575	720	272	368	963	167	643	349	103*	196	305	241	294	287	721	79*	129	413	356		
100%	100%	49%	50%	14%	18%	18%	18%	32%	33%	35%	32%	17%	29%	24%	29%	24%	26%	23%	14%	5%*	9%*	85%	15%	57%	43%	34%	66%	34%	84%	15%	59%	32%	9%*	18%	33%	22%	27%	33%	67%	26%	75%	7%*	12%	38%	32%	
4) A great deal	75	40	33	16	22	14	7	16	37	21	16	18	31	10	16	18	11	19	19	3	5	67	8	46	29	39	36	53	21	54	20	46	22	6	8	20	17	30	36	39	12	22	12	12	38	15
	7%	8%	6%	10%	11%	7%	4%	5%	10%	6%	5%	10%	9%	4%	5%	7%	4%	8%	12%	5%	5%	7%	5%	10%	5%	7%	6%	6%	12%	7%	6%	6%	4%	5%	7%	10%	10%	5%	4%	8%	15%	9%	9%	4%		
3) A fair amount	347	169	171	57	59	51	64	115	116	115	115	69	87	88	103	70	82	76	67	21	29	282	65	212	135	134	213	247	100	288	58	212	103	31	59	105	83	100	127	220	94	105	41	32	155	110
	32%	32%	32%	37%	30%	27%	33%	33%	33%	30%	33%	37%	27%	33%	32%	27%	29%	31%	43%	41%	31%	30%	39%	34%	28%	36%	30%	34%	27%	31%	35%	33%	30%	31%	30%	29%	34%	34%	35%	30%	33%	39%	52%	25%	37%	31%
2) Not very much	328	165	153	39	53	71	62	103	92	132	103	48	100	84	95	78	99	81	34	13	23	279	49	181	147	100	228	207	121	290	37	191	105	33	58	123	70	77	93	234	95	77	16	41	122	119
	30%	31%	28%	25%	26%	37%	32%	29%	26%	34%	29%	26%	31%	32%	30%	30%	35%	33%	21%	25%	25%	30%	30%	29%	31%	27%	32%	28%	33%	31%	22%	30%	30%	32%	30%	34%	29%	26%	26%	32%	33%	28%	20%	32%	30%	34%
1) Not at all	246	122	121	30	35	36	48	98	65	84	98	35	59	66	87	66	67	48	24	13	27	213	33	132	114	73	173	153	94	213	32	140	78	28	50	92	52	53	64	183	78	64	7	34	86	88
	22%	23%	22%	19%	17%	19%	25%	28%	18%	22%	28%	19%	18%	25%	27%	25%	24%	20%	15%	25%	29%	23%	20%	21%	24%	19%	24%	21%	25%	23%	22%	22%	27%	26%	25%	21%	18%	18%	25%	27%	24%	9%	27%	21%	25%	
A great deal/a fair amount (NET)	421	210	205	73	81	65	71	132	154	136	132	87	117	97	119	88	93	95	87	24	34	348	73	257	164	173	249	300	123	342	79	258	125	38	67	125	100	130	162	259	107	126	53	44	193	125
	38%	39%	38%	47%	40%	34%	37%	37%	43%	35%	37%	46%	36%	37%	37%	34%	33%	38%	55%	46%	36%	37%	44%	42%	35%	46%	35%	41%	33%	37%	47%	40%	36%	37%	34%	34%	41%	44%	45%	35%	37%	47%	67%	34%	47%	35%
Not very much/not at all (NET)	574	287	274	69	88	107	110	201	157	216	201	83	159	150	182	144	166	129	57	27	50	492	82	313	261	173	401	360	214	503	69	331	182	61	108	215	122	129	157	417	173	141	23	76	208	208
	52%	54%	51%	44%	44%	56%	56%	57%	44%	49%	57%	44%	49%	57%	57%	55%	59%	52%	36%	51%	54%	53%	49%	51%	55%	46%	56%	49%	58%	54%	42%	51%	52%	59%	55%	59%	50%	44%	44%	57%	60%	52%	29%	59%	50%	58%
Mean	2.25	2.26	2.24	2.41	2.4	2.25	2.17	2.15	2.41	2.21	2.15	2.42	2.32	2.17	2.16	2.17	2.14	2.29	2.57	2.27	2.14	2.24	2.31	2.3	2.19	2.4	2.3	2.15	2.22	2.45	2.28	2.22	2.17	2.14	2.15	2.29	2.42	2.42	2.17	2.15	2.32	2.76	2.18	2.36	2.15	
I will not vote at the next general election	61	19	42	10	18	12	9	13	28	20	13	12	27	10	12	23	14	16	6	1	2	54	8	27	34	15	46	39	23	49	12	35	22	4	9	17	9	25	28	34	2	1	1	2	1	16
	6%	4%	8%	6%	9%	6%	5%	4%	8%	5%	4%	6%	8%	4%	4%	9%	5%	6%	4%	1%	3%	6%	5%	4%	7%	4%	6%	5%	6%	5%	7%	6%	6%	4%	5%	5%	4%	9%	8%	5%	1%	*	1%	2%	*	4%
Don't know	38	17	21	5	14	8	5	6	19	13	6	6	19	6	6	5	11	7	8	1	7	35	3	22	16	14	24	28	10	29	6	18	20	-	11	8	10	8	14	24	5	3	2	7	10	8
	3%	3%	4%	3%	7%	4%	2%	2%	3%	6%	2%	3%	6%	2%	2%	2%	4%	3%	5%	2%	8%	4%	2%	4%	3%	4%	4%	4%	4%	3%	3%	6%	6%	-	6%	2%	4%	3%	4%	4%	3%	2%	1%	3%	5%	3%

Proportions/Means: Columns Tested [5% risk level] - a/b - c/d/e/f/g - h/i/j - k/l/m/n - o/p/q/r/s/t - u/v - w/x - y/z - A - B/C - D/E - F/G/H - I/J/K/L - M/N - O/P/Q/R - S/T
Overlap formulae used. * small base

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

Table 5
 Q1_2 - How much, if at all, will you listen to the views of each of the following when deciding who to vote for at the next General Election? Your friends and family

Base: All adults aged 16-75 in Great Britain

	TOTAL	GENDER		AGE					AGGREGATED AGE			GENERATION					REGION					URBAN		SOCIAL GRADE		EDUCATION		EMPLOYMENT STATUS		ETHNICITY		MARITAL STATUS			HOUSEHOLD SIZE				CHILDREN IN HOUSEHOLD		GENERAL ELECTION 2019 VOTE				REFERENDUM 2016 VOTE		
		MAN (a)	WOMAN (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	16-34 (h)	35-54 (i)	55-75 (j)	GEN Z (k)	MILLENNIALS (l)	GEN X (m)	BOOMER (n)	NORTH (o)	MIDLANDS (p)	SOUTH (q)	LONDON (r)	WALES (s)	SCOTLAND (t)	URBAN (u)	RURAL (v)	ABC1 (w)	C2DE (x)	GRADUATES (y)	NON GRADUATES (A)	WORKING (B)	NOT WORKING (C)	WHITE (D)	ETHNIC MINORITY (E)	MARRIED / LIVING AS ONE (F)	SINGLE (G)	WID/ DIV/ SEP (H)	1 (I)	2 (J)	3 (K)	4+ (L)	YES (M)	NO (N)	CONSERVATIVE (O)	LABOUR (P)	LIBERAL DEMOCRATS (Q)	OTHER (R)	REMAIN (S)	LEAVE (T)	
UNWEIGHTED BASE	1095	526	569	147	202	193	209	344	349	402	344	177	324	287	307	263	255	244	159	53	95	920	175	893	402	590	505	730	365	909	180	649	342	104	205	355	234	301	370	725	284	250	82	149	488	335	
WEIGHTED BASE	1095	532	543	157	200	192	194	352	327	386	352	188	322	265	320	260	284	247	158	54*	94*	930	165	638	458	575	720	727	368	913	167	643	349	103*	196	305	241	294	362	734	287	271	79*	120	413	356	
	100%	49%	50%	14%	18%	18%	18%	32%	33%	35%	32%	17%	29%	24%	29%	24%	26%	23%	14%	5%*	9%*	85%	15%	57%	43%	34%	66%	66%	34%	84%	15%	59%	32%	9%*	18%	33%	22%	27%	33%	67%	26%	25%	7%*	12%	38%	32%	
(4) A great deal	139	81	55	46	36	30	18	9	83	48	9	47	62	22	8	42	28	23	31	6	9	127	12	77	62	61	78	101	38	99	39	82	50	7	13	22	42	61	80	59	22	45	11	20	46	33	
	13%	15%	10%	30%	18%	16%	9%	3%	23%	12%	3%	25%	19%	8%	2%	16%	10%	9%	20%	11%	10%	14%	7%	12%	13%	16%	11%	14%	10%	11%	23%	13%	14%	7%	7%	6%	18%	21%	22%	8%	8%	17%	14%	16%	11%	9%	
(3) A fair amount	424	195	223	58	79	82	72	133	137	154	133	76	125	99	125	86	112	91	71	23	41	363	62	252	172	149	275	293	132	359	65	238	138	48	82	139	85	118	130	294	111	117	35	46	196	125	
	39%	37%	41%	37%	39%	43%	37%	38%	38%	40%	38%	40%	39%	37%	39%	33%	39%	37%	37%	45%	44%	43%	39%	37%	41%	36%	40%	38%	40%	36%	39%	39%	37%	39%	47%	42%	38%	35%	40%	36%	40%	39%	43%	44%	36%	48%	35%
(2) Not very much	298	148	142	33	40	47	56	122	72	104	122	38	76	76	109	74	88	81	27	9	19	242	56	169	129	90	209	183	115	260	35	181	87	30	56	126	60	57	78	220	102	70	23	36	110	118	
	27%	28%	26%	21%	20%	25%	29%	35%	20%	27%	35%	28%	24%	29%	34%	28%	31%	33%	17%	17%	20%	26%	34%	27%	27%	24%	29%	25%	31%	28%	21%	28%	25%	29%	29%	35%	25%	19%	22%	30%	36%	26%	30%	28%	27%	33%	
(1) Not at all	145	78	66	8	19	16	35	66	12	23	51	29	59	59	29	35	33	15	13	19	120	25	75	70	48	97	93	52	130	15	93	41	11	30	47	40	28	41	104	41	36	9	23	55	52		
	13%	15%	12%	5%	10%	9%	18%	19%	8%	13%	19%	6%	7%	19%	18%	11%	12%	13%	10%	23%	20%	13%	15%	12%	15%	13%	14%	13%	14%	14%	12%	11%	15%	13%	16%	10%	11%	14%	14%	13%	12%	17%	13%	15%			
A great deal/a fair amount (NET)	563	276	278	104	115	112	89	142	220	201	142	123	187	121	132	128	140	114	103	29	50	489	74	330	234	210	353	394	170	458	104	320	188	56	96	161	127	179	210	353	133	162	45	66	242	158	
	51%	52%	51%	67%	58%	59%	46%	40%	61%	52%	40%	49%	49%	46%	41%	49%	49%	46%	65%	55%	53%	53%	45%	53%	49%	56%	49%	54%	46%	50%	62%	50%	54%	54%	49%	44%	44%	53%	61%	58%	48%	46%	60%	58%	51%	59%	45%
Not very much/not at all (NET)	443	226	208	41	59	64	91	188	100	155	188	50	99	127	168	103	123	115	43	22	38	363	81	244	199	137	306	276	167	391	49	274	128	41	86	173	99	85	119	325	143	107	32	59	164	171	
	40%	43%	38%	26%	29%	33%	47%	54%	28%	40%	54%	27%	31%	48%	52%	40%	43%	46%	27%	42%	41%	39%	49%	39%	42%	37%	42%	38%	42%	42%	30%	43%	37%	40%	44%	47%	41%	29%	33%	44%	50%	39%	41%	46%	40%	48%	
Mean	2.55	2.55	2.55	2.98	2.76	2.71	2.4	2.26	2.86	2.55	2.26	2.91	2.79	2.38	2.27	2.61	2.51	2.46	2.81	2.43	2.46	2.58	2.4	2.58	2.52	2.64	2.51	2.6	2.46	2.5	2.83	2.52	2.62	2.54	2.43	2.41	2.57	2.81	2.76	2.45	2.41	2.64	2.61	2.51	2.57	2.42	
				efg	fg	fg	fg	fg	ij	j	j	mn	mn	mn	mn	f	f	f	f	h	h	v	u	u	u	u	B	B	C	D	E	F	G	H	I	L	L	L	L	N	N	P	P	S	T		
I will not vote at the next general election	55	15	40	7	16	9	10	13	22	20	13	9	22	12	12	20	13	14	7	1	1	48	7	27	28	14	41	38	17	46	9	32	19	4	7	16	8	24	24	31	4	1	-	1	1	20	
	5%	3%	7%	4%	8%	5%	5%	4%	6%	5%	4%	5%	7%	5%	4%	8%	5%	6%	4%	1%	1%	5%	4%	4%	6%	4%	6%	5%	5%	5%	5%	5%	4%	4%	4%	3%	8%	7%	4%	2%	*	-	1%	*	6%		
Don't know	33	14	17	5	11	7	3	8	15	10	8	6	14	5	8	9	8	4	6	1	5	30	3	19	14	14	19	20	13	29	4	17	14	2	7	14	6	6	8	25	7	1	1	3	5	6	
	3%	3%	3%	3%	5%	3%	2%	2%	4%	3%	2%	3%	4%	2%	2%	3%	3%	2%	4%	2%	5%	3%	2%	3%	3%	4%	3%	3%	4%	3%	3%	4%	2%	4%	4%	3%	2%	2%	3%	2%	2%	2%	1%	2%	1%	2%	

Proportions/Means: Columns Tested (% risk level) - a/b - c/d/e/f/g - h/i/j - k/l/m/n - o/p/q/r/s/t - u/v - w/x - y/A - B/C - D/E - F/G/H - I/J/K/L - M/N - O/P/Q/R - S/T
 Overlap formulae used. * small base



23-085423-08 - CELEBRITY ENDORSEMENT
23RD - 26TH FEBRUARY 2024
PUBLIC
IPSOS

27 Feb 2024

Table 6
Q1_3 - How much, if at all, will you listen to the views of each of the following when deciding who to vote for at the next General Election? People you work with

Base: All adults aged 16-75 in Great Britain

	TOTAL	GENDER		AGE					AGGREGATED AGE			GENERATION				REGION					URBAN		SOCIAL GRADE		EDUCATION		EMPLOYMENT STATUS		ETHNICITY		MARITAL STATUS			HOUSEHOLD SIZE				CHILDREN IN HOUSEHOLD		GENERAL ELECTION 2019 VOTE				REFERENDUM 2016 VOTE		
		MAN (a)	WOMAN (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	16-34 (h)	35-54 (i)	55-75 (j)	GEN Z (k)	MILLENNIALS (l)	GEN X (m)	BOOMER (n)	NORTH (o)	MIDLANDS (p)	SOUTH (q)	LONDON (r)	WALES (s)	SCOTLAND (t)	URBAN (u)	RURAL (v)	ABC1 (w)	C2DE (x)	GRADUATES (y)	NON GRADUATES (z)	WORKING (aa)	NOT WORKING (ab)	WHITE (ac)	ETHNIC MINORITY (ad)	MARRIED / LIVING AS (ae)	SINGLE (af)	WID/ DIV/ SEP (ag)	1 (ah)	2 (ai)	3 (aj)	4+ (ak)	YES (al)	NO (am)	CONSERVATIVE (an)	LABOUR (ao)	LIBERAL DEMOCRATS (ap)	OTHER (aq)	REMAIN (ar)	LEAVE (as)
UNWEIGHTED BASE	1095	526	569	147	202	193	209	344	349	402	344	177	324	237	307	263	255	244	159	53	93	920	175	893	402	590	505	130	365	999	180	649	342	104	205	355	234	301	319	725	284	250	82	149	488	335
WEIGHTED BASE	1095	532	543	157	200	192	194	352	327	386	352	188	312	263	330	260	284	247	158	54*	94*	930	165	618	416	375	720	777	368	913	167	643	349	103*	186	305	241	294	362	734	287	271	79*	129	413	356
	100%	49%	50%	14%	18%	18%	18%	32%	33%	35%	32%	17%	29%	24%	29%	24%	26%	23%	14%	5%*	9%*	85%	15%	57%	43%	34%	66%	66%	34%	84%	15%	59%	32%	9%*	18%	33%	22%	27%	33%	67%	26%	25%	7%*	12%	38%	32%
(4) A great deal	62	36	26	18	16	20	6	2	33	27	2	18	31	11	1	17	11	12	19	2	-	58	4	33	29	32	30	52	10	41	21	4	3	8	22	30	42	20	12	12	9	10	22	17		
	6%	7%	5%	11%	8%	11%	3%	1%	9%	7%	1%	10%	10%	4%	*	7%	4%	5%	12%	4%	-	6%	2%	5%	6%	9%	4%	7%	3%	4%	12%	4%	1%	2%	9%	10%	12%	3%	4%	4%	11%	8%	5%	5%		
(3) A fair amount	251	120	124	50	67	47	42	45	118	89	45	62	92	56	41	59	72	45	49	11	16	218	34	146	105	94	157	194	57	200	51	139	89	22	36	72	54	89	100	151	30	104	77			
	23%	23%	23%	32%	33%	24%	22%	13%	33%	23%	13%	33%	28%	21%	13%	23%	25%	18%	31%	21%	17%	23%	20%	24%	22%	25%	22%	27%	16%	22%	26%	22%	18%	20%	23%	30%	30%	28%	21%	20%	32%	27%	23%	25%	22%	
(2) Not very much	348	178	165	49	52	62	65	120	101	127	120	59	95	90	105	69	94	86	46	20	34	282	66	205	144	116	233	250	89	305	44	201	118	29	64	119	78	87	107	241	102	88	20	45	144	114
	32%	33%	30%	31%	26%	32%	33%	34%	28%	33%	34%	31%	29%	34%	33%	27%	33%	35%	29%	38%	36%	30%	40%	33%	30%	31%	32%	36%	24%	33%	26%	31%	34%	28%	33%	33%	32%	30%	30%	33%	36%	33%	26%	35%	35%	32%
(1) Not at all	324	159	160	24	34	42	63	161	58	105	161	28	61	86	150	77	86	81	27	18	36	272	52	181	143	102	223	165	159	291	31	201	81	42	74	133	65	53	68	257	107	73	28	38	123	121
	30%	30%	29%	15%	17%	22%	33%	46%	16%	27%	46%	15%	19%	22%	47%	30%	30%	33%	17%	33%	38%	29%	32%	29%	30%	27%	31%	43%	32%	18%	31%	23%	41%	38%	36%	27%	18%	19%	35%	37%	27%	35%	29%	30%	34%	
A great deal/a fair amount (NET)	313	157	150	68	83	67	48	47	151	115	47	80	123	68	42	76	83	57	69	13	16	276	37	179	134	126	187	246	67	241	72	184	103	26	39	80	76	118	142	171	69	99	30	40	126	94
	29%	29%	28%	43%	41%	35%	25%	13%	42%	30%	13%	43%	38%	26%	13%	29%	29%	23%	43%	25%	17%	30%	23%	29%	28%	34%	26%	34%	18%	26%	43%	29%	30%	25%	20%	22%	32%	40%	39%	23%	24%	36%	39%	31%	31%	26%
Not very much/not at all (NET)	673	337	325	72	87	104	128	281	159	233	281	86	156	176	255	146	180	167	73	38	69	555	118	386	287	217	456	425	248	596	74	402	199	71	139	252	143	140	175	498	209	161	48	83	267	235
	61%	63%	60%	46%	43%	54%	66%	80%	45%	60%	80%	46%	48%	60%	80%	56%	63%	68%	46%	72%	74%	60%	72%	62%	60%	58%	63%	58%	67%	65%	45%	63%	57%	69%	71%	69%	59%	47%	48%	68%	73%	59%	61%	64%	65%	66%
Mean	2.05	2.07	2.03	2.44	2.38	2.27	1.95	1.66	2.41	2.11	1.66	2.43	2.33	1.97	1.64	2.07	2.03	1.95	2.43	1.95	1.77	2.07	1.93	2.05	2.05	2.17	1.99	2.2	1.74	1.99	2.42	2.05	2.12	1.87	1.82	1.86	2.15	2.37	2.37	1.9	1.91	2.15	2.15	2.1	2.06	1.97
I will not vote at the next general election	61	19	42	10	16	9	12	14	26	20	14	14	20	13	13	26	10	15	7	1	2	55	6	28	33	12	48	37	24	48	13	32	23	5	9	16	11	25	28	32	5	2	-	1	4	17
	6%	4%	8%	7%	8%	5%	6%	4%	7%	6%	4%	7%	6%	5%	4%	10%	4%	6%	4%	1%	3%	6%	3%	4%	7%	3%	7%	5%	6%	5%	8%	5%	7%	5%	5%	4%	4%	8%	8%	4%	2%	1%	-	1%	1%	5%
Don't know	48	20	26	6	15	12	6	10	21	18	10	8	23	8	10	12	11	8	10	1	7	45	3	27	22	19	30	19	30	39	8	24	23	1	9	17	11	11	15	33	4	9	1	5	16	9
	4%	4%	5%	4%	8%	6%	3%	3%	6%	5%	3%	4%	7%	3%	3%	5%	4%	3%	6%	2%	7%	5%	2%	4%	5%	5%	4%	3%	8%	4%	5%	4%	7%	1%	5%	5%	5%	4%	4%	5%	1%	3%	1%	4%	4%	3%

Proportions/Means: Columns Tested [5% risk level] - a/b - c/d/e/f/g - h/i/j - k/l/m/n - o/p/q/r/s/t - u/v - w/x - y/A - B/C - D/E - F/G/H - I/J/K/L - M/N - O/P/Q/R - S/T
Overlap formulae used. * small base

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Table 7
Q1_4 - How much, if at all, will you listen to the views of each of the following when deciding who to vote for at the next General Election? Reality TV stars

Base: All adults aged 16-75 in Great Britain

	GENDER		AGE					AGGREGATED AGE			GENERATION				REGION						URBAN		SOCIAL GRADE		EDUCATION		EMPLOYMENT STATUS		ETHNICITY		MARITAL STATUS			HOUSEHOLD SIZE				CHILDREN IN HOUSEHOLD		GENERAL ELECTION 2019 VOTE				REFERENDUM 2016 VOTE			
	TOTAL	MAN (a)	WOMAN (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	16-34 (h)	35-54 (i)	55-75 (j)	GEN Z (k)	MILLENNIALS (l)	GEN X (m)	BOOMER (n)	NORTH (o)	MIDLANDS (p)	SOUTH (q)	LONDON (r)	WALES (s)	SCOTLAND (t)	URBAN (u)	RURAL (v)	ABC1 (w)	C2DE (x)	GRADUATES (y)	NON GRADUATES (z)	WORKING (aa)	NOT WORKING (ab)	WHITE (ac)	ETHNIC MINORITY (ad)	MARRIED / LIVING AS (ae)	SINGLE (af)	WID/ DIV/ SEP (ag)	1 (ah)	2 (ai)	3 (aj)	4+ (ak)	YES (al)	NO (am)	CONSERVATIVE (an)	LABOUR (ao)	LIBERAL DEMOCRATS (ap)	OTHER (aq)	REMAIN (ar)	LEAVE (as)	
UNWEIGHTED BASE	1095	526	569	147	202	193	209	344	349	402	344	177	324	237	307	263	255	244	159	53	95	920	175	893	402	590	505	730	365	999	180	649	342	104	205	355	234	301	370	725	284	260	82	149	488	335	
WEIGHTED BASE	1095	532	563	157	200	192	194	312	327	386	312	188	312	265	310	260	284	247	158	54*	94*	930	165	838	419	575	720	777	368	913	167	643	349	103*	186	305	241	294	287	721	79*	120	411	356			
	100%	49%	50%	14%	18%	18%	18%	32%	33%	35%	32%	17%	29%	24%	29%	24%	26%	23%	14%	5%*	9%*	85%	15%	57%	43%	34%	66%	66%	34%	84%	15%	59%	32%	9%*	18%	33%	22%	27%	33%	67%	26%	25%	7%*	12%	38%	32%	
(4) A great deal	50	36	14	14	19	11	4	3	33	14	3	18	24	5	3	15	11	4	17	1	1	46	4	25	25	26	24	40	10	33	17	31	17	1	6	4	17	22	34	16	8	11	10	6	14	11	
	5%	7%	3%	9%	9%	6%	2%	1%	9%	4%	1%	9%	8%	2%	1%	6%	4%	2%	11%	2%	1%	5%	2%	4%	5%	7%	3%	6%	3%	4%	10%	5%	1%	3%	1%	7%	8%	9%	2%	3%	4%	13%	5%	3%	3%		
(3) A fair amount	98	55	43	23	31	26	11	7	54	37	7	33	42	18	5	20	24	16	34	2	2	92	6	48	50	46	52	78	20	66	31	57	37	4	12	20	23	42	57	41	16	35	8	15	43	23	
	9%	10%	8%	15%	16%	13%	6%	2%	15%	10%	2%	18%	13%	7%	2%	8%	8%	6%	21%	4%	2%	10%	4%	8%	10%	12%	7%	11%	5%	7%	19%	9%	10%	4%	6%	6%	10%	14%	16%	6%	6%	13%	11%	12%	10%	6%	
(2) Not very much	173	78	90	40	35	34	30	34	74	64	34	43	60	39	30	56	40	35	22	9	12	148	25	96	77	48	125	118	55	133	40	102	56	15	14	50	39	70	80	93	40	49	8	16	65	44	
	16%	15%	17%	25%	17%	18%	15%	10%	21%	17%	10%	23%	19%	15%	9%	22%	14%	14%	14%	17%	12%	16%	15%	15%	16%	13%	17%	16%	15%	14%	24%	16%	16%	15%	7%	14%	16%	24%	22%	13%	14%	18%	10%	12%	16%	12%	
(1) Not at all	684	333	337	63	87	106	137	292	150	242	292	76	157	186	266	140	184	169	76	39	75	563	121	407	277	229	455	431	253	619	62	406	200	77	149	265	144	126	152	532	218	171	50	88	283	252	
	62%	62%	62%	40%	43%	55%	70%	83%	42%	63%	83%	40%	49%	70%	83%	54%	55%	69%	48%	74%	80%	61%	73%	56%	58%	61%	63%	59%	67%	37%	67%	57%	75%	70%	73%	60%	43%	42%	72%	76%	63%	63%	68%	69%	71%		
A great deal/a fair amount (NET)	148	91	56	37	50	36	15	9	87	51	9	51	66	23	8	36	35	20	51	3	2	138	10	73	74	71	76	118	29	99	48	89	54	5	18	25	40	65	91	57	24	45	18	22	57	33	
	13%	17%	10%	24%	25%	19%	8%	3%	24%	13%	3%	27%	20%	9%	2%	14%	12%	8%	32%	7%	3%	15%	6%	12%	16%	19%	11%	16%	8%	11%	29%	14%	15%	5%	9%	7%	17%	22%	25%	8%	8%	17%	24%	17%	14%	9%	
Not very much/not at all (NET)	857	410	426	103	122	140	166	326	225	306	326	119	217	225	296	197	224	204	98	47	87	711	146	502	354	277	580	549	308	752	102	508	256	93	163	316	183	196	232	625	257	220	58	104	347	296	
	78%	77%	79%	66%	61%	73%	86%	93%	63%	79%	93%	63%	67%	85%	93%	76%	79%	83%	62%	91%	92%	76%	88%	81%	75%	74%	81%	76%	84%	81%	61%	79%	73%	90%	83%	87%	76%	67%	64%	85%	90%	81%	73%	81%	84%	83%	
Mean	1.52	1.59	1.45	1.91	1.89	1.67	1.35	1.16	1.9	1.51	1.16	1.96	1.77	1.37	1.16	1.61	1.47	1.36	1.94	1.33	1.19	1.55	1.31	1.46	1.58	1.62	1.46	1.59	1.37	1.43	2.02	1.52	1.58	1.28	1.31	1.31	1.61	1.85	1.92	1.33	1.34	1.57	1.73	1.52	1.48	1.37	
I will not vote at the next general election	62	19	43	13	16	9	10	14	29	19	14	13	24	12	12	24	16	15	6	1	1	56	7	27	36	14	48	41	22	51	11	33	24	5	7	16	11	28	29	33	3	4	2	2	1	20	
	6%	4%	8%	9%	8%	5%	5%	4%	8%	5%	4%	7%	8%	5%	4%	9%	6%	6%	4%	1%	1%	6%	4%	4%	7%	4%	7%	6%	6%	6%	7%	5%	7%	4%	4%	4%	5%	9%	8%	5%	1%	1%	2%	2%	*	6%	5
Don't know	28	11	17	3	13	7	3	3	16	9	3	6	15	4	3	4	8	7	4	1	4	26	3	17	11	12	16	19	9	21	6	13	15	-	7	8	7	6	10	19	3	2	1	1	7	6	
	3%	2%	3%	2%	6%	3%	1%	1%	4%	2%	1%	3%	5%	2%	1%	2%	3%	3%	3%	2%	4%	3%	2%	3%	2%	3%	2%	3%	2%	2%	4%	-	4%	2%	3%	2%	3%	3%	3%	3%	3%	1%	1%	1%	1%	2%	2%

Proportions/Mean: Columns Tested [5% risk level] - a/b - c/d/e/f/g - h/i/j - k/l/m/n - o/p/q/r/s/t - u/v - w/x - y/z - A - B/C - D/E - F/G/H - I/J/K/L - M/N - O/P/Q/R - S/T
Overlap formulae used. * small base

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23-085423-08 - CELEBRITY ENDORSEMENT
23RD - 26TH FEBRUARY 2024
PUBLIC
IPSOS

27 Feb 2024

Table 8
Q1_5 - How much, if at all, will you listen to the views of each of the following when deciding who to vote for at the next General Election? People you follow on social media

Base: All adults aged 16-75 in Great Britain

	TOTAL	GENDER		AGE					AGGREGATED AGE			GENERATION				REGION						URBAN		SOCIAL GRADE		EDUCATION		EMPLOYMENT STATUS		ETHNICITY		MARITAL STATUS			HOUSEHOLD SIZE				CHILDREN IN HOUSEHOLD		GENERAL ELECTION 2019 VOTE					REFERENDUM 2016 VOTE		
		MAN (a)	WOMAN (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	16-34 (h)	35-54 (i)	55-75 (j)	GEN Z (k)	MILLENNIALS (l)	GEN X (m)	BOOMER (n)	NORTH (o)	MIDLANDS (p)	SOUTH (q)	LONDON (r)	WALES (s)	SCOTLAND (t)	URBAN (u)	RURAL (v)	ABC1 (w)	C2DE (x)	GRADUATES (y)	NON GRADUATES (z)	WORKING (B)	NOT WORKING (C)	WHITE (D)	ETHNIC MINORITY (E)	MARRIED / LIVING AS (F)	SINGLE (G)	WID/ DIV/ SEP (H)	1 (I)	2 (J)	3 (K)	4+ (L)	YES (M)	NO (N)	CONSERVATIVE (O)	LABOUR (P)	LIBERAL DEMOCRATS (Q)	OTHER (R)	REMAIN (S)	LEAVE (T)		
UNWEIGHTED BASE	1095	526	569	147	202	193	209	344	349	402	344	177	324	287	307	263	255	244	159	53	95	920	175	893	402	590	505	730	365	959	180	649	342	104	205	355	234	301	370	725	284	250	82	149	488	335		
WEIGHTED BASE	1095	532	543	157	200	192	194	312	327	386	312	188	312	263	310	260	284	247	158	54*	94*	930	165	618	476	575	520	727	368	913	167	643	349	103*	186	305	241	294	362	734	287	271	79*	129	411	356		
	100%	49%	50%	14%	18%	18%	18%	32%	33%	35%	32%	17%	29%	24%	29%	24%	26%	23%	14%	5%*	9%*	85%	15%	57%	43%	34%	66%	66%	34%	84%	15%	59%	32%	9%*	18%	33%	22%	27%	33%	67%	26%	25%	7%*	12%	38%	32%		
(4) A great deal	69	37	32	21	22	16	6	4	43	22	4	26	29	11	4	22	12	12	20	*	2	63	6	36	32	28	41	51	18	49	20	44	21	4	3	12	25	30	46	23	6	16	10	12	22	12		
	6%	7%	6%	14%	11%	8%	3%	1%	12%	6%	1%	14%	9%	4%	1%	9%	4%	5%	13%	1%	2%	7%	4%	6%	7%	7%	6%	7%	5%	7%	6%	4%	1%	3%	10%	10%	10%	13%	3%	2%	6%	12%	9%	5%	3%			
(3) A fair amount	173	105	60	49	47	31	23	23	96	54	23	55	68	29	21	40	49	28	40	6	10	150	23	96	77	80	93	127	45	128	45	90	79	4	22	35	47	69	86	87	39	58	18	19	73	44		
	16%	20%	11%	31%	24%	16%	12%	7%	27%	14%	7%	29%	21%	11%	7%	15%	17%	11%	25%	11%	10%	16%	14%	16%	16%	21%	13%	18%	12%	14%	23%	4%	11%	10%	20%	23%	24%	12%	14%	21%	22%	15%	18%	12%				
(2) Not very much	281	125	147	41	51	63	53	73	92	116	73	53	94	67	66	64	70	68	40	15	23	235	46	158	123	87	194	187	94	234	47	158	87	36	48	98	60	75	99	182	61	86	15	37	110	90		
	26%	23%	27%	26%	26%	33%	27%	21%	26%	30%	21%	28%	29%	25%	21%	24%	25%	28%	25%	30%	24%	25%	28%	25%	26%	23%	27%	26%	26%	25%	25%	35%	25%	27%	27%	25%	25%	25%	25%	21%	32%	20%	28%	27%	25%			
(1) Not at all	471	230	238	33	49	65	96	229	82	161	229	37	89	136	209	107	127	114	44	29	50	394	78	282	189	152	319	299	172	432	37	299	121	51	103	190	93	86	93	378	169	102	35	57	194	184		
	43%	43%	44%	21%	24%	34%	49%	65%	23%	42%	65%	20%	28%	51%	63%	41%	45%	40%	28%	53%	53%	42%	47%	46%	40%	41%	44%	41%	47%	47%	22%	47%	35%	50%	53%	52%	38%	29%	26%	52%	38%	45%	44%	47%	52%			
A great deal/a fair amount (NET)	242	142	92	70	69	47	29	27	139	76	27	80	97	40	25	63	62	40	60	6	12	213	29	133	109	107	134	179	63	177	64	134	100	9	25	47	72	98	131	111	46	74	27	31	95	55		
	22%	27%	17%	45%	35%	24%	15%	8%	39%	20%	8%	43%	30%	15%	8%	24%	22%	16%	38%	12%	12%	23%	17%	21%	23%	20%	19%	25%	17%	19%	30%	D	H	PH	8%	13%	13%	30%	33%	36%	15%	16%	27%	35%	24%	23%	16%	
Not very much/not at all (NET)	752	355	386	74	100	128	149	302	174	277	302	90	183	201	275	170	197	183	85	44	73	629	124	440	312	239	514	485	267	666	84	457	207	88	152	288	152	160	192	561	230	188	51	94	305	274		
	69%	67%	71%	47%	50%	67%	77%	86%	49%	72%	86%	48%	57%	77%	86%	41%	45%	40%	28%	53%	53%	42%	47%	46%	40%	41%	44%	41%	47%	47%	22%	47%	35%	50%	53%	52%	38%	29%	26%	52%	38%	45%	44%	47%	52%			
Mean	1.84	1.9	1.76	2.41	2.25	1.99	1.66	1.4	2.32	1.82	1.4	2.4	2.13	1.65	1.4	1.91	1.8	1.72	2.24	1.56	1.57	1.86	1.72	1.8	1.89	1.95	1.78	1.9	1.72	1.76	2.31	D	FH	2	1.6	1.57	1.61	2.02	2.16	2.26	1.64	1.58	1.95	2.02	1.89	1.81	1.65	
		b	a	efg	efg	fg	g		ij	j		lmn	mn	n		st	r	r	r	opq	t				A	C	A	C	1.76	2.31	D	FH	2	1.6	1.57	1.61	2.02	2.16	2.26	1.64	1.58	1.95	2.02	1.89	1.81	1.65		
I will not vote at the next general election	64	20	44	10	18	10	10	16	29	20	16	12	26	13	13	22	13	16	10	1	2	56	8	27	37	14	50	41	23	52	12	36	23	5	7	22	9	27	27	37	4	6	-	-	3	19		
	6%	4%	8%	6%	9%	5%	5%	5%	8%	5%	5%	6%	8%	5%	4%	9%	4%	6%	7%	1%	3%	6%	5%	4%	8%	4%	7%	6%	6%	6%	7%	6%	6%	5%	3%	6%	4%	8%	9%	8%	5%	1%	2%	-	-	1%	5%	
Don't know	37	16	21	3	13	8	6	7	16	14	7	6	16	9	6	5	12	9	3	1	7	32	5	19	18	14	23	22	15	28	6	16	19	1	12	9	8	8	11	26	7	3	1	4	10	8		
	3%	3%	4%	2%	6%	4%	3%	2%	4%	4%	2%	3%	5%	3%	2%	2%	4%	3%	2%	3%	7%	3%	3%	3%	4%	4%	3%	3%	4%	3%	4%	2%	6%	6%	1%	6%	2%	3%	3%	3%	3%	4%	3%	1%	1%	3%	2%	2%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j - k/l/m/n - o/p/q/r/s - t/u/v - w/x - y/A - B/C - D/E - F/G/H - I/J/K/L - M/N - O/P/Q/R - S/T
Overlap formulae used. * small base

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Table 9
Q3_6 - How much, if at all, will you listen to the views of each of the following when deciding who to vote for at the next General Election? People who work in public services

Base: All adults aged 16-75 in Great Britain

	TOTAL	GENDER		AGE					AGGREGATED AGE			GENERATION					REGION					URBAN		SOCIAL GRADE		EDUCATION		EMPLOYMENT STATUS		ETHNICITY		MARITAL STATUS			HOUSEHOLD SIZE				CHILDREN IN HOUSEHOLD		GENERAL ELECTION 2019 VOTE					REFERENDUM 2016 VOTE		
		MAN (a)	WOMAN (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	16-34 (h)	35-54 (i)	55-75 (j)	GEN Z (k)	MILLENNIALS (l)	GEN X (m)	BOOMER (n)	NORTH (o)	MIDLANDS (p)	SOUTH (q)	LONDON (r)	WALES (s)	SCOTLAND (t)	URBAN (u)	RURAL (v)	ABC1 (w)	C2DE (x)	GRADUATES (y)	NON GRADUATES (z)	WORKING (A)	NOT WORKING (B)	WHITE (C)	ETHNIC MINORITY (D)	MARRIED / LIVING AS (E)	SINGLE (F)	WID/ DIV/ SEP (G)	1 (H)	2 (I)	3 (J)	4+ (K)	YES (L)	NO (M)	CONSERVATIVE (N)	LABOUR (O)	LIBERAL DEMOCRATS (P)	OTHER (Q)	REMAIN (R)	LEAVE (S)		
UNWEIGHTED BASE	1095	526	569	147	202	193	209	344	349	402	344	177	324	287	307	263	255	244	159	53	99	920	175	893	402	590	505	130	365	909	180	649	342	104	205	355	234	301	370	725	284	260	82	149	486	315		
WEIGHTED BASE	1095	532	543	157	200	192	194	312	327	386	312	188	312	265	310	260	284	247	158	54*	94*	930	165	819	419	575	720	777	368	913	167	643	349	103*	196	305	241	294	287	771	79*	129	411	316	356			
	100%	49%	50%	14%	18%	18%	18%	32%	33%	35%	32%	17%	29%	24%	29%	24%	26%	23%	14%	5%*	9%*	85%	15%	57%	43%	34%	66%	66%	34%	84%	15%	59%	32%	9%*	18%	33%	22%	27%	33%	67%	26%	75%	7%*	12%	38%	32%		
(4) A great deal	77	44	33	23	26	14	8	5	49	22	5	28	34	10	5	14	25	10	26	3	-	72	5	38	39	35	41	63	14	56	21	50	20	6	9	15	22	31	44	32	7	23	12	10	30	15		
	7%	8%	6%	15%	13%	8%	4%	1%	14%	6%	1%	15%	11%	4%	2%	5%	9%	4%	16%	5%	-	8%	3%	6%	8%	9%	6%	9%	4%	6%	12%	8%	6%	6%	5%	4%	9%	10%	12%	4%	3%	9%	15%	8%	7%	4%		
(3) A fair amount	286	147	131	58	65	62	48	54	123	110	54	67	107	63	50	73	60	61	55	15	22	248	38	176	111	110	176	213	73	226	59	154	110	23	50	70	74	92	108	178	46	111	18	37	131	69		
	26%	28%	24%	37%	32%	32%	25%	15%	34%	28%	15%	35%	33%	24%	16%	28%	21%	25%	35%	28%	23%	27%	23%	28%	23%	29%	24%	29%	20%	25%	36%	24%	24%	31%	31%	22%	26%	19%	31%	31%	30%	24%	16%	41%	23%	28%	32%	19%
(2) Not very much	289	130	151	31	46	52	56	104	77	109	104	37	80	83	89	69	83	61	32	17	27	237	53	157	133	104	185	136	93	251	38	176	84	29	46	104	64	76	98	191	91	60	22	33	113	102		
	26%	25%	28%	20%	23%	27%	29%	29%	22%	28%	29%	20%	25%	31%	28%	27%	29%	25%	20%	33%	29%	25%	32%	25%	28%	28%	26%	27%	25%	27%	23%	27%	24%	28%	24%	28%	26%	26%	24%	28%	26%	32%	22%	28%	26%	27%	29%	
(1) Not at all	321	172	145	27	36	37	64	157	62	101	157	35	55	85	146	71	88	85	27	16	33	265	56	177	144	90	231	184	137	290	30	200	87	34	68	139	59	55	67	254	122	69	21	39	118	133		
	29%	32%	27%	17%	18%	19%	33%	45%	17%	28%	45%	18%	17%	22%	46%	27%	31%	35%	17%	31%	35%	28%	34%	29%	30%	24%	32%	25%	37%	31%	18%	31%	25%	33%	35%	38%	24%	19%	19%	35%	43%	26%	27%	30%	29%	37%		
A great deal/a fair amount (NET)	363	191	165	81	91	76	56	59	172	132	59	95	141	73	55	87	85	71	81	17	22	320	43	213	150	146	217	276	87	282	80	204	130	29	60	85	96	123	152	211	53	134	30	47	161	85		
	33%	36%	30%	52%	45%	40%	29%	17%	48%	34%	17%	50%	44%	27%	17%	33%	30%	29%	51%	33%	23%	34%	26%	34%	32%	30%	30%	38%	24%	31%	48%	32%	37%	28%	30%	23%	40%	42%	42%	29%	19%	49%	38%	36%	39%	24%		
Not very much/not at all (NET)	610	302	296	58	82	89	121	261	139	210	261	72	135	168	235	141	171	146	59	33	60	501	109	334	277	195	416	380	230	541	68	376	171	63	114	242	123	131	165	445	213	129	43	72	230	235		
	56%	57%	55%	37%	41%	46%	62%	74%	39%	54%	74%	38%	42%	63%	73%	54%	60%	59%	37%	64%	64%	54%	66%	54%	58%	52%	58%	52%	63%	59%	41%	59%	49%	61%	58%	66%	51%	45%	46%	61%	74%	48%	55%	56%	56%	66%		
Mean	2.12	2.13	2.11	2.55	2.47	2.33	2	1.71	2.51	2.16	1.71	2.53	2.43	1.99	1.7	2.13	2.08	1.98	2.57	2.08	1.87	2.15	1.95	2.13	2.11	2.27	2.04	2.24	1.89	2.06	2.48	2.01	2.01	1.88	2.27	2.39	2.41	1.98	1.77	2.33	2.29	2.15	2.19	1.9				
I will not vote at the next general election	58	16	41	11	11	11	10	15	22	21	15	11	21	12	14	20	13	15	6	1	4	53	5	27	31	13	45	33	25	48	10	30	24	4	7	14	10	27	28	30	5	1	1	1	1	20		
	5%	3%	8%	7%	5%	6%	5%	4%	6%	5%	4%	6%	7%	4%	4%	8%	5%	6%	4%	1%	4%	6%	3%	4%	7%	4%	6%	4%	7%	5%	6%	5%	7%	4%	3%	4%	4%	9%	8%	4%	2%	*	1%	*	*	6%		
Don't know	64	23	41	7	17	15	7	17	24	23	17	10	25	13	16	12	15	15	13	1	8	56	8	46	18	21	42	38	26	52	9	33	24	7	15	23	12	13	16	48	15	8	5	9	21	16		
	6%	4%	8%	5%	8%	8%	4%	5%	7%	6%	5%	6%	8%	5%	5%	5%	5%	6%	6%	8%	2%	8%	6%	5%	7%	4%	6%	5%	7%	6%	5%	7%	7%	8%	6%	5%	4%	4%	4%	7%	5%	3%	6%	7%	5%			

Proportions/Mean: Columns Tested [5% risk level] - a/b - c/d/e/f/g - h/i/j - k/l/m/n - o/p/q/r/s/t - u/v - w/x - y/A - B/C - D/E - F/G/H - I/J/K/L - M/N - O/P/Q/R - S/T
Overlap formulae used. * small base

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Table 10
Q1_7 - How much, if at all, will you listen to the views of each of the following when deciding who to vote for at the next General Election? Political commentators (economists, academics, think tanks etc.)

Base: All adults aged 16-75 in Great Britain

	TOTAL	GENDER		AGE					AGGREGATED AGE			GENERATION						REGION						URBAN		SOCIAL GRADE		EDUCATION		EMPLOYMENT STATUS		ETHNICITY		MARITAL STATUS			HOUSEHOLD SIZE				CHILDREN IN HOUSEHOLD		GENERAL ELECTION 2019 VOTE				REFERENDUM 2016 VOTE	
		MAN (a)	WOMAN (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	16-34 (h)	35-54 (i)	55-75 (j)	GEN Z (k)	MILLENNIALS (l)	GEN X (m)	BOOMER (n)	NORTH (o)	MIDLANDS (p)	SOUTH (q)	LONDON (r)	WALES (s)	SCOTLAND (t)	URBAN (u)	RURAL (v)	ABC1 (w)	C2DE (x)	GRADUATES (y)	NON GRADUATES (z)	WORKING (A)	NOT WORKING (B)	WHITE (C)	ETHNIC MINORITY (D)	MARRIED / LIVING AS (E)	SINGLE (F)	WID/ DIV/ SEP (G)	1 (H)	2 (I)	3 (J)	4+ (K)	YES (L)	NO (M)	CONSERVATIVE (N)	LABOUR (O)	LIBERAL DEMOCRATS (P)	OTHER (Q)	REMAIN (R)	LEAVE (S)		
UNWEIGHTED BASE	1195	526	540	147	202	193	209	344	349	402	344	177	324	237	307	263	255	244	155	53	95	920	175	893	402	590	505	130	365	939	180	649	342	104	205	355	234	301	370	725	284	260	82	149	486	335		
WEIGHTED BASE	1095	532	543	157	200	192	194	352	327	386	312	188	312	265	330	260	284	247	158	54*	94*	930	165	819	419	375	720	777	368	913	167	643	349	103*	196	305	241	294	287	734	287	271	79*	129	413	356		
(4) A great deal	111 10%	64 12%	45 8%	29 19%	31 16%	20 10%	13 7%	18 5%	61 17%	33 8%	44 5%	17 6%	44 5%	17 5%	33 7%	44 9%	17 10%	17 20%	5 9%	6 7%	98 9%	13 8%	71 11%	40 8%	48 13%	63 9%	85 12%	27 7%	84 9%	36 10%	8 8%	10 5%	28 8%	31 13%	43 15%	52 14%	59 8%	18 6%	33 12%	11 14%	25 19%	58 14%	17 5%					
(3) A fair amount	366 33%	177 33%	184 34%	45 29%	65 32%	62 32%	63 32%	132 37%	109 31%	125 32%	132 37%	57 31%	101 31%	84 32%	123 39%	90 35%	83 29%	88 36%	56 36%	18 34%	31 32%	305 33%	61 37%	230 37%	137 29%	145 39%	221 31%	245 34%	121 33%	313 36%	53 29%	36 35%	71 36%	124 34%	81 33%	91 31%	254 35%	112 37%	254 39%	35 45%	38 30%	172 42%	111 31%					
(2) Not very much	302 28%	143 27%	150 28%	43 28%	44 22%	58 30%	64 33%	92 26%	87 24%	122 32%	92 26%	49 26%	83 26%	91 34%	79 25%	75 29%	90 32%	65 26%	36 23%	15 28%	21 22%	250 27%	51 31%	154 25%	147 31%	95 25%	207 29%	197 27%	104 28%	253 27%	46 27%	169 26%	103 29%	30 29%	56 28%	111 31%	63 26%	72 24%	93 26%	208 28%	93 32%	76 28%	24 31%	33 26%	101 24%	124 35%		
(1) Not at all	224 20%	115 22%	105 19%	27 17%	34 17%	34 18%	40 20%	89 25%	61 17%	74 19%	89 25%	32 17%	57 18%	54 20%	81 25%	50 19%	63 22%	48 19%	22 14%	13 25%	28 29%	193 21%	30 18%	118 19%	105 22%	62 17%	162 22%	138 19%	86 23%	197 21%	25 15%	130 20%	72 20%	22 22%	39 20%	77 21%	55 23%	53 18%	69 19%	155 21%	62 22%	51 19%	5 7%	30 23%	67 16%	78 22%		
A great deal/a fair amount (NET)	477 44%	241 45%	229 42%	74 47%	96 48%	82 43%	76 39%	149 42%	170 48%	158 41%	149 42%	91 48%	145 45%	101 38%	140 44%	109 42%	108 38%	114 46%	87 55%	23 44%	37 39%	404 43%	73 45%	300 49%	177 37%	193 51%	284 39%	330 45%	147 40%	397 43%	80 48%	296 46%	138 39%	44 43%	81 41%	151 41%	111 46%	134 46%	164 45%	313 43%	123 43%	137 51%	46 58%	63 49%	230 56%	128 36%		
Not very much/not at all (NET)	525 48%	258 49%	255 47%	70 45%	78 39%	92 48%	104 53%	181 51%	148 42%	196 51%	181 51%	81 43%	141 44%	144 54%	160 50%	126 48%	154 54%	112 46%	57 36%	28 54%	49 52%	444 48%	82 50%	273 44%	253 53%	157 42%	368 51%	335 46%	190 52%	450 49%	71 43%	299 46%	174 50%	52 51%	95 49%	188 52%	117 49%	125 43%	162 45%	363 49%	154 54%	127 47%	29 38%	63 49%	167 41%	202 57%		
Mean	2.36	2.38	2.35	2.53	2.53	2.39	2.27	2.24	2.53	2.33	2.24	2.54	2.46	2.25	2.33	2.27	2.4	2.67	2.28	2.19	2.36	2.36	2.44	2.26	2.51	2.28	2.42	2.26	2.34	2.54	2.39	2.33	2.31	2.29	2.3	2.38	2.48	2.45	2.32	2.29	2.45	2.69	2.46	2.56	2.2			
I will not vote at the next general election	55 5%	16 3%	38 7%	9 6%	14 7%	8 4%	11 6%	13 4%	23 6%	19 5%	13 4%	11 6%	19 6%	13 5%	12 4%	19 7%	11 4%	13 5%	10 6%	1	1	48 5%	7 4%	23 4%	32 7%	12 3%	42 6%	36 5%	19 6%	45 5%	9 6%	30 5%	21 6%	4 4%	7 4%	15 2%	6 2%	27 9%	25 7%	30 4%	3 1%	3 1%	-	-	2 1%	17 5%		
Don't know	38 3%	17 3%	20 4%	4 2%	12 6%	9 5%	4 2%	8 2%	16 5%	13 3%	8 2%	6 3%	18 5%	7 2%	7 2%	6 2%	11 4%	8 3%	4 2%	1	8	34 4%	3 2%	23 4%	14 3%	12 3%	25 4%	26 4%	12 3%	31 3%	6 4%	18 3%	17 5%	2 2%	13 7%	11 3%	7 3%	7 2%	10 3%	28 4%	6 2%	4 1%	3 4%	3 2%	13 3%	9 2%		

Proportions/Means: Columns Tested [5% risk level] - a/b - c/d/e/f/g - h/i/j - k/l/m/n - o/p/q/r/s/t - u/v - w/x - y/z - A - B/C - D/E - F/G/H - I/J/K/L - M/N - O/P/Q/R - S/T
Overlap formulae used. * small base

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Table 11
Q3_8 - How much, if at all, will you listen to the views of each of the following when deciding who to vote for at the next General Election? Sportsmen / Sportswomen
Base: All adults aged 16-75 in Great Britain

Table with 45 columns: GENDER, AGE, AGGREGATED AGE, GENERATION, REGION, URBAN, SOCIAL GRADE, EDUCATION, EMPLOYMENT STATUS, ETHNICITY, MARITAL STATUS, HOUSEHOLD SIZE, CHILDREN IN HOUSEHOLD, GENERAL ELECTION 2019 VOTE, REFERENDUM 2016 VOTE. Rows include demographic segments like 'A great deal', 'A fair amount', 'Not very much', 'Not at all', 'A great deal/a fair amount (NET)', 'Not very much/not at all (NET)', 'Mean', 'I will not vote at the next general election', and 'Don't know'.

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j - k/l/m/n - o/p/q/r/s/t - u/v - w/x - y/A - B/C - D/E - F/G/H - I/J/K/L - M/N - O/P/Q/R - S/T
Overlap formulae used. * small base

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



Table 15
Q1_12 - How much, if at all, will you listen to the views of each of the following when deciding who to vote for at the next General Election? Politicians

Base: All adults aged 16-75 in Great Britain

	TOTAL	GENDER		AGE					AGGREGATED AGE			GENERATION					REGION					URBAN		SOCIAL GRADE		EDUCATION		EMPLOYMENT STATUS		ETHNICITY		MARITAL STATUS			HOUSEHOLD SIZE				CHILDREN IN HOUSEHOLD		GENERAL ELECTION 2019 VOTE					REFERENDUM 2016 VOTE	
		MAN (a)	WOMAN (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	16-34 (h)	35-54 (i)	55-75 (j)	GEN Z (k)	MILLENNIALS (l)	GEN X (m)	BOOMER (n)	NORTH (o)	MIDLANDS (p)	SOUTH (q)	LONDON (r)	WALES (s)	SCOTLAND (t)	URBAN (u)	RURAL (v)	ABC1 (w)	C2DE (x)	GRADUATES (y)	NON GRADUATES (z)	WORKING (B)	NOT WORKING (C)	WHITE (D)	ETHNIC MINORITY (E)	MARRIED / LIVING AS ONE (F)	SINGLE (G)	WID/ DIV/ SEP (H)	1 (I)	2 (J)	3 (K)	4+ (L)	YES (M)	NO (N)	CONSERVATIVE (O)	LABOUR (P)	LIBERAL DEMOCRATS (Q)	OTHER (R)	REMAIN (S)	LEAVE (T)	
UNWEIGHTED BASE	1095	526	569	147	202	193	209	344	349	402	344	177	324	287	307	263	255	244	159	53	69	920	175	893	402	590	505	180	365	999	180	649	342	104	205	355	234	301	370	725	284	250	82	149	488	335	
WEIGHTED BASE	1095	532	563	157	200	192	194	352	327	386	352	188	322	265	330	261	284	247	158	54*	64*	930	165	618	476	575	720	727	368	953	167	643	349	103*	186	305	241	294	287	721	79*	129	413	356			
(4) A great deal	113 10%	56 10%	54 10%	29 19%	20 10%	22 12%	17 9%	25 7%	49 14%	39 10%	25 7%	33 17%	32 10%	24 9%	24 8%	31 12%	21 7%	25 10%	25 16%	3 7%	8 8%	101 11%	12 7%	67 11%	46 10%	44 12%	69 10%	74 10%	39 10%	92 10%	21 13%	60 9%	45 13%	8 8%	14 7%	34 9%	32 13%	33 11%	48 13%	65 9%	24 8%	37 14%	17 21%	14 11%	62 15%	23 6%	
(3) A fair amount	377 34%	192 36%	176 32%	44 28%	65 33%	60 31%	60 31%	148 42%	109 31%	120 30%	148 42%	55 29%	98 30%	89 34%	135 42%	79 30%	106 37%	85 34%	57 36%	17 32%	34 36%	314 34%	63 38%	230 37%	147 31%	138 37%	239 33%	251 35%	126 34%	323 35%	54 32%	234 36%	106 30%	37 36%	74 38%	134 37%	80 33%	89 30%	113 31%	265 36%	127 44%	109 40%	31 40%	37 29%	176 43%	130 36%	
(2) Not very much	282 26%	141 27%	135 25%	44 28%	43 21%	60 31%	54 28%	81 23%	87 24%	114 29%	81 23%	54 29%	85 26%	71 27%	72 23%	70 27%	77 27%	67 27%	30 19%	14 27%	24 26%	227 24%	55 33%	159 26%	123 26%	98 26%	184 26%	194 27%	87 24%	240 26%	40 24%	172 27%	83 24%	26 25%	45 23%	95 26%	64 27%	78 27%	99 28%	182 25%	76 27%	66 24%	19 25%	40 31%	99 24%	99 28%	
(1) Not at all	221 20%	112 21%	108 20%	24 15%	41 21%	37 19%	42 22%	78 22%	65 18%	78 20%	78 22%	28 15%	66 21%	55 21%	72 22%	51 20%	55 19%	47 19%	29 18%	15 29%	23 25%	198 21%	24 14%	116 19%	105 22%	66 18%	155 22%	141 19%	81 22%	189 21%	31 19%	122 19%	76 22%	24 23%	47 24%	74 20%	43 18%	58 20%	60 17%	161 22%	48 17%	54 20%	9 11%	33 25%	67 16%	75 21%	
A great deal/a fair amount (NET)	490 45%	248 47%	231 42%	73 47%	85 42%	82 43%	77 40%	173 49%	158 44%	159 41%	173 49%	88 47%	130 40%	113 43%	159 50%	110 42%	126 45%	109 44%	83 52%	20 39%	42 44%	415 45%	75 45%	297 48%	194 41%	182 48%	309 43%	326 45%	165 45%	415 45%	75 45%	293 46%	152 43%	45 44%	88 45%	168 46%	112 47%	122 42%	160 44%	330 45%	151 53%	146 54%	48 61%	51 39%	237 58%	152 43%	
Not very much/not at all (NET)	503 46%	253 48%	242 45%	68 44%	84 42%	96 50%	96 49%	159 45%	152 43%	192 50%	159 45%	82 44%	151 47%	126 46%	144 45%	122 47%	132 47%	114 46%	59 37%	29 51%	48 51%	424 46%	79 48%	275 44%	228 48%	164 44%	339 47%	335 46%	168 46%	429 47%	71 43%	294 46%	159 46%	50 49%	91 47%	169 46%	107 44%	136 46%	160 44%	343 47%	124 43%	120 44%	28 36%	73 57%	166 40%	174 49%	
Mean	2.38	2.38	2.37	2.55	2.37	2.38	2.3	2.36	2.45	2.34	2.36	2.54	2.34	2.34	2.37	2.39	2.35	2.39	2.56	2.17	2.29	2.38	2.41	2.43	2.32	2.46	2.34	2.39	2.37	2.38	2.45	2.39	2.39	2.31	2.31	2.38	2.46	2.38	2.46	2.35	2.46	2.49	2.73	2.26	2.58	2.31	
I will not vote at the next general election	61 6%	18 3%	44 8%	8 5%	17 9%	10 5%	12 6%	13 4%	26 7%	22 6%	13 4%	10 5%	25 8%	14 5%	12 4%	24 9%	12 4%	15 6%	8 5%	2 3%	1 1%	55 6%	7 4%	29 5%	33 7%	15 4%	46 6%	40 6%	21 6%	50 5%	12 7%	36 6%	20 6%	5 5%	7 4%	16 4%	12 5%	26 9%	28 8%	33 4%	3 1%	2 1%	-	1 1%	3 1%	18 5%	
Don't know	41 4%	14 3%	27 5%	7 4%	14 7%	4 2%	9 5%	7 2%	21 6%	12 3%	7 2%	8 5%	16 5%	11 4%	5 1%	4 2%	14 5%	9 4%	9 5%	1 2%	4 4%	36 4%	5 3%	19 3%	22 5%	14 4%	26 4%	26 4%	14 4%	30 3%	8 5%	19 3%	18 5%	3 3%	9 5%	12 3%	10 4%	9 3%	13 3%	28 4%	8 3%	3 1%	2 3%	3 3%	6 1%	12 3%	

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j - k/l/m/n - o/p/q/r/s/t - u/v - w/x - y/A - B/C - D/E - F/G/H - I/J/K/L - M/N - O/P/Q/R - S/T
Overlap formulae used. * small base



23-085423-06 - CELEBRITY ENDORSEMENT
23RD - 26TH FEBRUARY 2024
PUBLIC
IPPOS

27 Feb 2024

Table 16
Q1_13 - How much, if at all, will you listen to the views of each of the following when deciding who to vote for at the next General Election? Podcast hosts

Base: All adults aged 16-75 in Great Britain

	TOTAL	GENDER					AGE					AGGREGATED AGE					GENERATION					REGION					URBAN		SOCIAL GRADE		EDUCATION		EMPLOYMENT STATUS		ETHNICITY		MARITAL STATUS			HOUSEHOLD SIZE				CHILDREN IN HOUSEHOLD		GENERAL ELECTION 2019 VOTE				REFERENDUM 2016 VOTE	
		MAN (a)	WOMAN (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	16-34 (h)	35-54 (i)	55-75 (j)	GEN Z (k)	MILLENNIALS (l)	GEN X (m)	BOOMER (n)	NORTH (o)	MIDLANDS (p)	SOUTH (q)	LONDON (r)	WALES (s)	SCOTLAND (t)	URBAN (u)	RURAL (v)	ABC1 (w)	C2DE (x)	GRADUATES (y)	NON GRADUATES (z)	WORKING (A)	NOT WORKING (B)	WHITE (C)	ETHNIC MINORITY (D)	MARRIED / LIVING AS A COUPLE (E)	SINGLE (F)	WID/ DIV/ SEP (G)	1 (H)	2 (I)	3 (J)	4+ (K)	YES (L)	NO (M)	CONSERVATIVE (N)	LABOUR (O)	LIBERAL DEMOCRATS (P)	OTHER (Q)	REMAIN (R)	LEAVE (S)					
Unweighted Base	1095	526	569	147	202	193	209	384	349	402	344	177	324	287	397	263	235	284	159	53	99	920	175	893	402	590	505	730	365	999	180	689	342	104	205	355	234	301	370	725	284	290	82	129	488	335					
Weighted Base	1095	532	563	157	200	192	194	312	327	386	312	188	312	269	330	260	284	247	158	94*	94*	930	165	618	416	375	720	777	368	913	167	643	349	103*	186	305	241	294	287	271	79*	129	413	356							
100%	100%	49%	50%	14%	18%	18%	18%	32%	33%	35%	32%	17%	29%	24%	29%	24%	26%	23%	14%	5%*	9%*	85%	15%	57%	43%	34%	66%	66%	34%	84%	15%	59%	32%	9%*	18%	33%	22%	27%	33%	67%	26%	25%	7%*	12%	38%	32%					
(4) A great deal	63	42	21	23	16	18	4	2	39	22	2	26	30	6	2	15	14	8	21	2	3	59	4	31	32	33	30	51	12	46	17	37	25	2	6	6	21	29	46	17	14	13	9	9	17	17					
	8%	8%	4%	14%	8%	9%	2%	1%	11%	6%	1%	14%	9%	2%	1%	6%	5%	3%	13%	4%	3%	6%	3%	5%	7%	9%	4%	7%	3%	5%	10%	6%	7%	1%	3%	2%	9%	10%	13%	2%	5%	5%	11%	7%	4%	5%					
(3) A fair amount	152	81	67	41	36	31	24	19	77	55	19	50	51	35	15	29	44	29	35	8	7	131	21	79	72	61	90	114	38	104	48	87	58	7	15	36	42	59	74	78	31	50	13	13	66	40					
	14%	15%	12%	26%	18%	16%	13%	5%	22%	14%	5%	27%	16%	13%	5%	11%	16%	12%	22%	16%	7%	14%	13%	13%	15%	16%	13%	16%	10%	11%	17%	7%	13%	17%	7%	8%	10%	17%	20%	11%	20%	11%	11%	18%	17%	10%	16%	11%			
(2) Not very much	265	119	140	21	52	50	56	76	82	106	76	36	90	71	68	64	64	67	34	11	24	227	37	166	99	88	176	180	75	229	34	148	89	27	52	92	55	66	84	181	64	69	18	33	106	85					
	24%	22%	26%	19%	26%	26%	29%	22%	23%	27%	22%	19%	28%	27%	21%	25%	22%	27%	22%	22%	26%	24%	23%	27%	21%	24%	24%	26%	20%	25%	21%	23%	26%	26%	26%	26%	26%	25%	23%	22%	23%	25%	22%	25%	26%	24%					
(1) Not at all	514	255	248	46	67	75	93	234	112	168	234	55	110	133	215	124	137	115	56	29	53	423	91	293	221	159	355	308	205	459	53	317	135	62	104	205	101	104	117	397	171	130	34	70	213	182					
	47%	48%	46%	29%	33%	39%	48%	66%	31%	42%	66%	29%	34%	50%	67%	48%	48%	40%	35%	50%	57%	45%	55%	47%	46%	42%	49%	42%	56%	50%	32%	49%	39%	60%	53%	56%	42%	35%	32%	54%	60%	48%	43%	54%	52%	51%					
A great deal/a fair amount (NET)	215	123	89	63	53	49	29	21	116	77	21	76	80	41	17	44	59	37	55	10	10	190	25	110	105	95	120	165	50	150	65	123	83	9	21	42	63	88	120	95	46	63	22	23	83	57					
	20%	23%	16%	40%	26%	25%	15%	6%	33%	20%	6%	40%	25%	15%	5%	17%	21%	15%	35%	20%	10%	20%	15%	18%	22%	25%	17%	23%	14%	16%	30%	19%	24%	8%	11%	12%	26%	30%	33%	13%	16%	23%	28%	18%	20%	16%					
Not very much/not at all (NET)	778	373	388	76	118	125	149	310	195	273	310	91	201	204	283	189	201	181	90	40	78	650	128	458	320	247	531	488	281	689	87	465	224	89	156	297	156	170	200	578	235	199	52	103	319	268					
	71%	70%	71%	49%	59%	65%	77%	88%	55%	71%	88%	48%	62%	77%	88%	72%	71%	74%	57%	77%	82%	70%	78%	74%	67%	66%	74%	68%	76%	75%	52%	72%	64%	87%	80%	81%	65%	58%	56%	79%	82%	73%	66%	79%	77%	75%					
Mean	1.76	1.82	1.71	2.29	2.02	1.95	1.66	1.36	2.14	1.81	1.36	2.28	2	1.65	1.35	1.72	1.75	1.68	2.14	1.67	1.53	1.79	1.6	1.73	1.8	1.91	1.69	1.86	1.57	1.69	2.19	1.73	1.91	1.47	1.57	1.54	1.92	2.05	2.15	1.58	1.6	1.8	1.96	1.7	1.72	1.67					
I will not vote at the next general election	65	19	46	14	14	9	12	16	28	21	16	16	21	13	15	23	14	18	7	1	2	57	7	27	37	15	50	40	24	56	9	36	24	5	8	15	11	30	29	35	3	3	3	1	2	21					
	6%	4%	8%	9%	7%	5%	6%	5%	8%	6%	5%	8%	6%	5%	5%	9%	5%	7%	5%	1%	3%	6%	4%	4%	8%	4%	7%	6%	7%	6%	5%	6%	7%	5%	4%	4%	5%	10%	8%	5%	1%	1%	4%	1%	1%	6%	5				
Don't know	37	17	20	3	15	10	5	5	18	14	5	6	21	6	5	5	10	11	6	1	5	33	4	23	14	18	19	24	13	29	6	19	19	-	10	10	11	6	12	26	4	6	2	2	9	10					
	3%	3%	4%	2%	7%	5%	2%	1%	5%	4%	1%	3%	6%	2%	1%	2%	4%	4%	4%	2%	5%	4%	3%	4%	5%	3%	3%	3%	4%	3%	3%	5%	5%	-	5%	3%	5%	2%	3%	4%	1%	2%	2%	2%	9	10					

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j - k/l/m/n - o/p/q/r/s/t - u/v - w/x - y/z - A - B/C - D/E - F/G/H - I/J/K/L - M/N - O/P/Q/R - S/T
Overlap formulae used. * small base

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