PeoplePolling / GB News Survey Results

PeoplePolling

About the Survey

Client: GB News

Fieldwork Period: February 1, 2023

Sampling Method: Online

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

Sample Size: 1,139

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	1139	590	549	82	519	272	266	278	347	240	274	129	350	290	285	85	334	263	92	416	424
Weighted	1139	590	549	121	469	280	269	253	351	239	297	161	306	310	265	98	329	251	85	426	395
0 (Certainly will not vote)	9%	10%	9%	5%	12%	8%	8%	7%	6%	11%	15%	6%	9%	12%	10%	7%	3%	1%	-	7%	2%
1	2%	2%	2%	1%	3%	2%	2%	2%	3%	2%	2%	-	3%	1%	4%	1%	2%	1%	-	4%	1%
2	2%	2%	1%	4%	1%	3%	1%	2%	1%	0%	4%	1%	3%	2%	1%	1%	0%	0%	-	1%	1%
3	1%	1%	0%	1%	1%	1%	0%	1%	1%	0%	1%	-	1%	1%	1%	-	-	0%	-	-	1%
4	1%	1%	1%	-	1%	1%	1%	0%	1%	1%	1%	-	1%	1%	1%	-	1%	1%	1%	1%	1%
5	6%	7%	5%	5%	5%	7%	8%	4%	5%	9%	8%	6%	6%	5%	8%	5%	7%	1%	3%	8%	3%
6	2%	2%	1%	1%	2%	2%	1%	1%	3%	3%	1%	4%	1%	1%	2%	4%	3%	1%	-	2%	2%
7	3%	3%	3%	3%	2%	4%	3%	2%	3%	4%	2%	5%	2%	3%	2%	3%	4%	1%	5%	4%	1%
8	5%	6%	4%	6%	5%	3%	5%	6%	5%	4%	4%	4%	5%	6%	5%	4%	5%	7%	6%	5%	5%
9	6%	6%	7%	5%	6%	9%	5%	6%	8%	5%	5%	8%	6%	5%	7%	8%	9%	5%	5%	8%	6%
10 (Certain to vote)	53%	48%	58%	43%	49%	55%	62%	60%	59%	45%	45%	53%	52%	53%	51%	62%	60%	77%	78%	55%	73%
Prefer not to say	10%	12%	8%	26%	13%	4%	4%	9%	5%	15%	13%	14%	11%	10%	8%	5%	6%	5%	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%

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

All cases

	Jan 24	Feb 01	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	1139	590	549	82	519	272	266	278	347	240	274	129	350	290	285	85	334	263	92	416	424
Weighted	1270	1139	590	549	121	469	280	269	253	351	239	297	161	306	310	265	98	329	251	85	426	395
Labour	38%	37%	38%	36%	33%	51%	30%	25%	37%	39%	28%	42%	49%	37%	47%	25%	19%	11%	79%	32%	25%	49%
Conservative	15%	14%	11%	17%	11%	8%	13%	25%	13%	15%	14%	14%	7%	15%	16%	20%	5%	37%	-	1%	26%	5%
Lib Dem	6%	7%	5%	8%	8%	6%	7%	7%	9%	6%	7%	6%	10%	6%	4%	7%	13%	3%	4%	36%	3%	10%
SNP	4%	4%	4%	3%	4%	3%	5%	3%	2%	3%	6%	5%	-	-	0%	0%	37%	-	1%	-	1%	6%
Plaid Cymru	1%	1%	1%	1%	4%	0%	2%	0%	1%	0%	2%	2%	-	4%	0%	0%	-	1%	1%	-	1%	1%
Reform UK	5%	5%	3%	6%	3%	3%	5%	7%	2%	4%	9%	4%	3%	6%	5%	4%	5%	9%	1%	1%	8%	2%
Green	3%	5%	7%	4%	19%	4%	2%	5%	7%	6%	3%	3%	6%	3%	6%	8%	1%	2%	3%	6%	2%	7%
Some other party	2%	1%	1%	2%	-	1%	4%	1%	0%	1%	5%	1%	1%	1%	3%	1%	1%	1%	1%	1%	2%	2%
Would not vote	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	-	0%	0%
Prefer not to say	8%	7%	8%	6%	3%	6%	7%	8%	8%	5%	9%	4%	4%	8%	5%	10%	7%	8%	2%	8%	6%	6%
Don't know	19%	19%	22%	16%	15%	17%	24%	18%	20%	19%	17%	18%	19%	21%	13%	27%	12%	29%	9%	14%	25%	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

	Jan 24	Feb 01	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	50%	46%	50%	42%	33%	63%	43%	28%	47%	47%	37%	51%	60%	46%	55%	37%	21%	17%	89%	42%	33%	57%
Conservative	21%	22%	19%	25%	17%	12%	21%	39%	22%	24%	18%	20%	11%	23%	22%	33%	5%	58%	-	2%	41%	8%
Lib Dem	8%	9%	8%	10%	11%	8%	9%	10%	12%	8%	10%	7%	13%	9%	4%	10%	17%	5%	4%	45%	4%	13%
SNP	6%	5%	6%	4%	6%	4%	6%	4%	3%	5%	6%	5%	-	-	1%	0%	49%	-	1%	-	2%	7%
Plaid Cymru	1%	2%	2%	2%	7%	1%	4%	1%	1%	0%	3%	4%	-	7%	0%	0%	-	1%	1%	-	1%	2%
Reform UK	7%	7%	5%	9%	3%	5%	8%	11%	3%	6%	14%	7%	6%	10%	7%	5%	6%	15%	1%	1%	13%	2%
Green	5%	7%	10%	5%	24%	6%	4%	7%	10%	9%	4%	5%	9%	4%	8%	13%	1%	3%	4%	9%	4%	9%
Some other party	3%	2%	1%	3%	-	1%	5%	1%	1%	1%	6%	1%	1%	1%	4%	2%	1%	2%	1%	1%	3%	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. How confident are you that prime minister Rishi Sunak will take care of sleaze in British politics?

	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	1139	590	549	82	519	272	266	278	347	240	274	129	350	290	285	85	334	263	92	416	424
Weighted	1139	590	549	121	469	280	269	253	351	239	297	161	306	310	265	98	329	251	85	426	395
Completely confident	1%	1%	1%	-	1%	1%	2%	1%	1%	1%	1%	1%	1%	2%	1%	-	3%	-	-	1%	1%
Fairly confident	6%	6%	7%	8%	3%	8%	10%	6%	9%	4%	6%	5%	7%	5%	9%	7%	14%	1%	7%	9%	6%
Somewhat confident	7%	6%	9%	4%	4%	12%	9%	7%	7%	10%	7%	5%	9%	7%	9%	4%	15%	3%	5%	11%	5%
Slightly confident	8%	9%	7%	4%	7%	7%	13%	8%	8%	11%	5%	8%	8%	8%	8%	6%	15%	7%	9%	10%	8%
Not confident at all	55%	51%	59%	51%	60%	54%	50%	60%	57%	50%	53%	60%	49%	58%	51%	71%	36%	82%	62%	51%	69%
Prefer not to say	8%	9%	6%	21%	9%	4%	5%	7%	4%	10%	11%	7%	10%	8%	6%	6%	4%	3%	5%	5%	2%
Don't know	14%	19%	9%	12%	17%	15%	11%	11%	14%	15%	18%	13%	16%	13%	17%	7%	14%	4%	12%	13%	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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Q4. To what extent, if at all, do you support the planned teacher strikes?

| | 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	1139	590	549	82	519	272	266	278	347	240	274	129	350	290	285	85	334	263	92	416	424
Weighted	1139	590	549	121	469	280	269	253	351	239	297	161	306	310	265	98	329	251	85	426	395
Strongly support	23%	22%	24%	30%	29%	18%	16%	27%	26%	20%	20%	30%	20%	30%	17%	22%	8%	50%	29%	16%	39%
Support	25%	23%	27%	25%	26%	25%	22%	23%	27%	24%	24%	28%	27%	22%	24%	26%	22%	34%	24%	25%	25%
Oppose	14%	13%	15%	9%	8%	22%	18%	15%	14%	14%	13%	8%	17%	11%	17%	15%	24%	4%	16%	18%	12%
Strongly oppose	14%	15%	13%	6%	9%	17%	25%	17%	13%	17%	11%	14%	12%	14%	17%	15%	30%	3%	11%	23%	9%
Prefer not to say	9%	10%	6%	21%	9%	3%	7%	7%	5%	11%	12%	8%	10%	10%	7%	7%	5%	4%	5%	5%	4%
Don't know	15%	16%	14%	9%	19%	14%	11%	11%	15%	13%	20%	13%	15%	14%	18%	15%	12%	5%	15%	13%	12%
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. To what extent, if at all, would you support Boris Johnson returning to the cabinet?

| | 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	**1139**	590	549	82	519	272	266	278	347	240	274	129	350	290	285	85	334	263	92	416	424
Weighted	**1139**	590	549	121	469	280	269	253	351	239	297	161	306	310	265	98	329	251	85	426	395
Strongly support	**7%**	6%	7%	5%	3%	6%	15%	5%	8%	7%	7%	3%	7%	7%	10%	1%	17%	1%	-	15%	1%
Support	**14%**	13%	14%	7%	11%	17%	19%	9%	16%	16%	14%	8%	16%	15%	14%	12%	30%	4%	4%	20%	10%
Oppose	**10%**	9%	10%	13%	8%	9%	11%	12%	9%	10%	8%	8%	10%	9%	11%	9%	12%	6%	9%	8%	9%
Strongly oppose	**46%**	44%	48%	40%	52%	46%	36%	54%	50%	38%	40%	59%	40%	48%	37%	60%	18%	80%	74%	31%	71%
Prefer not to say	**7%**	8%	7%	21%	7%	4%	6%	7%	4%	10%	10%	5%	9%	8%	7%	4%	4%	3%	1%	6%	2%
Don't know	**17%**	19%	14%	15%	19%	18%	13%	12%	14%	20%	22%	16%	18%	13%	21%	14%	20%	6%	13%	20%	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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Q6. Please indicate if you agree or disagree with the following statement: "The UK should leave the European Convention on Human Rights so that it can better control who comes in and out of the country."

	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	**1139**	590	549	82	519	272	266	278	347	240	274	129	350	290	285	85	334	263	92	416	424
Weighted	**1139**	590	549	121	469	280	269	253	351	239	297	161	306	310	265	98	329	251	85	426	395
Completely agree	**23%**	18%	28%	8%	11%	30%	44%	16%	21%	32%	24%	18%	26%	27%	21%	16%	47%	10%	2%	45%	7%
Somewhat agree	**15%**	14%	16%	8%	11%	22%	18%	12%	13%	19%	17%	13%	16%	13%	16%	19%	21%	5%	8%	20%	9%
Somewhat disagree	**5%**	5%	6%	4%	6%	7%	3%	9%	6%	4%	3%	6%	6%	5%	5%	3%	4%	5%	12%	3%	8%
Completely disagree	**27%**	23%	30%	38%	35%	19%	15%	38%	34%	14%	19%	36%	24%	27%	21%	35%	4%	61%	51%	7%	55%
Prefer not to say	**7%**	9%	6%	21%	8%	3%	4%	7%	5%	10%	9%	7%	8%	9%	6%	4%	4%	3%	3%	5%	1%
Don't know	**23%**	30%	14%	22%	29%	20%	15%	18%	21%	22%	29%	19%	21%	19%	31%	23%	19%	16%	24%	19%	19%
Total	**100%**	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%