

Eastbourne Poll

CATI Fieldwork : 27th August - 5th September 2014

Absolutes/col percents

Table 1

Q.1 Many people say that if there was a new general election they probably wouldn't vote at all, while others say they definitely would vote. Please say how likely you would be to vote in a new general election?

Base: All respondents

	Total	Gender		Age						SEG				Voting Intention					2010 Vote				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Green	Other	Con	Lab	LibDem	
Unweighted base	1000	435	565	54	99	127	157	177	384	338	195	134	286	226	97	167	189	32	14	267	58	249	
Weighted base	1000	478	522	105	141	154	159	154	286	181	317	211	244	194	96	174	188	34	14	226	32	256	
Certain to vote	(10)	507	245	262	17	47	72	84	93	193	102	162	112	111	120	57	91	118	19	5	168	23	174
		51%	51%	50%	16%	33%	47%	53%	61%	68%	56%	51%	53%	46%	62%	60%	52%	63%	57%	33%	74%	72%	68%
	(9)	60	29	31	4	5	11	13	11	16	19	21	6	14	14	12	10	3	1	15	2	31	
		6%	6%	6%	4%	4%	7%	8%	7%	6%	10%	7%	3%	6%	7%	12%	7%	6%	10%	5%	6%	5%	12%
	(8)	83	30	53	11	11	11	13	14	21	18	29	13	21	24	8	20	15	2	1	21	3	17
		8%	6%	10%	11%	8%	7%	8%	9%	7%	10%	9%	6%	9%	12%	8%	11%	8%	6%	7%	9%	9%	7%
	(7)	47	29	18	12	7	7	6	7	9	6	18	8	12	9	5	10	5	4	3	6	1	12
		5%	6%	3%	11%	5%	4%	4%	4%	3%	3%	6%	4%	5%	5%	5%	6%	3%	11%	20%	3%	2%	5%
	(6)	27	11	17	-	7	9	8	-	4	3	5	12	7	8	1	8	2	2	2	4	-	3
		3%	2%	3%	-	5%	6%	5%	-	1%	2%	2%	6%	3%	4%	1%	5%	1%	5%	13%	2%	-	1%
	(5)	79	34	45	20	13	13	12	9	12	11	25	16	21	14	5	13	17	2	2	4	-	12
		8%	7%	9%	19%	9%	9%	8%	6%	4%	6%	8%	7%	8%	7%	5%	8%	9%	5%	11%	2%	-	5%
	(4)	25	12	13	10	6	1	2	2	4	4	9	2	8	1	3	9	3	-	1	1	1	3
		2%	3%	2%	9%	4%	1%	1%	2%	1%	2%	3%	1%	3%	*	3%	5%	2%	-	8%	*	4%	1%
	(3)	37	21	16	8	15	5	4	2	2	5	6	12	12	4	2	5	12	-	*	4	1	2
		4%	4%	3%	8%	10%	3%	3%	2%	1%	3%	2%	6%	5%	2%	2%	3%	6%	-	3%	2%	2%	1%
	(2)	22	12	10	11	4	2	4	2	-	4	7	9	1	-	3	6	5	2	-	2	-	1
		2%	3%	2%	10%	3%	1%	2%	1%	-	2%	2%	4%	*	-	3%	4%	3%	6%	-	1%	-	*
Definitely would not vote	(1)	108	51	58	12	25	23	13	13	23	11	34	22	35	-	-	-	-	-	-	3	2	2
		11%	11%	11%	12%	17%	15%	8%	9%	8%	6%	11%	10%	14%	-	-	-	-	-	-	1%	5%	1%
Refused		2	2	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-
		*	*	-	-	-	-	-	-	*	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know		3	2	1	-	1	-	-	-	2	-	-	-	3	-	-	-	-	-	-	-	-	-
		*	*	*	-	1%	-	-	-	1%	-	-	-	1%	-	-	-	-	-	-	-	-	-
Mean		7.56	7.54	7.57	5.48	6.17	7.31	7.87	8.24	8.59	8.21	7.65	7.41	7.20	8.87	8.66	8.17	8.46	8.51	7.44	9.20	8.84	9.11
Standard deviation		3.20	3.23	3.18	3.04	3.48	3.34	2.98	2.89	2.69	2.77	3.15	3.31	3.35	1.79	2.20	2.44	2.46	2.29	2.27	1.80	2.48	1.72
Standard error		0.10	0.16	0.13	0.41	0.35	0.30	0.24	0.22	0.14	0.15	0.23	0.29	0.20	0.12	0.22	0.19	0.18	0.41	0.61	0.11	0.33	0.11

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Table 2

Q.2 If there was a general election tomorrow, which party would you vote for?**Base: All respondents**

	Total	Gender		Age					SEG				Voting Intention						2010 Vote			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Green	Other	Con	Lab	LibDem
Unweighted base	1000	435	565	54	99	127	157	177	384	338	195	134	286	226	97	167	189	32	14	267	58	249
Weighted base	1000	478	522	105	141	154	159	154	286	181	317	211	244	194	96	174	188	34	14	226	32	256
Conservative	194	90	104	17	18	26	29	35	68	55	49	43	40	194	-	-	-	-	-	127	-	27
	19%	19%	20%	16%	12%	17%	19%	23%	24%	30%	16%	21%	16%	100%	-	-	-	-	-	56%	-	10%
Labour	96	44	53	13	23	12	20	10	17	15	40	14	24	-	96	-	-	-	-	3	22	35
	10%	9%	10%	12%	17%	8%	13%	7%	6%	8%	13%	7%	10%	-	100%	-	-	-	-	2%	69%	14%
Liberal Democrat	174	84	91	10	29	30	28	33	44	36	63	30	40	-	-	174	-	-	-	8	3	105
	17%	17%	17%	9%	20%	20%	18%	21%	16%	20%	20%	14%	16%	-	-	100%	-	-	-	4%	8%	41%
The UK Independence Party (UKIP)	188	100	88	19	12	24	30	34	69	23	57	47	57	-	-	-	188	-	-	55	4	43
	19%	21%	17%	18%	8%	15%	19%	22%	24%	13%	18%	23%	23%	-	-	-	100%	-	-	24%	12%	17%
The Green Party	34	11	22	3	6	6	11	4	4	9	13	6	2	-	-	-	-	34	-	2	*	14
	3%	2%	4%	3%	4%	4%	7%	3%	1%	5%	4%	3%	1%	-	-	-	-	100%	-	1%	1%	5%
The British National Party (BNP)	2	1	1	-	1	-	-	-	1	-	-	-	2	-	-	-	-	-	2	-	-	-
	*	*	*	-	1%	-	-	-	*	-	-	-	1%	-	-	-	-	-	14%	-	-	-
Some other party	12	11	1	2	3	3	1	2	2	5	2	4	2	-	-	-	-	-	12	*	-	5
	1%	2%	*	2%	2%	2%	1%	1%	1%	3%	1%	2%	1%	-	-	-	-	-	86%	*	-	2%
Would not vote	108	51	58	12	25	23	13	13	23	11	34	22	35	-	-	-	-	-	-	3	2	2
	11%	11%	11%	12%	17%	15%	8%	9%	8%	6%	11%	10%	14%	-	-	-	-	-	-	1%	5%	1%
Refused	58	30	28	4	3	8	8	8	27	9	17	7	12	-	-	-	-	-	-	8	*	2
	6%	6%	5%	3%	2%	5%	5%	5%	9%	5%	5%	3%	5%	-	-	-	-	-	-	4%	1%	1%
Don't know	133	56	77	25	22	22	18	14	31	17	42	38	30	-	-	-	-	-	-	19	1	24
	13%	12%	15%	24%	16%	15%	11%	9%	11%	9%	13%	18%	12%	-	-	-	-	-	-	8%	3%	9%

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Table 3

Q.2 If there was a general election tomorrow, which party would you vote for?**Base: All respondents expressing an intention to vote (Turnout Weighted)****This table has been weighted on the basis of past voting to be politically representative of the constituency and includes only those most likely to vote****THIS TABLE DOES NOT INCLUDE ADJUSTMENT FOR DON'T KNOW/REFUSERS**

	Total	Gender		Age						SEG				Voting Intention						2010 Vote		
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Green	Other	Con	Lab	LibDem
Unweighted base	527	233	293	15	35	61	89	107	219	208	100	68	141	172	74	115	137	22	7	190	43	178
Weighted base	484	232	252	26	50	72	85	91	161	107	155	102	111	143	69	112	129	23	7	159	23	181
Conservative	143	66	76	9	11	17	23	28	54	42	35	33	30	143	-	-	-	-	-	103	-	19
	29%	29%	30%	34%	23%	23%	28%	31%	34%	39%	23%	32%	27%	100%	-	-	-	-	-	65%	-	11%
Labour	69	33	36	5	15	11	15	9	13	13	32	9	14	-	69	-	-	-	-	2	18	30
	14%	14%	14%	18%	31%	15%	18%	10%	8%	12%	21%	9%	13%	-	100%	-	-	-	-	2%	79%	16%
Liberal Democrat	112	51	62	4	11	22	18	22	36	26	39	18	27	-	-	112	-	-	-	7	2	81
	23%	22%	24%	16%	21%	30%	22%	24%	22%	24%	25%	17%	24%	-	-	100%	-	-	-	4%	8%	45%
The UK Independence Party (UKIP)	129	69	60	5	5	17	21	28	53	17	37	37	37	-	-	-	129	-	-	44	3	37
	27%	30%	24%	21%	10%	24%	25%	31%	33%	16%	24%	36%	33%	-	-	-	100%	-	-	28%	12%	20%
The Green Party	23	7	16	2	5	5	6	2	3	7	11	4	1	-	-	-	-	23	-	2	*	11
	5%	3%	6%	8%	10%	7%	7%	2%	2%	6%	7%	4%	1%	-	-	-	-	100%	-	1%	1%	6%
The British National Party (BNP)	1	1	1	-	1	-	-	-	1	-	-	-	1	-	-	-	-	-	1	-	-	-
	*	*	*	-	1%	-	-	-	*	-	-	-	1%	-	-	-	-	-	16%	-	-	-
Some other party	6	6	1	1	2	1	1	1	*	2	1	2	*	-	-	-	-	-	6	*	-	3
	1%	2%	*	3%	3%	1%	1%	2%	*	2%	1%	2%	*	-	-	-	-	-	84%	*	-	2%

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Table 4

Voting Intention (Turnout Weighted)

This table is based on a manual adjustment of data reallocating some don't knows - a procedure which addresses the spiral of silence among some groups of voters, which has successfully increased the accuracy of voting intention polls at recent General Elections

	<u>Total</u>
Conservative	31%
Labour	14%
Liberal Democrat	24%
UKIP	26%
Green	5%
Other	1%

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Absolutes/col percents

Table 5

Q.3 Thinking specifically about your own PARLIAMENTARY constituency at the next General Election and the candidates who are likely to stand FOR ELECTION TO WESTMINSTER there, which party's candidate do you think you will vote for in your own constituency?

Base: All respondents

	Total	Gender		Age					SEG				Voting Intention					2010 Vote				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Green	Other	Con	Lab	LibDem
Unweighted base	1000	435	565	54	99	127	157	177	384	338	195	134	286	226	97	167	189	32	14	267	58	249
Weighted base	1000	478	522	105	141	154	159	154	286	181	317	211	244	194	96	174	188	34	14	226	32	256
Conservative	161 16%	78 16%	83 16%	13 12%	12 9%	15 10%	28 17%	26 17%	67 23%	45 25%	41 13%	34 16%	39 16%	137 71%	1 1%	1 *	11 6%	1 4%	- -	114 50%	* 1%	12 5%
Labour	62 6%	32 7%	29 6%	12 12%	17 12%	2 1%	15 10%	9 6%	6 2%	7 4%	26 8%	16 8%	11 4%	- -	50 52%	- -	3 2%	2 5%	1 7%	3 1%	11 36%	14 5%
Liberal Democrat	348 35%	145 30%	203 39%	28 27%	52 37%	65 42%	58 37%	63 41%	82 29%	71 39%	116 37%	76 36%	73 30%	46 24%	38 39%	170 98%	31 17%	14 42%	3 21%	43 19%	14 45%	180 70%
The UK Independence Party (UKIP)	141 14%	81 17%	60 11%	20 19%	12 9%	16 10%	21 13%	25 16%	47 17%	17 10%	43 14%	27 13%	49 20%	4 2%	3 3%	- -	129 69%	- -	1 5%	39 17%	2 7%	24 9%
The Green Party	17 2%	7 2%	9 2%	1 1%	1 1%	4 2%	6 4%	2 1%	3 1%	5 3%	5 2%	2 1%	2 1%	- -	- -	* *	1 *	13 38%	1 6%	2 1%	* 1%	7 3%
The British National Party (BNP)	1 *	- -	1 *	- -	- -	- -	- -	- -	1 *	- -	- -	- -	1 *	- -	- -	- -	- -	- -	1 5%	- -	- -	- -
Some other party	15 1%	10 2%	4 1%	1 1%	2 2%	6 4%	1 1%	2 1%	3 1%	4 2%	2 1%	8 4%	1 *	1 1%	1 *	* *	2 1%	1 2%	6 44%	1 *	- -	6 2%
Would not vote	108 11%	51 11%	58 11%	12 12%	25 17%	23 15%	13 8%	13 9%	23 8%	11 6%	34 11%	22 10%	35 14%	- -	- -	- -	- -	- -	- -	3 1%	2 5%	2 1%
Refused	39 4%	19 4%	20 4%	2 2%	3 2%	3 2%	7 4%	5 3%	18 6%	6 4%	13 4%	1 1%	8 3%	- -	- -	- -	- -	- -	- -	4 2%	- -	1 *
Don't know	108 11%	53 11%	55 10%	16 15%	17 12%	21 14%	10 6%	8 5%	36 13%	15 8%	37 12%	25 12%	25 10%	6 3%	4 4%	3 2%	10 6%	3 9%	2 12%	17 8%	1 5%	12 5%

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Table 6

Q.3 Thinking specifically about your own PARLIAMENTARY constituency at the next General Election and the candidates who are likely to stand FOR ELECTION TO WESTMINSTER there, which party's candidate do you think you will vote for in your own constituency?

Base: All respondents expressing an intention to vote (Turnout Weighted)

This table has been weighted on the basis of past voting to be politically representative of the constituency and includes only those most likely to vote

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

	Total	Gender		Age						SEG				Voting Intention						2010 Vote		
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Green	Other	Con	Lab	LibDem
Unweighted base	547	245	302	16	38	62	93	113	225	214	101	75	145	166	71	114	130	20	6	194	43	186
Weighted base	508	244	265	30	54	75	91	95	164	109	158	113	116	137	67	111	123	21	7	163	23	190
Conservative	119	62	58	7	9	8	22	20	52	34	29	27	28	102	1	1	8	1	-	93	*	9
	23%	25%	22%	25%	17%	11%	24%	22%	32%	31%	18%	23%	24%	75%	1%	1%	6%	6%	-	57%	2%	5%
Labour	38	22	16	4	10	2	10	8	5	5	18	8	6	-	33	-	3	*	1	2	9	11
	8%	9%	6%	13%	18%	2%	11%	8%	3%	5%	11%	7%	5%	-	50%	-	2%	2%	8%	1%	38%	6%
Liberal Democrat	237	96	141	13	29	48	41	43	64	50	79	51	50	33	30	110	24	10	1	35	12	138
	47%	39%	53%	44%	53%	65%	45%	45%	39%	46%	50%	45%	43%	24%	45%	99%	20%	46%	18%	21%	53%	73%
The UK Independence Party (UKIP)	92	52	41	4	3	12	13	22	38	13	27	20	31	2	2	-	87	-	*	31	1	21
	18%	21%	15%	14%	6%	16%	14%	23%	23%	12%	17%	18%	27%	1%	3%	-	70%	-	1%	19%	6%	11%
The Green Party	10	4	6	1	1	2	4	1	2	4	3	1	1	-	-	*	*	9	*	2	*	5
	2%	2%	2%	2%	1%	3%	4%	1%	1%	3%	2%	1%	1%	-	-	*	*	43%	5%	1%	1%	3%
The British National Party (BNP)	1	-	1	-	-	-	-	-	1	-	-	-	1	-	-	-	-	-	1	-	-	-
	*	-	*	-	-	-	-	-	*	-	-	-	1%	-	-	-	-	-	9%	-	-	-
Some other party	11	7	3	1	2	3	1	1	2	3	1	6	*	1	1	*	2	1	4	*	-	5
	2%	3%	1%	2%	4%	4%	1%	2%	2%	3%	1%	5%	*	*	2%	*	1%	3%	58%	*	-	3%

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Col percents

Table 7

Constituency Voting Intention (Turnout Weighted)

This table is based on a manual adjustment of data reallocating some don't knows - a procedure which addresses the spiral of silence among some groups of voters, which has successfully increased the accuracy of voting intention polls at recent General Elections

	<u>Total</u>
Conservative	25%
Labour	7%
Liberal Democrat	46%
UKIP	18%
Green	2%
Other	2%

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Absolutes/col percents

Table 8

Q.5 Are there any of the following political parties that you would definitely not vote for at the next General Election?

Base: All respondents

	Total	Gender		Age						SEG				Voting Intention						2010 Vote		
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Green	Other	Con	Lab	LibDem
Unweighted base	1000	435	565	54	99	127	157	177	384	338	195	134	286	226	97	167	189	32	14	267	58	249
Weighted base	1000	478	522	105	141	154	159	154	286	181	317	211	244	194	96	174	188	34	14	226	32	256
I would not vote Labour	593	283	310	39	72	90	94	100	198	106	179	131	154	150	-	101	157	20	9	189	3	133
	59%	59%	59%	37%	51%	58%	59%	65%	69%	59%	56%	62%	63%	78%	-	58%	84%	58%	61%	84%	9%	52%
I would not vote UKIP	535	233	302	45	91	90	92	78	137	119	169	102	126	142	75	136	-	29	10	115	23	168
	54%	49%	58%	43%	65%	59%	58%	51%	48%	66%	53%	48%	52%	73%	78%	78%	-	88%	67%	51%	71%	66%
I would not vote Conservative	440	213	227	36	63	75	82	71	111	72	131	94	127	-	68	100	120	25	10	35	29	163
	44%	45%	43%	34%	45%	49%	52%	46%	39%	40%	41%	45%	52%	-	70%	57%	64%	73%	67%	15%	90%	63%
I would not vote Liberal Democrat	399	218	181	37	47	51	68	65	129	66	121	90	111	97	45	-	120	14	6	139	15	45
	40%	46%	35%	35%	33%	33%	43%	43%	45%	36%	38%	43%	45%	50%	47%	-	64%	43%	43%	62%	46%	18%
None of these - I would potentially vote for all of them	88	58	30	24	10	13	11	6	24	12	30	20	20	10	6	13	10	-	1	13	1	14
	9%	12%	6%	23%	7%	8%	7%	4%	8%	7%	9%	10%	8%	5%	6%	8%	5%	-	8%	6%	3%	6%
Don't know	38	17	22	8	4	11	4	3	8	3	18	5	5	2	-	1	1	-	-	2	*	-
	4%	3%	4%	8%	3%	7%	2%	2%	3%	2%	6%	2%	2%	1%	-	1%	1%	-	-	1%	1%	-

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Absolutes/col percents

Table 9

Q.6 Thinking about Britain's economy - including things like jobs, wages, prices, taxes and interest rates - how do you think the British economy will fare over the next year for the country as a whole?

Base: All respondents

	Total	Gender		Age					SEG				Voting Intention					2010 Vote					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Green	Other	Con	Lab	LibDem	
Unweighted base	1000	435	565	54	99	127	157	177	384	338	195	134	286	226	97	167	189	32	14	267	58	249	
Weighted base	1000	478	522	105	141	154	159	154	286	181	317	211	244	194	96	174	188	34	14	226	32	256	
NET: Well	602	316	286	64	79	88	97	96	178	133	185	121	138	162	52	120	101	17	7	176	17	161	
	60%	66%	55%	62%	56%	57%	61%	63%	62%	73%	58%	58%	56%	84%	54%	69%	54%	50%	45%	78%	53%	63%	
Very well	(4)	39	27	12	2	1	5	11	5	14	8	4	11	16	17	5	6	6	-	-	13	2	10
		4%	6%	2%	2%	1%	4%	7%	4%	5%	4%	1%	5%	7%	9%	6%	3%	3%	-	-	6%	6%	4%
Quite well	(3)	562	289	274	62	77	83	86	91	164	125	181	110	122	145	46	114	95	17	7	163	15	151
		56%	60%	52%	60%	55%	54%	54%	59%	57%	69%	57%	52%	50%	75%	48%	65%	50%	50%	45%	72%	46%	59%
Quite badly	(2)	276	109	167	34	43	51	45	41	63	40	97	65	63	21	41	38	58	12	4	30	14	63
		28%	23%	32%	32%	31%	33%	28%	27%	22%	22%	30%	31%	26%	11%	43%	22%	31%	35%	25%	13%	43%	24%
Very badly	(1)	66	28	38	3	15	10	11	10	18	6	17	16	23	2	3	5	21	5	4	8	1	16
		7%	6%	7%	3%	11%	6%	7%	7%	6%	3%	5%	8%	10%	1%	3%	3%	11%	14%	30%	3%	4%	6%
NET: Badly		343	137	206	37	58	60	56	51	80	46	113	81	86	23	44	43	79	17	8	38	15	79
		34%	29%	39%	35%	41%	39%	35%	33%	28%	25%	36%	38%	35%	12%	46%	25%	42%	50%	55%	17%	46%	31%
Don't know		55	24	31	4	4	6	6	6	28	3	19	9	20	9	*	11	8	-	-	13	*	16
		6%	5%	6%	4%	3%	4%	4%	4%	10%	2%	6%	4%	8%	5%	*	6%	4%	-	-	6%	1%	6%
Mean		2.61	2.70	2.53	2.63	2.48	2.56	2.63	2.62	2.68	2.75	2.58	2.58	2.58	2.96	2.56	2.74	2.48	2.36	2.16	2.85	2.56	2.65
Standard deviation		0.68	0.68	0.67	0.58	0.70	0.67	0.72	0.67	0.68	0.58	0.62	0.72	0.77	0.49	0.66	0.58	0.75	0.73	0.88	0.57	0.68	0.67
Standard error		0.02	0.03	0.03	0.08	0.07	0.06	0.06	0.05	0.04	0.03	0.05	0.06	0.05	0.03	0.07	0.05	0.06	0.13	0.24	0.04	0.09	0.04

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Absolutes/col percents

Table 10

Q.6 Thinking about Britain's economy - including things like jobs, wages, prices, taxes and interest rates - how do you think the British economy will fare over the next year for you and your family?

Base: All respondents

	Total	Gender		Age					SEG				Voting Intention					2010 Vote					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Green	Other	Con	Lab	LibDem	
Unweighted base	1000	435	565	54	99	127	157	177	384	338	195	134	286	226	97	167	189	32	14	267	58	249	
Weighted base	1000	478	522	105	141	154	159	154	286	181	317	211	244	194	96	174	188	34	14	226	32	256	
NET: Well	640	335	304	78	87	93	95	98	188	134	199	133	144	161	56	123	107	15	7	177	19	158	
	64%	70%	58%	75%	61%	60%	60%	64%	66%	74%	63%	63%	59%	83%	59%	71%	57%	45%	47%	78%	61%	62%	
Very well	(4)	42	27	15	6	3	7	9	6	12	10	10	6	14	13	8	7	2	-	-	13	2	8
	4%	6%	3%	6%	2%	4%	5%	4%	4%	4%	6%	3%	3%	6%	7%	8%	4%	1%	-	-	6%	7%	3%
Quite well	(3)	598	308	289	72	84	86	87	92	176	124	189	127	130	148	48	116	105	15	7	164	17	150
	60%	64%	55%	69%	60%	56%	55%	60%	61%	68%	60%	60%	53%	76%	50%	66%	56%	45%	47%	73%	54%	58%	
Quite badly	(2)	235	91	144	14	40	41	47	42	51	36	85	52	58	20	36	34	55	10	3	29	11	64
	24%	19%	28%	14%	29%	26%	29%	27%	18%	20%	27%	24%	24%	10%	37%	20%	29%	31%	19%	13%	35%	25%	
Very badly	(1)	64	25	39	2	11	12	10	18	8	13	15	26	3	4	5	18	4	5	8	1	18	
	6%	5%	8%	2%	8%	8%	7%	7%	6%	4%	4%	7%	11%	1%	4%	3%	10%	12%	34%	4%	3%	7%	
NET: Badly	300	116	184	16	51	53	58	52	69	43	97	66	84	22	40	39	73	15	8	38	12	82	
	30%	24%	35%	16%	36%	34%	37%	34%	24%	24%	31%	31%	34%	12%	41%	22%	39%	43%	53%	17%	37%	32%	
Don't know	61	27	34	10	3	8	5	3	30	4	20	11	17	10	*	12	8	4	-	12	*	16	
	6%	6%	6%	9%	2%	5%	3%	2%	10%	2%	6%	5%	7%	5%	*	7%	4%	12%	-	5%	1%	6%	
Mean	2.66	2.75	2.57	2.87	2.57	2.60	2.60	2.63	2.71	2.77	2.66	2.63	2.58	2.93	2.63	2.77	2.51	2.36	2.12	2.85	2.66	2.62	
Standard deviation	0.67	0.65	0.68	0.53	0.67	0.71	0.71	0.67	0.66	0.62	0.61	0.67	0.77	0.49	0.70	0.57	0.69	0.73	0.92	0.57	0.66	0.68	
Standard error	0.02	0.03	0.03	0.08	0.07	0.06	0.06	0.05	0.04	0.03	0.05	0.06	0.05	0.03	0.07	0.05	0.05	0.14	0.25	0.04	0.09	0.04	

Eastbourne Poll

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Absolutes/col percents

Table 11

Q.7 Which of the following statements do you most agree with?**Base: All respondents**

	Total	Gender		Age					SEG				Voting Intention					2010 Vote				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Green	Other	Con	Lab	LibDem
Unweighted base	1000	435	565	54	99	127	157	177	384	338	195	134	286	226	97	167	189	32	14	267	58	249
Weighted base	1000	478	522	105	141	154	159	154	286	181	317	211	244	194	96	174	188	34	14	226	32	256
I am satisfied with the job David Cameron is doing overall as Prime Minister	335 33%	172 36%	163 31%	26 25%	51 36%	61 40%	44 28%	46 30%	106 37%	76 42%	89 28%	78 37%	81 33%	129 66%	18 19%	60 34%	35 19%	7 20%	5 37%	119 53%	3 10%	67 26%
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 Miliband as Prime Minister	337 34%	151 32%	186 36%	48 46%	34 24%	43 28%	57 36%	59 39%	96 33%	51 28%	124 39%	78 37%	69 28%	62 32%	15 16%	49 28%	99 53%	7 20%	1 10%	94 41%	3 10%	75 29%
I am dissatisfied with the job that David Cameron is doing overall as Prime Minister - AND I'd prefer to have Ed Miliband as Prime Minister instead.	183 18%	86 18%	97 19%	17 17%	34 24%	30 19%	33 21%	28 18%	39 14%	40 22%	56 18%	34 16%	48 20%	1 1%	58 60%	45 26%	31 16%	15 44%	5 34%	3 1%	24 75%	85 33%
Refused	45 4%	21 4%	24 5%	3 3%	4 3%	5 3%	8 5%	9 6%	14 5%	3 2%	17 5%	3 1%	11 5%	1 1%	-	-	7 4%	-	2 11%	3 1%	1 4%	8 3%
Don't know	100 10%	48 10%	52 10%	10 9%	17 12%	15 10%	16 10%	11 7%	31 11%	12 6%	30 9%	18 9%	34 14%	* *	5 5%	20 12%	15 8%	5 15%	1 8%	8 4%	1 3%	22 9%

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Absolutes/col percents

Table 12

Q.8 I would like to ask whether any of the main political parties have contacted you over the last few weeks - whether by delivering leaflets or newspapers, sending personally addressed letters, emailing, telephoning you at home or knocking on your door. Have you heard in any of these ways from...?
Base: All respondents

	Total	Gender		Age					SEG				Voting Intention					2010 Vote				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Green	Other	Con	Lab	LibDem
Unweighted base	1000	435	565	54	99	127	157	177	384	338	195	134	286	226	97	167	189	32	14	267	58	249
Weighted base	1000	478	522	105	141	154	159	154	286	181	317	211	244	194	96	174	188	34	14	226	32	256
The Liberal Democrat	256	120	136	6	30	48	63	47	63	55	81	53	57	51	19	78	38	14	1	56	6	114
	26%	25%	26%	6%	21%	31%	39%	30%	22%	30%	26%	25%	23%	26%	19%	45%	20%	42%	6%	25%	18%	45%
The Conservatives	192	75	117	12	19	28	46	37	50	46	61	45	37	56	16	37	31	13	*	60	7	62
	19%	16%	22%	11%	14%	18%	29%	24%	17%	25%	19%	21%	15%	29%	16%	21%	17%	38%	3%	26%	21%	24%
The UK Independence Party (UKIP)	74	40	33	5	11	7	17	11	23	17	20	12	21	15	5	15	24	2	-	16	2	23
	7%	8%	6%	5%	8%	4%	10%	7%	8%	10%	6%	5%	8%	8%	6%	8%	13%	7%	-	7%	8%	9%
Labour	34	16	18	2	4	5	9	3	11	8	10	7	10	5	10	5	6	-	-	5	4	10
	3%	3%	3%	2%	3%	3%	6%	2%	4%	4%	3%	3%	4%	3%	11%	3%	3%	-	-	2%	14%	4%
None of them	591	293	298	80	97	86	71	79	177	97	197	116	150	104	65	77	109	15	13	127	19	111
	59%	61%	57%	76%	69%	56%	45%	52%	62%	53%	62%	55%	62%	54%	68%	44%	58%	44%	91%	56%	61%	43%
Don't know	20	12	8	7	1	2	3	3	4	1	3	4	8	1	3	1	7	-	-	1	-	1
	2%	3%	2%	7%	1%	1%	2%	2%	2%	1%	1%	2%	3%	1%	3%	*	4%	-	-	*	-	*

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Absolutes/col percents

Table 13

Q.9 Which of the following would you most like to see as the outcome of the next general election?**Base: All respondents**

	Total	Gender		Age						SEG				Voting Intention						2010 Vote		
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Green	Other	Con	Lab	LibDem
Unweighted base	1000	435	565	54	99	127	157	177	384	338	195	134	286	226	97	167	189	32	14	267	58	249
Weighted base	1000	478	522	105	141	154	159	154	286	181	317	211	244	194	96	174	188	34	14	226	32	256
A Conservative government	307 31%	149 31%	158 30%	19 19%	34 24%	34 22%	44 28%	50 33%	126 44%	68 38%	85 27%	71 34%	70 29%	152 78%	2 2%	16 9%	70 37%	2 7%	1 5%	172 76%	1 4%	33 13%
A coalition between the Conservatives and the Liberal Democrats	207 21%	89 19%	118 23%	19 18%	28 20%	40 26%	40 25%	34 22%	46 16%	38 21%	70 22%	44 21%	45 18%	33 17%	7 7%	82 47%	39 21%	6 19%	3 18%	33 14%	3 9%	80 31%
A Labour government	178 18%	96 20%	82 16%	23 22%	31 22%	25 16%	35 22%	24 16%	39 14%	28 16%	59 18%	39 19%	47 19%	6 3%	63 65%	23 13%	31 16%	10 31%	6 43%	7 3%	18 58%	55 22%
A coalition between Labour and the Liberal Democrats	139 14%	66 14%	74 14%	22 21%	26 19%	26 17%	21 13%	21 14%	22 8%	32 18%	42 13%	27 13%	33 14%	2 1%	24 25%	41 24%	23 12%	12 37%	4 31%	6 3%	8 25%	65 25%
Don't know	169 17%	78 16%	91 17%	21 20%	22 16%	29 19%	19 12%	24 16%	52 18%	15 8%	61 19%	30 14%	48 20%	1 *	1 1%	12 7%	25 13%	3 8%	* 3%	8 4%	2 5%	24 9%

Eastbourne Poll
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Absolutes/col percents

Table 14
Gender
Base: All respondents

	<u>Unweighted base</u>	<u>Weighted base</u>
Unweighted base	1000	1000
Weighted base	1000	1000
Male	435 44%	478 48%
Female	565 57%	522 52%

Eastbourne Poll
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Absolutes/col percents

Table 15
Into which of the following age groups do you fall?
Base: All respondents

	<u>Unweighted base</u>	<u>Weighted base</u>
Unweighted base	1000	1000
Weighted base	1000	1000
18-24	54 5%	105 10%
25-34	99 10%	141 14%
35-44	127 13%	154 15%
45-54	157 16%	159 16%
55-64	177 18%	154 15%
65 or older	384 38%	286 29%
Refused	2 *	2 *

Eastbourne Poll
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Absolutes/col percents

Table 16

SEG**Base: All respondents**

	<u>Unweighted base</u>	<u>Weighted base</u>
Unweighted base	1000	1000
Weighted base	1000	1000
A	108 11%	57 6%
B	230 23%	124 12%
C1	195 20%	317 32%
C2	134 13%	211 21%
D	91 9%	96 10%
E	195 20%	149 15%
Refused	47 5%	47 5%

Eastbourne Poll
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Absolutes/col percents

Table 17

Q.4 At the last general election, in May 2010, many people didn't vote. Can you remember, did you vote in that election, or did you not vote?

Could you tell me which party you voted for at the last general election back in May 2010?

Base: All respondents

	<u>Unweighted base</u>	<u>Weighted base</u>
Unweighted base	1000	1000
Weighted base	1000	1000
Conservative	267 27%	226 23%
Labour	58 6%	32 3%
Liberal Democrats	249 25%	256 26%
Another party	47 5%	43 4%
Did not vote	300 30%	369 37%
Refused	43 4%	38 4%
Don't know	36 4%	36 4%