**About the poll**

Client:

Fieldwork Period: November 14, 2023

Sampling Method: Online

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

Sample Size: 1,581

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 | 1582 | 811 | 761 |  | 105 | 684 | 440 | 353 |  | 362 | 482 | 339 | 399 |  | 174 | 346 | 395 | 526 | 141 |  | 464 | 328 | 120 |  | 571 | 497 |
| Weighted | 1581 | 796 | 777 |  | 120 | 685 | 408 | 368 |  | 346 | 497 | 337 | 402 |  | 231 | 283 | 397 | 530 | 142 |  | 464 | 341 | 123 |  | 592 | 549 |
| 0 - certainly  will not vote | 12% | 12% | 12% |  | 12% | 13% | 13% | 8% |  | 7% | 7% | 13% | 19% |  | 6% | 15% | 12% | 13% | 9% |  | 4% | 3% | 0% |  | 9% | 3% |
| 1 | 1% | 2% | 1% |  | 0% | 1% | 2% | 1% |  | 0% | 2% | 1% | 2% |  | 1% | 2% | 1% | 1% | 2% |  | 0% | 0% | 0% |  | 1% | 1% |
| 2 | 2% | 2% | 1% |  | 3% | 2% | 2% | 1% |  | 1% | 2% | 2% | 2% |  | 1% | 1% | 2% | 3% | 0% |  | 1% | 0% | 1% |  | 2% | 0% |
| 3 | 3% | 4% | 2% |  | 5% | 3% | 3% | 2% |  | 2% | 2% | 5% | 3% |  | 1% | 5% | 2% | 4% | 2% |  | 2% | 1% | 1% |  | 3% | 2% |
| 4 | 1% | 1% | 1% |  | 0% | 0% | 2% | 1% |  | 0% | 0% | 1% | 2% |  | 0% | 1% | 2% | 1% | 0% |  | 1% | 0% | 1% |  | 1% | 1% |
| 5 | 5% | 6% | 5% |  | 4% | 6% | 6% | 5% |  | 4% | 6% | 4% | 7% |  | 4% | 7% | 5% | 6% | 4% |  | 6% | 3% | 2% |  | 7% | 4% |
| 6 | 2% | 2% | 2% |  | 4% | 1% | 2% | 2% |  | 3% | 2% | 2% | 1% |  | 2% | 1% | 4% | 2% | 0% |  | 3% | 1% | 1% |  | 2% | 1% |
| 7 | 4% | 4% | 3% |  | 2% | 4% | 3% | 4% |  | 3% | 4% | 4% | 2% |  | 5% | 2% | 3% | 4% | 1% |  | 5% | 2% | 2% |  | 3% | 4% |
| 8 | 3% | 4% | 3% |  | 4% | 4% | 5% | 1% |  | 4% | 4% | 2% | 3% |  | 2% | 3% | 4% | 4% | 2% |  | 4% | 3% | 3% |  | 4% | 3% |
| 9 | 5% | 4% | 7% |  | 3% | 7% | 5% | 4% |  | 6% | 6% | 4% | 5% |  | 10% | 5% | 5% | 5% | 1% |  | 6% | 9% | 7% |  | 5% | 8% |
| 10 - certain  to vote | 51% | 46% | 56% |  | 42% | 44% | 50% | 67% |  | 61% | 53% | 46% | 42% |  | 58% | 47% | 46% | 47% | 73% |  | 64% | 73% | 77% |  | 53% | 68% |
| Prefer not to say | 11% | 13% | 8% |  | 22% | 15% | 9% | 3% |  | 9% | 10% | 15% | 11% |  | 9% | 10% | 14% | 11% | 7% |  | 5% | 5% | 5% |  | 10% | 6% |

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 | 1582 | 811 | 761 |  | 105 | 684 | 440 | 353 |  | 362 | 482 | 339 | 399 |  | 174 | 346 | 395 | 526 | 141 |  | 464 | 328 | 120 |  | 571 | 497 |
| Weighted | 1581 | 796 | 777 |  | 120 | 685 | 408 | 368 |  | 346 | 497 | 337 | 402 |  | 231 | 283 | 397 | 530 | 142 |  | 464 | 341 | 123 |  | 592 | 549 |
| Conservative | 10% | 6% | 15% |  | 2% | 6% | 12% | 21% |  | 13% | 11% | 9% | 9% |  | 13% | 15% | 10% | 9% | 6% |  | 31% | 1% | 4% |  | 17% | 9% |
| Labour | 27% | 31% | 24% |  | 41% | 31% | 27% | 17% |  | 30% | 28% | 22% | 30% |  | 35% | 28% | 32% | 22% | 25% |  | 10% | 69% | 30% |  | 16% | 42% |
| Liberal Democrat | 5% | 4% | 6% |  | 2% | 4% | 5% | 7% |  | 7% | 6% | 3% | 3% |  | 7% | 4% | 1% | 6% | 6% |  | 4% | 2% | 31% |  | 3% | 8% |
| Green | 4% | 4% | 4% |  | 8% | 6% | 4% | 1% |  | 6% | 4% | 3% | 4% |  | 6% | 4% | 2% | 5% | 2% |  | 1% | 6% | 7% |  | 1% | 7% |
| Reform UK | 6% | 3% | 9% |  | 1% | 3% | 5% | 15% |  | 7% | 4% | 8% | 7% |  | 7% | 5% | 6% | 7% | 5% |  | 10% | 2% | 0% |  | 12% | 2% |
| SNP | 2% | 2% | 2% |  | 1% | 2% | 3% | 1% |  | 3% | 2% | 1% | 2% |  | 0% | 0% | 0% | 0% | 21% |  | 0% | 0% | 0% |  | 1% | 3% |
| Plaid Cymru | 0% | 0% | 0% |  | 2% | 0% | 1% | 0% |  | 0% | 1% | 0% | 1% |  | 0% | 2% | 0% | 0% | 1% |  | 0% | 0% | 0% |  | 0% | 0% |
| Some other party | 1% | 1% | 1% |  | 1% | 1% | 1% | 1% |  | 0% | 1% | 2% | 0% |  | 0% | 0% | 1% | 2% | 2% |  | 2% | 1% | 0% |  | 1% | 1% |
| Would not vote | 10% | 10% | 10% |  | 6% | 11% | 12% | 6% |  | 6% | 7% | 11% | 15% |  | 6% | 12% | 10% | 11% | 6% |  | 4% | 1% | 2% |  | 9% | 2% |
| Don't know | 20% | 24% | 17% |  | 17% | 23% | 19% | 19% |  | 17% | 25% | 20% | 18% |  | 16% | 15% | 21% | 25% | 19% |  | 26% | 10% | 13% |  | 25% | 17% |
| Prefer not to say | 14% | 15% | 12% |  | 19% | 14% | 13% | 12% |  | 13% | 12% | 19% | 11% |  | 10% | 14% | 17% | 14% | 7% |  | 12% | 7% | 15% |  | 14% | 10% |

Q2 (B). If there were to be a general election tomorrow, which party would you vote for? (Sample only containing those 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 | 887 | 405 | 482 |  | 63 | 355 | 251 | 226 |  | 222 | 277 | 176 | 220 |  | 115 | 198 | 207 | 277 | 98 |  | 267 | 268 | 89 |  | 321 | 357 |
| Weighted | 885 | 408 | 477 |  | 70 | 358 | 231 | 232 |  | 224 | 278 | 167 | 222 |  | 158 | 165 | 206 | 267 | 96 |  | 271 | 280 | 88 |  | 312 | 393 |
| Conservative | 19% | 13% | 24% |  | 3% | 11% | 21% | 33% |  | 20% | 20% | 19% | 16% |  | 19% | 26% | 19% | 17% | 9% |  | 53% | 1% | 5% |  | 33% | 12% |
| Labour | 49% | 60% | 40% |  | 70% | 59% | 48% | 27% |  | 46% | 49% | 44% | 55% |  | 51% | 47% | 61% | 43% | 36% |  | 18% | 85% | 42% |  | 30% | 58% |
| Liberal Democrat | 9% | 7% | 10% |  | 4% | 8% | 9% | 11% |  | 10% | 11% | 6% | 5% |  | 11% | 7% | 3% | 13% | 9% |  | 7% | 3% | 43% |  | 6% | 11% |
| Green | 7% | 9% | 6% |  | 13% | 11% | 6% | 2% |  | 9% | 7% | 7% | 7% |  | 9% | 6% | 5% | 11% | 3% |  | 2% | 8% | 10% |  | 3% | 9% |
| Reform UK | 11% | 6% | 15% |  | 2% | 5% | 10% | 24% |  | 11% | 6% | 16% | 12% |  | 10% | 9% | 11% | 13% | 8% |  | 18% | 3% | 0% |  | 23% | 3% |
| SNP | 3% | 3% | 4% |  | 2% | 4% | 5% | 2% |  | 5% | 3% | 3% | 3% |  | 0% | 0% | 0% | 0% | 31% |  | 0% | 0% | 0% |  | 2% | 5% |
| Plaid Cymru | 1% | 1% | 0% |  | 3% | 1% | 1% | 0% |  | 0% | 1% | 1% | 1% |  | 0% | 3% | 0% | 0% | 1% |  | 1% | 0% | 0% |  | 0% | 0% |
| Some other party | 2% | 2% | 2% |  | 2% | 3% | 1% | 1% |  | 0% | 2% | 5% | 1% |  | 0% | 1% | 2% | 3% | 3% |  | 3% | 1% | 0% |  | 2% | 1% |

Q3. To what extent, if at all, do you approve or disapprove of prime minister Rishi Sunak’s decision to sack Suella Braverman as Home Secretary?

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | 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 | 1582 | 811 | 761 |  | 105 | 684 | 440 | 353 |  | 362 | 482 | 339 | 399 |  | 174 | 346 | 395 | 526 | 141 |  | 464 | 328 | 120 |  | 571 | 497 |
| Weighted | 1581 | 796 | 777 |  | 120 | 685 | 408 | 368 |  | 346 | 497 | 337 | 402 |  | 231 | 283 | 397 | 530 | 142 |  | 464 | 341 | 123 |  | 592 | 549 |
| Strongly approve | 36% | 34% | 37% |  | 36% | 36% | 39% | 33% |  | 45% | 41% | 25% | 31% |  | 49% | 32% | 30% | 33% | 46% |  | 23% | 59% | 56% |  | 25% | 54% |
| Tend to approve | 15% | 15% | 15% |  | 13% | 13% | 16% | 19% |  | 15% | 17% | 13% | 14% |  | 15% | 13% | 18% | 14% | 16% |  | 18% | 13% | 26% |  | 16% | 17% |
| Tend to disapprove | 7% | 7% | 8% |  | 5% | 4% | 10% | 11% |  | 6% | 6% | 8% | 9% |  | 7% | 6% | 9% | 7% | 6% |  | 16% | 3% | 2% |  | 12% | 4% |
| Strongly disapprove | 10% | 5% | 16% |  | 3% | 6% | 12% | 19% |  | 9% | 7% | 14% | 13% |  | 10% | 8% | 10% | 13% | 10% |  | 19% | 5% | 2% |  | 20% | 4% |
| Don't know | 31% | 39% | 23% |  | 43% | 41% | 23% | 19% |  | 24% | 29% | 40% | 34% |  | 19% | 41% | 34% | 33% | 22% |  | 24% | 19% | 14% |  | 27% | 21% |

Q4. To what extent, if at all, do you approve or disapprove of prime minister Rishi Sunak’s decision to appoint former Conservative Party leader David Cameron as the new Foreign secretary?

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | 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 | 1582 | 811 | 761 |  | 105 | 684 | 440 | 353 |  | 362 | 482 | 339 | 399 |  | 174 | 346 | 395 | 526 | 141 |  | 464 | 328 | 120 |  | 571 | 497 |
| Weighted | 1581 | 796 | 777 |  | 120 | 685 | 408 | 368 |  | 346 | 497 | 337 | 402 |  | 231 | 283 | 397 | 530 | 142 |  | 464 | 341 | 123 |  | 592 | 549 |
| Strongly approve | 5% | 4% | 6% |  | 1% | 4% | 4% | 10% |  | 6% | 5% | 4% | 5% |  | 5% | 8% | 5% | 4% | 4% |  | 11% | 2% | 4% |  | 7% | 5% |
| Tend to approve | 16% | 13% | 20% |  | 15% | 13% | 16% | 23% |  | 20% | 17% | 15% | 14% |  | 18% | 14% | 16% | 18% | 14% |  | 26% | 10% | 24% |  | 17% | 18% |
| Tend to oppose | 16% | 14% | 18% |  | 19% | 14% | 18% | 17% |  | 18% | 19% | 13% | 15% |  | 20% | 14% | 15% | 15% | 23% |  | 16% | 23% | 23% |  | 17% | 19% |
| Strongly oppose | 28% | 26% | 31% |  | 25% | 26% | 31% | 30% |  | 26% | 25% | 30% | 32% |  | 30% | 24% | 29% | 28% | 33% |  | 24% | 46% | 20% |  | 32% | 31% |
| Don't know | 34% | 43% | 25% |  | 40% | 43% | 31% | 20% |  | 30% | 33% | 39% | 35% |  | 27% | 40% | 36% | 35% | 26% |  | 23% | 18% | 29% |  | 27% | 26% |

Q5. “The Conservative Party understands people like me”

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | 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 | 1582 | 811 | 761 |  | 105 | 684 | 440 | 353 |  | 362 | 482 | 339 | 399 |  | 174 | 346 | 395 | 526 | 141 |  | 464 | 328 | 120 |  | 571 | 497 |
| Weighted | 1581 | 796 | 777 |  | 120 | 685 | 408 | 368 |  | 346 | 497 | 337 | 402 |  | 231 | 283 | 397 | 530 | 142 |  | 464 | 341 | 123 |  | 592 | 549 |
| Strongly agree | 2% | 1% | 3% |  | 0% | 1% | 1% | 4% |  | 4% | 1% | 1% | 1% |  | 4% | 2% | 1% | 1% | 0% |  | 3% | 0% | 0% |  | 2% | 2% |
| Tend to agree | 9% | 6% | 12% |  | 8% | 5% | 9% | 17% |  | 12% | 10% | 7% | 7% |  | 14% | 12% | 6% | 8% | 7% |  | 24% | 2% | 7% |  | 13% | 9% |
| Tend to disagree | 17% | 14% | 19% |  | 15% | 14% | 17% | 21% |  | 16% | 19% | 16% | 14% |  | 17% | 14% | 15% | 19% | 15% |  | 22% | 11% | 22% |  | 21% | 15% |
| Strongly disagree | 48% | 49% | 48% |  | 47% | 52% | 50% | 40% |  | 48% | 47% | 46% | 53% |  | 48% | 42% | 49% | 48% | 62% |  | 28% | 80% | 55% |  | 43% | 60% |
| Don't know | 25% | 31% | 18% |  | 30% | 28% | 22% | 18% |  | 20% | 24% | 30% | 24% |  | 17% | 29% | 28% | 25% | 17% |  | 23% | 6% | 16% |  | 22% | 14% |

Q6. To what extent, if at all, do you support or oppose the government’s proposed plan to send asylum-seekers and illegal migrants to Rwanda?

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | 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 | 1582 | 811 | 761 |  | 105 | 684 | 440 | 353 |  | 362 | 482 | 339 | 399 |  | 174 | 346 | 395 | 526 | 141 |  | 464 | 328 | 120 |  | 571 | 497 |
| Weighted | 1581 | 796 | 777 |  | 120 | 685 | 408 | 368 |  | 346 | 497 | 337 | 402 |  | 231 | 283 | 397 | 530 | 142 |  | 464 | 341 | 123 |  | 592 | 549 |
| Strongly support | 24% | 13% | 35% |  | 5% | 14% | 28% | 44% |  | 18% | 16% | 36% | 29% |  | 19% | 27% | 26% | 23% | 24% |  | 44% | 11% | 4% |  | 44% | 12% |
| Tend to support | 16% | 15% | 18% |  | 11% | 12% | 21% | 23% |  | 15% | 19% | 15% | 16% |  | 13% | 16% | 19% | 17% | 13% |  | 27% | 11% | 10% |  | 23% | 12% |
| Tend to oppose | 9% | 9% | 9% |  | 12% | 10% | 9% | 7% |  | 12% | 10% | 5% | 9% |  | 11% | 9% | 6% | 10% | 13% |  | 6% | 10% | 21% |  | 6% | 12% |
| Strongly oppose | 23% | 26% | 20% |  | 33% | 28% | 20% | 14% |  | 32% | 27% | 12% | 19% |  | 39% | 16% | 19% | 21% | 28% |  | 6% | 52% | 46% |  | 8% | 43% |
| Don’t know | 28% | 38% | 17% |  | 39% | 36% | 23% | 12% |  | 23% | 28% | 32% | 27% |  | 18% | 32% | 29% | 29% | 22% |  | 16% | 16% | 19% |  | 18% | 21% |