**About the poll**

Client:

Fieldwork Period: September 13, 2023

Sampling Method: Online

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

Sample Size: 1,900

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?

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|  |  | 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 | 1900 | 1014 | 873 |  | 184 | 814 | 507 | 395 |  | 454 | 584 | 402 | 460 |  | 215 | 416 | 477 | 635 | 157 |  | 520 | 381 | 136 |  | 639 | 574 |
| Weighted | 1900 | 958 | 936 |  | 83 | 843 | 511 | 462 |  | 403 | 608 | 402 | 488 |  | 274 | 332 | 476 | 638 | 180 |  | 579 | 415 | 151 |  | 932 | 864 |
| 0 - certainly  will not vote | 12% | 14% | 9% |  | 13% | 17% | 8% | 5% |  | 7% | 10% | 13% | 16% |  | 2% | 18% | 10% | 16% | 2% |  | 4% | 2% | 2% |  | 16% | 7% |
| 1 | 2% | 2% | 2% |  | 3% | 1% | 2% | 4% |  | 2% | 1% | 0% | 4% |  | 2% | 5% | 0% | 2% | 2% |  | 1% | 0% | 1% |  | 2% | 1% |
| 2 | 2% | 2% | 1% |  | 5% | 2% | 2% | 1% |  | 1% | 3% | 2% | 1% |  | 0% | 1% | 3% | 3% | 0% |  | 1% | 0% | 2% |  | 2% | 1% |
| 3 | 1% | 2% | 0% |  | 3% | 1% | 2% | 0% |  | 1% | 0% | 2% | 2% |  | 0% | 2% | 2% | 1% | 0% |  | 1% | 0% | 0% |  | 2% | 0% |
| 4 | 1% | 1% | 1% |  | 2% | 1% | 0% | 0% |  | 2% | 0% | 0% | 1% |  | 2% | 0% | 1% | 0% | 0% |  | 1% | 0% | 0% |  | 1% | 0% |
| 5 | 7% | 6% | 7% |  | 5% | 5% | 9% | 7% |  | 9% | 4% | 9% | 5% |  | 6% | 4% | 8% | 8% | 4% |  | 7% | 2% | 1% |  | 10% | 3% |
| 6 | 2% | 3% | 1% |  | 3% | 3% | 3% | 1% |  | 0% | 3% | 3% | 2% |  | 1% | 2% | 3% | 2% | 1% |  | 1% | 2% | 1% |  | 2% | 2% |
| 7 | 3% | 3% | 3% |  | 2% | 3% | 4% | 2% |  | 2% | 4% | 2% | 2% |  | 2% | 4% | 2% | 3% | 2% |  | 3% | 1% | 8% |  | 2% | 3% |
| 8 | 5% | 4% | 7% |  | 3% | 6% | 5% | 3% |  | 7% | 5% | 3% | 6% |  | 7% | 3% | 6% | 5% | 3% |  | 5% | 3% | 7% |  | 4% | 7% |
| 9 | 7% | 6% | 7% |  | 8% | 7% | 4% | 8% |  | 7% | 8% | 6% | 6% |  | 6% | 6% | 6% | 7% | 9% |  | 10% | 7% | 4% |  | 6% | 7% |
| 10 - certain  to vote | 52% | 50% | 55% |  | 26% | 45% | 55% | 67% |  | 57% | 53% | 52% | 47% |  | 63% | 50% | 50% | 45% | 69% |  | 61% | 79% | 72% |  | 46% | 62% |
| Prefer not to say | 7% | 7% | 7% |  | 27% | 8% | 6% | 3% |  | 6% | 7% | 7% | 8% |  | 8% | 6% | 9% | 7% | 7% |  | 6% | 3% | 2% |  | 6% | 6% |

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

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|  |  | 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 | 1900 | 1014 | 873 |  | 184 | 814 | 507 | 395 |  | 454 | 584 | 402 | 460 |  | 215 | 416 | 477 | 635 | 157 |  | 520 | 381 | 136 |  | 639 | 574 |
| Weighted | 1900 | 958 | 936 |  | 83 | 843 | 511 | 462 |  | 403 | 608 | 402 | 488 |  | 274 | 332 | 476 | 638 | 180 |  | 579 | 415 | 151 |  | 932 | 864 |
| Conservative | 13% | 11% | 15% |  | 3% | 7% | 14% | 23% |  | 14% | 13% | 14% | 9% |  | 14% | 13% | 13% | 11% | 14% |  | 36% | 0% | 2% |  | 17% | 8% |
| Labour | 22% | 22% | 23% |  | 29% | 26% | 19% | 19% |  | 24% | 26% | 16% | 22% |  | 35% | 23% | 21% | 20% | 17% |  | 7% | 64% | 33% |  | 12% | 33% |
| Liberal Democrat | 5% | 4% | 6% |  | 4% | 4% | 6% | 5% |  | 9% | 4% | 3% | 4% |  | 3% | 2% | 5% | 7% | 4% |  | 2% | 5% | 28% |  | 3% | 7% |
| Green | 5% | 5% | 4% |  | 3% | 6% | 4% | 3% |  | 5% | 5% | 4% | 5% |  | 6% | 4% | 5% | 5% | 4% |  | 3% | 7% | 7% |  | 2% | 8% |
| Reform UK | 5% | 3% | 7% |  | 0% | 3% | 7% | 8% |  | 3% | 3% | 9% | 6% |  | 4% | 5% | 5% | 7% | 1% |  | 10% | 1% | 0% |  | 10% | 1% |
| SNP | 2% | 1% | 4% |  | 0% | 2% | 4% | 1% |  | 1% | 2% | 3% | 3% |  | 0% | 0% | 0% | 0% | 25% |  | 0% | 0% | 0% |  | 2% | 3% |
| Plaid Cymru | 1% | 1% | 1% |  | 1% | 1% | 0% | 3% |  | 2% | 0% | 0% | 3% |  | 1% | 5% | 0% | 0% | 2% |  | 0% | 1% | 1% |  | 2% | 1% |
| Some other party | 1% | 1% | 2% |  | 1% | 1% | 1% | 1% |  | 0% | 1% | 1% | 2% |  | 1% | 1% | 1% | 2% | 1% |  | 2% | 0% | 0% |  | 2% | 0% |
| Would not vote | 9% | 11% | 7% |  | 15% | 13% | 8% | 4% |  | 6% | 9% | 10% | 12% |  | 3% | 18% | 9% | 11% | 0% |  | 3% | 2% | 0% |  | 12% | 5% |
| Don't know | 24% | 28% | 20% |  | 25% | 25% | 26% | 21% |  | 22% | 27% | 24% | 24% |  | 22% | 19% | 30% | 25% | 21% |  | 24% | 11% | 19% |  | 28% | 20% |
| Prefer not to say | 12% | 13% | 10% |  | 19% | 11% | 11% | 11% |  | 14% | 10% | 15% | 9% |  | 13% | 11% | 11% | 12% | 11% |  | 12% | 8% | 10% |  | 10% | 13% |

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)

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|  |  | 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 | 990 | 445 | 545 |  | 84 | 395 | 272 | 242 |  | 248 | 311 | 195 | 239 |  | 124 | 206 | 245 | 320 | 98 |  | 306 | 289 | 94 |  | 369 | 379 |
| Weighted | 1037 | 458 | 579 |  | 34 | 425 | 282 | 296 |  | 236 | 329 | 203 | 270 |  | 171 | 174 | 238 | 332 | 121 |  | 349 | 327 | 108 |  | 464 | 531 |
| Conservative | 23% | 22% | 24% |  | 8% | 14% | 25% | 35% |  | 24% | 24% | 28% | 17% |  | 22% | 24% | 26% | 21% | 21% |  | 60% | 0% | 3% |  | 35% | 14% |
| Labour | 41% | 46% | 37% |  | 71% | 51% | 34% | 30% |  | 42% | 48% | 32% | 39% |  | 56% | 43% | 41% | 38% | 25% |  | 12% | 81% | 47% |  | 25% | 53% |
| Liberal Democrat | 9% | 9% | 9% |  | 10% | 8% | 11% | 8% |  | 15% | 7% | 5% | 7% |  | 4% | 4% | 11% | 13% | 6% |  | 3% | 6% | 40% |  | 5% | 11% |
| Green | 9% | 11% | 7% |  | 7% | 12% | 7% | 5% |  | 8% | 9% | 8% | 9% |  | 10% | 7% | 10% | 10% | 5% |  | 4% | 10% | 10% |  | 4% | 14% |
| Reform UK | 10% | 7% | 12% |  | 1% | 6% | 13% | 12% |  | 5% | 6% | 18% | 12% |  | 6% | 10% | 11% | 14% | 2% |  | 17% | 2% | 0% |  | 20% | 1% |
| SNP | 4% | 2% | 6% |  | 0% | 4% | 8% | 2% |  | 2% | 4% | 6% | 6% |  | 0% | 0% | 0% | 0% | 37% |  | 0% | 0% | 0% |  | 4% | 5% |
| Plaid Cymru | 2% | 2% | 2% |  | 1% | 2% | 0% | 5% |  | 3% | 0% | 1% | 5% |  | 1% | 10% | 0% | 0% | 3% |  | 0% | 1% | 1% |  | 3% | 1% |
| Some other party | 2% | 1% | 3% |  | 2% | 3% | 1% | 2% |  | 1% | 1% | 3% | 4% |  | 1% | 2% | 1% | 4% | 2% |  | 3% | 0% | 0% |  | 4% | 0% |

Q3. Generally speaking, do you believe the level of crime is increasing, decreasing, or staying the same in Britain?

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|  |  | 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 | 1900 | 1014 | 873 |  | 184 | 814 | 507 | 395 |  | 454 | 584 | 402 | 460 |  | 215 | 416 | 477 | 635 | 157 |  | 520 | 381 | 136 |  | 639 | 574 |
| Weighted | 1900 | 958 | 936 |  | 83 | 843 | 511 | 462 |  | 403 | 608 | 402 | 488 |  | 274 | 332 | 476 | 638 | 180 |  | 579 | 415 | 151 |  | 932 | 864 |
| Crime is increasing | 62% | 60% | 63% |  | 40% | 55% | 63% | 76% |  | 53% | 64% | 64% | 64% |  | 61% | 61% | 63% | 61% | 60% |  | 73% | 65% | 49% |  | 71% | 54% |
| Staying the same | 15% | 14% | 15% |  | 15% | 15% | 17% | 13% |  | 22% | 15% | 13% | 11% |  | 21% | 13% | 15% | 10% | 24% |  | 14% | 17% | 28% |  | 9% | 20% |
| Crime is decreasing | 2% | 1% | 3% |  | 2% | 2% | 4% | 0% |  | 2% | 1% | 3% | 2% |  | 0% | 1% | 2% | 2% | 5% |  | 1% | 1% | 1% |  | 2% | 2% |
| Don't know | 17% | 20% | 14% |  | 25% | 22% | 13% | 11% |  | 16% | 17% | 15% | 19% |  | 14% | 20% | 16% | 20% | 9% |  | 8% | 14% | 19% |  | 13% | 20% |
| Prefer not to say | 5% | 5% | 5% |  | 19% | 7% | 4% | 1% |  | 7% | 4% | 5% | 4% |  | 4% | 5% | 5% | 6% | 3% |  | 4% | 2% | 3% |  | 4% | 4% |

Q4. Generally speaking, how much confidence, if any, do you have in the police to deal with crime in Britain?

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|  |  | 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 | 1900 | 1014 | 873 |  | 184 | 814 | 507 | 395 |  | 454 | 584 | 402 | 460 |  | 215 | 416 | 477 | 635 | 157 |  | 520 | 381 | 136 |  | 639 | 574 |
| Weighted | 1900 | 958 | 936 |  | 83 | 843 | 511 | 462 |  | 403 | 608 | 402 | 488 |  | 274 | 332 | 476 | 638 | 180 |  | 579 | 415 | 151 |  | 932 | 864 |
| A lot of confidence | 2% | 3% | 2% |  | 1% | 2% | 3% | 2% |  | 3% | 2% | 3% | 2% |  | 2% | 2% | 3% | 1% | 3% |  | 2% | 1% | 4% |  | 2% | 2% |
| A fair amount of  confidence | 27% | 29% | 24% |  | 15% | 26% | 23% | 34% |  | 28% | 26% | 26% | 28% |  | 26% | 29% | 24% | 28% | 28% |  | 29% | 29% | 31% |  | 24% | 31% |
| Not very much  confidence | 46% | 45% | 47% |  | 43% | 42% | 49% | 50% |  | 46% | 48% | 43% | 43% |  | 48% | 47% | 44% | 42% | 55% |  | 48% | 47% | 49% |  | 47% | 44% |
| No confidence  at all | 14% | 11% | 17% |  | 13% | 16% | 16% | 9% |  | 12% | 12% | 19% | 16% |  | 15% | 11% | 15% | 17% | 7% |  | 15% | 17% | 10% |  | 17% | 12% |
| Don't know | 6% | 7% | 5% |  | 10% | 8% | 5% | 4% |  | 5% | 7% | 5% | 7% |  | 6% | 6% | 8% | 6% | 2% |  | 2% | 4% | 3% |  | 6% | 7% |
| Prefer not to say | 5% | 5% | 5% |  | 18% | 6% | 4% | 1% |  | 6% | 4% | 5% | 4% |  | 3% | 4% | 5% | 6% | 5% |  | 3% | 2% | 4% |  | 4% | 4% |

Q5. To what extent, if at all, do you agree with this statement? “Police should adopt a ‘zero tolerance’ approach to dealing with shoplifters by investigating every crime, even if the stolen goods are worth less than £200”

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|  |  | 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 | 1900 | 1014 | 873 |  | 184 | 814 | 507 | 395 |  | 454 | 584 | 402 | 460 |  | 215 | 416 | 477 | 635 | 157 |  | 520 | 381 | 136 |  | 639 | 574 |
| Weighted | 1900 | 958 | 936 |  | 83 | 843 | 511 | 462 |  | 403 | 608 | 402 | 488 |  | 274 | 332 | 476 | 638 | 180 |  | 579 | 415 | 151 |  | 932 | 864 |
| Completely agree | 38% | 27% | 48% |  | 18% | 24% | 42% | 60% |  | 34% | 30% | 48% | 42% |  | 25% | 47% | 32% | 40% | 45% |  | 57% | 22% | 17% |  | 54% | 23% |
| Somewhat agree | 27% | 29% | 26% |  | 17% | 29% | 28% | 25% |  | 22% | 32% | 29% | 23% |  | 27% | 22% | 37% | 23% | 25% |  | 25% | 34% | 40% |  | 20% | 36% |
| Somewhat disagree | 13% | 17% | 9% |  | 19% | 17% | 13% | 5% |  | 21% | 13% | 8% | 12% |  | 23% | 13% | 9% | 12% | 15% |  | 7% | 20% | 21% |  | 8% | 18% |
| Completely disagree | 6% | 7% | 5% |  | 12% | 10% | 2% | 3% |  | 10% | 6% | 2% | 7% |  | 10% | 3% | 6% | 6% | 6% |  | 3% | 11% | 5% |  | 4% | 7% |
| Don't know | 11% | 16% | 7% |  | 16% | 15% | 10% | 6% |  | 8% | 16% | 7% | 12% |  | 11% | 11% | 11% | 14% | 5% |  | 5% | 11% | 13% |  | 10% | 12% |
| Prefer not to say | 5% | 5% | 4% |  | 19% | 5% | 5% | 1% |  | 7% | 3% | 6% | 4% |  | 3% | 4% | 5% | 5% | 3% |  | 3% | 2% | 3% |  | 4% | 4% |

Q6. In your view, has immigration to Britain in recent years made the crime situation in the country better, worse, or made no difference?

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
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|  |  | 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 | 1900 | 1014 | 873 |  | 184 | 814 | 507 | 395 |  | 454 | 584 | 402 | 460 |  | 215 | 416 | 477 | 635 | 157 |  | 520 | 381 | 136 |  | 639 | 574 |
| Weighted | 1900 | 958 | 936 |  | 83 | 843 | 511 | 462 |  | 403 | 608 | 402 | 488 |  | 274 | 332 | 476 | 638 | 180 |  | 579 | 415 | 151 |  | 932 | 864 |
| Better | 1% | 1% | 2% |  | 2% | 1% | 1% | 1% |  | 2% | 1% | 2% | 0% |  | 2% | 0% | 2% | 1% | 2% |  | 0% | 3% | 2% |  | 0% | 2% |
| No difference | 29% | 32% | 27% |  | 32% | 37% | 21% | 25% |  | 43% | 32% | 17% | 26% |  | 46% | 31% | 25% | 24% | 36% |  | 16% | 55% | 54% |  | 12% | 48% |
| Worse | 45% | 38% | 53% |  | 22% | 29% | 59% | 63% |  | 31% | 40% | 59% | 52% |  | 30% | 45% | 48% | 49% | 45% |  | 68% | 26% | 22% |  | 67% | 24% |
| Don't know | 19% | 24% | 13% |  | 25% | 25% | 16% | 9% |  | 18% | 22% | 15% | 18% |  | 18% | 19% | 20% | 19% | 13% |  | 11% | 15% | 20% |  | 14% | 22% |