## PeoplePolling / GB News Survey Results

## About the Survey

Client: GB News

Fieldwork Period: October 12, 2022
Sampling Method: Online
Population Sampled: All adults (18+) in Great Britain
Sample Size: 1,158
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 | 1158 | 616 | 542 | 102 | 503 | 308 | 245 | 273 | 353 | 245 | 287 | 125 | 361 | 292 | 275 | 105 | 345 | 269 | 90 | 451 | 435 |
| Weighted | 1158 | 586 | 572 | 123 | 477 | 284 | 274 | 282 | 341 | 244 | 291 | 163 | 311 | 315 | 269 | 99 | 333 | 253 | 90 | 434 | 402 |
| 0 (Certainly will not vote) | 10\% | 12\% | 9\% | 7\% | 14\% | 10\% | 7\% | 7\% | 9\% | 10\% | 15\% | 4\% | 9\% | 14\% | 12\% | 10\% | 3\% | 2\% | 3\% | 6\% | 3\% |
| 1 | 1\% | 1\% | 1\% | 1\% | 1\% | 1\% | 2\% | 0\% | 1\% | 2\% | 2\% | 1\% | 1\% | 2\% | 1\% | 2\% | 1\% | - | - | 1\% | 1\% |
| 2 | 2\% | 1\% | 2\% | 2\% | 1\% | 2\% | 3\% | 2\% | 2\% | 2\% | 1\% | 1\% | 2\% | 3\% | 2\% | 1\% | 2\% |  | - | 2\% | 1\% |
| 3 | 2\% | 3\% | 1\% | 1\% | 2\% | 2\% | 2\% | 0\% | 1\% | 3\% | 3\% | 2\% | 2\% | 2\% | 1\% | 1\% | 1\% | 1\% | 1\% | 1\% | 1\% |
| 4 | 1\% | 1\% | 1\% | 0\% | 1\% | 2\% | 0\% | - | 1\% | 2\% | 2\% | 2\% | 1\% | 1\% | 1\% | 1\% | 1\% | 1\% | 2\% | 1\% | 1\% |
| 5 | 6\% | 6\% | 5\% | 2\% | 7\% | 7\% | 3\% | 6\% | 5\% | 8\% | 4\% | 4\% | 5\% | 7\% | 7\% | 2\% | 6\% | 2\% | 1\% | 7\% | 3\% |
| 6 | 1\% | 1\% | 1\% | 2\% | 1\% | 1\% | 1\% | 1\% | 1\% | 1\% | 1\% | 2\% | 0\% | 1\% | 0\% | 1\% | 1\% | 0\% | - | 1\% | 1\% |
| 7 | 3\% | 4\% | 3\% | 8\% | 3\% | 4\% | 1\% | 5\% | 4\% | 0\% | 3\% | 2\% | 3\% | 4\% | 4\% | 3\% | 4\% | 3\% | 1\% | 4\% | 2\% |
| 8 | 5\% | 5\% | 4\% | 7\% | 5\% | 4\% | 3\% | 6\% | 3\% | 5\% | 5\% | 3\% | 6\% | 4\% | 4\% | 6\% | 6\% | 3\% | 1\% | 6\% | 2\% |
| 9 | 6\% | 6\% | 6\% | 8\% | 6\% | 5\% | 6\% | 5\% | 9\% | 5\% | 4\% | 4\% | 6\% | 6\% | 8\% | 3\% | 7\% | 7\% | 9\% | 5\% | 8\% |
| 10 (Certain to vote) | 56\% | 52\% | 61\% | 46\% | 49\% | 59\% | 70\% | 61\% | 60\% | 51\% | 52\% | 66\% | 57\% | 50\% | 53\% | 67\% | 62\% | 76\% | 80\% | 61\% | 73\% |
| Prefer not to say | 7\% | 8\% | 6\% | 15\% | 9\% | 4\% | 3\% | 6\% | 5\% | 11\% | 8\% | 10\% | 8\% | 8\% | 6\% | 2\% | 5\% | 5\% | 1\% | 5\% | 4\% |
| 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

|  | Oct 06 | Oct 12 | 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 | 1512 | 1158 | 616 | 542 | 102 | 503 | 308 | 245 | 273 | 353 | 245 | 287 | 125 | 361 | 292 | 275 | 105 | 345 | 269 | 90 | 451 | 435 |
| Weighted | 1512 | 1158 | 586 | 572 | 123 | 477 | 284 | 274 | 282 | 341 | 244 | 291 | 163 | 311 | 315 | 269 | 99 | 333 | 253 | 90 | 434 | 402 |
| Labour | 40\% | 42\% | 42\% | 42\% | 51\% | 53\% | 33\% | 31\% | 44\% | 45\% | 34\% | 42\% | 54\% | 46\% | 46\% | 34\% | 19\% | 18\% | 83\% | 37\% | 28\% | 54\% |
| Conservative | 15\% | 13\% | 10\% | 16\% | 6\% | 7\% | 16\% | 23\% | 14\% | 11\% | 15\% | 15\% | 10\% | 12\% | 14\% | 18\% | 12\% | 38\% | - | 2\% | 25\% | 6\% |
| Lib Dem | 7\% | 6\% | 7\% | 5\% | 1\% | 6\% | 7\% | 7\% | 11\% | 4\% | 6\% | 4\% | 6\% | 6\% | 5\% | 10\% | 2\% | 5\% | 2\% | 33\% | 4\% | 10\% |
| SNP | 4\% | 5\% | 5\% | 5\% | 7\% | 5\% | 4\% | 4\% | 5\% | 4\% | 2\% | 6\% | - | - | 0\% | - | 48\% | - | 0\% | 2\% | 3\% | 6\% |
| Plaid Cymru | 1\% | 1\% | 1\% | 1\% | 2\% |  | 2\% | 2\% | 0\% | 1\% | 3\% | 1\% | - | 4\% | 0\% | 1\% | - | 0\% | 1\% | - | 1\% | 1\% |
| Reform UK | 2\% | 3\% | 1\% | 4\% | 2\% | 2\% | 3\% | 3\% | 2\% | 2\% | 3\% | 5\% | 3\% | 3\% | 3\% | 2\% | 3\% | 6\% | 0\% | 3\% | 6\% | 0\% |
| Green | 5\% | 4\% | 4\% | 4\% | 5\% | 4\% | 5\% | 2\% | 3\% | 4\% | 3\% | 4\% | 2\% | 5\% | 2\% | 7\% | 1\% | 2\% | 4\% | 5\% | 3\% | 5\% |
| Some other party | 2\% | 3\% | 2\% | 3\% | 1\% | 2\% | 3\% | 5\% | 1\% | 1\% | 10\% | 2\% | 2\% | 0\% | 9\% | 1\% | 0\% | 2\% |  |  | 3\% | 3\% |
| Would not vote | 0\% | 1\% | 1\% | 1\% | 0\% | 1\% | 1\% | 1\% | 0\% | 1\% | 0\% | 2\% | 1\% | 1\% | 1\% | 1\% | 1\% | 0\% | 0\% | 1\% | 0\% | 0\% |
| Prefer not to say | 6\% | 6\% | 6\% | 6\% | 6\% | 4\% | 6\% | 9\% | 7\% | 6\% | 5\% | 5\% | 5\% | 6\% | 6\% | 6\% | 5\% | 4\% | 4\% | 7\% | 5\% | 6\% |
| Don't know | 18\% | 17\% | 22\% | 12\% | 18\% | 16\% | 21\% | 13\% | 12\% | 21\% | 19\% | 14\% | 16\% | 18\% | 14\% | 21\% | 9\% | 25\% | 5\% | 11\% | 22\% | 8\% |
| 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

|  | Oct 06 | Oct 12 | 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 | $\begin{gathered} \hline \text { Lib } \\ \text { Dem } \end{gathered}$ | Leave | Remain |
| Labour | 52\% | 53\% | 55\% | 51\% | 66\% | 63\% | 46\% | 39\% | 52\% | 59\% | 47\% | 52\% | 65\% | 61\% | 57\% | 44\% | 19\% | 26\% | 92\% | 47\% | 36\% | 61\% |
| Conservative | 20\% | 19\% | 15\% | 22\% | 8\% | 10\% | 22\% | 33\% | 19\% | 17\% | 20\% | 19\% | 15\% | 15\% | 19\% | 26\% | 12\% | 54\% | - | 2\% | 36\% | 9\% |
| Lib Dem | 8\% | 8\% | 10\% | 5\% | 2\% | 8\% | 8\% | 9\% | 12\% | 6\% | 8\% | 5\% | 6\% | 6\% | 5\% | 15\% | 2\% | 7\% | 2\% | 38\% | 5\% | 11\% |
| SNP | 5\% | 6\% | 6\% | 6\% | 9\% | 6\% | 5\% | 4\% | 8\% | 6\% | 3\% | 7\% | - | - | 1\% | - | 63\% |  | 1\% | 2\% | 3\% | 7\% |
| Plaid Cymru | 1\% | 2\% | 1\% | 2\% | 4\% | - | 3\% | 2\% | 1\% | 1\% | 3\% | 2\% | - | 6\% | 0\% | 0\% | - | 1\% | 1\% | - | 2\% | 2\% |
| Reform UK | 4\% | 4\% | 2\% | 6\% | 2\% | 4\% | 5\% | 4\% | 3\% | 3\% | 4\% | 7\% | 5\% | 3\% | 4\% | 3\% | 4\% | 8\% | 0\% | 4\% | 8\% | 0\% |
| Green | 7\% | 6\% | 7\% | 5\% | 8\% | 6\% | 7\% | 3\% | 4\% | 8\% | 4\% | 6\% | 3\% | 8\% | 3\% | 10\% | 1\% | 3\% | 5\% | 6\% | 5\% | 6\% |
| Some other party | 3\% | 4\% | 4\% | 4\% | 2\% | 3\% | 5\% | 6\% | 1\% | 1\% | 12\% | 3\% | 5\% | 0\% | 11\% | 2\% | 0\% | 2\% | - | - | 5\% | 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

PeoplePolling
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/ <br> Wales | North | Rest of South | Scotland | Con | Lab | $\begin{gathered} \text { Lib } \\ \text { Dem } \end{gathered}$ | Leave | Remain |
| Unweighted | 1158 | 616 | 542 | 102 | 503 | 308 | 245 | 273 | 353 | 245 | 287 | 125 | 361 | 292 | 275 | 105 | 345 | 269 | 90 | 451 | 435 |
| Weighted | 1158 | 586 | 572 | 123 | 477 | 284 | 274 | 282 | 341 | 244 | 291 | 163 | 311 | 315 | 269 | 99 | 333 | 253 | 90 | 434 | 402 |
| Very favourable | 2\% | 2\% | 2\% | 1\% | 2\% | 1\% | 3\% | 1\% | 1\% | 3\% | 3\% | 2\% | 2\% | 2\% | 2\% | - | 2\% | 2\% | 1\% | 1\% | 2\% |
| Somewhat favourable | 7\% | 5\% | 10\% | 3\% | 5\% | 8\% | 13\% | 6\% | 6\% | 10\% | 8\% | 9\% | 9\% | 9\% | 4\% | 7\% | 17\% | 1\% | 6\% | 13\% | 4\% |
| Somewhat unfavourable | 16\% | 15\% | 17\% | 15\% | 14\% | 21\% | 17\% | 19\% | 16\% | 13\% | 16\% | 16\% | 16\% | 15\% | 20\% | 12\% | 29\% | 11\% | 12\% | 22\% | 15\% |
| Very unfavourable | 49\% | 46\% | 51\% | 51\% | 48\% | 48\% | 49\% | 52\% | 54\% | 45\% | 42\% | 47\% | 48\% | 45\% | 47\% | 70\% | 28\% | 74\% | 71\% | 42\% | 66\% |
| Don't know | 19\% | 24\% | 13\% | 16\% | 23\% | 18\% | 13\% | 16\% | 17\% | 20\% | 22\% | 19\% | 18\% | 21\% | 20\% | 9\% | 19\% | 7\% | 10\% | 16\% | 9\% |
| Prefer not to say | 7\% | 8\% | 7\% | 15\% | 8\% | 4\% | 6\% | 5\% | 6\% | 10\% | 9\% | 7\% | 7\% | 9\% | 8\% | 3\% | 6\% | 5\% | - | 6\% | 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 | 1158 | 616 | 542 | 102 | 503 | 308 | 245 | 273 | 353 | 245 | 287 | 125 | 361 | 292 | 275 | 105 | 345 | 269 | 90 | 451 | 435 |
| Weighted | 1158 | 586 | 572 | 123 | 477 | 284 | 274 | 282 | 341 | 244 | 291 | 163 | 311 | 315 | 269 | 99 | 333 | 253 | 90 | 434 | 402 |
| Very favourable | 7\% | 5\% | 8\% | 8\% | 5\% | 8\% | 9\% | 8\% | 6\% | 5\% | 8\% | 12\% | 10\% | 4\% | 5\% | 2\% | 3\% | 14\% | 15\% | 5\% | 10\% |
| Somewhat favourable | 26\% | 22\% | 29\% | 21\% | 28\% | 22\% | 26\% | 30\% | 28\% | 23\% | 21\% | 34\% | 21\% | 26\% | 25\% | 27\% | 13\% | 46\% | 39\% | 18\% | 43\% |
| Somewhat unfavourable | 20\% | 20\% | 20\% | 20\% | 20\% | 19\% | 21\% | 24\% | 24\% | 15\% | 16\% | 17\% | 22\% | 18\% | 20\% | 24\% | 28\% | 17\% | 24\% | 21\% | 22\% |
| Very unfavourable | 21\% | 18\% | 24\% | 16\% | 13\% | 31\% | 28\% | 16\% | 19\% | 26\% | 24\% | 15\% | 18\% | 23\% | 25\% | 26\% | 41\% | 7\% | 10\% | 38\% | 9\% |
| Don't know | 20\% | 27\% | 13\% | 20\% | 26\% | 16\% | 12\% | 17\% | 18\% | 22\% | 22\% | 16\% | 22\% | 21\% | 18\% | 19\% | 11\% | 11\% | 11\% | 12\% | 11\% |
| Prefer not to say | 7\% | 7\% | 6\% | 15\% | 8\% | 4\% | 5\% | 5\% | 6\% | 9\% | 8\% | 6\% | 7\% | 8\% | 7\% | 3\% | 5\% | 5\% | - | 6\% | 5\% |
| Total | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% |

Q5. Prime Minister Liz Truss is expected to loosen immigration rules to help businesses fill vacancies by recruiting more overseas workers. To what extent, if at all, would you support or oppose this change?

|  | 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 | 1158 | 616 | 542 | 102 | 503 | 308 | 245 | 273 | 353 | 245 | 287 | 125 | 361 | 292 | 275 | 105 | 345 | 269 | 90 | 451 | 485 |
| Weighted | 1158 | 586 | 572 | 123 | 477 | 284 | 274 | 282 | 341 | 244 | 291 | 163 | 311 | 315 | 269 | 99 | 333 | 253 | 90 | 434 | 402 |
| Strongly oppose | 15\% | 13\% | 16\% | 7\% | 13\% | 18\% | 17\% | 8\% | 12\% | 15\% | 23\% | 13\% | 13\% | 17\% | 17\% | 11\% | 22\% | 6\% | 6\% | 24\% | 4\% |
| Oppose | 12\% | 13\% | 11\% | 7\% | 10\% | 20\% | 10\% | 9\% | 9\% | 15\% | 16\% | 5\% | 11\% | 14\% | 14\% | 12\% | 18\% | 6\% | 5\% | 18\% | 7\% |
| Neither oppose nor support | 21\% | 17\% | 25\% | 12\% | 15\% | 28\% | 27\% | 18\% | 27\% | 23\% | 14\% | 22\% | 23\% | 20\% | 18\% | 21\% | 28\% | 20\% | 23\% | 24\% | 21\% |
| Support | 22\% | 21\% | 23\% | 28\% | 21\% | 19\% | 24\% | 28\% | 27\% | 15\% | 17\% | 26\% | 23\% | 20\% | 20\% | 28\% | 17\% | 35\% | 37\% | 15\% | 35\% |
| Strongly support | 10\% | 10\% | 10\% | 13\% | 14\% | 4\% | 7\% | 17\% | 11\% | 9\% | 4\% | 17\% | 8\% | 10\% | 8\% | 8\% | 4\% | 19\% | 21\% | 3\% | 20\% |
| Prefer not to say | 6\% | 6\% | 6\% | 15\% | 7\% | 3\% | 3\% | 5\% | 5\% | 7\% | 7\% | 5\% | 7\% | 7\% | 7\% | 2\% | 5\% | 5\% | - | 6\% | 4\% |
| Don't know | 14\% | 19\% | 9\% | 18\% | 19\% | 8\% | 11\% | 14\% | 10\% | 16\% | 18\% | 12\% | 14\% | 13\% | 16\% | 18\% | 7\% | 8\% | 7\% | 11\% | 9\% |
| 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
Q6. If there were a referendum on Britain's membership of the European Union, how would you vote?

|  | 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 <br> Dem | Leave | Remain |
| Unweighted | 1158 | 616 | 542 | 102 | 503 | 308 | 245 | 273 | 353 | 245 | 287 | 125 | 361 | 292 | 275 | 105 | 345 | 269 | 90 | 451 | 435 |
| Weighted | 1158 | 586 | 572 | 123 | 477 | 284 | 274 | 282 | 341 | 244 | 291 | 163 | 311 | 315 | 269 | 99 | 333 | 253 | 90 | 434 | 402 |
| Join the European Union | 41\% | 42\% | 41\% | 58\% | 49\% | 33\% | 29\% | 55\% | 44\% | 31\% | 34\% | 45\% | 43\% | 36\% | 39\% | 51\% | 15\% | 77\% | 74\% | 12\% | 77\% |
| Stay out of the European Union | 32\% | 25\% | 39\% | 13\% | 19\% | 46\% | 48\% | 24\% | 31\% | 41\% | 34\% | 30\% | 29\% | 35\% | 33\% | 30\% | 67\% | 8\% | 12\% | 67\% | 8\% |
| Prefer not to say | 6\% | 7\% | 6\% | 14\% | 7\% | 3\% | 5\% | 5\% | 4\% | 9\% | 8\% | 4\% | 7\% | 8\% | 7\% | 1\% | 5\% | 4\% | - | 4\% | 4\% |
| Don't know | 20\% | 26\% | 14\% | 15\% | 24\% | 18\% | 18\% | 16\% | 21\% | 19\% | 23\% | 21\% | 20\% | 20\% | 20\% | 18\% | 13\% | 11\% | 14\% | 16\% | 11\% |
| Total | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% |

