PeoplePolling

About the Survey

Client: GB News

Fieldwork Period: February 22, 2023

Sampling Method: Online

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

Sample Size: 1,192

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	ral 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	1192 1192	620 619	572 573	103 126	518 491	299 293	272 282	284 291	367 363	246 245	295 293	133 168	374 320	302 324	286 277	97 102	344 341	276 271	94 94	441 437	437 439
0 (Certainly will not vote)	10%	10%	9%	16%	9%	12%	7%	6%	6%	11%	17%	6%	11%	10%	10%	10%	4%	2%	1%	8%	3%
1	2%	2%	2%	3%	1%	2%	1%	1%	1%	1%	4%	-	1%	2%	3%	2%	1%	-	-	1%	1%
2	1%	1%	1%	1%	1%	1%	-	1%	1%	0%	1%	2%	1%	1%	1%	1%	1%	0%	-	1%	1%
3	1%	1%	1%	-	1%	1%	1%	1%	0%	0%	2%	-	1%	1%	1%	-	0%	0%	1%	1%	0%
4	1%	2%	1%	3%	1%	1%	1%	1%	1%	2%	2%	1%	2%	2%	1%	-	2%	0%	-	1%	0%
5	5%	5%	5%	1%	5%	7%	5%	4%	3%	6%	8%	3%	4%	6%	6%	5%	4%	2%	1%	5%	2%
6	2%	2%	1%	-	2%	2%	2%	3%	0%	1%	3%	3%	3%	1%	2%	-	3%	1%	1%	3%	1%
7	3%	3%	2%	5%	3%	2%	1%	2%	3%	2%	3%	2%	3%	3%	3%	2%	4%	1%	5%	3%	1%
8	4%	3%	5%	2%	5%	4%	4%	4%	6%	5%	2%	4%	4%	4%	5%	2%	6%	4%	2%	4%	5%
9	7%	6%	8%	4%	8%	7%	7%	10%	7%	6%	5%	7%	9%	5%	9%	5%	7%	6%	13%	7%	10%
10 (Certain to vote)	55%	53%	59%	49%	52%	53%	66%	57%	64%	55%	43%	66%	50%	54%	53%	65%	64%	77%	74%	60%	72%
Prefer not to say	9%	12%	7%	16%	12%	8%	4%	10%	7%	11%	11%	8%	10%	12%	7%	8%	6%	6%	2%	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

			Gen	der		Age (Group			Social	Grade				Region			Gener	al Elections	s 2019	Brexit l	Ref 2016
	Feb 15	Feb 22	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	1192 1192	620 619	572 573	103 126	518 491	299 293	272 282	284 291	367 363	246 245	295 293	133 168	374 320	302 324	286 277	97 102	344 341	276 271	94 94	441 437	437 439
Labour	36%	36%	40%	32%	42%	46%	33%	24%	38%	38%	35%	34%	46%	36%	35%	34%	31%	13%	77%	34%	22%	49%
Conservative	16%	14%	9%	19%	2%	8%	16%	25%	10%	16%	14%	16%	15%	17%	14%	13%	6%	39%	-	2%	27%	6%
Lib Dem	6%	6%	5%	8%	5%	6%	7%	8%	9%	5%	8%	4%	8%	5%	5%	9%	6%	3%	3%	40%	3%	10%
SNP	3%	3%	3%	4%	6%	4%	3%	2%	5%	3%	1%	3%	-	0%	0%	-	36%	-	0%	-	1%	5%
Plaid Cymru	1%	1%	1%	1%	-	1%	1%	1%	1%	1%	1%	0%	-	3%	-	0%	-	0%	0%	-	1%	1%
Reform UK	5%	6%	3%	9%	2%	2%	8%	12%	4%	4%	7%	13%	5%	9%	4%	9%	3%	12%	1%	1%	14%	1%
Green	6%	5%	6%	4%	9%	7%	4%	3%	5%	6%	4%	5%	7%	3%	6%	7%	1%	2%	5%	2%	3%	7%
Some other party	2%	2%	1%	3%	7%	4%	0%	1%	5%	2%	0%	1%	1%	1%	7%	-	0%	1%	1%	-	1%	4%
Would not vote	1%	1%	0%	1%	0%	1%	0%	0%	1%	0%	0%	2%	1%	0%	1%	1%	0%	0%	0%	1%	0%	0%
Prefer not to say	7%	7%	8%	6%	5%	4%	9%	9%	7%	6%	9%	7%	4%	7%	7%	9%	5%	8%	4%	7%	8%	5%
Don't know	19%	18%	22%	13%	21%	19%	19%	15%	15%	20%	21%	15%	14%	20%	21%	17%	12%	21%	8%	13%	20%	13%
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	2019	Brexit I	Ref 2016
	Feb 15	Feb 22	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%	46%	55%	36%	58%	56%	43%	26%	44%	47%	48%	43%	49%	44%	46%	50%	30%	19%	88%	42%	30%	54%
Conservative	21%	20%	14%	26%	2%	12%	24%	35%	14%	23%	19%	21%	19%	25%	21%	17%	6%	55%	_	3%	37%	9%
Lib Dem	8%	7%	6%	9%	6%	6%	10%	8%	11%	5%	10%	5%	10%	7%	6%	9%	5%	5%	3%	52%	4%	12%
SNP	5%	5%	5%	4%	10%	5%	4%	4%	7%	5%	2%	5%	-	0%	1%	-	54%	-	0%	-	1%	5%
Plaid Cymru	1%	2%	1%	2%	-	1%	2%	2%	1%	2%	2%	0%	-	5%	-	0%	-	1%	0%	-	1%	1%
Reform UK	7%	9%	6%	13%	4%	2%	12%	19%	6%	5%	11%	17%	10%	13%	5%	12%	3%	16%	2%	1%	21%	1%
Green	8%	8%	10%	5%	13%	10%	5%	4%	7%	10%	7%	6%	10%	4%	9%	11%	1%	3%	6%	3%	4%	10%
Some other party	3%	4%	2%	6%	8%	7%	1%	1%	9%	4%	1%	3%	2%	1%	13%	-	0%	2%	1%	-	2%	7%
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 support the UK continuing to provide military aid to Ukraine?

		Gen	der		Age (Group			Social	Grade				Region			Gene	ral Election	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	1192	620	572	103	518	299	272	284	367	246	295	133	374	302	286	97	344	276	94	441	437
Weighted	1192	619	573	126	491	293	282	291	363	245	293	168	320	324	277	102	341	271	94	437	439
Strongly support	31%	23%	41%	22%	23%	30%	52%	38%	35%	31%	21%	40%	31%	30%	29%	29%	44%	31%	41%	39%	36%
Support	35%	35%	35%	31%	37%	39%	29%	31%	37%	36%	36%	25%	38%	35%	37%	34%	33%	36%	46%	34%	41%
Oppose	4%	5%	3%	5%	5%	5%	$2\% \\ 2\%$	4%	5%	3%	5%	8%	3%	4%	3%	5%	4%	5%	4%	6%	3%
Strongly oppose	4%	4%	5%	2%	6%	5%		5%	3%	4%	5%	6%	4%	4%	4%	5%	3%	5%	4%	6%	3%
Prefer not to say	9%	11%	7%	17%	8%	9%	6%	9%	6%	11%	10%	8%	9%	10%	8%	9%	7%	8%	1%	6%	5%
Don't know	16%	22%	9%	23%	21%	13%	8%	12%	14%	16%	22%	14%	15%	16%	18%	17%	10%	15%	3%	9%	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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Q4. Which of the following politicians do you trust to manage the ongoing Brexit negotiations regarding Northern Ireland?

		Ger	nder		Age (Group			Social	Grade				Region			Gener	ral Election	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	1192	620	572	103	518	299	272	284	367	246	295	133	374	302	286	97	344	276	94	441	437
Weighted	1192	619	573	126	491	293	282	291	363	245	293	168	320	324	277	102	341	271	94	437	439
Rishi Sunak	12%	8%	17%	5%	9%	12%	23%	15%	11%	12%	11%	11%	14%	15%	11%	5%	29%	2%	12%	21%	9%
Keir Starmer	16%	15%	17%	14%	17%	17%	12%	18%	19%	14%	12%	25%	14%	14%	15%	14%	4%	39%	28%	9%	28%
None of the above	36%	35%	37%	37%	39%	35%	31%	34%	35%	37%	37%	35%	32%	36%	37%	46%	31%	29%	34%	38%	34%
Prefer not to say	10%	12%	8%	15%	9%	12%	6%	10%	8%	12%	9%	6%	10%	11%	10%	10%	7%	10%	2%	8%	6%
Don't know	26%	31%	22%	28%	26%	24%	28%	23%	27%	25%	31%	23%	30%	25%	26%	25%	29%	20%	24%	24%	23%
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. Which of the following would be best to manage the British economy in the years ahead?

		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	1192 1192	620 619	572 573	103 126	518 491	299 293	272 282	284 291	367 363	246 245	295 293	133 168	374 320	302 324	286 277	97 102	344 341	276 271	94 94	441 437	437 439
A Conservative government with Rishi Sunak as Prime Minister	18%	12%	24%	9%	10%	18%	35%	22%	18%	12%	19%	19%	19%	19%	19%	8%	45%	1%	13%	31%	12%
A Labour government with Keir Starmer as Prime Minister	32%	33%	31%	34%	40%	28%	22%	37%	39%	27%	24%	40%	27%	32%	32%	34%	8%	69%	50%	17%	53%
Prefer not to say Don't know	12% 38%	12% 42%	11% 34%	16% 41%	11% 39%	12% 42%	10% $32%$	13% 29%	11% 32%	13% 49%	11% 46%	$9\% \\ 32\%$	12% 42%	14% 34%	10% 39%	14% 44%	9% 38%	9% 21%	7% 30%	11% 41%	8% 27%
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. The rate of corporation tax will rise from 19% to 25% from 1 April. To what extent, if at all, do you support this?

		Gen	der		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 Weighted	1192 1192	620 619	572 573	103 126	518 491	299 293	272 282	284 291	367 363	246 245	295 293	133 168	374 320	302 324	286 277	97 102	344 341	276 271	94 94	441 437	437 439
Strongly support	18%	14%	23%	18%	19%	19%	16%	25%	18%	15%	15%	15%	19%	19%	15%	27%	13%	27%	21%	15%	27%
Tend to support	20%	16%	25%	15%	18%	20%	26%	23%	24%	19%	13%	25%	16%	20%	23%	16%	23%	27%	34%	21%	26%
Tend to oppose	8%	6%	10%	4%	8%	7%	9%	9%	9%	6%	7%	11%	9%	6%	7%	4%	10%	6%	14%	10%	8%
Strongly oppose	12%	12%	13%	11%	11%	11%	16%	11%	11%	14%	13%	14%	12%	15%	10%	10%	19%	7%	6%	18%	8%
Prefer not to say	8%	9%	7%	14%	8%	9%	5%	8%	5%	11%	9%	7%	8%	9%	6%	10%	6%	7%	1%	7%	4%
Don't know	33%	43%	23%	38%	35%	34%	27%	24%	32%	35%	42%	28%	35%	30%	38%	34%	30%	27%	24%	30%	27%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%