

Rotherham Constituency Poll

27/09/2014

Prepared on behalf of Alan Bown

Methodology

Fieldwork Dates

23rd - 25th September 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 the parliamentary constituency of Rotherham

Sample Size

550

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 550 it is 95% certain that the 'true' value will fall within the range of 4.2% 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 responses "Labour", "Conservative", "Liberal Democrat" and "UKIP" prompted in a randomising order. As an additional 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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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	OTHER	Undecided	North	Central	South
Unweighted Total	550	239	311	107	154	289	39	199	26	58	19	131	100	23	166	151	237	162
Weighted Total	550	269	281	157	197	195	34	183	25	57	15	127	97	24	171	151	241	158
Boston Castle	78	40	38	14	36	28	5	28	4	9	1	22	14	7	18	-	-	78
	14.1%	14.8%	13.5%	8.6%	18.3%	14.4%	14.1%	15.3%	15.8%	15.8%	8.3%	17.3%	14.0%	28.4%	10.6%	-	-	49.3%
Brinsworth and Catcliffe	80	38	42	30	29	21	3	22	4	8	3	17	15	2	34	-	-	80
	14.6%	14.1%	15.0%	19.4%	14.7%	10.6%	7.5%	11.9%	15.8%	14.4%	20.2%	13.1%	15.0%	7.7%	20.2%	-	-	50.7%
Keppel	86	37	49	27	22	37	7	28	10	9	4	23	16	1	26	86	-	-
	15.7%	13.8%	17.6%	17.4%	11.2%	18.9%	21.1%	15.6%	39.2%	15.9%	28.5%	18.4%	16.0%	5.4%	15.5%	57.1%	-	-
Rotherham East	71	30	40	15	33	23	3	22	2	10	-	17	7	4	23	-	71	-
	12.9%	11.2%	14.4%	9.7%	16.5%	11.7%	8.2%	12.0%	9.5%	16.9%	-	13.5%	7.2%	18.2%	13.4%	-	29.4%	-
Rotherham West	97	49	48	34	30	33	9	37	2	2	3	21	22	1	26	-	97	-
	17.6%	18.2%	17.1%	21.4%	15.1%	17.1%	26.3%	20.0%	7.9%	4.3%	17.7%	16.7%	22.4%	5.1%	15.4%	-	40.2%	-
Valley	73	42	31	18	26	29	6	19	1	13	4	10	16	6	21	-	73	-
	13.3%	15.7%	11.1%	11.3%	13.4%	14.9%	17.4%	10.5%	2.5%	22.4%	25.3%	7.8%	16.4%	23.4%	12.1%	-	30.4%	-
Wingfield	65	33	32	19	21	25	2	27	2	6	-	17	9	3	22	65	-	-
	11.8%	12.3%	11.3%	12.1%	10.7%	12.6%	5.5%	14.8%	9.3%	10.4%	-	13.3%	9.1%	11.9%	12.7%	42.9%	-	-
SIGMA	550	269	281	157	197	195	34	183	25	57	15	127	97	24	171	151	241	158
	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. The next general election is now about 8 months away. On a scale of 0-10, where 10 is very certain and 0 is would not vote, how certain are you to vote in the general 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	OTHER	Undecided	North	Central	South
Unweighted Total	550	239	311	107	154	289	39	199	26	58	19	131	100	23	166	151	237	162
Weighted Total	550	269	281	157	197	195	34	183	25	57	15	127	97	24	171	151	241	158
10	307 55.9%	148 54.8%	159 56.8%	55 34.7%	113 57.1%	140 71.7%	25 72.1%	130 71.0%	13 52.0%	38 67.1%	11 70.9%	88 69.1%	64 65.3%	13 55.0%	94 54.8%	73 47.9%	138 57.2%	97 61.3%
9	26 4.7%	19 6.9%	7 2.6%	9 5.9%	7 3.4%	10 5.0%	1 1.8%	9 4.9%	1 2.3%	3 4.7%	- -	4 3.1%	4 3.7%	1 3.3%	11 6.7%	5 3.5%	15 6.4%	5 3.3%
8	47 8.5%	21 7.8%	26 9.2%	18 11.3%	16 8.3%	13 6.5%	6 17.1%	18 9.9%	3 12.0%	3 5.2%	1 4.0%	16 12.6%	11 11.4%	7 30.8%	10 6.1%	15 10.2%	20 8.5%	11 7.0%
7	26 4.8%	18 6.8%	8 2.8%	11 7.1%	10 5.2%	5 2.5%	1 3.6%	10 5.4%	3 10.1%	3 5.9%	1 8.1%	3 2.4%	6 6.2%	3 11.0%	12 7.1%	9 6.1%	7 2.8%	10 6.6%
6	11 2.1%	7 2.7%	4 1.5%	6 4.0%	3 1.3%	3 1.3%	- -	3 1.7%	- -	1 2.1%	- -	4 3.0%	1 1.2%	- -	6 3.3%	6 3.7%	3 1.3%	3 1.7%
5	40 7.3%	18 6.7%	22 7.8%	10 6.4%	16 8.3%	14 7.0%	2 5.3%	5 2.8%	3 12.4%	3 5.7%	3 17.0%	9 6.8%	10 10.1%	- -	17 9.8%	12 7.7%	12 5.1%	16 10.1%
4	5 0.9%	2 0.6%	3 1.2%	4 2.7%	- -	1 0.3%	- -	1 0.3%	- -	1 2.3%	- -	- -	- -	- -	5 2.9%	2 1.3%	3 1.2%	- -
3	3 0.6%	1 0.3%	2 0.9%	1 0.8%	1 0.6%	1 0.4%	- -	1 0.4%	- -	- -	- -	1 0.6%	- -	- -	2 1.4%	- -	2 0.9%	1 0.7%
2	13 2.4%	6 2.3%	7 2.5%	4 2.7%	7 3.4%	2 1.1%	- -	2 1.1%	3 11.2%	- -	- -	1 1.0%	1 0.8%	- -	9 5.0%	10 6.5%	3 1.2%	1 0.4%
1	8 1.4%	5 1.8%	3 1.1%	3 2.1%	4 2.0%	1 0.3%	- -	2 1.0%	- -	- -	- -	2 1.3%	1 1.2%	- -	5 2.9%	3 2.2%	4 1.6%	1 0.4%
0	63 11.5%	25 9.2%	38 13.7%	35 22.2%	21 10.4%	8 3.9%	- -	3 1.5%	- -	4 7.0%	- -	- -	- -	- -	- -	16 10.7%	33 13.8%	14 8.6%
SIGMA	550 100.0%	269 100.0%	281 100.0%	157 100.0%	197 100.0%	195 100.0%	34 100.0%	183 100.0%	25 100.0%	57 100.0%	15 100.0%	127 100.0%	97 100.0%	24 100.0%	171 100.0%	151 100.0%	241 100.0%	158 100.0%



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Table 3
Q3. Weighted by normal weighting
Q3. If that general election were to be held tomorrow, which party do you think you would be most likely to vote for in your Rotherham constituency?
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	OTHER	Undecided	North	Central	South
Unweighted Total	498	220	278	82	138	278	39	195	26	55	19	131	100	23	166	138	210	150
Weighted Total	487	245	242	122	177	188	34	180	25	53	15	127	97	24	171	135	208	144
UKIP	97	56	42	20	38	40	9	23	4	34	-	-	97	-	-	24	45	28
	20.0%	22.8%	17.2%	16.3%	21.3%	21.1%	26.5%	13.0%	17.3%	63.8%	-	-	100.0%	-	-	18.1%	21.5%	19.6%
Labour	127	70	57	31	42	54	-	99	7	2	-	127	-	-	-	40	48	39
	26.1%	28.7%	23.4%	25.4%	23.9%	28.6%	-	54.8%	26.1%	3.3%	-	100.0%	-	-	-	29.8%	23.2%	26.7%
Conservative	15	4	11	1	5	9	11	2	1	-	15	-	-	-	-	4	7	4
	3.2%	1.8%	4.6%	1.1%	2.7%	5.0%	31.8%	1.0%	2.5%	-	100.0%	-	-	-	-	3.3%	3.2%	3.1%
Liberal Democrat	10	6	4	-	4	6	2	4	3	-	-	-	-	10	-	3	4	3
	2.0%	2.4%	1.5%	-	2.3%	2.9%	5.3%	2.3%	11.6%	-	-	-	40.4%	-	-	2.1%	1.9%	2.0%
Some other party (Net)	14	8	6	3	9	2	1	7	1	5	-	-	-	14	-	1	7	6
	2.9%	3.4%	2.5%	2.6%	5.1%	1.0%	3.6%	4.0%	2.3%	9.6%	-	-	-	59.6%	-	0.9%	3.4%	4.0%
BNP	4	3	1	-	4	-	-	1	-	3	-	-	-	4	-	-	1	3
	0.8%	1.2%	0.5%	-	2.3%	-	-	0.6%	-	5.4%	-	-	-	16.9%	-	-	0.7%	1.7%
Green	3	2	1	2	-	2	-	1	1	2	-	-	-	3	-	-	2	2
	0.7%	1.0%	0.5%	1.3%	-	1.0%	-	0.4%	2.3%	4.1%	-	-	-	14.6%	-	-	0.8%	1.3%
Trade Unionist and Socialist Coalition	1	1	-	-	1	-	-	1	-	-	-	-	-	1	-	-	-	1
	0.3%	0.6%	-	-	0.8%	-	-	0.8%	-	-	-	-	-	5.9%	-	-	-	1.0%
Respect	1	-	1	-	1	-	-	1	-	-	-	-	-	1	-	-	1	-
	0.2%	-	0.5%	-	0.7%	-	-	0.7%	-	-	-	-	-	5.1%	-	-	0.6%	-
Party not listed	4	2	2	2	2	-	1	3	-	-	-	-	-	4	-	1	3	-
	0.8%	0.7%	1.0%	1.3%	1.4%	-	3.6%	1.6%	-	-	-	-	-	17.1%	-	0.9%	1.4%	-
Undecided	171	77	94	63	55	52	10	38	10	11	-	-	-	171	48	70	53	
	35.1%	31.3%	38.8%	51.9%	31.3%	27.6%	29.2%	21.1%	40.2%	21.0%	-	-	-	100.0%	35.7%	33.7%	36.4%	
Refused	53	23	29	3	23	26	1	7	-	1	-	-	-	-	14	27	12	
	10.8%	9.6%	12.0%	2.7%	13.3%	13.8%	3.6%	3.8%	-	2.4%	-	-	-	-	10.1%	13.0%	8.2%	
SIGMA	487	245	242	122	177	188	34	180	25	53	15	127	97	24	171	135	208	144
	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 4
Q3. Weighted by normal weighting and likelihood to vote
Q3. If that general election were to be held tomorrow, which party do you think you would be most likely to vote for in your Rotherham constituency?
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	OTHER	Undecided	North	Central	South
Unweighted Total	498	220	278	82	138	278	39	195	26	55	19	131	100	23	166	138	210	150
Weighted Total	498	250	248	115	179	204	38	196	24	57	16	135	102	25	163	129	218	151
UKIP	102 20.5%	58 23.4%	44 17.5%	20 17.4%	39 22.0%	42 20.8%	11 28.2%	26 13.2%	4 18.7%	37 64.8%	-	-	102 100.0%	-	-	24 18.5%	48 22.3%	30 19.6%
Labour	135 27.1%	75 30.1%	60 24.0%	28 24.5%	46 25.7%	60 29.6%	-	110 56.0%	7 28.2%	2 3.6%	-	135 100.0%	-	-	-	41 31.8%	53 24.2%	41 27.1%
Conservative	16 3.3%	5 1.9%	11 4.6%	2 1.3%	5 2.5%	10 5.0%	12 30.7%	2 1.1%	* 1.6%	-	16 100.0%	-	-	-	-	4 3.1%	7 3.2%	5 3.5%
Liberal Democrat	10 2.0%	6 2.4%	4 1.6%	-	4 2.1%	6 3.1%	2 4.6%	5 2.3%	3 12.5%	-	-	-	-	10 39.4%	-	3 2.6%	4 1.8%	3 1.9%
Some other party (Net)	15 3.1%	9 3.8%	6 2.4%	3 3.0%	10 5.5%	2 1.1%	1 3.1%	8 4.1%	1 2.9%	6 9.8%	-	-	-	15 60.6%	-	1 0.9%	8 3.5%	7 4.4%
BNP	5 0.9%	3 1.4%	1 0.4%	-	5 2.5%	-	-	1 0.5%	-	3 6.0%	-	-	-	5 17.7%	-	-	2 0.8%	3 1.8%
Green	4 0.8%	2 1.0%	1 0.5%	2 1.3%	-	2 1.1%	-	1 0.4%	1 2.9%	2 3.9%	-	-	-	4 14.7%	-	-	2 0.7%	2 1.5%
Trade Unionist and Socialist Coalition	2 0.3%	2 0.7%	-	-	2 0.9%	-	-	2 0.8%	-	-	-	-	-	2 6.5%	-	-	-	2 1.1%
Respect	1 0.2%	-	1 0.4%	-	1 0.6%	-	-	1 0.5%	-	-	-	-	-	1 3.9%	-	-	1 0.5%	-
Party not listed	5 0.9%	2 0.8%	3 1.1%	2 1.7%	3 1.5%	-	1 3.1%	3 1.7%	-	-	-	-	-	5 17.8%	-	1 0.9%	3 1.5%	-
Undecided	163 32.7%	71 28.5%	92 36.9%	58 50.6%	50 27.7%	55 27.0%	11 29.4%	40 20.5%	9 36.1%	11 19.1%	-	-	-	-	163 100.0%	41 32.2%	68 31.4%	53 35.1%
Refused	57 11.4%	25 9.9%	32 12.9%	4 3.0%	26 14.4%	27 13.5%	1 3.9%	6 2.8%	-	1 2.6%	-	-	-	-	-	14 11.0%	30 13.7%	13 8.5%
SIGMA	498 100.0%	250 100.0%	248 100.0%	115 100.0%	179 100.0%	204 100.0%	38 100.0%	196 100.0%	24 100.0%	57 100.0%	16 100.0%	135 100.0%	102 100.0%	25 100.0%	163 100.0%	129 100.0%	218 100.0%	151 100.0%

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Table 5
Q3. Weighted by normal weighting, likelihood to vote and with undecided / refused removed
Q3. If that general election were to be held tomorrow, which party do you think you would be most likely to vote for in your Rotherham constituency?
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	OTHER	Undecided	North	Central	South
Unweighted Total	273	136	137	37	76	160	26	145	15	44	19	131	100	23	-	76	115	82
Weighted Total	278	154	125	53	104	121	25	150	15	45	16	135	102	25	-	73	120	85
UKIP	102	58	44	20	39	42	11	26	4	37	-	-	102	-	-	24	48	30
	36.6%	38.0%	34.9%	37.7%	38.1%	34.9%	42.3%	17.2%	29.3%	82.8%	-	-	100.0%	-	-	32.5%	40.5%	34.7%
Labour	135	75	60	28	46	60	-	110	7	2	-	135	-	-	41	53	41	
	48.4%	48.8%	47.8%	53.0%	44.5%	49.7%	-	73.0%	44.2%	4.6%	-	100.0%	-	-	55.9%	44.0%	48.1%	
Conservative	16	5	11	2	5	10	12	2	*	-	16	-	-	-	4	7	5	
	5.8%	3.1%	9.2%	2.9%	4.4%	8.3%	46.1%	1.5%	2.4%	-	100.0%	-	-	-	5.5%	5.8%	6.1%	
Liberal Democrat	10	6	4	-	4	6	2	5	3	-	-	-	-	10	3	4	3	
	3.6%	3.9%	3.2%	-	3.6%	5.2%	6.9%	3.0%	19.5%	-	-	-	39.4%	-	4.5%	3.3%	3.3%	
Some other party (Net)	15	9	6	3	10	2	1	8	1	6	-	-	-	15	1	8	7	
	5.6%	6.1%	4.9%	6.5%	9.5%	1.8%	4.7%	5.3%	4.5%	12.6%	-	-	-	60.6%	1.6%	6.4%	7.7%	
BNP	5	3	1	-	5	-	-	1	-	3	-	-	-	5	-	2	3	
	1.6%	2.2%	0.9%	-	4.4%	-	-	0.7%	-	7.6%	-	-	-	17.7%	-	1.5%	3.2%	
Green	4	2	1	2	-	2	-	1	1	2	-	-	-	4	-	2	2	
	1.3%	1.5%	1.1%	2.9%	-	1.8%	-	0.6%	4.5%	4.9%	-	-	-	14.7%	-	1.3%	2.6%	
Trade Unionist and Socialist Coalition	2	2	-	-	2	-	-	2	-	-	-	-	-	2	-	-	2	
	0.6%	1.1%	-	-	1.6%	-	-	1.1%	-	-	-	-	-	6.5%	-	-	1.9%	
Respect	1	-	1	-	1	-	-	1	-	-	-	-	-	1	-	1	-	
	0.4%	-	0.8%	-	1.0%	-	-	0.7%	-	-	-	-	-	3.9%	-	0.8%	-	
Party not listed	5	2	3	2	3	-	1	3	-	-	-	-	-	5	1	3	-	
	1.6%	1.2%	2.1%	3.6%	2.5%	-	4.7%	2.2%	-	-	-	-	-	17.8%	1.6%	2.8%	-	
SIGMA	278	154	125	53	104	121	25	150	15	45	16	135	102	25	-	73	120	85
	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

Q4. What is your main reason for wanting to vote for [that party] ?

Base : All Answering

	Total	Gender		Age			2010 Vote				Voting Intention					Ward Group		
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	UKIP	OTHER	Undecided	North	Central	South
Unweighted Total	273	136	137	37	76	160	26	145	15	44	19	131	100	23	-	76	115	82
Weighted Total	264	145	119	56	98	110	23	135	15	41	15	127	97	24	-	73	111	80
I like their policies	78 29.4%	46 32.1%	31 26.2%	15 27.0%	32 32.5%	31 27.9%	11 47.0%	35 26.0%	3 22.6%	16 39.7%	7 47.0%	32 25.3%	34 34.8%	4 17.7%	-	22 29.7%	37 33.4%	19 23.6%
I like their party leader	1 0.3%	1 0.5%	-	-	-	1 0.7%	-	1 0.6%	-	-	-	1 0.6%	-	-	-	-	1 0.7%	-
I like the candidate	2 0.8%	2 1.1%	1 0.5%	-	-	2 2.0%	-	1 0.5%	1 5.1%	1 1.9%	-	1 0.6%	1 0.8%	1 2.7%	-	1 0.9%	2 1.4%	-
I dislike another party and want to stop them winning (tactical)	21 8.0%	8 5.8%	13 10.7%	1 2.2%	11 11.7%	8 7.7%	2 10.7%	14 10.1%	-	-	3 20.8%	13 10.5%	4 3.9%	1 3.3%	-	8 11.3%	8 7.3%	5 6.0%
As a general protest	7 2.8%	4 2.6%	4 3.1%	-	4 3.9%	4 3.3%	-	2 1.5%	-	5 11.4%	1 4.9%	-	5 5.4%	1 5.9%	-	2 3.0%	4 3.4%	1 1.7%
Local party good for area	8 3.0%	6 3.8%	2 2.0%	6 10.8%	1 1.1%	1 0.7%	-	3 2.1%	-	1 2.8%	-	7 5.6%	1 0.8%	-	-	2 2.3%	2 2.1%	4 4.8%
Always voted for them (tribal loyalty)	63 24.1%	31 21.1%	33 27.7%	13 24.2%	16 16.6%	34 30.7%	2 8.0%	50 36.7%	2 14.6%	1 1.5%	4 23.2%	59 46.2%	1 0.6%	1 2.6%	-	18 24.3%	27 24.5%	19 23.4%
Something else (try to categorise rather than using this)	42 16.1%	21 14.7%	21 17.7%	10 18.8%	16 16.7%	16 14.1%	4 15.4%	14 10.5%	4 28.6%	8 18.6%	1 4.0%	10 8.0%	25 25.8%	6 27.3%	-	12 16.1%	13 12.1%	17 21.6%
They are different from the other parties / I want a change	41 15.5%	26 18.3%	14 12.1%	10 17.1%	17 17.5%	14 12.9%	4 18.9%	16 12.0%	4 29.1%	10 24.1%	-	4 3.2%	27 27.9%	10 40.6%	-	9 12.4%	17 15.1%	15 19.0%
SIGMA	264 100.0%	145 100.0%	119 100.0%	56 100.0%	98 100.0%	110 100.0%	23 100.0%	135 100.0%	15 100.0%	41 100.0%	15 100.0%	127 100.0%	97 100.0%	24 100.0%	-	73 100.0%	111 100.0%	80 100.0%

Rotherham Constituency Poll

Prepared on behalf of Alan Bown

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Table 7

Q5. Imagine for a moment that there was no UKIP candidate standing in your Rotherham constituency. Which of the other parties would you then be most likely to vote for in the next election, or would you not vote?

Base : All Answering

	Total	Gender		Age			2010 Vote				Voting Intention					Ward Group		
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	UKIP	OTHER	Undecided	North	Central	South
Unweighted Total	100	50	50	13	29	58	9	25	4	38	-	-	100	-	-	27	45	28
Weighted Total	97	56	42	20	38	40	9	23	4	34	-	-	97	-	-	24	45	28
Conservative	15 15.4%	8 15.0%	7 15.8%	2 8.3%	6 17.1%	7 17.2%	4 49.0%	3 13.7%	-	6 16.5%	-	-	15 15.4%	-	-	4 15.9%	7 15.0%	4 15.5%
Labour	20 20.3%	11 20.5%	8 20.0%	6 30.6%	7 19.6%	6 15.7%	-	7 29.2%	-	7 21.7%	-	-	20 20.3%	-	-	1 5.8%	10 23.0%	8 28.5%
Liberal Democrat	6 5.8%	4 6.8%	2 4.4%	2 7.5%	3 7.3%	1 3.4%	-	1 3.4%	1 28.8%	4 10.5%	-	-	6 5.8%	-	-	2 8.4%	1 3.4%	2 7.3%
Another Party (Net)	9 9.2%	5 8.2%	4 10.5%	3 14.4%	1 3.7%	5 11.7%	1 7.0%	1 2.7%	-	5 14.0%	-	-	9 9.2%	-	-	4 17.3%	1 3.1%	3 11.7%
BNP	4 4.0%	1 2.5%	2 6.0%	1 6.1%	1 3.7%	1 3.2%	-	-	-	3 7.9%	-	-	4 4.0%	-	-	1 5.2%	-	3 9.2%
Green	1 1.4%	1 1.4%	1 1.5%	-	-	1 3.5%	-	1 2.7%	-	1 2.3%	-	-	1 1.4%	-	-	1 2.6%	1 1.7%	-
Respect	1 0.6%	-	1 1.5%	-	-	1 1.6%	-	-	-	1 1.8%	-	-	1 0.6%	-	-	-	1 1.4%	-
Monster Raving Loony	1 0.7%	-	1 1.5%	-	-	1 1.6%	1 7.0%	-	-	-	-	-	1 0.7%	-	-	1 2.6%	-	-
Party not listed	2 2.4%	2 4.3%	-	2 8.3%	-	1 1.8%	-	-	-	1 2.1%	-	-	2 2.4%	-	-	2 6.8%	-	1 2.5%
Would not vote	37 37.8%	19 34.6%	18 42.1%	5 22.9%	16 41.7%	16 41.5%	1 8.4%	11 45.1%	2 56.6%	8 24.5%	-	-	37 37.8%	-	-	12 50.0%	18 39.2%	7 25.0%
Don't know	11 11.7%	8 14.9%	3 7.3%	3 16.2%	4 10.6%	4 10.4%	3 35.5%	1 5.9%	1 14.7%	4 12.7%	-	-	11 11.7%	-	-	1 2.6%	7 16.4%	3 11.9%
SIGMA	97 100.0%	56 100.0%	42 100.0%	20 100.0%	38 100.0%	40 100.0%	9 100.0%	23 100.0%	4 100.0%	34 100.0%	-	-	97 100.0%	-	-	24 100.0%	45 100.0%	28 100.0%

Rotherham Constituency Poll

Prepared on behalf of Alan Bown

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Table 8

Q6. Imagine for a moment that there was no Labour candidate standing in your Rotherham constituency. Which of the other parties would you then be most likely to vote for in the next election, or would you not vote?

Base : All Answering

	Total	Gender		Age			2010 Vote				Voting Intention					Ward Group		
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	UKIP	OTHER	Undecided	North	Central	South
Unweighted Total	131	68	63	21	33	77	-	107	6	2	-	131	-	-	-	39	53	39
Weighted Total	127	70	57	31	42	54	-	99	7	2	-	127	-	-	-	40	48	39
Conservative	7	7	1	3	1	3	-	4	-	-	-	7	-	-	-	-	2	5
	5.7%	9.5%	1.1%	10.0%	3.3%	5.1%	-	4.4%	-	-	-	5.7%	-	-	-	-	4.6%	13.1%
UKIP	13	9	5	2	3	9	-	10	1	1	-	13	-	-	-	5	8	1
	10.6%	12.2%	8.7%	5.4%	6.6%	16.8%	-	10.4%	11.7%	35.4%	-	10.6%	-	-	-	12.7%	16.2%	1.5%
Liberal Democrat	19	12	6	5	7	7	-	12	3	-	-	19	-	-	-	8	8	3
	14.6%	17.8%	10.7%	14.9%	15.4%	13.8%	-	12.4%	48.7%	-	-	14.6%	-	-	-	19.2%	16.3%	7.7%
Another Party (Net)	12	8	4	-	4	8	-	11	-	-	-	12	-	-	-	5	6	1
	9.5%	12.0%	6.5%	-	9.3%	15.2%	-	11.5%	-	-	-	9.5%	-	-	-	11.8%	12.3%	3.7%
BNP	1	1	-	-	-	1	-	1	-	-	-	1	-	-	-	1	-	-
	0.6%	1.1%	-	-	-	1.5%	-	0.8%	-	-	-	0.6%	-	-	-	2.0%	-	-
Green	6	4	2	-	1	5	-	6	-	-	-	6	-	-	-	2	2	1
	4.9%	5.4%	4.3%	-	2.9%	9.4%	-	6.3%	-	-	-	4.9%	-	-	-	5.9%	5.1%	3.7%
Trade Unionist and Socialist Coalition	2	2	-	-	-	2	-	1	-	-	-	2	-	-	-	1	1	-
	1.2%	2.2%	-	-	-	2.9%	-	0.8%	-	-	-	1.2%	-	-	-	2.0%	1.6%	-
Party not listed	3	2	1	-	3	1	-	3	-	-	-	3	-	-	-	1	3	-
	2.8%	3.3%	2.1%	-	6.4%	1.5%	-	3.5%	-	-	-	2.8%	-	-	-	2.0%	5.6%	-
Would not vote	44	20	24	14	13	17	-	38	1	1	-	44	-	-	-	14	14	16
	34.9%	28.3%	43.1%	46.3%	29.7%	32.5%	-	38.4%	20.5%	64.6%	-	34.9%	-	-	-	35.3%	29.9%	40.9%
Don't know	30	14	17	7	15	8	-	22	1	-	-	30	-	-	-	8	9	13
	24.0%	19.2%	29.9%	23.4%	35.7%	15.1%	-	22.2%	19.1%	-	-	24.0%	-	-	-	21.1%	19.1%	33.1%
Refuse	1	1	-	-	-	1	-	1	-	-	-	1	-	-	-	-	1	-
	0.6%	1.1%	-	-	-	1.4%	-	0.8%	-	-	-	0.6%	-	-	-	-	1.6%	-
SIGMA	127	70	57	31	42	54	-	99	7	2	-	127	-	-	-	40	48	39
	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 on behalf of Alan Bown

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Table 9

Q7. Imagine for a moment that there was no Conservative Party candidate standing in your Rotherham constituency. Which of the other parties would you then be most likely to vote for in the next election, or would you not vote?

Base : All Answering

	Total	Gender		Age			2010 Vote				Voting Intention					Ward Group		
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	UKIP	OTHER	Undecided	North	Central	South
Unweighted Total	19	6	13	1	4	14	14	2	1	-	19	-	-	-	-	5	8	6
Weighted Total	15	4	11	1	5	9	11	2	1	-	15	-	-	-	-	4	7	4
Labour	1 8.4%	-	1 11.8%	1 100.0%	-	-	-	-	-	-	1 8.4%	-	-	-	-	-	1 19.6%	-
UKIP	4 25.3%	2 48.2%	2 16.2%	-	-	4 42.0%	4 36.0%	-	-	-	4 25.3%	-	-	-	-	1 14.4%	-	3 74.4%
Liberal Democrat	4 25.9%	2 34.5%	2 22.5%	-	1 25.8%	3 29.6%	3 24.1%	-	1 100.0%	-	4 25.9%	-	-	-	-	1 28.3%	3 41.5%	-
Another Party (Net)	1 4.1%	-	1 5.8%	-	-	1 6.8%	1 5.8%	-	-	-	1 4.1%	-	-	-	-	1 14.4%	-	-
Party not listed	1 4.1%	-	1 5.8%	-	-	1 6.8%	1 5.8%	-	-	-	1 4.1%	-	-	-	-	1 14.4%	-	-
Would not vote	1 8.1%	-	1 11.3%	-	1 25.8%	-	1 11.5%	-	-	-	1 8.1%	-	-	-	-	1 28.3%	-	-
Don't know	3 20.9%	1 17.3%	2 22.3%	-	1 25.0%	2 21.6%	2 22.6%	1 40.4%	-	-	3 20.9%	-	-	-	-	1 14.4%	3 38.9%	-
Refuse	1 7.3%	-	1 10.2%	-	1 23.3%	-	-	1 59.6%	-	-	1 7.3%	-	-	-	-	-	-	1 25.6%
SIGMA	15 100.0%	4 100.0%	11 100.0%	1 100.0%	5 100.0%	9 100.0%	11 100.0%	2 100.0%	1 100.0%	-	15 100.0%	-	-	-	-	4 100.0%	7 100.0%	4 100.0%

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Prepared on behalf of Alan Bown

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Table 10

Q8. Imagine for a moment that there was no Liberal Democrat candidate standing in your Rotherham constituency. Which of the other parties would you then be most likely to vote for in the next election, or would you not vote?

Base : All Answering

	Total	Gender		Age			2010 Vote				Voting Intention					Ward Group		
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	UKIP	OTHER	Undecided	North	Central	South
Unweighted Total	11	6	5	-	3	8	2	5	3	-	-	-	-	11	-	4	4	3
Weighted Total	10	6	4	-	4	6	2	4	3	-	-	-	-	10	-	3	4	3
Labour	1 14.5%	1 23.7%	-	-	1 34.0%	-	-	-	1 48.2%	-	-	-	-	1 14.5%	-	-	-	1 49.5%
UKIP	1 6.6%	-	1 17.1%	-	-	1 11.6%	-	1 15.5%	-	-	-	-	1 6.6%	-	1 22.3%	-	-	-
Conservative	3 26.4%	1 12.1%	2 49.1%	-	1 29.5%	1 24.1%	1 66.2%	1 15.0%	1 24.6%	-	-	-	3 26.4%	-	-	2 46.3%	1 25.2%	
Would not vote	2 23.0%	2 37.5%	-	-	1 36.5%	1 12.9%	-	2 53.9%	-	-	-	-	2 23.0%	-	-	1 38.0%	1 25.2%	
Don't know	3 29.5%	2 26.8%	1 33.7%	-	-	3 51.4%	1 33.8%	1 15.5%	1 27.2%	-	-	-	3 29.5%	-	2 77.7%	1 15.6%	-	
SIGMA	10 100.0%	6 100.0%	4 100.0%	-	4 100.0%	6 100.0%	2 100.0%	4 100.0%	3 100.0%	-	-	-	10 100.0%	-	3 100.0%	4 100.0%	3 100.0%	

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Table 11

Q9. Which of the following statements is closest to your opinion?

Base : All Answering

	Total	Gender		Age			2010 Vote				Voting Intention					Ward Group		
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	UKIP	OTHER	Undecided	North	Central	South
Unweighted Total	100	50	50	13	29	58	9	25	4	38	-	-	100	-	-	27	45	28
Weighted Total	97	56	42	20	38	40	9	23	4	34	-	-	97	-	-	24	45	28
I would rather vote UKIP than Conservative, even if that means Ed Miliband becomes Prime Minister	51 52.3%	29 52.1%	22 52.6%	11 53.0%	19 51.5%	21 52.7%	-	15 63.0%	3 72.2%	19 55.4%	-	-	51 52.3%	-	-	13 52.1%	26 57.1%	13 44.8%
I would rather stop Ed Miliband from becoming Prime Minister, even if that means I had to vote Conservative rather than UKIP	25 26.2%	15 27.6%	10 24.2%	8 38.6%	9 23.6%	9 22.3%	8 84.6%	5 19.8%	1 27.8%	8 24.3%	-	-	25 26.2%	-	-	5 18.5%	12 26.2%	9 32.7%
Don't know	21 21.6%	11 20.3%	10 23.3%	2 8.3%	9 25.0%	10 24.9%	1 15.4%	4 17.1%	-	7 20.2%	-	-	21 21.6%	-	-	7 29.4%	7 16.7%	6 22.5%
SIGMA	97 100.0%	56 100.0%	42 100.0%	20 100.0%	38 100.0%	40 100.0%	9 100.0%	23 100.0%	4 100.0%	34 100.0%	-	-	97 100.0%	-	-	24 100.0%	45 100.0%	28 100.0%

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Prepared on behalf of Alan Bown

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Table 12
Q10. Thinking back to the last general election in May 2010, can you remember if you voted in that particular election, and if so which party you voted for?
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	OTHER	Undecided	North	Central	South
Unweighted Total	550	239	311	107	154	289	39	199	26	58	19	131	100	23	166	151	237	162
Weighted Total	550	269	281	157	197	195	34	183	25	57	15	127	97	24	171	151	241	158
Labour	183 33.3%	94 34.8%	89 31.8%	28 18.0%	67 33.9%	88 44.9%	-	183 100.0%	-	-	2 12.2%	99 77.8%	23 24.0%	11 47.8%	38 22.3%	56 36.8%	78 32.3%	50 31.5%
Conservative	34 6.2%	13 4.8%	21 7.6%	5 3.1%	13 6.4%	17 8.6%	34 100.0%	-	-	-	11 70.4%	-	9 9.3%	3 12.9%	10 5.9%	9 6.0%	18 7.4%	7 4.7%
Liberal Democrat	25 4.6%	10 3.7%	15 5.4%	3 1.9%	13 6.4%	10 4.9%	-	-	25 100.0%	-	1 4.0%	7 5.2%	4 4.5%	3 14.6%	10 5.9%	12 8.1%	5 2.1%	8 5.0%
UKIP	47 8.5%	28 10.3%	19 6.7%	8 4.8%	20 10.1%	19 9.8%	-	-	-	47 81.4%	-	2 1.4%	31 31.5%	1 5.9%	10 5.8%	11 7.5%	19 7.7%	17 10.6%
Some other party	11 1.9%	4 1.4%	7 2.4%	2 1.0%	6 3.3%	3 1.3%	-	-	-	11 18.6%	-	-	3 3.3%	4 15.5%	1 0.7%	4 2.5%	6 2.6%	1 0.4%
Did not vote	150 27.2%	82 30.3%	68 24.2%	89 56.7%	40 20.2%	21 10.5%	-	-	-	-	2 13.4%	16 12.4%	19 19.3%	-	59 34.6%	41 27.1%	65 26.9%	44 27.7%
Don't remember	39 7.1%	15 5.5%	24 8.7%	20 12.6%	11 5.6%	8 4.2%	-	-	-	-	-	3 2.7%	6 6.6%	3 3.3%	23 13.7%	7 4.9%	18 7.4%	14 8.9%
Refused	61 11.2%	25 9.2%	37 13.1%	3 1.9%	28 14.1%	31 15.7%	-	-	-	-	-	1 0.6%	1 1.4%	-	19 11.0%	11 7.1%	33 13.7%	18 11.3%
SIGMA	550 100.0%	269 100.0%	281 100.0%	157 100.0%	197 100.0%	195 100.0%	34 100.0%	183 100.0%	25 100.0%	57 100.0%	15 100.0%	127 100.0%	97 100.0%	24 100.0%	171 100.0%	151 100.0%	241 100.0%	158 100.0%

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Prepared on behalf of Alan Bown

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Table 13

Q11. Do you mind if I ask which of the following age brackets 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	OTHER	Undecided	North	Central	South
Unweighted Total	550	239	311	107	154	289	39	199	26	58	19	131	100	23	166	151	237	162
Weighted Total	550	269	281	157	197	195	34	183	25	57	15	127	97	24	171	151	241	158
18-24	98	65	33	98	-	-	3	9	-	6	1	16	16	2	37	29	44	24
	17.8%	24.2%	11.6%	62.2%	-	-	9.4%	4.9%	-	11.0%	8.4%	12.9%	16.2%	6.8%	21.7%	19.2%	18.4%	15.5%
25-34	59	35	24	59	-	-	2	19	3	3	-	15	4	2	26	17	22	20
	10.8%	13.1%	8.6%	37.8%	-	-	4.7%	10.6%	11.8%	5.1%	-	11.6%	4.3%	6.8%	15.5%	11.5%	9.3%	12.5%
35-44	51	15	36	-	51	-	2	19	3	7	1	9	9	1	19	9	33	8
	9.3%	5.5%	12.9%	-	25.8%	-	6.8%	10.3%	11.0%	12.0%	7.8%	7.2%	9.5%	5.1%	11.1%	6.2%	13.8%	5.3%
45-54	146	58	88	-	146	-	10	48	10	19	4	33	28	12	36	34	56	57
	26.6%	21.7%	31.4%	-	74.2%	-	30.1%	26.2%	39.0%	34.1%	23.4%	26.1%	29.3%	50.4%	21.4%	22.5%	23.1%	35.9%
55-64	77	37	40	-	-	77	6	28	7	8	3	18	16	5	21	28	28	21
	14.0%	13.8%	14.1%	-	-	39.4%	16.5%	15.3%	27.8%	14.4%	21.0%	14.0%	16.4%	20.3%	12.6%	18.8%	11.6%	13.1%
65-74	73	38	36	-	-	73	7	40	2	10	3	23	18	1	19	21	35	17
	13.3%	14.0%	12.7%	-	-	37.6%	19.2%	21.9%	7.9%	17.8%	21.8%	17.8%	18.4%	5.7%	11.1%	14.0%	14.6%	10.9%
75+	45	20	25	-	-	45	5	20	1	3	3	13	6	1	11	12	22	11
	8.2%	7.6%	8.7%	-	-	23.0%	13.3%	10.7%	2.5%	5.7%	17.5%	10.5%	5.9%	5.0%	6.7%	7.9%	9.2%	6.9%
SIGMA	550	269	281	157	197	195	34	183	25	57	15	127	97	24	171	151	241	158
	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%

Rotherham Constituency Poll

Prepared on behalf of Alan Bown

26 Sep 2014

Table 14
Q12. 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	OTHER	Undecided	North	Central	South
Unweighted Total	550	239	311	107	154	289	39	199	26	58	19	131	100	23	166	151	237	162
Weighted Total	550	269	281	157	197	195	34	183	25	57	15	127	97	24	171	151	241	158
Male	269	269	-	101	73	96	13	94	10	32	4	70	56	14	77	70	122	78
	49.0%	100.0%	-	64.0%	37.1%	48.9%	37.9%	51.2%	39.4%	55.2%	28.6%	55.4%	57.2%	59.4%	44.9%	46.4%	50.5%	49.3%
Female	281	-	281	57	124	100	21	89	15	26	11	57	42	10	94	81	119	80
	51.0%	-	100.0%	36.0%	62.9%	51.1%	62.1%	48.8%	60.6%	44.8%	71.4%	44.6%	42.8%	40.6%	55.1%	53.6%	49.5%	50.7%
SIGMA	550	269	281	157	197	195	34	183	25	57	15	127	97	24	171	151	241	158
	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	Base Description	Base
4	1	Q1. Could I confirm that you live in the ward of [Y] ?	Base : All Respondents	550
5	2	Q2. The next general election is now about 8 months away. On a scale of 0-10, where 10 is very certain and 0 is would not vote, how certain are you to vote in the general election?	Base : All Respondents	550
6	3	Q3. Weighted by normal weighting Q3. If that general election were to be held tomorrow, which party do you think you would be most likely to vote for in your Rotherham constituency? / Some other party (Net)	Base : Respondents likely to vote	498
7	4	Q3. Weighted by normal weighting and likelihood to vote Q3. If that general election were to be held tomorrow, which party do you think you would be most likely to vote for in your Rotherham constituency? / Some other party (Net)	Base : Respondents likely to vote	498
8	5	Q3. Weighted by normal weighting, likelihood to vote and with undecided / refused removed Q3. If that general election were to be held tomorrow, which party do you think you would be most likely to vote for in your Rotherham constituency? / Some other party (Net)	Base : Respondents likely to vote	273
9	6	Q4. What is your main reason for wanting to vote for [that party] ?	Base : All Answering	273
10	7	Q5. Imagine for a moment that there was no UKIP candidate standing in your Rotherham constituency. Which of the other parties would you then be most likely to vote for in the next election, or would you not vote? / Another Party (Net)	Base : All Answering	100
11	8	Q6. Imagine for a moment that there was no Labour candidate standing in your Rotherham constituency. Which of the other parties would you then be most likely to vote for in the next election, or would you not vote? / Another Party (Net)	Base : All Answering	131
12	9	Q7. Imagine for a moment that there was no Conservative Party candidate standing in your Rotherham constituency. Which of the other parties would you then be most likely to vote for in the next election, or would you not vote? / Another Party (Net)	Base : All Answering	19
13	10	Q8. Imagine for a moment that there was no Liberal Democrat candidate standing in your Rotherham constituency. Which of the other parties would you then be most likely to vote for in the next election, or would you not vote?	Base : All Answering	11
14	11	Q9. Which of the following statements is closest to your opinion?	Base : All Answering	100
15	12	Q10. Thinking back to the last general election in May 2010, can you remember if you voted in that particular election, and if so which party you voted for?	Base : All Respondents	550

	Page	Table	Title	Base Description	Base
	16	13	Q11. Do you mind if I ask which of the following age brackets you fall into?	Base : All Respondents	550
	17	14	Q12. Gender	Base : All Respondents	550
