

Rochester and Strood Constituency Poll
Prepared on behalf of the Mail on Sunday

4 Oct 2014

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	Did not vote	CON	LAB	UKIP	LD	Undecided	Rochester	Strood	Rural
Unweighted Total	1012	454	558	108	385	519	409	221	56	65	155	210	168	281	15	225	373	260	379
Weighted Total	1012	469	543	294	365	352	359	207	52	68	223	210	171	265	13	230	425	270	317
Cuxton and Halling	51 5.1%	22 4.8%	29 5.3%	18 6.1%	15 4.1%	18 5.2%	27 7.5%	4 2.1%	3 5.1%	2 2.8%	14 6.3%	18 8.7%	4 2.4%	12 4.5%	1 8.4%	14 5.9%	-	-	51 16.1%
Peninsula	144 14.2%	68 14.4%	76 14.0%	38 13.1%	56 15.2%	50 14.1%	47 13.1%	23 10.9%	9 17.6%	13 19.4%	35 15.5%	22 10.7%	23 13.4%	54 20.2%	-	25 10.7%	-	-	144 45.4%
River	69 6.8%	32 6.9%	37 6.7%	22 7.5%	22 6.0%	25 7.0%	27 7.6%	9 4.2%	6 10.7%	3 5.0%	18 8.0%	19 8.9%	7 4.0%	12 4.5%	2 14.2%	13 5.8%	69 16.2%	-	-
Rochester East	96 9.5%	46 9.8%	50 9.2%	38 12.8%	26 7.2%	32 9.1%	21 5.8%	30 14.3%	5 10.0%	9 13.4%	22 9.7%	17 8.3%	26 15.2%	23 8.8%	-	18 7.7%	96 22.5%	-	-
Rochester South and Horsted	136 13.5%	58 12.3%	79 14.5%	41 13.8%	47 12.9%	49 13.8%	39 10.8%	28 13.6%	8 16.0%	9 13.6%	35 15.8%	36 17.2%	23 13.3%	33 12.4%	1 6.2%	29 12.7%	136 32.1%	-	-
Rochester West	124 12.3%	67 14.4%	57 10.4%	26 8.7%	45 12.3%	53 15.2%	50 13.9%	30 14.7%	6 11.3%	5 7.8%	21 9.4%	22 10.7%	26 15.3%	36 13.7%	2 12.3%	24 10.3%	124 29.2%	-	-
Strood North	140 13.8%	59 12.5%	81 15.0%	26 8.8%	64 17.5%	50 14.3%	49 13.7%	32 15.7%	5 9.9%	15 21.5%	27 11.9%	28 13.2%	27 15.7%	37 13.8%	5 37.6%	26 11.1%	-	140 51.8%	-
Strood Rural	122 12.0%	50 10.6%	72 13.3%	40 13.7%	45 12.4%	36 10.2%	50 14.0%	26 12.4%	5 10.4%	6 8.7%	21 9.3%	22 10.2%	14 8.4%	30 11.1%	3 21.3%	36 15.9%	-	-	122 38.4%
Strood South	130 12.9%	67 14.4%	63 11.6%	46 15.6%	45 12.4%	39 11.1%	49 13.7%	25 12.1%	5 9.0%	5 7.9%	32 14.2%	25 12.1%	21 12.3%	29 11.1%	-	46 19.9%	-	130 48.2%	-
SIGMA	1012 100.0%	469 100.0%	543 100.0%	294 100.0%	365 100.0%	352 100.0%	359 100.0%	207 100.0%	52 100.0%	68 100.0%	223 100.0%	210 100.0%	171 100.0%	265 100.0%	13 100.0%	230 100.0%	425 100.0%	270 100.0%	317 100.0%

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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		
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	Did not vote	CON	LAB	UKIP	LD	Undecided	Rochester	Strood	Rural
Unweighted Total	1012	454	558	108	385	519	409	221	56	65	155	210	168	281	15	225	373	260	379
Weighted Total	1012	469	543	294	365	352	359	207	52	68	223	210	171	265	13	230	425	270	317
10	563	275	288	93	210	260	244	138	32	56	42	127	112	183	8	101	248	144	171
	55.6%	58.7%	53.0%	31.5%	57.4%	73.9%	67.9%	66.6%	61.1%	81.7%	18.9%	60.3%	65.6%	68.9%	64.9%	44.0%	58.2%	53.4%	53.9%
9	43	22	21	13	13	16	21	9	2	2	2	18	11	6	1	4	17	12	14
	4.2%	4.6%	3.9%	4.6%	3.6%	4.6%	5.7%	4.2%	3.6%	3.2%	0.9%	8.7%	6.4%	2.4%	7.6%	1.8%	4.0%	4.3%	4.5%
8	74	38	36	22	33	19	25	10	6	1	19	11	8	32	1	19	34	13	27
	7.4%	8.1%	6.7%	7.4%	9.2%	5.4%	6.9%	4.9%	11.4%	1.5%	8.5%	5.2%	4.5%	12.0%	6.2%	8.4%	7.9%	4.9%	8.6%
7	43	19	24	14	18	11	16	7	2	1	15	10	3	10	-	19	19	10	14
	4.2%	4.0%	4.3%	4.6%	4.8%	3.2%	4.5%	3.5%	4.5%	1.6%	6.5%	4.8%	2.0%	3.8%	-	8.2%	4.5%	3.6%	4.4%
6	33	11	21	22	5	6	8	5	4	1	14	13	7	3	1	8	16	6	11
	3.2%	2.4%	3.9%	7.5%	1.3%	1.6%	2.1%	2.4%	6.9%	1.9%	6.3%	6.3%	4.2%	1.0%	4.2%	3.5%	3.8%	2.2%	3.3%
5	104	34	70	55	29	20	23	26	4	5	34	20	18	18	2	43	34	37	33
	10.3%	7.3%	12.9%	18.7%	8.1%	5.6%	6.4%	12.7%	7.4%	7.3%	15.2%	9.6%	10.4%	6.8%	17.1%	18.8%	8.1%	13.6%	10.5%
4	10	3	7	2	7	1	4	2	-	-	3	2	2	-	-	6	2	2	6
	1.0%	0.7%	1.2%	0.7%	2.0%	0.2%	1.2%	1.1%	-	-	1.2%	0.9%	1.3%	-	-	2.7%	0.5%	0.8%	1.9%
3	14	6	8	11	2	1	7	-	-	1	3	2	3	3	-	6	5	7	2
	1.4%	1.3%	1.4%	3.8%	0.6%	0.2%	1.9%	-	-	1.1%	1.4%	0.9%	1.6%	1.1%	-	2.8%	1.2%	2.5%	0.7%
2	23	7	16	14	8	1	3	2	1	-	15	4	4	4	-	11	1	15	6
	2.3%	1.5%	2.9%	4.7%	2.2%	0.3%	0.8%	0.7%	1.5%	-	6.6%	1.9%	2.6%	1.3%	-	4.7%	0.3%	5.7%	2.0%
1	7	2	5	-	4	3	4	1	-	1	1	3	1	2	-	1	4	1	2
	0.7%	0.4%	1.0%	-	1.1%	0.9%	1.0%	0.6%	-	1.6%	0.5%	1.4%	0.3%	0.9%	-	0.2%	0.9%	0.3%	0.8%
0	98	51	47	49	35	14	5	7	2	-	76	-	2	5	-	11	45	24	30
	9.7%	10.9%	8.7%	16.5%	9.7%	4.1%	1.5%	3.4%	3.5%	-	34.0%	-	1.0%	1.7%	-	4.8%	10.5%	8.7%	9.5%
SIGMA	1012	469	543	294	365	352	359	207	52	68	223	210	171	265	13	230	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%	100.0%

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

	Total	Gender		Age			2010 Vote					Voting Intention					Ward Group		
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	Did not vote	CON	LAB	UKIP	LD	Undecided	Rochester	Strood	Rural
Unweighted Total	1012	454	558	108	385	519	409	221	56	65	155	210	168	281	15	225	373	260	379
Weighted Total	1012	469	543	294	365	352	359	207	52	68	223	210	171	265	13	230	425	270	317
Conservative	210 20.8%	103 21.9%	108 19.8%	63 21.2%	73 20.1%	74 21.1%	155 43.2%	6 2.9%	6 12.2%	10 15.0%	29 12.9%	210 100.0%	-	-	-	-	95 22.3%	53 19.7%	62 19.7%
Labour	171 16.9%	75 16.1%	96 17.6%	48 16.5%	60 16.4%	63 17.8%	11 3.0%	131 63.3%	8 15.9%	4 6.2%	7 3.0%	-	171 100.0%	-	-	-	82 19.2%	48 17.8%	41 13.0%
UKIP	265 26.2%	153 32.8%	112 20.5%	68 23.1%	90 24.6%	107 30.4%	105 29.1%	31 15.2%	9 17.4%	35 51.1%	68 30.5%	-	-	265 100.0%	-	-	104 24.5%	66 24.4%	95 30.0%
Liberal Democrat	13 1.3%	5 1.0%	8 1.5%	2 0.7%	3 0.8%	8 2.2%	2 0.5%	1 0.7%	9 16.7%	1 1.4%	-	-	-	-	13 100.0%	-	4 1.0%	5 1.8%	4 1.2%
Another Party (Net)	11 1.0%	7 1.5%	4 0.7%	5 1.5%	3 0.8%	3 0.9%	2 0.6%	1 0.7%	1 1.6%	4 5.5%	2 1.0%	-	-	-	-	-	5 1.1%	1 0.3%	5 1.7%
Green	8 0.8%	5 1.0%	4 0.7%	5 1.5%	1 0.2%	3 0.9%	-	1 0.7%	1 1.6%	4 5.5%	2 1.0%	-	-	-	-	-	2 0.6%	1 0.3%	5 1.7%
BNP	1 0.1%	1 0.2%	-	-	1 0.3%	-	1 0.3%	-	-	-	-	-	-	-	-	-	1 0.3%	-	-
An independent candidate	1 0.1%	1 0.2%	-	-	1 0.3%	-	1 0.3%	-	-	-	-	-	-	-	-	-	1 0.3%	-	-
Undecided	230 22.7%	70 14.9%	160 29.4%	69 23.3%	94 25.6%	67 19.1%	72 20.0%	31 15.2%	18 34.7%	13 19.7%	56 25.2%	-	-	-	-	230 100.0%	84 19.7%	71 26.3%	75 23.5%
Refused	35 3.4%	13 2.7%	22 4.0%	3 1.0%	15 4.1%	17 4.8%	8 2.3%	-	-	-	2 0.8%	-	-	-	-	-	17 4.0%	9 3.2%	9 2.8%
Would not vote	78 7.7%	43 9.1%	35 6.5%	37 12.6%	28 7.6%	13 3.7%	5 1.3%	4 2.1%	1 1.5%	1 1.2%	59 26.5%	-	-	-	-	-	35 8.1%	18 6.6%	25 8.0%
SIGMA	1012 100.0%	469 100.0%	543 100.0%	294 100.0%	365 100.0%	352 100.0%	359 100.0%	207 100.0%	52 100.0%	68 100.0%	223 100.0%	210 100.0%	171 100.0%	265 100.0%	13 100.0%	230 100.0%	425 100.0%	270 100.0%	317 100.0%

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Table 4
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 in Rochester & Strood?
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	Did not vote	CON	LAB	UKIP	LD	Undecided	Rochester	Strood	Rural
Unweighted Total	935	419	516	91	347	497	405	215	54	65	101	210	166	278	15	218	347	241	347
Weighted Total	935	442	493	216	342	376	379	212	53	76	120	216	177	281	14	201	401	241	292
Conservative	216 23.1%	107 24.2%	109 22.2%	58 26.6%	74 21.7%	85 22.5%	165 43.6%	6 2.6%	8 14.4%	12 15.4%	22 18.7%	216 100.0%	-	-	-	-	99 24.7%	55 22.7%	62 21.4%
Labour	177 18.9%	81 18.4%	95 19.3%	42 19.5%	64 18.6%	71 18.8%	7 1.9%	140 66.0%	9 16.5%	5 6.7%	6 5.4%	-	177 100.0%	-	-	-	89 22.2%	44 18.3%	43 14.8%
UKIP	281 30.1%	166 37.5%	116 23.5%	64 29.7%	97 28.2%	120 31.9%	118 31.2%	34 15.9%	10 18.9%	39 50.8%	62 51.5%	-	-	281 100.0%	-	-	112 27.8%	68 28.4%	101 34.6%
Liberal Democrat	14 1.5%	6 1.3%	8 1.6%	1 0.6%	4 1.1%	9 2.3%	2 0.6%	2 0.8%	9 16.4%	1 1.4%	-	-	-	14 100.0%	-	-	5 1.2%	6 2.4%	3 1.0%
Another Party (Net)	9 1.0%	6 1.3%	3 0.7%	3 1.2%	4 1.1%	3 0.7%	3 0.7%	1 0.5%	1 1.8%	4 5.5%	-	-	-	-	-	-	5 1.3%	* *	4 1.2%
Green	6 0.7%	3 0.7%	3 0.7%	3 1.2%	1 0.3%	3 0.7%	-	1 0.5%	1 1.8%	4 5.5%	-	-	-	-	-	-	2 0.6%	* *	4 1.2%
BNP	1 0.1%	1 0.3%	-	-	1 0.4%	-	1 0.4%	-	-	-	-	-	-	-	-	-	1 0.3%	-	-
An independent candidate	1 0.1%	1 0.3%	-	-	1 0.4%	-	1 0.4%	-	-	-	-	-	-	-	-	-	1 0.3%	-	-
Undecided	201 21.5%	61 13.9%	139 28.2%	45 20.6%	85 24.8%	71 18.9%	75 19.9%	30 14.1%	17 32.0%	14 19.0%	28 23.6%	-	-	-	201 100.0%	-	72 17.9%	59 24.6%	69 23.7%
Refused	37 3.9%	14 3.3%	22 4.5%	4 1.7%	16 4.5%	18 4.7%	8 2.2%	-	-	-	1 0.8%	-	-	-	-	-	19 4.7%	9 3.6%	9 3.2%
Would not vote	1 0.1%	1 0.2%	-	-	-	1 0.3%	-	-	-	1 1.3%	-	-	-	-	-	-	1 0.2%	-	-
SIGMA	935 100.0%	442 100.0%	493 100.0%	216 100.0%	342 100.0%	376 100.0%	379 100.0%	212 100.0%	53 100.0%	76 100.0%	120 100.0%	216 100.0%	177 100.0%	281 100.0%	14 100.0%	201 100.0%	401 100.0%	241 100.0%	292 100.0%

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Table 5
Q3. Weighted by normal weightings, likelihood to vote and with undecided and refused removed
Q3. Which party do you think you are most likely to vote for in this by-election in Rochester & Strood?
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	Did not vote	CON	LAB	UKIP	LD	Undecided	Rochester	Strood	Rural
Unweighted Total	677	339	338	66	237	374	306	181	37	53	69	210	166	278	15	-	258	166	253
Weighted Total	697	365	331	168	242	287	295	182	36	61	91	216	177	281	14	-	310	173	214
Conservative	216 31.1%	107 29.3%	109 33.0%	58 34.3%	74 30.7%	85 29.5%	165 55.9%	6 3.1%	8 21.1%	12 19.3%	22 24.7%	216 100.0%	-	-	-	-	99 32.0%	55 31.6%	62 29.2%
Labour	177 25.3%	81 22.3%	95 28.7%	42 25.1%	64 26.3%	71 24.7%	7 2.4%	140 76.9%	9 24.3%	5 8.4%	6 7.1%	-	177 100.0%	-	-	-	89 28.7%	44 25.5%	43 20.3%
UKIP	281 40.4%	166 45.3%	116 34.9%	64 38.3%	97 40.0%	120 41.9%	118 40.0%	34 18.5%	10 27.8%	39 63.7%	62 68.2%	-	-	281 100.0%	-	-	112 36.0%	68 39.5%	101 47.4%
Liberal Democrat	14 2.0%	6 1.6%	8 2.4%	1 0.8%	4 1.5%	9 3.0%	2 0.7%	2 0.9%	9 24.1%	1 1.8%	-	-	-	-	14 100.0%	-	5 1.6%	6 3.3%	3 1.4%
Another Party (Net)	9 1.3%	6 1.5%	3 1.0%	3 1.6%	4 1.5%	3 0.9%	3 0.9%	1 0.6%	1 2.7%	4 6.8%	-	-	-	-	-	-	5 1.7%	* *	4 1.7%
Green	6 0.9%	3 0.8%	3 1.0%	3 1.6%	1 0.4%	3 0.9%	-	1 0.6%	1 2.7%	4 6.8%	-	-	-	-	-	-	2 0.8%	* *	4 1.7%
BNP	1 0.2%	1 0.4%	-	-	1 0.6%	-	1 0.5%	-	-	-	-	-	-	-	-	-	1 0.4%	-	-
An independent candidate	1 0.2%	1 0.4%	-	-	1 0.6%	-	1 0.5%	-	-	-	-	-	-	-	-	-	1 0.4%	-	-
SIGMA	697 100.0%	365 100.0%	331 100.0%	168 100.0%	242 100.0%	287 100.0%	295 100.0%	182 100.0%	36 100.0%	61 100.0%	91 100.0%	216 100.0%	177 100.0%	281 100.0%	14 100.0%	-	310 100.0%	173 100.0%	214 100.0%

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Table 6
Q4. 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		
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	Did not vote	CON	LAB	UKIP	LD	Undecided	Rochester	Strood	Rural
Unweighted Total	1012	454	558	108	385	519	409	221	56	65	155	210	168	281	15	225	373	260	379
Weighted Total	1012	469	543	294	365	352	359	207	52	68	223	210	171	265	13	230	425	270	317
Labour	207	81	125	42	76	89	-	207	-	-	-	6	131	31	1	31	97	57	52
	20.4%	17.4%	23.1%	14.3%	20.9%	25.2%	-	100.0%	-	-	-	2.9%	76.5%	11.8%	11.0%	13.7%	22.8%	21.2%	16.6%
Conservative	359	178	181	62	134	163	359	-	-	-	-	155	11	105	2	72	137	98	124
	35.5%	38.0%	33.3%	21.2%	36.7%	46.3%	100.0%	-	-	-	-	73.8%	6.3%	39.4%	13.7%	31.4%	32.2%	36.4%	39.2%
Liberal Democrat	52	23	29	8	27	17	-	-	52	-	-	6	8	9	9	18	25	10	17
	5.1%	5.0%	5.3%	2.6%	7.5%	4.9%	-	-	100.0%	-	-	3.0%	4.8%	3.4%	67.7%	7.9%	5.9%	3.6%	5.4%
UKIP	41	20	21	9	20	12	-	-	-	41	-	4	1	33	-	3	20	12	10
	4.1%	4.3%	3.9%	3.1%	5.6%	3.4%	-	-	-	60.6%	-	1.8%	0.4%	12.5%	-	1.3%	4.7%	4.3%	3.1%
Other	27	12	15	13	7	7	-	-	-	27	-	6	3	2	1	10	7	8	11
	2.7%	2.5%	2.8%	4.3%	2.0%	1.9%	-	-	-	39.4%	-	3.0%	2.0%	0.7%	7.6%	4.6%	1.7%	3.1%	3.5%
Did not vote	223	114	109	136	56	31	-	-	-	-	223	29	7	68	-	56	95	58	69
	22.0%	24.4%	20.0%	46.2%	15.2%	8.9%	-	-	-	-	100.0%	13.7%	4.0%	25.6%	-	24.5%	22.5%	21.6%	21.9%
Can't remember	63	25	38	21	26	15	-	-	-	-	-	3	10	14	-	27	22	15	26
	6.2%	5.3%	7.0%	7.3%	7.0%	4.4%	-	-	-	-	-	1.5%	6.0%	5.3%	-	11.8%	5.2%	5.5%	8.1%
Refused	40	15	25	3	19	18	-	-	-	-	-	1	-	3	-	11	21	12	7
	4.0%	3.1%	4.7%	1.0%	5.2%	5.1%	-	-	-	-	-	0.3%	-	1.2%	-	4.9%	5.1%	4.3%	2.2%
SIGMA	1012	469	543	294	365	352	359	207	52	68	223	210	171	265	13	230	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%	100.0%

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Table 7
Q5. What is your main motive for intending to vote for UKIP candidate Mark Reckless in the by-election?
Base : All Answering

	Total	Gender		Age			2010 Vote					Voting Intention					Ward Group		
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	Did not vote	CON	LAB	UKIP	LD	Undecided	Rochester	Strood	Rural
Unweighted Total	282	155	127	25	96	161	124	39	11	37	52	-	1	281	-	-	95	66	121
Weighted Total	266	153	113	68	91	107	105	31	9	35	68	-	1	265	-	-	105	66	95
I like Mark Reckless	32	21	11	3	11	18	17	3	1	4	7	-	-	32	-	-	10	7	15
	12.0%	13.4%	10.2%	4.7%	12.3%	16.4%	16.2%	9.6%	8.5%	11.0%	11.0%	-	-	12.1%	-	-	9.3%	11.1%	15.7%
I like UKIP and support their policies	186	105	81	55	59	72	70	19	5	27	48	-	1	185	-	-	75	49	62
	70.0%	68.6%	71.8%	80.9%	64.7%	67.5%	66.9%	61.2%	60.0%	78.1%	70.1%	-	100.0%	69.9%	-	-	71.7%	74.0%	65.3%
I want to send a message of protest to the government	48	28	20	10	21	17	18	9	3	4	13	-	-	48	-	-	20	10	18
	18.0%	18.0%	18.0%	14.4%	23.0%	16.1%	16.9%	29.2%	31.6%	10.9%	18.9%	-	-	18.1%	-	-	19.0%	14.9%	19.0%
SIGMA	266	153	113	68	91	107	105	31	9	35	68	-	1	265	-	-	105	66	95
	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 8

Q6. Will you also support Mark Reckless if he stands as the UKIP candidate at the general election next year?

Base : All Answering

	Total	Gender		Age			2010 Vote					Voting Intention				Ward Group			
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	Did not vote	CON	LAB	UKIP	LD	Undecided	Rochester	Strood	Rural
Unweighted Total	282	155	127	25	96	161	124	39	11	37	52	-	1	281	-	-	95	66	121
Weighted Total	266	153	113	68	91	107	105	31	9	35	68	-	1	265	-	-	105	66	95
Yes	233	136	97	57	80	96	96	26	8	33	56	-	1	232	-	-	87	62	84
	87.5%	88.5%	86.2%	84.2%	88.1%	89.2%	91.7%	82.4%	91.5%	94.0%	83.1%	-	100.0%	87.5%	-	-	82.7%	94.0%	88.4%
No	8	3	5	3	3	2	2	1	-	-	5	-	-	8	-	-	7	1	1
	3.2%	1.9%	4.8%	4.5%	3.7%	1.9%	1.6%	3.4%	-	-	7.3%	-	-	3.2%	-	-	6.8%	1.1%	0.6%
Don't know	25	15	10	8	8	10	7	4	1	2	7	-	-	25	-	-	11	3	11
	9.3%	9.5%	9.0%	11.3%	8.3%	8.9%	6.7%	14.2%	8.5%	6.0%	9.6%	-	-	9.3%	-	-	10.5%	4.9%	11.0%
SIGMA	266	153	113	68	91	107	105	31	9	35	68	-	1	265	-	-	105	66	95
	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
Q7. What do you think of Mark Reckless' 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		
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	Did not vote	CON	LAB	UKIP	LD	Undecided	Rochester	Strood	Rural
Unweighted Total	1012	454	558	108	385	519	409	221	56	65	155	210	168	281	15	225	373	260	379
Weighted Total	1012	469	543	294	365	352	359	207	52	68	223	210	171	265	13	230	425	270	317
This was an honourable decision taken as a matter of principle	364 36.0%	186 39.7%	179 32.8%	82 28.0%	132 36.1%	150 42.6%	152 42.3%	72 34.7%	16 30.5%	34 49.4%	57 25.7%	31 14.7%	45 26.5%	193 72.9%	1 9.6%	72 31.4%	141 33.3%	97 35.9%	126 39.8%
This was an opportunistic decision taken for self-serving political reasons	354 35.0%	158 33.7%	196 36.1%	94 31.8%	143 39.2%	117 33.2%	138 38.5%	90 43.3%	27 51.8%	23 34.1%	50 22.6%	124 59.1%	90 52.4%	26 10.0%	8 60.0%	75 32.9%	154 36.3%	97 36.0%	102 32.3%
Don't know	294 29.0%	125 26.7%	169 31.1%	118 40.2%	90 24.7%	85 24.2%	69 19.2%	45 22.0%	9 17.6%	11 16.4%	115 51.8%	55 26.1%	36 21.1%	45 17.1%	4 30.4%	82 35.8%	129 30.4%	76 28.1%	89 28.0%
SIGMA	1012 100.0%	469 100.0%	543 100.0%	294 100.0%	365 100.0%	352 100.0%	359 100.0%	207 100.0%	52 100.0%	68 100.0%	223 100.0%	210 100.0%	171 100.0%	265 100.0%	13 100.0%	230 100.0%	425 100.0%	270 100.0%	317 100.0%

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Table 10
Q8. 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	Did not vote	CON	LAB	UKIP	LD	Undecided	Rochester	Strood	Rural
Unweighted Total	409	198	211	23	143	243	409	-	-	-	-	170	8	124	2	89	137	102	170
Weighted Total	359	178	181	62	134	163	359	-	-	-	-	155	11	105	2	72	137	98	124
"Mark Reckless is a hero"	89	58	31	22	21	45	89	-	-	-	-	9	1	66	1	7	29	24	36
	24.7%	32.3%	17.1%	35.8%	16.0%	27.5%	24.7%	-	-	-	-	5.8%	5.0%	63.5%	39.1%	9.4%	21.2%	24.4%	28.7%
"Mark Reckless is a traitor"	112	48	64	19	43	51	112	-	-	-	-	79	6	2	1	21	51	27	34
	31.2%	26.9%	35.5%	29.9%	31.7%	31.3%	31.2%	-	-	-	-	51.1%	51.6%	1.8%	60.9%	29.8%	36.9%	28.0%	27.5%
Don't know	158	73	86	21	70	67	158	-	-	-	-	67	5	36	-	44	57	47	54
	44.1%	40.8%	47.4%	34.3%	52.3%	41.2%	44.1%	-	-	-	-	43.1%	43.4%	34.7%	-	60.7%	41.9%	47.6%	43.8%
SIGMA	359	178	181	62	134	163	359	-	-	-	-	155	11	105	2	72	137	98	124
	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

Q9. 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		
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	Did not vote	CON	LAB	UKIP	LD	Undecided	Rochester	Strood	Rural
Unweighted Total	1012	454	558	108	385	519	409	221	56	65	155	210	168	281	15	225	373	260	379
Weighted Total	1012	469	543	294	365	352	359	207	52	68	223	210	171	265	13	230	425	270	317
Vote for the UK to leave the European Union	414 40.9%	217 46.3%	197 36.2%	99 33.7%	140 38.4%	175 49.6%	175 48.7%	67 32.5%	12 23.3%	43 62.2%	78 35.1%	65 30.7%	41 24.1%	187 70.4%	1 5.4%	88 38.1%	158 37.1%	108 40.1%	148 46.7%
Vote for the UK to remain a member of the European Union	377 37.3%	183 39.0%	195 35.8%	136 46.0%	134 36.8%	108 30.6%	111 30.8%	112 54.2%	29 55.2%	13 18.4%	84 37.6%	108 51.3%	107 62.7%	35 13.2%	12 90.4%	69 30.0%	177 41.6%	86 31.7%	115 36.2%
Undecided	221 21.8%	69 14.6%	152 28.0%	60 20.3%	91 24.9%	70 19.8%	74 20.5%	27 13.2%	11 21.6%	13 19.3%	61 27.2%	38 17.9%	23 13.3%	44 16.5%	1 4.2%	73 31.9%	90 21.3%	76 28.2%	54 17.0%
SIGMA	1012 100.0%	469 100.0%	543 100.0%	294 100.0%	365 100.0%	352 100.0%	359 100.0%	207 100.0%	52 100.0%	68 100.0%	223 100.0%	210 100.0%	171 100.0%	265 100.0%	13 100.0%	230 100.0%	425 100.0%	270 100.0%	317 100.0%

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Table 12
Q10. Which party leader do you personally prefer?
Base : All Answering

	Total	Gender		Age			2010 Vote					Voting Intention					Ward Group		
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	Did not vote	CON	LAB	UKIP	LD	Undecided	Rochester	Strood	Rural
Unweighted Total	1011	453	558	108	385	518	409	221	56	65	154	210	168	280	15	225	372	260	379
Weighted Total	1011	468	543	294	365	351	359	207	52	68	222	210	171	264	13	230	424	270	317
David Cameron	330	158	172	102	109	118	208	28	10	9	60	182	24	28	2	66	141	83	106
	32.6%	33.8%	31.6%	34.8%	29.9%	33.7%	58.0%	13.5%	19.5%	12.8%	26.8%	86.5%	14.2%	10.5%	13.3%	28.9%	33.2%	30.7%	33.5%
Ed Miliband	114	46	68	29	35	49	4	85	7	5	9	-	81	5	1	16	51	25	37
	11.3%	9.9%	12.4%	9.9%	9.7%	14.0%	1.2%	41.0%	13.1%	6.9%	3.9%	-	47.6%	1.8%	11.0%	7.2%	12.1%	9.2%	11.8%
Nick Clegg	37	16	20	10	15	12	3	10	8	2	7	3	16	3	5	4	15	13	8
	3.6%	3.5%	3.8%	3.5%	4.0%	3.4%	0.7%	4.8%	14.9%	2.7%	3.2%	1.6%	9.5%	1.2%	39.9%	1.6%	3.6%	4.9%	2.6%
Nigel Farage	192	124	68	46	75	70	78	27	9	29	36	7	4	161	-	16	74	54	64
	18.9%	26.5%	12.4%	15.7%	20.5%	20.0%	21.7%	13.0%	17.5%	42.0%	16.2%	3.2%	2.1%	60.9%	-	7.0%	17.4%	20.0%	20.2%
Don't know	339	123	216	106	131	102	66	57	18	24	111	18	46	68	5	127	143	95	101
	33.5%	26.3%	39.7%	36.2%	35.9%	28.9%	18.3%	27.7%	35.0%	35.7%	49.9%	8.7%	26.7%	25.6%	35.8%	55.4%	33.7%	35.2%	31.9%
SIGMA	1011	468	543	294	365	351	359	207	52	68	222	210	171	264	13	230	424	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%	100.0%

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Table 13

Q11. 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		
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	Did not vote	CON	LAB	UKIP	LD	Undecided	Rochester	Strood	Rural
Unweighted Total	1012	454	558	108	385	519	409	221	56	65	155	210	168	281	15	225	373	260	379
Weighted Total	1012	469	543	294	365	352	359	207	52	68	223	210	171	265	13	230	425	270	317
Much less likely to vote for UKIP	120 11.8%	52 11.2%	67 12.4%	43 14.5%	45 12.2%	32 9.2%	70 19.4%	17 8.0%	3 6.5%	3 4.1%	21 9.6%	54 25.7%	12 6.9%	19 7.1%	2 17.6%	27 11.6%	40 9.4%	36 13.4%	44 13.8%
Somewhat less likely to vote for UKIP	115 11.4%	50 10.7%	65 12.0%	35 11.9%	40 11.0%	40 11.3%	52 14.5%	17 8.3%	5 9.8%	3 3.7%	29 12.8%	28 13.2%	13 7.6%	37 13.9%	1 5.6%	26 11.4%	45 10.6%	31 11.3%	39 12.4%
No impact on my vote	665 65.7%	306 65.4%	359 66.0%	176 59.7%	244 66.9%	245 69.5%	208 57.8%	149 71.8%	38 73.2%	55 79.8%	138 61.8%	127 60.2%	131 76.6%	149 56.0%	10 76.8%	151 65.7%	302 71.1%	169 62.6%	194 61.2%
Somewhat more likely to vote for UKIP	68 6.7%	34 7.2%	34 6.2%	32 10.7%	19 5.2%	17 4.9%	19 5.2%	15 7.2%	3 5.5%	4 5.7%	21 9.4%	1 0.3%	11 6.2%	37 14.0%	-	14 6.1%	17 4.0%	23 8.5%	28 8.7%
Much more likely to vote for UKIP	45 4.4%	26 5.6%	19 3.4%	9 3.2%	17 4.7%	18 5.1%	11 3.1%	10 4.6%	3 5.0%	5 6.8%	14 6.5%	1 0.6%	4 2.6%	24 9.0%	-	12 5.1%	21 5.0%	11 4.2%	12 3.9%
SIGMA	1012 100.0%	469 100.0%	543 100.0%	294 100.0%	365 100.0%	352 100.0%	359 100.0%	207 100.0%	52 100.0%	68 100.0%	223 100.0%	210 100.0%	171 100.0%	265 100.0%	13 100.0%	230 100.0%	425 100.0%	270 100.0%	317 100.0%

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Table 14

Q12. Next Thursday, another Conservative MP who has defected to UKIP, Clacton MP Douglas Carswell, is standing as a UKIP candidate in a by election in his Clacton constituency.

If Douglas Carswell wins for UKIP in Clacton, will it make you more or less likely to vote for Mark Reckless when he stands as a UKIP candidate in a by election in Rochester in a few weeks?

Base : All Respondents

	Total	Gender		Age			2010 Vote					Voting Intention					Ward Group		
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	Did not vote	CON	LAB	UKIP	LD	Undecided	Rochester	Strood	Rural
Unweighted Total	1012	454	558	108	385	519	409	221	56	65	155	210	168	281	15	225	373	260	379
Weighted Total	1012	469	543	294	365	352	359	207	52	68	223	210	171	265	13	230	425	270	317
Much more likely	48 4.8%	27 5.8%	21 3.9%	13 4.4%	15 4.1%	20 5.8%	18 5.1%	5 2.6%	3 4.9%	2 3.4%	18 8.2%	2 1.0%	4 2.2%	36 13.6%	- -	6 2.5%	20 4.6%	13 4.7%	16 5.0%
Somewhat more likely	68 6.8%	33 7.1%	35 6.5%	19 6.5%	27 7.3%	23 6.4%	29 8.2%	10 5.0%	2 3.0%	6 9.0%	15 6.5%	2 0.7%	1 0.4%	40 14.9%	- -	24 10.3%	20 4.7%	20 7.6%	28 8.8%
Neither more nor less likely	775 76.6%	363 77.4%	412 75.9%	212 72.1%	281 77.0%	282 80.0%	257 71.7%	161 77.9%	44 84.8%	57 83.3%	176 78.8%	145 68.7%	144 84.2%	185 69.8%	12 94.6%	180 78.3%	339 79.8%	203 75.0%	233 73.7%
Somewhat less likely	44 4.4%	15 3.1%	30 5.4%	23 7.7%	11 3.0%	11 3.0%	21 5.9%	11 5.4%	1 2.8%	1 1.0%	5 2.4%	25 11.8%	6 3.6%	2 0.7%	- -	7 2.9%	13 3.1%	11 4.0%	21 6.5%
Much less likely	76 7.5%	30 6.5%	45 8.3%	28 9.4%	31 8.6%	17 4.8%	33 9.2%	19 9.1%	2 4.4%	2 3.2%	9 4.0%	37 17.7%	16 9.5%	3 1.0%	1 5.4%	14 5.9%	33 7.8%	24 8.7%	19 6.0%
SIGMA	1012 100.0%	469 100.0%	543 100.0%	294 100.0%	365 100.0%	352 100.0%	359 100.0%	207 100.0%	52 100.0%	68 100.0%	223 100.0%	210 100.0%	171 100.0%	265 100.0%	13 100.0%	230 100.0%	425 100.0%	270 100.0%	317 100.0%

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Table 15
Q13. Mark Reckless admitted that on one occasion in the House of Commons he was too drunk to vote on the budget. 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	Did not vote	CON	LAB	UKIP	LD	Undecided	Rochester	Strood	Rural
Unweighted Total	1012	454	558	108	385	519	409	221	56	65	155	210	168	281	15	225	373	260	379
Weighted Total	1012	469	543	294	365	352	359	207	52	68	223	210	171	265	13	230	425	270	317
This episode proves that Mark Reckless is unfit to be an MP	358 35.4%	147 31.3%	211 38.9%	134 45.6%	133 36.3%	91 25.9%	112 31.0%	101 49.0%	25 48.7%	14 21.0%	76 34.2%	101 48.2%	101 59.0%	23 8.7%	7 53.5%	85 37.1%	156 36.7%	93 34.4%	109 34.4%
This episode does not prove that Mark Reckless is unfit to be an MP	483 47.7%	252 53.9%	231 42.4%	115 39.0%	180 49.3%	188 53.3%	189 52.7%	80 38.9%	25 48.1%	46 66.9%	98 44.1%	76 36.0%	49 28.7%	206 77.8%	5 35.8%	99 43.2%	192 45.2%	132 48.9%	159 50.2%
Don't know	171 16.9%	69 14.8%	102 18.7%	45 15.4%	52 14.4%	73 20.8%	59 16.3%	25 12.1%	2 3.2%	8 12.0%	48 21.7%	33 15.7%	21 12.3%	36 13.6%	1 10.7%	45 19.7%	77 18.1%	45 16.7%	49 15.4%
SIGMA	1012 100.0%	469 100.0%	543 100.0%	294 100.0%	365 100.0%	352 100.0%	359 100.0%	207 100.0%	52 100.0%	68 100.0%	223 100.0%	210 100.0%	171 100.0%	265 100.0%	13 100.0%	230 100.0%	425 100.0%	270 100.0%	317 100.0%

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Table 16
Q14. What is the most important issue affecting your vote?
 Base : All Answering

	Total	Gender		Age			2010 Vote					Voting Intention					Ward Group		
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	Did not vote	CON	LAB	UKIP	LD	Undecided	Rochester	Strood	Rural
Unweighted Total	948	424	524	95	354	499	406	217	55	64	111	210	167	281	15	225	352	245	351
Weighted Total	933	426	507	257	337	339	355	201	51	68	164	210	170	265	13	230	389	252	291
The state of the economy	120 12.8%	65 15.3%	54 10.7%	24 9.4%	45 13.5%	50 14.7%	65 18.3%	25 12.2%	10 20.5%	7 9.8%	4 2.4%	56 26.6%	22 13.1%	8 3.0%	5 35.9%	24 10.5%	50 12.9%	30 12.0%	39 13.4%
Immigration	268 28.7%	132 30.9%	136 26.8%	69 26.8%	91 26.9%	108 31.9%	120 33.9%	39 19.2%	9 18.4%	27 39.9%	51 30.9%	38 17.9%	16 9.6%	152 57.2%	- 23.2%	53	109 28.0%	72 28.4%	87 29.9%
Education	57 6.1%	14 3.3%	43 8.4%	25 9.7%	26 7.9%	5 1.6%	13 3.6%	20 10.0%	2 3.4%	1 1.6%	19 11.3%	13 6.0%	18 10.5%	4 1.6%	- -	20 8.7%	29 7.6%	11 4.2%	17 5.8%
Healthcare	84 9.0%	28 6.6%	55 10.9%	21 8.3%	29 8.6%	33 9.8%	25 7.0%	28 13.7%	5 8.9%	5 7.4%	15 8.9%	17 8.1%	25 15.0%	11 4.0%	1 8.4%	24 10.5%	37 9.6%	15 6.1%	31 10.6%
Welfare	31 3.3%	17 4.0%	14 2.8%	8 3.0%	11 3.3%	12 3.5%	9 2.5%	8 3.9%	2 4.6%	2 2.5%	8 4.7%	2 1.2%	9 5.0%	8 3.0%	3 19.5%	9 3.7%	11 2.8%	7 2.9%	13 4.4%
Poverty & unemployment	32 3.4%	15 3.5%	17 3.3%	8 3.2%	9 2.8%	14 4.1%	7 1.9%	19 9.4%	2 3.6%	1 1.5%	1 0.3%	3 1.6%	15 8.9%	5 1.8%	- -	6 2.6%	13 3.3%	10 3.8%	9 3.1%
The European Union	63 6.8%	34 8.0%	29 5.7%	14 5.4%	18 5.2%	31 9.3%	31 8.6%	7 3.5%	1 1.5%	7 10.6%	14 8.6%	15 6.9%	6 3.3%	24 9.0%	1 5.4%	17 7.3%	21 5.4%	22 8.5%	20 7.0%
Housing	15 1.6%	5 1.1%	10 2.0%	8 3.1%	4 1.1%	3 0.9%	3 0.8%	4 2.2%	1 2.2%	- -	5 2.9%	2 1.0%	5 2.8%	- -	- -	7 3.1%	4 1.1%	8 3.1%	3 1.0%
The cost of living	65 7.0%	30 7.1%	35 7.0%	38 14.9%	16 4.7%	11 3.3%	20 5.7%	14 7.0%	2 4.3%	2 3.4%	20 12.5%	17 8.2%	16 9.4%	14 5.1%	2 17.1%	14 6.2%	21 5.4%	21 8.2%	24 8.2%
Other	200 21.4%	86 20.2%	114 22.4%	42 16.2%	87 26.0%	71 20.8%	63 17.8%	38 18.9%	17 32.5%	16 23.3%	29 17.5%	47 22.4%	38 22.3%	41 15.3%	2 13.8%	56 24.2%	94 24.1%	58 22.8%	48 16.6%
SIGMA	933 100.0%	426 100.0%	507 100.0%	257 100.0%	337 100.0%	339 100.0%	355 100.0%	201 100.0%	51 100.0%	68 100.0%	164 100.0%	210 100.0%	170 100.0%	265 100.0%	13 100.0%	230 100.0%	389 100.0%	252 100.0%	291 100.0%

Rochester and Strood Constituency Poll
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4 Oct 2014

Table 17
Q15. Finally for demographic purposes can I just ask your age?
Base : All Respondents

	Total	Gender		Age			2010 Vote					Voting Intention					Ward Group		
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	Did not vote	CON	LAB	UKIP	LD	Undecided	Rochester	Strood	Rural
Unweighted Total	1012	454	558	108	385	519	409	221	56	65	155	210	168	281	15	225	373	260	379
Weighted Total	1012	469	543	294	365	352	359	207	52	68	223	210	171	265	13	230	425	270	317
18-24	108	56	52	108	-	-	13	5	5	8	72	32	7	16	-	30	44	23	41
	10.6%	11.9%	9.6%	36.6%	-	-	3.6%	2.4%	10.3%	11.2%	32.1%	15.4%	4.3%	6.1%	-	13.2%	10.4%	8.4%	12.8%
25-34	187	90	96	187	-	-	49	37	2	14	65	30	41	52	2	38	82	49	56
	18.5%	19.3%	17.7%	63.4%	-	-	13.8%	17.9%	4.2%	20.8%	29.0%	14.4%	24.0%	19.6%	17.1%	16.7%	19.2%	18.2%	17.7%
35-44	134	44	90	-	134	-	42	29	11	9	25	25	29	27	2	33	54	36	45
	13.2%	9.4%	16.6%	-	36.7%	-	11.7%	13.9%	20.8%	13.8%	11.3%	12.1%	16.8%	10.0%	15.6%	14.4%	12.6%	13.2%	14.1%
45-54	231	99	132	-	231	-	92	48	17	18	30	48	31	63	1	61	87	73	71
	22.9%	21.1%	24.4%	-	63.3%	-	25.6%	23.0%	31.8%	26.9%	13.6%	22.8%	18.1%	23.9%	8.3%	26.4%	20.4%	27.2%	22.6%
55-64	151	75	76	-	-	151	59	38	11	10	18	33	26	44	5	28	70	36	45
	14.9%	16.0%	13.9%	-	-	42.8%	16.5%	18.2%	20.4%	14.6%	8.1%	15.8%	15.0%	16.6%	41.8%	12.2%	16.4%	13.4%	14.1%
65+	202	105	97	-	-	202	104	51	6	9	13	41	37	63	2	39	89	53	59
	19.9%	22.3%	17.9%	-	-	57.2%	28.8%	24.7%	12.4%	12.7%	5.9%	19.6%	21.7%	23.8%	17.2%	17.1%	21.0%	19.7%	18.7%
SIGMA	1012	469	543	294	365	352	359	207	52	68	223	210	171	265	13	230	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%	100.0%

Rochester and Strood Constituency Poll
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4 Oct 2014

Table 18
Q16. Gender
Base : All Respondents

	Total	Gender		Age			2010 Vote					Voting Intention					Ward Group		
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	Did not vote	CON	LAB	UKIP	LD	Undecided	Rochester	Strood	Rural
Unweighted Total	1012	454	558	108	385	519	409	221	56	65	155	210	168	281	15	225	373	260	379
Weighted Total	1012	469	543	294	365	352	359	207	52	68	223	210	171	265	13	230	425	270	317
Male	469	469	-	146	143	180	178	81	23	32	114	103	75	153	5	70	203	126	140
	46.3%	100.0%	-	49.6%	39.1%	51.0%	49.6%	39.4%	45.0%	46.8%	51.3%	48.8%	44.1%	57.9%	37.8%	30.4%	47.7%	46.6%	44.1%
Female	543	-	543	148	222	173	181	125	29	36	109	108	96	112	8	160	222	144	177
	53.7%	-	100.0%	50.4%	60.9%	49.0%	50.4%	60.6%	55.0%	53.2%	48.7%	51.2%	55.9%	42.1%	62.2%	69.6%	52.3%	53.4%	55.9%
SIGMA	1012	469	543	294	365	352	359	207	52	68	223	210	171	265	13	230	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%	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	1012
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	1012
6	3	Q3. Weighted by normal weightings Q3. Which party do you think you are most likely to vote for in this by-election in Rochester & Strood? / Another Party (Net)	Base : All Respondents	1012
7	4	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 in Rochester & Strood? / Another Party (Net)	Base : Respondents likely to vote	935
8	5	Q3. 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 in Rochester & Strood? / Another Party (Net)	Base : Respondents likely to vote	677
9	6	Q4. Which party did you vote for in the 2010 general election, or did you not vote on that occasion?	Base : All Respondents	1012
10	7	Q5. What is your main motive for intending to vote for UKIP candidate Mark Reckless in the by-election?	Base : All Answering	282
11	8	Q6. Will you also support Mark Reckless if he stands as the UKIP candidate at the general election next year?	Base : All Answering	282
12	9	Q7. What do you think of Mark Reckless' decision to resign as a Conservative MP and stand for re-election as a UKIP candidate?	Base : All Respondents	1012
13	10	Q8. Which of the following statements is closest to your opinion?	Base : All Answering	409
14	11	Q9. 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	1012
15	12	Q10. Which party leader do you personally prefer?	Base : All Answering	1011
16	13	Q11. 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	1012
17	14	Q12. Next Thursday, another Conservative MP who has defected to UKIP, Clacton MP Douglas Carswell, is standing as a UKIP candidate in a by election in his Clacton constituency. If Douglas Carswell wins for UKIP in Clacton, will it make you more or less likely to vote for Mark Reckless when he stands as a UKIP candidate in a by election in Rochester in a few weeks?	Base : All Respondents	1012
18	15	Q13. Mark Reckless admitted that on one occasion in the House of Commons he was too drunk to vote on the budget. Which of these statements is closest to your opinion?	Base : All Respondents	1012

	Page	Table	Title	Base Description	Base
	19	16	Q14. What is the most important issue affecting your vote?	Base : All Answering	948
	20	17	Q15. Finally for demographic purposes can I just ask your age?	Base : All Respondents	1012
	21	18	Q16. Gender	Base : All Respondents	1012
