

#bpcearlycareers

# ELECTION COUNTDOWN

**A British Polling Council event  
for Early Careers Researchers**

**22 November 2023**

**British  
Polling  
Council**



# AGENDA

Please tweet (x) / post on  
LinkedIn about our event!  
**#bpcearlycareers**

2:00pm

**One Year to Go - Professor Sir John Curtice**

2:15pm

**2024: The Long-Term View – Cameron  
Garrett & Ben Roff**

2:30pm

**Millennial Mindset – James Blagden**

2:45pm

**Understanding the Red Wall: 2019 to  
Today – Joel Hooper**

3:00pm

**Panel Q&A**

3:45pm

**Are MRPs underestimating the  
Conservatives? – Owen Winter**

4:00pm

**Understanding Russia: How can we poll  
totalitarian states? – Anna Ayers**

4:15pm

**AI in Public Policy and Opinion – Calum  
Weir**

4:30pm

**Concluding remarks – Professor Jane  
Green**

**Careers and networking – Keiran Pedley**



1

The mood out there

# A Year To Go: Can The Conservatives Recover

Professor Sir John Curtice

University of Strathclyde and National Centre for Social Research

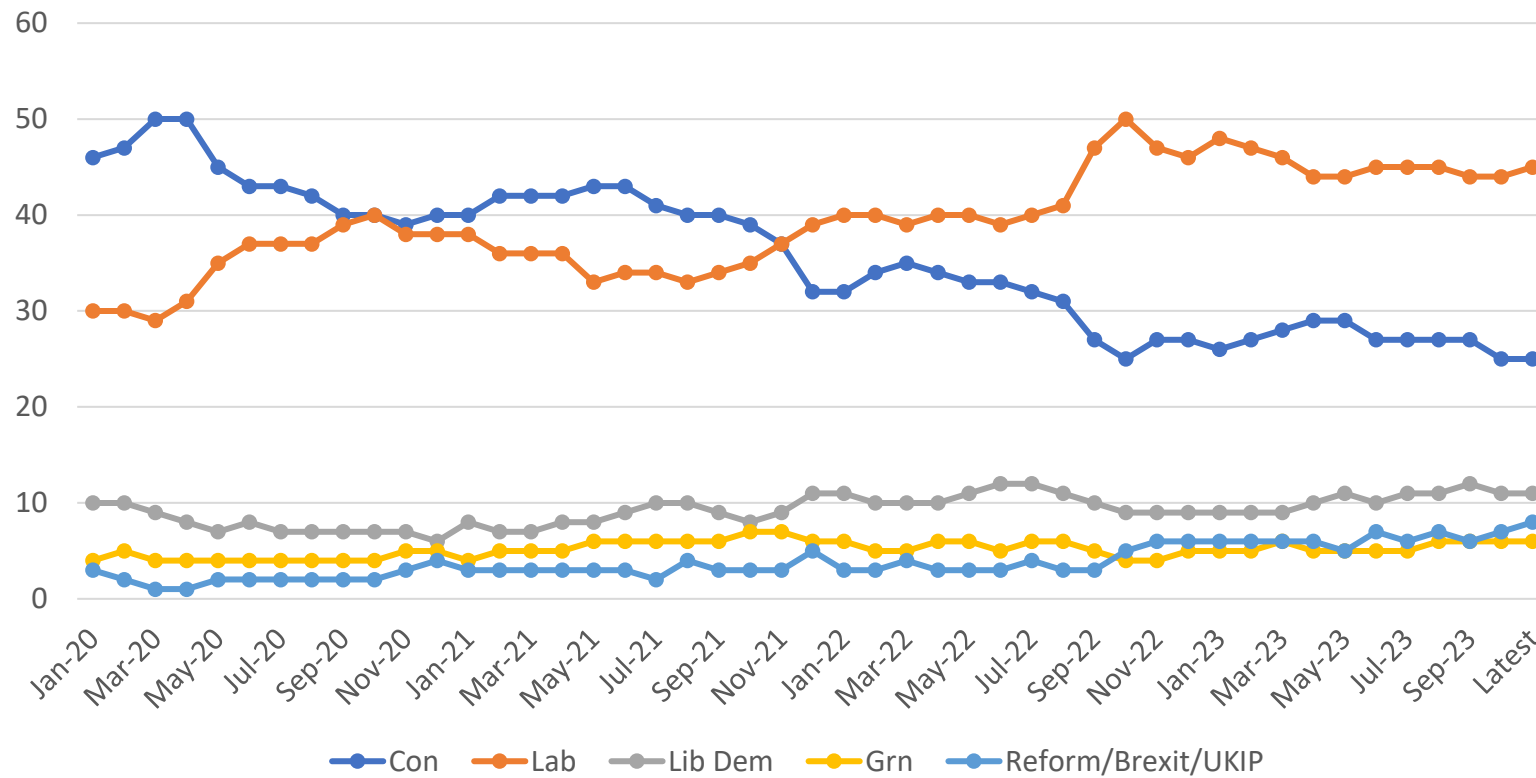
'The UK in a Changing Europe'

[whatukthinks.org/eu](http://whatukthinks.org/eu) @whatukthinks

'Trendy' podcast

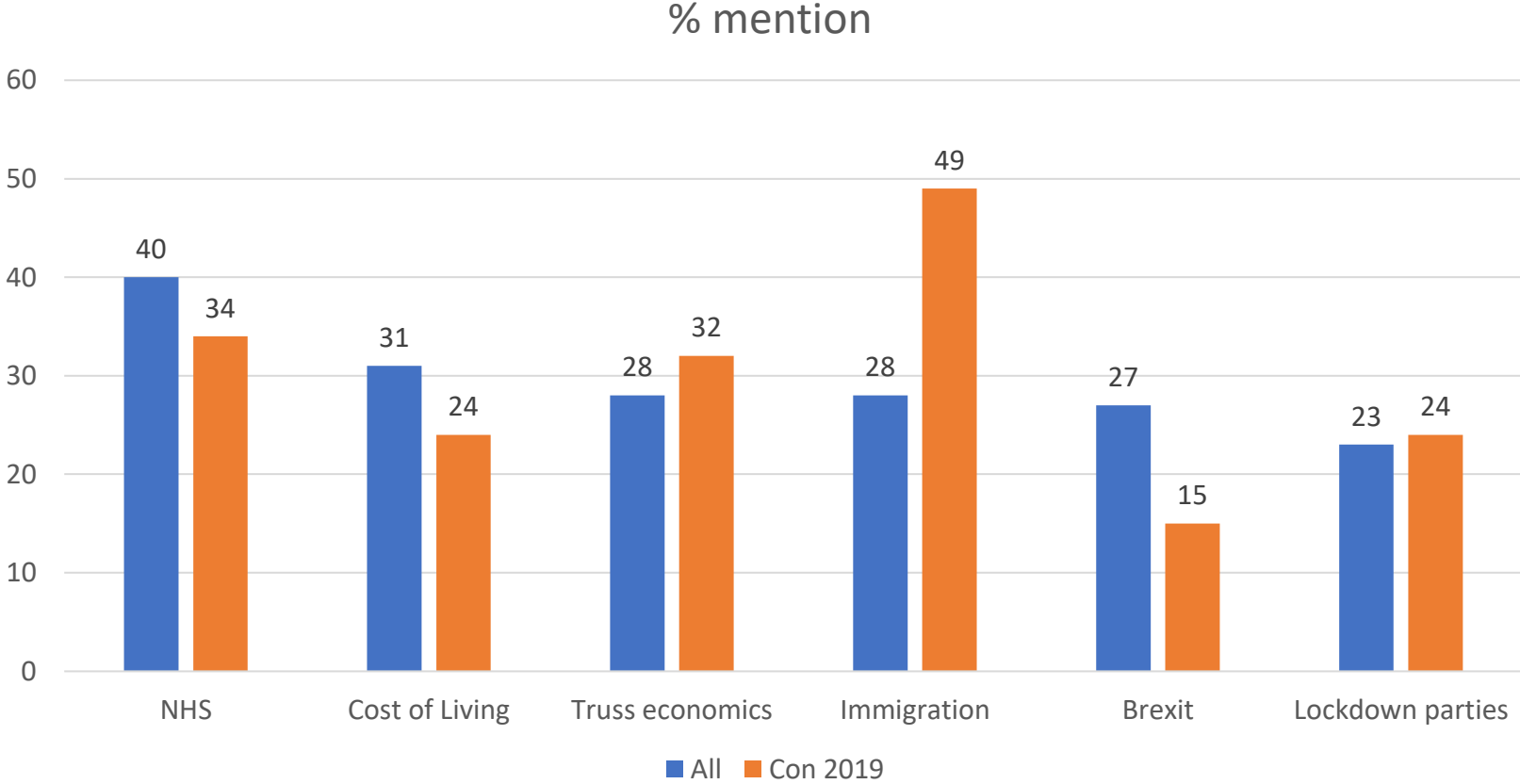
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*22nd November 2023*

# The Trajectory of UK Party Support since Dec 2019



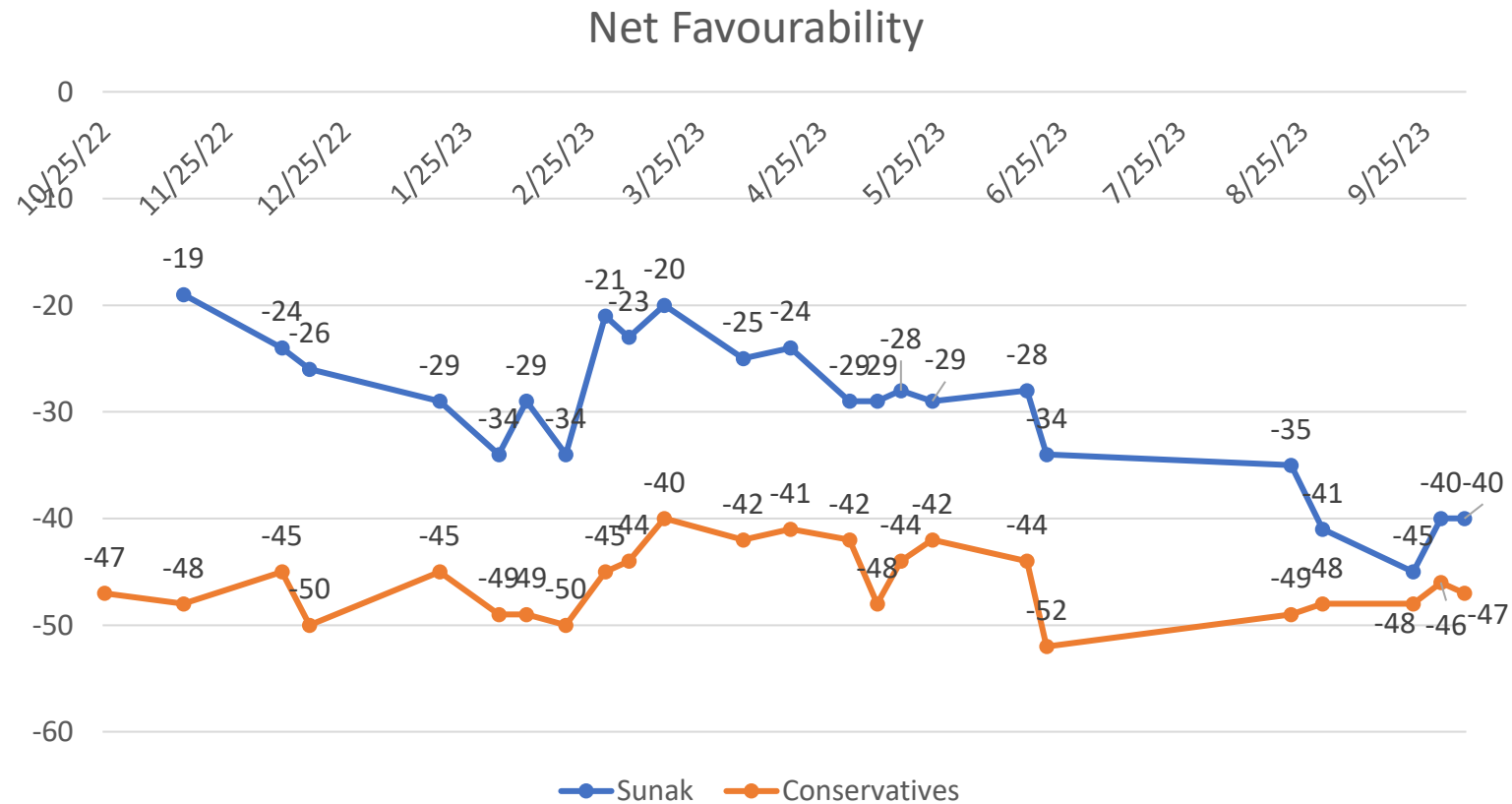
Source: Average of most recent poll in each month by each polling company. Not all companies polled each month. Latest figures are for polls released up to 20.11.23

# Complaints About The Conservatives' Record Since 2010



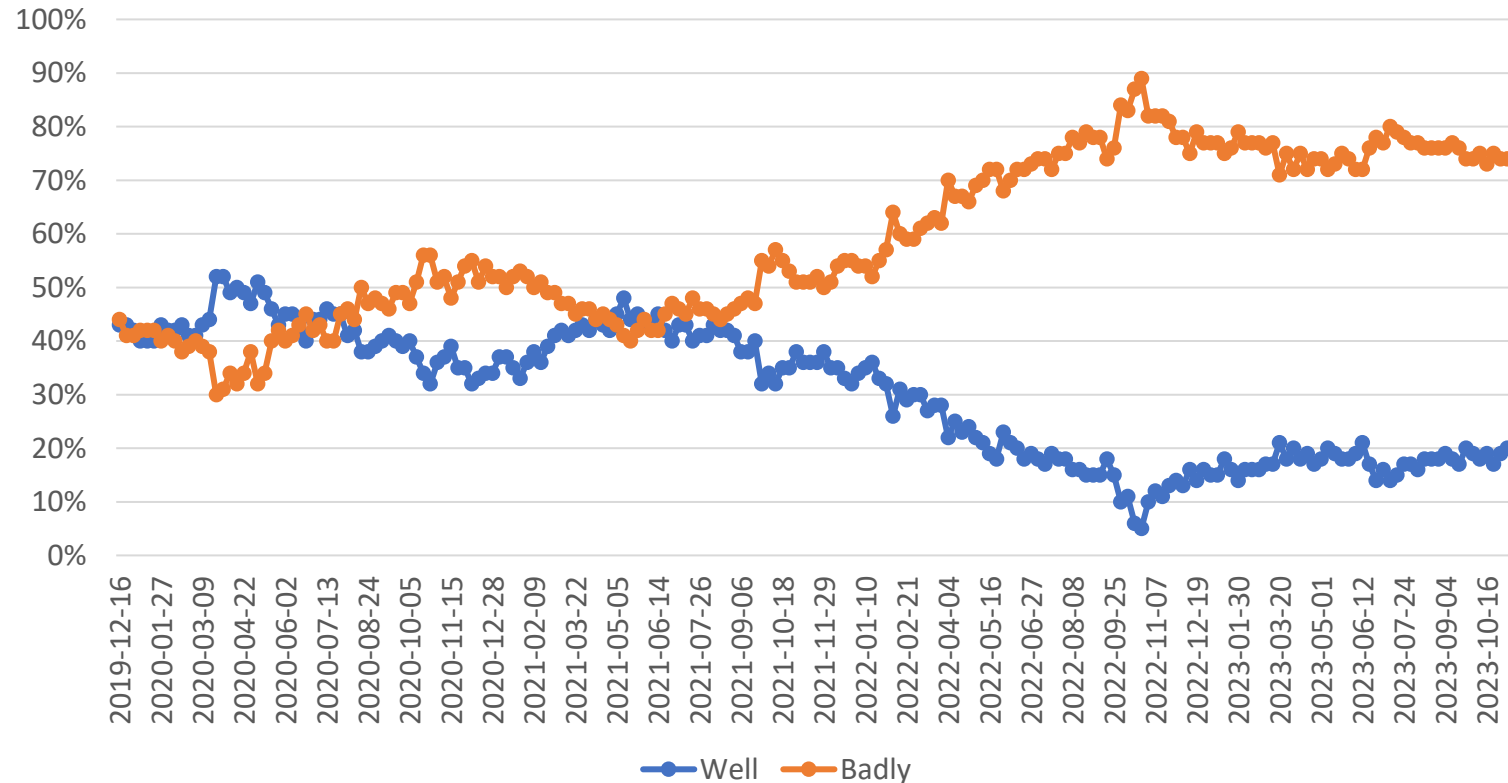
Source: Public First for Onward, 8-15.8.23

# Mr Sunak and His Party



Source: YouGov

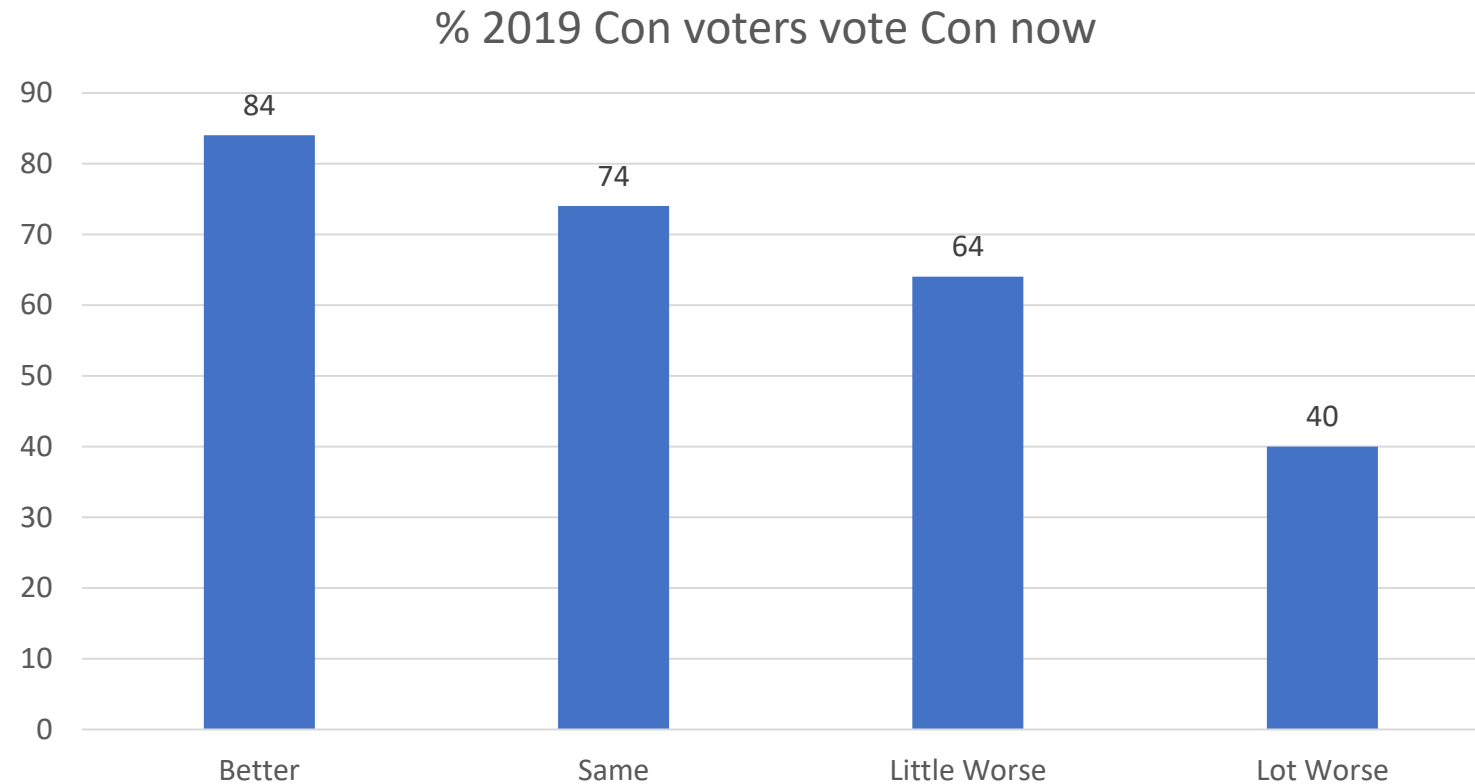
# Perceptions of Government's Economic Competence



Source: YouGov. 'How well or badly do you think the government is handling the following issues? The economy Currently (13 Nov), 56% of 2019 Con voters think the government is handling the economy badly, 39% well.'

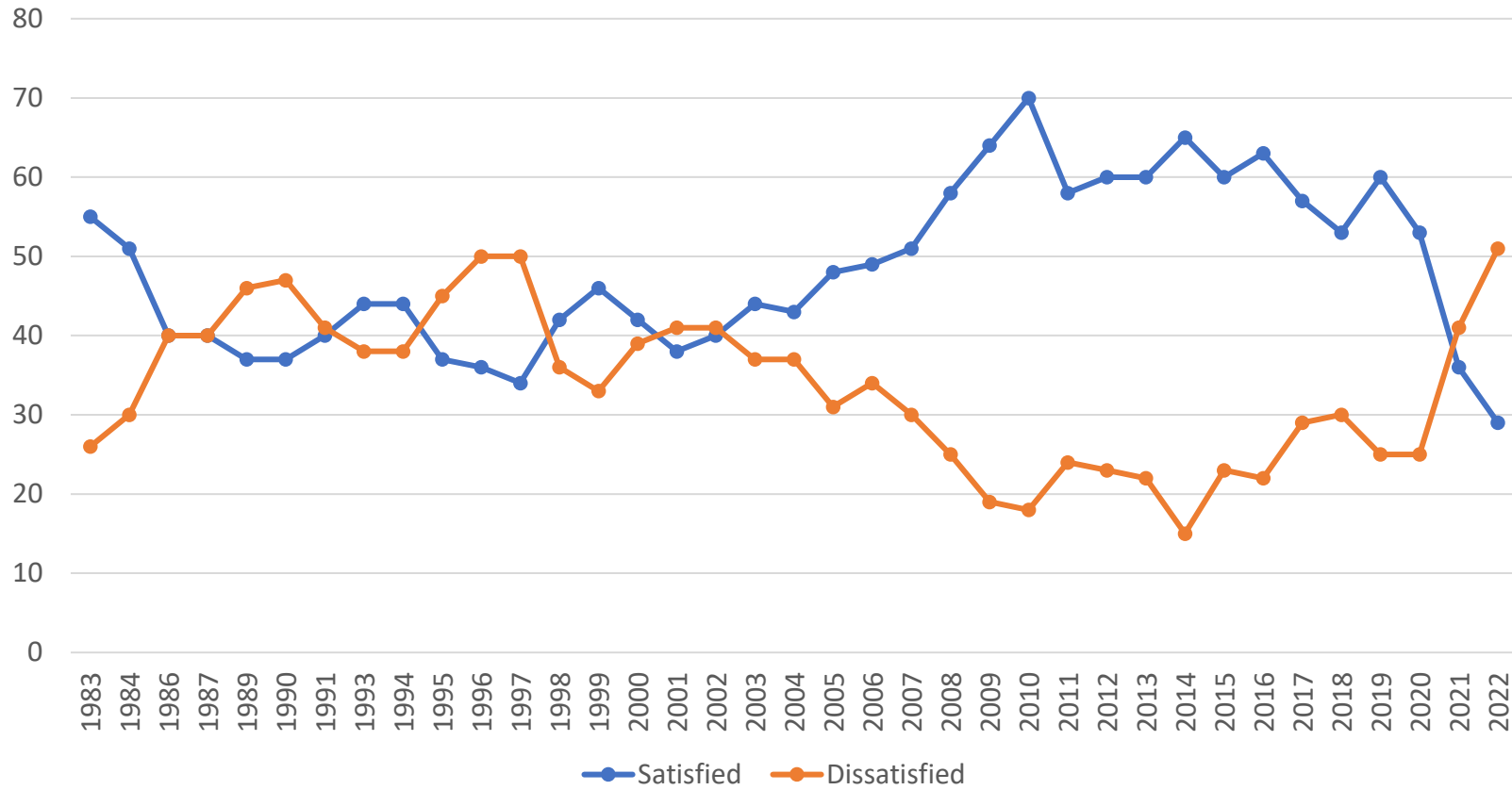


# Economic Evaluations and Conservative Loyalty



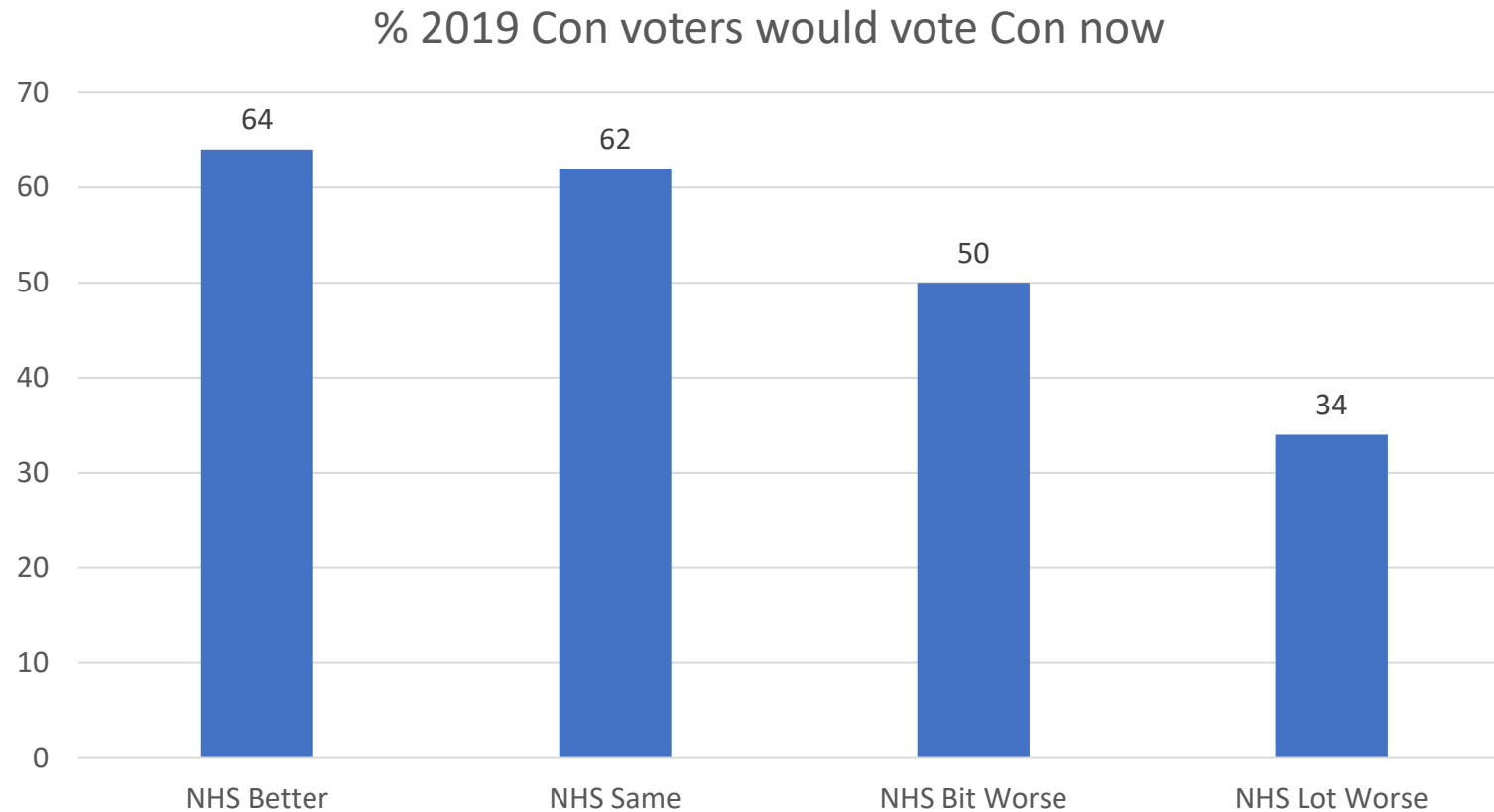
Source: British Election Study Internet Panel May 23 (DK/WNV included in denominator). 12% of 2019 Con voters said economy was getting better, 18% that it was staying the same, 39% getting a little worse, 29% a lot worse.

# A Troubled NHS



Source: British Social Attitudes

# Evaluations of NHS and Conservative Loyalty

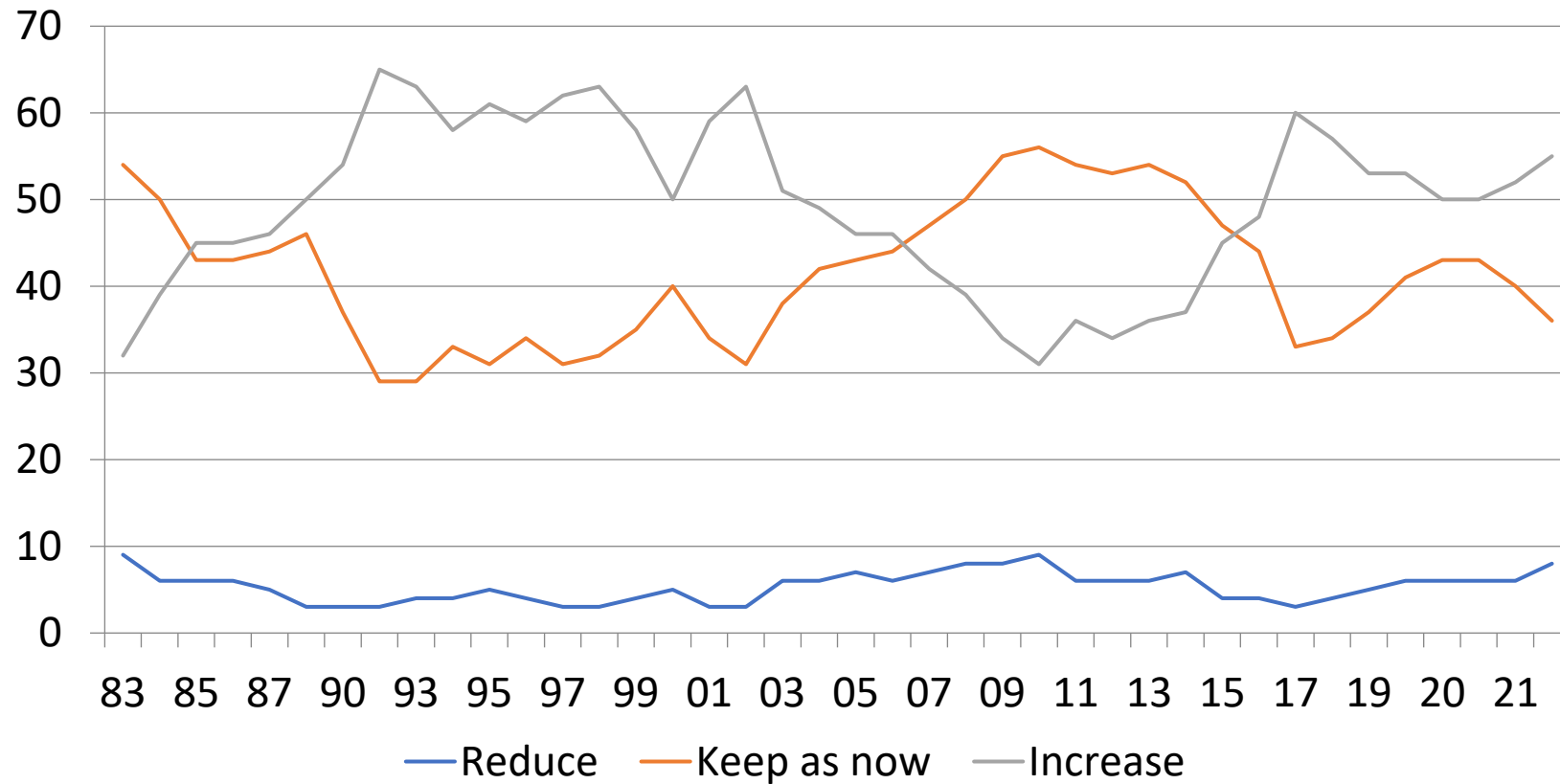


Source: British Election Study Internet Panel May 23 (DK/WNV included in denominator). . 3% of 2019 Con voters thought the NHS was getting better, 15% that it was staying the same, 32% getting a little worse and 46% a lot



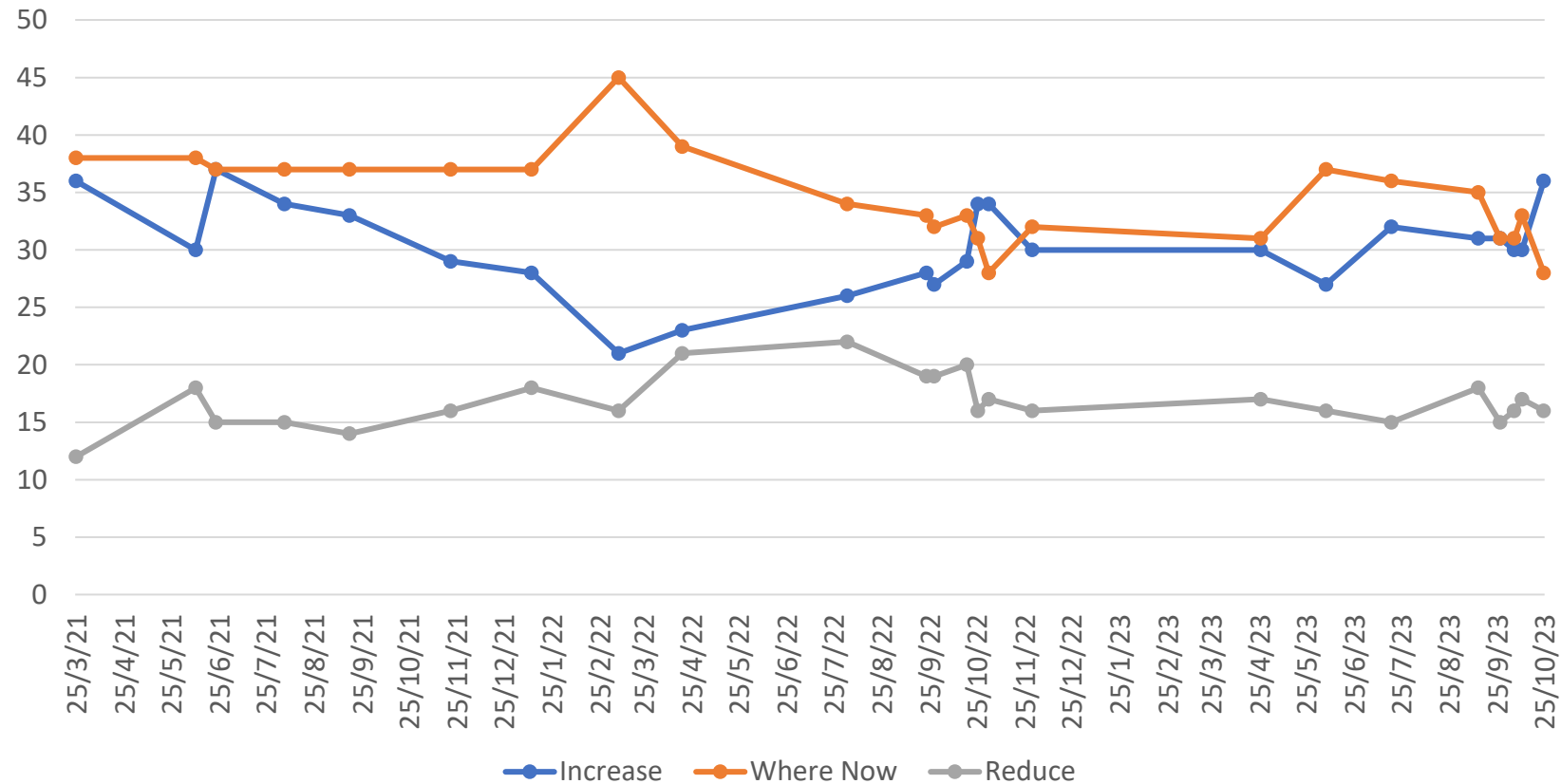
# Has the Thermostat Been Turned Up?

## Taxes and Spending



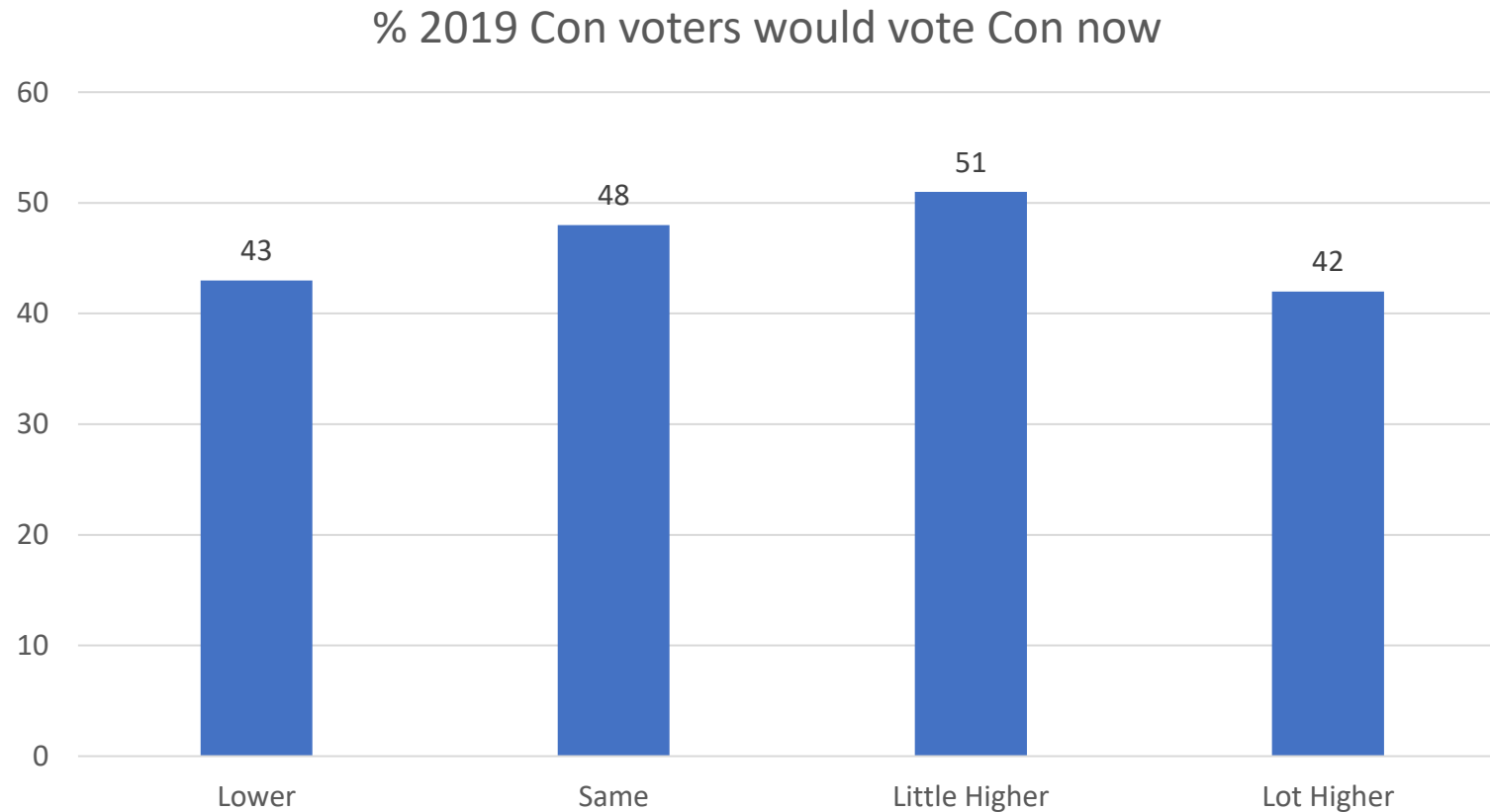
Source: British Social Attitudes except 2020/1P & 2023: NatCen Panel

# Recent Trends in Attitudes Towards Tax and Spend



Source: Opinium. Thinking about the amount of money the government raises in taxes and then spends on public services (such as health and education), do you think they should increase/reduce taxes and spend more/less on public services/ keep taxes and spending about where they are now?

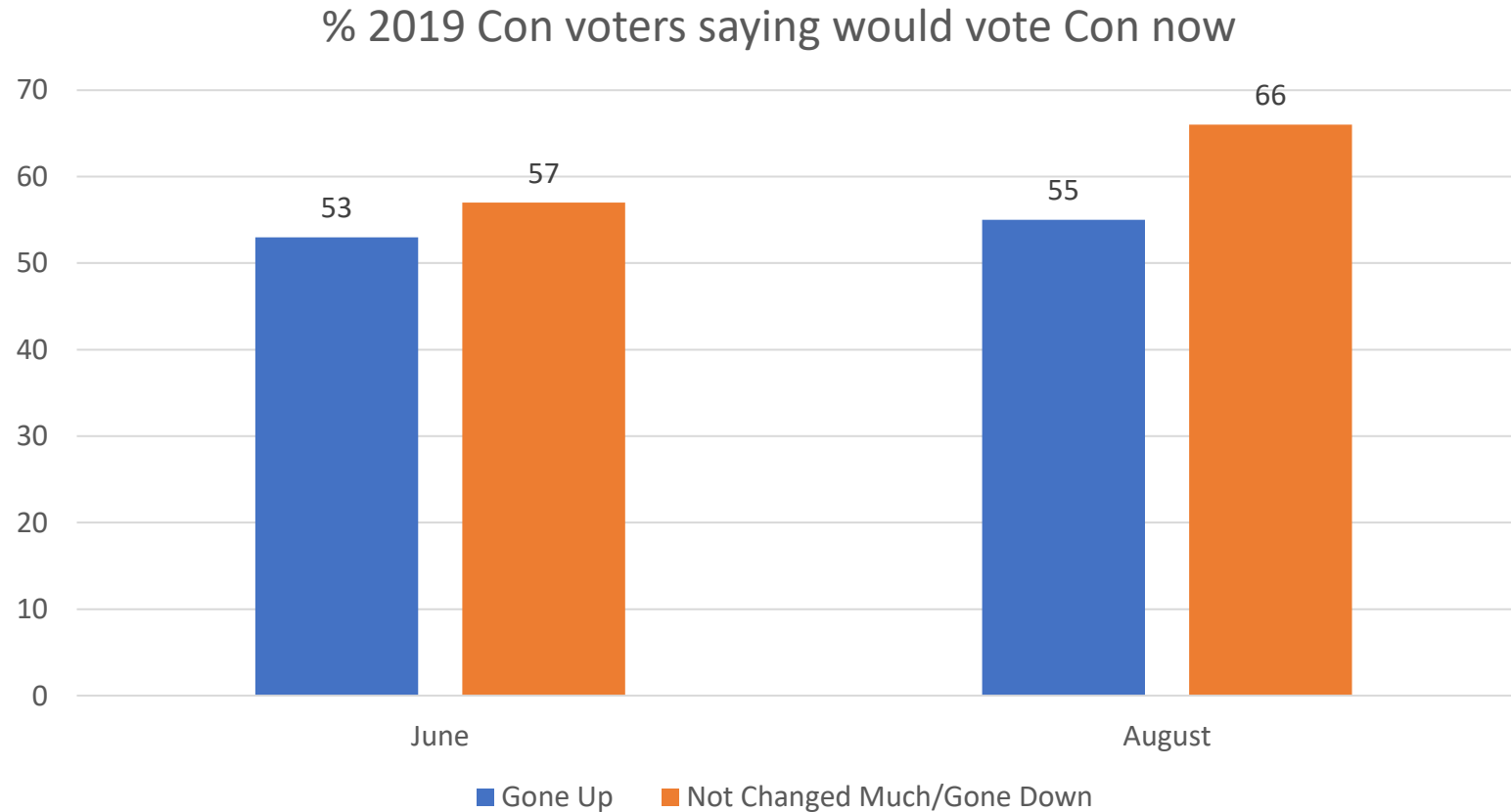
# Evaluations of Immigration and Conservative Loyalty



Source: British Election Study Internet Panel May 23 (DK/WNV included in denominator). . 5% of 2019 Con voters thought immigration was getting lower, 15% that it was staying the same, 22% getting a little higher and 50% a lot higher.

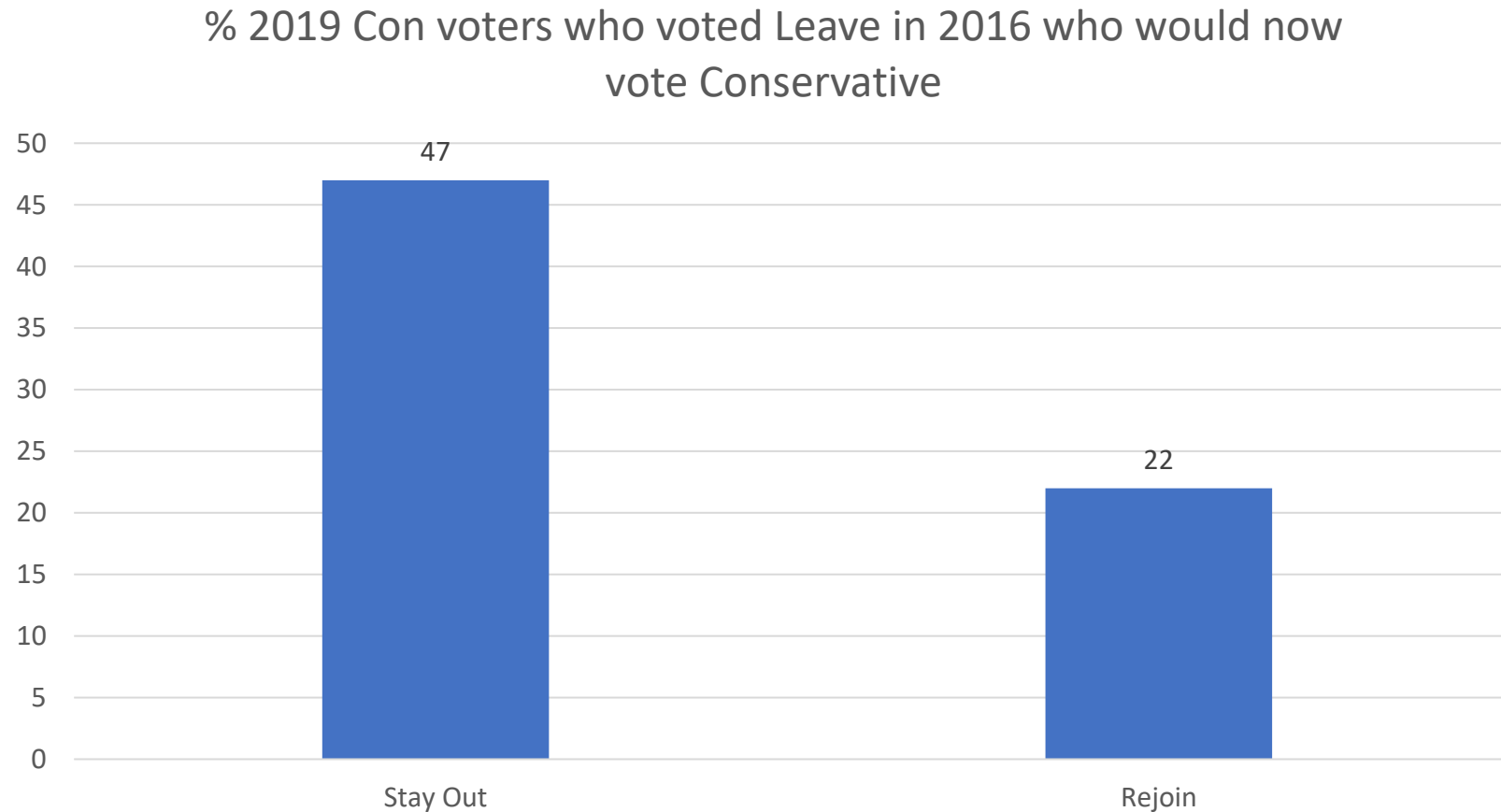


# Do Perceptions of 'Illegal' Immigration Matter?



Source: Redfield & Wilton for UKICE: 17.6.23; 19-20.8.23;. In June 53% said illegal immigration had gone up since Brexit, 35% that it had not changed much/gone down. In August the figures were 50% and 35% respectively, and in October

# Impact of Changed Minds on Brexit



Source: British Election Study Internet Panel May 23 (DK/WNV included in denominator). . 8% said they would now vote to Rejoin, 83% would vote to Stay Out.

# The Fractured Leave Coalition

	Rejoin (%)	Change since 2019	Stay Out (%)	Change since 2019
Conservative	15	n/c	48	-32
Brexit/Reform	2	+2	14	+10
Labour	57	+9	26	+14
Liberal Democrat	15	-8	6	+4
Green	6	+1	4	+2

Source: Average of most recent poll by BMG, Omnisis and Redield & Wilton as of end Oct 23. Comparison is with average of NatCen Panel survey and British Election Study random probability survey of 2019 election.



# Summary

- Challenges That Need To Be Met
  - Leadership
  - The economy
  - Public services (esp NHS)
  - (Brexit)
- Seeming Diversions
  - Immigration
  - Tax Cuts

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**Any  
questions?**

**Professor John Curtice  
University of Strathclyde and  
National Centre for Social Research**

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# **GE2024(/5): The long view**

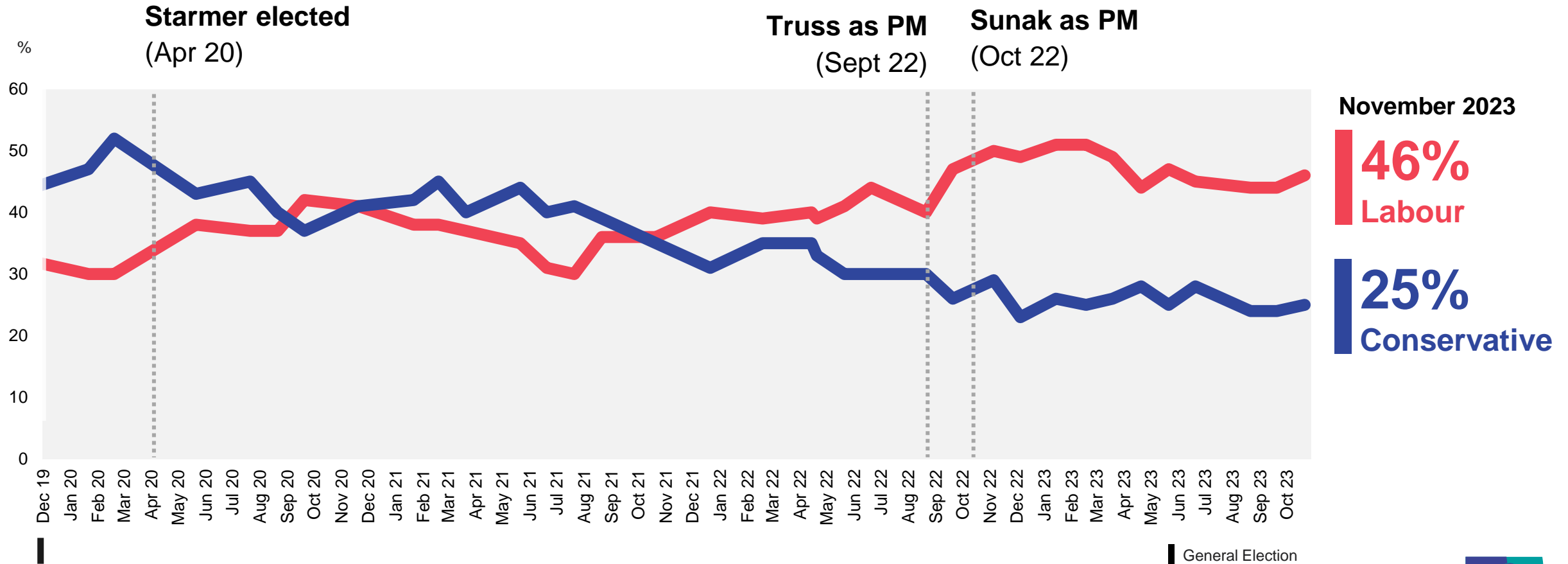
Cameron Garrett, Research Manager, Ipsos  
Ben Roff, Research Executive, Ipsos

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# The Labour party currently have a 21-point lead with Ipsos

How would you vote if there were an election tomorrow?



Base: c. 800 British adults 18; Prior to September 2015 the turnout filter is "All certain to vote"; From July 2015 turnout filter is "all 9/10 certain to vote and always/usually/it depends vote in General Elections. Note small change in methodology in approach to prompting Brexit Party in July 2019

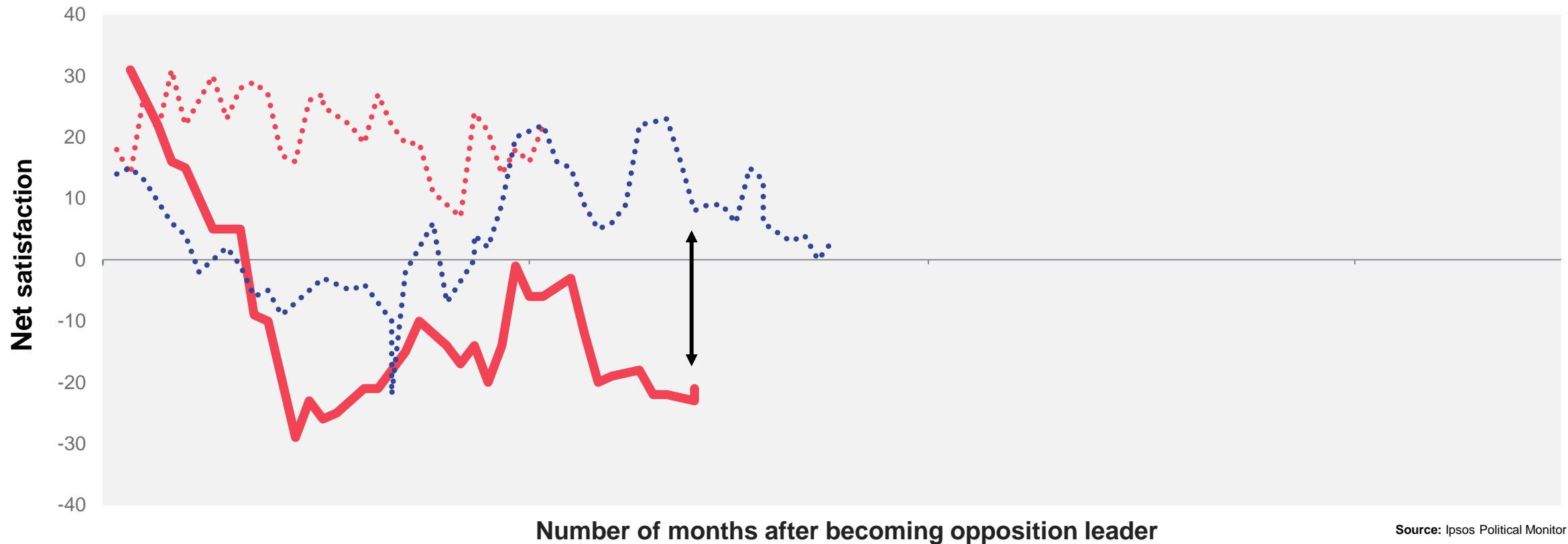


# What's driving the lead – Labour strength or Tory weakness?



# How does Starmer compare to past Opposition leaders?

How satisfied or dissatisfied are you with the way ... is doing his job as leader of the ... Party?



Source: Ipsos Political Monitor

Starmer



Blair

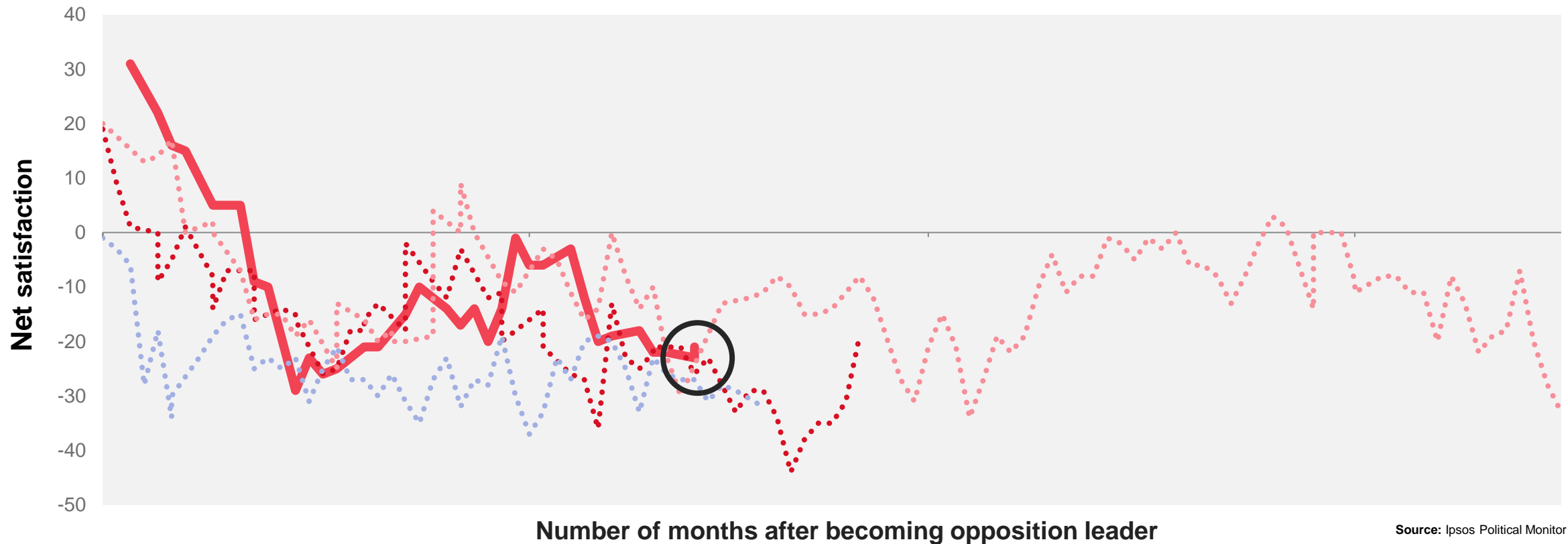


Cameron



# How does Starmer compare to past Opposition leaders?

How satisfied or dissatisfied are you with the way ... is doing his job as leader of the ... Party?



Source: Ipsos Political Monitor

Starmer

Miliband

Kinnock

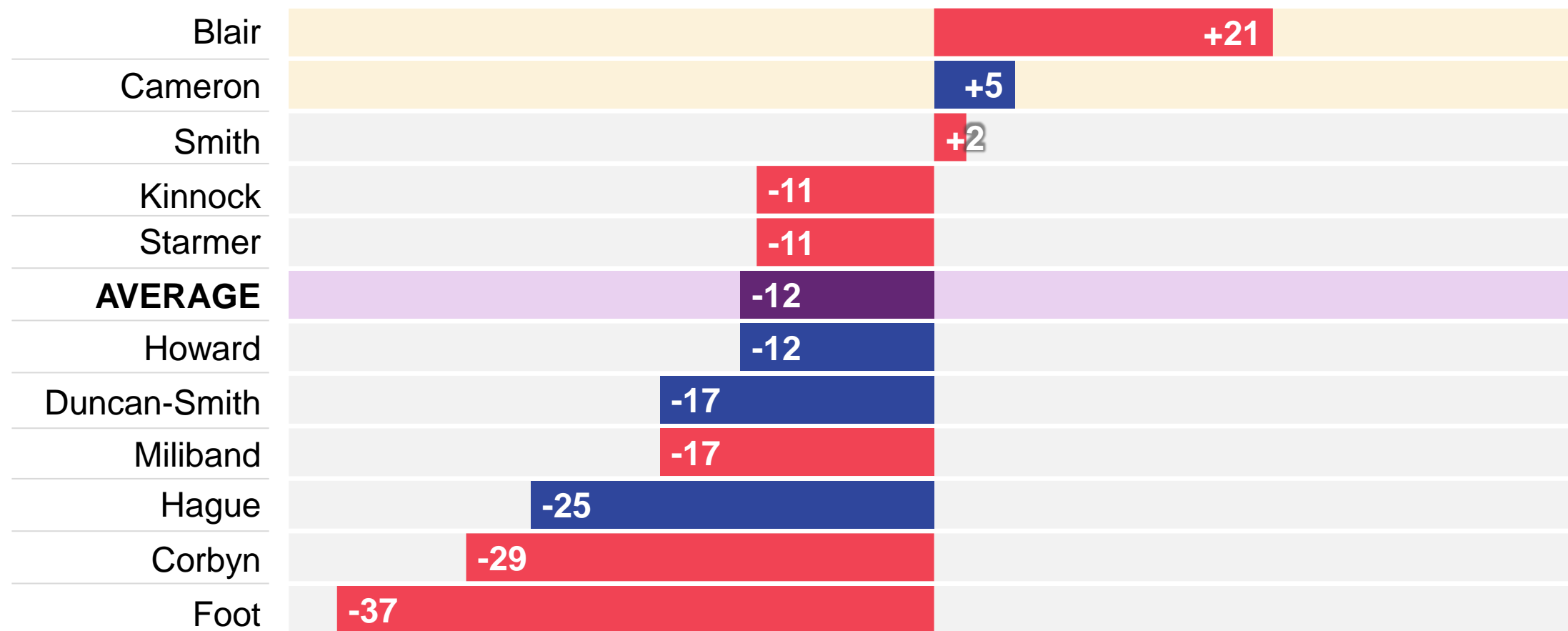
Hague



# Starmer's ratings are in line with the average for an opposition leader – but most lost

How satisfied or dissatisfied are you with the way ... is doing his job as leader of the ... Party?

Average net satisfaction while Leader of the Opposition





# The public are split on whether Labour is ready for government

To what extent, if at all, do you agree or disagree with the following?  
Labour is ready to form the next Government

Averages under each leader



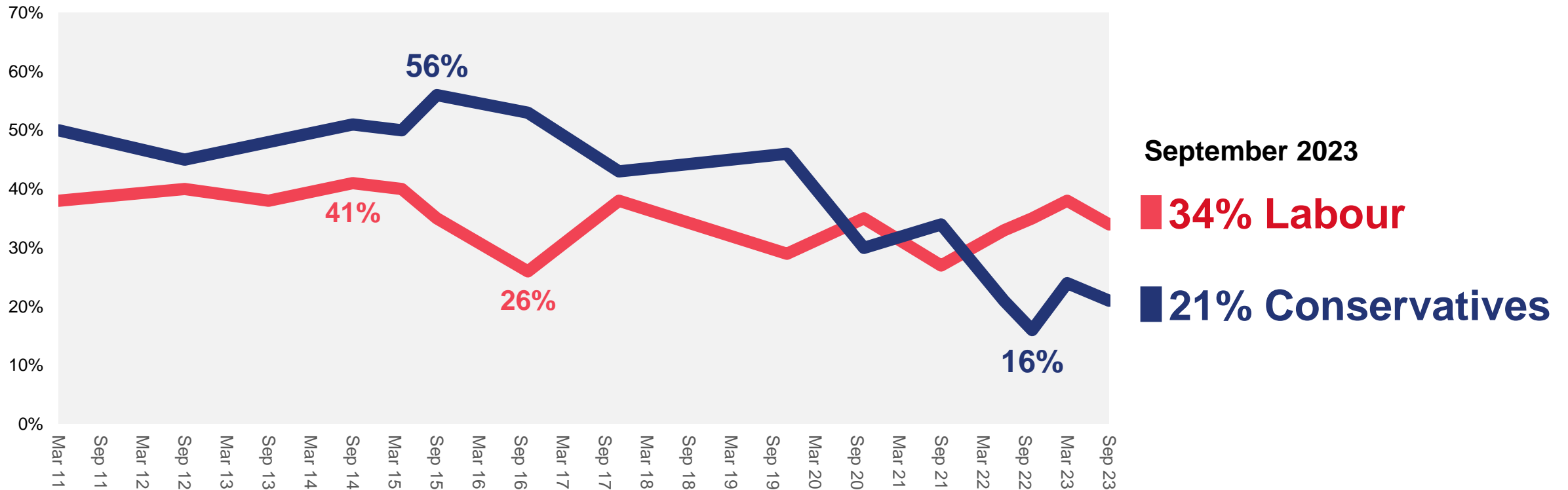
Source: Ipsos Political Monitor



# And perceptions on their competency have not changed much

I am now going to read out some things both favourable and unfavourable that have been said about various political parties. Which of these if any do you think apply to...?

## % Describing ... as “fit to govern”, 2011-2023



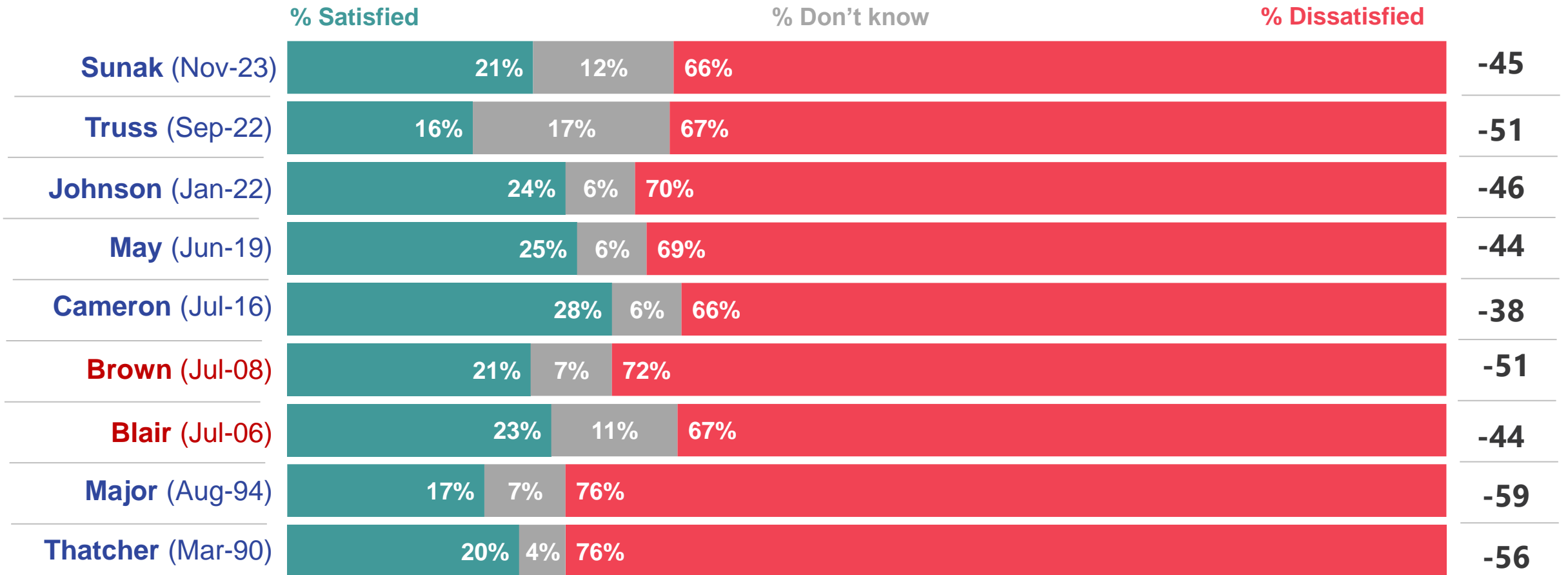
Latest wave base: 1,004 British adults 18+, 6-12 September 2023.  
c.1000 people asked each wave.

Source: Ipsos Political Monitor



# Sunak's ratings are usually terminal for a Prime Minister

How satisfied or dissatisfied are you with the way ... is doing his/her job as Prime Minister? **PM's worst ratings**



**Note:** Data collected prior to February 2008 was collected via face-to-face methodology; data collected from February 2008 was via telephone

Source: Ipsos Political Monitor

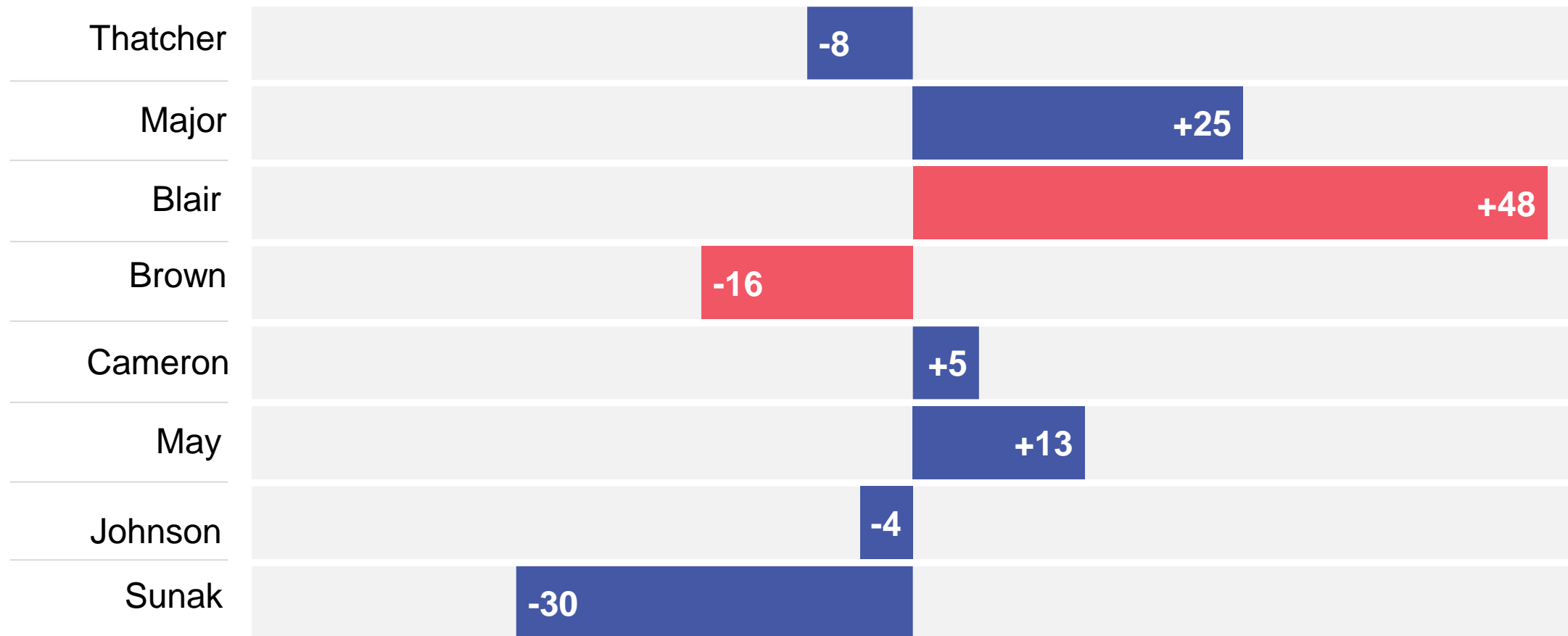
Base: c.1,000 British adults each month



# Circumstances differ but Sunak has had the worst first year as PM in 40 odd years (bar maybe his predecessor...)

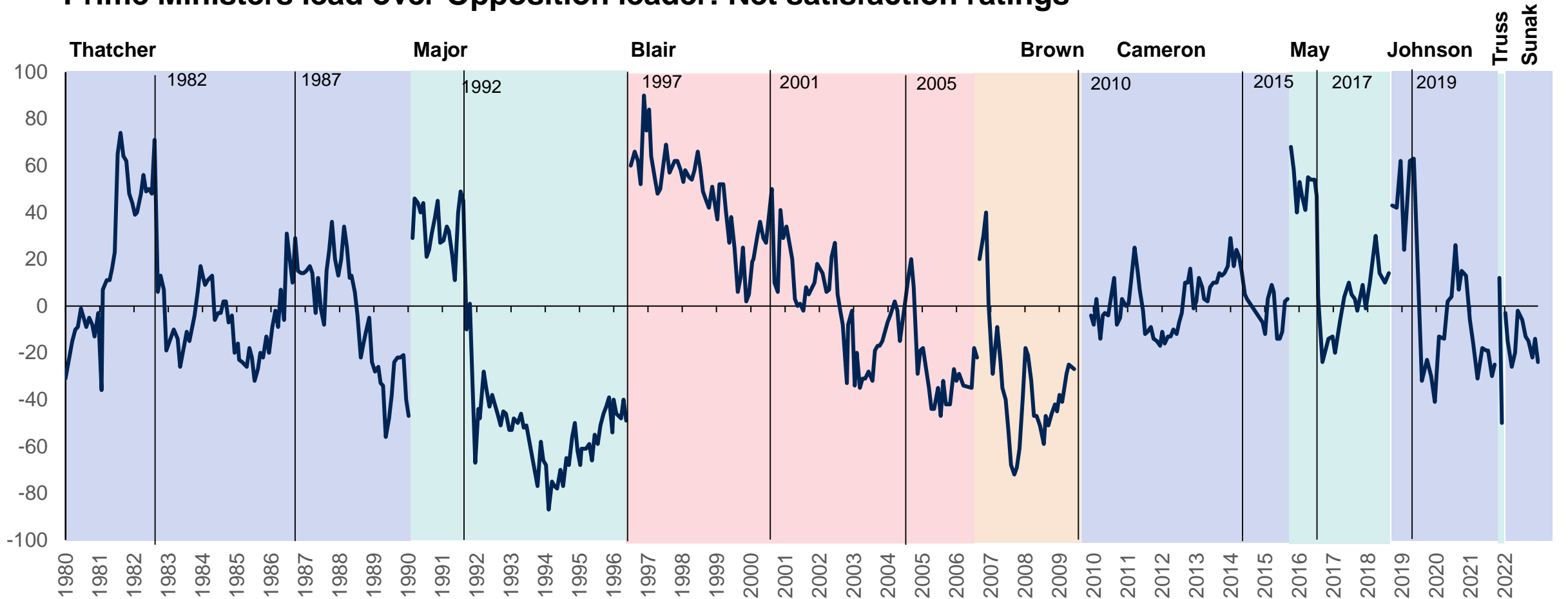
How satisfied or dissatisfied are you with the way ... is doing his job as leader of the ... Party?

Average net satisfaction one year after being Prime Minister



# If a PM trails an Opposition leaders' ratings, they tend to lose...

## Prime Ministers lead over Opposition leader: Net satisfaction ratings



Note: Data collected prior to July 2008 was collected via face-to-face methodology; data collected from July 2008 was via telephone

Source: Ipsos Political Monitor

Base: c.1,000 British adults each month





# How bad is it for the Government?



# Two in say consistently say that it's time for a change at the next election...

**% Saying it is time for a change at the next election**

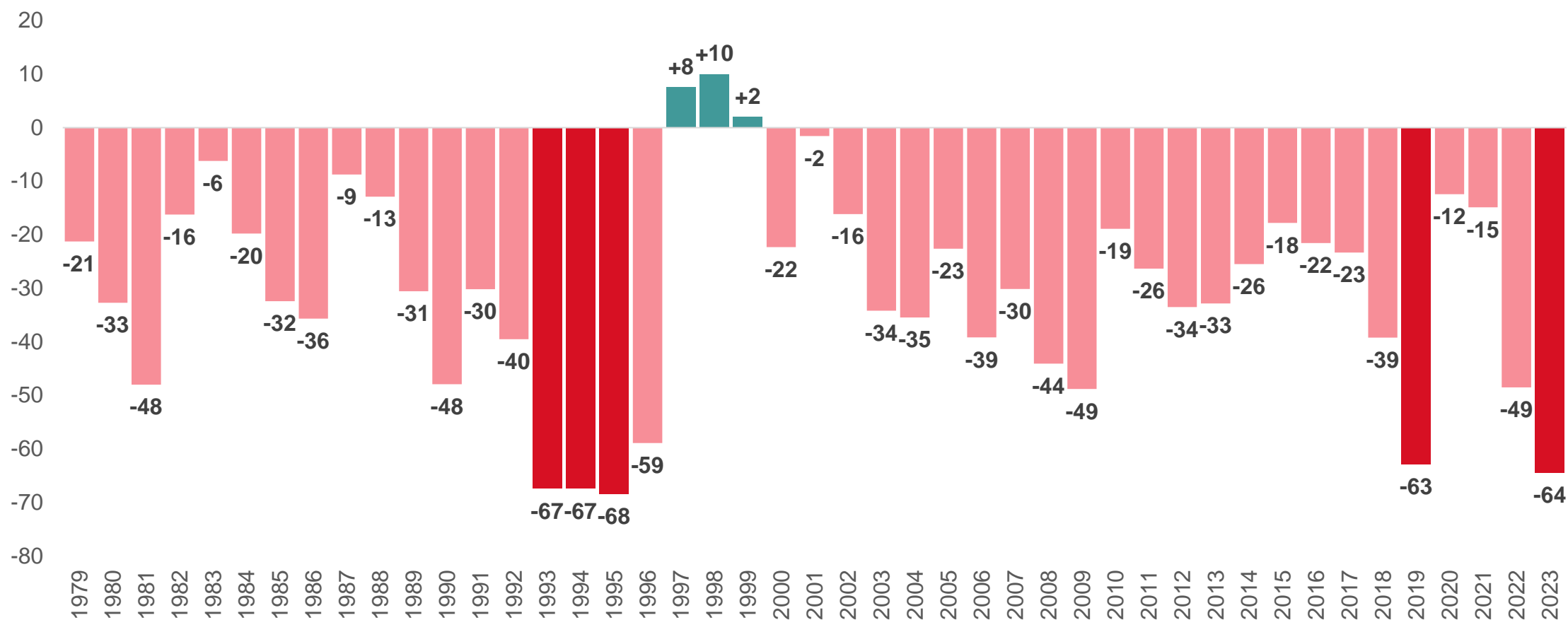


Source: Ipsos Political Monitor



# Net satisfaction with the Government is historically low – with the annual average only being better than 1993-1995

## Average yearly Ipsos Government satisfaction rating



## 80% said they were dissatisfied with the Government in November 2023, including:

- **70%** of those who voted Conservative in 2019,
- **51%** who intend to vote Conservative at the next General Election,
- **77%** of 'Leave' voters
- **83%** of over 55-year-olds

Source: Ipsos Political Monitor





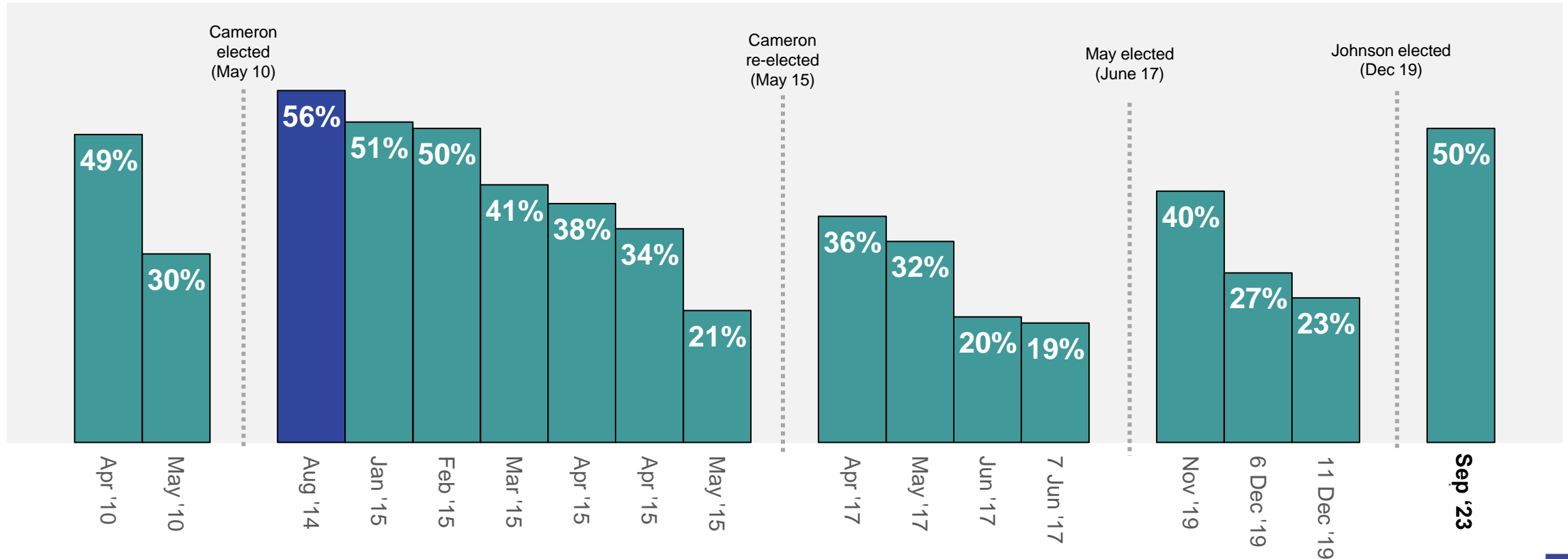
# Can the Conservatives turn it around?





# Half say they may still change their mind on who to vote for...

Have you definitely decided to vote for one party or is there a chance you may change your mind before you vote? % May change their mind



Base: All British adults 18+ giving a voting intention (767)

Source: Ipsos Political Monitor



# Sunak's pledges – the right areas but public think government is not delivering (and it is getting worse)

In your opinion, do you think the Conservative government led by Rishi Sunak is doing a good job or a bad job, if either, at delivering in the following areas?

**Easing the cost of living and giving people financial security**



**63%** bad job  
**+14pts** since Jan

**Reducing NHS waiting lists**



**71%** bad job  
**+16pts** since Jan

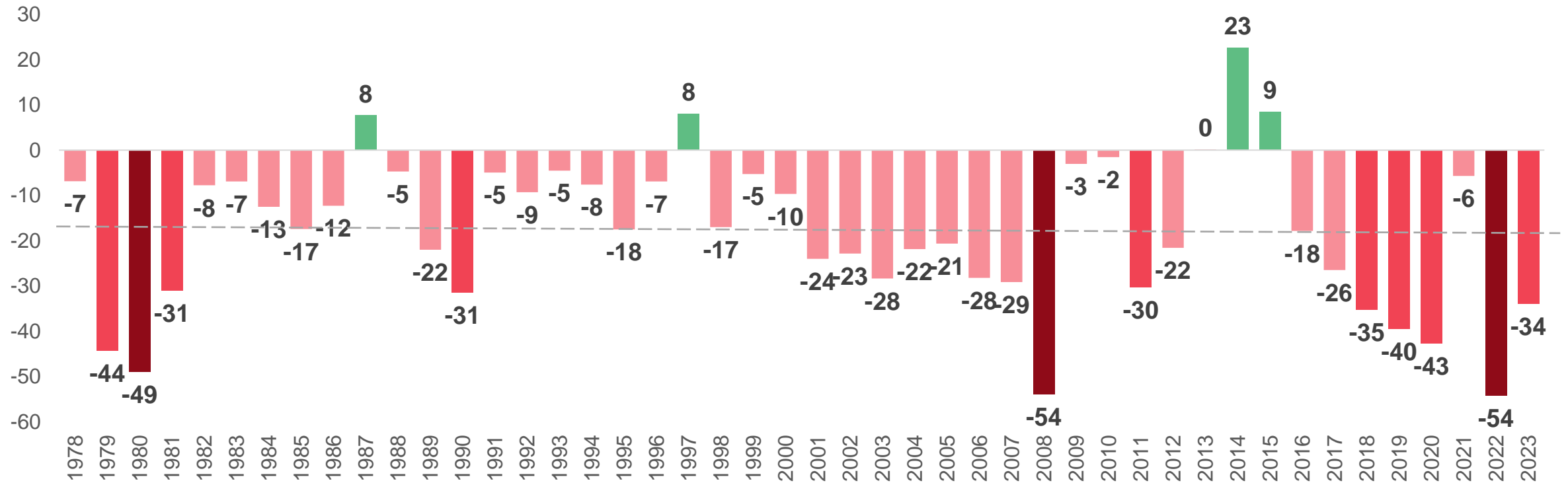
**Making sure people who come here illegally are detained and swiftly removed**



**65%** bad job  
**+17pts** since Jan

# Economic optimism historically low (but not as bad as last year....?)

## Average yearly Ipsos Economic Optimism Index

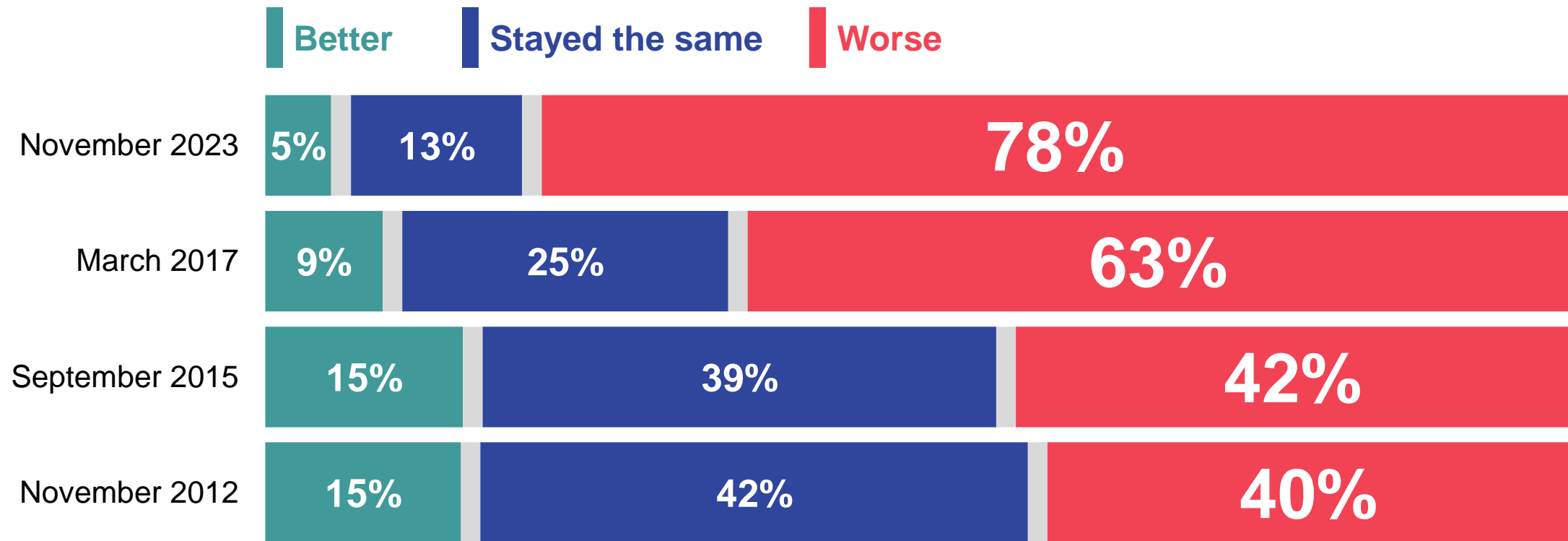


Source: Ipsos Political Monitor



# And over the course of the Conservatives' time in government, they think the quality of public services has gotten worse

Thinking about public services overall, do you think the quality of public services has got better or worse in the last five years, or has it stayed the same?



Base: 1,001 British adults 18+, 1-8 November 2023

Source: Ipsos Political Monitor



# In conclusion...

# 1

The public are feeling pessimistic and blame the Government - which is good news for Labour even if they haven't fully won over voters

# 2

With about one year to go, Labour are most likely to be elected to Government, but Starmer will be the least popular leader of the Opposition to ever make it to No 10

# 3

But there will be no easy answers for a Labour govt. as they try to improve public services with limited money

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# Any questions?

**Cameron Garrett**

Research Manager, Ipsos Public Affairs

**Ben Roff**

Research Executive, Ipsos Public Affairs

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# Millennial Mindset

James Blagden, Head of Politics and Polling (Onward)

**British Polling Council Early Career Researcher Showcase**

*22nd November 2023*

# What is this?

What are Millennials' concerns, values, and policy priorities?

- 6,065 GB representative sample + 2,002 booster for 25-40-year-olds
- 6 April - 14 April

Cohort definitions:

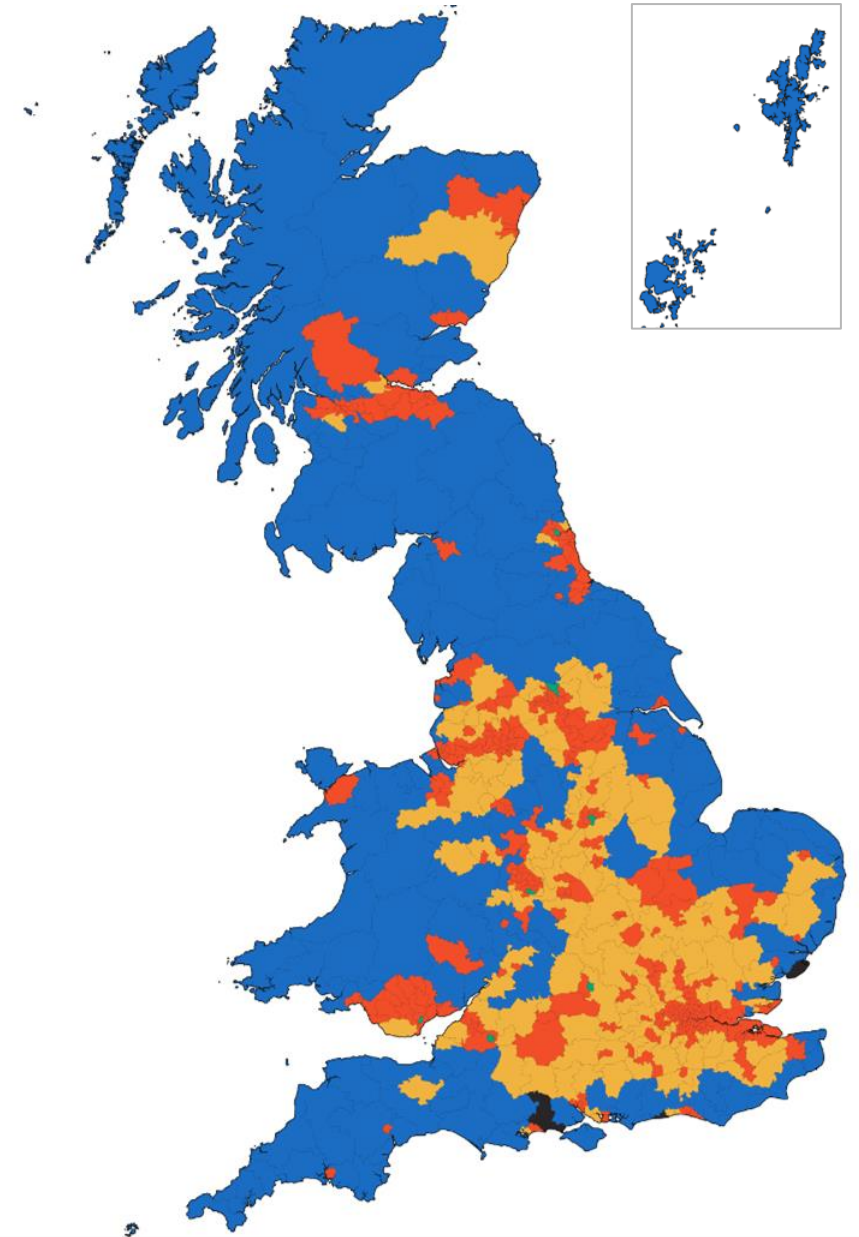
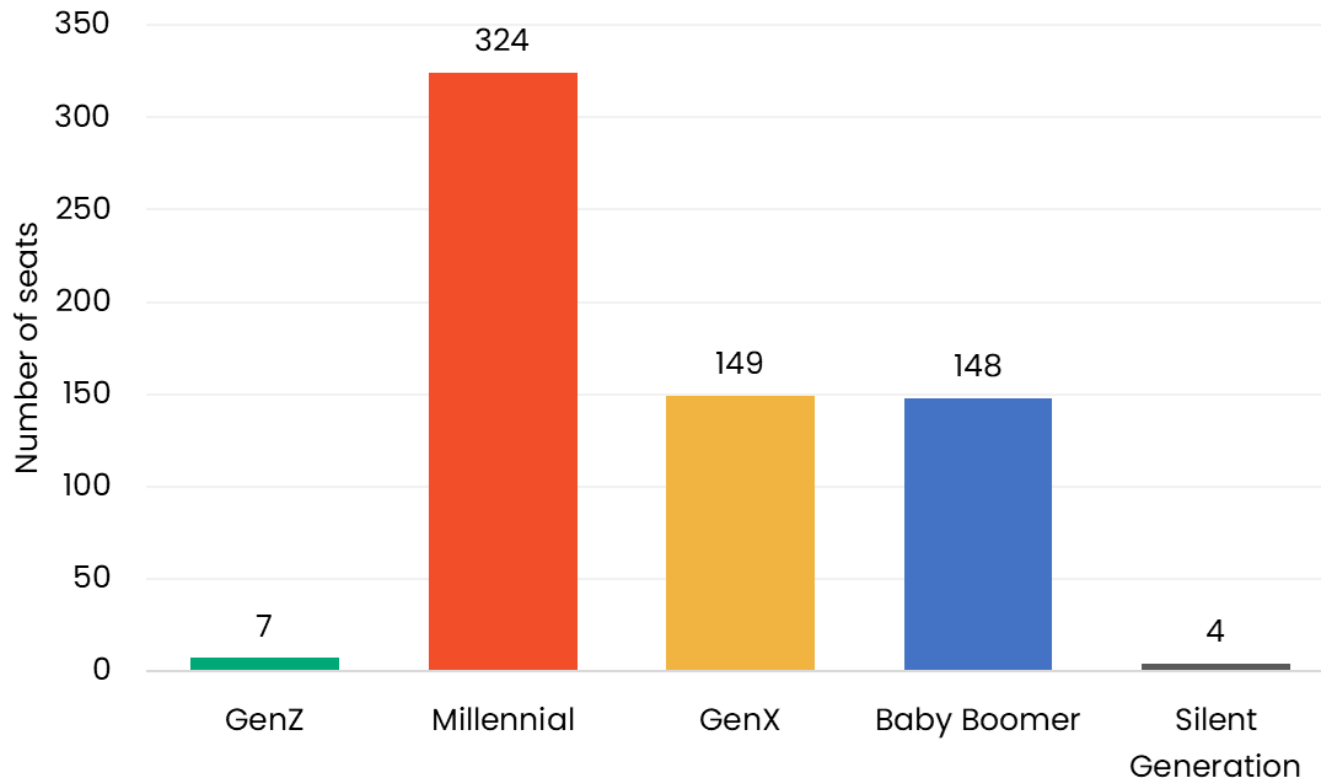
- Generation Z                      18-24
- Millennials                        25-40
- Generation X                      41-55
- Baby Boomers                    56-70
- Silent Generation                71+

# It matters what Millennials think

Millennials make up **26%** of the adult population

They are the largest generation in **half of GB seats**

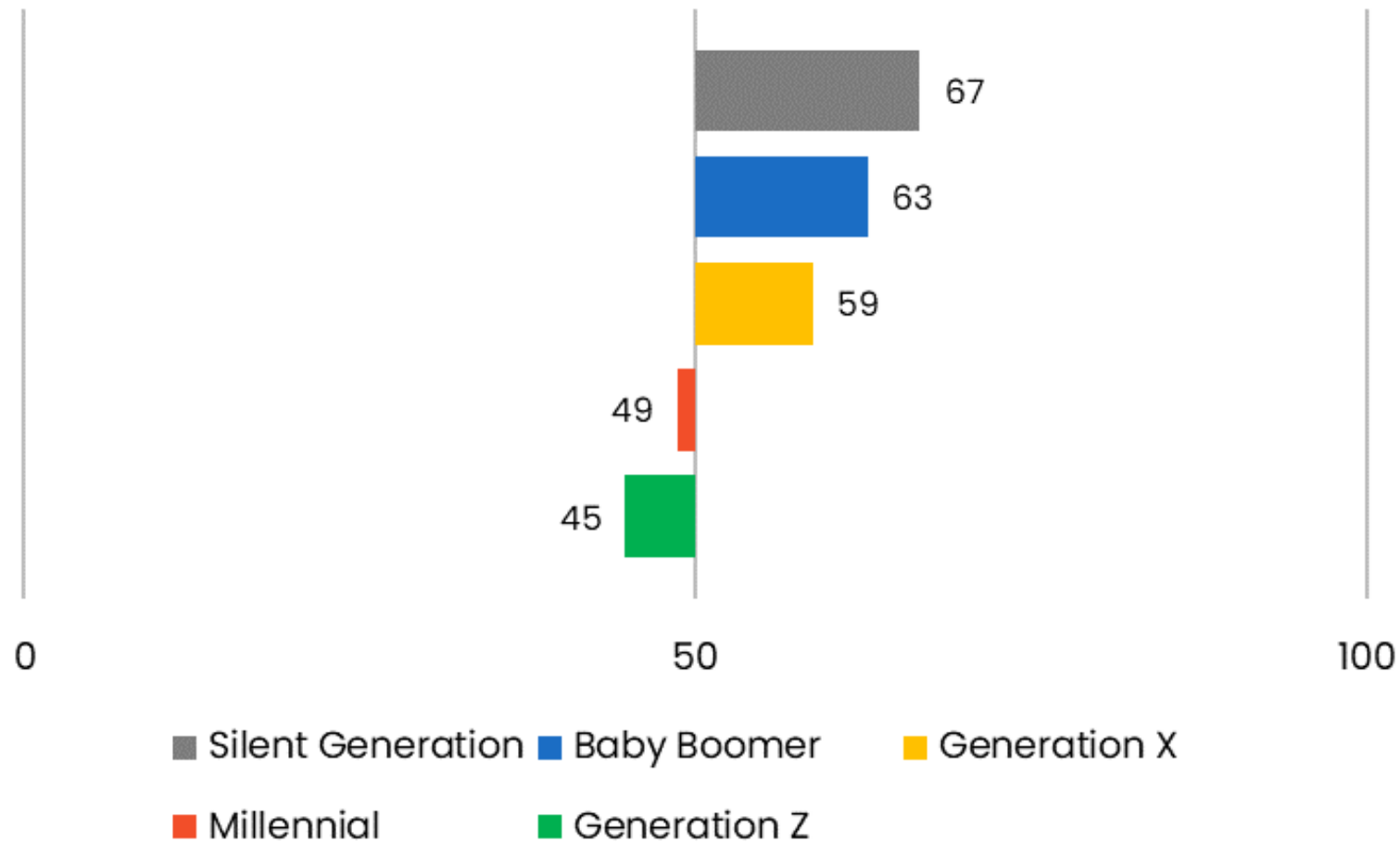
They outnumber Baby Boomers in **two-thirds of seats**



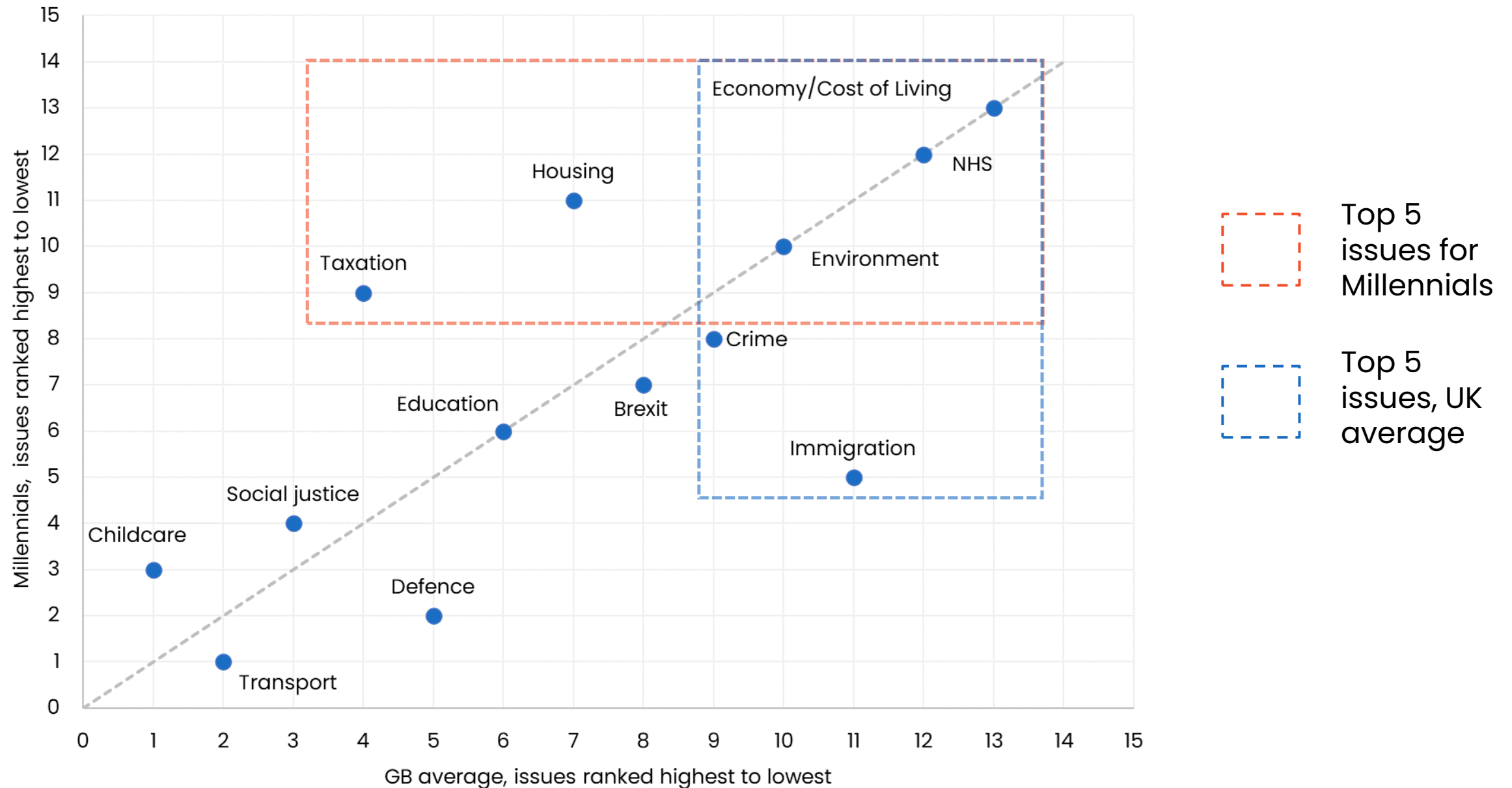
# Do Millennials want more focus on cultural issues?

Politicians talk too much about economic issues compared to cultural issues like race, gender and freedom of speech

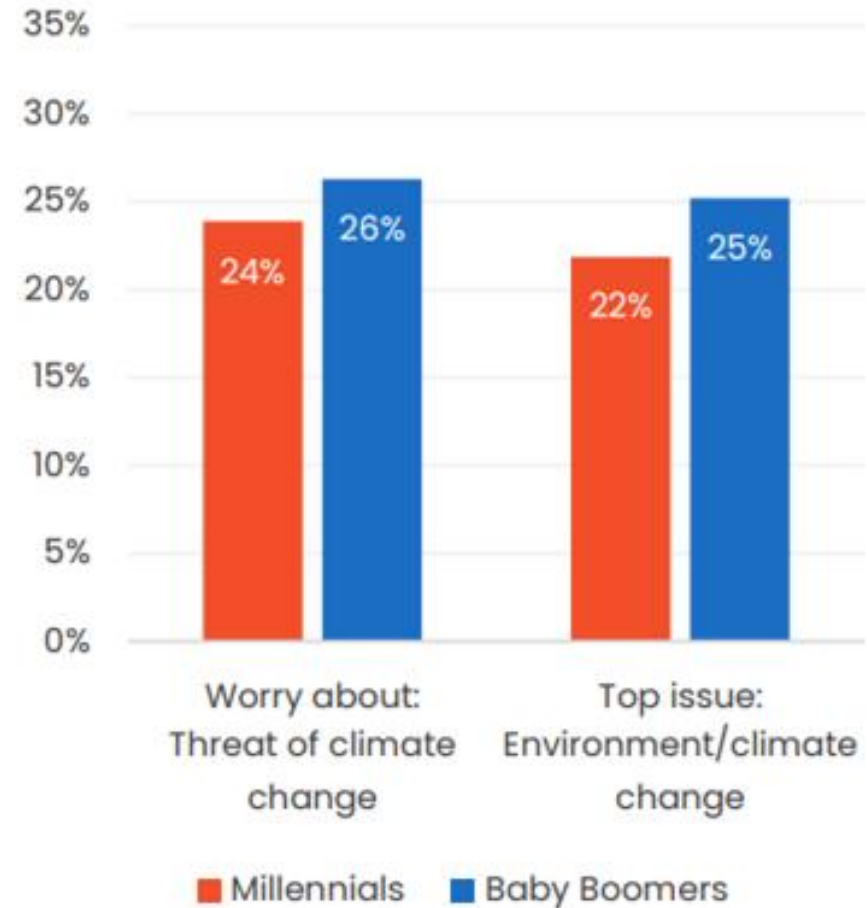
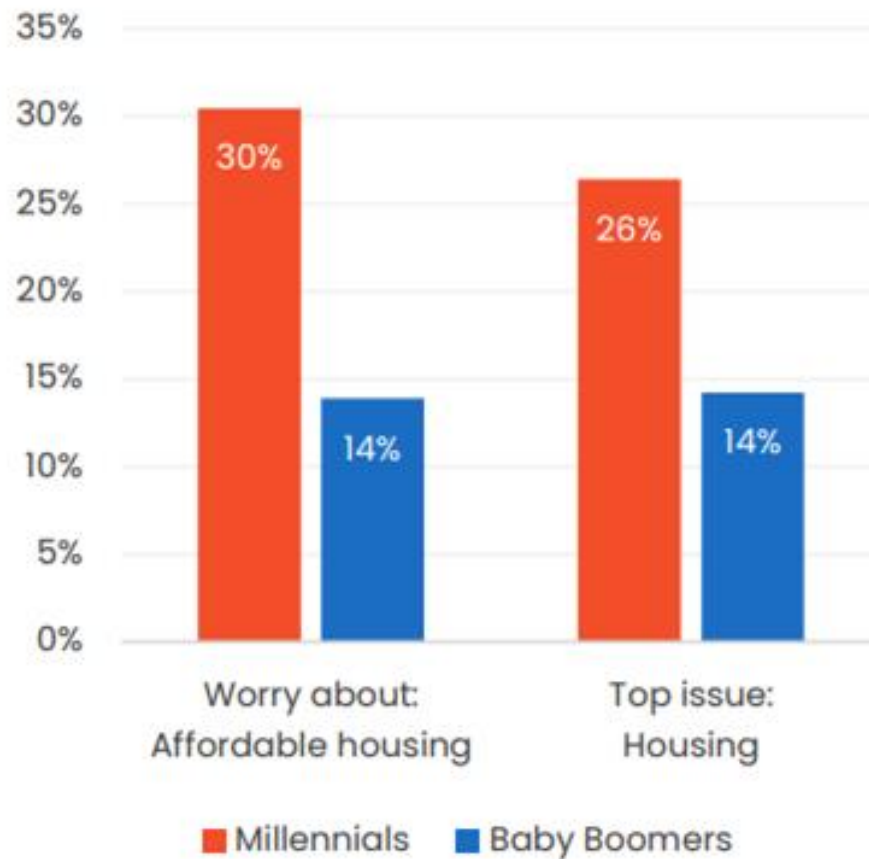
Politicians talk too much about cultural issues like race, gender and freedom of speech compared to economic issues



# Their top issues are housing and taxation



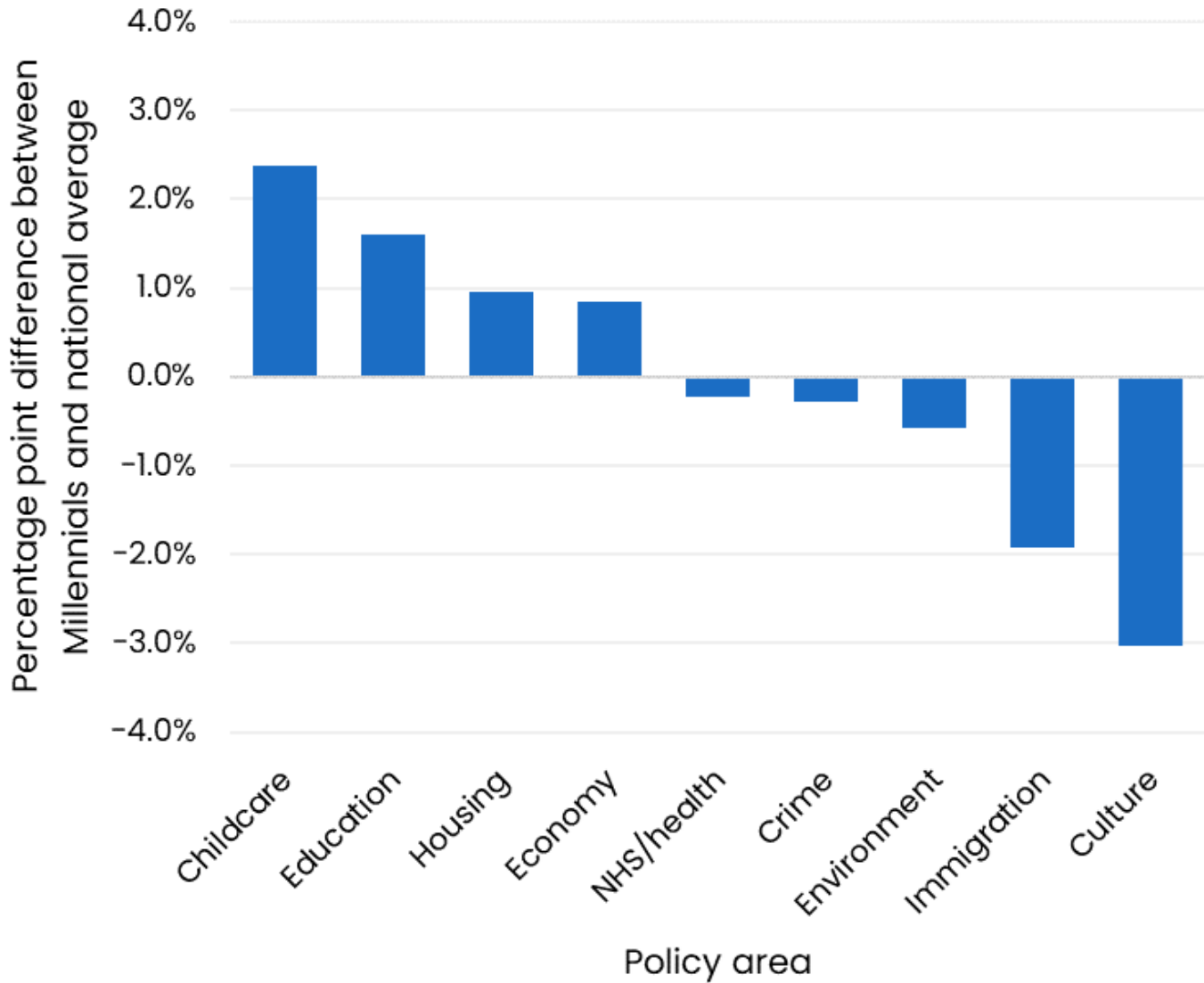
# More interested in housing, less into the environment



Note: "Worry about" asks "If you think about your own future, and that of your family, what issues do you most worry about?"

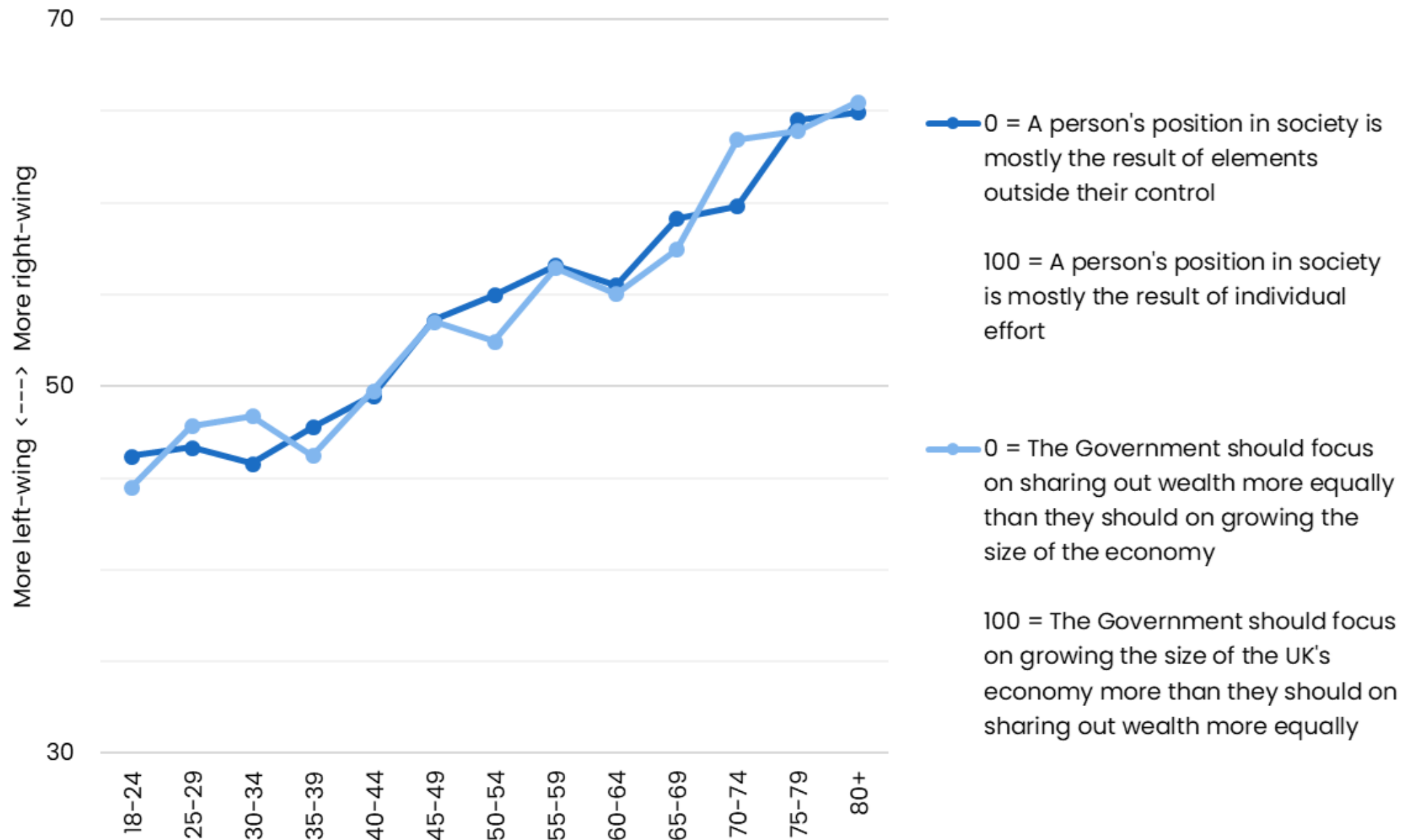
"Top issue" asks: "What do you see as the most important issues currently facing Britain?"

# Stronger views on economic policy than culture

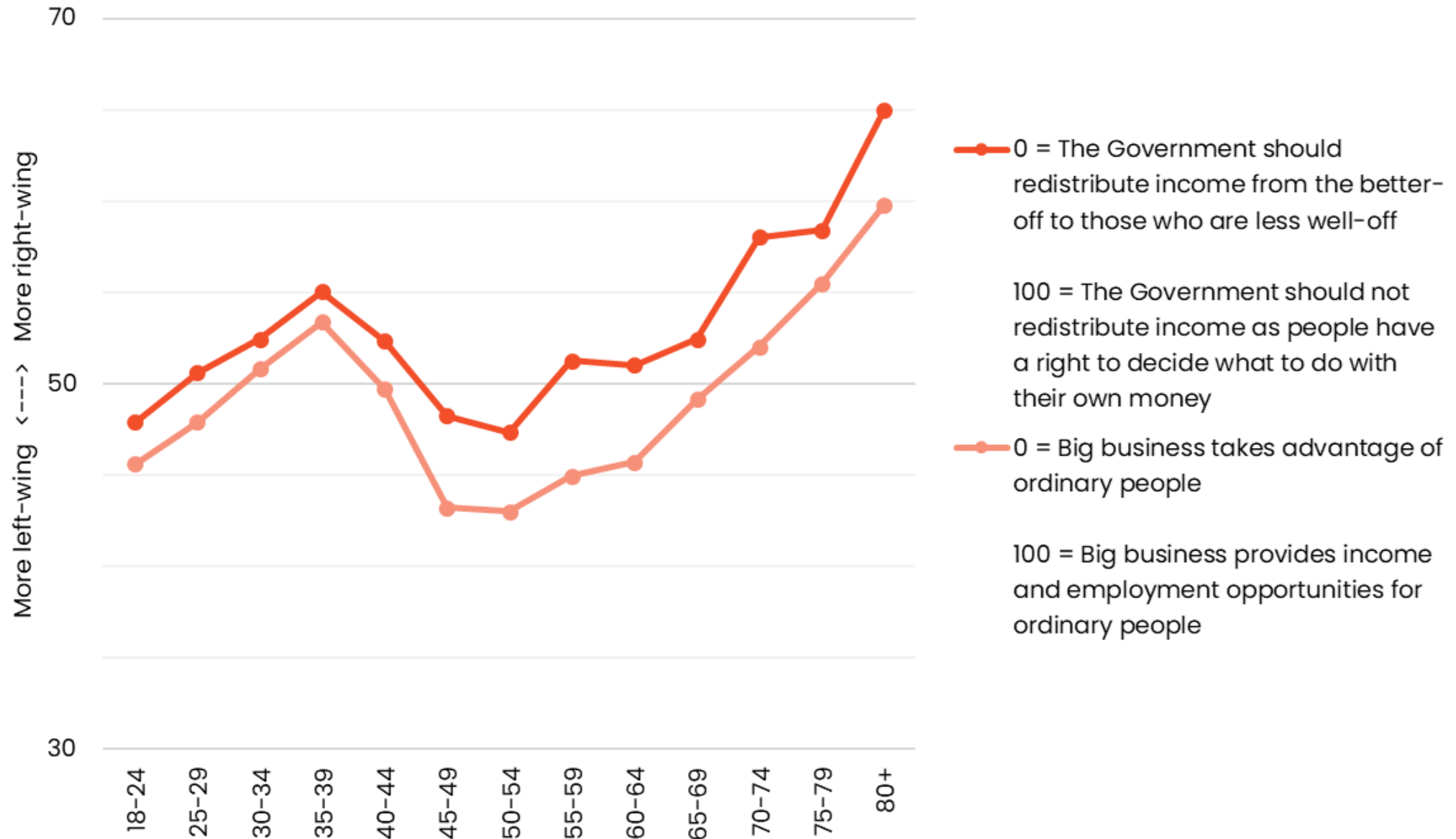




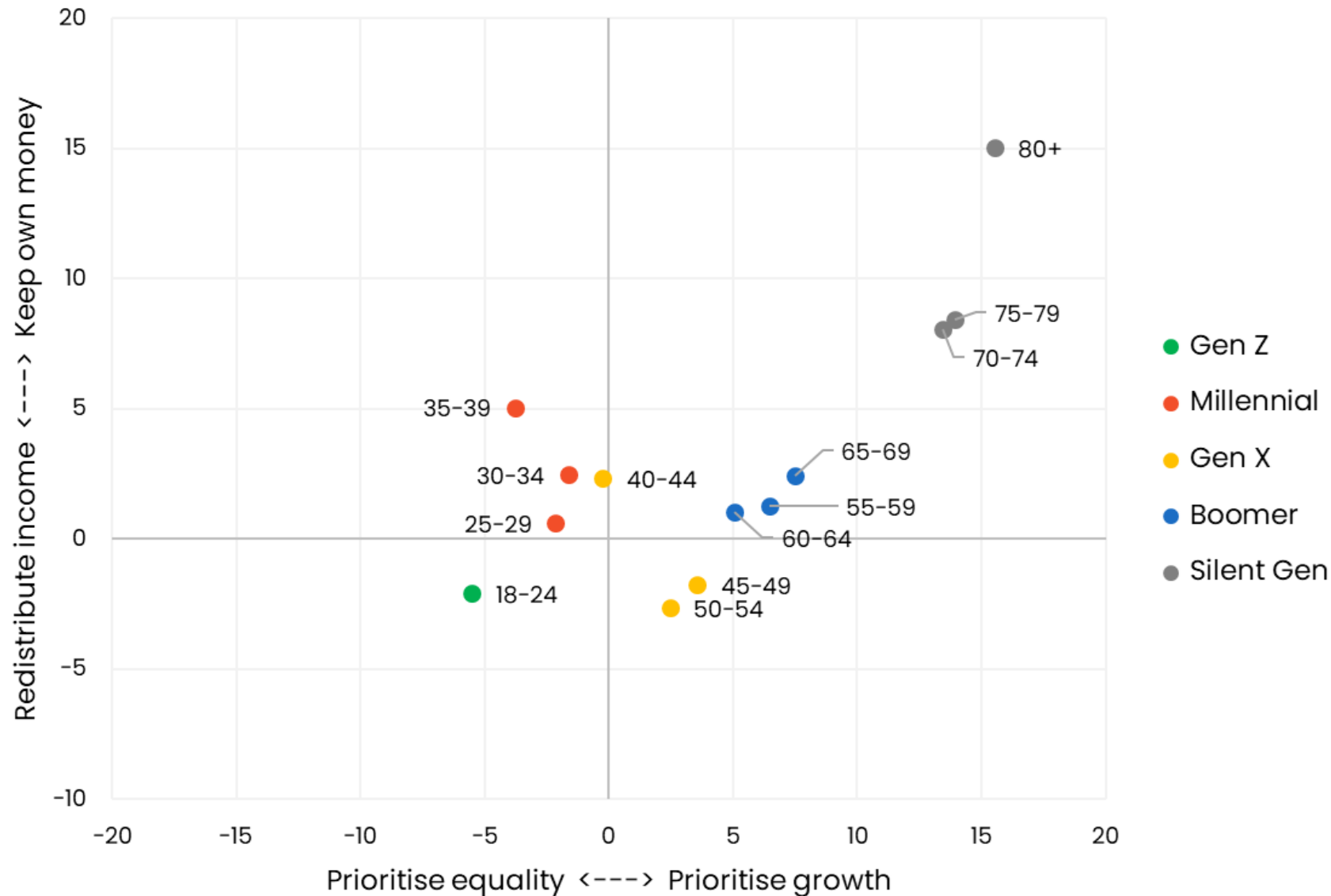
# Millennials have centre-left values



# But are centre-right on specific issues



# Millennials are “Shy Capitalists”



## X-axis

The Government should focus on **sharing out wealth more equally** than they should on growing the size of the economy

VS

The Government should focus on **growing the size of the UK's economy** more than they should on sharing out wealth more equally

## Y-axis

The Government should **redistribute income** from the better-off to those who are less well-off

VS

The Government should not redistribute income as **people have a right to decide what to do with their own money**

# So what does this mean for policy?

- Their focus is the **same core set of issues** as the rest of the electorate – but with a particular emphasis on **housing** and **jobs**
- They **care less** about **cultural** and **social** issues than we might think
- **Millennials are shy capitalists** – say they want equality emphasised for all but prefer policies that promote growth
- A policy offering needs to be a mix of **substance** and **signals**. Can't ignore vibes, but need respond to their specific interests

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**Any  
questions?**

**James Blagden**  
Onward

**British  
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# **Understanding the Red Wall: 2019 to Today**

Joel Hooper, Ipsos

**British Polling Council Early Career Researcher Showcase**  
*22nd November 2023*

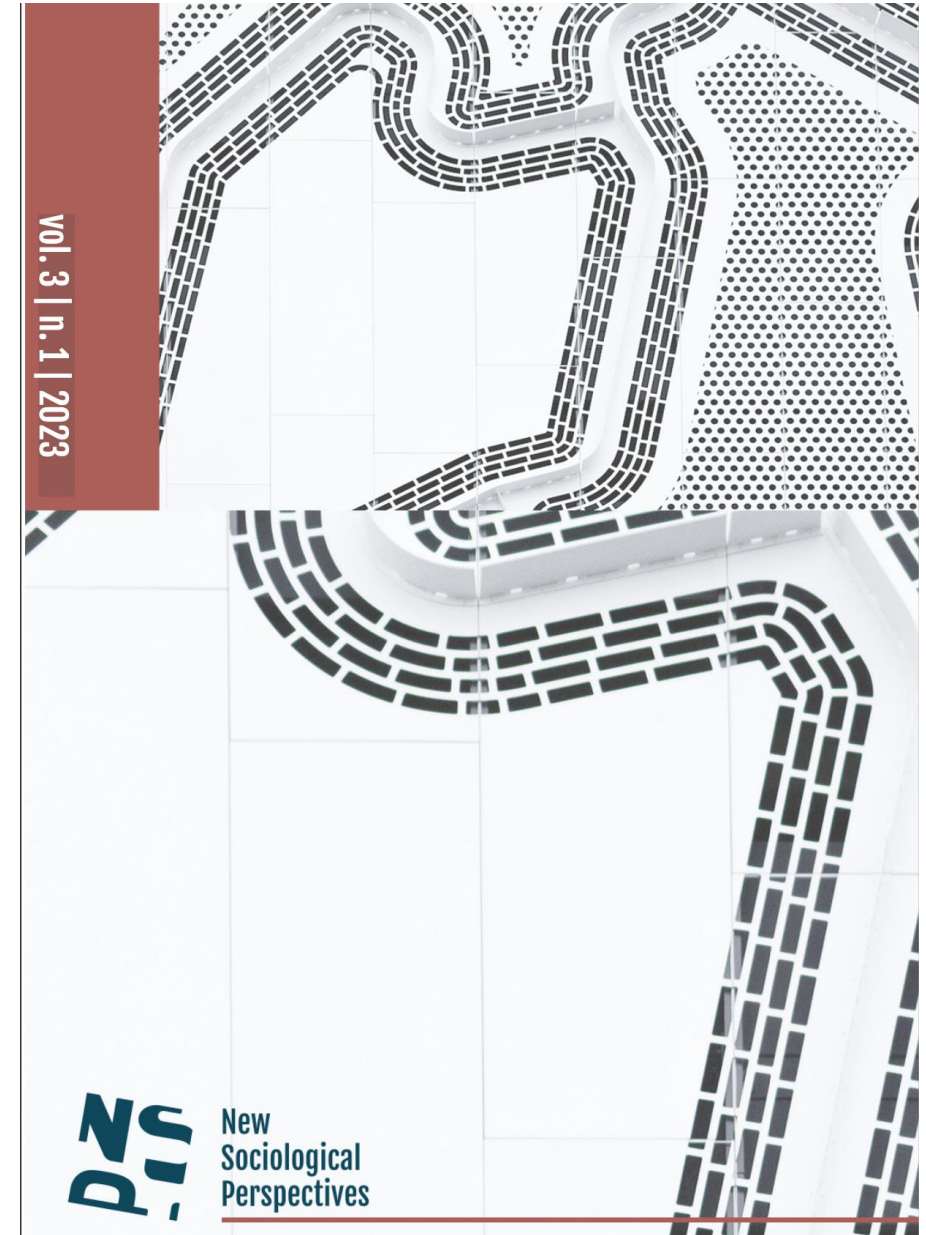
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# My Background

Why did the Red Wall fall? Accounting for Labour's 'left behind' in the fallen Red Wall.

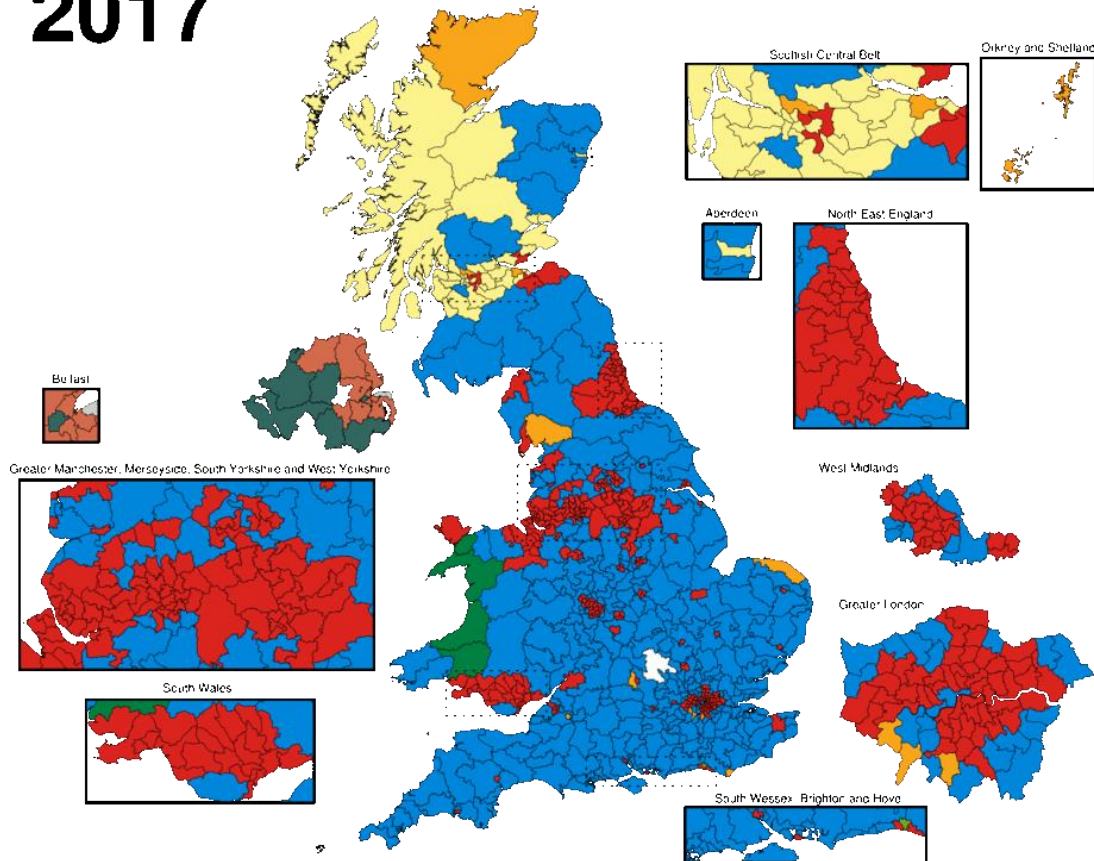
Recent peer-reviewed research article:

- Qualitative research on Red Wall Labour voters who stayed Labour in 2019.
- Findings confirmed conclusions of larger studies: the Red Wall fell because historical, social and cultural ties to Labour no longer supersede over other influences for Red Wall voters.





# 2017

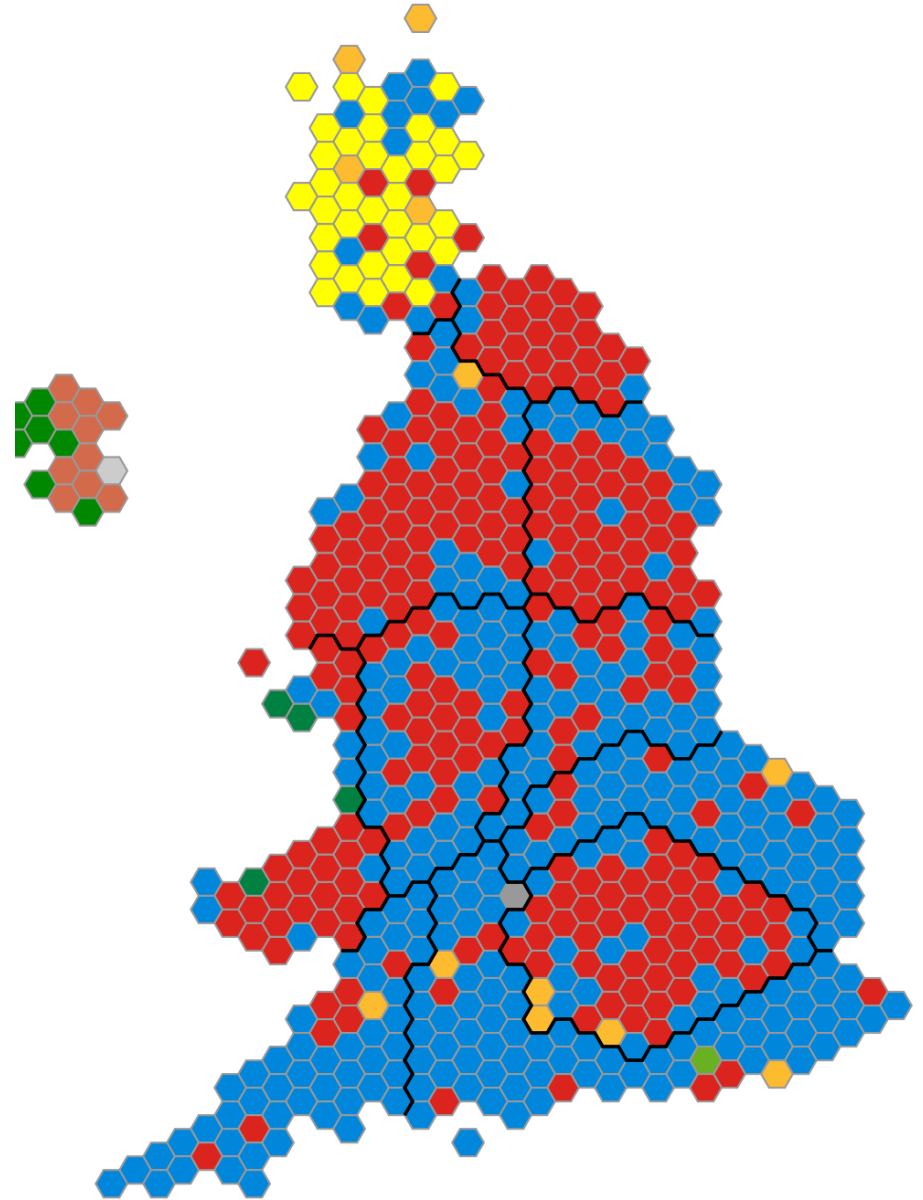


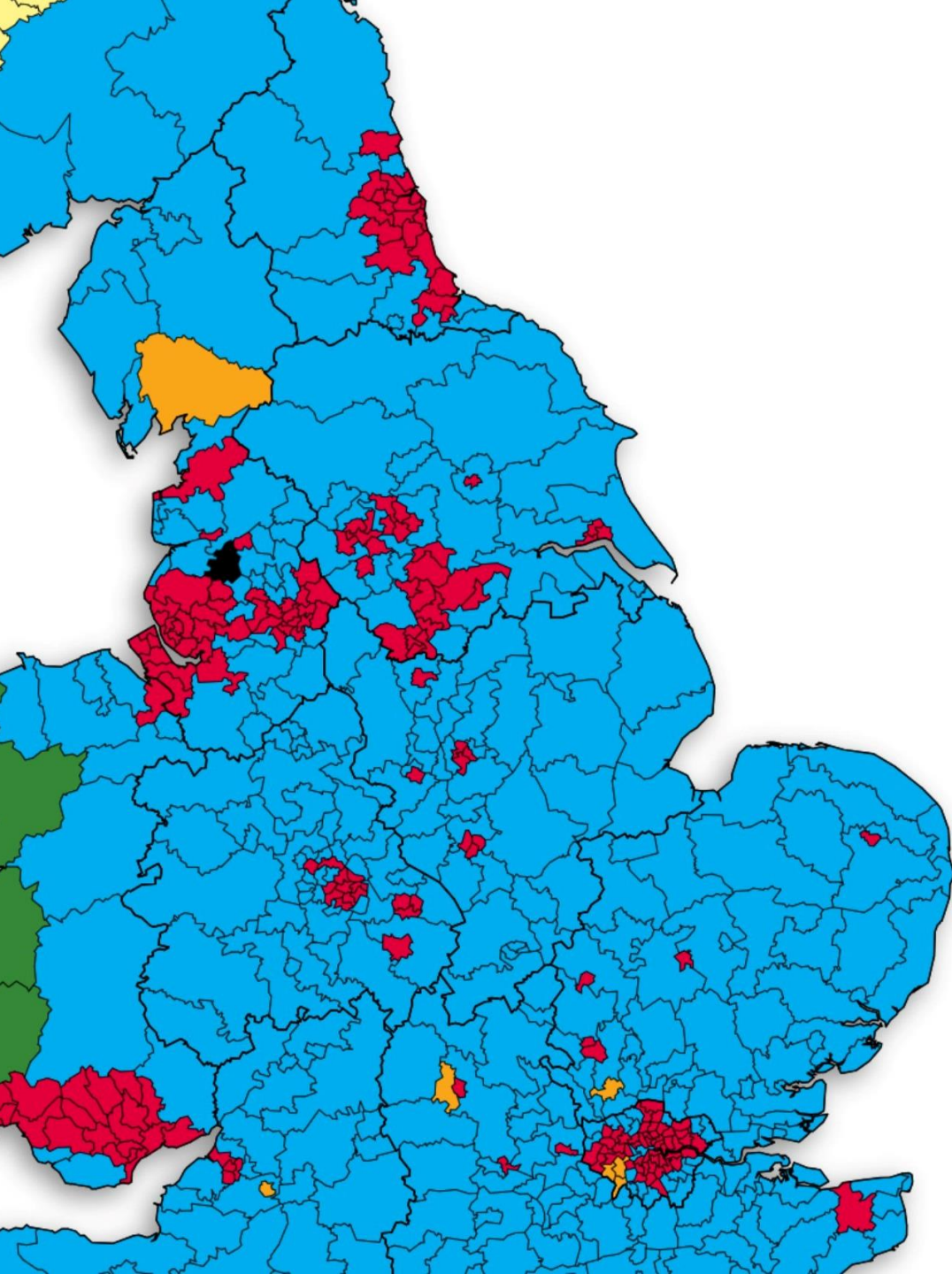
## What is the Red Wall?

- Red Wall is a new term to describe the historically Labour-voting constituencies that run along the North of England and Wales.
- The fall of the Red Wall allowed the Conservatives to gain their largest majority since 1987 and Labour to descend to its weakest position electorally since 1935.

# Why was the Red Wall red?

- Kanagasooriam defined the Red Wall as paradoxically Labour, despite Red Wallers being the Conservative Party's target demographic, voters here had historical and cultural ties to voting Labour (2019).
- Some have pointed out the similarity of the Red Wall to the rest of the country, and how these voters are not different to the general population on many issues (IPPR, 2022; Onward, 2020; YouGov, 2021).





## Why did the Red Wall fall?

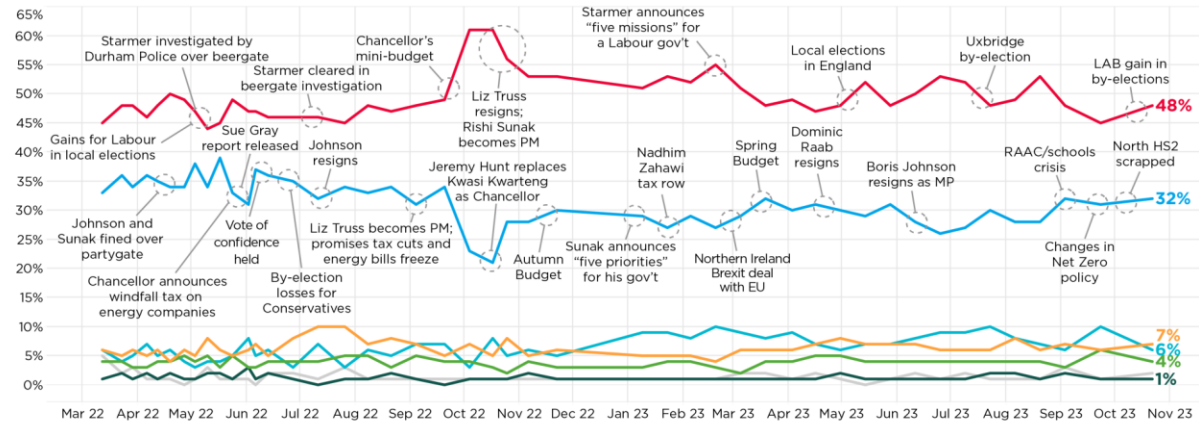
- Leadership contest: Boris vs Corbyn
  - Boris was popular in the Red Wall, Corbyn was not (Ashcroft, 2020; YouGov, 2019)
- Leaving the EU behind
  - Red Wall seats overwhelmingly voted Leave in 2016. Getting Brexit done was important for voters in the Red Wall (Cooper, & Cooper; 2020).
- Leaving the political establishment behind
  - Despite Conservatives being in power, Labour was the establishment in the Red Wall, which many related to the decline in their area, labour market, public services etc. (Mattinson, 2020; YouGov, 2021)
- Labour no longer represents people like me
  - Red Wall voters no longer relate to Labour in the same way their parents or grandparents did. Demographics of the Red Wall and electoral cleavages have changed significantly over the past 20 years (Fieldhouse et al., 2019).



# How blue is the Red Wall now?

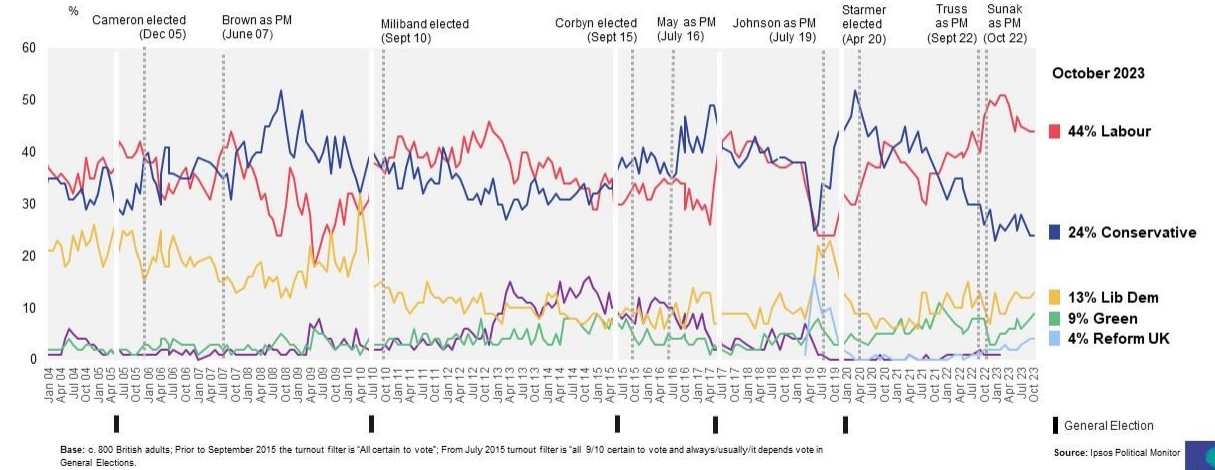
## Red Wall Voting Intention

If there were to be a General Election in the United Kingdom tomorrow, for which party would you vote?



## Headline voting intention: January '04 – October '23

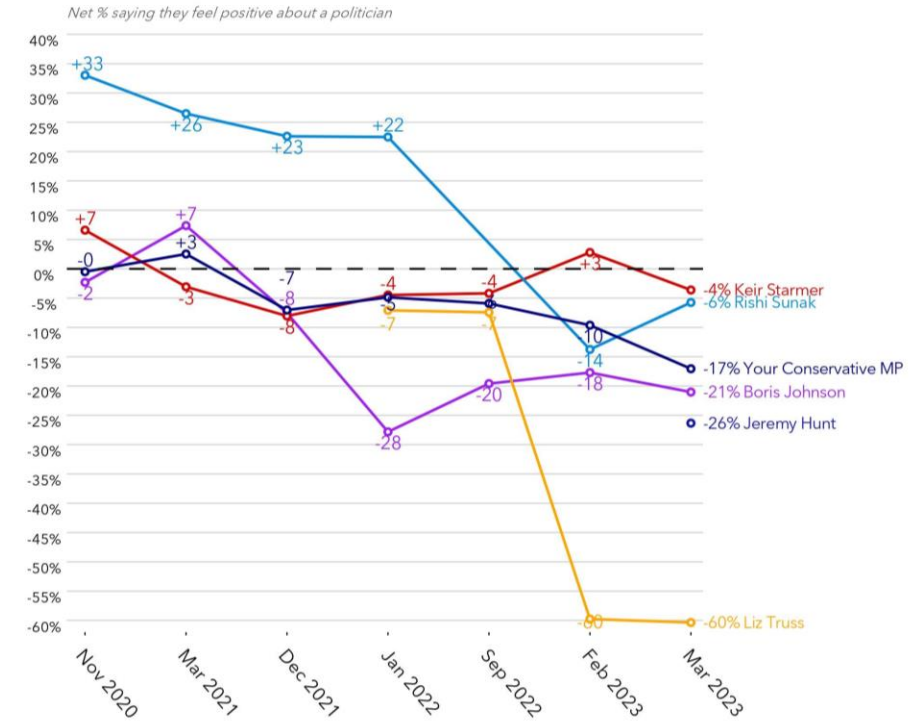
How would you vote if there were an election tomorrow?



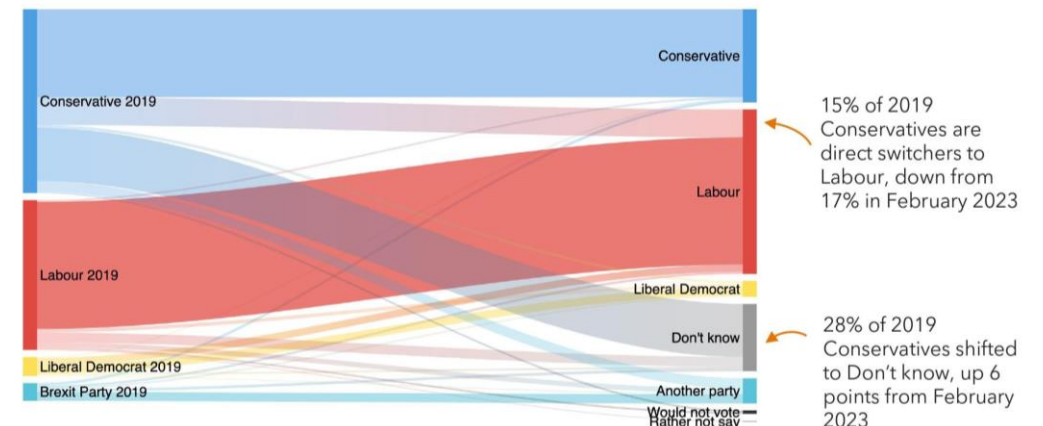
Conservatives are projected to lose most Red Wall seats in the next general election, Labour is set to win most back.

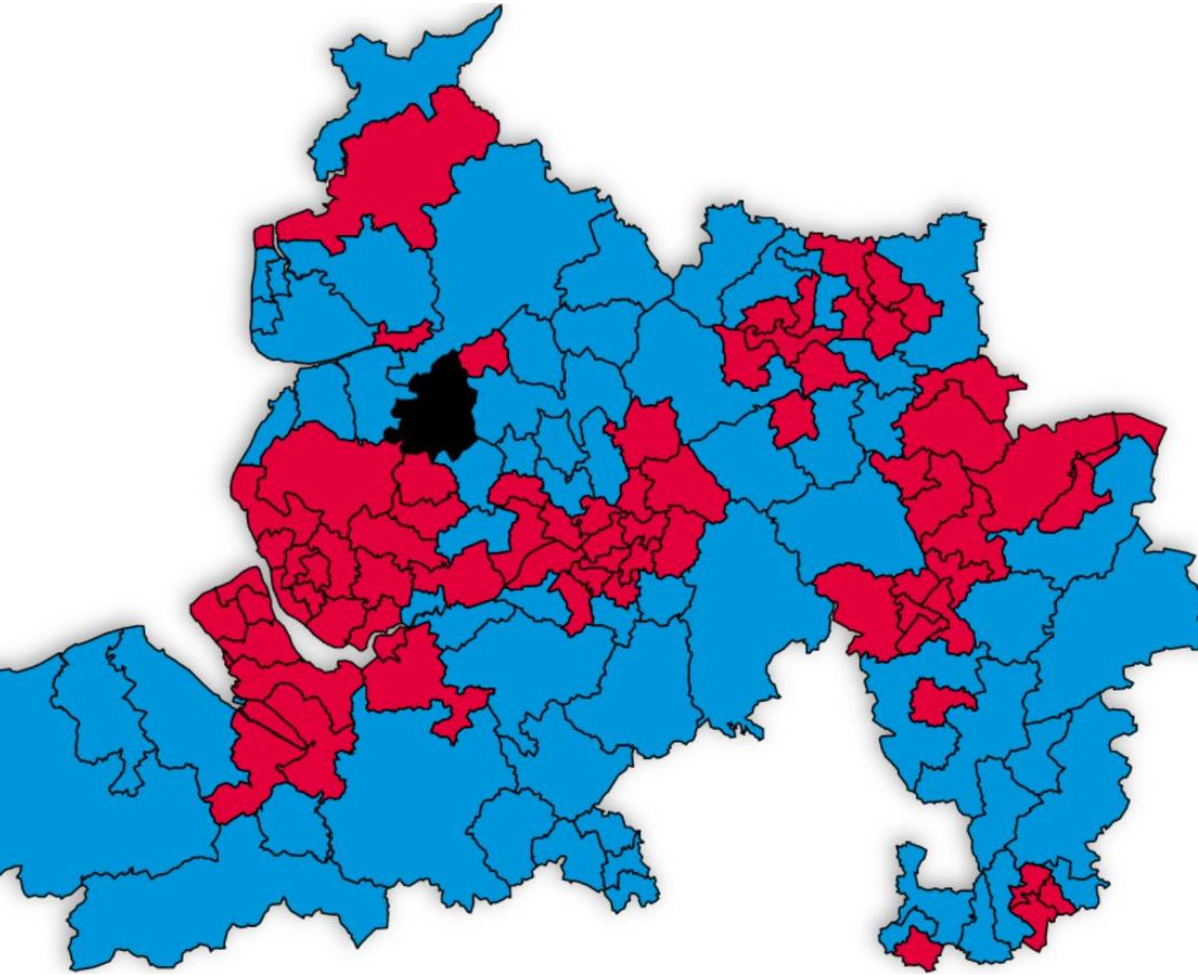
# Will the Red Wall rise again?

- Leadership contest: Sunak vs Keir
  - No politician is particularly popular in the Red Wall. Keir is favoured over Sunak, but still ambivalence towards Keir/Labour (R&W, 2023)
- Leaving the EU behind
  - Brexit is a mixed bag. It seems that Brexit is not as salient for Red Wall voters, the economy and immigration have overtaken Brexit (JL Partners, 2023; R&W, 2023)
- Leaving the political establishment behind
  - The Conservatives have been in local and national power now, the former protest vote element is no longer in the Conservative's favour (Brown, 2022)
- Labour no longer represents people like me
  - Perception of Labour is mixed, distrusted but respected (Ipsos, 2021; JL Partners, 2023).



Graph: 2019 vote flows to current voting intention, General Election vs March 2023





## What has changed in the Red Wall since 2019?

- Conservative party no longer seen as most economically competent party (JL Partners, 2023; R&W, 2023).
- Cost of Living crisis hits Red Wall particularly hard (Outra, 2023) and these places are already bolstered by regional inequality (IPPR, 2023).
- Broken promises of 2019 election, recent failures to achieve Levelling Up promises like the HS2 cancellation (IPPR, 2023).
- Voters still show hesitancy around Keir and Labour's new direction (JL Partners, 2023; YouGov 2021).

# References

## Research:

<https://www.ipsos.com/sites/default/files/ct/publication/documents/2022-02/red-wall-politics-and-identity-qual-report-summary-ipsos.pdf>

<https://outra.co.uk/2023/08/24/outra-analysis-shows-financial-vulnerability-will-play-a-crucial-role-in-deciding-the-next-general-election/>

<https://www.ippr.org/blog/breaking-the-red-wall>

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[https://papers.ssrn.com/sol3/papers.cfm?abstract\\_id=3764477](https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3764477)

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## Polling:

<https://yougov.co.uk/politics/articles/45643-local-elections-2023-yougov-mrp-predicts-conservat>

[https://yougov.co.uk/politics/articles/35893-stereotypical-image-red-wall-residents-accurate?redirect\\_from=%2Ftopics%2Fpolitics%2Farticles-reports%2F2021%2F05%2F17%2Fstereotypical-image-red-wall-residents-accurate](https://yougov.co.uk/politics/articles/35893-stereotypical-image-red-wall-residents-accurate?redirect_from=%2Ftopics%2Fpolitics%2Farticles-reports%2F2021%2F05%2F17%2Fstereotypical-image-red-wall-residents-accurate)

<https://lordashcroftpolls.com/2019/12/how-britain-voted-and-why-my-2019-general-election-post-vote-poll/>

[https://yougov.co.uk/politics/articles/26925-how-britain-voted-2019-general-election?redirect\\_from=%2Ftopics%2Fpolitics%2Farticles-reports%2F2019%2F12%2F17%2Fhow-britain-voted-2019-general-election](https://yougov.co.uk/politics/articles/26925-how-britain-voted-2019-general-election?redirect_from=%2Ftopics%2Fpolitics%2Farticles-reports%2F2019%2F12%2F17%2Fhow-britain-voted-2019-general-election)

<https://jlparkers.com/red-wall-wave-6>

<https://www.ukonward.com/reports/no-turning-back-red-wall/>

<https://yougov.co.uk/politics/articles/47660-voting-intention-con-25-lab-47-17-18-oct-2023>

<https://www.politico.eu/europe-poll-of-polls/united-kingdom/>

<https://redfielddandwiltonstrategies.com/latest-red-wall-voting-intention-22-october-2023/>

## Articles:

<https://www.ft.com/content/3b80b2de-1dc2-11ea-81f0-0c253907d3e0>

<https://www.theguardian.com/uk-news/2022/dec/11/this-lot-no-way-what-red-wall-voters-think-now-of-boris-johnson-the-tories-and-labour>

<https://ukandeu.ac.uk/how-the-conservatives-won-the-red-wall/>



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**Any  
questions?**

**Joel Hooper**  
Ipsos

**British  
Polling  
Council** |

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**We resume at  
3:45pm**



**British  
Polling  
Council** |

# 2

## Methodology Matters

# **Modelling a landslide - are mid-term MRPs underestimating the Conservatives?**

Owen Winter, Stack Data Strategy

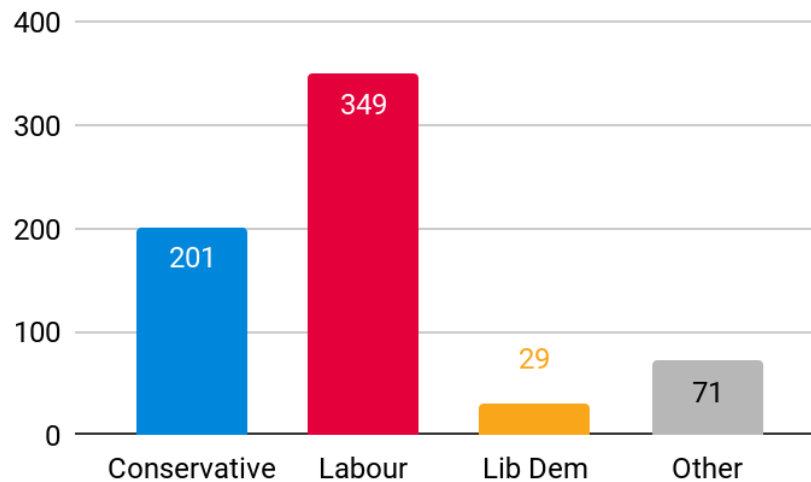
**British Polling Council Early Career Researcher Showcase**  
*22nd November, 2023*

# Uniform versus Proportional Swing

- Labour has a substantial lead over the Conservatives in polls
- Considering how this might translate into seats is difficult
- There is now a substantial split between seat estimates using uniform swing and proportional swing

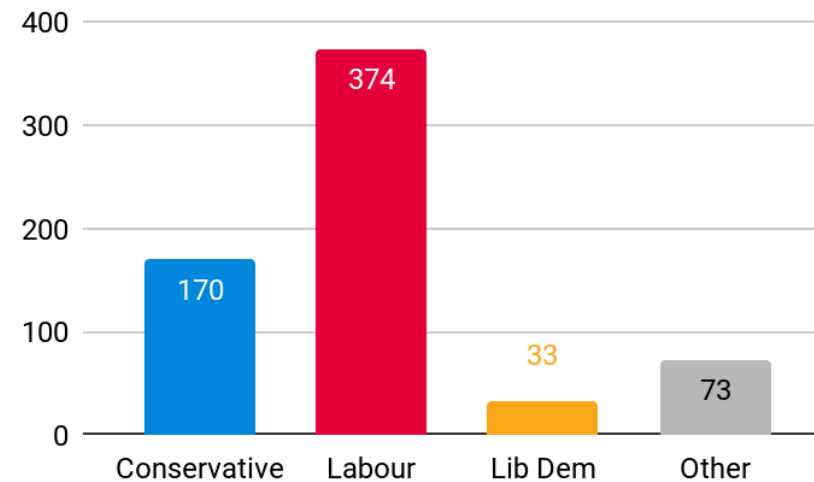
## Uniform Swing

$$\text{Party Vote}_i = \text{Past Vote}_i + [\text{Party VI} - \text{Past Vote}]$$



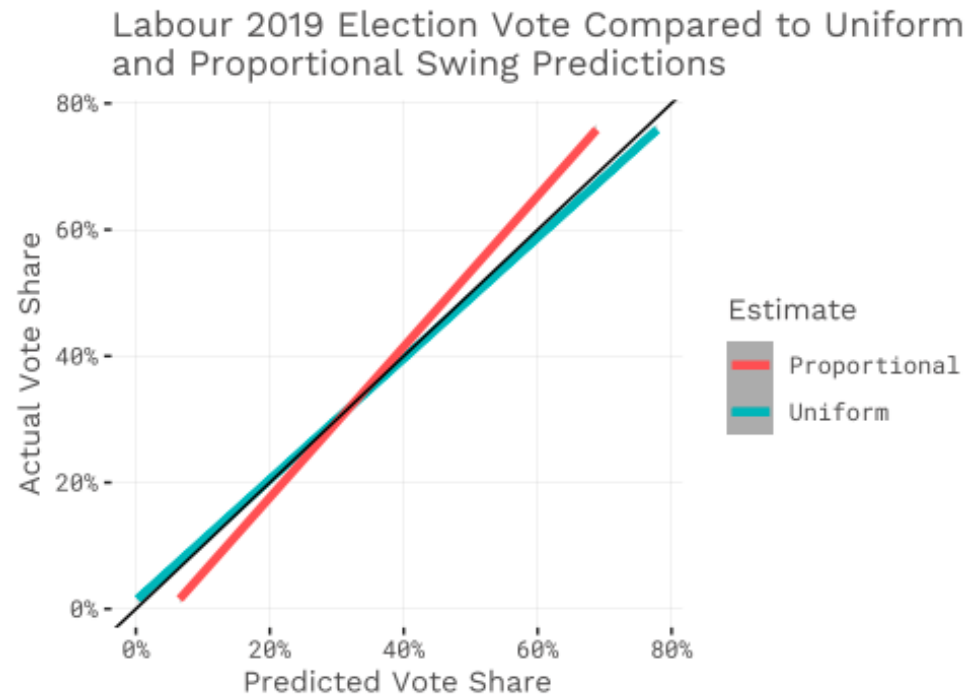
## Proportional Swing

$$\text{Party Vote}_i = \text{Past Vote}_i \times [\text{Party VI} / \text{Past Vote}]$$



# Why does Uniform Swing work against the odds?

- “Neighbourhood effect” in which political information is mediated by local social networks - means fewer people defect from their parties in areas where the party is more popular [1]
- Campaign targeting (particularly for the Liberal Democrats)



[1] e.g. Butler & Stokes (1969), Johnston et al (2000), Pattie & Johnstone (2000)



## What is the case for Proportional Swing in 2023?

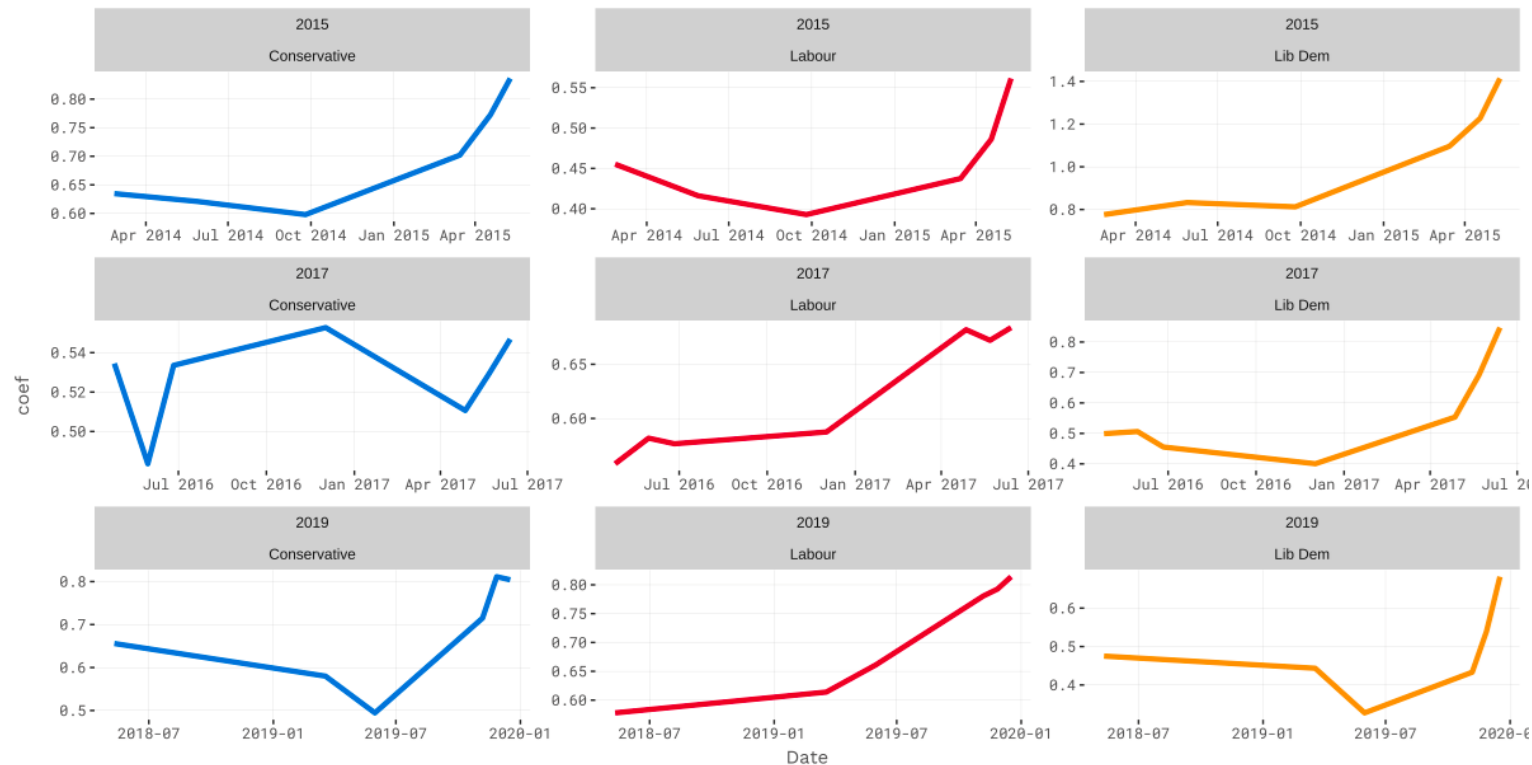
- The Conservative polling drop is so large (~17%) that Uniform Swing produces a significant number of negative vote shares
- Local election results show Conservatives losing “safe” councils (Bracknell Forest, East Staffordshire, Medway) while over-performing in Labour areas
- Parliamentary By-Elections have seen the Conservative vote dropping farthest in the safest seats





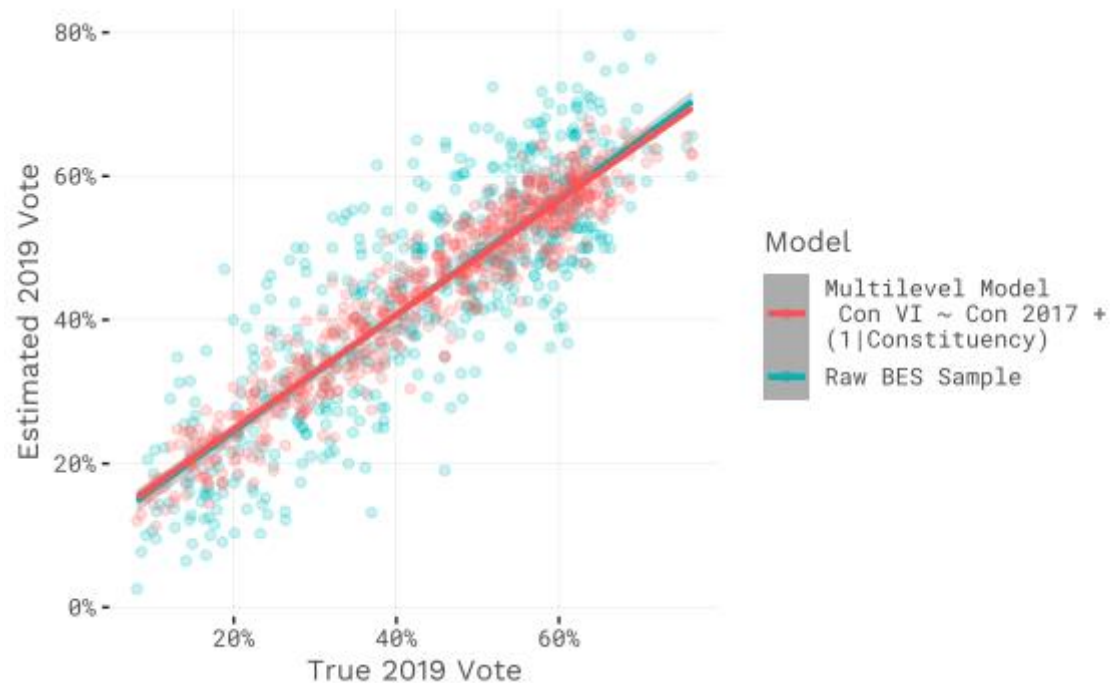
# The neighbourhood effect comes into play during election campaigns

- However, reason to believe that the neighbourhood effect becomes more apparent during the short campaign
- Reason to doubt proportional swings mid-term



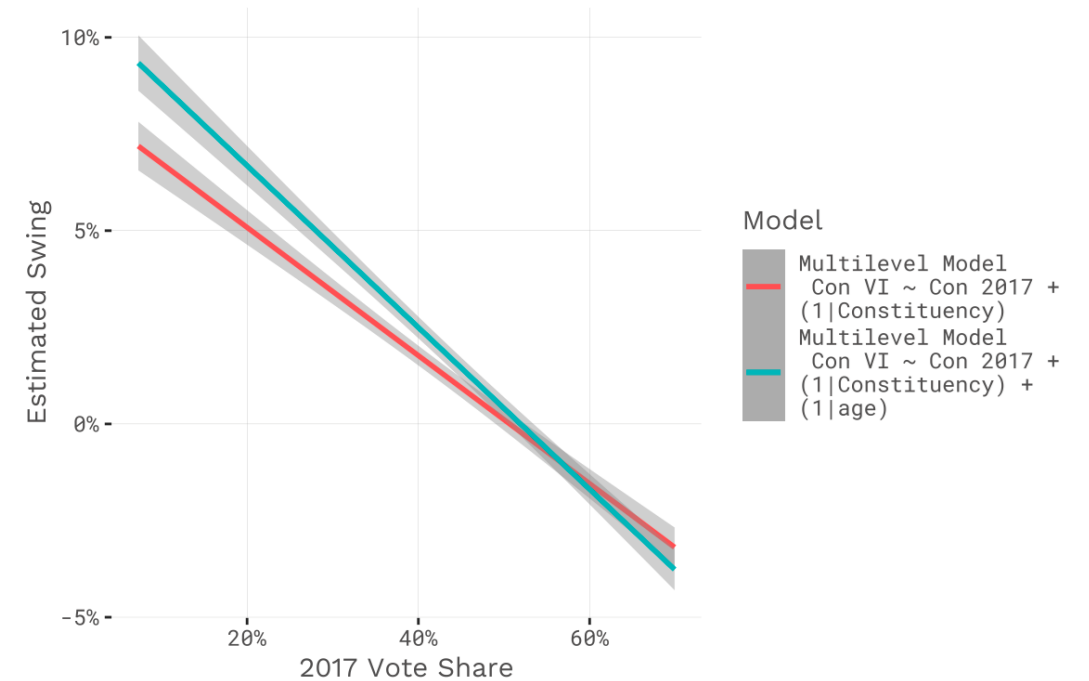
# Where does Multilevel Regression and Poststratification (MRP) sit?

- MRP uses regularisation to prevent overfitting, allowing for the inclusion of constituency-level variables with limited sample sizes
- Regularisation has the effect of pulling estimates towards the average across groups (demographic groups, regions, constituencies)



# Where does Multilevel Regression and Poststratification (MRP) sit?

- Even with constituency-level election results included as a fixed effect, demographic and geographic random effects tend to shrink estimates towards a proportional swing
- When demographic variables are included alongside an individual-level past vote variable, the effect of past vote is underestimated



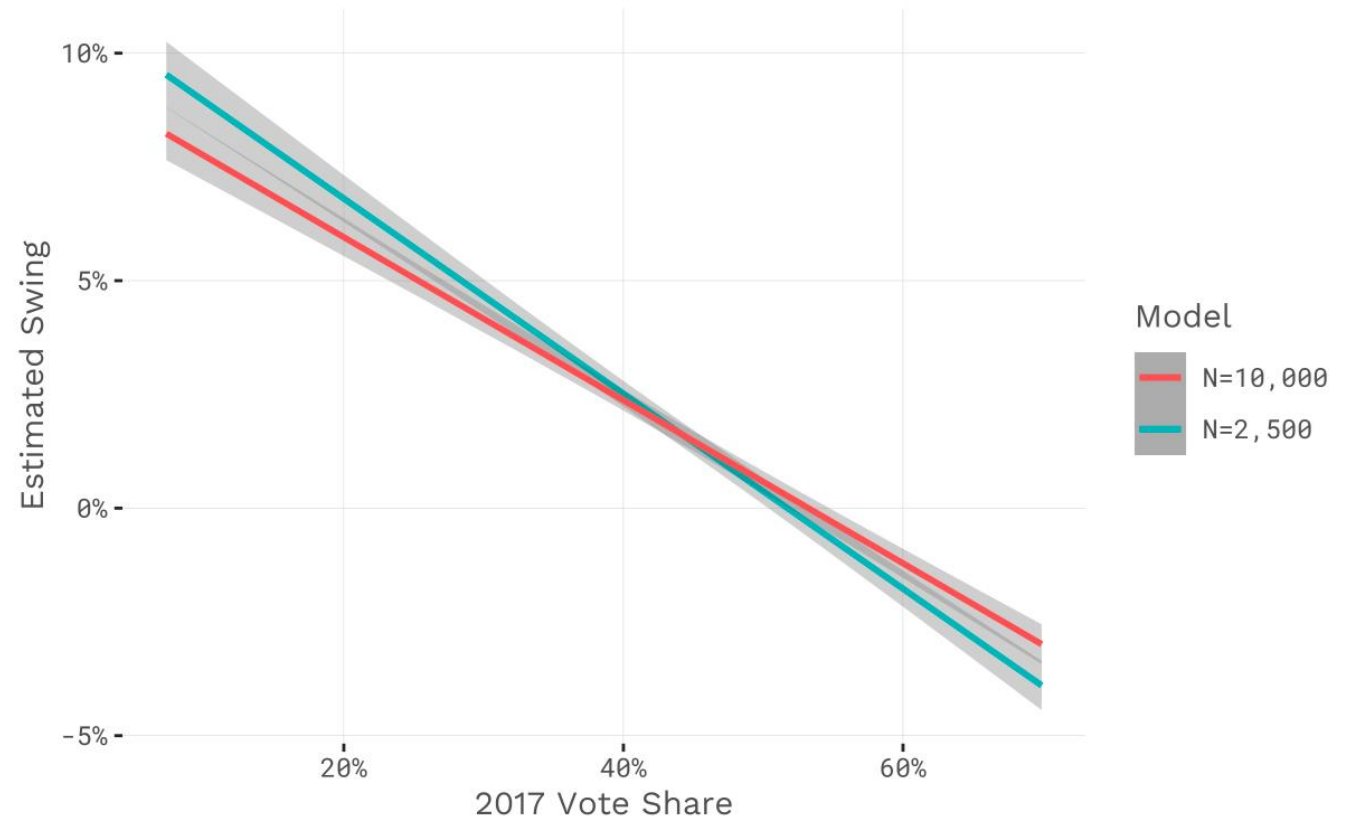
## Why does it matter?

- The effect of squeezing towards to mean, as with a Proportional Swing model, can have a substantial effect on seat estimates
- In recent elections, Labour has struggled to convert votes into seats because its voters are disproportionately concentrated in a small number of safe seats - MRP squeezing towards the mean artificially reduces this problem
- Conversely, the Liberal Democrats typically benefit from their vote being concentrated in target seats - squeezing towards the average has a disastrous effect on Liberal Democrat seats

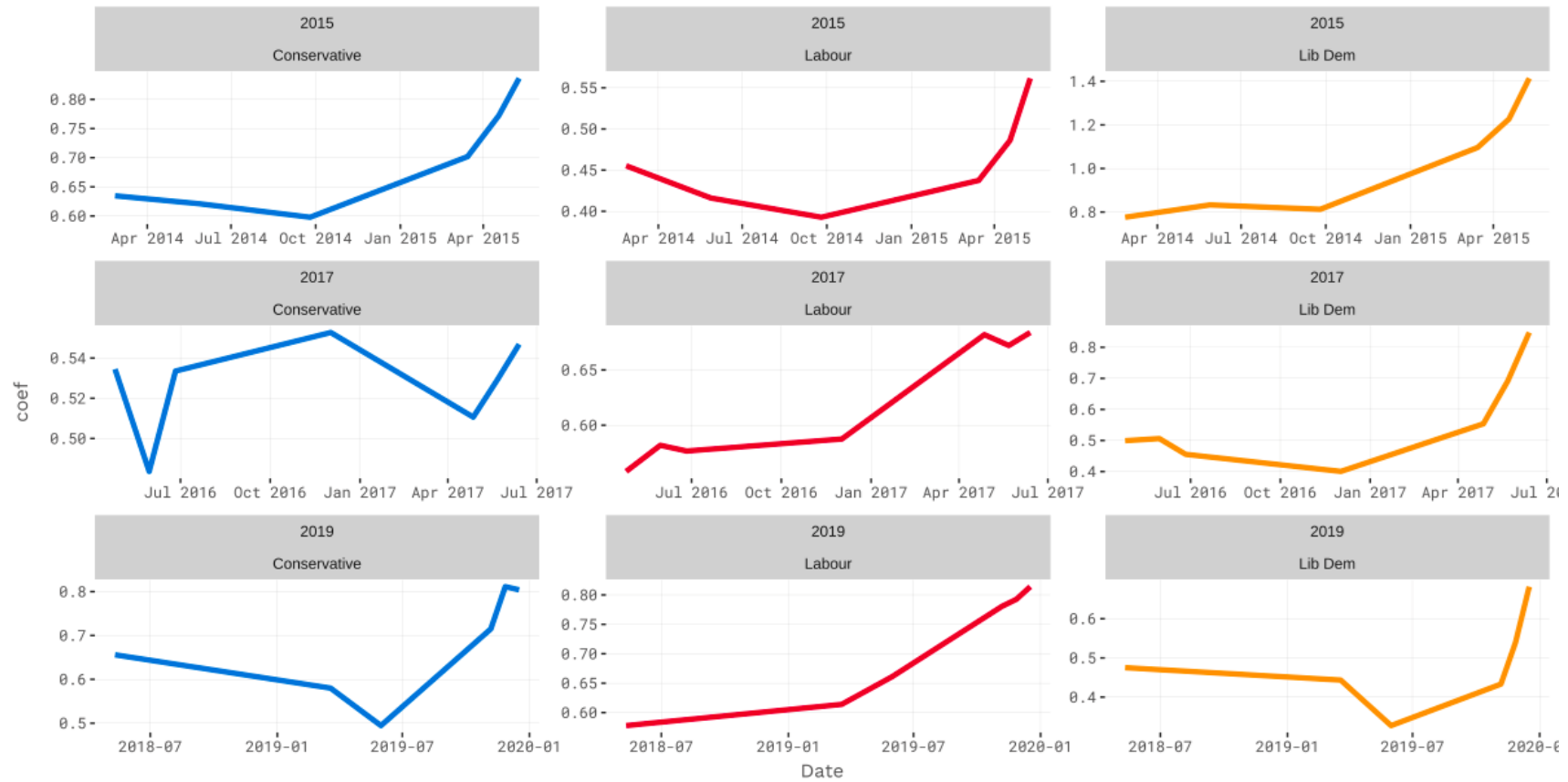


# Modelling solutions to the proportional drag

- Larger sample sizes
- Including variables **only** in interaction with past vote
- Using an informative prior on the effect of constituency-level election results



# But MRP only reflects a scenario we should expect to change



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**Any  
questions?**

**Owen Winter**  
Stack Data Strategy

**British  
Polling  
Council** |



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# Are Friends Electric?: AI in Public Policy and Public Opinion

Calum Weir, Opinium

British Polling Council Early Career Researcher Showcase  
*22nd November, 2023*

British  
Polling  
Council

# Recent Context

*A year of AI in UK Politics.*

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**You**

ChatGPT, please say hello to the British Polling Council



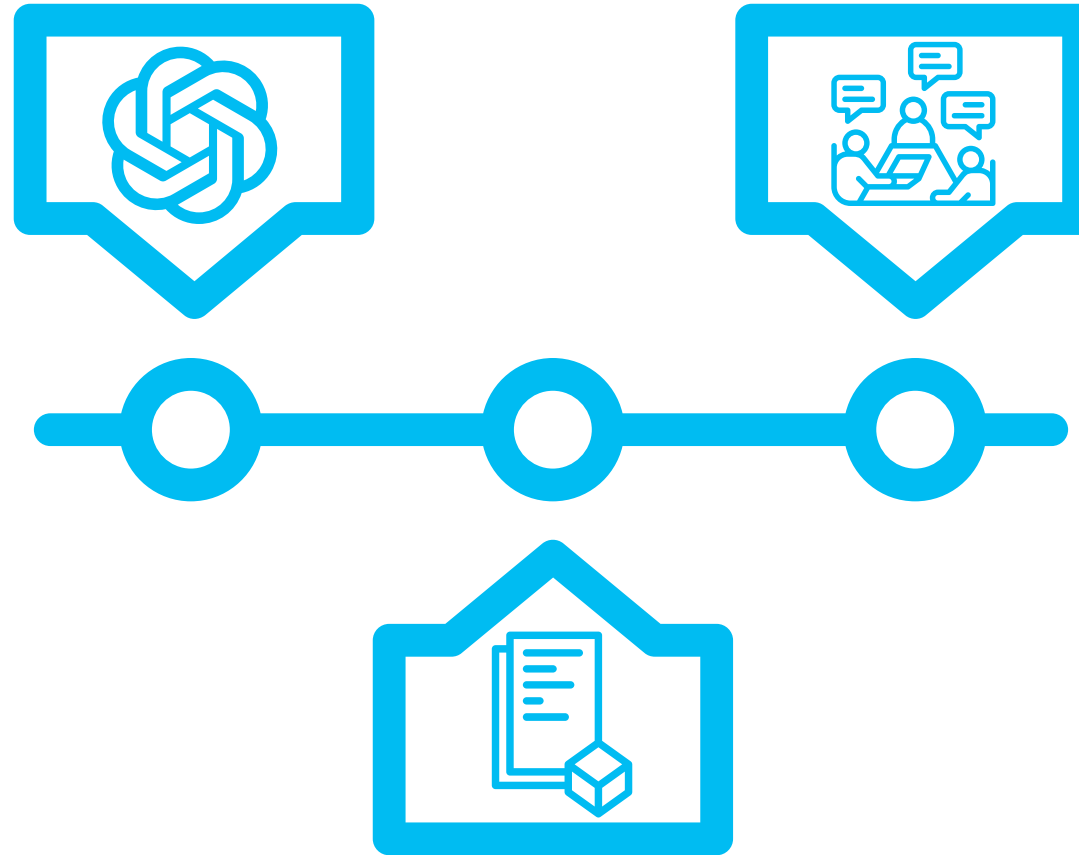
**ChatGPT**

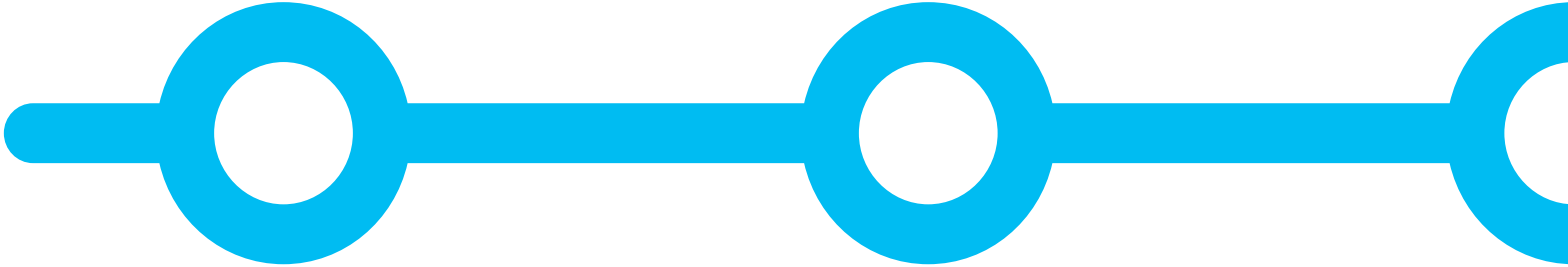
Hello to the British Polling Council!

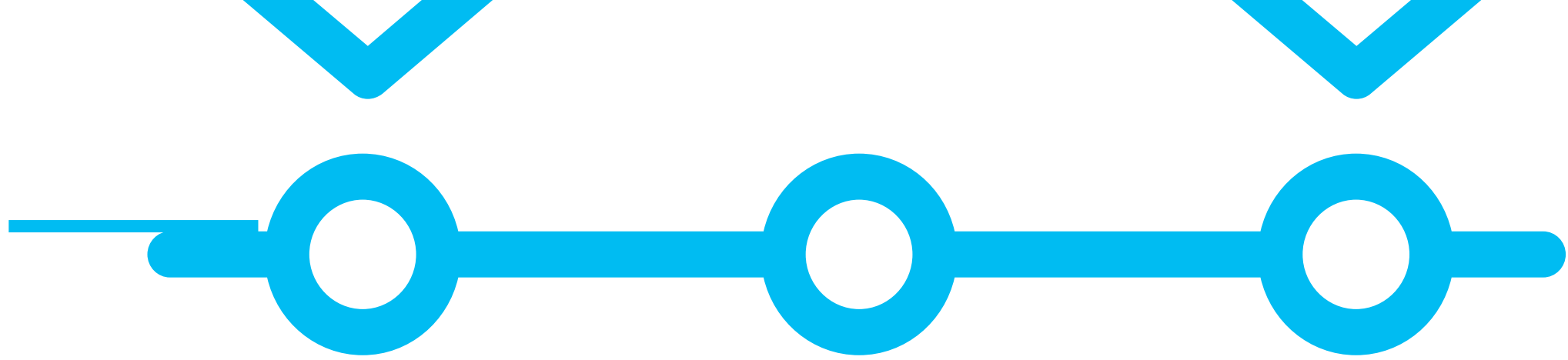


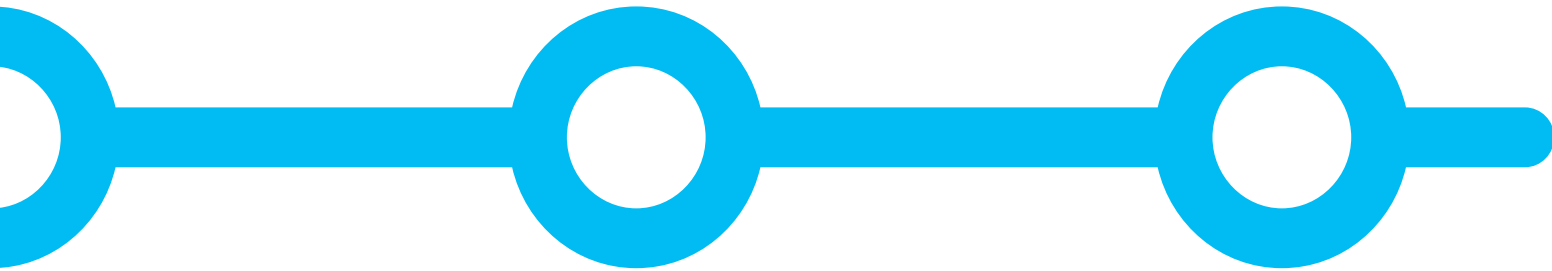
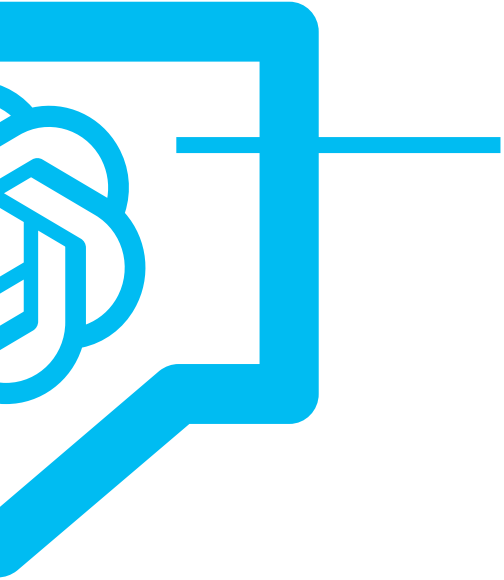
# A year in three points.

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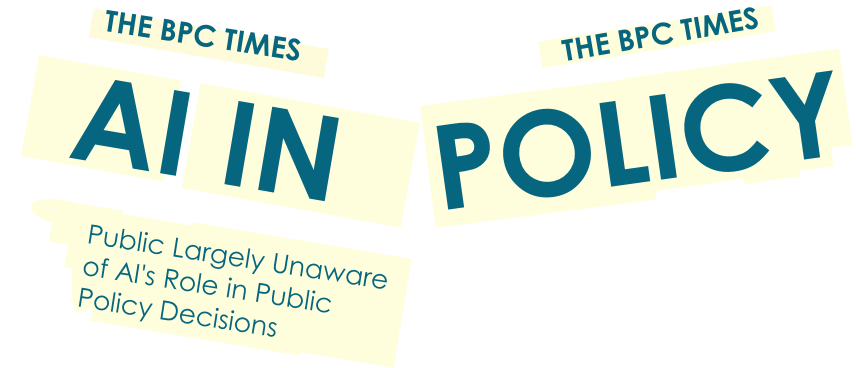




# Baseline Opinions on AI

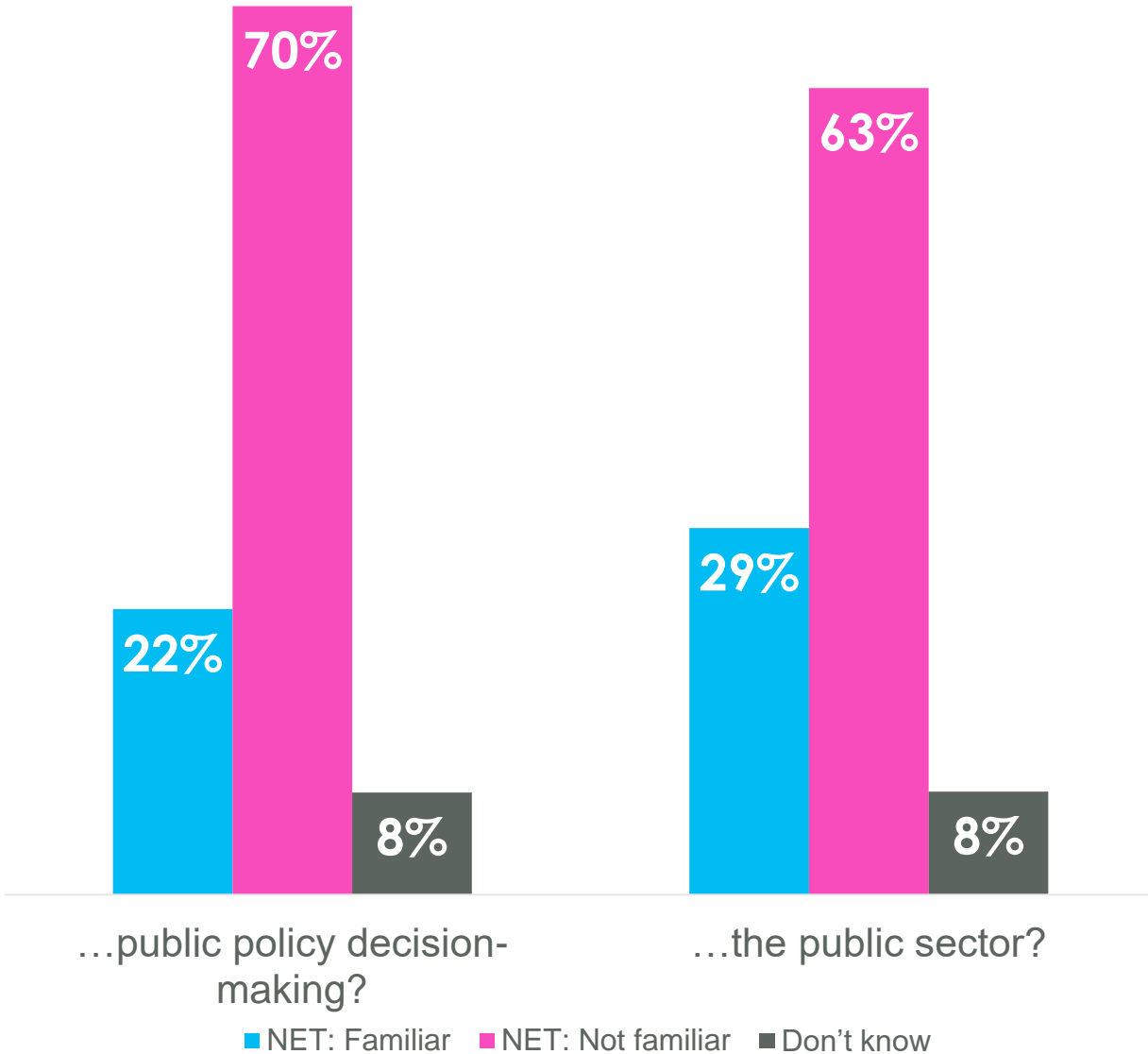
*What are some of the general opinions on AI in public policy?*

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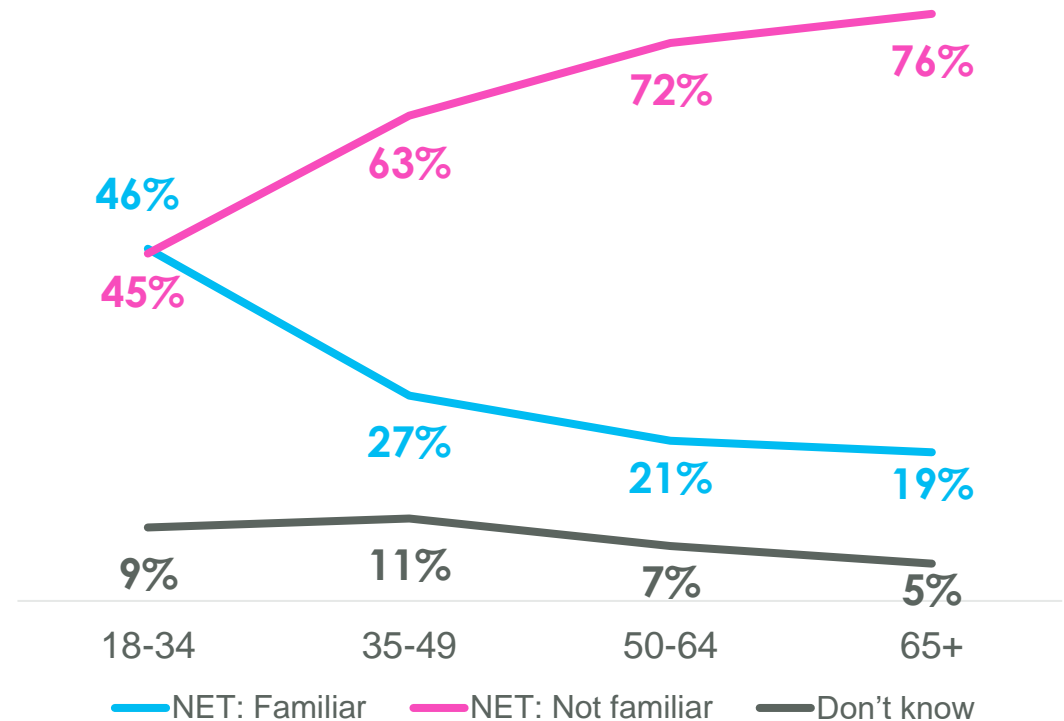


## How familiar are you with the concept of AI being used in...



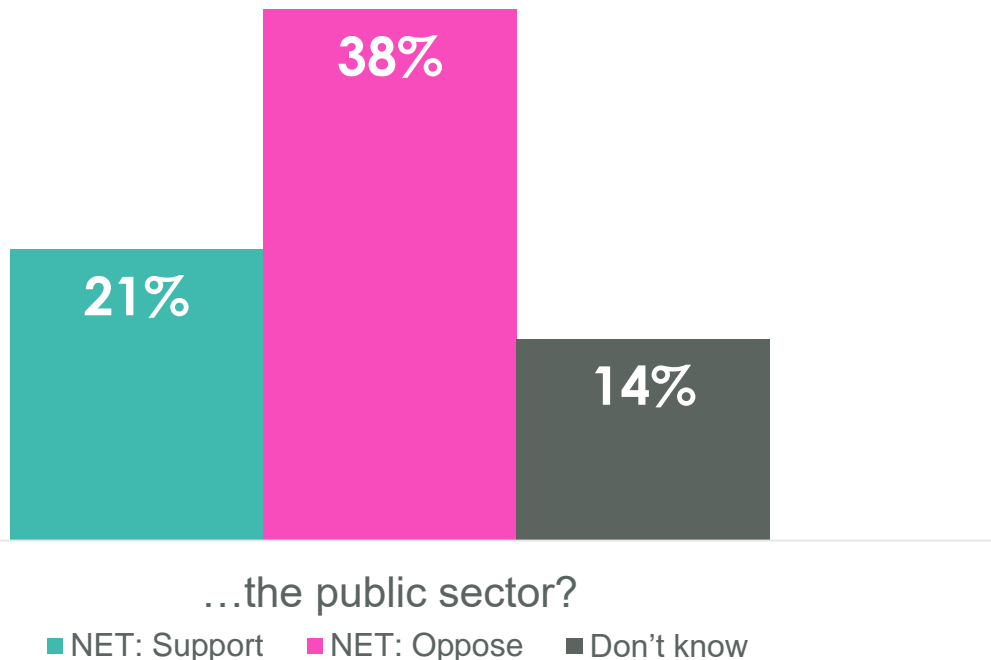
On a base level, the public are not familiar with the use of AI in public policy.

## How familiar are you with the concept of AI being used in the public sector?



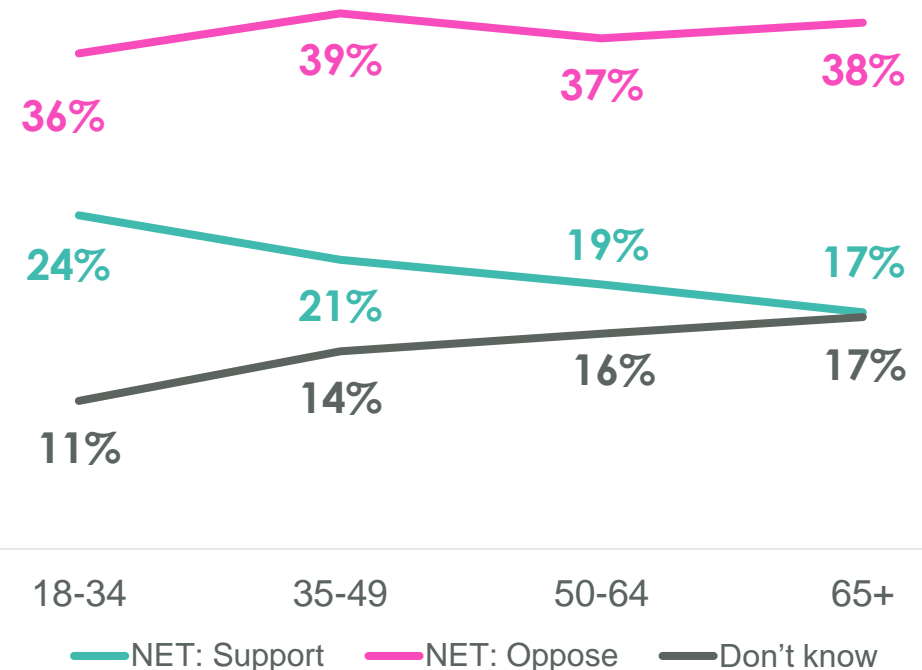
Sample: 2,050 UK Adults. Fieldwork: 08 November 2023 - 10 November 2023. Full question wording: "Artificial intelligence (AI) refers to the development of computer systems that can perform tasks that typically require human intelligence. Some people have talked about using this in public policy decision-making and in the public sector. How familiar are you with the concept of AI being used in..."

## To what extent do you support or oppose the use of AI in...



On a base level, the public are not familiar with the use of AI in public policy.

## How much do you support or oppose the use of AI in the public sector?

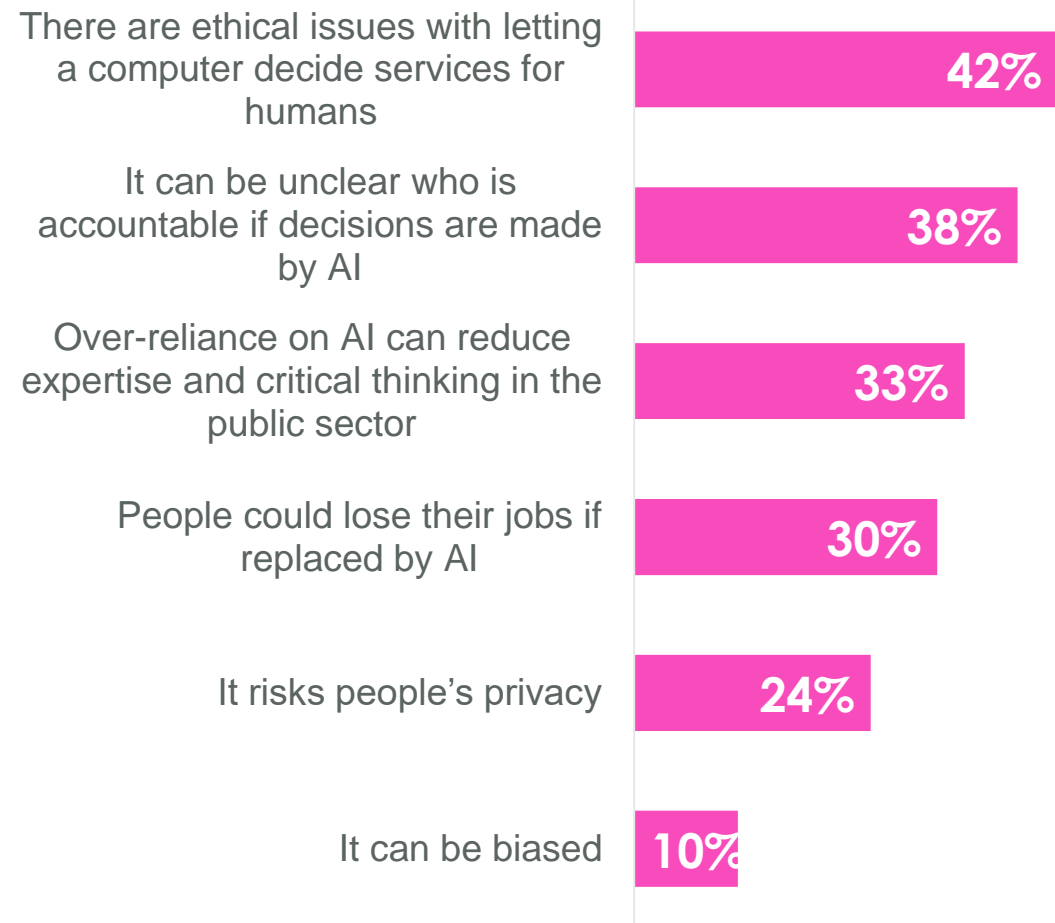


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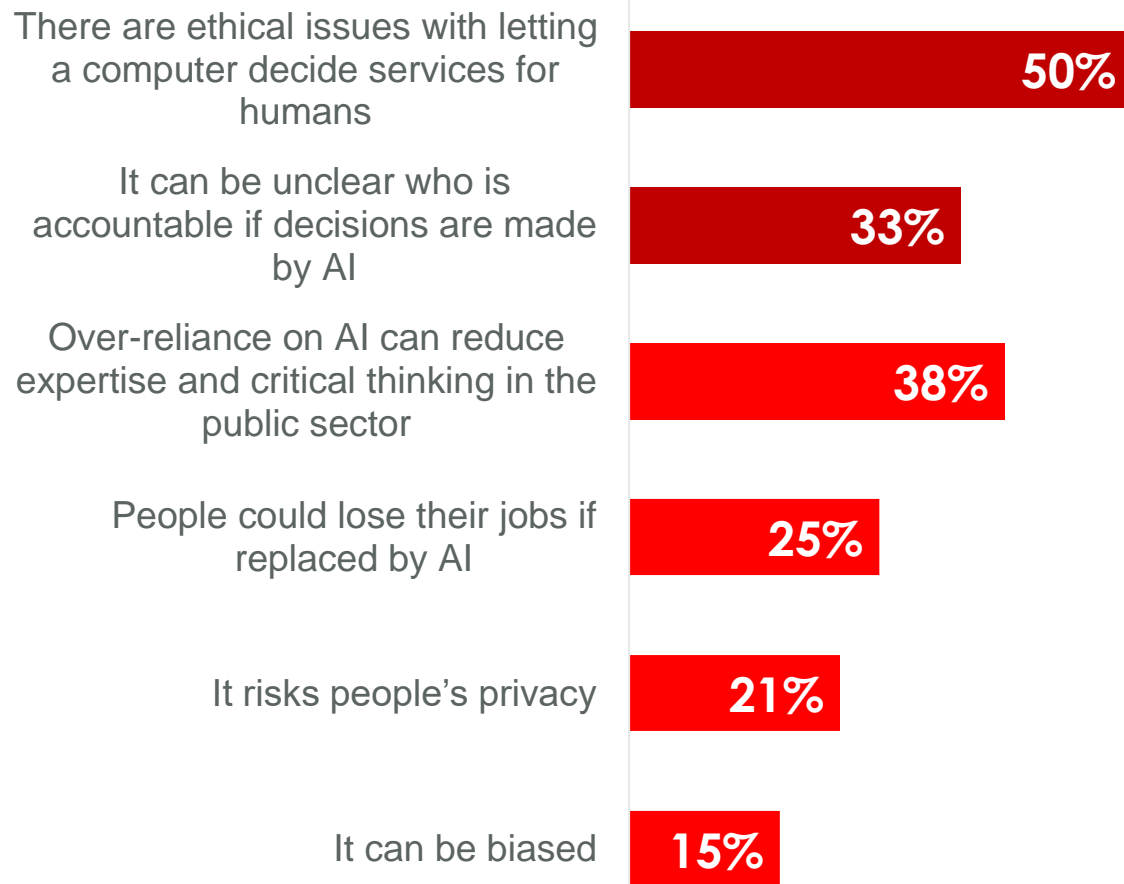
# Ethical issues is the top reason for opposition of AI in the public sector.

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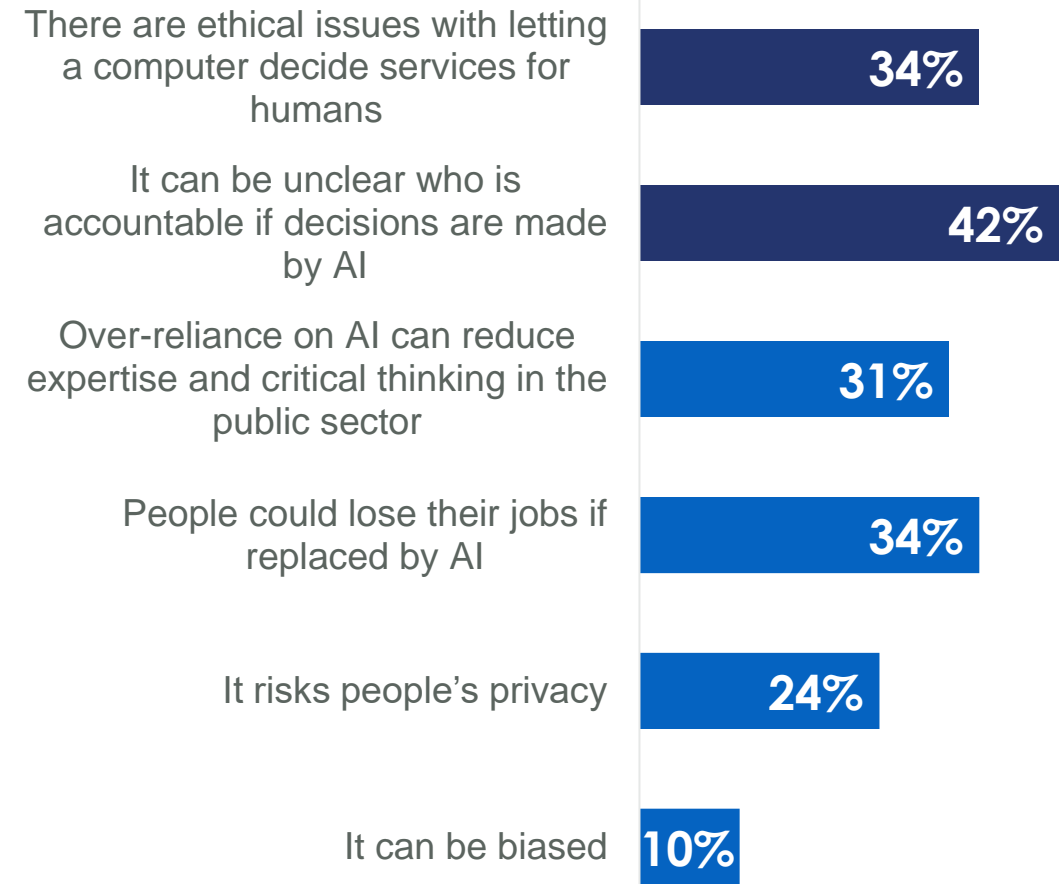
## You said you oppose the use of AI in the public sector. Why is this?



## You said you oppose the use of AI in the public sector. Why is this?

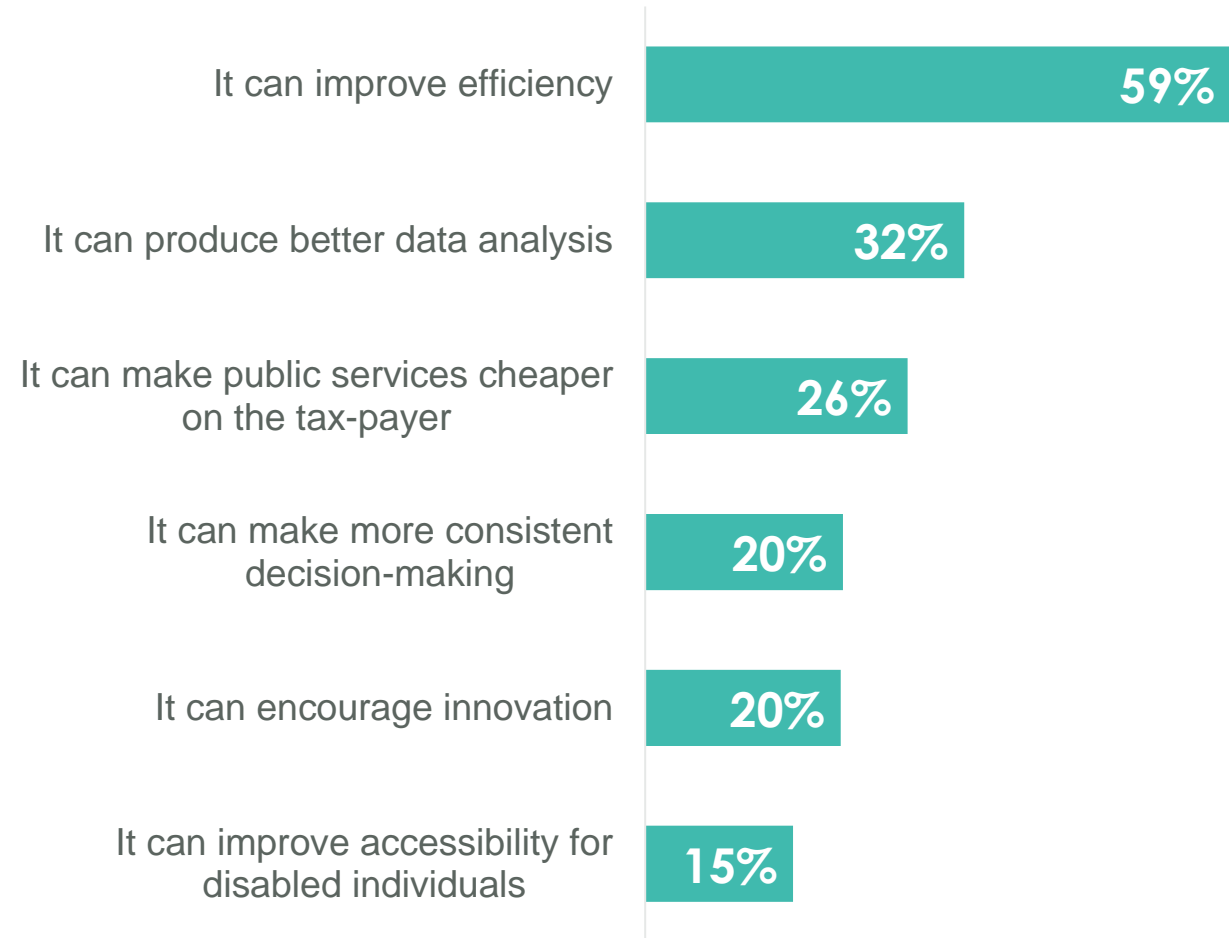


## You said you oppose the use of AI in the public sector. Why is this?



Efficiency is the top reason for opposition of AI in the public sector.

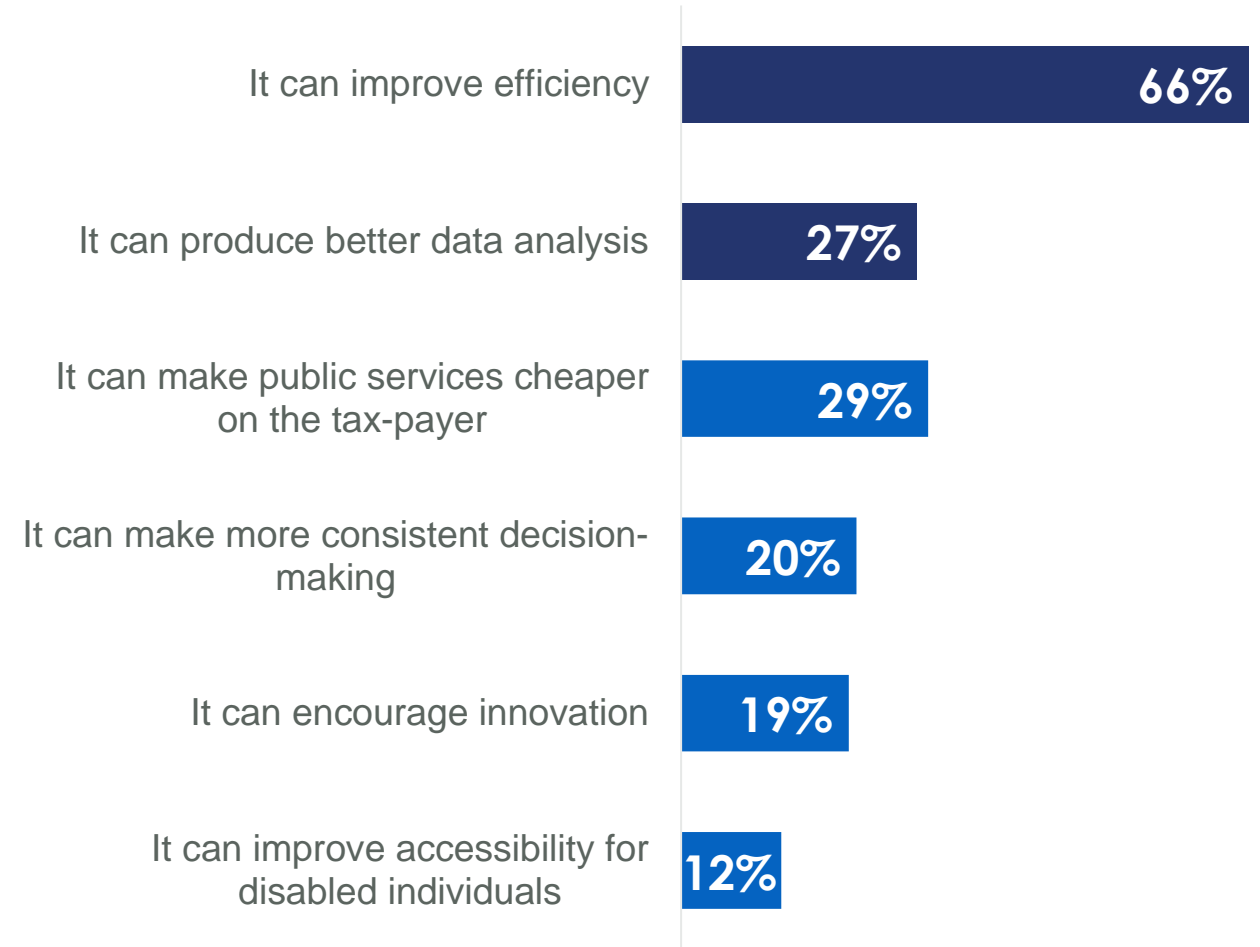
You said you support the use of AI in the public sector. Why is this?



## You said you support the use of AI in the public sector. Why is this?



## You said you support the use of AI in the public sector. Why is this?

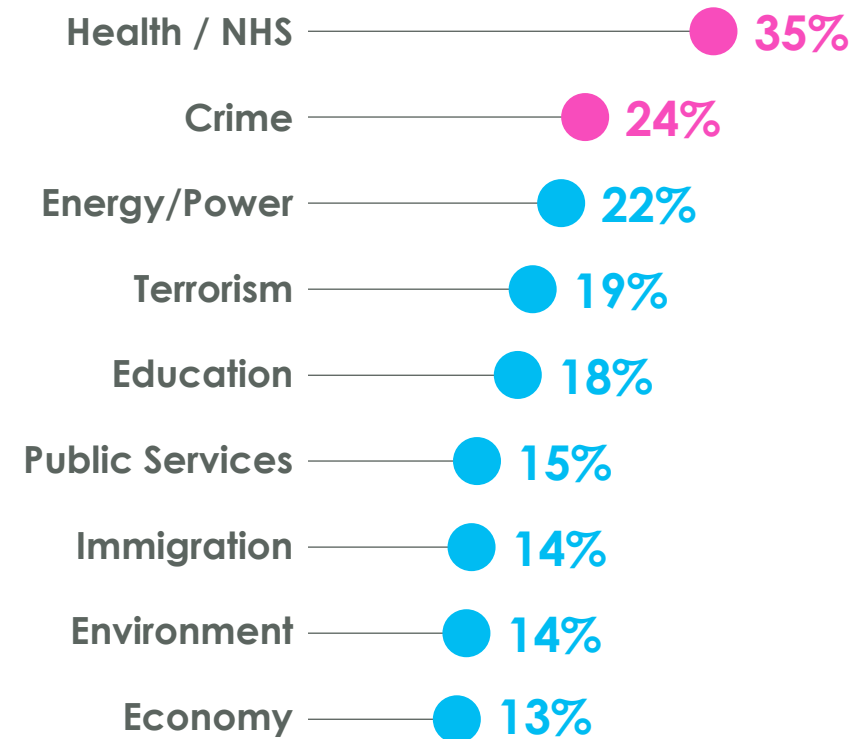


Public believe  
Health and Crime  
are top two  
areas that would  
benefit most from  
AI involvement.

*This aligns quite closely to our  
importance question.*

---

## What aspects of public policy do you think would benefit most from AI involvement?





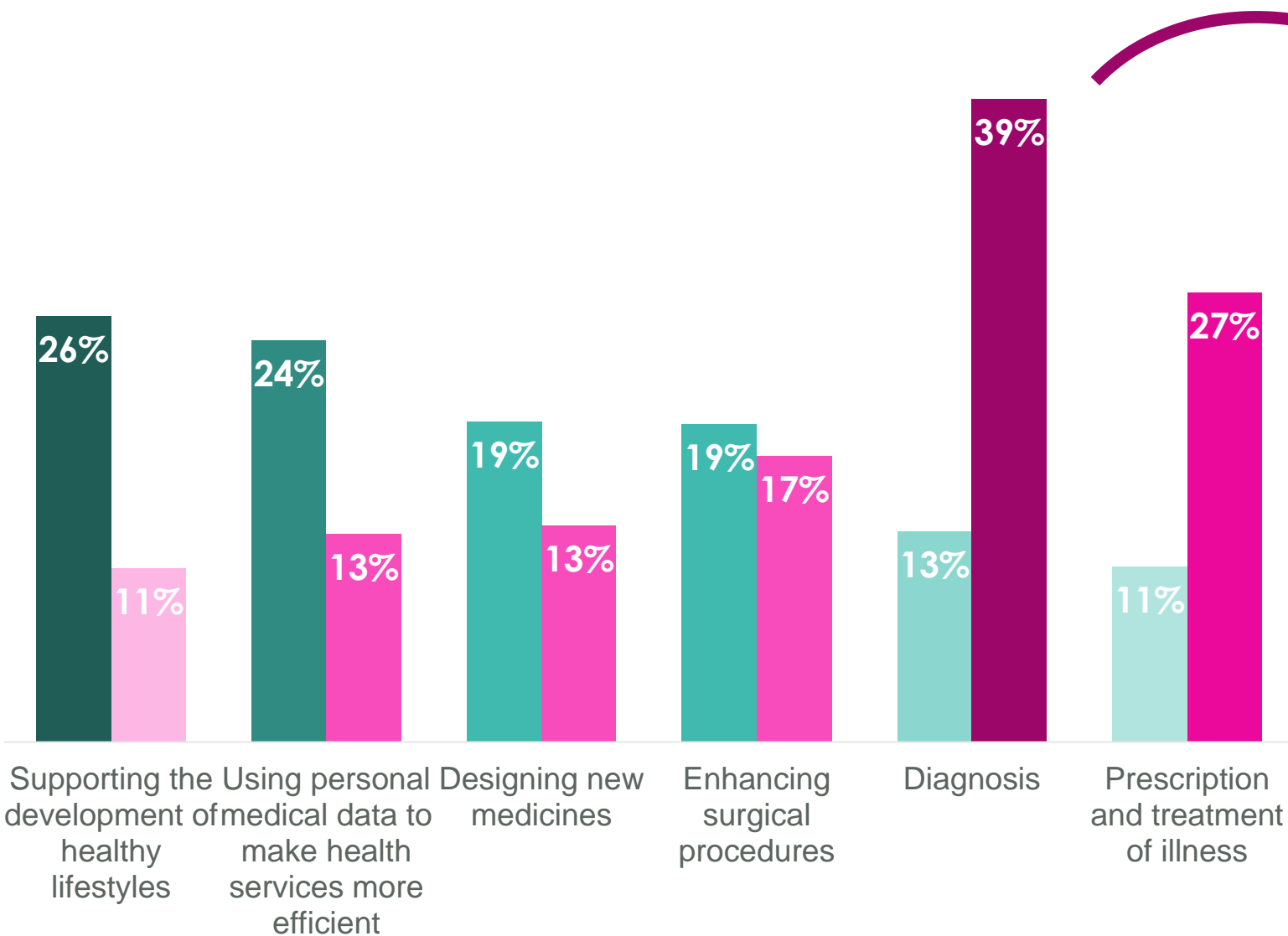
# AI in Healthcare

*Where do people think they can see the most benefit?*

---

Where would you feel the **most** and **least** comfortable with Artificial Intelligence (AI) taking a leading role in delivering aspects of your personal healthcare?

...don't want AI  
away from  
frontline care.

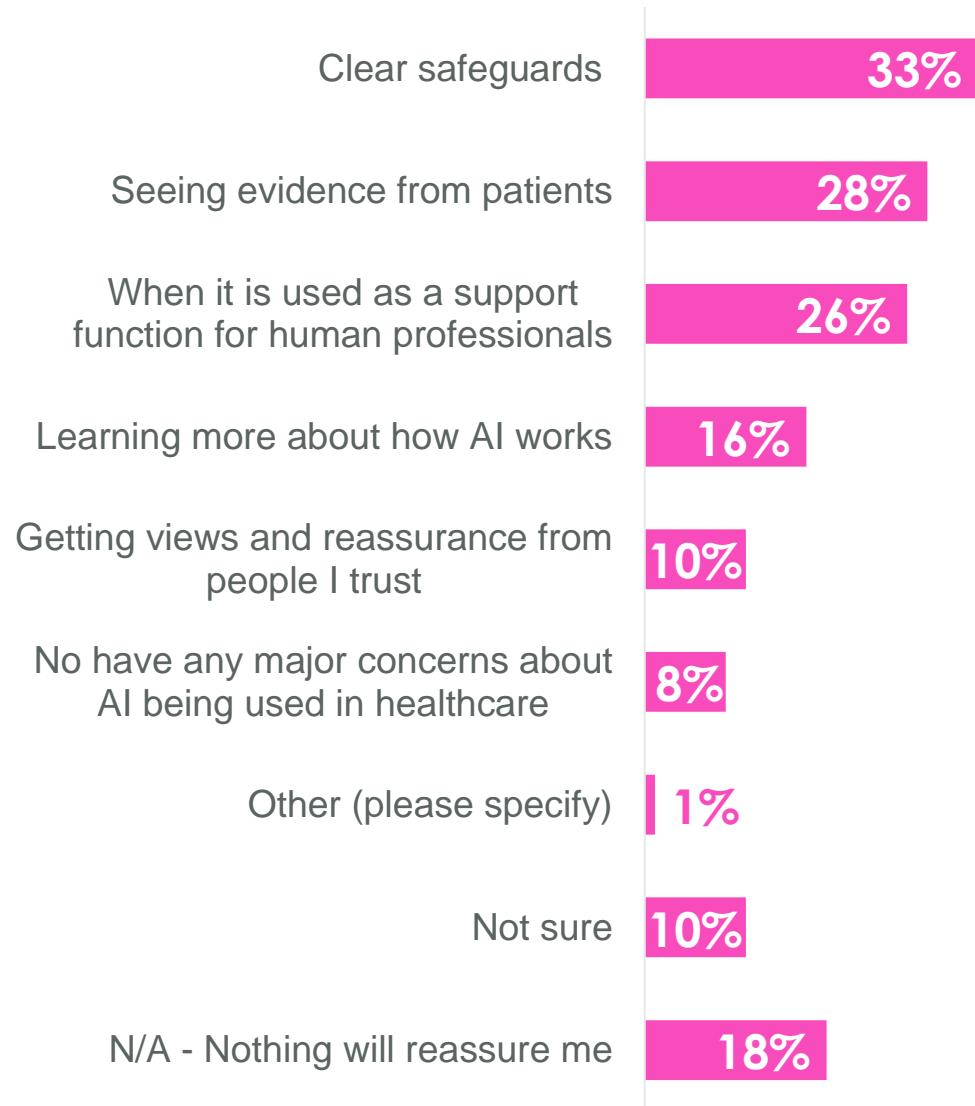


Despite having some of the greatest potentials for use, diagnosis arouses the most scepticism.

Sample: 2,000 UK Adults. Fieldwork: 02 June 2023 - 10 June 2023. Full question wording: "In which of the below areas would you feel the most comfortable with Artificial Intelligence (AI) taking a leading role in delivering aspects of your personal healthcare. Please select up to two options.."

# What would help alleviate any of your concerns about Artificial Intelligence (AI)

## being used in personal healthcare?



Sample: 2,000 UK Adults. Fieldwork: 02 June 2023 - 10 June 2023. Full question wording: "What would help alleviate any of your concerns about Artificial Intelligence (AI) being used in personal healthcare? Please select the two answers that best apply."

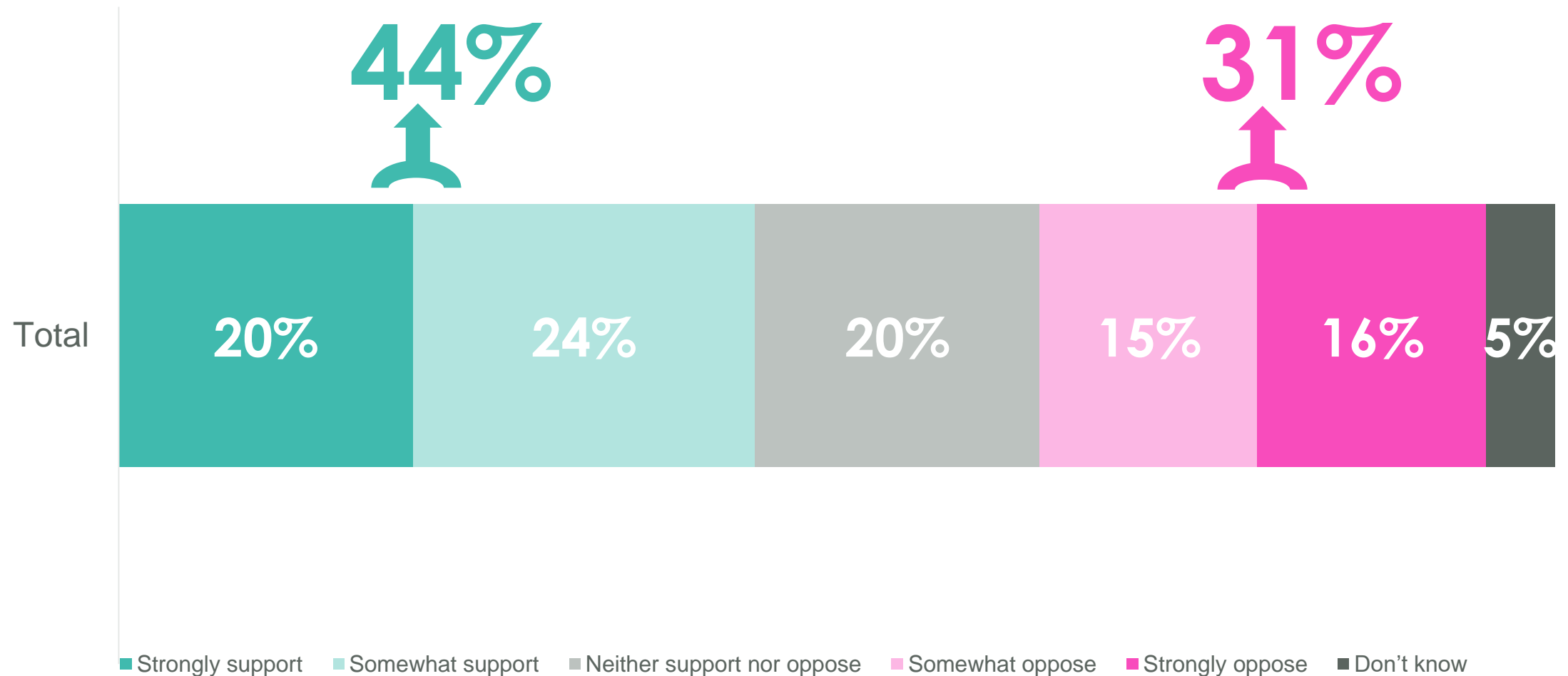
# AI in Crime

*Facial recognition as one of the first frontiers.*

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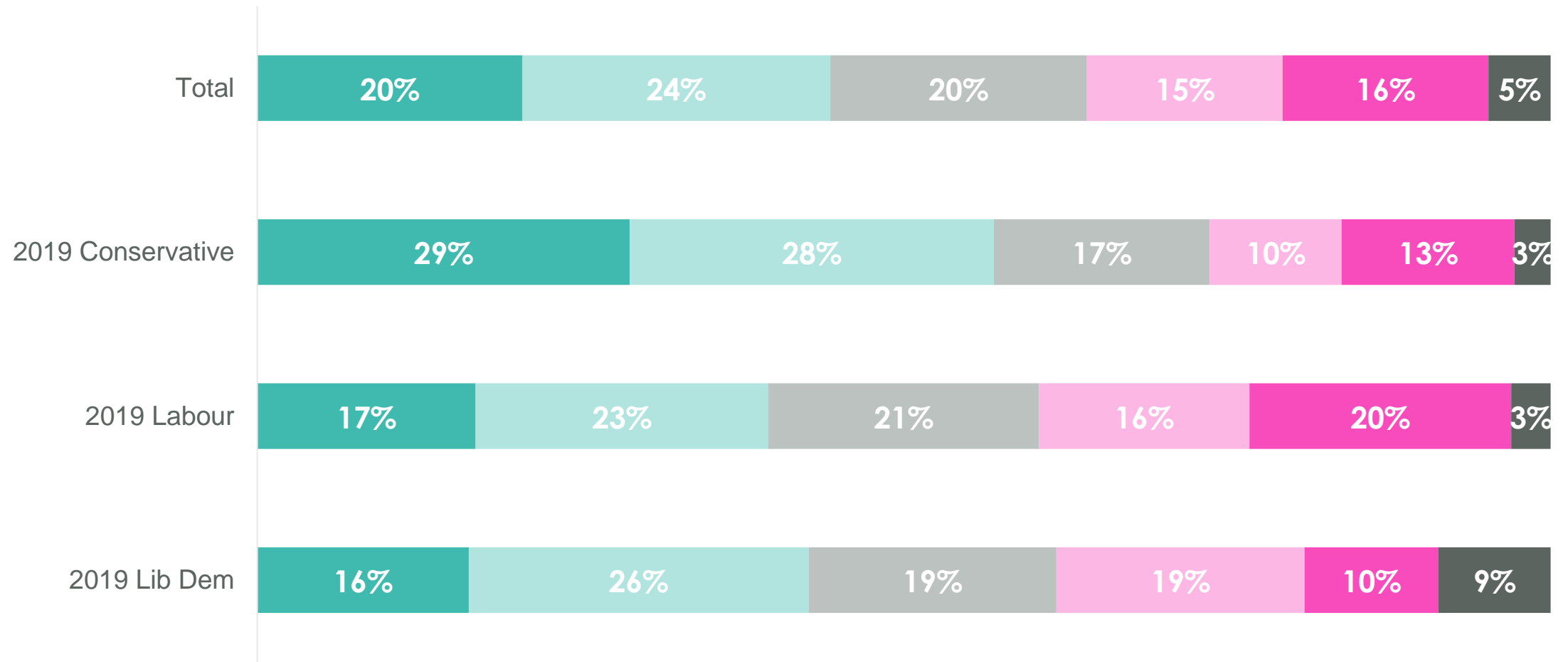


# Plurality support facial recognition to deter shoplifting.



Sample: 2,063 UK Adults. Fieldwork: 02 August - 04 August 2023. Full question wording: "Recently, it was revealed that Home Office officials have drawn up plans to enable the rollout of facial recognition technology in high street shops to deter shoplifting. This involves cameras that scan the faces of people entering the shop and record this to compare against a database. To what extent do you support or oppose the use of this technology in high street shops?"

# Support increases amongst 2019 Conservative voters.



■ Strongly support ■ Somewhat support ■ Neither support nor oppose ■ Somewhat oppose ■ Strongly oppose ■ Don't know

Sample: 2,063 UK Adults. Fieldwork: 02 August - 04 August 2023. Full question wording: "Recently, it was revealed that Home Office officials have drawn up plans to enable the rollout of facial recognition technology in high street shops to deter shoplifting. This involves cameras that scan the faces of people entering the shop and record this to compare against a database. To what extent do you support or oppose the use of this technology in high street shops?"

19% have heard a lot or a little about the alleged audio of Keir Starmer swearing about Liverpool and Labour Party Conference

Of that **19%**, a quarter (**27%**) believed it was real or **still do (25%)**. That's a **tenth** of the UK population.



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**Any  
questions?**

**Calum Weir**  
Opinium

**British  
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# Concluding reflections

Professor Jane Green, University of Oxford

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# Thank you for listening!

Organising Committee: Simon Atkinson (Ipsos), Joe Alder (J.L. Partners), Holly Day (Ipsos), Beth Kühnel Mann (YouGov), Jack Peacock (Survation), Fintan Smith (YouGov)

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# 3

## Networking

### Conversation starters:

How long have you been in research? How did you get into it?

What's your favourite project you're working on at the moment?

Which part of today have you found the most interesting?

Do you think Labour will win the next election? If so, how big will their lead be?

Did you know anyone else here today? How did you hear about it?

Where do you see yourself in the next year or so?