### **People**Polling

#### **About the Survey**

Client: GB News

Fieldwork Period: February 8-9, 2023

Sampling Method: Online

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

Sample Size: 1,229

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.

### **People**Polling

# 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?

		Ger	der		Age (	Group			Social	Grade				Region			Gener	ral Election:	s 2019	Brexit l	Ref 2016
	National	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 Weighted	1229 1229	646 637	583 592	149 130	523 507	303 302	254 291	291 288	376 381	260 261	302 299	145 178	379 330	320 334	280 286	105 105	355 365	289 276	97 102	444 452	435 443
0 (Certainly will not vote)	10%	10%	10%	10%	13%	10%	6%	7%	7%	15%	14%	5%	11%	11%	11%	9%	3%	2%	1%	5%	4%
1	1%	1%	1%	3%	1%	2%	-	1%	2%	2%	1%	1%	2%	1%	1%	1%	1%	0%	1%	1%	1%
2	1%	1%	1%	-	1%	2%	0%	2%	1%	1%	1%	1%	1%	1%	2%	-	0%	1%	-	1%	1%
3	1%	1%	1%	-	2%	1%	1%	1%	1%	1%	2%	1%	1%	2%	2%	1%	1%	1%	-	1%	2%
4	1%	1%	1%	3%	1%	1%	1%	1%	2%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%
5	6%	6%	5%	1%	6%	6%	6%	5%	4%	5%	10%	4%	4%	9%	6%	4%	4%	2%	2%	6%	3%
6	2%	3%	2%	1%	2%	3%	3%	1%	2%	4%	3%	4%	2%	3%	1%	1%	4%	1%	1%	4%	1%
7	3%	2%	3%	2%	3%	4%	3%	2%	3%	3%	3%	4%	2%	3%	2%	3%	4%	2%	5%	3%	3%
8	4%	5%	4%	5%	4%	6%	2%	4%	4%	5%	5%	3%	5%	5%	3%	5%	5%	4%	2%	5%	4%
9	6%	6%	5%	7%	6%	5%	6%	6%	8%	5%	4%	6%	8%	4%	7%	4%	7%	9%	7%	6%	7%
10 (Certain to vote)	52%	48%	56%	34%	46%	54%	68%	63%	56%	46%	41%	57%	50%	47%	52%	60%	64%	70%	73%	60%	67%
Prefer not to say	12%	15%	8%	34%	15%	5%	3%	9%	11%	13%	15%	12%	10%	13%	12%	12%	6%	7%	7%	7%	7%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

### **People**Polling

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

#### All cases

			Gen	der		Age (	Group			Social	Grade				Region			Gener	al Elections	2019	Brexit I	Ref 2016
	Feb 01	Feb 09	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 Weighted	1139 1139	1229 1229	646 637	583 592	149 130	523 507	303 302	254 291	291 288	376 381	260 261	302 299	145 178	379 330	320 334	280 286	105 105	355 365	289 276	97 102	444 452	435 443
Labour	37%	38%	40%	36%	51%	52%	30%	23%	38%	42%	35%	32%	35%	38%	42%	36%	31%	15%	79%	29%	25%	49%
Conservative	14%	15%	11%	19%	6%	6%	14%	30%	13%	16%	18%	14%	22%	14%	16%	13%	11%	37%	1%	2%	27%	6%
Lib Dem	7%	6%	4%	7%	4%	5%	6%	7%	6%	6%	4%	6%	4%	6%	4%	8%	4%	3%	1%	31%	4%	9%
SNP	4%	2%	2%	3%	3%	2%	3%	2%	2%	1%	4%	3%	-	1%	-	-	26%	0%	-	-	2%	3%
Plaid Cymru	1%	1%	1%	1%	0%	0%	1%	1%	1%	0%	1%	1%	-	3%	-	0%	0%	0%	0%	-	1%	1%
Reform UK	5%	5%	4%	5%	4%	3%	7%	5%	3%	3%	6%	9%	4%	6%	6%	5%	2%	9%	1%	3%	9%	2%
Green	5%	4%	4%	4%	9%	5%	1%	3%	6%	4%	2%	3%	4%	4%	2%	6%	2%	1%	4%	8%	1%	7%
Some other party	1%	2%	1%	3%	-	1%	5%	2%	1%	2%	2%	3%	2%	1%	6%	0%	-	1%	0%	-	2%	2%
Would not vote	0%	0%	0%	1%	1%	0%	1%	0%	0%	0%	0%	1%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%
Prefer not to say	7%	10%	13%	7%	5%	8%	10%	14%	9%	10%	9%	12%	10%	10%	8%	11%	12%	11%	5%	9%	9%	8%
Don't know	19%	17%	20%	15%	18%	17%	22%	14%	19%	16%	20%	16%	19%	18%	16%	19%	13%	22%	8%	18%	20%	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

			Ger	nder		Age (	Group			Social	Grade				Region			Gener	ral Elections	s 2019	Brexit I	Ref 2016
	Feb 01	Feb 09	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%	50%	56%	43%	63%	66%	40%	27%	54%	52%	46%	45%	47%	52%	53%	49%	40%	23%	91%	42%	34%	57%
Conservative	22%	21%	18%	25%	10%	10%	22%	42%	17%	24%	24%	19%	32%	19%	21%	21%	11%	54%	1%	3%	37%	8%
Lib Dem	9%	7%	6%	8%	4%	6%	8%	8%	8%	7%	5%	7%	5%	8%	5%	10%	4%	4%	2%	42%	5%	12%
SNP	5%	4%	4%	4%	7%	3%	4%	3%	3%	2%	6%	4%	-	1%	-	-	40%	1%	-	-	3%	5%
Plaid Cymru	2%	1%	1%	2%	0%	0%	2%	2%	2%	0%	2%	1%	-	4%	-	0%	0%	1%	0%	-	1%	1%
Reform UK	7%	7%	8%	7%	5%	5%	10%	10%	4%	4%	9%	14%	7%	9%	7%	8%	2%	15%	1%	3%	13%	2%
Green	7%	6%	6%	7%	11%	8%	3%	4%	9%	7%	4%	4%	8%	5%	4%	11%	3%	2%	4%	10%	1%	11%
Some other party	2%	3%	2%	4%	-	1%	9%	3%	2%	3%	4%	5%	2%	1%	10%	0%	-	2%	1%	-	4%	4%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

### **People**Polling

### Q3. If you had to choose, which Prime Minister has been the best since the 2019 general election?

		Gen	der		Age (	Group			Social	Grade				Region			Gener	ral Elections	2019	Brexit I	Ref 2016
	National	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	1229	646	583	149	523	303	254	291	376	260	302	145	379	320	280	105	355	289	97	444	435
Weighted	1229	637	592	130	507	302	291	288	381	261	299	173	330	334	286	105	365	276	102	452	443
Boris Johnson	26%	23%	29%	12%	20%	33%	33%	19%	23%	34%	28%	25%	28%	24%	28%	19%	52%	8%	10%	47%	12%
Rishi Sunak	15%	14%	17%	16%	13%	12%	23%	26%	14%	11%	11%	16%	14%	16%	15%	17%	18%	18%	30%	11%	23%
Liz Truss	2%	2%	2%	2%	3%	2%	1%	1%	2%	1%	3%	1%	2%	0%	3%	5%	2%	2%	1%	2%	2%
Prefer not to say	21%	22%	20%	27%	22%	22%	15%	18%	21%	22%	23%	20%	18%	24%	21%	23%	8%	25%	26%	15%	26%
Don't know	36%	39%	33%	43%	42%	31%	29%	36%	39%	33%	35%	37%	38%	35%	34%	37%	20%	47%	33%	26%	37%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

### **People**Polling

# Q4. Under the triple lock, the state pension is supposed to increase each year in line with whichever is highest - inflation, average earnings or 2.5%. Do you believe this policy will still exist in five years?

		Gen	der		Age (	Group			Social	Grade				Region			Gener	al Elections	s 2019	Brexit I	Ref 2016
	National	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	1229	646	583	149	523	303	254	291	376	260	302	145	379	320	280	105	355	289	97	444	435
Weighted	1229	637	592	130	507	302	291	288	381	261	299	173	330	334	286	105	365	276	102	452	443
Yes	11%	7%	15%	12%	6%	11%	17%	9%	13%	10%	10%	11%	9%	13%	11%	8%	16%	9%	9%	13%	9%
No	47%	43%	50%	30%	48%	50%	48%	54%	45%	42%	46%	49%	48%	46%	44%	46%	50%	56%	48%	52%	53%
Prefer not to say	9%	12%	6%	25%	12%	5%	2%	6%	9%	12%	11%	11%	10%	9%	8%	8%	4%	8%	9%	4%	7%
Don't know	33%	38%	29%	33%	34%	33%	33%	31%	34%	36%	33%	29%	33%	31%	37%	38%	30%	27%	35%	31%	31%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

## **People**Polling

### Q5. Which political party do you think would be the best at managing Brexit?

		Gen	der		Age (	Group			Social	Grade				Region			Gene	ral Election	s 2019	Brexit l	Ref 2016
	National	Female	Male	18-24	25-49	50-64	65+	AB	Cl	C2	DE	London	Midlands Wales	s/ North	Rest of South	Scotland	Con	Lab	Lib Dem	Leave	Remain
Unweighted Weighted	1229 1229	646 637	583 592	149 130	523 507	303 302	254 291	291 288	376 381	260 261	302 299	145 173	379 330	320 334	280 286	105 105	355 365	289 276	97 102	444 452	435 443
Labour	17%	16%	18%	16%	20%	14%	16%	20%	19%	16%	14%	19%	17%	20%	14%	15%	6%	45%	13%	13%	25%
Conservative	16%	12%	20%	6%	6%	20%	31%	17%	15%	18%	13%	19%	15%	15%	16%	11%	41%	1%	4%	30%	8%
Lib Dem	5%	4%	6%	6%	5%	6%	4%	7%	4%	5%	4%	5%	6%	3%	7%	2%	3%	3%	28%	2%	9%
SNP	3%	2%	3%	3%	3%	3%	0%	3%	2%	3%	3%	1%	1%	1%	2%	15%	1%	3%	2%	1%	4%
Plaid Cymru	1%	0%	1%	1%	1%	1%	-	0%	0%	2%	0%	-	2%	-	1%	-	0%	1%	-	0%	1%
Reform UK	5%	4%	6%	2%	3%	7%	8%	3%	3%	6%	8%	6%	6%	6%	3%	3%	11%	1%	-	11%	1%
Green	2%	2%	3%	4%	3%	1%	2%	3%	2%	1%	3%	1%	1%	3%	5%	-	0%	4%	5%	1%	4%
Prefer not to say	12%	15%	10%	23%	14%	9%	7%	10%	11%	13%	16%	11%	12%	14%	11%	15%	6%	10%	14%	9%	11%
Don't know	40%	46%	33%	39%	45%	39%	31%	38%	43%	37%	39%	38%	41%	38%	41%	39%	32%	32%	34%	33%	36%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

## **People**Polling

### Q6. How satisfied are you with King Charles III in his first 150 days as king?

		Ger	nder		Age (	Group			Social	Grade				Region			Gene	ral Elections	2019	Brexit I	Ref 2016
	National	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	1229	646	583	149	523	303	254	291	376	260	302	145	379	320	280	105	355	289	97	444	435
Weighted	1229	637	592	130	507	302	291	288	381	261	299	173	330	334	286	105	365	276	102	452	443
Completely satisfied	26%	25%	27%	8%	19%	31%	41%	28%	26%	26%	23%	24%	28%	24%	27%	25%	44%	16%	23%	35%	23%
Somewhat satisfied	18%	18%	19%	15%	15%	18%	25%	19%	19%	15%	20%	20%	18%	20%	18%	15%	20%	19%	22%	21%	20%
Somewhat dissatisfied	4%	4%	4%	8%	4%	6%	2%	5%	2%	6%	5%	4%	2%	5%	6%	4%	2%	5%	1%	3%	4%
Completely dissatisfied	7%	6%	7%	8%	6%	7%	7%	6%	7%	7%	6%	8%	7%	4%	6%	12%	6%	11%	4%	6%	8%
Prefer not to say	11%	12%	10%	20%	13%	8%	6%	8%	11%	12%	13%	11%	11%	12%	11%	10%	6%	8%	17%	8%	11%
Don't know	34%	35%	32%	41%	43%	30%	18%	34%	35%	33%	33%	32%	33%	35%	34%	34%	22%	40%	33%	27%	35%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%