# PeoplePolling / GB News Survey Results

### About the Survey

Client: GB News Fieldwork Period: March 29, 2023 Sampling Method: Online Population Sampled: All adults (18+) in Great Britain Sample Size: 1,209

*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.

# 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 C	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	1209 1209	635 637	574 572	94 128	$\begin{array}{c} 556 \\ 498 \end{array}$	292 297	267 286	289 297	378 373	$251 \\ 253$	291 286	$\begin{array}{c} 140 \\ 170 \end{array}$	$369 \\ 325$	305 329	289 281	106 104	354 350	$265 \\ 265$	91 92	$\begin{array}{c} 450 \\ 449 \end{array}$	$\begin{array}{c} 436\\ 440\end{array}$
0 (Certainly will not vote)	12%	12%	11%	11%	16%	8%	7%	8%	7%	16%	16%	9%	14%	13%	9%	8%	5%	5%	1%	8%	4%
1	2%	2%	2%	3%	1%	2%	2%	1%	1%	3%	2%	-	2%	2%	4%	-	1%	0%	-	2%	1%
2	2%	1%	2%	1%	1%	4%	1%	1%	1%	3%	2%	-	1%	2%	2%	-	1%	1%	-	3%	0%
3	1%	1%	1%	1%	2%	0%	1%	1%	1%	2%	2%	1%	1%	1%	1%	1%	1%	0%	1%	0%	1%
4	1%	2%	1%	1%	1%	3%	0%	1%	2%	2%	1%	-	2%	1%	2%	1%	2%	0%	-	2%	0%
5	6%	8%	4%	5%	6%	7%	5%	4%	7%	8%	5%	5%	6%	7%	6%	5%	6%	2%	2%	7%	3%
6	2%	3%	2%	4%	2%	2%	2%	4%	2%	1%	1%	2%	3%	1%	2%	1%	4%	1%	-	3%	1%
7	3%	3%	2%	2%	3%	2%	2%	1%	4%	2%	3%	1%	2%	3%	4%	2%	2%	2%	-	3%	2%
8	4%	4%	5%	8%	4%	4%	5%	7%	3%	5%	3%	6%	4%	5%	5%	3%	5%	4%	3%	4%	3%
9	6%	5%	8%	5%	6%	8%	6%	6%	7%	5%	6%	8%	9%	3%	6%	5%	10%	5%	11%	8%	6%
10 (Certain to vote)	50%	47%	54%	42%	44%	52%	65%	56%	55%	41%	46%	59%	45%	49%	48%	67%	58%	75%	77%	54%	70%
Prefer not to say	11%	12%	9%	18%	14%	8%	4%	10%	9%	11%	12%	9%	10%	13%	11%	7%	6%	5%	5%	6%	8%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

## 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 Elections	2019	Brexit l	Ref 2016
	Mar 22	Mar 29	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	1175 1175	1209 1209	635 637	574 572	94 128	$\begin{array}{c} 556 \\ 498 \end{array}$	292 297	267 286	289 297	378 373	$251 \\ 253$	291 286	$\begin{array}{c} 140 \\ 170 \end{array}$	369 325	305 329	289 281	$\frac{106}{104}$	354 350	$265 \\ 265$	91 92	450 449	$\begin{array}{c} 436\\ 440\end{array}$
Labour	36%	34%	33%	34%	46%	44%	29%	21%	35%	37%	29%	30%	40%	31%	40%	33%	19%	12%	74%	35%	22%	45%
Conservative	16%	18%	12%	23%	5%	9%	23%	28%	18%	14%	23%	19%	23%	23%	12%	16%	13%	46%	0%	3%	33%	6%
Lib Dem	8%	7%	6%	8%	4%	7%	9%	7%	9%	8%	6%	5%	8%	5%	5%	12%	7%	3%	4%	40%	2%	13%
SNP	3%	3%	4%	3%	4%	4%	3%	3%	3%	4%	6%	2%	0%	0%	0%	-	33%	0%	0%	-	1%	6%
Plaid Cymru	1%	0%	0%	0%	-	1%	-	-	1%	0%	-	-	-	1%	-	-	-	-	0%	-	0%	0%
Reform UK	6%	5%	3%	6%	4%	3%	5%	7%	3%	5%	6%	6%	5%	5%	3%	7%	3%	9%	1%	1%	10%	1%
Green	6%	5%	6%	4%	13%	6%	3%	2%	6%	4%	1%	7%	4%	3%	5%	6%	3%	1%	7%	3%	1%	6%
Some other party	2%	3%	3%	4%	9%	3%	1%	3%	4%	5%	1%	1%	2%	0%	8%	2%	1%	1%	1%	-	3%	3%
Would not vote	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%
Prefer not to say	5%	7%	7%	7%	1%	6%	8%	10%	7%	5%	12%	6%	6%	9%	8%	6%	3%	10%	3%	2%	9%	4%
Don't know	18%	18%	25%	10%	15%	17%	20%	18%	15%	17%	17%	24%	11%	22%	18%	19%	17%	18%	9%	16%	19%	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

			Gen	der		Age C	Group			Social	Grade				Region			Gener	al Elections	2019	Brexit I	Ref 2016
	Mar 22	Mar 29	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	43%	42%	46%	37%	52%	52%	34%	28%	41%	44%	38%	42%	43%	42%	49%	42%	20%	16%	86%	42%	29%	52%
Conservative	22%	$\mathbf{24\%}$	19%	29%	5%	14%	34%	38%	24%	19%	32%	24%	29%	33%	19%	21%	14%	64%	0%	3%	45%	8%
Lib Dem	10%	9%	9%	8%	7%	8%	11%	8%	11%	9%	8%	6%	9%	6%	7%	14%	9%	4%	4%	49%	2%	15%
SNP	4%	5%	5%	4%	4%	6%	4%	4%	3%	5%	8%	3%	0%	0%	1%	-	48%	0%	0%	-	1%	9%
Plaid Cymru	2%	1%	1%	0%	-	1%	-	-	2%	0%	-	-	-	2%	-	-	-	-	0%	-	0%	1%
Reform UK	9%	8%	6%	10%	4%	4%	9%	13%	5%	7%	11%	10%	9%	9%	5%	10%	4%	14%	1%	1%	15%	1%
Green	8%	7%	10%	5%	18%	8%	5%	3%	9%	6%	1%	12%	8%	7%	7%	9%	4%	1%	8%	5%	2%	9%
Some other party	3%	5%	4%	6%	11%	6%	1%	5%	5%	10%	2%	3%	2%	1%	13%	4%	3%	1%	1%	-	5%	6%
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. Thinking about Harry and Meghan, if you had to choose, would you prefer for them to move back to the UK or stay in the United States?

		Gen	der		Age (	Group			Social	Grade				Region			Gener	al 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	1209	635	574	94	556	292	267	289	378	251	291	140	369	305	289	106	354	265	91	450	436
Weighted	1209	637	572	128	498	297	286	297	373	253	286	170	325	329	281	104	350	265	92	449	440
Stay in the United States	48%	44%	52%	31%	35%	62%	62%	41%	53%	48%	47%	51%	48%	50%	44%	41%	68%	37%	43%	64%	40%
Move back to the UK	8%	8%	9%	10%	8%	7%	10%	8%	6%	10%	11%	10%	10%	7%	7%	8%	8%	10%	7%	9%	8%
Prefer not to say	11%	10%	11%	16%	14%	10%	3%	9%	10%	11%	12%	8%	11%	12%	11%	8%	6%	10%	7%	6%	9%
Don't know	33%	37%	29%	43%	43%	22%	24%	42%	31%	30%	30%	31%	31%	31%	38%	42%	18%	44%	42%	21%	43%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

## Q4. Should MPs continue to be allowed to have second jobs or be banned from having second jobs?

		Gen	der		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 Weighted	1209 1209	635 637	574 572	94 128	$\begin{array}{c} 556 \\ 498 \end{array}$	292 297	267 286	289 297	378 373	$251 \\ 253$	291 286	140 170	369 325	305 329	289 281	106 104	354 350	$265 \\ 265$	91 92	450 449	$\begin{array}{c} 436\\ 440\end{array}$
MP's should be banned from having second jobs	60%	54%	67%	43%	52%	67%	73%	55%	65%	59%	59%	64%	58%	57%	63%	61%	61%	70%	70%	67%	63%
MP's should continue to be allowed to have second jobs	12%	11%	14%	16%	12%	11%	13%	16%	12%	12%	10%	17%	13%	10%	12%	9%	18%	10%	14%	12%	13%
Prefer not to say	8%	8%	8%	15%	10%	5%	4%	7%	6%	11%	9%	9%	9%	8%	7%	5%	5%	5%	4%	5%	6%
Don't know	20%	27%	12%	26%	26%	17%	10%	22%	17%	19%	23%	10%	20%	25%	18%	24%	16%	15%	11%	16%	18%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

### Q5. Which of the following would be best to address crime and anti-social behaviour in the years ahead?

		Gen	der		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 Weighted	1209 1209	635 637	574 572	94 128	$\begin{array}{c} 556 \\ 498 \end{array}$	292 297	$267 \\ 286$	289 297	378 373	$251 \\ 253$	291 286	140 170	369 325	305 329	289 281	106 104	354 350	$265 \\ 265$	91 92	$\begin{array}{c} 450\\ 449\end{array}$	$\begin{array}{c} 436\\ 440\end{array}$
A Conservative government with Rishi Sunak as Prime Minister	16%	11%	21%	10%	8%	18%	30%	17%	15%	15%	16%	24%	17%	12%	15%	13%	41%	2%	11%	29%	9%
A Labour government with Keir Starmer as Prime Minister	28%	26%	31%	38%	34%	26%	17%	32%	31%	22%	27%	31%	23%	31%	28%	34%	7%	64%	46%	15%	46%
Prefer not to say	11%	12%	10%	19%	12%	9%	8%	11%	8%	13%	12%	14%	11%	12%	8%	10%	9%	6%	5%	8%	9%
Don't know Total	45% 100%	51% 100%	39% 100%	33% 100%	47% 100%	$47\% \\ 100\%$	$46\% \\ 100\%$	$40\% \\ 100\%$	$46\% \\ 100\%$	$50\% \\ 100\%$	46% 100%	$\frac{32\%}{100\%}$	49% 100%	46% 100%	49% 100%	43% 100%	43% 100%	28% 100%	$\frac{38\%}{100\%}$	49% 100%	$\frac{36\%}{100\%}$

## Q6. Do you think on-the-spot fines for crimes such as spraying graffiti (£150) are too harsh or not harsh enough?

		Gen	der		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	1209	635	574	94	556	292	267	289	378	251	291	140	369	305	289	106	354	265	91	450	436
Weighted	1209	637	572	128	498	297	286	297	373	253	286	170	325	329	281	104	350	265	92	449	440
Too harsh	8%	8%	8%	15%	11%	3%	5%	8%	8%	6%	9%	9%	6%	9%	7%	13%	3%	15%	6%	4%	10%
About right	32%	35%	29%	30%	32%	37%	28%	34%	38%	28%	26%	33%	33%	31%	32%	31%	31%	39%	40%	29%	37%
Not harsh enough	37%	30%	46%	20%	30%	40%	55%	34%	33%	42%	43%	42%	36%	34%	40%	40%	55%	24%	32%	54%	28%
Don't know	15%	19%	10%	20%	18%	13%	9%	17%	14%	16%	13%	8%	16%	18%	14%	12%	6%	17%	16%	9%	18%
Prefer not to say	8%	8%	8%	15%	9%	6%	3%	7%	7%	8%	9%	9%	8%	8%	7%	4%	5%	5%	6%	4%	7%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%