PeoplePolling / GB News Survey Results

About the Survey

Client: GB News

Fieldwork Period: December 7, 2022

Sampling Method: Online

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

Sample Size: 1,231

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	**1231**	644	587	106	535	321	269	281	391	250	309	139	389	306	290	107	365	280	93	474	453
Weighted	**1231**	647	584	130	507	302	291	283	384	248	315	174	331	335	286	105	349	274	90	461	427
0 (Certainly will not vote)	**12%**	13%	11%	16%	14%	13%	7%	10%	7%	14%	19%	9%	13%	15%	10%	10%	4%	2%	2%	9%	4%
1	**2%**	1%	2%	2%	3%	1%	0%	1%	1%	1%	3%	1%	1%	2%	2%	1%	1%	1%	-	2%	1%
2	**1%**	1%	2%	1%	1%	2%	1%	1%	1%	0%	2%	1%	0%	2%	2%	-	1%	-	-	1%	1%
3	**1%**	1%	1%	1%	1%	1%	0%	0%	2%	0%	1%	1%	1%	1%	2%	-	2%	0%	-	1%	1%
4	**2%**	1%	2%	3%	1%	2%	1%	3%	2%	1%	1%	2%	1%	3%	1%	1%	1%	1%	1%	1%	1%
5	**6%**	6%	6%	2%	7%	6%	6%	7%	5%	6%	6%	6%	7%	6%	7%	-	6%	1%	-	8%	2%
6	**2%**	2%	2%	3%	1%	3%	2%	1%	2%	3%	2%	1%	2%	2%	2%	2%	3%	0%	-	3%	2%
7	**2%**	3%	1%	2%	2%	3%	1%	2%	2%	2%	2%	2%	1%	3%	3%	-	2%	1%	-	3%	2%
8	**5%**	4%	5%	5%	5%	2%	6%	4%	5%	4%	5%	7%	5%	5%	4%	1%	5%	4%	4%	5%	5%
9	**7%**	6%	7%	7%	6%	6%	7%	7%	6%	7%	6%	9%	8%	3%	9%	5%	9%	7%	11%	6%	7%
10 (Certain to vote)	**53%**	51%	54%	45%	46%	55%	66%	55%	57%	52%	46%	50%	52%	51%	49%	76%	61%	75%	81%	55%	70%
Prefer not to say	**9%**	10%	8%	13%	12%	7%	3%	9%	8%	10%	9%	10%	9%	9%	9%	4%	6%	7%	1%	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

	Nov 30	Dec 07	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	1208	**1231**	644	587	106	535	321	269	281	391	250	309	139	389	306	290	107	365	280	93	474	453
Weighted	1208	**1231**	647	584	130	507	302	291	283	384	248	315	174	331	335	286	105	349	274	90	461	427
Labour	35%	**37%**	39%	36%	53%	45%	34%	25%	42%	38%	32%	37%	49%	35%	44%	32%	23%	11%	80%	36%	23%	50%
Conservative	17%	**14%**	13%	15%	5%	7%	18%	21%	9%	13%	21%	13%	9%	18%	12%	16%	9%	38%	1%	1%	26%	5%
Lib Dem	6%	**6%**	5%	6%	5%	5%	5%	7%	9%	5%	5%	4%	6%	6%	3%	10%	3%	1%	2%	34%	3%	9%
SNP	4%	**5%**	3%	6%	6%	4%	5%	4%	3%	5%	2%	7%	-	-	1%	0%	42%	0%	1%	-	2%	7%
Plaid Cymru	1%	**1%**	1%	1%	2%	1%	0%	0%	2%	-	1%	0%	1%	1%	-	-	1%	1%	-	1%	0%	1%
Reform UK	5%	**6%**	3%	9%	4%	4%	8%	8%	3%	6%	9%	7%	6%	8%	5%	6%	5%	13%	2%	-	13%	1%
Green	6%	**4%**	5%	3%	8%	4%	1%	3%	5%	5%	1%	3%	4%	2%	4%	6%	2%	1%	3%	3%	2%	5%
Some other party	3%	**2%**	1%	4%	3%	2%	3%	2%	2%	3%	1%	2%	5%	0%	5%	1%	1%	1%	2%	1%	1%	2%
Would not vote	0%	**0%**	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	-	0%	0%	0%
Prefer not to say	7%	**8%**	9%	7%	4%	7%	7%	13%	10%	6%	12%	6%	4%	8%	10%	12%	4%	8%	3%	9%	7%	7%
Don't know	16%	**18%**	23%	13%	11%	21%	18%	15%	15%	19%	16%	21%	17%	22%	17%	18%	11%	26%	6%	14%	22%	12%
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 30	Dec 07	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	46%	**47%**	54%	41%	54%	58%	44%	31%	53%	46%	41%	49%	58%	44%	56%	43%	24%	17%	89%	49%	31%	58%
Conservative	21%	**20%**	20%	20%	7%	12%	25%	32%	14%	20%	29%	18%	11%	29%	17%	24%	9%	58%	1%	1%	38%	9%
Lib Dem	7%	**8%**	7%	8%	6%	8%	6%	9%	11%	6%	8%	6%	6%	9%	4%	12%	4%	2%	2%	42%	5%	11%
SNP	5%	**5%**	4%	7%	5%	5%	6%	5%	4%	5%	3%	8%	-	-	1%	0%	54%	0%	1%	-	2%	8%
Plaid Cymru	1%	**1%**	1%	1%	2%	1%	1%	0%	2%	-	1%	0%	1%	2%	-	-	1%	1%	-	2%	1%	1%
Reform UK	7%	**9%**	4%	14%	5%	6%	12%	12%	5%	9%	14%	9%	9%	12%	8%	9%	4%	19%	3%	-	18%	2%
Green	9%	**6%**	8%	4%	17%	7%	2%	5%	8%	9%	2%	5%	7%	3%	6%	11%	2%	2%	3%	5%	3%	8%
Some other party	4%	**4%**	2%	6%	3%	3%	4%	5%	3%	5%	3%	4%	7%	1%	8%	1%	2%	2%	2%	3%	2%	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. Thinking about Prince Harry and Meghan Markle, The Duke and Duchess of Sussex, do you personally have a positive or negative view of them?

| | 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	**1231**	644	587	106	535	321	269	281	391	250	309	139	389	306	290	107	365	280	93	474	453
Weighted	**1231**	647	584	130	507	302	291	283	384	248	315	174	331	335	286	105	349	274	90	461	427
Very positive	**6%**	6%	6%	11%	7%	4%	5%	10%	4%	6%	4%	8%	5%	6%	6%	1%	3%	11%	5%	5%	6%
Fairly positive	**16%**	18%	14%	25%	24%	9%	7%	19%	21%	14%	11%	24%	15%	14%	17%	15%	8%	28%	24%	7%	23%
Fairly negative	**18%**	17%	19%	15%	18%	17%	19%	20%	20%	17%	14%	20%	20%	18%	16%	12%	22%	11%	24%	19%	18%
Very negative	**30%**	29%	32%	17%	17%	40%	49%	23%	29%	38%	32%	26%	30%	31%	31%	34%	52%	20%	19%	48%	21%
Don't know	**21%**	21%	20%	20%	25%	20%	14%	19%	18%	16%	28%	15%	20%	20%	22%	29%	10%	23%	21%	16%	22%
Prefer not to say	**9%**	9%	9%	12%	10%	9%	5%	8%	8%	9%	11%	7%	9%	11%	8%	9%	5%	8%	7%	6%	10%
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. Which of the following couples best represent the values of Britain?

	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	1231	644	587	106	535	321	269	281	391	250	309	139	389	306	290	107	365	280	93	474	453
Weighted	1231	647	584	130	507	302	291	283	384	248	315	174	331	335	286	105	349	274	90	461	427
William and Catherine, Prince and Princess of Wales	54%	57%	51%	39%	43%	63%	70%	52%	54%	60%	51%	51%	55%	56%	55%	48%	83%	36%	51%	72%	43%
Harry and Meghan, the Duke and Duchess of Sussex	7%	6%	7%	13%	10%	3%	2%	8%	6%	8%	6%	8%	7%	6%	8%	2%	1%	15%	9%	3%	11%
Prefer not to say	11%	10%	12%	16%	11%	10%	9%	10%	11%	10%	12%	9%	10%	12%	10%	14%	4%	10%	9%	7%	12%
Don't know	28%	27%	30%	32%	36%	24%	18%	30%	29%	22%	31%	31%	28%	26%	27%	36%	12%	39%	32%	18%	34%
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. Please indicate if you agree or disagree with the following statement: "Harry and Meghan should be banned from attending King Charles III's coronation."

	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	**1231**	644	587	106	535	321	269	281	391	250	309	139	389	306	290	107	365	280	93	474	453
Weighted	**1231**	647	584	130	507	302	291	283	384	248	315	174	331	335	286	105	349	274	90	461	427
Completely agree	**17%**	15%	19%	11%	7%	24%	31%	14%	14%	24%	18%	15%	16%	18%	20%	15%	33%	9%	5%	30%	8%
Somewhat agree	**7%**	8%	6%	6%	5%	7%	10%	9%	6%	5%	8%	7%	7%	7%	6%	8%	10%	4%	7%	8%	5%
Neither agree nor disagree	**18%**	17%	19%	17%	13%	19%	23%	14%	20%	16%	20%	20%	19%	17%	16%	18%	20%	19%	20%	17%	17%
Somewhat disagree	**9%**	9%	9%	9%	11%	9%	6%	9%	13%	5%	7%	13%	10%	8%	6%	11%	10%	10%	8%	10%	9%
Completely disagree	**30%**	32%	28%	32%	40%	23%	20%	39%	30%	31%	23%	37%	30%	29%	31%	27%	17%	44%	49%	20%	44%
Prefer not to say	**7%**	7%	7%	10%	9%	7%	4%	6%	6%	8%	9%	4%	7%	8%	8%	9%	3%	5%	2%	4%	7%
Don't know	**12%**	11%	12%	14%	14%	11%	7%	10%	11%	10%	15%	6%	11%	14%	13%	13%	7%	10%	9%	10%	10%
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. The late Queen's lady-in-waiting Lady Susan Hussey has resigned after she repeatedly asked a black British charity boss where she was "really" from. To what extent do you agree that Lady Susan Hussey should resign?

	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	**1231**	644	587	106	535	321	269	281	391	250	309	139	389	306	290	107	365	280	93	474	453
Weighted	**1231**	647	584	130	507	302	291	283	384	248	315	174	331	335	286	105	349	274	90	461	427
Completely agree	**33%**	33%	32%	40%	36%	28%	29%	40%	32%	25%	33%	41%	32%	30%	30%	36%	22%	53%	40%	23%	47%
Somewhat agree	**12%**	13%	10%	12%	12%	13%	11%	14%	13%	11%	9%	16%	11%	10%	12%	9%	10%	14%	26%	9%	16%
Neither agree nor disagree	**12%**	11%	13%	9%	12%	11%	14%	12%	12%	11%	12%	12%	10%	12%	15%	9%	11%	9%	13%	14%	10%
Somewhat disagree	**10%**	10%	9%	7%	8%	11%	13%	7%	11%	12%	9%	10%	9%	11%	9%	9%	15%	6%	14%	12%	8%
Completely disagree	**16%**	12%	21%	5%	10%	25%	24%	14%	15%	21%	16%	13%	19%	16%	15%	17%	30%	8%	3%	30%	7%
Prefer not to say	**7%**	8%	6%	8%	8%	6%	5%	5%	6%	8%	9%	3%	7%	8%	8%	7%	3%	4%	1%	3%	5%
Don't know	**11%**	12%	9%	19%	14%	6%	6%	8%	11%	11%	13%	5%	11%	12%	11%	13%	9%	7%	3%	8%	7%
Total	**100%**	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%