PeoplePolling

About the Survey

Client: GB News

Fieldwork Period: March 8, 2023

Sampling Method: Online

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

Sample Size: 1,231

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 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	1231 1231	635 633	596 598	110 106	512 516	313 317	296 292	283 282	384 381	257 259	307 310	142 174	391 331	307 335	292 286	99 105	367 358	278 274	99 100	479 467	430 436
0 (Certainly will not vote)	12%	13%	10%	12%	14%	9%	11%	10%	7%	9%	20%	8%	11%	14%	12%	11%	3%	2%	1%	8%	4%
1	1%	1%	2%	1%	1%	1%	2%	1%	1%	1%	1%	-	1%	1%	2%	-	1%	-	1%	1%	1%
2	1%	2%	1%	3%	2%	1%	0%	3%	1%	1%	1%	1%	1%	2%	1%	2%	1%	1%	-	1%	1%
3	2%	2%	2%	3%	2%	2%	2%	2%	2%	1%	2%	1%	2%	2%	2%	-	2%	3%	-	2%	1%
4	1%	1%	0%	1%	1%	1%	0%	1%	1%	0%	1%	2%	1%	0%	0%	-	1%	-	-	0%	1%
5	6%	6%	5%	1%	4%	10%	4%	4%	3%	9%	8%	3%	4%	8%	6%	5%	4%	2%	2%	7%	3%
6	1%	2%	1%	2%	1%	1%	1%	1%	2%	1%	2%	1%	1%	1%	1%	4%	1%	1%	1%	1%	2%
7	2%	3%	2%	2%	2%	4%	1%	3%	1%	4%	2%	1%	4%	2%	2%	2%	2%	1%	3%	3%	2%
8	5%	4%	6%	3%	5%	6%	4%	4%	5%	4%	5%	5%	6%	2%	6%	4%	9%	3%	2%	7%	3%
9	5%	4%	7%	7%	6%	3%	5%	9%	6%	4%	2%	8%	5%	5%	4%	3%	6%	7%	8%	6%	6%
10 (Certain to vote)	54%	50%	57%	41%	49%	56%	64%	54%	62%	52%	45%	56%	52%	54%	52%	56%	64%	74%	80%	57%	71%
Prefer not to say	11%	14%	7%	24%	13%	7%	6%	9%	10%	13%	11%	13%	12%	8%	11%	13%	7%	6%	3%	7%	6%
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	ral Election	s 2019	Brexit	Ref 2016
	Mar 01	Mar 08	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	1158 1158	1231 1231	635 633	596 598	110 106	512 516	313 317	296 292	283 282	384 381	257 259	307 310	142 174	391 331	307 335	292 286	99 105	367 358	278 274	99 100	479 467	430 436
Labour	35%	33%	33%	33%	43%	43%	25%	25%	34%	38%	29%	30%	41%	32%	36%	29%	26%	8%	74%	37%	21%	44%
Conservative	17%	17%	11%	22%	5%	9%	21%	27%	13%	18%	22%	14%	14%	22%	14%	19%	8%	45%	-	-	30%	7%
Lib Dem	6%	6%	5%	8%	4%	5%	8%	7%	8%	6%	6%	5%	10%	4%	3%	11%	5%	4%	1%	33%	4%	9%
SNP	3%	3%	3%	2%	7%	2%	4%	1%	2%	2%	3%	5%	-	0%	-	0%	31%	0%	-	1%	1%	4%
Plaid Cymru	1%	1%	1%	1%	5%	1%	1%	0%	2%	1%	-	1%	-	3%	0%	-	0%	1%	1%	-	0%	1%
Reform UK	5%	5%	3%	6%	5%	2%	5%	7%	5%	3%	5%	6%	2%	5%	6%	5%	2%	8%	-	1%	9%	1%
Green	5%	6%	6%	5%	10%	8%	4%	2%	6%	6%	3%	7%	8%	5%	5%	7%	4%	1%	6%	5%	4%	6%
Some other party	2%	3%	4%	3%	-	5%	2%	3%	1%	3%	6%	3%	-	2%	7%	3%	-	2%	1%	-	2%	4%
Would not vote	1%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	1%	-	0%	0%
Prefer not to say	8%	8%	12%	5%	5%	7%	8%	12%	12%	5%	10%	8%	10%	7%	10%	9%	3%	9%	7%	6%	7%	10%
Don't know	18%	18%	22%	14%	16%	17%	23%	15%	16%	18%	16%	22%	16%	20%	18%	17%	19%	23%	10%	17%	22%	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	der		Age (Group			Social	Grade				Region			Gene	ral Elections	s 2019	Brexit I	Ref 2016
	Mar 01	Mar 08	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%	42%	46%	38%	51%	50%	34%	33%	43%	44%	37%	43%	50%	39%	50%	36%	28%	13%	90%	48%	27%	52%
Conservative	24%	23%	17%	28%	7%	13%	30%	37%	20%	24%	29%	18%	19%	29%	20%	26%	8%	65%	-	-	41%	11%
Lib Dem	9%	8%	7%	9%	4%	7%	10%	9%	11%	7%	8%	6%	13%	5%	3%	13%	6%	5%	1%	42%	6%	11%
SNP	5%	4%	5%	3%	11%	3%	6%	2%	3%	3%	4%	7%	-	0%	-	1%	47%	0%	-	1%	2%	6%
Plaid Cymru	1%	1%	2%	1%	6%	1%	1%	0%	4%	1%	-	1%	-	5%	0%	-	1%	1%	1%	-	1%	3%
Reform UK	7%	7%	4%	10%	5%	4%	7%	11%	8%	5%	8%	8%	5%	7%	9%	7%	3%	12%	-	1%	15%	2%
Green	8%	10%	12%	7%	16%	14%	8%	3%	10%	12%	5%	12%	13%	11%	7%	11%	6%	2%	7%	8%	6%	10%
Some other party	3%	5%	6%	4%	_	9%	3%	4%	1%	6%	9%	5%	-	4%	11%	6%	-	3%	1%	-	3%	6%
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. Do you think it is appropriate or inappropriate that former senior civil servant Sue Gray will be the chief of staff for the Labour Party leader Keir Starmer?

		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	Midland Wales	s/ North	Rest of South	Scotland	Con	Lab	Lib Dem	Leave	Remain
Unweighted Weighted	1231 1231	635 633	596 598	110 106	512 516	313 317	296 292	283 282	384 381	257 259	307 310	142 174	391 331	307 335	292 286	99 105	367 358	278 274	99 100	479 467	430 436
Completely appropriate	13%	9%	18%	10%	10%	15%	18%	17%	14%	13%	8%	11%	15%	13%	11%	17%	6%	28%	24%	10%	21%
Somewhat appropriate	7%	6%	9%	4%	9%	7%	7%	9%	9%	4%	6%	8%	6%	8%	8%	7%	5%	12%	14%	5%	13%
Somewhat inappropriate	10%	9%	10%	10%	10%	10%	8%	10%	11%	9%	8%	13%	10%	8%	10%	8%	15%	6%	5%	13%	8%
Completely inappropriate	16%	9%	24%	12%	6%	20%	31%	15%	16%	20%	15%	13%	19%	15%	18%	11%	39%	4%	4%	30%	7%
Prefer not to say	12%	15%	8%	24%	13%	10%	9%	11%	10%	15%	12%	13%	12%	12%	12%	11%	7%	10%	4%	8%	9%
Don't know	42%	52%	31%	41%	52%	38%	27%	38%	40%	39%	50%	40%	39%	44%	42%	45%	28%	40%	48%	33%	42%
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. Please indicate if you agree or disagree with the following statement: "The civil service is politically neutral."

		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	1231 1231	635 633	596 598	110 106	512 516	313 317	296 292	283 282	384 381	257 259	307 310	142 174	391 331	307 335	292 286	99 105	367 358	278 274	99 100	479 467	430 436
Completely agree	7%	4%	10%	5%	5%	10%	7%	6%	7%	6%	6%	7%	6%	8%	7%	4%	3%	11%	16%	5%	11%
Somewhat agree	14%	10%	19%	13%	14%	14%	15%	19%	18%	10%	8%	20%	15%	12%	11%	17%	10%	23%	27%	10%	23%
Somewhat disagree	20%	21%	20%	17%	19%	19%	25%	25%	20%	18%	19%	19%	23%	17%	23%	18%	26%	19%	19%	22%	21%
Completely disagree	18%	13%	24%	18%	14%	19%	26%	17%	19%	19%	18%	12%	19%	20%	18%	21%	33%	12%	6%	31%	11%
Prefer not to say	11%	14%	7%	22%	11%	10%	7%	10%	9%	14%	11%	13%	10%	9%	11%	12%	7%	7%	4%	7%	7%
Don't know	30%	38%	21%	25%	37%	28%	20%	23%	27%	32%	38%	29%	28%	33%	29%	27%	22%	27%	27%	25%	28%
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 politicians do you trust to manage the small boats crisis?

		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	1231	635	596	110	512	313	296	283	384	257	307	142	391	307	292	99	367	278	99	479	430
Weighted	1231	633	598	106	516	317	292	282	381	259	310	174	331	335	286	105	358	274	100	467	436
Rishi Sunak	16%	12%	20%	7%	10%	19%	27%	14%	16%	18%	16%	18%	18%	14%	17%	7%	39%	2%	10%	26%	10%
Keir Starmer	14%	14%	15%	19%	17%	13%	10%	20%	18%	9%	10%	18%	13%	14%	15%	16%	3%	33%	31%	7%	25%
None of the above	40%	36%	45%	37%	39%	41%	43%	37%	44%	39%	40%	35%	41%	44%	36%	47%	38%	38%	39%	46%	40%
Prefer not to say	11%	15%	6%	22%	12%	9%	6%	10%	9%	15%	9%	12%	10%	11%	10%	11%	7%	7%	4%	6%	7%
Don't know	19%	24%	13%	15%	23%	18%	14%	20%	14%	18%	25%	17%	18%	18%	23%	18%	14%	19%	16%	15%	17%
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: "People arriving in the UK illegally such as on small boats should be removed from the UK and blocked from returning in the future."

		Ger	nder		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	1231	635	596	110	512	313	296	283	384	257	307	142	391	307	292	99	367	278	99	479	430
Weighted	1231	633	598	106	516	317	292	282	381	259	310	174	331	335	286	105	358	274	100	467	436
Completely agree	38%	30%	47%	16%	23%	47%	62%	23%	34%	50%	47%	26%	40%	41%	39%	39%	66%	12%	14%	64%	16%
Somewhat agree	14%	14%	14%	8%	14%	18%	13%	16%	17%	11%	11%	17%	14%	13%	13%	17%	17%	15%	16%	15%	18%
Somewhat disagree Completely disagree	9% 16%	10% 16%	7% 16%	20% 19%	10% 24%	7% 10%	5% 7%	$14\% \\ 22\%$	9% 21%	5% 7%	6% 11%	$\frac{12\%}{20\%}$	9% 17%	7% 16%	9% 14%	9% 12%	$4\% \\ 2\%$	15% 38%	17% 40%	4% 4%	13% 34%
Prefer not to say	10%	12%	8%	21%	10%	8%	7%	9%	8%	13%	10%	11%	10%	9%	11%	10%	5%	7%	4%	6%	8%
Don't know	13%	17%	9%	16%	19%	11%	5%	16%	11%	13%	14%	14%	11%	14%	14%	12%	6%	14%	10%	8%	11%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%