



25-061766-13 - ASSISTED DYING  
23RD - 24TH MARCH 2026  
PUBLIC  
IPSOS

24 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

	AGE			GENDER		REGION							EDUCATION		WORKING STATUS		
	TOTAL	18-34 (a)	35-54 (b)	55-75 (c)	MAN (d)	WOMAN (e)	NORTH (f)	MIDLANDS (g)	SOUTH (h)	LONDON (i)	WALES (j)	SCOTLAND (k)	NORTHERN IRELAND (l)	GRADUATES (m)	NON GRADUATES (n)	WORKING (o)	NOT WORKING (p)
UNWEIGHTED BASE	1111	351	409	351	536	569	268	284	253	137	43	96	30	508	603	748	363
WEIGHTED BASE	1111	335	404	372	545	560	256	280	244	156	51*	92*	31**	409	702	757	354
Strongly support	351 32%	76 23%	137 34%	138 37%	152 28%	198 35%	92 36%	90 32%	81 33%	32 20%	16 32%	27 30%	13 43%	113 28%	238 34%	221 29%	130 37%
Tend to support	368 33%	122 37%	143 35%	103 28%	181 33%	186 33%	79 31%	96 34%	78 32%	50 32%	20 38%	33 36%	12 37%	142 35%	226 32%	267 35%	102 29%
Neither support nor oppose	165 15%	56 17%	53 13%	57 15%	91 17%	74 13%	36 14%	44 16%	33 13%	25 16%	8 15%	19 20%	1 4%	52 13%	114 16%	110 15%	55 16%
Tend to oppose	74 7%	32 10%	19 5%	23 6%	41 8%	30 5%	19 7%	12 4%	18 8%	16 10%	4 8%	3 4%	2 5%	38 9%	36 5%	55 7%	19 5%
Strongly oppose	91 8%	30 9%	29 7%	32 9%	50 9%	41 7%	21 8%	20 7%	17 7%	27 17%	1 2%	2 2%	3 10%	44 11%	48 7%	66 9%	25 7%
NET: Support	720 65%	199 59%	281 69%	240 65%	333 61%	385 69%	171 67%	186 66%	159 65%	82 53%	36 70%	61 66%	25 80%	256 63%	464 66%	487 64%	232 66%
NET: Oppose	165 15%	62 19%	48 12%	54 15%	91 17%	71 13%	41 16%	32 11%	35 14%	42 27%	5 10%	5 6%	5 15%	81 20%	84 12%	121 16%	44 13%
Don't know	48 4%	11 3%	20 5%	16 4%	24 4%	23 4%	6 2%	13 5%	16 7%	5 3%	2 5%	5 5%	-	15 4%	33 5%	33 4%	15 4%
Prefer not to say	13 1%	7 2%	2 1%	4 1%	5 1%	7 1%	3 1%	5 2%	1 *	2 2%	-	3 3%	-	6 1%	8 1%	7 1%	7 2%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g/h/i/j/k/l - m/n - o/p

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.