### **People**Polling

#### **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.

Contact: info@peoplepolling.org

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

## **People**Polling

# 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	1237 1237	644 650	593 587	110 131	537 510	319 304	271 293	288 293	378 377	263 260	308 307	133 174	389 332	310 337	296 288	109 106	368 367	281 270	97 93	475 463	456 429
0 (Certainly will not vote)	11%	10%	11%	5%	12%	10%	11%	7%	7%	10%	18%	4%	10%	16%	9%	10%	7%	0%	-	9%	3%
1	1%	1%	2%	-	1%	2%	2%	1%	1%	2%	2%	-	1%	2%	2%	1%	1%	-	1%	1%	0%
2	1%	1%	0%	1%	2%	-	-	0%	1%	0%	1%	1%	1%	0%	1%	2%	-	1%	-	-	0%
3	1%	1%	2%	2%	1%	0%	2%	1%	1%	2%	2%	2%	0%	1%	2%	-	1%	0%	-	1%	1%
4	1%	1%	0%	2%	0%	2%	0%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%	1%	1%	1%
5	6%	7%	4%	3%	4%	8%	7%	3%	4%	8%	8%	5%	6%	6%	7%	2%	7%	2%	1%	7%	3%
6	2%	2%	1%	1%	2%	1%	1%	1%	1%	1%	2%	2%	2%	1%	1%	2%	2%	1%	-	2%	1%
7	3%	4%	2%	2%	2%	5%	3%	3%	4%	3%	3%	2%	4%	4%	3%	1%	5%	1%	4%	4%	2%
8	4%	5%	4%	6%	5%	3%	3%	4%	6%	4%	3%	7%	3%	4%	5%	2%	6%	3%	2%	5%	3%
9	6%	6%	6%	11%	6%	4%	5%	7%	7%	5%	5%	7%	6%	6%	7%	3%	3%	7%	10%	6%	7%
10 (Certain to vote)	59%	55%	62%	52%	57%	60%	62%	67%	59%	58%	51%	60%	60%	55%	56%	71%	64%	81%	79%	60%	75%
Prefer not to say	6%	7%	4%	15%	6%	4%	3%	4%	8%	6%	5%	9%	5%	6%	5%	5%	3%	3%	1%	4%	3%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

## **People**Polling

#### Q2. If there were to be a general election tomorrow, which party would you vote for?

#### All cases

			Gen	der		Age (	Group			Social	Grade				Region			Gener	ral Election	s 2019	Brexit	Ref 2016
	Oct 12	Oct 20	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	1158 1158	1237 1237	644 650	593 587	110 131	537 510	319 304	271 293	288 293	378 377	263 260	308 307	133 174	389 332	310 337	296 288	109 106	368 367	281 270	97 93	475 463	456 429
Labour	42%	43%	44%	41%	55%	51%	38%	28%	48%	41%	38%	45%	47%	43%	48%	42%	22%	21%	80%	38%	31%	52%
Conservative	13%	10%	8%	12%	6%	5%	12%	19%	9%	11%	12%	10%	11%	11%	8%	14%	4%	29%	-	1%	19%	4%
Lib Dem	6%	9%	7%	11%	3%	9%	7%	12%	11%	10%	10%	4%	11%	10%	8%	9%	6%	6%	3%	39%	5%	13%
SNP	5%	4%	4%	4%	6%	3%	6%	3%	3%	4%	5%	5%	-	0%	0%	0%	46%	0%	1%	2%	2%	6%
Plaid Cymru	1%	0%	0%	-	1%	0%	-	-	0%	-	-	0%	-	1%	-	-	-	-	0%	-	0%	0%
Reform UK	3%	4%	2%	5%	4%	3%	4%	5%	3%	3%	3%	6%	4%	4%	5%	2%	2%	8%	0%	2%	8%	1%
Green	4%	5%	5%	4%	5%	6%	4%	3%	5%	6%	3%	3%	6%	5%	2%	7%	3%	2%	3%	5%	3%	6%
Some other party	3%	3%	2%	4%	5%	2%	2%	4%	1%	4%	4%	2%	2%	1%	6%	2%	2%	3%	1%	-	4%	2%
Would not vote	1%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	1%	1%	0%	0%	0%	0%	0%	-	-	0%	0%
Prefer not to say	6%	6%	6%	6%	2%	5%	7%	9%	5%	3%	9%	9%	5%	7%	7%	5%	5%	7%	3%	3%	8%	4%
Don't know	17%	16%	20%	11%	11%	15%	19%	16%	14%	18%	15%	15%	14%	17%	16%	19%	10%	23%	8%	11%	19%	11%
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	der		Age (	Group			Social	Grade				Region			Gene	ral Elections	s 2019	Brexit I	Ref 2016
	Oct 12	Oct 20	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	53%	53%	59%	47%	62%	62%	51%	35%	57%	50%	47%	57%	54%	54%	60%	54%	22%	29%	90%	46%	41%	58%
Conservative	19%	14%	13%	16%	6%	7%	18%	27%	12%	14%	17%	14%	17%	15%	11%	20%	3%	42%	-	1%	27%	6%
Lib Dem	8%	11%	9%	13%	5%	11%	9%	17%	13%	13%	14%	6%	14%	14%	9%	10%	7%	9%	4%	44%	7%	16%
SNP	6%	5%	5%	5%	8%	4%	7%	4%	3%	5%	7%	6%	-	0%	0%	0%	58%	0%	1%	2%	2%	7%
Plaid Cymru	2%	0%	0%	-	1%	0%	-	-	1%	-	-	0%	-	1%	-	-	-	-	1%	-	0%	0%
Reform UK	4%	5%	3%	7%	5%	3%	7%	7%	4%	3%	4%	9%	5%	6%	7%	3%	3%	12%	0%	2%	11%	1%
Green	6%	6%	7%	5%	6%	8%	5%	4%	7%	8%	4%	5%	7%	7%	3%	9%	3%	3%	3%	5%	4%	8%
Some other party	4%	5%	2%	7%	7%	4%	4%	6%	2%	6%	7%	3%	3%	2%	10%	3%	3%	5%	1%	-	6%	4%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

## **People**Polling

#### Q3. What word or phrase first comes to mind when you think about the Conservative government?

		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	1237	644	593	110	537	319	271	288	378	263	308	133	389	310	296	109	368	281	97	475	456
Weighted	1237	650	587	131	510	304	293	293	377	260	307	174	332	337	288	106	367	270	93	463	429
No word or phrase mentioned	5%	5%	4%	12%	4%	3%	3%	4%	5%	5%	5%	7%	5%	4%	4%	3%	3%	2%	3%	3%	2%
Word or phrase mentioned	95%	95%	96%	88%	95%	97%	97%	96%	95%	95%	95%	93%	95%	96%	96%	97%	97%	98%	97%	97%	98%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%



## **People**Polling

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
serving	10	dangerous	3	heartless	2	worred	-
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	person p**s	3	liz	2		
utter	7	plot	3	mental	2		
class	6	shame	3	moment	2		
clowns	6	struggling	3	morally	2		
	6	t****s	3	organise	2		
stupid w*****s	6		3	organise parties	2		
	5	truss unfit	3		2		
awful bad	5 5	unnt usless	3	political	2		
	5 5		2	positive	2		
care		absolutely		power			
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		

## **People**Polling

#### Q4. Which of the following would be best to manage the British economy in the years ahead?

		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	1237 1237	644 650	593 587	110 131	537 510	319 304	271 293	288 293	378 377	263 260	308 307	133 174	389 332	310 337	296 288	109 106	368 367	281 270	97 93	475 463	456 429
A Conservative government with Liz Truss as Prime Minister	5%	4%	6%	2%	3%	7%	7%	6%	5%	6%	3%	5%	5%	5%	5%	1%	14%	0%	-	10%	2%
A Labour government with Keir Starmer as Prime Minister	43%	43%	43%	56%	50%	39%	28%	56%	45%	33%	35%	48%	42%	42%	40%	43%	19%	81%	69%	29%	65%
Don't know Prefer not to say Total	40% 13% 100%	42% 11% 100%	37% 14% 100%	31% 12% 100%	37% 9% 100%	43% 12% 100%	44% 21% 100%	29% 9% 100%	39% 11% 100%	45% 16% 100%	46% 15% 100%	35% 12% 100%	40% 13% 100%	41% 11% 100%	40% 14% 100%	40% 15% 100%	51% 16% 100%	13% 6% 100%	30% 1% 100%	44% 18% 100%	26% 7% 100%

## **People**Polling

# Q5. If Liz Truss should be replaced as the leader for the Conservative Party today, who would you like to see as her replacement?

		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	Midlands/ Wales	North	Rest of South	Scotland	Con	Lab	Lib Dem	Leave	Remain
Unweighted Weighted	1237 1237	644 650	593 587	110 131	537 510	319 304	271 293	288 293	378 377	263 260	308 307	133 174	389 332	310 337	296 288	109 106	368 367	281 270	97 93	475 463	456 429
Rishi Sunak	19%	18%	20%	14%	20%	19%	20%	23%	21%	13%	17%	21%	20%	20%	17%	17%	20%	19%	34%	18%	23%
Boris Johnson	16%	14%	19%	10%	11%	20%	25%	13%	15%	20%	18%	14%	20%	16%	17%	8%	38%	5%	-	29%	6%
Penny Mordaunt	5%	3%	6%	2%	4%	5%	8%	5%	5%	5%	4%	7%	4%	3%	5%	8%	8%	2%	9%	7%	5%
Ben Wallace	2%	1%	4%	-	2%	2%	6%	3%	3%	3%	1%	4%	3%	2%	2%	-	4%	4%	4%	4%	2%
Jeremy Hunt	2%	2%	3%	2%	2%	3%	4%	3%	3%	2%	2%	3%	2%	2%	3%	3%	2%	3%	5%	2%	3%
Sajid Javid	2%	2%	2%	4%	2%	2%	1%	3%	2%	2%	1%	2%	1%	3%	3%	3%	1%	4%	1%	1%	2%
Kemi Badenoch	2%	2%	2%	3%	1%	3%	0%	1%	2%	0%	2%	4%	2%	1%	1%	1%	3%	2%	1%	2%	1%
Suella Braverman	1%	1%	1%	2%	1%	1%	2%	1%	1%	1%	0%	-	1%	2%	1%	1%	2%	1%	1%	1%	1%
Grant Shapps	0%	0%	0%	-	1%	0%	-	1%	0%	-	0%	1%	-	-	1%	1%	-	0%	-	-	0%
Nadhim Zahawi	0%	0%	0%	-	0%	0%	-	-	1%	-	-	1%	_	-	0%	-	-	-	_	-	0%
Prefer not to say	9%	9%	9%	11%	9%	7%	9%	7%	7%	11%	11%	8%	9%	9%	9%	9%	3%	9%	5%	7%	9%
Don't know	41%	46%	35%	52%	49%	37%	27%	40%	39%	42%	42%	35%	39%	43%	42%	49%	21%	51%	41%	29%	47%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

## **People**Polling

Q6. The transgender rights charity Mermaids has recently been accused of sending breast-flattening devices to girls as young as 13 behind their parents' back. In response, some MPs have called for government to investigate the role that such charities play in teaching children about sex and gender. To what extent, if at all, do you support or oppose calls for such an investigation?

		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	Midland: Wales	s/ North	Rest of South	Scotland	Con	Lab	Lib Dem	Leave	Remain
Unweighted Weighted	1237 1237	644 650	593 587	110 131	537 510	319 304	271 293	288 293	378 377	263 260	308 307	133 174	389 332	310 337	296 288	109 106	368 367	281 270	97 93	475 463	456 429
Strongly support	34%	29%	40%	22%	29%	33%	49%	32%	32%	41%	33%	36%	35%	34%	32%	33%	51%	22%	20%	47%	25%
Support	18%	21%	15%	18%	18%	20%	17%	21%	22%	14%	14%	18%	18%	16%	22%	18%	17%	23%	22%	17%	22%
Neither oppose nor support	11%	12%	10%	17%	12%	11%	7%	13%	11%	7%	13%	6%	10%	13%	10%	19%	6%	15%	14%	8%	14%
Oppose	4%	5%	3%	7%	5%	3%	2%	5%	4%	3%	3%	6%	4%	2%	4%	4%	2%	7%	6%	2%	5%
Strongly oppose	6%	5%	7%	4%	5%	6%	9%	5%	5%	9%	6%	6%	8%	6%	3%	8%	7%	6%	10%	7%	8%
Prefer not to say	7%	7%	7%	7%	7%	6%	7%	4%	5%	10%	8%	6%	6%	8%	8%	3%	6%	5%	2%	6%	4%
Don't know	20%	21%	18%	24%	24%	20%	10%	19%	20%	16%	22%	20%	19%	21%	20%	14%	12%	22%	27%	13%	23%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%