

Issues

Poll

26/02/2015

Prepared on behalf of Unions 21

Unions 21

Methodology

Fieldwork Dates

23rd February 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

1,046

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 1,046 it is 95% certain that the 'true' value will fall within the range of 3.0% 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 Suration.
For further information please contact.
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Table 1
Q1. Normal weightings
Q1. Thinking about Britain's economy, which of the following statements is closest to your opinion?
Base: All Respondents

	Gender		Age			Voting Intention						2010 Vote					SEG				Region6 + 1							Employment				
	Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	Undecided	CON	LAB	LD	OTHER	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales	Full-time employ	Part-time employ	Self-employed	Unemployed	
Unweighted Total	1046	489	557	202	386	458	239	265	60	155	79	163	299	224	158	78	230	225	206	283	332	98	165	259	399	921	79	46	352	127	71	85
Weighted Total	1046	508	538	301	369	376	218	280	72	156	75	158	280	226	179	73	230	241	177	271	358	124	173	246	361	904	88	55	395	123	65	94
Britain is more regionally divided in terms of its economy now than it was thirty years ago	505	274	230	115	182	209	84	159	36	88	48	63	122	137	80	48	98	123	87	132	163	59	85	130	152	425	50	30	182	55	33	41
48.3%	54.0%	42.8%	38.0%	49.2%	55.5%	38.6%	56.7%	49.1%	56.5%	63.8%	40.0%	43.5%	60.7%	44.6%	65.1%	42.5%	51.0%	49.4%	48.6%	45.5%	47.3%	49.1%	52.8%	42.0%	47.0%	56.6%	55.2%	46.1%	44.6%	50.7%	44.0%	
Britain is less regionally divided in terms of its economy now than it was thirty years ago	115	60	56	39	37	40	41	31	8	12	5	11	45	21	22	4	20	26	21	32	37	9	16	30	46	102	5	9	50	13	9	11
11.0%	11.7%	10.3%	12.9%	10.0%	10.5%	18.6%	11.0%	11.4%	7.7%	7.3%	7.2%	15.9%	9.5%	12.1%	4.8%	8.7%	10.6%	11.7%	11.7%	10.5%	7.6%	9.4%	12.1%	12.8%	11.3%	5.5%	15.8%	12.6%	10.9%	14.4%	11.2%	
Britain is no more nor less regionally divided in terms of its economy now than it was thirty years ago	254	124	130	77	90	88	78	49	26	40	11	36	93	31	65	13	46	71	43	67	73	42	48	39	94	222	20	12	103	34	13	13
24.3%	24.3%	24.2%	25.4%	24.3%	23.3%	35.8%	17.4%	35.2%	25.5%	14.5%	22.9%	33.3%	13.6%	36.1%	18.4%	20.1%	29.3%	24.2%	24.8%	20.5%	33.6%	27.7%	15.8%	26.1%	24.6%	22.6%	21.0%	26.1%	27.8%	20.3%	13.7%	
Dont know	172	50	122	71	61	40	15	42	3	16	11	47	20	37	13	9	66	22	26	40	84	14	24	47	69	155	13	4	60	20	10	29
16.5%	9.9%	22.7%	23.6%	16.6%	10.6%	7.1%	14.9%	4.3%	10.3%	14.5%	29.9%	7.2%	16.2%	7.1%	11.7%	28.6%	9.1%	14.7%	14.9%	23.5%	11.5%	13.8%	19.2%	19.2%	17.1%	15.3%	8.0%	15.2%	16.7%	14.6%	31.1%	
SIGMA	1046	508	538	301	369	376	218	280	72	156	75	158	280	226	179	73	230	241	177	271	358	124	173	246	361	904	88	55	395	123	65	94
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Table 2

Q2. Normal weightings

Q2. A "balanced economy" is one which is not over-reliant on certain sectors or regions of the UK. Bearing in mind this definition of a "balanced economy", which of the following statements is closest to your opinion?*

Base: All Respondents

Unweighted Total
 Weighted Total
 The next government needs to give higher priority to rebalancing the economy
 The economy is balanced enough and does not need to be a priority for the next government
 Dont know
 SIGMA

Total	Gender		Age			Voting Intention						2010 Vote					SEG				Region6 + 1							Employment			
	Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	Undecided	CON	LAB	LD	OTHER	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales	Full-time employ	Part-time employ	Self-employed	Unemployed
1046	489	557	202	386	458	239	265	60	155	79	163	299	224	158	78	230	225	206	283	332	98	165	259	399	921	79	46	352	127	71	85
1046	508	538	301	369	376	218	280	72	156	75	158	280	226	179	73	230	241	177	271	358	124	173	246	361	904	88	55	395	123	65	94
684	354	330	179	237	268	126	206	48	119	63	86	171	170	128	51	139	171	119	169	226	68	124	165	224	581	68	35	249	73	38	60
65.4%	69.6%	61.4%	59.3%	64.3%	71.4%	57.6%	73.7%	66.0%	76.2%	84.1%	54.8%	60.9%	75.1%	71.3%	69.3%	60.5%	70.9%	67.2%	62.5%	63.0%	55.2%	71.8%	66.9%	62.0%	64.3%	77.4%	64.8%	62.9%	59.7%	58.5%	63.9%
176	96	80	54	60	62	69	36	19	23	1	16	73	25	31	14	28	42	28	46	60	34	25	31	71	162	4	10	80	26	14	9
16.8%	18.9%	14.8%	18.0%	16.2%	16.5%	31.7%	12.8%	26.5%	14.8%	1.5%	10.3%	26.1%	11.0%	17.3%	19.0%	12.1%	17.5%	15.9%	16.9%	16.7%	27.1%	14.6%	12.8%	19.8%	17.9%	5.0%	18.1%	20.2%	21.2%	21.0%	10.1%
186	58	128	68	72	46	23	38	5	14	11	55	36	31	20	9	63	28	30	56	73	22	24	50	66	161	15	9	67	23	13	24
17.8%	11.4%	23.8%	22.7%	19.6%	12.1%	10.7%	13.5%	7.4%	9.1%	14.4%	34.8%	12.9%	13.9%	11.5%	11.7%	27.4%	11.6%	17.0%	20.6%	20.3%	17.6%	13.6%	20.3%	18.3%	17.8%	17.7%	17.2%	16.9%	19.1%	20.5%	26.1%
1046	508	538	301	369	376	218	280	72	156	75	158	280	226	179	73	230	241	177	271	358	124	173	246	361	904	88	55	395	123	65	94
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%