25-061766-11 - ASSISTED DYING
13TH - 17TH MARCH 2026
PUBLIC
IPSOS

19 Mar 2026

Table 1
Q1 - To what extent do you support or oppose this assisted dying bill being passed into law?

Base: All UK adults aged 18-75

		GENDER		AGE					AGGREGATED AGE			GENERATION			
	TOTAL	MAN (a)	WOMAN (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	18-34 (h)	35-54 (i)	55-75 (j)	GEN Z (k)	MILLENNIALS (l)	GEN X (m)	BABY BOOMER (n)
UNWEIGHTED BASE	**1116**	545	563	154	201	196	213	352	355	409	352	261	322	295	238
WEIGHTED BASE	**1116**	547	563	127	210	201	204	374	337	405	374	236	331	292	256
Strongly support	**347**	161	184	19	54	70	75	128	73	145	128	46	111	110	80
	31%	30%	33%	15%	26%	35%	37%	34%	22%	36%	34%	19%	33%	38%	31%
					c	c	cd	c		h	h		k	k	k
Tend to support	**379**	174	203	40	69	76	60	134	109	136	134	70	125	86	98
	34%	32%	36%	32%	33%	38%	30%	36%	32%	34%	36%	30%	38%	29%	38%
													m		m
Neither support nor oppose	**166**	92	74	31	42	23	27	43	73	50	43	57	42	38	28
	15%	17%	13%	24%	20%	12%	13%	11%	22%	12%	11%	24%	13%	13%	11%
				efg	eg				ij			lmn			
Tend to oppose	**69**	45	22	16	16	10	8	18	33	18	18	26	17	12	14
	6%	8%	4%	13%	8%	5%	4%	5%	10%	5%	5%	11%	5%	4%	5%
		b		efg					ij			lmn			
Strongly oppose	**82**	47	34	8	18	9	19	28	25	28	28	18	18	24	22
	7%	9%	6%	6%	8%	5%	9%	8%	8%	7%	8%	8%	5%	8%	8%
NET: Support	**726**	335	387	59	123	146	135	262	182	281	262	116	235	197	178
	65%	61%	69%	47%	59%	72%	66%	70%	54%	69%	70%	49%	71%	67%	69%
			a		c	cd	c	cd		h	h		k	k	k
NET: Oppose	**151**	92	56	24	34	19	27	47	58	47	47	44	36	36	35
	14%	17%	10%	19%	16%	10%	13%	12%	17%	12%	12%	19%	11%	12%	14%
		b		e					i			i			
Don't know	**60**	24	35	6	9	13	13	20	15	25	20	10	17	20	12
	5%	4%	6%	4%	4%	6%	6%	5%	4%	6%	5%	4%	5%	7%	5%
Prefer not to say	**13**	4	9	7	2	-	2	2	9	2	2	9	1	1	2
	1%	1%	2%	5%	1%	-	1%	1%	3%	*	1%	4%	*	*	1%
				defe					i			im			

	REGION							WORKING STATUS		SOCIAL GRADE		EDUCATION		ETHNICITY		MARITAL STATUS			CHILDREN IN HOUSEHOLD	
	NORTH (o)	MIDLANDS (p)	SOUTH (q)	LONDON (r)	WALES (s)	SCOTLAND (t)	NORTHERN IRELAND (u)	WORKING (v)	NOT WORKING (w)	ABC1 (x)	C2DE (y)	GRADUATES (A)	NON GRADUATES (B)	ETHNIC MINORITY GROUPS (C)	WHITE ETHNIC GROUP (D)	MARRIED /LIVING AS (E)	SINGLE (F)	WID/ DIV/ SEP (G)	ANY (H)	NONE (I)
UNWEIGHTED BASE	260	282	247	152	52	94	29	726	390	666	450	570	546	163	943	641	368	107	366	750
WEIGHTED BASE	256	282	247	155	52*	95*	31**	736	380	642	474	597	519	143	994	644	364	108*	362	754
Strongly support	81	90	95	30	12	31	8	238	108	191	156	124	223	32	313	210	97	40	105	241
	31%	32%	38%	19%	24%	34%	26%	32%	30%	30%	33%	31%	31%	22%	32%	33%	27%	37%	29%	32%
	f	f	f			f									c			f		
Tend to support	91	101	84	47	16	30	11	253	126	217	162	131	249	35	343	240	102	37	131	248
	36%	36%	34%	30%	30%	32%	34%	33%	35%	34%	34%	33%	35%	25%	36%	37%	28%	34%	36%	33%
															c	f				
Neither support nor oppose	46	37	23	34	7	14	5	117	49	98	68	55	111	40	125	86	71	10	49	118
	18%	13%	9%	22%	13%	15%	17%	16%	14%	15%	14%	14%	15%	28%	13%	13%	20%	9%	13%	16%
	q			pq										D			EG			
Tend to oppose	12	15	12	15	7	6	2	52	17	43	26	31	39	12	56	28	36	5	26	43
	5%	5%	5%	10%	13%	6%	7%	7%	5%	7%	5%	8%	5%	9%	6%	4%	10%	5%	7%	6%
				lmn													E			
Strongly oppose	18	21	13	20	1	3	5	52	30	52	30	36	46	17	63	49	24	9	29	53
	7%	7%	5%	13%	1%	4%	17%	7%	8%	8%	6%	9%	6%	12%	7%	8%	7%	8%	8%	7%
				qst										D						
NET: Support	172	191	179	76	28	61	19	491	235	408	317	254	471	67	656	450	199	77	236	490
	67%	68%	73%	49%	54%	66%	60%	65%	65%	64%	67%	64%	66%	47%	68%	70%	55%	72%	65%	65%
	r	r	rs			r									C	F		F		
NET: Oppose	31	36	25	36	8	9	7	104	47	95	56	67	85	29	119	77	60	14	55	96
	12%	13%	10%	23%	14%	10%	23%	14%	13%	15%	12%	17%	12%	20%	12%	12%	16%	13%	15%	13%
				coost								B		D						
Don't know	6	15	17	6	10	6	-	37	23	33	26	18	42	4	55	29	26	4	17	42
	2%	5%	7%	4%	19%	6%	-	5%	6%	5%	6%	4%	6%	3%	6%	5%	7%	4%	5%	6%
			n		coort															
Prefer not to say	2	4	2	3	-	2	-	7	6	6	7	3	10	2	9	2	9	2	4	9
	1%	1%	1%	2%	-	2%	-	1%	2%	1%	1%	1%	1%	2%	1%	*	2%	2%	1%	1%
																	E	E		

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j - k/l/m/n - o/p/q/r/s/t/u - v/w - x/y - A/B - C/D - E/F/G - H/I
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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.