PeoplePolling / GB News Survey Results

PeoplePolling

About the Survey

Client: GB News

Fieldwork Period: March 16-17, 2023

Sampling Method: Online

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

Sample Size: 1,289

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	**1289**	691	598	107	591	314	277	314	390	263	322	138	400	321	322	108	357	313	104	471	470
Weighted	**1289**	652	637	136	531	316	305	286	398	270	336	182	346	351	300	110	378	278	100	484	444
0 (Certainly will not vote)	**11%**	11%	11%	12%	13%	12%	6%	6%	7%	12%	19%	6%	11%	16%	9%	7%	3%	2%	2%	7%	3%
1	**2%**	2%	1%	2%	2%	1%	1%	1%	3%	1%	1%	-	1%	1%	3%	-	0%	0%	-	2%	1%
2	**1%**	2%	0%	1%	1%	1%	1%	1%	0%	1%	1%	-	2%	1%	1%	-	0%	0%	-	1%	0%
3	**1%**	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	1%	2%	1%	1%	1%	2%	1%	0%
4	**1%**	2%	1%	2%	1%	2%	0%	1%	1%	1%	2%	1%	1%	2%	1%	1%	1%	1%	1%	1%	0%
5	**6%**	6%	5%	5%	6%	6%	6%	4%	6%	8%	5%	6%	7%	6%	6%	1%	8%	4%	1%	8%	3%
6	**1%**	2%	1%	1%	2%	2%	0%	2%	1%	2%	1%	2%	2%	1%	2%	-	2%	1%	1%	1%	2%
7	**2%**	2%	2%	4%	2%	3%	2%	3%	1%	3%	2%	2%	3%	2%	2%	3%	3%	1%	2%	3%	2%
8	**5%**	6%	3%	3%	5%	4%	4%	4%	8%	3%	3%	5%	5%	5%	5%	2%	5%	5%	5%	5%	4%
9	**5%**	5%	5%	3%	6%	4%	5%	5%	7%	4%	4%	10%	5%	3%	6%	1%	5%	8%	9%	4%	8%
10 (Certain to vote)	**52%**	47%	57%	41%	43%	57%	68%	60%	53%	47%	47%	54%	49%	49%	51%	69%	64%	70%	73%	57%	68%
Prefer not to say	**13%**	15%	12%	26%	19%	8%	5%	12%	11%	16%	15%	15%	12%	13%	13%	15%	7%	7%	4%	9%	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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Q2. If there were to be a general election tomorrow, which party would you vote for?

All cases

	Mar 08	Mar 17	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	1231	**1289**	691	598	107	591	314	277	314	390	263	322	138	400	321	322	108	357	313	104	471	470
Weighted	1231	**1289**	652	637	136	531	316	305	286	398	270	336	182	346	351	300	110	378	278	100	484	444
Labour	33%	**35%**	37%	33%	48%	46%	35%	19%	37%	39%	24%	38%	39%	31%	40%	36%	28%	13%	74%	32%	23%	46%
Conservative	17%	**16%**	12%	20%	5%	6%	16%	33%	14%	13%	23%	18%	12%	19%	15%	18%	14%	43%	0%	3%	30%	8%
Lib Dem	6%	**7%**	6%	7%	4%	8%	7%	6%	13%	5%	7%	2%	9%	6%	5%	10%	3%	3%	3%	36%	3%	12%
SNP	3%	**3%**	3%	3%	-	5%	4%	1%	3%	3%	4%	2%	-	0%	0%	-	29%	0%	-	1%	2%	5%
Plaid Cymru	1%	**0%**	0%	1%	-	0%	0%	0%	0%	1%	-	1%	-	2%	0%	-	-	-	1%	-	1%	0%
Reform UK	5%	**4%**	2%	6%	2%	2%	4%	9%	2%	4%	8%	4%	7%	4%	4%	4%	-	9%	0%	-	9%	1%
Green	6%	**8%**	7%	9%	20%	8%	9%	3%	9%	7%	4%	10%	10%	8%	8%	7%	4%	2%	9%	7%	4%	10%
Some other party	3%	**1%**	1%	1%	-	0%	1%	2%	1%	0%	2%	2%	-	1%	1%	2%	-	1%	0%	-	2%	0%
Would not vote	0%	**1%**	1%	0%	0%	1%	1%	0%	0%	1%	0%	1%	0%	0%	1%	1%	0%	0%	0%	0%	1%	0%
Prefer not to say	8%	**8%**	10%	6%	8%	6%	10%	9%	6%	9%	11%	7%	5%	9%	11%	6%	8%	9%	5%	2%	7%	5%
Don't know	18%	**17%**	21%	12%	14%	18%	14%	18%	15%	19%	15%	15%	17%	21%	14%	15%	14%	20%	7%	19%	19%	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

	Mar 08	Mar 17	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	42%	**45%**	52%	39%	56%	57%	44%	24%	45%	48%	34%	51%	47%	42%	52%	46%	32%	19%	85%	41%	31%	51%
Conservative	23%	**20%**	17%	23%	5%	8%	18%	47%	16%	18%	27%	19%	15%	25%	20%	20%	12%	60%	0%	4%	40%	9%
Lib Dem	8%	**9%**	9%	9%	3%	12%	8%	8%	17%	6%	13%	3%	11%	9%	6%	14%	3%	4%	3%	46%	4%	14%
SNP	4%	**5%**	5%	4%	-	7%	6%	2%	4%	5%	7%	3%	-	1%	0%	-	46%	1%	-	1%	3%	7%
Plaid Cymru	1%	**1%**	0%	1%	-	0%	1%	1%	0%	1%	-	1%	-	2%	0%	-	-	-	1%	-	1%	1%
Reform UK	7%	**6%**	4%	9%	1%	4%	5%	13%	3%	6%	11%	5%	14%	5%	7%	5%	-	11%	0%	-	13%	1%
Green	10%	**13%**	12%	13%	35%	11%	16%	4%	14%	13%	6%	16%	14%	14%	14%	11%	6%	3%	10%	9%	7%	16%
Some other party	5%	**2%**	2%	1%	-	1%	2%	2%	1%	1%	2%	2%	-	1%	1%	4%	-	2%	0%	-	3%	0%
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. Which of the following would be best to manage the British economy in the years ahead?

| | 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	**1289**	691	598	107	591	314	277	314	390	263	322	138	400	321	322	108	357	313	104	471	470
Weighted	**1289**	652	637	136	531	316	305	286	398	270	336	182	346	351	300	110	378	278	100	484	444
A Conservative government with Rishi Sunak as Prime Minister	**17%**	12%	23%	9%	7%	19%	38%	19%	14%	23%	15%	16%	19%	18%	19%	12%	46%	1%	15%	30%	13%
A Labour government with Keir Starmer as Prime Minister	**30%**	28%	32%	36%	35%	32%	16%	40%	33%	18%	28%	38%	27%	31%	27%	34%	10%	70%	43%	18%	50%
Prefer not to say	**17%**	18%	15%	23%	18%	15%	14%	16%	15%	20%	16%	15%	15%	17%	19%	15%	13%	9%	5%	15%	11%
Don't know	**36%**	41%	31%	32%	40%	34%	32%	25%	38%	38%	41%	32%	39%	34%	36%	39%	30%	19%	37%	37%	26%
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. Do you feel better or worse off than you were at the last general election?

	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	1289	691	598	107	591	314	277	314	390	263	322	138	400	321	322	108	357	313	104	471	470
Weighted	1289	652	637	136	531	316	305	286	398	270	336	182	346	351	300	110	378	278	100	484	444
Better off	5%	4%	5%	5%	4%	4%	7%	7%	4%	4%	4%	7%	3%	5%	5%	2%	7%	4%	7%	5%	4%
Worse off	58%	59%	57%	38%	59%	70%	53%	62%	60%	53%	56%	64%	58%	54%	57%	64%	49%	78%	77%	57%	72%
Neither better nor worse off	16%	13%	20%	15%	11%	14%	29%	13%	17%	19%	16%	14%	17%	17%	16%	17%	30%	9%	9%	24%	11%
Prefer not to say	11%	12%	10%	22%	13%	9%	5%	12%	10%	13%	10%	10%	11%	11%	12%	9%	8%	6%	4%	7%	8%
Don't know	10%	12%	8%	20%	13%	4%	7%	6%	9%	11%	14%	5%	11%	13%	9%	8%	6%	4%	2%	7%	5%
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. When the government provides support to families with young children, which of the following statements come closest to your view?

| | 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	**1289**	691	598	107	591	314	277	314	390	263	322	138	400	321	322	108	357	313	104	471	470
Weighted	**1289**	652	637	136	531	316	305	286	398	270	336	182	346	351	300	110	378	278	100	484	444
The government should provide financial support to childcare providers to reduce the cost of childcare	**37%**	40%	35%	29%	34%	44%	41%	47%	35%	37%	33%	43%	41%	35%	34%	36%	44%	42%	39%	42%	41%
The government should provide financial support to families directly so they can use it as they see fit	**24%**	24%	25%	29%	26%	24%	19%	21%	28%	17%	28%	28%	22%	23%	25%	26%	18%	34%	30%	22%	28%
Prefer not to say	**14%**	15%	14%	21%	15%	12%	13%	13%	13%	19%	14%	9%	14%	15%	18%	15%	14%	7%	10%	13%	11%
Don't know	**24%**	21%	27%	22%	25%	20%	27%	19%	24%	26%	26%	20%	24%	27%	23%	22%	24%	17%	22%	23%	21%
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. In the spring budget, in order to keep senior doctors and other professionals in work, the government plans to abolish the tax-free cap at £1.07 million (i.e., the maximum amount it is possible to save before paying additional tax). To what extent, if at all, do you support or oppose abolishing the tax-free cap?

	National	Gender Female	Male	Age Group 18-24	25-49	50-64	65+	Social Grade AB	C1	C2	DE	Region London	Midlands/ Wales	North	Rest of South	Scotland	General Elections 2019 Con	Lab	Lib Dem	Brexit Ref 2016 Leave	Remain
Unweighted	1289	691	598	107	591	314	277	314	390	263	322	138	400	321	322	108	357	313	104	471	470
Weighted	1289	652	637	136	531	316	305	286	398	270	336	182	346	351	300	110	378	278	100	484	444
Strongly support	7%	6%	8%	9%	6%	6%	8%	9%	5%	4%	9%	10%	5%	6%	7%	7%	10%	5%	7%	7%	6%
Support	16%	12%	20%	11%	12%	16%	25%	24%	13%	15%	13%	18%	15%	14%	17%	18%	27%	12%	17%	20%	16%
Oppose	13%	11%	15%	11%	12%	15%	14%	13%	16%	12%	11%	16%	13%	12%	13%	14%	9%	17%	24%	12%	18%
Strongly oppose	13%	9%	16%	10%	11%	18%	12%	13%	13%	13%	11%	11%	9%	14%	14%	16%	10%	18%	17%	15%	14%
Prefer not to say	13%	15%	11%	21%	16%	11%	8%	12%	13%	16%	12%	9%	15%	14%	13%	13%	9%	9%	5%	10%	10%
Don't know	38%	46%	30%	39%	43%	34%	34%	28%	40%	39%	44%	36%	43%	39%	36%	32%	34%	40%	29%	36%	35%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%