****** ***Hastings&Rye Poll – Final Result***

**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.

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.

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| --- | --- | --- | --- | --- | --- |
| **Party** | **Number of Responses** | **Number of Responses** |  | **Row Labels** | **% of all Responses** |
| **Conservative** | **48** | **37%** |  | **Conservative** | **37%** |
| Labour | 45 | 35% |  | Labour | 35% |
| **Non Voter** | **11** | **8%** |  | **Non Voter** | **8%** |
| **Undecided** | **26** | **20%** |  | **Undecided** | **20%** |
| **Grand Total** | **130** | **130** |  | **Grand Total** | **100%** |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Party** | **Number of Responses** |  | **Party** | **Share of Vote** |
| **Conservative** | **47** |  | **Conservative** | **43%** |
| Labour | 43 |  | Labour | 39% |
| **Undecided** | **20** |  | **Undecided** | **18%** |
| **Grand Total** | **110** |  | **Grand Total** | **100%** |

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.

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.

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| --- | --- | --- | --- | --- | --- | --- |
| **Row Labels** | **Count of Response Number** |  | **Row Labels** | **Count of Response Number** | Change | **Swing Con-Lab** |
| Conservative | 48.18% |  | **Conservative** | **42.73%** | **-5.45%** | **2.73%** |
| Green | 1.82% |  | Labour | 39.09% | **5.45%** |  |
| Labour | 33.64% |  | **Undecided** | **18.18%** | 17.27% |  |
| Lib-Dem | 3.64% |  | **Grand Total** | **100.00%** | N/A |  |
| Non Voter | 9.09% |  | Lib-Dem | 0% | -3.64% |  |
| UKIP | 3.64% |  | Non Voter | 0% | -9.09% |  |
| **Grand Total** | **100.00%** |  | UKIP | 0% | -3.64% |  |
|  |  |  | Green | 0% | -1.82% |  |

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.

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.

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.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **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% |
| **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.

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

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| --- | --- |
| **Gender Vote** | **Number of Votes** |
| **Female** | **56** |
| Conservative | 23 |
| Labour | 20 |
| Undecided | 13 |
| **Male** | **54** |
| Conservative | 24 |
| Labour | 23 |
| Undecided | 7 |
| **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.

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Row Labels** | **Count of Response Number** |  | **Row Labels** | **Count of Response Number** |  | **Row Labels** | **Count of Response Number** |  | **Row Labels** | **Count of Response Number** |
| **Conquest** | **25** |  | **Conquest** | **19%** |  | **Conservative** | **48** |  | **Conservative** | **37%** |
| **Conservative** | **14** |  | **Conservative** | **11%** |  | Conquest | 14 |  | Conquest | 11% |
| Labour | 6 |  | Labour | 5% |  | Old Town | 1 |  | Old Town | 1% |
| **Undecided** | **5** |  | **Undecided** | **4%** |  | **Rye** | **11** |  | Rye | 8% |
| **Old Town** | **11** |  | **Old Town** | **8%** |  | **Silverhill** | **4** |  | Silverhill | 3% |
| **Conservative** | **1** |  | **Conservative** | **1%** |  | SL Central | 6 |  | SL Central | 5% |
| Labour | 4 |  | Labour | 3% |  | **TC** | **4** |  | TC | 3% |
| **Non Voter** | **1** |  | **Non Voter** | **1%** |  | **West ST L** | **8** |  | West ST L | 6% |
| **Undecided** | **5** |  | **Undecided** | **4%** |  | **Labour** | **45** |  | **Labour** | **35%** |
| **Rye** | **18** |  | **Rye** | **14%** |  | Conquest | 6 |  | Conquest | 5% |
| **Conservative** | **11** |  | **Conservative** | **8%** |  | Old Town | 4 |  | Old Town | 3% |
| Labour | 6 |  | Labour | 5% |  | **Rye** | **6** |  | Rye | 5% |
| **Undecided** | **1** |  | **Undecided** | **1%** |  | **Silverhill** | **6** |  | Silverhill | 5% |
| **Silverhill** | **18** |  | **Silverhill** | **14%** |  | SL Central | 14 |  | SL Central | 11% |
| **Conservative** | **4** |  | **Conservative** | **3%** |  | TC | 6 |  | TC | 5% |
| Labour | 6 |  | Labour | 5% |  | West ST L | 3 |  | West ST L | 2% |
| **Non Voter** | **5** |  | **Non Voter** | **4%** |  | **Non Voter** | **11** |  | **Non Voter** | **8%** |
| **Undecided** | **3** |  | **Undecided** | **2%** |  | Old Town | 1 |  | Old Town | 1% |
| **SL Central** | **27** |  | **SL Central** | **21%** |  | Silverhill | 5 |  | Silverhill | 4% |
| **Conservative** | **6** |  | **Conservative** | **5%** |  | West ST L | 5 |  | West ST L | 4% |
| Labour | 14 |  | Labour | 11% |  | **Undecided** | **26** |  | **Undecided** | **20%** |
| **Undecided** | **7** |  | **Undecided** | **5%** |  | Conquest | 5 |  | Conquest | 4% |
| **TC** | **13** |  | **TC** | **10%** |  | Old Town | 5 |  | Old Town | 4% |
| **Conservative** | **4** |  | **Conservative** | **3%** |  | Rye | 1 |  | Rye | 1% |
| Labour | 6 |  | Labour | 5% |  | Silverhill | 3 |  | Silverhill | 2% |
| **Undecided** | **3** |  | **Undecided** | **2%** |  | SL Central | 7 |  | SL Central | 5% |
| **West ST L** | **18** |  | **West ST L** | **14%** |  | TC | 3 |  | TC | 2% |
| **Conservative** | **8** |  | **Conservative** | **6%** |  | West ST L | 2 |  | West ST L | 2% |
| Labour | 3 |  | Labour | 2% |  | **Grand Total** | **130** |  | **Grand Total** | **100%** |
| **Non Voter** | **5** |  | **Non Voter** | **4%** |  |  |  |  |  |  |
| **Undecided** | **2** |  | **Undecided** | **2%** |  |  |  |  |  |  |
| **Grand Total** | **130** |  | **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.

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| --- | --- |
| **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 tables 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.

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 SIlverhil. We noted that the more working class, less affluent an area was the less likely Labour was able to regain its traditional support.

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| --- | --- | --- | --- | --- | --- | --- |
|  | **Party** |  |  |  |  |  |
| **Area** | **Conservative** | **Labour** | **Lib-Dem** | **Non Voter** | **UKIP** | **Grand Total** |
| 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** |

**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 crucia**l" 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 patties, 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](http://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 |
| 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 |
| 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 |
| 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 | Uncertian | 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 | Uncertian | 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 | Uncertian | 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 | Uncertian | Undecided | UKIP | UKIP-undecided |
| Response 127 | 45-54 | Male | West ST L | Uncertian | Non Voter | Non Voter | No |
| Response 128 | 65-75 | Male | West ST L | Uncertian | Non Voter | Undecided | Non-undecided |
| Response 129 | 25-34 | Female | West ST L | Uncertian | Non Voter | Non Voter | No |
| Response 130 | 45-54 | Male | West ST L | Uncertian | Non Voter | Non Voter | No |