

Issues Poll

23/12/2014

Prepared on behalf of LabourList



Methodology

Fieldwork Dates

18th – 19th December 2014

Data Collection Method

The survey was conducted via online panel. Invitations to complete surveys were sent out to members of the panel. Differential response rates from different demographic groups were taken into account.

Population Sampled

All residents aged 18+ in Great Britain.

Sample Size

1009

Data Weighting

Data were weighted to the profile of all adults in Great Britain aged 18+. Data were weighted by age, sex, region, past vote and SEG. 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 1,009 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

Respondents were then asked who they would be most likely to vote for if that election were tomorrow, with the list of parties 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.

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

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If you are interested in commissioning a poll from us, please contact researchteam@survation.com for a prompt response to your enquiry and we'll call you right back with the appropriate person.

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Table 1

Q14. Thinking about your local area, what issue is most important to you and your family at the moment?

Base : All Respondents

	Gender		Age			2010 Vote					GE Voting Intention					SEG				Region6						
	Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	Would not vote	CON	LAB	LD	UKIP	Undecided	AB	C1	C2	DE	London	Midlands	North	South	Scotland	Wales	
Unweighted Total	1009	453	556	200	373	436	285	207	159	103	15	234	223	64	184	160	234	205	256	314	80	159	277	337	79	57
Weighted Total	1009	490	519	290	356	363	279	224	178	73	15	220	244	77	155	177	206	143	264	396	130	161	238	315	84	49
The quality of local schools and higher education in your local area	86 8.5%	28 5.7%	58 11.2%	38 13.2%	42 11.8%	6 1.6%	22 7.8%	17 7.5%	15 8.6%	4 4.9%	1 9.2%	19 8.8%	18 7.4%	12 15.8%	4 2.3%	27 15.4%	30 14.6%	12 8.5%	21 8.0%	23 5.7%	12 9.0%	15 9.2%	20 8.4%	31 9.9%	4 4.2%	2 4.3%
The level of crime and anti-social behaviour in your area	152 15.1%	64 13.0%	88 17.0%	57 19.8%	60 16.8%	35 9.6%	49 17.4%	32 14.1%	23 13.1%	5 7.5%	1 9.6%	47 21.3%	33 13.5%	10 13.5%	20 13.0%	21 12.1%	39 19.1%	27 18.9%	38 14.2%	48 12.2%	34 26.4%	21 13.0%	44 18.5%	41 13.2%	5 6.2%	5 11.2%
The quality of local NHS hospitals and GP services in your local area	400 39.6%	196 40.0%	203 39.2%	99 34.1%	124 34.9%	176 48.7%	101 36.2%	96 42.7%	80 45.0%	26 35.6%	5 34.9%	81 36.9%	115 47.2%	31 40.6%	45 29.3%	72 40.5%	72 34.9%	55 38.6%	116 43.9%	157 39.5%	47 35.7%	64 39.6%	83 35.0%	131 41.6%	45 53.2%	14 29.0%
Employment opportunities in your local area	158 15.7%	74 15.2%	84 16.2%	45 15.6%	70 19.7%	43 11.8%	34 12.3%	43 19.0%	32 18.2%	10 13.4%	2 16.5%	28 12.9%	48 19.5%	12 15.2%	21 13.7%	24 13.7%	29 13.9%	27 19.0%	29 10.8%	74 18.6%	17 12.9%	20 12.2%	43 18.1%	49 15.4%	12 14.4%	12 24.6%
The impact of immigration on your local community	161 15.9%	99 20.2%	62 12.0%	40 13.7%	50 14.0%	71 19.7%	59 21.1%	25 11.1%	16 9.1%	26 35.4%	4 27.8%	37 16.7%	23 9.6%	7 9.4%	56 36.4%	20 11.0%	26 12.7%	17 11.6%	43 16.1%	76 19.1%	20 15.4%	34 21.3%	39 16.4%	50 16.0%	6 7.4%	6 12.8%
Something else	52 5.2%	29 5.9%	23 4.5%	11 3.7%	10 2.8%	31 8.7%	15 5.3%	12 5.5%	11 6.0%	2 3.2%	- 2.1%	7 3.4%	7 2.9%	4 5.4%	8 5.4%	13 7.3%	10 4.9%	5 3.4%	18 6.8%	19 4.8%	1 0.7%	8 4.7%	9 3.6%	12 3.8%	12 14.6%	9 18.0%
SIGMA	1009 100.0%	490 100.0%	519 100.0%	290 100.0%	356 100.0%	363 100.0%	279 100.0%	224 100.0%	178 100.0%	73 100.0%	15 100.0%	220 100.0%	244 100.0%	77 100.0%	155 100.0%	177 100.0%	206 100.0%	143 100.0%	264 100.0%	396 100.0%	130 100.0%	161 100.0%	238 100.0%	315 100.0%	84 100.0%	49 100.0%

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Table 2
Q15. Which of the following would you most like the next government to achieve on a national level?
Base : All Respondents

	Gender		Age			2010 Vote					GE Voting Intention					SEG				Region6						
	Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	Would not vote	CON	LAB	LD	UKIP	Undecided	AB	C1	C2	DE	London	Midlands	North	South	Scotland	Wales	
Unweighted Total	1009	453	556	200	373	436	285	207	159	103	15	234	223	64	184	160	234	205	256	314	80	159	277	337	79	57
Weighted Total	1009	490	519	290	356	363	279	224	178	73	15	220	244	77	155	177	206	143	264	396	130	161	238	315	84	49
Reduce the overall level of immigration to the UK	392	203	189	77	135	180	132	84	57	35	2	92	79	14	111	52	58	42	104	188	34	77	110	116	26	24
	38.9%	41.5%	36.4%	26.6%	38.0%	49.5%	47.3%	37.5%	32.1%	48.1%	14.7%	41.8%	32.3%	18.2%	71.7%	29.3%	28.4%	29.1%	39.5%	47.4%	26.3%	47.4%	46.2%	36.9%	30.3%	48.5%
Bring down the deficit and reduce the national debt	182	103	79	53	52	77	83	27	24	15	2	75	20	24	16	23	58	25	41	58	30	24	34	63	14	3
	18.0%	21.0%	15.2%	18.3%	14.6%	21.2%	29.9%	12.1%	13.6%	20.4%	13.7%	33.9%	8.2%	31.7%	10.3%	12.9%	28.0%	17.4%	15.6%	14.6%	22.9%	14.7%	14.4%	20.0%	16.8%	7.1%
Increase the availability and affordability of homes	99	57	42	41	33	25	23	22	18	5	-	18	41	5	9	17	19	20	37	23	16	8	16	27	21	7
	9.8%	11.7%	8.0%	14.1%	9.1%	7.0%	8.2%	9.9%	10.0%	7.5%	-	8.2%	16.7%	6.8%	6.0%	9.7%	9.4%	14.0%	14.1%	5.7%	12.3%	5.0%	6.6%	8.7%	25.4%	14.6%
Improve wages and living standards for working people	291	114	178	94	124	73	37	88	72	15	11	32	100	31	18	59	66	48	79	98	37	47	70	94	21	13
	28.9%	23.2%	34.2%	32.5%	34.7%	20.2%	13.2%	39.2%	40.5%	20.9%	71.6%	14.7%	40.9%	39.9%	11.5%	33.1%	32.0%	33.8%	29.8%	24.8%	28.6%	28.9%	29.3%	30.0%	25.1%	27.5%
Don't know	45	12	32	25	13	7	4	3	7	2	-	3	5	3	1	26	5	8	2	30	13	6	8	14	2	1
	4.4%	2.5%	6.2%	8.5%	3.6%	2.0%	1.4%	1.4%	3.8%	3.1%	-	1.4%	1.9%	3.4%	0.4%	14.9%	2.2%	5.7%	0.9%	7.5%	9.9%	4.0%	3.5%	4.5%	2.3%	2.3%
SIGMA	1009	490	519	290	356	363	279	224	178	73	15	220	244	77	155	177	206	143	264	396	130	161	238	315	84	49
	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%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

	Page	Table	Title	Base Description	Base
	4	1	Q14. Thinking about your local area, what issue is most important to you and your family at the moment?	Base : All Respondents	1009
	5	2	Q15. Which of the following would you most like the next government to achieve on a national level?	Base : All Respondents	1009
