Rochester & Strood
TTIP Survey

30/10/2014

Prepared on behalf of Unite

Survation.

Methodology

Fieldwork Dates

27th – 28th October 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 a smaller amount of targeted lifestyle data for specific age brackets were called.

Population Sampled

All residents aged 18+ in the Rochester & Strood constituency.

Sample Size

1,012

Data Weighting

Data were weighted to the profile of all adults in Rochester & Strood constituency aged 18+. Data were weighted by age, sex, region and likelihood to vote. 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 1,012 it is 95% certain that the 'true' value will fall within the range of 3.1% 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 next 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 if that election were tomorrow, with the list of hypothetical candidates prompted in a randomising order.

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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 displayed 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.

Before Q6, respondents were read the following statement regarding the Trans-Atlantic Trade and Investment Partnership (TTIP):

Representatives from the European Union and the US government are presently negotiating a new trade agreement called TTIP (Trans-Atlantic Trade and Investment Partnership), aimed at making it easier to trade between Europe and the USA, which they estimate could bring an extra £4 billion a year to the UK economy.

As it currently stands this new agreement covers the NHS and health sector in the UK. The UK government recently confirmed that health is in the scope of the agreement. If the NHS is included as part of this trade agreement, TTIP would provide a mechanism to allow American multinationals, or any firm with American investors, new powers to sue the government if it ever attempted to take privatised health services back into public ownership.

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

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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		
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	UKIP	LD	Undecided	Rochester	Strood	Rural
Unweighted Total	1012	462	550	164	303	545	404	173	47	65	220	93	313	3	213	355	287	370
Weighted Total	1012	469	543	305	365	342	362	157	44	64	209	101	291	4	227	425	270	317
Cuxton and Halling	55	21	34	16	25	15	20	8	1	2	7	6	16	-	14	-	-	55
	5.5%	4.6%	6.3%	5.2%	6.7%	4.4%	5.5%	5.3%	2.3%	2.4%	3.5%	6.2%	5.5%	-	6.1%	-	-	17.5%
Peninsula	136	62	75	46	43	47	45	14	11	11	34	6	47	-	29	-	-	136
	13.5%	13.1%	13.8%	15.1%	11.8%	13.8%	12.4%	8.9%	24.3%	17.7%	16.5%	5.7%	16.0%	-	12.5%	-	-	43.1%
River	47	23	24	14	16	17	23	5	3	2	12	6	11	3	9	47	-	-
	4.7%	4.9%	4.5%	4.8%	4.3%	5.0%	6.3%	3.5%	7.0%	2.4%	5.6%	6.3%	3.8%	74.7%	4.1%	11.1%	-	-
Rochester East	104	49	55	31	36	37	32	24	4	3	13	18	34	-	20	104	-	-
	10.3%	10.4%	10.1%	10.3%	9.8%	10.7%	8.8%	15.4%	8.8%	4.9%	6.0%	18.0%	11.6%	-	8.7%	24.4%	-	-
Rochester South and Horsted	167	82	85	46	59	62	60	30	8	12	35	18	45	-	46	167	-	-
	16.5%	17.6%	15.7%	15.1%	16.2%	18.3%	16.6%	18.9%	17.7%	18.5%	16.6%	17.9%	15.6%	-	20.2%	39.4%	-	-
Rochester West	107	48	58	22	33	52	42	10	3	11	31	10	23	-	25	107	-	-
	10.5%	10.3%	10.8%	7.1%	8.9%	15.3%	11.6%	6.5%	7.0%	17.2%	14.6%	9.5%	7.8%	-	11.0%	25.1%	-	-
Strood North	128	67	61	42	52	33	56	17	5	7	28	15	35	-	23	-	128	-
	12.6%	14.3%	11.2%	13.9%	14.3%	9.7%	15.3%	10.5%	12.4%	10.2%	13.3%	14.7%	12.1%	-	10.2%	-	47.3%	-
Strood Rural	125	47	78	43	44	38	47	16	3	7	27	8	35	-	29	-	-	125
	12.3%	10.0%	14.3%	14.1%	12.0%	11.1%	12.9%	10.1%	6.9%	10.5%	13.1%	8.2%	11.9%	-	12.8%	-	-	39.4%
Strood South	142	69	73	44	59	40	38	33	6	10	23	14	46	1	33	-	142	-
	14.1%	14.8%	13.4%	14.4%	16.0%	11.7%	10.5%	20.8%	13.6%	16.2%	10.9%	13.5%	15.7%	25.3%	14.3%	-	52.7%	-
SIGMA	1012	469	543	305	365	342	362	157	44	64	209	101	291	4	227	425	270	317
	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. Following the move of your MP, Mark Reckless to UKIP, there will be a by-election in your Rochester and Strood constituency on the 20th November to elect a new MP for your area.
On a scale of 0-10, how likely will you be to vote in this by-election, where 10 means definitely will vote and 0 means definitely won't vote, or have you already voted?
Base : All Respondents

	Total	Gender		Age			2010 Vote				Voting Intention					Ward Group		
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	UKIP	LD	Undecided	Rochester	Strood	Rural
Unweighted Total	1012	462	550	164	303	545	404	173	47	65	220	93	313	3	213	355	287	370
Weighted Total	1012	469	543	305	365	342	362	157	44	64	209	101	291	4	227	425	270	317
10 - Would definitely vote	640 63.2%	313 66.8%	326 60.0%	135 44.4%	236 64.6%	268 78.4%	283 78.0%	119 75.9%	20 45.0%	53 82.3%	145 69.5%	71 70.8%	230 79.2%	3 74.7%	119 52.4%	292 68.6%	159 59.0%	189 59.5%
9	41 4.1%	21 4.6%	20 3.6%	12 4.0%	18 5.0%	11 3.1%	14 4.0%	4 2.6%	3 6.9%	5 7.3%	11 5.3%	2 2.3%	14 4.9%	-	9 3.9%	9 2.0%	14 5.3%	18 5.7%
8	85 8.4%	35 7.5%	49 9.1%	27 8.7%	38 10.4%	20 5.9%	33 9.1%	12 7.7%	6 13.5%	1 2.0%	22 10.8%	12 12.1%	21 7.3%	1 25.3%	21 9.1%	37 8.7%	20 7.5%	28 8.7%
7	25 2.5%	9 1.8%	17 3.1%	7 2.4%	13 3.5%	6 1.6%	7 2.0%	5 3.1%	2 3.6%	-	7 3.3%	2 2.2%	6 2.2%	-	10 4.2%	6 1.5%	10 3.8%	9 2.8%
6	22 2.2%	12 2.6%	10 1.8%	13 4.2%	7 1.9%	3 0.8%	6 1.6%	1 0.5%	1 2.4%	1 1.2%	4 2.1%	3 2.6%	6 2.0%	-	7 3.1%	3 0.7%	8 2.9%	12 3.7%
5	60 5.9%	23 4.9%	37 6.8%	28 9.3%	18 4.9%	14 4.0%	10 2.6%	6 3.8%	7 16.2%	-	11 5.2%	3 2.9%	8 2.7%	-	33 14.4%	27 6.3%	13 4.9%	20 6.2%
4	11 1.1%	5 1.0%	7 1.3%	8 2.6%	2 0.4%	2 0.5%	2 0.4%	1 0.3%	-	-	3 1.5%	3 3.2%	1 0.2%	-	4 2.0%	7 1.7%	-	4 1.3%
3	13 1.3%	6 1.2%	7 1.3%	9 3.0%	2 0.6%	2 0.5%	2 0.5%	1 0.6%	-	-	2 0.8%	-	-	-	11 5.0%	3 0.8%	7 2.7%	3 0.8%
2	17 1.7%	7 1.4%	10 1.9%	11 3.7%	5 1.3%	1 0.2%	1 0.2%	1 0.7%	2 3.5%	-	2 0.7%	2 1.6%	4 1.2%	-	10 4.5%	7 1.7%	4 1.4%	6 1.8%
1	10 1.0%	1 0.1%	10 1.8%	7 2.4%	1 0.3%	2 0.5%	-	3 1.9%	-	1 1.7%	2 0.8%	2 2.4%	1 0.4%	-	3 1.4%	2 0.6%	6 2.0%	2 0.7%
0 - Would not vote	88 8.7%	37 7.9%	50 9.3%	46 15.2%	26 7.1%	15 4.5%	6 1.6%	4 2.8%	4 8.8%	4 5.5%	-	-	-	-	-	32 7.5%	28 10.4%	28 8.7%
SIGMA	1012 100.0%	469 100.0%	543 100.0%	305 100.0%	365 100.0%	342 100.0%	362 100.0%	157 100.0%	44 100.0%	64 100.0%	209 100.0%	101 100.0%	291 100.0%	4 100.0%	227 100.0%	425 100.0%	270 100.0%	317 100.0%

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Table 3
Q3. Weighted by normal weightings
Q3. Which party's candidate are you most likely to vote for in the by-election?
Base : Respondents likely to vote

	Total	Gender		Age			2010 Vote				Voting Intention					Ward Group		
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	UKIP	LD	Undecided	Rochester	Strood	Rural
Unweighted Total	940	434	506	139	281	520	398	167	44	63	220	93	313	3	213	334	262	344
Weighted Total	924	431	493	258	340	327	357	153	40	61	209	101	291	4	227	393	242	289
Kelly Tolhurst - Conservative	209 22.6%	101 23.3%	108 21.9%	57 22.1%	68 20.1%	83 25.4%	155 43.6%	9 5.9%	7 17.0%	1 1.8%	209 100.0%	-	-	-	-	89 22.7%	50 20.8%	69 23.8%
Naushabah Khan - Labour	101 10.9%	46 10.7%	55 11.1%	31 11.9%	41 12.1%	29 8.9%	6 1.6%	67 44.2%	6 14.5%	2 4.0%	-	101 100.0%	-	-	-	52 13.2%	28 11.7%	20 7.0%
Geoff Juby - Liberal Democrat	4 0.5%	1 0.2%	3 0.7%	2 0.9%	1 0.3%	1 0.2%	2 0.7%	1 0.7%	-	-	-	-	-	4 100.0%	-	3 0.8%	1 0.4%	-
Mark Reckless - UKIP	291 31.4%	155 36.0%	135 27.4%	56 21.8%	123 36.3%	111 34.0%	115 32.1%	39 25.4%	12 30.2%	38 62.7%	-	-	291 100.0%	-	-	113 28.6%	81 33.4%	97 33.6%
Another candidate (Net)	20 2.2%	7 1.6%	13 2.6%	14 5.4%	3 0.9%	3 0.9%	-	3 2.1%	5 12.6%	5 8.4%	-	-	-	-	-	5 1.2%	8 3.2%	7 2.5%
Clive Gregory - Green	16 1.7%	3 0.8%	13 2.6%	11 4.1%	3 0.9%	2 0.7%	-	3 1.7%	5 12.6%	3 5.6%	-	-	-	-	-	5 1.2%	6 2.5%	5 1.8%
Hairy Knorm Davidson - Monster Raving Loony	1 0.1%	1 0.1%	-	-	-	1 0.2%	-	1 0.3%	-	-	-	-	-	-	-	-	-	1 0.2%
Jayda Fransen - Britain First	2 0.2%	2 0.4%	-	2 0.6%	-	-	-	-	-	-	-	-	-	-	-	-	-	2 0.6%
Nick Long - Lewisham People Before Profit	2 0.2%	2 0.4%	-	2 0.7%	-	-	-	-	-	2 2.8%	-	-	-	-	-	-	2 0.7%	-
Undecided	227 24.6%	95 22.0%	133 26.9%	87 33.6%	75 22.0%	66 20.2%	66 18.4%	26 17.2%	10 23.9%	12 19.3%	-	-	-	-	227 100.0%	100 25.4%	56 23.0%	72 24.8%
Refuse	73 7.9%	27 6.2%	46 9.4%	11 4.3%	28 8.2%	34 10.4%	13 3.6%	7 4.5%	1 1.9%	2 3.8%	-	-	-	-	-	31 8.0%	18 7.4%	24 8.2%
SIGMA	924 100.0%	431 100.0%	493 100.0%	258 100.0%	340 100.0%	327 100.0%	357 100.0%	153 100.0%	40 100.0%	61 100.0%	209 100.0%	101 100.0%	291 100.0%	4 100.0%	227 100.0%	393 100.0%	242 100.0%	289 100.0%

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Table 4
Q3. Weighted by normal weightings & likelihood to vote
Q3. Which party's candidate are you most likely to vote for in the by-election?
Base : Respondents likely to vote

	Total	Gender		Age			2010 Vote				Voting Intention					Ward Group		
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	UKIP	LD	Undecided	Rochester	Strood	Rural
Unweighted Total	940	434	506	139	281	520	398	167	44	63	220	93	313	3	213	334	262	344
Weighted Total	940	449	491	234	353	353	387	161	38	67	216	103	313	5	205	407	242	291
Kelly Tolhurst - Conservative	216 22.9%	102 22.7%	114 23.2%	52 22.4%	71 20.1%	92 26.1%	169 43.6%	10 6.2%	5 13.6%	1 1.9%	216 100.0%	-	-	-	-	95 23.4%	50 20.7%	70 24.2%
Naushabah Khan - Labour	103 10.9%	51 11.3%	52 10.6%	28 12.0%	43 12.3%	31 8.9%	6 1.6%	71 44.2%	5 14.1%	3 4.1%	-	103 100.0%	-	-	-	53 13.0%	30 12.4%	20 6.9%
Geoff Juby - Liberal Democrat	5 0.5%	1 0.2%	4 0.8%	3 1.2%	1 0.3%	1 0.3%	3 0.7%	1 0.6%	-	-	-	-	-	5 100.0%	-	4 0.9%	1 0.4%	-
Mark Reckless - UKIP	313 33.3%	169 37.6%	144 29.4%	57 24.4%	132 37.5%	124 35.1%	127 32.8%	43 26.5%	14 35.9%	42 62.3%	-	-	313 100.0%	-	-	121 29.8%	85 35.2%	107 36.7%
Another candidate (Net)	20 2.1%	8 1.8%	12 2.4%	14 5.8%	3 0.9%	3 0.8%	-	4 2.2%	5 13.3%	5 8.1%	-	-	-	-	-	5 1.1%	7 3.0%	8 2.7%
Clive Gregory - Green	15 1.6%	4 0.8%	12 2.4%	10 4.2%	3 0.9%	2 0.7%	-	3 1.9%	5 13.3%	4 5.2%	-	-	-	-	-	5 1.1%	5 2.2%	6 1.9%
Hairy Knorm Davidson - Monster Raving Loony	* 0.1%	* 0.1%	-	-	-	* 0.1%	-	* 0.3%	-	-	-	-	-	-	-	-	-	* 0.2%
Jayda Fransen - Britain First	2 0.2%	2 0.4%	-	2 0.8%	-	-	-	-	-	-	-	-	-	-	-	-	-	2 0.6%
Nick Long - Lewisham People Before Profit	2 0.2%	2 0.4%	-	2 0.8%	-	-	-	-	-	2 2.9%	-	-	-	-	-	-	2 0.8%	-
Undecided	205 21.8%	90 20.1%	115 23.4%	70 29.8%	71 20.1%	65 18.3%	68 17.5%	25 15.5%	8 22.0%	13 19.6%	-	-	-	-	205 100.0%	96 23.7%	49 20.2%	60 20.6%
Refuse	79 8.4%	28 6.2%	51 10.3%	11 4.6%	31 8.7%	37 10.5%	15 3.8%	8 4.8%	* 1.2%	3 3.9%	-	-	-	-	-	33 8.1%	19 8.0%	26 9.0%
SIGMA	940 100.0%	449 100.0%	491 100.0%	234 100.0%	353 100.0%	353 100.0%	387 100.0%	161 100.0%	38 100.0%	67 100.0%	216 100.0%	103 100.0%	313 100.0%	5 100.0%	205 100.0%	407 100.0%	242 100.0%	291 100.0%

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Table 5
Q3. Weighted by normal weightings, likelihood to vote and with undecided and refused removed
Q3. Which party's candidate are you most likely to vote for in the by-election?
Base : Respondents likely to vote

	Total	Gender		Age			2010 Vote				Voting Intention					Ward Group		
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	UKIP	LD	Undecided	Rochester	Strood	Rural
Unweighted Total	644	317	327	87	196	361	316	127	32	48	220	93	313	3	-	227	182	235
Weighted Total	656	330	326	153	251	251	304	129	29	51	216	103	313	5	-	277	174	205
Kelly Tolhurst - Conservative	216 32.9%	102 30.9%	114 34.9%	52 34.0%	71 28.3%	92 36.7%	169 55.4%	10 7.8%	5 17.7%	1 2.4%	216 100.0%	-	-	-	-	95 34.3%	50 28.9%	70 34.3%
Naushabah Khan - Labour	103 15.7%	51 15.4%	52 16.0%	28 18.2%	43 17.3%	31 12.5%	6 2.0%	71 55.4%	5 18.3%	3 5.4%	-	103 100.0%	-	-	-	53 19.0%	30 17.3%	20 9.7%
Geoff Juby - Liberal Democrat	5 0.7%	1 0.3%	4 1.2%	3 1.8%	1 0.4%	1 0.4%	3 0.9%	1 0.8%	-	-	-	-	-	5 100.0%	-	4 1.3%	1 0.6%	-
Mark Reckless - UKIP	313 47.7%	169 51.1%	144 44.3%	57 37.1%	132 52.7%	124 49.3%	127 41.7%	43 33.3%	14 46.7%	42 81.5%	-	-	313 100.0%	-	-	121 43.7%	85 49.0%	107 52.1%
Another candidate (Net)	20 3.0%	8 2.4%	12 3.6%	14 8.8%	3 1.3%	3 1.1%	-	4 2.7%	5 17.3%	5 10.7%	-	-	-	-	-	5 1.6%	7 4.2%	8 3.8%
Clive Gregory - Green	15 2.3%	4 1.1%	12 3.6%	10 6.4%	3 1.3%	2 0.9%	-	3 2.4%	5 17.3%	4 6.9%	-	-	-	-	-	5 1.6%	5 3.1%	6 2.7%
Hairy Knorm Davidson - Monster Raving Loony	* 0.1%	* 0.1%	-	-	-	* 0.2%	-	* 0.4%	-	-	-	-	-	-	-	-	-	* 0.2%
Jayda Fransen - Britain First	2 0.3%	2 0.6%	-	2 1.2%	-	-	-	-	-	-	-	-	-	-	-	-	-	2 0.9%
Nick Long - Lewisham People Before Profit	2 0.3%	2 0.6%	-	2 1.3%	-	-	-	-	-	2 3.8%	-	-	-	-	-	-	2 1.1%	-
SIGMA	656 100.0%	330 100.0%	326 100.0%	153 100.0%	251 100.0%	251 100.0%	304 100.0%	129 100.0%	29 100.0%	51 100.0%	216 100.0%	103 100.0%	313 100.0%	5 100.0%	-	277 100.0%	174 100.0%	205 100.0%

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Table 6
Q4. Thinking back to the General Election in May 2010, can you recall which party you voted for in that election?
Base : All Respondents

	Total	Gender		Age			2010 Vote				Voting Intention					Ward Group		
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	UKIP	LD	Undecided	Rochester	Strood	Rural
Unweighted Total	1012	462	550	164	303	545	404	173	47	65	220	93	313	3	213	355	287	370
Weighted Total	1012	469	543	305	365	342	362	157	44	64	209	101	291	4	227	425	270	317
Conservative	362 35.8%	176 37.7%	186 34.2%	59 19.3%	146 39.9%	158 46.1%	362 100.0%	-	-	-	155 74.5%	6 5.8%	115 39.4%	2 56.3%	66 28.9%	157 37.0%	93 34.6%	112 35.3%
Labour	157 15.5%	75 16.1%	82 15.0%	22 7.2%	68 18.6%	67 19.6%	-	157 100.0%	-	-	9 4.3%	67 66.9%	39 13.4%	1 25.3%	26 11.6%	70 16.4%	49 18.2%	38 12.1%
Liberal Democrat	44 4.4%	17 3.7%	27 5.0%	7 2.4%	21 5.9%	16 4.6%	-	-	44 100.0%	-	7 3.3%	6 5.8%	12 4.2%	-	10 4.3%	18 4.2%	12 4.3%	15 4.7%
UK Independence Party (UKIP)	42 4.1%	20 4.3%	21 3.9%	8 2.6%	18 5.0%	15 4.4%	-	-	-	42 64.9%	1 0.5%	-	34 11.6%	-	4 1.7%	19 4.4%	10 3.6%	13 4.1%
Other	22 2.2%	9 1.9%	14 2.5%	6 1.9%	12 3.2%	5 1.5%	-	-	-	22 35.1%	-	2 2.4%	4 1.5%	-	8 3.4%	9 2.0%	7 2.6%	7 2.1%
Don't Remember	78 7.7%	36 7.7%	42 7.7%	30 9.9%	26 7.2%	21 6.1%	-	-	-	-	10 4.7%	2 2.1%	21 7.2%	-	32 14.3%	29 6.8%	19 7.2%	29 9.2%
Refuse	63 6.2%	26 5.5%	37 6.8%	10 3.2%	21 5.9%	32 9.2%	-	-	-	-	2 1.1%	2 1.7%	5 1.6%	1 18.4%	9 4.0%	30 7.0%	17 6.3%	16 5.1%
Did not vote	244 24.1%	109 23.2%	135 24.9%	163 53.4%	52 14.4%	29 8.4%	-	-	-	-	24 11.5%	15 15.3%	62 21.2%	-	73 31.9%	94 22.1%	63 23.2%	87 27.5%
SIGMA	1012 100.0%	469 100.0%	543 100.0%	305 100.0%	365 100.0%	342 100.0%	362 100.0%	157 100.0%	44 100.0%	64 100.0%	209 100.0%	101 100.0%	291 100.0%	4 100.0%	227 100.0%	425 100.0%	270 100.0%	317 100.0%

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Table 7
Q5. Thinking about your local area, what issue is most important to you and your family at the moment?
Base : All Respondents

	Total	Gender		Age			2010 Vote				Voting Intention					Ward Group		
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	UKIP	LD	Undecided	Rochester	Strood	Rural
Unweighted Total	1012	462	550	164	303	545	404	173	47	65	220	93	313	3	213	355	287	370
Weighted Total	1012	469	543	305	365	342	362	157	44	64	209	101	291	4	227	425	270	317
The quality of local NHS hospitals and GP services in Medway	379 37.4%	158 33.7%	221 40.6%	115 37.7%	121 33.1%	143 41.8%	121 33.3%	72 45.8%	22 48.5%	23 35.2%	92 44.0%	55 54.4%	63 21.6%	3 74.7%	98 43.0%	182 42.9%	87 32.4%	109 34.4%
The impact of immigration on your local community	253 25.0%	130 27.8%	123 22.6%	48 15.8%	102 27.9%	103 30.2%	115 31.7%	30 19.4%	7 16.3%	29 45.4%	32 15.4%	7 7.1%	149 51.2%	-	35 15.5%	95 22.5%	79 29.4%	78 24.7%
The level of crime and anti-social behaviour in your area	79 7.8%	38 8.1%	41 7.5%	29 9.6%	29 8.0%	20 5.9%	25 6.9%	9 5.7%	4 9.1%	2 2.4%	17 8.4%	8 8.1%	16 5.6%	-	15 6.8%	40 9.5%	17 6.3%	21 6.7%
Employment opportunities in Medway	114 11.3%	55 11.6%	60 11.0%	50 16.5%	45 12.2%	19 5.6%	46 12.8%	8 5.4%	4 9.5%	4 7.0%	28 13.4%	11 10.5%	19 6.6%	-	36 15.8%	47 11.1%	30 11.2%	36 11.5%
The quality of local schools and higher education in Medway	67 6.6%	27 5.8%	39 7.3%	20 6.4%	37 10.0%	10 3.0%	18 5.1%	20 12.6%	2 3.4%	2 3.3%	15 7.0%	8 7.7%	16 5.4%	1 25.3%	16 7.0%	19 4.4%	21 7.8%	27 8.5%
Something else	121 11.9%	61 12.9%	60 11.1%	42 13.9%	32 8.9%	46 13.5%	37 10.3%	17 11.1%	6 13.2%	4 6.7%	24 11.7%	12 12.2%	28 9.7%	-	27 11.9%	41 9.6%	35 12.9%	45 14.2%
SIGMA	1012 100.0%	469 100.0%	543 100.0%	305 100.0%	365 100.0%	342 100.0%	362 100.0%	157 100.0%	44 100.0%	64 100.0%	209 100.0%	101 100.0%	291 100.0%	4 100.0%	227 100.0%	425 100.0%	270 100.0%	317 100.0%

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Table 8
Q6. Would you support or oppose the inclusion of the NHS as part of this trade agreement?
Base : All Respondents

	Total	Gender		Age			2010 Vote				Voting Intention					Ward Group		
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	UKIP	LD	Undecided	Rochester	Strood	Rural
Unweighted Total	1012	462	550	164	303	545	404	173	47	65	220	93	313	3	213	355	287	370
Weighted Total	1012	469	543	305	365	342	362	157	44	64	209	101	291	4	227	425	270	317
Support the inclusion of the NHS in the trade agreement	182 18.0%	97 20.7%	85 15.6%	88 28.8%	47 12.9%	47 13.7%	61 16.9%	29 18.3%	5 11.7%	10 16.0%	49 23.5%	21 21.3%	52 17.8%	2 56.3%	35 15.4%	74 17.3%	50 18.5%	58 18.5%
Oppose the inclusion of the NHS in the trade agreement	566 55.9%	280 59.8%	286 52.5%	124 40.7%	232 63.5%	210 61.3%	216 59.6%	98 62.3%	24 53.7%	41 64.2%	104 49.8%	67 66.4%	175 60.2%	2 43.7%	121 53.2%	241 56.6%	148 54.8%	177 55.9%
Don't know	264 26.1%	91 19.5%	173 31.8%	93 30.4%	86 23.6%	85 25.0%	85 23.5%	31 19.4%	15 34.6%	13 19.8%	56 26.7%	12 12.3%	64 22.0%	-	71 31.4%	111 26.1%	72 26.7%	81 25.7%
SIGMA	1012 100.0%	469 100.0%	543 100.0%	305 100.0%	365 100.0%	342 100.0%	362 100.0%	157 100.0%	44 100.0%	64 100.0%	209 100.0%	101 100.0%	291 100.0%	4 100.0%	227 100.0%	425 100.0%	270 100.0%	317 100.0%

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Table 9
Q7. Do you think David Cameron should, or should not, seek to exclude the NHS from this trade agreement?
Base : All Respondents

	Total	Gender		Age			2010 Vote				Voting Intention					Ward Group		
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	UKIP	LD	Undecided	Rochester	Strood	Rural
Unweighted Total	1012	462	550	164	303	545	404	173	47	65	220	93	313	3	213	355	287	370
Weighted Total	1012	469	543	305	365	342	362	157	44	64	209	101	291	4	227	425	270	317
Should seek to exclude	582 57.5%	286 61.1%	296 54.4%	144 47.3%	233 63.8%	205 59.8%	232 63.9%	101 64.1%	25 56.9%	43 66.7%	118 56.5%	65 64.6%	179 61.7%	1 18.4%	126 55.4%	240 56.5%	171 63.2%	171 53.9%
Should not seek to exclude	172 17.0%	83 17.8%	89 16.3%	80 26.3%	46 12.7%	46 13.4%	41 11.2%	27 16.9%	7 16.5%	9 14.2%	38 18.1%	22 22.0%	45 15.5%	3 81.6%	38 16.7%	82 19.4%	35 12.9%	55 17.4%
Don't know	258 25.5%	99 21.1%	159 29.3%	80 26.4%	86 23.6%	91 26.7%	90 24.9%	30 19.0%	12 26.5%	12 19.0%	53 25.4%	13 13.4%	66 22.7%	-	63 27.8%	103 24.2%	64 23.9%	91 28.7%
SIGMA	1012 100.0%	469 100.0%	543 100.0%	305 100.0%	365 100.0%	342 100.0%	362 100.0%	157 100.0%	44 100.0%	64 100.0%	209 100.0%	101 100.0%	291 100.0%	4 100.0%	227 100.0%	425 100.0%	270 100.0%	317 100.0%

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Table 10
Q8. Which of these statements is closest to your opinion?
Base : All Respondents

	Total	Gender		Age			2010 Vote				Voting Intention					Ward Group		
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	UKIP	LD	Undecided	Rochester	Strood	Rural
Unweighted Total	1012	462	550	164	303	545	404	173	47	65	220	93	313	3	213	355	287	370
Weighted Total	1012	469	543	305	365	342	362	157	44	64	209	101	291	4	227	425	270	317
David Cameron should veto the trade agreement if he fails to get a guaranteed opt-out for the NHS	502 49.6%	258 55.1%	243 44.8%	111 36.3%	213 58.4%	178 51.9%	200 55.3%	84 53.7%	22 49.4%	42 66.0%	98 47.2%	51 50.8%	168 57.8%	2 43.7%	115 50.7%	207 48.7%	143 52.8%	152 48.0%
David Cameron should not veto the trade agreement if he fails to get a guaranteed opt-out for the NHS	175 17.3%	95 20.2%	80 14.7%	88 28.8%	45 12.3%	42 12.3%	49 13.6%	33 20.8%	7 15.2%	7 11.5%	45 21.7%	29 28.9%	40 13.9%	2 56.3%	30 13.1%	78 18.3%	45 16.8%	52 16.3%
Don't know	335 33.1%	115 24.6%	220 40.5%	106 34.9%	107 29.3%	122 35.8%	113 31.1%	40 25.5%	16 35.4%	14 22.5%	65 31.1%	20 20.3%	82 28.3%	-	82 36.1%	140 33.1%	82 30.4%	113 35.6%
SIGMA	1012 100.0%	469 100.0%	543 100.0%	305 100.0%	365 100.0%	342 100.0%	362 100.0%	157 100.0%	44 100.0%	64 100.0%	209 100.0%	101 100.0%	291 100.0%	4 100.0%	227 100.0%	425 100.0%	270 100.0%	317 100.0%

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Table 11
Q9. What age bracket do you fall into?
Base : All Respondents

	Total	Gender		Age			2010 Vote				Voting Intention					Ward Group		
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	UKIP	LD	Undecided	Rochester	Strood	Rural
Unweighted Total	1012	462	550	164	303	545	404	173	47	65	220	93	313	3	213	355	287	370
Weighted Total	1012	469	543	305	365	342	362	157	44	64	209	101	291	4	227	425	270	317
18-24	165	67	97	165	-	-	16	7	2	6	25	18	28	2	50	65	44	56
	16.3%	14.4%	17.9%	54.0%	-	-	4.5%	4.2%	5.4%	8.9%	12.0%	18.4%	9.8%	56.3%	22.1%	15.3%	16.3%	17.6%
25-34	140	83	57	140	-	-	43	15	5	8	32	12	28	-	36	48	42	49
	13.8%	17.7%	10.5%	46.0%	-	-	11.7%	9.9%	11.2%	12.5%	15.3%	12.1%	9.6%	-	16.0%	11.4%	15.6%	15.6%
35-44	89	44	46	-	89	-	27	15	6	10	13	10	36	1	16	31	34	25
	8.8%	9.3%	8.4%	-	24.5%	-	7.5%	9.8%	13.9%	15.7%	6.2%	9.5%	12.5%	25.3%	7.0%	7.3%	12.5%	7.8%
45-54	276	115	161	-	276	-	119	52	15	20	55	31	87	-	59	112	77	87
	27.3%	24.5%	29.7%	-	75.5%	-	32.7%	33.4%	34.2%	31.0%	26.5%	31.3%	30.0%	-	25.9%	26.3%	28.5%	27.5%
55-64	135	65	71	-	-	135	60	25	4	8	28	15	40	1	28	66	34	34
	13.4%	13.8%	13.0%	-	-	39.5%	16.7%	16.1%	8.3%	12.6%	13.6%	14.4%	13.7%	18.4%	12.1%	15.6%	12.7%	10.9%
65-74	127	62	65	-	-	127	62	26	8	7	33	8	48	-	23	58	26	43
	12.5%	13.2%	12.0%	-	-	37.0%	17.0%	16.2%	17.7%	10.3%	16.0%	8.1%	16.6%	-	10.0%	13.6%	9.5%	13.6%
75+	80	34	46	-	-	80	36	16	4	6	21	6	23	-	16	44	13	23
	7.9%	7.2%	8.5%	-	-	23.4%	9.8%	10.5%	9.3%	9.0%	10.3%	6.3%	7.8%	-	6.9%	10.5%	4.8%	7.1%
SIGMA	1012	469	543	305	365	342	362	157	44	64	209	101	291	4	227	425	270	317
	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
Q10. Gender
Base : All Respondents

	Total	Gender		Age			2010 Vote				Voting Intention					Ward Group		
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	UKIP	LD	Undecided	Rochester	Strood	Rural
Unweighted Total	1012	462	550	164	303	545	404	173	47	65	220	93	313	3	213	355	287	370
Weighted Total	1012	469	543	305	365	342	362	157	44	64	209	101	291	4	227	425	270	317
Male	469 46.3%	469 100.0%	- -	150 49.3%	158 43.3%	160 46.8%	176 48.7%	75 48.0%	17 39.3%	29 45.4%	101 48.2%	46 45.8%	155 53.5%	1 18.4%	95 41.7%	202 47.6%	136 50.5%	130 41.0%
Female	543 53.7%	- -	543 100.0%	155 50.7%	207 56.7%	182 53.2%	186 51.3%	82 52.0%	27 60.7%	35 54.6%	108 51.8%	55 54.2%	135 46.5%	3 81.6%	133 58.3%	223 52.4%	134 49.5%	187 59.0%
SIGMA	1012 100.0%	469 100.0%	543 100.0%	305 100.0%	365 100.0%	342 100.0%	362 100.0%	157 100.0%	44 100.0%	64 100.0%	209 100.0%	101 100.0%	291 100.0%	4 100.0%	227 100.0%	425 100.0%	270 100.0%	317 100.0%

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	Page	Table	Title	Base Description	Base
	4	1	Q1. Could I confirm that you live in the ward of [Y] ?	Base : All Respondents	1012
	5	2	Q2. Following the move of your MP, Mark Reckless to UKIP, there will be a by-election in your Rochester and Strood constituency on the 20th November to elect a new MP for your area. On a scale of 0-10, how likely will you be to vote in this by-election, where 10 means definitely will vote and 0 means definitely won't vote, or have you already voted?	Base : All Respondents	1012
	6	3	Q3. Weighted by normal weightings Q3. Which party's candidate are you most likely to vote for in the by-election? / Another candidate (Net)	Base : Respondents likely to vote	940
	7	4	Q3. Weighted by normal weightings & likelihood to vote Q3. Which party's candidate are you most likely to vote for in the by-election? / Another candidate (Net)	Base : Respondents likely to vote	940
	8	5	Q3. Weighted by normal weightings, likelihood to vote and with undecided and refused removed Q3. Which party's candidate are you most likely to vote for in the by-election? / Another candidate (Net)	Base : Respondents likely to vote	644
	9	6	Q4. Thinking back to the General Election in May 2010, can you recall which party you voted for in that election?	Base : All Respondents	1012
	10	7	Q5. Thinking about your local area, what issue is most important to you and your family at the moment?	Base : All Respondents	1012
	11	8	Q6. Would you support or oppose the inclusion of the NHS as part of this trade agreement?	Base : All Respondents	1012
	12	9	Q7. Do you think David Cameron should, or should not, seek to exclude the NHS from this trade agreement?	Base : All Respondents	1012
	13	10	Q8. Which of these statements is closest to your opinion?	Base : All Respondents	1012
	14	11	Q9. What age bracket do you fall into?	Base : All Respondents	1012
	15	12	Q10. Gender	Base : All Respondents	1012