

## Rother Valley Poll

### CATI Fieldwork : 24th-29th November 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	441	559	44	94	137	206	209	308	337	204	157	266	156	273	23	227	18	7	226	310	64	
Weighted base	1000	490	510	97	133	176	185	168	238	177	272	253	262	124	235	28	253	24	7	171	250	92	
Certain to vote	(10)	503	264	239	16	44	95	91	107	147	107	156	107	120	84	145	9	161	18	5	131	171	67
		50%	54%	47%	16%	33%	54%	49%	64%	62%	61%	57%	42%	46%	68%	62%	31%	64%	73%	76%	77%	68%	73%
	(9)	44	23	22	8	4	1	6	15	10	13	6	14	9	14	5	11	*	-	12	15	1	
		4%	5%	4%	8%	3%	1%	3%	9%	4%	6%	5%	2%	5%	8%	6%	17%	4%	2%	-	7%	6%	1%
	(8)	78	27	51	8	14	19	15	7	16	14	28	17	16	13	26	-	25	3	-	8	25	7
		8%	6%	10%	8%	11%	11%	8%	4%	7%	8%	10%	7%	6%	10%	11%	-	10%	11%	-	4%	10%	8%
	(7)	50	29	21	7	11	9	12	4	7	14	14	10	5	12	8	13	-	1	5	9	6	
		5%	6%	4%	7%	8%	5%	6%	2%	3%	4%	5%	4%	4%	5%	28%	5%	-	14%	3%	4%	6%	
	(6)	17	7	10	3	4	2	3	4	1	3	9	2	1	3	-	8	1	-	3	3	1	
		2%	1%	2%	3%	3%	1%	2%	2%	*	2%	1%	4%	1%	*	1%	-	3%	5%	-	1%	1%	1%
	(5)	91	35	56	15	14	10	18	9	26	10	23	27	28	10	19	3	18	2	-	9	16	5
		9%	7%	11%	15%	10%	6%	10%	5%	11%	6%	8%	11%	11%	8%	8%	9%	7%	9%	-	6%	6%	5%
	(4)	15	6	9	4	2	1	3	2	2	2	-	8	4	1	3	3	6	-	-	-	2	-
		1%	1%	2%	4%	2%	1%	2%	1%	1%	1%	-	3%	1%	1%	1%	11%	2%	-	-	-	1%	-
	(3)	23	8	15	6	8	1	1	1	4	7	3	2	11	-	8	1	6	-	1	-	5	2
		2%	2%	3%	7%	6%	1%	1%	1%	2%	4%	1%	1%	4%	-	3%	4%	2%	-	9%	-	2%	2%
	(2)	19	9	10	4	2	4	6	2	1	2	7	6	2	2	4	-	5	-	-	2	1	-
		2%	2%	2%	4%	1%	2%	3%	1%	*	1%	3%	2%	1%	1%	2%	-	2%	-	-	1%	*	-
Definitely would not vote	(1)	158	82	76	27	29	33	29	17	23	14	24	56	55	-	-	-	-	-	1	4	4	
		16%	17%	15%	27%	22%	19%	15%	10%	10%	8%	9%	22%	21%	-	-	-	-	-	1%	1%	4%	
Refused		1	-	1	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
		*	-	*	-	-	-	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Don't know		1	-	1	-	-	-	-	1	-	-	-	1	-	-	-	-	-	-	-	1	-	
		*	-	*	-	-	-	-	1%	-	-	-	1%	-	-	-	-	-	-	-	*	-	
Mean		7.30	7.41	7.20	5.15	6.24	7.34	7.26	8.24	8.11	8.15	8.03	6.56	6.82	9.04	8.65	7.62	8.66	9.10	8.91	9.26	8.93	8.85
Standard deviation		3.43	3.48	3.38	3.40	3.55	3.56	3.41	3.03	3.00	2.94	2.98	3.64	3.66	1.75	2.15	2.29	2.16	1.70	2.36	1.70	2.00	2.29
Standard error		0.11	0.17	0.14	0.51	0.37	0.30	0.24	0.21	0.17	0.16	0.21	0.29	0.23	0.14	0.13	0.48	0.14	0.40	0.89	0.11	0.11	0.29

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### CATI Fieldwork : 24th-29th November 2014

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	441	559	44	94	137	206	209	308	337	204	157	266	156	273	23	227	18	7	226	310	64
Weighted base	1000	490	510	97	133	176	185	168	238	177	272	253	262	124	235	28	253	24	7	171	250	92
Conservative	124 12%	57 12%	67 13%	9 9%	14 10%	21 12%	20 11%	21 12%	40 17%	37 21%	37 14%	24 10%	24 9%	124 100%	-	-	-	-	-	90 53%	3 1%	9 10%
Labour	235 23%	93 19%	142 28%	11 11%	36 27%	38 21%	41 22%	43 26%	65 27%	46 26%	71 26%	54 21%	58 22%	-	235 100%	-	-	-	-	7 4%	161 64%	19 20%
Liberal Democrat	28 3%	13 3%	15 3%	6 7%	6 5%	2 1%	5 3%	3 2%	5 2%	6 4%	8 3%	7 3%	7 2%	-	-	28 100%	-	-	-	-	2 1%	12 14%
The UK Independence Party (UKIP)	253 25%	157 32%	95 19%	29 29%	21 16%	45 26%	49 27%	55 33%	54 23%	37 21%	59 22%	77 30%	74 28%	-	-	-	253 100%	-	-	44 26%	53 21%	23 25%
The Green Party	24 2%	10 2%	14 3%	4 4%	2 2%	10 6%	5 2%	2 1%	2 1%	6 4%	4 1%	6 2%	6 2%	-	-	-	-	24 100%	-	-	3 1%	12 14%
The British National Party (BNP)	3 *	3 1%	-	-	-	1 1%	1 1%	1 *	-	2 1%	-	-	1 *	-	-	-	-	-	3 42%	-	1 *	-
Some other party	4 *	2 *	2 *	-	-	-	1 1%	1 1%	2 1%	* *	-	1 *	2 1%	-	-	-	-	-	4 58%	-	2 1%	2 2%
Would not vote	158 16%	82 17%	76 15%	27 27%	29 22%	33 19%	29 15%	17 10%	23 10%	14 8%	24 9%	56 22%	55 21%	-	-	-	-	-	-	1 1%	4 1%	4 4%
Refused	49 5%	20 4%	29 6%	-	2 1%	5 3%	8 5%	8 5%	26 11%	7 4%	13 5%	7 3%	13 5%	-	-	-	-	-	-	8 5%	5 2%	-
Don't know	123 12%	52 11%	71 14%	13 13%	23 17%	21 12%	27 14%	17 10%	22 9%	20 11%	55 20%	21 8%	22 8%	-	-	-	-	-	-	20 12%	17 7%	10 11%

## Rother Valley Poll

### CATI Fieldwork : 24th-29th November 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	524	244	280	11	36	68	106	129	173	207	105	75	126	122	202	15	167	14	5	159	221	43
Weighted base	480	249	231	28	46	87	89	99	129	102	134	115	119	95	167	16	179	18	5	115	174	61
Conservative	95 20%	45 18%	50 22%	7 25%	8 18%	14 16%	15 16%	17 17%	34 26%	28 28%	28 21%	19 16%	18 16%	95 100%	-	-	-	-	-	73 63%	2 1%	7 12%
Labour	167 35%	67 27%	100 43%	4 14%	21 46%	30 34%	30 34%	35 35%	47 36%	32 32%	51 38%	37 32%	41 35%	-	167 100%	-	-	-	-	6 5%	126 72%	14 23%
Liberal Democrat	16 3%	9 4%	7 3%	3 10%	2 5%	1 1%	4 4%	3 3%	3 2%	5 5%	5 4%	3 2%	3 3%	-	-	16 100%	-	-	-	-	2 1%	8 13%
The UK Independence Party (UKIP)	179 37%	117 47%	62 27%	11 40%	12 27%	34 39%	36 40%	44 44%	43 33%	29 28%	47 35%	50 44%	49 41%	-	-	-	179 100%	-	-	36 31%	40 23%	20 33%
The Green Party	18 4%	8 3%	11 5%	3 11%	2 5%	8 9%	3 3%	1 1%	2 1%	5 5%	3 2%	5 4%	5 4%	-	-	-	-	18 100%	-	-	3 2%	10 17%
The British National Party (BNP)	2 *	2 1%	-	-	-	1 1%	* *	1 1%	-	2 2%	-	-	* *	-	-	-	-	-	2 42%	-	* *	-
Some other party	3 1%	2 1%	1 *	-	-	-	1 1%	* *	1 1%	* *	-	1 1%	1 1%	-	-	-	-	-	3 58%	-	1 1%	1 2%

**Rother Valley Poll**  
**CATI Fieldwork : 24th-29th November 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	21%
Labour	35%
Liberal Democrat	4%
UKIP	36%
Green	4%
Other	1%

## Rother Valley Poll

### CATI Fieldwork : 24th-29th November 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	441	559	44	94	137	206	209	308	337	204	157	266	156	273	23	227	18	7	226	310	64
Weighted base	1000	490	510	97	133	176	185	168	238	177	272	253	262	124	235	28	253	24	7	171	250	92
Conservative	107 11%	44 9%	63 12%	5 5%	12 9%	16 9%	19 10%	18 11%	38 16%	33 19%	38 14%	15 6%	19 7%	93 75%	2 1%	-	3 1%	*	-	73 43%	2 1%	9 10%
Labour	271 27%	114 23%	157 31%	19 19%	38 29%	45 26%	50 27%	49 29%	68 29%	49 27%	79 29%	68 27%	71 27%	6 5%	225 96%	5 18%	16 6%	-	1 14%	14 8%	171 68%	24 26%
Liberal Democrat	33 3%	12 2%	22 4%	4 4%	7 5%	4 2%	8 4%	3 2%	7 3%	11 6%	6 2%	8 3%	8 3%	1 1%	4 2%	22 78%	*	3 14%	-	*	2 1%	17 18%
The UK Independence Party (UKIP)	239 24%	153 31%	85 17%	27 28%	17 13%	42 24%	46 25%	54 32%	52 22%	38 21%	58 21%	73 29%	67 25%	13 10%	2 1%	1 4%	216 85%	-	1 11%	52 31%	46 18%	21 23%
The Green Party	16 2%	9 2%	7 1%	4 4%	1 1%	4 2%	4 2%	2 1%	1 1%	4 2%	1 *	5 2%	6 2%	-	-	-	-	14 60%	-	-	*	10 11%
The British National Party (BNP)	1 *	1 *	-	-	-	1 1%	-	-	-	1 1%	-	-	-	-	-	-	-	-	1 17%	-	-	-
Some other party	10 1%	4 1%	6 1%	2 2%	4 3%	1 1%	1 1%	1 1%	2 1%	2 1%	-	5 2%	2 1%	2 2%	-	-	-	1 4%	3 51%	2 1%	3 1%	2 2%
Would not vote	158 16%	82 17%	76 15%	27 27%	29 22%	33 19%	29 15%	17 10%	23 10%	14 8%	24 9%	56 22%	55 21%	-	-	-	-	-	-	1 1%	4 1%	4 4%
Refused	34 3%	14 3%	20 4%	-	-	5 3%	6 3%	6 4%	17 7%	5 3%	11 4%	3 1%	10 4%	-	-	-	-	-	-	3 2%	3 1%	-
Don't know	130 13%	56 11%	74 14%	11 11%	24 18%	25 14%	23 12%	17 10%	29 12%	20 11%	55 20%	20 8%	24 9%	9 7%	2 1%	-	17 7%	5 21%	*	7 15%	26 8%	5 6%

## Rother Valley Poll

### CATI Fieldwork : 24th-29th November 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	524	242	281	12	35	68	106	130	171	207	106	74	126	111	201	15	157	12	4	156	219	45
Weighted base	480	250	231	29	46	86	89	101	127	103	136	113	119	88	166	16	167	15	5	115	171	65
Conservative	78	33	44	3	6	9	12	15	32	24	28	11	14	69	1	-	2	*	-	58	2	6
	16%	13%	19%	12%	13%	10%	14%	15%	25%	23%	21%	9%	12%	79%	*	-	1%	2%	-	51%	1%	9%
Labour	193	83	110	9	24	37	36	37	48	35	58	44	51	5	161	4	10	-	*	12	132	19
	40%	33%	48%	30%	52%	43%	40%	37%	38%	34%	43%	39%	43%	6%	97%	27%	6%	-	9%	11%	77%	29%
Liberal Democrat	18	8	10	*	3	3	4	3	4	8	3	3	4	1	2	10	*	2	-	*	2	12
	4%	3%	4%	1%	7%	3%	5%	3%	3%	8%	2%	3%	3%	1%	1%	66%	*	13%	-	*	1%	18%
The UK Independence Party (UKIP)	171	113	57	12	10	32	32	44	40	30	47	48	43	11	2	1	154	-	1	42	34	18
	36%	45%	25%	42%	21%	37%	36%	44%	32%	29%	34%	42%	36%	12%	1%	7%	93%	-	14%	37%	20%	28%
The Green Party	13	7	6	3	1	4	3	1	1	4	*	4	5	-	-	-	-	12	-	-	*	9
	3%	3%	2%	11%	2%	5%	3%	1%	1%	3%	*	4%	4%	-	-	-	-	80%	-	-	*	14%
The British National Party (BNP)	1	1	-	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	1	-	-	-
	*	*	-	-	-	1%	-	-	-	1%	-	-	-	-	-	-	-	-	23%	-	-	-
Some other party	7	3	4	1	2	1	1	*	1	2	-	3	1	2	-	-	-	1	2	2	2	1
	1%	1%	2%	4%	4%	1%	1%	*	1%	2%	-	3%	1%	2%	-	-	-	6%	54%	2%	1%	2%

**Rother Valley Poll**  
**CATI Fieldwork : 24th-29th November 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	18%
Labour	40%
Liberal Democrat	4%
UKIP	34%
Green	3%
Other	2%

## Rother Valley Poll

### CATI Fieldwork : 24th-29th November 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	441	559	44	94	137	206	209	308	337	204	157	266	156	273	23	227	18	7	226	310	64
Weighted base	1000	490	510	97	133	176	185	168	238	177	272	253	262	124	235	28	253	24	7	171	250	92
I would not vote Liberal Democrat	716	369	347	58	99	126	126	128	177	120	184	192	201	90	187	-	221	14	5	140	203	52
	72%	75%	68%	60%	74%	71%	68%	76%	74%	68%	67%	76%	77%	73%	80%	-	87%	57%	76%	82%	81%	57%
I would not vote Conservative	583	292	291	50	84	109	115	98	126	90	140	162	177	-	205	23	160	14	7	31	216	50
	58%	60%	57%	52%	63%	62%	62%	58%	53%	51%	51%	64%	67%	-	88%	80%	63%	59%	100%	18%	86%	55%
I would not vote UKIP	487	216	271	42	64	91	95	76	117	101	138	113	125	81	195	23	-	20	4	81	157	57
	49%	44%	53%	43%	48%	52%	51%	46%	49%	57%	51%	45%	48%	65%	83%	79%	-	84%	66%	47%	63%	62%
I would not vote Labour	439	254	185	36	53	67	83	86	114	80	116	114	116	95	-	12	168	9	4	127	29	38
	44%	52%	36%	37%	39%	38%	45%	51%	48%	45%	43%	45%	44%	77%	-	42%	66%	36%	62%	75%	12%	41%
None of these - I would potentially vote for all of them	84	36	48	16	13	15	13	11	17	12	25	18	22	10	6	-	14	1	-	5	7	6
	8%	7%	9%	16%	10%	8%	7%	6%	7%	7%	9%	7%	8%	8%	3%	-	6%	4%	-	3%	3%	6%
Don't know	21	10	11	5	4	2	3	2	6	1	7	1	7	-	1	1	2	-	-	-	2	1
	2%	2%	2%	5%	3%	1%	2%	1%	2%	1%	3%	*	3%	-	1%	5%	1%	-	-	-	1%	1%



## Rother Valley Poll

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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	1000	441	559	44	94	137	206	209	308	337	204	157	266	156	273	23	227	18	7	226	310	64	
Weighted base	1000	490	510	97	133	176	185	168	238	177	272	253	262	124	235	28	253	24	7	171	250	92	
NET: Well	516	283	233	55	64	89	87	90	131	108	153	133	111	102	104	14	130	15	4	134	110	49	
	52%	58%	46%	56%	48%	50%	47%	53%	55%	61%	56%	53%	42%	82%	44%	47%	52%	64%	55%	78%	44%	54%	
Very well	(4)	33	18	15	3	5	8	3	5	9	6	7	10	8	7	10	-	6	-	-	9	6	-
	3%	4%	3%	3%	4%	4%	2%	3%	4%	3%	3%	4%	3%	6%	4%	-	2%	-	-	5%	2%	-	
Quite well	(3)	484	266	218	52	59	81	84	85	122	102	146	123	103	94	93	14	124	15	4	124	104	49
	48%	54%	43%	53%	44%	46%	45%	51%	51%	57%	54%	49%	39%	76%	40%	47%	49%	64%	55%	73%	41%	54%	
Quite badly	(2)	335	142	193	30	46	62	73	59	65	55	83	84	95	20	98	10	85	7	2	28	103	31
	34%	29%	38%	31%	34%	35%	39%	35%	27%	31%	31%	33%	36%	16%	42%	36%	34%	28%	34%	17%	41%	33%	
Very badly	(1)	104	49	55	3	19	22	21	14	26	7	27	27	42	1	25	1	30	2	1	8	31	6
	10%	10%	11%	3%	14%	13%	11%	8%	11%	4%	10%	11%	16%	1%	10%	4%	12%	8%	11%	4%	12%	6%	
NET: Badly	439	191	248	33	65	84	93	73	90	62	110	111	137	21	122	11	115	9	3	36	134	37	
	44%	39%	49%	33%	48%	48%	50%	43%	38%	35%	40%	44%	52%	17%	52%	40%	46%	36%	45%	21%	54%	40%	
Don't know	45	15	30	10	5	3	5	5	16	7	9	8	14	2	9	3	7	-	-	1	7	6	
	4%	3%	6%	10%	4%	2%	3%	3%	7%	4%	3%	3%	5%	1%	4%	12%	3%	-	-	1%	3%	6%	
Mean	2.47	2.53	2.40	2.64	2.39	2.43	2.39	2.50	2.52	2.63	2.51	2.48	2.31	2.88	2.40	2.49	2.43	2.56	2.44	2.80	2.35	2.51	
Standard deviation	0.73	0.73	0.73	0.61	0.79	0.77	0.71	0.69	0.75	0.62	0.71	0.75	0.79	0.49	0.74	0.60	0.74	0.65	0.74	0.60	0.73	0.63	
Standard error	0.02	0.04	0.03	0.10	0.08	0.07	0.05	0.05	0.04	0.03	0.05	0.06	0.05	0.04	0.05	0.13	0.05	0.15	0.28	0.04	0.04	0.08	

## Rother Valley Poll

### CATI Fieldwork : 24th-29th November 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	441	559	44	94	137	206	209	308	337	204	157	266	156	273	23	227	18	7	226	310	64	
Weighted base	1000	490	510	97	133	176	185	168	238	177	272	253	262	124	235	28	253	24	7	171	250	92	
NET: Well	552	281	270	74	71	93	100	89	124	119	151	146	120	106	111	17	138	16	4	130	119	51	
	55%	57%	53%	76%	53%	53%	54%	53%	52%	67%	56%	58%	46%	86%	47%	60%	55%	67%	55%	76%	48%	56%	
Very well	(4)	40	21	19	7	4	4	5	6	14	8	8	10	11	7	-	9	-	-	9	9	-	
	4%	4%	4%	7%	3%	2%	3%	4%	6%	5%	3%	4%	4%	9%	3%	-	3%	-	-	5%	4%	-	
Quite well	(3)	512	260	252	67	67	89	94	83	111	111	143	136	109	95	104	17	129	16	4	121	110	51
	51%	53%	49%	69%	51%	51%	51%	49%	46%	63%	53%	54%	42%	77%	44%	60%	51%	67%	55%	71%	44%	56%	
Quite badly	(2)	316	142	174	20	48	64	59	57	68	44	96	74	88	12	94	9	74	6	2	30	93	34
	32%	29%	34%	20%	36%	36%	32%	34%	29%	25%	35%	29%	34%	10%	40%	32%	29%	26%	34%	18%	37%	37%	
Very badly	(1)	95	46	49	3	15	17	21	15	25	5	17	27	42	1	24	2	34	2	1	6	31	6
	10%	9%	10%	3%	11%	10%	12%	9%	11%	3%	6%	11%	16%	1%	10%	9%	13%	8%	11%	4%	12%	6%	
NET: Badly	411	188	223	22	62	81	80	72	94	49	113	101	131	13	118	12	108	8	3	36	124	40	
	41%	38%	44%	23%	47%	46%	43%	43%	39%	28%	42%	40%	50%	11%	50%	40%	43%	33%	45%	21%	49%	44%	
Don't know	37	20	17	2	-	2	6	7	20	9	8	5	11	5	6	-	6	-	-	4	7	1	
	4%	4%	3%	2%	-	1%	3%	4%	9%	5%	3%	2%	4%	4%	3%	-	3%	-	-	2%	3%	1%	
Mean	2.51	2.55	2.49	2.81	2.45	2.46	2.47	2.50	2.52	2.73	2.54	2.52	2.35	2.97	2.41	2.51	2.46	2.59	2.44	2.80	2.40	2.49	
Standard deviation	0.73	0.73	0.73	0.59	0.73	0.70	0.74	0.71	0.78	0.59	0.67	0.75	0.81	0.48	0.72	0.66	0.77	0.65	0.74	0.59	0.75	0.62	
Standard error	0.02	0.04	0.03	0.09	0.07	0.06	0.05	0.05	0.05	0.03	0.05	0.06	0.05	0.04	0.04	0.14	0.05	0.15	0.28	0.04	0.04	0.08	

## Rother Valley Poll

### CATI Fieldwork : 24th-29th November 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	441	559	44	94	137	206	209	308	337	204	157	266	156	273	23	227	18	7	226	310	64
Weighted base	1000	490	510	97	133	176	185	168	238	177	272	253	262	124	235	28	253	24	7	171	250	92
I am satisfied with the job David Cameron is doing overall as Prime Minister	244 24%	126 26%	118 23%	8 8%	34 26%	54 31%	39 21%	39 23%	69 29%	52 30%	74 27%	46 18%	65 25%	75 61%	29 12%	8 27%	55 22%	1 5%	1 17%	87 51%	33 13%	22 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	338 34%	170 35%	168 33%	49 50%	44 33%	52 29%	66 36%	60 36%	68 29%	64 36%	98 36%	96 38%	65 25%	42 34%	45 19%	13 47%	116 46%	15 63%	* 7%	72 42%	53 21%	34 37%
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.	279 28%	122 25%	157 31%	29 30%	36 27%	42 24%	57 31%	50 30%	65 27%	44 25%	68 25%	76 30%	88 34%	6 5%	151 64%	6 20%	51 20%	6 24%	3 41%	8 5%	142 57%	31 33%
Refused	24 2%	11 2%	12 2%	- -	- -	4 2%	5 2%	7 4%	9 4%	4 2%	5 2%	5 2%	8 3%	- -	* *	- -	9 3%	- -	- -	- -	1 *	1 1%
Don't know	114 11%	59 12%	55 11%	12 12%	20 15%	24 14%	19 10%	12 7%	27 11%	13 7%	28 10%	30 12%	36 14%	* *	10 4%	2 6%	22 9%	2 8%	2 35%	4 2%	21 8%	4 5%

## Rother Valley Poll

### CATI Fieldwork : 24th-29th November 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	441	559	44	94	137	206	209	308	337	204	157	266	156	273	23	227	18	7	226	310	64
Weighted base	1000	490	510	97	133	176	185	168	238	177	272	253	262	124	235	28	253	24	7	171	250	92
The UK Independence Party (UKIP)	170 17%	90 18%	79 15%	32 33%	26 20%	26 15%	25 14%	28 17%	31 13%	25 14%	47 17%	50 20%	43 16%	19 15%	34 14%	7 26%	62 25%	3 12%	1 11%	26 15%	43 17%	18 20%
Labour	125 12%	69 14%	56 11%	7 8%	21 15%	13 7%	26 14%	27 16%	30 13%	26 14%	40 15%	26 10%	29 11%	17 14%	42 18%	7 26%	30 12%	2 8%	1 9%	19 11%	43 17%	15 17%
The Conservatives	52 5%	28 6%	24 5%	5 5%	3 2%	8 4%	14 7%	9 5%	12 5%	9 5%	17 6%	11 4%	11 4%	8 7%	8 4%	3 10%	12 5%	- -	1 20%	10 6%	9 3%	8 8%
The Liberal Democrat	33 3%	19 4%	14 3%	3 3%	- -	5 3%	11 6%	7 4%	6 3%	4 2%	9 3%	8 3%	11 4%	2 1%	4 2%	3 10%	9 4%	2 8%	- -	1 *	7 3%	5 5%
None of them	766 77%	360 74%	406 80%	62 63%	97 73%	143 81%	150 81%	125 74%	189 80%	133 75%	210 77%	190 75%	203 78%	94 76%	175 75%	21 74%	181 72%	21 88%	5 80%	136 80%	184 74%	69 75%
Don't know	7 1%	5 1%	2 *	3 3%	- -	- -	1 1%	2 1%	2 1%	3 2%	3 1%	- -	2 1%	- -	- -	- -	- -	- -	- -	- -	- -	2 2%

## Rother Valley Poll

### CATI Fieldwork : 24th-29th November 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	441	559	44	94	137	206	209	308	337	204	157	266	156	273	23	227	18	7	226	310	64
Weighted base	1000	490	510	97	133	176	185	168	238	177	272	253	262	124	235	28	253	24	7	171	250	92
A Labour government	374	160	214	39	57	72	66	59	80	54	97	96	119	4	199	1	83	9	2	9	193	21
	37%	33%	42%	40%	43%	41%	36%	35%	34%	30%	36%	38%	45%	3%	85%	4%	33%	39%	30%	5%	77%	22%
A Conservative government	232	130	102	16	26	37	37	45	70	57	74	50	43	95	6	1	77	1	1	115	12	21
	23%	27%	20%	16%	20%	21%	20%	27%	29%	32%	27%	20%	16%	76%	2%	4%	30%	5%	17%	67%	5%	23%
A coalition between the Conservatives and the Liberal Democrats	99	52	47	15	6	14	20	22	23	22	25	26	21	23	1	8	31	8	-	27	5	17
	10%	11%	9%	15%	4%	8%	11%	13%	10%	12%	9%	10%	8%	19%	1%	30%	12%	34%	-	16%	2%	18%
A coalition between Labour and the Liberal Democrats	94	43	51	9	12	18	26	13	17	21	22	30	21	-	27	15	16	5	3	4	23	25
	9%	9%	10%	9%	9%	10%	14%	7%	7%	12%	8%	12%	8%	-	12%	53%	7%	22%	41%	2%	9%	28%
Don't know	201	105	96	20	32	36	37	28	48	24	54	51	58	2	1	3	46	-	1	16	18	8
	20%	21%	19%	20%	24%	21%	20%	17%	20%	14%	20%	20%	22%	2%	*	9%	18%	-	11%	9%	7%	9%

**Rother Valley Poll**  
**CATI Fieldwork : 24th-29th November 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	441 44%	490 49%
Female	559 56%	510 51%

**Rother Valley Poll**  
**CATI Fieldwork : 24th-29th November 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	44 4%	97 10%
25-34	94 9%	133 13%
35-44	137 14%	176 18%
45-54	206 21%	185 19%
55-64	209 21%	168 17%
65 or older	308 31%	238 24%
Refused	2 *	2 *

**Rother Valley Poll**  
**CATI Fieldwork : 24th-29th November 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	105 11%	58 6%
B	232 23%	119 12%
C1	204 20%	272 27%
C2	157 16%	253 25%
D	111 11%	128 13%
E	155 16%	134 13%
Refused	36 4%	36 4%



**Rother Valley Poll**  
**CATI Fieldwork : 24th-29th November 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	226 23%	171 17%
Labour	310 31%	250 25%
Liberal Democrats	64 6%	92 9%
Another party	47 5%	71 7%
Did not vote	273 27%	335 33%
Refused	36 4%	31 3%
Don't know	44 4%	50 5%