PeoplePolling / GB News Survey Results

PeoplePolling

About the Survey

Client: GB News

Fieldwork Period: January 18, 2023

Sampling Method: Online

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

Sample Size: 1,168

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	**1168**	605	563	127	489	292	260	268	356	247	297	130	349	308	283	98	346	272	88	441	411
Weighted	**1168**	602	566	125	496	290	257	271	357	242	298	165	314	318	272	100	341	274	91	434	426
0 (Certainly will not vote)	**10%**	10%	10%	12%	11%	9%	6%	9%	5%	9%	16%	5%	12%	10%	10%	8%	4%	1%	2%	8%	3%
1	**2%**	2%	2%	2%	2%	2%	1%	1%	2%	1%	2%	1%	2%	2%	1%	3%	1%	1%	-	2%	0%
2	**1%**	1%	2%	3%	2%	1%	1%	2%	1%	3%	1%	-	1%	2%	1%	1%	1%	1%	-	1%	1%
3	**2%**	2%	2%	2%	1%	3%	1%	2%	1%	1%	3%	4%	2%	1%	1%	-	1%	2%	2%	1%	1%
4	**1%**	2%	0%	1%	1%	2%	1%	-	1%	2%	2%	-	2%	3%	1%	-	1%	0%	1%	1%	1%
5	**6%**	6%	6%	3%	6%	8%	5%	5%	6%	10%	4%	5%	4%	6%	9%	4%	6%	2%	2%	7%	3%
6	**2%**	3%	2%	3%	3%	3%	0%	2%	2%	3%	3%	1%	3%	2%	3%	2%	2%	1%	-	2%	2%
7	**3%**	2%	3%	1%	4%	2%	1%	3%	3%	1%	3%	3%	2%	2%	4%	1%	4%	2%	2%	3%	2%
8	**5%**	5%	5%	2%	6%	5%	4%	5%	5%	5%	4%	6%	5%	4%	6%	2%	5%	3%	11%	4%	4%
9	**6%**	7%	5%	5%	7%	4%	6%	2%	9%	8%	4%	11%	5%	5%	5%	6%	6%	6%	6%	4%	8%
10 (Certain to vote)	**55%**	50%	60%	45%	48%	58%	69%	63%	59%	49%	47%	61%	54%	51%	52%	66%	64%	75%	70%	61%	70%
Prefer not to say	**8%**	10%	5%	21%	10%	3%	4%	7%	6%	7%	11%	5%	9%	11%	6%	6%	4%	5%	4%	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

	Jan 11	Jan 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	1160	**1168**	605	563	127	489	292	260	268	356	247	297	130	349	308	283	98	346	272	88	441	411
Weighted	1160	**1168**	602	566	125	496	290	257	271	357	242	298	165	314	318	272	100	341	274	91	434	426
Labour	39%	**36%**	36%	35%	52%	45%	35%	17%	36%	38%	30%	38%	43%	35%	43%	27%	27%	9%	75%	41%	24%	47%
Conservative	16%	**14%**	10%	18%	5%	6%	17%	27%	15%	14%	14%	13%	12%	17%	13%	17%	5%	39%	-	-	28%	4%
Lib Dem	6%	**6%**	6%	7%	2%	7%	5%	9%	7%	7%	6%	4%	14%	6%	3%	6%	4%	4%	4%	30%	3%	10%
SNP	3%	**4%**	4%	4%	6%	4%	4%	3%	5%	4%	3%	3%	0%	-	0%	0%	42%	0%	0%	1%	1%	6%
Plaid Cymru	1%	**0%**	1%	0%	-	1%	1%	-	-	1%	0%	1%	-	2%	-	-	-	0%	0%	-	1%	-
Reform UK	5%	**6%**	3%	9%	2%	2%	7%	11%	2%	4%	12%	6%	4%	6%	6%	7%	2%	13%	1%	-	13%	1%
Green	4%	**6%**	7%	4%	9%	7%	4%	3%	7%	6%	4%	5%	1%	4%	5%	11%	4%	1%	5%	8%	3%	8%
Some other party	2%	**1%**	1%	2%	0%	1%	3%	1%	0%	2%	2%	2%	0%	2%	3%	0%	-	1%	1%	-	2%	1%
Would not vote	1%	**0%**	0%	0%	0%	0%	1%	0%	0%	0%	1%	0%	0%	1%	1%	0%	0%	0%	0%	0%	0%	0%
Prefer not to say	6%	**8%**	9%	7%	3%	6%	8%	12%	5%	7%	9%	9%	7%	7%	8%	8%	7%	9%	3%	3%	9%	5%
Don't know	17%	**18%**	22%	15%	21%	21%	17%	15%	21%	17%	19%	18%	19%	20%	17%	23%	8%	22%	11%	17%	16%	17%
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

	Jan 11	Jan 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	48%	**45%**	48%	42%	63%	59%	42%	21%	46%	45%	41%	48%	54%	44%	55%	38%	27%	13%	87%	52%	29%	56%
Conservative	21%	**21%**	16%	25%	8%	9%	24%	39%	23%	20%	19%	20%	17%	24%	19%	25%	5%	58%	-	-	39%	7%
Lib Dem	8%	**9%**	9%	8%	3%	9%	7%	13%	10%	10%	10%	6%	20%	10%	4%	8%	4%	6%	4%	36%	4%	14%
SNP	5%	**5%**	6%	4%	8%	5%	4%	4%	7%	5%	4%	4%	0%	-	0%	0%	57%	0%	1%	1%	1%	8%
Plaid Cymru	1%	**1%**	1%	0%	-	1%	1%	-	-	2%	0%	1%	-	3%	-	-	-	1%	1%	-	2%	-
Reform UK	7%	**8%**	4%	12%	2%	3%	10%	16%	3%	6%	15%	8%	6%	9%	8%	9%	2%	18%	1%	-	18%	2%
Green	7%	**9%**	12%	6%	16%	12%	6%	5%	11%	10%	8%	8%	2%	6%	8%	19%	5%	1%	5%	11%	4%	13%
Some other party	3%	**3%**	3%	3%	0%	2%	6%	2%	0%	3%	3%	5%	0%	3%	7%	1%	-	2%	1%	-	4%	1%
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 trust your local police force?

| | 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	**1168**	605	563	127	489	292	260	268	356	247	297	130	349	308	283	98	346	272	88	441	411
Weighted	**1168**	602	566	125	496	290	257	271	357	242	298	165	314	318	272	100	341	274	91	434	426
Not at all	**11%**	11%	10%	14%	11%	11%	9%	9%	7%	13%	15%	15%	11%	11%	10%	5%	10%	11%	10%	12%	9%
Slightly	**16%**	16%	16%	14%	19%	14%	13%	19%	14%	17%	14%	14%	13%	13%	23%	18%	13%	18%	14%	15%	17%
Moderately	**39%**	37%	41%	28%	37%	46%	41%	38%	45%	36%	35%	44%	39%	41%	34%	37%	38%	43%	43%	41%	44%
A lot	**18%**	15%	20%	12%	15%	18%	26%	20%	19%	18%	13%	15%	19%	14%	21%	20%	25%	15%	23%	20%	20%
Prefer not to say	**6%**	7%	5%	12%	8%	3%	4%	6%	6%	5%	9%	4%	7%	8%	5%	7%	5%	5%	4%	6%	5%
Don't know	**10%**	13%	7%	20%	10%	9%	7%	8%	8%	12%	13%	8%	11%	12%	7%	12%	8%	9%	6%	7%	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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Q4. The Scottish gender bill would 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). The UK government has suggested this would clash with existing equalities legislation in the rest of the UK. To what extent, if at all, do you support the UK government blocking the Scottish gender bill?

	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	1168	605	563	127	489	292	260	268	356	247	297	130	349	308	283	98	346	272	88	441	411
Weighted	1168	602	566	125	496	290	257	271	357	242	298	165	314	318	272	100	341	274	91	434	426
Strongly support	22%	16%	29%	15%	15%	29%	32%	24%	20%	27%	20%	17%	25%	20%	24%	22%	42%	14%	10%	37%	15%
Support	12%	13%	12%	10%	13%	15%	11%	14%	15%	11%	9%	15%	14%	11%	13%	9%	13%	14%	16%	12%	16%
Neither oppose nor support	19%	20%	18%	13%	20%	20%	18%	18%	19%	21%	17%	22%	18%	22%	16%	15%	15%	19%	26%	16%	21%
Oppose	7%	10%	5%	6%	7%	8%	8%	7%	7%	7%	9%	7%	7%	7%	7%	9%	4%	10%	10%	6%	9%
Strongly oppose	18%	16%	20%	25%	20%	12%	17%	20%	19%	13%	18%	22%	13%	16%	17%	30%	12%	28%	28%	14%	25%
Prefer not to say	9%	11%	7%	15%	11%	5%	7%	9%	8%	6%	12%	5%	10%	12%	8%	5%	7%	7%	5%	7%	7%
Don't know	13%	16%	9%	17%	15%	10%	9%	8%	11%	16%	16%	13%	12%	11%	15%	9%	8%	9%	4%	9%	8%
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: "16-year-olds are too young to change their legally recognised gender."

| | 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	**1168**	605	563	127	489	292	260	268	356	247	297	130	349	308	283	98	346	272	88	441	411
Weighted	**1168**	602	566	125	496	290	257	271	357	242	298	165	314	318	272	100	341	274	91	434	426
Completely agree	**41%**	35%	49%	22%	31%	51%	61%	37%	38%	49%	43%	43%	44%	39%	43%	36%	64%	29%	34%	61%	30%
Somewhat agree	**20%**	22%	17%	15%	21%	22%	18%	22%	21%	22%	15%	18%	21%	19%	21%	16%	16%	22%	26%	16%	24%
Somewhat disagree	**9%**	10%	8%	9%	12%	7%	6%	11%	10%	6%	9%	6%	7%	10%	11%	16%	4%	14%	17%	5%	14%
Completely disagree	**10%**	11%	9%	20%	13%	7%	2%	13%	10%	5%	10%	16%	8%	9%	7%	12%	3%	19%	12%	3%	16%
Prefer not to say	**8%**	9%	6%	14%	9%	4%	5%	8%	7%	6%	9%	7%	7%	11%	5%	5%	4%	6%	5%	6%	6%
Don't know	**12%**	13%	11%	20%	14%	10%	8%	8%	14%	12%	15%	9%	13%	12%	13%	14%	8%	10%	6%	8%	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. Please indicate if you agree or disagree with the following statement: "There is a need for stricter anti-strike laws in Britain which make it harder for people to strike."

| | 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	**1168**	605	563	127	489	292	260	268	356	247	297	130	349	308	283	98	346	272	88	441	411
Weighted	**1168**	602	566	125	496	290	257	271	357	242	298	165	314	318	272	100	341	274	91	434	426
Completely agree	**14%**	10%	17%	5%	10%	13%	26%	14%	14%	15%	12%	15%	13%	11%	18%	6%	30%	5%	14%	25%	7%
Somewhat agree	**19%**	17%	21%	10%	14%	26%	23%	19%	15%	23%	19%	18%	22%	16%	20%	13%	30%	6%	19%	26%	13%
Somewhat disagree	**12%**	13%	10%	12%	10%	12%	14%	13%	12%	13%	9%	9%	11%	11%	14%	13%	12%	11%	13%	10%	13%
Completely disagree	**35%**	33%	36%	42%	39%	36%	21%	38%	37%	30%	32%	42%	29%	38%	28%	45%	11%	66%	40%	22%	52%
Prefer not to say	**9%**	11%	6%	14%	10%	5%	7%	9%	8%	8%	9%	6%	9%	12%	7%	6%	6%	6%	5%	7%	6%
Don't know	**13%**	16%	9%	17%	17%	9%	8%	7%	13%	11%	19%	9%	15%	11%	13%	16%	10%	6%	9%	9%	9%
Total	**100%**	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%