PeoplePolling

About the Survey

Client: GB News

Fieldwork Period: February 15, 2023

Sampling Method: Online

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

Sample Size: 1,148

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?

		Gen	der		Age (Group			Social	Grade				Region			Gener	al Elections	2019	Brexit	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	1148 1148	592 598	556 550	83 122	507 473	296 282	262 271	269 270	353 342	241 233	285 303	136 162	372 308	304 312	292 267	44 98	338 328	262 250	95 85	442 430	421 398
0 (Certainly will not vote)	9%	11%	8%	10%	9%	9%	10%	7%	7%	12%	13%	8%	10%	13%	7%	2%	3%	2%	-	7%	2%
1	2%	2%	1%	1%	2%	2%	2%	1%	2%	0%	4%	2%	2%	1%	3%	3%	1%	-	-	1%	0%
2	1%	1%	1%	-	1%	1%	0%	1%	0%	0%	1%	1%	1%	1%	1%	-	-	0%	-	1%	0%
3	2%	2%	1%	-	1%	2%	2%	1%	2%	2%	2%	1%	1%	3%	2%	3%	1%	-	-	1%	1%
4	1%	1%	1%	-	1%	2%	1%	1%	1%	0%	2%	1%	1%	1%	2%	-	0%	1%	-	2%	1%
5	5%	6%	4%	3%	5%	6%	4%	2%	5%	8%	6%	8%	4%	4%	6%	4%	6%	2%	1%	6%	4%
6	1%	1%	1%	-	1%	2%	1%	1%	1%	1%	1%	3%	1%	1%	1%	-	1%	1%	5%	1%	2%
7	3%	3%	3%	4%	4%	3%	2%	1%	4%	4%	3%	3%	4%	2%	3%	-	4%	2%	-	4%	2%
8	4%	5%	3%	4%	5%	4%	3%	6%	5%	2%	4%	5%	3%	4%	5%	5%	5%	5%	1%	5%	4%
9	5%	4%	6%	3%	6%	5%	5%	8%	4%	4%	4%	3%	7%	3%	6%	6%	7%	5%	10%	4%	8%
10 (Certain to vote)	54%	50%	58%	54%	48%	55%	65%	60%	58%	52%	47%	53%	55%	54%	49%	68%	65%	75%	80%	58%	69%
Prefer not to say	12%	12%	12%	20%	17%	8%	4%	11%	10%	15%	13%	12%	10%	13%	15%	10%	7%	6%	3%	10%	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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Q2. If there were to be a general election tomorrow, which party would you vote for?

All cases

			Ger	nder		Age (Group			Social	Grade				Region			Gene	ral Elections	s 2019	Brexit I	Ref 2016
	Feb 09	Feb 15	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	1148 1148	592 598	556 550	83 122	507 473	296 282	262 271	269 270	353 342	241 233	285 303	136 162	372 308	304 312	292 267	44 98	338 328	262 250	95 85	442 430	421 398
Labour	38%	36%	37%	35%	45%	42%	31%	28%	37%	38%	30%	36%	40%	34%	46%	30%	22%	11%	72%	28%	23%	43%
Conservative	15%	16%	15%	16%	2%	10%	17%	28%	15%	16%	16%	15%	13%	17%	11%	20%	17%	42%	0%	2%	29%	8%
Lib Dem	6%	6%	4%	8%	3%	5%	6%	6%	9%	5%	4%	4%	8%	7%	1%	9%	6%	1%	1%	36%	2%	9%
SNP	2%	3%	3%	3%	6%	4%	3%	1%	2%	1%	7%	5%	1%	1%	0%	-	29%	0%	0%	-	1%	5%
Plaid Cymru	1%	1%	0%	1%	-	0%	1%	0%	0%	1%	1%	1%	-	2%	-	-	-	1%	0%	-	1%	0%
Reform UK	5%	5%	4%	5%	5%	4%	3%	7%	3%	2%	10%	5%	5%	8%	4%	4%	-	9%	1%	-	9%	1%
Green	4%	6%	5%	6%	15%	8%	3%	1%	7%	5%	1%	9%	4%	5%	7%	7%	2%	1%	7%	8%	2%	8%
Some other party	2%	2%	1%	2%	0%	1%	2%	3%	1%	2%	1%	4%	-	2%	4%	1%	3%	1%	1%	1%	3%	1%
Would not vote	0%	1%	0%	1%	1%	0%	1%	0%	1%	0%	1%	1%	0%	1%	0%	1%	0%	0%	0%	1%	0%	0%
Prefer not to say	10%	7%	7%	7%	6%	5%	8%	10%	7%	7%	10%	5%	9%	6%	10%	4%	6%	9%	6%	5%	9%	7%
Don't know	17%	19%	22%	16%	16%	20%	22%	15%	18%	23%	19%	15%	19%	19%	16%	25%	15%	23%	11%	20%	21%	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

			Ger	nder		Age (Group			Social	Grade				Region			Gener	al Elections	2019	Brexit I	Ref 2016
	Feb 09	Feb 15	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%	48%	52%	43%	57%	55%	45%	35%	48%	52%	42%	47%	53%	45%	61%	40%	25%	17%	88%	37%	32%	54%
Conservative	21%	21%	22%	20%	3%	13%	25%	37%	20%	23%	22%	17%	19%	23%	15%	28%	18%	61%	0%	3%	40%	11%
Lib Dem	7%	8%	5%	10%	4%	7%	9%	9%	12%	7%	6%	5%	10%	9%	1%	12%	10%	2%	1%	48%	3%	12%
SNP	4%	5%	5%	5%	10%	6%	5%	1%	3%	3%	10%	6%	2%	2%	1%	-	41%	1%	0%	-	1%	7%
Plaid Cymru	1%	1%	0%	1%	-	0%	2%	1%	1%	1%	1%	1%	-	3%	-	-	-	2%	0%	-	1%	1%
Reform UK	7%	7%	7%	7%	5%	7%	5%	10%	4%	4%	16%	7%	8%	10%	7%	6%	-	14%	1%	-	14%	2%
Green	6%	8%	8%	8%	22%	10%	6%	2%	12%	8%	2%	10%	9%	7%	9%	11%	2%	2%	7%	11%	4%	11%
Some other party	3%	3%	2%	4%	0%	1%	4%	6%	1%	3%	1%	7%	-	2%	6%	2%	4%	2%	2%	1%	5%	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. There are plans to extend the Ultra-Low Emission Zone in London so that drivers of old vehicles will have to pay £12.50 every time they turn on their car to help improve air quality. To what extent, if at all, do you support this?

		Gen	der		Age (Group			Social	Grade				Region			Gene	ral 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 Weighted	1148 1148	592 598	556 550	83 122	507 478	296 282	262 271	269 270	353 342	241 233	285 303	136 162	372 308	304 312	292 267	44 98	338 328	262 250	95 85	442 430	421 398
Strongly support	9%	7%	12%	6%	9%	9%	10%	14%	10%	5%	7%	14%	8%	9%	7%	10%	6%	13%	19%	6%	14%
Tend to support	15%	13%	16%	21%	15%	12%	13%	19%	15%	12%	13%	21%	13%	12%	15%	17%	11%	20%	27%	9%	20%
Tend to oppose	16%	15%	16%	20%	12%	18%	17%	16%	17%	14%	15%	10%	17%	15%	18%	13%	16%	14%	21%	16%	18%
Strongly oppose	30%	30%	30%	16%	27%	33%	40%	25%	30%	40%	29%	35%	33%	29%	29%	23%	43%	23%	17%	43%	20%
Prefer not to say	11%	10%	11%	20%	13%	9%	4%	10%	9%	12%	12%	9%	8%	12%	12%	15%	6%	9%	1%	8%	8%
Don't know	20%	24%	14%	18%	23%	19%	16%	16%	20%	18%	24%	10%	21%	24%	19%	21%	18%	21%	15%	17%	20%
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. Which of the following comes closest to your view?

		Gen	der		Age (Group			Social	Grade				Region			Gene	ral Elections	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	1148 1148	592 598	556 550	83 122	507 473	296 282	262 271	269 270	$353 \\ 342$	241 233	285 303	136 162	372 308	304 312	292 267	44 98	338 328	$\frac{262}{250}$	95 85	442 430	421 398
Government should cut the amount of tax people pay and spend less	32%	33%	30%	32%	35%	32%	27%	28%	30%	39%	32%	30%	35%	32%	29%	35%	38%	24%	16%	38%	23%
Government should increase the amount of tax people pay and spend more	16%	11%	22%	15%	13%	15%	22%	23%	16%	12%	13%	15%	15%	16%	15%	24%	10%	30%	28%	11%	28%
Government should keep the amount of tax and spending as they are now	14%	13%	16%	13%	10%	16%	19%	14%	19%	11%	11%	18%	18%	13%	13%	5%	22%	12%	22%	18%	14%
Prefer not to say	13%	13%	13%	19%	15%	11%	9%	12%	10%	17%	13%	12%	11%	16%	12%	17%	8%	10%	7%	10%	11%
Don't know	25%	31%	19%	20%	27%	26%	23%	22%	25%	21%	30%	25%	22%	24%	32%	20%	22%	25%	27%	24%	24%
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, do you have a favourable or unfavourable opinion of Camilla, Queen Consort?

		Gen	der		Age (Group			Social	Grade				Region			Gene	ral 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	1148	592	556	83	507	296	262	269	353	241	285	136	372	304	292	44	338	262	95	442	421
Weighted	1148	598	550	122	473	282	271	270	342	233	303	162	308	312	267	98	328	250	85	430	398
Very favourable	11%	13%	9%	6%	6%	14%	21%	10%	12%	17%	8%	11%	12%	11%	14%	4%	23%	6%	11%	17%	10%
Somewhat favourable	22%	22%	23%	12%	20%	26%	28%	26%	23%	23%	19%	24%	27%	20%	20%	18%	32%	16%	35%	28%	22%
Somewhat unfavourable	14%	13%	15%	19%	12%	12%	18%	14%	15%	11%	16%	13%	16%	12%	15%	14%	14%	19%	11%	14%	14%
Very unfavourable	16%	16%	15%	19%	15%	19%	13%	13%	15%	15%	18%	16%	15%	18%	10%	26%	7%	24%	9%	12%	19%
Don't know	24%	24%	24%	24%	34%	21%	11%	27%	25%	21%	23%	26%	20%	24%	29%	24%	17%	25%	26%	18%	25%
Prefer not to say	12%	11%	13%	20%	14%	9%	10%	10%	10%	14%	15%	10%	10%	15%	12%	12%	7%	10%	8%	10%	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: "Pornography websites should have an age verification system so that children under 18 cannot access pornography online."

		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 Weighted	1148 1148	592 598	556 550	83 122	507 473	296 282	262 271	269 270	353 342	241 233	285 303	136 162	372 308	304 312	292 267	44 98	338 328	262 250	95 85	442 430	421 398
Completely agree	63%	71%	55%	38%	52%	70%	86%	60%	66%	62%	63%	62%	63%	67%	57%	73%	71%	59%	55%	69%	62%
Somewhat agree	15%	11%	18%	21%	18%	15%	7%	18%	14%	12%	14%	19%	14%	13%	16%	13%	13%	21%	25%	12%	20%
Somewhat disagree	3%	2%	5%	6%	5%	2%	0%	4%	4%	3%	2%	2%	5%	3%	2%	4%	4%	5%	3%	4%	3%
Completely disagree	2%	1%	3%	2%	2%	2%	-	2%	2%	1%	2%	3%	2%	1%	1%	-	2%	1%	4%	1%	2%
Prefer not to say	9%	8%	9%	19%	12%	5%	1%	8%	6%	11%	11%	8%	7%	10%	9%	8%	4%	7%	2%	6%	6%
Don't know	8%	7%	10%	13%	10%	7%	6%	8%	8%	11%	8%	6%	8%	7%	15%	2%	7%	6%	11%	7%	7%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%