

Wolverhampton SW Poll

CATI Fieldwork : 7th-11th July 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	Green	Other	Con	Lab	LibDem	
Unweighted base	1000	464	536	82	96	142	178	175	326	338	188	135	296	206	304	26	130	20	12	247	252	59	
Weighted base	1000	500	500	130	170	180	160	140	220	208	294	190	265	187	310	27	123	23	12	216	212	79	
Certain to vote	(10)	472	231	240	41	50	81	84	87	128	125	145	84	104	116	163	13	74	12	5	146	138	54
		47%	46%	48%	32%	30%	45%	53%	62%	58%	60%	49%	44%	39%	62%	53%	49%	60%	53%	39%	68%	65%	68%
	(9)	51	29	22	2	9	14	9	3	13	15	14	2	16	13	18	3	7	*	-	15	15	8
		5%	6%	4%	2%	5%	8%	6%	2%	6%	7%	5%	1%	6%	7%	6%	13%	6%	2%	-	7%	7%	10%
	(8)	79	48	31	10	26	9	7	9	17	11	21	25	19	15	33	4	8	-	1	19	13	4
		8%	10%	6%	8%	15%	5%	4%	7%	8%	5%	7%	13%	7%	8%	11%	14%	7%	-	9%	9%	6%	5%
	(7)	39	21	18	14	5	5	1	5	9	8	12	5	11	5	16	4	4	-	2	9	7	1
		4%	4%	4%	11%	3%	3%	1%	3%	4%	4%	4%	3%	4%	2%	5%	17%	3%	-	19%	4%	3%	2%
	(6)	39	18	20	11	5	9	3	3	8	7	5	6	18	5	18	1	5	1	-	3	5	5
		4%	4%	4%	8%	3%	5%	2%	2%	3%	3%	2%	3%	7%	3%	6%	2%	4%	5%	-	1%	2%	6%
	(5)	100	42	57	16	27	19	13	12	13	12	30	19	35	19	37	-	16	1	1	10	20	2
		10%	8%	11%	12%	16%	10%	8%	9%	6%	6%	10%	10%	13%	10%	12%	-	13%	3%	4%	4%	9%	3%
	(4)	22	14	8	4	4	2	4	1	6	3	3	6	8	4	8	1	1	3	-	1	1	4
		2%	3%	2%	3%	3%	1%	3%	1%	3%	2%	1%	3%	3%	2%	2%	6%	1%	15%	-	1%	*	5%
	(3)	41	21	20	7	12	8	10	1	3	5	21	11	5	8	11	-	8	4	3	5	5	-
		4%	4%	4%	5%	7%	4%	6%	1%	1%	2%	7%	6%	2%	4%	3%	-	6%	15%	28%	2%	2%	-
	(2)	16	9	7	-	6	5	2	2	1	5	5	1	5	3	7	-	1	1	-	-	1	1
		2%	2%	1%	-	3%	3%	1%	1%	1%	3%	2%	1%	2%	2%	2%	-	1%	6%	-	-	*	1%
Definitely would not vote	(1)	137	64	73	24	25	28	26	15	18	18	37	30	39	-	-	-	-	-	7	7	-	
		14%	13%	15%	19%	15%	16%	16%	11%	8%	8%	13%	16%	15%	-	-	-	-	-	3%	3%	-	
Don't know		6	2	4	-	-	-	-	2	4	-	1	-	5	-	-	-	-	-	1	1	-	
		1%	*	1%	-	-	-	-	2%	2%	-	*	-	2%	-	-	-	-	-	*	*	-	
Mean		7.23	7.28	7.17	6.29	6.39	7.03	7.16	8.04	8.18	8.08	7.28	6.94	6.90	8.52	8.18	8.66	8.35	7.15	7.05	8.86	8.63	8.99
Standard deviation		3.34	3.30	3.39	3.33	3.30	3.46	3.59	3.10	2.86	3.01	3.37	3.42	3.31	2.32	2.37	1.71	2.41	3.29	3.02	2.19	2.37	1.90
Standard error		0.11	0.15	0.15	0.37	0.34	0.29	0.27	0.24	0.16	0.16	0.25	0.29	0.19	0.16	0.14	0.33	0.21	0.73	0.87	0.14	0.15	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	Green	Other	Con	Lab	LibDem
Unweighted base	1000	464	536	82	96	142	178	175	326	338	188	135	296	206	304	26	130	20	12	247	252	59
Weighted base	1000	500	500	130	170	180	160	140	220	208	294	190	265	187	310	27	123	23	12	216	212	79
Conservative	187	88	100	20	13	27	24	34	69	49	65	39	29	187	-	-	-	-	-	132	5	9
	19%	18%	20%	16%	8%	15%	15%	24%	31%	23%	22%	21%	11%	100%	-	-	-	-	-	61%	2%	12%
Labour	310	155	155	48	64	68	51	36	43	72	72	60	97	-	310	-	-	-	-	10	154	34
	31%	31%	31%	37%	38%	38%	32%	26%	20%	35%	25%	32%	36%	-	100%	-	-	-	-	4%	72%	43%
Liberal Democrat	27	16	11	4	2	6	3	4	7	9	2	2	12	-	-	27	-	-	-	3	2	15
	3%	3%	2%	3%	1%	3%	2%	3%	3%	4%	1%	1%	5%	-	-	100%	-	-	-	1%	1%	19%
The UK Independence Party (UKIP)	123	70	53	11	25	20	17	21	29	27	38	26	31	-	-	-	123	-	-	37	17	5
	12%	14%	11%	8%	15%	11%	11%	15%	13%	13%	13%	14%	12%	-	-	-	100%	-	-	17%	8%	6%
The Green Party	23	17	6	2	8	2	6	2	2	3	6	5	9	-	-	-	-	23	-	-	6	3
	2%	3%	1%	2%	5%	1%	4%	1%	1%	2%	2%	3%	3%	-	-	-	100%	-	-	-	3%	3%
The British National Party (BNP)	6	3	3	1	-	-	*	2	1	1	1	1	1	-	-	-	-	-	6	1	1	-
	1%	1%	1%	1%	-	-	*	2%	1%	*	*	1%	*	-	-	-	-	-	48%	*	1%	-
Some other party	6	3	3	-	-	3	1	1	-	-	2	3	1	-	-	-	-	-	6	1	2	-
	1%	1%	1%	-	-	2%	1%	1%	-	-	1%	2%	1%	-	-	-	-	-	52%	1%	1%	-
Would not vote	137	64	73	24	25	28	26	15	18	18	37	30	39	-	-	-	-	-	-	7	7	-
	14%	13%	15%	19%	15%	16%	16%	11%	8%	8%	13%	16%	15%	-	-	-	-	-	-	3%	3%	-
Refused	75	38	37	2	10	10	14	15	24	13	29	10	15	-	-	-	-	-	-	10	3	2
	7%	8%	7%	1%	6%	6%	9%	11%	11%	6%	10%	5%	6%	-	-	-	-	-	-	5%	2%	2%
Don't know	106	46	60	18	22	15	16	10	26	17	41	13	31	-	-	-	-	-	-	16	16	11
	11%	9%	12%	14%	13%	9%	10%	7%	12%	8%	14%	7%	12%	-	-	-	-	-	-	8%	7%	14%

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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	Green	Other	Con	Lab	LibDem
Unweighted base	488	239	249	33	36	63	85	98	173	201	85	64	128	151	207	18	93	12	7	166	172	37
Weighted base	446	229	217	45	59	80	73	76	113	119	120	85	112	130	198	19	82	12	6	144	141	49
Conservative	130	59	71	8	9	16	17	25	54	36	48	22	20	130	-	-	-	-	-	104	3	6
	29%	26%	32%	19%	15%	20%	23%	33%	48%	31%	40%	26%	18%	100%	-	-	-	-	-	72%	2%	12%
Labour	198	101	97	28	33	44	37	27	30	53	44	38	57	-	198	-	-	-	-	6	117	26
	44%	44%	45%	64%	55%	55%	50%	35%	26%	45%	37%	45%	51%	-	100%	-	-	-	-	4%	84%	54%
Liberal Democrat	19	10	9	2	2	5	3	2	4	7	1	2	9	-	-	19	-	-	-	2	1	12
	4%	4%	4%	5%	3%	6%	4%	3%	4%	6%	1%	2%	8%	-	-	100%	-	-	-	2%	1%	24%
The UK Independence Party (UKIP)	82	46	36	3	13	14	12	17	22	20	23	19	20	-	-	-	82	-	-	29	13	3
	18%	20%	16%	7%	23%	18%	17%	23%	20%	16%	19%	22%	18%	-	-	-	100%	-	-	20%	9%	5%
The Green Party	12	9	3	2	3	1	3	2	2	3	2	2	4	-	-	-	-	12	-	-	5	2
	3%	4%	1%	5%	4%	1%	4%	2%	2%	2%	2%	3%	4%	-	-	-	-	100%	-	-	4%	5%
The British National Party (BNP)	4	2	2	1	-	-	*	2	1	*	1	1	1	-	-	-	-	-	4	1	1	-
	1%	1%	1%	1%	-	-	*	2%	1%	*	1%	1%	1%	-	-	-	-	-	64%	*	*	-
Some other party	2	2	*	-	-	*	1	1	-	-	*	1	1	-	-	-	-	-	2	1	*	-
	*	1%	*	-	-	*	2%	1%	-	-	*	1%	1%	-	-	-	-	-	36%	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	30%
Labour	44%
Liberal Democrat	5%
UKIP	18%
Green	3%
Other	1%

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Absolutes/col percents

Table 5

Q.3 Thinking specifically about your own PARLIAMENTARY constituency at the next General Election and the candidates who are likely to stand FOR ELECTION TO WESTMINSTER there, which party's candidate do you think you will vote for in your own constituency?

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	Green	Other	Con	Lab	LibDem
Unweighted base	1000	464	536	82	96	142	178	175	326	338	188	135	296	206	304	26	130	20	12	247	252	59
Weighted base	1000	500	500	130	170	180	160	140	220	208	294	190	265	187	310	27	123	23	12	216	212	79
Conservative	208	102	106	20	11	34	28	36	80	50	73	46	33	175	3	2	12	-	-	142	4	10
	21%	20%	21%	15%	7%	19%	17%	26%	36%	24%	25%	24%	13%	93%	1%	9%	10%	-	-	66%	2%	13%
Labour	340	173	167	52	77	67	57	38	50	82	79	62	106	7	294	2	8	3	-	13	156	39
	34%	35%	33%	40%	45%	37%	36%	27%	23%	39%	27%	33%	40%	4%	95%	9%	6%	13%	-	6%	74%	49%
Liberal Democrat	34	20	14	5	6	8	5	4	6	9	9	3	13	1	2	21	1	1	-	3	4	19
	3%	4%	3%	4%	4%	5%	3%	3%	3%	5%	3%	1%	5%	1%	1%	78%	1%	6%	-	1%	2%	23%
The UK Independence Party (UKIP)	116	69	48	18	22	16	16	20	25	24	36	23	31	*	4	-	99	1	2	31	23	4
	12%	14%	10%	14%	13%	9%	10%	14%	11%	12%	12%	12%	12%	*	1%	-	80%	3%	15%	15%	11%	5%
The Green Party	17	14	3	2	7	1	4	2	2	2	5	5	5	-	-	-	-	17	-	-	4	3
	2%	3%	1%	2%	4%	*	2%	1%	1%	1%	2%	3%	2%	-	-	-	-	75%	-	-	2%	3%
The British National Party (BNP)	7	3	3	-	2	-	*	3	1	1	1	3	1	-	-	-	2	-	4	1	-	-
	1%	1%	1%	-	1%	-	*	2%	*	*	*	2%	1%	-	-	-	2%	-	38%	*	-	-
Some other party	9	5	4	-	1	5	1	1	1	1	3	3	2	-	-	-	-	*	6	1	2	-
	1%	1%	1%	-	1%	3%	1%	1%	1%	1%	1%	2%	1%	-	-	-	-	2%	47%	1%	1%	-
Would not vote	137	64	73	24	25	28	26	15	18	18	37	30	39	-	-	-	-	-	-	7	7	-
	14%	13%	15%	19%	15%	16%	16%	11%	8%	8%	13%	16%	15%	-	-	-	-	-	-	3%	3%	-
Refused	48	23	25	2	2	9	8	13	15	9	16	7	9	-	-	-	-	-	-	4	-	2
	5%	5%	5%	1%	1%	5%	5%	9%	7%	4%	6%	4%	3%	-	-	-	-	-	-	2%	-	2%
Don't know	83	26	57	7	17	12	15	9	22	12	32	8	27	4	8	1	1	-	-	15	12	3
	8%	5%	11%	6%	10%	7%	9%	6%	10%	6%	11%	4%	10%	2%	3%	4%	1%	-	-	7%	6%	4%

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Absolutes/col percents

Table 6

Q.3 Thinking specifically about your own PARLIAMENTARY constituency at the next General Election and the candidates who are likely to stand FOR ELECTION TO WESTMINSTER there, which party's candidate do you think you will vote for in your own constituency?

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	Green	Other	Con	Lab	LibDem
Unweighted base	518	257	262	36	40	66	88	100	188	211	93	67	135	149	204	16	92	12	7	173	179	41
Weighted base	482	253	229	51	69	84	79	78	122	125	138	91	117	127	195	18	81	12	6	149	146	56
Conservative	143	69	75	8	8	21	19	27	62	37	55	26	22	123	1	1	8	-	-	111	3	7
	30%	27%	33%	15%	11%	25%	24%	35%	51%	29%	40%	29%	19%	96%	1%	7%	9%	-	-	75%	2%	12%
Labour	222	112	109	33	42	45	40	29	34	61	52	40	62	3	191	2	5	2	-	8	122	30
	46%	44%	48%	64%	60%	54%	50%	37%	28%	49%	38%	44%	53%	3%	98%	12%	6%	16%	-	6%	84%	53%
Liberal Democrat	24	13	10	3	5	5	4	2	4	6	7	2	8	1	2	14	1	*	-	2	2	15
	5%	5%	5%	7%	7%	6%	5%	3%	3%	5%	5%	3%	7%	1%	1%	80%	1%	*	-	2%	1%	26%
The UK Independence Party (UKIP)	76	44	31	5	12	12	13	15	19	17	21	18	19	*	1	-	67	*	1	25	15	3
	16%	18%	14%	11%	17%	14%	16%	20%	16%	14%	15%	20%	16%	*	1%	-	83%	*	16%	17%	10%	5%
The Green Party	10	8	2	2	2	1	2	2	2	2	1	2	4	-	-	-	-	10	-	-	3	2
	2%	3%	1%	4%	2%	1%	2%	2%	1%	2%	1%	2%	3%	-	-	-	-	80%	-	-	2%	4%
The British National Party (BNP)	3	2	1	-	*	-	*	2	1	*	1	1	1	-	-	-	*	-	3	1	-	-
	1%	1%	*	-	*	-	*	3%	1%	*	1%	1%	1%	-	-	-	*	-	56%	*	-	-
Some other party	4	4	*	-	1	1	1	*	1	1	1	1	1	-	-	-	-	*	2	1	*	-
	1%	2%	*	-	1%	1%	2%	*	1%	1%	1%	1%	1%	-	-	-	-	3%	28%	1%	*	-

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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	30%
Labour	46%
Liberal Democrat	5%
UKIP	15%
Green	2%
Other	1%

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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	Green	Other	Con	Lab	LibDem
Unweighted base	1000	464	536	82	96	142	178	175	326	338	188	135	296	206	304	26	130	20	12	247	252	59
Weighted base	1000	500	500	130	170	180	160	140	220	208	294	190	265	187	310	27	123	23	12	216	212	79
I would not vote Liberal Democrat	645	334	310	76	107	112	109	99	142	142	188	134	163	139	217	-	97	16	8	160	148	37
	64%	67%	62%	58%	63%	62%	68%	71%	64%	68%	64%	70%	61%	74%	70%	-	79%	70%	69%	74%	70%	47%
I would not vote UKIP	586	298	288	78	112	110	92	75	118	134	170	107	156	141	235	21	-	20	5	132	142	60
	59%	60%	58%	60%	66%	61%	58%	54%	54%	64%	58%	57%	59%	75%	76%	78%	-	89%	44%	61%	67%	75%
I would not vote Conservative	484	253	231	71	99	88	85	62	79	101	133	88	149	-	220	17	77	20	8	31	148	49
	48%	51%	46%	54%	58%	49%	53%	44%	36%	48%	45%	47%	56%	-	71%	64%	62%	87%	64%	14%	70%	62%
I would not vote Labour	395	204	191	42	44	67	62	63	116	76	121	100	83	137	-	12	81	12	9	160	20	21
	40%	41%	38%	33%	26%	37%	39%	45%	53%	36%	41%	53%	31%	73%	-	45%	66%	51%	78%	74%	9%	27%
None of these - I would potentially vote for all of them	108	43	65	16	18	18	16	15	25	14	33	19	30	13	19	-	9	-	-	15	19	4
	11%	9%	13%	12%	11%	10%	10%	11%	11%	7%	11%	10%	11%	7%	6%	-	7%	-	-	7%	9%	5%
Don't know	19	10	9	2	-	6	4	3	3	2	8	3	3	1	4	-	-	-	-	-	2	-
	2%	2%	2%	2%	-	4%	3%	2%	1%	1%	3%	1%	1%	*	1%	-	-	-	-	-	1%	-

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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	Green	Other	Con	Lab	LibDem	
Unweighted base	1000	464	536	82	96	142	178	175	326	338	188	135	296	206	304	26	130	20	12	247	252	59	
Weighted base	1000	500	500	130	170	180	160	140	220	208	294	190	265	187	310	27	123	23	12	216	212	79	
NET: Well	561	301	259	78	105	85	72	79	141	130	173	100	132	156	163	21	67	11	4	160	104	52	
	56%	60%	52%	60%	62%	47%	45%	57%	64%	63%	59%	53%	50%	83%	53%	78%	54%	50%	30%	74%	49%	65%	
Very well	(4)	48	31	18	9	9	2	3	13	13	7	15	14	9	18	16	1	1	-	-	17	10	6
		5%	6%	4%	7%	5%	1%	2%	10%	6%	3%	5%	7%	4%	9%	5%	3%	1%	-	-	8%	5%	7%
Quite well	(3)	512	271	241	69	96	83	69	66	128	123	158	87	123	139	147	20	66	11	4	142	94	46
		51%	54%	48%	53%	57%	46%	43%	47%	58%	59%	54%	46%	46%	74%	47%	75%	53%	50%	30%	66%	44%	58%
Quite badly	(2)	298	136	162	38	45	63	64	43	45	62	85	64	80	26	109	3	40	6	6	38	79	20
		30%	27%	32%	30%	26%	35%	40%	31%	20%	30%	29%	34%	30%	14%	35%	12%	32%	28%	51%	18%	37%	26%
Very badly	(1)	109	49	60	8	19	27	19	14	22	13	28	20	40	3	31	1	15	4	2	12	23	5
		11%	10%	12%	6%	11%	15%	12%	10%	10%	6%	9%	11%	15%	2%	10%	4%	12%	18%	19%	6%	11%	7%
NET: Badly		407	185	222	46	64	90	83	57	67	75	112	84	120	29	139	4	55	10	8	51	102	26
		41%	37%	44%	35%	38%	50%	52%	41%	30%	36%	38%	44%	45%	15%	45%	16%	44%	45%	70%	24%	48%	33%
Don't know		32	13	19	6	1	5	5	4	12	3	9	5	14	2	8	2	2	1	-	6	6	2
		3%	3%	4%	5%	1%	3%	3%	3%	5%	2%	3%	3%	5%	1%	3%	6%	1%	5%	-	3%	3%	2%
Mean		2.52	2.58	2.45	2.63	2.56	2.34	2.36	2.58	2.64	2.61	2.56	2.51	2.40	2.92	2.49	2.82	2.44	2.34	2.12	2.78	2.44	2.67
Standard deviation		0.76	0.76	0.76	0.71	0.76	0.75	0.72	0.80	0.75	0.66	0.74	0.79	0.79	0.54	0.75	0.56	0.71	0.79	0.72	0.68	0.76	0.72
Standard error		0.02	0.04	0.03	0.08	0.08	0.06	0.05	0.06	0.04	0.04	0.05	0.07	0.05	0.04	0.04	0.11	0.06	0.18	0.21	0.04	0.05	0.09

Wolverhampton SW 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	Green	Other	Con	Lab	LibDem	
Unweighted base	1000	464	536	82	96	142	178	175	326	338	188	135	296	206	304	26	130	20	12	247	252	59	
Weighted base	1000	500	500	130	170	180	160	140	220	208	294	190	265	187	310	27	123	23	12	216	212	79	
NET: Well	594	319	275	86	121	96	78	72	140	141	179	110	139	154	178	22	65	12	4	156	103	55	
	59%	64%	55%	66%	71%	53%	49%	52%	64%	68%	61%	58%	52%	82%	57%	84%	53%	30%	72%	49%	69%		
Very well	(4)	54	35	19	4	9	7	8	13	13	11	12	13	14	17	1	*	1	-	12	13	4	
		5%	7%	4%	3%	5%	4%	5%	10%	6%	6%	4%	6%	5%	8%	5%	3%	*	3%	-	5%	6%	5%
Quite well	(3)	540	284	256	81	112	89	71	59	127	128	168	99	126	140	161	22	65	11	4	145	91	50
		54%	57%	51%	63%	66%	50%	44%	42%	58%	61%	57%	52%	47%	75%	52%	81%	52%	50%	30%	67%	43%	64%
Quite badly	(2)	286	131	154	34	40	57	57	45	51	52	92	56	77	30	98	3	42	9	6	44	77	16
		29%	26%	31%	26%	24%	32%	36%	32%	23%	25%	31%	29%	29%	16%	31%	12%	34%	39%	51%	20%	36%	20%
Very badly	(1)	83	34	49	2	9	23	19	14	15	13	13	16	36	2	28	1	12	1	2	9	22	6
		8%	7%	10%	2%	5%	13%	12%	10%	7%	6%	5%	8%	14%	1%	9%	4%	10%	4%	19%	4%	10%	7%
NET: Badly		368	165	203	36	49	81	76	59	66	65	105	72	114	32	126	4	54	10	8	54	100	21
		37%	33%	41%	28%	29%	45%	48%	43%	30%	31%	36%	38%	43%	17%	41%	16%	44%	42%	70%	25%	47%	27%
Don't know		38	16	22	8	-	3	5	8	14	3	9	8	13	1	7	-	4	1	-	6	9	3
		4%	3%	4%	6%	-	2%	3%	6%	6%	1%	3%	4%	5%	1%	2%	-	3%	5%	-	3%	4%	4%
Mean		2.59	2.66	2.51	2.72	2.71	2.45	2.44	2.54	2.67	2.68	2.62	2.58	2.46	2.90	2.55	2.83	2.45	2.54	2.12	2.76	2.46	2.70
Standard deviation		0.73	0.71	0.73	0.56	0.64	0.77	0.78	0.82	0.71	0.69	0.64	0.74	0.80	0.52	0.74	0.54	0.68	0.64	0.72	0.62	0.77	0.69
Standard error		0.02	0.03	0.03	0.06	0.07	0.06	0.06	0.06	0.04	0.04	0.05	0.07	0.05	0.04	0.04	0.11	0.06	0.15	0.21	0.04	0.05	0.09

Wolverhampton SW Poll

CATI Fieldwork : 7th-11th July 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	Green	Other	Con	Lab	LibDem
Unweighted base	1000	464	536	82	96	142	178	175	326	338	188	135	296	206	304	26	130	20	12	247	252	59
Weighted base	1000	500	500	130	170	180	160	140	220	208	294	190	265	187	310	27	123	23	12	216	212	79
I am satisfied with the job David Cameron is doing overall as Prime Minister	317	157	160	41	48	55	39	50	84	72	98	64	71	126	67	14	24	-	-	123	42	24
	32%	31%	32%	32%	28%	31%	24%	36%	38%	34%	33%	34%	27%	67%	21%	52%	19%	-	-	57%	20%	30%
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	252	117	136	31	47	46	49	26	53	56	79	44	67	57	50	6	59	9	9	74	38	13
	25%	23%	27%	24%	28%	25%	31%	19%	24%	27%	27%	23%	25%	30%	16%	22%	48%	41%	78%	34%	18%	16%
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.	290	166	125	41	68	52	42	43	45	58	86	54	87	2	176	3	31	10	1	6	113	37
	29%	33%	25%	32%	40%	29%	26%	30%	20%	28%	29%	28%	33%	1%	57%	11%	25%	45%	12%	3%	53%	47%
Refused	38	18	20	2	1	11	9	3	13	5	8	13	6	-	-	1	1	-	-	2	-	-
	4%	4%	4%	1%	1%	6%	5%	2%	6%	2%	3%	7%	2%	-	-	2%	1%	-	-	1%	-	-
Don't know	102	42	60	15	6	16	21	18	25	18	23	15	34	3	17	3	9	3	1	10	20	6
	10%	8%	12%	11%	4%	9%	13%	13%	11%	9%	8%	8%	13%	1%	5%	12%	7%	14%	10%	5%	9%	7%

Wolverhampton SW Poll

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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	Green	Other	Con	Lab	LibDem
Unweighted base	1000	464	536	82	96	142	178	175	326	338	188	135	296	206	304	26	130	20	12	247	252	59
Weighted base	1000	500	500	130	170	180	160	140	220	208	294	190	265	187	310	27	123	23	12	216	212	79
Labour	212	114	98	31	46	40	28	29	39	55	57	39	59	29	89	3	27	4	-	33	54	17
	21%	23%	20%	24%	27%	22%	17%	21%	18%	26%	19%	21%	22%	16%	29%	11%	22%	16%	-	15%	25%	21%
The Conservatives	173	90	83	21	31	32	23	28	38	47	48	32	42	45	52	5	23	4	-	48	35	14
	17%	18%	17%	16%	19%	18%	14%	20%	17%	22%	16%	17%	16%	24%	17%	20%	19%	16%	-	22%	17%	18%
The UK Independence Party (UKIP)	170	91	78	25	50	28	17	21	28	40	56	36	37	24	50	4	36	8	2	29	32	10
	17%	18%	16%	19%	30%	16%	11%	15%	13%	19%	19%	19%	14%	13%	16%	13%	29%	36%	20%	14%	15%	13%
The Liberal Democrat	84	46	38	7	21	21	10	10	15	16	15	32	20	15	25	2	11	4	-	18	15	8
	8%	9%	8%	6%	12%	12%	6%	7%	7%	8%	5%	17%	7%	8%	8%	6%	9%	17%	-	8%	7%	10%
None of them	656	308	349	81	94	119	115	90	156	127	197	122	176	129	192	16	78	13	9	156	139	47
	66%	62%	70%	62%	55%	66%	72%	65%	71%	61%	67%	64%	66%	69%	62%	59%	63%	55%	80%	72%	65%	59%
Don't know	7	5	1	-	-	3	3	1	1	2	3	-	1	-	-	1	-	-	-	-	-	1
	1%	1%	*	-	-	1%	2%	*	*	1%	1%	-	1%	-	-	5%	-	-	-	-	-	2%

Wolverhampton SW Poll

CATI Fieldwork : 7th-11th July 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	Green	Other	Con	Lab	LibDem
Unweighted base	1000	464	536	82	96	142	178	175	326	338	188	135	296	206	304	26	130	20	12	247	252	59
Weighted base	1000	500	500	130	170	180	160	140	220	208	294	190	265	187	310	27	123	23	12	216	212	79
A Labour government	399	206	193	69	83	75	61	55	56	78	103	76	130	6	267	5	40	9	3	20	161	34
	40%	41%	39%	53%	49%	42%	38%	39%	25%	37%	35%	40%	49%	3%	86%	18%	33%	41%	26%	9%	76%	43%
A Conservative government	269	140	129	26	30	39	41	39	95	69	87	60	47	152	4	-	40	6	3	158	9	7
	27%	28%	26%	20%	17%	22%	25%	28%	43%	33%	30%	32%	18%	81%	1%	-	33%	25%	29%	73%	4%	9%
A coalition between Labour and the Liberal Democrats	97	59	38	13	32	17	13	9	13	25	31	17	24	2	32	8	11	4	2	1	21	19
	10%	12%	8%	10%	19%	9%	8%	7%	6%	12%	10%	9%	9%	1%	10%	30%	9%	19%	13%	*	10%	24%
A coalition between the Conservatives and the Liberal Democrats	82	37	46	6	14	17	16	12	17	14	26	13	25	27	2	12	18	2	3	21	9	13
	8%	7%	9%	5%	8%	10%	10%	9%	8%	7%	9%	7%	10%	14%	*	45%	15%	7%	25%	10%	4%	17%
Don't know	152	59	94	16	12	32	29	25	38	23	48	23	39	*	6	2	14	2	1	16	12	6
	15%	12%	19%	12%	7%	18%	18%	18%	18%	11%	16%	12%	15%	*	2%	6%	12%	8%	7%	8%	6%	7%

Wolverhampton SW 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	464 46%	500 50%
Female	536 54%	500 50%

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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	82 8%	130 13%
25-34	96 10%	170 17%
35-44	142 14%	180 18%
45-54	178 18%	160 16%
55-64	175 18%	140 14%
65 or older	326 33%	220 22%
Refused	1 *	1 *

Wolverhampton SW Poll
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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	112 11%	66 7%
B	226 23%	143 14%
C1	188 19%	294 29%
C2	135 14%	190 19%
D	124 12%	124 12%
E	172 17%	141 14%
Refused	43 4%	43 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	1000	1000
Weighted base	1000	1000
Conservative	247 25%	216 22%
Labour	252 25%	212 21%
Liberal Democrats	59 6%	79 8%
Another party	42 4%	26 3%
Did not vote	314 31%	374 37%
Refused	51 5%	49 5%
Don't know	35 4%	43 4%