

Rochester & Strood Poll

CATI Fieldwork : 15th-22nd 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	1000	488	512	58	124	184	206	186	241	365	200	172	191	316	182	18	228	28	11	401	176	68	
Weighted base	1000	500	500	130	170	180	180	150	190	176	297	232	223	270	198	23	246	32	12	315	175	94	
Certain to vote	(10)	688	361	326	77	89	122	132	116	151	134	218	144	148	217	140	18	186	28	5	264	134	75
		69%	72%	65%	60%	52%	68%	73%	78%	80%	76%	73%	62%	66%	80%	71%	77%	76%	88%	39%	84%	77%	80%
	(9)	41	19	22	-	14	7	9	5	6	6	11	15	7	13	11	1	9	-	-	17	10	4
		4%	4%	4%	-	8%	4%	5%	3%	3%	3%	4%	6%	3%	5%	6%	4%	4%	-	-	5%	6%	4%
	(8)	67	26	41	12	18	19	4	8	5	9	24	16	15	14	21	3	14	-	3	7	10	4
		7%	5%	8%	9%	11%	10%	2%	5%	3%	5%	8%	7%	7%	5%	10%	14%	6%	-	27%	2%	6%	5%
	(7)	36	15	21	9	8	5	5	3	5	9	7	10	4	10	5	1	9	-	*	8	6	3
		4%	3%	4%	7%	5%	3%	3%	2%	3%	5%	2%	4%	2%	4%	3%	5%	4%	-	4%	3%	4%	4%
	(6)	23	15	8	12	2	4	1	2	3	3	5	9	7	9	2	-	2	-	-	3	3	-
		2%	3%	2%	9%	1%	2%	1%	1%	2%	2%	2%	4%	3%	3%	1%	-	1%	-	-	1%	2%	-
	(5)	59	27	32	13	12	11	10	8	6	7	16	15	16	6	16	-	18	2	1	10	7	4
		6%	5%	6%	10%	7%	6%	5%	5%	3%	4%	5%	7%	7%	2%	8%	-	8%	6%	11%	3%	4%	4%
	(4)	6	4	2	-	1	*	3	-	2	2	1	2	1	-	1	-	2	-	*	*	1	-
		1%	1%	*	-	1%	*	1%	-	1%	1%	*	1%	*	-	1%	-	1%	-	3%	*	1%	-
	(3)	9	4	5	-	2	1	2	1	2	*	3	1	5	-	-	-	2	2	-	1	-	-
		1%	1%	1%	-	1%	1%	1%	1%	1%	*	1%	*	2%	-	-	-	1%	6%	-	*	-	-
	(2)	9	5	4	-	6	1	1	1	-	-	1	6	2	2	-	-	3	-	2	-	-	-
		1%	1%	1%	-	3%	1%	1%	1%	-	-	*	3%	1%	1%	-	-	1%	-	16%	-	-	-
Definitely would not vote	(1)	60	23	37	7	18	9	12	6	7	7	12	13	17	-	-	-	-	-	-	2	1	4
		6%	5%	7%	5%	11%	5%	7%	4%	4%	4%	4%	6%	8%	-	-	-	-	-	-	1%	1%	4%
Don't know		3	2	1	-	-	-	-	3	-	-	1	1	-	-	-	-	-	-	-	2	1	-
		*	*	*	-	-	-	-	2%	-	-	*	*	-	-	-	-	-	-	-	*	1%	-
Mean		8.62	8.79	8.45	8.28	7.81	8.71	8.66	9.02	9.14	9.01	8.92	8.37	8.35	9.44	9.16	9.53	9.13	9.28	7.32	9.53	9.34	9.21
Standard deviation		2.58	2.42	2.72	2.49	3.12	2.43	2.71	2.26	2.14	2.18	2.27	2.69	2.85	1.34	1.57	0.93	1.82	2.00	3.04	1.37	1.51	2.01
Standard error		0.08	0.11	0.12	0.33	0.28	0.18	0.19	0.17	0.14	0.11	0.16	0.21	0.21	0.08	0.12	0.22	0.12	0.38	0.92	0.07	0.11	0.24

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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	1000	488	512	58	124	184	206	186	241	365	200	172	191	316	182	18	228	28	11	401	176	68
Weighted base	1000	500	500	130	170	180	180	150	190	176	297	232	223	270	198	23	246	32	12	315	175	94
Conservative	270	142	129	39	41	51	35	40	65	70	88	48	47	270	-	-	-	-	-	172	13	11
	27%	28%	26%	30%	24%	28%	19%	26%	34%	40%	29%	21%	21%	100%	-	-	-	-	-	54%	7%	12%
Labour	198	95	103	11	43	37	42	29	34	36	68	38	53	-	198	-	-	-	-	11	111	32
	20%	19%	21%	9%	25%	21%	23%	19%	18%	20%	23%	17%	24%	-	100%	-	-	-	-	3%	63%	34%
Liberal Democrat	23	15	8	6	2	7	3	6	-	6	8	3	7	-	-	23	-	-	-	3	3	11
	2%	3%	2%	4%	1%	4%	1%	4%	-	3%	3%	1%	3%	-	-	100%	-	-	-	1%	1%	12%
The UK Independence Party (UKIP)	246	139	107	39	39	35	54	36	43	27	68	79	51	-	-	-	246	-	-	78	26	22
	25%	28%	21%	30%	23%	20%	30%	24%	23%	15%	23%	34%	23%	-	-	-	100%	-	-	25%	15%	23%
The Green Party	32	14	19	13	4	7	5	4	-	8	8	5	8	-	-	-	-	32	-	*	3	5
	3%	3%	4%	10%	2%	4%	3%	2%	-	5%	3%	2%	3%	-	-	-	-	100%	-	*	2%	6%
The British National Party (BNP)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some other party	12	1	10	-	4	5	1	2	-	2	3	3	4	-	-	-	-	-	12	2	3	1
	1%	*	2%	-	2%	3%	*	1%	-	1%	1%	1%	2%	-	-	-	-	-	100%	1%	2%	1%
Would not vote	60	23	37	7	18	9	12	6	7	7	12	13	17	-	-	-	-	-	-	2	1	4
	6%	5%	7%	5%	11%	5%	7%	4%	4%	4%	4%	6%	8%	-	-	-	-	-	-	1%	1%	4%
Refused	59	27	32	1	5	8	10	13	22	7	11	14	17	-	-	-	-	-	-	19	1	2
	6%	5%	6%	1%	3%	4%	5%	9%	12%	4%	4%	6%	8%	-	-	-	-	-	-	6%	1%	2%
Don't know	101	45	56	14	13	21	19	15	18	14	32	29	18	-	-	-	-	-	-	29	14	7
	10%	9%	11%	11%	8%	12%	11%	10%	10%	8%	11%	12%	8%	-	-	-	-	-	-	9%	8%	7%

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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	634	323	311	35	73	120	138	120	149	254	130	102	113	266	145	15	179	24	6	294	131	51
Weighted base	617	323	293	79	98	113	116	94	117	120	196	134	131	222	153	19	190	26	6	228	130	69
Conservative	222	115	107	28	30	43	29	34	56	57	73	37	40	222	-	-	-	-	-	148	11	10
	36%	35%	36%	36%	31%	38%	25%	36%	48%	48%	37%	27%	30%	100%	-	-	-	-	-	65%	8%	14%
Labour	153	76	78	7	33	29	34	24	26	31	54	28	39	-	153	-	-	-	-	7	91	27
	25%	23%	26%	9%	34%	26%	29%	25%	22%	26%	28%	21%	29%	-	100%	-	-	-	-	3%	70%	39%
Liberal Democrat	19	13	6	5	2	6	2	4	-	5	6	2	6	-	-	19	-	-	-	3	2	10
	3%	4%	2%	6%	2%	5%	2%	5%	-	4%	3%	2%	5%	-	-	100%	-	-	-	1%	1%	14%
The UK Independence Party (UKIP)	190	108	82	27	29	27	46	27	35	19	54	61	41	-	-	-	190	-	-	67	22	19
	31%	33%	28%	34%	30%	24%	39%	29%	30%	16%	27%	45%	31%	-	-	-	100%	-	-	30%	17%	28%
The Green Party	26	11	15	12	2	5	4	3	-	7	7	5	4	-	-	-	-	26	-	*	3	3
	4%	3%	5%	15%	2%	4%	4%	4%	-	6%	4%	3%	3%	-	-	-	-	100%	-	*	2%	5%
Some other party	6	1	5	-	1	4	1	1	-	1	1	2	2	-	-	-	-	-	6	1	2	1
	1%	*	2%	-	1%	3%	*	1%	-	1%	1%	1%	1%	-	-	-	-	-	100%	1%	1%	1%

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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	37%
Labour	25%
Liberal Democrat	3%
UKIP	30%
Green	4%
Other	1%

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CATI Fieldwork : 15th-22nd 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	1000	488	512	58	124	184	206	186	241	365	200	172	191	316	182	18	228	28	11	401	176	68
Weighted base	1000	500	500	130	170	180	180	150	190	176	297	232	223	270	198	23	246	32	12	315	175	94
Conservative	280	144	136	44	46	50	33	39	66	63	87	61	47	236	9	2	5	3	2	164	14	13
	28%	29%	27%	34%	27%	28%	19%	26%	35%	36%	29%	26%	21%	87%	4%	10%	2%	9%	16%	52%	8%	14%
Labour	196	92	104	14	44	35	40	32	31	38	70	36	49	3	177	1	-	2	2	9	108	32
	20%	18%	21%	11%	26%	19%	22%	21%	16%	21%	24%	15%	22%	1%	90%	3%	-	7%	16%	3%	62%	34%
Liberal Democrat	21	13	8	6	3	6	2	4	1	6	7	-	7	-	-	17	1	1	-	4	3	8
	2%	3%	2%	4%	2%	3%	1%	3%	*	4%	2%	-	3%	-	-	75%	*	2%	-	1%	1%	8%
The UK Independence Party (UKIP)	282	155	127	38	42	46	65	43	49	31	79	94	61	20	7	1	232	-	-	95	33	28
	28%	31%	25%	30%	25%	25%	36%	28%	26%	18%	27%	41%	27%	7%	3%	5%	94%	-	-	30%	19%	30%
The Green Party	33	15	18	11	*	11	7	4	-	9	11	7	6	4	2	2	-	21	*	2	2	8
	3%	3%	4%	8%	*	6%	4%	2%	-	5%	4%	3%	2%	1%	1%	8%	-	65%	3%	1%	1%	8%
The British National Party (BNP)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some other party	7	2	5	-	*	4	1	2	-	1	1	1	3	1	-	-	-	-	6	2	2	1
	1%	*	1%	-	*	2%	*	1%	-	1%	*	1%	1%	*	-	-	-	-	54%	1%	1%	1%
Would not vote	60	23	37	7	18	9	12	6	7	7	12	13	17	-	-	-	-	-	-	2	1	4
	6%	5%	7%	5%	11%	5%	7%	4%	4%	4%	4%	6%	8%	-	-	-	-	-	-	1%	1%	4%
Refused	43	18	24	1	3	6	5	9	18	6	9	8	10	-	-	-	-	-	-	11	1	-
	4%	4%	5%	1%	2%	3%	3%	6%	10%	3%	3%	4%	4%	-	-	-	-	-	-	3%	1%	-
Don't know	78	36	42	9	13	12	14	12	18	14	20	11	24	6	2	-	8	5	1	25	11	1
	8%	7%	8%	7%	8%	7%	8%	8%	9%	8%	7%	5%	11%	2%	1%	-	3%	17%	11%	8%	6%	1%

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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	655	330	324	33	75	125	143	125	153	257	138	110	115	256	144	15	173	21	6	303	137	54	
Weighted base	640	331	309	80	99	120	120	101	120	120	206	146	133	216	152	19	184	23	6	236	134	74	
Conservative	223	113	110	33	30	43	28	34	55	52	74	44	36	194	6	2	2	3	*	141	12	12	
		35%	34%	36%	41%	30%	36%	23%	34%	46%	43%	36%	30%	27%	90%	4%	10%	1%	12%	*	60%	9%	16%
Labour	152	74	78	7	35	27	31	26	25	32	55	25	37	3	140	1	-	2	1	6	90	27	
		24%	22%	25%	9%	35%	23%	26%	21%	27%	27%	17%	28%	1%	92%	3%	-	9%	18%	2%	67%	36%	
Liberal Democrat	18	12	6	5	3	5	2	3	1	5	6	-	6	-	-	15	1	1	-	4	2	6	
		3%	4%	2%	6%	3%	4%	1%	3%	1%	5%	3%	-	5%	-	-	76%	*	3%	-	1%	2%	9%
The UK Independence Party (UKIP)	215	119	96	26	31	33	53	32	39	23	61	70	47	16	4	*	182	-	-	82	27	24	
		34%	36%	31%	33%	32%	28%	44%	32%	33%	19%	30%	48%	36%	7%	3%	3%	99%	-	-	35%	20%	32%
The Green Party	27	12	15	9	*	8	6	3	-	7	10	6	3	3	2	2	-	17	*	2	2	5	
		4%	4%	5%	11%	*	7%	5%	3%	-	6%	5%	4%	3%	1%	1%	9%	-	77%	*	1%	2%	6%
Some other party	6	2	4	-	*	4	1	2	-	1	1	1	3	1	-	-	-	-	5	2	2	1	
		1%	1%	1%	-	*	3%	*	2%	-	1%	1%	1%	2%	*	-	-	-	81%	1%	1%	1%	

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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	36%
Labour	24%
Liberal Democrat	3%
UKIP	33%
Green	4%
Other	1%

Rochester & Strood Poll

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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	488	512	58	124	184	206	186	241	365	200	172	191	316	182	18	228	28	11	401	176	68
Weighted base	1000	500	500	130	170	180	180	150	190	176	297	232	223	270	198	23	246	32	12	315	175	94
I would not vote Liberal Democrat	688	357	330	82	112	114	132	110	137	116	205	164	159	214	134	-	210	18	7	250	121	50
	69%	71%	66%	63%	66%	64%	74%	73%	72%	66%	69%	71%	71%	79%	68%	-	85%	56%	58%	79%	69%	53%
I would not vote Labour	538	289	249	64	85	86	99	84	120	88	155	144	113	208	-	5	210	10	2	264	25	32
	54%	58%	50%	50%	50%	48%	55%	56%	63%	50%	52%	62%	51%	77%	-	23%	86%	32%	18%	84%	15%	34%
I would not vote UKIP	511	250	261	71	86	101	85	74	93	114	165	89	109	192	161	16	-	31	11	153	119	55
	51%	50%	52%	55%	51%	56%	47%	49%	49%	65%	55%	38%	49%	71%	82%	69%	-	96%	96%	49%	68%	59%
I would not vote Conservative	410	195	214	40	75	71	92	68	64	59	114	106	108	-	153	12	138	25	5	48	122	52
	41%	39%	43%	31%	44%	39%	51%	46%	33%	33%	38%	46%	49%	-	78%	50%	56%	79%	45%	15%	70%	56%
None of these - I would potentially vote for all of them	70	39	30	12	11	16	3	11	15	9	21	14	15	10	5	5	14	1	-	11	6	10
	7%	8%	6%	10%	6%	9%	2%	7%	8%	5%	7%	6%	7%	4%	3%	23%	6%	4%	-	4%	3%	11%
Don't know	10	7	3	-	1	3	1	2	2	2	2	2	2	1	-	-	-	-	-	1	-	-
	1%	1%	1%	-	1%	2%	1%	1%	1%	1%	1%	1%	1%	*	-	-	-	-	-	*	-	-

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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	488	512	58	124	184	206	186	241	365	200	172	191	316	182	18	228	28	11	401	176	68	
Weighted base	1000	500	500	130	170	180	180	150	190	176	297	232	223	270	198	23	246	32	12	315	175	94	
NET: Well	695	367	328	94	117	126	117	103	136	134	211	164	137	247	119	16	159	23	6	262	113	70	
	70%	73%	66%	73%	69%	70%	65%	68%	72%	76%	71%	71%	61%	91%	60%	70%	65%	71%	48%	83%	65%	75%	
Very well	(4)	71	45	26	9	8	14	7	9	24	13	14	16	17	38	8	2	8	-	-	37	11	2
		7%	9%	5%	7%	5%	8%	4%	6%	13%	8%	5%	7%	8%	14%	4%	8%	3%	-	-	12%	6%	2%
Quite well	(3)	624	322	302	85	110	112	110	94	112	121	196	148	120	209	110	15	150	23	6	225	102	69
		62%	64%	60%	65%	64%	62%	61%	63%	59%	68%	66%	64%	54%	77%	56%	63%	61%	71%	48%	72%	58%	73%
Quite badly	(2)	190	70	120	23	29	38	47	28	24	28	55	45	51	16	54	3	58	5	5	32	42	20
		19%	14%	24%	18%	17%	21%	26%	19%	13%	16%	18%	19%	23%	6%	27%	14%	24%	16%	48%	10%	24%	21%
Very badly	(1)	54	32	23	12	9	4	9	8	12	6	12	11	21	-	13	4	18	4	-	4	8	4
		5%	6%	5%	10%	5%	2%	5%	5%	6%	4%	4%	5%	9%	-	7%	15%	8%	12%	-	1%	5%	4%
NET: Badly		244	101	143	35	39	42	56	36	36	34	66	55	71	16	67	7	77	9	5	36	50	24
		24%	20%	29%	27%	23%	24%	31%	24%	19%	19%	22%	24%	32%	6%	34%	30%	31%	28%	48%	12%	29%	25%
Don't know		61	32	29	-	14	11	6	11	18	8	20	12	15	8	12	-	10	*	*	17	11	-
		6%	6%	6%	-	8%	6%	4%	7%	9%	5%	7%	5%	7%	3%	6%	-	4%	1%	4%	5%	6%	-
Mean		2.76	2.81	2.70	2.70	2.74	2.81	2.66	2.74	2.87	2.84	2.77	2.77	2.64	3.08	2.61	2.63	2.63	2.59	2.51	2.99	2.71	2.73
Standard deviation		0.67	0.69	0.65	0.74	0.64	0.61	0.64	0.66	0.73	0.61	0.61	0.65	0.77	0.45	0.68	0.85	0.68	0.71	0.52	0.54	0.66	0.57
Standard error		0.02	0.03	0.03	0.10	0.06	0.05	0.05	0.05	0.05	0.03	0.04	0.05	0.06	0.03	0.05	0.20	0.05	0.14	0.17	0.03	0.05	0.07

Rochester & Strood Poll

CATI Fieldwork : 15th-22nd 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	1000	488	512	58	124	184	206	186	241	365	200	172	191	316	182	18	228	28	11	401	176	68	
Weighted base	1000	500	500	130	170	180	180	150	190	176	297	232	223	270	198	23	246	32	12	315	175	94	
NET: Well	703	378	325	106	122	127	104	105	138	143	224	166	118	251	138	17	154	19	6	259	118	70	
	70%	76%	65%	82%	72%	71%	58%	70%	73%	81%	76%	71%	53%	93%	70%	72%	63%	58%	48%	82%	68%	74%	
Very well	(4)	60	35	25	5	13	13	9	5	16	14	18	13	11	28	10	-	10	*	-	27	11	3
		6%	7%	5%	4%	8%	7%	5%	4%	8%	8%	6%	6%	5%	10%	5%	-	4%	1%	-	9%	6%	3%
Quite well	(3)	643	343	300	102	108	115	95	100	122	129	206	152	107	223	128	17	144	19	6	232	108	67
		64%	69%	60%	78%	64%	64%	53%	66%	64%	73%	70%	66%	48%	82%	65%	72%	59%	57%	48%	74%	62%	71%
Quite badly	(2)	181	74	107	14	29	32	54	26	25	17	47	45	61	12	39	6	60	8	5	35	35	15
		18%	15%	21%	11%	17%	18%	30%	18%	13%	9%	16%	20%	28%	4%	20%	28%	24%	24%	48%	11%	20%	16%
Very badly	(1)	59	26	33	5	6	11	17	10	10	7	13	13	22	2	10	-	23	4	-	10	11	6
		6%	5%	7%	4%	4%	6%	9%	7%	5%	4%	4%	5%	10%	1%	5%	-	9%	12%	-	3%	7%	6%
NET: Badly		240	100	140	19	36	43	71	37	35	23	60	58	83	14	49	6	83	11	5	45	46	21
		24%	20%	28%	14%	21%	24%	39%	24%	19%	13%	20%	25%	37%	5%	25%	28%	34%	35%	48%	14%	27%	22%
Don't know		57	22	35	5	12	10	5	8	17	10	12	8	21	6	10	-	9	2	*	10	10	4
		6%	4%	7%	4%	7%	5%	3%	6%	9%	5%	4%	4%	10%	2%	5%	-	4%	6%	4%	3%	6%	4%
Mean		2.75	2.81	2.68	2.85	2.81	2.76	2.55	2.71	2.83	2.91	2.81	2.74	2.53	3.05	2.74	2.72	2.60	2.51	2.51	2.91	2.71	2.74
Standard deviation		0.67	0.64	0.68	0.53	0.64	0.68	0.74	0.65	0.67	0.58	0.61	0.65	0.76	0.42	0.64	0.46	0.72	0.73	0.52	0.58	0.69	0.63
Standard error		0.02	0.03	0.03	0.07	0.06	0.05	0.05	0.05	0.03	0.04	0.05	0.06	0.02	0.05	0.11	0.05	0.14	0.17	0.03	0.05	0.05	0.08

Rochester & Strood Poll

CATI Fieldwork : 15th-22nd 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	1000	488	512	58	124	184	206	186	241	365	200	172	191	316	182	18	228	28	11	401	176	68
Weighted base	1000	500	500	130	170	180	180	150	190	176	297	232	223	270	198	23	246	32	12	315	175	94
I am satisfied with the job David Cameron is doing overall as Prime Minister	394 39%	211 42%	183 37%	46 36%	70 41%	78 43%	50 28%	58 39%	92 48%	85 48%	127 43%	83 36%	69 31%	213 79%	31 15%	8 35%	55 23%	8 26%	3 23%	210 67%	36 21%	23 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	239 24%	118 24%	121 24%	42 32%	34 20%	38 21%	51 29%	39 26%	34 18%	40 23%	65 22%	71 30%	50 23%	50 18%	17 8%	8 36%	110 45%	3 10%	4 32%	81 26%	14 8%	25 26%
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.	259 26%	123 25%	137 27%	37 29%	44 26%	47 26%	57 32%	35 23%	39 21%	41 23%	80 27%	56 24%	74 33%	6 2%	140 71%	7 29%	54 22%	18 54%	3 26%	13 4%	109 63%	41 43%
Refused	26 3%	13 3%	13 3%	- -	- -	4 2%	3 2%	10 6%	10 5%	3 2%	4 1%	6 2%	9 4%	1 *	3 1%	- -	5 2%	- -	- -	2 1%	4 2%	- -
Don't know	82 8%	36 7%	46 9%	5 4%	22 13%	13 7%	18 10%	8 5%	15 8%	8 4%	20 7%	17 7%	22 10%	- -	8 4%	- -	21 9%	3 9%	2 19%	9 3%	12 7%	6 6%

Rochester & Strood Poll

CATI Fieldwork : 15th-22nd 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	1000	488	512	58	124	184	206	186	241	365	200	172	191	316	182	18	228	28	11	401	176	68
Weighted base	1000	500	500	130	170	180	180	150	190	176	297	232	223	270	198	23	246	32	12	315	175	94
The UK Independence Party (UKIP)	777	385	392	98	128	141	143	126	141	139	232	191	166	212	136	18	214	25	9	255	140	71
	78%	77%	78%	76%	75%	79%	79%	84%	74%	79%	78%	82%	74%	78%	69%	77%	87%	78%	80%	81%	80%	76%
The Conservatives	761	370	391	78	118	144	147	126	147	132	244	170	159	224	148	17	184	24	12	264	147	73
	76%	74%	78%	60%	69%	80%	82%	84%	77%	75%	82%	73%	71%	83%	75%	72%	75%	75%	100%	84%	84%	78%
Labour	571	282	289	68	78	109	108	110	96	96	188	131	124	144	133	13	130	13	9	168	116	61
	57%	56%	58%	52%	46%	61%	60%	73%	51%	54%	63%	57%	55%	53%	67%	56%	53%	41%	77%	53%	66%	64%
The Liberal Democrat	225	108	117	23	23	41	43	48	47	37	58	49	65	68	28	5	49	6	3	74	34	12
	23%	22%	23%	18%	13%	23%	24%	32%	25%	21%	20%	21%	29%	25%	14%	21%	20%	17%	23%	24%	20%	13%
None of them	82	46	36	20	14	11	11	5	21	16	14	16	25	20	21	1	14	2	-	19	10	6
	8%	9%	7%	15%	8%	6%	6%	4%	11%	9%	5%	7%	11%	7%	10%	3%	6%	6%	-	6%	6%	7%
Don't know	8	-	8	1	2	2	-	1	1	1	3	1	2	-	-	-	1	-	-	1	1	-
	1%	-	2%	1%	1%	1%	-	1%	1%	1%	1%	*	1%	-	-	-	*	-	-	*	1%	-

Rochester & Strood Poll

CATI Fieldwork : 15th-22nd 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	1000	488	512	58	124	184	206	186	241	365	200	172	191	316	182	18	228	28	11	401	176	68
Weighted base	1000	500	500	130	170	180	180	150	190	176	297	232	223	270	198	23	246	32	12	315	175	94
A Conservative government	365 37%	187 37%	178 36%	46 35%	55 33%	53 30%	64 36%	57 38%	89 47%	70 40%	101 34%	97 42%	68 31%	225 83%	5 3%	-	88 36%	1 4%	-	224 71%	16 9%	11 12%
A Labour government	234 23%	109 22%	125 25%	32 25%	48 28%	35 19%	45 25%	33 22%	41 22%	34 19%	65 22%	55 24%	70 31%	1 *	142 72%	1 4%	43 17%	12 37%	5 43%	11 4%	110 63%	23 25%
A coalition between the Conservatives and the Liberal Democrats	149 15%	78 16%	71 14%	32 25%	20 12%	28 16%	25 14%	22 15%	22 12%	31 17%	53 18%	29 12%	27 12%	38 14%	10 5%	8 36%	49 20%	6 18%	3 24%	51 16%	9 5%	26 27%
A coalition between Labour and the Liberal Democrats	106 11%	56 11%	50 10%	13 10%	22 13%	26 14%	18 10%	19 12%	9 5%	21 12%	40 13%	21 9%	23 10%	1 *	40 20%	10 42%	21 8%	9 29%	3 26%	9 3%	30 17%	20 22%
Don't know	146 15%	70 14%	76 15%	7 6%	25 15%	38 21%	28 15%	19 13%	28 15%	21 12%	38 13%	31 13%	35 16%	6 2%	1 *	4 18%	45 18%	4 12%	1 7%	21 7%	9 5%	14 14%

Rochester & Strood 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	488 49%	500 50%
Female	512 51%	500 50%

Rochester & Strood Poll
CATI Fieldwork : 15th-22nd 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	1000	1000
Weighted base	1000	1000
18-24	58 6%	130 13%
25-34	124 12%	170 17%
35-44	184 18%	180 18%
45-54	206 21%	180 18%
55-64	186 19%	150 15%
65 or older	241 24%	190 19%
Refused	1 *	1 *

Rochester & Strood Poll
CATI Fieldwork : 15th-22nd April 2015

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	102 10%	49 5%
B	263 26%	127 13%
C1	200 20%	297 30%
C2	172 17%	232 23%
D	78 8%	100 10%
E	113 11%	123 12%
Refused	72 7%	72 7%

Rochester & Strood Poll
CATI Fieldwork : 15th-22nd 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	1000	1000
Weighted base	1000	1000
Conservative	401 40%	315 32%
Labour	176 18%	175 17%
Liberal Democrats	68 7%	94 9%
Another party	53 5%	41 4%
Did not vote	216 22%	293 29%
Refused	44 4%	38 4%
Don't know	42 4%	44 4%