

Dudley North Poll

CATI Fieldwork : 28th April-4th May 2014

Absolutes/col percents

Table 1

Q.1 Many people say that if there was a new general election they probably wouldn't vote at all, while others say they definitely would vote. Please say how likely you would be to vote in a new general election?

Base: All respondents

	Total	Gender		Age						SEG				Voting Intention					2010 Vote			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Other	Con	Lab	LibDem	
Unweighted base	1000	444	556	58	142	150	160	166	318	261	190	149	351	133	253	18	170	21	202	266	63	
Weighted base	1000	490	510	109	159	179	169	139	239	133	257	247	314	134	241	19	187	24	203	227	58	
Certain to vote	(10)	468	247	221	39	52	74	82	72	144	73	110	116	147	79	130	14	107	11	138	141	29
		47%	50%	43%	36%	33%	41%	49%	52%	60%	55%	43%	47%	47%	59%	54%	74%	57%	45%	68%	62%	50%
	(9)	56	25	32	5	8	10	11	6	17	5	21	14	15	13	8	4	13	1	16	11	6
		6%	5%	6%	5%	5%	5%	6%	4%	7%	4%	8%	6%	5%	9%	4%	19%	7%	4%	8%	5%	10%
	(8)	116	53	63	18	15	26	25	12	20	15	35	35	25	18	38	-	23	4	24	34	4
		12%	11%	12%	16%	10%	14%	15%	9%	9%	11%	14%	14%	8%	14%	16%	-	12%	18%	12%	15%	7%
	(7)	58	30	28	14	13	7	9	6	8	6	16	13	18	5	17	1	11	1	9	6	6
		6%	6%	5%	13%	8%	4%	5%	4%	3%	5%	6%	5%	6%	4%	7%	4%	6%	2%	4%	3%	11%
	(6)	28	11	18	6	7	3	5	4	4	3	8	5	8	4	10	-	5	1	1	5	3
		3%	2%	3%	5%	4%	2%	3%	3%	2%	2%	3%	2%	3%	3%	4%	-	3%	2%	1%	2%	5%
	(5)	81	32	48	7	16	21	10	11	14	7	21	24	27	11	20	-	16	4	9	13	3
		8%	7%	9%	7%	10%	12%	6%	8%	6%	5%	8%	10%	9%	9%	8%	-	8%	15%	5%	6%	6%
	(4)	14	9	5	3	5	2	1	1	2	3	1	3	6	4	2	-	1	-	2	2	*
		1%	2%	1%	2%	3%	1%	*	1%	1%	3%	*	1%	2%	3%	1%	-	1%	-	1%	1%	1%
	(3)	27	11	17	3	3	1	9	8	3	7	7	9	5	-	6	1	5	3	-	4	3
		3%	2%	3%	3%	2%	*	5%	6%	1%	5%	3%	4%	1%	-	2%	4%	3%	13%	-	2%	5%
	(2)	25	11	14	3	8	10	-	2	2	1	7	7	7	-	10	-	6	-	3	4	2
		3%	2%	3%	2%	5%	6%	-	1%	1%	1%	3%	3%	2%	-	4%	-	3%	-	1%	2%	3%
Definitely would not vote	(1)	120	58	62	12	29	25	17	16	22	13	31	20	50	-	-	-	-	-	1	8	2
		12%	12%	12%	11%	18%	14%	10%	11%	9%	10%	12%	8%	16%	-	-	-	-	-	1%	3%	3%
Refused		2	1	2	-	1	-	1	-	1	1	-	-	2	-	-	-	-	-	1	1	-
		*	*	*	-	*	-	1%	-	*	*	-	-	1%	-	-	-	-	-	*	*	-
Don't know		4	1	2	-	1	1	-	-	1	-	-	-	4	-	-	-	-	-	-	-	-
		*	*	*	-	1%	1%	-	-	1%	-	-	-	1%	-	-	-	-	-	-	-	-
Mean		7.45	7.60	7.30	7.16	6.41	7.09	7.77	7.53	8.23	7.79	7.42	7.63	7.20	8.81	8.32	9.45	8.52	7.76	9.08	8.59	8.03
Standard deviation		3.21	3.20	3.22	3.05	3.46	3.35	3.00	3.25	2.92	3.11	3.16	3.00	3.43	1.79	2.30	1.44	2.20	2.60	1.75	2.39	2.63
Standard error		0.10	0.15	0.14	0.40	0.29	0.27	0.24	0.25	0.16	0.19	0.23	0.25	0.18	0.16	0.14	0.34	0.17	0.57	0.12	0.15	0.33

Dudley North Poll

CATI Fieldwork : 28th April-4th May 2014

Absolutes/col percents

Table 2

Q.2 If there was a general election tomorrow, which party would you vote for?**Base: All respondents**

	Total	Gender		Age						SEG				Voting Intention					2010 Vote		
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Other	Con	Lab	LibDem
Unweighted base	1000	444	556	58	142	150	160	166	318	261	190	149	351	133	253	18	170	21	202	266	63
Weighted base	1000	490	510	109	159	179	169	139	239	133	257	247	314	134	241	19	187	24	203	227	58
Conservative	134 13%	80 16%	54 11%	17 15%	17 11%	23 13%	21 13%	13 9%	43 18%	25 19%	43 17%	32 13%	30 10%	134 100%	-	-	-	-	90 44%	5 2%	2 4%
Labour	241 24%	108 22%	133 26%	39 36%	42 27%	33 18%	39 23%	41 29%	46 19%	29 22%	60 23%	59 24%	80 26%	-	241 100%	-	-	-	11 5%	133 59%	13 22%
Liberal Democrat	19 2%	8 2%	11 2%	4 4%	* *	7 4%	2 1%	2 1%	4 2%	4 3%	2 1%	9 3%	4 1%	-	-	19 100%	-	-	2 1%	1 *	8 14%
The UK Independence Party (UKIP)	187 19%	120 25%	67 13%	17 16%	23 15%	28 16%	42 25%	25 18%	51 21%	19 14%	45 17%	55 22%	59 19%	-	-	-	187 100%	-	46 22%	28 12%	13 23%
The Green Party	12 1%	4 1%	9 2%	2 2%	1 1%	1 *	4 2%	1 1%	3 1%	3 2%	8 3%	-	2 *	-	-	-	-	12 51%	1 1%	3 1%	3 5%
The British National Party (BNP)	11 1%	4 1%	7 1%	-	-	9 5%	1 1%	1 1%	-	-	3 1%	7 3%	1 *	-	-	-	-	11 46%	-	3 1%	-
Some other party	1 *	1 *	-	-	-	1 *	-	-	-	1 *	-	-	-	-	-	-	-	1 2%	-	-	-
Would not vote	120 12%	58 12%	62 12%	12 11%	29 18%	25 14%	17 10%	16 11%	22 9%	13 10%	31 12%	20 8%	50 16%	-	-	-	-	-	1 1%	8 3%	2 3%
Refused	75 8%	29 6%	46 9%	2 2%	8 5%	8 4%	12 7%	11 8%	31 13%	13 9%	18 7%	14 6%	23 7%	-	-	-	-	-	9 4%	11 5%	2 4%
Don't know	199 20%	77 16%	122 24%	15 13%	38 24%	45 25%	31 18%	29 21%	38 16%	26 20%	47 18%	51 21%	63 20%	-	-	-	-	-	44 21%	36 16%	14 25%

Dudley North Poll

CATI Fieldwork : 28th April-4th May 2014

Absolutes/col percents

Table 3

Q.2 If there was a general election tomorrow, which party would you vote for?

Base: All respondents expressing an intention to vote (Turnout Weighted)

This table has been weighted on the basis of past voting to be politically representative of the constituency and includes only those most likely to vote

THIS TABLE DOES NOT INCLUDE ADJUSTMENT FOR DON'T KNOW/REFUSERS

	Total	Gender		Age						SEG				Voting Intention				2010 Vote			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Other	Con	Lab	LibDem
Unweighted base	421	213	208	24	49	54	75	72	147	116	82	68	139	101	172	15	122	12	121	153	28
Weighted base	417	228	189	46	53	66	80	59	114	59	108	112	123	97	160	16	130	14	119	130	26
Conservative	97	57	41	9	12	14	16	11	35	19	31	23	23	97	-	-	-	-	71	4	1
	23%	25%	21%	19%	22%	21%	21%	20%	31%	32%	29%	20%	18%	100%	-	-	-	-	60%	3%	5%
Labour	160	74	86	26	25	23	29	26	31	21	40	41	52	-	160	-	-	-	9	98	9
	38%	32%	45%	57%	47%	35%	37%	45%	27%	35%	37%	37%	42%	-	100%	-	-	-	8%	75%	33%
Liberal Democrat	16	7	9	4	*	7	1	2	2	4	2	7	3	-	-	16	-	-	2	1	7
	4%	3%	5%	8%	1%	10%	2%	3%	2%	6%	2%	7%	2%	-	-	100%	-	-	2%	1%	26%
The UK Independence Party (UKIP)	130	85	44	6	15	18	30	18	43	14	30	37	43	-	-	-	130	-	35	22	9
	31%	37%	23%	12%	29%	27%	37%	31%	38%	23%	27%	33%	35%	-	-	-	100%	-	30%	17%	33%
The Green Party	8	2	6	2	1	*	2	1	2	2	5	-	1	-	-	-	-	-	8	1	2
	2%	1%	3%	4%	2%	*	2%	2%	2%	3%	5%	-	1%	-	-	-	-	-	57%	1%	2%
The British National Party (BNP)	6	3	3	-	-	5	1	*	-	-	*	4	1	-	-	-	-	-	6	-	3
	1%	1%	2%	-	-	7%	2%	*	-	-	*	4%	1%	-	-	-	-	-	42%	-	2%
Some other party	*	*	-	-	-	*	-	-	-	*	-	-	-	-	-	-	-	-	*	-	-
	*	*	-	-	-	*	-	-	-	*	-	-	-	-	-	-	-	-	*	-	-

Dudley North Poll
CATI Fieldwork : 28th April-4th May 2014

Col percents

Table 4

Voting Intention (Turnout Weighted)

This table is based on a manual adjustment of data reallocating some don't knows - a procedure which addresses the spiral of silence among some groups of voters, which has successfully increased the accuracy of voting intention polls at recent General Elections

	<u>Total</u>
Conservative	25%
Labour	39%
Liberal Democrat	4%
UKIP	29%
Other	3%

Dudley North Poll

CATI Fieldwork : 28th April-4th May 2014

Absolutes/col percents

Table 5

Q.3 Thinking specifically about your own constituency and the candidates who are likely to stand there, which party's candidate do you think you will vote for in your own constituency at the next general election?

Base: All respondents

	Total	Gender		Age					SEG				Voting Intention					2010 Vote			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Other	Con	Lab	LibDem
Unweighted base	1000	444	556	58	142	150	160	166	318	261	190	149	351	133	253	18	170	21	202	266	63
Weighted base	1000	490	510	109	159	179	169	139	239	133	257	247	314	134	241	19	187	24	203	227	58
Conservative	142 14%	88 18%	55 11%	20 19%	15 10%	30 17%	20 12%	14 10%	42 18%	26 19%	54 21%	29 12%	31 10%	108 80%	2 1%	2 12%	4 2%	2 9%	94 46%	8 3%	2 4%
Labour	279 28%	130 27%	149 29%	43 39%	43 27%	36 20%	47 28%	49 35%	60 25%	31 23%	75 29%	74 30%	89 28%	8 6%	219 91%	3 17%	9 5%	4 15%	21 10%	144 63%	12 21%
Liberal Democrat	22 2%	9 2%	12 2%	2 2%	2 1%	4 2%	3 2%	3 2%	7 3%	6 4%	1 1%	6 2%	7 2%	3 2%	5 2%	10 49%	-	-	3 1%	5 2%	8 14%
The UK Independence Party (UKIP)	189 19%	119 24%	70 14%	21 19%	25 16%	25 14%	38 22%	29 21%	51 22%	22 16%	40 16%	52 21%	64 20%	5 4%	4 2%	1 6%	163 87%	-	45 22%	25 11%	15 26%
The Green Party	15 1%	6 1%	9 2%	-	2 1%	4 2%	3 2%	2 2%	4 2%	3 2%	6 2%	4 1%	2 1%	1 1%	-	-	3 1%	7 28%	2 1%	3 1%	2 4%
The British National Party (BNP)	15 2%	7 1%	9 2%	2 2%	-	11 6%	1 1%	-	1 *	-	1 1%	10 4%	2 1%	-	1 *	3 13%	-	10 42%	-	3 1%	-
Some other party	3 *	2 *	1 *	-	-	3 2%	-	-	-	-	2 1%	-	1 *	2 1%	1 *	-	-	-	2 1%	-	-
Would not vote	120 12%	58 12%	62 12%	12 11%	29 18%	25 14%	17 10%	16 11%	22 9%	13 10%	31 12%	20 8%	50 16%	-	-	-	-	-	1 1%	8 3%	2 3%
Refused	51 5%	15 3%	36 7%	-	7 4%	7 4%	7 4%	8 6%	19 8%	11 8%	10 4%	6 2%	20 6%	-	-	-	-	-	3 1%	8 3%	* 1%
Don't know	165 17%	57 12%	108 21%	9 8%	35 22%	34 19%	33 20%	19 14%	33 14%	23 17%	36 14%	46 19%	47 15%	7 5%	9 4%	1 3%	8 4%	1 6%	32 16%	24 11%	16 27%

Dudley North Poll

CATI Fieldwork : 28th April-4th May 2014

Absolutes/col percents

Table 6

Q.3 Thinking specifically about your own constituency and the candidates who are likely to stand there, which party's candidate do you think you will vote for in your own constituency at the next general election?

Base: All respondents expressing an intention to vote (Turnout Weighted)

This table has been weighted on the basis of past voting to be politically representative of the constituency and includes only those most likely to vote

THIS TABLE DOES NOT INCLUDE ADJUSTMENT FOR DON'T KNOW/REFUSERS

	Total	Gender		Age						SEG					Voting Intention					2010 Vote		
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Other	Con	Lab	LibDem	
Unweighted base	459	234	225	28	51	63	75	80	162	122	95	74	152	98	165	14	119	12	135	167	28	
Weighted base	460	253	207	55	56	76	81	64	126	62	126	122	135	95	155	16	127	14	135	142	27	
Conservative	107	63	44	14	11	21	16	11	34	19	42	21	22	81	2	2	4	2	75	6	2	
	23%	25%	21%	25%	20%	28%	19%	17%	27%	31%	33%	18%	17%	85%	1%	14%	3%	14%	55%	4%	7%	
Labour	184	90	95	30	26	24	33	29	41	21	50	51	56	7	148	2	6	1	18	108	8	
	40%	35%	46%	55%	46%	31%	41%	46%	33%	34%	40%	42%	41%	7%	95%	15%	4%	9%	13%	76%	29%	
Liberal Democrat	14	8	7	1	1	4	3	2	4	5	1	5	3	2	2	8	-	-	2	3	6	
	3%	3%	3%	2%	2%	5%	3%	4%	3%	7%	1%	4%	2%	2%	1%	51%	-	-	2%	2%	23%	
The UK Independence Party (UKIP)	133	83	50	8	16	17	27	21	44	15	26	36	49	4	2	1	116	-	37	20	10	
	29%	33%	24%	15%	29%	23%	33%	32%	35%	24%	21%	30%	37%	4%	1%	5%	91%	-	28%	14%	37%	
The Green Party	9	3	6	-	2	1	2	1	3	2	5	1	1	1	-	-	2	5	2	3	1	
	2%	1%	3%	-	4%	1%	2%	2%	2%	2%	4%	1%	1%	1%	-	-	2%	35%	2%	2%	5%	
The British National Party (BNP)	10	5	5	2	-	7	1	-	1	-	*	7	2	-	1	2	-	6	-	3	-	
	2%	2%	3%	3%	-	9%	2%	-	*	-	*	6%	1%	-	*	15%	-	42%	-	2%	-	
Some other party	2	1	1	-	-	2	-	-	-	-	1	-	1	1	1	-	-	-	1	-	-	
	*	*	*	-	-	3%	-	-	-	-	1%	-	1%	1%	1%	-	-	-	1%	-	-	

Dudley North Poll
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Col percents

Table 7

Constituency Voting Intention (Turnout Weighted)

This table is based on a manual adjustment of data reallocating some don't knows - a procedure which addresses the spiral of silence among some groups of voters, which has successfully increased the accuracy of voting intention polls at recent General Elections

	<u>Total</u>
Conservative	24%
Labour	40%
Liberal Democrat	4%
UKIP	27%
Other	5%

Dudley North Poll

CATI Fieldwork : 28th April-4th May 2014

Absolutes/col percents

Table 8

Q.5 Are there any of the following political parties that you would definitely not vote for at the next General Election?

Base: All respondents

	Total	Gender		Age						SEG				Voting Intention					2010 Vote		
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Other	Con	Lab	LibDem
Unweighted base	1000	444	556	58	142	150	160	166	318	261	190	149	351	133	253	18	170	21	202	266	63
Weighted base	1000	490	510	109	159	179	169	139	239	133	257	247	314	134	241	19	187	24	203	227	58
I would not vote Liberal Democrat	610	334	276	65	89	110	106	90	148	75	159	158	193	92	160	-	155	17	136	154	26
	61%	68%	54%	60%	56%	62%	62%	65%	62%	56%	62%	64%	62%	69%	66%	-	83%	72%	67%	68%	45%
I would not vote Conservative	486	238	248	42	74	89	94	78	108	51	116	123	172	-	173	12	128	20	31	166	36
	49%	49%	49%	39%	47%	50%	55%	56%	45%	39%	45%	50%	55%	-	72%	63%	69%	83%	15%	73%	63%
I would not vote UKIP	419	199	221	51	75	86	63	57	85	69	129	89	120	71	158	15	-	18	79	128	29
	42%	41%	43%	46%	47%	48%	37%	41%	36%	52%	50%	36%	38%	53%	66%	75%	-	74%	39%	56%	51%
I would not vote Labour	376	212	164	29	53	78	65	48	101	52	106	96	106	96	-	7	138	15	126	30	28
	38%	43%	32%	27%	34%	44%	39%	34%	42%	39%	41%	39%	34%	72%	-	37%	74%	63%	62%	13%	49%
None of these - I would potentially vote for all of them	139	57	82	17	26	25	24	19	26	17	33	39	40	12	27	1	11	-	21	19	8
	14%	12%	16%	16%	17%	14%	14%	14%	11%	13%	13%	16%	13%	9%	11%	7%	6%	-	10%	8%	14%
Don't know	54	12	41	6	6	10	6	7	16	5	8	13	20	-	1	-	-	1	6	6	*
	5%	3%	8%	5%	4%	5%	3%	5%	7%	4%	3%	5%	6%	-	*	-	-	4%	3%	2%	1%

Dudley North Poll

CATI Fieldwork : 28th April-4th May 2014

Absolutes/col percents

Table 9

Q.6 Thinking about Britain's economy - including things like jobs, wages, prices, taxes and interest rates - how do you think the British economy will fare over the next year for the country as a whole?

Base: All respondents

	Total	Gender		Age					SEG				Voting Intention					2010 Vote				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Other	Con	Lab	LibDem	
Unweighted base	1000	444	556	58	142	150	160	166	318	261	190	149	351	133	253	18	170	21	202	266	63	
Weighted base	1000	490	510	109	159	179	169	139	239	133	257	247	314	134	241	19	187	24	203	227	58	
NET: Well	545	298	247	73	72	88	85	72	152	77	166	142	146	119	111	15	97	11	152	112	33	
	54%	61%	48%	66%	46%	49%	50%	52%	64%	58%	64%	57%	46%	89%	46%	78%	52%	44%	75%	49%	57%	
Very well	(4)	41	28	12	6	7	2	7	4	14	8	13	7	9	14	9	-	4	-	14	9	-
		4%	6%	2%	5%	5%	1%	4%	3%	6%	6%	5%	3%	3%	11%	4%	-	2%	-	7%	4%	-
Quite well	(3)	504	269	235	67	65	87	78	68	138	69	153	134	136	105	102	15	93	11	138	103	33
		50%	55%	46%	61%	41%	48%	46%	49%	58%	52%	60%	54%	43%	78%	43%	78%	50%	44%	68%	46%	57%
Quite badly	(2)	315	142	174	32	59	65	61	48	48	47	68	81	98	13	101	2	60	10	36	87	23
		32%	29%	34%	30%	37%	36%	36%	34%	20%	35%	26%	33%	31%	9%	42%	9%	32%	41%	18%	38%	40%
Very badly	(1)	101	37	63	4	20	21	19	17	18	7	20	15	53	2	23	3	24	3	9	21	*
		10%	8%	12%	4%	13%	12%	11%	12%	8%	5%	8%	6%	17%	1%	9%	13%	13%	10%	4%	9%	1%
NET: Badly		416	179	237	37	79	86	81	65	66	54	88	96	152	14	123	4	84	12	45	107	24
		42%	36%	47%	34%	50%	48%	48%	46%	28%	40%	34%	39%	48%	11%	51%	22%	45%	51%	22%	47%	41%
Don't know		39	14	26	-	8	5	3	2	20	2	4	9	16	1	7	-	6	1	7	7	1
		4%	3%	5%	-	5%	3%	2%	2%	8%	2%	1%	4%	5%	1%	3%	-	3%	4%	3%	3%	2%
Mean		2.50	2.61	2.40	2.68	2.39	2.40	2.44	2.43	2.68	2.60	2.63	2.56	2.34	2.99	2.41	2.65	2.43	2.35	2.80	2.46	2.58
Standard deviation		0.74	0.72	0.74	0.64	0.78	0.71	0.75	0.75	0.72	0.69	0.70	0.66	0.81	0.50	0.71	0.72	0.75	0.68	0.63	0.72	0.51
Standard error		0.02	0.03	0.03	0.08	0.07	0.06	0.06	0.06	0.04	0.04	0.05	0.06	0.04	0.04	0.05	0.17	0.06	0.15	0.05	0.05	0.06

Dudley North Poll

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Absolutes/col percents

Table 10

Q.6 Thinking about Britain's economy - including things like jobs, wages, prices, taxes and interest rates - how do you think the British economy will fare over the next year for you and your family?

Base: All respondents

	Total	Gender		Age					SEG				Voting Intention					2010 Vote				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Other	Con	Lab	LibDem	
Unweighted base	1000	444	556	58	142	150	160	166	318	261	190	149	351	133	253	18	170	21	202	266	63	
Weighted base	1000	490	510	109	159	179	169	139	239	133	257	247	314	134	241	19	187	24	203	227	58	
NET: Well	573	304	270	80	93	94	84	75	145	82	157	152	157	120	136	10	98	13	151	126	30	
	57%	62%	53%	73%	59%	52%	50%	54%	61%	62%	61%	61%	50%	89%	57%	53%	52%	53%	74%	56%	53%	
Very well	(4)	62	39	23	9	12	8	8	7	17	7	22	11	15	13	14	-	8	-	14	13	-
		6%	8%	5%	8%	8%	4%	4%	5%	7%	6%	9%	5%	5%	10%	6%	-	5%	-	7%	6%	-
Quite well	(3)	511	264	247	71	81	86	76	68	127	75	135	141	142	107	122	10	90	13	137	114	30
		51%	54%	48%	65%	51%	48%	45%	49%	53%	56%	53%	57%	45%	79%	51%	53%	48%	53%	67%	50%	53%
Quite badly	(2)	296	129	167	24	50	56	56	52	57	41	76	72	96	14	78	5	67	8	45	76	17
		30%	26%	33%	22%	31%	31%	33%	38%	24%	31%	29%	29%	31%	10%	32%	26%	36%	35%	22%	34%	30%
Very badly	(1)	91	42	49	2	14	24	24	10	16	5	20	18	44	-	19	4	19	2	5	19	3
		9%	9%	10%	2%	9%	13%	14%	7%	7%	4%	8%	7%	14%	-	8%	21%	10%	8%	3%	8%	6%
NET: Badly		388	171	216	27	64	79	80	62	73	46	96	90	140	14	97	9	86	10	50	95	21
		39%	35%	42%	24%	40%	44%	47%	45%	30%	35%	37%	36%	45%	10%	40%	47%	46%	43%	25%	42%	36%
Don't know		39	15	24	3	2	6	5	2	21	5	4	6	17	*	7	-	3	1	2	6	6
		4%	3%	5%	3%	1%	3%	3%	2%	9%	4%	1%	2%	5%	*	3%	-	2%	4%	1%	3%	11%
Mean		2.57	2.63	2.50	2.81	2.58	2.45	2.41	2.53	2.67	2.66	2.63	2.60	2.43	3.00	2.56	2.32	2.48	2.47	2.79	2.54	2.53
Standard deviation		0.75	0.76	0.74	0.61	0.76	0.78	0.80	0.71	0.73	0.65	0.75	0.70	0.80	0.45	0.73	0.82	0.74	0.66	0.60	0.73	0.62
Standard error		0.02	0.04	0.03	0.08	0.06	0.07	0.06	0.06	0.04	0.04	0.06	0.06	0.04	0.04	0.05	0.19	0.06	0.15	0.04	0.05	0.08

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Absolutes/col percents

Table 11

Q.7 Which of the following statements do you most agree with?**Base: All respondents**

	Total	Gender		Age						SEG				Voting Intention					2010 Vote		
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Other	Con	Lab	LibDem
Unweighted base	1000	444	556	58	142	150	160	166	318	261	190	149	351	133	253	18	170	21	202	266	63
Weighted base	1000	490	510	109	159	179	169	139	239	133	257	247	314	134	241	19	187	24	203	227	58
I am satisfied with the job David Cameron is doing overall as Prime Minister	292 29%	175 36%	117 23%	37 34%	52 32%	41 23%	44 26%	33 24%	83 35%	41 30%	95 37%	68 28%	78 25%	95 71%	49 20%	8 42%	35 19%	2 7%	98 48%	44 19%	11 20%
I am dissatisfied with the job that David Cameron is doing overall as Prime Minister - BUT I'd still prefer to have him as Prime Minister than have Ed Miliband as Prime Minister	278 28%	134 27%	144 28%	24 22%	45 28%	62 35%	51 30%	34 24%	61 26%	48 36%	66 26%	85 34%	74 23%	36 27%	36 15%	6 31%	66 35%	11 47%	72 35%	46 20%	16 28%
I am dissatisfied with the job that David Cameron is doing overall as Prime Minister - AND I'd prefer to have Ed Miliband as Prime Minister instead.	291 29%	139 28%	152 30%	44 41%	36 23%	46 26%	54 32%	50 36%	61 26%	31 23%	74 29%	68 27%	101 32%	3 3%	149 62%	4 19%	62 33%	5 20%	18 9%	121 53%	23 40%
Refused	33 3%	12 2%	21 4%	- -	2 1%	5 3%	6 4%	8 6%	9 4%	5 4%	6 2%	6 2%	11 3%	- -	1 *	- -	6 3%	- -	1 1%	2 1%	- -
Don't know	107 11%	31 6%	76 15%	3 3%	24 15%	26 14%	14 8%	14 10%	25 10%	9 7%	17 6%	20 8%	51 16%	- -	7 3%	2 8%	17 9%	6 27%	13 7%	14 6%	7 13%

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Absolutes/col percents

Table 12

Q.8 I would like to ask whether any of the main political parties have contacted you over the last few weeks - whether by delivering leaflets or newspapers, sending personally addressed letters, emailing, telephoning you at home or knocking on your door. Have you heard in any of these ways from...?
Base: All respondents

	Total	Gender		Age					SEG				Voting Intention					2010 Vote			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Other	Con	Lab	LibDem
Unweighted base	1000	444	556	58	142	150	160	166	318	261	190	149	351	133	253	18	170	21	202	266	63
Weighted base	1000	490	510	109	159	179	169	139	239	133	257	247	314	134	241	19	187	24	203	227	58
The UK Independence Party (UKIP)	410 41%	215 44%	194 38%	32 29%	50 32%	70 39%	80 47%	61 44%	112 47%	56 42%	124 48%	94 38%	122 39%	52 39%	81 33%	9 47%	121 65%	10 39%	96 47%	93 41%	29 50%
Labour	272 27%	127 26%	146 29%	17 15%	35 22%	61 34%	45 26%	49 35%	64 27%	36 27%	78 30%	62 25%	86 27%	38 29%	81 33%	7 36%	51 27%	3 14%	69 34%	73 32%	16 28%
The Conservatives	171 17%	84 17%	86 17%	11 10%	15 9%	39 22%	32 19%	30 22%	42 18%	31 23%	51 20%	29 12%	55 17%	31 23%	44 18%	2 9%	31 17%	7 30%	45 22%	37 16%	15 25%
The Liberal Democrat	64 6%	17 3%	47 9%	7 6%	10 6%	17 9%	9 5%	15 11%	8 3%	7 6%	16 6%	14 6%	25 8%	5 4%	25 10%	2 12%	13 7%	1 6%	9 4%	20 9%	2 4%
None of them	413 41%	190 39%	223 44%	62 57%	79 49%	62 35%	67 40%	55 39%	87 36%	51 38%	87 34%	114 46%	134 43%	62 46%	95 39%	5 28%	51 28%	9 36%	66 32%	88 39%	21 36%
Don't know	23 2%	5 1%	18 3%	2 2%	7 4%	6 3%	2 1%	3 2%	4 2%	2 1%	5 2%	6 2%	8 3%	2 1%	4 1%	-	3 1%	-	6 3%	1 *	1 1%

Dudley North Poll

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Absolutes/col percents

Table 13

Q.9 Which of the following would you most like to see as the outcome of the next general election?

Base: All respondents

	Total	Gender		Age						SEG				Voting Intention					2010 Vote		
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Other	Con	Lab	LibDem
Unweighted base	1000	444	556	58	142	150	160	166	318	261	190	149	351	133	253	18	170	21	202	266	63
Weighted base	1000	490	510	109	159	179	169	139	239	133	257	247	314	134	241	19	187	24	203	227	58
A Labour government	360 36%	184 38%	176 35%	47 43%	61 38%	56 31%	67 40%	58 42%	71 30%	37 28%	85 33%	94 38%	127 40%	5 4%	197 82%	6 31%	48 26%	8 32%	21 11%	161 71%	21 36%
A Conservative government	233 23%	139 28%	95 19%	24 22%	30 19%	40 22%	37 22%	27 20%	74 31%	39 30%	75 29%	60 24%	54 17%	107 80%	2 1%	-	58 31%	3 14%	120 59%	13 6%	7 12%
A coalition between Labour and the Liberal Democrats	95 9%	44 9%	51 10%	9 8%	21 13%	17 9%	17 10%	15 11%	16 7%	15 12%	23 9%	29 12%	27 9%	2 1%	29 12%	5 28%	25 13%	3 13%	6 3%	21 9%	14 25%
A coalition between the Conservatives and the Liberal Democrats	94 9%	47 10%	46 9%	12 11%	11 7%	16 9%	15 9%	7 5%	31 13%	17 13%	27 11%	22 9%	26 8%	20 15%	8 3%	7 38%	20 11%	3 11%	29 14%	7 3%	8 15%
Don't know	218 22%	76 15%	142 28%	17 15%	36 23%	50 28%	33 19%	31 22%	48 20%	24 18%	47 18%	43 17%	80 26%	1 1%	4 2%	1 3%	37 20%	7 31%	28 14%	25 11%	8 13%

Dudley North Poll
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Absolutes/col percents

Table 14
Gender
Base: All respondents

	<u>Unweighted base</u>	<u>Weighted base</u>
Unweighted base	1000	1000
Weighted base	1000	1000
Male	444 44%	490 49%
Female	556 56%	510 51%

Dudley North Poll
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Absolutes/col percents

Table 15
Into which of the following age groups do you fall?
Base: All respondents

	<u>Unweighted base</u>	<u>Weighted base</u>
Unweighted base	1000	1000
Weighted base	1000	1000
18-24	58 6%	109 11%
25-34	142 14%	159 16%
35-44	150 15%	179 18%
45-54	160 16%	169 17%
55-64	166 17%	139 14%
65 or older	318 32%	239 24%
Refused	6 1%	6 1%

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Absolutes/col percents

Table 16

SEG**Base: All respondents**

	<u>Unweighted base</u>	<u>Weighted base</u>
Unweighted base	1000	1000
Weighted base	1000	1000
A	92 9%	47 5%
B	169 17%	86 9%
C1	190 19%	257 26%
C2	149 15%	247 25%
D	120 12%	120 12%
E	231 23%	194 19%
Refused	49 5%	49 5%

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Absolutes/col percents

Table 17

Q.4 At the last general election, in May 2010, many people didn't vote. Can you remember, did you vote in that election, or did you not vote?

Could you tell me which party you voted for at the last general election back in May 2010?

Base: All respondents

	<u>Unweighted base</u>	<u>Weighted base</u>
Unweighted base	1000	1000
Weighted base	1000	1000
Conservative	202 20%	203 20%
Labour	266 27%	227 23%
Liberal Democrats	63 6%	58 6%
Another party	58 6%	73 7%
Did not vote	305 31%	343 34%
Refused	56 6%	44 4%
Don't know	50 5%	52 5%