

Hove Poll

CATI Fieldwork : 17th-27th 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	448	552	49	127	175	224	153	270	429	207	109	203	248	290	39	108	66	10	245	257	109	
Weighted base	1000	493	507	96	214	216	173	118	181	284	353	142	168	238	281	41	101	76	9	227	213	138	
Certain to vote	(10)	576	294	282	32	94	138	109	82	120	196	200	71	87	171	196	20	63	40	3	168	161	83
		58%	60%	56%	34%	44%	64%	63%	69%	67%	69%	57%	50%	52%	72%	70%	50%	63%	53%	35%	74%	76%	60%
	(9)	68	39	29	4	18	10	17	5	12	19	25	9	11	21	17	4	5	6	2	12	8	18
		7%	8%	6%	4%	8%	5%	10%	5%	7%	7%	7%	7%	7%	9%	6%	10%	5%	8%	19%	5%	4%	13%
	(8)	84	51	33	10	16	16	17	8	16	18	31	8	18	19	20	6	10	9	1	19	14	12
		8%	10%	7%	11%	8%	7%	10%	7%	9%	6%	9%	6%	11%	8%	7%	14%	10%	12%	13%	8%	7%	9%
	(7)	51	21	30	11	12	13	3	7	5	10	25	4	8	6	23	1	5	5	*	10	17	10
		5%	4%	6%	11%	6%	6%	2%	6%	3%	3%	7%	3%	5%	3%	8%	3%	5%	7%	5%	4%	8%	8%
	(6)	17	4	13	2	4	5	3	1	1	7	4	2	4	3	3	3	2	4	-	3	2	5
		2%	1%	2%	2%	2%	2%	1%	*	*	3%	1%	2%	2%	1%	1%	8%	2%	6%	-	1%	1%	4%
	(5)	63	24	38	11	17	17	3	3	11	16	19	10	14	9	13	3	10	7	1	8	6	2
		6%	5%	8%	12%	8%	8%	2%	3%	6%	5%	5%	7%	8%	4%	4%	8%	10%	9%	16%	4%	3%	1%
	(4)	12	6	6	2	3	2	2	-	2	2	3	4	4	4	4	1	1	2	-	1	*	-
		1%	1%	1%	3%	1%	1%	1%	2%	-	1%	1%	2%	2%	2%	1%	2%	1%	2%	-	1%	*	-
	(3)	21	6	15	2	12	-	5	1	1	3	7	10	1	3	5	3	4	-	1	1	-	1
		2%	1%	3%	2%	6%	-	3%	1%	1%	1%	2%	7%	1%	1%	2%	6%	4%	-	12%	*	-	1%
	(2)	20	7	13	10	1	6	3	-	1	4	6	6	3	1	1	-	2	2	-	-	1	-
		2%	1%	3%	10%	*	3%	2%	-	*	1%	2%	4%	2%	*	*	-	2%	3%	-	-	*	-
Definitely would not vote	(1)	89	40	49	12	37	8	11	8	14	10	33	18	18	-	-	-	-	-	4	3	6	
		9%	8%	10%	12%	17%	4%	6%	6%	8%	4%	9%	13%	11%	-	-	-	-	-	2%	1%	5%	
Mean		8.05	8.30	7.81	6.53	7.06	8.52	8.52	8.68	8.60	8.78	8.05	7.22	7.77	9.19	9.06	8.27	8.58	8.40	7.79	9.20	9.23	8.77
Standard deviation		2.98	2.82	3.11	3.35	3.48	2.49	2.69	2.55	2.64	2.35	2.97	3.48	3.07	1.65	1.75	2.25	2.23	2.16	2.59	1.73	1.66	2.19
Standard error		0.09	0.13	0.13	0.48	0.31	0.19	0.18	0.21	0.16	0.11	0.21	0.33	0.22	0.11	0.10	0.36	0.22	0.27	0.82	0.11	0.10	0.21

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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	448	552	49	127	175	224	153	270	429	207	109	203	248	290	39	108	66	10	245	257	109
Weighted base	1000	493	507	96	214	216	173	118	181	284	353	142	168	238	281	41	101	76	9	227	213	138
Conservative	238	123	116	15	32	52	38	26	74	80	82	33	34	238	-	-	-	-	-	155	5	22
	24%	25%	23%	16%	15%	24%	22%	22%	41%	28%	23%	23%	20%	100%	-	-	-	-	-	69%	2%	16%
Labour	281	137	144	27	68	75	50	31	30	92	103	33	46	-	281	-	-	-	-	12	158	36
	28%	28%	28%	28%	32%	35%	29%	26%	17%	32%	29%	23%	27%	-	100%	-	-	-	-	5%	74%	26%
Liberal Democrat	41	14	27	1	12	11	5	6	4	17	16	5	2	-	-	41	-	-	-	3	3	19
	4%	3%	5%	1%	6%	5%	3%	5%	2%	6%	4%	4%	1%	-	-	100%	-	-	-	1%	2%	14%
The UK Independence Party (UKIP)	101	57	44	16	12	7	21	18	26	17	27	19	29	-	-	-	101	-	-	31	18	10
	10%	12%	9%	17%	5%	3%	12%	16%	14%	6%	8%	14%	17%	-	-	-	100%	-	-	13%	9%	7%
The Green Party	76	47	28	9	23	19	13	9	2	22	36	10	8	-	-	-	-	76	-	1	8	23
	8%	10%	6%	9%	11%	9%	7%	8%	1%	8%	10%	7%	5%	-	-	-	-	100%	-	*	4%	17%
The British National Party (BNP)	1	-	1	-	1	-	-	-	-	-	-	-	1	-	-	-	-	-	1	-	-	-
	*	-	*	-	1%	-	-	-	-	-	-	-	1%	-	-	-	-	-	16%	-	-	-
Some other party	8	2	6	-	-	-	7	*	1	1	5	1	1	-	-	-	-	-	8	1	2	1
	1%	*	1%	-	-	-	4%	*	*	*	1%	1%	*	-	-	-	-	-	84%	1%	1%	*
Would not vote	89	40	49	12	37	8	11	8	14	10	33	18	18	-	-	-	-	-	-	4	3	6
	9%	8%	10%	12%	17%	4%	6%	6%	8%	4%	9%	13%	11%	-	-	-	-	-	-	2%	1%	5%
Refused	46	27	20	3	9	5	10	5	13	10	18	6	6	-	-	-	-	-	-	5	5	-
	5%	5%	4%	3%	4%	2%	6%	4%	7%	4%	5%	4%	4%	-	-	-	-	-	-	2%	2%	-
Don't know	118	45	73	13	19	37	18	15	16	36	34	16	22	-	-	-	-	-	-	15	10	21
	12%	9%	14%	13%	9%	17%	10%	13%	9%	13%	10%	11%	13%	-	-	-	-	-	-	7%	5%	15%

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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	587	274	313	19	62	103	136	96	170	278	120	59	114	196	229	27	80	47	6	183	191	69
Weighted base	557	289	268	39	103	124	105	72	112	178	199	71	90	188	215	27	71	51	5	167	157	87
Conservative	188	97	91	9	25	41	31	22	60	61	65	26	28	188	-	-	-	-	-	129	5	17
	34%	34%	34%	24%	24%	33%	29%	30%	53%	34%	33%	37%	31%	100%	-	-	-	-	-	78%	3%	19%
Labour	215	108	107	16	50	59	40	25	26	75	77	23	35	-	215	-	-	-	-	9	128	29
	39%	37%	40%	41%	48%	48%	38%	34%	23%	42%	39%	32%	39%	-	100%	-	-	-	-	5%	82%	34%
Liberal Democrat	27	11	16	1	6	8	3	4	4	13	10	3	1	-	-	27	-	-	-	2	3	14
	5%	4%	6%	2%	6%	7%	3%	6%	3%	7%	5%	5%	1%	-	-	100%	-	-	-	1%	2%	16%
The UK Independence Party (UKIP)	71	43	28	9	5	4	17	15	20	13	20	12	21	-	-	-	71	-	-	25	14	9
	13%	15%	10%	24%	5%	3%	16%	21%	18%	7%	10%	17%	23%	-	-	-	100%	-	-	15%	9%	10%
The Green Party	51	30	21	4	16	12	10	7	2	16	24	6	5	-	-	-	-	51	-	1	5	18
	9%	10%	8%	9%	16%	10%	9%	10%	2%	9%	12%	9%	5%	-	-	-	-	100%	-	*	3%	20%
The British National Party (BNP)	*	-	*	-	*	-	-	-	-	-	-	-	*	-	-	-	-	-	*	-	-	-
	*	-	*	-	*	-	-	-	-	-	-	-	*	-	-	-	-	-	3%	-	-	-
Some other party	5	1	5	-	-	-	4	*	1	1	4	*	*	-	-	-	-	-	5	1	1	1
	1%	*	2%	-	-	-	4%	*	*	1%	2%	*	1%	-	-	-	-	-	97%	1%	1%	1%

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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	34%
Labour	38%
Liberal Democrat	6%
UKIP	12%
Green	9%
Other	1%

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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	448	552	49	127	175	224	153	270	429	207	109	203	248	290	39	108	66	10	245	257	109
Weighted base	1000	493	507	96	214	216	173	118	181	284	353	142	168	238	281	41	101	76	9	227	213	138
Conservative	251 25%	118 24%	133 26%	12 13%	30 14%	52 24%	45 26%	29 24%	82 45%	81 28%	82 23%	37 26%	38 23%	220 92%	2 1%	2 4%	10 10%	- -	1 14%	162 71%	8 4%	18 13%
Labour	268 27%	132 27%	136 27%	27 28%	58 27%	70 33%	48 28%	32 27%	33 18%	93 33%	91 26%	29 21%	48 28%	6 2%	244 87%	3 8%	5 5%	1 1%	3 31%	13 6%	153 72%	31 23%
Liberal Democrat	44 4%	18 4%	27 5%	7 7%	12 6%	9 4%	5 3%	7 6%	4 2%	17 6%	19 5%	3 2%	4 2%	5 2%	3 1%	31 75%	2 2%	1 1%	- -	4 2%	5 2%	22 16%
The UK Independence Party (UKIP)	89 9%	53 11%	36 7%	15 15%	12 5%	7 3%	19 11%	15 13%	21 12%	10 4%	26 8%	18 12%	25 15%	2 1%	2 1%	- -	82 81%	- -	- -	26 11%	11 5%	11 8%
The Green Party	111 11%	63 13%	48 9%	12 13%	38 18%	27 12%	18 10%	12 10%	4 2%	30 11%	54 15%	15 11%	12 7%	1 *	24 8%	2 5%	1 1%	71 94%	1 6%	2 1%	16 7%	29 21%
The British National Party (BNP)	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Some other party	4 *	4 1%	* *	- -	- -	1 *	2 1%	* *	1 *	2 1%	- -	1 1%	1 *	- -	- -	1 2%	- -	- -	2 20%	- -	1 *	- -
Would not vote	89 9%	40 8%	49 10%	12 12%	37 17%	8 4%	11 6%	8 6%	14 8%	10 4%	33 9%	18 13%	18 11%	- -	- -	- -	- -	- -	- -	4 2%	3 1%	6 5%
Refused	32 3%	21 4%	11 2%	3 3%	8 4%	3 2%	8 4%	3 3%	7 4%	6 2%	14 4%	5 4%	3 2%	- -	- -	- -	- -	- -	- -	1 1%	1 1%	* *
Don't know	111 11%	44 9%	67 13%	8 9%	19 9%	37 17%	18 11%	13 11%	15 8%	33 12%	33 9%	16 11%	20 12%	5 2%	6 2%	2 6%	2 2%	3 4%	3 29%	15 7%	14 7%	18 13%

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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	603	278	325	21	62	101	139	102	176	285	122	59	119	192	223	25	77	45	5	187	191	71	
Weighted base	568	291	277	42	103	122	107	76	116	182	202	70	94	184	210	25	69	48	4	169	156	88	
Conservative	194	93	102	6	23	40	35	24	64	63	65	28	30	174	1	1	6	-	1	134	7	12	
		34%	32%	37%	15%	22%	33%	32%	56%	34%	32%	39%	32%	95%	*	5%	8%	-	26%	79%	4%	14%	
Labour	207	107	101	16	44	55	39	26	28	77	68	22	36	4	189	3	4	1	2	10	125	26	
		37%	37%	36%	39%	42%	45%	36%	34%	24%	42%	34%	31%	38%	2%	90%	11%	6%	1%	50%	6%	80%	30%
Liberal Democrat	29	14	15	5	6	6	4	4	4	13	13	1	2	4	2	20	2	*	-	2	4	16	
		5%	5%	5%	12%	6%	5%	4%	6%	3%	7%	6%	2%	3%	2%	1%	79%	2%	1%	-	1%	3%	19%
The UK Independence Party (UKIP)	63	39	24	9	5	4	16	13	16	7	20	12	18	2	2	-	57	-	-	22	9	10	
		11%	13%	9%	22%	5%	3%	15%	17%	4%	10%	17%	19%	1%	1%	-	82%	-	-	13%	6%	11%	
The Green Party	72	38	35	5	25	16	13	9	4	21	37	8	7	1	17	1	1	47	1	1	11	23	
		13%	13%	13%	12%	25%	13%	12%	3%	12%	18%	11%	7%	*	8%	2%	1%	98%	12%	1%	7%	27%	
Some other party	2	2	*	-	-	1	1	*	*	2	-	*	*	-	-	1	-	-	*	-	*	-	
		*	1%	*	-	-	1%	1%	*	1%	-	*	*	-	-	3%	-	-	11%	-	*	-	

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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	448	552	49	127	175	224	153	270	429	207	109	203	248	290	39	108	66	10	245	257	109
Weighted base	1000	493	507	96	214	216	173	118	181	284	353	142	168	238	281	41	101	76	9	227	213	138
I would not vote UKIP	698	346	352	66	149	174	119	75	114	223	266	88	96	176	250	37	-	73	4	149	169	117
	70%	70%	69%	69%	70%	81%	69%	63%	63%	78%	75%	62%	57%	74%	89%	90%	-	97%	41%	66%	80%	85%
I would not vote Liberal Democrat	640	335	306	49	116	141	120	79	134	174	229	91	116	188	207	-	84	35	6	189	159	58
	64%	68%	60%	51%	54%	65%	69%	67%	74%	61%	65%	64%	69%	79%	74%	-	83%	47%	69%	83%	75%	42%
I would not vote Conservative	493	254	239	47	116	114	90	69	57	138	181	67	92	-	238	27	63	63	5	23	170	83
	49%	52%	47%	49%	54%	53%	52%	58%	32%	49%	51%	47%	55%	-	85%	64%	62%	84%	54%	10%	80%	60%
I would not vote Labour	402	212	190	34	64	74	69	50	111	98	142	64	79	191	-	15	73	25	5	173	19	42
	40%	43%	38%	35%	30%	34%	40%	42%	61%	35%	40%	45%	47%	80%	-	37%	72%	33%	50%	76%	9%	30%
None of these - I would potentially vote for all of them	63	25	38	10	22	5	10	7	9	12	18	12	15	6	5	-	7	1	2	2	5	4
	6%	5%	8%	10%	10%	2%	6%	6%	5%	4%	5%	8%	9%	2%	2%	-	7%	1%	19%	1%	2%	3%
Don't know	17	6	11	2	5	1	3	1	5	3	5	2	3	2	-	-	*	-	-	1	1	-
	2%	1%	2%	3%	2%	1%	2%	1%	3%	1%	1%	1%	2%	1%	-	-	*	-	-	*	*	-

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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	448	552	49	127	175	224	153	270	429	207	109	203	248	290	39	108	66	10	245	257	109	
Weighted base	1000	493	507	96	214	216	173	118	181	284	353	142	168	238	281	41	101	76	9	227	213	138	
NET: Well	648	337	311	53	149	145	107	70	122	208	224	89	98	201	175	34	51	42	5	188	117	90	
	65%	68%	61%	55%	70%	67%	62%	59%	68%	73%	64%	63%	58%	84%	62%	83%	51%	55%	59%	83%	55%	65%	
Very well	(4)	66	48	18	2	16	14	10	7	16	13	26	12	11	21	18	5	5	1	-	27	8	3
		7%	10%	3%	2%	8%	7%	6%	6%	9%	4%	7%	9%	7%	9%	7%	12%	5%	2%	-	12%	4%	2%
Quite well	(3)	583	289	294	51	133	131	97	63	106	195	198	77	87	180	157	29	46	41	5	161	109	87
		58%	59%	58%	53%	62%	61%	56%	53%	59%	69%	56%	54%	52%	75%	56%	70%	46%	54%	59%	71%	51%	63%
Quite badly	(2)	256	112	144	32	51	57	44	38	35	65	93	40	44	29	88	6	38	24	2	27	82	40
		26%	23%	28%	33%	24%	26%	26%	32%	19%	23%	26%	28%	26%	12%	31%	14%	38%	32%	22%	12%	39%	29%
Very badly	(1)	56	27	29	10	11	8	14	5	9	6	19	12	17	3	8	1	11	8	1	7	8	3
		6%	5%	6%	10%	5%	4%	8%	4%	5%	2%	5%	8%	10%	1%	3%	1%	11%	11%	7%	3%	4%	2%
NET: Badly		313	139	173	41	62	64	58	43	44	71	112	52	61	31	96	6	49	33	3	34	90	43
		31%	28%	34%	43%	29%	30%	33%	36%	25%	25%	32%	36%	36%	13%	34%	15%	49%	43%	28%	15%	42%	31%
Don't know		39	17	22	2	3	6	8	6	14	5	16	2	9	6	10	1	*	1	1	4	5	5
		4%	3%	4%	3%	1%	3%	4%	5%	8%	2%	5%	1%	5%	2%	3%	2%	*	1%	13%	2%	2%	4%
Mean		2.68	2.75	2.62	2.48	2.73	2.72	2.63	2.64	2.78	2.77	2.69	2.64	2.58	2.94	2.69	2.96	2.45	2.47	2.60	2.93	2.57	2.67
Standard deviation		0.69	0.71	0.66	0.71	0.68	0.64	0.72	0.66	0.70	0.56	0.70	0.76	0.77	0.51	0.64	0.58	0.76	0.72	0.67	0.61	0.63	0.56
Standard error		0.02	0.03	0.03	0.10	0.06	0.05	0.05	0.05	0.04	0.03	0.05	0.07	0.06	0.03	0.04	0.09	0.07	0.09	0.22	0.04	0.04	0.05

Hove Poll

CATI Fieldwork : 17th-27th 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	448	552	49	127	175	224	153	270	429	207	109	203	248	290	39	108	66	10	245	257	109	
Weighted base	1000	493	507	96	214	216	173	118	181	284	353	142	168	238	281	41	101	76	9	227	213	138	
NET: Well	644	352	292	54	140	147	107	71	124	213	207	97	94	203	167	31	55	38	5	188	113	91	
	64%	71%	58%	56%	66%	68%	62%	60%	69%	75%	59%	68%	56%	85%	59%	76%	55%	50%	58%	83%	53%	66%	
Very well	(4)	59	44	16	3	11	10	11	7	17	21	10	7	19	17	2	10	2	-	28	10	3	
		6%	9%	3%	4%	5%	5%	6%	6%	10%	6%	6%	7%	4%	8%	6%	5%	10%	3%	-	12%	5%	2%
Quite well	(3)	584	308	276	51	130	137	96	64	107	186	87	87	185	150	29	46	36	5	160	103	88	
		58%	63%	54%	53%	61%	63%	55%	54%	59%	69%	53%	61%	52%	78%	53%	71%	45%	48%	58%	71%	48%	64%
Quite badly	(2)	247	90	158	26	55	56	44	32	33	58	108	29	46	24	89	9	31	23	2	27	79	42
		25%	18%	31%	27%	25%	26%	26%	27%	18%	20%	31%	20%	27%	10%	32%	22%	31%	30%	23%	12%	37%	31%
Very badly	(1)	65	34	31	11	13	10	15	9	7	10	19	14	19	3	14	1	12	10	1	6	13	2
		7%	7%	6%	12%	6%	4%	9%	8%	4%	3%	5%	10%	11%	1%	5%	2%	12%	13%	7%	3%	6%	2%
NET: Badly		312	124	189	38	67	66	59	41	40	68	127	43	65	27	103	10	44	33	3	33	91	45
		31%	25%	37%	39%	32%	31%	34%	34%	22%	24%	36%	30%	38%	12%	37%	24%	43%	43%	29%	15%	43%	32%
Don't know		44	17	27	4	6	3	7	7	16	4	19	3	10	7	11	-	2	5	1	5	9	2
		4%	4%	5%	5%	3%	1%	4%	6%	9%	1%	5%	2%	6%	3%	4%	-	2%	7%	13%	2%	4%	2%
Mean		2.67	2.76	2.58	2.50	2.67	2.69	2.62	2.62	2.82	2.78	2.63	2.67	2.52	2.95	2.63	2.79	2.53	2.43	2.59	2.95	2.54	2.67
Standard deviation		0.69	0.71	0.66	0.76	0.67	0.63	0.74	0.72	0.68	0.60	0.69	0.75	0.76	0.49	0.68	0.56	0.84	0.77	0.67	0.60	0.68	0.54
Standard error		0.02	0.03	0.03	0.11	0.06	0.05	0.05	0.06	0.04	0.03	0.05	0.07	0.06	0.03	0.04	0.09	0.08	0.10	0.22	0.04	0.04	0.05

Hove Poll

CATI Fieldwork : 17th-27th 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	448	552	49	127	175	224	153	270	429	207	109	203	248	290	39	108	66	10	245	257	109
Weighted base	1000	493	507	96	214	216	173	118	181	284	353	142	168	238	281	41	101	76	9	227	213	138
I am satisfied with the job David Cameron is doing overall as Prime Minister	295 29%	142 29%	153 30%	27 28%	60 28%	54 25%	43 25%	36 30%	74 41%	82 29%	96 27%	39 28%	60 35%	149 62%	36 13%	19 45%	20 20%	2 3%	-	128 57%	29 13%	30 22%
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	275 28%	149 30%	127 25%	30 31%	64 30%	53 24%	45 26%	32 27%	52 29%	79 28%	88 25%	50 35%	42 25%	84 35%	37 13%	13 32%	49 48%	17 22%	5 58%	80 35%	34 16%	43 31%
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.	323 32%	153 31%	170 34%	36 38%	68 32%	84 39%	62 36%	36 30%	37 21%	101 36%	124 35%	43 30%	48 29%	4 2%	201 71%	9 22%	27 26%	37 49%	3 29%	13 6%	142 67%	55 40%
Refused	25 2%	13 3%	12 2%	3 3%	3 1%	8 4%	6 3%	2 2%	4 2%	2 1%	13 4%	1 1%	4 2%	*	-	-	4 4%	7 9%	-	2 1%	1 1%	-
Don't know	82 8%	35 7%	46 9%	-	21 10%	17 8%	17 10%	14 11%	13 7%	20 7%	32 9%	9 6%	14 8%	1 *	7 3%	* 1%	2 2%	13 17%	1 13%	3 1%	6 3%	9 7%

Hove Poll

CATI Fieldwork : 17th-27th 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	448	552	49	127	175	224	153	270	429	207	109	203	248	290	39	108	66	10	245	257	109
Weighted base	1000	493	507	96	214	216	173	118	181	284	353	142	168	238	281	41	101	76	9	227	213	138
The Conservatives	253 25%	128 26%	126 25%	10 11%	50 23%	61 28%	49 28%	36 30%	47 26%	79 28%	105 30%	32 22%	29 17%	71 30%	70 25%	12 29%	24 24%	16 22%	2 18%	77 34%	58 27%	39 28%
Labour	148 15%	82 17%	66 13%	17 17%	30 14%	33 15%	31 18%	14 12%	23 13%	47 16%	39 11%	28 20%	26 15%	22 9%	71 25%	2 5%	16 16%	8 10%	- -	20 9%	53 25%	20 14%
The UK Independence Party (UKIP)	107 11%	53 11%	53 11%	15 16%	21 10%	27 12%	18 11%	7 6%	18 10%	25 9%	47 13%	18 13%	14 9%	20 8%	36 13%	6 16%	28 28%	3 4%	- -	23 10%	31 15%	21 15%
The Liberal Democrat	60 6%	23 5%	36 7%	6 6%	17 8%	14 7%	9 5%	5 4%	9 5%	13 4%	27 8%	9 6%	8 5%	14 6%	25 9%	5 13%	7 6%	4 6%	* 5%	9 4%	12 6%	14 10%
None of them	583 58%	287 58%	296 58%	67 70%	129 60%	114 53%	96 55%	67 57%	108 60%	160 56%	204 58%	80 56%	106 63%	140 59%	141 50%	23 56%	51 50%	52 69%	6 61%	127 56%	100 47%	78 56%
Don't know	18 2%	4 1%	14 3%	2 2%	5 2%	6 3%	2 1%	1 1%	2 1%	4 2%	3 1%	2 2%	4 3%	5 2%	2 1%	1 1%	1 1%	2 3%	1 16%	3 1%	1 1%	1 *

Hove Poll

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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	448	552	49	127	175	224	153	270	429	207	109	203	248	290	39	108	66	10	245	257	109
Weighted base	1000	493	507	96	214	216	173	118	181	284	353	142	168	238	281	41	101	76	9	227	213	138
A Labour government	345	181	164	36	85	80	67	41	36	101	130	40	66	3	220	6	27	29	1	16	154	55
	35%	37%	32%	38%	40%	37%	39%	34%	20%	35%	37%	28%	39%	1%	78%	16%	27%	38%	13%	7%	72%	40%
A Conservative government	288	132	155	20	45	56	42	34	89	82	100	42	49	198	6	1	35	1	3	174	12	17
	29%	27%	31%	21%	21%	26%	25%	29%	49%	29%	28%	29%	29%	83%	2%	2%	35%	1%	30%	77%	6%	12%
A coalition between Labour and the Liberal Democrats	136	58	78	14	33	41	19	18	10	43	50	20	20	-	47	19	9	29	3	1	34	34
	14%	12%	15%	15%	15%	19%	11%	15%	6%	15%	14%	14%	12%	-	17%	46%	9%	39%	29%	*	16%	25%
A coalition between the Conservatives and the Liberal Democrats	99	59	40	19	18	14	21	12	14	29	37	19	10	30	2	15	14	7	*	26	2	20
	10%	12%	8%	20%	8%	6%	12%	10%	8%	10%	10%	13%	6%	12%	1%	36%	14%	9%	4%	11%	1%	14%
Don't know	133	63	70	7	33	25	23	13	31	29	36	22	24	7	6	-	15	10	2	10	11	12
	13%	13%	14%	7%	16%	12%	13%	11%	17%	10%	10%	15%	14%	3%	2%	-	15%	13%	24%	4%	5%	9%

Hove 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	448 45%	493 49%
Female	552 55%	507 51%

Hove Poll
CATI Fieldwork : 17th-27th 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	49 5%	96 10%
25-34	127 13%	214 21%
35-44	175 18%	216 22%
45-54	224 22%	173 17%
55-64	153 15%	118 12%
65 or older	270 27%	181 18%
Refused	2 *	2 *

Hove 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	133 13%	93 9%
B	296 30%	192 19%
C1	207 21%	353 35%
C2	109 11%	142 14%
D	67 7%	66 7%
E	136 14%	102 10%
Refused	52 5%	52 5%

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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	245 25%	227 23%
Labour	257 26%	213 21%
Liberal Democrats	109 11%	138 14%
Another party	79 8%	54 5%
Did not vote	233 23%	291 29%
Refused	40 4%	41 4%
Don't know	37 4%	38 4%