

Eastleigh Recontact Survey
CATI Fieldwork Date: 28th February 2013

Absolutes/col percents

Table 1
Q.1 Did you vote in today's by-election?
Base: All respondents

	Gender			Age						SEG				When Made Mind Up				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Today	Since the week-end	In the last week or so	Start of campaign	Before campaign
Base	760	368	392	14	73	120	145	159	245	354	138	98	152	105	86	149	114	200
Yes	654	315	339	8	49	102	124	146	221	315	120	75	129	105	86	149	114	200
	86%	86%	86%	57%	67%	85%	86%	92%	90%	89%	87%	77%	85%	100%	100%	100%	100%	100%
No	106	53	53	6	24	18	21	13	24	39	18	23	23	-	-	-	-	-
	14%	14%	14%	43%	33%	15%	14%	8%	10%	11%	13%	23%	15%	-	-	-	-	-

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Table 1
Q.1 Did you vote in today's by-election?
Base: All respondents

	Total	By-Election Vote				2010 Vote			General Election Vote			
		Con	Lab	LibDem	UKIP	Con	Lab	LibDem	Con	Lab	LibDem	UKIP
Base	760	147	68	191	136	204	67	295	156	114	115	75
Yes	654	147	68	191	136	188	58	279	140	93	102	67
	86%	100%	100%	100%	100%	92%	87%	95%	90%	82%	89%	89%
No	106	-	-	-	-	16	9	16	16	21	13	8
	14%	-	-	-	-	8%	13%	5%	10%	18%	11%	11%

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Table 2
Q.2 Did you vote in person or by post?
Base: All respondents who voted

	Gender		Age						SEG				When Made Mind Up					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Today	Since the week-end	In the last week or so	Start of campaign	Before campaign
Base	654	315	339	8	49	102	124	146	221	315	120	75	129	105	86	149	114	200
In person	503	255	248	6	35	86	106	120	147	246	95	65	83	103	70	103	77	150
	77%	81%	73%	75%	71%	84%	85%	82%	67%	78%	79%	87%	64%	98%	81%	69%	68%	75%
By post	151	60	91	2	14	16	18	26	74	69	25	10	46	2	16	46	37	50
	23%	19%	27%	25%	29%	16%	15%	18%	33%	22%	21%	13%	36%	2%	19%	31%	32%	25%

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Table 2
Q.2 Did you vote in person or by post?
Base: All respondents who voted

	Total	By-Election Vote				2010 Vote			General Election Vote			
		Con	Lab	LibDem	UKIP	Con	Lab	LibDem	Con	Lab	LibDem	UKIP
Base	654	147	68	191	136	188	58	279	140	93	102	67
In person	503	113	55	138	110	145	47	212	108	74	78	48
	77%	77%	81%	72%	81%	77%	81%	76%	77%	80%	76%	72%
By post	151	34	13	53	26	43	11	67	32	19	24	19
	23%	23%	19%	28%	19%	23%	19%	24%	23%	20%	24%	28%

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Table 3

Q.2b If you had voted, which party would you have voted for?**Base: All respondents who didn't vote**

	Gender		Age						SEG				When Made Mind Up					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Today	Since the week-end	In the last week or so	Start of campaign	Before campaign
Base	106	53	53	6	24	18	21	13	24	39	18	23	23	-	-	-	-	-
Labour	17	6	11	1	2	4	2	2	6	-	6	7	3	-	-	-	-	-
	16%	11%	21%	17%	8%	22%	10%	15%	25%	-	33%	30%	13%	-	-	-	-	-
Conservative	16	7	9	2	1	-	5	2	6	7	4	2	3	-	-	-	-	-
	15%	13%	17%	33%	4%	-	24%	15%	25%	18%	22%	9%	13%	-	-	-	-	-
Liberal Democrat	22	13	9	1	6	3	3	3	6	11	2	3	6	-	-	-	-	-
	21%	25%	17%	17%	25%	17%	14%	23%	25%	28%	11%	13%	26%	-	-	-	-	-
UKIP	14	7	7	2	1	2	4	3	2	2	3	5	4	-	-	-	-	-
	13%	13%	13%	33%	4%	11%	19%	23%	8%	5%	17%	22%	17%	-	-	-	-	-
Other	6	4	2	-	2	1	1	2	-	3	1	1	1	-	-	-	-	-
	6%	8%	4%	-	8%	6%	5%	15%	-	8%	6%	4%	4%	-	-	-	-	-
None of them	15	9	6	-	4	7	1	1	2	7	2	2	3	-	-	-	-	-
	14%	17%	11%	-	17%	39%	5%	8%	8%	18%	11%	9%	13%	-	-	-	-	-
Refused	3	1	2	-	1	-	1	-	1	2	-	-	1	-	-	-	-	-
	3%	2%	4%	-	4%	-	5%	-	4%	5%	-	-	4%	-	-	-	-	-
Don't know	13	6	7	-	7	1	4	-	1	7	-	3	2	-	-	-	-	-
	12%	11%	13%	-	29%	6%	19%	-	4%	18%	-	13%	9%	-	-	-	-	-

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Table 3
Q.2b If you had voted, which party would you have voted for?
Base: All respondents who didn't vote

	Total	By-Election Vote				2010 Vote			General Election Vote			
		Con	Lab	LibDem	UKIP	Con	Lab	LibDem	Con	Lab	LibDem	UKIP
Base	106	-	-	-	-	16	9	16	16	21	13	8
Labour	17	-	-	-	-	2	7	1	-	12	-	-
	16%	-	-	-	-	13%	78%	6%	-	57%	-	-
Conservative	16	-	-	-	-	9	-	-	13	1	-	-
	15%	-	-	-	-	56%	-	-	81%	5%	-	-
Liberal Democrat	22	-	-	-	-	1	1	8	1	4	11	-
	21%	-	-	-	-	6%	11%	50%	6%	19%	85%	-
UKIP	14	-	-	-	-	1	1	3	1	-	1	7
	13%	-	-	-	-	6%	11%	19%	6%	-	8%	88%
Other	6	-	-	-	-	-	-	1	-	1	1	-
	6%	-	-	-	-	-	-	6%	-	5%	8%	-
None of them	15	-	-	-	-	1	-	-	-	2	-	1
	14%	-	-	-	-	6%	-	-	-	10%	-	13%
Refused	3	-	-	-	-	-	-	-	-	-	-	-
	3%	-	-	-	-	-	-	-	-	-	-	-
Don't know	13	-	-	-	-	2	-	3	1	1	-	-
	12%	-	-	-	-	13%	-	19%	6%	5%	-	-

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Table 4

Q.3 Which party's candidate did you vote for in the by election?**Base: All respondents who voted**

	Gender			Age						SEG				When Made Mind Up				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Today	Since the week-end	In the last week or so	Start of campaign	Before campaign
Base	654	315	339	8	49	102	124	146	221	315	120	75	129	105	86	149	114	200
Maria Hutchings, the Conservative candidate	147 22%	85 27%	62 18%	1 13%	13 27%	21 21%	23 19%	29 20%	60 27%	75 24%	27 23%	16 21%	27 21%	17 16%	15 17%	28 19%	22 19%	65 33%
John O'Farrell, the Labour candidate	68 10%	27 9%	41 12%	- -	7 14%	9 9%	23 19%	8 5%	21 10%	32 10%	11 9%	10 13%	15 12%	9 9%	8 9%	15 10%	10 9%	26 13%
Mike Thornton, the Liberal Democrat candidate	191 29%	78 25%	113 33%	4 50%	20 41%	31 30%	32 26%	41 28%	62 28%	100 32%	33 28%	17 23%	36 28%	30 29%	22 26%	45 30%	38 33%	56 28%
Diane James, the UK Independence Party (UKIP) candidate	136 21%	74 23%	62 18%	3 38%	6 12%	21 21%	26 21%	33 23%	46 21%	60 19%	27 23%	20 27%	26 20%	24 23%	18 21%	33 22%	33 29%	28 14%
Michael Walters, the English Democrats candidate	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Darren Procter, the Trade Unionist and Socialist Coalition candidate	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Iain MacIannan, the National Health Action Party candidate	9 1%	4 1%	5 1%	-	-	3 3%	1 1%	2 1%	2 1%	6 2%	1 1%	1 1%	1 1%	2 2%	2 2%	3 2%	2 2%	-
Colin Bex, the Wessex Regionalists candidate	1 *	-	1 *	-	-	-	1 1%	-	-	-	1 1%	-	-	-	1 1%	-	-	-
Some other candidate	15 2%	8 3%	7 2%	-	2 4%	3 3%	7 6%	-	2 1%	10 3%	2 2%	-	3 2%	5 5%	6 7%	4 3%	-	-
Refused	87 13%	39 12%	48 14%	-	1 2%	14 14%	11 9%	33 23%	28 13%	32 10%	18 15%	11 15%	21 16%	18 17%	14 16%	21 14%	9 8%	25 13%

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Table 4

Q.3 Which party's candidate did you vote for in the by election?**Base: All respondents who voted**

	Total	By-Election Vote				2010 Vote			General Election Vote			
		Con	Lab	LibDem	UKIP	Con	Lab	LibDem	Con	Lab	LibDem	UKIP
Base	654	147	68	191	136	188	58	279	140	93	102	67
Maria Hutchings, the Conservative candidate	147 22%	147 100%	- -	- -	- -	103 55%	3 5%	28 10%	107 76%	3 3%	1 1%	2 3%
John O'Farrell, the Labour candidate	68 10%	- -	68 100%	- -	- -	1 1%	26 45%	35 13%	- -	56 60%	- -	- -
Mike Thornton, the Liberal Democrat candidate	191 29%	- -	- -	191 100%	- -	25 13%	12 21%	130 47%	14 10%	24 26%	83 81%	5 7%
Diane James, the UK Independence Party (UKIP) candidate	136 21%	- -	- -	- -	136 100%	38 20%	9 16%	49 18%	14 10%	5 5%	8 8%	59 88%
Michael Walters, the English Democrats candidate	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Darren Procter, the Trade Unionist and Socialist Coalition candidate	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Iain MacIennan, the National Health Action Party candidate	9 1%	- -	- -	- -	- -	3 2%	- -	5 2%	2 1%	- -	2 2%	- -
Colin Bex, the Wessex Regionalists candidate	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Some other candidate	15 2%	- -	- -	- -	- -	5 3%	2 3%	7 3%	1 1%	2 2%	3 3%	- -
Refused	87 13%	- -	- -	- -	- -	13 7%	6 10%	25 9%	2 1%	3 3%	5 5%	1 1%

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Table 5

Q.3 Which party's candidate did you vote for in the by election?**Base: All respondents who voted and disclosed who they voted for**

	Gender			Age						SEG				When Made Mind Up				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Today	Since the week-end	In the last week or so	Start of campaign	Before campaign
Base	567	276	291	8	48	88	113	113	193	283	102	64	108	87	72	128	105	175
Maria Hutchings, the Conservative candidate	147 26%	85 31%	62 21%	1 13%	13 27%	21 24%	23 20%	29 26%	60 31%	75 27%	27 26%	16 25%	27 25%	17 20%	15 21%	28 22%	22 21%	65 37%
John O'Farrell, the Labour candidate	68 12%	27 10%	41 14%	- -	7 15%	9 10%	23 20%	8 7%	21 11%	32 11%	11 11%	10 16%	15 14%	9 10%	8 11%	15 12%	10 10%	26 15%
Mike Thornton, the Liberal Democrat candidate	191 34%	78 28%	113 39%	4 50%	20 42%	31 35%	32 28%	41 36%	62 32%	100 35%	33 32%	17 27%	36 33%	30 34%	22 31%	45 35%	38 36%	56 32%
Diane James, the UK Independence Party (UKIP) candidate	136 24%	74 27%	62 21%	3 38%	6 13%	21 24%	26 23%	33 29%	46 24%	60 21%	27 26%	20 31%	26 24%	24 28%	18 25%	33 26%	33 31%	28 16%
Michael Walters, the English Democrats candidate	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Darren Procter, the Trade Unionist and Socialist Coalition candidate	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Iain MacLennan, the National Health Action Party candidate	9 2%	4 1%	5 2%	-	-	3 3%	1 1%	2 2%	2 1%	6 2%	1 1%	1 2%	1 1%	2 2%	2 3%	3 2%	2 2%	-
Colin Bex, the Wessex Regionalists candidate	1 *	-	1 *	-	-	-	1 1%	-	-	-	1 1%	-	-	-	1 1%	-	-	-
Some other candidate	15 3%	8 3%	7 2%	-	2 4%	3 3%	7 6%	-	2 1%	10 4%	2 2%	-	3 3%	5 6%	6 8%	4 3%	-	-

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Table 5

Q.3 Which party's candidate did you vote for in the by election?**Base: All respondents who voted and disclosed who they voted for**

	Total	By-Election Vote				2010 Vote			General Election Vote			
		Con	Lab	LibDem	UKIP	Con	Lab	LibDem	Con	Lab	LibDem	UKIP
Base	567	147	68	191	136	175	52	254	138	90	97	66
Maria Hutchings, the Conservative candidate	147 26%	147 100%	-	-	-	103 59%	3 6%	28 11%	107 78%	3 3%	1 1%	2 3%
John O'Farrell, the Labour candidate	68 12%	-	68 100%	-	-	1 1%	26 50%	35 14%	-	56 62%	-	-
Mike Thornton, the Liberal Democrat candidate	191 34%	-	-	191 100%	-	25 14%	12 23%	130 51%	14 10%	24 27%	83 86%	5 8%
Diane James, the UK Independence Party (UKIP) candidate	136 24%	-	-	-	136 100%	38 22%	9 17%	49 19%	14 10%	5 6%	8 8%	59 89%
Michael Walters, the English Democrats candidate	-	-	-	-	-	-	-	-	-	-	-	-
Darren Procter, the Trade Unionist and Socialist Coalition candidate	-	-	-	-	-	-	-	-	-	-	-	-
Iain MacIennan, the National Health Action Party candidate	9 2%	-	-	-	-	3 2%	-	5 2%	2 1%	-	2 2%	-
Colin Bex, the Wessex Regionalists candidate	1 *	-	-	-	-	-	-	-	-	-	-	-
Some other candidate	15 3%	-	-	-	-	5 3%	2 4%	7 3%	1 1%	2 2%	3 3%	-

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Table 6

Q.4 When did you finally make up your mind which party's candidate you were going to vote for?

Base: All respondents who voted

	Gender			Age						SEG				When Made Mind Up				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Today	Since the week-end	In the last week or so	Start of campaign	Before campaign
Base	654	315	339	8	49	102	124	146	221	315	120	75	129	105	86	149	114	200
Today	105	46	59	4	6	22	27	26	19	54	24	12	10	105	-	-	-	-
	16%	15%	17%	50%	12%	22%	22%	18%	9%	17%	20%	16%	8%	100%	-	-	-	-
Since the weekend	86	39	47	2	8	21	17	17	20	41	22	5	18	-	86	-	-	-
	13%	12%	14%	25%	16%	21%	14%	12%	9%	13%	18%	7%	14%	-	100%	-	-	-
In the last week or so	149	69	80	-	14	19	24	44	47	85	22	20	21	-	-	149	-	-
	23%	22%	24%	-	29%	19%	19%	30%	21%	27%	18%	27%	16%	-	-	100%	-	-
Since the beginning of the by-election campaign	114	60	54	1	8	12	22	21	50	51	24	9	27	-	-	-	114	-
	17%	19%	16%	13%	16%	12%	18%	14%	23%	16%	20%	12%	21%	-	-	-	100%	-
I knew which party I was going to vote for before the campaign started	200	101	99	1	13	28	34	38	85	84	28	29	53	-	-	-	-	200
	31%	32%	29%	13%	27%	27%	27%	26%	38%	27%	23%	39%	41%	-	-	-	-	100%

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Table 6

Q.4 When did you finally make up your mind which party's candidate you were going to vote for?**Base: All respondents who voted**

	Total	By-Election Vote				2010 Vote			General Election Vote			
		Con	Lab	LibDem	UKIP	Con	Lab	LibDem	Con	Lab	LibDem	UKIP
Base	654	147	68	191	136	188	58	279	140	93	102	67
Today	105 16%	17 12%	9 13%	30 16%	24 18%	26 14%	11 19%	46 16%	12 9%	14 15%	14 14%	7 10%
Since the weekend	86 13%	15 10%	8 12%	22 12%	18 13%	21 11%	4 7%	45 16%	15 11%	9 10%	12 12%	9 13%
In the last week or so	149 23%	28 19%	15 22%	45 24%	33 24%	38 20%	13 22%	71 25%	28 20%	21 23%	23 23%	11 16%
Since the beginning of the by-election campaign	114 17%	22 15%	10 15%	38 20%	33 24%	33 18%	9 16%	47 17%	22 16%	18 19%	17 17%	16 24%
I knew which party I was going to vote for before the campaign started	200 31%	65 44%	26 38%	56 29%	28 21%	70 37%	21 36%	70 25%	63 45%	31 33%	36 35%	24 36%

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Table 7

Q.5 How many, if any, of the following reasons applied to why you voted for...?

Base: All respondents who voted

	Gender			Age						SEG				When Made Mind Up				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Today	Since the week-end	In the last week or so	Start of campaign	Before campaign
Base	654	315	339	8	49	102	124	146	221	315	120	75	129	105	86	149	114	200
<u>The party had the best candidate locally</u>																		
Applied	445	211	234	5	35	63	81	94	165	216	81	49	89	65	55	100	82	143
	68%	67%	69%	63%	71%	62%	65%	64%	75%	69%	68%	65%	69%	62%	64%	67%	72%	72%
Did not apply	209	104	105	3	14	39	43	52	56	99	39	26	40	40	31	49	32	57
	32%	33%	31%	38%	29%	38%	35%	36%	25%	31%	33%	35%	31%	38%	36%	33%	28%	29%
<u>The party had the best leader nationally</u>																		
Applied	273	136	137	2	13	32	56	60	108	129	45	39	56	28	22	56	48	119
	42%	43%	40%	25%	27%	31%	45%	41%	49%	41%	38%	52%	43%	27%	26%	38%	42%	60%
Did not apply	381	179	202	6	36	70	68	86	113	186	75	36	73	77	64	93	66	81
	58%	57%	60%	75%	73%	69%	55%	59%	51%	59%	63%	48%	57%	73%	74%	62%	58%	41%
<u>They are the party you'd like to win the next General Election nationally</u>																		
Applied	391	188	203	3	27	57	81	87	134	179	76	48	83	47	44	80	68	152
	60%	60%	60%	38%	55%	56%	65%	60%	61%	57%	63%	64%	64%	45%	51%	54%	60%	76%
Did not apply	263	127	136	5	22	45	43	59	87	136	44	27	46	58	42	69	46	48
	40%	40%	40%	63%	45%	44%	35%	40%	39%	43%	37%	36%	36%	55%	49%	46%	40%	24%

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Q.5 How many, if any, of the following reasons applied to why you voted for...?

Base: All respondents who voted

	Gender			Age						SEG				When Made Mind Up				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Today	Since the week-end	In the last week or so	Start of campaign	Before campaign
Base	654	315	339	8	49	102	124	146	221	315	120	75	129	105	86	149	114	200
<u>You voted tactically to try and prevent another party from winning locally</u>																		
Applied	232	95	137	2	20	28	39	52	89	104	39	26	54	38	28	63	44	59
	35%	30%	40%	25%	41%	27%	31%	36%	40%	33%	33%	35%	42%	36%	33%	42%	39%	30%
Did not apply	422	220	202	6	29	74	85	94	132	211	81	49	75	67	58	86	70	141
	65%	70%	60%	75%	59%	73%	69%	64%	60%	67%	68%	65%	58%	64%	67%	58%	61%	71%
<u>To send a message that you are unhappy with the party you usually support nationally</u>																		
Applied	226	121	105	4	14	30	40	53	82	101	45	30	44	46	35	57	45	43
	35%	38%	31%	50%	29%	29%	32%	36%	37%	32%	38%	40%	34%	44%	41%	38%	39%	22%
Did not apply	428	194	234	4	35	72	84	93	139	214	75	45	85	59	51	92	69	157
	65%	62%	69%	50%	71%	71%	68%	64%	63%	68%	63%	60%	66%	56%	59%	62%	61%	79%
<u>As a general protest to show that I am unhappy with all the main parties at the moment</u>																		
Applied	217	105	112	5	10	20	40	42	97	87	44	30	52	36	36	55	42	48
	33%	33%	33%	63%	20%	20%	32%	29%	44%	28%	37%	40%	40%	34%	42%	37%	37%	24%
Did not apply	437	210	227	3	39	82	84	104	124	228	76	45	77	69	50	94	72	152
	67%	67%	67%	38%	80%	80%	68%	71%	56%	72%	63%	60%	60%	66%	58%	63%	63%	76%

Eastleigh Recontact Survey

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Absolutes/col percents

Table 7

Q.5 How many, if any, of the following reasons applied to why you voted for...?**Base: All respondents who voted**

	Total	By-Election Vote				2010 Vote			General Election Vote			
		Con	Lab	LibDem	UKIP	Con	Lab	LibDem	Con	Lab	LibDem	UKIP
Base	654	147	68	191	136	188	58	279	140	93	102	67
<u>The party had the best candidate locally</u>												
Applied	445	113	40	163	63	130	38	197	107	59	84	35
	68%	77%	59%	85%	46%	69%	66%	71%	76%	63%	82%	52%
Did not apply	209	34	28	28	73	58	20	82	33	34	18	32
	32%	23%	41%	15%	54%	31%	34%	29%	24%	37%	18%	48%
<u>The party had the best leader nationally</u>												
Applied	273	115	38	47	47	113	27	80	97	37	32	29
	42%	78%	56%	25%	35%	60%	47%	29%	69%	40%	31%	43%
Did not apply	381	32	30	144	89	75	31	199	43	56	70	38
	58%	22%	44%	75%	65%	40%	53%	71%	31%	60%	69%	57%
<u>They are the party you'd like to win the next General Election nationally</u>												
Applied	391	122	63	75	79	131	37	143	108	56	58	52
	60%	83%	93%	39%	58%	70%	64%	51%	77%	60%	57%	78%
Did not apply	263	25	5	116	57	57	21	136	32	37	44	15
	40%	17%	7%	61%	42%	30%	36%	49%	23%	40%	43%	22%

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Absolutes/col percents

Table 7

Q.5 How many, if any, of the following reasons applied to why you voted for...?**Base: All respondents who voted**

	Total	By-Election Vote				2010 Vote			General Election Vote			
		Con	Lab	LibDem	UKIP	Con	Lab	LibDem	Con	Lab	LibDem	UKIP
Base	654	147	68	191	136	188	58	279	140	93	102	67
<u>You voted tactically to try and prevent another party from winning locally</u>												
Applied	232	49	16	82	54	59	22	111	38	28	37	20
	35%	33%	24%	43%	40%	31%	38%	40%	27%	30%	36%	30%
Did not apply	422	98	52	109	82	129	36	168	102	65	65	47
	65%	67%	76%	57%	60%	69%	62%	60%	73%	70%	64%	70%
<u>To send a message that you are unhappy with the party you usually support nationally</u>												
Applied	226	26	24	21	113	60	20	104	27	32	19	45
	35%	18%	35%	11%	83%	32%	34%	37%	19%	34%	19%	67%
Did not apply	428	121	44	170	23	128	38	175	113	61	83	22
	65%	82%	65%	89%	17%	68%	66%	63%	81%	66%	81%	33%
<u>As a general protest to show that I am unhappy with all the main parties at the moment</u>												
Applied	217	17	19	33	102	55	21	97	22	27	24	44
	33%	12%	28%	17%	75%	29%	36%	35%	16%	29%	24%	66%
Did not apply	437	130	49	158	34	133	37	182	118	66	78	23
	67%	88%	72%	83%	25%	71%	64%	65%	84%	71%	76%	34%

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Absolutes/col percents

Table 8

Q.6 What was the MOST important policy issue in determining which party's candidate you voted for in the by-election?

Base: All respondents who voted

	Gender		Age						SEG				When Made Mind Up					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Today	Since the week-end	In the last week or so	Start of campaign	Before campaign
Base	654	315	339	8	49	102	124	146	221	315	120	75	129	105	86	149	114	200
Immigration/ asylum seekers/ migrants/ travellers	99 15%	47 15%	52 15%	3 38%	3 6%	15 15%	15 12%	23 16%	39 18%	43 14%	20 17%	14 19%	19 15%	19 18%	13 15%	26 17%	25 22%	16 8%
Council/ local services	80 12%	31 10%	49 14%	2 25%	7 14%	11 11%	16 13%	23 16%	20 9%	40 13%	11 9%	9 12%	18 14%	17 16%	12 14%	19 13%	7 6%	25 13%
Europe/ EU/ Human Rights	62 9%	39 12%	23 7%	-	2 4%	7 7%	14 11%	13 9%	26 12%	27 9%	14 12%	9 12%	10 8%	8 8%	5 6%	11 7%	12 11%	26 13%
Economy/ Jobs/ unemployment/ growth	52 8%	41 13%	11 3%	-	5 10%	6 6%	15 12%	11 8%	14 6%	31 10%	8 7%	4 5%	8 6%	4 4%	6 7%	8 5%	14 12%	20 10%
Housing and planning/ wind farms	52 8%	29 9%	23 7%	1 13%	6 12%	4 4%	9 7%	12 8%	20 9%	27 9%	7 6%	5 7%	13 10%	7 7%	5 6%	15 10%	8 7%	17 9%
NHS/ hospitals	18 3%	6 2%	12 4%	-	-	3 3%	4 3%	4 3%	6 3%	9 3%	3 3%	2 3%	4 3%	1 1%	5 6%	5 3%	3 3%	4 2%
Taxes/ cuts/ spending	15 2%	6 2%	9 3%	-	1 2%	3 3%	3 2%	3 2%	5 2%	6 2%	3 3%	3 4%	3 2%	2 2%	2 2%	2 1%	2 2%	7 4%
Benefits/ tax credits	14 2%	6 2%	8 2%	-	2 4%	3 3%	1 1%	5 3%	3 1%	7 2%	3 3%	-	4 3%	1 1%	4 5%	3 2%	2 2%	4 2%
Schools/ education/ universities/ student fees	12 2%	3 1%	9 3%	-	2 4%	6 6%	1 1%	2 1%	1 *	8 3%	2 2%	-	2 2%	4 4%	1 1%	3 2%	3 3%	1 1%
Pensions/ elderly/ elderly care costs	11 2%	5 2%	6 2%	-	-	-	-	3 2%	8 4%	4 1%	-	2 3%	5 4%	1 1%	1 1%	1 1%	5 4%	3 2%
Climate change/ environment	9 1%	4 1%	5 1%	-	-	1 1%	2 2%	3 2%	3 1%	3 1%	2 2%	1 1%	3 2%	1 1%	-	1 1%	4 4%	3 2%
Poverty/ inequality/ homelessness	4 1%	1 *	3 1%	-	-	-	1 1%	-	3 1%	1 *	2 2%	-	1 1%	1 1%	-	1 1%	1 1%	1 1%
Rising living costs/ prices/ inflation	1 *	1 *	-	-	-	-	-	-	1 *	-	-	-	1 1%	-	-	1 1%	-	-

Lord Ashcroft

Eastleigh Recontact Survey

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Absolutes/col percents

Table 8

Q.6 What was the MOST important policy issue in determining which party's candidate you voted for in the by-election?

Base: All respondents who voted

	Gender			Age						SEG				When Made Mind Up				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Today	Since the week-end	In the last week or so	Start of campaign	Before campaign
Base	654	315	339	8	49	102	124	146	221	315	120	75	129	105	86	149	114	200
Crime/ law & order/ police/ anti-social behaviour	1 *	-	1 *	-	-	-	1 1%	-	-	-	-	1 1%	-	-	1 1%	-	-	-
Public transport/ buses/ trains	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Roads/ congestion	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Other	95 15%	42 13%	53 16%	1 13%	5 10%	17 17%	20 16%	21 14%	31 14%	46 15%	21 18%	10 13%	17 13%	16 15%	14 16%	28 19%	15 13%	22 11%
Nothing	74 11%	36 11%	38 11%	-	12 24%	13 13%	14 11%	13 9%	22 10%	35 11%	14 12%	10 13%	11 9%	13 12%	8 9%	14 9%	8 7%	31 16%
Don't know	55 8%	18 6%	37 11%	1 13%	4 8%	13 13%	8 6%	10 7%	19 9%	28 9%	10 8%	5 7%	10 8%	10 10%	9 10%	11 7%	5 4%	20 10%

Eastleigh Recontact Survey

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Absolutes/col percents

Table 8

Q.6 What was the MOST important policy issue in determining which party's candidate you voted for in the by-election?

Base: All respondents who voted

	Total	By-Election Vote				2010 Vote			General Election Vote			
		Con	Lab	LibDem	UKIP	Con	Lab	LibDem	Con	Lab	LibDem	UKIP
Base	654	147	68	191	136	188	58	279	140	93	102	67
Immigration/ asylum seekers/ migrants/ travellers	99 15%	11 7%	1 1%	2 1%	75 55%	29 15%	10 17%	33 12%	15 11%	6 6%	6 6%	26 39%
Council/ local services	80 12%	10 7%	2 3%	49 26%	2 1%	11 6%	6 10%	49 18%	11 8%	4 4%	24 24%	1 1%
Europe/ EU/ Human Rights	62 9%	9 6%	-	4 2%	42 31%	30 16%	1 2%	15 5%	9 6%	1 1%	4 4%	27 40%
Economy/ Jobs/ unemployment/ growth	52 8%	25 17%	6 9%	8 4%	3 2%	24 13%	3 5%	19 7%	25 18%	8 9%	5 5%	2 3%
Housing and planning/ wind farms	52 8%	19 13%	1 1%	25 13%	2 1%	13 7%	2 3%	27 10%	17 12%	6 6%	8 8%	3 4%
NHS/ hospitals	18 3%	-	6 9%	2 1%	1 1%	2 1%	5 9%	8 3%	2 1%	6 6%	2 2%	-
Taxes/ cuts/ spending	15 2%	3 2%	7 10%	4 2%	-	3 2%	2 3%	10 4%	3 2%	8 9%	1 1%	-
Benefits/ tax credits	14 2%	3 2%	3 4%	7 4%	-	3 2%	3 5%	5 2%	3 2%	4 4%	4 4%	-
Schools/ education/ universities/ student fees	12 2%	3 2%	4 6%	4 2%	1 1%	2 1%	3 5%	4 1%	1 1%	4 4%	3 3%	-
Pensions/ elderly/ elderly care costs	11 2%	-	2 3%	4 2%	1 1%	2 1%	2 3%	4 1%	1 1%	3 3%	2 2%	1 1%
Climate change/ environment	9 1%	2 1%	-	6 3%	-	2 1%	-	6 2%	2 1%	-	5 5%	-
Poverty/ inequality/ homelessness	4 1%	1 1%	-	2 1%	-	2 1%	-	2 1%	1 1%	-	2 2%	-
Rising living costs/ prices/ inflation	1 *	-	-	1 1%	-	1 1%	-	-	-	-	-	-

Eastleigh Recontact Survey
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Table 8

Q.6 What was the MOST important policy issue in determining which party's candidate you voted for in the by-election?

Base: All respondents who voted

	Total	By-Election Vote				2010 Vote			General Election Vote			
		Con	Lab	LibDem	UKIP	Con	Lab	LibDem	Con	Lab	LibDem	UKIP
Base	654	147	68	191	136	188	58	279	140	93	102	67
Crime/ law & order/ police/ anti-social behaviour	1 *	1 1%	-	-	-	-	-	1 *	1 1%	-	-	-
Public transport/ buses/ trains	-	-	-	-	-	-	-	-	-	-	-	-
Roads/ congestion	-	-	-	-	-	-	-	-	-	-	-	-
Other	95 15%	27 18%	13 19%	33 17%	6 4%	28 15%	6 10%	40 14%	21 15%	18 19%	14 14%	5 7%
Nothing	74 11%	18 12%	12 18%	28 15%	-	20 11%	7 12%	34 12%	16 11%	15 16%	12 12%	2 3%
Don't know	55 8%	15 10%	11 16%	12 6%	3 2%	16 9%	8 14%	22 8%	12 9%	10 11%	10 10%	-

Eastleigh Recontact Survey

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Absolutes/col percents

Table 9

**Q.7 We're interested in the extent to which people locally 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?
Delivered leaflets or newspapers to your door
Base: All respondents**

	Gender		Age						SEG				When Made Mind Up					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Today	Since the week-end	In the last week or so	Start of campaign	Before campaign
Base	760	368	392	14	73	120	145	159	245	354	138	98	152	105	86	149	114	200
Labour	680	336	344	11	62	107	134	144	218	320	125	88	132	102	81	135	99	189
	89%	91%	88%	79%	85%	89%	92%	91%	89%	90%	91%	90%	87%	97%	94%	91%	87%	95%
Conservatives	723	355	368	12	68	113	142	155	229	344	131	94	138	104	86	147	110	197
	95%	96%	94%	86%	93%	94%	98%	97%	93%	97%	95%	96%	91%	99%	100%	99%	96%	99%
Liberal Democrats	733	362	371	13	68	115	143	156	234	347	135	94	141	105	85	147	114	200
	96%	98%	95%	93%	93%	96%	99%	98%	96%	98%	98%	96%	93%	100%	99%	99%	100%	100%
None of them	23	5	18	1	4	5	1	3	9	7	3	3	8	-	-	1	-	-
	3%	1%	5%	7%	5%	4%	1%	2%	4%	2%	2%	3%	5%	-	-	1%	-	-

Eastleigh Recontact Survey

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Absolutes/col percents

Table 9

Q.7 We're interested in the extent to which people locally 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?

Delivered leaflets or newspapers to your door

Base: All respondents

	Total	By-Election Vote				2010 Vote			General Election Vote			
		Con	Lab	LibDem	UKIP	Con	Lab	LibDem	Con	Lab	LibDem	UKIP
Base	760	147	68	191	136	204	67	295	156	114	115	75
Labour	680	137	66	170	129	184	60	263	141	99	99	69
	89%	93%	97%	89%	95%	90%	90%	89%	90%	87%	86%	92%
Conservatives	723	145	67	189	133	198	60	284	152	104	112	73
	95%	99%	99%	99%	98%	97%	90%	96%	97%	91%	97%	97%
Liberal Democrats	733	146	68	191	135	198	62	289	153	107	112	74
	96%	99%	100%	100%	99%	97%	93%	98%	98%	94%	97%	99%
None of them	23	-	-	-	-	5	5	5	2	7	3	1
	3%	-	-	-	-	2%	7%	2%	1%	6%	3%	1%

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Absolutes/col percents

Table 10

**Q.7 We're interested in the extent to which people locally 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?
 Put up posters or billboards in your area
 Base: All respondents**

	Gender			Age						SEG				When Made Mind Up				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Today	Since the week-end	In the last week or so	Start of campaign	Before campaign
Base	760	368	392	14	73	120	145	159	245	354	138	98	152	105	86	149	114	200
Labour	382	196	186	6	39	68	82	91	94	181	74	55	58	66	47	74	52	103
	50%	53%	47%	43%	53%	57%	57%	57%	38%	51%	54%	56%	38%	63%	55%	50%	46%	52%
Conservatives	543	270	273	9	58	92	108	119	154	274	103	67	84	83	66	117	77	147
	71%	73%	70%	64%	79%	77%	74%	75%	63%	77%	75%	68%	55%	79%	77%	79%	68%	74%
Liberal Democrats	621	310	311	9	62	101	128	139	178	309	116	79	102	95	78	131	92	168
	82%	84%	79%	64%	85%	84%	88%	87%	73%	87%	84%	81%	67%	90%	91%	88%	81%	84%
None of them	115	49	66	3	11	17	15	13	56	40	17	16	40	9	8	14	19	25
	15%	13%	17%	21%	15%	14%	10%	8%	23%	11%	12%	16%	26%	9%	9%	9%	17%	13%

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Table 10

Q.7 We're interested in the extent to which people locally 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?

Put up posters or billboards in your area

Base: All respondents

	Total	By-Election Vote				2010 Vote			General Election Vote			
		Con	Lab	LibDem	UKIP	Con	Lab	LibDem	Con	Lab	LibDem	UKIP
Base	760	147	68	191	136	204	67	295	156	114	115	75
Labour	382	59	39	94	84	86	37	158	68	61	58	44
	50%	40%	57%	49%	62%	42%	55%	54%	44%	54%	50%	59%
Conservatives	543	118	44	143	100	147	44	218	123	74	77	56
	71%	80%	65%	75%	74%	72%	66%	74%	79%	65%	67%	75%
Liberal Democrats	621	124	57	168	119	164	51	255	132	88	98	63
	82%	84%	84%	88%	88%	80%	76%	86%	85%	77%	85%	84%
None of them	115	16	8	20	15	32	11	35	18	20	15	9
	15%	11%	12%	10%	11%	16%	16%	12%	12%	18%	13%	12%

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Absolutes/col percents

Table 11

**Q.7 We're interested in the extent to which people locally 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?
Knocked on your door**
Base: All respondents

	Gender			Age						SEG				When Made Mind Up				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Today	Since the week-end	In the last week or so	Start of campaign	Before campaign
Base	760	368	392	14	73	120	145	159	245	354	138	98	152	105	86	149	114	200
Labour	283	149	134	2	23	45	56	71	84	115	59	41	63	45	31	57	41	86
	37%	40%	34%	14%	32%	38%	39%	45%	34%	32%	43%	42%	41%	43%	36%	38%	36%	43%
Conservatives	341	179	162	3	30	48	62	75	121	151	67	46	74	48	42	70	62	98
	45%	49%	41%	21%	41%	40%	43%	47%	49%	43%	49%	47%	49%	46%	49%	47%	54%	49%
Liberal Democrats	411	196	215	7	34	62	83	89	134	187	81	53	87	60	51	93	64	110
	54%	53%	55%	50%	47%	52%	57%	56%	55%	53%	59%	54%	57%	57%	59%	62%	56%	55%
None of them	250	113	137	6	32	43	45	48	76	120	40	37	42	34	24	41	30	60
	33%	31%	35%	43%	44%	36%	31%	30%	31%	34%	29%	38%	28%	32%	28%	28%	26%	30%

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Table 11

Q.7 We're interested in the extent to which people locally 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?

Knocked on your door

Base: All respondents

	Total	By-Election Vote				2010 Vote			General Election Vote			
		Con	Lab	LibDem	UKIP	Con	Lab	LibDem	Con	Lab	LibDem	UKIP
Base	760	147	68	191	136	204	67	295	156	114	115	75
Labour	283 37%	44 30%	37 54%	68 36%	68 50%	70 34%	29 43%	118 40%	47 30%	55 48%	34 30%	38 51%
Conservatives	341 45%	80 54%	28 41%	94 49%	73 54%	101 50%	26 39%	140 47%	74 47%	47 41%	46 40%	41 55%
Liberal Democrats	411 54%	65 44%	40 59%	123 64%	88 65%	89 44%	36 54%	194 66%	67 43%	66 58%	75 65%	46 61%
None of them	250 33%	52 35%	19 28%	47 25%	34 25%	74 36%	25 37%	75 25%	60 38%	36 32%	32 28%	21 28%

Eastleigh Recontact Survey

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Absolutes/col percents

Table 12

**Q.7 We're interested in the extent to which people locally 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?
Written a personally addressed letter to you
Base: All respondents**

	Gender			Age						SEG				When Made Mind Up				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Today	Since the week-end	In the last week or so	Start of campaign	Before campaign
Base	760	368	392	14	73	120	145	159	245	354	138	98	152	105	86	149	114	200
Labour	273	160	113	7	27	49	53	63	73	129	50	47	39	50	34	52	36	72
	36%	43%	29%	50%	37%	41%	37%	40%	30%	36%	36%	48%	26%	48%	40%	35%	32%	36%
Conservatives	484	241	243	6	46	92	92	101	145	238	90	66	76	72	64	104	68	135
	64%	65%	62%	43%	63%	77%	63%	64%	59%	67%	65%	67%	50%	69%	74%	70%	60%	68%
Liberal Democrats	598	287	311	10	52	99	119	136	179	297	96	78	113	82	74	128	100	162
	79%	78%	79%	71%	71%	83%	82%	86%	73%	84%	70%	80%	74%	78%	86%	86%	88%	81%
None of them	95	44	51	3	14	12	14	14	38	33	21	10	28	13	6	10	5	17
	13%	12%	13%	21%	19%	10%	10%	9%	16%	9%	15%	10%	18%	12%	7%	7%	4%	9%

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Absolutes/col percents

Table 12

**Q.7 We're interested in the extent to which people locally 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?
Written a personally addressed letter to you
Base: All respondents**

	Total	By-Election Vote				2010 Vote			General Election Vote			
		Con	Lab	LibDem	UKIP	Con	Lab	LibDem	Con	Lab	LibDem	UKIP
Base	760	147	68	191	136	204	67	295	156	114	115	75
Labour	273	52	44	55	53	60	33	113	49	55	32	27
	36%	35%	65%	29%	39%	29%	49%	38%	31%	48%	28%	36%
Conservatives	484	128	45	108	91	148	38	188	121	63	62	41
	64%	87%	66%	57%	67%	73%	57%	64%	78%	55%	54%	55%
Liberal Democrats	598	116	57	173	113	150	54	256	118	89	105	59
	79%	79%	84%	91%	83%	74%	81%	87%	76%	78%	91%	79%
None of them	95	7	3	12	14	25	9	23	12	14	9	13
	13%	5%	4%	6%	10%	12%	13%	8%	8%	12%	8%	17%

Eastleigh Recontact Survey

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Absolutes/col percents

Table 13

**Q.7 We're interested in the extent to which people locally 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?
Set up stalls or handed out leaflets in your area
Base: All respondents**

	Gender			Age						SEG				When Made Mind Up				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Today	Since the week-end	In the last week or so	Start of campaign	Before campaign
Base	760	368	392	14	73	120	145	159	245	354	138	98	152	105	86	149	114	200
Labour	301	154	147	5	29	47	63	65	91	139	56	37	62	51	37	59	44	79
	40%	42%	38%	36%	40%	39%	43%	41%	37%	39%	41%	38%	41%	49%	43%	40%	39%	40%
Conservatives	329	165	164	6	36	45	68	66	106	155	64	38	65	51	39	68	56	83
	43%	45%	42%	43%	49%	38%	47%	42%	43%	44%	46%	39%	43%	49%	45%	46%	49%	42%
Liberal Democrats	371	186	185	7	40	53	74	78	117	174	74	41	75	56	44	76	62	94
	49%	51%	47%	50%	55%	44%	51%	49%	48%	49%	54%	42%	49%	53%	51%	51%	54%	47%
None of them	371	175	196	7	32	63	66	79	123	170	62	55	74	46	41	69	47	102
	49%	48%	50%	50%	44%	53%	46%	50%	50%	48%	45%	56%	49%	44%	48%	46%	41%	51%

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Absolutes/col percents

Table 13

**Q.7 We're interested in the extent to which people locally 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?
Set up stalls or handed out leaflets in your area
Base: All respondents**

	Total	By-Election Vote				2010 Vote			General Election Vote			
		Con	Lab	LibDem	UKIP	Con	Lab	LibDem	Con	Lab	LibDem	UKIP
Base	760	147	68	191	136	204	67	295	156	114	115	75
Labour	301	56	29	72	65	74	35	116	58	48	41	36
	40%	38%	43%	38%	48%	36%	52%	39%	37%	42%	36%	48%
Conservatives	329	68	28	82	69	85	32	127	72	50	41	41
	43%	46%	41%	43%	51%	42%	48%	43%	46%	44%	36%	55%
Liberal Democrats	371	72	32	95	77	94	37	147	77	56	56	45
	49%	49%	47%	50%	57%	46%	55%	50%	49%	49%	49%	60%
None of them	371	69	36	93	55	102	28	141	73	55	56	28
	49%	47%	53%	49%	40%	50%	42%	48%	47%	48%	49%	37%

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Absolutes/col percents

Table 14

**Q.7 We're interested in the extent to which people locally 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?
 Phoned you
 Base: All respondents**

	Gender			Age						SEG				When Made Mind Up				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Today	Since the week-end	In the last week or so	Start of campaign	Before campaign
Base	760	368	392	14	73	120	145	159	245	354	138	98	152	105	86	149	114	200
Labour	166 22%	78 21%	88 22%	- -	10 14%	19 16%	33 23%	36 23%	65 27%	64 18%	41 30%	19 19%	37 24%	25 24%	22 26%	36 24%	29 25%	45 23%
Conservatives	283 37%	126 34%	157 40%	1 7%	21 29%	32 27%	47 32%	68 43%	111 45%	127 36%	58 42%	33 34%	57 38%	41 39%	33 38%	62 42%	48 42%	84 42%
Liberal Democrats	369 49%	166 45%	203 52%	3 21%	24 33%	49 41%	72 50%	92 58%	125 51%	173 49%	62 45%	52 53%	73 48%	52 50%	42 49%	78 52%	69 61%	105 53%
None of them	312 41%	162 44%	150 38%	11 79%	45 62%	62 52%	55 38%	52 33%	87 36%	142 40%	56 41%	41 42%	66 43%	42 40%	36 42%	56 38%	33 29%	66 33%

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Absolutes/col percents

Table 14

Q.7 We're interested in the extent to which people locally 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?

Phoned you

Base: All respondents

	Total	By-Election Vote				2010 Vote			General Election Vote			
		Con	Lab	LibDem	UKIP	Con	Lab	LibDem	Con	Lab	LibDem	UKIP
Base	760	147	68	191	136	204	67	295	156	114	115	75
Labour	166	25	22	42	37	34	16	81	21	30	21	18
	22%	17%	32%	22%	27%	17%	24%	27%	13%	26%	18%	24%
Conservatives	283	78	20	71	55	97	21	105	70	28	33	32
	37%	53%	29%	37%	40%	48%	31%	36%	45%	25%	29%	43%
Liberal Democrats	369	58	37	127	66	79	33	182	56	61	72	35
	49%	39%	54%	66%	49%	39%	49%	62%	36%	54%	63%	47%
None of them	312	54	26	57	54	86	28	96	71	46	38	32
	41%	37%	38%	30%	40%	42%	42%	33%	46%	40%	33%	43%

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Table 15

**Q.7 We're interested in the extent to which people locally 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?
 Sent you an email
 Base: All respondents**

	Gender			Age						SEG				When Made Mind Up				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Today	Since the week-end	In the last week or so	Start of campaign	Before campaign
Base	760	368	392	14	73	120	145	159	245	354	138	98	152	105	86	149	114	200
Labour	19 3%	12 3%	7 2%	1 7%	-	1 1%	6 4%	4 3%	7 3%	11 3%	3 2%	3 3%	2 1%	2 2%	2 2%	2 1%	3 3%	8 4%
Conservatives	32 4%	24 7%	8 2%	-	-	4 3%	8 6%	8 5%	12 5%	17 5%	5 4%	3 3%	6 4%	2 2%	7 8%	6 4%	6 5%	10 5%
Liberal Democrats	58 8%	30 8%	28 7%	-	3 4%	12 10%	14 10%	13 8%	16 7%	34 10%	11 8%	6 6%	7 5%	6 6%	9 10%	11 7%	9 8%	22 11%
None of them	686 90%	327 89%	359 92%	13 93%	70 96%	108 90%	128 88%	141 89%	222 91%	314 89%	125 91%	89 91%	141 93%	99 94%	73 85%	134 90%	102 89%	174 87%

Eastleigh Recontact Survey

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Absolutes/col percents

Table 15

Q.7 We're interested in the extent to which people locally 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?

Sent you an email

Base: All respondents

	Total	By-Election Vote				2010 Vote			General Election Vote			
		Con	Lab	LibDem	UKIP	Con	Lab	LibDem	Con	Lab	LibDem	UKIP
Base	760	147	68	191	136	204	67	295	156	114	115	75
Labour	19 3%	4 3%	2 3%	4 2%	7 5%	3 1%	2 3%	9 3%	4 3%	5 4%	1 1%	5 7%
Conservatives	32 4%	14 10%	1 1%	2 1%	14 10%	16 8%	- -	10 3%	13 8%	4 4%	- -	9 12%
Liberal Democrats	58 8%	7 5%	5 7%	26 14%	12 9%	12 6%	3 4%	32 11%	9 6%	10 9%	15 13%	7 9%
None of them	686 90%	131 89%	63 93%	165 86%	118 87%	181 89%	64 96%	260 88%	140 90%	104 91%	100 87%	64 85%

Eastleigh Recontact Survey

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Absolutes/col percents

Table 16

Q.8 Finally, the next general election is expected to be in just over two years time, in 2015. Which party do you think you will end up voting for when it comes to the next GENERAL election?

Base: All respondents

	Gender			Age						SEG				When Made Mind Up				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Today	Since the week-end	In the last week or so	Start of campaign	Before campaign
Base	760	368	392	14	73	120	145	159	245	354	138	98	152	105	86	149	114	200
Conservative	156	86	70	2	15	22	24	38	55	86	29	11	29	12	15	28	22	63
	21%	23%	18%	14%	21%	18%	17%	24%	22%	24%	21%	11%	19%	11%	17%	19%	19%	32%
Labour	114	52	62	3	11	16	30	14	40	55	24	15	18	14	9	21	18	31
	15%	14%	16%	21%	15%	13%	21%	9%	16%	16%	17%	15%	12%	13%	10%	14%	16%	16%
Liberal Democrat	115	58	57	2	11	20	22	26	32	62	16	14	22	14	12	23	17	36
	15%	16%	15%	14%	15%	17%	15%	16%	13%	18%	12%	14%	14%	13%	14%	15%	15%	18%
UK Independence Party (UKIP)	75	47	28	3	4	12	18	13	25	27	12	16	19	7	9	11	16	24
	10%	13%	7%	21%	5%	10%	12%	8%	10%	8%	9%	16%	13%	7%	10%	7%	14%	12%
The Green Party	5	1	4	-	2	2	1	-	-	2	2	-	1	1	2	1	-	-
	1%	*	1%	-	3%	2%	1%	-	-	1%	1%	-	1%	1%	2%	1%	-	-
The BNP	2	1	1	-	-	1	-	1	-	1	-	-	1	-	-	1	-	1
	*	*	*	-	-	1%	-	1%	-	*	-	-	1%	-	-	1%	-	1%
Another party	4	4	-	-	2	-	1	-	1	2	-	-	2	1	-	2	1	-
	1%	1%	-	-	3%	-	1%	-	*	1%	-	-	1%	1%	-	1%	1%	-
Will probably not vote	4	3	1	-	3	-	-	-	1	4	-	-	-	-	-	-	-	-
	1%	1%	*	-	4%	-	-	-	*	1%	-	-	-	-	-	-	-	-
Don't know	259	100	159	3	25	39	46	61	83	104	49	39	55	53	35	57	38	36
	34%	27%	41%	21%	34%	33%	32%	38%	34%	29%	36%	40%	36%	50%	41%	38%	33%	18%
Refused	26	16	10	1	-	8	3	6	8	11	6	3	5	3	4	5	2	9
	3%	4%	3%	7%	-	7%	2%	4%	3%	3%	4%	3%	3%	3%	5%	3%	2%	5%

Eastleigh Recontact Survey

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Table 16

Q.8 Finally, the next general election is expected to be in just over two years time, in 2015. Which party do you think you will end up voting for when it comes to the next GENERAL election?

Base: All respondents

	Total	By-Election Vote				2010 Vote			General Election Vote			
		Con	Lab	LibDem	UKIP	Con	Lab	LibDem	Con	Lab	LibDem	UKIP
Base	760	147	68	191	136	204	67	295	156	114	115	75
Conservative	156	107	-	14	14	113	-	24	156	-	-	-
	21%	73%	-	7%	10%	55%	-	8%	100%	-	-	-
Labour	114	3	56	24	5	4	44	43	-	114	-	-
	15%	2%	82%	13%	4%	2%	66%	15%	-	100%	-	-
Liberal Democrat	115	1	-	83	8	4	2	95	-	-	115	-
	15%	1%	-	43%	6%	2%	3%	32%	-	-	100%	-
UK Independence Party (UKIP)	75	2	-	5	59	18	4	18	-	-	-	75
	10%	1%	-	3%	43%	9%	6%	6%	-	-	-	100%
The Green Party	5	-	1	-	1	-	1	2	-	-	-	-
	1%	-	1%	-	1%	-	1%	1%	-	-	-	-
The BNP	2	-	-	-	2	1	-	-	-	-	-	-
	*	-	-	-	1%	*	-	-	-	-	-	-
Another party	4	-	-	-	-	1	1	2	-	-	-	-
	1%	-	-	-	-	*	1%	1%	-	-	-	-
Will probably not vote	4	-	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-	-
Don't know	259	34	11	65	46	58	13	108	-	-	-	-
	34%	23%	16%	34%	34%	28%	19%	37%	-	-	-	-
Refused	26	-	-	-	1	5	2	3	-	-	-	-
	3%	-	-	-	1%	2%	3%	1%	-	-	-	-

Eastleigh Recontact Survey
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Absolutes/col percents

Table 17
Gender
Base: All respondents

	Gender		Age					SEG				When Made Mind Up						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Today	Since the week-end	In the last week or so	Start of campaign	Before campaign
Base	760	368	392	14	73	120	145	159	245	354	138	98	152	105	86	149	114	200
Male	368	368	-	7	37	58	72	75	116	176	62	51	67	46	39	69	60	101
	48%	100%	-	50%	51%	48%	50%	47%	47%	50%	45%	52%	44%	44%	45%	46%	53%	51%
Female	392	-	392	7	36	62	73	84	129	178	76	47	85	59	47	80	54	99
	52%	-	100%	50%	49%	52%	50%	53%	53%	50%	55%	48%	56%	56%	55%	54%	47%	50%

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Table 17
Gender
Base: All respondents

	Total	By-Election Vote				2010 Vote			General Election Vote			
		Con	Lab	LibDem	UKIP	Con	Lab	LibDem	Con	Lab	LibDem	UKIP
Base	760	147	68	191	136	204	67	295	156	114	115	75
Male	368	85	27	78	74	111	23	138	86	52	58	47
	48%	58%	40%	41%	54%	54%	34%	47%	55%	46%	50%	63%
Female	392	62	41	113	62	93	44	157	70	62	57	28
	52%	42%	60%	59%	46%	46%	66%	53%	45%	54%	50%	37%

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Table 18
Age
Base: All respondents

	Gender			Age						SEG				When Made Mind Up				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Today	Since the week-end	In the last week or so	Start of campaign	Before campaign
Base	760	368	392	14	73	120	145	159	245	354	138	98	152	105	86	149	114	200
18-24	14 2%	7 2%	7 2%	14 100%	- -	- -	- -	- -	- -	6 2%	5 4%	1 1%	2 1%	4 4%	2 2%	- -	1 1%	1 1%
25-34	73 10%	37 10%	36 9%	- -	73 100%	- -	- -	- -	- -	46 13%	12 9%	9 9%	5 3%	6 6%	8 9%	14 9%	8 7%	13 7%
35-44	120 16%	58 16%	62 16%	- -	- -	120 100%	- -	- -	- -	71 20%	21 15%	16 16%	9 6%	22 21%	21 24%	19 13%	12 11%	28 14%
45-54	145 19%	72 20%	73 19%	- -	- -	- -	145 100%	- -	- -	73 21%	30 22%	27 28%	9 6%	27 26%	17 20%	24 16%	22 19%	34 17%
55-64	159 21%	75 20%	84 21%	- -	- -	- -	- -	159 100%	- -	86 24%	23 17%	22 22%	24 16%	26 25%	17 20%	44 30%	21 18%	38 19%
65+	245 32%	116 32%	129 33%	- -	- -	- -	- -	- -	245 100%	71 20%	47 34%	23 23%	100 66%	19 18%	20 23%	47 32%	50 44%	85 43%
Refused	4 1%	3 1%	1 *	- -	- -	- -	- -	- -	- -	1 *	- -	- -	3 2%	1 1%	1 1%	1 1%	- -	1 1%

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Table 18
Age
Base: All respondents

	Total	By-Election Vote				2010 Vote			General Election Vote			
		Con	Lab	LibDem	UKIP	Con	Lab	LibDem	Con	Lab	LibDem	UKIP
Base	760	147	68	191	136	204	67	295	156	114	115	75
18-24	14 2%	1 1%	-	4 2%	3 2%	1 *	1 1%	6 2%	2 1%	3 3%	2 2%	3 4%
25-34	73 10%	13 9%	7 10%	20 10%	6 4%	17 8%	8 12%	26 9%	15 10%	11 10%	11 10%	4 5%
35-44	120 16%	21 14%	9 13%	31 16%	21 15%	27 13%	10 15%	49 17%	22 14%	16 14%	20 17%	12 16%
45-54	145 19%	23 16%	23 34%	32 17%	26 19%	35 17%	19 28%	58 20%	24 15%	30 26%	22 19%	18 24%
55-64	159 21%	29 20%	8 12%	41 21%	33 24%	40 20%	12 18%	66 22%	38 24%	14 12%	26 23%	13 17%
65+	245 32%	60 41%	21 31%	62 32%	46 34%	83 41%	17 25%	88 30%	55 35%	40 35%	32 28%	25 33%
Refused	4 1%	-	-	1 1%	1 1%	1 *	-	2 1%	-	-	2 2%	-

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Table 19
SEG
Base: All respondents

	Gender			Age						SEG				When Made Mind Up				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Today	Since the week-end	In the last week or so	Start of campaign	Before campaign
Base	760	368	392	14	73	120	145	159	245	354	138	98	152	105	86	149	114	200
A	135 18%	75 20%	60 15%	2 14%	16 22%	26 22%	27 19%	26 16%	38 16%	135 38%	-	-	-	17 16%	14 16%	36 24%	25 22%	29 15%
B	219 29%	101 27%	118 30%	4 29%	30 41%	45 38%	46 32%	60 38%	33 13%	219 62%	-	-	-	37 35%	27 31%	49 33%	26 23%	55 28%
C1	138 18%	62 17%	76 19%	5 36%	12 16%	21 18%	30 21%	23 14%	47 19%	-	138 100%	-	-	24 23%	22 26%	22 15%	24 21%	28 14%
C2	98 13%	51 14%	47 12%	1 7%	9 12%	16 13%	27 19%	22 14%	23 9%	-	-	98 100%	-	12 11%	5 6%	20 13%	9 8%	29 15%
D	37 5%	20 5%	17 4%	2 14%	3 4%	8 7%	6 4%	7 4%	10 4%	-	-	-	37 24%	4 4%	7 8%	5 3%	7 6%	9 5%
E	115 15%	47 13%	68 17%	-	2 3%	1 1%	3 2%	17 11%	90 37%	-	-	-	115 76%	6 6%	11 13%	16 11%	20 18%	44 22%
Refused	18 2%	12 3%	6 2%	-	1 1%	3 3%	6 4%	4 3%	4 2%	-	-	-	-	5 5%	-	1 1%	3 3%	6 3%

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Table 19
SEG
Base: All respondents

	Total	By-Election Vote				2010 Vote			General Election Vote			
		Con	Lab	LibDem	UKIP	Con	Lab	LibDem	Con	Lab	LibDem	UKIP
Base	760	147	68	191	136	204	67	295	156	114	115	75
A	135 18%	34 23%	8 12%	31 16%	28 21%	45 22%	6 9%	51 17%	40 26%	13 11%	21 18%	11 15%
B	219 29%	41 28%	24 35%	69 36%	32 24%	57 28%	23 34%	101 34%	46 29%	42 37%	41 36%	16 21%
C1	138 18%	27 18%	11 16%	33 17%	27 20%	41 20%	15 22%	44 15%	29 19%	24 21%	16 14%	12 16%
C2	98 13%	16 11%	10 15%	17 9%	20 15%	18 9%	9 13%	39 13%	11 7%	15 13%	14 12%	16 21%
D	37 5%	3 2%	4 6%	10 5%	8 6%	9 4%	4 6%	12 4%	7 4%	6 5%	3 3%	8 11%
E	115 15%	24 16%	11 16%	26 14%	18 13%	31 15%	7 10%	43 15%	22 14%	12 11%	19 17%	11 15%
Refused	18 2%	2 1%	-	5 3%	3 2%	3 1%	3 4%	5 2%	1 1%	2 2%	1 1%	1 1%

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Table 20
Ethnicity
Base: All respondents

	Gender		Age						SEG				When Made Mind Up					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Today	Since the week-end	In the last week or so	Start of campaign	Before campaign
Base	760	368	392	14	73	120	145	159	245	354	138	98	152	105	86	149	114	200
White	735 97%	351 95%	384 98%	13 93%	71 97%	116 97%	138 95%	154 97%	239 98%	343 97%	132 96%	94 96%	149 98%	102 97%	83 97%	143 96%	112 98%	196 98%
Mixed	2 *	2 1%	-	-	-	2 2%	-	-	-	-	1 1%	1 1%	-	-	1 1%	-	-	-
NET: Asian	4 1%	3 1%	1 *	1 7%	-	-	2 1%	1 1%	-	2 1%	2 1%	-	-	-	-	1 1%	1 1%	1 1%
Indian	2 *	1 *	1 *	-	-	-	1 1%	1 1%	-	2 1%	-	-	-	-	-	1 1%	-	1 1%
Other Asian background	2 *	2 1%	-	1 7%	-	-	1 1%	-	-	-	2 1%	-	-	-	-	-	1 1%	-
NET: Black	4 1%	1 *	3 1%	-	2 3%	1 1%	1 1%	-	-	2 1%	1 1%	1 1%	-	-	1 1%	-	1 1%	-
Black African	1 *	1 *	-	-	1 1%	-	-	-	-	1 *	-	-	-	-	-	-	1 1%	-
Black Caribbean	2 *	-	2 1%	-	-	1 1%	1 1%	-	-	1 *	1 1%	-	-	-	1 1%	-	-	-
Other Black background	1 *	-	1 *	-	1 1%	-	-	-	-	-	-	1 1%	-	-	-	-	-	-
Chinese	2 *	2 1%	-	-	-	1 1%	1 1%	-	-	2 1%	-	-	-	1 1%	-	-	-	-
Other	5 1%	4 1%	1 *	-	-	-	1 1%	1 1%	3 1%	2 1%	-	2 2%	1 1%	1 1%	-	1 1%	-	2 1%
Refused	8 1%	5 1%	3 1%	-	-	-	2 1%	3 2%	3 1%	3 1%	-	-	2 1%	1 1%	1 1%	4 3%	-	1 1%

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Table 20
Ethnicity
Base: All respondents

	Total	By-Election Vote				2010 Vote			General Election Vote			
		Con	Lab	LibDem	UKIP	Con	Lab	LibDem	Con	Lab	LibDem	UKIP
Base	760	147	68	191	136	204	67	295	156	114	115	75
White	735 97%	143 97%	66 97%	189 99%	134 99%	198 97%	62 93%	289 98%	152 97%	105 92%	115 100%	75 100%
Mixed	2 *	-	-	-	-	1 *	-	-	-	1 1%	-	-
NET: Asian	4 1%	-	1 1%	1 1%	1 1%	-	1 1%	1 *	-	3 3%	-	-
Indian	2 *	-	1 1%	1 1%	-	-	1 1%	-	-	2 2%	-	-
Other Asian background	2 *	-	-	-	1 1%	-	-	1 *	-	1 1%	-	-
NET: Black	4 1%	1 1%	-	-	-	-	3 4%	1 *	-	2 2%	-	-
Black African	1 *	1 1%	-	-	-	-	1 1%	-	-	1 1%	-	-
Black Caribbean	2 *	-	-	-	-	-	1 1%	1 *	-	-	-	-
Other Black background	1 *	-	-	-	-	-	1 1%	-	-	1 1%	-	-
Chinese	2 *	-	-	1 1%	-	-	1 1%	1 *	-	1 1%	-	-
Other	5 1%	1 1%	1 1%	-	1 1%	2 1%	-	2 1%	2 1%	1 1%	-	-
Refused	8 1%	2 1%	-	-	-	3 1%	-	1 *	2 1%	1 1%	-	-

Eastleigh Recontact Survey

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Table 21
Likelihood to vote in by-election
Base: All respondents

		Gender		Age						SEG				When Made Mind Up					
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Today	Since the week-end	In the last week or so	Start of campaign	Before campaign
Base		760	368	392	14	73	120	145	159	245	354	138	98	152	105	86	149	114	200
Absolutely certain to vote	(10)	503 66%	241 65%	262 67%	2 14%	29 40%	68 57%	94 65%	111 70%	195 80%	246 69%	88 64%	53 54%	103 68%	63 60%	49 57%	107 72%	92 81%	174 87%
	(9)	44 6%	22 6%	22 6%	1 7%	2 3%	12 10%	8 6%	10 6%	11 4%	20 6%	8 6%	4 4%	10 7%	12 11%	9 10%	13 9%	3 3%	3 2%
	(8)	60 8%	32 9%	28 7%	1 7%	13 18%	7 6%	13 9%	15 9%	11 4%	24 7%	14 10%	10 10%	11 7%	7 7%	12 14%	15 10%	9 8%	9 5%
	(7)	31 4%	14 4%	17 4%	1 7%	2 3%	8 7%	9 6%	6 4%	5 2%	17 5%	4 3%	2 2%	8 5%	8 8%	6 7%	4 3%	2 2%	4 2%
	(6)	14 2%	7 2%	7 2%	- -	4 5%	2 2%	2 1%	4 3%	2 1%	6 2%	4 3%	1 1%	2 1%	2 2%	2 2%	1 1%	2 2%	2 1%
	(5)	42 6%	19 5%	23 6%	4 29%	8 11%	6 5%	8 6%	8 5%	8 3%	15 4%	9 7%	12 12%	6 4%	9 9%	1 1%	5 3%	4 4%	2 1%
	(4)	8 1%	3 1%	5 1%	2 14%	1 1%	2 2%	2 1%	- -	1 *	5 1%	2 1%	1 1%	- -	- -	2 2%	2 1%	- -	2 1%
	(3)	11 1%	3 1%	8 2%	3 21%	2 3%	3 3%	2 1%	- -	1 *	5 1%	4 3%	2 2%	- -	3 3%	- -	1 1%	- -	1 1%
	(2)	6 1%	5 1%	1 *	- -	2 3%	1 1%	1 1%	- -	2 1%	2 1%	- -	1 1%	3 2%	- -	2 2%	- -	- -	1 1%
Definitely would not vote	(1)	38 5%	21 6%	17 4%	- -	9 12%	11 9%	5 3%	5 3%	8 3%	13 4%	3 2%	12 12%	9 6%	1 1%	3 3%	1 1%	1 1%	2 1%
Refused		1 *	- -	1 *	- -	1 1%	- -	- -	- -	- -	- -	1 1%	- -	- -	- -	- -	- -	- -	- -
Not stated		2 *	1 *	1 *	- -	- -	- -	1 1%	- -	1 *	1 *	1 1%	- -	- -	- -	- -	- -	1 1%	- -
Mean		8.63	8.59	8.67	5.79	7.13	8.10	8.69	9.00	9.19	8.82	8.71	7.65	8.69	8.73	8.62	9.25	9.43	9.52
Standard deviation		2.49	2.56	2.43	2.55	3.21	2.95	2.32	2.00	2.06	2.30	2.23	3.22	2.53	2.03	2.29	1.58	1.44	1.52
Standard error		0.09	0.13	0.12	0.68	0.38	0.27	0.19	0.16	0.13	0.12	0.19	0.33	0.21	0.20	0.25	0.13	0.14	0.11

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Table 21
Likelihood to vote in by-election
Base: All respondents

	Total	By-Election Vote				2010 Vote			General Election Vote				
		Con	Lab	LibDem	UKIP	Con	Lab	LibDem	Con	Lab	LibDem	UKIP	
Base	760	147	68	191	136	204	67	295	156	114	115	75	
Absolutely certain to vote	(10)	503 66%	117 80%	48 71%	139 73%	98 72%	154 75%	45 67%	213 72%	122 78%	71 62%	85 74%	52 69%
	(9)	44 6%	7 5%	5 7%	12 6%	7 5%	14 7%	5 7%	16 5%	7 4%	5 4%	4 3%	4 5%
	(8)	60 8%	8 5%	7 10%	18 9%	12 9%	12 6%	9 13%	26 9%	8 5%	13 11%	8 7%	3 4%
	(7)	31 4%	6 4%	2 3%	7 4%	5 4%	8 4%	- -	15 5%	7 4%	2 2%	5 4%	2 3%
	(6)	14 2%	- -	2 3%	4 2%	2 1%	1 *	1 1%	5 2%	1 1%	4 4%	2 2%	2 3%
	(5)	42 6%	2 1%	1 1%	8 4%	4 3%	7 3%	2 3%	12 4%	4 3%	6 5%	6 5%	5 7%
	(4)	8 1%	3 2%	1 1%	1 1%	1 1%	2 *	2 3%	2 1%	2 1%	2 2%	1 1%	1 1%
	(3)	11 1%	2 1%	1 1%	1 1%	- -	2 1%	1 1%	1 *	3 2%	2 2%	1 1%	1 1%
	(2)	6 1%	2 1%	- -	1 1%	- -	2 1%	- -	1 *	- -	1 1%	- -	- -
Definitely would not vote	(1)	38 5%	- -	1 1%	- -	6 4%	2 1%	2 3%	4 1%	1 1%	8 7%	3 3%	4 5%
Refused		1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Not stated		2 *	- -	- -	- -	1 1%	1 *	- -	- -	1 1%	- -	- -	1 1%
Mean		8.63	9.33	9.12	9.24	9.01	9.24	8.90	9.13	9.29	8.34	9.02	8.68
Standard deviation		2.49	1.68	1.82	1.54	2.15	1.77	2.16	1.77	1.69	2.75	2.05	2.54
Standard error		0.09	0.14	0.22	0.11	0.19	0.12	0.26	0.10	0.14	0.26	0.19	0.30

Eastleigh Recontact Survey

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Table 22
Voting Intention
Base: All respondents

	Gender		Age						SEG				When Made Mind Up					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Today	Since the week-end	In the last week or so	Start of campaign	Before campaign
Base	760	368	392	14	73	120	145	159	245	354	138	98	152	105	86	149	114	200
Conservative	146 19%	79 21%	67 17%	3 21%	8 11%	17 14%	24 17%	29 18%	65 27%	79 22%	24 17%	13 13%	29 19%	14 13%	7 8%	29 19%	24 21%	58 29%
Labour	68 9%	34 9%	34 9%	2 14%	5 7%	10 8%	24 17%	9 6%	18 7%	28 8%	17 12%	8 8%	13 9%	6 6%	6 7%	10 7%	10 9%	25 13%
Liberal Democrats	165 22%	64 17%	101 26%	2 14%	25 34%	25 21%	30 21%	31 19%	51 21%	74 21%	29 21%	27 28%	33 22%	20 19%	14 16%	37 25%	26 23%	55 28%
UKIP	105 14%	56 15%	49 13%	1 7%	7 10%	14 12%	16 11%	27 17%	39 16%	43 12%	22 16%	15 15%	23 15%	13 12%	10 12%	23 15%	27 24%	25 13%
Darren Procter, the Trade Unionist and Socialist Coalition candidate	1 *	1 *	-	-	-	-	1 1%	-	-	-	1 1%	-	-	-	-	1 1%	-	-
Iain MacIennan, the National Health Action Party candidate	7 1%	3 1%	4 1%	-	-	2 2%	1 1%	-	3 1%	3 1%	1 1%	2 2%	1 1%	1 1%	2 2%	2 1%	2 2%	-
Michael Walters, the English Democrats candidate	1 *	-	1 *	-	-	-	-	1 1%	-	1 *	-	-	-	-	-	1 1%	-	-
The BNP	1 *	1 *	-	-	-	1 1%	-	-	-	-	1 1%	-	-	-	1 1%	-	-	-
The Green Party	1 *	1 *	-	-	-	-	-	1 1%	-	1 *	-	-	-	-	-	1 1%	-	-
Other	10 1%	7 2%	3 1%	-	-	2 2%	4 3%	2 1%	1 *	8 2%	1 1%	-	1 1%	3 3%	4 5%	3 2%	-	-
Would not vote	38 5%	21 6%	17 4%	-	9 12%	11 9%	5 3%	5 3%	8 3%	13 4%	3 2%	12 12%	9 6%	1 1%	3 3%	1 1%	1 1%	2 1%
Refused	59 8%	21 6%	38 10%	-	-	11 9%	6 4%	19 12%	23 9%	20 6%	9 7%	6 6%	21 14%	4 4%	8 9%	11 7%	14 12%	21 11%
Don't know	155 20%	79 21%	76 19%	6 43%	18 25%	27 23%	33 23%	35 22%	36 15%	83 23%	28 20%	15 15%	22 14%	43 41%	31 36%	30 20%	9 8%	14 7%

Lord Ashcroft

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Table 22
Voting Intention
Base: All respondents

	Gender		Age						SEG				When Made Mind Up					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Today	Since the week-end	In the last week or so	Start of campaign	Before campaign
Base	760	368	392	14	73	120	145	159	245	354	138	98	152	105	86	149	114	200
Not stated	3 *	1 *	2 1%	- -	1 1%	- -	1 1%	- -	1 *	1 *	2 1%	- -	- -	- -	- -	- -	1 1%	- -

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Table 22
Voting Intention
Base: All respondents

	Total	By-Election Vote				2010 Vote			General Election Vote			
		Con	Lab	LibDem	UKIP	Con	Lab	LibDem	Con	Lab	LibDem	UKIP
Base	760	147	68	191	136	204	67	295	156	114	115	75
Conservative	146 19%	112 76%	1 1%	5 3%	9 7%	104 51%	3 4%	24 8%	102 65%	2 2%	3 3%	5 7%
Labour	68 9%	1 1%	46 68%	4 2%	2 1%	3 1%	28 42%	28 9%	- -	60 53%	- -	1 1%
Liberal Democrats	165 22%	10 7%	5 7%	114 60%	7 5%	21 10%	11 16%	114 39%	19 12%	19 17%	70 61%	5 7%
UKIP	105 14%	4 3%	1 1%	3 2%	83 61%	29 14%	7 10%	35 12%	9 6%	4 4%	3 3%	50 67%
Darren Procter, the Trade Unionist and Socialist Coalition candidate	1 *	- -	- -	- -	1 1%	1 *	- -	- -	- -	- -	- -	- -
Iain MacLennan, the National Health Action Party candidate	7 1%	- -	1 1%	- -	1 1%	3 1%	- -	4 1%	1 1%	1 1%	1 1%	- -
Michael Walters, the English Democrats candidate	1 *	- -	- -	- -	1 1%	- -	- -	1 *	1 1%	- -	- -	- -
The BNP	1 *	- -	- -	- -	1 1%	1 *	- -	- -	- -	- -	- -	1 1%
The Green Party	1 *	- -	- -	1 1%	- -	- -	- -	- -	- -	1 1%	- -	- -
Other	10 1%	- -	- -	3 2%	2 1%	1 *	1 1%	7 2%	1 1%	1 1%	3 3%	- -
Would not vote	38 5%	- -	1 1%	- -	6 4%	2 1%	2 3%	4 1%	1 1%	8 7%	3 3%	4 5%
Refused	59 8%	4 3%	4 6%	11 6%	4 3%	6 3%	3 4%	14 5%	5 3%	4 4%	8 7%	2 3%
Don't know	155 20%	16 11%	9 13%	50 26%	18 13%	32 16%	12 18%	64 22%	16 10%	14 12%	24 21%	6 8%

Lord Ashcroft

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Absolutes/col percents

Table 22
Voting Intention
Base: All respondents

	Total	By-Election Vote				2010 Vote			General Election Vote			
		Con	Lab	LibDem	UKIP	Con	Lab	LibDem	Con	Lab	LibDem	UKIP
Base	760	147	68	191	136	204	67	295	156	114	115	75
Not stated	3 *	-	-	-	1 1%	1 *	-	-	1 1%	-	-	1 1%

Eastleigh Recontact Survey

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Absolutes/col percents

Table 23
2010 Vote
Base: All respondents

	Gender			Age						SEG				When Made Mind Up				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Today	Since the week-end	In the last week or so	Start of campaign	Before campaign
Base	760	368	392	14	73	120	145	159	245	354	138	98	152	105	86	149	114	200
Conservative	204 27%	111 30%	93 24%	1 7%	17 23%	27 23%	35 24%	40 25%	83 34%	102 29%	41 30%	18 18%	40 26%	26 25%	21 24%	38 26%	33 29%	70 35%
Labour	67 9%	23 6%	44 11%	1 7%	8 11%	10 8%	19 13%	12 8%	17 7%	29 8%	15 11%	9 9%	11 7%	11 10%	4 5%	13 9%	9 8%	21 11%
Liberal Democrats	295 39%	138 38%	157 40%	6 43%	26 36%	49 41%	58 40%	66 42%	88 36%	152 43%	44 32%	39 40%	55 36%	46 44%	45 52%	71 48%	47 41%	70 35%
Or another party	26 3%	16 4%	10 3%	- -	- -	1 1%	4 3%	7 4%	14 6%	6 2%	5 4%	8 8%	5 3%	3 3%	2 2%	6 4%	3 3%	11 6%
Did not vote	115 15%	55 15%	60 15%	6 43%	21 29%	22 18%	23 16%	18 11%	25 10%	42 12%	26 19%	19 19%	26 17%	10 10%	8 9%	12 8%	11 10%	13 7%
Refused	39 5%	19 5%	20 5%	- -	- -	5 4%	5 3%	13 8%	15 6%	17 5%	4 3%	4 4%	12 8%	5 5%	5 6%	7 5%	9 8%	12 6%
Don't know	14 2%	6 2%	8 2%	- -	1 1%	6 5%	1 1%	3 2%	3 1%	6 2%	3 2%	1 1%	3 2%	4 4%	1 1%	2 1%	2 2%	3 2%

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Table 23
2010 Vote
Base: All respondents

	Total	By-Election Vote				2010 Vote			General Election Vote			
		Con	Lab	LibDem	UKIP	Con	Lab	LibDem	Con	Lab	LibDem	UKIP
Base	760	147	68	191	136	204	67	295	156	114	115	75
Conservative	204	103	1	25	38	204	-	-	113	4	4	18
	27%	70%	1%	13%	28%	100%	-	-	72%	4%	3%	24%
Labour	67	3	26	12	9	-	67	-	-	44	2	4
	9%	2%	38%	6%	7%	-	100%	-	-	39%	2%	5%
Liberal Democrats	295	28	35	130	49	-	-	295	24	43	95	18
	39%	19%	51%	68%	36%	-	-	100%	15%	38%	83%	24%
Or another party	26	2	1	2	16	-	-	-	1	2	-	14
	3%	1%	1%	1%	12%	-	-	-	1%	2%	-	19%
Did not vote	115	8	2	14	20	-	-	-	14	17	10	19
	15%	5%	3%	7%	15%	-	-	-	9%	15%	9%	25%
Refused	39	3	2	3	2	-	-	-	4	3	2	1
	5%	2%	3%	2%	1%	-	-	-	3%	3%	2%	1%
Don't know	14	-	1	5	2	-	-	-	-	1	2	1
	2%	-	1%	3%	1%	-	-	-	-	1%	2%	1%