**About the poll**

Client:

Fieldwork Period: December 28, 2023

Sampling Method: Online

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

Sample Size: 1,987

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 | 1987 | 1007 | 968 |  | 130 | 860 | 538 | 459 |  | 468 | 616 | 424 | 479 |  | 265 | 426 | 478 | 654 | 164 |  | 586 | 421 | 147 |  | 720 | 643 |
| Weighted | 1986 | 1000 | 977 |  | 151 | 859 | 512 | 464 |  | 439 | 622 | 421 | 505 |  | 289 | 355 | 495 | 673 | 175 |  | 583 | 429 | 154 |  | 744 | 690 |
| 0 - certainly will not vote | 13% | 14% | 12% |  | 12% | 16% | 13% | 8% |  | 7% | 10% | 15% | 20% |  | 6% | 15% | 16% | 12% | 14% |  | 3% | 1% | 2% |  | 11% | 4% |
| 1 | 2% | 1% | 2% |  | 0% | 2% | 2% | 1% |  | 1% | 2% | 2% | 2% |  | 1% | 1% | 1% | 2% | 2% |  | 1% | 0% | 0% |  | 2% | 1% |
| 2 | 2% | 1% | 2% |  | 1% | 1% | 3% | 0% |  | 1% | 2% | 1% | 2% |  | 2% | 2% | 1% | 1% | 2% |  | 1% | 0% | 1% |  | 2% | 0% |
| 3 | 2% | 3% | 1% |  | 0% | 3% | 1% | 2% |  | 1% | 2% | 3% | 3% |  | 1% | 1% | 2% | 3% | 1% |  | 1% | 1% | 1% |  | 2% | 1% |
| 4 | 1% | 2% | 1% |  | 1% | 2% | 1% | 1% |  | 1% | 1% | 1% | 1% |  | 0% | 2% | 2% | 2% | 0% |  | 2% | 0% | 0% |  | 2% | 1% |
| 5 | 6% | 7% | 4% |  | 1% | 5% | 7% | 6% |  | 5% | 7% | 5% | 5% |  | 4% | 6% | 5% | 6% | 6% |  | 7% | 3% | 1% |  | 6% | 4% |
| 6 | 2% | 2% | 2% |  | 5% | 2% | 3% | 1% |  | 2% | 2% | 2% | 2% |  | 5% | 1% | 2% | 2% | 2% |  | 1% | 1% | 1% |  | 2% | 2% |
| 7 | 2% | 2% | 2% |  | 1% | 3% | 3% | 1% |  | 2% | 3% | 1% | 2% |  | 2% | 2% | 2% | 3% | 1% |  | 2% | 2% | 2% |  | 2% | 2% |
| 8 | 5% | 5% | 5% |  | 10% | 6% | 5% | 3% |  | 7% | 5% | 4% | 4% |  | 4% | 8% | 4% | 6% | 3% |  | 6% | 5% | 5% |  | 4% | 6% |
| 9 | 7% | 5% | 8% |  | 9% | 6% | 6% | 8% |  | 7% | 7% | 6% | 6% |  | 10% | 7% | 7% | 5% | 5% |  | 9% | 6% | 12% |  | 6% | 9% |
| 10 - certain to vote | 49% | 44% | 54% |  | 37% | 42% | 50% | 66% |  | 59% | 50% | 50% | 39% |  | 62% | 44% | 47% | 47% | 56% |  | 62% | 75% | 73% |  | 55% | 63% |
| Prefer not to say | 10% | 13% | 7% |   | 23% | 13% | 7% | 4% |   | 7% | 9% | 11% | 13% |   | 4% | 10% | 11% | 11% | 11% |   | 5% | 6% | 3% |   | 7% | 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 | 1987 | 1007 | 968 |  | 130 | 860 | 538 | 459 |  | 468 | 616 | 424 | 479 |  | 265 | 426 | 478 | 654 | 164 |  | 586 | 421 | 147 |  | 720 | 643 |
| Weighted | 1986 | 1000 | 977 |  | 151 | 859 | 512 | 464 |  | 439 | 622 | 421 | 505 |  | 289 | 355 | 495 | 673 | 175 |  | 583 | 429 | 154 |  | 744 | 690 |
| Conservative | 13% | 9% | 18% |  | 6% | 7% | 14% | 25% |  | 15% | 11% | 15% | 13% |  | 13% | 16% | 14% | 13% | 6% |  | 38% | 0% | 1% |  | 24% | 9% |
| Labour | 24% | 24% | 25% |  | 26% | 29% | 22% | 17% |  | 28% | 28% | 20% | 21% |  | 40% | 24% | 26% | 19% | 17% |  | 7% | 66% | 31% |  | 15% | 39% |
| Liberal Democrat | 5% | 5% | 6% |  | 5% | 4% | 7% | 7% |  | 6% | 7% | 5% | 4% |  | 8% | 4% | 3% | 7% | 4% |  | 2% | 6% | 35% |  | 2% | 10% |
| Green | 4% | 4% | 3% |  | 6% | 5% | 3% | 1% |  | 3% | 4% | 4% | 3% |  | 3% | 4% | 3% | 4% | 3% |  | 2% | 6% | 4% |  | 2% | 4% |
| Reform UK | 7% | 3% | 10% |  | 2% | 4% | 8% | 11% |  | 6% | 6% | 7% | 6% |  | 11% | 8% | 5% | 7% | 3% |  | 15% | 1% | 2% |  | 13% | 2% |
| SNP | 3% | 3% | 3% |  | 2% | 3% | 3% | 2% |  | 3% | 2% | 3% | 2% |  | 0% | 0% | 0% | 0% | 29% |  | 0% | 1% | 0% |  | 2% | 4% |
| Plaid Cymru | 1% | 1% | 0% |  | 0% | 1% | 1% | 0% |  | 0% | 1% | 0% | 1% |  | 0% | 2% | 0% | 0% | 0% |  | 0% | 1% | 0% |  | 0% | 1% |
| Some other party | 1% | 1% | 1% |  | 0% | 1% | 1% | 1% |  | 0% | 1% | 2% | 1% |  | 2% | 1% | 1% | 1% | 1% |  | 1% | 1% | 0% |  | 2% | 1% |
| Would not vote | 12% | 13% | 11% |  | 9% | 14% | 12% | 8% |  | 7% | 10% | 11% | 18% |  | 6% | 12% | 15% | 11% | 10% |  | 4% | 1% | 2% |  | 10% | 5% |
| Don't know | 19% | 25% | 14% |  | 22% | 21% | 20% | 15% |  | 20% | 20% | 18% | 19% |  | 10% | 19% | 17% | 25% | 20% |  | 21% | 8% | 18% |  | 21% | 13% |
| Prefer not to say | 12% | 14% | 10% |   | 23% | 11% | 9% | 13% |   | 11% | 11% | 15% | 11% |   | 7% | 11% | 16% | 13% | 7% |   | 10% | 10% | 8% |   | 8% | 12% |

Q2 (B). If there were to be a general election tomorrow, which party would you vote for? (Only those likely to vote i.e. responding with a 6 or higher 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 | 1006 | 425 | 573 |  | 59 | 396 | 285 | 266 |  | 261 | 317 | 210 | 218 |  | 182 | 202 | 224 | 306 | 92 |  | 334 | 316 | 103 |  | 400 | 428 |
| Weighted | 1003 | 411 | 584 |  | 66 | 399 | 264 | 274 |  | 251 | 325 | 207 | 219 |  | 207 | 172 | 224 | 304 | 95 |  | 345 | 328 | 111 |  | 394 | 453 |
| Conservative | 23% | 17% | 27% |  | 15% | 13% | 24% | 38% |  | 25% | 17% | 27% | 25% |  | 17% | 26% | 26% | 27% | 9% |  | 59% | 0% | 1% |  | 40% | 12% |
| Labour | 45% | 53% | 40% |  | 55% | 57% | 42% | 28% |  | 46% | 50% | 39% | 42% |  | 54% | 44% | 53% | 38% | 30% |  | 11% | 82% | 43% |  | 26% | 58% |
| Liberal Democrat | 10% | 11% | 10% |  | 9% | 8% | 13% | 11% |  | 11% | 11% | 9% | 9% |  | 11% | 7% | 6% | 15% | 8% |  | 4% | 7% | 48% |  | 4% | 15% |
| Green | 6% | 8% | 4% |  | 14% | 9% | 3% | 2% |  | 4% | 8% | 5% | 6% |  | 4% | 7% | 5% | 7% | 6% |  | 2% | 7% | 5% |  | 3% | 6% |
| Reform UK | 10% | 5% | 14% |  | 3% | 6% | 12% | 17% |  | 10% | 10% | 11% | 11% |  | 13% | 12% | 7% | 12% | 4% |  | 23% | 1% | 2% |  | 21% | 2% |
| SNP | 4% | 4% | 4% |  | 3% | 4% | 6% | 3% |  | 3% | 3% | 6% | 5% |  | 0% | 0% | 0% | 0% | 43% |  | 0% | 1% | 0% |  | 3% | 5% |
| Plaid Cymru | 1% | 0% | 1% |  | 0% | 1% | 0% | 0% |  | 0% | 0% | 0% | 1% |  | 0% | 2% | 0% | 0% | 0% |  | 0% | 1% | 0% |  | 1% | 0% |
| Some other party | 1% | 2% | 1% |   | 0% | 2% | 1% | 1% |   | 0% | 1% | 3% | 1% |   | 1% | 1% | 2% | 1% | 1% |   | 2% | 1% | 0% |   | 1% | 1% |

Q3. Generally speaking, do you feel better off or worse off than you did a year ago?

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | 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 | 1987 | 1007 | 968 |  | 130 | 860 | 538 | 459 |  | 468 | 616 | 424 | 479 |  | 265 | 426 | 478 | 654 | 164 |  | 586 | 421 | 147 |  | 720 | 643 |
| Weighted | 1986 | 1000 | 977 |  | 151 | 859 | 512 | 464 |  | 439 | 622 | 421 | 505 |  | 289 | 355 | 495 | 673 | 175 |  | 583 | 429 | 154 |  | 744 | 690 |
| Better off | 9% | 7% | 11% |  | 14% | 7% | 8% | 12% |  | 13% | 10% | 8% | 6% |  | 13% | 8% | 8% | 9% | 8% |  | 14% | 8% | 10% |  | 10% | 9% |
| No difference | 28% | 23% | 32% |  | 21% | 20% | 30% | 42% |  | 28% | 25% | 29% | 29% |  | 29% | 27% | 29% | 27% | 24% |  | 41% | 19% | 27% |  | 32% | 27% |
| Worse off | 54% | 57% | 50% |  | 38% | 60% | 57% | 44% |  | 52% | 57% | 51% | 54% |  | 53% | 55% | 51% | 54% | 58% |  | 43% | 67% | 60% |  | 53% | 58% |
| Don’t know | 10% | 12% | 7% |   | 27% | 13% | 5% | 2% |   | 7% | 9% | 11% | 12% |   | 4% | 10% | 12% | 10% | 10% |   | 3% | 5% | 3% |   | 4% | 6% |

Q4. To what extent, if at all, do you agree with the following statement: ‘It is time for a change in Westminster’

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | 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 | 1987 | 1007 | 968 |  | 130 | 860 | 538 | 459 |  | 468 | 616 | 424 | 479 |  | 265 | 426 | 478 | 654 | 164 |  | 586 | 421 | 147 |  | 720 | 643 |
| Weighted | 1986 | 1000 | 977 |  | 151 | 859 | 512 | 464 |  | 439 | 622 | 421 | 505 |  | 289 | 355 | 495 | 673 | 175 |  | 583 | 429 | 154 |  | 744 | 690 |
| Strongly agree | 48% | 48% | 49% |  | 46% | 55% | 47% | 38% |  | 46% | 53% | 46% | 46% |  | 60% | 45% | 45% | 44% | 60% |  | 26% | 81% | 74% |  | 41% | 61% |
| Tend to agree | 18% | 19% | 18% |  | 13% | 17% | 21% | 21% |  | 20% | 19% | 17% | 18% |  | 16% | 20% | 17% | 21% | 16% |  | 25% | 12% | 16% |  | 22% | 17% |
| Tend to disagree | 8% | 5% | 10% |  | 2% | 3% | 8% | 17% |  | 9% | 6% | 9% | 7% |  | 5% | 8% | 8% | 9% | 4% |  | 20% | 1% | 2% |  | 13% | 6% |
| Strongly disagree | 4% | 1% | 6% |  | 1% | 1% | 5% | 8% |  | 5% | 3% | 4% | 3% |  | 4% | 5% | 5% | 2% | 2% |  | 10% | 0% | 1% |  | 7% | 2% |
| Don't know | 22% | 26% | 18% |   | 38% | 24% | 19% | 16% |   | 21% | 18% | 24% | 26% |   | 15% | 22% | 25% | 24% | 18% |   | 19% | 6% | 7% |   | 17% | 14% |

Q5. Looking ahead to 2024, which ONE issue do you think the government should prioritise?

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | 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 | 1987 | 1007 | 968 |  | 130 | 860 | 538 | 459 |  | 468 | 616 | 424 | 479 |  | 265 | 426 | 478 | 654 | 164 |  | 586 | 421 | 147 |  | 720 | 643 |
| Weighted | 1986 | 1000 | 977 |  | 151 | 859 | 512 | 464 |  | 439 | 622 | 421 | 505 |  | 289 | 355 | 495 | 673 | 175 |  | 583 | 429 | 154 |  | 744 | 690 |
| Tackling the cost ofliving | 35% | 42% | 28% |  | 37% | 48% | 29% | 18% |  | 35% | 36% | 33% | 34% |  | 34% | 36% | 31% | 35% | 43% |  | 24% | 46% | 36% |  | 28% | 39% |
| Improving the NHS | 19% | 19% | 18% |  | 13% | 15% | 19% | 26% |  | 23% | 20% | 17% | 13% |  | 23% | 19% | 17% | 17% | 17% |  | 17% | 27% | 27% |  | 16% | 26% |
| Stopping the SmallBoats/illegal migrants | 17% | 13% | 22% |  | 7% | 7% | 23% | 35% |  | 13% | 14% | 21% | 22% |  | 14% | 17% | 19% | 18% | 17% |  | 35% | 4% | 6% |  | 35% | 6% |
| Lowering legalimmigration | 3% | 2% | 3% |  | 2% | 1% | 4% | 4% |  | 2% | 3% | 3% | 2% |  | 4% | 3% | 3% | 2% | 1% |  | 6% | 1% | 0% |  | 6% | 0% |
| Reducing crime | 3% | 2% | 5% |  | 1% | 3% | 4% | 4% |  | 2% | 2% | 5% | 4% |  | 4% | 2% | 5% | 3% | 2% |  | 6% | 1% | 1% |  | 4% | 3% |
| Tackling climatechange | 5% | 4% | 6% |  | 6% | 5% | 5% | 5% |  | 7% | 6% | 3% | 4% |  | 8% | 5% | 4% | 6% | 2% |  | 2% | 11% | 14% |  | 2% | 11% |
| Building morehousing | 2% | 1% | 2% |  | 4% | 2% | 1% | 2% |  | 1% | 2% | 2% | 2% |  | 3% | 1% | 1% | 2% | 1% |  | 1% | 1% | 6% |  | 1% | 2% |
| Improving education | 1% | 1% | 1% |  | 2% | 1% | 0% | 1% |  | 3% | 2% | 0% | 0% |  | 1% | 1% | 2% | 1% | 2% |  | 0% | 1% | 2% |  | 1% | 2% |
| Something else | 2% | 1% | 4% |  | 4% | 2% | 3% | 1% |  | 4% | 2% | 2% | 2% |  | 3% | 2% | 2% | 2% | 2% |  | 4% | 0% | 1% |  | 2% | 2% |
| Don’t know | 13% | 15% | 11% |   | 25% | 16% | 12% | 4% |   | 9% | 12% | 14% | 15% |   | 7% | 15% | 16% | 13% | 11% |   | 5% | 7% | 7% |   | 6% | 10% |

Q6. Imagine you could put ONE of the country’s past prime ministers in charge of the country today. Who would you choose?

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | 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 | 1987 | 1007 | 968 |  | 130 | 860 | 538 | 459 |  | 468 | 616 | 424 | 479 |  | 265 | 426 | 478 | 654 | 164 |  | 586 | 421 | 147 |  | 720 | 643 |
| Weighted | 1986 | 1000 | 977 |  | 151 | 859 | 512 | 464 |  | 439 | 622 | 421 | 505 |  | 289 | 355 | 495 | 673 | 175 |  | 583 | 429 | 154 |  | 744 | 690 |
| Liz Truss | 1% | 0% | 1% |  | 0% | 1% | 0% | 1% |  | 0% | 1% | 1% | 1% |  | 0% | 0% | 0% | 1% | 2% |  | 1% | 1% | 1% |  | 1% | 1% |
| Theresa May | 1% | 0% | 1% |  | 0% | 1% | 1% | 1% |  | 1% | 0% | 0% | 1% |  | 1% | 0% | 0% | 1% | 0% |  | 2% | 0% | 1% |  | 2% | 0% |
| David Cameron | 3% | 3% | 3% |  | 5% | 4% | 2% | 2% |  | 5% | 2% | 2% | 3% |  | 2% | 4% | 2% | 4% | 3% |  | 4% | 0% | 2% |  | 2% | 3% |
| Gordon Brown | 7% | 8% | 6% |  | 5% | 9% | 6% | 4% |  | 11% | 8% | 6% | 3% |  | 14% | 5% | 5% | 5% | 9% |  | 2% | 17% | 14% |  | 3% | 14% |
| Tony Blair | 10% | 9% | 11% |  | 9% | 12% | 10% | 5% |  | 13% | 10% | 8% | 7% |  | 18% | 8% | 9% | 9% | 6% |  | 5% | 19% | 21% |  | 6% | 15% |
| John Major | 1% | 1% | 1% |  | 4% | 1% | 2% | 1% |  | 1% | 2% | 1% | 1% |  | 1% | 1% | 1% | 1% | 2% |  | 2% | 1% | 2% |  | 1% | 1% |
| Margaret Thatcher | 22% | 18% | 26% |  | 6% | 9% | 30% | 42% |  | 20% | 21% | 24% | 22% |  | 21% | 21% | 22% | 24% | 15% |  | 49% | 2% | 11% |  | 39% | 12% |
| James Callaghan | 0% | 0% | 0% |  | 0% | 0% | 0% | 0% |  | 0% | 0% | 0% | 0% |  | 0% | 1% | 0% | 0% | 0% |  | 0% | 0% | 1% |  | 0% | 0% |
| Harold Wilson | 3% | 1% | 5% |  | 2% | 1% | 2% | 9% |  | 1% | 3% | 5% | 3% |  | 3% | 3% | 4% | 3% | 3% |  | 1% | 9% | 5% |  | 2% | 5% |
| Edward Heath | 0% | 0% | 0% |  | 0% | 0% | 0% | 0% |  | 0% | 0% | 0% | 0% |  | 0% | 0% | 0% | 0% | 0% |  | 0% | 0% | 1% |  | 0% | 1% |
| Harold MacMillan | 1% | 0% | 1% |  | 1% | 1% | 0% | 1% |  | 0% | 1% | 0% | 1% |  | 1% | 0% | 0% | 1% | 1% |  | 1% | 1% | 2% |  | 1% | 0% |
| Winston Churchill | 11% | 8% | 13% |  | 10% | 10% | 10% | 13% |  | 9% | 8% | 15% | 13% |  | 7% | 13% | 12% | 11% | 8% |  | 15% | 5% | 9% |  | 16% | 6% |
| Clement Attlee | 2% | 1% | 3% |  | 3% | 3% | 1% | 2% |  | 3% | 3% | 2% | 1% |  | 6% | 1% | 1% | 1% | 3% |  | 0% | 6% | 1% |  | 1% | 4% |
| Don’t know | 39% | 50% | 28% |   | 55% | 50% | 34% | 20% |   | 34% | 41% | 37% | 44% |   | 24% | 42% | 44% | 39% | 49% |   | 19% | 40% | 29% |   | 27% | 37% |