## PeoplePolling / GB News Survey Results

## 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.

## PeoplePolling / GB News Survey Results

## PeoplePolling

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?

|  | National | Gender |  | Age Group |  |  |  | Social Grade |  |  |  | Region |  |  |  |  | General Elections 2019 |  |  | Brexit Ref 2016 |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Female | Male | 18-24 | 25-49 | 50-64 | $65+$ | AB | C1 | C2 | DE | London | Midlands/ Wales | North | Rest of South | Scotland | Con | Lab | $\begin{gathered} \text { Lib } \\ \text { Dem } \end{gathered}$ | 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 |
| 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\% |

## PeoplePolling / GB News Survey Results

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

|  | Sep 13 | Sep 21 | Gender |  | Age Group |  |  |  | Social Grade |  |  |  | Region |  |  |  |  | General Elections 2019 |  |  | Brexit Ref 2016 |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  | Female | Male | 18-24 | 25-49 | 50-64 | $65+$ | AB | C1 | C2 | DE | London | Midlands/ <br> Wales | North | Rest of South | Scotland | Con | Lab | $\begin{gathered} \text { Lib } \\ \text { Dem } \end{gathered}$ | Leave | Remain |
| Unweighted | 1245 | 1298 | 664 | 634 | 142 | 581 | 316 | 259 | 301 | 407 | 265 | 325 | 147 | 402 | 326 | 314 | 109 | 389 | 296 | 104 | 510 | 465 |
| Weighted | 1245 | 1298 | 659 | 639 | 187 | 585 | 319 | 307 | 306 | 402 | 263 | 327 | 183 | 349 | 353 | 302 | 111 | 381 | 286 | 104 | 486 | 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

|  | Sep 13 | Sep 21 | Gender |  | Age Group |  |  |  | Social Grade |  |  |  | Region |  |  |  |  | General Elections 2019 |  |  | Brexit Ref 2016 |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  | Female | Male | 18-24 | 25-49 | 50-64 | $65+$ | AB | C1 | C2 | DE | London | Midlands/ Wales | North | Rest of South | Scotland | Con | Lab | $\begin{gathered} \text { Lib } \\ \text { Dem } \end{gathered}$ | 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\% |

## PeoplePolling / GB News Survey Results

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

|  | National | Gender |  | Age Group |  |  |  | Social Grade |  |  |  | Region |  |  |  |  | General Elections 2019 |  |  | Brexit Ref 2016 |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Female | Male | 18-24 | 25-49 | 50-64 | $65+$ | AB | C1 | C2 | DE | London | Midlands/ Wales | North | Rest of South | Scotland | Con | Lab | $\begin{gathered} \text { Lib } \\ \text { Dem } \end{gathered}$ | 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\% | - | 7\% | 1\% | 1\% | 5\% | 2\% |
| Somewhat favourable | 14\% | 11\% | 16\% | 7\% | 10\% | 16\% | 20\% | 11\% | 13\% | 17\% | 14\% | 13\% | 14\% | 14\% | 15\% | 8\% | 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\% |

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

|  | National | Gender |  | Age Group |  |  |  | Social Grade |  |  |  | Region |  |  |  |  | General Elections 2019 |  |  | Brexit Ref 2016 |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Female | Male | 18-24 | 25-49 | 50-64 | $65+$ | AB | C1 | C2 | DE | London | Midlands/ <br> Wales | North | Rest of South | Scotland | Con | Lab | $\begin{gathered} \text { Lib } \\ \text { Dem } \end{gathered}$ | 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 | 4\% | 4\% | 4\% | 5\% | 4\% | 4\% | 5\% | 4\% | 5\% | 3\% | 4\% | 7\% | 3\% | 3\% | 3\% | 8\% | 2\% | 11\% | 3\% | 3\% | 7\% |
| Somewhat favourable | 23\% | 21\% | 25\% | 18\% | 28\% | 19\% | 19\% | 30\% | 27\% | 11\% | 21\% | 37\% | 24\% | 18\% | 21\% | 18\% | 9\% | 51\% | 47\% | 12\% | 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 | 24\% | 19\% | 29\% | 16\% | 14\% | 31\% | 38\% | 18\% | 22\% | 35\% | 22\% | 18\% | 23\% | 29\% | 24\% | 21\% | 47\% | 6\% | 7\% | 43\% | 11\% |
| Don't know | 21\% | 27\% | 15\% | 26\% | 27\% | 19\% | 11\% | 16\% | 18\% | 22\% | 29\% | 14\% | 20\% | 25\% | 22\% | 24\% | 12\% | 14\% | 12\% | 15\% | 15\% |
| Prefer not to say | 7\% | 9\% | 5\% | 10\% | 7\% | 8\% | 6\% | 7\% | 8\% | 6\% | 7\% | 6\% | 11\% | 6\% | 5\% | 7\% | 4\% | 4\% | 5\% | 7\% | 5\% |
| Total | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% |

## PeoplePolling / GB News Survey Results

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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?

|  | National | Gender |  | Age Group |  |  |  | Social Grade |  |  |  | Region |  |  |  |  | General Elections 2019 |  |  | Brexit Ref 2016 |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Female | Male | 18-24 | 25-49 | 50-64 | $65+$ | AB | C1 | C2 | DE | London | Midlands/ <br> Wales | North | Rest of South | Scotland | Con | Lab | $\begin{gathered} \text { Lib } \\ \text { Dem } \end{gathered}$ | 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 |
| 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\% |

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?

|  | National | Gender |  | Age Group |  |  |  | Social Grade |  |  |  | Region |  |  |  |  | General Elections 2019 |  |  | Brexit Ref 2016 |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Female | Male | 18-24 | 25-49 | 50-64 | $6{ }^{5+}$ | AB | C1 | C2 | DE | London | Midlands/ <br> Wales | North | Rest of South | Scotland | Con | Lab | $\begin{gathered} \text { Lib } \\ \text { Dem } \end{gathered}$ | 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 | 187 | 585 | 319 | 307 | 306 | 402 | 263 | 327 | 183 | 349 | 353 | 302 | 111 | 381 | 286 | 104 | 486 | 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\% |

