

PeoplePolling / GB News Survey Results

PeoplePolling

About the Survey

Client: GB News

Fieldwork Period: October 20, 2022

Sampling Method: Online

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

Sample Size: 1,237

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
shambles	105	disgrace	4	buffoons	2	safe	2
useless	87	disorganised	4	childish	2	school	2
incompetent	77	divided	4	children	2	shitshow	2
chaos	42	economy	4	circus	2	shocking	2
rubbish	35	embarrassing	4	con	2	shower	2
corrupt	34	evil	4	conservative	2	sort	2
c**p	28	labour	4	couldnt	2	space	2
s**t	25	lies	4	c**t	2	team	2
idiots	23	messy	4	current	2	theyre	2
mess	22	muddled	4	destroyed	2	thieves	2
rich	21	ridiculous	4	direction	2	tory	2
chaotic	20	shameful	4	disappointed	2	traitors	2
shambolic	20	terrible	4	disappointing	2	trusted	2
boris	18	time	4	disarray	2	understand	2
touch	18	totally	4	dishonest	2	unsettled	2
joke	17	trust	4	dogshit	2	unstable	2
liars	16	vote	4	elitist	2	upper	2
c***s	15	waste	4	entitled	2	utterly	2
inept	15	absolute	3	failed	2	voting	2
selfish	14	comment	3	f***d	2	w**k	2
lost	12	complete	3	grabbing	2	wealthy	2
poor	10	criminal	3	greed	2	whats	2
scum	10	cruel	3	ground	2	worried	2
servng	10	dangerous	3	heartless	2		
pathetic	9	difficult	3	helping	2		
bring	8	disconnected	3	hungry	2		
clueless	8	failure	3	idea	2		
greedy	8	farce	3	idk	2		
s***e	8	fools	3	imploding	2		
t***s	8	ineptness	3	inadequate	2		
untrustworthy	8	money	3	incapable	2		
bunch	7	muppets	3	johnson	2		
government	7	omnishambles	3	laughable	2		
people	7	person	3	leadership	2		
total	7	p**s	3	liz	2		
utter	7	plot	3	mental	2		
class	6	shame	3	moment	2		
clowns	6	struggling	3	morally	2		
stupid	6	t*****s	3	organise	2		
w*****s	6	truss	3	parties	2		
awful	5	unfit	3	political	2		
bad	5	usless	3	positive	2		
care	5	absolutely	2	power	2		
disgraceful	5	alternative	2	privileged	2		
hopeless	5	alternatives	2	real	2		
lying	5	average	2	reality	2		
brewery	4	backstabbers	2	richer	2		
confused	4	bankrupt	2	rid	2		
country	4	blue	2	rubish	2		
disastrous	4	broken	2	run	2		

