PeoplePolling / GB News Survey Results

About the Survey

Client: GB News Fieldwork Period: August 30, 2022 Sampling Method: Online Population Sampled: All adults (18+) in Great Britain Sample Size: 1,203

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	s 2019	Brexit J	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	1203 1203	633 629	570 574	146 127	$\begin{array}{c} 513\\ 496\end{array}$	312 295	232 285	293 267	367 371	$248 \\ 252$	295 313	133 170	378 323	293 327	299 280	100 103	360 360	273 260	95 98	$\begin{array}{c} 463 \\ 450 \end{array}$	433 418
0 (Certainly will not vote)	12%	11%	13%	10%	16%	11%	7%	7%	8%	15%	19%	6%	10%	15%	14%	13%	3%	1%	1%	9%	5%
1	1%	2%	1%	2%	2%	1%	-	1%	1%	1%	2%	1%	2%	1%	2%	1%	1%	1%	-	1%	0%
2	1%	1%	1%	1%	2%	1%	-	2%	1%	1%	0%	2%	1%	1%	1%	1%	1%	0%	0%	1%	1%
3	2%	2%	3%	3%	2%	2%	2%	3%	2%	1%	3%	1%	2%	3%	3%	3%	2%	1%	-	2%	2%
4	2%	2%	2%	5%	2%	1%	-	3%	0%	2%	3%	3%	1%	2%	2%	1%	1%	-	3%	1%	1%
5	8%	8%	7%	4%	9%	7%	7%	5%	9%	9%	8%	8%	10%	7%	8%	1%	8%	2%	6%	9%	4%
6	2%	3%	1%	2%	2%	4%	1%	1%	2%	4%	2%	3%	2%	1%	2%	2%	2%	2%	1%	2%	1%
7	3%	3%	2%	2%	2%	4%	2%	2%	3%	2%	4%	4%	3%	2%	3%	1%	3%	2%	5%	3%	2%
8	5%	5%	5%	6%	5%	3%	4%	4%	5%	6%	3%	6%	5%	6%	3%	2%	7%	3%	5%	5%	4%
9	7%	7%	6%	10%	6%	6%	5%	9%	7%	6%	4%	5%	6%	8%	6%	7%	8%	7%	6%	5%	7%
10 (Certain to vote)	54%	52%	57%	46%	46%	56%	72%	60%	59%	48%	49%	57%	55%	50%	53%	67%	62%	80%	71%	59%	71%
Prefer not to say	3%	5%	2%	9%	5%	2%	-	3%	3%	4%	4%	4%	3%	4%	4%	2%	3%	1%	0%	3%	1%
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	s 2019	Brexit l	Ref 2016
	Aug 22	Aug 30	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	1235 1235	1203 1203	633 629	570 574	146 127	$\begin{array}{c} 513\\ 496\end{array}$	312 295	232 285	293 267	367 371	$248 \\ 252$	295 313	133 170	378 323	293 327	299 280	100 103	360 360	273 260	95 93	463 450	433 418
Labour	31%	32%	35%	29%	45%	40%	28%	20%	26%	38%	25%	37%	34%	33%	35%	31%	20%	10%	73%	27%	20%	45%
Conservative	20%	18%	14%	22%	6%	10%	21%	30%	15%	15%	25%	19%	15%	21%	18%	19%	11%	48%	1%	2%	34%	8%
Lib Dem	8%	7%	7%	8%	6%	7%	6%	9%	12%	4%	10%	5%	10%	5%	6%	9%	5%	1%	4%	45%	4%	11%
SNP	4%	3%	4%	3%	2%	3%	7%	2%	4%	2%	2%	6%	-	-	0%	-	37%	-	-	-	2%	6%
Plaid Cymru	1%	1%	1%	1%	2%	0%	1%	1%	2%	1%	1%	1%	0%	2%	1%	-	-	1%	0%	0%	1%	0%
Reform UK	3%	3%	2%	4%	2%	2%	4%	4%	1%	2%	8%	2%	2%	5%	2%	2%	2%	6%	1%	1%	6%	1%
Green	4%	4%	4%	4%	8%	6%	4%	2%	5%	6%	3%	3%	2%	3%	5%	7%	4%	1%	6%	5%	3%	5%
Some other party	3%	4%	2%	5%	12%	2%	3%	3%	4%	5%	3%	2%	4%	2%	8%	1%	-	2%	2%	1%	3%	2%
Would not vote	0%	0%	0%	0%	0%	1%	1%	0%	0%	0%	1%	1%	1%	0%	0%	0%	1%	0%	0%	0%	1%	0%
Prefer not to say	6%	7%	7%	6%	2%	6%	6%	9%	6%	8%	8%	4%	9%	6%	7%	6%	6%	6%	5%	2%	6%	5%
Don't know	19%	20%	24%	17%	14%	23%	20%	20%	26%	20%	15%	20%	24%	21%	18%	23%	14%	24%	9%	16%	21%	17%
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	s 2019	Brexit I	Ref 2016
	Aug 22	Aug 30	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	40%	42%	47%	36%	47%	54%	35%	27%	35%	48%	30%	47%	47%	41%	44%	43%	21%	15%	85%	33%	28%	54%
Conservative	26%	25%	21%	28%	8%	15%	28%	43%	23%	22%	31%	23%	22%	30%	24%	27%	9%	69%	1%	2%	46%	11%
Lib Dem	11%	10%	10%	10%	7%	10%	7%	12%	15%	6%	12%	8%	18%	7%	8%	11%	5%	2%	4%	54%	5%	13%
SNP	6%	5%	7%	4%	2%	4%	10%	4%	7%	3%	4%	9%	-	-	1%	-	56%	-	-	-	3%	10%
Plaid Cymru	1%	2%	2%	1%	4%	0%	2%	2%	3%	1%	1%	1%	1%	4%	1%	-	-	1%	0%	1%	2%	1%
Reform UK	5%	4%	2%	7%	3%	3%	6%	6%	2%	3%	11%	4%	2%	8%	3%	5%	3%	8%	1%	1%	8%	2%
Green	6%	7%	7%	7%	12%	9%	6%	3%	9%	9%	5%	5%	2%	6%	7%	10%	6%	2%	7%	7%	4%	7%
Some other party	5%	6%	4%	8%	17%	5%	6%	4%	6%	7%	7%	4%	9%	3%	12%	4%	-	3%	2%	1%	6%	4%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Q3. What word or phrase first comes to mind when you think about Keir Starmer?

		Gen	der		Age (Group			Social	Grade				Region			Gener	al Election	s 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	1203 1203	633 629	570 574	146 127	$\begin{array}{c} 513 \\ 496 \end{array}$	312 295	232 285	293 267	367 371	$\begin{array}{c} 248 \\ 252 \end{array}$	$295 \\ 313$	133 170	378 323	293 327	299 280	$\begin{array}{c} 100 \\ 103 \end{array}$	360 360	273 260	95 93	463 450	433 418
No word or phrase mentioned Word or phrase mentioned Total	6% 94% 100%	6% 93% 100%	5% 95% 100%	10% 90% 100%	7% 93% 100%	4% 96% 100%	2% 98% 100%	5% 95% 100%	5% 94% 100%	6% 94% 100%	6% 94% 100%	5% 94% 100%	6% 94% 100%	5% 95% 100%	7% 93% 100%	3% 97% 100%	6% 94% 100%	4% 96% 100%	4% 96% 100%	4% 96% 100%	3% 97% 100%



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Word	Frequency	Word	Frequency	Word	Frequency
labour	56	fair	4	believable	2
useless	85	fence	4	bloke	2
weak	32	hindsight	4	boris	2
idiot	28	indecisive	4	captain	2
boring	26	k*****d	4	clue	2
tory	26	leadership	4	clueless	2
leader	25	loser	4	comment	2
t**t	24	people	4	commie	2
bland	20	rich	4	con	2
liar	19	sir	4	contradictory	2
honest	17	unconvincing	4	corbyn	2
dull	16	uninspiring	4	credible	2
idea	13	washy	4	dedicated	2
politician	18	wishy	4	d*****d	2
untrustworthy	11	annoving	3	efficient	2
unsure	10	change	3	egotistical	2
ineffectual	9	clever	3	entitled	2
smarmy	9	disappointing	3	fine	2
bad	8	disguise	3	forceful	2
integrity	8	faced	3	ham	2
touch	8	fake	3	heard	2
decent	7	fool	3	hopeful	2
k**b	7	hard	3	ideas	2
party	7	hope	3	inept	2
reliable	7	incompetent	3	lot	2
rest	7	looser	3	neutral	2
strong	7	muppet	3	nondescript	2
tories	7	person	3	opinion	2
d**k	6	pompous	3	pleasant	2
hypocrite	6	prat	8	plonker	2
intelligent	6	p***k	3	pointless	2
lawyer	6	principled	8	policies	2
meh	6	privileged	3	positive	2
steady	6	real	3	quiet	2
w****r	6	rude	8	scumbag	2
competent	5	safe	8	slimy	2
conservative	5	scum	8	solid	2
ineffective	5	sleazy	8	spineless	2
minister	5	slimey	3	stable	2
posh	5	slv	3	swear	2
prime	5	space	3	talk	2
professional	5	trust	8	tony	2
red	5	ugh	3	top	2
rubbish	5	waste	3	trustworthy	2
traitor	5	wet	8	twit	2
weird	5	world	8	unknown	2
awful	4	alright	2	whos	2
bunch	4	alternatives	2	word	2
dependable	4	average	2	worse	2
dodgy	4	barrister	2		2

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Q4. Grassroots campaigns are encouraging households to cancel their direct debits to energy companies and refuse to pay until prices are brought down. Do you support or oppose this campaign?

		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	1203 1203	633 629	570 574	146 127	$513 \\ 496$	$312 \\ 295$	$232 \\ 285$	293 267	367 371	$\begin{array}{c} 248 \\ 252 \end{array}$	$295 \\ 313$	133 170	378 323	293 327	299 280	$\begin{array}{c} 100 \\ 103 \end{array}$	360 360	273 260	95 93	$\begin{array}{c} 463 \\ 450 \end{array}$	433 418
Completely support	15%	12%	19%	18%	17%	14%	13%	11%	11%	22%	19%	18%	11%	17%	15%	21%	10%	17%	7%	14%	16%
Somewhat support	18%	17%	19%	24%	20%	16%	14%	21%	18%	18%	15%	22%	18%	17%	17%	18%	14%	27%	21%	17%	20%
Neither support nor oppose	20%	21%	20%	18%	17%	25%	22%	19%	22%	25%	15%	17%	21%	22%	21%	20%	22%	21%	22%	22%	20%
Somewhat oppose	13%	13%	13%	11%	13%	14%	13%	14%	14%	8%	13%	17%	15%	8%	13%	12%	15%	13%	18%	12%	15%
Completely oppose	16%	15%	18%	7%	10%	17%	30%	20%	16%	14%	15%	18%	18%	16%	16%	10%	26%	9%	20%	22%	16%
Prefer not to say	5%	5%	4%	6%	5%	3%	4%	2%	7%	4%	5%	3%	5%	5%	5%	6%	5%	3%	-	4%	3%
Don't know	13%	17%	8%	17%	18%	11%	4%	12%	11%	10%	17%	5%	13%	15%	14%	13%	8%	10%	11%	9%	9%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Q5. Do you agree or disagree that violent crime in Britain is "out of control"?

		Gen	der		Age (Group			Social	Grade				Region			Gener	al Elections	s 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	1203 1203	633 629	570 574	146 127	$\begin{array}{c} 518\\ 496\end{array}$	312 295	232 285	293 267	367 371	$\begin{array}{c} 248 \\ 252 \end{array}$	$295 \\ 313$	133 170	378 323	293 327	299 280	$\begin{array}{c} 100 \\ 103 \end{array}$	360 360	273 260	95 93	463 450	433 418
Completely agree	29%	26%	32%	12%	24%	35%	38%	24%	22%	38%	35%	36%	31%	29%	23%	28%	36%	25%	12%	41%	19%
Somewhat agree	32%	35%	29%	31%	30%	32%	36%	30%	36%	33%	28%	27%	31%	35%	33%	31%	33%	34%	39%	30%	34%
Neither agree nor disagree	14%	13%	15%	17%	14%	14%	13%	16%	15%	11%	13%	13%	15%	12%	16%	13%	12%	17%	16%	12%	18%
Somewhat disagree	11%	10%	13%	12%	14%	11%	8%	17%	13%	8%	7%	15%	10%	10%	12%	13%	9%	14%	23%	8%	18%
Completely disagree	4%	3%	4%	6%	4%	2%	2%	7%	3%	1%	3%	4%	3%	2%	4%	5%	2%	6%	3%	1%	6%
Prefer not to say	2%	4%	1%	6%	4%	1%	-	2%	2%	2%	3%	2%	2%	2%	3%	2%	2%	1%	-	2%	1%
Don't know	8%	9%	6%	16%	11%	4%	2%	4%	8%	5%	11%	3%	7%	9%	8%	8%	5%	3%	6%	6%	5%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Q6. Which of the following statements do you believe to be true?

		Gen	der		Age (Group			Social	Grade				Region			Gener	ral Election	s 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	1203	633	570	146	513	312	232	293	367	248	295	133	378	293	299	100	360	273	95	463	433
Weighted	1203	629	574	127	496	295	285	267	371	252	313	170	323	327	280	103	360	260	93	450	418
Princess Diana died in an accident	40%	37%	44%	18%	37%	43%	52%	47%	41%	36%	35%	48%	39%	36%	42%	37%	52%	42%	54%	42%	48%
Princess Diana was assassinated	29%	29%	28%	44%	29%	28%	22%	26%	22%	37%	33%	27%	25%	32%	27%	33%	$\mathbf{23\%}$	30%	17%	30%	23%
Prefer not to say	5%	6%	4%	9%	6%	3%	2%	6%	6%	4%	4%	4%	5%	5%	5%	4%	5%	3%	4%	4%	3%
Don't know	27%	29%	24%	28%	28%	26%	24%	22%	31%	23%	28%	21%	30%	27%	26%	25%	20%	25%	25%	23%	25%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%