

## Brighton Kemptown Poll

### CATI Fieldwork : 11th-21st 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	473	527	79	98	140	184	186	311	376	221	120	249	245	287	34	121	55	16	264	237	88	
Weighted base	1000	496	504	169	160	169	162	134	205	201	343	188	234	218	278	42	114	55	15	218	199	99	
Certain to vote	(10)	518	255	263	48	74	86	87	86	136	132	161	96	112	136	168	20	71	36	8	163	140	69
		52%	51%	52%	28%	46%	51%	54%	64%	66%	66%	47%	51%	48%	62%	61%	47%	63%	66%	54%	75%	70%	70%
	(9)	54	22	32	8	5	12	11	5	12	18	13	8	15	12	22	5	5	3	1	11	12	7
		5%	4%	6%	5%	3%	7%	7%	4%	6%	9%	4%	4%	6%	6%	8%	12%	5%	6%	7%	5%	6%	7%
	(8)	97	52	45	11	22	14	18	15	17	14	36	22	17	26	35	2	3	8	1	19	12	16
		10%	10%	9%	7%	14%	8%	11%	11%	9%	7%	11%	12%	7%	12%	13%	6%	3%	14%	8%	9%	6%	16%
	(7)	57	30	27	17	6	15	10	3	6	8	28	9	10	16	15	2	10	2	1	11	6	4
		6%	6%	5%	10%	4%	9%	6%	2%	3%	4%	8%	5%	4%	7%	5%	4%	9%	4%	7%	5%	3%	4%
	(6)	35	17	18	15	7	1	4	4	4	5	19	5	6	8	12	-	5	1	-	3	4	-
		4%	4%	4%	9%	5%	1%	2%	3%	2%	2%	6%	3%	3%	4%	4%	-	5%	2%	-	1%	2%	-
	(5)	72	31	41	16	10	17	12	8	9	7	19	22	23	14	16	6	11	-	4	7	16	1
		7%	6%	8%	10%	6%	10%	8%	6%	4%	3%	6%	12%	10%	6%	6%	14%	9%	-	23%	3%	8%	1%
	(4)	10	4	6	5	-	4	*	*	-	4	4	-	2	2	3	1	-	*	-	-	-	1
		1%	1%	1%	3%	-	2%	*	*	-	2%	1%	-	1%	1%	1%	3%	-	1%	-	-	-	1%
	(3)	37	28	9	15	9	8	1	3	1	5	15	5	11	4	6	4	6	4	-	-	3	-
		4%	6%	2%	9%	6%	5%	*	2%	*	2%	4%	3%	5%	2%	2%	9%	5%	7%	-	-	1%	-
	(2)	12	5	7	3	4	1	3	2	-	1	6	4	2	-	2	2	2	-	-	-	2	-
		1%	1%	1%	2%	3%	*	2%	1%	-	*	2%	2%	1%	-	1%	5%	1%	-	-	-	1%	-
Definitely would not vote	(1)	106	52	54	31	23	11	15	8	18	8	42	16	35	-	-	-	-	-	5	4	-	
		11%	10%	11%	18%	14%	7%	10%	6%	9%	4%	12%	9%	15%	-	-	-	-	-	2%	2%	-	
Don't know		2	-	2	-	-	-	-	2	-	1	-	1	-	-	-	-	-	-	-	-	-	
		*	-	*	-	-	-	-	1%	-	*	-	*	-	-	-	-	-	-	-	-	-	
Mean		7.71	7.65	7.77	6.13	7.20	7.85	8.01	8.45	8.56	8.72	7.40	7.74	7.26	8.83	8.80	7.68	8.48	8.89	8.38	9.22	8.88	9.33
Standard deviation		3.10	3.13	3.07	3.34	3.37	2.86	2.93	2.66	2.73	2.37	3.20	3.00	3.39	1.81	1.88	2.85	2.31	2.02	2.13	1.74	2.17	1.21
Standard error		0.10	0.14	0.13	0.38	0.34	0.24	0.22	0.19	0.16	0.12	0.22	0.27	0.22	0.12	0.11	0.49	0.21	0.27	0.53	0.11	0.14	0.13

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Absolutes/col percents

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	473	527	79	98	140	184	186	311	376	221	120	249	245	287	34	121	55	16	264	237	88
Weighted base	1000	496	504	169	160	169	162	134	205	201	343	188	234	218	278	42	114	55	15	218	199	99
Conservative	218 22%	118 24%	100 20%	16 9%	32 20%	39 23%	31 19%	35 26%	65 32%	51 25%	80 23%	38 20%	47 20%	218 100%	-	-	-	-	-	138 63%	3 2%	21 22%
Labour	278 28%	138 28%	141 28%	53 31%	42 26%	42 25%	56 35%	38 29%	47 23%	71 35%	92 27%	47 25%	63 27%	-	278 100%	-	-	-	-	9 4%	144 72%	24 25%
Liberal Democrat	42 4%	24 5%	18 4%	13 8%	6 4%	7 4%	6 4%	4 3%	6 3%	11 6%	14 4%	9 5%	8 3%	-	-	42 100%	-	-	-	-	-	18 18%
The UK Independence Party (UKIP)	114 11%	65 13%	49 10%	14 8%	14 9%	15 9%	21 13%	16 12%	34 17%	17 9%	24 7%	30 16%	39 17%	-	-	-	114 100%	-	-	40 18%	12 6%	8 8%
The Green Party	55 6%	27 5%	28 6%	4 3%	18 11%	22 13%	6 4%	2 2%	3 2%	16 8%	11 3%	16 9%	7 3%	-	-	-	-	55 100%	-	1 *	14 7%	9 9%
The British National Party (BNP)	1 *	1 *	-	-	-	-	-	1 1%	-	-	-	-	1 *	-	-	-	-	-	1 5%	1 *	-	-
Some other party	15 1%	7 1%	7 1%	-	2 1%	3 2%	3 2%	3 2%	4 2%	2 1%	9 3%	-	2 1%	-	-	-	-	-	15 95%	1 1%	6 3%	4 4%
Would not vote	106 11%	52 10%	54 11%	31 18%	23 14%	11 7%	15 10%	8 6%	18 9%	8 4%	42 12%	16 9%	35 15%	-	-	-	-	-	-	5 2%	4 2%	-
Refused	37 4%	14 3%	22 4%	1 1%	1 1%	7 4%	5 3%	10 7%	11 5%	8 4%	14 4%	2 1%	7 3%	-	-	-	-	-	-	6 3%	3 1%	2 2%
Don't know	135 13%	50 10%	85 17%	37 22%	22 14%	22 13%	19 11%	18 13%	18 9%	16 8%	58 17%	30 16%	26 11%	-	-	-	-	-	-	18 8%	12 6%	12 12%

## Brighton Kemptown Poll

### CATI Fieldwork : 11th-21st September 2014

Absolutes/col percents

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	572	284	288	30	50	77	111	108	196	252	109	66	134	187	222	23	90	41	10	193	172	60
Weighted base	515	267	247	55	77	88	91	77	127	131	156	97	118	159	202	25	77	41	10	156	139	68
Conservative	159	85	73	10	18	27	23	28	51	38	56	26	36	159	-	-	-	-	-	112	2	17
	31%	32%	30%	19%	24%	31%	25%	37%	40%	29%	36%	27%	30%	100%	-	-	-	-	-	72%	1%	24%
Labour	202	97	106	33	31	29	40	32	38	58	63	31	46	-	202	-	-	-	-	8	111	21
	39%	36%	43%	60%	40%	33%	44%	41%	30%	44%	41%	32%	39%	-	100%	-	-	-	-	5%	80%	31%
Liberal Democrat	25	13	12	6	3	3	5	3	5	7	7	6	4	-	-	25	-	-	-	-	-	14
	5%	5%	5%	10%	5%	3%	6%	4%	4%	6%	4%	6%	4%	-	-	100%	-	-	-	-	-	21%
The UK Independence Party (UKIP)	77	47	30	5	7	11	15	10	29	14	14	19	27	-	-	-	77	-	-	34	9	6
	15%	18%	12%	9%	9%	13%	16%	13%	23%	10%	9%	20%	22%	-	-	-	100%	-	-	22%	6%	9%
The Green Party	41	20	21	1	15	16	5	2	3	12	9	14	4	-	-	-	-	41	-	1	12	8
	8%	7%	9%	2%	20%	18%	5%	2%	2%	9%	6%	15%	3%	-	-	-	-	100%	-	1%	9%	12%
The British National Party (BNP)	1	1	-	-	-	-	-	1	-	-	-	-	1	-	-	-	-	-	1	1	-	-
	*	*	-	-	-	-	-	1%	-	-	-	-	1%	-	-	-	-	-	7%	*	-	-
Some other party	9	5	5	-	1	2	3	2	2	2	7	-	*	-	-	-	-	-	9	*	5	2
	2%	2%	2%	-	2%	2%	3%	2%	1%	1%	4%	-	*	-	-	-	-	-	93%	*	4%	3%

**Brighton Kemptown Poll**  
**CATI Fieldwork : 11th-21st September 2014**

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	32%
Labour	39%
Liberal Democrat	5%
UKIP	14%
Green	8%
Other	2%

## Brighton Kemptown Poll

### CATI Fieldwork : 11th-21st September 2014

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	473	527	79	98	140	184	186	311	376	221	120	249	245	287	34	121	55	16	264	237	88
Weighted base	1000	496	504	169	160	169	162	134	205	201	343	188	234	218	278	42	114	55	15	218	199	99
Conservative	242	133	109	22	34	42	35	38	70	58	84	42	56	205	6	1	11	-	1	150	5	23
	24%	27%	22%	13%	21%	25%	22%	28%	34%	29%	25%	22%	24%	94%	2%	2%	10%	-	10%	69%	3%	24%
Labour	265	134	131	43	35	38	62	39	49	64	85	47	65	-	239	-	5	3	5	12	141	26
	26%	27%	26%	25%	22%	23%	38%	29%	24%	32%	25%	25%	28%	-	86%	-	5%	5%	32%	6%	71%	27%
Liberal Democrat	40	20	20	10	6	9	7	4	5	9	14	10	6	1	3	32	-	3	-	1	3	15
	4%	4%	4%	6%	4%	5%	5%	3%	3%	5%	4%	5%	3%	*	1%	77%	-	5%	-	*	1%	15%
The UK Independence Party (UKIP)	101	60	41	12	16	14	19	15	26	15	25	29	29	2	1	2	87	-	2	31	10	7
	10%	12%	8%	7%	10%	8%	12%	11%	13%	7%	7%	15%	12%	1%	*	5%	77%	-	11%	14%	5%	7%
The Green Party	79	38	41	17	25	24	5	5	2	22	24	23	7	4	17	1	3	44	-	1	19	10
	8%	8%	8%	10%	16%	14%	3%	4%	1%	11%	7%	12%	3%	2%	6%	3%	2%	81%	-	*	9%	10%
The British National Party (BNP)	5	4	1	3	-	-	-	1	1	-	-	3	2	-	3	-	-	-	1	2	-	-
	1%	1%	*	2%	-	-	-	1%	1%	-	-	2%	1%	-	1%	-	-	-	5%	1%	-	-
Some other party	9	6	4	3	-	1	2	1	2	1	4	1	1	-	3	-	-	1	3	1	1	2
	1%	1%	1%	2%	-	1%	1%	1%	1%	1%	1%	1%	*	-	1%	-	-	2%	21%	*	1%	2%
Would not vote	106	52	54	31	23	11	15	8	18	8	42	16	35	-	-	-	-	-	-	5	4	-
	11%	10%	11%	18%	14%	7%	10%	6%	9%	4%	12%	9%	15%	-	-	-	-	-	-	2%	2%	-
Refused	29	10	19	1	1	6	5	6	8	5	12	2	4	-	-	-	-	-	-	3	1	2
	3%	2%	4%	1%	1%	3%	3%	4%	4%	2%	3%	1%	2%	-	-	-	-	-	-	1%	1%	2%
Don't know	123	39	84	28	20	24	10	18	23	18	52	16	28	7	5	5	7	4	3	14	15	14
	12%	8%	17%	16%	13%	14%	6%	14%	11%	9%	15%	8%	12%	3%	2%	12%	6%	7%	21%	7%	7%	14%

## Brighton Kemptown Poll

### CATI Fieldwork : 11th-21st September 2014

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	585	293	292	31	51	78	116	113	194	256	111	69	138	181	218	20	86	38	10	198	173	59
Weighted base	529	277	252	60	78	89	96	80	126	134	160	104	120	155	199	22	75	39	9	162	139	68
Conservative	174	93	81	12	19	30	25	30	56	45	60	26	41	150	5	1	9	-	*	121	4	18
	33%	34%	32%	21%	24%	34%	27%	38%	45%	33%	37%	25%	34%	97%	3%	3%	12%	-	2%	75%	3%	27%
Labour	196	96	100	28	25	27	45	32	39	53	60	32	49	-	177	-	5	3	4	11	110	23
	37%	35%	40%	47%	32%	30%	47%	40%	31%	40%	38%	30%	41%	-	89%	-	6%	7%	47%	7%	80%	34%
Liberal Democrat	28	13	15	5	4	4	7	3	5	7	8	7	5	1	3	21	-	2	-	1	2	13
	5%	5%	6%	9%	6%	5%	7%	3%	4%	5%	5%	7%	4%	*	1%	96%	-	6%	-	*	2%	18%
The UK Independence Party (UKIP)	68	43	25	4	9	10	14	9	22	12	12	20	20	1	1	*	60	-	1	27	7	5
	13%	16%	10%	7%	11%	11%	15%	12%	18%	9%	8%	19%	17%	1%	1%	*	81%	-	16%	17%	5%	8%
The Green Party	56	26	30	7	21	18	4	4	1	15	19	16	4	4	10	*	1	34	-	1	14	8
	11%	9%	12%	12%	27%	20%	4%	5%	1%	12%	12%	16%	3%	2%	5%	*	1%	87%	-	1%	10%	12%
The British National Party (BNP)	4	3	1	3	-	-	-	1	1	-	-	3	1	-	3	-	-	-	1	1	-	-
	1%	1%	*	5%	-	-	-	1%	1%	-	-	3%	1%	-	1%	-	-	-	8%	1%	-	-
Some other party	3	2	1	*	-	*	1	1	1	1	1	*	1	-	*	-	-	*	3	1	1	1
	1%	1%	1%	*	-	*	1%	1%	1%	1%	1%	*	1%	-	*	-	-	*	28%	*	1%	2%

**Brighton Kemptown Poll**  
**CATI Fieldwork : 11th-21st September 2014**

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	33%
Labour	37%
Liberal Democrat	6%
UKIP	13%
Green	10%
Other	1%

## Brighton Kemptown Poll

### CATI Fieldwork : 11th-21st September 2014

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	473	527	79	98	140	184	186	311	376	221	120	249	245	287	34	121	55	16	264	237	88
Weighted base	1000	496	504	169	160	169	162	134	205	201	343	188	234	218	278	42	114	55	15	218	199	99
I would not vote UKIP	667	338	329	119	114	120	108	87	119	153	244	123	129	165	239	34	-	54	11	128	159	82
	67%	68%	65%	70%	71%	71%	67%	65%	58%	76%	71%	65%	55%	76%	86%	81%	-	97%	73%	59%	80%	83%
I would not vote Liberal Democrat	611	305	306	79	94	107	105	82	144	136	186	108	161	156	185	-	97	34	12	159	146	53
	61%	62%	61%	47%	59%	64%	65%	62%	70%	68%	54%	58%	69%	72%	66%	-	85%	61%	78%	73%	74%	54%
I would not vote Conservative	513	250	262	85	86	93	96	66	85	101	171	103	120	-	229	26	75	50	10	27	165	60
	51%	51%	52%	50%	54%	55%	59%	50%	42%	50%	50%	55%	51%	-	82%	63%	66%	91%	66%	13%	83%	61%
I would not vote Labour	386	208	179	60	46	64	51	57	108	70	120	78	102	157	-	23	81	17	9	160	10	39
	39%	42%	35%	35%	29%	38%	31%	43%	53%	35%	35%	42%	44%	72%	-	56%	71%	31%	61%	74%	5%	39%
None of these - I would potentially vote for all of them	82	35	47	18	21	8	10	13	10	10	33	18	15	9	13	3	6	*	-	11	10	2
	8%	7%	9%	11%	13%	5%	6%	10%	5%	5%	9%	10%	7%	4%	5%	7%	5%	*	-	5%	5%	2%
Don't know	13	2	11	5	2	2	*	-	4	2	5	1	5	-	4	-	-	-	-	1	3	1
	1%	*	2%	3%	1%	1%	*	-	2%	1%	1%	1%	2%	-	1%	-	-	-	-	*	2%	1%



## Brighton Kemptown Poll

### CATI Fieldwork : 11th-21st September 2014

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	473	527	79	98	140	184	186	311	376	221	120	249	245	287	34	121	55	16	264	237	88	
Weighted base	1000	496	504	169	160	169	162	134	205	201	343	188	234	218	278	42	114	55	15	218	199	99	
NET: Well	552	302	250	93	75	88	86	77	132	119	193	102	125	170	125	29	64	26	2	161	95	53	
	55%	61%	50%	55%	47%	52%	53%	57%	64%	59%	56%	54%	54%	78%	45%	71%	57%	47%	13%	74%	48%	53%	
Very well	(4)	34	21	13	7	2	2	6	3	14	8	7	9	10	13	7	-	4	*	1	12	8	3
		3%	4%	3%	4%	1%	1%	4%	3%	7%	4%	2%	5%	4%	6%	2%	-	3%	1%	6%	5%	4%	3%
Quite well	(3)	518	281	237	85	73	86	80	73	118	110	187	93	115	157	118	29	60	26	1	150	87	49
		52%	57%	47%	50%	46%	51%	49%	55%	57%	55%	54%	50%	49%	72%	42%	71%	53%	47%	7%	69%	44%	50%
Quite badly	(2)	329	132	197	57	66	59	62	39	46	64	116	70	68	40	112	11	42	26	11	41	78	40
		33%	27%	39%	34%	41%	35%	38%	29%	22%	32%	34%	37%	29%	18%	40%	26%	37%	47%	68%	19%	39%	41%
Very badly	(1)	77	37	41	14	14	17	10	13	13	18	13	29	3	35	1	5	1	*	6	19	3	
		8%	7%	8%	8%	9%	10%	6%	7%	6%	7%	5%	7%	12%	1%	12%	3%	5%	2%	2%	3%	9%	3%
NET: Badly		407	169	238	71	81	76	72	49	58	78	134	82	97	43	147	12	48	27	11	48	96	43
		41%	34%	47%	42%	50%	45%	44%	37%	28%	39%	39%	44%	41%	20%	53%	29%	42%	49%	71%	22%	48%	44%
Don't know		41	24	16	5	4	4	4	8	15	5	16	3	12	5	6	-	2	2	3	9	8	3
		4%	5%	3%	3%	3%	3%	3%	6%	7%	2%	5%	2%	5%	2%	2%	-	2%	4%	16%	4%	4%	3%
Mean		2.53	2.61	2.46	2.53	2.40	2.45	2.52	2.56	2.70	2.58	2.56	2.53	2.48	2.84	2.36	2.68	2.56	2.48	2.19	2.80	2.44	2.55
Standard deviation		0.69	0.70	0.69	0.72	0.67	0.69	0.67	0.68	0.70	0.68	0.63	0.69	0.78	0.53	0.73	0.54	0.64	0.56	0.62	0.58	0.72	0.62
Standard error		0.02	0.03	0.03	0.08	0.07	0.06	0.05	0.05	0.04	0.04	0.04	0.06	0.05	0.03	0.04	0.09	0.06	0.08	0.17	0.04	0.05	0.07

## Brighton Kemptown Poll

### CATI Fieldwork : 11th-21st September 2014

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	473	527	79	98	140	184	186	311	376	221	120	249	245	287	34	121	55	16	264	237	88	
Weighted base	1000	496	504	169	160	169	162	134	205	201	343	188	234	218	278	42	114	55	15	218	199	99	
NET: Well	587	318	269	98	91	102	81	80	132	135	205	109	123	183	130	27	61	29	4	166	98	59	
	59%	64%	53%	58%	57%	61%	50%	60%	64%	67%	60%	58%	53%	84%	47%	65%	54%	52%	25%	76%	49%	60%	
Very well	(4)	52	34	18	13	3	9	4	5	17	9	9	17	17	18	10	*	3	3	1	15	7	3
		5%	7%	4%	8%	2%	5%	3%	4%	8%	5%	3%	9%	7%	8%	4%	1%	3%	5%	10%	7%	4%	3%
Quite well	(3)	535	285	250	85	88	93	77	75	114	126	196	92	107	165	120	27	57	26	2	150	90	56
		53%	57%	50%	50%	55%	55%	48%	56%	56%	63%	57%	49%	46%	75%	43%	64%	51%	47%	15%	69%	45%	57%
Quite badly	(2)	296	126	170	58	50	46	63	35	45	52	106	60	67	26	112	12	45	21	4	34	75	27
		30%	25%	34%	34%	31%	27%	39%	26%	22%	26%	31%	32%	28%	12%	40%	28%	40%	38%	28%	16%	37%	28%
Very badly	(1)	84	38	46	6	17	18	16	13	14	10	22	16	32	6	27	2	3	5	7	10	19	10
		8%	8%	9%	4%	11%	11%	10%	10%	7%	5%	6%	8%	14%	3%	10%	6%	3%	9%	47%	5%	10%	10%
NET: Badly		380	164	216	64	67	64	79	47	59	62	128	76	99	32	140	14	48	26	12	45	94	38
		38%	33%	43%	38%	42%	38%	49%	35%	29%	31%	37%	41%	42%	15%	50%	34%	42%	47%	75%	21%	47%	38%
Don't know		33	14	19	6	3	2	2	6	15	4	11	3	12	3	8	*	5	1	-	7	7	2
		3%	3%	4%	4%	2%	1%	1%	4%	7%	2%	3%	1%	5%	1%	3%	1%	4%	1%	-	3%	4%	2%
Mean	2.57	2.65	2.50	2.65	2.49	2.56	2.43	2.57	2.71	2.68	2.58	2.59	2.48	2.91	2.42	2.61	2.56	2.48	1.87	2.81	2.45	2.53	
Standard deviation	0.73	0.72	0.72	0.69	0.71	0.76	0.71	0.73	0.73	0.65	0.66	0.77	0.83	0.56	0.72	0.62	0.60	0.74	1.03	0.63	0.73	0.73	
Standard error	0.02	0.03	0.03	0.08	0.07	0.06	0.05	0.05	0.04	0.03	0.05	0.07	0.05	0.04	0.04	0.11	0.06	0.10	0.26	0.04	0.05	0.08	

## Brighton Kemptown Poll

### CATI Fieldwork : 11th-21st September 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	1000	473	527	79	98	140	184	186	311	376	221	120	249	245	287	34	121	55	16	264	237	88
Weighted base	1000	496	504	169	160	169	162	134	205	201	343	188	234	218	278	42	114	55	15	218	199	99
I am satisfied with the job David Cameron is doing overall as Prime Minister	302 30%	152 31%	151 30%	63 37%	43 27%	44 26%	33 21%	41 31%	75 37%	53 26%	110 32%	52 28%	81 35%	142 65%	45 16%	10 25%	20 17%	4 8%	4 23%	130 60%	26 13%	24 25%
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	273 27%	137 28%	136 27%	49 29%	42 26%	48 28%	44 27%	34 26%	57 28%	57 28%	101 30%	53 28%	55 24%	65 30%	28 10%	19 45%	55 49%	9 17%	3 18%	71 33%	26 13%	30 30%
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.	326 33%	159 32%	167 33%	52 30%	50 31%	56 33%	75 47%	42 31%	52 25%	77 39%	104 30%	64 34%	70 30%	10 4%	195 70%	8 19%	22 19%	35 63%	8 51%	10 5%	136 68%	37 37%
Refused	20 2%	11 2%	9 2%	3 2%	4 3%	3 2%	1 1%	4 3%	5 2%	5 2%	4 1%	2 1%	5 2%	1 *	- -	- -	5 4%	2 4%	- -	1 *	- -	1 1%
Don't know	79 8%	37 7%	41 8%	3 2%	20 13%	18 11%	8 5%	13 9%	17 8%	9 4%	24 7%	16 9%	23 10%	2 1%	10 3%	5 12%	12 10%	5 8%	1 8%	5 2%	11 5%	6 6%

## Brighton Kemptown Poll

### CATI Fieldwork : 11th-21st September 2014

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	473	527	79	98	140	184	186	311	376	221	120	249	245	287	34	121	55	16	264	237	88
Weighted base	1000	496	504	169	160	169	162	134	205	201	343	188	234	218	278	42	114	55	15	218	199	99
The Conservatives	401	225	177	58	39	64	75	68	95	99	142	70	76	113	101	14	50	23	6	118	75	53
	40%	45%	35%	34%	25%	38%	46%	51%	46%	49%	41%	37%	33%	52%	36%	33%	44%	42%	40%	54%	38%	53%
Labour	239	119	119	66	31	38	41	28	34	55	62	46	66	37	94	5	28	14	4	28	69	25
	24%	24%	24%	39%	20%	22%	25%	21%	16%	27%	18%	25%	28%	17%	34%	13%	25%	26%	29%	13%	35%	25%
The UK Independence Party (UKIP)	94	54	41	30	11	11	16	12	13	14	34	19	20	14	18	1	29	5	2	20	9	10
	9%	11%	8%	18%	7%	6%	10%	9%	7%	7%	10%	10%	8%	6%	7%	2%	25%	8%	14%	9%	5%	11%
The Liberal Democrat	54	31	23	13	17	8	5	5	6	9	18	11	13	11	14	7	6	2	*	5	8	7
	5%	6%	5%	8%	11%	5%	3%	4%	3%	4%	5%	6%	6%	5%	5%	17%	5%	3%	2%	2%	4%	7%
None of them	427	201	226	64	94	75	62	45	87	75	148	83	104	80	117	25	35	21	6	74	80	36
	43%	41%	45%	38%	59%	45%	38%	34%	43%	37%	43%	44%	45%	36%	42%	60%	30%	39%	42%	34%	40%	37%
Don't know	26	6	20	-	11	2	5	5	4	1	11	5	8	7	5	-	3	-	-	4	3	-
	3%	1%	4%	-	7%	1%	3%	3%	2%	1%	3%	3%	3%	3%	2%	-	3%	-	-	2%	1%	-

## Brighton Kemptown Poll

### CATI Fieldwork : 11th-21st September 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	1000	473	527	79	98	140	184	186	311	376	221	120	249	245	287	34	121	55	16	264	237	88
Weighted base	1000	496	504	169	160	169	162	134	205	201	343	188	234	218	278	42	114	55	15	218	199	99
A Labour government	359 36%	175 35%	184 37%	79 47%	58 36%	58 35%	69 43%	38 29%	57 28%	80 40%	120 35%	61 32%	90 38%	7 3%	211 76%	2 4%	30 27%	26 47%	9 56%	22 10%	141 71%	31 31%
A Conservative government	279 28%	147 30%	133 26%	28 16%	36 22%	45 26%	40 25%	38 29%	91 45%	54 27%	87 25%	62 33%	73 31%	176 81%	4 1%	3 7%	43 38%	5 8%	3 22%	155 71%	10 5%	19 19%
A coalition between Labour and the Liberal Democrats	130 13%	70 14%	60 12%	26 15%	21 13%	27 16%	22 14%	23 17%	11 5%	28 14%	56 16%	22 12%	18 8%	3 1%	56 20%	15 36%	5 5%	20 37%	*	2 1%	40 20%	24 25%
A coalition between the Conservatives and the Liberal Democrats	92 9%	51 10%	41 8%	13 8%	12 8%	21 12%	13 8%	15 11%	17 9%	22 11%	35 10%	13 7%	19 8%	28 13%	5 2%	21 51%	13 11%	1 2%	1 6%	22 10%	2 1%	17 17%
Don't know	140 14%	53 11%	86 17%	24 14%	33 21%	18 10%	17 11%	19 14%	29 14%	17 9%	46 13%	30 16%	34 14%	4 2%	2 1%	1 2%	22 19%	3 6%	2 15%	16 7%	6 3%	8 8%

**Brighton Kemptown Poll**  
**CATI Fieldwork : 11th-21st September 2014**

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	473 47%	496 50%
Female	527 53%	504 50%

**Brighton Kemptown Poll**  
**CATI Fieldwork : 11th-21st September 2014**

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	79 8%	169 17%
25-34	98 10%	160 16%
35-44	140 14%	169 17%
45-54	184 18%	162 16%
55-64	186 19%	134 13%
65 or older	311 31%	205 20%
Refused	2 *	2 *

**Brighton Kemptown Poll**  
**CATI Fieldwork : 11th-21st September 2014**

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	120 12%	59 6%
B	256 26%	142 14%
C1	221 22%	343 34%
C2	120 12%	188 19%
D	78 8%	89 9%
E	171 17%	145 14%
Refused	34 3%	34 3%



**Brighton Kemptown Poll**  
**CATI Fieldwork : 11th-21st September 2014**

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	264 26%	218 22%
Labour	237 24%	199 20%
Liberal Democrats	88 9%	99 10%
Another party	78 8%	58 6%
Did not vote	257 26%	355 35%
Refused	33 3%	29 3%
Don't know	43 4%	42 4%