PeoplePolling / GB News Survey Results

PeoplePolling

About the Survey

Client: GB News

Fieldwork Period: October 6, 2022

Sampling Method: Online

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

Sample Size: 1,512

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?

	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	Lib Dem	Leave	Remain
Unweighted	1512	789	723	134	654	380	344	370	467	313	362	168	469	379	374	122	459	335	128	574	560
Weighted	1512	781	731	160	623	371	358	368	456	317	371	213	406	411	352	129	448	321	122	566	525
0 (Certainly will not vote)	10%	9%	11%	6%	11%	13%	7%	6%	6%	13%	16%	6%	12%	8%	10%	9%	3%	0%	-	8%	2%
1	1%	2%	1%	1%	1%	2%	1%	1%	1%	1%	1%	2%	0%	2%	1%	3%	1%	1%	-	1%	1%
2	1%	2%	1%	2%	2%	1%	1%	1%	2%	1%	2%	1%	1%	2%	2%	2%	1%	0%	-	1%	1%
3	1%	2%	1%	4%	1%	1%	0%	1%	0%	3%	2%	2%	1%	2%	1%	1%	1%	1%	-	0%	1%
4	1%	1%	1%	-	1%	2%	-	0%	0%	2%	1%	1%	2%	0%	1%	-	0%	1%	1%	1%	0%
5	5%	5%	5%	1%	5%	7%	5%	4%	4%	7%	6%	7%	5%	5%	5%	2%	6%	2%	2%	7%	2%
6	1%	2%	1%	3%	2%	1%	1%	3%	2%	0%	1%	-	2%	2%	2%	1%	1%	1%	1%	1%	1%
7	3%	3%	3%	5%	3%	5%	1%	4%	3%	2%	4%	2%	5%	2%	4%	3%	4%	2%	2%	3%	2%
8	5%	5%	5%	5%	7%	4%	3%	5%	7%	3%	4%	4%	6%	4%	5%	4%	6%	5%	4%	5%	5%
9	5%	5%	5%	9%	4%	5%	5%	5%	5%	6%	4%	8%	5%	5%	4%	4%	6%	7%	5%	4%	6%
10 (Certain to vote)	56%	53%	59%	43%	50%	55%	74%	61%	63%	51%	47%	61%	53%	57%	54%	61%	65%	74%	80%	62%	72%
Prefer not to say	10%	12%	6%	20%	14%	5%	2%	9%	7%	11%	12%	7%	9%	11%	11%	10%	6%	6%	5%	6%	6%
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

	Sep 29	Oct 06	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	Lib Dem	Leave	Remain
Unweighted	2216	1512	789	723	134	654	380	344	370	467	313	362	168	469	379	374	122	459	335	128	574	560
Weighted	2216	1512	781	731	160	623	371	358	368	456	317	371	213	406	411	352	129	448	321	122	566	525
Labour	40%	40%	39%	41%	55%	48%	39%	26%	39%	41%	38%	43%	49%	39%	43%	37%	27%	17%	77%	36%	29%	49%
Conservative	14%	15%	11%	19%	5%	7%	17%	27%	15%	13%	18%	14%	11%	18%	13%	19%	7%	39%	0%	1%	29%	6%
Lib Dem	7%	7%	8%	6%	8%	6%	7%	7%	11%	7%	6%	4%	11%	6%	5%	8%	5%	3%	3%	40%	2%	12%
SNP	4%	4%	5%	3%	1%	5%	5%	2%	3%	3%	3%	6%	-	1%	0%	-	40%	0%	0%	2%	1%	6%
Plaid Cymru	0%	1%	0%	1%	2%	0%	0%	1%	1%	1%	-	1%	-	2%	0%	-	0%	1%	0%	-	1%	0%
Reform UK	2%	2%	2%	3%	2%	2%	2%	4%	2%	2%	4%	3%	2%	3%	3%	2%	1%	5%	0%	-	5%	1%
Green	5%	5%	5%	4%	5%	7%	4%	3%	5%	4%	3%	6%	4%	5%	4%	7%	3%	2%	4%	4%	3%	7%
Some other party	3%	2%	2%	3%	1%	4%	1%	2%	2%	3%	2%	3%	1%	1%	6%	1%	1%	2%	1%	1%	3%	2%
Would not vote	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	-	0%	0%
Prefer not to say	8%	6%	6%	5%	3%	3%	7%	9%	4%	6%	7%	5%	7%	6%	6%	5%	3%	8%	4%	4%	7%	4%
Don't know	19%	18%	22%	15%	18%	18%	17%	21%	18%	20%	19%	15%	15%	19%	18%	22%	12%	24%	11%	13%	21%	14%
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 29	Oct 06	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	Lib Dem	Leave	Remain
Labour	50%	52%	54%	50%	67%	60%	48%	37%	49%	54%	50%	54%	61%	51%	57%	51%	27%	25%	89%	45%	39%	58%
Conservative	20%	20%	16%	24%	6%	9%	26%	38%	22%	19%	24%	18%	14%	25%	18%	26%	7%	57%	0%	1%	40%	8%
Lib Dem	9%	8%	9%	7%	10%	7%	9%	9%	12%	8%	9%	4%	13%	8%	6%	9%	4%	5%	4%	46%	3%	13%
SNP	5%	5%	7%	3%	1%	6%	6%	3%	4%	5%	4%	7%	-	1%	0%	-	57%	0%	0%	2%	2%	7%
Plaid Cymru	0%	1%	1%	1%	2%	0%	0%	1%	1%	1%	-	1%	-	2%	0%	-	1%	1%	0%	-	1%	0%
Reform UK	3%	4%	3%	5%	3%	3%	3%	5%	3%	2%	6%	4%	3%	4%	5%	3%	1%	7%	1%	-	7%	1%
Green	8%	7%	8%	6%	8%	9%	6%	4%	8%	6%	4%	9%	6%	8%	6%	9%	3%	2%	5%	5%	4%	10%
Some other party	4%	3%	2%	5%	2%	5%	2%	3%	3%	4%	3%	3%	2%	2%	8%	2%	1%	3%	1%	1%	4%	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 support or oppose calls for an early general election in 2022 or 2023?

	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	Lib Dem	Leave	Remain
Unweighted	1512	789	723	134	654	380	344	370	467	313	362	168	469	379	374	122	459	335	128	574	560
Weighted	1512	781	731	160	623	371	358	368	456	317	371	213	406	411	352	129	448	321	122	566	525
Strongly oppose	7%	5%	9%	2%	3%	9%	14%	6%	7%	7%	8%	8%	6%	6%	8%	8%	18%	1%	3%	14%	3%
Oppose	7%	6%	7%	6%	3%	8%	13%	8%	7%	7%	5%	7%	9%	7%	5%	2%	16%	1%	2%	13%	4%
Neither oppose nor support	17%	15%	19%	10%	15%	20%	21%	14%	18%	18%	18%	13%	20%	17%	17%	16%	21%	9%	14%	16%	15%
Support	14%	14%	14%	11%	12%	14%	19%	17%	13%	14%	12%	17%	15%	13%	13%	12%	17%	14%	19%	15%	16%
Strongly support	35%	34%	35%	42%	40%	33%	25%	36%	40%	33%	29%	39%	28%	37%	33%	46%	15%	64%	50%	27%	52%
Prefer not to say	9%	11%	6%	11%	13%	6%	2%	9%	6%	10%	10%	6%	9%	10%	9%	6%	5%	5%	6%	5%	5%
Don't know	12%	14%	10%	18%	15%	10%	6%	11%	9%	12%	18%	10%	14%	10%	15%	10%	9%	6%	4%	11%	6%
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. Please indicate if you agree or disagree with the following statement: "People who are on benefits should see the amount of their benefits increase in line with inflation."

| | 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	Lib Dem	Leave	Remain
Unweighted	**1512**	789	723	134	654	380	344	370	467	313	362	168	469	379	374	122	459	335	128	574	560
Weighted	**1512**	781	731	160	623	371	358	368	456	317	371	213	406	411	352	129	448	321	122	566	525
Completely agree	**36%**	35%	37%	26%	36%	39%	36%	36%	32%	34%	41%	37%	32%	38%	33%	46%	24%	52%	46%	31%	47%
Somewhat agree	**21%**	21%	22%	26%	20%	21%	22%	22%	25%	21%	17%	27%	22%	19%	20%	24%	23%	24%	21%	20%	23%
Neither agree nor disagree	**11%**	9%	13%	11%	10%	9%	16%	9%	12%	12%	11%	14%	10%	10%	13%	8%	17%	6%	9%	14%	8%
Somewhat disagree	**9%**	7%	10%	6%	7%	9%	13%	9%	10%	9%	6%	6%	9%	11%	8%	7%	14%	5%	7%	12%	7%
Completely disagree	**7%**	6%	7%	6%	6%	9%	5%	7%	8%	6%	4%	3%	8%	6%	8%	5%	10%	3%	4%	10%	5%
Prefer not to say	**8%**	10%	5%	10%	12%	5%	2%	9%	5%	7%	10%	4%	8%	9%	8%	3%	4%	5%	6%	5%	4%
Don't know	**9%**	11%	7%	16%	11%	8%	5%	6%	9%	10%	11%	9%	11%	7%	11%	9%	8%	5%	7%	8%	5%
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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Q5. Which of the following do you think is most responsible for the current economic turmoil in the UK?

	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	Lib Dem	Leave	Remain
Unweighted	1512	789	723	134	654	380	344	370	467	313	362	168	469	379	374	122	459	335	128	574	560
Weighted	1512	781	731	160	623	371	358	368	456	317	371	213	406	411	352	129	448	321	122	566	525
Global events outside the UK's control such as the war in Ukraine	26%	21%	32%	13%	16%	30%	46%	30%	28%	27%	20%	24%	31%	26%	27%	15%	51%	11%	21%	40%	21%
Energy companies	9%	8%	10%	7%	8%	11%	9%	7%	9%	11%	8%	8%	10%	11%	7%	7%	10%	3%	8%	9%	7%
The UK government	44%	46%	41%	49%	48%	42%	35%	45%	46%	41%	42%	48%	39%	43%	44%	53%	23%	74%	56%	34%	58%
None of the above	3%	2%	4%	6%	4%	2%	1%	2%	3%	2%	5%	4%	3%	2%	4%	3%	3%	1%	-	3%	1%
Prefer not to say	8%	11%	5%	11%	13%	6%	2%	10%	5%	8%	11%	5%	9%	10%	9%	5%	4%	6%	7%	5%	5%
Don't know	10%	12%	8%	14%	11%	9%	7%	7%	8%	11%	14%	10%	9%	9%	9%	16%	9%	5%	8%	8%	8%
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. Which of the following comes closest to your view?

| | 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	Lib Dem	Leave	Remain
Unweighted	**1512**	789	723	134	654	380	344	370	467	313	362	168	469	379	374	122	459	335	128	574	560
Weighted	**1512**	781	731	160	623	371	358	368	456	317	371	213	406	411	352	129	448	321	122	566	525
Police officers should remain politically neutral at all times to avoid alienating people	**58%**	51%	65%	35%	43%	66%	85%	52%	59%	67%	53%	63%	58%	57%	54%	57%	78%	45%	58%	75%	52%
Police officers should be allowed to make political gestures, for example take the knee in a show of solidarity with black people	**16%**	18%	14%	33%	23%	10%	5%	21%	18%	9%	15%	15%	15%	17%	16%	21%	8%	30%	21%	7%	27%
Don't know	**17%**	20%	14%	23%	21%	18%	7%	15%	16%	16%	21%	16%	18%	14%	20%	19%	9%	17%	15%	13%	15%
Prefer not to say	**9%**	11%	6%	9%	14%	6%	4%	11%	7%	8%	10%	6%	8%	12%	10%	3%	5%	8%	7%	5%	6%
Total	**100%**	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%