

## ROCHESTER & STROOD POLL

### 11 NOVEMBER 2014

1. Which party's candidate do you expect to vote for in the by-election?

Mark Reckless, UKIP	44%
Kelly Tolhurst, Conservative	32%
Naushabah Khan, Labour	17%
Geoff Juby, Liberal Democrat	2%
Another party's candidate	5%

2. Which, if any, of the following reasons played a part in your decision to vote for [your chosen candidate]?

% saying the reason played a "large part"	ALL	Con voters	Lab voters	UKIP voters
They have the best policies on particular issues I care about	79%	75%	71%	82%
They are the party I'd like to win the next general election nationally	69%	79%	77%	61%
The party has the best candidate locally	62%	60%	50%	70%
The party has the best leader nationally	46%	59%	30%	45%
A protest to show I'm unhappy with all the main parties at the moment	40%	13%	19%	62%
To send a message that I'm unhappy with the party I usually support	33%	12%	14%	57%
It is a tactical vote to try to prevent another party from winning locally	29%	32%	22%	32%

3. Which of the following statements do you most agree with?

%	ALL	Con voters	Lab voters	UKIP voters
I am satisfied with the job David Cameron is doing overall as PM	27%	64%	6%	10%
I am dissatisfied with the job DC is doing as PM but I'd still prefer to have him as PM rather than Ed Miliband	35%	29%	15%	53%
I am dissatisfied with the job DC is doing as PM and I'd prefer to have Ed Miliband as PM instead	24%	6%	73%	23%
Refused/Don't know	15%	1%	5%	14%

1,002 adults in the Rochester & Strood constituency were interviewed by telephone between 7 and 10 November 2014. Results have been weighted to be representative of all adults in the constituency. Results are weighted to take account of actual and recalled past vote at the last general election and stated likelihood to turn out at the by-election. A proportion of those who don't know or refuse to say how they will vote are re-allocated to the party they voted for at the 2010 general election. Full data tables are available at [www.LordAshcroftPolls.com](http://www.LordAshcroftPolls.com).

4. As you may know the next general election will be held 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?

% [% of those naming a party]	ALL	Con voters	Lab voters	UKIP voters
Conservative	28% [36%]	90%	2%	11%
UKIP	27% [35%]	-	6%	72%
Labour	16% [21%]	2%	83%	5%
Liberal Democrat	1% [2%]	1%	1%	-
Green	4% [5%]	-	3%	-
Another party	1% [1%]	-	-	1%
Would not vote	1%	-	-	-
Don't know/Refused	22%	6%	5%	11%

5. Have 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 from...

	From Cons	From LDs	From Labour	From UKIP
% who have heard ...	81%	24%	63%	84%