

Political Issues Poll

17/03/2015

Prepared on behalf of the Daily Mirror



Methodology

Fieldwork Dates

16th – 17th March 2015

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

1,001

Data Weighting

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

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 1,001 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.

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.

For further information please contact.

Katy Owen

0203 142 7642

katy.owen@survation.com

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.

Sign up for our press releases at <http://eepurl.com/mOK8T>

Follow us on twitter:

www.twitter.com/survation for our regular survey work and political polling

www.twitter.com/damiansurvation for Damian Lyons Lowe's twitter feed

Survation are a member of The British Polling Council and abide by its rules:

<http://www.britishpollingcouncil.org>

Survation Ltd Registered in England & Wales Number 07143509

Political Issues Poll
Prepared on behalf of the Daily Mirror

Table 1

Q1. Normal weightings

Q1. Conservative Party Chairman Grant Shapps was first elected as an MP in 2005. For his first three years as an MP he was Director and shareholder of "How to Corp Ltd", a web marketing business which he ran under the pseudonym "Michael Green". He fully declared his interest in this business at the time in the Parliamentary register. Since 2012, Grant Shapps has denied that he continued to work under the name "Michael Green" after becoming an MP. In an interview three weeks ago, Mr Shapps said "to be absolutely clear I don't have a second job and I have never had a second job whilst being an MP". However, the Guardian has published an audio recording of Mr Shapps appearing under the name of Michael Green, promoting his online marketing ideas while he was still in parliament. He has since admitted he was mistaken "over the dates" and that he had "over firmly denied" the existence of his second job whilst an MP. Which of the following statements is closest to your opinion?

Base: All Respondents

	Total	Gender		Age			2010 Vote					SEG				Region6 + 1						
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales
Unweighted Total	1001	405	596	268	365	368	251	202	145	65	269	235	184	279	224	84	189	242	360	875	79	47
Weighted Total	1001	484	517	286	355	361	246	198	157	64	267	215	164	265	235	115	166	236	348	864	90	46
Grant Shapps made an honest mistake over the dates of his work outside Parliament	115	66	48	45	25	45	41	14	17	8	25	27	17	49	17	19	32	15	36	102	10	2
	11.4%	13.7%	9.3%	15.7%	6.9%	12.6%	16.8%	7.2%	11.0%	12.1%	9.2%	12.5%	10.4%	18.5%	7.3%	16.6%	19.4%	6.2%	10.4%	11.8%	11.0%	5.3%
Grant Shapps deliberately lied over the dates of his work outside Parliament	578	299	279	140	224	213	123	144	97	40	149	142	91	133	140	66	73	161	195	496	56	26
	57.7%	61.7%	54.0%	49.1%	63.2%	59.2%	50.0%	72.9%	61.6%	61.8%	55.7%	65.7%	55.4%	50.2%	59.7%	57.5%	44.3%	68.3%	56.2%	57.4%	62.0%	55.3%
Don't know	309	119	190	101	106	102	82	39	43	17	94	47	56	83	78	30	60	60	116	266	24	18
	30.8%	24.6%	36.7%	35.3%	29.9%	28.2%	33.2%	19.8%	27.4%	26.1%	35.2%	21.8%	34.2%	31.4%	33.0%	25.9%	36.3%	25.6%	33.3%	30.8%	27.0%	39.4%
SIGMA	1001	484	517	286	355	361	246	198	157	64	267	215	164	265	235	115	166	236	348	864	90	46
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Survation.

Political Issues Poll
Prepared on behalf of the Daily Mirror

Table 2

Q2. Normal weightings

Q2. Grant Shapps transferred his shares in the firm to his wife in 2008. How To Corp was dissolved last year after it marketed "scraping" software TrafficPaymaster – the sale of which, the police said, may have been an "offence of fraud".

Base: All Respondents

Which of the following statements is closest to your opinion?

	Total	Gender		Age			2010 Vote					SEG				Region6 + 1						
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales
Unweighted Total	1001	405	596	268	365	368	251	202	145	65	269	235	184	279	224	84	189	242	360	875	79	47
Weighted Total	1001	484	517	286	355	361	246	198	157	64	267	215	164	265	235	115	166	236	348	864	90	46
Grant Shapps should resign as Chairman of the Conservative Party	582	298	284	145	218	219	115	139	98	46	154	134	97	136	140	60	85	155	193	493	63	26
58.1%	61.4%	55.0%	50.7%	61.4%	60.8%	46.9%	70.3%	62.8%	71.7%	57.8%	62.2%	59.0%	51.3%	59.6%	52.1%	51.1%	65.8%	55.6%	57.1%	69.1%	56.0%	
Grant Shapps should not resign as Chairman of the Conservative Party	144	85	59	53	33	58	55	24	18	8	29	33	23	55	26	34	24	23	51	131	10	3
14.4%	17.6%	11.3%	18.7%	9.3%	16.0%	22.3%	12.4%	11.6%	12.6%	10.8%	15.2%	13.9%	20.7%	11.2%	29.4%	14.3%	9.6%	14.6%	15.2%	10.9%	6.8%	
Don't know	275	101	174	88	104	84	76	34	40	10	84	49	45	74	69	21	57	58	103	240	18	17
27.5%	20.9%	33.7%	30.7%	29.3%	23.2%	30.8%	17.3%	25.6%	15.7%	31.4%	22.6%	27.1%	28.0%	29.2%	18.5%	34.6%	24.6%	29.7%	27.8%	20.0%	37.2%	
SIGMA	1001	484	517	286	355	361	246	198	157	64	267	215	164	265	235	115	166	236	348	864	90	46
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Political Issues Poll
Prepared on behalf of the Daily Mirror

Table 3
Q3. Normal weightings
Q3. Which of the following statements is closest to your opinion?
Base: All Respondents

	Total	Gender		Age			2010 Vote					SEG				Region6 + 1						
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales
Unweighted Total	1001	405	596	268	365	368	251	202	145	65	269	235	184	279	224	84	189	242	360	875	79	47
Weighted Total	1001	484	517	286	355	361	246	198	157	64	267	215	164	265	235	115	166	236	348	864	90	46
Grant Shapps should resign as an MP	563	283	281	141	216	207	109	138	97	47	145	121	93	132	140	68	80	147	185	480	57	27
	56.3%	58.4%	54.3%	49.2%	61.0%	57.3%	44.4%	69.8%	61.8%	73.2%	54.4%	56.0%	56.7%	49.9%	59.4%	58.8%	48.5%	62.3%	53.2%	55.5%	62.6%	57.8%
Grant Shapps should not resign as an MP	179	107	72	59	41	78	72	27	22	9	39	48	31	55	33	27	34	36	63	161	14	4
	17.8%	22.0%	13.9%	20.7%	11.7%	21.7%	29.4%	13.8%	14.3%	13.9%	14.6%	22.4%	18.6%	20.9%	13.8%	23.5%	20.5%	15.5%	18.1%	18.6%	15.8%	8.3%
Don't know	259	95	164	86	97	76	65	32	37	8	83	46	41	77	63	20	51	52	100	224	19	16
	25.9%	19.6%	31.7%	30.1%	27.3%	21.0%	26.3%	16.3%	23.9%	12.9%	31.0%	21.5%	24.7%	29.2%	26.7%	17.6%	31.0%	22.2%	28.7%	25.9%	21.6%	33.9%
SIGMA	1001	484	517	286	355	361	246	198	157	64	267	215	164	265	235	115	166	236	348	864	90	46
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Political Issues Poll
Prepared on behalf of the Daily Mirror

Table 4
Q4. Normal weightings
Q4. Which of the following statements is closest to your opinion?
Base: All Respondents

	Total	Gender		Age			2010 Vote					SEG				Region6 + 1						
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales
Unweighted Total	1001	405	596	268	365	368	251	202	145	65	269	235	184	279	224	84	189	242	360	875	79	47
Weighted Total	1001	484	517	286	355	361	246	198	157	64	267	215	164	265	235	115	166	236	348	864	90	46
I would vote for Grant Shapps if he was the Conservative MP in my constituency	111	67	44	33	23	55	56	10	18	5	18	33	18	40	14	19	26	15	41	101	7	2
I would not vote for Grant Shapps if he was the Conservative MP in my constituency	11.1%	13.8%	8.5%	11.6%	6.4%	15.3%	22.8%	5.3%	11.4%	7.2%	6.8%	15.2%	11.2%	14.9%	6.1%	16.2%	15.4%	6.5%	11.9%	11.7%	8.3%	5.4%
I would not vote for Grant Shapps if he was the Conservative MP in my constituency	690	338	352	186	251	253	127	170	115	55	184	143	111	173	176	77	98	180	232	588	68	33
Don't know	68.9%	69.7%	68.1%	65.1%	70.7%	70.1%	51.7%	86.1%	73.4%	85.2%	69.0%	66.4%	67.5%	65.3%	74.7%	67.2%	59.3%	76.5%	66.7%	68.0%	75.6%	72.2%
	201	80	121	67	81	53	63	17	24	5	65	40	35	52	45	19	42	40	75	176	15	10
	20.0%	16.5%	23.4%	23.3%	22.9%	14.6%	25.5%	8.6%	15.1%	7.6%	24.2%	18.4%	21.3%	19.8%	19.2%	16.6%	25.3%	17.0%	21.5%	20.3%	16.2%	22.4%
SIGMA	1001	484	517	286	355	361	246	198	157	64	267	215	164	265	235	115	166	236	348	864	90	46
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Political Issues Poll
Prepared on behalf of the Daily Mirror

Table 5
Q5. Normal weightings
Q5. Other Conservative MPs have defended Grant Shapps, saying Labour are only attacking him because they "don't like [the] fact Grant Shapps is a business success." and saying that Labour "hate business".
Which of the following statements is closest to your opinion?
Base: All Respondents

	Total	Gender		Age			2010 Vote					SEG				Region6 + 1						
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales
Unweighted Total	1001	405	596	268	365	368	251	202	145	65	269	235	184	279	224	84	189	242	360	875	79	47
Weighted Total	1001	484	517	286	355	361	246	198	157	64	267	215	164	265	235	115	166	236	348	864	90	46
I believe that Labour hate business	183	107	76	47	40	96	98	18	15	14	30	44	30	53	38	21	40	34	77	171	9	3
	18.3%	22.2%	14.7%	16.6%	11.4%	26.6%	40.0%	9.0%	9.6%	22.5%	11.2%	20.6%	18.3%	20.1%	16.0%	18.1%	24.0%	14.2%	22.0%	19.7%	10.3%	7.4%
I do not believe that Labour hate business	540	294	246	143	213	184	84	155	107	29	137	129	100	127	131	77	81	133	175	466	50	25
	54.0%	60.8%	47.6%	50.0%	60.1%	51.1%	34.3%	78.6%	68.4%	44.7%	51.4%	59.7%	60.6%	47.8%	55.5%	66.5%	48.9%	56.5%	50.3%	53.9%	54.9%	53.9%
Don't know	277	82	195	96	101	81	63	25	35	21	100	43	35	85	67	18	45	69	96	228	31	18
	27.7%	17.0%	37.7%	33.4%	28.5%	22.4%	25.7%	12.5%	22.1%	32.7%	37.4%	19.8%	21.1%	32.1%	28.5%	15.4%	27.2%	29.2%	27.7%	26.4%	34.8%	38.6%
SIGMA	1001	484	517	286	355	361	246	198	157	64	267	215	164	265	235	115	166	236	348	864	90	46
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%