

EASTLEIGH – SECOND BY-ELECTION POLL
LORD ASHCROFT KCMG PC
26 FEBRUARY 2013

1,002 adults were interviewed in the Eastleigh constituency between 22 and 24 February 2013. Results have been weighted to be representative of all adults living in the constituency.

1. As you may have heard, Chris Huhne, the MP for Eastleigh, is resigning as an MP. This means a by-election will be held to elect a new MP for the area on 28 February. Many local people are saying that they probably won't vote at all in the by-election, while others say they definitely would vote. Which candidate do you expect to vote for in the by-election?

Mike Thornton, the Liberal Democrat candidate	33%
Maria Hutchings, the Conservative candidate	28%
Diane James, the UKIP candidate	21%
John O'Farrell, the Labour candidate	12%
Another candidate	6%

2. Are you fairly sure that is what you will do at the by-election, or do you think you may well change your mind between now and then? [Change since previous poll, 4-5 February]

	ALL	Con voters	Lib Dem voters	Lab voters
Fairly sure I will vote as stated	87% (+14)	87% (+7)	88% (+13)	93% (+24)
May well change my mind	13%	13%	12%	7%

3. Which of the following statements do you most agree with?

	ALL	Con voters	Lib Dem voters	Labour voters
I am satisfied with the job David Cameron is doing overall as PM	31%	65%	25%	2%
I am dissatisfied with the job David Cameron is doing overall as PM, BUT I'd still prefer to have him as PM than Ed Miliband as PM	34%	33%	40%	7%
I am dissatisfied with the job David Cameron is doing overall as PM, AND I'd prefer to have Ed Miliband as PM instead	20%	2%	29%	88%
Refused/Don't know	15%	-	6%	4%

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

	ALL			Con voters			Lib Dem voters			Labour voters		
	C	L	LD	C	L	LD	C	L	LD	C	L	LD
Getting the economy growing & creating jobs	37%	24%	12%	83%	7%	2%	26%	23%	36%	1%	90%	5%
Cutting deficit & debt	46%	16%	12%	90%	3%	3%	45%	11%	30%	17%	72%	5%
Improving the NHS	26%	27%	16%	66%	14%	5%	15%	29%	38%	3%	89%	7%
Improving schools	30%	22%	19%	70%	6%	11%	21%	21%	44%	4%	82%	8%
Protecting the environment	19%	11%	38%	51%	5%	31%	10%	6%	72%	1%	56%	29%
Dealing with crime	42%	15%	14%	81%	6%	3%	40%	11%	32%	9%	67%	12%
Defending Britain's interests in Europe	42%	14%	13%	80%	2%	4%	36%	17%	29%	12%	60%	15%
Reforming welfare to stop scroungers and cut benefit dependency	45%	16%	14%	84%	4%	2%	36%	16%	38%	20%	63%	8%
Controlling immigration	40%	11%	12%	75%	5%	4%	41%	9%	30%	22%	42%	15%
Understanding the Eastleigh constituency and representing local people in parliament	21%	10%	40%	68%	4%	12%	1%	2%	90%	-	71%	21%

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

	ALL	Con voters	Lib Dem voters	Labour voters
Getting the best local MP for the Eastleigh constituency	45%	46%	65%	23%
Sending a message to the government that I am not happy about the way things are going	21%	4%	9%	40%
Voting for the party I most support	17%	32%	10%	28%
Trying to stop the party I like least	4%	6%	7%	6%
Showing I support what the coalition government is trying to do	4%	8%	4%	1%
Something else	9%	3%	5%	2%

6. 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?

	ALL	Con voters	Lib Dem voters	Labour voters
Cameron & Osborne	57%	94%	52%	10%
Miliband & Balls	22%	4%	30%	86%

7. 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 Liberal Democrats and the Conservatives have done each of the following:

	Con	Lib Dem	Labour
ANY CONTACT	90%	92%	80%
Delivered leaflets or newspapers to your door	82%	86%	72%
Put up posters or billboards in your area	59%	69%	33%
Knocked on your door	30%	37%	28%
Written a personally addressed letter to you	52%	64%	32%
Set up stalls or handed out leaflets in your area	37%	41%	33%
Phoned you	18%	28%	14%
Sent you an email	2%	4%	1%

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

	ALL	Con voters	Lib Dem voters	Labour voters
Liberal Democrats	55% (+5)	47% (+4)	88% (+8)	45% (+13)
Conservatives	21% (-3)	43% (+2)	8% (-6)	19% (-4)
Labour	6% (-6)	4% (-7)	1% (-1)	22% (-8)
Another party	5% (-1)	1% (-)	1% (-)	9% (-8)
Don't know	13% (+5)	5% (+1)	3% (+1)	4% (-9)