

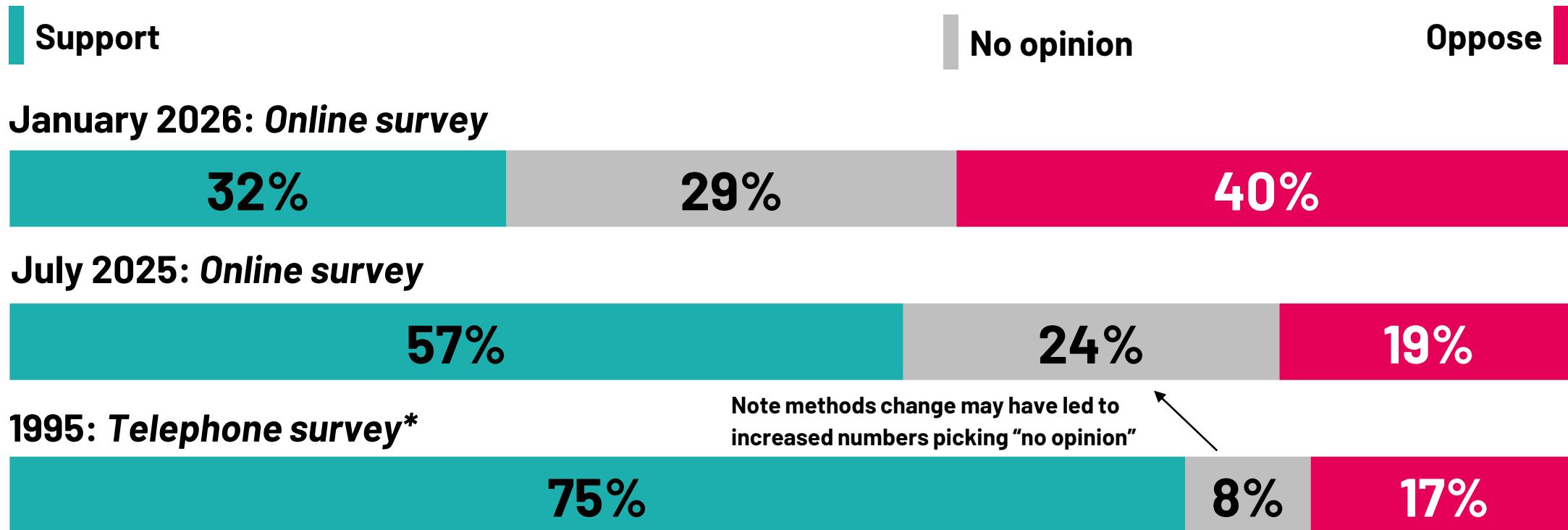
Ipsos ID Cards

January 2026



More people now oppose than support a national identity card scheme, with opposition roughly doubling from July 2005

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

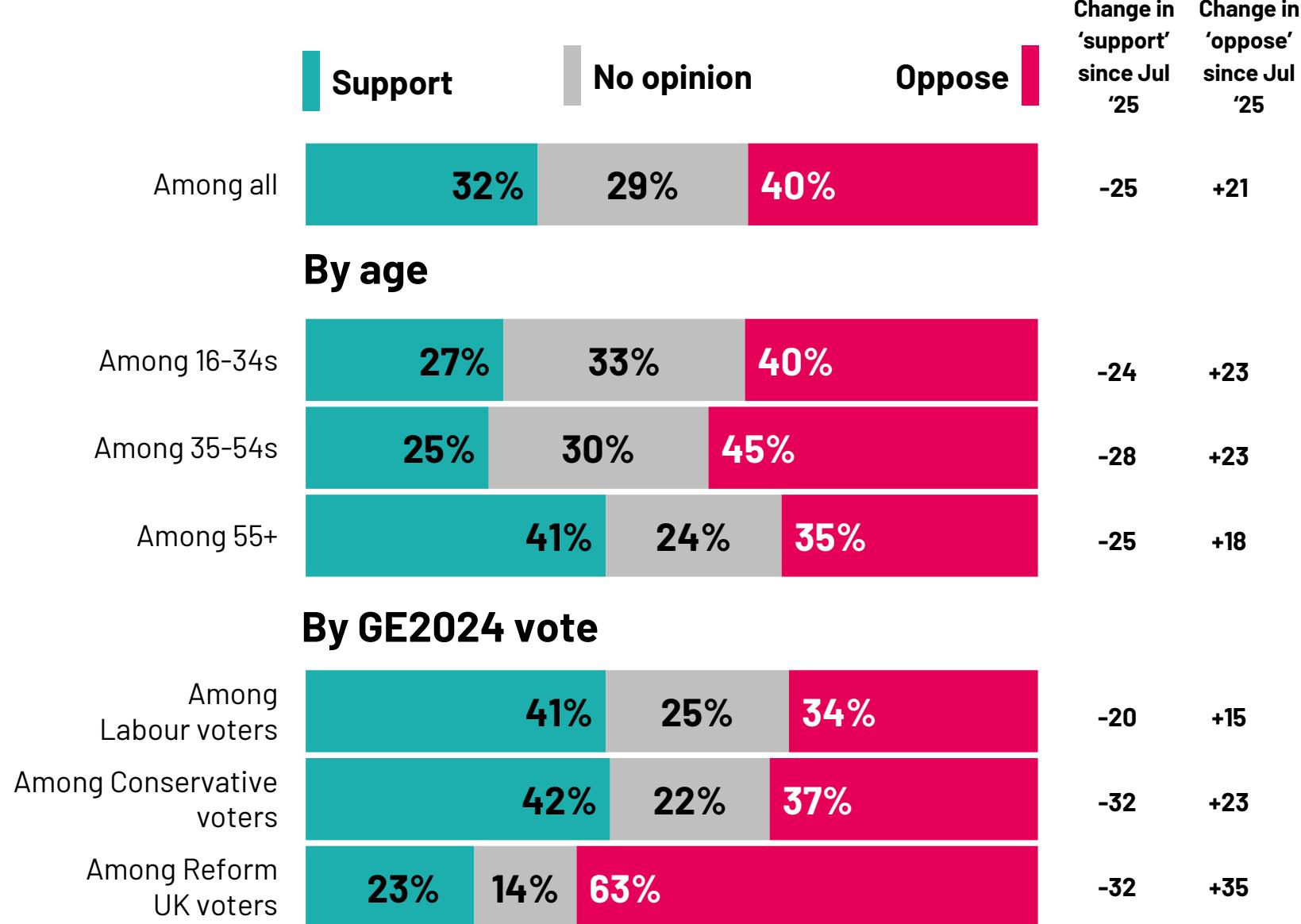


Base: 1150 Online British adults aged 16+, 16-19 January 2026

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

Opposition to National ID Cards has risen across all demographics, but most sharply among Reform UK voters

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

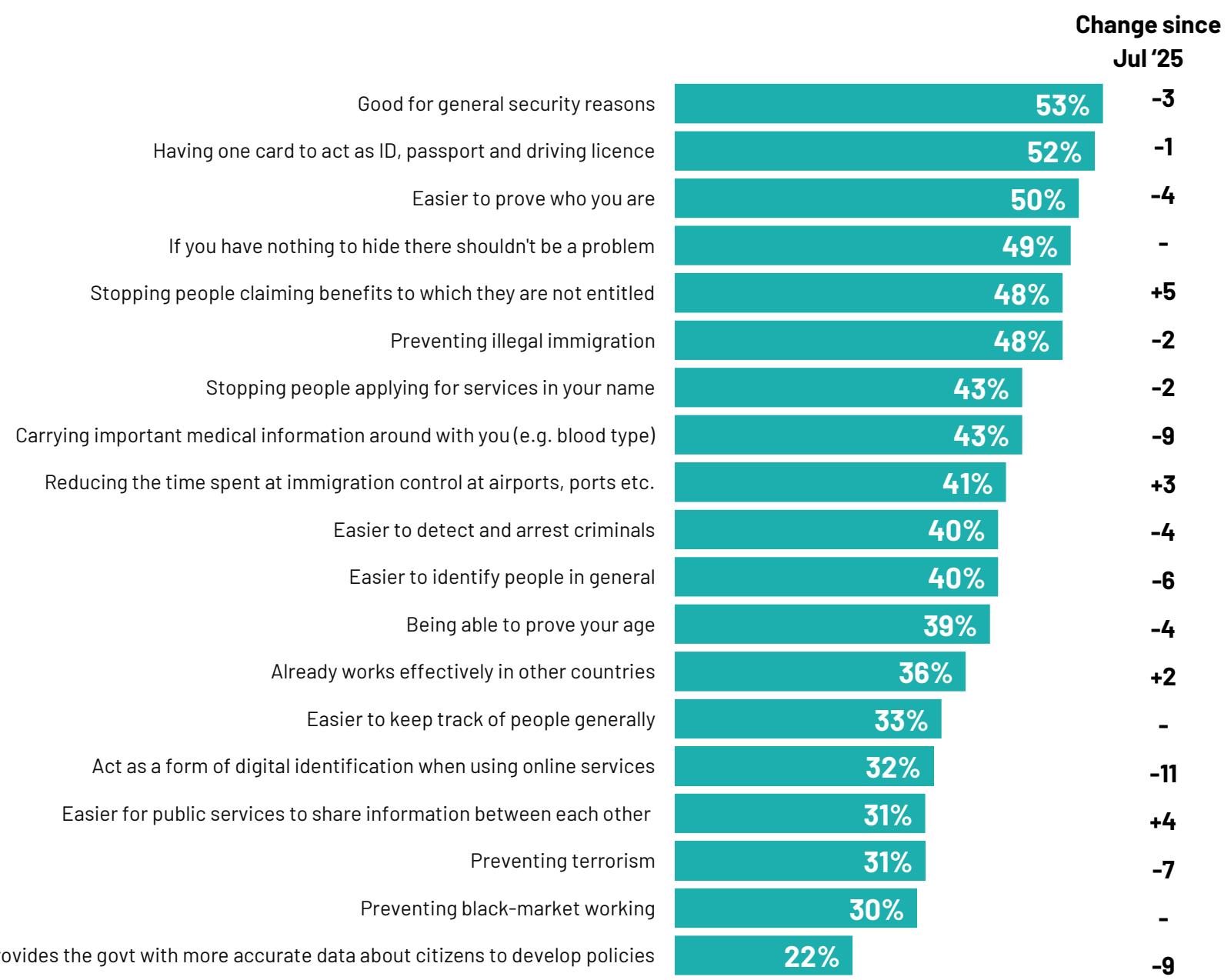


Base: 1150 Online British adults aged 16+, including (356) 16-34-year-olds, (402) 35-54s, (392) 55+, (333) 2024 Labour voters, (165) 2024 Conservative voters, (117) 2024 Reform UK voters, (117), and (104) 2024 Liberal Democrat voters, 16-19 Jan.

Security, ease of ID, and having a multi-function card are the top reasons for supporting an ID scheme

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

Among those who support a national ID scheme

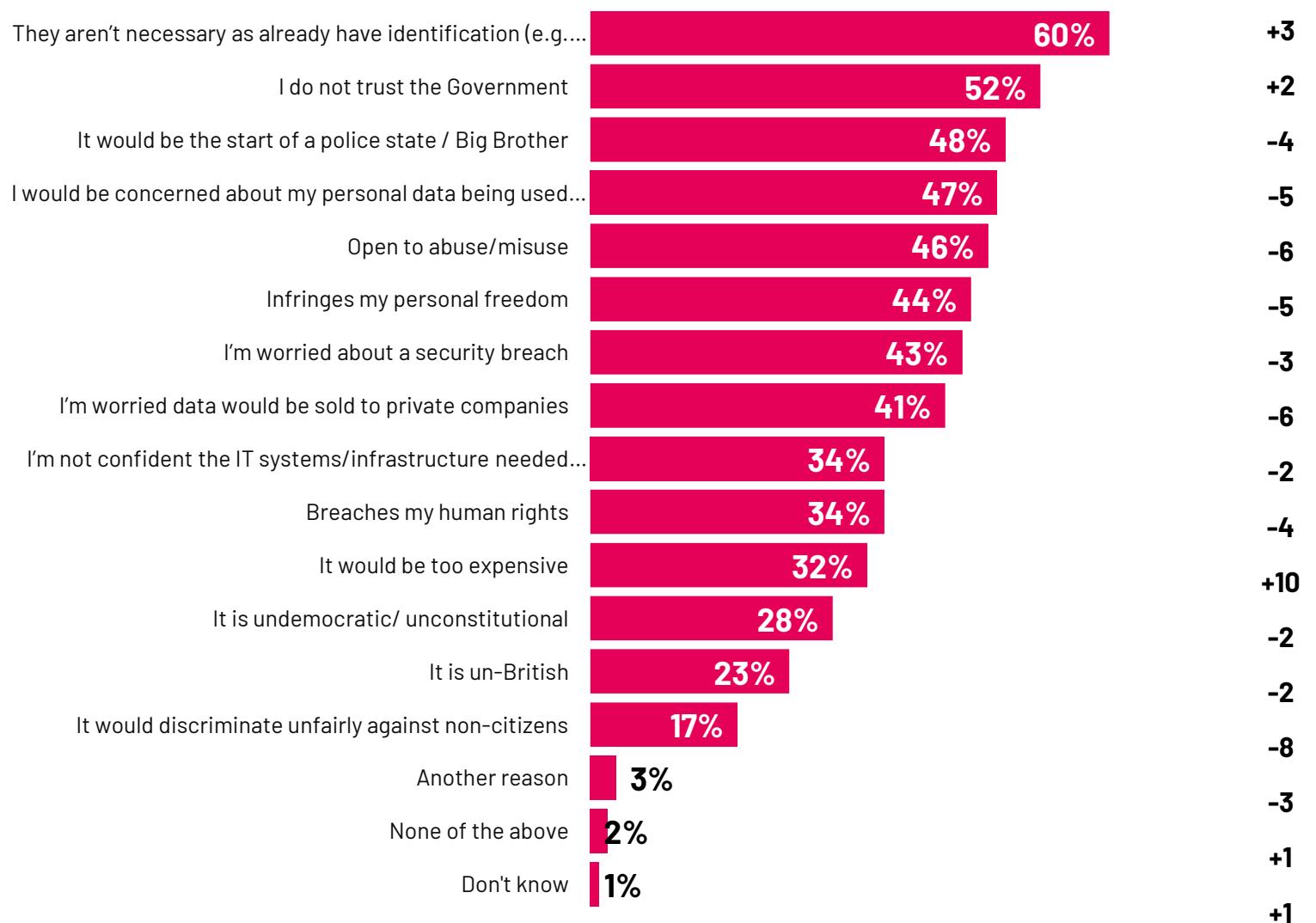


Base: 375 Online British adults aged 16+ who support a national identity scheme, 16-19 January 2026

Among those who oppose an ID scheme, three in five don't think they are necessary as they already have identification

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

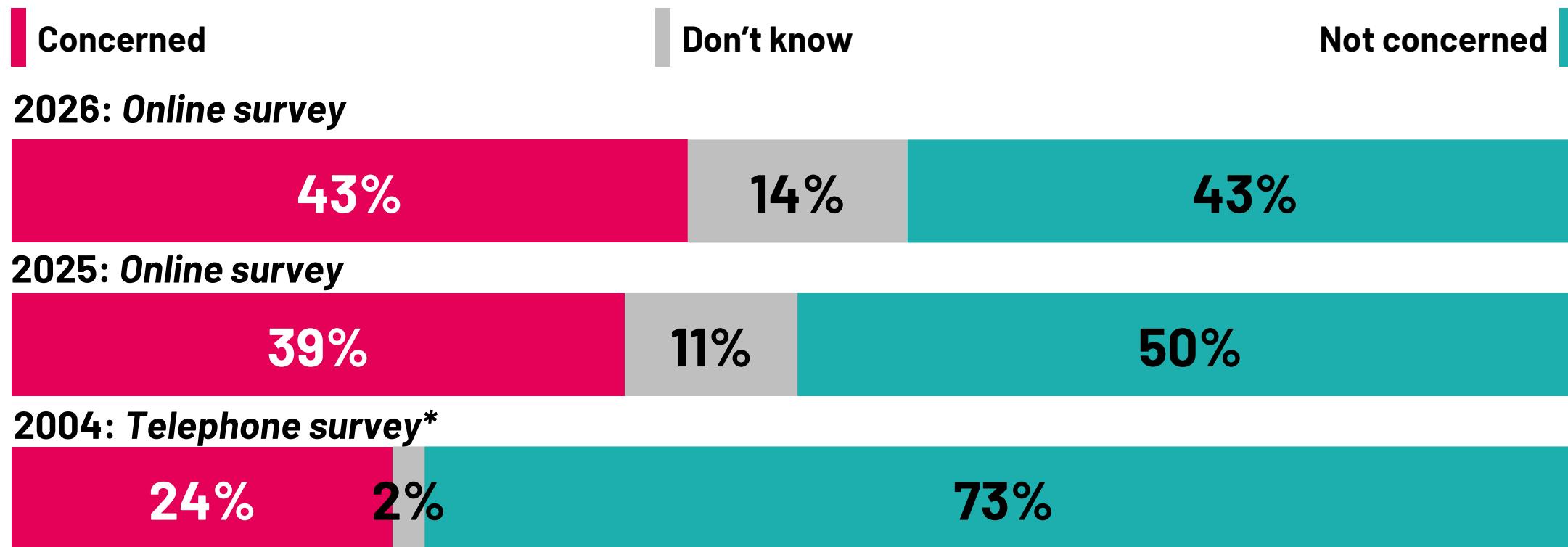
Among those who oppose a national ID scheme



Base: 458 Online British adults aged 16+, who oppose a national identity scheme, 16-19 January 2026

Over two in five are now concerned that the introduction of ID cards could negatively impact their civil liberties – up slightly since last summer

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

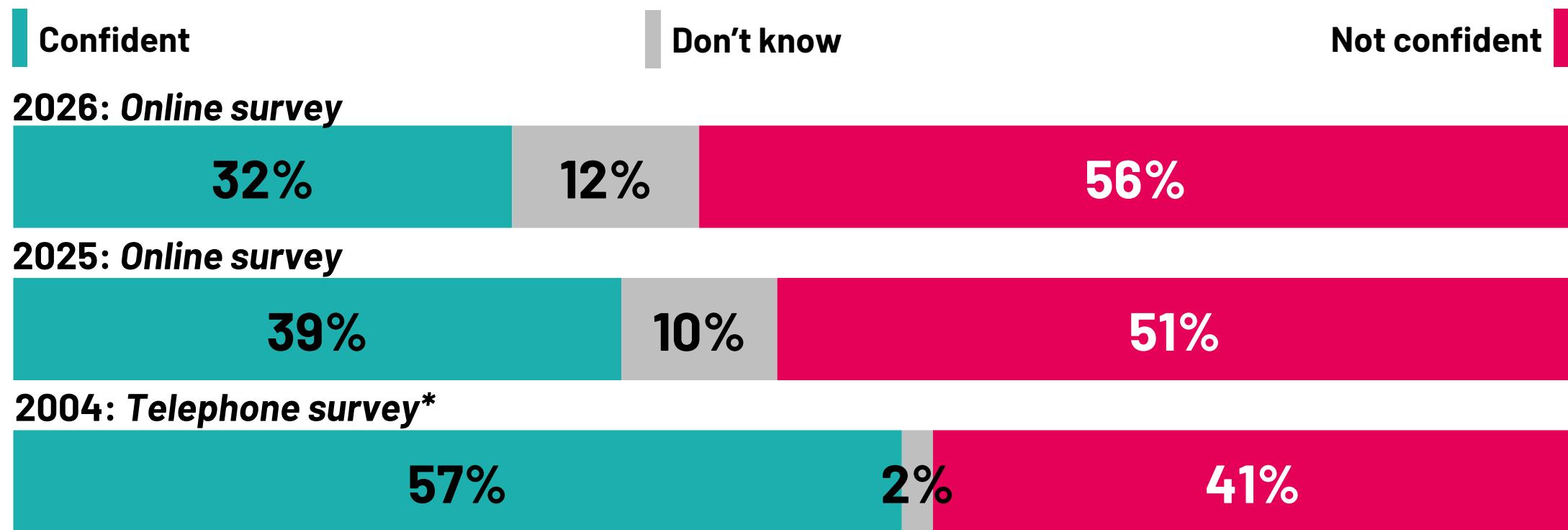


Base: 1150 Online British adults aged 16+, 16-19 January 2026

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Over half of Britons now lack confidence in the Government to securely hold personal information stored on ID cards – up slightly from last summer

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

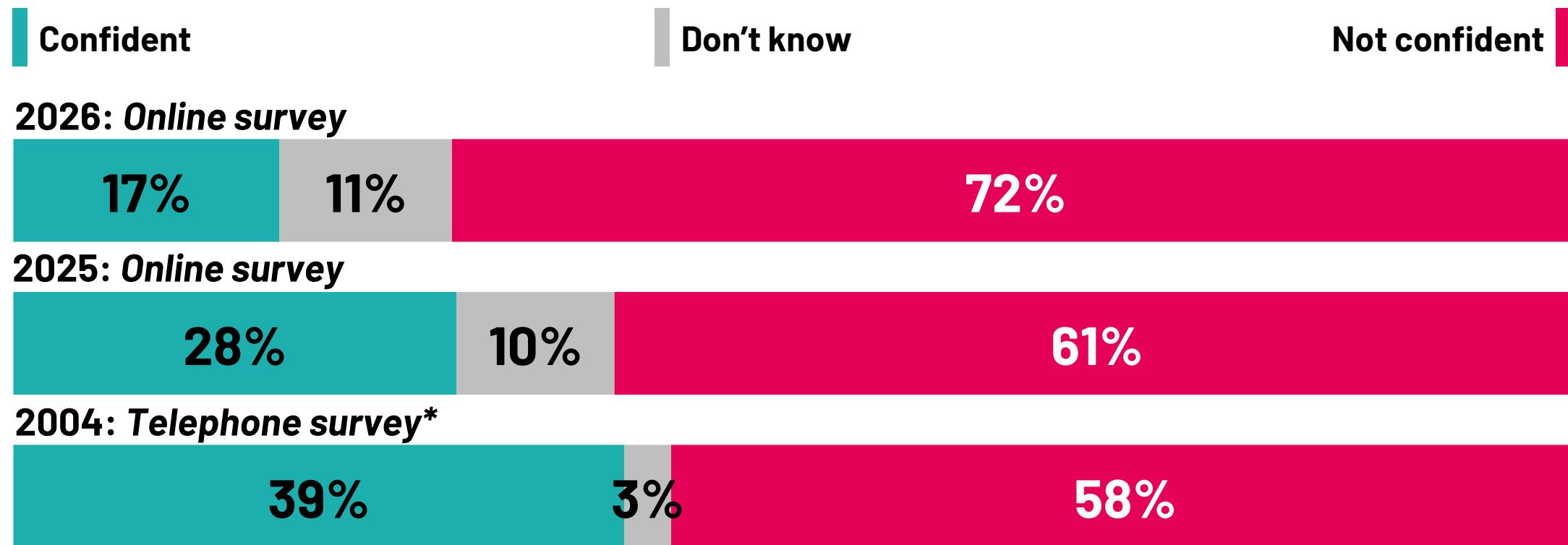


Base: 1150 Online British adults aged 16+, 16-19 January 2026

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

The public continues to lack confidence in the government to introduce national identity cards smoothly – increasing 11ppts since last summer

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

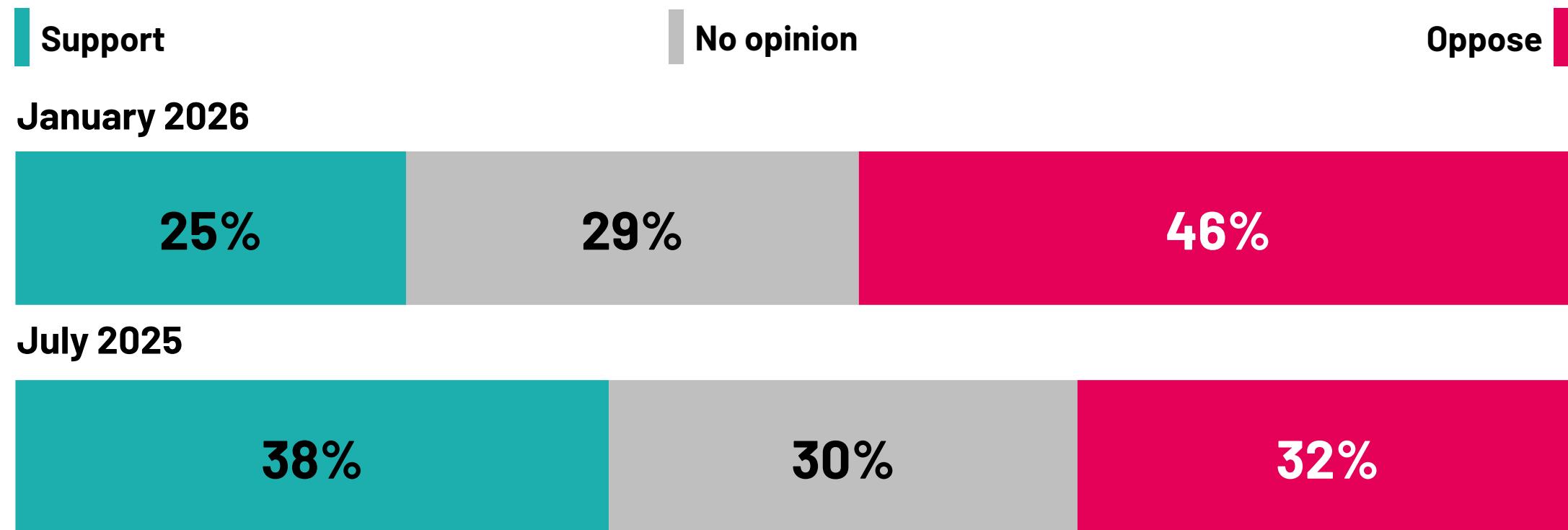


Base: 1150 Online British adults aged 16+, xx-xx January 2026

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

Support for a digital national identity card scheme has also dropped as nearly half of Britons oppose the suggestion – up 14ppts

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

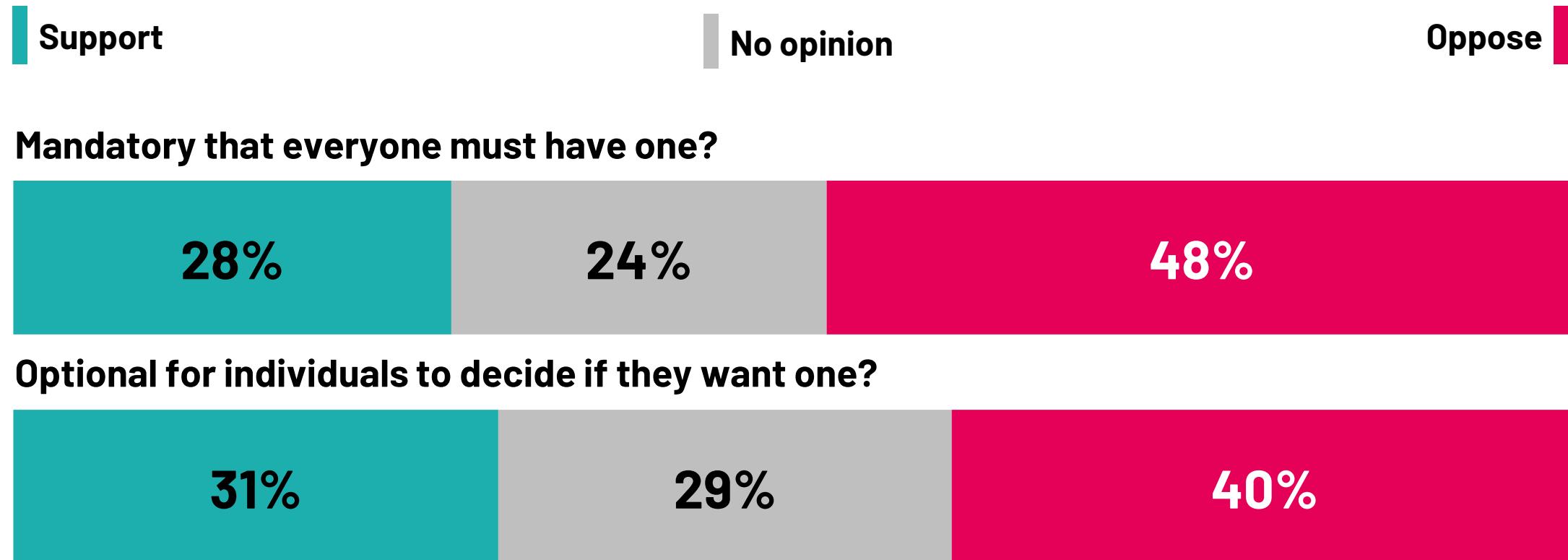


Base: 1150 Online British adults aged 16+, 16-19 January 2026

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

Britons would be slightly less opposed to a digital ID card if it was optional rather than mandatory – but neither proposition is warmly received

And to what extent, if at all, would you support oppose a digital national identity card scheme if it was...?



Base: 1150 Online British adults aged 16+, 16-19 January 2026



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For more information

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