

Hastings&Rye Poll – Final Result



43%



39%



18%

The Results, an Overview: The Results of our poll, over the 27th-29th May 2017 Bank Holiday Weekend was **43% Conservative, 39% Labour and 18% Undecided**. This Poll has taken out all the non-voters and people who are in any way uncertain if they will be voting on General Election day.

The Methodology: Our Methodology was very simple. We selected two areas which have returned the same councillor, and party, for over a decade and selected a sample of 30 people. We chose one Safe Labour area, Central St Leonards, and one Safe Conservative area, Conquest (in the North of Hastings). We did this to test if the party's core vote from recent elections has held firm. This would test for any dramatic swings, particularly from Labour to Conservative, which some polls nationally in recent weeks have suggested may have occurred. We then test several swing areas, which typically experience a swing in local elections, where the type of party councillor changes frequently, sometimes every 4 years. These areas include, West St Leonards, Town Centre, Hastings Old Town, Silverhil and Rye (so we see the change in villages that are on the outskirts of the constituency). We selected around 15 responses for each swing area. There are a lot of swing areas in this constituency as this is a swing seat, which has produced very volatile swings in the recent past, so there has to be an unusually high sample of swing areas to see the real change in a seat like this. This is why we sampled a lot of different swing areas in smaller numbers. When selecting our samples we approach random people on streets in these areas and ask them if they live in the area, then their Age, certainty to vote in the upcoming GE, their voting intention and finally how they voted last time (2015). When approaching people we made sure that we got a variety of ages and different demographics (such as different ethnicities), to ensure we had the most representative sample as we possibly could.

Party	Number of Responses	Number of Responses
Conservative	48	37%
Labour	45	35%
Non Voter	11	8%
Undecided	26	20%
Grand Total	130	130

This is how our 130 responses looked, before we removed non-voters and uncertain voters. We see that the Conservatives have a 2% lead over Labour, and there are a lot of undecided people, around 20% of the people we asked. We encountered around 8% who said they were certain not to vote, which would predict a usually high turnout, but this may be due to other people who we asked who did not wish to take part may have also been non-voters as well. We noted a sense of high apathy and frustration towards this general election, which we feel will mean a low turn out comparatively to recent votes.

Once we removed non-voters and uncertain to vote responders we get the results of our final poll. We can see it produces a 4 point lead and 43% for the Conservatives, very similar to other polls. Labour is slightly closer, but you have to remember the 2% of green voters we encountered said they would vote Labour this time, as there is no Green candidate in Hastings due to a Progressive alliance pact that was made locally, this is again similar.

Party	Number of Responses
Conservative	47
Labour	43
Undecided	20
Grand Total	110

Party	Share of Vote
Conservative	43%
Labour	39%
Undecided	18%
Grand Total	100%

Row Labels	Count of Response Number
Conservative	48.18%
Green	1.82%
Labour	33.64%
Lib-Dem	3.64%
Non Voter	9.09%
UKIP	3.64%
Grand Total	100.00%

Row Labels	Count of Response Number	Change	Swing Con-Lab
Conservative	42.73%	-5.45%	2.73%
Labour	39.09%	5.45%	
Undecided	18.18%	17.27%	
Grand Total		N/A	
Lib-Dem	0%	-3.64%	
Non Voter	0%	-9.09%	
UKIP	0%	-3.64%	
Green	0%	-1.82%	

This compares our samples views from how they voted in the last election to how they are intending to vote in this election. This excludes non-voters and uncertain to vote respondents in the upcoming election. We can see that our sample has moved away from the Conservatives to mostly undecided and some to Labour. We can see Labour has gained from the no Green vote, due to the deal made in this seat, and the Lib-Dem tactical vote to Labour, which we did encounter a couple of times in this sample.

We did not meet any certain to Vote UKIP responders either. We met around 3% of people that voted UKIP last time, but would not vote for them this time, one has switched to the Conservatives, but most were undecided, showing how the polls could still change.

Age Range	% of Respondents in Age Range	Party & Age	% of their Vote
18-24	10.91%	Conservative	42.73%
Conservative	16.67%	18-24	4.26%
Labour	58.33%	35-44	4.26%
Undecided	25.00%	45-54	19.15%
25-34	12.73%	55-64	25.53%
Labour	57.14%	65-75	34.04%
Undecided	42.86%	76+	12.77%
35-44	11.82%	Labour	39.09%
Conservative	15.38%	18-24	16.28%
Labour	53.85%	25-34	18.60%
Undecided	30.77%	35-44	16.28%
45-54	14.55%	45-54	16.28%
Conservative	56.25%	55-64	18.60%
Labour	43.75%	65-75	6.98%

The following table shows how different Age ranges are intending to vote in the upcoming general election. Younger people are intending to vote, in the majority, Labour. It can be said the younger the age bracket the more likely the person is to vote Labour, with the opposite being the case for the older generations. Not one respondent in the 25-34 bracket said they would vote Conservative, whilst over 70% of people 65+ said they would vote Conservative. This reflects the national polls in how different age groups are intending to vote.

The middle age groups tend to be more undecided then the younger and older counterparts, this could be the people that decide how this seat goes.

The bulk of undecided people being in the early or mid-30s suggests that Labour could be within a chance of attracting these voters, as younger voters do tend to be going this way, but they seem hesitant to commit to Labour, which may suggest the Conservative party may be able to attract this swing vote, again certainly this race is close and is all to play for in this seats still.

55-64	23.64%		76+	6.98%
Conservative	46.15%		Undecided	18.18%
Labour	30.77%		18-24	15.00%
Undecided	23.08%		25-34	30.00%
65-75	18.18%		35-44	20.00%
Conservative	80.00%		55-64	30.00%
Labour	15.00%		65-75	5.00%
Undecided	5.00%		Grand Total	100.00%
76+	8.18%			
Conservative	66.67%			
Labour	33.33%			
Grand Total	100.00%			

Finally, the last two columns show where the majority of a parties vote comes from. For Labour it is young people and for the Conservatives it is generally older people. The table shows that generally we asked a fairly representative age range in our sample and therefore we have not needed to weight our poll sample as it is generally already fairly representative.

Gender Vote	Number of Votes
Female	56
Conservative	23
Labour	20
Undecided	13
Male	54
Conservative	24
Labour	23
Undecided	7
Grand Total	110

Here is the Table which shows how the two genders intend to vote. We managed to get quite a fair split between male and female voters. We asked slightly more female voters, who backed the Conservative party slightly more than Labour. There were more undecided female voters than Male undecided voters. Male voters were more split, with Conservative and Labour getting a similar amount of votes. There were fewer undecided voters. Again the undecided voters will determine the final trend and result on Election Day. Our poll slightly differs national trends which shows Male voters slightly backing the Conservatives more than female voters tend to do.

Party	Response Number
Conservative	47
Conservative	42
Labour	2
Lib-Dem	1
UKIP	2
Labour	43
Conservative	2
Green	2
Labour	32
Lib-Dem	1
Non Voter	6
Undecided	20
Conservative	9
Labour	3
Lib-Dem	2
Non Voter	4
UKIP	2
Grand Total	110

Party	Response Number
Conservative	47
Lab-Con	2
LD-Con	1
No	42
UKIP-Con	2
Labour	43
Con-Lab	2
Green-Lab	2
Lab-LD	1
Non-Lab	6
No	32
Undecided	20
Con-undecided	9
Lab-Undecided	3
LD-undecided	2
Non-undecided	4
UKIP-undecided	2
Grand Total	110

Party	Number of past voters now undecided
Conservative	9
Labour	3
Lib-Dem	2
Non Voter	4
UKIP	2
Grand Total	20

These tables show how people have switched their preferences between the last election and the upcoming one. The Conservative party have gained 5 people. 2 of them have switched from Labour to Conservative. Another 2 have switched from UKIP to Conservative, with also one Lib-Dem switching to the Conservatives. Labour gained more swing switchers, 9 of them. 6 being former non-voters, mostly younger voters. Getting this vote out will

be crucial for the Labour vote. Labour gained the 2% of Green voters that the Greens usually get nationally, they gained this as most Green voters are aware there is now no Green candidate in this seat, due to an alliance between the Greens & Labour, so they have gone to the best option for them and to oppose the Conservatives. Labour also gained 2 Conservative voters from 2015, making up a net gain of 0, as the Tories took 2 former Labour voters. There was one Lib-Dem switcher as well.

Row Labels	Count of Response Number
Conquest	25
Conservative	14
Labour	6
Undecided	5
Old Town	11
Conservative	1
Labour	4
Non Voter	1
Undecided	5
Rye	18
Conservative	11
Labour	6
Undecided	1
Silverhill	18
Conservative	4
Labour	6
Non Voter	5
Undecided	3
SL Central	27
Conservative	6
Labour	14
Undecided	7
TC	13
Conservative	4
Labour	6
Undecided	3
West ST L	18
Conservative	8
Labour	3
Non Voter	5
Undecided	2
Grand Total	130

Row Labels	Count of Response Number
Conquest	19%
Conservative	11%
Labour	5%
Undecided	4%
Old Town	8%
Conservative	1%
Labour	3%
Non Voter	1%
Undecided	4%
Rye	14%
Conservative	8%
Labour	5%
Undecided	1%
Silverhill	14%
Conservative	3%
Labour	5%
Non Voter	4%
Undecided	2%
SL Central	21%
Conservative	5%
Labour	11%
Undecided	5%
TC	10%
Conservative	3%
Labour	5%
Undecided	2%
West ST L	14%
Conservative	6%
Labour	2%
Non Voter	4%
Undecided	2%
Grand Total	100%

Row Labels	Count of Response Number
Conservative	48
Conquest	14
Old Town	1
Rye	11
Silverhill	4
SL Central	6
TC	4
West ST L	8
Labour	45
Conquest	6
Old Town	4
Rye	6
Silverhill	6
SL Central	14
TC	6
West ST L	3
Non Voter	11
Old Town	1
Silverhill	5
West ST L	5
Undecided	26
Conquest	5
Old Town	5
Rye	1
Silverhill	3
SL Central	7
TC	3
West ST L	2
Grand Total	130

Row Labels	Count of Response Number
Conservative	37%
Conquest	11%
Old Town	1%
Rye	8%
Silverhill	3%
SL Central	5%
TC	3%
West ST L	6%
Labour	35%
Conquest	5%
Old Town	3%
Rye	5%
Silverhill	5%
SL Central	11%
TC	5%
West ST L	2%
Non Voter	8%
Old Town	1%
Silverhill	4%
West ST L	4%
Undecided	20%
Conquest	4%
Old Town	4%
Rye	1%
Silverhill	2%
SL Central	5%
TC	2%
West ST L	2%
Grand Total	100%

This table shows where the vote currently is displaced according to the areas we sampled. We can see that both Labour and Conservative got the same amount of votes in their safe area, making the swing area all the more important in gaining a lead over their rival party. We can see that in Rye and West St Leonard's the Conservatives manage to get more of the swing vote, which is what in the end gives them the small lead they have. Labour was stronger in the less affluent swing areas, like Silverhill. The biggest issue for Labour was a distrust over competency in these swing area, where as for the Conservatives it was health/social care, particularly the "dementia Tax". These were the issues which made people switch or made previously firm support now undecided, which is possibly where the election in this seat will be decided. The party which can ease people distrust and fears, of which the main ones are noted above, will be the party which will probably be able to take the most undecided and swing voters with them, and therefore take this parliamentary seat.

Party	Number of past voters now undecided
Conservative	9
Labour	3
Lib-Dem	2
Non Voter	4
UKIP	2
Grand Total	20

Finally, we can now analyse our undecided voters. This table shows that we have 20 undecided voters who say they are certain to vote, but are yet to know who for. When looking at how they voted last time we can see a majority voted for the Conservatives. Labour has only 3, a smaller % than the Conservatives, with the Lib Dems & UKIP only having 2. Non Voters came in second with 4 people being undecided. How could these voters end up voting? It all depends why they are undecided. If former Conservative voters are undecided because they are fed up with this party and wish to vote against them then they are in big trouble in this seat. If it is because they are looking for a better option then they may be able to win these voters back.

This is the same for the undecided former Labour voters, but less important because there are a lot fewer of them. Looking at the Lib Dems we could easily have one going either way, making a net gain of 0. I would say former UKIP people, especially in the safer Conservative areas, will mostly drift over to the Conservative party. As most non-voters we identified switching went to Labour, I would say they are most likely to go to Labour. We only came across three Conservative voters who said the defiantly would not go Conservative this time, so I would say the rest will end up back over to the Conservative party as no better option has been identified currently. So that would be 6, Conservative and 3 Labour. Former Labour voters were mostly disillusioned by the current leadership and perceived competence levels, suggesting this vote may be hard to win over. So I would say one may go back to Labour, but two will drift elsewhere, a net gain on -1. So Conservatives undecided = 6+2+1 = 9, Labour = 1+3+1+4=9, so again this will leave a tie, suggesting the Conservatives will just about hold onto this seat. Yet, all is still to play for and if the Poll lead the Tories had continues to go down, Labour can easily win this seat. This last part has mainly been guess work, which is why these figures are declared only as undecided in the final poll, located at the top of this document.

Area	Party					Grand Total
	Conservative	Labour	Lib-Dem	Non Voter	UKIP	
Conquest	2				2	4
Old Town	2	2				4
Silverhill	1	1				2
SL Central	3		1	3		7
TC			1	1		2
West ST L	1					1
Grand Total	9	3	2	4	2	20

These are the areas where the undecided people were found. The Conservatives mainly suffered losses in both Safe Labour and Safe Tory areas. Labour lost people in mainly swing areas, especially less affluent ones, like Silverhill. We noted that the more working class, less affluent an area was the less likely Labour was able to regain its traditional support.

Quick Conclusions:

- Everything to play for: the polls are close, a tight race is predicted for Hastings & Rye, held from 2010 by the Conservative Party candidate, Home Secretary Amber Rudd – Poll published - May 29, 2017.
- The Poll appears to have produced a representative Sample, with a representative result, following those similar to national polling and trends.
- The poll was based on a face-to-face survey on 130 voters in several locations across the Hastings and Rye constituency, generated the following figures:
- Con 43%, Lab - 39%, Undecided 18%, this represents a swing of 2.9% from the Conservatives to Labour from the 2015 General Election.
- Older Age ranges tend to vote Conservative, whilst Younger ones tend to vote Labour, middle age voters tends to drift towards the Conservative party, but seem to make up the bulk of undecided voters.

- Coastal Action figures mirror the sharp decline in support for Conservative party following their manifesto launch on May 18th, which has seen a significant drop in their poll lead following widespread concern over their proposals for elder care, widely dubbed the 'dementia tax'.
- "**The behaviour of undecided former voters is crucial**" If many of them turn out and vote Conservative this time, as widely predicted, it may reinforce the Conservative vote, though Amber Rudd's active role in the Remain campaign (being in a leave town), with a lack of visible presence since becoming home secretary, may deter any straight transfer of allegiance.
- The biggest hurdle for Labour in getting the undecided vote was an issue of trust surrounding competence and leadership, which are probably linked.
- The past Labour vote, seemed mostly firm. In one case, a former Labour voter said he would be voting Conservative; the other said he would not vote. Although Labour gained two votes from former Tory voters, suggesting a **net loss of 0**.
- The Liberal Democrats, UKIP and Independent candidates experienced almost complete invisibility in our polling. There were some former voters of the other parties, some stitching to Labour and Tory, others being still undecided to how they would vote.
- A key factor in the eventual outcome will be the behaviour of the undecided voters who say they are certain to vote on June 8th, nearly half of whom identified as having voted Conservative in 2015. If they vote the same way this time, the Conservatives should win comfortably. If, however, there is switching to other candidates, or the undecided Conservatives stay at home, the potential is there for a major upset. Alternatively renewed Labour support, former non-voters may stay at home, giving the Tories a guaranteed win, **suggesting a wide open two horse race for this seat**.
- With just days to go, and such tight polling, the Coastal Action team believe that much will depend on the ability of the two main parties to mobilise their support. Especially Labour, experiencing gains from previous non-voters.

To view our press release go to: <https://www.coastalaction.co.uk/single-post/2017/05/29/Everything-to-play-for-the-polls-are-close-tight-race-is-predicted-for-Hastings-Rye>

To find out more about Coastal Action, go to www.coastalaction.co.uk

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Appendix: The data from our 130 Responses.

Response Number	Age	Gender	Area	Certain?	Voting intention	Last Election	Switcher?
Response 1	76+	Male	SL Central	Certain	Conservative	Conservative	No
Response 2	55-64	Male	SL Central	Certain	Conservative	Conservative	No
Response 3	45-54	Male	SL Central	Certain	Conservative	Conservative	No
Response 4	55-64	Female	SL Central	Certain	Conservative	Conservative	No
Response 5	55-64	Female	SL Central	Certain	Labour	Non Voter	Non-Lab
Response 6	35-44	Female	SL Central	Certain	Labour	Non Voter	Non-Lab
Response 7	18-24	Male	SL Central	Certain	Labour	Labour	No
Response 8	35-44	Male	SL Central	Certain	Labour	Labour	No

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Response 9	25-34	Male	SL Central	Certain	Labour	Labour	No
Response 10	25-34	Female	SL Central	Uncertian	Labour	Labour	No
Response 11	55-64	Female	SL Central	Certain	Labour	Labour	No
Response 12	45-54	Male	SL Central	Certain	Labour	Labour	No
Response 13	35-44	Male	SL Central	Certain	Labour	Labour	No
Response 14	25-34	Female	SL Central	Certain	Labour	Labour	No
Response 15	45-54	Male	SL Central	Certain	Labour	Labour	No
Response 16	45-54	Female	SL Central	Certain	Labour	Labour	No
Response 17	45-54	Female	SL Central	Certain	Labour	Labour	No
Response 18	25-34	Male	SL Central	Certain	Labour	Labour	No
Response 19	25-34	Female	SL Central	Certain	Undecided	Non Voter	Non-undecided
Response 20	35-44	Male	SL Central	Certain	Undecided	Conservative	Con-undecided
Response 21	35-44	Female	SL Central	Certain	Undecided	Conservative	Con-undecided
Response 22	55-64	Male	SL Central	Certain	Undecided	Lib-Dem	LD-undecided
Response 23	35-44	Female	SL Central	Certain	Undecided	Conservative	Con-undecided
Response 24	55-64	Male	SL Central	Certain	Undecided	Non Voter	Non-undecided
Response 25	35-44	Female	SL Central	Certain	Undecided	Non Voter	Non-undecided
Response 26	65-75	Male	SL Central	Certain	Conservative	Conservative	No
Response 27	55-64	Male	SL Central	Certain	Conservative	Conservative	No
Response 28	65-75	Male	Silverhill	Uncertian	Non Voter	Non Voter	No
Response 29	18-24	Male	Silverhill	Certain	Labour	Lib-Dem	Lab-LD
Response 30	65-75	Male	Silverhill	Uncertian	Non Voter	Non Voter	No
Response 31	45-54	Male	Silverhill	Uncertian	Non Voter	Non Voter	No
Response 32	18-24	Male	Silverhill	Uncertian	Non Voter	Non Voter	No
Response 33	45-54	Male	Silverhill	Uncertian	Non Voter	Non Voter	No
Response 34	65-75	Male	Silverhill	Certain	Conservative	Conservative	No
Response 35	45-54	Female	Silverhill	Uncertian	Conservative	Non Voter	Undecided-Con
Response 36	55-64	Female	Silverhill	Certain	Conservative	Conservative	No
Response 37	18-24	Male	Silverhill	Uncertian	Undecided	Non Voter	Non-undecided
Response 38	35-44	Male	Silverhill	Certain	Conservative	Conservative	No
Response 39	55-64	Female	Silverhill	Certain	Undecided	Labour	Lab-Undecided
Response 40	18-24	Female	Silverhill	Certain	Undecided	Conservative	Con-undecided
Response 41	55-64	Male	Silverhill	Certain	Labour	Labour	No
Response 42	55-64	Male	Silverhill	Certain	Labour	Labour	No
Response 43	45-54	Female	Silverhill	Certain	Labour	Labour	No
Response 44	55-64	Female	Silverhill	Certain	Labour	Labour	No
Response 45	25-34	Female	Silverhill	Certain	Labour	Labour	No
Response 46	55-64	Male	TC	Certain	Labour	Labour	No
Response 47	65-75	Female	TC	Certain	Labour	Labour	No
Response 48	45-54	Male	TC	Certain	Labour	Labour	No
Response 49	55-64	Male	TC	Certain	Labour	Green	Green-Lab
Response 50	25-34	Male	TC	Certain	Labour	Non Voter	Non-Lab
Response 51	25-34	Male	TC	Certain	Labour	Conservative	Con-Lab
Response 52	45-54	Female	TC	Certain	Conservative	Conservative	No

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Response 53	65-75	Male	TC	Certain	Conservative	Conservative	No
Response 54	45-54	Male	TC	Certain	Conservative	Conservative	No
Response 55	18-24	Female	TC	Certain	Undecided	Non Voter	Non-undecided
Response 56	76+	Female	TC	Certain	Conservative	Conservative	No
Response 57	25-34	Female	TC	Certain	Undecided	Lib-Dem	LD-undecided
Response 58	65-75	Male	TC	Uncertian	Undecided	Conservative	Undecided-Con
Response 59	45-54	Male	Old Town	Uncertian	Undecided	Non Voter	Non-undecided
Response 60	45-54	Female	Old Town	Uncertian	Non Voter	Non Voter	No
Response 61	45-54	Male	Old Town	Certain	Conservative	Conservative	No
Response 62	25-34	Female	Old Town	Certain	Undecided	Labour	Lab-Undecided
Response 63	18-24	Female	Old Town	Certain	Undecided	Conservative	Con-undecided
Response 64	25-34	Male	Old Town	Certain	Undecided	Labour	Lab-Undecided
Response 65	25-34	Male	Old Town	Certain	Undecided	Conservative	Con-undecided
Response 66	35-44	Female	Old Town	Certain	Labour	Labour	No
Response 67	35-44	Female	Old Town	Certain	Labour	Green	Green-Lab
Response 68	18-24	Female	Old Town	Certain	Labour	Labour	No
Response 69	18-24	Male	Old Town	Certain	Labour	Labour	No
Response 70	76+	Male	Rye	Certain	Labour	Labour	No
Response 71	25-34	Male	Rye	Certain	Labour	Labour	No
Response 72	65-75	Female	Rye	Certain	Labour	Labour	No
Response 73	45-54	Female	Rye	Certain	Labour	Labour	No
Response 74	65-75	Female	Rye	Certain	Labour	Conservative	Con-Lab
Response 75	25-34	Female	Rye	Certain	Labour	Non Voter	Non-Lab
Response 76	18-24	Female	Rye	Certain	Conservative	Conservative	No
Response 77	76+	Female	Rye	Certain	Conservative	Lib-Dem	LD-Con
Response 78	65-75	Male	Rye	Certain	Conservative	Conservative	No
Response 79	55-64	Male	Rye	Certain	Conservative	Conservative	No
Response 80	65-75	Female	Rye	Certain	Conservative	Conservative	No
Response 81	65-75	Male	Rye	Certain	Conservative	Conservative	No
Response 82	65-75	Male	Rye	Certain	Conservative	Conservative	No
Response 83	76+	Female	Rye	Certain	Conservative	Conservative	No
Response 84	65-75	Male	Rye	Certain	Conservative	Conservative	No
Response 85	65-75	Female	Rye	Certain	Conservative	Labour	Lab-Con
Response 86	76+	Female	Rye	Certain	Conservative	Labour	Lab-Con
Response 87	18-24	Male	Rye	Uncertian	Undecided	Non Voter	Non-undecided
Response 88	18-24	Male	Conquest	Certain	Conservative	Conservative	No
Response 89	45-54	Female	Conquest	Certain	Conservative	Conservative	No
Response 90	65-75	Male	Conquest	Certain	Conservative	Conservative	No
Response 91	65-75	Female	Conquest	Certain	Conservative	Conservative	No
Response 92	65-75	Male	Conquest	Certain	Conservative	Conservative	No
Response 93	55-64	Female	Conquest	Certain	Conservative	Conservative	No
Response 94	55-64	Female	Conquest	Certain	Conservative	Conservative	No
Response 95	55-64	Female	Conquest	Certain	Conservative	Conservative	No
Response 96	65-75	Male	Conquest	Certain	Conservative	Conservative	No

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Response 97	65-75	Female	Conquest	Certain	Conservative	Conservative	No
Response 98	45-54	Male	Conquest	Certain	Conservative	UKIP	UKIP-Con
Response 99	35-44	Female	Conquest	Certain	Conservative	Conservative	No
Response 100	65-75	Female	Conquest	Certain	Conservative	Conservative	No
Response 101	65-75	Female	Conquest	Certain	Conservative	Conservative	No
Response 102	55-64	Female	Conquest	Certain	Undecided	UKIP	UKIP-undecided
Response 103	55-64	Female	Conquest	Certain	Undecided	Conservative	Con-undecided
Response 104	76+	Female	Conquest	Certain	Labour	Labour	No
Response 105	55-64	Male	Conquest	Certain	Labour	Labour	No
Response 106	35-44	Male	Conquest	Certain	Labour	Labour	No
Response 107	18-24	Male	Conquest	Certain	Labour	Non Voter	Non-Lab
Response 108	18-24	Female	Conquest	Certain	Labour	Labour	No
Response 109	35-44	Male	Conquest	Certain	Labour	Non Voter	Non-Lab
Response 110	25-34	Female	Conquest	Uncertain	Undecided	Conservative	Undecided-Con
Response 111	55-64	Male	Conquest	Certain	Undecided	UKIP	UKIP-undecided
Response 112	25-34	Male	Conquest	Certain	Undecided	Conservative	Con-undecided
Response 113	45-54	Male	West ST L	Uncertain	Non Voter	Conservative	Con-NonVoter
Response 114	45-54	Male	West ST L	Certain	Conservative	Conservative	No
Response 115	45-54	Male	West ST L	Certain	Conservative	Conservative	No
Response 116	55-64	Female	West ST L	Certain	Conservative	Conservative	No
Response 117	45-54	Female	West ST L	Certain	Conservative	Conservative	No
Response 118	55-64	Female	West ST L	Certain	Conservative	Conservative	No
Response 119	76+	Male	West ST L	Certain	Conservative	Conservative	No
Response 120	55-64	Female	West ST L	Certain	Conservative	Conservative	No
Response 121	55-64	Male	West ST L	Certain	Conservative	UKIP	UKIP-Con
Response 122	76+	Male	West ST L	Certain	Labour	Labour	No
Response 123	18-24	Female	West ST L	Certain	Labour	Labour	No
Response 124	55-64	Female	West ST L	Uncertain	Labour	Non Voter	Non-Lab
Response 125	65-75	Female	West ST L	Certain	Undecided	Conservative	Con-undecided
Response 126	65-75	Female	West ST L	Uncertain	Undecided	UKIP	UKIP-undecided
Response 127	45-54	Male	West ST L	Uncertain	Non Voter	Non Voter	No
Response 128	65-75	Male	West ST L	Uncertain	Non Voter	Undecided	Non-undecided
Response 129	25-34	Female	West ST L	Uncertain	Non Voter	Non Voter	No
Response 130	45-54	Male	West ST L	Uncertain	Non Voter	Non Voter	No