PeoplePolling

About the Survey

Client: GB News

Fieldwork Period: September 13, 2022

Sampling Method: Online

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

Sample Size: 1,245

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 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	1245 1245	657 651	588 594	132 132	527 513	345 306	241 294	296 292	383 386	264 259	302 308	137 176	394 334	317 339	296 290	101 107	371 365	276 264	102 97	482 466	454 432
0 (Certainly will not vote)	12%	12%	12%	13%	14%	16%	3%	8%	9%	16%	16%	8%	11%	14%	11%	15%	2%	1%	2%	8%	4%
1	2%	2%	2%	2%	3%	2%	1%	3%	0%	3%	3%	1%	2%	2%	3%	1%	-	0%	-	1%	0%
2	2%	2%	1%	2%	2%	2%	1%	1%	2%	1%	2%	2%	2%	1%	2%	1%	0%	1%	1%	1%	1%
3	1%	2%	1%	1%	2%	1%	0%	-	1%	2%	3%	-	1%	2%	2%	3%	1%	1%	1%	1%	1%
4	1%	1%	0%	1%	1%	1%	-	0%	1%	1%	1%	-	0%	2%	1%	-	0%	-	-	1%	0%
5	6%	6%	6%	6%	4%	7%	8%	5%	4%	8%	7%	7%	7%	6%	6%	1%	3%	2%	2%	7%	3%
6	2%	3%	2%	5%	3%	1%	2%	4%	2%	2%	2%	1%	4%	2%	2%	1%	3%	1%	3%	3%	1%
7	3%	3%	2%	1%	4%	2%	1%	3%	4%	2%	3%	1%	3%	2%	4%	2%	2%	1%	4%	2%	2%
8	5%	5%	4%	8%	5%	4%	2%	6%	4%	3%	5%	7%	4%	5%	4%	3%	7%	3%	5%	4%	5%
9	7%	7%	7%	6%	7%	7%	7%	6%	10%	2%	7%	9%	5%	9%	6%	4%	8%	10%	8%	7%	7%
10 (Certain to vote)	54%	50%	58%	40%	46%	55%	74%	60%	60%	53%	42%	59%	52%	51%	53%	63%	70%	78%	73%	60%	73%
Prefer not to say	6%	6%	5%	14%	8%	2%	2%	6%	4%	6%	7%	5%	7%	5%	6%	6%	4%	3%	_	5%	3%
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	der		Age (Group			Social	Grade				Region			Gener	al Elections	2019	Brexit I	Ref 2016
	Sep 07	Sep 13	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	1245 1245	657 651	588 594	132 132	527 513	345 306	241 294	296 292	383 386	264 259	302 308	137 176	394 334	317 339	296 290	101 107	371 365	276 264	102 97	482 466	454 432
Labour	32%	30%	29%	31%	35%	42%	24%	17%	29%	33%	25%	30%	37%	28%	36%	24%	19%	6%	71%	27%	18%	40%
Conservative	20%	21%	17%	25%	8%	11%	23%	35%	21%	20%	25%	17%	19%	20%	15%	33%	11%	50%	1%	6%	34%	11%
Lib Dem	7%	7%	7%	8%	7%	6%	7%	8%	11%	4%	9%	6%	11%	6%	7%	8%	3%	3%	3%	39%	5%	10%
SNP	4%	3%	4%	3%	2%	4%	4%	3%	6%	3%	1%	3%	-	-	-	0%	39%	-	2%	-	1%	7%
Plaid Cymru	1%	1%	1%	1%	5%	0%	1%	1%	2%	0%	2%	1%	1%	4%	-	0%	-	0%	1%	-	0%	2%
Reform UK	3%	4%	3%	5%	6%	3%	4%	4%	3%	2%	7%	5%	3%	5%	3%	3%	4%	8%	0%	1%	8%	1%
Green	5%	4%	6%	3%	5%	6%	4%	3%	6%	5%	2%	4%	6%	4%	3%	7%	3%	2%	6%	4%	2%	8%
Some other party	3%	3%	2%	4%	3%	3%	4%	1%	1%	4%	2%	6%	0%	1%	8%	2%	3%	1%	1%	-	3%	4%
Would not vote	0%	0%	1%	0%	1%	1%	0%	0%	0%	0%	1%	1%	0%	1%	0%	1%	0%	0%	0%	0%	0%	0%
Prefer not to say	5%	7%	9%	6%	3%	7%	7%	10%	4%	10%	8%	6%	6%	12%	7%	4%	7%	7%	6%	6%	9%	5%
Don't know	21%	18%	22%	15%	26%	16%	21%	17%	16%	18%	19%	22%	17%	20%	20%	19%	10%	23%	10%	17%	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%

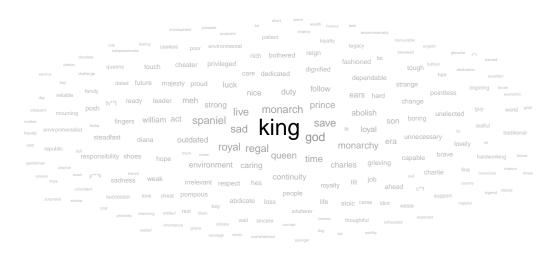
Only cases selecting a party

			Ger	nder		Age (Group			Social	Grade				Region			Gener	ral Elections	s 2019	Brexit I	Ref 2016
	Sep 07	Sep 13	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%	40%	39%	40%	52%	54%	31%	22%	36%	45%	33%	41%	46%	40%	49%	32%	21%	8%	86%	36%	24%	47%
Conservative	28%	28%	26%	30%	11%	15%	34%	48%	29%	28%	33%	23%	26%	29%	21%	41%	14%	70%	2%	8%	46%	13%
Lib Dem	9%	10%	11%	9%	9%	8%	11%	12%	13%	6%	14%	10%	15%	9%	11%	9%	5%	4%	3%	49%	7%	12%
SNP	5%	4%	5%	4%	2%	5%	5%	4%	7%	4%	2%	5%	-	-	-	0%	48%	-	1%	-	2%	9%
Plaid Cymru	1%	2%	2%	2%	8%	1%	2%	2%	3%	1%	3%	1%	1%	6%	-	0%	-	0%	1%	-	1%	3%
Reform UK	4%	5%	4%	6%	9%	3%	6%	6%	4%	4%	8%	7%	5%	8%	4%	4%	3%	13%	0%	1%	12%	1%
Green	7%	6%	8%	4%	5%	9%	5%	4%	8%	7%	4%	5%	6%	6%	4%	9%	4%	2%	6%	6%	3%	10%
Some other party	5%	4%	3%	5%	5%	5%	6%	2%	1%	5%	4%	8%	0%	1%	11%	4%	3%	1%	1%	-	5%	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 King Charles III?

		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	1245	657	588	132	527	345	241	296	383	264	302	137	394	317	296	101	371	276	102	482	454
Weighted	1245	651	594	132	513	306	294	292	386	259	308	176	334	339	290	107	365	264	97	466	432
No word or phrase mentioned	5%	5%	5%	11%	5%	4%	2%	2%	5%	4%	7%	4%	5%	5%	3%	8%	4%	3%	4%	3%	3%
Word or phrase mentioned	95%	95%	95%	89%	95%	96%	98%	98%	95%	96%	93%	96%	95%	95%	97%	92%	96%	97%	96%	97%	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	Word	Frequenc
king	131	job	5	inspiring	3	exhausted	2	worthy	
god	27	majesty	5	legacy	3	expected	2		
save	22	people	5	love	3	failure	2		
sad	21	privileged	5	loyalty	3	feeling	2		
monarch	19	ready	5	mourning	3	fool	2		
regal	18	shoes	5	patient	3	forum	2		
live	17	steadfast	5	poor	3	french	2		
spaniel	17	strange	5	p***k	3	friendly	2		
royal	16	unelected	5	queens	3	gentleman	2		
queen	15	weak	5	reliable	3	genuine	2		
time	15	abdicate	4	republic	3	grief	2		
monarchy	13	ahead	4	rest	3	grieve	2		
prince	12	bothered	4	sincere	3	honour	2		
loval	10	brave	4	successor	3	honourable	2		
outdated	10	care	4	support	3	hopeful	2		
abolish	9	charlie	4	thoughtful	3	incompetent	2		
duty	9	cheater	4	traditional	3	inheritance	2		
nice	9	fashioned	4	useless	3	legend	2		
strong	9	future	4	wait	3	lot	2		
caring	8	h**l	4	waste	3	mature	2		
0	8	life	4	waste	3		2		
environment act	8 7	loss	4	world abdication	2	miss mother	2		
charles	7	lovely	4	bereaved	2	mum	2		
continuity	7	pointless	4	bit	2	obsolete	2		
ears	7	pompous	4	bless	2	overwhelmed	2		
era	7	posh	4	bloke	2	parasite	2		
follow	7	reign	4	bonnie	2	past	2		
luck	7	responsibility	4	buffoon	2	peace	2		
meh	7	rich	4	challenge	2	prat	2		
son	7	sadness	4	chance	2	princess	2		
william	7	stoic	4	charley	2	racist	2		
dedicated	6	touch	4	charming	2	rid	2		
diana	6	tough	4	climate	2	role	2		
grieving	6	adulterer	3	compassionate	2	sausage	2		
hard	6	boy	3	conscious	2	scum	2		
hope	6	cares	3	consistent	2	service	2		
leader	6	cheat	3	corrupt	2	short	2		
proud	6	c**t	3	country	2	sorrow	2		
respect	6	dated	3	crown	2	sponger	2		
royalty	6	dutiful	3	day	2	steady	2		
unnecessarv	6	environmental	3	dog	2	surprised	2		
boring	5	environmentalist	3	dull	2	task	2		
capable	5	family	3	eccentric	2	tax	2		
change	5	fat	3	eccentric	2	times	2		
cnange dependable	5 5	fine	3		2	times trained	2		
	5 5	fit	3	eloquent	2	trained t**t	2		
dignified			3	english	2		2		
fill	5	guy		entitled		unsure			
fingers	5	hardworking	3	environmentally	2	waited	2		
hes	5	heir	3	evil	2	wealth	2		
irrelevant	5	idiot	3	excellent	2	weird	2		

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Q4. To what extent, if at all, do you have a favourable or unfavourable opinion of King Charles III?

		Gen	nder		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 Weighted	1245 1245	657 651	588 594	132 132	527 513	345 306	241 294	296 292	383 386	264 259	302 308	137 176	394 334	317 339	296 290	101 107	371 365	276 264	102 97	482 466	454 432
Very favourable Somewhat favourable	22% 35%	21% 33%	22% 38%	9% 24%	16% 33%	26% 42%	33% 37%	17% 37%	22% 39%	30% 28%	18% 34%	18% 38%	25% 34%	19% 38%	24% 36%	20% 23%	38% 41%	9% 33%	22% 46%	30% 39%	16% 37%
Somewhat unfavourable Very unfavourable	12% 11%	13% 10%	12% 11%	12% 22%	14% 14%	10%	12% 4%	14% 13%	10% 11%	12% 9%	13% 10%	17% 12%	12% 11%	9% 11%	11% 8%	16% 18%	7% 4%	20% 18%	12%	8% 9%	17% 15%
Don't know Prefer not to say	16% 4%	18%	13%	24%	19%	11% 4%	12% 3%	16% 2%	14%	14% 6%	20%	14%	13%	19% 4%	16% 5%	20%	8% 2%	16% 4%	10% 2%	12% 2%	11% 4%
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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Q5. Do you think the legacy of Queen Elizabeth II is good or bad for Britain?

		Gen	der		Age (Group			Social	Grade				Region			Gener	al 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	1245	657	588	132	527	345	241	296	383	264	302	137	394	317	296	101	371	276	102	482	454
Weighted	1245	651	594	132	513	306	294	292	386	259	308	176	334	339	290	107	365	264	97	466	432
Good for Britain	74%	73%	75%	54%	69%	81%	85%	71%	76%	74%	75%	70%	75%	76%	79%	59%	91%	61%	81%	86%	66%
Neither good nor bad for Britain	11%	11%	12%	13%	12%	9%	11%	14%	12%	10%	9%	13%	11%	11%	7%	21%	6%	18%	13%	6%	17%
Bad for Britain	5%	5%	4%	11%	7%	2%	1%	5%	4%	4%	6%	7%	5%	4%	3%	6%	1%	12%	2%	2%	7%
Prefer not to say	3%	3%	3%	8%	3%	1%	0%	3%	2%	2%	3%	1%	3%	2%	4%	4%	1%	3%	1%	1%	3%
Don't know	7%	9%	6%	14%	9%	6%	3%	6%	6%	10%	8%	9%	6%	6%	8%	10%	1%	6%	3%	4%	7%
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. Do you think Britain should continue to have a monarchy in the future, or should it be replaced with an elected head of state?

		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 Weighted	1245 1245	657 651	588 594	132 132	527 513	345 306	241 294	296 292	383 386	264 259	302 308	137 176	394 334	317 339	296 290	101 107	371 365	276 264	102 97	482 466	454 432
Should continue to have a monarchy	63%	60%	66%	33%	54%	72%	82%	57%	66%	67%	60%	57%	66%	67%	65%	43%	86%	44%	69%	77%	53%
Should have an elected head of state instead	19%	18%	19%	33%	22%	14%	11%	24%	18%	13%	19%	29%	16%	17%	11%	35%	6%	36%	16%	11%	30%
Prefer not to say	3%	3%	2%	7%	4%	2%	0%	2%	4%	2%	2%	1%	4%	2%	4%	2%	1%	5%	-	2%	3%
Don't know	16%	19%	13%	27%	20%	12%	7%	16%	12%	17%	19%	14%	14%	14%	20%	19%	7%	15%	15%	10%	14%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%