

## Rochester & Strood By-Election Poll

### CATI Fieldwork : 7th-10th November 2014

Absolutes/col percents

Table 1

**Q1. As you may know, the Member of Parliament for Rochester & Strood, Mark Reckless, has announced that he is leaving the Conservative Party and joining the UK Independence Party (UKIP). He has therefore decided to resign as an MP and to fight the resulting by-election in Rochester & Strood as the UKIP candidate. Many local people are saying that they probably won't vote at all in the by-election, while others say they definitely would vote. Please say how likely you are to vote in the by-election, when it happens?**

**Base: All respondents**

		Gender		Age						Social Class				By-election VI					2010 Vote					
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Green	DK/Ref	Con	Lab	LibDem	Other
Unweighted base		1002	480	522	50	122	173	205	199	249	368	211	154	223	228	123	9	323	21	214	356	191	73	64
Weighted base		1002	501	501	130	170	180	180	150	190	182	306	239	229	214	119	9	315	28	214	309	176	95	44
Absolutely certain to vote	(10)	611	329	282	51	79	109	116	108	144	121	187	144	133	159	81	7	240	22	99	231	132	74	37
		61%	66%	56%	39%	47%	61%	64%	72%	76%	67%	61%	60%	58%	74%	68%	72%	76%	79%	46%	75%	75%	77%	85%
	(9)	56	32	24	9	12	14	6	7	7	10	26	8	10	9	7	-	24	1	14	23	8	3	2
		6%	6%	5%	7%	7%	8%	3%	5%	4%	6%	8%	3%	4%	4%	6%	-	8%	5%	7%	7%	5%	3%	5%
	(8)	74	32	41	17	4	16	14	11	12	11	25	18	15	20	4	1	21	1	27	18	8	8	2
		7%	6%	8%	13%	2%	9%	8%	7%	6%	6%	8%	8%	7%	9%	4%	6%	7%	3%	13%	6%	4%	9%	4%
	(7)	39	19	20	11	8	8	5	2	6	4	10	15	9	7	8	*	6	4	14	8	5	*	*
		4%	4%	4%	9%	5%	4%	3%	1%	3%	2%	3%	6%	4%	3%	7%	4%	2%	13%	7%	3%	3%	*	1%
	(6)	26	12	14	6	6	5	4	4	2	4	12	10	1	5	7	2	4	-	9	5	4	4	*
		3%	2%	3%	5%	3%	3%	2%	3%	1%	2%	4%	4%	*	2%	5%	17%	1%	-	4%	2%	2%	4%	1%
	(5)	68	30	37	9	13	11	19	8	8	9	12	17	24	12	9	-	18	-	28	13	8	5	-
		7%	6%	7%	7%	7%	6%	11%	5%	4%	5%	4%	7%	11%	6%	8%	-	6%	-	13%	4%	5%	5%	-
	(4)	5	1	5	-	3	2	-	*	-	2	2	2	-	1	-	-	1	-	4	-	2	-	-
		1%	*	1%	-	2%	1%	-	*	-	1%	1%	1%	-	*	-	-	*	-	2%	-	1%	-	-
	(3)	10	2	8	1	5	2	3	-	-	4	4	-	1	1	3	-	2	-	5	2	2	-	-
		1%	*	2%	1%	3%	1%	2%	-	-	2%	1%	-	*	1%	2%	-	1%	-	2%	1%	1%	-	-
	(2)	5	-	5	-	2	2	-	-	1	*	2	2	1	-	-	-	-	-	5	-	-	-	-
		*	-	1%	-	1%	1%	-	-	*	*	1%	1%	*	-	-	-	-	-	2%	-	-	-	-
Definitely would not vote	(1)	99	39	60	26	36	11	13	8	5	16	26	23	30	-	-	-	-	-	-	7	6	1	2
		10%	8%	12%	20%	21%	6%	7%	5%	2%	9%	8%	10%	13%	-	-	-	-	-	-	2%	3%	1%	4%
Refused		1	1	*	-	-	-	-	1	*	*	-	-	-	-	-	-	-	-	1	-	-	-	-
		*	*	*	-	-	-	-	*	*	*	-	-	-	-	-	-	-	-	*	-	-	-	-
Don't know		8	3	4	-	2	-	-	2	4	*	1	-	5	-	-	-	-	-	8	1	1	-	-
		1%	1%	1%	-	1%	-	-	1%	2%	*	*	-	2%	-	-	-	-	-	4%	*	*	-	-
Mean		8.19	8.55	7.84	7.03	6.88	8.42	8.34	8.93	9.21	8.42	8.37	8.11	7.88	9.24	8.91	9.04	9.35	9.50	8.14	9.18	8.98	9.26	9.42
Standard deviation		2.94	2.66	3.16	3.41	3.70	2.64	2.76	2.30	1.88	2.86	2.78	2.92	3.20	1.52	1.88	1.68	1.43	1.06	2.28	1.88	2.21	1.69	1.92
Standard error		0.09	0.12	0.14	0.48	0.34	0.20	0.19	0.16	0.12	0.15	0.19	0.24	0.22	0.10	0.17	0.56	0.08	0.23	0.16	0.10	0.16	0.20	0.24

**Lord Ashcroft**

## Rochester & Strood By-Election Poll

### CATI Fieldwork : 7th-10th November 2014

Absolutes/col percents

Table 2

**Q2. Which party's candidate do you expect to vote for in the by-election? Will it be ...****Base: All respondents**

	Gender			Age						Social Class				By-election VI					2010 Vote				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Green	DK/ Ref	Con	Lab	LibDem	Other
Unweighted base	1002	480	522	50	122	173	205	199	249	368	211	154	223	228	123	9	323	21	214	356	191	73	64
Weighted base	1002	501	501	130	170	180	180	150	190	182	306	239	229	214	119	9	315	28	214	309	176	95	44
Kelly Tolhurst, the Conservative Party candidate	214 21%	102 20%	112 22%	30 23%	41 24%	38 21%	32 18%	32 21%	42 22%	57 31%	66 21%	54 23%	30 13%	214 100%	-	-	-	-	-	142 46%	9 5%	24 25%	1 3%
Naushabah Khan, the Labour Party candidate	119 12%	59 12%	60 12%	14 10%	23 13%	19 11%	20 11%	22 15%	22 12%	29 16%	39 13%	23 10%	25 11%	-	119 100%	-	-	-	-	2 1%	67 38%	21 22%	1 2%
Geoff Juby, the Liberal Democrat candidate	9 1%	5 1%	5 1%	-	-	2 1%	3 1%	2 1%	3 2%	2 1%	5 2%	2 1%	1 1%	-	-	9 100%	-	-	-	-	*	7 8%	-
Mark Reckless, the UK Independence Party (UKIP) candidate	315 31%	184 37%	131 26%	23 18%	37 22%	62 35%	62 35%	61 41%	70 37%	36 20%	80 26%	90 38%	98 43%	-	-	-	315 100%	-	-	110 36%	57 33%	17 18%	31 71%
Clive Gregory, the Green Party candidate	28 3%	14 3%	14 3%	9 7%	3 2%	7 4%	5 3%	2 1%	2 1%	4 2%	17 6%	3 1%	3 1%	-	-	-	-	28 100%	-	*	5 3%	8 9%	4 10%
Hairy Knorm Davidson, the Official Monster Raving Loony Party candidate	1 *	1 *	-	-	-	-	-	-	1 *	1 *	-	-	-	-	-	-	-	-	-	*	-	*	-
Jayda Fransen, the Britain First candidate	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nick Long, the People Before Profit candidate	1 *	* *	1 *	-	-	-	1 1%	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	1 1%	-	-
Dave Osborn, the Patriotic Socialist Party candidate	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Another candidate	2 *	1 *	1 *	-	-	1 1%	-	-	1 *	-	1 *	-	1 *	-	-	-	-	-	-	1 *	-	-	1 3%
Would not vote	99 10%	39 8%	60 12%	26 20%	36 21%	11 6%	13 7%	8 5%	5 2%	16 9%	26 8%	23 10%	30 13%	-	-	-	-	-	-	7 2%	6 3%	1 1%	2 4%
Refused	59 6%	33 7%	26 5%	3 2%	7 4%	12 7%	9 5%	9 6%	18 9%	12 7%	22 7%	9 4%	11 5%	-	-	-	-	-	59 28%	15 5%	6 3%	-	1 1%
Don't know	154 15%	63 13%	92 18%	26 20%	23 14%	27 15%	35 20%	15 10%	27 14%	24 13%	51 17%	34 14%	31 13%	-	-	-	-	-	154 72%	30 10%	24 14%	16 16%	3 6%

**Lord Ashcroft**

## Rochester & Strood By-Election Poll

### CATI Fieldwork : 7th-10th November 2014

Absolutes/col percents

Table 3

**Q1. As you may know, the Member of Parliament for Rochester & Strood, Mark Reckless, has announced that he is leaving the Conservative Party and joining the UK Independence Party (UKIP). He has therefore decided to resign as an MP and to fight the resulting by-election in Rochester & Strood as the UKIP candidate. Many local people are saying that they probably won't vote at all in the by-election, while others say they definitely would vote. Please say how likely you are to vote in the by-election, when it happens?**

**Q2. Which party's candidate do you expect to vote for in the by-election? Will it be ...**

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

	Gender			Age						Social Class				By-election VI						2010 Vote			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Green	DK/Ref	Con	Lab	LibDem	Other
Unweighted base	571	293	279	19	60	103	109	126	154	217	124	91	123	184	97	7	261	18	-	242	127	47	49
Weighted base	543	291	252	53	76	104	95	97	119	104	169	133	121	168	88	7	254	23	-	213	113	63	34
Kelly Tolhurst, the Conservative Party candidate	168	80	89	19	31	31	25	27	36	45	54	40	23	168	-	-	-	-	-	116	7	20	1
	31%	27%	35%	37%	41%	29%	26%	27%	30%	44%	32%	30%	19%	100%	-	-	-	-	-	54%	6%	32%	2%
Naushabah Khan, the Labour Party candidate	88	42	45	7	14	16	14	20	17	24	31	15	16	-	88	-	-	-	-	2	55	14	1
	16%	15%	18%	13%	19%	15%	14%	20%	14%	23%	18%	11%	13%	-	100%	-	-	-	-	1%	48%	23%	3%
Geoff Juby, the Liberal Democrat candidate	7	4	3	-	-	*	2	2	3	1	4	*	1	-	-	7	-	-	-	-	*	6	-
	1%	1%	1%	-	-	*	2%	2%	2%	1%	2%	*	1%	-	-	100%	-	-	-	-	*	10%	-
Mark Reckless, the UK Independence Party (UKIP) candidate	254	151	104	20	28	49	49	47	61	28	65	75	78	-	-	-	254	-	-	94	46	15	28
	47%	52%	41%	38%	37%	47%	51%	49%	51%	27%	39%	56%	64%	-	-	-	100%	-	-	44%	40%	23%	81%
Clive Gregory, the Green Party candidate	23	12	10	6	2	7	4	2	1	4	14	3	2	-	-	-	-	23	-	*	4	7	4
	4%	4%	4%	12%	3%	6%	5%	2%	1%	4%	8%	2%	2%	-	-	-	-	100%	-	*	4%	12%	11%
Hairy Knorm Davidson, the Official Monster Raving Loony Party candidate	*	*	-	-	-	-	-	-	*	*	-	-	-	-	-	-	-	-	-	*	-	*	-
	*	*	-	-	-	-	-	-	*	*	-	-	-	-	-	-	-	-	-	*	-	1%	-
Nick Long, the People Before Profit candidate	1	*	1	-	-	-	1	-	-	1	-	-	-	-	-	-	-	-	-	-	1	-	-
	*	*	*	-	-	-	1%	-	-	1%	-	-	-	-	-	-	-	-	-	-	1%	-	-
Another candidate	2	1	1	-	-	1	-	-	1	-	1	-	1	-	-	-	-	-	-	1	-	-	1
	*	*	*	-	-	1%	-	-	1%	-	1%	-	1%	-	-	-	-	-	-	*	-	-	3%

**Rochester & Strood By-Election Poll**  
**CATI Fieldwork : 7th-10th November 2014**

Col percents

Table 4  
**Published voting intention figures**

	<u>Total</u>
Conservative	32%
Labour	17%
Liberal Democrat	2%
UKIP	44%
Other	5%

## Rochester & Strood By-Election Poll

### CATI Fieldwork : 7th-10th November 2014

Absolutes/col percents

Table 5

**Q4. I am going to read out some reasons that people have given for voting for [party named at Q2]. Which, if any, play a part in your decision to vote for [the named party]?**

**Base: All naming candidate intending to vote for in by-election**

	Gender			Age						Social Class				By-election VI						2010 Vote			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Green	DK/Ref	Con	Lab	LibDem	Other
Unweighted base	709	359	350	28	80	126	139	155	181	269	148	115	156	228	123	9	323	21	-	289	155	57	55
Weighted base	687	365	322	76	103	128	122	118	140	131	206	173	157	214	119	9	315	28	-	255	140	78	38
<b><u>The party has the best candidate locally</u></b>																							
NET: Any part	582	306	276	64	83	113	102	108	112	106	170	154	138	183	89	5	284	20	-	215	115	63	36
	85%	84%	86%	84%	81%	88%	83%	91%	80%	81%	83%	89%	88%	85%	75%	51%	90%	72%	-	84%	82%	80%	96%
Large part	428	213	215	45	57	83	74	79	91	66	136	114	101	129	60	2	221	15	-	164	90	38	30
	62%	58%	67%	59%	55%	64%	60%	66%	65%	50%	66%	66%	64%	60%	50%	27%	70%	53%	-	64%	64%	48%	80%
Small part	154	93	61	19	27	30	28	29	21	40	34	40	37	54	29	2	63	5	-	51	25	25	6
	22%	26%	19%	25%	26%	23%	23%	25%	15%	31%	16%	23%	23%	25%	24%	24%	20%	19%	-	20%	18%	32%	16%
No part	106	59	47	12	19	16	21	11	27	24	36	19	19	31	30	5	32	8	-	40	25	15	2
	15%	16%	14%	16%	19%	12%	17%	9%	20%	19%	17%	11%	12%	15%	25%	49%	10%	28%	-	16%	18%	20%	4%
<b><u>The party has the best leader nationally</u></b>																							
NET: Any part	532	289	243	55	86	99	89	95	107	94	155	148	119	179	76	7	252	16	-	219	101	41	34
	77%	79%	75%	72%	83%	77%	73%	81%	77%	72%	75%	86%	76%	84%	64%	78%	80%	57%	-	86%	72%	53%	90%
Large part	313	176	137	27	53	55	51	58	70	56	90	78	81	126	35	3	141	7	-	151	47	16	18
	46%	48%	43%	36%	51%	43%	42%	49%	50%	43%	44%	45%	51%	59%	30%	35%	45%	24%	-	59%	34%	20%	48%
Small part	218	113	106	28	33	44	38	38	38	38	65	70	38	53	41	4	111	9	-	68	54	26	16
	32%	31%	33%	36%	32%	34%	31%	32%	27%	29%	32%	41%	24%	25%	35%	42%	35%	34%	-	27%	39%	33%	41%
No part	155	76	79	21	17	29	33	23	32	37	51	25	38	35	43	2	63	12	-	36	39	37	4
	23%	21%	25%	28%	17%	23%	27%	19%	23%	28%	25%	14%	24%	16%	36%	22%	20%	43%	-	14%	28%	47%	10%
<b><u>They are the party you'd like to win the next General Election nationally</u></b>																							
NET: Any part	605	310	295	65	98	116	98	108	121	113	186	155	134	200	106	8	266	23	-	230	127	63	34
	88%	85%	91%	85%	95%	91%	80%	91%	86%	86%	90%	90%	85%	94%	89%	89%	84%	82%	-	90%	91%	80%	89%
Large part	475	243	231	51	73	90	68	88	104	88	146	120	109	168	91	7	193	14	-	194	99	42	25
	69%	67%	72%	68%	71%	70%	55%	75%	74%	67%	71%	70%	69%	79%	77%	71%	61%	52%	-	76%	71%	53%	66%
Small part	131	67	63	13	25	26	30	19	17	25	40	35	25	32	15	2	73	8	-	36	28	21	9
	19%	18%	20%	17%	24%	20%	25%	16%	12%	19%	19%	21%	16%	15%	13%	18%	23%	30%	-	14%	20%	27%	23%
No part	82	55	28	11	5	12	24	11	19	18	21	17	23	14	13	1	50	5	-	25	13	16	4
	12%	15%	9%	15%	5%	9%	20%	9%	14%	14%	10%	10%	15%	6%	11%	11%	16%	18%	-	10%	9%	20%	11%

Lord Ashcroft

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**Q4. I am going to read out some reasons that people have given for voting for [party named at Q2]. Which, if any, play a part in your decision to vote for [the named party]?**

**Base: All naming candidate intending to vote for in by-election**

	Gender			Age						Social Class				By-election VI						2010 Vote			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Green	DK/Ref	Con	Lab	LibDem	Other
Weighted base	687	365	322	76	103	128	122	118	140	131	206	173	157	214	119	9	315	28	-	255	140	78	38
<b><u>They have the best policies on particular issues that you care about</u></b>																							
NET: Any part	653	343	310	72	101	122	113	112	134	122	195	169	148	205	113	9	297	28	-	245	133	71	37
	95%	94%	96%	95%	98%	95%	92%	94%	96%	93%	95%	98%	94%	96%	95%	100%	94%	100%	-	96%	95%	90%	98%
Large part	541	272	269	58	85	98	87	97	116	96	166	145	120	161	85	9	259	26	-	209	105	50	35
	79%	74%	84%	76%	83%	76%	71%	82%	83%	74%	80%	84%	76%	75%	71%	96%	82%	92%	-	82%	75%	64%	93%
Small part	112	71	41	14	16	24	25	14	18	26	29	24	28	44	28	*	37	2	-	35	27	20	2
	16%	20%	13%	18%	15%	19%	21%	12%	13%	20%	14%	14%	18%	21%	23%	4%	12%	8%	-	14%	19%	26%	5%
No part	34	22	12	4	2	6	10	7	5	9	11	4	9	9	6	-	19	-	-	11	7	8	1
	5%	6%	4%	5%	2%	5%	8%	6%	4%	7%	5%	2%	6%	4%	5%	-	6%	-	-	4%	5%	10%	2%
<b><u>It is a tactical vote to try and prevent another party from winning locally</u></b>																							
NET: Any part	344	176	168	50	51	63	49	58	72	56	99	90	88	110	47	2	169	15	-	124	57	45	20
	50%	48%	52%	66%	49%	49%	40%	49%	52%	43%	48%	52%	56%	52%	39%	17%	53%	56%	-	48%	41%	57%	54%
Large part	200	101	99	29	20	37	23	38	54	32	52	52	56	69	26	-	102	4	-	77	37	23	12
	29%	28%	31%	38%	19%	29%	19%	32%	38%	25%	25%	30%	36%	32%	22%	-	32%	14%	-	30%	27%	30%	31%
Small part	143	75	68	22	31	26	26	20	19	24	47	38	32	42	21	2	67	12	-	47	20	21	9
	21%	20%	21%	29%	30%	20%	21%	17%	13%	18%	23%	22%	20%	20%	17%	17%	21%	42%	-	18%	14%	27%	23%
No part	344	189	155	25	52	65	73	60	68	75	107	82	69	104	72	8	147	12	-	132	83	34	17
	50%	52%	48%	34%	51%	51%	60%	51%	48%	57%	52%	48%	44%	48%	61%	83%	47%	44%	-	52%	59%	43%	46%
<b><u>To send a message that you are unhappy with the party you usually support nationally</u></b>																							
NET: Any part	378	210	167	53	40	71	58	68	88	53	103	106	102	72	41	2	239	22	-	135	64	44	25
	55%	58%	52%	70%	39%	55%	48%	57%	63%	41%	50%	62%	65%	34%	34%	17%	76%	79%	-	53%	46%	56%	66%
Large part	230	142	88	21	21	39	35	46	68	31	61	60	69	26	17	-	180	6	-	93	44	22	17
	33%	39%	27%	27%	21%	31%	29%	39%	48%	23%	30%	35%	44%	12%	14%	-	57%	22%	-	36%	31%	28%	44%
Small part	147	69	79	32	19	31	23	21	20	22	41	46	32	47	24	2	59	16	-	42	20	23	8
	21%	19%	24%	43%	18%	24%	19%	18%	15%	17%	20%	27%	21%	22%	20%	17%	19%	56%	-	16%	14%	29%	22%
No part	310	155	155	23	63	58	64	51	52	78	104	66	55	142	78	8	77	6	-	120	76	34	13
	45%	42%	48%	30%	61%	45%	52%	43%	37%	59%	50%	38%	35%	66%	66%	83%	24%	21%	-	47%	54%	44%	34%

## Rochester & Strood By-Election Poll

### CATI Fieldwork : 7th-10th November 2014

Absolutes/col percents

Table 5

**Q4. I am going to read out some reasons that people have given for voting for [party named at Q2]. Which, if any, play a part in your decision to vote for [the named party]?**

**Base: All naming candidate intending to vote for in by-election**

	Gender		Age						Social Class				By-election VI					2010 Vote					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Green	DK/ Ref	Con	Lab	LibDem	Other
Weighted base	687	365	322	76	103	128	122	118	140	131	206	173	157	214	119	9	315	28	-	255	140	78	38
<b><u>As a general protest to show that you are unhappy with all the main parties at the moment</u></b>																							
NET: Any part	409	227	182	54	51	80	67	67	89	61	113	108	114	68	43	4	266	26	-	141	79	35	34
	60%	62%	56%	72%	50%	63%	55%	57%	64%	47%	55%	63%	72%	32%	36%	46%	84%	95%	-	55%	56%	44%	90%
Large part	272	151	121	31	21	54	47	48	72	34	77	73	80	28	23	-	197	22	-	97	54	22	25
	40%	41%	38%	41%	21%	42%	38%	40%	52%	26%	37%	42%	51%	13%	19%	-	62%	81%	-	38%	39%	28%	66%
Small part	137	76	61	23	30	27	21	19	17	28	36	36	34	40	20	4	69	4	-	44	25	13	9
	20%	21%	19%	31%	29%	21%	17%	16%	12%	21%	17%	21%	22%	19%	17%	46%	22%	14%	-	17%	18%	16%	24%
No part	278	138	140	21	52	48	55	51	51	69	94	64	43	146	76	5	49	1	-	114	61	44	4
	40%	38%	44%	28%	50%	37%	45%	43%	36%	53%	45%	37%	28%	68%	64%	54%	16%	5%	-	45%	44%	56%	10%

## Rochester & Strood By-Election Poll

### CATI Fieldwork : 7th-10th November 2014

Absolutes/col percents

Table 6

**Q5. Which of the following statements do you most agree with?****Base: All respondents**

	Gender		Age						Social Class				By-election VI					2010 Vote					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Green	DK/ Ref	Con	Lab	LibDem	Other
Unweighted base	1002	480	522	50	122	173	205	199	249	368	211	154	223	228	123	9	323	21	214	356	191	73	64
Weighted base	1002	501	501	130	170	180	180	150	190	182	306	239	229	214	119	9	315	28	214	309	176	95	44
I am satisfied with the job David Cameron is doing overall as Prime Minister	266 27%	136 27%	130 26%	35 27%	40 24%	52 29%	44 25%	37 25%	58 30%	58 32%	99 32%	56 23%	44 19%	137 64%	8 6%	* 4%	31 10%	- -	62 29%	143 46%	10 6%	20 21%	3 7%
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	353 35%	191 38%	162 32%	47 37%	54 32%	58 32%	78 43%	47 32%	68 36%	57 31%	104 34%	89 37%	87 38%	63 29%	18 15%	4 39%	166 53%	9 31%	73 34%	142 46%	41 24%	32 33%	17 38%
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	236 24%	101 20%	135 27%	37 28%	47 28%	38 21%	38 21%	46 31%	31 16%	46 26%	71 23%	60 25%	49 21%	13 6%	87 73%	3 28%	72 23%	15 53%	25 12%	8 3%	103 58%	31 33%	14 31%
Refused	19 2%	12 2%	8 2%	- -	2 1%	5 3%	2 1%	3 2%	6 3%	3 1%	4 1%	4 2%	4 2%	- -	3 2%	- -	4 1%	- -	13 6%	1 *	2 1%	1 1%	3 6%
Don't know	127 13%	61 12%	66 13%	11 8%	27 16%	27 15%	18 10%	16 11%	27 14%	18 10%	28 9%	31 13%	45 20%	1 1%	4 3%	3 29%	43 13%	5 16%	41 19%	15 5%	20 11%	11 12%	8 18%



## Rochester & Strood By-Election Poll

### CATI Fieldwork : 7th-10th November 2014

Absolutes/col percents

Table 7

**Q6. As you may know the next general election will be held in just over six months' time, on 7 May 2015. Which party do you think it is most likely you will end up voting for at the general election next May?**

**Base: All respondents**

	Gender			Age						Social Class				By-election VI					2010 Vote				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Green	DK/ Ref	Con	Lab	LibDem	Other
Unweighted base	1002	480	522	50	122	173	205	199	249	368	211	154	223	228	123	9	323	21	214	356	191	73	64
Weighted base	1002	501	501	130	170	180	180	150	190	182	306	239	229	214	119	9	315	28	214	309	176	95	44
Conservative	280 28%	139 28%	142 28%	32 25%	51 30%	51 28%	44 24%	40 27%	62 33%	67 37%	82 27%	68 28%	55 24%	194 90%	2 2%	-	36 11%	2 8%	36 17%	190 62%	6 3%	21 22%	2 4%
Labour	159 16%	72 14%	87 17%	18 14%	30 18%	26 14%	30 17%	31 21%	23 12%	36 20%	47 15%	32 13%	34 15%	3 2%	99 83%	1 11%	14 5%	1 4%	33 15%	-	104 59%	17 18%	2 5%
Liberal Democrat	15 1%	6 1%	9 2%	-	1 *	5 3%	2 1%	3 2%	4 2%	3 2%	7 2%	3 1%	2 1%	1 1%	1 1%	8 89%	2 *	-	2 1%	-	-	12 12%	-
UK Independence Party (UKIP)	271 27%	164 33%	107 21%	31 24%	39 23%	55 31%	50 28%	46 31%	48 25%	32 18%	75 25%	77 32%	80 35%	* *	7 6%	-	226 72%	-	18 8%	77 25%	43 24%	16 17%	26 59%
Green	37 4%	18 3%	19 4%	15 11%	5 3%	6 3%	7 4%	1 1%	3 2%	11 6%	18 6%	2 1%	6 2%	* *	4 3%	-	-	25 88%	6 3%	2 1%	5 3%	9 9%	7 15%
British National Party (BNP)	1 *	-	1 *	-	-	-	-	1 *	-	-	1 *	-	-	-	-	-	1 *	-	-	-	-	-	1 1%
Another party's candidate	6 1%	5 1%	2 *	-	2 1%	2 1%	2 1%	-	* *	2 1%	1 *	-	1 *	1 *	-	-	3 1%	-	1 *	-	1 *	1 1%	2 4%
Would not vote	14 1%	4 1%	10 2%	-	11 6%	2 1%	-	1 1%	-	2 1%	5 2%	3 1%	3 1%	1 *	-	-	1 *	-	4 2%	-	2 1%	-	-
Refused	42 4%	28 6%	14 3%	1 1%	5 3%	8 5%	8 4%	6 4%	12 6%	9 5%	16 5%	8 3%	4 2%	-	-	-	3 1%	-	33 16%	6 2%	1 *	-	-
Don't know	178 18%	67 13%	111 22%	33 25%	26 15%	25 14%	37 21%	21 14%	37 20%	20 11%	53 17%	46 19%	45 20%	13 6%	6 5%	-	31 10%	-	81 38%	33 11%	14 8%	19 20%	5 10%

## Rochester & Strood By-Election Poll

### CATI Fieldwork : 7th-10th November 2014

Absolutes/col percents

Table 8

**Q7. 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.**

**Base: All respondents**

	Gender			Age						Social Class				By-election VI						2010 Vote			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Green	DK/ Ref	Con	Lab	LibDem	Other
Unweighted base	1002	480	522	50	122	173	205	199	249	368	211	154	223	228	123	9	323	21	214	356	191	73	64
Weighted base	1002	501	501	130	170	180	180	150	190	182	306	239	229	214	119	9	315	28	214	309	176	95	44
<b><u>Conservatives</u></b>																							
Yes	809	397	412	79	117	156	159	133	162	162	257	184	177	193	104	8	255	28	172	272	158	80	38
	81%	79%	82%	61%	69%	87%	88%	89%	85%	89%	84%	77%	77%	90%	88%	83%	81%	100%	81%	88%	90%	84%	87%
No	193	104	89	51	53	23	21	17	28	19	49	55	52	21	15	2	60	-	41	37	18	15	6
	19%	21%	18%	39%	31%	13%	12%	11%	15%	11%	16%	23%	23%	10%	12%	17%	19%	-	19%	12%	10%	16%	13%
<b><u>Labour</u></b>																							
Yes	627	314	313	49	92	117	132	111	123	121	190	149	141	135	100	6	202	21	127	195	137	71	33
	63%	63%	62%	38%	54%	65%	74%	74%	65%	67%	62%	62%	61%	63%	84%	65%	64%	74%	60%	63%	78%	75%	75%
No	375	187	188	81	77	62	48	39	66	60	116	90	89	79	19	3	114	7	86	114	39	24	11
	37%	37%	38%	62%	46%	35%	26%	26%	35%	33%	38%	38%	39%	37%	16%	35%	36%	26%	40%	37%	22%	25%	25%
<b><u>Lib Dems</u></b>																							
Yes	239	127	112	11	31	40	53	40	63	44	64	59	62	58	30	*	73	4	54	86	52	15	12
	24%	25%	22%	9%	18%	22%	30%	27%	33%	24%	21%	25%	27%	27%	25%	4%	23%	14%	25%	28%	29%	15%	27%
No	763	374	389	119	139	140	127	110	127	138	242	180	167	156	89	9	242	24	160	223	124	81	32
	76%	75%	78%	91%	82%	78%	70%	73%	67%	76%	79%	75%	73%	73%	75%	96%	77%	86%	75%	72%	71%	85%	73%
<b><u>UKIP</u></b>																							
Yes	840	421	418	88	135	156	164	133	161	159	264	198	187	188	93	8	280	27	179	290	151	78	38
	84%	84%	83%	67%	80%	87%	91%	89%	85%	87%	86%	83%	81%	88%	78%	83%	89%	98%	84%	94%	86%	82%	86%
No	162	79	83	42	35	24	16	17	29	23	42	41	43	26	26	2	36	*	35	19	25	18	6
	16%	16%	17%	33%	20%	13%	9%	11%	15%	13%	14%	17%	19%	12%	22%	17%	11%	2%	16%	6%	14%	18%	14%

**Rochester & Strood By-Election Poll**  
**CATI Fieldwork : 7th-10th November 2014**

Absolutes/col percents

Table 9  
**Demographics**  
**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1002	1002
Weighted base	1002	1002
<b><u>Gender</u></b>		
Male	480 48%	501 50%
Female	522 52%	501 50%
<b><u>Age</u></b>		
18-24	50 5%	130 13%
25-34	122 12%	170 17%
35-44	173 17%	180 18%
45-54	205 20%	180 18%
55-64	199 20%	150 15%
65 or older	249 25%	190 19%
Refused	4 *	4 *
Mean age	51.4	46.3

**Rochester & Strood By-Election Poll**  
**CATI Fieldwork : 7th-10th November 2014**

Absolutes/col percents

Table 9  
**Demographics**  
**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Weighted base	1002	1002
<b><u>Social Class</u></b>		
AB	368 37%	182 18%
C1	211 21%	306 31%
C2	154 15%	239 24%
DE	223 22%	229 23%
Refused	46 5%	46 5%

**Rochester & Strood By-Election Poll**  
**CATI Fieldwork : 7th-10th November 2014**

Absolutes/col percents

Table 10

**Q3. 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?**

**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1002	1002
Weighted base	1002	1002
Conservative	356 36%	309 31%
Labour	191 19%	176 18%
Liberal Democrats	73 7%	95 10%
UKIP	42 4%	26 3%
Other	22 2%	18 2%
Did not vote	225 22%	289 29%
Don't know	46 5%	46 5%
Refused	47 5%	42 4%