**About the poll**

Client:

Fieldwork Period: January 25, 2023

Sampling Method: Online

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

Sample Size: 1,648

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 | 1648 | 851 | 789 |  | 106 | 703 | 476 | 363 |  | 396 | 498 | 335 | 419 |  | 198 | 356 | 402 | 553 | 139 |  | 485 | 336 | 122 |  | 579 | 522 |
| Weighted | 1648 | 832 | 813 |  | 95 | 729 | 434 | 390 |  | 357 | 514 | 355 | 421 |  | 241 | 295 | 408 | 555 | 150 |  | 484 | 356 | 128 |  | 617 | 572 |
| 0 - certainly will not vote | 14% | 15% | 13% |  | 16% | 15% | 18% | 8% |  | 12% | 11% | 14% | 20% |  | 8% | 17% | 15% | 15% | 10% |  | 3% | 1% | 2% |  | 12% | 4% |
| 1 | 2% | 2% | 2% |  | 0% | 2% | 2% | 1% |  | 1% | 1% | 4% | 3% |  | 1% | 1% | 2% | 3% | 0% |  | 0% | 0% | 0% |  | 1% | 1% |
| 2 | 1% | 1% | 1% |  | 0% | 1% | 1% | 0% |  | 0% | 1% | 1% | 2% |  | 1% | 1% | 1% | 1% | 1% |  | 1% | 0% | 0% |  | 1% | 0% |
| 3 | 1% | 2% | 1% |  | 2% | 1% | 1% | 1% |  | 1% | 1% | 1% | 2% |  | 1% | 1% | 2% | 1% | 0% |  | 1% | 0% | 0% |  | 1% | 1% |
| 4 | 1% | 2% | 1% |  | 4% | 1% | 1% | 1% |  | 1% | 0% | 4% | 1% |  | 1% | 1% | 1% | 1% | 1% |  | 1% | 1% | 0% |  | 1% | 1% |
| 5 | 6% | 7% | 4% |  | 2% | 7% | 4% | 6% |  | 3% | 4% | 7% | 8% |  | 4% | 5% | 6% | 7% | 2% |  | 5% | 2% | 1% |  | 6% | 3% |
| 6 | 2% | 2% | 2% |  | 0% | 2% | 2% | 1% |  | 2% | 2% | 2% | 1% |  | 3% | 2% | 1% | 2% | 2% |  | 1% | 2% | 2% |  | 1% | 2% |
| 7 | 4% | 4% | 4% |  | 8% | 5% | 4% | 2% |  | 5% | 4% | 4% | 3% |  | 6% | 2% | 4% | 4% | 4% |  | 4% | 3% | 3% |  | 4% | 4% |
| 8 | 5% | 6% | 4% |  | 1% | 6% | 5% | 6% |  | 7% | 5% | 4% | 4% |  | 8% | 6% | 5% | 4% | 0% |  | 8% | 4% | 5% |  | 6% | 4% |
| 9 | 6% | 4% | 7% |  | 8% | 6% | 5% | 5% |  | 4% | 7% | 4% | 6% |  | 5% | 4% | 6% | 6% | 5% |  | 6% | 9% | 10% |  | 6% | 7% |
| 10 - certain to vote | 51% | 47% | 56% |  | 49% | 44% | 50% | 66% |  | 57% | 58% | 42% | 45% |  | 59% | 50% | 44% | 48% | 70% |  | 65% | 71% | 73% |  | 56% | 66% |
| Prefer not to say | 7% | 9% | 5% |   | 7% | 10% | 6% | 3% |   | 5% | 6% | 13% | 6% |   | 3% | 8% | 10% | 7% | 6% |   | 5% | 6% | 3% |   | 4% | 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 | 1648 | 851 | 789 |  | 106 | 703 | 476 | 363 |  | 396 | 498 | 335 | 419 |  | 198 | 356 | 402 | 553 | 139 |  | 485 | 336 | 122 |  | 579 | 522 |
| Weighted | 1648 | 832 | 813 |  | 95 | 729 | 434 | 390 |  | 357 | 514 | 355 | 421 |  | 241 | 295 | 408 | 555 | 150 |  | 484 | 356 | 128 |  | 617 | 572 |
| Conservative | 12% | 10% | 15% |  | 5% | 7% | 12% | 24% |  | 13% | 16% | 9% | 10% |  | 17% | 14% | 11% | 11% | 7% |  | 34% | 1% | 3% |  | 21% | 8% |
| Labour | 26% | 27% | 25% |  | 29% | 31% | 24% | 19% |  | 29% | 29% | 19% | 28% |  | 31% | 26% | 30% | 23% | 19% |  | 11% | 67% | 29% |  | 17% | 38% |
| Liberal Democrat | 6% | 4% | 7% |  | 5% | 5% | 5% | 7% |  | 8% | 7% | 3% | 4% |  | 7% | 2% | 4% | 7% | 6% |  | 2% | 3% | 45% |  | 3% | 11% |
| Green | 6% | 6% | 5% |  | 12% | 7% | 5% | 1% |  | 5% | 7% | 4% | 5% |  | 6% | 3% | 5% | 6% | 10% |  | 2% | 9% | 2% |  | 3% | 9% |
| Reform UK | 8% | 4% | 12% |  | 7% | 4% | 7% | 16% |  | 6% | 7% | 12% | 7% |  | 11% | 10% | 7% | 8% | 3% |  | 20% | 1% | 0% |  | 17% | 2% |
| SNP | 2% | 3% | 2% |  | 2% | 3% | 2% | 1% |  | 2% | 2% | 2% | 3% |  | 0% | 1% | 0% | 0% | 24% |  | 0% | 1% | 0% |  | 1% | 5% |
| Plaid Cymru | 0% | 0% | 0% |  | 0% | 0% | 0% | 0% |  | 0% | 1% | 0% | 0% |  | 0% | 1% | 0% | 0% | 0% |  | 0% | 0% | 0% |  | 0% | 0% |
| Some other party | 0% | 0% | 1% |  | 0% | 0% | 0% | 1% |  | 0% | 0% | 1% | 0% |  | 0% | 1% | 0% | 0% | 1% |  | 0% | 0% | 0% |  | 1% | 0% |
| Would not vote | 14% | 14% | 13% |  | 15% | 15% | 16% | 8% |  | 12% | 10% | 15% | 18% |  | 9% | 16% | 15% | 14% | 9% |  | 3% | 1% | 3% |  | 11% | 4% |
| Don't know | 17% | 21% | 13% |  | 17% | 18% | 18% | 13% |  | 20% | 14% | 19% | 16% |  | 15% | 16% | 15% | 21% | 14% |  | 21% | 11% | 10% |  | 19% | 15% |
| Prefer not to say | 9% | 11% | 7% |   | 7% | 9% | 10% | 8% |   | 6% | 7% | 15% | 9% |   | 4% | 10% | 12% | 9% | 8% |   | 7% | 7% | 7% |   | 7% | 9% |

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 | 889 | 397 | 487 |  | 57 | 362 | 236 | 234 |  | 236 | 308 | 146 | 199 |  | 133 | 192 | 196 | 280 | 88 |  | 302 | 267 | 92 |  | 331 | 369 |
| Weighted | 895 | 398 | 495 |  | 49 | 371 | 222 | 253 |  | 208 | 337 | 154 | 196 |  | 158 | 154 | 203 | 281 | 99 |  | 313 | 280 | 100 |  | 350 | 400 |
| Conservative | 20% | 19% | 21% |  | 6% | 11% | 21% | 35% |  | 19% | 23% | 18% | 18% |  | 22% | 25% | 20% | 20% | 10% |  | 51% | 1% | 4% |  | 36% | 11% |
| Labour | 45% | 52% | 39% |  | 50% | 56% | 43% | 29% |  | 46% | 43% | 41% | 49% |  | 46% | 46% | 53% | 43% | 29% |  | 16% | 83% | 37% |  | 29% | 53% |
| Liberal Democrat | 10% | 8% | 12% |  | 9% | 9% | 10% | 11% |  | 13% | 11% | 6% | 8% |  | 10% | 4% | 8% | 14% | 9% |  | 3% | 4% | 56% |  | 4% | 15% |
| Green | 9% | 10% | 7% |  | 23% | 12% | 7% | 2% |  | 9% | 10% | 6% | 8% |  | 6% | 6% | 7% | 11% | 14% |  | 3% | 10% | 3% |  | 3% | 12% |
| Reform UK | 12% | 7% | 17% |  | 12% | 6% | 14% | 20% |  | 10% | 10% | 23% | 11% |  | 16% | 17% | 12% | 12% | 4% |  | 27% | 1% | 0% |  | 26% | 2% |
| SNP | 4% | 5% | 3% |  | 1% | 5% | 4% | 2% |  | 3% | 3% | 3% | 5% |  | 0% | 0% | 0% | 0% | 34% |  | 0% | 1% | 0% |  | 1% | 7% |
| Plaid Cymru | 0% | 0% | 0% |  | 0% | 0% | 0% | 0% |  | 0% | 0% | 0% | 0% |  | 0% | 1% | 0% | 0% | 0% |  | 0% | 0% | 0% |  | 0% | 0% |
| Some other party | 1% | 0% | 1% |   | 0% | 1% | 0% | 1% |   | 0% | 0% | 2% | 1% |   | 0% | 1% | 1% | 0% | 1% |   | 0% | 0% | 1% |   | 1% | 0% |

Q3. Thinking about the next general election, how likely is it, if at all, that you would ever consider voting for the Reform party?

|  |  |  |  |  |  |  |  |  |  |  |  |  |
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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 | 1648 | 851 | 789 |  | 106 | 703 | 476 | 363 |  | 396 | 498 | 335 | 419 |  | 198 | 356 | 402 | 553 | 139 |  | 485 | 336 | 122 |  | 579 | 522 |
| Weighted | 1648 | 832 | 813 |  | 95 | 729 | 434 | 390 |  | 357 | 514 | 355 | 421 |  | 241 | 295 | 408 | 555 | 150 |  | 484 | 356 | 128 |  | 617 | 572 |
| Very likely | 8% | 3% | 12% |  | 8% | 4% | 7% | 16% |  | 6% | 8% | 12% | 6% |  | 9% | 9% | 7% | 7% | 6% |  | 18% | 1% | 0% |  | 16% | 2% |
| Somewhat likely | 6% | 6% | 5% |  | 14% | 5% | 4% | 7% |  | 6% | 5% | 6% | 6% |  | 6% | 5% | 6% | 7% | 1% |  | 11% | 3% | 1% |  | 10% | 2% |
| Somewhat unlikely | 7% | 7% | 6% |  | 6% | 6% | 7% | 6% |  | 6% | 6% | 7% | 7% |  | 5% | 6% | 7% | 7% | 6% |  | 9% | 5% | 7% |  | 9% | 5% |
| Very unlikely | 53% | 48% | 59% |  | 48% | 49% | 57% | 59% |  | 61% | 60% | 39% | 52% |  | 64% | 54% | 47% | 51% | 62% |  | 44% | 72% | 77% |  | 43% | 70% |
| Don't know | 27% | 36% | 17% |   | 25% | 35% | 25% | 12% |   | 21% | 21% | 36% | 30% |   | 16% | 26% | 33% | 28% | 25% |   | 18% | 18% | 15% |   | 22% | 21% |

Q4. Imagine the Conservative Party decided to replace Rishi Sunak ahead of the next general election and could replace him with any of the following political figures. Which would appeal most strongly to you?

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | 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 | 1648 | 851 | 789 |  | 106 | 703 | 476 | 363 |  | 396 | 498 | 335 | 419 |  | 198 | 356 | 402 | 553 | 139 |  | 485 | 336 | 122 |  | 579 | 522 |
| Weighted | 1648 | 832 | 813 |  | 95 | 729 | 434 | 390 |  | 357 | 514 | 355 | 421 |  | 241 | 295 | 408 | 555 | 150 |  | 484 | 356 | 128 |  | 617 | 572 |
| Kemi Badenoch | 2% | 1% | 2% |  | 1% | 2% | 2% | 1% |  | 2% | 2% | 1% | 0% |  | 3% | 1% | 1% | 1% | 1% |  | 3% | 1% | 0% |  | 2% | 1% |
| Suella Braverman | 2% | 1% | 3% |  | 2% | 0% | 3% | 3% |  | 2% | 0% | 2% | 3% |  | 1% | 1% | 2% | 1% | 2% |  | 4% | 0% | 0% |  | 3% | 0% |
| James Cleverly | 1% | 0% | 1% |  | 1% | 0% | 1% | 1% |  | 1% | 0% | 0% | 1% |  | 1% | 0% | 1% | 1% | 0% |  | 1% | 0% | 2% |  | 1% | 1% |
| Nigel Farage | 8% | 5% | 10% |  | 6% | 5% | 7% | 15% |  | 5% | 7% | 11% | 8% |  | 6% | 11% | 8% | 7% | 6% |  | 16% | 3% | 2% |  | 16% | 2% |
| Jeremy Hunt | 2% | 2% | 2% |  | 6% | 2% | 2% | 3% |  | 4% | 2% | 1% | 2% |  | 5% | 1% | 2% | 2% | 1% |  | 4% | 3% | 1% |  | 2% | 2% |
| Boris Johnson | 7% | 6% | 8% |  | 8% | 5% | 7% | 10% |  | 5% | 7% | 7% | 8% |  | 7% | 8% | 7% | 8% | 1% |  | 15% | 1% | 0% |  | 12% | 2% |
| Penny Mordaunt | 7% | 4% | 10% |  | 2% | 4% | 9% | 13% |  | 8% | 8% | 6% | 7% |  | 13% | 4% | 6% | 9% | 5% |  | 12% | 6% | 19% |  | 9% | 10% |
| Tom Tugendhat | 1% | 1% | 2% |  | 2% | 1% | 2% | 1% |  | 1% | 1% | 1% | 1% |  | 3% | 1% | 1% | 1% | 1% |  | 1% | 1% | 2% |  | 1% | 2% |
| None of the above | 51% | 54% | 47% |  | 57% | 56% | 50% | 40% |  | 54% | 54% | 47% | 48% |  | 45% | 53% | 52% | 47% | 65% |  | 25% | 75% | 64% |  | 37% | 65% |
| Don’t know | 20% | 25% | 15% |   | 15% | 24% | 20% | 14% |   | 17% | 18% | 25% | 21% |   | 16% | 20% | 21% | 22% | 19% |   | 19% | 10% | 9% |   | 18% | 15% |

Q5. “If another world war broke out and the government introduced conscription, which of the following statements comes closest to your view:

1. I would willingly fight for my country.
2. I would only fight for my country because I had to.
3. I would do whatever is possible to avoid fighting for my country.

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | 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 | 1648 | 851 | 789 |  | 106 | 703 | 476 | 363 |  | 396 | 498 | 335 | 419 |  | 198 | 356 | 402 | 553 | 139 |  | 485 | 336 | 122 |  | 579 | 522 |
| Weighted | 1648 | 832 | 813 |  | 95 | 729 | 434 | 390 |  | 357 | 514 | 355 | 421 |  | 241 | 295 | 408 | 555 | 150 |  | 484 | 356 | 128 |  | 617 | 572 |
| Option A | 17% | 8% | 27% |  | 14% | 8% | 19% | 33% |  | 15% | 16% | 22% | 18% |  | 13% | 21% | 21% | 17% | 11% |  | 32% | 7% | 16% |  | 31% | 10% |
| Option B | 14% | 13% | 16% |  | 14% | 15% | 14% | 13% |  | 16% | 15% | 13% | 13% |  | 19% | 13% | 11% | 15% | 14% |  | 14% | 16% | 19% |  | 16% | 16% |
| Option C | 30% | 36% | 25% |  | 43% | 40% | 28% | 12% |  | 35% | 36% | 23% | 26% |  | 35% | 26% | 28% | 30% | 38% |  | 19% | 49% | 28% |  | 20% | 40% |
| Don’t know | 38% | 43% | 33% |   | 29% | 36% | 39% | 42% |   | 34% | 33% | 43% | 43% |   | 33% | 40% | 40% | 38% | 36% |   | 34% | 28% | 37% |   | 33% | 34% |

Q6. A school in London has banned all prayer for pupils after the school claimed a rapid rise in Muslim pupils praying led to other pupils being pressured into praying, children being separated on the basis of religion and race, and teachers being racially harassed. In response, some Muslim pupils claim they are being discriminated against because of their religion and should be free to pray in school. To what extent do you support or oppose this decision?

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | 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 | 1648 | 851 | 789 |  | 106 | 703 | 476 | 363 |  | 396 | 498 | 335 | 419 |  | 198 | 356 | 402 | 553 | 139 |  | 485 | 336 | 122 |  | 579 | 522 |
| Weighted | 1648 | 832 | 813 |  | 95 | 729 | 434 | 390 |  | 357 | 514 | 355 | 421 |  | 241 | 295 | 408 | 555 | 150 |  | 484 | 356 | 128 |  | 617 | 572 |
| Strongly support | 24% | 19% | 30% |  | 14% | 18% | 30% | 32% |  | 26% | 24% | 27% | 22% |  | 34% | 26% | 22% | 20% | 25% |  | 40% | 15% | 17% |  | 36% | 19% |
| Somewhat support | 14% | 14% | 14% |  | 5% | 15% | 16% | 13% |  | 15% | 15% | 13% | 13% |  | 15% | 12% | 13% | 17% | 11% |  | 14% | 16% | 23% |  | 14% | 19% |
| Somewhat oppose | 12% | 12% | 12% |  | 21% | 13% | 10% | 10% |  | 15% | 14% | 7% | 10% |  | 15% | 15% | 11% | 10% | 10% |  | 11% | 12% | 17% |  | 9% | 13% |
| Strongly oppose | 16% | 16% | 15% |  | 27% | 14% | 12% | 20% |  | 16% | 13% | 16% | 18% |  | 15% | 12% | 20% | 14% | 18% |  | 13% | 20% | 9% |  | 16% | 14% |
| Don’t know | 34% | 40% | 28% |   | 32% | 40% | 32% | 26% |   | 28% | 34% | 37% | 37% |   | 22% | 35% | 35% | 38% | 35% |   | 21% | 37% | 33% |   | 24% | 35% |