

Eastleigh Poll

CATI Fieldwork : 20th - 28th August 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	1001	464	537	57	102	172	192	181	297	389	213	172	196	245	135	173	171	22	5	251	84	265	
Weighted base	1001	490	511	110	160	180	190	160	200	243	320	223	184	225	133	181	171	26	5	231	61	270	
Certain to vote	(10)	503	262	242	27	52	78	112	102	132	140	162	98	85	157	80	87	94	9	2	179	38	169
		50%	53%	47%	25%	32%	43%	59%	64%	66%	58%	51%	44%	46%	70%	60%	48%	55%	37%	50%	78%	61%	63%
	(9)	51	23	28	4	9	12	9	6	12	10	21	11	10	10	9	16	3	1	-	8	2	24
		5%	5%	6%	3%	6%	7%	5%	4%	6%	4%	6%	5%	5%	4%	7%	9%	2%	3%	-	3%	4%	9%
	(8)	115	43	72	12	30	14	23	16	21	26	42	19	25	22	7	36	23	5	2	17	4	47
		12%	9%	14%	11%	18%	8%	12%	10%	10%	11%	13%	9%	14%	10%	5%	20%	13%	20%	41%	7%	7%	17%
	(7)	44	24	21	8	12	6	5	9	4	14	9	13	6	8	8	10	10	2	-	5	4	9
		4%	5%	4%	7%	8%	3%	2%	6%	2%	6%	3%	6%	3%	3%	6%	5%	6%	7%	-	2%	6%	3%
	(6)	40	21	19	13	10	8	4	2	2	7	11	15	5	7	1	6	8	-	-	3	2	3
		4%	4%	4%	12%	6%	5%	2%	1%	1%	3%	3%	7%	3%	3%	1%	4%	5%	-	-	1%	4%	1%
	(5)	84	34	50	12	17	26	13	7	8	19	25	25	14	15	12	11	21	7	-	13	6	8
		8%	7%	10%	11%	11%	15%	7%	5%	4%	8%	8%	11%	7%	7%	9%	6%	12%	25%	-	5%	9%	3%
	(4)	28	12	17	10	3	3	5	5	2	8	12	6	3	3	6	7	5	1	-	1	2	5
		3%	2%	3%	9%	2%	2%	3%	3%	1%	3%	4%	3%	2%	1%	5%	4%	3%	4%	-	*	4%	2%
	(3)	23	17	6	5	8	4	3	2	1	5	6	8	5	2	3	6	3	1	-	1	-	-
		2%	3%	1%	5%	5%	2%	1%	1%	*	2%	2%	4%	3%	1%	2%	3%	2%	4%	-	*	-	-
	(2)	16	8	8	-	6	5	1	2	2	3	3	5	4	*	6	1	4	-	*	1	2	3
		2%	2%	2%	-	4%	3%	1%	1%	1%	1%	1%	2%	2%	*	4%	1%	3%	-	9%	*	3%	1%
Definitely would not vote	(1)	94	47	47	19	14	23	15	8	15	10	30	24	27	-	-	-	-	-	-	3	1	3
		9%	10%	9%	17%	9%	13%	8%	5%	7%	4%	9%	11%	15%	-	-	-	-	-	-	1%	2%	1%
Refused		1	1	-	-	-	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	-	-
		*	*	-	-	-	-	-	*	-	-	-	*	-	-	-	-	-	-	-	-	-	-
Mean		7.69	7.74	7.65	6.07	7.02	7.12	8.17	8.47	8.57	8.24	7.80	7.22	7.31	9.02	8.35	8.38	8.26	7.57	8.45	9.21	8.42	9.00
Standard deviation		3.03	3.08	2.98	3.17	2.98	3.28	2.85	2.59	2.67	2.60	2.98	3.16	3.35	1.77	2.49	2.08	2.29	2.35	2.54	1.82	2.43	1.76
Standard error		0.10	0.14	0.13	0.42	0.30	0.25	0.21	0.19	0.16	0.13	0.20	0.24	0.24	0.11	0.21	0.16	0.18	0.50	1.14	0.11	0.26	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	1001	464	537	57	102	172	192	181	297	389	213	172	196	245	135	173	171	22	5	251	84	265
Weighted base	1001	490	511	110	160	180	190	160	200	243	320	223	184	225	133	181	171	26	5	231	61	270
Conservative	225	114	111	7	41	41	47	38	52	78	75	44	26	225	-	-	-	-	-	157	1	18
	23%	23%	22%	6%	25%	23%	25%	24%	26%	32%	24%	20%	14%	100%	-	-	-	-	-	68%	2%	7%
Labour	133	68	64	27	24	18	26	15	22	35	42	28	25	-	133	-	-	-	-	1	46	41
	13%	14%	13%	25%	15%	10%	13%	10%	11%	15%	13%	12%	14%	-	100%	-	-	-	-	*	75%	15%
Liberal Democrat	181	71	110	19	37	30	32	23	39	46	64	28	39	-	-	181	-	-	-	6	5	123
	18%	14%	21%	17%	23%	17%	17%	14%	20%	19%	20%	12%	21%	-	-	100%	-	-	-	3%	8%	46%
The UK Independence Party (UKIP)	171	101	71	10	20	27	42	42	31	23	45	61	38	-	-	-	171	-	-	40	6	33
	17%	21%	14%	9%	13%	15%	22%	26%	15%	10%	14%	27%	21%	-	-	-	100%	-	-	17%	10%	12%
The Green Party	26	14	12	9	4	4	2	4	2	7	8	5	4	-	-	-	-	26	-	2	-	10
	3%	3%	2%	8%	3%	2%	1%	3%	1%	3%	3%	2%	2%	-	-	-	-	100%	-	1%	-	4%
The British National Party (BNP)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some other party	5	1	4	-	2	1	-	*	1	1	1	-	2	-	-	-	-	-	5	1	-	2
	*	*	1%	-	1%	1%	-	*	*	*	*	-	1%	-	-	-	-	-	100%	1%	-	1%
Would not vote	94	47	47	19	14	23	15	8	15	10	30	24	27	-	-	-	-	-	-	3	1	3
	9%	10%	9%	17%	9%	13%	8%	5%	7%	4%	9%	11%	15%	-	-	-	-	-	-	1%	2%	1%
Refused	54	23	31	-	3	10	8	8	25	13	20	6	10	-	-	-	-	-	-	8	*	11
	5%	5%	6%	-	2%	5%	4%	5%	13%	6%	6%	3%	6%	-	-	-	-	-	-	4%	1%	4%
Don't know	112	52	60	19	15	25	18	22	14	29	34	28	13	-	-	-	-	-	-	12	2	28
	11%	11%	12%	17%	9%	14%	10%	13%	7%	12%	10%	13%	7%	-	-	-	-	-	-	5%	3%	11%

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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	539	260	279	21	48	74	114	105	177	224	115	88	100	190	94	123	116	13	3	183	56	175
Weighted base	509	257	253	39	72	77	112	93	117	135	167	107	90	170	89	121	111	14	3	168	40	176
Conservative	170	88	82	4	24	31	36	31	44	59	58	33	19	170	-	-	-	-	-	127	1	14
	33%	34%	32%	11%	33%	41%	32%	33%	37%	43%	35%	31%	21%	100%	-	-	-	-	-	76%	2%	8%
Labour	89	49	41	18	13	11	19	11	18	24	28	18	18	-	89	-	-	-	-	1	33	31
	18%	19%	16%	46%	18%	14%	17%	11%	15%	17%	17%	17%	19%	-	100%	-	-	-	-	*	81%	18%
Liberal Democrat	121	47	74	7	23	19	24	16	32	33	44	15	26	-	-	121	-	-	-	5	2	95
	24%	18%	29%	17%	32%	25%	22%	18%	28%	25%	26%	14%	29%	-	-	100%	-	-	-	3%	6%	54%
The UK Independence Party (UKIP)	111	65	46	6	10	12	30	31	22	15	30	41	23	-	-	-	111	-	-	33	4	26
	22%	25%	18%	14%	14%	16%	27%	34%	19%	11%	18%	38%	26%	-	-	-	100%	-	-	19%	11%	15%
The Green Party	14	7	7	4	1	3	2	3	1	4	6	1	3	-	-	-	-	14	-	1	-	8
	3%	3%	3%	11%	1%	4%	2%	3%	1%	3%	3%	1%	3%	-	-	-	-	100%	-	1%	-	5%
Some other party	3	*	3	-	1	1	-	*	*	1	1	-	1	-	-	-	-	-	3	1	-	2
	1%	*	1%	-	2%	2%	-	*	*	1%	1%	-	1%	-	-	-	-	-	100%	1%	-	1%

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Col percents

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	34%
Labour	17%
Liberal Democrat	25%
UKIP	21%
Green	3%
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	1001	464	537	57	102	172	192	181	297	389	213	172	196	245	135	173	171	22	5	251	84	265
Weighted base	1001	490	511	110	160	180	190	160	200	243	320	223	184	225	133	181	171	26	5	231	61	270
Conservative	170	84	86	7	28	26	37	29	44	57	47	40	23	154	-	1	7	*	-	121	-	9
	17%	17%	17%	6%	17%	14%	19%	18%	22%	24%	15%	18%	12%	68%	-	1%	4%	2%	-	53%	-	3%
Labour	104	58	46	18	21	10	24	10	20	24	33	26	19	2	94	4	-	-	*	1	38	31
	10%	12%	9%	17%	13%	6%	13%	6%	10%	10%	10%	12%	10%	1%	71%	2%	-	-	10%	1%	61%	12%
Liberal Democrat	312	131	181	30	50	69	54	48	61	87	109	53	60	57	24	163	18	5	*	45	12	160
	31%	27%	35%	27%	31%	39%	29%	30%	31%	36%	34%	24%	32%	25%	18%	90%	10%	18%	7%	20%	20%	60%
The UK Independence Party (UKIP)	173	101	72	9	23	27	42	41	31	27	47	58	35	10	7	6	141	1	-	42	7	32
	17%	21%	14%	8%	14%	15%	22%	26%	16%	11%	15%	26%	19%	4%	5%	4%	82%	4%	-	18%	11%	12%
The Green Party	24	15	9	13	5	2	1	2	2	5	9	5	5	-	2	-	3	18	-	1	2	6
	2%	3%	2%	12%	3%	1%	1%	1%	1%	2%	3%	2%	2%	-	2%	-	2%	71%	-	*	4%	2%
The British National Party (BNP)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some other party	8	1	6	3	2	1	-	2	*	1	4	-	3	1	3	-	-	-	4	3	-	2
	1%	*	1%	2%	1%	1%	-	1%	*	*	1%	-	2%	*	2%	-	-	-	83%	1%	-	1%
Would not vote	94	47	47	19	14	23	15	8	15	10	30	24	27	-	-	-	-	-	-	3	1	3
	9%	10%	9%	17%	9%	13%	8%	5%	7%	4%	9%	11%	15%	-	-	-	-	-	-	1%	2%	1%
Refused	36	19	17	-	2	8	4	6	15	9	14	2	7	-	1	-	-	-	-	4	1	7
	4%	4%	3%	-	2%	5%	2%	4%	7%	4%	5%	1%	4%	-	*	-	-	-	-	2%	1%	2%
Don't know	80	34	46	12	16	13	13	15	11	22	28	16	6	1	2	6	3	1	-	10	1	19
	8%	7%	9%	11%	10%	7%	7%	9%	6%	9%	9%	7%	3%	*	1%	3%	2%	5%	-	4%	1%	7%

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Absolutes/col percents

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	575	275	299	22	49	81	119	113	192	242	121	90	108	189	93	118	113	12	3	189	57	187
Weighted base	538	270	268	40	73	83	117	99	126	145	174	111	97	170	88	117	109	13	3	173	40	186
Conservative	131	67	64	4	19	18	28	24	38	45	36	30	17	120	-	1	6	*	-	100	-	7
	24%	25%	24%	10%	25%	22%	24%	24%	30%	31%	21%	27%	17%	70%	-	1%	6%	3%	-	58%	-	4%
Labour	66	41	25	11	11	6	16	7	15	15	21	17	13	1	61	2	-	-	*	1	25	21
	12%	15%	9%	27%	16%	7%	14%	7%	12%	10%	12%	15%	13%	1%	69%	1%	-	-	13%	1%	63%	11%
Liberal Democrat	212	89	123	12	30	46	39	35	50	63	77	26	43	40	18	111	13	4	*	34	8	128
	39%	33%	46%	29%	41%	55%	34%	36%	40%	44%	44%	23%	45%	23%	20%	95%	12%	31%	8%	20%	19%	69%
The UK Independence Party (UKIP)	113	67	46	6	11	11	32	32	22	19	33	37	19	8	5	3	89	1	-	36	5	24
	21%	25%	17%	15%	15%	13%	27%	32%	18%	13%	19%	34%	20%	5%	6%	3%	82%	8%	-	21%	13%	13%
The Green Party	10	5	5	5	1	1	1	1	1	2	3	1	3	-	2	-	*	8	-	*	2	4
	2%	2%	2%	13%	2%	1%	1%	1%	1%	2%	2%	1%	3%	-	2%	-	*	58%	-	*	5%	2%
Some other party	6	1	5	2	1	1	-	1	*	*	4	-	2	1	2	-	-	-	3	2	-	1
	1%	*	2%	6%	2%	2%	-	1%	*	*	2%	-	2%	1%	3%	-	-	-	79%	1%	-	1%

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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	12%
Liberal Democrat	40%
UKIP	21%
Green	2%
Other	1%

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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	1001	464	537	57	102	172	192	181	297	389	213	172	196	245	135	173	171	22	5	251	84	265	
Weighted base	1001	490	511	110	160	180	190	160	200	243	320	223	184	225	133	181	171	26	5	231	61	270	
I would not vote UKIP	569	266	303	65	108	103	106	70	116	172	179	107	100	167	103	142	-	24	3	133	41	181	
		57%	54%	59%	59%	67%	57%	56%	44%	58%	71%	56%	48%	54%	74%	78%	79%	-	92%	60%	57%	67%	67%
I would not vote Labour	563	273	290	43	87	99	105	103	127	129	181	134	106	187	-	90	144	15	4	203	3	122	
		56%	56%	57%	39%	54%	55%	55%	65%	63%	53%	56%	60%	58%	83%	-	50%	84%	58%	90%	88%	6%	45%
I would not vote Conservative	471	227	244	54	79	79	95	74	91	91	137	119	110	-	116	96	116	23	3	23	51	173	
		47%	46%	48%	49%	49%	44%	50%	46%	46%	37%	43%	53%	60%	-	87%	53%	68%	89%	67%	10%	83%	64%
I would not vote Liberal Democrat	450	256	194	42	70	69	99	82	89	99	122	123	93	119	80	-	127	12	3	137	34	67	
		45%	52%	38%	38%	44%	38%	52%	51%	45%	41%	38%	55%	50%	53%	61%	-	74%	45%	60%	59%	55%	25%
None of these - I would potentially vote for all of them	80	40	40	17	9	13	20	9	13	15	28	15	13	9	7	14	7	-	-	10	3	12	
		8%	8%	8%	15%	6%	7%	10%	6%	6%	6%	9%	7%	7%	4%	5%	8%	4%	-	-	4%	5%	5%
Don't know	20	12	8	5	-	6	-	3	7	3	6	4	6	-	1	3	-	-	-	1	1	1	
		2%	2%	2%	5%	-	3%	-	2%	3%	1%	2%	2%	3%	-	*	2%	-	-	-	*	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	1001	464	537	57	102	172	192	181	297	389	213	172	196	245	135	173	171	22	5	251	84	265	
Weighted base	1001	490	511	110	160	180	190	160	200	243	320	223	184	225	133	181	171	26	5	231	61	270	
NET: Well	640	354	286	77	100	102	116	108	137	183	212	126	101	204	77	124	82	19	2	196	39	168	
	64%	72%	56%	70%	62%	57%	61%	67%	68%	75%	66%	57%	55%	91%	58%	68%	48%	72%	52%	85%	65%	62%	
Very well	(4)	55	43	12	4	8	15	7	4	16	14	18	11	28	3	7	5	-	*	24	1	5	
		5%	9%	2%	4%	5%	9%	4%	3%	8%	6%	6%	5%	12%	2%	4%	3%	-	10%	10%	1%	2%	
Quite well	(3)	585	311	274	73	92	87	109	103	121	170	194	116	90	177	74	117	76	19	2	172	39	163
		58%	63%	54%	66%	57%	48%	57%	65%	60%	70%	61%	52%	49%	78%	55%	65%	45%	72%	42%	75%	64%	60%
Quite badly	(2)	284	99	185	29	46	64	59	40	46	48	86	79	60	18	49	53	69	6	2	30	20	87
		28%	20%	36%	26%	29%	35%	31%	25%	23%	20%	27%	36%	32%	8%	37%	29%	41%	24%	48%	13%	33%	32%
Very badly	(1)	60	30	30	4	13	11	13	11	9	8	16	16	18	2	7	-	20	1	-	2	1	13
		6%	6%	6%	4%	8%	6%	7%	7%	4%	3%	5%	7%	10%	1%	5%	-	11%	3%	-	1%	2%	5%
NET: Badly		344	129	215	33	58	75	71	55	56	103	95	78	21	56	53	89	7	2	32	22	100	
		34%	26%	42%	30%	37%	42%	38%	32%	28%	23%	32%	43%	42%	9%	42%	29%	52%	26%	48%	14%	35%	37%
Don't know		18	8	10	-	2	3	3	2	8	3	5	2	6	*	-	4	1	*	-	2	-	1
		2%	2%	2%	-	1%	2%	1%	1%	4%	1%	2%	1%	3%	*	-	2%	1%	2%	-	1%	-	*
Mean		2.65	2.76	2.53	2.70	2.60	2.60	2.59	2.64	2.75	2.79	2.68	2.55	2.52	3.02	2.55	2.74	2.39	2.70	2.62	2.95	2.63	2.60
Standard deviation		0.68	0.69	0.65	0.60	0.71	0.74	0.67	0.65	0.67	0.59	0.66	0.70	0.76	0.49	0.64	0.52	0.73	0.52	0.75	0.52	0.55	0.62
Standard error		0.02	0.03	0.03	0.08	0.07	0.06	0.05	0.05	0.04	0.03	0.05	0.05	0.05	0.03	0.05	0.04	0.06	0.11	0.33	0.03	0.06	0.04

Eastleigh Poll

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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	1001	464	537	57	102	172	192	181	297	389	213	172	196	245	135	173	171	22	5	251	84	265	
Weighted base	1001	490	511	110	160	180	190	160	200	243	320	223	184	225	133	181	171	26	5	231	61	270	
NET: Well	667	355	313	78	112	109	123	101	145	182	220	136	108	199	76	129	86	19	3	196	38	176	
	67%	72%	61%	71%	70%	60%	65%	63%	72%	75%	69%	61%	58%	88%	58%	72%	50%	72%	59%	85%	62%	65%	
Very well	(4)	54	36	19	3	9	10	10	8	15	16	12	15	21	4	8	5	-	*	23	3	8	
	5%	7%	4%	2%	5%	6%	5%	5%	8%	6%	4%	7%	6%	9%	3%	4%	3%	-	10%	10%	6%	3%	
Quite well	(3)	613	319	294	76	103	99	113	93	129	167	208	121	97	178	73	121	81	19	2	173	34	168
	61%	65%	58%	69%	65%	55%	59%	58%	65%	69%	65%	54%	53%	79%	55%	67%	47%	72%	49%	75%	56%	62%	
Quite badly	(2)	247	96	152	24	39	56	48	43	37	48	71	71	51	21	49	45	60	6	2	26	18	77
	25%	19%	30%	21%	25%	31%	25%	27%	18%	20%	22%	32%	28%	9%	37%	25%	35%	22%	41%	11%	30%	28%	
Very badly	(1)	72	34	38	7	9	13	15	14	8	26	14	23	4	7	5	23	2	-	6	5	16	
	7%	7%	7%	6%	5%	7%	8%	10%	7%	3%	8%	6%	13%	2%	5%	3%	14%	6%	-	3%	8%	6%	
NET: Badly	320	129	190	31	48	69	63	58	51	55	98	85	74	25	56	50	84	7	2	32	23	93	
	32%	26%	37%	28%	30%	38%	33%	36%	25%	23%	30%	38%	40%	11%	42%	28%	49%	28%	41%	14%	38%	34%	
Don't know	14	6	8	1	-	2	4	1	5	5	3	2	2	1	-	1	2	-	-	3	-	1	
	1%	1%	2%	1%	-	1%	2%	1%	3%	2%	1%	1%	1%	*	-	1%	1%	-	-	1%	-	*	
Mean	2.66	2.74	2.58	2.68	2.70	2.60	2.63	2.59	2.75	2.80	2.65	2.62	2.52	2.96	2.55	2.74	2.40	2.66	2.69	2.93	2.59	2.63	
Standard deviation	0.69	0.69	0.69	0.63	0.66	0.71	0.71	0.73	0.70	0.60	0.69	0.71	0.79	0.51	0.64	0.58	0.76	0.60	0.73	0.56	0.73	0.64	
Standard error	0.02	0.03	0.03	0.08	0.07	0.05	0.05	0.05	0.04	0.03	0.05	0.05	0.06	0.03	0.06	0.04	0.06	0.13	0.33	0.04	0.08	0.04	

Eastleigh Poll

CATI Fieldwork : 20th - 28th August 2014

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	1001	464	537	57	102	172	192	181	297	389	213	172	196	245	135	173	171	22	5	251	84	265
Weighted base	1001	490	511	110	160	180	190	160	200	243	320	223	184	225	133	181	171	26	5	231	61	270
I am satisfied with the job David Cameron is doing overall as Prime Minister	347 35%	184 38%	163 32%	37 34%	72 45%	52 29%	66 35%	45 28%	73 37%	98 41%	117 37%	73 33%	50 27%	163 72%	20 15%	57 31%	32 19%	2 9%	1 33%	136 59%	9 15%	63 24%
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	336 34%	153 31%	183 36%	35 32%	41 26%	68 38%	65 34%	57 36%	69 34%	73 30%	113 35%	72 32%	64 35%	59 26%	19 15%	71 39%	85 49%	9 36%	2 48%	84 37%	12 19%	97 36%
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.	215 22%	106 22%	109 21%	25 23%	40 25%	36 20%	43 23%	38 24%	34 17%	53 22%	64 20%	53 24%	41 22%	2 1%	91 68%	44 24%	34 20%	10 40%	* 10%	3 1%	39 64%	95 35%
Refused	26 3%	15 3%	10 2%	- -	6 4%	5 3%	3 1%	2 2%	10 5%	6 3%	9 3%	1 *	6 4%	- -	- -	1 *	5 3%	- -	- -	1 1%	- -	4 2%
Don't know	77 8%	32 7%	45 9%	12 11%	1 1%	19 11%	13 7%	18 11%	14 7%	12 5%	18 6%	24 11%	22 12%	1 1%	3 2%	8 4%	16 9%	4 15%	* 9%	6 2%	2 2%	10 4%

Eastleigh Poll

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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	1001	464	537	57	102	172	192	181	297	389	213	172	196	245	135	173	171	22	5	251	84	265	
Weighted base	1001	490	511	110	160	180	190	160	200	243	320	223	184	225	133	181	171	26	5	231	61	270	
The Conservatives	236 24%	116 24%	120 23%	21 19%	47 29%	45 25%	61 32%	45 28%	17 9%	77 32%	95 30%	38 17%	22 12%	61 27%	25 19%	43 24%	30 17%	14 53%	1 33%	59 26%	9 15%	78 29%	
The Liberal Democrat	217 22%	109 22%	108 21%	24 22%	34 21%	37 20%	47 25%	31 19%	44 22%	62 25%	56 17%	48 22%	44 24%	36 16%	35 26%	56 31%	31 18%	11 44%	* 10%	49 21%	14 23%	80 30%	
The UK Independence Party (UKIP)	112 11%	61 12%	51 10%	16 14%	23 14%	19 11%	14 8%	19 12%	22 11%	31 13%	35 11%	22 10%	20 11%	25 11%	10 8%	14 8%	38 22%	3 12%	* 10%	25 11%	9 14%	26 10%	
Labour	49 5%	26 5%	23 4%	9 8%	12 7%	12 7%	5 3%	7 4%	4 2%	9 4%	13 4%	11 5%	14 8%	5 2%	15 12%	6 3%	7 4%	3 10%	* 10%	8 3%	6 10%	14 5%	
None of them	566 57%	273 56%	293 57%	68 62%	86 54%	101 56%	96 51%	82 51%	133 67%	118 48%	176 55%	139 62%	117 63%	130 58%	75 56%	94 52%	102 60%	8 30%	3 57%	130 57%	35 57%	131 49%	
Don't know	9 1%	6 1%	3 1%	- -	2 1%	3 2%	1 *	3 2%	1 *	3 1%	1 *	3 1%	2 1%	* *	- -	3 2%	- -	- -	- -	- -	- -	- -	2 1%

Eastleigh Poll

CATI Fieldwork : 20th - 28th August 2014

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	1001	464	537	57	102	172	192	181	297	389	213	172	196	245	135	173	171	22	5	251	84	265
Weighted base	1001	490	511	110	160	180	190	160	200	243	320	223	184	225	133	181	171	26	5	231	61	270
A Conservative government	322 32%	166 34%	156 31%	14 12%	45 28%	52 29%	67 35%	64 40%	81 40%	85 35%	111 35%	74 33%	47 25%	176 78%	1 1%	18 10%	68 40%	3 12%	1 33%	181 78%	2 3%	36 13%
A coalition between the Conservatives and the Liberal Democrats	207 21%	105 21%	102 20%	25 23%	36 23%	40 22%	35 19%	29 18%	41 21%	56 23%	70 22%	45 20%	34 18%	46 20%	3 2%	82 45%	28 16%	4 14%	* 7%	33 14%	4 7%	84 31%
A Labour government	196 20%	99 20%	98 19%	32 29%	34 21%	30 17%	38 20%	29 18%	33 16%	40 16%	55 17%	50 23%	45 25%	2 1%	112 84%	15 8%	24 14%	6 21%	- -	6 3%	44 72%	61 23%
A coalition between Labour and the Liberal Democrats	131 13%	54 11%	76 15%	22 20%	23 14%	26 15%	24 13%	17 11%	18 9%	37 15%	41 13%	25 11%	23 13%	- -	16 12%	59 33%	18 11%	12 46%	1 19%	3 1%	9 14%	64 24%
Don't know	145 15%	67 14%	78 15%	17 16%	23 14%	32 18%	26 14%	21 13%	27 13%	26 11%	43 13%	29 13%	35 19%	2 1%	1 1%	7 4%	32 19%	2 7%	2 41%	7 3%	2 4%	24 9%

Eastleigh Poll
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Absolutes/col percents

Table 14
Gender
Base: All respondents

	<u>Unweighted base</u>	<u>Weighted base</u>
Unweighted base	1001	1001
Weighted base	1001	1001
Male	464 46%	490 49%
Female	537 54%	511 51%

Eastleigh 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	1001	1001
Weighted base	1001	1001
18-24	57 6%	110 11%
25-34	102 10%	160 16%
35-44	172 17%	180 18%
45-54	192 19%	190 19%
55-64	181 18%	160 16%
65 or older	297 30%	200 20%

Eastleigh Poll
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Absolutes/col percents

Table 16

SEG**Base: All respondents**

	<u>Unweighted base</u>	<u>Weighted base</u>
Unweighted base	1001	1001
Weighted base	1001	1001
A	125 12%	77 8%
B	264 26%	165 17%
C1	213 21%	320 32%
C2	172 17%	223 22%
D	76 8%	85 8%
E	120 12%	100 10%
Refused	31 3%	30 3%

Eastleigh 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	1001	1001
Weighted base	1001	1001
Conservative	251 25%	231 23%
Labour	84 8%	61 6%
Liberal Democrats	265 26%	270 27%
Another party	54 5%	32 3%
Did not vote	254 25%	323 32%
Refused	40 4%	32 3%
Don't know	53 5%	53 5%