

Wirral South 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	1001	438	563	55	81	161	164	164	369	402	210	99	249	217	284	35	102	36	268	258	92	
Weighted base	1001	481	520	89	119	159	179	169	278	252	310	184	213	191	296	34	114	44	240	248	97	
Certain to vote	(10)	526	253	273	16	37	82	94	104	187	155	157	84	107	125	186	17	68	17	168	192	62
		53%	53%	52%	18%	31%	52%	53%	62%	67%	61%	51%	45%	50%	66%	63%	49%	60%	39%	70%	77%	64%
	(9)	67	37	30	5	10	11	14	12	16	18	18	12	16	19	2	7	8	18	16	8	
		7%	8%	6%	5%	9%	7%	8%	7%	6%	7%	6%	7%	7%	8%	6%	6%	6%	17%	7%	6%	8%
	(8)	89	39	50	21	1	14	21	11	19	20	31	15	20	11	27	11	12	4	14	13	9
		9%	8%	10%	24%	1%	9%	12%	7%	7%	8%	10%	8%	9%	6%	9%	31%	11%	8%	6%	5%	9%
	(7)	46	21	25	5	12	6	3	9	11	6	19	9	12	5	20	-	4	3	9	10	2
		5%	4%	5%	6%	10%	4%	2%	5%	4%	3%	6%	5%	6%	3%	7%	-	4%	6%	4%	4%	2%
	(6)	35	22	14	3	9	9	6	3	6	11	12	7	6	10	9	-	1	4	9	4	1
		4%	5%	3%	4%	8%	5%	3%	2%	2%	4%	4%	4%	3%	5%	3%	-	1%	8%	4%	2%	1%
	(5)	99	44	55	23	18	15	16	14	13	19	35	23	18	16	23	3	18	3	15	9	10
		10%	9%	10%	25%	15%	9%	9%	8%	5%	7%	11%	12%	8%	9%	8%	9%	16%	8%	6%	4%	10%
	(4)	9	1	8	1	2	1	1	3	1	2	1	4	2	1	2	1	-	2	*	-	-
		1%	*	2%	1%	2%	1%	1%	2%	*	1%	*	2%	1%	1%	1%	3%	-	4%	*	-	-
	(3)	15	2	13	3	1	4	1	3	4	3	4	5	4	3	5	-	*	2	1	3	-
		2%	*	2%	3%	1%	3%	*	2%	1%	1%	1%	3%	2%	2%	2%	-	*	4%	*	1%	-
	(2)	19	10	8	-	10	3	4	-	2	3	7	5	4	2	5	1	3	2	2	-	5
		2%	2%	2%	-	8%	2%	2%	-	1%	1%	2%	2%	2%	1%	2%	3%	3%	5%	1%	-	5%
Definitely would not vote	(1)	92	50	41	13	20	14	20	10	15	15	27	21	21	-	-	-	-	2	1	1	
		9%	10%	8%	15%	17%	9%	11%	6%	5%	6%	9%	11%	10%	-	-	-	-	1%	*	1%	
Refused		1	-	1	-	-	-	-	1	-	1	-	-	-	-	-	-	-	1	-	-	
		*	-	*	-	-	-	-	*	-	*	-	-	-	-	-	-	-	*	-	-	
Don't know		4	1	3	-	-	-	-	-	4	-	-	1	3	-	-	-	-	1	-	-	
		*	*	1%	-	-	-	-	-	1%	-	-	1%	1%	-	-	-	-	*	-	-	
Mean		7.84	7.82	7.85	6.28	6.25	7.77	7.83	8.43	8.67	8.40	7.77	7.33	7.76	8.84	8.75	8.48	8.53	7.82	9.05	9.34	8.63
Standard deviation		2.99	3.05	2.94	2.93	3.40	3.02	3.10	2.59	2.51	2.64	2.96	3.21	3.05	2.00	2.01	2.06	2.20	2.55	1.83	1.52	2.35
Standard error		0.09	0.15	0.12	0.39	0.38	0.24	0.24	0.20	0.13	0.13	0.20	0.32	0.20	0.14	0.12	0.35	0.22	0.42	0.11	0.09	0.25

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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	1001	438	563	55	81	161	164	164	369	402	210	99	249	217	284	35	102	36	268	258	92
Weighted base	1001	481	520	89	119	159	179	169	278	252	310	184	213	191	296	34	114	44	240	248	97
Conservative	191	100	91	6	10	30	34	36	75	64	67	26	30	191	-	-	-	-	143	5	7
	19%	21%	17%	6%	8%	19%	19%	21%	27%	26%	21%	14%	14%	100%	-	-	-	-	60%	2%	7%
Labour	296	134	162	36	42	52	56	54	55	76	101	47	66	-	296	-	-	-	9	185	26
	30%	28%	31%	41%	35%	33%	32%	32%	20%	30%	33%	25%	31%	-	100%	-	-	-	4%	75%	27%
Liberal Democrat	34	7	27	6	2	4	8	4	10	12	10	6	7	-	-	34	-	-	2	2	18
	3%	1%	5%	6%	1%	2%	4%	2%	4%	5%	3%	3%	3%	-	-	100%	-	-	1%	1%	18%
The UK Independence Party (UKIP)	114	69	45	14	9	16	13	21	41	18	24	46	23	-	-	-	114	-	37	17	12
	11%	14%	9%	15%	8%	10%	7%	13%	15%	7%	8%	25%	11%	-	-	-	100%	-	15%	7%	12%
The Green Party	28	21	8	2	10	6	5	3	3	7	6	7	7	-	-	-	-	28	1	6	6
	3%	4%	1%	2%	8%	4%	3%	2%	1%	3%	2%	4%	3%	-	-	-	-	65%	*	3%	6%
The British National Party (BNP)	4	3	1	-	3	1	-	-	-	-	2	-	2	-	-	-	-	4	-	-	-
	*	1%	*	-	3%	1%	-	-	-	-	1%	-	1%	-	-	-	-	10%	-	-	-
Some other party	11	8	3	-	2	-	3	4	1	1	3	4	3	-	-	-	-	11	1	4	1
	1%	2%	1%	-	2%	-	2%	3%	*	*	1%	2%	2%	-	-	-	-	26%	*	2%	1%
Would not vote	92	50	41	13	20	14	20	10	15	15	27	21	21	-	-	-	-	-	2	1	1
	9%	10%	8%	15%	17%	9%	11%	6%	5%	6%	9%	11%	10%	-	-	-	-	-	1%	*	1%
Refused	72	30	42	-	-	6	14	12	36	16	19	4	23	-	-	-	-	-	6	9	4
	7%	6%	8%	-	-	4%	8%	7%	13%	6%	6%	2%	11%	-	-	-	-	-	2%	4%	4%
Don't know	158	57	102	13	22	29	26	25	43	44	51	24	31	-	-	-	-	-	39	18	22
	16%	12%	20%	15%	19%	18%	14%	15%	15%	17%	17%	13%	14%	-	-	-	-	-	16%	7%	23%

Wirral South Poll

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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	498	234	264	24	30	81	79	87	196	220	102	50	115	163	214	25	73	23	170	184	50
Weighted base	481	247	234	33	44	76	88	91	147	136	147	91	97	139	213	24	79	26	152	180	50
Conservative	139	75	65	4	6	20	26	26	58	50	48	18	20	139	-	-	-	-	115	4	5
	29%	30%	28%	12%	13%	26%	29%	28%	40%	37%	33%	20%	20%	100%	-	-	-	-	75%	2%	11%
Labour	213	96	117	19	25	38	44	42	45	60	69	32	48	-	213	-	-	-	5	152	20
	44%	39%	50%	57%	57%	51%	49%	46%	31%	44%	47%	35%	49%	-	100%	-	-	-	3%	85%	40%
Liberal Democrat	24	6	17	4	1	2	4	3	8	10	7	3	4	-	-	24	-	-	1	2	12
	5%	2%	7%	12%	3%	3%	5%	3%	5%	7%	5%	3%	4%	-	-	100%	-	-	1%	1%	25%
The UK Independence Party (UKIP)	79	50	29	7	4	10	8	17	32	12	17	31	17	-	-	-	79	-	30	13	6
	16%	20%	12%	20%	9%	14%	10%	19%	21%	9%	11%	34%	18%	-	-	-	100%	-	20%	7%	12%
The Green Party	18	14	4	*	6	4	3	1	3	4	3	4	5	-	-	-	-	18	*	5	5
	4%	6%	2%	*	15%	6%	4%	1%	2%	3%	2%	5%	6%	-	-	-	-	69%	*	3%	11%
The British National Party (BNP)	2	2	*	-	1	1	-	-	-	-	1	-	1	-	-	-	-	2	-	-	-
	*	1%	*	-	2%	1%	-	-	-	-	1%	-	1%	-	-	-	-	7%	-	-	-
Some other party	7	6	1	-	*	-	3	2	1	1	1	2	3	-	-	-	-	7	1	4	1
	1%	2%	*	-	*	-	3%	3%	1%	*	1%	2%	3%	-	-	-	-	25%	1%	2%	2%

Wirral South Poll
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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	30%
Labour	43%
Liberal Democrat	6%
UKIP	15%
Other	5%

Wirral South 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	1001	438	563	55	81	161	164	164	369	402	210	99	249	217	284	35	102	36	268	258	92
Weighted base	1001	481	520	89	119	159	179	169	278	252	310	184	213	191	296	34	114	44	240	248	97
Conservative	175 18%	95 20%	81 15%	7 8%	11 9%	24 15%	35 20%	32 19%	66 24%	62 25%	60 19%	15 8%	33 16%	149 78%	2 1%	3 7%	4 4%	1 3%	130 54%	6 3%	7 7%
Labour	316 32%	150 31%	166 32%	35 39%	44 37%	57 36%	60 34%	58 34%	61 22%	83 33%	105 34%	55 30%	67 31%	4 2%	271 92%	* 1%	7 6%	10 22%	16 7%	184 74%	26 27%
Liberal Democrat	80 8%	15 3%	65 12%	7 8%	6 5%	10 6%	14 8%	14 8%	28 10%	19 8%	25 8%	13 7%	21 10%	19 10%	13 5%	27 80%	4 4%	- -	18 7%	9 4%	30 31%
The UK Independence Party (UKIP)	108 11%	73 15%	35 7%	14 15%	12 10%	18 11%	10 6%	17 10%	37 13%	15 6%	27 9%	44 24%	20 9%	6 3%	3 1%	- -	91 80%	5 10%	36 15%	18 7%	7 7%
The Green Party	16 2%	10 2%	6 1%	- -	4 3%	2 2%	2 1%	3 2%	4 2%	2 1%	3 1%	3 2%	6 3%	- -	- -	1 3%	- -	14 32%	* *	5 2%	5 5%
The British National Party (BNP)	4 *	2 *	2 *	- -	2 2%	- -	- -	2 1%	- -	- -	2 1%	2 1%	- -	- -	- -	- -	2 2%	2 5%	- -	- -	2 2%
Some other party	9 1%	9 2%	- -	- -	3 3%	- -	2 1%	1 1%	3 1%	1 1%	4 1%	2 1%	1 1%	1 1%	- -	- -	- -	7 15%	1 *	3 1%	- -
Would not vote	92 9%	50 10%	41 8%	13 15%	20 17%	14 9%	20 11%	10 6%	15 5%	15 6%	27 9%	21 11%	21 10%	- -	- -	- -	- -	- -	2 1%	1 *	1 1%
Refused	52 5%	20 4%	32 6%	- -	- -	2 1%	10 6%	10 6%	24 9%	11 4%	12 4%	4 2%	15 7%	- -	- -	- -	- -	- -	4 2%	4 1%	2 3%
Don't know	149 15%	56 12%	93 18%	14 15%	17 14%	32 20%	25 14%	22 13%	40 14%	43 17%	45 14%	25 14%	29 14%	11 6%	6 2%	3 9%	5 5%	5 12%	32 13%	17 7%	17 18%

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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	524	241	283	23	32	85	85	91	207	230	109	51	123	156	210	23	71	20	182	189	54
Weighted base	505	254	251	33	47	80	93	94	156	143	156	91	104	133	210	21	77	24	160	185	55
Conservative	131	72	59	4	7	18	26	23	52	50	44	12	22	114	1	1	3	1	107	5	5
	26%	28%	23%	12%	16%	22%	28%	25%	33%	35%	28%	14%	21%	85%	1%	4%	4%	4%	67%	3%	9%
Labour	219	104	115	17	23	41	46	44	47	65	67	35	47	3	195	*	3	5	11	150	19
	43%	41%	46%	53%	50%	51%	50%	47%	30%	46%	43%	38%	45%	2%	93%	2%	4%	20%	7%	81%	34%
Liberal Democrat	58	11	47	5	5	8	9	10	20	14	19	9	15	13	11	19	3	-	12	8	23
	12%	5%	19%	14%	11%	10%	10%	11%	13%	10%	12%	10%	14%	9%	5%	90%	4%	-	7%	4%	42%
The UK Independence Party (UKIP)	78	53	25	7	6	11	8	14	31	11	20	29	16	4	3	-	66	3	29	15	3
	15%	21%	10%	20%	13%	14%	9%	14%	20%	8%	13%	32%	15%	3%	1%	-	85%	14%	18%	8%	5%
The Green Party	11	7	4	-	3	2	1	1	4	2	3	1	4	-	-	1	-	10	*	4	4
	2%	3%	2%	-	7%	3%	1%	1%	3%	1%	2%	2%	4%	-	-	4%	-	41%	*	2%	7%
The British National Party (BNP)	3	1	2	-	1	-	-	2	-	-	1	2	-	-	-	-	2	1	-	-	2
	1%	*	1%	-	2%	-	-	2%	-	-	1%	2%	-	-	-	-	2%	4%	-	-	3%
Some other party	5	5	-	-	*	-	2	1	2	1	1	2	1	1	-	-	-	4	1	3	-
	1%	2%	-	-	*	-	2%	1%	1%	*	1%	2%	1%	*	-	-	-	17%	1%	2%	-

Wirral South 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	27%
Labour	43%
Liberal Democrat	12%
UKIP	15%
Other	4%

Wirral South 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	1001	438	563	55	81	161	164	164	369	402	210	99	249	217	284	35	102	36	268	258	92
Weighted base	1001	481	520	89	119	159	179	169	278	252	310	184	213	191	296	34	114	44	240	248	97
I would not vote UKIP	591	277	314	45	77	96	110	113	148	168	193	86	128	134	237	25	-	29	135	185	63
	59%	58%	60%	51%	64%	60%	62%	67%	53%	67%	62%	47%	60%	70%	80%	73%	-	66%	56%	74%	65%
I would not vote Liberal Democrat	589	321	268	49	66	95	113	103	163	148	171	120	130	123	204	-	91	29	155	178	40
	59%	67%	51%	55%	55%	59%	63%	61%	59%	59%	55%	65%	61%	65%	69%	-	80%	67%	64%	72%	41%
I would not vote Conservative	522	246	276	56	74	92	96	86	117	108	156	116	125	-	258	18	80	29	30	221	60
	52%	51%	53%	63%	62%	58%	54%	51%	42%	43%	50%	63%	59%	-	87%	53%	70%	66%	12%	89%	62%
I would not vote Labour	365	193	172	25	35	47	57	67	131	79	125	78	69	145	-	17	84	19	166	15	27
	36%	40%	33%	28%	30%	30%	32%	39%	47%	32%	40%	42%	32%	76%	-	49%	74%	43%	69%	6%	27%
None of these - I would potentially vote for all of them	94	41	53	18	16	11	15	6	26	22	31	20	12	10	6	4	2	2	16	3	8
	9%	9%	10%	20%	14%	7%	8%	3%	9%	9%	10%	11%	6%	5%	2%	12%	2%	5%	7%	1%	8%
Don't know	40	13	26	2	5	3	7	6	15	10	10	2	13	-	5	1	-	1	5	1	2
	4%	3%	5%	2%	4%	2%	4%	4%	5%	4%	3%	1%	6%	-	2%	2%	-	3%	2%	1%	2%

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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	1001	438	563	55	81	161	164	164	369	402	210	99	249	217	284	35	102	36	268	258	92	
Weighted base	1001	481	520	89	119	159	179	169	278	252	310	184	213	191	296	34	114	44	240	248	97	
NET: Well	569	298	271	50	61	71	95	101	184	161	191	85	106	166	134	22	59	23	190	118	58	
	57%	62%	52%	56%	51%	45%	53%	60%	66%	64%	62%	46%	50%	87%	45%	63%	52%	52%	79%	48%	60%	
Very well	(4)	40	24	16	2	3	4	4	8	19	10	14	6	9	20	5	-	5	*	22	7	*
	4%	5%	3%	3%	3%	3%	2%	5%	7%	4%	5%	3%	4%	11%	2%	-	4%	1%	9%	3%	*	
Quite well	(3)	529	274	255	48	58	67	91	93	166	151	177	79	97	146	129	22	55	22	168	112	57
	53%	57%	49%	54%	49%	42%	51%	55%	60%	60%	57%	43%	46%	77%	44%	63%	48%	51%	70%	45%	59%	
Quite badly	(2)	304	119	185	26	44	70	58	50	55	67	90	70	20	129	10	36	18	37	103	31	
	30%	25%	36%	29%	37%	44%	33%	30%	20%	27%	29%	38%	33%	10%	44%	29%	31%	41%	16%	42%	32%	
Very badly	(1)	93	51	42	9	14	16	20	14	20	17	23	23	25	2	29	1	14	3	6	23	5
	9%	11%	8%	10%	12%	10%	11%	8%	7%	7%	7%	13%	12%	1%	10%	2%	12%	7%	2%	9%	5%	
NET: Badly	397	169	227	35	58	86	78	65	76	84	113	94	95	22	158	11	50	21	43	127	36	
	40%	35%	44%	39%	49%	54%	44%	38%	27%	33%	36%	51%	44%	11%	53%	31%	44%	48%	18%	51%	37%	
Don't know	36	13	23	5	-	2	6	3	18	7	6	5	13	2	4	2	5	-	7	3	3	
	4%	3%	4%	5%	-	1%	4%	2%	7%	3%	2%	3%	6%	1%	1%	5%	5%	-	3%	1%	4%	
Mean	2.53	2.58	2.49	2.52	2.42	2.38	2.45	2.57	2.70	2.63	2.60	2.38	2.45	2.98	2.38	2.65	2.46	2.45	2.89	2.41	2.57	
Standard deviation	0.72	0.75	0.70	0.72	0.73	0.70	0.72	0.72	0.72	0.67	0.70	0.76	0.76	0.51	0.68	0.52	0.77	0.64	0.59	0.70	0.60	
Standard error	0.02	0.04	0.03	0.10	0.08	0.06	0.06	0.06	0.04	0.03	0.05	0.08	0.05	0.03	0.04	0.09	0.08	0.11	0.04	0.04	0.06	

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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	1001	438	563	55	81	161	164	164	369	402	210	99	249	217	284	35	102	36	268	258	92	
Weighted base	1001	481	520	89	119	159	179	169	278	252	310	184	213	191	296	34	114	44	240	248	97	
NET: Well	603	315	288	57	74	83	98	101	186	173	198	95	115	161	160	26	65	20	191	136	66	
	60%	66%	55%	63%	62%	52%	55%	60%	67%	69%	64%	51%	54%	85%	54%	78%	57%	46%	80%	55%	68%	
Very well	(4)	45	32	13	4	5	7	5	5	19	9	15	10	11	20	12	-	-	3	17	11	2
	4%	7%	2%	4%	4%	5%	3%	3%	7%	4%	5%	6%	5%	10%	4%	-	-	6%	7%	5%	2%	
Quite well	(3)	558	283	275	53	69	75	93	96	167	164	184	84	104	142	148	26	65	17	174	124	64
	56%	59%	53%	59%	58%	47%	52%	57%	60%	65%	59%	46%	49%	74%	50%	78%	57%	39%	72%	50%	66%	
Quite badly	(2)	270	110	160	19	37	53	59	49	53	59	80	58	66	23	102	3	34	20	34	89	20
	27%	23%	31%	21%	31%	34%	33%	29%	19%	23%	26%	32%	31%	12%	34%	8%	30%	45%	14%	36%	21%	
Very badly	(1)	84	42	42	10	8	18	14	14	19	14	19	21	24	1	26	2	11	4	5	18	8
	8%	9%	8%	11%	7%	11%	8%	8%	7%	6%	6%	11%	11%	*	9%	5%	10%	9%	2%	7%	8%	
NET: Badly	354	152	202	29	45	71	73	63	72	72	99	79	90	24	128	4	45	24	39	107	28	
	35%	32%	39%	33%	38%	45%	41%	37%	26%	29%	32%	43%	42%	12%	43%	13%	39%	54%	16%	43%	29%	
Don't know	44	14	30	4	-	5	8	5	20	6	13	10	9	6	8	3	4	-	10	5	2	
	4%	3%	6%	4%	-	3%	5%	3%	7%	3%	4%	6%	4%	3%	3%	9%	4%	-	4%	2%	3%	
Mean	2.59	2.65	2.53	2.58	2.60	2.47	2.52	2.56	2.72	2.69	2.65	2.48	2.50	2.98	2.51	2.80	2.49	2.44	2.89	2.53	2.64	
Standard deviation	0.72	0.74	0.69	0.75	0.68	0.76	0.69	0.69	0.71	0.64	0.67	0.79	0.77	0.50	0.72	0.54	0.68	0.75	0.54	0.70	0.67	
Standard error	0.02	0.04	0.03	0.10	0.08	0.06	0.06	0.06	0.04	0.03	0.05	0.08	0.05	0.03	0.04	0.10	0.07	0.12	0.03	0.04	0.07	

Wirral South Poll

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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	1001	438	563	55	81	161	164	164	369	402	210	99	249	217	284	35	102	36	268	258	92
Weighted base	1001	481	520	89	119	159	179	169	278	252	310	184	213	191	296	34	114	44	240	248	97
I am satisfied with the job David Cameron is doing overall as Prime Minister	254 25%	129 27%	125 24%	20 22%	22 19%	33 21%	44 25%	40 24%	92 33%	67 27%	89 29%	41 22%	47 22%	126 66%	28 9%	7 20%	22 19%	3 6%	121 50%	21 8%	15 16%
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	258 26%	113 24%	144 28%	26 29%	36 31%	41 26%	41 23%	38 23%	74 27%	75 30%	86 28%	47 25%	44 21%	60 32%	33 11%	15 44%	50 44%	15 34%	87 36%	33 13%	26 26%
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.	342 34%	166 35%	176 34%	37 42%	41 35%	62 39%	65 36%	69 41%	67 24%	78 31%	99 32%	69 37%	88 41%	1 1%	224 76%	7 22%	28 25%	20 46%	14 6%	183 74%	44 45%
Refused	42 4%	20 4%	22 4%	- -	2 2%	9 6%	11 6%	5 3%	11 4%	8 3%	7 2%	9 5%	14 7%	1 *	2 1%	- -	3 3%	2 5%	6 3%	2 1%	1 1%
Don't know	105 10%	52 11%	53 10%	7 7%	17 14%	13 8%	17 10%	17 10%	34 12%	24 9%	29 9%	19 10%	20 9%	2 1%	10 3%	5 14%	11 9%	4 8%	11 4%	10 4%	11 12%

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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	1001	438	563	55	81	161	164	164	369	402	210	99	249	217	284	35	102	36	268	258	92
Weighted base	1001	481	520	89	119	159	179	169	278	252	310	184	213	191	296	34	114	44	240	248	97
The UK Independence Party (UKIP)	261 26%	129 27%	132 25%	4 5%	28 23%	47 29%	42 23%	56 33%	84 30%	75 30%	88 28%	37 20%	57 27%	46 24%	86 29%	9 27%	44 39%	13 30%	71 29%	73 30%	38 40%
The Conservatives	245 24%	123 26%	121 23%	10 11%	22 19%	40 25%	45 25%	62 37%	66 24%	80 32%	77 25%	39 21%	43 20%	63 33%	75 25%	9 28%	16 14%	10 23%	72 30%	65 26%	38 39%
Labour	240 24%	119 25%	121 23%	17 19%	28 24%	39 25%	37 21%	59 35%	60 21%	59 23%	73 23%	49 27%	56 26%	36 19%	106 36%	6 18%	20 17%	10 23%	50 21%	95 38%	17 17%
The Liberal Democrat	104 10%	53 11%	50 10%	6 6%	15 13%	18 11%	15 8%	22 13%	29 10%	22 9%	39 12%	16 9%	26 12%	21 11%	35 12%	8 24%	6 5%	7 16%	21 9%	30 12%	18 19%
None of them	438 44%	204 42%	234 45%	61 68%	54 45%	68 43%	83 46%	42 25%	124 44%	95 38%	121 39%	98 53%	96 45%	79 41%	104 35%	13 37%	49 43%	18 42%	91 38%	82 33%	30 31%
Don't know	19 2%	8 2%	11 2%	2 2%	2 2%	2 1%	7 4%	3 2%	3 1%	5 2%	6 2%	2 1%	4 2%	2 1%	2 1%	2 5%	2 1%	3 7%	3 1%	1 *	-

Wirral South 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	1001	438	563	55	81	161	164	164	369	402	210	99	249	217	284	35	102	36	268	258	92
Weighted base	1001	481	520	89	119	159	179	169	278	252	310	184	213	191	296	34	114	44	240	248	97
A Labour government	393 39%	194 40%	199 38%	51 57%	58 49%	67 42%	75 42%	66 39%	75 27%	87 35%	120 39%	87 47%	89 42%	5 3%	256 86%	2 5%	31 27%	22 50%	14 6%	206 83%	30 31%
A Conservative government	225 22%	119 25%	106 20%	13 14%	9 7%	32 20%	35 20%	38 22%	97 35%	71 28%	68 22%	38 21%	38 18%	142 75%	3 1%	4 11%	35 30%	2 4%	145 60%	6 2%	11 11%
A coalition between Labour and the Liberal Democrats	109 11%	47 10%	62 12%	14 15%	16 14%	21 13%	22 12%	14 8%	22 8%	31 12%	34 11%	19 10%	24 11%	1 1%	32 11%	19 54%	15 13%	11 25%	12 5%	23 9%	27 28%
A coalition between the Conservatives and the Liberal Democrats	105 10%	46 10%	58 11%	2 2%	12 10%	13 8%	18 10%	23 14%	35 12%	27 11%	40 13%	14 8%	21 10%	40 21%	2 1%	8 24%	14 12%	6 13%	44 18%	3 1%	12 12%
Don't know	169 17%	74 15%	95 18%	10 11%	24 20%	27 17%	29 16%	28 16%	49 18%	36 14%	48 16%	25 14%	41 19%	2 1%	4 1%	2 6%	20 17%	3 7%	25 10%	9 4%	16 17%

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Absolutes/col percents

Table 14
Gender
Base: All respondents

	<u>Unweighted base</u>	<u>Weighted base</u>
Unweighted base	1001	1001
Weighted base	1001	1001
Male	438 44%	481 48%
Female	563 56%	520 52%

Wirral South 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	1001	1001
Weighted base	1001	1001
18-24	55 5%	89 9%
25-34	81 8%	119 12%
35-44	161 16%	159 16%
45-54	164 16%	179 18%
55-64	164 16%	169 17%
65 or older	369 37%	278 28%
Refused	7 1%	7 1%

Wirral South Poll
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Absolutes/col percents

Table 16

SEG**Base: All respondents**

	<u>Unweighted base</u>	<u>Weighted base</u>
Unweighted base	1001	1001
Weighted base	1001	1001
A	134 13%	83 8%
B	268 27%	170 17%
C1	210 21%	310 31%
C2	99 10%	184 18%
D	90 9%	86 9%
E	159 16%	127 13%
Refused	41 4%	41 4%

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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	1001	1001
Weighted base	1001	1001
Conservative	268 27%	240 24%
Labour	258 26%	248 25%
Liberal Democrats	92 9%	97 10%
Another party	26 3%	20 2%
Did not vote	249 25%	292 29%
Refused	65 6%	59 6%
Don't know	43 4%	45 4%