

Clacton

Constituency Poll

31/08/2014

Prepared on behalf of the Mail on Sunday



Methodology

Fieldwork Dates

28th - 29th August 2014

Data Collection Method

The survey was conducted via telephone. A combination of random numbers seeded from the complete BT directory of households in the local wards and, in addition, a smaller amount of targeted lifestyle data for specific age brackets were called

Population Sampled

All residents aged 18+ in Great Britain

Sample Size

700

Data Weighting

Data were weighted to the profile of all adults aged 18+. Data were weighted by age, sex, and ward. Targets for the weighted data were derived from Office of National Statistics 2011 Census data.

Margin of Error

Because only a sample of the full population was interviewed, all results are subject to margin of error, meaning that not all differences are statistically significant. For example, in a question where 50% (the worst case scenario as far as margin of error is concerned) gave a particular answer, with a sample of 700 it is 95% certain that the 'true' value will fall within the range of 3.7% from the sample result. Subsamples from the cross-breaks will be subject to higher margin of error, conclusions drawn from crossbreaks with very small sub-samples should be treated with caution.

Voting Intention

In order to assess voting intention, we first asked respondents how likely they would be to vote in the by-election on a scale of 0-10. This likelihood to vote for was then used to weight voters' responses, such that respondents replying "10" were weighted by a factor of 1.0, whilst those responding "9" were weighted by a factor of 0.9, and so on down to responses of "0" being excluded altogether.

Respondents were then asked who they would be most likely to vote for in that election, with the responses "Labour", "Conservative", "Liberal Democrat" and "UKIP" prompted in a randomising order, and other parties listed if respondents selected "Another Party".

As an additional weighting step, respondents who replied "undecided" and "refused" were then removed from the sample.

Question presentation

All data tables shown in full below, in order and wording put to respondents, including but not limited to all tables relating to published data and all relevant tables preceding them. Tables for demographic questions might not be included but these should be clear from the cross-breaks on published tables. In all questions where the responses are a list of parties, names or statements, these will typically have been read to respondents in a randomising order. The only questions which would not have had randomising responses would be those in which there was a natural order to maintain – e.g. a scale from “strongly agree” to “strongly disagree”, a list of numbers from 0 to 10 or questions which had factual rather than opinion-related answers such as demographic information. “Other”, “Don't know” and “Refused” responses are not randomised.

Not all questions will have necessarily been asked to all respondents – this is because they may be follow-on questions from previous questions or only appropriate to certain demographic groups. Lower response counts should make clear where this has occurred.

Data were analysed and weighted by Survation and presented by Patrick Briône and Damian Lyons Lowe.

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If you are interested in commissioning a poll from us, please contact researchteam@survation.com for a prompt response to your enquiry and we'll call you right back with the appropriate person.

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Table 1
Q1. Could I confirm that you live in the ward of [Y] ?
Base : All Respondents

	Total	Gender		Age			2010 Vote				Voting Intention					Ward Group			Referendum Vote	
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	UKIP	LD	Undecid ed	Clacton Urban	Finton Urban	Rural	Stay	Leave
Unweighted Total	700	306	394	87	118	495	313	85	30	60	105	60	286	11	158	379	131	190	163	395
Weighted Total	700	324	376	126	193	381	290	85	35	63	100	66	276	12	160	407	120	173	183	380
Alton Park	31	14	17	14	7	11	7	4	3	1	4	8	6	2	8	31	-	-	13	12
	4.4%	4.3%	4.6%	11.0%	3.4%	2.8%	2.4%	4.7%	9.2%	1.2%	3.9%	12.3%	2.0%	13.1%	4.9%	7.6%	-	-	6.9%	3.1%
Beaumont and Thorpe	19	13	6	4	6	9	7	1	4	3	4	3	5	-	6	-	-	19	10	7
	2.7%	3.9%	1.7%	3.3%	3.1%	2.3%	2.5%	1.7%	12.4%	4.8%	3.6%	4.2%	1.6%	-	3.7%	-	-	10.9%	5.5%	1.9%
Bockings Elm	53	28	25	8	24	21	26	1	5	5	13	2	28	2	8	53	-	-	12	34
	7.6%	8.6%	6.7%	6.0%	12.7%	5.6%	9.1%	0.9%	14.2%	8.0%	12.7%	2.5%	10.2%	13.3%	4.8%	13.1%	-	-	6.3%	8.8%
Burrsville	18	5	12	1	2	15	8	2	3	1	3	2	6	1	4	18	-	-	4	9
	2.5%	1.6%	3.3%	1.1%	0.9%	3.8%	2.7%	2.9%	8.7%	1.4%	3.2%	3.7%	2.3%	6.5%	2.5%	4.3%	-	-	2.2%	2.3%
Frinton	41	20	20	1	9	30	25	2	2	3	11	2	12	1	10	-	41	-	11	20
	5.8%	6.3%	5.4%	1.1%	4.8%	7.9%	8.5%	2.7%	4.5%	5.0%	11.3%	2.4%	4.4%	6.6%	6.0%	-	33.9%	-	6.1%	5.4%
Golf Green	38	11	26	6	9	22	13	4	1	4	7	1	13	-	8	-	-	38	8	20
	5.4%	3.4%	7.0%	5.1%	4.6%	5.8%	4.4%	4.9%	3.5%	5.7%	6.9%	2.0%	4.6%	-	4.8%	-	-	21.7%	4.2%	5.2%
Hamford	27	9	17	7	3	17	10	6	1	2	6	6	10	-	3	-	27	-	8	10
	3.8%	2.9%	4.6%	5.3%	1.6%	4.5%	3.6%	7.4%	2.0%	2.5%	5.9%	9.3%	3.7%	-	1.8%	-	22.2%	-	4.6%	2.7%
Haven	17	9	9	2	5	11	9	3	-	2	6	2	4	-	3	17	-	-	6	8
	2.5%	2.7%	2.3%	1.3%	2.7%	2.8%	3.2%	3.9%	-	2.5%	5.9%	3.7%	1.5%	-	2.0%	4.3%	-	-	3.2%	2.0%
Holland and Kirby	46	24	22	5	15	26	16	9	2	5	4	5	16	-	15	-	-	46	12	27
	6.6%	7.4%	5.8%	4.3%	7.9%	6.7%	5.4%	10.4%	6.7%	8.4%	3.8%	7.8%	5.9%	-	9.1%	-	-	26.6%	6.6%	7.0%
Homelands	11	4	7	1	3	7	6	1	-	1	1	1	2	-	6	-	11	-	2	6
	1.6%	1.2%	1.9%	1.0%	1.6%	1.8%	2.1%	1.8%	-	1.1%	0.7%	2.3%	0.9%	-	3.6%	-	9.2%	-	1.1%	1.6%
Little Clacton and Weeley	39	16	23	9	9	21	16	8	1	1	5	3	16	1	9	-	-	39	7	27
	5.6%	4.8%	6.2%	7.1%	4.6%	5.6%	5.7%	8.9%	1.9%	2.3%	5.0%	4.9%	5.8%	6.3%	5.8%	-	-	22.6%	3.8%	7.1%
Peter Bruff	29	9	19	5	13	11	14	2	2	3	2	2	8	-	13	29	-	-	4	15
	4.1%	2.9%	5.1%	3.7%	7.0%	2.8%	4.9%	1.9%	6.9%	5.2%	1.6%	2.5%	3.0%	-	7.9%	7.0%	-	-	2.2%	3.9%
Pier	35	17	18	11	8	15	16	2	2	2	6	-	14	-	10	35	-	-	10	19
	5.0%	5.2%	4.8%	8.6%	4.4%	4.1%	5.6%	2.9%	6.9%	2.6%	5.7%	-	5.1%	-	6.4%	8.5%	-	-	5.7%	4.9%
Rush Green	42	24	19	9	19	14	10	8	1	8	2	8	18	-	12	42	-	-	10	26
	6.0%	7.3%	5.0%	7.2%	10.0%	3.7%	3.5%	9.1%	2.5%	12.3%	2.4%	11.5%	6.4%	-	7.6%	10.4%	-	-	5.5%	6.8%
St Bartholomews	32	17	15	6	7	19	17	3	2	2	4	1	20	1	2	32	-	-	9	17
	4.6%	5.1%	4.1%	4.8%	3.8%	4.9%	5.8%	3.7%	6.3%	2.6%	4.2%	1.3%	7.1%	6.5%	1.5%	7.8%	-	-	4.8%	4.5%
St James	31	13	18	6	12	13	9	5	-	6	2	2	17	-	2	31	-	-	8	18
	4.4%	3.9%	4.9%	4.9%	6.2%	3.4%	3.1%	5.8%	-	9.3%	2.4%	2.5%	6.3%	-	1.5%	7.6%	-	-	4.3%	4.8%
St Johns	38	16	22	6	5	27	12	6	-	3	2	4	19	-	6	38	-	-	7	23
	5.4%	5.0%	5.8%	4.8%	2.7%	7.0%	4.2%	7.0%	-	5.2%	1.6%	6.3%	6.8%	-	3.4%	9.3%	-	-	4.0%	5.9%
St Marys	37	20	17	6	5	25	14	2	2	3	4	2	14	1	11	37	-	-	8	18
	5.3%	6.0%	4.6%	4.9%	2.7%	6.7%	5.0%	1.8%	4.9%	5.5%	4.1%	2.4%	5.0%	7.3%	6.6%	9.0%	-	-	4.5%	4.7%
St Osyth and Point Clear	31	14	18	3	11	18	12	6	-	4	4	4	14	-	6	-	-	31	9	19
	4.5%	4.2%	4.7%	2.1%	5.5%	4.8%	4.3%	7.4%	-	5.6%	3.7%	6.3%	5.2%	-	4.0%	-	-	18.2%	4.7%	4.9%
St Pauls	45	21	24	6	8	30	21	6	2	3	6	6	18	2	9	45	-	-	11	22
	6.4%	6.4%	6.5%	4.8%	4.4%	8.0%	7.1%	6.8%	4.7%	5.2%	5.6%	8.6%	6.6%	13.9%	5.5%	11.0%	-	-	6.1%	5.9%
Walton	42	22	19	10	11	21	21	3	2	2	6	2	16	3	10	-	42	-	14	24
	5.9%	6.9%	5.1%	7.8%	5.8%	5.4%	7.1%	3.5%	4.7%	3.5%	5.8%	3.5%	5.6%	26.5%	6.5%	-	34.7%	-	7.7%	6.4%
SIGMA	700	324	376	126	193	381	290	85	35	63	100	66	276	12	160	407	120	173	183	380
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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Table 2

Q2. On a scale of 0-10 how likely will you be to vote in this by-election, with 10 being definitely will vote and 0 being definitely won't vote?

Base : All Respondents

	Total	Gender		Age			2010 Vote				Voting Intention					Ward Group			Referendum Vote	
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	UKIP	LD	Undecid ed	Clacton Urban	Finton Urban	Rural	Stay	Leave
Unweighted Total	700	306	394	87	118	495	313	85	30	60	105	60	286	11	158	379	131	190	163	395
Weighted Total	700	324	376	126	193	381	290	85	35	63	100	66	276	12	160	407	120	173	183	380
10	408 58.3%	194 60.0%	214 56.9%	34 27.4%	107 55.3%	267 70.0%	212 73.1%	50 58.7%	21 60.3%	52 82.1%	60 59.6%	42 63.4%	221 80.0%	3 27.1%	67 42.2%	224 54.9%	80 66.5%	105 60.6%	84 45.8%	260 68.4%
9	27 3.9%	11 3.4%	16 4.3%	6 4.8%	5 2.4%	16 4.3%	10 3.3%	7 8.0%	1 2.5%	2 2.6%	3 3.2%	2 3.4%	10 3.6%	1 7.3%	10 6.3%	13 3.1%	7 5.5%	8 4.5%	6 3.3%	16 4.3%
8	54 7.7%	26 8.1%	28 7.4%	17 13.5%	18 9.4%	19 5.0%	23 7.8%	5 5.4%	1 2.5%	3 5.3%	10 10.3%	5 7.5%	16 5.8%	1 6.5%	21 12.9%	29 7.0%	9 7.9%	16 9.4%	21 11.5%	20 5.2%
7	30 4.3%	19 5.9%	11 2.9%	10 7.9%	9 4.5%	11 3.0%	6 2.0%	5 6.0%	7 18.7%	3 5.2%	6 6.0%	3 4.5%	12 4.3%	3 26.4%	6 3.8%	22 5.3%	4 3.5%	4 2.4%	12 6.4%	15 3.9%
6	16 2.3%	8 2.5%	8 2.1%	6 4.7%	3 1.7%	7 1.8%	4 1.3%	3 3.8%	2 4.5%	-	3 3.1%	3 5.0%	2 0.6%	1 6.3%	6 3.7%	10 2.6%	2 1.7%	4 2.1%	5 2.5%	6 1.5%
5	61 8.7%	18 5.5%	43 11.4%	15 11.7%	23 11.8%	23 6.1%	15 5.1%	5 6.1%	3 9.1%	-	8 8.2%	3 4.5%	10 3.7%	2 13.9%	37 23.1%	46 11.4%	6 4.8%	9 5.0%	19 10.6%	31 8.0%
4	3 0.4%	- 0.8%	3 0.8%	- 0.7%	1 0.7%	1 0.4%	1 0.2%	1 0.9%	- -	1 2.3%	1 0.7%	- 0.5%	1 0.5%	- -	1 0.5%	1 0.2%	- -	2 1.2%	1 0.8%	1 0.4%
3	5 0.7%	- 1.3%	5 1.3%	- 1.6%	3 1.6%	2 0.4%	4 1.4%	1 0.9%	- -	-	2 1.7%	- -	- 12.6%	1 1.0%	2 1.0%	3 0.8%	1 1.3%	- -	3 1.7%	1 0.2%
2	8 1.1%	6 1.9%	2 0.4%	3 2.4%	3 1.7%	2 0.4%	4 1.4%	1 0.9%	- -	-	3 2.5%	1 1.2%	- -	- -	5 2.9%	4 1.0%	2 2.0%	1 0.8%	3 1.8%	3 0.8%
1	3 0.5%	2 0.5%	2 0.4%	2 1.3%	2 0.9%	-	- -	- -	- -	-	- -	2 2.4%	- -	- -	-	3 0.8%	- -	- -	2 0.9%	-
0	85 12.1%	39 12.1%	46 12.1%	33 26.4%	19 9.9%	33 8.5%	12 4.3%	8 9.2%	1 2.5%	2 2.5%	5 4.8%	5 8.2%	4 1.5%	- -	6 3.7%	52 12.9%	8 7.0%	24 14.0%	27 14.8%	28 7.3%
SIGMA	700 100.0%	324 100.0%	376 100.0%	126 100.0%	193 100.0%	381 100.0%	290 100.0%	85 100.0%	35 100.0%	63 100.0%	100 100.0%	66 100.0%	276 100.0%	12 100.0%	160 100.0%	407 100.0%	120 100.0%	173 100.0%	183 100.0%	380 100.0%

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Table 3
Voting Intention Table Weighted by normal weightings
Q3. Which party do you think you are most likely to vote for in this by-election?
Base : All Respondents

	Total	Gender		Age			2010 Vote				Voting Intention					Ward Group			Referendum Vote	
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	UKIP	LD	Undecid ed	Clacton Urban	Finton Urban	Rural	Stay	Leave
Unweighted Total	700	306	394	87	118	495	313	85	30	60	105	60	286	11	158	379	131	190	163	395
Weighted Total	700	324	376	126	193	381	290	85	35	63	100	66	276	12	160	407	120	173	183	380
Conservative	100 14.3%	45 14.0%	55 14.6%	10 7.8%	28 14.6%	62 16.3%	81 28.0%	-	2 5.8%	-	100 100.0%	-	-	-	-	53 13.1%	24 19.8%	23 13.3%	35 19.2%	45 11.9%
Labour	66 9.4%	30 9.2%	36 9.6%	18 14.5%	21 10.9%	27 7.0%	3 0.9%	40 47.8%	8 21.3%	1 1.4%	-	66 100.0%	-	-	-	38 9.3%	11 9.6%	17 9.6%	48 26.0%	9 2.4%
UKIP	276 39.4%	151 46.5%	126 33.4%	34 27.3%	70 36.3%	172 45.0%	131 45.3%	24 28.6%	9 26.8%	48 76.7%	-	-	276 100.0%	-	-	172 42.2%	40 33.6%	64 36.9%	17 9.3%	229 60.3%
Liberal Democrat	12 1.7%	6 1.7%	6 1.7%	2 1.3%	5 2.5%	6 1.4%	2 0.8%	1 0.9%	7 20.8%	-	-	-	-	12 100.0%	-	7 1.8%	4 3.3%	1 0.4%	7 3.9%	2 0.4%
Another Party (Net)	3 0.4%	2 0.7%	1 0.2%	-	2 0.8%	1 0.4%	-	-	-	2 3.8%	-	-	-	-	-	-	1 1.2%	2 0.9%	1 0.4%	1 0.2%
Green	2 0.3%	2 0.5%	1 0.2%	-	2 0.8%	1 0.2%	-	-	-	2 2.5%	-	-	-	-	-	-	1 0.6%	2 0.9%	1 0.4%	-
Not listed	1 0.1%	1 0.2%	-	-	-	1 0.2%	-	-	-	1 1.2%	-	-	-	-	-	-	1 0.7%	-	-	1 0.2%
Undecided	160 22.8%	55 17.1%	104 27.7%	33 26.4%	47 24.2%	80 20.9%	63 21.8%	14 16.3%	9 25.2%	10 15.6%	-	-	-	-	160 100.0%	87 21.4%	29 23.9%	44 25.2%	50 27.5%	71 18.7%
Refused	16 2.3%	3 1.1%	13 3.4%	1 1.0%	5 2.5%	10 2.6%	2 0.8%	-	-	-	-	-	-	-	-	11 2.6%	3 2.9%	2 1.2%	5 2.5%	4 1.2%
Would not vote	67 9.6%	32 9.7%	36 9.5%	27 21.7%	16 8.2%	24 6.3%	7 2.4%	5 6.3%	-	2 2.5%	-	-	-	-	-	39 9.6%	7 5.7%	21 12.4%	21 11.3%	19 5.0%
SIGMA	700 100.0%	324 100.0%	376 100.0%	126 100.0%	193 100.0%	381 100.0%	290 100.0%	85 100.0%	35 100.0%	63 100.0%	100 100.0%	66 100.0%	276 100.0%	12 100.0%	160 100.0%	407 100.0%	120 100.0%	173 100.0%	183 100.0%	380 100.0%

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Table 4
Voting Intention Table (Q3), Weighted by normal weightings & likelihood to vote
Q3. Which party do you think you are most likely to vote for in this by-election?
Base : All Respondents

	Total	Gender		Age			2010 Vote				Voting Intention					Ward Group			Referendum Vote	
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	UKIP	LD	Undecid ed	Clacton Urban	Finton Urban	Rural	Stay	Leave
Unweighted Total	623	273	350	64	106	453	299	77	29	59	100	55	283	11	152	333	122	168	140	370
Weighted Total	623	292	331	83	169	371	293	79	34	68	95	62	297	10	139	351	116	156	149	370
Conservative	95	44	51	8	25	62	81	-	2	-	95	-	-	-	-	49	23	23	32	42
	15.2%	14.9%	15.4%	9.4%	14.6%	16.7%	27.7%	-	5.5%	-	100.0%	-	-	-	-	13.8%	19.6%	14.9%	21.5%	11.5%
Labour	62	29	33	16	20	26	3	41	7	1	-	62	-	-	-	33	10	19	45	7
	9.9%	9.9%	9.9%	19.3%	11.7%	7.0%	1.0%	52.5%	20.9%	1.5%	-	100.0%	-	-	-	9.3%	8.8%	12.0%	30.4%	2.0%
UKIP	297	160	137	31	74	191	146	25	11	53	-	-	297	-	-	181	45	71	17	248
	47.6%	54.7%	41.3%	37.4%	44.0%	51.5%	50.0%	32.0%	31.6%	78.7%	-	-	100.0%	-	-	51.5%	38.7%	45.4%	11.3%	67.1%
Liberal Democrat	10	6	4	1	3	5	1	1	7	-	-	-	-	10	-	6	3	1	6	1
	1.6%	1.9%	1.3%	1.5%	2.0%	1.4%	0.4%	0.8%	19.1%	-	-	-	-	100.0%	-	1.7%	2.9%	0.3%	3.9%	0.3%
Another Party (Net)	4	3	1	-	2	2	-	-	-	3	-	-	-	-	-	-	2	2	1	1
	0.6%	0.9%	0.2%	-	1.1%	0.5%	-	-	-	4.0%	-	-	-	-	-	-	1.5%	1.2%	0.5%	0.2%
Green	3	2	1	-	2	1	-	-	-	2	-	-	-	-	-	-	1	2	1	-
	0.4%	0.6%	0.2%	-	1.1%	0.2%	-	-	-	2.7%	-	-	-	-	-	-	0.7%	1.2%	0.5%	-
Not listed	1	1	-	-	-	1	-	-	-	1	-	-	-	-	-	-	1	-	-	1
	0.1%	0.3%	-	-	-	0.2%	-	-	-	1.3%	-	-	-	-	-	-	0.8%	-	-	0.2%
Undecided	139	48	91	25	39	74	59	12	8	11	-	-	-	-	139	72	28	39	43	65
	22.3%	16.6%	27.4%	30.7%	23.4%	19.9%	20.0%	14.8%	22.8%	15.8%	-	-	-	-	100.0%	20.5%	24.4%	24.8%	28.7%	17.7%
Refused	17	3	14	1	5	10	3	-	-	-	-	-	-	-	-	11	4	2	5	5
	2.7%	1.2%	4.1%	1.8%	3.0%	2.6%	0.9%	-	-	-	-	-	-	-	-	3.1%	3.5%	1.3%	3.2%	1.3%
Would not vote	1	-	1	-	*	1	-	-	-	-	-	-	-	-	-	*	1	-	1	-
	0.2%	-	0.3%	-	0.1%	0.2%	-	-	-	-	-	-	-	-	-	0.1%	0.7%	-	0.5%	-
SIGMA	623	292	331	83	169	371	293	79	34	68	95	62	297	10	139	351	116	156	149	370
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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Table 5
Voting Intention Table Weighted by normal weightings & likelihood to vote and with undecided and refused removed
Q3. Which party do you think you are most likely to vote for in this by-election?
Base : All Respondents

	Total	Gender		Age			2010 Vote				Voting Intention					Ward Group			Referendum Vote	
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	UKIP	LD	Undecid ed	Clacton Urban	Finton Urban	Rural	Stay	Leave
Unweighted Total	452	222	230	41	74	337	233	62	21	52	100	55	283	11	-	244	86	122	92	292
Weighted Total	466	240	226	56	124	286	232	67	27	57	95	62	297	10	-	268	83	115	100	300
Conservative	95	44	51	8	25	62	81	-	2	-	95	-	-	-	-	49	23	23	32	42
	20.3%	18.1%	22.6%	13.9%	19.9%	21.7%	35.0%	-	7.2%	-	100.0%	-	-	-	-	18.1%	27.5%	20.2%	31.8%	14.1%
Labour	62	29	33	16	20	26	3	41	7	1	-	62	-	-	-	33	10	19	45	7
	13.2%	12.0%	14.5%	28.5%	16.0%	9.0%	1.2%	61.6%	27.0%	1.7%	-	100.0%	-	-	-	12.2%	12.3%	16.2%	44.9%	2.4%
UKIP	297	160	137	31	74	191	146	25	11	53	-	-	297	-	-	181	45	71	17	248
	63.6%	66.5%	60.6%	55.3%	59.9%	66.9%	63.2%	37.5%	41.0%	93.5%	-	-	100.0%	-	-	67.4%	54.2%	61.5%	16.7%	82.7%
Liberal Democrat	10	6	4	1	3	5	1	1	7	-	-	-	-	10	-	6	3	1	6	1
	2.1%	2.3%	1.9%	2.3%	2.7%	1.8%	0.5%	0.9%	24.8%	-	-	-	-	100.0%	-	2.2%	4.0%	0.5%	5.8%	0.4%
Another Party (Net)	4	3	1	-	2	2	-	-	-	3	-	-	-	-	-	-	2	2	1	1
	0.8%	1.1%	0.4%	-	1.5%	0.6%	-	-	-	4.8%	-	-	-	-	-	-	2.1%	1.6%	0.8%	0.3%
Green	3	2	1	-	2	1	-	-	-	2	-	-	-	-	-	-	1	2	1	-
	0.6%	0.8%	0.4%	-	1.5%	0.3%	-	-	-	3.2%	-	-	-	-	-	-	1.0%	1.6%	0.8%	-
Not listed	1	1	-	-	-	1	-	-	-	1	-	-	-	-	-	-	1	-	-	1
	0.2%	0.4%	-	-	-	0.3%	-	-	-	1.6%	-	-	-	-	-	-	1.1%	-	-	0.3%
SIGMA	466	240	226	56	124	286	232	67	27	57	95	62	297	10	-	268	83	115	100	300
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	-	100.0%	100.0%	100.0%	100.0%	100.0%

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Table 6
Q5. Which party did you vote for in the 2010 general election, or did you not vote on that occasion?
Base : All Respondents

	Total	Gender		Age			2010 Vote				Voting Intention					Ward Group			Referendum Vote	
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	UKIP	LD	Undecid ed	Clacton Urban	Finton Urban	Rural	Stay	Leave
Unweighted Total	700	306	394	87	118	495	313	85	30	60	105	60	286	11	158	379	131	190	163	395
Weighted Total	700	324	376	126	193	381	290	85	35	63	100	66	276	12	160	407	120	173	183	380
Labour	85	35	50	14	26	45	-	85	-	-	-	40	24	1	14	44	13	28	40	32
	12.1%	10.7%	13.3%	11.0%	13.3%	11.8%	-	100.0%	-	-	-	61.4%	8.8%	6.5%	8.7%	10.7%	10.8%	16.3%	21.9%	8.4%
Conservative	290	134	156	24	70	195	290	-	-	-	81	3	131	2	63	163	62	64	62	179
	41.4%	41.3%	41.4%	19.1%	36.6%	51.1%	100.0%	-	-	-	81.1%	3.8%	47.5%	19.1%	39.5%	40.1%	51.6%	37.2%	33.8%	47.1%
Liberal Democrat	35	21	14	12	12	12	-	-	35	-	2	8	9	7	9	23	4	9	19	11
	5.0%	6.4%	3.8%	9.2%	6.0%	3.1%	-	-	100.0%	-	2.0%	11.4%	3.4%	61.5%	5.6%	5.6%	3.3%	5.0%	10.6%	2.9%
UKIP	55	31	24	3	21	31	-	-	-	55	-	1	48	-	4	35	5	15	5	48
	7.9%	9.5%	6.5%	2.5%	10.9%	8.1%	-	-	-	87.4%	-	1.3%	17.5%	-	2.7%	8.6%	3.9%	8.8%	2.5%	12.6%
Other	8	7	1	3	3	1	-	-	-	8	-	-	-	-	6	3	3	2	3	2
	1.1%	2.2%	0.2%	2.4%	1.8%	0.4%	-	-	-	12.6%	-	-	-	-	3.5%	0.8%	2.4%	0.9%	1.9%	0.6%
Did not vote	153	63	90	61	47	46	-	-	-	-	14	12	43	1	36	102	18	34	36	72
	21.9%	19.4%	24.0%	48.1%	24.2%	12.1%	-	-	-	-	13.9%	17.7%	15.6%	6.3%	22.7%	24.9%	15.0%	19.6%	19.7%	19.0%
Can't remember	39	21	18	8	10	20	-	-	-	-	3	3	17	1	13	17	8	13	12	20
	5.6%	6.5%	4.7%	6.7%	5.4%	5.3%	-	-	-	-	3.0%	4.4%	6.3%	6.5%	7.9%	4.2%	7.1%	7.6%	6.7%	5.2%
Refused	35	12	23	1	3	31	-	-	-	-	-	-	2	-	15	20	7	8	5	16
	5.0%	3.8%	6.1%	1.0%	1.7%	8.0%	-	-	-	-	-	-	0.9%	-	9.5%	5.0%	5.9%	4.5%	2.9%	4.2%
SIGMA	700	324	376	126	193	381	290	85	35	63	100	66	276	12	160	407	120	173	183	380
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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Table 7
Q6. What is your main motive for intending to vote for UKIP candidate Douglas Carswell in the by-election?
Base : All current UKIP voters

	Total	Gender		Age			2010 Vote				Voting Intention					Ward Group			Referendum Vote	
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	UKIP	LD	Undecid ed	Clacton Urban	Finton Urban	Rural	Stay	Leave
Unweighted Total	286	147	139	23	42	221	143	23	8	49	-	-	286	-	-	163	47	76	14	240
Weighted Total	276	151	126	34	70	172	131	24	9	48	-	-	276	-	-	172	40	64	17	229
I like Douglas Carswell	95 34.3%	49 32.5%	46 36.4%	10 30.4%	17 24.0%	67 39.2%	64 49.0%	5 19.8%	3 30.2%	6 12.8%	-	-	95 34.3%	-	-	58 33.8%	17 41.1%	20 31.2%	5 31.8%	72 31.5%
I like UKIP and support their policies	157 56.9%	85 56.7%	72 57.1%	24 69.6%	43 61.1%	90 52.6%	55 41.8%	17 69.0%	5 52.3%	39 80.2%	-	-	157 56.9%	-	-	98 57.2%	20 49.3%	39 60.8%	11 63.6%	138 60.4%
I want to send a message of protest to the government	24 8.9%	16 10.8%	8 6.5%	- -	10 14.9%	14 8.2%	12 9.2%	3 11.1%	2 17.4%	3 7.0%	-	-	24 8.9%	-	-	15 9.0%	4 9.6%	5 8.0%	1 4.6%	19 8.1%
SIGMA	276 100.0%	151 100.0%	126 100.0%	34 100.0%	70 100.0%	172 100.0%	131 100.0%	24 100.0%	9 100.0%	48 100.0%	-	-	276 100.0%	-	-	172 100.0%	40 100.0%	64 100.0%	17 100.0%	229 100.0%

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Table 8
Q7. Will you also support Douglas Carswell if he stands as the UKIP candidate at the general election next year?
Base : All current UKIP voters

	Total	Gender		Age			2010 Vote				Voting Intention					Ward Group			Referendum Vote	
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	UKIP	LD	Undecid	Clacton Urban	Finton Urban	Rural	Stay	Leave
Unweighted Total	286	147	139	23	42	221	143	23	8	49	-	-	286	-	-	163	47	76	14	240
Weighted Total	276	151	126	34	70	172	131	24	9	48	-	-	276	-	-	172	40	64	17	229
Yes	254	139	115	31	64	159	119	21	9	45	-	-	254	-	-	160	37	57	15	211
	91.8%	92.0%	91.6%	90.8%	90.9%	92.4%	90.6%	86.6%	100.0%	93.4%	-	-	91.8%	-	-	92.9%	92.4%	88.7%	90.8%	92.0%
No	8	5	3	2	3	3	3	2	-	1	-	-	8	-	-	2	2	3	1	7
	2.8%	3.1%	2.4%	4.6%	4.4%	1.7%	2.4%	6.5%	-	1.4%	-	-	2.8%	-	-	1.4%	5.7%	4.7%	4.6%	3.0%
Don't know	15	7	8	2	3	10	9	2	-	3	-	-	15	-	-	10	1	4	1	12
	5.4%	4.9%	6.0%	4.6%	4.7%	5.8%	7.0%	6.8%	-	5.2%	-	-	5.4%	-	-	5.8%	1.9%	6.6%	4.6%	5.0%
SIGMA	276	151	126	34	70	172	131	24	9	48	-	-	276	-	-	172	40	64	17	229
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	-	-	100.0%	-	-	100.0%	100.0%	100.0%	100.0%	100.0%

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Table 9
Q8. What do you think of Douglas Carswell's decision to resign as a Conservative MP and stand for re-election as a UKIP candidate?
Base : All Respondents

	Total	Gender		Age			2010 Vote				Voting Intention					Ward Group			Referendum Vote	
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	UKIP	LD	Undecided	Clacton Urban	Finton Urban	Rural	Stay	Leave
Unweighted Total	700	306	394	87	118	495	313	85	30	60	105	60	286	11	158	379	131	190	163	395
Weighted Total	700	324	376	126	193	381	290	85	35	63	100	66	276	12	160	407	120	173	183	380
This was an honourable decision taken as a matter of principle	346 49.5%	167 51.5%	179 47.7%	44 34.8%	93 48.2%	210 54.9%	160 55.2%	38 45.2%	15 43.2%	40 63.8%	24 24.2%	25 38.1%	219 79.3%	4 34.1%	54 33.8%	201 49.4%	59 49.4%	86 49.8%	60 33.0%	246 64.8%
This was an opportunistic decision taken for self-serving political reasons	159 22.7%	81 24.9%	78 20.7%	32 25.1%	48 25.1%	79 20.7%	68 23.5%	28 33.2%	8 21.3%	11 16.7%	45 45.1%	25 38.2%	21 7.7%	4 32.4%	41 25.8%	80 19.7%	35 29.0%	44 25.2%	71 38.5%	62 16.3%
Don't know	195 27.9%	76 23.6%	119 31.6%	51 40.1%	51 26.7%	93 24.4%	62 21.4%	18 21.5%	12 35.4%	12 19.5%	31 30.7%	16 23.7%	36 13.0%	4 33.5%	65 40.4%	126 30.9%	26 21.6%	43 25.0%	52 28.5%	72 18.9%
SIGMA	700 100.0%	324 100.0%	376 100.0%	126 100.0%	193 100.0%	381 100.0%	290 100.0%	85 100.0%	35 100.0%	63 100.0%	100 100.0%	66 100.0%	276 100.0%	12 100.0%	160 100.0%	407 100.0%	120 100.0%	173 100.0%	183 100.0%	380 100.0%

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Table 10
Q9. Which of the following statements is closest to your opinion?
Base : All 2010 Conservative voters

	Total	Gender		Age			2010 Vote				Voting Intention					Ward Group			Referendum Vote	
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	UKIP	LD	Undecided	Clacton Urban	Finton Urban	Rural	Stay	Leave
Unweighted Total	313	134	179	16	43	254	313	-	-	-	89	3	143	2	66	163	71	79	61	196
Weighted Total	290	134	156	24	70	195	290	-	-	-	81	3	131	2	63	163	62	64	62	179
Douglas Carswell is a hero	142	72	71	15	32	95	142	-	-	-	13	1	106	-	18	83	30	29	13	115
	49.1%	53.5%	45.3%	61.6%	45.4%	48.9%	49.1%	-	-	-	16.2%	31.0%	80.5%	-	28.4%	51.0%	48.0%	45.4%	21.1%	64.1%
Douglas Carswell is a traitor	50	22	28	1	19	29	50	-	-	-	33	2	2	-	10	24	11	15	20	20
	17.2%	16.4%	17.9%	6.0%	27.1%	15.0%	17.2%	-	-	-	41.2%	69.0%	1.4%	-	15.6%	14.6%	18.4%	22.6%	32.2%	11.3%
Don't know	98	40	57	8	19	70	98	-	-	-	35	-	24	2	35	56	21	21	29	44
	33.7%	30.1%	36.8%	32.4%	27.4%	36.1%	33.7%	-	-	-	42.5%	-	18.1%	100.0%	56.1%	34.4%	33.6%	32.0%	46.7%	24.5%
SIGMA	290	134	156	24	70	195	290	-	-	-	81	3	131	2	63	163	62	64	62	179
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	-	-	-	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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Table 11
Q10. If there was a referendum tomorrow on whether the UK should remain a member of the European Union, how would you vote?
Base : All Respondents

	Total	Gender		Age			2010 Vote				Voting Intention					Ward Group			Referendum Vote	
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	UKIP	LD	Undecided	Clacton Urban	Finton Urban	Rural	Stay	Leave
Unweighted Total	700	306	394	87	118	495	313	85	30	60	105	60	286	11	158	379	131	190	163	395
Weighted Total	700	324	376	126	193	381	290	85	35	63	100	66	276	12	160	407	120	173	183	380
Vote for the UK to leave the European Union	380	192	188	53	94	232	179	32	11	50	45	9	229	2	71	220	61	99	-	380
	54.3%	59.4%	49.9%	42.4%	49.1%	60.9%	61.8%	37.8%	31.0%	79.6%	45.0%	13.7%	83.0%	12.8%	44.4%	53.9%	51.1%	57.4%	-	100.0%
Vote for the UK to remain a member of the European Union	183	83	100	54	63	67	62	40	19	8	35	48	17	7	50	102	36	45	183	-
	26.2%	25.6%	26.7%	42.7%	32.6%	17.5%	21.4%	47.4%	55.2%	12.7%	35.1%	72.2%	6.2%	59.5%	31.6%	25.0%	29.9%	26.2%	100.0%	-
Undecided	137	49	88	19	35	82	49	13	5	5	20	9	30	3	38	86	23	28	-	-
	19.5%	15.1%	23.4%	15.0%	18.4%	21.6%	16.8%	14.8%	13.9%	7.6%	19.8%	14.0%	10.8%	27.7%	24.0%	21.0%	19.0%	16.3%	-	-
SIGMA	700	324	376	126	193	381	290	85	35	63	100	66	276	12	160	407	120	173	183	380
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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Table 12
Voting Intention Table Weighted by normal weightings
Q11. If Boris Johnson stood as the Conservative candidate in Clacton and Douglas Carswell as the UKIP candidate, who would you vote for in the by-election?
Base : All Respondents

	Total	Gender		Age			2010 Vote				Voting Intention					Ward Group			Referendum Vote	
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	UKIP	LD	Undecid	Clacton Urban	Finton Urban	Rural	Stay	Leave
Unweighted Total	700	306	394	87	118	495	313	85	30	60	105	60	286	11	158	379	131	190	163	395
Weighted Total	700	324	376	126	193	381	290	85	35	63	100	66	276	12	160	407	120	173	183	380
Conservative	152	58	94	27	46	79	98	6	6	7	78	9	13	4	38	79	34	39	56	63
	21.7%	17.8%	25.1%	21.4%	24.1%	20.6%	34.0%	7.1%	17.1%	11.6%	77.6%	12.9%	4.7%	33.0%	23.7%	19.4%	28.1%	22.7%	30.7%	16.7%
UKIP	299	153	146	40	75	184	132	33	8	43	11	10	229	1	37	193	41	65	34	236
	42.7%	47.4%	38.8%	31.5%	39.0%	48.3%	45.5%	38.8%	23.3%	67.9%	11.1%	15.6%	83.0%	6.5%	22.9%	47.4%	34.1%	37.9%	18.5%	62.0%
Labour	50	25	26	13	16	22	1	33	5	1	-	42	2	-	4	26	7	17	33	8
	7.2%	7.7%	6.8%	10.2%	8.1%	5.7%	0.3%	38.6%	15.4%	1.1%	-	63.8%	0.6%	-	2.8%	6.5%	6.3%	9.6%	18.0%	2.2%
Liberal Democrat	6	5	2	2	2	3	1	-	6	-	-	-	-	6	1	4	2	-	5	-
	0.9%	1.5%	0.4%	1.3%	0.9%	0.8%	0.3%	-	16.1%	-	-	-	-	47.7%	0.5%	1.0%	2.0%	-	2.6%	-
Another Party	10	7	3	3	3	4	2	1	1	6	-	-	-	-	7	7	1	2	6	2
	1.5%	2.3%	0.8%	2.5%	1.8%	1.0%	0.5%	0.9%	2.2%	9.2%	-	-	-	-	4.5%	1.6%	1.2%	1.3%	3.5%	0.6%
Undecided	110	42	68	24	28	58	45	7	8	3	10	3	25	2	64	59	22	29	31	47
	15.7%	13.0%	18.1%	19.3%	14.5%	15.2%	15.6%	8.1%	21.8%	5.2%	9.8%	5.1%	9.1%	12.8%	40.2%	14.6%	18.4%	16.7%	16.8%	12.5%
Would not vote	54	28	26	16	19	18	7	5	-	2	1	2	2	-	5	28	7	18	15	15
	7.7%	8.5%	6.9%	12.7%	10.0%	4.8%	2.5%	5.5%	-	2.5%	0.7%	2.5%	0.7%	-	2.9%	6.8%	6.2%	10.6%	8.3%	3.8%
Refused	18	6	12	1	3	13	4	1	1	2	1	-	5	-	4	11	4	2	3	8
	2.5%	1.8%	3.2%	1.1%	1.6%	3.5%	1.3%	0.9%	4.1%	2.5%	0.8%	-	2.0%	-	2.4%	2.8%	3.7%	1.2%	1.6%	2.2%
SIGMA	700	324	376	126	193	381	290	85	35	63	100	66	276	12	160	407	120	173	183	380
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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Table 13
Voting Intention Table Weighted by normal weightings & likelihood to vote
Q11. If Boris Johnson stood as the Conservative candidate in Clacton and Douglas Carswell as the UKIP candidate, who would you vote for in the by-election?
Base : All Respondents

	Gender			Age			2010 Vote				Voting Intention					Ward Group			Referendum Vote	
	Male	Female		18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	UKIP	LD	Undecided	Clacton Urban	Finton Urban	Rural	Stay	Leave
Unweighted Total	623	273	350	64	106	453	299	77	29	59	100	55	283	11	152	333	122	168	140	370
Weighted Total	623	292	331	83	169	371	293	79	34	68	95	62	297	10	139	351	116	156	149	370
Conservative	136	55	82	19	41	76	98	4	6	8	75	5	14	2	36	65	33	38	46	58
	21.9%	18.7%	24.7%	22.3%	24.5%	20.5%	33.3%	4.9%	16.1%	11.7%	79.2%	8.6%	4.8%	21.3%	26.1%	18.6%	28.2%	24.5%	31.1%	15.7%
UKIP	302	160	142	32	74	196	144	32	9	47	10	9	248	1	32	187	45	69	29	247
	48.4%	54.8%	42.8%	38.2%	43.7%	52.8%	49.1%	41.1%	26.9%	69.5%	10.7%	14.3%	83.6%	7.3%	22.8%	53.4%	39.1%	44.2%	19.7%	66.8%
Labour	49	23	26	11	17	20	1	35	5	1	-	43	1	-	5	23	7	19	32	8
	7.8%	7.8%	7.9%	13.8%	10.0%	5.5%	0.3%	44.2%	13.9%	1.0%	-	70.2%	0.3%	-	3.3%	6.5%	6.2%	12.0%	21.3%	2.2%
Liberal Democrat	6	5	1	1	2	3	1	-	6	-	-	-	-	6	1	4	3	-	5	-
	1.0%	1.7%	0.4%	1.5%	1.1%	0.8%	0.2%	-	16.4%	-	-	-	-	57.1%	0.5%	1.0%	2.4%	-	3.2%	-
Another Party	9	7	2	2	4	3	*	*	*	7	-	-	-	-	6	5	2	2	6	2
	1.5%	2.4%	0.7%	2.6%	2.3%	0.8%	0.1%	0.5%	1.3%	9.9%	-	-	-	-	4.1%	1.5%	1.5%	1.6%	3.9%	0.5%
Undecided	94	34	60	16	24	54	41	5	7	4	8	2	25	1	53	50	19	26	25	44
	15.1%	11.8%	18.1%	19.6%	14.0%	14.6%	14.0%	6.4%	20.6%	5.6%	8.3%	3.8%	8.6%	14.4%	38.3%	14.2%	16.0%	16.4%	16.6%	12.0%
Would not vote	8	2	6	-	4	4	4	2	-	-	1	2	2	-	2	6	2	-	3	2
	1.3%	0.7%	1.8%	-	2.4%	1.1%	1.4%	3.0%	-	-	0.9%	3.1%	0.7%	-	1.7%	1.6%	2.1%	-	1.8%	0.6%
Refused	19	7	12	2	3	14	4	-	2	2	1	-	6	-	4	11	5	2	3	8
	3.0%	2.2%	3.6%	2.0%	1.9%	3.7%	1.5%	-	4.8%	2.4%	0.9%	-	2.0%	-	3.1%	3.2%	4.4%	1.4%	2.3%	2.2%
SIGMA	623	292	331	83	169	371	293	79	34	68	95	62	297	10	139	351	116	156	149	370
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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Table 14
Voting Intention Table Weighted by normal weightings & likelihood to vote and with undecided and refused removed
Q11. If Boris Johnson stood as the Conservative candidate in Clacton and Douglas Carswell as the UKIP candidate, who would you vote for in the by-election?
Base : All Respondents

	Total	Gender		Age			2010 Vote				Voting Intention					Ward Group			Referendum Vote	
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	UKIP	LD	Undecid ed	Clacton Urban	Finton Urban	Rural	Stay	Leave
Unweighted Total	493	230	263	49	85	359	244	69	21	54	90	52	250	9	82	267	92	134	109	310
Weighted Total	502	249	253	65	138	299	243	71	26	62	85	57	263	8	79	284	90	128	118	315
Conservative	136	55	82	19	41	76	98	4	6	8	75	5	14	2	36	65	33	38	46	58
	27.1%	21.9%	32.3%	28.4%	30.0%	25.5%	40.1%	5.4%	21.6%	12.7%	88.1%	9.2%	5.4%	24.9%	45.9%	23.0%	36.4%	29.8%	39.3%	18.5%
UKIP	302	160	142	32	74	196	144	32	9	47	10	9	248	1	32	187	45	69	29	247
	60.1%	64.2%	56.0%	48.7%	53.5%	65.6%	59.0%	45.4%	36.1%	75.5%	11.9%	15.4%	94.3%	8.5%	40.1%	65.9%	50.5%	53.7%	24.9%	78.4%
Labour	49	23	26	11	17	20	1	35	5	1	-	43	1	-	5	23	7	19	32	8
	9.7%	9.1%	10.3%	17.6%	12.3%	6.8%	0.4%	48.7%	18.6%	1.0%	-	75.4%	0.3%	-	5.8%	8.1%	8.0%	14.6%	26.9%	2.6%
Liberal Democrat	6	5	1	1	2	3	1	-	6	-	-	-	-	6	1	4	3	-	5	-
	1.3%	2.0%	0.5%	2.0%	1.4%	1.1%	0.3%	-	21.9%	-	-	-	-	66.6%	0.9%	1.2%	3.1%	-	4.0%	-
Another Party	9	7	2	2	4	3	*	*	*	7	-	-	-	-	6	5	2	2	6	2
	1.8%	2.8%	0.9%	3.4%	2.9%	1.1%	0.2%	0.5%	1.7%	10.7%	-	-	-	-	7.3%	1.8%	1.9%	1.9%	4.9%	0.5%
SIGMA	502	249	253	65	138	299	243	71	26	62	85	57	263	8	79	284	90	128	118	315
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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Table 15
Q12. Which party leader do you personally prefer?
Base : All Respondents

	Total	Gender		Age			2010 Vote				Voting Intention					Ward Group			Referendum Vote	
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	UKIP	LD	Undecid ed	Clacton Urban	Finton Urban	Rural	Stay	Leave
Unweighted Total	700	306	394	87	118	495	313	85	30	60	105	60	286	11	158	379	131	190	163	395
Weighted Total	700	324	376	126	193	381	290	85	35	63	100	66	276	12	160	407	120	173	183	380
David Cameron	183 26.1%	84 25.9%	98 26.2%	31 24.8%	44 22.9%	107 28.1%	127 44.0%	4 4.7%	8 23.6%	3 4.0%	74 74.2%	2 3.4%	38 13.9%	5 40.4%	48 30.2%	100 24.5%	40 33.1%	43 24.9%	55 30.2%	91 23.9%
Ed Miliband	54 7.8%	31 9.5%	24 6.3%	15 11.7%	16 8.4%	24 6.2%	3 1.1%	33 39.2%	6 17.0%	3 5.1%	1 0.8%	39 58.9%	5 1.7%	- -	7 4.3%	31 7.7%	9 7.9%	14 7.9%	39 21.5%	7 1.9%
Nick Clegg	23 3.3%	6 1.8%	17 4.6%	4 3.5%	8 4.1%	11 2.8%	2 0.8%	4 5.3%	6 15.8%	- -	- -	5 7.8%	5 2.0%	5 39.5%	6 3.8%	15 3.8%	2 1.8%	5 3.2%	12 6.4%	7 1.9%
Nigel Farage	175 25.0%	106 32.8%	69 18.3%	16 13.1%	53 27.8%	105 27.5%	76 26.1%	16 19.2%	4 12.4%	44 69.8%	5 5.4%	6 8.6%	151 54.9%	- -	9 5.9%	110 27.0%	18 15.3%	47 27.0%	11 5.8%	153 40.3%
Don't know	265 37.9%	97 30.0%	168 44.7%	59 46.9%	71 36.9%	135 35.4%	81 28.0%	27 31.6%	11 31.2%	13 21.1%	20 19.6%	14 21.4%	76 27.5%	2 20.1%	89 56.0%	151 37.1%	50 41.8%	64 37.1%	66 36.1%	122 32.0%
SIGMA	700	324	376	126	193	381	290	85	35	63	100	66	276	12	160	407	120	173	183	380
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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Table 16
Q13. The Conservative Party have said that a vote for UKIP could allow Ed Miliband to become Prime Minister - to what extent would hearing that message make you more or less likely to vote for UKIP?
Base : All Respondents

	Total	Gender		Age			2010 Vote				Voting Intention					Ward Group			Referendum Vote	
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	UKIP	LD	Undecid ed	Clacton Urban	Finton Urban	Rural	Stay	Leave
Unweighted Total	700	306	394	87	118	495	313	85	30	60	105	60	286	11	158	379	131	190	163	395
Weighted Total	700	324	376	126	193	381	290	85	35	63	100	66	276	12	160	407	120	173	183	380
Much less likely to vote for UKIP	79	32	46	4	26	49	61	4	1	2	33	5	14	2	17	37	19	22	26	37
	11.2%	10.0%	12.3%	3.4%	13.4%	12.7%	21.0%	5.2%	2.5%	2.6%	32.9%	7.9%	5.1%	19.1%	10.9%	9.1%	16.0%	12.9%	14.2%	9.9%
Somewhat less likely to vote for UKIP	59	34	25	18	14	26	26	7	5	5	6	1	26	2	19	34	10	14	21	35
	8.4%	10.5%	6.6%	14.2%	7.5%	6.9%	9.1%	8.3%	13.1%	7.7%	6.3%	1.0%	9.2%	13.3%	11.7%	8.4%	8.6%	8.3%	11.6%	9.2%
No impact on my vote	477	214	262	90	124	262	173	62	26	45	52	48	191	7	107	280	75	121	117	246
	68.1%	66.2%	69.7%	71.8%	64.3%	68.8%	59.9%	73.6%	73.6%	71.1%	52.3%	73.2%	69.2%	61.0%	67.0%	68.7%	62.7%	70.3%	63.7%	64.8%
Somewhat more likely to vote for UKIP	44	18	26	6	19	19	11	6	4	5	4	6	21	1	10	32	4	8	11	30
	6.2%	5.6%	6.8%	4.7%	9.6%	5.0%	3.9%	6.5%	10.8%	7.4%	3.9%	9.4%	7.6%	6.5%	6.4%	7.9%	3.1%	4.5%	5.8%	7.9%
Much more likely to vote for UKIP	42	25	17	7	10	25	18	6	-	7	5	6	24	-	6	24	11	7	9	31
	6.1%	7.9%	4.5%	5.8%	5.2%	6.6%	6.1%	6.5%	-	11.2%	4.6%	8.5%	8.8%	-	3.9%	5.9%	9.5%	4.0%	4.7%	8.2%
SIGMA	700	324	376	126	193	381	290	85	35	63	100	66	276	12	160	407	120	173	183	380
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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Table 17
Q14A. Douglas Carswell gave the following as reasons for his decision to leave the Conservative Party. To what extent do you agree or disagree with each of the following claims:
He claims David Cameron is 'too keen to remain in the European Union'
Base : All Respondents

	Total	Gender		Age			2010 Vote				Voting Intention					Ward Group			Referendum Vote	
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	UKIP	LD	Undecid ed	Clacton Urban	Finton Urban	Rural	Stay	Leave
Unweighted Total	700	306	394	87	118	495	313	85	30	60	105	60	286	11	158	379	131	190	163	395
Weighted Total	700	324	376	126	193	381	290	85	35	63	100	66	276	12	160	407	120	173	183	380
Strongly agree	244 34.9%	121 37.5%	123 32.6%	35 27.5%	63 32.9%	146 38.3%	109 37.7%	23 27.1%	8 21.5%	35 55.9%	19 19.3%	20 29.7%	162 58.6%	4 33.1%	29 18.1%	147 36.1%	40 33.6%	57 32.8%	29 15.7%	198 52.1%
Somewhat agree	160 22.8%	75 23.1%	85 22.6%	23 18.5%	53 27.3%	84 21.9%	72 24.7%	20 23.5%	8 23.2%	19 29.8%	27 26.5%	8 12.3%	66 23.8%	1 6.6%	38 23.6%	92 22.5%	30 25.0%	38 21.9%	47 25.7%	98 25.9%
Neither agree nor disagree	78 11.1%	28 8.8%	49 13.1%	20 15.9%	18 9.2%	40 10.5%	33 11.4%	7 8.6%	4 10.8%	2 3.9%	13 13.2%	7 11.3%	15 5.6%	1 6.3%	23 14.6%	49 12.1%	7 5.5%	22 12.5%	23 12.4%	23 6.1%
Somewhat disagree	80 11.4%	41 12.7%	39 10.3%	25 20.1%	20 10.6%	34 8.9%	29 10.2%	16 19.3%	8 23.5%	2 3.7%	17 16.7%	15 23.2%	11 4.1%	3 26.4%	23 14.3%	44 10.8%	13 11.2%	22 12.8%	43 23.5%	19 5.1%
Strongly disagree	38 5.4%	17 5.3%	20 5.4%	8 6.6%	10 5.2%	19 5.0%	13 4.5%	7 8.1%	2 6.6%	3 4.2%	8 7.7%	8 11.8%	3 1.2%	- 10.9%	17 10.9%	22 5.3%	6 4.9%	10 5.9%	17 9.5%	13 3.4%
Don't know	101 14.5%	41 12.7%	60 16.0%	14 11.4%	28 14.7%	59 15.4%	33 11.5%	11 13.5%	5 14.3%	2 2.6%	17 16.7%	8 11.7%	19 6.7%	3 27.7%	29 18.5%	53 13.1%	24 19.8%	24 14.1%	24 13.2%	29 7.5%
SIGMA	700 100.0%	324 100.0%	376 100.0%	126 100.0%	193 100.0%	381 100.0%	290 100.0%	85 100.0%	35 100.0%	63 100.0%	100 100.0%	66 100.0%	276 100.0%	12 100.0%	160 100.0%	407 100.0%	120 100.0%	173 100.0%	183 100.0%	380 100.0%

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Table 18
Q14B.Douglas Carswell gave the following as reasons for his decision to leave the Conservative Party. To what extent do you agree or disagree with each of the following claims:
He claims David Cameron is 'not doing enough to shake up the Westminster clique'
Base : All Respondents

	Total	Gender		Age			2010 Vote				Voting Intention					Ward Group			Referendum Vote	
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	UKIP	LD	Undecid ed	Clacton Urban	Finton Urban	Rural	Stay	Leave
Unweighted Total	700	306	394	87	118	495	313	85	30	60	105	60	286	11	158	379	131	190	163	395
Weighted Total	700	324	376	126	193	381	290	85	35	63	100	66	276	12	160	407	120	173	183	380
Strongly agree	291	149	141	44	73	174	129	43	6	42	23	32	171	3	45	176	49	66	60	200
	41.5%	46.1%	37.5%	34.6%	37.8%	45.7%	44.5%	50.6%	18.0%	65.9%	23.1%	48.8%	61.8%	25.7%	27.9%	43.3%	40.6%	38.0%	32.5%	52.5%
Somewhat agree	170	77	94	28	54	89	68	21	12	16	20	12	65	6	51	98	28	45	49	95
	24.3%	23.6%	25.0%	22.0%	27.8%	23.3%	23.5%	24.4%	33.5%	25.1%	20.0%	18.0%	23.5%	53.8%	32.2%	24.0%	23.2%	26.0%	26.5%	25.0%
Neither agree nor disagree	76	31	45	18	24	34	22	4	8	2	12	10	15	2	13	42	11	23	29	21
	10.8%	9.5%	11.9%	14.0%	12.5%	8.9%	7.7%	5.1%	21.9%	3.9%	12.4%	14.8%	5.6%	14.0%	8.2%	10.2%	8.9%	13.5%	16.0%	5.6%
Somewhat disagree	41	16	25	10	15	16	20	5	4	-	14	3	3	1	15	24	8	9	12	20
	5.8%	4.8%	6.7%	8.0%	7.6%	4.2%	6.8%	5.7%	10.9%	-	13.7%	5.0%	1.2%	6.5%	9.2%	5.9%	6.3%	5.2%	6.7%	5.3%
Strongly disagree	20	9	10	3	7	10	15	-	-	1	11	1	1	-	5	13	2	5	5	10
	2.8%	2.9%	2.7%	2.1%	3.6%	2.6%	5.0%	-	-	1.2%	10.8%	1.9%	0.2%	-	3.4%	3.3%	1.3%	2.8%	2.7%	2.6%
Don't know	103	42	61	24	21	58	36	12	6	2	20	8	21	-	30	54	24	25	28	34
	14.7%	13.1%	16.2%	19.3%	10.7%	15.3%	12.5%	14.2%	15.7%	3.8%	20.0%	11.6%	7.6%	-	19.0%	13.3%	19.7%	14.6%	15.5%	8.9%
SIGMA	700	324	376	126	193	381	290	85	35	63	100	66	276	12	160	407	120	173	183	380
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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Prepared by Survation on behalf of the Mail on Sunday

30 Aug 2014

Table 19
Q14C.Douglas Carswell gave the following as reasons for his decision to leave the Conservative Party. To what extent do you agree or disagree with each of the following claims:
He claims David Cameron's Government 'has lost control of the UK's borders'
Base : All Respondents

	Total	Gender		Age			2010 Vote				Voting Intention					Ward Group			Referendum Vote	
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	UKIP	LD	Undecid ed	Clacton Urban	Finton Urban	Rural	Stay	Leave
Unweighted Total	700	306	394	87	118	495	313	85	30	60	105	60	286	11	158	379	131	190	163	395
Weighted Total	700	324	376	126	193	381	290	85	35	63	100	66	276	12	160	407	120	173	183	380
Strongly agree	361	173	188	53	98	210	148	47	11	49	27	27	219	2	63	224	49	88	63	260
	51.6%	53.3%	50.1%	42.3%	50.8%	55.0%	51.3%	55.6%	31.0%	77.2%	27.3%	41.7%	79.4%	19.1%	39.6%	55.0%	41.1%	50.8%	34.2%	68.5%
Somewhat agree	120	52	67	19	37	64	52	13	8	8	20	12	32	3	37	65	27	28	40	56
	17.1%	16.1%	17.9%	15.2%	19.0%	16.7%	18.1%	15.1%	22.8%	12.9%	19.9%	17.6%	11.6%	26.7%	22.9%	16.0%	22.2%	16.2%	21.9%	14.8%
Neither agree nor disagree	61	28	33	11	16	33	21	3	3	-	13	4	9	2	13	33	10	18	18	20
	8.7%	8.7%	8.7%	9.0%	8.5%	8.7%	7.3%	3.6%	9.2%	-	12.6%	5.9%	3.2%	13.8%	8.2%	8.2%	8.1%	10.3%	9.9%	5.3%
Somewhat disagree	60	27	32	26	16	18	27	6	10	2	20	9	3	4	16	28	12	20	31	16
	8.5%	8.4%	8.6%	20.6%	8.1%	4.7%	9.4%	6.6%	27.6%	3.5%	19.9%	14.0%	1.1%	33.8%	10.0%	6.9%	9.9%	11.3%	17.1%	4.3%
Strongly disagree	29	18	11	8	8	12	15	4	-	2	10	5	-	-	11	19	5	4	12	10
	4.1%	5.6%	2.8%	6.0%	4.4%	3.3%	5.3%	4.7%	-	3.8%	10.4%	7.9%	-	-	7.1%	4.7%	4.5%	2.4%	6.5%	2.6%
Don't know	71	26	45	9	18	44	25	12	3	2	10	9	13	1	19	38	17	16	19	18
	10.1%	8.0%	11.8%	6.8%	9.1%	11.6%	8.6%	14.4%	9.4%	2.6%	9.9%	13.0%	4.7%	6.5%	12.1%	9.3%	14.2%	9.1%	10.4%	4.7%
SIGMA	700	324	376	126	193	381	290	85	35	63	100	66	276	12	160	407	120	173	183	380
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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Table 20
Q14D.Douglas Carswell gave the following as reasons for his decision to leave the Conservative Party. To what extent do you agree or disagree with each of the following claims:
He claims David Cameron should be 'making the state smaller' through big cuts in public spending and lower taxes
Base : All Respondents

	Total	Gender		Age			2010 Vote				Voting Intention					Ward Group			Referendum Vote	
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	UKIP	LD	Undecid ed	Clacton Urban	Finton Urban	Rural	Stay	Leave
Unweighted Total	700	306	394	87	118	495	313	85	30	60	105	60	286	11	158	379	131	190	163	395
Weighted Total	700	324	376	126	193	381	290	85	35	63	100	66	276	12	160	407	120	173	183	380
Strongly agree	170	81	90	35	45	90	79	18	7	22	15	12	109	1	28	111	24	35	38	114
	24.3%	24.9%	23.9%	27.9%	23.3%	23.7%	27.1%	21.6%	20.1%	34.9%	15.0%	18.5%	39.6%	6.5%	17.5%	27.2%	20.3%	20.4%	20.6%	30.0%
Somewhat agree	173	87	87	42	41	90	62	19	9	14	20	16	67	3	45	105	27	41	41	112
	24.7%	26.7%	23.0%	33.4%	21.3%	23.6%	21.4%	22.3%	26.2%	22.7%	20.0%	24.2%	24.2%	27.3%	28.1%	25.8%	22.4%	23.8%	22.4%	29.6%
Neither agree nor disagree	98	33	65	12	28	58	41	6	5	9	14	7	30	2	29	57	14	27	24	47
	14.0%	10.3%	17.2%	9.8%	14.3%	15.2%	14.3%	7.6%	13.0%	14.2%	13.8%	9.9%	10.8%	13.1%	18.3%	14.0%	11.7%	15.7%	12.9%	12.4%
Somewhat disagree	83	43	40	10	29	43	44	9	6	5	19	6	28	4	21	40	22	20	29	43
	11.8%	13.2%	10.5%	8.1%	15.1%	11.3%	15.2%	11.1%	17.7%	7.9%	19.3%	9.2%	10.0%	32.7%	13.1%	9.9%	18.3%	11.7%	15.6%	11.2%
Strongly disagree	58	37	21	13	18	27	19	20	4	6	15	19	7	1	10	30	8	20	25	21
	8.3%	11.5%	5.6%	10.5%	9.5%	7.0%	6.5%	23.1%	11.2%	8.9%	15.0%	28.9%	2.5%	6.5%	6.0%	7.4%	7.0%	11.5%	13.8%	5.4%
Don't know	117	43	74	13	32	73	45	12	4	7	17	6	35	2	27	64	24	29	27	43
	16.8%	13.3%	19.8%	10.3%	16.5%	19.1%	15.4%	14.3%	11.9%	11.4%	16.9%	9.3%	12.8%	13.9%	16.9%	15.7%	20.3%	16.9%	14.5%	11.3%
SIGMA	700	324	376	126	193	381	290	85	35	63	100	66	276	12	160	407	120	173	183	380
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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Table 21
Q14E.Douglas Carswell gave the following as reasons for his decision to leave the Conservative Party. To what extent do you agree or disagree with each of the following claims:
He claims David Cameron should bring in new laws to make it easier for local voters to sack an MP
Base : All Respondents

	Total	Gender		Age			2010 Vote				Voting Intention					Ward Group			Referendum Vote	
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	UKIP	LD	Undecid ed	Clacton Urban	Finton Urban	Rural	Stay	Leave
Unweighted Total	700	306	394	87	118	495	313	85	30	60	105	60	286	11	158	379	131	190	163	395
Weighted Total	700	324	376	126	193	381	290	85	35	63	100	66	276	12	160	407	120	173	183	380
Strongly agree	243	131	112	43	61	138	110	32	8	31	25	27	138	4	38	149	35	59	46	167
	34.7%	40.5%	29.7%	34.4%	31.9%	36.2%	37.9%	37.7%	22.8%	48.9%	25.1%	40.7%	50.0%	33.0%	24.0%	36.5%	29.2%	34.2%	25.0%	43.8%
Somewhat agree	177	75	102	34	48	95	71	21	6	21	23	15	70	2	45	102	24	51	44	105
	25.3%	23.2%	27.2%	26.9%	25.0%	25.0%	24.6%	24.3%	18.2%	33.5%	23.3%	22.1%	25.4%	19.4%	28.5%	25.0%	20.4%	29.5%	24.2%	27.5%
Neither agree nor disagree	91	33	58	21	28	42	30	10	7	3	13	11	24	1	23	49	18	24	32	36
	13.0%	10.3%	15.4%	16.9%	14.4%	11.1%	10.3%	11.6%	21.2%	4.8%	13.0%	17.2%	8.5%	6.6%	14.7%	12.0%	15.2%	13.8%	17.4%	9.6%
Somewhat disagree	57	28	29	11	16	30	23	6	8	3	15	3	11	4	17	29	15	13	24	19
	8.2%	8.7%	7.7%	8.9%	8.4%	7.8%	7.9%	7.6%	23.4%	5.2%	14.9%	4.6%	4.2%	33.8%	10.6%	7.2%	12.6%	7.3%	13.0%	5.1%
Strongly disagree	30	17	13	6	7	17	13	5	1	2	9	3	5	-	10	18	4	8	11	15
	4.2%	5.3%	3.4%	4.9%	3.5%	4.4%	4.6%	5.5%	2.5%	3.8%	8.6%	3.8%	2.0%	-	6.4%	4.5%	3.2%	4.4%	5.9%	3.9%
Don't know	102	39	63	10	32	59	42	11	4	2	15	8	28	1	25	60	23	19	27	38
	14.6%	12.1%	16.7%	8.1%	16.8%	15.6%	14.6%	13.3%	11.8%	3.9%	15.0%	11.6%	10.0%	7.3%	15.8%	14.8%	19.3%	10.7%	14.5%	10.1%
SIGMA	700	324	376	126	193	381	290	85	35	63	100	66	276	12	160	407	120	173	183	380
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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Table 22
Q15. What is the most important issue affecting your vote?
Base : Total Answering

	Total	Gender		Age			2010 Vote				Voting Intention					Ward Group			Referendum Vote	
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	UKIP	LD	Undecid ed	Clacton Urban	Finton Urban	Rural	Stay	Leave
Unweighted Total	670	288	382	79	116	475	309	80	30	60	105	60	286	11	158	364	127	179	155	387
Weighted Total	670	303	367	114	189	366	287	80	35	63	100	66	276	12	160	393	116	161	174	373
The state of the economy	47 7.0%	32 10.6%	15 4.1%	10 9.1%	15 8.0%	22 5.9%	21 7.2%	10 12.0%	5 15.6%	2 2.5%	14 14.2%	9 13.9%	8 2.9%	3 27.3%	12 7.3%	24 6.2%	10 8.4%	13 8.1%	19 11.2%	12 3.3%
Immigration	208 31.0%	98 32.2%	110 30.1%	22 19.3%	53 27.7%	133 36.4%	100 35.0%	19 24.3%	4 11.8%	31 48.7%	16 15.7%	10 14.6%	130 47.1%	3 25.6%	40 25.0%	124 31.5%	30 26.0%	54 33.5%	27 15.4%	155 41.7%
Education	18 2.7%	5 1.7%	13 3.4%	3 2.5%	9 5.0%	6 1.5%	7 2.4%	1 1.1%	3 8.7%	-	7 6.7%	1 1.3%	2 0.8%	1 6.6%	4 2.3%	11 2.9%	1 1.3%	5 3.1%	5 2.6%	10 2.6%
Healthcare	56 8.4%	18 5.8%	39 10.5%	10 8.3%	19 10.3%	27 7.4%	26 9.2%	8 9.6%	3 8.8%	1 1.1%	9 8.9%	9 13.1%	9 3.3%	2 20.2%	22 13.7%	34 8.6%	11 9.6%	11 6.9%	25 14.3%	17 4.6%
Welfare	23 3.5%	7 2.2%	17 4.5%	3 2.6%	7 3.5%	14 3.8%	7 2.4%	4 4.5%	3 9.2%	1 1.4%	6 5.6%	7 11.1%	4 1.4%	1 7.3%	4 2.5%	18 4.5%	1 1.3%	4 2.7%	8 4.4%	9 2.5%
Poverty & unemployment	25 3.7%	14 4.6%	11 3.1%	8 6.8%	10 5.3%	7 2.0%	10 3.4%	2 1.9%	2 6.5%	2 2.5%	5 4.5%	4 5.8%	13 4.7%	-	4 2.4%	16 4.2%	2 1.8%	7 4.1%	10 6.0%	13 3.5%
The European Union	55 8.2%	37 12.0%	19 5.1%	-	12 6.2%	44 11.9%	31 10.8%	3 4.2%	2 6.9%	10 15.7%	8 7.9%	2 2.6%	37 13.3%	-	7 4.5%	32 8.2%	9 7.8%	14 8.7%	7 3.8%	48 12.8%
Housing	8 1.2%	4 1.3%	4 1.2%	4 3.8%	2 0.9%	2 0.6%	2 0.8%	3 4.0%	-	-	3 3.4%	-	4 1.5%	-	1 0.4%	3 0.8%	5 4.2%	-	4 2.1%	5 1.2%
The cost of living	50 7.4%	18 5.8%	32 8.8%	19 16.9%	19 10.2%	11 3.0%	18 6.4%	4 5.2%	6 15.9%	3 4.0%	7 7.2%	7 9.9%	17 6.0%	-	16 9.8%	39 9.9%	7 6.4%	4 2.2%	20 11.5%	22 6.0%
Other	179 26.8%	72 23.8%	107 29.2%	35 30.6%	44 23.0%	101 27.5%	64 22.5%	26 33.1%	6 16.6%	15 24.1%	26 25.9%	18 27.6%	52 19.0%	2 13.1%	51 31.9%	91 23.2%	38 33.2%	49 30.8%	50 28.7%	81 21.7%
SIGMA	670 100.0%	303 100.0%	367 100.0%	114 100.0%	189 100.0%	366 100.0%	287 100.0%	80 100.0%	35 100.0%	63 100.0%	100 100.0%	66 100.0%	276 100.0%	12 100.0%	160 100.0%	393 100.0%	116 100.0%	161 100.0%	174 100.0%	373 100.0%

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Table 23
Q16. Finally for demographic purposes can I just ask your age?
Base : All Respondents

	Total	Gender		Age			2010 Vote				Voting Intention					Ward Group			Referendum Vote	
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	UKIP	LD	Undecid ed	Clacton Urban	Finton Urban	Rural	Stay	Leave
Unweighted Total	700	306	394	87	118	495	313	85	30	60	105	60	286	11	158	379	131	190	163	395
Weighted Total	700	324	376	126	193	381	290	85	35	63	100	66	276	12	160	407	120	173	183	380
18-24	41 5.9%	30 9.4%	11 2.9%	41 32.8%	- -	- -	3 1.0%	- -	6 16.4%	5 7.3%	4 4.5%	6 9.0%	11 3.9%	2 13.3%	8 5.2%	28 6.8%	5 4.6%	8 4.7%	22 11.9%	15 4.0%
25-34	85 12.1%	46 14.1%	39 10.4%	85 67.2%	- -	- -	21 7.2%	14 16.4%	6 16.6%	2 2.5%	5 5.4%	12 18.7%	24 8.6%	- -	25 15.6%	52 12.7%	14 11.4%	19 11.2%	32 17.5%	38 10.0%
35-44	62 8.9%	26 8.1%	36 9.6%	- -	62 32.4%	- -	27 9.2%	7 7.8%	3 9.2%	5 7.7%	12 11.7%	7 10.1%	20 7.4%	- -	13 8.0%	40 9.7%	6 5.3%	16 9.5%	16 8.9%	30 8.0%
45-54	130 18.6%	47 14.5%	83 22.1%	- -	130 67.6%	- -	44 15.1%	19 22.5%	8 23.9%	20 31.1%	16 16.3%	21 21.9%	50 18.0%	5 40.4%	34 21.2%	77 19.0%	20 16.7%	33 19.0%	46 25.3%	64 16.8%
55-64	97 13.9%	47 14.6%	50 13.3%	- -	- -	97 25.5%	41 14.3%	11 12.7%	7 19.8%	7 10.8%	15 14.6%	6 9.1%	37 13.6%	1 7.3%	26 16.3%	55 13.4%	16 13.6%	26 15.2%	16 8.7%	61 16.1%
65+	284 40.6%	127 39.3%	157 41.7%	- -	- -	284 74.5%	154 53.1%	34 40.6%	5 14.0%	26 40.6%	48 47.5%	21 31.3%	134 48.7%	5 39.0%	54 33.7%	156 38.4%	58 48.4%	70 40.4%	51 27.7%	171 45.0%
SIGMA	700 100.0%	324 100.0%	376 100.0%	126 100.0%	193 100.0%	381 100.0%	290 100.0%	85 100.0%	35 100.0%	63 100.0%	100 100.0%	66 100.0%	276 100.0%	12 100.0%	160 100.0%	407 100.0%	120 100.0%	173 100.0%	183 100.0%	380 100.0%

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Table 24
Q17. Gender
Base : All Respondents

	Total	Gender		Age			2010 Vote				Voting Intention					Ward Group			Referendum Vote	
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	UKIP	LD	Undecid ed	Clacton Urban	Finton Urban	Rural	Stay	Leave
Unweighted Total	700	306	394	87	118	495	313	85	30	60	105	60	286	11	158	379	131	190	163	395
Weighted Total	700	324	376	126	193	381	290	85	35	63	100	66	276	12	160	407	120	173	183	380
Male	324	324	-	76	73	175	134	35	21	38	45	30	151	6	55	191	56	77	83	192
	46.3%	100.0%	-	60.3%	38.1%	45.8%	46.2%	41.1%	59.3%	60.4%	45.2%	45.2%	54.5%	47.4%	34.7%	46.9%	46.8%	44.6%	45.2%	50.6%
Female	376	-	376	50	119	207	156	50	14	25	55	36	126	6	104	216	64	96	100	188
	53.7%	-	100.0%	39.7%	61.9%	54.2%	53.8%	58.9%	40.7%	39.6%	54.8%	54.8%	45.5%	52.6%	65.3%	53.1%	53.2%	55.4%	54.8%	49.4%
SIGMA	700	324	376	126	193	381	290	85	35	63	100	66	276	12	160	407	120	173	183	380
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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	Page	Table	Title	Base Description
4	1		Q1. Could I confirm that you live in the ward of FY? ?	Base : All Respondents
5	2		Q2. On a scale of 0-10 how likely will you be to vote in this by-election, with 10 being definitely will vote and 0 being definitely won't vote?	Base : All Respondents
6	3		Voting Intention Table Weighted by normal weightings Q3. Which party do you think you are most likely to vote for in this by-election? / Another Party (Net)	Base : All Respondents
7	4		Voting Intention Table (Q3). Weighted by normal weightings & likelihood to vote Q3. Which party do you think you are most likely to vote for in this by-election? / Another Party (Net)	Base : All Respondents
8	5		Voting Intention Table Weighted by normal weightings & likelihood to vote and with undecided and refused removed Q3. Which party do you think you are most likely to vote for in this by-election? / Another Party (Net)	Base : All Respondents
9	6		Q5. Which party did you vote for in the 2010 general election, or did you not vote on that occasion?	Base : All Respondents
10	7		Q6. What is your main motive for intending to vote for UKIP candidate Douglas Carswell in the by-election?	Base : All current UKIP voters
11	8		Q7. Will you also support Douglas Carswell if he stands as the UKIP candidate at the general election next year?	Base : All current UKIP voters
12	9		Q8. What do you think of Douglas Carswell's decision to resign as a Conservative MP and stand for re-election as a UKIP candidate?	Base : All Respondents
13	10		Q9. Which of the following statements is closest to your opinion?	Base : All 2010 Conservative voters
14	11		Q10. If there was a referendum tomorrow on whether the UK should remain a member of the European Union, how would you vote?	Base : All Respondents
15	12		Voting Intention Table Weighted by normal weightings Q11. If Boris Johnson stood as the Conservative candidate in Clacton and Douglas Carswell as the UKIP candidate, who would you vote for in the by-election?	Base : All Respondents
16	13		Voting Intention Table Weighted by normal weightings & likelihood to vote Q11. If Boris Johnson stood as the Conservative candidate in Clacton and Douglas Carswell as the UKIP candidate, who would you vote for in the by-election?	Base : All Respondents
17	14		Voting Intention Table Weighted by normal weightings & likelihood to vote and with undecided and refused removed Q11. If Boris Johnson stood as the Conservative candidate in Clacton and Douglas Carswell as the UKIP candidate, who would you vote for in the by-election?	Base : All Respondents
18	15		Q12. Which party leader do you personally prefer?	Base : All Respondents
19	16		Q13. The Conservative Party have said that a vote for UKIP could allow Ed Miliband to become Prime Minister - to what extent would hearing that message make you more or less likely to vote for UKIP?	Base : All Respondents
20	17		Q14A. Douglas Carswell gave the following as reasons for his decision to leave the Conservative Party. To what extent do you agree or disagree with each of the following claims: He claims David Cameron is 'too keen to remain in the European Union'	Base : All Respondents
21	18		Q14B. Douglas Carswell gave the following as reasons for his decision to leave the Conservative Party. To what extent do you agree or disagree with each of the following claims: He claims David Cameron is 'not doing enough to shake up the Westminster clique'	Base : All Respondents

	Page	Table	Title	Base Description
	22	19	Q14C: Douglas Carswell gave the following as reasons for his decision to leave the Conservative Party. To what extent do you agree or disagree with each of the following claims: He claims David Cameron's Government 'has lost control of the UK's borders'	Base : All Respondents
	23	20	Q14D: Douglas Carswell gave the following as reasons for his decision to leave the Conservative Party. To what extent do you agree or disagree with each of the following claims: He claims David Cameron should be 'making the state smaller' through big cuts in public spending and lower taxes	Base : All Respondents
	34	21	Q14E: Douglas Carswell gave the following as reasons for his decision to leave the Conservative Party. To what extent do you agree or disagree with each of the following claims: He claims David Cameron should bring in new laws to make it easier for local voters to sack an MP	Base : All Respondents
	25	22	Q15: What is the most important issue affecting your vote?	Base : Total Answering
	26	23	Q16: Finally for demographic purposes can I just ask your age?	Base : All Respondents
	27	24	Q17: Gender	Base : All Respondents