PeoplePolling / GB News Survey Results

PeoplePolling

About the Survey

Client: GB News

Fieldwork Period: November 18, 2022

Sampling Method: Online

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

Sample Size: 1,331

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	**1331**	687	644	113	581	344	293	312	410	276	333	154	416	335	315	111	387	298	102	493	476
Weighted	**1331**	684	647	141	549	327	315	317	399	279	336	188	358	362	310	114	382	295	100	490	469
0 (Certainly will not vote)	**10%**	11%	8%	11%	10%	9%	8%	7%	5%	12%	16%	8%	11%	11%	8%	10%	5%	1%	-	7%	3%
1	**1%**	1%	2%	-	1%	1%	1%	0%	1%	1%	2%	-	1%	1%	2%	2%	1%	0%	-	1%	0%
2	**1%**	1%	2%	1%	2%	2%	0%	2%	1%	1%	2%	1%	2%	2%	1%	1%	1%	1%	0%	1%	1%
3	**1%**	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	2%	1%	1%	0%	-	2%	0%
4	**2%**	1%	2%	2%	1%	2%	1%	1%	1%	2%	3%	2%	1%	3%	0%	1%	1%	-	0%	1%	1%
5	**6%**	7%	5%	0%	6%	10%	6%	6%	5%	7%	6%	7%	6%	5%	8%	4%	6%	2%	5%	7%	4%
6	**2%**	2%	1%	2%	3%	1%	2%	3%	1%	3%	1%	3%	3%	3%	1%	-	1%	1%	1%	2%	2%
7	**3%**	3%	3%	1%	3%	3%	2%	3%	3%	2%	2%	2%	2%	2%	4%	2%	3%	1%	5%	3%	3%
8	**6%**	7%	5%	4%	8%	5%	4%	4%	7%	4%	8%	4%	4%	8%	5%	7%	5%	6%	3%	5%	5%
9	**6%**	6%	7%	10%	7%	5%	7%	6%	9%	7%	4%	6%	8%	7%	4%	11%	6%	7%	12%	5%	8%
10 (Certain to vote)	**54%**	51%	57%	45%	49%	55%	65%	59%	60%	49%	47%	59%	54%	49%	56%	54%	66%	77%	71%	59%	69%
Prefer not to say	**8%**	9%	8%	23%	9%	6%	3%	9%	7%	11%	8%	7%	8%	9%	8%	8%	4%	4%	2%	6%	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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Q2. If there were to be a general election tomorrow, which party would you vote for?

All cases

| | Nov 09 | Nov 18 | 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	1198	**1331**	687	644	113	581	344	293	312	410	276	333	154	416	335	315	111	387	298	102	493	476
Weighted	1198	**1331**	684	647	141	549	327	315	317	399	279	336	188	358	362	310	114	382	295	100	490	469
Labour	34%	**37%**	37%	37%	53%	48%	32%	20%	38%	38%	33%	37%	40%	36%	44%	33%	25%	11%	78%	33%	23%	47%
Conservative	15%	**14%**	11%	18%	6%	7%	13%	30%	15%	15%	12%	15%	19%	17%	13%	14%	7%	39%	1%	1%	26%	8%
Lib Dem	6%	**7%**	7%	7%	6%	4%	5%	13%	12%	5%	6%	5%	8%	5%	6%	12%	3%	3%	2%	35%	3%	10%
SNP	3%	**3%**	4%	2%	7%	2%	4%	2%	1%	3%	2%	5%	-	-	0%	-	32%	-	1%	-	0%	5%
Plaid Cymru	1%	**0%**	0%	0%	1%	0%	1%	0%	0%	1%	0%	0%	-	2%	0%	-	-	0%	0%	-	1%	0%
Reform UK	6%	**4%**	2%	6%	1%	3%	4%	6%	2%	3%	7%	3%	2%	4%	3%	6%	2%	8%	0%	-	9%	0%
Green	5%	**5%**	5%	4%	5%	5%	5%	5%	4%	6%	3%	5%	5%	4%	4%	6%	5%	1%	5%	9%	3%	7%
Some other party	2%	**2%**	2%	3%	5%	2%	3%	1%	2%	2%	3%	2%	2%	2%	4%	2%	-	2%	2%	-	2%	1%
Would not vote	0%	**0%**	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	1%	0%	-	1%	0%
Prefer not to say	8%	**8%**	8%	8%	3%	6%	11%	11%	8%	7%	10%	8%	3%	10%	9%	9%	7%	10%	5%	4%	11%	7%
Don't know	19%	**19%**	23%	14%	13%	22%	22%	13%	16%	19%	23%	18%	20%	21%	18%	18%	17%	24%	5%	17%	22%	15%
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

| | Nov 09 | Nov 18 | 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	42%	**47%**	49%	46%	56%	63%	42%	23%	47%	47%	48%	46%	46%	46%	59%	41%	30%	18%	88%	44%	33%	56%
Conservative	21%	**21%**	19%	23%	9%	11%	20%	41%	21%	22%	18%	21%	26%	26%	18%	19%	7%	58%	1%	2%	38%	12%
Lib Dem	9%	**10%**	11%	9%	7%	7%	8%	16%	16%	8%	9%	6%	14%	7%	7%	15%	5%	4%	2%	43%	5%	13%
SNP	5%	**4%**	6%	3%	11%	3%	6%	3%	2%	4%	3%	8%	-	-	0%	-	48%	-	1%	-	1%	7%
Plaid Cymru	2%	**1%**	1%	1%	1%	0%	2%	1%	1%	2%	0%	1%	-	3%	0%	-	-	1%	1%	-	1%	0%
Reform UK	8%	**6%**	3%	9%	1%	4%	8%	9%	4%	5%	12%	5%	5%	6%	4%	10%	3%	13%	0%	-	14%	0%
Green	9%	**7%**	9%	6%	8%	8%	8%	6%	5%	10%	6%	8%	6%	8%	5%	11%	7%	3%	5%	11%	5%	10%
Some other party	4%	**4%**	3%	4%	7%	3%	6%	1%	4%	3%	4%	3%	4%	3%	6%	4%	-	4%	2%	-	4%	2%
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. In its Autumn Statement, the government has introduced significant spending cuts and tax rises. The threshold at which people pay the highest rate of tax (45%) has been reduced from £150,000 to £125,140. To what extent, if at all, do you support or oppose this plan?

| | 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	**1331**	687	644	113	581	344	293	312	410	276	333	154	416	335	315	111	387	298	102	493	476
Weighted	**1331**	684	647	141	549	327	315	317	399	279	336	188	358	362	310	114	382	295	100	490	469
Strongly support	**24%**	19%	29%	17%	23%	26%	27%	30%	28%	17%	20%	23%	25%	21%	26%	23%	30%	29%	30%	28%	27%
Support	**26%**	23%	29%	19%	25%	29%	29%	26%	31%	24%	23%	30%	24%	31%	20%	27%	31%	28%	37%	27%	31%
Neither oppose nor support	**13%**	15%	11%	9%	12%	15%	17%	11%	12%	17%	15%	15%	15%	13%	13%	9%	15%	12%	9%	15%	12%
Oppose	**6%**	6%	6%	4%	5%	8%	5%	7%	5%	7%	4%	9%	5%	5%	4%	7%	6%	6%	7%	6%	7%
Strongly oppose	**7%**	7%	7%	10%	9%	5%	4%	7%	6%	8%	6%	4%	7%	6%	9%	7%	4%	7%	7%	5%	8%
Prefer not to say	**8%**	9%	7%	19%	8%	7%	5%	7%	7%	9%	9%	5%	8%	10%	8%	9%	5%	6%	2%	6%	5%
Don't know	**16%**	20%	11%	23%	18%	11%	14%	12%	12%	18%	23%	13%	16%	14%	19%	17%	11%	12%	8%	13%	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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Q4. As part of the Autumn Statement, Chancellor Jeremy Hunt has announced that more than 600,000 people on Universal Credit will have to meet with a work coach to help them get back to work. To what extent, if at all, do you support or oppose this plan?

| | 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	**1331**	687	644	113	581	344	293	312	410	276	333	154	416	335	315	111	387	298	102	493	476
Weighted	**1331**	684	647	141	549	327	315	317	399	279	336	188	358	362	310	114	382	295	100	490	469
Strongly support	**31%**	28%	34%	19%	29%	30%	39%	36%	32%	29%	26%	30%	32%	31%	31%	26%	54%	17%	33%	43%	25%
Support	**26%**	28%	24%	25%	22%	30%	29%	27%	28%	27%	21%	29%	26%	24%	26%	27%	24%	27%	32%	26%	29%
Neither oppose nor support	**14%**	13%	15%	10%	14%	14%	15%	12%	17%	14%	14%	15%	15%	13%	15%	11%	8%	20%	19%	12%	18%
Oppose	**7%**	5%	8%	4%	8%	9%	4%	7%	7%	6%	7%	7%	6%	7%	6%	10%	2%	14%	9%	4%	10%
Strongly oppose	**5%**	5%	5%	3%	7%	6%	2%	5%	4%	6%	7%	5%	4%	7%	4%	4%	2%	10%	-	3%	6%
Prefer not to say	**7%**	8%	6%	16%	8%	6%	3%	5%	6%	8%	9%	5%	6%	8%	7%	11%	4%	5%	1%	5%	5%
Don't know	**11%**	14%	7%	22%	12%	5%	8%	9%	6%	11%	17%	9%	11%	10%	11%	11%	7%	8%	6%	7%	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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Q5. Which of the following would be best to manage the British economy in the years ahead?

| | 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	**1331**	687	644	113	581	344	293	312	410	276	333	154	416	335	315	111	387	298	102	493	476
Weighted	**1331**	684	647	141	549	327	315	317	399	279	336	188	358	362	310	114	382	295	100	490	469
A Conservative government with Rishi Sunak as Prime Minister	**17%**	13%	20%	9%	9%	18%	32%	18%	18%	15%	15%	22%	16%	14%	18%	13%	43%	2%	10%	29%	11%
A Labour government with Keir Starmer as Prime Minister	**30%**	27%	33%	35%	34%	27%	23%	33%	32%	24%	30%	37%	26%	32%	25%	37%	8%	68%	44%	19%	48%
Prefer not to say	**12%**	12%	11%	16%	12%	12%	9%	10%	10%	15%	12%	8%	11%	15%	10%	12%	9%	7%	4%	10%	8%
Don't know	**42%**	47%	36%	39%	46%	43%	36%	39%	40%	47%	43%	32%	46%	39%	47%	39%	39%	23%	42%	42%	33%
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. Who do you blame the most 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	**1331**	687	644	113	581	344	293	312	410	276	333	154	416	335	315	111	387	298	102	493	476
Weighted	**1331**	684	647	141	549	327	315	317	399	279	336	188	358	362	310	114	382	295	100	490	469
Global events such as the war in Ukraine	**21%**	15%	26%	10%	13%	23%	35%	24%	21%	19%	19%	16%	24%	19%	23%	16%	36%	11%	21%	29%	17%
Rishi Sunak's Conservative government	**6%**	5%	6%	7%	6%	6%	5%	5%	6%	6%	6%	5%	4%	6%	6%	10%	3%	10%	4%	4%	8%
Liz Truss's Conservative government	**21%**	19%	24%	25%	21%	21%	20%	28%	23%	17%	17%	28%	19%	22%	19%	25%	9%	44%	37%	13%	35%
Previous Labour governments	**2%**	2%	2%	2%	2%	3%	2%	2%	2%	3%	3%	6%	2%	2%	2%	1%	5%	0%	1%	4%	1%
The legacy of the COVID-19 pandemic	**14%**	16%	12%	10%	14%	15%	13%	13%	17%	14%	11%	15%	16%	12%	14%	13%	22%	8%	10%	17%	12%
Energy companies	**9%**	9%	8%	8%	8%	10%	8%	5%	7%	13%	10%	8%	8%	10%	8%	8%	10%	7%	2%	12%	5%
None of the above	**6%**	6%	7%	4%	9%	4%	4%	7%	5%	6%	6%	6%	8%	6%	5%	6%	3%	7%	10%	5%	8%
Prefer not to say	**8%**	9%	6%	15%	9%	6%	5%	7%	7%	9%	7%	6%	8%	8%	9%	6%	4%	4%	3%	6%	5%
Don't know	**14%**	19%	8%	19%	17%	11%	8%	9%	12%	13%	21%	12%	12%	15%	15%	15%	8%	9%	12%	11%	9%
Total	**100%**	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%