

# PeoplePolling / GB News Survey Results

PeoplePolling

## About the Survey

*Client:* GB News

*Fieldwork Period:* September 28-29, 2022

*Sampling Method:* Online

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

*Sample Size:* 2,216

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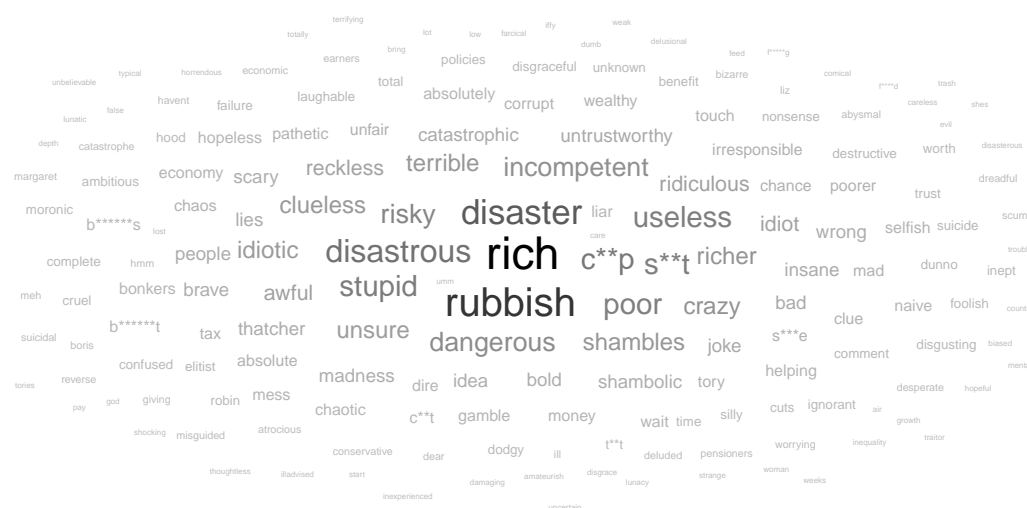
*Additional Information:* PeoplePolling is a member of the [British Polling Council](#) (BPC) and abides by its rules.





### Q3. What word or phrase first comes to mind when you think about Liz Truss's economic policies?

	Gender			Age Group				Social Grade				Region					General Elections 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	2216	1125	1091	155	1008	584	469	532	694	457	533	251	693	556	529	187	688	509	178	876	823
Weighted	2216	1115	1101	235	913	544	524	491	683	464	577	312	595	603	516	190	650	478	172	830	769
No word or phrase mentioned	5%	6%	4%	15%	6%	2%	2%	6%	6%	4%	5%	4%	6%	5%	6%	3%	4%	3%	1%	4%	2%
Word or phrase mentioned	95%	93%	96%	84%	94%	98%	98%	94%	94%	96%	95%	96%	94%	95%	93%	97%	95%	97%	98%	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	Word	Frequency	Word	Frequency	Word	Frequency
rich	110	wealthy	9	worth	5	iffy	3	confusing	2	minister	2	uneducated	2
rubbish	79	corrupt	8	abysmal	4	illadvised	3	crippling	2	moment	2	unelected	2
disaster	56	economy	8	atrocious	4	inequality	3	crossed	2	moron	2	unfortunate	2
disastrous	43	gamble	8	bizarre	4	inexperienced	3	daft	2	muddled	2	unhinged	2
c**p	40	helping	8	boris	4	lost	3	dangerously	2	nightmare	2	unreliable	2
stupid	37	money	8	catastrophe	4	lot	3	dead	2	nonsensical	2	unstable	2
poor	36	selfish	8	conservative	4	low	3	deadly	2	nuts	2	untenable	2
s**t	36	touch	8	dear	4	lunacy	3	destruction	2	odd	2	untested	2
useless	36	absolutely	7	dehuded	4	lunatic	3	devastating	2	optimistic	2	uscles	2
risky	33	h*****s	7	desperate	4	mental	3	difficult	2	paid	2	utter	2
dangerous	29	bonkers	7	dreadful	4	pay	3	dishonest	2	painful	2	utterly	2
incompetent	27	h*****t	7	earners	4	shes	3	economically	2	person	2	wage	2
crazy	26	chaotic	7	economic	4	shocking	3	erratic	2	pointless	2	wanna	2
richer	25	c**t	7	giving	4	start	3	experimental	2	politics	2	whats	2
shambles	23	dire	7	havent	4	strange	3	failed	2	poorest	2	wing	2
terrible	23	hopeless	7	hmm	4	terrifying	3	fantasy	2	pork	2	words	2
clueless	22	liar	7	ill	4	thoughtless	3	feckless	2	pound	2	wtf	2
idiotic	21	mess	7	liz	4	tories	3	fingers	2	power	2		
unsure	20	naive	7	margaret	4	totally	3	follow	2	prime	2		
awful	18	wait	7	meh	4	traitor	3	forward	2	print	2		
ridiculous	18	comment	6	misguided	4	trash	3	fraud	2	promises	2		
idiot	17	destructive	6	pensioners	4	trouble	3	fresh	2	protecting	2		
reckless	17	dunno	6	reverse	4	typical	3	friend	2	questionable	2		
bad	14	elitist	6	scum	4	umm	3	f**k	2	rash	2		
joke	14	laughable	6	suicidal	4	unbelievable	3	future	2	rate	2		
untrustworthy	14	nonsense	6	worrying	4	uncertain	3	gambling	2	retarded	2		
catastrophic	13	silly	6	air	3	weak	3	garbage	2	rob	2		
insane	12	suicide	6	amateurish	3	weeks	3	greed	2	robbing	2		
lies	12	trust	6	biased	3	woman	3	hard	2	rubish	2		
people	12	ambitious	5	bring	3	absurd	2	heard	2	rude	2		
thatcher	12	benefit	5	care	3	agree	2	hmmm	2	ruined	2		
bold	11	complete	5	careless	3	ahead	2	horrific	2	run	2		
brave	11	confused	5	comical	3	amateur	2	idk	2	rushed	2		
idea	11	cruel	5	country	3	baffling	2	ignoring	2	shame	2		
madness	11	cuts	5	damaging	3	basic	2	illiterate	2	shitshow	2		
scary	11	disgraceful	5	delusional	3	benefiting	2	immature	2	shortsighted	2		
shambolic	11	disgusting	5	depth	3	bent	2	incompetence	2	smart	2		
wrong	11	dodgy	5	disasterous	3	h****h	2	inflationary	2	sound	2		
chance	10	failure	5	disgrace	3	h****y	2	issues	2	started	2		
irresponsible	10	foolish	5	dumb	3	bone	2	job	2	starve	2		
s****e	10	hood	5	evil	3	boom	2	kneejerk	2	stay	2		
unfair	10	ignorant	5	false	3	brain	2	lack	2	steal	2		
absolute	9	inept	5	farical	3	bull	2	looney	2	term	2		
chaos	9	moronic	5	feed	3	bust	2	ludicrous	2	theft	2		
clue	9	policies	5	f****d	3	caution	2	maggie	2	top	2		
mad	9	robin	5	f****g	3	change	2	markets	2	trickle	2		
pathetic	9	time	5	god	3	clown	2	matter	2	truss	2		
poorer	9	total	5	growth	3	cockwomble	2	messy	2	twit	2		
tax	9	t**t	5	hopeful	3	con	2	mind	2	unaware	2		
tory	9	unknown	5	horrendous	3	confident	2	minimum	2	uncertainty	2		





