



Countryside Alliance

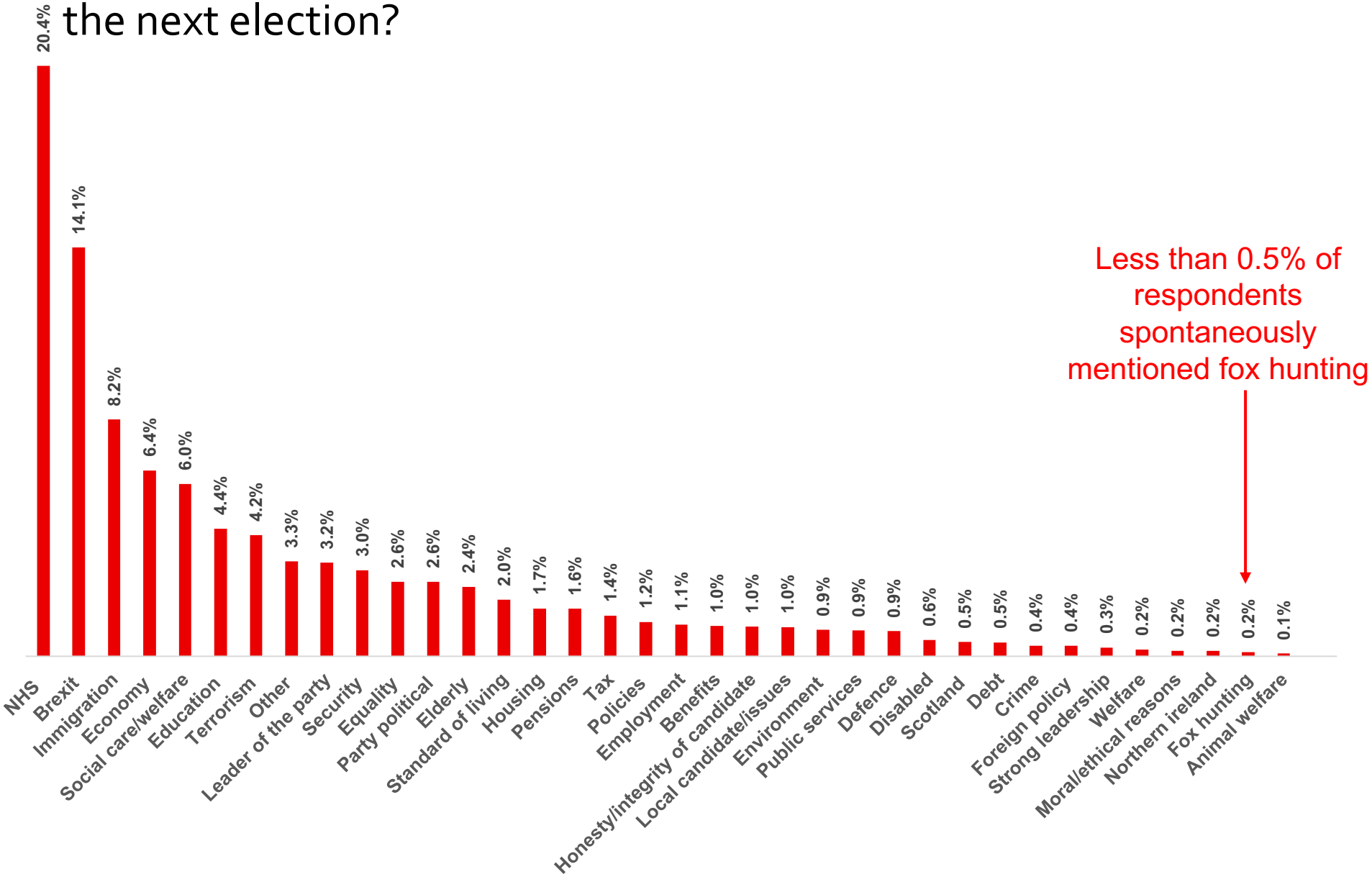
Voters and opinions on hunting

June 2017

Introduction

- ORB asked 2038 people to identify three issues that would affect their vote at the general election (unprompted). Only 8 (0.39%) mentioned hunting.
- When asked to compare the impact of hunting on their vote with other issues people ranked hunting below wind farms, green belt development, mobile phone connectivity, animal welfare and HS2. Only badger culling had marginally less impact on peoples' votes.
- When given a list of policy areas to choose from, 28 of 2038 people ranked hunting above all other issues. Only one of these 28 voted for a Conservative candidate at the last election.
- This research is consistent with research carried out before the 2010 and 2015 elections by ORB, which also found less than 0.5% of people identifying hunting as an issue that would affect their vote.
- The online poll also explored the relationship between voting behaviour and use of the campaigns website 38 degrees. 80% of regular 38 degrees users said they will never, or are unlikely to, vote for a Conservative candidate

What are the main issues that will influence who you vote for at the next election?



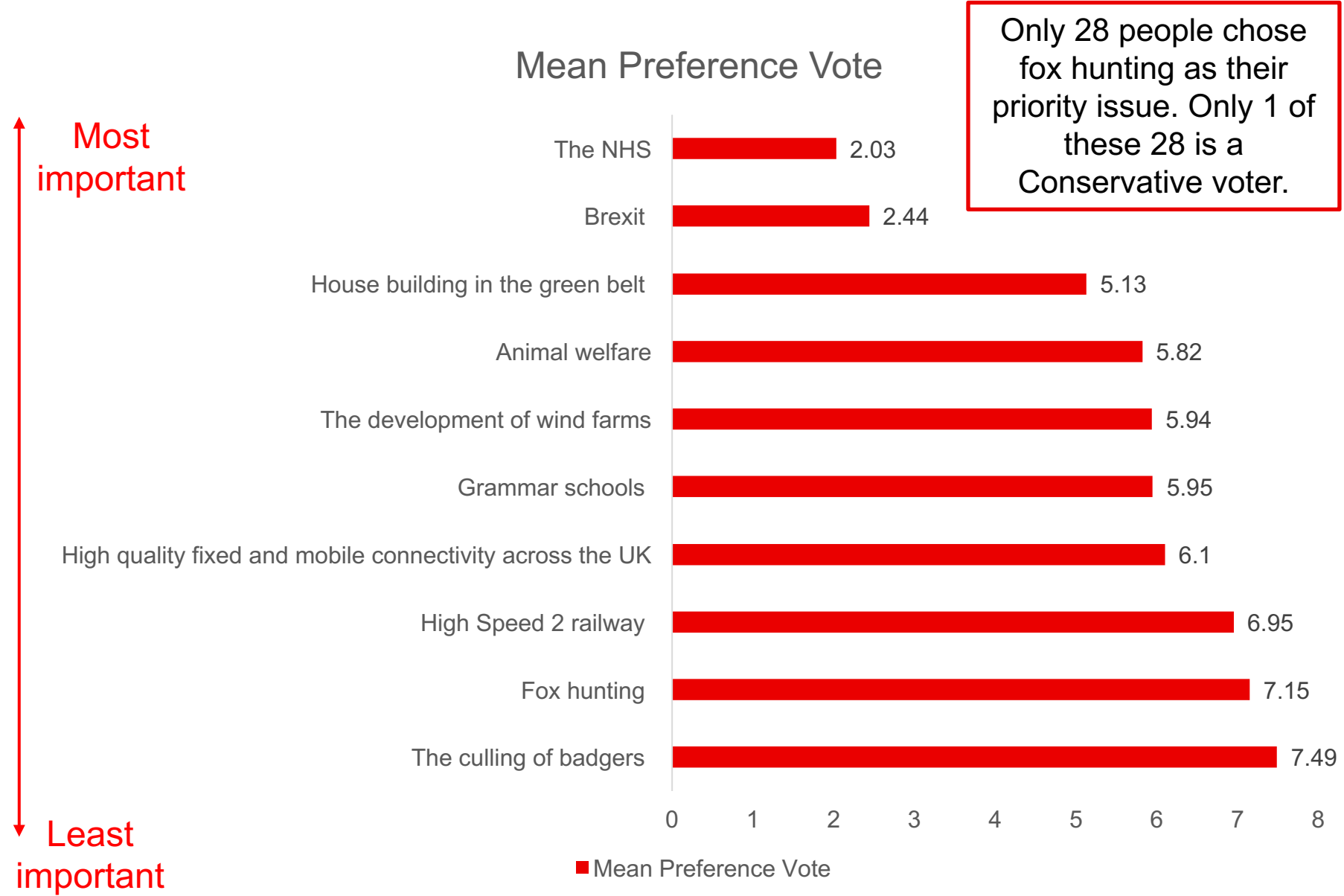
Of those who mention fox hunting unprompted, only one said they would consider voting for a Conservative candidate in future

What are the main issues that will affect your vote at the next election?

	Gender	Age	SEG	Region	How likely are you to vote for a Conservative candidate in your constituency in future?
<i>"Increase the ban on fox hunting"</i>	Female	66	E	London	Never
<i>"Fox hunting - I like foxes"</i>	Male	51	C1	Eastern	Never
<i>"I will not support a party who wants to make fox hunting legal again."</i>	Female	61	C1	West Midlands	Somewhat unlikely
<i>"Fox hunting"</i>	Female	65	C1	Yorkshire & Humberside	Somewhat unlikely
<i>"Fox hunting"</i>	Female	47	D	South West	Never
<i>"Against repealing the fox-hunting act!"</i>	Female	67	C2	West Midlands	Somewhat likely
<i>"Return to the dark ages, e.g. fox hunting"</i>	Female	45	C2	South West	Never

Q2. Please rank the issues below in order of how greatly they will impact your vote at the next election.
(n=2038)

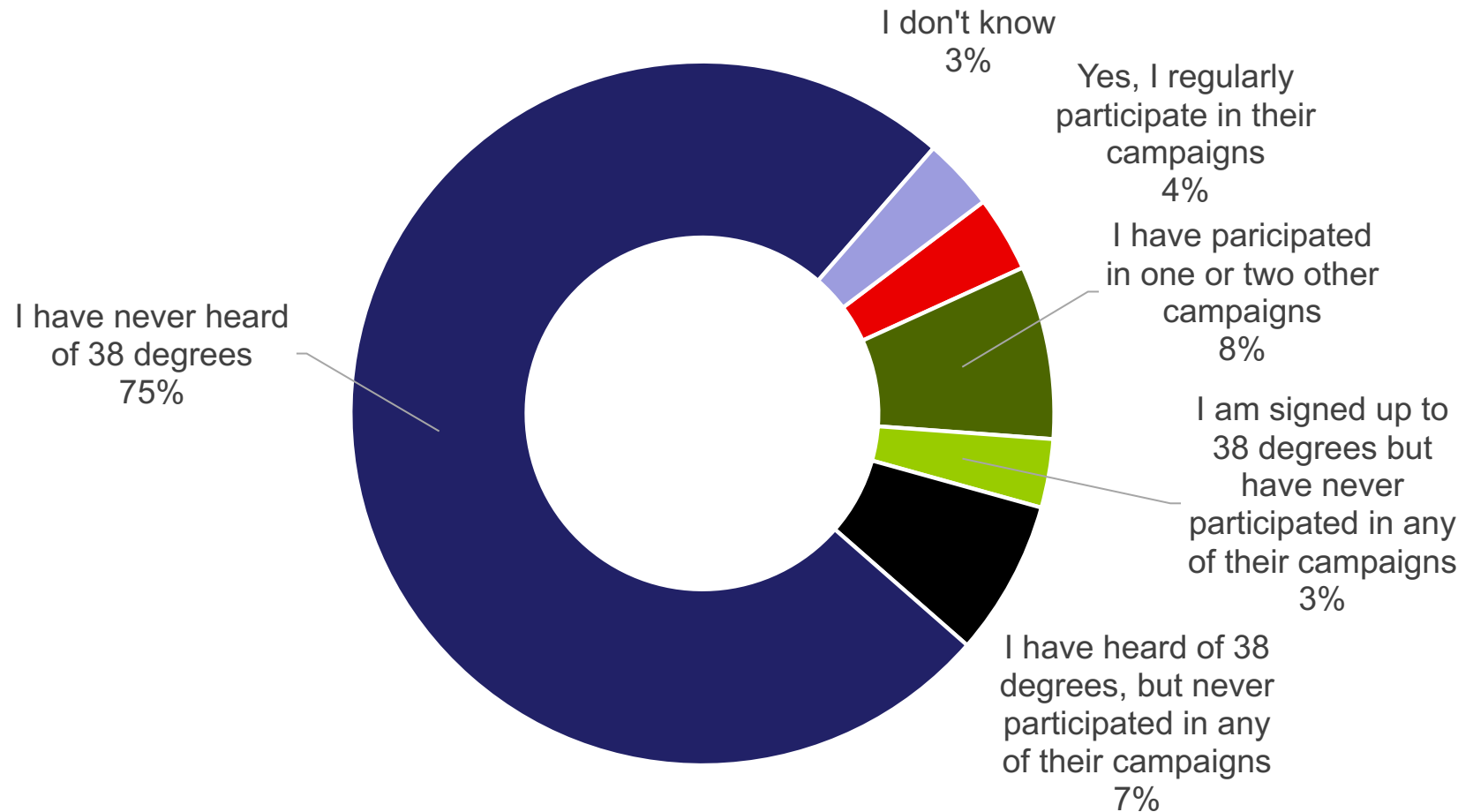
Comparative voting priorities (prompted)



Q2. Please rank the issues below in order of how greatly they will impact your vote at the next election.
(n=2038)

75% of Conservative voters have never heard of 38 Degrees. Only 3% said they regularly participate in their campaigns.

Conservative voters



Q4. Are you aware of the organisation 38 degrees? (N = 2038)

80% of regular 38 degrees users say they will never - or are unlikely to - vote for a Conservative candidate in future

How likely are you to vote for a Conservative candidate in your constituency in future?

