PeoplePolling

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.

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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?

		Ger	der		Age (Group			Social	Grade				Region			Gener	ral Elections	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	1158 1158	616 586	542 572	102 123	503 477	308 284	245 274	273 282	353 341	245 244	287 291	125 163	361 311	292 315	275 269	105 99	345 333	269 253	90 90	451 434	435 402
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%

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

All cases

			Ger	nder		Age (Group			Social	Grade				Region			Gener	al Elections	s 2019	Brexit I	Ref 2016
	Oct 06	Oct 12	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	1512 1512	1158 1158	616 586	542 572	102 123	503 477	308 284	245 274	273 282	353 341	245 244	287 291	125 163	361 311	292 315	275 269	105 99	345 333	269 253	90 90	451 434	435 402
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

			Ger	nder		Age (Group			Social	Grade				Region			Gener	al Elections	2019	Brexit I	Ref 2016
	Oct 06	Oct 12	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	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%

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

		Gen	nder		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	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%

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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 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	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%	
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 Total	7% 100%	7% 100%	6% 100%	15% 100%	8% 100%	4% 100%	5% 100%	5% 100%	6% 100%	9% 100%	8% 100%	6% 100%	7% 100%	8% 100%	7% 100%	3% 100%	5% 100%	5% 100%	100%	6% 100%	5% 100%

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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?

		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	1158 1158	616 586	542 572	102 123	503 477	308 284	245 274	273 282	353 341	245 244	287 291	125 163	361 311	292 315	275 269	105 99	345 333	269 253	90 90	451 434	435 402
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%

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Q6. If there were a referendum on Britain's membership of the European Union, how would you vote?

		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	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%