

Eastleigh By-Election Poll

CATI Fieldwork : 22nd - 24th February 2013

Absolutes/col percents

Table 1

Q1. As you may have heard, Chris Huhne, the MP for Eastleigh, is resigning as an MP. This means a by-election will have to be held to elect a new MP for the area. Many local people are saying that they probably won't vote at all in the by-election, while others say they definitely would vote. Please say how likely you are to vote in the by-election here, when it happens - on a scale of 1-10, where 1 means you definitely would not vote, and 10 means you are certain to vote.

Base: All respondents

	Total	Gender		Age						Social Class				Ethnicity		Voting Intention				2010 Vote				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	White	BME	Cons	Lab	Lib Dem	DK/ Ref	Cons	Lab	Lib Dem	Lib Dem 2010 Not Now	Cons 2010 Not Now
Unweighted base	1002	452	550	34	92	174	235	199	268	458	194	150	200	966	25	147	80	193	322	219	85	337	203	113
Weighted base	1002	491	511	110	160	180	190	160	200	291	301	210	200	962	30	141	69	162	324	211	52	250	147	115
Absolutely certain to vote	(10) 519	255	264	7	53	79	116	108	155	154	166	87	113	505	8	96	39	114	168	141	33	173	94	70
	52%	52%	52%	7%	33%	44%	61%	67%	78%	53%	55%	41%	56%	52%	28%	68%	57%	70%	52%	67%	63%	69%	63%	61%
	(9) 44	23	20	2	7	12	10	5	7	15	9	12	8	43	1	10	2	4	17	16	2	14	11	7
	4%	5%	4%	2%	4%	7%	5%	3%	4%	5%	3%	6%	4%	4%	2%	7%	3%	3%	5%	8%	3%	6%	8%	6%
	(8) 68	38	30	17	11	14	9	12	4	20	25	18	5	67	1	5	11	15	23	11	5	19	11	6
	7%	8%	6%	16%	7%	8%	5%	7%	2%	7%	8%	9%	2%	7%	2%	4%	16%	9%	7%	5%	10%	7%	8%	5%
	(7) 45	27	18	6	6	15	8	7	3	19	12	7	7	43	2	9	1	12	18	11	1	13	5	5
	4%	5%	3%	5%	4%	8%	4%	4%	2%	6%	4%	4%	3%	4%	5%	6%	1%	7%	5%	5%	3%	5%	4%	4%
	(6) 22	8	14	8	4	3	4	*	2	9	8	-	4	20	1	4	3	3	10	3	*	5	4	2
	2%	2%	3%	7%	3%	2%	2%	*	1%	3%	3%	-	2%	2%	3%	3%	4%	2%	3%	2%	1%	2%	2%	2%
	(5) 94	33	61	21	16	23	14	12	8	22	20	34	18	89	6	4	7	7	67	12	4	13	10	10
	9%	7%	12%	19%	10%	13%	7%	8%	4%	8%	7%	16%	9%	9%	19%	2%	10%	4%	21%	5%	7%	5%	7%	9%
	(4) 10	6	4	2	5	-	3	-	1	1	3	4	3	10	-	2	-	1	8	3	2	2	1	3
	1%	1%	1%	2%	3%	-	2%	-	*	*	1%	2%	1%	1%	-	1%	-	*	3%	1%	3%	1%	1%	3%
	(3) 25	11	14	14	4	3	4	1	*	8	6	6	4	21	3	13	5	4	2	3	*	1	*	2
	2%	2%	3%	12%	3%	1%	2%	*	*	3%	2%	3%	2%	2%	2%	9%	7%	2%	1%	2%	*	*	*	2%
	(2) 5	5	1	-	-	1	3	2	-	2	1	2	1	4	1	-	2	2	1	1	-	1	1	1
	1%	1%	*	-	-	*	1%	1%	-	1%	*	1%	1%	*	4%	-	3%	1%	*	1%	-	*	*	1%
Definitely would not vote	(1) 162	81	81	34	51	29	18	13	17	39	48	40	35	151	8	-	-	-	-	7	4	10	10	7
	16%	16%	16%	30%	32%	16%	9%	8%	9%	13%	16%	19%	17%	16%	26%	-	-	-	-	3%	9%	4%	6%	6%
Refused	1	1	-	-	-	-	1	-	-	1	-	-	-	1	-	-	-	-	1	-	-	-	-	-
	*	*	-	-	-	-	*	-	-	*	-	-	-	*	-	-	-	-	*	-	-	-	-	-
Don't know	8	3	6	-	3	1	1	1	2	2	3	-	3	8	-	-	-	-	8	2	-	1	1	2
	1%	1%	1%	-	2%	1%	*	1%	1%	1%	1%	-	1%	1%	-	-	-	-	3%	1%	-	*	*	1%
Mean	7.38	7.42	7.34	4.59	5.83	7.22	8.05	8.43	8.81	7.64	7.57	6.75	7.39	7.45	5.29	8.73	8.25	9.00	8.19	8.78	8.29	8.86	8.53	8.29
Standard deviation	3.42	3.44	3.41	3.00	3.84	3.32	3.05	2.82	2.71	3.25	3.39	3.51	3.55	3.39	3.61	2.26	2.50	1.85	2.25	2.29	2.86	2.21	2.58	2.76
Standard error	0.11	0.16	0.15	0.51	0.40	0.25	0.20	0.20	0.17	0.15	0.24	0.29	0.25	0.11	0.72	0.19	0.28	0.13	0.13	0.16	0.31	0.12	0.18	0.26

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Table 2

Q.2 Which party's candidate do you expect to vote for in the by-election?**Base: All respondents**

	Gender			Age						Social Class				Ethnicity		Voting Intention				2010 Vote				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	White	BME	Cons	Lab	Lib Dem	DK/ Ref	Cons	Lab	Lib Dem	Lib Dem 2010 Not Now	Cons 2010 Not Now
Unweighted base	1002	452	550	34	92	174	235	199	268	458	194	150	200	966	25	147	80	193	322	219	85	337	203	113
Weighted base	1002	491	511	110	160	180	190	160	200	291	301	210	200	962	30	141	69	162	324	211	52	250	147	115
Maria Hurchings, the Conservative candidate	141 14%	78 16%	64 12%	15 13%	6 4%	26 15%	31 16%	17 11%	46 23%	49 17%	39 13%	26 12%	27 14%	138 14%	3 11%	141 100%	-	-	-	96 45%	2 3%	11 4%	11 7%	-
John O'Farrell, the Labour candidate	69 7%	40 8%	29 6%	10 9%	10 6%	14 8%	12 7%	10 7%	12 6%	16 5%	24 8%	14 6%	15 8%	59 6%	9 30%	-	69 100%	-	-	3 2%	20 39%	23 9%	23 16%	3 3%
Mike Thornton, the Liberal Democrat candidate	162 16%	78 16%	84 16%	4 3%	28 18%	31 17%	41 21%	24 15%	35 17%	53 18%	48 16%	35 16%	26 13%	160 17%	2 6%	-	-	162 100%	-	21 10%	10 19%	103 41%	-	21 18%
Diane James, the UK Independence Party candidate	114 11%	59 12%	55 11%	4 3%	18 11%	15 8%	19 10%	30 19%	29 14%	24 8%	28 9%	34 16%	27 13%	114 12%	-	-	-	-	-	29 14%	7 13%	26 10%	26 18%	29 25%
Michael Walters, the English Democrats candidate	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Darren Proctor, The Trade Unionist and Socialist Coalition candidate	2 *	2 *	-	-	-	2 1%	-	-	-	* *	2 1%	-	-	2 *	-	-	-	-	-	2 1%	-	* *	* *	2 1%
Iain MacLennan, the National Health Action Party candidate	8 1%	4 1%	5 1%	-	1 1%	4 2%	-	2 1%	1 1%	5 2%	2 1%	1 1%	-	8 1%	-	-	-	-	-	4 2%	-	4 1%	4 2%	4 3%
Colin Bex, the Wessex Regionalists candidate	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some other candidate	20 2%	13 3%	6 1%	6 5%	-	3 2%	3 2%	6 4%	2 1%	11 4%	4 1%	4 2%	1 1%	20 2%	-	-	-	-	-	2 1%	* 1%	9 4%	9 6%	2 2%
Will not vote	162 16%	81 16%	81 16%	34 30%	51 32%	29 16%	18 9%	13 8%	17 9%	39 13%	48 16%	40 19%	35 17%	151 16%	8 26%	-	-	-	-	7 3%	4 9%	10 4%	10 6%	7 6%
Refused	114 11%	48 10%	66 13%	-	12 7%	17 10%	24 13%	29 18%	31 16%	26 9%	43 14%	11 5%	33 17%	107 11%	1 3%	-	-	-	114 35%	7 3%	1 1%	14 5%	14 9%	7 6%
Don't know	210 21%	88 18%	122 24%	39 35%	35 22%	41 22%	40 21%	30 19%	26 13%	67 23%	64 21%	45 21%	35 17%	201 21%	7 24%	-	-	-	210 65%	40 19%	8 15%	51 21%	51 35%	40 35%

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Table 3

Q.1 Many people currently say that they probably won't vote at all, while others say they would definitely vote.

How likely are you, personally, to vote in the by-election.

Q.2 Which party's candidate do you expect to vote for in the by-election?

THIS TABLE DOES NOT INCLUDE ADJUSTMENT FOR DON'T KNOW/ REFUSERS

	Gender		Age						Social Class				Ethnicity				Voting Intention				2010 Vote			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	White	BME	Cons	Lab	Lib Dem	DK/ Ref	Cons	Lab	Lib Dem	Lib Dem 2010 Not Now	Cons 2010 Not Now
Unweighted base	445	215	230	7	29	71	103	94	141	208	90	65	82	436	8	116	57	148	-	131	48	192	86	44
Weighted base	384	205	179	16	45	69	80	69	105	118	116	76	73	376	7	103	45	123	-	124	30	141	59	47
Maria Hurchings, the Conservative candidate	103 27%	58 28%	45 25%	2 10%	4 8%	20 30%	23 28%	14 20%	40 39%	36 31%	31 26%	14 19%	21 29%	100 27%	2 29%	103 100%	-	-	-	78 63%	1 5%	9 6%	9 15%	-
John O'Farrell, the Labour candidate	45 12%	28 14%	17 9%	4 27%	6 14%	11 16%	7 9%	7 10%	9 9%	12 10%	17 15%	8 10%	8 11%	42 11%	3 48%	-	45 100%	-	-	2 2%	15 50%	18 12%	18 30%	2 4%
Mike Thornton, the Liberal Democrat candidate	123 32%	58 28%	65 36%	2 15%	22 49%	21 31%	30 38%	19 28%	27 26%	38 32%	38 33%	25 33%	22 30%	121 32%	2 23%	-	-	123 100%	-	15 12%	7 24%	82 58%	-	15 32%
Diane James, the UK Independence Party candidate	88 23%	45 22%	43 24%	3 21%	12 26%	10 14%	15 19%	23 33%	25 24%	18 15%	23 20%	26 34%	21 29%	88 23%	-	-	-	-	-	22 18%	6 21%	21 15%	21 36%	22 48%
Darren Proctor, The Trade Unionist and Socialist Coalition candidate	2 *	2 1%	-	-	-	-	2 2%	-	-	* *	1 1%	-	-	2 *	-	-	-	-	-	1 1%	-	* *	* 1%	1 3%
Iain MacLennan, the National Health Action Party candidate	7 2%	3 2%	4 2%	-	1 2%	4 5%	-	1 2%	1 1%	4 4%	2 2%	1 1%	-	7 2%	-	-	-	-	-	3 3%	-	3 2%	3 5%	3 7%
Some other candidate	16 4%	11 5%	5 3%	4 27%	-	3 4%	3 3%	4 6%	2 2%	9 8%	3 3%	2 3%	1 1%	16 4%	-	-	-	-	-	2 2%	* 1%	8 6%	8 13%	2 4%

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Table 4
Adjusted Voting Intention
Published voting intention figures

	<u>Total</u>
Total	416
Conservative	118 28%
Labour	48 12%
Liberal Democrat/ Liberal	137 33%
Other	113 27%

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Table 5

Q.3 Are you fairly sure that is what you'll do at the by-election, or do you think you may well change your mind between now and then?

Base: All naming party will vote for

	Gender		Age						Social Class				Ethnicity				Voting Intention				2010 Vote				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	White	BME	Cons	Lab	Lib Dem	DK/ Ref	Cons	Lab	Lib Dem	Lib Dem 2010 Not Now	Cons 2010 Not Now	
Unweighted base	550	261	289	11	41	92	131	110	165	252	107	87	104	537	12	147	80	193	-	161	61	224	90	55	
Weighted base	497	261	236	32	63	91	105	82	123	148	143	110	96	482	14	141	69	162	-	155	39	167	64	59	
Fairly sure I will vote as stated	433	229	204	30	51	80	92	67	113	128	133	89	84	422	11	123	64	143	-	129	34	149	58	47	
	87%	88%	87%	94%	81%	88%	88%	82%	92%	86%	93%	81%	87%	87%	77%	87%	93%	88%	-	83%	89%	89%	91%	79%	
I may well change my mind	63	32	32	2	12	11	13	15	10	20	10	21	12	60	3	18	5	19	-	26	4	18	6	12	
	13%	12%	13%	6%	19%	12%	12%	18%	8%	14%	7%	19%	13%	13%	23%	13%	7%	12%	-	17%	11%	11%	9%	21%	

Eastleigh By-Election Poll

CATI Fieldwork : 22nd - 24th February 2013

Absolutes/col percents

Table 6

Q.4 If you change your mind, which party would you be most likely to switch to?

Base: All could potentially change vote

	Gender			Age						Social Class				Ethnicity		Voting Intention				2010 Vote				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	White	BME	Cons	Lab	Lib Dem	DK/ Ref	Cons	Lab	Lib Dem	Lib Dem 2010 Not Now	Cons 2010 Not Now
Unweighted base	69	27	42	1	7	12	15	20	14	34	9	15	11	67	2	18	6	26	-	24	5	28	9	11
Weighted base	63	32	32	2	12	11	13	15	10	20	10	21	12	60	3	18	5	19	-	26	4	18	6	12
Conservative	11	5	6	-	3	2	1	3	2	3	1	3	4	11	-	-	-	3	-	9	-	1	-	9
	17%	15%	19%	-	21%	17%	9%	21%	21%	14%	11%	17%	28%	18%	-	-	-	17%	-	37%	-	8%	-	78%
Labour	6	*	6	-	-	2	2	1	2	1	2	2	1	6	-	3	-	3	-	2	1	2	-	-
	10%	1%	18%	-	-	15%	14%	5%	18%	7%	19%	8%	9%	10%	-	16%	-	16%	-	6%	13%	9%	-	-
Liberal Democrat	14	5	9	2	3	2	2	3	3	7	1	4	2	12	2	9	1	-	-	7	1	3	3	1
	22%	14%	30%	100%	23%	15%	13%	21%	26%	35%	9%	18%	18%	21%	50%	50%	26%	-	-	26%	31%	17%	51%	5%
The UK Independence Party (UKIP)	7	4	3	-	2	1	2	2	*	3	1	3	-	7	-	3	-	4	-	3	-	4	-	-
	11%	12%	10%	-	14%	6%	18%	11%	5%	16%	10%	13%	-	11%	-	17%	-	20%	-	10%	-	20%	-	-
The Green Party	1	1	-	-	-	1	-	-	-	1	-	-	-	1	-	-	-	1	-	-	-	1	-	-
	1%	2%	-	-	-	6%	-	-	-	3%	-	-	-	1%	-	-	-	3%	-	-	-	4%	-	-
The British National Party (BNP)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Another party	5	5	1	-	2	2	2	-	*	1	2	1	2	4	2	1	3	2	-	1	3	2	1	-
	9%	14%	3%	-	13%	16%	13%	-	4%	6%	16%	4%	14%	6%	50%	5%	63%	9%	-	3%	56%	11%	20%	-
Don't know	20	13	7	-	3	3	4	6	3	4	4	8	4	20	-	2	1	7	-	4	-	6	2	2
	31%	41%	21%	-	28%	26%	34%	42%	26%	20%	36%	41%	29%	33%	-	12%	11%	36%	-	17%	-	30%	28%	17%

Eastleigh By-Election Poll

CATI Fieldwork : 22nd - 24th February 2013

Absolutes/col percents

Table 7

Q6. Which of the following statements do you most agree with...**Base: All respondents**

	Gender			Age						Social Class				Ethnicity				Voting Intention				2010 Vote			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	White	BME	Cons	Lab	Lib Dem	DK/ Ref	Cons	Lab	Lib Dem	Lib Dem 2010 Not Now	Cons 2010 Not Now	
Unweighted base	1002	452	550	34	92	174	235	199	268	458	194	150	200	966	25	147	80	193	322	219	85	337	203	113	
Weighted base	1002	491	511	110	160	180	190	160	200	291	301	210	200	962	30	141	69	162	324	211	52	250	147	115	
I am satisfied with the job David Cameron is doing overall as Prime Minister	310 31%	138 28%	172 34%	56 51%	51 32%	46 26%	50 26%	41 26%	66 33%	75 26%	101 34%	78 37%	56 28%	304 32%	4 13%	92 65%	1 2%	40 25%	115 35%	90 43%	9 17%	51 20%	29 20%	36 31%	
I am dissatisfied with the job that David Cameron is doing overall as Prime Minister - BUT I'd still prefer to have him as Prime Minister than have Ed Milliband as Prime Minister	340 34%	174 36%	166 32%	25 23%	54 34%	65 36%	71 38%	63 39%	61 30%	113 39%	88 29%	65 31%	75 37%	321 33%	15 50%	46 33%	5 7%	65 40%	111 34%	103 49%	7 14%	77 31%	39 27%	62 54%	
I am dissatisfied with the job that David Cameron is doing overall as Prime Minister - AND I'd prefer to have Ed Milliband as Prime Minister instead.	203 20%	104 21%	98 19%	27 24%	25 16%	39 22%	39 20%	32 20%	41 20%	65 22%	71 24%	31 15%	35 18%	192 20%	10 33%	2 2%	60 88%	47 29%	34 11%	12 6%	32 62%	85 34%	51 35%	12 10%	
Refused	23 2%	11 2%	12 2%	- -	3 2%	4 2%	6 3%	6 4%	4 2%	8 3%	7 2%	1 1%	7 3%	22 2%	* 2%	- -	- -	2 1%	15 5%	1 *	* 1%	4 1%	1 1%	1 1%	
Don't know	126 13%	64 13%	63 12%	2 2%	28 17%	25 14%	24 13%	18 11%	29 15%	30 10%	33 11%	36 17%	27 14%	122 13%	1 2%	* *	3 4%	8 5%	49 15%	5 3%	3 6%	35 14%	26 18%	5 5%	

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Table 8

Q7. Which party do you think would have the best approach to each of the following issues - the Conservatives, Labour, or the Liberal Democrats?

Base: All respondents

	Gender			Age						Social Class				Ethnicity				Voting Intention				2010 Vote				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	White	BME	Cons	Lab	Lib Dem	DK/ Ref	Cons	Lab	Lib Dem	Lib Dem 2010 Not Now	Cons 2010 Not Now		
Unweighted base	1002	452	550	34	92	174	235	199	268	458	194	150	200	966	25	147	80	193	322	219	85	337	203	113		
Weighted base	1002	491	511	110	160	180	190	160	200	291	301	210	200	962	30	141	69	162	324	211	52	250	147	115		
<u>Getting the economy growing and creating jobs</u>																										
The Conservatives	369 37%	180 37%	189 37%	35 31%	47 29%	68 38%	71 37%	61 38%	87 44%	111 38%	112 37%	75 36%	70 35%	359 37%	5 18%	117 83%	* 1%	42 26%	102 31%	158 75%	9 17%	57 23%	34 23%	71 62%		
Labour	240 24%	135 27%	106 21%	35 32%	52 32%	41 23%	41 22%	34 21%	38 19%	79 27%	78 26%	40 19%	44 22%	230 24%	10 32%	10 7%	62 90%	38 23%	62 19%	11 5%	36 69%	84 34%	55 38%	6 5%		
The Liberal Democrats	116 12%	44 9%	72 14%	12 11%	12 7%	19 10%	30 16%	17 10%	26 13%	28 10%	31 10%	23 11%	33 16%	109 11%	7 23%	2 2%	4 5%	59 36%	26 8%	9 4%	3 6%	57 23%	21 15%	9 7%		
Don't know	277 28%	133 27%	144 28%	29 26%	50 31%	53 29%	48 25%	49 30%	49 24%	72 25%	79 26%	73 35%	53 27%	263 27%	8 28%	13 9%	3 4%	24 15%	134 41%	34 16%	4 8%	53 21%	36 25%	29 25%		
<u>Cutting the deficit and the debt</u>																										
The Conservatives	462 46%	245 50%	216 42%	35 32%	59 37%	78 43%	102 53%	80 50%	108 54%	140 48%	142 47%	88 42%	92 46%	445 46%	12 39%	127 90%	12 17%	72 45%	132 41%	173 82%	16 31%	100 40%	58 39%	80 70%		
Labour	156 16%	84 17%	72 14%	23 21%	29 18%	32 18%	29 15%	20 13%	22 11%	52 18%	54 18%	28 13%	22 11%	149 16%	7 22%	4 3%	50 72%	17 11%	33 10%	7 3%	25 48%	50 20%	37 25%	5 4%		
The Liberal Democrats	123 12%	54 11%	69 13%	16 14%	21 13%	16 9%	19 10%	23 14%	28 14%	30 10%	29 10%	25 12%	39 20%	117 12%	5 16%	4 3%	4 5%	49 30%	31 10%	8 4%	3 5%	51 20%	18 12%	6 6%		
Don't know	261 26%	108 22%	153 30%	36 33%	51 32%	55 30%	40 21%	37 23%	42 21%	69 24%	76 25%	70 33%	47 24%	250 26%	7 23%	7 5%	4 5%	23 14%	128 40%	24 11%	8 16%	49 20%	35 23%	23 20%		

Eastleigh By-Election Poll

CATI Fieldwork : 22nd - 24th February 2013

Absolutes/col percents

Table 8

Q7. Which party do you think would have the best approach to each of the following issues - the Conservatives, Labour, or the Liberal Democrats?

Base: All respondents

	Gender			Age						Social Class				Ethnicity				Voting Intention				2010 Vote				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	White	BME	Cons	Lab	Lib Dem	DK/ Ref	Cons	Lab	Lib Dem	Lib Dem 2010 Not Now	Cons 2010 Not Now		
Weighted base	1002	491	511	110	160	180	190	160	200	291	301	210	200	962	30	141	69	162	324	211	52	250	147	115		
<u>Improving the NHS</u>																										
The Conservatives	257 26%	132 27%	125 24%	22 20%	34 21%	34 19%	52 27%	38 24%	77 38%	76 26%	80 27%	53 25%	48 24%	248 26%	5 15%	93 66%	2 3%	24 15%	65 20%	123 58%	2 5%	31 12%	21 14%	53 46%		
Labour	273 27%	158 32%	115 22%	23 21%	49 30%	52 29%	58 31%	44 28%	46 23%	87 30%	79 26%	50 24%	57 28%	259 27%	12 41%	19 14%	61 89%	47 29%	77 24%	30 14%	37 71%	99 40%	69 47%	21 18%		
The Liberal Democrats	163 16%	72 15%	91 18%	24 22%	27 17%	24 13%	31 16%	28 17%	29 15%	48 16%	41 13%	34 16%	41 20%	157 16%	6 19%	6 5%	5 7%	62 38%	43 13%	12 6%	5 10%	65 26%	22 15%	9 7%		
Don't know	310 31%	129 26%	180 35%	41 37%	51 32%	70 39%	49 26%	50 31%	48 24%	80 28%	101 33%	74 35%	55 27%	298 31%	8 25%	22 16%	1 1%	29 18%	139 43%	46 22%	7 14%	55 22%	36 24%	33 29%		
<u>Improving schools</u>																										
The Conservatives	302 30%	145 30%	157 31%	24 22%	35 22%	52 29%	59 31%	49 31%	84 42%	84 29%	97 32%	62 30%	59 29%	297 31%	2 7%	99 70%	3 4%	34 21%	75 23%	139 66%	8 15%	43 17%	29 20%	63 55%		
Labour	216 22%	122 25%	94 18%	27 25%	43 27%	35 19%	42 22%	37 23%	33 16%	66 23%	78 26%	41 20%	30 15%	205 21%	11 35%	8 6%	57 82%	34 21%	59 18%	20 10%	35 69%	68 27%	47 32%	15 13%		
The Liberal Democrats	193 19%	90 18%	102 20%	20 18%	29 18%	37 21%	39 20%	32 20%	36 18%	60 21%	45 15%	41 20%	46 23%	182 19%	9 28%	16 11%	6 8%	72 44%	51 16%	18 8%	3 6%	91 36%	39 26%	9 7%		
Don't know	291 29%	134 27%	157 31%	40 36%	54 34%	57 32%	50 26%	42 26%	48 24%	81 28%	80 27%	66 31%	65 32%	278 29%	9 29%	18 13%	4 6%	22 14%	138 43%	34 16%	5 10%	48 19%	33 22%	28 25%		

Eastleigh By-Election Poll

CATI Fieldwork : 22nd - 24th February 2013

Absolutes/col percents

Table 8

Q7. Which party do you think would have the best approach to each of the following issues - the Conservatives, Labour, or the Liberal Democrats?

Base: All respondents

	Gender			Age						Social Class				Ethnicity				Voting Intention				2010 Vote				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	White	BME	Cons	Lab	Lib Dem	DK/ Ref	Cons	Lab	Lib Dem	Lib Dem 2010 Not Now	Cons 2010 Not Now		
Weighted base	1002	491	511	110	160	180	190	160	200	291	301	210	200	962	30	141	69	162	324	211	52	250	147	115		
<u>Protecting the environment</u>																										
The Conservatives	188 19%	84 17%	104 20%	16 14%	15 9%	20 11%	37 20%	31 20%	69 34%	51 18%	50 17%	44 21%	43 21%	181 19%	4 15%	72 51%	1 1%	16 10%	40 12%	102 48%	4 7%	18 7%	12 8%	44 38%		
Labour	111 11%	59 12%	51 10%	22 20%	27 17%	15 9%	15 8%	13 8%	18 9%	29 10%	37 12%	27 13%	18 9%	103 11%	7 22%	7 5%	38 56%	10 6%	18 6%	2 1%	23 44%	30 12%	23 15%	1 1%		
The Liberal Democrats	382 38%	196 40%	186 36%	30 27%	50 31%	87 48%	80 42%	72 45%	62 31%	134 46%	105 35%	65 31%	77 38%	368 38%	12 40%	44 31%	20 29%	116 72%	119 37%	64 30%	16 32%	152 61%	74 50%	36 31%		
Don't know	322 32%	152 31%	169 33%	42 38%	69 43%	58 32%	58 31%	44 27%	51 25%	76 26%	108 36%	74 35%	63 31%	309 32%	7 23%	19 13%	10 15%	20 12%	146 45%	43 20%	9 17%	49 20%	39 26%	35 30%		
<u>Dealing with crime</u>																										
The Conservatives	416 42%	225 46%	191 37%	42 38%	56 35%	70 39%	92 48%	62 39%	94 47%	122 42%	140 47%	81 39%	73 36%	407 42%	4 14%	115 81%	6 9%	65 40%	115 35%	163 77%	13 24%	80 32%	43 29%	79 68%		
Labour	146 15%	74 15%	72 14%	20 18%	27 17%	27 15%	29 15%	22 13%	22 11%	50 17%	45 15%	29 14%	22 11%	137 14%	8 28%	8 6%	46 67%	17 11%	32 10%	9 4%	27 53%	45 18%	33 22%	5 5%		
The Liberal Democrats	141 14%	58 12%	83 16%	19 17%	25 16%	26 14%	18 9%	20 13%	32 16%	38 13%	30 10%	30 14%	43 21%	132 14%	8 27%	4 3%	8 12%	51 32%	35 11%	8 4%	4 8%	63 25%	28 19%	6 5%		
Don't know	299 30%	134 27%	165 32%	29 26%	53 33%	58 32%	52 27%	57 35%	52 26%	80 28%	85 28%	71 34%	63 32%	285 30%	9 31%	15 10%	9 12%	28 17%	143 44%	32 15%	7 14%	62 25%	42 29%	25 22%		

Eastleigh By-Election Poll

CATI Fieldwork : 22nd - 24th February 2013

Absolutes/col percents

Table 8

Q7. Which party do you think would have the best approach to each of the following issues - the Conservatives, Labour, or the Liberal Democrats?

Base: All respondents

	Gender			Age						Social Class				Ethnicity				Voting Intention				2010 Vote				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	White	BME	Cons	Lab	Lib Dem	DK/ Ref	Cons	Lab	Lib Dem	Lib Dem 2010 Not Now	Cons 2010 Not Now		
Weighted base	1002	491	511	110	160	180	190	160	200	291	301	210	200	962	30	141	69	162	324	211	52	250	147	115		
<u>Defending Britain's interests in Europe</u>																										
The Conservatives	423 42%	227 46%	196 38%	44 39%	53 33%	74 41%	91 48%	69 43%	92 46%	138 47%	133 44%	81 39%	70 35%	412 43%	7 23%	113 80%	8 12%	58 36%	137 42%	155 73%	11 21%	85 34%	53 36%	75 65%		
Labour	145 14%	71 15%	74 14%	8 7%	37 23%	34 19%	24 13%	22 13%	21 10%	45 15%	45 15%	24 11%	31 15%	136 14%	8 25%	3 2%	41 60%	27 17%	37 11%	9 4%	25 48%	58 23%	35 24%	8 7%		
The Liberal Democrats	134 13%	64 13%	70 14%	27 24%	15 9%	20 11%	30 16%	19 12%	24 12%	40 14%	36 12%	23 11%	35 18%	128 13%	5 17%	6 4%	10 15%	46 29%	26 8%	9 4%	5 9%	47 19%	18 13%	4 4%		
Don't know	300 30%	129 26%	171 34%	32 29%	56 35%	52 29%	46 24%	51 32%	64 32%	68 23%	86 29%	82 39%	64 32%	285 30%	11 35%	20 14%	9 13%	31 19%	125 39%	39 19%	11 22%	60 24%	40 27%	29 25%		
<u>Reforming welfare to stop scroungers and cut benefit dependency</u>																										
The Conservatives	450 45%	224 46%	226 44%	46 41%	45 28%	81 45%	93 49%	83 52%	102 51%	140 48%	140 47%	89 42%	81 40%	439 46%	6 21%	119 84%	14 20%	59 36%	137 42%	162 76%	10 20%	89 35%	56 38%	78 68%		
Labour	159 16%	81 16%	78 15%	21 19%	33 21%	33 18%	24 13%	22 14%	25 13%	49 17%	56 19%	27 13%	26 13%	148 15%	11 35%	5 4%	43 63%	26 16%	33 10%	11 5%	28 54%	52 21%	35 24%	7 6%		
The Liberal Democrats	136 14%	54 11%	82 16%	15 13%	27 17%	14 8%	34 18%	25 15%	22 11%	36 12%	30 10%	32 15%	38 19%	128 13%	7 22%	3 2%	5 8%	61 38%	34 11%	7 4%	3 6%	65 26%	20 14%	6 5%		
Don't know	257 26%	132 27%	125 25%	29 26%	55 34%	53 29%	39 21%	30 19%	52 26%	65 23%	74 25%	62 29%	56 28%	246 26%	7 22%	14 10%	6 9%	16 10%	119 37%	32 15%	10 20%	44 18%	36 25%	24 21%		

Eastleigh By-Election Poll

CATI Fieldwork : 22nd - 24th February 2013

Absolutes/col percents

Table 8

Q7. Which party do you think would have the best approach to each of the following issues - the Conservatives, Labour, or the Liberal Democrats?

Base: All respondents

	Gender			Age						Social Class				Ethnicity				Voting Intention				2010 Vote				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	White	BME	Cons	Lab	Lib Dem	DK/ Ref	Cons	Lab	Lib Dem	Lib Dem 2010 Not Now	Cons 2010 Not Now		
Weighted base	1002	491	511	110	160	180	190	160	200	291	301	210	200	962	30	141	69	162	324	211	52	250	147	115		
<u>Controlling immigration</u>																										
The Conservatives	405 40%	217 44%	188 37%	44 40%	53 33%	68 38%	91 48%	60 37%	88 44%	131 45%	134 45%	73 35%	67 33%	393 41%	9 30%	106 75%	15 22%	66 41%	110 34%	142 67%	13 25%	90 36%	52 35%	67 58%		
Labour	112 11%	46 9%	66 13%	10 9%	27 17%	22 12%	14 8%	19 12%	20 10%	41 14%	30 10%	16 8%	24 12%	108 11%	4 12%	7 5%	29 42%	14 9%	30 9%	5 2%	18 35%	40 16%	32 22%	3 3%		
The Liberal Democrats	121 12%	54 11%	67 13%	16 14%	13 8%	26 14%	25 13%	20 13%	21 11%	38 13%	33 11%	23 11%	27 14%	120 12%	1 4%	5 4%	11 15%	48 30%	24 7%	13 6%	4 8%	47 19%	13 9%	8 7%		
Don't know	364 36%	174 35%	190 37%	41 37%	67 41%	64 36%	60 32%	62 38%	71 35%	81 28%	103 34%	98 47%	82 41%	342 36%	16 54%	23 16%	14 20%	34 21%	160 49%	51 24%	17 32%	73 29%	51 35%	37 32%		
<u>Understanding the Eastleigh constituency and representing local people in parliament</u>																										
The Conservatives	162 21%	79 21%	83 21%	12 18%	17 14%	26 18%	25 17%	30 23%	52 32%	46 21%	40 18%	42 24%	35 21%	158 21%	3 13%	81 68%	- -	1 1%	31 13%	84 48%	2 6%	14 7%	13 10%	27 29%		
Labour	77 10%	36 10%	40 10%	4 6%	18 14%	16 11%	14 10%	12 9%	14 9%	22 10%	29 13%	12 7%	14 9%	71 9%	6 27%	5 4%	37 71%	2 2%	13 6%	6 3%	19 47%	23 11%	22 17%	4 4%		
The Liberal Democrats	312 40%	166 44%	146 37%	31 47%	56 44%	48 33%	68 48%	49 37%	60 37%	99 44%	89 41%	55 32%	69 42%	299 40%	10 50%	15 12%	11 21%	116 90%	94 40%	41 24%	15 36%	126 61%	52 41%	32 33%		
Don't know	223 29%	96 26%	127 32%	19 29%	37 29%	55 38%	36 25%	40 30%	37 23%	56 25%	58 27%	62 36%	47 29%	218 29%	2 9%	19 16%	4 8%	9 7%	100 42%	42 25%	4 11%	43 21%	40 32%	32 34%		

Eastleigh By-Election Poll

CATI Fieldwork : 22nd - 24th February 2013

Absolutes/col percents

Table 9

Q8. When deciding how to vote in the by-election, which of the following will be the most important in your final decision ...

Base: All respondents

	Gender			Age						Social Class				Ethnicity				Voting Intention				2010 Vote			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	White	BME	Cons	Lab	Lib Dem	DK/ Ref	Cons	Lab	Lib Dem	Lib Dem 2010 Not Now	Cons 2010 Not Now	
Unweighted base	1002	452	550	34	92	174	235	199	268	458	194	150	200	966	25	147	80	193	322	219	85	337	203	113	
Weighted base	1002	491	511	110	160	180	190	160	200	291	301	210	200	962	30	141	69	162	324	211	52	250	147	115	
Getting the best local MP for the Eastleigh constituency	448 45%	219 45%	229 45%	49 44%	56 35%	96 53%	87 46%	72 45%	88 44%	138 48%	139 46%	92 44%	80 40%	433 45%	10 32%	65 46%	16 23%	105 65%	190 59%	98 46%	17 33%	121 49%	52 35%	53 46%	
Sending a message to the government that I am not happy about the way things are going	211 21%	94 19%	117 23%	21 19%	39 24%	32 18%	36 19%	40 25%	43 22%	53 18%	56 18%	47 22%	56 28%	201 21%	9 29%	6 4%	27 40%	15 9%	49 15%	34 16%	12 23%	53 21%	48 32%	32 27%	
Voting for the party I most support	172 17%	86 18%	86 17%	35 32%	22 14%	26 14%	36 19%	19 12%	34 17%	58 20%	63 21%	21 10%	30 15%	159 17%	10 33%	45 32%	19 28%	16 10%	41 13%	41 19%	12 24%	28 11%	19 13%	10 8%	
Trying to stop the party I like least	40 4%	23 5%	17 3%	4 3%	7 4%	4 2%	12 6%	9 6%	5 2%	15 5%	12 4%	7 4%	6 3%	38 4%	2 6%	9 6%	4 6%	11 7%	8 3%	12 6%	2 4%	18 7%	10 7%	6 5%	
Showing I support what the coalition government is trying to do	40 4%	20 4%	21 4%	- -	10 6%	5 3%	4 2%	8 5%	14 7%	10 3%	4 1%	14 7%	12 6%	40 4%	- -	11 8%	1 1%	7 4%	11 3%	13 6%	3 5%	9 3%	4 3%	4 3%	
Something else	90 9%	50 10%	40 8%	2 2%	26 16%	18 10%	15 8%	13 8%	17 8%	17 6%	27 9%	28 14%	17 8%	90 9%	- -	5 3%	1 2%	9 5%	25 8%	14 6%	5 11%	20 8%	14 10%	11 10%	

Eastleigh By-Election Poll
CATI Fieldwork : 22nd - 24th February 2013

Absolutes/col percents

Table 10

Q9. With our economy facing challenges in the months ahead, who do you most trust to manage the economy in the best interests of Britain - David Cameron and the Chancellor of the Exchequer George Osborne, or Ed Miliband and the Shadow Chancellor Ed Balls?

Base: All respondents

	Gender		Age							Social Class				Ethnicity		Voting Intention				2010 Vote				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	White	BME	Cons	Lab	Lib Dem	DK/ Ref	Cons	Lab	Lib Dem	Lib Dem 2010 Not Now	Cons 2010 Not Now
Unweighted base	1002	452	550	34	92	174	235	199	268	458	194	150	200	966	25	147	80	193	322	219	85	337	203	113
Weighted base	1002	491	511	110	160	180	190	160	200	291	301	210	200	962	30	141	69	162	324	211	52	250	147	115
Cameron & Osborne	571 57%	283 58%	288 56%	81 73%	81 50%	93 52%	109 57%	88 55%	119 59%	157 54%	185 62%	121 58%	108 54%	543 57%	21 71%	133 94%	7 10%	85 52%	194 60%	181 86%	13 24%	111 44%	60 41%	91 79%
Miliband & Balls	221 22%	106 22%	115 23%	21 19%	34 21%	49 27%	41 22%	36 22%	40 20%	75 26%	67 22%	36 17%	43 21%	213 22%	8 27%	6 4%	59 86%	48 30%	45 14%	9 4%	32 63%	94 37%	61 41%	6 5%
Neither	115 12%	67 14%	48 9%	- -	21 13%	22 12%	28 15%	20 13%	25 12%	29 10%	25 8%	33 16%	27 14%	112 12%	1 2%	2 1%	2 2%	14 9%	30 9%	13 6%	5 10%	26 10%	17 12%	11 10%
Don't know	94 9%	34 7%	60 12%	9 8%	24 15%	17 9%	13 7%	16 10%	16 8%	30 10%	23 8%	19 9%	22 11%	93 10%	- -	1 *	1 1%	14 9%	55 17%	8 4%	2 3%	20 8%	9 6%	7 6%

Eastleigh By-Election Poll

CATI Fieldwork : 22nd - 24th February 2013

Absolutes/col percents

Table 11

Q10. We're interested in the extent to which people locally have heard from the political parties over the last few weeks. Please can you tell me whether Labour, the Conservatives and the Liberal Democrats have done each of the following ...

- Summary

Base: All respondents

	<u>Q10. Summary</u>		
	<u>Labour</u>	<u>The Conservatives</u>	<u>Liberal Democrats</u>
Unweighted base	1002	1002	1002
Weighted base	1002	1002	1002
<u>NET: Any contact</u>	802 80%	904 90%	924 92%
Delivered leaflets or newspapers to your door	719 72%	819 82%	863 86%
Put up posters or billboards in your area	334 33%	588 59%	687 69%
Knocked on your door	283 28%	299 30%	367 37%
Written a personally addressed letter to you	322 32%	517 52%	644 64%
Set up stalls or handed out leaflets in your area	328 33%	375 37%	408 41%
Phoned you	139 14%	182 18%	276 28%
Sent you an email	10 1%	24 2%	39 4%
No contact	200 20%	98 10%	78 8%
Mean mentions	2.1	2.8	3.3

Eastleigh By-Election Poll

CATI Fieldwork : 22nd - 24th February 2013

Absolutes/col percents

Table 12

Q10. We're interested in the extent to which people locally have heard from the political parties over the last few weeks. Please can you tell me whether Labour, the Conservatives and the Liberal Democrats have done each of the following ...

- Labour

Base: All respondents

	Gender		Age						Social Class				Ethnicity		Voting Intention				2010 Vote					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	White	BME	Cons	Lab	Lib Dem	DK/ Ref	Cons	Lab	Lib Dem	Lib Dem 2010 Not Now	Cons 2010 Not Now
Unweighted base	1002	452	550	34	92	174	235	199	268	458	194	150	200	966	25	147	80	193	322	219	85	337	203	113
Weighted base	1002	491	511	110	160	180	190	160	200	291	301	210	200	962	30	141	69	162	324	211	52	250	147	115
NET: Any contact	802	397	406	61	129	140	161	141	171	246	226	174	156	773	22	115	59	137	262	180	46	215	126	97
	80%	81%	79%	56%	80%	77%	84%	88%	85%	85%	75%	83%	78%	80%	74%	82%	86%	85%	81%	85%	88%	86%	85%	85%
Delivered leaflets or newspapers to your door	719	361	359	51	118	121	150	131	149	225	205	151	139	698	17	103	51	131	230	164	39	196	113	90
	72%	73%	70%	46%	74%	67%	79%	82%	75%	77%	68%	72%	69%	73%	57%	73%	75%	81%	71%	77%	76%	78%	76%	78%
Put up posters or billboards in your area	334	170	165	26	60	68	75	48	57	91	106	86	52	321	9	40	32	52	109	69	25	87	57	43
	33%	35%	32%	24%	37%	38%	39%	30%	28%	31%	35%	41%	26%	33%	30%	28%	47%	32%	34%	32%	48%	35%	38%	37%
Knocked on your door	283	146	137	23	44	51	50	53	63	75	80	73	55	274	8	41	32	45	83	67	19	65	38	37
	28%	30%	27%	21%	27%	28%	26%	33%	31%	26%	26%	35%	28%	29%	26%	29%	47%	28%	25%	32%	37%	26%	26%	32%
Written a personally addressed letter to you	322	161	161	20	46	62	64	62	68	89	87	75	71	311	8	44	21	51	110	65	23	80	50	40
	32%	33%	31%	18%	29%	34%	34%	39%	34%	31%	29%	36%	35%	32%	25%	31%	31%	32%	34%	31%	45%	32%	34%	35%
Set up stalls or handed out leaflets in your area	328	177	151	18	66	56	67	52	69	92	86	82	67	317	9	51	28	57	101	70	24	86	53	39
	33%	36%	30%	16%	41%	31%	35%	33%	34%	32%	29%	39%	33%	33%	28%	36%	40%	35%	31%	33%	46%	35%	36%	34%
Phoned you	139	66	74	4	26	16	26	28	40	33	31	33	43	135	4	13	12	22	39	26	9	38	22	17
	14%	13%	14%	3%	16%	9%	13%	17%	20%	11%	10%	16%	21%	14%	14%	9%	18%	13%	12%	12%	18%	15%	15%	14%
Sent you an email	10	6	5	-	3	1	-	1	6	1	3	1	6	10	-	3	1	1	1	1	1	3	2	-
	1%	1%	1%	-	2%	*	-	*	3%	*	1%	*	3%	1%	-	2%	1%	*	*	1%	1%	1%	1%	-
No contact	200	94	105	49	31	41	30	19	30	44	74	36	45	189	8	26	10	25	62	31	6	35	22	18
	20%	19%	21%	44%	20%	23%	16%	12%	15%	15%	25%	17%	22%	20%	26%	18%	14%	15%	19%	15%	12%	14%	15%	15%
Mean mentions	2.1	2.2	2.1	1.3	2.3	2.1	2.3	2.3	2.3	2.1	2.0	2.4	2.1	2.1	1.8	2.1	2.6	2.2	2.1	2.2	2.7	2.2	2.3	2.3

Eastleigh By-Election Poll

CATI Fieldwork : 22nd - 24th February 2013

Absolutes/col percents

Table 13

Q10. We're interested in the extent to which people locally have heard from the political parties over the last few weeks. Please can you tell me whether Labour, the Conservatives and the Liberal Democrats have done each of the following ...

- The Conservatives

Base: All respondents

	Gender		Age						Social Class				Ethnicity		Voting Intention				2010 Vote					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	White	BME	Cons	Lab	Lib Dem	DK/ Ref	Cons	Lab	Lib Dem	Lib Dem 2010 Not Now	Cons 2010 Not Now
Unweighted base	1002	452	550	34	92	174	235	199	268	458	194	150	200	966	25	147	80	193	322	219	85	337	203	113
Weighted base	1002	491	511	110	160	180	190	160	200	291	301	210	200	962	30	141	69	162	324	211	52	250	147	115
NET: Any contact	904	450	454	80	137	167	181	150	188	267	270	187	179	867	29	130	62	151	299	203	44	240	142	107
	90%	92%	89%	73%	86%	93%	95%	94%	94%	92%	90%	89%	90%	90%	96%	92%	90%	93%	92%	96%	86%	96%	97%	93%
Delivered leaflets or newspapers to your door	819	411	408	56	122	156	171	144	170	251	242	169	157	793	20	126	56	145	264	195	39	229	137	103
	82%	84%	80%	50%	76%	87%	90%	90%	85%	86%	81%	80%	78%	82%	66%	89%	81%	89%	81%	92%	76%	92%	93%	89%
Put up posters or billboards in your area	588	289	299	60	96	108	130	95	99	181	184	121	102	575	9	94	34	87	208	144	29	151	99	76
	59%	59%	59%	54%	60%	60%	68%	60%	49%	62%	61%	58%	51%	60%	30%	66%	49%	54%	64%	68%	56%	60%	67%	65%
Knocked on your door	299	152	147	19	45	58	58	48	71	91	80	69	58	290	7	58	14	48	94	74	16	83	49	31
	30%	31%	29%	17%	28%	32%	30%	30%	35%	31%	27%	33%	29%	30%	22%	41%	20%	30%	29%	35%	30%	33%	33%	27%
Written a personally addressed letter to you	517	263	254	35	72	94	101	96	120	153	157	103	103	503	10	95	34	85	168	136	27	141	86	66
	52%	54%	50%	32%	45%	52%	53%	60%	60%	53%	52%	49%	52%	52%	32%	67%	49%	53%	52%	64%	52%	56%	58%	58%
Set up stalls or handed out leaflets in your area	375	202	173	23	70	71	77	58	76	113	100	82	80	358	14	63	22	68	113	82	23	109	68	42
	37%	41%	34%	21%	44%	40%	40%	36%	38%	39%	33%	39%	40%	37%	47%	45%	32%	42%	35%	39%	44%	43%	46%	37%
Phoned you	182	80	102	4	30	26	36	35	52	45	48	39	51	180	2	31	7	29	51	43	8	55	32	19
	18%	16%	20%	3%	18%	14%	19%	22%	26%	15%	16%	19%	25%	19%	7%	22%	11%	18%	16%	20%	16%	22%	22%	16%
Sent you an email	24	14	10	-	3	3	7	2	9	5	10	1	8	24	-	8	-	4	4	8	-	4	3	3
	2%	3%	2%	-	2%	2%	4%	1%	4%	2%	3%	*	4%	2%	-	6%	-	2%	1%	4%	-	2%	2%	3%
No contact	98	41	57	30	23	13	10	10	13	23	31	24	21	95	1	11	7	11	25	8	7	10	5	8
	10%	8%	11%	27%	14%	7%	5%	6%	6%	8%	10%	11%	10%	10%	4%	8%	10%	7%	8%	4%	14%	4%	3%	7%
Mean mentions	2.8	2.9	2.7	1.8	2.7	2.9	3.0	3.0	3.0	2.9	2.7	2.8	2.8	2.8	2.1	3.4	2.4	2.9	2.8	3.2	2.7	3.1	3.2	2.9

Eastleigh By-Election Poll

CATI Fieldwork : 22nd - 24th February 2013

Absolutes/col percents

Table 14

Q10. We're interested in the extent to which people locally have heard from the political parties over the last few weeks. Please can you tell me whether Labour, the Conservatives and the Liberal Democrats have done each of the following ...

- Liberal Democrats

Base: All respondents

	Gender		Age						Social Class				Ethnicity		Voting Intention				2010 Vote					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	White	BME	Cons	Lab	Lib Dem	DK/ Ref	Cons	Lab	Lib Dem	Lib Dem 2010 Not Now	Cons 2010 Not Now
Unweighted base	1002	452	550	34	92	174	235	199	268	458	194	150	200	966	25	147	80	193	322	219	85	337	203	113
Weighted base	1002	491	511	110	160	180	190	160	200	291	301	210	200	962	30	141	69	162	324	211	52	250	147	115
NET: Any contact	924	452	472	88	143	166	183	152	191	274	279	187	184	890	24	136	60	160	305	201	45	246	144	106
	92%	92%	92%	80%	89%	92%	96%	95%	95%	94%	93%	89%	92%	93%	78%	96%	87%	99%	94%	95%	88%	98%	98%	92%
Delivered leaflets or newspapers to your door	863	430	433	67	133	155	178	149	180	261	261	176	165	833	21	133	54	159	275	197	41	243	141	105
	86%	88%	85%	61%	83%	86%	94%	93%	90%	90%	87%	83%	82%	87%	68%	94%	79%	98%	85%	93%	80%	97%	96%	91%
Put up posters or billboards in your area	687	346	341	62	110	128	145	116	125	220	215	131	121	661	18	101	40	120	236	150	35	193	116	81
	69%	70%	67%	57%	69%	71%	76%	72%	62%	76%	72%	62%	61%	69%	60%	72%	58%	74%	73%	71%	68%	77%	79%	70%
Knocked on your door	367	174	193	33	65	65	67	57	82	109	110	75	74	351	15	37	32	84	115	53	25	125	66	30
	37%	36%	38%	30%	40%	36%	35%	35%	41%	37%	37%	36%	37%	37%	48%	26%	47%	51%	35%	25%	48%	50%	45%	26%
Written a personally addressed letter to you	644	306	338	38	85	120	136	126	139	195	199	122	128	620	16	97	36	137	218	141	33	207	117	78
	64%	62%	66%	34%	53%	67%	72%	78%	70%	67%	66%	58%	64%	64%	53%	69%	52%	85%	67%	66%	64%	83%	80%	68%
Set up stalls or handed out leaflets in your area	408	218	190	26	74	74	83	69	80	126	111	82	88	394	11	69	25	75	120	86	25	119	72	45
	41%	44%	37%	24%	46%	41%	44%	43%	40%	43%	37%	39%	44%	41%	49%	37%	46%	37%	40%	48%	47%	49%	49%	39%
Phoned you	276	133	143	10	30	35	64	59	78	72	81	54	68	270	5	31	15	76	86	52	14	113	54	30
	28%	27%	28%	9%	18%	20%	34%	37%	39%	25%	27%	26%	34%	28%	18%	22%	21%	47%	27%	25%	27%	45%	37%	26%
Sent you an email	39	26	13	-	9	7	7	3	13	9	14	5	11	39	-	6	2	11	8	7	-	21	12	2
	4%	5%	3%	-	6%	4%	3%	2%	6%	3%	5%	2%	6%	4%	-	4%	4%	7%	2%	3%	-	8%	8%	2%
No contact	78	39	39	22	17	14	7	8	10	16	22	23	17	72	7	6	9	2	19	11	6	4	4	10
	8%	8%	8%	20%	11%	8%	4%	5%	5%	6%	7%	11%	8%	7%	22%	4%	13%	1%	6%	5%	12%	2%	2%	8%
Mean mentions	3.3	3.3	3.2	2.1	3.2	3.2	3.6	3.6	3.5	3.4	3.3	3.1	3.3	3.3	2.8	3.4	3.0	4.1	3.3	3.2	3.4	4.1	3.9	3.2

Eastleigh By-Election Poll

CATI Fieldwork : 22nd - 24th February 2013

Absolutes/col percents

Table 15

Q11. Regardless of which Party you might vote for, which Party do you think is most likely to win the by election in Eastleigh?

Base: All respondents

	Gender			Age						Social Class				Ethnicity				Voting Intention				2010 Vote			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	White	BME	Cons	Lab	Lib Dem	DK/ Ref	Cons	Lab	Lib Dem	Lib Dem 2010 Not Now	Cons 2010 Not Now	
Unweighted base	1002	452	550	34	92	174	235	199	268	458	194	150	200	966	25	147	80	193	322	219	85	337	203	113	
Weighted base	1002	491	511	110	160	180	190	160	200	291	301	210	200	962	30	141	69	162	324	211	52	250	147	115	
Labour	59 6%	23 5%	35 7%	11 10%	19 12%	11 6%	7 4%	4 3%	6 3%	15 5%	15 5%	15 7%	14 7%	53 6%	6 19%	6 4%	15 22%	1 1%	14 4%	5 3%	11 21%	7 3%	7 5%	2 2%	
The Liberal Democrats	552 55%	281 57%	272 53%	46 41%	87 54%	101 56%	117 62%	87 54%	115 57%	180 62%	174 58%	94 45%	105 52%	535 56%	15 48%	66 47%	31 45%	142 88%	165 51%	127 60%	27 52%	168 67%	79 54%	79 69%	
The Conservatives	211 21%	108 22%	103 20%	31 28%	26 16%	36 20%	29 15%	42 27%	47 23%	51 18%	60 20%	52 25%	48 24%	199 21%	9 29%	61 43%	13 19%	12 8%	69 21%	60 28%	7 14%	49 19%	39 26%	24 21%	
Another party	47 5%	23 5%	24 5%	16 15%	1 1%	6 3%	8 4%	9 6%	6 3%	7 3%	9 3%	25 12%	6 3%	47 5%	- -	1 1%	6 9%	2 1%	14 4%	3 2%	2 3%	6 2%	5 4%	2 2%	
Don't know	132 13%	56 11%	77 15%	6 6%	27 17%	26 15%	29 15%	18 11%	26 13%	37 13%	42 14%	25 12%	28 14%	127 13%	1 4%	7 5%	3 4%	5 3%	62 19%	15 7%	5 9%	20 8%	17 12%	8 7%	

Eastleigh By-Election Poll
CATI Fieldwork : 22nd - 24th February 2013

Absolutes/col percents

Table 16
Demographics
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1002	1002
Weighted base	1002	1002
<u>Gender</u>		
Male	452 45%	491 49%
Female	550 55%	511 51%
<u>Age</u>		
18-24	34 3%	110 11%
25-34	92 9%	160 16%
35-44	174 17%	180 18%
45-54	235 23%	190 19%
55-64	199 20%	160 16%
65 or older	268 27%	200 20%
Mean age	52.8	47.4

Eastleigh By-Election Poll
CATI Fieldwork : 22nd - 24th February 2013

Absolutes/col percents

Table 16
Demographics
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Weighted base	1002	1002
<u>Social Class</u>		
AB	458 46%	291 29%
C1	194 19%	301 30%
C2	150 15%	210 21%
DE	200 20%	200 20%

Eastleigh By-Election Poll
CATI Fieldwork : 22nd - 24th February 2013

Absolutes/col percents

Table 17
And to which of these ethnic groups do you consider you belong ...
Base: All respondents

	Unweighted Total	Weighted Total
Unweighted base	1002	1002
Weighted base	1002	1002
White	966 96%	962 96%
Mixed	6 1%	7 1%
Indian	7 1%	8 1%
Pakistani	-	-
Bangladeshi	-	-
Other Asian background	3 *	3 *
Black Caribbean	-	-
Black African	2 *	5 1%
Other Black background	1 *	2 *
Chinese	2 *	2 *
Other	4 *	3 *
Prefer not to answer	11 1%	10 1%

Eastleigh By-Election Poll
CATI Fieldwork : 22nd - 24th February 2013

Absolutes/col percents

Table 18

**Q.5 At the general election in May 2010, many people didn't vote. Can you remember, did you vote in that election, or did you not vote?
 And which party did you vote for in the general election in May 2010?**

Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1002	1002
Weighted base	1002	1002
Conservative	219 22%	211 21%
Labour	85 8%	52 5%
Liberal Democrat	337 34%	250 25%
Another party	26 3%	25 2%
Didn't vote	194 19%	328 33%
Refused	88 9%	97 10%
Don't know	53 5%	39 4%