

Tatton Constituency Study

23/03/2017

Prepared on behalf of 38 Degrees



Methodology

Fieldwork Dates

22nd March 2017

Data Collection Method

The survey was conducted via telephone. A systematic random sample of telephone numbers (landline and mobile) in postcodes corresponding to the constituency, balanced to age, sex & ward targets, were called.

Population Sampled

All residents aged 18+ in the Tatton constituency.

Sample Size

507

Data Weighting

Data were weighted to the profile of all adults in the Tatton Parliamentary constituency. Data were weighted by age, sex, and region and 2015 General Election vote. Targets for the weighted data were derived from Office of National Statistics Census data and the results of the 2015 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 507 it is 95% certain that the 'true' value will fall within the range of 4.4% 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 another general election 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, with the list of parties prompted in a randomising order.

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:

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Table 1

Q1. Normal weightings

Q1. On a 0 to 10 scale, 0 - definitely not going to vote, 10 - definitely going to vote, how likely do you think you will be to vote at the next General Election?

Base: All Respondents

	Total	Sex		Age			Voting Intention						2015 General Election Past Vote					Wards			Heard of Osborne ES Job	
		Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	UND	CON	LAB	LD	UKIP	Other	Wilmslow	East	West	Yes	No
Unweighted Total	507	273	234	78	178	251	207	64	41	27	15	83	230	82	25	27	11	120	121	266	457	50
Weighted Total	507	243	264	103	185	219	197	56	42	35	14	87	213	67	31	39	11	133	131	243	450	57
10 = certain to vote	374	174	199	68	132	174	164	45	36	21	11	54	184	58	28	23	11	107	95	171	350	24
	73.7%	71.7%	75.6%	65.6%	71.6%	79.3%	83.2%	80.0%	85.8%	61.3%	77.2%	62.5%	86.4%	87.3%	91.9%	58.1%	100.0%	80.1%	73.0%	70.6%	77.8%	41.3%
9	23	14	10	5	7	12	8	4	-	3	-	6	8	3	1	5	-	7	7	10	20	3
	4.6%	5.7%	3.7%	4.5%	3.9%	5.3%	4.0%	7.3%	-	8.0%	-	7.4%	4.0%	4.1%	3.5%	14.0%	-	5.2%	5.3%	4.0%	4.5%	5.7%
8	35	20	15	11	17	7	11	4	1	3	1	12	10	4	-	5	-	7	6	21	31	4
	6.8%	8.3%	5.5%	10.3%	9.2%	3.2%	5.7%	6.6%	2.3%	8.2%	10.5%	14.2%	4.5%	6.3%	-	13.7%	-	5.5%	4.9%	8.6%	6.8%	7.0%
7	8	3	5	1	5	2	2	1	2	-	-	3	3	-	-	-	-	1	1	5	6	2
	1.6%	1.4%	1.8%	1.0%	2.6%	1.0%	1.0%	1.8%	5.8%	-	-	3.1%	1.4%	-	-	-	-	1.0%	0.9%	2.2%	1.2%	4.3%
6	4	1	3	2	2	1	2	1	-	-	-	1	-	-	-	-	-	2	-	2	1	3
	0.8%	0.6%	1.0%	1.6%	1.0%	*	1.2%	1.6%	-	-	-	0.7%	-	-	-	-	-	1.2%	-	1.0%	*	4.4%
5	28	13	15	4	13	12	8	1	2	4	2	9	7	2	1	5	-	5	8	15	20	7
	5.5%	5.2%	5.7%	3.4%	6.9%	5.3%	4.3%	2.6%	3.9%	12.9%	12.3%	10.6%	3.1%	2.3%	4.6%	11.8%	-	3.9%	6.1%	6.1%	4.5%	13.0%
4	1	1	-	1	-	-	1	-	-	-	-	-	-	-	-	-	-	1	-	-	1	-
	*	*	-	1.2%	-	-	0.6%	-	-	-	-	-	-	-	-	-	-	0.9%	-	-	*	-
3	2	1	1	2	-	-	-	-	-	2	-	-	-	-	-	-	-	-	-	2	-	2
	*	*	0.5%	2.3%	-	-	-	-	-	6.8%	-	-	-	-	-	-	-	-	-	1.0%	-	4.1%
2	2	1	1	1	-	1	-	-	-	1	-	1	-	-	-	1	-	-	-	2	1	1
	*	*	0.6%	1.4%	-	*	-	-	-	2.8%	-	1.7%	-	-	-	2.4%	-	-	-	1.0%	*	2.6%
1	3	3	-	-	3	-	-	-	1	-	-	-	-	-	-	-	-	1	2	-	2	1
	0.7%	1.4%	-	-	1.8%	-	-	-	2.3%	-	-	-	-	-	-	-	-	1.1%	1.4%	-	*	2.5%
0 = definitely not vote	26	11	15	9	6	11	-	-	-	-	-	-	1	-	-	-	-	2	11	14	17	9
	5.1%	4.5%	5.7%	8.7%	3.2%	5.1%	-	-	-	-	-	-	0.6%	-	-	-	-	1.2%	8.3%	5.6%	3.9%	15.0%
SIGMA	507	243	264	103	185	219	197	56	42	35	14	87	213	67	31	39	11	133	131	243	450	57
	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 2

Q2. Normal weightings

Q2. If the next General Election was tomorrow, for which of the following parties would you vote for?

Base: Likely to Vote

	Total	Sex		Age			Voting Intention						2015 General Election Past Vote					Wards			Heard of Osborne ES Job	
		Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	UND	CON	LAB	LD	UKIP	Other	Wilmslow	East	West	Yes	No
Unweighted Total	480	259	221	71	171	238	207	64	41	27	15	83	228	82	25	27	11	118	112	250	438	42
Weighted Total	481	232	249	94	179	208	197	56	42	35	14	87	212	67	31	39	11	132	120	229	432	49
Conservative	197	91	106	35	60	102	197	-	-	-	-	-	165	5	5	5	2	64	53	80	184	13
	40.9%	39.0%	42.7%	37.5%	33.5%	48.9%	100.0%	-	-	-	-	-	77.8%	7.3%	17.0%	12.3%	15.9%	48.7%	44.1%	34.8%	42.5%	26.5%
Labour	56	29	27	17	17	21	-	56	-	-	-	-	4	37	1	-	5	17	10	29	48	8
	11.7%	12.5%	10.9%	18.3%	9.8%	10.3%	-	100.0%	-	-	-	-	2.1%	54.9%	3.8%	-	42.7%	13.2%	8.0%	12.7%	11.1%	16.6%
Liberal Democrat	42	20	22	2	22	17	-	-	42	-	-	-	12	8	17	-	-	11	9	22	40	2
	8.7%	8.6%	8.8%	2.6%	12.2%	8.4%	-	-	100.0%	-	-	-	5.4%	11.4%	54.0%	-	-	8.4%	7.2%	9.6%	9.2%	4.5%
UKIP	35	16	19	5	12	17	-	-	-	35	-	-	2	-	1	27	-	3	11	21	31	3
	7.2%	6.7%	7.6%	5.2%	6.9%	8.4%	-	-	-	100.0%	-	-	1.1%	-	2.6%	67.9%	-	2.0%	9.4%	9.0%	7.3%	6.6%
Another Party	14	7	7	3	5	6	-	-	-	-	14	-	2	3	1	2	5	1	5	8	14	-
	2.9%	3.0%	2.8%	2.8%	2.7%	3.1%	-	-	-	-	100.0%	-	0.9%	4.4%	3.5%	4.4%	41.4%	0.7%	4.3%	3.4%	3.2%	-
Undecided	87	42	45	27	37	23	-	-	-	-	-	87	23	12	6	6	-	21	16	50	67	20
	18.1%	18.0%	18.1%	28.2%	20.6%	11.3%	-	-	-	-	-	100.0%	11.0%	17.6%	19.2%	15.5%	-	15.7%	13.7%	21.7%	15.5%	40.8%
Refused	51	28	23	5	25	20	-	-	-	-	-	-	4	3	-	-	-	15	16	20	48	2
	10.6%	12.1%	9.1%	5.4%	14.3%	9.7%	-	-	-	-	-	-	1.8%	4.4%	-	-	-	11.3%	13.2%	8.8%	11.2%	5.0%
SIGMA	481	232	249	94	179	208	197	56	42	35	14	87	212	67	31	39	11	132	120	229	432	49
	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

Q2. Normal weightings & likelihood to vote

Q2. If the next General Election was tomorrow, for which of the following parties would you vote for?

Base: Likely to Vote

	Total		Sex		Age			Voting Intention					2015 General Election Past Vote					Wards			Heard of Osborne ES Job		
			Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	UND	CON	LAB	LD	UKIP	Other	Wilmslow	East	West	Yes	No
Unweighted Total	480		259	221	71	171	238	207	64	41	27	15	83	228	82	25	27	11	118	112	250	438	42
Weighted Total	481		230	251	92	176	213	202	58	42	31	14	83	221	70	32	37	12	134	121	227	440	41
Conservative	202		91	110	35	61	105	202	-	-	-	-	-	172	5	6	4	2	66	54	82	190	11
	42.0%		39.7%	44.0%	38.5%	34.7%	49.5%	100.0%	-	-	-	-	-	77.7%	7.5%	17.4%	11.8%	15.9%	49.3%	44.9%	36.1%	43.2%	28.1%
Labour	58		31	27	18	18	22	-	58	-	-	-	-	5	38	1	-	5	18	10	29	50	7
	12.0%		13.3%	10.8%	19.5%	10.1%	10.3%	-	100.0%	-	-	-	-	2.2%	54.8%	3.9%	-	42.7%	13.8%	8.2%	13.0%	11.4%	18.3%
Liberal Democrat	42		20	23	2	22	18	-	-	42	-	-	-	12	8	18	-	-	11	8	23	41	1
	8.8%		8.5%	9.1%	2.5%	12.2%	8.6%	-	-	100.0%	-	-	-	5.3%	11.7%	55.4%	-	-	8.3%	6.8%	10.1%	9.3%	3.6%
UKIP	31		15	16	4	12	16	-	-	-	31	-	-	2	-	1	25	-	3	11	18	30	2
	6.5%		6.5%	6.5%	3.8%	6.7%	7.5%	-	-	-	100.0%	-	-	1.1%	-	2.7%	67.5%	-	1.9%	9.2%	7.8%	6.7%	4.1%
Another Party	14		7	7	3	4	7	-	-	-	-	14	-	2	3	1	2	5	1	5	8	14	-
	2.9%		3.1%	2.6%	3.1%	2.5%	3.1%	-	-	-	-	100.0%	-	0.9%	3.8%	3.6%	4.9%	41.4%	0.8%	4.0%	3.5%	3.1%	-
Undecided	83		39	43	25	35	23	-	-	-	-	-	83	24	12	6	6	-	20	17	46	65	18
	17.2%		17.1%	17.3%	26.9%	20.0%	10.8%	-	-	-	-	-	100.0%	11.1%	17.7%	17.0%	15.8%	-	14.9%	14.0%	20.4%	14.9%	42.8%
Refused	51		27	24	5	24	22	-	-	-	-	-	-	4	3	-	-	-	15	16	21	50	1
	10.6%		11.7%	9.6%	5.7%	13.7%	10.2%	-	-	-	-	-	-	1.8%	4.5%	-	-	-	10.9%	13.0%	9.2%	11.3%	3.0%
SIGMA	481		230	251	92	176	213	202	58	42	31	14	83	221	70	32	37	12	134	121	227	440	41
	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

Q2. Normal weightings & likelihood to vote, with undecided and refused removed

Q2. If the next General Election was tomorrow, for which of the following parties would you vote for?

Base: Likely to Vote

	Total	Sex		Age			Voting Intention						2015 General Election Past Vote					Wards			Heard of Osborne ES Job	
		Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	UND	CON	LAB	LD	UKIP	Other	Wilmslow	East	West	Yes	No
Unweighted Total	354	188	166	48	114	192	207	64	41	27	15	-	199	66	20	23	11	88	85	181	330	24
Weighted Total	347	164	183	62	116	168	202	58	42	31	14	-	192	54	27	31	12	99	88	160	325	22
Conservative	202	91	110	35	61	105	202	-	-	-	-	-	172	5	6	4	2	66	54	82	190	11
	58.2%	55.8%	60.3%	57.1%	52.3%	62.6%	100.0%	-	-	-	-	-	89.2%	9.7%	21.0%	14.0%	15.9%	66.5%	61.4%	51.2%	58.6%	51.9%
Labour	58	31	27	18	18	22	-	58	-	-	-	-	5	38	1	-	5	18	10	29	50	7
	16.6%	18.7%	14.8%	28.9%	15.3%	13.0%	-	100.0%	-	-	-	-	2.5%	70.4%	4.7%	-	42.7%	18.6%	11.2%	18.4%	15.5%	33.8%
Liberal Democrat	42	20	23	2	22	18	-	-	42	-	-	-	12	8	18	-	-	11	8	23	41	1
	12.2%	11.9%	12.4%	3.8%	18.5%	10.9%	-	-	100.0%	-	-	-	6.0%	15.0%	66.8%	-	-	11.2%	9.4%	14.3%	12.6%	6.6%
UKIP	31	15	16	4	12	16	-	-	-	31	-	-	2	-	1	25	-	3	11	18	30	2
	9.0%	9.2%	8.9%	5.6%	10.1%	9.5%	-	-	-	100.0%	-	-	1.3%	-	3.2%	80.1%	-	2.6%	12.6%	11.1%	9.1%	7.7%
Another Party	14	7	7	3	4	7	-	-	-	-	14	-	2	3	1	2	5	1	5	8	14	-
	4.0%	4.4%	3.6%	4.6%	3.8%	3.9%	-	-	-	-	100.0%	-	1.0%	4.9%	4.3%	5.9%	41.4%	1.0%	5.4%	5.0%	4.3%	-
SIGMA	347	164	183	62	116	168	202	58	42	31	14	-	192	54	27	31	12	99	88	160	325	22
	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. Normal weightings

Q3. Your MP for Tatton, George Osborne has announced that in addition to his work as a Member of Parliament he has taken the job of editor of the London Evening Standard, a daily newspaper. Have you seen or heard anything about this?

Base: All Respondents

	Total	Sex		Age			Voting Intention						2015 General Election Past Vote					Wards			Heard of Osborne ES Job	
		Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	UND	CON	LAB	LD	UKIP	Other	Wilmslow	East	West	Yes	No
Unweighted Total	507	273	234	78	178	251	207	64	41	27	15	83	230	82	25	27	11	120	121	266	457	50
Weighted Total	507	243	264	103	185	219	197	56	42	35	14	87	213	67	31	39	11	133	131	243	450	57
Yes	450	225	225	75	164	211	184	48	40	31	14	67	199	59	28	37	11	119	117	213	450	-
	88.7%	92.3%	85.4%	72.7%	88.8%	96.2%	93.4%	85.6%	94.8%	90.7%	100.0%	77.1%	93.2%	88.6%	91.9%	94.2%	100.0%	89.6%	89.5%	87.8%	100.0%	-
No	57	19	38	28	21	8	13	8	2	3	-	20	14	8	3	2	-	14	14	30	-	57
	11.3%	7.7%	14.6%	27.3%	11.2%	3.8%	6.6%	14.4%	5.2%	9.3%	-	22.9%	6.8%	11.4%	8.1%	5.8%	-	10.4%	10.5%	12.2%	-	100.0%
SIGMA	507	243	264	103	185	219	197	56	42	35	14	87	213	67	31	39	11	133	131	243	450	57
	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%

Survation.

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Table 6

Q4. Normal weightings

Q4. Which of the following statements is closest to your view?

Base: All Respondents

	Total	Sex		Age			Voting Intention						2015 General Election Past Vote					Wards			Heard of Osborne ES Job	
		Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	UND	CON	LAB	LD	UKIP	Other	Wilmslow	East	West	Yes	No
Unweighted Total	507	273	234	78	178	251	207	64	41	27	15	83	230	82	25	27	11	120	121	266	457	50
Weighted Total	507	243	264	103	185	219	197	56	42	35	14	87	213	67	31	39	11	133	131	243	450	57
George Osborne is right to accept the job as editor of the London Evening Standard	130	65	65	33	59	38	73	5	4	7	1	20	65	10	5	6	2	35	39	56	113	17
	25.7%	26.9%	24.6%	32.3%	31.9%	17.4%	37.3%	8.7%	10.6%	19.0%	4.9%	23.1%	30.4%	15.5%	16.4%	14.6%	15.9%	26.6%	29.6%	23.1%	25.2%	29.9%
George Osborne is wrong to accept the job as editor of the London Evening Standard	315	154	161	56	102	157	101	48	35	27	12	48	120	54	21	32	9	84	75	156	294	21
	62.1%	63.4%	61.0%	54.0%	55.2%	71.7%	51.2%	86.4%	84.9%	77.9%	87.7%	55.0%	56.3%	80.4%	69.4%	82.7%	84.1%	62.8%	57.2%	64.3%	65.4%	36.0%
Don't know	62	24	38	14	24	24	23	3	2	1	1	19	28	3	4	1	-	14	17	30	42	20
	12.2%	9.8%	14.4%	13.7%	12.9%	10.9%	11.5%	4.8%	4.5%	3.1%	7.4%	21.9%	13.3%	4.2%	14.2%	2.7%	-	10.6%	13.2%	12.5%	9.4%	34.2%
SIGMA	507	243	264	103	185	219	197	56	42	35	14	87	213	67	31	39	11	133	131	243	450	57
	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%

Survation.

Tatton Constituency Study

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Table 7
Q5. Normal weightings
Q5. Do you think George Osborne being editor of the London Evening Standard will have a positive effect, negative effect, or no effect, on his ability to represent you as the MP for Tatton?
Base: All Respondents

	Total	Sex		Age			Voting Intention						2015 General Election Past Vote					Wards			Heard of Osborne ES Job	
		Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	UND	CON	LAB	LD	UKIP	Other	Wilmslow	East	West	Yes	No
Unweighted Total	507	273	234	78	178	251	207	64	41	27	15	83	230	82	25	27	11	120	121	266	457	50
Weighted Total	507	243	264	103	185	219	197	56	42	35	14	87	213	67	31	39	11	133	131	243	450	57
Positive	25	8	17	11	5	9	14	4	-	2	-	1	10	4	-	-	-	5	4	15	17	8
	4.9%	3.2%	6.5%	10.4%	2.8%	4.1%	7.1%	7.6%	-	6.1%	-	1.3%	4.7%	5.8%	-	-	-	4.1%	3.4%	6.2%	3.7%	14.3%
No effect	155	75	81	34	68	53	73	5	9	14	1	30	71	12	8	17	1	36	45	74	130	25
	30.6%	30.7%	30.5%	33.0%	37.0%	24.2%	36.9%	9.1%	22.7%	40.2%	6.0%	34.7%	33.4%	17.4%	25.2%	44.2%	8.7%	26.9%	34.7%	30.5%	28.9%	44.0%
Negative	293	149	144	50	96	147	101	46	31	19	13	41	119	49	22	22	10	82	75	137	277	16
	57.8%	61.3%	54.7%	48.7%	52.2%	66.9%	51.3%	82.0%	75.3%	53.7%	94.0%	47.3%	55.6%	73.5%	70.2%	55.8%	91.3%	61.3%	57.1%	56.4%	61.7%	27.6%
Don't know	33	12	22	8	15	11	9	1	1	-	-	15	13	2	1	-	-	10	6	17	25	8
	6.6%	4.8%	8.3%	7.9%	8.0%	4.8%	4.7%	1.2%	2.0%	-	-	16.7%	6.2%	3.3%	4.6%	-	-	7.7%	4.8%	6.9%	5.7%	14.0%
SIGMA	507	243	264	103	185	219	197	56	42	35	14	87	213	67	31	39	11	133	131	243	450	57
	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. Normal weightings
Q6. Would you be more likely, or less likely to vote for George Osborne at the next election if he continues in his job as editor of the London Evening Standard, or would it not affect your vote?
Base: All Respondents

	Total	Sex		Age			Voting Intention						2015 General Election Past Vote					Wards			Heard of Osborne ES Job	
		Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	UND	CON	LAB	LD	UKIP	Other	Wilmslow	East	West	Yes	No
Unweighted Total	507	273	234	78	178	251	207	64	41	27	15	83	230	82	25	27	11	120	121	266	457	50
Weighted Total	507	243	264	103	185	219	197	56	42	35	14	87	213	67	31	39	11	133	131	243	450	57
More likely	7	3	4	2	4	2	3	1	-	-	-	-	1	1	-	-	1	4	-	3	5	2
	1.4%	1.3%	1.4%	1.7%	2.0%	0.7%	1.8%	1.8%	-	-	-	-	*	1.5%	-	-	8.7%	3.3%	-	1.0%	1.1%	3.5%
Less likely	193	93	100	35	61	97	66	24	21	17	8	34	81	26	14	20	6	47	42	104	187	6
	38.0%	38.2%	37.9%	33.5%	33.2%	44.3%	33.4%	42.6%	49.9%	49.6%	58.5%	38.9%	38.2%	38.7%	45.2%	52.0%	58.1%	35.6%	32.0%	42.7%	41.6%	10.3%
Would not affect my vote	273	138	135	60	104	108	119	30	21	17	6	42	121	38	16	19	4	71	79	122	230	43
	53.8%	56.8%	51.1%	58.5%	56.6%	49.4%	60.5%	52.9%	50.1%	50.4%	41.5%	47.8%	56.9%	56.4%	50.1%	48.0%	33.2%	53.3%	60.7%	50.4%	51.2%	74.3%
Don't know	34	9	25	7	15	12	9	2	-	-	-	12	10	2	1	-	-	10	10	14	27	7
	6.7%	3.6%	9.6%	6.3%	8.3%	5.6%	4.4%	2.7%	-	-	-	13.3%	4.6%	3.4%	4.6%	-	-	7.8%	7.3%	5.8%	6.1%	11.9%
SIGMA	507	243	264	103	185	219	197	56	42	35	14	87	213	67	31	39	11	133	131	243	450	57
	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
Q7. Normal weightings
Q7. To what extent do you agree or disagree with the following statement? "George Osborne should choose between editing a daily newspaper and remaining as an MP."
 Base: All Respondents

	Total	Sex		Age			Voting Intention						2015 General Election Past Vote					Wards			Heard of Osborne ES Job	
		Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	UND	CON	LAB	LD	UKIP	Other	Wilmslow	East	West	Yes	No
Unweighted Total	507	273	234	78	178	251	207	64	41	27	15	83	230	82	25	27	11	120	121	266	457	50
Weighted Total	507	243	264	103	185	219	197	56	42	35	14	87	213	67	31	39	11	133	131	243	450	57
Strongly agree	266	128	138	38	90	138	83	41	32	27	11	33	94	48	20	31	8	68	67	131	253	13
	52.4%	52.4%	52.4%	37.2%	48.5%	62.8%	42.0%	72.3%	76.0%	77.9%	82.1%	37.9%	44.1%	72.2%	65.6%	78.7%	70.8%	50.8%	50.9%	54.0%	56.2%	22.2%
Somewhat agree	66	43	23	18	22	26	28	8	4	2	-	15	34	8	3	-	1	20	14	32	55	11
	13.1%	17.6%	8.9%	17.5%	11.9%	12.0%	14.4%	13.6%	10.1%	5.1%	-	17.7%	16.0%	12.0%	10.7%	-	7.1%	15.2%	10.5%	13.3%	12.3%	19.5%
Neither agree nor disagree	64	25	39	15	29	20	25	4	1	2	2	19	27	4	2	3	1	11	25	29	53	12
	12.7%	10.4%	14.7%	14.1%	15.9%	9.2%	12.6%	6.4%	2.3%	5.0%	17.9%	21.8%	12.5%	6.4%	7.3%	8.4%	13.3%	8.2%	18.8%	11.8%	11.7%	20.1%
Somewhat disagree	53	20	34	17	19	17	31	2	5	3	-	8	29	2	2	4	-	18	12	24	39	14
	10.5%	8.1%	12.7%	16.6%	10.4%	7.7%	15.8%	4.4%	11.6%	8.8%	-	8.7%	13.7%	3.5%	7.4%	10.2%	-	13.5%	8.9%	9.7%	8.8%	24.1%
Strongly disagree	39	20	19	8	17	15	29	2	-	-	-	2	25	3	1	-	1	11	8	19	36	3
	7.7%	8.2%	7.2%	7.3%	9.1%	6.6%	14.9%	3.3%	-	-	-	2.7%	11.6%	4.7%	4.3%	-	8.7%	8.4%	6.5%	7.9%	7.9%	6.0%
Don't know	19	8	11	8	8	4	1	-	-	1	-	10	5	1	1	1	-	5	6	8	14	5
	3.7%	3.3%	4.1%	7.3%	4.1%	1.7%	*	-	-	3.1%	-	11.2%	2.1%	1.2%	4.6%	2.7%	-	3.9%	4.4%	3.3%	3.1%	8.1%
SIGMA	507	243	264	103	185	219	197	56	42	35	14	87	213	67	31	39	11	133	131	243	450	57
	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

Q8. Normal weightings

Q8. Which of the following statements is closest to your opinion?

Base: All Respondents

	Total	Sex		Age			Voting Intention						2015 General Election Past Vote					Wards			Heard of Osborne ES Job	
		Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	OTHER	UND	CON	LAB	LD	UKIP	Other	Wilmslow	East	West	Yes	No
Unweighted Total	507	273	234	78	178	251	207	64	41	27	15	83	230	82	25	27	11	120	121	266	457	50
Weighted Total	507	243	264	103	185	219	197	56	42	35	14	87	213	67	31	39	11	133	131	243	450	57
George Osborne has a moral obligation to constituents like me to only have one job as an MP	301 59.3%	147 60.6%	153 58.0%	58 56.5%	93 50.5%	149 68.0%	99 50.1%	47 83.2%	22 53.2%	25 73.6%	14 100.0%	49 56.8%	110 51.7%	57 85.9%	18 59.2%	30 76.2%	9 84.1%	73 55.0%	78 59.5%	149 61.5%	279 62.0%	22 38.0%
George Osborne does not have a moral obligation to constituents like me to only have one job as an MP	165 32.5%	80 32.9%	85 32.1%	33 31.9%	73 39.5%	59 26.9%	92 46.7%	7 12.7%	15 36.1%	7 19.2%	- -	22 24.8%	94 43.9%	6 9.0%	10 31.0%	6 15.3%	2 15.9%	53 39.9%	41 31.0%	71 29.2%	141 31.4%	23 40.9%
Don't know	42 8.2%	16 6.5%	26 9.9%	12 11.6%	18 10.0%	11 5.2%	6 3.2%	2 4.0%	4 10.7%	3 7.2%	- -	16 18.4%	9 4.4%	3 5.1%	3 9.8%	3 8.4%	- -	7 5.0%	12 9.4%	23 9.4%	30 6.6%	12 21.0%
SIGMA	507 100.0%	243 100.0%	264 100.0%	103 100.0%	185 100.0%	219 100.0%	197 100.0%	56 100.0%	42 100.0%	35 100.0%	14 100.0%	87 100.0%	213 100.0%	67 100.0%	31 100.0%	39 100.0%	11 100.0%	133 100.0%	131 100.0%	243 100.0%	450 100.0%	57 100.0%