

# Ed Balls Speech Reactions Poll

22/09/2014

Prepared on behalf of the Huffington Post UK

THE HUFFINGTON POST

# Methodology

## Fieldwork Dates

22nd September 2014

## Data Collection Method

The survey was conducted via online panel. Invitations to complete surveys were sent out to members of the panel.

## Population Sampled

All residents aged 18+ in the UK.

## Sample Size

1,004

## Data Weighting

Data were weighted to the profile of all adults aged 18+. Data were weighted by age, sex, region and past vote. Targets for the weighted data were derived from Office of National Statistics 2011 Census data and the results of the 2010 General Election.

As this was a snap poll, live sequential weighting was used on the data set, rather than post-fieldwork rim weighting. As such, weighted data will approximate demographic targets but may not match exactly to the nearest percentage point.

## Margin of Error

Because only a sample of the full population was interviewed, all results are subject to margin of error, meaning that not all differences are statistically significant. For example, in a question where 50% (the worst case scenario as far as margin of error is concerned) gave a particular answer, with a sample of 1,004 it is 95% certain that the 'true' value will fall within the range of 3.1% from the sample result. Subsamples from the cross-breaks will be subject to higher margin of error, conclusions drawn from crossbreaks with very small sub-samples should be treated with caution.

## Question presentation

All data tables shown in full below, in order and wording put to respondents, including but not limited to all tables relating to published data and all relevant tables preceding them. Tables for demographic questions might not be included but these should be clear from the cross-breaks on published tables. In all questions where the responses are a list of parties, names or statements, these will typically have been displayed to respondents in a randomising order. The only questions which would not have had randomising responses would be those in which there was a natural order to maintain – e.g. a scale from “strongly agree” to “strongly disagree”, a list of numbers from 0 to 10 or questions which had factual rather than opinion-related answers such as demographic information. “Other”, “Don't know” and “Refused” responses are not randomised.

Data were analysed and weighted by Survation and presented by Patrick Briône and Damian Lyons Lowe.

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“It has been announced that, should there be a Labour government in 2015, the pay of every government Minister will immediately be cut by five per cent and Ministerial pay will then be frozen each year until the UK’s financial deficit is balanced.” Which of the following is closest to your opinion?

	Total	Age			Gender		Region			2010 Vote			Parents	Income Band		
		18-34	35-54	55+	Male	Female	South	Midlands and Wales	North & Scotland	Labour	Conservative	Liberal Democrat		£0 - £19,999	£20,000 - £39,999	£40,000+
<i>Unweighted total</i>	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	1004	327	408	269	370	634	417	214	356	247	221	132	405	312	338	232
<i>Weighted total</i>	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	1004	283	351	371	473	530	452	208	322	209	261	167	358	313	342	228
“I support this announcement as it will mean everybody in a potential Labour government will be fully focused on that vital task of getting the UK’s deficit down”	46.4%	43.8%	46.4%	48.3%	46.3%	46.4%	42.7%	45.7%	51.2%	80.4%	23.4%	59.3%	47.2%	49.8%	48.0%	42.1%
	466	124	163	179	219	246	193	95	165	168	61	99	169	156	164	96
“I do not support this announcement as it is simply a “gimmick” to lend credibility to Labour’s economic plans”	37.9%	28.6%	37.6%	45.0%	43.6%	32.6%	38.7%	41.4%	34.5%	11.5%	69.4%	32.3%	33.8%	31.6%	38.9%	46.1%
	380	81	132	167	206	173	175	86	111	24	181	54	121	99	133	105
Don’t know	15.8%	27.9%	16.0%	6.5%	10.2%	20.9%	18.4%	13.0%	14.3%	8.6%	7.3%	8.4%	18.7%	18.5%	13.5%	11.8%
	159	79	56	24	48	111	83	27	46	18	19	14	67	58	46	27

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"It has been announced that, should there be a Labour government in 2015, for the first two years of the next parliament there will be a cap in the rise in child benefit at one per cent per year. This would save £400 million in the next Parliament, with all the savings going towards reducing the UK's deficit." Which of the following is closest to your opinion?

	Total	Age			Gender		Region			2010 Vote			Parents	Income Band		
		18-34	35-54	55+	Male	Female	South	Midlands and Wales	North & Scotland	Labour	Conservative	Liberal Democrat		£0 - £19,999	£20,000 - £39,999	£40,000+
<i>Unweighted total</i>	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	1004	327	408	269	370	634	417	214	356	247	221	132	405	312	338	232
<i>Weighted total</i>	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	1004	283	351	371	473	530	452	208	322	209	261	167	358	313	342	228
"It is a good idea to use a cap in the rise of Child benefit to help reduce the UK's deficit"	53.6%	43.5%	51.0%	63.6%	56.2%	51.3%	50.4%	61.5%	55.0%	68.4%	55.9%	55.7%	43.0%	50.5%	55.0%	57.5%
	538	123	179	236	266	272	228	128	177	143	146	93	154	158	188	131
"It is a bad idea to use a cap in the rise Child benefit to help reduce the UK's deficit"	28.6%	30.4%	31.3%	24.5%	30.9%	26.4%	30.3%	24.0%	28.0%	21.5%	33.3%	28.7%	38.6%	29.1%	27.8%	30.3%
	287	86	110	91	146	140	137	50	90	45	87	48	138	91	95	69
Don't know	17.7%	26.2%	17.7%	11.3%	12.9%	22.3%	19.0%	14.4%	17.4%	10.1%	10.7%	15.0%	18.4%	20.5%	17.5%	12.3%
	178	74	62	42	61	118	86	30	56	21	28	25	66	64	60	28