

David Cameron Speech Poll

Prepared on behalf of the Huffington Post UK
08/10/2015

Methodology

Fieldwork Dates

07th October 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

1,031

Data Weighting

Data were weighted to the profile of all GB adults aged 18+. Data were weighted by age, sex, region and past vote. Targets for the weighted data were derived from Office for National Statistics data and the results of the 2015 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 an effective sample of 1031 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.

Survation.

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.

Patrick Brione

0203 142 7643

patrick.brione@suration.com

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Table 1

Q1. Normal weightings

Q1. David Cameron made the following comments/announcements during his speech. Please indicate whether you agree or disagree: Labour Party Leader Jeremy Corbyn has a "security-threatening, terrorist-sympathising, Britain-hating ideology"

Base: All Respondents

	Total		Heard the speech			Age			Gender		Region			2015 Vote				
	Yes	No	18 - 34	35 - 54	55 +	Male	Female	South	Midlands and Wales	North and Scotland	LAB	CON	LD	UKIP	Did not vote			
Unweighted total	1031	514	517	354	393	284	394	637	455	234	342	292	283	66	110	163		
Weighted total	1031	531	500	299	362	370	510	520	467	222	342	244	324	71	111	164		
I agree	390	254	136	79	127	184	222	168	180	88	122	54	205	25	63	26		
	37.8%	47.8%	27.3%	26.5%	35.2%	49.6%	43.4%	32.4%	38.4%	39.8%	35.8%	22.2%	63.2%	35.2%	56.8%	15.9%		
I disagree	318	180	138	97	106	114	168	149	139	63	114	131	35	28	23	50		
	30.8%	33.8%	27.7%	32.6%	29.4%	30.9%	33.0%	28.8%	29.8%	28.5%	33.4%	53.9%	10.8%	39.4%	20.7%	30.5%		
Don't know	323	97	226	122	127	73	121	202	148	70	105	58	84	18	24	88		
	31.3%	18.3%	45.1%	40.9%	35.2%	19.8%	23.8%	38.8%	31.8%	31.7%	30.8%	23.9%	26.0%	25.4%	21.6%	53.7%		
Total	1031	531	500	299	362	370	510	520	467	222	342	244	324	71	111	164		
	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 2

Q2. Normal weightings

Q2. David Cameron made the following comments/announcements during his speech. Please indicate whether you agree or disagree:

Housing developers will be able to sell housing at a discount to home buyers rather than having to provide affordable housing "for rent" as they do at present.

Base: All Respondents

	Total		Heard the speech			Age			Gender		Region			2015 Vote				
	Yes	No	18 - 34	35 - 54	55 +	Male	Female	South	Midlands and Wales	North and Scotland	LAB	CON	LD	UKIP	Did not vote			
Unweighted total	1031	514	517	354	393	284	394	637	455	234	342	292	283	66	110	163		
Weighted total	1031	531	500	299	362	370	510	520	467	222	342	244	324	71	111	164		
I agree	426	253	174	114	139	173	227	200	200	88	138	70	192	24	54	58		
	41.3%	47.6%	34.7%	38.3%	38.5%	46.6%	44.4%	38.4%	42.7%	39.8%	40.5%	28.8%	59.1%	33.8%	48.7%	35.4%		
I disagree	244	132	111	64	90	88	131	112	112	50	81	92	45	25	21	25		
	23.6%	25.0%	22.2%	21.5%	24.9%	23.9%	25.7%	21.6%	24.0%	22.6%	23.8%	37.9%	13.9%	35.2%	18.9%	15.2%		
Don't know	361	145	216	120	131	109	153	209	155	83	122	81	86	23	36	81		
	35.0%	27.4%	43.1%	40.3%	36.3%	29.5%	30.1%	40.2%	33.3%	37.6%	35.8%	33.3%	26.6%	32.4%	32.4%	49.4%		
Total	1031	531	500	299	362	370	510	520	467	222	342	244	324	71	111	164		
	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. Normal weightings
Q3. David Cameron made the following comments/announcements during his speech. Please indicate whether you agree or disagree: "The Conservative Party are the party of home ownership"
Base: All Respondents

	Heard the speech		Age			Gender		Region			2015 Vote					
	Yes	No	18 - 34	35 - 54	55 +	Male	Female	South	Midlands and Wales	North and Scotland	LAB	CON	LD	UKIP	Did not vote	
Unweighted total	1031	514	517	354	393	284	394	637	455	234	342	292	283	66	110	163
Weighted total	1031	531	500	299	362	370	510	520	467	222	342	244	324	71	111	164
I agree	456	295	161	80	150	225	270	187	206	105	145	61	230	41	55	38
	44.3%	55.6%	32.3%	26.9%	41.6%	60.7%	52.9%	35.9%	44.0%	47.5%	42.5%	25.1%	70.9%	57.8%	49.6%	23.2%
I disagree	259	127	132	91	85	82	130	129	115	51	92	116	29	13	27	33
	25.1%	24.0%	26.5%	30.5%	23.6%	22.2%	25.5%	24.9%	24.7%	23.1%	27.0%	47.7%	9.0%	18.3%	24.3%	20.1%
Don't know	315	109	207	127	125	62	111	204	146	65	104	66	65	16	29	92
	30.5%	20.6%	41.3%	42.6%	34.6%	16.8%	21.8%	39.2%	31.3%	29.4%	30.5%	27.2%	20.1%	22.5%	26.1%	56.1%
Total	1031	531	500	299	362	370	510	520	467	222	342	244	324	71	111	164
	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
Q4. Normal weightings
Q4. David Cameron made the following comments/announcements during his speech. Please indicate whether you agree or disagree: "The Conservative Party are the party for working people"
Base: All Respondents

	Heard the speech		Age			Gender		Region			2015 Vote					
	Yes	No	18 - 34	35 - 54	55 +	Male	Female	South	Midlands and Wales	North and Scotland	LAB	CON	LD	UKIP	Did not vote	
Unweighted total	1031	514	517	354	393	284	394	637	455	234	342	292	283	66	110	163
Weighted total	1031	531	500	299	362	370	510	520	467	222	342	244	324	71	111	164
I agree	366	238	129	90	117	158	206	160	174	81	112	44	207	25	40	33
	35.5%	44.8%	25.9%	30.2%	32.4%	42.8%	40.3%	30.9%	37.1%	36.7%	32.8%	18.1%	63.8%	35.2%	36.0%	20.1%
I disagree	403	200	204	110	150	143	202	203	167	85	150	159	48	29	40	63
	39.1%	37.6%	40.7%	36.9%	41.6%	38.8%	39.5%	39.0%	35.8%	38.5%	44.0%	65.4%	14.9%	40.9%	36.0%	38.4%
Don't know	261	94	167	98	94	69	104	157	126	55	79	39	68	17	30	68
	25.3%	17.8%	33.5%	32.9%	26.0%	18.7%	20.4%	30.3%	27.0%	24.9%	23.2%	16.1%	21.1%	23.9%	27.0%	41.5%
Total	1031	531	500	299	362	370	510	520	467	222	342	244	324	71	111	164
	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

Q5. Normal weightings

Q5. David Cameron made the following comments/announcements during his speech. Please indicate whether you agree or disagree: "The Conservative Party has changed"

Base: All Respondents

	Heard the speech		Age			Gender		Region			2015 Vote					
	Yes	No	18 - 34	35 - 54	55 +	Male	Female	South	Midlands and Wales	North and Scotland	LAB	CON	LD	UKIP	Did not vote	
Unweighted total	1031	514	517	354	393	284	394	637	455	234	342	292	283	66	110	163
Weighted total	1031	531	500	299	362	370	510	520	467	222	342	244	324	71	111	164
I agree	304	200	104	81	93	129	160	143	129	72	102	42	158	18	36	32
	29.5%	37.6%	20.8%	27.2%	25.8%	35.0%	31.4%	27.6%	27.7%	32.6%	29.9%	17.3%	48.9%	25.4%	32.4%	19.5%
I disagree	412	215	197	107	148	155	217	195	190	83	139	149	72	34	43	53
	40.0%	40.5%	39.3%	35.9%	41.0%	42.0%	42.4%	37.5%	40.6%	37.6%	40.8%	61.3%	22.3%	47.9%	38.7%	32.3%
Don't know	315	116	199	110	120	84	133	182	148	66	100	52	93	19	31	79
	30.5%	21.9%	39.7%	36.9%	33.2%	22.8%	26.1%	34.9%	31.8%	29.9%	29.3%	21.4%	28.8%	26.8%	27.9%	48.2%
Total	1031	531	500	299	362	370	510	520	467	222	342	244	324	71	111	164
	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%

Survation.

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Table 6

Q6. Normal weightings

Q6. David Cameron made the following comments/announcements during his speech. Please indicate whether you agree or disagree:

Religious institutions like Sunday schools or madrassas (Islamic faith schools) teaching children intensively will have to "register", so that they can be inspected and would be shut down if found to be "teaching intolerance"

Base: All Respondents

	Total	Heard the speech		Age			Gender		Region			2015 Vote				
		Yes	No	18 - 34	35 - 54	55 +	Male	Female	South	Midlands and Wales	North and Scotland	LAB	CON	LD	UKIP	Did not vote
Unweighted total	1031	514	517	354	393	284	394	637	455	234	342	292	283	66	110	163
Weighted total	1031	531	500	299	362	370	510	520	467	222	342	244	324	71	111	164
I agree	641	353	289	154	228	259	344	298	293	142	206	125	249	53	76	84
	62.2%	66.5%	57.7%	51.7%	62.9%	69.9%	67.4%	57.3%	62.7%	64.3%	60.1%	51.4%	76.8%	74.7%	68.5%	51.2%
I disagree	138	79	59	54	39	44	71	67	57	30	51	52	26	7	11	19
	13.4%	14.9%	11.8%	18.1%	10.8%	11.9%	14.0%	12.9%	12.2%	13.6%	15.0%	21.4%	8.1%	9.9%	9.9%	11.6%
Don't know	252	99	152	90	94	67	96	155	117	48	85	66	48	10	24	61
	24.4%	18.7%	30.5%	30.2%	26.0%	18.2%	18.9%	29.9%	25.1%	21.7%	24.9%	27.2%	14.9%	14.1%	21.6%	37.2%
Total	1031	531	500	299	362	370	510	520	467	222	342	244	324	71	111	164
	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

Q7. Normal weightings

Q7. Talking about the EU, David Cameron said Regarding the EU "Britain is not interested in "ever closer union" – "and I will put that right" - do you agree or disagree that he will be successful in getting a good deal for Britain in his upcoming renegotiation?

Base: All Respondents

	Total	Heard the speech		Age			Gender		Region			2015 Vote				
		Yes	No	18 - 34	35 - 54	55 +	Male	Female	South	Midlands and Wales	North and Scotland	LAB	CON	LD	UKIP	Did not vote
Unweighted total	1031	514	517	354	393	284	394	637	455	234	342	292	283	66	110	163
Weighted total	1031	531	500	299	362	370	510	520	467	222	342	244	324	71	111	164
I agree	282	173	110	60	109	113	167	115	128	53	100	42	154	18	24	31
	27.3%	32.5%	22.0%	20.1%	30.2%	30.6%	32.8%	22.2%	27.5%	24.0%	29.3%	17.3%	47.7%	25.4%	21.6%	18.9%
I disagree	366	201	166	106	118	141	202	164	165	84	117	126	69	23	47	52
	35.5%	37.8%	33.3%	35.6%	32.7%	38.2%	39.5%	31.7%	35.4%	38.0%	34.3%	51.9%	21.4%	32.4%	42.3%	31.7%
Don't know	382	158	224	131	134	116	141	241	174	84	124	75	100	29	40	82
	37.1%	29.9%	44.7%	44.0%	37.1%	31.4%	27.7%	46.3%	37.1%	38.0%	36.4%	30.9%	31.0%	40.9%	36.0%	50.0%
Total	1031	531	500	299	362	370	510	520	467	222	342	244	324	71	111	164
	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%