



Economic Policy Poll

Prepared on behalf of Labour List



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25/05/13 - 1,121 respondents

Fieldwork Dates

24th May 2013

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 adults aged 18+ England, Scotland and Wales.

Sample Size

1,121

Data Weighting

Data were weighted to the profile of all adults aged 18+. Data were weighted by gender, age, region and past vote. Targets for the weighted data were derived from Office of National Statistics 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 1,121 it is 95% certain that the 'true' value will fall within the range of 2.9% from the sample result. Sub-samples from the cross-breaks will be subject to higher margin of error, conclusions drawn from cross-breaks 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.

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Data were analysed and weighted by Survation's team of statistical consultants and presented by Patrick Bri ne and Damian Lyons Lowe of Survation.

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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Table 1
Which of the following statements is closest to your opinion?
Base : All Respondents

	Gender		Age			2010 Vote				Voting Intention					SEG				Region11												
	Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South East	South West	East of England	East Midlands	West Midlands	North East	North West	Yorks & Humberside		
Unweighted Total	1121	495	626	441	452	228	274	255	199	71	209	339	97	163	78	242	342	294	243	73	62	135	149	116	107	75	103	57	132	105	
Weighted Total	1121	546	575	321	396	404	296	237	189	78	205	312	84	193	78	201	362	311	247	72	66	114	158	121	92	79	105	54	140	112	
Labour can be trusted with the economy	337	188	149	105	132	100	24	172	59	13	17	240	19	15	23	78	102	95	63	19	21	39	45	35	24	25	32	19	38	39	
	30.1%	34.5%	25.9%	32.6%	33.4%	24.8%	8.0%	72.3%	31.5%	17.1%	8.3%	76.8%	22.7%	7.7%	29.4%	38.6%	28.1%	30.5%	25.6%	26.2%	31.1%	34.4%	28.5%	28.6%	26.0%	32.2%	30.0%	36.0%	27.0%	34.4%	
Labour cannot be trusted with the economy	525	274	250	117	171	236	243	26	88	39	168	27	47	150	29	95	181	137	112	28	22	42	85	66	48	34	46	22	75	53	
	46.8%	50.3%	43.5%	36.4%	43.3%	58.6%	82.2%	11.0%	46.7%	50.1%	81.9%	8.5%	55.9%	77.4%	36.9%	47.1%	49.9%	44.2%	45.4%	38.0%	33.1%	36.6%	54.1%	54.5%	52.2%	43.8%	43.7%	41.8%	53.3%	47.2%	
Dont know	259	83	176	100	93	67	29	40	41	25	20	46	18	29	26	29	80	79	72	26	24	33	28	20	20	19	28	12	28	21	
	23.1%	15.2%	30.6%	31.0%	23.4%	16.6%	9.8%	16.8%	21.8%	32.8%	9.7%	14.7%	21.4%	14.9%	33.8%	14.3%	22.0%	25.3%	29.1%	35.8%	35.8%	29.0%	17.5%	16.9%	21.8%	24.0%	26.3%	22.3%	19.7%	18.5%	
Sigma	1121	546	575	321	396	404	296	237	189	78	205	312	84	193	78	201	362	311	247	72	66	114	158	121	92	79	105	54	140	112	
	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%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%



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Table 2
If Labour pledged to match current Conservative spending plans, would it make you:
Base : All Respondents

	Gender		Age			2010 Vote				Voting Intention					SEG				Region11											
	Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	London	South East	South West	East of England	East Midlands	West Midlands	North East	North West	Yorks & Humberside	
Unweighted Total	1121	495	626	441	452	228	274	255	199	71	209	339	97	163	78	242	342	294	243	73	62	135	149	116	107	75	103	57	132	105
Weighted Total	1121	546	575	321	396	404	296	237	189	78	205	312	84	193	78	201	362	311	247	72	66	114	158	121	92	79	105	54	140	112
Much more likely to vote Labour	79	41	38	37	28	14	7	49	4	3	7	54	3	5	4	20	16	16	26	4	4	11	6	7	4	5	6	4	15	11
	7.0%	7.5%	6.6%	11.6%	7.0%	3.4%	2.3%	20.7%	1.9%	4.4%	3.2%	17.3%	3.3%	2.5%	4.7%	10.1%	4.5%	5.2%	10.5%	6.1%	6.2%	9.4%	3.8%	5.9%	4.8%	6.5%	6.0%	8.3%	11.0%	9.4%
Somewhat more likely to vote Labour	124	53	70	62	43	19	15	45	19	4	12	63	15	12	8	26	39	32	25	7	4	20	10	12	10	10	15	8	11	14
	11.0%	9.8%	12.2%	19.3%	10.9%	4.6%	5.2%	19.0%	10.1%	5.3%	5.9%	20.2%	18.5%	6.3%	10.7%	13.1%	10.9%	10.5%	10.2%	9.6%	6.3%	17.5%	6.6%	10.1%	10.6%	12.4%	14.4%	15.1%	7.6%	12.7%
Neither more nor less likely to vote Labour	706	319	387	179	251	276	199	105	133	52	138	128	57	136	46	112	238	213	142	46	38	66	121	75	64	43	70	29	81	69
	63.0%	58.5%	67.3%	55.8%	63.4%	68.3%	67.1%	44.3%	70.8%	67.6%	67.2%	41.1%	67.8%	70.5%	58.9%	55.8%	65.8%	68.6%	57.6%	62.9%	57.7%	58.0%	76.6%	62.0%	69.7%	54.3%	66.2%	54.1%	57.8%	61.6%
Somewhat less likely to vote Labour	112	71	41	27	41	44	32	28	19	6	24	53	6	9	8	26	37	26	23	10	12	10	12	6	7	5	5	27	11	
	10.0%	13.0%	7.2%	8.5%	10.3%	11.0%	11.6%	10.0%	7.5%	11.5%	17.1%	6.7%	4.8%	10.0%	13.1%	10.2%	8.4%	9.4%	14.3%	18.0%	8.5%	7.4%	5.2%	7.4%	9.3%	5.0%	9.5%	18.9%	10.0%	
Much less likely to vote Labour	100	61	39	16	34	51	43	10	14	12	25	14	3	31	12	16	31	23	30	5	8	7	9	20	7	14	9	7	7	7
	8.9%	11.2%	6.8%	4.9%	8.5%	12.7%	14.4%	4.4%	7.2%	15.1%	12.2%	4.3%	3.8%	15.9%	15.7%	7.8%	8.7%	7.4%	12.3%	7.1%	11.8%	6.5%	5.6%	16.8%	7.5%	17.5%	8.3%	13.1%	4.7%	6.3%
NET: Much more likely to vote Labour/Somewhat more likely to vote Labour	202	95	108	99	71	32	22	94	23	8	19	117	18	17	12	47	56	49	51	11	8	31	16	19	14	15	22	13	26	25
	18.1%	17.3%	18.8%	30.9%	17.8%	8.0%	7.5%	39.7%	12.0%	9.7%	9.1%	37.5%	21.8%	8.9%	15.3%	23.3%	15.4%	15.7%	20.8%	15.7%	12.5%	26.9%	10.4%	16.1%	15.4%	18.9%	20.5%	23.3%	18.6%	22.1%
NET: Much less likely to vote Labour/Somewhat less likely to vote Labour	213	132	81	43	74	96	75	38	32	18	49	67	9	40	20	42	68	49	54	15	20	17	21	27	14	21	14	12	33	18
	19.0%	24.2%	14.0%	13.3%	18.8%	23.7%	25.4%	16.0%	17.2%	22.7%	23.7%	21.4%	10.4%	20.7%	20.9%	18.8%	15.8%	21.7%	21.4%	29.8%	15.1%	13.0%	22.0%	14.9%	26.8%	13.3%	22.6%	23.6%	16.3%	
Sigma	1121	546	575	321	396	404	296	237	189	78	205	312	84	193	78	201	362	311	247	72	66	114	158	121	92	79	105	54	140	112
	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%	100.0%	100.0%	100.0%	100.0%	100.0%

