PeoplePolling

About the Survey

Client: GB News

Fieldwork Period: November 23, 2022

Sampling Method: Online

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

Sample Size: 1,145

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 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 Weighted	1145 1145	577 576	568 569	110 121	506 472	298 281	231 271	265 266	359 356	234 237	287 287	130 161	352 308	287 311	287 266	89 98	351 339	254 245	92 91	446 429	414 397
0 (Certainly will not vote)	12%	14%	9%	11%	16%	10%	7%	5%	7%	17%	20%	14%	8%	14%	14%	8%	3%	2%	-	9%	3%
1	2%	2%	2%	5%	2%	1%	1%	0%	2%	1%	3%	1%	1%	2%	3%	2%	1%	0%	1%	1%	0%
2	1%	1%	1%	-	1%	2%	1%	2%	1%	1%	1%	1%	1%	1%	2%	-	1%	0%	-	2%	1%
3	1%	1%	1%	-	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	2%	-	2%	-	1%	1%	1%
4	1%	1%	1%	-	1%	2%	1%	2%	1%	1%	1%	2%	1%	1%	1%	1%	1%	0%	-	1%	1%
5	5%	6%	4%	4%	6%	8%	2%	4%	5%	5%	7%	3%	6%	7%	5%	5%	5%	2%	2%	6%	2%
6	1%	1%	2%	2%	1%	1%	1%	1%	1%	1%	1%	1%	3%	0%	1%	-	2%	0%	-	1%	1%
7	3%	4%	3%	3%	4%	4%	2%	4%	4%	2%	2%	3%	3%	4%	3%	3%	3%	2%	1%	3%	2%
8	6%	7%	5%	6%	7%	4%	5%	5%	7%	5%	5%	6%	6%	4%	7%	4%	6%	4%	10%	7%	5%
9	7%	6%	8%	8%	8%	6%	7%	8%	9%	7%	4%	7%	6%	8%	7%	8%	8%	7%	10%	6%	10%
10 (Certain to vote)	54%	48%	59%	45%	46%	55%	69%	63%	51%	51%	50%	57%	54%	51%	50%	66%	63%	77%	74%	57%	71%
Prefer not to say	7%	9%	5%	16%	7%	5%	3%	6%	9%	7%	4%	6%	11%	5%	6%	2%	5%	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%

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

All cases

			Gen	der		Age (Group			Social	Grade				Region			Gener	al Elections	2019	Brexit I	Ref 2016
	Nov 18	Nov 23	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	1331 1331	1145 1145	577 576	568 569	110 121	506 472	298 281	231 271	265 266	359 356	234 237	287 287	130 161	$\frac{352}{308}$	287 311	287 266	89 98	351 339	$\frac{254}{245}$	92 91	446 429	414 397
Labour	37%	34%	37%	31%	53%	43%	23%	25%	37%	33%	35%	30%	47%	35%	34%	31%	17%	12%	76%	27%	21%	42%
Conservative	14%	18%	12%	23%	6%	8%	25%	30%	15%	16%	19%	24%	10%	23%	17%	22%	14%	47%	1%	3%	31%	10%
Lib Dem	7%	6%	4%	8%	3%	5%	4%	12%	7%	5%	7%	7%	9%	6%	4%	9%	6%	2%	1%	38%	2%	11%
SNP	3%	3%	5%	2%	4%	3%	4%	2%	3%	4%	3%	4%	-	-	0%	-	34%	-	1%	1%	1%	6%
Plaid Cymru	0%	1%	1%	1%	1%	1%	1%	0%	1%	0%	1%	2%	-	3%	0%	0%	-	0%	1%	-	1%	1%
Reform UK	4%	4%	2%	6%	4%	2%	8%	5%	2%	5%	4%	6%	2%	5%	4%	7%	-	10%	0%	1%	8%	1%
Green	5%	6%	5%	6%	13%	6%	5%	2%	7%	6%	3%	5%	11%	3%	6%	6%	2%	1%	6%	7%	4%	7%
Some other party	2%	3%	4%	3%	-	2%	4%	5%	2%	6%	4%	0%	1%	2%	8%	2%	1%	1%	1%	2%	5%	3%
Would not vote	0%	1%	1%	1%	1%	1%	0%	0%	1%	0%	0%	1%	1%	0%	1%	1%	0%	0%	0%	-	0%	0%
Prefer not to say	8%	6%	6%	6%	5%	6%	7%	6%	6%	6%	7%	6%	5%	5%	8%	4%	10%	4%	4%	4%	7%	5%
Don't know	19%	18%	23%	13%	9%	22%	20%	13%	19%	19%	17%	15%	14%	18%	19%	19%	15%	22%	7%	17%	20%	13%
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	der		Age (Group			Social	Grade				Region			Gene	ral Election	s 2019	Brexit I	Ref 2016
	Nov 18	Nov 23	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	47%	44%	51%	37%	58%	57%	33%	29%	51%	43%	44%	38%	59%	46%	47%	41%	16%	16%	86%	37%	30%	49%
Conservative	21%	24%	19%	29%	9%	14%	32%	37%	20%	22%	22%	31%	13%	28%	24%	27%	16%	63%	1%	4%	41%	12%
Lib Dem	10%	8%	6%	10%	3%	8%	5%	14%	8%	6%	12%	8%	10%	8%	5%	10%	9%	3%	2%	45%	3%	13%
SNP	4%	5%	7%	3%	6%	5%	7%	3%	4%	6%	5%	5%	-	-	0%	-	55%	-	1%	1%	1%	9%
Plaid Cymru	1%	1%	1%	1%	1%	1%	1%	0%	1%	0%	1%	2%	-	3%	0%	0%	-	0%	1%	-	1%	2%
Reform UK	6%	5%	3%	8%	4%	2%	9%	6%	3%	6%	5%	7%	2%	6%	5%	8%	-	13%	0%	1%	11%	2%
Green	7%	8%	8%	9%	19%	10%	8%	3%	11%	9%	6%	8%	15%	5%	8%	10%	4%	2%	7%	9%	6%	10%
Some other party	4%	5%	6%	3%	_	4%	5%	7%	2%	9%	6%	0%	1%	4%	9%	3%	1%	2%	2%	3%	7%	4%
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. Do you support or oppose abolishing the House of Lords and replacing it with a new elected chamber?

		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 Weighted	1145 1145	577 576	568 569	110 121	506 472	298 281	231 271	265 266	359 356	234 237	287 287	130 161	352 308	287 311	287 266	89 98	351 339	254 245	92 91	446 429	414 397
Strongly support	27%	19%	35%	22%	22%	27%	36%	29%	25%	29%	25%	31%	23%	27%	25%	33%	22%	37%	31%	32%	31%
Support	19%	20%	19%	13%	19%	21%	22%	24%	20%	16%	17%	25%	17%	19%	19%	21%	21%	24%	17%	20%	22%
Neither oppose nor support	16%	14%	17%	16%	16%	15%	15%	15%	17%	14%	15%	12%	17%	17%	15%	15%	20%	11%	21%	13%	16%
Oppose	5%	5%	6%	5%	3%	6%	8%	4%	6%	5%	5%	4%	5%	5%	7%	7%	10%	1%	11%	7%	6%
Strongly oppose	3%	2%	5%	3%	1%	5%	6%	3%	4%	1%	4%	1%	4%	2%	6%	2%	8%	1%	1%	3%	4%
Prefer not to say	6%	8%	4%	12%	7%	7%	3%	5%	6%	8%	6%	5%	10%	5%	6%	5%	3%	5%	1%	5%	4%
Don't know	23%	33%	14%	29%	32%	20%	10%	19%	22%	26%	27%	22%	24%	26%	23%	17%	16%	20%	18%	18%	18%
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. Do you support or oppose England's footballers 'taking the knee' at their World Cup matches in Qatar to show their support for Black Lives Matter (BLM)?

		Gen	der		Age (Group			Social	Grade				Region			Gene	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 Weighted	1145 1145	577 576	568 569	110 121	506 472	298 281	231 271	265 266	359 356	234 237	287 287	130 161	352 308	287 311	287 266	89 98	351 339	254 245	92 91	446 429	414 397
Strongly support	22%	23%	21%	37%	26%	14%	17%	28%	25%	16%	19%	27%	20%	23%	23%	21%	9%	44%	29%	10%	36%
Support	18%	20%	17%	15%	21%	18%	15%	25%	18%	18%	13%	20%	20%	18%	13%	23%	12%	23%	30%	13%	23%
Neither oppose nor support	22%	21%	23%	11%	23%	27%	22%	21%	23%	19%	26%	24%	21%	20%	26%	22%	27%	16%	20%	24%	20%
Oppose	8%	6%	9%	1%	6%	10%	12%	7%	6%	11%	8%	6%	8%	9%	8%	6%	14%	2%	10%	12%	6%
Strongly oppose	15%	9%	21%	11%	8%	21%	25%	9%	16%	20%	16%	13%	14%	17%	16%	14%	30%	4%	7%	29%	6%
Prefer not to say	7%	8%	5%	12%	6%	5%	6%	5%	6%	8%	6%	4%	8%	6%	7%	9%	4%	6%	1%	5%	4%
Don't know	7%	11%	4%	12%	10%	6%	3%	3%	6%	8%	12%	6%	8%	8%	7%	5%	5%	6%	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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Q5. A change in our relationship with the EU to a Switzerland-style relationship would involve making payments into the EU budget, adopting many single market regulations and accepting the free movement of EU nationals to work and settle in the UK. To what extent, if at all, do you support or oppose such a change?

		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 Weighted	1145 1145	577 576	568 569	110 121	506 472	298 281	231 271	265 266	359 356	234 237	287 287	130 161	352 308	287 311	287 266	89 98	351 339	254 245	92 91	446 429	414 397
Strongly support	17%	14%	19%	24%	21%	10%	12%	23%	19%	9%	15%	28%	12%	17%	15%	17%	4%	37%	41%	3%	35%
Support	15%	15%	16%	15%	17%	17%	10%	25%	16%	7%	12%	24%	14%	14%	14%	14%	11%	20%	19%	10%	21%
Neither oppose nor support	16%	17%	15%	14%	13%	20%	17%	14%	16%	19%	15%	19%	14%	16%	15%	20%	17%	14%	14%	17%	14%
Oppose	10%	7%	12%	4%	7%	12%	15%	7%	9%	10%	13%	6%	10%	9%	14%	9%	16%	4%	7%	15%	6%
Strongly oppose	18%	11%	25%	7%	9%	25%	32%	14%	16%	25%	19%	8%	23%	18%	19%	18%	37%	3%	5%	37%	5%
Prefer not to say	7%	8%	5%	15%	5%	6%	6%	5%	6%	8%	7%	5%	8%	5%	7%	5%	4%	6%	-	5%	4%
Don't know	18%	27%	9%	20%	27%	10%	8%	12%	18%	22%	19%	10%	20%	21%	16%	18%	11%	16%	13%	14%	14%
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. When it comes to filling the gaps in Britain's economy, which statement comes closest to your view?

		Gen	der		Age (Group			Social	Grade				Region			Gener	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 Weighted	1145 1145	577 576	568 569	110 121	506 472	298 281	231 271	265 266	359 356	234 237	287 287	130 161	352 308	287 311	287 266	89 98	351 339	254 245	92 91	446 429	414 397
Britain should prioritise high immigration to fill the gaps over training and educating British workers	9%	6%	12%	10%	10%	6%	9%	13%	9%	5%	7%	14%	6%	10%	5%	14%	5%	13%	19%	2%	18%
Britain should prioritise training and educating British workers to fill the gaps over high immigration	60%	54%	66%	49%	52%	66%	72%	58%	61%	62%	59%	54%	62%	60%	65%	49%	77%	47%	60%	79%	47%
Prefer not to say	9%	11%	6%	14%	8%	9%	7%	7%	10%	11%	7%	10%	9%	7%	8%	12%	4%	10%	6%	7%	8%
Don't know	23%	29%	16%	28%	30%	18%	11%	22%	21%	22%	26%	22%	23%	23%	22%	26%	14%	29%	15%	12%	27%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%