



## Clacton by-election - Marketing

Friday, July 10, 2026 9:08 AM UTC

Universe = 1000 cases

- 1 Do you think the following political parties are more on the side of the people or more on the side of the establishment?
- 2 Do you think the following political parties are more on the side of the people or more on the side of the establishment? - The Labour Party vs Crossbreak 1 - Demographics
- 3 Do you think the following political parties are more on the side of the people or more on the side of the establishment? - The Conservative Party vs Crossbreak 1 - Demographics
- 4 Do you think the following political parties are more on the side of the people or more on the side of the establishment? - Liberal Democrats vs Crossbreak 1 - Demographics
- 5 Do you think the following political parties are more on the side of the people or more on the side of the establishment? - The Green Party vs Crossbreak 1 - Demographics
- 6 Do you think the following political parties are more on the side of the people or more on the side of the establishment? - Reform UK vs Crossbreak 1 - Demographics
- 7 Which of the following best describes what you think Nigel Farage should have done? vs Crossbreak 1 - Demographics
- 8 As you may be aware, the Labour Party, Conservatives, Liberal Democrats, Greens and Restore Britain have all said they will not stand candidates in the by-election in Clacton. Do you think these parties should or should not stand candidates in this by-election? vs Crossbreak 1 - Demographics
- 9 In your opinion, do you think the parliamentary standards commissioner should or should not be investigating whether Nigel Farage broke parliamentary rules by not declaring a £5m gift he received from a Reform UK donor before his election to parliament? Mr Farage says he did not need to declare it as it was a non-political, personal gift. vs Crossbreak 1 - Demographics
- 10 If Nigel Farage wins the upcoming by-election in Clacton, do you think the parliamentary standards commissioner investigation should continue or not? vs Crossbreak 1 - Demographics
- 11 Which of the following, if either, would you prefer to win the by-election in Clacton? vs Crossbreak 1 - Demographics
- 12 Do you support or oppose, if either, the following policies proposed by comedian and political novelty candidate Count Binface?
- 13 Do you support or oppose, if either, the following policies proposed by comedian and political novelty candidate Count Binface? - Capping the price of croissants at £1 vs Crossbreak 1 - Demographics
- 14 Do you support or oppose, if either, the following policies proposed by comedian and political novelty candidate Count Binface? - Bringing back Ceefax vs Crossbreak 1 - Demographics
- 15 Do you support or oppose, if either, the following policies proposed by comedian and political novelty candidate Count Binface? - Restoring the price of a 99 flake to 99p vs Crossbreak 1 - Demographics
- 16 Do you support or oppose, if either, the following policies proposed by comedian and political novelty candidate Count Binface? - Forcing rule-breaking cyclists to ride unicycles vs Crossbreak 1 - Demographics
- 17 Do you support or oppose, if either, the following policies proposed by comedian and political novelty candidate Count Binface? - Abolishing VAR vs Crossbreak 1 - Demographics



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Do you think the following political parties are more on the side of the people or more on the side of the establishment?  
Summary Table

All GB adults aged 18-75

	The Labour Party	Conservative Party	Democrats	Green Party	Reform UK
	A	B	C	D	E
Unweighted Base	1000	1000	1000	1000	1000
Weighted Base	1000	1000	1000	1000	1000
More on the side of the people	267 27%	128 13%	330 33%	392 39%	276 28%
	B		ABE	ABCE	B
More on the side of the establishment	406 41%	624 62%	257 26%	178 18%	361 36%
	CDE	ACDE	D		CD
Neither	235 23%	156 16%	268 27%	315 32%	266 27%
	B		AB	ABCE	B
Don't know	92 9%	92 9%	146 15%	114 11%	96 10%
			ABDE	AB	

Overlap formulae used

ColumnProportions (5%): A/B/C/D/E Minimum Base: 0(\*\*) Small Base: 30(\*)

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Do you think the following political parties are more on the side of the people or more on the side of the establishment?  
The Labour Party

All GB adults aged 18-75

	Ipsos																														
	Gender			Age			Region					Working Status		Education		Social Grade		Household Income				GE 2024 Vote					EU Referendum 2016				
	Total	Male	Female	18-34	35-54	55-75	North	Wales	Scotland	Midlands	South	Greater London	Working	Not working	Graduates	Graduates	ABC1	C2DE	Up to £19,999	£20,000 - £34,999	£35,000 - £54,999	£55,000 or more	Conservative	Labour	Democrats	Reform UK	Green	Other	Remain	Leave	
Unweighted Base	1000	477	510	286	378	336	230	50	81	281	229	129	694	306	424	576	680	320	124	185	230	382	156	349	77	99	67	34	484	275	
Weighted Base	1000	487	500	299	383	338	234	48	86	262	228	144	678	322	643	357	565	435	143	210	235	304	160	313	63	120	64	30	401	318	
More on the side of the people	267	139	126	112	70	85	58	14	19	60	57	59	196	71	150	117	179	88	43	51	58	92	18	156	25	7	10	12	155	40	
	27%	29%	25%	37%	19%	25%	25%	29%	22%	23%	25%	41%	29%	22%	23%	33%	32%	20%	31%	24%	25%	30%	11%	50%	39%	6%	16%	40%	39%	12%	
				1A 1B 1C 1E 1F 1G 1J 1K 1M 1N 1O 1R 1T 1U 1W 1Z									1A 1B 1C 1E 1F 1G 1I 1J 1K 1M 1N 1O 1Q 1R 1T 1U 1V 1W 1Z 2A 2D	1A 1E 1O																	
More on the side of the establishment	406	205	196	100	177	130	95	20	35	105	111	42	274	133	271	135	219	187	60	87	105	127	81	76	29	73	41	8	133	177	
	41%	42%	39%	33%	49%	39%	40%	42%	41%	40%	49%	29%	40%	41%	42%	38%	39%	43%	42%	42%	45%	42%	51%	24%	45%	61%	63%	27%	33%	56%	
				1A 1B 1C 1D 1F 1G 1J 1L 1M 1O 1P 1Q 1V 1X 2B 2C 2D									1A 1C 1D 1F 1L 1M 1P 1O 1X 2C																		
Neither	235	114	117	54	77	104	63	10	21	76	34	30	145	90	160	75	130	104	24	57	54	63	49	59	7	35	8	8	87	79	
	23%	23%	23%	18%	21%	31%	27%	22%	25%	29%	15%	21%	21%	28%	25%	21%	23%	24%	17%	27%	23%	21%	31%	19%	12%	29%	12%	26%	22%	25%	
				1A 1B 1C 1D 1E 1K 1L 1M 1O 1P 1Q 1R 1S 1U 1V 1X 1Y 2A 2C 2D																											
Don't know	92	29	61	34	40	18	18	4	10	21	26	13	64	28	62	30	37	55	15	14	18	23	12	22	2	4	6	2	25	22	
	9%	6%	12%	11%	11%	5%	8%	8%	12%	8%	11%	9%	9%	9%	10%	8%	7%	13%	10%	7%	8%	7%	7%	7%	4%	4%	9%	7%	6%	7%	
				1A 1B 1F 1J 1M 1P 1Q 1T 1V 1X 1Z 2C 2D																											
				1B 1F 1O 2C																											

Overlap formulae used  
ColumnProportions (5%): 1B/1C/1D/1E/1F/1G/1H/1I/1J/1K/1L/1M/1N/1O/1P/1Q/1R/1S/1T/1U/1V/1W/1X/1Y/1Z/2A/2B/2C/2D Minimum Base: 0! Small Base: 30!

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Do you think the following political parties are more on the side of the people or more on the side of the establishment?  
The Conservative Party

All GB adults aged 18-75

	Ipsos																														
	Gender			Age			Region						Working Status		Education		Social Grade		Household Income					GE 2024 Vote					EU Referendum 2016		
	Total	Male	Female	18-34	35-54	55-75	North	Wales	Scotland	Midlands	South	Greater London	Working	Not working	Graduates	Graduates	ABC1	C2DE	Up to £19,999	£20,000 - £34,999	£35,000 - £54,999	£55,000 or more	Conservative	Labour	Democrats	Reform UK	Green	Other	Remain	Leave	
Unweighted Base	1000	477	510	286	378	336	230	50	81	281	229	129	894	306	424	576	680	320	124	185	230	382	156	349	77	99	67	34	484	275	
Weighted Base	1000	487	500	299	383	338	234	48	86	262	228	144	678	322	643	357	565	435	143	210	235	304	160	313	63	120	64	30	401	318	
More on the side of the people	128	55	73	28	44	56	29	5	10	33	37	14	80	48	92	37	83	45	13	33	32	40	59	20	6	18	2	3	36	65	
	13%	11%	15%	9%	12%	17%	12%	10%	11%	13%	16%	10%	12%	15%	14%	10%	15%	10%	9%	16%	13%	13%	37%	6%	9%	15%	3%	11%	9%	21%	
More on the side of the establishment	624	340	272	193	216	215	140	32	59	153	145	94	432	192	372	252	362	282	101	113	145	205	61	242	50	79	48	20	289	179	
	62%	70%	54%	65%	58%	64%	60%	68%	69%	59%	64%	66%	64%	60%	58%	71%	64%	60%	71%	54%	62%	67%	38%	78%	78%	66%	74%	85%	72%	56%	
Neither	156	73	84	48	62	46	44	8	10	53	20	22	109	48	114	42	80	76	13	47	37	35	27	37	5	20	11	4	52	54	
	16%	15%	17%	16%	17%	14%	19%	16%	11%	20%	9%	15%	16%	15%	18%	12%	14%	17%	9%	22%	16%	11%	17%	12%	8%	17%	12%	13%	17%		
Don't know	92	19	14	30	41	21	20	3	7	23	26	13	57	34	65	26	40	52	15	18	21	24	13	2	3	4	4	24	20		
	9%	4%	14%	10%	11%	6%	9%	5%	9%	9%	11%	9%	8%	11%	10%	7%	7%	12%	10%	8%	9%	8%	8%	4%	4%	3%	7%	12%	6%		

Overlap formulae used  
ColumnProportions (5%): 1B/1C/1D/1E/1F/1G/1H/1I/1J/1K/1L/1M/1N/1O/1P/1Q/1R/1S/1T/1U/1V/1W/1X/1Y/1Z/2A/2B/2C/2D Minimum Base: 0! Small Base: 30!\*

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Do you think the following political parties are more on the side of the people or more on the side of the establishment?  
 Liberal Democrats

All GB adults aged 18-75

	Ipsos																				EU Referendum 2016									
	Gender			Age			Region					Working Status		Education		Social Grade		Household Income				GE 2024 Vote								
	Total	Male	Female	18-34	35-54	55-75	North	Wales	Scotland	Midlands	South	Greater London	Working	Not working	graduate s	Graduate s	ABC1	C2DE	Up to £19,999	£20,000 - £34,999	£35,000 - £54,999	£55,000 or more	Conservative	Labour	Democrats	Reform UK	Green	Other	Remain	Leave
Unweighted Base	1000	477	510	286	378	336	230	50	81	281	229	129	694	306	424	576	680	320	124	185	230	382	156	349	77	99	67	34	484	275
Weighted Base	1000	487	500	299	383	338	234	48	86	262	228	144	678	322	643	357	565	435	143	210	235	304	160	313	63	120	64	30	401	318
More on the side of the people	330	164	162	102	101	127	82	13	20	86	82	47	222	108	195	134	207	123	41	69	75	118	47	145	44	11	22	13	178	79
	33%	34%	32%	34%	28%	38%	35%	27%	23%	33%	36%	32%	33%	34%	30%	38%	37%	28%	29%	33%	32%	39%	29%	46%	70%	9%	34%	42%	44%	25%
More on the side of the establishment	257	145	107	74	104	79	57	17	32	56	63	31	183	74	164	93	127	130	37	61	62	76	43	58	7	56	17	9	84	111
	26%	30%	21%	25%	28%	23%	24%	37%	37%	22%	28%	22%	27%	23%	26%	26%	22%	30%	26%	29%	26%	25%	27%	18%	12%	47%	27%	30%	21%	35%
Neither	288	131	136	66	101	100	68	13	15	78	49	45	177	91	186	82	158	110	36	60	64	74	52	76	8	41	19	5	95	97
	27%	27%	27%	22%	28%	30%	29%	26%	18%	30%	22%	31%	26%	28%	29%	23%	28%	25%	25%	28%	27%	24%	32%	24%	12%	35%	16%	24%	24%	31%
Don't know	146	47	95	57	58	31	27	5	18	41	34	21	97	48	97	49	74	72	28	20	34	36	19	34	4	11	6	4	44	31
	15%	10%	19%	19%	16%	9%	12%	10%	21%	16%	15%	14%	14%	15%	15%	14%	13%	16%	20%	10%	15%	12%	12%	11%	6%	9%	10%	12%	11%	10%

Overlap formulae used  
 ColumnProportions (5%): 1B/1C/1D/1E/1F/1G/1H/1I/1J/1K/1L/1M/1N/1O/1P/1Q/1R/1S/1T/1U/1V/1W/1X/1Y/1Z/2A/2B/2C/2D Minimum Base: 0! Small Base: 30!\*



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Do you think the following political parties are more on the side of the people or more on the side of the establishment?  
Reform UK

All GB adults aged 18-75

	Gender			Age			Region					Working Status		Education		Social Grade		Household Income				GE 2024 Vote					EU Referendum 2016				
	Total	Male	Female	18-34	35-54	55-75	North	Wales	Scotland	Midlands	South	Greater London	Working	Not working	Graduates	Non-graduates	ABC1	C2DE	Up to £19,999	£20,000 - £34,999	£35,000 - £54,999	£55,000 or more	Conservative	Labour	Democrats	Reform UK	Green	Other	Remain	Leave	
Unweighted Base	1000	477	510	286	378	336	230	50	81	281	229	129	694	306	424	576	680	320	124	185	230	382	156	349	77	99	67	34	484	275	
Weighted Base	1000	487	500	299	383	338	234	48	86	262	228	144	678	322	643	357	565	435	143	210	235	304	160	313	63	120	64	30	401	318	
More on the side of the people	276	153	122	67	93	116	74	12	18	71	67	34	182	94	197	79	142	134	34	55	71	91	64	57	8	93	8	2	68	148	
	28%	31%	24%	22%	26%	34%	32%	25%	21%	27%	30%	23%	27%	29%	31%	22%	25%	31%	24%	26%	30%	30%	40%	18%	13%	78%	12%	7%	17%	47%	
																							1A 1C 1D								1A 1B 1C
																							1E 1I 1J 1K								1D 1E 1F 1G
																							1L 1M 1N								1H 1I 1J 1K
																							1O 1P 1Q								1L 1M 1N
																							1R 1S 1T 1U								1O 1P 1Q
																							1V 1W 1X								1R 1S 1T 1U
																							1Y 2A 2B								1V 1W 1X
																							2C 2D								1Y 2A 2B
More on the side of the establishment	361	184	170	129	146	86	89	25	33	87	72	55	253	109	212	149	225	136	69	63	84	105	30	141	34	11	40	17	178	66	
	36%	38%	34%	43%	40%	26%	38%	53%	39%	33%	31%	39%	37%	34%	33%	42%	40%	31%	48%	30%	36%	34%	19%	45%	53%	9%	62%	57%	44%	21%	
																							1A 1B 1C								1A 1B 1C
																							1D 1E 1F 1G								1F 1J 1K
																							1H 1I 1J 1K								1M 1N 1O
																							1L 1M 1N								1P 1Q 1R 1T
																							1O 1P 1Q								1J 1K 1L
																							1R 1S 1T 1U								1M 1N 1O
																							1V 1W 1X								1P 1Q 1R 1T
																							1Y 2A 2B								1Q 1R 1T 1U
																							2C 2D								1R 1S 1T 1U
																							1V 1W 1X								1V 1W 1X
Neither	266	131	135	82	80	104	52	10	23	79	59	43	176	90	166	100	149	118	28	66	58	85	52	102	14	13	12	7	122	81	
	27%	27%	27%	27%	22%	31%	22%	21%	27%	30%	26%	30%	26%	28%	22%	28%	26%	27%	20%	31%	25%	28%	32%	32%	22%	11%	19%	24%	30%	26%	
																							1A 1C 1E								1A 1B 1C
																							1F 1J 1K								1F 1J 1K
																							1M 1N 1O								1M 1N 1O
																							1P 1Q 1R 1T								1P 1Q 1R 1T
																							1Q 1R 1T 1U								1Q 1R 1T 1U
																							1S 1T 1U								1S 1T 1U
																							1V 1W 1X								1V 1W 1X
																							1Y 2A 2B								1Y 2A 2B
																							2C 2D								2C 2D
Don't know	96	20	73	21	44	32	19	1	11	24	29	12	67	29	68	28	49	47	11	26	21	22	15	14	7	2	4	4	33	22	
	10%	4%	15%	7%	12%	9%	8%	2%	13%	9%	13%	8%	10%	9%	11%	8%	9%	11%	8%	12%	9%	7%	9%	4%	11%	2%	7%	13%	8%	7%	
																							1A 1B 1U								1A 1B 1U
																							1F 1G 1H								1F 1G 1H
																							1J 1M 1N								1J 1M 1N
																							1O 1P 1Q								1O 1P 1Q
																							1R 1S 1U 1V								1R 1S 1U 1V
																							1X 1Z 2C								1X 1Z 2C
																							1B 1X 1Z								1B 1X 1Z

Overlap formulae used  
ColumnProportions (5%): 1B/1C/1D/1E/1F/1G/1H/1I/1J/1K/1L/1M/1N/1O/1P/1Q/1R/1S/1T/1U/1V/1W/1X/1Y/1Z/2A/2B/2C/2D Minimum Base: 0!\*\*) Small Base: 30!\*)

Which of the following best describes what you think Nigel Farage should have done?

All GB adults aged 18-75

	Ipsos																				EU Referendum 2016									
	Gender			Age			Region					Working Status		Education		Social Grade		Household Income				GE 2024 Vote					Vote			
	Total	Male	Female	18-34	35-54	55-75	North	Wales	Scotland	Midlands	South	Greater London	Working	Not working	graduate s	Graduate s	ABCI	C2DE	Up to £19,999	£20,000 - £34,999	£35,000 - £54,999	£55,000 or more	Conservative	Labour	Democrats	Reform UK	Green	Other	Remain	Leave
Unweighted Base	1000	477	510	286	378	336	230	50	81	281	229	129	694	306	424	576	680	320	124	185	230	382	156	349	77	99	67	34	484	275
Weighted Base	1000	487	500	299	383	338	234	48	86	262	228	144	678	322	643	357	565	435	143	210	235	304	160	313	63	120	64	30	401	318
He is right to resign as an MP and stand for re-election in the by-election	158	99	58	43	67	49	51	3	6	33	43	21	115	43	111	48	82	77	24	39	36	51	40	35	6	45	8	1	47	82
	16%	20%	12%	14%	18%	14%	22%	7%	7%	13%	19%	15%	17%	14%	17%	13%	14%	18%	17%	19%	15%	17%	25%	11%	9%	38%	12%	2%	12%	26%
He should not have resigned as an MP and should have continued in parliament	157	90	67	37	47	73	27	6	10	52	36	26	96	61	108	49	88	69	27	30	41	50	39	30	10	51	7	2	42	87
	16%	18%	13%	12%	13%	22%	11%	13%	12%	20%	16%	18%	14%	19%	17%	14%	16%	16%	19%	14%	17%	16%	24%	10%	16%	42%	11%	8%	11%	27%
He should just resign as an MP and leave parliament	545	247	285	179	194	171	123	35	57	130	124	75	384	161	320	224	328	217	63	114	127	171	61	226	41	10	45	24	278	107
	54%	51%	57%	60%	53%	51%	53%	74%	67%	50%	54%	52%	57%	50%	50%	63%	58%	50%	44%	54%	54%	56%	38%	72%	65%	8%	70%	24	278	107
No preference	99	37	62	31	42	26	25	3	7	30	18	17	62	37	73	27	49	51	21	15	27	23	13	19	4	10	3	1	23	29
	10%	8%	12%	10%	11%	8%	11%	5%	8%	11%	8%	12%	9%	12%	11%	8%	9%	12%	15%	7%	12%	8%	8%	6%	7%	8%	5%	4%	6%	9%
Don't know	40	13	27	9	14	18	8		5	16	7	5	22	19	31	9	19	21	8	11	5	10	8	3	2	4	1	2	11	13
	4%	3%	5%	3%	4%	5%	3%		6%	6%	3%	3%	3%	6%	5%	3%	3%	5%	6%	5%	2%	3%	5%	1%	3%	3%	2%	5%	3%	4%

Overlap formulae used  
 ColumnProportions (5%): 1B/1C/1D/1E/1F/1G/1H/1I/1J/1K/1L/1M/1N/1O/1P/1Q/1R/1S/1T/1U/1V/1W/1X/1Y/1Z/2A/2B/2C/2D Minimum Base: 0 (\*\*) Small Base: 30 (\*\*)



In your opinion, do you think the parliamentary standards commissioner should or should not be investigating whether Nigel Farage broke parliamentary rules by not declaring a £5m gift he received from a Reform UK donor before his election to parliament? Mr Farage says he did not need to declare it as it was a non-political, personal gift.

All GB adults aged 18-75

	Ipsos																								EU Referendum 2016									
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Weighted Base	1000	487	500	299	383	338	234	48	86	262	228	144	678	322	643	357	565	435	143	210	235	304	160	313	63	120	64	30	401	318				
Definitely should	57%	59%	55%	58%	55%	59%	59%	66%	58%	55%	54%	60%	59%	54%	51%	68%	62%	50%	51%	53%	60%	59%	51%	75%	66%	25%	75%	74%	42%					
Probably should	10 1R 1Z 2D	10 1R 1Z 2D	1Z 2D	1Z 2D	1Z 2D	10 1R 1Z 2D	1R 1Z 2D	1Z 2D	1Z 2D	1Z 2D	1Z 2D	1Z 2D	10 1R 1Z 2D	1Z 2D	1Z 2D	1Z 2D	1Z 2D	1Z 2D	1Z	1Z 2D	10 1R 1Z 2D	10 1R 1Z 2D	1Z	1Z	18	31	3	-	49	77				
Probably should not	11 2A 2C	11 2A	11 2A 2B 2C	11 2A 2B 2C	11 2A	11	11 2A 2B	3	9	18	17	8	46	24	50	21	31	40	17	15	11	20	15	10	2C	14	2	4	14	34				
Definitely should not	1X 2C	1X 2C	1X 2C	1X 2C	1X 2C	34	12	1	10	15	21	5	35	29	52	13	31	34	13	13	19	15	9	7	33	6	10	8	40					
Don't know	1P 1X 2C	10 1M 1P 1Q 1V 1X 2C	2C	1P 1X 2C	1V 1X 2C	1A 1C 1D 1G 1J 1L 1M 1P 1Q	2C	1C 1D 1M 1P 1Q 1V 1X 2C	1X 2C	1C 1D 1M 1P 1Q 1X 2C	1P 1Q 1X 2C	1X 2C	1P 1X 2C	1C 2C	1C 2C	1C 2C	1X 2C	1P 1X 2C	1P 1X 2C	2C	2C	1P 1X 2C	2C	2C	2C	2C	2C	2C	2C	2C	2C	2C		
Definitely/ Probably should	738	366	361	232	258	249	180	39	54	188	165	111	510	228	443	295	442	297	93	155	170	241	114	285	59	60	51	23	344	210				
Definitely/ Probably should not	135	71	64	35	48	52	27	4	20	34	37	13	81	54	101	34	61	74	31	27	30	36	25	17	47	9	4	22	75					

Overlap formulae used  
 Column Proportions (5%): 1B/1C/1D/1E/1F/1G/1H/1I/1J/1K/1L/1M/1N/1O/1P/1Q/1R/1S/1T/1U/1V/1W/1X/1Y/1Z/2A/2B/2C/2D Minimum Base: 0 (\*\*) Small Base: 30 (\*\*)

If Nigel Farage wins the upcoming by-election in Clacton, do you think the parliamentary standards commissioner investigation should continue or not?

All GB adults aged 18-75

	Gender		Age			Region						Working Status		Education		Social Grade		Household Income				GE 2024 Vote				EU Referendum 2016				
	Total	Male	Female	18-34	35-54	55-75	North	Wales	Scotland	Midlands	South	Greater London	Working	Not working	Graduates	Non-graduates	ABC1	C2DE	Up to £19,999	£20,000 - £34,999	£35,000 - £55,000	£55,000 or more	Conservative	Labour	Democrats	Reform UK	Green	Other	Remain	Leave
	1A	1B	1C	1D	1E	1F	1G	1H	1I	1J	1K	1L	1M	1N	1O	1P	1Q	1R	1S	1T	1U	1V	1W	1X	1Y	1Z	2A	2B	2C	2D
Unweighted Base	1000	477	510	286	378	336	230	50	81	281	229	129	894	306	424	576	680	320	124	185	230	382	156	349	77	99	67	34	484	275
Weighted Base	1000	487	500	299	383	338	234	48	86	262	228	144	678	322	643	357	565	435	143	210	235	304	160	313	63	120	64	30	401	318
Definitely should continue	57%	61%	53%	57%	57%	57%	56%	61%	59%	54%	59%	57%	59%	53%	51%	67%	61%	52%	47%	49%	62%	63%	51%	73%	71%	30%	74%	65%	73%	45%
Probably should continue	15%	14%	18%	18%	16%	13%	17%	14%	10%	13%	17%	21%	17%	14%	19%	11%	15%	17%	20%	11%	18%	22%	11%	20%	24%	8%	10%	13%	21%	66%
Probably should not continue	6%	7%	7%	10%	8%	5%	8%	1%	2%	9%	7%	5%	7%	7%	7%	7%	7%	7%	6%	6%	7%	7%	6%	8%	1%	1%	4%	8%	4%	9%
Definitely should not continue	7%	4%	7%	7%	6%	10%	9%	5%	11%	7%	8%	4%	6%	11%	8%	7%	9%	11%	7%	10%	6%	6%	7%	5%	1%	25%	3%	2%	8%	13%
Don't know	12%	9%	16%	8%	15%	14%	10%	19%	18%	16%	8%	12%	11%	15%	8%	10%	10%	16%	18%	10%	6%	12%	6%	1%	10%	8%	17%	8%	12%	
Definitely/ Probably should continue	73%	75%	71%	76%	73%	71%	73%	75%	68%	68%	77%	78%	76%	67%	70%	78%	76%	69%	63%	69%	73%	81%	74%	84%	90%	54%	82%	75%	86%	66%
Definitely/ Probably should not continue	15%	16%	13%	17%	12%	15%	17%	7%	13%	16%	15%	14%	13%	18%	14%	16%	16%	22%	13%	16%	13%	14%	11%	9%	36%	10%	8%	6%	23%	72%

Overlap formulae used  
 ColumnProportions (5%): 1B/1C/1D/1E/1F/1G/1H/1I/1J/1K/1L/1M/1N/1O/1P/1Q/1R/1S/1T/1U/1V/1W/1X/1Y/1Z/2A/2B/2C/2D Minimum Base: 0 (\*\*) Small Base: 30 (\*\*)

Which of the following, if either, would you prefer to win the by-election in Clacton?

All GB adults aged 18-75

	Gender			Age			Region					Working Status		Education		Social Grade		Household Income				GE 2024 Vote						EU Referendum 2016			
	Total	Male	Female	18-34	35-54	55-75	North	Wales	Scotland	Midlands	South	Greater London	Working	Not working	Graduates	Non-graduates	ABC1	C2DE	Up to £19,999	£20,000 - £34,999	£35,000 - £54,999	£55,000 or more	Conservative	Labour	Democrats	Reform UK	Green	Other	Remain	Leave	
Unweighted Base	1000	477	510	286	378	336	230	50	81	281	229	129	694	306	424	576	680	320	124	185	230	382	156	349	77	99	67	34	484	275	
Weighted Base	1000	487	500	299	383	338	234	48	86	262	228	144	678	322	643	357	565	435	143	210	235	304	160	313	63	120	64	30	401	318	
Nigel Farage	214	135	79	44	66	104	60	8	16	56	51	23	130	83	163	51	109	104	34	41	57	68	50	34	8	90	2	1	40	146	
	21%	28%	16%	15%	18%	31%	26%	17%	18%	21%	22%	16%	19%	26%	25%	14%	19%	24%	24%	19%	24%	22%	31%	11%	13%	75%	3%	2%	10%	46%	
Count Blinface	335	198	128	123	110	102	81	15	37	80	74	48	224	111	183	152	206	129	45	63	81	106	34	161	29	7	24	16	183	57	
	33%	41%	26%	41%	30%	30%	35%	32%	43%	31%	32%	33%	33%	34%	29%	42%	36%	30%	31%	30%	35%	35%	21%	52%	45%	6%	37%	55%	46%	18%	
Neither	317	125	189	94	132	92	66	18	19	83	73	59	233	84	205	113	178	140	46	72	77	87	54	86	19	17	35	9	137	85	
	32%	26%	38%	31%	36%	27%	28%	38%	22%	32%	32%	41%	34%	26%	32%	32%	31%	32%	32%	34%	33%	29%	34%	28%	29%	15%	54%	29%	34%	27%	
Don't know	134	29	103	39	56	39	26	6	15	43	30	14	91	43	92	42	72	62	18	34	19	42	22	32	8	5	4	4	42	30	
	13%	6%	21%	13%	15%	12%	11%	13%	17%	16%	13%	10%	13%	13%	14%	12%	13%	14%	13%	16%	8%	14%	10%	12%	4%	7%	14%	10%	9%		

Overlap formulae used  
 ColumnProportions (5%): 1B/1C/1D/1E/1F/1G/1H/1I/1J/1K/1L/1M/1N/1O/1P/1Q/1R/1S/1T/1U/1V/1W/1X/1Y/1Z/2A/2B/2C/2D Minimum Base: 0 Minimum Base: 30

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Do you support or oppose, if either, the following policies proposed by comedian and political novelty candidate Count Binface?  
Summary Table

All GB adults aged 18-75

	<b>Capping the price of croissants at £1</b>	<b>Bringing back Ceefax</b>	<b>Restoring the price of a 99 Flake to 99p</b>	<b>Forcing rule-breaking cyclists to ride unicycles</b>	<b>Abolishing VAR</b>
	A	B	C	D	E
Unweighted Base	1000	1000	1000	1000	1000
Weighted Base	1000	1000	1000	1000	1000
Strongly support	325 33%	128 13%	466 47%	235 23%	175 18%
	BDE		ABDE	BE	B
Tend to support	206 21%	116 12%	225 22%	98 10%	142 14%
	BDE		BDE		D
Neither support nor oppose	274 27%	285 29%	171 17%	218 22%	278 28%
	CD	CD		C	CD
Tend to oppose	44 4%	104 10%	34 3%	126 13%	99 10%
		AC		AC	AC
Strongly oppose	83 8%	169 17%	51 5%	238 24%	111 11%
	C	ACE		ABCE	AC
Don't know	68 7%	198 20%	54 5%	86 9%	194 19%
		ACD		C	ACD
Support	531 53%	244 24%	691 69%	332 33%	318 32%
	BDE		ABDE	B	B
Oppose	127 13%	273 27%	85 8%	364 36%	210 21%
	C	ACE		ABCE	AC

Overlap formulae used

ColumnProportions (5%): A/B/C/D/E Minimum Base: 0(\*\*) Small Base: 30(\*)

Do you support or oppose, if either, the following policies proposed by comedian and political novelty candidate Count Binface?  
Capping the price of croissants at £1

All GB adults aged 18-75

	Ipsos																				EU Referendum 2016									
	Gender			Age			Region					Working Status		Education		Social Grade		Household Income				GE 2024 Vote					Vote			
	Total	Male	Female	18-34	35-54	55-75	North	Wales	Scotland	Midlands	South	Greater London	Working	Not working	Graduates	Graduates	ABC1	C2DE	Up to £19,999	£20,000 - £34,999	£35,000 - £54,999	£55,000 or more	Conservative	Labour	Democrats	Reform UK	Green	Other	Remain	Leave
Unweighted Base	1A	1B	1C	1D	1E	1F	1G	1H	1I	1J	1K	1L	1M	1N	1O	1P	1Q	1R	1S	1T	1U	1V	1W	1X	1Y	1Z	2A	2B	2C	2D
Weighted Base	1000	477	510	286	378	336	230	50	81	281	229	129	694	306	424	576	680	320	124	185	230	382	156	349	77	99	67	34	484	275
Strongly support	325	172	148	120	101	104	92	13	25	71	71	53	221	105	212	113	164	161	54	55	74	108	36	126	27	31	22	9	141	90
	33%	35%	30%	40%	28%	31%	39%	27%	29%	27%	31%	37%	32%	33%	33%	32%	29%	37%	38%	26%	31%	36%	22%	40%	42%	26%	34%	31%	35%	28%
Tend to support	206	101	102	73	80	53	36	11	17	63	45	34	140	66	135	71	124	82	20	45	49	65	30	82	10	18	16	4	85	63
	21%	21%	20%	24%	22%	16%	15%	23%	20%	24%	20%	23%	21%	20%	21%	20%	22%	19%	14%	21%	21%	21%	19%	26%	15%	15%	25%	12%	21%	20%
Neither support nor oppose	274	118	153	53	112	109	59	11	32	74	69	29	181	93	176	99	183	112	41	70	62	75	51	60	19	36	18	14	109	93
	27%	24%	31%	18%	31%	32%	25%	23%	37%	28%	30%	20%	27%	29%	27%	28%	29%	26%	29%	33%	28%	25%	32%	19%	30%	30%	28%	45%	27%	29%
Tend to oppose	44	16	27	14	13	16	12	5	1	9	10	8	30	13	21	23	33	11	5	11	5	11	13	8	17	3	5	3	15	18
	4%	3%	5%	5%	4%	5%	5%	10%	1%	3%	4%	6%	4%	4%	3%	6%	6%	3%	3%	5%	5%	4%	5%	5%	4%	4%	5%		4%	6%
Strongly oppose	83	49	34	17	33	33	18	3	5	28	19	9	58	25	58	25	51	32	9	19	15	32	22	18	1	26	3	-	28	43
	8%	10%	7%	6%	9%	10%	8%	6%	6%	11%	9%	6%	9%	8%	9%	7%	9%	7%	7%	9%	7%	10%	14%	6%	2%	22%	5%	1%	7%	13%
Don't know	68	31	36	21	25	22	17	5	6	16	13	11	48	20	42	26	31	38	12	10	23	12	13	4	4	3	3	23	12	
	7%	6%	7%	7%	7%	7%	7%	11%	7%	8%	6%	8%	7%	6%	6%	7%	5%	9%	9%	5%	10%	4%	8%	3%	6%	3%	4%	10%	6%	4%
Support	531	273	249	193	181	157	128	24	42	134	117	86	361	170	347	184	288	243	75	100	123	173	66	208	36	49	38	13	226	153
	53%	56%	50%	65%	50%	48%	55%	50%	49%	51%	51%	60%	53%	53%	54%	51%	51%	56%	52%	48%	52%	57%	41%	67%	57%	41%	58%	43%	56%	48%
Oppose	127	65	61	32	46	49	30	8	6	37	29	17	88	39	79	48	84	43	14	30	27	45	31	35	4	31	6	-	43	61
	13%	13%	12%	11%	13%	15%	13%	16%	7%	14%	13%	12%	13%	12%	13%	13%	15%	10%	10%	14%	10%	15%	19%	11%	6%	10%	1%	11%	19%	

Overlap formulae used  
Column Proportions (5%): 1B/1C/1D/1E/1F/1G/1H/1I/1J/1K/1L/1M/1N/1O/1P/1Q/1R/1S/1T/1U/1V/1W/1X/1Y/1Z/2A/2B/2C/2D Minimum Base: 0 Minimum Base: 0 Minimum Base: 30

Do you support or oppose, if either, the following policies proposed by comedian and political novelty candidate Count Binface?  
Bringing back Ceefax

All GB adults aged 18-75

	Ipsos																										EU Referendum 2016				
	Gender			Age			Region						Working Status		Education		Social Grade		Household Income				GE 2024 Vote				Vote				
	Total	Male	Female	18-34	35-54	55-75	North	Wales	Scotland	Midlands	South	Greater London	Working	Not working	Graduates	Graduates	ABC1	C2DE	Up to £19,999	£20,000 - £34,999	£35,000 - £54,999	£55,000 or more	Conservative	Labour	Democrats	Reform UK	Green	Other	Remain	Leave	
Unweighted Base	1000	477	510	286	378	336	230	50	81	281	229	129	694	306	424	576	680	320	124	185	230	382	156	349	77	99	67	34	484	275	
Weighted Base	1000	487	500	299	383	338	234	48	86	262	228	144	678	322	643	357	565	435	143	210	235	304	160	313	63	120	64	30	401	318	
Strongly support	128	83	44	37	51	40	39	5	11	31	18	23	79	49	90	38	66	62	21	22	18	52	19	56	12	7	4	3	63	44	
	13%	17%	9%	12%	14%	12%	17%	10%	13%	12%	8%	16%	12%	15%	14%	11%	12%	14%	15%	10%	8%	17%	12%	18%	19%	6%	6%	11%	16%	14%	
	1A 1C 1U	1A 1C 1F 1J 1K 1M 1P 1Q 1T 1U 1Z 2A			1C 1K 1P 1U 1Z		1C 1K 1P 1U 1Z 2A					1C 1U 1Z		1C 1K 1U 1Z 1C 1K 1U 1Z		42		1C 1K 1U	1K			1A 1C 1J 1K 1M 1P 1Q 1U 1Z 2A	1W 1X 1Y 1Z	1A 1C 1D 1F 1J 1K 1M 1P 1Q 1T 1U 1Z 2A		1C 1K 1U 1Z				1A 1C 1K 1M 1P 1Q 1U 1Z 2A	1C 1Z
Tend to support	116	64	51	32	46	38	25	7	11	36	22	15	83	33	74	42	69	47	15	26	29	38	20	51	7	13	5	4	51	47	
	12%	13%	10%	11%	13%	11%	11%	15%	13%	14%	10%	11%	12%	10%	11%	12%	12%	11%	10%	13%	12%	13%	13%	16%	11%	11%	8%	14%	13%	15%	
Neither support nor oppose	285	139	141	72	117	96	53	11	31	75	69	47	205	80	177	109	171	115	43	69	79	64	35	89	14	39	17	14	114	88	
	29%	28%	28%	24%	32%	29%	23%	23%	29%	30%	33%	30%	30%	25%	27%	30%	30%	26%	30%	33%	22%	29%	22%	22%	22%	33%	26%	45%	28%	28%	
Tend to oppose	104	43	58	20	43	41	29	8	9	19	29	11	71	33	68	36	61	43	15	32	21	30	24	34	9	9	7	4	55	24	
	10%	9%	12%	7%	12%	12%	12%	16%	10%	7%	13%	8%	11%	10%	11%	10%	11%	10%	10%	15%	9%	10%	15%	11%	14%	7%	12%	12%	14%	8%	
Strongly oppose	169	99	70	24	53	92	35	8	13	53	46	14	112	57	117	51	87	82	21	36	36	64	44	34	12	41	10	2	56	93	
	17%	20%	14%	8%	15%	27%	15%	17%	15%	20%	20%	10%	16%	18%	18%	14%	15%	19%	14%	17%	15%	21%	28%	11%	19%	15%	7%	14%	29%		
Don't know	198	59	137	114	54	30	53	9	12	47	44	34	129	69	117	81	112	87	28	25	52	56	18	48	10	10	22	3	62	22	
	20%	12%	27%	38%	15%	9%	23%	19%	14%	18%	19%	23%	19%	22%	18%	23%	20%	20%	20%	12%	22%	18%	11%	15%	16%	9%	34%	11%	16%	7%	
Support	244	147	94	69	97	78	64	12	22	68	40	38	162	82	164	80	135	109	36	48	47	90	39	107	19	20	9	7	114	91	
	24%	30%	19%	23%	27%	23%	27%	25%	26%	26%	18%	26%	24%	26%	25%	23%	24%	25%	25%	23%	20%	30%	25%	34%	29%	17%	14%	25%	28%	29%	
Oppose	273	142	128	44	96	133	64	16	21	72	75	25	183	90	185	87	148	125	35	68	57	94	68	68	21	50	17	6	111	117	
	27%	29%	26%	15%	28%	39%	27%	33%	25%	28%	33%	18%	27%	28%	29%	24%	26%	29%	25%	33%	24%	31%	43%	22%	33%	42%	27%	19%	28%	37%	
	1D 1L 1X	1D 1L 1P 1X	1D	1D	1D	2C	1D	1D	1D	1D	1D	1D	1D 1L	1D 1L	1D 1L 1X	1D	1D 1L	1D 1L 1X	1D	1D 1L 1X	1D	1D 1L 1P 1Q 1X	2C	1D	1D 1L	1X 2C	1D	1D 1L 1X	1D 1L 1X	2C	

Overlap formulae used  
ColumnProportions (5%): 1B/1C/1D/1E/1F/1G/1H/1I/1J/1K/1L/1M/1N/1O/1P/1Q/1R/1S/1T/1U/1V/1W/1X/1Y/1Z/2A/2B/2C/2D Minimum Base: 0 (\*\*) Small Base: 30 (\*\*)

Do you support or oppose, if either, the following policies proposed by comedian and political novelty candidate Count Binface?  
 Restoring the price of a 99 flake to 99p

All GB adults aged 18-75

	Gender		Age			Region						Working Status		Education		Social Grade		Household Income				GE 2024 Vote					EU Referendum 2016 Vote				
	Total	Male	Female	18-34	35-54	55-75	North	Wales	Scotland	Midlands	South	Greater London	Working	Not working	Graduates	Non-graduates	ABC1	C2DE	Up to £19,999	£20,000 - £34,999	£35,000 - £54,999	£55,000 or more	Conservative	Labour	Democrats	Reform	Green	Other	Remain	Leave	
Unweighted Base	1000	477	510	266	378	356	230	50	81	281	229	129	694	306	424	576	880	320	124	185	230	362	156	349	77	99	67	34	484	275	
Weighted Base	1000	467	500	289	363	338	234	48	86	262	228	144	678	322	643	357	565	435	143	210	235	304	160	313	63	120	64	30	401	318	
Strongly support	466	236	222	163	158	145	114	21	39	123	105	66	310	166	318	147	248	219	73	81	106	147	65	163	37	48	19	14	191	137	
	47%	49%	44%	54%	43%	43%	49%	44%	44%	47%	46%	46%	46%	48%	50%	41%	44%	50%	51%	38%	45%	48%	41%	52%	58%	40%	30%	45%	48%	43%	
		1B	1C	1D	1E	1F	1G	1H	1J	1K	1L	1M	1N	1O	1P	1Q	1R	1S	1T	1U	1V	1W	1X	1Y	1Z	1AA	1AB	1AC	1AD	1AE	1AF
	1P 1Q 1T 2A	1P 1Q 1T	2A	2A	2A	2A	2A		2A	2A		1P 2A	1T 2A	1F 1P 1Q 1T 2A 2D			1F 1P 1T	2A 2D	2A			1P 2A		1A 1C 1E 1F 1E 1F 1P 1Q 1M 1P 1Q 1T 1W 1Z 2A 2D						1P 1T 2A	
Tend to support	225	105	117	74	90	80	47	8	18	57	58	37	188	57	137	88	139	86	27	45	55	78	32	80	12	16	23	8	98	57	
	22%	21%	23%	25%	25%	18%	20%	17%	21%	22%	25%	26%	25%	18%	21%	25%	25%	20%	19%	22%	23%	26%	20%	26%	19%	13%	36%	28%	24%	18%	
			1F 1N 1Z	1Z	1N 1Z 2D					1F 1N 1Z	2D	1Z	1A 1F 1N 1Z			1F 1N 1Z	1F 1N 1Z					1F 1N 1Z		1F 1N 1Z			1A 1B 1C 1D 1E 1F 1G 1H 1I 1J 1K 1L 1M 1N 1O 1P 1Q 1R 1S 1T 1U 1V 1W 1Z		1F 1N 1Z		
Neither support nor oppose	171	84	86	34	69	68	40	8	23	42	38	20	111	60	100	72	103	68	22	50	39	44	31	44	7	23	14	6	65	63	
	17%	17%	17%	12%	19%	20%	17%	17%	26%	16%	17%	14%	16%	19%	16%	20%	18%	16%	15%	17%	14%	20%	14%	12%	19%	22%	20%	16%	20%		
		1D	1D		1D	1D 1O 1X			1D 1O 1V 1X 2C				1D	1D		1A 1D 1M 1V 1X 2C	1D 1X											1D		1D 1O	
Tend to oppose	34	12	21	11	12	11	11	4	3	4	6	6	22	12	20	14	25	9	2	18	5	9	3	10	1	4	3	2	17	11	
	3%	2%	4%	4%	3%	3%	5%	8%	3%	2%	3%	4%	3%	4%	3%	4%	4%	2%	2%	8%	2%	3%	2%	3%	2%	4%	4%	8%	4%	3%	
																				1A 1B 1C 1D 1E 1F 1G 1H 1I 1J 1K 1L 1M 1N 1O 1P 1Q 1R 1S 1T 1U 1V 1W 1X 2C 2D											
Strongly oppose	51	24	27	8	12	31	13	-	2	20	12	2	34	17	34	17	28	23	8	12	12	16	11	9	4	22	3	11	14	30	
	5%	5%	5%	3%	3%	9%	6%	1%	3%	8%	5%	1%	5%	5%	5%	5%	5%	5%	5%	8%	5%	5%	7%	3%	7%	19%	5%	3%	14	9%	
			1J							1B 1J 1R				1R		1J	1M											1I 1R	1J	1K	
Don't know	54	27	26	9	23	22	8	6	2	16	8	13	34	19	34	19	24	30	12	5	18	11	19	8	2	7	1	16	19		
	5%	6%	5%	3%	6%	6%	3%	13%	3%	6%	4%	9%	5%	6%	5%	5%	4%	7%	8%	2%	8%	4%	12%	2%	2%	6%	2%	4%	6%		
																							1A 1B 1C 1D 1E 1F 1G 1H 1I 1J 1K 1L 1M 1N 1O 1P 1Q 1R 1S 1T 1U 1V 1W 1X 2C 2D								
Support	691	341	339	237	248	206	161	29	55	179	163	102	478	213	455	236	385	306	99	126	161	225	96	243	49	64	43	22	290	194	
	69%	70%	68%	79%	68%	61%	69%	61%	65%	69%	72%	71%	70%	66%	71%	66%	68%	70%	70%	60%	68%	74%	60%	78%	77%	53%	66%	73%	72%	61%	
				1A 1B 1C 1E 1F 1G 1H 1I 1J 1K 1L 1M 1N 1O 1P 1Q 1R 1S 1T 1U 1V 1W 1X 2A 2C																			1A 1B 1C 1E 1F 1G 1H 1I 1J 1K 1L 1M 1N 1O 1P 1Q 1R 1S 1T 1U 1V 1W 1X 2C 2D								
	1F 1T 1W 1Z 2D	1F 1T 1W	1F 1Z	2D	1Z		1F 1Z			1Z	1F 1T 1W	1Z	1F 1P 1T 1W 1Z 2D	1Z	1F 1T 1W	1Z	1F 1Z 2D	1F 1T 1W	1Z 2D	1Z	1Z	1Z	1A 1F 1P 1Q 1T 1W 1Z 2D		1T 1U 1W 1Z 2C 2D	1F 1T 1W 1Z 2D			1F 1P 1Q 1T 1W 1Z 2D		
Oppose	85	35	48	19	24	41	25	4	5	24	18	8	55	29	54	31	53	31	10	29	17	24	14	18	6	27	6	2	31	41	
	8%	7%	10%	6%	7%	12%	11%	9%	6%	9%	8%	6%	8%	9%	8%	9%	9%	7%	7%	14%	7%	8%	9%	6%	9%	22%	9%	8%	8%	13%	
			1X			1A 1B 1D 1E 1M 1N 1O 1P 1R 1U 1X 2C														1A 1B 1D 1E 1L 1M 1O 1U 1V 1W 1X 2C				1A 1B 1C 1D 1E 1F 1G 1H 1I 1J 1K 1L 1M 1N 1O 1P 1Q 1R 1S 1T 1U 1V 1W 1X 2C 2D				1A 1B 1D 1E 1M 1O 1P 1R 1U 1V 1X			

Overlap formulae used  
 ColumnProportions (S); 1B/1C/1D/1E/1F/1G/1H/1I/1J/1K/1L/1M/1N/1O/1P/1Q/1R/1S/1T/1U/1V/1W/1X/1Y/1Z/2A/2B/2C/2D Minimum Base: 0 (\*\*Small Base: 30\*)

Contents

Do you support or oppose, if either, the following policies proposed by comedian and political novelty candidate Count Binface?  
 Forcing rule-breaking cyclists to ride unicycles

All GB adults aged 18-75

	Ipsos																										EU Referendum 2016				
	Gender			Age			Region					Working Status		Education		Social Grade		Household Income				GE 2024 Vote				Vote					
	Total	Male	Female	18-34	35-54	55-75	North	Wales	Scotland	Midlands	South	Greater London	Working	Not working	graduate s	Graduate s	ABC1	C2DE	Up to £19,999	£20,000 - £34,999	£35,000 - £54,999	£55,000 or more	Conservative	Labour	Democrats	Reform UK	Green	Other	Remain	Leave	
Unweighted Base	1000	477	510	286	378	336	230	50	81	281	229	129	694	306	424	576	680	320	124	185	230	382	156	349	77	99	67	34	484	275	
Weighted Base	1000	467	500	299	383	338	234	48	86	262	228	144	678	322	643	357	565	435	143	210	235	304	160	313	63	120	64	30	401	318	
Strongly support	235	136	95	61	90	83	67	11	18	53	48	38	148	87	176	58	115	119	25	49	49	82	39	87	12	37	11	7	87	92	
	23%	28%	19%	20%	25%	25%	29%	22%	21%	20%	21%	26%	22%	27%	27%	16%	20%	27%	18%	23%	21%	27%	25%	28%	19%	31%	16%	22%	22%	29%	
	1A 1C 1D 1J	1A 1B 1C 1D 1J	1A 1B 1C 1D 1J																												
	1C 1P 1Q	1C 1M 1P 1Q 1S 1U 2C					1C 1M 1P 1Q 1S					1P	1P	1C 1P 1Q 1S	1A 1C 1D 1J 1M 1P 1Q 1S 1U 2C		1P	1S				1C 1M 1P 1Q				1A 1C 1D 1J 1K 1M 1P 1Q 1S 2C		1C 1D 1J 1M 1P 1Q 1S 1U			1A 1C 1D 1J 1K 1M 1P 1Q 1S 1U
Tend to support	98	45	50	41	42	15	27	2	4	23	26	16	76	22	59	39	64	33	10	17	26	33	8	28	7	11	14	3	48	15	
	10%	9%	10%	14%	12%	5%	11%	4%	5%	9%	11%	11%	11%	7%	9%	11%	11%	8%	7%	8%	11%	5%	9%	12%	9%		21%	11%	12%	5%	
																											1E 1F 1H 1I 1J 1K 1M 1N 1O 1P 1Q 1R 1S 1T				
	1F 2D	1F 2D	1F 2D	1F 1N 1R 1W 2D	1F 2D		1F 1N 2D				1F 2D	1F 2D	1A 1F 1W 2D		1F 2D	1F 1N 1W 2D	1A 1F 1N 1W 2D				1F 2D	1F 2D		1F	1F 2D		1U 1V 1W 1X 2D	1A 1F 1N 1R 1W 2D		69	
Neither support nor oppose	218	102	112	67	77	74	49	8	20	63	46	31	153	84	133	85	115	103	43	48	42	58	20	76	7	18	9	7	84	69	
	22%	21%	22%	22%	21%	22%	21%	16%	24%	24%	20%	22%	23%	20%	21%	24%	20%	24%	30%	23%	18%	19%	13%	24%	12%	15%	14%	23%	21%	22%	
																10 1V 1W															
Tend to oppose	126	59	66	48	32	45	21	6	23	31	29	15	88	38	67	59	81	45	21	30	34	31	23	40	8	11	11	9	56	33	
	13%	12%	13%	16%	9%	13%	9%	12%	27%	12%	13%	11%	13%	12%	10%	16%	14%	10%	15%	14%	14%	10%	14%	13%	13%	9%	17%	31%	14%	10%	
									1E 1F 1G 1J 1K 1L 1M 1N 1O 1Q 1R 1T 1U 1V 1X 1Z 2C 2D							1A 1B 1E 1G 1J 1M 1O 1Q 1R 1V 2D	1A 1E 1O 1V											1E 1F 1G 1J 1K 1L 1M 1N 1O 1Q 1R 1T 1U 1V 1W 1X 1Z 2C 2D	1E		
Strongly oppose	238	109	128	52	85	101	49	14	18	72	56	29	159	79	151	87	147	91	31	54	58	81	57	58	24	35	17	1	91	88	
	24%	22%	26%	17%	23%	30%	21%	29%	21%	28%	24%	21%	23%	25%	23%	24%	26%	21%	22%	26%	25%	27%	35%	18%	38%	29%	26%	5%	23%	28%	
						1A 1B 1D 1G 1M 1N 1O 1P 1R				1D 1R 1X 2B			1D 1X 2B	2B	2B	10 1X 2B	2B				1D 2B	2B	1D 1X 2B	1X 2B 2C			1D 1X 2B	2B	2B	1D 1R 1X 2B	
Don't know	86	35	50	30	37	19	20	8	3	19	23	13	54	32	56	30	42	44	12	12	26	18	12	24	4	8	3	2	34	21	
	9%	7%	10%	10%	10%	6%	9%	17%	3%	7%	10%	9%	8%	10%	9%	8%	8%	10%	9%	6%	11%	6%	8%	8%	7%	7%	5%	8%	9%	7%	
	1F		1F 1Q		1Q 1V										1F						1F 1Q										
Support	332	181	145	101	132	99	94	13	22	76	74	54	224	109	236	97	180	152	35	65	75	115	48	115	19	48	24	10	136	107	
	33%	37%	29%	34%	38%	29%	40%	26%	26%	29%	32%	38%	33%	34%	37%	27%	32%	35%	24%	31%	32%	38%	30%	37%	30%	40%	38%	34%	34%	34%	
	1C 1P	1M 1P 1Q 1S		1C 1J 1P 1S			1A 1C 1F 1J 1P 1Q 1S					1P 1S	1P	1P 1S	1A 1C 1F 1J 1P 1Q 1S		1P	1C 1P 1S				1M 1P 1Q 1S				1C 1F 1J 1P 1Q 1S			1P		
Oppose	364	169	193	101	117	146	70	19	41	103	85	45	247	117	218	146	228	136	52	84	91	112	79	97	32	46	28	11	147	121	
	36%	35%	39%	34%	32%	43%	30%	41%	47%	40%	37%	31%	36%	36%	34%	41%	40%	31%	37%	40%	39%	37%	50%	31%	51%	38%	43%	36%	37%	38%	
										1E 1G 1R 1X	1E 1R 1X					1A 1B 1D 1E 1G 1L 1M 1R 1X 2C	1A 1B 1D 1E 1G 1M 1O 1R 1X			1G 1R		1D 1E 1G 1J 1K 1L 1M 1N 1O 1Q 1R 1S 1X 2C 2D			1C 1F 1J 1P 1Q 1S	1A 1B 1D 1E 1G 1L 1M 1N 1O 1Q 1R 1S 1X 2C 2D			1R		

Overlap formulae used  
 ColumnProportions (5%): 1B/1C/1D/1E/1F/1G/1H/1I/1J/1K/1L/1M/1N/1O/1P/1Q/1R/1S/1T/1U/1V/1W/1X/1Y/1Z/2A/2B/2C/2D Minimum Base: 0! Small Base: 30!)

Do you support or oppose, if either, the following policies proposed by comedian and political novelty candidate Count Binface?  
Abolishing VAR

All GB adults aged 18-75

	Ipsos																										EU Referendum 2016						
	Gender			Age			Region					Working Status		Education		Social Grade		Household Income				GE 2024 Vote				Vote							
	Total	Male	Female	18-34	35-54	55-75	North	Wales	Scotland	Midlands	South	Greater London	Working	Not working	Graduates	Non-graduates	ABC1	C2DE	Up to £16,999	£20,000 - £34,999	£35,000 - £54,999	£55,000 or more	Conservative	Labour	Democrats	Reform UK	Green	Other	Remain	Leave			
Unweighted Base	1000	477	510	286	378	336	230	50	81	281	229	129	894	306	424	576	680	320	124	185	230	382	156	349	77	99	67	34	484	275			
Weighted Base	1000	487	500	299	383	338	234	48	86	262	228	144	678	322	643	357	565	435	143	210	235	304	160	313	63	120	64	30	401	318			
Strongly support	175	128	45	38	62	76	50	3	17	51	31	23	126	49	129	46	85	90	14	34	45	59	35	54	9	33	8	8	75	81			
	18%	26%	9%	13%	17%	22%	22%	7%	18%	19%	14%	16%	19%	15%	20%	13%	15%	21%	10%	16%	19%	19%	22%	17%	14%	28%	13%	27%	19%	25%			
		IA IB IC 1E 1H 1J 1K 1L 1M 1N 1O 1P 1Q 1R 1S 1T				1A 1C 1D 1H 1K 1N 1P 1Q 1S	1C 1D 1H 1P 1Q 1S			1C 1D 1P 1Q 1S		1C	1C 1D 1P 1Q 1S	1C	1A 1C 1D 1K 1P 1Q 1S	50	75	67	15	19	47	45	18	49	17	16	7	7	6	56	37		
Tend to support	142	70	73	51	47	44	34	3	13	36	27	29	103	39	92	50	75	67	15	19	47	45	18	49	17	16	7	6	56	37			
	14%	14%	15%	17%	13%	13%	15%	7%	15%	14%	12%	20%	15%	12%	14%	14%	13%	15%	11%	9%	20%	15%	11%	16%		27% IA IB IC 1E 1F 1G 1H 1J 1K 1M 1N 1O 1P 1Q 1R 1S 1T 1V 1W 2A 2C 2D	13%	10%	19%	14%	12%		
				1T							1O 1T 2D	1T						1T		1A 1E 1F 1H 1K 1N 1O 1Q 1T 1W 2D		1T											
Neither support nor oppose	278	127	146	75	110	94	71	13	24	62	71	37	182	96	165	113	171	107	42	67	55	85	42	110	12	26	15	9	116	84			
	28%	26%	29%	25%	30%	28%	30%	28%	28%	24%	31%	26%	27%	30%	26%	32%	30%	25%	30%	32%	23%	28%	26%	35% IA IB IC 1D 1F 1J 1M 1O 1Q 1R 1U 1V 1Y 1Z 2C 2D	19%	22%	23%	31%	29%	26%			
					1J										1A 1B 1J 1M 1R 1U 1Y		1A 1J 1M 1U		1R				14	29	8	4	9	2	45	27			
Tend to oppose	99	49	48	31	38	29	19	7	12	24	20	15	62	37	62	36	66	32	16	18	18	38	14	29	8	4	9	2	45	27			
	10%	10%	10%	11%	10%	9%	8%	15% 1Z	15% 1Z	9%	9%	10%	9%	11% 1Z	10%	10%	12% 1A 1M 1Z	7%	12%	9%	8%	13% 1M 1R 1Z	9%	9%	13%	4%	14% 1Z	6%	11% 1Z	8%			
Strongly oppose	111	64	47	35	34	43	24	5	2	31	29	20	79	32	73	38	69	42	13	25	28	37	20	29	6	31	5	-	40	45			
	11%	13%	9%	12%	9%	13%	10%	10%	3%	12%	13%	14%	12%	10%	11%	11%	12%	10%	9%	12%	12%	12%	20	29	6	26% 1D 1E 1F 1G 1H 1I 1J 1K 1L 1M 1N 1O 1P 1Q 1R 1S 1T 1U 1V 1W 1X 1Y 2A 2B 2C 2D	10%	8%	1%	10%	14%		
		1I			1I						1I	1I					1I					1I									1C 1I 1R		
Don't know	194	49	141	70	73	52	35	16	18	58	49	19	127	88	121	74	98	96	42	46	42	41	32	42	11	9	21	5	68	44			
	19%	10%	28% IA IB IC 1F 1G 1J 1K 1L 1M 1N 1O 1P 1Q 1R 1U 1V 1W 1X 1Z	23%	20%	15%	15%	32%	21%	22%	22%	13%	19%	21%	19%	21%	17%	22%	22%	22%	18%	13%	20%	13%	42	11	9	26%	1A 1B 1E 1F 1G 1L 1M 1N 1O 1P 1Q 1U 1V 1X 1Z 2C 2D	32%	16%	17%	14%
	1B 1V 1X 1Z 2D			1B 1F 1G 1L 1O 1V 1X 1Z 2D	2D	1B		1B 1Z	1Z 2D	2D	1B 1V 1X 1Z 2D	2D	1B 1V 1X 1Z 2D	1Z 2D	1B 1Z 2D	1B 1Z 2D	1B 1Z	1B 1Z 2D	1B 1Z	1B 1Z	1B 1Z	1B 1Z	1B 1Z	1B 1Z	11	7%	32%	1A 1B 1E 1F 1G 1L 1M 1O 1P 1Q 1U 1V 1X 1Z 2C 2D	5	68	44		
Support	318	198	118	89	109	120	85	7	29	87	58	53	229	89	221	97	160	158	29	53	92	103	53	103	26	49	15	14	132	118			
	32%	41% IA IB IC 1E 1H 1J 1K 1M 1N 1O 1P 1Q 1S 1T 1V 1X 2A 2C	24%	30%	30%	36%	36%	14%	34%	33%	26%	37%	34%	28%	34%	27%	28%	36%	20%	25%	39%	34%	33%	33%	40%	41%	23%	14	46%	33%	37%		
	1C 1H 1P 1O 1S			1C 1H		1C 1H 1K 1N 1P 1Q 1S 1T	1C 1H 1K 1N 1P 1S 1T	1H	1C 1H 1P 1S		1C 1H 1P 1S	1C 1H 1P 1S	1C 1H 1K 1N 1P 1O 1S 1T		1C 1H 1K 1N 1P 1O 1S 1T		1H	1C 1H 1K 1N 1P 1O 1S 1T		1A 1C 1D 1E 1H 1K 1N 1P 1Q 1S 1T 2A	1C 1H 1K 1P 1O 1S	1C 1H 1S	1C 1H 1S	1C 1H 1P 1S	1C 1H 1K 1P 1O 1S 1T	1C 1E 1H 1K 1N 1P 1O 1S 1T	1C 1H 1K 1P 1S 1T	1C 1H 1P 1O 1S	1A 1C 1H 1K 1N 1P 1O 1S 1T	1R			
Oppose	210	113	95	66	71	72	43	12	15	55	49	35	141	69	135	75	135	75	29	43	46	75	34	58	14	36	2	85	72				
	21%	23%	19%	22%	20%	21%	19%	26%	17%	21%	22%	24%	21%	21%	21%	21%	24%	17%	20%	21%	20%	25%	21%	19%	23%	14	30% 1A 1C 1E 1G 1M 1O 1R 1U 1X	7%	21%	23%			

Default formulae used  
ColumnProportions (5%): 1B/1C/1D/1E/1F/1G/1H/1I/1J/1K/1L/1M/1N/1O/1P/1Q/1R/1S/1T/1U/1V/1W/1X/1Y/1Z/2A/2B/2C/2D Minimum Base: 0 (\*\*): Small Base: 30 (\*\*)