PeoplePolling

About the Survey

Client: GB News

Fieldwork Period: September 21, 2022

Sampling Method: Online

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

Sample Size: 1,298

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.

Turnout Weighting for Voting Intention: To gauge the likelihood of a respondent voting in the General Elections, the poll used an 11-point scale to measure the certainty that the respondent would vote if there was an election tomorrow. The voting intention answers are then weighted by the likelihood to vote (by the numerical answer to the question divided by 10, e.g., a respondent providing a likelihood to vote of 8 out of 10 will have a weight of 0.8).

Margin of Error: All polls are subject to a wide range of potential sources of error. On the basis of the historical record of the polls at recent general elections, there is a 9 in 10 chance that the true value of a party's support lies within 4 points of the estimates provided by this poll, and a 2 in 3 chance that they lie within 2 points.

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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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?

		Gen	der		Age (Group			Social	Grade				Region			Gener	ral Election:	s 2019	Brexit l	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 Weighted	1298 1298	664 659	634 639	142 137	581 535	316 319	259 307	301 306	407 402	265 263	325 327	147 183	402 349	326 353	314 302	109 111	389 381	296 286	104 104	510 486	465 451
0 (Certainly will not vote)	11%	11%	11%	8%	13%	13%	6%	8%	8%	14%	14%	4%	10%	15%	10%	13%	2%	1%	-	7%	4%
1	2%	2%	1%	1%	2%	2%	1%	1%	2%	1%	2%	2%	1%	2%	2%	1%	1%	2%	-	2%	1%
2	2%	2%	2%	4%	3%	1%	1%	2%	1%	2%	3%	1%	1%	3%	2%	3%	1%	1%	-	2%	1%
3	1%	1%	2%	2%	1%	0%	2%	1%	1%	3%	1%	-	1%	3%	1%	-	1%	1%	1%	0%	0%
4	2%	2%	2%	4%	2%	2%	1%	2%	1%	1%	3%	2%	1%	3%	2%	-	0%	0%	-	1%	1%
5	6%	8%	5%	8%	7%	7%	4%	6%	5%	8%	8%	8%	6%	6%	7%	6%	3%	3%	2%	7%	3%
6	1%	1%	1%	2%	1%	1%	1%	2%	1%	2%	1%	1%	2%	1%	2%	1%	2%	1%	-	1%	1%
7	3%	3%	3%	3%	3%	3%	2%	1%	4%	3%	4%	1%	3%	3%	3%	3%	3%	2%	2%	3%	1%
8	6%	7%	5%	7%	7%	3%	6%	8%	6%	4%	5%	7%	7%	5%	7%	3%	6%	6%	5%	5%	7%
9	6%	5%	6%	7%	6%	6%	5%	6%	8%	4%	4%	5%	7%	6%	4%	6%	7%	9%	6%	5%	8%
10 (Certain to vote)	54%	50%	58%	41%	48%	57%	67%	58%	57%	54%	49%	64%	54%	49%	53%	60%	71%	70%	84%	62%	70%
Prefer not to say	6%	8%	4%	12%	7%	4%	4%	6%	6%	6%	7%	4%	8%	5%	6%	4%	3%	4%	1%	5%	3%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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

All cases

			Gen	der		Age (Group			Social	Grade				Region			Gener	al Elections	2019	Brexit l	Ref 2016
	Sep 13	Sep 21	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 Weighted	1245 1245	1298 1298	664 659	634 639	142 137	581 535	316 319	259 307	301 306	407 402	265 263	$\frac{325}{327}$	147 183	402 349	326 353	314 302	109 111	389 381	296 286	104 104	510 486	465 451
Labour	30%	30%	32%	28%	38%	40%	22%	20%	30%	37%	21%	28%	43%	30%	31%	25%	15%	9%	69%	33%	17%	43%
Conservative	21%	20%	15%	25%	7%	10%	23%	35%	15%	17%	31%	19%	17%	19%	22%	23%	10%	51%	0%	4%	38%	6%
Lib Dem	7%	8%	8%	8%	7%	8%	7%	10%	13%	7%	5%	6%	8%	8%	5%	10%	11%	3%	6%	38%	3%	14%
SNP	3%	4%	4%	5%	7%	3%	7%	1%	3%	4%	6%	4%	-	0%	0%	-	44%	0%	1%	-	1%	6%
Plaid Cymru	1%	0%	0%	1%	2%	-	1%	-	1%	-	0%	0%	-	1%	-	0%	-	-	-	-	0%	0%
Reform UK	4%	2%	1%	4%	2%	1%	3%	4%	1%	2%	2%	5%	2%	4%	2%	2%	-	4%	0%	-	5%	-
Green	4%	4%	5%	4%	9%	5%	4%	3%	7%	4%	2%	4%	5%	4%	4%	6%	2%	2%	5%	3%	1%	7%
Some other party	3%	2%	2%	3%	3%	3%	3%	2%	1%	4%	2%	3%	3%	1%	5%	1%	2%	2%	1%	1%	4%	1%
Would not vote	0%	0%	1%	0%	1%	0%	1%	0%	0%	0%	1%	1%	0%	0%	1%	1%	0%	0%	0%	-	0%	0%
Prefer not to say	7%	8%	8%	8%	6%	6%	9%	11%	6%	8%	9%	9%	11%	11%	6%	6%	5%	8%	6%	8%	10%	6%
Don't know	18%	20%	24%	16%	19%	23%	21%	14%	23%	17%	20%	21%	13%	22%	23%	25%	9%	22%	12%	14%	19%	16%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Only cases selecting a party

			Ger	der		Age (Group			Social	Grade				Region			Gener	ral Election	s 2019	Brexit I	Ref 2016
	Sep 13	Sep 21	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
Labour	40%	40%	47%	33%	48%	55%	30%	27%	42%	46%	29%	41%	53%	44%	43%	35%	14%	12%	85%	46%	24%	52%
Conservative	28%	28%	22%	34%	7%	16%	33%	47%	22%	24%	44%	24%	26%	27%	31%	32%	9%	73%	0%	5%	52%	8%
Lib Dem	10%	10%	10%	10%	8%	10%	9%	12%	15%	8%	7%	9%	9%	10%	7%	13%	10%	4%	7%	45%	5%	17%
SNP	4%	6%	5%	6%	8%	4%	11%	2%	4%	5%	8%	6%	-	0%	0%	-	62%	0%	1%	-	1%	9%
Plaid Cymru	2%	1%	0%	1%	4%	-	2%	-	2%	-	1%	1%	-	2%	-	1%	-	-	-	-	1%	1%
Reform UK	5%	4%	2%	6%	3%	3%	4%	6%	2%	3%	3%	8%	3%	6%	3%	5%	-	6%	0%	-	8%	-
Green	6%	8%	9%	6%	19%	8%	5%	4%	12%	8%	3%	7%	5%	8%	6%	13%	3%	2%	5%	3%	3%	11%
Some other party	4%	4%	4%	4%	3%	5%	6%	3%	2%	6%	4%	4%	4%	3%	9%	1%	2%	2%	2%	1%	6%	3%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Q3. To what extent, if at all, do you have a favourable or unfavourable opinion of Liz Truss?

		Gen	der		Age (Group			Social	Grade				Region			Gene	ral Elections	s 2019	Brexit I	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	1298	664	634	142	581	316	259	301	407	265	325	147	402	326	314	109	389	296	104	510	465
Weighted	1298	659	639	137	535	319	307	306	402	263	327	183	349	353	302	111	381	286	104	486	451
Very favourable	3%	2%	4%	0%	2%	3%	6%	3%	2%	4%	2%	2%	2%	4%	4%	- 8%	7%	1%	1%	5%	2%
Somewhat favourable	14%	11%	16%	7%	10%	16%	20%	11%	13%	17%	14%	13%	14%	14%	15%		29%	4%	12%	22%	7%
Somewhat unfavourable	19%	20%	19%	21%	21%	14%	21%	25%	22%	15%	14%	24%	18%	20%	19%	13%	17%	27%	28%	16%	25%
Very unfavourable	30%	29%	31%	38%	32%	32%	22%	31%	32%	30%	27%	36%	28%	28%	26%	47%	12%	53%	42%	20%	46%
Don't know	27%	29%	24%	26%	28%	29%	23%	21%	24%	27%	36%	19%	26%	29%	30%	25%	30%	14%	11%	29%	16%
Prefer not to say	7%	8%	6%	7%	8%	7%	7%	9%	7%	6%	7%	6%	11%	6%	6%	6%	5%	2%	5%	8%	4%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Q4. To what extent, if at all, do you have a favourable or unfavourable opinion of Keir Starmer?

		Gen	der		Age (Group			Social	Grade				Region			Gene	ral Elections	s 2019	Brexit I	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 Weighted	1298 1298	664 659	634 639	142 137	581 535	316 319	259 307	301 306	407 402	265 263	325 327	147 183	402 349	326 353	314 302	109 111	389 381	296 286	104 104	510 486	465 451
Very favourable Somewhat favourable	4% 23%	4% 21%	4% 25%	5% 18%	4% 28%	4% 19%	5% 19%	4% 30%	5% 27%	3% 11%	4% 21%	7% 37%	3% 24%	3% 18%	3% 21%	8% 18%	2% 9%	11% 51%	3% 47%	3% 12%	7% 39%
Somewhat unfavourable	21%	20%	21%	25%	20%	18%	22%	25%	20%	23%	16%	18%	19%	20%	24%	23%	26%	14%	26%	19%	23%
Very unfavourable Don't know	24% 21%	19% 27%	29% 15%	16% 26%	14% 27%	31% 19%	38% 11%	18% 16%	22% 18%	$\frac{35\%}{22\%}$	$\frac{22\%}{29\%}$	18% 14%	$\frac{23\%}{20\%}$	$\frac{29\%}{25\%}$	$\frac{24\%}{22\%}$	$\frac{21\%}{24\%}$	47% 12%	6% 14%	7% 12%	43% 15%	11% 15%
Prefer not to say Total	7% 100%	9% 100%	5% 100%	10% 100%	7% 100%	8% 100%	6% 100%	7% 100%	8% 100%	6% 100%	7% 100%	6% 100%	11% 100%	6% 100%	5% 100%	7% 100%	4% 100%	4% 100%	5% 100%	7% 100%	5% 100%

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Q5. The government is planning to scrap the current cap on bankers' bonuses which it argues will help drive economic growth. To what extent, if at all, do you support this policy?

		Gen	der		Age (Group			Social	Grade				Region			Gener	al Election	s 2019	Brexit l	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 Weighted	1298 1298	664 659	634 639	142 137	581 535	316 319	259 307	301 306	407 402	265 263	325 327	147 183	402 349	326 353	314 302	109 111	389 381	296 286	104 104	510 486	465 451
Strongly support	5%	3%	6%	4%	4%	6%	4%	4%	4%	4%	8%	4%	4%	6%	4%	6%	6%	3%	1%	6%	3%
Tend to support	7%	6%	8%	10%	7%	6%	8%	7%	6%	10%	6%	9%	7%	8%	9%	1%	13%	5%	3%	11%	5%
Neither support nor oppose	13%	13%	13%	15%	9%	15%	16%	16%	11%	12%	13%	15%	9%	15%	13%	12%	18%	10%	13%	15%	12%
Tend to oppose	14%	12%	15%	7%	13%	13%	18%	13%	16%	12%	13%	15%	14%	13%	15%	9%	17%	12%	21%	17%	12%
Strongly oppose	38%	35%	42%	30%	39%	40%	39%	42%	46%	33%	30%	39%	39%	33%	39%	51%	27%	53%	50%	30%	52%
Prefer not to say	6%	7%	4%	9%	7%	4%	3%	6%	6%	5%	5%	4%	8%	6%	5%	3%	3%	5%	1%	5%	4%
Don't know	17%	23%	12%	25%	20%	16%	11%	12%	11%	23%	25%	15%	19%	18%	15%	19%	15%	13%	12%	17%	12%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Q6. To what extent, if at all, would you support or oppose Britain reducing the overall level of net migration from its current level of 250,000 a year to have a maximum upper limit of 100,000 a year?

		Gen	der		Age (Group			Social	Grade				Region			Gene	ral Election	s 2019	Brexit I	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 Weighted	1298 1298	664 659	634 639	142 137	581 535	316 319	259 307	301 306	407 402	265 263	325 327	147 183	402 349	326 353	314 302	109 111	389 381	296 286	104 104	510 486	465 451
Strongly support	26%	21%	31%	13%	16%	31%	45%	18%	24%	32%	30%	20%	24%	29%	30%	22%	54%	5%	10%	52%	9%
Tend to support	14%	12%	15%	10%	11%	17%	17%	12%	15%	16%	12%	18%	14%	12%	14%	9%	17%	11%	15%	15%	11%
Neither support nor oppose	14%	13%	14%	13%	16%	13%	10%	16%	14%	13%	12%	12%	12%	15%	14%	15%	9%	17%	15%	8%	16%
Tend to oppose	10%	10%	11%	13%	12%	9%	7%	16%	13%	6%	6%	11%	10%	9%	10%	14%	4%	18%	25%	3%	20%
Strongly oppose	11%	10%	13%	13%	12%	9%	10%	15%	12%	8%	9%	15%	12%	9%	9%	16%	3%	26%	19%	3%	23%
Prefer not to say	7%	8%	5%	11%	8%	6%	3%	9%	6%	6%	5%	7%	9%	5%	7%	3%	3%	5%	3%	6%	4%
Don't know	19%	25%	11%	27%	25%	15%	8%	13%	16%	20%	26%	17%	19%	20%	16%	21%	10%	19%	14%	12%	17%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%