**About the poll**

Client:

Fieldwork Period: November 23, 2023

Sampling Method: Online

Population Sampled: All adults (18+) in Great Britain

Sample Size: 1,564

Data Collection: The data is acquired from a panel provider offering participants the chance to win money. The sampling relies on an online quota approach. Specifically, participants are sampled to meet Office of National Statistics quotas for gender, age, region, socio-economic group, vote in the 2019 general election, and vote in the 2016 Brexit referendum. No criteria are used to over- or undersample respondents. To ensure the polling is representative of the target population, we use official and reliable data sources to match the sample to demographic population targets.

Weighting: The sample has been weighted to be representative of the population on the following variables: gender, age, socio-economic group, region, vote in the 2019 General Elections and 2016 Brexit referendum vote.

Contact: info@peoplepolling.org

Additional Information: PeoplePolling is a member of the [British Polling Council](https://www.britishpollingcouncil.org/) (BPC) and abides by its rules.

Q1. On a scale of 0 to 10, where 0 means that you would not vote and 10 means that you would certainly vote, how likely would you be to vote if there were a general election tomorrow?

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Gender |  | Age range |  | SEG |  | Region group |  | GE2019 |  | EU2016 |
|   | National | Female | Male |  | 18-24 | 25-49 | 50-64 | 65+ |  | AB | C1 | C2 | DE |  | London | Midlands/Wales | North | Rest of South | Scotland |  | Con | Lab | Lib Dem | Leave | Remain |
| Unweighted | 1564 | 814 | 735 |  | 110 | 524 | 552 | 378 |  | 397 | 460 | 322 | 385 |  | 187 | 346 | 368 | 532 | 131 |  | 442 | 343 | 124 |  | 532 | 522 |
| Weighted | 1555 | 787 | 768 |  | 166 | 517 | 511 | 370 |  | 347 | 482 | 328 | 407 |  | 227 | 275 | 391 | 532 | 138 |  | 471 | 347 | 125 |  | 586 | 543 |
| 0 - certainly will not vote | 12% | 12% | 11% |  | 10% | 14% | 13% | 8% |  | 9% | 9% | 13% | 16% |  | 11% | 13% | 12% | 12% | 6% |  | 3% | 3% | 1% |  | 9% | 3% |
| 1 | 2% | 1% | 2% |  | 1% | 2% | 2% | 1% |  | 1% | 2% | 2% | 1% |  | 1% | 0% | 2% | 3% | 1% |  | 1% | 0% | 0% |  | 2% | 1% |
| 2 | 1% | 1% | 1% |  | 3% | 1% | 1% | 1% |  | 2% | 1% | 1% | 1% |  | 0% | 1% | 1% | 2% | 1% |  | 0% | 1% | 0% |  | 1% | 0% |
| 3 | 1% | 2% | 1% |  | 4% | 1% | 2% | 0% |  | 1% | 1% | 2% | 2% |  | 0% | 1% | 1% | 2% | 2% |  | 1% | 1% | 0% |  | 1% | 0% |
| 4 | 1% | 1% | 1% |  | 0% | 1% | 2% | 1% |  | 1% | 1% | 1% | 1% |  | 1% | 2% | 1% | 1% | 0% |  | 1% | 0% | 1% |  | 1% | 1% |
| 5 | 5% | 6% | 5% |  | 2% | 5% | 6% | 5% |  | 3% | 5% | 5% | 8% |  | 2% | 4% | 7% | 5% | 6% |  | 4% | 1% | 1% |  | 6% | 3% |
| 6 | 2% | 2% | 2% |  | 2% | 2% | 2% | 3% |  | 2% | 1% | 3% | 2% |  | 1% | 1% | 3% | 3% | 2% |  | 3% | 1% | 2% |  | 2% | 2% |
| 7 | 4% | 3% | 4% |  | 6% | 3% | 3% | 4% |  | 3% | 4% | 4% | 3% |  | 4% | 5% | 4% | 3% | 3% |  | 4% | 3% | 1% |  | 5% | 3% |
| 8 | 5% | 5% | 4% |  | 4% | 6% | 3% | 4% |  | 5% | 5% | 6% | 3% |  | 5% | 6% | 4% | 4% | 6% |  | 5% | 6% | 6% |  | 4% | 5% |
| 9 | 6% | 6% | 5% |  | 6% | 5% | 6% | 6% |  | 8% | 7% | 5% | 4% |  | 7% | 5% | 6% | 6% | 3% |  | 6% | 6% | 10% |  | 5% | 8% |
| 10 - certain to vote | 51% | 48% | 55% |  | 38% | 46% | 53% | 63% |  | 57% | 55% | 45% | 48% |  | 58% | 53% | 48% | 47% | 63% |  | 64% | 71% | 71% |  | 57% | 66% |
| Prefer not to say | 11% | 12% | 9% |   | 24% | 14% | 7% | 4% |   | 9% | 10% | 14% | 10% |   | 10% | 9% | 10% | 13% | 7% |   | 7% | 6% | 7% |   | 6% | 7% |

Q2. If there were to be a general election tomorrow, which party would you vote for?

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Gender |  | Age range |  | SEG |  | Region group |  | GE2019 |  | EU2016 |
|   | National | Female | Male |  | 18-24 | 25-49 | 50-64 | 65+ |  | AB | C1 | C2 | DE |  | London | Midlands/Wales | North | Rest of South | Scotland |  | Con | Lab | Lib Dem | Leave | Remain |
| Unweighted | 1564 | 814 | 735 |  | 110 | 524 | 552 | 378 |  | 397 | 460 | 322 | 385 |  | 187 | 346 | 368 | 532 | 131 |  | 442 | 343 | 124 |  | 532 | 522 |
| Weighted | 1555 | 787 | 768 |  | 166 | 517 | 511 | 370 |  | 347 | 482 | 328 | 407 |  | 227 | 275 | 391 | 532 | 138 |  | 471 | 347 | 125 |  | 586 | 543 |
| Conservative | 12% | 9% | 14% |  | 7% | 7% | 12% | 21% |  | 12% | 10% | 15% | 11% |  | 14% | 13% | 10% | 12% | 10% |  | 34% | 1% | 1% |  | 21% | 7% |
| Labour | 25% | 26% | 24% |  | 31% | 30% | 23% | 19% |  | 27% | 29% | 19% | 25% |  | 29% | 32% | 28% | 19% | 22% |  | 11% | 64% | 21% |  | 17% | 38% |
| Liberal Democrat | 6% | 4% | 7% |  | 5% | 5% | 6% | 7% |  | 8% | 7% | 4% | 5% |  | 9% | 3% | 3% | 8% | 6% |  | 2% | 2% | 41% |  | 3% | 10% |
| Green | 5% | 6% | 4% |  | 7% | 6% | 6% | 1% |  | 5% | 7% | 3% | 5% |  | 7% | 3% | 6% | 5% | 3% |  | 2% | 9% | 7% |  | 2% | 9% |
| Reform UK | 6% | 3% | 10% |  | 5% | 3% | 6% | 12% |  | 6% | 6% | 7% | 7% |  | 8% | 6% | 5% | 8% | 4% |  | 16% | 1% | 0% |  | 13% | 2% |
| SNP | 1% | 1% | 2% |  | 6% | 1% | 1% | 0% |  | 1% | 2% | 1% | 1% |  | 0% | 0% | 0% | 0% | 15% |  | 0% | 1% | 0% |  | 0% | 2% |
| Plaid Cymru | 0% | 0% | 1% |  | 0% | 0% | 0% | 1% |  | 0% | 0% | 0% | 1% |  | 0% | 2% | 0% | 0% | 0% |  | 0% | 1% | 0% |  | 0% | 1% |
| Some other party | 1% | 1% | 1% |  | 1% | 1% | 1% | 1% |  | 1% | 1% | 1% | 1% |  | 0% | 1% | 1% | 1% | 0% |  | 1% | 2% | 0% |  | 2% | 0% |
| Would not vote | 11% | 11% | 11% |  | 8% | 13% | 12% | 8% |  | 8% | 8% | 12% | 15% |  | 10% | 11% | 11% | 11% | 7% |  | 3% | 2% | 1% |  | 10% | 3% |
| Don't know | 19% | 21% | 16% |  | 15% | 18% | 21% | 16% |  | 20% | 15% | 22% | 19% |  | 12% | 17% | 20% | 20% | 21% |  | 19% | 10% | 15% |  | 20% | 16% |
| Prefer not to say | 14% | 16% | 11% |   | 13% | 16% | 12% | 13% |   | 10% | 15% | 17% | 12% |   | 10% | 12% | 16% | 15% | 10% |   | 11% | 8% | 13% |   | 12% | 13% |

Q2 (B). If there were to be a general election tomorrow, which party would you vote for? (Sample only containing those who are likely to vote, who responded a 6 or above to Q1, and with definite voting intention).

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Gender |  | Age range |  | SEG |  | Region group |  | GE2019 |  | EU2016 |
|   | National | Female | Male |  | 18-24 | 25-49 | 50-64 | 65+ |  | AB | C1 | C2 | DE |  | London | Midlands/Wales | North | Rest of South | Scotland |  | Con | Lab | Lib Dem | Leave | Remain |
| Unweighted | 788 | 374 | 414 |  | 56 | 253 | 264 | 222 |  | 213 | 260 | 143 | 179 |  | 113 | 184 | 169 | 252 | 77 |  | 268 | 253 | 83 |  | 302 | 347 |
| Weighted | 802 | 364 | 438 |  | 82 | 249 | 256 | 220 |  | 194 | 273 | 146 | 194 |  | 140 | 153 | 182 | 253 | 79 |  | 291 | 258 | 86 |  | 318 | 353 |
| Conservative | 22% | 19% | 23% |  | 15% | 12% | 22% | 34% |  | 21% | 17% | 32% | 21% |  | 22% | 22% | 21% | 24% | 16% |  | 52% | 1% | 1% |  | 38% | 10% |
| Labour | 45% | 52% | 40% |  | 54% | 57% | 43% | 31% |  | 44% | 48% | 39% | 47% |  | 45% | 56% | 53% | 35% | 39% |  | 17% | 81% | 31% |  | 29% | 56% |
| Liberal Democrat | 10% | 9% | 11% |  | 5% | 11% | 12% | 10% |  | 13% | 11% | 8% | 8% |  | 15% | 5% | 5% | 14% | 10% |  | 4% | 3% | 58% |  | 6% | 15% |
| Green | 8% | 11% | 5% |  | 12% | 11% | 10% | 2% |  | 9% | 11% | 4% | 7% |  | 10% | 4% | 10% | 9% | 6% |  | 3% | 10% | 9% |  | 3% | 12% |
| Reform UK | 11% | 6% | 15% |  | 6% | 6% | 10% | 19% |  | 10% | 8% | 14% | 13% |  | 7% | 10% | 9% | 16% | 7% |  | 23% | 1% | 1% |  | 22% | 3% |
| SNP | 2% | 2% | 3% |  | 9% | 2% | 2% | 1% |  | 2% | 3% | 1% | 2% |  | 0% | 0% | 0% | 0% | 23% |  | 1% | 1% | 0% |  | 0% | 3% |
| Plaid Cymru | 1% | 0% | 1% |  | 0% | 1% | 0% | 1% |  | 0% | 0% | 0% | 1% |  | 0% | 3% | 0% | 0% | 0% |  | 0% | 1% | 0% |  | 0% | 1% |
| Some other party | 1% | 1% | 1% |   | 0% | 2% | 1% | 2% |   | 1% | 1% | 2% | 1% |   | 1% | 1% | 1% | 2% | 0% |   | 1% | 1% | 1% |   | 3% | 1% |

Q3. New figures from the Office for National Statistics show the rate of net migration in the UK in the year ending June 2023 was 672,000, meaning 672,000 more people came into the country than left. This compares to a net migration rate of 212,000 a decade ago. In your view, is the rate of net migration today:

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Gender |  | Age range |  | SEG |  | Region group |  | GE2019 |  | EU2016 |
|   | National | Female | Male |  | 18-24 | 25-49 | 50-64 | 65+ |  | AB | C1 | C2 | DE |  | London | Midlands/Wales | North | Rest of South | Scotland |  | Con | Lab | Lib Dem | Leave | Remain |
| Unweighted | 1564 | 814 | 735 |  | 110 | 524 | 552 | 378 |  | 397 | 460 | 322 | 385 |  | 187 | 346 | 368 | 532 | 131 |  | 442 | 343 | 124 |  | 532 | 522 |
| Weighted | 1555 | 787 | 768 |  | 166 | 517 | 511 | 370 |  | 347 | 482 | 328 | 407 |  | 227 | 275 | 391 | 532 | 138 |  | 471 | 347 | 125 |  | 586 | 543 |
| Too high | 56% | 47% | 65% |  | 29% | 39% | 63% | 83% |  | 49% | 53% | 62% | 60% |  | 48% | 65% | 52% | 58% | 56% |  | 85% | 38% | 36% |  | 82% | 40% |
| About right | 12% | 11% | 12% |  | 17% | 16% | 10% | 6% |  | 19% | 14% | 6% | 8% |  | 19% | 10% | 11% | 9% | 15% |  | 3% | 24% | 23% |  | 3% | 22% |
| Too low | 2% | 2% | 3% |  | 5% | 4% | 2% | 0% |  | 5% | 2% | 1% | 2% |  | 6% | 1% | 2% | 1% | 4% |  | 1% | 4% | 5% |  | 0% | 4% |
| Don’t know | 30% | 40% | 20% |   | 49% | 42% | 26% | 11% |   | 27% | 31% | 31% | 31% |   | 26% | 25% | 34% | 32% | 26% |   | 11% | 34% | 35% |   | 15% | 34% |

Q4. If the rate of net migration announced continues, it is estimated that by the year 2046 the UK’s population will increase from approximately 67 million people today to about 85 million people. How concerned, if at all, are you about this population change?

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Gender |  | Age range |  | SEG |  | Region group |  | GE2019 |  | EU2016 |
|   | National | Female | Male |  | 18-24 | 25-49 | 50-64 | 65+ |  | AB | C1 | C2 | DE |  | London | Midlands/Wales | North | Rest of South | Scotland |  | Con | Lab | Lib Dem | Leave | Remain |
| Unweighted | 1564 | 814 | 735 |  | 110 | 524 | 552 | 378 |  | 397 | 460 | 322 | 385 |  | 187 | 346 | 368 | 532 | 131 |  | 442 | 343 | 124 |  | 532 | 522 |
| Weighted | 1555 | 787 | 768 |  | 166 | 517 | 511 | 370 |  | 347 | 482 | 328 | 407 |  | 227 | 275 | 391 | 532 | 138 |  | 471 | 347 | 125 |  | 586 | 543 |
| Very concerned | 43% | 35% | 51% |  | 23% | 27% | 49% | 66% |  | 37% | 40% | 49% | 47% |  | 36% | 45% | 41% | 47% | 43% |  | 69% | 23% | 26% |  | 69% | 26% |
| Somewhat concerned | 23% | 24% | 22% |  | 24% | 27% | 22% | 20% |  | 28% | 27% | 17% | 20% |  | 25% | 27% | 22% | 21% | 25% |  | 21% | 32% | 32% |  | 17% | 32% |
| Not very concerned | 10% | 9% | 10% |  | 18% | 11% | 9% | 5% |  | 14% | 9% | 5% | 10% |  | 19% | 8% | 10% | 5% | 13% |  | 2% | 19% | 22% |  | 2% | 18% |
| Not at all concerned | 4% | 4% | 5% |  | 4% | 6% | 5% | 1% |  | 7% | 4% | 4% | 4% |  | 7% | 4% | 5% | 3% | 5% |  | 1% | 9% | 4% |  | 1% | 7% |
| Don't know | 20% | 28% | 11% |   | 31% | 30% | 14% | 7% |   | 14% | 20% | 24% | 20% |   | 13% | 16% | 22% | 23% | 15% |   | 7% | 17% | 16% |   | 11% | 18% |

Q5. Some people suggest there should be a temporary five-year pause on all further immigration into the UK so that the UK can better absorb the immigration of the last few decades. Would you support or oppose such a pause on further immigration?

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Gender |  | Age range |  | SEG |  | Region group |  | GE2019 |  | EU2016 |
|   | National | Female | Male |  | 18-24 | 25-49 | 50-64 | 65+ |  | AB | C1 | C2 | DE |  | London | Midlands/Wales | North | Rest of South | Scotland |  | Con | Lab | Lib Dem | Leave | Remain |
| Unweighted | 1564 | 814 | 735 |  | 110 | 524 | 552 | 378 |  | 397 | 460 | 322 | 385 |  | 187 | 346 | 368 | 532 | 131 |  | 442 | 343 | 124 |  | 532 | 522 |
| Weighted | 1555 | 787 | 768 |  | 166 | 517 | 511 | 370 |  | 347 | 482 | 328 | 407 |  | 227 | 275 | 391 | 532 | 138 |  | 471 | 347 | 125 |  | 586 | 543 |
| Strongly support | 34% | 26% | 43% |  | 15% | 23% | 39% | 52% |  | 24% | 31% | 43% | 40% |  | 29% | 40% | 34% | 34% | 34% |  | 55% | 15% | 15% |  | 57% | 17% |
| Somewhat support | 19% | 19% | 19% |  | 14% | 17% | 19% | 22% |  | 19% | 18% | 19% | 20% |  | 16% | 17% | 18% | 22% | 19% |  | 23% | 18% | 23% |  | 22% | 18% |
| Somewhat oppose | 11% | 11% | 10% |  | 15% | 12% | 11% | 7% |  | 19% | 10% | 7% | 8% |  | 18% | 10% | 11% | 6% | 19% |  | 7% | 17% | 23% |  | 5% | 19% |
| Strongly oppose | 11% | 11% | 10% |  | 17% | 14% | 9% | 6% |  | 18% | 13% | 4% | 8% |  | 19% | 6% | 11% | 9% | 11% |  | 4% | 23% | 18% |  | 3% | 19% |
| Don't know | 25% | 33% | 18% |   | 39% | 34% | 21% | 12% |   | 21% | 28% | 28% | 24% |   | 19% | 26% | 26% | 29% | 18% |   | 11% | 27% | 21% |   | 14% | 26% |

Q6. Thinking about immigration overall, which ONE of the following would you say is closest to your view? “Immigration is making Britain a nicer place to live,” “Immigration makes no difference to whether Britain is a better or worse place to live,” “Immigration is making Britain a worse place to live,” “I don’t know.”

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Gender |  | Age range |  | SEG |  | Region group |  | GE2019 |  | EU2016 |
|   | National | Female | Male |  | 18-24 | 25-49 | 50-64 | 65+ |  | AB | C1 | C2 | DE |  | London | Midlands/Wales | North | Rest of South | Scotland |  | Con | Lab | Lib Dem | Leave | Remain |
| Unweighted | 1564 | 814 | 735 |  | 110 | 524 | 552 | 378 |  | 397 | 460 | 322 | 385 |  | 187 | 346 | 368 | 532 | 131 |  | 442 | 343 | 124 |  | 532 | 522 |
| Weighted | 1555 | 787 | 768 |  | 166 | 517 | 511 | 370 |  | 347 | 482 | 328 | 407 |  | 227 | 275 | 391 | 532 | 138 |  | 471 | 347 | 125 |  | 586 | 543 |
| …a nicer place to live | 10% | 10% | 10% |  | 16% | 14% | 8% | 5% |  | 17% | 12% | 3% | 8% |  | 22% | 7% | 7% | 8% | 12% |  | 3% | 22% | 18% |  | 1% | 20% |
| … no difference  | 21% | 22% | 20% |  | 23% | 23% | 21% | 17% |  | 26% | 26% | 15% | 17% |  | 22% | 20% | 25% | 19% | 19% |  | 13% | 33% | 35% |  | 12% | 33% |
| … a worse place to live | 42% | 33% | 51% |  | 23% | 27% | 48% | 62% |  | 33% | 35% | 54% | 48% |  | 37% | 47% | 38% | 43% | 45% |  | 68% | 19% | 22% |  | 68% | 20% |
| Don’t know | 27% | 36% | 19% |   | 37% | 36% | 23% | 16% |   | 25% | 28% | 29% | 27% |   | 18% | 26% | 29% | 30% | 24% |   | 16% | 26% | 25% |   | 19% | 27% |