



## GLASGOW NORTH EAST REPORT

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### Methodology:

- Survey of n=400 respondents with a max margin of error of +/-5.0 percent at a 95 percent confidence interval.
  - Respondents were Glasgow North East residents and eligible to vote in UK General Elections.
  - Minimum quotas set by age, gender, region, education, occupation, tenure and ethnicity, and data weighted where necessary to ensure it is representative of the constituency.
  - Telephone poll between 10<sup>th</sup> – 11<sup>th</sup> September.
  - Soft voters are those voters who are undecided or likely to change their mind. They are the key group of voters that will decide the election outcome.
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### MP Paul Sweeney

#### 2017 General Election Results

|       |        |       |                   |
|-------|--------|-------|-------------------|
| 42.9% | Labour | 12.9% | Conservatives     |
| 42.2% | SNP    | 2.0%  | Liberal Democrats |

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### Summary:

Voters in Glasgow North East think that Brexit is the most important issue facing the country (48%).

Regardless of how they voted, most think that politicians should respect the result of the referendum and get on with the UK leaving the EU (43%).

Voters think that the issue has dragged on long enough and the sooner it is finished the better (75%).

They also believe that, regardless of an MP's personal views, the way their MP votes in Parliament should respect the referendum result (53%).

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**Q) If a General Election was held today, what is the most important issue that would determine if and how you vote? That could be any local or national issue or political figure or party that is relevant to you in determining your vote if a General Election was held today.**

|                  | Total | Soft Voters |
|------------------|-------|-------------|
| Brexit & the EU  | 48%   | 38%         |
| Health & the NHS | 12%   | 21%         |
| Don't know       | 3%    | 4%          |

**Q) Which of the following best reflects your view of how politicians should proceed with the issue of Brexit?**

|   | Total | Soft Voters |
|---|-------|-------------|
| However I voted, politicians should respect the result of the referendum where the majority of the country voted for Brexit and get on with the UK leaving the EU | 43%   | 53%         |
| Politicians should offer a second referendum  | 24%   | 22%         |
| Politicians should abandon Brexit completely and the UK should remain a member of the EU  | 30%   | 23%         |
| Don't know  | 3%    | 2%          |

**Q) Regardless of your view on Brexit, to what extent do you agree or disagree that the issue has dragged on long enough and the sooner it is finished the better?**

|                              | Total       | Soft Voters |
|------------------------------|-------------|-------------|
| Total Agree                  | 75%         | 76%         |
| Neutral / DK                 | 13%         | 14%         |
| Total Disagree               | 12%         | 11%         |
| <b>NET: Agree - Disagree</b> | <b>+63%</b> | <b>+65%</b> |

**Q) To what extent do you agree or disagree that regardless of an MP’s personal views, the way they vote in Parliament should respect the referendum result?**

|                              | Total       | Soft Voters |
|------------------------------|-------------|-------------|
| Total Agree                  | 53%         | 63%         |
| Neutral / DK                 | 12%         | 14%         |
| Total Disagree               | 35%         | 23%         |
| <b>NET: Agree - Disagree</b> | <b>+18%</b> | <b>+40%</b> |

**Q) And finally, if your local MP blocked Brexit in Parliament and prevented the UK leaving the EU, would this make you more or less likely to vote for them in an election?**

|                         | Total       | Soft Voters |
|-------------------------|-------------|-------------|
| Total More Likely       | 42%         | 36%         |
| Neutral / DK            | 27%         | 28%         |
| Total Less Likely       | 31%         | 36%         |
| <b>NET: More - Less</b> | <b>+11%</b> | <b>0%</b>   |

Research conducted by 