PeoplePolling

About the Survey

Client: GB News

Fieldwork Period: September 7, 2022

Sampling Method: Online

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

Sample Size: 1,162

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	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 Weighted	1162 1162	600 600	562 562	127 123	492 479	298 285	245 275	286 277	349 352	240 236	287 296	135 164	355 312	285 316	287 270	100 99	348 349	267 254	90 88	453 435	420 403
0 (Certainly will not vote)	11%	10%	13%	13%	13%	13%	6%	11%	8%	9%	18%	7%	10%	15%	12%	10%	2%	2%	1%	8%	3%
1	3%	3%	2%	2%	3%	3%	1%	1%	3%	3%	3%	2%	2%	3%	3%	1%	1%	1%	-	1%	1%
2	1%	1%	1%	-	2%	0%	1%	1%	1%	1%	1%	1%	1%	1%	2%	2%	1%	-	-	1%	0%
3	1%	2%	1%	4%	2%	1%	-	1%	1%	3%	1%	1%	1%	2%	2%	-	-	1%	-	1%	1%
4	1%	1%	2%	3%	1%	2%	0%	1%	-	1%	3%	2%	1%	1%	1%	2%	1%	0%	-	0%	1%
5	6%	8%	4%	3%	7%	6%	5%	3%	5%	7%	8%	6%	5%	8%	6%	4%	6%	3%	2%	7%	2%
6	1%	1%	1%	1%	1%	0%	2%	1%	1%	1%	1%	-	3%	1%	1%	-	2%	-	1%	1%	1%
7	3%	4%	3%	2%	3%	4%	5%	3%	4%	3%	3%	6%	3%	2%	4%	2%	4%	2%	5%	4%	3%
8	4%	5%	4%	5%	5%	3%	4%	3%	6%	4%	4%	4%	5%	4%	4%	4%	5%	5%	2%	6%	3%
9	7%	7%	6%	5%	7%	7%	7%	8%	8%	6%	5%	12%	6%	4%	6%	9%	9%	6%	7%	5%	9%
10 (Certain to vote)	56%	53%	59%	50%	50%	58%	67%	64%	59%	56%	46%	55%	58%	53%	55%	64%	67%	78%	82%	62%	73%
Prefer not to say	5%	6%	3%	11%	6%	2%	2%	3%	4%	5%	6%	4%	6%	5%	4%	1%	2%	2%	_	3%	2%
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

			Ger	nder		Age (Group			Social	Grade				Region			Gener	ral Election	s 2019	Brexit l	Ref 2016
	Aug 30	Sep 07	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	1162 1162	600 600	562 562	127 123	492 479	$\frac{298}{285}$	$\frac{245}{275}$	286 277	349 352	240 236	287 296	135 164	355 312	285 316	287 270	100 99	348 349	$\frac{267}{254}$	90 88	453 435	420 403
Labour	32%	32%	34%	29%	53%	41%	24%	18%	38%	32%	28%	26%	36%	31%	34%	33%	18%	8%	73%	36%	18%	43%
Conservative	18%	20%	13%	28%	8%	7%	23%	39%	18%	22%	21%	18%	24%	23%	21%	18%	8%	49%	2%	2%	37%	9%
Lib Dem	7%	7%	6%	9%	6%	7%	8%	7%	9%	6%	10%	5%	7%	8%	5%	9%	9%	3%	5%	37%	4%	11%
SNP	3%	4%	5%	4%	2%	5%	6%	2%	3%	3%	5%	6%	-	-	-	-	44%	0%	2%	-	2%	7%
Plaid Cymru	1%	1%	1%	0%	6%	1%	-	0%	2%	1%	0%	1%	-	3%	0%	-	-	0%	2%	-	0%	2%
Reform UK	3%	3%	2%	4%	1%	2%	4%	3%	1%	1%	4%	4%	3%	3%	4%	2%	0%	5%	-	1%	5%	0%
Green	4%	5%	5%	4%	7%	6%	5%	1%	5%	6%	1%	5%	7%	4%	4%	6%	1%	1%	5%	3%	2%	7%
Some other party	4%	3%	3%	2%	0%	4%	5%	1%	1%	4%	3%	3%	2%	3%	5%	1%	3%	1%	1%	-	4%	3%
Would not vote	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	-	0%	0%	0%
Prefer not to say	7%	5%	5%	4%	2%	4%	5%	7%	2%	4%	7%	6%	2%	5%	5%	6%	6%	4%	3%	6%	5%	4%
Don't know	20%	21%	26%	16%	14%	22%	19%	22%	19%	20%	20%	25%	21%	21%	22%	24%	11%	29%	8%	14%	22%	15%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

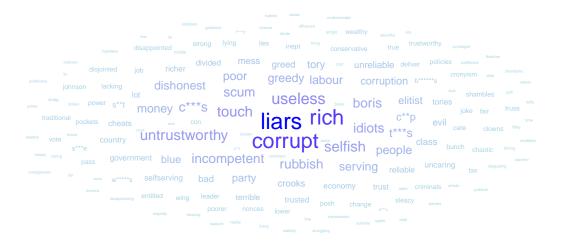
Only cases selecting a party

			Ger	nder		Age (Group			Social	Grade				Region			Gener	al Elections	2019	Brexit I	Ref 2016
	Aug 30	Sep 07	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%	40%	48%	32%	61%	52%	28%	24%	46%	38%	38%	39%	40%	37%	44%	46%	18%	13%	82%	46%	23%	48%
Conservative	25%	28%	19%	36%	10%	12%	31%	57%	25%	31%	29%	24%	34%	31%	29%	26%	8%	73%	2%	2%	50%	12%
Lib Dem	10%	9%	8%	11%	7%	11%	9%	9%	11%	8%	14%	6%	10%	10%	6%	12%	9%	4%	5%	46%	6%	13%
SNP	5%	5%	6%	5%	2%	7%	7%	2%	4%	4%	8%	7%	-	-	-	-	61%	0%	1%	-	2%	9%
Plaid Cymru	2%	1%	2%	0%	5%	1%	-	0%	2%	1%	0%	1%	-	4%	0%	-	-	0%	2%	-	0%	2%
Reform UK	4%	4%	2%	6%	2%	4%	6%	4%	2%	2%	6%	8%	5%	4%	6%	3%	0%	7%	-	2%	8%	0%
Green	7%	7%	8%	7%	13%	8%	10%	2%	8%	10%	2%	9%	8%	7%	7%	10%	1%	1%	6%	4%	5%	10%
Some other party	6%	5%	7%	4%	0%	7%	9%	1%	2%	7%	4%	7%	3%	6%	8%	3%	3%	1%	2%	-	6%	5%
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. What word or phrase first comes to mind when you think about the Conservative Party?

		Gen	der		Age (Group			Social	Grade				Region			Gener	al Election	s 2019	Brexit l	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	1162	600	562	127	492	298	245	286	349	240	287	135	355	285	287	100	348	267	90	453	420
Weighted	1162	600	562	123	479	285	275	277	352	236	296	164	312	316	270	99	349	254	88	435	403
No word or phrase mentioned	5%	6%	3%	7%	7%	3%	3%	3%	5%	4%	8%	4%	5%	7%	4%	2%	3%	4%	1%	4%	2%
Word or phrase mentioned	95%	93%	97%	93%	93%	97%	97%	97%	95%	96%	92%	96%	95%	92%	96%	98%	97%	96%	99%	96%	97%
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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Word	Frequency	Word	Frequency	Word	Frequency	Word	Frequency
liars	68	bunch	4	britain	2	stability	2
corrupt	53	care	4	broken	2	starmer	2
rich	58	conservative	4	caring	2	struggling	2
useless	27	deliver	4	chance	2	support	2
touch	24	inept	4	clue	2	thatcher	2
untrustworthy	22	job	4	comment	2	time	2
selfish	20	joke	4	compassion	2	toffs	2
idiots	19	lacking	4	cons	2	total	2
scum	18	leader	4	cost	2	traitors	2
boris	17	lies	4	cruel	2	undemocratic	2
c***s	16	lying	4	c**t	2	unorganised	2
incompetent	16	pockets	4	deceitful	2	upper	2
rubbish	16	posh	4	d***s	2	utterly	2
labour	15	power	4	disappointing	2	vile	2
greedy	14	shambles	4	disarray	2	waste	2
people	14	s***e	4	disgusting	2	Waste.	-
poor	14	strong	4	divide	2		
t***s	14	w*****s	4	dodgy	2		
dishonest	13		4	filthy	2		
money	13	wing change	3	fine	2		
serving	12	chaotic	3	f****d	2		
serving c**p	12	clowns	3	future	2		
corruption	10	con	3	grabbers	2 2		
elitist	10	criminals		hopeless			
party	10	cronyism	8	idea	2		
tory	10	disappointed	3	indifferent	2		
blue	9	disjointed	3	jack	2		
crooks	8	entitled	3	leaders	2		
greed	8	fair	3	liar	2		
mess	8	johnson	3	lie	2		
bad	7	lower	3	line	2		
class	7	nonces	3	living	2		
evil	7	pass	3	liz	2		
unreliable	7	policies	3	majority	2		
divided	6	poorer	3	messy	2		
economy	6	sleazy	3	middle	2		
reliable	6	tax	3	morons	2		
richer	6	traditional	3	muddled	2		
tories	6	true	3	ordinary	2		
cheats	5	truss	3	parties	2		
country	5	trustworthy	3	political	2		
government	5	vote	3	politicians	2		
lot	5	wealthy	3	prime	2		
selfserving	5	affluence	2	privileged	2		
s**t	5	alright	2	reality	2		
terrible	5	artists	2	rest	2		
trust	5	awful	2	robin	2		
trusted	5	boring	2	schools	2		
uncaring	5	brexit	2	shambolic	2		
b*****s	4	bring	2	stabbers	2		

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Q4. To what extent, if at all, do you have a favourable or unfavourable opinion of Liz Truss?

		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	1162	600	562	127	492	298	245	286	349	240	287	135	355	285	287	100	348	267	90	453	420
Weighted	1162	600	562	123	479	285	275	277	352	236	296	164	312	316	270	99	349	254	88	435	403
Very favourable	3%	1%	5%	2%	1%	3%	8%	2%	2%	8%	2%	3%	3%	3%	4%	- 8%	8%	0%	2%	5%	1%
Somewhat favourable	12%	10%	15%	5%	7%	17%	20%	14%	13%	11%	10%	21%	12%	10%	11%		27%	4%	8%	21%	8%
Somewhat unfavourable	20%	20%	20%	23%	19%	18%	22%	23%	20%	17%	20%	21%	18%	19%	23%	21%	23%	19%	29%	21%	21%
Very unfavourable	31%	31%	30%	33%	37%	30%	18%	36%	31%	28%	27%	27%	33%	28%	24%	53%	8%	57%	44%	18%	48%
Don't know	29%	32%	26%	30%	29%	27%	30%	23%	29%	31%	34%	24%	28%	33%	33%	18%	31%	16%	13%	31%	18%
Prefer not to say	5%	6%	4%	6%	7%	5%	2%	2%	5%	5%	7%	4%	6%	7%	4%	100%	1%	4%	4%	4%	3%
Total	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. Energy bills for a typical household are forecast to rise considerably over the next few months to more than £3,500. It has been suggested that the government cap the typical energy bill at around £2,500 at an overall cost of £150 billion to taxpayers. To what extent, if at all, would you support or oppose this plan?

		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	1162	600	562	127	492	298	245	286	349	240	287	135	355	285	287	100	348	267	90	453	420
Weighted	1162	600	562	123	479	285	275	277	352	236	296	164	312	316	270	99	349	254	88	435	403
Completely support	21%	16%	25%	9%	18%	21%	31%	19%	20%	25%	19%	17%	19%	22%	23%	20%	29%	21%	12%	28%	18%
Somewhat support	30%	28%	33%	30%	28%	33%	31%	35%	30%	29%	28%	43%	29%	22%		33%	34%	32%	46%	31%	34%
Neither support nor oppose	13%	12%	14%	4%	14%	13%	17%	13%	14%	17%	10%	9%	14%	15%	13%	14%	15%	11%	13%	16%	13%
Somewhat oppose	6%	7%	6%	5%	7%	7%	5%	6%	8%	4%	7%	11%	8%	4%	4%	7%	4%	8%	6%	4%	7%
Completely oppose	8%	8%	9%	10%	9%	7%	6%	10%	8%	6%	9%	5%	10%	9%	6%	12%	5%	12%	8%	7%	10%
Prefer not to say	4%	6%	3%	8%	4%	4%	2%	4%	2%	4%	7%	5%	3%	5%	4%	4%	1%	3%	1%	3%	2%
Don't know	17%	24%	10%	33%	19%	15%	9%	14%	17%	16%	21%	10%	18%	24%	16%	10%	11%	13%	14%	11%	15%
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. The total number of illegal migrants who have crossed the English Channel in small boats this year has reached 22,560, compared to 12,500 at the same point last year, and 299 in 2018. What is your opinion of the government's current approach to managing this issue?

		Gen	der		Age (Group			Social	Grade				Region			Gener	ral Election	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	1162 1162	600 600	562 562	127 123	492 479	298 285	245 275	286 277	349 352	240 236	287 296	135 164	355 312	285 316	287 270	100 99	348 349	267 254	90 88	453 435	420 403
The current approach is too harsh	16%	16%	16%	24%	21%	14%	6%	26%	15%	13%	10%	21%	15%	16%	14%	21%	3%	39%	28%	4%	33%
The current approach is about right	3%	4%	2%	6%	2%	4%	3%	4%	2%	3%	3%	3%	2%	3%	4%	3%	4%	3%	5%	2%	4%
The current approach is too soft	57%	48%	65%	24%	47%	66%	79%	43%	57%	66%	61%	53%	61%	57%	54%	54%	80%	30%	41%	83%	34%
Prefer not to say	5%	6%	3%	7%	7%	2%	2%	5%	5%	4%	6%	5%	5%	5%	4%	5%	2%	3%	6%	2%	5%
Don't know	20%	25%	14%	40%	23%	14%	10%	22%	21%	14%	20%	18%	18%	19%	24%	17%	10%	26%	20%	9%	24%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%