

## **YouGov Survey Results**

Sample Size: 5868 adults in GB

Fieldwork: 21st January - 1st February 2023

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			Ge	nder	Age			Social Grade		Country			Region in England				
		Total	Male	Female		25-49		65+			England	Wales	Scotland	North	Midlands		South
	Weighted Sample			3028	616	2423	1450				5064	293	511	1414	974	710	1966
	Unweighted Sample	5868		3284	530	2341	1475	1522	3539	2329	5033	317	518	1388	985	609	2051
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Would you [n=1710]	u describe 40% as "almost half"?																
	I would describe this as "almost half"	26	24	28	29	29	22	23	26	27	26	32	28	24	23	25	28
	I would not describe this as "almost half"	67	67	67	51	63	74	75	70	64	68	57	65	69	71	63	68
	Don't know	7	8	5	20	7	4	3	5	10	7	10	7	7	6	11	4
Would you [n=1723]	u describe 41% as "almost half"?																
,	I would describe this as "almost half"	27	26	27	30	29	22	27	28	25	27	30	22	27	26	30	27
	I would not describe this as "almost half"	67	68	66	57	65	74	68	67	67	66	65	76	66	65	63	69
	Don't know	6	5	7	13	6	4	5	5	8	6	5	2	7	10	7	4
<b>Would you</b> [n=1756]	u describe 42% as "almost half"?																
	I would describe this as "almost half"	34	31	36	32	36	30	34	33	35	34	33	32	34	35	34	33
	I would not describe this as "almost half"	59	61	58	48	56	65	64	62	56	60	56	58	59	59	61	60
	Don't know	7	8	6	20	8	4	2	5	9	7	11	10	7	6	5	7
Would you [n=1726]	u describe 43% as "almost half"?																
	I would describe this as "almost half"	37	36	38	36	39	35	37	39	35	37	41	32	38	35	43	36
	I would not describe this as "almost half"	56	57	56	48	53	61	61	56	56	56	51	63	57	57	50	57
	Don't know	7	7	6	16	8	4	3	5	8	7	8	5	5	7	7	7
<b>Would you</b> [n=1791]	u describe 44% as "almost half"?																
	I would describe this as "almost half"	47	47	47	45	51	46	44	48	46	48	47	44	51	46	40	49
	I would not describe this as "almost half"	45	43	47	38	40	50	51	46	44	45	43	49	43	46	51	42
	Don't know	8	10	6	18	9	4	5	6	10	8	11	7	6	7	10	8
<b>Would you</b> [n=1727]	u describe 45% as "almost half"?																
- 1	I would describe this as "almost half"	63	61	66	64	66	64	58	65	61	64	67	57	61	66	64	64
	I would not describe this as "almost half"	31	33	30	21	29	34	37	30	32	31	26	37	34	31	28	30
	Don't know	5	6	5	16	5	2	5	5	6	5	7	5	5	3	8	6



Sample Size: 5868 adults in GB

I would describe this as "almost half"   71   71   72   74   75   70   65   73   68   72   67   69   69   68   72   75     I would not describe this as "almost half"   22   23   22   15   18   24   32   22   23   22   27   25   24   23   24   19     Don't know   6   7   6   11   7   6   3   5   8   7   6   6   7   10   4   6      Would you describe 47% as "almost half"   79   77   81   86   83   78   72   83   73   79   76   79   80   76   79   81     I would not describe this as "almost half"   16   19   14   6   12   18   26   13   21   16   18   16   15   17   17   16     Don't know   5   5   5   7   5   5   3   4   6   4   7   5   4   8   4   3      Would you describe 48% as "almost half"   79   77   81   86   85   87   79   87   88   86   88   84   86   85   86   87   87   85   86     I would not describe this as "almost half"   9   9   9   8   8   9   11   8   10   9   9   11   9   9   8   9     Don't know   5   6   4   13   5   3   2   4   6   5   6   4   4   5   7   5      Would you describe 49% as "almost half"   79   78   90   92   90   91   86   89   90   91   86   90   84   92      Would you describe this as "almost half"   79   78   90   92   90   91   86   89   90   91   86   90   84   92      Total Table 1   1   2   2   2   2   2   2   2   2	Fieldwork: 21st January - 1st February 2023																
Weighted Sample   Unweighted Sample   Sample   Unweighted Sample   Sample			Gender		Age				Social	Grade	Country			Region in England			
Unweighted Sample   5868   2584   3284   530   2341   1475   1522   3539   2329   5033   317   518   1388   985   609   2051		Total	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	South
Would you describe 46% as "almost half"?   I would describe this as "almost half"   71	Weighted Sample	5868	2840	3028	616				3345	2523	5064	293	511	1414	974	710	1966
Mould you describe 46% as "almost half"?  [n=1794]  I would describe this as "almost half" 71	Unweighted Sample	5868	2584	3284	530	2341	1475	1522	3539	2329	5033	317	518	1388	985	609	2051
I would describe this as "almost half"   71		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Mould you describe 47% as "almost half"?  [n=1740]  I would describe this as "almost half" 79   77   81   86   83   78   72   83   73   79   76   79   80   76   79   81   81   81   81   81   81   81   8	Would you describe 46% as "almost half"? [n=1794]		_		_												
Mould you describe 47% as "almost half"?  [n=1740]  I would describe this as "almost half" 79   77   81   86   83   78   72   83   73   79   76   79   80   76   79   81   81   81   81   82   83   83   84   84   85   85   85   85   85   85	I would describe this as "almost half"	71		72	74	75	70	65	73		72	67	69	69			
Mould you describe 47% as "almost half"?  [n=1740]  I would describe this as "almost half" 79   77   81   86   83   78   72   83   73   79   76   79   80   76   79   81   81   81   81   81   81   81   8	I would not describe this as "almost half"	22		22	15	18	24	32	22	23	22	27	25				
I would describe this as "almost half"   79	Don't know	6	7	6	11	7	6	3	5	8	7	6	6	7	10	4	6
I would not describe this as "almost half"   16   19   14   6   12   18   26   13   21   16   18   16   15   17   17   16     Don't know   5   5   5   5   5   3   4   6   4   7   5   5   4   8   4   3      Would you describe 48% as "almost half"? [n=1811]	Would you describe 47% as "almost half"? [n=1740]																
Would you describe 48% as "almost half"?  [n=1811]  I would describe this as "almost half" 86   85   87   79   87   88   86   88   84   86   85   86   87   87   85   86    I would not describe this as "almost half" 9   9   9   8   8   9   11   8   10   9   9   11   9   9   9   8   9    Don't know 5   6   4   13   5   3   2   4   6   5   6   4   4   5   7   5  Would you describe 49% as "almost half"?  [n=1826]	I would describe this as "almost half"	79	77	81			78	72	83	73	79	76	79	80	76	79	81
Would you describe 48% as "almost half"?  [n=1811]  I would describe this as "almost half" 86   85   87   79   87   88   86   88   84   86   85   86   87   87   85   86    I would not describe this as "almost half" 9   9   9   8   8   9   11   8   10   9   9   11   9   9   9   8   9    Don't know 5   6   4   13   5   3   2   4   6   5   6   4   4   5   7   5  Would you describe 49% as "almost half"?  [n=1826]	I would not describe this as "almost half"	16	19	14	6	12	18	26	13	21		18		15		17	16
[n=1811]  I would describe this as "almost half"    B6	Don't know	5	5	5	7	5	5	3	4	6	4	7	5	4	8	4	3
Would you describe 49% as "almost half"? [n=1826]	Would you describe 48% as "almost half"? [n=1811]																
Would you describe 49% as "almost half"? [n=1826]	I would describe this as "almost half"	86	85		79	87	88	86	88						87		
Would you describe 49% as "almost half"? [n=1826]	I would not describe this as "almost half"	9	9	9	8	8	9	11	8	10	9	9		9	9	8	9
[n=1826]	Don't know	5	6	4	13	5	3	2	4	6	5	6	4	4	5	7	5
I would describe this as "almost half"   89   88   90   78   90   92   90   91   86   89   90   91   86   90   84   92   90   91   91   92   93   94   95   95   95   95   95   95   95	Would you describe 49% as "almost half"? [n=1826]																
I would not describe this as "almost half" 6 7 5 11 5 5 9 6 8 6 3 7 8 6 8 5	I would describe this as "almost half"	89	88	90	78	90	92	90	91	86	89	90	91	86	90	84	92
	I would not describe this as "almost half"	6	7	5	11	5 6	5	9 1	6	8	6	3 7	7	8	6	8 8	5
Don't know <b>5</b> 5 4 11 6 3 1 3 6 5 7 1 6 4 8 3	Don't know	5	5	4	11	6	3	1	3	6	5	7	1	6	4	8	3

<sup>\*</sup>Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures should not be used.