

# Newark

# Reactions Poll

30/04/2014

Prepared on behalf of the Huffington Post

THE  
HUFFINGTON  
POST

# Methodology

## Fieldwork Dates

30<sup>th</sup> April 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

1,024

## 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 1,024 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 and presented by Patrick Bri ne and Damian Lyons Lowe.

For further information please contact;  
Damian Lyons Lowe  
Chief Executive  
Survation Ltd

0203 142 7640  
[damian.lyonslowe@survation.com](mailto:damian.lyonslowe@survation.com)

If you are interested in commissioning a poll from us, please contact [researchteam@survation.com](mailto: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](http://www.twitter.com/survation) for our regular survey work and political polling  
[www.twitter.com/damiansurvation](http://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

**Newark Reactions Poll**  
**On behalf of the Huffington Post UK**

Following the resignation of Conservative MP Patrick Mercer, there will be a by-election to elect a new MP in Newark in the coming weeks. Despite some in the media suggesting that UKIP leader Nigel Farage should be the UKIP candidate, Nigel Farage has said today that he will not be personally standing in this by-election. Do you agree or disagree with each of the following statements?

**Q1: "Nigel Farage chose not to stand in Newark primarily because he is scared of losing"**

	Total	Age			Sex		Region			2010 Vote		
		18-34	35-54	55+	Male	Female	South	Midlands & Wales	North & Scotland	Labour	Conservative	Liberal Democrat
<i>Unweighted total</i>	1024	449	371	205	380	644	424	232	368	217	211	151
<i>Weighted total</i>	1024	322	356	346	504	520	466	220	338	194	251	164
Agree	327 31.9%	81 25.2%	129 36.2%	116 33.5%	182 36.1%	145 27.9%	140 30.0%	80 36.4%	106 31.4%	97 50.0%	92 36.7%	45 27.4%
Disagree	305 29.8%	62 19.3%	104 29.2%	138 39.9%	187 37.1%	117 22.5%	136 29.2%	67 30.5%	102 30.2%	41 21.1%	105 41.8%	59 36.0%
Don't know	393 38.4%	179 55.6%	123 34.6%	92 26.6%	135 26.8%	258 49.6%	190 40.8%	73 33.2%	130 38.5%	56 28.9%	54 21.5%	61 37.2%
Total	1024 100.0%	322 100.0%	356 100.0%	346 100.0%	504 100.0%	520 100.0%	466 100.0%	220 100.0%	338 100.0%	194 100.0%	251 100.0%	164 100.0%

**Newark Reactions Poll**  
On behalf of the Huffington Post UK

**Q2: "I would vote for Nigel Farage if he was standing in my constituency"**

	Total	Age			Sex		Region			2010 Vote		
		18-34	35-54	55+	Male	Female	South	Midlands & Wales	North & Scotland	Labour	Conservative	Liberal Democrat
<i>Unweighted total</i>	1021	447	368	208	381	640	424	232	366	214	215	150
<i>Weighted total</i>	1021	320	353	349	505	516	466	220	336	191	255	163
Agree	217 21.3%	40 12.5%	79 22.4%	98 28.1%	134 26.5%	82 15.9%	92 19.7%	55 25.0%	70 20.8%	29 15.2%	88 34.5%	28 17.2%
Disagree	502 49.2%	139 43.4%	186 52.7%	177 50.7%	278 55.1%	224 43.4%	226 48.5%	108 49.1%	168 50.0%	125 65.5%	124 48.6%	95 58.3%
Don't know	303 29.7%	141 44.1%	88 24.9%	73 20.9%	93 18.4%	209 40.5%	148 31.8%	57 25.9%	98 29.2%	36 18.9%	42 16.5%	40 24.5%
Total	1021 100.0%	320 100.0%	353 100.0%	349 100.0%	505 100.0%	516 100.0%	466 100.0%	220 100.0%	336 100.0%	191 100.0%	255 100.0%	163 100.0%