

# PeoplePolling / GB News Survey Results

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.

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*Additional Information:* PeoplePolling is a member of the [British Polling Council](#) (BPC) and abides by its rules.







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Word	Frequency	Word	Frequency	Word	Frequency	Word	Frequency
liars	63	bunch	4	britain	2	stability	2
corrupt	53	care	4	broken	2	starmer	2
rich	53	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		
poor	14	strong	4	divide	2		
****s	14	w*****s	4	dodgy	2		
dishonest	13	wing	4	filthy	2		
money	13	change	3	fine	2		
serving	12	chaotic	3	f***d	2		
c**p	11	clowns	3	future	2		
corruption	10	con	3	grabbers	2		
elitist	10	criminals	3	hopeless	2		
party	10	cronyism	3	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		
h*****s	4	bring	2	stabbers	2		





