

Newark

Constituency

Poll (2)

04/06/2014

Prepared by Survation

Methodology

Fieldwork Dates

2nd to 3rd June 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

678

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.

As an additional weighting step, in order to enable comparisons with other published polling in Newark, a voting intentions table was produced which included weighting by 2010 vote (Table 6) and one which included a reallocation of a 0.5 factor of undecided and refused responses by their vote in the 2010 general election (Table 7). As these steps do not form part of our standard constituency polling methodology, they do not form part of our published headline figures, which can be found in Table 5. However, they will be comparable with the Ashcroft Polling headline results published on 2nd June.

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 678 it is 95% certain that the 'true' value will fall within the range of 3.7% 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 candidate'.

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.

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

Conservative	42 (- 12)
UKIP	27 (+ 23)
Labour	22 (- 1)
Liberal Democrats	4 (- 16)
Others	5 (+ 5)

*Our headline figures are taken from Table 5. The other voting intention tables are included to enable comparisons with other published polls of this constituency.

Newark Constituency Poll

4 Jun 2014

Table 1
Q1. Could I confirm that you live in the ward of [Y] ?
Base : All Respondents

	Total	Gender		Age			2010 Vote					Voting Intention					Ward Group				
		Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	Did not vote	CON	LAB	LD	UKIP	Undecided	Balderton	Southwell	South-east	North/West	
Unweighted Total	678	284	394	58	191	418	293	107	46	7	103	189	82	17	115	105	215	129	168	155	
Weighted Total	678	333	345	144	242	281	271	101	50	7	146	168	89	22	113	121	244	137	145	141	
Balderton North	38 5.6%	20 6.1%	18 5.1%	12 8.5%	11 4.6%	14 4.9%	15 5.4%	5 5.3%	3 6.5%	-	11 7.3%	9 5.6%	4 4.6%	-	3 2.7%	10 8.4%	38 15.6%	-	-	-	-
Balderton West	27 4.1%	18 5.3%	10 2.8%	3 2.3%	7 3.0%	16 5.6%	10 3.7%	8 7.6%	-	-	2 1.5%	9 5.2%	7 7.3%	-	4 3.5%	4 3.3%	27 11.3%	-	-	-	-
Beacon	47 7.0%	18 5.5%	29 8.5%	12 8.5%	16 6.5%	19 6.9%	19 6.8%	10 9.5%	6 12.3%	3 43.8%	8 5.2%	10 6.2%	11 12.1%	2 7.9%	10 8.5%	3 2.6%	47 19.5%	-	-	-	-
Bingham East	34 5.0%	16 4.9%	17 5.0%	5 3.5%	11 4.6%	17 6.0%	8 2.9%	7 7.3%	5 10.4%	1 9.8%	4 2.4%	8 4.8%	5 5.2%	2 8.5%	7 6.5%	3 2.4%	-	-	34 23.3%	-	
Bingham West	31 4.6%	19 5.7%	12 3.4%	9 6.1%	12 4.8%	11 3.7%	13 4.9%	5 4.6%	1 1.4%	-	10 6.9%	11 6.8%	2 2.5%	-	4 3.8%	4 3.5%	-	-	31 21.3%	-	
Bridge	40 5.9%	21 6.2%	19 5.6%	8 5.7%	16 6.7%	15 5.5%	21 7.7%	3 3.0%	5 9.3%	1 9.5%	9 6.4%	9 5.1%	3 3.6%	-	6 5.0%	14 11.3%	40 16.3%	-	-	-	-
Castle	33 4.9%	20 6.1%	13 3.8%	3 2.3%	11 4.4%	16 5.7%	18 6.8%	4 4.2%	3 5.2%	-	4 2.8%	6 3.3%	3 3.0%	-	8 7.5%	10 8.2%	33 13.7%	-	-	-	-
Caunton	23 3.4%	10 3.0%	13 3.7%	3 2.2%	8 3.5%	11 4.0%	10 3.6%	2 1.9%	4 8.5%	1 12.4%	4 2.6%	7 4.3%	6 6.4%	2 7.7%	3 2.3%	2 1.9%	-	23 16.6%	-	-	-
Collingham and Meering	47 6.9%	27 8.0%	20 5.8%	10 7.1%	18 7.4%	18 6.4%	16 5.9%	3 2.5%	4 7.5%	-	15 10.2%	11 6.5%	3 2.9%	2 9.4%	10 8.6%	11 9.4%	-	-	-	47 33.2%	
Cranmer	11 1.7%	2 0.6%	9 2.7%	2 1.3%	4 1.8%	5 1.9%	4 1.4%	1 0.5%	1 2.7%	-	1 1.0%	3 1.9%	-	1 2.4%	1 0.9%	2 1.5%	-	-	11 7.9%	-	
Devon	28 4.1%	12 3.6%	16 4.6%	2 1.7%	16 6.5%	9 3.1%	6 2.1%	9 8.7%	-	-	9 6.3%	5 3.2%	5 5.7%	-	6 5.2%	2 1.8%	28 11.4%	-	-	-	-
East Markham	18 2.7%	13 3.8%	5 1.6%	4 3.1%	6 2.5%	8 2.8%	5 2.0%	2 1.9%	1 1.4%	-	6 4.4%	1 0.6%	4 4.4%	-	6 5.3%	4 3.0%	-	-	-	18 13.0%	
Farndon	38 5.7%	16 4.7%	23 6.6%	13 8.8%	12 4.9%	14 5.0%	14 5.3%	8 8.4%	1 3.0%	-	8 5.8%	8 4.5%	7 8.3%	-	6 5.5%	7 6.0%	-	-	38 26.5%	-	
Lowdham	31 4.5%	11 3.2%	20 5.8%	2 1.7%	12 4.8%	15 5.5%	19 7.0%	2 2.1%	5 9.1%	-	1 0.6%	11 6.3%	4 4.4%	-	2 1.3%	7 5.6%	-	31 22.5%	-	-	-
Magnus	30 4.4%	16 4.9%	14 3.9%	6 4.0%	12 5.1%	12 4.2%	11 4.2%	7 7.3%	1 2.6%	2 24.6%	6 4.3%	6 3.8%	4 4.8%	1 3.1%	6 5.2%	5 3.8%	30 12.2%	-	-	-	-
Muskham	16 2.3%	6 1.8%	10 2.8%	-	5 2.1%	11 3.7%	11 4.1%	4 3.6%	-	-	1 0.6%	5 3.2%	4 4.1%	1 5.8%	2 1.5%	1 0.5%	-	16 11.3%	-	-	-
Oak	19 2.8%	11 3.2%	9 2.5%	3 1.8%	7 2.7%	10 3.6%	7 2.7%	4 3.8%	1 2.4%	-	1 0.7%	5 2.7%	2 1.9%	1 3.1%	2 1.9%	6 5.0%	-	-	19 13.2%	-	
Rampton	7 1.0%	3 1.0%	4 1.0%	-	2 0.8%	5 1.8%	3 1.1%	1 0.5%	-	-	2 1.2%	2 1.3%	1 0.6%	-	1 1.2%	1 0.8%	-	-	-	7 5.0%	
Southwell East	19 2.8%	13 3.8%	6 1.8%	-	8 3.1%	10 3.7%	10 3.7%	1 1.2%	2 4.3%	-	2 1.1%	8 4.6%	1 1.4%	3 11.7%	1 0.8%	1 1.0%	-	19 13.7%	-	-	-
Southwell North	14 2.1%	9 2.7%	5 1.4%	6 3.9%	5 1.9%	4 1.4%	3 1.1%	-	1 2.5%	-	6 3.8%	6 3.3%	-	-	2 1.5%	-	-	-	-	-	-

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Table 1
Q1. Could I confirm that you live in the ward of [Y] ?
Base : All Respondents

	Total		Gender			Age			2010 Vote					Voting Intention					Ward Group			
			Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	Did not vote	CON	LAB	LD	UKIP	Undecided	Balderton	Southwell	South-east	North/West	
Weighted Total	678		333	345	144	242	281	271	101	50	7	146	168	89	22	113	121	244	137	145	141	
Southwell West	18		9	9	9	5	5	7	1	-	-	11	7	2	-	-	4	-	18	-	-	
	2.7%		2.7%	2.7%	6.1%	2.1%	1.6%	2.4%	0.9%	-	-	7.5%	4.4%	2.7%	-	-	3.7%	-	13.3%	-	-	
Sturton	12		8	4	3	5	4	3	7	1	-	1	1	1	3	4	1	-	-	-	12	
	1.7%		2.4%	1.0%	1.8%	2.1%	1.4%	1.0%	6.5%	2.1%	-	0.5%	0.6%	1.5%	11.9%	3.4%	0.6%	-	-	-	8.2%	
Sutton-on-Trent	19		4	15	6	9	3	8	2	2	-	6	4	5	-	3	4	-	-	-	19	
	2.8%		1.2%	4.4%	4.5%	3.9%	1.1%	2.9%	2.0%	3.1%	-	4.1%	2.6%	5.6%	-	2.7%	3.4%	-	-	-	13.4%	
Thoroton	11		2	9	2	5	4	5	1	1	-	-	2	-	1	4	-	-	-	11	-	
	1.7%		0.6%	2.7%	1.3%	2.2%	1.5%	2.0%	0.7%	2.0%	-	-	0.9%	-	4.6%	3.5%	-	-	-	7.9%	-	
Trent	17		8	9	8	2	7	5	2	-	-	9	3	3	-	3	6	-	17	-	-	
	2.5%		2.5%	2.5%	5.5%	0.7%	2.6%	1.9%	1.5%	-	-	5.9%	1.5%	3.4%	-	2.2%	4.6%	-	12.4%	-	-	
Tuxford and Trent	28		11	16	6	10	11	11	1	2	-	6	5	1	5	6	4	-	-	-	28	
	4.1%		3.4%	4.7%	4.5%	4.0%	4.1%	4.0%	1.2%	3.9%	-	3.9%	3.2%	0.6%	24.0%	5.3%	3.7%	-	-	-	19.6%	
Winthorpe	11		6	5	-	5	6	3	2	-	-	2	2	1	-	2	1	-	-	-	11	
	1.6%		1.8%	1.3%	-	2.1%	2.0%	1.3%	1.5%	-	-	1.4%	1.0%	1.1%	-	1.8%	0.9%	-	-	-	7.6%	
Refused	11		3	8	6	3	2	5	2	-	-	2	4	2	-	3	2	-	-	-	-	
	1.6%		1.0%	2.2%	3.9%	1.2%	0.6%	2.0%	1.7%	-	-	1.5%	2.3%	1.9%	-	2.5%	1.4%	-	-	-	-	
SIGMA	678		333	345	144	242	281	271	101	50	7	146	168	89	22	113	121	244	137	145	141	
	100.0%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	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. 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					Voting Intention					Ward Group			
		Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	Did not vote	CON	LAB	LD	UKIP	Undecided	Balderton	Southwell	South-east	North/West
Unweighted Total	678	284	394	58	191	418	293	107	46	7	103	189	82	17	115	105	215	129	168	155
Weighted Total	678	333	345	144	242	281	271	101	50	7	146	168	89	22	113	121	244	137	145	141
10	439 64.7%	217 65.3%	221 64.1%	43 29.6%	162 66.7%	227 80.7%	206 76.1%	81 80.3%	37 73.6%	7 100.0%	39 26.5%	143 85.1%	70 78.4%	10 46.4%	83 72.9%	58 48.4%	160 65.5%	98 71.7%	95 65.4%	81 57.6%
9	27 4.0%	12 3.7%	14 4.2%	9 6.6%	8 3.3%	8 3.0%	9 3.4%	4 4.5%	1 2.7%	-	8 5.7%	4 2.3%	2 2.7%	1 6.2%	8 6.6%	7 5.6%	8 3.3%	-	9 6.0%	10 7.2%
8	18 2.7%	6 1.9%	12 3.4%	4 2.8%	7 2.7%	7 2.4%	8 3.0%	-	2 3.0%	-	7 4.6%	4 2.4%	2 2.7%	1 4.6%	5 4.2%	6 4.6%	2 1.0%	3 2.2%	5 3.3%	6 4.5%
7	24 3.6%	13 3.9%	11 3.3%	15 10.5%	5 2.2%	4 1.4%	5 1.9%	1 1.3%	3 6.3%	-	14 9.7%	2 1.1%	4 4.4%	4 16.6%	4 3.4%	10 8.7%	7 2.9%	6 4.5%	3 1.7%	8 5.7%
6	10 1.5%	6 1.7%	5 1.3%	5 3.4%	4 1.6%	1 0.2%	5 1.7%	2 1.7%	-	-	3 2.2%	2 1.0%	2 1.9%	-	2 1.4%	4 3.7%	3 1.2%	3 2.3%	1 0.5%	-
5	65 9.5%	34 10.2%	31 8.9%	27 19.0%	24 10.1%	12 4.4%	20 7.2%	3 3.1%	1 2.6%	-	33 22.8%	12 7.4%	8 8.5%	1 2.4%	10 8.6%	29 24.4%	26 10.8%	10 7.6%	16 10.8%	11 7.8%
4	4 0.5%	3 0.8%	1 0.3%	3 1.8%	1 0.4%	-	-	-	-	-	1 0.7%	1 0.6%	-	3 11.9%	-	-	-	-	-	4 2.5%
3	3 0.5%	3 0.8%	1 0.1%	3 1.8%	-	1 0.2%	-	-	-	-	3 2.1%	-	-	-	3 2.3%	1 0.4%	-	-	1 0.4%	3 1.8%
2	6 0.9%	2 0.5%	4 1.2%	2 1.3%	4 1.6%	-	2 0.6%	1 1.3%	2 3.9%	-	1 0.7%	-	1 1.4%	-	-	5 3.8%	1 0.5%	2 1.2%	-	3 2.1%
1	4 0.6%	3 1.0%	1 0.1%	3 1.8%	-	1 0.4%	1 0.3%	3 2.5%	-	-	1 0.3%	-	-	3 11.9%	1 0.6%	1 0.4%	-	-	1 0.8%	3 1.8%
0	79 11.7%	34 10.3%	45 13.0%	31 21.5%	28 11.4%	21 7.3%	16 5.9%	5 5.3%	4 7.9%	-	36 24.7%	-	-	-	-	-	36 14.8%	14 10.4%	16 11.1%	13 9.0%
SIGMA	678 100.0%	333 100.0%	345 100.0%	144 100.0%	242 100.0%	281 100.0%	271 100.0%	101 100.0%	50 100.0%	7 100.0%	146 100.0%	168 100.0%	89 100.0%	22 100.0%	113 100.0%	121 100.0%	244 100.0%	137 100.0%	145 100.0%	141 100.0%

Newark Constituency Poll

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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 : All Respondents likely to vote in this by-election

	Total	Gender		Age			2010 Vote					Voting Intention					Ward Group			
		Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	Did not vote	CON	LAB	LD	UKIP	Undecided	Balderton	Southwell	South-east	North/West
Unweighted Total	613	262	351	46	169	387	280	101	42	7	77	189	82	17	115	105	189	118	155	140
Weighted Total	599	299	300	113	215	260	255	95	46	7	110	168	89	22	113	121	208	123	129	128
Roger Helmer - UKIP	113	79	35	15	46	52	55	14	3	6	21	-	-	-	113	-	42	11	25	32
	18.9%	26.3%	11.6%	13.5%	21.3%	19.9%	21.7%	14.5%	5.6%	90.5%	18.9%	-	-	-	100.0%	-	20.4%	8.8%	19.5%	25.0%
Michael Payne - Labour	89	34	56	28	27	32	2	56	9	1	21	-	89	-	-	-	37	20	16	15
	14.9%	11.3%	18.5%	25.2%	12.7%	12.5%	0.8%	58.3%	20.4%	9.5%	19.0%	-	100.0%	-	-	-	17.7%	16.2%	12.4%	11.6%
Robert Jenrick - Conservative	168	74	94	14	65	86	144	1	6	-	15	168	-	-	-	-	54	46	36	27
	28.0%	24.8%	31.2%	12.0%	30.2%	32.9%	56.5%	0.9%	13.1%	-	14.0%	100.0%	-	-	-	-	26.2%	37.8%	28.2%	20.8%
David Watts - Liberal Democrat	22	16	6	7	10	5	2	3	10	-	4	-	-	22	-	-	2	5	4	10
	3.6%	5.3%	1.9%	6.2%	4.6%	1.8%	0.8%	2.7%	21.4%	-	3.7%	-	-	100.0%	-	-	1.1%	4.4%	3.1%	7.6%
Other candidate (Net)	23	13	10	6	4	12	5	4	3	-	6	-	-	-	-	-	9	3	6	4
	3.8%	4.3%	3.3%	5.1%	1.9%	4.6%	2.0%	4.2%	7.4%	-	5.3%	-	-	-	-	-	4.5%	2.6%	4.7%	3.2%
Paul Baggaley - Independent	13	5	8	-	4	8	4	3	3	-	-	-	-	-	-	-	6	1	4	3
	2.2%	1.8%	2.7%	-	1.9%	3.3%	1.6%	3.6%	5.5%	-	-	-	-	-	-	-	2.9%	0.7%	2.7%	2.4%
David Bishop - Bus-Pass Elvis Party	1	1	-	-	-	1	1	-	-	-	-	-	-	-	-	-	-	1	-	-
	0.1%	0.3%	-	-	-	0.3%	0.3%	-	-	-	-	-	-	-	-	-	-	0.7%	-	-
David Kirwan - Green	8	7	2	6	-	3	-	1	1	-	6	-	-	-	-	-	3	2	3	1
	1.4%	2.2%	0.6%	5.1%	-	1.0%	-	0.7%	1.9%	-	5.3%	-	-	-	-	-	1.6%	1.2%	2.0%	0.8%
Undecided	121	54	66	41	43	33	38	17	15	-	35	-	-	-	-	121	47	23	22	26
	20.2%	18.2%	22.1%	36.3%	20.2%	12.7%	15.0%	17.3%	32.3%	-	32.3%	-	-	-	-	100.0%	22.9%	18.8%	17.2%	20.5%
Refused	64	30	34	2	19	41	8	2	-	-	7	-	-	-	-	-	15	14	19	15
	10.6%	9.9%	11.3%	1.7%	9.1%	15.8%	3.3%	2.0%	-	-	6.7%	-	-	-	-	-	7.2%	11.3%	14.9%	11.4%
SIGMA	599	299	300	113	215	260	255	95	46	7	110	168	89	22	113	121	208	123	129	128
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	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 : All Respondents likely to vote in this by-election

	Total	Gender		Age			2010 Vote					Voting Intention					Ward Group			
		Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	Did not vote	CON	LAB	LD	UKIP	Undecided	Balderton	Southwell	South-east	North/West
Unweighted Total	613	262	351	46	169	387	280	101	42	7	77	189	82	17	115	105	189	118	155	140
Weighted Total	613	303	310	96	221	285	271	102	48	8	93	181	93	18	117	108	216	129	133	125
Roger Helmer - UKIP	117	82	35	12	48	56	59	15	3	7	18	-	-	-	117	-	45	11	25	33
	19.1%	26.9%	11.4%	12.5%	21.8%	19.8%	21.7%	14.9%	6.1%	90.5%	19.1%	-	-	-	100.0%	-	21.0%	8.7%	18.8%	26.3%
Michael Payne - Labour	93	35	59	27	29	37	2	61	10	1	19	-	93	-	-	-	40	19	18	15
	15.3%	11.5%	18.9%	28.0%	13.0%	12.9%	0.9%	59.7%	20.6%	9.5%	20.5%	-	100.0%	-	-	-	18.5%	14.8%	13.6%	12.0%
Robert Jenrick - Conservative	181	80	101	13	69	95	157	1	7	-	14	181	-	-	-	-	59	52	38	29
	29.5%	26.5%	32.5%	13.9%	31.1%	33.4%	58.1%	1.0%	14.2%	-	14.8%	100.0%	-	-	-	-	27.3%	40.0%	28.3%	23.3%
David Watts - Liberal Democrat	18	13	6	3	10	5	2	*	11	-	3	-	-	18	-	-	3	6	4	6
	3.0%	4.2%	1.8%	3.1%	4.7%	1.7%	0.8%	0.3%	22.4%	-	3.4%	-	-	100.0%	-	-	1.3%	4.4%	3.0%	4.8%
Other candidate (Net)	24	12	11	4	5	13	6	5	4	-	4	-	-	-	-	-	9	4	7	5
	3.8%	4.1%	3.6%	4.6%	2.1%	4.7%	2.1%	4.4%	8.0%	-	4.8%	-	-	-	-	-	4.0%	2.9%	5.0%	3.7%
Paul Baggaley - Independent	15	6	9	-	5	10	5	4	3	-	-	-	-	-	-	-	7	1	4	3
	2.5%	1.9%	3.0%	-	2.1%	3.4%	1.7%	3.7%	5.9%	-	-	-	-	-	-	-	3.1%	0.8%	3.0%	2.8%
David Bishop - Bus-Pass Elvis Party	1	1	-	-	-	1	1	-	-	-	-	-	-	-	-	-	-	1	-	-
	0.2%	0.3%	-	-	-	0.3%	0.4%	-	-	-	-	-	-	-	-	-	-	0.8%	-	-
David Kirwan - Green	7	5	2	4	-	3	-	1	1	-	4	-	-	-	-	-	2	2	3	1
	1.2%	1.8%	0.6%	4.6%	-	1.0%	-	0.7%	2.0%	-	4.8%	-	-	-	-	-	0.9%	1.3%	1.9%	0.9%
Undecided	108	48	60	34	39	32	35	18	14	-	27	-	-	-	-	108	43	22	21	21
	17.7%	15.9%	19.4%	35.5%	17.5%	11.3%	12.9%	17.5%	28.9%	-	28.5%	-	-	-	-	100.0%	20.0%	16.9%	15.7%	16.6%
Refused	71	33	38	2	22	46	9	2	-	-	8	-	-	-	-	-	17	16	21	17
	11.6%	10.9%	12.3%	2.3%	9.8%	16.1%	3.5%	2.2%	-	-	9.0%	-	-	-	-	-	8.0%	12.3%	15.5%	13.2%
SIGMA	613	303	310	96	221	285	271	102	48	8	93	181	93	18	117	108	216	129	133	125
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	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 : All Respondents likely to vote in this by-election and Excluding DK/Refused

	Total	Gender		Age			2010 Vote					Voting Intention					Ward Group			
		Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	Did not vote	CON	LAB	LD	UKIP	Undecided	Balderton	Southwell	South-east	North/West
Unweighted Total	427	192	235	29	118	273	235	82	31	7	46	189	82	17	115	-	137	84	103	95
Weighted Total	434	222	211	60	161	206	227	82	34	8	58	181	93	18	117	-	156	91	92	88
Roger Helmer - UKIP	117	82	35	12	48	56	59	15	3	7	18	-	-	-	117	-	45	11	25	33
	27.0%	36.8%	16.8%	20.1%	30.0%	27.3%	25.9%	18.5%	8.5%	90.5%	30.6%	-	-	-	100.0%	-	29.2%	12.2%	27.4%	37.5%
Michael Payne - Labour	93	35	59	27	29	37	2	61	10	1	19	-	93	-	-	-	40	19	18	15
	21.6%	15.7%	27.7%	45.0%	17.9%	17.8%	1.1%	74.4%	28.9%	9.5%	32.7%	-	100.0%	-	-	-	25.7%	20.9%	19.8%	17.2%
Robert Jenrick - Conservative	181	80	101	13	69	95	157	1	7	-	14	181	-	-	-	-	59	52	38	29
	41.7%	36.2%	47.6%	22.4%	42.7%	46.0%	69.5%	1.2%	19.9%	-	23.6%	100.0%	-	-	-	-	37.8%	56.6%	41.1%	33.2%
David Watts - Liberal Democrat	18	13	6	3	10	5	2	*	11	-	3	-	-	18	-	-	3	6	4	6
	4.2%	5.8%	2.6%	5.0%	6.5%	2.4%	1.0%	0.4%	31.4%	-	5.4%	-	-	100.0%	-	-	1.7%	6.2%	4.4%	6.8%
Other candidate (Net)	24	12	11	4	5	13	6	5	4	-	4	-	-	-	-	-	9	4	7	5
	5.4%	5.6%	5.3%	7.5%	2.9%	6.5%	2.5%	5.5%	11.2%	-	7.7%	-	-	-	-	-	5.5%	4.0%	7.2%	5.3%
Paul Baggaley - Independent	15	6	9	-	5	10	5	4	3	-	-	-	-	-	-	-	7	1	4	3
	3.5%	2.7%	4.4%	-	2.9%	4.6%	2.1%	4.6%	8.4%	-	-	-	-	-	-	-	4.3%	1.1%	4.4%	3.9%
David Bishop - Bus-Pass Elvis Party	1	1	-	-	-	1	1	-	-	-	-	-	-	-	-	-	-	1	-	-
	0.2%	0.4%	-	-	-	0.5%	0.4%	-	-	-	-	-	-	-	-	-	-	1.1%	-	-
David Kirwan - Green	7	5	2	4	-	3	-	1	1	-	4	-	-	-	-	-	2	2	3	1
	1.7%	2.5%	0.9%	7.5%	-	1.4%	-	0.9%	2.9%	-	7.7%	-	-	-	-	-	1.2%	1.9%	2.8%	1.3%
SIGMA	434	222	211	60	161	206	227	82	34	8	58	181	93	18	117	-	156	91	92	88
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	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

Q3. Voting Intention Tables - Normal Weighted Table with Vote 2010 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 : All Respondents likely to vote in this by-election and Excluding DK/Refused

	Total	Gender		Age			2010 Vote					Voting Intention					Ward Group			
		Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	Did not vote	CON	LAB	LD	UKIP	Undecided	Balderton	Southwell	South-east	North/West
Unweighted Total	427	192	235	29	118	273	235	82	31	7	46	189	82	17	115	-	137	84	103	95
Weighted Total	425	221	203	57	161	201	200	72	67	19	40	164	92	28	116	-	153	91	89	85
Roger Helmer - UKIP	116	84	33	11	47	58	52	13	6	18	12	-	-	-	116	-	47	12	24	31
	27.4%	37.7%	16.1%	18.8%	29.4%	28.7%	26.2%	18.0%	8.5%	90.7%	29.1%	-	-	-	100.0%	-	31.0%	13.1%	26.4%	36.4%
Michael Payne - Labour	92	30	62	27	29	35	2	54	20	2	14	-	92	-	-	-	40	22	16	13
	21.7%	13.4%	30.6%	47.8%	17.9%	17.5%	1.1%	74.7%	29.5%	9.3%	34.4%	-	100.0%	-	-	-	26.2%	24.5%	17.9%	15.0%
Robert Jenrick - Conservative	164	74	90	12	62	86	138	1	13	-	9	164	-	-	-	-	53	44	35	27
	38.6%	33.5%	44.1%	22.0%	38.3%	42.7%	69.3%	1.2%	19.4%	-	22.7%	100.0%	-	-	-	-	34.9%	48.9%	39.2%	32.3%
David Watts - Liberal Democrat	28	22	6	3	17	8	2	*	21	-	2	-	-	28	-	-	4	8	7	9
	6.6%	10.1%	2.9%	5.5%	10.5%	4.1%	0.9%	0.5%	31.6%	-	5.3%	-	-	100.0%	-	-	2.9%	8.6%	8.3%	10.1%
Other candidate (Net)	25	12	13	3	6	14	5	4	7	-	3	-	-	-	-	-	8	4	7	5
	5.8%	5.3%	6.3%	5.9%	3.8%	7.0%	2.5%	5.5%	11.0%	-	8.3%	-	-	-	-	-	5.0%	4.9%	8.2%	6.2%
Paul Baggaley - Independent	17	6	11	-	6	9	4	3	5	-	-	-	-	-	-	-	6	1	5	4
	3.9%	2.5%	5.4%	-	3.8%	4.7%	2.1%	4.7%	8.0%	-	-	-	-	-	-	-	4.0%	1.0%	6.0%	4.9%
David Bishop - Bus-Pass Elvis Party	1	1	-	-	-	1	1	-	-	-	-	-	-	-	-	-	-	1	-	-
	0.2%	0.4%	-	-	-	0.4%	0.4%	-	-	-	-	-	-	-	-	-	-	1.0%	-	-
David Kirwan - Green	7	5	2	3	-	4	-	1	2	-	3	-	-	-	-	-	1	3	2	1
	1.7%	2.4%	0.9%	5.9%	-	1.9%	-	0.9%	3.0%	-	8.3%	-	-	-	-	-	0.9%	2.9%	2.2%	1.4%
SIGMA	425	221	203	57	161	201	200	72	67	19	40	164	92	28	116	-	153	91	89	85
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	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
Q3. Voting Intention Tables - Special Table (After Replacing the Undecided/Refused Responses with 2010 Voters responses and replaced with 0.5 factors of 2010 vote)
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 : All Respondents likely to vote in this by-election and Excluding DK/Refused

	Total	Gender		Age			2010 Vote					Voting Intention					Ward Group			
		Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	Did not vote	CON	LAB	LD	UKIP	Undecided	Balderton	Southwell	South-east	North/West
Unweighted Total	502	216	286	37	144	311	280	101	42	7	46	189	82	17	115	62	162	98	123	111
Weighted Total	546	275	272	84	207	246	257	93	98	22	46	188	106	32	133	53	202	113	115	107
Roger Helmer - UKIP	133	96	38	12	55	66	60	15	7	20	13	-	-	-	133	-	54	14	27	35
	24.4%	34.9%	13.8%	14.6%	26.3%	26.9%	23.4%	16.0%	6.7%	90.7%	29.1%	-	-	-	100.0%	-	26.9%	12.0%	23.5%	33.0%
Michael Payne - Labour	116	38	78	32	38	44	2	72	23	2	16	-	106	-	-	9	52	26	22	15
	21.3%	13.7%	28.8%	38.7%	18.3%	18.1%	0.9%	77.6%	23.3%	9.3%	34.4%	-	100.0%	-	-	17.9%	25.7%	23.1%	19.0%	13.9%
Robert Jenrick - Conservative	216	97	119	21	81	107	187	1	15	-	11	188	-	-	-	23	71	57	47	36
	39.5%	35.3%	43.7%	25.4%	39.2%	43.4%	72.6%	1.1%	15.4%	-	22.7%	100.0%	-	-	-	43.3%	35.1%	50.4%	40.9%	33.9%
David Watts - Liberal Democrat	53	30	22	14	26	12	2	*	45	-	2	-	-	32	-	20	16	11	11	15
	9.7%	11.1%	8.3%	16.7%	12.7%	5.0%	0.8%	0.4%	45.9%	-	5.3%	-	-	100.0%	-	38.8%	8.0%	10.0%	9.3%	13.6%
Other candidate (Net)	28	14	15	4	7	16	6	5	8	-	4	-	-	-	-	-	9	5	8	6
	5.2%	4.9%	5.4%	4.6%	3.4%	6.6%	2.3%	4.9%	8.7%	-	8.3%	-	-	-	-	-	4.3%	4.5%	7.3%	5.7%
Paul Baggaley - Independent	19	6	13	-	7	11	5	4	6	-	-	-	-	-	-	-	7	1	6	5
	3.5%	2.3%	4.7%	-	3.4%	4.4%	1.9%	4.1%	6.3%	-	-	-	-	-	-	-	3.5%	0.9%	5.3%	4.4%
David Bishop - Bus-Pass Elvis Party	1	1	-	-	-	1	1	-	-	-	-	-	-	-	-	-	-	1	-	-
	0.2%	0.4%	-	-	-	0.4%	0.4%	-	-	-	-	-	-	-	-	-	-	0.9%	-	-
David Kirwan - Green	8	6	2	4	-	4	-	1	2	-	4	-	-	-	-	-	2	3	2	1
	1.5%	2.2%	0.8%	4.6%	-	1.8%	-	0.8%	2.4%	-	8.3%	-	-	-	-	-	0.8%	2.7%	1.9%	1.2%
SIGMA	546	275	272	84	207	246	257	93	98	22	46	188	106	32	133	53	202	113	115	107
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	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
Q4. 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					Voting Intention					Ward Group			
		Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	Did not vote	CON	LAB	LD	UKIP	Undecided	Balderton	Southwell	South-east	North/West
Unweighted Total	678	284	394	58	191	418	293	107	46	7	103	189	82	17	115	105	215	129	168	155
Weighted Total	678	333	345	144	242	281	271	101	50	7	146	168	89	22	113	121	244	137	145	141
Labour	101 14.9%	42 12.6%	59 17.0%	13 9.0%	39 16.1%	47 16.7%	-	101 100.0%	-	-	-	1 0.5%	56 62.4%	3 11.9%	14 12.2%	17 13.7%	46 18.9%	11 8.2%	26 17.6%	16 11.6%
Conservative	271 39.9%	138 41.5%	133 38.4%	22 15.1%	112 46.3%	129 46.0%	271 100.0%	-	-	-	-	144 85.7%	2 2.4%	2 8.9%	55 48.8%	38 31.7%	100 40.9%	65 47.1%	52 35.7%	49 34.9%
Liberal Democrat	50 7.3%	17 5.2%	32 9.4%	9 6.4%	27 11.1%	14 4.8%	-	-	50 100.0%	-	-	6 3.6%	9 10.4%	10 45.2%	3 2.3%	15 12.2%	18 7.3%	12 8.8%	11 7.5%	9 6.3%
UKIP	7 1.0%	5 1.5%	2 0.6%	-	3 1.2%	4 1.4%	-	-	-	7 100.0%	-	-	1 0.7%	-	6 5.5%	-	5 2.2%	1 0.6%	1 0.5%	-
BNP	5 0.7%	5 1.4%	-	3 2.3%	-	1 0.5%	-	-	-	-	-	-	-	-	5 4.1%	-	3 1.3%	-	1 0.5%	1 0.5%
Some other party	6 0.9%	4 1.1%	3 0.7%	-	4 1.7%	2 0.8%	-	-	-	-	-	-	-	-	4 3.1%	1 0.6%	-	2 1.2%	2 1.2%	3 2.0%
Did not vote	146 21.5%	82 24.5%	64 18.6%	86 59.4%	29 12.0%	31 11.1%	-	-	-	-	146 100.0%	15 9.2%	21 23.4%	4 19.0%	21 18.3%	35 29.4%	50 20.3%	32 23.6%	24 16.9%	37 26.5%
Don't remember	37 5.5%	14 4.1%	23 6.8%	6 4.4%	13 5.5%	17 6.2%	-	-	-	-	-	1 0.7%	1 0.6%	3 11.9%	5 4.0%	9 7.8%	8 3.4%	5 3.7%	12 8.1%	12 8.6%
Refused	56 8.3%	27 8.1%	29 8.5%	5 3.5%	15 6.1%	35 12.5%	-	-	-	-	-	1 0.3%	-	1 3.2%	2 1.7%	6 4.6%	14 5.7%	9 6.7%	18 12.2%	14 9.7%
SIGMA	678 100.0%	333 100.0%	345 100.0%	144 100.0%	242 100.0%	281 100.0%	271 100.0%	101 100.0%	50 100.0%	7 100.0%	146 100.0%	168 100.0%	89 100.0%	22 100.0%	113 100.0%	121 100.0%	244 100.0%	137 100.0%	145 100.0%	141 100.0%

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Table 9
Q5. Do you mind if I ask which of the following age brackets you fall into?
Base : All Respondents

	Total		Gender		Age			2010 Vote					Voting Intention					Ward Group			
			Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	Did not vote	CON	LAB	LD	UKIP	Undecided	Balderton	Southwell	South-east	North/West
Unweighted Total	678		284	394	58	191	418	293	107	46	7	103	189	82	17	115	105	215	129	168	155
Weighted Total	678		333	345	144	242	281	271	101	50	7	146	168	89	22	113	121	244	137	145	141
18-24	72		46	27	72	-	-	7	6	2	-	53	5	21	4	8	21	12	22	14	21
	10.7%		13.7%	7.8%	50.3%	-	-	2.6%	6.0%	4.8%	-	36.1%	3.1%	23.6%	20.8%	6.7%	17.2%	5.0%	16.3%	9.6%	14.6%
25-34	72		34	38	72	-	-	15	7	7	-	33	8	7	3	8	20	35	6	19	10
	10.6%		10.2%	11.0%	49.7%	-	-	5.5%	6.9%	13.8%	-	22.6%	5.1%	8.3%	11.9%	6.7%	16.8%	14.4%	4.1%	13.1%	6.8%
35-44	77		38	38	-	77	-	37	14	6	2	12	24	5	-	14	13	33	5	21	15
	11.3%		11.5%	11.1%	-	31.6%	-	13.8%	14.2%	12.3%	24.6%	8.0%	14.1%	5.8%	-	12.7%	10.7%	13.7%	4.0%	14.8%	11.0%
45-54	166		67	99	-	166	-	75	25	21	1	17	41	22	10	31	30	56	38	29	40
	24.4%		20.0%	28.7%	-	68.4%	-	27.6%	24.4%	41.6%	18.5%	12.0%	24.6%	24.8%	46.1%	27.6%	25.3%	23.0%	28.0%	20.2%	28.1%
55-64	105		55	49	-	-	105	38	21	6	2	17	23	15	2	24	16	38	26	18	21
	15.4%		16.6%	14.3%	-	-	37.3%	14.0%	21.1%	13.0%	34.5%	11.6%	13.4%	16.5%	7.2%	20.8%	13.0%	15.5%	19.2%	12.5%	14.8%
65-74	110		57	53	-	-	110	60	13	6	-	9	36	10	3	21	11	39	23	23	26
	16.3%		17.1%	15.5%	-	-	39.3%	22.2%	13.4%	12.0%	-	6.4%	21.7%	11.4%	11.7%	18.6%	9.4%	15.9%	16.9%	15.5%	18.1%
75+	66		33	33	-	-	66	31	12	1	2	5	27	8	1	7	6	24	14	20	8
	9.7%		9.8%	9.6%	-	-	23.4%	11.5%	12.1%	2.4%	22.4%	3.4%	15.9%	8.5%	2.4%	6.3%	5.0%	9.7%	9.9%	13.8%	6.0%
Refused	11		4	7	-	-	-	8	2	-	-	-	4	1	-	1	3	7	2	1	1
	1.6%		1.2%	2.1%	-	-	-	2.9%	2.0%	-	-	-	2.2%	1.1%	-	0.6%	2.8%	2.7%	1.6%	0.5%	0.5%
SIGMA	678		333	345	144	242	281	271	101	50	7	146	168	89	22	113	121	244	137	145	141
	100.0%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	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

4 Jun 2014

Table 10
Q6. Gender.
Base : All Respondents

	Total	Gender		Age			2010 Vote					Voting Intention					Ward Group			
		Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	Did not vote	CON	LAB	LD	UKIP	Undecided	Balderton	Southwell	South-east	North/West
Unweighted Total	678	284	394	58	191	418	293	107	46	7	103	189	82	17	115	105	215	129	168	155
Weighted Total	678	333	345	144	242	281	271	101	50	7	146	168	89	22	113	121	244	137	145	141
Male	333	333	-	79	105	145	138	42	17	5	82	74	34	16	79	54	125	66	66	72
	49.1%	100.0%	-	55.1%	43.2%	51.6%	51.0%	41.8%	34.8%	72.0%	55.9%	44.2%	37.7%	72.9%	69.3%	44.9%	51.5%	47.9%	45.4%	51.4%
Female	345	-	345	65	137	136	133	59	32	2	64	94	56	6	35	66	118	71	79	69
	50.9%	-	100.0%	44.9%	56.8%	48.4%	49.0%	58.2%	65.2%	28.0%	44.1%	55.8%	62.3%	27.1%	30.7%	55.1%	48.5%	52.1%	54.6%	48.6%
SIGMA	678	333	345	144	242	281	271	101	50	7	146	168	89	22	113	121	244	137	145	141
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Page	Table	Title	Base Description	Base
4	1	Q1. Could I confirm that you live in the ward of [Y] ?	Base : All Respondents	678
5	1	Q1. Could I confirm that you live in the ward of [Y] ?	Base : All Respondents	678
6	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	678
7	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? / Other candidate (Net)	Base : All Respondents likely to vote in this by-election	613
8	4	Q3. Voting Intention Tables - Normal Weighted Table and Likelihood Weighing Q3. The following parties will be contesting the by-election in Newark. Which do you think you will be most likely to vote for? / Other candidate (Net)	Base : All Respondents likely to vote in this by-election	613
9	5	Q3. Voting Intention Tables - Normal Weighted Table and Likelihood Weighing Q3. The following parties will be contesting the by-election in Newark. Which do you think you will be most likely to vote for? / Other candidate (Net)	Base : All Respondents likely to vote in this by-election and Excluding DK/Refused	427
10	6	Q3. Voting Intention Tables - Normal Weighted Table with Vote 2010 and Likelihood Weighing Q3. The following parties will be contesting the by-election in Newark. Which do you think you will be most likely to vote for? / Other candidate (Net)	Base : All Respondents likely to vote in this by-election and Excluding DK/Refused	427
11	7	Q3. Voting Intention Tables - Special Table (After Replacing the Undecided/Refused Responses with 2010 Voters responses and replaced with 0.5 factors of 2010 vote) Q3. The following parties will be contesting the by-election in Newark. Which do you think you will be most likely to vote for? / Other candidate (Net)	Base : All Respondents likely to vote in this by-election and Excluding DK/Refused	502
12	8	Q4. 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	678
13	9	Q5. Do you mind if I ask which of the following age brackets you fall into?	Base : All Respondents	678
14	10	Q6. Gender.	Base : All Respondents	678