### **People**Polling

#### **About the Survey**

Client: GB News

Fieldwork Period: March 1, 2023

Sampling Method: Online

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

Sample Size: 1,158

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.

### **People**Polling

# 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?

		Ger	der		Age (	Group			Social	Grade				Region			Gener	ral Election:	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	1158 1158	595 588	563 570	97 123	496 477	301 284	264 274	266 264	369 371	239 236	284 288	130 164	356 312	290 312	282 270	100 100	341 336	256 256	90 86	443 442	417 416
0 (Certainly will not vote)	11% 2%	11% 2%	10% 2%	16% 2%	11% 2%	10% 1%	7% 2%	7% 1%	8% 2%	13% 2%	15% 3%	10% 1%	10% 2%	11% 1%	11% 4%	11% 1%	4% 1%	1% 1%	1%	8% 2%	4% 1%
2	1%	1%	1%	-	2%	2%	0%	0%	1%	2%	1%	1%	1%	2%	2%	-	0%	0%	1%	1%	1%
3 4	1% 1%	1% 1%	0% 0%	2%	1% 1%	0% 1%	1% 0%	1% 1%	0% 0%	1% 1%	1% 2%	1% 1%	1% 1%	0% 1%	1% 0%	2%	0% 0%	1%	-	1% 1%	0% 1%
5	6% 1%	7% 1%	5% 2%	3% 1%	7% 1%	7% 1%	4% 1%	6%	5% 2%	6% 2%	7% 0%	6% 1%	6% 0%	8% 2%	6% 2%	1% 1%	8% 2%	3% 0%	2%	8% 1%	2% 2%
7	3%	4%	2%	4%	4%	3%	2%	3%	4%	2%	3%	2%	3%	5%	3%	2%	3%	3%	2%	4%	1%
8	4% 6%	4% 6%	4% 5%	2% 3%	3% 7%	6% 6%	4% 5%	4% 8%	3% 7%	5% 4%	4% 3%	5% 4%	5% 6%	3% 5%	3% 8%	5% 4%	4% 6%	3% 7%	7% 9%	5% 5%	4% 8%
10 (Certain to vote) Prefer not to say	54% 10%	49% 12%	60% 9%	47% 19%	49% 13%	55% 7%	67% 7%	60% 10%	56% 11%	48% 13%	53% 9%	58% 10%	53% 12%	54% 10%	52% 10%	64% 10%	66% 6%	75% 6%	75% 2%	56% 9%	73% 4%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

## **People**Polling

#### 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
	Feb 22	Mar 01	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	1158 1158	595 588	563 570	97 123	496 477	301 284	264 274	266 264	369 371	239 236	284 288	130 164	356 312	290 312	282 270	100 100	341 336	256 256	90 86	443 442	417 416
Labour	36%	35%	35%	35%	45%	46%	29%	21%	39%	34%	27%	38%	39%	37%	43%	26%	22%	14%	73%	29%	20%	47%
Conservative	14%	17%	12%	22%	9%	7%	18%	33%	15%	18%	17%	19%	18%	18%	13%	25%	7%	44%	0%	5%	31%	8%
Lib Dem	6%	6%	4%	8%	5%	7%	7%	6%	12%	5%	6%	3%	11%	5%	4%	8%	4%	4%	2%	34%	3%	9%
SNP	3%	3%	5%	2%	3%	4%	3%	2%	3%	2%	4%	5%	-	0%	-	-	36%	-	0%	1%	2%	5%
Plaid Cymru	1%	1%	1%	0%	4%	1%	0%	-	1%	1%	0%	0%	-	3%	-	-	-	-	1%	-	-	1%
Reform UK	6%	5%	3%	6%	2%	3%	5%	7%	2%	4%	10%	4%	5%	4%	3%	6%	6%	8%	1%	1%	9%	1%
Green	5%	5%	5%	5%	8%	6%	6%	4%	5%	6%	6%	4%	8%	5%	5%	6%	2%	2%	6%	3%	4%	6%
Some other party	2%	2%	0%	3%	8%	1%	2%	0%	1%	3%	1%	2%	2%	1%	3%	1%	1%	1%	-	2%	1%	2%
Would not vote	1%	1%	1%	0%	0%	1%	0%	1%	1%	0%	1%	1%	0%	1%	1%	0%	0%	0%	-	-	1%	0%
Prefer not to say	7%	8%	8%	7%	9%	5%	9%	8%	5%	9%	8%	7%	7%	9%	6%	9%	5%	9%	6%	9%	8%	7%
Don't know	18%	18%	25%	11%	7%	18%	20%	18%	17%	17%	20%	17%	11%	17%	21%	18%	17%	19%	10%	15%	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 22	Mar 01	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	46%	45%	50%	40%	52%	57%	40%	27%	47%	45%	35%	49%	42%	48%	55%	34%	30%	19%	87%	39%	27%	56%
Conservative	20%	24%	21%	27%	11%	12%	28%	45%	21%	24%	24%	26%	23%	27%	20%	33%	6%	61%	0%	6%	42%	10%
Lib Dem	7%	9%	7%	10%	7%	9%	9%	8%	17%	6%	10%	3%	16%	6%	7%	11%	3%	4%	3%	45%	5%	12%
SNP	5%	5%	6%	3%	5%	5%	5%	3%	3%	3%	7%	6%	-	0%	-	-	51%	-	0%	1%	3%	7%
Plaid Cymru	2%	1%	2%	0%	5%	1%	0%	-	1%	2%	0%	0%	-	3%	-	-	-	-	1%	-	-	2%
Reform UK	9%	7%	4%	9%	1%	5%	7%	11%	2%	6%	14%	6%	6%	7%	5%	9%	6%	11%	1%	1%	14%	2%
Green	8%	8%	9%	7%	10%	9%	7%	6%	6%	9%	8%	7%	11%	6%	8%	10%	2%	3%	7%	5%	7%	8%
Some other party	4%	3%	1%	5%	10%	2%	4%	0%	2%	5%	1%	2%	2%	2%	5%	2%	1%	1%	_	3%	3%	3%
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. Which of the following political parties do you think would be the best at managing Brexit?

		Gen	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 Weighted	1158 1158	595 588	563 570	97 123	496 477	301 284	264 274	266 264	369 371	239 236	284 288	130 164	356 312	290 312	282 270	100 100	341 336	256 256	90 86	443 442	417 416
Labour	17%	16%	19%	20%	22%	13%	13%	21%	18%	14%	16%	24%	15%	23%	12%	10%	5%	45%	21%	8%	30%
Conservative	16%	11%	20%	4%	7%	17%	34%	15%	16%	16%	16%	17%	17%	13%	20%	8%	44%	0%	6%	29%	8%
Lib Dem	3%	2%	4%	3%	3%	3%	2%	5%	2%	2%	2%	5%	4%	1%	2%	-	1%	3%	17%	1%	5%
SNP	2%	1%	2%	2%	2%	2%	1%	2%	1%	2%	3%	1%	1%	1%	0%	13%	-	2%	1%	1%	4%
Plaid Cymru	0%	0%	1%	-	1%	1%	-	0%	0%	1%	1%	-	1%	-	0%	1%	0%	1%	-	0%	1%
Reform UK	5%	3%	7%	5%	3%	6%	8%	4%	4%	10%	4%	6%	6%	4%	5%	6%	10%	2%	-	10%	2%
Green	4%	3%	5%	8%	3%	4%	2%	5%	5%	1%	3%	4%	3%	5%	3%	3%	1%	6%	3%	2%	6%
Prefer not to say	14%	16%	11%	16%	14%	14%	11%	9%	14%	17%	14%	14%	14%	14%	14%	11%	9%	9%	10%	12%	9%
Don't know	40%	48%	31%	41%	45%	40%	29%	40%	40%	37%	42%	29%	39%	40%	44%	47%	31%	32%	42%	38%	35%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

### **People**Polling

# Q4. To what extent, if at all, do you support or oppose King Charles meeting with European Commission President Ursula von der Leyen?

		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 Weighted	1158 1158	595 588	563 570	97 123	496 477	301 284	264 274	266 264	369 371	239 236	284 288	130 164	356 312	290 312	282 270	100 100	341 336	256 256	90 86	443 442	417 416
Strongly support	11%	8%	14%	3%	9%	12%	16%	11%	10%	12%	10%	14%	10%	9%	11%	10%	12%	12%	21%	10%	17%
Support	14%	12%	17%	10%	10%	16%	23%	17%	16%	11%	13%	18%	13%	14%	18%	5%	20%	14%	24%	18%	15%
Neither support nor oppose	33%	28%	38%	27%	33%	34%	34%	33%	34%	31%	34%	31%	34%	33%	32%	35%	37%	38%	35%	37%	37%
Oppose	3%	3%	2%	3%	1%	2%	6%	2%	2%	4%	2%	3%	2%	2%	3%	3%	4%	2%	4%	3%	3%
Strongly oppose	5%	4%	6%	7%	4%	4%	5%	4%	4%	4%	7%	7%	4%	7%	3%	4%	6%	7%	1%	7%	4%
Prefer not to say	11%	13%	10%	18%	13%	8%	8%	9%	12%	14%	11%	9%	12%	12%	11%	11%	7%	9%	6%	9%	7%
Don't know	23%	33%	13%	33%	30%	23%	7%	24%	23%	23%	24%	18%	25%	22%	22%	32%	13%	18%	8%	16%	17%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

## **People**Polling

#### Q5. Do you think it was the right or wrong decision to have a lockdown for everyone during the Covid pandemic?

		Gen	der		Age (	Group			Social	Grade				Region			Gener	ral Election	s 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	1158	595	563	97	496	301	264	266	369	239	284	130	356	290	282	100	341	256	90	443	417
Weighted	1158	588	570	123	477	284	274	264	371	236	288	164	312	312	270	100	336	256	86	442	416
Right decision	60%	59%	62%	38%	58%	63%	71%	69%	61%	54%	58%	63%	58%	61%	62%	60%	65%	69%	87%	59%	74%
Wrong decision	15%	11%	19%	15%	13%	18%	14%	10%	13%	21%	16%	12%	14%	13%	18%	19%	19%	10%	6%	21%	10%
Prefer not to say	10%	11%	9%	17%	12%	8%	7%	8%	9%	14%	10%	9%	11%	11%	10%	8%	7%	7%	3%	9%	5%
Don't know Total	15%	19%	10%	30%	17%	11%	8%	14%	17%	11%	15%	16%	17%	15%	11%	13%	10%	14%	4%	11%	10%
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

## **People**Polling

# Q6. To what extent, if at all, do you support or oppose an immediate public inquiry into the handling of the Covid pandemic?

		Gen	der		Age (	Group			Social	Grade				Region			Gener	al Elections	s 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	1158	595	563	97	496	301	264	266	369	239	284	130	356	290	282	100	341	256	90	443	417
Weighted	1158	588	570	123	477	284	274	264	371	236	288	164	312	312	270	100	336	256	86	442	416
Strongly support	29%	24%	34%	27%	30%	29%	27%	29%	30%	27%	28%	37%	28%	28%	25%	33%	20%	49%	37%	24%	41%
Support	21%	23%	20%	15%	22%	22%	21%	30%	21%	16%	18%	26%	19%	20%	22%	21%	22%	21%	31%	20%	24%
Neither support nor oppose	19%	18%	20%	16%	15%	20%	26%	15%	18%	23%	19%	14%	20%	19%	20%	19%	25%	15%	16%	25%	16%
Oppose	8%	8%	7%	6%	8%	8%	8%	6%	7%	8%	9%	4%	9%	9%	7%	7%	14%	2%	6%	10%	5%
Strongly oppose	5%	3%	6%	5%	2%	6%	7%	4%	5%	3%	6%	3%	4%	6%	6%	1%	9%	1%	2%	6%	4%
Prefer not to say	10%	11%	9%	16%	11%	7%	7%	7%	9%	12%	10%	8%	10%	10%	10%	8%	5%	7%	3%	9%	5%
Don't know	10%	14%	5%	16%	12%	8%	4%	10%	9%	10%	10%	9%	11%	8%	10%	11%	4%	5%	4%	5%	5%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%