

Wolverhampton SW Poll

CATI Fieldwork : 14th-20th April 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	452	548	63	112	134	179	180	332	365	196	126	263	213	281	30	111	19	280	254	75	
Weighted base	1000	500	500	130	170	180	160	140	220	207	292	188	263	188	303	28	110	20	235	229	89	
Certain to vote	(10)	477	248	228	24	65	79	86	83	139	120	133	71	127	114	167	14	68	10	162	140	53
		48%	50%	46%	19%	38%	44%	54%	59%	63%	58%	45%	38%	48%	61%	55%	51%	61%	49%	69%	61%	60%
	(9)	54	30	23	4	9	15	6	5	14	13	17	10	12	14	13	2	6	-	21	12	4
		5%	6%	5%	3%	5%	8%	4%	4%	7%	6%	6%	5%	4%	7%	4%	7%	5%	-	9%	5%	4%
	(8)	99	54	45	15	25	15	21	12	11	17	25	24	26	14	40	6	8	3	19	23	13
		10%	11%	9%	12%	15%	9%	13%	8%	5%	8%	9%	13%	10%	7%	13%	20%	8%	14%	8%	10%	15%
	(7)	59	30	29	21	16	5	5	3	9	16	19	10	13	17	19	1	6	-	6	13	3
		6%	6%	6%	16%	10%	3%	3%	2%	4%	8%	7%	5%	5%	9%	6%	2%	6%	-	2%	6%	4%
	(6)	40	14	26	15	3	6	5	3	8	3	19	9	9	5	14	1	1	-	2	8	3
		4%	3%	5%	12%	2%	3%	3%	2%	3%	1%	7%	5%	3%	3%	5%	2%	1%	-	1%	3%	4%
	(5)	80	29	51	12	18	17	12	10	11	11	26	25	15	15	26	2	14	2	8	12	5
		8%	6%	10%	9%	10%	9%	8%	7%	5%	5%	9%	13%	6%	8%	9%	6%	12%	10%	4%	5%	5%
	(4)	18	10	8	5	3	3	3	2	1	5	6	-	8	*	11	1	1	3	-	4	-
		2%	2%	2%	4%	2%	2%	2%	1%	1%	2%	2%	-	3%	*	4%	4%	1%	13%	-	2%	-
	(3)	27	14	13	8	5	6	-	5	3	7	12	3	3	4	7	2	6	1	3	5	2
		3%	3%	3%	7%	3%	3%	-	3%	1%	4%	4%	1%	1%	2%	2%	8%	5%	4%	1%	2%	2%
	(2)	25	7	18	6	4	8	4	4	*	3	8	9	6	4	4	-	1	2	-	5	1
		3%	1%	4%	4%	2%	4%	2%	3%	*	1%	3%	5%	2%	2%	1%	-	1%	10%	-	2%	1%
Definitely would not vote	(1)	110	57	53	18	20	24	15	11	22	12	26	22	42	-	-	-	-	-	12	3	5
		11%	11%	11%	14%	12%	13%	10%	8%	10%	6%	9%	12%	16%	-	-	-	-	-	5%	1%	5%
Don't know		11	7	5	-	2	2	3	2	2	1	2	6	2	-	-	-	-	-	2	4	-
		1%	1%	1%	-	1%	1%	2%	2%	1%	*	1%	3%	1%	-	-	-	-	-	1%	2%	-
Mean		7.49	7.66	7.33	6.00	7.17	7.17	7.92	8.00	8.28	8.20	7.44	7.04	7.28	8.64	8.38	8.29	8.49	7.33	8.90	8.64	8.45
Standard deviation		3.17	3.15	3.18	3.01	3.15	3.38	3.01	3.05	2.93	2.75	3.07	3.22	3.42	2.11	2.20	2.33	2.29	3.12	2.30	2.24	2.53
Standard error		0.10	0.15	0.14	0.38	0.30	0.29	0.23	0.23	0.16	0.14	0.22	0.29	0.21	0.14	0.13	0.43	0.22	0.72	0.14	0.14	0.29

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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	1000	452	548	63	112	134	179	180	332	365	196	126	263	213	281	30	111	19	280	254	75
Weighted base	1000	500	500	130	170	180	160	140	220	207	292	188	263	188	303	28	110	20	235	229	89
Conservative	188	98	90	20	30	27	27	20	64	50	55	41	36	188	-	-	-	-	113	15	8
	19%	20%	18%	15%	17%	15%	17%	14%	29%	24%	19%	22%	14%	100%	-	-	-	-	48%	6%	9%
Labour	303	155	148	55	58	71	43	38	39	64	82	60	79	-	303	-	-	-	22	151	33
	30%	31%	30%	42%	34%	39%	27%	27%	18%	31%	28%	32%	30%	-	100%	-	-	-	9%	66%	37%
Liberal Democrat	28	10	18	1	2	6	8	5	5	9	5	3	7	-	-	28	-	-	*	3	20
	3%	2%	4%	1%	1%	3%	5%	4%	2%	4%	2%	2%	3%	-	-	100%	-	-	*	1%	22%
The UK Independence Party (UKIP)	110	66	44	10	12	14	23	24	27	22	40	16	28	-	-	-	110	-	42	12	7
	11%	13%	9%	8%	7%	8%	14%	17%	12%	11%	14%	9%	11%	-	-	-	100%	-	18%	5%	7%
The Green Party	11	4	6	-	2	5	2	*	1	4	3	1	3	-	-	-	-	11	1	4	5
	1%	1%	1%	-	1%	3%	1%	*	1%	2%	1%	1%	1%	-	-	-	-	55%	*	2%	5%
The British National Party (BNP)	5	5	-	-	4	-	-	1	-	-	-	-	5	-	-	-	-	5	-	-	-
	1%	1%	-	-	2%	-	-	1%	-	-	-	-	2%	-	-	-	-	26%	-	-	-
Some other party	4	1	3	1	-	1	*	1	1	2	-	-	1	-	-	-	-	4	1	1	-
	*	*	1%	1%	-	*	*	1%	*	1%	-	-	*	-	-	-	-	18%	*	1%	-
Would not vote	110	57	53	18	20	24	15	11	22	12	26	22	42	-	-	-	-	-	12	3	5
	11%	11%	11%	14%	12%	13%	10%	8%	10%	6%	9%	12%	16%	-	-	-	-	-	5%	1%	5%
Refused	77	33	44	2	1	9	15	19	31	15	18	10	29	-	-	-	-	-	13	6	1
	8%	7%	9%	2%	1%	5%	9%	14%	14%	7%	6%	5%	11%	-	-	-	-	-	5%	3%	1%
Don't know	165	71	94	22	41	25	27	20	30	29	62	33	34	-	-	-	-	-	32	34	11
	17%	14%	19%	17%	24%	14%	17%	14%	14%	14%	21%	18%	13%	-	-	-	-	-	13%	15%	13%

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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	471	234	237	22	47	63	86	88	166	198	84	55	111	160	201	20	80	10	179	158	44
Weighted base	439	238	201	40	68	82	72	67	109	110	120	77	110	132	202	18	75	11	147	136	53
Conservative	132	71	61	11	16	19	21	13	53	37	35	28	28	132	-	-	-	-	96	9	5
	30%	30%	31%	26%	24%	24%	29%	19%	49%	34%	29%	36%	26%	100%	-	-	-	-	65%	7%	9%
Labour	202	108	93	25	42	48	27	28	31	49	54	34	53	-	202	-	-	-	15	115	24
	46%	46%	46%	62%	61%	59%	37%	43%	28%	44%	45%	44%	48%	-	100%	-	-	-	10%	85%	46%
Liberal Democrat	18	6	12	*	1	4	5	5	4	5	4	2	5	-	-	18	-	-	*	1	16
	4%	3%	6%	*	2%	5%	6%	7%	4%	5%	3%	2%	5%	-	-	100%	-	-	*	1%	29%
The UK Independence Party (UKIP)	75	47	29	4	5	8	18	19	20	16	26	13	19	-	-	-	75	-	34	8	4
	17%	20%	14%	9%	8%	10%	25%	29%	19%	14%	21%	17%	17%	-	-	-	100%	-	23%	6%	8%
The Green Party	6	2	4	-	1	2	2	*	*	2	2	1	1	-	-	-	-	6	1	1	4
	1%	1%	2%	-	2%	3%	2%	*	*	2%	2%	1%	1%	-	-	-	-	56%	*	1%	7%
The British National Party (BNP)	3	3	-	-	2	-	-	1	-	-	-	-	3	-	-	-	-	3	-	-	-
	1%	1%	-	-	3%	-	-	2%	-	-	-	-	3%	-	-	-	-	29%	-	-	-
Some other party	2	*	2	1	-	*	*	*	1	1	-	-	1	-	-	-	-	2	1	1	-
	*	*	1%	2%	-	*	*	*	1%	1%	-	-	1%	-	-	-	-	15%	*	1%	-

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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	31%
Labour	46%
Liberal Democrat	4%
UKIP	16%
Other	3%

Wolverhampton SW Poll

CATI Fieldwork : 14th-20th April 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	452	548	63	112	134	179	180	332	365	196	126	263	213	281	30	111	19	280	254	75
Weighted base	1000	500	500	130	170	180	160	140	220	207	292	188	263	188	303	28	110	20	235	229	89
Conservative	214 21%	109 22%	105 21%	23 18%	32 19%	25 14%	34 21%	20 15%	79 36%	51 25%	62 21%	48 25%	46 18%	171 91%	4 1%	*	10 9%	2 11%	127 54%	15 7%	11 12%
Labour	321 32%	166 33%	156 31%	55 42%	59 35%	72 40%	50 31%	43 31%	41 19%	67 32%	91 31%	64 34%	85 32%	6 3%	274 90%	1 5%	5 5%	2 8%	24 10%	154 67%	39 44%
Liberal Democrat	30 3%	8 2%	22 4%	1 1%	4 2%	5 3%	6 4%	6 5%	7 3%	8 4%	7 2%	4 2%	7 3%	2 1%	5 2%	22 78%	-	-	3 1%	4 2%	18 21%
The UK Independence Party (UKIP)	108 11%	70 14%	38 8%	14 10%	14 8%	15 8%	19 12%	20 14%	26 12%	20 10%	38 13%	18 10%	27 10%	3 2%	4 1%	2 6%	91 82%	2 9%	36 15%	14 6%	6 6%
The Green Party	5 1%	1 *	4 1%	-	1 1%	2 1%	1 1%	-	1 1%	4 2%	1 *	-	1 *	-	-	1 3%	-	4 23%	-	2 1%	2 3%
The British National Party (BNP)	4 *	4 1%	-	-	3 2%	-	-	1 1%	-	1 *	-	-	3 1%	-	1 *	-	-	3 17%	-	1 *	-
Some other party	12 1%	6 1%	6 1%	6 5%	-	1 1%	3 2%	1 1%	1 *	2 1%	5 2%	-	4 2%	-	-	-	-	2 13%	1 *	2 1%	1 2%
Would not vote	110 11%	57 11%	53 11%	18 14%	20 12%	24 13%	15 10%	11 8%	22 10%	12 6%	26 9%	22 12%	42 16%	-	-	-	-	-	12 5%	3 1%	5 5%
Refused	49 5%	21 4%	28 6%	-	1 1%	7 4%	7 4%	15 11%	18 8%	11 5%	10 3%	4 2%	22 8%	-	-	-	1 1%	-	6 3%	1 1%	1 1%
Don't know	147 15%	59 12%	89 18%	13 10%	35 21%	29 16%	25 16%	21 15%	24 11%	32 15%	53 18%	29 15%	26 10%	6 3%	16 5%	2 6%	4 4%	4 19%	26 11%	33 14%	7 8%

Wolverhampton SW Poll

CATI Fieldwork : 14th-20th April 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	501	246	254	22	49	62	95	89	183	207	92	58	120	155	194	20	74	8	189	166	47	
Weighted base	466	254	212	43	75	80	82	67	121	112	132	82	117	129	193	18	71	8	155	140	56	
Conservative	151	80	71	12	19	17	26	13	63	37	42	30	35	121	2	*	7	1	106	8	6	
	32%	31%	34%	28%	26%	21%	32%	19%	52%	34%	32%	37%	30%	94%	1%	2%	10%	18%	69%	6%	11%	
Labour	216	118	98	26	43	50	34	32	32	51	62	37	54	5	187	1	4	*	17	118	28	
	46%	46%	46%	59%	58%	62%	41%	48%	26%	46%	47%	45%	46%	4%	97%	7%	6%	*	11%	85%	51%	
Liberal Democrat	21	5	16	*	3	4	3	5	5	4	5	2	5	2	3	15	-	-	2	2	14	
	4%	2%	7%	*	4%	5%	4%	7%	4%	4%	4%	2%	5%	1%	1%	86%	-	-	1%	1%	25%	
The UK Independence Party (UKIP)	67	45	22	4	5	8	15	16	19	14	21	13	17	2	1	*	59	*	29	8	4	
	14%	18%	11%	9%	7%	10%	18%	24%	16%	13%	16%	16%	15%	2%	*	1%	84%	1%	18%	6%	7%	
The Green Party	3	1	2	-	1	1	1	-	*	3	*	-	1	-	-	1	-	3	-	1	2	
	1%	*	1%	-	1%	2%	1%	-	*	2%	*	-	1%	-	-	4%	-	32%	-	1%	3%	
The British National Party (BNP)	4	4	-	-	3	-	-	1	-	1	-	-	3	-	1	-	-	3	-	1	-	
	1%	1%	-	-	4%	-	-	2%	-	1%	-	-	3%	-	*	-	-	36%	-	1%	-	
Some other party	5	3	3	2	-	1	2	*	1	1	2	-	2	-	-	-	-	1	1	1	1	
	1%	1%	1%	4%	-	1%	3%	*	1%	1%	2%	-	2%	-	-	-	-	12%	*	1%	2%	

Wolverhampton SW Poll
CATI Fieldwork : 14th-20th April 2014

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	33%
Labour	46%
Liberal Democrat	5%
UKIP	14%
Other	2%

Wolverhampton SW Poll

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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	452	548	63	112	134	179	180	332	365	196	126	263	213	281	30	111	19	280	254	75
Weighted base	1000	500	500	130	170	180	160	140	220	207	292	188	263	188	303	28	110	20	235	229	89
I would not vote Liberal Democrat	523 52%	258 52%	264 53%	53 41%	79 46%	100 56%	88 55%	67 48%	136 62%	105 51%	149 51%	99 53%	147 56%	115 61%	161 53%	-	80 72%	14 73%	151 64%	130 57%	28 31%
I would not vote UKIP	521 52%	241 48%	280 56%	64 49%	84 50%	110 61%	89 56%	65 46%	109 50%	135 65%	144 49%	99 53%	116 44%	127 67%	209 69%	15 55%	-	10 50%	119 51%	136 60%	63 71%
I would not vote Conservative	441 44%	226 45%	215 43%	60 46%	82 48%	98 55%	71 45%	58 41%	71 32%	90 44%	118 40%	74 39%	136 51%	-	217 72%	10 38%	61 55%	15 78%	45 19%	149 65%	49 55%
I would not vote Labour	346 35%	180 36%	165 33%	29 23%	52 30%	47 26%	56 35%	38 27%	124 56%	71 34%	112 38%	61 32%	88 33%	121 65%	-	8 30%	81 74%	8 43%	148 63%	18 8%	24 27%
None of these - I would potentially vote for all of them	114 11%	63 13%	52 10%	18 14%	22 13%	23 13%	11 7%	21 15%	19 9%	13 6%	37 13%	26 14%	30 11%	15 8%	22 7%	8 28%	5 5%	2 8%	16 7%	28 12%	9 10%
Don't know	49 5%	18 4%	31 6%	5 4%	10 6%	2 1%	8 5%	10 7%	14 6%	8 4%	12 4%	4 2%	23 9%	1 *	5 2%	1 5%	2 2%	-	4 2%	8 3%	1 1%

Wolverhampton SW Poll

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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	452	548	63	112	134	179	180	332	365	196	126	263	213	281	30	111	19	280	254	75	
Weighted base	1000	500	500	130	170	180	160	140	220	207	292	188	263	188	303	28	110	20	235	229	89	
NET: Well	557	313	244	70	103	76	75	75	158	124	177	96	131	140	139	17	67	7	165	110	53	
	56%	63%	49%	54%	60%	42%	47%	53%	72%	60%	61%	51%	50%	74%	46%	63%	61%	35%	70%	48%	60%	
Very well	(4)	53	36	17	6	9	4	7	7	19	8	11	12	21	9	11	2	7	1	11	11	1
		5%	7%	3%	5%	5%	2%	5%	5%	9%	4%	4%	6%	8%	5%	3%	6%	7%	3%	5%	5%	1%
Quite well	(3)	503	277	226	64	93	72	68	67	139	116	165	84	110	131	129	16	60	6	154	99	52
		50%	55%	45%	49%	55%	40%	42%	48%	63%	56%	57%	45%	42%	70%	42%	57%	55%	32%	65%	43%	59%
Quite badly	(2)	315	133	182	52	50	70	62	47	35	69	77	72	87	35	118	9	32	8	48	93	21
		32%	27%	36%	40%	29%	39%	38%	34%	16%	33%	26%	38%	33%	19%	39%	31%	29%	41%	20%	41%	23%
Very badly	(1)	91	40	50	8	16	25	16	11	15	7	30	14	34	7	37	2	7	3	16	19	8
		9%	8%	10%	6%	9%	14%	10%	8%	7%	3%	10%	7%	13%	4%	12%	6%	7%	13%	7%	8%	9%
NET: Badly		406	174	232	60	65	95	77	58	50	76	106	86	121	43	156	10	39	11	64	112	29
		41%	35%	46%	46%	38%	53%	48%	42%	23%	37%	36%	46%	46%	23%	51%	37%	36%	54%	27%	49%	32%
Don't know		37	13	24	-	2	9	8	7	12	7	9	6	12	5	8	-	3	2	7	7	7
		4%	3%	5%	-	1%	5%	5%	5%	5%	4%	3%	3%	4%	3%	3%	-	3%	10%	3%	3%	8%
Mean		2.54	2.63	2.44	2.52	2.57	2.32	2.44	2.54	2.78	2.63	2.56	2.52	2.46	2.77	2.38	2.63	2.63	2.28	2.70	2.46	2.56
Standard deviation		0.74	0.74	0.73	0.68	0.74	0.75	0.74	0.73	0.71	0.62	0.73	0.73	0.83	0.60	0.75	0.71	0.71	0.78	0.67	0.72	0.69
Standard error		0.02	0.04	0.03	0.09	0.07	0.07	0.06	0.06	0.04	0.03	0.05	0.07	0.05	0.04	0.05	0.13	0.07	0.18	0.04	0.05	0.08

Wolverhampton SW Poll

CATI Fieldwork : 14th-20th April 2014

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	452	548	63	112	134	179	180	332	365	196	126	263	213	281	30	111	19	280	254	75	
Weighted base	1000	500	500	130	170	180	160	140	220	207	292	188	263	188	303	28	110	20	235	229	89	
NET: Well	594	315	279	90	111	72	84	78	160	133	187	110	140	151	154	16	67	8	176	123	48	
	59%	63%	56%	69%	65%	40%	53%	56%	73%	64%	64%	58%	53%	81%	51%	58%	61%	43%	75%	54%	54%	
Very well	(4)	56	35	22	8	14	5	9	7	13	7	18	12	17	14	11	1	5	1	13	9	1
		6%	7%	4%	6%	8%	3%	6%	5%	6%	3%	6%	6%	6%	7%	4%	2%	5%	4%	6%	4%	1%
Quite well	(3)	538	280	257	82	96	67	75	71	147	126	169	98	124	137	143	15	62	8	163	113	47
		54%	56%	51%	63%	57%	37%	47%	51%	67%	61%	58%	52%	47%	73%	47%	56%	56%	39%	69%	50%	53%
Quite badly	(2)	269	120	149	35	33	73	49	44	35	57	63	64	70	27	98	11	36	7	44	74	23
		27%	24%	30%	27%	19%	41%	31%	31%	16%	28%	22%	34%	27%	14%	32%	38%	33%	36%	19%	32%	26%
Very badly	(1)	92	42	51	6	19	24	21	12	11	11	25	13	38	7	37	1	5	2	11	22	6
		9%	8%	10%	4%	11%	13%	9%	5%	5%	9%	7%	14%	4%	12%	4%	5%	11%	5%	10%	7%	
NET: Badly		361	162	199	40	53	97	70	56	45	68	88	77	107	34	134	12	42	9	55	96	29
		36%	32%	40%	31%	31%	54%	44%	40%	21%	33%	30%	41%	41%	18%	44%	42%	38%	47%	23%	42%	33%
Don't know		44	23	22	-	7	11	6	6	15	7	17	1	16	3	15	-	1	2	4	10	12
		4%	5%	4%	-	4%	6%	4%	5%	7%	3%	6%	1%	6%	1%	5%	-	1%	10%	2%	4%	13%
Mean		2.58	2.65	2.52	2.70	2.65	2.32	2.47	2.54	2.79	2.64	2.66	2.58	2.48	2.86	2.45	2.57	2.62	2.40	2.77	2.50	2.55
Standard deviation		0.74	0.74	0.74	0.65	0.80	0.75	0.80	0.73	0.63	0.64	0.73	0.71	0.83	0.59	0.76	0.61	0.66	0.78	0.62	0.74	0.65
Standard error		0.02	0.04	0.03	0.08	0.08	0.07	0.06	0.06	0.04	0.03	0.05	0.06	0.05	0.04	0.05	0.11	0.06	0.18	0.04	0.05	0.08

Wolverhampton SW Poll

CATI Fieldwork : 14th-20th April 2014

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	452	548	63	112	134	179	180	332	365	196	126	263	213	281	30	111	19	280	254	75
Weighted base	1000	500	500	130	170	180	160	140	220	207	292	188	263	188	303	28	110	20	235	229	89
I am satisfied with the job David Cameron is doing overall as Prime Minister	301 30%	163 33%	137 27%	31 24%	56 33%	52 29%	42 26%	32 23%	87 40%	56 27%	101 35%	51 27%	77 29%	110 59%	38 12%	5 17%	27 25%	6 33%	119 50%	43 19%	19 22%
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	296 30%	159 32%	137 27%	49 37%	57 34%	34 19%	48 30%	44 31%	65 29%	72 35%	90 31%	68 36%	54 20%	68 36%	65 21%	12 45%	59 53%	4 18%	86 36%	50 22%	28 31%
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.	286 29%	133 27%	153 31%	41 32%	40 23%	75 41%	47 29%	39 28%	45 20%	60 29%	77 26%	51 27%	89 34%	4 2%	182 60%	8 29%	13 12%	8 43%	22 9%	113 50%	34 38%
Refused	31 3%	11 2%	20 4%	1 1%	1 1%	4 2%	9 5%	10 7%	5 2%	6 3%	5 2%	5 3%	13 5%	1 *	2 1%	1 3%	3 3%	* 2%	1 1%	3 1%	3 3%
Don't know	86 9%	33 7%	52 11%	7 6%	15 9%	15 9%	14 9%	15 11%	18 8%	13 6%	19 6%	14 7%	31 12%	4 2%	17 6%	2 6%	8 7%	1 4%	8 3%	20 9%	5 6%

Wolverhampton SW Poll

CATI Fieldwork : 14th-20th April 2014

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	452	548	63	112	134	179	180	332	365	196	126	263	213	281	30	111	19	280	254	75
Weighted base	1000	500	500	130	170	180	160	140	220	207	292	188	263	188	303	28	110	20	235	229	89
Labour	226 23%	107 21%	119 24%	13 10%	42 25%	49 27%	38 24%	34 24%	51 23%	49 24%	62 21%	36 19%	70 27%	34 18%	87 29%	11 39%	20 18%	4 19%	49 21%	72 31%	17 19%
The Conservatives	209 21%	103 21%	106 21%	7 5%	35 21%	39 22%	34 21%	29 21%	65 29%	57 28%	51 17%	39 21%	55 21%	53 28%	60 20%	5 16%	24 21%	4 22%	62 26%	57 25%	20 23%
The UK Independence Party (UKIP)	77 8%	48 10%	30 6%	3 3%	19 11%	12 7%	14 8%	7 5%	23 10%	24 12%	22 8%	13 7%	16 6%	12 6%	17 6%	2 7%	18 16%	6 33%	26 11%	14 6%	8 9%
The Liberal Democrat	45 4%	20 4%	25 5%	- -	5 3%	9 5%	14 9%	8 6%	9 4%	8 4%	17 6%	6 3%	12 5%	11 6%	9 3%	3 12%	10 9%	- -	13 5%	12 5%	7 8%
None of them	581 58%	287 57%	294 59%	101 77%	98 58%	98 54%	77 48%	82 58%	125 57%	107 52%	173 59%	109 58%	157 60%	110 59%	167 55%	13 46%	60 54%	7 38%	128 55%	119 52%	47 53%
Don't know	26 3%	12 2%	14 3%	9 7%	1 1%	2 1%	8 5%	3 2%	3 2%	6 3%	7 2%	7 4%	6 2%	3 2%	5 2%	- -	- -	2 10%	2 1%	4 2%	2 2%

Wolverhampton SW Poll

CATI Fieldwork : 14th-20th April 2014

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	452	548	63	112	134	179	180	332	365	196	126	263	213	281	30	111	19	280	254	75
Weighted base	1000	500	500	130	170	180	160	140	220	207	292	188	263	188	303	28	110	20	235	229	89
A Labour government	355 36%	178 36%	177 35%	56 43%	75 44%	82 45%	58 36%	47 34%	38 17%	63 30%	94 32%	67 35%	110 42%	5 3%	241 80%	1 4%	12 11%	7 36%	29 12%	159 70%	20 23%
A Conservative government	277 28%	146 29%	131 26%	30 23%	33 19%	27 15%	47 29%	34 25%	105 48%	62 30%	86 29%	51 27%	69 26%	142 76%	1 *	- -	55 50%	2 11%	152 65%	15 7%	4 5%
A coalition between Labour and the Liberal Democrats	120 12%	57 11%	63 13%	16 12%	22 13%	29 16%	17 11%	18 13%	18 8%	30 14%	32 11%	30 16%	25 9%	6 3%	51 17%	10 35%	12 11%	5 26%	7 3%	33 14%	31 35%
A coalition between the Conservatives and the Liberal Democrats	86 9%	50 10%	36 7%	12 10%	12 7%	16 9%	14 9%	13 9%	19 9%	27 13%	25 8%	20 11%	12 4%	30 16%	2 1%	16 57%	18 17%	1 4%	26 11%	9 4%	19 22%
Don't know	162 16%	69 14%	93 19%	15 11%	28 17%	26 15%	24 15%	28 20%	40 18%	25 12%	56 19%	20 11%	47 18%	4 2%	8 3%	1 3%	14 12%	4 22%	21 9%	12 5%	14 16%

Wolverhampton SW Poll
CATI Fieldwork : 14th-20th April 2014

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	452 45%	500 50%
Female	548 55%	500 50%

Wolverhampton SW Poll
CATI Fieldwork : 14th-20th April 2014

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	63 6%	130 13%
25-34	112 11%	170 17%
35-44	134 13%	180 18%
45-54	179 18%	160 16%
55-64	180 18%	140 14%
65 or older	332 33%	220 22%

Wolverhampton SW Poll
CATI Fieldwork : 14th-20th April 2014

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	112 11%	66 7%
B	253 25%	140 14%
C1	196 20%	292 29%
C2	126 13%	188 19%
D	85 9%	103 10%
E	178 18%	160 16%
Refused	50 5%	50 5%

Wolverhampton SW Poll
CATI Fieldwork : 14th-20th April 2014

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	280 28%	235 24%
Labour	254 25%	229 23%
Liberal Democrats	75 8%	89 9%
Another party	24 2%	24 2%
Did not vote	261 26%	332 33%
Refused	63 6%	49 5%
Don't know	43 4%	43 4%