

## Hove Poll

### CATI Fieldwork : 1st-4th April 2015

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	1002	473	529	51	112	197	206	166	270	444	231	97	187	289	338	44	56	68	8	254	271	111	
Weighted base	1002	494	508	97	215	217	174	119	182	288	357	144	170	290	340	43	56	63	8	243	232	147	
Certain to vote	(10)	676	320	356	43	118	157	122	93	141	230	250	87	86	232	261	21	36	41	4	189	198	112
		67%	65%	70%	45%	55%	73%	70%	78%	78%	80%	70%	60%	51%	80%	77%	47%	65%	65%	44%	78%	86%	76%
	(9)	67	38	28	6	24	9	16	2	10	18	21	10	13	16	16	4	5	11	-	21	7	16
		7%	8%	6%	6%	11%	4%	9%	1%	5%	6%	6%	7%	8%	6%	5%	9%	10%	17%	-	9%	3%	11%
	(8)	78	41	37	12	25	15	11	5	10	15	33	14	13	24	24	10	5	2	*	16	10	10
		8%	8%	7%	12%	12%	7%	6%	4%	5%	5%	9%	10%	7%	8%	7%	23%	9%	3%	5%	7%	4%	7%
	(7)	30	27	3	1	10	8	5	3	4	7	5	4	13	7	8	5	3	1	2	2	2	3
		3%	5%	1%	1%	4%	4%	3%	2%	2%	2%	1%	3%	8%	2%	2%	12%	5%	2%	19%	1%	1%	2%
	(6)	16	6	10	1	-	8	1	5	2	4	7	1	4	1	6	1	1	-	-	2	2	1
		2%	1%	2%	1%	-	4%	*	4%	1%	1%	2%	1%	2%	*	2%	3%	2%	-	-	1%	1%	1%
	(5)	54	27	27	8	17	10	8	5	6	7	17	14	13	7	15	1	6	2	3	4	7	3
		5%	5%	5%	8%	8%	5%	5%	4%	3%	2%	5%	9%	8%	2%	4%	3%	10%	4%	32%	2%	3%	2%
	(4)	2	1	1	-	-	-	-	2	-	*	-	-	1	-	-	1	-	-	-	*	-	-
		*	*	*	-	-	-	-	1%	-	*	-	-	1%	-	-	2%	-	-	-	*	-	-
	(3)	19	10	9	10	5	2	2	1	-	1	7	7	4	2	9	-	-	5	-	2	3	-
		2%	2%	2%	10%	2%	1%	1%	*	-	*	2%	5%	3%	1%	3%	-	-	9%	-	1%	1%	-
	(2)	4	3	1	3	-	-	1	-	-	-	1	3	-	-	-	-	-	-	-	-	-	-
		*	1%	*	3%	-	-	1%	-	-	-	*	2%	-	-	-	-	-	-	-	-	-	-
Definitely would not vote	(1)	53	20	33	13	15	7	7	3	8	5	14	5	21	-	-	-	-	-	4	2	1	
		5%	4%	6%	14%	7%	3%	4%	3%	4%	2%	4%	4%	12%	-	-	-	-	-	2%	1%	1%	
Don't know		3	1	2	-	-	1	-	1	1	1	-	-	2	-	-	-	-	-	1	-	1	
		*	*	*	-	-	*	-	1%	1%	*	-	-	1%	-	-	-	-	-	*	-	1%	
Mean		8.70	8.70	8.69	7.07	8.32	8.98	8.93	9.09	9.18	9.39	8.86	8.35	7.69	9.51	9.26	8.69	9.00	8.90	7.72	9.40	9.50	9.48
Standard deviation		2.48	2.35	2.59	3.46	2.65	2.10	2.25	2.07	2.07	1.62	2.30	2.64	3.15	1.20	1.65	1.54	1.66	2.13	2.33	1.60	1.52	1.30
Standard error		0.08	0.11	0.11	0.49	0.25	0.15	0.16	0.16	0.13	0.08	0.15	0.27	0.23	0.07	0.09	0.23	0.22	0.26	0.82	0.10	0.09	0.12

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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	1002	473	529	51	112	197	206	166	270	444	231	97	187	289	338	44	56	68	8	254	271	111
Weighted base	1002	494	508	97	215	217	174	119	182	288	357	144	170	290	340	43	56	63	8	243	232	147
Conservative	290	138	152	17	45	63	47	42	75	87	111	50	38	290	-	-	-	-	-	174	22	31
	29%	28%	30%	18%	21%	29%	27%	36%	42%	30%	31%	35%	22%	100%	-	-	-	-	-	72%	9%	21%
Labour	340	185	155	40	83	84	59	33	41	102	136	43	44	-	340	-	-	-	-	9	165	69
	34%	37%	30%	42%	39%	39%	34%	28%	22%	36%	38%	30%	26%	-	100%	-	-	-	-	4%	71%	47%
Liberal Democrat	43	19	24	3	12	12	6	5	5	22	12	3	7	-	-	43	-	-	-	4	2	22
	4%	4%	5%	3%	5%	5%	4%	4%	3%	8%	3%	2%	4%	-	-	100%	-	-	-	2%	1%	15%
The UK Independence Party (UKIP)	56	31	25	4	10	6	13	11	12	7	17	16	16	-	-	-	56	-	-	20	9	2
	6%	6%	5%	4%	5%	3%	8%	9%	6%	3%	5%	11%	9%	-	-	-	100%	-	-	8%	4%	1%
The Green Party	63	32	31	7	14	18	13	4	6	24	23	2	10	-	-	-	-	63	-	4	19	8
	6%	6%	6%	7%	7%	8%	8%	3%	3%	8%	6%	2%	6%	-	-	-	-	100%	-	2%	8%	5%
The British National Party (BNP)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some other party	8	4	4	3	2	-	2	1	1	4	4	-	1	-	-	-	-	-	8	3	*	-
	1%	1%	1%	3%	1%	-	1%	*	*	1%	1%	-	*	-	-	-	-	-	100%	1%	*	-
Would not vote	53	20	33	13	15	7	7	3	8	5	14	5	21	-	-	-	-	-	-	4	2	1
	5%	4%	6%	14%	7%	3%	4%	3%	4%	2%	4%	4%	12%	-	-	-	-	-	-	2%	1%	1%
Refused	44	21	23	2	3	9	6	7	17	10	8	5	11	-	-	-	-	-	-	4	1	-
	4%	4%	5%	2%	1%	4%	4%	6%	9%	3%	2%	3%	6%	-	-	-	-	-	-	2%	*	-
Don't know	105	44	61	7	30	19	20	13	17	27	31	19	24	-	-	-	-	-	-	21	11	14
	11%	9%	12%	8%	14%	9%	11%	11%	9%	10%	9%	13%	14%	-	-	-	-	-	-	9%	5%	10%

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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	657	314	343	29	69	131	139	112	177	323	162	58	98	242	280	31	43	54	6	193	215	82
Weighted base	636	318	318	50	128	146	115	79	118	207	241	85	84	241	270	31	42	48	5	181	185	111
Conservative	241	114	127	15	37	49	39	35	65	74	93	40	30	241	-	-	-	-	-	149	20	27
	38%	36%	40%	30%	29%	34%	34%	45%	55%	36%	39%	47%	36%	100%	-	-	-	-	-	82%	11%	25%
Labour	270	141	129	27	62	68	50	29	34	88	110	27	34	-	270	-	-	-	-	8	139	58
	42%	44%	41%	55%	49%	47%	43%	36%	28%	43%	45%	32%	40%	-	100%	-	-	-	-	5%	75%	52%
Liberal Democrat	31	12	19	2	8	9	4	3	3	16	8	3	3	-	-	31	-	-	-	2	2	17
	5%	4%	6%	5%	7%	6%	4%	4%	3%	8%	4%	3%	4%	-	-	100%	-	-	-	1%	1%	15%
The UK Independence Party (UKIP)	42	25	17	3	6	4	11	8	10	6	11	14	11	-	-	-	42	-	-	16	7	2
	7%	8%	5%	5%	5%	3%	10%	10%	8%	3%	5%	16%	13%	-	-	-	100%	-	-	9%	4%	2%
The Green Party	48	23	25	2	12	15	10	3	5	20	18	2	6	-	-	-	-	48	-	3	17	7
	7%	7%	8%	5%	9%	10%	9%	4%	4%	9%	7%	3%	7%	-	-	-	-	100%	-	2%	9%	6%
Some other party	5	3	2	*	2	-	1	*	1	3	1	-	*	-	-	-	-	-	5	2	*	-
	1%	1%	1%	1%	2%	-	1%	1%	*	1%	*	-	1%	-	-	-	-	-	100%	1%	*	-

## Hove Poll

### CATI Fieldwork : 1st-4th April 2015

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	38%
Labour	42%
Liberal Democrat	5%
UKIP	6%
Green	7%
Other	1%

## Hove Poll

### CATI Fieldwork : 1st-4th April 2015

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	1002	473	529	51	112	197	206	166	270	444	231	97	187	289	338	44	56	68	8	254	271	111
Weighted base	1002	494	508	97	215	217	174	119	182	288	357	144	170	290	340	43	56	63	8	243	232	147
Conservative	293 29%	135 27%	158 31%	20 20%	43 20%	61 28%	53 30%	41 34%	76 42%	84 29%	110 31%	50 35%	42 25%	263 91%	4 1%	1 3%	3 6%	- -	3 32%	174 72%	22 10%	28 19%
Labour	355 35%	195 39%	160 32%	40 42%	86 40%	87 40%	64 37%	35 30%	42 23%	108 37%	143 40%	46 32%	49 29%	12 4%	317 93%	3 8%	5 9%	11 17%	2 26%	17 7%	171 74%	74 50%
Liberal Democrat	39 4%	14 3%	25 5%	3 3%	15 7%	7 3%	4 3%	4 4%	5 3%	19 7%	11 3%	3 2%	6 4%	1 *	2 1%	29 66%	- -	- -	* 5%	5 2%	2 1%	16 11%
The UK Independence Party (UKIP)	49 5%	27 6%	21 4%	4 4%	8 4%	6 3%	10 6%	11 10%	9 5%	5 2%	15 4%	14 9%	14 8%	- -	1 *	- -	46 84%	* 1%	- -	18 7%	7 3%	1 *
The Green Party	74 7%	36 7%	38 7%	- -	20 10%	30 14%	13 8%	5 4%	6 3%	34 12%	25 7%	5 3%	7 4%	7 2%	9 3%	3 8%	- -	45 71%	1 11%	4 2%	19 8%	12 8%
The British National Party (BNP)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some other party	5 *	4 1%	1 *	- -	4 2%	- -	- -	1 *	* *	2 1%	- -	3 2%	1 *	- -	- -	- -	- -	- -	2 26%	1 1%	* *	- -
Would not vote	53 5%	20 4%	33 6%	13 14%	15 7%	7 3%	7 4%	3 3%	8 4%	5 2%	14 4%	5 4%	21 12%	- -	- -	- -	- -	- -	- -	4 2%	2 1%	1 1%
Refused	35 3%	21 4%	14 3%	2 2%	- -	6 3%	5 3%	5 4%	17 9%	7 3%	7 2%	4 3%	8 5%	- -	- -	- -	- -	- -	- -	2 1%	1 1%	- -
Don't know	99 10%	41 8%	58 11%	15 15%	23 11%	12 6%	17 10%	14 11%	18 10%	23 8%	32 9%	15 11%	21 12%	7 2%	6 2%	7 15%	1 2%	7 11%	- -	18 7%	6 3%	16 11%

## Hove Poll

### CATI Fieldwork : 1st-4th April 2015

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	670	318	352	28	71	140	144	113	174	331	161	60	103	237	276	28	42	52	6	196	220	81	
Weighted base	649	323	327	48	134	154	118	79	116	213	244	88	89	237	265	26	41	46	5	186	188	109	
Conservative	238	110	129	15	34	48	42	33	65	71	91	39	34	220	2	1	3	-	*	149	19	25	
		37%	34%	39%	32%	26%	31%	36%	42%	56%	33%	37%	44%	38%	93%	1%	4%	7%	-	7%	80%	10%	23%
Labour	282	149	133	27	64	71	53	31	35	93	114	30	37	10	253	2	3	9	1	14	144	61	
		43%	46%	41%	57%	48%	46%	39%	30%	44%	47%	35%	41%	4%	95%	8%	8%	20%	27%	7%	76%	56%	
Liberal Democrat	27	10	17	3	10	6	3	2	4	16	8	*	3	1	2	21	-	-	*	4	2	13	
		4%	3%	5%	6%	7%	4%	2%	3%	7%	3%	*	4%	1%	1%	79%	-	-	5%	2%	1%	12%	
The UK Independence Party (UKIP)	36	22	14	3	5	4	9	8	7	5	10	12	9	-	1	-	35	*	-	14	6	*	
		6%	7%	4%	6%	4%	3%	8%	10%	6%	2%	4%	13%	11%	-	*	-	85%	1%	-	8%	3%	*
The Green Party	61	29	32	-	17	24	11	4	5	28	21	4	5	5	8	2	-	37	1	3	17	10	
		9%	9%	10%	-	13%	15%	9%	4%	13%	9%	4%	6%	2%	3%	9%	-	79%	18%	2%	9%	9%	
Some other party	4	3	1	-	4	-	-	*	*	1	-	2	*	-	-	-	-	-	2	1	*	-	
		1%	1%	*	-	3%	-	-	1%	*	1%	-	3%	1%	-	-	-	-	43%	1%	*	-	

## Hove Poll

### CATI Fieldwork : 1st-4th April 2015

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	37%
Labour	43%
Liberal Democrat	5%
UKIP	5%
Green	9%
Other	1%

## Hove Poll

### CATI Fieldwork : 1st-4th April 2015

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	1002	473	529	51	112	197	206	166	270	444	231	97	187	289	338	44	56	68	8	254	271	111
Weighted base	1002	494	508	97	215	217	174	119	182	288	357	144	170	290	340	43	56	63	8	243	232	147
I would not vote UKIP	782	382	399	79	171	183	133	88	127	256	287	97	111	229	312	41	-	58	8	164	205	135
	78%	77%	79%	81%	80%	85%	77%	74%	70%	89%	80%	67%	65%	79%	92%	94%	-	93%	100%	67%	89%	91%
I would not vote Liberal Democrat	643	311	332	61	123	135	112	86	125	173	243	98	110	216	235	-	51	43	7	190	167	65
	64%	63%	65%	63%	57%	63%	65%	72%	69%	60%	68%	68%	65%	75%	69%	-	91%	68%	80%	78%	72%	44%
I would not vote Conservative	482	243	239	53	114	111	87	53	64	140	174	59	88	-	286	25	33	56	5	21	185	87
	48%	49%	47%	55%	53%	51%	50%	44%	35%	49%	49%	41%	52%	-	84%	57%	59%	89%	63%	9%	80%	59%
I would not vote Labour	361	168	193	36	58	67	56	53	92	101	120	61	66	217	-	11	37	24	1	178	23	29
	36%	34%	38%	37%	27%	31%	32%	44%	51%	35%	34%	43%	39%	75%	-	26%	67%	39%	15%	73%	10%	20%
None of these - I would potentially vote for all of them	61	29	32	8	18	12	7	4	12	4	19	10	18	7	6	-	4	2	-	11	1	2
	6%	6%	6%	8%	9%	5%	4%	4%	6%	2%	5%	7%	10%	2%	2%	-	7%	3%	-	5%	*	1%
Don't know	7	2	5	-	3	1	-	*	2	3	-	2	1	-	-	-	-	-	-	-	-	1
	1%	*	1%	-	1%	*	-	*	1%	1%	-	1%	*	-	-	-	-	-	-	-	-	*



## Hove Poll

### CATI Fieldwork : 1st-4th April 2015

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	1002	473	529	51	112	197	206	166	270	444	231	97	187	289	338	44	56	68	8	254	271	111	
Weighted base	1002	494	508	97	215	217	174	119	182	288	357	144	170	290	340	43	56	63	8	243	232	147	
NET: Well	699	367	331	64	137	157	122	85	134	213	255	95	114	254	218	30	33	33	5	203	158	103	
	70%	74%	65%	66%	64%	72%	71%	71%	74%	74%	71%	66%	67%	88%	64%	69%	60%	53%	54%	83%	68%	70%	
Very well	(4)	48	30	18	-	5	12	8	7	17	11	15	5	15	31	4	1	4	*	-	29	5	4
		5%	6%	4%	-	2%	6%	5%	6%	9%	4%	4%	4%	9%	11%	1%	3%	6%	1%	-	12%	2%	2%
Quite well	(3)	651	338	313	64	132	145	114	78	117	202	240	90	99	223	214	28	30	33	5	174	153	99
		65%	68%	62%	66%	62%	67%	66%	66%	65%	70%	67%	62%	58%	77%	63%	66%	54%	52%	54%	72%	66%	67%
Quite badly	(2)	220	91	128	28	67	50	35	21	19	58	83	37	32	25	101	11	20	20	3	30	60	33
		22%	19%	25%	29%	31%	23%	20%	18%	11%	20%	23%	26%	19%	9%	30%	26%	36%	31%	30%	12%	26%	23%
Very badly	(1)	29	9	21	5	4	4	6	3	6	6	9	1	9	1	5	-	1	8	*	1	5	2
		3%	2%	4%	5%	2%	2%	4%	3%	4%	2%	3%	1%	5%	*	2%	-	2%	12%	4%	*	2%	1%
NET: Badly		249	100	149	33	71	54	41	24	26	64	92	38	41	26	106	11	21	27	3	30	65	35
		25%	20%	29%	34%	33%	25%	24%	20%	14%	22%	26%	26%	24%	9%	31%	26%	38%	43%	35%	13%	28%	24%
Don't know		54	27	28	-	7	6	10	10	22	11	10	11	16	10	15	2	1	2	1	10	9	9
		5%	5%	5%	-	3%	3%	6%	9%	12%	4%	3%	8%	10%	3%	5%	6%	2%	4%	12%	4%	4%	6%
Mean		2.76	2.83	2.69	2.61	2.66	2.78	2.76	2.81	2.90	2.79	2.75	2.74	2.77	3.01	2.67	2.76	2.66	2.43	2.56	2.99	2.71	2.75
Standard deviation		0.59	0.55	0.61	0.58	0.56	0.57	0.60	0.58	0.62	0.54	0.57	0.53	0.70	0.47	0.53	0.50	0.64	0.72	0.63	0.51	0.55	0.52
Standard error		0.02	0.03	0.03	0.08	0.05	0.04	0.04	0.05	0.04	0.03	0.04	0.06	0.05	0.03	0.03	0.08	0.09	0.09	0.26	0.03	0.03	0.05

## Hove Poll

### CATI Fieldwork : 1st-4th April 2015

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	1002	473	529	51	112	197	206	166	270	444	231	97	187	289	338	44	56	68	8	254	271	111	
Weighted base	1002	494	508	97	215	217	174	119	182	288	357	144	170	290	340	43	56	63	8	243	232	147	
NET: Well	729	388	341	65	160	158	129	86	131	232	251	108	113	264	234	31	33	41	5	214	169	105	
	73%	79%	67%	67%	74%	73%	74%	73%	72%	81%	70%	75%	66%	91%	69%	72%	60%	66%	58%	88%	73%	71%	
Very well	(4)	61	47	14	10	5	15	6	7	18	21	12	8	16	30	16	3	1	2	-	23	13	7
		6%	10%	3%	10%	2%	7%	4%	6%	10%	7%	4%	6%	9%	10%	5%	8%	2%	3%	-	9%	6%	4%
Quite well	(3)	668	341	327	55	155	142	123	79	113	211	239	100	97	234	218	28	32	39	5	191	155	99
		67%	69%	64%	57%	72%	66%	71%	67%	62%	73%	67%	70%	57%	81%	64%	64%	58%	62%	58%	78%	67%	67%
Quite badly	(2)	193	72	121	20	48	52	31	22	20	41	83	27	34	19	87	10	19	12	2	20	48	33
		19%	15%	24%	21%	22%	24%	18%	19%	11%	14%	23%	19%	20%	7%	26%	23%	34%	20%	19%	8%	21%	23%
Very badly	(1)	26	5	22	7	3	1	7	3	6	5	8	-	11	-	7	-	2	6	1	1	4	4
		3%	1%	4%	7%	1%	*	4%	3%	3%	2%	2%	-	6%	-	2%	-	4%	9%	11%	*	2%	3%
NET: Badly		220	77	143	27	50	53	38	25	26	47	91	27	44	19	94	10	21	18	3	21	53	38
		22%	16%	28%	28%	23%	24%	22%	21%	14%	16%	26%	19%	26%	7%	28%	23%	38%	29%	30%	9%	23%	26%
Don't know		53	29	24	5	5	6	6	7	25	9	14	8	13	7	12	2	1	3	1	9	10	5
		5%	6%	5%	5%	2%	3%	4%	6%	14%	3%	4%	6%	8%	2%	3%	5%	2%	5%	12%	4%	4%	3%
Mean		2.80	2.92	2.69	2.74	2.77	2.82	2.77	2.80	2.91	2.89	2.75	2.86	2.75	3.04	2.74	2.84	2.59	2.63	2.53	3.01	2.80	2.75
Standard deviation		0.58	0.54	0.60	0.74	0.50	0.55	0.59	0.59	0.62	0.54	0.56	0.49	0.73	0.42	0.58	0.56	0.62	0.71	0.76	0.44	0.57	0.58
Standard error		0.02	0.03	0.03	0.11	0.05	0.04	0.04	0.05	0.04	0.03	0.04	0.05	0.06	0.02	0.03	0.09	0.08	0.09	0.31	0.03	0.04	0.06

## Hove Poll

### CATI Fieldwork : 1st-4th April 2015

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	1002	473	529	51	112	197	206	166	270	444	231	97	187	289	338	44	56	68	8	254	271	111
Weighted base	1002	494	508	97	215	217	174	119	182	288	357	144	170	290	340	43	56	63	8	243	232	147
I am satisfied with the job David Cameron is doing overall as Prime Minister	316 32%	162 33%	154 30%	24 25%	57 27%	70 32%	49 28%	41 34%	75 41%	96 34%	112 31%	44 30%	52 30%	202 70%	22 7%	13 30%	9 17%	7 12%	-	163 67%	30 13%	26 18%
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	217 22%	85 17%	132 26%	18 18%	49 23%	44 20%	36 21%	30 26%	40 22%	61 21%	75 21%	43 30%	33 19%	80 28%	30 9%	13 30%	33 59%	8 13%	4 52%	62 26%	30 13%	33 22%
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.	384 38%	202 41%	181 36%	51 53%	96 45%	84 39%	70 41%	36 30%	46 25%	113 39%	152 43%	45 31%	63 37%	5 2%	282 83%	15 34%	9 17%	37 60%	4 44%	13 5%	165 71%	79 54%
Refused	27 3%	16 3%	11 2%	-	2 1%	9 4%	3 2%	7 6%	6 4%	7 2%	2 1%	5 3%	6 4%	-	1 *	1 2%	3 5%	2 4%	-	1 *	2 1%	3 2%
Don't know	58 6%	28 6%	30 6%	4 4%	11 5%	9 4%	16 9%	5 4%	14 8%	11 4%	16 4%	8 5%	16 10%	2 1%	5 1%	1 3%	2 3%	8 12%	*	4 1%	4 2%	6 4%

## Hove Poll

### CATI Fieldwork : 1st-4th April 2015

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	1002	473	529	51	112	197	206	166	270	444	231	97	187	289	338	44	56	68	8	254	271	111
Weighted base	1002	494	508	97	215	217	174	119	182	288	357	144	170	290	340	43	56	63	8	243	232	147
Labour	806	392	415	63	164	177	152	103	148	228	308	119	118	237	290	33	44	50	8	200	204	133
	80%	79%	82%	65%	76%	82%	87%	87%	81%	79%	86%	83%	69%	82%	85%	75%	79%	80%	89%	82%	88%	90%
The Conservatives	690	333	357	46	136	150	134	84	139	214	256	93	98	233	220	29	35	36	8	203	154	110
	69%	67%	70%	48%	63%	69%	77%	71%	77%	74%	72%	65%	58%	80%	65%	67%	63%	57%	93%	84%	67%	75%
The UK Independence Party (UKIP)	260	133	127	25	48	50	47	29	61	65	90	41	53	81	69	8	33	12	3	73	58	44
	26%	27%	25%	26%	22%	23%	27%	24%	33%	23%	25%	28%	31%	28%	20%	19%	60%	20%	35%	30%	25%	30%
The Liberal Democrat	214	104	110	16	40	49	41	22	46	50	87	23	37	54	63	10	7	20	1	60	45	32
	21%	21%	22%	16%	19%	22%	24%	19%	25%	17%	24%	16%	22%	19%	19%	24%	13%	32%	11%	25%	19%	22%
None of them	101	54	48	22	28	19	8	11	13	30	26	14	26	23	34	2	1	7	-	15	18	9
	10%	11%	9%	22%	13%	9%	5%	9%	7%	10%	7%	10%	15%	8%	10%	4%	3%	12%	-	6%	8%	6%
Don't know	9	2	7	-	1	1	2	-	4	2	2	-	3	3	1	-	1	-	-	4	-	-
	1%	*	1%	-	1%	1%	1%	-	2%	1%	1%	-	2%	1%	*	-	2%	-	-	2%	-	-

## Hove Poll

### CATI Fieldwork : 1st-4th April 2015

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	1002	473	529	51	112	197	206	166	270	444	231	97	187	289	338	44	56	68	8	254	271	111	
Weighted base	1002	494	508	97	215	217	174	119	182	288	357	144	170	290	340	43	56	63	8	243	232	147	
A Labour government	337	167	170	39	91	73	63	31	40	101	125	48	50	2	257	-	16	25	2	8	147	54	
		34%	34%	40%	42%	34%	36%	26%	22%	35%	35%	33%	29%	1%	76%	-	28%	40%	24%	3%	64%	37%	
A Conservative government	283	133	150	25	39	54	49	41	76	79	110	43	45	224	-	2	23	2	3	173	18	16	
		28%	27%	26%	18%	25%	28%	34%	42%	27%	31%	30%	26%	77%	-	4%	41%	3%	32%	71%	8%	11%	
A coalition between Labour and the Liberal Democrats	134	80	54	22	28	35	22	14	13	42	50	17	19	2	67	22	3	24	2	9	46	40	
		13%	16%	11%	23%	13%	16%	13%	7%	15%	14%	12%	11%	1%	20%	51%	6%	38%	19%	4%	20%	27%	
A coalition between the Conservatives and the Liberal Democrats	123	65	58	6	27	32	20	15	24	45	34	25	17	60	8	17	10	3	2	37	13	27	
		12%	13%	11%	6%	12%	15%	11%	12%	16%	10%	17%	10%	21%	2%	39%	18%	4%	20%	15%	6%	18%	
Don't know	125	48	77	5	30	22	21	19	28	21	37	11	39	2	8	2	4	9	*	18	7	11	
		12%	10%	15%	5%	14%	10%	12%	16%	15%	7%	10%	7%	23%	1%	2%	6%	7%	14%	4%	7%	3%	7%

**Hove Poll**  
**CATI Fieldwork : 1st-4th April 2015**

Absolutes/col percents

Table 14  
**Gender**  
**Base: All respondents**

	<u>Unweighted base</u>	<u>Weighted base</u>
Unweighted base	1002	1002
Weighted base	1002	1002
Male	473 47%	494 49%
Female	529 53%	508 51%

**Hove Poll**  
**CATI Fieldwork : 1st-4th April 2015**

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	1002	1002
Weighted base	1002	1002
18-24	51 5%	97 10%
25-34	112 11%	215 21%
35-44	197 20%	217 22%
45-54	206 21%	174 17%
55-64	166 17%	119 12%
65 or older	270 27%	182 18%

**Hove Poll**  
**CATI Fieldwork : 1st-4th April 2015**

Absolutes/col percents

Table 16

**SEG****Base: All respondents**

	<u>Unweighted base</u>	<u>Weighted base</u>
Unweighted base	1002	1002
Weighted base	1002	1002
A	143 14%	90 9%
B	301 30%	198 20%
C1	231 23%	357 36%
C2	97 10%	144 14%
D	58 6%	63 6%
E	129 13%	108 11%
Refused	43 4%	43 4%



## Hove Poll

### CATI Fieldwork : 1st-4th April 2015

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	1002	1002
Weighted base	1002	1002
Conservative	254 25%	243 24%
Labour	271 27%	232 23%
Liberal Democrats	111 11%	147 15%
Another party	83 8%	58 6%
Did not vote	200 20%	254 25%
Refused	48 5%	39 4%
Don't know	35 3%	29 3%