

EASTLEIGH POST-ELECTION POLL
LORD ASHCROFT KCMG PC
1 MARCH 2013

760 adults in the Eastleigh constituency were interviewed by telephone on Thursday 28 February 2013.
 Full data tables are available at LordAshcroftPolls.com

1. Which party did you vote for in the by-election? [All who voted]

	2010 Con voters	2010 LD voters	2010 Labour voters
Liberal Democrat	14%	51%	23%
UKIP	22%	19%	17%
Conservative	59%	11%	6%
Labour	1%	14%	50%
Other	5%	5%	4%

Those who did not vote in the by-election

2. If you had voted, which party would you have voted for?

	2010 Con voters	2010 LD voters	2010 Labour voters
Liberal Democrat	6%	50%	11%
UKIP	6%	19%	11%
Conservative	56%	-	-
Labour	13%	6%	78%
Other	-	6%	-
Don't know/none	19%	19%	-

Those who voted

3. When did you finally make up your mind which party's candidate you were going to vote for?

	ALL	Con voters	LD voters	UKIP voters	Labour voters
Today	16%	12%	16%	18%	13%
Since the weekend	13%	10%	12%	13%	12%
In the last week or so	23%	19%	24%	24%	22%
Since the beginning of the by-election campaign	17%	15%	20%	24%	15%
I knew before the campaign started	31%	44%	29%	21%	38%

4. How many, if any, of the following reasons applied to why you voted for [...] ?

<i>% saying the reason applied</i>	ALL	Con voters	Lib Dem voters	UKIP voters	Labour voters
They had the best candidate locally	68%	77%	85%	46%	59%
They had the best leader nationally	42%	78%	25%	35%	56%
They are the party I'd like to win the next election nationally	60%	83%	39%	58%	93%
I voted tactically to try and prevent another party from winning locally	35%	33%	43%	40%	24%
A message that I'm unhappy with the party I usually support nationally	35%	18%	11%	83%	35%
A general protest to show I'm unhappy with all the main parties at the moment	33%	12%	17%	75%	28%

5. And what was the most important issue in determining which party's candidate you voted for in the by-election? [Unprompted]

	ALL	Con voters	Lib Dem voters	UKIP voters	Labour voters
Economy/Jobs/unemployment/growth	8%	17%	4%	2%	9%
Taxes/cuts/spending	2%	2%	2%	-	10%
Rising living costs/prices/inflation	-	-	1%	-	-
Crime/law & order/police/anti-social behaviour	-	1%	-	-	-
Immigration/asylum seekers/migrants/travellers	15%	7%	1%	55%	1%
NHS/hospitals	3%	-	1%	1%	9%
Schools/education/universities/student fees	2%	2%	2%	1%	6%
Benefits/tax credits	2%	2%	4%	-	4%
Pensions/elderly/elderly care costs	2%	-	2%	1%	3%
Climate change/environment	1%	1%	3%	-	-
Public transport/buses/trains	-	-	-	-	-
Roads/congestion	-	-	-	-	-
Poverty/inequality/homelessness	1%	1%	1%	-	-
Housing and planning/wind farms	8%	13%	13%	1%	1%
Council/local services	12%	7%	26%	1%	3%
Europe/EU/Human Rights	9%	6%	2%	31%	-
Other	15%	18%	17%	4%	19%
Nothing	11%	12%	15%	-	18%

6. Finally, the next general election is expected to be in just over two years time, in 2015. Which party do think you will end up voting for when it comes to the next general election?

	ALL	Con voters	LD voters	UKIP voters	Labour voters
Conservative	21%	73%	7%	10%	-
Liberal Democrat	15%	1%	43%	6%	-
Labour	15%	2%	13%	4%	82%
UKIP	10%	1%	3%	43%	-
Another party	2%	-	-	2%	1%
Don't know	34%	23%	34%	34%	16%