

The Representation of Views Poll

PeoplePolling

About the Survey

Client: NSCU

Fieldwork Period: February 21-27, 2023

Sampling Method: Online

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

Sample Size: 2,782

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](#) (BPC) and abides by its rules.

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Q20. Imagine for a moment there was a new political movement in British politics. Which of the following names, if any, would appeal to you the most? (Select all that apply)

	Gender			Age Group				Social Grade				Region					General Elections 2019			Brexit Ref 2016	
	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	2782	1347	1435	187	1152	733	710	631	859	595	697	341	882	665	665	229	882	605	218	1107	989
Weighted	2782	1370	1412	295	1147	683	658	652	849	575	706	395	753	740	653	240	823	605	218	1041	970
Primrose League	1%	1%	1%	1%	1%	0%	1%	1%	1%	-	0%	1%	1%	1%	1%	0%	1%	1%	1%	1%	1%
National Conservatives	2%	1%	3%	2%	2%	2%	3%	3%	2%	2%	2%	2%	2%	2%	2%	2%	6%	0%	2%	4%	1%
Conservatives for Growth	3%	2%	3%	1%	2%	3%	5%	3%	3%	3%	2%	3%	4%	2%	3%	2%	6%	0%	2%	4%	2%
Common Sense Conservatives	4%	2%	5%	4%	2%	3%	8%	4%	4%	5%	3%	3%	4%	5%	4%	3%	9%	1%	2%	7%	2%
Common Sense for the Common Good	15%	15%	16%	10%	11%	21%	20%	11%	17%	18%	15%	12%	19%	14%	14%	16%	22%	10%	17%	23%	11%
Labour for Growth	8%	7%	8%	11%	8%	5%	8%	9%	7%	6%	8%	9%	9%	8%	6%	5%	3%	21%	9%	5%	12%
Thistle Society	1%	1%	1%	2%	1%	1%	0%	1%	1%	1%	1%	1%	0%	0%	1%	4%	1%	1%	1%	0%	1%
None of the above	48%	49%	48%	44%	53%	48%	43%	52%	50%	47%	44%	52%	44%	47%	53%	52%	41%	52%	56%	44%	57%
Prefer not to say	18%	21%	15%	26%	21%	17%	11%	15%	15%	18%	25%	16%	17%	21%	17%	12%	14%	10%	13%	14%	