

24-089497-47 - 21st - 25th of November

PUBLIC

New Britain system

Adults 18-75 UK

Q1. Which of these statements best describes your opinion on the present system of governing the UK?

All Adults aged 18-75 in the UK

		Gender			Aggregated Age Breaks			Social grade		Region							Education		Employment status		Income				Ethnicity			General Election 2024 Vote							Referendum 2016		Performance of UK Parliament	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55-75 (F)	ABC1 (G)	C2DE (H)	NORTH (I)	MIDLANDS (J)	SOUTH (K)	LONDON (L)	WALES (M)	SCOTLAND (N)	NORTHERN IRELAND (O)	GRADUATE (P)	NON GRADUATE (Q)	WORKING (R)	NOT WORKING (S)	UP TO £19999 (T)	£20000 - £34999 (U)	£35000 - £49999 (V)	£50000+ (W)	WHITE ETHNIC GROUP (X)	MINORITY ETHNIC GROUP (Y)	CONSERVATIVE (Z)	LABOUR (a)	LIBERAL DEMOCRATS (b)	REFORM UK (c)	GREEN (d)	OTHER (e)	REMAIN (f)	LEAVE (g)	Well (h)	Bad (i)			
Unweighted base	2215	1074	1127	688	820	707	1276	939	522	556	486	305	103	183	60	1126	1089	1455	760	379	540	537	604	1873	309	292	614	181	217	103	93	822	611	504	1196			
Weighted base	2215	1086	1115	668	804	744	1268	947	509	560	491	309	102	183	62	791	1424	1502	713	376	572	555	556	1894	287	290	588	177	239	103	93	793	647	461	1240			
Works extremely well and could not be improved	52 2%	39 4% C	13 1%	37 5% EF	10 1%	6 1%	34 3%	18 2%	18 4% K	10 2%	6 1%	13 4% K	1 1% *	3 2%	- *	22 3%	30 2%	44 3% S	8 1%	9 2%	17 3%	8 1%	17 3%	41 2%	12 4%	8 3%	20 3%	4 2%	7 3%	1 1% *	- *	20 2%	11 2%	41 9% i	7 1%			
Could be improved in small ways but mainly works well	401 18%	240 22% C	160 14%	138 21% E	120 15%	143 19% E	270 21% H	131 14% O	100 20% O	99 18%	77 16%	77 25% JKNO	19 19% *	24 13%	5 8% *	183 23% Q	218 15%	286 19%	115 16%	52 14%	95 17%	115 21% T	127 23% TU	322 17%	74 26% X	54 19% c	160 27% Zcde	42 24% c	22 9%	17 17% *	12 13% *	175 22% g	93 14%	261 57% i	37 3%			
Could be improved quite a lot	653 29%	315 29%	332 30%	210 31%	232 29%	211 28%	409 32% H	244 26% H	132 26%	155 28%	155 32%	93 30%	32 31% *	58 32%	28 44% UL*	278 35% Q	375 26%	456 30%	197 28%	98 26%	155 27%	164 30%	185 33% TU	561 30%	84 29% c	83 29% c	202 34% c	73 41% Zc	40 17% Zc	34 33% c*	33 36% c*	285 36% g	156 24%	108 23%	331 27%			
Needs a great deal of improvement	979 44%	441 41%	532 48% B	231 35% D	388 48% D	360 48% D	497 39% G	483 51% G	220 43% L	263 47% L	225 46% L	111 36% L	46 45% *	89 49% L	26 42% *	284 36% P	696 49% P	631 42% R	348 49% R	190 50% VW	283 50% VW	227 41% VW	207 37% Y	872 46% Y	98 34% ab	141 49% ab	189 32% Zabde	55 31% Zc	165 69% Zabde	48 47% ab*	47 50% ab*	294 37% f	375 58% f	44 10% h	836 67% h			
Don't know	130 6%	52 5%	77 7% B	52 8% F	53 7% F	24 3%	57 5% G	73 8% G	39 8%	32 6%	27 6%	15 5%	5 5% *	8 5%	3 5% *	24 3%	105 7% P	84 6%	45 6%	27 7% UW	22 4%	41 7% UW	21 4%	98 5% Y	21 7% Y	4 1%	17 3%	3 2% Zc	5 2% Zc	2 1% *	1 1% *	19 2%	11 2%	7 1% i	29 2% i			
NET: Improved a lot/A great deal	1632 74%	756 70%	864 77% B	441 66% D	620 77% D	571 77% D	906 71% G	726 77% G	352 69% KNO	418 75% L	380 77% IL	204 66% L	78 76% *	147 80% IL	54 87% IL*	561 71% Q	1071 75% P	1087 72% S	545 76% S	288 77% S	438 77% VW	392 71% T	392 71% TU	1433 76% Y	181 63% X	224 77% a	391 67% Zabde	128 72% ce	206 86% Zabde	82 80% a*	80 86% ab*	579 73% g	531 82% f	153 33% i	1167 94% h			
NET: Not improved/Improved in small ways	453 20%	279 26% C	174 16% EF	174 26% EF	130 16%	149 20%	305 24% H	149 16% H	118 23% KNO	110 20% O	83 17%	90 29% JKNO	20 19% *	28 15%	5 8% *	205 26% Q	248 17%	330 22% S	123 17%	61 16%	111 19%	123 22% T	143 26% TU	363 19%	85 30% X	62 22% c	180 31% Zcde	46 26% ce	29 12%	18 18% *	12 13% *	195 25% g	105 16% f	302 65% i	44 4% h			

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

ColumnProportions (5%): A,B/C,D/E/F,G,H/I,J/K,L/M,N/O,P/Q,R/S,T/U/V/W,X/Y,Z/a/b/c/d/e,f/g,h/i Minimum Base: 30(**) 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/V/W,X/Y,Z/a/b/c/d/e,f/g,h/i Minimum Base: 30(**) Small Base: 100(*)

24-089497-47 - 21st - 25th of November

PUBLIC

New Britain system

Adults 18-75 UK

Q2. Overall, how well or badly do you think the UK Parliament works?

All Adults aged 18-75 in the UK

		Gender			Aggregated Age Breaks			Social grade		Region							Education		Employment status		Income					Ethnicity		General Election 2024 Vote							Referendum 2016		Performance of UK Parliament	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55-75 (F)	ABC1 (G)	C2DE (H)	NORTH (I)	MIDLANDS (J)	SOUTH (K)	LONDON (L)	WALES (M)	SCOTLAND (N)	N IRELAND (O)	GRADUAT ES (P)	NON GRADUAT ES (Q)	WORKING (R)	NOT WORKING (S)	UP TO £19999 (T)	£20000 - £34999 (U)	£35000 - £54999 (V)	£55000+ (W)	WHITE ETHNIC GROUP (X)	MINORITY ETHNIC GROUP (Y)	CONSERV ATIVE (Z)	LABOUR (a)	LIBERAL DEMOCRA TS (b)	REFORM UK (c)	GREEN (d)	OTHER (e)	REMAIN (f)	LEAVE (g)	Well (h)	Bad (i)			
Unweighted base	2215	1074	1127	688	820	707	1276	939	522	556	486	305	103	183	60	1126	1089	1455	760	379	540	537	604	1873	309	292	614	181	217	103	93	822	611	504	1196			
Weighted base	2215	1086	1115	668	804	744	1268	947	509	560	491	309	102	183	62	791	1424	1502	713	376	572	555	556	1894	287	290	588	177	239	103	93	793	647	461	1240			
Very well (2)	61 3%	48 4% C	13 1%	32 5% EF	16 2%	13 2%	42 3%	19 2%	18 3%	10 2%	10 2%	17 5% JK	1 1% *	5 3%	- *	33 4% Q	28 2%	50 3% S	11 2%	11 3%	11 2%	10 2%	26 5% UV	47 2%	14 5% X	6 2%	25 4%	7 4%	9 4%	1 1% *	4 4% *	31 4%	15 2%	61 13% i	- -			
Fairly well (1)	400 18%	251 23% C	145 13%	131 20%	130 16%	139 19%	286 23% H	115 12%	95 19%	93 17%	78 16%	78 25% JKN	23 23% *	24 13%	9 14% *	205 26% Q	195 14%	291 19%	109 15%	51 14%	82 14%	107 19%	142 26% TUV	322 17%	73 26% X	57 20% c	169 29% Zcde	45 25% ce	16 7%	15 14% c*	12 13% *	198 25% g	93 14%	400 87% i	- -			
Neither well nor badly (0)	424 19%	200 18%	223 20%	149 22% F	146 18%	129 17%	257 20% H	167 18%	83 16%	110 20%	89 18%	73 24% I	23 22% *	34 19%	12 19% *	165 21%	259 18%	290 19%	135 19%	76 20%	110 19%	105 19%	102 18%	336 18%	84 29% X	56 19% c	117 20% c	35 20% c	26 11%	14 13% *	17 18% *	154 19% g	87 13%	- -	- -			
Fairly badly (-1)	657 30%	305 28%	348 31%	193 29%	250 31%	214 29%	370 29% H	287 30%	158 31%	165 29%	147 30%	76 25% LM*	24 24% *	60 33%	26 43% LM*	236 30%	421 30%	459 31%	198 28%	106 28%	162 28%	177 32%	165 30%	590 31% Y	62 21%	90 31% c	164 28% c	56 32% c	60 25%	38 37% c*	32 34% *	239 30%	195 30%	- -	657 53% h			
Very badly (-2)	582 26%	248 23%	329 30% B	121 18% D	225 28% D	237 32% D	268 21% G	315 33% L	128 25% L	164 29%	142 29% L	55 18%	26 26% *	56 30% L	12 20% *	128 16% P	454 32% P	355 24%	227 32% R	118 31% VW	190 33% VW	126 23%	107 19%	530 28% Y	41 14%	80 28% ab	98 17% Zabde	30 17% Zabde	125 52% Zabde	32 31% ab*	29 31% ab*	154 19% f	252 39% f	- -	582 47% h			
Don't know	90 4%	33 3%	57 5% B	40 6% F	37 5% F	12 2%	45 4% G	45 5%	26 5%	18 3%	25 5%	11 4%	5 5% *	3 2%	2 4% *	23 3% P	67 5% P	57 4%	33 5%	14 4%	16 3%	30 5% UW	14 3%	70 4%	14 5%	1 0%	15 2% Z	3 1%	4 2% Z*	3 3% Z*	- *	18 2%	5 1%	- -	- -			
NET: Very well/Fairly well	461 21%	300 28% C	158 14%	164 25% E	145 18%	152 20%	328 26% H	134 14%	113 22%	103 18%	89 18%	94 31% UWNO	24 24% *	30 16%	9 14% *	238 30% Q	223 16%	340 23% S	121 17%	63 17%	93 16%	117 21%	168 30% TUV	369 19%	87 30% X	63 22% c	194 33% Zcde	52 30% cde	25 10%	15 15% *	16 17% *	228 29% g	108 17%	461 100% i	- -			
NET: Very badly/Fairly badly	1240 56%	553 51%	678 61% B	314 47% D	474 59% D	451 61% D	638 50% G	602 64% G	287 56% L	329 59% L	289 59% L	130 42% LM	50 49% LM	116 63% LM	39 63% L*	364 46% P	875 61% P	815 54%	425 60% R	224 60% W	352 62% VW	303 55%	271 49%	1119 59% Y	103 36% a	170 59% a	263 45% Zabde	86 49% Zabde	185 70% Zabde	70 68% ab*	61 65% ab*	393 50% f	447 69% f	- -	1240 100% h			
Mean	-0.61	-0.43 C	-0.79	-0.38 EF	-0.70	-0.72	-0.44 H	-0.85	-0.59	-0.70	-0.71	-0.25 UWNO	-0.53 *	-0.76	-0.71 *	-0.29 Q	-0.79	-0.54 S	-0.76	-0.74	-0.79	-0.57 U	-0.34 TUV	-0.68	-0.16 X	-0.62 c	-0.25 Zcde	-0.33 Zcde	-1.17	-0.87 c*	-0.76 c*	-0.37 g	-0.90	1.13 i	-1.47			

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

ColumnProportions (5%): A,B/C,D,E/F,G/H,I/J/K/L/M/N/O,P/Q,R/S,T/U/V/W,X/Y,Z/a/b/c/d/e,f/g,h/ Minimum Base: 30(**) 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/V/W,X/Y,Z/a/b/c/d/e,f/g,h/ Minimum Base: 30(**) Small Base: 100(*)

		Gender			Aggregated Age Breaks			Social grade		Region							Education		Employment status		Income				Ethnicity			General Election 2024 Vote							Referendum 2016		Performance of UK Parliament	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55-75 (F)	ABC1 (G)	C2DE (H)	NORTH (I)	MIDLANDS (J)	SOUTH (K)	LONDON (L)	WALES (M)	SCOTLAND (N)	N IRELAND (O)	GRADUAT ES (P)	NON GRADUAT ES (Q)	WORKING (R)	NOT WORKING (S)	UP TO £19999 (T)	£20000 - £34999 (U)	£35000 - £54999 (V)	£55000+ (W)	WHITE ETHNIC GROUP (X)	MINORITY ETHNIC GROUP (Y)	CONSERV ATIVE (Z)	LABOUR (a)	LIBERAL DEMOCRA TS (b)	REFORM UK (c)	GREEN (d)	OTHER (e)	REMAIN (f)	LEAVE (g)	Well (h)	Bad (i)			
Unweighted base	2215	1074	1127	688	820	707	1276	939	522	556	486	305	103	183	60	1126	1089	1455	760	379	540	537	604	1873	309	292	614	181	217	103	93	822	611	504	1196			
Weighted base	2215	1086	1115	668	804	744	1268	947	509	560	491	309	102	183	62	791	1424	1502	713	376	572	555	556	1894	287	290	588	177	239	103	93	793	647	461	1240			
Very well (2)	83	51	31	40	27	16	54	29	22	14	14	23	4	5	1	43	40	63	20	11	19	13	38	60	17	9	30	8	4	4	2	31	20	56	15			
	4%	5%	3%	6%	3%	2%	4%	3%	4%	2%	3%	7%	4%	3%	1%	5%	3%	4%	3%	3%	3%	2%	7%	3%	6%	3%	5%	5%	2%	4%	2%	4%	3%	12%	1%			
Fairly well (1)	577	307	268	198	180	199	371	206	127	148	105	107	36	40	14	252	325	391	186	83	145	156	168	467	102	80	198	65	40	27	25	243	147	263	196			
	26%	28%	24%	30%	22%	27%	29%	22%	25%	26%	21%	35%	35%	22%	22%	32%	23%	26%	26%	22%	25%	28%	30%	25%	36%	28%	34%	37%	17%	26%	26%	31%	23%	57%	16%			
Neither well nor badly (0)	577	287	287	168	222	187	322	256	128	158	130	76	20	50	15	192	385	378	199	113	129	166	118	498	77	76	147	39	54	15	30	200	143	82	272			
	26%	26%	26%	25%	28%	25%	25%	27%	25%	28%	27%	25%	20%	28%	24%	24%	27%	25%	28%	30%	23%	30%	21%	26%	27%	26%	25%	22%	23%	15%	32%	25%	22%	18%	22%			
Fairly badly (-1)	559	253	299	146	214	199	313	246	127	138	143	49	27	52	24	177	382	408	151	75	168	134	145	503	47	69	134	41	75	36	20	201	190	35	441			
	25%	23%	27%	22%	27%	27%	25%	26%	25%	25%	29%	16%	26%	29%	39%	22%	27%	27%	21%	20%	29%	24%	14%	27%	16%	24%	23%	23%	31%	a	a*	*	201	29%	7%	36%		
Very badly (-2)	319	154	163	71	121	127	159	160	75	76	75	44	12	28	9	93	226	198	121	75	89	66	64	282	32	51	60	19	64	15	14	92	136	19	272			
	14%	14%	15%	11%	15%	17%	13%	17%	15%	14%	15%	14%	12%	15%	14%	12%	16%	13%	17%	20%	16%	12%	11%	15%	11%	18%	10%	11%	27%	14%	15%	12%	21%	4%	22%			
Don't know	100	33	67	45	40	15	49	51	30	27	24	10	2	7	-	34	66	63	37	19	22	20	23	85	11	5	20	4	3	6	2	25	12	8	43			
	5%	3%	6%	7%	5%	2%	4%	5%	6%	5%	5%	3%	2%	4%	-	4%	5%	4%	5%	5%	4%	4%	4%	4%	4%	2%	3%	3%	1%	5%	3%	3%	2%	2%	3%			
NET: Very well/Fairly well		660	359	299	238	207	215	425	235	149	162	119	130	41	45	15	294	365	454	205	94	164	169	206	528	120	89	228	73	43	32	27	274	166	318	211		
		30%	33%	27%	36%	26%	29%	34%	25%	29%	29%	24%	42%	40%	25%	24%	37%	26%	30%	29%	25%	29%	30%	20%	37%	28%	42%	31%	39%	41%	18%	31%	29%	35%	26%	69%	17%	
NET: Very badly/Fairly badly		878	407	462	217	335	326	472	406	202	214	218	92	39	80	33	270	608	606	272	150	257	200	209	785	79	120	194	60	139	50	34	293	326	53	714		
		40%	37%	41%	32%	42%	44%	37%	43%	40%	38%	45%	30%	38%	44%	53%	34%	43%	40%	38%	40%	45%	36%	38%	41%	28%	41%	33%	34%	58%	49%	37%	37%	50%	12%	58%		
Mean		-0.21	-0.14	-0.28	-0.01	-0.29	-0.31	-0.12	-0.34	-0.22	-0.22	-0.34	0.06	-0.07	-0.33	-0.42	-0.03	-0.32	-0.20	-0.25	-0.34	-0.30	-0.16	-0.05	-0.26	0.10	-0.26	0.01	0.01	-0.66	-0.30	-0.21	-0.10	-0.43	0.67	-0.63		
		C	C		Ef		H					IKNO	K*		*	Q					T	TU		X	c	Zcd	Zc		c*	c*	g	i						
This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20525 and with the Ipsos Terms and Conditions.																																						
ColumnProportions (5%): 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/ Minimum Base: 30(**) 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/V/W,X/Y,Z/a/b/c/d/e,f,g,h/ Minimum Base: 30(**) Small Base: 100(*)																																						

24-089497-47 - 21st - 25th of November
PUBLIC
New Britain system
Adults 18-75 UK

Q4. And which of the following best describes your opinion of the system of government and people in decision-making positions in the UK these days?
All Adults aged 18-75 in the UK

		Gender		Aggregated Age Breaks			Social grade		Region							Education		Employment status		Income				Ethnicity		General Election 2024 Vote							Referendum 2016		Performance of UK Parliament																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			

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

ColumnProportions (5%): A,B/C,D/E/F,G/H,I/J/K/L/M/N/O,P/Q,R/S,T,U/V/W,X/Y,Z/a/b/c/d/e,f/g,h/i Minimum Base: 30(**) 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/V/W,X/Y,Z/a/b/c/d/e,f/g,h/i Minimum Base: 30(**) Small Base: 100(*)

24-089497-47 - 21st - 25th of November
PUBLIC
New Britain system
Adults 18-75 UK

Q5. Please read the following pairs of statements. Even if neither is exactly right, please tell us whether the first statement or the second statement comes closer to your own views. - A
All Adults aged 18-75 in the UK

		Gender		Aggregated Age Breaks			Social grade		Region							Education		Employment status		Income				Ethnicity		General Election 2024 Vote							Referendum 2016		Performance of UK Parliament	
	Total	Male	Female	18-34	35-54	55-75	ABC1	C2DE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	N IRELAND	GRADUAT ES	NON GRADUAT ES	WORKING	NOT WORKING	UP TO £19999	£20000 - £34999	£35000 - £54999	£55000+	WHITE ETHNIC GROUP	MINORITY ETHNIC GROUP	CONSERV ATIVE	LABOUR	LIBERAL DEMOCRA TS	REFORM UK	GREEN	OTHER	REMAIN	LEAVE	Well	Bad	
	(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)	
Unweighted base	2215	1074	1127	688	820	707	1276	939	522	556	486	305	103	183	60	1126	1089	1455	760	379	540	537	604	1873	309	292	614	181	217	103	93	822	611	504	1196	
Weighted base	2215	1086	1115	668	804	744	1268	947	509	560	491	309	102	183	62	791	1424	1502	713	376	572	555	556	1894	287	290	588	177	239	103	93	793	647	461	1240	
I prefer politicians who make compromises with the people they disagree with	654	356	295	190	229	235	410	244	121	164	131	118	35	58	27	267	388	449	205	89	163	169	191	559	89	91	192	74	51	26	36	269	192	189	350	
	30%	33% C	27%	28%	29%	32%	32% H	26%	24%	29%	27%	38% UK	34% I*	32%	44% UK*	34% Q	27%	30%	29%	24%	29%	30% T	34% TU	29%	31%	31% c	33% c	42% Zacd	21%	26% *	39% c*	34%	30%	41% i	28%	
I prefer politicians who stick to their positions	872	487	380	285	301	286	494	378	234	207	192	98	44	76	21	313	559	609	263	132	247	212	239	746	115	136	267	55	126	40	32	315	294	206	495	
	39%	45% C	34%	43%	37%	38%	39%	40%	46% JKL	37%	39%	32%	43% *	41%	34% *	40%	39%	41%	37%	35%	43% T	43% 38%	43% T	39%	40%	47% b	45% b	31%	53% bde	39% *	35% *	40%	45% f	45%	40%	
Neither	325	139	183	86	125	115	180	145	61	82	84	51	11	29	7	112	214	200	125	80	67	86	60	271	49	30	64	26	34	14	17	103	86	43	196	
	15%	13%	16% B	13%	16%	15%	14%	15%	12%	15%	17%	17%	11% *	16%	11% *	14%	15%	13%	18% R	21% UVW	12%	16% W	11%	14%	17%	10%	11%	15%	14%	13% *	18% *	13%	13%	9%	16% h	
Don't know	363	104	257	107	148	108	184	179	92	107	84	41	12	21	7	99	264	243	120	76	94	88	66	319	34	32	65	21	28	22	8	107	75	24	199	
	16%	10%	23% B	16%	18%	14%	15%	19% G	18% N	19% LN	17%	13%	12% *	11%	11% *	13%	19% P	16%	17%	20% W	17% W	16%	12%	17% Y	12%	11%	11%	12%	12%	22% Zace*	8% *	13%	12%	5%	16% h	

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

ColumnProportions (5%): A,B/C,D/E/F,G/H,I/J/K/L/M/N/O,P/Q,R/S,T/U/V/W,X/Y,Z/a/b/c/d/e,f/g,h/i Minimum Base: 30(**) 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/V/W,X/Y,Z/a/b/c/d/e,f/g,h/i Minimum Base: 30(**) Small Base: 100(*)

24-089497-47 - 21st - 25th of November
PUBLIC
New Britain system
Adults 18-75 UK

Q5. Please read the following pairs of statements. Even if neither is exactly right, please tell us whether the first statement or the second statement comes closer to your own views. - B
All Adults aged 18-75 in the UK

		Gender			Aggregated Age Breaks			Social grade		Region							Education		Employment status		Income				Ethnicity			General Election 2024 Vote							Referendum 2016		Performance of UK Parliament	
	Total	Male	Female	18-34	35-54	55-75	ABC1	C2DE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	N IRELAND	GRADUAT ES	NON GRADUAT ES	WORKING	NOT WORKING	UP TO £19999	£20000 - £34999	£35000 - £54999	£55000+	WHITE ETHNIC GROUP	MINORITY ETHNIC GROUP	CONSERV ATIVE	LABOUR	LIBERAL DEMOCRA TS	REFORM UK	GREEN	OTHER	REMAIN	LEAVE	Well	Bad			
	(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)			
Unweighted base	2215	1074	1127	688	820	707	1276	939	522	556	486	305	103	183	60	1126	1089	1455	760	379	540	537	604	1873	309	292	614	181	217	103	93	822	611	504	1196			
Weighted base	2215	1086	1115	668	804	744	1268	947	509	560	491	309	102	183	62	791	1424	1502	713	376	572	555	556	1894	287	290	588	177	239	103	93	793	647	461	1240			
There are clear solutions to most big issues facing the country today	818	484	329	257	293	268	485	332	185	185	183	132	47	60	27	304	514	574	243	110	243	195	224	703	110	118	212	57	145	45	34	262	315	190	508			
	37%	45% C	30%	38%	37%	36%	38%	35%	36%	33%	37%	43% JN	46% JN*	33%	44% *	38%	36%	38%	34%	29%	43% TV	35%	40% T	37%	38%	41%	36%	32%	61% Zabde	44% *	36% *	33%	49% f	41%	41%			
Most big issues facing the country today don't have clear solutions	949	411	531	251	346	352	584	365	218	239	206	122	46	93	26	359	590	643	307	156	232	248	248	833	106	141	289	89	69	41	48	416	251	217	522			
	43%	38%	48% B	38%	43%	47% D	46% H	39% H	43%	43%	42%	40%	45% *	51% L	42% *	45%	41%	43%	43%	41%	41%	45%	45%	44% Y	37%	49% c	49% c	50% c	29%	40% *	52% c*	52% g	39% g	47%	42%			
Neither	187	103	83	66	70	51	84	103	32	61	39	24	4	22	5	53	134	121	67	45	46	48	37	144	37	14	41	15	12	9	7	54	37	29	89			
	8%	9%	7%	10%	9%	7%	7%	11% G	6%	11% IM	8%	8%	4% *	12% IM	8% *	7%	9% P	8%	9%	12% W	8%	9%	7%	8%	13% X	5%	7%	8%	5%	9% *	7% *	7%	6%	6%	7%			
Don't know	260	88	171	93	94	73	114	146	74	75	63	30	6	9	4	74	187	164	97	66	50	64	47	214	35	17	46	17	13	7	4	61	44	26	121			
	12%	8%	15% B	14% F	12%	10%	9%	15% G	15% MN	13% MN	13% N	10%	6% *	5%	6% *	9%	13% P	11%	14%	18% UVW	9%	12%	8%	11%	12%	6%	8%	10%	5%	7% *	5% *	8%	7%	6%	10% h			

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

ColumnProportions (5%): A,B/C,D/E/F,G/H,I/J/K/L/M/N/O,P/Q,R/S,T/U/V/W,X/Y,Z/a/b/c/d/e,f/g,h/ Minimum Base: 30(**) 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/V/W,X/Y,Z/a/b/c/d/e,f/g,h/ Minimum Base: 30(**) Small Base: 100(*)

24-089497-47 - 21st - 25th of November

PUBLIC

New Britain system

Adults 18-75 UK

Q5. Please read the following pairs of statements. Even if neither is exactly right, please tell us whether the first statement or the second statement comes closer to your own views. - C

All Adults aged 18-75 in the UK

		Gender		Aggregated Age Breaks			Social grade		Region							Education		Employment status		Income				Ethnicity		General Election 2024 Vote							Referendum 2016		Performance of UK Parliament	
	Total	Male	Female	18-34	35-54	55-75	ABC1	C2DE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	N IRELAND	GRADUAT ES	NON GRADUAT ES	WORKING	NOT WORKING	UP TO £19999	£20000 - £34999	£35000 - £54999	£55000+	WHITE ETHNIC GROUP	MINORITY ETHNIC GROUP	CONSERV ATIVE	LABOUR	LIBERAL DEMOCRA TS	REFORM UK	GREEN	OTHER	REMAIN	LEAVE	Well	Bad	
	(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)	
Unweighted base	2215	1074	1127	688	820	707	1276	939	522	556	486	305	103	183	60	1126	1089	1455	760	379	540	537	604	1873	309	292	614	181	217	103	93	822	611	504	1196	
Weighted base	2215	1086	1115	668	804	744	1268	947	509	560	491	309	102	183	62	791	1424	1502	713	376	572	555	556	1894	287	290	588	177	239	103	93	793	647	461	1240	
We should consider electing parties or leaders with radical ideas for change who haven't been in power before	912 41%	508 47% C	400 36%	309 46% E	298 37%	305 41%	523 41%	388 41%	227 45% N	223 40%	188 38%	130 42%	50 49% N*	65 35%	30 48% *	316 40%	596 42%	631 42%	281 39%	162 43%	248 43%	224 40%	238 43%	768 41%	131 46%	122 42%	209 36%	59 33% Zabde	185 77% Zabde	61 59% Zabe*	40 43% *	271 34%	370 57% f	148 32%	622 50% h	
At a time like the present, we should stick with political parties and leaders who have been in power before	432 19%	236 22% C	194 17%	117 17%	162 20%	152 21%	285 23% H	146 15%	98 19%	97 17%	97 20%	78 25% JO	23 22% *	32 17%	7 12% *	191 24% Q	241 17%	308 20%	124 17%	45 12%	110 19% T	117 21% T	136 24% T	370 20%	56 19%	72 25% cd	184 31% cde	42 24% c	12 5%	15 14% c*	17 18% c*	227 29% g	89 14%	194 42% i	145 12%	
Neither	458 21%	202 19%	251 23% B	111 17% D	175 22% D	173 23%	258 20% D	201 21%	83 16%	123 22% I	119 24% IM	63 21%	14 14% *	47 26% IM	9 15% *	167 21% *	292 20%	293 20%	165 23%	86 23%	135 24% V	97 17% V	105 19%	394 21%	56 20%	54 19% c	109 18% c	54 31% Zacd	23 10%	13 13% *	27 29% acd*	177 22% g	108 17%	77 17%	256 21%	
Don't know	413 19%	141 13% B	269 24% F	131 20% F	168 15% F	114 15%	201 16% G	212 22% G	101 20% L	118 21% L	87 18%	37 12%	15 15% *	40 22% L	15 25% L*	117 15% P	296 21% P	269 18%	144 20%	83 22% UW	79 14% UW	118 21% UW	76 14%	362 19%	44 15%	42 14% c	86 15% c	22 12%	19 8%	14 14% *	10 11% *	118 15% *	80 12%	42 9%	216 17% h	

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

ColumnProportions (5%): A,B/C,D/E/F,G/H,I/J/K/L/M/N/O,P/Q,R/S,T/U/V/W,X/Y,Z/a/b/c/d/e,f/g,h/i Minimum Base: 30(**) 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/V/W,X/Y,Z/a/b/c/d/e,f/g,h/i Minimum Base: 30(**) Small Base: 100(*)

PUBLIC
New Britain system
Adults 18-75 UK

Q6. I'd now like you to think about what is important and what is not important to you when deciding what party to vote for. Would each of the following make you more or less likely to vote for a political party or leader, or would it make no difference? - Summary
All Adults aged 18-75 in the UK

Q6. I'd now like you to think about what is important and what is not important to you when deciding what party to vote for. Would each of the following make you more or less likely to vote for a political party or leader, or would it make no difference?										
	A political party or leader that stands up for common people against the elite	A political party or leader that wants to radically change the status quo	A political party or leader that has been in power before	A political party with a leader who says what he/she thinks, even if it offends others	A political party or leader that prioritises UK/Britain over immigrant s	A political party or leader that is prepared to make compromises	A political party or leader that listens to what experts say is best for the country	A political party or leader that wants to attract more foreign companies and workers to the UK	A political party or leader that listens to alternative points of view for the rights of minorities	A political party or leader that stands up for the rights of minorities
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
Unweighted base	2215	2215	2215	2215	2215	2215	2215	2215	2215	2215
Weighted base	2215	2215	2215	2215	2215	2215	2215	2215	2215	2215
Much more likely to vote for that party or leader (2)	828 37%	384 17%	118 5%	492 22%	693 31%	336 15%	557 25%	217 10%	527 24%	564 25%
Slightly more likely to vote for that party or leader (1)	677 31%	618 28%	328 15%	649 29%	380 17%	825 37%	783 35%	381 17%	899 41%	508 23%
Make no difference (0)	418 19%	566 26%	1135 54%	508 23%	560 25%	580 26%	512 23%	751 34%	468 21%	674 30%
Slightly less likely to vote for that party or leader (-1)	82 4%	252 11%	221 10%	240 11%	207 9%	183 8%	108 5%	362 16%	86 4%	164 7%
Much less likely to vote for that party or leader (-2)	52 2%	101 5%	149 7%	116 5%	223 10%	73 3%	61 3%	284 13%	44 2%	136 6%
Don't know	159 7%	294 13%	205 9%	210 9%	153 7%	218 10%	195 9%	220 10%	192 9%	168 8%
NET: Much/Slightly more liekly to vote	1504 68%	1002 45%	446 20%	1141 52%	1072 48%	1161 52%	1339 60%	598 27%	1426 64%	1072 48%
NET: Much/Slightly less liekly to vote	134 6%	353 16%	369 17%	356 16%	430 19%	256 12%	169 8%	646 29%	130 6%	300 14%
Mean	1.04	0.49	0.02	0.58	0.54	0.59	0.82	-0.06	0.88	0.59

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

ColumnProportions (3%) A/B/C/D/E/F/G/H/I/J Minimum Base: 30 (***) Small Base: 100 (**)

ColumnMeans (3%) A/B/C/D/E/F/G/H/I/J Minimum Base: 30 (***) Small Base: 100 (**)

24-089497-47 - 21st - 25th of November																																				
PUBLIC																																				
New Britain system																																				
Adults 18-75 UK																																				
Q6. I'd now like you to think about what is important and what is not important to you when deciding what party to vote for. Would each of the following make you more or less likely to vote for a political party or leader, or would it make no difference? - A political party or leader that stands up for common people against the elite																																				
All Adults aged 18-75 in the UK																																				
		Gender			Aggregated Age Breaks			Social grade		Region							Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016		Performance of UK Parliament	
	Total	Male	Female	18-34	35-54	55-75	ABC1	C2DE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	NORTHERN IRELAND	GRADUATE ES	NON GRADUATE ES	WORKING	NOT WORKING	UP TO £19999	£20000 - £34999	£35000 - £54999	£55000+	WHITE ETHNIC GROUP	MINORITY ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	GREEN	OTHER	REMAIN	LEAVE	Well	Bad	
	(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)	
Unweighted base	2215	1074	1127	688	820	707	1276	939	522	556	486	305	103	183	60	1126	1089	1455	760	379	540	537	604	1873	309	292	614	181	217	103	93	822	611	504	1196	
Weighted base	2215	1086	1115	668	804	744	1268	947	509	560	491	309	102	183	62	791	1424	1502	713	376	572	555	556	1894	287	290	588	177	239	103	93	793	647	461	1240	
Much more likely to vote for that party or leader (2)	828 37%	408 38%	416 37%	233 35%	317 39%	278 37%	448 35%	380 40% G	211 41%	209 37%	176 36%	105 34%	40 39% *	69 38%	18 29% *	293 37%	535 38%	569 38%	259 36%	146 39%	226 40%	194 35%	208 37%	720 38%	97 34%	91 31%	265 45% Z	67 38%	107 45% Z	61 59% Zabce*	34 37% *	310 39%	284 44%	162 35%	546 44% h	
Slightly more likely to vote for that party or leader (1)	677 31%	341 31%	332 30%	188 28%	221 28%	267 36% DE	413 33% H	263 28%	155 31%	173 31%	149 30%	84 27%	36 35% *	56 30%	24 39% *	255 32%	421 30%	435 29%	242 34% R	84 22%	166 29% T	186 34% T	189 34% T	592 31%	76 26%	96 33%	185 31%	55 31%	78 33%	29 29% *	35 38% *	262 33%	202 31%	160 35%	370 30%	
Make no difference (0)	418 19%	212 19%	202 18%	110 16%	169 21% D	139 19%	246 19%	172 18%	75 15%	99 18%	109 22% I	65 21% I	17 17% *	42 23% I	11 17% *	141 18%	277 19%	289 19%	128 18%	84 22%	106 19%	105 19%	97 17%	354 19%	57 20%	66 23% ade	85 15%	37 21% de	41 17%	9 9% *	8 9% *	141 18%	107 17%	92 20% i	193 16%	
Slightly less likely to vote for that party or leader (-1)	82 4%	43 4%	38 3%	47 7% EF	21 3%	14 2%	49 4%	33 3%	15 3%	20 4%	14 3%	22 7% IUKN	3 3% *	3 2%	4 7% *	38 5% Q	44 3%	62 4%	20 3%	12 3%	24 4%	22 4%	24 4%	59 3%	19 7% X	16 5% c	20 3%	10 5% c	3 1%	1 7% *	6 4% cd*	30 4%	18 3%	19 4%	37 3%	
Much less likely to vote for that party or leader (-2)	52 2%	37 3% C	15 1%	24 4% F	18 2%	10 1%	34 3%	17 2% G	11 2%	10 2%	9 2%	13 4%	1 1% *	4 2%	3 4% *	22 3%	29 2%	38 3%	14 2%	10 3%	16 3%	11 2%	13 2%	41 2%	10 3%	7 2%	16 3%	3 2%	2 1%	1 1% *	6 7% cd*	26 3% g	9 1%	19 4% i	20 2%	
Don't know	159 7%	46 4%	111 10% B	66 10% F	58 7%	36 5%	78 6%	82 9% G	41 8%	49 9%	34 7%	19 6%	5 5% *	9 5%	2 4% *	41 5%	118 8% P	108 7%	51 7%	40 11% UVW	33 6%	37 7%	25 5%	127 7%	28 10%	14 5%	17 3%	4 2%	7 3%	2 2% *	4 4% *	24 3%	27 4%	10 2%	73 6% h	
NET: Much/Slightly more liekly to vote	1504 68%	749 69%	748 67%	421 63%	538 67%	545 73% DE	861 68%	644 68%	366 72% L	382 68%	325 66%	190 61%	76 74% L*	125 68%	42 68% *	548 69%	956 67%	1004 67%	500 70%	231 61%	392 69% T	380 68% T	397 71% T	1313 69% Y	173 60%	187 65%	449 76% Z	123 69%	185 78% Z	90 88% Zabe*	69 74% *	572 72%	487 75%	321 70%	916 74%	
NET: Much/Slightly less liekly to vote	134 6%	80 7% C	53 5%	71 11% EF	39 5%	24 3%	84 7%	50 5%	26 5%	30 5%	23 5%	35 11% IUKN	4 4% *	7 4%	7 11% N*	60 8% Q	73 5%	100 7%	34 5%	22 6%	40 7%	33 6%	37 7%	101 5%	29 10% X	22 8% cd	36 6% c	12 7% cd	6 2%	1 1% *	12 13% acd*	56 7% g	27 4%	38 8% i	57 5%	
Mean	1.04	1.00	1.09	0.93	1.07 D	1.11 D	1.00	1.10 G	1.16 LO	1.08 L	1.03 L	0.85	1.13 L*	1.05	0.84 *	1.01	1.06	1.03	1.07	1.03	1.05	1.02	1.05	1.07 Y	0.89	0.90	1.16 Z	1.01	1.23 Zbe	1.48 Zabce*	0.96 *	1.04	1.18 f	0.94	1.19 h	

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

ColumnProportions (5%): A,B/C,D/E/F,G/H,I/J/K/L/M/N/O,P/Q,R,S,T,U/V/W,X/Y,Z/a/b/c/d/e,f/g,h/i Minimum Base: 30(**) 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/V/W,X/Y,Z/a/b/c/d/e,f/g,h/i Minimum Base: 30(**) Small Base: 100(*)

24-089497-47 - 21st - 25th of November																																					
PUBLIC																																					
New Britain system																																					
Adults 18-75 UK																																					
Q6. I'd now like you to think about what is important and what is not important to you when deciding what party to vote for. Would each of the following make you more or less likely to vote for a political party or leader, or would it make no difference? - A political party or leader that wants to radically change the status quo																																					
All Adults aged 18-75 in the UK																																					
		Gender			Aggregated Age Breaks			Social grade		Region							Education		Employment status		Income				Ethnicity		General Election 2024 Vote							Referendum 2016		Performance of UK Parliament	
	Total	Male	Female	18-34	35-54	55-75	ABC1	C2DE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	NORTHERN IRELAND	GRADUATE	NON GRADUATE	WORKING	NOT WORKING	UP TO £19999	£20000 - £34999	£35000 - £49999	£55000+	WHITE ETHNIC GROUP	MINORITY ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	GREEN	OTHER	REMAIN	LEAVE	Well	Bad		
	(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)		
Unweighted base	2215	1074	1127	688	820	707	1276	939	522	556	486	305	103	183	60	1126	1089	1455	760	379	540	537	604	1873	309	292	614	181	217	103	93	822	611	504	1196		
Weighted base	2215	1086	1115	668	804	744	1268	947	509	560	491	309	102	183	62	791	1424	1502	713	376	572	555	556	1894	287	290	588	177	239	103	93	793	647	461	1240		
Much more likely to vote for that party or leader (2)	384 17%	220 20% C	162 15%	117 17%	124 15%	143 19%	222 18%	162 17%	109 21% J	75 13%	80 16%	52 17%	26 25% JK*	35 19%	9 14% *	134 17%	250 18%	261 17%	123 17%	63 17%	108 19%	92 17%	100 18%	332 18%	49 17%	60 21% ab	85 15%	16 9%	86 36% Zabde	20 19% b*	21 22% b*	114 14%	172 27% f	66 14%	278 22% h		
Slightly more likely to vote for that party or leader (1)	618 28%	315 29%	300 27%	180 27%	238 30%	201 27%	364 29%	254 27%	141 28%	162 29%	136 28%	88 28%	27 26% *	53 29%	11 17% *	226 29%	392 28%	437 29%	181 25%	88 23%	161 28%	159 29%	169 30% T	537 28%	76 26%	99 34%	163 28%	55 31%	87 36% a	36 19% *	28 30% *	216 27% f	224 35% f	119 26% h	388 31% h		
Make no difference (0)	566 26%	303 28% C	260 23%	175 26%	216 27%	175 24%	304 24%	262 28%	126 25%	143 26%	118 24%	78 25%	23 23% *	52 29%	24 40% IJKLM**	191 24%	375 26%	389 26%	177 25%	105 28%	136 24%	154 28%	137 25%	474 25%	83 29%	62 21%	154 26% c	46 26% c	37 16%	17 17% *	19 20% *	209 26% g	120 18%	128 28% i	279 23%		
Slightly less likely to vote for that party or leader (-1)	252 11%	109 10%	140 13%	74 11%	80 10%	97 13%	176 14% H	76 8%	43 8%	67 12%	79 16% ILM	32 10%	6 6% *	18 10%	7 12% *	112 14% Q	140 10%	176 12%	76 11%	33 9%	75 13%	70 13%	63 11%	213 11%	31 11%	32 11% c	89 15% c	32 18% Zc	6 3%	10 10% c*	16 17% c*	122 15% g	56 9%	73 16% i	113 9%		
Much less likely to vote for that party or leader (-2)	101 5%	58 5%	42 4%	25 4%	35 4%	41 6%	57 4%	44 5%	20 4%	29 5% N	22 4%	18 6% N	6 6% N*	2 1%	4 7% N*	43 5%	58 4%	65 4%	36 5%	22 6% V	21 4%	13 2%	38 7% UV	88 5%	13 4%	14 5%	31 5%	11 6%	7 3%	2 2% *	3 4% *	48 6% g	21 3%	51 11% i	33 3%		
Don't know	294 13%	81 7%	211 19% B	97 14%	110 14%	87 12%	145 11%	149 16% G	69 14%	84 15%	56 11%	42 14%	14 14% *	22 12%	6 10% *	83 11%	211 15% P	175 12%	119 17% R	67 18% UVW	71 12%	67 12%	49 9%	251 13%	37 13%	24 8%	65 11%	17 10%	16 7%	18 17% Zce*	6 7% *	83 11% g	54 8%	24 5%	148 12% h		
NET: Much/Slightly more liekly to vote	1002 45%	535 49% C	462 41%	296 44%	362 45%	344 46%	586 46%	416 44%	250 49% JO	237 42%	216 44%	139 45%	53 52% O*	88 48% O	19 32% *	360 46%	642 45%	698 46%	305 43%	150 40%	269 47%	251 45%	268 48% T	869 46%	124 43%	158 55% ab	249 42%	71 40%	173 72% Zabde	56 55% ab*	49 53% *	330 42% f	396 61% f	185 40%	666 54% h		
NET: Much/Slightly less liekly to vote	353 16%	167 15%	181 16%	99 15%	115 14%	138 19% E	233 18% H	120 13%	63 12%	96 17% I	100 20% IN	50 16%	12 12% *	20 11%	12 19% *	155 20% Q	197 14%	240 16%	112 16%	55 15%	97 17%	84 15%	102 18%	300 16%	44 15%	46 16% c	120 20% c	43 24% Zcd	13 5%	12 12% *	19 21% c*	171 22% g	77 12%	125 27% i	146 12%		
Mean	0.49	0.53	0.44	0.50	0.49	0.47	0.46	0.52	0.63 JKO	0.39	0.40	0.46	0.69 JKO*	0.63 JKO	0.22 *	0.42	0.52 P	0.49	0.47	0.44	0.52	0.50	0.45	0.49	0.47	0.60 ab	0.35	0.21 Zabde	0.73 ab*	0.54 b*	0.32	0.79 f	0.17	0.70 h			

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

ColumnProportions (5%): A,B/C,D/E/F,G/H,I/J/K/L/M/N/O,P/Q,R,S,T,U/V/W,X/Y,Z/a/b/c/d/e,f/g,h/i Minimum Base: 30(**) 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/V/W,X/Y,Z/a/b/c/d/e,f/g,h/i Minimum Base: 30(**) Small Base: 100(*)

24-089497-47 - 21st - 25th of November

PUBLIC

New Britain system

Adults 18-75 UK

Q6. I'd now like you to think about what is important and what is not important to you when deciding what party to vote for. Would each of the following make you more or less likely to vote for a political party or leader, or would it make no difference? - A political party or leader that has been in power before

All Adults aged 18-75 in the UK

		Gender			Aggregated Age Breaks			Social grade		Region							Education		Employment status		Income				Ethnicity		General Election 2024 Vote							Referendum 2016		Performance of UK Parliament	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55-75 (F)	ABC1 (G)	C2DE (H)	NORTH (I)	MIDLANDS (J)	SOUTH (K)	LONDON (L)	WALES (M)	SCOTLAND (N)	N IRELAND (O)	GRADUAT ES (P)	NON GRADUAT ES (Q)	WORKING (R)	NOT WORKING (S)	UP TO £19999 (T)	£20000 - £34999 (U)	£35000 - £54999 (V)	£55000+ (W)	WHITE ETHNIC GROUP (X)	MINORITY ETHNIC GROUP (Y)	CONSERV ATIVE (Z)	LABOUR (a)	LIBERAL DEMOCRA TS (b)	REFORM UK (c)	GREEN (d)	OTHER (e)	REMAIN (f)	LEAVE (g)	Well (h)	Bad (i)		
Unweighted base	2215	1074	1127	688	820	707	1276	939	522	556	486	305	103	183	60	1126	1089	1455	760	379	540	537	604	1873	309	292	614	181	217	103	93	822	611	504	1196		
Weighted base	2215	1086	1115	668	804	744	1268	947	509	560	491	309	102	183	62	791	1424	1502	713	376	572	555	556	1894	287	290	588	177	239	103	93	793	647	461	1240		
Much more likely to vote for that party or leader (2)	118	63	56	37	42	39	76	42	28	25	15	32	7	9	2	51	67	86	32	24	24	22	40	99	19	29	36	6	10	3	4	51	33	44	48		
	5%	6%	5%	6%	5%	5%	6%	4%	5%	4%	3%	10%	7%	5%	2%	6%	5%	6%	5%	6%	4%	4%	7%	5%	7%	10%	6%	4%	4%	3%	5%	6%	5%	9%	4%		
Slightly more likely to vote for that party or leader (1)	328	184	142	135	106	87	219	109	75	71	67	61	23	18	14	135	193	250	79	52	54	88	119	260	63	56	108	31	18	11	16	132	75	133	125		
	15%	17%	13%	20%	13%	12%	17%	12%	15%	13%	14%	20%	22%	10%	23%	17%	14%	17%	11%	14%	9%	16%	21%	14%	22%	19%	18%	18%	7%	10%	17%	17%	12%	29%	10%		
Make no difference (0)	1195	574	613	279	456	460	676	519	257	303	295	147	46	113	33	415	779	784	411	199	319	316	281	1057	122	163	304	111	133	55	54	447	368	217	717		
	54%	53%	55%	42%	57%	62%	53%	55%	51%	54%	60%	48%	45%	62%	53%	53%	55%	52%	58%	53%	56%	57%	51%	56%	42%	56%	52%	63%	55%	54%	57%	56%	57%	47%	58%		
Slightly less likely to vote for that party or leader (-1)	221	115	103	87	74	59	126	94	53	57	49	31	8	17	6	97	123	157	64	29	67	56	59	181	38	20	72	12	26	15	10	72	73	40	138		
	10%	11%	9%	13%	9%	8%	10%	10%	10%	10%	10%	10%	8%	9%	9%	12%	9%	10%	9%	8%	12%	10%	11%	10%	13%	7%	12%	7%	11%	15%	10%	9%	11%	9%	11%		
Much less likely to vote for that party or leader (-2)	149	85	63	49	49	51	73	76	47	38	30	15	5	8	4	38	111	90	59	33	54	30	20	130	15	13	27	10	41	10	6	51	64	12	112		
	7%	8%	6%	7%	6%	7%	6%	8%	9%	7%	6%	5%	5%	5%	6%	5%	8%	6%	8%	9%	9%	5%	4%	7%	5%	4%	5%	6%	17%	10%	6%	6%	10%	3%	9%		
Don't know	205	65	137	80	77	47	97	107	48	65	35	23	13	17	4	54	151	135	69	40	53	42	36	166	31	9	41	5	11	9	4	39	34	15	101		
	9%	6%	12%	12%	10%	6%	8%	11%	10%	12%	7%	7%	12%	9%	6%	7%	11%	9%	10%	11%	9%	8%	7%	9%	11%	3%	7%	3%	5%	8%	4%	5%	5%	3%	8%		
NET: Much/Slightly more liekly to vote		446	246	198	172	148	126	296	151	103	96	82	92	30	27	16	186	260	336	111	76	78	110	159	359	82	85	144	38	28	14	20	183	109	177	172	
	20%	23%	18%	26%	18%	17%	23%	16%	20%	17%	17%	30%	29%	15%	25%	24%	18%	22%	16%	20%	14%	20%	29%	19%	28%	29%	24%	21%	12%	13%	22%	23%	17%	38%	14%		
		C		EF			H					UKN	JKN*		*	Q		S		U		U	TUV		X	cd	cd	c	*	c*	g	i					
NET: Much/Slightly less liekly to vote		369	200	167	136	123	110	199	170	100	96	79	46	13	26	10	135	234	246	123	62	121	87	79	311	53	33	99	23	68	25	16	124	137	52	250	
	17%	18%	15%	20%	15%	15%	16%	18%	20%	17%	16%	15%	13%	14%	16%	17%	16%	16%	17%	17%	21%	16%	14%	16%	19%	11%	17%	13%	28%	25%	17%	16%	21%	11%	20%		
		C		EF									*		*			vw			vw					Z	Zab	Zb*	*		f		h				
Mean		0.02	0.02	0.02	0.04	0.03	0.01	0.09	-0.06	-0.04	-0.03	0.22	0.21	0.02	0.06	0.09	-0.01	0.06	-0.06	0.01	-0.14	0.03	0.19	0.01	0.13	0.24	0.10	0.07	-0.31	-0.21	0.03	0.08	-0.10	0.35	-0.12		
							H					UKN	UK*		*	Q		S		U		TUV			acd	cd	cd		*	c*	g	i					

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

ColumnProportions (5%): A,B/C,D/E/F,G/H,I/J/K/L/M/N/O,P/Q,R,S,T,U/V/W,X/Y,Z/a/b/c/d/e,f/g,h/i Minimum Base: 30(**) 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/V/W,X/Y,Z/a/b/c/d/e,f/g,h/i Minimum Base: 30(**) Small Base: 100(*)

24-089497-47 - 21st - 25th of November

PUBLIC

New Britain system

Adults 18-75 UK

Q6. I'd now like you to think about what is important and what is not important to you when deciding what party to vote for. Would each of the following make you more or less likely to vote for a political party or leader, or would it make no difference? - A political party with a leader who says what he/she thinks, even if it offends others

All Adults aged 18-75 in the UK

		Gender			Aggregated Age Breaks			Social grade		Region							Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016		Performance of UK Parliament	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55-75 (F)	ABC1 (G)	C2DE (H)	NORTH (I)	MIDLANDS (J)	SOUTH (K)	LONDON (L)	WALES (M)	SCOTLAND (N)	NORTHERN IRELAND (O)	GRADUATE ES (P)	NON GRADUATE ES (Q)	WORKING (R)	NOT WORKING (S)	UP TO £19999 (T)	£20000 - £34999 (U)	£35000 - £54999 (V)	£55000+ (W)	WHITE ETHNIC GROUP (X)	MINORITY ETHNIC GROUP (Y)	CONSERVATIVE (Z)	LABOUR (a)	LIBERAL DEMOCRATS (b)	REFORM UK (c)	GREEN (d)	OTHER (e)	REMAIN (f)	LEAVE (g)	Well (h)	Bad (i)	
Unweighted base	2215	1074	1127	688	820	707	1276	939	522	556	486	305	103	183	60	1126	1089	1455	760	379	540	537	604	1873	309	292	614	181	217	103	93	822	611	504	1196	
Weighted base	2215	1086	1115	668	804	744	1268	947	509	560	491	309	102	183	62	791	1424	1502	713	376	572	555	556	1894	287	290	588	177	239	103	93	793	647	461	1240	
Much more likely to vote for that party or leader (2)	492	287	205	135	156	201	254	238	123	128	120	52	22	36	12	144	348	323	170	90	148	117	115	448	40	94	108	30	103	13	15	125	237	97	333	
	22%	26% C	18%	20%	19%	27% DE	20%	25% G	24% L	23%	25% L	17%	21% *	20%	19% *	18%	24% P	21%	24%	24%	26%	21%	21%	24% Y	14%	32% abde	18%	17%	43% Zabde	13% *	16% *	16%	37% f	21%	27% h	
Slightly more likely to vote for that party or leader (1)	649	315	330	182	217	250	379	269	153	166	139	85	33	58	16	242	407	426	223	103	162	165	179	564	77	110	166	58	80	26	22	218	234	140	379	
	29%	29%	30%	27%	27%	34% DE	30%	28%	30%	30%	28%	28%	32% *	31%	25% *	31%	29%	28%	31%	27%	28%	30%	32%	30%	27% ade	27%	38% ade	28%	33%	34%	25% *	24% *	28%	36% f	30%	31%
Make no difference (0)	508	260	244	148	201	159	305	203	117	115	108	79	23	48	18	171	337	348	160	89	123	149	115	427	75	52	136	46	36	25	25	207	107	108	257	
	23%	24%	22%	22%	25%	21%	24%	21%	23%	20%	22%	26%	23% *	26%	30% *	22%	24%	23%	22%	24%	22%	27% W	21%	23%	26% c	23% c	15%	25% *	25% c*	27% c*	26% g	16%	23%	21%		
Slightly less likely to vote for that party or leader (-1)	240	99	139	85	102	52	157	83	48	59	55	40	15	20	4	117	123	179	60	33	63	49	74	195	38	16	92	18	11	16	26	125	33	71	109	
	11%	9%	13% B	13% F	13% F	7%	12% H	9%	9%	11%	11%	13%	14% *	11%	7% *	15% Q	9%	12% S	8%	9%	11%	9%	13% TV	10%	13%	6%	16% Zc	10% c	5%	15% Zc*	28% Zabc*	16% g	5%	15% i	9%	
Much less likely to vote for that party or leader (-2)	116	60	54	41	39	37	74	42	16	31	25	22	2	11	9	57	59	86	30	20	22	31	35	93	20	8	48	8	1	8	4	58	10	29	61	
	5%	6%	5%	6%	5%	5%	6%	4%	3%	6%	5%	7% I	2% *	6%	14% UKM*	7% Q	4%	6%	4%	5%	4%	6%	6%	5%	7% c	3% c	8% c	5% c	0%	7% c*	4% c*	7% g	2%	6%	5%	
Don't know	210	65	143	76	89	46	98	112	52	62	43	31	7	11	3	59	151	140	70	42	54	45	38	167	37	9	38	16	8	15	2	59	27	16	100	
	9%	6%	13% B	11% F	11% F	6%	8%	12% G	10%	11%	9%	10%	7% *	6%	5% *	7% P	11% P	9%	10%	10%	11% W	9%	8%	7%	9% G	13% X	3%	6%	9% Zce	3% Zace*	15% Zace*	2% *	7% g	4%	4%	8% h
NET: Much/Slightly more liekly to vote		1141	602	535	317	373	634	507	276	293	260	137	54	93	27	386	755	748	393	193	310	281	294	1011	117	204	274	89	184	39	37	343	471	237	712	
		52%	55% C	48%	48%	46%	61% DE	50%	54%	54% L	52% L	44%	53% *	51%	44% *	49%	53%	50%	55% R	51%	54%	51%	53%	53% Y	41%	70% abde	47%	50%	77% abde	38% *	40% *	43%	73% f	51%	57% h	
NET: Much/Slightly less liekly to vote		356	160	193	126	140	89	231	64	90	79	61	17	31	13	174	182	265	91	53	85	80	109	289	58	25	140	27	12	23	29	183	43	100	170	
		16%	15%	17% F	17% F	12% F	18% H	13%	13%	16%	16%	20% I	16% *	17%	21% *	22% Q	13%	18% S	13%	14%	15%	14%	20% TUV	15%	20% Zbc	15% Zc	5%	23% Zbc	15% Zc	5% Zc*	32% Zbc*	23% g	7% i	22%	14%	
Mean		0.58	0.65 C	0.51	0.48	0.49	0.75 DE	0.50	0.69 G	0.70 LO	0.60 L	0.62 L	0.38	0.60 *	0.50	0.29 *	0.41	0.68 P	0.53	0.69 R	0.62	0.68 W	0.56	0.51	0.62 Y	0.32 abde	0.35	0.52	1.19 Zabde	0.24 *	0.21 *	0.31	1.06 f	0.46	0.72 h	

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

ColumnProportions (5%): A,B/C,D/E/F,G/H,I/J/K/L/M/N/O,P/Q,R,S,T,U/V/W,X/Y,Z/a/b/c/d/e,f/g,h/i Minimum Base: 30(**) 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/V/W,X/Y,Z/a/b/c/d/e,f/g,h/i Minimum Base: 30(**) Small Base: 100(*)

24-089497-47 - 21st - 25th of November																																					
PUBLIC																																					
New Britain system																																					
Adults 18-75 UK																																					
Q6. I'd now like you to think about what is important and what is not important to you when deciding what party to vote for. Would each of the following make you more or less likely to vote for a political party or leader, or would it make no difference? - A political party or leader that prioritises people born in the UK/Britain over immigrants																																					
All Adults aged 18-75 in the UK																																					
		Gender			Aggregated Age Breaks			Social grade		Region							Education		Employment status		Income				Ethnicity		General Election 2024 Vote							Referendum 2016		Performance of UK Parliament	
	Total	Male	Female	18-34	35-54	55-75	ABC1	C2DE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	N IRELAND	GRADUAT ES	NON GRADUAT ES	WORKING	NOT WORKING	UP TO £19999	£20000 - £34999	£35000 - £54999	£55000+	WHITE ETHNIC GROUP	MINORITY ETHNIC GROUP	CONSERV ACTIVE	LABOUR	LIBERAL DEMOCRA TS	REFORM UK	GREEN	OTHER	REMAIN	LEAVE	Well	Bad		
	(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)		
Unweighted base	2215	1074	1127	688	820	707	1276	939	522	556	486	305	103	183	60	1126	1089	1455	760	379	540	537	604	1873	309	292	614	181	217	103	93	822	611	504	1196		
Weighted base	2215	1086	1115	668	804	744	1268	947	509	560	491	309	102	183	62	791	1424	1502	713	376	572	555	556	1894	287	290	588	177	239	103	93	793	647	461	1240		
Much more likely to vote for that party or leader (2)	693	358	333	123	246	324	333	359	160	197	156	78	25	57	19	175	518	421	271	138	211	162	136	641	42	161	121	29	176	10	19	131	405	84	529		
	31%	33%	30%	18%	31% D	44% DE	26%	38% G	32%	35% L	32%	25%	25% *	31%	31% *	22%	36% P	28%	38% R	37% VW	37% VW	29%	24%	34% Y	15%	56% abde	21% d	16%	73% Zabde	10% *	21% *	17%	63% f	18%	43% h		
Slightly more likely to vote for that party or leader (1)	380	195	183	139	116	125	232	148	99	88	88	57	18	20	9	150	230	267	113	51	86	108	120	320	55	54	116	41	29	19	13	158	101	105	195		
	17%	18%	16%	21% E	14%	17%	18%	16%	19% N	16%	18% N	19%	17% *	11%	14% *	19%	16%	18%	16%	13%	15%	20% T	22% TU	17%	19%	19%	20% c	23% c	12%	19%	14% *	20%	16%	23% i	16%		
Make no difference (0)	560	288	270	170	217	173	340	220	124	130	121	70	34	61	20	212	348	398	162	85	143	133	161	469	83	46	165	58	19	28	34	236	93	134	258		
	25%	27%	24%	26%	27%	23%	27%	23%	24%	23%	25%	23%	33% *	34% UKL	32% *	27%	24%	26%	23%	23%	25%	24%	29%	25%	29%	16% c	28% Zc	33% Zc	8%	27% Zc*	36% Zc*	30% Zc*	14%	29%	21%		
Slightly less likely to vote for that party or leader (-1)	207	94	109	92	74	40	133	74	42	58	44	31	7	18	6	104	102	155	51	35	41	58	56	161	43	12	81	25	7	19	14	121	19	62	87		
	9%	9%	10%	14% EF	9% F	5%	11% H	8%	8%	10%	9%	10%	7% *	10%	10% *	13% Q	7%	10%	7%	9%	7%	10%	10%	9%	15% X	4%	14% Zc	14% Zc	3%	18% Zc*	15% Zc*	15% g	3%	13% i	7%		
Much less likely to vote for that party or leader (-2)	223	103	117	80	86	57	152	71	48	41	52	50	12	14	6	104	119	156	67	40	59	50	59	181	40	9	84	20	3	24	13	122	12	62	108		
	10%	10%	10%	12% F	11%	8%	12% H	8%	9%	7%	11%	16% UKN	11% *	8%	10% *	13% Q	8%	10%	9%	11%	10%	9%	11%	10%	14% X	3%	14% Zc	11% Zc	1%	23% Zabc*	14% Zc*	15% g	2%	14% i	9%		
Don't know	153	49	102	64	64	25	78	75	35	46	29	22	7	12	2	45	108	104	48	28	31	45	23	123	24	8	22	5	6	2	-	24	17	14	63		
	7%	4%	9% B	10% F	8% F	3%	6%	8%	7%	8%	6%	7%	7% *	6%	3% *	6%	8%	7%	7%	7%	5%	8% W	4%	7%	8%	3%	4%	3%	3%	2% *	- *	3%	3%	3%	5%		
NET: Much/Slightly more liekly to vote	1072 48%	553 51%	517 46%	261 39%	362 45% D	449 60% DE	565 45%	508 54% G	259 51%	285 51%	244 50%	135 44%	43 42% *	77 42%	28 46% *	325 41%	747 52% P	688 46%	385 54% R	188 50%	298 52%	270 49%	256 46%	961 51% Y	97 34%	215 74% abde	237 40% d	70 40%	205 86% Zabde	29 29% *	32 35% *	289 37% f	507 78% f	189 41% h	724 58% h		
NET: Much/Slightly less liekly to vote	430 19%	197 18%	226 20%	172 26% EF	161 20% F	97 13%	285 22% H	145 15%	90 18%	98 18%	97 20%	81 26% iUN	18 18% *	32 18%	12 20% *	208 26% Q	221 16%	312 21% S	118 17%	75 20%	100 18%	108 19%	115 21%	342 18%	83 29% X	20 7%	165 28% Zc	44 25% Zc	10 4%	43 42% Zabc*	27 29% Zc*	243 31% g	30 5%	125 27% i	195 16%		
Mean	0.54	0.59	0.50	0.22	0.49 D	0.86 DE	0.39	0.75 G	0.59 L	0.67 L	0.54 L	0.29	0.40 *	0.51	0.48 *	0.25	0.70 P	0.46	0.71 R	0.61 W	0.65 W	0.54	0.41	0.61 Y	0.07	1.24 abde	0.19 d	0.20 d	1.58 Zabde	-0.27 *	0.13 *	0.07	1.38 f	0.19	0.81 h		

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

ColumnProportions (5%): A,B/C,D/E/F,G/H,I/J/K/L/M/N/O,P/Q,R,S,T,U/V/W,X/Y,Z/a/b/c/d/e,f/g,h/i Minimum Base: 30(**) 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/V/W,X/Y,Z/a/b/c/d/e,f/g,h/i Minimum Base: 30(**) Small Base: 100(*)

24-089497-47 - 21st - 25th of November
PUBLIC
New Britain system
Adults 18-75 UK

Q6. I'd now like you to think about what is important and what is not important to you when deciding what party to vote for. Would each of the following make you more or less likely to vote for a political party or leader, or would it make no difference? - A political party or leader that is prepared to make compromises

All Adults aged 18-75 in the UK

		Gender			Aggregated Age Breaks			Social grade		Region							Education		Employment status		Income				Ethnicity		General Election 2024 Vote							Referendum 2016		Performance of UK Parliament	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55-75 (F)	ABC1 (G)	C2DE (H)	NORTH (I)	MIDLANDS (J)	SOUTH (K)	LONDON (L)	WALES (M)	SCOTLAND (N)	NORTHERN IRELAND (O)	GRADUATE ES (P)	NON GRADUATE ES (Q)	WORKING (R)	NOT WORKING (S)	UP TO £19999 (T)	£20000 - £34999 (U)	£35000 - £54999 (V)	£55000+ (W)	WHITE ETHNIC GROUP (X)	MINORITY ETHNIC GROUP (Y)	CONSERVATIVE (Z)	LABOUR (a)	LIBERAL DEMOCRATS (b)	REFORM UK (c)	GREEN (d)	OTHER (e)	REMAIN (f)	LEAVE (g)	Well (h)	Bad (i)		
Unweighted base	2215	1074	1127	688	820	707	1276	939	522	556	486	305	103	183	60	1126	1089	1455	760	379	540	537	604	1873	309	292	614	181	217	103	93	822	611	504	1196		
Weighted base	2215	1086	1115	668	804	744	1268	947	509	560	491	309	102	183	62	791	1424	1502	713	376	572	555	556	1894	287	290	588	177	239	103	93	793	647	461	1240		
Much more likely to vote for that party or leader (2)	336	164	172	101	125	110	188	148	78	85	68	52	16	26	12	123	214	235	101	64	81	80	98	290	40	37	119	30	28	14	13	125	103	95	195		
	15%	15%	15%	15%	16%	15%	15%	16%	15%	15%	14%	17%	16%	14%	19%	16%	15%	16%	14%	17%	14%	14%	18%	15%	14%	13%	20% Zc	17%	12%	13%	14%	16%	16%	21%	16%		
Slightly more likely to vote for that party or leader (1)	825	391	428	217	295	313	520	305	175	201	192	118	44%	74	20	319	505	561	263	113	205	216	231	728	88	125	246	92	77	33	33	357	230	205	456		
	37%	36%	38%	33%	37%	42% DE	41% H	32%	34%	36%	39%	38%	44% *	40%	32% *	40% Q	35%	37%	37%	30%	36%	39% T	42% T	38% Y	31% c	43% c	42% acde	32%	33% *	36% *	45% g	36% f	44% i	37%			
Make no difference (0)	580	305	270	171	205	204	302	278	131	156	132	64	20	61	17	196	385	380	201	117	155	151	119	487	84	75	125	32	73	29	24	180	183	96	336		
	26%	28%	24%	26%	26%	27%	24%	29% G	26%	28% L	27%	21%	20% *	33% LM	27% *	25%	27%	25%	28%	31% W	27% W	27% W	21%	26%	29%	26%	21% ab	18%	31% ab	28% *	26% *	23% f	28% f	21% f	27% h		
Slightly less likely to vote for that party or leader (-1)	183	118	64	70	60	53	109	74	49	47	35	30	9	9	4	65	118	127	56	24	53	54	41	151	32	22	47	8	38	11	12	57	65	40	101		
	8%	11% C	6%	11% F	7%	7%	9%	8%	10%	8%	7%	10%	9% *	5%	6% *	8%	8%	8%	8%	6%	9%	10%	7%	8%	11% Zab	11% *	8%	8%	5% Zab	16% Zab	11% *	12% b*	7% b*	10% b*	9% b*	8%	
Much less likely to vote for that party or leader (-2)	73	43	29	30	25	18	40	33	17	14	15	18	3	2	3	22	50	51	22	17	28	6	20	54	13	10	13	3	12	5	5	22	24	15	43		
	3%	4%	3%	4%	3%	2%	3%	3%	3%	3%	3%	6% JN	3% *	1%	5% *	3%	4%	3%	3%	4%	5% V	1% V	4% V	3%	5% V	3%	2%	2% a	5% a	5% *	6% *	3% *	4% *	3% *	3%		
Don't know	218	65	151	78	94	46	109	109	58	57	48	27	9	11	7	66	152	147	71	42	50	47	47	184	29	21	38	11	12	10	6	51	42	10	108		
	10%	6%	14% B	12% F	12% F	6%	9%	11% G	12%	10%	10%	9%	9% *	6%	11% *	8%	11%	10%	10%	10%	11%	9%	9%	8%	10% *	10% *	7% *	7% *	6% *	5% *	10% *	6% *	6% *	6% *	2% h	9% h	
NET: Much/Slightly more liekly to vote	1161	555	601	318	420	423	707	453	253	286	260	170	61	100	32	442	719	796	365	176	286	297	329	1018	129	161	365	122	104	47	47	483	334	300	651		
	52%	51%	54%	48%	52%	57% D	56% H	48%	50%	51%	53%	55%	59% *	55%	51% *	56% Q	50%	53%	51%	47%	50%	53%	59% TU	54% Y	45%	56% c	62% cde	69% Zcde	44%	46% *	50% *	61% g	52% g	65% i	52%		
NET: Much/Slightly less liekly to vote	256	161	93	100	85	71	149	107	66	61	51	47	12	11	7	87	169	178	77	41	81	60	61	205	45	32	60	12	50	17	17	79	89	55	144		
	12%	15% C	8%	15% EF	11%	10%	12%	11%	13% N	11%	10%	15% N	12% *	6%	11% *	11%	12%	12%	11%	11%	14%	11%	11%	11%	16% X	16% X	11% *	10% *	7% Zab	21% Zab	16% b*	18% ab*	10% f	14% f	12% f	12%	
Mean	0.59	0.50	0.68 B	0.49	0.61 D	0.64 D	0.61	0.55	0.55	0.59	0.59	0.56	0.66 *	0.66	0.60 *	0.63	0.56	0.59	0.57	0.55	0.49	0.61	0.68 U	0.61 Y	0.43	0.58 c	0.75 Zcde	0.82 Zcde	0.31	0.41 *	0.43 *	0.69 g	0.54	0.72 i	0.58		

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

ColumnProportions (5%): A,B/C,D/E/F,G/H,I/J/K/L/M/N/O,P/Q,R,S,T,U/V/W,X/Y,Z/a/b/c/d/e,f/g,h/i Minimum Base: 30(**) 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/V/W,X/Y,Z/a/b/c/d/e,f/g,h/i Minimum Base: 30(**) Small Base: 100(*)

24-089497-47 - 21st - 25th of November
PUBLIC
New Britain system
Adults 18-75 UK

Q6. I'd now like you to think about what is important and what is not important to you when deciding what party to vote for. Would each of the following make you more or less likely to vote for a political party or leader, or would it make no difference? - A political party or leader that listens to what experts say is best for the country

All Adults aged 18-75 in the UK

		Gender			Aggregated Age Breaks			Social grade		Region							Education		Employment status		Income				Ethnicity		General Election 2024 Vote							Referendum 2016		Performance of UK Parliament	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55-75 (F)	ABC1 (G)	C2DE (H)	NORTH (I)	MIDLANDS (J)	SOUTH (K)	LONDON (L)	WALES (M)	SCOTLAND (N)	N IRELAND (O)	GRADUAT ES (P)	NON GRADUAT ES (Q)	WORKING (R)	NOT WORKING (S)	UP TO £19999 (T)	£20000 - £34999 (U)	£35000 - £54999 (V)	£55000+ (W)	WHITE ETHNIC GROUP (X)	MINORITY ETHNIC GROUP (Y)	CONSERV ATIVE (Z)	LABOUR (a)	LIBERAL DEMOCRA TS (b)	REFORM UK (c)	GREEN (d)	OTHER (e)	REMAIN (f)	LEAVE (g)	Well (h)	Bad (i)		
Unweighted base	2215	1074	1127	688	820	707	1276	939	522	556	486	305	103	183	60	1126	1089	1455	760	379	540	537	604	1873	309	292	614	181	217	103	93	822	611	504	1196		
Weighted base	2215	1086	1115	668	804	744	1268	947	509	560	491	309	102	183	62	791	1424	1502	713	376	572	555	556	1894	287	290	588	177	239	103	93	793	647	461	1240		
Much more likely to vote for that party or leader (2)	557	285	268	166	201	189	344	212	125	137	129	79	29	49	9	233	324	384	173	97	132	131	164	492	59	72	197	40	48	32	19	239	152	154	312		
	25%	26%	24%	25%	25%	25%	27% H	22%	25%	25%	26%	26%	28% *	27%	15% *	29% Q	23%	26%	24%	26%	23%	24%	30% UV	26%	20%	25%	33% Zbce	23%	20%	31% c*	20% *	30% g	24%	33% i	25%		
Slightly more likely to vote for that party or leader (1)	783	381	398	197	294	292	486	296	180	179	177	113	41	68	25	292	491	538	244	97	196	212	236	693	80	122	207	78	82	35	48	322	245	183	437		
	35%	35%	36%	29%	37% D	39% D	38% H	31%	35%	32%	36%	37%	40% *	37%	40% *	37% *	34%	36%	34%	26%	34% T	38% T	43% TU	37% Y	28%	42%	35% a	44% a	34%	34% *	52% acd*	41%	38%	40%	35%		
Make no difference (0)	512	273	237	147	187	178	254	258	112	140	111	64	22	46	17	155	357	333	179	110	148	125	90	432	73	55	119	43	65	20	19	154	157	74	300		
	23%	25%	21%	22%	23%	24%	20%	27% G	22%	25%	23%	21%	21% *	25%	28% *	20% P	25%	22%	25%	29% vw	26% w	23% w	16%	23%	25%	19%	20%	24%	27% Za	19% *	20% *	19% f	24%	16%	24% h		
Slightly less likely to vote for that party or leader (-1)	108	61	46	57	28	23	62	46	22	26	26	17	5	6	6	43	65	76	32	13	31	31	24	80	24	20	18	5	16	7	3	22	34	29	55		
	5%	6%	4%	9% EF	3%	3%	5%	5%	4%	5%	5%	6%	4% *	4%	10% *	5%	5%	5%	5%	3%	5%	6%	4%	4%	8% X	7% a	3%	3%	7% a	6% *	3% *	3% f	5%	6% f	4%		
Much less likely to vote for that party or leader (-2)	61	33	27	30	17	14	29	32	18	16	12	10	1	1	2	15	46	40	21	16	20	11	9	42	16	2	21	5	11	2	2	21	16	11	40		
	3%	3%	2%	4% EF	2%	2%	2%	3%	4%	3%	3%	3%	1% *	1%	3% *	2%	3%	3%	3%	4% w	4%	2%	2%	2%	2%	6% X	1% z	4% z	3%	5% z	2% *	2% *	3%	3%	2%	3%	
Don't know	195	54	139	71	77	47	92	102	52	62	36	25	5	12	2	54	141	131	64	43	44	45	32	156	35	19	27	5	17	8	3	36	42	10	96		
	9%	5%	12% B	11% F	10% F	6%	7%	11% G	10%	11%	7%	8%	5% *	6%	3% *	7%	10% P	9%	9%	11% w	8%	8%	6%	8%	12% X	7%	5%	3%	7%	8% *	3% *	5%	7%	2%	8% h		
NET: Much/Slightly more liekly to vote		1339 60%	666 61%	665 60%	363 54%	495 62% D	481 65% D	831 66% H	509 54%	304 60%	316 56%	306 62%	192 62%	70 68% J*	117 64%	34 56% *	525 66% Q	815 57%	922 61%	417 58%	194 52%	329 57%	343 62% T	400 72% TUV	1185 63% Y	139 48%	193 67% c	404 69% c	118 67% c	131 55%	67 65% *	67 72% c*	561 71% g	398 61%	337 73% i	749 60%	
NET: Much/Slightly less liekly to vote		169 8%	93 9%	74 7%	87 13% EF	45 6%	37 5%	91 7%	78 8%	40 8%	42 8%	38 8%	28 9%	5 5% *	8 4%	8 13% N*	57 7%	112 8%	116 8%	53 7%	30 8%	51 9%	42 8%	34 6%	122 6%	40 14% X	22 8%	39 7%	10 6%	27 11% a	8 8% *	5 5% *	42 5%	51 8%	41 9%	94 8%	
Mean		0.82	0.80	0.85	0.69	0.87 D	0.89 D	0.90 H	0.72	0.81	0.79	0.85	0.82	0.95 O*	0.91 O	0.57 *	0.93 Q	0.76	0.84	0.79	0.73	0.74	0.82	1.00 TUV	0.87 Y	0.56	0.89 c	0.96 c	0.84	0.63	0.94 c*	0.87 *	0.97 g	0.80	0.97 i	0.81	

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

ColumnProportions (5%): A,B/C,D/E/F,G/H,I/J/K/L/M/N/O,P/Q,R,S,T,U/V/W,X/Y,Z/a/b/c/d/e,f/g,h/i Minimum Base: 30(**) 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/V/W,X/Y,Z/a/b/c/d/e,f/g,h/i Minimum Base: 30(**) Small Base: 100(*)

24-089497-47 - 21st - 25th of November

PUBLIC

New Britain system

Adults 18-75 UK

Q6. I'd now like you to think about what is important and what is not important to you when deciding what party to vote for. Would each of the following make you more or less likely to vote for a political party or leader, or would it make no difference? - A political party or leader that wants to attract more foreign companies and workers to the UK

All Adults aged 18-75 in the UK

		Gender			Aggregated Age Breaks			Social grade		Region							Education		Employment status		Income				Ethnicity		General Election 2024 Vote							Referendum 2016		Performance of UK Parliament	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55-75 (F)	ABC1 (G)	C2DE (H)	NORTH (I)	MIDLANDS (J)	SOUTH (K)	LONDON (L)	WALES (M)	SCOTLAND (N)	N IRELAND (O)	GRADUAT ES (P)	NON GRADUAT ES (Q)	WORKING (R)	NOT WORKING (S)	UP TO £19999 (T)	£20000 - £34999 (U)	£35000 - £54999 (V)	£55000+ (W)	WHITE ETHNIC GROUP (X)	MINORITY ETHNIC GROUP (Y)	CONSERV ATIVE (Z)	LABOUR (a)	LIBERAL DEMOCRA TS (b)	REFORM UK (c)	GREEN (d)	OTHER (e)	REMAIN (f)	LEAVE (g)	Well (h)	Bad (i)		
Unweighted base	2215	1074	1127	688	820	707	1276	939	522	556	486	305	103	183	60	1126	1089	1455	760	379	540	537	604	1873	309	292	614	181	217	103	93	822	611	504	1196		
Weighted base	2215	1086	1115	668	804	744	1268	947	509	560	491	309	102	183	62	791	1424	1502	713	376	572	555	556	1894	287	290	588	177	239	103	93	793	647	461	1240		
Much more likely to vote for that party or leader (2)	217	142	74	81	71	65	143	74	42	46	39	48	10	24	8	101	115	160	56	37	43	40	88	177	36	18	87	19	5	16	9	106	33	93	91		
	10%	13%	7%	12%	9%	9%	11%	8%	8%	8%	8%	15%	10%	13%	13%	13%	8%	11%	8%	10%	8%	7%	16%	9%	13%	6%	15%	11%	2%	16%	9%	13%	5%	20%	7%		
Slightly more likely to vote for that party or leader (1)	381	220	159	154	115	112	269	112	87	95	66	72	22	30	10	192	189	281	100	55	103	92	120	301	77	57	131	40	23	21	17	180	80	137	159		
	17%	20%	14%	23%	14%	15%	21%	12%	17%	17%	14%	23%	21%	16%	17%	24%	13%	19%	14%	15%	18%	17%	22%	16%	27%	20%	22%	23%	10%	20%	18%	23%	12%	30%	13%		
Make no difference (0)	751	357	388	200	289	262	417	334	175	175	199	80	31	75	17	257	494	511	240	117	199	203	170	656	85	79	203	80	60	42	38	291	196	137	412		
	34%	33%	35%	30%	36%	35%	33%	35%	34%	31%	40%	26%	30%	41%	27%	33%	35%	34%	34%	31%	35%	36%	31%	35%	30%	27%	34%	45%	25%	41%	41%	37%	30%	30%	33%		
Slightly less likely to vote for that party or leader (-1)	362	176	184	95	122	145	190	172	82	107	88	39	15	15	15	105	257	223	139	61	100	99	80	311	46	62	72	20	63	9	16	97	162	59	243		
	16%	16%	16%	14%	15%	19%	15%	18%	16%	19%	18%	13%	15%	8%	24%	13%	18%	15%	19%	16%	17%	18%	14%	16%	16%	21%	12%	11%	26%	8%	16	12%	25%	13%	20%		
Much less likely to vote for that party or leader (-2)	284	130	151	65	107	111	142	142	77	72	54	33	14	24	10	75	209	175	109	60	78	70	57	264	18	57	50	9	79	5	8	62	143	22	228		
	13%	12%	14%	10%	13%	15%	11%	15%	15%	13%	11%	11%	13%	13%	16%	9%	15%	12%	15%	16%	14%	13%	10%	14%	6%	20%	8%	5%	33%	5%	9%	8%	22%	5%	18%		
Don't know	220	60	158	73	99	48	107	113	47	65	45	37	11	14	1	60	160	151	69	47	49	51	40	186	26	16	45	9	9	9	6	58	33	13	106		
	10%	6%	14%	11%	12%	6%	8%	12%	9%	12%	9%	12%	11%	8%	2%	8%	11%	10%	10%	12%	9%	9%	7%	10%	9%	6%	8%	5%	4%	9%	6%	7%	5%	3%	9%		
NET: Much/Slightly more liekly to vote		598	363	233	234	187	412	186	128	141	105	119	32	54	19	294	304	441	157	91	146	133	208	478	113	75	219	59	28	37	26	285	113	230	251		
	27%	33%	21%	35%	23%	24%	32%	20%	25%	21%	21%	39%	31%	30%	30%	37%	21%	29%	22%	24%	25%	24%	38%	25%	39%	26%	37%	33%	12%	36%	27%	36%	17%	50%	20%		
NET: Much/Slightly less liekly to vote		646	307	335	160	229	256	331	158	180	142	72	29	40	25	180	466	398	248	121	178	169	137	574	63	119	121	29	142	14	24	159	304	81	471		
	29%	28%	30%	24%	28%	34%	26%	33%	31%	32%	29%	23%	28%	22%	41%	23%	33%	26%	35%	32%	31%	30%	25%	30%	22%	41%	21%	16%	59%	14%	26	20%	47%	18%	38%		
Mean		-0.06	0.07	-0.19	0.15	-0.11	-0.18	-0.24	-0.14	-0.13	-0.11	0.23	-0.01	0.08	-0.14	0.19	-0.20	0.02	-0.22	-0.16	-0.13	-0.13	0.20	-0.11	0.26	-0.31	0.25	0.24	-0.82	0.37	0.03	0.23	-0.49	0.49	-0.31		

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

ColumnProportions (5%): A,B/C,D/E/F,G/H,I/J/K/L/M/N/O,P/Q,R,S,T,U/V/W,X/Y,Z/a/b/c/d/e,f/g,h/i Minimum Base: 30(**) 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/V/W,X/Y,Z/a/b/c/d/e,f/g,h/i Minimum Base: 30(**) Small Base: 100(*)

24-089497-47 - 21st - 25th of November

PUBLIC

New Britain system

Adults 18-75 UK

Q6. I'd now like you to think about what is important and what is not important to you when deciding what party to vote for. Would each of the following make you more or less likely to vote for a political party or leader, or would it make no difference? - A political party or leader that listens to alternative points of view

All Adults aged 18-75 in the UK

		Gender			Aggregated Age Breaks			Social grade		Region							Education		Employment status		Income				Ethnicity		General Election 2024 Vote							Referendum 2016		Performance of UK Parliament	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55-75 (F)	ABC1 (G)	C2DE (H)	NORTH (I)	MIDLANDS (J)	SOUTH (K)	LONDON (L)	WALES (M)	SCOTLAND (N)	N IRELAND (O)	GRADUATE (P)	NON GRADUATE (Q)	WORKING (R)	NOT WORKING (S)	UP TO £19999 (T)	£20000 - £34999 (U)	£35000 - £54999 (V)	£55000+ (W)	WHITE ETHNIC GROUP (X)	MINORITY ETHNIC GROUP (Y)	CONSERVATIVE (Z)	LABOUR (a)	LIBERAL DEMOCRATS (b)	REFORM UK (c)	GREEN (d)	OTHER (e)	REMAIN (f)	LEAVE (g)	Well (h)	Bad (i)		
Unweighted base	2215	1074	1127	688	820	707	1276	939	522	556	486	305	103	183	60	1126	1089	1455	760	379	540	537	604	1873	309	292	614	181	217	103	93	822	611	504	1196		
Weighted base	2215	1086	1115	668	804	744	1268	947	509	560	491	309	102	183	62	791	1424	1502	713	376	572	555	556	1894	287	290	588	177	239	103	93	793	647	461	1240		
Much more likely to vote for that party or leader (2)	527	255	269	155	193	179	313	214	126	138	105	82	33	34	10	221	306	359	168	102	139	116	145	448	72	57	177	48	60	30	23	220	156	138	323		
	24%	24%	24%	23%	24%	24%	25%	23%	25%	25%	21%	27%	32% KNO*	18%	16% *	28% Q	21%	24%	24%	27% V	24%	21%	26%	24%	25%	20%	30% Z	27%	25%	29% *	25% *	28%	24%	30%	26%		
Slightly more likely to vote for that party or leader (1)	899	437	455	238	324	336	546	352	201	210	210	128	46	81	23	348	550	619	280	114	228	249	246	797	95	125	261	86	99	48	41	360	285	212	497		
	41%	40%	41%	36%	40%	45% D	43% H	37% I	39%	37%	43%	41%	45% *	44%	37% *	44% Q	39%	41%	39%	30%	40%	45% T	44% T	42% Y	33%	43%	44%	49%	42%	47% *	44% *	45%	44%	46% i	40%		
Make no difference (0)	468	254	211	135	179	154	245	223	109	117	105	51	15	51	20	122	346	310	157	95	126	127	93	405	55	70	98	28	58	15	20	142	142	70	266		
	21%	23% C	19%	20%	22%	21%	19%	24% G	21%	21%	21%	16%	15% *	28% LM	32% LM*	15% P	24% P	21%	22%	25% W	22%	23% W	17%	21%	19%	24% ab	17%	16%	24% a	14% *	21% *	18%	22%	15%	21% h		
Slightly less likely to vote for that party or leader (-1)	86	52	33	48	21	17	50	36	18	21	15	18	5	7	2	41	45	59	27	17	28	17	22	56	26	14	15	10	9	3	5	27	17	21	43		
	4%	5% C	3%	7% EF	3%	2%	4%	4%	3%	4%	3%	6%	5% *	4%	3% *	5% Q	3%	4%	4%	4%	4%	5%	4%	3%	3%	9% X	5%	3%	6%	4%	3% *	5% *	3%	3%	5%	3%	
Much less likely to vote for that party or leader (-2)	44	31	12	20	14	10	26	18	11	11	12	6	-	1	3	11	33	32	12	6	13	7	16	29	12	4	12	1	1	-	4	13	11	13	19		
	2%	3% C	1%	3% F	2%	1%	2%	2%	2%	2%	2%	2%	- *	0%	5% MN*	1%	2%	2%	2%	2%	2%	1%	3%	2%	4%	1%	2%	1%	0%	- *	4% c*	2%	2%	3%	2%		
Don't know	192	57	133	72	73	47	87	104	44	63	44	23	3	9	4	48	144	123	69	43	38	39	34	159	28	19	26	4	12	7	1	32	36	7	92		
	9%	5%	12% B	11% F	9%	6%	7%	11% G	9%	11%	9%	8%	3% *	5%	7% *	6%	10% P	8%	10%	11% UVW	7%	7%	6%	8%	10%	7% e	4%	2%	5%	7% *	1% *	4%	6%	2%	7% h		
NET: Much/Slightly more liekly to vote	1426	692	725	393	517	516	859	566	327	348	315	210	78	115	33	570	856	978	448	216	367	366	391	1245	167	182	437	133	159	78	64	580	441	350	819		
	64%	64%	65%	59%	64% D	69% D	68% H	60% I	64%	62%	64%	68% O	77% UKNO*	63%	53% *	72% Q	60%	65%	63%	57%	64%	66% T	70% TU	66% Y	58%	63%	74% Zc	76% Z	67%	76% Z*	69% *	73%	68%	76% i	66%		
NET: Much/Slightly less liekly to vote	130	83	46	68	35	27	76	53	29	32	26	24	5	7	5	51	78	90	39	23	41	24	38	85	38	18	27	11	10	3	8	40	28	34	62		
	6%	8% C	4%	10% EF	4%	4%	6%	6%	6%	6%	5%	8%	5% *	4%	8% *	7%	5%	6%	5%	6%	7%	4%	7%	5%	13% X	6%	5%	6%	6%	4%	3% *	9% *	5%	4%	7%	5%	
Mean	0.88	0.81	0.95 B	0.77	0.91 D	0.95 D	0.91	0.84	0.89 O	0.89 O	0.86	0.92 O	1.07 KNO*	0.81	0.60 *	0.98 Q	0.82	0.88	0.88	0.87	0.85	0.88	0.93	0.91 Y	0.72	0.80	1.02 Z	0.98 Z	0.92	1.10 Z*	0.82 *	0.98	0.91	0.97	0.92		

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

ColumnProportions (5%): A,B/C,D/E/F,G/H,I/J/K/L/M/N/O,P/Q,R/S,T,U/V/W,X/Y,Z/a/b/c/d/e,f/g,h/i. Minimum Base: 30(**) 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/V/W,X/Y,Z/a/b/c/d/e,f/g,h/i. Minimum Base: 30(**) Small Base: 100(*)

24-089497-47 - 21st - 25th of November
PUBLIC
New Britain system
Adults 18-75 UK

Q6. I'd now like you to think about what is important and what is not important to you when deciding what party to vote for. Would each of the following make you more or less likely to vote for a political party or leader, or would it make no difference? - A political party or leader that stands up for the rights of minorities

All Adults aged 18-75 in the UK

		Gender			Aggregated Age Breaks			Social grade		Region							Education		Employment status		Income				Ethnicity		General Election 2024 Vote							Referendum 2016		Performance of UK Parliament	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55-75 (F)	ABC1 (G)	C2DE (H)	NORTH (I)	MIDLANDS (J)	SOUTH (K)	LONDON (L)	WALES (M)	SCOTLAND (N)	NORTHERN IRELAND (O)	GRADUATE ES (P)	NON GRADUATE ES (Q)	WORKING (R)	NOT WORKING (S)	UP TO £19999 (T)	£20000 - £34999 (U)	£35000 - £54999 (V)	£55000+ (W)	WHITE ETHNIC GROUP (X)	MINORITY ETHNIC GROUP (Y)	CONSERVATIVE (Z)	LABOUR (a)	LIBERAL DEMOCRATS (b)	REFORM UK (c)	GREEN (d)	OTHER (e)	REMAIN (f)	LEAVE (g)	Well (h)	Bad (i)		
Unweighted base	2215	1074	1127	688	820	707	1276	939	522	556	486	305	103	183	60	1126	1089	1455	760	379	540	537	604	1873	309	292	614	181	217	103	93	822	611	504	1196		
Weighted base	2215	1086	1115	668	804	744	1268	947	509	560	491	309	102	183	62	791	1424	1502	713	376	572	555	556	1894	287	290	588	177	239	103	93	793	647	461	1240		
Much more likely to vote for that party or leader (2)	564	255	308	206	207	152	340	224	149	122	110	91	31	47	14	240	324	395	170	97	145	139	155	460	94	38	210	45	36	54	26	265	110	145	322		
	25%	23%	28% B	31% EF	26% F	20%	27%	24%	29% JK	22%	22%	29% JK	30% *	26%	23% *	30% Q	23%	26%	24%	26%	25%	25%	28%	24%	33% X	13% Zbc	36% Zc	26% Zc	15%	52% Zabce*	28% Zc*	33% g	17%	31% i	26%		
Slightly more likely to vote for that party or leader (1)	508	243	261	152	193	163	326	182	124	123	112	73	26	41	8	214	294	351	157	73	116	137	147	441	62	57	156	56	44	25	25	220	134	138	259		
	23%	22%	23%	23%	24%	22%	26% H	19%	24%	22%	23%	24%	26% *	23%	13% *	27% Q	21%	23%	22%	19%	20%	25%	26%	23%	21%	20%	27% Zc	32% Zc	19%	24% *	27% *	28% g	21%	30% i	21%		
Make no difference (0)	674	338	331	153	237	284	360	314	123	185	174	77	22	66	28	188	486	441	233	126	170	168	160	602	63	121	145	58	72	17	25	216	232	114	395		
	30%	31%	30%	23%	30% D	38% DE	28%	33% G	24%	33% ILM	35% ILM	25%	21% *	36% ILM	46% ILM*	24%	34% P	29%	33%	34%	30%	30%	29%	32% Y	22% acde	42% ad	25%	33% ad	30% d	16% *	27% *	27% f	36%	25%	32% h		
Slightly less likely to vote for that party or leader (-1)	164	107	58	62	46	56	88	76	39	39	39	22	10	12	5	66	99	121	44	25	47	49	42	132	29	32	35	6	29	3	10	41	63	32	97		
	7%	10% C	5% E	9% E	6% E	8%	7%	8%	8%	7%	8%	7%	9% *	7%	7% *	8%	7%	8%	6%	7%	8%	9%	8%	7%	10%	11% abd	6%	3%	12% abd	2% *	11% bd*	5%	10% f	7%	8%		
Much less likely to vote for that party or leader (-2)	136	100	35	29	49	58	75	61	38	42	23	15	8	6	5	33	103	77	59	20	55	24	27	121	13	30	19	3	44	-	5	21	81	24	86		
	6%	9% C	3% C	4% E	6% D	8% D	6% E	6% E	7%	8%	5%	5%	7% *	4% *	8% *	4% P	7% P	5%	8% R	5%	10% TVW	4%	5%	6%	5%	10% abd	3%	2%	18% Zabde	- *	5% d*	3%	12% f	5%	7%		
Don't know	168	44	122	65	72	31	78	90	36	50	33	32	6	9	2	49	119	116	52	36	39	38	25	139	26	11	23	8	14	5	2	29	29	8	81		
	8%	4%	11% B	10% F	9% F	4%	6%	10% G	7%	9%	7%	10%	6% *	5%	3% *	6%	8%	8%	7%	10% W	7%	7%	5%	7%	9%	4%	5%	6%	5% *	5% *	2% *	4%	4%	2%	7% h		
NET: Much/Slightly more liekly to vote	1072	498	569	358	399	315	666	406	274	245	222	164	57	89	22	455	618	746	327	170	261	275	302	900	155	95	367	102	80	79	52	485	244	283	581		
	48%	46%	51% B	54% F	50% F	42%	53% H	43%	54% JKO	44%	45%	53% JO	56% JO*	49%	36% *	58% Q	43%	50%	46%	45%	46%	50%	54% TU	48%	54%	33%	62% Zc	58% Zc	34%	77% Zabce*	56% Zc*	61% g	38%	61% i	47%		
NET: Much/Slightly less liekly to vote	300	206	93	91	95	114	163	137	76	81	62	36	17	19	9	98	202	198	102	44	102	73	69	253	42	63	54	9	74	3	15	63	143	55	183		
	14%	19% C	8%	14%	12%	15%	13%	15%	15%	14%	13%	12%	17% *	10%	15% *	12%	14%	13%	14%	12%	18% TW	13%	12%	13%	15%	22% abd	9% d	5%	31% Zabde	2% *	16% bd*	8%	22% f	12%	15%		
Mean	0.59	0.43	0.75 B	0.74 F	0.63 F	0.41	0.65 H	0.50	0.65 J	0.48	0.54	0.74 JKO	0.66 *	0.64	0.36 *	0.76 Q	0.49	0.62 S	0.51	0.60	0.47	0.61	0.68 U	0.56	0.74 X	0.15	0.89 Zc	0.80 Zc	-0.01	1.32 Zabce*	0.64 Zc*	0.87 g	0.21	0.77 i	0.55		

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

ColumnProportions (5%): A,B/C,D/E/F,G/H,I/J/K/L/M/N/O,P/Q,R/S,T,U/V/W,X/Y,Z/a/b/c/d/e,f/g,h/i Minimum Base: 30(**) 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/V/W,X/Y,Z/a/b/c/d/e,f/g,h/i Minimum Base: 30(**) Small Base: 100(*)

	Q7. Governments around the world are run under a variety of different systems. Looking at the following types of government, how favourable or unfavourable would you feel about each of these being implemented in the UK?						
	A government run by academic experts	A government run by the military	A government run by business leaders	A government run by local, rather than national politicians	A government run by direct democracy, with referendums on all topics	A government run by people aged under 40 only	A government run by civil servants
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
Unweighted base	2215	2215	2215	2215	2215	2215	2215
Weighted base	2215	2215	2215	2215	2215	2215	2215
Very favourable (2)	156 7% BCFG	71 3% B	122 5% B	193 9% ABCFG	329 15% ABCFG	111 5% B	96 4% B
Fairly favourable (1)	530 24% BCFG	232 10% BF	365 17% BF	671 30% ABCFG	627 28% ABCFG	270 12% BF	381 17% BF
Neither favourable nor unfavourable (0)	786 35% BCDEFG	406 18% B	620 28% B	725 33% BCE	590 27% B	686 31% BCE	715 32% BCE
Fairly unfavourable (-1)	359 16% DE	465 21% ADE	474 21% ADE	276 12% ADE	274 12% ADEG	494 22% ADEG	433 20% ADE
Very unfavourable (-2)	179 8% DE	867 39% ACDEFG	446 20% ADEG	111 5% ADEG	129 6% ADEG	481 22% ADEG	333 15% ADE
Don't know	205 9% BF	173 8% B	188 8% B	239 11% ABCF	265 12% ABCF	174 8% B	256 12% ABCF

NET: Very/Fairly favourable	686 31% BCFG	303 14% BF	487 22% BF	864 39% ABCFG	956 43% ABCFG	381 17% B	478 22% BF
NET: Very/Fairly unfavourable	538 24% DE	1332 60% ACDEFG	921 42% ADEG	387 17% ADEG	404 18% ADEG	974 44% ADEG	767 35% ADE

Mean	0.06 BCFG	-0.89 B	-0.37 BF	0.28 ABCFG	0.39 ABCFG	-0.47 B	-0.27 BCF
------	--------------	------------	-------------	---------------	---------------	------------	--------------

24-089497-47 - 21st - 25th of November

PUBLIC

New Britain system

Adults 18-75 UK

Q7: Governments around the world are run under a variety of different systems. Looking at the following types of government, how favourable or unfavourable would you feel about each of these being implemented in the UK? - A government run by academic experts

All Adults aged 18-75 in the UK

		Gender			Aggregated Age Breaks			Social grade		Region							Education		Employment status		Income				Ethnicity		General Election 2024 Vote							Referendum 2016		Performance of UK Parliament	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55-75 (F)	ABC1 (G)	C2DE (H)	NORTH (I)	MIDLANDS (J)	SOUTH (K)	LONDON (L)	WALES (M)	SCOTLAND (N)	N IRELAND (O)	GRADUAT ES (P)	NON GRADUAT ES (Q)	WORKING (R)	NOT WORKING (S)	UP TO £19999 (T)	£20000 - £34999 (U)	£35000 - £54999 (V)	£55000+ (W)	WHITE ETHNIC GROUP (X)	MINORITY ETHNIC GROUP (Y)	CONSERV ATIVE (Z)	LABOUR (a)	LIBERAL DEMOCRA TS (b)	REFORM UK (c)	GREEN (d)	OTHER (e)	REMAIN (f)	LEAVE (g)	Well (h)	Bad (i)		
Unweighted base	2215	1074	1127	688	820	707	1276	939	522	556	486	305	103	183	60	1126	1089	1455	760	379	540	537	604	1873	309	292	614	181	217	103	93	822	611	504	1196		
Weighted base	2215	1086	1115	668	804	744	1268	947	509	560	491	309	102	183	62	791	1424	1502	713	376	572	555	556	1894	287	290	588	177	239	103	93	793	647	461	1240		
Very favourable (2)	156	98	57	85	54	17	107	49	36	29	34	28	12	14	2	82	74	133	23	13	39	34	66	120	34	14	61	10	7	12	7	69	27	69	61		
	7%	9%	5%	13%	7%	2%	8%	5%	7%	5%	7%	9%	11%	8%	4%	10%	5%	9%	3%	3%	7%	6%	12%	6%	12%	5%	10%	6%	3%	12%	7%	9%	4%	15%	5%		
Fairly favourable (1)	530	277	249	220	207	103	337	193	117	123	122	83	23	48	15	228	302	398	132	83	114	132	167	436	84	62	148	58	48	21	21	213	122	130	298		
	24%	25%	22%	33%	26%	14%	27%	20%	23%	22%	25%	27%	22%	26%	24%	29%	21%	26%	19%	22%	20%	24%	30%	23%	29%	21%	25%	33%	20%	21%	23%	27%	19%	28%	24%		
Neither favourable nor unfavourable (0)	786	380	403	210	288	288	431	355	186	214	160	101	34	69	22	254	532	515	271	130	207	202	191	673	103	98	212	60	88	37	37	288	240	143	424		
	35%	35%	36%	31%	36%	39%	34%	37%	37%	38%	33%	33%	33%	38%	35%	32%	37%	34%	38%	35%	36%	36%	34%	36%	36%	34%	36%	34%	37%	36%	40%	36%	37%	31%	34%		
Fairly unfavourable (-1)	359	174	183	66	122	171	199	160	76	97	79	49	16	28	14	126	232	212	147	68	104	95	68	322	31	58	91	27	47	18	17	119	135	69	213		
	16%	16%	16%	10%	15%	23%	16%	17%	15%	17%	16%	16%	16%	16%	22%	16%	16%	14%	21%	18%	18%	17%	12%	17%	11%	20%	16%	15%	20%	18%	18%	15%	21%	15%	17%		
Very unfavourable (-2)	179	105	72	29	45	105	91	88	38	43	48	26	9	10	4	48	131	106	74	35	54	46	29	159	18	42	39	16	33	6	6	56	85	37	129		
	8%	10%	6%	4%	6%	14%	7%	9%	8%	8%	10%	9%	9%	6%	7%	6%	9%	9%	10%	9%	9%	8%	5%	8%	6%	15%	7%	9%	14%	6%	6%	7%	13%	8%	10%		
Don't know	205	53	150	57	88	60	103	103	56	53	48	21	9	13	6	51	154	139	67	47	54	46	35	184	18	15	37	5	16	8	5	48	39	13	114		
	9%	5%	13%	9%	11%	8%	8%	11%	11%	10%	10%	7%	9%	7%	9%	7%	11%	9%	9%	13%	9%	8%	6%	10%	6%	5%	6%	3%	7%	7%	6%	6%	6%	3%	9%	h	
NET: Very/Fairly favourable	686	374	306	305	261	120	444	241	153	152	156	111	34	62	17	310	375	531	155	96	153	166	233	556	118	76	208	68	56	34	28	282	149	200	359		
	31%	34%	27%	46%	32%	16%	35%	25%	30%	27%	32%	36%	34%	34%	27%	39%	26%	35%	22%	25%	27%	30%	42%	29%	41%	26%	35%	38%	23%	33%	30%	36%	23%	43%	29%		
NET: Very/Fairly unfavourable	538	279	255	95	167	276	290	248	114	140	127	76	25	39	18	175	363	317	221	103	158	141	97	481	48	101	130	43	79	24	23	175	220	105	343		
	24%	26%	23%	14%	21%	37%	23%	26%	22%	25%	26%	24%	25%	21%	29%	22%	26%	21%	31%	27%	28%	25%	17%	25%	17%	35%	22%	24%	33%	24%	24%	22%	34%	23%	28%		
Mean	0.06	0.09	0.04	0.44	0.14	-0.36	0.15	-0.05	0.08	*	0.03	0.13	0.13	0.16	-0.05	0.23	-0.04	0.18	-0.18	-0.09	-0.04	0.02	0.33	0.02	0.32	-0.19	0.18	0.11	-0.22	0.16	0.07	0.16	-0.21	0.28	-0.05		

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

ColumnProportions (5%): A,B/C,D/E/F,G/H,I/J/K/L/M/N/O,P/Q,R/S,T,U/V/W,X/Y,Z/a/b/c/d/e,f/g,h/ Minimum Base: 30(**) 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/V/W,X/Y,Z/a/b/c/d/e,f/g,h/ Minimum Base: 30(**) Small Base: 100(*)

24-089497-47 - 21st - 25th of November
PUBLIC
New Britain system
Adults 18-75 UK

Q7: Governments around the world are run under a variety of different systems. Looking at the following types of government, how favourable or unfavourable would you feel about each of these being implemented in the UK? - A government run by the military

All Adults aged 18-75 in the UK

		Gender			Aggregated Age Breaks			Social grade		Region							Education		Employment status		Income					Ethnicity		General Election 2024 Vote							Referendum 2016		Performance of UK Parliament	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55-75 (F)	ABC1 (G)	C2DE (H)	NORTH (I)	MIDLANDS (J)	SOUTH (K)	LONDON (L)	WALES (M)	SCOTLAND (N)	N IRELAND (O)	GRADUAT ES (P)	NON GRADUAT ES (Q)	WORKING (R)	NOT WORKING (S)	UP TO £19999 (T)	£20000 - £34999 (U)	£35000 - £54999 (V)	£55000+ (W)	WHITE ETHNIC GROUP (X)	MINORITY ETHNIC GROUP (Y)	CONSERV ATIVE (Z)	LABOUR (a)	LIBERAL DEMOCRA TS (b)	REFORM UK (c)	GREEN (d)	OTHER (e)	REMAIN (f)	LEAVE (g)	Well (h)	Bad (i)			
Unweighted base	2215	1074	1127	688	820	707	1276	939	522	556	486	305	103	183	60	1126	1089	1455	760	379	540	537	604	1873	309	292	614	181	217	103	93	822	611	504	1196			
Weighted base	2215	1086	1115	668	804	744	1268	947	509	560	491	309	102	183	62	791	1424	1502	713	376	572	555	556	1894	287	290	588	177	239	103	93	793	647	461	1240			
Very favourable (2)	71	46	25	36	23	12	34	37	20	16	11	15	4	6	-	28	43	57	14	12	18	14	25	60	10	7	30	4	11	2	4	19	26	31	33			
	3%	4%	2%	5%	3%	2%	3%	4%	4%	3%	2%	5%	4%	3%	-	4%	3%	4%	2%	3%	3%	2%	5%	3%	3%	3%	5%	2%	4%	2%	4%	2%	4%	7%	3%			
Fairly favourable (1)	232	145	86	115	77	40	135	97	47	70	36	47	7	19	7	81	151	193	39	28	71	54	74	168	62	42	55	22	33	5	6	78	72	79	110			
	10%	13%	8%	17%	10%	5%	11%	10%	9%	12%	7%	15%	7%	11%	12%	10%	11%	13%	5%	7%	12%	10%	13%	9%	22%	15%	9%	12%	14%	5%	7%	10%	11%	17%	9%			
Neither favourable nor unfavourable (0)	406	187	219	149	157	100	211	195	109	96	100	52	19	21	10	117	289	279	127	73	101	126	84	337	60	50	74	21	63	6	10	98	116	52	232			
	18%	17%	20%	22%	20%	13%	17%	21%	21%	17%	20%	17%	18%	12%	16%	15%	20%	19%	18%	19%	18%	23%	15%	18%	21%	17%	13%	12%	26%	6%	11%	12%	18%	11%	19%			
Fairly unfavourable (-1)	465	215	248	150	161	154	255	210	101	124	104	60	19	40	17	170	295	321	144	72	119	107	128	402	57	67	129	32	48	22	16	150	148	72	280			
	21%	20%	22%	23%	20%	21%	20%	22%	20%	22%	21%	20%	18%	22%	27%	22%	21%	21%	20%	19%	21%	19%	23%	21%	20%	23%	22%	18%	20%	21%	17%	19%	23%	16%	23%			
Very unfavourable (-2)	867	454	404	156	304	407	538	329	192	204	203	112	48	83	24	348	519	536	331	155	215	216	212	777	81	106	274	90	75	61	55	405	254	216	499			
	39%	42%	36%	23%	38%	55%	42%	35%	38%	36%	41%	36%	47%	46%	39%	44%	36%	36%	46%	41%	38%	39%	38%	41%	28%	37%	47%	51%	31%	59%	59%	51%	39%	47%	40%			
Don't know	173	40	133	61	82	30	94	79	40	50	37	23	6	13	4	46	127	116	57	36	46	38	31	150	18	17	27	8	11	7	3	43	30	11	86			
	8%	4%	12%	9%	10%	4%	7%	8%	8%	9%	8%	7%	6%	7%	6%	6%	9%	8%	8%	10%	8%	7%	6%	8%	6%	6%	5%	5%	5%	6%	3%	5%	5%	2%	7%			
NET: Very/Fairly favourable	303 14%	191 18%	111 10%	151 23%	100 12%	52 7%	169 13%	134 14%	67 13%	86 15%	46 9%	62 20%	10 10%	25 14%	7 12%	109 14%	194 14%	250 17%	53 7%	40 11%	90 16%	68 12%	99 18%	227 12%	72 25%	50 17%	85 14%	26 15%	44 18%	7 7%	10 10%	97 12%	99 15%	110 24%	143 12%			
NET: Very/Fairly unfavourable	1332 60%	669 62%	652 59%	306 46%	464 58%	561 75%	793 63%	539 57%	293 58%	329 59%	308 63%	173 56%	66 65%	123 IL	41 66%	518 Q	814 57%	857 57%	476 67%	227 60%	335 59%	323 58%	340 61%	1179 62%	138 48%	173 60%	403 68%	121 69%	122 51%	83 80%	70 75%	555 g	403 62%	288 62%	778 63%			
Mean	-0.89	-0.85	-0.94	-0.45 EF	-0.89 F	-1.27	-0.96	-0.80 G	-0.85	-0.84 K	-1.00	-0.73 KN	-1.05 *	-1.03	-1.00 *	-0.98	-0.84 P	-0.78 S	-1.13	-0.97	-0.84	-0.88	-0.82	-0.96	-0.51 X	-0.81 bde	-1.00 d	-1.08 d	-0.62 abde	-1.40 *	-1.24 *	-1.12	-0.86 f	-0.80 i	-0.95			

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

ColumnProportions (5%): A,B/C,D/E/F,G/H,I/J/K/L/M/N/O,P/Q,R/S,T,U/V/W,X/Y,Z/a/b/c/d/e,f/g,h/ Minimum Base: 30(**) 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/V/W,X/Y,Z/a/b/c/d/e,f/g,h/ Minimum Base: 30(**) Small Base: 100(*)

24-089497-47 - 21st - 25th of November
PUBLIC
New Britain system
Adults 18-75 UK

Q7: Governments around the world are run under a variety of different systems. Looking at the following types of government, how favourable or unfavourable would you feel about each of these being implemented in the UK? - A government run by business leaders

All Adults aged 18-75 in the UK

		Gender		Aggregated Age Breaks			Social grade		Region							Education		Employment status		Income				Ethnicity		General Election 2024 Vote							Referendum 2016		Performance of UK Parliament	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55-75 (F)	ABC1 (G)	C2DE (H)	NORTH (I)	MIDLANDS (J)	SOUTH (K)	LONDON (L)	WALES (M)	SCOTLAND (N)	N IRELAND (O)	GRADUAT ES (P)	NON GRADUAT ES (Q)	WORKING (R)	NOT WORKING (S)	UP TO £19999 (T)	£20000 - £34999 (U)	£35000 - £54999 (V)	£55000+ (W)	WHITE ETHNIC GROUP (X)	MINORITY ETHNIC GROUP (Y)	CONSERV ATIVE (Z)	LABOUR (a)	LIBERAL DEMOCRA TS (b)	REFORM UK (c)	GREEN (d)	OTHER (e)	REMAIN (f)	LEAVE (g)	Well (h)	Bad (i)	
Unweighted base	2215	1074	1127	688	820	707	1276	939	522	556	486	305	103	183	60	1126	1089	1455	760	379	540	537	604	1873	309	292	614	181	217	103	93	822	611	504	1196	
Weighted base	2215	1086	1115	668	804	744	1268	947	509	560	491	309	102	183	62	791	1424	1502	713	376	572	555	556	1894	287	290	588	177	239	103	93	793	647	461	1240	
Very favourable (2)	122 5%	95 9% C	27 2%	54 8% F	43 5%	25 3%	85 7% H	37 4%	34 7%	23 4%	30 6%	23 7%	3 3% *	9 5%	1 2% *	56 7% Q	65 5%	105 7% S	17 2%	9 2%	26 5%	29 5% T	56 10% TUV	95 5%	26 9% X	37 13% abde	30 5%	9 5%	18 7%	2 2% *	4 4% *	40 5%	46 7%	52 11% i	54 4%	
Fairly favourable (1)	365 17%	206 19% C	158 14%	122 18%	116 14%	128 17%	225 18%	141 15%	80 16%	99 18%	68 14%	69 22% IKMO	12 12% *	32 17%	5 8% *	130 16%	236 17%	261 17%	105 15%	51 14%	93 16%	92 17%	115 21% T	306 16%	54 19%	66 23% ad	89 15% d	34 19% d	59 25% ad	4 4% *	14 15% d*	122 15%	140 22% f	97 21% i	198 16%	
Neither favourable nor unfavourable (0)	620 28%	301 28%	317 28%	180 27%	230 29%	210 28%	344 27%	275 29%	140 28%	147 26%	150 31%	84 27% IKMO	30 30% *	49 27%	19 30% *	198 25%	422 30% P	420 28%	200 28%	115 31%	157 28%	159 29%	144 26%	531 28%	82 28%	88 30% bde	152 26% de	37 31% abde	87 36% abde	11 11% *	13 14% *	210 27%	177 27%	120 26%	330 27%	
Fairly unfavourable (-1)	474 21%	214 20%	256 23%	129 19%	181 22%	165 22%	256 20%	219 23%	102 20%	129 23%	98 20%	58 19%	31 30% IKLJ*	35 19%	21 34% IKLJN*	181 23%	293 21%	314 21%	160 22%	68 18%	126 22%	125 23%	114 20%	415 22%	52 18%	48 17% Z	137 23% Z	45 25% Z	40 17%	39 38% Zabc*	26 28% Zc*	181 23%	143 22%	86 19%	282 23%	
Very unfavourable (-2)	446 20%	229 21%	211 19%	127 19%	153 19%	166 22%	257 20%	189 20%	110 22%	102 18%	102 21%	58 19%	16 16% *	49 27% J	10 15% *	173 22%	273 19%	276 18%	170 24% R	90 24% W	125 22%	104 19%	92 16%	384 20%	54 19%	33 11% Zc	155 24% Zc	43 10%	24 36% Zc*	37 35% Zc*	33 35% g	199 25%	102 16%	92 20%	279 23%	
Don't know	188 8%	41 4% B	146 13%	57 9%	81 10% F	50 7%	100 8%	87 9%	43 8%	60 11%	43 9%	17 5%	9 9% *	10 5%	7 11% *	52 7%	136 10% P	125 8%	62 9%	43 11% W	45 8%	36 6%	163 9%	21 7%	17 6%	25 4%	9 5%	12 5%	8 8% *	3 3% *	41 5%	40 6%	15 3%	96 8% h		
NET: Very/Fairly favourable	487 22%	301 28% C	185 17%	176 26% EF	159 20%	153 21%	310 24% H	177 19%	114 22% O	122 22% O	98 20%	92 30% IKMO	15 15% *	40 22%	6 10% *	186 24%	301 21%	366 24% S	121 17%	60 16%	119 21%	121 22% T	171 31% TUV	401 21%	79 28% X	103 36% abde	120 20% d	43 24% d	77 32% ade	7 6% *	18 20% d*	161 20%	186 29% f	149 32% i	252 20%	
NET: Very/Fairly unfavourable	921 42%	443 41%	467 42%	256 38%	334 42%	331 45% D	513 40%	408 43%	212 42%	231 41%	200 41%	116 37%	47 46% *	84 46%	31 49% *	354 45% Q	566 40%	591 39%	330 46% R	158 42%	251 44% W	230 41%	205 37%	799 42%	105 37%	81 28%	292 50% Zc	88 50% Zc	64 27%	76 74% Zabc*	59 63% Zac*	380 48% g	245 38%	177 38%	561 45% h	
Mean	-0.37	-0.26 C	-0.48	-0.25 EF	-0.39	-0.46	-0.32 H	-0.45	-0.38	-0.38	-0.39	-0.20 NO	-0.49 *	-0.49	-0.60 *	-0.39	-0.37	-0.29 S	-0.56	-0.54	-0.44	-0.36 T	-0.13 TUV	-0.40	-0.20 X	0.10 abde	-0.53 d	-0.47 d	0.03 abde	-1.11 *	-0.77 *	-0.50	-0.19 f	-0.15 i	-0.47	

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

ColumnProportions (5%): A,B/C,D/E/F,G/H,I/J/K/L/M/N/O,P/Q,R/S,T/U/V/W,X/Y,Z/a/b/c/d/e,f/g,h/ Minimum Base: 30(**) 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/V/W,X/Y,Z/a/b/c/d/e,f/g,h/ Minimum Base: 30(**) Small Base: 100(*)

24-089497-47 - 21st - 25th of November
PUBLIC
New Britain system
Adults 18-75 UK

Q7: Governments around the world are run under a variety of different systems. Looking at the following types of government, how favourable or unfavourable would you feel about each of these being implemented in the UK? - A government run by local, rather than national politicians

All Adults aged 18-75 in the UK

		Gender			Aggregated Age Breaks			Social grade		Region							Education		Employment status		Income					Ethnicity			General Election 2024 Vote							Referendum 2016		Performance of UK Parliament	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55-75 (F)	ABC1 (G)	C2DE (H)	NORTH (I)	MIDLANDS (J)	SOUTH (K)	LONDON (L)	WALES (M)	SCOTLAND (N)	N IRELAND (O)	GRADUAT ES (P)	NON GRADUAT ES (Q)	WORKING (R)	NOT WORKING (S)	UP TO £19999 (T)	£20000 - £34999 (U)	£35000 - £54999 (V)	£55000+ (W)	WHITE ETHNIC GROUP (X)	MINORITY ETHNIC GROUP (Y)	CONSERV ATIVE (Z)	LABOUR (a)	LIBERAL DEMOCRA TS (b)	REFORM UK (c)	GREEN (d)	OTHER (e)	REMAIN (f)	LEAVE (g)	Well (h)	Bad (i)				
Unweighted base	2215	1074	1127	688	820	707	1276	939	522	556	486	305	103	183	60	1126	1089	1455	760	379	540	537	604	1873	309	292	614	181	217	103	93	822	611	504	1196				
Weighted base	2215	1086	1115	668	804	744	1268	947	509	560	491	309	102	183	62	791	1424	1502	713	376	572	555	556	1894	287	290	588	177	239	103	93	793	647	461	1240				
Very favourable (2)	193	98	93	86	60	47	96	97	54	56	28	21	10	21	4	65	128	144	50	40	51	42	49	168	22	20	52	13	26	8	12	63	61	45	119				
	9%	9%	8%	13% EF	8%	6%	8%	10% G	11% K	10% K	6%	7%	10% *	11% K	6% *	8%	9%	10%	7%	11%	9%	8%	9%	9%	8%	7%	9%	7%	11%	8% *	13% *	8%	9%	10%	10%				
Fairly favourable (1)	671	327	342	234	249	188	369	301	148	171	161	81	26	62	22	259	412	481	189	108	192	159	182	564	96	73	192	62	82	37	36	249	192	143	418				
	30%	30%	31%	35% F	31% F	25%	29%	32%	29%	30%	33%	26%	26% *	34%	35% *	33%	29%	32% S	27%	29%	34%	29%	33%	30%	34%	25% Z	35% Z	34% Z	30%	36% *	39% Z*	31%	30%	31%	34%				
Neither favourable nor unfavourable (0)	725	380	339	184	256	285	434	291	169	171	159	117	37	52	22	250	475	468	257	120	183	199	171	623	92	107	198	60	71	24	29	278	215	151	365				
	33%	35% C	30%	28%	32%	38% DE	34%	31%	33%	30%	32%	38% JN	36% *	28%	35% *	32%	33%	31%	36% R	32%	32%	36%	31%	33%	32%	37% d	34%	34%	30%	23% *	31% *	35%	33%	33%	29%				
Fairly unfavourable (-1)	276	154	120	75	105	96	189	87	65	66	67	40	11	22	5	115	161	191	85	38	52	78	88	236	36	48	72	23	26	15	9	108	79	75	148				
	12%	14% C	11%	11%	13%	13%	15% H	9%	13%	12%	14%	13%	11% *	12%	8% *	15% Q	11%	13%	12%	10%	9%	14% U	16% TU	12%	13%	17%	12%	11%	15% *	9% *	14%	12%	16% i	16%	12%				
Very unfavourable (-2)	111	66	45	23	36	52	62	50	20	28	19	18	8	13	5	39	73	68	43	21	29	24	22	95	15	19	29	10	14	5	4	35	47	26	65				
	5%	6% C	4%	3%	5%	7% D	5%	5%	4%	5%	4%	6%	8% *	7%	8% *	5%	5%	5%	6%	6%	5%	4%	4%	5%	5%	7%	5%	6%	6%	5% *	4% *	4%	4%	7% f	6%	5%			
Don't know	239	61	176	67	97	75	118	121	53	68	58	32	10	13	5	63	176	150	89	49	64	53	44	208	26	22	45	9	20	13	3	59	54	22	125				
	11%	6%	16% B	10%	12%	10%	9%	13% G	10%	12%	12%	10%	10% *	7%	8% *	8%	12% P	10%	12%	13% W	11%	10%	8%	11%	9%	8%	8%	5%	8%	13% be*	3% *	7%	8%	5%	10% h				
NET: Very/Fairly favourable	864 39%	425 39%	435 39%	320 48% EF	309 38% F	235 32%	466 37%	398 42% G	202 40%	227 40%	189 38%	102 33%	36 35% *	83 46% L	25 41% *	324 41%	540 38%	625 42% S	239 33%	147 39%	243 43% V	201 36%	230 41%	732 39%	118 41%	93 32%	244 41% Z	75 42% Z	108 45% Z	45 44% *	49 52% Z*	312 39%	253 39%	187 41%	537 43%				
NET: Very/Fairly unfavourable	387 17%	220 20% C	165 15%	98 15%	141 18%	148 20% D	250 20% H	137 14%	85 17%	94 17%	86 17%	58 19%	19 19% *	35 19%	10 16% *	153 19%	233 16%	259 17%	128 18%	60 16%	82 14%	103 18%	110 20% U	332 18%	51 18%	67 23% a	101 17%	32 18%	39 17%	21 20% *	13 14% *	143 18%	126 19%	101 22% i	213 17%				
Mean	0.28	0.23	0.34 B	0.47 EF	0.27 F	0.12	0.22	0.37 G	0.33	0.33	0.26	0.17	0.20 *	0.33	0.24 *	0.27	0.29	0.33 S	0.19	0.32	0.36	0.23	0.29	0.28	0.28	0.10	0.31 Z	0.27	0.37 Z	0.30 *	0.49 Z*	0.27	0.24	0.24	0.34				

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

ColumnProportions (5%): A,B/C,D/E/F,G/H,I/J/K/L/M/N/O,P/Q,R/S,T/U/V/W,X/Y,Z/a/b/c/d/e,f/g,h/ Minimum Base: 30(**) 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/V/W,X/Y,Z/a/b/c/d/e,f/g,h/ Minimum Base: 30(**) Small Base: 100(*)

24-089497-47 - 21st - 25th of November
PUBLIC
New Britain system
Adults 18-75 UK

Q7: Governments around the world are run under a variety of different systems. Looking at the following types of government, how favourable or unfavourable would you feel about each of these being implemented in the UK? - A government run by direct democracy, with referendums on all topics

All Adults aged 18-75 in the UK

		Gender			Aggregated Age Breaks			Social grade		Region							Education		Employment status		Income				Ethnicity		General Election 2024 Vote								Referendum 2016		Performance of UK Parliament	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55-75 (F)	ABC1 (G)	C2DE (H)	NORTH (I)	MIDLANDS (J)	SOUTH (K)	LONDON (L)	WALES (M)	SCOTLAND (N)	N IRELAND (O)	GRADUAT ES (P)	NON GRADUAT ES (Q)	WORKING (R)	NOT WORKING (S)	UP TO £19999 (T)	£20000 - £34999 (U)	£35000 - £54999 (V)	£55000+ (W)	WHITE ETHNIC GROUP (X)	MINORITY ETHNIC GROUP (Y)	CONSERV ATIVE (Z)	LABOUR (a)	LIBERAL DEMOCRA TS (b)	REFORM UK (c)	GREEN (d)	OTHER (e)	REMAIN (f)	LEAVE (g)	Well (h)	Bad (i)			
Unweighted base	2215	1074	1127	688	820	707	1276	939	522	556	486	305	103	183	60	1126	1089	1455	760	379	540	537	604	1873	309	292	614	181	217	103	93	822	611	504	1196			
Weighted base	2215	1086	1115	668	804	744	1268	947	509	560	491	309	102	183	62	791	1424	1502	713	376	572	555	556	1894	287	290	588	177	239	103	93	793	647	461	1240			
Very favourable (2)	329	193	133	108	114	107	193	137	81	73	61	51	21	35	6	126	204	240	90	57	85	71	95	281	45	43	103	24	40	19	19	130	109	94	184			
	15%	18% c	12%	16%	14%	14%	15%	14%	16%	13%	13%	17%	21% k*	19% k	10% *	16%	14%	16% s	13%	15%	15%	13%	17%	15%	16%	15%	17%	14%	17%	18% *	20% *	16%	17%	20% i	15%			
Fairly favourable (1)	627	334	290	206	214	207	364	263	131	167	142	90	27	48	21	237	390	435	192	79	173	164	172	527	94	83	172	52	84	37	29	223	201	137	376			
	28%	31% c	26%	31%	27%	28%	29%	28%	26%	30%	29%	29%	26% *	26%	33% *	30%	27%	29%	27%	21%	30%	30%	31%	28%	33%	29%	29%	29%	35%	36% *	31% *	28%	31%	30%	30%			
Neither favourable nor unfavourable (0)	590	275	312	167	234	189	322	267	135	138	144	86	20	49	18	181	409	385	205	111	141	157	134	495	83	71	136	53	66	21	20	188	176	88	327			
	27%	25%	28%	25%	29%	25%	25%	28%	27%	25%	29%	28%	20% *	27%	29% *	23%	29% p	26%	29%	30%	25%	28%	24%	26%	29%	25%	23%	30%	28%	20% *	21% *	24%	27%	19%	26% h			
Fairly unfavourable (-1)	274	144	128	74	89	112	178	97	62	72	60	42	15	16	7	121	154	179	95	39	71	76	75	241	28	49	79	23	25	15	13	121	72	83	141			
	12%	13%	11%	11%	11%	15% DE	14% H	10%	12%	13%	12%	14%	14% *	9%	12% *	15% Q	11%	12%	13%	10%	12%	14%	14%	13%	10%	17%	13%	10%	15% *	14% *	15% g	11%	18% i	11%				
Very unfavourable (-2)	129	83	46	24	44	61	84	45	29	24	29	18	8	17	5	57	72	90	39	22	37	30	35	118	8	22	49	14	6	2	9	66	36	42	58			
	6%	8% c	4%	4%	5%	8% DE	7%	5%	6%	4%	6%	6%	7% *	10% J	8% *	7% Q	5%	6%	5%	6%	6%	5%	6%	6%	6% Y	3%	8%	8%	8% cd	3%	2% *	10% cd*	8%	6%	9% i	5%		
Don't know	265	58	206	90	108	67	127	138	69	85	54	21	12	18	5	69	196	173	93	68	66	57	44	232	29	22	50	10	18	9	3	64	52	17	154			
	12%	5%	18% B	13% F	13% F	9%	10%	15% G	14% L	15% L	11%	7%	12% *	10%	8% *	9%	14% P	11%	13%	18% UVW	12%	10%	8%	12%	10%	8%	9%	6%	7%	9% *	3% *	8%	8%	4%	12% h			
NET: Very/Fairly favourable	956 43%	527 49% c	423 38%	314 47% E	328 41%	315 42%	556 44%	400 42%	213 42%	241 43%	204 42%	141 46%	48 47% *	83 45%	27 43% *	362 46%	594 42%	675 45% s	281 39%	136 36%	257 45% T	235 42%	267 48% T	808 43%	139 48%	126 44%	274 47%	76 43%	125 52%	56 54% *	48 52% *	353 45%	310 48%	231 50%	560 45%			
NET: Very/Fairly unfavourable	404 18%	227 21% c	174 16%	97 15%	133 17%	173 23% DE	262 21% H	142 15%	92 18%	96 17%	89 18%	60 19%	22 22% *	33 18%	12 20% *	178 23% Q	225 16%	269 18%	134 19%	61 16%	108 19%	106 19%	111 20%	359 19% Y	36 13%	71 24% c	128 22% c	38 21% c	31 13%	17 16% *	22 23% c*	188 24% g	108 17%	125 27% i	199 16%			
Mean	0.39	0.40	0.37	0.52 EF	0.38	0.28	0.35	0.43	0.39	0.41	0.34	0.40	0.44 *	0.41	0.27 *	0.35	0.41	0.42	0.32	0.36	0.39	0.34	0.42	0.37	0.54 X	0.29	0.37	0.29	0.58 Zab	0.60 Z*	0.41 *	0.31	0.46 f	0.36	0.45			

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

ColumnProportions (5%): A,B/C,D/E/F,G/H,I/J/K/L/M/N/O,P/Q,R/S,T/U/V/W,X/Y,Z/a/b/c/d/e,f/g,h/ Minimum Base: 30(**) 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/V/W,X/Y,Z/a/b/c/d/e,f/g,h/ Minimum Base: 30(**) Small Base: 100(*)

24-089497-47 - 21st - 25th of November

PUBLIC

New Britain system

Adults 18-75 UK

Q7: Governments around the world are run under a variety of different systems. Looking at the following types of government, how favourable or unfavourable would you feel about each of these being implemented in the UK? - A government run by people aged under 40 only

All Adults aged 18-75 in the UK

		Gender			Aggregated Age Breaks			Social grade		Region							Education		Employment status		Income					Ethnicity		General Election 2024 Vote							Referendum 2016		Performance of UK Parliament	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55-75 (F)	ABC1 (G)	C2DE (H)	NORTH (I)	MIDLANDS (J)	SOUTH (K)	LONDON (L)	WALES (M)	SCOTLAND (N)	N IRELAND (O)	GRADUAT ES (P)	NON GRADUAT ES (Q)	WORKING (R)	NOT WORKING (S)	UP TO £19999 (T)	£20000 - £34999 (U)	£35000 - £54999 (V)	£55000+ (W)	WHITE ETHNIC GROUP (X)	MINORITY ETHNIC GROUP (Y)	CONSERV ATIVE (Z)	LABOUR (a)	LIBERAL DEMOCRA TS (b)	REFORM UK (c)	GREEN (d)	OTHER (e)	REMAIN (f)	LEAVE (g)	Well (h)	Bad (i)			
Unweighted base	2215	1074	1127	688	820	707	1276	939	522	556	486	305	103	183	60	1126	1089	1455	760	379	540	537	604	1873	309	292	614	181	217	103	93	822	611	504	1196			
Weighted base	2215	1086	1115	668	804	744	1268	947	509	560	491	309	102	183	62	791	1424	1502	713	376	572	555	556	1894	287	290	588	177	239	103	93	793	647	461	1240			
Very favourable (2)	111	73	36	79	29	4	67	44	37	23	17	20	6	7	1	43	68	90	20	11	29	33	36	84	24	9	39	4	8	8	1	38	18	39	47			
	5%	7% C	3%	12% EF	4% F	0%	5%	5%	7% JK	4%	3%	7%	5% *	4%	2% *	5%	5%	6% S	3%	3%	5%	6%	6% T	4%	8% X	3%	7% be	2%	3%	8% e*	1% *	5%	3%	8% i	4%			
Fairly favourable (1)	270	149	118	171	73	25	172	98	57	58	58	58	16	17	6	129	140	211	58	44	56	62	96	190	77	31	81	17	25	20	5	93	52	100	123			
	12%	14% C	11%	26% EF	9% F	3%	14% H	10%	11%	10%	12%	19% UKN	16% *	9%	9% *	16% Q	10%	14% S	8%	12%	10%	11%	17% TUV	10% X	27% X	11% e	14% e	10%	10%	20% Zbce*	5% *	12% g	8%	22% i	10%			
Neither favourable nor unfavourable (0)	686	356	329	208	267	212	338	348	163	167	157	87	35	56	20	204	483	461	225	151	162	184	148	575	96	72	180	54	64	30	34	227	186	107	382			
	31%	33%	30%	31%	33%	28%	27% G	37% G	32%	30%	32%	28%	35% *	31%	32% *	26% P	34% P	31%	32%	40% UVW	28%	33% W	27%	30%	33%	25%	31%	31%	27%	29% *	37% Z*	29%	29%	23%	31% h			
Fairly unfavourable (-1)	494	225	264	87	193	214	297	196	116	132	107	55	20	47	18	199	295	330	164	67	118	134	143	456	36	70	142	49	64	24	24	216	159	96	308			
	22%	21%	24%	13% D	24% D	29% D	23% D	21% D	23%	24%	22%	18%	19% *	26% I	29% *	25% Q	21% Q	22%	23%	18%	21% T	24% T	26% T	24% Y	12% Y	24% ad	24% ad	28% d	27% ad	23% d*	24% d*	26% d*	27% f	25% f	21% f	25%		
Very unfavourable (-2)	481	237	238	61	162	258	300	181	93	122	114	71	20	48	13	164	316	293	188	72	160	108	95	447	31	94	119	45	66	14	26	171	202	108	290			
	22%	22%	21%	9% D	20% D	35% DE	24% H	19% H	18%	22%	23%	23%	19% *	26% I	21% *	21% I	22% I	19%	26% R	19%	28% TVW	19%	17%	24% Y	11% Y	32% ad	20% ad	25% d	28% ad	14% d*	28% d*	22% f	31% f	23% f	23%			
Don't know	174	45	128	61	80	32	94	80	43	58	39	17	6	8	4	51	122	116	58	31	47	35	38	143	24	13	27	7	12	7	3	48	30	13	90			
	8%	4% B	12% B	9% F	10% F	4% F	7% F	8% F	8% F	10% LN	8% LN	6% LN	5% *	4% *	6% *	7% *	9% *	8% *	8% *	8% *	8% *	6% *	7% *	8% *	8% *	5% *	5% *	4% *	5% *	7% *	4% *	6% *	5% *	3% *	7% h			
NET: Very/Fairly favourable	381	223	155	250	102	29	239	142	94	81	74	78	22	24	7	172	209	302	79	55	84	95	132	274	101	40	120	21	33	28	6	131	71	138	170			
	17%	21% C	14%	37% EF	13% F	4%	19% H	15%	19%	15%	15%	25% UKNO	21% *	13% *	12% *	22% Q	15%	20% S	11%	15%	15%	17%	24% TUV	14% X	14% Zbce	20% Zbce	12% Zbce	14% Zbce	27% Zbce*	6% *	17% g	11% g	30% i	14%				
NET: Very/Fairly unfavourable	974	463	502	149	354	471	597	378	209	254	220	126	39	95	31	363	611	622	352	139	278	242	238	903	67	164	262	94	130	38	50	387	361	204	598			
	44%	43%	45%	22% D	44% DE	63% DE	47% H	40% H	41%	45%	45%	41%	38% *	52% ILM	50% *	46% *	43% *	41%	49% R	37% R	49% T	44% T	43% Y	48% Y	23% ad	57% ad	53% d	54% ad	37% *	54% d*	49% d*	56% f	44% f	48% f				
Mean	-0.47	-0.39 C	-0.56	0.20 EF	-0.53 F	-0.98	-0.50	-0.43	-0.37 JKN	-0.54	-0.54	-0.34 JKN	-0.32 N*	-0.64	-0.62 *	-0.42	-0.50	-0.38 S	-0.67	-0.42 U	-0.62	-0.43 U	-0.32 U	-0.57	0.10 X	-0.76 Zbce	-0.67	-0.68	-0.17 Zbce*	-0.77 *	-0.52 g	-0.77	-0.30 i	-0.58				

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

ColumnProportions (5%): A,B/C,D/E/F,G/H,I/J/K/L/M/N/O,P/Q,R/S,T,U/V/W,X/Y,Z/a/b/c/d/e,f/g,h/ Minimum Base: 30(**) 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/V/W,X/Y,Z/a/b/c/d/e,f/g,h/ Minimum Base: 30(**) Small Base: 100(*)

24-089497-47 - 21st - 25th of November

PUBLIC

New Britain system

Adults 18-75 UK

Q7: Governments around the world are run under a variety of different systems. Looking at the following types of government, how favourable or unfavourable would you feel about each of these being implemented in the UK? - A government run by civil servants

All Adults aged 18-75 in the UK

		Gender			Aggregated Age Breaks			Social grade		Region							Education		Employment status		Income					Ethnicity		General Election 2024 Vote							Referendum 2016		Performance of UK Parliament	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55-75 (F)	ABC1 (G)	C2DE (H)	NORTH (I)	MIDLANDS (J)	SOUTH (K)	LONDON (L)	WALES (M)	SCOTLAND (N)	N IRELAND (O)	GRADUAT ES (P)	NON GRADUAT ES (Q)	WORKING (R)	NOT WORKING (S)	UP TO £19999 (T)	£20000 - £34999 (U)	£35000 - £54999 (V)	£55000+ (W)	WHITE ETHNIC GROUP (X)	MINORITY ETHNIC GROUP (Y)	CONSERV ATIVE (Z)	LABOUR (a)	LIBERAL DEMOCRA TS (b)	REFORM UK (c)	GREEN (d)	OTHER (e)	REMAIN (f)	LEAVE (g)	Well (h)	Bad (i)			
Unweighted base	2215	1074	1127	688	820	707	1276	939	522	556	486	305	103	183	60	1126	1089	1455	760	379	540	537	604	1873	309	292	614	181	217	103	93	822	611	504	1196			
Weighted base	2215	1086	1115	668	804	744	1268	947	509	560	491	309	102	183	62	791	1424	1502	713	376	572	555	556	1894	287	290	588	177	239	103	93	793	647	461	1240			
Very favourable (2)	96	60	36	58	34	4	60	36	17	15	26	23	5	9	1	52	44	83	14	11	20	14	50	73	20	14	28	6	10	5	7	44	19	44	40			
	4%	6% C	3%	9% EF	4% F	0%	5%	4%	3%	3%	5% J	7% U	5% *	5%	2% *	7% Q	3%	6% S	2%	3%	3%	3%	9% TUV	4%	7% X	5%	5%	3%	4%	5% *	8% *	6% g	3%	9% i	3%			
Fairly favourable (1)	381	213	166	179	150	52	256	125	85	99	71	76	17	28	7	159	222	289	92	47	89	108	121	292	82	38	127	39	31	19	15	144	81	119	193			
	17%	20% C	15%	27% EF	19% F	7%	20% H	13%	17%	18%	14%	25% UKNO	16% *	15%	12% *	20% Q	16%	19% S	13%	13%	16%	19%	22% T	15% TU	28% X	13%	22% Zc	22% Zc	13%	19% *	16% *	18% g	13%	26% i	16%			
Neither favourable nor unfavourable (0)	715	338	370	199	302	214	392	323	174	162	171	86	39	61	22	259	455	513	202	112	186	197	174	613	91	64	217	44	64	36	30	267	175	141	373			
	32%	31%	33%	30%	38% DF	29%	31%	34%	34%	29%	35%	28% *	38% *	34%	35% *	33%	32%	34% S	28%	30%	33%	36%	31%	32%	32%	22% Zbc	25%	27%	35% Z*	32% *	34% g	27%	31%	30%				
Fairly unfavourable (-1)	433	206	225	94	128	211	244	190	88	120	96	50	21	44	15	145	288	275	159	80	97	117	106	395	36	64	119	55	43	20	20	186	137	76	260			
	20%	19%	20%	14%	16%	28% DE	19%	20%	17%	21%	20%	16%	21% *	24%	24% *	18%	20%	18% R	22% R	21%	17%	21%	19%	21% Y	13%	22%	20%	31% Zacd	18%	18%	19% *	21% *	24%	13%	16%	21%		
Very unfavourable (-2)	333	209	123	48	78	207	186	147	81	83	77	42	12	25	12	106	227	175	159	67	106	69	60	308	22	87	55	20	78	9	11	79	192	56	238			
	15%	19% C	11%	7%	10%	28% DE	15%	16%	16%	15%	16%	14%	12% *	14%	20% *	13%	16%	12% R	22% R	18% VW	19% VW	12%	11%	16% Y	8%	30% abde	9%	12% abde	9%	9% *	12% *	10%	30% f	12%	19% h			
Don't know	256	60	194	89	111	55	129	127	65	81	50	32	9	16	4	69	187	168	88	60	74	49	44	213	35	23	42	12	14	14	11	72	43	25	136			
	12%	6%	17% B	13% F	14% F	7%	10%	13% G	13%	14%	10%	10%	9% *	8%	7% *	9%	13% P	11%	12%	16% VW	13% W	9%	8%	11%	12%	8%	7%	7%	6%	14% ac*	11% *	9%	7%	6%	11% h			
NET: Very/Fairly favourable	478	273	202	237	184	56	316	161	101	114	97	98	21	37	8	212	266	372	106	58	108	122	171	365	102	52	155	45	40	24	22	188	100	163	233			
	22%	25% C	18%	36% EF	23% F	8%	25% H	17%	20%	20%	20%	32% UKNO	21% *	20%	14% *	27% Q	19%	25% S	15%	15%	19%	22% T	31% TUV	19%	36% X	18%	26% Zc	25%	17%	24% *	24% *	24% g	15%	35% i	19%			
NET: Very/Fairly unfavourable	767	416	348	142	206	418	430	337	169	203	173	92	33	69	27	251	516	449	317	147	204	186	166	703	59	151	174	76	121	29	31	265	329	132	497			
	35%	38% C	31%	21%	26%	56% DE	34%	36%	33%	36%	35%	30%	32% *	38%	44% L*	32%	36% P	30%	45% R	39% W	36%	34%	30%	37% Y	20%	52% ade	30%	43% ad	50% ade	28% *	33% *	33% f	51% f	29% h	40%			
Mean	-0.27	-0.28	-0.25	0.18 EF	-0.10 F	-0.82	-0.21 H	-0.35	-0.30	-0.33	-0.29	-0.05 UKO	-0.20 *	-0.29	-0.51 *	-0.13 Q	-0.35	-0.13 S	-0.57	-0.46	-0.37	-0.23 T	-0.01 TUV	-0.34	0.17 X	-0.64	-0.09 Zbc	-0.28 Zc	-0.66	-0.10 Zc*	-0.15 Zc*	-0.16 g	-0.67	0.04 i	-0.42			

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

ColumnProportions (5%): A,B/C,D/E/F,G/H,I/J/K/L/M/N/O,P/Q,R/S,T/U/V/W,X/Y,Z/a/b/c/d/e,f/g,h/ Minimum Base: 30(**) 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/V/W,X/Y,Z/a/b/c/d/e,f/g,h/ Minimum Base: 30(**) Small Base: 100(*)

24-089497-47 - 21st - 25th of November

PUBLIC

New Britain system

Adults 18-75 UK

Q8A. Thinking about each of these types of potential government... In which of the following policy areas do you think they would be most effective at solving problems? - Summary

All Adults aged 18-75 in the UK

	Q8A. Thinking about each of these types of potential government... In which of the following policy areas do you think they would be most effective at solving problems?						
	A governme nt run by academic experts	A governme nt run by the military	A governme nt run by business leaders	A governme nt run by local, rather than national politicians	A governme nt run by direct democrac y, with referendu ms on all topics	A governme nt run by people aged under 40 only	A governme nt run by civil servants
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
Unweighted base	2215	2215	2215	2215	2215	2215	2215
Weighted base	2215	2215	2215	2215	2215	2215	2215
Managing the economy	616 28% BDEFG	120 5% 40% ABDEFG	880 11% 19% B	239 11% 19% B	412 19% 10% B	224 10% 15% BDF	343 15% 10% BDF
Asylum and immigration	224 10% C	439 20% ACDFG	137 6% C	253 11% C	481 22% ACDFG	245 11% C	216 10% C
Healthcare	435 20% BCFG	112 5% 8% B	169 8% 18% B	407 18% 18% BCFG	461 21% 14% BCFG	311 14% 13% BC	289 13% 10% BC
Inflation and prices	483 22% BDEFG	98 4% 32% ABDEFG	705 32% 10% B	210 10% 17% B	371 17% 12% BDFG	256 12% 12% BD	263 12% 10% BD
Crime and anti-social behaviour	225 10% C	581 26% ACEFG	117 5% ACEFG	554 25% ACEFG	426 19% ACFG	325 15% ACG	228 10% C
Education	856 39% BCDEFG	126 6% 10% B	214 10% 10% B	504 23% BCEG	427 19% BCG	499 23% BCEG	321 15% BC
Defence	198 9% CDF	1110 50% ACDEFG	122 5% 6% ACDFG	134 6% 15% ACDFG	333 15% 6% ACDFG	143 6% 8% CDF	181 8% CDF
Housing	283 13% BC	122 6% 10% B	227 10% 10% B	795 36% ABCEFG	427 19% 15% ABCEFG	331 15% 15% ABC	323 15% 10% BC
Poverty and inequality	311 14% BCG	118 5% 9% B	191 9% 20% ABCFG	434 20% 20% ABCFG	453 20% 16% BCG	354 16% 12% BC	262 12% 10% BC
The environment	499 23% BCDEG	97 4% 7% B	158 7% 18% BCG	405 18% 18% BCG	405 18% 22% BCG	491 22% 10% BCDEG	219 10% 10% BC
Taxation	485 22% BDEFG	107 5% 30% ABDEFG	668 30% 10% B	231 10% 17% BDF	382 17% 9% B	201 9% 17% BDF	379 17% 10% BDF
None of the above	264 12% AD	337 15% AD	368 17% AD	281 13% ABD	385 17% ABD	502 23% ABCODE	482 22% ABCODE
Don't know	471 21% BC	351 16% 18% B	409 18% ABC	545 25% ABC	720 33% ABCODE	552 25% ABC	667 30% ABCODE

lance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

ColumnProportions (5%): A/B/C/D/E/F/G. Minimum Base: 300** Small Base: 100**

ColumnMeans (5%): A/B/C/D/E/F/G. Minimum Base: 300** Small Base: 100**

Adults 18-75 UK

All Adults aged 18-75 in the UK

		Gender			Aggregated Age Breaks			Social grade		Region										Education		Employment status		Income				Ethnicity		General Election 2024 Vote							Referendum 2016		Performance of UK Parliament	
		Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55-75 (F)	ABC1 (G)	C2DE (H)	NORTH (I)	MIDLANDS (J)	SOUTH (K)	LONDON (L)	WALES (M)	SCOTLAND (N)	NORTHERN IRELAND (O)	GRADUATES (P)	NON GRADUATES (Q)	WORKING (R)	NOT WORKING (S)	UP TO £19999 (T)	£20000 - £34999 (U)	£35000 - £45999 (V)	£55000+ (W)	WHITE ETHNIC GROUP (X)	MINORITY ETHNIC GROUP (Y)	CONSERVATIVE (Z)	LABOUR (a)	LIBERAL DEMOCRATS (b)	REFORM UK (c)	GREEN (d)	OTHER (e)	REMAIN (f)	LEAVE (g)	Well (h)	Bad (i)				
Unweighted base		2215	1074	1127	688	820	707	1276	939	522	556	486	305	103	183	60	1126	1089	1455	760	379	540	537	604	1873	309	292	614	181	217	103	93	822	611	504	1196				
Weighted base		2215	1086	1115	668	804	744	1268	947	509	560	491	309	102	183	62	791	1424	1502	713	376	572	555	556	1894	287	290	588	177	239	103	93	793	647	461	1240				
Education		856 39%	416 38%	434 39%	280 42% F	318 40%	259 35%	530 42% H	326 34%	175 35%	220 39%	186 38%	140 45% I	40 39%	69 42% *	26 47% Q	374 48%	482 34%	592 39%	264 37%	120 32%	205 36%	221 40% T	262 47% TUV	728 38%	117 41%	100 35%	254 43% Z	79 45% Z	88 37%	52 51% Zc*	40 43% *	341 40%	251 39%	201 44%	486 39%				
Managing the economy		616 28%	318 29%	296 27%	199 30% F	238 30% F	180 24%	358 28%	258 27%	133 26%	151 27%	145 30%	84 27%	34 34% *	50 27%	20 32% +	318 31% Q	369 26%	437 29%	180 25%	88 23%	158 28%	152 27%	191 34% TUV	533 28%	73 25%	76 26%	192 33% c	55 31%	53 22%	36 35% c*	26 28% +	253 32%	174 27%	143 31%	341 28%				
The environment		499 23%	258 24%	237 21%	173 26% F	181 23% F	145 19%	322 25% H	177 19%	102 20%	99 18%	123 25% J	90 29% U	24 23% +	44 24%	17 27% +	228 29% Q	271 19%	364 24% S	135 19%	65 17%	122 21%	125 23%	161 29% TUV	416 22%	77 27%	54 19%	154 26% Zc	47 27% c	31 13%	30 30% Zc*	37 29% Zac*	226 9%	116 18%	139 30%	265 21%				
Taxation		485 22%	262 24% C	220 20%	152 23% F	205 26% F	129 17%	290 23%	195 21%	107 21%	116 21%	103 21%	76 25% +	26 26% +	39 22%	18 29% Q	213 27% T	272 19%	357 24% S	129 18%	74 20%	104 18%	118 21%	166 30% TUV	422 22%	61 21%	66 23%	144 24% Zc	42 24% c	47 20%	26 25% +	20 22% +	202 25%	144 22%	128 28% i	260 21%				
Inflation and prices		483 22%	251 23%	229 21%	158 24% F	200 25% F	125 17%	288 23%	195 21%	96 19%	109 19%	118 24%	72 23%	28 27% +	43 23%	17 28% Q	211 27% Q	272 19%	351 23% S	132 19%	77 20%	102 18%	127 23%	156 28% TU	415 22%	62 22%	62 21%	139 24% c	47 26% c	36 15%	23 23% *	22 24% *	201 25% g	128 20%	126 27% i	264 21%				
Healthcare		435 20%	240 22% C	191 17%	174 26% EF	172 21% F	89 12% H	284 22% H	151 16%	89 17%	104 19%	97 20%	70 23% Z	24 24% +	39 22%	12 20% +	216 27% Q	219 15% S	313 17% T	122 16%	59 18%	101 19%	103 10%	148 27% TUV	349 18% X	75 26%	47 16%	138 23% Zc	28 16% Zc	30 13%	24 24% c*	24 25% c*	23 23% g	179 16% i	104 15% i	225 18%				
Poverty and inequality		311 14%	168 15%	140 13%	108 16% F	132 16% F	71 10%	195 15%	117 12%	60 12%	72 13%	72 15%	58 19% U	16 16% +	26 14%	7 11% +	153 19% Q	158 11%	235 16% S	76 11%	49 13%	78 14%	70 13%	102 18% TUV	253 13%	48 17%	26 9%	99 17% Zc	26 14% Zc	25 11%	25 25% Zc*	14 16% *	135 17% g	73 11%	90 19% i	150 12%				
Housing		283 13%	164 15% C	117 11%	120 18% EF	106 13% F	58 8%	178 14%	105 11%	56 11%	73 13%	59 12%	54 18% I	14 14% +	22 12% +	6 10% +	126 16% Q	157 11%	209 14% S	74 10%	48 13%	76 13%	64 11%	85 15%	225 12%	50 17% X	23 8%	91 15% Zc	26 15% Zc	18 7% Zc*	17 18% Zc*	11 14% g	111 10% g	67 17% i	142 11%					
Crime and anti-social behaviour		225 10%	126 12% C	96 9%	94 14% F	84 10% F	47 6%	141 11%	83 9%	38 7%	52 9%	48 10%	49 16% UK	12 12% +	19 10% +	6 10% Q	110 14%	115 8%	163 11%	62 9%	35 9%	61 11%	43 8%	76 14% V	175 9%	42 15% X	22 8%	72 12% Zc	26 15% Zc	18 8%	9 8% +	11 9% +	12 12% g	48 7%	72 16% i	102 8%				
Asylum and immigration		224 10%	127 12% C	96 9%	90 14% F	96 12% F	38 5%	143 11%	81 9%	39 8%	54 10%	46 9%	45 15% UK	15 15% I*	18 18% +	8 12% Q	108 14% Q	116 8%	173 12% S	51 7%	41 11%	59 10%	43 8%	74 13% V	172 9%	46 16% X	20 7%	65 10% Z	18 10% Z	23 10% Z	13 13% *	14 15% Z*	12 12% g	51 8%	69 15% i	108 9%				
Defence		198 9%	105 10%	92 8%	69 10% F	82 10% F	46 6%	123 12% G	75 8%	41 8%	42 7%	43 9%	43 14% U	7 7% +	16 9%	7 11% +	87 11% Q	111 8%	146 10%	52 7%	37 10%	56 10%	44 8%	53 10%	153 8%	38 13%	14 5%	61 10% Z	20 11% Z	15 6%	6 6% +	15 16% Zac*	91 12% g	38 6% i	90 7%					
None of the above		264 12%	161 15% C	102 9%	39 6% D	82 10% DE	143 19%	129 10% G	135 14%	57 11%	75 13%	66 13% L	24 8% L	7 7% +	28 15% L	6 10% +	72 9% P	192 13%	158 11%	106 15% R	48 13% W	82 14% W	65 12% W	42 8% Y	246 13% Y	16 6% Y	56 19% abde	50 8% Z	15 19% abde	47 9% abde	10 9% +	8 9% +	82 10% f	103 16% f	37 8% h	181 15% h				
Don't know		471 21%	160 15% B	304 27%	103 15% D	200 25% D	168 23% D	248 20% G	223 24% G	137 22% KL	121 22% L	103 21% L	44 14%	19 18% +	36 20% +	11 17% +	116 15% P	354 25% P	302 20%	169 24%	100 26% W	121 21% W	125 22% W	74 13% Y	422 22% Y	38 13%	40 14%	109 19%	28 16%	42 18%	19 18% +	17 18% +	158 20% Z	110 17% Z	53 12% Z	266 21% Z				

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

ColumnProportions (5%): A,B/C,D/E,F,G/H,I/J/K/L,M/N,O,P/Q,R/S,T/U/V,W,X/Y,Z/a/b/c/d/e,f/g,h/i Minimum Base: 30(**) 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/V,W,X/Y,Z/a/b/c/d/e,f/g,h/i Minimum Base: 30(**) Small Base: 100(*)

24-089497-47 - 21st - 25th of November

PUBLIC

New Britain system

Adults 18-75 UK

Q8A. Thinking about each of these types of potential government... In which of the following policy areas do you think they would be most effective at solving problems? - A government run by the military

All Adults aged 18-75 in the UK

		Gender			Aggregated Age Breaks			Social grade		Region								Education		Employment status		Income				Ethnicity		General Election 2024 Vote							Referendum 2016		Performance of UK Parliament	
	Total	Male	Female	18-34	35-54	55-75	ABC1	C2DE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	NORTHERN IRELAND	GRADUATE	NON GRADUATE	WORKING	NOT WORKING	UP TO £19999	£20000 - £34999	£35000 - £54999	£55000+	WHITE ETHNIC GROUP	MINORITY ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	GREEN	OTHER	REMAIN	LEAVE	Well	Bad			
	(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)			
Unweighted base	2215	1074	1127	688	820	707	1276	939	522	556	486	305	103	183	60	1126	1089	1455	760	379	540	537	604	1873	309	292	614	181	217	103	93	822	611	504	1196			
Weighted base	2215	1086	1115	668	804	744	1268	947	509	560	491	309	102	183	62	791	1424	1502	713	376	572	555	556	1894	287	290	588	177	239	103	93	793	647	461	1240			
Defence	1110 50%	551 51%	554 50%	307 46%	427 53%	375 50%	670 53%	440 46%	242 48%	272 49%	266 54%	153 50%	56 55%	89 48%	33 53%	431 55%	679 48%	733 49%	377 53%	165 44%	285 50%	280 50%	314 57%	984 52%	114 40%	174 60%	306 52%	92 52%	123 52%	46 44%	51 55%	406 51%	387 60%	231 50%	662 53%			
Crime and anti-social behaviour	581 26%	277 26%	302 27%	192 29%	220 27%	169 23%	329 26%	252 27%	119 23%	154 28%	129 26%	87 28%	25 24%	50 27%	18 29%	226 29%	355 25%	397 26%	184 26%	77 21%	157 27%	145 26%	165 30%	498 26%	75 26%	75 26%	153 26%	41 23%	73 30%	23 22%	25 27%	199 25%	199 31%	126 27%	353 29%			
Asylum and immigration	439 20%	237 22%	201 18%	130 19%	172 21%	137 18%	230 22%	209 18%	94 18%	120 21%	91 18%	59 19%	23 23%	38 21%	14 23%	146 19%	292 21%	298 20%	141 20%	67 18%	131 23%	97 18%	120 22%	385 20%	49 17%	73 25%	99 17%	26 15%	80 34%	10 10%	19 20%	111 14%	198 31%	85 19%	296 24%			
Education	126 6%	77 7%	48 4%	65 10%	43 5%	19 3%	82 6%	44 5%	26 5%	28 5%	31 6%	27 9%	3 3%	9 5%	2 3%	47 6%	79 6%	100 7%	26 4%	16 4%	28 5%	34 6%	42 8%	93 5%	29 10%	18 6%	32 5%	14 8%	15 6%	5 5%	8 9%	40 5%	40 6%	39 9%	56 5%			
Housing	122 6%	75 7%	47 4%	63 9%	42 5%	18 2%	70 6%	52 6%	26 5%	33 6%	20 4%	29 9%	5 5%	8 4%	2 3%	51 6%	72 5%	90 6%	33 5%	21 6%	25 4%	28 5%	41 7%	82 4%	35 12%	20 7%	22 4%	6 4%	18 7%	7 7%	6 6%	39 5%	37 6%	39 9%	53 4%			
Managing the economy	120 5%	70 6%	50 5%	65 10%	37 5%	19 3%	73 6%	48 5%	21 4%	33 6%	18 4%	32 11%	5 5%	7 4%	5 7%	53 7%	67 5%	86 6%	34 5%	22 6%	24 4%	29 5%	44 8%	91 5%	28 10%	17 6%	35 6%	9 5%	10 4%	3 3%	5 6%	35 4%	29 4%	38 8%	51 4%			
Poverty and inequality	118 5%	70 6%	47 4%	70 11%	31 4%	17 2%	70 6%	48 5%	29 6%	25 4%	24 5%	28 9%	3 3%	8 4%	2 3%	52 7%	66 5%	87 6%	31 4%	21 6%	26 5%	29 5%	42 8%	86 5%	28 10%	12 4%	38 6%	7 4%	14 6%	2 2%	4 4%	29 4%	36 6%	41 9%	61 5%			
Healthcare	112 5%	57 5%	55 5%	55 8%	42 5%	15 2%	71 6%	41 4%	23 5%	30 5%	15 3%	30 10%	1 1%	11 6%	2 3%	49 6%	63 4%	77 5%	35 5%	22 6%	23 4%	26 5%	40 7%	76 4%	31 11%	15 5%	28 5%	10 6%	10 4%	1 1%	10 11%	34 4%	37 6%	37 8%	58 5%			
Taxation	107 5%	72 7%	35 3%	65 10%	26 3%	16 2%	62 5%	45 5%	26 5%	28 5%	18 4%	27 9%	3 3%	4 2%	1 1%	41 5%	66 5%	77 5%	29 4%	19 5%	19 3%	28 5%	38 7%	68 4%	34 12%	18 6%	27 5%	12 7%	8 3%	8 8%	1 1%	32 4%	30 5%	34 7%	47 4%			
Inflation and prices	98 4%	64 6%	34 3%	51 8%	32 4%	15 2%	66 5%	33 3%	26 5%	22 4%	12 3%	24 8%	4 4%	7 4%	4 6%	51 6%	47 3%	71 5%	28 4%	21 6%	26 4%	15 3%	37 7%	72 4%	24 8%	14 5%	33 6%	7 4%	10 4%	3 3%	4 4%	31 4%	26 4%	33 7%	44 4%			
The environment	97 4%	51 5%	45 4%	56 8%	28 3%	13 2%	57 4%	40 4%	20 4%	23 4%	20 4%	22 7%	1 1%	9 5%	2 4%	43 5%	54 4%	68 5%	29 4%	17 5%	24 4%	19 3%	35 6%	67 4%	29 10%	9 3%	25 4%	9 5%	10 4%	5 5%	4 4%	38 g	16 3%	31 7%	47 4%			
None of the above	337 15%	178 16%	156 14%	64 10%	107 13%	166 22%	180 14%	157 17%	81 16%	87 15%	70 14%	36 12%	14 14%	41 22%	8 13%	124 16%	212 15%	217 14%	120 17%	65 17%	92 16%	77 14%	65 12%	301 16%	30 11%	37 13%	95 16%	28 16%	31 13%	29 28%	22 23%	150 19%	85 13%	64 14%	206 17%			
Don't know	351 16%	123 11%	225 20%	80 12%	157 20%	114 15%	175 14%	175 19%	100 20%	86 15%	84 17%	36 12%	12 11%	24 13%	8 13%	82 10%	269 16%	233 16%	118 17%	84 22%	82 14%	86 15%	62 11%	311 16%	32 11%	31 11%	76 13%	18 10%	30 12%	12 12%	3 3%	104 13%	65 10%	37 8%	187 15%			

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

ColumnProportions (5%): A,B/C,D/E,F,G,H,I/J/K,L,M/N/O,P/Q,R/S,T/U/V/W,X/Y,Z/a/b/c/d/e/f/g/h/ Minimum Base: 30(**) 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/V/W,X/Y,Z/a/b/c/d/e/f/g/h/ Minimum Base: 30(**) Small Base: 100(**)

24-089497-47 - 21st - 25th of November

PUBLIC

New Britain system

Adults 18-75 UK

Q8A. Thinking about each of these types of potential government... In which of the following policy areas do you think they would be most effective at solving problems? - A government run by business leaders

All Adults aged 18-75 in the UK

		Gender			Aggregated Age Breaks			Social grade		Region							Education		Employment status		Income				Ethnicity		General Election 2024 Vote							Referendum 2016		Performance of UK Parliament	
	Total	Male	Female	18-34	35-54	55-75	ABC1	C2DE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	NORTHERN IRELAND	GRADUATE ES	NON GRADUATE ES	WORKING	NOT WORKING	UP TO £19999	£20000 - £34999	£35000 - £54999	£55000+	WHITE ETHNIC GROUP	MINORITY ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	GREEN	OTHER	REMAIN	LEAVE	Well	Bad		
	(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)		
Unweighted base	2215	1074	1127	688	820	707	1276	939	522	556	486	305	103	183	60	1126	1089	1455	760	379	540	537	604	1873	309	292	614	181	217	103	93	822	611	504	1196		
Weighted base	2215	1086	1115	668	804	744	1268	947	509	560	491	309	102	183	62	791	1424	1502	713	376	572	555	556	1894	287	290	588	177	239	103	93	793	647	461	1240		
Managing the economy	880 40%	452 42%	423 38%	232 35%	313 39%	335 45%	542 43%	338 36%	174 34%	238 42%	198 40%	132 43%	44 43%	70 38%	24 39%	368 47%	512 36%	575 38%	305 43%	116 31%	229 40%	216 39%	266 48%	767 41%	101 35%	155 54%	232 39%	88 50%	109 46%	31 30%	38 41%	339 43%	316 49%	218 47%	494 40%		
Inflation and prices	705 32%	345 32%	355 32%	181 27%	267 33%	256 34%	419 33%	286 30%	149 29%	175 31%	167 34%	91 29%	35 34%	60 33%	27 44%	279 35%	426 30%	445 30%	260 36%	95 25%	177 31%	182 33%	210 38%	624 33%	73 25%	119 41%	161 27%	67 38%	92 39%	28 27%	33 36%	250 32%	264 41%	146 32%	436 35%		
Taxation	668 30%	337 31%	330 30%	197 29%	250 31%	221 30%	402 32%	266 28%	133 26%	173 31%	140 28%	112 43%	37 36%	56 31%	17 28%	271 47%	397 36%	454 30%	214 30%	81 21%	161 28%	184 33%	203 37%	579 31%	81 28%	122 42%	163 28%	52 30%	90 38%	27 26%	27 29%	224 28%	251 39%	151 33%	392 32%		
Housing	227 10%	134 12%	93 8%	92 14%	83 10%	52 7%	140 11%	87 9%	49 10%	56 10%	49 10%	43 14%	8 7%	17 9%	5 12%	93 9%	134 9%	172 11%	56 8%	33 9%	42 7%	71 13%	73 13%	172 9%	51 18%	33 11%	58 10%	16 9%	28 12%	9 9%	8 9%	82 10%	73 11%	66 14%	114 9%		
Education	214 10%	121 11%	92 8%	82 12%	79 10%	54 7%	126 10%	88 9%	45 9%	52 9%	51 10%	39 12%	6 6%	11 6%	10 16%	75 10%	139 10%	147 10%	68 9%	38 10%	42 7%	51 9%	74 13%	172 9%	37 13%	37 13%	45 8%	18 10%	26 11%	6 6%	12 13%	74 9%	65 10%	55 12%	112 9%		
Poverty and inequality	191 9%	113 10%	78 7%	89 13%	65 8%	37 5%	108 9%	83 9%	36 7%	46 8%	45 9%	40 13%	5 5%	15 8%	4 7%	90 11%	101 7%	141 9%	50 7%	30 8%	38 7%	42 8%	75 14%	148 8%	40 14%	34 12%	55 9%	12 7%	20 8%	4 3%	8 9%	64 8%	58 9%	59 13%	96 8%		
Healthcare	169 8%	103 9%	67 6%	53 8%	72 9%	45 6%	92 7%	78 8%	40 8%	41 7%	39 8%	27 9%	2 2%	14 8%	7 11%	73 9%	96 7%	118 8%	51 7%	31 8%	40 7%	31 6%	60 11%	133 7%	30 11%	38 8%	49 6%	10 6%	13 6%	2 2%	6 7%	55 7%	65 10%	44 10%	89 7%		
The environment	158 7%	94 9%	64 6%	67 10%	57 7%	35 5%	93 7%	66 7%	32 6%	42 7%	30 6%	32 10%	9 9%	11 6%	2 4%	61 8%	97 7%	116 8%	42 6%	26 7%	41 7%	41 7%	46 8%	112 6%	39 14%	29 8%	48 8%	10 5%	15 6%	6 6%	5 6%	48 6%	54 8%	50 11%	76 6%		
Asylum and immigration	137 6%	81 7%	54 5%	64 10%	31 4%	42 6%	76 6%	61 6%	26 5%	38 7%	33 7%	22 7%	5 5%	9 5%	4 7%	52 7%	85 6%	88 6%	49 7%	20 5%	39 7%	30 5%	40 7%	106 6%	29 10%	23 8%	34 6%	8 4%	17 7%	4 4%	5 5%	27 3%	54 8%	35 8%	75 6%		
Defence	122 5%	77 7%	44 4%	47 7%	36 5%	38 5%	70 6%	52 5%	20 4%	30 5%	33 7%	21 7%	4 4%	6 3%	6 10%	48 6%	74 5%	80 5%	42 6%	21 5%	32 6%	23 4%	40 7%	94 5%	24 8%	23 8%	33 6%	8 4%	14 6%	5 5%	2 2%	31 4%	46 7%	36 8%	62 5%		
Crime and anti-social behaviour	117 5%	67 6%	50 4%	58 9%	29 4%	30 4%	69 5%	48 5%	20 4%	37 7%	20 4%	21 7%	5 5%	8 5%	5 9%	49 6%	68 5%	68 5%	48 7%	30 3%	16 3%	25 4%	41 7%	91 5%	23 8%	23 8%	25 4%	8 5%	11 5%	5 5%	2 3%	32 4%	40 6%	39 8%	55 4%		
None of the above	368 17%	196 18%	170 15%	91 14%	127 16%	150 20%	193 15%	175 18%	95 19%	87 15%	80 16%	41 13%	16 16%	39 22%	10 17%	123 16%	245 17%	247 16%	121 17%	84 22%	93 16%	87 16%	72 13%	332 18%	33 11%	40 14%	100 17%	26 15%	31 13%	35 34%	24 26%	151 19%	91 14%	65 14%	236 19%		
Don't know	409 18%	131 12%	274 25%	100 15%	179 22%	130 17%	204 16%	205 22%	119 23%	114 20%	91 19%	39 13%	11 11%	30 17%	5 9%	93 12%	316 17%	262 17%	148 21%	88 17%	105 17%	96 17%	74 13%	363 19%	36 13%	34 12%	102 17%	22 12%	36 15%	16 16%	4 4%	127 16%	87 13%	42 9%	221 18%		

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

ColumnProportions (5%): A,B/C,D/E,F,G,H,I/J/K,L,M/N/O,P,Q,R/S,T/U/V/W,X/Y,Z/a/b/c/d/e/f/g,h/ Minimum Base: 30(**) 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/V/W,X/Y,Z/a/b/c/d/e/f/g,h/ Minimum Base: 30(**) Small Base: 100(*)

24-089497-47 - 21st - 25th of November

PUBLIC

New Britain system

Adults 18-75 UK

Q8A. Thinking about each of these types of potential government... In which of the following policy areas do you think they would be most effective at solving problems? - A government run by local, rather than national politicians

All Adults aged 18-75 in the UK

		Gender			Aggregated Age Breaks			Social grade		Region							Education		Employment status		Income				Ethnicity		General Election 2024 Vote							Referendum 2016		Performance of UK Parliament	
		Total	Male	Female	18-34	35-54	55-75	ABC1	C2DE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	NORTHERN IRELAND	GRADUATE ES	NON GRADUATE ES	WORKING	NOT WORKING	UP TO £19999	£20000 - £34999	£35000 - £54999	£55000+	WHITE ETHNIC GROUP	MINORITY ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	GREEN	OTHER	REMAIN	LEAVE	Well	Bad	
		(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)	
Unweighted base		2215	1074	1127	688	820	707	1276	939	522	556	486	305	103	183	60	1126	1089	1455	760	379	540	537	604	1873	309	292	614	181	217	103	93	822	611	504	1196	
Weighted base		2215	1086	1115	668	804	744	1268	947	509	560	491	309	102	183	62	791	1424	1502	713	376	572	555	556	1894	287	290	588	177	239	103	93	793	647	461	1240	
Housing		795 36%	371 34%	416 37%	210 31%	299 37% D	286 38% D	447 35%	348 37%	171 34%	206 37%	182 35%	108 32%	33 32% *	77 42%	17 28% UKLN*	310 39% Q	485 34%	537 36%	258 36%	121 32%	226 40% T	189 34%	206 37%	699 37% Y	83 29%	114 39%	215 37%	79 44%	88 37%	47 46% *	43 46% *	299 38%	258 40%	157 34%	494 40% h	
Crime and anti-social behaviour		554 25%	275 25%	274 25%	154 23%	210 26%	190 26%	313 25%	242 26%	130 26%	134 24%	119 24%	69 22%	28 28% *	48 26%	26 42% UKLN*	227 29% Q	328 23%	374 25%	180 25%	87 23%	137 24%	147 26%	155 28%	487 26%	64 22%	61 21%	155 26%	42 24%	66 27%	35 34% 2*	36 39% Zab*	214 27%	173 27%	114 25%	341 27%	
Education		504 23%	248 23%	253 23%	156 23%	176 22%	172 23%	277 22%	228 24%	113 22%	123 22%	112 23%	67 22%	21 21% *	48 26%	19 31% *	209 26% Q	295 21%	340 23%	164 23%	86 23%	131 23%	123 22%	138 25%	434 23%	64 22%	64 22%	144 25%	54 31% z	54 22%	34 34% 2*	24 26% *	205 26%	152 24%	116 25%	305 25%	
Poverty and inequality		434 20%	206 19%	225 20%	152 23% F	154 19%	128 17%	262 21%	171 18%	96 19%	96 17%	96 20%	71 23%	16 16% *	39 21%	19 30% JMN*	200 25% Q	233 16%	309 21%	125 17%	70 18%	106 19%	102 18%	135 24% UV	362 19%	65 23%	41 14%	119 20% z	43 24% z	46 19%	25 24% 2*	21 23% *	177 22%	119 18%	109 24%	261 21%	
Healthcare		407 18%	206 19%	202 18%	122 18%	152 19%	133 18%	232 18%	176 19%	91 18%	104 19%	84 17%	58 19%	19 18% *	39 21%	13 21% Q	168 21% Q	240 17%	281 19%	126 18%	60 16%	106 19%	107 19%	118 21%	350 18%	51 18%	46 16%	121 21%	37 21%	46 19%	24 23% *	18 19% *	154 19%	128 20%	88 19%	236 19%	
The environment		405 18%	197 18%	206 19%	136 20%	144 18%	126 17%	240 19%	164 17%	83 16%	106 19%	92 19%	67 22%	19 19% *	29 16%	8 13% *	178 23% Q	227 16%	289 19%	116 16%	66 17%	96 17%	98 18%	127 23% UV	323 17%	70 25% X	45 15%	112 19%	51 29% Zac	40 17%	21 20% *	20 22% *	165 21%	118 18%	109 15% i	227 18%	
Asylum and immigration		253 11%	119 11%	134 12%	88 13% F	94 12%	71 10%	134 11%	118 13%	62 12%	54 10%	53 11%	43 14%	12 11% *	17 9%	13 20% JMN*	96 12% Q	157 11%	180 12%	73 10%	39 10%	66 12%	51 9%	89 16% TUV	209 11%	40 14%	27 9%	72 12%	17 10%	37 15%	14 14% *	8 9% *	89 11%	91 14%	51 11%	170 14%	
Managing the economy		239 11%	133 12%	106 10%	107 16% EF	78 10%	54 7%	137 11%	103 11%	45 9%	62 11%	44 9%	48 16% IK	11 10% *	19 10%	11 17% *	98 12% Q	141 10%	175 12%	65 9%	33 9%	67 12%	58 10%	74 13% T	188 10%	49 17% X	26 9%	62 11%	24 14%	22 9%	12 11% *	12 13% *	86 11%	72 11%	69 15% i	130 10%	
Taxation		231 10%	130 12% C	100 9%	95 14% EF	82 10%	54 7%	135 11%	96 10%	60 12%	53 9%	48 10%	38 12%	8 7% *	19 11%	6 10% *	99 12% Q	132 9%	177 12% S	55 8%	36 10%	53 9%	55 10%	79 14% UV	181 10%	45 16%	31 11%	68 12%	15 9%	19 8%	10 10% *	6 7% *	81 10%	61 9%	55 12%	129 10%	
Inflation and prices		210 10%	124 11% C	87 8%	81 12% F	79 10% F	50 7%	126 10%	84 9%	48 9%	48 9%	40 8%	36 12%	11 10% *	16 9%	11 18% JK*	91 12% Q	119 8%	153 10%	57 8%	26 7%	52 9%	48 9%	74 13% TUV	163 9%	46 16% X	20 7%	58 10%	18 10%	31 13% z	14 14% 2*	6 6% *	68 9%	73 11%	51 11%	127 10%	
Defence		134 6%	90 8% C	44 4%	63 9% EF	41 5%	29 4%	75 6%	59 6%	26 5%	38 7%	23 5%	27 9% K	8 8% *	7 4%	6 9% *	54 7% Q	80 6%	102 7%	32 5%	23 6%	31 5%	27 5%	46 8% V	97 5%	32 11% X	19 6%	46 8% b	5 3%	13 5%	7 7% *	3 8% *	37 5%	49 8%	37 8% i	65 5%	
None of the above		281 13%	163 15% C	117 10%	54 8%	86 11%	140 19% DE	160 13%	121 13%	66 13%	63 11%	70 14%	38 12%	13 12% *	23 13%	8 12% *	84 11% P	196 14%	176 12%	104 15%	44 12%	76 13%	81 15%	60 11%	255 13% Y	23 8%	57 20% ae	67 11%	22 15%	35 15%	13 12% *	8 8% *	98 12%	108 17%	46 10%	178 14% h	
Don't know		545 25%	196 18%	347 31% B	134 20%	236 29% DF	175 23%	276 22%	270 28%	146 29%	157 28% LO	124 25% LO	53 17%	18 18% *	40 22% O	6 9% *	135 17% P	410 29%	351 23%	194 27%	111 30%	131 23%	136 24%	99 18%	489 26% Y	47 16%	48 17%	132 22%	30 17%	46 19%	19 19% *	15 16% *	178 22%	126 19%	63 14%	306 25% h	

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

ColumnProportions (5%): A,B/C,D/E,F,G,H,I/J/K,L,M/N/O,P,Q,R/S,T,U/V/W,X/Y,Z/a/b/c/d/e/f/g,h/ Minimum Base: 30(**) 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/V/W,X/Y,Z/a/b/c/d/e/f/g,h/ Minimum Base: 30(**) Small Base: 100(*)

24-089497-47 - 21st - 25th of November

PUBLIC

New Britain system

Adults 18-75 UK

Q8A. Thinking about each of these types of potential government... In which of the following policy areas do you think they would be most effective at solving problems? - A government run by direct democracy, with referendums on all topics

All Adults aged 18-75 in the UK

		Gender			Aggregated Age Breaks			Social grade		Region										Education		Employment status		Income				Ethnicity		General Election 2024 Vote							Referendum 2016		Performance of UK Parliament	
	Total	Male	Female	18-34	35-54	55-75	ABC1	C2DE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	NORTHERN IRELAND	GRADUATES	NON GRADUATES	WORKING	NOT WORKING	UP TO £19999	£20000 - £34999	£35000 - £54999	£55000+	WHITE ETHNIC GROUP	MINORITY ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	GREEN	OTHER	REMAIN	LEAVE	Well	Bad					
	(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)					
Unweighted base	2215	1074	1127	688	820	707	1276	939	522	556	486	305	103	183	60	1126	1089	1455	760	379	540	537	604	1873	309	292	614	181	217	103	93	822	611	504	1196					
Weighted base	2215	1086	1115	668	804	744	1268	947	509	560	491	309	102	183	62	791	1424	1502	713	376	572	555	556	1894	287	290	588	177	239	103	93	793	647	461	1240					
Asylum and immigration	481 22%	259 24% C	221 20%	142 21%	162 20%	178 24%	257 20%	225 24%	112 22%	108 19%	101 21%	82 26% J	23 23% *	39 21%	17 28% *	168 21%	323 22%	322 21%	160 22%	73 19%	144 25%	120 22%	118 21%	404 21%	71 25%	71 24%	111 19%	32 18%	78 32% ab	23 23% *	25 27% *	148 19%	195 30% f	95 21%	306 25%					
Healthcare	461 21%	244 22%	215 19%	138 21%	161 20%	162 22%	272 21%	189 20%	108 21%	101 18%	101 21%	68 22%	29 28% J*	39 21%	15 24% *	182 23%	279 20%	316 21%	145 20%	71 19%	134 23%	115 21%	119 21%	388 20%	64 22%	61 21%	122 21%	39 22%	63 26%	28 27% *	23 25% *	172 22%	168 26%	93 20%	293 24%					
Poverty and inequality	453 20%	236 22%	215 19%	158 24% F	155 19%	139 19%	265 21%	188 20%	102 20%	101 18%	96 20%	77 25% J	28 28% J*	38 21%	10 17% *	168 21%	284 20%	307 20%	146 20%	73 19%	129 22%	104 19%	121 22%	371 20%	73 25% X	40 14%	131 22% Z	40 23% Z	60 25% Z	33 32% Z	29 31% Z*	169 21%	145 22%	94 20%	282 23%					
Education	427 19%	231 21% C	194 17%	150 22% F	147 18%	130 18%	248 20%	179 19%	90 18%	112 20%	88 18%	63 21% *	21 21% *	40 22%	12 20% Q	172 22%	256 18%	303 20%	124 17%	60 16%	118 21%	108 19%	117 21%	352 19%	65 23%	45 16%	126 21%	38 21%	54 23% Z	24 24% *	25 27% Z*	156 20% Z*	138 21%	96 21%	248 20%					
Housing	427 19%	225 21%	200 18%	142 21%	148 18%	136 18%	239 19%	188 20%	81 16%	104 19%	104 21% I	69 22% I	21 21% *	35 19%	14 22% *	163 21%	263 18%	293 20%	134 19%	73 19%	115 20%	111 20%	106 19%	346 18%	73 26% X	45 15%	121 21%	34 19%	53 22%	23 22% *	28 31% Za*	150 19%	147 23%	84 18%	252 20%					
Crime and anti-social behaviour	426 19%	227 21%	195 18%	126 19%	148 18%	152 20%	241 19%	185 20%	89 18%	104 19%	88 18%	64 21%	26 26% *	42 23%	11 19% *	160 20%	266 19%	290 19%	136 19%	62 17%	121 21%	100 18%	114 21%	360 19%	58 20%	57 20%	109 19%	32 18%	65 27% a	25 24% *	24 26% *	148 19%	162 25% f	97 21%	254 20%					
Managing the economy	412 19%	233 21% C	176 16%	141 21%	136 17%	135 18%	238 19%	174 18%	87 17%	84 15%	91 19%	76 25% UN	26 25% J*	30 16%	18 30% UN*	165 21% Q	247 17%	299 20%	113 16%	53 14%	116 20%	98 18%	121 22%	342 18%	62 22%	52 18%	120 b	23 13%	59 25% b	18 18% *	24 26% b*	155 20%	145 22%	94 20%	240 19%					
The environment	405 18%	236 22% C	166 15%	122 18%	140 17%	143 19%	250 20%	155 16%	95 19%	86 15%	97 20%	62 20%	18 17% *	36 20%	13 21% *	158 20%	247 17%	289 19%	116 16%	55 15%	116 20%	101 18%	108 19%	339 18%	59 21%	46 16%	121 21%	36 21%	46 19%	34 33% Zabc*	21 23% *	161 20%	138 21%	100 22%	239 19%					
Taxation	382 17%	235 22% C	146 13%	124 19%	141 18%	117 16%	214 17%	168 18%	82 16%	90 16%	85 17%	60 20%	18 17% *	35 19%	12 19% *	149 19%	233 16%	281 19% S	101 14%	50 13%	108 19%	94 17%	113 20% T	320 17%	57 20%	49 17%	104 18%	28 16%	56 24%	14 14% *	25 27% d*	140 18%	129 20%	86 19%	232 19%					
Inflation and prices	371 17%	201 19% C	168 15%	139 21% EF	113 14%	119 16%	211 17%	160 17%	86 17%	89 16%	76 16%	60 19%	18 18% *	29 16%	12 20% *	140 18%	231 16%	260 17%	111 16%	51 14%	110 19% T	93 17%	95 17%	301 16%	64 22% X	42 15%	105 18%	24 14%	54 23% Zb	18 17% *	23 24% Zb*	122 15%	141 22% f	81 18%	219 18%					
Defence	333 15%	186 17% C	145 13%	114 17%	112 14%	108 14%	179 19%	154 16%	79 16%	68 12%	71 14%	62 20% J	17 17% *	26 14%	11 18% *	116 15%	218 15%	242 16%	91 13%	55 15%	109 19% vw	74 13%	80 14%	273 14%	53 18%	38 13%	91 15%	25 14%	55 23% Zab	17 17% *	16 18% *	106 13% f	130 20%	73 16%	195 16%					
None of the above	385 17%	229 21% C	154 14%	46 7%	137 17% D	202 27% DE	243 19% H	143 15%	81 16%	90 16%	86 18%	65 21%	16 16% *	38 21%	8 14% *	145 18%	241 17%	240 16%	145 20% R	60 16%	93 16%	99 18%	104 19%	360 19% Y	24 9%	78 27% acd	102 17%	41 23% c	34 14%	15 15% *	15 16% *	169 21%	122 19%	87 19%	218 18%					
Don't know	720 33%	223 21% B	494 44%	187 28%	309 38%	225 30%	368 29%	352 37%	186 37% LO	201 36% LO	179 36% LO	59 19% LO	26 26% *	55 30% L	14 22% *	195 25%	525 37% P	457 30%	263 37% R	138 37% W	193 34% W	174 31% W	139 25%	648 34% Y	59 20%	69 24%	180 31%	43 24%	71 30%	25 24% *	22 24% *	225 28%	189 29%	88 19%	417 34% h					

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

ColumnProportions (5%): A,B/C,D,E,F,G,H,I/J,K,L,M/N/O,P,Q,R/S,T/U/V/W,X/Y,Z/a/b/c/d/e/f/g,h/ Minimum Base: 30(**) 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/V/W,X,Y,Z/a/b/c/d/e/f/g,h/ Minimum Base: 30(**) Small Base: 100(*)

24-089497-47 - 21st - 25th of November

PUBLIC

New Britain system

Adults 18-75 UK

Q8A. Thinking about each of these types of potential government... In which of the following policy areas do you think they would be most effective at solving problems? - A government run by people aged under 40 only

All Adults aged 18-75 in the UK

		Gender			Aggregated Age Breaks			Social grade		Region										Education		Employment status		Income				Ethnicity		General Election 2024 Vote							Referendum 2016		Performance of UK Parliament	
		Total	Male	Female	18-34	35-54	55-75	ABC1	C2DE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	NORTHERN IRELAND	GRADUATE ES	NON GRADUATE ES	WORKING	NOT WORKING	UP TO £19999	£20000 - £34999	£35000 - £54999	£55000+	WHITE ETHNIC GROUP	MINORITY ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	GREEN	OTHER	REMAIN	LEAVE	Well	Bad				
		(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)				
Unweighted base		2215	1074	1127	688	820	707	1276	939	522	556	486	305	103	183	62	791	1424	1502	713	376	572	555	556	1894	309	292	614	181	217	103	93	822	611	504	1196				
Weighted base		2215	1086	1115	668	804	744	1268	947	509	560	491	309	102	183	62	791	1424	1502	713	376	572	555	556	1894	287	290	588	177	239	103	93	793	647	461	1240				
Education		499 23%	260 24%	233 21%	184 28%	195 24%	120 16%	291 23%	208 22%	106 21%	115 20%	102 21%	91 29%	29 28%	43 23%	13 21%	207 26%	291 20%	356 24%	142 20%	77 21%	117 20%	125 23%	156 28%	415 22%	78 27%	56 19%	124 21%	49 28%	57 24%	38 37%	31 33%	177 22%	159 25%	113 24%	293 24%				
The environment		491 22%	254 23%	233 21%	175 26%	187 26%	129 17%	291 23%	200 21%	101 20%	109 20%	121 25%	93 30%	21 20%	37 20%	9 14%	207 26%	284 20%	362 24%	129 18%	78 21%	110 19%	138 25%	147 27%	412 22%	74 26%	51 18%	145 25%	56 32%	37 15%	35 34%	30 32%	202 26%	129 20%	123 27%	270 22%				
Poverty and inequality		354 16%	196 18%	157 14%	177 26%	110 14%	68 9%	228 18%	127 13%	70 14%	81 15%	77 16%	55 18%	28 28%	33 18%	9 15%	162 21%	192 13%	265 18%	89 13%	50 13%	87 15%	87 16%	118 21%	278 15%	70 24%	34 12%	118 20%	36 21%	28 12%	25 24%	17 18%	147 19%	95 15%	100 22%	185 15%				
Housing		331 15%	169 16%	160 14%	148 22%	124 15%	59 8%	199 16%	132 14%	74 15%	77 14%	64 13%	50 16%	19 18%	34 19%	13 21%	139 18%	192 13%	235 16%	96 13%	64 17%	81 14%	86 15%	89 16%	276 15%	46 16%	33 12%	95 16%	25 14%	20 8%	23 22%	16 17%	127 16%	69 11%	81 17%	185 15%				
Crime and anti-social behaviour		325 15%	159 15%	161 14%	146 22%	119 15%	59 8%	196 15%	129 14%	75 15%	75 13%	78 16%	57 13%	13 18%	20 11%	6 10%	140 18%	185 13%	242 16%	82 12%	52 14%	72 13%	78 14%	112 20%	263 14%	57 20%	28 10%	85 14%	32 18%	25 10%	29 28%	12 13%	124 16%	77 12%	91 20%	171 14%				
Healthcare		311 14%	163 15%	145 13%	169 25%	102 13%	40 5%	192 15%	118 13%	65 13%	69 12%	71 14%	55 18%	15 14%	28 15%	8 13%	128 16%	183 13%	227 15%	84 12%	53 14%	71 12%	77 14%	99 18%	238 13%	66 23%	31 11%	88 15%	22 12%	20 8%	28 27%	14 15%	100 13%	74 11%	70 15%	175 14%				
Inflation and prices		256 12%	144 13%	110 10%	137 21%	75 9%	44 6%	151 12%	106 11%	50 10%	58 10%	57 12%	46 15%	13 13%	23 13%	9 14%	112 14%	144 10%	192 13%	64 9%	39 10%	69 12%	62 11%	79 14%	201 11%	51 18%	26 9%	76 13%	17 10%	25 10%	10 10%	20 12%	97 g	53 8%	71 i	126 10%				
Asylum and immigration		245 11%	133 12%	110 10%	113 17%	84 10%	48 6%	151 12%	93 10%	59 12%	54 10%	48 10%	47 15%	10 10%	17 10%	10 16%	100 13%	144 10%	184 12%	61 9%	35 11%	62 59	59 15%	84 10%	195 16%	45 10%	30 10%	63 11%	21 12%	24 10%	18 17%	12 13%	91 11%	59 9%	67 14%	136 11%				
Managing the economy		224 10%	134 12%	88 8%	115 17%	68 8%	41 6%	136 11%	87 9%	40 8%	62 11%	47 10%	42 14%	7 7%	18 10%	7 12%	101 13%	122 9%	169 11%	55 8%	34 9%	49 9%	50 9%	83 15%	165 9%	51 18%	18 6%	67 11%	17 10%	17 7%	12 12%	8 9%	81 10%	51 8%	65 14%	110 9%				
Taxation		201 9%	133 12%	65 6%	105 16%	68 8%	28 4%	130 10%	70 7%	45 9%	48 9%	37 8%	40 13%	12 12%	14 8%	4 7%	89 11%	112 8%	160 11%	41 6%	32 9%	45 8%	39 7%	77 14%	151 8%	48 17%	20 7%	63 11%	18 10%	22 9%	10 10%	5 5%	73 9%	45 7%	57 i	104 8%				
Defence		143 6%	91 8%	52 5%	81 12%	45 F	18 2%	98 8%	46 5%	30 6%	33 6%	25 5%	36 12%	6 6%	8 4%	5 8%	68 9%	75 5%	110 7%	33 5%	19 5%	29 5%	29 5%	61 11%	102 5%	38 13%	16 6%	40 7%	8 4%	12 5%	11 11%	6 6%	44 6%	38 6%	49 11%	57 5%				
None of the above		502 23%	262 24%	237 21%	55 8%	154 19%	293 39%	286 23%	216 23%	112 22%	136 24%	106 22%	55 18%	23 22%	55 30%	15 24%	167 21%	334 23%	294 20%	208 R	82 29%	155 W	126 23%	101 18%	466 Y	34 12%	106 abde	116 20%	32 18%	77 32%	17 16%	19 20%	178 22%	209 32%	78 17%	323 h				
Don't know		552 25%	203 19%	344 31%	139 21%	236 DF	177 24%	295 23%	256 27%	162 JLMN	144 L	124 L	53 17%	17 17%	38 21%	13 20%	153 19%	399 P	354 24%	198 R	110 VW	144 W	125 23%	102 18%	493 Y	45 16%	47 16%	137 Z	41 24%	48 20%	19 19%	12 13%	188 g	119 18%	71 15%	303 h				

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

ColumnProportions (5%): A,B/C,D/E,F,G,H,I/J/K,L,M/N/O,P,Q,R/S,T/U/V/W,X/Y,Z/a/b/c/d/e/f/g,h/ Minimum Base: 30(**) 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/V/W,X/Y,Z/a/b/c/d/e/f/g,h/ Minimum Base: 30(**) Small Base: 100(*)

24-089497-47 - 21st - 25th of November

PUBLIC

New Britain system

Adults 18-75 UK

Q8A. Thinking about each of these types of potential government... In which of the following policy areas do you think they would be most effective at solving problems? - A government run by civil servants

All Adults aged 18-75 in the UK

		Gender			Aggregated Age Breaks			Social grade		Region							Education		Employment status		Income				Ethnicity		General Election 2024 Vote							Referendum 2016		Performance of UK Parliament	
		Total	Male	Female	18-34	35-54	55-75	ABC1	C2DE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	NORTHERN IRELAND	GRADUATE ES	NON GRADUATE ES	WORKING	NOT WORKING	UP TO £19999	£20000 - £34999	£35000 - £54999	£55000+	WHITE ETHNIC GROUP	MINORITY ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	GREEN	OTHER	REMAIN	LEAVE	Well	Bad	
		(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)	
Unweighted base		2215	1074	1127	688	820	707	1276	939	522	556	486	305	103	183	62	791	1424	1502	713	376	572	555	556	1894	287	290	588	177	239	103	93	822	611	504	1196	
Weighted base		2215	1086	1115	668	804	744	1268	947	509	560	491	309	102	183	62	791	1424	1502	713	376	572	555	556	1894	287	290	588	177	239	103	93	793	647	461	1240	
Taxation		379 17%	202 19%	171 15%	107 16%	155 19%	117 16%	233 18%	145 15%	89 17%	89 16%	75 15%	68 22%	18 17%	29 16%	12 19%	168 21%	211 15%	275 18%	103 14%	51 14%	89 16%	96 17%	125 23%	318 17%	55 19%	33 12%	122 21%	36 20%	39 16%	19 19%	30 32%	168 21%	115 18%	102 22%	204 16%	
Managing the economy		343 15%	187 17%	151 14%	108 16%	137 17%	98 13%	209 17%	134 14%	66 13%	82 15%	69 14%	69 22%	20 19%	29 16%	8 14%	152 19%	191 13%	248 17%	95 13%	50 13%	78 14%	77 14%	125 23%	284 15%	53 18%	44 15%	110 19%	27 15%	23 10%	12 12%	30 32%	146 18%	95 15%	97 21%	185 15%	
Housing		323 15%	177 16%	144 13%	133 20%	128 16%	62 8%	192 15%	131 14%	75 15%	73 13%	67 14%	55 18%	17 17%	24 13%	10 16%	151 19%	172 12%	248 17%	75 11%	43 12%	76 13%	81 15%	115 21%	257 14%	58 20%	31 11%	108 18%	23 13%	30 13%	18 17%	17 18%	130 16%	81 12%	82 18%	170 14%	
Education		321 15%	183 17%	135 12%	125 19%	126 16%	70 9%	215 17%	106 11%	65 13%	78 14%	70 14%	54 18%	17 17%	26 14%	10 17%	156 20%	165 12%	242 16%	79 11%	48 13%	74 13%	79 14%	114 21%	262 14%	53 19%	31 11%	121 21%	23 13%	28 12%	19 18%	8 9%	138 17%	78 12%	88 19%	165 13%	
Healthcare		289 13%	156 14%	129 12%	107 16%	123 15%	60 8%	193 15%	96 10%	63 12%	69 12%	56 11%	57 19%	12 12%	23 13%	8 13%	144 18%	145 10%	223 15%	66 9%	31 8%	68 12%	74 13%	109 20%	225 12%	60 21%	30 10%	100 z	27 15%	27 11%	12 12%	12 13%	113 14%	81 13%	80 17%	154 12%	
Inflation and prices		263 12%	144 13%	118 11%	103 15%	91 11%	70 9%	161 13%	102 11%	50 10%	58 10%	55 11%	54 18%	15 15%	23 12%	8 12%	111 14%	152 11%	192 13%	71 10%	43 11%	71 12%	52 9%	89 16%	216 11%	46 16%	23 8%	86 15%	21 12%	23 10%	16 15%	18 19%	104 13%	74 11%	71 15%	135 11%	
Poverty and inequality		262 12%	133 12%	127 11%	123 18%	93 12%	45 6%	157 12%	105 11%	55 11%	62 11%	58 12%	52 17%	8 8%	17 9%	9 14%	112 14%	149 10%	202 13%	60 8%	31 8%	55 10%	68 12%	102 18%	210 11%	46 16%	19 7%	83 z	22 z	28 12%	11 11%	9 9%	91 12%	66 10%	67 14%	140 11%	
Crime and anti-social behaviour		228 10%	124 11%	104 9%	114 17%	72 9%	43 6%	138 11%	90 9%	49 10%	47 8%	59 12%	33 11%	12 12%	18 10%	10 16%	102 13%	126 9%	176 12%	52 7%	34 9%	45 8%	62 11%	81 15%	180 10%	43 15%	23 8%	73 b	11 6%	19 8%	11 11%	7 7%	75 9%	60 9%	60 13%	115 9%	
The environment		219 10%	122 11%	95 9%	99 15%	72 9%	47 6%	127 10%	91 10%	44 9%	62 11%	43 9%	36 12%	11 11%	15 8%	7 12%	104 13%	115 8%	163 11%	56 8%	34 9%	48 8%	53 10%	78 14%	160 8%	56 19%	23 8%	65 11%	18 10%	19 8%	8 8%	10 11%	86 11%	55 8%	55 12%	113 9%	
Asylum and immigration		216 10%	118 11%	95 9%	91 14%	80 10%	46 6%	120 9%	96 10%	54 11%	43 8%	49 10%	43 14%	7 6%	18 10%	3 4%	97 12%	119 8%	169 11%	47 7%	30 8%	44 8%	60 11%	75 13%	166 9%	46 16%	26 9%	59 10%	15 8%	24 10%	12 11%	9 10%	73 9%	64 10%	52 11%	119 10%	
Defence		181 8%	96 9%	83 7%	69 10%	64 8%	48 6%	96 8%	85 9%	30 6%	40 7%	44 9%	36 12%	7 7%	18 10%	4 7%	75 9%	106 7%	137 9%	44 6%	33 9%	32 6%	52 9%	59 11%	142 8%	32 11%	17 6%	54 9%	11 6%	20 8%	8 8%	7 7%	58 7%	49 8%	45 10%	100 8%	
None of the above		482 22%	286 26%	195 17%	54 8%	148 18%	279 38%	261 21%	220 23%	117 23%	118 21%	123 25%	51 17%	17 16%	43 23%	13 20%	149 19%	333 23%	284 19%	198 28%	89 24%	135 24%	116 21%	99 18%	451 24%	28 10%	114 39%	101 17%	37 21%	78 33%	23 22%	15 16%	171 22%	210 32%	72 16%	327 26%	
Don't know		667 30%	214 20%	448 40%	177 27%	284 35%	206 28%	363 29%	304 32%	164 32%	189 34%	165 34%	56 18%	28 27%	48 26%	17 27%	183 23%	484 34%	431 29%	236 33%	127 34%	175 31%	158 29%	127 23%	597 31%	58 20%	61 21%	157 27%	46 26%	51 21%	27 26%	21 23%	221 28%	141 22%	86 19%	375 30%	

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

ColumnProportions (5%): A,B/C,D/E,F,G,H,I/J/K,L,M/N/O,P,Q,R/S,T,U/V/W,X/Y,Z/a/b/c/d/e/f/g,h/ Minimum Base: 30(**) 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/V/W,X,Y,Z/a/b/c/d/e/f/g,h/ Minimum Base: 30(**) Small Base: 100(*)

24-089497-47 - 21st - 25th of November

PUBLIC

New Britain system

Adults 18-75 UK

Q88. Thinking about each of these types of potential government... In which of the following areas do you think they would be least effective at solving problems? - Summary

All Adults aged 18-75 in the UK

Q88. Thinking about each of these types of potential government... In which of the following areas do you think they would be least effective at solving problems?							
	A governme nt run by academic experts	A governme nt run by the military	A governme nt run by business leaders	A governme nt run by local, rather than national politicians	A governme nt run by direct democrac y, with referendu ms on all topics	A governme nt run by people aged under 40 only	A governme nt run by civil servants
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
Unweighted base	2215	2215	2215	2215	2215	2215	2215
Weighted base	2215	2215	2215	2215	2215	2215	2215
Managing the economy	334 15%	706 32% ACDEFG	327 15%	502 23% ACEG	382 17% C	519 23% ACEG	391 18% AC
Asylum and immigration	471 21% BEFG	380 17% ACDEFG	532 24% ABDEFG	448 20% RE	366 17% E	401 18% E	421 19% E
Healthcare	361 16% DE	584 26% ADEFG	585 26% ADEFG	295 13%	301 14% DE	380 17% DE	376 17% DE
Inflation and prices	294 13% ACDEFG	687 31% ACDEFG	349 16% A	417 19% ACE	344 16% A	422 19% ACE	385 17% A
Crime and anti-social behaviour	510 23% BDEFG	244 11% ACDEFG	563 25% ABDEFG	240 11% BD	312 14% BDE	380 17% BDE	383 17% BDE
Education	235 11% ACDEFG	584 26% ACDEFG	449 20% ADEFG	231 10% AD	285 13% AD	321 14% AD	334 15% ADE
Defence	546 25% BCEFG	256 12% BEG	482 22% BCEFG	577 26% B	355 16% BEG	471 21% BEG	419 19% BE
Housing	331 15% DE	535 24% ACDEFG	433 20% ADEFG	261 12% DE	275 12% DE	323 15% DE	318 14% DE
Poverty and inequality	384 17% DE	621 28% ADEFG	583 26% ADEFG	254 11% D	309 14% DE	364 16% DE	381 17% DE
The environment	265 12% ACDEFG	638 28% ACDEFG	526 24% ADEFG	292 13% ADEFG	309 14% ADEFG	297 13% ADEFG	363 16% ADEFG
Taxation	273 12% ACDEFG	573 26% ACDEFG	318 14% A	357 16% A	346 16% A	412 19% ACDEFG	316 14% A
None of the above	238 11% B	191 9% B	210 9% B	231 10% B	408 18% ABCD	351 16% ABCD	307 14% ABCD
Don't know	577 26% BC	438 20% B	468 21% B	631 28% ABC	786 35% ABCD	674 30% ABCD	787 36% ABCD

lance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

ColumnsReportItems (EN): A/B/C/D/E/F/G. Minimum Base: 300** Small Base: 100**

ColumnsMeans (EN): A/B/C/D/E/F/G. Minimum Base: 300** Small Base: 100**

24-089497-47 - 21st - 25th of November

PUBLIC

New Britain system

Adults 18-75 UK

Q8B. Thinking about each of these types of potential government... In which of the following areas do you think they would be least effective at solving problems? - A government run by academic experts

All Adults aged 18-75 in the UK

		Gender			Aggregated Age Breaks			Social grade		Region										Education		Employment status		Income				Ethnicity		General Election 2024 Vote							Referendum 2016		Performance of UK Parliament	
	Total	Male	Female	18-34	35-54	55-75	ABC1	C2DE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	NORTHERN IRELAND	GRADUATES	NON GRADUATES	WORKING	NOT WORKING	UP TO £19999	£20000 - £34999	£35000 - £54999	£55000+	WHITE ETHNIC GROUP	MINORITY ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	GREEN	OTHER	REMAIN	LEAVE	Well	Bad					
	(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)					
Unweighted base	2215	1074	1127	688	820	707	1276	939	522	556	486	305	103	183	60	1126	1089	1455	760	379	572	555	556	1894	287	290	588	177	239	103	93	793	647	461	1240					
Weighted base	2215	1086	1115	668	804	744	1268	947	509	560	491	309	102	183	62	791	1424	1502	713	376	572	555	556	1894	287	290	588	177	239	103	93	793	647	461	1240					
Defence	546 25%	300 28% C	241 22%	151 23%	198 25%	198 27%	334 26%	213 22%	119 23%	148 26%	131 27%	67 22%	26 26% *	39 22%	15 24% *	209 26%	338 24%	366 24%	181 25%	70 19%	150 T	141 T	159 T	487 26% Y	55 19%	84 29%	143 24%	46 26%	76 32% a	31 31% *	20 22% *	191 24%	211 33% f	120 26%	318 26%					
Crime and anti-social behaviour	510 23%	251 23%	254 23%	129 19%	188 23%	193 26% D	284 22%	225 24%	112 22%	142 25%	118 24%	62 20%	22 21% *	40 22%	15 24% *	182 23%	328 23%	341 23%	169 24%	90 24%	135 24%	126 23%	134 24%	449 24% Y	52 18%	88 30% ab	119 20%	36 20%	79 33% ab	30 29% *	21 23% *	186 23%	202 31% f	103 22%	319 26%					
Asylum and immigration	471 21%	246 23%	224 20%	110 16%	169 21% D	192 26% DE	269 21%	202 21%	101 20%	128 23%	114 23%	52 17%	20 19% *	39 22%	18 29% L*	169 21%	302 21%	294 20%	177 25% R	75 20%	119 21%	121 22%	125 23%	420 22% Y	47 16%	94 33% abde	109 19%	37 21%	77 32% abde	17 16% *	17 19% *	164 21% f	186 29% f	90 20%	287 23%					
Poverty and inequality	384 17%	198 18%	183 16%	89 13%	134 17%	161 22% DE	213 17%	171 18%	76 15%	118 21% ILM	94 19%	45 15%	11 10% *	30 16%	9 15% +	142 18%	242 17%	249 17%	135 19%	66 17%	99 17%	92 17%	101 18%	342 18%	37 13%	63 22%	98 17%	42 24% a	58 24% a	23 22% *	14 15% *	147 19%	145 22%	76 17%	244 20%					
Healthcare	361 16%	196 18%	165 15%	108 16%	111 14%	142 19% E	213 17%	148 16%	71 14%	102 18%	81 16%	48 16%	14 14% *	30 17%	14 23% *	123 16%	238 17%	231 15%	130 18%	68 18%	83 14%	91 16%	102 18%	318 17%	41 14%	70 24% ade	90 15%	37 21% e	53 22% ade	12 11% *	9 10% *	131 16%	126 20%	79 17%	203 16%					
Managing the economy	334 15%	183 17% C	150 13%	103 15%	111 14%	120 16%	201 16%	133 14%	61 12%	80 14%	77 16%	56 18% I	14 13% *	31 17%	17 27% UKM*	133 17%	202 14%	214 14%	120 17%	49 13%	91 16%	72 13%	101 18% V	275 15%	54 19%	71 24% abd	72 12%	25 14%	48 20% a	13 13% *	13 14% *	114 14% f	128 20% f	74 16%	191 15%					
Housing	331 15%	159 15%	170 15%	94 14%	129 16%	107 14%	183 14%	148 16%	59 12%	89 16%	75 15%	50 16%	17 17% *	33 18% I	8 13% +	127 16%	204 14%	224 15%	107 15%	56 15%	79 14%	90 16%	86 15%	276 15% +	51 18%	50 17%	73 12%	27 15% a	57 24% *	14 14% *	15 16% *	107 14% f	127 20% f	64 14%	207 17%					
Inflation and prices	294 13%	160 15%	135 12%	86 13%	89 11%	119 16% E	171 14%	123 13%	55 11%	85 15% I	67 14%	47 15%	11 11% *	20 11%	9 15% +	113 14%	181 13%	192 13%	102 14%	50 13%	89 16%	63 11%	77 14%	254 13%	36 12%	58 20% ade	74 13%	26 15%	52 22% ade	8 8% *	8 8% *	94 12% f	117 18% f	78 17%	163 13%					
Taxation	273 12%	168 15% C	105 9%	86 13%	91 11%	97 13%	155 12%	118 12%	51 10%	64 11%	67 14%	43 14%	14 14% *	21 11%	13 21% I*	112 14%	161 11%	184 12%	89 13%	45 12%	65 11%	69 12%	78 14%	229 12% abde	42 15%	55 19% abde	61 10%	18 10%	45 19% abde	9 9% *	7 7% *	89 11% f	105 16% f	60 13%	154 12%					
The environment	265 12%	151 14% C	112 10%	77 12%	82 10%	106 14% E	141 11%	123 13%	58 11%	77 14%	56 11%	40 13%	9 9% *	18 10%	6 10% *	104 13%	161 11%	173 12%	92 13%	53 14%	68 12%	57 10%	68 12%	221 12% ae	40 14%	53 18% ae	63 11%	23 13% a	40 17% a	13 12% *	7 8% *	89 11% f	98 15% f	65 14%	146 12%					
Education	235 11%	147 14% C	85 8%	87 13% F	84 10%	64 9%	139 11%	95 10%	52 10%	55 10%	59 12%	40 13%	8 7% *	17 9%	5 9% +	107 14% Q	128 9%	166 11%	69 10%	30 8%	57 10%	55 10%	78 14% TV	200 11%	33 12%	37 13% e	65 11%	20 12% ade	42 17% ade	8 8% *	4 5% *	82 10% i	85 13% i	69 15% i	123 10%					
None of the above	238 11%	129 12%	109 10%	72 11%	84 10%	81 11%	134 11%	103 11%	54 11%	42 8%	63 13% J	40 13% J	11 11% *	25 14% JO	2 4% +	91 12% +	147 10%	158 11%	79 11%	48 13%	57 10%	65 12%	51 9%	206 11% Y	30 10%	28 10%	66 11%	19 11%	17 7% *	13 12% c*	14 15% c*	90 11% g	56 9% g	46 10% h	134 11%					
Don't know	577 26%	208 19%	364 23% B	146 22%	228 28% D	202 27% D	311 25%	266 28%	169 33% JLKLNO	147 26% L	125 25% L	55 18% L	27 26% *	43 24% *	10 16% *	158 20% P	419 29%	376 25%	200 28%	113 30% VW	160 28% W	129 23%	106 19%	504 27% Y	59 21%	51 18%	144 24% Z	40 23%	48 20%	20 20% *	19 20% *	198 25% g	123 19% g	76 16% h	326 26% h					

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

ColumnProportions (5%): A,B/C,D/E,F,G,H,I/J/K/L,M/N/O,P,Q,R/S,T/U/V/W,X/Y,Z/a/b/c/d/e/f/g/h/ Minimum Base: 30(**) 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/V/W,X/Y,Z/a/b/c/d/e/f/g/h/ Minimum Base: 30(**) Small Base: 100(*)

24-089497-47 - 21st - 25th of November

PUBLIC

New Britain system

Adults 18-75 UK

Q88. Thinking about each of these types of potential government... In which of the following areas do you think they would be least effective at solving problems? - A government run by the military

All Adults aged 18-75 in the UK

		Gender			Aggregated Age Breaks			Social grade		Region										Education		Employment status		Income			Ethnicity		General Election 2024 Vote							Referendum 2016		Performance of UK Parliament	
	Total	Male	Female	18-34	35-54	55-75	ABC1	C2DE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	NORTHERN IRELAND	GRADUATES	NON GRADUATES	WORKING	NOT WORKING	UP TO £19999	£20000 - £34999	£35000 - £54999	£55000+	WHITE ETHNIC GROUP	MINORITY ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	GREEN	OTHER	REMAIN	LEAVE	Well	Bad				
	(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)				
Unweighted base	2215	1074	1127	688	820	707	1268	947	509	560	491	309	102	183	62	791	1424	1502	713	379	572	555	556	1894	287	290	588	177	239	103	93	793	647	461	1240				
Weighted base	2215	1086	1115	668	804	744	1268	947	509	560	491	309	102	183	62	791	1424	1502	713	376	572	555	556	1894	289	290	588	177	239	103	93	793	647	461	1240				
Managing the economy	706	370	330	171	270	265	438	268	146	180	180	98	36	52	14	273	434	475	232	116	178	187	190	628	68	108	192	72	81	38	37	307	220	162	410				
	32%	34%	30%	26%	34%	36%	35%	28%	29%	32%	37%	32%	36%	28%	22%	35%	30%	32%	32%	31%	31%	34%	34%	33%	24%	37%	33%	41%	34%	37%	39%	39%	34%	35%	33%				
Inflation and prices	687	344	339	162	263	262	422	265	143	179	166	97	34	51	18	271	416	462	225	116	178	164	191	617	61	94	190	79	72	38	33	294	228	151	405				
	31%	32%	30%	24%	33%	35%	33%	28%	28%	32%	34%	31%	33%	28%	29%	34%	29%	31%	32%	31%	31%	30%	34%	33%	21%	32%	32%	45%	30%	37%	35%	37%	35%	33%	33%				
The environment	628	327	296	171	237	220	395	233	137	150	157	87	30	50	17	276	352	432	196	101	141	171	181	558	63	76	181	67	63	50	34	282	180	161	345				
	28%	30%	27%	26%	29%	30%	31%	25%	27%	27%	32%	28%	30%	27%	27%	35%	25%	29%	27%	27%	25%	31%	33%	29%	22%	26%	31%	38%	26%	49%	36%	36%	28%	161	28%				
Poverty and inequality	621	331	286	166	219	236	381	240	117	161	159	94	29	46	15	250	371	415	206	106	142	165	171	549	64	77	179	77	61	44	32	274	190	151	354				
	28%	30%	26%	25%	27%	32%	30%	25%	23%	29%	32%	30%	29%	25%	25%	32%	26%	28%	29%	28%	25%	30%	31%	29%	22%	27%	30%	44%	26%	43%	34%	35%	29%	151	29%				
Education	584	285	294	168	235	182	370	215	123	145	131	81	26	55	23	265	319	415	170	83	129	164	171	508	67	70	172	62	58	43	26	262	161	138	329				
	26%	26%	26%	25%	29%	24%	29%	23%	24%	26%	27%	26%	25%	30%	38%	34%	22%	28%	24%	22%	23%	30%	31%	27%	23%	24%	29%	35%	24%	42%	28%	33%	25%	30%	27%				
Healthcare	584	281	299	137	219	228	374	210	109	143	154	79	29	50	20	244	340	389	195	101	135	146	164	522	54	80	189	66	44	40	27	274	171	126	348				
	26%	26%	27%	21%	27%	31%	30%	22%	21%	26%	31%	26%	28%	27%	33%	31%	24%	26%	27%	27%	24%	26%	30%	28%	19%	28%	32%	37%	18%	39%	29%	35%	26%	27%	28%				
Taxation	573	305	264	129	221	223	346	227	117	159	144	72	22	47	11	215	358	391	183	94	139	146	156	513	54	87	158	55	65	40	28	249	189	126	352				
	26%	28%	24%	19%	27%	30%	27%	24%	23%	28%	29%	23%	22%	26%	17%	21%	25%	26%	26%	25%	24%	26%	28%	27%	19%	30%	27%	31%	27%	39%	30%	31%	29%	126	28%				
Housing	535	264	266	149	203	183	321	213	118	143	122	66	26	43	17	212	323	359	175	101	122	141	142	471	50	60	160	57	51	32	19	235	151	121	317				
	24%	24%	24%	22%	25%	25%	25%	23%	23%	25%	25%	21%	25%	24%	28%	27%	23%	24%	25%	27%	21%	25%	26%	25%	18%	21%	27%	32%	21%	31%	21%	30%	23%	121	26%				
Asylum and immigration	380	201	177	113	137	130	238	142	77	94	82	64	22	29	12	164	216	267	113	78	83	98	99	325	46	37	111	38	35	30	19	168	103	95	215				
	17%	18%	16%	17%	17%	17%	19%	15%	15%	17%	17%	21%	22%	16%	19%	21%	15%	18%	16%	21%	15%	18%	18%	17%	16%	13%	19%	22%	14%	30%	20%	21%	16%	21%	17%				
Defence	256	141	114	92	97	67	147	109	54	56	60	43	11	22	10	107	149	183	73	41	67	65	75	219	35	30	80	22	23	11	13	88	77	64	139				
	12%	13%	10%	14%	12%	9%	12%	12%	11%	10%	12%	14%	11%	12%	16%	14%	10%	12%	10%	11%	12%	12%	14%	12%	12%	10%	14%	13%	10%	11%	14%	11%	12%	14%	11%				
Crime and anti-social behaviour	244	136	106	82	89	73	156	88	58	48	54	45	11	22	7	104	140	170	74	54	54	56	69	207	31	26	74	28	25	24	11	116	63	58	146				
	11%	13%	10%	12%	11%	10%	12%	9%	11%	9%	11%	15%	11%	12%	11%	13%	10%	11%	10%	14%	9%	10%	12%	11%	11%	9%	13%	16%	10%	23%	12%	15%	10%	13%	12%				
None of the above	191	105	84	34	59	98	91	99	57	41	35	25	8	24	1	47	143	118	72	42	57	43	32	167	22	28	56	14	16	9	12	74	58	30	115				
	9%	10%	8%	5%	7%	13%	7%	10%	11%	7%	7%	8%	8%	13%	2%	6%	10%	8%	10%	11%	10%	8%	6%	9%	8%	10%	9%	8%	7%	9%	13%	9%	9%	7%	9%				
Don't know	438	149	286	116	178	144	227	211	127	115	98	44	16	31	8	108	330	284	154	81	126	103	73	384	43	46	92	21	48	14	11	124	108	48	250				
	20%	14%	26%	17%	22%	19%	18%	22%	25%	20%	20%	14%	16%	17%	13%	14%	23%	19%	22%	22%	18%	13%	20%	20%	15%	16%	16%	12%	20%	14%	12%	16%	17%	10%	20%				

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

ColumnProportions (5%): A,B/C,D/E,F,G,H,I/J/K,L,M/N/O,P,Q,R/S,T/U/V/W,X/Y,Z/ac/b/c/d/e/f/g,h/ Minimum Base: 30(**) 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/V/W,X/Y,Z/ac/b/c/d/e/f/g,h/ Minimum Base: 30(**) Small Base: 100(*)

24-089497-47 - 21st - 25th of November

PUBLIC

New Britain system

Adults 18-75 UK

Q8B. Thinking about each of these types of potential government... In which of the following areas do you think they would be least effective at solving problems? - A government run by business leaders

All Adults aged 18-75 in the UK

		Gender			Aggregated Age Breaks			Social grade		Region										Education		Employment status		Income				Ethnicity		General Election 2024 Vote							Referendum 2016		Performance of UK Parliament	
	Total	Male	Female	18-34	35-54	55-75	ABC1	C2DE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	NORTHERN IRELAND	GRADUATES	NON GRADUATES	WORKING	NOT WORKING	UP TO £19999	£20000 - £34999	£35000 - £54999	£55000+	WHITE ETHNIC GROUP	MINORITY ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	GREEN	OTHER	REMAIN	LEAVE	Well	Bad					
	(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)					
Unweighted base	2215	1074	1127	688	820	707	1276	939	522	556	486	305	103	183	60	1126	1089	1455	760	379	540	537	604	1873	309	292	614	181	217	103	93	822	611	504	1196					
Weighted base	2215	1086	1115	668	804	744	1268	947	509	560	491	309	102	183	62	791	1424	1502	713	376	572	555	556	1894	287	290	588	177	239	103	93	793	647	461	1240					
Healthcare	585 26%	286 26%	295 27%	177 26%	215 27%	193 26%	364 29% H	221 23%	127 25%	148 26%	140 28%	90 29% N	25 24% *	37 20%	18 29% *	249 31% Q	336 24%	406 27%	179 25%	101 27%	140 25%	141 25%	166 30%	521 28% Y	56 19%	72 25%	166 28%	58 33%	64 27%	39 38% Z*	34 36% *	261 33% g	176 27%	135 29%	339 27%					
Poverty and inequality	583 26%	296 27%	283 25%	147 22%	236 29% D	201 27% D	355 28%	228 24%	120 24%	151 27%	153 31% I,N	71 23%	30 30% *	39 21%	19 30% *	255 32% Q	328 23%	402 27%	181 25%	90 24%	136 24%	147 26%	174 31% TU	530 28% Y	44 15%	62 21%	167 28% Z	63 35% Z	63 26%	45 43% Zac*	28 30% *	267 34% g	163 25%	138 30%	348 28%					
Crime and anti-social behaviour	563 25%	286 26%	273 25%	167 25%	207 26%	189 25%	331 26%	232 24%	125 25%	131 23%	127 26%	82 26%	25 24% *	55 30%	17 28% *	216 27%	346 24%	370 25%	193 27%	97 26%	134 23%	144 26%	159 29%	502 27% Y	53 19%	67 23%	160 27%	54 30%	59 25%	36 35% Z*	29 31% *	243 31% g	168 26%	142 31%	330 27%					
Asylum and immigration	532 24%	278 26%	252 23%	145 22%	191 24%	197 26%	327 26% H	205 22%	117 23%	136 24%	120 24%	82 27%	18 17% *	45 25%	13 22% *	210 27% Q	322 23%	363 24%	169 24%	82 22%	145 25%	126 23%	151 27%	468 25% Y	57 20%	65 22%	143 24%	50 28%	71 31% Z	39 38% Za*	24 26% *	198 25%	186 29%	111 24%	319 26%					
The environment	526 24%	273 25%	249 22%	137 21%	210 26% D	179 24% D	324 26% H	202 21%	116 23%	116 21%	145 30% I,N	74 24%	29 28% *	33 18%	13 20% *	229 29% Q	296 21%	352 23%	174 24%	96 25%	118 21%	135 24%	146 26% U	471 25% Y	46 16%	63 22%	141 24%	65 37% Zac	47 20% Zac*	41 40% Zac*	26 28% *	237 30% g	145 22%	125 27%	296 24%					
Defence	482 22%	263 24% C	217 19%	129 19%	182 23%	171 23%	300 24% H	183 19%	111 22%	124 22%	107 22%	60 19%	27 26% *	39 22%	14 22% *	204 26% Q	278 20%	331 22%	152 21%	69 18%	125 22%	113 20%	156 28% TUV	423 22% Y	54 19%	49 17%	140 24% Z	52 29% Z	57 24%	30 30% Z*	27 29% Z*	204 26% g	145 22%	112 24%	271 22%					
Education	449 20%	222 20%	224 20%	138 21%	173 22%	138 19%	286 23% H	163 17%	104 20%	109 19%	107 22%	63 20%	19 19% *	30 17%	17 28% *	207 26% Q	242 17%	315 21%	134 19%	77 20%	105 18%	118 21%	119 21%	393 21%	50 18%	58 20%	132 22%	46 26% c	39 16%	29 28% c*	19 20% *	203 26% g	125 19%	111 24%	256 21%					
Housing	433 20%	227 21%	205 18%	136 20%	153 19%	144 19%	250 20% H	183 19%	91 18%	109 19%	111 23%	62 20%	18 18% *	30 16%	12 19% *	184 23% Q	249 18%	294 20%	139 19%	68 18%	116 20%	109 20%	118 21%	380 20% Y	46 16%	53 18%	139 24%	35 20%	42 17%	32 31% Zc*	18 20% *	186 24% g	123 19%	92 20%	258 21%					
Inflation and prices	349 16%	195 18% C	152 14%	126 19% F	126 16%	97 13%	203 16% F	145 15%	82 16%	80 14%	79 16%	55 18%	17 16% *	27 15%	10 17% *	147 19% Q	202 14%	240 16%	109 15%	59 16%	80 14%	95 17%	99 18%	301 16% Y	41 14%	49 17%	102 17%	25 14% Zc*	30 13%	26 25% Zc*	13 14% *	140 18% g	95 15%	75 16%	207 17%					
Managing the economy	327 15%	191 18% C	133 12%	116 17% F	121 15%	90 12%	180 14% F	147 15%	65 13%	70 13%	72 15%	66 21% I,UK	17 16% *	27 15%	10 16% *	127 16% Q	200 14%	221 15%	105 15%	50 13%	89 16%	90 16%	86 15%	268 14% Y	53 18%	45 16%	88 15%	29 16%	32 13%	25 25% ac*	15 16% *	131 16% g	91 14%	72 16%	198 16%					
Taxation	318 14%	187 17% C	129 12%	109 16% F	117 15%	92 12%	193 15% F	125 13%	74 15%	71 13%	81 16%	45 15%	14 14% *	25 14%	7 12% *	143 18% Q	175 12%	223 15%	95 13%	51 13%	63 11%	92 16% U	91 16% U	275 15% Y	38 13%	29 10%	89 15%	30 17% Z	28 12% Zac*	28 17% Zac*	16 17% *	135 17% g	73 11%	79 17%	187 15%					
None of the above	210 9%	124 11% C	84 8%	54 8%	66 8%	90 12% DE	103 8% G	107 11%	54 11%	55 10%	47 10%	24 8%	5 5% *	20 11%	4 7% *	53 7% P	156 11% P	134 9%	76 11%	40 11%	59 10% W	58 10% W	34 6% W	182 10% Y	26 12%	35 10%	59 8%	14 8%	20 8%	14 14% *	8 9% *	71 9% g	64 10%	27 6%	133 11% h					
Don't know	468 21%	156 14%	308 28% B	115 17%	190 24% D	163 22% D	248 20% G	221 23%	139 14% KLM	126 22% L	95 19%	43 14%	17 16% *	39 21%	10 17% *	107 14% P	361 25% P	300 20%	168 24%	95 25% W	135 19%	104 14%	75 14%	413 22% Y	45 16%	36 12%	105 18%	21 12%	56 24% Zb	18 17% *	14 15% *	144 18% g	112 17%	51 11%	267 22% h					

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

ColumnProportions (5%): A,B/C,D/E,F,G,H,I/J/K,L,M/N/O,P,Q,R/S,T/U/V/W,X/Y,Z/a/b/c/d/e/f/g/h/ Minimum Base: 30(**) 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/V/W,X/Y,Z/a/b/c/d/e/f/g/h/ Minimum Base: 30(**) Small Base: 100(*)

24-089497-47 - 21st - 25th of November

PUBLIC

New Britain system

Adults 18-75 UK

Q88. Thinking about each of these types of potential government... In which of the following areas do you think they would be least effective at solving problems? - A government run by local, rather than national politicians

All Adults aged 18-75 in the UK

		Gender			Aggregated Age Breaks			Social grade		Region										Education		Employment status		Income			Ethnicity		General Election 2024 Vote							Referendum 2016		Performance of UK Parliament	
	Total	Male	Female	18-34	35-54	55-75	ABC1	C2DE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	NORTHERN IRELAND	GRADUATE	NON GRADUATE	WORKING	NOT WORKING	UP TO £19999	£20000 - £34999	£35000 - £54999	£55000+	WHITE ETHNIC GROUP	MINORITY ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	GREEN	OTHER	REMAIN	LEAVE	Well	Bad				
	(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)				
Unweighted base	2215	1074	1127	688	820	707	1276	939	522	556	486	305	103	183	60	1126	1089	1455	760	379	572	555	556	1894	287	290	588	177	239	103	93	793	647	461	1240				
Weighted base	2215	1086	1115	668	804	744	1268	947	509	560	491	309	102	183	62	791	1424	1502	713	376	572	555	556	1894	287	290	588	177	239	103	93	793	647	461	1240				
Defence	577	307	266	147	212	219	367	210	110	140	135	90	26	56	20	250	327	398	173	98	147	142	166	512	59	91	153	63	68	33	39	263	189	151	320				
	26%	28%	24%	22%	26%	29%	29%	22%	22%	25%	28%	29%	26%	30%	32%	32%	23%	27%	25%	26%	26%	26%	30%	27%	20%	31%	26%	36%	29%	32%	42%	33%	29%	33%	26%				
Managing the economy	502	282	216	133	168	201	331	171	91	125	118	88	20	43	18	210	292	343	159	82	105	144	153	444	54	88	134	57	57	25	23	210	165	133	289				
	23%	26%	19%	20%	21%	27%	26%	18%	18%	22%	24%	29%	19%	23%	29%	27%	21%	23%	22%	22%	18%	26%	28%	23%	19%	30%	23%	32%	24%	25%	24%	26%	26%	29%	23%				
Asylum and immigration	448	256	190	110	149	189	257	191	88	121	98	66	20	42	13	183	266	294	154	72	106	123	125	401	41	83	109	42	61	12	23	162	174	99	272				
	20%	24%	17%	16%	19%	25%	20%	20%	17%	22%	20%	21%	19%	23%	21%	23%	19%	20%	22%	19%	19%	22%	22%	21%	14%	29%	19%	24%	25%	11%	25%	20%	27%	21%	22%				
Inflation and prices	417	237	177	116	143	157	263	154	72	101	93	83	16	34	17	174	243	292	125	74	89	112	128	354	55	61	112	50	44	21	24	176	139	118	226				
	19%	22%	16%	17%	18%	21%	21%	16%	14%	18%	19%	27%	16%	19%	28%	22%	17%	19%	18%	20%	16%	20%	23%	19%	19%	21%	19%	28%	19%	20%	26%	22%	21%	26%	18%				
Taxation	357	203	151	101	111	145	235	123	67	87	85	67	13	25	13	150	207	242	115	61	81	90	105	305	49	67	86	41	39	22	16	155	119	93	190				
	16%	19%	14%	15%	14%	20%	19%	13%	13%	15%	17%	22%	13%	14%	22%	19%	15%	16%	16%	16%	14%	16%	19%	16%	17%	23%	15%	23%	16%	21%	18%	20%	18%	20%	15%				
Healthcare	295	169	125	81	112	102	191	104	69	67	65	50	12	23	10	128	167	209	85	39	71	83	91	260	33	49	83	37	29	13	12	125	96	77	155				
	13%	16%	11%	12%	14%	14%	15%	11%	14%	12%	13%	16%	11%	13%	16%	16%	12%	14%	12%	10%	12%	15%	16%	14%	11%	17%	14%	21%	12%	12%	13%	16%	15%	17%	13%				
The environment	292	160	131	91	106	95	193	99	65	65	69	51	15	21	7	132	160	203	88	43	74	69	91	247	37	46	72	33	37	17	14	122	92	83	161				
	13%	15%	12%	14%	13%	13%	15%	10%	13%	12%	14%	17%	14%	11%	11%	17%	11%	14%	12%	11%	13%	12%	16%	13%	13%	16%	12%	19%	16%	16%	15%	15%	14%	18%	13%				
Housing	261	161	100	91	84	87	142	119	47	58	70	47	11	20	7	106	155	182	79	43	73	61	71	220	38	43	78	21	34	7	9	94	86	58	146				
	12%	15%	9%	14%	10%	12%	11%	13%	9%	10%	14%	15%	11%	11%	12%	13%	11%	12%	11%	11%	13%	11%	13%	12%	13%	15%	13%	12%	14%	6%	9%	12%	13%	13%	12%				
Poverty and inequality	254	167	87	71	99	85	144	110	49	56	56	43	16	29	6	104	150	178	76	42	53	75	76	211	40	44	63	24	35	11	13	103	89	70	147				
	11%	15%	8%	11%	12%	11%	11%	12%	10%	10%	11%	14%	15%	16%	10%	13%	11%	12%	11%	11%	9%	14%	14%	11%	14%	15%	11%	13%	15%	11%	14%	13%	14%	15%	12%				
Crime and anti-social behaviour	240	153	88	75	83	83	151	90	50	50	65	40	14	18	5	101	139	165	76	32	60	61	75	208	26	38	67	19	34	11	12	84	85	61	145				
	11%	14%	8%	11%	10%	11%	12%	9%	10%	9%	13%	13%	10%	10%	7%	13%	10%	11%	11%	9%	11%	11%	13%	11%	9%	13%	11%	11%	14%	10%	13%	11%	13%	13%	12%				
Education	231	139	90	83	72	76	126	105	56	41	64	37	11	17	5	95	136	162	69	41	56	62	61	199	29	41	73	24	21	11	9	95	69	60	123				
	10%	13%	8%	12%	9%	10%	10%	11%	11%	7%	13%	12%	11%	9%	8%	12%	10%	11%	10%	11%	10%	11%	11%	11%	10%	14%	12%	14%	9%	11%	11%	10%	12%	11%	10%				
None of the above	231	124	106	59	77	95	107	124	57	56	52	28	10	22	6	65	166	139	92	48	58	62	40	204	25	33	53	13	25	7	8	69	68	36	147				
	10%	11%	10%	9%	10%	13%	8%	13%	11%	10%	11%	9%	10%	12%	9%	8%	12%	9%	13%	13%	10%	11%	7%	11%	9%	11%	9%	7%	11%	7%	9%	9%	10%	8%	12%				
Don't know	631	218	407	166	262	203	338	293	174	172	140	55	26	52	11	161	470	413	218	108	174	159	114	552	66	56	156	37	61	35	19	208	159	74	369				
	28%	20%	37%	25%	33%	27%	27%	31%	34%	31%	29%	18%	26%	28%	18%	20%	33%	28%	31%	29%	31%	29%	20%	29%	23%	19%	27%	21%	26%	34%	20%	26%	25%	16%	30%				

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

ColumnProportions (5%): A,B/C,D/E,F,G,H,I/J/K,L,M/N/O,P,Q,R/S,T/U/V/W,X/Y,Z/a/b/c/d/e/f/g/h/ Minimum Base: 30(**) 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/V/W,X/Y,Z/a/b/c/d/e/f/g/h/ Minimum Base: 30(**) Small Base: 100(*)

24-089497-47 - 21st - 25th of November
PUBLIC
New Britain system
Adults 18-75 UK

Q8B. Thinking about each of these types of potential government... In which of the following areas do you think they would be least effective at solving problems? - A government run by direct democracy, with referendums on all topics

All Adults aged 18-75 in the UK

		Gender			Aggregated Age Breaks			Social grade		Region										Education		Employment status		Income				Ethnicity		General Election 2024 Vote							Referendum 2016		Performance of UK Parliament	
	Total	Male	Female	18-34	35-54	55-75	ABC1	C2DE	NORTH	MIDLAND S	SOUTH	LONDON	WALES	SCOTLAND	NORTHERN IRELAND	GRADUATE ES	NON GRADUATE ES	WORKING	NOT WORKING	UP TO £19999	£20000 - £34999	£35000 - £54999	£55000+	WHITE ETHNIC GROUP	MINORITY ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	GREEN	OTHER	REMAIN	LEAVE	Well	Bad					
	(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)					
Unweighted base	2215	1074	1127	688	820	707	1276	939	522	556	486	305	103	183	60	1126	1089	1455	760	379	540	537	604	1873	309	292	614	181	217	103	93	822	611	504	1196					
Weighted base	2215	1086	1115	668	804	744	1268	947	509	560	491	309	102	183	62	791	1424	1502	713	376	572	555	556	1894	287	290	588	177	239	103	93	793	647	461	1240					
Managing the economy	382 17%	233 21% C	147 13%	83 12%	141 17% D	158 21% D	250 20% H	131 14%	73 14%	91 16%	82 17%	74 24% UK	18 18% *	29 16%	14 23% *	182 23% Q	200 14%	272 18%	109 15%	49 13%	76 13%	99 18%	137 25% TUV	350 18% Y	32 11%	79 27% ac	111 19%	43 24% c	33 14%	17 17% *	21 23% *	188 24% g	116 18%	115 25% i	195 16%					
Asylum and immigration	366 17%	219 20% C	145 13%	86 13%	137 17% D	144 19% D	235 19% H	131 14%	70 14%	88 16%	80 16%	67 22% I	17 17% *	30 17%	14 22% *	169 21% Q	198 14%	267 18% S	100 14%	50 13%	70 12%	102 18%	128 23% TU	325 17%	37 13%	60 21% c	116 20% c	42 24% c	31 13%	21 21% *	17 18% *	166 21% 21%	107 17%	102 22% i	196 16%					
Defence	355 16%	214 20% C	140 13%	82 12%	137 17% D	136 18% D	228 18% H	127 13%	63 12%	88 16%	73 15%	69 23% UK	16 16% *	31 17%	14 22% *	159 20% Q	196 14%	259 17% S	96 13%	55 15%	71 12%	96 17% U	113 20% TU	310 16%	43 15%	61 21% ac	100 26% ac	45 14%	34 26% ac	22 21% *	22 23% *	165 21% 21%	115 18%	104 22% i	190 15%					
Taxation	346 16%	205 19% C	140 13%	75 11%	134 17% D	136 18% D	217 17% H	129 14%	64 13%	82 15%	72 15%	71 23% UK	18 17% *	31 17%	9 15% *	159 20% Q	187 13%	264 18% S	82 11%	58 16%	59 10%	102 18%	109 20% U	312 16% Y	31 11%	69 24% ac	96 16% c	36 21% c	23 9%	21 20% c*	21 23% c*	168 21% g	100 15%	104 22% i	174 14%					
Inflation and prices	344 16%	208 19% C	136 12%	80 12%	132 16% D	132 18% D	210 17% H	134 14%	59 12%	83 15%	79 16%	68 22% U	15 14% *	31 17%	9 15% *	160 20% Q	184 13%	240 16%	104 15%	54 14%	66 12%	91 16% U	113 20% TU	298 16%	46 16%	70 24% ac	94 16% ac	36 21% ac	33 14%	21 20% *	19 20% *	150 19% 21%	120 19%	112 24% i	167 13%					
Crime and anti-social behaviour	312 14%	199 18% C	111 10%	83 12%	106 13% 17%	123 17% 17%	211 17% H	101 11%	63 12%	77 14%	77 16%	48 16% 14%	15 14% *	21 11%	11 18% *	144 18% Q	168 12%	234 16% S	78 11%	43 11%	61 11%	91 16% U	100 18% TU	268 14%	39 14%	58 20% c	98 17%	32 18% 18%	30 13%	24 23% ce*	10 19% *	149 14% g	90 14%	96 21% i	152 12%					
The environment	309 14%	198 18% C	109 10%	83 12%	119 15% 14%	107 14% 14%	195 15% H	114 12%	59 12%	68 12%	71 15%	60 20% U	17 16% *	22 12%	12 19% *	153 19% Q	156 11%	224 15%	86 12%	45 12%	61 11%	80 14%	104 19% TU	268 14%	37 13%	58 20% c	93 16% ace	41 23% ace	27 11%	23 22% c*	10 11% *	147 19% 19%	98 15%	97 21% i	157 13%					
Poverty and inequality	309 14%	183 17% C	124 11%	82 12%	121 15% 14%	105 14% 14%	200 16% H	109 11%	56 11%	74 13%	68 14%	62 20% UKN	19 19% I*	20 11%	9 15% *	149 19% Q	160 11%	227 15% S	82 12%	48 13%	58 10%	84 15% U	104 19% TU	265 14%	40 14%	53 18% c	92 16% c	37 21% c	27 11%	14 14% *	12 12% *	134 17% g	96 15%	96 21% i	142 11%					
Healthcare	301 14%	186 17% C	113 10%	74 11%	114 14% 14%	113 15% D	203 16% H	98 10%	50 10%	77 14%	61 12%	64 21% UKN	13 13% *	18 10%	18 29% UKMN*	143 18% Q	158 11%	217 14%	84 12%	36 10%	63 11%	83 15% T	103 19% TU	269 14%	31 11%	62 22% ac	91 16% c	36 21% c	18 8%	17 17% c*	11 12% *	154 19% g	93 14%	92 20% i	143 12%					
Education	285 13%	170 16% C	113 10%	68 10%	115 14% D	103 14% 14%	186 15% H	99 10%	51 10%	67 12%	60 12%	64 21% UKN	12 12% *	22 12%	9 15% *	144 18% Q	141 10%	222 15% S	64 9%	28 8%	56 10%	76 14% T	104 19% TUV	248 13%	35 12%	61 21% ace	89 15% 17%	30 10%	23 10%	21 21% ce*	7 8% *	135 17% 15%	95 15%	95 21% i	136 11%					
Housing	275 12%	178 16% C	95 9%	72 11%	102 13% 14%	101 14% 14%	176 14% H	99 10%	57 11%	64 11%	58 12%	51 17% IN	15 14% *	17 9%	12 19% *	131 17% Q	144 10%	201 13%	74 10%	38 10%	55 10%	72 13%	99 18% TUV	241 13%	30 10%	49 17% 17%	81 14%	30 17%	25 10%	16 16% *	11 12% *	128 16% 14%	87 14%	73 16% i	136 11%					
None of the above	408 18%	213 20%	192 17%	103 15%	123 15% DE	182 24% DE	227 18% 31%	181 19%	96 19%	96 17%	99 20%	54 18%	19 19% *	33 18%	11 18% *	127 16% P	282 20%	259 17%	149 21%	70 19%	126 22% W	114 21% W	72 19% Y	367 13% Y	37 13%	63 22% 17%	102 19%	33 19%	59 25% ad	13 12% *	17 18% *	141 18% f	145 22%	63 14% h	264 21%					
Don't know	786 35%	260 24% B	520 47% B	198 30%	337 42% DF	250 34%	399 31% 31%	387 41% G	205 40% L	211 38% L	182 37% L	71 23% 23%	32 32% *	66 36% L	18 30% *	208 26% P	577 41% P	497 33% R	289 40% R	150 40% VW	219 38% VW	173 31% 29%	161 29% Y	689 36% Y	78 27%	73 25%	177 30%	46 26%	77 32%	34 33% *	25 27% *	252 32% 31%	200 31%	89 19%	468 38% h					

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

ColumnProportions (5%): A,B/C,D,E,F,G,H,I/J,K,L,M/N/O,P,Q,R,S,T,U/V/W,X/Y,Z/a/b/c/d/e/f/g/h/ Minimum Base: 30(**) 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/V/W,X/Y,Z/a/b/c/d/e/f/g/h/ Minimum Base: 30(**) Small Base: 100(*)

24-089497-47 - 21st - 25th of November
PUBLIC
New Britain system
Adults 18-75 UK

Q8B. Thinking about each of these types of potential government... In which of the following areas do you think they would be least effective at solving problems? - A government run by people aged under 40 only

All Adults aged 18-75 in the UK

		Gender			Aggregated Age Breaks			Social grade		Region										Education		Employment status		Income				Ethnicity		General Election 2024 Vote							Referendum 2016		Performance of UK Parliament	
	Total	Male	Female	18-34	35-54	55-75	ABC1	C2DE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	NORTHERN IRELAND	GRADUATES	NON GRADUATES	WORKING	NOT WORKING	UP TO £19999	£20000 - £34999	£35000 - £54999	£55000+	WHITE ETHNIC GROUP	MINORITY ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	GREEN	OTHER	REMAIN	LEAVE	Well	Bad					
	(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)					
Unweighted base	2215	1074	1127	688	820	707	1276	939	522	556	486	305	103	183	60	1126	1089	1455	760	379	540	537	604	1873	309	292	614	181	217	103	93	822	611	504	1196					
Weighted base	2215	1086	1115	668	804	744	1268	947	509	560	491	309	102	183	62	791	1424	1502	713	376	572	555	556	1894	287	290	588	177	239	103	93	793	647	461	1240					
Managing the economy	519 23%	282 26% C	236 21%	106 16% D	189 24% DE	224 30% DE	316 25%	203 21%	91 18%	153 27% I	107 22%	83 27% I	22 22% *	45 24%	18 30% I*	213 27% Q	306 22%	337 22%	183 26%	82 22%	134 23%	141 25%	132 24%	478 25% Y	40 14%	106 36% ade	118 20%	57 32% a	78 33% a	24 24% *	21 22% *	207 26%	197 30%	131 28% i	287 23%					
Defence	471 21%	261 24% C	207 19%	99 15%	172 21% D	200 27% DE	295 23% H	176 19%	94 19%	130 23%	105 21%	71 23%	23 22% *	38 21%	10 16% *	201 25% Q	270 19%	305 20%	166 23%	74 20%	123 22%	115 21%	133 24%	426 22% Y	42 15%	92 32% a	128 22%	45 25%	60 25% *	25 22% *	21 21% *	167 21%	192 30% f	117 25%	268 22%					
Inflation and prices	422 19%	232 21% C	191 17%	99 15%	141 18% DE	182 24% DE	254 20%	169 18%	83 16%	120 21% I	81 17%	63 20%	21 21% *	41 22%	14 22% *	165 21%	258 18%	280 19%	142 20%	77 21%	104 18%	124 22% W	92 17%	379 20% Y	40 14%	84 29% ad	111 19%	38 22%	54 23%	13 13% *	20 21% *	174 22%	153 24% i	110 24% i	223 18%					
Taxation	412 19%	230 21% C	181 16%	101 15%	137 17% DE	174 23% DE	249 20%	162 17%	77 15%	122 22% I	85 17%	67 22% I	15 15%	34 19%	11 18% *	171 22% Q	241 17%	280 19%	132 19%	66 18%	98 17%	113 20%	106 19%	367 19% Y	42 15%	91 32% abde	102 17%	39 22%	61 25% ae	17 16% *	13 14% *	170 21%	151 23%	96 21%	231 19%					
Asylum and immigration	401 18%	218 20% C	183 16%	79 12% D	133 17% DE	189 25% DE	228 18%	174 18%	84 17%	111 20%	91 19%	54 17%	17 16% *	31 17%	12 20% *	141 18%	260 18%	263 18%	138 19%	62 16%	103 18%	112 20%	96 17%	367 19% Y	32 11%	96 33% abde	93 16%	26 15%	59 25% ab	21 21% *	15 16% *	130 16%	187 29% f	82 18%	238 19%					
Healthcare	380 17%	206 19% C	173 16%	74 11%	145 18% D	161 22% D	232 18%	148 16%	71 14%	106 19% I	91 19%	60 19%	13 13% *	27 15%	12 20% *	177 22% Q	203 14%	256 17%	124 17%	58 15%	90 16%	91 16%	120 22% TUV	348 18% Y	30 11%	78 27% ad	90 15%	47 27% ad	48 20%	12 12% *	17 18% *	151 19%	147 23%	104 22% i	207 17%					
Crime and anti-social behaviour	380 17%	210 19% C	170 15%	84 13%	125 16% DE	171 23% DE	232 18%	148 16%	83 16%	102 18%	91 18%	47 15%	17 17% *	29 16%	11 18% *	151 19%	228 16%	255 17%	125 18%	64 17%	92 16%	93 17%	107 19%	346 18% Y	29 10%	87 30% abde	86 15%	23 13%	53 22% ab	18 18% *	14 15% *	137 17%	159 25% f	96 21%	219 18%					
Poverty and inequality	364 16%	191 18%	171 15%	73 11%	141 18% D	149 20% D	224 18%	140 15%	75 15%	93 17%	80 16%	59 19%	15 14% *	32 18%	10 16% *	156 20% Q	208 15%	247 16%	117 16%	59 16%	82 14%	89 16%	110 20% U	320 17% a	38 13%	70 24% a	102 17%	34 19%	49 21%	17 17% *	13 14% *	144 18%	142 22%	88 19%	203 16%					
Housing	323 15%	174 16%	150 13%	76 11%	114 14% D	132 18% D	195 15%	128 13%	62 12%	83 15%	73 15%	55 18% I	11 11% *	28 15%	10 17% *	132 17% Q	191 13%	225 15%	98 14%	50 13%	76 13%	90 16%	88 16%	292 15% Y	29 10%	75 26% abde	69 12%	24 14%	46 19% a	18 17% *	13 14% *	111 14%	134 21% f	72 16%	178 14%					
Education	321 14%	176 16% C	143 13%	71 11%	123 15% D	127 17% D	194 15%	127 13%	68 13%	79 14%	78 16%	53 17%	9 9% *	27 15%	8 13% *	142 18% Q	179 13%	222 15%	99 14%	45 12%	73 13%	79 14%	104 19% TU	287 15% Y	30 10%	68 23% ad	76 13%	32 18%	39 16%	9 9% *	13 14% *	131 17%	114 18%	66 14%	191 15%					
The environment	297 13%	165 15% C	131 12%	84 13%	102 13% D	111 15% D	184 14%	113 12%	64 13%	74 13%	53 11%	62 20% UK	11 11% *	25 13%	9 14% *	121 15% Q	176 12%	202 13%	95 13%	41 11%	82 14%	67 12%	91 16% T	254 13% Y	40 14%	54 18%	80 14%	28 16%	38 16%	11 11% *	12 13% *	118 15%	108 17%	64 14%	168 14%					
None of the above	351 16%	184 17%	165 15%	100 15%	101 13% DE	149 20% DE	193 15%	157 17%	104 20% JKO	64 11%	66 13%	50 16% O	21 21% JO*	43 24% JKO	3 5% *	113 14% *	237 17%	212 14%	139 19% R	55 15%	98 17%	90 16%	81 15%	318 17% Y	28 10%	50 17%	98 13%	23 13%	31 13%	17 16% *	19 21% *	124 16%	106 16%	66 14%	217 17%					
Don't know	674 30%	245 23% B	424 38% B	174 26%	295 37% DF	205 28%	360 28%	314 33% G	172 34% L	170 30%	166 34% L	72 23% L	29 28% *	47 25%	18 29% *	189 24% P	484 34% P	450 30%	224 31%	128 34% vw	192 34% vw	147 27%	135 24%	577 30% Y	81 28%	51 18%	165 48% Z	48 27% Z	67 30% Z	30 29% Z*	21 23% *	230 29%	159 25%	77 17%	389 31% h					

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

ColumnProportions (5%): A,B/C,D/E,F,G,H,I/J/K,L,M/N/O,P/Q,R/S,T,U/V/W,X/Y,Z/zz/zz/d/d/f/g/h/ Minimum Base: 30(**) 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/V/W,X/Y,Z/zz/zz/d/d/f/g,h/ Minimum Base: 30(**) Small Base: 100(*)

24-089497-47 - 21st - 25th of November

PUBLIC

New Britain system

Adults 18-75 UK

Q8B. Thinking about each of these types of potential government... In which of the following areas do you think they would be least effective at solving problems? - A government run by civil servants

All Adults aged 18-75 in the UK

		Gender			Aggregated Age Breaks		Social grade		Region							Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016		Performance of UK Parliament	
	Total	Male	Female	18-34	35-54	55-75	ABC1	C2DE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	NORTHERN IRELAND	GRADUATES	NON GRADUATES	WORKING	NOT WORKING	UP TO £19999	£20000 - £34999	£35000 - £54999	£55000+	WHITE ETHNIC GROUP	MINORITY ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	GREEN	OTHER	REMAIN	LEAVE	Well	Bad
	(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)
Unweighted base	2215	1074	1127	688	820	707	1276	939	522	556	486	305	103	183	60	1126	1089	1455	760	379	540	537	604	1873	309	292	614	181	217	103	93	822	611	504	1196
Weighted base	2215	1086	1115	668	804	744	1268	947	509	560	491	309	102	183	62	791	1424	1502	713	376	572	555	556	1894	287	290	588	177	239	103	93	793	647	461	1240
Asylum and immigration	421 19%	262 24% C	158 14%	89 13%	130 16%	203 27% DE	264 21% H	157 17%	83 16%	119 21%	91 19%	59 19%	17 17% *	36 20%	17 27% *	168 21% Q	253 18%	274 18%	147 21%	61 16%	110 19%	109 20%	113 20%	368 19%	49 17%	92 32% abe	106 18%	34 19%	68 28% a	23 22% *	15 17% *	140 18%	196 30% f	103 22%	240 19%
Defence	419 19%	246 23% C	168 15%	93 14%	144 18%	183 25% DE	251 20% H	169 18%	77 15%	124 22% I	86 18%	66 21%	15 15% *	34 19%	17 27% I*	165 21% Q	254 18%	270 18%	150 21%	68 18%	113 20%	99 18%	117 21%	373 20% Y	41 14%	81 28% ab	113 19%	31 17%	64 27% ab	18 18% *	20 22% *	156 20%	182 28% f	89 19%	257 21%
Managing the economy	391 18%	229 21% C	158 14%	98 15%	126 16%	167 22% DE	233 20% H	158 17%	73 15%	103 18%	87 18%	59 19%	16 16% *	39 21% I	15 25% *	171 20% Q	221 16%	251 17%	141 20%	57 15%	103 18%	96 20%	112 20%	345 18%	41 14%	83 29% abde	96 16%	29 16%	58 24% ae	15 15% *	10 11% *	155 18%	152 24% f	90 19%	247 20%
Inflation and prices	385 17%	231 21% C	150 13%	83 12%	125 16%	178 24% DE	231 20% H	154 16%	67 13%	105 19% I	89 18% I	57 19%	16 15% *	37 20% I	14 23% I*	152 19% Q	233 16%	253 17%	132 19%	61 16%	102 18%	91 16%	108 19%	343 18%	40 14%	88 30% abde	94 16%	29 16%	57 24% ae	16 15% *	12 13% *	142 18%	165 26% f	98 21%	235 19%
Crime and anti-social behaviour	383 17%	238 22% C	143 13%	80 12%	128 16% D	176 24% DE	234 18% H	149 16%	70 14%	103 18%	100 20% I	54 17%	15 15% *	30 16% I	12 19% *	159 20% Q	224 16%	244 16%	139 20%	52 14%	103 18%	95 17%	110 20%	341 18%	41 14%	81 28% abd	93 16%	25 14%	63 26% abd	15 15% *	17 19% *	140 18%	162 25% f	97 21%	229 18%
Poverty and inequality	381 17%	223 21% C	157 14%	79 12%	122 15%	180 24% DE	223 18% H	158 17%	78 15%	105 19%	95 19% L	40 13%	14 14% *	39 21% L	9 15% *	144 18% Q	236 17%	240 16%	141 20% R	69 18%	95 17%	93 17%	98 18%	344 18% Y	34 12%	79 27% ad	91 15%	37 21%	53 22% a	15 15% *	17 18% *	147 19%	152 23% f	83 18%	239 19%
Healthcare	376 17%	213 20% C	162 15%	79 12%	125 16%	172 23% DE	218 17% H	158 17%	74 15%	94 17%	84 17%	60 19%	14 14% *	37 20% I	13 20% I*	145 18% Q	230 16%	238 16%	138 19%	63 17%	99 17%	88 16%	99 18%	338 18% Y	35 12%	82 28% abd	95 16%	30 17%	56 23% a	14 14% *	16 17% *	138 17%	159 25% f	86 19%	231 19%
The environment	363 16%	214 20% C	147 13%	85 13%	116 14%	161 22% DE	222 18% H	141 15%	82 16%	92 17%	85 17%	61 20%	12 12% *	23 13% I	7 12% *	151 19% Q	212 15%	229 15%	134 19% R	60 16%	96 17%	84 15%	95 17%	316 17% a	42 15%	75 26% a	87 15%	41 23% a	52 22% a	19 18% *	17 18% *	145 18%	151 23% f	84 18%	219 18%
Education	334 15%	205 19% C	124 11%	80 12%	107 13%	147 20% DE	197 16% H	137 14%	67 13%	81 15%	78 16%	50 16%	16 16% *	29 16% I	13 21% I*	139 18% Q	195 14%	226 15%	107 15%	50 13%	91 16%	76 14%	96 17%	291 15% ab	41 14%	67 23% ab	81 14%	23 13%	51 21% ab	14 14% *	13 14% *	129 16%	134 21% f	78 17%	191 15%
Housing	318 14%	200 18% C	113 10%	80 12%	94 12%	144 19% DE	183 14% H	135 14%	64 13%	86 15%	81 16%	43 14%	10 10% *	25 14% I	10 16% *	129 16% Q	189 13%	206 14%	112 16%	51 14%	81 14%	71 13%	94 17%	277 15% abde	37 13%	67 23% ad	78 13%	27 15%	50 21% ad	8 8% *	10 11% *	105 13% f	137 21% f	70 15%	196 16%
Taxation	316 14%	197 18% C	118 12%	66 10%	101 13%	149 20% DE	197 16% H	119 13%	64 13%	86 15%	78 16%	38 12%	14 14% *	27 15% I	7 12% *	133 17% Q	183 13%	195 13%	121 17% R	52 14%	75 13%	79 14%	84 15%	283 15% Y	28 10%	63 22% abd	83 14%	19 11%	49 21% abd	9 9% *	11 12% *	116 15% f	127 20% f	69 15%	198 16%
None of the above	307 14%	175 16% C	132 12%	67 10%	103 13%	137 18% DE	169 13% H	138 15%	82 16% JO	61 11%	68 14%	46 15%	14 13% *	33 18% JO	3 5% *	90 11% P	217 15% P	192 13%	116 16% R	52 14%	81 14%	85 15%	66 12%	281 15% Y	20 7%	49 17%	80 14%	20 11%	35 11% *	11 20% *	18 14% *	108 16% f	101 20% f	43 9%	199 16% h
Don't know	787 36%	267 25% B	514 46%	224 34%	332 41%	230 31%	409 32% G	377 40% G	200 39% L	212 38% L	189 38% L	74 24%	35 35% *	60 33% JO	16 26% *	222 28% P	565 40% P	513 34%	274 38%	153 41% vw	203 36% w	186 34%	164 30%	682 36% Y	90 31%	63 22%	180 31% z	59 33% z	75 31% z	42 41% z*	26 28% *	256 32%	184 28% z	104 23%	449 36% h

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

ColumnProportions (5%): A,B/C,D/E,F,G,H,I/J/K,L,M/N/O,P,Q,R/S,T/U/V/W,X/Y,Z/a/b/c/d/e/f/g,h/i Minimum Base: 30(**) 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/V/W,X/Y,Z/a/b/c/d/e/f/g,h/i Minimum Base: 30(**) Small Base: 100(*)

Adults 18-75 UK

All Adults aged 18-75 in the UK

		Gender		Aggregated Age Breaks			Social grade		Region							Education				Employment status				Income				Ethnicity		General Election 2024 Vote								Referendum 2016		Performance of UK Parliament	
	Total	Male	Female	18-34	35-54	55-75	A1C1	C2DE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	N IRELAND	GRADUATE ES	NON GRADUATE ES	WORKING	NOT WORKING	UP TO £9,999	£10,000 - £19,999	£20,000 - £29,999	£30,000 - £49,999	£50,000+	WHITE ETHNIC GROUP	MINORITY ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	TEN REFORM	GREEN	OTHER REMAIN	REMAIN	LEAVE	Writ	Bad					
	(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)	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)				
Unweighted base	2215	1074	1127	688	820	707	1276	939	522	556	486	305	103	183	60	1126	1089	1455	760	379	540	379	540	379	540	1873	309	292	614	181	217	103	93	822	611	504	196				
Weighted base	2215	1086	1115	668	804	744	1268	947	509	560	491	309	102	183	62	791	1424	1502	713	376	572	555	556	1894	287	290	588	177	239	103	93	793	647	461	1240						
Business Leaders	544	312	230	119	206	219	446	186	126	128	117	88	20	50	15	217	327	374	170	69	138	139	170	480	55	112	129	47	75	15	22	207	201	139	299						
	25%	29%	21%	18%	26%	29%	27%	21%	25%	23%	24%	28%	19%	28%	25%	27%	23%	25%	24%	18%	24%	25%	31%	25%	19%	39%	22%	27%	13%	15%	24%	26%	31%	30%	24%						
	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t	u	v	w	x	y	z	aa	ab	ac	ad	ae	af	ag	ah	ai	aj	ak						
Politicians	494	269	223	154	170	170	322	172	111	109	108	90	23	40	13	222	272	321	173	66	126	126	152	421	68	79	159	45	40	25	24	218	125	176	203						
	22%	21%	20%	23%	21%	23%	18%	22%	20%	23%	23%	21%	22%	23%	21%	26%	28%	19%	31%	24%	18%	23%	23%	27%	27%	23%	24%	17%	24%	13%	16%	28%	19%	38%	16%						
	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t	u	v	w	x	y	z	aa	ab	ac	ad	ae	af	ag	ah	ai	aj	ak						
Lawyers	471	236	232	164	172	135	311	160	105	94	117	76	26	42	12	220	251	331	140	63	104	114	165	404	63	52	159	49	32	20	23	216	100	154	221						
	21%	22%	21%	25%	21%	18%	25%	17%	21%	17%	24%	24%	24%	26%	23%	19%	28%	18%	22%	20%	17%	18%	20%	30%	21%	22%	18%	27%	28%	13%	20%	25%	27%	15%	33%	18%					
	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t	u	v	w	x	y	z	aa	ab	ac	ad	ae	af	ag	ah	ai	aj	ak						
The average man/woman in the street	445	191	253	97	176	172	324	221	104	106	98	49	28	47	14	134	311	288	157	81	137	111	188	408	33	49	104	37	81	12	28	137	172	55	312						
	20%	18%	22%	15%	22%	22%	18%	23%	21%	19%	20%	10%	18%	24%	23%	17%	22%	19%	22%	22%	18%	18%	20%	10%	21%	12%	17%	18%	21%	14%	12%	17%	17%	12%	23%						
	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	aa	ab	ac	ad	ae	af	ag	ah	ai	aj					
Professors	495	231	201	154	186	96	283	153	96	99	104	61	20	38	18	209	227	311	124	56	94	121	141	376	55	46	140	44	27	32	28	197	101	123	244						
	20%	21%	18%	23%	19%	28%	26%	19%	18%	21%	20%	19%	21%	29%	26%	20%	16%	21%	17%	15%	17%	22%	25%	20%	19%	16%	24%	25%	11%	31%	30%	25%	16%	27%	20%						
	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t	u	v	w	x	y	z	aa	ab	ac	ad	ae	af	ag	ah	ai	aj	ak						
Local councillors	409	175	230	125	160	124	243	166	95	104	88	69	14	26	13	165	244	280	129	62	87	116	110	341	65	42	131	53	22	26	28	169	101	107	221						
	18%	16%	21%	19%	20%	17%	19%	17%	19%	19%	18%	22%	14%	24%	21%	21%	17%	19%	18%	16%	18%	16%	18%	28%	18%	23%	15%	22%	16%	24%	28%	14%	16%	23%	18%						
	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	aa	ab	ac	ad	ae	af	ag	ah	ai	aj					
Teachers	406	186	216	128	180	98	253	153	83	87	102	61	21	37	15	195	211	284	122	59	92	101	123	347	52	29	129	41	23	34	21	186	84	92	230						
	18%	17%	19%	19%	22%	13%	20%	16%	16%	16%	21%	20%	20%	24%	24%	25%	15%	19%	17%	16%	16%	18%	22%	18%	18%	10%	22%	23%	10%	33%	22%	23%	13%	20%	19%						
	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	aa	ab	ac	ad	ae	af	ag	ah	ai	aj					
Doctors	381	191	188	140	130	111	242	139	69	90	96	52	19	42	13	173	208	269	112	57	86	106	108	338	39	37	125	35	25	28	21	161	81	99	211						
	17%	18%	17%	21%	16%	15%	19%	15%	13%	16%	20%	17%	15	19%	23%	20%	22%	15%	18%	16%	15%	15%	19%	19%	18%	14%	13%	21%	20%	20%	20%	13%	22%	17%							
	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	aa	ab	ac	ad	ae	af	ag	ah	ai	aj					
Judges	375	173	199	126	158	92	244	132	73	82	103	64	19	24	10	176	199	285	91	45	67	104	140	320	52	51	129	39	16	23	18	181	82	108	184						
	17%	16%	18%	19%	16%	20%	12%	19%	14%	14%	15%	21%	18%	13%	16%	22%	14%	19%	13%	12%	12%	19%	25%	17%	18%	18%	22%	22%	7%	22%	20%	23%	13%	20%	15%						
	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	aa	ab	ac	ad	ae	af	ag	ah	ai	aj					
Scientists	373	194	176	128	154	91	253	120	74	88	93	49	21	36	11	187	186	277	96	57	81	86	121	333	38	40	105	38	32	30	19	164	81	101	201						
	17%	18%	16%	16%	19%	12%	20%	13%	15%	16%	19%	16%	21%	20%	17%	24%	13%	18%	13%	15%	14%	15%	22%	18%	13%	14%	10%	21%	13%	20%	21%	21%	13%	22%	16%						
	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	aa	ab	ac	ad	ae	af	ag	ah	ai	aj					
Historians	320	165	154	105	133	82	207	113	65	79	71	56	14	21	13	163	158	231	90	52	79	77	96	272	46	33	107	27	25	23	17	149	81	94	168						
	14%	15%	14%	16%	17%	11%	16%	12%	13%	14%	15%	18%	13%	12%	22%	21%	11%	15%	13%	14%	14%	14%	14%	17%	14%	16%	11%	18%	15%	11%	23%	18%	19%	20%	14%						
	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	aa	ab	ac	ad	ae	af	ag	ah	ai	aj					
Members of the armed forces	320	169	149	91	125	103	181	139	71	83	85	38	5	24	13	118	201	217	102	47	86	79	94	289	27	56	72	18	56	11	13	96	135	64	206						
	14%	16%	13%	14%	16%	14%	14%	15%	14%	15%	17%	12%	5%	13%	22%	15%	14%	14%	13%	15%	14%	14%	14%	17%	15%	9%	10%	12%	10%	23%	10%	14%	12%	11%	14%	17%					
	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	aa	ab	ac	ad	ae	af	ag	ah	ai	aj					
Civil servants	319	164	153	125	132	61	223	95	74	68	66	54	24	23	10	163	156	232	87	37	72	90	106	259	52	26	120	34	15	16	17	144	64	93	153						
	14%	15%	14%	14%	16%	18%	8%	10%	15%	12%	13%	17%	23%	13%	17%	21%	11%	15%	12%	10%	13%	13%	16%	19%	14%	18%	9%	20%	19%	6%	15%	18%	10%	20%	12%						
	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	aa	ab	ac	ad	ae	af	ag	ah	ai	aj					
Engineers	275	166	107	95	112	69	179	97	55	71	64	42	11	28	5	145	131	206	69	35	55	70	101	234	39	38	71	31	29	18	119	72	75	150							
	12%	15%	10%	14%	14%	9%	14%	10%	11%	13%	14%	11%	15%	13%	17%	18%	9%	14%	10%	9%	10%	13%	18%	12%	14%	13%	12%	17%	12%	13%	18%	19%	15%	11%	14%	12%					
	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	aa	ab	ac	ad	ae	af	ag	ah	ai	aj					
Trade union officials	269	135	132	89	103	77	140	109	75	67	50	37	10	18	12	125	144	181	78	45	63	64	84	233	33	11	102	23	13	28	21	132	54	75	149						
	12%	12%	12%	13%	13%	10%	13%	12%	15%	12%	10%	12%	10%	10%	10%	16%	16%	10%	13%	11%	12%	11%	12%	15%	14%	12%	12%	4%	17%	13%	5%	27%	22%	17%	8%	16%	12%				
	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	aa	ab	ac	ad	ae	af	ag	ah	ai	aj					
Nurses	241	112	128	75	95	70	141	99	56	54	53																														

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 (5%): 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 Minimum Base: 20(**) Small Base: 100(**)

Column Means (SN): 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 Minimum Base: 10(**) Small Base: 100(**)

