PeoplePolling / GB News Survey Results

PeoplePolling

About the Survey

Client: GB News

Fieldwork Period: January 24, 2023

Sampling Method: Online

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

Sample Size: 1,270

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	**1270**	677	593	133	537	332	268	292	406	262	310	146	387	330	303	104	375	301	101	484	472
Weighted	**1270**	642	628	134	523	312	300	288	398	269	315	179	341	345	296	109	367	285	98	476	441
0 (Certainly will not vote)	**13%**	12%	14%	15%	14%	13%	9%	10%	9%	14%	18%	9%	13%	16%	11%	12%	4%	3%	1%	10%	3%
1	**2%**	1%	2%	-	3%	2%	1%	0%	1%	3%	4%	1%	1%	2%	4%	-	1%	1%	1%	2%	0%
2	**1%**	1%	2%	1%	1%	1%	2%	1%	1%	3%	2%	2%	1%	2%	2%	-	1%	0%	-	1%	1%
3	**1%**	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	-	2%	0%	-	1%	0%
4	**1%**	2%	1%	0%	2%	2%	1%	2%	2%	-	2%	3%	1%	3%	1%	-	0%	0%	-	1%	1%
5	**6%**	7%	5%	3%	5%	8%	6%	6%	5%	7%	5%	5%	7%	6%	5%	5%	6%	2%	1%	7%	4%
6	**2%**	2%	2%	1%	2%	2%	2%	2%	3%	2%	1%	2%	2%	2%	1%	2%	2%	1%	1%	2%	1%
7	**3%**	4%	2%	6%	3%	2%	2%	3%	3%	3%	3%	2%	3%	2%	5%	3%	4%	2%	4%	4%	2%
8	**4%**	4%	5%	4%	6%	4%	2%	6%	3%	3%	5%	3%	4%	4%	6%	4%	7%	3%	3%	5%	4%
9	**6%**	6%	6%	3%	7%	5%	7%	6%	7%	4%	5%	7%	5%	6%	5%	7%	6%	8%	8%	7%	7%
10 (Certain to vote)	**53%**	52%	54%	46%	47%	57%	62%	56%	58%	52%	44%	60%	53%	49%	50%	61%	64%	73%	81%	55%	72%
Prefer not to say	**8%**	10%	6%	20%	10%	4%	3%	7%	7%	8%	10%	5%	9%	9%	8%	6%	3%	6%	-	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 18	Jan 24	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	1270	677	593	133	537	332	268	292	406	262	310	146	387	330	303	104	375	301	101	484	472
Weighted	1168	1270	642	628	134	523	312	300	288	398	269	315	179	341	345	296	109	367	285	98	476	441
Labour	36%	38%	38%	37%	56%	47%	27%	28%	46%	39%	30%	33%	50%	35%	41%	35%	22%	13%	74%	42%	22%	49%
Conservative	14%	15%	13%	17%	5%	6%	19%	27%	12%	13%	15%	20%	10%	18%	12%	19%	14%	39%	1%	3%	29%	6%
Lib Dem	6%	6%	5%	8%	5%	6%	7%	7%	6%	7%	6%	7%	9%	8%	3%	8%	5%	3%	2%	37%	2%	10%
SNP	4%	4%	4%	4%	4%	4%	7%	1%	2%	4%	4%	5%	-	-	-	0%	41%	0%	1%	2%	1%	6%
Plaid Cymru	0%	1%	1%	0%	3%	-	1%	0%	1%	0%	0%	1%	-	1%	-	1%	-	-	1%	-	0%	1%
Reform UK	6%	5%	3%	7%	4%	3%	7%	6%	3%	3%	10%	5%	7%	5%	6%	3%	3%	11%	0%	-	11%	0%
Green	6%	3%	3%	3%	3%	4%	4%	2%	2%	4%	4%	3%	4%	3%	4%	3%	2%	1%	4%	4%	3%	4%
Some other party	1%	2%	1%	2%	1%	2%	3%	1%	0%	3%	2%	1%	0%	1%	5%	1%	-	1%	1%	-	2%	1%
Would not vote	0%	0%	0%	1%	0%	0%	1%	0%	0%	0%	0%	1%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Prefer not to say	8%	8%	9%	6%	4%	8%	4%	11%	8%	7%	10%	5%	6%	8%	8%	9%	4%	9%	5%	6%	8%	7%
Don't know	18%	19%	23%	14%	15%	20%	20%	16%	19%	18%	19%	18%	13%	21%	20%	21%	11%	24%	10%	5%	21%	14%
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 18	Jan 24	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	45%	50%	53%	46%	66%	64%	33%	39%	62%	51%	42%	44%	59%	48%	55%	51%	21%	18%	89%	48%	30%	58%
Conservative	21%	21%	20%	21%	7%	9%	26%	38%	18%	19%	21%	26%	13%	25%	18%	28%	13%	58%	1%	4%	40%	9%
Lib Dem	9%	8%	7%	9%	7%	9%	8%	8%	7%	8%	7%	9%	12%	10%	4%	10%	4%	5%	2%	41%	3%	12%
SNP	5%	6%	6%	5%	5%	5%	10%	1%	3%	6%	5%	7%	-	-	-	1%	57%	0%	1%	2%	2%	10%
Plaid Cymru	1%	1%	1%	1%	3%	-	1%	1%	1%	1%	0%	1%	-	2%	-	1%	-	-	1%	-	1%	1%
Reform UK	8%	7%	5%	9%	4%	4%	11%	8%	5%	5%	13%	7%	11%	7%	10%	4%	2%	16%	0%	-	15%	1%
Green	9%	5%	5%	5%	5%	6%	7%	2%	4%	6%	7%	3%	5%	5%	6%	5%	2%	1%	5%	4%	5%	7%
Some other party	3%	3%	3%	3%	2%	3%	4%	2%	1%	4%	4%	3%	1%	2%	7%	1%	-	1%	1%	-	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. 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	**1270**	677	593	133	537	332	268	292	406	262	310	146	387	330	303	104	375	301	101	484	472
Weighted	**1270**	642	628	134	523	312	300	288	398	269	315	179	341	345	296	109	367	285	98	476	441
A Conservative government with Rishi Sunak as Prime Minister	**16%**	12%	19%	9%	8%	17%	29%	17%	14%	16%	16%	11%	19%	13%	20%	10%	42%	3%	10%	29%	9%
A Labour government with Keir Starmer as Prime Minister	**32%**	30%	34%	35%	38%	27%	27%	39%	35%	27%	27%	43%	31%	30%	29%	33%	12%	66%	56%	20%	49%
Prefer not to say	**14%**	15%	14%	24%	13%	14%	12%	15%	13%	16%	14%	13%	15%	17%	11%	14%	12%	10%	5%	13%	10%
Don't know	**38%**	43%	33%	32%	40%	42%	32%	29%	39%	41%	43%	33%	35%	40%	40%	42%	33%	21%	29%	38%	31%
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. To what extent, if at all, do you have a favourable or unfavourable opinion of Rishi Sunak?

| | 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	**1270**	677	593	133	537	332	268	292	406	262	310	146	387	330	303	104	375	301	101	484	472
Weighted	**1270**	642	628	134	523	312	300	288	398	269	315	179	341	345	296	109	367	285	98	476	441
Very favourable	**2%**	2%	3%	1%	1%	3%	5%	2%	2%	3%	3%	2%	3%	2%	3%	1%	6%	1%	1%	5%	1%
Somewhat favourable	**21%**	19%	22%	11%	14%	26%	33%	24%	22%	15%	22%	20%	19%	20%	26%	18%	42%	10%	25%	27%	20%
Somewhat unfavourable	**21%**	22%	21%	20%	23%	21%	19%	21%	22%	22%	19%	23%	23%	14%	25%	24%	16%	25%	37%	21%	25%
Very unfavourable	**27%**	24%	29%	33%	28%	24%	24%	28%	27%	30%	23%	31%	26%	30%	21%	26%	16%	47%	29%	24%	35%
Don't know	**18%**	21%	15%	16%	23%	17%	12%	15%	18%	18%	22%	16%	16%	21%	17%	23%	13%	9%	8%	14%	13%
Prefer not to say	**11%**	12%	9%	20%	11%	10%	8%	10%	10%	12%	12%	7%	13%	13%	8%	8%	7%	8%	-	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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Q5. How confident are you that the government will "level up" the country's left behind regions by the time of the next general election?

	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	**1270**	677	593	133	537	332	268	292	406	262	310	146	387	330	303	104	375	301	101	484	472
Weighted	**1270**	642	628	134	523	312	300	288	398	269	315	179	341	345	296	109	367	285	98	476	441
Completely confident	**1%**	1%	2%	1%	0%	1%	3%	2%	0%	1%	2%	1%	1%	1%	2%	1%	3%	1%	-	3%	0%
Fairly confident	**3%**	3%	4%	3%	1%	3%	9%	3%	5%	3%	2%	4%	3%	3%	4%	2%	9%	1%	-	6%	2%
Somewhat confident	**6%**	5%	6%	3%	5%	6%	8%	5%	5%	7%	7%	5%	6%	5%	6%	4%	10%	3%	6%	8%	4%
Slightly confident	**7%**	6%	9%	4%	5%	8%	12%	8%	6%	6%	10%	6%	10%	5%	8%	6%	16%	3%	5%	9%	7%
Not confident at all	**60%**	58%	63%	52%	61%	63%	59%	63%	64%	62%	51%	63%	57%	62%	58%	66%	47%	79%	85%	58%	72%
Prefer not to say	**9%**	10%	7%	18%	10%	7%	4%	8%	8%	8%	10%	6%	10%	11%	7%	9%	5%	6%	-	6%	6%
Don't know	**13%**	18%	9%	18%	18%	12%	6%	11%	12%	13%	17%	14%	13%	12%	14%	13%	10%	7%	3%	10%	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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Q6. Please indicate if you agree or disagree with the following statement: "The British government has lost control of the country's borders"

| | 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	**1270**	677	593	133	537	332	268	292	406	262	310	146	387	330	303	104	375	301	101	484	472
Weighted	**1270**	642	628	134	523	312	300	288	398	269	315	179	341	345	296	109	367	285	98	476	441
Completely agree	**28%**	23%	34%	18%	20%	37%	39%	21%	25%	39%	31%	29%	26%	35%	23%	30%	41%	19%	16%	49%	12%
Somewhat agree	**21%**	20%	22%	11%	19%	24%	26%	26%	20%	20%	19%	21%	22%	18%	26%	16%	26%	18%	25%	24%	22%
Neither agree nor disagree	**14%**	14%	13%	13%	15%	12%	12%	14%	18%	9%	11%	10%	12%	10%	19%	18%	10%	20%	23%	7%	21%
Somewhat disagree	**9%**	9%	9%	11%	10%	8%	6%	12%	10%	6%	7%	10%	8%	9%	8%	9%	8%	13%	15%	5%	13%
Completely disagree	**5%**	5%	5%	11%	6%	2%	6%	8%	5%	5%	3%	7%	6%	5%	4%	6%	4%	10%	7%	3%	9%
Prefer not to say	**9%**	12%	7%	19%	11%	7%	5%	8%	9%	9%	11%	8%	12%	11%	6%	7%	5%	9%	3%	5%	9%
Don't know	**14%**	18%	9%	18%	19%	9%	6%	12%	13%	11%	17%	14%	13%	12%	14%	14%	6%	12%	10%	6%	13%
Total	**100%**	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%