

# Rochester & Strood

# TTIP Survey

30/10/2014

Prepared on behalf of Unite



# Methodology

## Fieldwork Dates

27<sup>th</sup> – 28<sup>th</sup> October 2014

## Data Collection Method

The survey was conducted via telephone. A combination of random numbers seeded from the complete BT directory of households in the local wards and a smaller amount of targeted lifestyle data for specific age brackets were called.

## Population Sampled

All residents aged 18+ in the Rochester & Strood constituency.

## Sample Size

1,012

## Data Weighting

Data were weighted to the profile of all adults in Rochester & Strood constituency aged 18+. Data were weighted by age, sex, region and likelihood to vote. Targets for the weighted data were derived from Office of National Statistics 2011 Census data.

## 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 1,012 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.

## Voting Intention

In order to assess voting intention, we first asked respondents how likely they would be to vote in the next election on a scale of 0-10. This likelihood to vote for was then used to weight voters' responses, such that respondents replying "10" were weighted by a factor of 1.0, whilst those responding "9" were weighted by a factor of 0.9, and so on down to responses of "0" being excluded altogether.

Respondents were then asked who they would be most likely to vote for if that election were tomorrow, with the list of hypothetical candidates prompted in a randomising order.

## 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.

Not all questions will have necessarily been asked to all respondents – this is because they may be follow-on questions from previous questions or only appropriate to certain demographic groups. Lower response counts should make clear where this has occurred.

Before Q6, respondents were read the following statement regarding the Trans-Atlantic Trade and Investment Partnership (TTIP):

*Representatives from the European Union and the US government are presently negotiating a new trade agreement called TTIP (Trans-Atlantic Trade and Investment Partnership), aimed at making it easier to trade between Europe and the USA, which they estimate could bring an extra £4 billion a year to the UK economy.*

*As it currently stands this new agreement covers the NHS and health sector in the UK. The UK government recently confirmed that health is in the scope of the agreement. If the NHS is included as part of this trade agreement, TTIP would provide a mechanism to allow American multinationals, or any firm with American investors, new powers to sue the government if it ever attempted to take privatised health services back into public ownership.*

Data were analysed and weighted by Survation and presented by Patrick Bri ne and Damian Lyons Lowe.

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**Table 7**  
**Q5. Thinking about your local area, what issue is most important to you and your family at the moment?**  
**Base : All Respondents**

	Total	Gender		Age			2010 Vote				Ward Group		
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	Rochester	Strood	Rural
Unweighted Total	1012	462	550	164	303	545	404	173	47	65	355	287	370
Weighted Total	1012	469	543	305	365	342	362	157	44	64	425	270	317
The quality of local NHS hospitals and GP services in Medway	379 37.4%	158 33.7%	221 40.6%	115 37.7%	121 33.1%	143 41.8%	121 33.3%	72 45.8%	22 48.5%	23 35.2%	182 42.9%	87 32.4%	109 34.4%
The impact of immigration on your local community	253 25.0%	130 27.8%	123 22.6%	48 15.8%	102 27.9%	103 30.2%	115 31.7%	30 19.4%	7 16.3%	29 45.4%	95 22.5%	79 29.4%	78 24.7%
The level of crime and anti-social behaviour in your area	79 7.8%	38 8.1%	41 7.5%	29 9.6%	29 8.0%	20 5.9%	25 6.9%	9 5.7%	4 9.1%	2 2.4%	40 9.5%	17 6.3%	21 6.7%
Employment opportunities in Medway	114 11.3%	55 11.6%	60 11.0%	50 16.5%	45 12.2%	19 5.6%	46 12.8%	8 5.4%	4 9.5%	4 7.0%	47 11.1%	30 11.2%	36 11.5%
The quality of local schools and higher education in Medway	67 6.6%	27 5.8%	39 7.3%	20 6.4%	37 10.0%	10 3.0%	18 5.1%	20 12.6%	2 3.4%	2 3.3%	19 4.4%	21 7.8%	27 8.5%
Something else	121 11.9%	61 12.9%	60 11.1%	42 13.9%	32 8.9%	46 13.5%	37 10.3%	17 11.1%	6 13.2%	4 6.7%	41 9.6%	35 12.9%	45 14.2%
SIGMA	1012 100.0%	469 100.0%	543 100.0%	305 100.0%	365 100.0%	342 100.0%	362 100.0%	157 100.0%	44 100.0%	64 100.0%	425 100.0%	270 100.0%	317 100.0%

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**Table 8**  
**Q6. Would you support or oppose the inclusion of the NHS as part of this trade agreement?**  
**Base : All Respondents**

	Total	Gender		Age			2010 Vote				Ward Group		
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	Rochester	Strood	Rural
Unweighted Total	1012	462	550	164	303	545	404	173	47	65	355	287	370
Weighted Total	1012	469	543	305	365	342	362	157	44	64	425	270	317
Support the inclusion of the NHS in the trade agreement	182 18.0%	97 20.7%	85 15.6%	88 28.8%	47 12.9%	47 13.7%	61 16.9%	29 18.3%	5 11.7%	10 16.0%	74 17.3%	50 18.5%	58 18.5%
Oppose the inclusion of the NHS in the trade agreement	566 55.9%	280 59.8%	286 52.5%	124 40.7%	232 63.5%	210 61.3%	216 59.6%	98 62.3%	24 53.7%	41 64.2%	241 56.6%	148 54.8%	177 55.9%
Don't know	264 26.1%	91 19.5%	173 31.8%	93 30.4%	86 23.6%	85 25.0%	85 23.5%	31 19.4%	15 34.6%	13 19.8%	111 26.1%	72 26.7%	81 25.7%
SIGMA	1012 100.0%	469 100.0%	543 100.0%	305 100.0%	365 100.0%	342 100.0%	362 100.0%	157 100.0%	44 100.0%	64 100.0%	425 100.0%	270 100.0%	317 100.0%

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**Table 9**  
**Q7. Do you think David Cameron should, or should not, seek to exclude the NHS from this trade agreement?**  
**Base : All Respondents**

	Total	Gender		Age			2010 Vote				Ward Group		
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	Rochester	Strood	Rural
Unweighted Total	1012	462	550	164	303	545	404	173	47	65	355	287	370
Weighted Total	1012	469	543	305	365	342	362	157	44	64	425	270	317
Should seek to exclude	582 57.5%	286 61.1%	296 54.4%	144 47.3%	233 63.8%	205 59.8%	232 63.9%	101 64.1%	25 56.9%	43 66.7%	240 56.5%	171 63.2%	171 53.9%
Should not seek to exclude	172 17.0%	83 17.8%	89 16.3%	80 26.3%	46 12.7%	46 13.4%	41 11.2%	27 16.9%	7 16.5%	9 14.2%	82 19.4%	35 12.9%	55 17.4%
Don't know	258 25.5%	99 21.1%	159 29.3%	80 26.4%	86 23.6%	91 26.7%	90 24.9%	30 19.0%	12 26.5%	12 19.0%	103 24.2%	64 23.9%	91 28.7%
SIGMA	1012 100.0%	469 100.0%	543 100.0%	305 100.0%	365 100.0%	342 100.0%	362 100.0%	157 100.0%	44 100.0%	64 100.0%	425 100.0%	270 100.0%	317 100.0%

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**Table 10**  
**Q8. Which of these statements is closest to your opinion?**  
**Base : All Respondents**

	Total	Gender		Age			2010 Vote				Ward Group		
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	Rochester	Strood	Rural
Unweighted Total	1012	462	550	164	303	545	404	173	47	65	355	287	370
Weighted Total	1012	469	543	305	365	342	362	157	44	64	425	270	317
David Cameron should veto the trade agreement if he fails to get a guaranteed opt-out for the NHS	502 49.6%	258 55.1%	243 44.8%	111 36.3%	213 58.4%	178 51.9%	200 55.3%	84 53.7%	22 49.4%	42 66.0%	207 48.7%	143 52.8%	152 48.0%
David Cameron should not veto the trade agreement if he fails to get a guaranteed opt-out for the NHS	175 17.3%	95 20.2%	80 14.7%	88 28.8%	45 12.3%	42 12.3%	49 13.6%	33 20.8%	7 15.2%	7 11.5%	78 18.3%	45 16.8%	52 16.3%
Don't know	335 33.1%	115 24.6%	220 40.5%	106 34.9%	107 29.3%	122 35.8%	113 31.1%	40 25.5%	16 35.4%	14 22.5%	140 33.1%	82 30.4%	113 35.6%
SIGMA	1012 100.0%	469 100.0%	543 100.0%	305 100.0%	365 100.0%	342 100.0%	362 100.0%	157 100.0%	44 100.0%	64 100.0%	425 100.0%	270 100.0%	317 100.0%



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**Table 11**  
**Q9. What age bracket do you fall into?**  
**Base : All Respondents**

	Total	Gender		Age			2010 Vote				Ward Group		
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	Rochester	Strood	Rural
Unweighted Total	1012	462	550	164	303	545	404	173	47	65	355	287	370
Weighted Total	1012	469	543	305	365	342	362	157	44	64	425	270	317
18-24	165 16.3%	67 14.4%	97 17.9%	165 54.0%	- -	- -	16 4.5%	7 4.2%	2 5.4%	6 8.9%	65 15.3%	44 16.3%	56 17.6%
25-34	140 13.8%	83 17.7%	57 10.5%	140 46.0%	- -	- -	43 11.7%	15 9.9%	5 11.2%	8 12.5%	48 11.4%	42 15.6%	49 15.6%
35-44	89 8.8%	44 9.3%	46 8.4%	- -	89 24.5%	- -	27 7.5%	15 9.8%	6 13.9%	10 15.7%	31 7.3%	34 12.5%	25 7.8%
45-54	276 27.3%	115 24.5%	161 29.7%	- -	276 75.5%	- -	119 32.7%	52 33.4%	15 34.2%	20 31.0%	112 26.3%	77 28.5%	87 27.5%
55-64	135 13.4%	65 13.8%	71 13.0%	- -	- -	135 39.5%	60 16.7%	25 16.1%	4 8.3%	8 12.6%	66 15.6%	34 12.7%	34 10.9%
65-74	127 12.5%	62 13.2%	65 12.0%	- -	- -	127 37.0%	62 17.0%	26 16.2%	8 17.7%	7 10.3%	58 13.6%	26 9.5%	43 13.6%
75+	80 7.9%	34 7.2%	46 8.5%	- -	- -	80 23.4%	36 9.8%	16 10.5%	4 9.3%	6 9.0%	44 10.5%	13 4.8%	23 7.1%
SIGMA	1012 100.0%	469 100.0%	543 100.0%	305 100.0%	365 100.0%	342 100.0%	362 100.0%	157 100.0%	44 100.0%	64 100.0%	425 100.0%	270 100.0%	317 100.0%

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**Table 12**  
**Q10. Gender**  
 Base : All Respondents

	Total	Gender		Age			2010 Vote				Ward Group		
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	Rochester	Strood	Rural
Unweighted Total	1012	462	550	164	303	545	404	173	47	65	355	287	370
Weighted Total	1012	469	543	305	365	342	362	157	44	64	425	270	317
Male	469	469	-	150	158	160	176	75	17	29	202	136	130
	46.3%	100.0%	-	49.3%	43.3%	46.8%	48.7%	48.0%	39.3%	45.4%	47.6%	50.5%	41.0%
Female	543	-	543	155	207	182	186	82	27	35	223	134	187
	53.7%	-	100.0%	50.7%	56.7%	53.2%	51.3%	52.0%	60.7%	54.6%	52.4%	49.5%	59.0%
SIGMA	1012	469	543	305	365	342	362	157	44	64	425	270	317
	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%