PeoplePolling / GB News Survey Results

PeoplePolling

About the Survey

Client: GB News

Fieldwork Period: December 28, 2022

Sampling Method: Online

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

Sample Size: 1,169

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	**1169**	607	562	141	491	303	234	284	361	240	284	134	369	288	284	94	349	269	93	453	421
Weighted	**1169**	599	570	124	482	287	276	286	357	237	290	165	314	318	272	100	340	261	91	438	406
0 (Certainly will not vote)	**12%**	12%	12%	11%	13%	12%	11%	10%	8%	14%	18%	8%	11%	17%	10%	12%	4%	2%	-	10%	3%
1	**1%**	0%	3%	5%	1%	1%	0%	1%	2%	1%	1%	-	1%	2%	2%	1%	0%	0%	-	1%	0%
2	**1%**	1%	2%	-	2%	1%	0%	1%	1%	0%	2%	-	1%	1%	1%	1%	1%	1%	1%	2%	0%
3	**2%**	1%	2%	-	2%	2%	2%	1%	2%	2%	2%	1%	1%	3%	2%	1%	2%	1%	-	2%	2%
4	**2%**	2%	1%	2%	2%	2%	0%	2%	1%	1%	3%	1%	1%	2%	2%	-	1%	0%	-	2%	0%
5	**5%**	6%	4%	4%	7%	5%	2%	3%	5%	6%	7%	8%	6%	5%	4%	4%	4%	3%	4%	5%	2%
6	**2%**	1%	2%	1%	2%	3%	0%	1%	2%	3%	1%	1%	2%	2%	2%	-	2%	1%	2%	2%	1%
7	**3%**	2%	4%	3%	2%	4%	3%	2%	3%	4%	3%	2%	1%	2%	5%	5%	4%	1%	2%	4%	2%
8	**4%**	4%	4%	5%	5%	3%	3%	4%	5%	5%	4%	4%	5%	5%	4%	1%	3%	3%	12%	4%	5%
9	**7%**	6%	7%	8%	7%	7%	6%	9%	8%	5%	4%	9%	8%	5%	7%	5%	8%	7%	8%	6%	8%
10 (Certain to vote)	**55%**	55%	55%	51%	50%	51%	70%	60%	58%	49%	50%	60%	56%	50%	52%	66%	68%	78%	67%	59%	71%
Prefer not to say	**6%**	8%	4%	11%	7%	8%	1%	5%	6%	9%	6%	5%	6%	7%	8%	3%	3%	3%	2%	4%	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

| | Dec 21 | Dec 28 | 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	1148	**1169**	607	562	141	491	303	234	284	361	240	284	134	369	288	284	94	349	269	93	453	421
Weighted	1148	**1169**	599	570	124	482	287	276	286	357	237	290	165	314	318	272	100	340	261	91	438	406
Labour	37%	**37%**	36%	37%	56%	44%	28%	28%	39%	40%	25%	39%	45%	35%	46%	31%	19%	17%	76%	30%	26%	48%
Conservative	17%	**15%**	13%	17%	2%	8%	16%	29%	13%	14%	17%	17%	18%	15%	11%	21%	6%	40%	-	1%	29%	7%
Lib Dem	7%	**6%**	4%	9%	5%	5%	8%	8%	8%	6%	8%	4%	8%	6%	4%	9%	4%	3%	3%	39%	3%	10%
SNP	4%	**5%**	6%	3%	8%	4%	9%	2%	5%	3%	6%	7%	-	0%	1%	-	48%	-	1%	2%	1%	7%
Plaid Cymru	1%	**1%**	1%	1%	2%	1%	1%	0%	1%	0%	1%	1%	-	2%	-	0%	-	-	1%	-	0%	1%
Reform UK	6%	**6%**	4%	7%	2%	4%	5%	9%	3%	5%	10%	5%	7%	6%	6%	5%	3%	12%	0%	-	11%	1%
Green	4%	**5%**	5%	5%	6%	9%	1%	3%	5%	6%	6%	4%	3%	5%	7%	5%	6%	1%	4%	4%	3%	6%
Some other party	2%	**2%**	0%	3%	2%	2%	2%	2%	1%	2%	3%	1%	2%	1%	3%	1%	3%	1%	1%	1%	1%	2%
Would not vote	0%	**0%**	0%	1%	0%	0%	1%	0%	0%	0%	1%	1%	1%	0%	0%	0%	0%	0%	0%	-	0%	0%
Prefer not to say	6%	**7%**	9%	5%	6%	6%	10%	7%	9%	5%	7%	8%	7%	6%	9%	7%	5%	4%	6%	6%	6%	6%
Don't know	16%	**17%**	21%	12%	12%	18%	21%	13%	15%	18%	18%	15%	9%	23%	13%	21%	6%	22%	7%	17%	19%	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

| | Dec 21 | Dec 28 | 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%	**45%**	47%	43%	65%	53%	39%	31%	48%	49%	31%	50%	49%	44%	55%	44%	18%	23%	88%	37%	34%	54%
Conservative	22%	**19%**	18%	21%	2%	10%	25%	35%	19%	17%	20%	22%	20%	21%	15%	28%	4%	54%	-	1%	38%	10%
Lib Dem	8%	**8%**	6%	10%	7%	6%	10%	11%	11%	8%	11%	5%	10%	9%	5%	12%	5%	4%	3%	52%	4%	13%
SNP	5%	**6%**	8%	4%	11%	5%	10%	2%	6%	3%	7%	9%	-	1%	1%	-	62%	-	1%	2%	1%	9%
Plaid Cymru	1%	**1%**	1%	1%	3%	1%	1%	1%	1%	0%	2%	2%	-	4%	-	0%	-	-	1%	-	1%	2%
Reform UK	8%	**8%**	7%	9%	3%	6%	9%	13%	4%	7%	14%	7%	10%	10%	8%	7%	2%	16%	0%	-	16%	1%
Green	6%	**9%**	11%	6%	8%	16%	2%	4%	9%	11%	12%	4%	7%	10%	10%	8%	6%	2%	5%	6%	5%	9%
Some other party	3%	**3%**	1%	5%	2%	3%	3%	3%	2%	4%	4%	2%	4%	2%	6%	1%	3%	1%	1%	2%	3%	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. What word or phrase first comes to mind when you think about the year ahead in 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	**1169**	607	562	141	491	303	234	284	361	240	284	134	369	288	284	94	349	269	93	453	421
Weighted	**1169**	599	570	124	482	287	276	286	357	237	290	165	314	318	272	100	340	261	91	438	406
No word or phrase mentioned	4%	5%	2%	10%	5%	2%	1%	5%	3%	4%	3%	3%	2%	6%	5%	-	2%	3%	3%	2%	2%
Word or phrase mentioned	**96%**	94%	98%	88%	95%	98%	99%	95%	96%	96%	96%	97%	97%	94%	95%	100%	98%	96%	97%	98%	97%
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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Word	Frequency	Word	Frequency	Word	Frequency	Word	Frequency
difficult	51	terrifying	6	deeply	2		
tough	49	unknown	6	dog	2		
challenging	42	dreadful	5	dull	2		
bleak	33	miserable	5	economically	2		
worrying	24	rough	5	economy	2		
uncertain	23	strikes	5	embarrassing	2		
f****d	22	terrible	5	fear	2		
s**t	22	turbulent	5	frightening	2		
hard	20	worry	5	frustrating	2		
expensive	19	austerity	4	gonna	2		
disaster	17	daunting	4	happy	2		
doomed	17	dread	4	h**l	2		
hope	17	god	4	hoping	2		
poverty	17	people	4	illegal	2		
scary	17	s***e	4	improvement	2		
depressing	16	stop	4	joke	2		
struggle	16	tory	4	madness	2		
times	16	brexit	3	meh	2		
c**p	15	broke	3	optimism	2		
grim	15	corruption	3	optimistic	2		
hopeful	15	debt	3	painful	2		
poor	15	despair	3	pan	2		
broken	13	desperate	3	poorer	2		
chaos	12	disastrous	3	positivity	2		
crisis	12	energy	3	richer	2		
dismal	12	failure	3	ruined	2		
rubbish	12	financial	3	scared	2		
dire	11	financially	3	scottish	2		
living	11	glum	3	stagnant	2		
recession	11	horrendous	3	stressful	2		
screwed	11	immigration	3	tricky	2		
ahead	10	independence	3	troubled	2		
bad	10	messed	3	unfair	2		
doom	10	messy	3	unrest	2		
shambles	10	misery	3	unsettled	2		
awful	9	problematic	3	unstable	2		
uncertainty	9	rich	3	utter	2		
worried	9	rip	3	world	2		
cost	8	stress	3	worst	2		
unsure	8	struggling	3				
gloom	7	testing	3				
gloomy	7	tories	3				
skint	7	traumatic	3				
trouble	7	troublesome	3				
chaotic	6	worse	3				
hardship	6	bring	2				
mess	6	cold	2				
money	6	corrupt	2				
optimistic	6	crises	2				
sad	6	decline	2				

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Q4. How confident are you that the government can reduce the cost of living in 2023?

	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	1169	607	562	141	491	303	234	284	361	240	284	134	369	288	284	94	349	269	93	453	421
Weighted	1169	599	570	124	482	287	276	286	357	237	290	165	314	318	272	100	340	261	91	438	406
Completely confident	1%	1%	1%	1%	1%	0%	2%	1%	-	3%	1%	-	1%	0%	2%	-	2%	0%	-	2%	0%
Fairly confident	3%	1%	5%	1%	2%	3%	8%	4%	3%	3%	3%	5%	3%	4%	3%	1%	9%	1%	1%	6%	2%
Somewhat confident	5%	5%	4%	5%	2%	7%	7%	3%	5%	5%	5%	3%	5%	5%	5%	3%	11%	-	1%	8%	2%
Slightly confident	10%	9%	12%	9%	9%	11%	12%	13%	10%	9%	10%	16%	9%	7%	13%	6%	15%	3%	13%	12%	8%
Not confident at all	70%	71%	69%	72%	73%	68%	66%	71%	73%	68%	67%	65%	70%	72%	66%	83%	53%	90%	82%	64%	82%
Prefer not to say	3%	3%	3%	6%	4%	4%	0%	2%	3%	6%	3%	3%	3%	3%	5%	2%	2%	1%	-	2%	2%
Don't know	7%	9%	6%	7%	9%	7%	5%	6%	7%	5%	11%	7%	9%	7%	7%	5%	7%	4%	3%	6%	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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Q5. Thinking about your own and your family's financial situation, do you think 2023 will be better or worse than 2022?

| | 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	1169	607	562	141	491	303	234	284	361	240	284	134	369	288	284	94	349	269	93	453	421
Weighted	1169	599	570	124	482	287	276	286	357	237	290	165	314	318	272	100	340	261	91	438	406
2023 will be better	6%	4%	7%	4%	7%	5%	5%	9%	5%	6%	5%	7%	7%	5%	5%	2%	10%	4%	3%	7%	5%
2023 will be worse	60%	62%	57%	53%	61%	61%	59%	60%	61%	57%	60%	52%	59%	64%	56%	71%	51%	65%	65%	55%	69%
2023 will be the same	20%	17%	23%	19%	16%	23%	25%	20%	20%	21%	20%	30%	19%	15%	24%	17%	28%	20%	25%	26%	17%
Prefer not to say	3%	4%	3%	6%	4%	3%	2%	3%	4%	6%	2%	4%	2%	4%	5%	2%	3%	1%	1%	3%	2%
Don't know	11%	12%	9%	19%	12%	8%	9%	9%	11%	10%	13%	8%	12%	12%	10%	8%	8%	10%	6%	9%	7%
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. Members of the Scottish Parliament recently approved plans to make it easier for people to legally change their gender, for example from male to female or female to male. This includes reducing the amount of time somebody must have lived in their gender from two years to three months (or six months for 16 and 17 year olds) and removing the need for somebody to receive a medical diagnosis of gender dysphoria. To what extent, if at all, do you support or oppose these changes being applied to the rest of 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	1169	607	562	141	491	303	234	284	361	240	284	134	369	288	284	94	349	269	93	453	421
Weighted	1169	599	570	124	482	287	276	286	357	237	290	165	314	318	272	100	340	261	91	438	406
Strongly support	11%	13%	10%	24%	15%	8%	3%	13%	14%	6%	10%	13%	10%	13%	10%	11%	3%	23%	15%	3%	21%
Support	9%	9%	8%	12%	11%	7%	5%	11%	9%	7%	8%	14%	7%	7%	9%	8%	5%	17%	9%	7%	11%
Neither oppose nor support	23%	24%	23%	21%	23%	25%	22%	24%	22%	27%	22%	15%	23%	26%	22%	31%	19%	21%	29%	21%	24%
Oppose	9%	9%	10%	8%	10%	9%	8%	10%	10%	9%	7%	7%	11%	8%	9%	13%	11%	9%	12%	10%	10%
Strongly oppose	28%	23%	33%	14%	20%	31%	45%	25%	29%	30%	27%	31%	28%	24%	31%	25%	50%	12%	20%	46%	17%
Prefer not to say	6%	7%	5%	7%	6%	5%	6%	4%	5%	8%	7%	5%	5%	7%	8%	5%	4%	4%	3%	4%	4%
Don't know	14%	16%	11%	15%	15%	14%	11%	13%	12%	13%	18%	14%	16%	15%	11%	7%	8%	13%	13%	9%	14%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%