

Eastleigh By-Election Poll

Prepared on behalf of the Mail on Sunday



Methodology

Fieldwork Dates: 18th - 22nd February 2013

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

Population Sampled: All adults aged 18+ in the Parliamentary constituency of Eastleigh (2010 borders)

Sample Size: 543 (Voting Intention based off 410)

Data Weighting: Data were weighted to the profile of all adults aged 18+. Data were weighted by gender, age, ward and past vote. Targets for the weighted data were derived from ONS data and the local results of the 2010 General Election.

Margin of Error: It should be remembered at all times that a sample of 543 residents aged 18+ were interviewed, and not the entire population. Consequently, all results are subject to margin of error, which mean 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 543 we can be 95% certain that the 'true' value will fall within the range of **4.2%** either side of that 50% figure from the sample. For 410 respondents (on which the final voting intention figures are based) the equivalent figure is **4.8%**.

Data were analysed and weighted by Survation and presented by Patrick Bri ne and Damian Lyons Lowe.

For further information please contact;
Damian Lyons Lowe
Chief Executive
Survation Ltd
0203 142 7644
damian.lyonslowe@survation.com

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Eastleigh Constituency Poll, February 2013

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23 Feb 2013

Table 1

Q1. As you may be aware, there will be a by election in Eastleigh at the end of the month How likely will you be to vote in this election on a scale of 0 to 10?

Base: All Respondents

	Gender			Age			2010 Vote				Voting Intention					Prime Motive (Q3)			
	Total	Male	Female	18-34	35-54	55+	Conservative	Labour	Liberal Democrat	Other	Conservative	Labour	Liberal Democrat	UKIP	Other	Candidate	Party	Party leader	Tactical/ protest
Unweighted Total	543	260	283	118	170	246	111	48	188	22	95	53	93	85	16	53	210	12	51
Weighted Total	543	263	280	144	201	189	145	35	172	17	114	46	93	76	17	57	219	9	44
10	333 61.4%	168 63.8%	166 59.1%	56 39.0%	130 64.7%	141 74.8%	106 73.3%	25 71.1%	114 66.6%	13 76.0%	73 63.8%	30 65.9%	57 60.7%	58 76.1%	9 52.8%	34 58.9%	149 68.1%	5 52.1%	30 67.7%
9	32 5.9%	10 3.9%	22 7.8%	11 7.9%	9 4.6%	11 6.0%	8 5.6%	2 6.2%	15 8.6%	-	10 8.9%	4 9.7%	5 5.5%	1 1.4%	3 16.2%	8 14.5%	10 4.6%	-	2 5.4%
8	37 6.9%	20 7.6%	17 6.2%	12 8.2%	15 7.5%	9 5.0%	5 3.6%	3 8.5%	15 8.8%	-	6 5.4%	2 3.9%	13 13.4%	3 4.6%	1 4.4%	4 7.6%	13 6.0%	3 36.9%	3 7.3%
7	22 4.0%	13 5.1%	8 3.0%	5 3.7%	13 6.7%	3 1.7%	7 4.9%	-	5 2.9%	1 3.2%	6 5.5%	1 1.8%	5 5.3%	1 0.7%	1 6.3%	1 2.6%	11 5.0%	-	-
6	17 3.1%	5 2.0%	11 4.0%	7 5.2%	5 2.6%	4 2.1%	4 3.0%	-	4 2.2%	1 8.8%	3 2.4%	1 1.7%	5 4.9%	4 5.5%	1 7.9%	4 6.3%	6 2.5%	-	3 7.1%
5	34 6.3%	11 4.2%	23 8.3%	15 10.3%	12 6.0%	6 3.4%	4 3.0%	2 4.6%	5 3.1%	2 12.1%	8 6.6%	2 3.3%	3 3.2%	4 5.8%	2 12.3%	4 6.2%	12 5.5%	-	1 1.9%
4	7 1.4%	3 1.2%	4 1.5%	4 2.7%	3 1.7%	-	2 1.6%	1 2.7%	1 0.5%	-	3 2.7%	1 2.7%	2 2.1%	-	-	-	5 2.3%	-	1 2.8%
3	9 1.6%	3 1.3%	6 2.0%	7 4.9%	1 0.4%	1 0.5%	3 1.8%	-	3 1.8%	-	3 2.2%	1 2.0%	2 2.3%	2 2.6%	-	1 1.4%	6 2.7%	-	1 2.1%
2	8 1.4%	7 2.5%	1 0.3%	3 1.9%	2 0.8%	3 1.7%	2 1.6%	-	2 0.9%	-	1 0.9%	-	-	1 1.6%	-	-	2 1.0%	-	-
1	2 0.4%	-	2 0.8%	2 1.1%	-	1 0.3%	-	1 2.3%	1 0.3%	-	1 0.6%	1 1.8%	1 0.6%	-	-	1 1.0%	2 0.7%	-	-
0	41 7.6%	22 8.4%	19 6.9%	22 15.1%	10 4.9%	8 4.4%	2 1.7%	2 4.6%	7 4.3%	-	1 1.0%	3 7.2%	2 2.0%	1 1.6%	-	1 1.4%	3 1.5%	1 11.0%	2 5.6%
Net: Top 3 Box	403 74.2%	198 75.2%	205 73.1%	79 55.1%	154 76.9%	162 85.8%	120 82.6%	30 85.8%	144 84.0%	13 76.0%	89 78.0%	37 79.5%	74 79.6%	62 82.1%	12 73.4%	46 81.0%	173 78.8%	8 89.0%	35 80.4%
Net: Middle 5 Box	89 16.4%	36 13.9%	53 18.8%	38 26.7%	35 17.4%	15 7.8%	21 14.2%	3 7.3%	18 10.4%	4 24.0%	22 19.4%	5 11.5%	17 17.8%	11 14.6%	4 26.6%	9 16.6%	40 18.0%	-	6 14.0%
Net: Bottom 3 Box	51 9.4%	29 10.9%	23 8.0%	26 18.2%	12 5.7%	12 6.4%	5 3.3%	2 6.9%	10 5.5%	-	3 2.5%	4 9.0%	2 2.6%	2 3.3%	-	1 2.4%	7 3.2%	1 11.0%	2 5.6%
Sigma	543 100.0%	263 100.0%	280 100.0%	144 100.0%	201 100.0%	189 100.0%	145 100.0%	35 100.0%	172 100.0%	17 100.0%	114 100.0%	46 100.0%	93 100.0%	76 100.0%	17 100.0%	57 100.0%	219 100.0%	9 100.0%	44 100.0%

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Table 2

Q2. Which candidate do you think you are most likely to vote for in this by election?

Voting Intention Table - Unweighted

Base: All Respondents

	Gender			Age			2010 Vote				Voting Intention					Prime Motive (Q3)			
	Total	Male	Female	18-34	35-54	55+	Conservative	Labour	Liberal Democrat	Other	Conservative	Labour	Liberal Democrat	UKIP	Other	Candidate	Party	Party leader	Tactical/ protest
Unweighted Total	543	260	283	118	170	246	111	48	188	22	95	53	93	85	16	53	210	12	51
Maria Hutchings - Conservative	95	43	52	22	28	45	62	-	17	1	95	-	-	-	-	29	53	2	11
	17.5%	16.5%	18.4%	18.6%	16.5%	18.3%	55.9%	-	9.0%	4.5%	100.0%	-	-	-	-	54.7%	25.2%	16.7%	21.6%
John O'Farrell - Labour	53	25	28	13	23	17	-	26	16	-	-	53	-	-	2	37	3	11	
	9.8%	9.6%	9.9%	11.0%	13.5%	6.9%	-	54.2%	8.5%	-	-	100.0%	-	-	3.8%	17.6%	25.0%	21.6%	
Mike Thornton - Liberal Democrat	93	46	47	26	25	42	8	5	70	26	-	-	93	-	19	63	1	10	
	17.1%	17.7%	16.6%	22.0%	14.7%	17.1%	7.2%	10.4%	37.2%	-	-	-	100.0%	-	35.8%	30.0%	8.3%	19.6%	
Diane James - UKIP	85	48	37	13	33	39	16	5	31	16	-	-	-	85	3	57	6	19	
	15.7%	18.5%	13.1%	11.0%	19.4%	15.9%	14.4%	10.4%	16.5%	72.7%	-	-	-	100.0%	5.7%	27.1%	50.0%	37.3%	
Another Party (Net)	16	9	7	2	5	9	3	1	6	3	-	-	-	-	-	-	-	-	
	2.9%	3.5%	2.5%	1.7%	2.9%	3.7%	2.7%	2.1%	3.2%	13.6%	-	-	-	-	-	-	-	-	
Howling Laud Hope - Monster Raving Loony	1	-	1	-	-	1	-	-	1	-	-	-	-	-	1	-	-	-	
	0.2%	-	0.4%	-	-	0.4%	-	-	0.5%	-	-	-	-	-	6.3%	-	-	-	
Independent - Danny Stupples	7	3	4	-	4	3	3	1	2	1	-	-	-	-	7	-	-	-	
	1.3%	1.2%	1.4%	-	2.4%	1.2%	2.7%	2.1%	1.1%	4.5%	-	-	-	-	43.8%	-	-	-	
Health Action - Iain MacLennan	1	1	-	-	-	1	-	-	1	-	-	-	-	-	1	-	-	-	
	0.2%	0.4%	-	-	-	0.4%	-	-	0.5%	-	-	-	-	-	6.3%	-	-	-	
Christian - Kevin Milburn	2	1	1	-	-	2	-	-	-	-	-	-	-	-	2	-	-	-	
	0.4%	0.4%	0.4%	-	-	0.8%	-	-	-	-	-	-	-	-	12.5%	-	-	-	
Trade Unionist and Socialist Coalition - Daz Procter	1	1	-	-	-	1	-	-	-	1	-	-	-	-	1	-	-	-	
	0.2%	0.4%	-	-	-	0.4%	-	-	-	4.5%	-	-	-	-	6.3%	-	-	-	
Beer, Baccy and Crumpet Party - Ray Hall	3	2	1	2	-	1	-	-	2	-	-	-	-	-	3	-	-	-	
	0.6%	0.8%	0.4%	1.7%	-	0.4%	-	-	1.1%	-	-	-	-	-	18.8%	-	-	-	
Other	1	1	-	-	1	-	-	-	-	1	-	-	-	-	1	-	-	-	
	0.2%	0.4%	-	-	0.6%	-	-	-	-	4.5%	-	-	-	-	6.3%	-	-	-	
Dont know	123	56	67	37	41	42	13	9	38	1	-	-	-	-	-	-	-	-	
	22.7%	21.5%	23.7%	31.4%	24.1%	17.1%	11.7%	18.8%	20.2%	4.5%	-	-	-	-	-	-	-	-	
Refuse	78	33	45	5	15	52	9	2	10	1	-	-	-	-	-	-	-	-	
	14.4%	12.7%	15.9%	4.2%	8.8%	21.1%	8.1%	4.2%	5.3%	4.5%	-	-	-	-	-	-	-	-	
Sigma	543	260	283	118	170	246	111	48	188	22	95	53	93	85	16	53	210	12	51
	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 3
Q2. Which candidate do you think you are most likely to vote for in this by election?
Voting Intention Table - Weighted
Base: All Respondents

	Gender			Age			2010 Vote				Voting Intention					Prime Motive (Q3)			
	Total	Male	Female	18-34	35-54	55+	Conservative	Labour	Liberal Democrat	Other	Conservative	Labour	Liberal Democrat	UKIP	Other	Candidate	Party	Party leader	Tactical/ protest
Unweighted Total	543	260	283	118	170	246	111	48	188	22	95	53	93	85	16	53	210	12	51
Weighted Total	543	263	280	144	201	189	145	35	172	17	114	46	93	76	17	57	219	9	44
Maria Hutchings - Conservative	114 21.0%	51 19.2%	63 22.6%	30 21.1%	42 21.0%	41 21.8%	81 55.8%	-	15 8.5%	1 4.6%	114 100.0%	-	-	-	-	35 60.7%	68 31.0%	2 24.8%	9 20.9%
John O'Farrell - Labour	46 8.5%	22 8.2%	24 8.7%	14 9.8%	22 11.0%	10 5.2%	-	19 54.2%	16 9.4%	-	-	46 100.0%	-	-	-	1 2.6%	32 14.6%	2 23.7%	10 23.7%
Mike Thornton - Liberal Democrat	93 17.2%	46 17.4%	48 17.0%	31 21.5%	31 15.5%	31 16.6%	10 6.9%	4 10.6%	70 41.0%	31 -	-	-	93 100.0%	-	-	19 33.7%	64 29.1%	1 9.1%	10 22.0%
Diane James - UKIP	76 13.9%	43 16.2%	33 11.7%	14 9.9%	35 17.4%	26 13.9%	23 15.8%	3 9.1%	23 13.4%	11 64.0%	-	-	-	76 100.0%	-	2 3.1%	55 25.3%	4 42.5%	15 33.5%
Another Party (Net)	17 3.1%	11 4.2%	5 2.0%	2 1.7%	6 3.2%	8 4.1%	4 2.8%	1 1.5%	5 3.1%	4 24.9%	-	-	-	-	17 100.0%	-	-	-	-
Howling Laud Hope - Monster Raving Loony	1 0.1%	-	1 0.2%	-	-	1 0.3%	-	-	1 0.3%	-	-	-	-	-	1 3.4%	-	-	-	-
Independent - Danny Stuppel	7 1.3%	4 1.4%	3 1.1%	-	4 2.1%	3 1.4%	4 2.8%	1 1.5%	2 1.1%	1 3.2%	-	-	-	-	7 42.2%	-	-	-	-
Health Action - Iain MacLennan	* 0.1%	* 0.1%	-	-	-	* 0.2%	-	-	* 0.2%	-	-	-	-	-	* 2.3%	-	-	-	-
Christian - Kevin Milburn	1 0.3%	1 0.3%	1 0.2%	-	-	1 0.7%	-	-	-	-	-	-	-	-	1 8.3%	-	-	-	-
Trade Unionist and Socialist Coalition - Daz Procter	2 0.3%	2 0.6%	-	-	-	2 0.9%	-	-	-	2 9.7%	-	-	-	-	2 9.9%	-	-	-	-
Beer, Baccy and Crummet Party - Ray Hall	4 0.7%	3 1.0%	1 0.4%	2 1.7%	-	1 0.6%	-	-	3 1.5%	-	-	-	-	-	4 21.5%	-	-	-	-
Other	2 0.4%	2 0.8%	-	-	2 1.0%	-	-	-	-	2 12.1%	-	-	-	-	2 12.3%	-	-	-	-
Dont know	124 22.8%	59 22.5%	65 23.2%	45 31.0%	47 23.3%	30 15.7%	17 11.5%	7 20.3%	34 19.5%	1 3.7%	-	-	-	-	-	-	-	-	-
Refuse	74 13.6%	32 12.2%	42 14.8%	7 5.0%	17 8.7%	43 22.7%	10 7.1%	2 4.3%	9 5.1%	* 2.8%	-	-	-	-	-	-	-	-	-
Sigma	543 100.0%	263 100.0%	280 100.0%	144 100.0%	201 100.0%	189 100.0%	145 100.0%	35 100.0%	172 100.0%	17 100.0%	114 100.0%	46 100.0%	93 100.0%	76 100.0%	17 100.0%	57 100.0%	219 100.0%	9 100.0%	44 100.0%

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Table 4

Q2. Which candidate do you think you are most likely to vote for in this by election?

Voting Intention Table - Weighted by likelihood to vote

Base: All Respondents (Would Vote)

	Gender			Age			2010 Vote				Voting Intention					Prime Motive (Q3)			
	Total	Male	Female	18-34	35-54	55+	Conservative	Labour	Liberal Democrat	Other	Conservative	Labour	Liberal Democrat	UKIP	Other	Candidate	Party	Party leader	Tactical/protest
Unweighted Total	500	238	262	99	159	235	109	46	180	22	94	49	91	83	16	52	206	11	48
Weighted Total	500	243	257	108	193	190	147	35	169	17	112	43	91	76	16	56	216	8	42
Maria Hutchings - Conservative	112 22.3%	51 21.2%	60 23.4%	26 24.4%	42 21.7%	43 22.7%	84 56.9%	-	13 7.8%	1 5.2%	112 100.0%	-	-	-	-	36 64.8%	64 29.6%	2 25.8%	9 22.2%
John O'Farrell - Labour	43 8.7%	19 7.7%	25 9.6%	12 11.1%	22 11.3%	10 5.0%	-	20 57.6%	15 9.1%	-	-	43 100.0%	-	-	-	1 2.4%	32 14.9%	1 15.6%	9 20.4%
Mike Thornton - Liberal Democrat	91 18.2%	46 19.0%	45 17.5%	27 24.8%	32 16.6%	32 16.8%	9 6.4%	3 10.0%	71 41.9%	-	-	91 100.0%	-	-	-	16 29.3%	65 30.0%	1 8.9%	9 21.9%
Diane James - UKIP	76 15.2%	43 17.9%	33 12.7%	12 11.5%	36 18.6%	27 14.4%	23 16.0%	3 9.9%	24 13.9%	12 68.2%	-	-	-	76 100.0%	-	2 3.5%	55 25.5%	4 49.7%	15 35.5%
Another Party (Net)	16 3.2%	10 4.3%	6 2.2%	2 2.3%	5 2.7%	9 4.5%	4 2.6%	1 1.7%	6 3.5%	4 21.1%	-	-	-	-	16 100.0%	-	-	-	-
Howling Laud Hope - Monster Raving Loony	1 0.1%	-	1 0.2%	-	-	1 0.3%	-	-	1 0.4%	-	-	-	-	-	1 4.0%	-	-	-	-
Independent - Danny Stupples	7 1.4%	3 1.4%	4 1.4%	-	4 2.1%	3 1.6%	4 2.6%	1 1.7%	2 1.2%	1 3.5%	-	-	-	-	7 43.3%	-	-	-	-
Health Action - Iain MacLennan	* 0.1%	* 0.2%	-	-	-	* 0.2%	-	-	* 0.3%	-	-	-	-	-	* 2.7%	-	-	-	-
Christian - Kevin Milburn	1 0.3%	1 0.3%	1 0.3%	-	-	1 0.7%	-	-	-	-	-	-	-	-	1 8.6%	-	-	-	-
Trade Unionist and Socialist Coalition - Daz Procter	2 0.4%	2 0.8%	-	-	-	2 1.0%	-	-	-	2 10.8%	-	-	-	-	2 11.5%	-	-	-	-
Beer, Baccy and Crumpet Party - Ray Hall	4 0.7%	3 1.2%	1 0.3%	2 2.3%	-	1 0.6%	-	-	3 1.7%	-	-	-	-	-	4 22.7%	-	-	-	-
Other	1 0.2%	1 0.5%	-	-	1 0.6%	-	-	-	-	1 6.7%	-	-	-	-	1 7.2%	-	-	-	-
Dont know	97 19.4%	42 17.3%	55 21.3%	26 24.1%	42 21.6%	27 14.0%	17 11.4%	6 17.6%	30 17.9%	* 2.5%	-	-	-	-	-	-	-	-	-
Refuse	65 12.9%	31 12.6%	34 13.3%	2 1.9%	15 7.5%	43 22.5%	10 6.6%	1 3.3%	10 5.8%	1 3.1%	-	-	-	-	-	-	-	-	-
Sigma	500 100.0%	243 100.0%	257 100.0%	108 100.0%	193 100.0%	190 100.0%	147 100.0%	35 100.0%	169 100.0%	17 100.0%	112 100.0%	43 100.0%	91 100.0%	76 100.0%	16 100.0%	56 100.0%	216 100.0%	8 100.0%	42 100.0%

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Table 5

Q2. Which candidate do you think you are most likely to vote for in this by election?

Voting Intention Table - Weighted by likelihood to vote (Exclding DK/Refused)

Base: All Respondents (Would Vote) (Exclding DK/Refused)

	Gender			Age			2010 Vote				Voting Intention					Prime Motive (Q3)			
	Total	Male	Female	18-34	35-54	55+	Conservative	Labour	Liberal Democrat	Other	Conservative	Labour	Liberal Democrat	UKIP	Other	Candidate	Party	Party leader	Tactical/protest
Unweighted Total	333	166	167	72	112	149	88	37	135	20	94	49	91	83	16	52	206	11	48
Weighted Total	338	170	168	80	137	121	120	28	129	16	112	43	91	76	16	56	216	8	42
Maria Hutchings - Conservative	112 33%	51 30%	60 36%	26 33%	42 31%	43 36%	84 69%	-	13 10%	1 5%	112 100%	-	-	-	-	36 65%	64 30%	2 26%	9 22%
John OFarrell - Labour	43 13%	19 11%	25 15%	12 15%	22 16%	10 8%	-	20 73%	15 12%	-	-	43 100%	-	-	-	1 2%	32 15%	1 16%	9 20%
Mike Thornton - Liberal Democrat	91 27%	46 27%	45 27%	27 34%	32 23%	32 27%	9 8%	3 13%	71 55%	-	-	-	91 100%	-	-	16 29%	65 30%	1 9%	9 22%
Diane James - UKIP	76 22%	43 26%	33 19%	12 16%	36 26%	27 23%	23 20%	3 12%	24 18%	12 72%	-	-	-	76 100%	-	2 4%	55 25%	4 50%	15 36%
Another Party	16 5%	10 6%	6 3%	2 3%	5 4%	9 7%	4 3%	1 2%	6 5%	4 22%	-	-	-	-	16 100%	-	-	-	-
Sigma	338 100%	170 100%	168 100%	80 100%	137 100%	121 100%	120 100%	28 100%	129 100%	16 100%	112 100%	43 100%	91 100%	76 100%	16 100%	56 100%	216 100%	8 100%	42 100%

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Table 6
Q2. Which candidate do you think you are most likely to vote for in this by election?
Voting Intention Table - weighted by likelihood to vote and with "refused" and "don't know" responses removed and replaced with a 0.3 factor of their 2010 vote
Base: All Respondents (Would Vote) (Excluding DK/Refused)

	Gender			Age			2010 Vote				Voting Intention					Prime Motive (Q3)			
	Total	Male	Female	18-34	35-54	55+	Conservative	Labour	Liberal Democrat	Other	Conservative	Labour	Liberal Democrat	UKIP	Other	Candidate	Party	Party leader	Tactical/protest
Unweighted Total	410	196	214	78	141	191	109	46	180	22	94	49	91	83	16	52	206	11	48
Weighted Total	402	198	203	92	164	145	143	33	158	18	124	48	101	84	18	62	239	9	47
Maria Hutchings - Conservative	133 33%	61 31%	72 35%	31 33%	50 30%	52 36%	102 71%	-	15 9%	1 5%	124 100%	-	-	-	-	40 65%	71 30%	2 26%	10 22%
John O'Farrell - Labour	51 13%	21 11%	30 15%	14 15%	26 16%	11 8%	-	25 75%	17 11%	-	-	48 100%	-	-	-	1 2%	36 15%	1 16%	10 20%
Mike Thornton - Liberal Democrat	115 29%	56 28%	59 29%	31 34%	43 26%	41 28%	10 7%	4 12%	93 59%	-	-	-	101 100%	-	-	18 29%	72 30%	1 9%	10 22%
Diane James - UKIP	84 21%	48 24%	36 18%	14 15%	40 24%	31 21%	26 18%	4 11%	26 17%	13 73%	-	-	-	84 100%	-	2 4%	61 25%	4 50%	17 36%
Another Party	18 4%	12 6%	6 3%	3 3%	6 4%	9 6%	4 3%	1 2%	7 4%	4 22%	-	-	-	-	18 100%	-	-	-	-
Sigma	402 100%	198 100%	203 100%	92 100%	164 100%	145 100%	143 100%	33 100%	158 100%	18 100%	124 100%	48 100%	101 100%	84 100%	18 100%	62 100%	239 100%	9 100%	47 100%

Eastleigh Constituency Poll, February 2013

Prepared on behalf of the Mail on Sunday

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Table 7
Q3. What is it that MOST attracts you to that choice?
Base: All Answered

	Gender		Age			2010 Vote				Voting Intention					Prime Motive (Q3)				
	Total	Male	Female	18-34	35-54	55+	Conservative	Labour	Liberal Democrat	Other	Conservative	Labour	Liberal Democrat	UKIP	Other	Candidate	Party	Party leader	Tactical/protest
Unweighted Total	326	162	164	74	109	143	86	36	134	17	95	53	93	85	-	53	210	12	51
Weighted Total	329	161	168	90	130	109	114	26	124	12	114	46	93	76	-	57	219	9	44
Is it the CANDIDATE?	57	24	33	19	19	20	27	1	19	-	35	1	19	2	-	57	-	-	-
	17.3%	15.0%	19.6%	20.7%	14.2%	18.2%	23.5%	3.7%	15.2%	-	30.3%	3.2%	20.5%	2.3%	-	100.0%	-	-	-
The party as a whole	219	107	113	60	90	70	80	21	75	10	68	32	64	55	-	-	219	-	-
	66.7%	66.4%	67.0%	66.7%	68.9%	64.1%	70.3%	79.4%	60.6%	84.3%	59.8%	69.7%	68.4%	73.4%	-	-	100.0%	-	-
The party leader [Cameron/Clegg/Miliband/ Farage]	9	7	2	3	2	3	1	1	2	1	2	2	1	4	-	-	-	9	-
	2.7%	4.0%	1.4%	3.8%	1.6%	3.0%	0.5%	5.2%	1.6%	8.9%	1.9%	4.6%	0.9%	5.0%	-	-	-	100.0%	-
Or are you voting tactically (to stop another candidate or p	44	23	20	8	20	16	6	3	28	1	9	10	10	15	-	-	-	-	44
	13.3%	14.6%	12.0%	8.8%	15.2%	14.7%	5.7%	11.7%	22.6%	6.7%	8.0%	22.5%	10.3%	19.3%	-	-	-	-	100.0%
Sigma	329	161	168	90	130	109	114	26	124	12	114	46	93	76	-	57	219	9	44
	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%

Eastleigh Constituency Poll, February 2013

Prepared on behalf of the Mail on Sunday

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Table 8

Q4. Can you remember if you voted in the 2010 General Election and if so which party you voted for?

Base: All Respondents

	Gender			Age			2010 Vote				Voting Intention					Prime Motive (Q3)			
	Total	Male	Female	18-34	35-54	55+	Conservative	Labour	Liberal Democrat	Other	Conservative	Labour	Liberal Democrat	UKIP	Other	Candidate	Party	Party leader	Tactical/protest
Unweighted Total	543	260	283	118	170	246	111	48	188	22	95	53	93	85	16	53	210	12	51
Weighted Total	543	263	280	144	201	189	145	35	172	17	114	46	93	76	17	57	219	9	44
Conservative	145	74	71	24	66	55	145	-	-	-	81	-	10	23	4	27	80	1	6
	26.7%	28.2%	25.3%	16.4%	32.8%	29.3%	100.0%	-	-	-	71.1%	-	10.7%	30.4%	24.8%	47.0%	36.5%	6.3%	14.8%
Labour	35	10	25	8	16	11	-	35	-	-	-	19	4	3	1	1	21	1	3
	6.5%	3.9%	9.0%	5.6%	7.9%	6.1%	-	100.0%	-	-	-	41.8%	4.0%	4.3%	3.1%	1.7%	9.5%	15.3%	7.0%
Liberal Democrat	172	82	89	41	68	62	-	-	172	-	15	16	70	23	5	19	75	2	28
	31.6%	31.3%	31.9%	28.3%	34.1%	33.0%	-	-	100.0%	-	12.8%	35.0%	75.3%	30.4%	31.9%	33.1%	34.3%	22.9%	64.2%
UKIP	13	8	5	2	6	5	-	-	-	13	1	-	-	11	1	-	10	1	1
	2.4%	3.0%	1.9%	1.4%	3.1%	2.7%	-	-	-	78.3%	0.7%	-	-	14.4%	3.2%	-	4.5%	11.8%	1.8%
Other	4	4	-	-	2	2	-	-	-	4	-	-	-	-	4	-	-	-	-
	0.7%	1.4%	-	-	1.0%	0.9%	-	-	-	21.7%	-	-	-	-	22.2%	-	-	-	-
Did not vote	86	43	43	54	19	11	-	-	-	-	12	7	7	11	2	6	24	3	4
	15.8%	16.4%	15.3%	37.3%	9.6%	6.1%	-	-	-	-	10.2%	15.5%	7.2%	15.1%	10.7%	10.2%	10.7%	37.0%	9.6%
Cant remember	37	18	19	13	11	12	-	-	-	-	3	4	3	2	-	3	6	1	1
	6.8%	7.0%	6.7%	8.9%	5.3%	6.2%	-	-	-	-	2.8%	7.6%	2.7%	2.2%	-	5.8%	2.7%	6.7%	2.6%
Refuse	51	23	28	3	12	30	-	-	-	-	3	-	-	2	1	1	4	-	-
	9.4%	8.8%	9.9%	2.1%	6.1%	15.8%	-	-	-	-	2.4%	-	-	3.3%	3.9%	2.0%	1.8%	-	-
Sigma	543	263	280	144	201	189	145	35	172	17	114	46	93	76	17	57	219	9	44
	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%

Eastleigh Constituency Poll, February 2013

Prepared on behalf of the Mail on Sunday

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Table 9
Q5. Can I ask which of the following age brackets you fall into?
Base: All Respondents

	Gender			Age			2010 Vote				Voting Intention					Prime Motive (Q3)			
	Total	Male	Female	18-34	35-54	55+	Conservative	Labour	Liberal Democrat	Other	Conservative	Labour	Liberal Democrat	UKIP	Other	Candidate	Party	Party leader	Tactical/protest
Unweighted Total	543	260	283	118	170	246	111	48	188	22	95	53	93	85	16	53	210	12	51
Weighted Total	543	263	280	144	201	189	145	35	172	17	114	46	93	76	17	57	219	9	44
18-24	56	32	24	56	-	-	9	3	12	1	15	9	8	7	1	13	20	2	4
	10.4%	12.2%	8.6%	39.2%	-	-	6.3%	7.1%	7.2%	6.1%	13.5%	18.8%	8.5%	9.7%	6.3%	22.4%	9.0%	27.9%	9.9%
25-34	88	43	44	88	-	-	14	6	28	1	15	5	23	7	1	6	40	1	4
	16.1%	16.4%	15.9%	60.8%	-	-	10.0%	15.8%	16.5%	5.8%	13.2%	11.8%	24.7%	9.2%	8.7%	10.2%	18.3%	11.0%	8.1%
35-44	100	47	53	-	100	-	35	6	34	2	24	9	18	17	-	9	52	-	8
	18.4%	17.7%	19.1%	-	49.7%	-	24.3%	17.3%	19.7%	13.4%	21.0%	20.5%	18.8%	23.0%	-	15.8%	23.5%	-	17.4%
45-54	101	51	50	-	101	-	31	10	35	6	18	13	14	18	6	10	38	2	12
	18.6%	19.5%	17.8%	-	50.3%	-	21.2%	27.5%	20.2%	35.4%	16.1%	27.6%	14.5%	23.2%	38.3%	16.8%	17.4%	24.2%	27.9%
55-64	83	35	47	-	-	83	22	6	27	2	19	6	12	9	3	9	27	1	9
	15.2%	13.5%	16.8%	-	-	43.7%	15.2%	18.1%	15.5%	11.9%	16.5%	12.5%	13.0%	11.7%	16.8%	15.3%	12.2%	12.7%	20.0%
65-74	56	29	27	-	-	56	20	1	20	1	16	1	9	12	1	10	21	2	6
	10.4%	11.0%	9.8%	-	-	29.8%	13.6%	3.8%	11.5%	8.2%	13.9%	2.8%	10.0%	15.5%	5.8%	17.0%	9.4%	17.8%	14.3%
75+	50	22	28	-	-	50	14	4	16	3	7	3	10	6	4	1	22	1	1
	9.2%	8.4%	10.0%	-	-	26.5%	9.4%	10.4%	9.4%	19.3%	5.9%	6.0%	10.6%	7.7%	24.1%	2.5%	10.1%	6.5%	2.4%
Refuse	9	3	6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	1.7%	1.3%	2.0%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	543	263	280	144	201	189	145	35	172	17	114	46	93	76	17	57	219	9	44
	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%

Eastleigh Constituency Poll, February 2013

Prepared on behalf of the Mail on Sunday

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Table 10

Q6. Finally could I please confirm that you live in the ward of [X]?[If not] what ward do you live in / could you give me your postcode so I can look it up?

Base: All Respondents

	Gender			Age			2010 Vote				Voting Intention					Prime Motive (Q3)			
	Total	Male	Female	18-34	35-54	55+	Conservative	Labour	Liberal Democrat	Other	Conservative	Labour	Liberal Democrat	UKIP	Other	Candidate	Party	Party leader	Tactical/ protest
Unweighted Total	543	260	283	118	170	246	111	48	188	22	95	53	93	85	16	53	210	12	51
Weighted Total	543	263	280	144	201	189	145	35	172	17	114	46	93	76	17	57	219	9	44
Bishopstoke East	29 5.4%	10 3.9%	19 6.8%	9 6.2%	9 4.2%	10 5.5%	6 4.0%	3 8.8%	9 5.4%	2 10.7%	3 2.8%	2 3.6%	2 2.4%	9 12.3%	1 8.7%	4 7.7%	10 4.6%	-	2 4.4%
Bishopstoke West	29 5.4%	17 6.5%	12 4.3%	8 5.8%	8 3.9%	13 6.9%	1 0.9%	4 12.1%	8 4.5%	1 6.2%	-	6 13.2%	6 6.7%	4 5.9%	1 7.9%	4 6.2%	11 4.9%	-	3 5.8%
Botley	27 5.0%	15 5.8%	12 4.3%	4 2.5%	12 3.7%	10 5.3%	7 4.5%	1 2.9%	10 6.1%	2 10.3%	7 6.0%	2 4.2%	4 3.9%	2 2.3%	-	1 2.5%	11 4.8%	* 5.3%	2 4.2%
Bursledon and Old Netley	40 7.4%	22 8.2%	19 6.7%	9 6.5%	7 3.7%	24 12.5%	15 10.0%	3 8.5%	16 9.1%	-	12 10.7%	1 1.9%	12 12.8%	3 4.4%	-	4 6.3%	23 10.7%	-	1 2.9%
Eastleigh Central	56 10.2%	35 13.4%	20 7.2%	20 14.1%	22 10.8%	12 6.2%	13 9.0%	2 6.5%	17 9.8%	1 5.9%	5 4.1%	5 11.6%	10 11.2%	10 13.9%	-	3 5.3%	20 8.9%	2 25.2%	6 14.2%
Eastleigh North	41 7.6%	20 7.5%	22 7.7%	10 6.7%	14 7.0%	17 9.0%	9 6.0%	* 1.3%	12 7.3%	2 14.5%	9 8.1%	1 2.7%	6 6.7%	5 6.0%	3 16.2%	2 3.9%	14 6.5%	1 6.3%	4 9.6%
Eastleigh South	44 8.1%	13 4.8%	32 11.3%	18 12.3%	14 6.8%	13 6.7%	6 3.8%	6 16.3%	16 9.2%	-	5 4.0%	10 21.8%	3 3.5%	7 9.7%	-	1 2.6%	18 8.2%	1 9.4%	5 11.3%
Fair Oak and Horton Heath	48 8.8%	25 9.6%	23 8.1%	11 7.9%	28 13.8%	9 4.6%	22 14.9%	2 5.3%	11 6.1%	4 21.5%	15 13.3%	2 4.7%	6 6.6%	9 11.9%	4 24.0%	6 9.8%	23 10.3%	1 7.6%	3 7.9%
Hamble-le-Rice and Butlocks Heath	30 5.5%	16 6.3%	13 4.8%	10 7.1%	5 2.4%	15 7.8%	10 7.2%	3 7.2%	6 3.4%	-	9 8.1%	3 5.5%	4 4.1%	2 3.3%	3 18.2%	5 8.9%	11 4.8%	2 18.5%	1 2.0%
Hedge End Grange Park	39 7.2%	13 5.0%	26 9.4%	12 8.2%	15 7.7%	12 6.4%	12 8.4%	1 2.9%	11 6.3%	-	10 8.8%	3 6.8%	6 6.8%	3 4.4%	1 6.4%	3 5.1%	17 7.8%	-	3 6.5%
Hedge End St Johns	40 7.3%	25 9.6%	15 5.2%	9 6.3%	15 7.7%	14 7.6%	10 7.1%	1 3.4%	15 8.9%	2 10.5%	8 7.2%	-	10 10.7%	5 6.0%	1 7.8%	6 9.7%	12 5.5%	-	5 11.9%
Hedge End Wildern	29 5.3%	9 3.6%	19 6.9%	6 3.9%	13 6.6%	10 5.2%	13 8.9%	2 5.4%	9 5.3%	-	11 9.9%	2 4.2%	2 2.4%	3 4.4%	1 6.3%	9 15.1%	9 4.3%	-	1 1.6%
Netley Abbey	27 5.0%	15 5.7%	12 4.4%	6 4.0%	15 7.5%	7 3.5%	5 3.2%	2 6.0%	12 7.0%	1 5.1%	5 4.1%	3 6.1%	11 11.8%	2 2.5%	-	3 3.3%	17 7.6%	-	2 4.1%
West End North	26 4.8%	13 4.8%	14 4.9%	6 4.4%	9 4.2%	11 6.0%	9 6.5%	1 3.1%	8 4.5%	1 6.4%	7 5.8%	2 4.2%	6 6.5%	6 7.7%	-	5 9.0%	11 4.9%	1 15.5%	3 7.1%
West End South	31 5.7%	14 5.4%	17 5.9%	5 3.4%	12 6.0%	12 6.2%	7 4.6%	2 5.8%	11 6.7%	2 9.0%	5 4.8%	4 8.1%	4 4.0%	4 5.4%	1 4.6%	3 4.5%	10 4.8%	1 12.1%	3 6.6%
Not in Eastleigh	6 1.1%	-	6 2.1%	1 0.7%	3 1.4%	1 0.7%	1 0.9%	2 4.4%	1 0.4%	-	3 2.5%	1 1.3%	-	-	-	-	3 1.6%	-	-
Sigma	543 100.0%	263 100.0%	280 100.0%	144 100.0%	201 100.0%	189 100.0%	145 100.0%	35 100.0%	172 100.0%	17 100.0%	114 100.0%	46 100.0%	93 100.0%	76 100.0%	17 100.0%	57 100.0%	219 100.0%	9 100.0%	44 100.0%

Prepared by Survation on behalf of the Mail on Sunday

SURVATION
SURVEYING THE NATION

Eastleigh Constituency Poll, February 2013

Prepared on behalf of the Mail on Sunday

23 Feb 2013

Table 11
Q7. Was the person ?
Base: All Respondents

	Gender			Age			2010 Vote				Voting Intention					Prime Motive (Q3)			
	Total	Male	Female	18-34	35-54	55+	Conservative	Labour	Liberal Democrat	Other	Conservative	Labour	Liberal Democrat	UKIP	Other	Candidate	Party	Party leader	Tactical/protest
Unweighted Total	543	260	283	118	170	246	111	48	188	22	95	53	93	85	16	53	210	12	51
Weighted Total	543	263	280	144	201	189	145	35	172	17	114	46	93	76	17	57	219	9	44
Male	263	263	-	75	98	86	74	10	82	12	51	22	46	43	11	24	107	7	23
	48.4%	100.0%	-	52.3%	48.6%	45.7%	51.1%	28.9%	47.9%	68.8%	44.4%	47.2%	49.0%	56.4%	67.0%	42.2%	48.6%	73.5%	53.6%
Female	280	-	280	69	103	103	71	25	89	5	63	24	48	33	5	33	113	2	20
	51.6%	-	100.0%	47.7%	51.4%	54.3%	48.9%	71.1%	52.1%	31.2%	55.6%	52.8%	51.0%	43.6%	33.0%	57.8%	51.4%	26.5%	46.4%
Sigma	543	263	280	144	201	189	145	35	172	17	114	46	93	76	17	57	219	9	44
	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%

Page	Table	Title
1	1	Q1. As you may be aware, there will be a by election in Eastleigh at the end of the month How likely will you be to vote in this election on a scale of 0 to 10?
2	2	Q2. Which candidate do you think you are most likely to vote for in this by election? Voting Intention Table - Unweighted
3	3	Q2. Which candidate do you think you are most likely to vote for in this by election? Voting Intention Table - Weighted
4	4	Q2. Which candidate do you think you are most likely to vote for in this by election? Voting Intention Table - Weighted by likelihood to vote
5	5	Q2. Which candidate do you think you are most likely to vote for in this by election? Voting Intention Table - Weighted by likelihood to vote (Excluding DK/Refused)
6	6	Q2. Which candidate do you think you are most likely to vote for in this by election? Voting Intention Table - weighted by likelihood to vote and with "refused" and "don't know" responses removed and replaced with a 0.3 factor of their 2010 vote
7	7	Q3. What is it that MOST attracts you to that choice?
8	8	Q4. Can you remember if you voted in the 2010 General Election and if so which party you voted for?
9	9	Q5. Can I ask which of the following age brackets you fall into?
10	10	Q6. Finally could I please confirm that you live in the ward of [X]?[If not] what ward do you live in / could you give me your postcode so I can look it up?
11	11	Q7. Was the person ?