

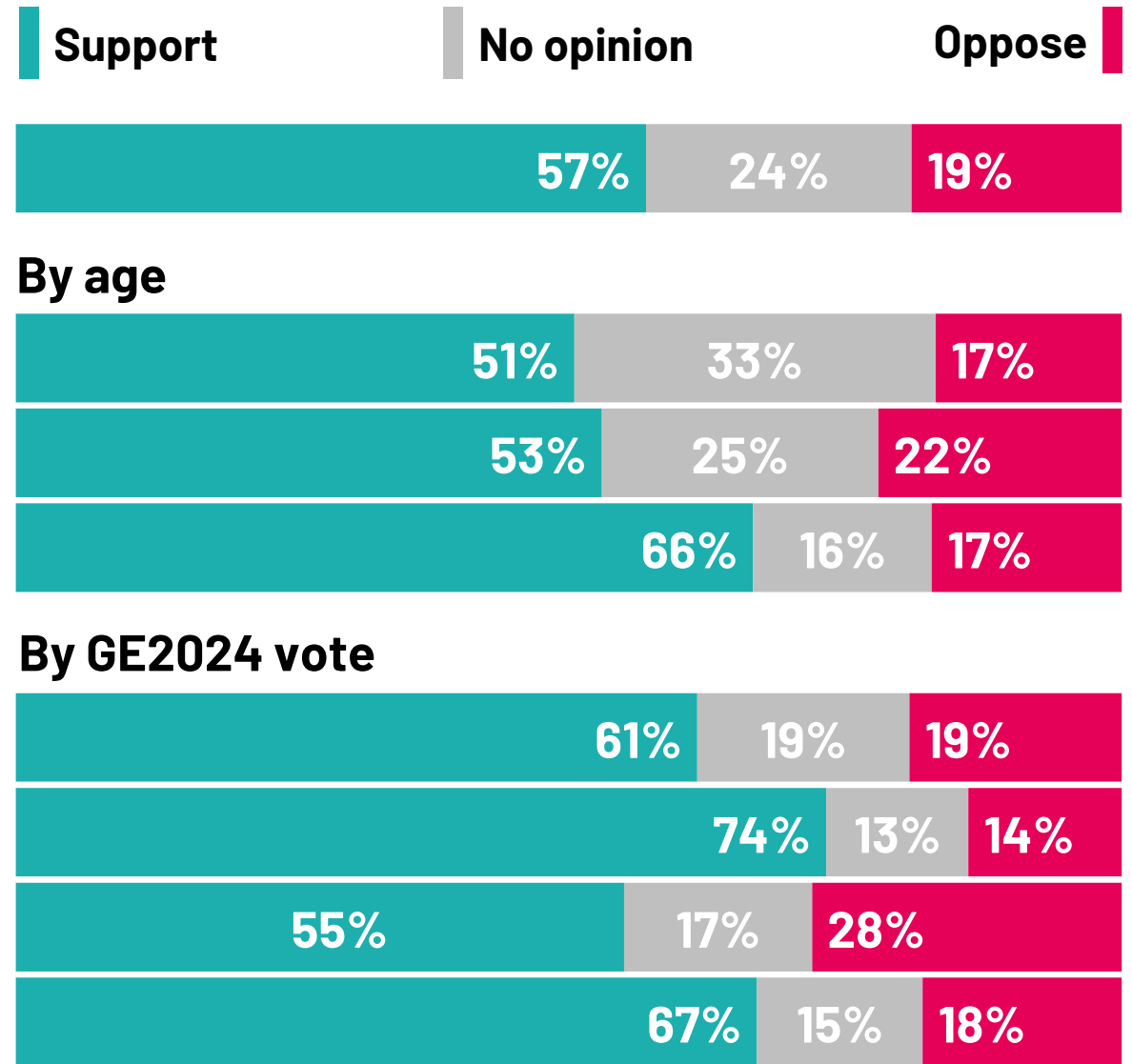
# Ipsos ID Cards

July 2025

# Over half of British adults support the introduction of a national identity card scheme – especially older people and Conservatives

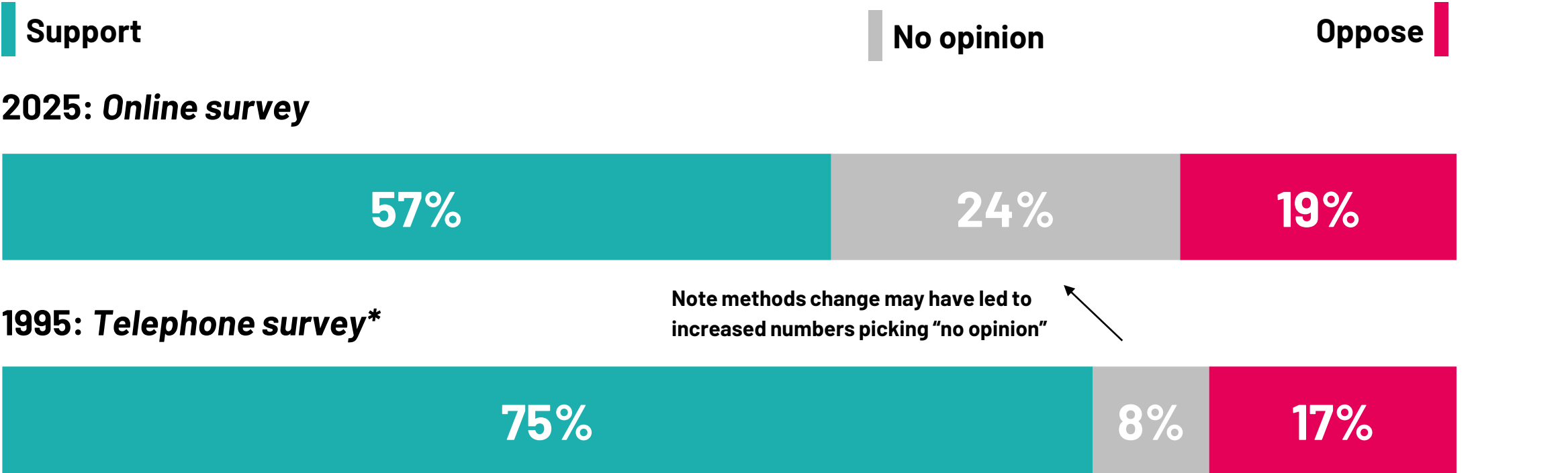
There has been talk recently about the government introducing a national identity card that people could carry with them. On balance, do you support or oppose the introduction of a national identity card scheme?

**Base:** 1116 Online British adults aged 16+, including (331) 16-34-year-olds, (389) 35-54s, (396) 55+, (329) 2024 Labour voters, (171) 2024 Conservative voters, (129) 2024 Reform UK voters, and (107) 2024 Liberal Democrat voters, 18-21 July 2025.



# Britons have tended to support ID cards in the past as well. Levels of opposition are similar to 1995, though support not as strong – but note methods change may have led to increased selection of “no opinion”

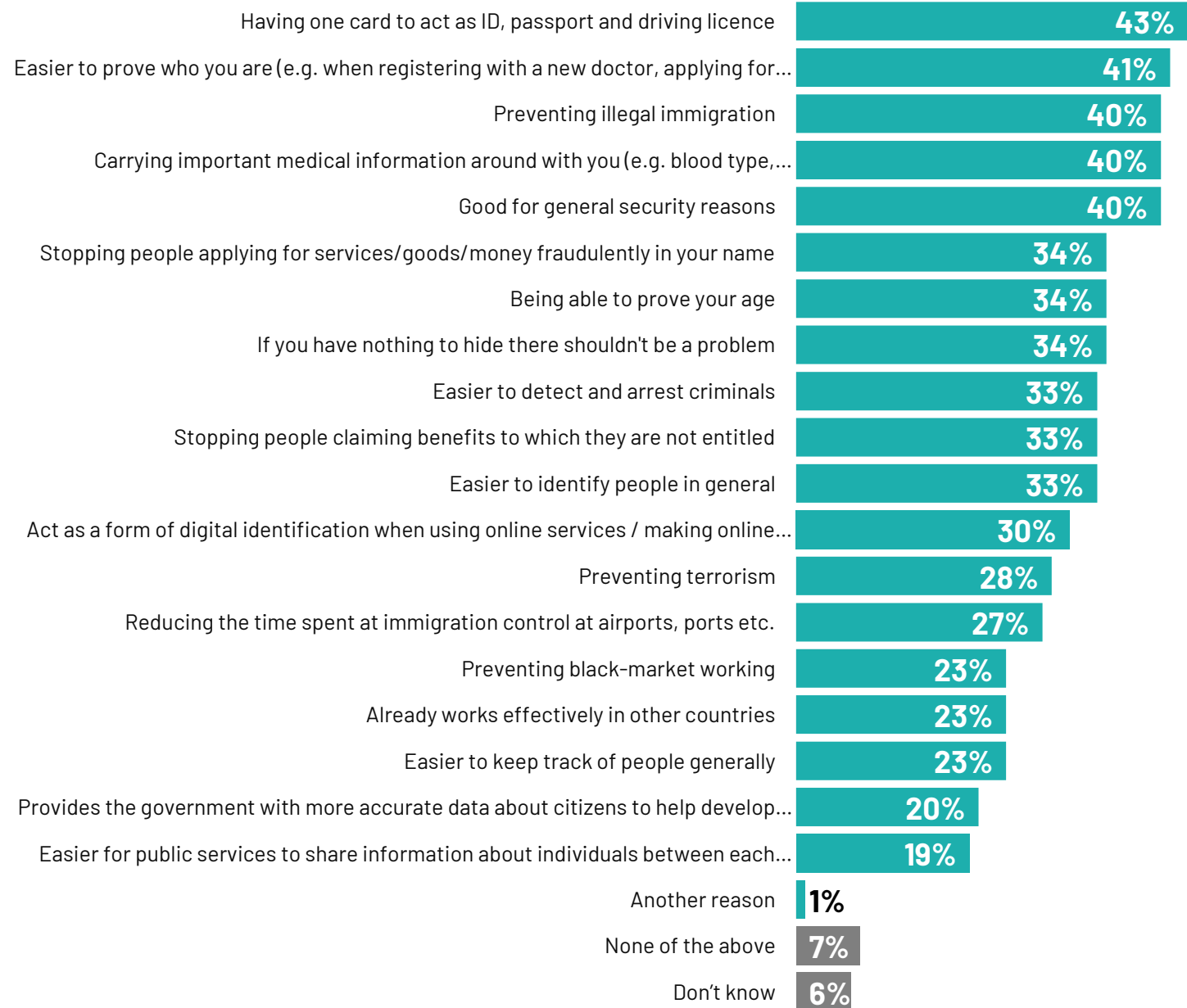
There has been talk recently about the government introducing a national identity card that people could carry with them. On balance, do you support or oppose the introduction of a national identity card scheme?



Base: 1116 Online British adults aged 16+, 18-21 July 2025  
\*Note change in methodology from 1995 to 2025 – interpret trends with caution.

# Reasons of convenience, reducing illegal immigration, security, and having medical info to hand in case of accident are seen as good arguments for ID cards

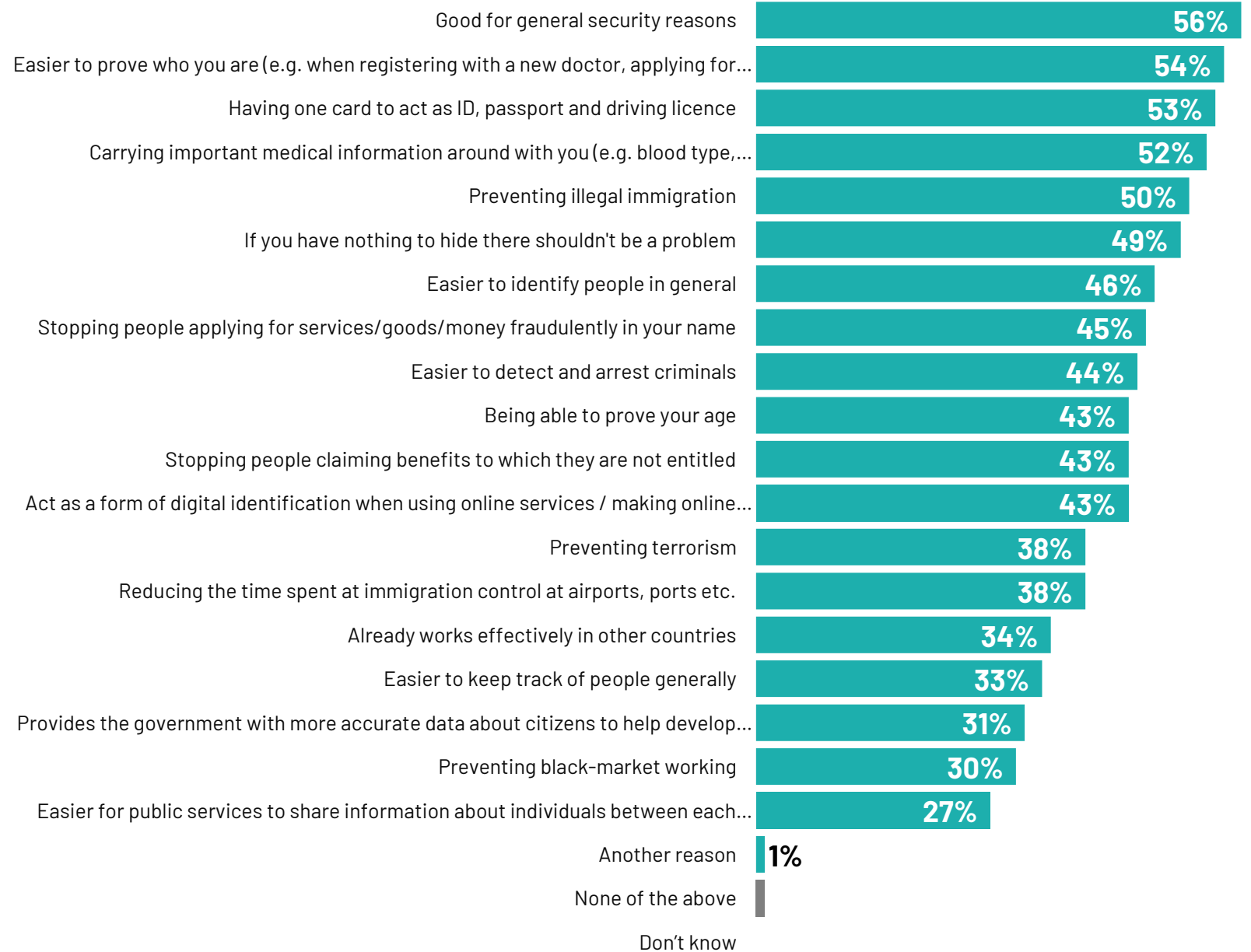
Which of the following reasons, if any, do you think are good reasons to support a national identity card scheme?



Base: 1116 Online British adults aged 16+, 18-21 July 2025

# Those who support ID cards have similar key reasons for doing so

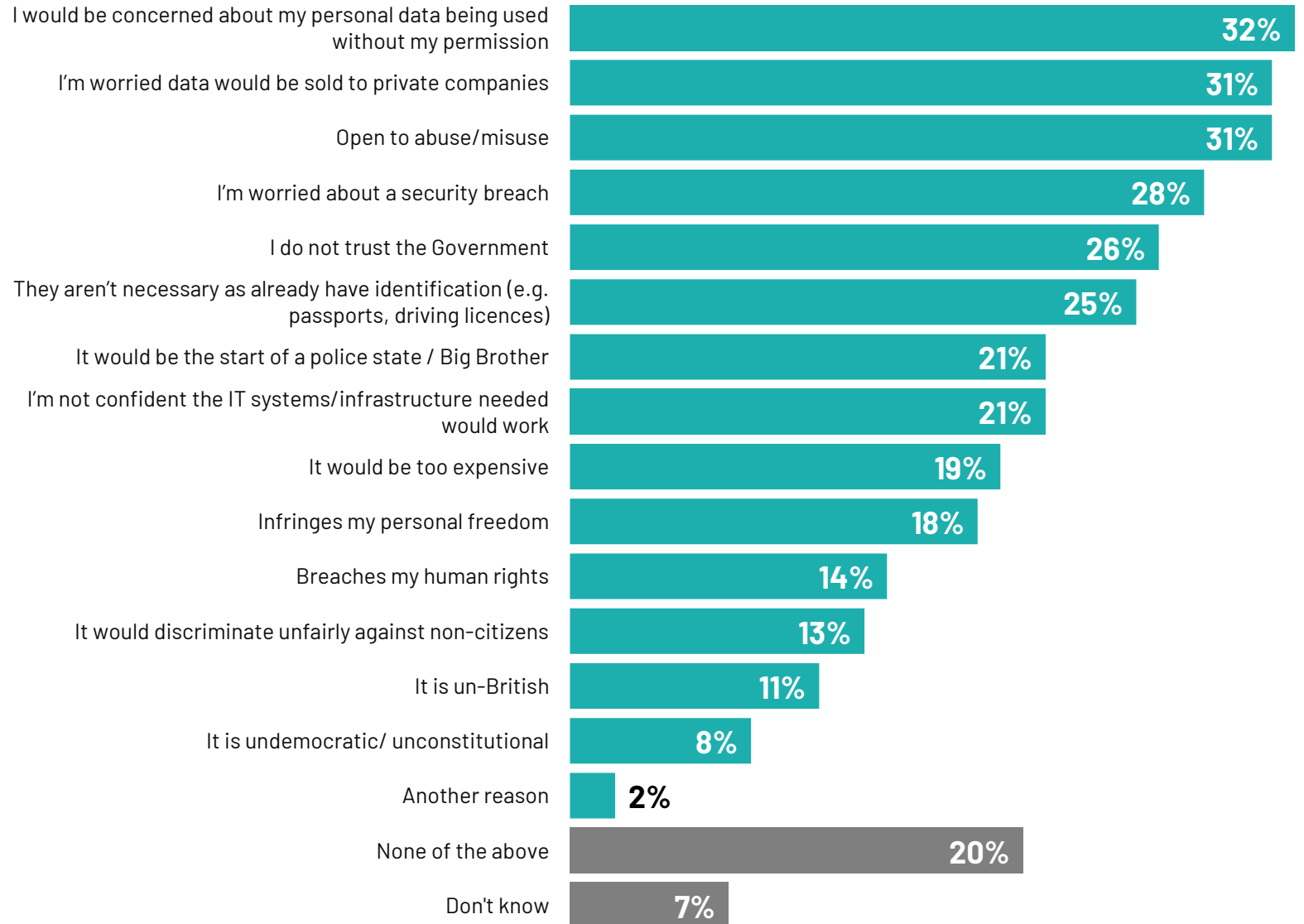
Which of the following reasons, if any, do you think are good reasons to support a national identity card scheme? *Among those who support the introduction of a national identity card scheme.*



**Base: 656** Online British adults aged 16+ who support the introduction of a national identity card, 18-21 July 2025

# Around 3 in 10 Britons say that concerns about how their personal data might be used or sold on, and potential for misuse, are good reasons to oppose a national identity card scheme

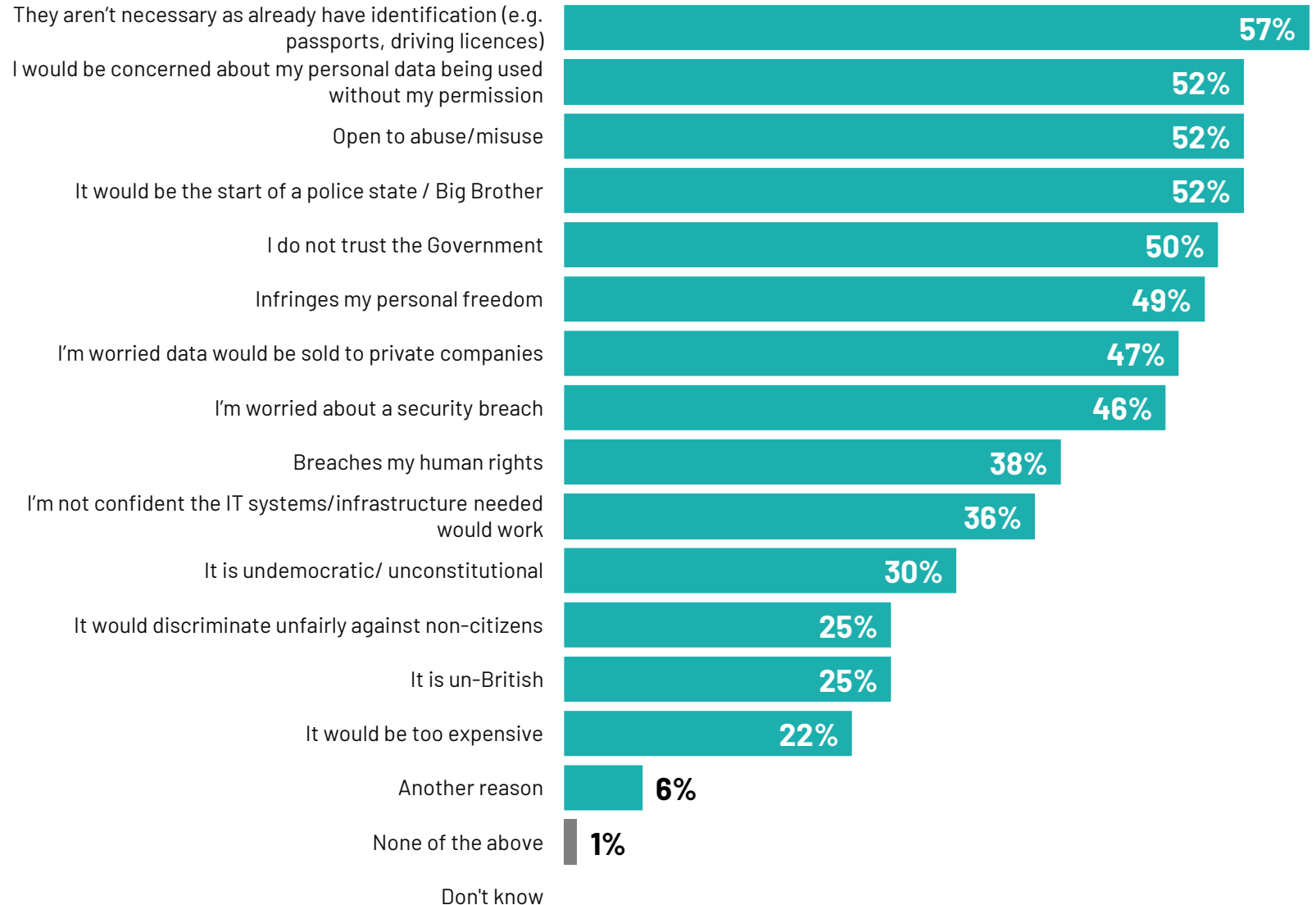
Which of the following reasons, if any, do you think are good reasons to oppose a national identity card scheme?



Base: 1116 Online British adults aged 16+, 18-21 July 2025

# Those who are opposed to a national identity card scheme share concerns about misuse of personal data, and are also particularly likely to think ID cards are unnecessary and could lead to a “Big Brother” police state

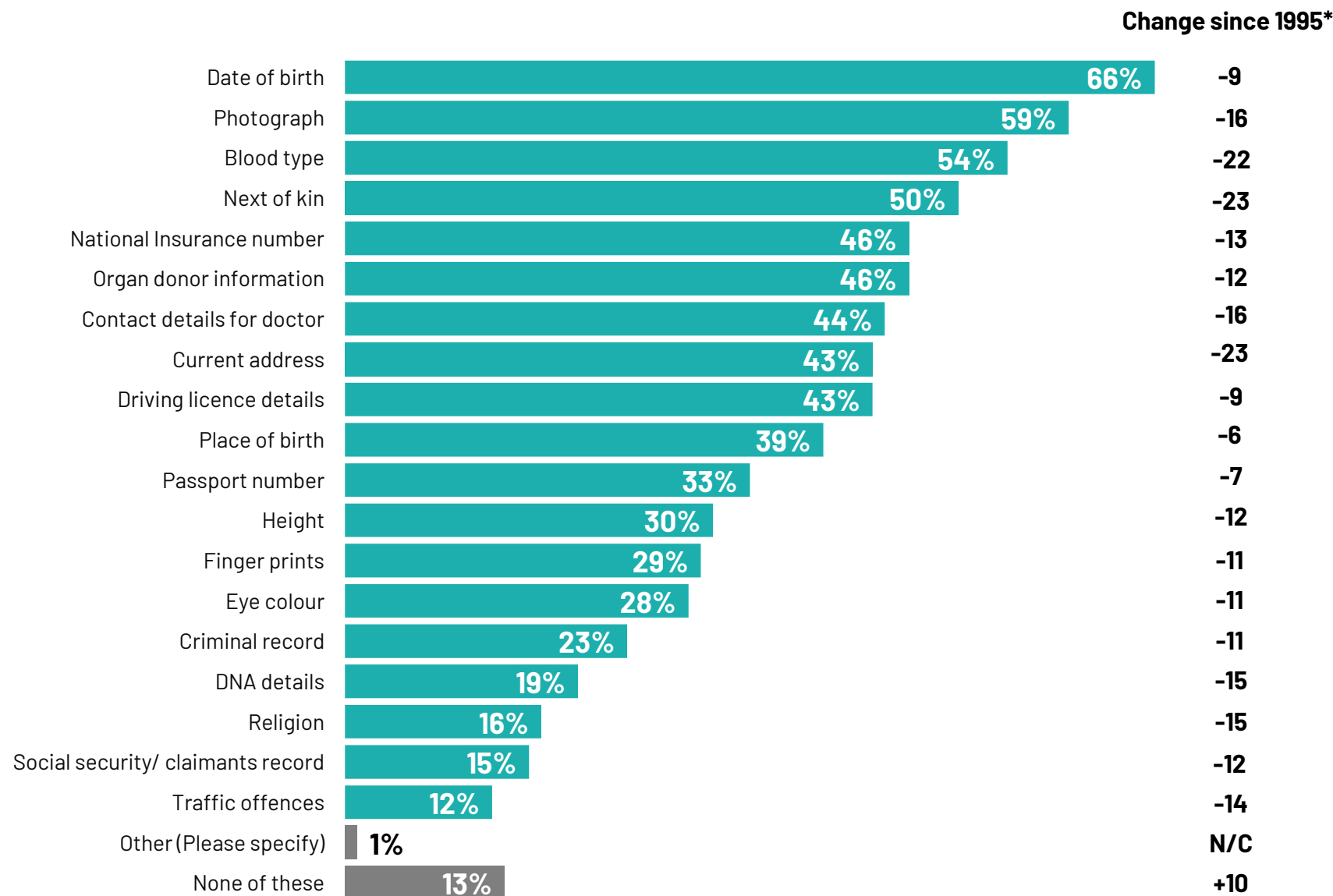
Which of the following reasons, if any, do you think are good reasons to oppose a national identity card scheme? *Among those who oppose the introduction of a national identity card scheme.*



**Base:** 213 Online British adults aged 16+ who oppose the introduction of a national identity card, 18-21 July 2025

# Date of birth, photograph, blood type and next of kin are Britons' most acceptable pieces of information to store on an ID card

Here is a range of pieces of information that might be stored on a national identity card. If the government did introduce a card, which of the items on this list would you be willing to see stored on it? Please select all that apply.



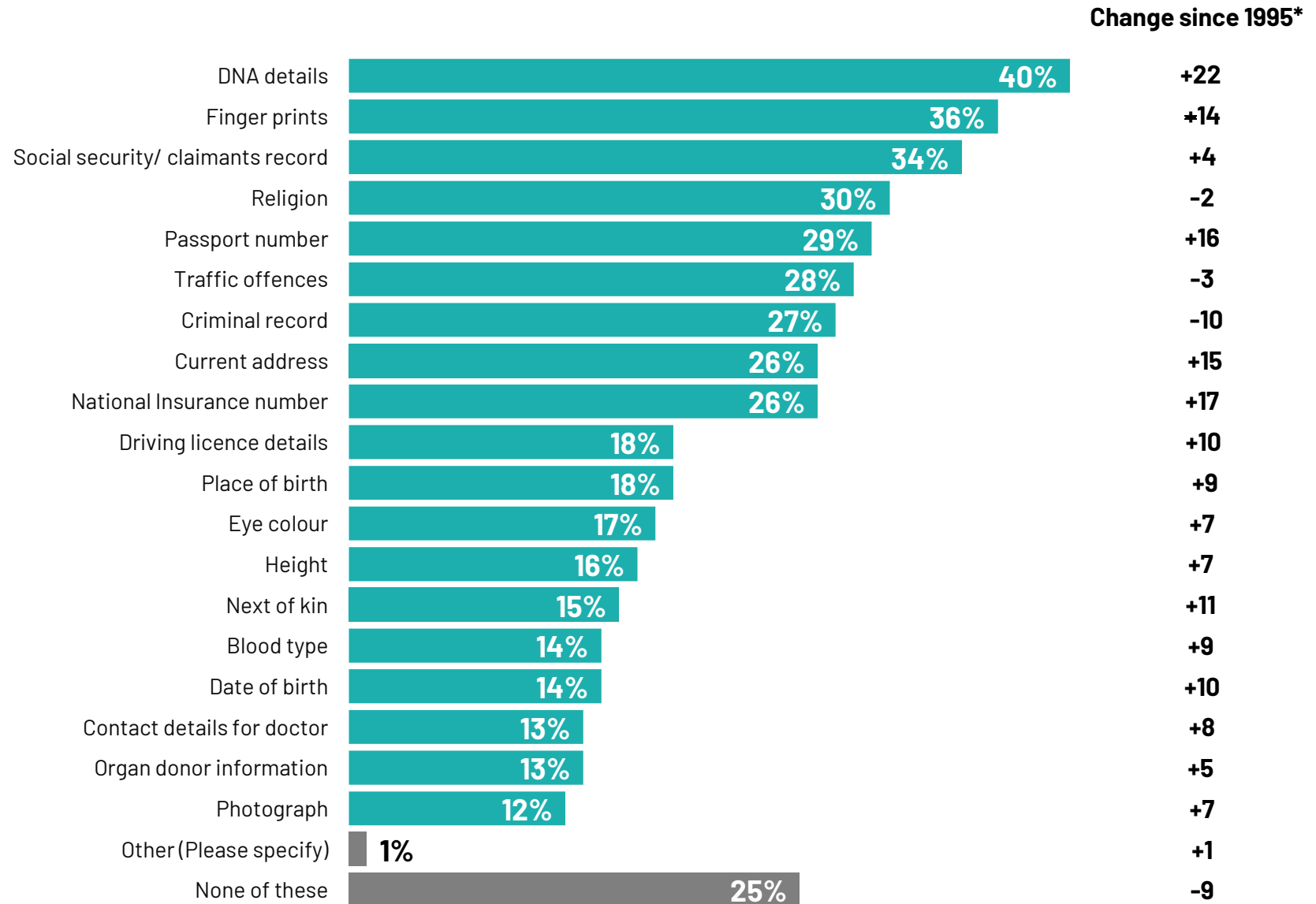
Base: 1116 Online British adults aged 16+, 18-21 July 2025

\*Note change in methodology from 1995 to 2025 – interpret trends with caution.



**Britons are most unwilling to see DNA details, finger prints, or social security/ benefits records being stored on an ID card. Unease about most specific types of data has grown since 1995.**

And which would you be opposed to being stored on the card? Please select all that apply.



**Base: 1116** Online British adults aged 16+, 18-21 July 2025

\*Note change in methodology from 1995 to 2025 – interpret trends with caution

## The public has a similar view about the types of information they would most/least like to see on an ID card as in 1995: *Change in ranking 1995 vs 2025\**

Here is a range of pieces of information that might be stored on a national identity card. If the government did introduce a card, which of the items on this list would you be willing to see stored on it? Please select all that apply. /And which would you be opposed to being stored on the card? Please select all that apply.

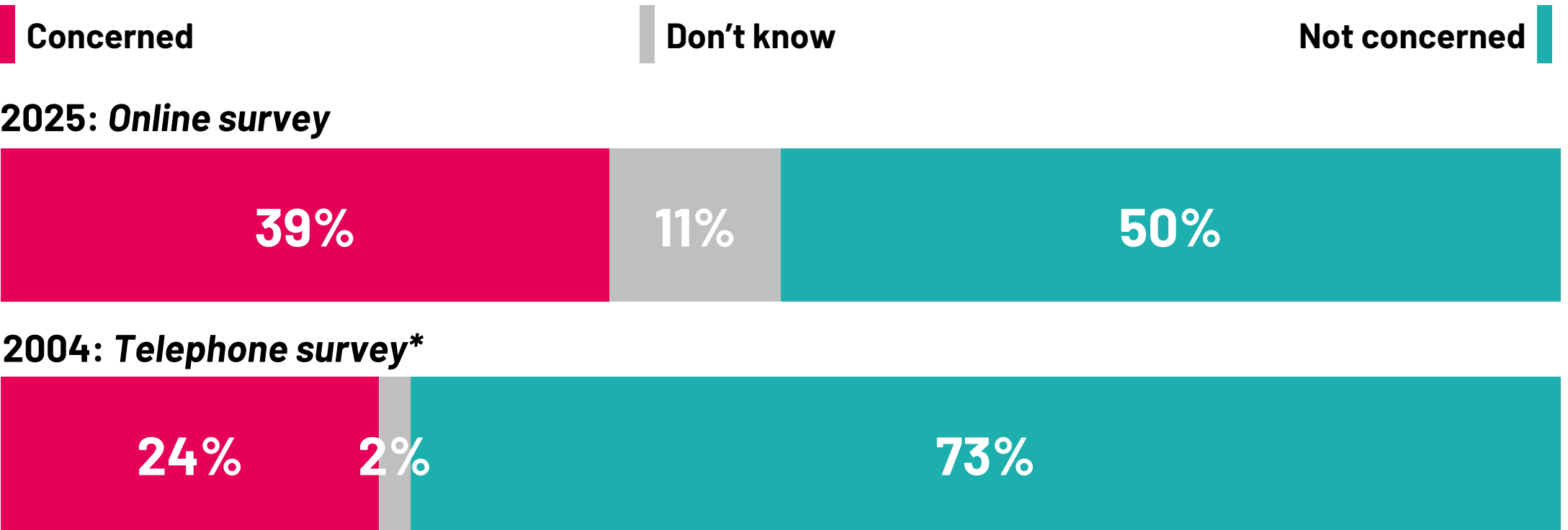
	Would be willing to see stored on a national identity card		Would be opposed to being stored on a national identity card	
	Rank in 1995	Rank in 2025	Rank in 1995	Rank in 2025
Blood type	1	3	15	15
Date of birth	2	1	18	15
Photograph	2	2	15	19
Next of kin	4	4	18	14
Current address	5	8	8	8
Contact details for doctor	6	7	15	17
National Insurance number	7	5	10	8
Organ donor information	8	5	13	17
Driving licence details	9	8	13	10
Place of birth	10	10	10	10
Height	11	12	10	13
Finger prints	12	13	5	2
Passport number	12	11	7	5
Eye colour	14	14	9	12
DNA details	15	16	6	1
Criminal record	15	15	1	7
Religion	17	17	2	4
Social security / claimants record	18	18	4	3
Traffic offences	19	19	3	6

**Base: 1116** Online British adults aged 16+, 18-21 July 2025

\*Note change in methodology from 1995 to 2025 – interpret trends with caution

# Half of Britons said they are not concerned that the introduction of a national identity card could have a negative impact on their civil liberties. However concern appears higher than in 2004 (though note change in methodology)

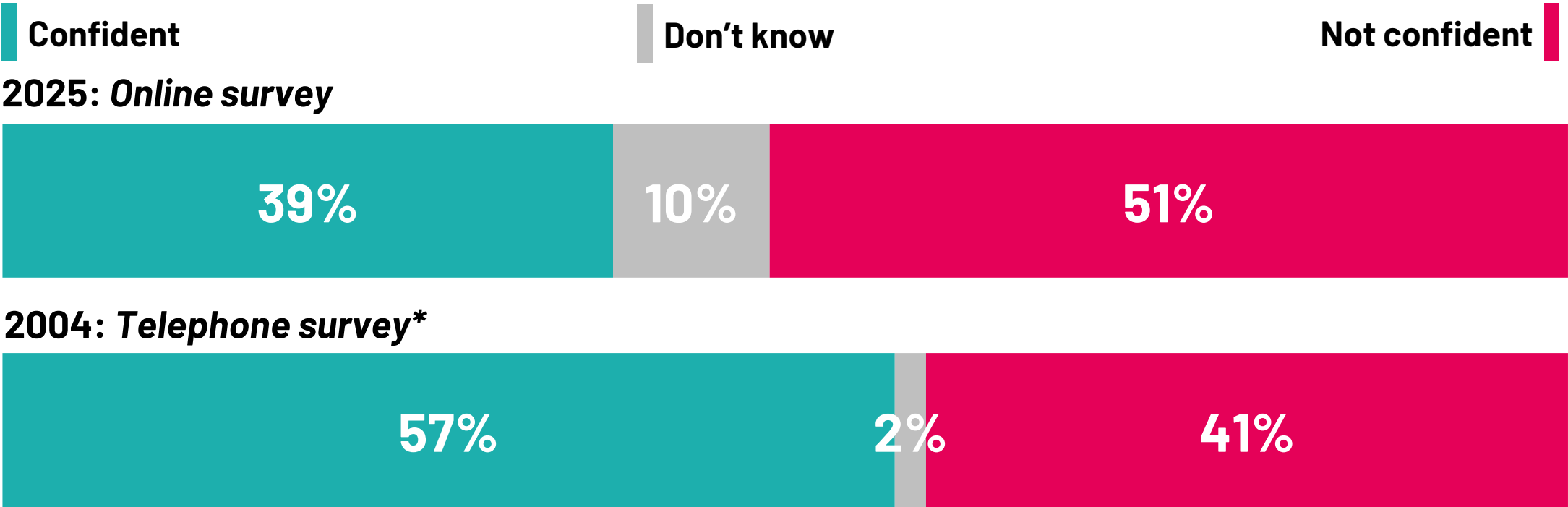
How concerned, if at all, are you that the introduction of national identity cards could have a negative impact on your civil liberties, by which we mean your personal freedom?



**Base: 1116** Online British adults aged 16+, 18-21 July 2025  
\*Note change in methodology from 2004 to 2025 – interpret trends with caution

# Half of Britons lack confidence in Government to hold personal information stored on ID cards securely. Confidence appears to have fallen since 2004

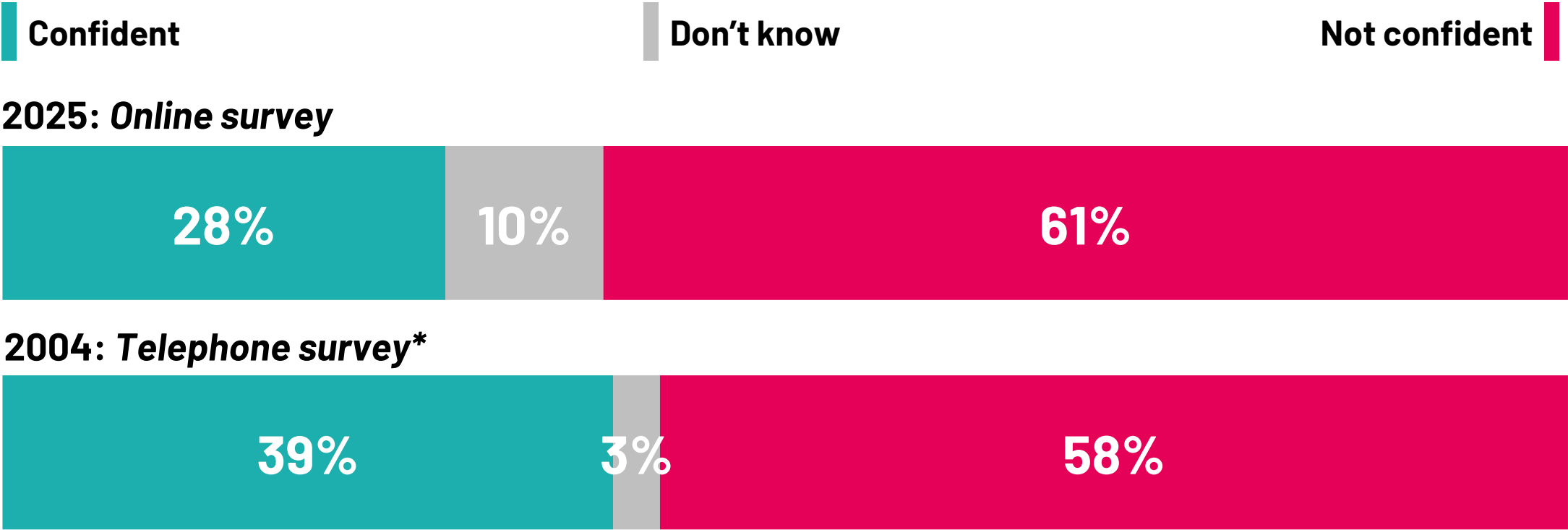
Identity cards could contain a lot of personal information about you. How confident are you that the Government can be trusted to hold all this information securely?



Base: 1116 Online British adults aged 16+, 18-21 July 2025  
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# The public also lacks confidence in the government to introduce national identity cards smoothly, as they did in 2004

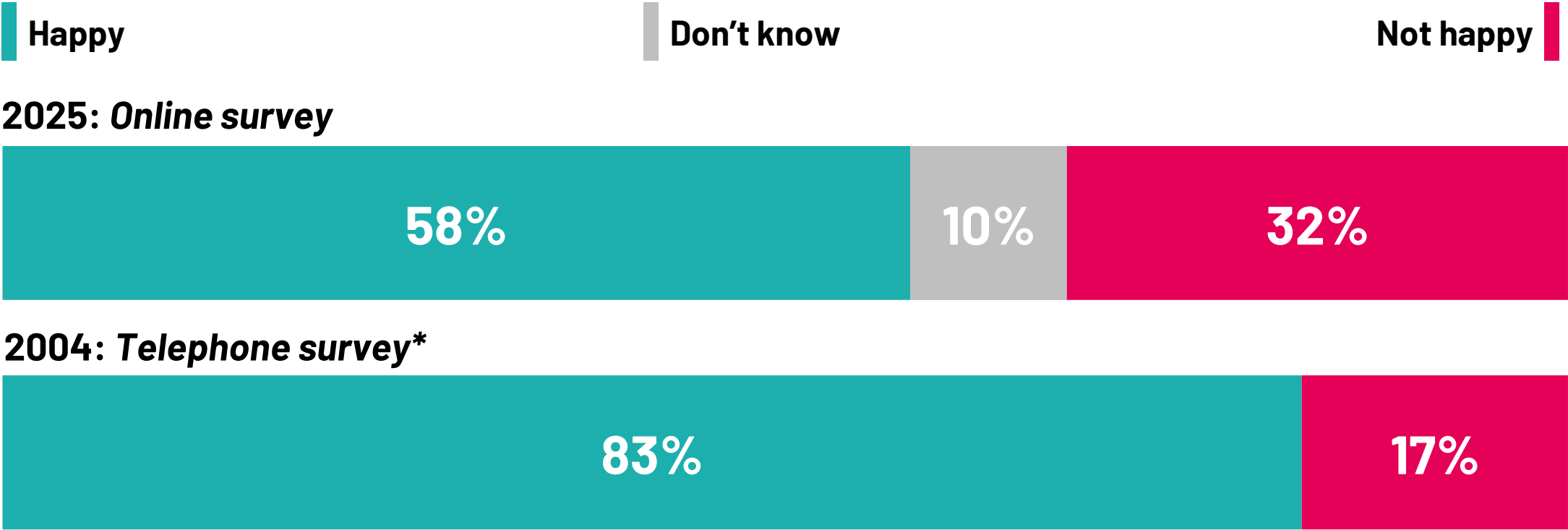
And how confident, if at all, are you that the Government will be able to introduce identity cards smoothly?



**Base: 1116** Online British adults aged 16+, 18-21 July 2025  
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# Six in ten Britons say they would be happy to carry a national identity card with them at all times, though this appears lower than in 2004

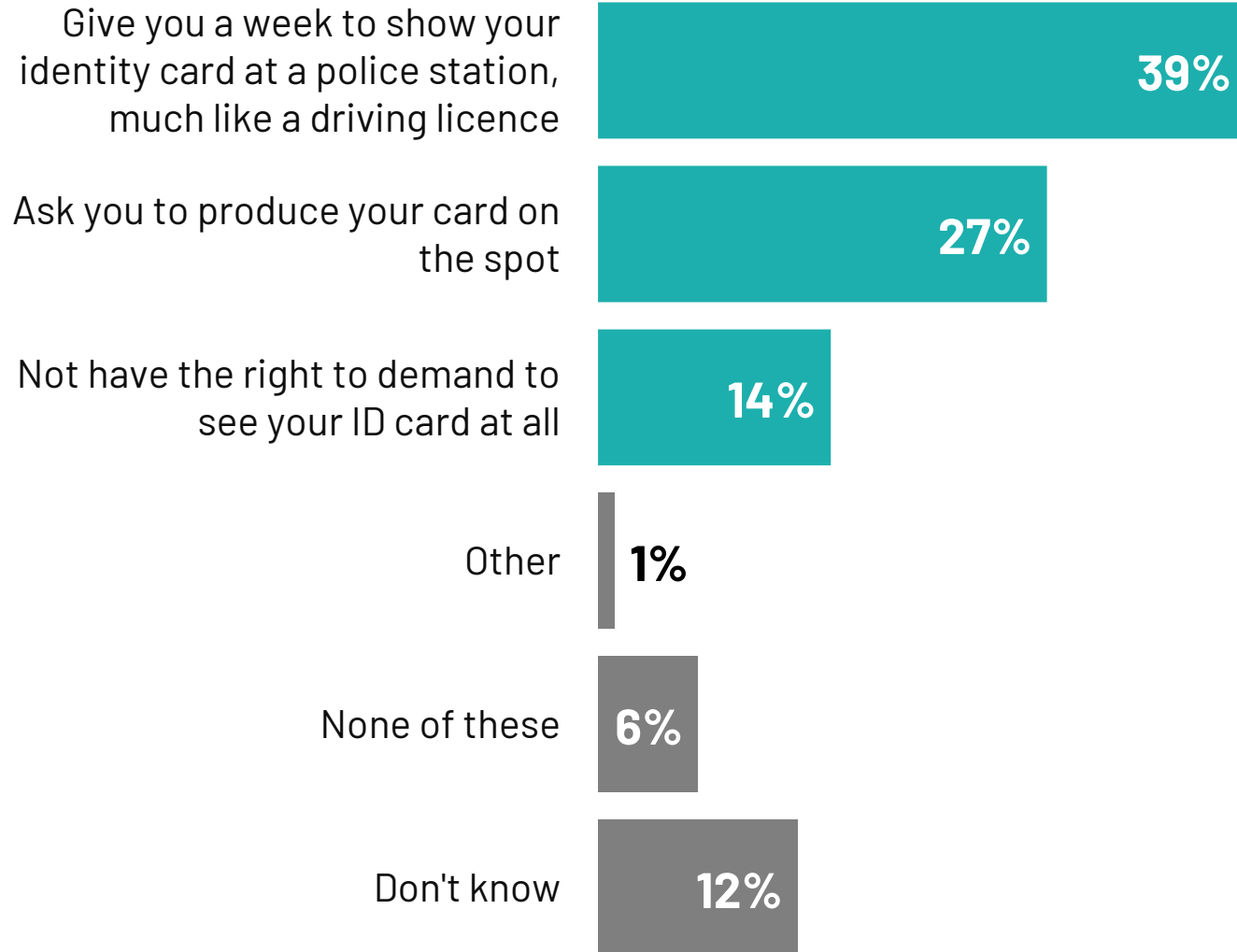
How happy, if at all, would you be to carry your card with you at all times?



**Base: 1116** Online British adults aged 16+, 18-21 July 2025  
\*Note change in methodology from 2004 to 2025 – interpret trends with caution

# Two in five think the police should give you a week to show your identity card at a police station to prove your identity, if ID cards were introduced.

In which, if any, of the following ways should the police be allowed to compel you to prove your identity?

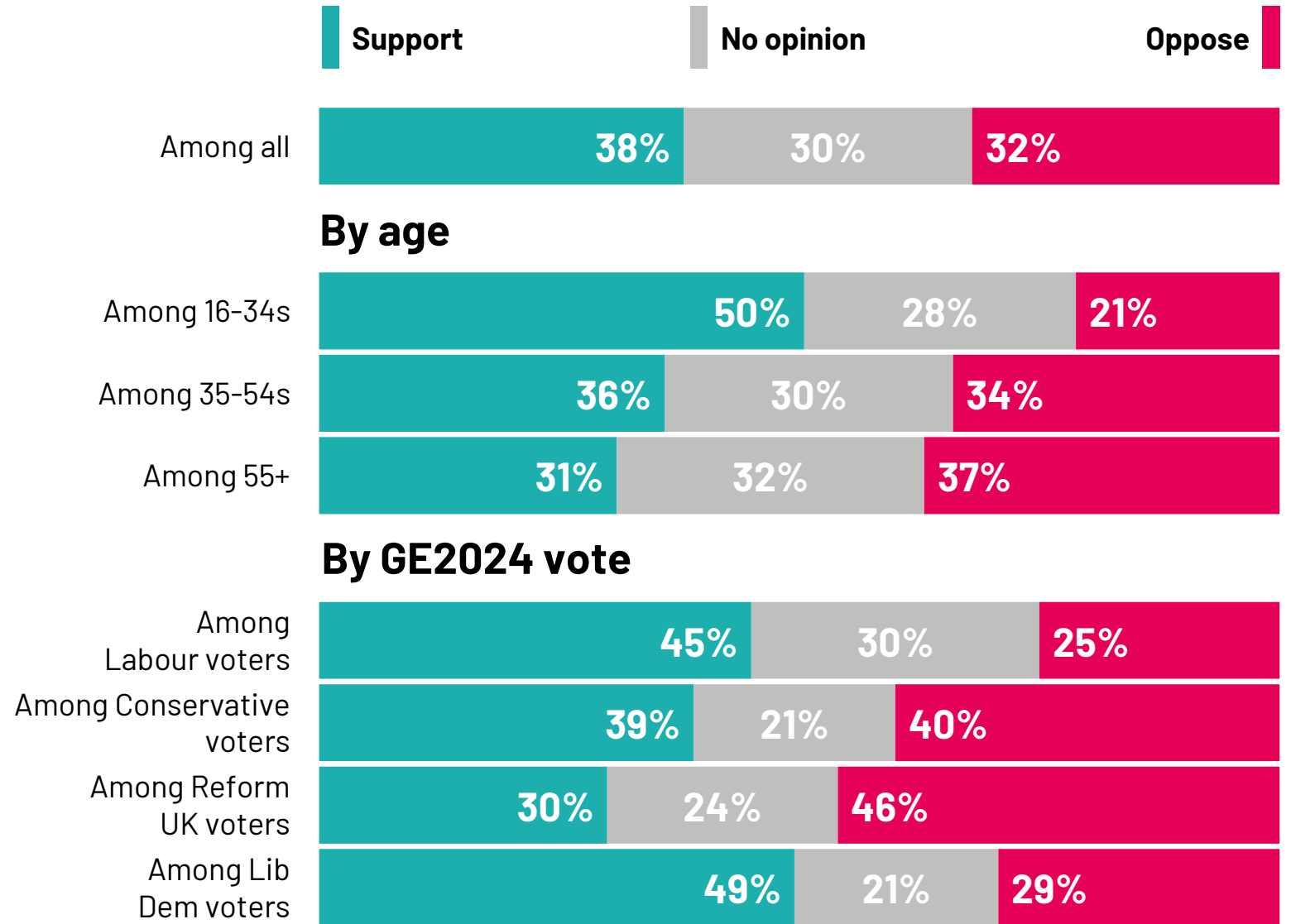


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**After considering questions about the pros and cons of ID cards, the public are split on whether they would support a digital ID card. Compared to their initial levels of top-of-mind support for ID cards in general, older people and Conservative voters become much less in favour.**

There has been some suggestion that these ID cards could be digital. To what extent, if at all, do you support or oppose a digital national identity card scheme?

**Base: 1116** Online British adults aged 16+, including (331) 16-34-year-olds, (389) 35-54s, (396) 55+, (329) 2024 Labour voters, (171) 2024 Conservative voters, (129) 2024 Reform UK voters, and (107) 2024 Liberal Democrat voters, 18-21 July 2025. \*This question was asked at the end of the survey, after respondents had been asked to consider the different potential advantages and disadvantages of a national ID card scheme







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**For more information**

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