

Newark Constituency Poll

29/05/2014

Prepared on behalf of the Sun



Methodology

Fieldwork Dates

27th – 28th May 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, in addition, a smaller amount of targeted lifestyle data for specific age brackets were called

Population Sampled

All residents aged 18+ in the Newark constituency

Sample Size

606

Data Weighting

Data were weighted to the profile of all adults 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 606 it is 95% certain that the 'true' value will fall within the range of 4% 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 Newark by-election next week 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 in the Newark by-election, with the responses "Michael Payne - Labour", "Robert Jenrick - Conservative", "David Watts - Liberal Democrat", "Roger Helmer - UKIP" and "Some other candidate" prompted in a randomising order. A full list of other candidates was read if the respondent said 'some other candidates'.

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;
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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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Headline figures – Voting Intention (with change since 2010 election)

Conservative	36 (- 18)
UKIP	28 (+ 24)
Labour	27 (+ 4)
Liberal Democrats	5 (- 15)
Others	5 (+ 5)

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Table 2
Q2. On a scale of 0-10, how likely do you think you will be to vote in this by-election, where 10 is definitely will vote and 0 is definitely won't vote?
Base : All Respondents

	Total	Gender		Age			2010 Vote					European Vote					Voting Intention					Ward Group			
		Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	Did not vote	CON	LAB	LD	UKIP	Did not vote	CON	LAB	LD	UKIP	Undecided	Balderton	Southwell	South-east	North/West
Unweighted Total	606	281	325	67	128	411	238	127	55	4	74	100	69	19	103	237	134	90	14	105	105	193	129	145	139
Weighted Total	606	298	308	133	219	254	215	127	61	2	104	82	72	17	92	269	126	92	15	99	116	205	161	122	118
10	352	173	179	41	124	187	145	86	39	2	17	63	51	17	73	90	84	65	10	72	61	131	86	68	67
	58.1%	58.2%	58.0%	30.7%	56.5%	73.7%	67.5%	67.9%	64.4%	100.0%	16.4%	76.1%	71.8%	95.3%	78.8%	33.5%	66.5%	71.3%	63.5%	73.0%	52.5%	63.9%	53.5%	55.8%	56.4%
9	32	18	14	9	14	10	12	3	1	-	8	3	5	1	7	16	8	3	4	6	4	8	7	7	10
	5.3%	6.0%	4.7%	6.6%	6.2%	3.9%	5.8%	2.7%	2.2%	-	7.7%	3.5%	6.4%	4.7%	7.3%	5.9%	6.7%	3.4%	23.4%	6.4%	3.9%	3.8%	4.6%	5.7%	8.6%
8	38	23	15	11	16	11	22	6	4	-	3	9	-	-	2	21	14	5	-	4	12	6	14	9	10
	6.3%	7.8%	4.8%	8.2%	7.3%	4.4%	10.1%	4.5%	5.9%	-	3.0%	10.7%	-	-	2.6%	7.8%	10.9%	5.7%	-	4.2%	10.2%	3.0%	8.5%	7.0%	8.1%
7	28	16	12	8	14	5	6	7	6	-	6	2	7	-	-	18	7	10	2	1	5	8	11	7	2
	4.6%	5.2%	3.9%	6.4%	6.5%	1.9%	2.7%	5.3%	10.4%	-	6.2%	2.8%	9.9%	-	-	6.8%	5.8%	10.9%	13.2%	1.4%	4.4%	3.7%	6.6%	5.7%	2.0%
6	13	7	6	5	3	5	3	3	3	-	1	1	1	-	5	6	3	4	-	1	4	5	6	1	1
	2.1%	2.3%	1.9%	3.7%	1.4%	1.8%	1.4%	2.4%	5.6%	-	1.4%	1.0%	1.0%	-	5.5%	2.3%	2.1%	4.1%	-	1.4%	3.8%	2.3%	3.5%	0.9%	1.1%
5	37	20	17	12	15	10	5	6	2	-	12	2	-	-	3	31	6	3	-	9	17	9	14	8	6
	6.1%	6.6%	5.6%	9.3%	6.7%	3.9%	2.5%	5.0%	3.8%	-	11.2%	2.1%	-	-	2.7%	11.5%	4.6%	3.3%	-	9.2%	14.8%	4.2%	8.9%	6.7%	5.0%
4	3	-	3	2	1	-	-	1	-	-	2	-	-	-	-	3	-	-	-	-	3	-	-	-	3
	0.5%	-	0.9%	1.2%	0.6%	-	-	1.1%	-	-	1.5%	-	-	-	-	1.1%	-	-	-	-	2.5%	-	-	-	2.4%
3	4	2	2	3	-	*	*	2	-	-	2	-	-	-	-	4	2	-	-	*	2	-	-	2	2
	0.6%	0.6%	0.7%	2.5%	-	0.2%	0.2%	1.2%	-	-	1.7%	-	-	-	-	1.4%	1.4%	-	-	0.5%	1.3%	-	-	1.8%	1.3%
2	8	5	3	2	4	2	4	1	-	-	3	1	1	-	-	7	3	1	-	2	2	7	-	1	-
	1.3%	1.6%	1.0%	1.7%	1.7%	0.7%	2.0%	0.5%	-	-	2.7%	0.8%	0.9%	-	-	2.5%	2.1%	1.3%	-	1.8%	2.0%	3.6%	-	0.5%	-
1	7	-	7	7	-	-	-	-	-	-	7	-	-	-	-	7	-	-	-	2	5	2	2	2	2
	1.2%	-	2.4%	5.6%	-	-	-	-	-	-	7.2%	-	-	-	-	2.8%	-	-	-	2.0%	4.7%	1.0%	1.4%	1.3%	1.3%
0	85	35	50	32	29	24	17	12	5	-	42	3	7	-	3	66	-	-	-	-	-	30	21	18	16
	13.9%	11.7%	16.1%	24.1%	13.0%	9.4%	7.7%	9.5%	7.6%	-	41.0%	3.1%	10.0%	-	3.1%	24.5%	-	-	-	-	-	14.5%	12.9%	14.7%	13.7%
SIGMA	606	298	308	133	219	254	215	127	61	2	104	82	72	17	92	269	126	92	15	99	116	205	161	122	118
	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%

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Table 3

Q3. Voting Intention Tables - Normal Weighted Table**Q3. The following parties will be contesting the by-election in Newark. Which do you think you will be most likely to vote for?****Base : Respondents would likely to vote in by-election**

	Gender		Age			2010 Vote					European Vote					Voting Intention					Ward Group				
	Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	Did not vote	CON	LAB	LD	UKIP	Did not vote	CON	LAB	LD	UKIP	Undecided	Balderton	Southwell	South-east	North/West	
Unweighted Total	533	252	281	51	111	371	217	115	51	4	46	97	64	19	98	182	134	90	14	105	105	169	116	127	121
Weighted Total	521	263	259	101	191	230	198	115	56	2	61	80	64	17	90	203	126	92	15	99	116	175	140	104	102
Roger Helmer - UKIP	99	60	38	17	34	49	48	15	11	1	17	2	*	2	63	32	-	-	-	99	-	47	16	15	20
	19.0%	23.0%	14.8%	16.5%	17.7%	21.1%	24.1%	13.1%	19.2%	45.5%	28.2%	2.6%	0.7%	9.9%	70.0%	15.7%	-	-	-	100.0%	-	26.7%	11.6%	14.8%	20.0%
Michael Payne - Labour	92	48	44	14	41	37	2	68	10	-	7	-	54	2	4	28	-	92	-	-	-	34	25	19	14
	17.6%	18.4%	16.8%	14.2%	21.5%	15.9%	1.0%	59.4%	17.0%	-	12.1%	-	84.2%	10.6%	4.7%	13.8%	-	100.0%	-	-	-	19.4%	17.9%	17.9%	13.8%
Robert Jenrick - Conservative	126	65	61	23	43	60	101	1	7	*	11	66	-	2	9	49	126	-	-	-	-	39	34	32	21
	24.2%	24.8%	23.7%	23.3%	22.5%	26.1%	51.1%	1.1%	13.1%	20.6%	17.8%	82.2%	-	11.1%	10.1%	24.2%	100.0%	-	-	-	-	22.3%	24.5%	31.1%	20.2%
David Watts - Liberal Democrat	15	6	9	3	7	5	2	-	11	-	2	*	-	5	-	9	-	-	15	-	-	3	5	2	5
	3.0%	2.4%	3.5%	3.1%	3.6%	2.4%	1.0%	-	20.0%	-	3.7%	0.6%	-	29.1%	-	4.2%	-	-	100.0%	-	-	1.9%	3.6%	2.3%	4.5%
Another Candidate (Net)	15	7	8	4	6	5	5	6	-	1	-	-	4	-	-	8	-	-	-	-	-	6	1	5	3
	2.8%	2.5%	3.1%	3.8%	3.3%	2.0%	2.6%	5.6%	-	33.9%	-	-	6.3%	-	-	3.8%	-	-	-	-	-	3.4%	0.6%	4.8%	3.0%
Paul Baggaley - Independent	6	2	3	2	2	2	-	5	-	-	-	-	4	-	-	1	-	-	-	-	-	5	-	-	1
	1.1%	0.9%	1.3%	2.3%	0.9%	0.7%	-	4.1%	-	-	-	-	6.3%	-	-	0.5%	-	-	-	-	-	2.7%	-	-	0.9%
Nick The Flying Brick Delves - Monster Raving Loony Party	2	2	-	-	2	1	2	-	-	1	-	-	-	-	-	2	-	-	-	-	-	-	1	-	2
	0.4%	0.9%	-	-	0.8%	0.4%	0.8%	-	-	33.9%	-	-	-	-	-	1.1%	-	-	-	-	-	-	0.6%	-	1.5%
Andy Hayes - Independent	2	2	-	-	2	-	2	-	-	-	-	-	-	-	-	2	-	-	-	-	-	-	-	2	-
	0.3%	0.6%	-	-	0.8%	-	0.8%	-	-	-	-	-	-	-	-	0.8%	-	-	-	-	-	-	-	-	1.5%
David Kirwan - Green	5	1	5	2	1	2	2	2	-	-	-	-	-	-	-	3	-	-	-	-	-	1	-	3	1
	1.0%	0.2%	1.8%	1.6%	0.7%	1.0%	1.1%	1.5%	-	-	-	-	-	-	-	1.3%	-	-	-	-	-	0.7%	-	3.3%	0.5%
Undecided	116	50	66	37	41	37	32	18	17	-	23	8	4	6	12	64	-	-	-	-	116	28	39	18	31
	22.3%	19.1%	25.5%	36.9%	21.7%	16.3%	16.1%	15.4%	29.5%	-	36.9%	9.6%	5.7%	35.3%	13.2%	31.5%	-	-	-	-	100.0%	16.1%	27.9%	17.0%	30.4%
Refused	58	26	32	2	19	37	8	6	1	-	1	4	2	1	2	14	-	-	-	-	-	18	19	12	8
	11.1%	9.7%	12.6%	2.3%	9.7%	16.2%	4.0%	5.4%	1.3%	-	1.3%	5.0%	3.1%	4.2%	2.0%	6.8%	-	-	-	-	-	10.2%	13.8%	12.0%	8.2%
SIGMA	521	263	259	101	191	230	198	115	56	2	61	80	64	17	90	203	126	92	15	99	116	175	140	104	102
	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%

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Table 4

Q3. Voting Intention Tables - Normal Weighted Table and Likelihood Weighting**Q3. The following parties will be contesting the by-election in Newark. Which do you think you will be most likely to vote for?****Base : Respondents would likely to vote in by-election**

	Gender		Age			2010 Vote					European Vote					Voting Intention					Ward Group				
	Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	Did not vote	CON	LAB	LD	UKIP	Did not vote	CON	LAB	LD	UKIP	Undecided	Balderton	Southwell	South-east	North/West	
Unweighted Total	533	252	281	51	111	371	217	115	51	4	46	97	64	19	98	182	134	90	14	105	105	169	116	127	121
Weighted Total	533	270	263	87	196	250	212	121	59	3	46	87	71	20	98	182	131	96	17	102	106	181	141	106	105
Roger Helmer - UKIP	102	65	37	15	34	53	52	15	12	1	15	2	1	2	70	27	-	-	-	102	-	45	18	17	23
	19.1%	23.9%	14.2%	17.4%	17.4%	21.1%	24.6%	12.4%	21.1%	45.5%	31.3%	2.7%	0.8%	9.9%	71.7%	14.6%	-	-	-	100.0%	-	24.6%	12.7%	15.8%	21.7%
Michael Payne - Labour	96	51	46	12	45	39	2	73	10	-	6	-	59	2	5	27	-	96	-	-	-	36	26	20	15
	18.1%	18.7%	17.4%	14.2%	22.8%	15.7%	1.1%	60.1%	17.4%	-	13.2%	-	83.6%	10.6%	5.0%	14.6%	-	100.0%	-	-	-	20.1%	18.1%	18.7%	14.1%
Robert Jenrick - Conservative	131	66	65	22	43	66	108	1	7	1	9	72	-	2	9	47	131	-	-	-	-	41	36	33	21
	24.6%	24.3%	24.8%	25.6%	21.8%	26.4%	50.9%	1.2%	12.7%	20.6%	18.4%	82.4%	-	11.1%	9.6%	25.7%	100.0%	-	-	-	-	22.5%	25.6%	31.3%	19.8%
David Watts - Liberal Democrat	17	7	10	3	7	6	2	-	12	-	2	1	-	6	-	9	-	-	17	-	-	4	5	3	5
	3.1%	2.6%	3.7%	3.9%	3.7%	2.4%	1.1%	-	20.6%	-	5.0%	0.7%	-	28.7%	-	4.9%	-	-	100.0%	-	-	2.1%	3.6%	2.6%	4.9%
Another Candidate (Net)	17	8	9	4	7	5	6	7	-	1	-	-	5	-	-	9	-	-	-	-	-	7	1	5	3
	3.1%	2.8%	3.5%	5.1%	3.6%	2.1%	2.7%	6.1%	-	33.9%	-	-	6.6%	-	-	4.8%	-	-	-	-	-	3.8%	0.7%	5.2%	3.3%
Paul Baggaley - Independent	7	3	4	3	2	2	-	5	-	-	-	-	5	-	-	1	-	-	-	-	-	5	-	-	1
	1.2%	1.0%	1.5%	3.0%	1.0%	0.7%	-	4.5%	-	-	-	-	6.6%	-	-	0.7%	-	-	-	-	-	3.0%	-	-	1.1%
Nick The Flying Brick Delves - Monster Raving Loony Party	3	3	-	-	2	1	2	-	-	1	-	-	-	-	-	3	-	-	-	-	-	-	1	-	2
	0.5%	1.0%	-	-	0.9%	0.4%	0.8%	-	-	33.9%	-	-	-	-	-	1.5%	-	-	-	-	-	-	0.7%	-	1.7%
Andy Hayes - Independent	2	2	-	-	2	-	2	-	-	-	-	-	-	-	-	2	-	-	-	-	-	-	-	2	-
	0.3%	0.6%	-	-	0.8%	-	0.8%	-	-	-	-	-	-	-	-	0.9%	-	-	-	-	-	-	-	1.5%	-
David Kirwan - Green	6	1	5	2	2	3	2	2	-	-	-	-	-	-	-	3	-	-	-	-	-	1	-	4	1
	1.1%	0.2%	2.0%	2.1%	0.8%	1.0%	1.2%	1.6%	-	-	-	-	-	-	-	1.7%	-	-	-	-	-	0.8%	-	3.7%	0.6%
Undecided	106	47	59	27	40	40	33	17	16	-	14	8	4	7	11	50	-	-	-	-	106	28	34	15	28
	19.9%	17.3%	22.6%	30.7%	20.2%	16.0%	15.7%	14.4%	26.8%	-	30.1%	9.3%	6.0%	35.4%	11.6%	27.3%	-	-	-	-	100.0%	15.6%	24.4%	14.2%	27.1%
Refused	64	28	36	3	20	41	8	7	1	-	1	4	2	1	2	15	-	-	-	-	-	21	21	13	9
	12.0%	10.3%	13.7%	3.0%	10.5%	16.3%	3.9%	5.8%	1.4%	-	2.0%	5.0%	3.0%	4.2%	2.1%	8.1%	-	-	-	-	-	11.4%	14.9%	12.2%	9.0%
SIGMA	533	270	263	87	196	250	212	121	59	3	46	87	71	20	98	182	131	96	17	102	106	181	141	106	105
	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%

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Table 5

Q3. Voting Intention Tables - Normal Weighted Table and Likelihood Weighting**Q3. The following parties will be contesting the by-election in Newark. Which do you think you will be most likely to vote for?****Base : Respondents would likely to vote in by-election and Excluding DK/Refused**

	Gender		Age			2010 Vote					European Vote					Voting Intention					Ward Group				
	Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	Did not vote	CON	LAB	LD	UKIP	Did not vote	CON	LAB	LD	UKIP	Undecided	Balderton	Southwell	South-east	North/West	
Unweighted Total	357	181	176	31	76	250	168	94	37	4	30	81	57	12	83	115	134	90	14	105	-	126	68	85	78
Weighted Total	363	196	167	58	136	169	170	96	42	3	32	75	64	12	85	117	131	96	17	102	-	133	86	78	67
Roger Helmer - UKIP	102	65	37	15	34	53	52	15	12	1	15	2	1	2	70	27	-	-	-	102	-	45	18	17	23
	28.1%	33.0%	22.4%	26.2%	25.1%	31.1%	30.5%	15.6%	29.5%	45.5%	46.1%	3.1%	0.9%	16.5%	83.1%	22.7%	-	-	-	100.0%	-	33.7%	20.9%	21.5%	34.0%
Michael Payne - Labour	96	51	46	12	45	39	2	73	10	-	6	-	59	2	5	27	-	96	-	-	-	36	26	20	15
	26.6%	25.9%	27.4%	21.5%	32.9%	23.2%	1.4%	75.4%	24.2%	-	19.5%	-	91.9%	17.6%	5.8%	22.7%	-	100.0%	-	-	-	27.5%	29.8%	25.4%	22.1%
Robert Jenrick - Conservative	131	66	65	22	43	66	108	1	7	1	9	72	-	2	9	47	131	-	-	-	-	41	36	33	21
	36.1%	33.6%	39.0%	38.7%	31.4%	38.9%	63.3%	1.5%	17.6%	20.6%	27.0%	96.1%	-	18.4%	11.2%	39.8%	100.0%	-	-	-	-	30.8%	42.3%	42.6%	31.0%
David Watts - Liberal Democrat	17	7	10	3	7	6	2	-	12	-	2	1	-	6	-	9	-	-	-	17	-	4	5	3	5
	4.6%	3.6%	5.7%	5.9%	5.4%	3.6%	1.4%	-	28.7%	-	7.4%	0.8%	-	47.6%	-	7.5%	-	-	100.0%	-	-	2.8%	6.0%	3.5%	7.7%
Another Candidate (Net)	17	8	9	4	7	5	6	7	-	1	-	-	5	-	-	9	-	-	-	-	-	7	1	5	3
	4.6%	3.8%	5.5%	7.7%	5.2%	3.1%	3.4%	7.6%	-	33.9%	-	-	7.3%	-	-	7.4%	-	-	-	-	-	5.2%	1.1%	7.0%	5.2%
Paul Baggaley - Independent	7	3	4	3	2	2	-	5	-	-	-	-	5	-	-	1	-	-	-	-	-	5	-	-	1
	1.8%	1.3%	2.3%	4.6%	1.5%	1.1%	-	5.6%	-	-	-	-	7.3%	-	-	1.1%	-	-	-	-	-	4.1%	-	-	1.7%
Nick The Flying Brick Delves - Monster Raving Loony Party	3	3	-	-	2	1	2	-	-	1	-	-	-	-	-	3	-	-	-	-	-	-	1	-	2
	0.7%	1.4%	-	-	1.3%	0.6%	1.0%	-	-	33.9%	-	-	-	-	-	2.3%	-	-	-	-	-	-	1.1%	-	2.6%
Andy Hayes - Independent	2	2	-	-	2	-	2	-	-	-	-	-	-	-	-	2	-	-	-	-	-	-	-	2	-
	0.4%	0.8%	-	-	1.2%	-	0.9%	-	-	-	-	-	-	-	-	1.4%	-	-	-	-	-	-	-	2.1%	-
David Kirwan - Green	6	1	5	2	2	3	2	2	-	-	-	-	-	-	-	3	-	-	-	-	-	1	-	4	1
	1.6%	0.3%	3.2%	3.2%	1.2%	1.5%	1.4%	2.0%	-	-	-	-	-	-	-	2.6%	-	-	-	-	-	1.1%	-	5.0%	0.9%
SIGMA	363	196	167	58	136	169	170	96	42	3	32	75	64	12	85	117	131	96	17	102	-	133	86	78	67
	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%

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Table 6
Q4. Did you vote in the European Parliament election that took place last week, and if so, which party did you vote for?
Base : All Respondents

	Gender		Age			2010 Vote					European Vote					Voting Intention					Ward Group				
	Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	Did not vote	CON	LAB	LD	UKIP	Did not vote	CON	LAB	LD	UKIP	Undecided	Balderton	Southwell	South-east	North/West	
Unweighted Total	606	281	325	67	128	411	238	127	55	4	74	100	69	19	103	237	134	90	14	105	105	193	129	145	139
Weighted Total	606	298	308	133	219	254	215	127	61	2	104	82	72	17	92	269	126	92	15	99	116	205	161	122	118
Labour	72	32	40	10	36	26	*	51	6	-	8	-	72	-	-	-	-	54	-	*	4	32	13	11	16
	11.8%	10.6%	13.0%	7.4%	16.5%	10.1%	0.2%	40.1%	10.6%	-	7.9%	-	100.0%	-	-	-	-	59.1%	-	0.5%	3.2%	15.7%	7.8%	9.4%	13.1%
Conservative	82	46	37	14	19	50	69	1	4	*	4	82	-	-	-	-	66	-	*	2	8	26	17	24	15
	13.6%	15.4%	11.9%	10.4%	8.6%	19.6%	32.3%	0.9%	7.0%	20.6%	4.0%	100.0%	-	-	-	-	51.9%	-	3.2%	2.1%	6.6%	12.6%	10.4%	19.9%	13.1%
UKIP	92	59	33	19	24	49	49	14	10	1	12	-	-	92	-	9	4	-	63	12	33	20	13	26	
	15.2%	19.9%	10.8%	14.5%	11.0%	19.3%	22.8%	10.9%	17.2%	45.5%	11.5%	-	-	100.0%	-	7.2%	4.6%	-	63.4%	10.2%	16.1%	12.5%	10.5%	22.4%	
Liberal Democrat	17	11	6	4	3	10	2	2	12	-	-	-	-	17	-	2	2	5	2	6	6	6	2	4	
	2.9%	3.8%	1.9%	3.0%	1.5%	4.0%	1.1%	1.4%	19.6%	-	-	-	-	100.0%	-	1.5%	2.0%	32.8%	1.7%	5.3%	2.8%	3.8%	1.3%	3.5%	
Green	12	4	8	2	7	4	3	8	1	-	-	-	-	-	-	-	3	1	-	3	4	3	4	1	
	2.0%	1.5%	2.6%	1.2%	3.3%	1.4%	1.5%	6.0%	2.3%	-	-	-	-	-	-	-	3.0%	8.9%	-	2.8%	2.1%	1.9%	3.2%	0.9%	
BNP	2	2	-	-	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	-	-	-	-	2
	0.2%	0.5%	-	-	0.7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1.3%	-	-	-	-	1.3%
Other	1	1	-	-	1	-	-	1	-	-	-	-	-	-	-	-	-	-	-	1	-	-	1	-	
	0.1%	0.2%	-	-	0.2%	-	-	0.9%	-	-	-	-	-	-	-	-	-	-	-	0.5%	-	-	0.5%	-	
Can't remember	*	*	-	-	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	-	-	-	*	
	0.1%	-	0.2%	-	0.2%	0.2%	-	-	-	-	-	-	-	-	-	-	-	-	-	0.4%	-	-	-	0.4%	
Did not vote	269	119	150	76	110	83	81	48	25	1	78	-	-	-	269	49	28	9	32	64	91	74	57	46	
	44.3%	39.9%	48.6%	57.2%	50.0%	32.7%	37.7%	38.1%	41.3%	33.9%	75.1%	-	-	-	100.0%	38.9%	30.5%	55.1%	32.3%	55.0%	44.4%	46.2%	46.9%	39.1%	
Refused	59	24	34	8	18	32	9	3	1	-	2	-	-	-	-	1	1	-	-	17	13	28	10	7	
	9.7%	8.2%	11.1%	6.3%	8.3%	12.5%	4.1%	2.5%	1.2%	-	1.6%	-	-	-	-	0.5%	0.8%	-	-	14.8%	6.3%	17.5%	8.3%	6.1%	
SIGMA	606	298	308	133	219	254	215	127	61	2	104	82	72	17	92	269	126	92	15	99	116	205	161	122	118
	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%

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Table 7

Q5. Thinking back to the last general election in May 2010, can you remember if you voted in that particular election, and if so which party you voted for?

Base : All Respondents

	Total	Gender		Age			2010 Vote					European Vote					Voting Intention					Ward Group			
		Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	Did not vote	CON	LAB	LD	UKIP	Did not vote	CON	LAB	LD	UKIP	Undecided	Balderton	Southwell	South-east	North/West
Unweighted Total	606	281	325	67	128	411	238	127	55	4	74	100	69	19	103	237	134	90	14	105	105	193	129	145	139
Weighted Total	606	298	308	133	219	254	215	127	61	2	104	82	72	17	92	269	126	92	15	99	116	205	161	122	118
Labour	127	58	69	13	65	50	-	127	-	-	-	1	51	2	14	48	1	68	-	15	18	58	21	24	23
	21.0%	19.5%	22.5%	9.4%	29.4%	19.8%	-	100.0%	-	-	-	1.5%	71.2%	10.6%	15.0%	18.0%	1.0%	74.4%	-	15.3%	15.2%	28.3%	13.2%	20.1%	19.8%
Conservative	215	118	97	32	76	107	215	-	-	-	-	69	*	2	49	81	101	2	2	48	32	66	50	55	44
	35.5%	39.6%	31.5%	24.0%	34.5%	42.3%	100.0%	-	-	-	-	84.2%	0.7%	14.0%	53.0%	30.2%	80.2%	2.2%	13.0%	48.3%	27.5%	32.1%	30.9%	45.4%	37.3%
Liberal Democrat	61	27	34	12	24	24	-	-	61	-	-	4	6	12	10	25	7	10	11	11	17	16	31	6	7
	10.0%	9.0%	11.1%	9.3%	11.1%	9.5%	-	-	100.0%	-	-	5.1%	9.0%	68.2%	11.3%	9.3%	5.8%	10.4%	72.5%	10.9%	14.3%	7.7%	19.5%	5.0%	6.2%
UKIP	2	2	*	-	-	2	-	-	-	2	-	*	-	-	1	1	*	-	-	1	-	-	1	1	1
	0.4%	0.6%	0.2%	-	-	0.9%	-	-	-	100.0%	-	0.6%	-	-	1.2%	0.3%	0.4%	-	-	1.1%	-	-	0.5%	0.9%	0.5%
BNP	1	-	1	-	1	-	-	-	-	-	-	-	-	-	1	-	-	-	-	1	-	-	-	-	1
	0.2%	-	0.4%	-	0.6%	-	-	-	-	-	-	-	-	-	1.5%	-	-	-	-	1.4%	-	-	-	-	1.1%
Some other party	2	-	2	-	1	1	-	-	-	-	-	1	1	-	-	*	-	-	-	-	2	1	-	-	2
	0.4%	-	0.8%	-	0.6%	0.4%	-	-	-	-	-	0.8%	1.9%	-	-	0.2%	-	-	-	-	1.6%	0.3%	-	-	1.6%
Did not vote	104	54	49	62	24	18	-	-	-	-	104	4	8	-	12	78	11	7	2	17	23	36	23	19	25
	17.1%	18.3%	15.9%	46.4%	11.0%	7.0%	-	-	-	-	100.0%	5.0%	11.5%	-	12.8%	28.9%	8.6%	8.0%	14.6%	17.4%	19.4%	17.7%	14.5%	15.6%	21.1%
Don't remember	38	15	23	6	16	16	-	-	-	-	-	1	4	1	5	17	2	5	-	6	17	14	12	6	6
	6.3%	4.9%	7.6%	4.6%	7.4%	6.1%	-	-	-	-	-	1.5%	5.7%	7.3%	5.3%	6.4%	1.9%	5.0%	-	5.6%	14.4%	6.6%	7.4%	5.2%	5.2%
Refused	56	24	31	8	12	35	-	-	-	-	-	1	-	-	-	18	3	-	-	-	9	15	23	10	9
	9.2%	8.2%	10.1%	6.3%	5.4%	13.9%	-	-	-	-	-	1.3%	-	-	-	6.7%	2.0%	-	-	-	7.7%	7.2%	14.0%	7.9%	7.2%
SIGMA	606	298	308	133	219	254	215	127	61	2	104	82	72	17	92	269	126	92	15	99	116	205	161	122	118
	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%

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Table 8
Q6. Voting Intention Tables - Normal Weighted Table
Q6. Are you currently considering voting for UKIP in the by-election in Newark next week?
Base : All Respondents

	Gender		Age			2010 Vote					European Vote					Voting Intention					Ward Group				
	Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	Did not vote	CON	LAB	LD	UKIP	Did not vote	CON	LAB	LD	UKIP	Undecided	Balderton	Southwell	South-east	North/West	
Unweighted Total	606	281	325	67	128	411	238	127	55	4	74	100	69	19	103	237	134	90	14	105	105	193	129	145	139
Weighted Total	606	298	308	133	219	254	215	127	61	2	104	82	72	17	92	269	126	92	15	99	116	205	161	122	118
Yes - considering UKIP	184	108	75	37	73	74	86	34	13	2	27	14	7	2	71	76	20	10	2	99	36	73	34	36	40
	30.3%	36.4%	24.4%	27.7%	33.3%	29.1%	40.1%	27.0%	21.4%	100.0%	26.2%	17.4%	9.1%	9.9%	76.5%	28.2%	15.6%	11.0%	9.8%	100.0%	30.9%	35.7%	21.1%	29.7%	34.1%
No - not considering UKIP	297	137	159	55	108	133	108	79	38	-	38	63	59	13	12	118	105	82	14	-	46	92	85	61	59
	48.9%	46.2%	51.6%	41.4%	49.3%	52.5%	50.2%	62.1%	62.1%	-	36.6%	76.6%	82.8%	73.0%	13.5%	44.0%	83.4%	89.0%	90.2%	-	40.0%	45.1%	52.5%	49.7%	49.9%
Don't know	63	27	36	16	16	31	11	4	7	-	7	3	1	2	8	28	1	-	-	-	33	17	24	12	10
	10.4%	9.2%	11.7%	12.4%	7.1%	12.3%	4.9%	3.1%	11.1%	-	7.0%	3.7%	0.9%	13.0%	8.8%	10.4%	1.1%	-	-	-	28.5%	8.2%	15.1%	9.8%	8.6%
Will not vote	63	25	38	24	23	16	10	10	3	-	31	2	5	1	1	47	-	-	-	-	1	22	18	13	9
	10.3%	8.3%	12.3%	18.5%	10.3%	6.1%	4.7%	7.8%	5.4%	-	30.2%	2.3%	7.2%	4.1%	1.3%	17.5%	-	-	-	-	0.6%	11.0%	11.4%	10.7%	7.4%
SIGMA	606	298	308	133	219	254	215	127	61	2	104	82	72	17	92	269	126	92	15	99	116	205	161	122	118
	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%

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Table 9

Q6. Voting Intention Tables - Normal Weighted Table

Q6. Are you currently considering voting for UKIP in the by-election in Newark next week?

Base : Respondents would vote and Excluding Would not vote

	Gender		Age			2010 Vote					European Vote					Voting Intention					Ward Group				
	Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	Did not vote	CON	LAB	LD	UKIP	Did not vote	CON	LAB	LD	UKIP	Undecided	Balderton	Southwell	South-east	North/West	
Unweighted Total	555	263	292	55	115	385	225	118	52	4	55	98	66	18	101	200	134	90	14	105	104	174	119	132	130
Weighted Total	543	273	270	108	197	238	205	117	57	2	72	81	66	17	91	222	126	92	15	99	115	182	143	109	109
Yes - considering UKIP	184	108	75	37	73	74	86	34	13	2	27	14	7	2	71	76	20	10	2	99	36	73	34	36	40
	33.8%	39.7%	27.8%	34.0%	37.1%	31.0%	42.1%	29.3%	22.6%	100.0%	37.5%	17.8%	9.8%	10.3%	77.5%	34.1%	15.6%	11.0%	9.8%	100.0%	31.1%	40.1%	23.8%	33.3%	36.8%
No - not considering UKIP	297	137	159	55	108	133	108	79	38	-	38	63	59	13	12	118	105	82	14	-	46	92	85	61	59
	54.6%	50.3%	58.9%	50.8%	55.0%	56.0%	52.7%	67.4%	65.6%	-	52.5%	78.4%	89.2%	76.1%	13.6%	53.3%	83.4%	89.0%	90.2%	-	40.3%	50.7%	59.3%	55.7%	53.9%
Don't know	63	27	36	16	16	31	11	4	7	-	7	3	1	2	8	28	1	-	-	-	33	17	24	12	10
	11.6%	10.0%	13.3%	15.2%	7.9%	13.1%	5.2%	3.3%	11.7%	-	10.0%	3.8%	1.0%	13.6%	8.9%	12.6%	1.1%	-	-	-	28.7%	9.3%	17.0%	11.0%	9.3%
SIGMA	543	273	270	108	197	238	205	117	57	2	72	81	66	17	91	222	126	92	15	99	115	182	143	109	109
	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%

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Table 10
Q7. Do you mind if I ask which of the following age brackets you fall into?
Base : All Respondents

	Gender		Age			2010 Vote					European Vote					Voting Intention					Ward Group				
	Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	Did not vote	CON	LAB	LD	UKIP	Did not vote	CON	LAB	LD	UKIP	Undecided	Balderton	Southwell	South-east	North/West	
Unweighted Total	606	281	325	67	128	411	238	127	55	4	74	100	69	19	103	237	134	90	14	105	105	193	129	145	139
Weighted Total	606	298	308	133	219	254	215	127	61	2	104	82	72	17	92	269	126	92	15	99	116	205	161	122	118
18-24	77	50	26	77	-	-	10	4	6	-	50	4	8	-	13	51	12	12	2	6	26	15	25	15	21
	12.7%	16.9%	8.6%	57.9%	-	-	4.7%	3.4%	10.6%	-	48.2%	4.3%	10.6%	-	13.7%	18.9%	9.4%	13.0%	10.0%	6.1%	22.4%	7.5%	15.2%	12.7%	18.2%
25-34	56	30	26	56	-	-	22	8	6	-	12	10	2	4	7	25	12	2	2	11	11	28	10	6	12
	9.2%	10.0%	8.5%	42.1%	-	-	10.1%	6.4%	9.6%	-	11.2%	12.4%	3.2%	22.9%	7.1%	9.3%	9.2%	2.5%	10.0%	10.7%	9.7%	13.7%	6.1%	5.3%	9.7%
35-44	51	24	27	-	51	-	17	8	8	-	6	7	6	2	4	27	12	9	2	8	9	17	6	16	11
	8.4%	8.1%	8.6%	-	23.1%	-	8.1%	6.5%	12.6%	-	6.2%	7.9%	8.9%	11.4%	4.8%	9.9%	9.2%	9.3%	12.9%	8.1%	7.7%	8.2%	3.9%	13.1%	9.7%
45-54	169	66	102	-	169	-	58	56	17	-	18	12	30	1	20	83	31	32	5	26	33	55	53	33	27
	27.8%	22.3%	33.2%	-	76.9%	-	27.1%	44.2%	27.4%	-	17.1%	15.1%	41.7%	7.8%	21.4%	31.0%	24.8%	35.3%	31.9%	26.0%	28.0%	26.9%	33.1%	27.4%	22.8%
55-64	88	43	46	-	-	88	36	21	11	1	8	10	9	3	21	35	15	14	2	24	12	34	18	15	21
	14.6%	14.3%	14.9%	-	-	34.8%	16.8%	16.5%	17.5%	22.5%	7.8%	11.8%	12.3%	17.6%	22.7%	13.0%	11.6%	15.4%	13.5%	24.1%	10.7%	16.7%	11.0%	12.6%	17.8%
65-74	97	47	50	-	-	97	43	20	7	*	5	24	10	3	20	22	26	14	-	17	15	33	32	17	15
	16.0%	16.0%	16.1%	-	-	38.2%	19.9%	15.6%	11.1%	20.6%	5.2%	29.4%	14.6%	19.1%	21.9%	8.1%	20.9%	14.8%	-	17.4%	13.3%	16.2%	19.7%	13.9%	13.0%
75+	68	37	31	-	-	68	28	9	7	1	4	16	6	4	8	26	19	9	3	8	10	22	18	18	10
	11.3%	12.5%	10.1%	-	-	26.9%	13.2%	7.3%	11.1%	56.9%	4.3%	19.1%	8.8%	21.2%	8.4%	9.8%	15.0%	9.6%	21.8%	7.6%	8.3%	10.8%	11.0%	15.0%	8.7%
SIGMA	606	298	308	133	219	254	215	127	61	2	104	82	72	17	92	269	126	92	15	99	116	205	161	122	118
	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%

Newark Constituency Poll
Prepared on behalf of the Sun

29 May 2014

Table 11
Q8. Gender
Base : All Respondents

	Total	Gender		Age			2010 Vote					European Vote					Voting Intention					Ward Group			
		Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	Did not vote	CON	LAB	LD	UKIP	Did not vote	CON	LAB	LD	UKIP	Undecided	Balderton	Southwell	South-east	North/West
Unweighted Total	606	281	325	67	128	411	238	127	55	4	74	100	69	19	103	237	134	90	14	105	105	193	129	145	139
Weighted Total	606	298	308	133	219	254	215	127	61	2	104	82	72	17	92	269	126	92	15	99	116	205	161	122	118
Male	298	298	-	80	90	127	118	58	27	2	54	46	32	11	59	119	65	48	6	60	50	94	82	60	61
	49.1%	100.0%	-	60.3%	41.1%	50.1%	54.8%	45.5%	43.9%	79.4%	52.6%	55.5%	44.1%	65.8%	64.1%	44.2%	51.5%	52.6%	41.3%	61.1%	43.2%	46.0%	50.9%	49.0%	52.0%
Female	308	-	308	53	129	127	97	69	34	*	49	37	40	6	33	150	61	44	9	38	66	111	79	62	57
	50.9%	-	100.0%	39.7%	58.9%	49.9%	45.2%	54.5%	56.1%	20.6%	47.4%	44.5%	55.9%	34.2%	35.9%	55.8%	48.5%	47.4%	58.7%	38.9%	56.8%	54.0%	49.1%	51.0%	48.0%
SIGMA	606	298	308	133	219	254	215	127	61	2	104	82	72	17	92	269	126	92	15	99	116	205	161	122	118
	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%